

Koli, Finland

Käränkälampi
Activity-packed Lake Resort



A panoramic view of a Finnish archipelago, likely the Åland Islands, seen from a rocky hillside. The foreground is dominated by large, grey, weathered boulders and a dense forest of green coniferous trees. In the middle ground, a vast expanse of deep blue water is dotted with numerous small, forested islands and peninsulas. The background shows a clear blue sky with a few wispy clouds on the horizon. The overall scene is bright and clear, suggesting a sunny day.

**A view into the iconic
Finnish national scenery**



The Koli area is located in the municipality of Lieksa in North Karelia. Koli is famous for its slopes which are the predecessors of the Karelian fold mountains Karelides dating back about 2 000 million years. The Koli mountain cliffs have a characteristic smooth, rounded shape as a result of glaciation during the ice age. The Koli area is surrounded by lush green pine forests. Lake Pielinen is located right next to Koli. The views from the summit of Koli is a gateway into the Finnish soulscape. Koli is considered as one of the national sceneries in Finland.

Koli boasts a number of possibilities in the heart of pristine Finnish nature. The nature experience can be complemented with commercial and tourism-based service concepts. There are existing year-round services and activities in the Koli area which can be included in the concepts but there is also room and demand for more services. A part of Finnish lifestyle are summer cottages which also provide an additional user base for new services. The city of Lieksa is committed to developing Koli area.

This is a unique opportunity for you to invest or operate in the Koli area. I am looking forward to collaborating with you!

Tuomo Räsänen

Welcome to Koli

In the heart of the lake district



Nearest airports:
International flights to Helsinki and from there
1h flight to Joensuu or Kuopio or Kajaani



Nearest railroad stations:
Kuopio, Joensuu, Vuonislampi



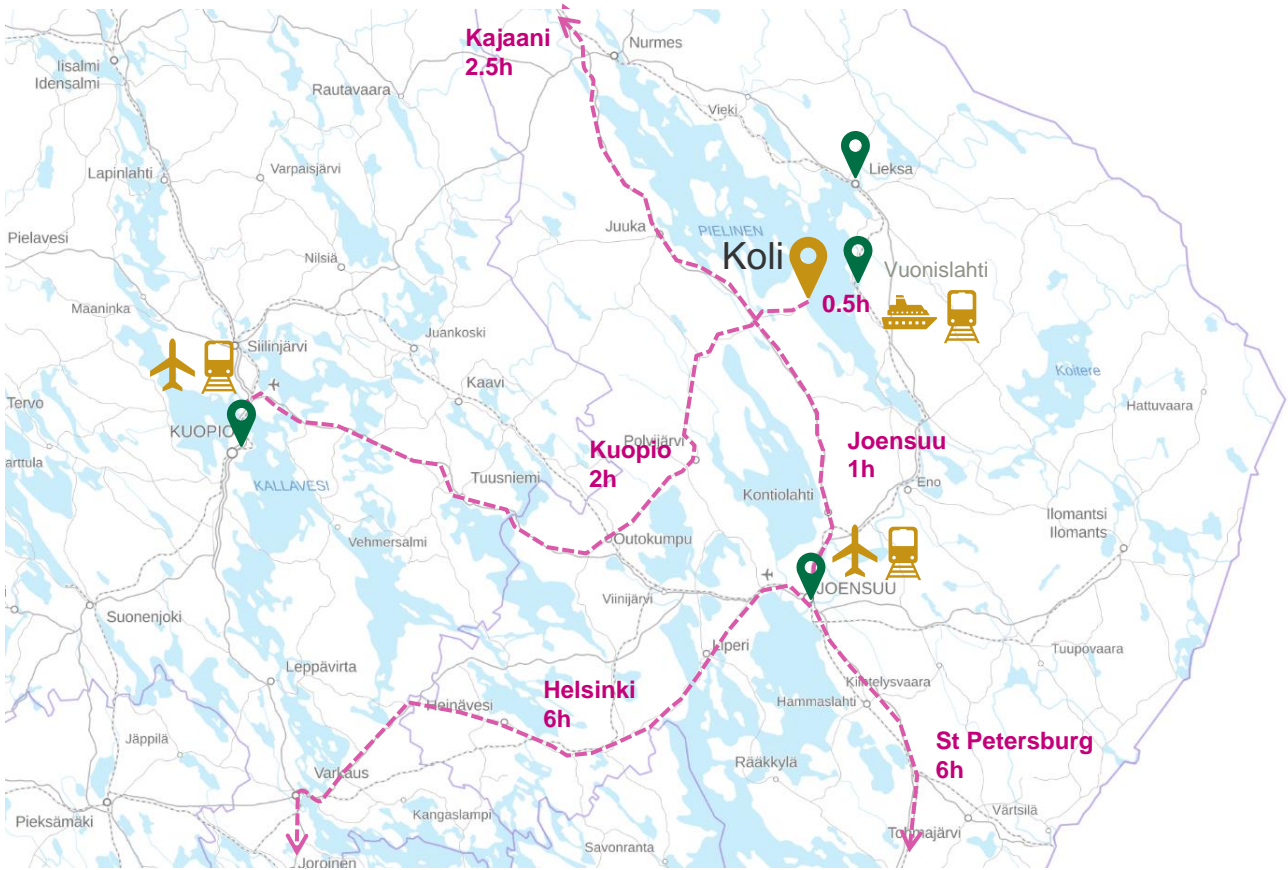
Bus:
Connections from Joensuu to Koli



Car:
Joensuu (1h), Kuopio (2h), Helsinki (6h)



Boat:
Vuonislampi to Koli (0.5h, during Summer)



Koli is located in North Karelia region in eastern Finland. Koli is accessible via different modes of transport and the nearest cities with airports are Joensuu, Kuopio and Kajaani.

Market size



Koli can be reached from all over Europe and Asia via Helsinki or St Petersburg.

The metropolitan area of St. Petersburg (5.5 million inhabitants) is located within 6 h car drive or rail connection.

Estimated market sizes within different flight connections via Helsinki *:

- 4 h travel time (cities such as: Helsinki, Riga, St Petersburg, Stockholm): 14 million inhabitants
- 6 h travel time (cities such as: Berlin, London, Moscow, Paris): 530 million inhabitants
- 8 h travel time (cities such as: Istanbul, Madrid, Rome): 740 million inhabitants

* Travel time estimations include direct flights from European cities to Helsinki and 2 h flight+car travel between Helsinki-Joensuu-Koli.

Koli is ...

Communality ...

Experiences and quality
Koli is synonymous for quality



Travelers are interested in destinations which offer **genuine experiences**. They want to experience the **local lifestyle**.

International level destination
Koli is inviting and attractive



Growth of **Asian travel share**. Travelers want to **participate and learn new** in destinations.

Wellness and Mindfulness
Koli is a place to charge the mind and body



Ageing population affecting future travel. **Wellness and health** related travel increasing.

Nature experiences
Koli has respect for sustainability



Ethical and responsible travel and **nature-based** travel increased popularity.

... Safety and mysticism

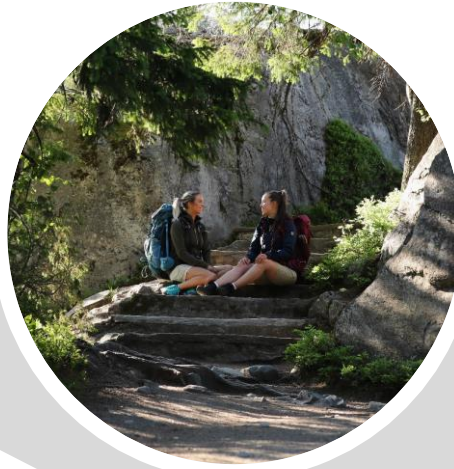
... Responding to the megatrends in travel

Sustainability and responsible travel and tourism



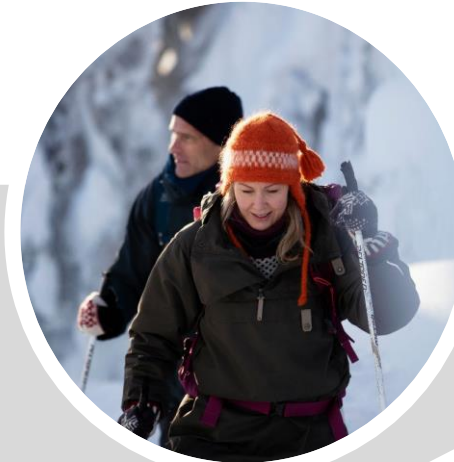
Ecological travel
Local travel, local food
Ethical tourism
Socially aware travel
Safe travel

Genuine, unique places and cultural experiences



Importance of genuine experiences
Interest towards nature and outdoors
Smaller, unique destinations
Cultural experiences
'Edutainment' and self-education

Quality, health, wellbeing and sustainable lifestyle



Wellness and mindfulness
More holistic travel experiences
Quality, comfort and genuinity
Shorter but quality-packed trips
Combination of work and play

Finding memorable and individual experiences



Something new and memorable
Individual and unique travel concepts
Comprehensive wellness concepts
Activities and doing as the focus
Combination of work and leisure time

Koli

Quality of life

Living right next to the nature. New living concepts. Combinations of living, working and leisure time.

Koli

In the middle of Lakeland Finland

Holiday homes and leisure activities. Water sports, fishing, trekking, camping.

Koli

Unique nature destination

Nature retreat in which one's soul and body is at rest. Genuine operators and services who understand the uniqueness of Koli.

Unique Finnish Nature Destination

Forests, lakes, winter experience, summer vacations

Health, wellness, natural setting, good food

Sports, activities, leisure and entertainment

A woman with a large red backpack is crouching in a lush green forest, surrounded by ferns and other vegetation. She is holding a small metal cup. The scene is set in a dense, verdant forest with many trees and undergrowth. The woman is wearing a dark red long-sleeved shirt and dark shorts. The backpack is a vibrant red color. The overall atmosphere is peaceful and natural.

Koli, truly authentic

... Multifaceted, exciting 4-season travel destination



- Koli experience
- Quality natural / organic local food
- Events & cultural experiences
- Regional gathering place

Unique Nature experience



Purnulahti New Harbor & Holiday village zone

- Koli main holiday village destination
- Finnish Forest village near the lake
- Harbour / pier and activities
- Hotels, hostels, B&B, cottages
- Restaurant, café
- Supplies, equipment, services

Ski resort & wintersports

- Established ski resort & hotel
- Nature Interpretation center

Koli Mountain National Park

- Focused on quality life & leisure
- National park
- Ukko-Koli high viewpoints / climbing
- Impressive lakes and leisure in forest
- 4 seasons enjoyment

Loma-Koli and Käränkälampi Lake resort

- Focused on water sports & activities
- Hiking, mountain bike
- Summer camps, winter classes
- Cottage life in nature
- Lakes and forest
- Winter ski trails

Development opportunities at Koli

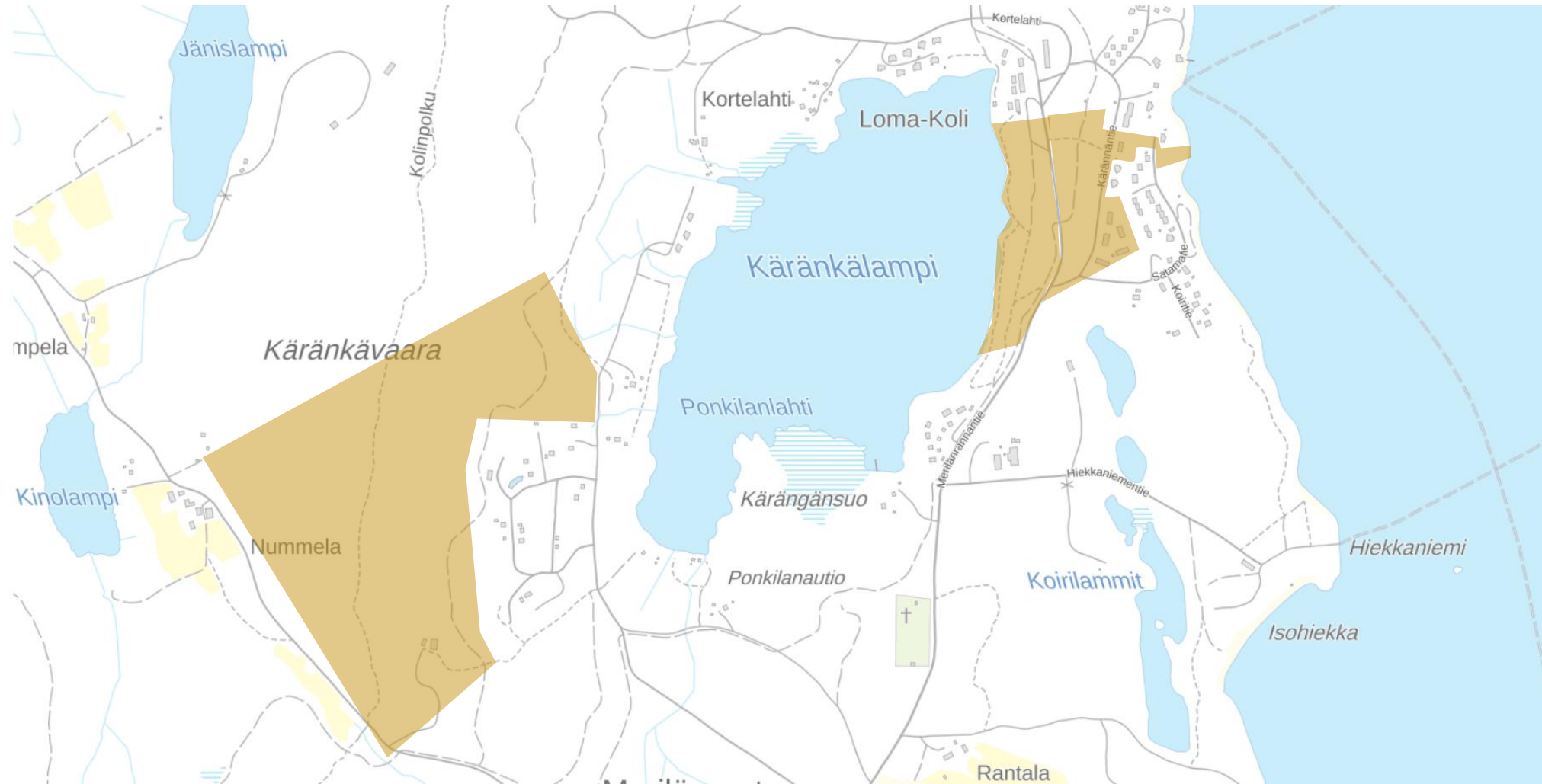
There is a substantial demand for high-quality accommodation and hospitality especially for larger tour operators

High domestic visitor potential: Koli was one of the few areas in Finland which had an increase of visitors during COVID-19 pandemic

High international visitor potential: Helsinki and St Petersburg airports are hubs between Europe and Asia. Railway connection from St Petersburg

Existing interest from the Russian and St Petersburg market

Käränkäväära and Käränkälampi areas



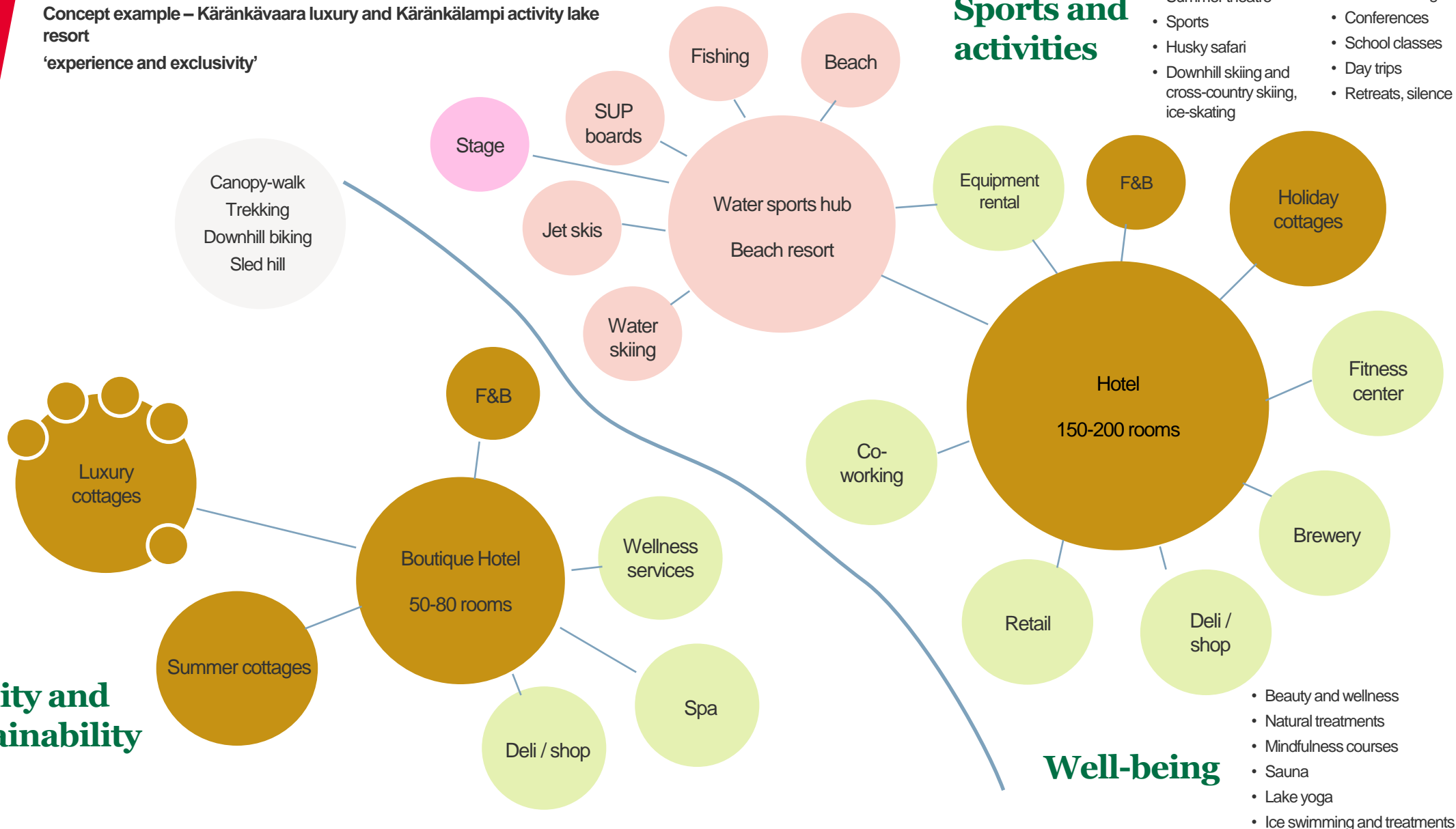
- Käränkäväära area requires zoning plan before construction.

- Käränkälampi has an existing zoning plan which allows flexible building positioning according to the site developers needs. Construction can be started immediately.

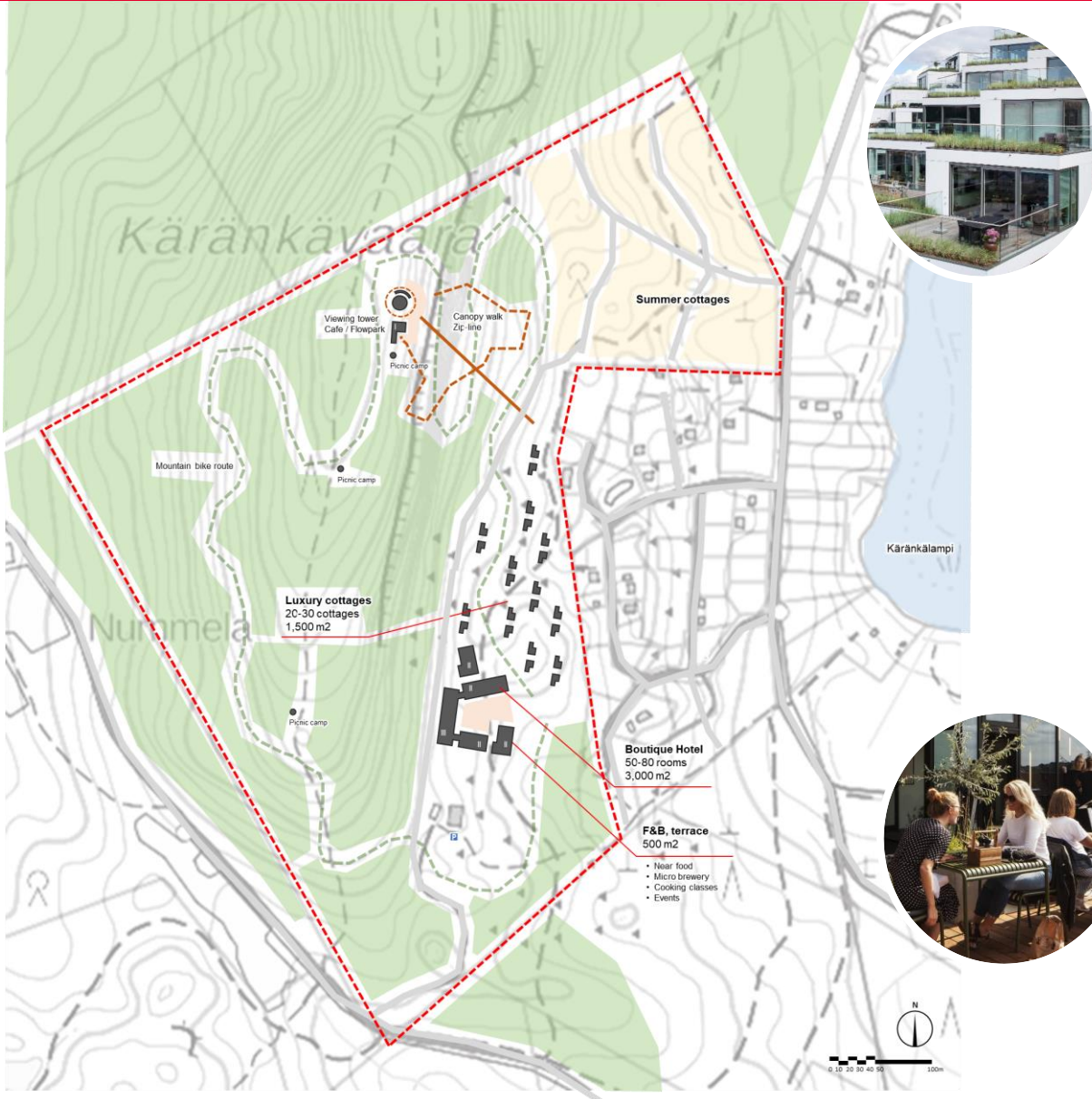
Käränkälampi development concept

Concept example – Käränkälampi luxury and Käränkälampi activity lake resort
 'experience and exclusivity'

Quality and sustainability



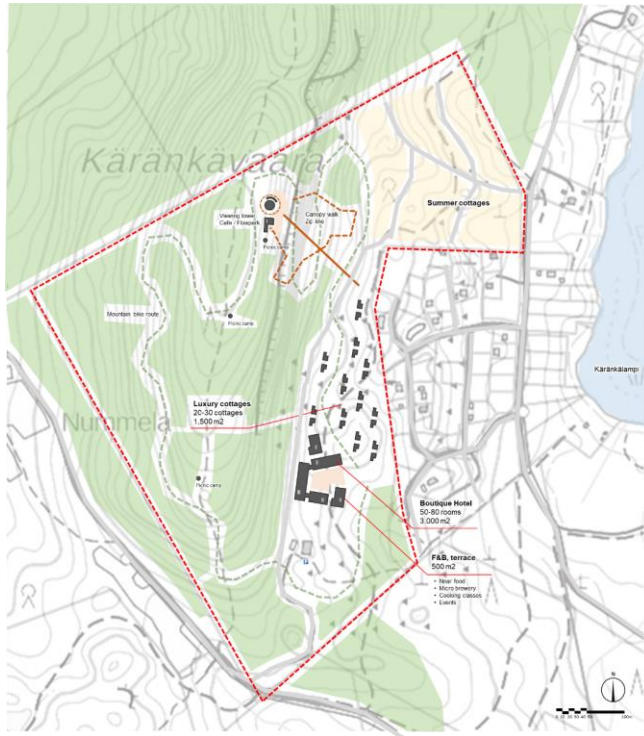
Käränkäväära



Käränkälampi



* These concept maps are indicative and there is flexibility for different plot and construction combinations



Käränkäväära

- Site area: appx. 4,500 m2 and 5,700 m2
- Boutique hotel, luxury and summer cottages
- Floors: 1-2, total size of property appx. 3,500 m2
- 50-80 rooms, average room size 20 m2
- Luxury cottages: total size of property appx. 1,500 m2
- Summer cottages: total size of land area appx. 5,700 m2
- Parking on/off site
- Area requires zoning plan before construction



Käränkälampi

- Site area: appx. 40,000 m2, 11,000 m2 and 7,000 m2
- Multiple areas available
- Initial focus on main hotel and service cluster area
- Floors: 2-6, total size of property appx. 11,000 m2
- 150-200 rooms, average room size 20 m2
- Appx. 500 m of beachline
- Holiday cottages: total size of property appx. 1,500 m2
- Hotel/Apartel: total size of property appx. 4,000 m2
- Boutique Spa Hotel: total size of property appx. 3,000 m2
- Parking on/off site

Opportunities at Koli

Strong commitment from the municipality to develop Koli as a new major destination

City of Lieksa is committed to the development of Koli

Long-term strategic development vision until 2050

**Truly ecological tourism destination with requirement
for sustainable development**

Flexibility in land use planning

Support for infrastructure construction in Koli area



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Contact us at Koli

[Link to promotional video of Koli](#)

Image sources: Development Lieksa, VisitKarelia and Ramboll Finland

Map sources: National Land Survey of Finland, Background map series 5/2021



LieKe

Lieksan Kehitys Oy



POHJOIS-KARJALA
Maakuntaliitto



European union
Euroopan aluekehitysrahasto

Vipuvoimaa
EU:lta
2014–2020



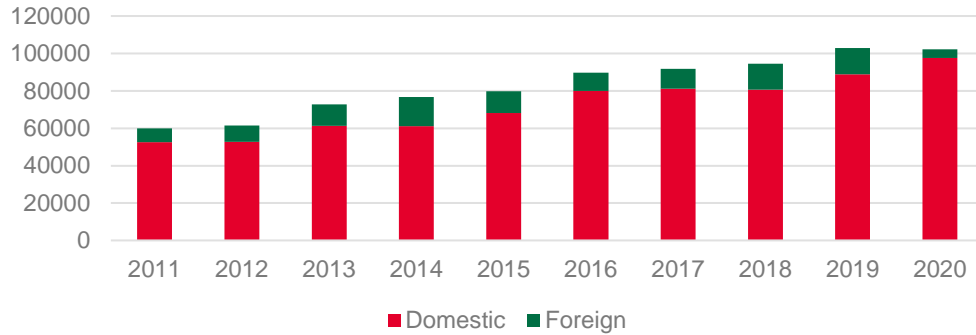
voodooassociates

rethinking real estate

**Contact us to secure a
suitable plot for your
business needs at a fast-
growing travel
destination in Koli area**

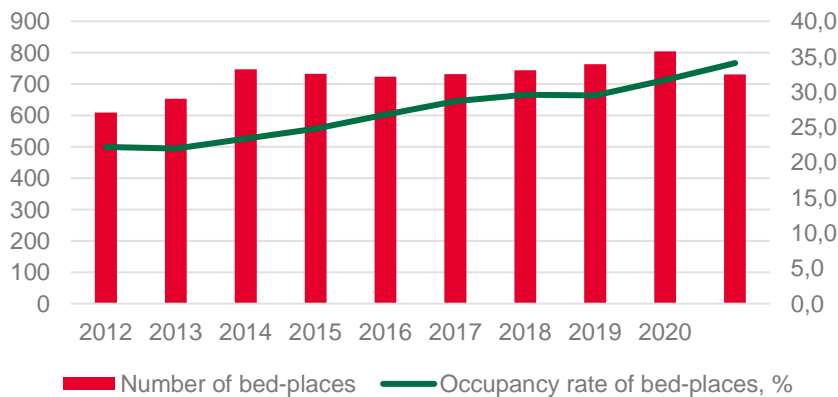
Facts about tourism in Koli

Nights spent in Lieksa area
(CAGR 6,1 % 2011-2020)



Overall domestic and foreign visitors nights spent in Lieksa area have been steadily growing since 2011. Even during COVID-19 pandemic there was a slight growth in nights spent due to domestic travel increase.

Accommodation establishment average annual capacity and utilization (Lieksa)



Overall number of bed-places in Lieksa area has been stagnant or growing slowly since 2011. The occupancy rate has increased faster during the same period.

2019	Nights spent	%
Domestic	88 971	86,4 %
Foreign	13 961	13,6 %
Total	102 932	
Europe (excl. Scandinavia and Russia)	7 122	51,0 %
Scandinavia	366	2,6 %
Asia	208	1,5 %
Oceania	19	0,1 %
Africa	8	0,1 %
America	159	1,1 %
Russia	6 079	43,5 %

Source: StatFin

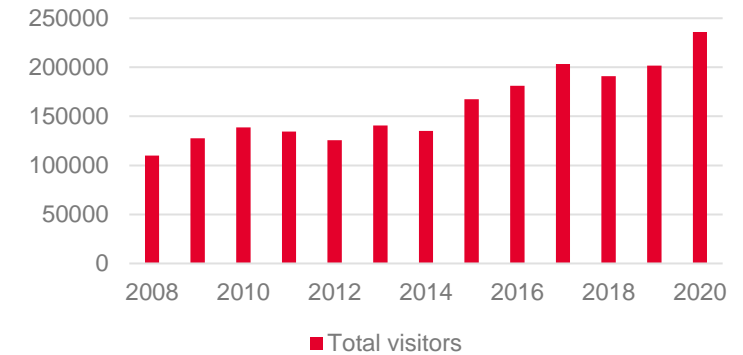
Breakdown of nights spent by domestic and foreign visitors in Lieksa area.

Foreign visitor spending in North Karelia	2019
Total foreign visitor spending	29 927 678 €
Total foreign visitors	324 108
Spending/foreign visitor	92,3 €

Source: visitory.io

Foreign visitor spending in 2019 in North Karelia region.

Visitors to Koli national park (2008-2020)



Total visitors to Koli national park (2008-2020) has been growing steadily.

82 % of travelers think that sustainable travel is important
*Booking Holdings 2020 Sustainability report

37% of the global travellers said the pandemic has made them consider working remotely from a different destination.
*Booking.com Future of travel research

In Finland 60 % of the professionals started working from home as a result of the COVID-19 pandemic
*Eurofound

Flexible combination of work and holidays. Nature and spaciousness and safe services are competitive advantages
*Visit Finland workshops 2020

Action highlights in Koli



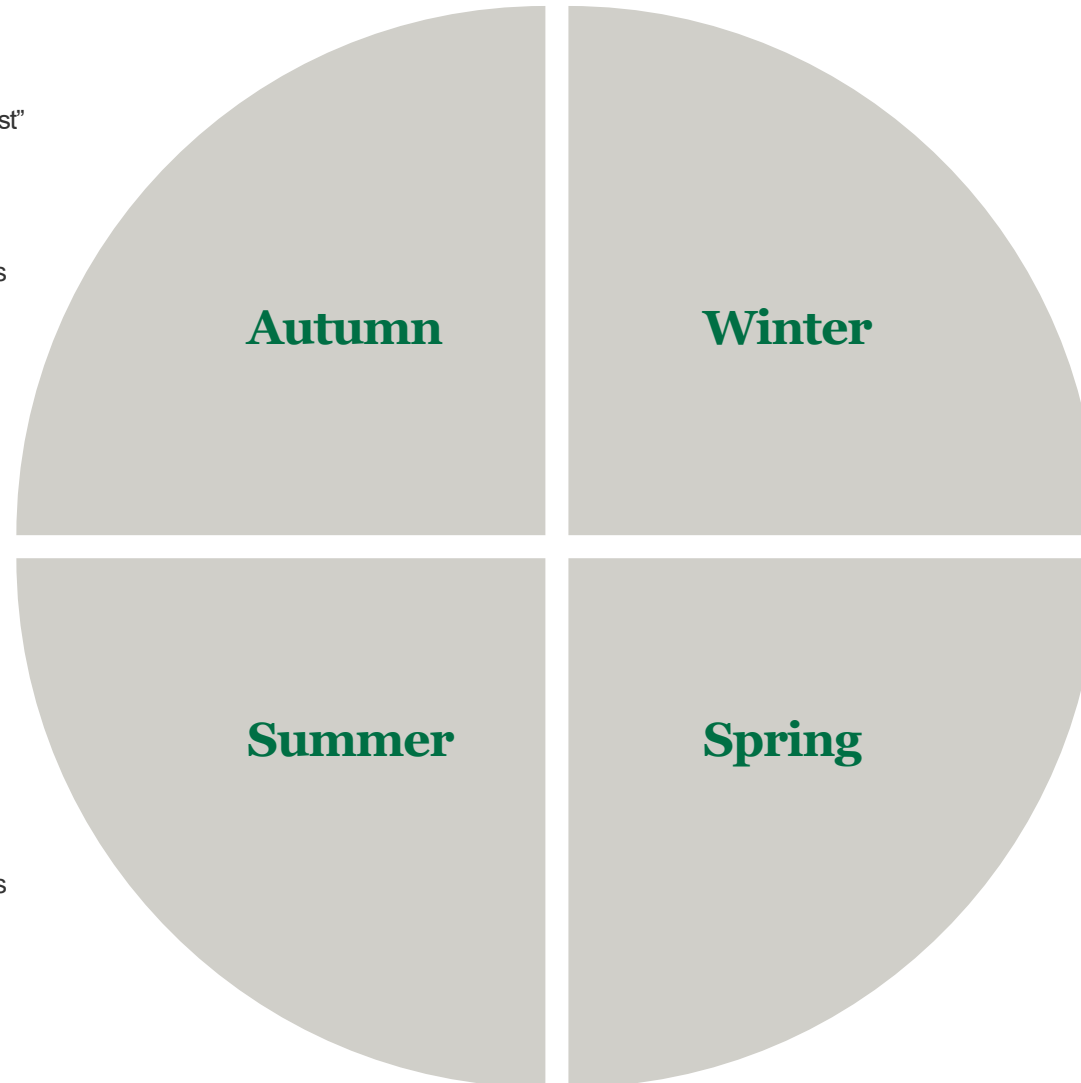
Koli year clock

Autumn

- Harvest festival
- “Gather your own food from the forest” activities
- Trekking, biking
- Fishing
- Swimming, kayaking, water activities
- Lake cruises
- Horse riding
- Wilderness and adventure trips
- Brewery day
- Mini and frisbee golf

Summer

- Summer theatre
- Koli midsummer
- Fishing
- Trekking, biking
- Swimming, kayaking, water activities
- Restaurant day
- Lake cruises
- Mini and frisbee golf
- Wilderness and adventure trips
- Sculpture museum



Winter

- Ice-fishing
- Ice-swimming & sauna
- Winter-themed trips/events
- Downhill skiing and cross-country skiing, ice-skating
- Fat-biking
- Spa and wellness services
- Christmas and New Year’s festival
- Husky safari
- Horse riding
- Nature museum

Spring

- Fishing
- Downhill skiing and cross-country-skiing
- Trekking, biking
- Lake cruises
- Spa and wellness services
- Wilderness and adventure trips
- Nature museum

Action highlights in Koli

