

Koli, Finland

Purnulahti
a Unique Holiday Village



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. We have recently made an ambitious development vision for Koli area until 2050. We are flexible with land use planning and want to allow for different concepts to be formed in Koli area. We are committed in supporting the public infrastructure construction in the area.

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

Jarkko Määttä
Mayor, City of Lieksa
+358 40 104 4001
jarkko.maattanen@lieksa.fi

Welcome to Koli

In the heart of the lake district



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.



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



Nearest railroad stations:
Kuopio, Joensuu, Vuonisahti



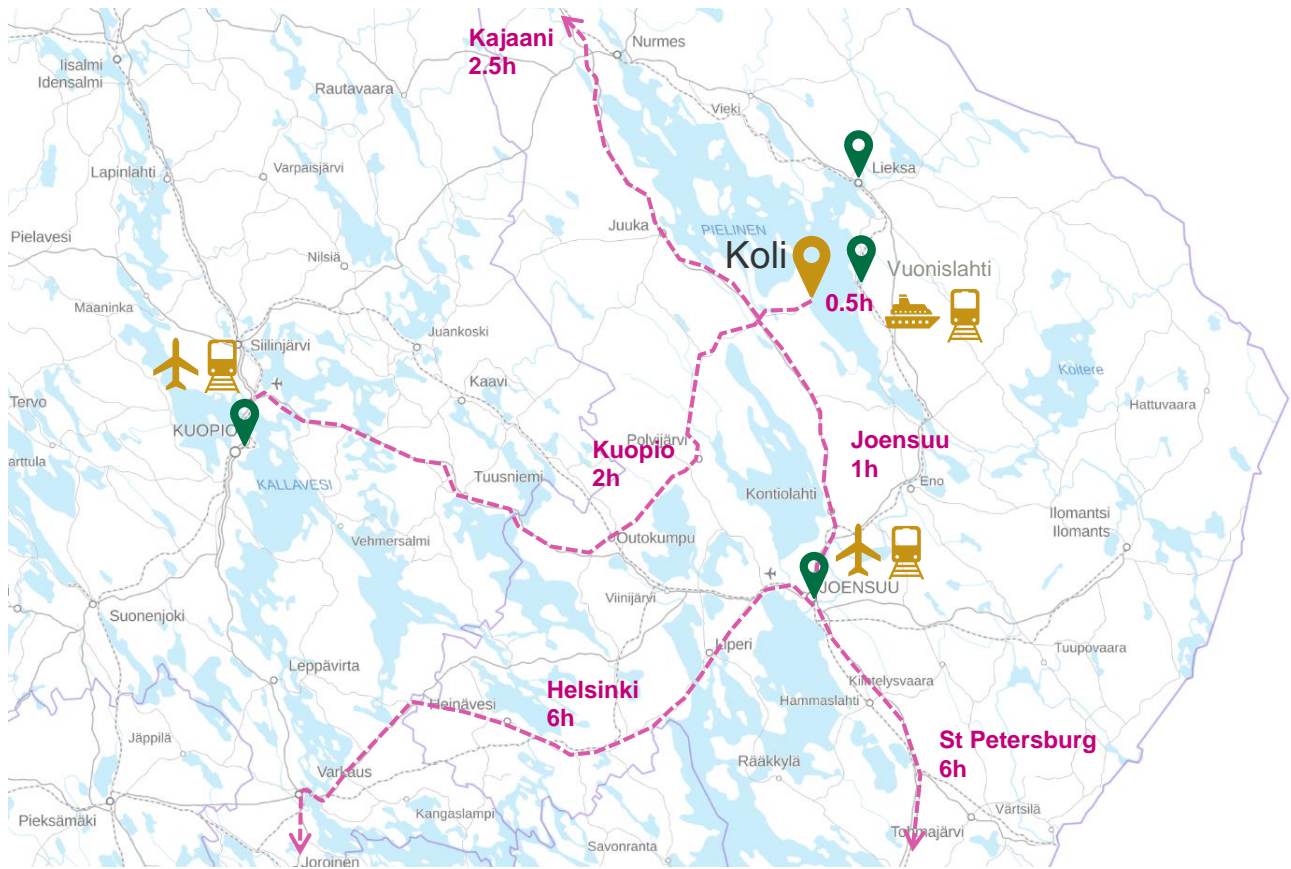
Bus:
Connections from Joensuu to Koli



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



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



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

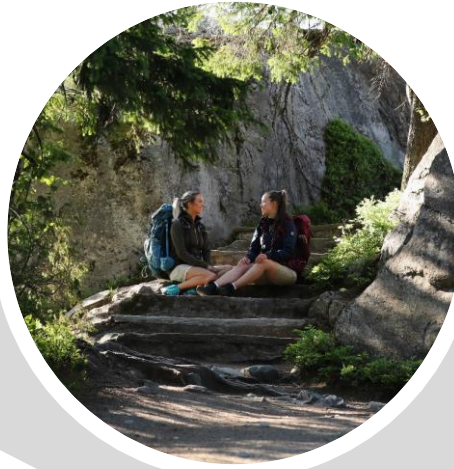
... Responding to the megatrends in travel

Sustainability and responsible travel and tourism



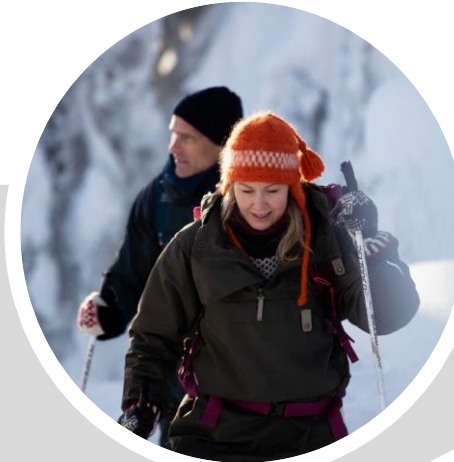
Ecological travel
Local travel, local food
Ethical tourism
Socially aware travel
Safe travel

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 maroon backpack is crouching in a lush green forest. She is holding a small metal cup to a stream, filling it with water. The forest is dense with ferns and other green plants. The text "Koli, truly authentic" is overlaid on the image in a white serif font.

Koli, truly authentic

... Multifaceted, exciting 4-season travel destination



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



Unique Nature experience

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



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



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



Ski resort & wintersports

- Established ski resort & hotel
- Nature Interpretation center



Lake Pielinen

Development opportunities at Koli

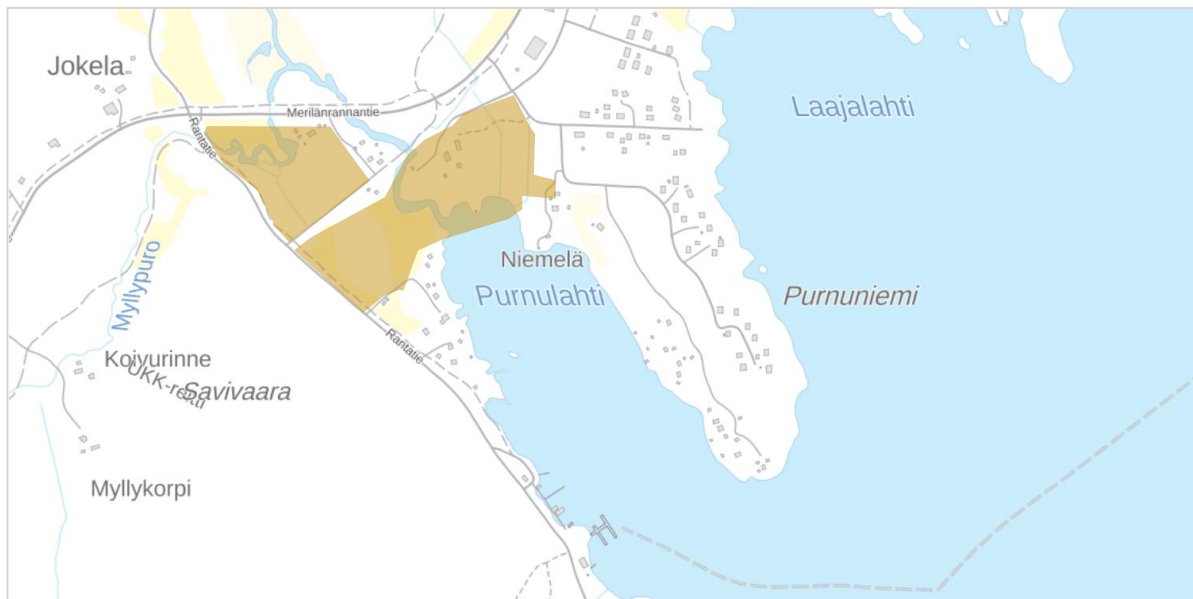
There is a substantial demand for high-quality accommodation and hospitality especially for larger tour operators

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

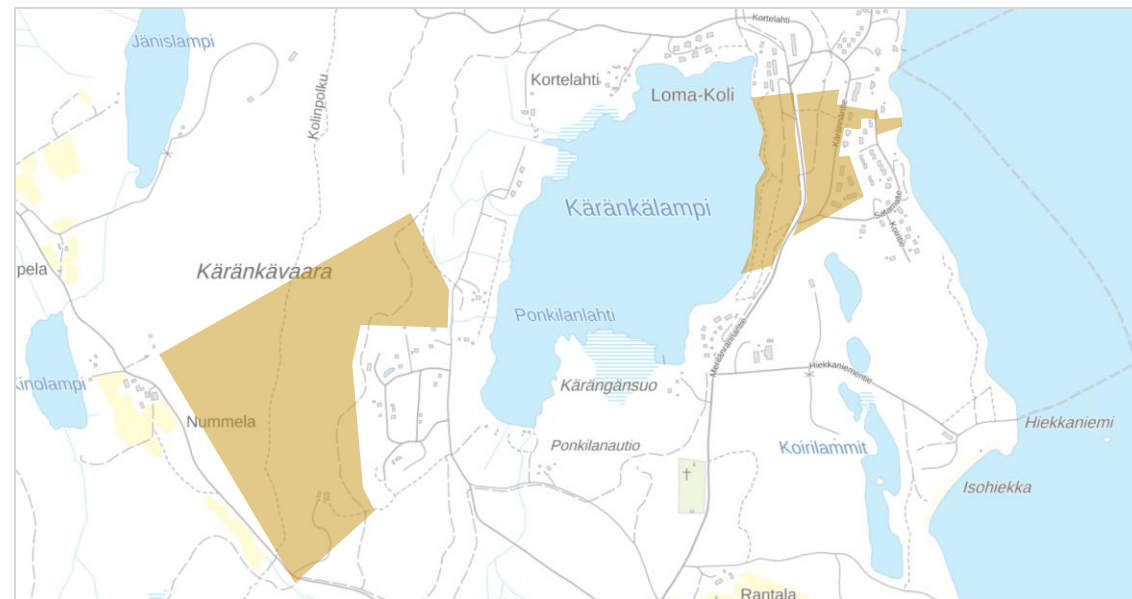
Holiday Village at Purnulahti



Purnulahti development areas:

- Land owned by City of Lieksa
- Land area available: appx. 10 ha

Käränkälampi Lake Resort



Käränkälampi development areas:

- Land owned by the city and privately
- Land area available: appx. 43 ha

Purnulahti development concept



Purnulahti holiday village

Hotel
200-250 rooms
10,000 m²

Boutique hotel
50-80 rooms
2,000 m²

Holiday apartments
2,000 m² RM-1 1 1/2

Holiday cottages
10 cottages
1,000 m²

Holiday apartments
800 m²

Holiday cottages
15-20 cottages
1,000 m²

Waterfront in common use

- F&B
- Terraces
- activities

Harbour services
400 m²

Holiday village • F&B
Approx. 3,000 m² • Retail
• Services

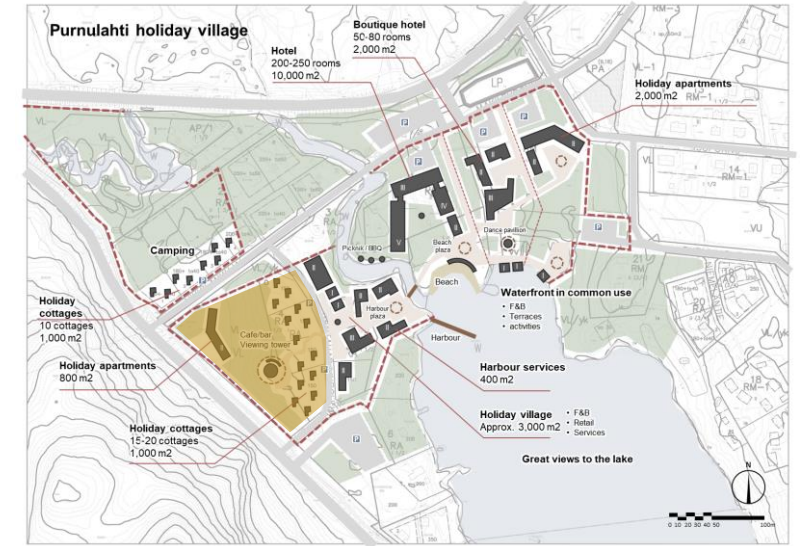
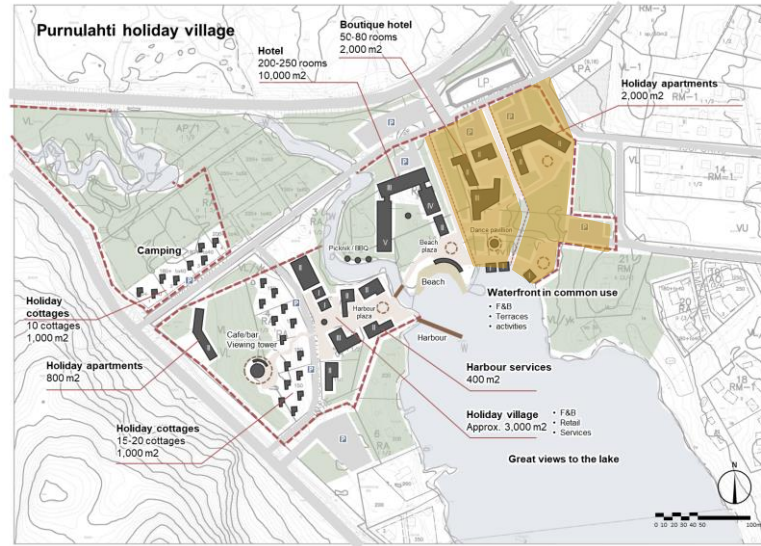
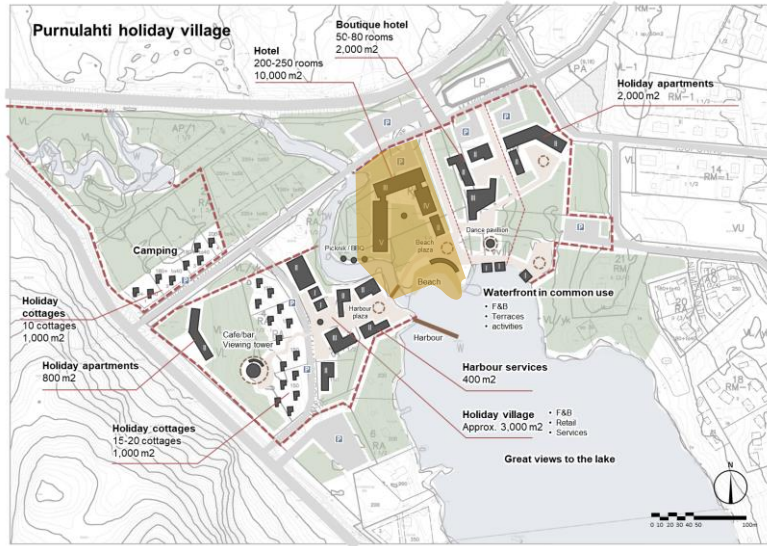
Great views to the lake



0 10 20 30 40 50 100m



Indicative project parcels *



Main hotel property and services

- Land owned by City of Lieksa
- Site area: appx. 15,000 m²
- Floors: 3-5, total size of property appx. 10,000 m²
- 200-250 rooms, average room size 20 m²
- Parking on/off site
- Mid- to upscale
- Restaurant for clients serving breakfast, lunch and dinner
- Hotels amenities: fitness center, bar/lounge
- Meeting and event spaces: yes
- Beach access

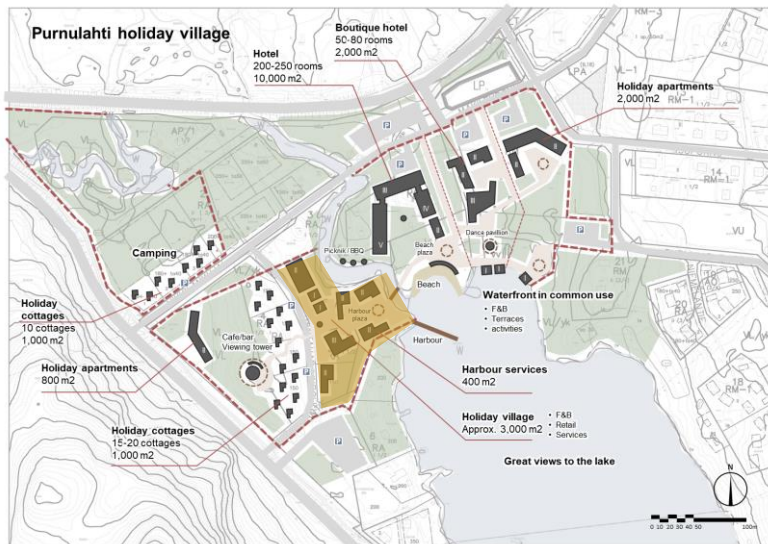
Boutique hotel property and holiday apartments

- Land owned by City of Lieksa
- Site area: appx. 8,500 m² and 10,500 m²
- Floors: 2-3, total size of property appx. 2,000 m²
- 50-80 rooms, average room size 20 m²
- Holiday apts. Floors: 2, total size of property appx. 2,000 m²
- Parking on/off site
- Mid- to upscale
- Restaurant for clients serving breakfast, lunch and dinner
- Hotels amenities: gym, bar/lounge
- Meeting and event spaces: no
- Beach access

Holiday cottages and apartments

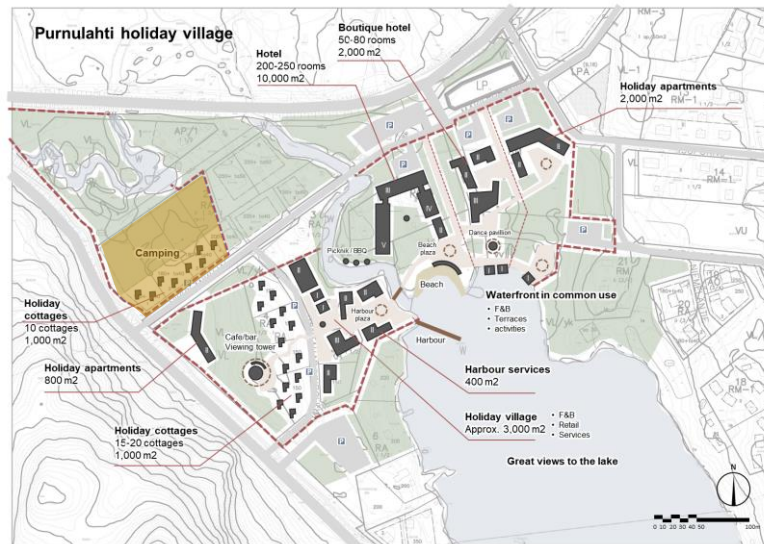
- Land owned by City of Lieksa
- Site area: appx. 20,000 m²
- Floors: 1-3, total size of properties appx. 1,800 m²
- 15-20 cabins, 15-20 apartments, average room size 30 m²
- Parking on/off site
- Mid- to upscale
- Services and amenities: available at the holiday village and at the hotels

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



Harbour and holiday village

- Land owned by City of Lieksa
- Site area: appx. 14,000 m²
- Harbour
- Food & beverage
- Retail
- Rental
- Services



Camping and holiday cottages

- Land owned by City of Lieksa
- Site area: appx. 15,000 m²
- Floors: 1, total size of properties appx. 1,000 m²
- 10 cabins, average room size 30 m²
- Parking on/off site
- Camping amenities
- Utility hookups

Opportunities at Koli

Strong commitment from the municipality

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 the area

Contact us at Koli



Concept development

Anni Almqvist
+358 44 973 6896
anni.almqvist@lieksankehitys.fi



Financial planning

Carl Wideman
+358 44 551 4621
carl.wideman@lieksankehitys.fi



Land Use Manager

Jukka Haltilahti
+358 40 1044 840
jukka.haltilahti@lieksa.fi

[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

LIEKSA

KOLI



LieKe
Lieksan Kehitys Oy



Vipuvoimaa
EU:lta
2014–2020

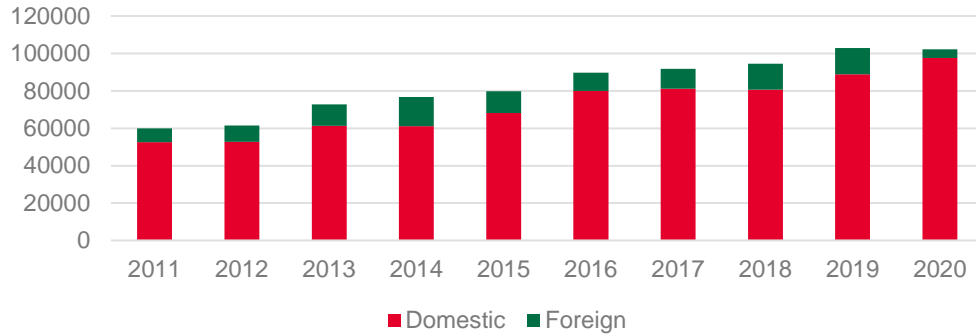
RAMBOLL

voodooassociates
rethinking real estate

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

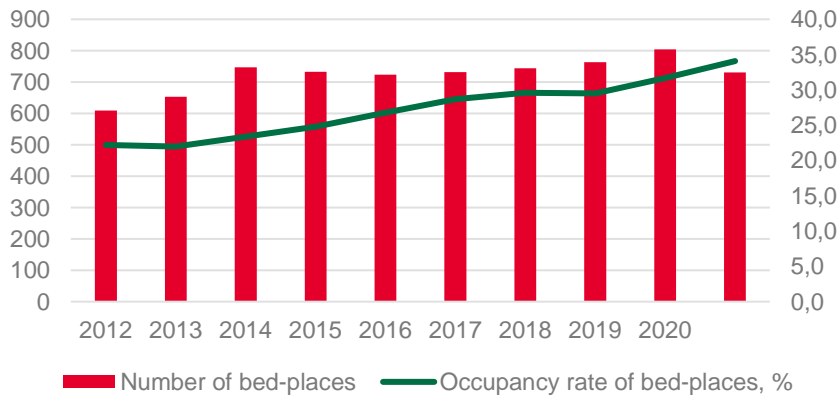
Facts about tourism in Koli

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

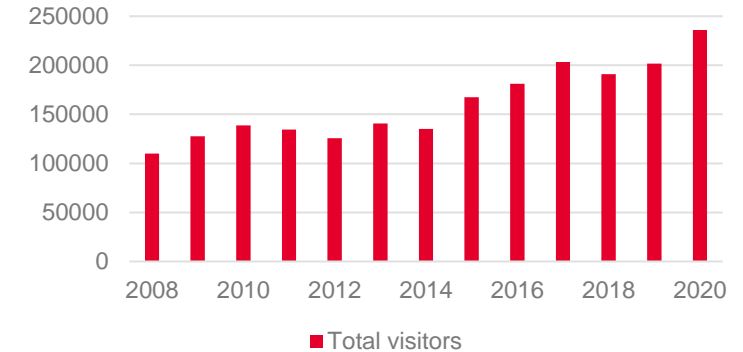
Breakdown of nights spent by domestic and foreign visitors in Lieksa area.

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



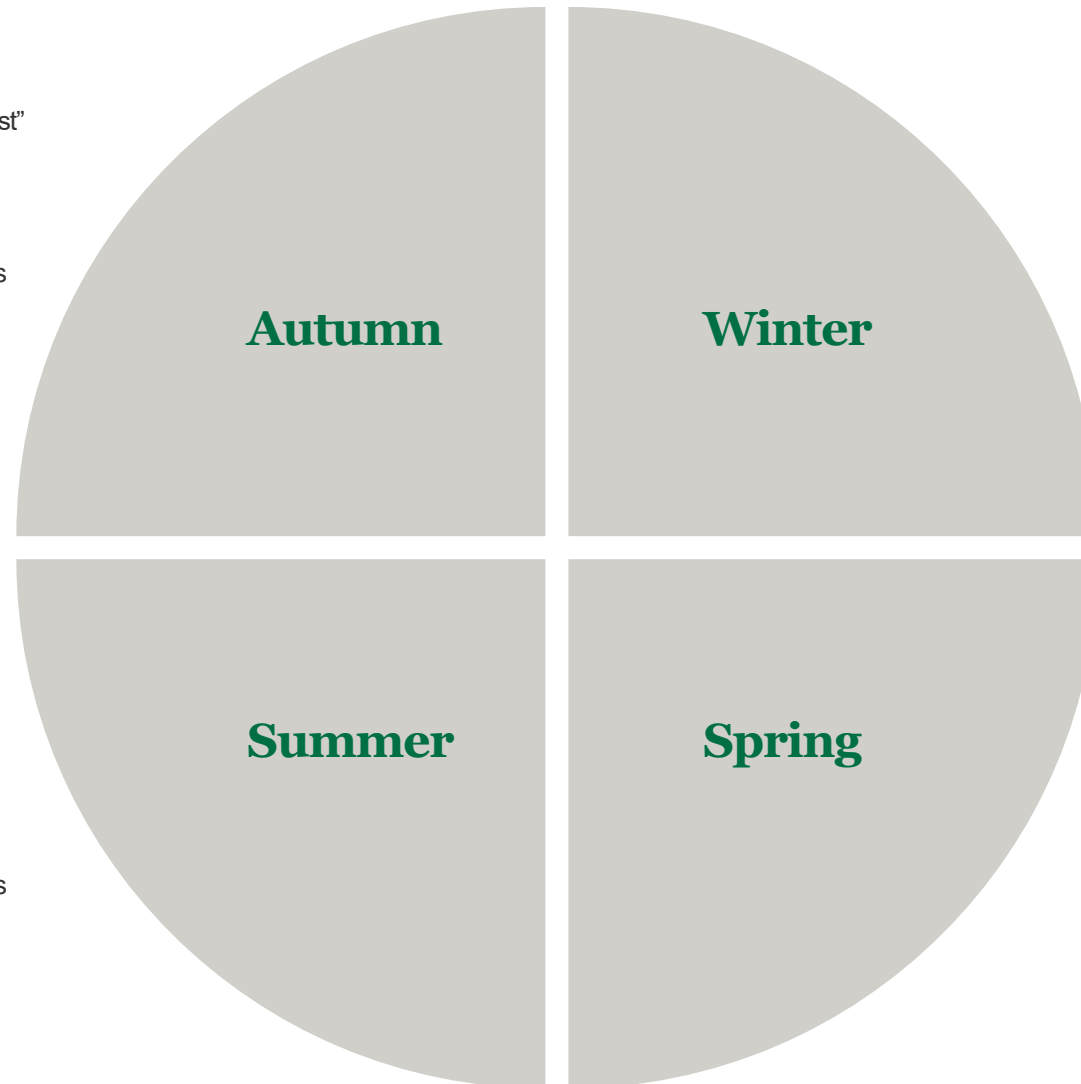
Koli year clock

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

