

MICE WITH A NORTHERN TWIST

# Event City Oulu, Finland



CONVENTION  
BUREAU  
OULU



# WELCOME TO OULU

As an easily accessible, vibrant city with 270,000 inhabitants in its region, the City of Oulu offers you the opportunity to arrange a successful meeting with a northern twist.

The innovative atmosphere and high level of expertise in a city with three universities are reflected in the annual business events and international conferences, which also create a favorable opportunity for networking.



# MEET IN OULU

Our exotic arctic setting offers a memorable meeting place where excellent infrastructure and services meet northern hospitality. Oulu is a beautiful city on the river delta with versatile traffic connections and accommodation.

Oulu is the fastest-growing city in Arctic Europe – a cool city with hot business just an hour's flight from Helsinki.



# Oulu is European Capital of Culture 2026

→ [oulu2026.eu/en](https://oulu2026.eu/en)



Oulu2026  
European Capital  
of Culture



# CITY OF CULTURE AND MOVEMENT

The goal of the City of Oulu is to promote exercise and wellbeing in all its activities. We invest in the wellbeing of our inhabitants.



A cyclist-friendly city by the sea with more than 900 kilometers of cycleways



250 active sports clubs



Versatile cultural and event offerings



Various spaces and venues for events

OULU



CONVENTION BUREAU

# CONFERENCE DESTINATION OULU

**Direct 3-hour-flights  
between Oulu and  
Munich**



There are **good flight connections** to Oulu from all over the world via Helsinki and several **daily one-hour-flights** available between Oulu and Helsinki.



Oulu has **frequent train connections** as well as daily overnight train connections from Helsinki.



**From Europe to Finland, ferry journeys** over the Baltic Sea provide an authentic sea and archipelago experience as well as a sustainable means of transport.



## FLIGHT TIMES TO HELSINKI

LONDON	3 H 10 MIN	NEW DELHI	8 H 20 MIN
FRANKFURT	2 H 40 MIN	SINGAPORE	13 H 10 MIN
ROME	3 H 45 MIN	TOKIO	13 H 25 MIN
PARIS	3 H 5 MIN	SEOUL	11 H 50 MIN
MADRID	4 H 25 MIN	HONGKONG	12 H 10 MIN
NEW YORK	8 H 45 MIN	OULU	55 MIN
DALLAS	10 H 40 MIN	STOCKHOLM	1 H

# GET TO KNOW OULU



270,000 inhabitants  
in the greater  
metropolitan area



2nd busiest year-  
round airport in  
Finland



120 different  
nationalities



Over one third of  
inhabitants hold a  
university degree



Nature is our  
next-door neighbour



Lapland is  
only about 80  
kilometers away

OULU



CONVENTION  
BUREAU





Railway Station

Bus Station

GreenStar Hotel

Pedestrian street Rotuaari

Scandic Oulu City

Scandic Oulu Station

Original Sokos Hotel Arina

Lapland Hotels Oulu

Oulu City Hall

Market Hall

Tourist Info

Radisson Blu Hotel, Oulu

The Market Square

Oulu Theatre

Nordic Art Hotel Lasaretti 750 m | 0.4 mi

Ainola Park 500 m | 0.3 mi

University of Oulu  
6 km | 4 mi

Nallikari Holiday Village 3,5 km | 2 mi

**The Oulu city centre** is beautifully spread across several islands, connected by pedestrian bridges and cycle paths.



# NORTHERN EXPERIENCE

Oulu has plenty of  
summer-time attractions  
to go around

After a busy day, it's time to  
unwind and enjoy the spirit of  
the North.

Take your pick from hopping in  
the sauna then jumping into a  
river, white nights, or hiking in  
a tranquil forest.

Leave the city behind and catch  
some spectacular Arctic nature.

# NORTHERN EXPERIENCE

A woman wearing a grey winter suit, a pink beanie, and orange gloves is using a red ice auger to drill a hole in a frozen lake. She is smiling and looking towards the camera. A green backpack with a yellow base is on the ice next to her. The background is a vast, flat, white frozen lake under a clear blue sky with some light clouds.

Oulu has plenty of winter-time attractions to go around

After a busy day, it's time to unwind and enjoy the spirit of the North.

Take your pick from hopping in the sauna and winter swimming, biking over the frozen sea or catching some fish through a hole in the ice.

Leave the city behind and catch some spectacular Arctic nature.

# PRE- AND POST-CONFERENCE TOURS

**ROKUA AREA** | 88 km / 1 hour 30 minutes from Oulu

## **ROKUA UNESCO GLOBAL GEOPARK**

Rokua Geopark offers unique nature experiences and multiple services around the year! Oulujoki River valley, Rokua esker and dune area and the Oulujärvi Lake comprise the beautiful landscape areas of Rokua Geopark, where geological, natural and human history form a fascinating story spanning thousands of years.

**HAILUOTO ISLAND** | 60 km / under 1 hour from Oulu

Hailuoto is well-known for its unique wilderness and landscape – the island is an attraction on its own. As a result of post-glacial rebound, the island began to form about 2,000 years ago and continues to rise. The island is perfect for an afternoon or a weekend of boating, camping, fishing, or taking a short cottage holiday.

**PUDASJÄRVI** | 60 km / under 1 hour from Oulu

## **PORO-PANUMA REINDEER FARM**

The Panuma village, located in the middle of wilderness, is one of the oldest villages of reindeer husbandry in the southern reindeer management area. No less than seven generations have already practiced reindeer husbandry at Poro-Panuma.

**KEMI** | 100 km / 1,5 hour from Oulu

## **SNOWCASTLE**

The SnowCastle area, located by the sea, offers versatile experiences to tourists in Lapland all year round. The main building of the SnowCastle area has the SnowExperience365 exhibition room, where you can step into a winter wonderland every day of the year. During the winter season in Kemi, you can experience the unique Icebreaker Sampo and Icebreaker Arktis cruise. On the cruise, you can take amazing pictures, walk on the frozen sea and experience the ice floating.

**DAY TRIP TO ROVANIEMI** | 13 hours

The trip takes you from Oulu to Rovaniemi via Ranua. In the Ranua Wildlife Park you can see the only polar bears living in Finland as well as other arctic and northern animal species. In Rovaniemi, you will visit the Arktikum Science Center and Museum that lets you experience northern nature, culture and history up close. To complete your Lapland experience you can meet Santa Claus himself at his office and cross the magical Arctic Circle in the Santa Claus Village. At Santa Claus Village, you will also find Santa's Main Post Office, several souvenir shops, cafés and restaurants.



# CHOOSE OULU



In Oulu, the event is at the heart of the European Capital of Culture in 2026, with everything nearby and easy to access.



Oulu is close to beautiful natural areas like the Gulf of Bothnia coastline and the wilderness of Northern Finland.



Oulu offers modern and diverse meeting spaces suitable for events of all sizes, along with a variety of accommodation options.

