



# ROVANIEMI

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®



# Facts about Rovaniemi

- Located on the Arctic Circle in Finland
- Administrative & cultural & educational center of Lapland
- 65 000 inhabitants
- Commercial centre of the Arctic
- Area 8016 km<sup>2</sup> of which water coverage 415 km<sup>2</sup>
- Visit Rovaniemi is the brand manager of **Rovaniemi – The Official Hometown of Santa Claus<sup>®</sup>**

There are about 12450 reindeer in Rovaniemi.







# Christmas is a state of mind

- Meet Santa Claus in Santa Claus Village any day of the year
- Send your post cards at Santa Claus' Main Post Office
- Visit SantaPark - the Santa's Home Cavern, for Christmas Themed Activities in high season
- Meet Mrs Santa Claus
- Join an Elf hat academy
- Experience Christmas magic through variety of activities

Santa Claus  
is a  
goodwill  
ambassador





# Santa Claus Village - On the Arctic Circle

## The iconic Christmas destination

### NOWADAYS

- Today Santa Claus Village is Finland's best-known attraction
- Year-round meeting point with Santa Claus
- Crossing the Arctic Circle, sending Post cards from Santa Claus' Main Post Office, taking a reindeer sleigh ride or meeting the reindeer, meeting the huskies , departing for tens of different activities, meeting Mrs Santa Claus in Mrs Santa Claus' Christmas Cottage and visiting the Snowman World in winter time are highlights too.
- It is home to approximately 50 attractions in the form of activity companies, shops, restaurants and cafés.

### HISTORY

- Rovaniemi was almost destroyed in World War II. In 1950, Eleanor Roosevelt, the wife of US President Franklin D. Roosevelt, came to visit Rovaniemi to witness the rebuilding process on 11<sup>th</sup> June.
- She wanted to visit the Arctic Circle, and Rovaniemi officials rushed to building a cabin eight kilometers north of the city.
- The cabin marked the birth of Santa Claus Village and still stands today next to Santa Claus Main Post Office.







# Northern Lights

- The dream of every traveller

- Can be witnessed from August until April
- Visible in 150 nights/ year in Finnish Lapland
- Can be seen even in the middle of city centre of Rovaniemi
- Northern Lights excursions available from the end of August until April





Husky drive,  
Snowmobile  
tour and  
Reindeer  
sleigh ride are  
the "Lapland  
Classics".



# The ultimate Lapland Winter Experience

Most experienced Safari Operators in Lapland

- [Lapland Safaris](#)
- [Safartica](#)
- [Wild Nordic](#)

Authentic Reindeer Farms

- [Sieriporo](#)
- [Reindeer journey](#)
- [Porovaara Hill](#)

[Responsible Husky Kennels](#)

- [Bearhill Husky Kennel](#)
- [Husky & Yoga Nature](#)





Snow & Ice provide a unique setting.



# Unique experiences

## Icebreaker Cruises

- Polar Explorer Icebreaker
- Sampo Icebreaker

## Snowsauna bathing

- Arctic Snowhotel and Glass Igloos

## Wilderness Lake Floating

- Safartica

## Winter golf at Ounasvaara Golf Course

- Santa Claus Golf



# Largest selection of WOW accommodation in Lapland

## In Rovaniemi

- [Arctic TreeHouse Hotel](#)
- [Arctic Light Hotel](#)
- [Arctic SnowHotel and Glass Igloos](#)
- [Apukka Resort](#)
- [Boutique Hotel Haawe](#)
- [District Rovaniemi](#)
- [Glass Resort](#)
- [Santa's Igloos Arctic Circle](#)

## Within driving distance (1 – 2 hours from Rovaniemi airport )

- Arctic Fox Igloos
- Pyhä Igloos
- Pyhän Asteli
- Sunday Morning Resort in Pyhä

**In Rovaniemi  
there are app.  
6 500  
registered bed  
places.**







Lapland is  
known for  
the pure,  
natural  
ingredients



# Variety of quality restaurants

## TIPS FOR THE LUNCH

Arktikum Café (Tasting the North, minimizing food waste)

Korundi Kitchen & Café (Fresh buffet by Art Museum)

Taqueria Yuca (Mexican)

Café & Bar 21 (Salty waffles, salads)

Roka Street Bistro (bistro-style & street food)

## TIPS FOR THE DINNER

Glowing Ember

(Premium grade dinner experiences in a unique atmosphere)

Gustav Kitchen & Bar

(Trendy milieu, tasty dishes, story built around Mr. Gustav)

Restaurant Nili

(traditional Lappish dishes, atmospheric venue)

Roka Kitchen & Wine Bar

(International flavors: hotspot for gastronomic experiences, great wines and cocktails)

Arctic Restaurant

(High quality arctic flavors & northern ingredients)

Restaurant Rakas

(Meals made from local ingredients with a modern twist)

Sky Kitchen & View

(High quality Northern ingredients, One of the best restaurants in Finland)



# Local Culture & Lifestyle

## Arktikum Science Center and Museum

- Experience northern nature, culture, and history up close.

## Korundi House of Culture

- Exhibitions and Concerts
- Art museum
- Lapland Chamber Orchestra

## Pilke – Science center of forest

- Learning about sustainable way of using the Northern forests

## Home and Workshop of Kangasniemi

- Learn and be part of the authentic local lifestyle

Meet locals  
and learn  
the Lappish  
way of  
living.







**@visitrovaniemi**

**#visitrovaniemi**

**#visitfinland**

## Visit Rovaniemi at your service

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**Destination as a location:** "Rovaniemi, Finland"

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**Media gallery links:**

Photos: [www.kuvat.fi/UG7KVCHJT6](http://www.kuvat.fi/UG7KVCHJT6)

videos: [www.kuvat.fi/ZR6GAXE3W4](http://www.kuvat.fi/ZR6GAXE3W4)

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