

Visit Oulu – Northern Experience

Oulu is a combination of
northern hospitality,
nature and modern
technology.



Why Finland, Oulu?

- Good accessibility
- Compact & walkable
- Surrounded by pure nature
- Exotic arctic setting
- Four seasons
- Safe & welcoming
- Numerous meeting and events facilities
- Plenty of accommodation options
- OCB's professional assistance in planning and attracting conferences and events
- Several DMCs, meeting agencies and activity providers ready to help you
- Strong year round potential for MICE and business travel
- Part of Pohjola route – a new way to discover the best parts of Finland and Bothnian Coastal Route – where the sea unites.



VISIT OULU



THE MOST IMPORTANT COMMERCIAL,
LOGISTIC AND CULTURAL HUB IN
NORTHERN FINLAND, ARCTIC EUROPE

**270.000 inhabitants
in Oulu region**

Oulu's population and the economy are growing

5th biggest city
in Finland

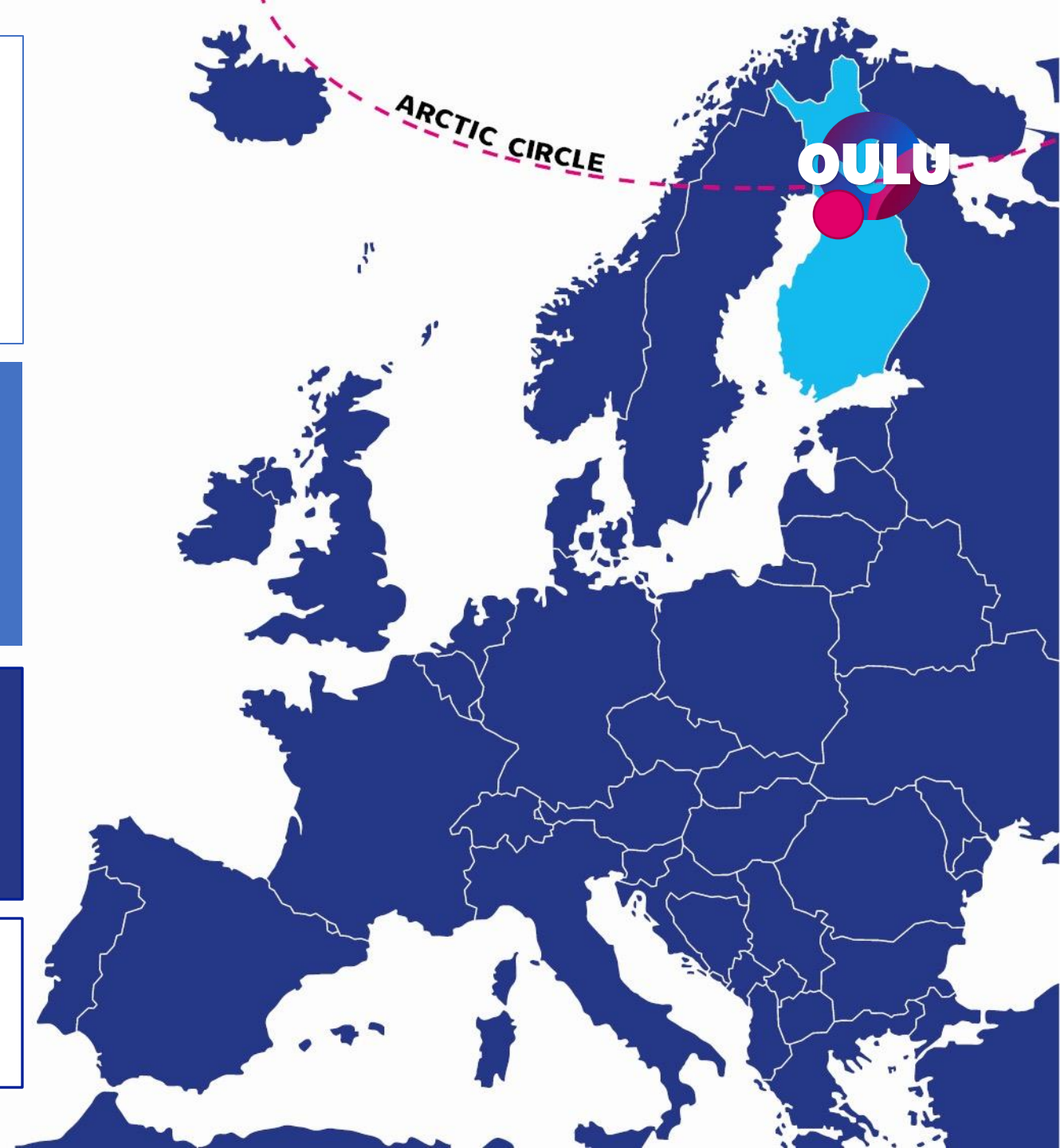
2nd BUSIEST AIRPORT IN FINLAND

50 MINUTE FLIGHT FROM HELSINKI

By the
border of
Lapland

THE EUROPEAN CAPITAL OF CULTURE IN 2026

THE WINTER CYCLING CAPITAL OF THE WORLD



GOOD ACCESSIBILITY



**Several FINNAIR flights from Helsinki
– 1 hour flight time**

Approx. 10 flights per day

**New Premium Private Jet
Groundhandling Sevices at the Airport**

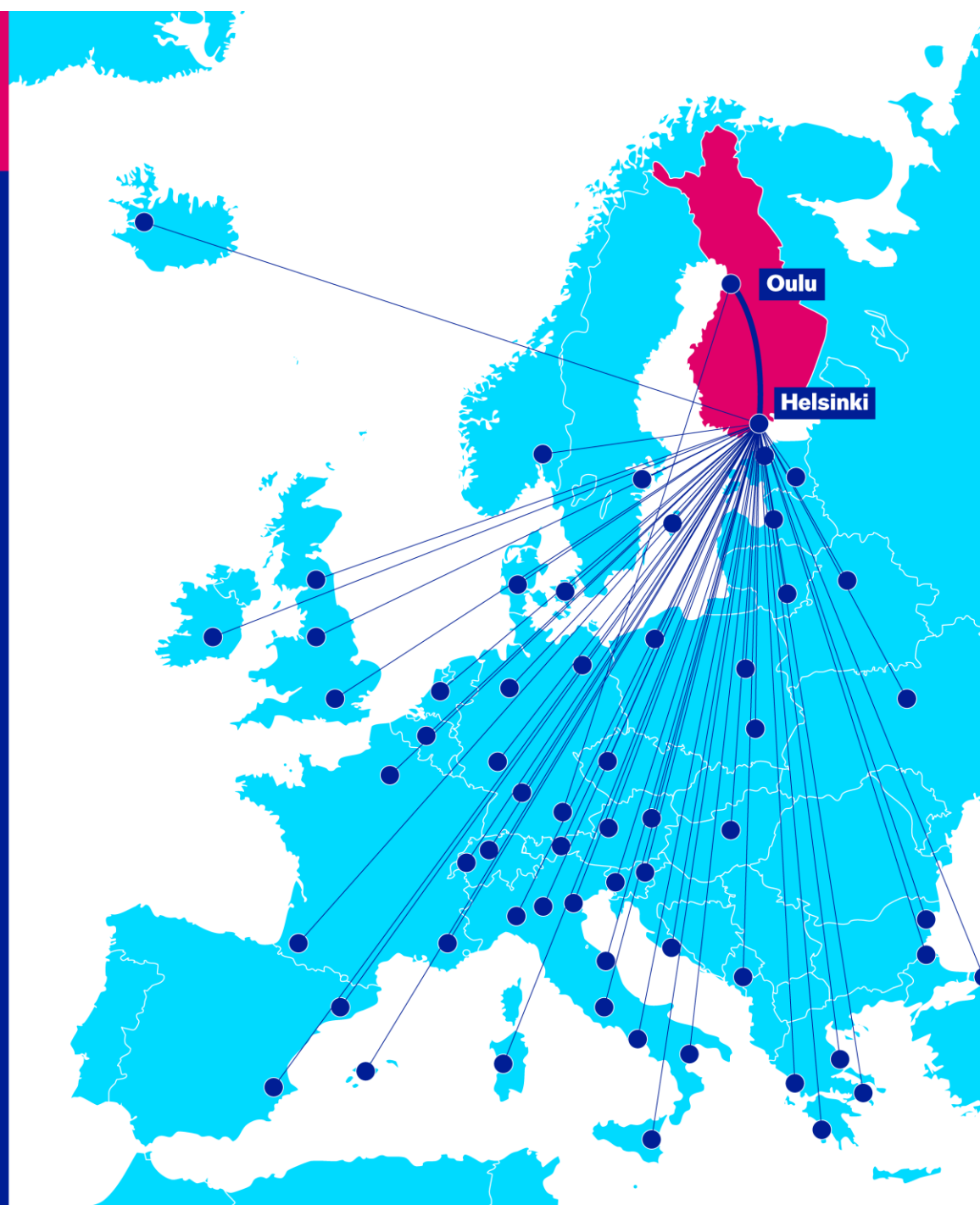
Flights to Oulu

New York	8 h 5 min
Chicago	9 h 35 min
San Francisco	11 h 45 min
Buenos Aires	20 h
Stockholm	55 min

London	3 h 10 min
München	3 h 15 min
Rome	3 h 45 min
Paris	3 h 5 min
Madrid	4 h 20 min

Cape Town	19 h
Mumbai	7 h 40 min
Singapore	11 h 30 min
Bangkok	10 h 45 min

Melbourne	20 h
Tokyo	9 h 35 min
Seoul	9 h 50 min
Beijing	7 h 55 min



Congresses attract more and more international experts to visit Oulu

- The year 2024 is looking bright: thousands of congress attendees are expected to arrive to Oulu from different fields of study.
- 25 registered international congresses were held in Oulu during 2023. A total of 1747 attendees participated in them.
- Most of the congresses were in the fields of natural sciences and mathematics. Other significant fields of study were social sciences, history and safety.
- By attendee numbers the largest fields were technology, information technology and architecture on top of natural sciences and mathematics.



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

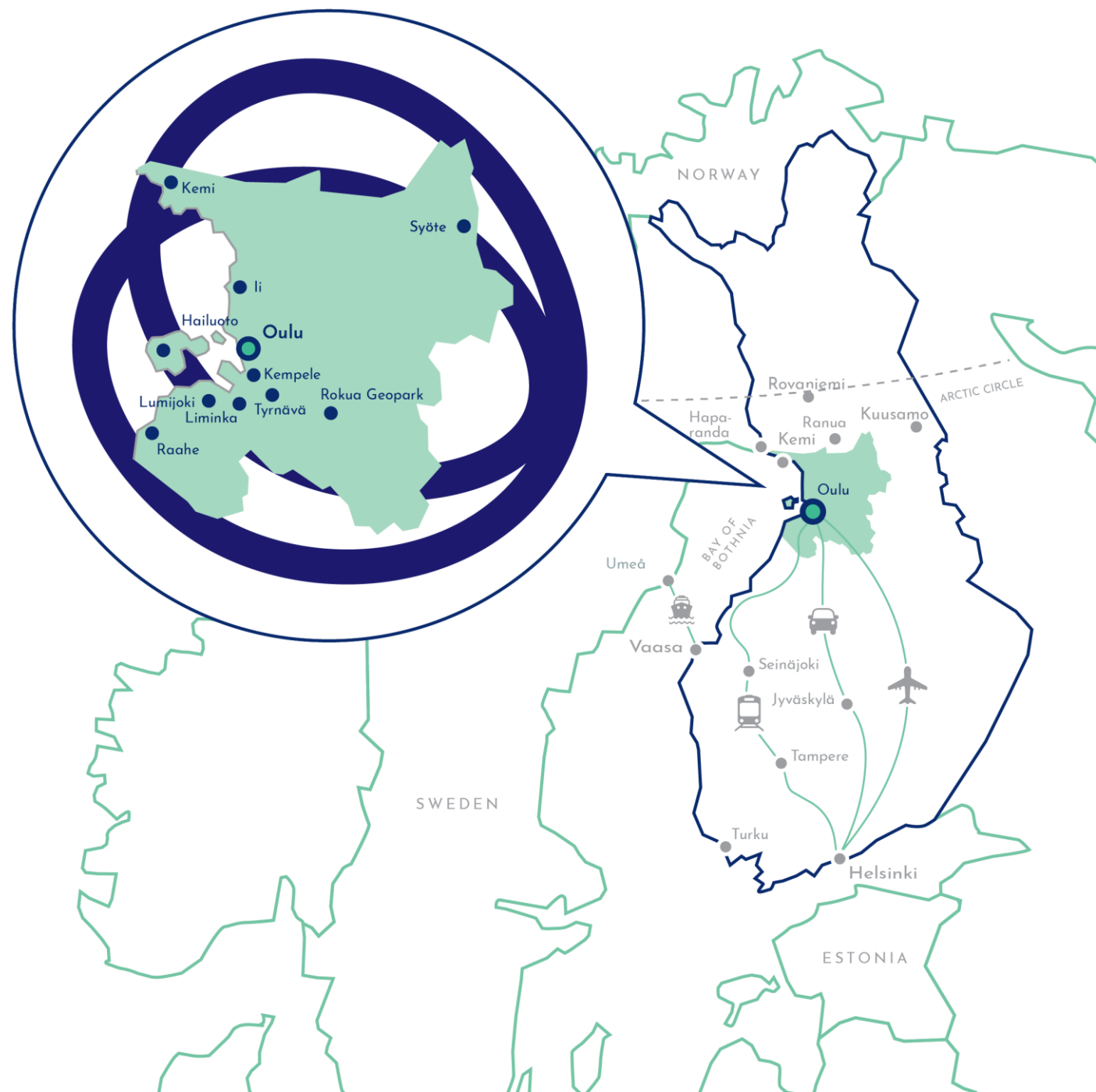
Rovaniemi, Santa Claus & Arctic Circle 3 h

Ranua, zoo 2 h

Kuusamo, Ruka tourism destination 3h

Sweden, Haparanda 1,5 h

[Pohjola route web page](#) with Tour Planner in
October 2024.



**Connected to
the Bothnian Coastal Route**

SWEDEN



**BOTHNIAN
BAY**

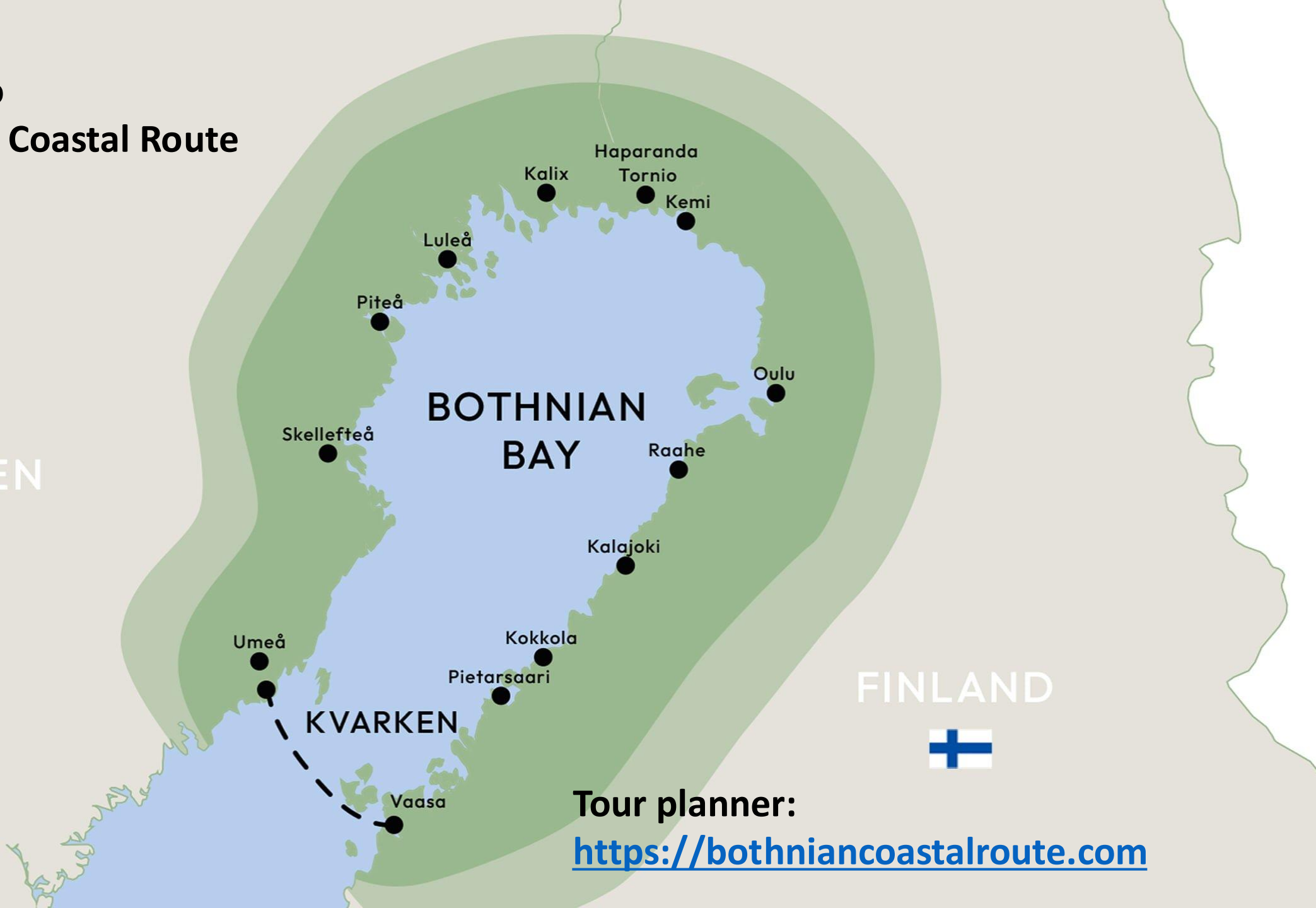
FINLAND



KVARKEN

Tour planner:

<https://bothniancoastalroute.com>



Lapland Hotels Oulu

Scandic Oulu Station

Railway Station

Best Western Hotel Apollo

Sokos Hotel Arina

Scandic Oulu City

Oulu Airport

Tourist Information

Radisson Blu Hotel

Hotel Lasaretti 750 m

Nallikari by the Sea 3 km

EXCELLENT
ACCOMMODATION
SELECTION AND
INTERNATIONAL STANDARD
-HOTELS

Scandic Station Oulu

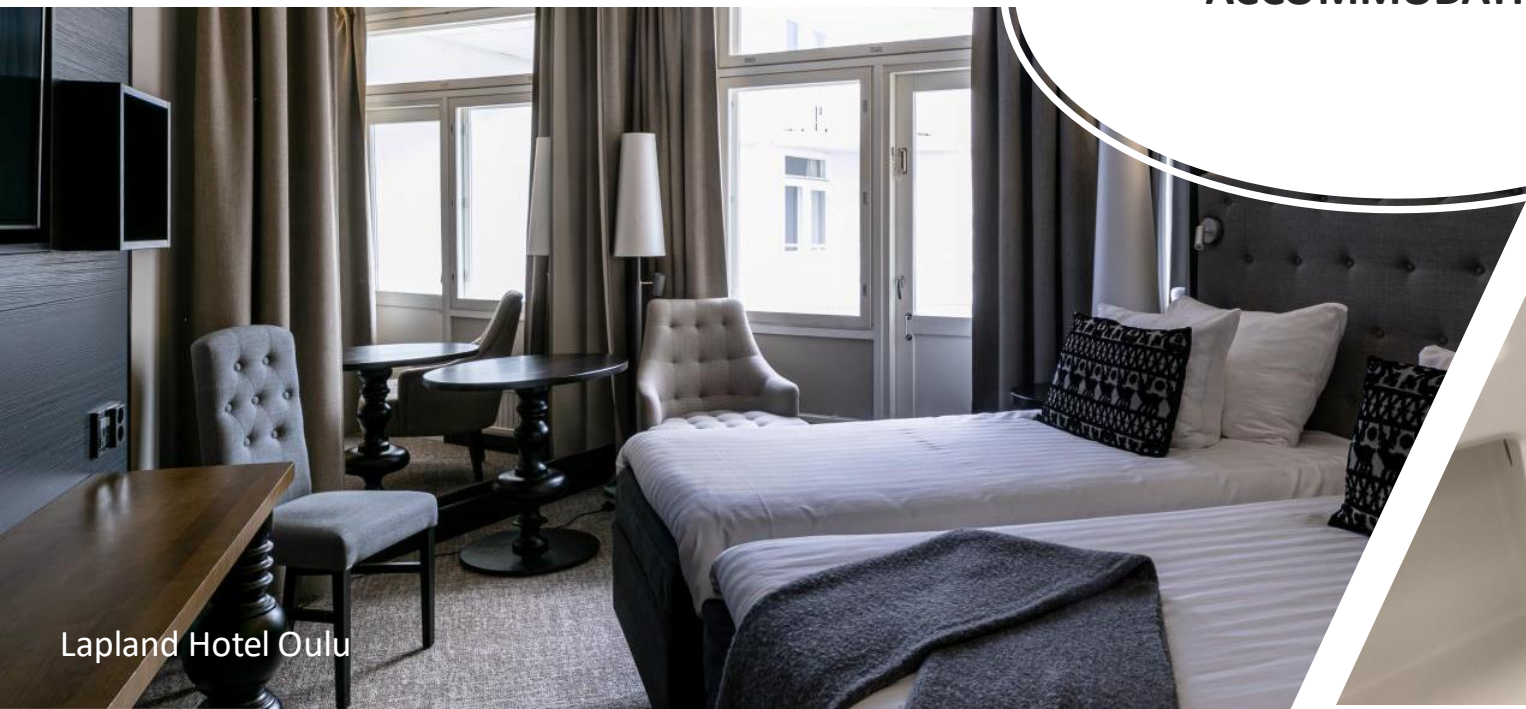


Original Sokos Hotel Arina



ACCOMMODATION

Lapland Hotel Oulu



GreenStar Hotel Oulu



Best Western Oulu



Nordic Art Hotel Lasaretti



ACCOMMODATION

Nallikari Holiday Village



Scandic City Oulu



Venues

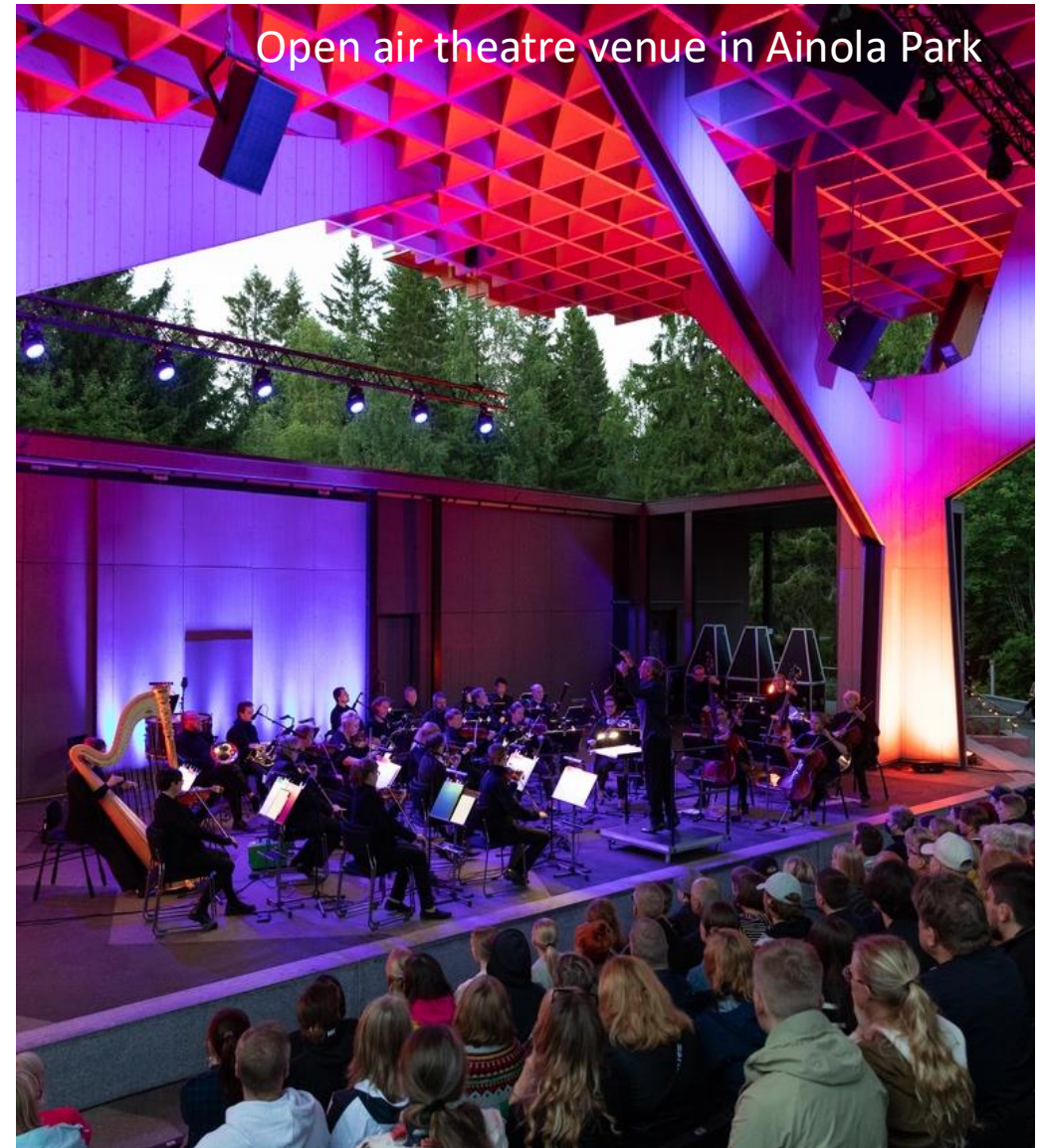
There are many unique places in Oulu for organizing events of different kinds and sizes.

<https://www.ouka.fi/en/guide-event-organizers/venues>



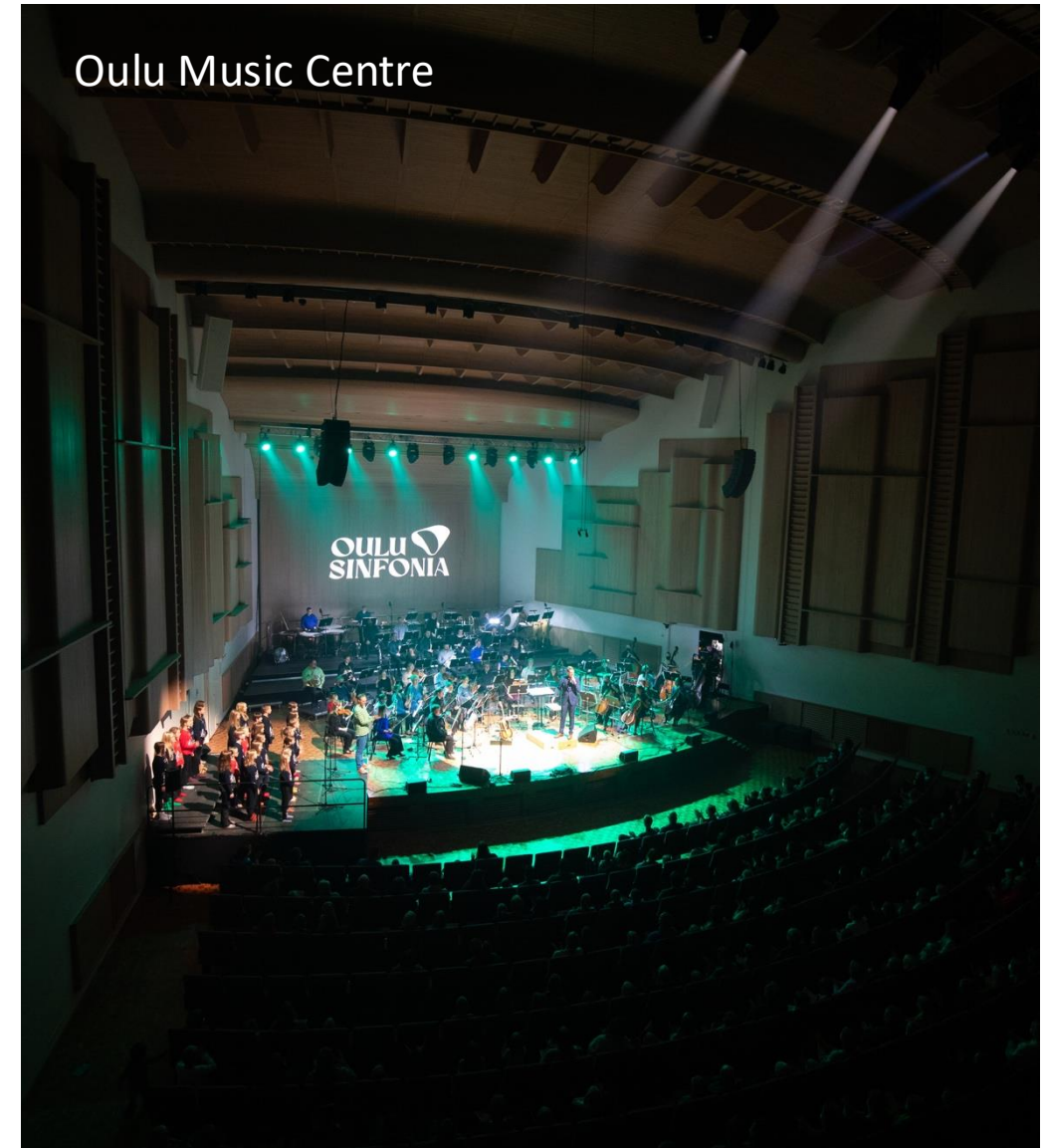
Variety of atmospheres and setting to choose from

- An industrial setting
- A symphony experience
- 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.
- University of Oulu venues e.g.
 - L1 hall in Linnanmaa up to 600 people
 - Banquet hall Saalastin Sali up to 500 seats





Oulu Theatre



Nordic Art Hotel Lasaretti

VENUES



Original Sokos Hotel Arina



Lapland hotels Oulu

Maikkula Masnor



Restaurant Nallikari



VENUES

Huvilinna restaurant

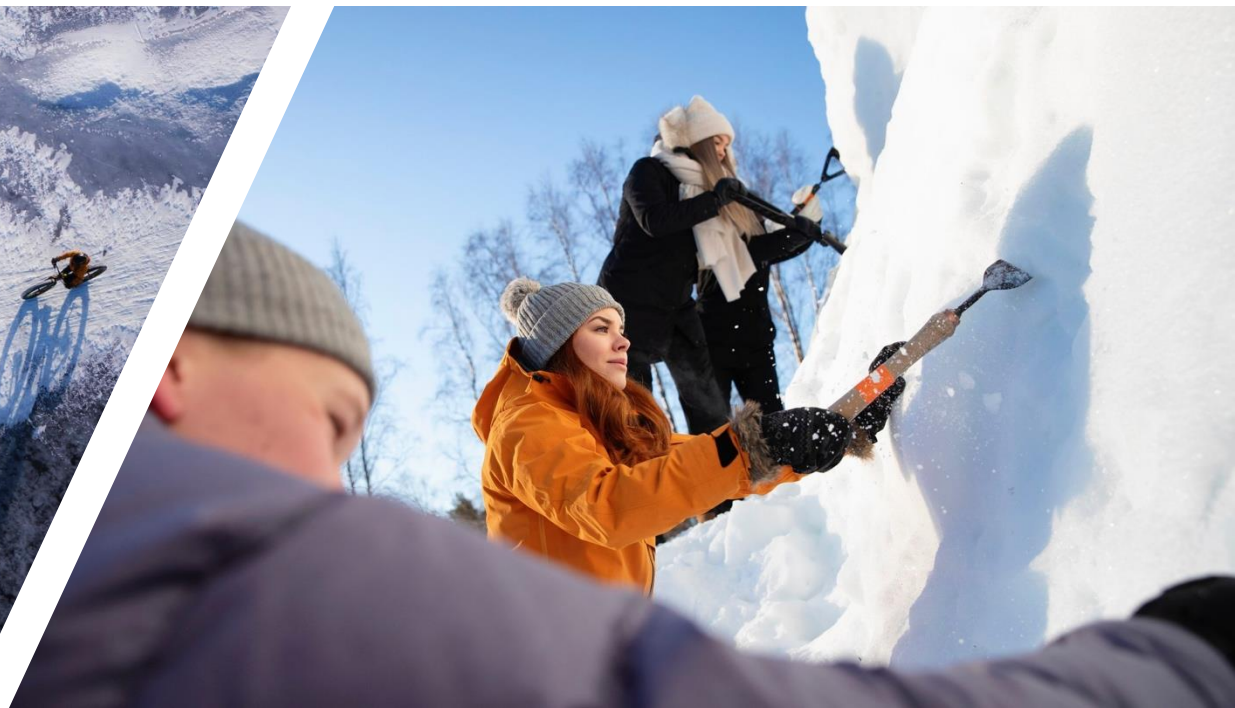
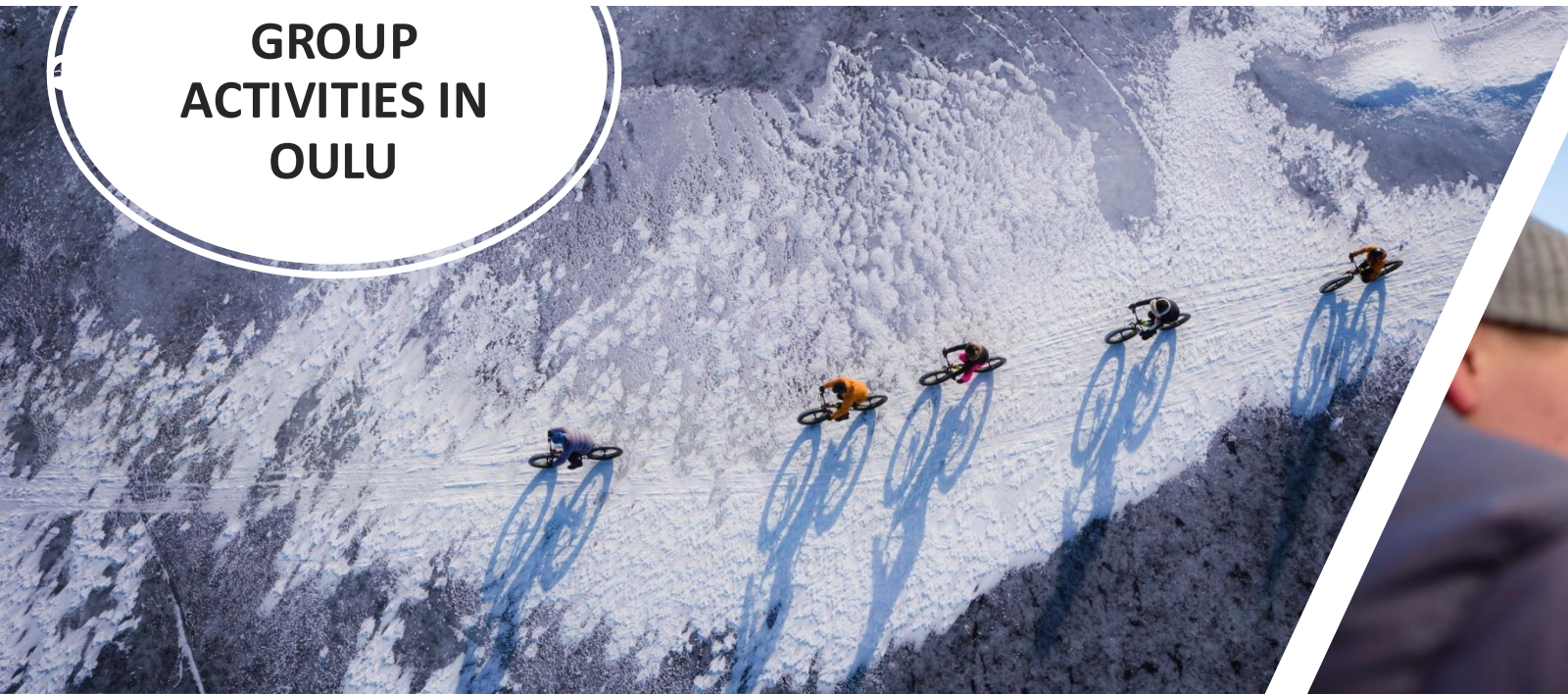


Koitelin tunnelmatupa





**WINTER
GROUP
ACTIVITIES IN
OULU**



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



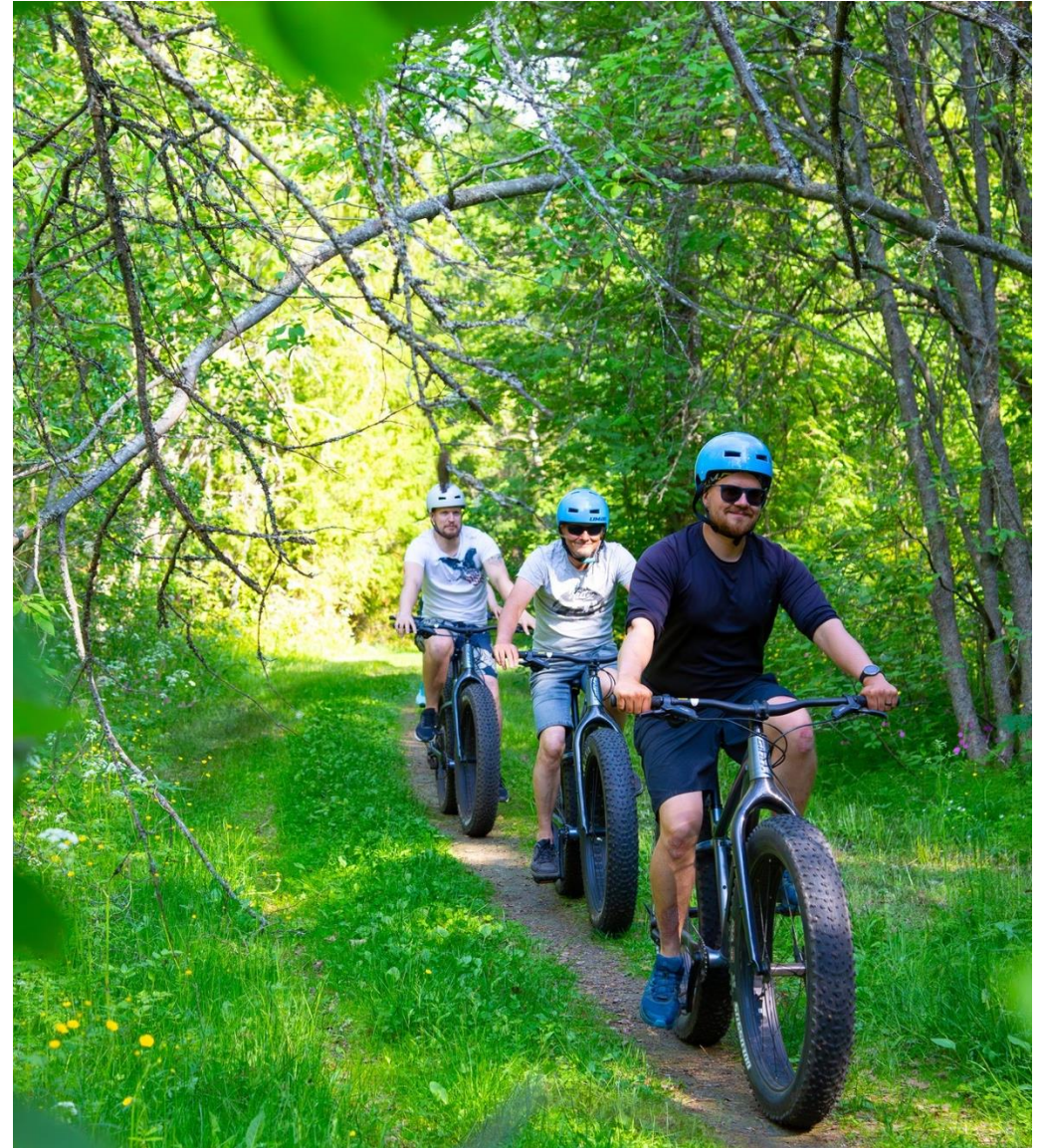


**SUMMER
GROUP
ACTIVITIES IN
OULU**



Examples of Summer activities for MICE groups

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



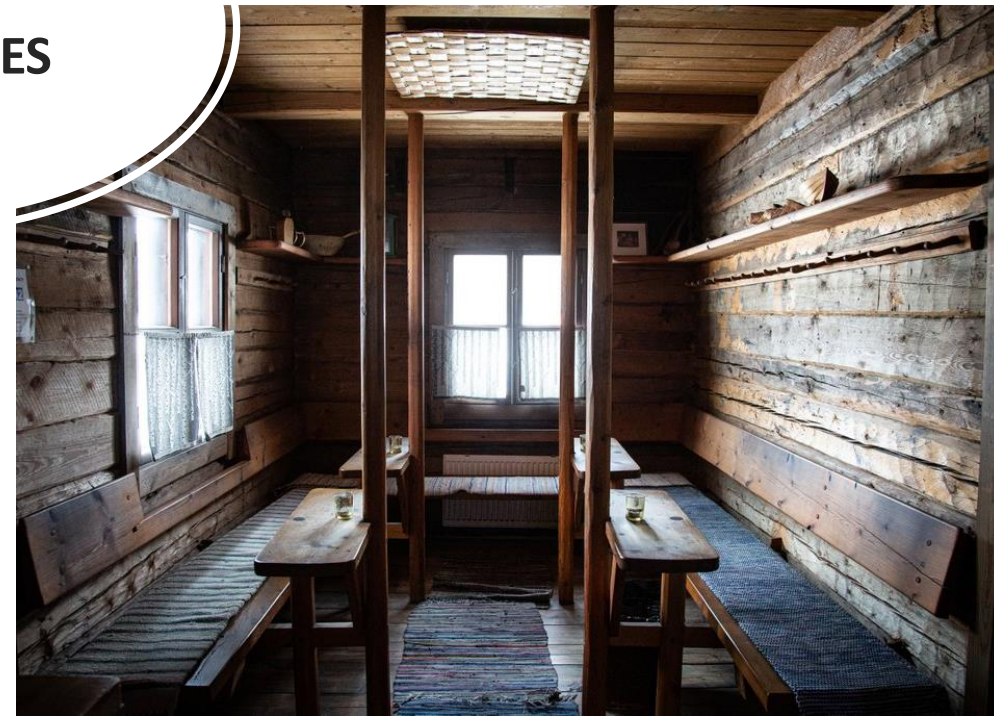
Examples of year-round activities for MICE groups

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





**SAUNA
EXPERIENCES**





WORKSHOPS
LOVI CHOCOLATE
FILM MAKING
TAR BURNING





**SHOPPING AND
SOUVENIRS**





OULU EUROPEAN CAPITAL OF CULTURE 2026



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 →



Oulu2026
European Capital
of Culture



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.





**FUN AND
SPECIAL
EVENTS**



LUMO
LIGHT FESTIVAL OULU



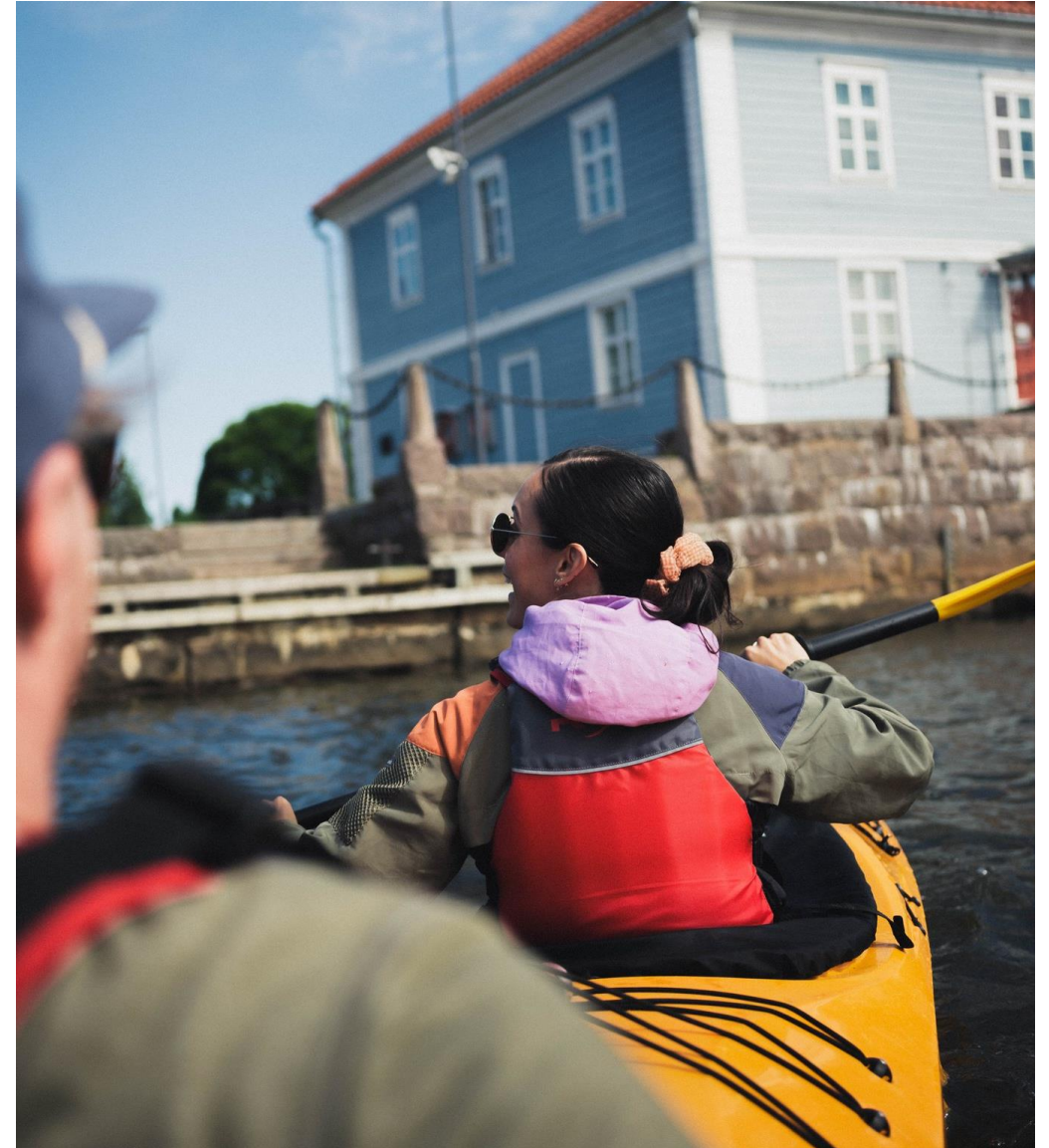
AIR GUITAR
WORLD CHAMPIONSHIPS

® TM

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.





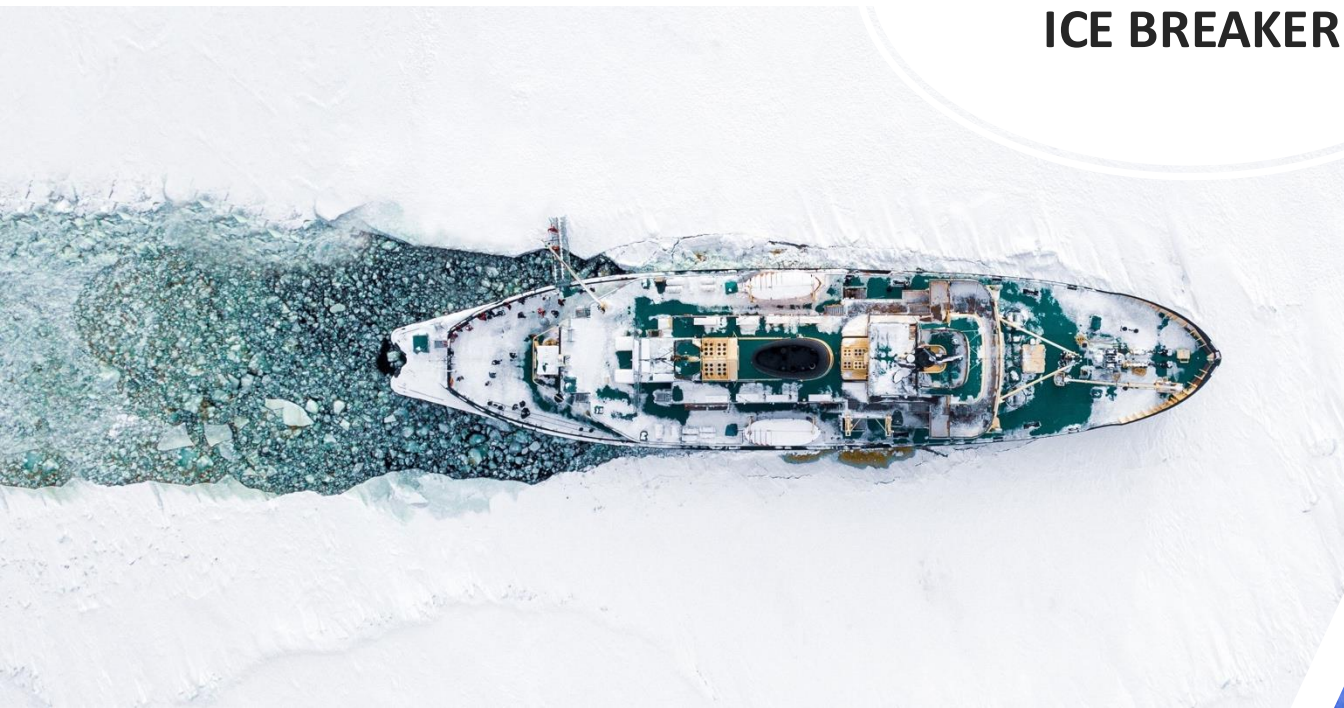
**EXCURSIONS
SYÖTE
FELL DISTRICT**





Seaside Glass Villas

**EXCURSIONS
KEMI
ICE BREAKER**





**EXCURSIONS
HAILUOTO
ISLAND**



Boutique Hotel Trade house of Lang



**EXCURSIONS
WOODEN
TOWNS
II & RAAHE**



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/>



NALLIKARI SEA SIDE RESORT

100 M€

NEW CHILDREN'S
AMUSEMENT PARK

NALLISPORT –
INDOOR SPORTS
ARENA

NEW
AMUSEMENT PARK
THEME PARK

NALLIKARI
MULTIFUNCTIONAL
CENTER

EXISTING SERVICE
NEW INVESTMENT OPPORTUNITY

NALLIKARI
CAMPING

NEW HOLIDAY
APARTMENTS

NEW CLIMBING
CENTER

NEW RESTAURANT,
TRAVEL SERVICES

NEW EVENT ARENA

SPA HOTEL AND
HOLIDAY VILLAS

Future investments in Oulu



Event
Arena



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.



Terwa Tower

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

Housing Fare 2025
area by the river
mouth



JK-ARKKITEHDIT

**Thank you and for more information,
please contact:**

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