

IN THE FAR NORTH INARI-SAARISELKÄ

www.inarisaariselka.fi



Inari-Saariselkä Tourism Ltd

IVALO AIRPORT

290 km from the Arctic Circle
210 km to Nuorgam
240 km to Arctic Ocean
390 km to Nord Cape
28 km to Saariselkä
40 km to Nellim

300 km to Rovaniemi
(Arctic Circle)

FLIGHT TIME FROM HELSINKI

Finnair, Norwegian
1 hr 30 min



IVALO AIRPORT is the northermost airport in EU

Over 235 kilometers north from the Arctic Circle and only a few hours' drive away from the Arctic Ocean sits Ivalo Airport, the most Northern Airport in the European Union.

2018: 242 457 passengers (+15.1 %)

HOW TO TRAVEL TO AND FROM IVALO AIRPORT

From the airport there is regular buss connection to and from each scheduled flight to Inari and Saariselkä-Kiilopää but to Utsjoki/Nuorgam there are only connections from Ivalo. Many hotels Utsjoki/Nuorgam have private transportation to the hotel.

Buses, rental cars and taxis are at your service at Ivalo airport.





In winter Finnair flies two times a week from London Gatwick (LGW) to Ivalo. Lufthansa flies ones a week from Frankfurt (FRA) There are up to 6 daily flight from Helsinki to Ivalo (Finnair).

INARI MUNICIPALITY

The largest municipality in Finland charms the visitors and locals with its unique wild nature and versatile cultures. Numerous lakes and thousands of islands, hundreds of fells, and diverse flora and fauna provide unforgettable experiences to the hundreds of thousands of people who visit the region annually.

Established in 1876

Total area 17 334 km²

Protected area, total 10 948 km²

Urho Kekkonen National Park 2550 km²

Lemmenjoki National Park 2850 km²

Wilderness area, total 6030 km²

Other protected area 2006 km²

POPULATION

Population in Inari municipality
2017 6874 (0,45 pers./km²)
In Utsjoki 1239 (0,23 pers./km²)

Sámi population 2017

In Inari 2171

Utsjoki 722

North Sámi

Inari Sámi

Skolt Sámi



TOURISM STARTED IN SAARISELKÄ IN 1960'S
SCHEDULED FLIGHTS TO IVALO STARTED 1955



SAARISELKÄ

The legendary Saariselkä is the northernmost travel destination in the European Union and boasts a variety of services. Saariselkä is located 230 km north from the Arctic Circle

HOTELS and holiday villages

Santa's Hotel Tunturi

Lapland Hotel Riekonlinna

Holiday Club Saariselkä

Kiilopää Fell Centre

Wilderness Hotel Muotka, Nellim, Nangu and Inari

Northern Lights Village

Star Arctic Hotel

Boutique hotel Jávri

Arctic Resort Kakslauttanen

Visit Inari

Traditional Hotel Kultahovi

Aurora Village

Holiday Village Valle

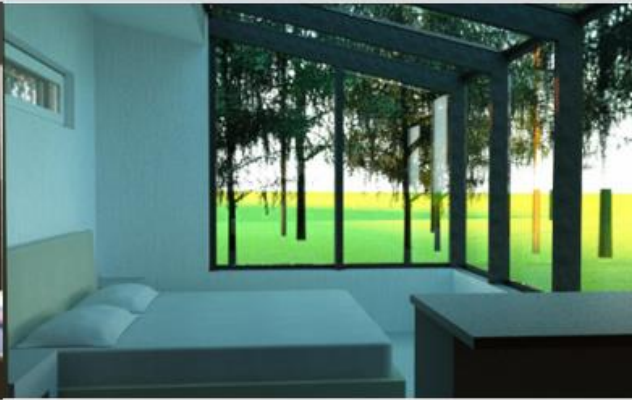
Visit Nuorgam, Nuorgam Holiday Village

+ NEW INVESTMENTS



NEW HOTELS 2019

Hotelli Ujevaara in Ivalo, will be opened 3/2019



New apartements to Saariselkä. Building starts summer 2019



NELLIM

WHEN THE LOCATION IS PERFECT.
THE PRECIOUS PEACE OF NATURE.

Wilderness Hotel Nellim is located right next to Lake Inari in North Lapland. Stay either in the hotel, log cabins or in Aurora accommodation. Experience outdoor activities in authentic Lapland, feel the magic of nature and watch Northern Lights dancing on the sky.

ACCOMMODATION

Hotel
Log cabins
Aurora accommodation

ACTIVITIES

Ready-made packages
Northern Light safaris
Snowmobile safaris
Ice fishing
Snowshoeing trips
Husky safaris
Reindeer day and reindeer farm visit
Cross country skiing

INARI

BEAUTIFUL HOTEL ON THE SHORE OF LAKE
INARI.

Wilderness Hotel Inari is located by the beautiful arctic wilderness lake, Lake Inari, offering breath taking views and an ideal location for aurora viewing. This hotel unites an exquisite blend of comfort and our wilderness themed style with our signature services which we have become known for. This top resort in Inari gives you the perfect setting to combine quality accommodation with pristine nature. Hotel is located just few kilometres from village of Inari.

ACCOMMODATION

Hotel
Log cabins
Aurora Cabins

ACTIVITIES

Ready-made packages
Reindeer farm visit
Aurora Activities
Snowmobile safaris
Ice fishing trip
Snowshoeing trips
Husky safari
Cross country skiing

MUOTKA

+ 90 beds for 2019/2020 winter

A ROMANTIC WILDERNESS HOTEL IN
THE HEART OF ARCTIC TAIGA FOREST.

Wilderness Hotel Muotka is perfectly located in Kaksilauttani area, next to Urho Kekkonen National park. Location makes the place ideal for Arctic Adventures and Northern Lights viewing. Muotka has unique accommodation as Aurora cabins and Panorama log cabins. It's perfect for outdoor activities and it's also romantic getaway. We provide holidays in cosy and relaxing atmosphere with great Arctic adventures and unique experiences.

ACCOMMODATION

Hotel
Log cabins
Aurora Accommodation

ACTIVITIES

Ready-made packages
Reindeer day
Aurora activities
Snowmobile safaris
Ice fishing
Snowshoeing trips
Husky safari
Cross country skiing

NANGU

A UNIQUE WILDERNESS BOUTIQUE HOTEL IN
THE HEART OF LAKE INARI.

Wilderness Hotel Nangu is set amongst the magnificent shores of Lake Inari. It is an adult only destination and perfect for couples, friends, businesses, groups and various events looking to escape the pressures of everyday life. The hotel consists of idyllic log buildings which gives the hotel an authentic and romantic feel of Lapland. We offer high-quality Arctic activities and personal service with a special Lappish twist, carried out with care and passion.

ACCOMMODATION

Hotel

ACTIVITIES

Ready-made packages
Aurora activities
Snowmobile safaris
Ice fishing trips
Snowshoeing trips
Husky safari
Cross country skiing

RESTAURANTS

About 9000 customer seats in different restaurants



SKI FACTS

The northernmost Skiing Centre in Europe
Suitable for the whole family, also for
beginners

Slopes on two fells

15 slopes, 7 of which are illuminated

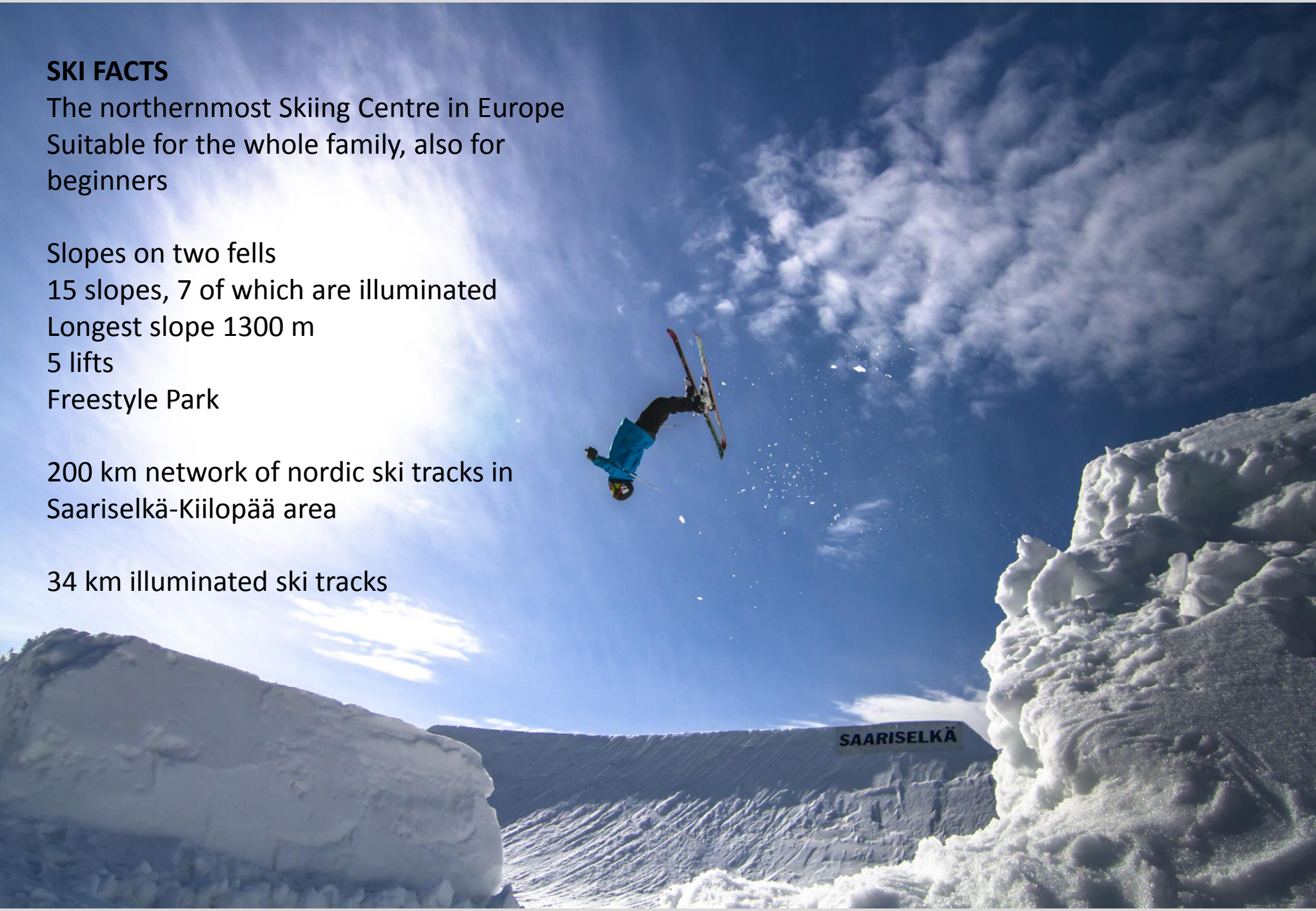
Longest slope 1300 m

5 lifts

Freestyle Park

200 km network of nordic ski tracks in
Saariselkä-Kiilopää area

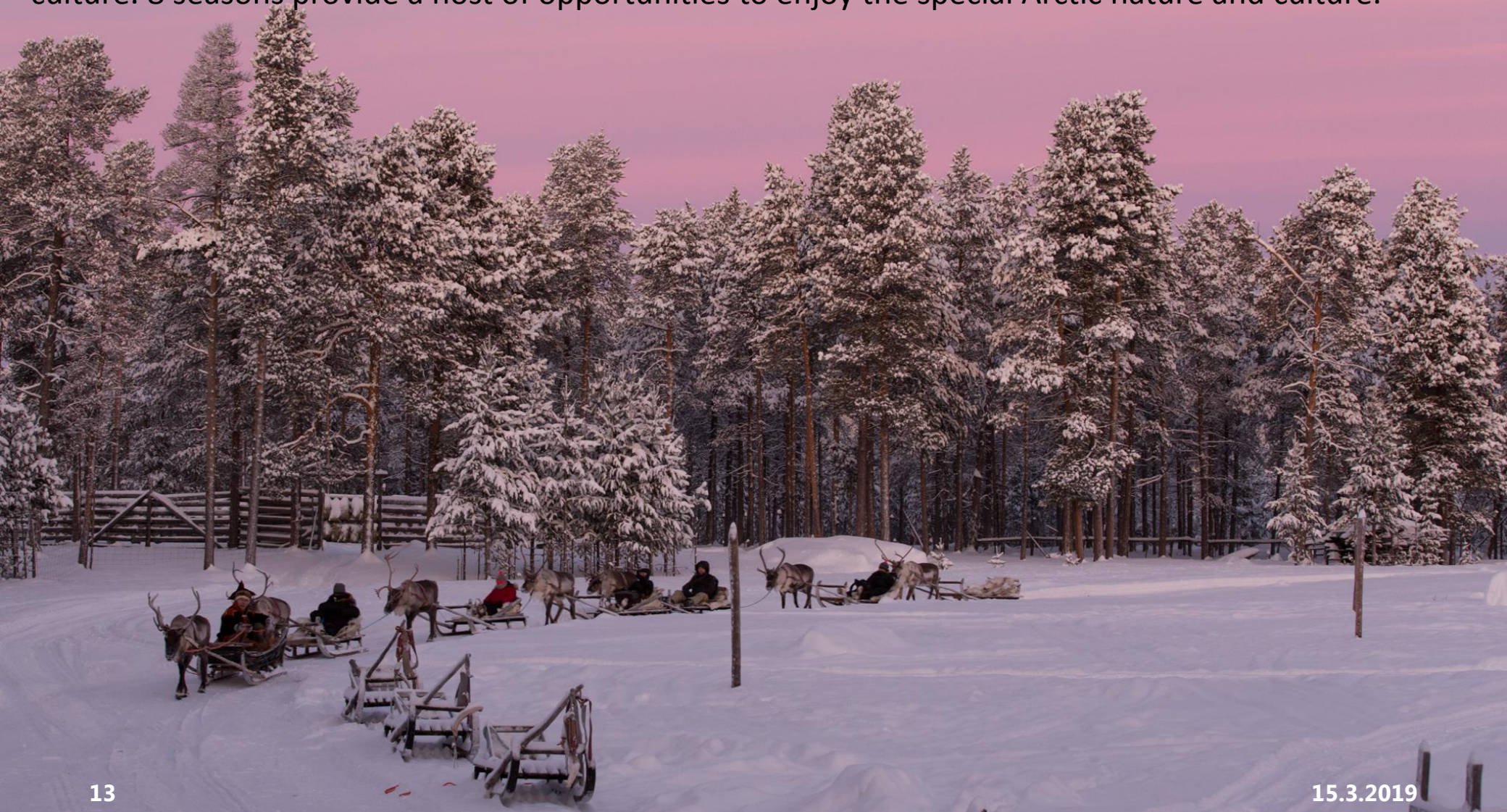
34 km illuminated ski tracks



ADVENTURES IN THE GREAT OUTDOORS OR THE PERVADING TRANQUILLITY OF NATURE

THE CHOICE IS YOURS

There is plenty to do and see year-round, with something for everyone, including silence. Inari-Saariselkä lies far away in the North, where you are surrounded by the Arctic nature and the Sami culture. 8 seasons provide a host of opportunities to enjoy the special Arctic nature and culture.



Winter months in Inari-Saariselkä



October

The permanent snow falls at the end of October
The northern Light seasons has started in the end of August.



November-December

The mystical period of the polar night season starts in December and the sun remains below the horizon.



January-February

The Polar Night season ends in January and the days are getting longer and people enjoy winter outdoor activities



March-April

the snow is at its thickest. Days are long and warm and night cold. This period is an excellent time for outdoor activities.

ACTIVITIES IN INARI-SAARISELKÄ AND UTSJOKI REGION

WINTER

- Aurora Borealis tours
- Snowmobiling tours
- Husky driving
- Reindeer sleigh rides
- Day as a reindeer herder
- Snowshoe trips
- Winter fishing
- Snow kiting
- Horseback riding
- Photographing
- Skiing
- Snow cat tours
- Handicrafts
- Sámi culture
- Home visits



NORTHERN LIGHT SEASON LAST FROM AUGUST TO BEGINNING OF APRIL
Here you can see the Northern Lights an average of 200 nights of the year.



EXPERIENCE THE AUTHENTIC ARCTIC LIFESTYLE



Summer months in Inari-Saariselkä



May

Warm wind melts snow fast. You'll find a relaxed vibe, warm temperatures and long, sunny days. Midnight sun season starts in the end of May



June-July

Midnight Sun season last until the end of July. This is a time when the sun does not set below the horizon at all. Great time for activities.



August

Northern light season starts in the end of August. Days are getting shorter and cooler and the nights are dark.



September

Make the most of fall in Inari-Saariselkä by hiking and enjoying the colourful landscapes.

ACTIVITIES IN INARI-SAARISELKÄ AND UTSJOKI REGION

SUMMER AND AUTUMN

Hiking and nordic walking

Mountain biking

Canoeing and cayaking

Gold panning

Fishing

River rafting

Cruises and riverboat cruises

Horse back riding

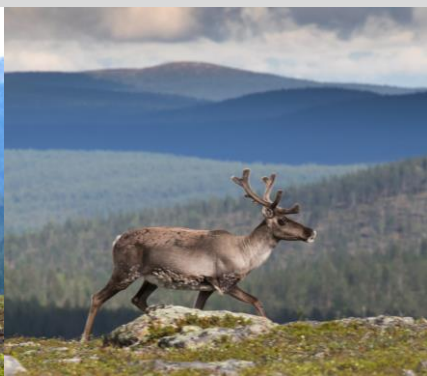
Handicrafts

Sámi culture

Home visits

Midnight sun

Road tours to the Arctic Ocean



Inari-Saariselka Tourism Ltd

An official tourism board in Inari-Saariselkä-Utsjoki region

Founded 1993

100 member companies that pay an annual participation fee that is based on the annual turnover of the company.

Inari municipality and Utsjoki municipality both support Inari-Saariselkä Tourism

Personnel: 3

www.inarisaariselka.fi

#exploreinari

#exploreutsjoki



OUR WORK

- Marketing campaigns (international, domestic)
- Inari-Saariselkä brand
- 2 magazines in a year
- Social media channels
- www.inarisaariselka.fi website
- Help our member companies
- International workshops together with VF
- Median and tour-operator visits
- AV productions in our area
- Co-operation with municipalities, Visit Finland, House of Lapland, airlines, tour-operators and media





exploreinari

Seuraa

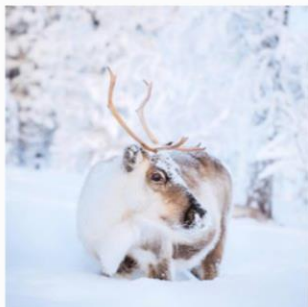
312 julkaisua 9 342 seuraajaa 825 seurannassa

Inari-Saariselkä

Official travel site of Inari-Saariselkä, unique arctic destination in the northernmost Finnish Lapland. Share your photos @exploreinari #exploreinari
nightlessnight.com/2019/01/09/nightless-night-outdoor-photography-workshop

JULKAISUT

MERKITYT



exploreutsjoki

Seuraa

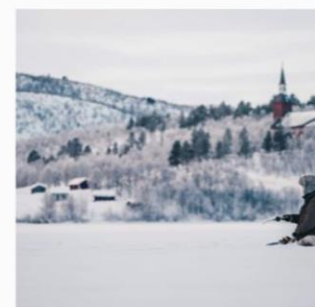
146 julkaisua 1 466 seuraajaa 1 062 seurannassa

Explore Utsjoki

Slow down in Saamivillage: Utsjoki, Karigasniemi and Nuorgam, Lapland. Official account.
 Share your stories with us @exploreutsjoki #exploreutsjoki
www.saamivillage.fi

JULKAISUT

MERKITYT



exploreinari • Seuraa
 Inari-Saariselkä

exploreinari The explosion of colours across the sky delights us from autumn until late winter. Northernmost Lapland is the place to be and see the Northern Lights - on average on up to 200 nights a year.
 #exploreinari #northernlights #auroraborealis #onlyinlapland #laplandfinland #ourfinland #revontulet #inthefar north #kaukanapohjoisessa
 Picture by @rezphotography

kirsten.berentz Rayann, your pictures are so beautiful. Thanks for bringing me back to Lapland a little :)



400 tykkäystä

S. LOKAKUUTA 2018



exploreutsjoki • Seuraa
 Utsjoki

exploreutsjoki One of the most beautiful views to the Teno river valley. On the top of #nuuvusailgas A repost from @kalastajanmajatalo
 #exploreutsjoki #utsjoki #munlappi #lapland #landscape

rezphotography You have such amazing views from above in your area. I really should come there more often! Big plans for next winter... to be announced soon 📸



New brand 2013 (Isomus brand project 2012-2013)

The whole destination under one brand

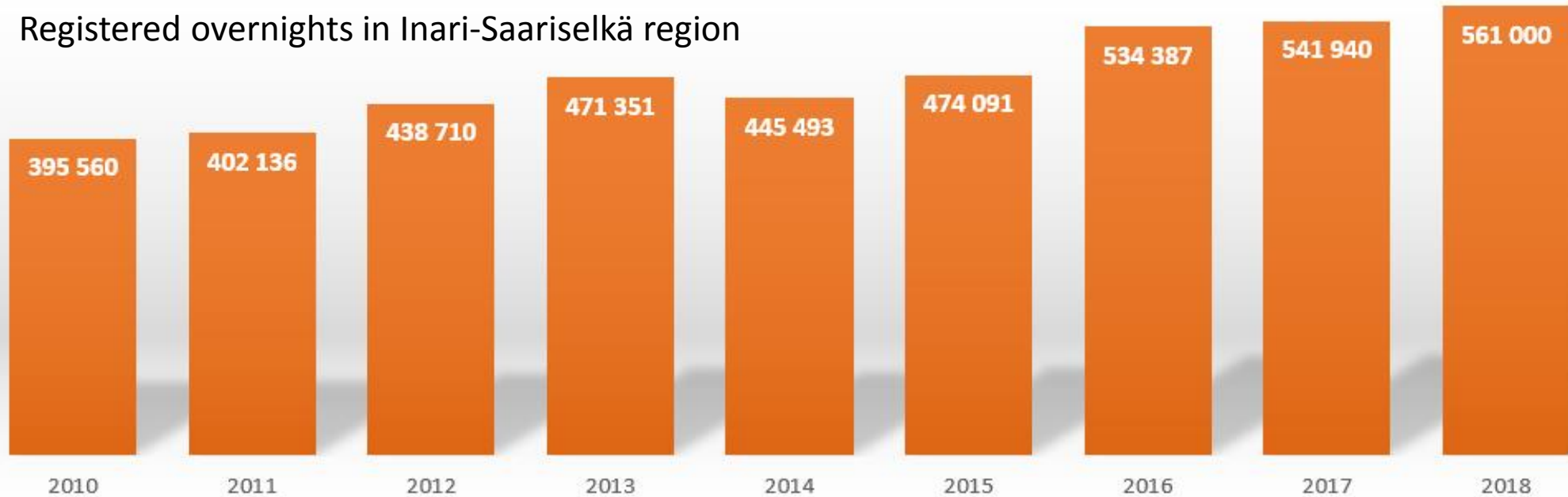


Utsjoki has started a brand project 2019

2018 Inari-Utsjoki 583 600 overnights



Registered overnights in Inari-Saariselkä region





Domestic and international overnights in Inari-Saariselkä



SAARISELKÄ

2013			2018
Suomi	151 111	Suomi	164 000
Kv	140 640	Kv	224 000
UK	29 746	UK	55 100
Japani	24 995	Saksa	15 800
Saksa	15 567	Kiina	14 500
Venäjä	10 553	Japani	13 900
Ranska	8 760	Ranska	13 900
Ruotsi	7 966	Hollanti	11 300
Norja	6 343	USA	8 400
Hollanti	5 365	Singapore	6 900
Sveitsi	4 609	Espanja	5 500
Italia	3 509	Norja	5 500
Espanja	3 256	Australia	4 900

IN 5 YEARS

+85%

+522%

+779%

+282%

INARI

2013			2018
Suomi	75 144	Suomi	54 200
Kv	78 093	Kv	118 900
Ranska	19 411	Ranska	20 600
Saksa	9 914	Saksa	12 700
UK	5 174	Kiina	9 800
Norja	4 935	Hollanti	7 300
Hollanti	4 845	Italia	7 500
Sveitsi	3 960	UK	6 400
Italia	2 839	USA	6 400
Espanja	2 678	Norja	4 900
USA	2 422	Australia	4 800
Itävalta	1 471	Espanja	4 100
Japani	1 456	Sveitsi	4 000



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