

# Lietsu

BOUTIQUE APARTHOTEL



*GLW seminar 25 March 2025*

# **Regional Culture and Nature in Responsible Tourism Offering**



*Case Lietsu Boutique Aparthotel*

# Lietsu – It feels like home!



- ◇ Privately owned hotel, operating since December 2019
- ◇ In the city centre of Joensuu, by the river Pielisjoki
- ◇ 31 rooms in a former post office building from the 1950's
- ◇ Local Karelian breakfast buffet – also snacks and meals served on request
- ◇ Meeting room and sauna with a view over the river Pielisjoki
- ◇ Parking with charging points, Easyfit gym downstairs
- ◇ Tour operator rights
- ◇ Reviews: Booking.com 9/10, Google 4,8/5, Tripadvisor 5/5

**All will be well, as we say around here!**



**Hospitality**

**Locality**

**Sustainability**

**Originality**



“They talked about a town by the river,  
its marketplace and people. There, there  
was Lietsu to be!

In a lively town by the whirling waters.  
I settled there and found my place!”





"You're always welcome here!  
The old and the young, to rest or to work.  
To enjoy peace and quiet or good company."



"Leave your worries at the door –  
I doubt they'll still be there  
the next morning!"

"Just kick off your shoes, sit back  
and close your eyes.

Listen to the stories from deep  
North Karelian forests, the busy  
market town by the river, and the  
melancholy Kalevala notes.

Immerse yourself in the Lietsu  
atmosphere and let the stories  
guide you."



**We offer service with  
a personal touch**





# Our aims since the beginning



## ◇ TOP 5 objectives

- ◇ To create human-size experiences of locality and hospitality
- ◇ To increase the appreciation of Karelian culture and history
- ◇ To emphasise the values of nature and climate
- ◇ To increase the understanding of diversity and to create empathy
- ◇ To support the local economy and create a sense of community

## ◇ Decisions that were taken

- ◇ We stay true to our values
- ◇ We work with the ones that we know and trust
- ◇ We don't do anything just because it has always been done like that

# Regional culture in details



- ◇ Uniquely decorated rooms telling stories about Karelian history, culture and nature – including the Kalevala room
- ◇ Room names have their roots in the Karelian language and dialects
- ◇ Plenty of authentic objects in rooms and background stories in three languages
- ◇ Traditional food from local sources
- ◇ Using our dialect proudly in everyday communications
- ◇ Clothing, background music, furniture,...
- ◇ Activity recommendations and joint packages e.g. with theatres





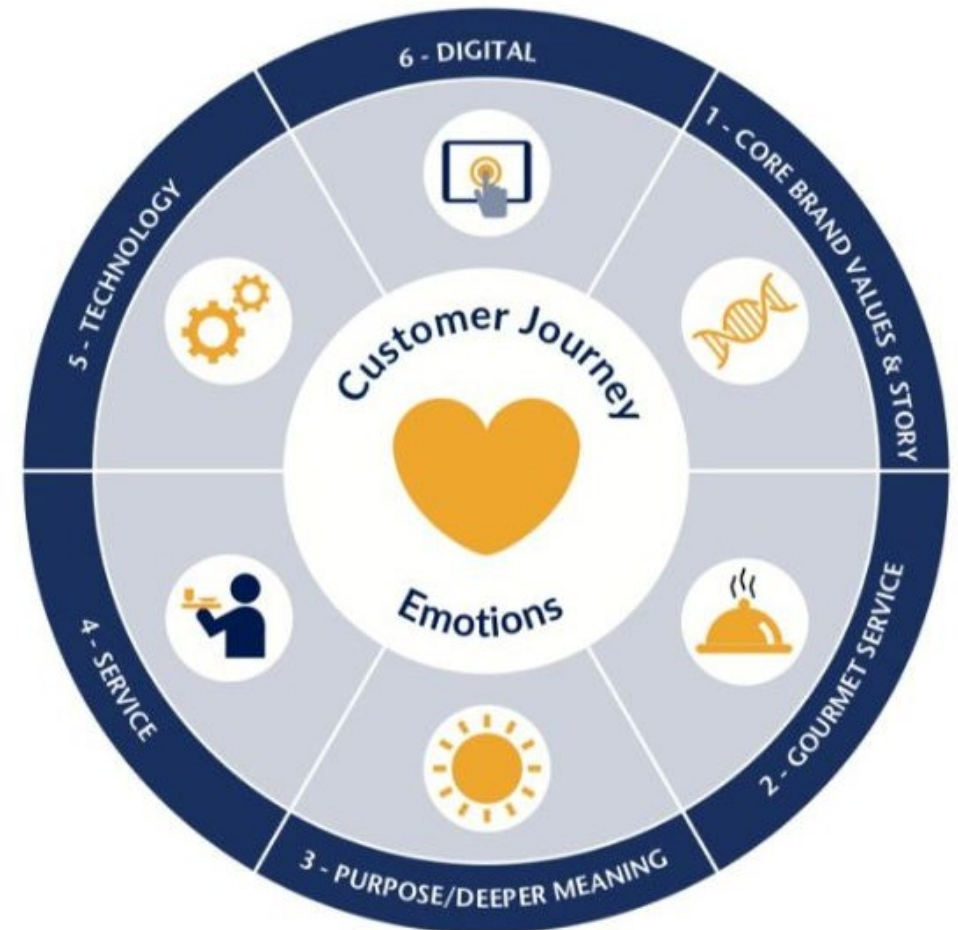
# Customer journey & emotions



360 Degree New Luxury Framework , Horwath HTL, 2018  
(in Thesis of Kamenkova, V. & Senkova, K. 2020, Karelia UAS)

## Our interpretation

1. Core brand values and story: homelike Karelian hospitality
2. Gourmet: local tastes, experiential components
3. Deeper Meaning: responsibility, sustainability, participation
4. Service: originality, personalisation, human sincerity, building emotional connection, exceeding expectations
5. Technology: higher operational efficiency, more time for guests and tailored services
6. Digital: digitally enhanced overall experience having an option to choose the traditional way



# Implementation



- ◇ All aspects need to express the Lietsu spirit
  - ◇ Lietsu crew, subcontractors & service providers
  - ◇ Every item in the interior
  - ◇ Every picture and story in the social media and publicity
- ◇ **Authenticity** – no fake choices
- ◇ Importance of communications and marketing – talking about the values
- ◇ Mirroring each choice towards the values and strategy



# To whom?



## ◇ Business travellers

- ◇ Guests, customers, suppliers and experts of companies based in Joensuu Region
- ◇ Guests and partners of local universities, schools and other organisations
- ◇ Often visiting Joensuu regularly for several days a week or month
- ◇ Appreciate homelike Karelian hospitality

## ◇ Leisure travellers

- ◇ Interested in the culture, nature and history of North Karelia
- ◇ Age 30+ and especially 50+
- ◇ Both individuals and groups
- ◇ Couples, families, relatives of the locals, athletes, event participants, pet travellers
- ◇ In average more international guests than in other hotels in Joensuu (especially from Central Europe; 32 % in 2024)







# Lietsu

BOUTIQUE APARTHOTEL



<https://www.lietsuhotel.fi/en/sustainabilityreport/>



5,9

HIILIJALANJÄLKI

CO<sub>2</sub>ekv / huonevrk

CARBON FOOTPRINT

equivalent (CO<sub>2</sub>e / room night)



15

VASTUULLISUUSKOULUTUSTA  
MUILLE ORGANISAATIOILLE

SUSTAINABILITY TRAINING EVENTS  
PROVIDED FOR OTHER ORGANISATIONS

(2023)



6,5

htv  
person years

KOKONAISTYÖLLISYYSVAIKUTUS  
ALUETALOUDESSA

OVERALL EMPLOYMENT IMPACT IN  
THE REGIONAL ECONOMY



8,67/10

HENKILÖSTÖN  
TYÖTYYTYVÄISYYS

2024 (8,83/10 2023)



# Any request, big or small, I'm here to help!



*Thank you!*

**Helena  
Puhakka-Tarvainen**

CEO, owner  
+358 50 541 7289

[helena@lietsuhotel.fi](mailto:helena@lietsuhotel.fi)

**Lietsu Boutique Aparthotel**

Rantakatu 26, 80100 Joensuu  
+358 44 7520 500

[info@lietsuhotel.fi](mailto:info@lietsuhotel.fi)