



Koli



Koli Village
Unique travel and investment destination



Ministry of Economic Affairs
and Employment of Finland



Koli village development vision plan

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Unique project

I am pleased to invite you to join a unique project: the development of the Koli village as part of the Koli tourist destination. Koli is one of Finland's most famous nature and tourist attractions. Its appeal is based on stunning landscapes, rich cultural heritage, and a strong tradition of nature tourism. Now is the right time to invest in the development of the area and create sustainable growth.

The Koli village is the heart of the tourist center and its development offers excellent opportunities for accommodation, services, and business operators. We are looking for partners who want to participate in the development of the area in an innovative and sustainable way. Our goal is to create a vibrant and attractive village center that serves both local residents and visitors all year round.

The city is committed to supporting the project in many ways. We offer investment opportunities, infrastructure solutions, as well as zoning and administrative support. This is an opportunity to participate in significant development work that strengthens Koli's position as one of Finland's most attractive tourist areas.

I warmly invite you to join the discussions and planning. Together we can ensure that the village of Koli develops sustainably and attractively, serving both tourists and the residents of the area in the best possible way.

Pirre Seppänen
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**Unique real estate and tourism
development opportunities at Koli**





Everything close by and experiences ahead


Koli is one of Finland's most attractive tourist destinations, combining stunning national landscapes, diverse outdoor activities, and a strong tourism brand. Its location in North Karelia, within good transport connections from Joensuu, ensures easy accessibility for both domestic and international travelers. For travel operators, Koli offers year-round opportunities in hiking, skiing, and wellness tourism. For real estate investors, the developing infrastructure of the area and the growing number of visitors provide attractive investment opportunities in accommodation and experience services. Koli's unique nature and renown make it a compelling destination for long-term tourism and real estate investments.




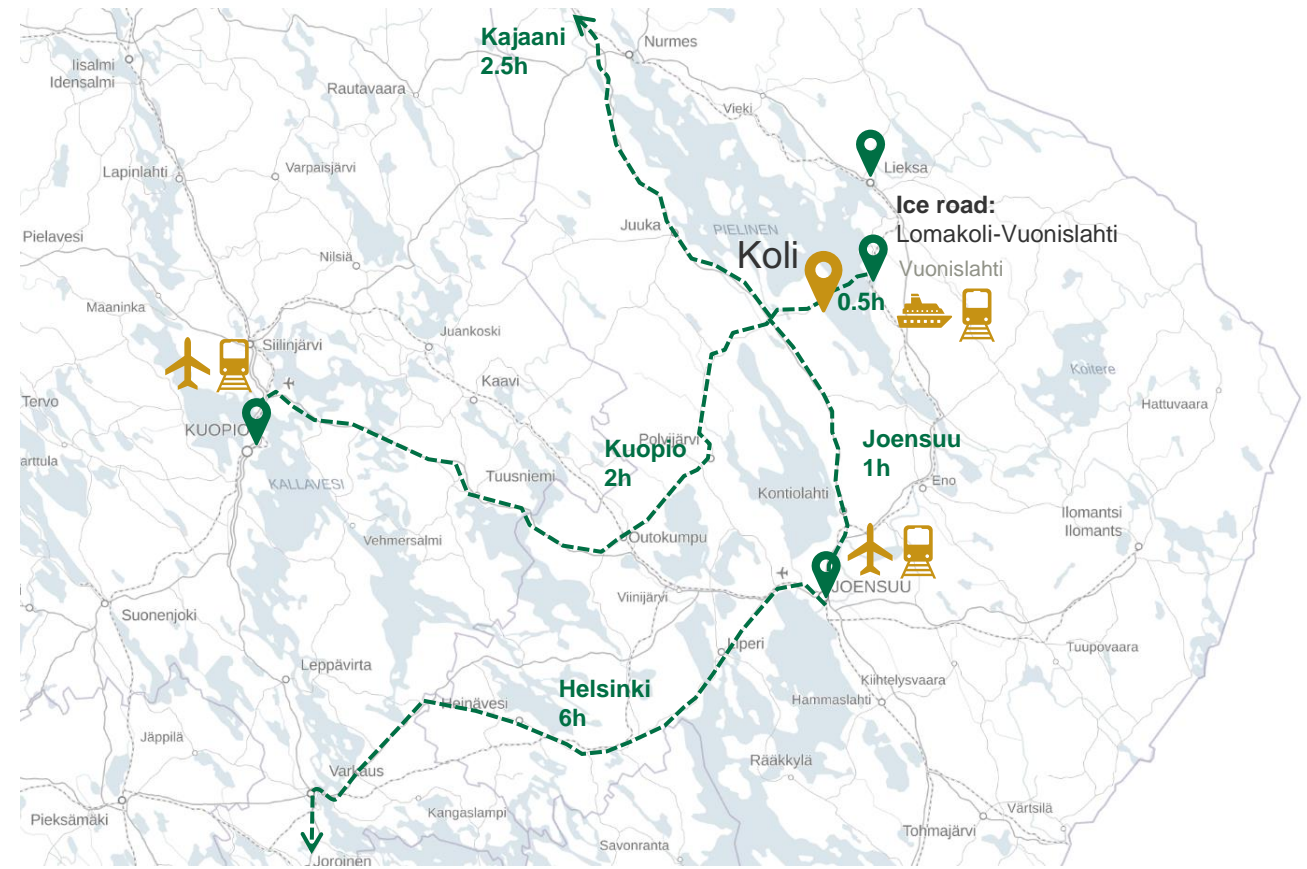
**Nearest airports:**
International flights to Helsinki and from there 1h flight to Joensuu or Kuopio

**Nearest railroad stations:**
Kuopio, Joensuu, Vuonismahti

**Bus:**
Connections from Joensuu to Koli

**Car:**
Joensuu (1h), Kuopio (2h), Helsinki (6h), ice road (0.5h)

**Boat:**
Vuonismahti to Koli (0.5h, during Summer)



Koli is authentic and unique

Sustainability, responsible travel
and tourism

Genuine, unique places and
cultural experiences

Quality, health, wellbeing and
sustainable lifestyle

Finding memorable and
individual experiences



Quality of life

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

In the middle of Lakeland Finland

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

Unique nature destination

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

Customer groups and opportunities

Diverse development opportunities

The development of Koli is based on diverse customer groups that create opportunities for investments, business, and strengthening the vitality of the area.

Adventurous travelers bring growing demand for nature activities, sustainable accommodation solutions, and wellness services. Investments in ecological hotels, experience tourism, and digital services strengthen Koli's position as a sustainable tourism destination.

Local residents are the backbone of the area's development, and supporting their entrepreneurship enables the development of local production, events, and services. Development projects, such as communal spaces and sales channels for local products, increase the village's attractiveness.

Entrepreneurs need support for networking, marketing, and innovation. New business opportunities relate to, for example, natural products, handicrafts, and experience tourism.

Seniors form an important customer group that benefits from accessible services, cultural offerings, and wellness services. Housing solutions and health exercises aimed at the elderly attract new residents to the area.

International tourists, such as German nature enthusiasts, bring significant investment opportunities. Opportunities are particularly visible in high-quality guide services, expanding accommodation capacity, and multilingual customer service. Development can also focus on international marketing and improving infrastructure. Koli's strength is its unique nature. By investing in sustainable tourism, supporting the local community, and entrepreneurship, the vitality and growth potential of the area are ensured for the future.



Nature Experience Seeker Lars The Perspective of a German Traveler

A Day at Koli:

Lars is a German nature tourist who has arrived in Finland seeking authentic northern experiences. He wakes up in his hotel and enjoys a breakfast featuring local products. In the morning, he participates in a guided hike in Koli National Park, where he learns about the area's nature and history. After lunch, he tries a snowmobile safari and ends the day relaxing in a smoke sauna by the lake. In the evening, he buys local handicraft products and culinary delights as souvenirs.

Development potential and business opportunities:

- Improved international marketing channels
- Tailored travel packages for foreign tourists (nature, culture, activities)
- Development of sustainable tourism (environmentally friendly experiences and services)
- Improvement of direct connections (transportation and logistics for tourists)

Customer groups and opportunities



Adventurous Saara Traveler's perspective

A day in Koli:

Saara arrives in Joensuu by train and continues by public transport to Koli village. She stays at an eco-friendly guesthouse that also offers a remote workstation. In the morning, she visits a local café to enjoy breakfast from small producers before heading out to hike the trails of Koli National Park. After lunch, she participates in a yoga session in nature and ends her day at a restaurant that serves local food.

Development potential and business opportunities:

- Improved public transport connections for travelers
- More ecological and sustainable accommodation options
- Hybrid workspaces in nature
- Specialized wellness services (yoga, nature therapy, sauna experiences)
- Tourism packages combining activities and local products



Homeland-loving Kari Local perspective

A day in Koli:

Kari starts his day at his bakery, where he prepares pastries using local ingredients. He chats with other entrepreneurs and learns that the area could attract more remote workers and seasonal workers. In the afternoon, he attends a village association meeting where they discuss new development projects, such as pop-up markets and collaboration between entrepreneurs and the tourism industry.

Development potential and business opportunities:

- Support for small entrepreneurs and networking opportunities
- Better visibility of local products to tourists
- Strengthening the village community with new services and events
- Development of digital services (online stores, order services)



Innovative Iiris Entrepreneur's perspective

A day in Koli:

Iiris starts her day by ordering ingredients for her natural cosmetic products from local producers. She tests a new product launch on her online store and considers ways to attract more customers. At midday, she attends an entrepreneurs' workshop where they discuss responsible tourism and opportunities to integrate local products into tourism experiences. At the end of the day, she takes her products to be sold at the Koli tourism center's store.

Development potential and business opportunities:

- Combining tourism with local production
- Improving education and marketing support for entrepreneurs
- Opportunity to sell products directly to tourists (popup shops, markets)
- Collaboration with other entities (hotels, wellness centers)



Nature-loving Leena Senior's perspective

A day in Koli:

Leena, a retired biology teacher, has moved to Koli to spend her active retirement years. In the morning, she participates in a local seniors' exercise group that meets at the village hall. Afterwards, she visits the market to buy food from local producers and chat with acquaintances. She spends the afternoon at the village cultural club, which hosts a lecture on biodiversity. In the evening, she attends a local movie night organized by the village association.

Development potential and business opportunities:

- Senior-friendly housing solutions (accessible homes, service housing)
- Wellness services for seniors (health exercise, nature therapy, cultural events)
- Activation of the village community (clubs, events, volunteer activities)
- Nature-based services for seniors (guided tours, gardening activities, community spaces)

A woman with a backpack is crouching in a lush forest, using a small cup to collect water from a stream. The scene is filled with vibrant green ferns and trees, creating a sense of being deep in nature. The text "Koli, truly natural" is overlaid on the image in a white, serif font.

Koli, truly natural

Koli village – Anchor of development

Koli village holds a key position in the development of tourism in the area, offering a unique combination of nature tourism, culture, and services. The development of the village supports the growth of the entire Koli tourism area, creating new opportunities for property developers, investors, and tourism operators.

Land and property development in Koli village can meet the growing demand for accommodation and services, particularly for high-quality cabins, hotels, and experiential destinations. New services such as restaurants, wellness centers, and activity offerings attract both domestic and international tourists. Furthermore, improving the village's infrastructure, such as accessibility and traffic arrangements, supports sustainable growth.

For investors, Koli village offers the opportunity to be part of the long-term development of the area, leveraging the growing demand for tourism and the area's appeal. Development can be based on year-round tourism, combining nature tourism with culture, and sustainable construction.

Koli village acts as a link between the national park and broader tourism services, and its development strengthens the vitality of the entire Koli area. Now is the right time to invest in and develop Koli towards a more attractive and sustainable tourism destination.



The village's location on the shore of Lake Pielinen, near Koli National Park, makes it an important tourism hub that combines nature, culture, and services



Role and identity of Koli village



Gateway to Koli National Park

Koli village acts as an important gateway for tourists heading to Koli National Park. Main access routes to the national park, such as the trails leading to the peak of Ukko-Koli, are located near the village.

The village offers parking facilities, guidance, and other support services that make visiting the national park easier.



Service center of the Koli region

The village is the center of tourism services, offering accommodation options, restaurants, cafés, shops, and other services designed for tourists.

The small scale and local identity of Koli village attract tourists who appreciate authentic and nature-oriented experiences.



Center for events and culture in Koli

The village hosts annual events, such as music and art festivals, which attract tourists all year round.

Local cultural heritage, craftsmanship, and stories are part of Koli's appeal. The village serves as a natural starting point for exploring Koli's history and traditions.

The roots of art and culture in Koli go far back, and many works from the Golden Age of Finnish art have drawn inspiration from the area.



Sustainable development in Koli tourism

Koli and its village have established themselves as an area of sustainable tourism. The village's small-scale services and commitment to environmental protection make it an attractive destination for responsible travelers.

The proximity to the national park imposes requirements for sustainable operations. The village has successfully balanced tourism development and nature conservation.



Purnulahti tourism hub

New Koli village center

Existing service center

Role of Koli village: Center for services and community

Village center: Village serves as the social and commercial center of the area, primarily hosting local services, shops, restaurants, and meeting places.

Gateway to tourism: The village acts as the starting point for many tourists visiting Koli National Park and other nature destinations. Its role is to provide easily accessible essential services and accommodation.

Community: The village attracts permanent and seasonal residents, emphasizing the development of housing, workspaces, and local community services.

Role of Purnulahti: Nature and tourism-focused recreational area

Proximity to nature: Purnulahti is an area strongly based on nature and landscapes, offering a peaceful environment for recreation with its lake views and forests.

Specialization: Purnulahti's role focuses on providing experiential and ecological tourism experiences that support the profile of the Koli area as an international nature tourism destination.

Tourism activities: The area has significant potential to develop tourism-related concepts such as glamping accommodations, retreat centers, or activity-focused services that complement the service offerings of Koli village.

Become part of the experiences and tranquility of Lake Pielinen



Village development vision

The development vision for Koli village creates a vibrant and sustainable environment that enhances the area's appeal from both residents' and tourists' perspectives. At the heart of the plan is an event square located in the village center, which serves as a gathering place, a venue for markets, celebrations, and other community events. The surrounding area is designed to be pleasant and multi-functional, supporting local businesses and culture.

A new hotel will bring additional accommodation capacity and high-quality services to meet the growing tourism demand. The building's architecture will be integrated into Koli's scenic environment, utilizing sustainable building materials and energy-efficient solutions. The hotel will also feature wellness services, restaurants, and conference facilities, enhancing its versatility.

Commercial spaces will support local entrepreneurs, enabling activities such as handicrafts, tourism services, and local food businesses. A multipurpose hall will provide facilities for sports and cultural events, exhibitions, as well as meetings for the village association and other groups.

The development vision emphasizes diverse housing, which addresses the needs of families, seniors, and seasonal residents. Solutions based on wood construction and energy efficiency create comfortable and ecological living environments.

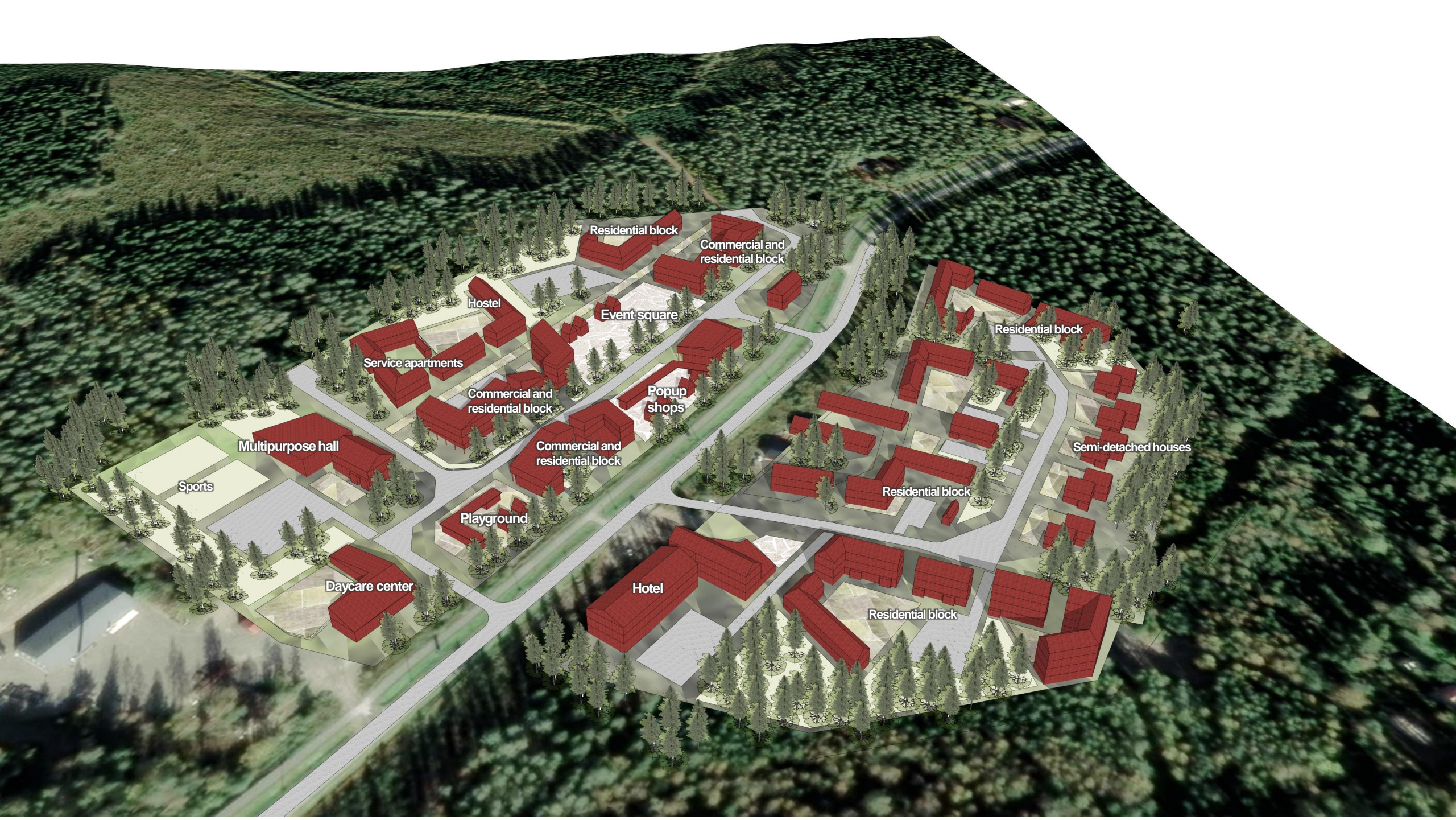
The development vision aims to build Koli into an even more vibrant, sustainable, and community-oriented village where local culture and nature meet modern living and service solutions.





The development vision is to build Koli into an even more vibrant, sustainable, and community-oriented village where local culture and nature meet modern living and service solutions





Residential block

Commercial and residential block

Hostel

Event square

Service apartments

Commercial and residential block

Popup shops

Commercial and residential block

Multipurpose hall

Sports

Playground

Daycare center

Hotel

Residential block

Residential block

Semi-detached houses

Residential block



Housing opportunities in Koli village



Detached houses and row houses

Spacious living on large plots close to nature. Attracts young families more broadly.

- Large plots and yards
- Close to nature
- 1-2 stories
- Includes semi-detached house typologies



Townhouse and village community

Denser urban or village-like living with nearby services and good transport connections. Integrated shared spaces.

- Denser village structure
- Integrated services
- 1-3 stories
- Own yard and direct entrance from the street



Hybrid of living and working

Loft apartments and short-term accommodations that support remote work and community spirit. A dynamic and active community.

- Apartments with own or shared working spaces
- Short-term, hotel-like living concepts
- Supported by a service center



Tourism and leisure

Versatile tourism and leisure services for both locals and visitors. Relies on nature, water bodies, and rural scenery.

- Rental cottage village also with remote working space or coworking
- Local food experiences
- Community gardens and rental plots



Service housing concepts

New multi-generational service housing concepts where living is possible through different stages of old age.

- Complexes that mix various housing typologies
- Operators with the desire and ability to bring new concepts
- Dementia village concept, etc.



RESTAURANT

KAUPPA

KONDITORIA

Coffee

Business opportunities in Koli village

Koli village is developing strongly, and the area's transformation offer numerous business opportunities across various sectors. Tourism, services, and local entrepreneurship can benefit from the village's growing appeal and nature-centric location.

One key business area is tourism services. The attraction of Koli National Park draws thousands of visitors annually, and the demand for new accommodation options, experience tourism, and nature-related activities is increasing. Ecological and responsible tourism solutions, such as nature excursions, kayaking services, and electric bike rentals, address the needs of sustainable tourism.

Restaurant and café services is another growing sector. Food concepts based on Karelian traditions and local ingredients, as well as restaurants emphasizing local food, can thrive in an area where visitors appreciate authenticity and quality. Specialty cafés and bakeries also attract both tourists and local residents.

The culture and event industry offers new opportunities. Various festivals, art exhibitions, and artisan sales events can support the local creative economy. Additionally, wellness tourism, such as yoga retreats, spa services, and forest baths, attracts customers all year round.

Construction and real estate development offers business opportunities, especially for companies focusing on sustainable building. Ecological vacation cottages, energy-efficient buildings, and the use of local materials stand out in the competition.

Overall, the development of Koli village opens a wide range of business opportunities, especially from the perspectives of tourism, services, and sustainable development. Now is the right time to invest and innovate in the area.



Living and accommodation

Services related to living and accommodation for different target groups.

- House construction
- Apartments and vacation shares
- Hotel and boutique hotel
- Long-term accommodation for seasonal workers and remote workers



Program services

Activities and experiences offered to vacationers and residents.

- Nature and wilderness guide services
- Exercise and adventure trips
- Equipment rental
- Cultural and historical tours
- Courses (edutainment)
- Corporate events

Business opportunities in Koli village



Restaurant and café services

Food and drink experiences in the village setting from morning to evening.

- Cafés
- Local food
- Fine dining experiences
- Food truck
- Microbrewery
- Catering



Wellness services

Wellness experiences to further enhance relaxation.

- Massage and beauty salons
- Barbershops and hair salons
- Gyms
- Yoga and meditation retreats
- Nature wellness services
- Exercise and personal trainer services



Retail

Products and shopping services for both vacationers and visitors.

- Specialty shops
- Local products and handicrafts
- Souvenirs
- Grocery store
- Pharmacy
- Alcohol sales



Transportation

The village acts as the transportation hub of Koli.

- Taxi
- Public transport
- Car, electric bike, and scooter rentals
- Experience-based transportation services
- Luggage storage



Area services

The village offers diverse services for living in the entire Koli area.

- Doctor and nursing services
- Property maintenance
- Meeting and event services
- Temporary staffing services
- Coworking spaces
- Equipment maintenance

**Pre-zoned plots for residential, tourism,
accommodation, and commercial space projects**

**Existing municipal infrastructure ensures
straightforward and efficient project implementation**

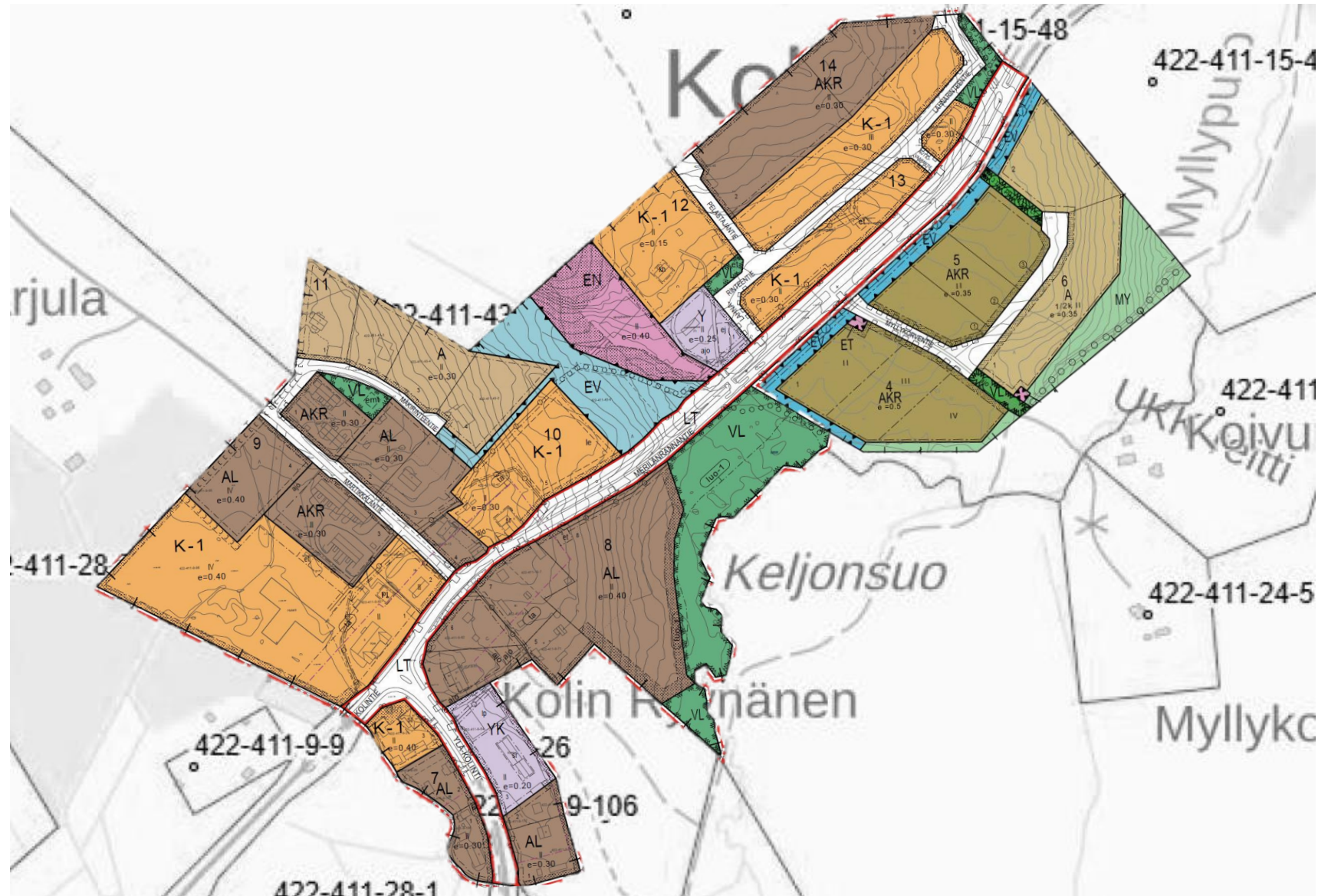


Real estate development opportunities in Koli village



Zoning situation in Koli village

A	Asuinrakennusten korttelialue.
AKR	Asuinkeuhon- ja rivitalojen sekä muiden kytkeytyneiden asuinrakennusten korttelialue.
AL	Asuin-, liike- ja toimistorakennusten korttelialue.
Y	Yleisten rakennusten korttelialue.
YK	Kirkkojen ja muiden seurakunnallisten rakennusten korttelialue.
K-1	Liike- ja toimistorakennusten korttelialue. Alueelle saa sijoittaa myös julkisia ja yksityisiä palveluita sekä majoitustoimintaa.
VL	Lähiavikistysalue.
LT	Maantien alue.
EN	Energiahuollon alue.
EV	Suojaviiheralue.
ET	Yhdyskuntateknistä huoltoa palvelevien rakennusten ja laitosten alue.
MY	Maa- ja metsätalousalue, jolla on erityisiä ympäristöarvoja.



**Contact us to secure a suitable plot for your business
needs in the rapidly developing tourist destination of
the Koli village area**



**View of the iconic Finnish
national landscape**

Development Lieksa Ltd

Contact us



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Ministry of Economic Affairs
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rethinking real estate

