

16–19 Jan 2025 Helsinki Expo and Convention Centre

THE LARGEST TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE



Matka Workshop Day 15 Jan | Matka Trade Day 16 Jan | General public 17–19 Jan

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2025 Travel Fair

Lakeland Finland – Jyväskylä Region Pre Tour 12.1 – 14.1.2025

Welcome to Lakeland Finland, and especially to the Jyväskylä region. The Lakeland Finland is known in winter for its frozen lakes and frosty forests that surround the landscape everywhere, but also of its lively towns with interesting cultural sites.

This FAM trip gives you an idea of the region's cultural gems; Alvar Aalto's architecture and UNESCO sight, a glimpse to the secrets of Northern Lights, refreshing winter activities in our resorts as well as the wellness of the Sauna Region of the World.



The Petäjävesi Old Church, photo by Eemeli Nättinen

Matka Workshop Day 2025
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ToolBox Consulting which takes care of whole Pre and Post Tour programmes of Matka Workshop Day 2025 have created a special **WhatsApp Group** for each tour. All communication regarding this tour will be held here and it will be monitored by the hosting destination, and ToolBox Consulting. The Group will be organized around 3 – 5 days prior to departure.

You will receive your train tickets to your email around 3 – 5 days prior to departure.

Your tour starts from Helsinki-Vantaa Airport or Helsinki Central Railway Station. You need to provide your transportation to Helsinki-Vantaa Airport or Helsinki Central by yourself.



Programme

Sunday 12.1.2025

Aalto, Northern Lights observatory and Sauna night

8:52

Train departure from Helsinki-Vantaa airport (Commuter train P, change at Tikkurila to Intercity 93)

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- Or 9:03 Train departure from Helsinki directly to Jyväskylä by Intercity 93
(The train tickets will be sent to you via email before the trip. Please inform if you are travelling from the airport or from Helsinki main railway station.)
- 12:40 Arrival to Jyväskylä. Your host Ms. Päivi Heikkala is waiting for you with a bus.
- 13:00 Lunch at [Sataman Viilu Restaurant](#) and visit the Alvar Aalto's boat "[Nemo Propheta in Patria](#)"
- Pike Perch, Jerusalem artichoke-potato cake, broccolini, chanterelle sauce, fennel-apple salad or Lamb Entrecôte, Smoked potato, vegetable cake, yellow beetroot, Marsala sauce, cranberries

Ginger Crème Brûlée with coffee or local tee
- 14:30 Guided tour at [the Aalto2 -museum](#)
- 15:30 Transfer to the [Revontuli Resort](#)
- 16:15 Check-in to Revontuli Igloos
- 17:00 Visit the [Hankasalmi Observatory](#), a center of worldwide Northern Lights research for over 40 years.
- 18:30 Dinner
- Black Salsify Soup (L)

Pearl Barley with Beetroot and Bolete (L)

Chocolate Cake & Raspberry (L)
- 20:00 [Wellbeing Sauna evening](#) includes sauna stretching in a sauna Tent, wellness products, smoke sauna, and igloo sauna. You will have a bathrobes and slippers, bring your own swimming suit.

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Monday 13.1.2025 Winter activities, UNESCO sight and shopping

- 07:00 Breakfast and site inspection
- 8:30 Transfer to [Varjola](#)
- 9:15 Site inspection and [Arctic Floating](#)
- 12:00 Lunch at [the Barn Restaurant](#)
- 13:00 Transfer to [the UNESCO Sight Petäjävesi Old Church](#)
- 14:00 Visit at Petäjävesi Old Church
- 14:45 Transfer to Jyväskylä
- 15:30 Check-in the [Hotel Verso](#)
- 16:30 Coffee and cake at [the Toivola Old Courtyard](#), possibility to do some shopping
- 18:00 Site inspection in [Scandic Jyväskylä City Hotel](#) and [Original Sokos Hotel Alexandra](#)
- 19:00 Transfer to Savutuvan Apaja

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19:30 Dinner in [the Savutuvan Apaja](#)

Shared Appetizers Served to the Table

Fresh baked bread
Roasted pepper spread and rosemary honey
Garlic cream
Citrus herb pesto
Green sprouts salad, beef and basil cream
Nutty cream cheese, crostini, and spruce sprout syrup
Roasted pear, herb syrup, and Aura cheese
Blackcurrant-cured salmon
Crushed potato and fennel-mustard cucumber

Served from the buffet table

Roasted salmon
Brown butter and apple
Potatoes
Oven-baked tomatoes with goat cheese cream
Honey-roasted root vegetables and buckwheat

Dessert

Lingonberry Caramel Cake
Coffee and Tea

21:30 Transfer back to the Hotel



Photo by The Toivola Old Courtyard

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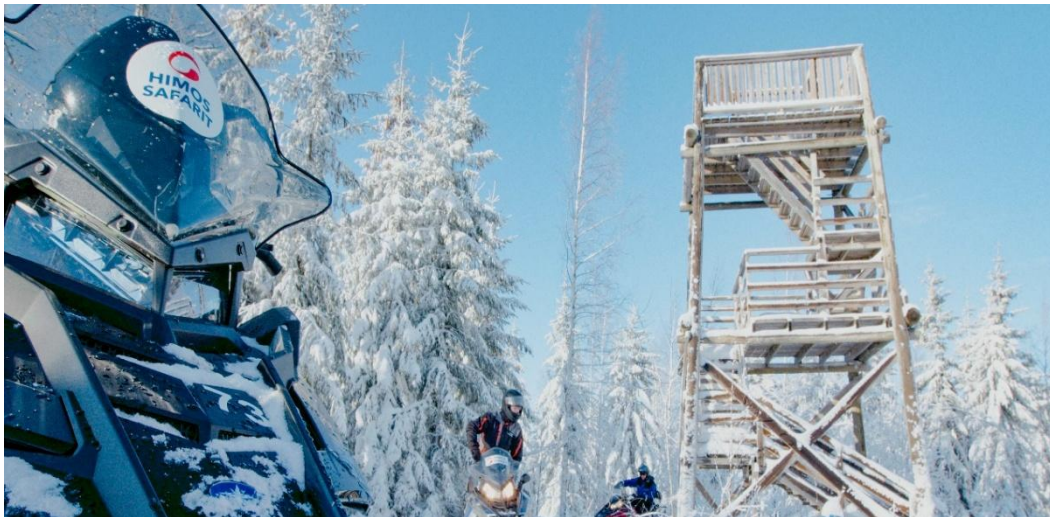
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Tuesday 14.1.2025 Winter activities at Himos

- 7:00-8:30 Breakfast and check-out
- 8:30 Transfer to Himos
- 9:15 [Himos Holiday](#) presentation at the totally renewed [Lakeside Sauna](#)
- 10:30 Winter activity: [Back country skies](#) or [Snowmobile school for adults](#)
- 12:00 Lunch at [Tupa Kitchen & Bar](#) or [Restaurant Saloon](#)
- 13:00 Golf-simulator competition at [the Wild West entertainment center](#)
- 14:25 Farewell to Himos and transfer to the Jämsä Railway station
- 14:51 Intercity 86 to Helsinki
- 17:35 Arrival to Helsinki train station



More information

There are more information about our destination and company by clicking the link: [Visit Jyväskylä Region](#)

Your host is Ms. Päivi Heikkala/ Visit Jyväskylä Region
Her email is: paivi.heikkala@jyvaskyla.fi
Telephone: +358 40 749 7969

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INDUSTRY EVENT**  
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Cancellation policy

Please note that there is no-show fee and some destinations may request an earlier deadline for cancellation, as well as your credit card information. Remember to read the terms

Terms of cancellation:

Cancellation fee:

After the 31st of December 2024: 250,00 euros.

The Buyer must contact the Organizer via email: Mr. Kari Halonen, kari.halonen@toolboxtravel.fi