

arctic
LAKELAND
FINLAND

Hanna Linjala
22.5.2024 Ukkohalla

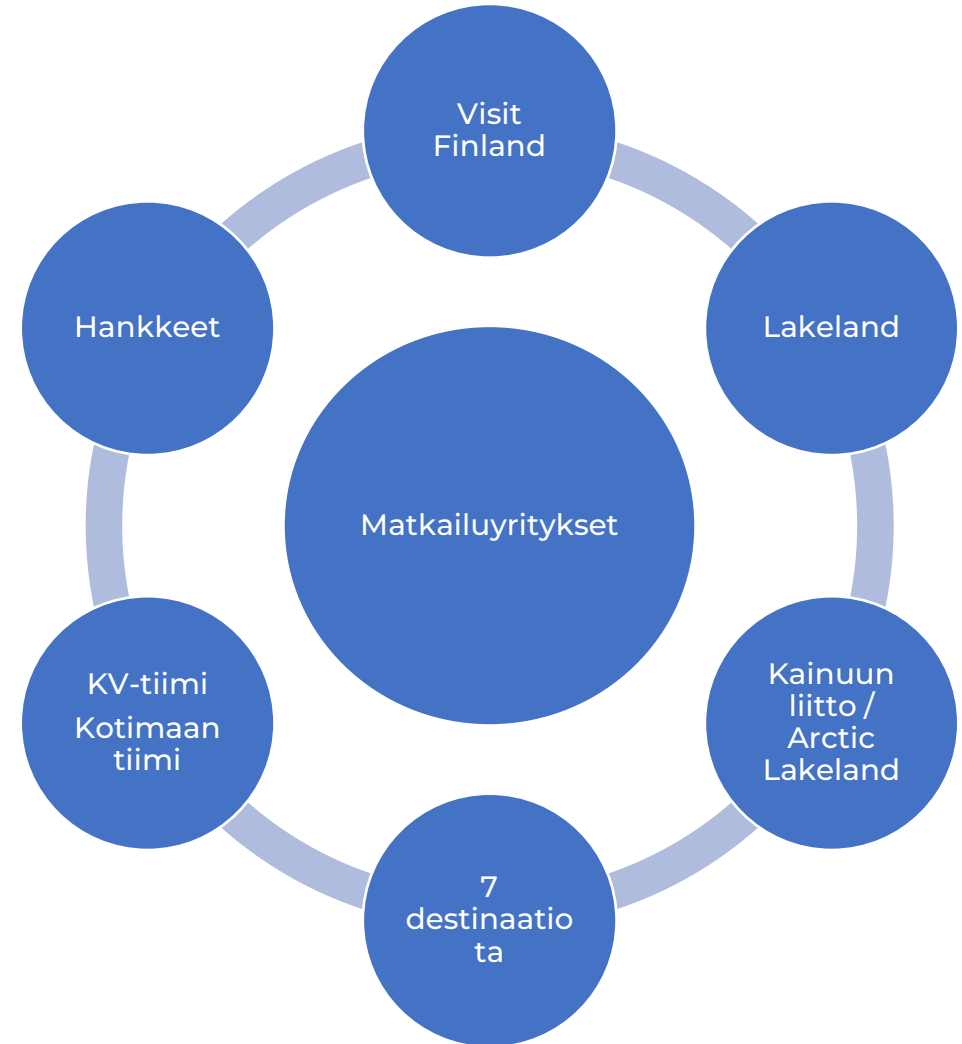
A promotional image for Arctic Lakeland. The left side shows a couple standing in front of a small, round wooden cabin on a frozen lake under a clear blue sky. The right side shows a sunset over a lake with a forest in the background. The text is overlaid on the image.

Arctic Lakeland –

Missä mennään Kainuun matkailussa nyt?

Historia ja yhteistyö

- 2018 Yhteinen tahtotila yhteistyölle ja pitkäjänteiselle kehittämiselle
- 2019 Visit Finland LAKELAND yhteistyö
- 2019-2020 Arctic Lakeland konseptin ja brändin kehittäminen
- 2020-2021 sitoutuminen yhteismarkkinointiin
- 2/2020 Arctic Lakeland koordinaattori
 - 100 000 € / vuosi yhteismarkkinointiin
 - "virtuaalinen" budjetti
- 2021 Tavaramerkkipäätös Arctic Lakeland
- Toimintamallien rakentaminen mm. matkanjärjestäjävieraiden tutustumismatkoihin ja kv-tapahtumaosallistumisiin
- Hanketyöllä vaikuttavuutta kehittämistyöhön
- Saavutettavuuden kehittäminen Visit Finland 7 askelta suoriin reittilentoihin -kehitysmallin mukaan



Welcome

TO ARCTIC LAKELAND

Arctic Lakeland is where Lapland meets Lakeland offering the best sides of Finland. We are part of Lakeland Finland, Europe's largest lake district. Arctic Lakeland is a region of wild contrasts and 4 distinct seasons offering something different in each season. With fewer crowds and better value for money, Arctic Lakeland is a destination to be discovered in Kainuu, Finland. All of our 7 key regions are easily reached within 30 min-2.5 hr transfer from Kajaani airport.

Escape the ordinary and experience our lakes, vast forests, winter wonderland and Midnight sun magic – Arctic Lakeland is a hidden gem awaiting you.



2019 Yhdessä määritellyt

Vetovoimatekijät

Metsät, vaarat, järvet

Aitous

Aito, luonnollinen,
rauhallinen

Rajan eksotiikka ?

Paikallinen kulttuuri

Go active
four seasons

Authentic

Locals, Experiences, Original Finnish culture

Wildlife

Ei massaturismia

**Best of
lakeland & lapland**

Time+service

"Tervetuloa-henki"

Paikallinen, luonnonläheinen elämäntapa



Wildlife

Europe's best location for Northern wildlife watching and photography.

See Finland's Big Five: bear, wolf, wolverine, moose and the elusive lynx in nature.

One of the few destinations where wildlife watching is available all year.

Home to several professional photographers offering wildlife and nature photography courses.

arctic
LAKELAND
FINLAND



Sports and active holidays

Champions are made here.

World class sports facilities such as world's first ski tunnel.

Downhill skiing in region's ski resorts: Vuokatti, Ukkohalla and Paljakka.

Hundreds of kilometres of trails and routes for biking, hiking, and more outdoor activities also for professional athletes.



Region with wild contrasts

Winter & Spring

Snow sure winter destination

Summer & Autumn

Northern nature, full of life



Unique culture

Environment that has inspired artists through centuries.

In the heart of Finnish national epic Kalevala.

UNESCO City of Literature Kuhmo, hosts high quality music events like World's leading Chamber Music Festival in July.

Experience the exotic sauna culture.

Enjoy the taste of local food with fresh berries, game, fish and tar.

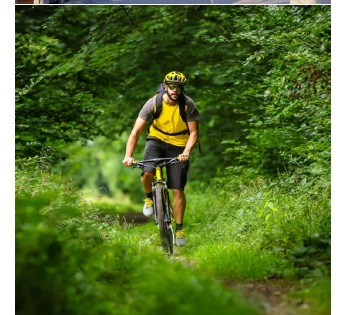


The most forested landscape

Feel happy in our nature, lakes and ridges.

Product Highlights

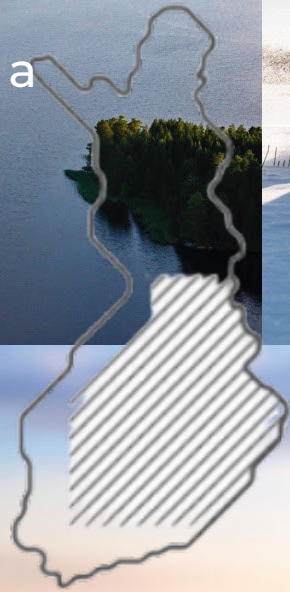
Authentic experiences with friendly customer service.
– Feel happy with us!





Visio 2030:

Lakeland is the world's most interesting lake district, attractive and well-known year-round destination for a relaxing holiday.



Lakeland
The Heart of Finland



Palkinnot ja tunnustukset



ARCTIC LAKELAND

Best Outdoor Destination 2024 - Scandinavian Outdoor Award.

Invalidiliiton Esteettömyyden Edistäjä -palkinto verkkosivuston esteettömyysosiolle.

[Outdooractive](#) has selected Arctic Lakeland Kainuu in its TOP-10 list as one of the most interesting snow holiday and winter destinations in Europe.

KUHMO CHAMBER MUSIC FESTIVAL

The Financial Times ranked Kuhmo among the 4 best festivals in the world 2003.

The Independent ranked Kuhmo among the 10 top summer festivals in the world 2007.

PALJAKKA SKI CENTRE

Best snowmobile destination in Finland 2020.

HEPÖKÖNGÄS WATERFALL

The best outdoor excursion spot in Finland 2022.

VUOKATTI RESORT

Awarded the best tourism region in Finland in 2019 & Scandinavian Outdoor Award in 2018.

VUOKATTI SKI CENTRE

Finland's best ski resort in 2020.

WILD TAIGA

Eden Innovation Prize for Best Practice in Trend in tourism: offers for LGBT community in 2019.

KUHMO CITY

Awarded UNESCO's literature city status in 2019.



TOTAL BED CAPACITY

14 000



TOTAL OVERNIGHTS 2023

1 200 000

-5 % (2022)

REGISTERED OVERNIGHTS 2023

921 000

+ 95,4 %

4.6 %

Working towards Sustainable Travel Finland label

3.2 nights

Average duration of international visitor 2023 (2.7 nights in Lapland)

105 EUR

Average room rate per night 2023 (157 EUR prpn in Lapland)

4 %

Market share of all registered bed nights in Finland in 2023



arctic LAKELAND FINLAND



1 of 20 Finavia's airports

KAJ TOTAL AIR TRAVELERS 2023

40 500 +59,6% (2022)



KEY MARKETS

Germany
UK
France
Netherlands
Belgium
Switzerland
Spain
Italy
Czechia

TOP-LARGEST SOURCE MARKETS 2023

Germany
3400 pax +12,3%

France
1300 pax +102,2%

Netherlands
1100 pax +21,6%

Estonia
1000 pax +0,7%

UK
890 pax +51,2 %



Toimenpiteiden avainlukuja 2022-2024

4 uutta valmista

videomateriaalia ja

satoja kuvia

17 kv-

myyntitapahtumaa/tilaisuuksia

3 Lentoreittien kehittämisen
ammattilaistapahtumaa

2 mediakampanjaa



12 matkanjärjestäjien
tutustumismatkaa alueelle

3

yhteismarkkinointikampanjaa
matkanjärjestäjien kanssa

7+4

digitaalista kuluttajakampanjaa

3 yrityksille kohdennettua

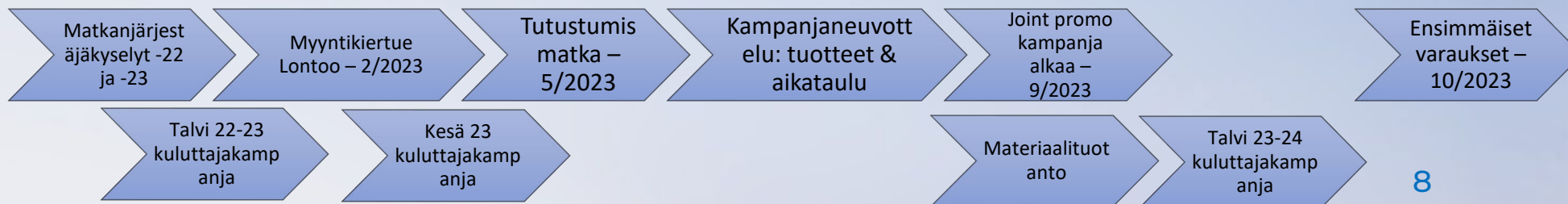
osaamisen kehittämisen
valmennusta

ja **lukuisia**
toimenpiteitä sekä yhteistyötä
edistäviä tilaisuuksia

Visit Finland budjettileikkaus 50%;
mitä merkitsee Arctic Lakeland alueelle?

UK: Joint campaign + kuluttajakampanja

BEST SERVED
SCANDINAVIA



8
matkapaketti
varausta
talvelle 23-24

[Joint campaign landing page:](#)

Discover Arctic Lakeland

Published: 08 Sep 2023 Author: Norire Arakelyan

Located in central Finland in the northern part of the country's vast lake district, the region of Arctic Lakeland is a true nature lover's paradise. Join us as we uncover a unique region of the arctic, made for wild adventures.

THE HIDDEN ARCTIC

Share: [Facebook] [Pinterest] [Twitter]

MAKE AN ENQUIRY

Related holidays

[Matkanjärjestäjän uutiskirjeet:](#)

Arctic escape at Ukkohalla Resort

5-day tailor-made break

Escape the crowds with an authentic getaway in remote Arctic Lakeland, where you'll combine a stay in a beautifully appointed glass-walled cabin with traditional Finnish winter activities.

SEE OFFER

Trade press
feature at
Travel
Weekly UK

TRAVELWEEKLY

NEWS IN DEPTH DESTINATIONS MEDIA COMPETITIONS ABOUT US EVENTS JOBS

News

The ultimate winter retreat awaits in Arctic Lakeland, Finland

September 16, 2023, 12:27

In association with: Best Served Scandinavia

Best Served Scandinavia offers tailor-made itineraries to this jewel in Finland's crown

Fusing phenomenal beauty, outstanding nature and unique activities, Arctic Lakeland is a winter wonderland, located where Lapland meets Lakeland.

From November to April each year, this Finnish region becomes a picture-perfect destination, where dense forests are hidden under a thick blanket of snow and pristine lakes completely freeze over – and with fewer crowds than its neighbouring winter hotspots.

The Telegraph:
Ukkohalla
maininta
artikkelissa:

The Telegraph

The Christmas holidays you should be booking now

telegraph.co.uk • 2 min read

Secret Finland

Why have the Finns officially been the world's happiest nation since 2018? Because they've kept places like Lake Syväjärvi in the northern lake district to themselves, the rotters. But a new family-friendly trip checks into the Ukkohalla Resort. It's less visited by international travellers, which means more space to experience the extraordinary minimalism of the Arctic wilderness: swooshing down the pistes of an on-site ski resort, riding husky-sleighs through snow-draped taiga forest, snowshoeing over frozen lakes. This being Finland, days end in the sauna. Saunas – plural – actually; they come in nine varieties here. Fingers crossed, the Northern Lights shimmer above your glass-roofed Sky Cabin at night.

Book it: Four nights' half-board, including flights, transfers and activities, cost from £1,450pp with Best Served Scandinavia (020 4586 0999; best-served.co.uk)



arctic
LAKELAND
NARVIK • FINLAND

Winter Wonderland

Explore Arctic Lakeland.
In the happiest country in the world.

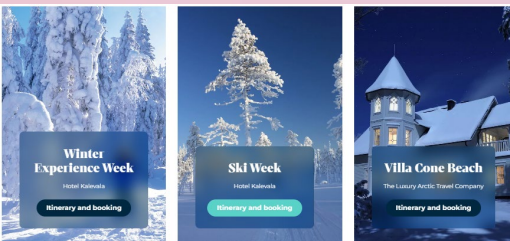
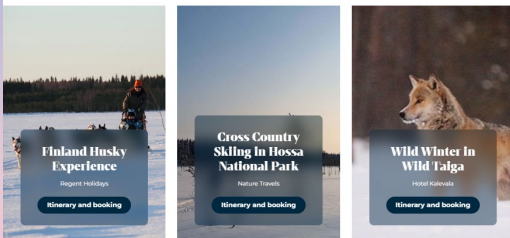
Wild Nature of the North

When was the last time you listened to the absolute silence? Breathed in the fresh air of the snowy forest when the frost colours your cheek?

Here you can experience the wild nature of the North with its northern lights, high-quality service and still be enchanted by nature's silence and tranquility.

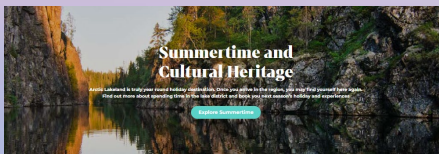
Welcome to enjoy Winter Wonderland in the happiest country in the world!

Choose Your Dream Vacation



Must-Do Winter Experiences

Here are some tips to help you find a way to escape the hustle and bustle of everyday life for yourself, your loved ones or your family.



UK DIGITAALINEN TALVEN 22-23 KULUTTAJAKAMPANJA

DURATION

1 month (approx.)

OBJECTIVES

- Kampanjassa haluttiin pilotoida maakohtaisesti toteutettua, kohdennettua markkinointia.
- Kasvattaa Arctic Lakelandin tunnettuutta.
- Saada liikennettä kampanjasivulle.
- Ohjata kysyntää alueesta UK matkanjärjestäjille.

TARGET AUDIENCE AND GEOGRAPHICAL FOCUS

**Direct consumers in
UK**

MAIN AREAS **LONDON**

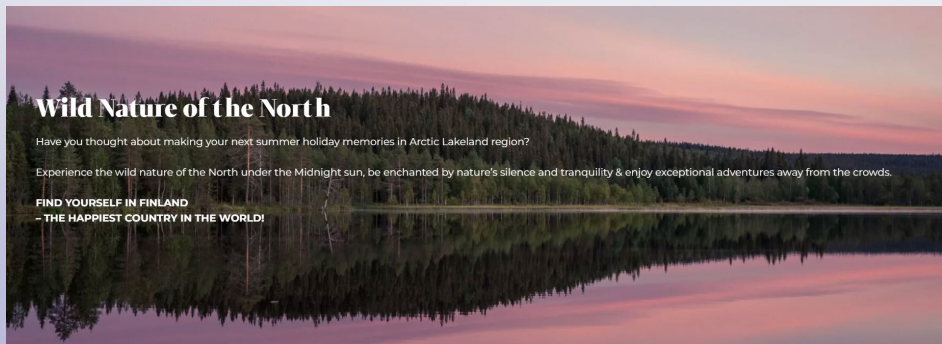
CHANNELS & METHODS

- **Google Ads display**

RESULTS

- **Näyttökerrat: 819 237**
- **Klikkaukset: 6 269**
- **CPC 0,09 €**
- **CTR 0,78 %**

arctic
LAKELAND
FINLAND



TAILORED AND READY-MADE SUMMER PACKAGES

Choose Your Dream Holiday

Finland Just Brown Bears!
Wildlife Holidays
Itinerary and booking

Brown Bear Explore
Wildlife Holidays
Itinerary and booking

Autumn Cold
Holidays
Itinerary and booking

Canoeing on the Far Route in Kalvuniemi
Holidays
Itinerary and booking

Culture and Music in Finland
Wilderness
Itinerary and booking

Midnight Sun Romantic Holiday
Wilderness
Itinerary and booking

Finland Wildlife Short Break
Wilderness
Itinerary and booking

Nordic Wilderness Experience
Wilderness
Itinerary and booking

Wild Brown Bear Adventure
Wilderness
Itinerary and booking

EXPERIENCE BOTH SIDES OF

Lakeland - Lapland

Arctic Lakeland - the northernmost part of Lakeland Finland is situated at the point where Lakeland and Lapland meet. A guest arriving in Arctic Lakeland will get to experience "the best sides of Finland".

Arctic Lakeland consists of fascinating tourist destinations: Vuokatti, Wild Targa, Hossa-Suomussalmi, Pajala, Utsjokkaja and Kajaani-Oulujoki.

In Arctic Lakeland, the summer months offer a unique atmosphere and a lot of things to experience. Hiking, cycling, fishing, kayaking, stand-up paddleboarding, and berry picking are especially popular. Due to the Midnight Sun, the days are especially long, so active holidaymakers can enjoy the great outdoors round the clock. As the evenings draw in, the autumnal colours paint the forests of Arctic Lakeland in vibrant yellow, orange and red. Northern Lights are visible as early as August, and can often be seen reflecting on stillwater lakes. Autumn is the excellent time to explore for berry and mushroom picking and enjoying the vast wilderness spaces by foot or a bike.

Arctic Lakeland has the perfect harmony of nature, culture and activities.

FLIGHTS AND ARRIVAL

From Helsinki to you with the blue-white wings via Helsinki to Kajaani.

FINNAIR

Schedules and booking

Arrival and connections between the Kajaani airport and your final destination

Finland 1939
The Cultural Experience
Itinerary and booking

Accessible Arctic Lakeland tour
Elämykset OMC
Itinerary and booking

Vuokatti Flight Package
Elämykset OMC
Itinerary and booking

UK DIGITAALINEN KESÄ 2023 KULUTTAJAKAMPANJA

DURATION **2 month (approx.)**

OBJECTIVES

- Kasvattaa Arctic Lakelandin tunnettuutta Englannissa, etenkin suur-Lontoon talousalueella.
- Saada liikennettä kampanjasivulle ja aktivoida brittejä varaamaan kesälomia alueelle.
- Ohjata kysyntää edelleen UK ja kotimaan matkanjärjestäjille.

TARGET AUDIENCE AND GEOGRAPHICAL FOCUS

Direct consumers in UK

MAIN AREAS **LONTOO**

CHANNELS & METHODS

- **Google Ads display**

RESULTS

- **Näyttökerrat: 1 193 228**
- **Klikkaukset sivustolle: 12 000**
- **CPC 0,08 €**
- **CTR 0,98 %**

Get to know Arctic Lakeland summer destinations

Visit Kajaani
Incredible but true!
Explore

Hossa-Suomussalmi
Explore

Wild Targa
Escape to the Nature.
Explore

Adventures under the Midnight Sun

Meet the locals

Welcome to the Wild North

Discover the Secrets of Happiness in Finland



Winter Holiday Packages



Accommodation



Arrival



Sustainability

EXPERIENCE MOMENTS OF HAPPINESS IN ARCTIC LAKELAND

Arctic Lakeland is the northernmost part of Lakeland Finland and is uniquely situated where Lakeland and Lapland meet. Visitors to Arctic Lakeland experience the best sides the southern and northern landscapes of Finland – large lakes and rocky hillsides can be seen during on the same journey.

Connecting with the nature is easy in Arctic Lakeland and here visitors can experience the simple pleasures of life like pure air, clean water and calmness of the forests without the crowds and discover why Finland is the world's happiest country for the 6th year in a row.

UK DIGITAALINEN TALVEN 23-24 KULUTTAJAKAMPANJA

DURATION

1,5 months (approx.)

OBJECTIVES

- to drive consumers to **book tour operator packages, or to book Finnair flights + accommodation/activities**
- to **increase awareness of Arctic Lakeland as a winter destination through happiness-theme**

TARGET AUDIENCE AND GEOGRAPHICAL FOCUS

Direct consumers in UK which are interested in

- **winter tourism**
- **The outdoors**
- **Travel**
- **Finland, Lapland,**
- **Nature and/or outdoor activities**

CHANNELS & METHODS

- **Google Ads / Max Performance (pilot method)**
- **Meta Ads / Instagram**

RESULTS

- **Näyttökerrat: 692 320**
- **Klikkaukset sivustolle: 17 023**
- **CPC 0,10 €**
- **CTR 2,46 %**

MAIN AREAS **LONTOO,**
MANCHESTER
(areas within a radius of 60 km)

- **Special accommodation**
- **Nature & Lifestyle**
- **Health & Balance**
- **Food & Wellbeing**

WELCOME TO THE MASTER CLASS OF HAPPINESS

[Start the Online Course here](#)

Are you ready to foster your inner Finn and learn the Finnish way to happiness?

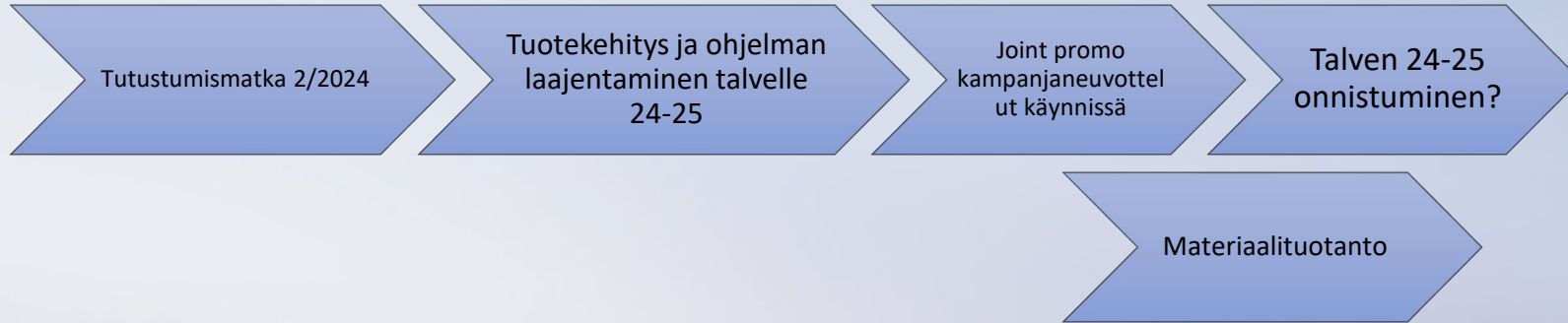
Even if you can't visit us on your next holiday, you can still learn how to find your inner Finn. Find Your Inner Finn – the online course "Mastersclass of Happiness" is always at your disposal.

It's time to find your inner Finn.



UK: Joint campaign + kuluttajakampanja

BEST SERVED
SCANDINAVIA



8
varausta jo
talvelle 24-25

Matkanjärjestäjä valikoi seuraavat tuotteet alueeltamme myyntiin (näistä Ukkohalla ja Arctic Giant ovat heille uusia):



ARCTIC ESCAPE AT
UKKOHALLA RESORT

5 day tailor-made break

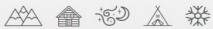


» From £1,450 per person incl. flights



WINTER ADVENTURE AT
ARCTIC GIANT BIRDHOUSE
HOTEL

4 day tailor-made break



» From £1,855 per person incl. flights



BEAR WATCHING IN
FINLAND

4 day tailor-made tour



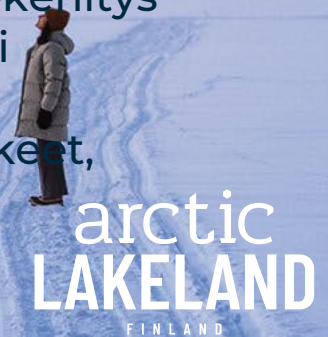
» From £1,265 per person incl. flights

Hyvä tietää:

- malli seuraa Visit Finland:ssa toivottua prosessimallia ja on saanut paljon kiitosta.
- Malli perustuu yhteen yhteyshenkilöön, joka auttoi matkanjärjestäjää valikoimaan oikeat tuotteet alueeltamme, yhdisti asiakkaan ja yrittäjän & koordinoi markkinointitoimet.
- Mallissa yhdistyy myynninedistäminen, tuotekehitys ja joint promotion sekä kuluttajamarkkinointi
- YHTEISTYÖ: toteutettu Visit Finland, matkanjärjestäjä, destinaatioedustajat, hankkeet, yritykset ja saavutettavuuden edistäminen

Uusia tuotteita tulossa:

- Ukkohalla: Autumn Colors package
- Kuhmo: Santa Claus at Hotel Kalevala
- Kuhmo: Villa Cone Beach
- Lentiira: Stargazing tai yhdistettynä syksyn karhunkatselu





SAKSAN DIGITAALINEN TALVEN 23-24 KULUTTAJAKAMPANJA

DURATION

3 months (approx.)

OBJECTIVES

- **to drive consumers to book tour operator packages, or to book Finnair flights + accommodation/activities**
- **to increase awareness of Arctic Lakeland as a winter destination through happiness-theme**

CHANNELS & METHODS

- **Google Ads display**
- **Instagram**
- **YouTube**
- **Search engine marketing**
- **Retargeting based on Visit Finland's data**

TARGET AUDIENCE AND GEOGRAPHICAL FOCUS

Direct consumers in Germany

MAIN AREAS DUS-FRA

LANDING PAGE

<https://arcticlakeland.com/en/winter-campaign-23-24-germany>

RESULTS by 28.11.23 (before retargeting phase 2)

Google Ads / Display, Text Ad and Youtube

- **Näyttökerrat: 668 300 kpl**
- **Klikkaukset: 14 830 kpl**
- **CPC riippuen mainosmuodosta ja kanavasta 0,04 € - 0,24 €.**



Matkanjärjestäjät Saksan talvi kuluttajakampanjassa

Wählen Sie Ihren Favoriten

Neue Urlaubspakete für den Winter

ABENTEUER ARCTIC LAKELAND

798 €

Explore

IM HERZ DES FINNISCHEN WINTERS

698 €

Explore

IM LAND DER EIS-REISEN - 2024

548 €

Explore

WINTERWOCHELENDE IN FINNLAND

1.699 €

Explore

FERIENHAUSURLAUB IM HERZEN DER ARKTISCHEN SEENLANDSCHAFT

880 €

Explore

FINNLAND - WINTERWONDERLAND

1.620 €

Explore

AUF DER RENTIERROUTE IM EISIGEN NORDEN

2.079 €

Explore

KALEVALA - SKI-LANGLAUFEN IN FINNLAND, WILD TAIGA

1.970 €

Explore

FERIENHAUS FINNLAND - MATKALAISEN PIIRTTI

1.895 €

Explore

Wählen Sie Ihren Favoriten

Urlaubspakete im Arctic Lakeland

WEIHNÄCHTEN IN DER WILDEN TAIGA

1.279 €

Explore

WINTERURLAUB IM WINTERSPORTORT VUOKATTI

1.320 €

Explore

WEIHNÄCHTEN BEIM FINNISCHEN WEIHNACHTSMANN

1.279 €

Explore

SILVESTER UND NEUJAHR IN DER FINNISCHEN TAIGA

1.179 €

Explore

NATURERLEBNISWOCHE IM HOSSA NATIONALPARK

1.395 €

Explore

HUSKY SAFARI FINNLAND

1.856 €

Explore

WINTERTOUR IN DIE NATUR FINNLANDS

1.690 €

Explore

FINNLAND - FOTOREISE IM WINTER

3.150 €

Explore

Paketit perustuivat Finnairin reittilentoihin Helsingin kautta.

- Fjordkind Reisen
- Go East Reisen x 3
- NordNatur Reisen
- Norway ProTravel
- Hey husky!
- Perlenfänger Naturtouren
- Travel-to-Nature
- WIR.Reisen
- Marco Polo Reisen
- yule Menchen Reisen
- Kingfisher Reisen
- Zonista / Andersweg Reisen



Muu matkailutarjonta Saksan talvi kuluttajakampanjassa

UNSERE EINZIGARTIGEN UNTERKÜNFTE

Übernehmen Sie mit Blick auf die verschneite Landschaft und bestaunen Sie die Bewegung der Milchstraße vom Bett aus. Es stehen Ihnen mehrere einzigartige, authentische und einzigartige Unterkünfte zur Auswahl.

WINTER NIGHTS IN GLASS CABIN
Add luxury to your holiday

ARCTIC GIANT BIRDHOUSE HOTEL JÄTTILAISENNMAA
Feel free as a bird as you arrive at the hilltop and enter the Arctic Cave, located in Parasma, high.

MANOR HOUSE HOTEL KAROLINEBURG
Welcome to the Finlands Northernmost Manor House!

IGLOO ACCOMMODATION AT LAKE OULUJÄRVI
Experience the magnificent landscapes of Lake Oulujärvi in an atmospheric, floating igloo on the shore of Lake Oulujärvi on ice.

SKY CABIN GLASS SUITE
A Hidden Gem on the top of Utsjokkha. While lying on the bed and gazing upon the sky you can...

HOTEL AATELI HILL IN VUOKATTI
Hotel Aateli – a spectacular slope-side accommodation in Vuokatti, is located right next to the ski slopes, serving both...

HOTEL KALEVALA
Hotel Kalevala is a unique, small lakeside hotel 3 km from Kallio Centre in Eastern Finland. Surrounded by ancient forests...

UGGO VILLA
Luxury seashore accommodation at UGGO Villa

IM EINKLANG MIT DER NATUR

Die ungeheure Naturerfahrung ist auch einer der wichtigsten Gründe für das tägliche Glückgefühl der Finnen. Sie zeigen wissenschaftliche Studien, dass der Aufenthalt in natürlicher Umgebung Stress abbaut, die Stimmung verbessert und das geistige Wohlbefinden steigert. In Arctid, Lakeland finden Sie viele von der Finnischen Natur inspirierte Aktivitäten und interessante Ausflugsziele. Die Auswahl wird Ihnen nicht ausgehen!

FIND YOUR INNER FINN WINTER WEEK, 7 NIGHTS PACKAGE
Find your inner Finn in Lakeland Our selected program features the most beloved winter activities, meeting snowmobiling, sailing and more...

TAIGA SPIRIT WINTER 7 DAYS / 6 NIGHTS
Winter is a magical season in Finland, not only because of Santa Claus and snow but the whole atmosphere...

FAT BIKING IN THE BEAR KINGDOM
Fat biking at the winter time is fun but challenging too to those in the winter covered forest. That's...

OFF THE TRAILS - SNOWSHOEING
A guided trail to find snowshoeing trail in these national parks.

WINTER FISHING TRIP TO LAKE OULUJÄRVI
Discover thousands of winter fishing.

SNOWSHOEING IN ÄRJÄ ISLAND
Guided trip to the unique Ärjä Island.

SNOWMOBILE SAFARI IN VUOKATTI
Enjoy amazing winter scenery on a snowmobile safari!

REINDEER FARM
By visiting a reindeer farm you will have a great time at the day (a lot of winter and reindeer herders).

AUSGEWOGENES LEBEN

Das Gleichgewicht zwischen Arbeit und Freizeit, saubere Luft und Wasser, unberührte Natur und regelmäßiges Saunabaden sind einige der stressreduzierenden Dinge, die den Finnen am Herzen liegen. Möchten Sie mehr über die Geheimnisse der Finnischen Gesundheit und Ausgeglichenheit erfahren und wissen, wie Sie sie in Ihr eigenes Leben einbauen können? Im Folgenden finden Sie einige inspirierende Tipps.

FIND YOUR HAPPINESS
Are you consistently more tired when you get up in the morning than you are when you go to bed?!

SAUNA FOR HAPPINESS AND HEALTH
Welcome to enjoy genuine bliss by the genuine Finnish sauna! Our traditional smoke sauna is heated with wood and stones.

ARCTIC SLEIGH SAUNA ON THE ICE OF LAKE OULUJÄRVI
Enjoy a truly unique arctic experience on the ice of Lake Oulujärvi in a sleigh sauna under millions of stars!

KALKAVESI AQUATICS CENTRE
Kalkavesi Aquatics Centre offers recreation for the whole family. Bikes in the hot water pool, have fast fun on the...!

SPA KIANNON KUOHUT
The recreational spa Kiannon Kuohut is surrounded by beautiful nature, but still close to the services of the town of Kuopio.

HOLIDAY CLUB KATINKULTA
Holiday Club Katinkulta in Vuokatti is the most diverse spa resort in the Nordic countries.

EINE KOSTPROBE LOKALER SPEZIALITÄTEN

Die Grundlage der Finnischen Küche liegt in der Verwendung frischer, natürlicher Zutaten, die direkt aus den sauberen Seen, Flüssen und Wäldern des Landes bezogen werden. Die Sommer- und die Wintererzeugnisse sind köstlich und versorgen die Natur mit vielen Vitaminen und Mineralien. Saubere Lebensmittel sind eine wichtige Quelle des Wohlbefindens, ebenso wie die berühmte Finnische Sauna, die für ihre gesundheitsfördernde Wirkung bekannt ist. Entdecken Sie beides bei Ihrem Besuch in Finland - Arctid Lakeland!

HAAPALA RESTAURANT & BREWERY
Haapala restaurant is located in the countryside near the Vuokatti skiing slopes.

KAINU RESTAURANT KIPPO
Kippo is a traditional Kainuu restaurant serving local food in a warm and friendly atmosphere.

CAFÉ VAARAN TUPA
At the top of the Vuokatti hill hidden by frosty trees, sheltered by patinated log walls, there is an eatery...

RESTAURANT KAMMI IN VUOKATTI
Restaurant Kammi is a unique restaurant for groups up to 60 persons.

TASTE OF KUHMO - FOOD EXPERIENCE
Let's gather on a carnival night to a big tent to enjoy good food and meet our local food heroes.

CAFÉ ONNIKKA
The sweetest Café Onnikka is located in the heart of the Pajunen Travel Centre. All cakes are made at the cafe.

PEKKA HEIKKINEN BAKERY SHOP AND CAFÉ
The bakery confectionery founded by Pekka Heikkinen in 1953 starts baking early in the morning. Customers are bearing traces of bread...

Yhteys kampanjastamme menestyksekkäimpään Visit Finland kampanjaan – Masterclass of Happiness.

SAKSA: Joint campaign + kuluttajakampanja



Matkanjärjestäj
äkyselyt -23

Winter Product
manual 24-25

Myyntikiertueet
Saksassa – 9 ja
11/2023

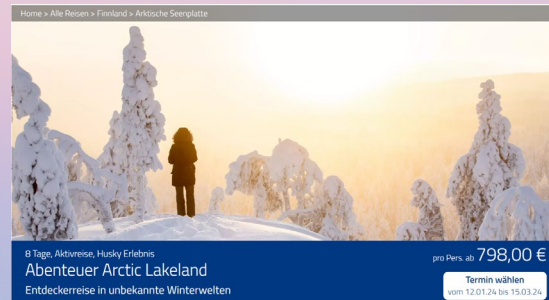
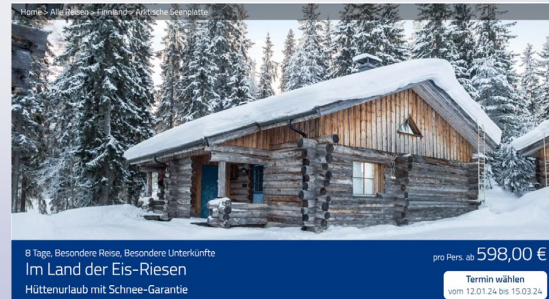
Kampanjaneuvottelu
: tuotteet &
aikataulu 9-10/2023

Joint promo
kampanja alkaa
– 11/2023

Ensimmäiset
varaukset –
1/2024

Materiaalituoto
nto

Talvi 23-24
kuluttajakampa
nja 10/2023-
1/2024

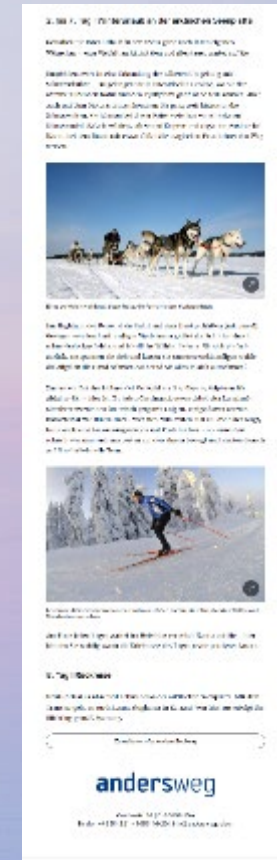
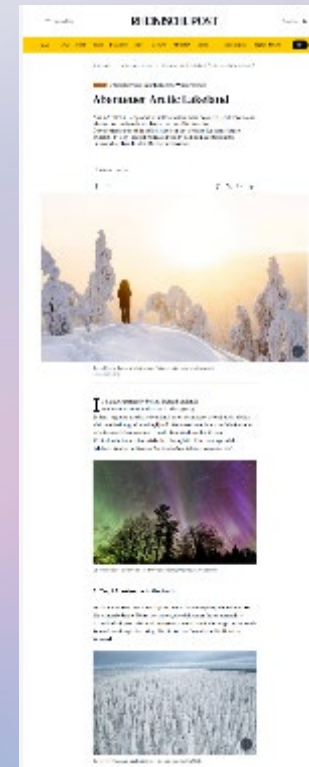


TUOTTEET talvi 23-24:
1. Abenteuer Arctic Lakeland -
andersweg Reisen
7 yötä Break Sokos Hotel
Vuokatti + husky safari

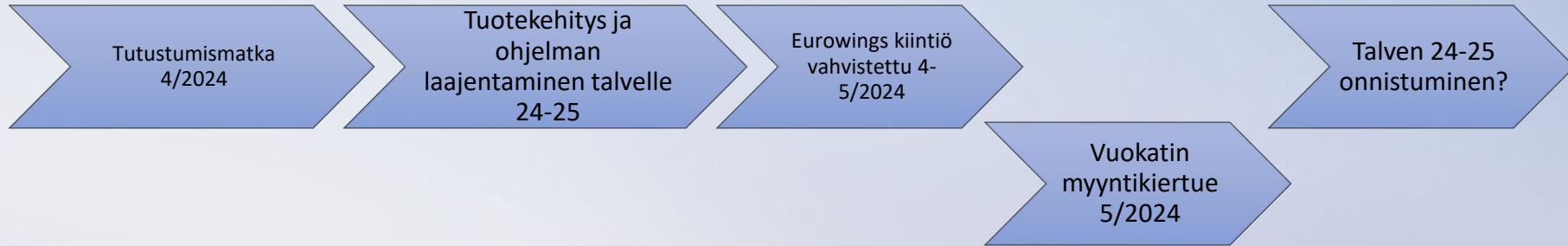
2. Im Land der Eis-Riesen -
andersweg Reisen
7 yötä Vuokatinportin mökki

3. Im Herz des finnischen
Winters - andersweg Reisen
7 yötä Hotelli Kalevala +
lumikengät

Rheinische Post:



SAKSA: Joint campaign + kuluttajakampanja



Matkanjärjestäjä valikoi seuraavat tuotteet alueeltamme myyntiin talvelle 24-25:



FINNLAND Flug inklusive

Finnland: Entspannter Luxus unter Polarlichtern
Winterwoche mit Luxus im Arctic Giant Birdhouse Hotel

- ✔ Naturgenuss in Finnland, Komfort und kulinarisches Verwöhnprogramm
- ✔ bequeme Anreise mit Eurowings Direktflug ab Düsseldorf inklusive
- ✔ ungezwungene Atmosphäre und persönlicher Service
- ✔ ideale Lage für ein Polarlicht-Erlebnis direkt vor der Haustür
- ✔ Halbpension und Weinverkostung inklusive

8 Tage pro Pers. ab **1.898,00 €** [Zu den Details](#)

Individuell reisen - ideal für Paare



FINNLAND Flug inklusive

Winterurlaub in Finnlands Geheimtipp
Winterwoche im Hotel Kalevala im Arctic Lakeland

- ✔ Individuelles Wildnis-Hotel am gefrorenen See
- ✔ bequem erreichbar mit Eurowings Direktflug ab Düsseldorf
- ✔ Authentisches Finnland abseits ausgetretener Pfade
- ✔ Naturnaher Winterurlaub mit Polarlichtern
- ✔ buchen Sie Ihr finnisches Wellness Programm hinzu

8 Tage pro Pers. ab **1.098,00 €** [Zu den Details](#)

Individuell reisen - ideal für Paare

Hyvä tietää:

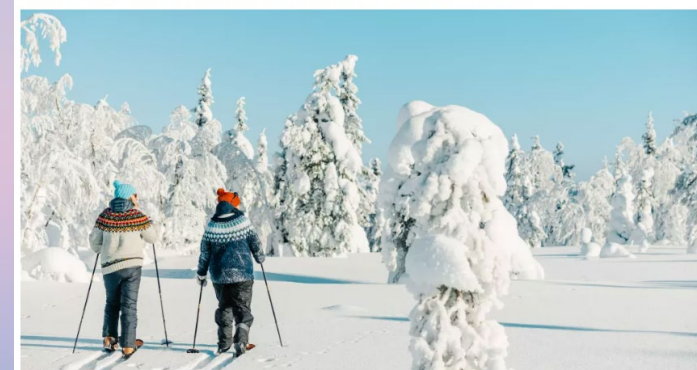
Top 10 Sehenswürdigkeiten in Finnland

Vom magischen Winter- und Sommerparadies Arctic Lakeland über die idyllische **Saimaa-Seenregion** bis hin zur Hauptstadt Helsinki – in Finnland warten unzählige Sehenswürdigkeiten darauf, von Ihnen entdeckt zu werden. Das Land der Tausend Seen punktet dabei mit **atemberaubenden Naturlandschaften, freundlichen Menschen, tief verwurzelten Traditionen und einer reichen Kultur**. Lassen Sie sich von den betörenden Nordlichtern rund um den Polarkreis verzaubern, besuchen Sie die historische Burg in Savonlinna und genießen Sie Ruhe und Idylle pur am malerischen Saimaa-See.

Welche Sehenswürdigkeiten Sie bei einer Reise in Finnland unbedingt besuchen sollten? Wir verraten Ihnen unsere Highlights!

6. Region Kainuu - Finnlands "Arctic Lakeland"

Frisch gekürzt als **beste Outdoor Destination in Finnland 2024** begeistert die Region Kainuu im Sommer und im Winter gleichermaßen. Der Ort Kajaani mit seinem kleinen Flughafen liegt auf dem selben Breitengrad wie Reykjavik in Island - das bedeutet **lange, helle Nächte im Sommer** und die **Faszination des Polarlichts** im finnischen Winter. Auf der touristischen Landkarte ist die Region Arctic Lakeland noch eher unentdeckt und man trifft hier auf **wenige, kleine, privat geführte Hotels** und Unterkünfte, die Ihre Gäste mit Begeisterung und angenehmer Gastfreundschaft empfangen.



Schneemobil-Safaris, Ausfahrten im Hundeschlitten und abwechslungsreiche Schneeschuh-Wanderungen kann man im Arctic Lakeland erleben. **Vuokatti** ist ein beliebtes Skigebiet, hier ist nahezu alles zu Fuß erreichbar und die Langlaufloipen durch den finnischen Winterwald sind ein Genuss. Als besonders ausgefallenes Highlight empfehlen wir das **Stromschnellen-Schwimmen im Trockenanzug** im Örtchen Kuhmo.

Mahdollisesti uusia muita tuotteita tulossa.

arctic
LAKELAND
FINLAND

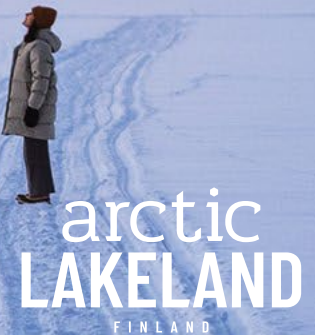
Saavutettavuus



- Eurowings on osa Lufthansa -konsernia
- Uusi reitti Düsseldorf-Kajaani
- Düsseldorf on Euroopan sydämessä ja mm. reilun 2.5 tunnin matkan päässä Brysselistä ja Amsterdamista
- Operoi talvikaudella 2025, 18.1.-22.3.2025
- Lennot operoidaan kerran viikossa lauantaisin
- Alustavasti 150 paikkainen Airbus 319 -kone
- Eurowingsin viides talvikohde Suomessa Rovaniemen, Ivalon, Kittilän ja Kuusamon jälkeen
- Arctic Lakeland on entistä helpommin saavutettava keskieurooppalaisille matkailijoille erityisesti Kölnin alueelta sekä Hollanin ja Belgian alueilta

Mahdollisesti muita uusia avauksia tulossa.

Neuvotteluja uusista charter ja suorista lomalennoista käydään Arctic Lakeland Charter hankkeen toimenpiteinä.



Kiitos ja kysymyksiä

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This is Arctic
Lakeland

- video

Skannaa QR-koodi



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