FOUR-STAR WOODEN HOTEL

To be constructed in Hietaniemi on the sandy shores of Lake Pöyliöjärvi, the new four-star Wooden Hotel gives Kemijärvi the hotel services it needs to respond to the enormous growth in Lapland’s tourism.

A VIEW OF LAPLAND’S ENCHANTMENT

In the hotel premises you can embrace the atmosphere of the tranquil lake scenery, Northern Lights, Midnight Sun, and breathe in fresh and clean Lappish air. The distinctive Wooden Hotel highlights the use of local raw materials in buildings and services.

KEY FIGURES FOR INVESTORS

- Leased plot area: 36,500 m²
- Building rights for: 7,000 m²
- Total hotel floor space: 5,490 m²
- Number of rooms: 101
- Restaurant seats: 200
- Sauna and small spa department
- Multi-function premises

Property investment c. 14.0 million € (VAT 0%)
Equipment investment c. 1.3 million € (VAT 0%)
Turnover target c. 4.0 million €
There are still building rights available. The shoreline sauna with auxiliary premises and swimming shore are located right by the hotel.

**FACTS**

- **101 Rooms**
- **Accommodation for 210 guests**
- **Cafeteria for 50–60 guests**
- **Restaurant seating 200 diners**
- **Sauna and spa department with outdoor decking**
- **Multi-function premises**
THE WOODEN HOTEL IS A NEW LANDMARK

Kemijärvi’s Wooden Hotel is built to respect and enhance the shoreline scenery. All common spaces of the hotel have an unobstructed view of the lake district and fell highland landscapes.

THE HOTEL ENTIRETY HAS BEEN DESIGNED TO BE PEOPLE-FRIENDLY AND ENVIRONMENT-FRIENDLY. WOOD IS USED ON THE FAÇADES IN A VERSATILE MANNER THAT HELPS CAPTURE THE ATTENTION OF GUESTS ON CORE AREAS. THE WOODEN STRUCTURE OF THE HOTEL PROMOTES INDOOR AIR HEALTHINESS AND AS A RENEWABLE MATERIAL IT IS ALSO ECO-FRIENDLY; THE WOOD USED GROWS BACK IN FINLAND IN LESS THAN 60 SECONDS.

With the design of the hotel we have been seeking answers to how we can utilise the interest of international clientele and the unique qualities of the local surroundings to create a commercially effective and functionally flexible environment. Imagining a customer who is interested in nature, environmental wellbeing and personal health. What does this guest see, feel and experience upon arrival, during their stay and checking out of the hotel?

ARCHITECT TONI YLI-SUVANTO
**WELLBEING FROM WOOD**

The natural materials meticulously chosen for each premises emphasise the immediacy of the connection with nature and create warmth and ambience, an impression corresponding with function. Healthy living and wellbeing are fundamental themes in the interiors, structure as well as in the services of the hotel.

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**ROOMS HAVE BEEN DESIGNED TO HIGHLIGHT NATURE AND LANDSCAPES. THE VIEWS FROM THE HOTEL ROOMS PROVIDE PLEASING VIEWS OF THE LAKE DISTRICT, GREEN FORESTS AND GLOWING NORTHERN LIGHTS IN LAPLAND’S SKIES. THE SOLID WOODEN STRUCTURE, TOGETHER WITH CAREFULLY DESIGNED SPATIAL ORIENTATION AND OPTIMISED SUNLIGHT, PROMOTE balanced and healthy INDOOR AIR QUALITY.**

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**SURROUNDED BY CULTURAL AND WELLBEING SERVICES**

*The unique Wooden Hotel* is located next to the Kemijärvi Cultural Centre. The Cultural Centre has e.g. an auditorium and wooden sculpture gallery that serve as the town’s cultural premises. The services of the town centre are within walking distance of the hotel. The closest shop is only **200 metres** away.

*Poukama Spa & Swimming Pool* is located **300 metres** from the hotel. Poukama will be undergoing a complete overhaul, starting in autumn 2018, with the purpose of renewing technologies and structure, and making the spa more pleasant overall. The total cost estimate for the overhaul is **5-6 m€**.

Hietaniemi is an outstanding venue for outdoor sports and activities, the departure and arrival point for cross-country skiing tracks, skating, jogging and trekking trails, and a year-round event venue for outdoor happenings.
The Wooden Hotel restaurant and reception areas have lake views, naturally. The meals prepared in the restaurant are made from local ingredients and the fishermen’s catch of the day.

The massive wooden structures of the hotel and warm natural shades create a distinctive setting for guests.
Kemijärvi has excellent possibilities for activities and pastimes throughout the year. The Pyhä-Luosto National Park is located just 50 kilometres from Kemijärvi. The Oulanka and Riisitunturi national parks are also a short drive from Kemijärvi. The city is surrounded by five ski resorts and is serviced by two airports.

SUMMERTIME  LAKE ACTIVITIES

On the lake shores you can find routes for trekking, nature excursions, cycling and horse riding. The expansive lake and river regions provide the perfect setting for fishing and boating.

WINNTERTIME  FELL HIGHLAND ACTIVITIES

Kemijärvi is located on the Arctic Circle, nestled among fell highlands. The fell destinations offer wintry adventures. The magnificent hills and lakes in the hotel’s surroundings make many wintertime activities possible to start right from the hotel grounds. On cold days when the temperatures are well below freezing, you can relax inside and enjoy indoor activities.

INDOOR  ACTIVITIES

Kemijärvi in Lapland’s Lake District
ART GALLERIES
- P. Mäkelä-Haapalinna
- Lea Viita
- Puustelli

MEETING ROOMS
- Kemijärvi Cabin of Culture
- Kemijärvi Town Hall
- Artist Residence
- Hillatie School
- Uitonpirtti
- Anna-Britta
- Heralampi Business Complex

WITHIN AN HOUR’S DRIVE FROM KEMIJÄRVI
- Santa Claus Village
- Arktikum – Museum & Arctic Science Centre
- Pilke Science Centre
- Korundi House of Culture
- Ranua Wildlife Park

MADE IN KEMIJÄRVI
- Local handicrafts
- Natural produce and products
- Fish, berries and herbs

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KEMIJÄRVI
LAPLAND

TOWN AMONG SKI RESORTS

KEMIJÄRVI IN FIGURES
• Population 7,600
• Area 3,930 square kilometres, of which 425 sq. km is water
• Five fell highland ski resorts
• Three national parks nearby
• Trekking, nature and cycling routes covering approximately 300 km

EASY TO REACH
• Rovaniemi Airport – Kemijärvi 60 min (80 km)
• Kuusamo Airport – Kemijärvi 90 min (140 km)
• Railway terminal station 10 min
• Bus Station 10 min

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