

MIKA SULIN & OONA HAIMI

BOTH FINLAND
CITY OF TAMPERE

Tampere – Home of Hockey



RESPECT

TAMPERE.
FINLAND

TAMPERE. HOME OF HOCKEY

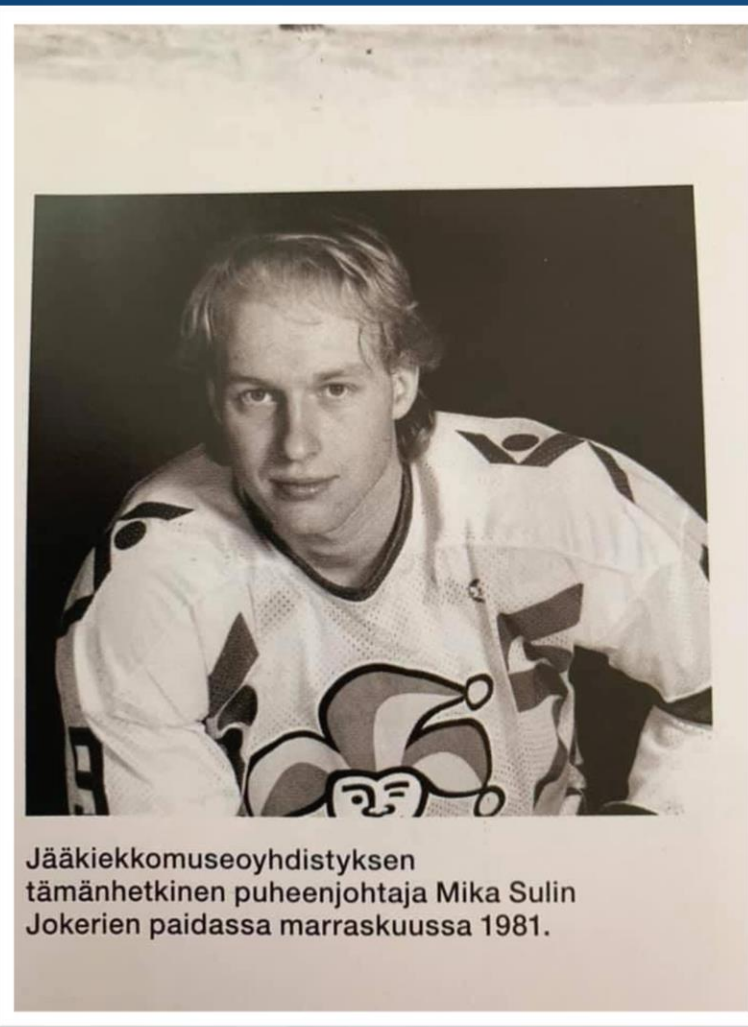
Oona Haimi & Mika Sulin
Berlin 11.9.2024

About us

TAMPERE.
FINLAND



Oona Haimi



Jääkiekkomuseoyhdistyksen
tämänhetkinen puheenjohtaja Mika Sulin
Jokerien paidassa marraskuussa 1981.

Mika Sulin

TAMPERE IS A STATE OF MIND.

**Finland's most attractive city.
Ranked 42nd best sport city of the world.**

**A "MAKING IT HAPPEN"
MINDSET IS TAKING
OVER TAMPERE.**

City of sports enthusiasts

- **635,000** people see SM-Liiga ice hockey games at Nokia Arena
- **26,000** people see Veikkausliiga football home games
- **21,000** people see women's and men's teams floorball home games
- **10,000** people see Korisliiga basketball home games

(Statistics from 2022-2023)



Joy of movement

- 300 registered sports clubs*
- 80 000 registered members of a sports club*

- 27 outdoor gyms
- 85 km of leisure routes with lighting
- 648 km of cycling lanes
- 180 km of cross-country ski tracks
- **150 outdoor ice rinks**
- **5 artificial outdoor ice rinks**
- **10 indoor ice rinks**
- 31 beaches
- 9 winter swimming spots
- 4 swimming centres
- 1 outdoor swimming pool

Nokia Arena

The first arena located in a city centre in Europe

Serves as a venue for large entertainment and sports events

Exciting experiences, restaurants and a hotel.

- *Opened in 2021*
- *The main venue for the ice hockey World Championship games in 2022 and 2023*
- *A million visitors and 120 events per year*
- *15,000 seats*

Arena is awake 24/7. Restaurants and other services are open for customers also when there are no events.

UP NEXT: HAKAMETSÄ SPORT CAMPUS

TAMPERE.
FINLAND



Hakametsä Sport Campus

Hakametsä Sport Campus is a new and unique sports, physical activity and housing complex that will be open to everyone in a central location in Tampere, Finland's most attractive and fastest-growing city.

A UNIQUE ENTITY

Hakametsä Sport Campus will provide an inspiring and motivating platform for athletes, students, researchers and the community, promoting health, development, and a community spirit.

A regional private-sector operator will be responsible for the operations and development of the complex.



HAKAMETSÄ SPORT CAMPUS IN FIGURES



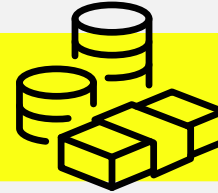
120,000

residents within 15 minutes



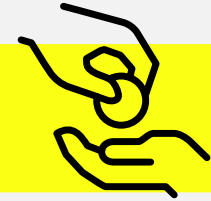
Over 5,000

Tampere's annual population growth



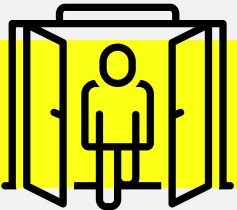
€485m

purchasing power in the nearby market area



€35m

money brought to the campus by visitors



1.7m

annual visitors

Over 200,000

people attending events annually



Over 3m

hours spent active per year



€10m

annual tax revenue



Over **4,000** person
work-years

total employment impact

MADE TO LAST

Hakametsä Sport Campus is founded on sustainability.

The measures taken to promote sustainability will be ongoing and will reach new levels as the project progresses, responding to the needs of the world around the site.



Sport belongs to everyone



**Biodiversity
and climate change mitigation**



Sustainable energy



Together we are more



**Sustainable transport and
an active campus**



**An advanced business
and RDI environment**

GUARANTEEING THE OPPORTUNITY FOR A GOOD LIFE

We are taking responsibility and operating in line with the UN Sustainable Development Goals.

We promote the sustainable use of natural resources, equality, and wellbeing. We consider the goals at risk in our operations.

Our main goal is number 11: Sustainable Cities and Communities. This is supported by goals 3, 9, 10, and 17.



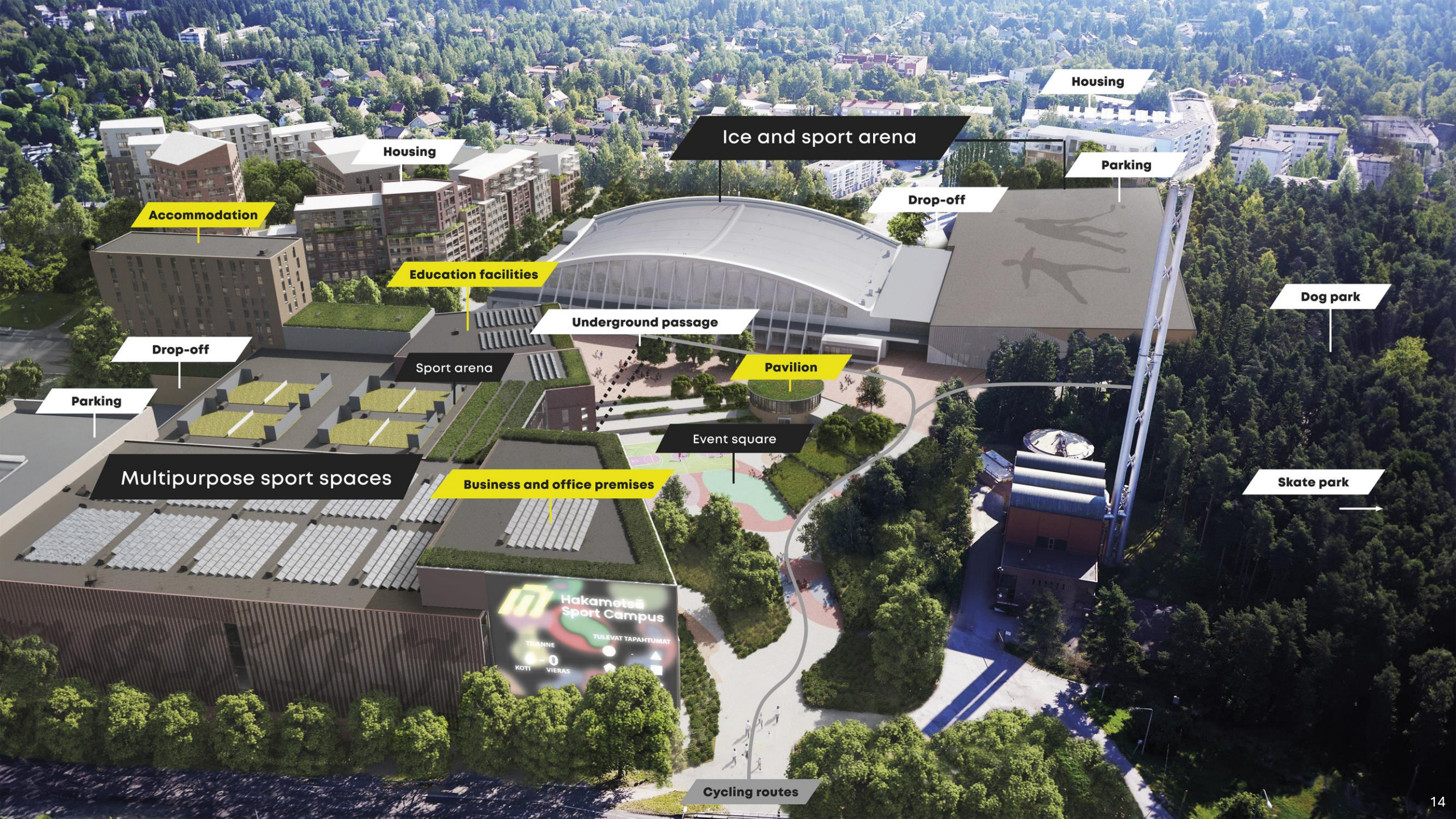
Selected main goal

Goals supporting the main goal



Goals at risk





Ice and sport arena

Housing

Housing

Parking

Drop-off

Accommodation

Education facilities

Underground passage

Drop-off

Sport arena

Parking

Pavilion

Event square

Multipurpose sport spaces

Business and office premises

Dog park

Skate park

Cycling routes



HYBRID BLOCK

The core functions of Hakametsä will be under one roof, integrated seamlessly with the other buildings in the area via a connecting tunnel.

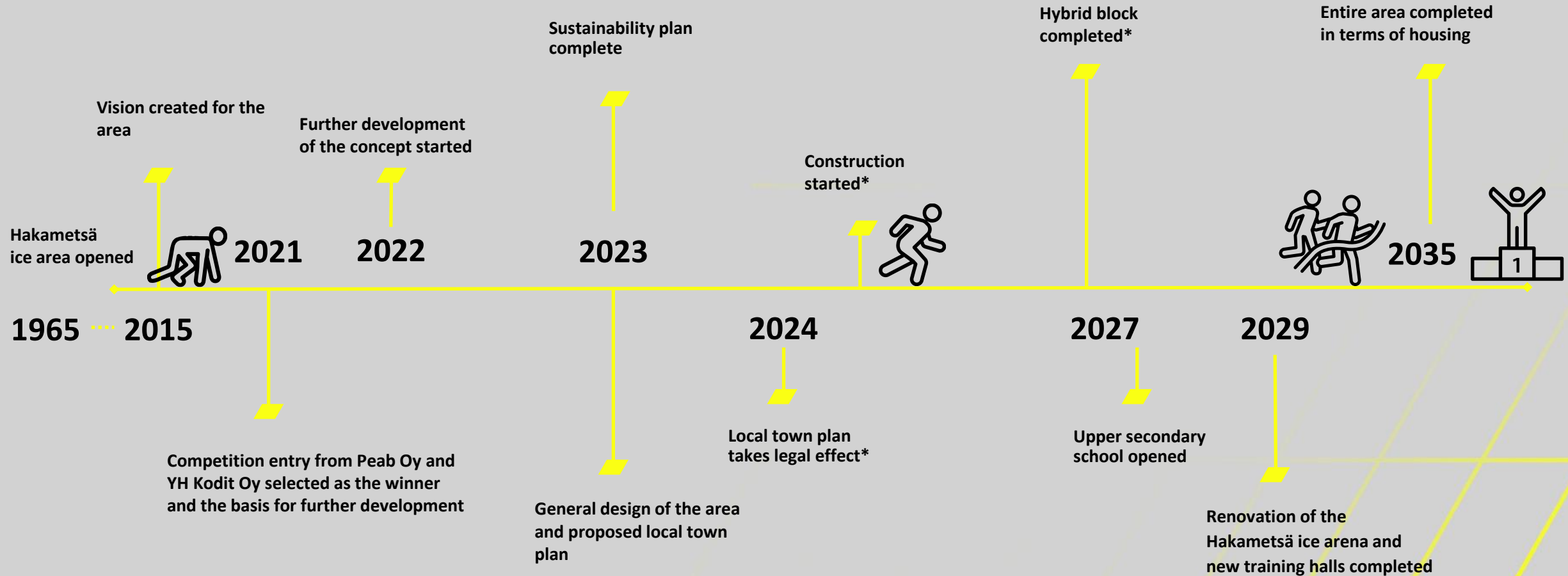


ICE FACILITIES

The Hakametsä ice arena will be transformed into a multipurpose arena offering sports and exercise facilities, as well as a wide range of services, commercial units and office space.



How the campus will be built



* The start and completion dates depend on the completion of town planning, among other things

Tampere - Home of Hockey

- Heritage
- Professional hockey
- Clubs and members
- Facilities
- Co-operation
- Events
- Environmental threats
- Future



**GLOBAL
SERIES**

FINLAND · 2024
FASTENAL

BARKOV

HINTZ

TAMPERE.
FINLAND

THANK YOU