

MEDIA RELEASE

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Brand new hotel concept Lietsu Boutique Aparthotel

Have you ever heard about boutique aparthotel?

Lietsu Boutique Aparthotel brings a totally new hotel concept to the market. It combines uniquely decorated and well-equipped hotel apartments with high level hospitality. ***Boutique aparthotel*** fits thus for people looking for a home-like apartment or a hotel in a city centre with high quality service. Avoiding hotel room boredom is also a good reason to choose boutique aparthotel as it serves people looking for unique experiences.

Each Lietsu Boutique Aparthotel room has a unique design and is equipped to a high standard. Guests can choose to make the morning cup of coffee in their room, or to enjoy a Karelian breakfast buffet in the breakfast room. Also evening snack is being served and a gym is available for the guests. An authentic sauna experience also belongs to a true Finnish accommodation.

All the rooms have their own kitchen, bathroom and washing machine, and are equipped with air conditioning and heating. Vintage items have been widely used in the decoration, but otherwise the hotel runs by modern technology, e.g. the hotel doors are secured by electronic code locks and online check-in is available. The decorative details in each room tell stories about local history, culture and nature and the room names have their roots in the almost forgotten Karelian language.

Lietsu Boutique Aparthotel was opened in December in the city of Joensuu, Eastern Finland. After running for a month, the average score of reviews is 9,8 on a scale 0 to 10. Behind the hotel concept there are two local entrepreneurs Maria Saastamoinen and Helena Puhakka-Tarvainen, both newcomers to the hospitality business. The entrepreneurs are available for meetings during the MATKA Nordic Travel Fair in Helsinki, Finland, 16 – 17 January 2020. **You may contact us for a meeting:**

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<https://www.lietsuhotel.fi/en/media/> (including high resolution pictures)

Instagram: @lietsuhotel, <https://www.instagram.com/lietsuhotel/>

Facebook: <https://www.facebook.com/lietsuhotel>

Lietsu

BOUTIQUE APARTHOTEL

