



SAUNA

Welcome your guests to a local sauna. Allow your guests to slow down, focus on their breath, and get immersed in the dense northern heat. A visit to the sauna is the perfect way to relax after hiking or skiing, or as a way to enjoy a rainy day.

Guests can enter the sauna by themselves, or with a guide who shares information about the local sauna culture and answers questions from the guests. Besides steaming up the atmosphere by adding water on the stones, you can also add local essential oils, from for instance birch, pine, or blueberry to fill the sauna with a local scent. Perhaps this sauna is the home of a little sauna elf? What about the branches of birches that the Finns whisk themselves with in the sauna? With heat, scents, and spirits come the best stories!

GROUP SIZE: 2-8 guests

DURATION: 1-3 hours

AVAILABILITY: all year round

FOR WHOM: Guests seeking meaningful, authentic, and slow healthy experiences.

WHAT IS NEEDED FOR THE PRODUCT



- Sauna
- Shower, or other source of water
- Comfortable place to change clothes
- Towels and/or bathrobes to borrow
- Towel to sit on (in Finnish, 'pefletti')
- Shampoo, conditioner, soap, and skin lotion made from local ingredients.
- Basket or tray of beverages, fruits, snacks, or sausages that are enjoyed together after the sauna
- Basic information about sauna routines and how sauna forms a part of local culture and everyday life

EXTRA SERVICES



- The guests can participate in the process of warming up a wooden sauna
- The sauna experience can be prolonged with a meal together. It's also possible to cook food on the stones with the guests
- Sauna with a guide facilitating three rounds of sauna sessions with a break to cool down and hydrate
- Dip in (an ice hole in) the lake, river, or sea
- Roll in the snow
- Outdoor bathtub
- Local essential oils with information where the oil comes from and what it does for your body, mind, and general wellbeing
- In Finland 'vihta' or 'vasta', a whisk made of birch branches, which is used to promote good blood circulation and nice scents
- Sauna yoga
- Meditation
- Stories about the sauna spirits and elves

TO BEAR IN MIND



- Instructions to visitors
- Set a time when the visit ends
- Candles, lanterns, fire, and scents for a cosy atmosphere

EXAMPLES OF MARKETING CHANNELS



- Webpage
- Social media pages
- Intermediaries (e.g., Airbnb, Doerz, tour operators, travel agencies, hotels, destination marketing organisations)

INSPIRATION



- [Granö Beckasin, Granö, Sweden](#)
- [Mobile sauna and Tent sauna, Näkkälä Adventures, Enontekiö, Finland](#)
- [Arctic Sauna, Holiday Village Valle, Utsjoki, Finland](#)
- [The Peace & Quiet Hotel, Jokkmokk, Sweden](#)
- [Min Àja, Karasjok, Norway](#)