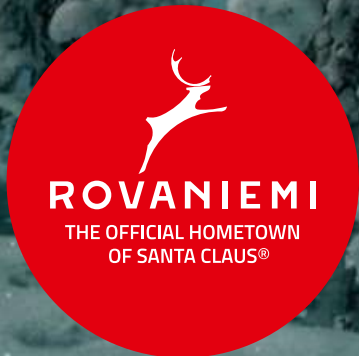


# Luxury in Lapland way

Inspiration by Visit Rovaniemi  
2024





Santa Park



Home to  
63 000 locals  
& 12 000  
reindeer

# Rovaniemi - world-class, unforgettable destination

- **The Official Hometown of Santa Claus®**
- Vibrant & unique town located on the Arctic Circle
- The main and most developed attraction in Lapland Finland
  - Administrative & cultural center
- Having great connectivity all year round
  - Business class by Turkish Airlines Istanbul – Rovaniemi route (seasonal)
  - Rovaniemi airport serves 24hours
- Having 6500 registered bedplaces
  - Great number of unique accommodations like glass-igloos, suites, villas etc



# Surrounded by nature and local life

- In terms of geographic area, Rovaniemi is the largest town in Europe, spanning 8017 km<sup>2</sup> in all.
  - This total area comprises 7601 km<sup>2</sup> of land and 415 km<sup>2</sup> of water.
- The town is surrounded by app. 30 villages.
- Having several easy access nature spots where everyone can experience the nature in safe way.
- Having great number of companies specialized on providing unique and educating nature experiences.

A photograph of a man and a woman walking away from the camera on a snow-covered path. The man is wearing a grey sweater and a bright orange scarf, while the woman is wearing a light-colored coat and a red and black plaid scarf. They are surrounded by tall, snow-laden evergreen trees. In the background, a metal structure, possibly a bridge or a walkway, is visible. The overall scene is a serene winter landscape.

Lapland is  
the last  
wilderness in  
Europe



## Focus on high quality and curated authentic experiences

- Experiencing the wilderness
- High quality and unforgettable tailor-made services
- Peacefulness and privacy
- Feeling the Lappish hospitality



# Arctic TreeHouse Hotel by Lapland Luxury

Arctic TreeHouse Hotel in Finnish Lapland offers an escape from the hectic city life to the tranquil northern nature. Due to its exceptional concept and award-winning design, the hotel has become one of the most talked-about high-end hotels in the Nordics since its opening in 2016.



- Perfect for relaxation and offering a nest-like, safe and comfortable feeling
- 52 + 5 units
- Rakas Restaurant & Bar
- Syvä- Wellness nest
- Hand-picked arctic experiences, year-round unique activities



# Hidden Arctic Cloud by Lapland Luxury

- Luxurious Villa that offers modern architecture combined with Lappish luxury
- Located in an exclusive and secluded area, just 20 minutes drive from Rovaniemi city center
- 137,5 sqm, with 3 bedrooms with ensuite bathrooms
  - Sauna & outdoor jacuzzi
- Private chef & private host
- All transfers in luxurious Mercedes-Benz
- Lapland Luxury
  - Specialised in tailor-made luxury experiences with a deep understanding of the delicate Arctic environment
  - Contact: [lapland@laplandluxury.com](mailto:lapland@laplandluxury.com)



# Octola by Luxury Action

- The most exclusive lodge in Lapland
- The most exclusive private wilderness with customized experiences
- Lodge, Villa, Glass Igloo Suite, Spa&Wellness clinic, Sauna and BBQ

Contact: Mr Janne Honkanen,  
[janne@octola.com](mailto:janne@octola.com) or +358 44 5151796



## Luxury Action

- Pioneering and multi-award winning private travel company
- Covering the Arctic & Nordic region



# Otava Lodge by Arctra

- Exclusive luxury lodge
- 15 minute drive from the Rovaniemi airport
- Customized wilderness, culinary and wellbeing experiences
- 5 private suites with private bathrooms
  - named after a star constellation



Contact: Ms Jenna Koskela,  
[jenna@arctra.fi](mailto:jenna@arctra.fi)





# Unique Experiences

Ice breaker cruises

- Polar Explorer
- Sampo Icebreaker by Experience365

Snow Hotel and ice bar & restaurant

- Enjoy a dinner in a real ice restaurant or renew your vows in ice chappel

Ice driving experiences

- Lapland Driving





## Arctic Animals and Local specialties

- Husky kennel visit and mushing experiences
- Reindeer farm and sleigh ride take you for a tranquil moment in the forest
- Authentic encounters with locals
- Amazing dining moments in the unique atmosphere





ROVANIEMI

ARCTIC CIRCLE  
- NAPAPIIRI

Finland /  
Suomi

ROVANIEMI

HELSINKI



**Sanna Kärkkäinen**

CEO/ Visit Rovaniemi

+358 40 576 3414

sanna@visitrovaniemi.fi