

UKKO  HALLA



UKKOHALLA 2018 MASTERPLAN



VISION - AUTHENTIC HOLIDAY AT THE PEAK OF KAINUU

Ukkohalla is Finland's most welcoming year-round tourist village, where a wide range of summer and winter activities, along with the beauty of the surrounding nature, form a harmonious unit.

MAIN OBJECTIVES

Ukkohalla's objective is to become one of Finland's 10 largest downhill skiing centres by 2018. The area is perfect for this, thanks to its location, the wide range of winter and summer activities, year-round opening and investments of more than EUR 15 million made between 2006 and 2011. The Ukkohalla core area and the Ukkonooa bridge, which was built in 2009 over Lake Syväjärvi, enable our visitors to enjoy a holiday without a car.

1. Increasing the number of bed places from 1800 to 4000.
2. Developing the Ukkohalla Village around the spa and sauna facilities and the Ukkohalla Chalet hotel along the shores of the lake, next to the slopes.
3. Planning the south-western shore of Lake Syväjärvi and organising a holiday housing fair by 2018.
4. Significantly improving ski slope services and increasing the number of slopes from 15 to 20. Lift capacity will be doubled from 5000 to 10,000 people per hour.
5. Developing year-round operations.
6. Continuous monitoring of quality and customer satisfaction and the consequent development of services and activities.



Ukkohalla Holiday Resort

The Ukkohalla holiday resort in Hyrynsalmi was established in 1988 and is located in the shadow of Kainuu's highest forested hill and on the shores of Lake Syväjärvi. Upper Kainuu is known as one of the snowiest regions in Finland, ensuring a solid foundation for winter tourism.

The Holiday resort planned around Lake Syväjärvi is designed as a compact unit where the holiday homes are located within approximately 15 kilometres from the services. The holiday homes are connected to the municipal water and sewage system, and the waste water is cleaned at the local sewage treatment plant. The water for the area is taken from a spring in Ukkohalla.

Good community planning and a compact plan make it possible to take environmental and ecological issues into account in tourism (for example, car-free areas). Sign-posted trails lead from the immediate vicinity of Ukkohalla to the Natura area and to Finland's oldest forests in Vorloktki, a nature conservation area.

These elements form the foundation for genuine, year-round tourism. The annual number of overnight stays in the Ukkohalla area totals more than 100,000. There are almost 300 holiday homes in the area that are completed or under construction.

Undeveloped holiday home plots included in the land use plan are available in the Ukkohalla area. These plots are sold and leased by Hyrynsalmi municipality and Laatumaa. Some plots are situated next to the slopes and some are on the lake shore, all with beautiful views and good connections to Ukkohalla slopes and services.

Attractiveness of the area

One of the most important factors of the Ukkohalla area is its snow reliability, which in recent years has become an important basis for winter tourism. Centres in Central and Southern Finland have suffered from a shortage of snow, whereas Kainuu and Ukkohalla are the nearest centres looking from the south with guaranteed snow in the winter. This creates a solid basis for winter tourism in Ukkohalla.

Ukkohalla is located approximately 80 kilometres from Kajaani and 165 kilome-

tres from Oulu. There are almost 500,000 inhabitants within a radius of about 200 kilometres from Ukkohalla. As for connections, the main route to Ukkohalla is currently road number 5. The nearest airports are in Kajaani and Oulu, but you can also reach Ukkohalla by rail. The nearest railway station is in Kontiomäki, a journey of approximately 45 minutes from Ukkohalla.

Main facts about Ukkohalla's winter tourism

- Downhill skiing centre: 15 slopes, 3 snow parks, lift capacity: 5000 people per hour
- Cross-country ski trails cover 160 km, of which 6 km illuminated
- Snowmobile trails cover over 500 km
- Wide range of winter activities: reindeer and husky safaris, snowshoe hiking, horse riding etc.
- Programme services: sledge safaris, rental of sledges, fishing safaris, snowshoe hikes
- Spa and sauna world (7 saunas, Jacuzzi, children's pool, large pool)

Main facts about Ukkohalla's summer tourism

- Lake Syväjärvi in the Holiday Resort and the pedestrian bridge over the lake, linking the accommodation area which offers a wide range of summer activities
- The world's northernmost cable wakeboard track with approximately 5000 visitors annually. In 2009, Ukkohalla hosted the European cable wakeboard championships (participants from 15 countries, TV coverage to more than 20 countries)
- A wide range of hiking and outdoor trails: including short trails from the resort and, for example, the UKK Trail. Protected Natura areas and old-growth forests nearby.

Events

Swamp Soccer World Championships, Snow Soccer World Championships, Cable Wakeboard European Championships and Hallan Akka Hike increase the number of visitors to Ukkohalla. These visitors come from Finland, Europe and around from around the world.

UKKOHALLA FACTS

Authentic year-round holiday resort

WINTER:

Slopes

Height	170 m
Number of slopes	16
Longest slope	1400 m
Number of illuminated slopes	6
Slopes for children	Yes
Ski school	Yes
Snowboard park	Yes
Number of ski lifts	6

Cross-country skiing

Cross-country ski trails	160 km
Illuminated ski trails	8 km

Snowmobile

Groomed snowmobile trails, more than	500 km
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Programme services

- snowmobile safaris
- husky safaris
- guided programme services
- The only slippery track training site in Kainuu

SUMMER:

The world's northernmost Cable Wakeboard track

The world's northernmost Cable Wakeboard track	900 m
Board and ski rental	Yes
Wakepark	kyllä

Programme services

- horse riding
- canoeing
- water bikes
- frisbee golf track
- guided programme services

Ukkohalla fishing locations

- Lake Syväjärvi (in the Tourist Resort)
- 7 different rivers, some of which are ecological fishing locations
- natural stock of many types of fish

Accommodation

Number of hotels	1
Number of chalets	30
Number of holiday homes	280
Number of beds approx.	1500
Number of people taking up accommodation, over	100 000/ year
Caravan park	400 places
Number of restaurants	2

Wellness services

Spa and sauna experiences
7 saunas, Jacuzzi, children's pool, large pool
Health and wellbeing experiences

Meeting services

- 3 meeting rooms to accommodate 10-150 people

Special events

- Snow Soccer World Championships
- Hallan Akka Ski
- Ukkohalla Ski
- Wakeboard competition
- Swamp Soccer
- Swamp Rock Festival



UKKOHALLA DEVELOPMENT AND INVESTMENT PLANS



1 UKKOHALLA VILLAGE AND CORE AREA

Hallan Saaga spa and sauna world (7saunas and pool section), restaurant Saaga and the Ukkohalla Chalet apartments (1st phase completed August 2011) form a 4000 m² entity of supplied services.

- Developing the Children's world
- Expanding the rental service

This development and the new slopes require land-tenure arrangements.



3 HOLIDAY HOME PLOTS AND CONSTRUCTION

The Hyrynsalmi municipality and Laatumaa plots are all located in the Ukkohalla core area. The objective is to complete between 10 and 20 holiday homes per year

The 8000 m² of permitted building left in the first core area is going to be used for building a multifunctional accommodation and service unit: 600 beds, a bowling alley and commercial services. Further development will be carried out in 2-3 phases. When complete, the value of the investments should be approximately EUR 15-20 million.

4 CONSTRUCTION OF THE FRISBEE GOLF TRACK AND DIRT BIKE/BMX TRACK IN SUMMER 2011



2 DEVELOPMENT OF SLOPE OPERATIONS

Slopes currently:

- 15 slopes and 3 parks, lift capacity 5000 people per hour
- Hallankurvi 1350 m, opened 2010/2011
- The snow-making system has been updated, which has increased capacity by 30%

5 PLANNING AND DEVELOPING THE SOUTH-WESTERN SHORE OF LAKE SYVÄJÄRVI

The Syväjärvi road will be moved further away from the shoreline, and the aim is to plan holiday homes in the area owned by the municipality. This will help us to host the holiday housing fair in Ukkohalla by 2018.



6 BUILDING THE FIRST SNOW TRAIL

The first snow trail, of about 1.5 km, will be jointly built in the area by Finland's environmental administration and the Hyrynsalmi municipality. Thanks to snow storage, the objective is to start the ski season in Ukkohalla as early as October. We aim to initiate these actions in 2011.

The most important factors for development as regards Ukkohalla's principal activity downhill skiing are the following:

- Building a new black slope (800 m) for the 2011/2012 season
- Proximity pass-reading system (SkiData or similar) in 2011/2012
- Building a Ski Shop in conjunction with the Ukkohalla Chalets
- Opening north-easterly slopes: 2-3 new slopes and 1-2 new lifts
- Raising slopes from 170 m to 190-200 m





North-easterly slopes

Raising slopes

Developing the Children's world

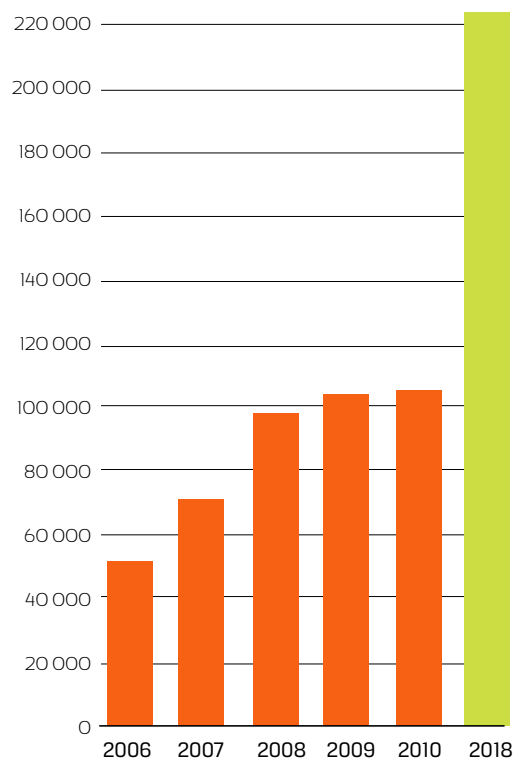


SERVICE AND DEVELOPMENT PLANS

Matkailuyhdistys Ukkohalla Ry (Ukkohalla Tourism Association) is responsible for the joint marketing of the Ukkohalla area. The association began operations in 2010 and has approximately 40 members. The association manages the marketing of the area together with a marketing group composed of businesses and stakeholders in the area. The association is responsible for:

- the event calendar for the area and management of the ukkohalla.fi web site
 - joint marketing of the area
 - the Ukkohalla brand
1. Development programme for wellness and wellbeing services.
 2. Development programme for trails in cooperation with the municipality and Metsähallitus, the national forest service. The focus will be on the development and improvement of close trails leaving from Ukkohalla.
 3. Construction plan for a bio-energy installation, to be executed by the Hyrynsalmi municipality. The objective is to use bio-energy to heat the core area of Ukkohalla and the upcoming holiday housing fair site.
 4. A development plan aimed at building a traditional granary village in Ukkohalla featuring, for example, a Christmas market and the Hyrynsalmi-based Tommi-puutko knife shop.
 5. Updating the Ukkohalla Golf Masterplan of 2006 and a report on the implementation.

OVERNIGHT STAYS IN UKKOHALLA 2006-2018





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