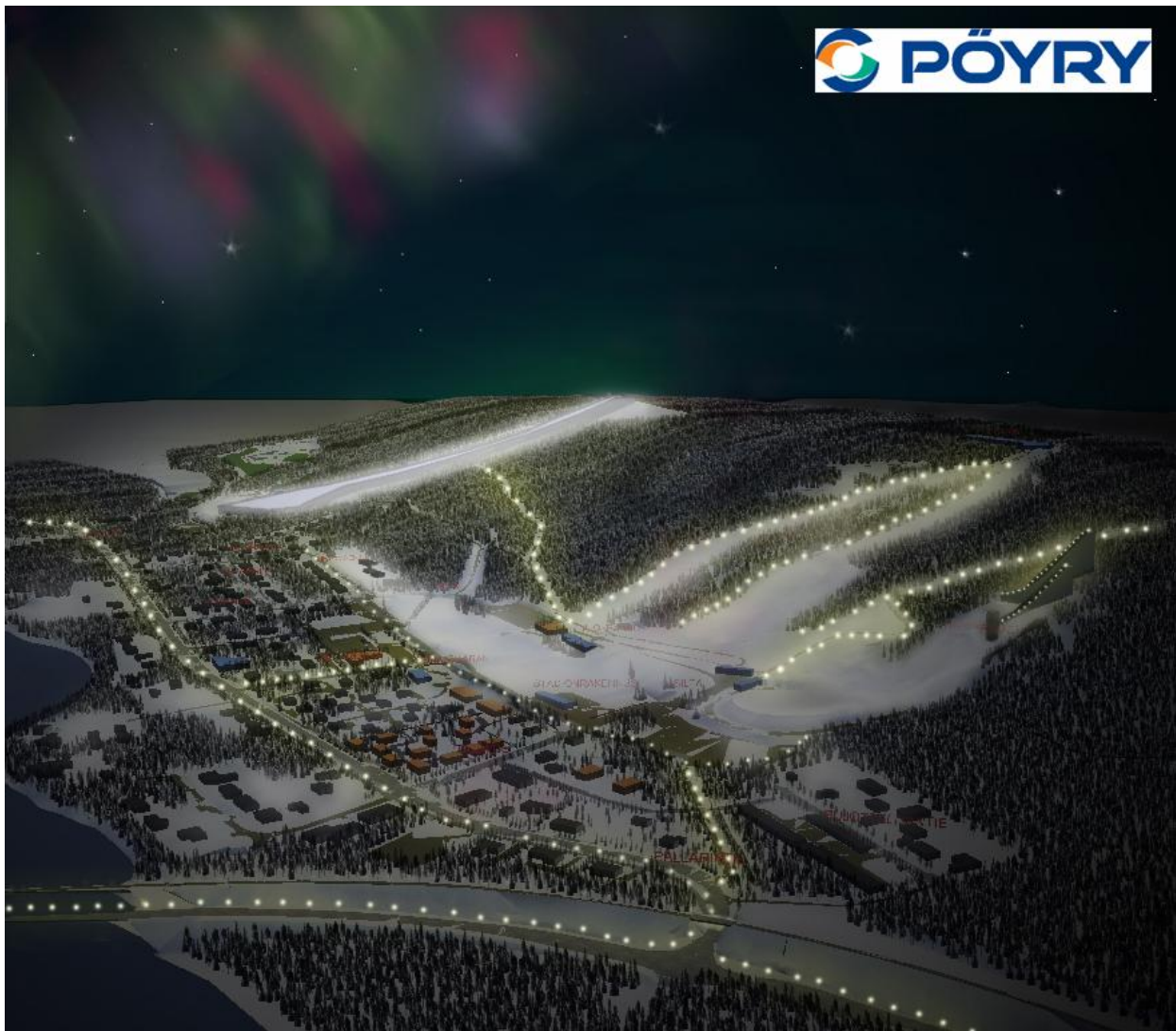


# *Ounasvaara Winter Sports Centre*

The Arctic Wellbeing Park

City of Rovaniemi

Lapland FINLAND



INVEST IN THE ARCTIC

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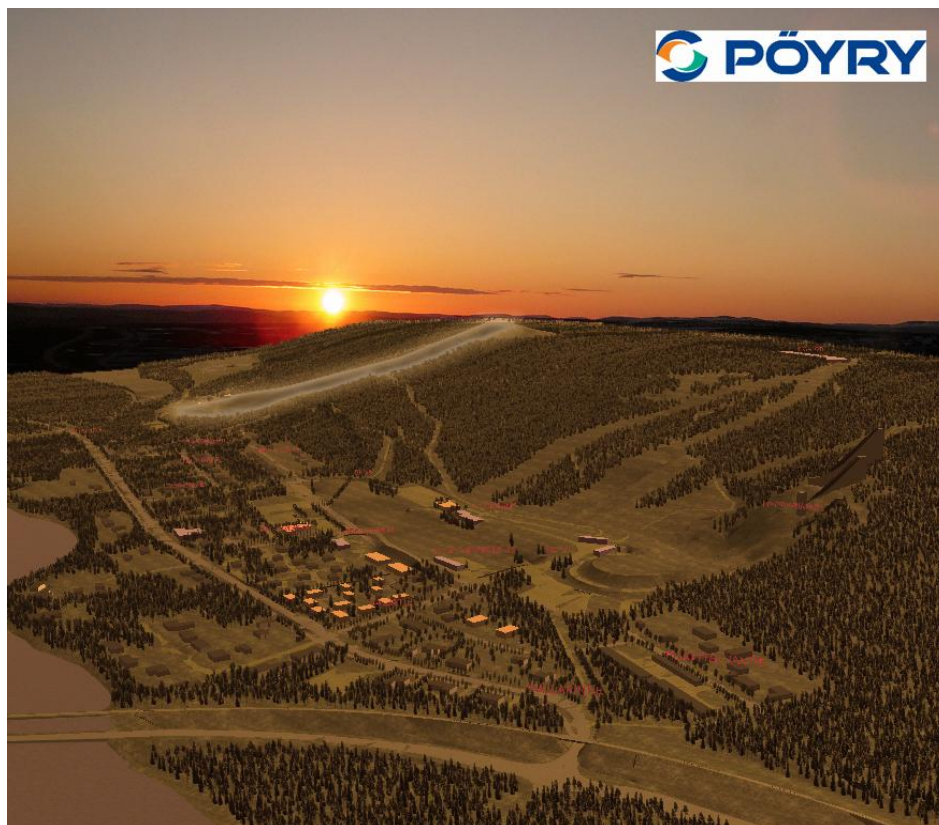
## Project Summary

Rovaniemi offers investors the possibility to build a covered ski centre including shopping and accommodation as part of the very popular Arctic Wellbeing Park. The constituent parts of the project are:

- 1) Covered Ski Slope; the highest point of the ski slope is 140 meters above the lowest, which makes it unique if it indeed is covered. The descent profile also complies with the requirements of FIS (the International Ski Federation). The covered centre makes it also possible to arrange snow-related events.
- 2) Wellness and Fitness Centre including e.g. a swimming pool under the slope
- 3) Shops and restaurants
- 4) Accommodation

## Area Description

The Arctic Wellbeing Park is a large and beautiful hill area located next to the city centre. The area has ski and jogging routes, hosts a golf course and is the location of the Santasport Institute - a complex offering manifold sport activities and medical treatments.





## Detailed Project Description

Rovaniemi offers investors the possibility to build a covered ski centre including shopping and accommodation as part of the very popular Arctic Wellbeing Park. The Arctic Wellbeing Park is a large and beautiful hill area located next to the city centre. The area has ski and jogging routes, hosts a golf course and is the location of the Santasport Institute - a complex offering manifold sport activities and medical treatments.

The development of the Arctic Wellbeing Park has been researched by consultancy *Pöyry CM Oy*. The first stage of the study was completed in early 2009 and included also the proposal to develop a covered winter sport centre. The cooperation will continue with this one and other consultancies.

### Constituent parts of the project

The covered ski slope is the main project and all other constituent parts are more or less optional. After the completion of the slope, the investments can be realized in stages if commercially justified.

#### Covered Ski Slope

- 1) The highest point of the ski slope is 140 meters above the lowest, which makes it unique if it indeed is covered.
- 2) The descent profile also complies with the requirements of FIS (the International Ski Federation). This makes it possible to arrange several international competitions each year.
- 3) The slope is wide, about 60 metres; therefore several different events can take place simultaneously.
- 4) Sports activities include:
  - a. Downhill skiing
  - b. Snow-boarding
  - c. Fun for children: easy slopes, snow activities...
  - d. Snowmobile races and testing
- 5) The covered centre makes it possible to arrange snow-related events.
- 6) Year-round snow and ice buildings are also a potential attraction to visitors.



### Wellness and Fitness Centre

The Wellness and Fitness Centre would be a natural complement to the covered slope. It could include the following:

- 1) Gyms
- 2) Beauty treatments, physical treatments, sauna
- 3) Swimming pool under the slope
- 4) Muscle-testing studio for professionals and amateurs
- 5) Laboratories and physiological research
- 6) etc

### Shops and Restaurants

Possibilities include:

- 1) A shopping centre could be built in the area
- 2) Sport-related stores
- 3) Restaurants and bars

### Accommodation

No concrete plans have been drawn up but it is up to the investor to propose possible projects.



## Estimated Investment Cost

The cost of the project depends on what parts are realized and in which way. The following are rough estimates:

- 1) Covered ski slope: 10 million euros or more
- 2) Wellness and fitness centre: no estimate, depends on what is built
- 3) Shops and restaurants: not estimated
- 4) Accommodation: not estimated

The roughness of the costs is due to the fact that the project is open to further development by interested investors.

## Revenue Potential

The total mount revenue depends on the actual dimension of the project which investor decides to develop. Rovaniemi has 60 000 inhabitants and attracts people from the surrounding area. This gives year-round basic demand. In addition, Rovaniemi is the most popular destination north of Helsinki, meaning potentially a lot of foreign visitors as well.

Sources of income include:

1. Entry tickets to the ski slope, gyms and other sports facilities
2. Renting out sports gear
3. Renting out facilities to destination management companies, sports associations, educational establishments
4. Income for arranging different events
5. Selling stored snow to the wide range of users in Rovaniemi: test driving companies, destination management companies etc.
6. Ski training



## Starting Date

This has not been specified.

Potential investors are invited to contact Rovaniemi Regional Development Agency Ltd.





## Information about Rovaniemi

1. Rovaniemi region forms a unique combination of a lively modern city surrounded by exotic Lappish nature. Rovaniemi lies on the Arctic Circle at the confluence of two of Finland's major rivers and is surrounded by hills. Summertime visitors experience midnight sun when the sun never sets; wintertime it is sometimes possible to see flashes of northern lights (aurora borealis) in the sky.
2. World Capital of Christmas. The Christmas theme is at all times present and the visitor can meet Santa Claus around the year. The Sámi ethnic culture and reindeer husbandry complement this image.
3. Finland's most popular tourist destination for international visitors after Helsinki. Thanks to many sights, different seasons and congress traditions, Rovaniemi is a year-round destination. The popularity of Rovaniemi also means the tourism sector is very developed in Rovaniemi.
4. The main attractions in or close to Rovaniemi are:
  - a. The Arctic Circle
  - b. Santa Claus, Santa Claus Village and SantaPark
  - c. Ounasvaara Sports and Skiing Centre with its beautiful golf course
  - d. Arktikum arctic museum and exhibition
  - e. Many sights in nearby areas (e.g. Ranua Wildlife Park; Kemi Snow Castle and ice-breaker "Sampo"; Pyhä-Luosto fell resort)
5. Excellent logistic connections to the entire northern European region and via Helsinki to all major capitals in the world. The "Official Airport of Santa Claus" is an international airport at a 10-minute drive from the city centre. An electrified railway and the European E 75 Highway running from North to South offer alternative forms of travel.
6. City services, modern infrastructure and qualified personnel. Rovaniemi is with its almost 60,000 inhabitants the capital of Lapland Province. Thanks to a growing population it offers a steady stream of new employees graduating from several educational establishments, including two universities.
7. Significant growth potential in tourism. Tourism investments offer even more potential: tourism income is predicted to triple by 2020 in Lapland. Even climate change increases the competitive advantage of Lapland as fewer places in the world can guarantee snow. As the "gateway to Lapland" and as a fascinating destination by itself Rovaniemi is set to benefit from the growth boom.
8. Cold testing cluster and centre for arctic know-how. This is due not only to climatic factors but also to very deliberate work aiming to strengthen the position of Rovaniemi in the field of arctic knowledge. The city hosts two establishments of higher education and has several institutions and companies specializing in cold testing.



Distances

Drive times	
Ranua	55 mins
Oulu	2 hrs 20 mins
Swedish Border, Tornio	1 hr 25 mins
Swedish Border, Pello	1 hr 10 mins
Russian Border, Salla	2 hrs

Rail journey times	
Rovaniemi - Oulu	2 hrs 30 mins
Rovaniemi - Tampere	7 hrs 30 mins
Rovaniemi - Helsinki	9 hrs 40 mins

Flight journey times	
Rovaniemi - Helsinki	1 hr 10 mins
Rovaniemi - Murmansk	1 hr
Helsinki - Berlin	1 hr 50 mins
Helsinki - Vienna	2 hrs 30 mins
Helsinki - Paris	3 hrs
Helsinki - London	3 hrs 10 mins
Helsinki - Rome	3 hrs 30 mins



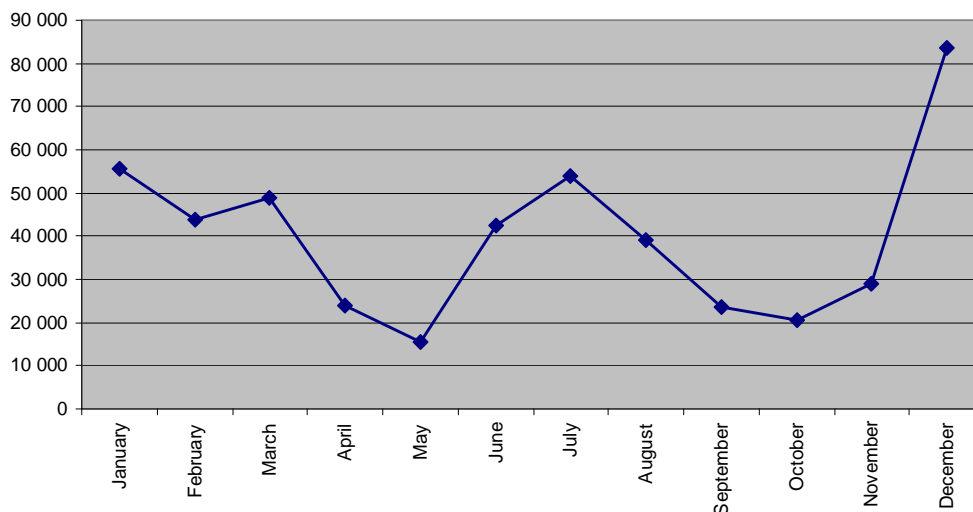
## The Tourism Sector in Rovaniemi

### Tourism income in Rovaniemi (2006)

Direct income from tourism	144 million Euro
Indirect income from tourism	50 million Euro
Gross income from tourism	194 million Euro
Income effect	41 million Euro
Tax-revenue effect	9 million Euro
Total effect, approx.	235 million Euro

1. The amount of overnights was 480,400 in 2007. Out of these 212,439 were Finns and 268,003 were foreigners.
2. Together the direct and indirect employment effects that tourism creates in the Rovaniemi region are approximately 1,500 person-work years.
3. The number of registered overnight stays does not give a true picture of the structure of tourism in Lapland. At ski resorts in particular, the share represented by the number of unregistered overnight stays is significant.
4. In December 2007 there were 3,183 registered beds, which were 140 beds more than in 2006.
5. Sales in accommodation and catering were around euro 70 million in 2007. Out of this figure accommodation stood for euro 19.19 million (increase of euro 2.4 million from 2006). Travel agencies and other tourism services provided for an additional euro 20 million.

Registered overnights in Rovaniemi by month in 2007



Source: Statistics Finland



## Contacts and Additional Information

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For more info see: [www.investinarctic.com](http://www.investinarctic.com)

See the section "Investment Opportunities"

The site also contains plenty of facts about Rovaniemi from a business perspective.

