



Oulun region – Outstanding tourism investment

INVEST IN A VIGOROUS TOURIST AREA WITH BROAD SHOULDERS AND BIG IDEAS.

OULU REGION:

Year round growth potential

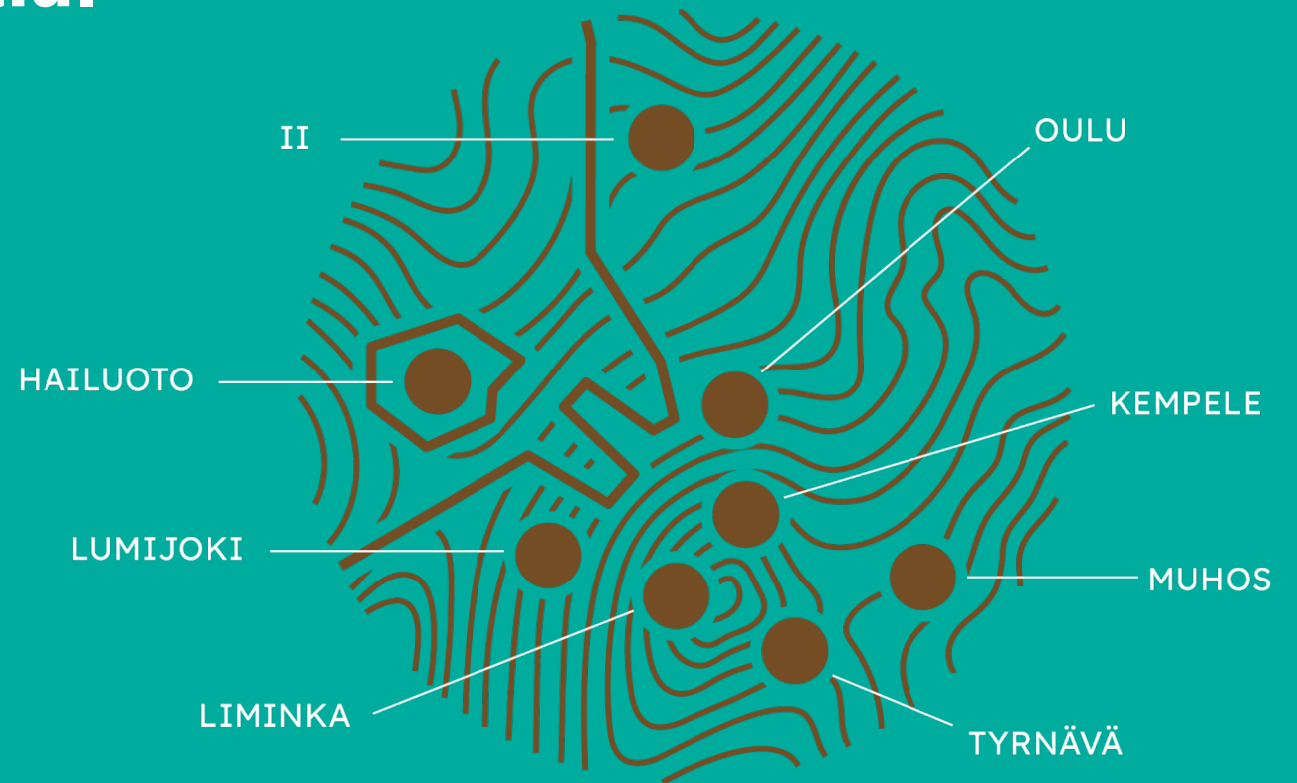
Oulu region is an internationally growing and rapidly developing yearround tourist area, and its location close to the sea attracts visitors from near and far.

The attraction of our region lies in the wonderful nature and sustainably growing municipalities with their rapidly progressing important development projects that are unrivalled in Finland and the entire world. Hailuoto, Ii, Kempele, Liminka, Lumijoki, Muhos, Oulu and Tyrnävä – eight winning reasons to join our growth story.

Accountable and efficient tourism business benefits everyone. For us, sustainability is not just a promise but a knowledgedriven way to operate. Oulu was the first of the six biggest cities in Finland to receive **the Sustainable Travel Finland** mark.

Join us to build Oulu region into the world map of tourism!

More information: oulu.com/en/oulu-region-tourism-investment



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Where all roads meet

Oulu region pulses in the heart of northern cultural and natural experiences. We are a diverse growth centre and famous for leading edge technology, pure nature and safety. We are easy to reach by plane, car or rail.



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Oulu region in numbers

BE PART OF SUSTAINABLE GROWTH.

Explore the attractive and engaging investment options
in the vigorous Oulu region.

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Over **270,000**
inhabitants in the Oulu region

60 min
to Helsinki

90 min
to Riga

847,000
total overnight stays in paid
accommodation in 2025, **6% growth.**



150,000
international overnight stays
in 2025

Over **50 MEUR**
total accommodation sales in 2025

67%
yearround occupancy rate in
accommodation establishments





Attractive Marjaniemi is developing

Marjaniemi is the westernmost area of Hailuoto, the largest island in the Bothnian Bay, and a beautiful combination of history and future. The area is a special tourist attraction and famous for its wonderful sandy beaches, lighthouse and traditional fisherman's cottages.

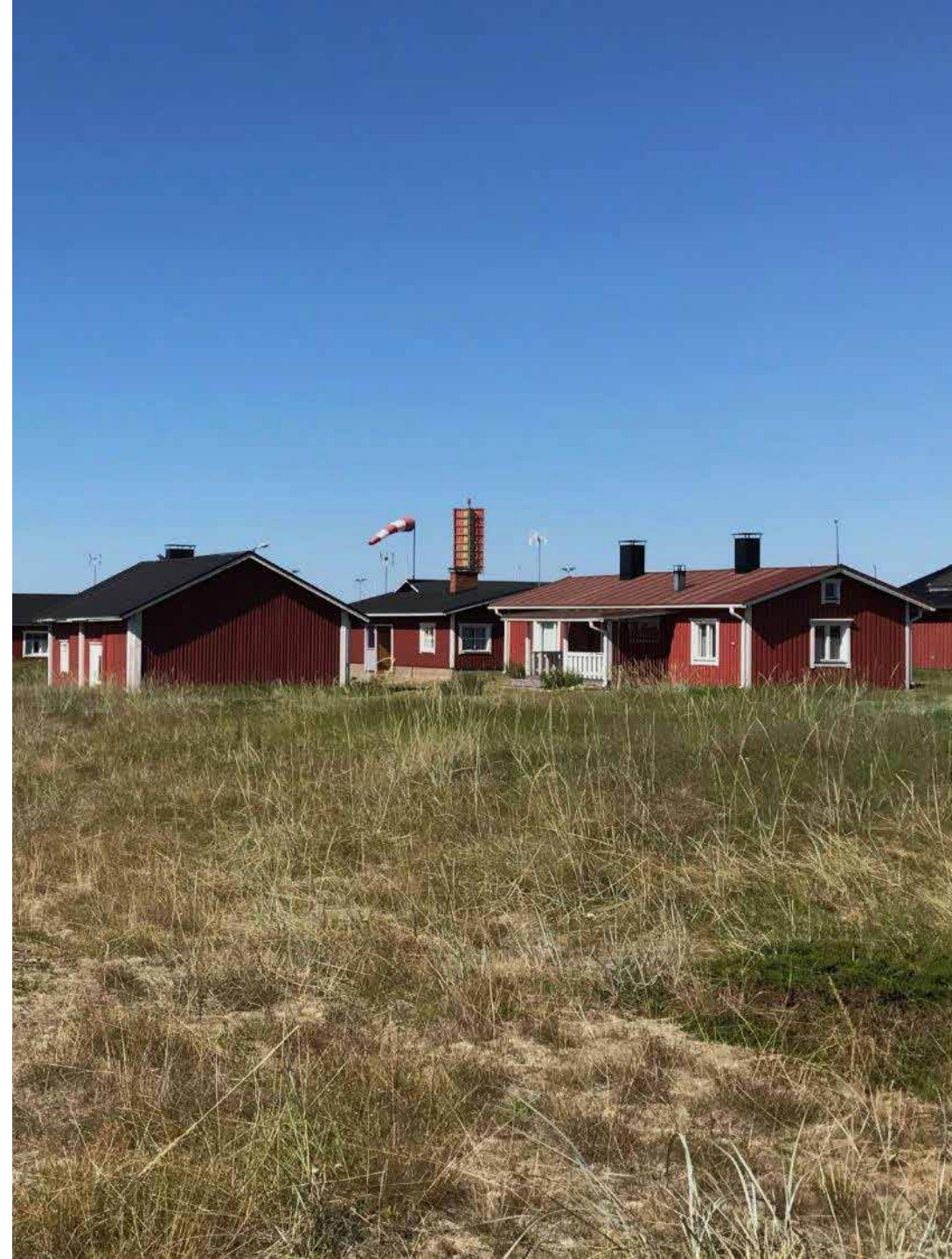
The world of tourism is watching – are you?

The ongoing implementation of the Marjaniemi town plan opens new year-round opportunities to tourism, recreation and leisure services as well as marina development. The new plan allows almost 5,000 m² additional construction for holiday homes, a hotel, panoramic cottages and surf huts.

A fixed road connection to Hailuoto is currently under construction between Riutunkari in Oulu and Huikku in Hailuoto. The fixed connection (8.4 km) consists of a causeway section and two bridges, Huikku and Riutu, each around 750 meters long. The connection improves the national and regional accessibility of Hailuoto and supports local economy. The connection expands the travel-to-work area.



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Hailuoto in numbers

3rd largest island in Finland

207 km² area

Over **100,000** visitor per year



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Zeniitti – inspiring tourist experiences in Kempele

A locally, regionally and nationally prominent, over 100-hectare tourist and recreation area is speedily rising in Linnakangas in Kempele, and soon a ca. 10-hectare groundwater lake Aurinkojärvi will be rippling in its centre.

The surrounding area will have plots for holiday homes, sauna and aquapark activities, event and camping areas, sports activities and shops to support tourism, to name a few. Zeniitti is located by Route E4, 15 minutes from Oulu Airport, 10 minutes from Oulu centre and 8 minutes from Kempele centre and the railway station.

Inviting Zeniitti – activities and services for all seasons

An event area for 40,000 people has been planned to Zeniitti. The area already has the S-Market grocery store, tennis hall, Kempele Areena and the Kuntomo gym with nearby plots for sports halls and accompanying accommodation.

Next to the Aurinkojärvi beach, there's a plot with 5,000 m² permitted building volume for the main building of the beach. There are also plots at the waterside for smaller service buildings, such as beach restaurant, sauna and aquapark service building and changing rooms. The area has 76 holiday home plots and 6,000 m² permitted building volume for a hotel and 2,600 m² for apartment-type accommodation.

Furthermore, Zeniitti has a caravan area and a plot for entertainment and amusement services in a central location near Aurinkojärvi. The Zeniitti beach is scheduled for completion in 2029, and the first holiday home plots will begin to be released in 2028.





Zeniitti in numbers

100 ha new recreation area

40,000 people event area (5 ha)

10 min to Oulu centre



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Yearround vigour in seaside Virpiniemi

Virpiniemi – one of Northern Finland’s leading sports and wellbeing destinations – is undergoing significant long-term development. The City of Oulu has already invested around one million euros in upgrading services and infrastructure, with continued improvements planned. Supported by strong demand, growing tourism, and alignment with major wellbeing and outdoor activity trends, the area offers compelling investment opportunities.



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Impressively good investment

Attracting up to 200,000 annual visitors and used by more than 40–50 organizations and hobby groups, Virpiniemi is the Oulu region's most popular outdoor destination. Recent investments in skiing and outdoor routes, golf facilities, animal sports, and other infrastructure are strengthening its appeal and enabling year-round service concepts. These developments create a solid foundation for new investments in tourism experiences, nature-based activities, events, and holiday accommodations.



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Virpiniemi in numbers

40–50 operators in the area

**150,000–
200,000** day visitors

33,000 played golf rounds

4,5 Me service income

20 min drive to Oulu centre



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Always in the top spot in Nallikari

The leading summer tourism destination in Northern Finland is transforming into a strengthened, year-round attraction offering exceptional opportunities for investment and business growth in a stunning seaside environment just minutes from central Oulu. Ongoing investments in Nallikari exceed 100 MEUR, positioning the area to become Finland's most popular year-round coastal tourism destination.

Join our sustainable growth story

In addition to existing services – such as the holiday village, restaurants, amusement park and indoor activity center – 2024 welcomed a new children's amusement park, a new hotel, expanded activity and wellbeing services, and two new restaurants. The impressive nearly one-kilometer sandy beach has been dredged and the entire surrounding environment has been beautifully upgraded. A new accommodation and service hub has been completed near the shore, and the renewed Eden spa hotel will reopen in 2027. Several plots and investment opportunities are still available for new operators in the area.

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Nallikari area in figures

500,000

customer visitors and additionally other visitors to the beach and area.

100,000

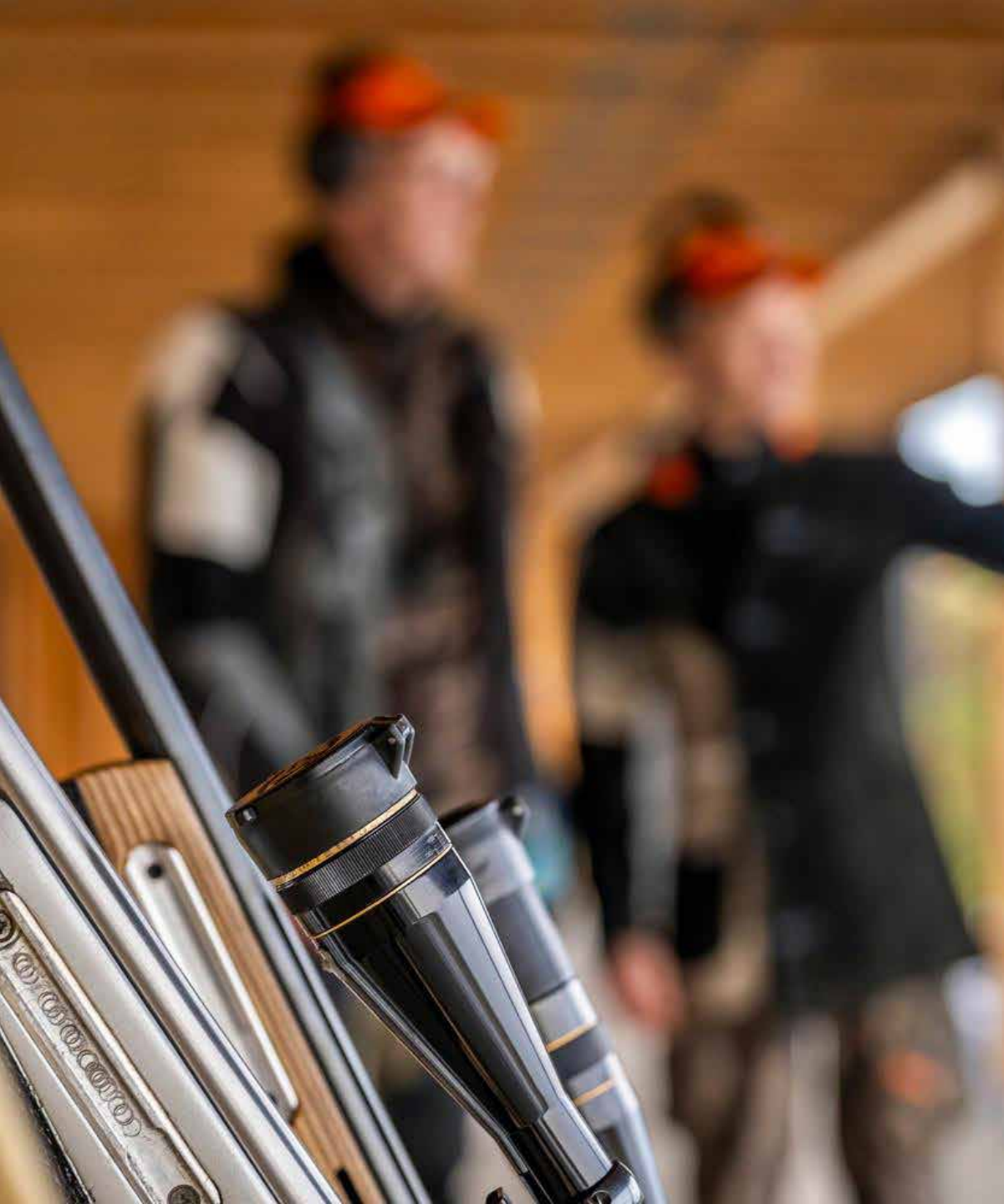
overnight stays in the Nallikari holiday village, ca. **30 %** of them international tourists.

50,000 k-m² new building volume in the area

40% of the overnight stays in June–August and 60% off season.

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Join the Ruutikangas growth story

Located on the border of Liminka and Lumijoki, Europe's largest shooting sports centre offers exceptional opportunities for both indoor shooting range operators and visionary service developers. Ruutikangas is being built and developed by Ruutikunnat Ltd, jointly owned by the municipalities of Liminka, Lumijoki, Oulu, and Raahe. We are now seeking an ambitious indoor range operator to design, deliver, and maintain a state-of-the-art indoor shooting facility in this unique and rapidly evolving destination.

International attraction

Ruutikangas will be fully operational for shooting sports in 2026 and has already proven its capability by hosting major international events, including the 2024 Rifle Practical World Championships and the 2025 European and World Cup competitions in silhouette and benchrest shooting. Actively attracting new global competitions, Ruutikangas is renowned for shooting sports, but its versatile 93-hectare area also provides an outstanding setting for a wide range of events and activities.

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Ruutikangas in numbers

400 shooting ranges

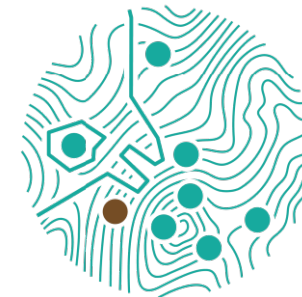
93 ha area, including 5.5 ha asphalted area

5.5 ha asphalted area

Ruutikangas shooting sports centre is located only ca. 10 km from Liminka centre and Oulu Airport is only ca. 30 km away.

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Investment opportunities in the waterfront area of Ii centre

The waterfront area in the growing centre of Ii is also open to diverse investments. The waterfront area is becoming the culture, tourism, business, event and administration centre of the municipality. Investors are wanted to the ca. 12-hectare area for accommodation, service, culture, event and restaurant activities. Town planning will started in 2025. It's now possible to influence the content of the plan.

The year-round, iceless outdoor swimming pool with its 25-metre swim lane and the neighbouring beach attract visitors from near and far. The ski and hiking trails passing right next to the area make Vihkosaari an ideal year-round destination. Invest in excellent visibility and accessibility in a prime spot by the Bothnian Bay!

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li in numbers

17 ha accommodation, service,
culture and event opportunities

12 months year round iceless
outdoor swimming pool

+10,000 vehicles/day passing
by li



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Tyrnävä Meijerikatu area – culture and business centre at the core of development

The Meijerikatu area in Tyrnävä is a unique and culturally important dairy milieu in the Oulu region less than 30 minutes from the Oulu centre. The area, renovated in 1994–2010, is a centre of culture and business, offering diverse facilities for tourism, experience and event services as well as coworking premises.

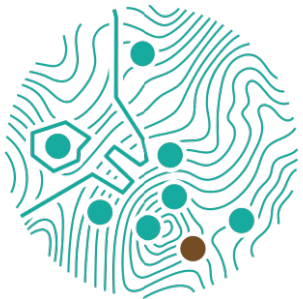
The total area of the Meijerikatu area is ca. 3 hectares. The total amount of properties under municipal administration is ca. 4,000 m² and 1,300 m² of those are modifiable to new requirements.

Leverage the unique potential of the dairy area and come with us to create tourism success stories in the heart of culture and sustainable growth!



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Meijerikatu area in numbers

1300 m² modifiable premises

under 30 min to Oulu centre,
to one of Finland's largest
airports, to the railway station
and to the Port of Oulu.

5 min to Route E4



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Hotel on the Oulujoki riverbank in Kirkkosaari in Muhos

What else can a tourism operator want than a central location, good accessibility, charming and invaluable scenery and a town plan that accommodates multi-purpose utilisation? The two plots in Kirkkosaari offer this in the lively municipality of Muhos where accommodation services are urgently needed.

Nature, small town and countryside in the same package

There are comprehensive business and recreation services of the municipal centre right next to Kirkkosaari, such a fitness track, ice hall, tennis courts and football field as well as marina and beach. Muhos with its almost 9,000 inhabitants is now in an upswing: big projects in the area, such as the data centre and hydrogen plant in the Muhos Biopark industrial park, will increase business travel in the area.

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Savolainen



Muhos Kirkkosaari in numbers

2 attractive, multipurpose plots

Up to **3,909 kem²** building rights to the plots

30 min to the airport

45 min to Rokua nature park

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Come with us to build the Oulu region to the world map of tourism

SEE MORE:

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