

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

Gateway to the Arctic: Pre Tour to Oulu, Kemi & Ii Pre Tour 10.1. – 13.1.2026

Experience the authentic winter of Northern Finland in a fresh way – beyond the most crowded Arctic destinations. This pre-tour offers travel professionals the opportunity to discover a more relaxed and authentic side of the North, where snowy landscapes, cultural depth and personal connections define the journey.

Begin your trip in **Oulu, the European Capital of Culture 2026**. This dynamic city by the frozen sea combines Arctic light, creativity, and local lifestyle into an inspiring winter experience. Explore the vibrant yet compact city, enjoy Arctic outdoor activities and taste regional flavors through the Arctic Food Lab concept.

Continue to **Kemi**, located on the Bothnian Bay coast, where the sea freezes into a spectacular Arctic playground. The highlight here is a **once-in-a-lifetime icebreaker cruise** – a powerful and immersive experience on frozen waters. Kemi brings a taste of Lapland-style adventures in a distinctive setting shaped by sea ice, coastal culture and wintry silence.

On your return journey, stop in Haukipudas and **Ii**, known for its coastal nature and peaceful winter atmosphere. These coastal destinations offer serene Arctic moments in unique countryside and seaside environments, where the frozen river and sea and crisp air create unforgettable atmospheres. Accommodation is in a countryside hotel by the river, offering rural charm, peacefulness and excellent conditions for aurora watching.

This tour is ideal for travel professionals seeking new, authentic Nordic experiences for winter 2026–2027 – and a gateway to the Arctic, with local insight.

Programme (changes are possible)

10.1.2026 Saturday
Matka Workshop Day 2026
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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 Dispatcher at Helsinki airport in Department Hall next the gate entrance to Safety Check. The Dispatcher will have a sign "Matka Workshop Day 2026 Pre and Post Tours" and "Visit Northern Finland & 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.

- 16:15 Flight departure to Oulu. Finnair flight AY443, Helsinki – Oulu.
- 17:25 Arrival to Oulu. Your local host will meet you at Oulu Airport.
- 18:00 Transportation to Oulu
- 18.30 Check-in at [Scandic Oulu City](#)
- 19:15 Walk (450 m) from the hotel to **dinner at Restaurant [Puistola](#)**

11.1.2026 Sunday

Breakfast

9:00 Winter Forest Experience in Sanginjoki Nature Reserve

After 30-minute transfer, we step into the peaceful magic of a Finnish winter forest in the Sanginjoki Nature Reserve. Wearing only warm wool socks — no shoes, weather permitting — you will walk softly through the snow and truly *feel* your connection to nature. The gentle crunch of snow underfoot, the stillness of the trees, and the quiet beauty of winter create a unique sensory experience. Local storytelling brings the landscape to life, sharing northern traditions and the

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deep bond between people and nature.

Afterwards, enjoy a **lunch at Loppula Nature House**. Lunch is part of **Arctic Food Lab** brand, where you can taste the flavours of local nature. Traditional, creamy salmon soup, Finnish flat bread with wildherb butter and forest blueberry pie served with organic coffee is not just a lunch but also a story of Finnish nature relationship. Loppula Nature House is an old, cosy forest rangers house, which is perfect place for relaxing, meetings or workshops.

Supplier: [Naturest](#)



13:15 Transfer back to the city

14:00 **Beertasting program at [Mallassauna](#)**

A guided tasting of local beers from [Hailuodon Panimo](#), served at their atmospheric city taproom Mallassauna. The venue is located in Pikisaari, a small island next to Oulu city centre known for its old wooden houses, artisan community and maritime setting.

15:30 Short transfer and check-in at [GreenStar Hotel Oulu](#)

Free time

17:15 **[Original Sokos Hotel Arina](#) hotel inspection and Arctic Food Lab Dinner**

Arctic Food Lab showcases the ingredients, flavours and culinary traditions of northern Finland. It brings together local producers, chefs and restaurants who

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highlight the region's pure seasonal ingredients and long-rooted food culture.

Learn more about [Arctic Food Lab programme](#).

19.30 Transfer to **Nallikari – Oulu's Coastal Destination, Year-Round**

Nallikari is Oulu's year-round mini-destination where accommodation, activities and restaurants are all within easy reach. Just a short distance from the city centre yet surrounded by nature, Nallikari offers a unique seaside setting — including winter experiences on the frozen sea.

19:45 Inspection of [Nallikari by the Sea accommodations](#): apartment hotel, villas and cottages.



20:30 **Arctic Northern Lights Camp (2 hrs)**

Enjoy the beautiful nighttime scenery of Nallikari on our Arctic Northern Lights Camp. With a bit of luck, the highlight of the tour will be the dance of the Northern Lights over the dark frozen sea, under the starry sky.

The Arctic Northern Lights Camp tour begins at the Nallikari Experience Center. First, we change into winter clothing, after which we head to our nighttime tent camp. The tent is located on the frozen sea, depending on ice and weather conditions. The tent is heated with a wood-burning stove and firewood, offering a cozy and atmospheric retreat under the night sky. We gather around the campfire to enjoy the nocturnal scenery and snacks and hot drinks. In the warmth of the fire and the atmosphere it creates, we share stories about the northern winter nature and admire the night sky.

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Supplier: [Nallikari Safaris](#)

12.1.2026 Monday

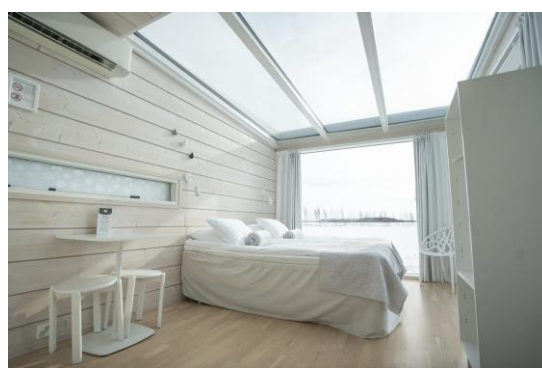
Breakfast and check-out

8:30 Transfer to Kemi

10:00 Introduction of [Sea Lapland Safaris](#)
A short visit to the safari house for an overview of Sea Lapland Safaris and their activity offering

10:30 **Inspection of Kemi Seaside Glass villas accommodation, SnowExperience365, and lunch at Restaurant Lumihutale**
[Further information](#) about the services by Kemi Tourism. Ltd.

13:00 Icebreaker cruise by [icebreaker Arktis](#)
The 3-hour cruise includes ice floating experience, walking on ice and diploma.



16:30 Transfer to Haukipudas

17:30 Check-in at [Taiga Resort](#)
A peaceful riverside resort surrounded by northern nature, offering modern accommodation with a strong connection to the outdoors. An ideal setting for relaxing in a quiet, rural environment.

19:00 Dinner

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Authentic Finnish sauna experience and if we are lucky, we will observe also the Northern lights dancing on the sky!



13.1.2026 Tuesday

Breakfast and check-out

8:30 Transfer to Ii

9:00 **Reindeer farm visit at [Reindeer Farm Jussila](#)**

10:00 Transfer

10:30 Inspection of [Iisland](#) private holiday villa accommodation by the sea,
activity on the sea ice and light lunch

12:00 Transfer to Oulu Airport

14:20 Departure of Finnair flight AY438 to Helsinki

15:20 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. You can use local public transportation such as buses, trains and taxis to get there. Read more: www.hsl.fi/en.

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More information

Read more information about our destination by clicking the link:

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

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

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

Your host:

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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