



Investment potential LUOSTO

DISCOVER LUOSTO: ETERNAL LANDSCAPES, INSTANT MEMORIES



LAPIN LIITTO



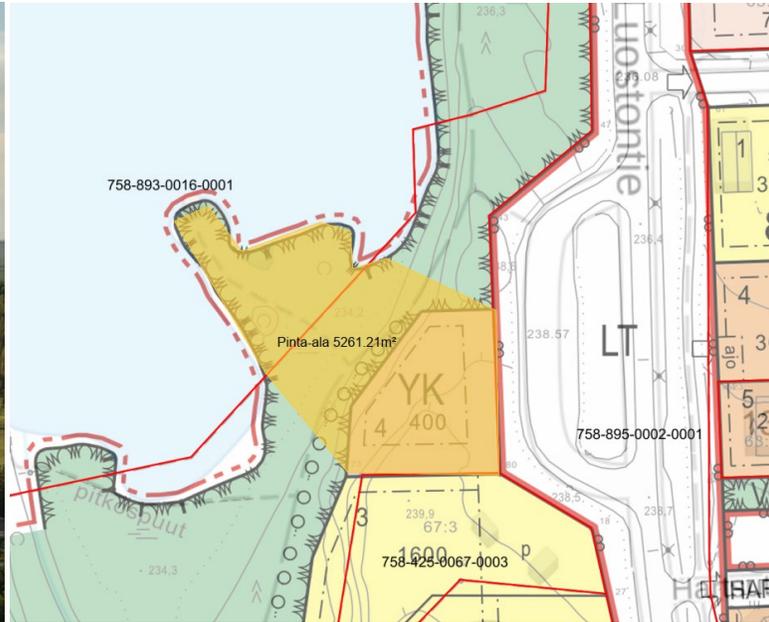
Tourism construction opportunity



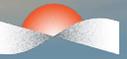
Ahvenlampi shore



Tourism construction opportunity



Ahvenlampi shore



Concept proposal: Arctic Stars Rafila

Arctic Stars Rafla



Core concept:

Indulgence, refreshment, and Arctic wellness experiences in the Wilderness of Stars

EXPERIENCE + WELLNESS + FOOD

Services:

Sauna and wellness experiences

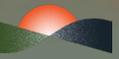
Summer and winter swimming

Water activities and equipment rental

Culinary experiences



Arctic Stars Rafla



Year-round swimming



Arctic floating



Food & Drink



Sauna and wellness experiences



Activities on ice



Water activities



Arctic Stars Rafla

Sauna and lounge facilities

- 2 separate sauna areas
- Bathroom
- Changing room and lounge

Equipment rental storage

- Seasonal equipment rental/storage

Café / service facilities

- Indoor seating for 20 customers
- Outdoor terrace area

**Investment potential:
1,3–1,5 M€**



Arctic Stars Rafla



Annual revenue potential:
400 – 430 t€

Customer volume

- 13 000 visits / year

Service usage

- Average spending per customer: 30 €
- Open months 10

BUSINESS SCENARIO	Year 1	Year 2	Year 3	Year 4	Year 5
INCOME, 1000 EUR	406,8	412,9	419,1	425,4	431,8
Sauna Experience 2 h	406,8	412,9	419,1	425,4	431,8
COSTS, 1000 EUR	-345,8	-349,2	-352,7	-356,3	-359,8
Materials, consumables and services	-142,4	-143,8	-145,2	-146,7	-148,2
Staff costs	-89,5	-90,4	-91,3	-92,2	-93,1
Other fixed costs	-113,9	-115,0	-116,2	-117,4	-118,5
EBITDA, 1000 EUR	61,0	63,7	66,4	69,1	71,9



Packaged Experience

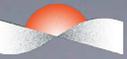
Time		MAX PAX	Occupancy rates				Volumes based on occupancy			
Start	End		Season 1	Season 2	Season 3	Season 4	Season 1	Season 2	Season 3	Season 4
14	16	20	60 %	50 %	35 %	20 %	12	10	7	4
16	18	20	60 %	50 %	35 %	20 %	12	10	7	4
18	20	20	80 %	65 %	50 %	35 %	16	13	10	7
20	22	20	80 %	65 %	50 %	35 %	16	13	10	7
22	24	20	60 %	50 %	35 %	20 %	12	10	7	4
TOTAL PER SESON/DAY							68	56	41	26

	Days	
Season 1	Peak days	30
Season 2	High demand	90
Season 3	Regular demand	120
Season 4	Low demand	60

CALULATION ASSUMPTIONS	Season 1	Season 2	Season 3	Season 4	TOTAL
Number of days	30	90	120	60	300
Customer volumes per day	68	56	41	26	48
Customer volume total	2040	5040	4920	1560	13560
Sauna Experience, eur/pax	30	30	30	30	30
TOTAL	61200	151200	147600	46800	406800

Appendix: Calculation assumptions

Concept: packaged experience



Pyhä-Luoston area in numbers

12,2 M€
REGISTERED
ACCOMMODATION
SALES

3,4 d
AVERAGE LENGTH
OF STAY

664 €
SPENDING
PER VISIT
FOREIGN

158 €/d
AVERAGE ROOM
RATE

42 %
ROOM OCCUPANCY
RATE

326 €
SPENDING
PER VISIT
DOMESTIC

Registered overnights

Total 227 000

Domestic 126 000

Foreign 101 000

Arrivals to accommodation

Total 67 400

Domestic 37 200

Foreign 30 200



Experiences in Luosto

Accommodation in Luosto

A selection of unique options combining natural charm, traditional wooden construction, and modern comfort. Stay in a hotel, igloo, or cabin.

Experiences

Ski resort, Pyhä-Luosto National Park, Amethyst Mine, cycling, snowshoeing, horseback riding, snowmobile safaris, reindeer farms, northern lights tours, and much more!

Extensive trail and hiking network in and outside the national park, continuously developed.



EXPERIENCE LUOSTO



Location



Nearest train stations are located in Rovaniemi and Kemijärvi.

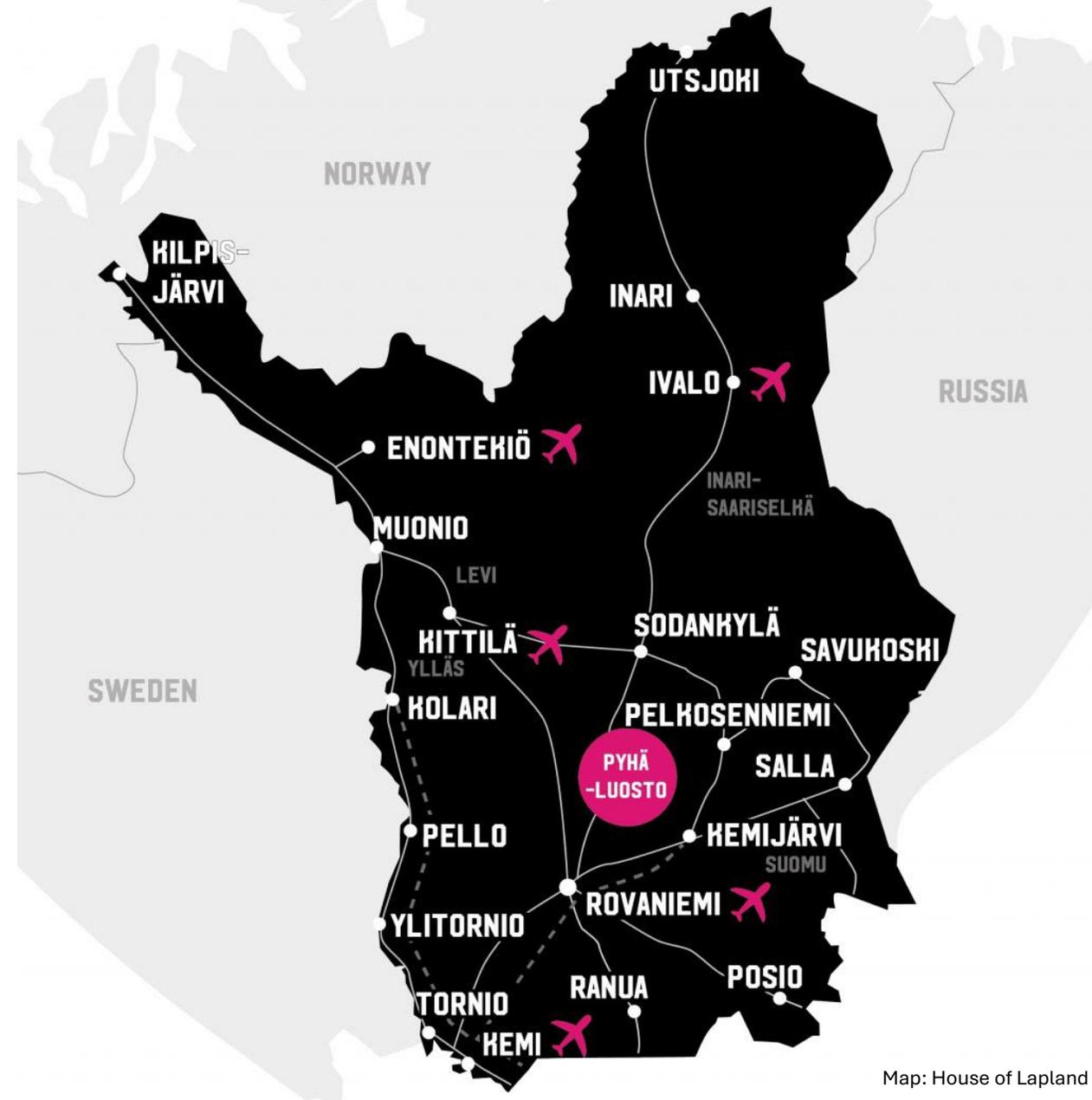


Nearest airports are in Rovaniemi (1h30) and Kittilä (1h50)



Rovaniemi–Luosto Skibus operates 4x/day in winter, 2x/day in summer & autumn

Luosto is ~30 km southeast of Sodankylä town center





Contact us and find yourself in Luosto!

Municipality of Sodankylä

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LAPIN LIITTO

