



# INVEST IN KUUSAMO

## Nature Driven Growth



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POHJOIS-  
POHJANMAA  
COUNCIL OF OULU REGION



# Vitality, growth *and appeal*

*Kuusamo is a growing and vibrant regional center in northeastern Finland, where biodiversity is a resource that enables business models based on the bioeconomy, circular economy, and sustainable tourism.*

Kuusamo, together with its neighboring municipalities, Posio and Taivalkoski, form the Koillismaa economic region, which has a total population of approximately 22,000. A strong business community, growth in tourism, and green transition solutions are laying the foundation for long-term prosperity.

Cooperation between different actors, networks, and innovative thinking make Kuusamo a distinctive destination for investment. Kuusamo has a strong pull factor, and the area attracts skilled labor. In the results of a 2025 study on the attractiveness of regional cities, Kuusamo was ranked as the second most attractive of all regional cities. The city's development is being driven by new investments, sustainable livelihoods, and cooperation between local actors.

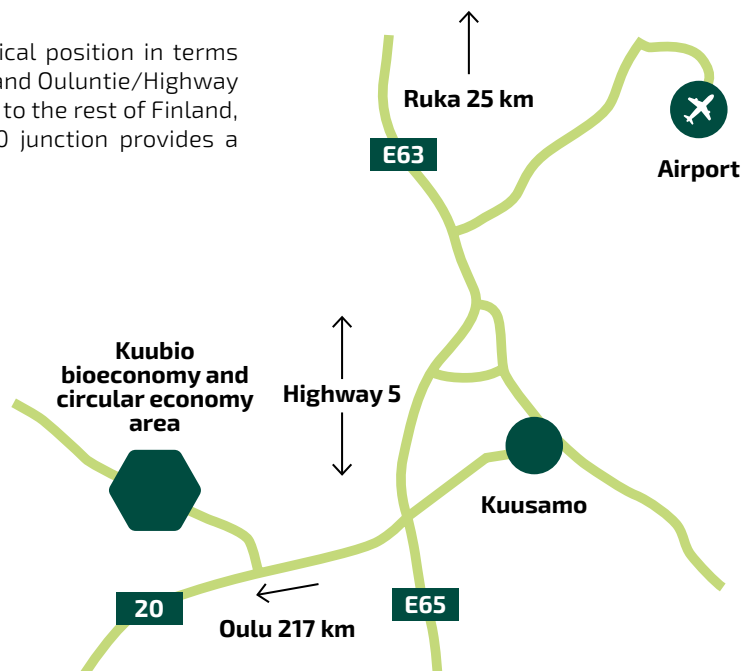
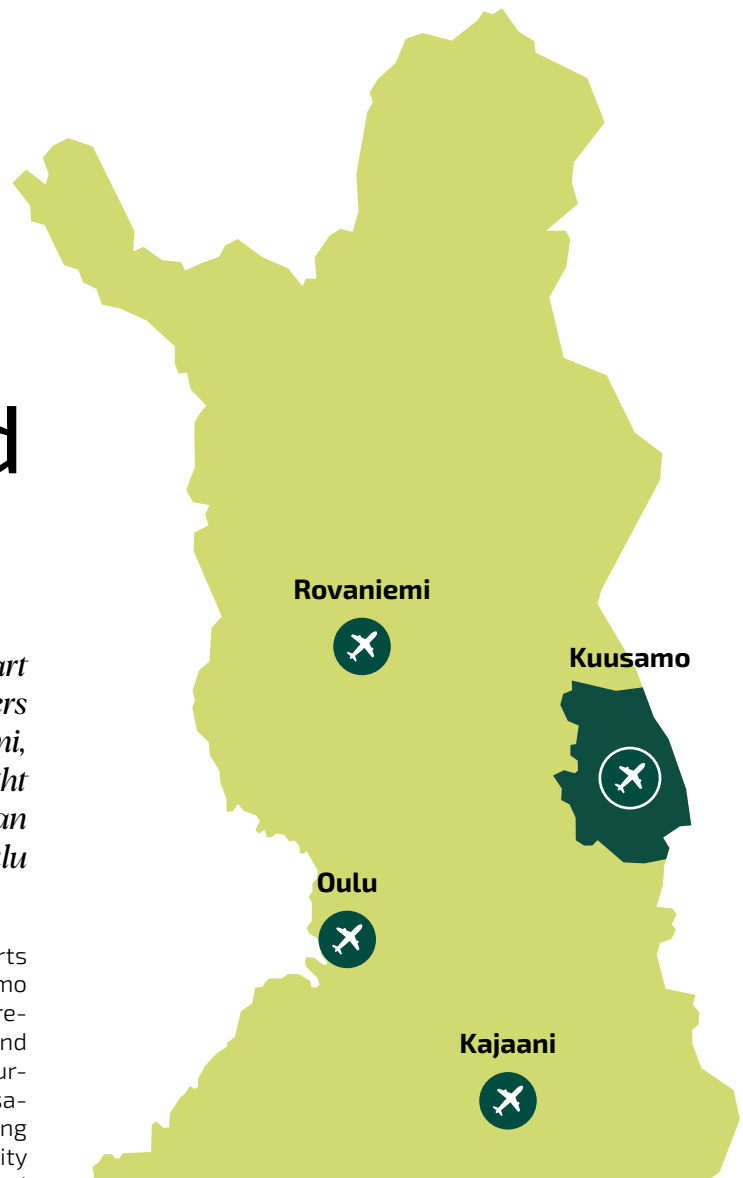


# Location and accessibility

*Kuusamo is located in the northeastern part of Northern Ostrobothnia, 217 kilometers from Oulu, 195 kilometers from Rovaniemi, and 245 kilometers from Kajaani. The flight from Kuusamo to Helsinki takes about an hour, and the drive from Kuusamo to Oulu takes about two and a half hours.*

The transport infrastructure in Kuusamo supports the needs of businesses and investors. Kuusamo Airport provides fast connections to the capital region, with scheduled flights between Helsinki and Kuusamo operating all year round. In addition, during the winter season, there are flights to Kuusamo from Düsseldorf, Frankfurt, and Zurich, among other cities. The airport is located close to the city center and Ruka, which facilitates business travel and logistics.

Kuusamo has a strong logistical position in terms of road transport: Highway 5 and Ouluntie/Highway 20 connect the area smoothly to the rest of Finland, and the Ouluntie/Highway 20 junction provides a connection to the Oulu region.



# Kuusamo *in numbers*

**14 880** Population 14 880; during the high season, the population in the area doubles.

**1 800** approximately 1 800 business locations

**7 550** over 7 550 vacation homes

**1 000 000** over a million overnight stays per year

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## REGIONAL ECONOMIC IMPACT OF LEADING INDUSTRIES €/YEAR

**242 M €** forestry and wood industry

**153 M €** tourism revenue

**172 M €** retail

**61 M €** logistics

**40 M €** primary production

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## INVESTMENTS AND DEVELOPMENT

**49 M €** The city's investment program for 2024–2026

**18 M €** 74 development projects, with €18 million in external funding

Forestry and wood industry

Bioeconomy and circular economy

Primary production



# Economy

*The economy of Kuusamo will be in balance in 2026. Tax revenues have developed positively and they are approaching the €40 million mark, which will enable continued strong investment in building vitality.*

The labor market situation has developed positively. The employment rate has risen to 74.3 percent, and the unemployment rate is 11.8 percent. In the coming years, it is estimated that up to 1,000 new jobs will be created in Kuusamo, and the city recognizes the need to strengthen the availability of labor both domestically and abroad.

## CITY TAX RATES

- Income tax rate **8.6%**
- General property tax **1.3%**
- Land property tax **1.3%**
- Permanent residential buildings **0.5%**
- Other residential buildings (e.g., vacation homes) **1.3%**
- Power plants **3.1%**
- Public utility companies **0%**
- Undeveloped building sites **1.3%**

Tourism

Retail trade

Logistics





# Kuusamo *before*



**1936:**

Kuusamo Tourist Association

**1940s:**

Forests as the basis for reconstruction

**1954:**

Karhunkierros Trail and Ruka Ski Resort

**1979:**

Air traffic

**1980s:**

The wood industry is growing

**2000:**

Kuusamo becomes a city

**2001:**

First Nordic Opening  
(FIS World Cup, later Ruka Nordic)

**2005:**

Northeast Finland Development Company  
Naturpolis Oy is established

**2010s:**

Responsible tourism

**2016:**

Restricting mining operations away from core tourism areas.  
The Kuusinki River restoration project is launched.

**2025:**

Business Kuusamo is launched: entrepreneurship,  
innovation, and digitalization. Development projects and  
investments exceeding €100 million.

# Kuusamo *now*

KUUSAMO IS CALLING YOU  
- THE CITY'S STRATEGY SUPPORTS GROWTH

*Kuusamo is building its future on well-being and vitality. Kuusamo is a nature-friendly and climate-smart city that promotes the use of renewable energy, the circular economy, and self-sufficiency.*

The city attracts new residents, skilled workers, and investments. Increasing multi-locality and good transport connections support this development. Kuusamo Campus and the Nature Academy strengthen expertise and educational opportunities in the region, and cooperation with higher education institutions and youth employment create a broader knowledge base.

Developing the conditions for business and promoting employment are part of the city group's strategic objectives. In terms of the operating environment, particular attention is paid to the grow-

ing importance of investments related to energy transition and defense. Lower interest rates are contributing to optimism about stronger investment, and strong growth in international tourism is compensating for weaker domestic demand.

Kuusamo is currently undergoing a strong investment phase. Several large construction projects are underway in the area. In addition, more than 30 projects by companies and organizations are in the planning stages. The total value of ongoing investments is €115 million. Take a closer look at the investments on the map service: [investinkuusamo.fi/en](https://investinkuusamo.fi/en)

The city's own investment plan for 2026 is nearly €20 million. The largest investment expenditures are focused on waste management and circular economy solutions, housing construction, and the development of real estate and the Ruka stadium area, among other things.



# Everyone knows *Ruka*

TOURISM BOOSTS THE CITY'S VITALITY

*The long-term development work in the Ruka area is reflected in the growth of the tourism industry. Between 2020 and 2024, approximately €35 million has been invested in Ruka, and the amount of investments planned for the next five years is set to quadruple to over €126 million.*

Osuuskauppa Arina is currently building a new hotel in Ruka. The €37 million project is scheduled for completion in 2028.

"We are very pleased that the project has progressed favorably and in good cooperation with the city of Kuusamo. We believe that this investment will have a positive impact on the vitality of the region, creating new jobs first in the construction sector and later, once the hotel complex is completed, in the tourism and restaurant industry professionals," says **Anu Junnikkala-Alho, CFO of Osuuskauppa Arina**, adding: "The permit processes with the city went smoothly and without complications, which is not self-evident in projects of this scale."

Ruka's investments are focused more broadly on developing year-round tourism, expanding accommodation capacity, diversifying services, and creating new wellness and experience solutions.

"There is also growth potential in the experience and event business, where demand for unique concepts is growing. Program services and events play a significant role in the tourism experience, and new operators are welcome to complement the offering," comments **Jari Karsikko, the city's development director**.



# Services *and partners*

*Kuusamo is building a predictable and competitive operating environment for businesses, where location, growth, and development are as smooth as possible. The city, the development company Naturpolis, and other regional actors work in close cooperation to ensure that companies receive the support they need at every stage of their development.*

## **Business development and business services**

Naturpolis Oy is a business development company for the municipalities of Kuusamo and Taivalkoski, offering free business services at all stages of a company's life cycle. Naturpolis's business services support people planning business activities in developing their business ideas, drawing up business plans and providing financial advice.

Support is available to existing companies for business development and generational and ownership changes, among other things. Special attention is paid to growth companies, which are offered support in developing their business processes.

## **Business Kuusamo**

Business Kuusamo is a communal workspace located in the center of Kuusamo, offering free remote work rooms, meeting rooms, and office space. The premises also house Koillisen Ideahautomato and AI Fab Lab Koillismaa. Fab Lab has a 3D printer, laser cutter, PC, and software suitable for 3D modeling and digital drawing. Use of the equipment is free of charge. Business Kuusamo supports entrepreneurs, remote workers, and start-ups by creating opportunities for networking and participation.



An illustration of what the Kuubio area could look like in the future.



# Bioeconomy and circular economy area



*The Kuubio bioeconomy and circular economy area is one of Kuusamo's strategic flagship projects and a key part of the city's vitality and business strategy. The city offers companies an operating environment where the goal is to make efficient use of material flows. The city is investing in infrastructure and regional development as part of its sustainability and circular economy strategy.*



The area has been zoned for a variety of industrial and warehouse sites to meet different functional needs. The plan covers more than 200 hectares, and more than 400,000 m<sup>2</sup> of building rights have been reserved for the area. Kuubio's infrastructure has been designed to support bioeconomy and circular economy industries, and the accompanying illustration shows the types of activities that can be located in the area.

### Construction underway

The energy solutions and infrastructure for the Kuubio area are ready, allowing tenants to focus directly on developing their business. The plot can be either purchased or leased, and it is possible to negotiate the model for the plot's foundation construction with the city.

Kuubio is home to the wastewater treatment plant of the Kuusamo Energy and Water Cooperative (EVO). EVO and Adven Oy are also working on an energy center project to build an electric boiler and a district heating accumulator, which will make district heating production more sustainable and partly independent of combustion.

Land reservations have already been made in the Kuubio area, which also has an energy wood terminal managed by EVO. The latest investment project in the area has been announced by Puustamo Oy, a Kuusamo-based wood industry company. Puustamo manufactures solid wood doors and entrance elements for homes, business premises, and public buildings.

### The city supports investment in the area

The city offers smooth service to those planning investments, particularly in zoning and permit processes.

According to **Hannu Pajula, CEO of Puustamo Oy**, cooperation with the city of Kuusamo and the development company Naturpolis has been smooth and an important part of the company's growth.

"We have collaborated on various types of development projects, for example, the business development company Naturpolis has mapped out the available forms of business support and helped with writing applications. Naturpolis's expert services are free of charge, which is also a resource benefit for a small company with a limited number of administrative staff," says Pajula.

The city and businesses are working together to build an area where companies share a common set of values and take responsibility for the local environment.

"We are not just aiming for growth – we want growth that is in harmony with the environment. We are looking for operators for Kuubio who share this way of thinking," comments **Jouko Manninen, Mayor of Kuusamo**. "I believe that in the future, Kuubio will be known as an area where people want to be part of something bigger and more responsible."

### Plots and business premises

In addition to Kuubio, Kuusamo has commercial and industrial plots in central locations that are suitable for a wide range of construction needs, such as retail, industry, or office space. The zoning regulations for the plots are flexible to meet the needs of different industries, from small office buildings to larger commercial premises. The plots have ready-made municipal engineering solutions, which speeds up the start of construction.

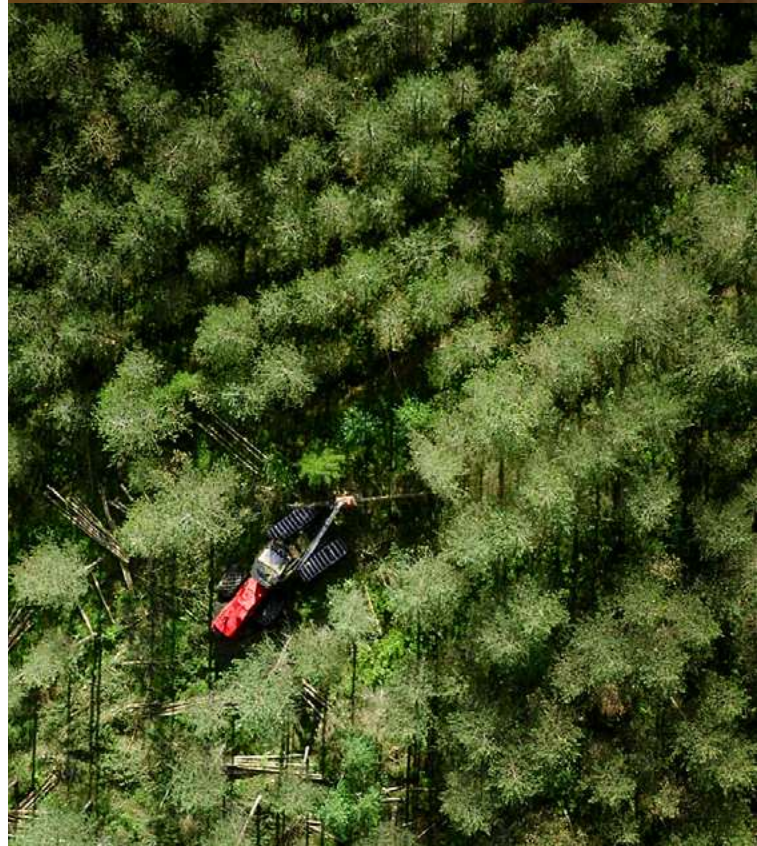
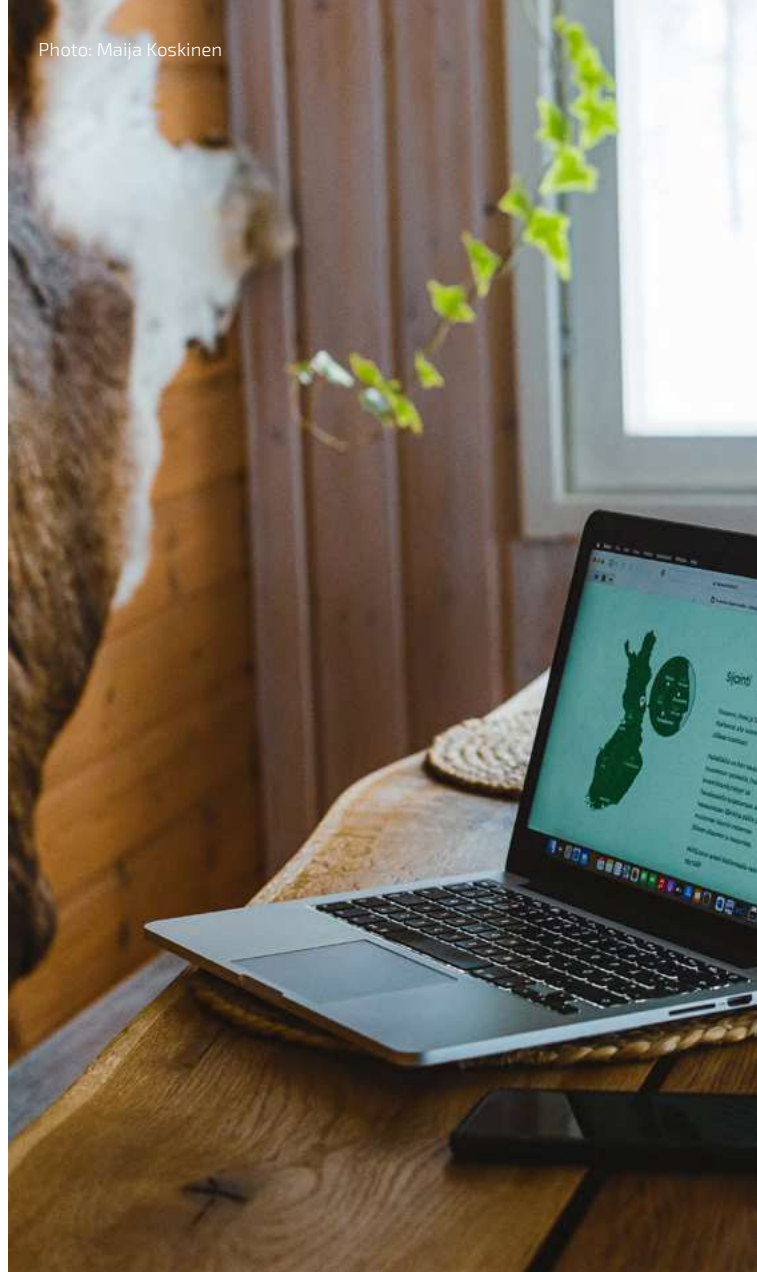
Check out the available plots in Kuusamo.

**The Kuubio bioeconomy and circular economy area** is located approximately three kilometers southwest of the center of Kuusamo, next to Highway 20.

# Employment *and skills*

*The employment situation in Kuusamo is close to the provincial average. As part of the Kainuu-Koillismaa employment area, companies have access to a large pool of skilled labor and services.*

The services provided by various operators form a comprehensive package that offers employers tailored recruitment support, financial employment subsidies, digital visibility, and multi-channel encounters with job seekers.





# Employment service point *Kieppi*

*The Kieppi employment service point at Kuusamo Town Hall serves both job seekers and employers. Employers are offered recruitment assistance as well as employment support and municipal subsidy services.*

Kieppi provides employers with support for the various stages of recruitment: defining the job description, finding candidates, and the selection process. Once an employee has been found, Kieppi also provides support for settling into the new home municipality.

The Kainuu-Koillismaa employment area can arrange recruitment and joint procurement training tailored to the employer's needs.

**Did you hear Kuusamo's call?**  
[kieppikuusamo.fi/en](http://kieppikuusamo.fi/en)



Photo: Harri Tarvainen

# Inter- national *recruitment*

AND EURES SERVICES

The international recruitment service for the Kainuu-Koillismaa employment area offers employers in Kainuu, Kuusamo, and Taivalkoski free assistance in hiring international experts from abroad or within Finland. The service covers all stages of recruitment, right up to the employee settling in.



Photo: Toni Eskelinen



Photo: Harri Tarvainen

## Visibility *for recruiting employers*

In Koillismaa, employers and workplaces can gain visibility through the free RekryAreena online platform and Koillismaa.com channels. RekryAreena is an online platform where employers can showcase job vacancies through videos, podcasts, and live broadcasts. The Koillismaa channels, on the other hand, offer visibility on social media platforms such as Instagram, Facebook, and LinkedIn. The channels share company stories, job vacancies, and stories of people who have moved to the region, as well as running marketing campaigns.



# Expertise in *Kuusamo*

## DIVERSE EDUCATIONAL PATHS

*Kuusamo offers comprehensive and flexible study opportunities through Kuusamo Campus. The campus brings together secondary, higher, and continuing education and works closely with businesses to meet the region's skills needs.*

The region offers vocational qualifications in areas such as tourism, natural resources, sports and wellness, and the service sector, as well as upper secondary school and higher education studies in cooperation with universities of applied sciences and the Northern Ostrobothnia Summer University. In addition, supplementary and workforce training is available to quickly develop skills to meet the needs of companies.

The city of Kuusamo coordinates the campus network and develops learning environments in collaboration with educational institutions and the business community. This ensures the availability of skilled labor and supports the growth of companies and the success of investments in the region.



Photo: Harri Tarvainen

Photo: Maija Koskinen



# INVEST IN KUUSAMO

Nature Driven Growth

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