



PRESS RELEASE



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Rent a Route is a concept which offers travellers an opportunity to explore their travel locations nature, culture and history. Rent a Route is a sustainable adventure into local nature for independent travellers, offering freedom to go, when you want to go. The concept was developed by Natura Magister, a company focusing on environmental relationships, and in co-operation with Lapland University of applied sciences' pLab software laboratory.

"In 2010 MEK (Finnish Tourist Board) published a report which showed a growing demand for travel programs, based on pre-planned activities for independent travellers. I had to think on it for a long time, what it would actually be in practice. In February 2014, I took part in a panel discussion regarding the opportunities and future of Ounasvaara. It was during that discussion that I had the idea, and so Rent a Route was born." -Entrepreneur Jarmo Rinkinen

Rent a Route is an adventure into nature with the help of your smartphone. In the future we will offer more routes, with different themes. Currently you have the opportunity to experience an audio themed route on Ounasvaara free of charge.

At the moment the Rent a Route application and routes only work on android based smartphones. You can download the app and route from www.rentaroute.com by pressing the "start an adventure" button (or the banner in the middle of the screen) and "Audio Scene".

The route starts next to the Jätkänkynttilä bridge at Jäämerentie 9. The starting point is marked on the app by a red circle. Once you are inside the red circle the app will start your adventure and highlight the next checkpoint with a red circle. The application works with your smartphones GPS and does not require use of any internet connections. To save battery life it is recommended to turn your phone on to flight mode. During your journey you will encounter "Hotspots". These hotspots are places of interest on the route and the application will open a text screen for you to read. After completing the route you receive a "badge" which you can share in your social media.

Further information

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Natura Magister as a company focuses on developing environmental relationship. Company is from Rovaniemi, Lapland