THREE DOORS INTO THE LANDSCAPE

Accommodation investment and hospitality operations inside one of Finland’s most recognisable national landscapes.

A **PURNULAHTI**
Municipal tourism land

B **KÄRÄNKÄLAMPI**
Hotel-resort development

C **LOMA-KOLI**
Existing lakeside property

Euroopan unionin osarahoittama LieKe Elinvoimakeskus

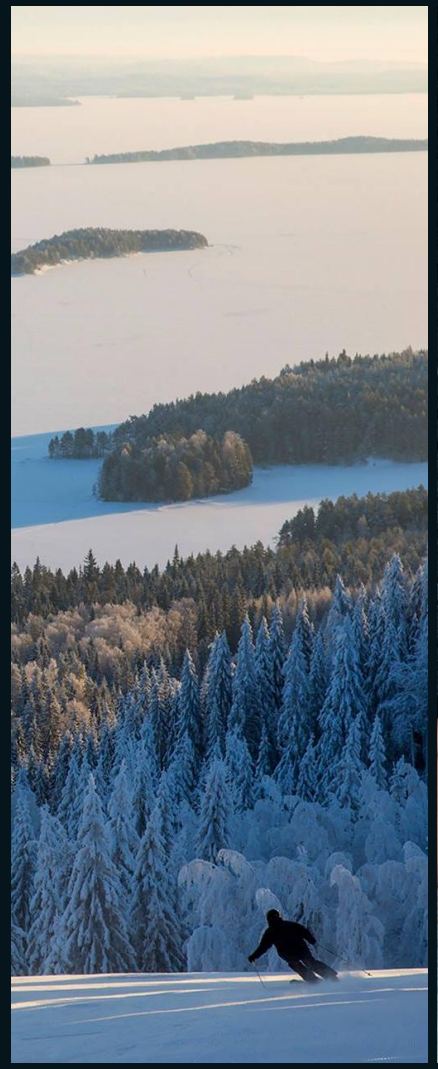
A DESTINATION ALREADY IN MOTION.

Hotels, spa facilities, outdoor services and independent accommodation already operate in Koli.

130 **rooms**

Break Sokos Hotel Koli Kylä opened in 2023 following a PKO investment of more than €20 million.

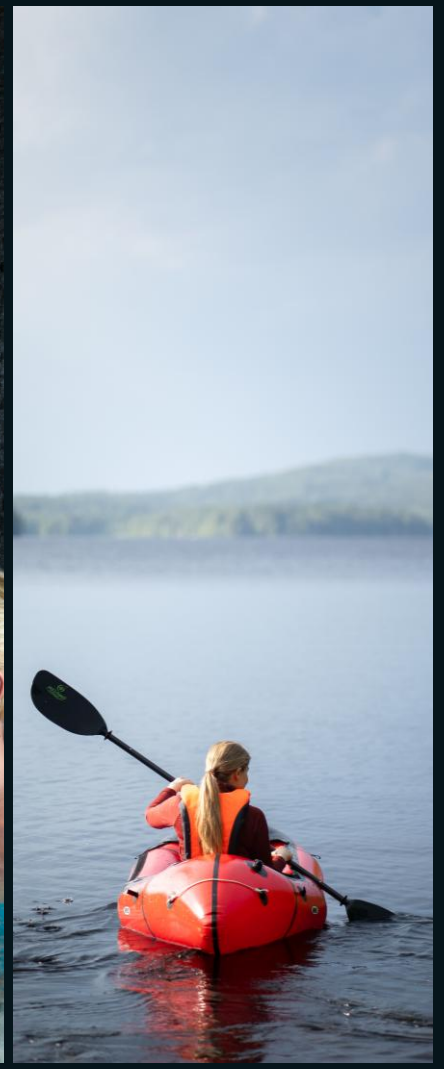
Hotel + slopes + spa. Cottages, apartments, caravan stays, saunas, activities and meeting services.



SKI



SPA



LAKE

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THE MARKET IS CHANGING SHAPE.

Lieksa municipality | January–July 2026 compared with the same period in earlier years.

74,174

REGISTERED NIGHTS

–4.5% vs 2025

5,710

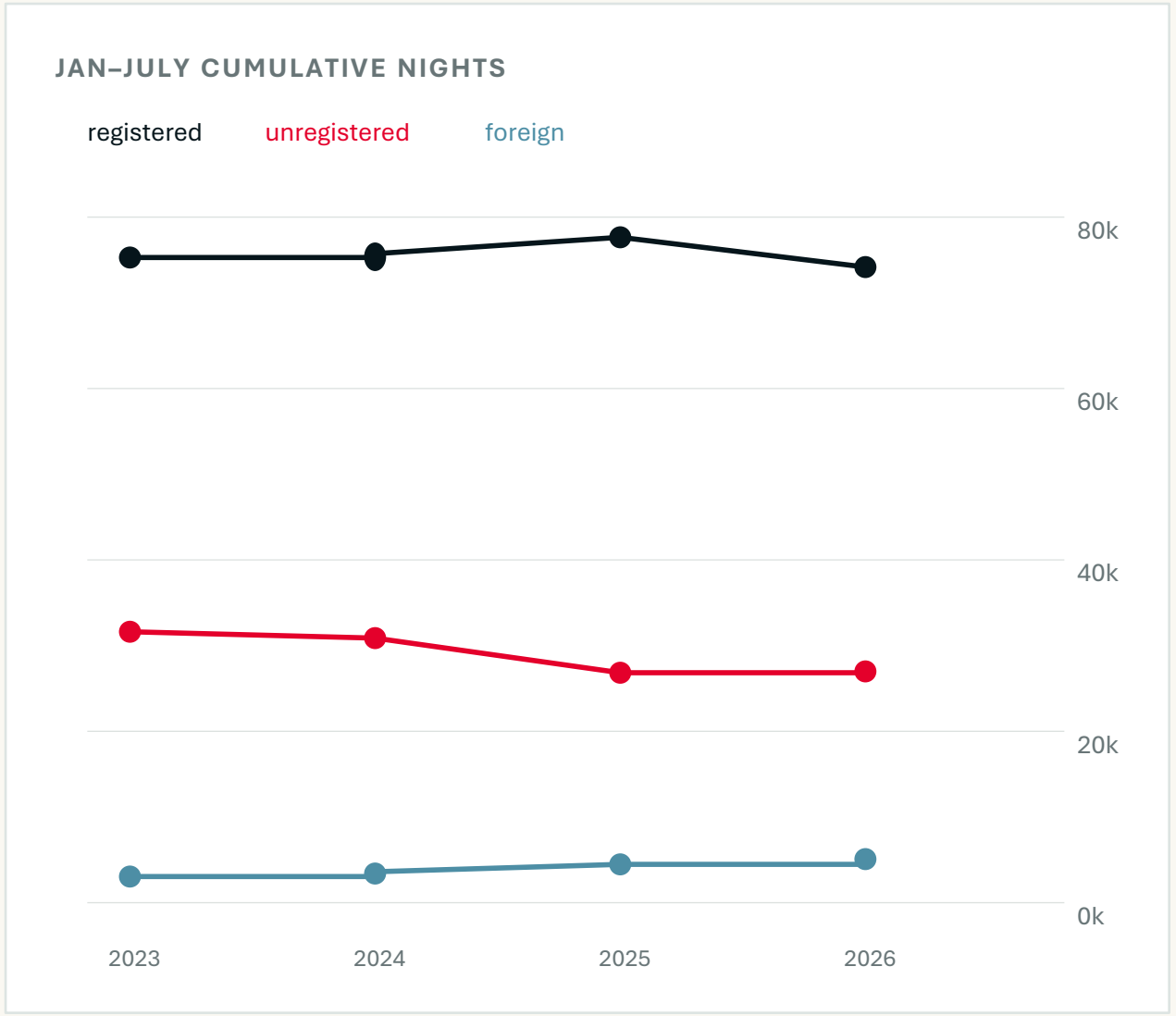
FOREIGN REGISTERED NIGHTS

+12.0% vs 2025

32,520

UNREGISTERED NIGHTS

+21.2% vs 2025



Source: LieKe tourism statistics, 10 Sept 2026. Foreign nights are included in registered nights; unregistered nights are reported separately.

QUIET IS NOT EMPTY.

Koli offers the kind of nature-led, lesser-known destination European travellers increasingly recognise.

52%

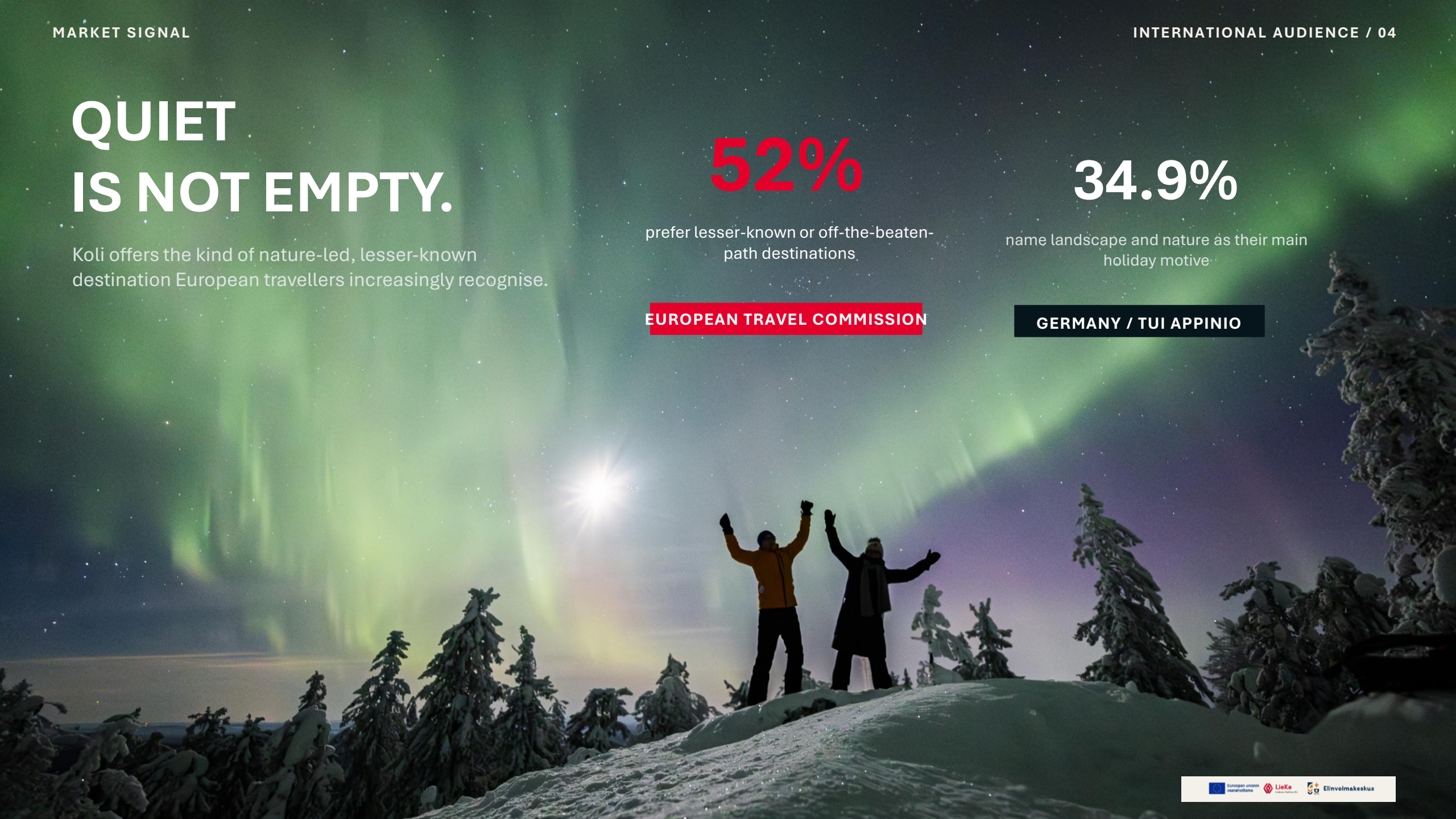
prefer lesser-known or off-the-beaten-path destinations

EUROPEAN TRAVEL COMMISSION

34.9%

name landscape and nature as their main holiday motive

GERMANY / TUI APPINIO



MYTHICAL FINLAND

A shared destination identity and local trade-sales support around Lake Pielinen.

PACKAGE

Mythical Finland DMC packages accommodation, activities and transfers for tour operators.

PUBLISH

Sales manual and trade newsletter support trade communication.

DEVELOP

Visit Finland Eastern Finland programme supports qualifying firms, 2025–2028.

KOLI · LIEKSA · JUUKA

One identity for accommodation, nature and cultural experiences around Lake Pielinen.

Euroopan unionin osarahoittama LiiKe Elinvoimakeskus

CHOOSE THE DOOR.

Municipal tourism land, hotel-resort development and an existing lakeside property.

A **PURNULAHTI**

City-owned lakeside land / legally effective tourism plan

B **KÄRÄNKÄLAMPI**

Private hotel-resort development

C **LOMA-KOLI**

1.4 ha lakeside property



Location markers, not property outlines.

PURNULAHTI

Lakeside development area close to Koli village, with a legally effective tourism plan.

~10 ha in 2021 area brief

~1 km from Koli village services

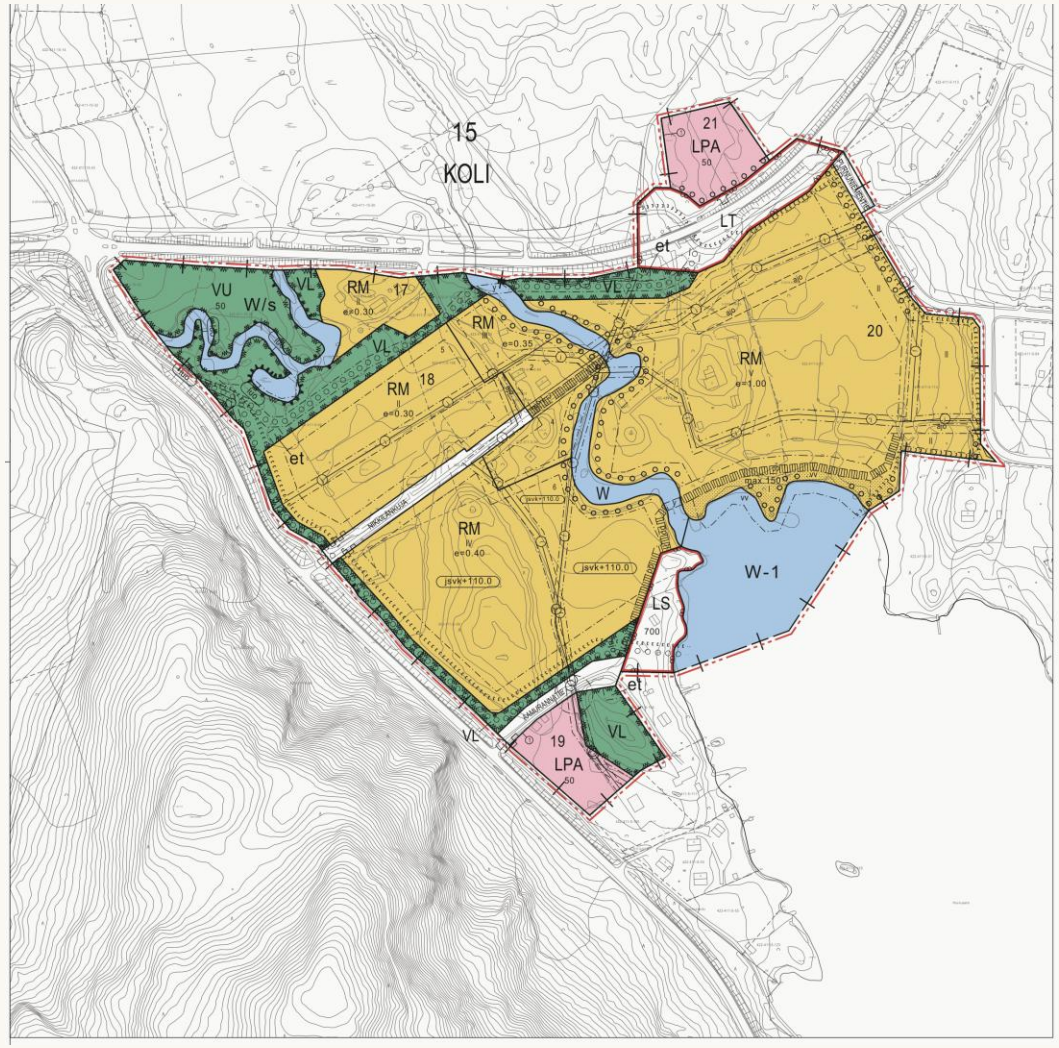
12 Apr 2023 detailed plan legally effective

e = 0.30–1.00 plot-specific floor-area ratios

Landscape, flood-level, parking and stormwater provisions form part of the development framework.







TOURISM BLOCKS SHOWN IN YELLOW

KÄRÄNKÄLAMPI

Lakefront greenfield opportunity within the Loma-Koli tourism area.

PRIVATE LANDOWNER inviting a hotel operator or developer

EXISTING TOURISM ZONING accommodation, restaurants and spa uses

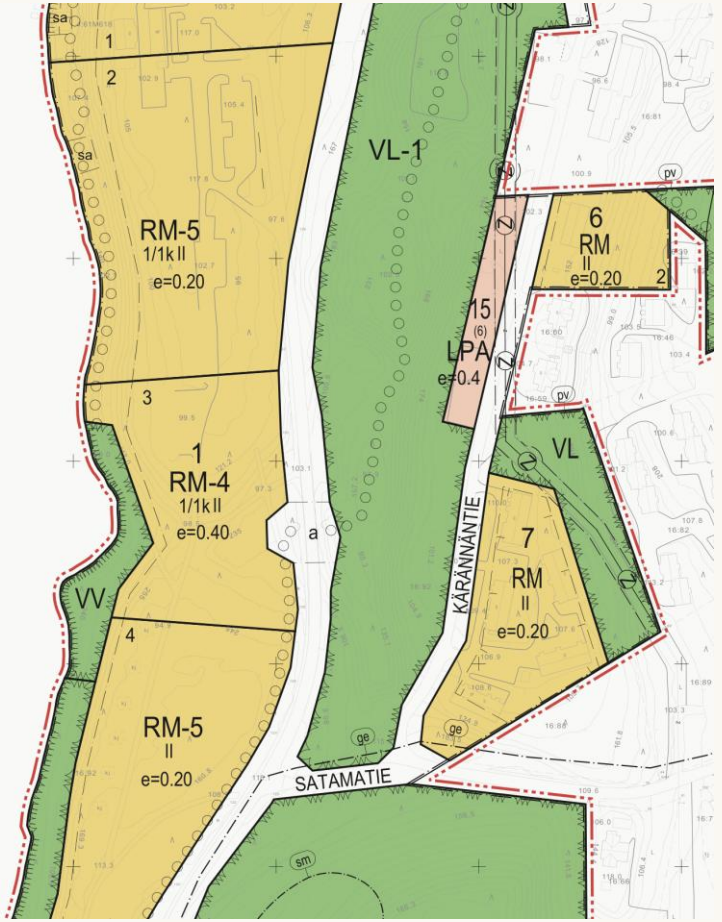
APPROX. 5.8 HA across the 2021 concept areas

LAKEFRONT SETTING with landscape-sensitive provisions

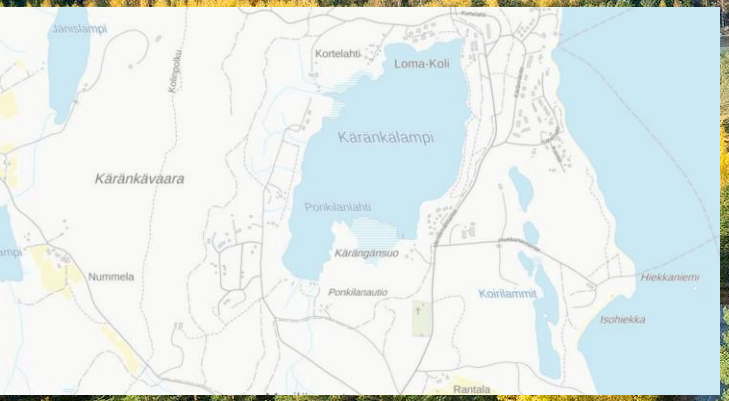
A hotel-resort proposition — not a generic land parcel.





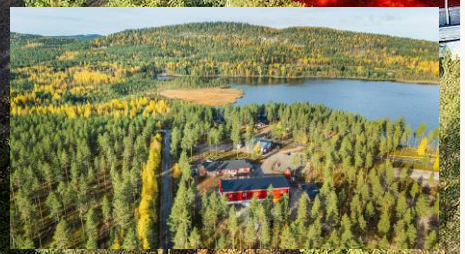


SITE C









LOMA-KOLI

Existing Lake Pielinen accommodation property with shoreline and potential for further development.

1.4 ha — **private property**

140 m — **own shoreline**

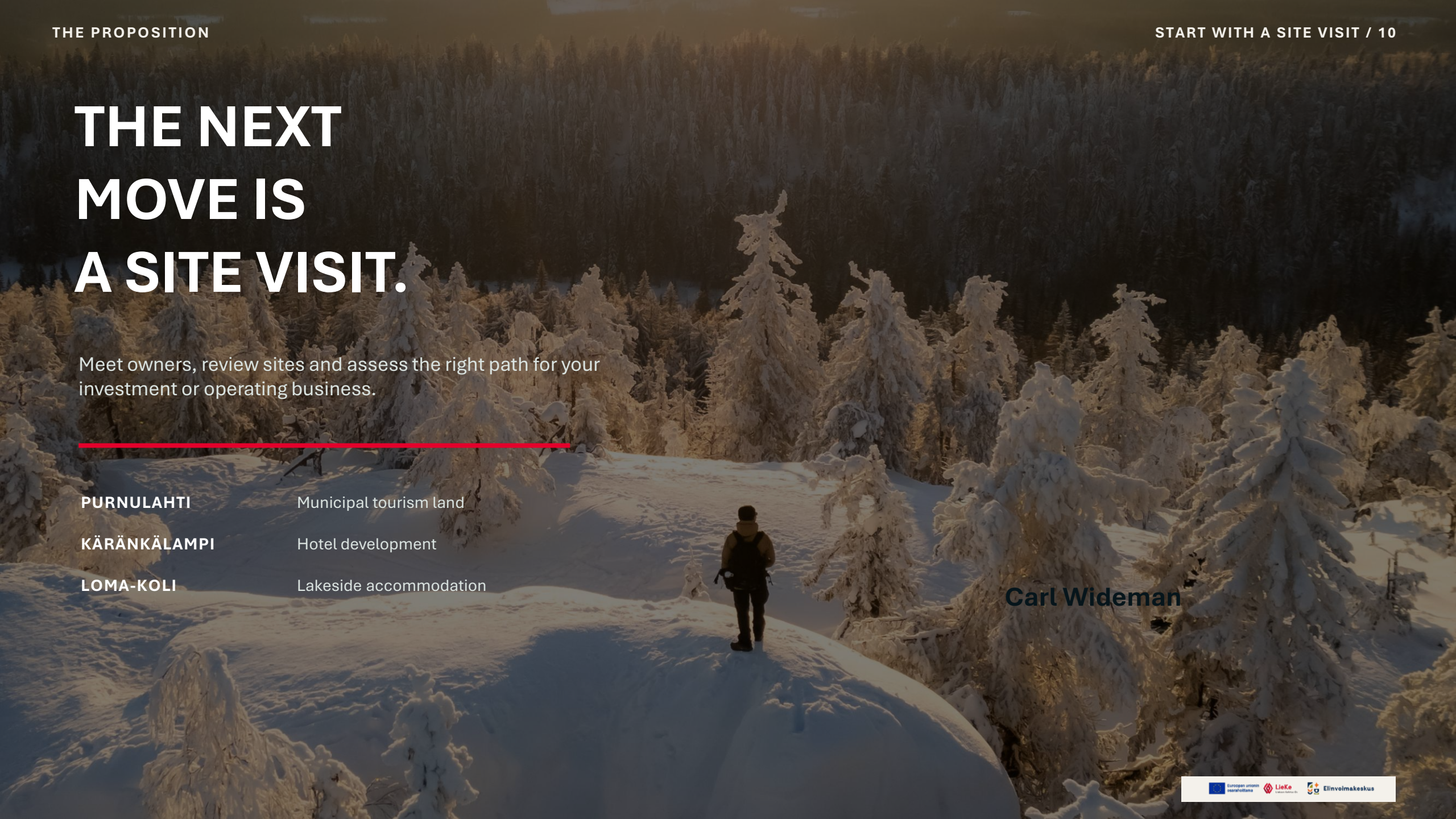
~6 km — **Koli village / national park**

Private 14,000 m^2 site with two buildings completed in 2006. Villa and beach-sauna building can be rented separately; further development is subject to planning and permits.

THE NEXT MOVE IS A SITE VISIT.

Meet owners, review sites and assess the right path for your investment or operating business.

PURNULAHTI	Municipal tourism land
KÄRÄNKÄLAMPI	Hotel development
LOMA-KOLI	Lakeside accommodation



Carl Wideman