



Time for New Growth

The future tourist and accommodation resort of Pistohiekka resides in the heart of the Lake Saimaa region. In Pistohiekka, a land area of 39 hectares is divided into seven parts that altogether hold 20.300 m² of development potential for accommodation, restaurant, and conference functions. The combined accommodation capacity is over 700 beds.

Investment opportunities in Pistohiekka are now available for both investors and operators related to the tourism industry. The land owners are looking for developers and other interested parties to join in on making Pistohiekka the most interesting new resort in northern Europe.

The concept of the area is centered around a strong emphasis on wellness and nature experiences, while at the same time respecting the delicate surroundings and the local cultural heritage. It anchors on activity-based services and memorable experiences that make the visitor want to return again and again.

A main theme in the concept is also the innovative use of wood both in architecture and in the infrastructure of the area, reflecting the need for "low to no-carbon" solutions regarding tourism and the environment.

The Pistohiekka resort concept plan is a collaboration between the land owners, the Puumala municipality and Metsähallitus, and the South-Eastern Finland University of Applied Sciences (XAMK). The concept plan is designed by Studio Puisto Architects.

Our goal is to continue on this task together, so that the concept of new wellbeing will turn into a time of new growth right here in Pistohiekka, the blue pearl of Saimaa.

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Pistohiekka in numbers

Total Investment 68,2 M€, 20.300 m²

Main Components

Accommodation total 56,7 M€, 17.100 m²

Harbor hotel 2300 m²

Forest Hut Hotel & Glamping 1900 m²

Uni-Hotel 1000 m²

Other hotels and villas combined 11.900 m²

Services total 3,6 M€, 900 m²

Lake Spa 500 m²

Restaurants 400 m²

Retail total 5,4 M€, 2300 m²

Garden + local food market 2000 m²

Harbor Village 300 m²

Harbor total 2,5 M€, 400m² + pier structures

Accommodation and retail structures 400 m²

Pier and infrastructure 180 m

Main Concept



Authentic Enjoyment

Wellbeing with local and authentic experiences is present at Pistohiekka through multiple services related to wellness, local food production, and Lake Saimaa. Within the global context, there is a growing need for holistic health, wellness, and beauty services. Authenticity and meaning now speak to the modern traveller, who is aware of the possibilities and demanding in their needs.



Meaningful Activities

Meaningful experiences are made by active participation. The Do-It-Yourself services and guided courses for fishing, flower and plant picking, and other local specialties give a sense of place and purpose. Families and small traveller groups are taken into account as an important user segment, whether making things together as a family or as a group of friends or colleagues.



In the Great Outdoors

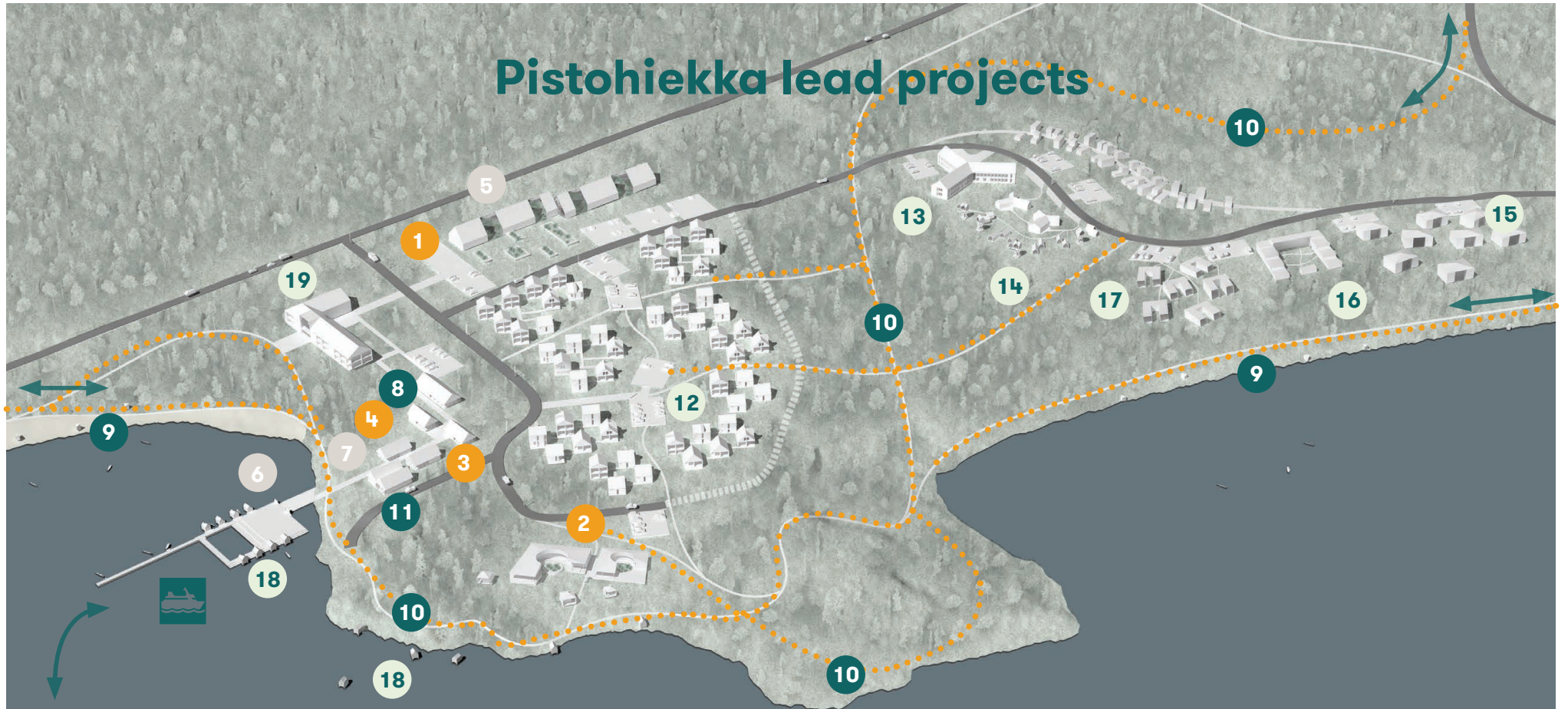
Whether looking for a peaceful retreat, an active nature experience, or local Saimaa Geopark attractions, there is always a spot for you in Pistohiekka! Connections within the area and to the nature trails surrounding Pistohiekka, in combination with the Saimaa Lake district, make Pistohiekka the starting point for adventure!



Memorable Stayover

Accommodation in the Pistohiekka area is targeted to a wide range of user groups, from high-end to low-cost, and always designed with a memorable experience in mind. Surrounded by Lake Saimaa and the unique nature within the area, there is great potential in combining both nature and architecture in a responsible and meaningful way.

Pistohiekka lead projects



Authentic Enjoyment

- 1. Local food & design market
- 2. Järvikylpylä Lake Saunas
- 3. Järvi Bistro & Breakfast
- 4. DIY-Gourmet restaurant



Meaningful Activities

- 5. Garden of Pistohiekka
- 6. Harbor village
- 7. Workshop village



In the Great Outdoors

- 8. Geopark center
- 9. Pistohiekka beach pavilions
- 10. Geopath network
- 11. Norppa Expeditions



Memorable Stayover

- Low-cost: 12. Joint Villas 13. Forest Hut Hotel 14. Glamping
- Mid-range: 15. Backwoods lodge 16. Wilderness chalet
- High-end: 17. Uni-Hotel 18. Floating hotel 19. Harbor hotel

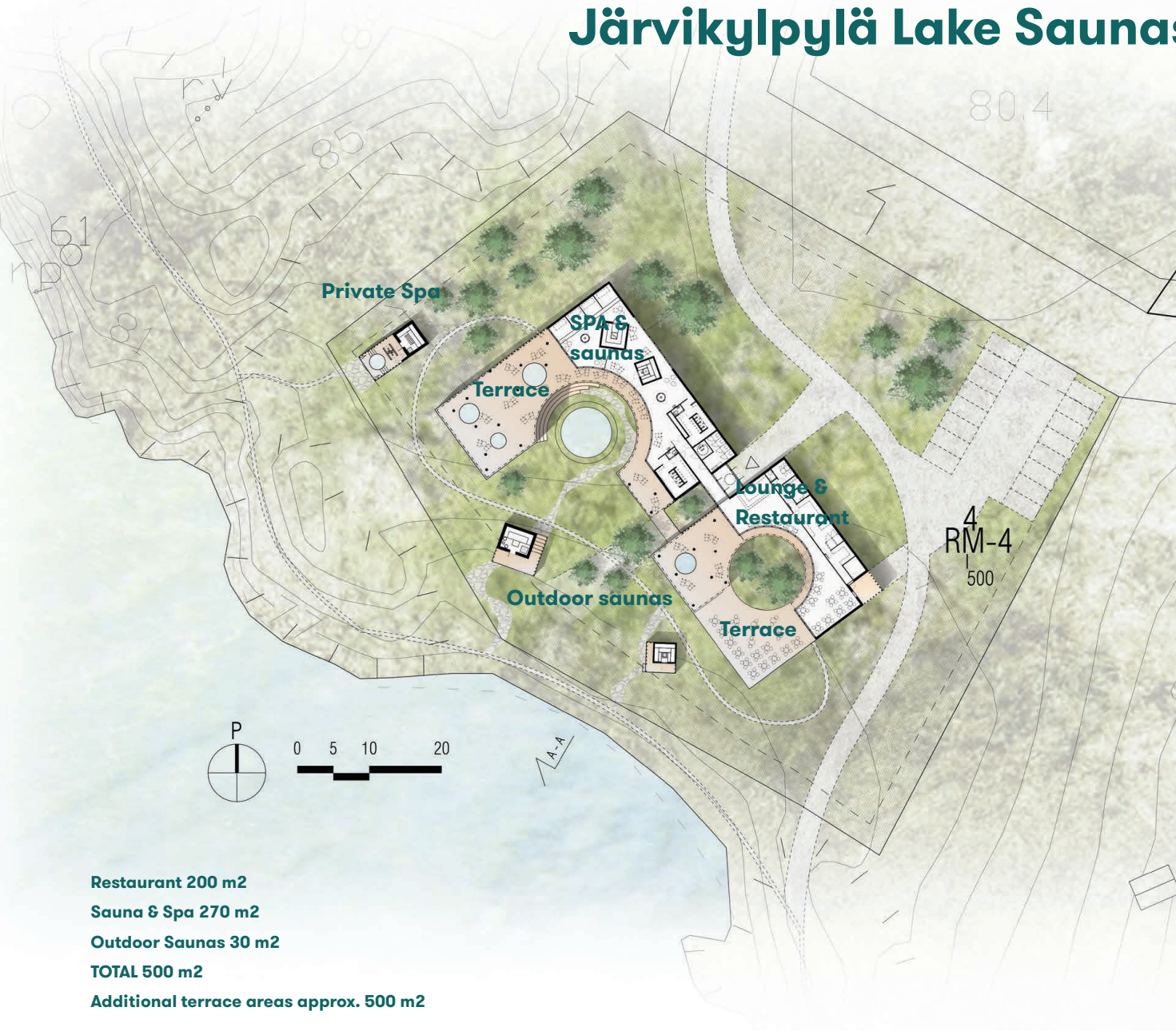


Network of nature routes

Connections to the surrounding nature areas and attractions



Järvikylpylä Lake Saunas



Restaurant 200 m²
Sauna & Spa 270 m²
Outdoor Saunas 30 m²
TOTAL 500 m²
Additional terrace areas approx. 500 m²

Business case example



A multitude of sauna, spa and wellness experiences combined with the lake view and outdoor bathing facilities make Järvikylpylä Lake Saunas a main attraction in Pistoheikka. Parts of the Järvikylpylä Lake Saunas can also be rented separately for private use.



The Sauna & Spa has a capacity of 60 people, and the capacity can be increased with extra outdoor changing rooms during the summer high season. The capacity of the restaurant is 50 people and with the covered terrace, over 100 people.



Estimated daily user amount during the high season is 120 for the Spa & Sauna, and 360 for the restaurant and terrace. An average purchase amount per client is 55€ for Sauna & Spa and 15€ for the terrace. Private sauna rentals are estimated at 60 times per year.



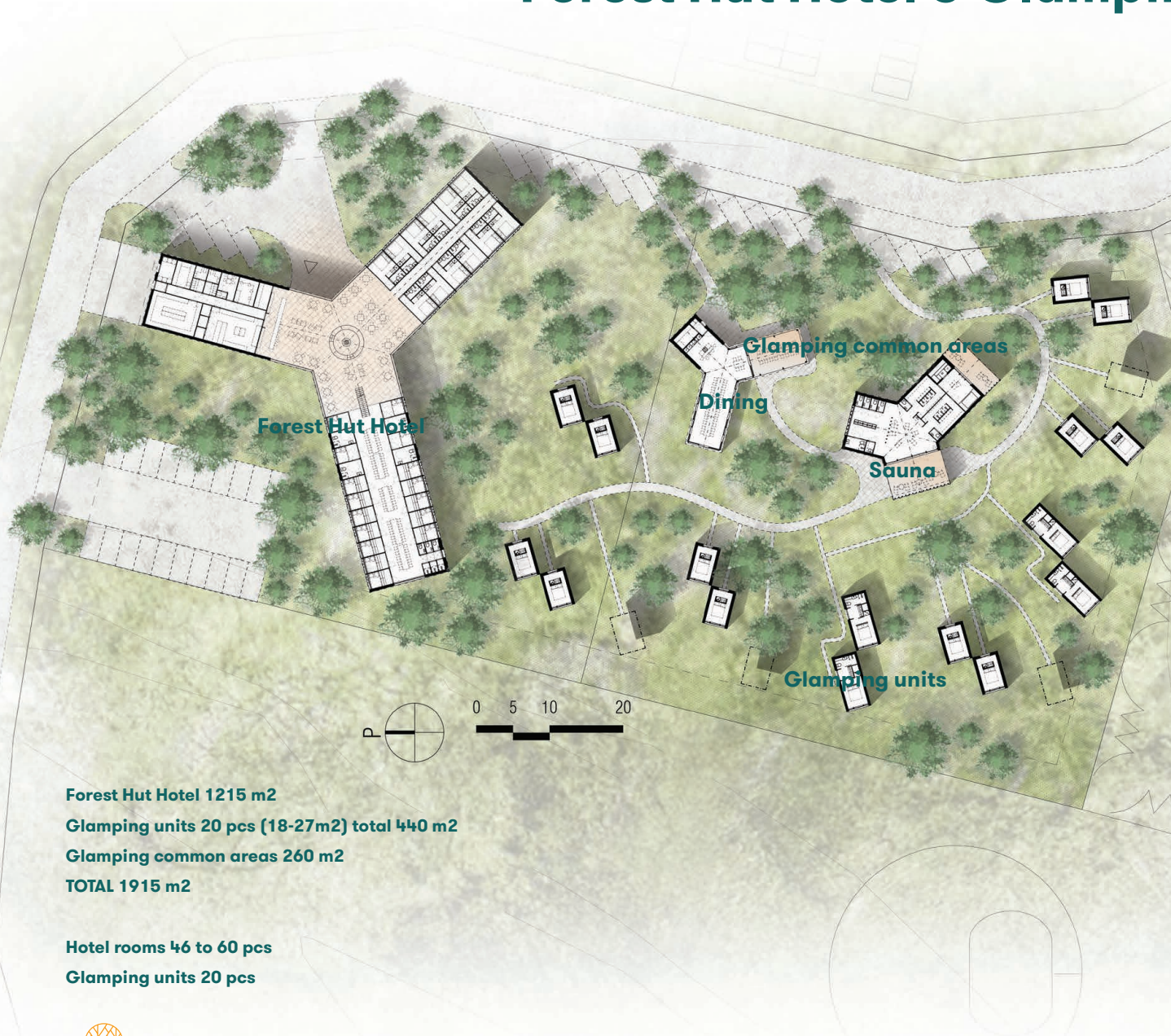
Total investment cost 2,25 M€. The quality level and amount of terrace space, infrastructure and total sqm will affect the estimated total cost.



Annual turnover 1,46 M€, operating income 195.000 € annually with investment paid back in 12 years.

Calculations are preliminary and final estimates are to be made by operator

Forest Hut Hotel & Glamping



Forest Hut Hotel 1215 m²
Glamping units 20 pcs (18-27m²) total 440 m²
Glamping common areas 260 m²
TOTAL 1915 m²

Hotel rooms 46 to 60 pcs
Glamping units 20 pcs

Business case example



At the Forest Hut Hotel, it is possible to rent an entire wing of the building for a bigger group that includes a private festivities lounge able to serve weddings and other events. A professional-grade kitchen serves both the hotel and the Glamping units.



Total amount of beds is 160 with 20 Glamping units and up to 60 hotel rooms. The rooms range from small and cozy to large with private facilities, offering a wide range in room rates.



Estimated occupancy rate during high season is 75%. Room rate in compact rooms is 80€/room per night, and in luxury Glamping units, 200€/room per night.



Total construction cost 5,7 M€. The quality level and total sqm will affect the estimated total cost.



Annual turnover 1,96 M€, operating income 158.000€ annually with investment paid back in 12 years.

Calculations are preliminary and final estimates are to be made by operator





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