



# MATKA WORKSHOP DAY

18 Jan 2023

Messukeskus Helsinki  
Expo and Convention Centre

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2023 Nordic Travel Fair

## Pohjola Route - Oulu & Hailuoto island

Pre tour 14.1-17.1.2023

***Welcome to unforgettable experiences and picture-perfect sceneries on the Pohjola Route! It is a tour that takes you from cities to fells and from forests to the sea. Pohjola route is a tour of unique travel destinations, unforgettable activities and experiencing Finland at its best. Pohjola route takes place in the northern part of Finland, next to the arctic archipelago of the Gulf of Bothnia.***

***Oulu is a lively urban city and easily accessible by train or by plane. Oulu has a compact city center with beautiful old buildings and excellent tourism infrastructure. In Oulu you can combine city, culture and the variety of nature. Oulu is surrounded by water & nature, making activities possible throughout the year. Oulu has been also selected as European capital of culture for 2026.***

***Hailuoto is the largest island in the Gulf of Bothnia. Hailuoto is well-known for its unique wilderness and national landscape – the island in itself is quite an attraction. Hailuoto offers perfect setting for trekking on the trails, see the sights or just watch the changing landscape of the seaside. The island is also paradise for birdwatchers in summer season.***

**Welcome to Oulu & Hailuoto!**

@visitoulu #visitoulu

@visithailuoto #visithailuoto

@pohjolaroute #pohjolaroute

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## Programme

### Saturday 14.1.2023

Your tour starts from Helsinki-Vantaa Airport. You need to provide your transportation to Helsinki-Vantaa Airport by yourself. Public transportation by train, buses and taxis are fast way to get to the airport. We recommend to be at the airport 1,5 hours prior to departure. You are receiving your flight tickets by email before the tour starts. Please check your name is written on the ticket correctly.

ToolBox Consulting Ltd. creates **WhatsApp Group** where all communication will be forwarded when the tour is to begin. The telephone number informed by the participant will be in use for this purpose.

The participant will recognize the dispatcher of the tour with the sign "Matka Workshop Day 2023 Pre and Post Tours". The dispatcher will locate at Departure Hall, in Terminal 2. Those who are transit passengers, you don't have to come to the Departure Hall. You can use WhatsApp Group communication and also monitors to find right gate and timetable of your flight.

- 16:00 Finnair flight AY441 Helsinki – Oulu
- 17:05 Arrival to Oulu
- 17:30 Transfer to Oulu city center, about 30 mins
- 18:00 Check in to hotel
- 19:15 Transfer to dinner
- 19:30 Campfire dinner in Koiteli nature location organized by [Go Arctic](#)
  - if we are lucky we might see the northern lights dancing on the sky.



### Sunday 15.1.2023

- 8:00 Breakfast
- 9:30 Ice fishing on the frozen sea & snow sculpting by [Oulu Safaris](#)
- 12:00 Lunch



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13:30 Guided skiing with skin based skis in Sanginjoki nature reserve together with activity company [Lappis](#)

17:00 Traditional finnish sauna in [Maikkula Mansion](#)

19:00 Dinner in Maikkula Mansion



## Monday 16.1.2023

8:00 Breakfast

9:00 Site inspections in hotels in Oulu

11:30 Lunch (networking with local suppliers)

12:45 Departure to Hailuoto

13:30 Ferry to Hailuoto

14:00 Arrival to Hailuoto

14:15 Visit to [Hailuoto organic Beer Brewery](#)

Guided brewery inspection & Beer tasting

16:30 Check in to [Arctic Lighthouse hotel](#)

- hotel presentation & info

Short guided snowshoewalk in the Marjaniemi fishing village and on the ice if ice condition allows

19:00 Dinner in Arctic Lighthouse hotel

20:30 Hotel sauna available

If we are lucky we might be able to spot northern lights above the Marjaniemi village on the sky during the evening.



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## Tuesday 17.1.2023

- 9:00 Breakfast
- 9:45 Departure from Hailuoto
- 10:30 Ferry to Oulu
- 11:15 Visit to the home of huskies in [Loihakka](#)  
- lunch
- 13:00 Transfer to Airport
- 13:25 Arrival to Oulu Airport
- 14:25 Flight AY438 Oulu – Helsinki**
- 15:30 Arrival to Helsinki



The fully hosted tour ends at the Helsinki-Vantaa Airport. There is no organized group transfer from the airport to Helsinki city. We recommend use public transportation, such as train, bus or taxis. Eg. train connects Helsinki-Vantaa Airport to Pasila Station which is the closest one to Helsinki Fair Centre where the Matka2023 Fair and Matka Workshop Day 2023 take place. See more [www.hsl.fi/en](http://www.hsl.fi/en)

### Recommended

Please take warm clothes (suitable for outdoor activities) and good shoes with you. Warm clothes include hat, gloves, scarf and enough base layers. Bring also your bathing suit for the sauna.

### More information

[www.visitoulu.fi/en](http://www.visitoulu.fi/en)  
[www.pohjolaroute.fi](http://www.pohjolaroute.fi)

Your host in the destination is Mrs. Hanna Tauriainen  
email: [hanna@visitoulu.fi](mailto:hanna@visitoulu.fi)  
telephone: +358 40 623 3847

### Cancellation policy

**Please note that there is no-show fee and some destinations**



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**may request an earlier deadline for cancellation, as well as your credit card information. Remember to read the Terms of Cancellation:**

Cancellation fee: After the 7th of January 2023: 250,00 euros.

The Participant must contact the Organizer via email:  
Mr. Mikael Hasegawa, [mikael.hasegawa@toolboxtravel.fi](mailto:mikael.hasegawa@toolboxtravel.fi)