

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 Nordic Travel Fair

Visit TornioHaparanda & Kemi Post Tour 15.1 – 18.1.2026

***TornioHaparanda** represents a unique twin city spanning two countries and two time zones, with an Arctic Archipelago, the Torne River Valley's rich culture, pristine nature, and the amazing northern lights. Here, you can enjoy an authentic Lapland experience year-round, as TornioHaparanda is perfectly located in the heart of both Swedish and Finnish Lapland by the sea. In TornioHaparanda, you can experience cross-border city life and adventures, snowshoeing, snowmobiles, saunas etc, easily combined with nearby bucket-list attractions like Rovaniemi Santa Claus Village and icebreaker cruises.*

***Kemi** offers things to do and experience all year round. The sea with a charming archipelago freezes in the winter time and offers white night magic in the summer time. In Kemi you have a direct access to the sea in every season, possibilities of various activities with a special twist like during the winter time you can participate on the **world-famous** Icebreaker cruises. Other unique facilities in Kemi are the Seaside Glass Villas and the newest attraction all-year-round SnowExperience365.*



Matka Workshop Day 2025

e-mail: kari.halonen@toolboxtravel.fi

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Programme

Thursday 15.1.2026

- 14:00** Come meet your hostesses Anni and Sanna at the Matka26 fair 6F11 on Thursday at 14:00. VR will take you with us to Lapland, arriving at Kemi Station. VR's representative, Päivi Kulmala, will join us at the stand at 14:00 to talk about VR and the opportunities train travel offers for visitors. The FAM trip will start at 14:00 with a meeting at stand 6F11. After that, we will meet again in the evening at the railway station.
- 20.00** See you at Helsinki main railway station! **Night train 269 (From Helsinki 20:24 to Kemi 7:52)**
- 20:24** Your tour starts from Helsinki railway station. The Santa Claus express to Lapland. You need to provide your transportation to Helsinki railway station.

You are receiving your train tickets by email before the tour starts.

Friday 16.1.2026

- 7.50** Arrival to Kemi by train
- 8.00** Inspection and breakfast at Café Hertta
- 9.15** Transportation to TornioHaparanda
- 10.00** Citytour (Twincity experience by bus) +shopping
- 11.15** Torne Valley museum
- 12.00** Visit in Hotelli Joentalo + local lunch in restaurant Hanna Å
- 13.45** Inspection and check in Hotelli Olof (time to relax)
- 16.00** Sauna and ice experience (bring your swimsuit)
- 19.30** Inspection and dinner in Mustaparta Hotels

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22.00 Good night drinks in Hotelli Olof

Saturday 17.1.2026

8-11 Breakfast and check out in Hotelli Olof

9.00 Cross border Activity by River Valley Outdoors

11.15 Transfer to Kemi

Check in for the cruise and time for visiting the SnowExperience365
and Gemstone exhibition

13.00 Icebreaker Sampo Cruise (departure from Snowcastle area to the harbor)

17.30 Shuttle bus departure from harbour to SnowCastle

18.00 Checking into accommodation Sea Class villas

20.00 Dinner at local restaurant



Sunday 18.1.2025

Breakfast and Check out

Arkadia reindeer farm visit and reindeer sledge drive & lunch

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Hotel inspections (Hotel Merihovi & Scandic Kemi)

Presentation of the operations and services of Kemi-Tornio Airport

Flight back to Helsinki from Kemi-Tornio airport



Please note that changes to the program are possible.

We reserve the right to make adjustments to the itinerary if necessary to ensure the best possible experience for the group.

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. Those who are staying one or more nights in Helsinki area, there is no organized transportation by Matka2026 Workshop Team to your final destination. You can use local public transportation such as busses, trains and taxis to get there.

More information

There are more information about our destination and company by clicking the link:

www.haparandatornio.com

www.visittorniohaparanda.com

Please remember to follow us and tag @

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Facebook: www.facebook.com/visittorniohaparanda

Instagram: www.instagram.com/visittorniohaparanda

TikTok: www.tiktok.com/@visittorniohaparanda

www.experience365.fi

www.visitkemi.fi

Your host in TornioHapanda is Ms Anni Lamomprom

anni.lamomprom@tornio.fi

Telephone: + 358 405702944

Your host in Kemi is Mrs Sanna Kotajärvi

sanna.kotajarvi@kemi.fi

Telephone: +358 405298857

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:

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

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