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Holiday Club Resorts to open hotel in Vierumäki this summer – spa construction and new holiday apartments planned

Holiday Club Resorts will open a hotel in Vierumäki, a leading destination for active sports holidays in Southern Finland, with a target date of July 2021. The hotel property is owned by an investment company, whose shareholders are Mutual Insurance Company Fennia and Elo Mutual Pension Insurance Company. Holiday Club and the property owner have also initiated a joint project with the aim of constructing a new, full scale spa by 2024. The project plan includes building new timeshare apartments connected to the spa hotel. This summer, Holiday Club will continue construction of its existing holiday apartment project in Vierumäki.

Holiday Club's Vierumäki hotel offers 190 modern rooms, a variety of restaurant services and conference facilities, and a day spa with relaxing treatments. Restaurants and activities will be renewed in stages and new services added. The spa, projected to open by 2024, will include elements of modern Finnish sauna culture, and a variety of pools for both relaxation and water activities. Holiday Club is the leading spa hotel operator in Finland, with eight full-scale resorts. Its largest resorts are located in Katinkulta and Saimaa, as well as in Åre, Sweden.

"The modern, high-quality spa and sauna will complement Vierumäki's service offering for Holiday Club guests, other resort visitors and local residents. Destinations like Vierumäki offering activities and relaxation will attract both domestic and international tourists after the Covid-19 pandemic," says **Maisa Romanainen**, CEO of Holiday Club Resorts Oy.

Holiday Club Resorts has been successfully selling and renting timeshare holiday apartments in Vierumäki for several years, and will continue its existing construction project this summer. New, modern timeshare apartments connected to the spa hotel are planned for the future. With its existing hotel services and future developments, Holiday Club Vierumäki will become a leading resort for active wellness holidays.

"Our strength is the unique combination of spa experiences, leisure services, restaurants and varied accommodation types offered in our over 30 destinations. Vierumäki is our ninth spa hotel and the first Holiday Club resort in Southern Finland. We want to develop excellent customer experience and work closely with all players in the Vierumäki area," Romanainen continues.

"We are very happy to be in this co-operation with Holiday Club. We believe that the traditional leisure center of Vierumäki will be made even stronger and will meet the needs of its varied clientele even better through new services and operators," says Leo Nilsson, manager of the investment company S-Bank Properties Ltd.

For further information, please contact Maisa Romanainen, CEO, Holiday Club Resorts Oy, maisa.romanainen@holidayclub.fi, tel. +358 50 388 9686.

Holiday Club Resorts is one of the leading companies in tourism and holiday apartments in Finland. The company offers more than 2,000 holiday apartments and over 1,000 hotel rooms in over 30 destinations in Finland, Sweden and the Canary Islands. Eight full scale resorts offer high quality holiday accommodation, spas, and a variety of restaurants as well as sports and leisure services. Over one million vacations are spent at Holiday Club destinations each year, and the company has over 60,000 timeshare owners. The company is owned by Mahindra Holidays & Resorts India Ltd.