SNOW DESTINATIONS AND NEW CUSTOMERS

Veikko Halonen, Finland

Snow and Mountain Tourism Conference
THE MOST VERSATILE ALL SEASONS

WWW.VUOKATTI.FI
Location

• Nearest airport / railway station / car rental in Kajaani
• 40 min bus connection to Vuokatti

Approximate travel times and distances:

• From Helsinki to Kajaani (600 km):
  By plane: 1 hour 20 min
  By car: 6-8 hours
  By train 6-9 hours
  By bus 10 hours
• By car 2-2.5 hours from Kuopio and Oulu airport to Vuokatti (200 km)
Vuokatti is...

- An all-year-round holiday resort and one of the most popular holiday resorts in Finland
- 8 000 beds/ 6 hotels/ 900 apartments or gottages
- Over 600.000 registered overnight stays annually

- **Climate:**
  - 138 m over sea level
  - Average (24 h) temperature in February -11.1 °C
  - Average snow depth early February 42 cm
Vuokatti Sports Institute

- **Vuokatti Sports Institute** is one of the six national elite sport training centers in Finland. Specialized in winter sports and sports technology.

- **Main facilities:** ski tracks / hiking routes, three ski jumping hills. We also have an all-year ski-tunnel (2.4 km, width 8m), two sports halls and a swimming hall.
Activities for a good life!

- Vuokatti wants to change its customer base in such a way, that in the coming years, an increasing number of customers are ordinary wellness guests who are seeking a holistic well-being and health.

- Athletes will continue to play an important sector of quests, but the focus slides in the direction of wellness customers.

- "We do not offer only experiences, we want to change something in you permanently."
What is required?

• The first challenge is branding.

• How can we get a leisurely cross-country skiing or hiking in the trend of all generations?

• All that research and technical help to “normal” users?

• Good example of large hype that took place in Finland years ago: “Kansanhihto”

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Innovations and research in Vuokatti

✓ The World’s first ski tunnel
✓ Intelligent coaching system
✓ Top research on ski and snow sports in the University of Jyväskylä
Challenges of winter sports?

- Winters are getting shorter and shorter

- In Vuokatti winter sports are available all year round:
  - The world’s first ski tunnel (built in 1997)
  - A snowboard tunnel

- Every year approx. 50,000 m³ of snow is stored over summer and used for first-snow tracks.

- We ensure that our cross-country ski season will begin on 10.10. at 10 am. each year.