

Celebrating Entrepreneurs across the Greater Miramichi Region

Miramichi Treehouse & Camping Adventures

With Owner Jenn Wynder

Where Childhood Wonder Meets Family Connection

Nestled in the heart of Miramichi, New Brunswick, **Miramichi Treehouse & Camping Adventures** is more than just a campground, it's a place where imagination comes to life and families reconnect with what matters most. Built on creativity, passion, and a deep love for people, this unique destination is rooted in one woman's vision and a family's effort to bring something meaningful and magical to the community.

A Dream Rooted in Connection

The inspiration behind Miramichi Treehouse & Camping Adventures began long before the business itself. After years living in Alberta and raising a family; including fostering children' Jenn found herself at a turning point in life.

"I remember one night taking two baked potatoes out of the oven and just crying," she recalls. "The kids were grown, and I was wondering what came next... and somehow, that led to buying a campground."

What emerged from that moment was a powerful vision centered on *Spirit, Nature, Arts, and Story (SNAS)*, a concept designed to create meaningful experiences for families. *"I wanted to build a place where families could come together, no screens, just being outside, getting dirty, roasting marshmallows, and connecting again,"* she explains.

After searching in Western Canada, the journey eventually brought her to Miramichi, where a treehouse-themed campground captured her imagination. Within a year, she and her husband had taken ownership.

"He's the practical one, and I'm the dreamer," she says with a smile. *"But Colin believed in this dream just as much as I did."*

"One of my favourite things is watching kids run around looking for the fairy stones," she shares. *"They get so excited, it's like they're part of something magical."* This sense of wonder is intentionally woven into every experience, encouraging families to explore, play, and create memories together."

A Business Built for Families

From the beginning, the goal was to create an environment where children are celebrated and families can truly connect. *"Kids don't get enough of this anymore,"* she says. *"We wanted to bring childhood back to childhood."*

Today, the campground features 12 treehouses, cottages, RV and tent sites, and welcoming spaces designed for families, including pets. But it's the imaginative touches that truly set it apart. Guests can explore fairy houses, search for over 20 hidden fairy doors, and participate in interactive activities spread throughout the property.



Learning, Growing, and Finding Their Niche

Like many entrepreneurs, the first year brought valuable lessons, and challenges. *"We tried to make everyone happy at first,"* she admits. *"But you learn quickly that you can't be everything to everyone."* Instead, the focus shifted to building a space for those who truly value the experience being offered. *"We realized our place is for families who want to unplug and connect,"* she says. *"Once we understood that, everything became clearer."* *"We wanted to show people our vision,"* she explains. *"We focused on creating a welcoming experience, and slowly built trust in the community."* That dedication paid off, with the campground experiencing strong growth, even during the pandemic years.

A Family Business in Every Sense

For Jenn, the business is deeply personal. As a foster parent, she has always believed in creating inclusive, supportive environments for children of all abilities. *"We've had children with different needs, including our son with cerebral palsy,"* she says. *"That's why accessibility matters so much to us."*

Plans are already in place to continue improving accessibility across the property, ensuring that every family can enjoy the experience. The campground has also become a place where her own children and foster children could grow and thrive. *"This gave them something to be part of,"* she says. *"A place where they could work, feel included, and build confidence."*

Balancing work and life is less about separation and more about integration. *"This is something our whole family can be part of, that's what makes it so special,"* she adds.



The Power of Community

Community support has played a crucial role in the business's success. "We couldn't have done this without the people around us," she says. "Local businesses, local trades, they showed up when we needed them most." Now, she's focused on giving back and creating opportunities for the Miramichi community to engage with the property. "We want locals to feel like this is their place too," she explains.

Through events, day passes, and seasonal activities, the campground is becoming a gathering place for both visitors and residents alike.

Looking Ahead: Growing the Vision

The future is filled with exciting plans that expand beyond traditional camping. Seasonal events and new experiences are already in development. One of the most anticipated additions is a Christmas light festival featuring themed displays, bonfires, and warm winter treats, with longer-term goals including retreats designed to help families reconnect. "I want it to feel magical, even in the winter," she says.

Words of Advice

When asked what advice she would give to other aspiring entrepreneurs, her answer is simple but powerful: "Just do it. Life is too short not to live your dreams," she says. "It's going to be hard, but you'll figure it out. And even if you fail, it's still worth it."

Looking back, her perspective is grounded in gratitude and trust. "**I would tell my younger self to enjoy every moment and trust the process,**" she reflects. "**It all works out.**"



A Place Where Magic Lives

Miramichi Treehouse & Camping Adventures is more than a business, it's a reflection of one woman's heart, creativity, and commitment to connection. It's a place where children can run free, families can grow closer, and a little bit of magic can be found around every corner. And for Jenn, seeing that vision come to life has been the greatest reward of all.

"This is where I get to put all of who I am," she says. **"Every idea, every detail, it all matters. And seeing families enjoy it... that's everything."**



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