

Concept proposal

HOSSA

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Safe and Sound with Nature - Social Distancing Resort

We are looking for a developer to Hossa tourism area next Hossa National Park. The purpose of this concept proposal is to present Hossa's versatile possibilities.

HÖSSA

FACTS

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Hossa is located in the municipality of Suomussalmi, in the region of Kainuu, Finland.



Airports

- Kuusamo 90 km
- Kajaani 210 km
- Oulu 250 km

Railway station

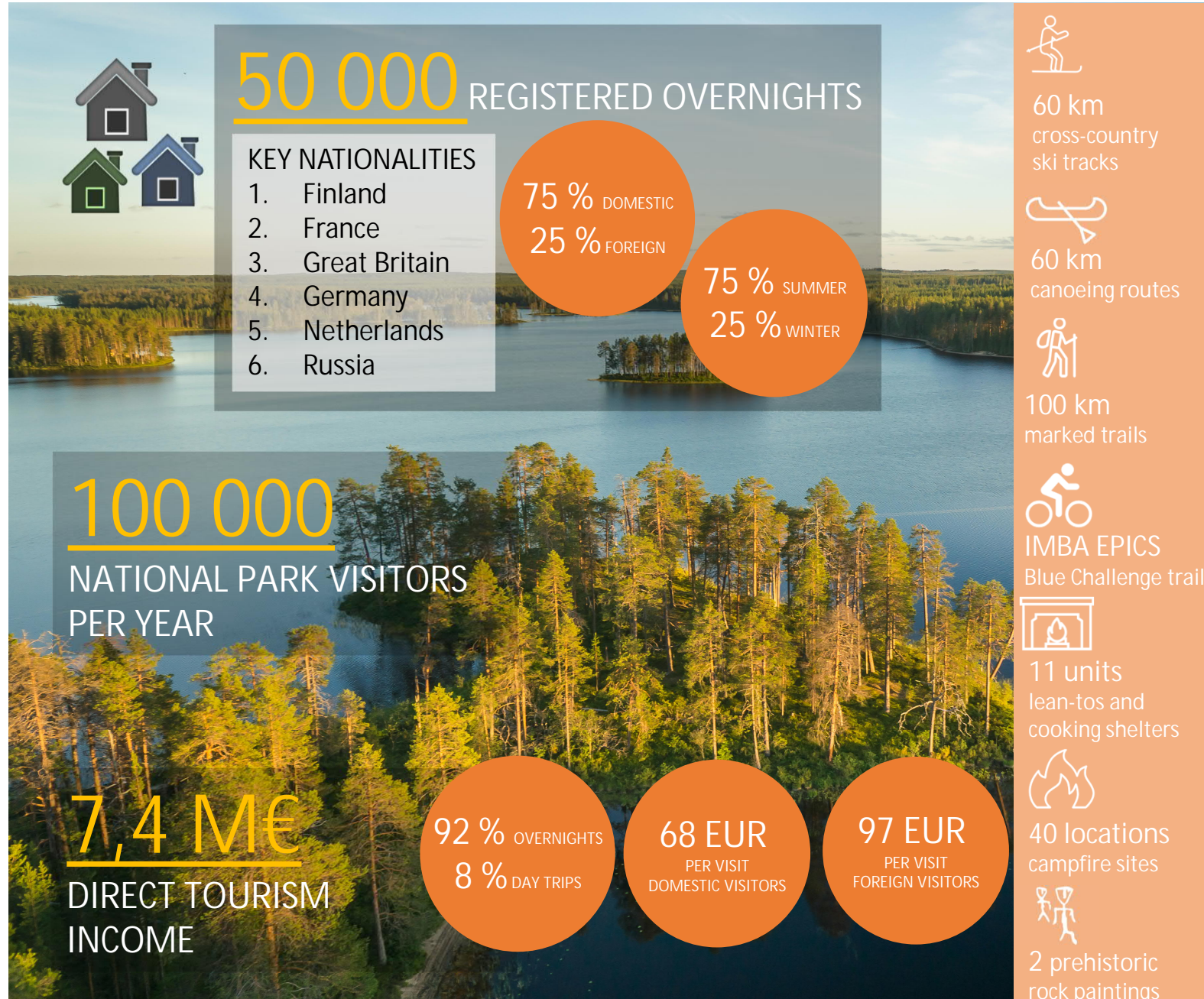
- Kontiomäki 170 km

Distances by road

- Suomussalmi 100 km
- Kuusamo 80 km
- Ruka 100 km
- Kajaani 200 km
- Vuokatti 209 km
- Ukkohalla 142 km
- Paljakka 166 km
- Kuhmo 201 km

National parks

- Syöte 123 km
- Oulanka 127 km
- Riisitunturi 133 km
- Rokua 212 km



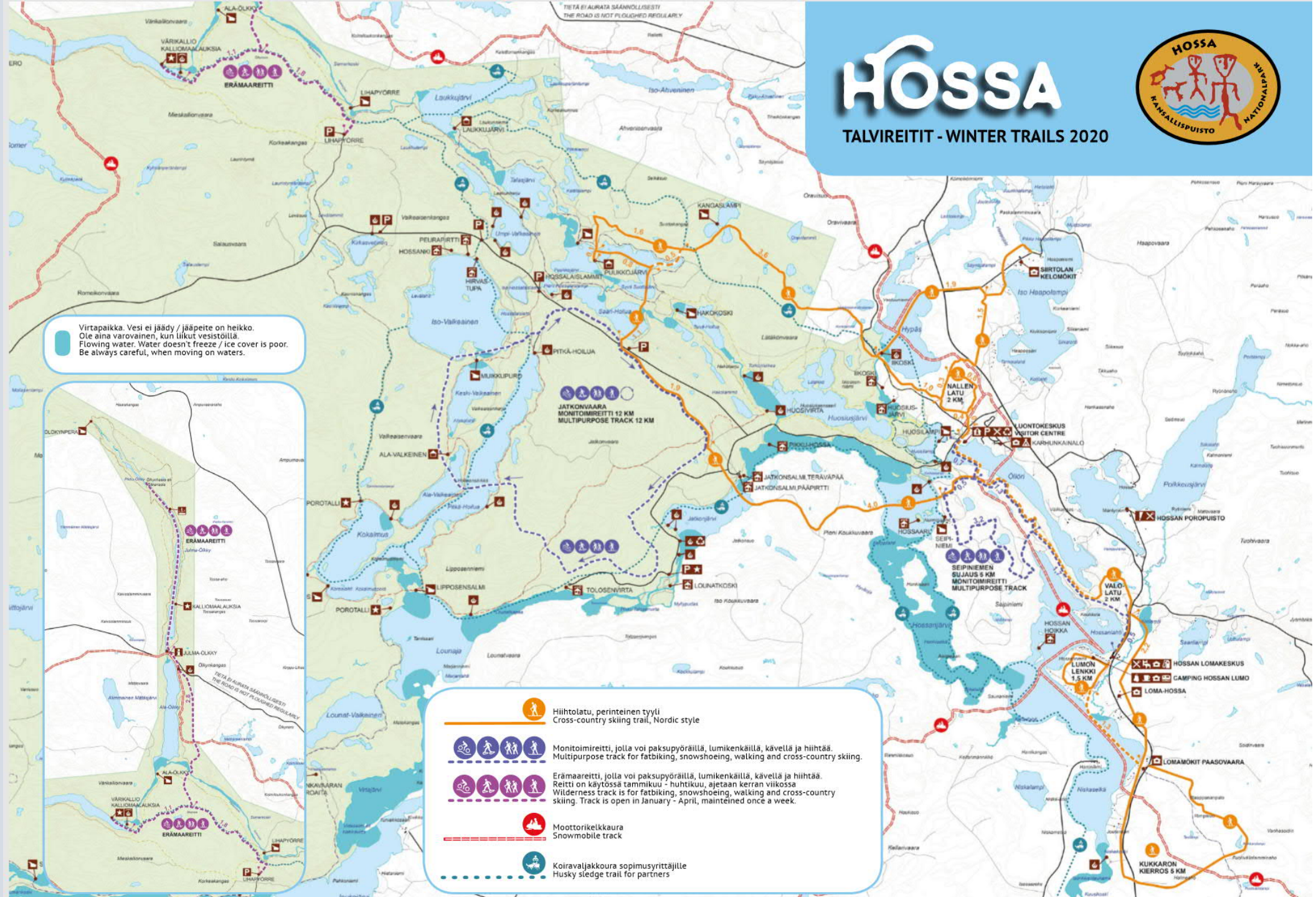
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TALVIREITIT - WINTER TRAILS 2020



Year-round possibilities
- WINTER



Virtapaikka. Vesi ei jäädy / jääpeite on heikko.
Ole aina varovainen, kun liikut vesistöillä.
Flowing water. Water doesn't freeze / ice cover is poor.
Be always careful, when moving on waters.



-  Hiihtolatu, perinteinen tyyli
Cross-country skiing trail, Nordic style
-  Monitoimireitti, jolla voi paksupyörällä, lumikenkällä, kävellä ja hiihtää.
Multipurpose track for fatbiking, snowshoeing, walking and cross-country skiing.
-  Erämaareitti, jolla voi paksupyörällä, lumikenkällä, kävellä ja hiihtää.
Reitti on käytössä tammikuu - huhtikuu, ajetaan kerran viikossa
Wilderness track is for fatbiking, snowshoeing, walking and cross-country skiing. Track is open in January - April, maintained once a week.
-  Moottorikelkkaura
Snowmobile track
-  Koiravaljakkoura sopimusrittäjille
Husky sledge trail for partners



SUSTAINABLE TOURISM SERVICES AND NATURE- BASED ATTRACTORS

The surrounding nature, wildlife and Hossa National Park have already created a favourable tourism business environment for local services providers.

The service providers have a joint marketing network. They have also committed to follow the guidelines of sustainable tourism.

There is already versatile range of accommodation available, but also a growing need for new capacity and unique concepts.



YEAR-ROUND EXPERIENCES:

- Fishing
- Hunting
- Animals (bears, reindeer, huskies, birds)
- Mountain biking & Fatbike
- Wild berries and mushrooms
- Snowshoeing
- Sled dog teams
- Canoeing
- Swimming
- Yoga
- Sauna
- Diving
- Running
- Snowmobiles
- Cross-country skiing
- Excursions & hiking
- Boating
- Cultural attractions
- Aurora Borealis

WHERE IS THE WORLD GOING? - CHANGE FACTORS AND TRENDS CREATE POSSIBILITIES

Tourism trends and tourist behavior are undergoing a profound change.

Pure nature, sustainability, safety and technology are the key change factors. Individual travelling will increase, and people seek genuine, authentic and safe nature experiences.

In our scenarios we assume that COVID-19 will permanently increase the interest towards nature tourism and close-to-nature experiences in safe & healthy environment that allows physical distance from others.

Tourism trends and change factors to consider

Sustainability & responsibility

Safety & health

Technology & digitalisation & mobile

Nature and wellness tourism

Food tourism & nature amenities

Local culture & authenticity

DIY – Do it Yourself

Small groups (families, 3G) & individual travelling

What kind of trend shifts will COVID-19 create?



The role of nature-, wellness- and food tourism will grow



The demand for private cabins will increase



Hygiene, purity and safety are valued more than ever = service quality and responsibility



The trips become more meaningful – higher expectations to fulfil



Digitalisation will continue its growth with increasing speed – digital traveller



Safe and smooth accessibility travel chains to a destination are valued more than ever

Impact and opportunity

Luxury cabins and e-services

Close to real nature experiences

Do & Learn It Yourself concepts

Social distancing in a safe environment

1

GET INSPIRED AND START TRAVEL PLANNING



The resort offers a full-service digital travel planner to create your own itineraries and experiences. Book a flight, car and services with one app!

2

TRAVEL CHAINS & MOVING AROUND



An electric car is ready and waiting for the travellers at the airport / railway station and available for the whole stay.

3

RESPONSIBLE RESORT EXPERIENCES



The resort experience is based on the visitor's own choices from a versatile service offering available on digital channels.

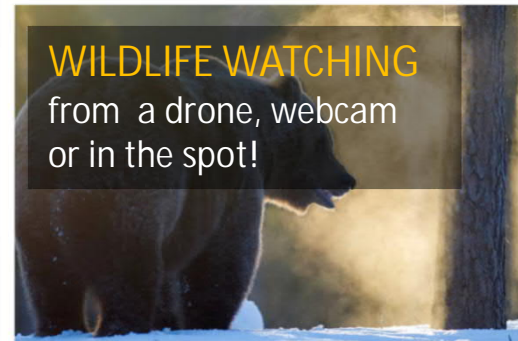
SAFARIS AT WINTER

Year-round activities



WILDLIFE WATCHING

from a drone, webcam or in the spot!



SAUNA AND WELLNESS

completes your day – everyday!



FISHING & CATCHING

your days meal



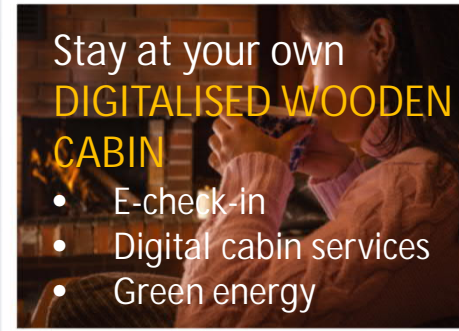
DIGITAL COOKING COURSES

from pure nature ingredients at your cabin



Stay at your own DIGITALISED WOODEN CABIN

- E-check-in
- Digital cabin services
- Green energy

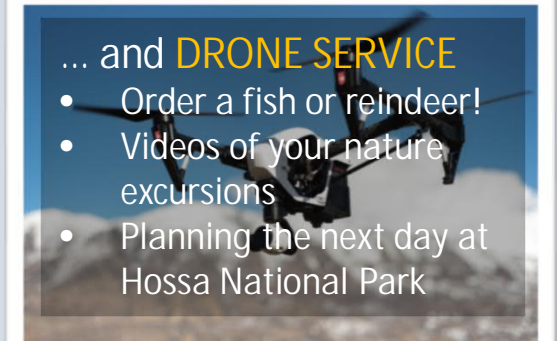


Cabin amenities include **ELECTRIC FATBIKES..**



... and DRONE SERVICE

- Order a fish or reindeer!
- Videos of your nature excursions
- Planning the next day at Hossa National Park

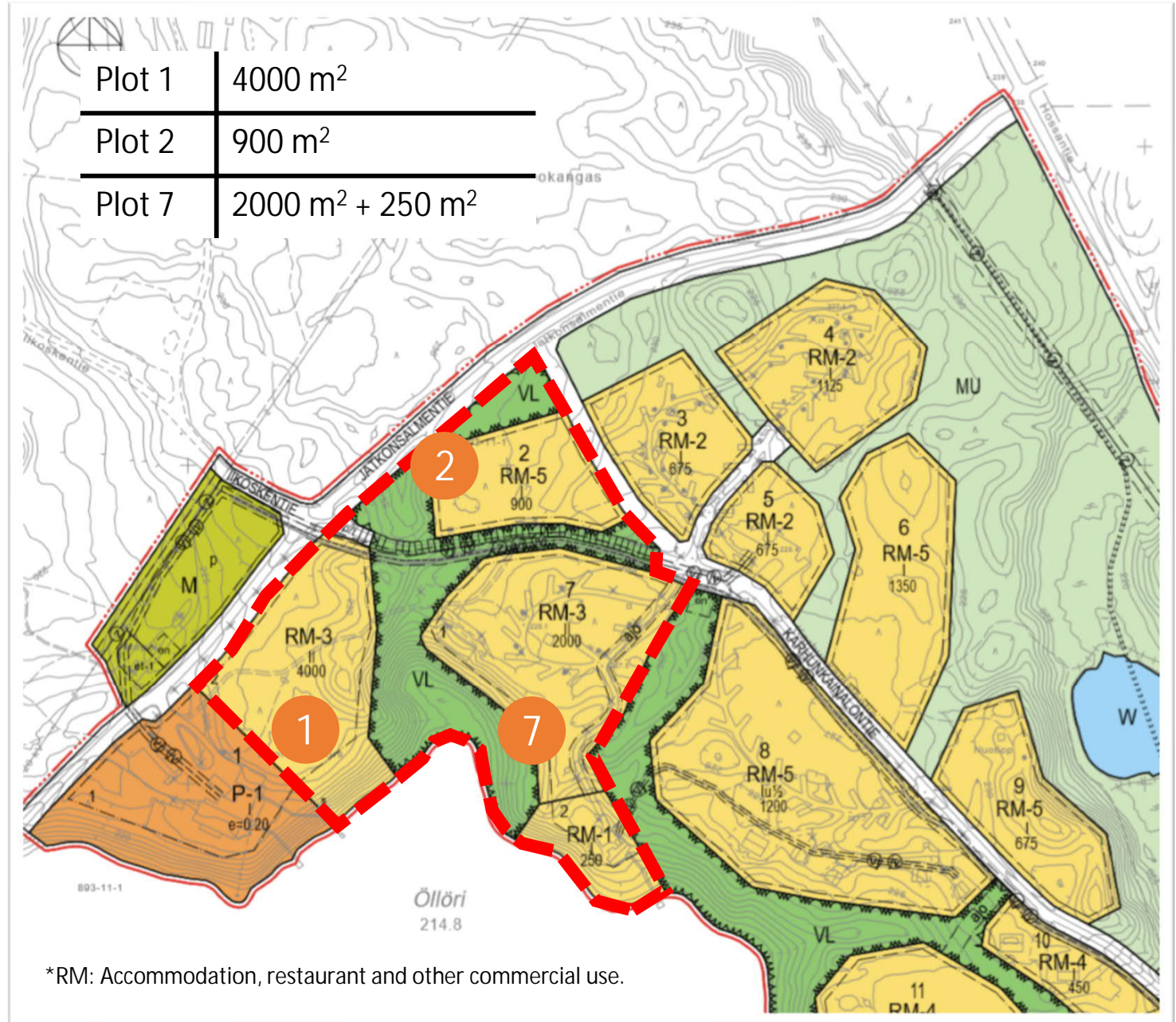


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CREATE IT HERE! DEVELOPMENT OPPORTUNITIES

The tourism operating environment is dynamic with active network of nature service providers anxious to bring in demanding customers and create unique experiences for them.

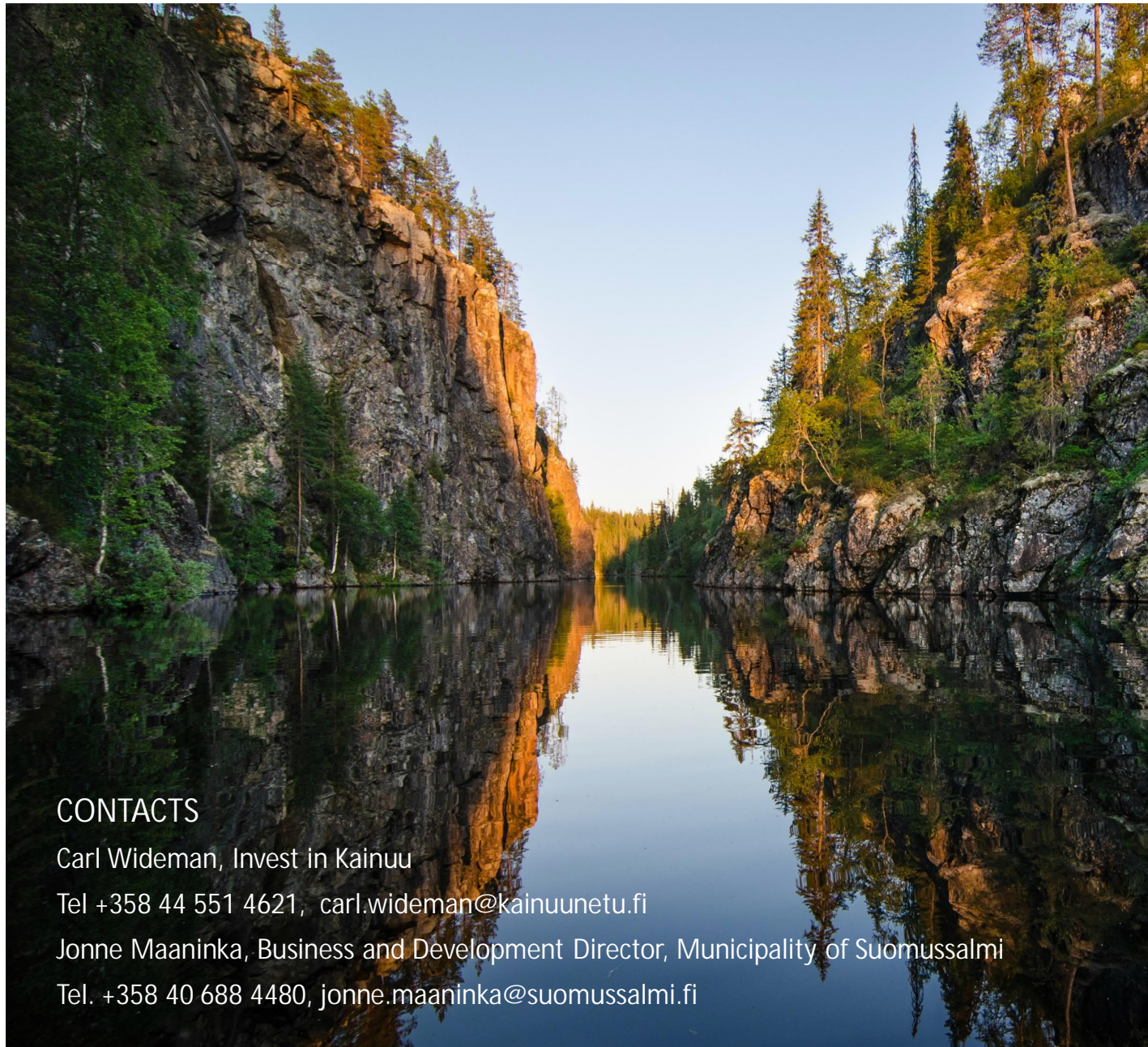
There are 3 plots available right next to the Hossa National Park Visitor Centre. The detailed plan of the area (28.5.2019) allows building rights up to 7150 m².





CONCEPT PROPOSAL

Safe and Sound
with Nature -
Social Distancing
Resort



CONTACTS

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[Saijan Lomakartano](#)
[Siirtolan kelomökit](#)
[Spirit of Hossa](#)
[Taiga Spirit](#)
[Taigavire](#)
[Territoires du Nord / North Territories Oy](#)
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EU:lta
2014-2020