

# 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.

## Luleå – Haparanda – Tornio – Kemi - Oulu

Pre Tour 12.1. – 16.1.2024

### **Bothnian Coastal Route – Where the sea unites**

*Bothnian Coastal Route connects vibrant cities and enchanting villages along the arctic coast of Bothnian bay, from Umeå to Vaasa via the north. The ferry Aurora Botnia guarantees the environmentally friendly transport across the Kvarken strait and connects the destinations in the southern end to a functioning route.*

*The Bothnian Coastal Route project aims to increase awareness of the arctic coastal area as an attractive travel route for both international tourists and locals. The project team consist of six project leaders who have gathered the best travel services from the fourteen destinations along the route. We are excited to present the sustainable, all year around possibilities of this Nordic area, rich in culture, heritage and nature.*

### **Programme**

#### **Friday 12.1.2024**

Your tour starts from Stockholm Arlanda Airport. You need to provide your transportation to Arlanda 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.

13:55 Flight to Luleå

15:15 Arrival to Luleå. Your local host from Luleå Business Region will meet you at the airport

15:45 Transfer to the city center

16:00 Stop at one of the hotels in Luleå for site visit

17:00 Getting to your hotel, meeting the hotel manager, site visit and check in. Getting ready for dinner

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18:30 A short walk from the hotel to restaurant Bistro

## **Saturday 13.1.2024**

08:00 Breakfast & check out

08:30 Transfer to Brändön Lodge

09:00 Snowmobile tour on the frozen sea of Bothnian Bay and visit to Pinebay Lodge

12:00 Lunch at Brändön Lodge

13:00 Transfer to Gammelstad

13:30 Guided tour at Gammelstad Churchtown (UNESCO)

14:30 Transfer to Haparanda

16:30 Site visit to Kukkolaforsen & enjoying Swedish fika coffee break

17:30 Activity at Kukkolaforsen

19:30 Dinner at the Kukkolaforsen restaurant with presentation

21:00 Transfer to Cape East Haparanda

21:30 Check in at Cape East

## **Sunday 14.1.2024**

08:00 Breakfast

08:30 Spa & Sauna at Cape East

10:30 Site visit at Cape East and presentation from Hotel Manager, check out

11.15 Transfer to Tornio

Please note that when crossing the border, the time changes

12.30 Guided tour at The Museum of Torne Valley

13:15 Transfer to Park Hotel

13.30 Park Hotel inspection and lunch

14:30 Short walk to Hotel Olof and hotel inspection

15:00 Short walk to Mustaparta Hotels, afternoon coffee and inspection of Grand Hotel and

Boutique Hotel Mustaparta

16:00 Transfer to Kemi and to Experience 365 in Kemi

16:30 Arrive to Kemi and check in to your Seaside Glass Villas

18:30 Presentation and site visit of Experience 365

19:00 Dinner

## **Monday 15.1.2024**

06:45 Breakfast at accommodation

07:30 Check out & transfer to harbour

08:30 Sampo Ice Breaker cruise with floating with rescue suit, guided tour on board & soup lunch

12:00 Inspection of the new ice breaker, Arktis (cruises start 2024 – 2025)

13.00 Transfer to Oulu

14:30 Arrive to Oulu and check in

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15:30 Activity in Oulu  
17:00 Break at the hotel  
19:00 Dinner

## **Tuesday 16.1.2024**

08:00 Breakfast  
09:00 Check out and activity in Oulu  
11:30 Lunch  
12:15 Transfer to Oulu airport  
14:20 Flight Oulu – Helsinki  
15:20 Landing to Helsinki

The fully hosted tour ends at the Helsinki-Vantaa Airport. Some of you are having possible connection flight to your home destination. You just need to continue in transit hall to your gate. Those who are staying one or more nights in Helsinki area, there is no organized transportation by Matka2024 Workshop Team to your final destination. You can use local public transportation such as busses, trains and taxis to get there.

More information

There are more information about our destination and company by clicking the links

<https://visitululea.se/en/>

<https://experience365.fi/fi/>

<https://pohjolanrengastie.fi/en/>

<https://visitoulu.fi/en/>

Your host of the Pre Tour is Ms. Sari Kasvi

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## 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 2024: 250,00 euros.

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