



The ultimate summer experience in Rovaniemi Lapland!



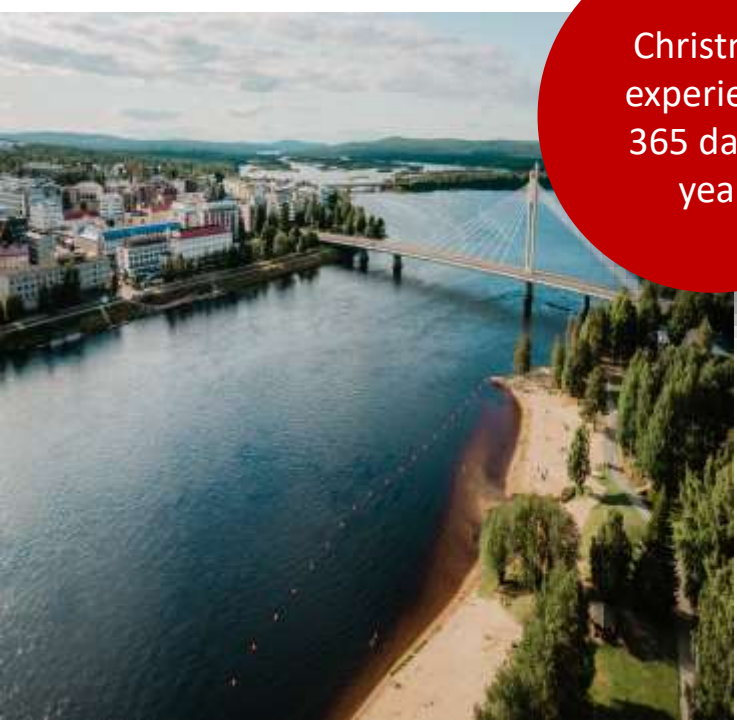


The
Midnight
Sun



The Mindset for Summer

The sun
officially stays
above the
horizon for a
full 24 hours



Christmas
experience
365 days a
year

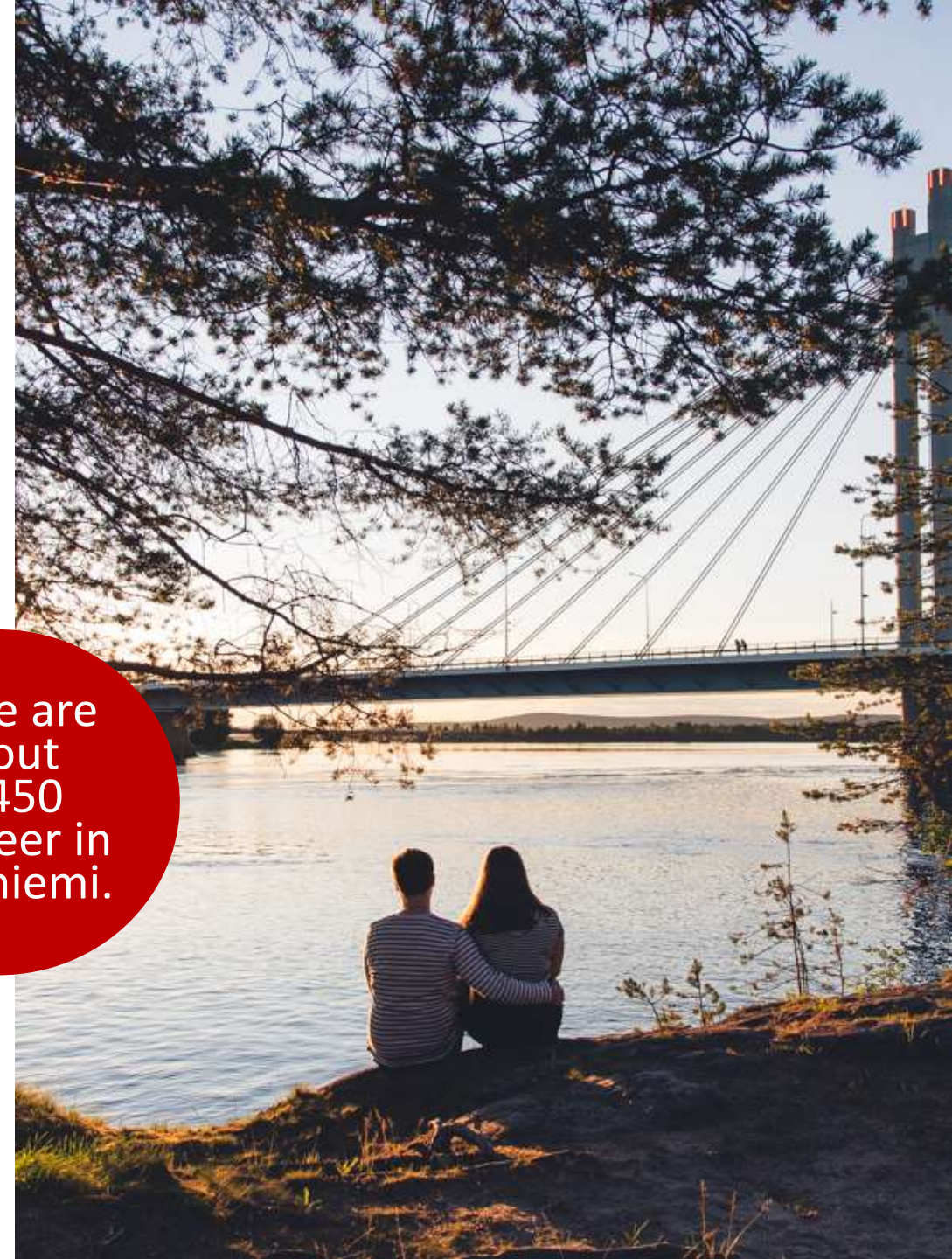




Facts about Rovaniemi

- Located on the Arctic Circle in Finland
- Administrative & cultural & educational center of Lapland
- 65 000 inhabitants
- Commercial centre of the Arctic
- Area 8016 km² of which water coverage 415 km²
- Visit Rovaniemi is the brand manager of **Rovaniemi – The Official Hometown of Santa Claus®**

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
- Meet Mrs Santa Claus
- Join an Elf hat academy
- Experience Christmas magic through variety of activities
 - Santa Claus Secret Forest is true fairy tale

Santa Claus
is a
goodwill
ambassador





Santa Claus Village - On the Arctic Circle

The iconic attraction

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, meeting the reindeer, meeting the huskies , departing for tens of different activities, meeting Mrs Santa Claus in Mrs Santa Claus' Christmas Cottage and enjoying an outdoor Lappish lunch.
- 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 11th 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.





Midnight Sun

- The bucketlist experience of every traveller

- Can be witnessed from mid May until mid August
- Visible only on and above the Arctic Circle line
- Unique nature locations to spot the unique phenomenon close to city centre of Rovaniemi
- Midnight Sun tours available from June until August





Reindeer,
Huskies
& Nature



The ultimate Lapland Summer Experience

Most experienced summer operators in Lapland

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

Authentic Reindeer Farms

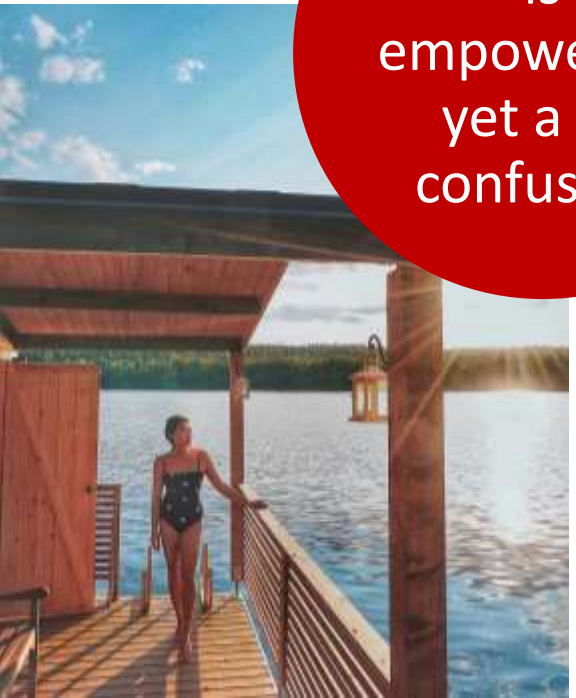
- [Sieriporo](#)
- [Porovaara Hill](#)

[Responsible Husky Kennels](#)

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



Endless light
is
empowering,
yet a bit
confusing.



Unique experiences

Midnight Sun Photography tours

- Beyond Arctic

Sauna bathing & arctic swimming

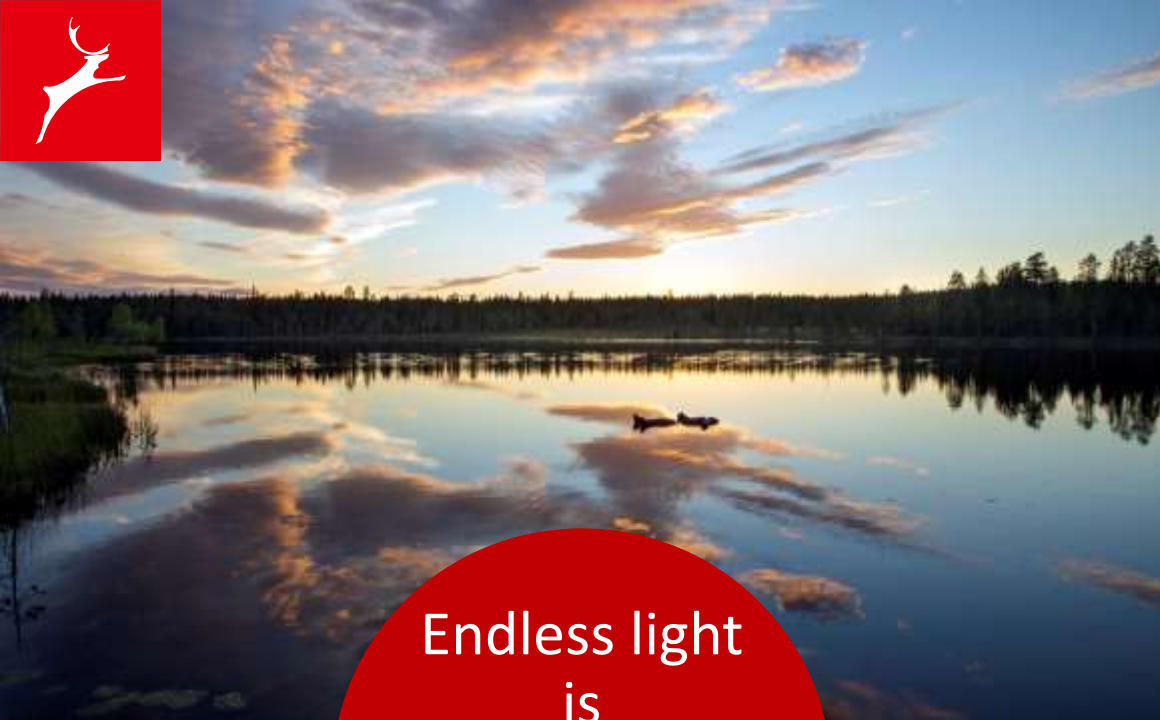
- HappyFox
- Kesärafla Summer Sauna

Midnight Sun Golf at Ounasvaara Golf Course

- Santa Claus Golf

Midnight Sun horseback riding with Finnhorses

- Laenlammen Ranch
- Aurora Horses



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Unique experiences

Wilderness Lake Floating

- Safartica

Local way of living

- Lapland Deluxe
- Kotatuli Adventure

Hiking (easy access & more advanced)

- Ounasvaara Hill
- Koivusaari nature trail
- Arctic Circle Hiking Area



Largest selection of special accommodations in Lapland

In Rovaniemi

- Arctic TreeHouse Hotel
- Arctic Light Hotel
- Boutique Hotel Haawe
- District Rovaniemi
- Lapland Hotel Sky Ounasvaara
- Ollero Ecolodge
- Vaattunki Wilderness Resort

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.**





Summer is
the time to
forage pure
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

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

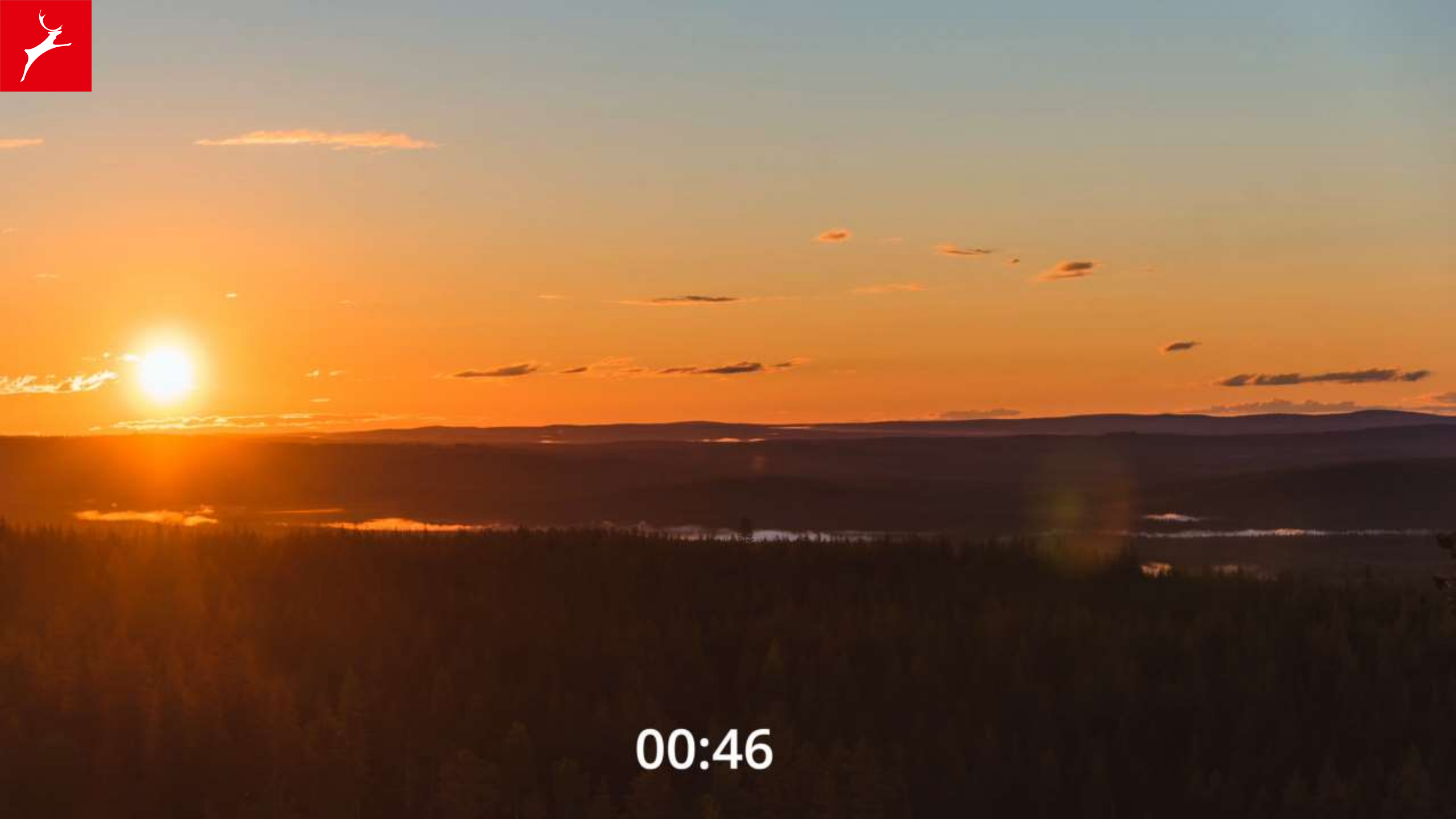
- Learning about sustainable way of using the Northern forests

Home and Workshop of Kangasniemi

- Learn and be part of the authentic local lifestyle

Meet the
locals and
learn the
Lappish way
of living.





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Visit Rovaniemi at your service

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Destination as a location: "Rovaniemi, Finland"

Destination tag and hashtags:

@visitrovaniemi , #visitrovaniemi

[Inquire Media Gallery links](#)

@visitrovaniemi

#visitrovaniemi

#visitfinland

