

Country:	Finland
Type of Business:	Chain of Information-Camping-Service points
Business Name:	Virena Ky

A Regenerative Approach to Tourism



Our Story and Journey – The people, place, uniqueness and values.

Cycle Stopover places provide unique low-cost accommodation, bicycle service point, tourism information and village-based experiences for visitors.

Cycle Stopover concept follows regenerative practices and values:

- Using re-used materials and local services
- Focusing on muscle-based travelling (hiking, cycling, skiing)
- Promoting digital tools in village service collaboration and marketing
- Providing unique nature experiences with local people to all visitors.

All Cycle Stopover- locations have unified brand including basic instructions for customers: Waste handling, reducing water and energy consumption, participating in nature preservation.

Regenerative Practices

Champions local places:

- Information about history and traditions, Using existing infrastructure (barns, summer cottages etc) for accommodation.
- Keeps traditions alive; fishing, cooking, gardening activities, village traditions and happenings

Benefits host communities:

- Local people get extra income, old or lonely people get help and sense of security if have visitors now and then
- Saving infrastructure: repairing and using unnecessary, existing buildings and materials for accommodation and activities
- Strengthens community resilience, nature conservation activities; removing invasive plants, cleaning rubbish, planting trees, helping to keep villages alive by extra income

Tackles climate action:

- Re-used and recycled materials
- Low energy consumption, Low water consumption,
- No fossil fuels needed in travelling or for experiences, promoting cycling

Empowers visitors:

- Knowledge and learning: local habits and history, new skills.
- Unique experiences in authentic village environment

Long term sustainability and profitability:

- Profit for maintaining and developing the network, work for more people in rural villages, more knowledge sharing locally and globally by the network.
- Concrete actions of nature protection increase understanding of natural values

Future Journey for A Regenerative Tourism Approach :

- 1) Good Travel Seal – certification for the first Cycle Stopovers in Heinävesi and Savitaipale
- 2) Aim to build a network of Cycle Stopover – places.
- 3) Spread the word: PhD- studies about the subject, discussions and further studies ahead.

Image that Represents Our Business and Place**Website, Social Media and Contacts**

<https://www.fillariparkki.fi>

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