



Pohjola route
The Finnish northern scenic route



SAAGATRAVEL
NAUTI MATKASTASI

Finnish Happiness Tour

7D6N Oulu – Hailuoto – Syöte
Northern Finland



In Search of Sources of Finnish Happiness – Live Like a Finn

For five consecutive years Finland has been ranked as number 1 in the UN's World Happiness Report.

What is happiness and why is Finland at the top of the ranking list?

“Happiness is not a final destination in life, feeling good all the time, being rich or affording everything you want.

Instead, happiness is a combination of how satisfied you are with your life and how good you feel on a day-to-day basis.”

Join this tour to learn more about the sources of modern Finnish happiness. Normal everyday life, family, handicrafts, traditions and close relationship with the nature are all important elements in Finnish happiness.

The tour experience is made more in-depth by our Italian speaking Happiness Guide who helps you to understand the Finnish life and the elements of Finnish happiness.

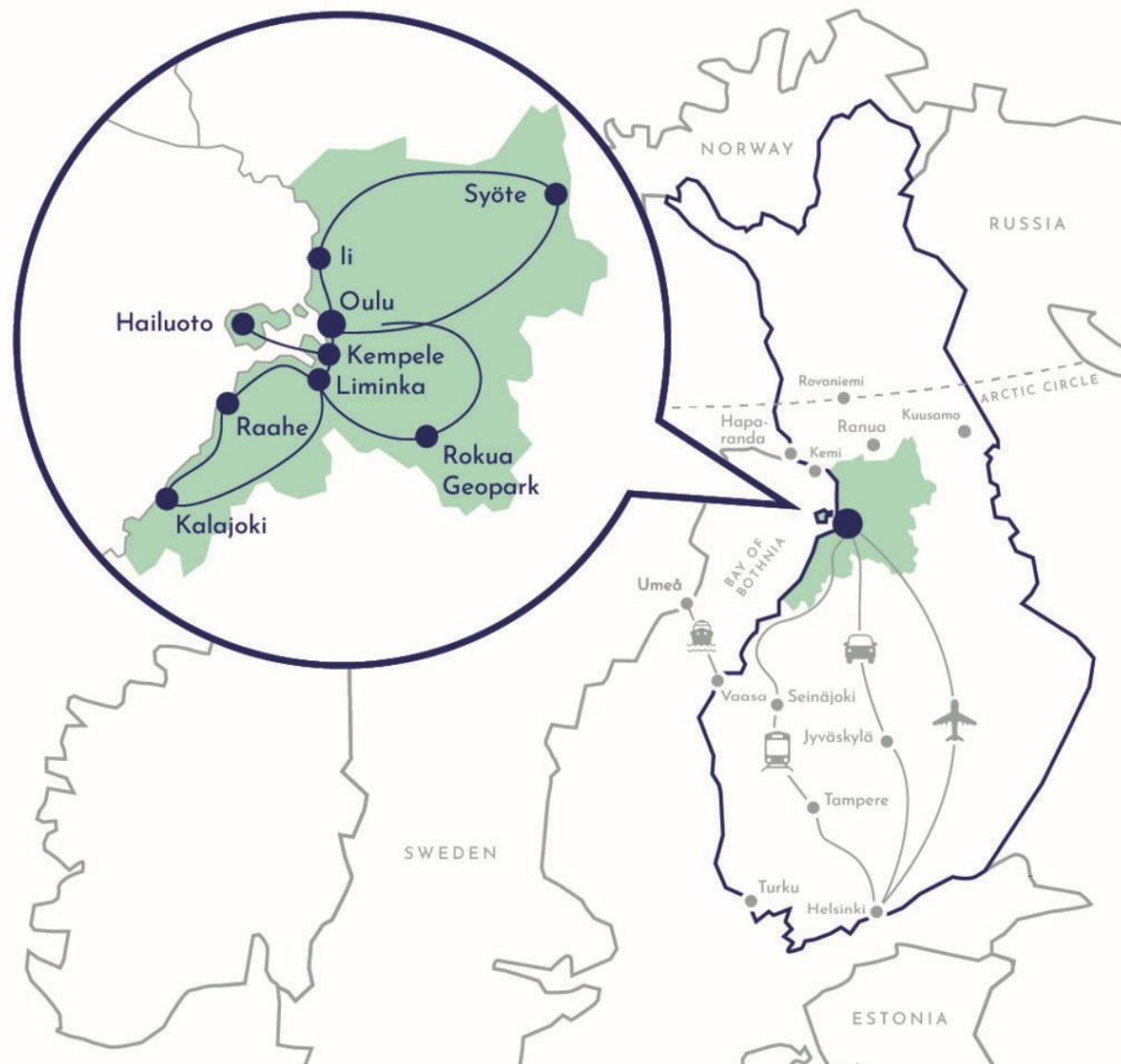


Pohjola route
The Finnish northern scenic route

A way to discover Northern Finland

Pohjola Route runs in the Oulu region in Northern Finland. Travel in parts or as a whole and choose your destinations, experiences and adventures from the route however you like. The best parts of Northern Finland can be found along the route, whatever the season.

pohjolaroute.fi





Oulu – Northern Finland

- Easily accessible by flying from Helsinki (1 h)
- Finland's 5th largest city and the largest city in Northern Finland
- European Capital of Culture 2026
- Located at the mouth of the Oulu River, on the shores of the Gulf of Bothnia
- Compact city centre with good service infrastructure

DAY 1

Arrival in Oulu

17:40 arrival at Oulu Airport by Finnair flight from Helsinki.

Your Tour leader / Happiness Guide meets and greets you at the airport.

20-minute transfer to a hotel located in the Oulu City centre.

Happiness guide helps with the check-in.

Welcoming dinner at an atmospheric Tavern restaurant located in an old timber storehouse on the island of Pikisaari in Oulujoki river delta area.

Over the dinner we will get to know each other and get introduced to the basics of Finnish happiness by our Happiness Guide.





Accommodation option: Original Sokos Hotel Arina



Recently renovated hotel in the very heart of the city, just around the corner from the Valkea shopping mall and Rotuaari pedestrian street.

Three different theme rooms, each telling their own story about Oulu and its history:

- Salmon
- Tar
- Summer night



Accommodation option: Lapland Hotels Oulu

Lapland Hotels Oulu offers you a chance to experience Lapland in the heart of a city.

The hotel is situated in the centre of Oulu, next to the Oulu Cathedral and the historical Ainola park and 550 meters from the Valkea shopping mall.

The design of the rooms has been influenced by nature and the stories of Lapland.

Sauna and swimming pool are available every day.



DAY 2: OULU

Morning and early afternoon:

Guided Oulu City tour including light lunch

During the tour we will visit main sights in Oulu, including Oulu Cathedral, Market square and Market Hall, the Fat Policeman statue, Nallikari Beach and Oulu University.

We will also have a guided visit to Turkansaari Open Air Museum, located on an island of Oulujoki river, where we will learn about the role of tar and salmon in the history of Oulu, which today is one of the leading ICT cities in the world.

In Turkansaari we enjoy a traditional salmon soup lunch.



Afternoon :
Visit to a Finnish grandmother's home

Would you like to take a peek at a Finnish home?

Join us for a visit to an authentic Finnish home to learn more about the role of family and home as a source of Finnish Happiness.

Let's first take a cup of coffee or tea with traditional Finnish sweet and savory pastries.

Then we can sit down and relax, and your hostess will tell you about her family, home and life and you can ask what you want!

Evening:

Free evening and dinner on your own.



A yellow and blue ferry boat is visible on the water in the background. In the foreground, a person with blonde hair is blurred, looking out towards the water. The sky is clear and blue.

DAY 3 Full-Day Tour to Hailuoto Island

Hailuoto is the largest island in the Bothnian Bay with only 1000 inhabitants.

The journey to Hailuoto includes a 30-minute ferry ride.

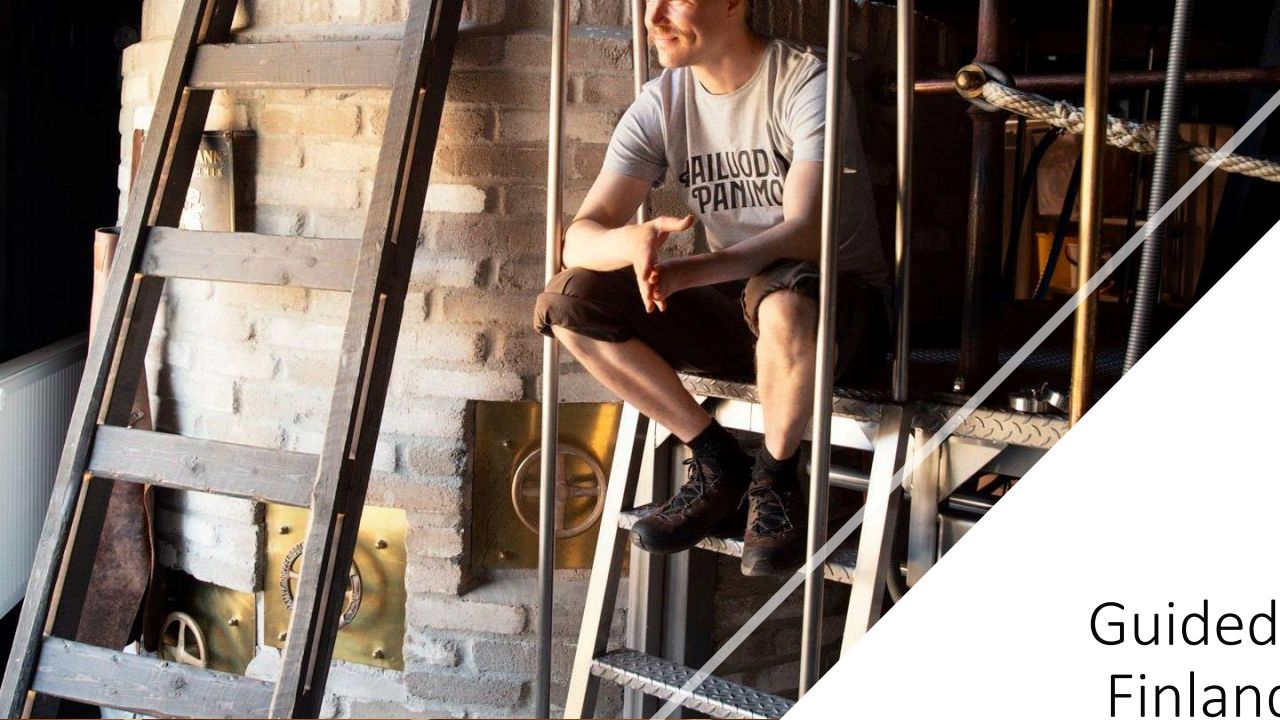
Our Hailuoto guide is with the group throughout the day, sharing in-depth information about the island and its history, culture and attractions.



Visit to Fishermen's village Marjaniemi

Lunch: Fish soup of the day, made of
freshly caught fish from the sea






Guided visit to
Finland's first
organic brewery

Optional add-on: beer-tasting



An aerial photograph of a lakeside town. In the foreground, a concrete bridge with white railings spans across a dark blue lake. A black van is driving on the bridge. To the left of the bridge, a road curves through green grass and trees. The middle ground is dominated by a cluster of colorful houses in shades of blue, yellow, and white, with dark roofs. The houses are surrounded by lush green trees. In the background, a large blue lake stretches towards the horizon. A white wind turbine stands prominently on a small island in the distance. The sky is clear and blue.

DAY 4
OULU - SYÖTE

Optional morning activity in Oulu: Craft is Happiness - Lovi Workshop at Taito Design Shop

Lovi is an Oulu-based design brand, which produces eco-friendly gift and interior design objects out of Finnish plywood.

In Lovi workshop, each participant gives his/her own Lovi bird a unique look by painting it with high-quality watercolors.

You will be surprised how relaxing it feels to focus on painting, and how wonderful designs we all can create!

Lovi workshop is suitable for all ages and does not require any previous skills.



Visit to a Reindeer Farm

(2,5 hours)


After check-out and an hour's drive from Oulu, we make a visit to a reindeer farm.

The same family has been caring for reindeer in this same village for more than 300 years, living the cycle of the year in close contact with nature.

During the visit we learn about the story of the family, their livelihood, and the meaning of the nature in their lives.

We will enjoy light soup lunch at the reindeer farm.





Syöte – Surrounded by Nature Untouched

After the reindeer farm visit we drive just over an hour to Syöte.

In Syöte area the hilly forests and the Syöte National Park invite you to enjoy the nature all year round.

Accommodation on top of the Iso-Syöte Fell

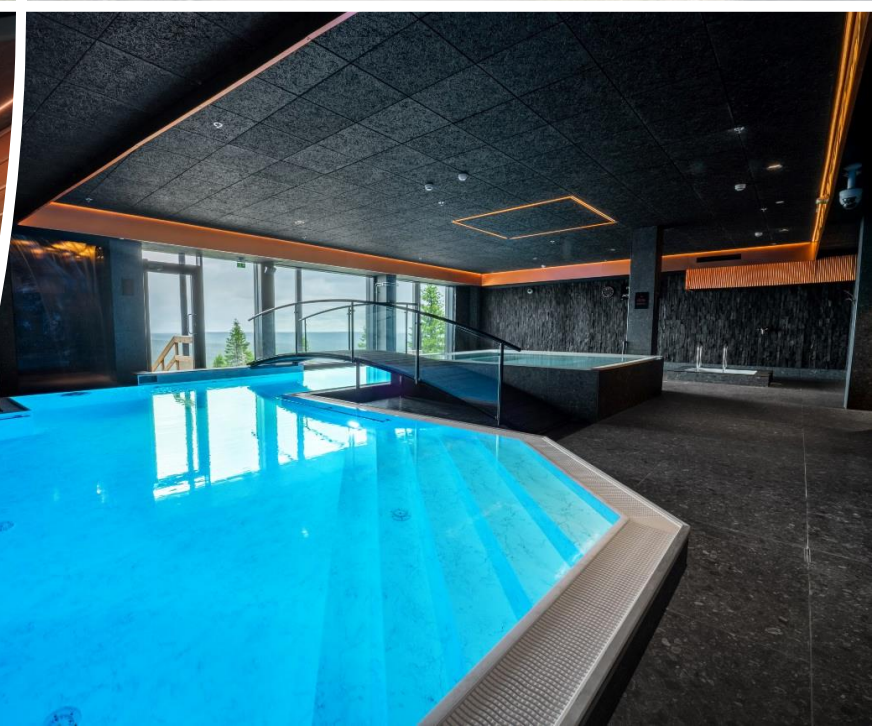
Choose your accommodation: Silver Pine Kelo Cottages or hotel rooms by Arctic Hilltop Boutique Hotel Iso-Syöte.

The hotel is located at the top of the Iso-Syöte fell, from where you can see far into the distance and over the surrounding Syöte National Park.

This is a nice location to have a little evening walk to enjoy the breathtaking views.

A relaxing Arctic Spa with saunas and pools and an amazing view putting you above the landscape is open for guests daily 9-21.

Half-board dinner at Hotel restaurant Hilltop.



DAY 5

The Unique Nature Relationship of the Finnish People

Today we make a guided hiking trip to the nature with experienced local wilderness guide.

In July-September we will stop to pick berries and maybe we will also find mushrooms along the way. We will enjoy a light outdoor lunch during our hike.

After the day outdoors we have free time and possibility to enjoy the Arctic Spa.

Half-board dinner at the hotel Restaurant Hilltop.



DAY 6

Optional morning activity

Guided Nordic Walking including picnic lunch in the nature (2,5 h)

Nordic walking is an active way of walking with sticks; you will use about 90% of all the muscles in your body. A pretty healthy way, indeed!

The guide will explain the basic techniques. Nordic Walking through the natural scenery of Syöte with a guide is an experience you really should try, while enjoying the splendid and unspoiled nature and flora and fauna around you.

Along the way we will enjoy picnic lunch.



DAY 6

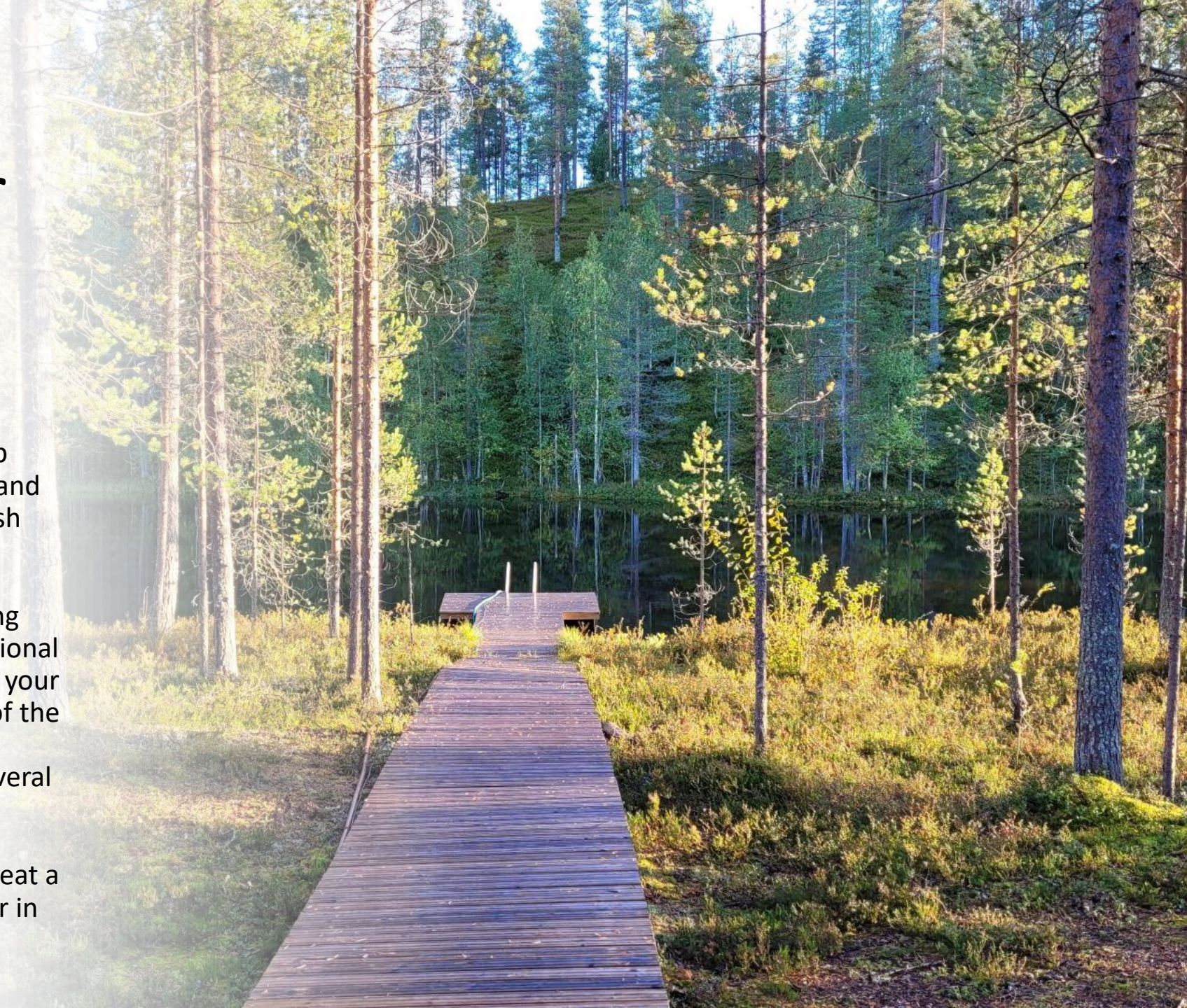
Finnish Summer Cottage Day

There is nothing more Finnish than the Finnish summer cottage and sauna!

Today we will head to an outdoor camp where we spend a leisurely afternoon and evening learning more about the Finnish summer cottage life.

We have the possibility to try out fishing and paddling and we will enjoy a traditional Finnish smoke sauna experience. Bring your swimming suit with you because part of the sauna tradition is to go back and forth between the sauna and the lake for several times!

After relaxing in the sauna, it's time to eat a traditional Lappish style farewell dinner in the kota (Lappish teepee shaped hut).





DAY 7

Syöte - Oulu Airport

After breakfast and check-out, a 2-hour transfer to Oulu Airport and a return flight back home in the early afternoon.



7D6N Finnish Happiness Tour Net Prices for Tour Operators

Summer 2023 departures

Group size: 11-30 pax. Program details may vary depending on the group size.

x.xxx € / person in shared twin room

Single supplement xxx €



Package price includes

- transportation according to the itinerary, from Oulu Airport to Oulu Airport from and to the flights mentioned in the program by comfortable Saaga Travel minibus or tourist bus
- Happiness Guide / Tour leader (English, Italian, German, Japanese)
- 6 nights accommodation
- Meals
 - 6 x Breakfast
 - 5 x Light lunch (soup lunch or outdoor picnic lunch)
 - 5 x Dinner
- Guided tours and activities:
 - Guided Oulu City Tour
 - Admission to Turkansaari Open Air Museum and guided tour in Turkansaari
 - Visit to a Finnish Grandmother's home with coffee/tea and pastries
 - Full-day guided excursion to Hailuoto island with light lunch
 - Guided Tour in Hailuoto Organic Brewery
 - Visit to a reindeer farm with light lunch
 - Guided hiking activity with outdoor picnic lunch
 - Outdoor day with fishing, canoeing and Finnish smoke sauna experience, light lunch and kota dinner
- We reserve the right for changes



Optional activities

Optional activities	€ (NET)
Entry to the lighthouse in Marjanimi, Hailuoto	xxx
Craft is Happiness - Lovi Workshop at Taito Design Shop (min. 6 participants)	xx
Beer tasting in Hailuoto (bought on spot)	xx
Guided Nordic Walking with picnic lunch (min. 10 participants)	xx
Daily cleaning of cottages on D5 and D6 in Syöte	xx e/day/cottage

Bookings and inquiries

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