

# VUOKATTI Eastern Slopes

## Concept proposal: E-Sports Hotel

We are looking for a developer to a totally new kind of resort development.

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Vipwvoinmaa  
EU:lta  
2014-2020



## WHERE ON EARTH?



Pictures: Vuokatti Image Bank



## VUOKATTI TODAY



Tourism income 56 M€  
Accommodation sales 32 M€  
Average room rate 97,50 €



13 establishments  
1200 rooms  
5100 beds



765 000 bed nights

## FUTURE GROWTH FACTORS

Vuokatti Arena

Vuokatti Eastern Slopes

Trails, tracks and nature based tourism

Vuokatti Center

New golf courses and accommodation

Vuokatti Western Slopes

## VUOKATTI IN 2030



Tourism income 110 M€

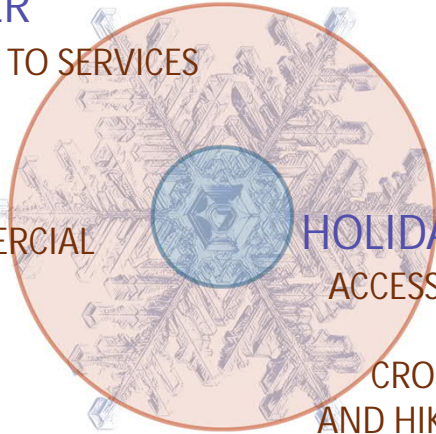
Tourism jobs 800 p/year

1 500 000 bed nights

# VUOKATTI EASTERN SLOPES - VISIONS AND PLANS

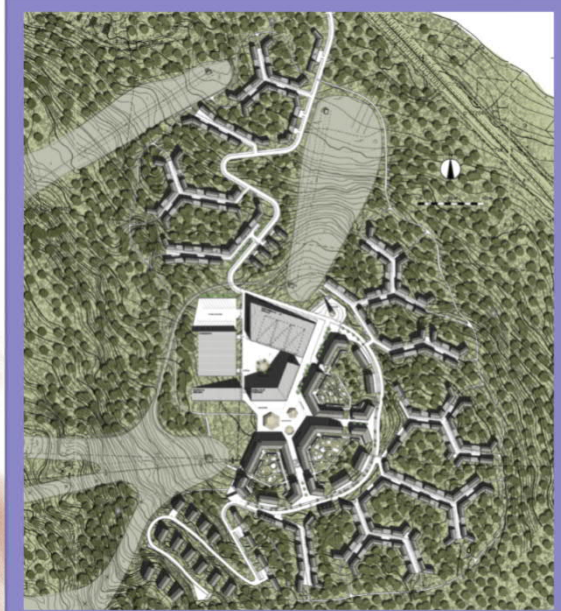
## CENTER

ACCESS TO SERVICES  
HOTEL  
SPA  
ARENA  
COMMERCIAL



## HOLIDAY HOMES

ACCESS TO NATURE  
SKI SLOPES  
CROSS-COUNTRY  
AND HIKING TRACKS



## Development themes



Design: Mikko Kanninen, Architect



## TRENDS CREATE UNIQUE POSSIBILITIES FOR HOTEL OPERATORS

The future is now! We believe that emerging trends pave the way for successful business stories.

Today's trends combined with the Arctic Lakeland's versatile partner and business network create unique possibilities for investments in novel operating & service concepts. The ecosystem is ready!

E-SPORTS is a fast growing theme where we want to be forerunners and exploit its full potential. The E-Sports Hotel concept fits perfectly to the investment possibilities at Vuokatti Eastern Slopes.

Create your own unique business case!

### Tourism trends

Virtual Reality

Sharing & Communities

Digitalisation & Gaming

Nature & Wellness Tourism

Safety & Sustainability

### Current service infrastructure and ecosystem

The biggest time-share destination in Finland (Holiday Club)

Vuokatti Sport Olympic Training Centre & Sports Academy

The first and only E-SPORTS university level degrees in Finland

Finland's number 1 all year round holiday resort

The most versatile combination of indoor and outdoor services in Finland

### Unique possibilities

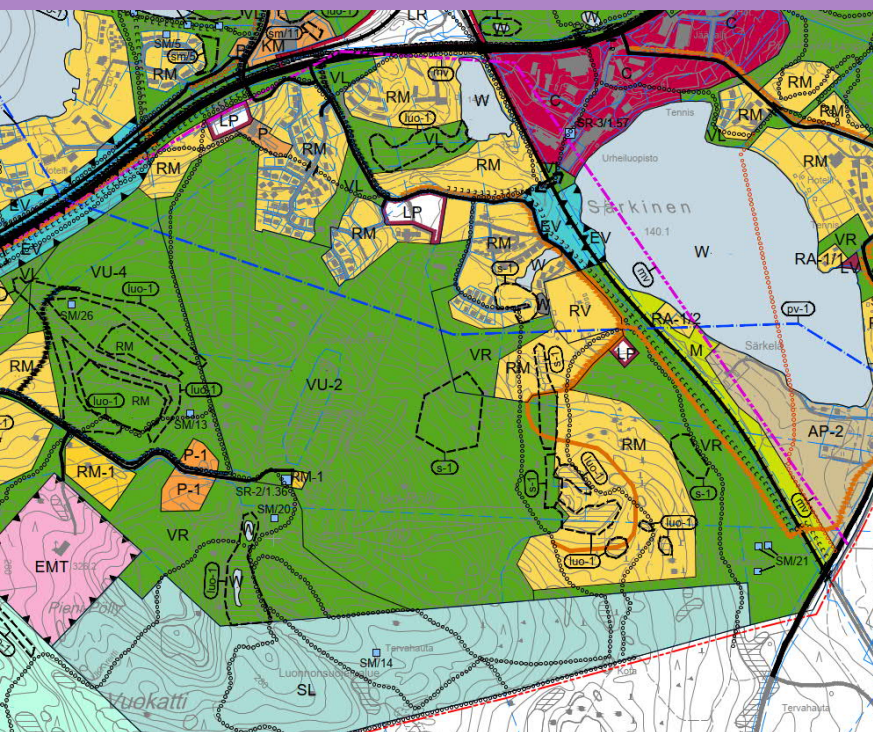
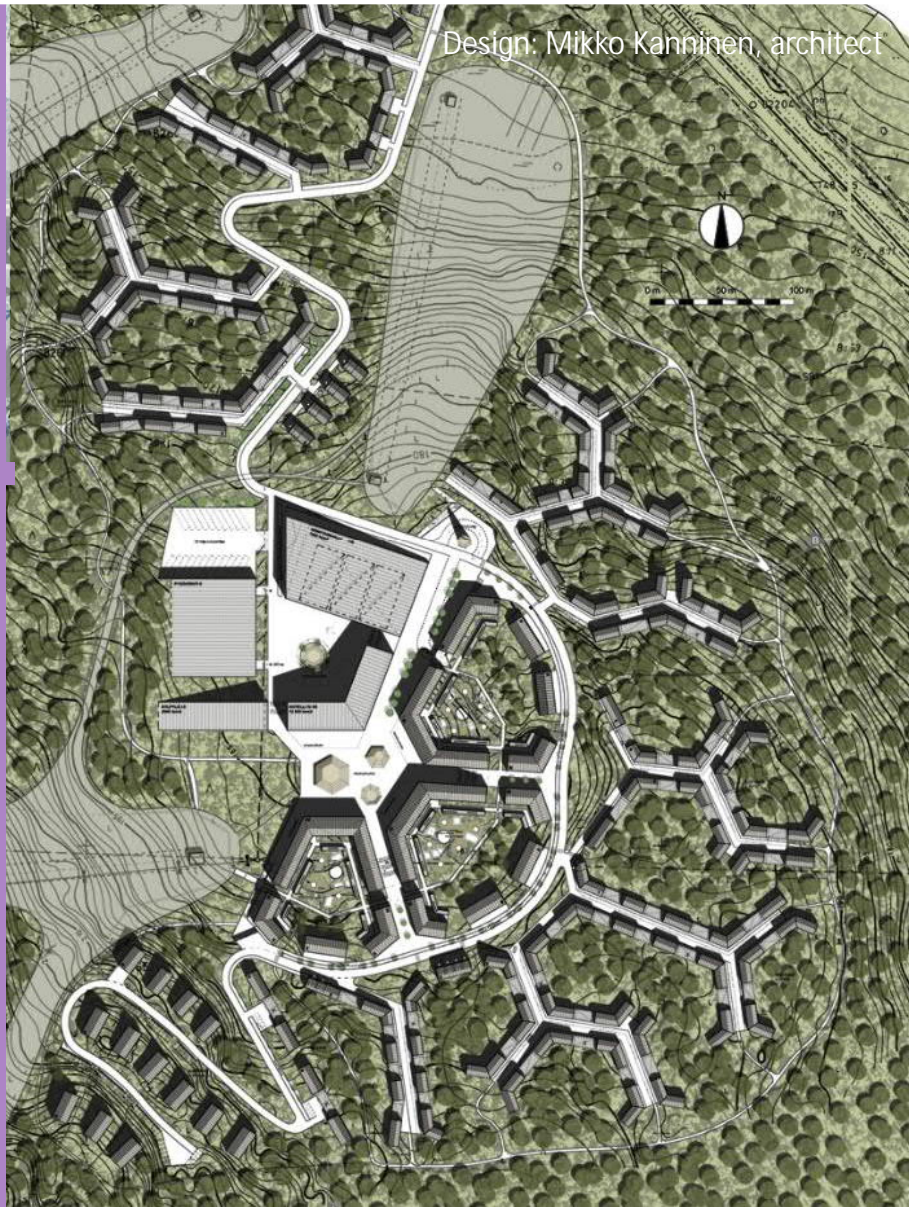
Innovative operating concepts  
E-HOTELS AND HOUSING

Unique service concepts  
E-SPORTS & NATURE  
EDUCATIONAL CONTENTS

Spectacular venues  
GAMING EVENTS & COMPETITIONS  
SYMPOSIUMS & MEETINGS

Fast growing customer segments  
E-WAY OF LIFE

# POTENTIAL FOR CONCEPT DEVELOPMENT



HOLIDAY HOMES	35 000	m <sup>2</sup>
Beds	1 000	
TOP	4 500	m <sup>2</sup>
Beds	120	
CENTER	21 000	m <sup>2</sup>
Beds	600	
HOTEL	12 000	m <sup>2</sup>
Beds	400	
SPA	2 000	m <sup>2</sup>
ARENA	7 000	m <sup>2</sup>
COMMERCIAL	3 000	m <sup>2</sup>
<b>TOTAL</b>	<b>81 500</b>	<b>m<sup>2</sup></b>
<b>Beds</b>	<b>2 120</b>	
<b>(97 500 square yd.)</b>		

## VALUE PROPOSITIONS FOR DEVELOPERS

- ❑ The 1st E-Sports Hotel concept in Finland
- ❑ Strong support and partnership of the municipality
- ❑ The resort area offers a solid year-round business environment
- ❑ Cooperation possibilities with the local community and institutions (schools, municipality, research, innovators)
- ❑ The Vuokatti Brand is interesting to operators



### CONTACTS:

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## VALUE PROPOSITIONS FOR HOTEL OPERATORS

- ❑ The 1st E-Sports Hotel concept in Finland
- ❑ Stable and solid business environment all year around
- ❑ Joint marketing of Vuokatti Brand
- ❑ Active network of service providers
- ❑ Cooperation possibilities with the local community and institutions (schools, municipality, research, innovators)
- ❑ RDI funding opportunities for innovative business concepts (Business Finland)