



ILMATAR

AIRPLANE LODGE

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Nordic Nights Oy



Network to innovate: Beyond Farming - Creative Rural Businesses
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ruralnetwork.fi



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Unique tourism experience by transforming aircraft into high-quality accommodation. The goal is to combine aviation heritage and innovative design by placing the concept in the heart of the Finnish countryside

How and why?

- Group of five young entrepreneurs bought passenger aircraft through auction in autumn 2022
- Transportation of the aircraft from Savonlinna Airport (Eastern Finland) to a rural site in Uurainen (Central Finland)
- Development of full infrastructure at the location
- Construction of a fully equipped holiday villa alongside the aircraft
- Conversion of the aircraft into a high-quality accommodation experience
- Providing unique, experience-driven lodging for international and domestic travelers

Potential of the solution

- Inspires and motivates entrepreneurs to develop new, bold, and unconventional concepts
- Creates new and attractive destinations for international visitors
- Contributes to rural development by bringing tourism, investment, and visibility to countryside areas

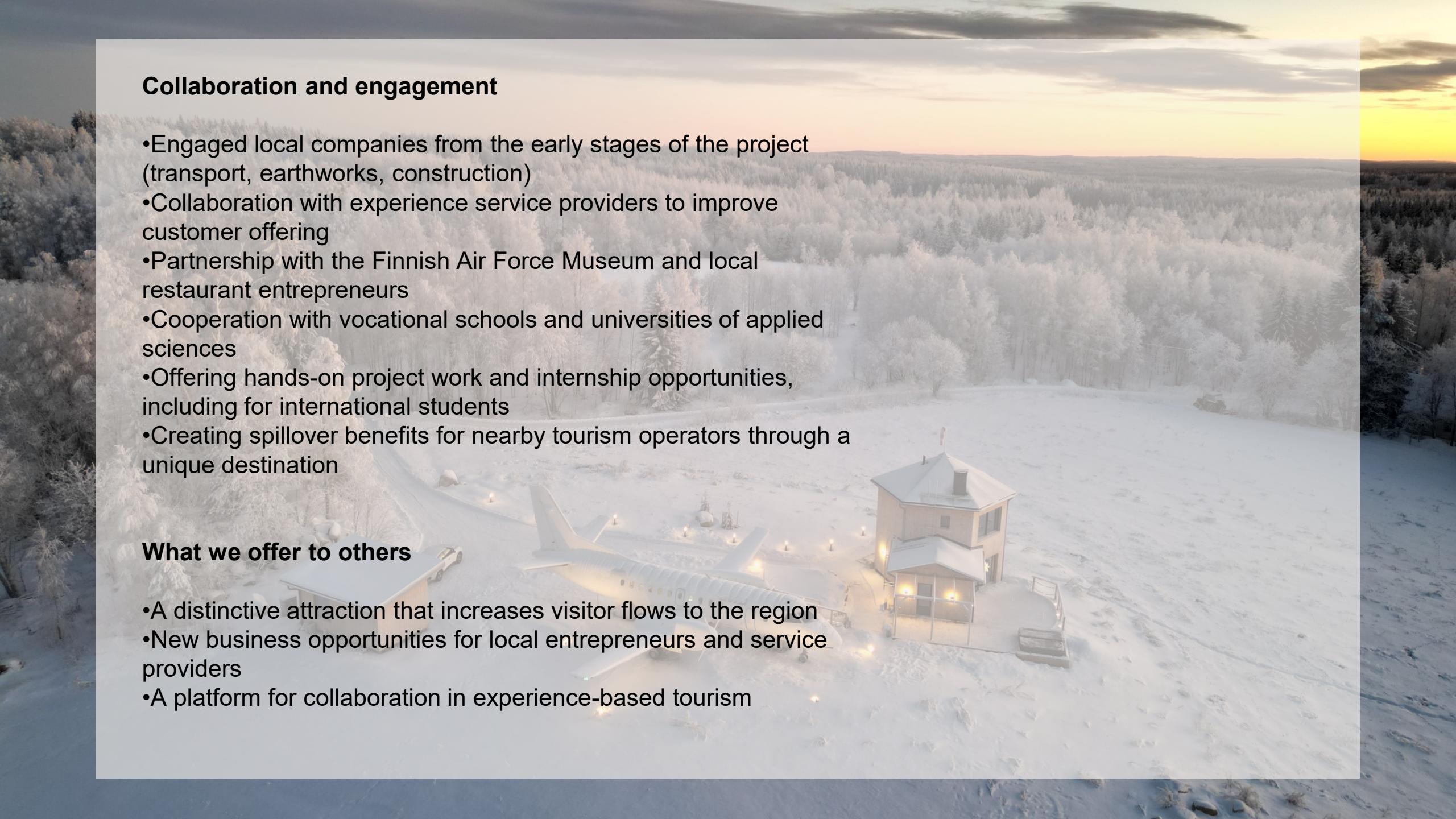


Collaboration and engagement

- Engaged local companies from the early stages of the project (transport, earthworks, construction)
- Collaboration with experience service providers to improve customer offering
- Partnership with the Finnish Air Force Museum and local restaurant entrepreneurs
- Cooperation with vocational schools and universities of applied sciences
- Offering hands-on project work and internship opportunities, including for international students
- Creating spillover benefits for nearby tourism operators through a unique destination

What we offer to others

- A distinctive attraction that increases visitor flows to the region
- New business opportunities for local entrepreneurs and service providers
- A platform for collaboration in experience-based tourism



Current limiting factors

- The project is not developed full-time, which limits available time and resources for further growth
- Limited capacity to accelerate development, marketing, and expansion activities

Support needed to move forward

- Additional funding to enable more focused and full-time development
- Resources for expanding services and enhancing the overall customer experience
- Support for marketing and international visibility



Perspectives for the future

- Expanding the Nordic Nights concept with additional accommodation units and services
- Developing new experience-based tourism offerings around the site
- Increasing international visibility and attracting more global visitors
- Strengthening partnerships within tourism and education sectors

Recommendations for others

- Be curious – even crazy ideas can become reality
- Build a team of inspiring people around you
- Don't overthink – starts and learn by doing





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*We warmly welcome you to a journey toward unforgettable experiences
under the Northern sky*

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