

Antti Huttunen:

Luonnon virkistyskäytön ja
luontomatkailun mahdollisuudet

Kestäviä ratkaisuja metsistä ja luonnosta
Torstai 24.8.2023 | Koskisydän, Tervo

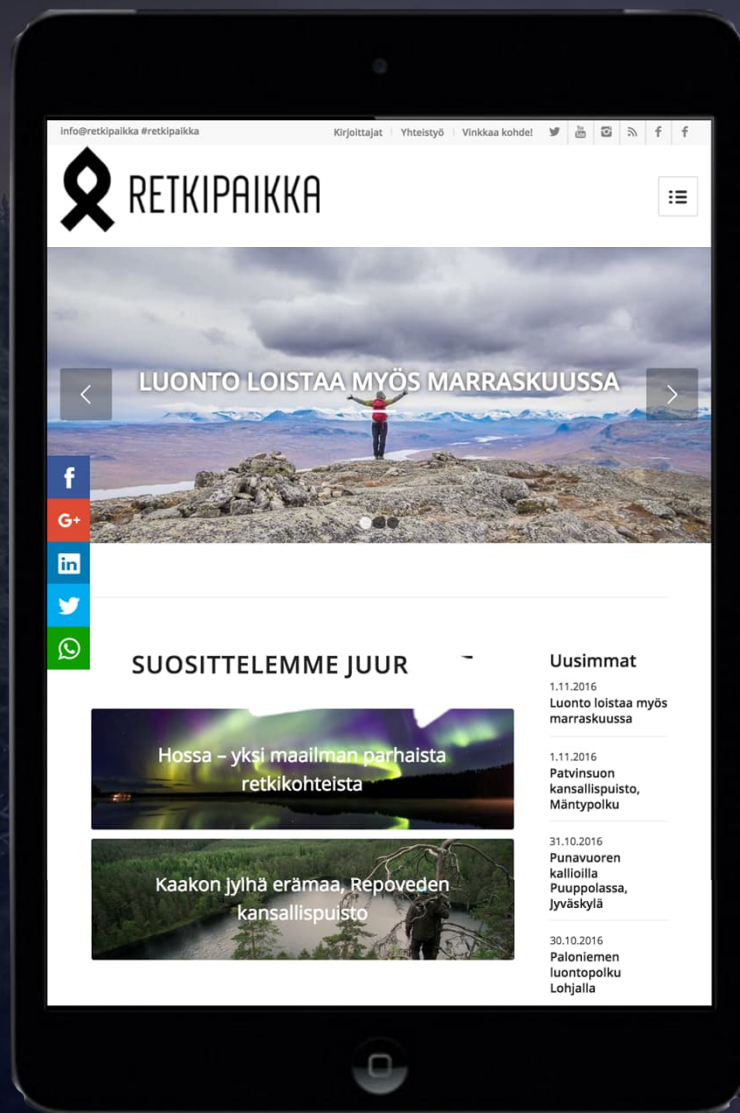


Luonnon virkistyskäytön & luontomatkailun mahdollisuudet

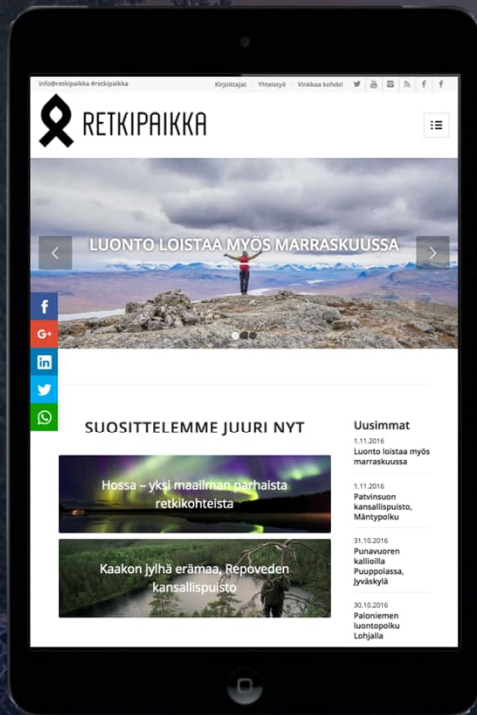


Antti Huttunen
avohakkaajaviherhippi
toimitusjohtaja





Retkipaikka numeroina



- 1,2 miljoona eri kävijää vuodessa
- 8,5 miljoonaa luettua artikkelia vuodessa
- 100 000 mobiilisovelluksen latausta
- 9 kirjaa
- 58 000 Facebook-seuraajaa ja 72 800 ryhmän jäsentä
- 101 000 Instagram-seuraajaa
- Yli 650 000 tv-katsojaa joka Metsien kätkemä jaksolla
- 2 luontokeskusta
- 15 työntekijää
- 1,5 miljoonan liikevaihto

An aerial photograph of a vast forest landscape at sunrise. The sun is low on the horizon, casting a warm, golden glow over the scene. Sunbeams (crepuscular rays) are visible, filtering through the mist and the dense canopy of trees. The forest is composed of various types of trees, including tall, thin evergreens and shorter, denser deciduous trees. The mist is most prominent in the middle ground, creating a soft, ethereal atmosphere. The overall color palette is dominated by greens, yellows, and oranges.

Missio:

Nähdä metsät nähtäisiin laajemmin kuin vain
pelkkinä raaka-aineiden lähteenä

A photograph of a forest stream. The water is dark and calm, reflecting the surrounding greenery. The stream flows over several large, moss-covered rocks. The banks are lined with dense forest, featuring various types of trees and lush undergrowth. Sunlight filters through the canopy, creating dappled light on the water and rocks.

Luonto on syy miksi Suomeen matkustetaan
Ulkomaalaiset toivat 5,3 miljardia € (16,3 miljardia €)

A close-up photograph of a reindeer's eye. The eye is a deep, dark blue-grey color and is highly reflective, mirroring a forest landscape with trees and a body of water. The surrounding fur is thick and brown, with some lighter, tan-colored hair visible on the right side of the eye. The background is blurred, showing more of the reindeer's head and a hint of a light blue sky.

Meillä on metsää 4 hehtaaria asukasta kohden
Miten paljon nykyistä enemmän voi meille antaa?



PAAVOLAN TAMMI

14.9.2014 / BY ANTTI HUTTUNEN

Ota yhteyttä

A photograph of a forest with many tall, thin trees and a path leading through dense undergrowth. The trees are mostly deciduous with green leaves, and some have reddish-brown bark. The ground is covered in low-lying green and yellowish vegetation. A narrow dirt path leads from the foreground into the forest.

Miten metsä tuottaa hakkuiden välissä?
Miten metsä tuo tuloja monella tapaa?







Kokemukset

- AR-opastukset
- Metsäluistelurata,
- Wine in the Woods
- Njucka -metsäravintola
- efatbike
- SUP ja melonta,
- Shop

Finland, Naturally Experiences

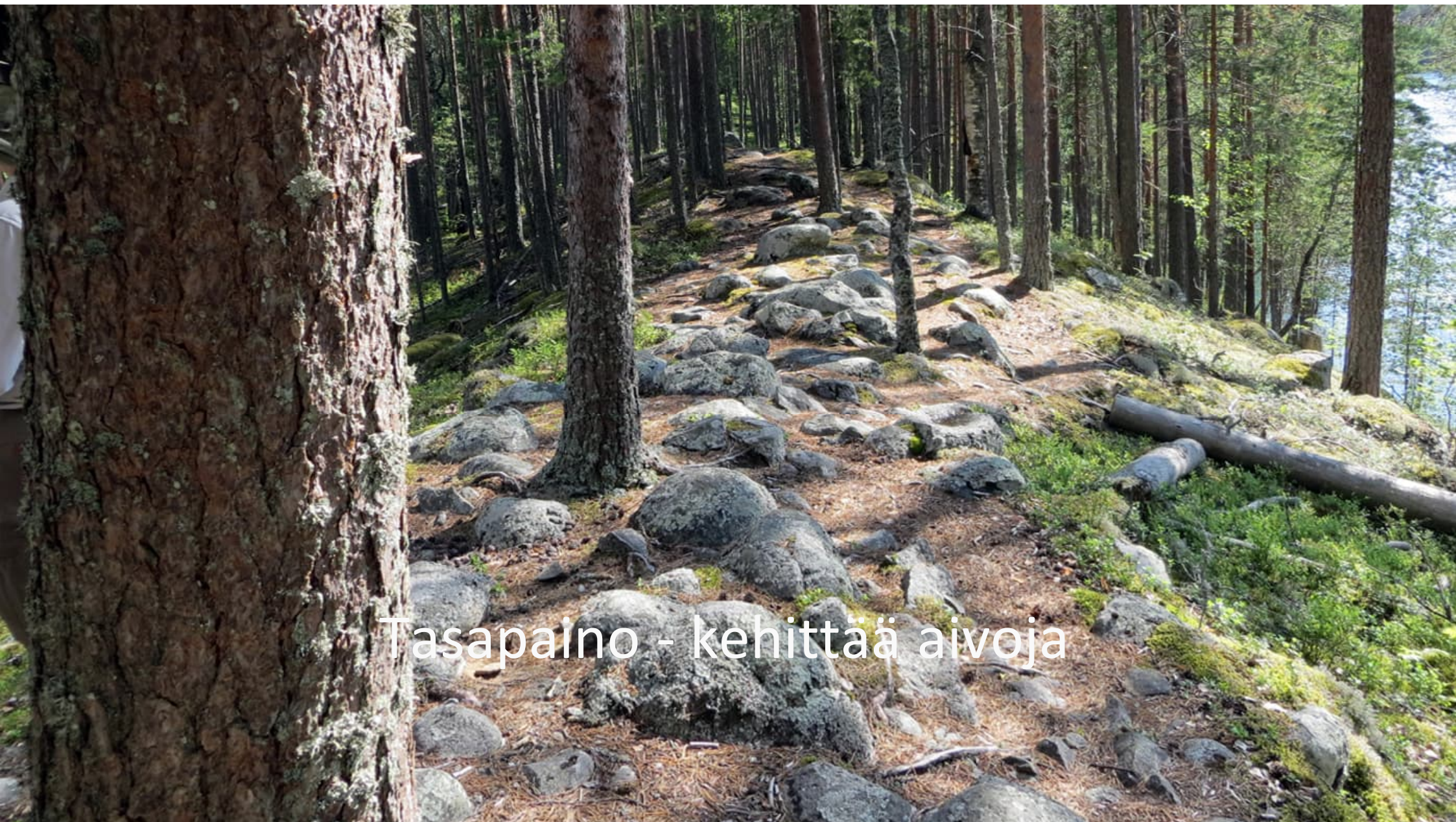


Valoteokset

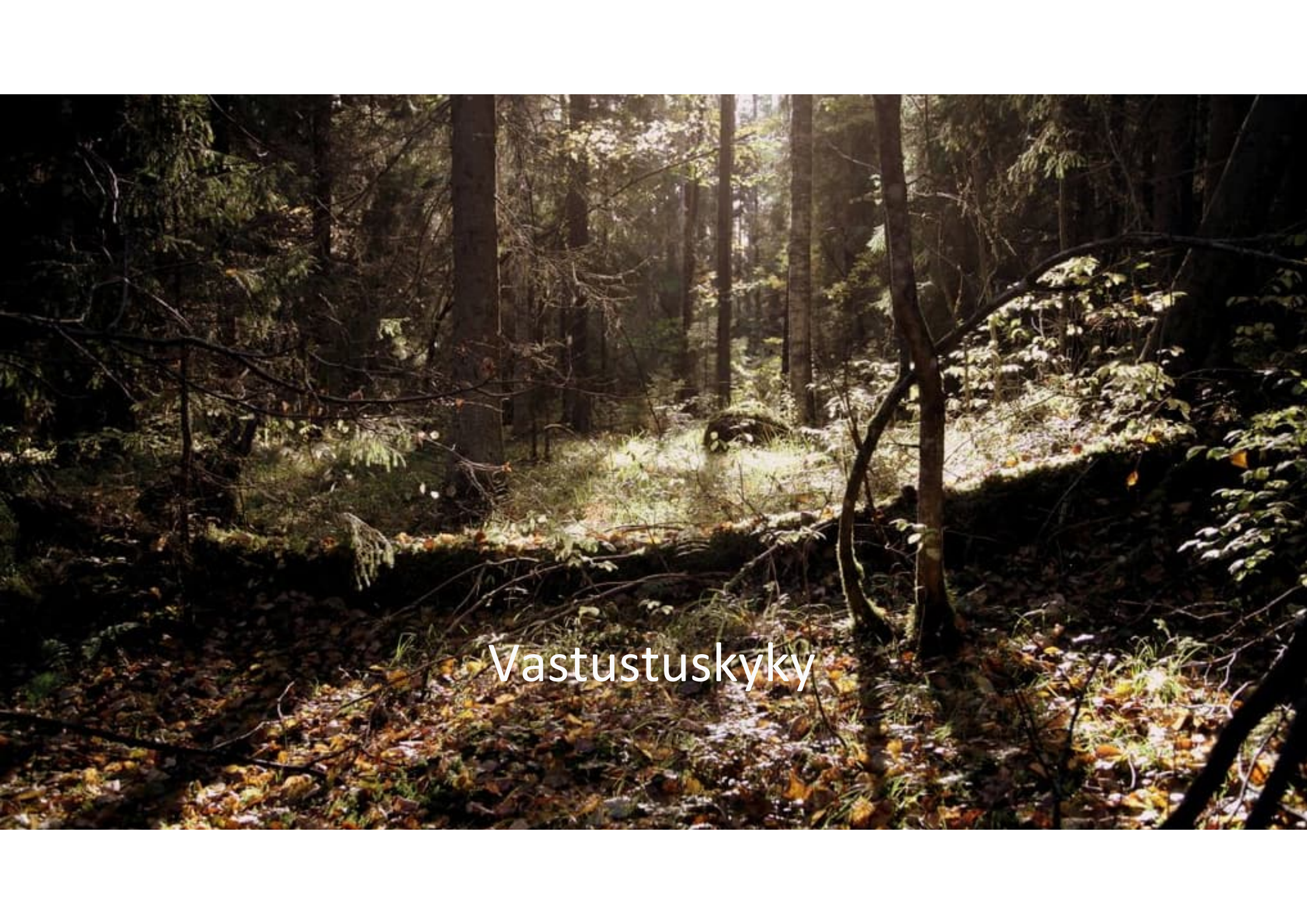
Finland, Naturally Experiences

A photograph of a forest with many tall, thin trees and a path leading through dense undergrowth. The trees are mostly deciduous with green leaves, and some have reddish-brown bark. The ground is covered in low-lying green plants and moss. A narrow path leads from the foreground into the forest.

Miten metsä tuottaa hakkuiden välissä?
Miten metsä tuo tuloja monella tapaa?



Tasapaino - kehittää aivoja



Vastustuskyky



Muutama minuutti



20 minuuttia



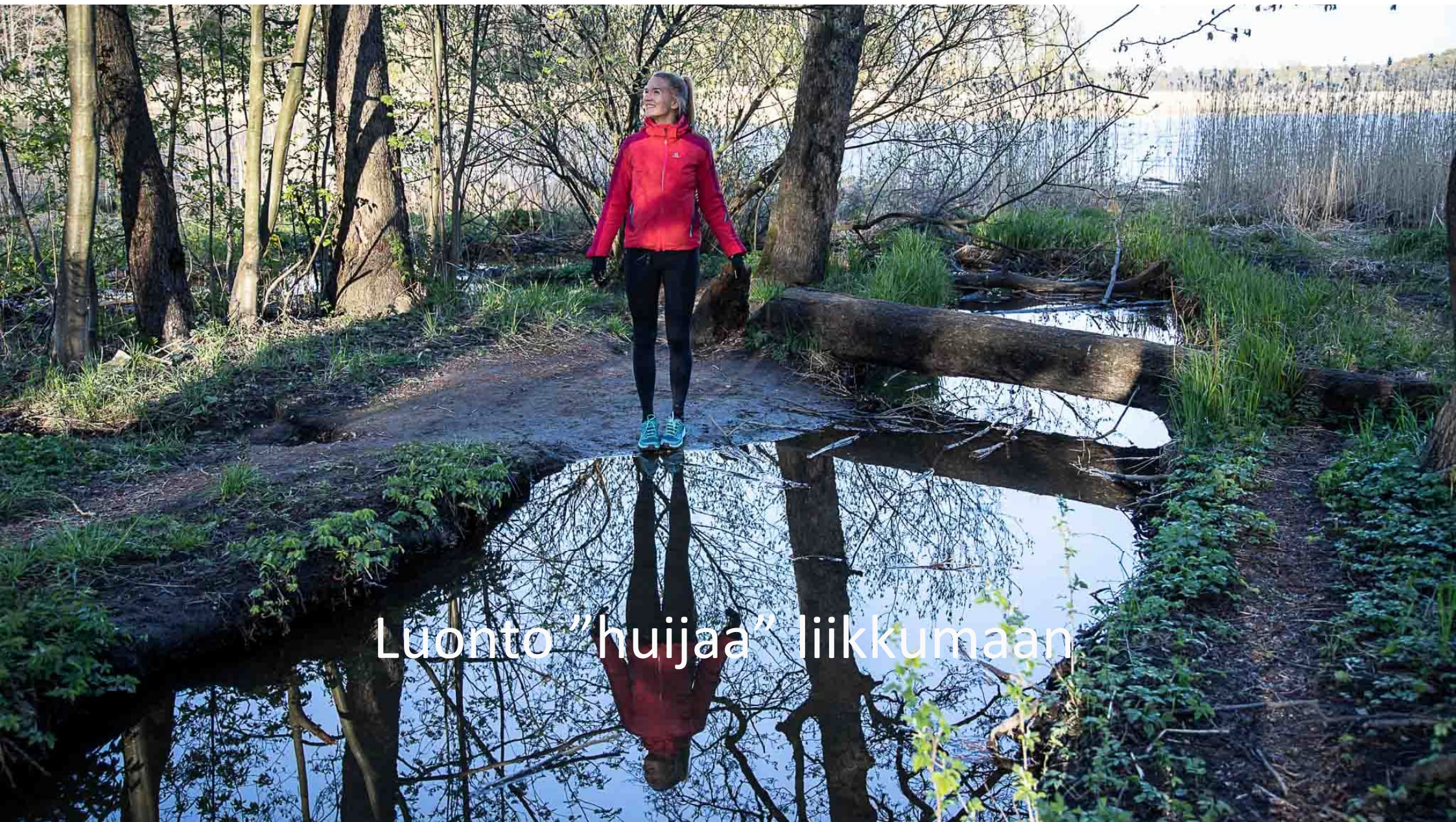
Tunti

A photograph of a dense forest. The trees are tall, thin, and mostly evergreen, with some deciduous trees visible in the background. The forest floor is covered in a thick layer of green moss and low-lying vegetation. Sunlight filters through the canopy, creating dappled light on the ground. The text "2 Tuntia" is overlaid in the center of the image.

2 Tuntia

A photograph of a calm stream in a forest. The water is dark and reflects the surrounding greenery. The stream is bordered by large, moss-covered rocks. The background is a dense forest with many trees and lush foliage. The lighting is soft, suggesting a shaded forest environment.

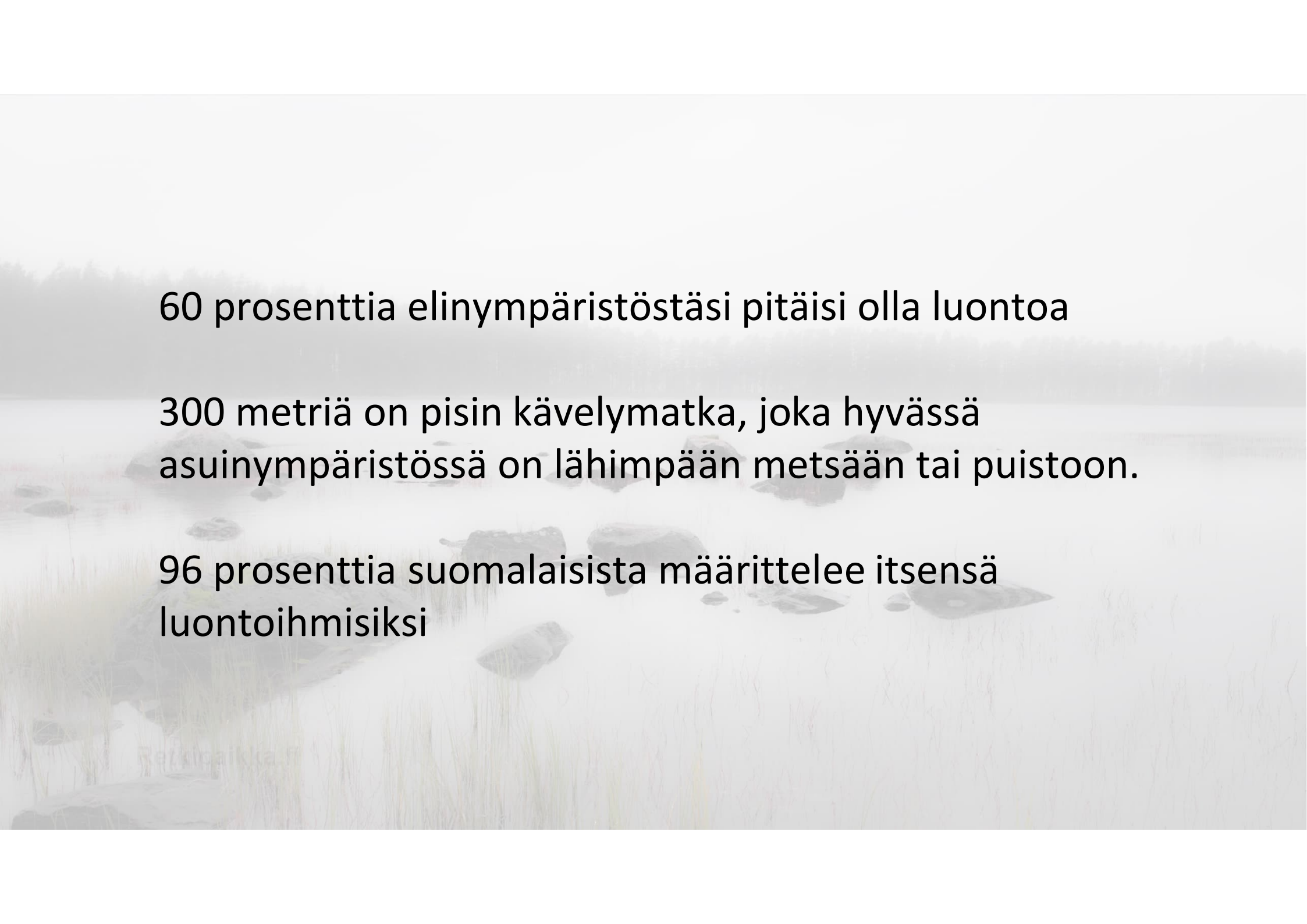
u ja luonnon äänten kuuntelu palauttavat stressistä parem



Luonto "huijaa" liikkumaan

A scenic landscape photograph of a rocky shoreline. In the foreground, a light-colored dog stands on a gravelly beach. The middle ground shows a calm body of water reflecting the sky. In the background, a small island with a dense forest of tall evergreen trees and some yellowing deciduous trees is visible. Two people are standing on the island. The sky is clear and blue. The text "Täsmähoito ahdistukseen, stressiin ja masennukseen" is overlaid in white across the middle of the image.

Täsmähoito ahdistukseen, stressiin ja masennukseen

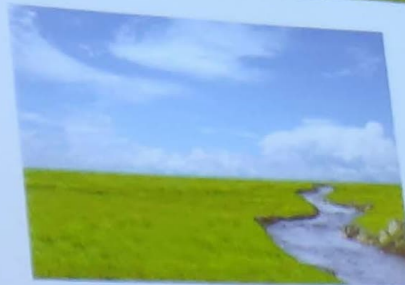
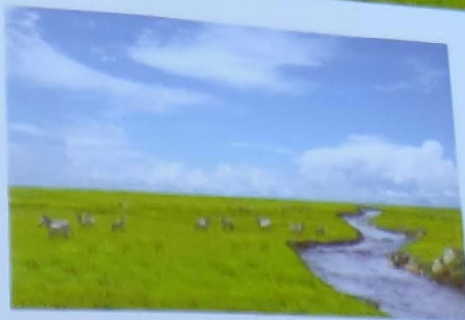
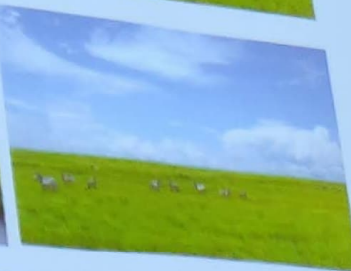
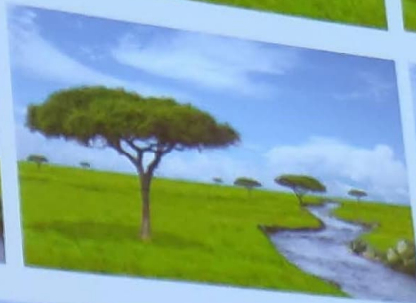
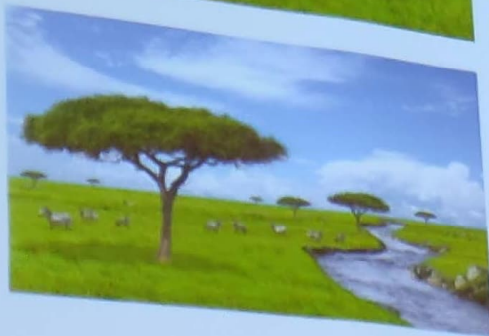
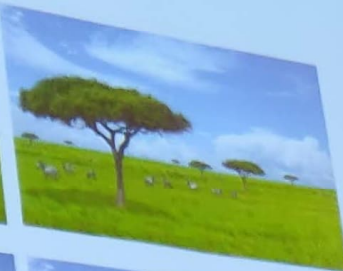
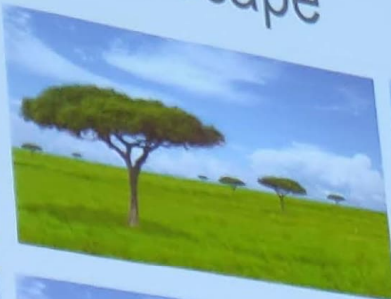
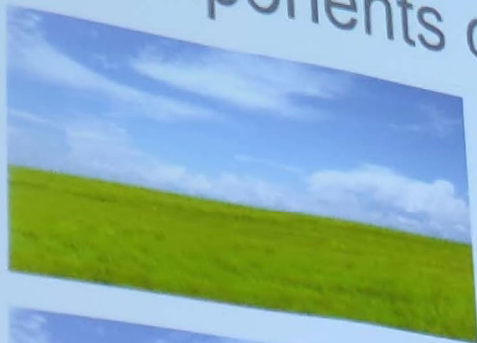
A background image of a misty lake with reeds and rocks, creating a serene and natural atmosphere.

60 prosenttia elinympäristöstäsi pitäisi olla luontoa

300 metriä on pisin kävelymatka, joka hyvässä
asuinympäristössä on lähimpään metsään tai puistoon.

96 prosenttia suomalaisista määrittelee itsensä
luontoihmisiksi

Components of landscape







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Kiitos!

Retkipaikka | Finland, naturally