



Pohjola route  
The Finnish northern scenic route

# WELCOME TO OULU & POHJOLA ROUTE



# **Pohjola route**

## **New Way to Discover Finland**

**Urban City Life  
& Historical Wooden Villages**

**Arctic Archipelago  
& Frozen Sea**

**River basin district – fishermen's  
paradise**

**Wealth of Forest  
& Geological Wonders**

**Winter Wonderland of Snowcovered  
Fells & Northern Lights**



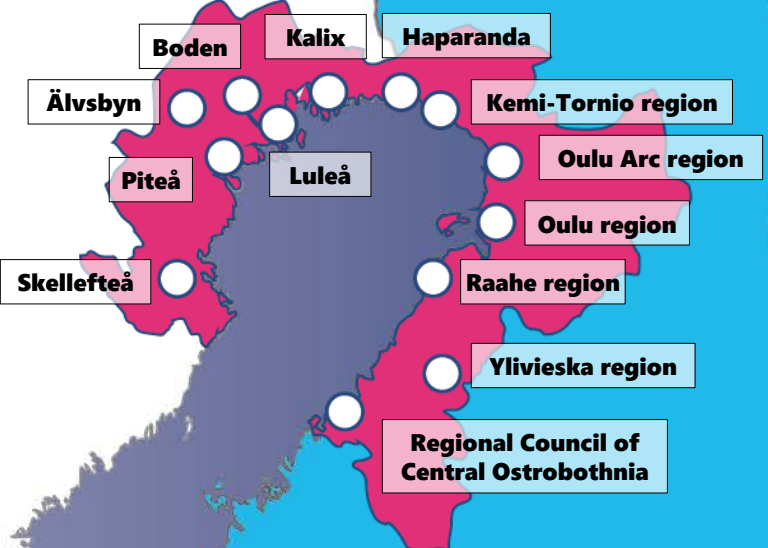
# Oulu & Pohjola route

- Oulu – Hailuoto 1,5h
- Oulu – Kemi 1 - 1,5 h
- Oulu – Raahе 1 h
- Oulu – Rokua Geopark 1 h
- Oulu – Syöte 2h
  
- Oulu – Kalajoki 2h
- Oulu – Kuusamo 3h
- Oulu – Rovaniemi 2,5 - 3 h
- Oulu – Ranua 2 h

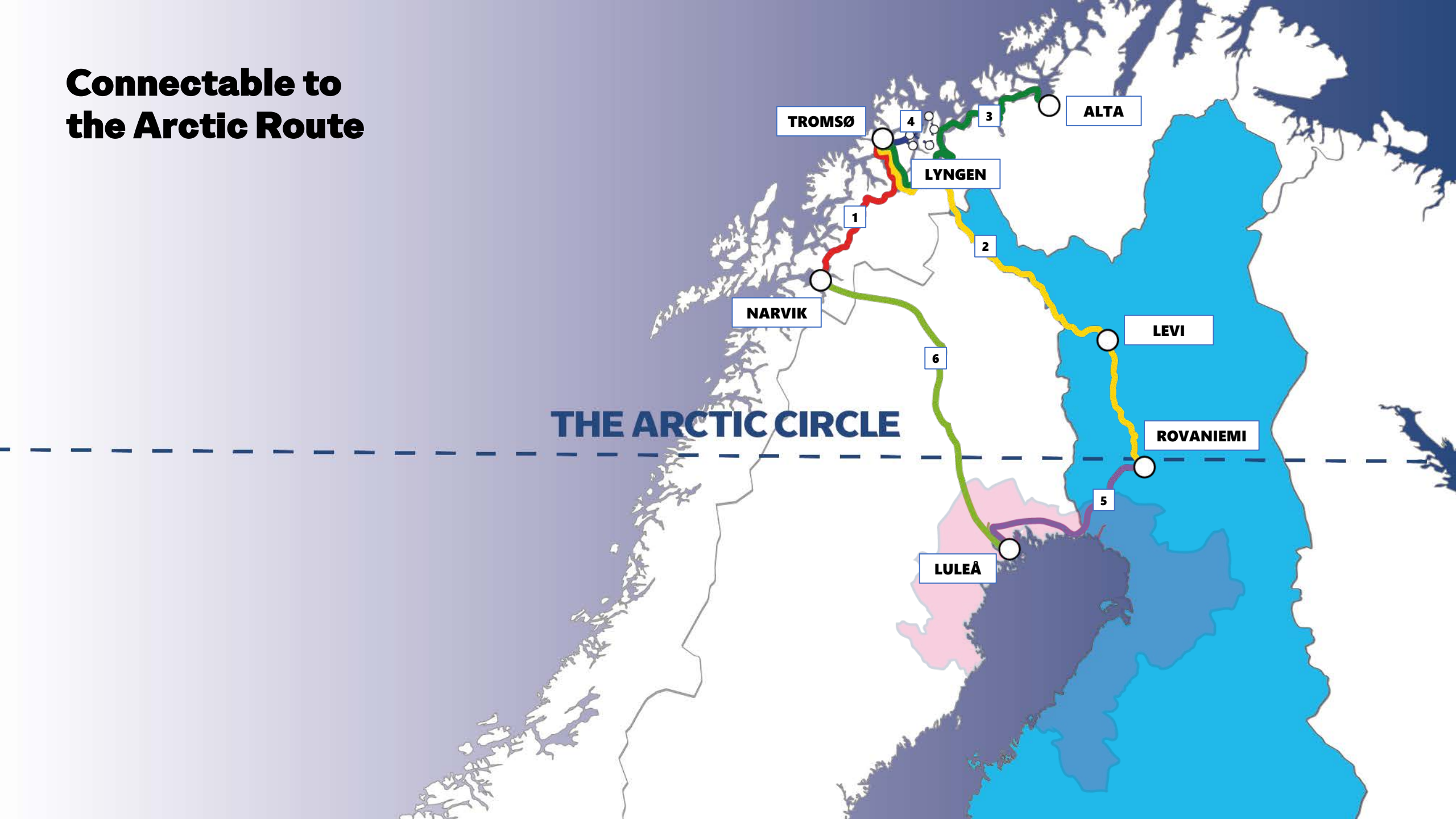


# Connected to the Bothnian Arc Route

**THE ARCTIC CIRCLE**



# Connectable to the Arctic Route



An aerial view of Helsinki, Finland, at night, taken from the perspective of someone looking out of an airplane window. The wing and part of the fuselage of the aircraft are visible in the upper left corner. The city below is illuminated with warm yellow and orange lights, contrasting with the cool blue and purple tones of the twilight sky. The city's layout, including roads, buildings, and the airport, is clearly visible. The sea is visible to the left, and the horizon is in the distance.

**OUL**

**3rd BUSIEST AIRPORT  
IN FINLAND**

**SERVICED BY FINNAIR AND LUFTHANSA**



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# ARCTIC COAST & ARCHIPELAGO

Raahe, Liminka, Lumijoki,  
Kempele, Hailuoto, Oulu, Ii, Kemi



Boutique Hotel Trade house of Lang



**RAAHE**





# LIMINKA





**HAILUOTO**



**UNIQUE ISLANDS**



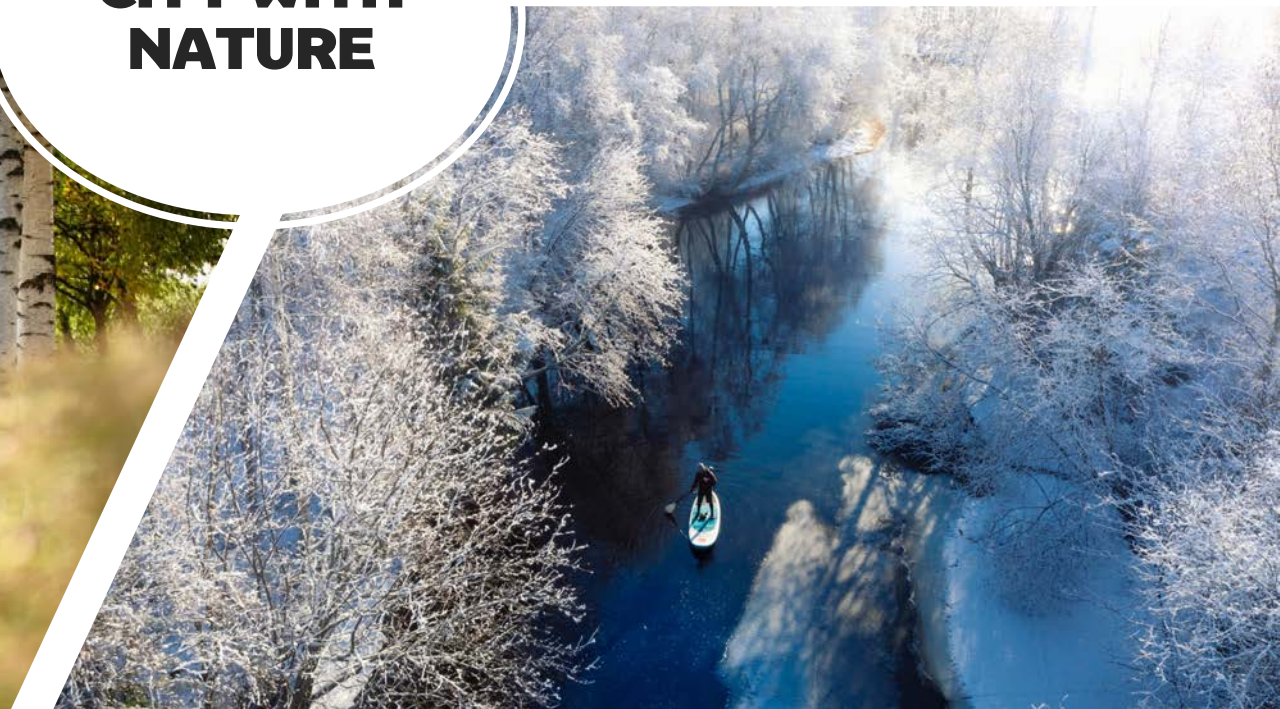


**OULU**

**On the edge  
of creativity  
& nature**



**CITY WITH  
NATURE**





Scandic Oulu Station

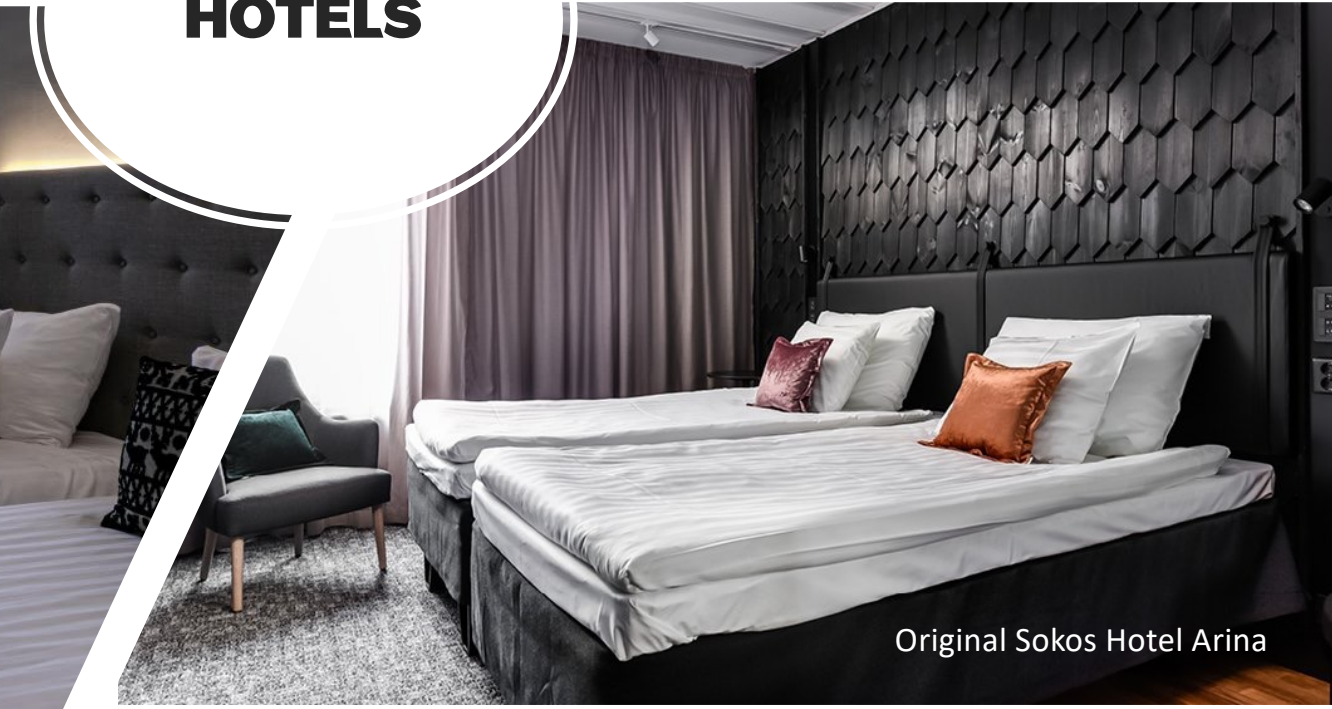


Nordic Art Hotel Lasaretti

**HOTELS**



Lapland Hotel Oulu



Original Sokos Hotel Arina



m/s Crescendo



Nallikari Holiday Village

**SPECIAL  
ACCOMMODATION**



Lomakoti Onnela



Koivuranta igloos



# OULU EUROPEAN CAPITAL OF CULTURE 2026





## Now is the time to get excited!

- Finnish Culture will be in the European Spotlight in 2026
- In addition to Oulu, 39 municipalities from Northern Ostrobothnia, Kainuu, Southern Lapland, and Northern Savonia are committed to cultural climate change

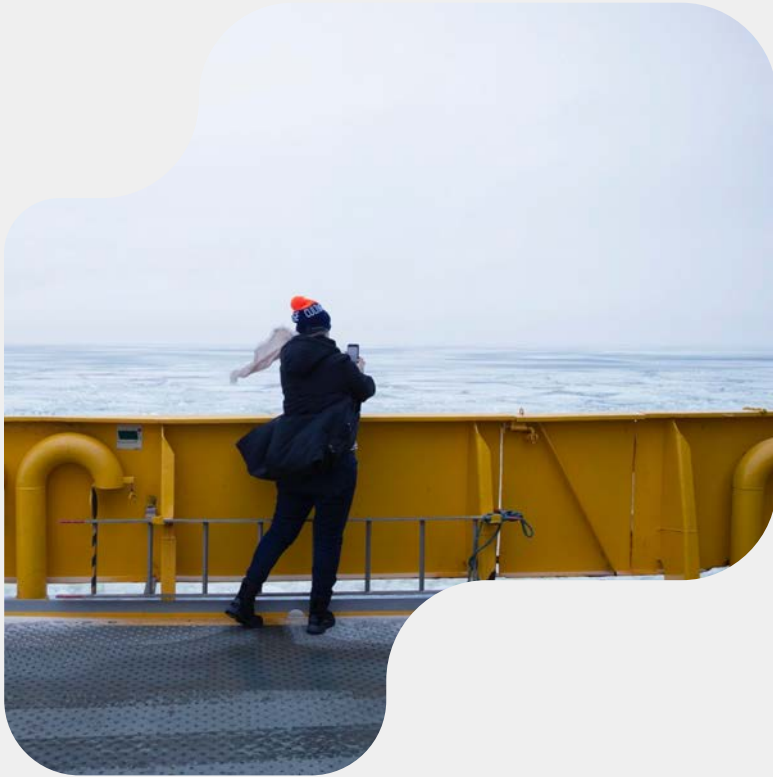




Oulu  
2026

# Cultural Climate Change has begun





**Brave Hinterland**



**Cool Contrasts**



**Wild City**

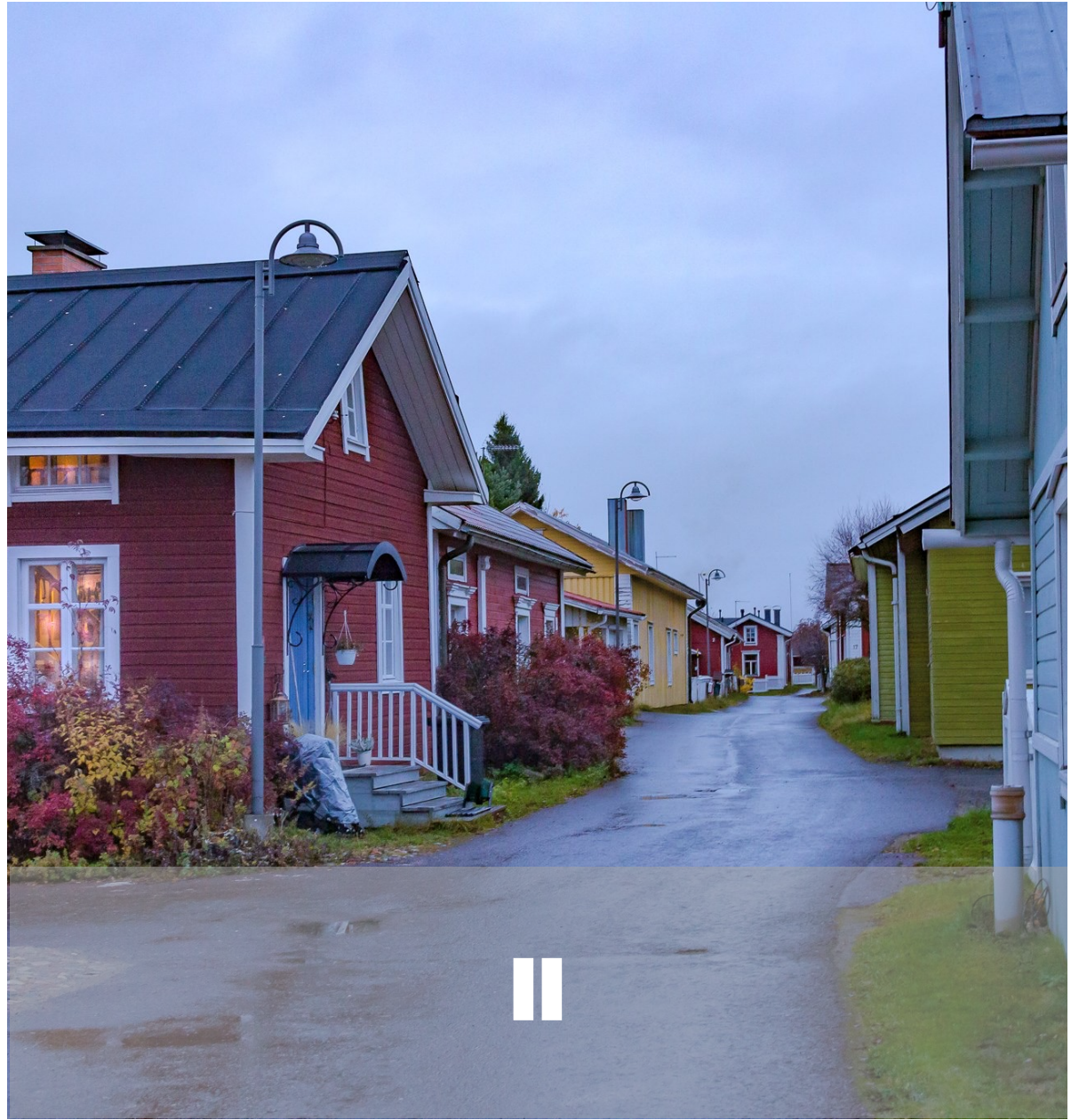
# 365 days of captivating events, artwork, and experiences



Oulu is the European Capital of Culture in 2026. Art, technology, and nature converge, just as diverse cultures and people do. Welcome to join the celebration of inspiring Northern and European culture!

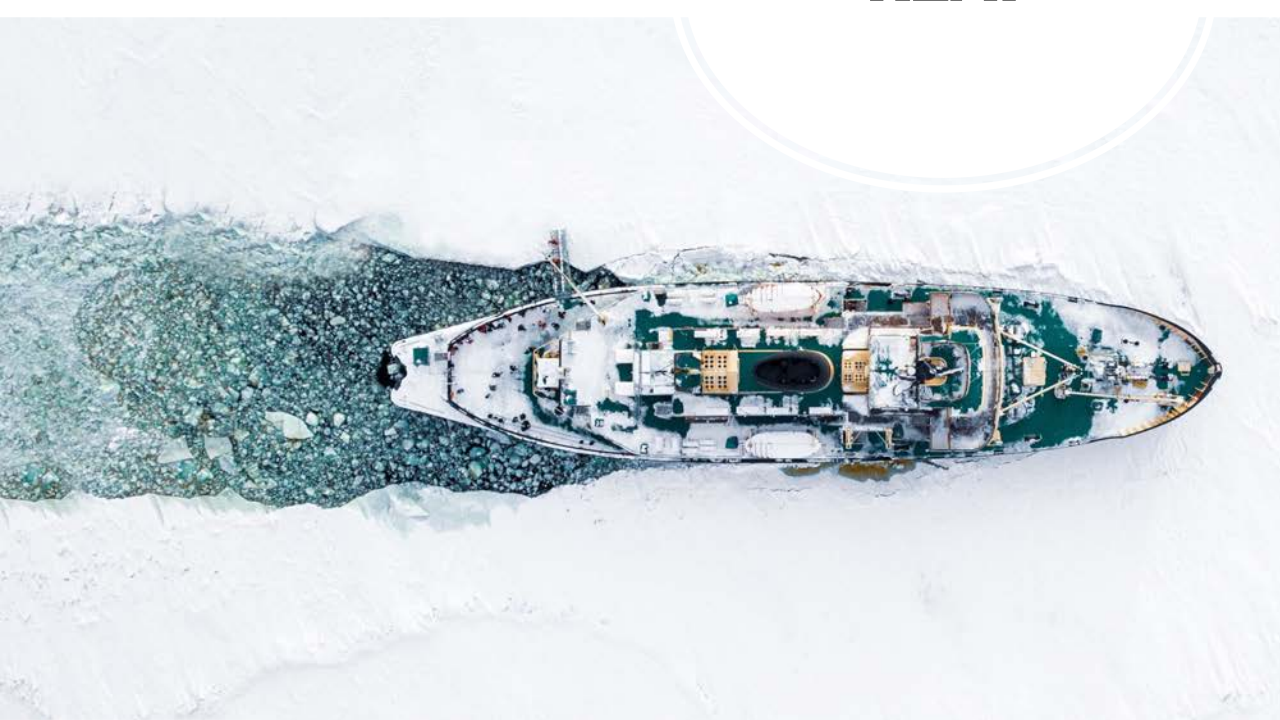
In the programme, among other things →







**KEMI**



# SAMPO AND ARKTIS ICEBREAKERS





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# **RIVER BASIN DISTRICT & WEALTH OF THE FOREST**

**Tyrnävä & Rokua Unesco Global Geopark**







Photo: Metsähallitus/Markus Sirkka



**NATURE  
ACTIVITIES**





# Rokua Health & Spa Hotel

Photo: Rokua Health & Spa



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# FELLS WITH SNOW COVERED TREES & NORTHERN LIGHTS

Syöte

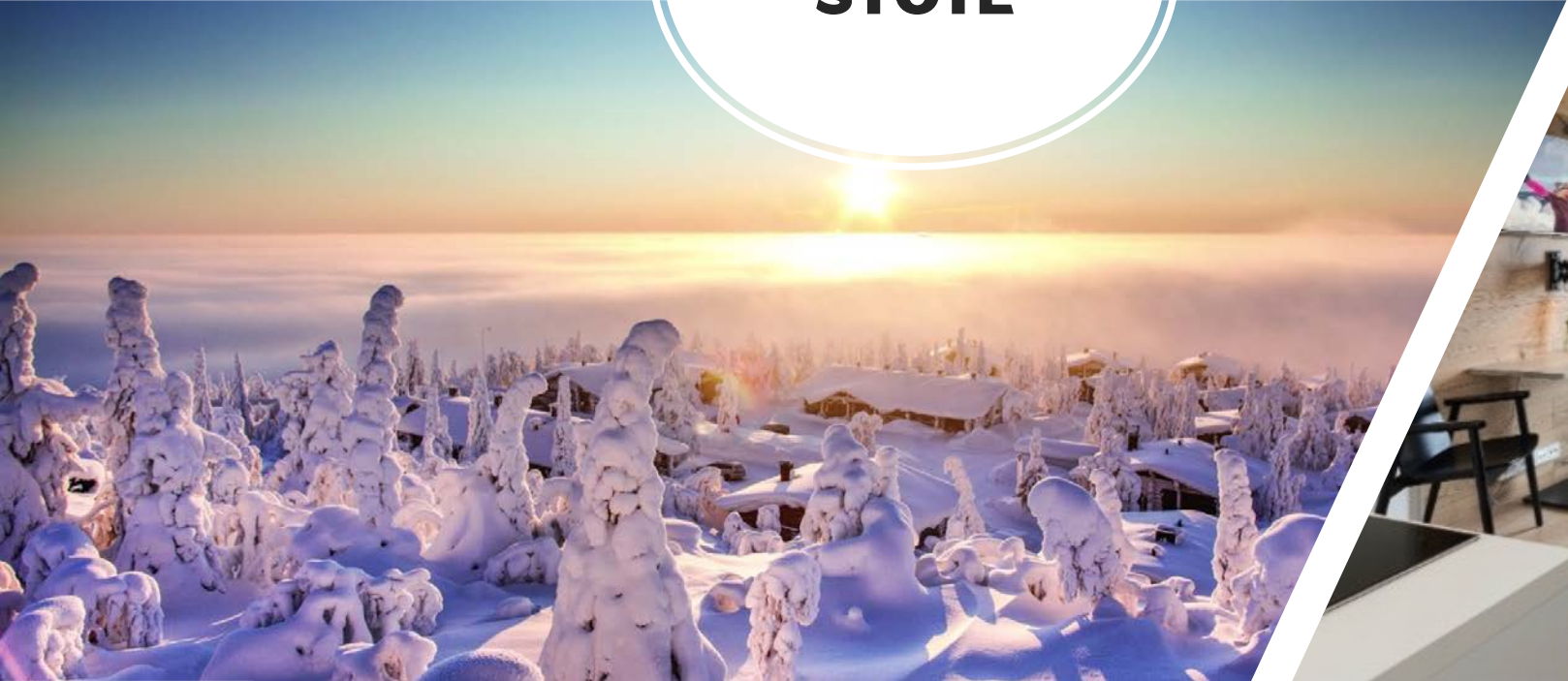




Hotel Iso-Syöte



**ISO-  
SYÖTE**



Kide Hotel



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# ACTIVITIES AND EXCURSIONS





**FROZEN  
SEA**





**ARCTIC  
ANIMALS**

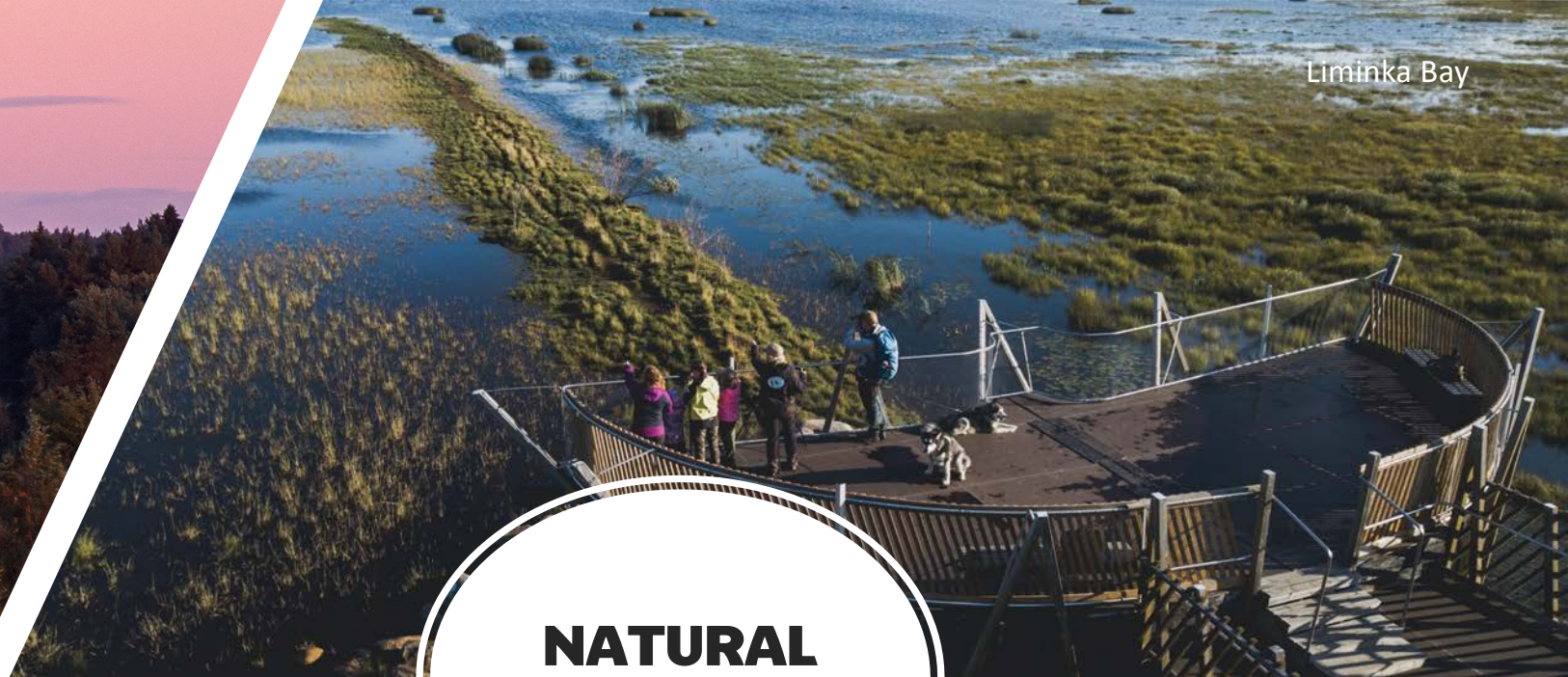






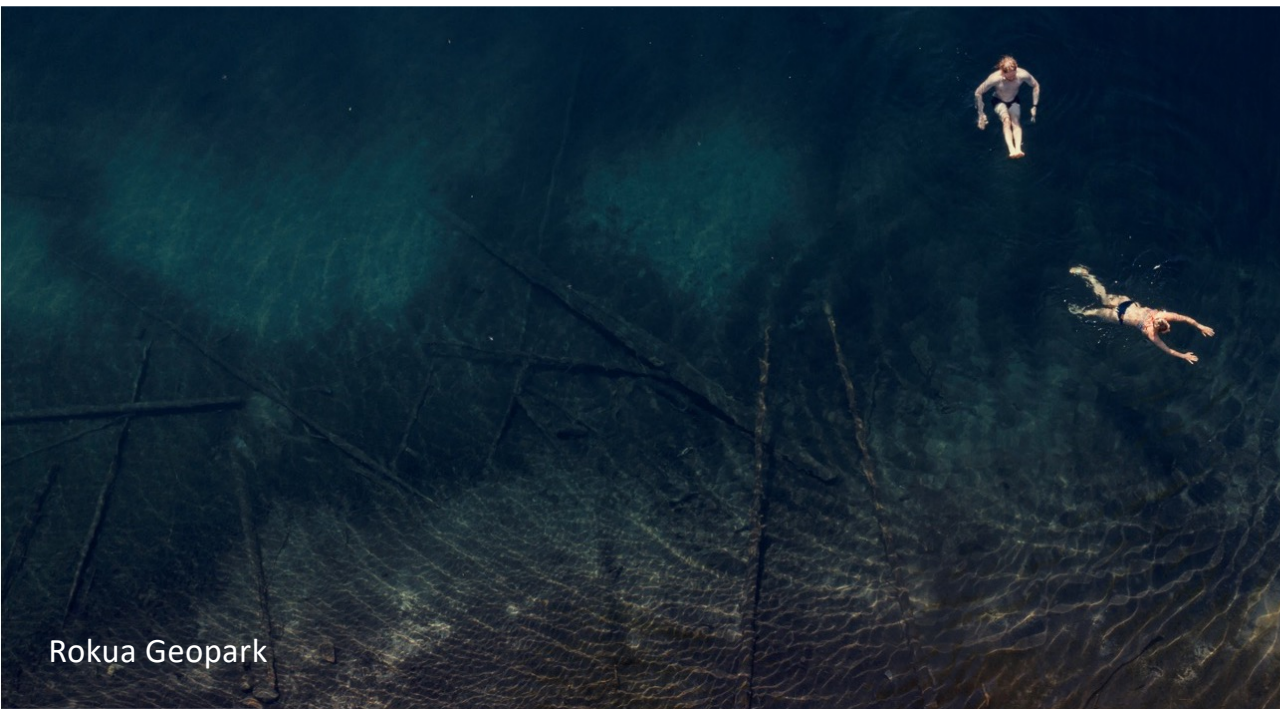
**OUTDOOR  
ACTIVITIES**





Liminka Bay

**NATURAL  
WONDERS**



Rokua Geopark



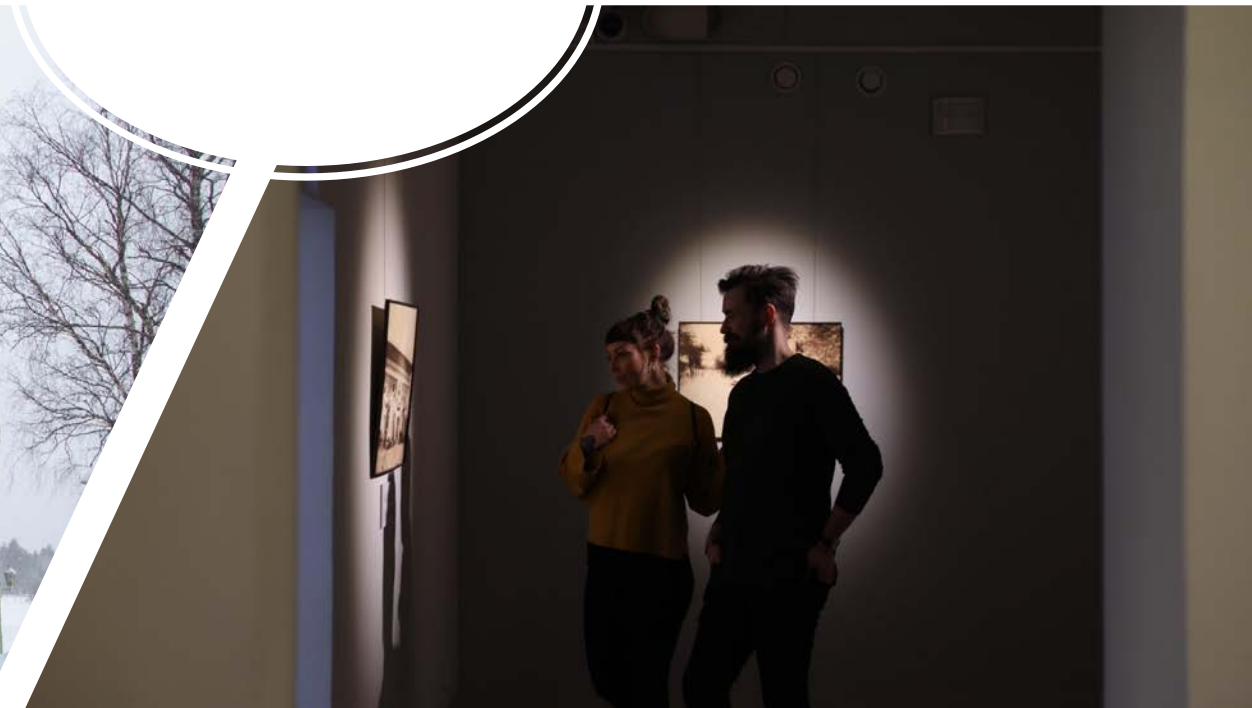


## **WORKSHOPS**





## MUSEUMS





**SAUNA  
EXPERIENCES**





**EVENTS**



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# EDUCATIONAL TRAVEL





# SUSTAINABLE DEVELOPMENT & EDUCATION

Rokua Unesco Global Geopark



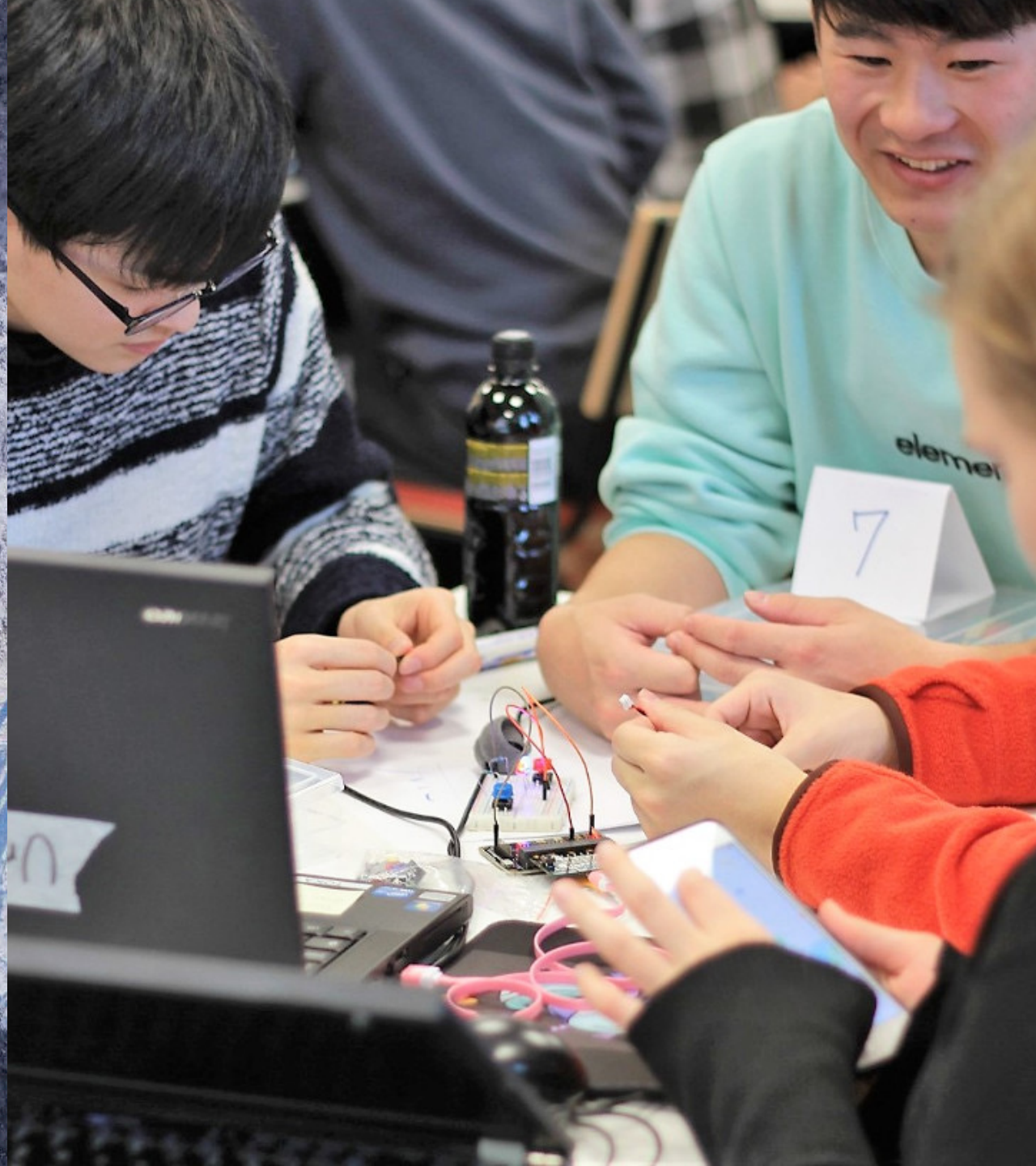
Program the robot to  
make a jam sandwich



SUOMEN  
KOODI-  
KOULU

© 2019 Code School Finland

# Coding and Robotics Camps Code School Finland





# Tailor-Made English Courses

Oulu-Opisto Community College

A collage of two photographs. The left photo shows a young man in a black shirt pointing at a computer monitor while a woman in a grey sweater looks on. The right photo shows a group of students sitting at a table, looking at a tablet together. A diagonal purple and blue line separates the two photos.

**EDUpacks  
City of Oulu**

**Problem  
solving  
workshops  
by OSAO**

A collage of two photographs. The left photo shows a woman in a red hoodie holding a boom microphone over a man in a black shirt who is operating a professional video camera. The right photo shows a woman in a grey sweater looking at a tablet while another woman in a black sweater stands nearby. A diagonal blue and white line separates the two photos.

**VALVE  
Film School**

**Phenomen-  
based  
STEAM  
Camp**

# Homestay



# Visits for Education Professionals

E.g. following themes

- Early Childhood Education & Care
- Curriculum Work
- Operational Culture in Schools
- STEAM-based learning
- Entrepreneurship Education and Pedagogy
- Sustainable Development Studies
- Learning Environments
- Inclusion and Special Needs Education
- Teacher Training





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**[www.pohjolaroute.fi](http://www.pohjolaroute.fi)**



**VISIT OULU**

