


Crossing borders is part of travel, but how often  
can you get to know three countries in one day?  
VIP Travel North makes it possible.

VIP TRAVEL  
**NORTH**   
FINNISH TRAVEL MARKETING LTD

14-16 April 2025  
Cahkal Hotel & Santa's Hotel Rakka  
Kilpisjärvi, Finland

In **VIP Travel North** we showcase unique, high-end destinations offering tailored services across Finland, Sweden, and Norway. Our strength lies in unity, bringing together the best of Nordic high-end destinations.

### **Who we're inviting:**

**Suppliers:** Local tourism organisations, hotels and hotel chains, spas, meeting and incentive providers, and transportation companies from Northern Finland, Sweden, and Norway.

**Buyers:** High-end incoming agencies, tour operators, meeting and incentive houses, and travel agents from around the world.

### **Why to attend:**

Explore cross-border business opportunities. Network with high-end Nordic tourism professionals. Develop partnerships and elevate service quality.



## What to expect:

Workshop day for tailoring and introducing VIP services: panel discussion regarding high-end destinations. Key-note speaker **Roberta Perez**, founder of Nordicways: "VIP service and how companies should perceive it".

## When and where:

14 April 2025 Preliminary programme

15 April 2025 Main Event

16 April 2025 Departure

*Cahkal Hotel* and *Santa's Hotel Rakka*, Kilpisjärvi, Finland

## For more information and sign up please visit:

[www.sumama.fi/viptravelnorth](http://www.sumama.fi/viptravelnorth)

The entire Cahkal Hotel is reserved for this unforgettable tailored event. Attend to network with the crème de la crème of three Nordic countries' high-end tourism destinations with other high-end tourism buyers from around the world!

**CAHKAL**  
HOTEL

*Santa's Hotels*  
CHECK-IN TO NATURE



A scenic winter landscape featuring snow-covered mountains and a large lake. The sky is filled with soft, golden light from a setting or rising sun, creating a warm and serene atmosphere. The foreground is dominated by a vast expanse of snow, leading the eye towards the distant peaks and the calm waters of the lake.

# SUMAMA

THE MATCHMAKERS FOR FINLAND

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