

# Northern Finland & Oulu

An Urban Arctic Destination – Year-Round



# Visit Northern Finland: Oulu & Pohjola Route

- Oulu – Hailuoto 1,5h
- Oulu – Raahе 1 h
- Oulu – Liminka 30 min
- Oulu – Ii 30 min
- Oulu – Kemi 1,5 h
- Oulu – Rokua Geopark 1 h
- Oulu – Syöte 2h
- Oulu – Ranua 2 h
  
- Oulu – Rovaniemi 2,5 - 3 h
- Oulu – Kuusamo 3h
- Oulu – Vuokatti 2,5 h
- Oulu – Kalajoki 2h



# Excellent Air and Rail Connections

- Up to 10 daily connections from Helsinki (Finnair)
- 5 weekly direct flights from Riga (airBaltic)
- Direct train connections from Helsinki and Lapland (VR)

**FINNAIR**

**airBaltic**

**VR**

## Access and mobility

- Short transfer times: airport – city centre approx. 20 minutes by car and 30 minutes by public bus
- Compact city → easy movement for groups and FIT travellers
- Charter bus companies
  - [Pohjolan Matka](#)
  - [Saaga Travel](#)
- [Otaxi](#)
- [Car rental companies at Oulu Airport](#)
- [Public transportation](#)



# Why Oulu now?

European Capital of Culture 2026 – long-term impact



# Oulu2026 Programme highlights



# City hall exhibitions: Layers in the Peace Machine and Media Art from Kiasma

Oulu City Hall transforms into a center for media art. Two special exhibitions can be experienced there.

- **Layers in The Peace Machine** is an immersive and multidisciplinary media-installation, entangling technology and art.

<https://oulu2026.eu/en/programme/culture-programme/layers-in-the-peace-machine/>

- **Media Art from Kiasma** presents a selection of video works in which music and sound are integral to the atmosphere and narrative. The video works spread out into the space through sound, making the experience multi-sensory

<https://oulu2026.eu/en/programme/culture-programme/media-art-from-kiasma/>

## Info:

-Free entrance

-Opening hours: Tue–Fri 1 pm – 7 pm and Sat–Sun 11 am – 5 pm. Closed on Mondays and public holidays.

-Changes are possible; groups must arrange their visit in advance.

-Inquiries and group reservations: [bookings@oulu2026.eu](mailto:bookings@oulu2026.eu)



JANUARY – DECEMBER 2026

# Fotografiska Tallinn at Oulu2026 Exhibition Center

- Fotografiska Tallinn produces a brand-new exhibition for **Oulu2026 Exhibition Center** in Pekuri Shopping Mall
- **The exhibition is inspired by the theme of Cultural Climate Change.**
- Fotografiska exhibition is a **destination to discover world class photography in Oulu** during 2026.

<https://oulu2026.eu/en/programme/culture-programme/fotografiska-tallinn-x-oulu2026/>

*Info:*

*-The exhibition is open Mon–Fri 11 am – 7 pm, Sat 11 am – 7 pm, and Sun 11 am – 6 pm. Closed on public holidays.*

*-Inquiries and group reservations: [bookings@oulu2026.eu](mailto:bookings@oulu2026.eu)*

*-Tickets for groups €12 per person, free for the tour leader*



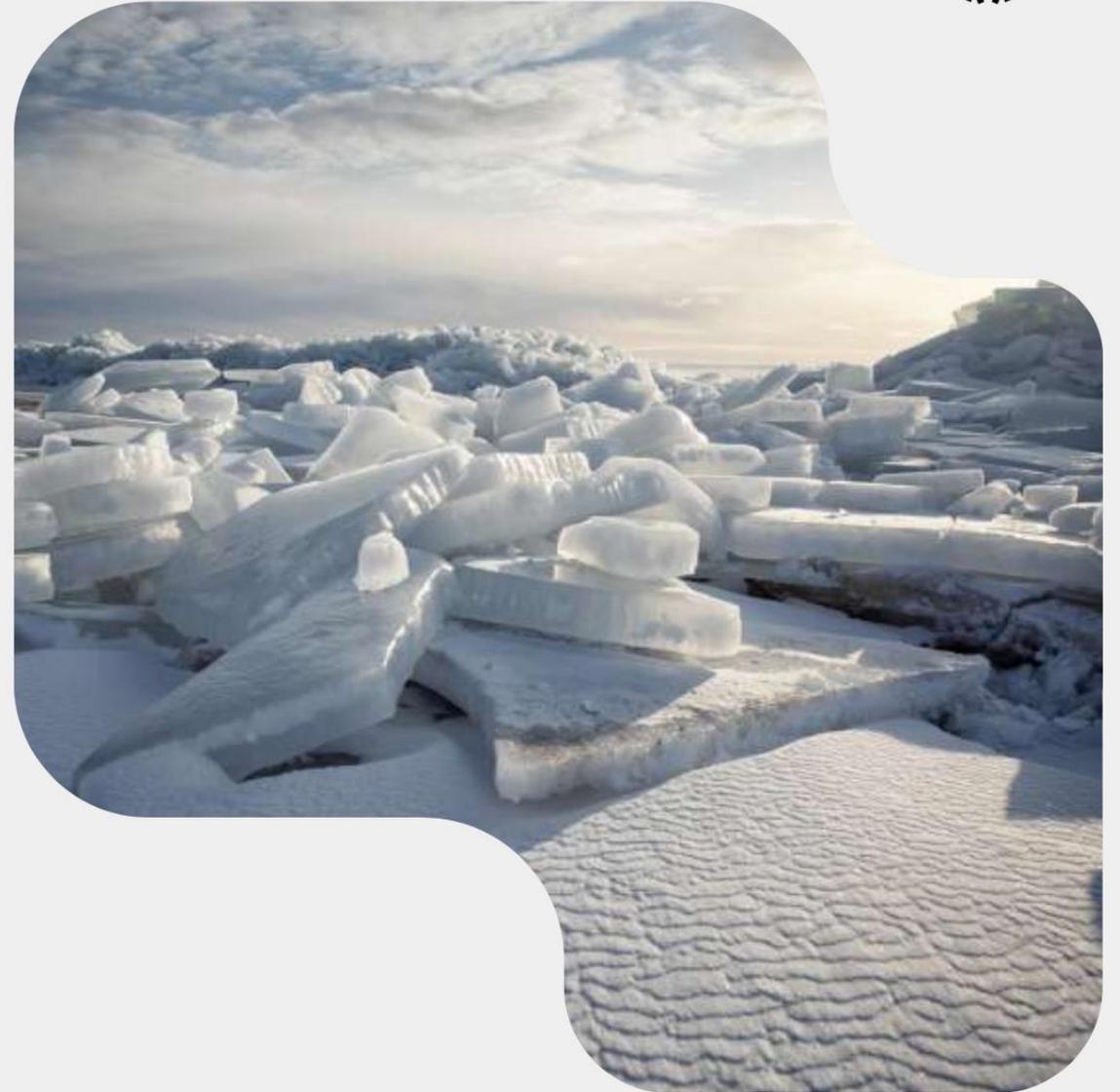
# Climate Clock

13.6.2016 ->

Artworks created by world-leading international and Finnish artists will create a permanent 200km art route around Oulu. This route links the region's most interesting destinations to world-class art.

**Climate Clock is one of the most significant productions of the Oulu2026** European Capital of Culture year, where art intertwines with the theme of climate change, and global warming in Northern Finland.

<https://oulu2026.eu/en/programme/culture-programme/climate-clock/>



# Christmas Musical The Snowball

- Oulu's European Capital of Culture year culminates with the world premiere of a major musical. The protagonist, Krista, is Santa's goddaughter and has lived in Santa's village, surrounded by Christmas magic, all her life. However, she has now started to crave adventure. At Christmas, an ancient spell is broken unexpectedly, revealing Santa's mysterious past. Krista must rise to the challenge and save Christmas for children around the world.
- The world premiere of *Snowball* will take place in Oulu Hall on 4 December 2026. Screenings in the 2,500-seat auditorium will continue until 19 December, with a total of 19 screenings.
- The musical will be performed in Finnish, with Swedish and English subtitles. Group ticket sales start on 1 October 2025, followed by regular ticket sales on 2 February 2026.

<https://oulu2026.eu/en/snowball-musical/>

*Info:*

*Price categories:* 29-79€

*Groups and inquiries:* [bookings@oulu2026.eu](mailto:bookings@oulu2026.eu)





# Why Oulu now?

- Growing international awareness
- Works for MICE, FITs and groups

# What kind of a destination is Oulu?

Urban + Arctic + Easy



# A compact, walkable city

Everything close – hotels, venues, culture, food and nature



# A vibrant city with excellent infrastructure and hospitality

270,000 inhabitants in its region  
5<sup>th</sup> biggest city in Finland  
University and tech-city



# Arctic experiences made accessible



# Northern lights

From end of August until March

Immersive aurora experiences available year-round indoors



# Aurora Revelare – Dancing lights of the sky

Immersive Northern Lights experience at the new Museum & Science Centre Tiima



# Guided activities on the frozen sea

A unique playground right next to the city



# Arctic animals

Reindeer, huskies and wildlife park close to Oulu



# Winter sauna and ice-swimming

A must-do Arctic experience in Oulu



# Easy-to-try and do summer products



# Relaxed summer activities

Activities start right in the city



# Floating saunas and Nordic sauna culture

Sauna experiences – bookable year-round



# Culture and events

From Air Guitar World Championships to Lumo Light festival



LUMO  
LIGHT FESTIVAL OULU



AIR GUITAR<sup>®</sup>™  
WORLD CHAMPIONSHIPS

# Accommodation

From international chains to boutique hotels



# Accommodation capacity and options

- 3500 beds in hotels
- 3000+ beds in AirBnB and other private flats
- 500-1000+ in cottages and camping places

## Key hotels include:

- Radisson Blu Hotel Oulu
- Lapland Hotels Oulu
- Original Sokos Hotel Arina
- Nordic Art Hotel Lasaretti
- Best Western Hotel Apollo
- GreenStar Hotel Oulu
- Scandic Oulu City & Scandic Oulu Station
- New in 2026 - Scandic Go hotel and 2 more new hotels in the next years

## Nallikari – versatile seaside accommodation area

- Apartment hotel Aalto, villas and cottages
- Camping and caravan area
- Renewed Holiday Club Eden Spa hotel opening in 2027



# Accommodation in Oulu



Bus Station

Railway 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

# Meeting hotels

Everything for a MICE event in Oulu



# Meeting Hotels in the centre of the city

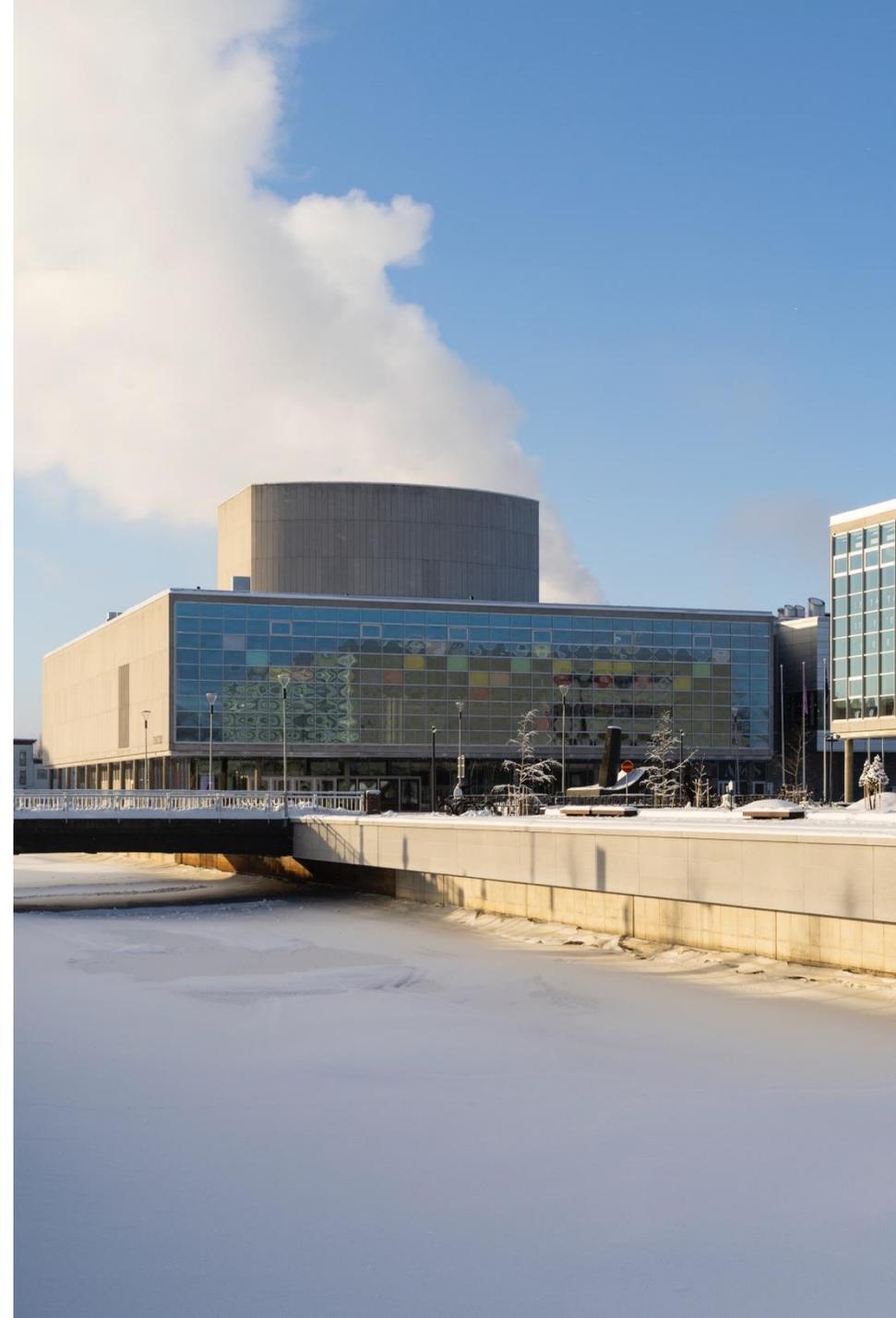
## Key hotels with accommodation, meeting venues and restaurant facilities:

- Radisson Blu Hotel Oulu
- Lapland Hotels Oulu
- Nordic Art Hotel Lasaretti
- Original Sokos Hotel Arina
- Scandic Oulu City
- Scandic Oulu Station



# Larger Meeting venues

Suitable for congresses and fairs



# Larger Meeting Venues

## Some of the largest venues in Oulu:

- **Oulu Music Centre** up to 816 seats.
- **Pohjankartano hall** up to 476 seats.
- **Oulu Theatre:** up to 530 seats (adjusted up to 800 seats), up to 1200 visitors can be admitted at once.
- **University of Oulu Linnanmaa Campus and Kontinkangas Campus:** spaces from a few dozen people up to several hundred people. The largest hall in Linnanmaa up to 600 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.
- **Tarkastamo:** Event space for up to 1200 persons in 2026.
- New event arena & soccer stadium, both in the city, in the incoming years.



# Venues for social programs

Venues for smaller and larger groups



# Venues for social and evening programs

## Some suggested venues for groups in Oulu:

- Maikkulan Kartano (Maikkula Manor)
- Mallassauna
- Sokeri-Jussi Tavern
- Restaurant De Gamlas Hem & Hotel
- New venue "Tarkastamo" by the market square in 2026 - up to 1200 persons
- Tullisali & Superpark

## Seaside venues in Nallikari

- Restaurant Huvilinna & Vauhtipuisto Amusement Park
- Restaurant Nallikari

## Special venues close to Oulu

- Pitojen Helmi Manor
- Liminganlahti hotel & restaurant
- Koitelin tunnelmatupa



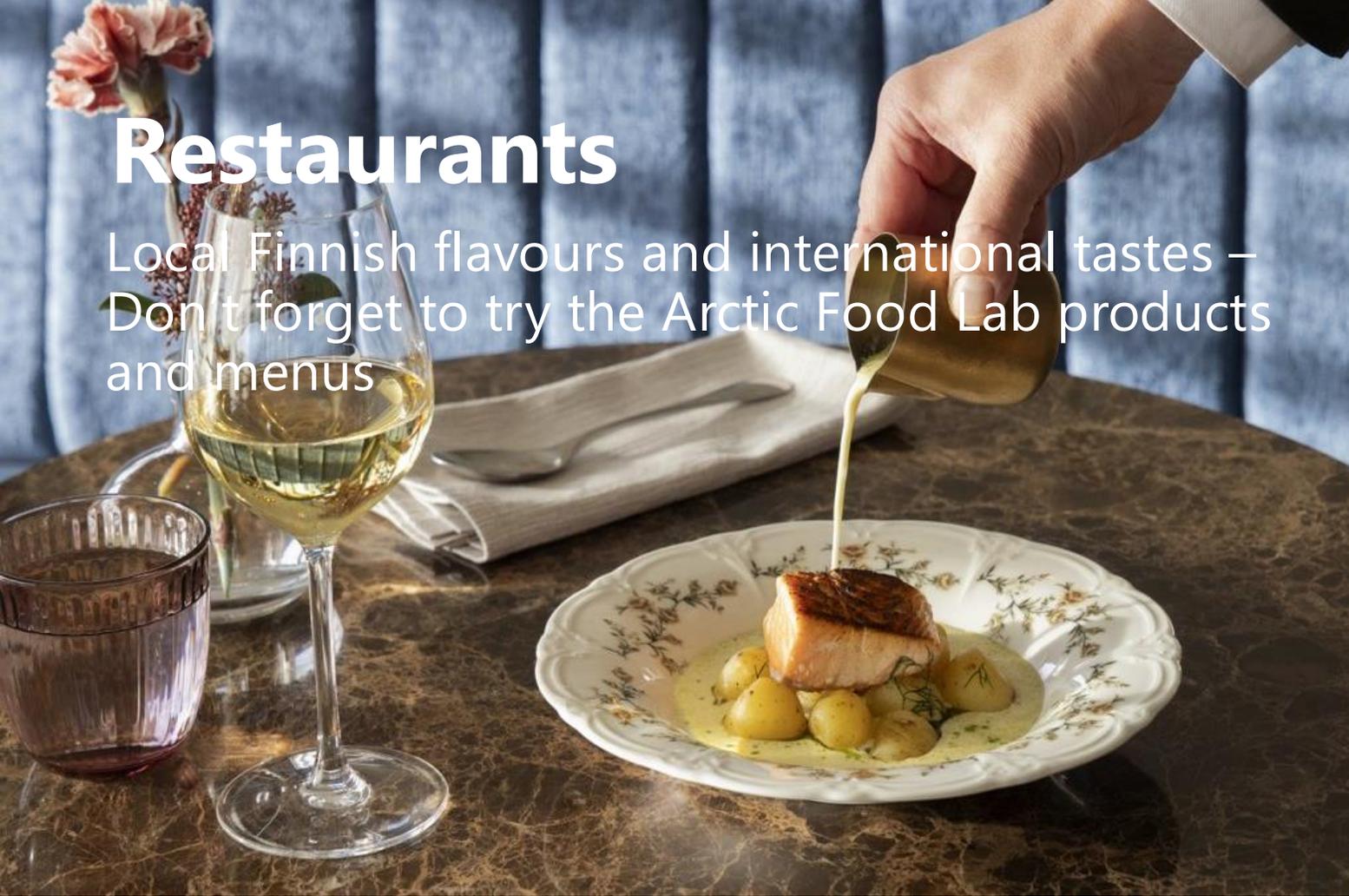
# Food and local culture

Relaxed dining, local flavours and social evenings



# Restaurants

Local Finnish flavours and international tastes – Don't forget to try the Arctic Food Lab products and menus



## Restaurants for groups

### Local Finnish flavours and international style restaurants in Oulu e.g.

- Winebar Kurkela
- Alfred
- Oula & Il Puro
- Ule
- Puistola
- Pannu
- Harald
- Frans & Camille
- Grill It
- Nallikari restaurant
- Tuba Food & Lounge

...and many more – come and try!



# Beyond Oulu – The Wider Travel Region



# Coast and Maritime Heritage



# Islands & Open Sea Landscapes



# Island escape – Hailuoto

Local culture, nature and slow island life



# Lakes, Rivers & Nordic Wilderness

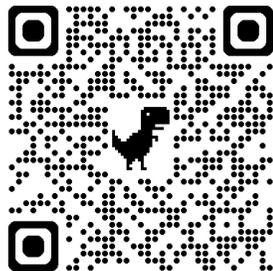
A person wearing a green jacket and a red beanie is sitting on a wooden dock, looking out over a calm lake. The water reflects the surrounding forest and the sky. The scene is peaceful and serene, capturing a moment of solitude in nature.

# From Oulu to Lapland – Arctic Nature, Wildlife & Winter Experiences



# Sales and marketing support available

- [Oulu2026 Culture Programme](#)
- [List of DMCs](#)
- [Product fact sheets and itineraries](#)
- [Image and video bank](#)
- [Visitoulu.fi website](#)
- [Pohjola Route website](#) (larger Oulu travel region)
- [Online tour planning tool](#)
- [Oulu highlighted in International Travel Media](#)
- [Saunas and sauna culture in Oulu](#)
- [Weekly programme](#)
- [Arctic Food Lab – local ingredients and restaurants](#)
- [Oulu City venues](#)





# Contact

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**OULU** BUSINESS EVENTS  
CONVENTION BUREAU

 VISIT NORTHERN  
**FINLAND**

 Oulu2026  
European Capital  
of Culture

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