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# Rovaniemi Nature tells about easy access to the Arctic wilderness

**The newest brand in nature tourism in the Rovaniemi area combines the best nature destinations and services under one name, message and visual look. Rovaniemi Nature can be seen on signposts and in electronic communications. The main idea of the brand is a promise of effortless travel with guided nature tours for the comfort-seeking traveller who appreciates well-being.**

**Rovaniemi Nature finds the best ways to enjoy the wilderness and reinvigorate oneself during the snowless season.**

For a tourist coming from a very different culture, Lapland’s tranquillity, pure and green nature, cool air, endless daylight, and clean water are a wonder. In Rovaniemi, many can for example experience what a forest is for the time in their lives. The brand wants to target everyone who uses Rovaniemi nature services: tourists and locals.

Nature lovers can share their photos and experiences in Rovaniemi through social media using the following tags: #RovaniemiNature and #VisitRovaniemi. Everyone using social media thus supports the official communications. Thanks to social media, hiking and camping in the wilderness has become trendy among the young in particular. Images and videos posted on social media create phenomena and interest for travel destinations.

Rovaniemi is particularly suitable for a comfort-seeking nature traveller who would also like to enjoy services and an urban experience. The message of the Rovaniemi Nature brand is that Rovaniemi has wonderful northern nature that starts at one's front door − in the middle of the city and its cultural offerings. In Rovaniemi the hiking trails are quickly and easily accessible and often also unobstructed. A professional guide helps even an inexperienced trekker in finding a connection with nature, safely. At the end of the day, travellers enjoy a restaurant dinner, and a good night's sleep between clean sheets.

**Rovaniemi Nature can be seen on signposts and in electronic media**

Rovaniemi Nature is based on the brand “Rovaniemi – the Official Hometown of Santa Claus”. The word Nature was added to the main logo of Rovaniemi as a header. This solution is recognisable, and it supports the long-running and resolute marketing activities in Rovaniemi. The northern nature is one of the main attractions of Rovaniemi together with the Christmas story, northern culture and activities.

The Rovaniemi Nature brand is a project designed for the City of Rovaniemi, Metsähallitus (manages state-owned land and water) and travel businesses in Rovaniemi. In the first phase, the brand will be used on the signposts of the Arctic Circle Hiking Area and the starting points of the main trails near the Santa Claus Village, as well as, in the electronic services and in the tourism marketing of the area.

Rovaniemi distinguishes itself from other fell centres and national parks in Lapland by offering year-round services and accessibility. There is enough protected nature and signposted trails to explore for days, with more than 90 lean-tos where one can take a break. Starting from the centre of Rovaniemi, one can walk or cycle to many distinct and magnificent nature destination, for example Ounasvaara, Koivusaari, Arktikum Park and the Korkalovaara Nature Trail.

The most popular destinations of Metsähallitus in Rovaniemi are Auttiköngäs and the Arctic Circle Hiking Area. Several of the nature destinations are suitable for disabled people, families, beginners or those who are not used to the wilderness: the Puistolampi unobstructed trail is particularly recommendable. Also, the Vaattunki, Vika and Auttiköngäs trails are unobstructed. There is a year-round access to the top of Ounasvaara by road. The Kemijoki and Ounasjoki Rivers and numerous beautiful lakes offer boating possibilities.

**Destination for those who’d like to reconnect with nature**

Nature in Rovaniemi may seem rather wild to an outsider. What is a walk in the park to a local, can be extreme and even frightening to an unaccustomed city dweller who isn't used to rambling in a forest. As the brand was being designed, it became clear at the workshops for travel businesses that brisk activities in the Arctic wilderness promoted thus far, actually do not interest all tourists to Rovaniemi. Tourists would like to start with lower threshold activities that are easy to get into.

In addition to brisker activities, there are more and more slower, guided ones on offer in Rovaniemi. These are for example quiet walks that incorporate photography and concentrating on silence or exploring the vegetation. Slow nature activities and well-being are the focal points of the marketing themes of Visit Finland, also.

Travelling has changed. The time is ripe for the so called passivities, also within adventure event services. Rambling is an integral part of lifestyle in Rovaniemi – let's now introduce it to tourists.

**A link to free photos for media purposes:**

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