

THE LARGEST TRAVEL INDUSTRY EVENT IN **NORTHERN EUROPE**

15–18 Jan 2026
Helsinki Expo
and Convention Centre

→ **Matka Workshop Day** 14 Jan 2026
→ **Matka Trade Day** 15 Jan 2026
→ **General public** 16–18 Jan 2026

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2026 Travel Fair

Northern Nature & Culture: Post Tour to Oulu & Liminka Post Tour 15.1 – 18.1.2026

Step into the serene beauty of Northern Finland in the heart of winter. This post tour introduces you to Oulu – the European Capital of Culture 2026 – and the charming rural town of Liminka.

Experience the best of Northern Finland in the heart of winter during a once-in-a-lifetime cultural celebration and peaceful Arctic escape.

This post tour invites you to explore **Oulu – the European Capital of Culture 2026** – right during **the opening weekend of its cultural year**. Feel the buzz of the city as it comes alive with art, light, music, and shared experiences. You'll meet the people behind the scenes and get a front-row seat to the start of a historic year.

As part of the experience, you'll experience the **frozen sea**. We will also take you to taste your way through the **Arctic Food Lab** – a regional culinary initiative that highlights local ingredients, traditional recipes, and modern Nordic flavors created in and for the North.

After the cultural pulse of the city, retreat to the silence of the snowy open landscapes of **Liminka**, just 30 minutes south of Oulu. Known for its protected coastal nature and wide open skies, Liminka is a true winter gem where tranquility meets authenticity.

Your accommodation in Liminka is in **Hotel Liminka Bay**, nestled at the edge of the Liminka Bay wetland nature reserve. This small and personal hotel is perfect for self-driving FITs and small groups looking for a genuine Northern countryside experience.

The program includes peaceful walks on frozen flatlands, local storytelling, and – weather permitting – a **Northern Lights excursion**, where you can watch the auroras dance across the Arctic sky in one of Finland's flattest and most open landscapes.

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Preliminary Programme (changes are possible)

15.1.2026 Thursday

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 to be at the airport 2 hours prior to departure. More about Greater Helsinki public transportation please click <https://www.hsl.fi/en>.

You will meet your local host from Visit Oulu at Helsinki airport in Department Hall next the gate entrance to Safety Check. The local host will have a sign Visit Oulu. We create WhatsApp group for this tour to increase fast communication between hosting destination, participants and dispatcher of Matka Workshop Day Pre and Post Tours. WhatsApp group is available 3 – 5 days prior to departure. You will receive your flight tickets by email before the tour starts. Please check your name is written on the ticket correctly.

Flight to Oulu.

20-minute transfer to Oulu and check in (hotel to be confirmed).

Dinner (restaurant to be confirmed)

16.1.2026 Friday

Full-day programme exploring **Oulu – European Capital of Culture 2026**

Guided tour and immersive experiences at selected **Oulu2026 opening weekend events**

Arctic Food Lab dinner – taste the North with locally inspired cuisine

17.1.2026 Saturday

Frozen Sea experience in Oulu

Late afternoon transfer to Liminka (30 minutes)

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Arrival and check-in at **Hotel Liminka Bay**, a boutique nature hotel at the edge of the frozen bay

Seasonal dinner at the hotel – authentic flavours from local farms and producers

Aurora Borealis excursion (weather permitting) in the wide skies of Liminka Bay

18.1.2026 Sunday

Winter activity or cultural inspection and light lunch in Liminka

12:00 Transportation to Oulu Airport
14:25 Finnair flight to Helsinki
15:45 Helsinki Airport

The fully hosted tour ends at the Helsinki-Vantaa Airport. Some of you are having possible connection flight to your home destination. You just need to continue in transit hall to your gate.

More information

Read more information about our destination by clicking the links:

<https://visitoulu.fi/en/>

<https://oulu2026.eu/en/>

<https://visitoulu.fi/en/the-pohjola-route/>

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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 19th of December 2025: 250,00 euros.

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