

NEWSLETTER 1/2008

SAIMAA



GARDENS

Unique opportunities on the beautiful Saimaa



Saimaa Gardens will be the leading tourist and leisure time resort in Finland. This over 300 hectare area will offer attractions such as a world-class holiday spa, a golf centre, a multi-function arena, several restaurants, plenty of shopping and activities as well as space for 8,000 over-night visitors.

Saimaa Gardens is located on a stunningly beautiful spot at the coast of Lake Saimaa near the towns of Joutseno and Imatra. The area has long traditions in spa and hotel activity. Soon the area will hold a modern and unique tourist, wellness and experience resort.

The area's natural advantages are its size and the excellent location in proximity of large cities. Although the area is big, it is also a compact cape bordered by the Lake Saimaa. That fact has made it easier to plan and design Saimaa Gardens. In addition, the huge, nearly untouched lake

district creates great possibilities for the most diversified activities.

In 2005, the land was acquired by the city of Joutseno and the plans for a holiday resort were laid and put to action. The area's infrastructure is currently being built and it will be mostly ready during spring of 2008. The project is scheduled to be finalised by 2015.

The area's total permitted building volume is 187,000 square metres. Saimaa Gardens is the largest tourist attraction that is being constructed in the Nordic Countries. It may also be your chance to invest and enjoy the service and the serenity of Lake Saimaa.

The star: Holiday Club Saimaa



The heart of Saimaa Gardens will be the Holiday Club Saimaa service offering, which will include a modern holiday spa, a multi-function arena, time share apartments and a golf course. Saimaa is one of Holiday Club Resorts Oy's biggest projects and it will be "the super star" of Finnish tourist attractions.

The holiday spa will accommodate nearly one thousand guests. In addition, in the vicinity of the spa there will be approximately 300 unique time share apartments.

Holiday Club Saimaa will be one of the largest spas in Finland. It will include a pool area, several saunas and a day spa. The total pool size will be 1,800 square metres. The pools are designed for playful activities and sports.

Holiday Club Saimaa will offer more than just water games

PHOTOS: HOLIDAY CLUB



and fun, but also several other activities and services. For example, it includes an arena for 4,000 people. The multi-function arena houses a full-size skating rink and space for indoor sports, events, entertainment and trade-fairs. Visitors can also spend their time bowling or golfing at the near-by centre.

What would a spa be without various treatments? Both body and soul will enjoy the wellness services of Holiday Club Saimaa. The services will include, for example, massages, therapeutic baths, a cosmetologist and a hair-dresser.

Spa visitors will have plenty of restaurants and cafes to choose from where their taste buds will be treated with the most flavoursome delicacies. There will be room for about 1,800 customers. Sport Bar will provide the night time fun at Holiday Club Saimaa.

The construction of Holiday Club Saimaa will start during spring 2008 and the grand opening will be held in 30 April 2010.



Away from commotion, close to large cities

Saimaa Gardens is intended for family recreation as well as corporate training and events. The Saimaa region sets just the right mood for entertaining leisure time and inspiring meetings.

Saimaa Gardens' nearest cities are Imatra, Joutseno and Lappeenranta. The region's road and public transportation networks are excellent. The nearest train station is in the city centre of Imatra, mere five kilometres away.

Surrounded by the largest lake district in Europe, one of the most important attractions of Saimaa Gardens is the purity of the Finnish nature. More than 120 lakes and 14,000 islands form an exceptional route that connects Saimaa Gardens to the largest

cities of East Finland. Through Saimaa Channel one can access the resort from the Gulf of Finland.

Saimaa Gardens is also the nearest large tourist attraction to St. Petersburg in Finland. The distance to St. Petersburg is 230 kilometres and to Helsinki 250 kilometres. More than eight million inhabitants live in the proximity of Saimaa Gardens. Internationally Saimaa Gardens targets audiences in Russia, Baltic countries, Germany, Netherlands, Belgium, Luxemburg and the UK.

Saimaa Gardens by the numbers

Total area size	300 ha
Total permitted building volume	187,000 m ²
Total permitted building volume for Holiday Club	77,000 m ²
Accommodation capacity	8,000 beds
Holiday spa and multi-functional arena, 1. phase	30,000 m ²
Training and innovation centre	approx. 2,000 m ²
Hotel rooms approx.	250 (approx. 1,000 beds)
Time share apartments	approx. 300
Spa, water park and other pools	approx. 5,000 m ²
Multi-function arena	approx 2,000 m ²
Restaurants and licensed premises	for approx. 1,800 customers

Long traditions in spa and hotel activities

As early as 1894 the area's first hotel spa – Rauha pensioaat för turister – was established. Now more than a century later Saimaa Gardens continues those old traditions.

First the centre was hosted by Mr. Gustav Alm until 1912 when a Russia-born physicist Dimitri Gabrilovitsch bought the place to transform it into a sanatorium.

The clinic's services were quite exotic at the time: dozens and dozens of different kinds of baths as well as galvanic and bright light treatments. Even the food was modern: diet and vegetarian meals were served regularly. The clinic had visitors from Russia, Poland, Romania, Prussia and even America. The visitors were the celebrities of the time: counts, countesses, princes and princesses from the Tsar's court, not to mention the numerous business men.

The original building burned down in 1923, after which the area was sold to the hospital district of Viipuri. A new hospital building was built and taken into use in November 1926. The hospital was designed by architects Axel Mörn and Jalmar Lankinen.

During the WW2 the building acted as a military hospital and in 1946–1954 it was also a maternity hospital. The hospital was closed in 2000.

Honouring the colourful history of the area has been one of the design principles of Saimaa Gardens. Old and new buildings will form a functional whole.



Property management professionals

Joutsenmaa Oy is in charge of developing the business model and marketing of Saimaa Gardens. The company is an unbeatable combination of skills and knowledge in business management, holiday resort marketing and property management.

In June 2006, Joutsenmaa Oy and the city of Joutseno made a planning and development agreement. According to it, Joutsenmaa Oy is in charge of developing the service structure of the whole area. They will make all the land and property contracts with companies and property investors that will operate in Saimaa Gardens.

Joutsenmaa Oy is also responsible for the area's basic planning, which is based on effective use of land and preservation of Saimaa's nature. One of the main criteria of planning has been the fact that the resort must offer activities round the year. In summer time Saimaa Gardens is all about golf, sailing and summer events. In winter, snow and ice sports plus indoor activities.

Being successful requires a strong co-operation network. Holiday Club Resorts Oy, Pöyry group, Leningrad Cowboys Ltd., Salpasafarit Oy, other program and event professionals and Finland's leading house manufacturers will all participate in the project. The co-operation with the largest land owner, the city of Joutseno, has been seamless. Mutual trust and common ways of working have been the biggest success factors of the fast-paced, problem-free Saimaa Gardens project.



JOUTSENMAA OY



INVEST AND ENJOY

Saimaa Gardens is a rare opportunity. Our goal is to attract hundreds of thousands of guests annually.

Saimaa Gardens will be divided into dozens of independent property companies, which will offer various business prospects for property investors, building companies and house manufacturers. The resort also invites service providers to Saimaa Gardens – companies and entrepreneurs alike. Services required are, for example, hotel and restaurant services, event organisers, beauty and wellness services as well as safari and experience services.

Contact us today and reserve your place in the ranks of successful businesses in Saimaa Gardens.

Joutsenmaa Oy
Tiuruniementie 131
FI-55320 Rauha
Tel. +358 45 657 5862
info@joutsenmaa.fi

A unique tourism, wellness and experience centre

Saimaa Gardens offers something for everybody. It will be a world-class resort with extremely diverse and high-quality service offering.

In addition to Holiday Club Saimaa spa hotel and its services, the area will have 5,000 square metres of shops, restaurants and galleries. Area's classic old buildings are perfectly suited for small cafes and boutiques.

The Lake Saimaa is perfect for entertainment, sports and safari

services. Saimaa Gardens will also include a 75-boat private marina. The area is well-suited for festivals and concerts for up to 15,000 visitors. What's more, there will be a modern corporate, training and innovation centre and a theme park for children in Saimaa Gardens.

Top-class holiday housing

Saimaa Gardens' tourist housing will include various top-class apartments: time share, spa loft and semi-detached. The apartments are located near the spa, golf centre and at the shoreline. The apartments meet the high

standards of modern construction. The apartments are very energy-efficient and furnished according to customers' tastes. All the materials and colours used will enhance the peaceful atmosphere of Saimaa Gardens.

