

# 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.

This post tour invites you into **Oulu** as it begins its year as **European Capital of Culture 2026**. You'll feel the energy of the opening weekend as the city comes alive with art, light and northern creativity.

As part of the experience, you'll walk on the frozen sea and enjoy the unique atmosphere of Oulu's coastal winter. You will also get a taste of the Arctic Food Lab, a culinary initiative showcasing the region's ingredients, traditions and modern Nordic flavours.

After the cultural buzz of the city, the journey continues south to **Liminka**, known for its wide horizons and calm winter landscapes — a true contrast to urban Oulu.

Your accommodation sits right at the edge of the frozen bay, offering direct access to peaceful nature and the quiet of the polar night.

The programme includes gentle winter activities, time outdoors and moments to slow down — and, weather permitting, a chance to admire the northern lights over the open sky.

### 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

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e-mail: kari.halonen@toolboxtravel.fi

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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 "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.

18:50 Finnair flight AY445 to Oulu.

20-minute transfer to Hotel [Scandic Oulu Station](#).

Transportation services for this FAM Trip are provided by [Pohjolan Matka](#).

21:00 Dinner and check-in.

## **16.1.2026 Friday**

Breakfast and check-out

Full-day programme exploring [Oulu – European Capital of Culture 2026](#)

9:00 Luggage to the bus and short transfer

9:10 [Lapland Hotels Oulu](#) inspection

The visit takes place just after the opening of the hotel's new extension (15 January), which adds nearly 100 new rooms, a new restaurant and a fully renewed conference area.

10:00 **Visit to the new [Museum & Science Centre Tiima](#)**, opening in autumn 2026. Introduction to the upcoming Visio Space and the [Aurora Revelare](#) Northern Lights exhibition.

Note: As the museum site is still under construction, all visitors are required to

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wear safety equipment (helmet and vest).

## 11:00 **Oulujoki River Floating Sauna Inspection Tour**

Begin the morning with a short inspection tour of **three floating sauna concepts** located along the Oulujoki River, all within close proximity to the city centre. This visit provides a quick overview of Oulu's distinctive floating sauna culture and its potential as a sellable wellbeing and FIT/group experience.

The tour is non-sauna, focusing on site visits and product understanding. The programme concludes with a light lunch at the final location.

Saunas to be visited:

[Koivurannan saunalautta](#)  
[Lainesauna](#)  
[Olosauna](#)



14:00 **Oulu 2026 European Capital of Culture walking tour in Oulu city centre.**  
Along the way, we will visit the three main visual art exhibitions of Oulu2026: Layers of the Peace Machine and Media Art from Kiasma at the Oulu City Hall, and Fotografiska Tallinn photography exhibition at Pekuri exhibition space. These exhibitions are open until the end of 2026.

[Explore Oulu2026 Cultural Programme](#)  
Guided tour supplier: [Tonttu Tärmön Paja](#)

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16:00 **Oulu2026 Opening festivities at Oulu Market Square**  
Free time to explore the Oulu2026 [opening festival](#), including the opening ceremony at 16:00-16:30, Ice Music concert by internationally renowned Norwegian ice music pioneer Terje Isungset starting at 16.45; visit to Oulu Market hall for Arctic Food Lab tasting organized by local students; and nearby bars, restaurants and stalls.

17:30 Transfer to [Hotel Apollo](#) and check-in

19:00 **Arctic Food Lab dinner at [Sokeri-Jussi Tavern](#)**  
Arctic Food Lab showcases the ingredients, flavours and culinary traditions of northern Finland. It brings together local producers, chefs and restaurants who highlight the region's pure seasonal ingredients and long-rooted food culture. This dinner offers a taste of those Arctic flavours, this evening with reindeer as one of the key elements of the northern kitchen.

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



## 17.1.2026 Saturday

Breakfast and check-out

9:00 Transfer to **Nallikari – Oulu's Coastal Destination, Year-Round**

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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.

9:15 Inspection of [Nallikari by the Sea accommodations](#): apartment hotel, villas and cottages.



10:00 **Introduction to [Nallikari Safaris'](#) Frozen Sea Experiences**

Participants will dress in warm winter clothing at our facilities before we head together onto the frozen sea. Our guide will introduce the tent sauna and ice swimming experience. We will then explore traditional winter fishing traps, which always contain real fish (catch guaranteed). Finally, we will present our ice fishing activity, and participants will enjoy a hot drinks warmed over an open fire.

12:10 **Lunch (Saturday brunch) at [Restaurant Nallikari](#)**

13:20 Transfer

14:00 **Forest Trek with Alpacas**

Enjoy a serene walk through snowy Finnish forests in the company of gentle alpacas. Led by an experienced guide, you'll learn about these charming animals while experiencing the calm beauty of nature. Duration of the walk is appr. 30 min/2 km. After the trek, gather around an open fire to enjoy light snacks – a warm and authentic taste of the countryside.

Supplier: [Linnunradan tila alpaca farm](#).

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16:00 Transfer to **Liminka**  
[Liminka](#) is a peaceful nature destination just south of Oulu, known especially for the internationally renowned Liminka Bay, one of Europe's most significant wetlands for birdlife. The area combines open landscapes, wooden architecture, local culture and year-round outdoor opportunities. Liminka offers a calm, authentic setting where nature, wildlife and northern rural life meet.

16:40 Arrival and check-in at [Hotel Liminka Bay](#), a boutique nature hotel at the edge of the frozen bay

Visit to the **Liminka Bay Nature Center**

## **Kantele Meditation – Finnish Sound Journey** (TBC)

[Kantele Meditation](#) is inspired by Finnish folklore traditions as an alternative to eastern yoga and silence exercises. We begin with an introduction to the secrets of the kantele instrument and then continue with an exercise to relax and finish with a group improvisation, which offers everyone the opportunity to participate in creating a soundscape, listening, being present and playing from their own starting points. During meditation, you have the option to relax and listen instead of playing the kantele. No previous playing experience is required. The kantele is a five-string instrument in which everyone can make beautiful sounds.

## **[Polar Nights Dinner](#)** in Liminka Bay

During the dinner you will have the opportunity to visit the Liminka Bay nature exhibit, enjoy a lovely three course dinner and visit the outdoors with our professional guide. During the guided outdoors program we will turn our eyes towards the sky and hear about the wonders of the polar night, stars and the darkness around us that is vital for so many species in our planet, even us humans! Our special location by the sea and with no light pollution will be a fascinating experience. Northern lights might also be there to explore!

The corner stone of our menu is local ingredients; carrots and beets grown in the area, potatoes from our trusted and local producer, salmon delivered freshly to us and smoked in our own kitchen, lingonberries hand-picked from the forests close-by.



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## 18.1.2026 Sunday

- 8:30 Breakfast at Restaurant Liminka Bay
- 09:30 Transportation to Oulu Airport
- 11:15 Finnair flight AY436 to Helsinki
- 12:15 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. If your destination is Helsinki city, then we recommend to use public transportation such as train, bus or taxis to reach Helsinki. Public transport tickets need to be purchased in advance. Read more: [www.hsl.fi/en](http://www.hsl.fi/en).

More information

Read more information about our destination by clicking the links:  
<https://visitoulu.fi/en/>

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

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

Your host:

Johanna Salmela  
Head of International Marketing  
Visit Northern Finland & Oulu  
+358 40 826 2345  
[johanna@visitoulu.fi](mailto:johanna@visitoulu.fi)

VISIT NORTHERN  
**FINLAND**

## 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,**





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