



Go Nordic

Les pays nordiques

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A scenic view of a narrow river flowing through a forested valley. The water is calm, reflecting the surrounding trees and the sky. In the foreground, the dark hull of a canoe is visible, pointing towards the river. The background shows steep, rocky banks covered in dense evergreen forests. The overall atmosphere is peaceful and natural.

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!

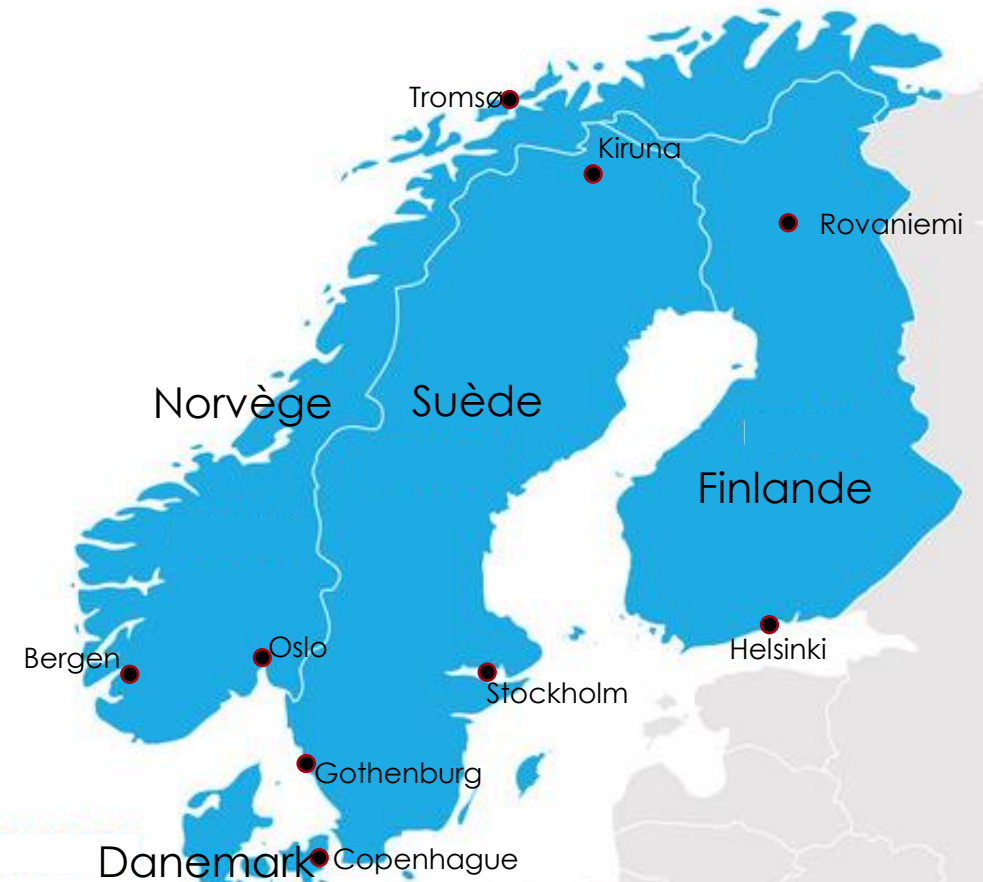


Situation COVID-19 dans les pays nordiques

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

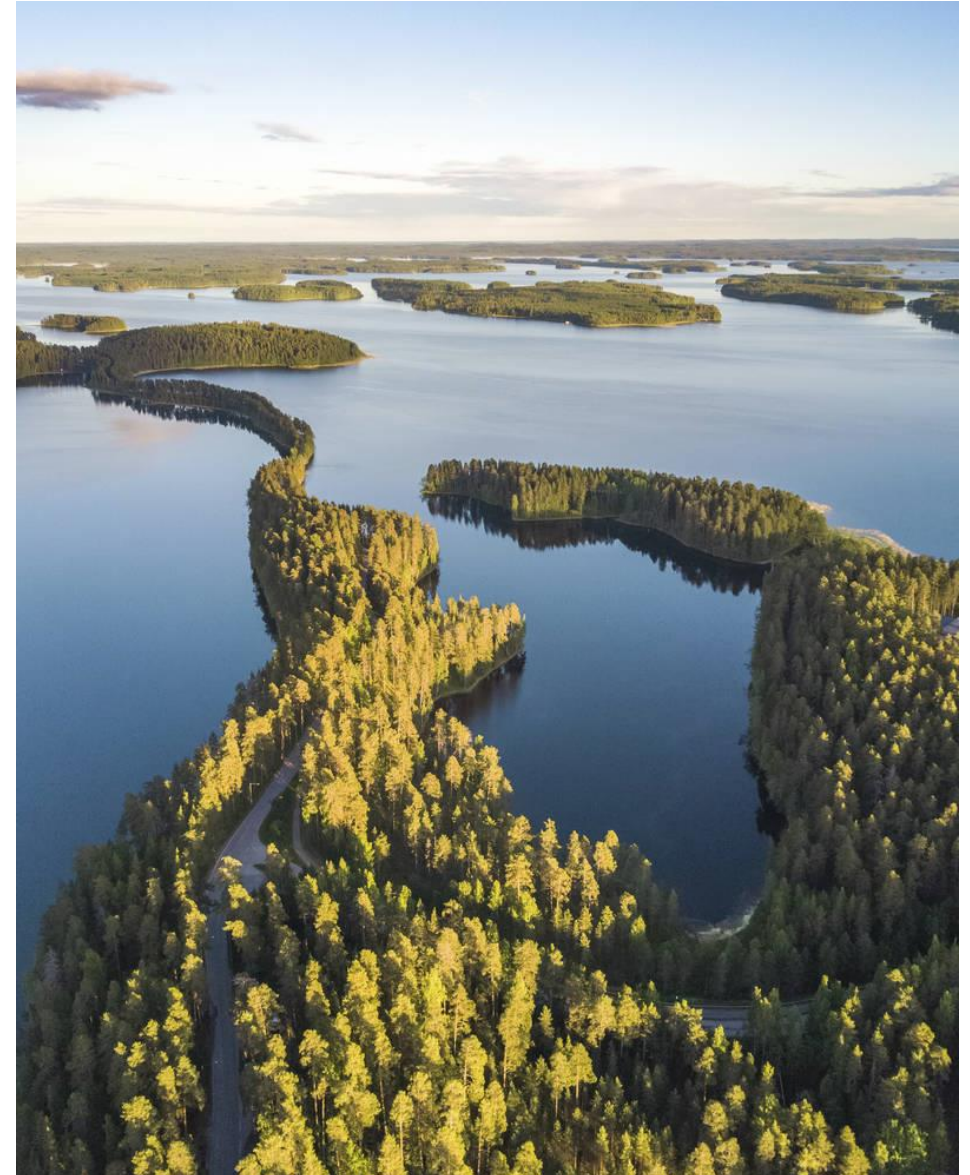
- Les lacs couvrent plus de 1/4 de la surface de la Finlande, soit le plus grand nombre de lacs et d'îles au monde (par km²)
- La moitié des lacs les plus grands d'Europe sont en Finlande
- Le lac Saimaa a le littoral le plus grand au monde: environ 15 000 km
- Un paysage unique sculpté par la période glaciale
- 19 parcs nationaux
- 3 sites UNESCO
- Le berceau de notre épopée national, le Kalevala



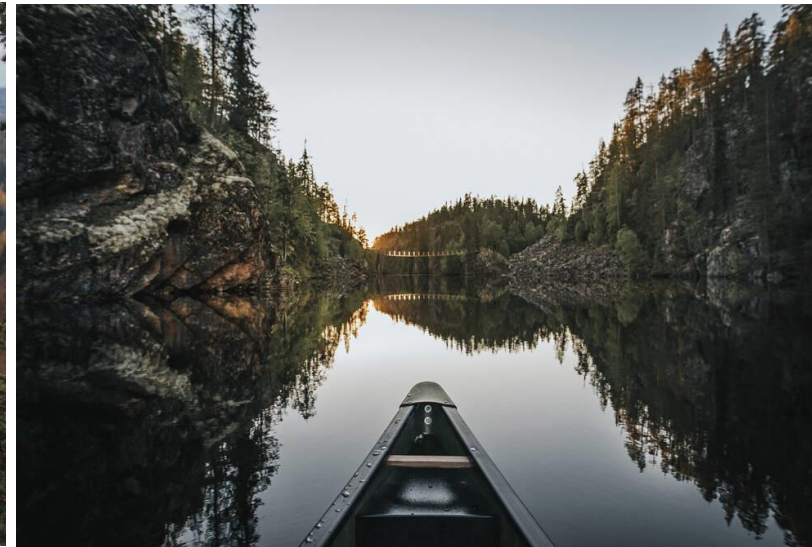
La région des Lacs – cœur de la Finlande

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



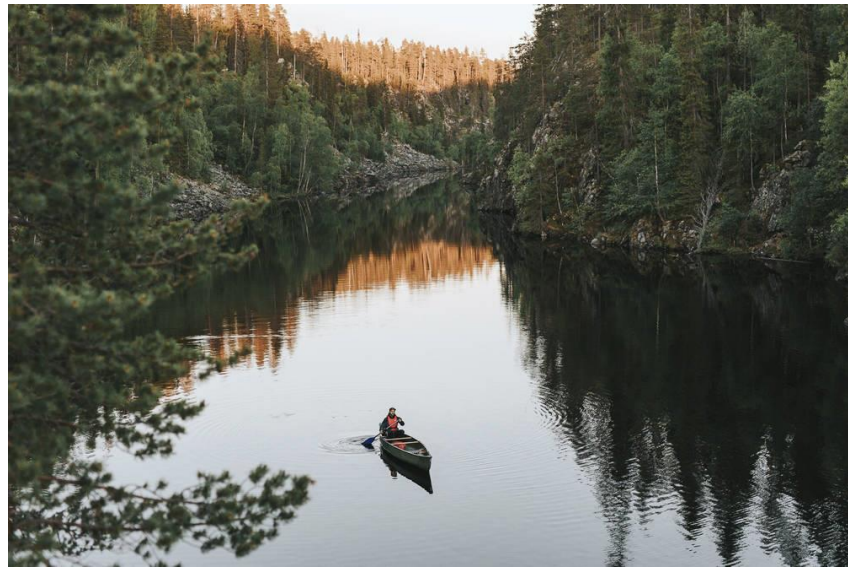
- **L'accès :**

- 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:	Link to website



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:	Link to website





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:	Link to website



For FIT's

For Groups

* 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.





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

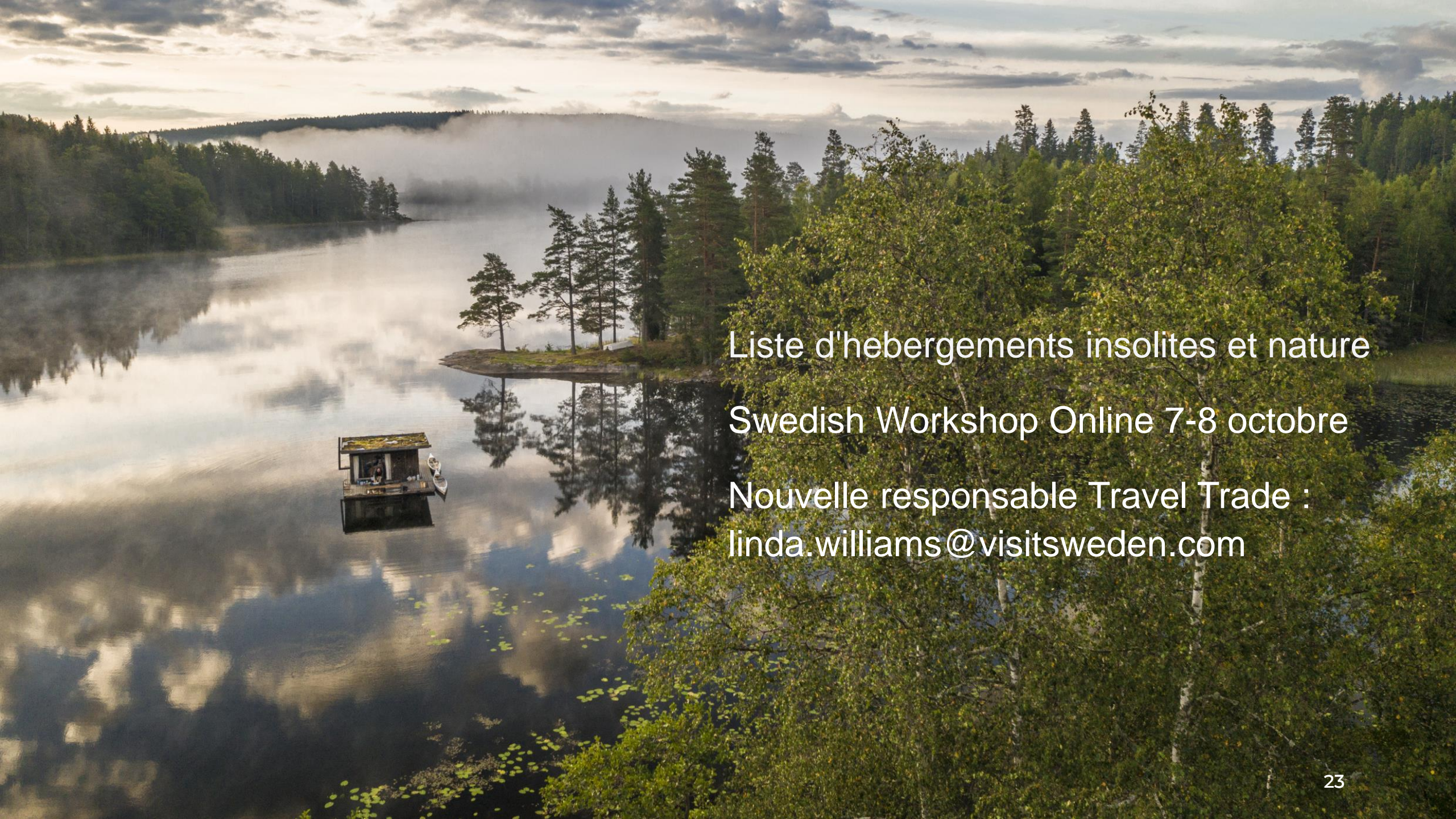


Outils pour les professionnels

- Travel Trade Web: www.visitfinland.com/travel-trade
- Visit Finland website FR: www.visitfinland.com/fr
- Visit Finland Images: <https://mediabank.businessfinland.fi>
- Finland product manual: 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



STOCKHOLM

Present hotel capacity

Within 10 minutes walk from the Central Station

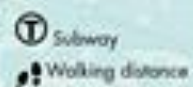
Number of hotels: 45
Number of rooms: 8 500

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



Deutningholm

To Stockholm-Arlanda Airport
20 min by express train

37 300 rooms

VASASTAN

ÖSTERMÅLM

KUNGS HOLMEN

CITY

CENTRAL STATION

To Stockholm-Bromma Airport
20 min by airport bus

City Hall

10 min
8 500 rooms

GAMLA STAN

National Museum

Vasa Museum

Royal Palace

Modern Art Museum

DJURGÅRDEN

Skansen

ABBA Museum

Fotografiska

SÖDERMÅLM

SOFO



10 min

17 600 rooms

To Stockholm-Skavsta Airport
20 min by airport bus

Skypview

A scenic view of a city, likely Stockholm, seen from a hillside. In the foreground, two people are walking away from the camera on a dirt path. The person on the left is wearing a blue jacket and has a green bag slung over their shoulder. The person on the right is wearing a white shirt and a blue cap. The background shows a city with buildings and a body of water under a bright sky. The text "HIDDEN GEMS" is overlaid in the center of the image.

HIDDEN GEMS

ROOF TOP TOURS

A person wearing a white hard hat, a white t-shirt, dark blue pants, and a bright green safety harness is standing on a dark metal rooftop. They are looking out over a dense cityscape with various colored buildings and two prominent church spires with green roofs. The sky is blue with scattered white clouds.

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



SVARTSÖ LOGI



ISLAND LODGE





VAXHOLM BED & BREAKFAST

Vaxholm Bed & Breakfast

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







An aerial photograph of a large, modern building complex situated on a lush, green island. The building has a prominent orange-brown roof and is surrounded by dense pine trees. To the left, a white boat is docked at a pier in the water. The word "ARTIPELAG" is overlaid in large white letters across the center of the image.

ARTIPELAG





THE EDIBLE TABLE - UTÖ





NEWS

ELLERY BEACH HOUSE



VILLA DAGMAR



The image shows the interior of the Östermalms Food Hall, a multi-level dining and shopping area. The architecture is a mix of historic and modern styles, featuring ornate wooden structures, arched windows, and a prominent red pillar. People are seen walking through the hall, browsing food displays, and sitting at tables. A sign for 'SALUPLATS' is visible on the upper level.

ÖSTERMALMS FOOD HALL

ROOFTOP DINING SPOT





AVICII EXPERIENCE

STOCKHOLM FOR PROFESSIONALS

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. [www.vasamuseet.se](#), [www.vasamuseum.com](#), [www.vasamuseum.se](#)

The Royal Palace The Royal Palace is one of the world's oldest palaces - with more than 600 rooms it was built in the 18th century in Baroque style on the site of the Old Town. Visitors can visit the state suites and the museum of the palace, including the Royal Armoury. [www.slottssamlingen.se](#)

Kunstmuseum Kunstmuseum is one of the world's largest museums for contemporary photography. Four wings, large art and about 20 smaller exhibitions are presented annually. You can also see a great book and cinema shop and a private restaurant. There is also a view of the city from the top floor. [www.kunstmuseum.se](#)

Museum Modern The museum presents contemporary art with modern design and is set in a building that is a work of art. Museum Modern offers a free design program temporary exhibitions, children's workshops, a cafe, and a bar with a beautiful view of Djurgården and Stockholm. [www.museummodern.se](#)

Museum Oceanic Museum Skansen is the oldest open museum in the world, founded in 1859, complete with historic buildings, Nordic animals, a children's zoo and an open-air theatre. Skansen Museum offers a free design program temporary exhibitions, children's workshops, a cafe, and a bar with a beautiful view of Djurgården and Stockholm. [www.skansen.se](#)

The City Hall The tower of City Hall, with its three golden spires, is the most significant building on the Stockholm island Årstad. It has been the city's administrative centre where laws were made, it is also the venue for the Nobel Banquet. [www.stadshuset.se](#)

Stockholm Victoria Board [www.victoriaboard.com](#)

Stockholm meet

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

Acne x Acne Studios The fashion house has found great success worldwide and its creative team collection is a starting point for Acne's fashion collection. Acne Studios is a fashion house that has a strong focus on quality and craftsmanship. [www.acnestudios.com](#)

Stockholmer Swedish designer Conny Rindler has received awards over the years, including the Fashion Design Award. Rindler's collections are gender-neutral, with a focus on quality and craftsmanship. [www.connyrindler.com](#)

Wigman Wigman is a Swedish designer and designer. Her collections are gender-neutral, with a focus on quality and craftsmanship. [www.wigman.se](#)

Filippa K x Filippa K Second Hand The Filippa K collection features simple, ethically sourced, high-quality designs that stay on the cutting edge. The brand is known for its simple, ethically sourced and timeless designs that stay on the cutting edge. Open [www.filippak.com](#)

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 seal 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 came 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 ocean.

All that water The sparkling blue water and the archipelago near shore is what defines Stockholm and gives it its unique character. Whenever you look, there is 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 cities pack so many interesting attractions into such a compact and easily accessible area. Central Stockholm is a treasure trove of museums and galleries. Check out the National Museum and the Swedish Museum of Natural History. [www.naturhistoriska.se](#)

The welcoming You don't have to master the language made famous by the chef from the hit TV show to get by in Stockholm. Almost everyone speaks at least English and are (according to many) extremely open and respectful towards visitors.



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

Stockholm Coffee Bar Stockholm Coffee Bar is a cafe, art gallery and concept store all in one. Here you can enjoy your coffee while shopping or enjoy your little morning gallery. The store offers a special selection of items, vintage fashion, music, books, magazines and more. [www.stockholmcoffeebar.com](#)

For connoisseurs Stockholm Coffee Bar is a cafe, art gallery and concept store all in one. Here you can enjoy your coffee while shopping or enjoy your little morning gallery. The store offers a special selection of items, vintage fashion, music, books, magazines and more. [www.stockholmcoffeebar.com](#)

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Best Nordic cuisine

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

Green and organic Stockholm Green, raw, vegetarian, vegan, locally produced and organic: plenty of restaurants in Stockholm offer tasty, healthy and green dishes. [www.greenandorganic.com](#)

Stockholm Stockholm is a city of food. From the traditional Swedish dishes to the modern, innovative and creative, there is something for everyone. [www.stockholm.com](#)

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搜 狐
S•H•U.com



Q&A



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WELCOME TO STOCKHOLM

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Au revoir ! RDV les 9 et 10 novembre!

Meet the locals

Danemark / Finlande / Islande / Norvège /Suède

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