

## **TUI operates more flights to Finland – A New Destination: Arctic Lakeland**

- **Over 60,000 holidaymakers will fly with TUI to explore Finland’s wintery North**
- **TUI expands in Finland, new destination Arctic Lakeland in Kainuu province**
- **This winter, from January 17th TUI fly will operate a direct flight every Friday from Amsterdam to Kajaani**

**Kajaani, 17th January 2025.** This winter season TUI will fly over 60,000 holidaymakers from the United Kingdom, the Netherlands, Belgium, Spain and Portugal with its own airplanes to Finland. Not only is Finland an important source market for TUI, but the country is also a destination on its own. The province of Lapland in northern Finland is a favorite winter holiday spot for TUI’s customers, and for this winter TUI is adding a new destination to its holiday selection: Arctic Lakeland in Kainuu.

Today, a special TUI Fly Netherlands flight landed in Kajaani, bringing the first TUI customers to the new destination, Arctic Lakeland. At the terminal, before moving to their transfers, the customers were greeted with Finnish delicacies from the Kainuu region. The flight was welcomed by Joni Nojonen, the Manager of Kajaani Airport, Teuvo Hatva, the Chairman of Kajaani City Council, and Aija Laukkanen, the Project manager of the Arctic Lakeland. From the airport, the holidaymakers will move to their accommodations and enjoy the wonderful experiences in Arctic Lakeland.

### **Kainuu – Finland, Arctic Lakeland**

Kainuu offers all the beloved northern winter activities, such as husky safaris, snowmobile rides, and witnessing the northern lights. It is located in the pristine, snow-secure plains with large frozen lakes in the Arctic Lakeland region. Kainuu is less well-known than the destinations in slightly more northern Finnish Lapland but has plenty to offer. And since it is still less visited, the prices are very

attractive. Accommodation options range from wooden cabins to hotels with extensive facilities, located in the serene white wonderland or a lively village.

“Winter vacations in the north of Europe are becoming increasingly popular among Dutch travelers. Therefore, I’m happy that we were able to add Kajaani and the Arctic Lakeland region to our offer. Today we bring the first Dutch travelers who are undoubtedly going to enjoy a fantastic stay here. But not only for the Dutch market Kajaani is an interesting new destination, it provides opportunities for the entire TUI Group to expand business in Finland. So hopefully many more travelers will follow to experience the beautiful surroundings of Kajaani and the Arctic Lakeland,” says **Manfred Lahey**, Head of Product & Business development TUI Netherlands & Belgium

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“We are happy to welcome TUI’s first flight to Kajaani Airport! TUI is the leading provider of package tours to Finland with a strong experience in Arctic travel. This connection serves both Kajaani and Kuusamo area and is a great addition to the route offering this winter!”, says **Petri Vuori**, Finavia’s Senior Vice President responsible for route development.

“We are pleased to welcome TUI's Dutch customers to enjoy the winter experiences offered by Arctic Lakeland. Long-term efforts are paying off as TUI's first plane lands in Kajaani on Friday. Guests can look forward to unforgettable moments in the pristine nature,” says **Aija Laukkanen**, Project manager of the Arctic Lakeland Charter -project

Finland is a very important market for TUI, and three Boeing 737-8 airplanes are named after destinations in Lapland. "Kittilä" was named in 2018, and "Rovaniemi" in 2022, with Santa Claus himself being the godfather at that time. "Ivalo," the latest addition to the TUI fleet in 2024, has "Diesel," the local celebrity husky dog, as its godfather. And more will follow. TUI currently flies to five airports in Finland: Rovaniemi, Kittilä, Ivalo, Kuusamo, and Kajaani.

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