

# Finnish Happiness Tour

7D6N Oulu – Syöte – Kuusamo

Northern Finland



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

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For six 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, traditions and close relationship with the nature are all important elements in Finnish happiness.

The tour experience is made more in-depth by our Happiness Guide who helps you to understand the Finnish life and the elements of Finnish happiness. Happiness guides subject to availability in different languages: English, Italian, Spanish, German, Japanese, Chinese.

# 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

- Late afternoon / evening 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.
- Half board dinner at the hotel
- 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: 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.





# 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



Visit Oulu



Visit Oulu



# DAY 2: OULU

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## **Guided City Tour: Things that make the people of Oulu happy (3 hrs)**

On this guided tour, we get to know both the most important sights in Oulu and what things bring happiness to ordinary people from Oulu.

We hear how the welfare society brings security and joy to different stages of people's lives, and we learn how the local people enjoy their lives in this Arctic city e.g. by winter cycling, winter swimming, walking on the frozen sea and enjoying nature in the middle of the city.

The tour is done both by bus and on foot.

Lunch on your own and free time.

Visit Oulu



Visit Oulu





## **Afternoon: Visit to a Finnish home (2-3 hrs)**

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 host will tell you about his or her family, home and life and you can ask what you want!

Group will be divided so that there are 4-8 guests / 1 home.

Duration 2-3 hours including transfers; duration of the home visit 1,5 hours.





# Local Finnish Dinner



## DAY 3: OULU

### Visit to a reindeer farm (4-5 hours)

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 feed the reindeer, have a short reindeer sleigh ride, and enjoy soup lunch made of local ingredients.

After the return to the city, free afternoon and dinner on your own.

Total duration 4-5 hours including transfers 2 hours.



# Evening activity

## Magical walk in the dark forest (3 hrs)


We will head to Sanginjoki Nature Reserve area, where a forest expert will lead us for a walk through the magical, snowy winter forest, telling stories about the Finnish forest and the meaning of the forest as a source of happiness for Finns.

While walking we awaken our senses: how does silence sound, is the dark really dark?

We will make a break by a campfire, where we will enjoy snacks and warm drinks. If we are lucky, we may even see the Northern lights dancing on the sky!

Total walking distance appr. 2 km.

Included: guidance, warm drinks and snacks by fire, sleeping pads, headlamps. Transfer time 30 min/direction.



DAY 4  
OULU – SYÖTE – KUUSAMO

# Outdoor Day in Syöte

## Skin based skiing adventure in Syöte (3 hrs)

After 2 hours drive, we arrive in Syöte, where we will first have coffee and homemade pie.

We get to know the equipment and basic instructions and off we go for an appr. 1,5-hour skin-based skiing trip in beautiful forest and on the lake ice.

During the trip we will enjoy the peaceful and silent nature around us and have some easy and relaxing Forest Mind exercises.

The Forest Mind method combines nature-based wellbeing and mind skills. Forest Mind is a Finnish well-being method including various types of relaxation, mindfulness and mind skills exercises designed to utilize and intensify the natural healing effects of nature.

After the trip a warming soup lunch is served in a cosy, traditional log house. During lunch we hear about Finnish berries and mushrooms and how the gifts of nature promote our health and happiness. We also get to know about the Finnish way of living in a rural area.





# Kuusamo

- 1,5-hour transfer from Syöte to Kuusamo. After a 1-1,5-hour shopping/coffee break at local hypermarket, a 50-minute transfer to our accommodation.
- Located by the Eastern border, Kuusamo is one of the most visited nature destinations in Finland.
- Unique nature of Kuusamo offers many possibilities to find a little explorer and great nature person inside you.



Isokenkäisten Klubi

## Accommodation: Isokenkäisten Klubi

Isokenkäisten Klubi is a place where it is easy for a visitor to come and stay.

Isokenkäisten Klubi and its hostesses Katja and Sirpa promise their guests an unforgettable holiday which is characterized by their happy hospitality and the surrounding untouched wilderness.

The story of Isokenkäisten Klubi dates back to 1974, when the girls' father Aimo bought Akso Farm. The first customers were usually people from high ranking positions in Finland, the so-called 'big-shoe people.' They gave Isokenkäisten Klubi, 'Club of the Big-Shoe People', its name.

Check-in and dinner at the hotel restaurant.



Isokenkäisten Klubi

# DAY 5: KUUSAMO

## Morning activity: River floating

Exiting and relaxing activity, which will happen in a river. You will get all the necessary equipment for the activity and go to the river with a guide and just float on your back along the slow stream. Really relaxing activity and something to remember later.

You have to be at least 150 cm to participate in floating.

Duration: 2-2,5 hrs





## DAY 5: KUUSAMO

### Noon

Visit to Ruka village

Lunch on your own

Ruka Village-2-Valley Scenic Gondola. See Ruka from a new perspective on a scenic gondola crossing the fell. The gondola ride will take you smoothly from Ruka Village to the Ruka Valley in about 9 minutes.



Ruka-Kuusamo Matkailu ry / Veera Vihervaara



Ruka-Kuusamo Matkailu ry / Veera Vihervaara

Pohjolan Pirtti



Pohjolan Pirtti



## Afternoon & evening: Day as a Finn & Countryside SaunaTour at Pohjolan Pirtti (6 hrs)

Located in the village of Vuotunki, you can find the historic country estate of Pohjola. Nowadays owned by the 11th generation of the family, Pohjola is offering unforgettable and authentic Finnish experiences for its visitors.

Welcome drink in the lakeside hut with stories of the Samis and Finnish newcomers from 1686.

Moving on to the main house where we will bake traditional barley flatbread and traditional sweet buns. Every guest gets to bake his/her own bread and own sweet buns. Coffee break with self made bread and sweet buns.

Introduction to Finnish sauna culture. Three saunas and hot tub in group's disposal: 1 electric sauna, 1 electric sauna with steam function, 1 wood heated sauna and wood heated hot tub.

Sauna elf will guide the guests through the sauna experience, Finnish sauna habits, and mythology.

Whisking with birch trees and juniper trees in the wood heated sauna.

Homemade berry juice, water and herbal tea on the house; Towels, bathrobes, slippers and sauna hats are included.

Local homemade wild food dinner is served after sauna.

Total duration of the program 5,5-6 hours (1,5 hours for baking and coffee break, 2,5 - 3 hours for sauna, 1,5 hours for dinner). 20-minute transfer to accommodation.

Pohjolan Pirtti



Pohjolan Pirtti



# DAY 6: KUUSAMO

## **Morning activity: Husky safari on Eastern Border (1,5 hrs)**

Our eager husky dogs welcome you to see how Arctic sled-dogs live.

A wintery husky safari is an unforgettable experience that you will always remember. On a dog-sled ride you can admire the scenic views in Kuusamo and see how thrilled the husky dogs are when they get to run in the snow.

Before the safari begins, our skilled guide will tell you about the life of the husky dogs and give you instructions on driving and safety, so that the sled ride will be as safe, easy and enjoyable as possible for the whole group.

The 12-km route goes through private woodland and lakes, and it is easy to drive. The guide will drive a snowmobile in front of your team to make sure that everything goes well and help you if necessary. Drivers will be changed halfway through the ride.

The team will travel in a sled drawn by 5–6 eager husky dogs. The sled is suitable for 2 adults, with one driving and the other riding warm and cosy under a blanket and reindeer skin.

Lunch at the hotel.



**Afternoon activity: Winter fishing - local mediation (1,5 hrs)**

Ice fishing "local meditation" is indeed a Finnish hobby that almost all local people do.

Now is your chance to try your luck on ice-fishing! Our guide introduces the gear to you and teaches you the tricks of ice fishing.

After drilling a hole into the lake and setting up your fishing jigs "pilkki", you may catch perch, whitefish or pike.

Many Finns enjoy fishing for the peaceful moments it offers in nature. For some it is a way to spend time with friends and family, and some enjoy it most when done alone. Catching fish is the goal, but not the only reason to go out on the lake.





# Traditional Finnish Smoke Sauna

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## **Afternoon activity: Smoke sauna at Isokenkäisten klubi**

Before you have experienced it, you cannot understand the blissful feeling which takes over the body after a bath in a smoke sauna.

The gentle warmth and scent of our Seven Star Smoke Sauna leaves you with an ever-lasting memory.

The sauna is heated with dry birch logs. Heating a smoke sauna is not a job for a busy man.

Bathing in a smoke sauna is a unique experience, with peat moss treatment and a dip in the lake water, in winter through a hole in the ice.

All this leaves a wonderful, relaxed feeling to the entire body.





Isokenkäisten Klubi



Isokenkäisten Klubi



Isokenkäisten Klubi

# Farewell Dinner

Special dinner at Isokenkäisten klubi: The Restaurant Klubi hostesses Sirpa and Katja will tell you about life and food traditions on the border zone. Together with our delicious food you will experience an authentic atmosphere and enjoy a few sips of Vodka.

# DAY 7: DEPARTURE

After breakfast and check-out,  
transfer to Kuusamo or Oulu  
Airport

Early afternoon flight to Helsinki



# 7D6N Winter Finnish Happiness Tour 2024

Group size: 10-16 pax + Happiness Guide

Departures subject to availability of  
accommodation and activities

Reference Tour Operator net price in  
shared twin room:

- x.xxx € / min 10 pax
- Single supplement xxx €
- Thermal clothing set for a week xxx €

We reserve the right for changes.



# Reference package price includes

- Transfers according to the itinerary, from Oulu Airport to Kuusamo or Oulu Airport
- Happiness Guide / Tour leader
- 6 nights accommodation in shared twin room
- Meals:
  - 6 x breakfast
  - 3 x lunch
  - 5 x dinner
  - 4 x coffee or snacks during activities
- Guides tours and activities
  - Guided Oulu City Tour 3 hrs
  - Home visit 1,5 hrs + transfers
  - Reindeer farm visit 4-5 hrs incl. transfers
  - Magical walk in the dark forest 3 hrs incl. transfers
  - Skin based skiing and Forest Mind exercises 1,5 hrs
  - River floating 2-2,5 hrs incl. transfers
  - Gondola ride over Ruka fell
  - Day as a Finn (baking) and Countryside sauna tour (4,5 hrs)
  - Husky safari 12 km, 1,5 hrs
  - Winter fishing – local meditation 1,5 hrs
  - Smoke sauna

# Bookings and inquiries

**Johanna Salmela**

International Sales Manager  
Saaga Travel Ltd.  
Tel. +358 40 826 2345  
[johanna@saagatravel.fi](mailto:johanna@saagatravel.fi)  
[saagatravel.fi](http://saagatravel.fi)

