



Noora Pajari
Mayor of Keuruu

www.keuruu.fi



Perspective of a small city KEURUU

"The countryside is an opportunity for a safe, high-quality and happy life."



Keuruu

- Keuruu is located in the province of Western Finland and is part of the Central Finland region
- Keuruu has good railway connections
- Population of 9,441
The population density is 7.91 inhabitants per km²
- Area of 1,430.57 square kilometres
- of which 172.4 km² is water
- Clean nature and fresh air in the center of Finland
 - Plenty of forests
 - 316 lakes

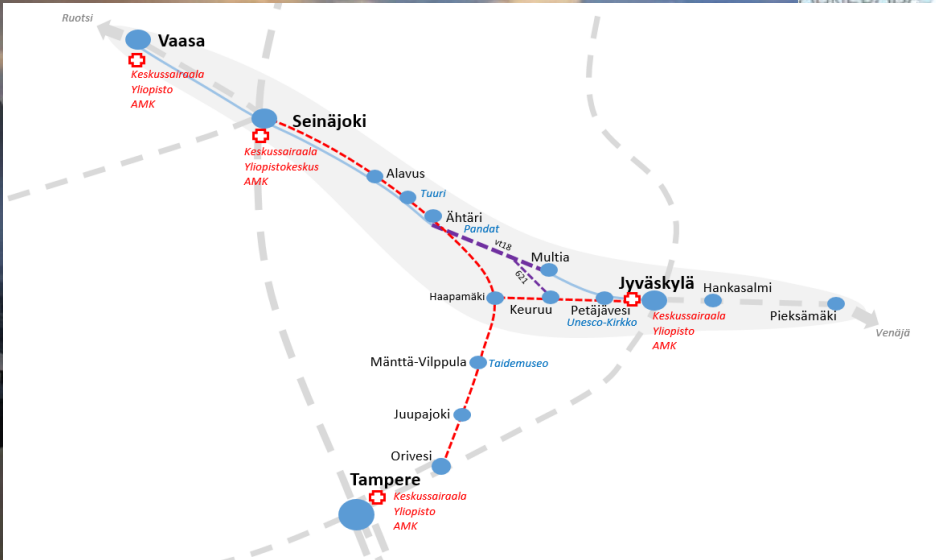
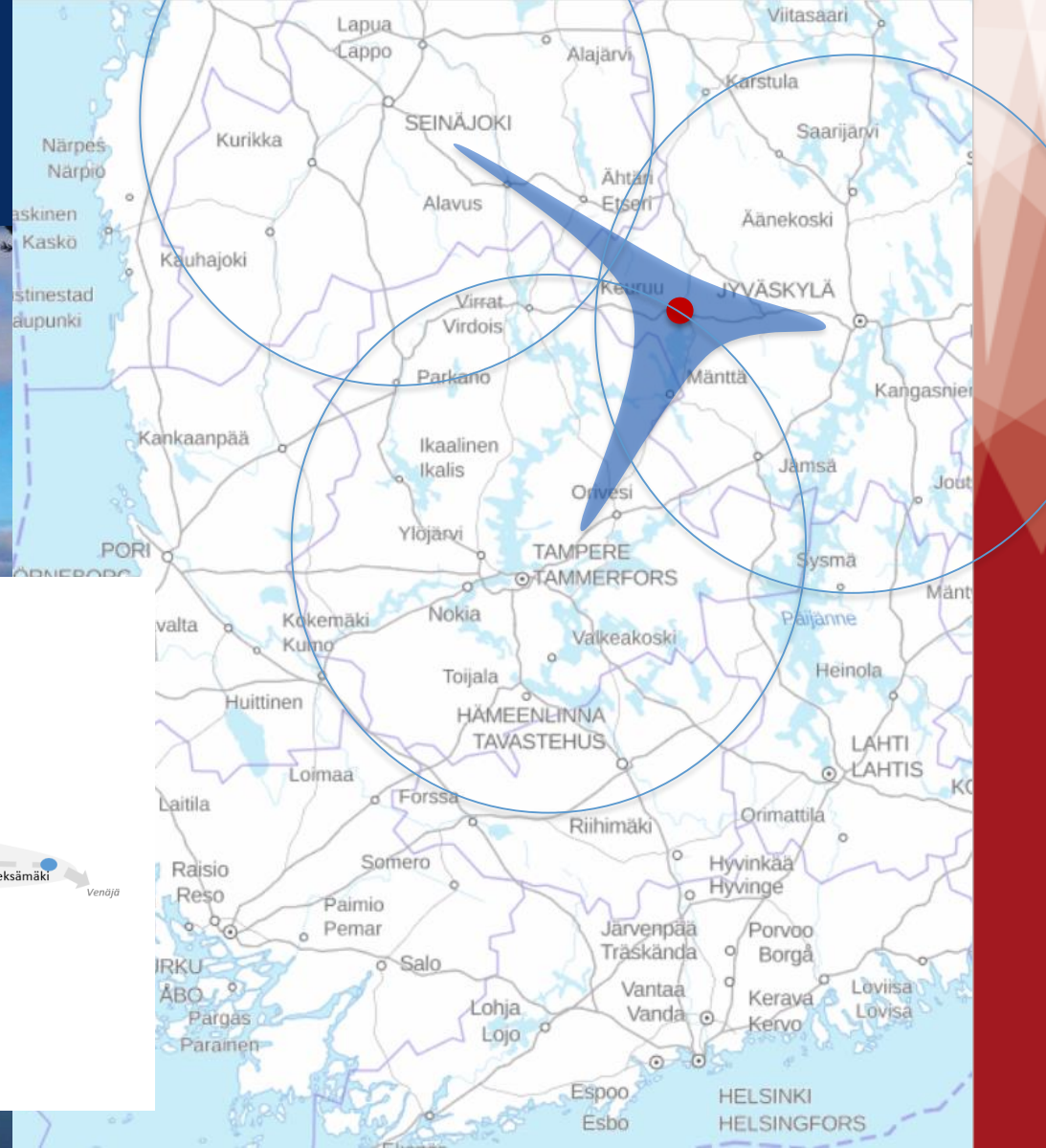
DISTANCES:

Tampere (Pirkkala Airport) 120 km / 90 min.
Jyväskylä (Tikkakoski Airport) 65 km / 60 min.
Helsinki (Helsinki Airport) 260 km / 3 hours



Location

Small cities Alavus, Ähtäri, Keuruu, Mänttä-Vilppula and Orivesi are located along the railway line, about an hour from the provincial centers in Tampere, Seinäjoki, Jyväskylä.



Demographic change



| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|
| KOKO MAA | 0,5 | 0,5 | 0,5 | 0,4 | 0,3 | 0,3 | 0,2 | 0,1 | 0,1 | 0,2 | 0,3 |
| KESKI-SUOMI | 0,3 | 0,3 | 0,1 | 0,0 | 0,2 | 0,2 | 0,0 | -0,2 | -0,1 | -0,1 | 0,0 |
| Hankasalmi | -0,9 | -0,7 | -0,9 | -1,8 | -1,3 | -1,5 | -2,7 | -1,6 | -1,3 | -1,9 | -2,0 |
| Joutsa | -1,9 | -1,2 | -0,8 | -1,5 | -2,0 | -0,3 | -2,3 | -2,2 | -2,0 | -1,8 | -0,8 |
| Jyväskylä | 1,0 | 1,1 | 0,9 | 0,8 | 1,2 | 1,1 | 1,0 | 0,8 | 0,8 | 0,7 | 0,7 |
| Jämsä | -0,8 | -0,7 | -1,0 | -1,5 | -1,2 | -1,3 | -1,8 | -1,3 | -2,1 | -1,5 | -0,6 |
| Kannonkoski | -2,1 | 0,6 | -2,1 | -3,0 | -0,9 | -2,6 | -1,1 | -3,9 | -1,0 | -1,2 | -0,9 |
| Karstula | -1,0 | -1,9 | -0,8 | -1,3 | -0,4 | -0,8 | -2,0 | -2,8 | -2,0 | -2,3 | -2,2 |
| Keuruu | -0,9 | -0,8 | -1,7 | -1,3 | -0,6 | -1,2 | -0,7 | -1,6 | -1,6 | -1,2 | -0,5 |
| Kinnula | -0,3 | -2,9 | 0,3 | -0,2 | -1,2 | -2,6 | -2,5 | -2,5 | 0,3 | -1,4 | -1,0 |
| Kivijärvi | -2,2 | -2,3 | -3,4 | -1,2 | -3,5 | -3,3 | -2,5 | -2,6 | -0,6 | 1,0 | -1,7 |
| Konnevesi | -1,3 | -0,7 | -2,0 | -0,5 | -2,6 | -0,1 | -0,2 | -1,8 | -2,6 | -1,3 | -0,2 |
| Kyyjärvi | -0,3 | -2,3 | -2,6 | -2,2 | -1,4 | -0,3 | -1,7 | -0,7 | -2,2 | -1,9 | -4,3 |
| Laukaa | 0,8 | 1,1 | 0,6 | 0,7 | 0,8 | 0,6 | 0,0 | -0,3 | -0,1 | -0,4 | -0,2 |
| Luhanka | -3,5 | -3,6 | -1,3 | -0,3 | 0,0 | -0,7 | -2,9 | -3,7 | -2,4 | 1,3 | 0,6 |
| Multia | -2,3 | -1,7 | -2,1 | -0,8 | -3,0 | -2,7 | -1,6 | -3,2 | -1,1 | -0,5 | -4,4 |
| Muurame | 2,0 | 1,4 | 0,0 | 1,3 | 0,9 | 1,5 | 1,6 | 0,7 | -0,1 | 1,0 | 1,5 |
| Petäjävesi | 1,1 | 0,7 | 0,7 | -1,1 | -1,8 | -0,7 | -1,5 | -0,5 | -1,5 | -1,8 | -2,5 |
| Pihtipudas | -1,4 | -1,3 | -2,0 | -2,1 | -0,9 | -0,5 | -1,8 | -1,8 | -0,5 | -2,5 | -1,4 |
| Saarijärvi | -1,9 | -1,2 | -0,9 | -0,8 | -1,7 | -2,3 | -1,0 | -1,8 | -1,1 | -1,1 | -1,0 |
| Toivakka | 2,4 | -0,8 | 0,4 | 0,2 | -1,7 | 0,0 | -2,0 | 0,9 | -0,7 | 0,5 | -0,6 |
| Uurainen | 1,5 | 1,8 | 0,7 | 0,5 | 1,5 | 1,4 | 0,8 | 1,0 | -2,7 | -1,0 | -0,3 |
| Viitasaari | -1,5 | -1,5 | -0,9 | -1,7 | -1,7 | -0,9 | -3,0 | -2,3 | -1,4 | -1,3 | -0,6 |
| Äänekoski | 0,4 | -0,3 | -0,9 | -0,8 | -1,3 | -1,4 | -1,2 | -1,5 | -0,5 | -1,0 | -1,5 |

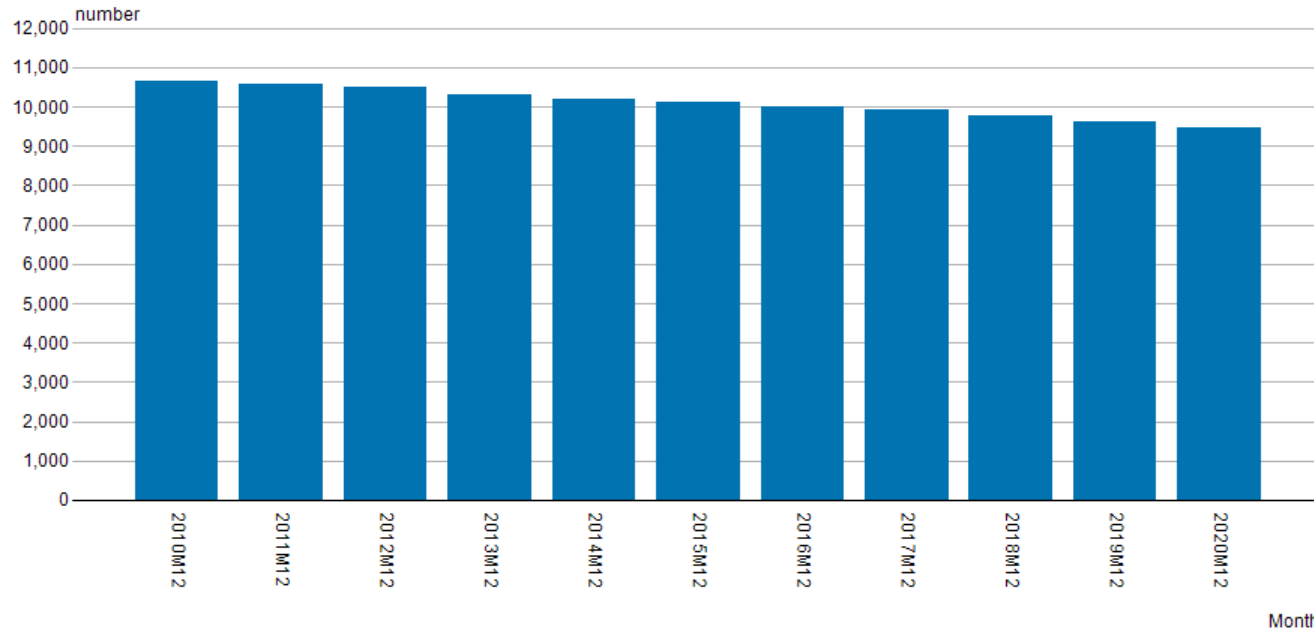
Year 2021:
population 9441

Net demographic
change: -0,5 %

Demographic change



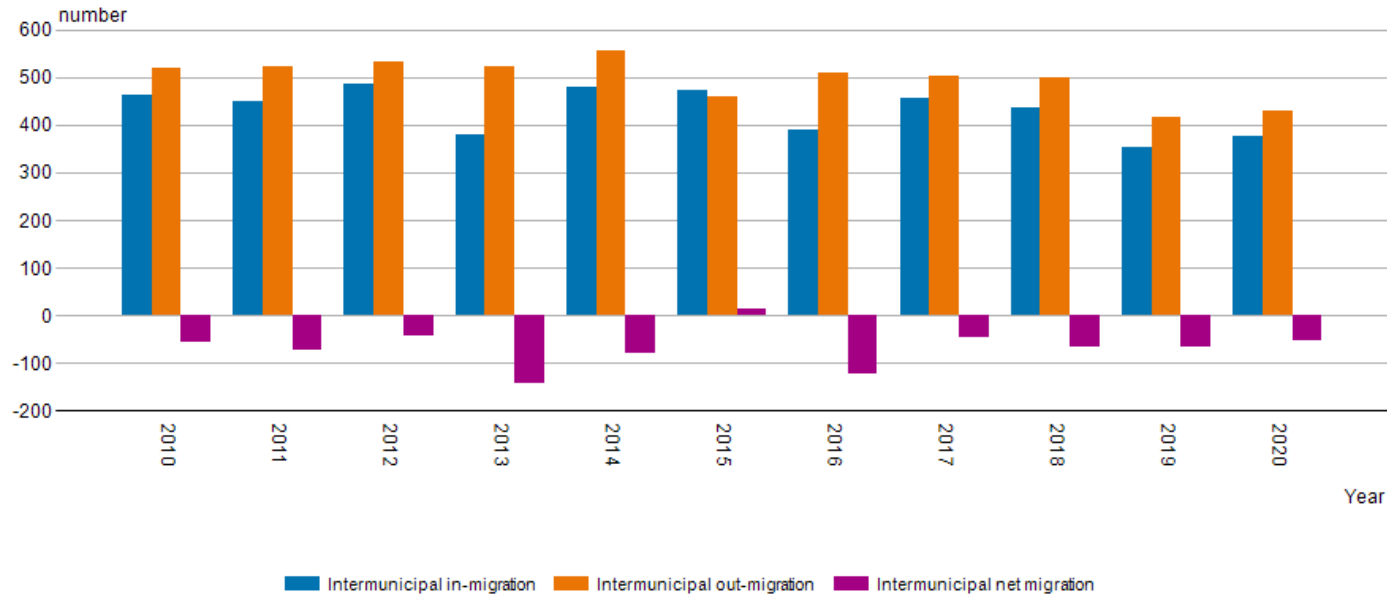
Population by Month. Keuruu, Population.



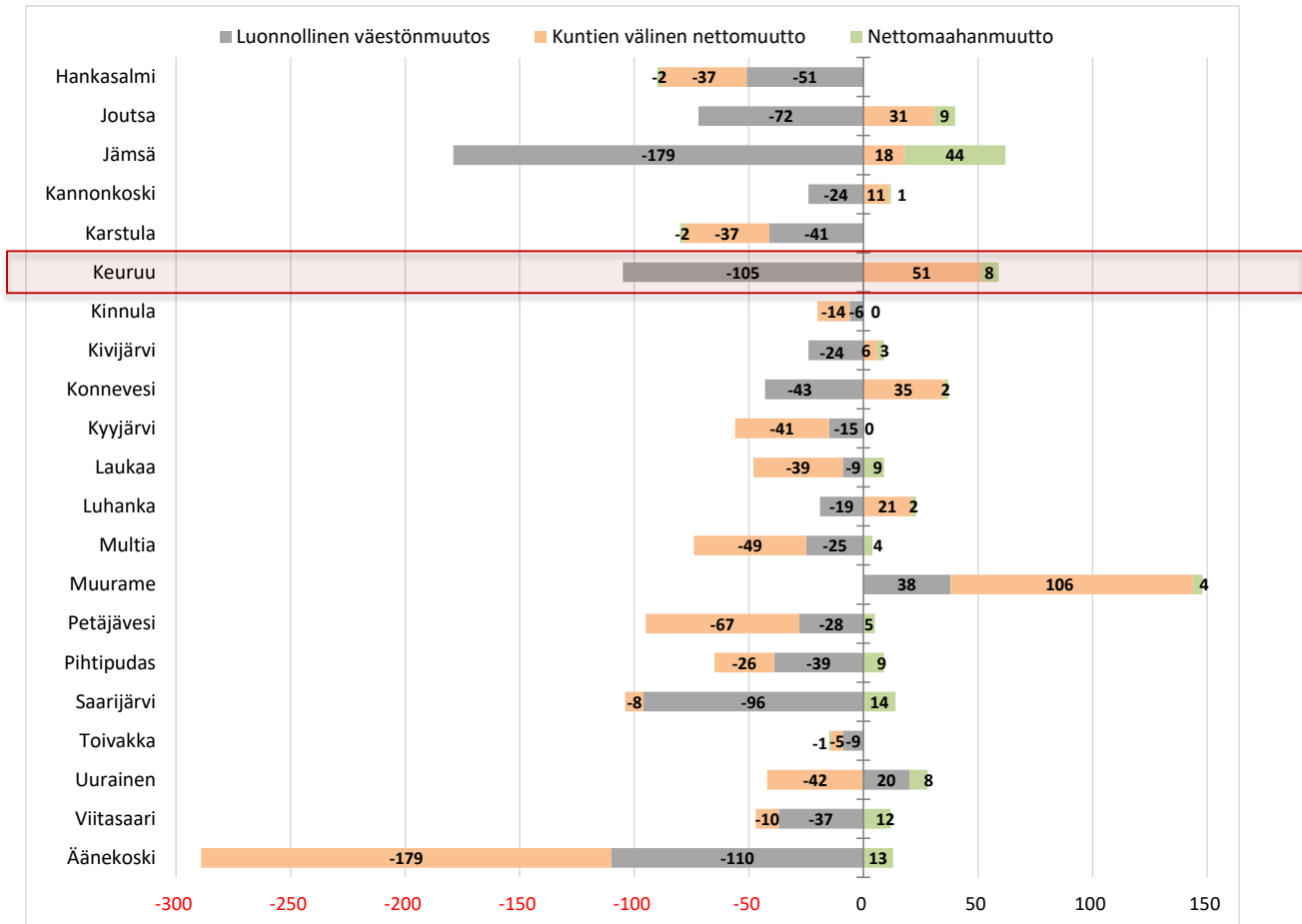
Source: Population structure, Statistics Finland

Intermunicipal migration (Keuruu, 2010-2020)

Intermunicipal migration by Information and Year. Keuruu, Total, Total.



Demographic change 2021



Natural demographic change: -105

Intermunicipal migration: 51

Net immigration: 8

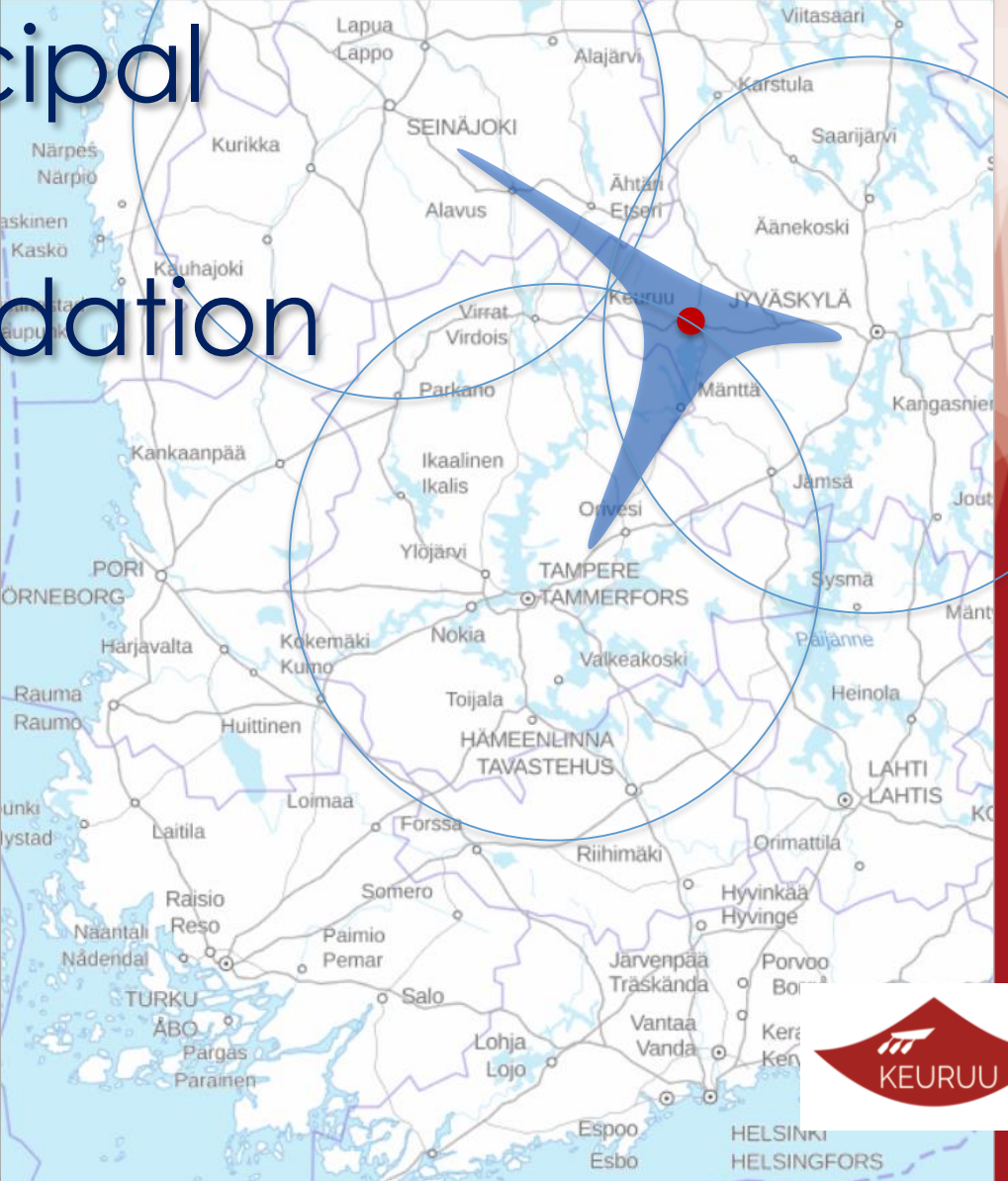
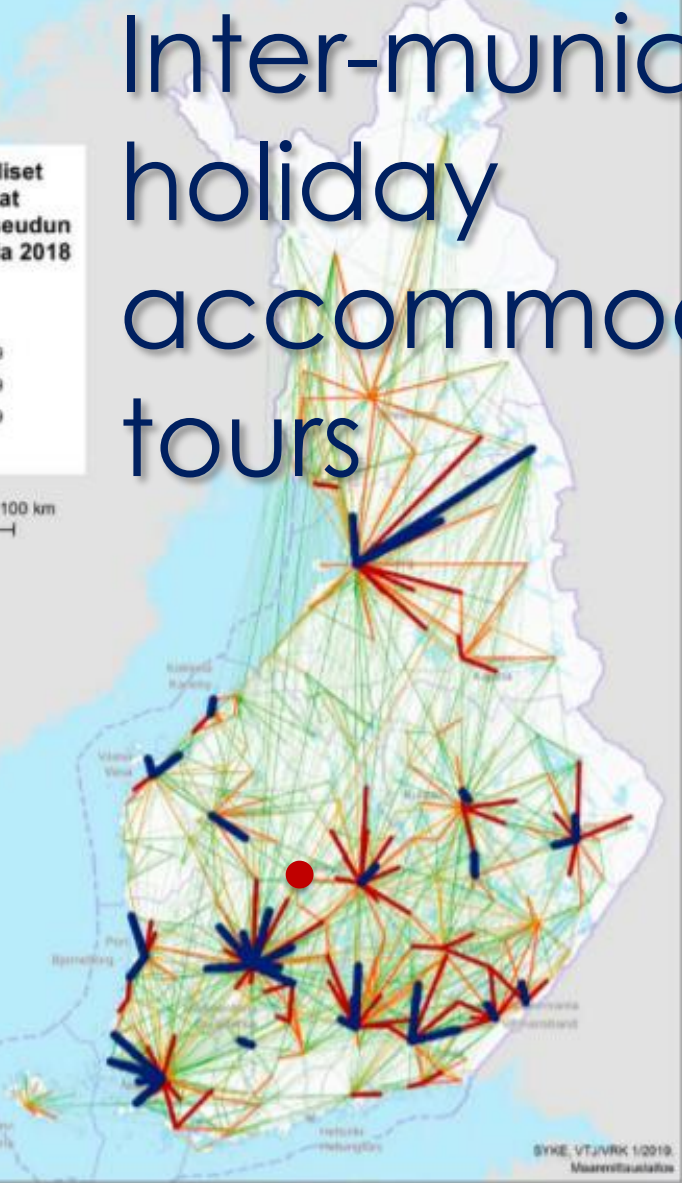
Inter-municipal holiday accommodation tours

Kuntien väliset mökkimatkat Helsingin seudun ulkopuolella 2018

- 20 - 49
- 50 - 99
- 100 - 199
- 200 - 399
- 400 - 799
- 800 -

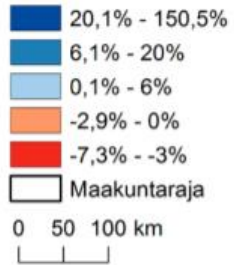
0 50 100 km

https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/163785/VNTEAS_2022_9.pdf?sequence=1

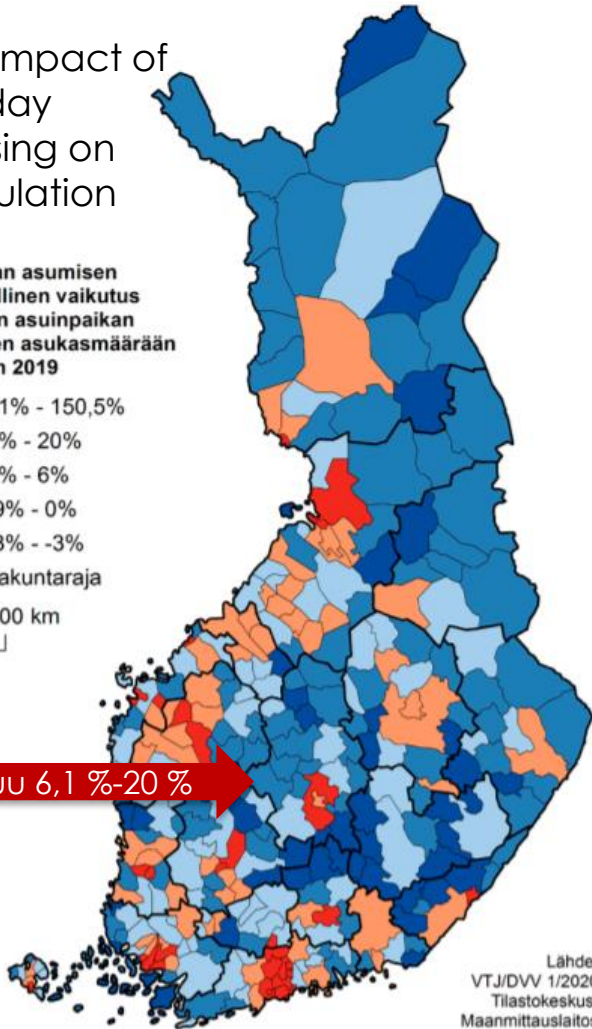


The impact of holiday housing on population

Vapaa-ajan asumisen laskennallinen vaikutus vakituiseen asuinpaikan mukaiseen asukasmäärään kunnittain 2019



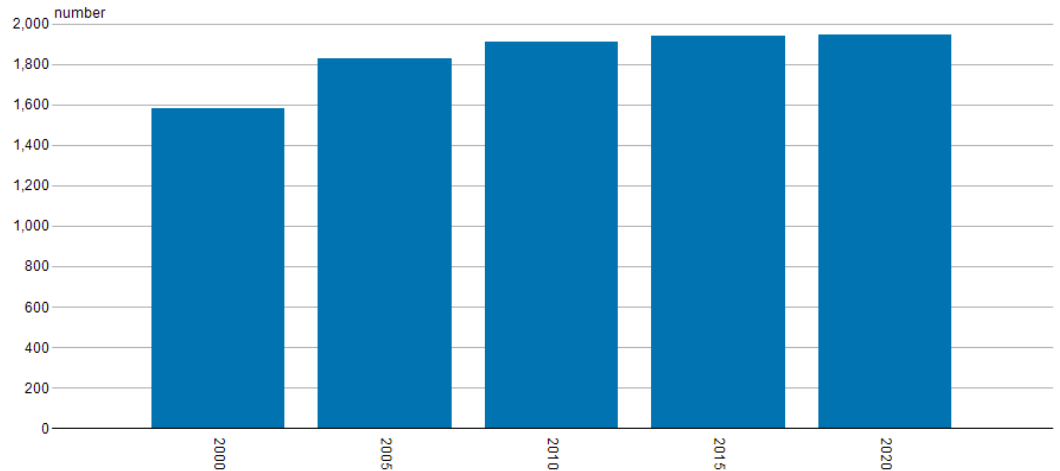
Keuruu 6,1 %-20 %



Lähde:
VTJ/DVV 1/2020,
Tilastokeskus,
Maanmittauslaitos.

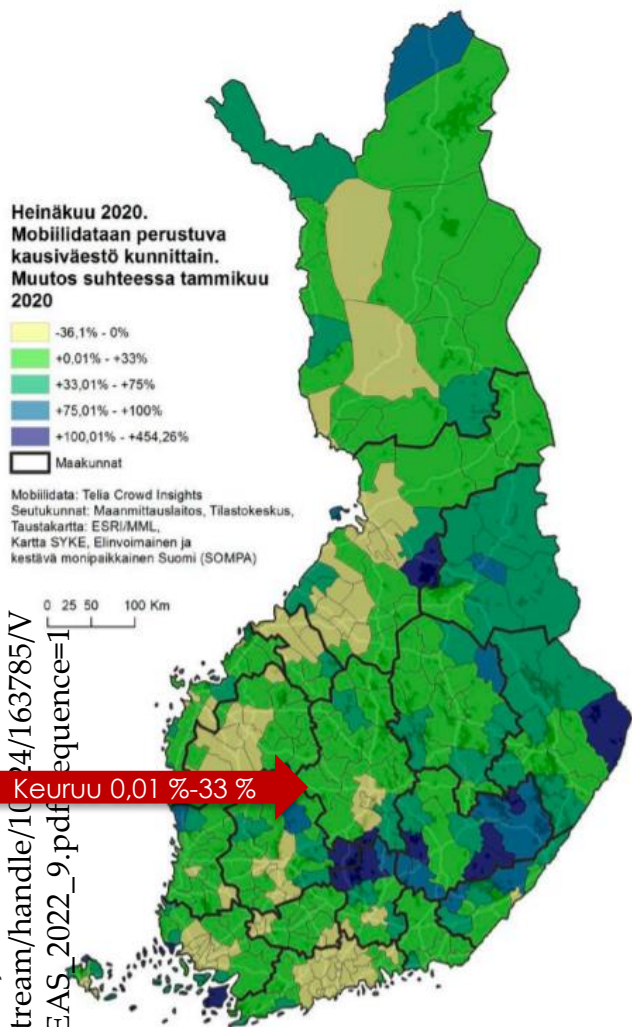


Number of free-time by Year. Free-time residences, Keuruu.



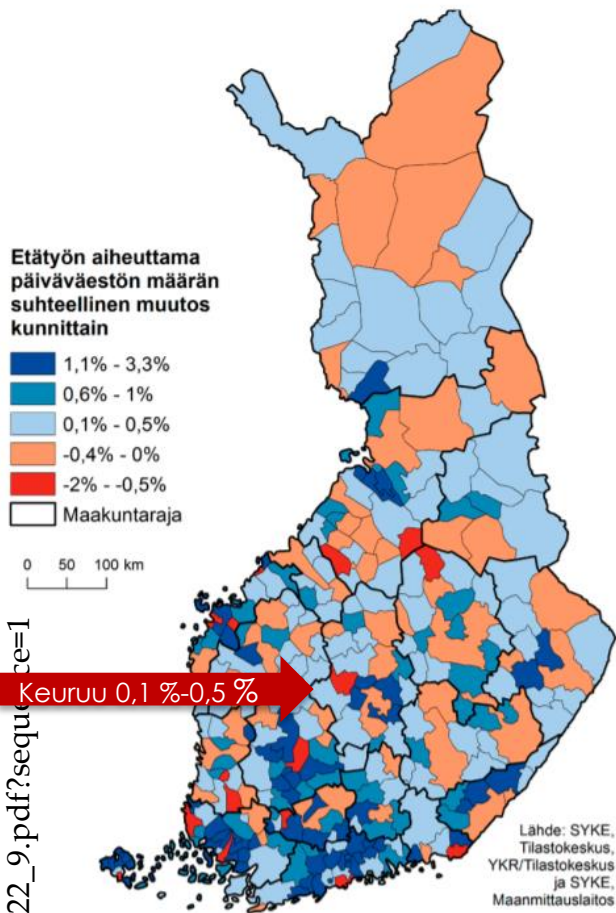
Year

Kartta 4 Tammikuu–heinäkuu 2020 väestömäärien muutos mobiilidatan perusteella



The change of population according to mobile data from January to July 2020

Kartta 2. Etätyön vaikutus päiväväestön määrään kunnittain

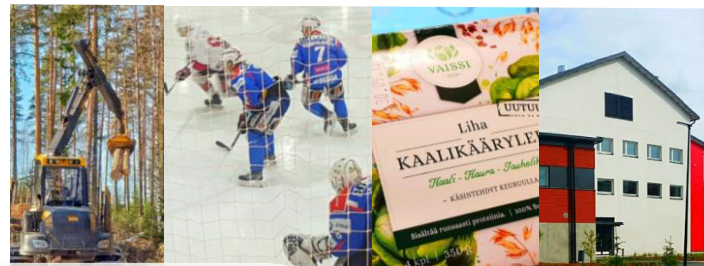


The impact of teleworking on day-time population

https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/163785/NTEAS_2022_9.pdf?sequence=1



Perspective of a small city



"The countryside is an opportunity for a safe, high-quality and happy life."





Safety

"Life in Keuruu provides peace after living in bigger, hectic cities. This is a good place to raise a child, when nature starts right from your doorstep."

Hanna
moved to Keuruu in 2020





High-quality



"The dream of living in the countryside has become stronger within these two years. The tranquility of the village, beautiful nature, people and secure job prospects make me to speak highly for the countryside."

Alina
moved to Keuruu in the summer of 2020



Happy life

"Nowadays you can telecommute in so many industries. Keuruu should invest in providing telecommuting possibilities. After moving here, I can say that my mind rests."

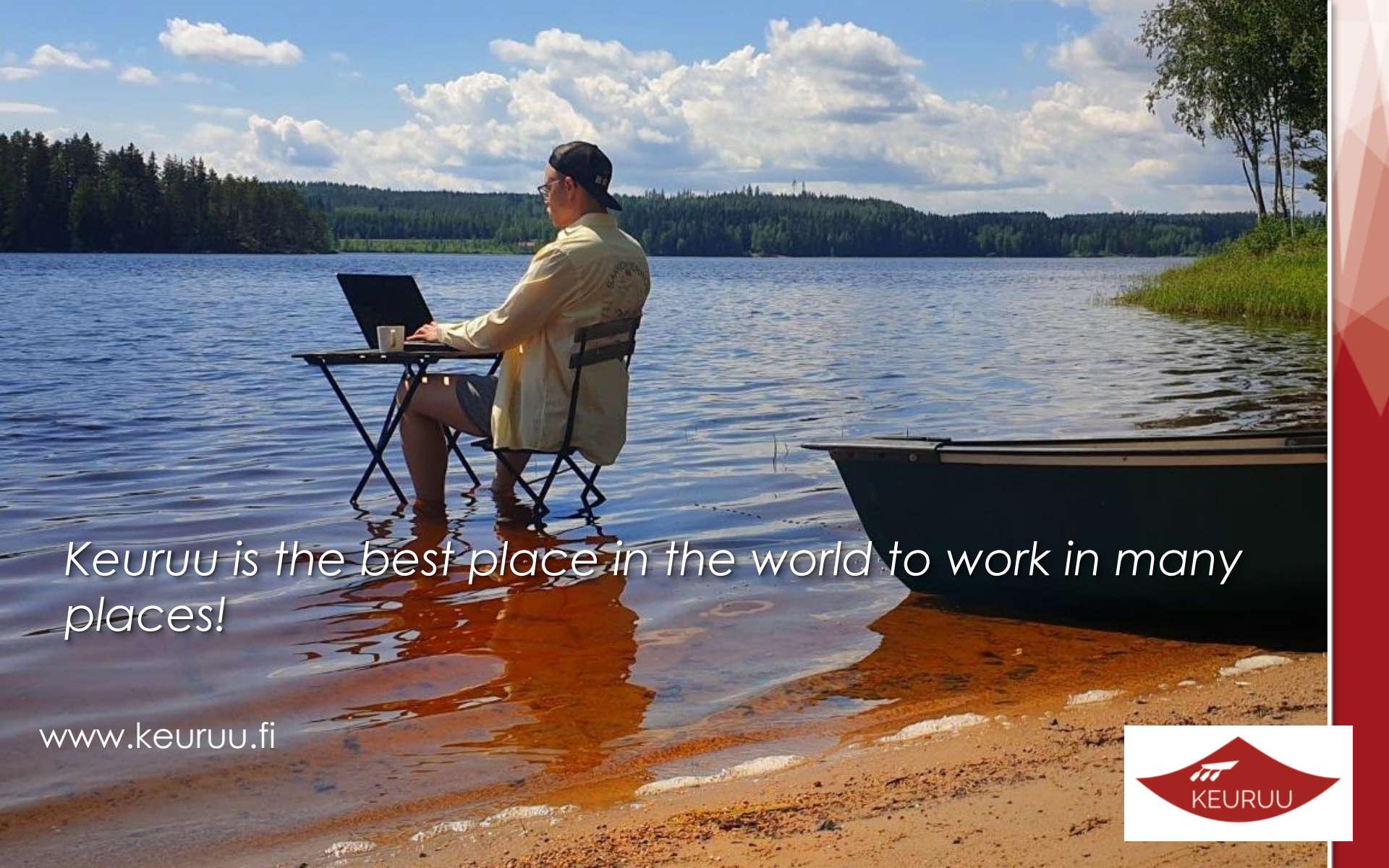
Teemu
moved to Keuruu in 2021



"Peaceful location close to nature, the price of the house, atmosphere and beautiful views affected into our decision to move in Keuruu. "

Saara
moved to Keuruu in the summer of 2021





Keuruu is the best place in the world to work in many places!

www.keuruu.fi

