

Arctic Zoo Hotel Project



Ranua municipality
Lapland FINLAND



Ranua Municipality is looking for investors to build a new hotel next to its
Arctic Zoo.

Below you find more information on the possible characteristics of the hotel as well as on
the tourist potential of Ranua municipality.



ABOUT THE HOTEL

What kind of a hotel could be built in Ranua?

Ranua Municipality is ready to facilitate the establishment of a new hotel in many ways and welcomes foreign investments in the field. Draft plans have been prepared and these plans are available to the interested potential investors. These plans are a possible point of departure, but investors are free to suggest different solutions.

The initial outline of a hotel project looks as follows:

1. hotel comprising 50-100 rooms, a conference room, a restaurant and an equipment maintenance area for anglers
2. Estimated building costs for the hotel is € 6 - 10 million.
3. Good availability of builders
4. Building permits without bureaucracy

Where will the hotel be situated?

Two different locations have been identified for this project, both close to the Ranua Wildlife Park. These locations are:

1. In front of the parking area at the main entrance of the Wildlife Park, or
2. In the vicinity of the Wildlife Park along the road between Rovaniemi and Ranua.

What is the current customer potential and what are the future prospects?

The amount of tickets sold annually in the Wildlife Park is about 100 000, and the total amount of the visitors attending all the services in the area is 150 000.

The peak occurs summertime. About 97 000 tourists visit the area between June and August. Families form the greatest client group in Ranua (65 %). Tourists from abroad are expected to account for a continuously increasing share of the visitors in the coming years. Foreigners are particularly numerous at Christmas and during the winter-season (February to March).

Because of the newly established Program Services of the Ranua Wildlife Safaris, a substantial increase is expected in the domestic group tourism for the fall and spring season. Another strength relates to the fishing and canoeing programmes during the summer. In addition, groups of school-children account for an important customer group during May and September.



The second largest and the fastest growing season in the area is around Christmas and the New Year when the amount of visitors is about 22 500. The amount of tickets sold in the Wildlife Park during Christmas is about 15 000. Especially Russians arrive in great numbers around Christmas.

As there is currently lack of accommodation it certainly restricts the amount of visitors Ranua can attract today. Therefore, the current figures cannot be seen as a maximum when a new hotel has been built.

ABOUT RANUA

What is the Ranua Municipality like?

Ranua possesses a large land area (3.697 km²) but is sparsely populated with its almost 5000 inhabitants.

Where is Ranua situated?

Ranua Municipality is a one-hour drive (87 km) away from the International Airport of Rovaniemi, capital of Finnish Lapland. It is just south of the Arctic Circle.

What are Ranua's main attractions?

Ranua Wildlife Park (www.ranuawildlife.fi) is undoubtedly the most high-profile attraction in the area. It hosts 50 Nordic and Arctic species including polar bears, lynxes, wolves and reindeer. Another interesting, and quite surprising tourist attraction is the Japan House situated by the lake of Simojärvi. It is the northernmost point where you can get in touch with Japanese culture. It is mainly open during the summer season, but can also be made available on demand.

Nature is present everywhere in Ranua and the visitor can enjoy the scenery in many various ways. There are possibilities to fish, hunt or go trekking. In addition there are also many outdoor activities arranged around the year by Wildlife Safaris (www.wildlifesafaris.fi).



As Ranua is situated next to Rovaniemi, it is very convenient to visit the main attractions of Rovaniemi during a day-trip: the Arctic Circle, Santa Claus, Arktikum Science Centre and Museum. The exhibitions of the Arktikum lead you through the history and modern day information of Arctic areas and Finnish Lapland. For more details see the home page of the City of Rovaniemi at www.rovaniemi.fi.

Are there hotels in Ranua?

At this time Ranua hosts hotel Ilveslinna (Lynx's Castle; www.hotelliilveslinna.fi). However, in order to reach the full potential of Ranua as an international tourist resort, it is widely acknowledged that more accommodation is needed. The continuous growth in the number of visitors to the zoo as well as the new safari services which started in the season 2007-2008 are compelling reasons to invest in new accommodation capacity.

So how do we make this business opportunity happen?

Ranua is taking advantage of a steady growth trend: Tourism in Lapland is booming - and Lapland is a brand which sells!





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LINKS

www.investinarctic.com

www.ranua.fi

www.ranuawildlife.com

www.wildlifesafaris.fi

www.visitrovaniemi.fi



Welcome to Ranua!