

VISIT ARCTIC COAST

MEDIA FAM TRIP

KALAJOKI, FINLAND

13–14 August 2026

Sea • Sand • Maritime Heritage • Finnish Lifestyle

From the iconic Kalajoki “Hiekkasärkät” Sand Dunes to the living fishing heritage of Maakalla, this programme explores the nature, maritime culture and lifestyle that define Finland’s Arctic Coast.

YOUR HOST IN KALAJOKI

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WHAT TO WEAR AND BRING WITH YOU

As there will be some nice activities, please wear comfortable shoes and take a jacket for the sea trip. Also, please take your swimwear with you, for the sauna experience (towels will be provided).

FOR YOUR ACCOMMODATION IN KALAJOKI

You will receive the access code for the accommodation on the 13th of August in your e-mail

WEATHER FORECAST

<https://en.ilmatieteenlaitos.fi/local-weather/kalajoki>

ITINERARY

THURSDAY, 13 AUGUST 2026

19:00 Arrival at Linnakallio — Finnish cottage-style evening

Dinner in Finnish “mökki” cottage style, local flavours and relaxed hospitality.

Traditional Finnish sauna experience guided by Helena of Kalajoki360.

A chance to experience sauna culture as part of everyday Finnish life — simple, social and closely connected with wellbeing and nature.

Address: Taluskyläntie 660, 85230 Talus <https://maps.app.goo.gl/cK2hqW9j5cfLeKQf8>

<https://linnakallio.fi/en/home/>

<https://visitarcticcoast.fi/products-experiences/a-day-with-a-local-in-kalajoki-at-the-arctic-coast-of-finland/>

21:00 Transfer to Kalajoki Sand Dunes (Hiekkasärkät)

The dunes and sandy shoreline form one of Finland’s most distinctive coastal landscapes, stretching for more than 3.5 km along the Bothnian Bay.

[Visit Arctic Coast: Kalajoki](#)

[Visit Arctic Coast: Kalajoki Sand Dunes](#)

22:00 Check-in at Marina Chalets

Accommodation in the single occupancy in the new marina district, close to the sea, beach and Kalajoki Marina.

Address: Pikku Keskuskarintie 5, 85100 Kalajoki <https://maps.app.goo.gl/VtkiBeimp6mQ8JqK9>

<https://hiekkabooking.fi/en/accommodation/en-marina-chalets/>

FRIDAY, 14 AUGUST 2026

07:55 Check-out

Luggage into the coach

08:00 Buffet breakfast at Restaurant Välke — Santa’s Resort & Spa Hotel Sani

Nordic-style breakfast before the morning’s outdoor activity.

Address: Santa's Resort & Spa Hotel Sani, Jukupolku 5, 85100 Kalajoki [Google Maps](#)

<https://visitarcticcoast.fi/products-experiences/ravintola-valke/>

08:55 Short transfer to Safaritalo

Address: Tuomipakkaintie 19, 85100 Kalajoki [Google Maps](#)

09:00–10:30 E-fatbike safari around Kalajoki Sand Dunes

A guided ride through sandy coastal trails, forest and dune landscapes.

The experience highlights the area’s nature, coastal lifestyle and the land uplift phenomenon that continues to reshape the Bothnian Bay shoreline.

[Visit Arctic Coast: E-Fatbiking on the Sandy Arctic Sand Dunes](#)

10:45 Transfer to Kalajoki Marina

Address: Keskuskarintie 128, 85100 Kalajoki [Google Maps](#)

Kalajoki Marina is the new maritime hub of Hiekkasärkät. The guest marina opened in 2026, strengthening Kalajoki's position as a coastal boating and recreation destination.

[Visit Arctic Coast: Kalajoki Marina](#)

<https://www.kalajokimarina.fi/>

11:00 Sea trip aboard M/S Kiira to Maakalla Island

Approximately 18 km offshore, Maakalla is a historic fishing island and one of the most distinctive cultural heritage environments on Finland's west coast.

Outdoor lunch will be enjoyed on the Maakalla Island.

MAAKALLA — THE MARITIME SOUL OF THE ARCTIC COAST

Maakalla emerged from the sea in the 15th century and developed into an important fishing base in the 16th century. In 1771, the fishermen were granted exceptional self-governing rights by the King of Sweden. The tradition of local self-government continues today through the island's annual assembly.

The island's traditional red fishermen's cabins, wooden church, Old Vicarage, Käräjäkivi (Court Stone) and historic harbour preserve a rare, living connection to centuries of fishing, seal hunting and maritime life.

Guided introduction and lunch on the island will focus on fishing heritage, maritime livelihoods, Maakalla's self-government and the land uplift phenomenon.

[Visit Arctic Coast: Explore Autonomous Maakalla Islet](#)

13:00 Return sea trip to Kalajoki Marina

Enjoy views across the Bothnian Bay and the evolving coastline shaped by post-glacial land uplift.

14:00 Transfer to Oulu

FACTS & INFORMATION

Kalajoki at a glance

Topic	Key fact
Coastal location	A town on the Gulf of Bothnia in Northern Ostrobothnia, between Oulu and Kokkola.
Tourism	Approximately 2 million visitors come to the Kalajoki region annually; tourism's overall benefit is estimated at around €45 million.
Landscape	The Kalajoki Sand Dunes are a signature coastal landscape; the highest dunes are almost 20 metres high.
Economy	Tourism, agriculture, metal industry, services and energy-related development form a diversified economic base.

Maritime identity

Fishing, boating, the Port of Kalajoki, the Kallankari islands and the new Kalajoki Marina connect the town strongly to the sea.

City status

Kalajoki became a city at the beginning of 2002.

Source: City of Kalajoki — Information about Kalajoki and History of Kalajoki. [Official Kalajoki information](#) [History of Kalajoki](#)

Economy & lifestyle

Tourism. Sand Dunes area, “Hiekkasärkät” is one of Finland’s best-known year-round tourism destinations, combining accommodation, restaurants, wellness, outdoor activities and events.

Agriculture. Agriculture remains a strong local livelihood, with farms producing grain, potatoes, meat and milk.

Industry & energy. Metal industry and the Port of Kalajoki are important parts of the local economy, while the west coast is also seeing growing energy-related investment.

Education. Kalajoki provides early childhood education, comprehensive schools, upper secondary education and adult/lifelong-learning opportunities.

Everyday life. Residents have easy access to beaches, trails, cycling, golf, boating, fishing, water sports, spa and wellness services, winter sports, culture and events.

How tourism began in Kalajoki

Local recreation at Hiekkasärkät dates back to the late 19th century. A kiosk was established in the 1920s, followed by the first accommodation business, Hilma’s Hotel, in 1931. Systematic tourism development accelerated in the 1960s, and Hiekkasärkät became a nationally recognised and marketed tourism attraction from the 1970s onwards. Since 2000, the visitor centre has developed rapidly into a year-round destination with extensive accommodation, wellness, restaurant, recreation and conference services.

[City of Kalajoki: Information about Kalajoki](#)

Visit Arctic Coast: the value network in tourism marketing

Visit Arctic Coast is a coastal value network bringing together destinations and resorts along Finland’s northernmost Baltic Sea coast. Its mission is to increase the region’s international visibility, accessibility and sustainable tourism development by working together with municipalities, destination organisations, regional development bodies and tourism businesses. The network currently brings together TornioHaparanda, Liminka, Kalajoki, Jakobstad-Pietarsaari and Lappajärvi, each offering its own distinctive coastal, cultural and natural attractions. Together, they showcase the Arctic Coast as a destination of living coastal culture, Arctic phenomena, maritime experiences and year-round travel. Visit Arctic Coast’s vision is to become the most attractive and responsible coastal travel region in Finland.

<https://visitarcticcoast.fi/about-us/>

Maakalla — why it matters

Maakalla is more than a historic island: it is a living piece of coastal culture. It developed into a major fishing base in the 16th century, and its traditional community structure has survived for centuries. The 1771 royal decree granting self-government is the island’s defining historical feature.

For media, Maakalla offers several strong story angles: traditional fishing culture, the relationship between people and the sea, rare living heritage, local self-government, historic architecture and the geological story of land uplift.

[Visit Arctic Coast: Explore Autonomous Maakalla Islet](#)

The land uplift story

After the last Ice Age, the land in the Bothnian Bay has continued to rise as the Earth's crust rebounds. Around the Kalajoki coast, uplift is approximately 8–9 mm per year. The process continuously changes shorelines, shallow bays and islands — making the landscape itself a visible, ongoing geological story.

Popular outdoor activities in Kalajoki — all year

Season	Examples
Summer	E-fatbiking, hiking, surfing, kayaking, SUP, golf, boating, fishing and Maakalla cruises.
Autumn	Nature photography, hiking, cycling, birdwatching and coastal sunsets.
Winter	Snow fatbiking, cross-country skiing, snowshoeing, ice fishing, winter walks, sauna and winter swimming.
Spring	Migratory birdwatching, nature walks, cycling and observing the changing coastline.

STORY ANGLES

The dunes A Finnish beach destination with a distinctly Arctic coastal character — sand, sea, pine forest and dramatic seasonal light.

Maakalla A rare living fishing heritage environment with self-government dating back to 1771.

Sea meets modern tourism The new Kalajoki Marina connects boating, accommodation, restaurants, recreation and sea-based experiences.

A coastline that moves Land uplift is not just a geological fact: it changes harbours, islands, habitats and the way people live with the sea.

Year-round Kalajoki Outdoor recreation does not end with summer — the same coast becomes a winter landscape for skiing, fatbiking, snowshoeing and ice fishing.

Finnish lifestyle Sauna, cottage culture, local food, nature and simple outdoor activities offer an authentic perspective on everyday Finnish wellbeing.

Thank you for your visit and welcome again!

Visit Arctic Coast • Kalajoki • Finland