



# Go Nordic

Les pays nordiques

# Contacts



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# Agenda

- Bienvenue à Go Nordic!
- Intro & info Covid-19 dans les pays nordiques
- Les trésors cachés en
  - Finlande
  - Suède
- Q&A
- Merci et à bientôt !

# Go Nordic!



## Situation COVID-19 dans les pays nordiques

**Danemark** : frontières fermées pour la France jusqu'à nouvel ordre. Plus d'informations sur: <https://www.visitdenmark.fr/danemark/travel-essentials/voyager-en-toute-securite-au-danemark>

**Finlande** : Les frontières fermées pour la France. A partir du 23.11 l'accès sera possible avec un résultat de test négatif, 72 h de quarantaine et un deuxième test réalisé sur place.

Plus d'information sur: <https://www.businessfinland.fi/en/do-business-with-finland/visit-finland/travel-recovery/travel-recovery-info/>

**Islande**: Les frontières sont ouvertes aux autres États de l'UE et de l'espace Schengen. Tous les passagers arrivent en Islande doivent remplir un formulaire de préenregistrement et ils peuvent choisir de se soumettre à deux tests de détection de la COVID-19 séparés par une quarantaine de cinq jours, jusqu'à la prise de connaissance des résultats du seconds test, ou s'ils ne souhaitent pas se faire dépister, se mettre en quarantaine de 14 jours dès le jour de leur arrivée. Infos et formulaire en ligne sur <https://visit.covid.is/>



# Go Nordic



## Situation COVID-19 dans les pays nordiques

**Norvège** : Quarantaine de 10 jours pour les voyageurs provenant de France (zone rouge) comme pour la plupart des autres pays de l'UE/EEE/Espace Schengen. Obligation d'indiquer le lieu de quarantaine, Infos sur Visit Norway <https://www.visitnorway.fr/planifier-voyage-norvege/coronavirus-et-voyages-en-norvege/>

**Suède** : Frontières ouvertes avec pays membres de l'UE, de l'EEE, le Royaume-Uni et la Suisse. Aucune obligation de quarantaine. Plus d'infos sur : <https://visitsweden.fr/info-pratiques/informations-voyageurs-coronavirus-pandemie-de-covid-19/>





## Les trésors cachés en Finlande et en Suède



# La Finlande



## Finlande – en bref

- Grande Pays pour 5,4 M habitants– 10 % d'eau et 70 % de forêts
- 4 régions principaux: Laponie, Régions des Lacs, Le Littoral et L'archipel et Helsinki
- Pays voisines: Suède, Norvège et Russie
- Monnaie: euro, Langue: finnois
- 200 mille lacs et îles



# La région des Lacs – cœur de la Finlande

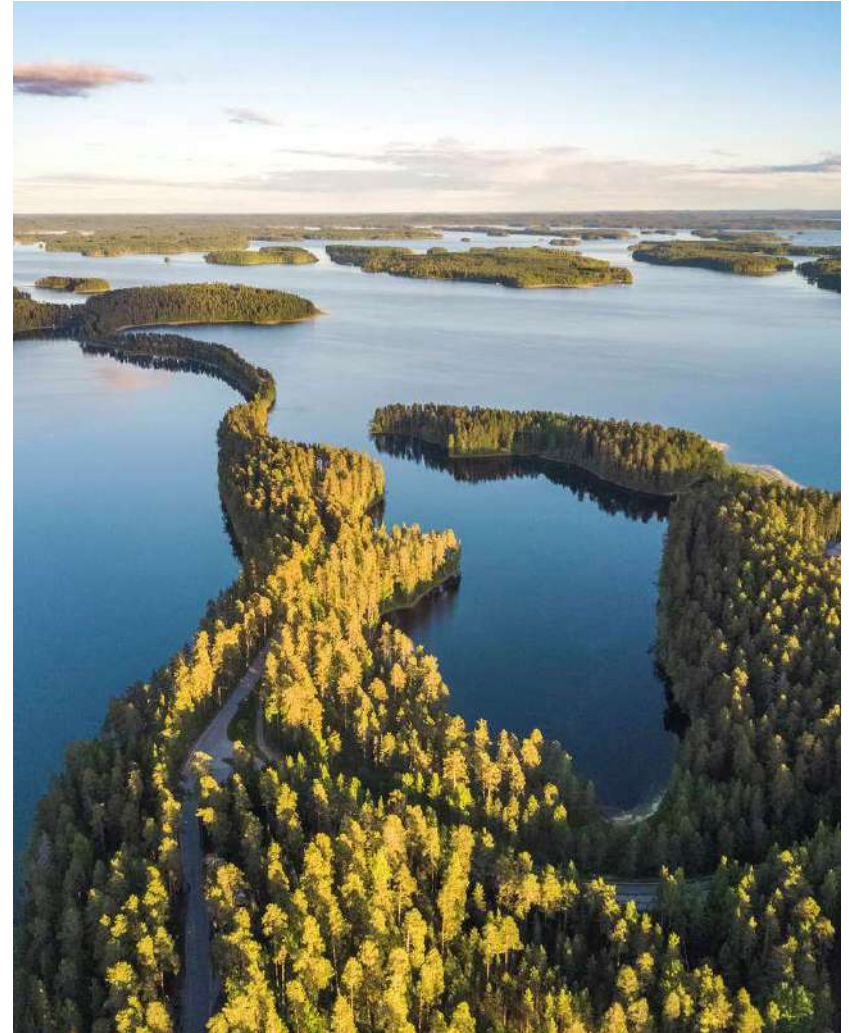
- Les lacs couvrent plus de 1/4 de la surface de la Finlande, soit le plus grand nombre de lacs et d'îles au monde (par km<sup>2</sup>)
- La moitié des lacs les plus grands d'Europe sont en Finlande
- Le lac Saimaa a le littoral le plus grand au monde: environ 15 000 km
- Un paysage unique sculpté par la période glaciaire
- 19 parcs nationaux
- 3 sites UNESCO
- Le berceau de notre épopée nationale, le Kalevala



# La région des Lacs – cœur de la Finlande

## Arguments de vente

- La plus grande région lacustre d'Europe
- Les réserves les plus pures d'eau douce
- Croisières sur les lacs
- Ses paysages ou s'étendent à perte de vue, collines, lacs et forêts
- Sensations de bien-être que procurent les activités lacustres et forestières toute l'année
- Culture du Chalet et Saunas au bord du lac
- Hébergement de charme (Boutique hôtels, Manoirs, Glamping)



# Arctic Lakeland



- **L'accès :**

- aéroports: Kajaani, Oulu ou Kuusamo, par train: Helsinki-Kajaani
- Rencontre de la région de Lacs et la Laponie

- **Wild Taiga**

- Observation des animaux sauvages (e.g. ours, loups, gloutons), randonnées, circuits à vélo (VTT, e-bike), kayak et rafting
- Hossa – parc national
- Kuhmo, Festival de musique de Chambre – Musique, Culture & Histoire (Kalevala)
- Voyage Photo

# Arctic Lakeland



- **Paljakka et Ukkohalla**

- **Activités nature en hiver** : Pêche sur glace, Visite à une ferme de renne, e-Fatbike, Motoneige, Raquettes, Safaris à huskies & ski

- **et en été** : randonnées, vélo (VTT, e-bike), kayak, randonnées à cheval, la pêche

- **Vuokatti**

- Centre de sport et activités en plein air

- Séjour multi-activités en hiver (incluant traineau, ski, raquettes etc.)

- Plus d'information: <https://arcticlakeland.fi/fr/>

# Northern Savo



- **L'accès :**
  - aéroports: Kuopio, par train: Helsinki-Kuopio
- **Kuopio** - ville entourée par les lacs (Ville & nature)
  - Culture, Festivals, Gastronomie, Nature
  - European region of Gastronomy 2020
- Tahko – Activités en plein nature (motoneige, raquettes, e-fatbike, randonnées, ski...)
- Plus d'information: <https://www.kuopiotahko.fi/en/home/>



# North Karelia



- **L'accès :**
  - aéroports: Joensuu, par train: Helsinki-Joensuu
  - Frontière partagé avec la Russie – circuits combinant les deux pays
- Culture & Histoire
- **Koli**, parc national
- **Monastère** de Valamo
- Village de **Parppeinvaara** – la culture et tradition
- Karelian dinner (Puukarin pysäkki)



# Lake Saimaa & Western Lakeland



- **L'accès :**
  - aéroports: Savonlinna, par voiture ou train
- Croisières sur Saimaa (aussi en Russie par le canal Saimaa), kayak, bateau, circuits à vélo, randonnées, observation des animaux (phoque de Saimaa), Bateau Sauna
- **Savonlinna**
  - Festival de l'opéra
- Hébergement de charme:
  - L'hôtel Punkaharju
  - L'hôtel et Spa Järvisydän
- Plus d'information: <https://www.gosaimaa.com/en> et <https://www.visitsaimaa.fi/en/>



# Lake Saimaa & Western Lakeland



- **Jyväskylä** – ville d'Alvar Aalto & Sauna
  - 2 sites UNESCO, capitale de d'Alvar Aalto, 5 parcs nationaux
- **Tampere** – Culture & Gastronomie
  - 2 h de Helsinki en train
  - Ville dynamique, une offre riche en culture, gastronomie et nature
- **Lahti**
  - 1 h de Helsinki, une petite ville active
  - Hébergement de charme (Manoir-hôtels, Boutique hôtels, chalets au bord du lac)







## Cruise to Lake Saimaa

Couple of hours in the archipelago of Lake Saimaa, the biggest lake in Finland, or on the Saimaa canal is a wonderful program on a summer day. M/S Camilla is the boat of high standard cruising in Lake Saimaa. On board M/S Camilla there is a fully-licensed restaurant, sundeck and a guided route.

Location:	Lappeenranta
Availability:	Summer (May – September)
Duration:	2-3 hours
Price:	Starting from 22 euros/person
Pax:	1-350
Booking:	<a href="#">Link to website</a>



For  
FIT's

For  
Groups



## Europe's large carnivores LIVE all year round!

This is one of the few areas in Europe where it is possible to watch and photograph rare majestic beasts in their natural environment. In addition to the carnivores such as brown bears, wolves and wolverines, you can see moose, wild forest reindeer, flying squirrels, beavers and some of our biggest birds of prey. The high season for seeing these exotic animals begins at the end of April, as the bears wake up from their winter hibernation, and continues until the end of the autumn. Under the light of the midnight sun, you can study nocturnal animals for 24hrs, should you so wish!

Location:	Kuhmo and Suomussalmi, Wild Taiga
Availability:	Any date according availability
Duration:	From 1 day
Price:	80 euros / person
Pax:	From 1 pax
Booking:	<a href="#">Link to website</a>

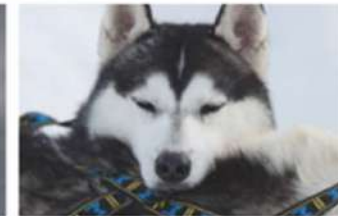




## Rediscover the Winter Fun – Multi Activity Holiday in Paljakka, Arctic Lakeland

Our multiactivity winter week is always tailor-made as for the length of stay. One guided winter outdoor activity every day of the week (guaranteed departures): Ice-Fishing, Reindeer farm visit, eFatbiking, Snowmobiling, Snowshoeing, Husky safari & Cross-country ski school. Accommodation: hotel rooms and holiday cabins.

Location:	Paljakka, Arctic Lakeland
Target group:	*see below
Availability:	** see below
Duration:	2-6 nights / 3-7 days
Price:	Guided activities 49-120 € / person, accommodation from 50 €/person/night
Pax:	from 1 pax
Booking:	<a href="#">Link to website</a>



Paljakka  
— FINLAND —  
**ARCTIC  
LAKELAND**  
KAINUU · FINLAND



\* Travelers looking for small, cozy holiday destinations offering nature activities and silence. Adults & families (children teenagers).

\*\*Guaranteed daily activities for FITs from Christmas till end of March. For group bookings from mid-December till mid-April.



For FIT's For Groups



## Attractive and varied accommodation options in the Arctic Lakeland region

Various attractive accommodation with mighty views of hilly landscape, taiga forests and lakes to choose throughout the year. Arctic Giant Birdhouse, Sky Cabin Glass suites, Hotel Kalevala, Manor House Hotel Karolineburg, traditional farm houses, ski-in/ski-out hotels and over 500 wooden rental cottages and villas for FITs, couples, families ja groups.

Location:	Arctic Lakeland region *
Target group:	Leisure and work (also multi-place work)
Availability:	Year around
Duration:	From 1 night
Price:	Starting from 50 euros (depends on destination and season)
Pax:	1 - 150
Booking:	Various links**

\*\* [Wild Taiga](#), [Vuokatti](#), [Visit Kajaani](#), [Pajakkka](#), [Hossa](#), [Lomarengas](#)



For  
FIT's

For  
Groups

\*Arctic Lakeland region – Vuokatti, Wild Taiga (Kuhmo-Suomussalmi), Ukkohalla, Pajakkka, Hossa and Kajaani-Oulujärvi

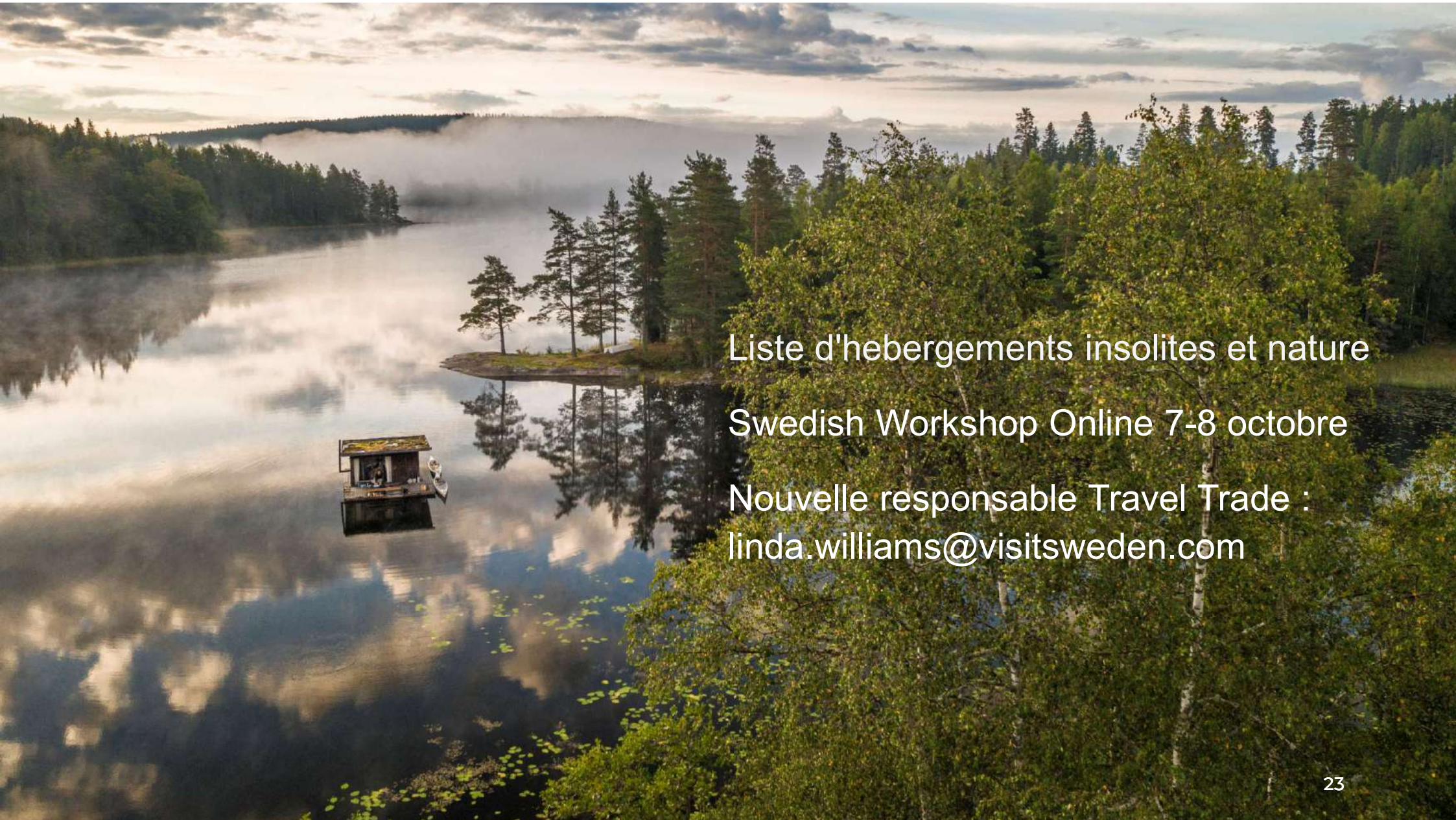


## Outils pour les professionnels

- Travel Trade Web: [www.visitfinland.com/travel-trade](http://www.visitfinland.com/travel-trade)
- Visit Finland website FR: [www.visitfinland.com/fr](http://www.visitfinland.com/fr)
- Visit Finland Images: <https://mediabank.businessfinland.fi>
- Finland product manual: [www.finland-product-manual.com](http://www.finland-product-manual.com)
- Rent a Finn – Inspiration : <https://rentafinn.com/fr>
- Lakeland Product manual: <https://www.businessfinland.fi>

# La Suède





Liste d'hebergements insolites et nature

Swedish Workshop Online 7-8 octobre

Nouvelle responsable Travel Trade :

[linda.williams@visitsweden.com](mailto:linda.williams@visitsweden.com)

An aerial photograph of Stockholm, Sweden, taken at sunset. The sun is low on the horizon, casting a warm, golden glow over the city and the water. The city's buildings are visible in the background, and a large body of water in the foreground is filled with numerous boats docked at a long pier. The word "STOCKHOLM" is written in large, white, sans-serif capital letters across the center of the image, enclosed within a white rectangular border.

# STOCKHOLM



## Present hotel capacity

Within 10 minutes walk  
from the Central Station

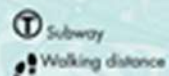
Number of hotels: 45  
Number of rooms: 8 500

Within 10 minutes by public  
transport from the Central Station

Number of hotels: 128  
Number of rooms: 17 600

Hotel capacity in  
Greater Stockholm area

Number of hotels: 331  
Number of rooms: 37 300





# HIDDEN GEMS

# ROOF TOP TOURS



# STOCKHOLM SUBWAY

The world's longest art exhibition



# ROSENDALS GARDEN



DAVID AT HOME



# STOCKHOLM ARCHIPELAGO

## What and where?

14 + 29,986  
islands

One of the  
worlds largest  
archipelagos

Northern,  
central and  
southern part

Island life



Berlin	1,30 hr
Paris	2,30 hr
London	2,35 hr
New York	7,30 hr





# GLAMPING



 Stockholm  
The Capital of Scandinavia



# SVARTSÖ LOGI

# ISLAND LODGE



Stockholm  
The Capital of Scandinavia



# VAXHOLM BED & BREAKFAST

## Vaxholm Bed & Breakfast

- Bed&Breakfast
- Cinnamon Bun baking workshop
- Cook along
- Picnic basket
- Private lunch or dinner
- Nature experiences with host









# ARTIPELAG







# THE EDIBLE TABLE - UTÖ





**NEWS**

A photograph of a modern, two-story wooden house with a large courtyard. The house has extensive glass windows and a warm wood finish. The courtyard features a rectangular swimming pool, several lounge chairs, and large patio umbrellas. There are also wooden planters with various plants and a small tree in a wooden barrel. The overall atmosphere is bright and modern.

# ELLERY BEACH HOUSE



# VILLA DAGMAR



 **Stockholm**  
The Capital of Scandinavia

The image shows the interior of the Östermalms Food Hall, a large, ornate space with high ceilings and decorative architectural details. The walls are white with blue and gold accents, and there are large arched windows. A prominent red pillar stands in the center. To the left, there are food stalls with glass display cases. In the background, a sign reads "SALUPLATS" and "34". People are seen walking and sitting at tables, creating a lively atmosphere. The lighting is warm and focused on the food areas.

# ÖSTERMALMS FOOD HALL



# ROOFTOP DINING SPOT

Brasserie

SERGEL terrassen





# AVICI EXPERIENCE

 **Stockholm**  
The Capital of Scandinavia

# STOCKHOLM FOR PROFESSIONALS

[professionals.visitstockholm.com](https://professionals.visitstockholm.com)

# Tools and inspiration

We have all the tools and inspiration you need to promote Stockholm.



## Why Stockholm? ›

Stockholm is a city of contrasts. Trends in music, design, fashion, and technology are born here, and innovations that spread worldwide are invented here. Let us tell you why you should choose Stockholm.



## Our services ›

We are here to help you, whether you are a meeting planner, event organizer or a professional within travel trade.



## Planning tools ›

Find your local partner and info on arenas, venues, accommodation, transportation, meeting facilities, banquet & reception venues, activities and inspiration.



## What's On ›

Here we gather News & Highlights, events calendar, listings of international meetings, major public events and trade fairs.



## Stockholm Toolbox ›

Visit Stockholm's toolbox is meant to serve as inspiration for anyone working with Stockholm as a destination. A thematic collection of great places and events specially tailored for certain demographics.



## Media Bank ›

Feel free to download hundreds of inspiring photos and videos in a wide range of categories.

## Top 10 attractions

The list of things to do in Stockholm is almost a hundred world-class museums and attract small museums, well-known, popular, and a

**The Vasa Museum** This is a unique museum that is built in the 17th century royal warship that sank on its maiden voyage in 1628. After being salvaged for 333 years, the ship was raised from the seabed and is now presented in all its glory. [Visit the museum, ropes, and tickets: Gårdsplan 14. @vasamuseet](#)

**The Royal Palace** The Royal Palace is one of the world's largest inhabited palaces – with more than 600 rooms! It was built in the 18th century in Italian baroque style on the site of the Three Crowns castle. Visitors can visit the state suites and the museum of the palace, including the Royal Armoury. [Stockholm @palatset](#)

**Photography Museum** Photography is one of the world's largest art forms for contemporary photography. Four unique, large and about 30 smaller exhibitions are presented annually. The idea also has a great book and souvenir shop and a permanent restaurant. Visit to see more of the new from the top floor in Drottninggatan 23. [@stokphoto](#)

**Modernism Museum** The museum presents contemporary art with modern classics and is set in both surroundings in its of Stockholm. Modernism Museum offers a fantastic program temporary exhibitions, a children's workshop, a store, and a new with a beautiful view of Djurgården and Stockholm. [@modernismmuseet](#)

**Skansen Open Air Museum** Skansen is the oldest open museum in the world. Founded in 1859, complete with forest buildings, Nordic animals, a children's zoo and an excellent favorite both among Stockholm and visitors passing by and it's a perfect family outing. [@skansenstaden](#)

**The City Hall** The tower of City Hall, with its three golden spires, is the most significant building on the Stockholm and Ångström from being the city's administrative centre where head people work, it is also the venue for the Nobel Banquet!

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[www.stockholm.se](#)  
[@stockholm.se](#)

## Stockholm meet

The essence of Swedish fashion is simple and priced. The fact that fashion is one of the most obvious in Stockholm's prime of cutting edge care for the environment launched here. Take the chance to do visit Swedish giant H&M on its home

**Acne + Acne Archive** This fashion house has found great success worldwide and creative Acne Archive collection as a starting Acne makes women's and men's collections, including accessories. [@acnearchive](#) 2. At Acne Archive, you can see your collections and wear garments of barge [Fungatan 23. @acnearchive](#)

**Rudolfer** Swedish star designer Carin Rudolfer has received awards over the years, including Elle's Fashion Design Award. Rudolfer's collections are precise, feminine, with a slightly avant-garde touch. [@rudolfer](#) 4. [@rudolfer](#)

**Whyred** Whyred is a Swedish classic, and designer Helen Larsson is a colorful, grassy, collage-inspired clothing brand clean design and fine details. [@whyred](#) 5. [@whyred](#)

**Pilipon K + Pilipon K Second Hand** The Pilipon K collection features simple, stylishly pure high-quality designs that stay on the cutting edge. The features simple, stylishly pure and timeless lighting that stay on the cutting edge. Open [Fungatan 18, 16 Pilipon K's Second Hand shop, you can find deals clothing, accessories and select collection examples. \[Hornsgatan 77. @secondhandpilipon\]\(#\)](#)

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## Why Stockholm? – 10 reasons to choose Stockholm

Stockholm is widely regarded as one of the world's most beautiful cities, built where lake meets sea, on fourteen islands, with eight centuries of history and culture to choose from. Is that enough to wet your appetite? Not OK, here are our Top Ten Reasons for visiting Stockholm.

**The beauty** It's said that beauty lies in the eye of the beholder. But whoever comes up with that proverb, probably never made it to the Capital of Scandinavia. Once you've seen them, you'll never forget the islands in the stream.

**All star water** The sparkling blue water and the archipelago near shore is what defines Stockholm and gives it its unique character. Whenever you look, there's water. And since it's so clean, you can use it for all types of activities, like fishing and even swimming in the middle of town.

**The green spaces** Green is the new black and no large city has more green spaces than Stockholm. And what's more, the air and the water is clean and fresh and you're never far away from nature.

**The attractions** Few other ports so many interesting attractions into such a compact and easily accessible area. Coastal Check, Medieval old town! Check. Wide selection of museums and galleries! Check. Cool restaurants and nightclubs! Check! We could go on but we'll stop here.

**The welcoming** You don't have to master the language made famous by the chef from the Muppet Show to get by in Stockholm. Almost everyone speaks at least English and are (according to surveys) welcoming, open and respectful towards visitors.

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[www.stockholm.se](#)  
[@stockholm.se](#)

Thorngården 2, Drottninggatan 23, Stockholm

Stockholm Visitors Board AB  
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[@stockholm.se](#)

It's difficult to translate, it basically means you'll find coffee everywhere in Stockholm, you will find coffee everywhere, whether it's traditional or

**Espresso** Espresso is a cult, art gallery, and concept store all in one. These year coffee while shopping or enjoy your coffee in a gallery. The store offers a special selection of items, vintage fashion, music, books, magazines and more. [@espresso](#) 7. [@espresso](#)

**For connoisseurs** For those who love coffee, there's no better place than Stockholm. Two-time winner of Cup of Excellence. [@cupofexcellence](#) 10. [@cupofexcellence](#)

**Scenic Bar** Coffee standing at the bar. Good to have Stockholm's best coffee. [@scenicbar](#) 14. [@scenicbar](#)

**Hybrid Coffee Bar** A concept shop run by coffee enthusiasts with a feel for locally sourced coffee. [@hybridcoffeebar](#) 7. [@hybridcoffeebar](#)

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## Net Nordic cuisine

With restaurants, innovative kitchens, food trucks and Michelin stars, some of the world's best and most creative chefs, all of it is Scandinavian culinary tradition with a focus on locally produced, organic foods. Trends in gastronomy and

**Green and organic Stockholm** Green, new, vegetarian, vegan, locally produced and organic plenty of restaurants in Stockholm offer tasty, healthy and green dishes.

**Espresso** An urban restaurant with a focus on organic, locally produced food. Simple, well-thought food is served in a stylish environment. [@espresso](#) 17. [@espresso](#)

**Vegetarian** An elegant and enjoyable venue to the award-winning fine restaurant. [@vegetarian](#) 14. [@vegetarian](#)

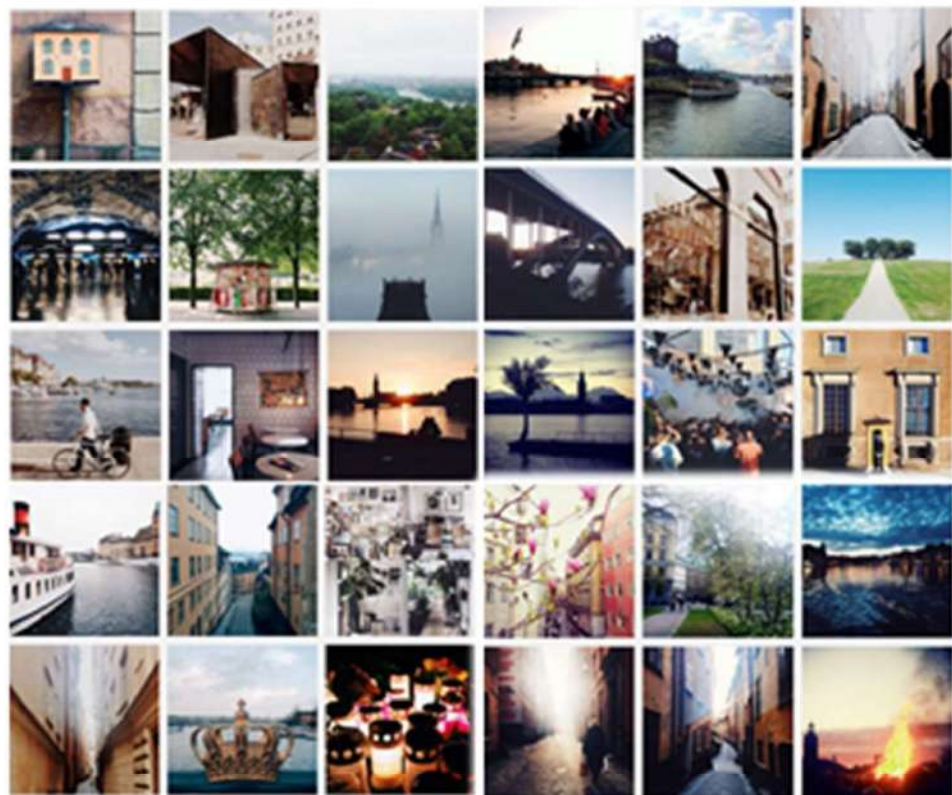
**Perennial** The largest organic food store in Sweden. Go for lunch, a glass of champagne, or even just to buy your daily groceries. [@perennial](#) 14. [@perennial](#)

**Food trucks** Food on wheels. More and more people have discovered Stockholm's food truck culture. Restaurants serving a variety of cuisines including vegetarian, Vietnamese, Turkish, new food and Mexican. [@foodtrucks](#)

**Michelin stars in Stockholm** Internationally renowned restaurants and extraordinary dining experiences in Stockholm is home to multiple restaurants with one or two Michelin stars. 2 stars: Mathias Dahlgren, Stockholm and Crown King, Frösunda. 1 star: Espérance, Väst, Stockholm, Mathias Dahlgren, Stockholm, Copenhagen, Denmark, Stockholm. [@michelin](#)

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The Stockholm Film Festival is one of the leading film festivals in Europe and a dream come true for all cineasts. Hundreds of movies from all around the world are presented in different cinemas around Stockholm for a period of 12 days. [@stockholmfilmfestival](#)



## @visitstockholm

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[VK.com/visitstockholmRU](https://VK.com/visitstockholmRU)

Sina Weibo - Capital of Scandinavia

Wechat Capital of Scandinavia

Sohu Capital of Scandinavia

[linkedin.com/visitstockholm](https://linkedin.com/visitstockholm)

[youtube.com/stockholm](https://youtube.com/stockholm)



# Q&A



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# WELCOME TO STOCKHOLM

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The Capital of Scandinavia

**Au revoir ! RDV les 9 et 10 novembre!**

## **Meet the locals**

**Danemark / Finlande / Islande / Norvège /Suède**

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Visit Finland : <http://imagebank.visitfinland.com/>

Promote Iceland : <https://www.iceland.is/press/photos>

VisitNorway : <https://www.visitnorway.com/media/photo-and-film-bank/>

Visit Sweden : <http://imagebank.sweden.se/>

