

Oulu

On the edge of
creativity and nature

FINLAND 2024



PRODUCT MANUAL FOR TOUR OPERATORS

Version 2: June 2024



Contents - Welcome to Oulu

Activities, transportation, accommodation

Destination Oulu	
Oulu & Pohjola Route - New way to discover Finland	5
Activities	
Go Arctic / DMC	6
Oulu Safaris	7
Lappis	8
Nallikari Safaris	9
Transportation	
Saaga Travel / DMC	10
Accommodation	
Lapland Hotels Oulu	11
Original Sokos Hotel Arina	12
Scandic Oulu Station	13
Scandic Oulu City	13
Nordic Art Hotel Lasaretti	14
Nallikari Holiday Village	15



O U L U



Destination Oulu

Oulu & Pohjola Route - New way to discover Finland

Oulu is a lively urban city, located next to the arctic archipelago of the Gulf of Bothnia and the border of Lapland. The city is easily accessible by plane, train, bus, car or even by private cruise ship.

In Oulu you can enjoy a versatile vacation by combining urban pleasures with nature activities. A compact city center full of nice shops and restaurants, short distances and fluid traffic as well as versatile, high quality accommodation options makes Oulu a splendid travel destination. Oulu has also been selected as the European Capital of Culture for 2026.

Oulu has a variety of attractions and plenty of year-round activities to enjoy. Our historically and culturally significant sites, as well as our comprehensive selection of events, are perfect for visitors of all ages. When it comes to activities, you decide whether it is berry picking, sauna, white nights and the midnight sun that never sets in summer, or ice fishing, biking on the frozen sea and hiking in tranquil forests under the northern lights during winter.

You can also leave the city behind and join the picture-perfect scenery on Pohjola Route. The travel route consists of unique travel destinations, each with its own characteristics and free choice of experiences.

Oulu provides a unique setting for a holiday where the beat of the city, the closeness of nature and northern hospitality all go hand in hand. You will enjoy a pleasant combination of big-city services and small-town warmth. Our activity and event companies as well as DMCs are happy to take care of even the finest details of your wishes and create successful visits for your guests in Oulu.

Why Oulu?

- a bustling city close to nature
- European Capital of Culture 2026
- vivid cultural offer with more than 700 events every year
- all year round arctic activities & experiences for individuals and groups
- an arctic coast with nightless nights in the summer
- Frozen sea and the Northern Lights during the winter
- wide selection of hotels and accommodations options with character and style
- cycling capital of Northern Europe
- great accessibility from Helsinki
- part of the Pohjola Route, a new way to discover Finland. Along this route you will find the most beautiful corners of Northern Finland
- easy to make day trips to Northern Sweden & other Bothnian coastal route destinations

Highlights in Oulu:

- Nallikari mini destination and stunning Nallikari beach by the sea, which is also a great place for checking out the blazing northern lights in the wintertime.
- Market Square, Market hall and idyllic Pikisaari island, old warehouses and salt storehouses by the waterfront.
- Ainola park and Hupisaaret City Park, an oasis close to the city centre.
- Turkansaari Open Air Museum and Kierikki Stone Age Centre, takes you on a time trip to the historic countryside and ancient times thousands of years ago.

DETAILS - OULU IN A NUTSHELL

Number of beds (total): 3.850 beds

Number of hotels: 12

Number of cottages: approx. 100

Hiking trails: approx. 100 km

Bicycle paths: over 1000km

Skiing tracks: approx. 500 km

Snow season: Mid December - Mid April

Summer activities: SUP boarding/wake-boarding, kayaking, canoeing, rafting, tar boat rowing, cycling, Jopo safari, white-water swimming, water park, Nordic walking, hiking, floating sauna, boat trips, fishing trips, Vauhtipuisto amusement park

Winter activities: Northern Lights hunting, snowshoeing, sliding snowshoe, cross-country skiing, downhill skiing, kite skiing, winter swimming, Nallikari Winter Village, ice fishing, fat biking, snow sculpting, adventures on frozen sea, reindeer farm visits, dog sledding/husky, Christmas/New year programs

Year-round activities and experiences: Climbing/bouldering, indoors carting & motor sports, sports adventure parks & science centre, escape rooms, museums, art galleries, exhibitions, concerts, nature workshops, art and handicraft workshops, sightseeing tours, day trips

Tourist information: Oulu City Tourist Office, Hallituskatu 36 B, 90100 Oulu and Oulu Market Hall

Services for tour operators: Newsletters, Fam and Media trips, educational and technical visits, brochures and manuals, joint marketing campaigns

Sustainability: Implementing a multi-year destination strategy that focuses on sustainability and making a strategy to develop off season events and programs and attracting year-round visitors. Increasing the knowledge of sustainable practices among tourism suppliers. Encouraging local enterprises in sustainable development practices. Oulu is part of Visit Finland's Sustainable Travel Finland initiative and aiming to be STF certified destination by 2026.

ACCESSIBILITY

Airport: Oulu Airport, approx. 15 km to the city center

Airlines: Finnair from Helsinki (multiple flights per day, flight time 1 hour)

Transfer options: bus, taxi (Otaxi), rental car (PlanBil)

Train station: Railway station Oulu, approx. 900 m to the pedestrian zone

Contact

Visit Oulu / Travel Marketing Oulu Ltd

Satu Peura

Torikatu 18, 90100 Oulu

Tel. +358 40 672 7751

satu@visitoulu.fi

www.visitoulu.fi/en

www.pohjolaroute.fi

www oulu2026.eu/en

instagram.com/visitoulu

instagram.com/pohjolaroute



Go Arctic Travel

Go Arctic Travel

Go Arctic Travel is a strong northern DMC offering travel and program services in Oulu Region; leisure groups, meetings, incentives, educational and technical visits.

As a DMC we arrange everything you groups will need; whether it is an arctic activity, a half day program or the whole travel package covering all the best highlights of Oulu Region and Lapland.

DETAILS

Languages: English, German, Chinese, Japanese, Italian

Founded: 2008 Season: year-round

Summer activities: canoeing/kayaking, rafting, white water swimming, biking, nordic walking

Winter activities: reindeer, husky, snowshoe trips, fatbiking, Christmas/ New year programs, Northern lights trips

Year-round activities: team building, nature workshops, art and handicraft workshops, sightseeing tours, day trips

Note: owner-run company

Sustainability: Ekokompass certificate, Sustainable Travel Finland label

Guiding services

Go Arctic Travel is the official booking agency of Oulu Region Tourist Guides. Guides are at your service when you or your guests want to familiarize yourselves with the City of Oulu, Oulu Region, neighboring municipalities, their history and the present-day life.

You can book guided walks and guided tours by bus or by bike and they can be operated in 10 different languages. We can also offer tour leading services for longer tours and transfers. Oulu Region Tourist Guides are authorized by The Finnish Guide Association.

DETAILS

Languages: English, German, Finnish, Swedish, Italian, Russian, Greek, Hungarian, Chinese and Japanese

Duration: From short transfers to excursions of several days

Starting point & time: as agreed

Contact

Go Arctic Travel
Kirsi Eskola
c/o Radisson Blu Oulu, Hallituskatu 1, 90100 Oulu
Tel. +358 44 433 3151
kirsi.eskola@goarctic.fi
www.goarctic.fi/en
facebook.com/goarcticevents
instagram.com/goarctic



Winter Day in Koiteli or Liminganlahti

We are lucky to work in the most beautiful nature spots in our region. Liminka Bay is one of Europe's most important bird wetlands and Koiteli is a unique, nearly natural rapid area in Kiiminki, Oulu, with strong cultural and historical values. You get to choose your location and enjoy fun snow activities in these beautiful surroundings and get to know the wellknown arctic animal; reindeer and hear the stories of local reindeer herder. After the snow activities group will enjoy coffee/tea and everyone will have the chance to make their own souvenir out of nature materials.

DETAILS

Season: December-April depending on the weather conditions. Program can also be modified for the season without snow

Duration: 3-5 hours

Participants: 10-150 pax

Starting point & time: as agreed

Services included: Guide, transfer, snack by open fire

Optional services: Winter clothing, lunch and dinner

Go Arctic travel package - the best of Arctic summer

This example package offers your leisure group the best experiences of the Arctic summer in Oulu region. The package includes lots of water activities since our city is surrounded by the sea, and rivers. Experience Oulu under the sunny summer days and light summer nights.

Day 1: Arrival, guided walk in the city center & welcome dinner

A guided walk takes you from the old monumental centre to the new one. The welcome dinner of your trip will be served at the Sokeri-Jussi Tavern. Sokeri-Jussi Tavern is located in Pikisaari in Oulu, in a hand-carved log building where shipbuilding used to prosper.

Day 2: Paradise for Birds – Liminka Bay

More than 200 bird species are sighted in Liminka Bay during the year. This tour will give you an excellent possibility to dive into the very fascinating world of birds.

Day 3: Water fun at Koiteli rapids

In the Koiteli white water area on the Kiiminkijoki River, a thrilling experience awaits with white water swimming. Transfer to the last dinner venue is made by canoes from the city center to the island of Hietasaari. Sea food buffet dinner is served at the Restaurant Hietasaaren Seelari.

Day 4: Departure

DETAILS

Season: May-Mid September

Duration: 4 days, 3 nights

Participants: max. 150 pax

Services included: Guide, transfers, equipment for the activities, meals, accommodation



Oulu Safaris

Oulu Safaris

Oulu Safaris has a long history providing unforgettable adventures in Oulu region year around. We also operate Winter Village in Oulu during winter time. Also amusement park Vauhtipuisto is in our offering during summer.

Our activities are the most popular adventures in the area. In winter we offer wide range of activities. For example aurora hunting, snow sculpting and traditional icefishing in Nallikari on the frozen sea.

During summer we offer canoeing trips, tar river rowing, bicycle tours, city orienteering and many team building programs. We also operate Potnapekka citytrain in Oulu.

All our activities are guided tours. Professional guides will lead you safely through our activities in English. All the equipment needed for the activities are included and we are known to take good care of our visitors.

DETAILS

Language: English Founded: 1989 Season: year-round

Summer activities: Tar boat rowing, canoeing, Joposafari, hiking and naturetrips, team building, citytrain

Winter activities: Adventure on frozen sea, Aurora Hunting, icefishing, snowsculpting, snowshoetrips, Nallikari Winter Village with its activities such as reindeer sledge ride

Year-round activities: team activities

Equipment rental: Canoes, jopo-bicycles, icefishing equipment, warm winter clothing

Note: owner-run company

The Finnish wilderness experience - a chance to catch the Auroras

Welcome to guided trip to the Finnish wilderness! We will start our hike by gearing up the group with headlamps before entering to the forest. During this trip we will experience the clean Finnish nature at its best as we follow the ancient trails by using our headlamps. And if we get lucky, we might see the Northern Lights dancing in the sky among the stars.

We will also have a taste of a traditional Finnish sausage and enjoy some warm drinks around open fire.

DETAILS

Season: September - April

Duration: 2-3 hours

Participants: 10-100 pax

Starting point: different locations close to Oulu

Services included: guide, headlamps, snack on camp fire (sausage, hot juice, finnish donut)

Optional services: Winter clothing, transfers



Arctic adventure on the frozen sea

This activity is full of action on the frozen sea! Guests can explore the world of Arctic sea in Nallikari. Group makes a trip to the frozen sea of Bothnian Bay travelling on sledge pulled by ATV.

On the frozen sea we will try out ice fishing and see if we can catch some fish with our icefishing equipment.

DETAILS

Season: December - April

Duration: 2-3 hours

Participants: min. 8 pax

Starting point: Nallikari

Services included: ATV sledge ride to the frozen sea, guide

Optional services: Winter clothing, hot drinks and sausage on camp fire

Snow sculpting

Be a snow artist! Get familiar with sculpting with snow on our guided activity. This activity brings your inner artist alive and you can learn how to use snow as a building material.

Participants will get basic information about techniques and equipment and snow as a material - just bring your creativity along! Snow is fascinating element to build, to carve and modify but it also gives you a challenge and lots of fun while doing it.

We do not take this too seriously and art is something you cannot define - every work which comes from the heart, is a piece of art.

DETAILS

Season: December - April

Duration: 2-3 hours

Participants: 10-100 pax

Starting point: Nallikari, winter village or other locations

Services included: Guide

Optional services: Winter clothing

Contact

Oulu Safaris Ltd
Leiritie 2, 90510 Oulu
Tel. +358 40 566 7533
sales@oulusafaris.com
www.oulusafaris.com
facebook.com/oulusafaris
instagram.com/oulusafaris



Lappis

Lappis

Lappis offers outdoor activities in Northern Ostrobothnia. In the summer, we serve in two paddling centers in Oulu and Raahe.

At Oulu Paddling Center we rent kayaks, SUP boards and fatbikes. The water park is open all summer. The wake boarding track is in operation.

In Raahe Paddling Center, we rent kayaks, SUP boards and fatbikes. The center has a small summer cafe.

Tours in kayaking, SUP boarding and fatbiking are offered by both paddling centers throughout the summer season.

In winter, skin based skiing, snowshoeing as well as fatbike tours are available.

DETAILS

Language: English Founded: 2006 Season: year-round

Summer activities: kayaking, fatbiking, SUPboarding, hiking/trekking, tent sauna, nature trip, floating water park

Winter activities: snowshoeing, short skiing, fatbiking, tent sauna, aurora hunting

Year-round activities: fatbiking, nature trip

Equipment rental: kayaks, SUPboards, fatbikes

Note: owner-run company

Sustainability: qualified kayak guides; guides have a sense of responsibility towards the environment; nature materials for lunch packages or picnics; excursion/ activity does not harm the eco system; guidelines for visits of natural sites are used and visitors are informed

Bay of Bothnia by kayak

City of Oulu/Raahe by kayak is the defining paddling trip, our 2 hour guided kayak tour through the Oulu/Raahe and characterized by its clear waters and nature. The kayaks used on the trip are easy to handle and very stable - this paddling trip suits beginners and experts alike. We will provide you with all the kayaking equipment needed. Just wear some sporty clothing and bring your adventurous spirit - Lappis will take care of the rest. We will paddle on a slow and easy pace, everyone can tag along on this journey.

Contact

Lappis
Minna Haurinen
Karhunkedontie 16, 90410 Oulu
Tel. +358 445794876
minna@lappis.fi
www.lappis.fi/en
facebook.com/lappisrental
instagram.com/lappisrental



DETAILS

Season: 15.05. - 30.09.

Duration: 2 hours

Participants: 4-20 pax

Minimum age: 15 years

Starting point & time: Linnansaari, near by Oulu city center or Pikkulahti near by Raahe city center, starting time by agreement

Services included: English speaking guide, kayak, live vest, paddle, spraydeck and waterproof cell phone case

Optional services: equipment transfer different location, snacks during trip

Bay of Bothnia by SUP (Stand Up Paddling)

On this ocean adventure we will learn the basic skills on paddling a stand up paddle board (SUP).

We will also focus on how to paddle safely and on a sustainable manner protecting the nature. This paddling trip suits beginners and experts alike.

We will ensure you'll have a relaxing and a memorable paddling experience.

DETAILS

Season: 15.05. - 30.08.

Duration: 2 hours

Participants: 4-20 pax

Minimum age: 15 years

Starting point & time: Linnansaari, near by Oulu city center or Pikkulahti, near by Raahe city center, starting time by agreement

Services included: English speaking guide, SUPboard, live vest, paddle and waterproof cell phone case

Optional services: Transfer equipment other location, snack during trip

Fatbike adventure

Start the day with your local guide who will introduce you the secrets of fatbiking.

Even though the fatbikes look sturdy, they are great fun to ride and surprisingly agile, giving you a feeling of floating even on rugged terrain.

After the guided tour, the guide will give you the best tips to explore the beautiful nature by yourself.

DETAILS

Season: year-round

Duration: 2 hours

Participants: 4-20 pax

Minimum age: 15 years

Starting point & time: Nallikari, starting time by agreement

Services included: English speaking guide, bike, helmet



Nallikari Safaris

Nallikari Safaris

Nallikari Safaris is an activity / safari service based in Oulu, Finland offering a wide variety of guided outdoor activities and rental equipment.

DETAILS

Language: English

Founded: 2017

Season: year-round

Summer activities: Guided kayaking / canoeing, fishing and fatbike safaris as well as equipment rentals for self-guided activities

Winter activities: Guided snowshoe, sliding snowshoe, ice fishing and fatbike safaris as well as equipment rentals for self-guided activities

Year-round activities: Fatbike safaris

Equipment rental: Kayaks, canoes, fatbikes, snowshoes, sliding snowshoes, tents

Sustainability: Qualified local guides who have a sense of responsibility towards the environment; activity does not harm the ecosystem; use of reusable and recyclable materials for outdoor meals when possible

Kayaking safari to River Oulu delta

The Nallikari Safaris kayaking safari to River Oulu delta begins at Vaakunakylän venesatama (marina) in Hietasaari, Oulu, situated a 10-minute drive from Oulu city center. In the beginning we'll teach the basics of kayaking and go carefully through the safety features. Then we'll start a safari with the length of approximately 7 kilometers led by a trained and experienced paddling instructor and carried out with single seated kayaks.

The delta of River Oulu is a diverse paddling location providing both cultural and natural scenery as well as a unique perspective on the cityscape of Oulu. This safari offers the delta area as its finest.

The trip is well suited for beginners and doesn't require swimming skills.

DETAILS

Season: 01.05. - 30.09. Duration: 3 hours

Participants: 4-10 pax Minimum age: 12 years

Starting point & time: Mustasalmi at the end of Vellamontie in Hietasaari, starting time by agreement

Services included: Guide, kayak, life vest, paddle, spray deck

Sliding snowshoe safari in Hietasaari

In the beginning we will adjust the sliding snowshoes to fit everyone's footwear, set the walking poles to correct height and demonstrate how the equipment works.

Then we'll head out on a route that takes us over the frozen sea and to the beautiful wintery wooded areas of Hietasaari.



Sliding snowshoe trekking provides an active way to experience the frozen sea and some of the most beautiful scenery in the area. It doesn't require previous experience and as the altitudes differs very little in Oulu, practically the whole trip takes place on the sea level. The activity is suited for anyone with a basic fitness.

DETAILS

Season: 15.12. - 31.03. Duration: 2 hours

Participants: 4-12 pax Minimum age: 12 years

Starting point & time: Nallikari Holiday Village, starting time by agreement

Services included: Guide, sliding snowshoes & snowshoeing poles

Ice fishing on the frozen sea

The Oulu sea area, located in the Gulf of Bothnia, is absolutely beautiful especially in winter offering spectacular views on both the city and the open sea. It is also a great ice fishing location and has some good spots for catching perch or even whitefish.

From the shoreline we'll proceed to the fishing spots, situated at a close walking distance. On location everyone gets a chance to drill a hole in ice by themselves, and our fishing guide demonstrates how to attach the bait and how to lure the fish with it.

Even though arranged during winter, there's no need to get cold or hungry on this trip. A small heated pop-up-tent is situated on location for warming up and enjoying snacks and pot coffee.

DETAILS

Season: 01.01. - 31.03. Duration: 4 hours

Participants: 4-10 pax Minimum age: 12 years

Starting point & time: Nallikari Holiday Village in Oulu, 9.00 h

Services included: Guide, heated pop-up-tent, ice fishing rods, lures, baits, ice drill, seats, camp fire on ice, one sonar fish finder for the whole group, camp fire sausages and pot coffee / tea

Optional services: Rental of winter clothes, transportation from your accommodation and back, snowmobile transportation on frozen sea, big stove heated tent on ice

Contact

Nallikari Safaris
Jarkko Auno
Nallikariinranta, 90510 Oulu
Tel. +358 20 731 0110
info@nallikarisafaris.fi
nallikarisafaris.fi/en_US
facebook.com/nallikarisafaris
instagram.com/nallikarisafaris



Saaga Travel

Saaga Travel

Saaga Travel is a charter bus and DMC/incoming tour operator based in Oulu and Rovaniemi cities in Northern Finland.

DETAILS

Language: English

Founded: 2008

Season: year-round

Services: Passenger transport services; DMC services; ready-made tour packages and itineraries

Transfer: Airport and train station transfers from Oulu and Rovaniemi, also Kuusamo to Syöte.

Note: owner-run company

Sustainability: We are in the process of obtaining Travelife Partner status by summer 2023, to be followed by Sustainable Travel Finland mark by end of 2023.

Transportation

Stationed in Oulu and Rovaniemi, we serve you with all your transportation needs: airport transfers, local transfers, charter bus services and Northern Finland & Northern Scandinavia round trips. Through our partner network we can serve you also in Helsinki and Southern Finland. We also can function as a DMC for our transportation clients.

DETAILS

Vehicles & Capacity: Mercedes E-sedan (or similar) 2-3 pax; Mercedes V-Class 6+1 pax; Mercedes Sprinter minibuses, 16-19-seaters; Coaches, 48-63-seaters; 79-seater double decker; Trailers for luggage for groups traveling by minibus with large luggage

Services: Well-trained, polite and service-oriented English-speaking drivers, driver-guide service for private groups, Wifi, USB chargers, microphones, WC in large buses.

Meals: We can provide to the bus drinks and snacks (coffee/tea, water and beverages, large water cans to refill clients' own water bottles, sandwiches, pastries and/or fruit)

Contact

Saaga Travel
Johanna Salmela
Hakatie 15, 90440 Kempele
Tel. +358 40 826 2345
johanna@saagatravel.fi
www.saagatravel.fi/en
facebook.com/saagatravel
instagram.com/saagatravel
linkedin.com/company/saagatravel



Guided Walk in Sanginjoki Nature Reserve Area

Guided trip to the magical Sanginjoki Nature Reserve area. We get to know the different seasons of Finnish nature and we hear stories about the Finnish forest, the importance of the forest for well-being, as well as mythologies related to the forest. We walk for about 2 kilometers and in the middle we make a stop to have a snack by the campfire.

DETAILS

Season: year-round, seasonal adjustments can be made to the route and the length of the walk.

Duration: 3 hours including transfers

Participants: 10-20 pax Minimum age: 6 years

Starting point & time: Oulu city centre, starting time by agreement

Services included: Transfer from Oulu city centre, warm drink and sausage, guide

Finnish Happiness Tour in summer: Oulu - Hailuoto - Syöte

This tour sheds light on the reasons why Finland was chosen as the happiest country in the world for the sixth time. During the tour, you will meet local people, familiarize yourself with Finnish culture and experience firsthand Finns' unique relationship with nature. The tour takes you to explore the City of Oulu, exotic Hailuoto island and fells and forests of Syöte. The content of the package can be modified. There is also a winter version of the package - ask for more!

DETAILS

Season: June - September Duration: 7 days, 6 nights (can be modified)

Languages: English, German, Italian, Spanish, Japanese, Chinese

Participants: 10-30 pax Minimum age: 10 years

Starting point & time: Oulu Airport, approximately 17:00 h

Services included: All transfers according to the tour itinerary (Oulu - Hailuoto - Syöte - Oulu), meals, 3 nights in Oulu at chosen hotel, 3 nights at Hotel Iso-Syöte at chosen room or cottage type, guided tours and activities, Happiness Guide

Syöte Winter Getaway

This tour takes travellers from Oulu Airport to Syöte. For the perfect winter stay, activities such as a husky and snowmobile safari and an Northern Lights hunt with snowshoes await. A day trip to Ranua and Rovaniemi with visits to a reindeer farm, the Ranua Zoo and Santa's Village complete the trip.

DETAILS

Season: December-April

Duration: 5 days

Participants: 10-40 pax

Starting point & time: Oulu Airport, depending on the arrival flight

Services included: all transfers according to the itinerary, meals, 4 nights in shared double room at KIDE Hotel by Iso-Syöte, activities, guide included in the guided activities



Lapland Hotels

Lapland Hotels

We are family - run company offering authentic experiences of Lapland. The locations of our 19 individual hotels range from the urban cityscapes of Finland, the hearts of urban fells, the hottest ski resorts, and the edges of great wildernesses to the rugged landscapes of northernmost Lapland.

Whether you are looking for easy accommodation, central location, or some peace and quiet, our selection offers you options from hiking accommodation to luxury suites and holiday apartments.

Lapland Hotels Oulu offers you a chance to experience Lapland in the heart of a city. The hotel is situated in the centre of Oulu, next to the Cathedral and the historical Ainola park.

Our 160 rooms have been decorated with skill and style to suit the taste of even the most quality conscious guests. The design of the rooms was influenced by nature and the stories of Lapland.

Lappish peace or mystique - it's up to you.

DETAILS

Company founded: 1965 Built: 1990

Last renovation: 2015

Season: year-round

Language: English

Number & type of rooms: 160 rooms: 60 Northern Comfort twin, 49 Northern Comfort Queen, 20 Northern Comfort twin+, 17 Northern De Luxe King, 3 Northern Premium King, 9 Northern Premium De Luxe King, 2 Lapland Suite

Equipment rooms: varies according to room type, all rooms are equipped with hairdryer, WC, free wireless broadband throughout the hotel, flat-screen TV with a wide selection of channels, choice of pillows, air conditioning, shower/bathtub.

King & Lapland Suite: Minibar, bed size 180 cm x 205 cm, bath robes and slippers, tea maker and specialty coffee maker, sauna (except Northern Deluxe King).

Spa & Wellness: Sauna and swimming pool

Activities: In cooperation with local businesses

Equipment rental: Bicycle rental available in summer months

Meeting rooms: 10 meeting rooms, the sizes of the meeting rooms vary in size from smaller up to 150 seats conference rooms.

Note: family-run business, pets are allowed, nearest supermarket in 300 m, parking places are available, reception is open 24 hours

Accessibility: Oulu Airport 11 km, Railway station Oulu 1 km

Transfer: on request



Sustainability: The north is our home, and we nurture it in all our operations. Sustainable operations are close to our heart. We value the fragile nature of Lapland and our local communities. In addition to the environment, it is important to us to look after people - our staff and customers alike. We develop our corporate responsibility continuously and seek new ways to improve our operations. Hotels have EcoCompass environmental management system and certificate. We are also part of Sustainable Travel Finland program developed by Visit Finland.

Restaurant Oula Kitchen & Bar

Oula Kitchen & Bar is a tribute to the diverse nature of the North and the world's purest ingredients sourced from the wild.

The joy and respect for Nordic cuisine extends from the kitchen to the restaurant, bar and lounge.

We have roamed the rolling fell tops and open mires and forests in the wilderness to offer you a menu that embodies the genuine and unique quality of Northern nature. We believe every bite should be an experience.

DETAILS

Opened: 2015

Season: year-round

Capacity: 160 seats

Services: Breakfast, lunch, dinner, buffet and à la carte.

Specialities: Surprise menus, 3 or 5 courses, served from Monday to Saturday. We recommend a wine package with the surprise menu to compliment the flavours in the best possible way.

Note: Family-run, own menu for children, dogs are allowed in the bar, parking places are available

Contact

Lapland Hotels Oy
Kirkkokatu 3, 90100 Oulu
Tel. +358 8 881 1110
oulu@laplandhotels.com
www.laplandhotels.com/EN
facebook.com/laplandhotelofficial
instagram.com/lapland_hotels



Original Sokos Hotel Arina

Original Sokos Hotel Arina

Original Sokos Hotel Arina – your home in the middle of the city center.

Original Sokos Hotel Arina is a lively city hotel in the heart of Oulu. We breathe the local urban culture and honor the nearby nature, and we have the Green Key certificate.

The hotel is seven storeys high and has 260 rooms. The full hotel renovation was finished in June 2022. Stories of our city Oulu have been embedded into the ambiance of our rooms; the stories of Tar, Salmon and Summer Nights are reflected in the interior of the rooms.

DETAILS

Built: 2003 **Last renovation:** June 2022

Season: year-round **Languages:** English, Swedish

Number & type of rooms: in total 260 rooms with different room categories: 2 suites, 2 junior suites, 15 superior and superior extra rooms, 4 theme rooms and 237 standard rooms

Equipment rooms: All rooms are equipped with TV, WIFI, electric kettle, safety box, ironing equipment and air conditioning. Additional equipment varies according to the room type.

Spa & Wellness: 2 guest saunas, gym room

Activities: Summer game and winter equipment, bikes, golfing (green fees), Christmas table available in December on request, childrens play room

Packages: Christmas packages, half board and other packages on request

Meeting rooms: 6 conference rooms in the Valkea shopping centre. 5 cabinets next to the restaurants for private meetings.

Note: Co-operative Arina owns Original Sokos Hotel Arina, dogs are allowed, nearest supermarket in 50 m, warm garage for 36 cars and 2 electric car charging stations.

Accessibility: Oulu Airport 15 km, Railway station Oulu 1 km

Contact

Original Sokos Hotel Arina

Henriikka Riipi

Pakkahuoneenkatu 16, 90100 Oulu

Tel. + 358 (0)44 788 6744

henriikka.riipi@sok.fi

sales.oulu@sokshotels.fi

www.sokshotels.fi/en/oulu/sokos-hotel-arina

facebook.com/OriginalSokosHotelArinaOulu

instagram.com/originalsokshotelarina



Transfer: On request with our local partners

Sustainability: Sustainable Travel Finland -certificate, Green Key - certificate, Authentic Finnish Sauna experience - certificate, local food in restaurants and breakfast, recycled materials used in many ways, recycle bins in hotel area and in the rooms, ecological shower system in the rooms, renewed air conditioner and optimized energy system in the hotel, local knowledge of things to see and do in Oulu area.

Restaurants

Original Sokos Hotel Arina has 4 restaurants:

Frans & Camille Bistro: Frans & Camille Bistro is a French-style restaurant exuding joie de vivre in the heart of Oulu, on the ground floor of Original Sokos Hotel Arina. Personal service combined with a relaxed atmosphere and a love for good food are the key to Frans & Camille's ambience. Fresh ingredients combined with classic French recipes and the head chef's newest creations guarantee a successful dining experience for all.

Amarillo: Amazing feasts and a great place to spend your evening, right in the city center. On the menu you'll find classics from The Big Burger to Margaritas, as well as an abundant list of fresh new flavors, Amarillo-style. Many of our dishes are great for sharing. The downstairs Night Club can be booked for private events. Amarillo's terrace is located on Rotuaari, the liveliest part of the Oulu city center.

VENN: VENN is located in the heart of the Oulu city center, right next door to our hotel reception. You can easily pop in to the charmingly relaxed atmosphere of VENN during your shopping day or enjoy the fun until the night. VENN offers simple and delicious food, charming wines and exhilarating cocktails. VENN shares a terrace with Amarillo, the restaurant next door. The terrace is in use during the summer months. Due to its great location, the terrace is right in the midst of Oulu's summer events.

Veranta: On the third floor of the Original Sokos Hotel Arina you will find the beautiful restaurant Veranta. In the morning, the restaurant serves as a breakfast restaurant for the hotel guests. For lunch, the hotel's conference guests are served here, and in the evenings the restaurant transforms to any kind of restaurant needed for the occasion. Veranta is suitable specially for corporate parties. The centerpiece of the summer celebrations is the restaurant's cozy patio. Restaurant Veranta exudes Scandinavian countryside combined with modern design. The menu is inspired by the pure nature of the north.



Scandic Hotels

Scandic Hotels

Scandic is the largest Nordic hotel operator with a network of about 280 hotels with 57,000 hotel rooms in operation and under development in six countries.

DETAILS

Language: English, Swedish

Company founded: 1963

Season: year-round

Note: public company

Sustainability: Both Scandic Oulu City and Scandic Oulu Station are eco-labelled hotels with the Nordic Swan Label.

Scandic Oulu Station

A peaceful and cosy hotel near the railway station and the very heart of Oulu.

Refurbished rooms, friendly service and a comfortable, easy-going and congenial restaurant guarantee a relaxing visit for you. Pop in also for a drink in our welcoming and comfy pub Kummeli.

We have noticed that exercise seems to be most effective just when you haven't time for any, for this reason we have bicycles and Nordic walking sticks available for our guests. The reception can supply you with a map of the surrounding jogging tracks, in addition you are welcome to use the hotel's gym, sauna and swimming pool.

Arriving by a car? With us you don't have to worry about parking because we have a covered paid outdoor parking area.

DETAILS

Built: 1982

Last renovation: 2017

Number & type of rooms: 207 rooms: standard and superior rooms

Equipment rooms: Shower, TV with satellite channels, a wireless internet connection. Hairdryer and minibar are standard and in some rooms we have ironing board & iron, safety box and water kettle. For our younger guests, extra beds and cots are available.

Restaurants: one à la carte restaurant and one pub

Spa & Wellness: Two saunas for hotel guests and a swimming pool

Equipment rental: Bicycles and Nordic Walking Sticks

Packages: Packages for groups and FIT

Note: Play area for kids, children's menu in the restaurant, dogs are allowed, nearest supermarket in 500 m, covered parking spaces are available (for a fee)

Accessibility: Oulu Airport 15 km, Railway station Oulu 0,3 km



Scandic Oulu City

Scandic Oulu City is located in the heart of the city and is close to everything the city has to offer. The interior of Scandic Oulu City has a fresh Nordic style.

Modern, high quality rooms are decorated with environmentally friendly materials and at the same time do not compromise on comfort. There are parking facilities for 170 vehicles in the same building.

Restaurant Torilla at Scandic Oulu City prepares especially grilled food, without forgetting our Scandic Classics. We combine Nordic flavours, domestic ingredients and the latest trends into exiting dishes which you can also share with friends. Our bar is a perfect place to enjoy good company and high quality drinks.

We have noticed that exercise seems to be most effective just when you haven't time for any, for this reason we have bicycles and Nordic walking sticks available for our guests. The reception can supply you with a map of the surrounding jogging tracks, in addition you are welcome to use the hotel's gym and sauna.

DETAILS

Built: 2007

Number & type of rooms: 214 eco rooms: standard, superior, superior extra, Junior Suite

Equipment rooms: bath or shower, TV with satellite channels, a wireless internet connection, individual air conditioning, a safety deposit box, an iron and ironing board, hairdryer and minibar. For our younger guests, extra beds and cots are available.

Restaurants: one restaurant and one bar

Spa & Wellness: Sauna & gym for hotel guests

Equipment rental: Bicycles and Nordic Walking Sticks

Packages: Packages for groups

Note: Play area for children in the lobby, children's menu in the restaurant, dogs are allowed, nearest supermarket in 150 m, parking facilities for 170 vehicles in the same building

Accessibility: Oulu Airport 14 km, Railway station Oulu 1,2 km

Contact

Scandic Hotels

Scandic Oulu Sales Office

Scandic Oulu Station: Kajaaninkatu 17, 90100 Oulu

Scandic Oulu City: Saaristonkatu 4, 90100 Oulu

Tel. +358 (0)8 543 2122

sales.finland@scandichotels.com

www.scandichotels.com

facebook.com/ScandicSuomi

instagram.com/scandichotels



Nordic Art Hotel Lasaretti

Nordic Art Hotel Lasaretti

Nordic Art Hotel Lasaretti offers accommodation, a restaurant, meeting and party facilities in a unique historical environment in Oulu.

Lasaretti's rooms look out over the Oulujoki River and the parklike yard of the historical building of the former county hospital, built in 1849. The hotel itself was completed in the 1920s.

The strong visual image and characteristic atmosphere of the public areas continue in the rooms and venues with their Northern Finnish works of art. All the hotel rooms are renovated in 2019.

Hotel Lasaretti is situated in the corner of a unique central park of Oulu; Ainola Park and Hupisaaret, which is a group of small islands connected to each other. The popular tourist attractions of Oulu; Art Museum and Tietomaa Science Centre are situated nearby. Next to the hotel is Merikoski dam and a pedestrian bridge across the river.

And of course all the city center attractions are only a one kilometer and few blocks away.

DETAILS

Company founded: 2001

Built: The hotel building was first built in 1922 and has been used for various purposes.

Last renovation: 2019

Season: All year excluding Eastern, Midsummer and Christmas season.

Languages: English, German, Swedish

Number & type of rooms: 31 double rooms, 10 single rooms, 6 superior rooms, 2 family rooms

Equipment rooms: All of our rooms always have a rainwater shower, a WC, a hairdryer, towels, a television, a phone, an iron and an ironing board and complimentary coffee & tea set up. Free Wifi.

Restaurants: Restaurant and Lobby Bar

Contact

Nordic Art Hotel Lasaretti
Riitta Huttu & Anne Wittwer
Kasarmintie 13b, 90130 Oulu
Tel. +358 (0) 20 757 4700
lasaretti@lasaretti.com
www.lasaretti.com
facebook.com/Lasaretti
instagram.com/hotelli_lasaretti



Spa & Wellness: Sauna in the evening, fitness room

Equipment rental: Bicycles are rented year-round, kick sled in winter

Meeting rooms: 14 meeting rooms and party venues from 8 - 340 people

Note: Pets are not allowed, nearest supermarket in 500 m, parking places are available

Accessibility: Oulu Airport 15 km, Railway station Oulu 1 km

Sustainability: We value local and organic food in our restaurant.

The breakfast buffet is a part of Organic Food Program. We measure our climate effect by measuring the carbon footprint. We are committed to sustainable development and all our services are marked with Nordic Ecolabel.

Lasaretti Bistro

Pleasure for everyday meals and festive occasions

Proper and real – season's best, locally. Pure local and domestic food meets each other in our menu. Please, come and enjoy our easy going food, always prepared for you.

Excellent kitchen

Our kitchen is at its best in different kind of events, big or small. The Chaîne des Rôtisseurs plates achieved by the restaurant are proof of its ambitious work. Please, contact our sales office, when you are planning set dinner, doctoral dinner, cosy evening with friends or colleagues, wedding or birthday party.

DETAILS

Opened: 2001

Season: year-round

Capacity: 150 seats

Services: Lunch, dinner, à la carte, coffee /tea, pastries, wine, beer. Tempting and sunny summer terrace.

Note: Dogs are not allowed, parking places are available



Nallikari - By the Sea

Nallikari Holiday Village

Nallikari Holiday Village offers high quality accommodation ranging from traditional Finnish style cottages to well-equipped Villas, all right next to the famous Nallikari beach. New seaside apartment hotel opened in 2024!

DETAILS

Language: English Season: year-round

Summer activities: SUP-Boarding, kayaking, canoeing, fat biking, cycling, swimming, water sports and more.

Winter activities: Northern Lights hunting, snow shoeing, cross-country skiing, Nallikari Winter Village, ice fishing, fat biking, reindeer farm visits, reindeer sleigh ride

Equipment rental: Cross country skies, snow shoes, fat bikes, traditional Finnish Jopo-bikes

Restaurants: Restaurant Nallikari and Bakery & Bistro in the holiday village area, new restaurant in the apartment hotel

Accessibility: Oulu Airport 17 km, Railway station Oulu 5 km

Transfer: Fixed rate transfers for both airport and train station

Note: Various playgrounds, nearest supermarket in 1,5 km, parking places are available

Sustainability: Finland's first Green Key certified holiday village and also certified by Sustainable Travel Finland program.

Holiday Cottages

These traditional Finnish style Holiday Cottages are available throughout the year and recommended for 1-5 persons. The Holiday Cottages provide an excellent alternative also for a long-term accommodation.

DETAILS

Built: 2000 Last renovation: 2020

Number & type of cottages: 22x Studio Holiday Cottage: max 3 adults (+2 children), 23 m², 2 beds in combined kitchen / living room area, 1 bed in the loft upstairs. 6x Holiday Cottage with bedroom: max 3 adults (+2 children), 33 m², separate bedroom with 2 bed, 1 bed and 2 mattresses in the loft upstairs.

Equipment cottages: Bathroom, WC, shower, TV, fully equipped kitchen

Spa & Wellness: free common sauna

Note: Pets are welcome

Villas

Villas are modern and built in traditional island cottage style with large windows allowing nature enter the rooms. Different size Villas for 1-12 persons.



Poiju Villa Soolos are single units and Poiju Villa Duos are located in semi-detached houses. Villa Försti & Villa Seilori with two interconnecting apartments for up to 12 persons! Villa Kippari with three bedrooms, the largest single Villa, is located closest to the Nallikari beach.

DETAILS

Built: 2016

Number & type of villas: 24 modern holiday villas: 7x Poiju Villa Soolo for 4+2 persons; 12 x Poiju Villa Duo for 4+2 persons; 1 x Villa Försti for 2x 4+2 persons; 1 x Villa Seilori for 2x 4+2 persons; 1 x Villa Kippari for 6+2 persons (all villas 54 m², except Villa Kippari with 92 m²)

Equipment villas: Fully equipped kitchen, sauna, bathroom with WC and separate WC, TV, Wifi, fireplace, air conditioning in the living area. Villas Försti, Seilori and Kippari have a washing machine and their own BBQ grill (gas grill).

Note: Villa Seilori and Villa Kippari are accessible, pets allowed in some Poiju Villa Soolo apartments.

Seaside apartments

New apartment hotel has 21 new and modern apartments. All the apartments are equipped with modern conveniences. Three-storey building has apartments in two top floors offering a beautiful view to the sea from the large balconies.

DETAILS

Built: 2024

Number & type of apartments: 21 apartments: 11 x Standard double (2 + 2 persons), 6 x Superior double with sauna (2 + 2 persons), 4 x Suite with sauna & outdoor jacuzzi (4 + 2 persons)

Equipment apartments: Kitchenette, bathroom / toilet, Wifi, TV and air conditioning

Spa & Wellness: Some apartments with own sauna

Note: Pets are not allowed

Contact

Nallikari Holiday Village
Niina Hepo-oja
Leiritie 10, 90510 Oulu
Tel. +358 (0) 44 272 5265
niina.hepo-oja@nallikari.fi
www.nallikari.fi/en
facebook.com/nallikari
twitter.com/NallikariFI
instagram.com/Nallikari



VISIT OULU



**NORDIC
MARKETING**

The product manual was created by NordicMarketing for Visit Oulu.
Visit Oulu and NordicMarketing are not responsible for any changes.