A large, scenic photograph of a lake surrounded by tall, green forested hills and rocky cliffs, serves as the background for the title area.

# Virrat

TRAVEL BROCHURE



**ATTRACtIONS**  
**ACCOMMODATION**  
**SHOPPING**  
**ACTIVITIES**  
**EVENTS**

# WELCOME TO VIRRAT!

Virrat is a popular summer town right next to pure, natural waterways. Its beautiful scenery and rich cultural heritage offer much to see and experience for the whole family. The Toriseva ravine lakes, with their steep and impressive cliffs, are just three kilometres from the centre of the town. The Virrat Heritage Village on Marttinen island offers a journey into a traditional rural environment, and S/S *Tarjanne* takes you on a cruise through beautiful lake scenery along a shipping route known as the Poet's Way.

Summer in Virrat means happy people, excellent services and a wide range of summer events. The traditional Virrat Midsummer Market, the high-quality KesäVirratSoi music festival and the MuksuFestariit festival for children offer a diverse selection of events that delight locals and visitors alike, year after year. Winter activities in Virrat include ice climbing and cross-country and downhill skiing, to name just a few examples. For more things to see and experience, visit the Virrat tourism website at [www.virrat.fi/english](http://www.virrat.fi/english).

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## TOURIST INFORMATION

VMT Shopping Center  
Pirkantie 26, 34800 Virrat  
+358 3 485 1276  
[matkailu@virrat.fi](mailto:matkailu@virrat.fi)  
[www.virrat.fi/english](http://www.virrat.fi/english)

## DISTANCES

Seinäjoki 90 km  
Tampere 105 km  
Jyväskylä 110 km  
Turku 260 km  
Helsinki 280 km

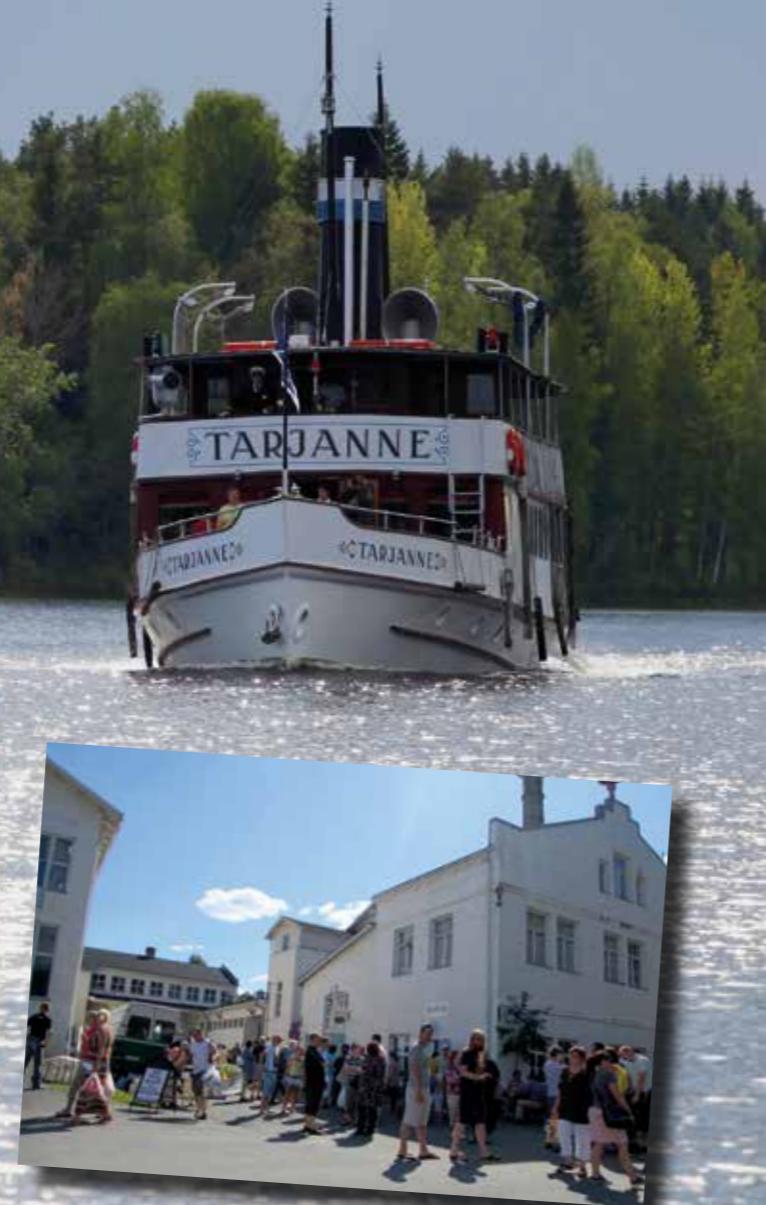
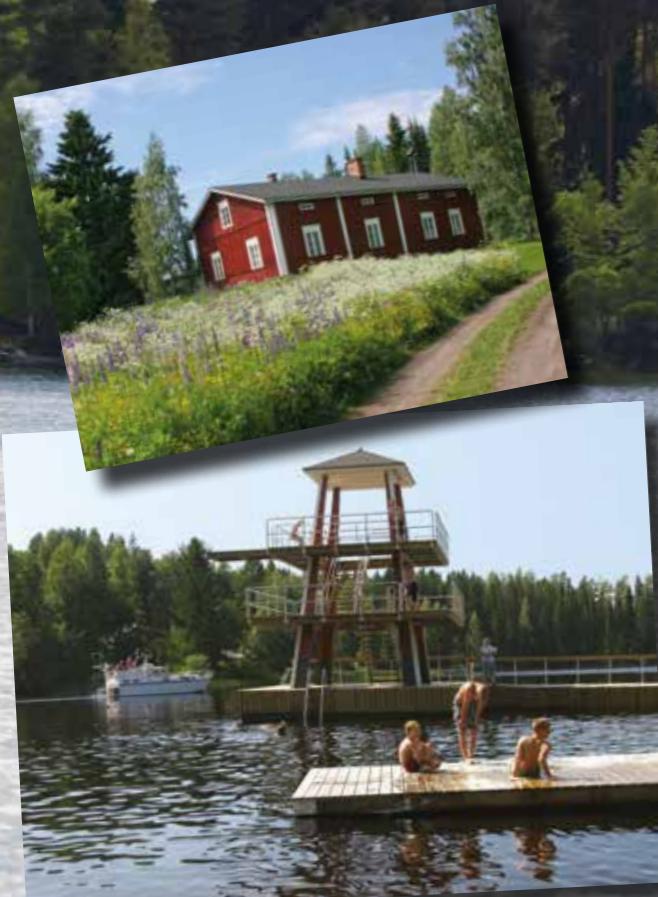
Ähtäri Zoo 50 km

Tuuri department store 50 km

Alahärmä PowerPark 140 km



# ATTRACTI0NS



## TORISEVA RAVINE LAKES AND NATURE TRAIL

The Toriseva ravine lakes attract visitors to pause and admire the breath-taking scenery. These deep ravine lakes are famous for their steep and impressive cliffs. The lakes are by main road 66, about 4 km towards Ruovesi from the centre of Virrat. The largest of the lakes is Lower Toriseva, with a length of about 1.2 km. The deepest is Middle Toriseva, at 37 metres. The famous Inkeri cliff is at the southern end of Lower Toriseva. These magnificent landscapes are home to the Toriseva Coffee Hut, established by the Lotta Svärd organisation in 1936. The coffee hut is open in the summer.

*Torisevajärventie 493, Virrat (main road 66)*

*+358 50 531 8125*

[www.kahvimaja.net](http://www.kahvimaja.net)

## VIRRAT HERITAGE VILLAGE

The Heritage Village invites you on a journey into a traditional rural environment. The Heritage Village on Marttinen island is a destination showcasing agricultural and forestry traditions. The village also includes the Taidetalo art centre, Marttinen Chapel, a 4H club facility, a nature trail, a playground, a beach and much more: demonstrations and events, guided tours and programme services, and artisans' shops and workshops. Mikontalo is the village restaurant.

### Museums:

- Rajalahti House Museum from the 1840s
- Hali Lumberjack's Cabin Museum from the 1950s

- Field fortress from the First World War
- War Veterans' Museum Room
- Canal Museum

### Herraskoski Canal

Built in 1903–1907, the Herraskoski Canal is next to the Heritage Village. It connects Lake Näsijärvi with the Toisvesi waterway. Bordered by impressive fir trees, the canal is 960 metres long. There is a canal museum in the area.

*Herrasentie 16, Virrat*

[www.marttinen.fi/perinnekyyla](http://www.marttinen.fi/perinnekyyla)

## KILLINKOSKI OLD FACTORY AREA AND THE INTO CENTRE

A diverse range of museums and exhibitions: Master photographer I. K. Inha was born in Virrat. The Into Centre in Killinkoski showcases his work not only as a photographer, but also as an author, journalist, critic and translator. Other attractions in the Old Factory area include the only ribbon industry museum in the Nordic countries; the Finnish Camera Museum, also known as "Camera Heaven"; an exhibition of old volunteer fire brigade equipment; the Tenhola Photographic Studio exhibition; a collection of old teaching materials and supplies; the Old Factory frame shop; an exhibition of nostalgic toys; a barber and hairdressing museum; the Killi Gallery; and Marjaliisa Pitkäraanta's summer atelier studio. For shopping, the area features Inka's factory outlet for ribbons, the Old Factory village bazaar and the Kirjakirppu used book shop. Admission to the area is free. The industrial area is by main road 68, midway between Virrat and Ähtäri.

*Inkantie 60, Killinkoski*

*+358 400 453 054*

[www.killinkoski.fi](http://www.killinkoski.fi)

## VIRRAT HARBOUR AND RANTAPUISTO LAKESIDE PARK

The Virrat harbour (Laivaranta) is at the northern end of the shipping route (S/S Tarjanne between Tampere and Virrat) known as the Poet's Way. The harbour is near the centre of Virrat and the local sports centre. Laivaranta has a fully rebuilt beach that is also suitable for children. The beach has a 9-metre diving tower, and the area also features a lush lakeside park and a marina (25 guest spots and 120 rental spots) with related services. Baarpuuri is a summer restaurant with a beach patio. Its services also include bicycle hire and tennis courts.

*Pohjolantie 5, Virrat*

*+358 3 485 1367 or +358 40 545 4470*

[www.baarpuuri.fi](http://www.baarpuuri.fi)

## S/S TARJANNE OPERATES BETWEEN VIRRAT AND TAMPERE

S/S Tarjanne, a legendary steamship built in 1908, operates the route known as the Poet's Way. S/S Tarjanne is the only operational passenger steamship in Finland, if not the entire world. During the trip, passengers hear the famous steam whistle and enjoy a meal and the atmosphere in a restaurant designed by Akseli Gallen-Kallela.

Named after poet Johan Ludvig Runeberg, who lived in Ruovesi in his youth, the Poet's Way runs from Tampere to Virrat via Ruovesi. Along this culturally and historically significant shipping route, passengers have an opportunity to admire the spectacular lake scenery and beautiful natural landscapes which have inspired many of Finland's best-

known artists, such as composer Oskar Merikanto; painters Akseli Gallen-Kallela, Hugo Simberg and Ellen Thesleff; and authors Lauri Viita and Aila Meriluoto. S/S *Tarjanne* can also be booked for trips outside its regular service schedule.

✉ +358 10 422 5600  
info@hopealinja.fi  
www.runoilijantie.fi

## VIRRAT CHURCH

Built under the supervision of Antti Hakola between 1772 and 1774. The altarpiece, *Christ and Mary Magdalene*, was painted by Alexandra Frosterus-Såltin in 1897. The neoclassical altar and font were designed by Ilmari Launis, and were completed between 1923 and 1925.

Of the candle chandeliers in the church, the middle is the oldest, made by Leander Helander in 1857. The oldest of the three church bells dates from 1657. The church was renovated between 1967 and 1968 and between 1993 and 1994.

Rantatie 9, Virrat  
www.virtainseurakunta.fi

## MATIAS CHAPEL

Completed in 2009, the chapel invites visitors to calm down and quietly look and listen. It is based on an open-minded, ecumenical approach: everyone is welcome.

Kappelitie 11, Virrat  
✉ +358 500 605 887, Kosti Helimäki  
www.matias-kappeli.net

## OTHER CHURCHES

**New Graveyard Chapel:** The cemetery chapel in the new graveyard was designed by Usko Nyström and was completed in 1902.

**Killinkoski Church:** This wooden church was designed by Josef Stenbäck, Finland's most famous and prolific church architect. The church was built in 1928.

**Liedenpohja Church:** Liedenpohja Church was built on the granite footings and log frame of the old Liedenpohja school. The drawings for the church were made by Voipa N. Sulkava and E. Jalava. The village church was completed and inaugurated in 1961.

## MEMORIALS

### Memorial to brothers-in-arms

The memorial in Ohtola was built by war veterans and is called *Brothers, Bring Me a Drop of Water*. It reminds later generations of the grim times of war and of the sacrifices people had to make. The memorial was designed by Major Erkki Lahti, a war veteran from Virrat, and agronomist Kaarlo J. Laaksonen, a war veteran from Lammi. (Killinkoskentie 1212)

### Martti Kitunen Memorial

The sturdy memorial to bear hunter Martti Kitunen (1747–1833) stands in the yard of Kotala House, about 15 km from the centre of Virrat (Vironkoskentie 101).

### Pro Patria

*Pro Patria* is a memorial to the people who fought at the front between 1939 and 1945 and those who supported them on the home front. The memorial is in the war grave area. (Rantatie 9)

## Memorial stone to the Virrat old people's home

The memorial stone to the people who lost their lives in the fire at the Virrat old people's home in 1979 is in Jäähdyspohja. (Lakarintie 611)

### Vaskivesi Battle Memorial

The memorial to the Vaskivesi battles in 1918 was designed by architect Onni Tarjanne. (Vaskivedentie 1490)

### Memorial to those who lost their lives for their convictions

88 people from Virrat who fought for the Reds lost their lives during the Finnish Civil War and related events in 1918. Most of the victims who fought on the losing side died in prison camps. The memorial is in the yard of Virrat Church at Rantatie 9. [www.tyovaenliike.fi/muistomerkit](http://www.tyovaenliike.fi/muistomerkit)

### I. K. Inha Memorial

In the car park by Lower Toriseva Lake.

### Memorial to those left behind in Karelia

The memorial is in the churchyard, along with the Freedom Fighter Memorial and Martti Kitunen Memorial. (Rantatie 9)

## MUSEUMS

### Virrat Heritage Village

This culturally and historically significant area is home to the Rajalahti House Museum, the Hali Lumberjack's Cabin Museum, the Canal Museum and the War Veteran Museum. Open in the summer.  
[www.marttinien.fi](http://www.marttinien.fi)

## Liedenpohja Village Museum

Open by appointment.  
Tulijoentie, Liedenpohja  
☎ +358 40 569 1836

### Local Museum

Old tools and utensils on display in a salt storage hut from the eighteenth century. Open by appointment.

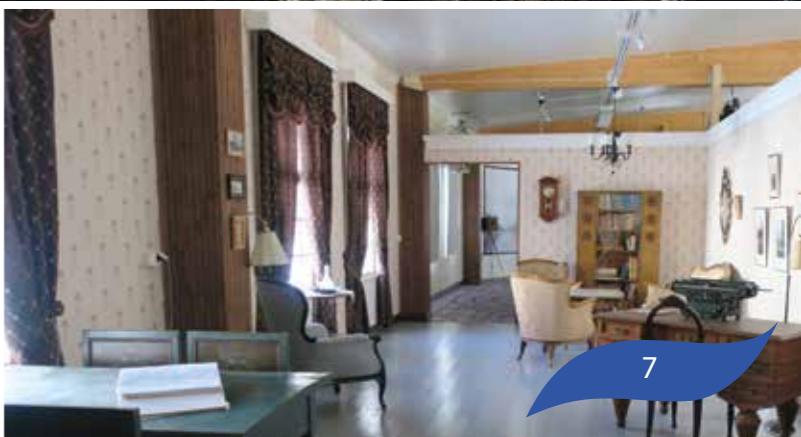
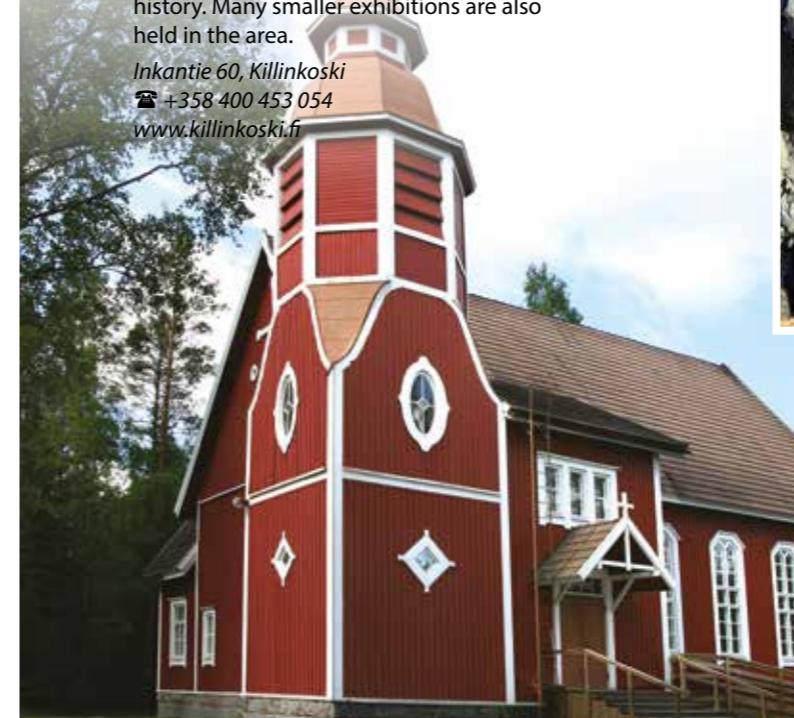
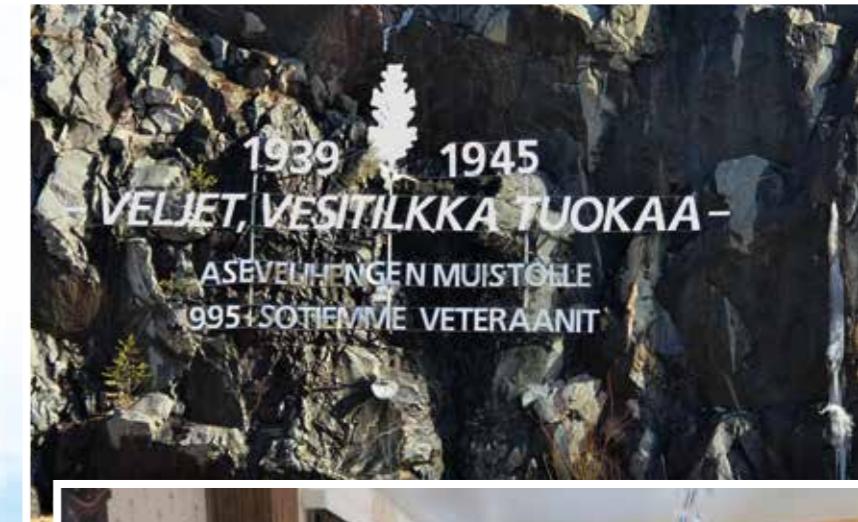
Niemi-Korhosentie 30, Kotala  
☎ +358 40 544 6170

### Killinkoski Old Factory

The Old Factory area is home to the only ribbon industry museum in the Nordic countries. The museum has old weaving machines on display, as well as thousands of ribbon and label samples.

The Finnish Camera Museum is also here, along with the Into Centre, which focuses on the work of I. K. Inha and the Nyströms, a family with a long cultural history. Many smaller exhibitions are also held in the area.

Inkatie 60, Killinkoski  
☎ +358 400 453 054  
[www.killinkoski.fi](http://www.killinkoski.fi)



# CULTURAL ATTRACTIOnS



## GALLERIES

### **Virinä Gallery**

An exhibition facility maintained by the municipality of Virrat. Exhibitions change monthly.

Pääskyntie 4, Virrat  
+358 3 485 1335

### **Kirsti's Gallery**

Works of art and postcards by artist Kirsti Koro.

Ittemäentie 56, Virrat  
+358 50 327 3845  
taide@kirstingalleria.fi  
www.kirstingalleria.fi

### **Virrat Art Boardinghouse**

Photographic exhibitions and other exhibitions by main road 66 in July.

Lakarintie 611, Jäähdyspohja  
+358 40 516 9500

### **Pirkko-Sisko Syrjänen's Home Gallery**

Paintings by Pirkko-Sisko Syrjänen.

Meijerite 13 A, Virrat  
+358 3 475 5234 or +358 40 557 8204

### **Old Factory exhibition facilities**

Killi Gallery, Mikkelikutomo exhibition hall, illustrator Marjaliisa Pitkäranta's summer atelier studio, changing exhibitions at the Finnish Camera Museum.

Inkatie 60, Killinkoski  
+358 400 453 054  
www.killinkoski.fi

## **Art House**

The Virrat Art Society's summer shop sells works of visual art, glass, pottery, textiles, handicrafts and postcards.

Virrat Heritage Village, Herrasentie 16,  
Virrat

+358 44 715 1464 or +358 50 525 2047

## **Humina Graphics Workshop**

Graphic artworks and paintings by Päivi Somppi and Tuukka Peltonen. By appointment only.

Euranientie 34, Jäähdyspohja  
+358 40 555 0242 or +358 40 715 1143

## **Catherine Sillanpää Art Atelier**

Oil paintings, pencil drawings, portraits, landscapes. Open in the summer.

Valkamantie 10, Virrat  
+358 40 547 0067  
www.csillanpaa.net



# ACCOMMODATION



## ONLINE COTTAGE SELECTION

- [www.lomarengas.fi](http://www.lomarengas.fi)
- [www.huviila.net](http://www.huviila.net)
- [www.mokit.fi](http://www.mokit.fi)
- [www.gofinland.fi](http://www.gofinland.fi)
- [www.nettimokki.com](http://www.nettimokki.com)
- [www.mokkiavain.fi](http://www.mokkiavain.fi)
- [www.mokkihaku.fi](http://www.mokkihaku.fi)

## HOLIDAY COTTAGES

### Lomasari log villas

A total of 11 villas for 7–8 people, with a view over Lake Tarjanne. The apartments have a well-equipped open kitchen, 3–4 bedrooms, 2 toilets, a sauna and a living room with a television, in addition to Wi-Fi. Pets are welcome for a small additional fee. Three of the villas are accessible to people with disabilities. A cosy accommodation option.

*Palolammintie 361, Virrat  
Reception: Herrasentie 16  
+358 3 485 1900  
[www.marttinien.fi](http://www.marttinien.fi)*

### Haapamäki Guest Farm

The Haapamäki Guest Farm is by Lake Näsijärvi. The main building, Setälä, has seven rooms for 2–4 people, with shared toilet and shower facilities. A spacious barbecue hut, a playing field, a playground and a playhouse can be found in the yard. Cottages for 3–10 people are available for rent. The sauna building by the lake has a smoke sauna, which is heated by appointment, and a continuously heated sauna for daily use. Other activities include swimming, rowing, fishing, hiking and enjoying the beautiful silence away from the hustle and bustle of daily life.

*Purrantie 147, Vaskivesi  
+358 3 475 8845  
[www.matkailutilahaapamaki.com](http://www.matkailutilahaapamaki.com)*

### Vermaa Holiday Cottages

Four traditional log cottages for 6 people. These high-quality cottages are by Lake Vermasjärvi and Lake Valkeajärvi. A movable hot tub is available for rent.

*Vermaantie 181, Virrat  
+358 3 475 9818*

### Viljamaa Holiday Cottages

In Vaskivesi in Virrat, by the peaceful and beautiful Lake Havanganjärvi, the Viljamaa log and wooden cottages offer a high-quality setting for a holiday. Each cottage accommodates 6 people. Both cottages have a sauna, a beach and a rowing boat.

*Havangantie 404, Vaskivesi  
+358 3 475 8957 or +358 50 591 3717  
[latti.lomatuvat@gmail.com](mailto:latti.lomatuvat@gmail.com)*

### Poukka Guest Farm/ Levonniemi Holiday Cottages

Log cottages for 2–6 people by Lake Näsijärvi, along the Poet's Way shipping route, in a beautiful setting. The farm has a shared lean-to for hikers and a volleyball court, and some cottages have their own badminton court. A hot tub for 8–10 people, a smoke sauna and a traditional lakeside sauna are available by appointment. The farm also has a catering service, which delivers tasty meals and delicious pastries. Distances: Virrat town centre 13 km, Virrat harbour 8 km by boat.

*Patalantie 33, Koro  
+358 3 475 9838  
[www.levonmokit.fi](http://www.levonmokit.fi)*

### Lomajärvinen

A beautiful semi-detached log house with two family apartments in a peaceful countryside setting. Each apartment has a sauna, shower and toilet, in addition to a shared lakeside sauna. The area has 16 caravan spots with electricity. Excellent opportunities for cross-country skiing. The Pukkivuori downhill slopes are about 20 km away. A tennis court is available about 3 km from the area.

*Kivimäentie 37, Kotala  
+358 3 475 9251 or +358 50 556 7435*

### Lätti Holiday Cottages

High-quality log cottages for 2–8 people by Lake Toisvesi. Available throughout the year. Each of the five cottages has a sauna, beach, rowing boat and barbecue hut.

*Rantarinnantie 31, Ohtola  
+358 400 234 939 or +358 400 773 939  
[latti.lomatuvat@gmail.com](mailto:latti.lomatuvat@gmail.com)*

### Vesaniemi Holiday Farm

Enjoy an active holiday and take time to wind down in Virrat! Villa Aalto, Villa Kaisla, Villa Helmi and Pikkuvilla Mutteri take you away from the worries of daily life all year round. These well-equipped villas, the beautiful scenery by Lake Toisvesi and some outdoor hot tubs guarantee complete relaxation.

*+358 40 8414 791  
[www.rentoutumaan.fi](http://www.rentoutumaan.fi)*

### Juhani's Cottages

Cottages available for rent in the beautiful Killinniemi at the northern end of Lake Toisvesi. Each cottage has its own lakeside sauna and rowing boat. The rent includes firewood. The cottages and saunas are only 10–15 metres from the lake.

*+358 500 953 566  
[juhaniyt@gmail.com](mailto:juhaniyt@gmail.com)  
[www.juhanintuvat.fi](http://www.juhanintuvat.fi)*

### Jussila Holiday Cottages

Two cottages and a villa in Kortesuo in Virrat, in a beautiful setting next to the Poet's Way shipping route. Beds for 6–10 people, sauna, outdoor hot tub.

*+358 50 340 3277  
[info@jussilanlomamokit.fi](mailto:info@jussilanlomamokit.fi)  
[www.jussilanlomamokit.fi](http://www.jussilanlomamokit.fi)*

## Sängenniemi Holiday Villas

Villa Kanerva, Villa Puolukka and Villa Mustikka are available throughout the year for 6–8 people each. High-quality accommodation by Lake Näsijärvi.

☎ +358 44 567 3586  
[huvilat@phpoint.fi](mailto:huvilat@phpoint.fi)  
[www.nettimokki.com/virrat/4254](http://www.nettimokki.com/virrat/4254)

## HOTELS & MOTELS

### Kitusen Kievari Motel

This cosy motel has 10 rooms with 2–4 beds. Some of the rooms have a sauna. The price includes a varied breakfast.

*At the junction of highway 23 and main road 66.*

☎ +358 3 475 2000  
[www.kitusenkievari.fi](http://www.kitusenkievari.fi)

### DomusVirrat Summer Hotel

Open in the summer. 30 rooms, up to 83 beds in total. Each room or apartment has a kitchen, toilet and shower. A peaceful location next to the church and sports ground in the centre of Virrat. About 400 m from the beach and harbour.

*Sipiläntie 3, Virrat*  
☎ +358 3 475 5600  
[hotelli@domusvirrat.fi](mailto:hotelli@domusvirrat.fi)  
[www.domusvirrat.fi](http://www.domusvirrat.fi)

### Marttinen Youth Hotel

Three separate buildings, with 25 rooms in total. Each room has 2–6 beds, a toilet and shower. The lounges in the buildings have a kitchenette and a television. A total of 107 beds. Accessible to people with disabilities.

*Herrasentie 16, Virrat*  
☎ +358 3 485 1900  
[www.marttinen.fi](http://www.marttinen.fi)

## Tarjanne House

Opposite the marketplace, about 1 km from the harbour. Accommodation in rooms for 1–2 people, with a kitchenette and a bathroom.

*Open by agreement.*  
**Virtaintie 35, Virrat**  
☎ +358 3 475 9229, +358 41 461 0165  
(groups)  
[www.tarjanne.com](http://www.tarjanne.com)  
[info@tarjanne.com](mailto:info@tarjanne.com)

## CAMPSITES & CARAVAN AREAS

### Herraskoski lakeside cottages and campsite

Three summer cottages, with a total of 14 beds. A cooking and dining hut. A Lappish-style hut, a sauna and a beach volleyball court.

☎ +358 3 485 1900  
[www.marttinen.fi](http://www.marttinen.fi)

### Vankkurimännikkö SF-Caravan

A popular caravan area with five saunas, barbecue sites, playgrounds for children, lounge areas for young people and a beach. A licensed restaurant is open during events. Excellent opportunities for hiking, fishing and other outdoor activities. Space for up to 300 caravans. Open throughout the year.

*Lakarintie 580, Virrat*  
☎ Office: +358 43 214 0014  
☎ Area Manager: +358 50 464 6646,  
+358 50 555 0369  
[toimisto@vankkurimannikko.fi](mailto:toimisto@vankkurimannikko.fi)  
[www.vankkurimannikko.fi](http://www.vankkurimannikko.fi)

## Lakari Camping

One of the oldest camping and caravan sites in Finland. Located between two beautiful lakes. Open 1.5.–30.9.

*Lakarintie 405, Virrat*  
☎ +358 400-991040  
[info@lakaricamping.fi](mailto:info@lakaricamping.fi)  
[www.lakaricamping.fi](http://www.lakaricamping.fi)

## OTHER ACCOMMODATION SERVICES

### Rajaniemi Holiday Centre

In an old vicarage in a beautiful setting by Lake Siekkisjärvi. Open throughout the year. Accommodation available in the buildings in the yard, with 36 rooms and a total of 68 beds. Banquet and meeting rooms.

*Rajaniementie 35, Virrat*  
☎ +358 3 475 5648  
[www.lakkeensaajat.fi/rajaniemenlomakeskus](http://www.lakkeensaajat.fi/rajaniemenlomakeskus)

### Kuunsilta Berry Farm

Accommodation for 8 people (4 rooms for 2 people) in an old granary, and for families of up to 6 people in the cafeteria building. A sauna and a barbecue hut are available by appointment.

*Niemikyläntie 261, Kotala*  
☎ +358 3 475 6327 or +358 40 567 7621

### Pukkila Holiday Centre

A lakeside holiday centre within walking distance from the Helvetinkolu gorge. The centre is run by the Parasta Lapsille child protection organisation. Camps, camp schools, seminars, family events, Christmas parties and other occasions.

*Pouruntie 1242, Visuvesi*  
☎ +358 9 350 8630  
[pukkila@parastalapsille.fi](mailto:pukkila@parastalapsille.fi)  
[www.lomakeskuspukkila.fi](http://www.lomakeskuspukkila.fi)

## Egyptin pyhä ja arki

A small countryside company offering opportunities and facilities for hiking, cycling, snowshoeing, fishing, swimming, bathing in a sauna and holding meetings. Accommodation in an old granary in the summer, and in "grandmother's house" all year round. In the summer, you can organise a family celebration in the barn. A smoke sauna, neural pathway massage therapy and other services are available by appointment.

*Egyptintie 272, Pohjaslahti*  
[kirsimaaria.jyvasjarvi@gmail.com](mailto:kirsimaaria.jyvasjarvi@gmail.com)  
☎ +358 40 829 4844

### Kirsti's Gallery

Accommodation in an old granary for two people, with a breakfast option.

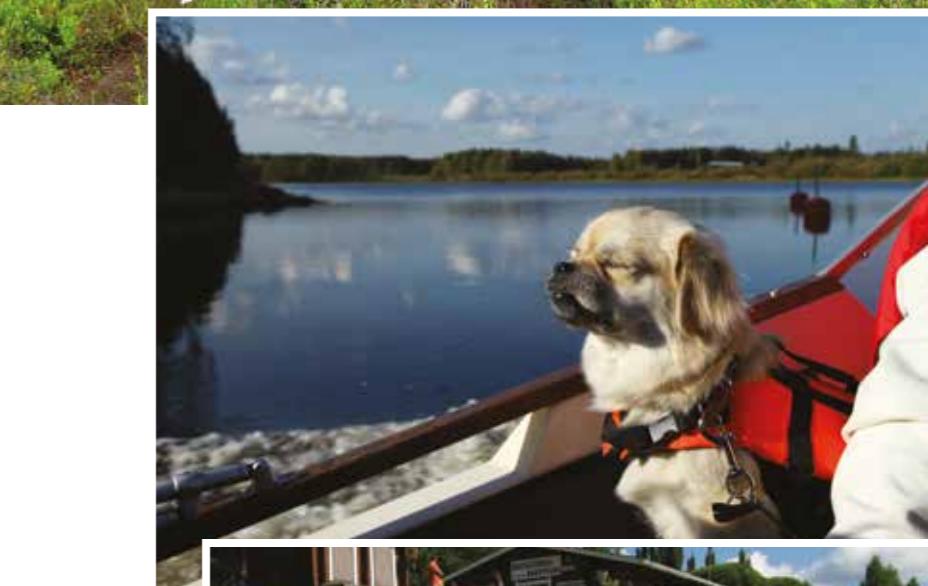
*Ittemäentie 56, Virrat*  
☎ +358 50 327 3845  
[taide@kirstingalleria.fi](mailto:taide@kirstingalleria.fi)  
[www.kirstingalleria.fi](http://www.kirstingalleria.fi)

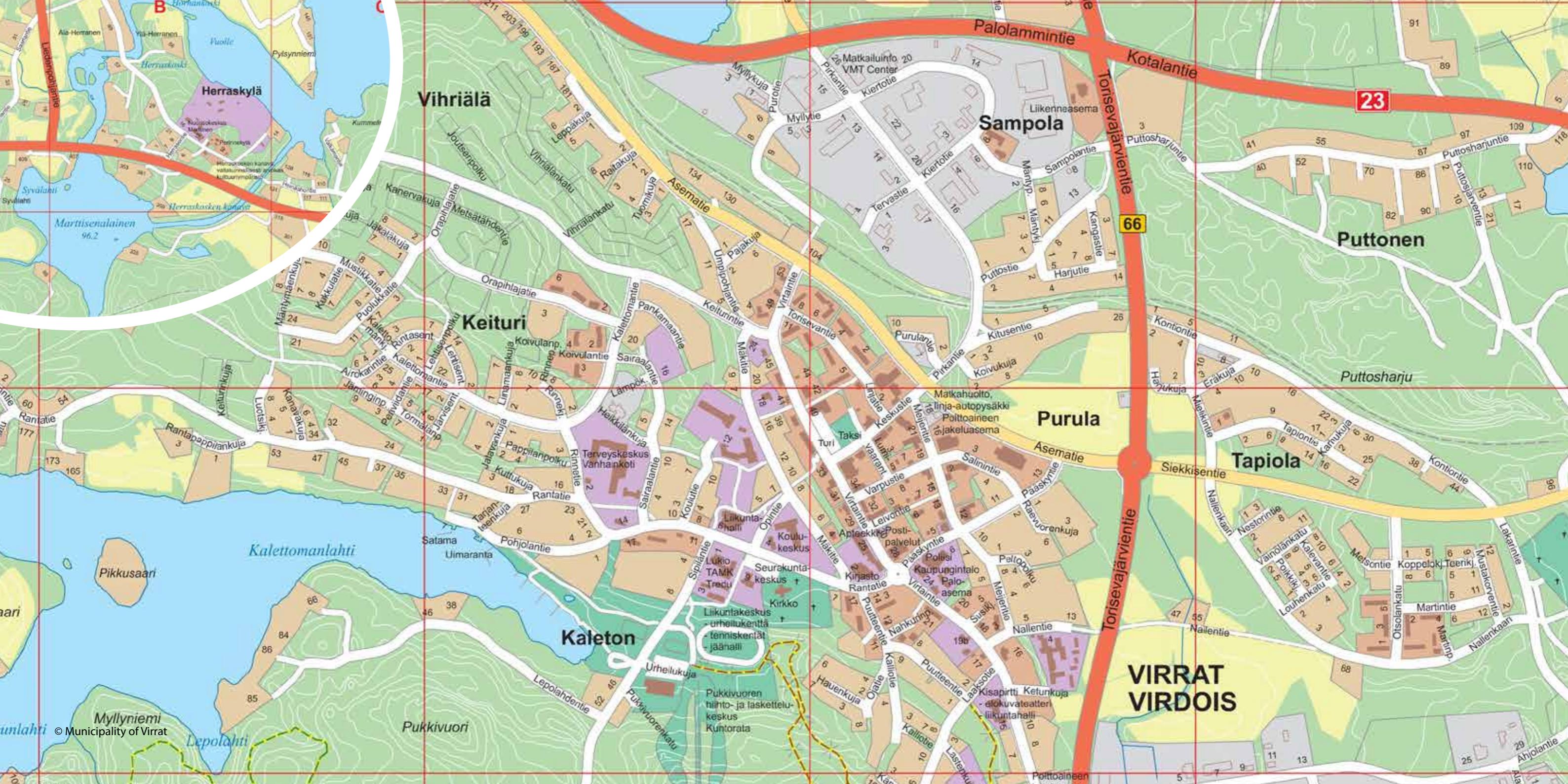
### Villa Keituri

An excellent accommodation option for families on holiday and for business travellers all year round. Two spacious, cosy apartments within walking distance from the centre, Rantapuisto park, exercise facilities and recreational areas.

The smaller apartment downstairs is suitable for 1–6 people, and has 1–2 bedrooms, a kitchen, a living room, a toilet and shower. The larger apartment is suitable for up to 11 people, with four bedrooms, a living room, a kitchen, a toilet and shower. The price includes use of the sauna facilities and the outdoor hot tub.

*Rantatie 16, Virrat*  
☎ +358 40 841 4791  
[www.rentoutumaan.fi](http://www.rentoutumaan.fi)





# RESTAURANTS & CAFES



## RESTAURANTS

### Mikontalo Restaurant

An atmospheric restaurant specialising in traditional dishes. Fully licensed, 124 seats.

Tasty, inexpensive lunch from a buffet on weekdays. An abundant, traditional Tavastia-style buffet at the weekends.

*Heritage Village, Virrat*  
+358 3 475 6560 or +358 50 558 2485  
[mikontalo@saunalahti.fi](mailto:mikontalo@saunalahti.fi)  
[www.mikontalo.fi](http://www.mikontalo.fi)

### Kitusen Kievari Restaurant

A spacious, smoke-free restaurant. Abundant breakfast and lunch buffet. Rolls burgers and meals, pizza, etc.

*At the junction of highway 23 and main road 66*  
*Sampolantie 7, Virrat*  
+358 3 475 2000  
[www.kitusenkievari.fi](http://www.kitusenkievari.fi)

### Kebab Pizzeria Dilana

Kebab, pizza, chicken dishes and salads.

*Virtaintie 25, Virrat*  
+358 3 475 3476  
[www.dilana.fi](http://www.dilana.fi)

## Baarpuuri Beach Patio

At the Virrat harbour. Open daily from 1 May long into the autumn. Events, services, menus and opening hours: [baarpuuri.fi](http://baarpuuri.fi).

Pohjolantie 5, Virrat  
+358 44 715 1367  
[baarpuuri.fi](http://baarpuuri.fi)

### Kipparin Likka

Lunch on weekdays; à la carte menu, dancing and live music on Fridays, Saturdays and Sundays. Catering services available. A banquet room and sauna facilities available for rent for meetings and evening get-togethers.

*Virtaintie 35, Virrat*  
+358 44 715 1367  
+358 44 784 4457 (table reservations)

### Pub 66

A traditional pub, disco and karaoke nights, live music. Fully licensed. Grill. Open Friday to Sunday.

*Virtaintie 29, Virrat*  
+358 3 475 4607  
[www.pub66.fi](http://www.pub66.fi)

### Virtain Ruokapaja

A lunch restaurant with 58 seats. Tasty buffet lunch. Lunch deliveries available.

*Virtaintie 36, Virrat*  
+358 3 475 5679  
[www.virtainruokapaja.fi](http://www.virtainruokapaja.fi)

### Kulmakahvila

Pizza, grill and café.  
*Keskustie 6, Virrat*  
045 8856981

## CAFES

### Kitusen Kievari

Fresh pastries, paninis and pies with coffee, tea and refreshments.

*At the junction of highway 23 and main road 66*  
*Sampolantie 7, Virrat*  
+358 3 475 2000  
[www.kitusenkievari.fi](http://www.kitusenkievari.fi)

### Center Café

Coffee and pastries. Sweet and savoury pastries available on order.

*Pirkantie 26 (VMT Center), Virrat*  
+358 50 531 8125  
[www.vmtcenter.fi/centercafe](http://www.vmtcenter.fi/centercafe)

### Vilénin Leipomo

A bakery with a shop and café.

*Kiertotie 4, Virrat*  
+358 3 475 2900  
[www.vileninleipomo.fi](http://www.vileninleipomo.fi)

### RasinTupa

A coffee shop in Vaskivesi. Pizza Day on Fridays and Saturdays. Catering services and private events. Open Tuesday to Sunday.

*Vaskivedentie 1482, Vaskivesi*  
+358 44 5935 557  
[www.satuluomus.fi/rasintupa](http://www.satuluomus.fi/rasintupa)

### Cafe Virtainportti

A coffee shop in Vaskivesi.

*Vaskivedentie 1415, Vaskivesi*  
045 207 5551

## SUMMER CAFES

### Heritage Village ice cream kiosk and patio café

Ice cream, sweets, cold beverages, coffee and pastries.

*Heritage Village, Herrasentie 16, Virrat*  
[www.marttinen.fi/perinnekyyla](http://www.marttinen.fi/perinnekyyla)

### Toriseva Coffee Hut

The coffee hut is on a vantage point in a beautiful setting by Lower Toriseva Lake. Established by the Lotta Svärd organisation in 1936, the coffee hut has served customers for 75 years. The pastries are baked on-site, and the coffee is made in a traditional Finnish coffee pot.

*Torisevajärventie 493, Virrat*  
+358 3 475 5330 or +358 50 531 8125  
[www.kahvimaja.net](http://www.kahvimaja.net)

### Wanhan Tehtaan Kuppila

An atmospheric café in a museum.

*Inkantie 60, Killinkoski*  
+358 400 453 054  
[www.killinkoski.fi](http://www.killinkoski.fi)

### Golfkentän Kolokahvila

*Lakarintie 350, Virrat*  
+358 3 475 3666  
[www.torisevagolf.fi](http://www.torisevagolf.fi)

### Baarpuuri Beach Patio

Coffee, ice cream, refreshments. Sauna available by appointment.

*Pohjolantie 5, Virrat*  
+358 44 715 1367  
[baarpuuri.fi](http://baarpuuri.fi)

# ACTIVITIES

## SPORTS FACILITIES

### Multipurpose sports centre

Sports ground, full-size grass field, 8/6-lane track with Novotan coating, beach volleyball courts, tennis courts, ice stadium, outdoor skating rink, network of skiing tracks and exercise trails, downhill slope, beach nearby, etc.

*Sipiläntie 24, Virrat*

### Marttinen Youth Centre

Programme services and events for children and adults all year round. Archery, canoeing, climbing, wall climbing, ice climbing, zip-lining, etc. Available for groups by appointment.

*Herrasentie 16, Virrat*

**+358 3 485 1900**

[www.marttinen.fi](http://www.marttinen.fi)

### Sports hall

The sports hall offers facilities for ball games and gymnastics in its different forms. Seats for nearly 450 spectators. The hall has a ball game facility, a gym, a dance studio with mirrors, squash courts, a straight running track and a cafeteria.

*Rantatie 6, Virrat*

**+358 3 485 1360**

[www.harrastustenvirrat.fi/yhteystiedot](http://www.harrastustenvirrat.fi/yhteystiedot)

### Virrat Ice Stadium

Reservations can be made at Virtain Kiekko-Karhut, the local ice hockey club. Reservations are available for events,

health-promoting exercise and exercise aimed at maintaining working capacity, for example.

*Urheilukuja 1, Virrat*

**+358 50 576 2290**

[www.virtainkiekkokarhut.fi](http://www.virtainkiekkokarhut.fi)

### Pukkivuori ski centre

Pukkivuori downhill skiing centre and a network of skiing tracks meeting international requirements. Maps for cross-country skiing, orienteering and hiking are available from the tourist office.

*Urheilukuja 1, Virrat*

**+358 440 900 965**

[www.pukkivuori.fi](http://www.pukkivuori.fi)

### Virtain Kisapirtti

Gym, aikido, volleyball, tennis, group exercise sessions with an instructor.

*Virtaintie 15, Virrat*

**+358 3 475 5381 or +358 50 586 7350**

[virt@virtainurheilijat.fi](mailto:virt@virtainurheilijat.fi)

[www.virtainurheilijat.fi](http://www.virtainurheilijat.fi)

### Kuntostudio Gym

*Keskustie 7, Virrat*

**+358 400 632 088**

## PUBLIC BEACHES

### Kalettomalahti outdoor swimming pool

Marina, restaurant, diving tower.

*Laivaranta, Pohjolantie 7, Virrat*

### Killinkoski outdoor swimming pool

*Vuolteen tie, Killinkoski*

### Herranen beach

*Lomasari Marttinen*

*Palolammintie 359 B, Virrat*

## TENNIS

### Outdoor courts

The area has two clay courts. Reservations can be made at the Baarpuri beach patio.

*Sipiläntie 20, Virrat*

**+358 3 485 1367**

[www.baarpuri.fi](http://www.baarpuri.fi)

### Indoor court

*Virtain Kisapirtti*

*Virtaintie 15, Virrat*

**+358 50 586 7350**

[www.virtainurheilijat.fi](http://www.virtainurheilijat.fi)

## CLIMBING

Virrat offers excellent opportunities for outdoor and indoor climbing. In the winter, the options include ice climbing in a natural environment or at the Marttinen ice-climbing tower.

*Herrasentie 16, Virrat*

**+358 3 485 1900**

[www.marttinen.fi](http://www.marttinen.fi)

## GOLF

### Virrat Golf

A golf course with nine fairways, par 68.

*Lakarintie 350, Virrat*

**+358 3 475 3666**

[www.torisevagolf.fi](http://www.torisevagolf.fi)

### Disc golf

A disc golf course with eight targets.

*Urheilukuja 1, Virrat*

**+358 3 485 1360**

## HORSE RIDING

In addition to several smaller stables, Virrat has a riding school (Mallatin Ratsutila) approved by the Equestrian Federation of Finland.

[www.virtainratsastajat.fi](http://www.virtainratsastajat.fi)



## HIKING & NATURE TRAILS

### Toriseva nature trail

This nature trail (6.5 km) runs amidst the impressive scenery of the Toriseva ravine lakes. More detailed information and maps are available from the Virrat tourist office and the Toriseva Coffee Hut.

*Torisevajärventie 493 (main road 66),  
Virrat*

[www.virrat.fi/english](http://www.virrat.fi/english)  
[www.kahvimaja.net](http://www.kahvimaja.net)

### Marttinen island nature trail

Maps of the Marttinen island nature trail are available from the reception desk at the Marttinen Youth Centre, along with exercises to complete along the trail. Sites along the trail include a field fortress area, for example.

*Herrasentie 16, Virrat  
+358 3 485 1900*

### Myllyoja forest trail

You can access the Myllyoja forest trail by driving along Sipiläntie from the centre of Virrat, turning right at the top of Pukkivuori and driving to the end of the gravel road (about 1 km). The trail runs for about 2 km and features many types of natural environment along the way. The trail is also suitable for children.

[www.virrat.fi/english](http://www.virrat.fi/english)

### Pirkka Taival

Pirkka Taival is a network of hiking trails in the northern Tampere Region that is divided into shorter routes. Its total length is 300 km. The routes are part of the E6 European long-distance path.

### Other nature trails

You will also find nature trails in the Kotala rapids area and in the Lakeisneva primeval forest area (signposted from Itämerentie in Kotala).

## FISHING

We offer pure water and well-maintained settings. Fishing sites are accessible by car and are near services. The shores are easy to navigate.

### Herraskoski and Upper Toriseva

*Herrasentie 63, Virrat (Herraskoski)  
Torisevajärventie 360, Virrat (Toriseva)  
Permits: Teboil Virrat, Meijeritie 22.  
[www.urheilukalastajat.net](http://www.urheilukalastajat.net)*

### Kotala rapids

*Kitus, Vehmas and Koskela rapids.  
Permits: Kotala village shop,  
Vironkoskentie 72, Kotala  
[www.kotalankosket.com](http://www.kotalankosket.com)*

## BOATING

There are marinas in the harbour (Laivaranta), above and below the Herraskoski Canal and in the village of Koro. More information is available from the Virrat tourist office and the harbour.

*+358 3 485 1276 (tourist office)  
+358 3 485 1367 (harbour)*

## CANOEING

### Retkivevä

Guided canoeing trips. Kayaks available for rent. Adventure services. Fatbikes available for rent.

*+358 40 546 8526  
[retkiveva.fi](http://retkiveva.fi)*

## DANCE PAVILIONS

Traditional Finnish dance pavilions with live music provide an ideal setting for a nice evening out in the summer.

### Vehkakoski Lakeside Dance Pavilion

*Vehkalinnantie 30, Pohjaslahti  
+358 50 586 7350  
[www.vehkakoski.fi](http://www.vehkakoski.fi)*

### Myllyniemi Dance Pavilion

*Havangantie 153, Vaskivesi  
+358 400 636 005  
[www.myllyniemenlava.fi](http://www.myllyniemenlava.fi)*

### Virrat Lakeside Dance Pavilion

*Torppakyläntie 65, Virrat  
+358 45 1285 546  
[www.virtainhiiekkaranta.fi](http://www.virtainhiiekkaranta.fi)*

## CINEMA

### Virtain Pirtti Cinema

*Virtaintie 51, Virrat  
+358 43 214 0085  
[www.virtainpirtti.fi](http://www.virtainpirtti.fi)*



# EVENTS

VIRRAT OFFERS A WIDE RANGE OF EVENTS FOR THE WHOLE FAMILY, FROM TODDLERS TO GRANDPARENTS

## Midsummer in Virrat

A Midsummer event for the whole family is held on Midsummer's Eve in the Virrat Heritage Village. The programme includes a traditional market and a wide range of other activities and performances.

## KesäVirratSoi music festival

A weekend of high-quality concerts in July, with performances in different parts of the town, including a blues concert (Rantapuistopluus) at the harbour (Laivaranta).

## MuksuFestarit

A summer event for the youngest members of the family on the first weekend in July.

## Kotala Bear Market

Local products available for sale. A multifaceted programme. At Kotala House in July.

## Virrat for Veteran Vehicles

An event for owners of veteran vehicles and their cars. More information: [www.ypmry.fi](http://www.ypmry.fi).

## Killinkoski Market Days and collectors' event

An event with a multifaceted programme for the whole family. Car-boot sale. At the Old Factory (Wanha tehdas) on the last weekend in July.

## TilkkuVirrat

A handicrafts festival. Exhibitions, courses and lectures. July–August.

## Venetian Festival

A free music festival for everyone at the Killinkoski Old Factory (Wanha tehdas) at the end of August.

## More information:

- *Suomenselän Sanomat* summer supplement
- [www.virrat.fi/ajankohtaista](http://www.virrat.fi/ajankohtaista)



# LOCAL PRODUCTS

PURE, FRESH LOCAL DELICACIES DIRECT FROM LOCAL PRODUCERS

## Kangasmäen Highland

Highland beef products.

Töllintie 144, Kotala  
+358 40 756 9296  
[www.kangasmaenhighland.com](http://www.kangasmaenhighland.com)

## Joutsenjärvi organic farm

Strawberries, redcurrants, potatoes, vegetables, root vegetables, cabbages.

Kurjenkyläntie 1093, Kurjenkylä  
+358 400 500 8326  
[www.joutsenjarvi.fi](http://www.joutsenjarvi.fi)

## Niinivehmas & Tallila Agricultural Enterprise

Eggs.

Pihtisalmentie 415, Vaskivesi  
+358 50 523 6371

## Ylä-Härkönen Sheep Farm

Lamb, sheepskins, wool  
Vaskivedentie 243, Virrat  
+358 44 261 3660  
[facebook.com/ylaharkonen](http://facebook.com/ylaharkonen)

## Ylä-Koro Farm

Highland beef products.  
Vaskuuntie 4, Koro  
+358 50 304 7625  
[www.ylakorontila.fi](http://www.ylakorontila.fi)

## Kuunsilta Berry Farm

Blackcurrants, blackcurrant juice. Catering and cafeteria services for groups by appointment.

Niemikyläntie 261, Kotala  
+358 40 567 7621  
[www.koti.mbnet.fi/anjav](http://www.koti.mbnet.fi/anjav)

## Jussila Berry Farm

Berries, nectars and jellies.  
Patalantie 158, Koro  
+358 3 475 9855  
[www.marjatila.jussila.org](http://www.marjatila.jussila.org)

## Mustan Sonnin Tila

Organic beef.  
Sysinevantie 77, Liedenpohja  
+358 400 660 625  
[www.mustasonni.fi](http://www.mustasonni.fi)

## RasinTupa

Ammumelli toffees.  
Vaskivedentie 1482, Vaskivesi  
+358 44 241 2085  
[www.satuluomus.fi](http://www.satuluomus.fi)

Products from farms by agreement. More local products (such as apple syrup, sea buckthorn jelly and Kanavan Kille bread by J. L. Runebergin Herkut) are available in shops in the centre of the town.



# SHOPPING

## FOOD PRODUCTS

### S-Market Virrat

Pääskyntie 13

### K-Supermarket Virrat

Virtaintie 28

### Killin Jähti

Inkantie 45, Killinkoski

### Kotala village shop

Vironkoskentie 72, Kotala

### Cafe Virtainportti

Vaskivedentie 1415, Vaskivesi  
+358 207 5551

### R-Kioski

Keskustie 2

## CLOTHES

### Vaatetusliike Tamminiemi

Clothes for women and men

Virtaintie 34

### Symppis

Clothes for women

Virtaintie 35

## Annuli

Clothes for women; shoemaker and key copying services by Suutari 66

Virtaintie 35

## RETAIL SHOPS

### Löytötex

Clothes, textiles, home supplies  
Keskustie 2

### Tokmanni

Clothes, textiles, home supplies  
Asematie 15

## SPECIALITY SHOPS

### Asetalo gun shop

Keskustie 7  
[www.asetalo.com](http://www.asetalo.com)

### Virrat-Kirja book shop

Virtaintie 35  
[www.virrakirja.fi](http://www.virrakirja.fi)

### VMT Shopping Centre

Shops and a coffee shop.  
Pirkantie 26  
[www.vmtcenter.fi](http://www.vmtcenter.fi)

## Helmien Talo

Jewellery and accessories  
Tupparintie 27

[www.helmientalo.fi](http://www.helmientalo.fi)

## Alko

Liquor store  
Pääskyntie 13

## Taitokeskus Virrat

Gifts, handicraft supplies  
Virtaintie 36

## Virtain Pala

Drapery shop  
Virtaintie 35

## VIPstore Center

Pet supplies  
Killinkoskentie 23  
[www.vipstore.fi](http://www.vipstore.fi)

## Foto-Riitta

Photographic studio, framing services,  
supplies  
Virtaintie 35

## Kuvaamo Into

Photographic studio, frames, supplies  
Virtaintie 32  
[www.kuvaamointo.fi](http://www.kuvaamointo.fi)

## Kaluste Katja, Stemma

Furniture  
Keskustie 1

## Virtain Moottorisaha

Machines and supplies for forestry,  
gardening, boating and leisure activities  
Salinintie 2  
[www.virtainmoottorisaha.fi](http://www.virtainmoottorisaha.fi)

## Virhydro

Tools, machines, workwear and work  
shoes  
Pirkantie 22  
[www.virhydro.fi](http://www.virhydro.fi)

## K-Rauta hardware store

Lantmännän Agro Virrat  
agricultural store

Meijeritie 16

**Purran Kukka- ja  
Hautauspalvelu**  
Meijeritie 14  
[www.purrankukkajahautaus.fi](http://www.purrankukkajahautaus.fi)

## Kukka-Riitta

Florist, funeral services  
Varpustie 1  
[www.kukkariitta.fi](http://www.kukkariitta.fi)

## Virtain Pesupalvelu Oy

Laundry service  
Virtaintie 47  
[www.virtainpesupalvelu.fi](http://www.virtainpesupalvelu.fi)

## Heritage Village summer shops

Idyllic small shops  
Herrasentie 16

## SERVICE STATIONS

### Neste Oil Express

At the junction of highway 23 and main  
road 66 +358 3 475 2000

### GULF, VMT Shopping Center

Pirkantie 26, 34800 Virrat

### Virtain TB-huolto & Matkahuolto

Meijeritie 22, Virrat  
+358 3 475 5460

### Vaskipalvelu

Vaskivedentie 1415, Vaskivesi  
+358 3 475 8950  
[www.vaskipalvelu.fi](http://www.vaskipalvelu.fi)

### ABC automatic service station

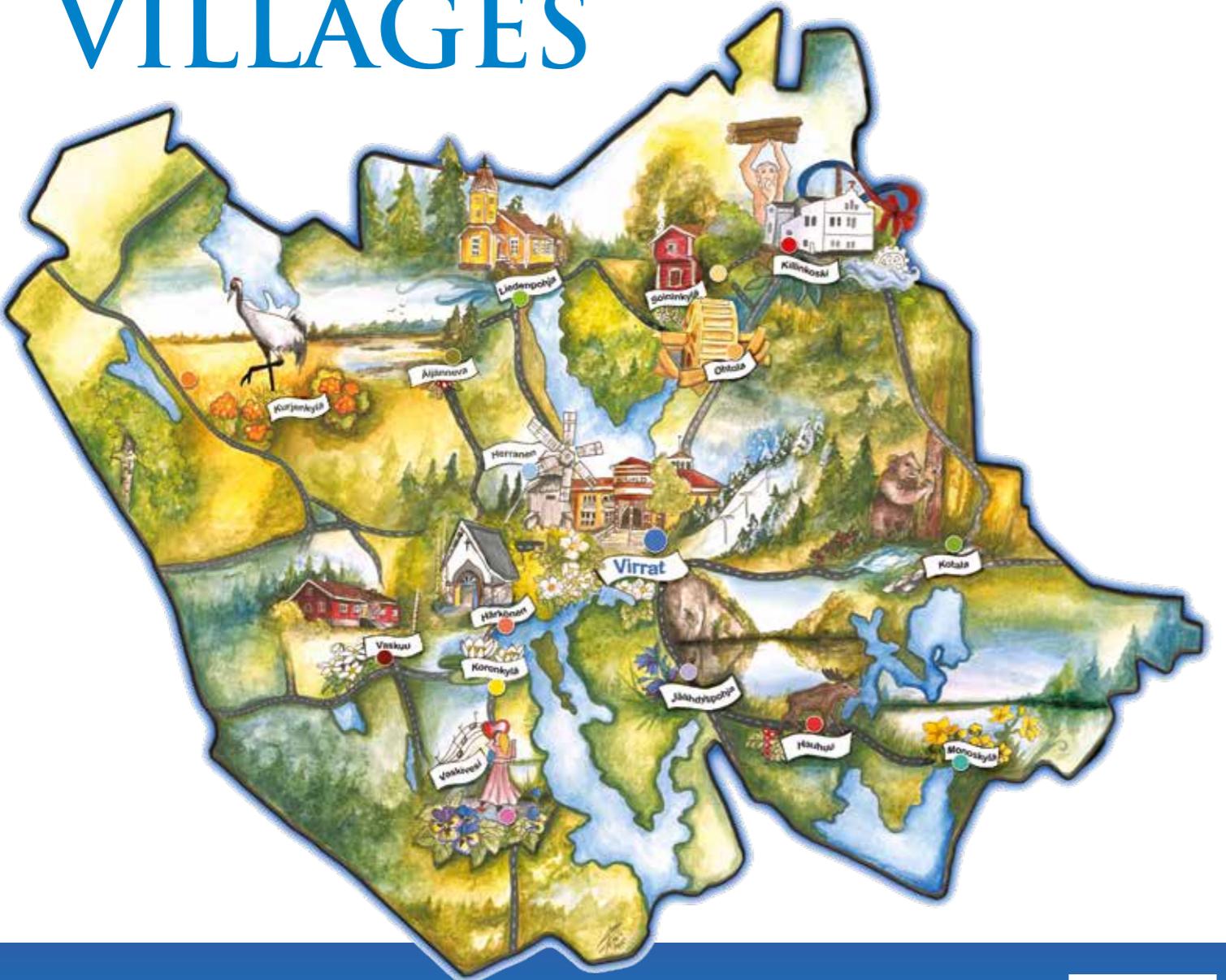
Virtaintie 2, Virrat

## ATMs

- K-Supermarket, Virtaintie 28
- Osuuspankki bank, Virtaintie 40
- S-Market Virrat, Pääskyntie 13



# VILLAGES



FOR MORE INFORMATION, VISIT  
[WWW.VIRRAT.FI/MATKAILU/VIRTAINKYLAT](http://WWW.VIRRAT.FI/MATKAILU/VIRTAINKYLAT)  
[WWW.VIRTAINKYLAT.NET](http://WWW.VIRTAINKYLAT.NET)



## HERRANEN

Herranen is about 5 km west of the centre of Virrat, between Lake Toisvesi and Lake Tarjanne. These natural waterways are connected by the **Herraskoski Canal**, one of the most beautiful canals in Finland. The Canal Museum, which is part of the Heritage Village, is at the upper end of the lock.

The **Heritage Village** is a museum area on Marttinen island, showcasing agricultural and forestry traditions. Its sites include the Rajalahti House Museum, the Hali Lumberjack's Cabin Museum, the War Veteran's Museum Room and several historic buildings. On the same island, the **Marttinen Youth Centre** offers a wide range of tourist, programme, meeting and banquet services throughout the year.

The Heritage Village also has a restaurant specialising in traditional dishes, various art and handicraft shops, a 4H facility and a summer kiosk. In addition, exhibitions and events, such as the Midsummer market, are organised in the summer.

There are a few marina spots and a public beach next to the Heritage Village. The beautiful **Herraskoski rapids**, a popular fishing site among anglers, is at the opposite end of the island, along with a nature trail and a birdwatching tower.

## KOTALA

The **Kotala rapids**, another popular fishing site, are in the **home village of bear hunter Martti Kitunen**. The artefacts in the old salt storage hut exude history, as does the collection of coffee jars at the local museum. Hikers can take a little break in one of the three Lappish-style huts in the village. The village shop sells local products and has a public computer with an Internet connection, in addition to an information point. Permits for fishing in the rapids are available from the village shop. Kotala House serves as a venue for several annual events and bazaars.

## KILLINKOSKI

The **Killinkoski Old Factory area** has a wide selection of museums and exhibitions, all with free admission. These include the Into Centre; the only ribbon industry museum in the Nordic countries; the Finnish Camera Museum, also known as "Camera Heaven" (Kamerataivas); the Camera Heaven Gallery with monthly photography exhibitions; *Nostalgic Toys* (an exhibition of teddy bears and toys); a barber and hairdressing museum; a collection of old voluntary fire brigade equipment; illustrator Marjaliisa Pitkäraanta's summer atelier studio; the Killi Gallery; a collection of old teaching materials and supplies; a jumble sale and the Kirjakirppu used book shop; an atmospheric museum café; and a frame workshop.

The beautiful village area is also worth exploring, as is the Killinkoski Church, a wooden church from 1928, designed by **Josef Stenbäck**, Finland's best-known church architect.

## JÄÄHDYSPOHJA

The village boasts the **Toriseva ravine lakes** and a broad range of tourist services. Jäähdyspohja is a busy travel and summer destination, as well as being a village with a lively cultural scene, including art galleries, art exhibitions and summer cafés. Jäähdyspohja offers a wide range of accommodation services, in addition to a campsite and a caravan area. Outdoor activities include the Toriseva nature trail and Pirkan Taival, which also offers excellent opportunities for picking berries and mushrooms. A beach and a landing area for boats can be found near the old school in Euraniemi.

The village offers plenty to see and experience, including the old village area with its mills and the Lakarinharju esker, as well as the Oraniemi ruins from the Bronze Age for adventurers who want to explore the area on their own. Jukola Village House features **I. K. Inha's photographic exhibition**, to name just one example.

## VASKIVESI

The beautiful field, forest and waterway scenery of Vaskivesi invites visitors to try fishing, hunting and hiking. The Pirkan Taival hiking trail and the E6 European long-distance path run through the village. Exercise opportunities also include sports grounds and volleyball courts, as well as a beach, and skiing tracks and a skating rink in the winter. The **Myllyniemi** pavilion is regarded as Finland's most beautiful lakeside dance pavilion. The **Kesämakasiini** summer bazaar sells local food, pastries and handicrafts. It also features a jumble sale.

## HÄRKÖNEN

Interesting attractions also include Kirsti's Gallery and **Matias Chapel**, as well as the Keituri railway bridge. The village has a beach and marina spots. Exercise opportunities include the Pirkan Taival hiking trail and the Kalevankierros skiing track, to name just two examples.

## OHTOLA

Ohtola has an old shingle mill that runs on water and machine power in the traditional way. Demonstrations are organised twice a week in the spring, in connection with work parties. Ohtola is also the location of a memorial to brothers-in-arms. This memorial is called *Brothers, Bring Me a Drop of Water*.

## KURJENKYLÄ

Kurjenkylä is a village of around 300 people, bordering Virrat to the west and southwest. The village landscape is characterised by lakes and peatland, and the **Kurjenjoki River** runs through the village. In a watershed, the old Kurjenkylä school is a popular venue for banquets and other special events.

# IMPORTANT PHONE NUMBERS

EMERGENCY NUMBER ☎ 112

Public healthcare centre, Sairaalantie 1 ☎ +358 3 485 3200

Pharmacy, Virtaintie 30 ☎ +358 3 474 0180

Taxi ☎ 0100 2020

Matkahuolto bus station, Meijeritie 22 ☎ +358 3 475 5460

Town hall, Virtaintie 26 ☎ +358 3 485 111

Veterinarian, Sairaalantie 1 ☎ +358 44 715 1351



## PUBLISHER

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Hannakaisa Raiskinmäki

Marttinen Youth Centre

## TOURIST INFORMATION

VMT Shopping Center

Pirkantie 26, 34800 Virrat

☎ +358 485 1276

[matkailu@virrat.fi](mailto:matkailu@virrat.fi)

[www.virrat.fi/english](http://www.virrat.fi/english)

4/2020

