



*"I Didn't Set Out to Create
Luxury. I Wanted to
Create a Feeling."*

*The story of Jenni & Luxury
Hideouts*



With us "Time slows and nature speaks"



*YOU CAN'T DESIGN THIS.
You have to know it. Live it. Share it.*

NOVEL FINNISH LUXURY

"It was such a pleasure meeting you and for me personally to get a taste of some real Finnish luxury in some truly unique Finnish settings."

GOING BEYOND

"You went above and beyond an extra mile for us."

THE CARE BEHIND THE EXPERIENCE

"Thank you again, Jenni, for your kindness, your availability, and the care you are giving to every detail."

MOMENTS THAN STAY

"We would like to have a moment out of time and we found a place above our hopes, everything felt so special and memorable."

Real words. Real guests. Unfiltered.



Oulujärvi Luxury Hideouts

*Private Stays and and personal experiences,
shaped by nature and care*

Private Hideouts

Each Hideout has its own character, story and soul,
creating a truly private feeling.

Local Host Opens The Door To Finland

We share our personal connection to the
region and invite guests into the stories and
way of life that make our home area special.

Beyond The Expected

We create deeply personal experiences that
connect the place, the people, nature, food
and stories into one unforgettable journey.



Couples & Families
Friends & Small Groups

Ideal for Guests Who Seek

A Hidden Gem In The Silence
Authentic Nature
Privacy & Premium Comfort
Meaningful Local Connections
Tailor-Made Private Experiences

Designed for Your Guests

From inspiring ready-made FINLAND.
UNFILTERED. programmes to
tailormade journeys.

FINLAND. UNFILTERED.

- Private – Exclusive private journeys with luxury settings.
- Adventure Edition – Active outdoor experiences.
- Hidden Routes – Self-guided discovery journeys.



Unique Hideout villas

- Privately owned dream villas in the middle of purest nature
- Lakeside
- Private sauna
- Varying numbers of bedrooms and bathrooms
- Location within the area varies

Villa Salmi (up to 4 guests)

Villa Pine Point (up to 8 guests)

Villa Lichen (up to 8 guests)

Villa Swan (up to 8 guests)

Villa Riverhaven (up to 15 guests)

Villa Hilikkula (up to 16 guests)

Wilderness Hotel

Rokuanhovi (up to 48 guests)

Personal Local Hosting

- Welcomes guests with sparkling wine and stories of the villa
- Personal support for a smooth and memorable guest experience
- Available 24/7 by phone



FINLAND, UNFILTERED. Hidden Routes.

Created especially for FIT travelers exploring the region by themselves and want to connect with local lifestyle and culture. The concept allows guests to discover the region freely while still benefiting from carefully selected local insight and authentic recommendations.

Hidden Routes works perfectly partners offering:

*self-drive itineraries
car + flight+cabin packages
tour-trip and round-trip programs for FIT*

At a Glance

*Duration: Your choice (min. 2 nights)
Available: Every season 2027-2028
Location: Private Hideout villa
Group size: Couple or family (up to 15
guests depending on villa)
Example price for 7 nights: 610-1150 € p/p
(4 guests, LH netprice inc.vats)*

Including

*Host services
Hideout villa with cleaning and
bedlinen services*

Optional Extras

*Food Services
Private Experiments
Equipment Rental
Transfers*



FINLAND, UNFILTERED. Adventure Edition.

Designed for FIT travelers looking for more traditional activity-focused experiences.

This example is designed around arctic experiences, but we also have special programs for hiking and fishing.

At a Glance

Duration: 7 nights

Available: Mid Jan to Mar 2027-2028

(Also Christmas time with different pricing)

Location: Private Hideout villa

Group size: Couple or family (up to 15 guests depending on villa)

Example price: 2 660 - 2 860 € p/p (4 guests, LH netprice inc.vats)

Including

Transfers

Host services

Private Guide

Experiences

Hideout villa with cleaning and
bedlinen services

Private experiences

Snowshoe Adventure

Nordic Bliss: Sauna & Snow Angels

Ice Fishing

Open Fire Cooking

Arctic night walk (Auroras)

Forest Adventure with sliding snowshoes

Forest Survival Skills Adventure

Husky sledding and farm visit

Reindeer farm visit



FINLAND, UNFILTERED. Private Winter. White Silence.

*Designed with luxury touch for FIT travelers
who have already seen and experienced
almost everything - and who are no longer
impressed by individual activities alone.*

At a Glance

Duration: 4 nights

*Available: Mid Jan to Mid Mar 2026-2028
(Also Christmas time with different
pricing)*

*Location: Villa Lichen, Villa Salmi (or Villa
Riverhaven)*

Group size: Couple or family (max 4)

*Example price: 5 070 € p/p (4 guests, LH
netprice inc.vats)*

Including

Private Chef

Private Transfers

Private Host

Private Guide

Experiences

Winter Clothes

Gifts

Hideout villa with cleaning and
bedlinen services

Private experiences

Sauna – The Soul of Finnish Wellbeing

Where the Lake Sleeps

Where the Forest Waits

Where Arctic Traditions Live

No two experiences are exactly alike.

The experiences include Arctic nature activities such as snowshoeing and ice fishing with a private guide and visits to husky and reindeer farms while also taking the client's wishes into account.



FINLAND, UNFILTERED.

Private Summer. Deep Silence, Sand & Waves.

We have two private summer programs: This one is focusing on Lake Oulujärvi and another for mindfulness and forests in the heart of the national park (Private Summer. Deep Forest).

At a Glance

Duration: 4 nights

Available: May to Aug 2027-2028

Location: Villa Salmi at beautiful beach

Group size: Couple or family (max 4)

Example price: 4 740 € p/p (4 guests, LH netprice inc.vats)

Including

Private Chef

Private Transfers

Private Host

Private Guide

Gifts

Hideout villa with cleaning and
bedlinen services

Private experiences

Sauna – The Soul of Finnish Wellbeing

Where the Lake Speaks

Where the Forest Begins

Where the Island Breathes

No two experiences are exactly alike.

Experiences include a mindfulness forest experience, fishing and island visits on Lake Oulujärvi, tailored to the customer's wishes.



Trade Partnership

*B2B Net Price List
24 h partner response
Product Portfolio & Sales Materials
Media Library
Tailor-Made Itineraries
Direct Booking & B2B Invoicing
Dedicated Partner Support*

Our Approach to Regenerative Tourism

We believe travel can leave a positive footprint - supporting local communities, respecting nature and creating meaningful connections between guests and place



Company Information

Oulujärvi Luxury Hideouts Oy

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VAT ID: FI35303319

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Kankari

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Follow Us

Instagram | [@luxury_hideouts](#)

Facebook | [Lake Oulu Luxury Hideouts](#)

Contact

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Connect With Me

LinkedIn | [Jenni Määttä](#)

Microsoft Teams (by appointment)

My Roots, Your Experience

I was born and raised in the Lake Oulujärvi region, where forests, lakes and the rhythm of nature have always been part of my life. Luxury Hideouts was created to share this authentic way of experiencing Finland with our guests.

For us, luxury is found in peaceful surroundings, meaningful moments, genuine local hospitality and carefully selected hideouts, each with its own soul. As your local host, I welcome your guests with local knowledge, private experiences and heartfelt hospitality. Built on local roots and guided by regenerative tourism, we create journeys that respect nature, support local communities and leave lasting memories. Welcome to experience Lake Oulujärvi just as it is - authentic, peaceful and unforgettable.