



# Adverento Travel

Nature tours and adventures in Finland – boutique style

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## Finnish Lakeland is a unique, yet safe and easily accessible holiday destination, perfect for active nature tours

- Finnish Lakeland is fresh air, clear skies, wild nature, thousands of pristine lakes, and incredibly beautiful sceneries wherever you go.
- Whether it's hiking, kayaking, boating, sailing, fishing or skiing, Finnish Lakeland offers some of the best outdoor experiences in Europe.
- Your encounter depends, of course, very much on the season of your visit, but there will always be plenty of activities available.
- One thing is for certain; You will not find anything like this anywhere else in the world. Finnish Lakeland in general and Lake Saimaa in particular is utterly unique. Lake Saimaa is a labyrinth-like water system with a shoreline of more than 14 500 kilometres (pretty much the same as the distance from Helsinki to Brisbane, Australia). The number of islands is almost unbelievable 13 700.
- The size of the lake is impressive, but even more impressive is the stunning beauty of the entire area. Come and join us to spend a few days in true peace and quiet of Lake Saimaa. We do hiking, kayaking, cycling, boating, and of course pure simple sightseeing and relaxing.



## Archipelago people of Lake Saimaa have a centuries old unique culture of their own

- The people in Finnish Lakeland and particularly in Lake Saimaa region have a centuries long, strong tradition of making their living in a truly unique labyrinth archipelago not found anywhere else in the world.
- The waterways have always connected the people, and boats have been the main means of transport. Over time, the local people have developed their boats to fit exactly to the local conditions.
- Of course, the times have changed and many people have moved to more urban areas. Still, the old traditions are very much alive and the descendants of “archipelago people” continuously return to Lake Saimaa to spend their weekends or holidays there, keeping the region lively. Probably the best demonstration of loyalty to the area are thousands of summer cottages in the area.
- For travellers, the local summer cottage culture with beachfront saunas, extremely beautiful scenery, clean air, delicious food, well-preserved nature and many activities are the highlights and excellent reasons to visit the area.



## Adverento Travel is a start-up tour operator focusing on authentic nature tours in Lake Saimaa region in Finnish Lakeland

- Adverento Travel Ltd is a start-up Finnish specialist tour operator focusing on authentic nature travel experiences in Lake Saimaa region in Finnish Lakeland
  - Operations commenced in 2022
  - Superior local knowledge of Lake Saimaa area
  - Complete set of facilities, services and activities for guided nature tours
  - Excellent capability to serve the most demanding nature travellers
  - Extensive network of local partners
  - Fully licenced charter bus operator
  - Registration for Travel Guarantee Register of Finnish Competition and Consumer Authority in 1/2023
  - Sustainable Travel Finland qualification in 2023
- Adverento Travel offers a carefully crafted selection of holiday activities. On its scheduled tours, the number of people in any group is limited to a maximum of 15 to enable sufficient attention to individual preferences and wishes.
- Adverento Travel can tailor nature tours exactly to the needs of specific groups or agents. Any time, any itinerary, any length of time.





## Main hub of nature travel activities of Adverento Travel is Pistohiekka Resort in Puumala - one of the finest beach resorts at the shores of magnificent Lake Saimaa

- The main hub of Adverento Travel is the new Pistohiekka Resort in Puumala.
- Adverento Travel is a co-founder of Pistohiekka Resort.
- Pistohiekka Resort is one of the finest beach resorts at the shores of Lake Saimaa, where it is possible to enjoy magnificent nature and great architecture in the middle of Lake Saimaa labyrinth archipelago.
- The resort consists of two main buildings and ten comfortable cottages for accommodation.
- The beach restaurant with a fantastic lake view is famous for its architecture and a popular attraction of its own right. The restaurant offers tasty local food, and its terraces are perfect places to enjoy warm summer days or dark autumn nights. It is an excellent place to gear up or wind down from day's nature activities.
- Good food is an essential part of tours of Adverento Travel. The food culture in Lake Saimaa area has long traditions and the number of quality restaurants and food producers is increasing. Adverento Travel proudly presents the highlights of the local food culture as part of their tours.

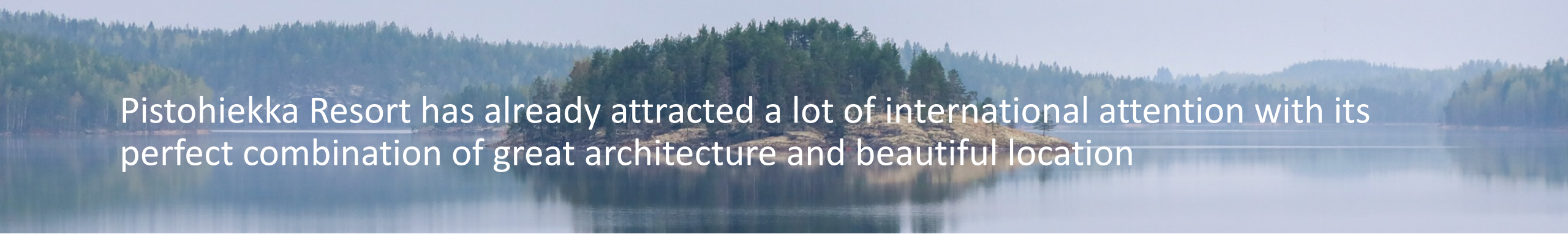




## Pistohiekka Resort is ideally located in the middle of Saimaa UNESCO Global Geopark

- A geopark is a coherent geographical area of internationally significant geological value. Geopark tells the story of how the area came to be and highlights its nature and historical sites of international importance. UNESCO Global Geoparks are internationally very popular tourist destinations and are comparable to national parks and UNESCO World Heritage Sites in terms of tourism attraction. Saimaa Geopark was awarded UNESCO Global Geopark status in spring 2021.
- Saimaa UNESCO Global Geopark brings together Saimaa's stunning nature sites, charming hiking trails and historic cultural sites, all of which are well worth experiencing when visiting Lake Saimaa. Through breath-taking sites and unique landscapes, Saimaa Geopark tells the story of the birth of Saimaa in a whole new way.
- Pistohiekka is part of Saimaa UNESCO Global Geopark surrounded by nature reserves and with many attractions nearby waiting for travellers to explore them. The surrounding nature is uniquely beautiful and there are lots of things to do for days - or weeks! You can go hiking, kayaking, cycling, fishing or sailing. But, of course, there is nothing wrong with just relaxing on the beach and enjoying the scenery.





## Pistohiekka Resort has already attracted a lot of international attention with its perfect combination of great architecture and beautiful location

- Nestled in a rocky cove surrounded by trees, the resort comprises two buildings that house a restaurant and two saunas with lake view.
- The tranquil cove location invites the guests for a relaxed time at the restaurant, saunas and their lake-view terraces.
- The openings on both of the roofs work as a shared cohesive element between the buildings. The sauna building's opening is a closed atrium, while the restaurant building's roof opens up to the lake, providing a cosy atmosphere for fun gatherings and peaceful evenings alike.
- In the area, there are two long sandy beaches for swimming and beach life.
- The restaurant and the saunas were designed by Studio Puisto Architects Ltd and constructed by Saimaan Seudun Erikoisrakentajat Oy.
- The restaurant opened in June 2022 and has already been featured in several international architecture and design magazines throughout Europe.





Pistohiekka Resort has a beach restaurant famous for great architecture, excellent local food and stunning lake views from inside and from its large terraces

- Delicious, sustainably produced local food is an essential part of Adverento Travel's nature tours.
- Food culture at Lake Saimaa region is strong and lively with an increasing number of ambitious quality restaurants and food producers happy to serve demanding visitors.
- Pistohiekka Resort offers the best of local food culture and an opportunity to enjoy tasty, local food in a truly unique atmosphere.
- The menu of Pistohiekka Resort is adjusted to the seasons and the harvest, but there is always a plenty of fish and other local ingredients available. The restaurant always has vegetarian, vegan, gluten-free and dairy-free options available.
- Most dishes on the menu are based on local products and significant part of our food supplies come from D.O. Saimaa (Designation of Origin Saimaa) qualified producers.
- D.O. Saimaa is a recognised label for locally produced clean, eco-friendly and high-quality products.



## Pistohiekka Resort has ten comfortable cottages for holiday makers

- Cottages are 24 square metres in size. They accommodate 2-4 people each.
- All cottages are equipped with a bedroom, living room with a kitchenette and a bathroom.
- The cottages have terraces facing to south and air-conditioning.





## There are many guided and self-guided activities available at Pistohiekka Resort

- Adverento Travel's tours include some transport by a private minibus, but essentially they are active holidays with days full of nature encounters and activities.
- Visitors can book various activities at Pistohiekka, they include, e.g. (these can be part of the package or optional extras)
  - Kayaking for different skill levels and durations
  - Stand-up paddling
  - Eco-boat cruises and seal watching cruises
  - Day-hiking in some of the best hiking routes in Southern Finland
  - Fishing
  - Cycling
  - Safaris by electric snow scooters
- For groups with advance booking there are also many other options available on request
- On site, it is easy to go swimming, running, rowing or walking at any time



## Adverento Travel runs scheduled small group tours for international nature travellers

- Adverento Travel will start organised, guided nature tours for international travellers in 2023.
- Tours depart from Helsinki and visit several attractions in Lake Saimaa region.
- The means of transport is a comfortable private minibus with 16-17 passenger seats.
- The itinerary is full of activities like hiking, kayaking and cycling. Nevertheless, it is possible just to relax and stay at the resort or hotel, if preferred.
- The standard tour takes six days and five nights. It can easily be modified to meet the demand of individual groups or agents. Full tailoring to the needs of an individual agent or DMC is possible.
- Maximum number of travellers in a group is 15 people.
- Typically, the travellers on scheduled tours will spend three nights at Pistohiekka Resort and two nights in Savonlinna or Oravi.





Adverento Travel and Pistohiekka Resort are unique. No other company in the region can offer such a complete set of services for demanding nature travellers

- Adverento Travel and Pistohiekka Resort have a complete set of facilities and resources for transport, accommodation, food and activities in Lake Saimaa region.
- The founders of Adverento Travel and Pistohiekka Resort have their roots deep in the local culture of Lake Saimaa. They have a strong local identity and enormous wealth of knowledge about the region and its customs.
- The main value of both companies is the genuine respect for local nature and culture. The companies pursue sustainability and eco-friendliness in all the operations of the resort and the tours.
- Join us to see the best parts of one of the most attractive areas in the world. Meet the people with a peculiar, unique culture that stems from centuries old ways of surviving in remote, but stunningly beautiful environment.



## Founders of Adverento Travel and Pistohiekka Resort have deep local knowledge and perfect set of facilities and resources for transport, accommodation, food and activities in Lake Saimaa region

- The founders of Adverento Travel and Pistohiekka Resort have their roots deep in the local culture of Lake Saimaa. They have a strong local identity and enormous wealth of knowledge about the region and its customs.
- The main value of both companies is the genuine respect for local nature and culture. The companies pursue sustainability and eco-friendliness in all the operations of the resort and the tours.
- Tomi Närhinen is the creator, founder and innovator of both companies. He has partnered with colleagues with similar values and goals. Together the team shares the passion for serving the most demanding of clients and are happy to present the local culture and environment to travellers from various parts of the world.
- Join us to see the best parts of one of the most attractive areas in the world. Meet the people with a peculiar, unique culture that stems from centuries old ways of surviving in remote, but stunningly beautiful environment.





# Case Example

Six days tour of Lake Saimaa





## Case example: Six days tour of Lake Saimaa

### Quick facts:

- Six days' journey to the wonderland of Lake Saimaa. We do relaxed sightseeing, hiking and optional kayaking or bicycling.
- Available departure dates in 2023:
  - 4 June, 11, June, 18 June, 25 June, 2 July, 9 July, 16 July, 23 July, 30 July, 6 August, 13 August, 20 August
- Country/region visited: Finland, Lake Saimaa region
- Type: Guided Tour
- Start/end: Helsinki (city centre or Helsinki international airport)
- Duration: 6 days/5 nights





## Case example: Six days tour of Lake Saimaa

- Suitability: The itinerary includes a lot of hiking, cycling, and/or kayaking, but can easily be adjusted for people with a preference to relax at the beach and to enjoy leisurely sightseeing. Equally, it can be adjusted to the needs of smaller children. Also, it is possible to spend all days just kayaking or hiking, if you want. You do not have to be an experienced kayaker, but this trip certainly can be adjusted to satisfy the highest demands of keen sea kayakers.
- N.B. this is an example case, which can be branded and tailored to an individual agent, DMC or tour operator



## Case example: Six days tour of Lake Saimaa, Itinerary in short

- Day 1 (Sunday): Helsinki – Puumala, Lake Saimaa, travel by private minibus
- Day 2 (Monday): Hiking, cycling, or kayaking in Puumala, Lake Saimaa
- Day 3 (Tuesday): Hiking, cycling, or kayaking in Puumala, Lake Saimaa
- Day 4 (Wednesday): Puumala – Savonlinna, travel by private minibus
- Day 5 (Thursday): Savonlinna – Linnansaari national park – Savonlinna, travel by private minibus
- Day 6 (Friday): Savonlinna – Punkaharju – Imatra – Porvoo – Helsinki, travel by private minibus





## Case example: Six days tour of Lake Saimaa, Day 1

Day 1 (Sunday): Helsinki – Puumala, Lake Saimaa, travel by private minibus

Meet your host and driver, and join the group in central Helsinki at 10:30 a.m. or at Helsinki International Airport at 11:30 a.m. Sit back and enjoy the scenic drive from Helsinki to Lake Saimaa region. We make several stops en route and have a good lunch in Mikkeli, the provincial capital. We'll arrive in Puumala, one of the absolutely most beautiful municipalities in Finland at 18:00 allowing you good time to settle down and prepare for tomorrow's activities. Of course, you can go swimming, kayaking, fishing, or rowing; there will be sunlight until very late. Dinner is served at your lodge.



## Case example: Six days tour of Lake Saimaa, Day 2

Day 2 (Monday): Hiking, cycling, or kayaking in Puumala, Lake Saimaa

We start the nature activities with a day-hike in one of best day-hiking trails in Southern Finland, Seal Trail of Saimaa in Puumala. It is a 15 kilometres' walk with stunning views. Lake Saimaa will be surrounding us all the time and the scenery varies from rocky hills to sandy beaches. Lunch is a picnic lunch at the beach. In the afternoon we'll return to the village of Puumala and then onwards to the resort allowing good time to relax or go kayaking, rowing, fishing, or swimming. Later in the evening we gather for a barbeque at the beach.





## Case example: Six days tour of Lake Saimaa, Day 3

Day 3 (Tuesday): Hiking, cycling, or kayaking in Puumala, Lake Saimaa

Today, we'll take a minibus drive to Ristiina (50 km South-West from Puumala) to visit a site of ancient rock paintings. It is a nice drive with excellent scenery. There are about 70 pictures that date back to 2 500 – 3 000 BC. The site itself is incredibly beautiful and would make a perfect day trip destination even with no rock paintings at all; you'll see what we mean, when you see the place! There are several ways to visit the site; by foot, by kayak, or by boat. All of them are possible with Adverento Travel. A very good option is to paddle from Kallioniemi, 5 km away, since there are many other attractions around, easiest visited by a kayak. On our way back to Puumala, we can make a short detour for a late afternoon hike to visit Neitvuori, one of the highest points in South-East Finland; again, the views from the hilltop are wonderful. In the evening, we all are probably a little bit tired, so it is a good time to relax and have a nice dinner together. Also, a genuine Finnish sauna is available – like on any other night in Puumala. You will enjoy it for sure!



## Case example: Six days tour of Lake Saimaa, Day 4

Day 4 (Wednesday): Puumala – Savonlinna – Oravi, travel by private minibus

You can choose to spend the next two days either by kayaking in Puumala, Southern Lake Saimaa, or by joining the group to visit the town of Savonlinna and Linnansaari national park in Northern Lake Saimaa. Savonlinna is a historic archipelago town famous for its medieval castle. We visit the castle, take a walking tour in the town, have a lunch, and continue by minibus to Oravi, 40 km North from Savonlinna. Located between two national parks, Linnansaari and Kolovesi, Oravi is a perfect basecamp for kayaking or exploring the two national parks. We arrive in Oravi at late afternoon, so there is still time for seal watching cruise by a boat and then have a good fish dinner at a restaurant by the lake Saimaa.





## Case example: Six days tour of Lake Saimaa, Day 5

Day 5 (Thursday): Oravi – Linnansaari national park – Savonlinna, travel by private minibus and boat

We start off the day in Oravi and take a kayaking tour or boat tour to the main island of the magnificent Linnansaari national park. The national park consists of more than 130 small islands and is the largest national park in Southern Finland. We spend the day kayaking and hiking the nature trails of Linnansaari. It surely is a great nature encounter with beautiful views and scenery wherever you go. With a bit of luck, it is also possible to see the endangered Saimaa ringed seal or an osprey. The lunch is a picnic lunch in Linnansaari. In the late afternoon, we return to Oravi and drive back to the town of Savonlinna. The accommodation is in a hotel in central Savonlinna, so it is convenient to go to local bars and restaurants for a nice evening out.



## Case example: Six days tour of Lake Saimaa, Day 6

Day 6 (Friday): Savonlinna – Punkaharju – Imatra – Porvoo -Helsinki, travel by private minibus

This is our last day together. Of course, we are more than happy to provide you with an opportunity to extend your stay by a few days, if you wish. This will be a busy day, so we'll better start early in the morning. We'll take a minibus drive to Punkaharju, an amazing esker ridge, where the Finnish nature tourism began nearly 200 years ago. After some hiking and sightseeing we continue to Imatra for a short walk along Vuoksi river. Right before arriving in Helsinki, we see one of the oldest and most beautiful small towns in Finland, that is Porvoo. We take a short tour of the old town and have some snacks in one of the many atmospheric restaurants and cafés, of which Porvoo is so famous for. In the evening, it is time to say goodbye. We take all travellers to their hotels or, alternatively, directly to the airport or to the cruise harbour. If you wish, we can easily arrange sightseeing or activities for you in Helsinki. We hope to see you soon again!































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