FINLAND TIST NORTHERN FINLAND

Oulu City & Pohjola route

New Way to Discover Finland

Urban City Life
& Historical Wooden Villages

Arctic Archipelago & Frozen Sea

Winter Wonderland & Northern Lights

River basin district

Wealth of Forest & Geological Wonders



Oulu is part of Pohjola route, a new way to discover Finland

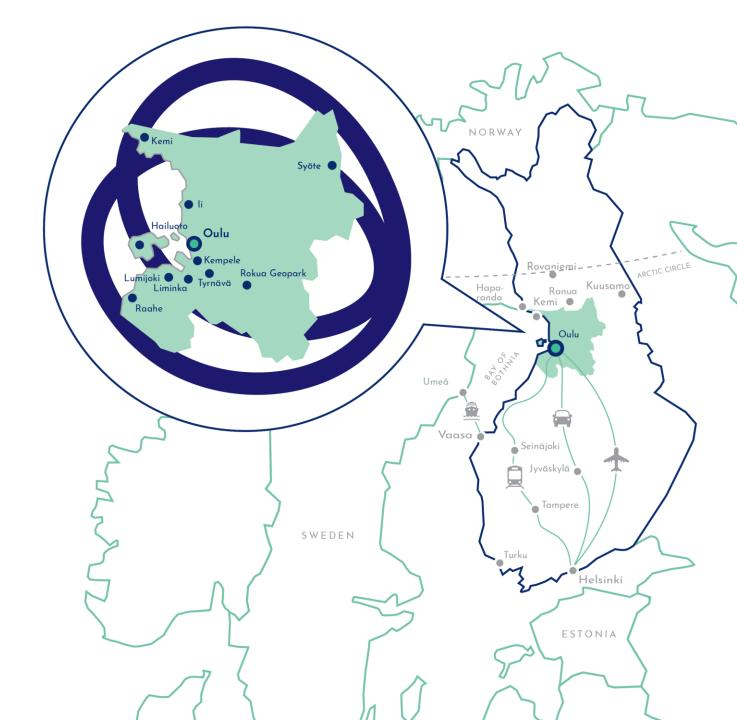
Kemi, Sampo ice breaker 1 - 1,5 h Syöte, fell district 2 h Hailuoto island 1,5 h Rokua UNESCO Global Geopark 1 h Raahe, historical wooden city centre 1 h

Rovaniemi, Santa Claus & Arctic Circle 3 h Ranua, zoo 2 h Kuusamo, Ruka tourism destination 3h

Sweden, Haparanda 1,5 h

Pohjola route web page with Tour Planner



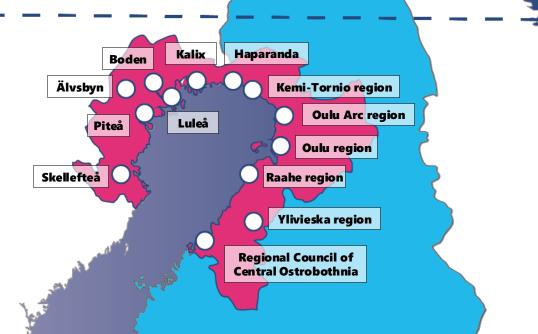


Connected to the Bothnian Arc Route

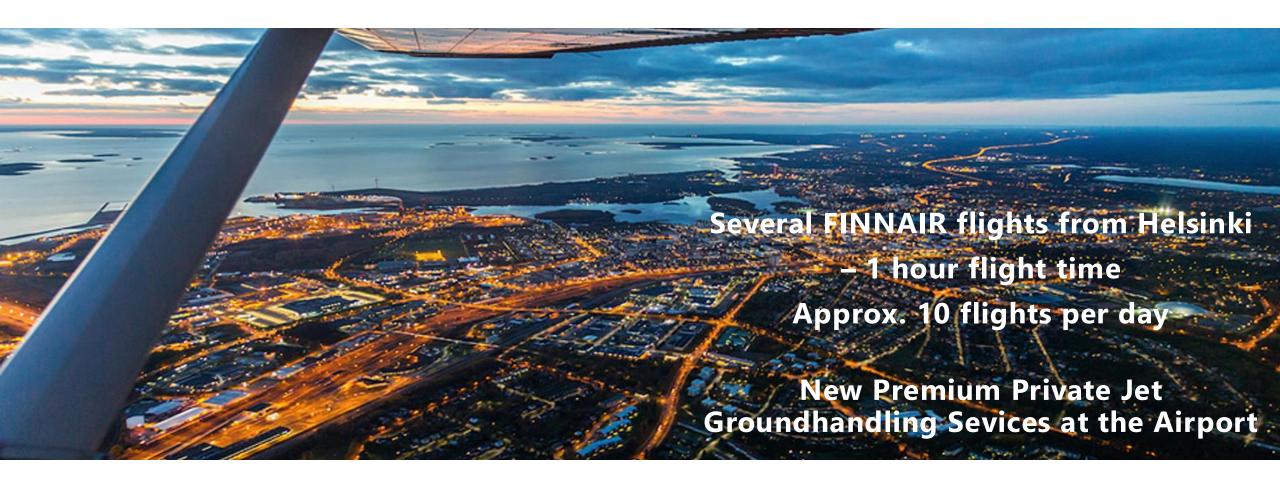
THE ARCTIC CIRCLE

Tour planner:

https://bothniancoastalroute.com



GOOD ACCESSIBILITY





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.

expertise in a city with three universities are reflected conferences, which also create a favorable







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.





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



Versatile cultural and event offerings



250 active sports clubs



Various spaces and venues for events



AT THE HEART OF SCIENCE

The region of Oulu boosts a thriving science sector with about 200 hi-tech companies from the fields of bio, health, and wellbeing.

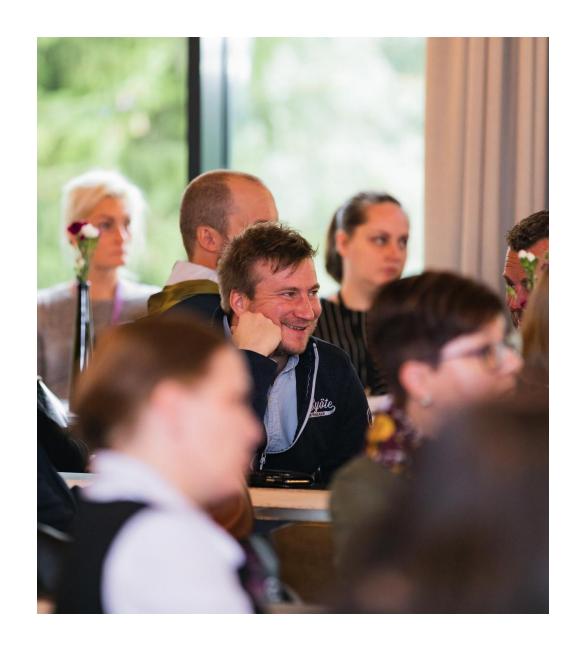
The city has a rich educational supply. The University of Oulu and the Oulu University of Applied Sciences offer numerous faculties, departments, and specialized research units, which create the foundation for multi-scientific research, innovation, and training of experts.





Oulu Shines Bright as a Congress City in 2025!

- Oulu Shines Bright as a Congress City in 2025!
- In 2024, Oulu hosted 31 international congresses, attracting 5,540 attendees from various fields.
- Natural sciences and mathematics led the way, with strong representation from technology, IT, architecture, social sciences, history, and safety.
- Oulu ranked as the 6th largest congress city in Finland — and the momentum is only growing!
- Join the thriving atmosphere bring your congress to Oulu!





Now is the time to get excited!

- Finnish culture is 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
- Joint projects for the program area:
 - Arctic Foodlab
 - Art & Nature Trails
 - In Europe's Spotlight



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 \rightarrow



Winter Classic, Closing Ceremony

December



Oulu2026 Program Launch

January 15, 2025 – Program Launch 1:

• The structure and main highlights of the year will be announced.

September 4, 2025 - Program Launch 2:

 The event calendar will be opened, and detailed event information for the entire year will be published.

Find more here: https://oulu2026.eu/en/programme/culture-programme/



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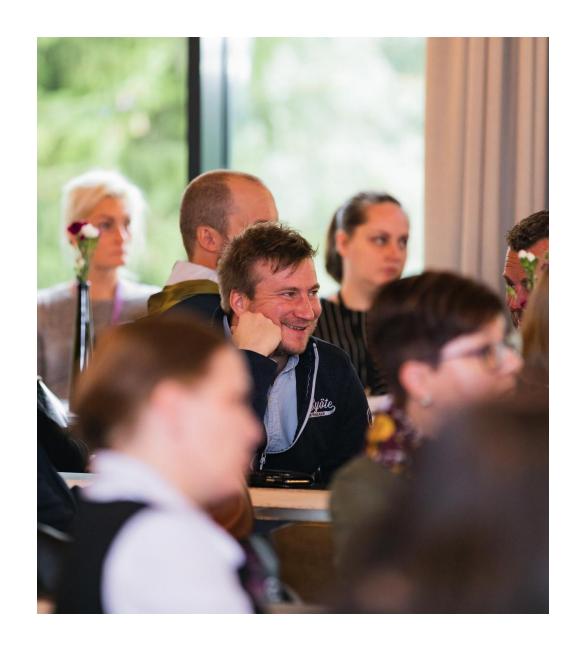
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With around
13 hotels, 1,500 hotel
rooms and 3,100 beds
– and about 450
unregistered
overnight options –
Oulu offers a variety
of accommodation
options for all
budgets.



ACCOMMODATION

Radisson Blu Hotel, Oulu

tel. +358 (0) 20 123 4730 sales.oulu@radissonblu.com

Scandic Oulu Station

tel. +358 (0) 8 2374 8949 oulustation@scandichotels.com

Scandic Oulu City

tel. +358 (0) 8 543 1000 oulucity@scandichotels.com

Lapland Hotels Oulu

tel. +358 (0) 881 1110 oulu@laplandhotels.com

Nordic Art Hotel Lasaretti

tel. +358 (0) 20 757 4700 lasaretti@lasaretti.com

Original Sokos Hotel Arina

tel. +358 (0) 8 312 3255 sales.oulu@sokoshotels.fi

GreenStar Hotel Oulu

tel. +358 (0) 10 423 9394 sales@greenstar.fi

Nallikari Holiday Village

tel. +358 (0) 44 703 1353 reception@nallikari.fi

De Gamlas Hem

tel. +358 (0) 75 325 7600 info@degamlashotel.fi

Best Western Hotel Apollo

tel. +358 (0) 8 52 211 hotel@hotelapollo.fi

Samantta Hotel

tel. +358 (0) 30 087 0789 hotel@samantta.fi



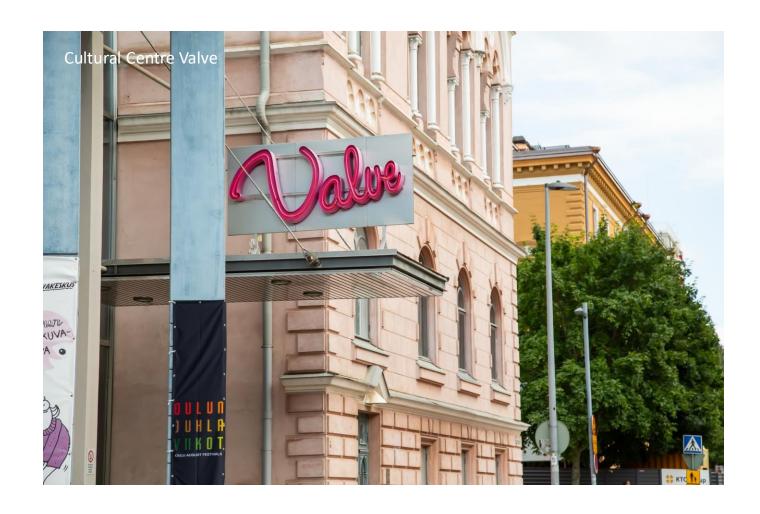




Venues for social events and meetings

There are many unique places in Oulu for organizing events of different kinds and sizes.

https://www.ouka.fi/en/guideevent-organizers/venues

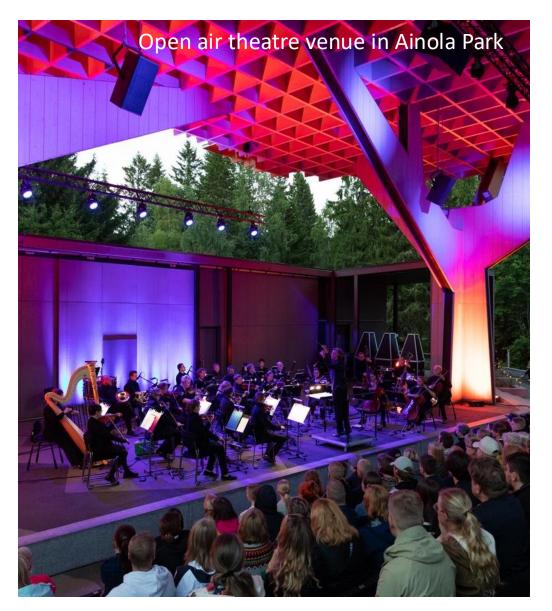




Variety of atmospheres and setting to choose from

- An industrial setting
- A symphony exprenience
- Near shopping experiences
- By the sea
- At the movies
- At the sport centre
- At the heart of Science
- In a medical and educational setting
- In a historical setting
- Surrounded by nature
- In an amusement park / winter village

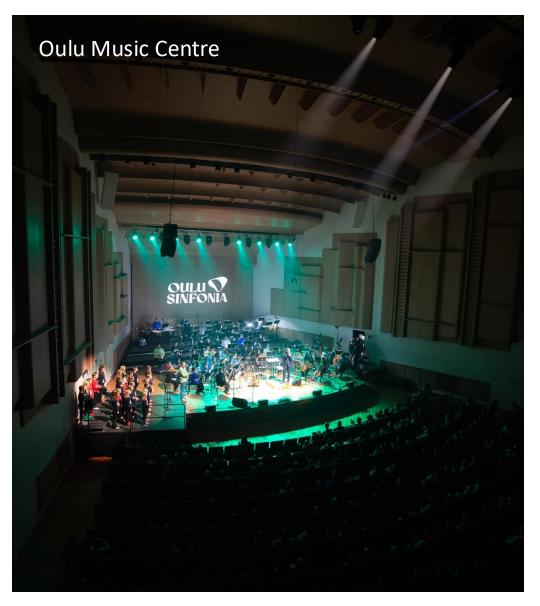


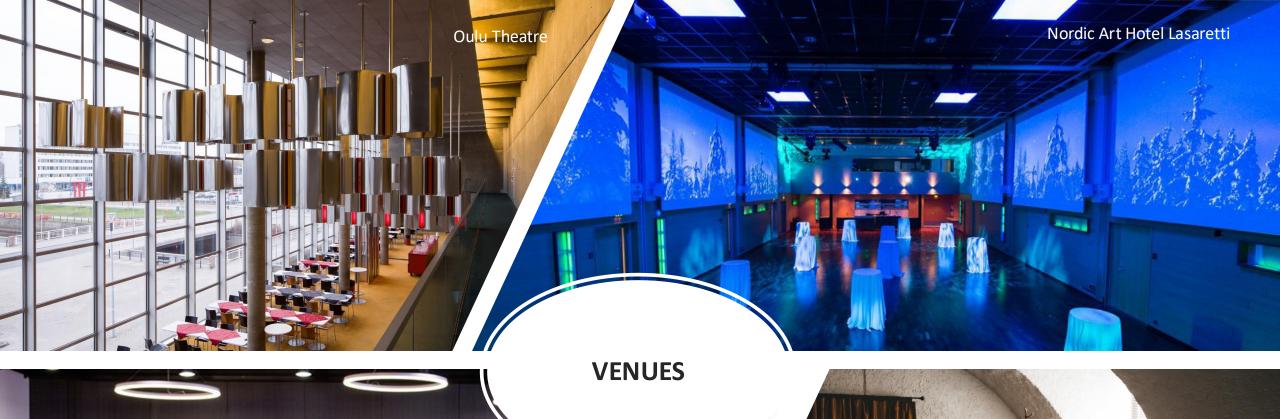


Lager convention and event facilities in the City of Oulu:

- Oulu Theatre
 - Multiple spaces up to 1000 guests
- Oulu Music Centre
 - Madetoja hall apporx. 800 seats
 - Pohjankartano hall 475 seats
- Oulu Hall
 - The largest and most central event venue in Northern Finland suitable from concerts to fairs.
- Oulun Energia Arena
 - Ice hockey arena and rink suitable venue for different events, galas and concerts.
- Univeristy of Oulu venues e.g.
 - L1 hall in Linnanmaa up to 600 people
 - Banquet hall Saalastin Sali up to 500 seats















Examples of Winter activities for MICE groups

- Arctic Sauna Experience on the frozen sea
- Arctic activities in Winter Village
- Arctic adventure on the frozen sea
- Snow Sculpting







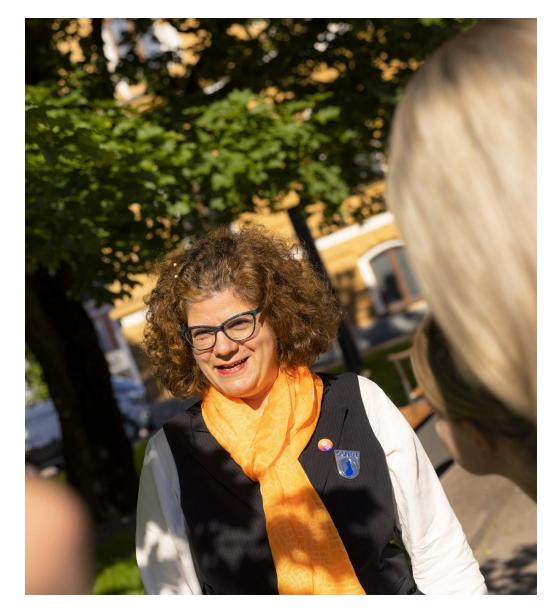
Examples of Summer activities for MICE groups

- Tar boat rowing in Oulujoki river
- Vauhtipuisto The trill of speed in fairground atmosphere
- Wild Finnish nature and Everyman's rights
- Fatbike adventure



Examples of year-round activities for MICE groups

- Sustainable Arctic Adventures
- Incentive dinners
- Guiding services
- Sauna experiences
- Workshops
- Free time: shopping and souvenirs















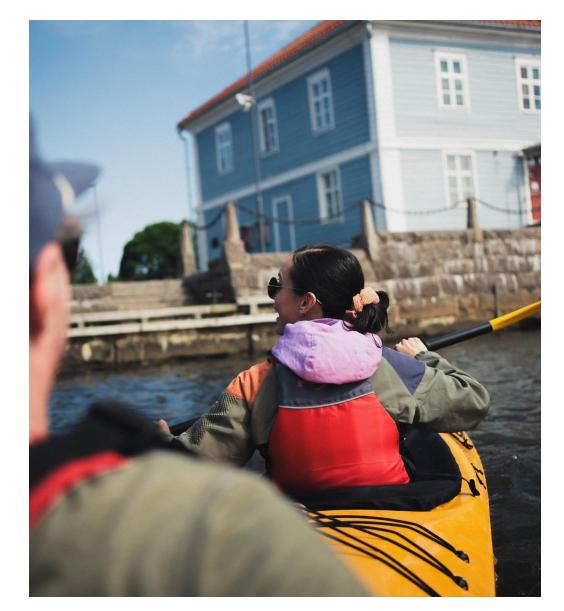






POHJOLA ROUTE Excursions Pre- and Post Tours

- Pohjola Route provides several great destinations to visit.
- Oulu Convention Bureau, the local activity companies, DMCs and meeting agencies are happy to help you plan your visit in Oulu.













Oulu2026 example packages







Day 1 - Welcome to Oulu!

Transfer to your hotel & check in

Free time to relax and unwind or alternatively explore the city around you

Welcome dinner at **Wine Bar Kurkela**, **Arctic Foodlab Menu**

Day 2 - On the edge of Creativity & Nature

Breakfast at the hotel

Visit at the Oulu City Hall for **Visual Arts Tour** including Peace Machine & Kiasma media art exhibitions

Guided Oulu city tour or optional excursion

Free evening



Day 3 – Risku, Borderless Sámi Culture

Breakfast at the hotel

Visit at the Art Museum to see the **Sami art collection**

Free time

Dinner at traditional **Restaurant Oula**, **Arctic Foodlab Menu**

Sami Opera at the Oulu City Theater

Day 4 – Goodbye and see you again!

Breakfast at the hotel

Check out & departure transfer





Day 1 - Welcome to Oulu!

Transfer to your hotel & check in

Free time to relax and unwind or alternatively explore the city around you

Welcome dinner at **Wine Bar Kurkela**, **Arctic Foodlab Menu**

Day 2 – On the edge of Creativity & Nature

Breakfast at the hotel

Visit at the Oulu City Hall for **Visual Arts Tour** including Peace Machine & Kiasma media art exhibitions

Guided Oulu city tour or optional excursion

Free evening



Day 3 – Climate Clock

Breakfast at the hotel

Guided tour visiting **Climate Clock** nature art pieces in Oulu and the surroundings

Dinner at traditional **Sokeri-Jussi Tavern, Arctic Foodlab Menu**

Optional Day 4 – Climate Clock day 2

Breakfast at the hotel

Guided tour visiting **Climate Clock** nature art pieces in Oulu and the surroundings

Dinner at Restaurant Oula, **Arctic Foodlab Menu**

Day 4/5 – Goodbye and see you again!

Breakfast at the hotel

Check out & departure transfer



DMC'S AND MEETING AGENCIES

Go Arctic!

GreenEscape

Kemi Tourism Ltd

Nallikari by the Sea

Oulu DMC

Saaga Tarvel

Taiga Resort

Taxari Travel Agency

Pohjolan Matkat

Hotel Iso-Syöte & Safaris

Konffa

You find more companies here:

https://visitoulu.kuvat.fi/kuvat/Fact+sheets/DMCs/







Future investments in Oulu







Terwa Tower

Hotel, City suites, office space and conference facilities, a restaurant and spafacilities...



Travel: Market Square Hotel

Market Square Hotel

Oulu Market Square Hotel and a covered winter market have been designed next to the 110-year-old Market Hall.

The hotel is planned to have four floors and 130 hotel rooms.

The covered winter market space will serve year-round market activities and provide a sheltered space for a variety of events during the winter.

Thank you and for more information, please contact:

Visit Oulu – Travel Marketing Oulu Ltd. Oulu Convention Bureau

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Tel. + 358 40 14 63 150

VISIT OULU FACEBOOK
VISIT OULU X
VISIT OULU YOUTUBE
VISIT OULU LINKEDIN
VISIT OULU INSTAGRAM
VISIT OULU TIKTOK



