VISIT NORTHERN FINLAND | OULU BUSINESS EVENTS CONVENTION BUREAU

Meet in Oulu

Venues, meeting hotels and social programme venues in Northern Finland's largest city

Oulu Business Events & Oulu Convention Bureau

Find your true North.



Five reasons to choose Oulu

Named one of the best places to travel in 2026 by National Geographic, BBC and CNN

1

Compact city

Hotels, venues and restaurants within walking distance of the centre – plus 900+ km of cycleways, cleared all winter.

2

Easy to reach

Up to 11 direct flights a day from Helsinki (1 h) · 10+ daily trains · new rail link to Sweden.

3

University & tech city

Birthplace of modern mobile technology and a strong university – a natural home for professional meetings.

4

Europe's cleanest air

No. 1 of 761 European cities (EEA), two years running · many certified sustainable hotels and venues.

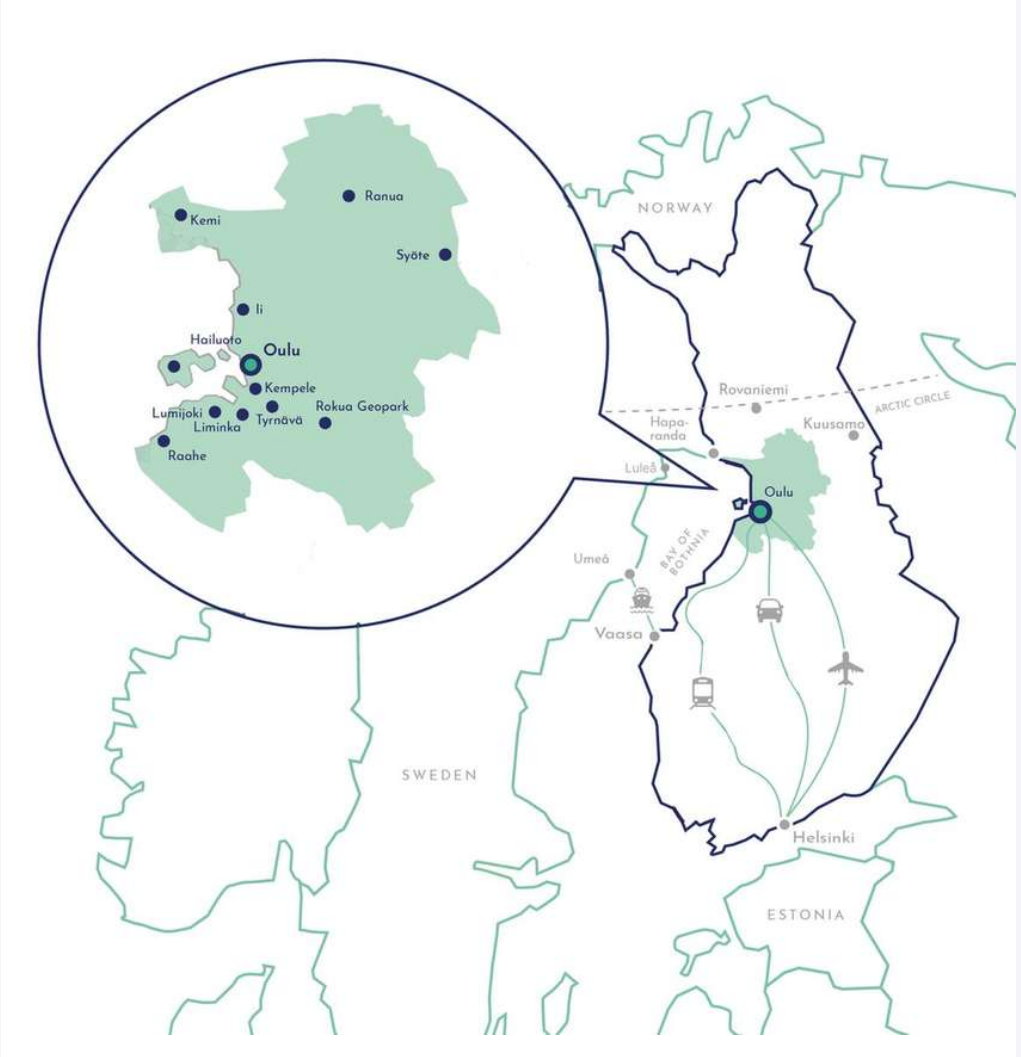
5

Northern life next door

Frozen sea, northern lights, saunas and midnight sun – in the winter cycling capital of the world.

Easy access

- **Up to 11 direct daily flights** from Helsinki with Finnair – flight time approx. 1 hour
- **10+ daily trains** from Helsinki – fastest 5 h 30 min, night trains from Helsinki and Lapland
- **New: direct train to Sweden** – Oulu – Tornio – Haparanda, approx. 1 h 35 min
- **Oulu Airport** – year-round connections · approx. 20 min to the centre by car, 30 min by bus
- **Compact city** – most hotels and venues within walking distance



Combine Oulu with Lapland & Sweden

Arrive in one place, depart from another – no backtracking

Kuusamo / Ruka + Oulu

Approx. 2 h 45 min by road · direct winter flights to Kuusamo from Central Europe

Kemi + Oulu

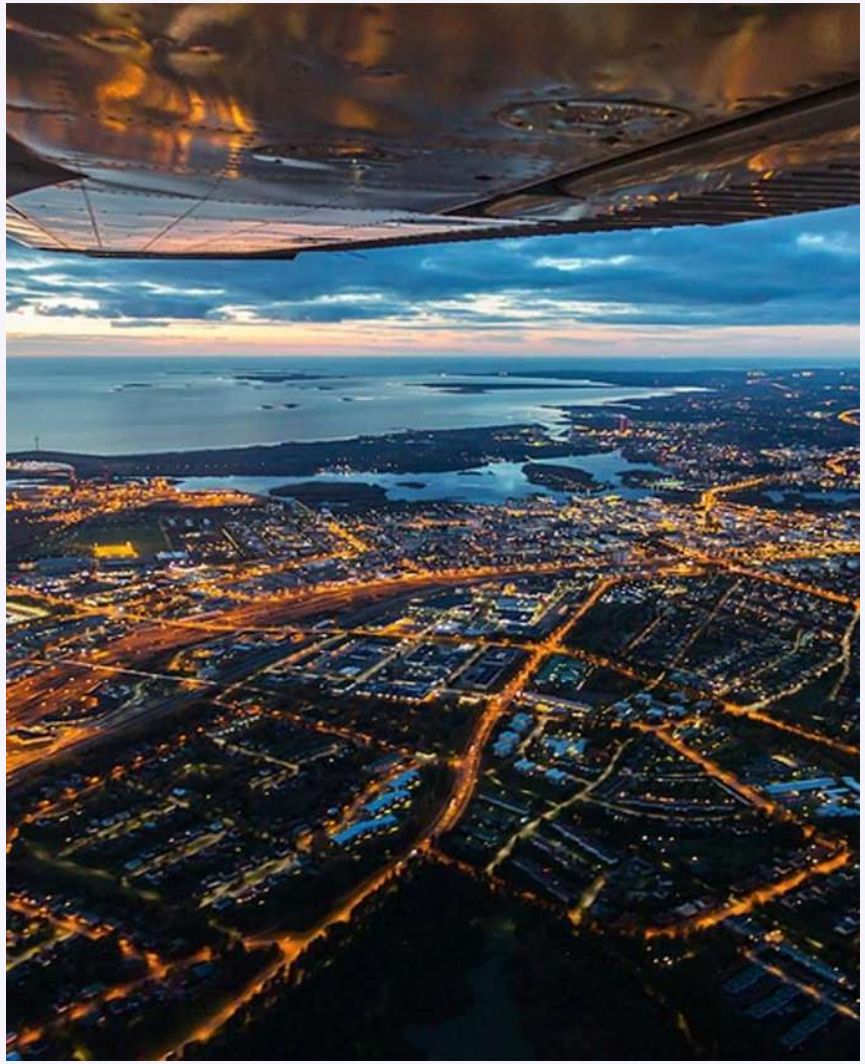
Under 1 h by train, approx. 1 h 15 min by road

Oulu → Tornio → Haparanda

By train across the border · onward to Luleå

Bothnian Coastal Route

A round trip around the Gulf of Bothnia, Finland and Sweden – already sold by tour operators across Europe





SECTION 01

Congress & meeting venues

From intimate boardrooms to arenas for thousands – all close to the city centre.

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Oulu Music Centre

1 km from the city centre

Madetoja Hall

Auditorium seating up to 816

Tulindberg Hall

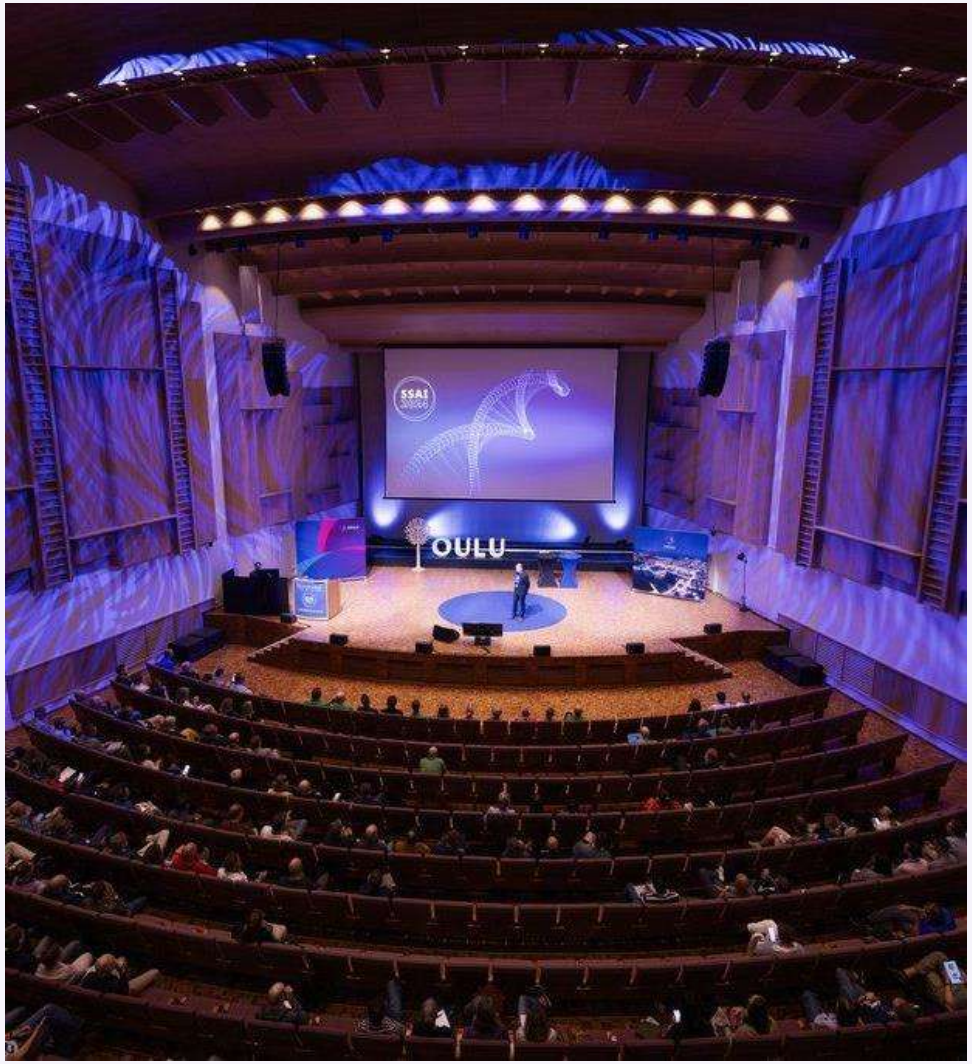
Flat-floor hall for 220 · Pikkusali small hall for 60

Restaurant Preludi

Seated dinners up to 450 · cocktail events up to 1 200

Reopening 2030 – bigger and better

€25 million renovation and extension · 1 400 m² of new space · raised seating, a new orchestra riser and improved acoustics in Madetoja Hall · closed autumn 2027 – end of 2029



Oulu Theatre

By the sea, next to the Market Square

Main auditorium

530 seats, adjustable up to 800

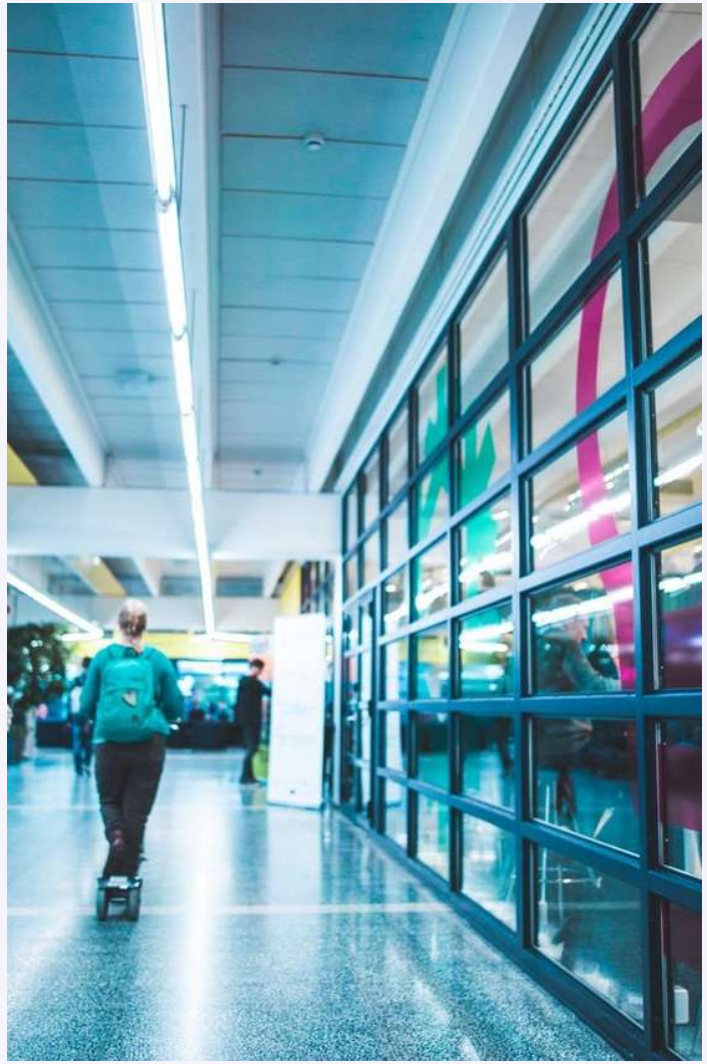
Smaller spaces

Pikisali up to 150 · small stage 133 seats · Vinttikamari 79 · whole building up to 1 000

Theatre restaurant

Restaurant Vänmanni · 150 seated, 200 for cocktails





University & event venues

New: University of Oulu **Ydin** – learning and meeting hub in the city centre, opened October 2026

University of Oulu

Linnanmaa and Kontinkangas campuses · lecture halls and seminar rooms of all sizes · L1 up to 600, Saalasti Hall approx. 500

Pohjankartano Hall

Concert and meeting hall · 471 seats · next to Oulu Music Centre

Tarkastamo

Event and restaurant venue, opened June 2026 · up to 1 200 · by the Market Square

Tullisali

Industrial-style event hall · business events up to 700, dinners up to 400 · Terminaali, Limingantulli

Large-scale events

Arenas, halls and a new stadium

Oulu Hall

Multi-purpose event hall, the largest in Northern Finland · 12 000 m² · 800 fixed seats, 700 extra stand seats and 3 500 chairs · Raksila, 1,5 km from the centre

Oulun Energia Areena

Ice-hockey arena for galas, concerts and fairs · 6 050 spectators, 4 301 seated · Raksila, next to Oulu Hall

OTC Stadion (new 2026)

Football stadium with VIP restaurant for 380 · approx. 5 080 for matches, 9 000 for concerts · Heinäpää, 1,4 km from the centre



Coming 2030: Oulu Experience Arena

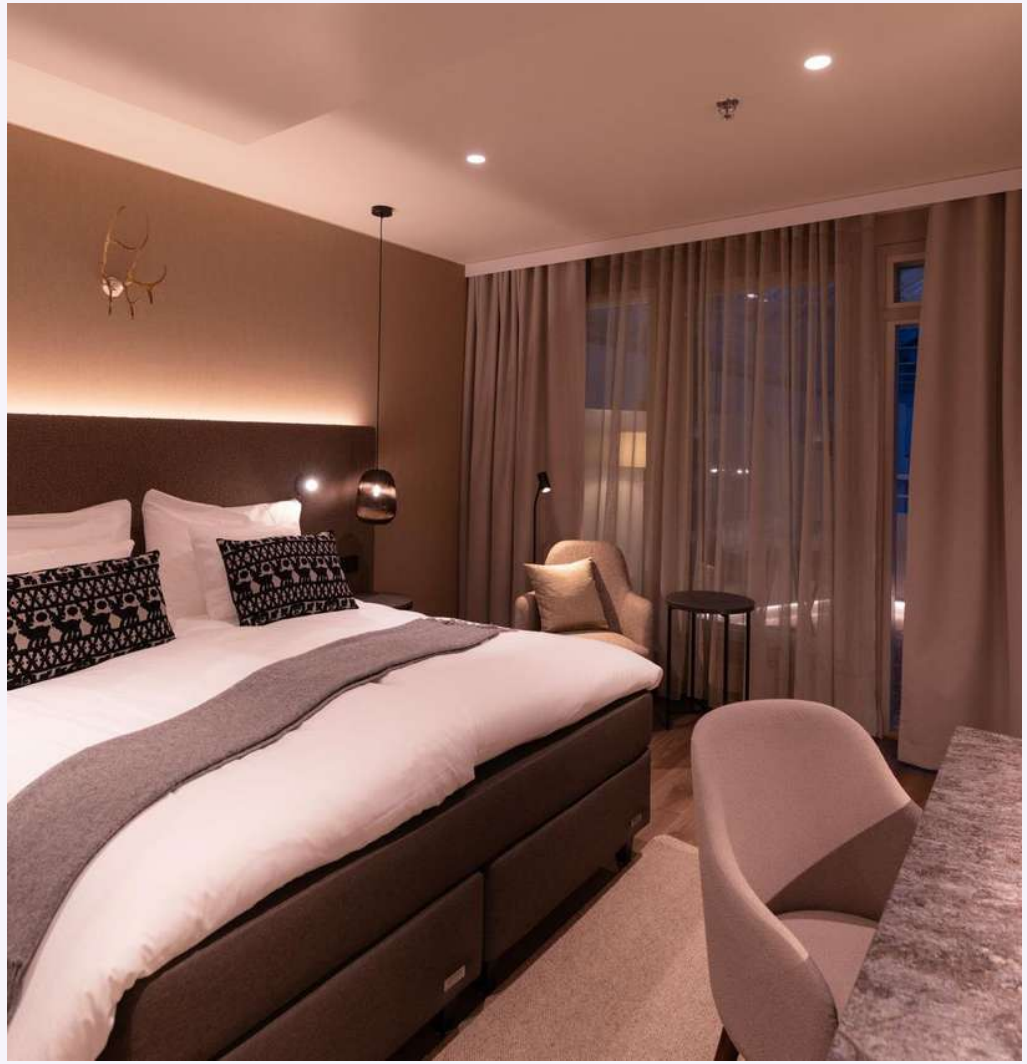
A new multi-purpose arena in Raksila, by the station area · construction from 2028, opening planned for autumn 2030

8 700+ spectators for sports	**11 600** capacity for concerts
150 major events a year (target)	**€120 M** investment

- **Also planned:** hotel · separate event venue · practice ice rink · underground parking
- **Built by** SRV (Nokia Arena, Tampere) and Trevian (Veikkaus Arena, Helsinki)



Concept image



Accommodation

Hotel capacity in Oulu

1 700+
hotel rooms

3 500+
beds

- **New in 2026:** Lapland Hotels Oulu expanded to 256 rooms · Scandic Go (144 rooms) · new city-centre hotel (80+ rooms) opening Dec 2026
- **Nallikari by the Sea:** resort-style villas with sauna, holiday cottages and Aalto Seaside hotel on the beach · 3,5 km from the centre via the river delta
- **Coming:** Holiday Club Eden spa hotel, Nallikari (170 rooms, 2027) · Terwa Tower hotel (planned, approx. 240 rooms)

Meeting hotels

A selection of city-centre meeting hotels – more hotels and accommodation options available



Radisson Blu Hotel, Oulu

235 rooms · 15 event spaces · Ainola Hall up to 330 · up to 1 000 in one space



Lapland Hotels Oulu

256 rooms · 10 meeting rooms · largest up to 350 · events up to 1 000



Original Sokos Hotel Arina

260 rooms · 6 meeting rooms · largest up to 250



Scandic Oulu City

214 rooms · 10 meeting rooms · largest up to 160 · Finnkino Plaza next door



Scandic Oulu Station

207 rooms · meeting floor · largest up to 160



Nordic Art Hotel Lasaretti

49 rooms · 18 meeting rooms · Aurora Hall up to 340

SECTION 02

Social programme venues

Manors, seaside restaurants and historic taverns for dinners and evening events.

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Dinner & evening venues



Uusi Seurahuone & Restaurant Hugo

Historic 1884 building by the Market Square · halls for up to 250 · Restaurant Hugo, featured by National Geographic in 2026



Maikkula Estate

Historic manor estate · Liiteri barn up to 220 seated, main building approx. 100 · on the Oulu River, 15 min from the centre



Restaurant Nallikari

Seaside restaurant on Nallikari Beach · 250 indoors, 300 on the summer terrace, meetings for 6–200 · 3,5 km from the centre



Sokeri-Jussi Tavern

150-year-old log storehouse serving traditional local food · 150 seats on two floors · Pikisaari island, next to the centre

Tiima – Museum & Science Centre

New Oct 2026 · Myllytulli, approx. 1 km from the centre

Receptions & cocktail events

Welcome parties among the exhibitions and in the VISIO experience space – unique in Northern Europe

Aurora Revelare

Northern lights show and science exhibition – guaranteed auroras for every group

Dining

Restaurant for 106 guests (84 + private room for 22) · catering by Uniresta

Seminars & smaller events

Capacity and packages on request



Unique venues in the city

Historic villas, saunas and activity venues



Rauhala

Historic villa from 1897 · halls up to 70, summer tent for several hundred · by Ainola Park



Mallassauna

Historic malt house beer restaurant with courtyard saunas · upstairs hall up to 50 · Pikisaari



De Gamlas Hem

Art Nouveau wooden villa hotel & restaurant · spaces for 6–100 · near the centre



Huvilinna & Vauhtipuisto

Seaside amusement park with event restaurant · Huvilinna for 200+ · Nallikari



SuperPark & SuperMeeting

Indoor activity park for team events · meeting rooms up to 200 · Terminaali

Special venues close to Oulu



Pitojen Helmi

200-year-old country manor · spaces for 10–130 · Liminka, approx. 20 min from Oulu



Liminganlahti

Nature centre hotel & restaurant by the Liminka Bay wetlands · auditorium for 80 · Liminka



Koitelin tunnelmatupa

Lappish hut by the Koiteli rapids · capacity on request · Kiiminki, approx. 25 km from Oulu

Signature experiences

Winter is not the off-season – it's the main event



On the frozen sea

Dec–Apr

Ice fishing, snowshoeing and fatbiking on the sea ice · tent sauna and ice swimming · northern lights camps at Nallikari



On the water

Jun–Sep

Guided kayak and SUP safaris in the river delta · midnight sun and dark paddling tours · sauna rafts on the Oulu River



By bike

All year

Guided cultural bike tours of the city · fatbike rentals · sea-ice biking in winter – in the winter cycling capital of the world

Also on offer: team building and rafting at the Koiteli rapids · nature-based recreation days in the forest · reindeer farm visits · day trips to Hailuoto island · chocolate workshops · storytelling workshops · public and private saunas · guided city tours



Beyond the meeting room

Pre- and post-event tours, partner programmes and incentive ideas from **our local DMC partners** – from a half-day city tour to week-long Arctic journeys.

Ask us for a tailored programme – we connect you with the right local DMC partner

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Beyond Oulu – easy extensions



Syöte · approx. 1 h 45 min

Hilltop Hotel Iso-Syöte on the fell top · Syöte National Park · safaris and nature experiences year-round



Ranua · approx. 2 h

Ranua Wildlife Park · holiday apartments next to the park · meeting rooms, recreation and incentive days



Kemi · under 1 h by train

Icebreaker Sampo cruises (winter) · Seaside Glass Villas · SnowExperience365 open all year

Also Rokua UNESCO Global Geopark (approx. 1 h) – and more destinations across Northern Finland and Lapland through our DMC partners

New on the coast



Aurora Sea Resort, Kuivaniemi (Ii)

Planned opening Dec 2026

15 sea-view villas · restaurant in the renovated main building · separate sauna building · more accommodation in later phases



Halo Arctic Island, Marjaniemi (Hailuoto)

Planned opening June 2027

25 cabins for approx. 90 guests · restaurant · meeting facilities · three-sauna spa world

Hailuoto island is now connected by road – new fixed link to the mainland opened June 2026

How we can help

All our services are free of charge

CORPORATE MEETINGS · INCENTIVES · EVENTS

Oulu Business Events

We connect you directly with the right local partners.

- Hotels, venues, DMCs and activity providers from our partner network
- Ideas for programmes, venues and pre/post-event experiences
- Destination information and materials for your planning

CONGRESSES · CONFERENCES · PROFESSIONAL MEETINGS

Oulu Convention Bureau

Impartial expert support for bidding, planning and marketing.

- A link between organisers, the City of Oulu and the region's network
- Local expertise, venues and services – from the bid to event day
- Site inspections during the bid when needed

Material bank

Presentations, fact sheets and videos – all in the Visit Oulu image bank

MICE videos

Seasonal Oulu business events videos: winter, summer, autumn and highlights

visitoulu.kuvat.fi › Fact sheets › MICE › MICE Videos

MICE presentations

This presentation, general MICE presentations and the OBE & OCB logo

visitoulu.kuvat.fi › Fact sheets › MICE

DMC materials

DMC Product Manual, DMC Product Collection and partner DMC packages

visitoulu.kuvat.fi › Fact sheets › DMCs

Fact sheets

Hotels, venues, activities, transport and example packages

visitoulu.kuvat.fi › Fact sheets

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LET'S PLAN YOUR EVENT IN OULU

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Find your true North.