

# matka

## NORDIC TRAVEL FAIR

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2026 Travel Fair

### Visit Arctic Coast – South: Kalajoki-Jakobstad-Pietarsaari- Arctic Crater Lake Lappajärvi Geopark Post Tour 16.1 – 18.1.2026

Those who steer north find the Arctic Coast of Finland by the northernmost part of the Baltic Sea. The Arctic Coast is full of northern, coastal characteristics. We aim at marketing the highlights and unique travel experiences along our home coast. We are a value network for coastal destinations and resorts offering a taste of arcticity for those who wish to venture north yet enjoy hospitality and inclusive services. Visit Arctic Coast will be a trusted partner who can inspire you, assist you in finding the right coastal experiences for your clients or offer full support for travel productions.

#### Programme

ToolBox Consulting which takes care of whole Pre and Post Tour programmes of Matka Workshop Day 2026 have created a special **WhatsApp Group** for each tour. All communication regarding this tour will be held here and it will be monitored by the hosting destination, and ToolBox Consulting. The Group will be organized around 3 – 5 days prior to departure.

You will receive your train tickets to your email around 3 – 5 days prior to departure or also at the railway station in the beginning of your journey.

#### 16.1.2026 Friday

8:20 Departure by train from Helsinki / Pasila station to Ylivieska  
Visit Arctic Coast Sales Manager Anu Kärnä is greeting you at the platform.  
Lunch at the train restaurant

Matka Workshop Day 2026  
e-mail: kari.halonen@toolboxtravel.fi

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## NORDIC TRAVEL FAIR

- 13:10      Transfer to Linnakallio (25 min)
- 13:45      Introduction of village sauna, wooden churches and accommodation
- 14:30      Transfer to Kalajoki (30 min)
- 15:00      Tapion Tupa, inspection and coffee with Finnish pastry delicacies
- 16:15      Visit at Iso-Pahkala Ceramics
- 17:30      Beer tasting at Sandy Kelt
- 19:00      Check-in to Santa's Resort & Spa Hotel Sani
- 19:30      Short hotel presentation and dinner in Restaurant Välke

### 17.1.2026 Saturday

- 08:30      Check-out  
Inspection of Marina Chalets and Kalajoki Marina
- 09:30      Introduction to Winter Wind Surfing, a sport invented in Kalajoki
- 11:30      Lunch: Safaritalo's famous fish soup
- 12:30      Snow and ice activity by Safaritalo  
Snowmobile and hovercraft safari
- 14:45      Transfer to Jakobstad-Pietarsaari (1h 30 min)
- 16:15      Visit Arctic Coast partner Matilda Engström will greet you on arrival  
  
Inspection of Strandis Villas, Brewery and Smokery at Strandis Smokehouse Village, snack.
- 17:15      Transfer to Nanoq, escape room and smoke sauna.

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## NORDIC TRAVEL FAIR

20:00 Check-in and dinner at Hotel Epoque

### 18.1.2026 Sunday

08:30 Short introduction to Hotel Epoque  
Check-out

09:00 Easy morning walk around Skata, the old town of Jakobstad-Pietarsaari

09:30 Transfer to Arctic Crater Lake Lappajärvi Geopark (1 h)  
Visit Arctic Coast partner Mia Lahtinen will greet you on arrival in Lappajärvi.

10:30 Tour in Crater Lake area and visiting the Meteorite Center

12:00 Lunch at Hotel Kivitippu and inspection of the hotel

13:30 Ice-fishing on Lake Lappajärvi

15:00 Transfer to Seinäjoki (1hr)

16:38 Train to Helsinki  
Anu Kärnä will be travelling with the group to Helsinki.

19:39 Arrival in Helsinki

20:30 Dinner and overnight in Helsinki, or a late evening flight back home

End of hosted tour program

On the following day individual transport to the airport. Information on public transport:  
[www.hsl.fi/en](http://www.hsl.fi/en)

There is no dispatcher waiting for you when arriving to Helsinki. You need to provide your personal transportation to your final destination and accommodation. If you are interested in using public transportation, please check this website [www.hsl.fi/en](http://www.hsl.fi/en). All tickets need to be purchased beforehand.

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Program is due to changes depending on prevailing weather conditions, flight schedules and unforeseen events. The program is hosted by Visit Arctic Coast Sales Manager and partners.

### CONTACT INFORMATION

Jaana Sirkiä, Sales Manager [contact@visitarcticcoast.fi](mailto:contact@visitarcticcoast.fi)

Anu Kärnä, Sales Manager [contact@visitarcticcoast.fi](mailto:contact@visitarcticcoast.fi)

### FOLLOW US

[www.visitarcticcoast.fi](http://www.visitarcticcoast.fi)

<https://www.instagram.com/visitarcticcoast>

<https://www.linkedin.com/company/visit-arctic-coast>

### 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 19th of December 2025: 250,00 euros.

**The Buyer must contact the Organizer via email: Mr. Kari Halonen, [kari.halonen@toolboxtravel.fi](mailto:kari.halonen@toolboxtravel.fi)**