



WINTER FUN WORKSHOP 2026

OULU, Finland 16.3.2026

Online 17.3.2026

Photo: Markku Janhunen /
Lemon Deco

Event Organizers:
ToolBox Consulting Ltd and
GreenNorth GSA

Winter Fun Finland Workshop Post Tour

Visit Northern Finland - From Archipelago to Arctic Fell

Post Tour | Hailuoto Island – Oulu – Syöte 17.-20.3.2026

This post tour presents a winter-ready product route that combines coastal island life, urban winter experiences and fell landscapes in Northern Finland. Designed for international travel trade, the programme highlights destinations and activities that work well for guided groups and incentives, with strong FIT potential particularly in Oulu and Syöte.

*The itinerary connects **three complementary destinations: Hailuoto island in the Bothnian Bay, the city of Oulu with its frozen sea and urban winter offer, and Syöte, one of Finland's southernmost fell destinations.** While Oulu and Syöte offer a wide range of independently bookable winter products, Hailuoto is best experienced as a guided or curated excursion, adding a distinctive island element to winter itineraries.*

Together, the route showcases how diverse winter experiences can be packaged within short distances, with good accessibility and modular product options for different traveller types.

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Preliminary Programme (changes are possible)

Tuesday 17.3.2026

Breakfast and check-out from Radisson BLU Hotel Oulu

9:00 Transfer from Radisson BLU Hotel Oulu to **Hailuoto island**

[Hailuoto](#) is a unique island destination in the Bothnian Bay, known for its wide sea horizons, traditional island culture and unspoilt nature. The island offers a distinct contrast to urban winter experiences and adds a strong sense of place to Northern Finland itineraries.

The transfer to Hailuoto includes a 30-minute ferry crossing, which is an experience in itself, offering views over the frozen or open sea depending on the season. From late 2026 onwards, the ferry will be replaced by a new fixed bridge connection, significantly improving year-round accessibility and making Hailuoto even easier to include in future travel programmes.

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11:00 Day in Hailuoto: activity inspections, activities to be confirmed and including:

[Kujala Farm](#)

[Hotel Luovo](#)

Wednesday 18.3.2026

Early breakfast and check-out

8:15 Transfer to Oulu

10:15 **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

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city centre yet surrounded by nature, Nallikari offers a unique seaside setting — including winter experiences on the frozen sea.

10:15 Inspection of [Nallikari by the Sea accommodations](#): apartment hotel, villas and cottages.

11:00 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.

13:15 Buffet **Lunch at [Restaurant Nallikari](#)**



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14:30 Transfer to Koitelinkoski

15:00 **Koitelinkoski Rapids – Winter Taster Experience**

[Koitelinkoski](#) is a scenic rapid area along the Kiiminkijoki River, offering year-round nature experiences close to Oulu. During the visit, participants will enjoy a short winter taster experience inspired by the “[Winter Day in Koiteli](#)” programme.

The programme is hosted by [Go Arctic Travel](#), who will also introduce their broader offering, including activity services, DMC operations and their locations at Koitelinkoski and Liminka Bay.

16:15 **Transfer to Syöte Fell Area**

[Syöte](#) is one of Finland’s southernmost fell destinations, known for its scenic landscapes, reliable winter conditions and compact resort structure. Located within easy reach from Oulu, Syöte combines fell scenery, national park nature and well-developed winter services, making it suitable for both FIT travellers and groups. The area offers a wide range of winter activities, accommodation options and dining experiences, all within short distances.

18:00 Check-in at [KIDE Hotel by Iso-Syöte](#)

Dinner

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Thursday 19.3.2026

Breakfast

Full day of inspections of services in Syöte area, including

Husky Safari

Reindeer Safari

[Hotel Iso-Syöte & Safaris](#)

Dinner



Friday 20.3.2026

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Breakfast and check-out

9:00 Transfer to Oulu

11:00 **Olosauna sauna inspection and lunch**

[Olosauna](#) is a floating riverside sauna located on the Oulu River, offering a relaxed setting for sauna experiences and dining.

12:30 Transfer to Oulu Airport

Recommended flight OUL-HEL AY438 14:20-15:20

Recommendations Warm shoes and warm clothing for outdoor activities; sunglasses; swimming suit for sauna experiences.

More information More information about the destinations:

[Visit Oulu](#)

[Hailuoto](#)

[Syöte](#)

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Johanna Salmela, Head of International Marketing

Visit Northern Finland & Oulu

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Your host

TBC

Cancellation policy

The Organizer reserves the right to collect a no-show fee of 250 € + VAT of the registered buyer in case of non-attendance at the Winter Fun Workshop or prebooked pre or post tours. The participant must contact the Organizer at **the latest 28.02.2026** via e-mail: enna.paavola@toolboxtravel.fi