

THE LARGEST TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE

18-21 January 2024

Helsinki Expo and Convention Centre



17 Jan Matka Workshop Day | **18 Jan** Matka Business Forum | **18 Jan** Matka Trade Day

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2024 Travel Fair.

Lakeland Finland – Jyväskylä Region

Pre Tour 14.1. – 16.1.2024

Welcome to Lakeland Finland, and especially to the Jyväskylä region. The Lakeland Finland is known in winter for its frozen lakes and frosty forests that surround the landscape everywhere, but also of its lively towns with interesting cultural sites.

During this FAM trip you will explore the Finnish culture in its various ways: Jyväskylä is the capital of Alvar Aalto's architecture and during this FAM trip you will visit the Aalto2 Museum Centre and some of the most iconic Aalto sites. In addition, you will visit a Unesco world heritage site, the Petäjävesi Old Church. You will also experience the Finnish sauna culture in the sauna region of the world, the Jyväskylä Region. The trip is hosted by Visit Jyväskylä Region.



Programme

Sunday 14.1.2024

Your tour starts from Helsinki main railway station. You need to provide your transportation to Helsinki main railway station by yourself. You will receive your train ticket by email after your confirmed participation to this trip. There will be no host in the train. You will be guided to the train by Toolbox travel representative.

9:03 InterCity 93 Helsinki-Jyväskylä

Matka Workshop Day 2024

e-mail: mikael.hasegawa@toolboxtravel.fi

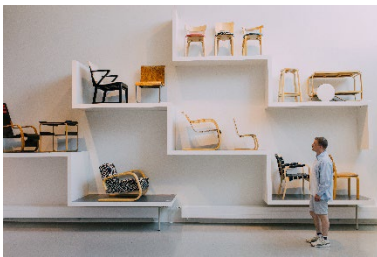
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- 12:40 Arrival to Jyväskylä main railway station. Meet your Visit Jyväskylä Region host.
- 12:45 Transfer for lunch (TBA)
- 14:15 Transfer to Aalto2 Museum Centre
- 14:30 Visit to the Aalto2 Museum Centre including Alvar Aalto museum and the Central Finland museum. Coffee and refreshments in the museum cafeteria.
- 17:00 Transfer to hotel and check in.
- 18:00 Walk for dinner (10 min by foot)
- 18:15 Dinner in Sataman Viilu, a sauna restaurant by the lake Jyväsjärvi just beside the Jyväskylä centre in the harbour area.
- 19:30-> Possibility to experience the sauna department with three saunas, outdoor Jacuzzis, and dip into the icy lake.
- Walk back to the hotel (10 min by foot).



Monday 15.1.2024

Breakfast in hotel and check-out.

- 9:30 Walking tour in city centre to see the most important Alvar Aalto locations in the Jyväskylä centre including: the Workers Club (outside), the Jyväskylä City Theatre and administrative block (outside) and the Jyväskylä University Campus.
- 11:00 Transfer to lunch.
- 11:15 Lunch in Finlandia Hotel Alba restaurant.

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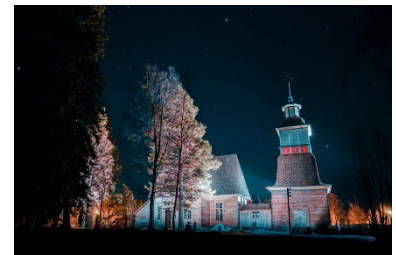
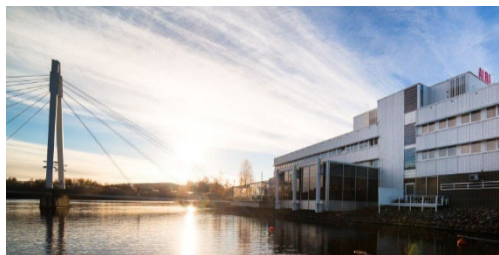
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- 12:30 Site inspection in Finlandia Hotel Alba.
- 13:30 Transfer to Scandic Hotel
- 13:45 Site inspection in Scandic Hotel
- 14:45 Transfer to Petäjävesi Old Church
- 15:30 Visit to the Petäjävesi Old Church, a UNESCO world heritage site
- 16:15 Transfer to Himos Resort
- 17:15 Arrival and check in.
- 18:00 Company presentation, dinner, and sauna at the sauna yard.



Tuesday 16.1.2024

- Breakfast at Himos in restaurant Tupa and checkout
- 9:30 Activity in Himos Resort (to be published later)
- 11:30 Lunch in Himos Resort
- 12:30 Transfer to Moose Manor
- 13:00 Get to know the biggest mammal of Finland and the fellow deer animals.
- 14:00 Transfer to Jämsä railway station
- 14:51 InterCity 86 to Helsinki

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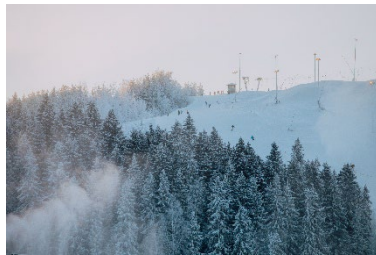
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17:54

Arrival to Helsinki main railway station



The fully hosted tour ends at the Helsinki main railway station. There is no organized transportation by Matka2024 Workshop Team to your final hotel or other destination in Helsinki. You can use local public transportation such as buses, trains and taxis to get there.

More information

There are more information about our destination and company by clicking the link: <https://visitjyvaskyla.fi/en/>

Your Visit Jyväskylä Region is Ms. Johanna Maasola

Email is: johanna.maasola@jyvaskyla.fi

Telephone: +358 50 448 2954

Cancellation policy

Please note that there is no-show fee and some destinations may request an earlier deadline for cancellation, as well as your credit card information. Remember to read the terms

Terms of cancellation:

Cancellation fee:

- After the 31st of December 2023: 250,00 euros.

The Buyer must contact the Organizer via email: Mr. Mikael Hasegawa, mikael.hasegawa@toolboxtravel.fi

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