



## THE LARGEST TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE

19–23 Jan 2022  
Messukeskus Helsinki  
Exhibition and Convention Centre

Matka Workshop Day 19 Jan 2022  
Matka Trade Day 20 Jan 2022  
General public 21–23 Jan 2022

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2022 Nordic Travel Fair

## Ruka-Kuusamo

### Preliminary program for Pre Tour 15. – 18.1.2022

*The coordinates of nature lead you to Ruka-Kuusamo, Every visit to Ruka-Kuusamo is the beginning of a new adventure. Explore the Ruka-Kuusamo region and its nature where unique experiences come to life in the rhythm of the changing seasons. Winter has its own magic and the summer offer you a large variety of majestic scenery. Europe's last wilderness, best skiing resort and the cleanest air in the world combined with sauna, local wild food and services in high standard are the recipe for a successful trip!*

### Programme

#### Saturday 15.1.2022

Your tour starts from Helsinki-Vantaa Airport. You need to provide your transportation to Helsinki-Vantaa 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 will receive your flight tickets by email before the tour starts. Please check your name is written on the ticket correctly.

Matka2022 Dispatcher will be at the airport from 1,5 hours until 0,5 hours prior to departure. You will recognize the dispatcher of the sign: "Matka2022 Pre and Post Tours". If you are a transit passenger you don't have to come in departure terminal area. Please look the information monitors at the airport regarding departure gate and flight schedule. We use a specific **WhatsApp** group account and we will inform you about the gate and time changes of flight's departure. You can communicate through this system also the hosting destination representatives.

You will meet your host Mr. Kimmo Rautiainen Ruka-Kuusamo Tourist Association at Helsinki-Vantaa airport

- 15:50 Flight departure to Kuusamo. Finnair flight, Helsinki – Kuusamo
- 17:05 Arrival to Kuusamo.  
Transfer to Ruka Village  
Check in accommodation at Scandic Rukahovi
- 18:30 Site inspection at Scandic Rukahovi  
A traditional, elegant mountain hotel with all amenities in the best spot in Ruka.

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Genuine ski-in, ski-out, high-class rooms and apartments, varied restaurant services and popular after ski activities, including a nightclub, guarantee a successful holiday.

- 19:30 Dinner delivered to hotel room by Kaltiokivi  
20:30 Evening walk around Ruka Village The unique pedestrian village is full of services and activities - right next to Ruka slopes!

### Sunday 16.1.2022

Breakfast

Check out from Scandic Rukahovi

Please, pack a bag for evening Sauna tour ready

- 8:45 Transfer to Ruka Safaris / Iisakki Village

- 10:00 Outdoor activity in Oulanka National Park and outdoor lunch with Ruka Safaris  
#oulanka #oulankanationalpark @rukasafaris  
In the rugged landscape of the Karhunkierros Trail, you will observe the power of water The many trail options and hanging bridges of the Oulanka National Park will take you to the most impressive waterfalls in Finland. The jumps of wild brown trout, the dives of European dippers, the unlimited beauty of the aapa mires and the lovely calypso will challenge even the experienced nature photographer. Nature doesn't recognise any state boundaries: the vast wilderness of the Paanajärvi National Park is to be found on the Russian side of the border. Suitability: Suitable for everyone, all year round. Also accessible services, visitor center and a trail.

- 13:00 Transfer to Iisakki Village

- 13:35 Site inspection at Iisakki Village Iisakki Village is a holiday village located by the lake of Rukajärvi, in Kuusamo Finland. This holiday village offers beautiful countryside environment with nowadays facilities. Village is a copy of old country-yard which was in Paanajärvi in Russia. Original village was owned by Mr. Iisakki Rajala and therefore our village is named after him. In the original Iisakki Rajala's country-yard there was 30 buildings for the whole family and animals to live. Our village in Iisakki Village consist now 20 buildings but our aim is to build the village up to 30 buildings as the original was. Most of the Iisakki Village buildings are old and removed and rebuild to their future location. Iisakki Village offers all the needed services for unforgettable holiday: restaurant Iisakin Talo, different type of accommodation, saunas and activities.

- 14:00 Transfer to Pohjolan pirtti

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14:30 Sauna Tour at Pohjolan Pirtti  
#saunatour @saunatour @pohjolanpirtti\_pohjolankievari For Finns, the sauna has always been the place to bathe, and is an integral part of Finnish homes. There are all kinds of saunas, and the smoke sauna is the most traditional. Almost all holiday homes have electric saunas, and sauna crazy Finns have built saunas everywhere, even in a bus! No wonder the sauna culture from Finland has been inscribed on the UNESCO list of Intangible Cultural Heritage! Sauna should be heated suitably, not too hot. Water is thrown on the hot stones to get nice humid warmth ("löyly" in Finnish). Löyly can be boosted by using a "vasta" made of birch tree twigs, for a gentle whipping. After warm löyly you can cool down sitting on the porch or take a refreshing dip in icy water. Swimming in icy water is good for blood circulation. We warmly recommend it and welcome you to enjoy the Finnish sauna culture!

Dinner at Pohjolan Pirtti

18: 00 Transfer to Iisakki Village

### Monday 17.1.2022

7:45 Breakfast

8:15 Transfer to Palosaaren Porotila

8:30 Morning with reindeers at Palosaaren Porotila  
#reindeerranch @reindeerandfishingranch A reindeer sleigh ride, lassoing a reindeer and learning the ancient traditions of reindeer husbandry are definitely something special. Reindeer and farm activities provide you a great insight into the life of people in Northern Finland. You get to join the action as well.

10:00 Transfer to Magical Pond

10:15 Site inspection at Magical Pond  
#magicalpond #igloohotel @magicalpond  
Here happens magic... Magical Pond is about nature and mindfulness, special moments with friends and family, it's about unique experience. Magical Pond is a place to hear the silence, to enjoy pure nature and arctic night. Our modern igloos are made in Scandinavian style, their unusual shape allows our guests to observe nature as close and comfortably as possible. It is a perfect location to observe a blanket of stars with dancing Aurora Borealis on a clear-sky day. Cozy and modern igloos will



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show you a beauty of our nature all year round: arctic night less nights.

“ruska” in autumn, trees all covered under the snow, as well as birds and animals, coming to greet you from our forests.

- 10:45 Transfer to Ruka Village
- 11:15 Lunch at Ruka Pizzeria  
@pizzeriaruka  
Best pizzas in town since 1988!
- 12:25 Scenic Gondola ride from Ruka Village to Ruka Valley  
Experience the peak of Ruka and the new scenic gondola also without skis. New Village-2-Valley scenic gondola and Village Express chairlift takes you to top of Ruka all year round. Come to test run with a unique scenic gondola beyond the fell and see Ruka from a completely new perspective. Village-2-Valley and Village Express chairlift are also available to pedestrians and cyclists.
- 12:45 Rukakeskus company presentation and site inspection at SKI-INN Ruka Valley
- 14:00 Ski tour around Ski Resort Ruka or Ski school for beginners @rukaskiresort  
#rukaskiresort Rukakeskus Corporation is family business, which has been in charge of slope operations of Ruka ski resort since 1973 and Pyhä ski resort since 1987. It's one of the leading tourism companies in Finland and the market leader in ski resort industry with nearly 20% share of ski pass sales. The companies operate in international and year-round tourism centers. Our core competence is slope business, but we also operate in accommodation, slope restaurant, rental shop and store businesses in both Ruka and Pyhä our turnover is approx. EUR 26 million and we employ about 200 people.
- 16:00 Transfer to Lammintupa
- 16:15 Explore the snowy landscape with the huskies at Lammintupa!  
#lammintupawintervillage @lammintupa Exciting husky safari is waiting for you!  
Experience a safari to the husky farm and get to know the life of the dogs and their team working abilities. Huskies favourite job in the world is to pull a sleigh behind them in the snow. Dog sled driving is a speedy way of travelling in the snowy Finnish Lapland. There's usually 4 to 8 enthusiastic dogs pulling one sleigh.
- 17:45 Transfer to Luppolinna
- 18:00 Farewell dinner at Luppolinna served by Talonpöytä  
#catering @ravintolatalonpoyta



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## Tuesday 18.1.2022

- Breakfast
- 7:00 Check out and transfer to Kuusamo airport
- 9:10 Departure to Helsinki

The fully hosted tour ends at the Helsinki-Vantaa Airport. Those who are staying one or more nights in Helsinki area, there is no organized transportation by Matka2022 Workshop Team to your final destination. You can use local public transportation such as busses, trains and taxis to get there. Here you can find more information related to public transportation: <https://www.hsl.fi/en/tickets-and-fares>

You are warmly welcome to Ruka-Kuusamo!



Your host during the FAM trip:

Mr. Kimmo Rautiainen, [kimmo.rautiainen@rukakuusamo.fi](mailto:kimmo.rautiainen@rukakuusamo.fi)

Please take with you:

- Winter outdoor clothing and winter shoes
- Warm mid layers
- Cozy clothes for evenings
- Woolen socks
- Warm hat
- Swimming suite for sauna

Weather forecast:

<https://www.foreca.com/Finland/Kuusamo>

You can find us online and in social media:

Official web page: [www.ruka.fi](http://www.ruka.fi)



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Sustainability: <https://www.ruka.fi/en/sustainability>

Facebook: rukakuusamo; Instagram: #rukakuusamo

Youtube: rukakuusamo; Vimeo: rukakuusamo

Tripadvisor: Kuusamo, Rukatunturi

## 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 8th of January 2022: 250,00 euros.

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