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Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

# Rovaniemi in Finnish Lapland



Kari Tiernas

## Key facts

- Capital of Finnish Lapland
- 61 000 inhabitants
  - Over students 10 000
  - International: population covers 90 different countries
  - Surrounded by around 30 villages located in the riverside sceneries of Ounasjoki and Kemijoki
- Area 8016 km<sup>2</sup>, of which water coverage 415 km<sup>2</sup>
- Tourism has played an important role since 1920s: one of the fastest developing sectors today

- Currently, approx. 120 tourism companies
- Total overnights in 2012: 497 000, of which international 56%
  - In 2012, top 5 countries in terms of international overnights: Russia, Germany, the UK, France and Japan
  - In terms of registered international overnights, Rovaniemi is the 2<sup>nd</sup> in Finland after Helsinki
  - Winter from November to April counts for 60% of the total number of visitors
- Annual tourism income: 250 MEUR
- Incoming flight passengers: 340 000 annually
- 1 600 rooms/cottages, with 4200 bed capacity



## GET THE BEST MEMORIES FROM ROVANIEMI

A TOWN THAT REMAINS IN YOUR HEART



### THE OFFICIAL HOMETOWN OF SANTA CLAUS

Get into the Christmas  
Spirit  
p. 6-7



### SUMMER'S MIDNIGHT SUN

Stay up as long as  
the sun  
p. 9



### ACTIVITIES AND EXPERIENCES FOR EVERYONE

Take a glance at the year-  
round programmes on offer  
p. 10-13



### WINTER'S NORTHERN LIGHTS

Admire the heavenly  
magical dance  
p. 8



### TRADE CENTRE

Expanding and  
internationally multi-  
talented people  
p. 20-23

Rovaniemi



### QUALITY OF LIVING

Settings for pleasant living  
p. 26



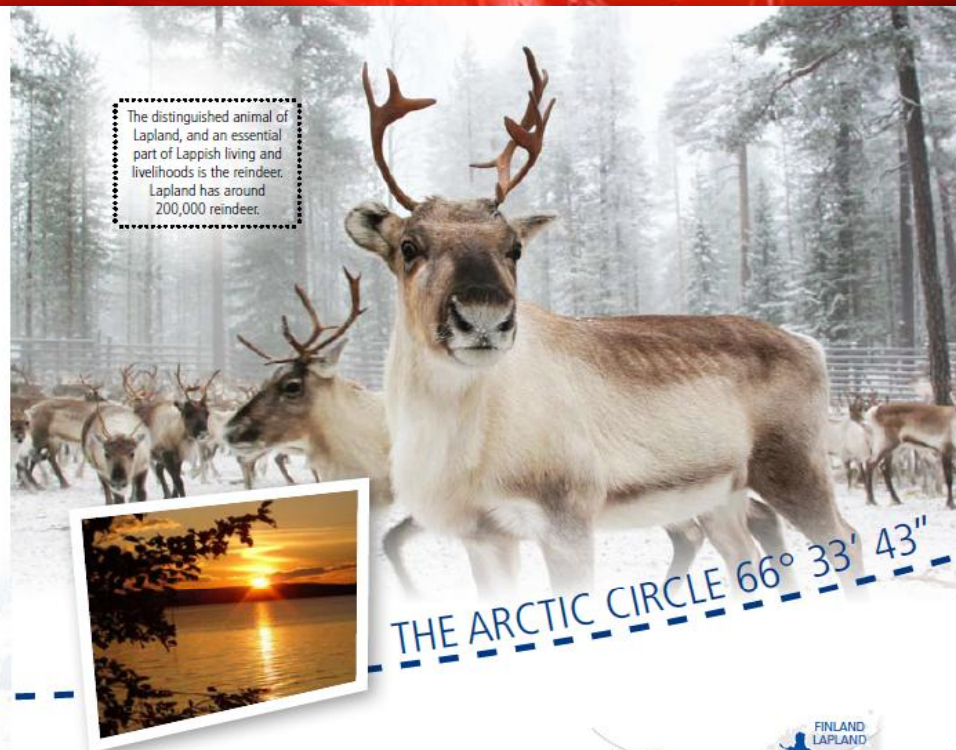
### ACTIVITY AND HAPPINESS

Energy from nature's  
own gym  
p. 14-15



### ARENA FOR LAPPISH CULTURE

Explore the range of events  
and cultural offerings  
p. 16-19



The distinguished animal of  
Lapland, and an essential  
part of Lappish living and  
livelihoods is the reindeer.  
Lapland has around  
200,000 reindeer.



THE ARCTIC CIRCLE 66° 33' 43"

## LAPLAND BEGINS HERE

Rovaniemi is the modern capital of Finnish Lapland, located on the Northern Arctic Circle, a place where reality and fairytales meet on the border of the Arctic. Every season in Rovaniemi is an unforgettable experience: the never-ending summertime sunshine, the twilight period leading up to Christmas, and the springtime snowscapes glistening like fields of diamonds. The beat of the town and surrounding nature beckon you!





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## THE OFFICIAL HOMETOWN OF SANTA CLAUS



Undercross the Arctic  
Circle at wondrous  
SantaPark, home cavern  
of Santa Claus.

### CHRISTMAS FAIRYTALES BEGIN FROM THE ARCTIC CIRCLE!

*Christmas in Rovaniemi is everlasting. Santa Claus is the friend of the world's children – and friends are always welcome. Visit Santa any day you please and experience Christmas in the middle of summer. Surrounded by wintry, dusky forests, the Arctic Circle is a lifetime experience for visitors young and old. This is precisely why half a million people travel to meet Santa Claus every year.*

Rovaniemi



You can meet Santa  
Claus every day in his  
Office, cross the magical  
Arctic Circle, and shop in  
the numerous giftware  
stores and workshops at  
the Santa Claus Village  
in Lapland!



#### Letters to Santa Claus

Each year, Santa receives about 700,000 greetings from around 200 countries. To date, Santa has read an incredible 13 million letters and greetings. In order to cope with the huge amount of mail, Santa Claus has his own post office in the Santa Claus Village on the Arctic Circle.

The Santa Claus Main Post Office has its own special postmark, used to stamp all letters and cards sent from the office.

#### FACTS!



# Rovaniemi

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## BENEATH THE BLISSFUL LIGHTS

According to age-old tales, the Northern Lights are created by a fox swishing its tail while running over the fells, throwing sparks into the sky.

The various examples of skilfully built snow structures, snow hotels and igloos, provide fantastic settings to watch the dance of the Northern Lights.



The dark twilight is brightened and warmed with atmosphere-rich evenings spent by a fire and savouring true Lappish culinary flavours.

## NORTHERN LIGHTS – A HEAVENLY PERFORMANCE

*The Northern Lights crown the northern skies, an essential part of magical Lapland. They create a beautiful performance for the excited audience – and there are always free seats for this show. People from all over the world arrive to experience the living images portrayed in the Lapland skies, spellbound by what they see. The Service Guide shows you alternatives for the best conditions to experience the Northern Lights.*

### Northern Lights

#### FACTS!

The Northern Lights are light phenomena that can be viewed in the southern and northern polar regions on clear and dark nights in autumn and winter. Northern Lights are created by solar wind charged particles colliding with the Earth's atmosphere.

### Twilight

The annual cycle comes to a dose with Christmas Twilight, marking the start of the long, dark season. Winter solstice occurs just before Christmas, a time in Rovaniemi when the sun doesn't rise above the horizon.

The view from the top of the Ounasvaara Hill over the river valley basking in the Midnight Sun is breathtaking.



### Midnight Sun

#### FACTS!

In the summertime, the sun doesn't set below the horizon at all – so the sun also shines right through the night. The spectacle of the Midnight Sun can be admired every night between 6 June – 7 July, providing it's not a cloudy day!

## LIGHT OF THE MIDNIGHT SUN

*Summer in Rovaniemi is dominated by light. Day and night are just like one long day: the night disappears, living only in the imagination. Your body clock sets your daily rhythm, but the environment lives according to nature. It's time for dance, togetherness and for nature to blossom. Light provides energy!*



## ROVANIEMI IS AN ADVENTURE

Experience Lapland's  
most traditional  
livelihood at the  
reindeer farm.



### SNOWY PROMISES

Rovaniemi's winter pampers its visitors. There are so many ways to experience the winter and cross the snowscapes. Programmes cherishing Lappish traditions take you on a journey to days of old. An astounding number of options are available, and the Arctic environment perfects the scene. The unique ambiance gives guests the so-called Lapland Fever – the best cure for which is to come back again.

Experienced guides  
lead you safely into  
the snowy nature.



Lapland's pure natural  
fruits waiting for you to  
pick them.

Paddle your way  
along Lapland's  
most impressive  
rivers.



The sauna is an  
essential part of  
Finnish relaxation  
culture.

### SUMMER FUN WHERE YOU SET THE PACE

Summer is the time to enjoy activities and unhurried relaxation. Rovaniemi has a wide variety of activities for families and company groups. If you want to explore the wider reaches of Lapland, a tour is the best solution – fly to Rovaniemi and take a car along the peaceful routes. Outstanding nature and numerous sights are within easy reach, either independently or organised.



## ROVANIEMI FOR FITNESS ENTHUSIASTS



### OUNASVAARA – AN OASIS OF OUTDOOR PURSUITS IN THE HEART OF THE TOWN

*Ounasvaara is a diverse natural environment for fitness enthusiasts and lovers of the outdoors. In winter, it's the place for skiing, snow fun and a wide range of winter activities – a snow play park with all the services you could wish for. In summer, Ounasvaara turns into a green shaded paradise for outdoor pursuits: nature trails, spectacular views and summertime activities from golf to mountain biking will keep you on the move. SantaSport offers indoor sports enjoyment and swimming whatever the weather.*

#### Ounasvaara:

Ounasvaara is a wellbeing cluster, with a ski centre and a huge variety of sports and tourism services. Ounasvaara is an ancient shore, the top of which stands at an elevation of 203 metres above sea level, making it a popular spot for panoramic views.

- 7 slopes, 4 ski lifts and a height difference of 140 metres
- 100 km of cross-country skiing trails, 50 km of lit trails
- Children's skiing area, Street and Half Pipe
- Equipment hire shop, ski school, restaurant
- A popular viewing spot, numerous nature trails
- Golf Course (expanded to have 18 holes in 2011)

#### FACTS!



Exercise and sports activities are managed by over 200 clubs and organisations.

Europe's leading manufacturer of playground equipment is based in Rovaniemi and broadmindedly combines fitness enhancing play equipment with new technology.

### TOP SPORTS!

*Opportunities provided by the surroundings, the joy of activity, open-minded modern-day solutions, and a good helping of Lappish creative craziness - the perfect recipe for the diverse sports and fitness culture experienced in Rovaniemi.*



Lappi Arena is a modern indoor ice rink for ice hockey and figure skating enthusiasts and more.

#### There are 381 sites in Rovaniemi for sports and fitness activities:

#### FACTS!

- ball game courts, fields and pitches, ice hockey and skating rinks
- nature trails with lean-to shelters and campfires
- canoeing and boating possibilities provided by the waterways
- snowmobile routes
- ski jumps
- sports halls and gyms
- swimming halls



## TAKING YOU TO WHERE YOUR MIND IS AT EASE

### NATURE CONNECTION

*Rovaniemi is a city with surroundings offering limitless possibilities for the inspired use of nature. Hiking, berry picking, mushroom picking and hunting are integral elements of the annual cycle - here the connection between nature and people still remains. Nature touches the people of Rovaniemi in a very special way - this we wish to share with our visitors.*



Nature gives to those who ask. The skill of such asking is passed down through generations, but can also be learned by anyone.

Excellent hiking trails also make it possible for the younger members of the family and persons with mobility restrictions to enjoy activity.

#### The most beautiful nature routes and trails: **FACTS!**

- Arctic Circle Hiking Area
- Auttiköngäs
- Ounasvaara and Nordic Fitness Sport Park
- Koivusaari Nature Trail

Kari Tiermas



## INTERNATIONAL EXPERTISE IN MANY FIELDS



### A FIRM GRASP ON INDUSTRY

*Rovaniemi is one of Northern Europe's most refined commercial centres. Substantial investments and development projects in Finnish Lapland, the northern regions of Sweden, Norway and Russia offer outstanding opportunities for businesses located in Rovaniemi. Success inspires success.*



Rovaniemi is a thriving tourist destination that accommodates over half a million people each year.



Entrepreneurship related to fitness and sports is expected to experience rapid growth in the future due to an ageing population, increased health awareness and rising standard of living.

### Opportunities need to be recognised

Rovaniemi offers opportunities for success for enterprises and investors alike in a number of sectors, such as tourism, creative fields, industrial production, information technology, cold testing, shops and services. Rovaniemi is located in the heart of the rapidly developing Barents region.

The distribution of jobs by sector (25,000 jobs):

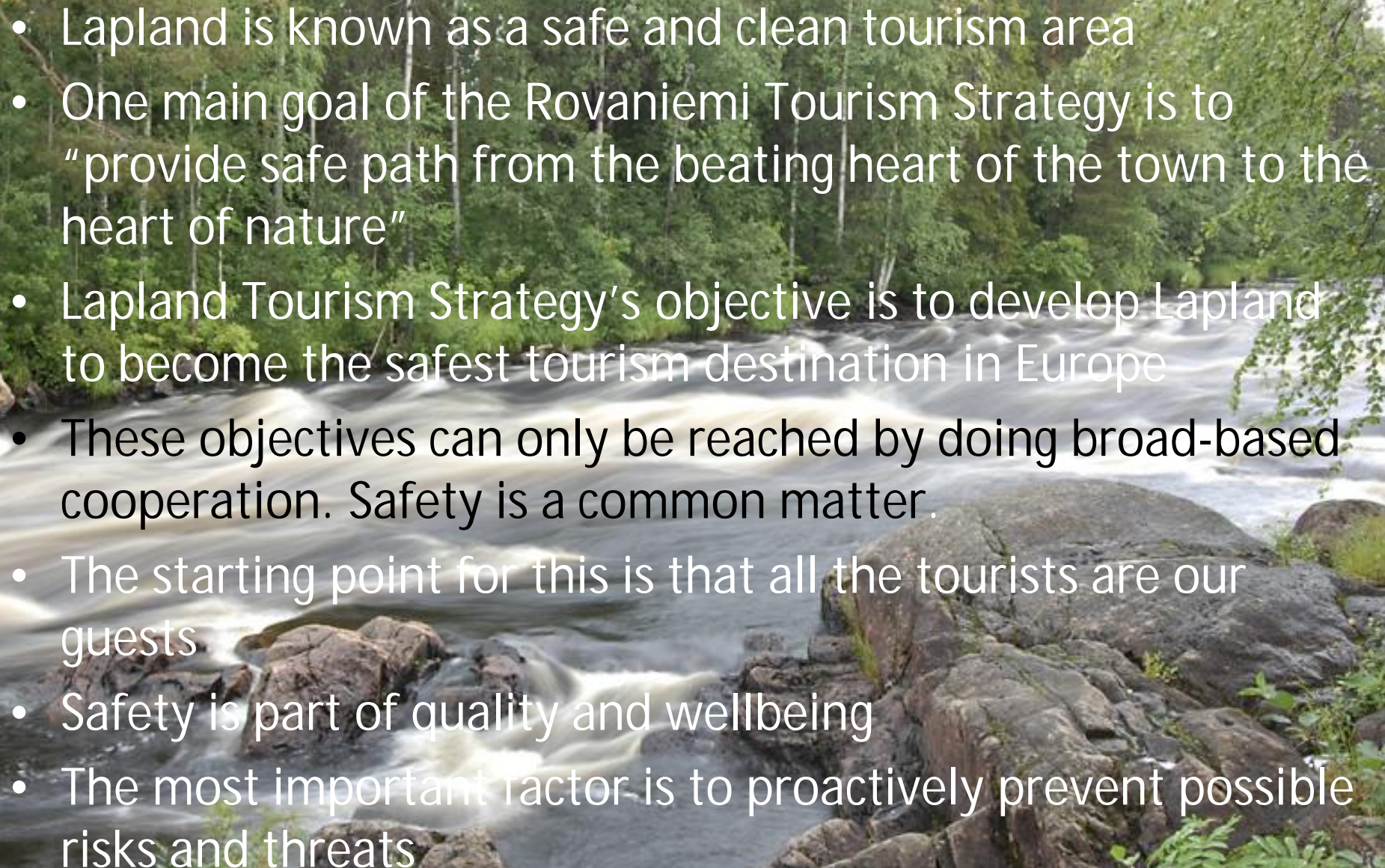
- Private service sector 45%
- Public service sector 38%
- Construction 8%
- Industry 6%
- Agriculture and forestry 3%



Firmly established handicraft traditions, material expertise and knowledge of practical needs go hand-in-hand with modern technology.

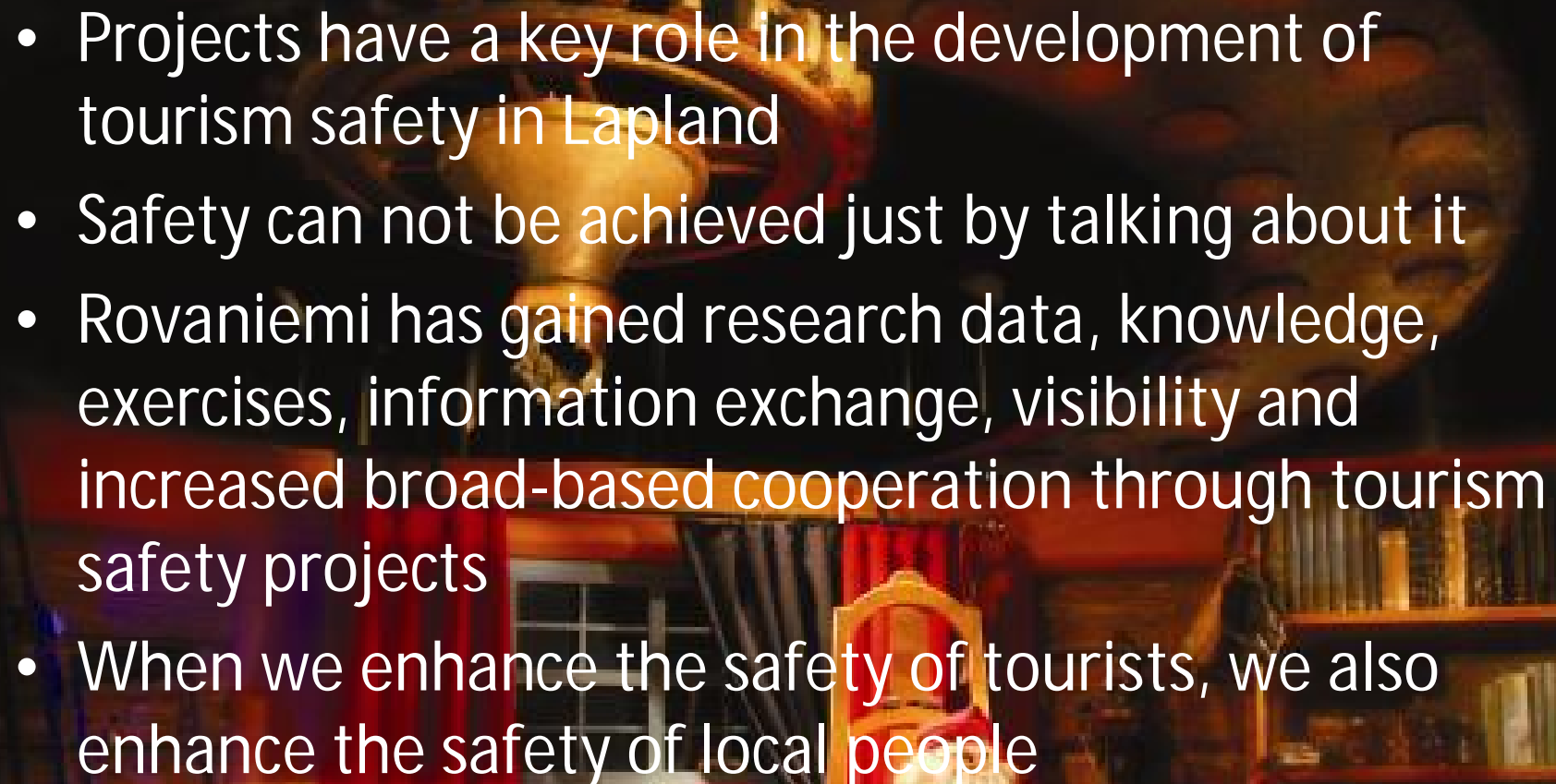


## Safe Tourism

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- Lapland is known as a safe and clean tourism area
  - One main goal of the Rovaniemi Tourism Strategy is to “provide safe path from the beating heart of the town to the heart of nature”
  - Lapland Tourism Strategy’s objective is to develop Lapland to become the safest tourism destination in Europe
  - These objectives can only be reached by doing broad-based cooperation. Safety is a common matter.
  - The starting point for this is that all the tourists are our guests
  - Safety is part of quality and wellbeing
  - The most important factor is to proactively prevent possible risks and threats



# Tourism Safety Projects

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- Projects have a key role in the development of tourism safety in Lapland
  - Safety can not be achieved just by talking about it
  - Rovaniemi has gained research data, knowledge, exercises, information exchange, visibility and increased broad-based cooperation through tourism safety projects
  - When we enhance the safety of tourists, we also enhance the safety of local people



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