

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

Oulu2026 & Syöte

Winter Wonders of European Capital of Culture 2026

Pre Tour 11.1 – 14.1.2025

Welcome to unforgettable experiences and picture-perfect sceneries on the Pohjola Route!

It is a route that takes you from cities to fells and from forests to the sea. Pohjola route is a tour of unique travel destinations, unforgettable activities and experiencing Finland at its best. Pohjola route takes place in the northern part of Finland, next to the Arctic Archipelago of the Gulf of Bothnia and border of Lapland.

Syöte offers you breathtaking nature experiences in Syöte national park in any season. In the winter, the slopes and ski routes of the southernmost fell in Finland await you, and as the snow melts around May, you can admire the arctic summer going up and down the same hills on a bike.

Oulu on the other hand is a lively urban city by the sea with beautiful old buildings and excellent tourism infrastructure. It's a home of people who like to choose their own path and do things differently. We are the ones who created the modern mobile technology and are forerunners in 6G. The ones who made up the peculiar Air Guitar World Championship to promote the message of world peace.

Our creative city has now been nominated as the European Capital of Culture 2026. Together with 39 municipalities in Northern Finland, Oulu is creating a program for 365 days, filled with captivating events, artworks, and experiences. The main theme is Cultural Climate Change which is visible through three main themes: Brave Hinterland, Wild City and Cool Contrasts.

Programme

Saturday 11.1.2025

Your tour starts from Helsinki-Vantaa Airport. You need to provide your transportation to Helsinki-Vantaa Airport by yourself. Public transportation by train, buses and taxis are fast way to get to the airport. We recommend being at the airport 1,5 hours prior to departure. Read more www.hsl.fi/en.

You will receive our flight tickets by email before the tour starts. Please check your name is written on the ticket correctly.

18:50 Flight departure to Oulu. Finnair AY445 flight

Matka Workshop Day 2025

e-mail: kari.halonen@toolboxtravel.fi

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- 19:55 Arrival to Oulu. Your local host will meet you at the airport
Departure to Iso-Syöte
- 22:30 Arrival & Check in to Hotel Pikku-Syöte
evening snack will be waiting for you in the room
Overnight at Hotel Pikku-Syöte

Sunday 12.1.2025

- Breakfast
Meet your host at the hotel reception
- 09:30 Hotel Pikku-Syöte inspection
- 10:30 Departure for Husky Farm
Husky Safari
- 12:30 Departure to Iso-Syöte
- 13:00 Lunch at Restaurant Hilltop
- 14:30 Inspection of Hotel Iso-Syöte
- 15:45 Inspection of Kide Hotel
- 16:45 Departure back to your hotel
Free time
- 18:30 Dinner at the hotel
- 20:30 Northern Lights Hunt
Overnight at Hotel Pikku-Syöte

Monday 13.1.2025

- Breakfast & Check out
Meet your host at the hotel reception
- 09:30 Departure to Oulu
- 11:30 Arrival to Nallikari
Inspection of Nallikari by the Sea -resort
- 12:30 Lunch at Restaurant Nallikari
- 14:00 Sliding snowshoe excursion on the frozen sea
- 16:30 Check in & Inspection of Scandic Oulu City Hotel
- 17:00 Free time
- 18:00 Departure to evening activity
Learn how to celebrate Finnish Christmas -experience with dinner
Overnight at Scandic Oulu City Hotel

Tuesday 14.1.2025

- Breakfast & Check out
Meet your host at the hotel reception
- 09:30 Departure for guided city tour
- 11:00 Free time to explore Oulu or make souvenir shopping
- 12:15 Inspection of Original Sokos Hotel Arina

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13:00	Inspection of Radisson Blu Hotel Oulu
13:30	Lunch at Bistoria Mesu
14:30	Presentation of local companies
15:30	Departure to Oulu Airport
16:00	Arrival to Oulu Airport
17:35	Departure to Helsinki with Finnair AY442 flight
18:35	Arrival to Helsinki

The fully hosted tour ends at the Helsinki-Vantaa Airport. There is no organized transportation by Matka2025 Workshop Team to your final destination. You can use local public transportation such as busses, trains and taxis to get there. See more www.hsl.fi/en.

Please note that there might be changes to the program. Activities can be changed on spot due to prevailing weather conditions.

More information Pohjola Route <https://pohjolanrengastie.fi/en/>
Visit Oulu www.visitoulu.fi/en
Oulu2026 <https://oulu2026.eu/en/>

Your host Ms. Satu Peura
Email: satu@visitoulu.fi
Telephone: +358 40 6727751

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