

Introducing Oulu and tourism development

Visit Oulu – Oulu Travel Marketing
Regional DMO for 11 destinations

Yrjötapio "Y.t." Kivisaari, President & CEO



**PELE
KÄÄK
KÖNÄÄ
KAUPUNNIA?**

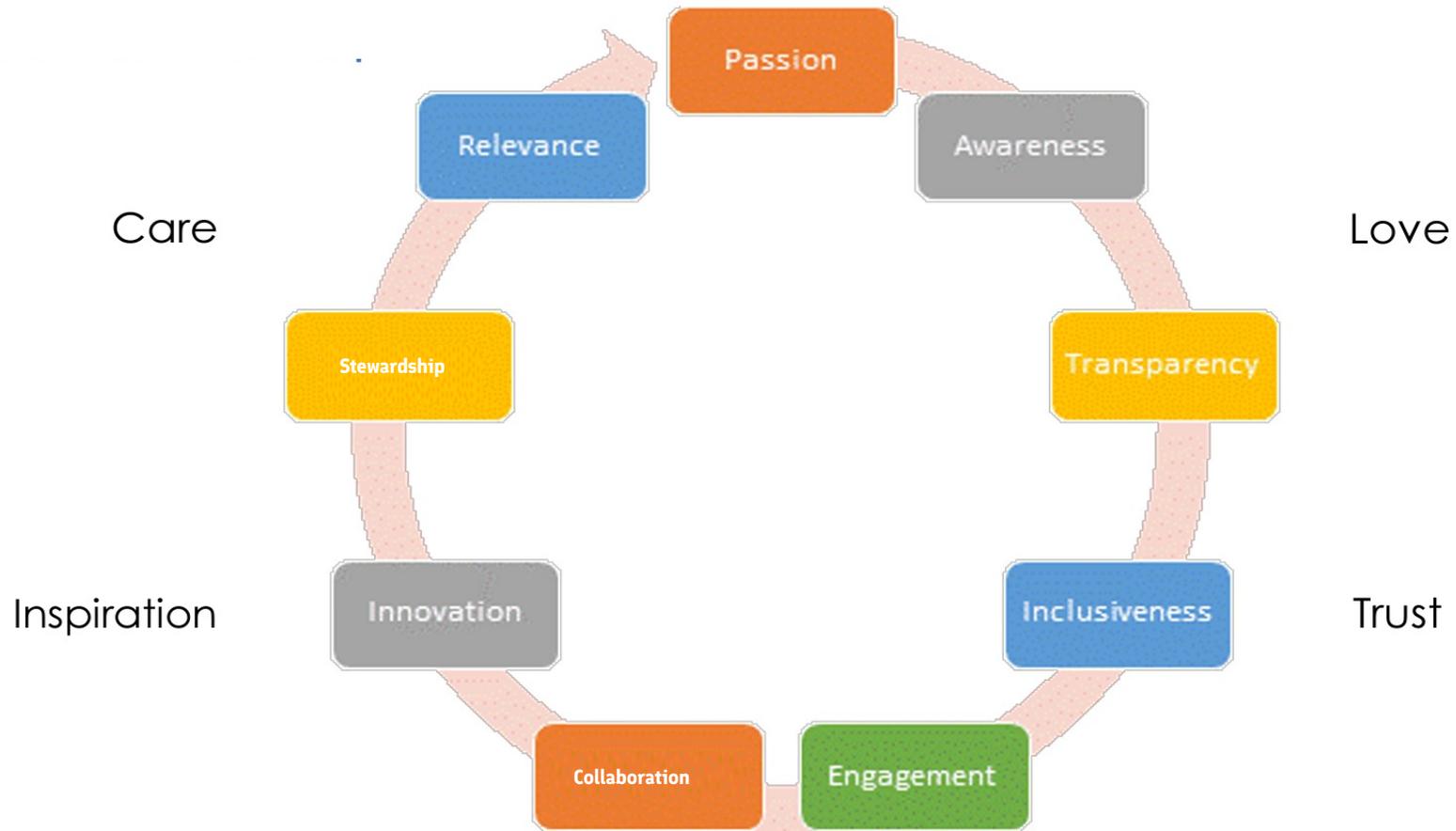


VISIT OULU
VISIT OULU.FI

Community Shared Value Wheel



Pohjola route
The Finnish northern scenic route



DESTINATIONS
INTERNATIONAL



Connecting the Region

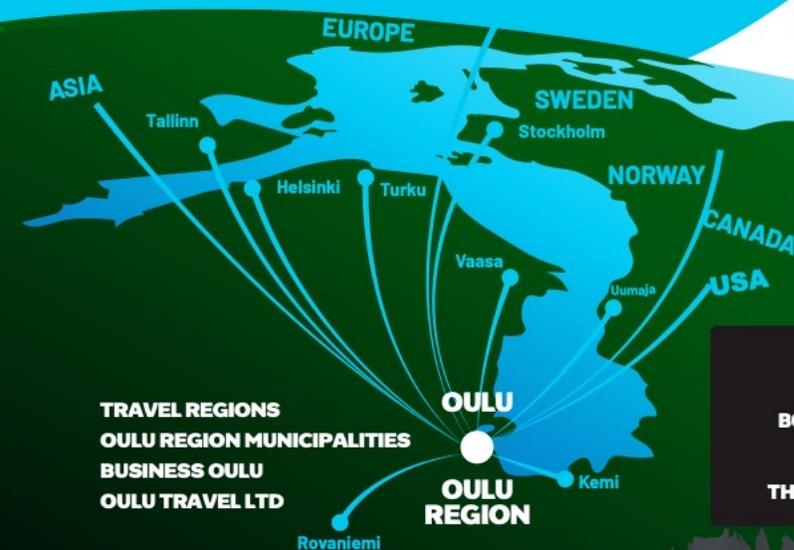
Shared Ambition for Oulu Region Travel

PLACING OULU REGION ON THE MAP

OUR MISSION: Making smart and sustainable travel experiences possible in the Oulu Region.

OUR VISION: Oulu Region as the most attractive international travel destination and hub in the Nordics.

OUR PROMISE: Sustainable growth and wellbeing from tourism for the Oulu Region.



Stewardship & Relevance

DRIVERS

- INTELLIGENCE
- INTERNATIONALITY
- RESPONSIBILITY
- CREATIVITY

STRATEGIC OBJECTIVES

FOCUS POINT OBJECTIVES

STRATEGIC FOCUS POINTS & PROJECTS

ACCESSIBILITY & INFRASTRUCTURE

Transport by air, bus and rail
Travel chains
Investments in attraction and capacity

INTERNATIONAL MARKETS

DMC
Travel hub
Group travel

Doubling international tourism in the Oulu Region

2030

A million commercial overnight stays in Oulu by 2027



Joint tourism leadership

Attractive Oulu Region

Growing international destination

Sustainable growth and wellbeing from tourism

The most desired partner

Clear top products

Attractive image

PRODUCT DEVELOPMENT & BUYABILITY

MICE productization
Digital customer journey
Increasing experience services

MARKETING & COMMUNICATIONS

International fame
Marketing resources
Joint marketing

OULU WAY
CARING
COMMITTED
BOLDLY DEVELOPING
LEADING
THROUGH KNOWLEDGE

Cruise travel
Bicycle travel

Culture travel

Nature

Independent travel

Food travel

Educational travel

OPPORTUNITIES

Nordic cooperation

Cross-border

Group travel

Platform economy

Movie productions

Eight seasons

Who are we?

Nothing to see here...

... yet loving it!



The “Shitty City”

*“A good place to live
is a good place to visit”*





Pohjola route
The Finnish northern scenic route



The HUB

Location...

Location...

Location...

We are stronger together!



Travel Responsibly in Oulu and Pohjola Route

Add to favourites 

 LISTEN

 TRANSLATE

Caring

**Dear Human. It's me, the Earth.
Would you please take good care of
me while traveling**

Visit Oulu donates 5 %
of the sales of each
Pelekääkkönää chocolate
bar to WWF Finland's work
to protect the arctic nature



**SUSTAINABLE
TRAVEL
FINLAND™**



Committed

"OULU is a home of people who like to choose their own paths and do things differently. We are the ones who created the modern mobile technology and are forerunners in 6G. The ones who made up the quirky Air Guitar World Championship to promote the message of world peace, and who are now nominated as the European Capital of Culture 2026. In Oulu, life is an adventure, filled with rich tones of creativity and the magic of pure northern nature. We welcome everyone like an old friend, so please come and enjoy the laid-back, creative atmosphere of our beautiful seaside city." – Visit Oulu

Inspiring

Pelekaeakkoenaee?

This question asked in the local dialect is a welcoming dare for the visitor. The direct translation is "Are you afraid?" Try and pronounce it!



Inclusive

**Diverse, Accessible &
Welcoming**





Is your air guitar ready to rock? Oulu is a place of wild creativity

Creativity runs high in the waterways of Oulu, so much so that we've been nominated the European Capital of Culture 2026. So take it all in and dive into the culture and events while you're here!

Read more



Smart

Leading through knowledge

Part of EU Smart Tourism initiative.

Simplify, beautify, storify...



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VISIT OULU



**Pohjolan
rengastie**

