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## *Bothnian Coastal Route Insider's Pulse*

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Welcome to our **Insider's Pulse** newsletter. During last few years, you have read about insights from the Bothnian Coastal Route. In all our newsletters we have had one of our Project Leaders sharing their key updates and expert perspectives to you, our key B2B-partners. We hope that you have enjoyed our newsletter and that we can still keep you in the loop as we continue to build awareness of the Bothnian Coastal Route

Header photo: Frozen people Oulu2026 / Janne Käpylehto

# Dear Business Partner,



We hope that this year has been a successful one in every way. We can see that the interest for Bothnian Coastal Route is still growing and that all seasons are now recognized. As the year comes to an end and the first snow has already reached the route, we want to wish you all a very Merry Christmas and a Happy New Year. We hope to see you around the Bothnian Coastal Route.

It has been a great year for us here around the Bothnian bay. We have met a lot of Tour operators, DMC:s and travel agents that are really interested in the Bothnian Coastal Route, and we have seen the first productions to the area also, something we are very excited about! And we know that there is more under planning.

One thing we often hear is that the area is so easy to reach. And that is true, if you arrive by plane, there are seven airports serving you evenly spread out along the 882 km long road around. And guess what? The connectivity just got better, when Finnair announced that they will start operations between Helsinki and Umeå, via Vaasa. So that offers even more possibilities for your clients!

As we said, 2025 has been a good year. So, what are our expectations for 2026? Well, a sneak peak of what Oulu will be offering tells us that it will be just great!

Peter Källberg

Project Leader, Vaasa

# *Welcome to Oulu, the European Capital of Culture 2026*



The very minute that the clock hits midnight on the first day of 2026 is the same minute that the celebrations of Oulu2026 begin. We are more than excited to show you all what we have to offer during next year.

And not just in Oulu, the Capital of Culture year extends to 39 partner municipalities in northern Finland. The goal is a permanent cultural climate change that enriches cultural life, combines art, culture and technology in surprising ways, and creates encounters and interaction throughout the implementation area.

In 2026, northern Finland will become the new center of culture in Europe. Over 500 actors will create thousands of events together in 40 municipalities: exhibitions, festivals, premieres, performing arts, village festivals and permanent works of art.

*What to experience? Here below you can see just some glimpses*

Striking winter experiences: snow sculpting, ice swimming, electronic music and light events on frozen seas.

International exhibitions and premieres: from new collaborations with Fotografiska and Kiasma to the world premiere of a Sámi opera.

Nordic artistic voices: including an underground installation by Danish artist Jakob Kudsk Steensen and contributions from Nordic partners.

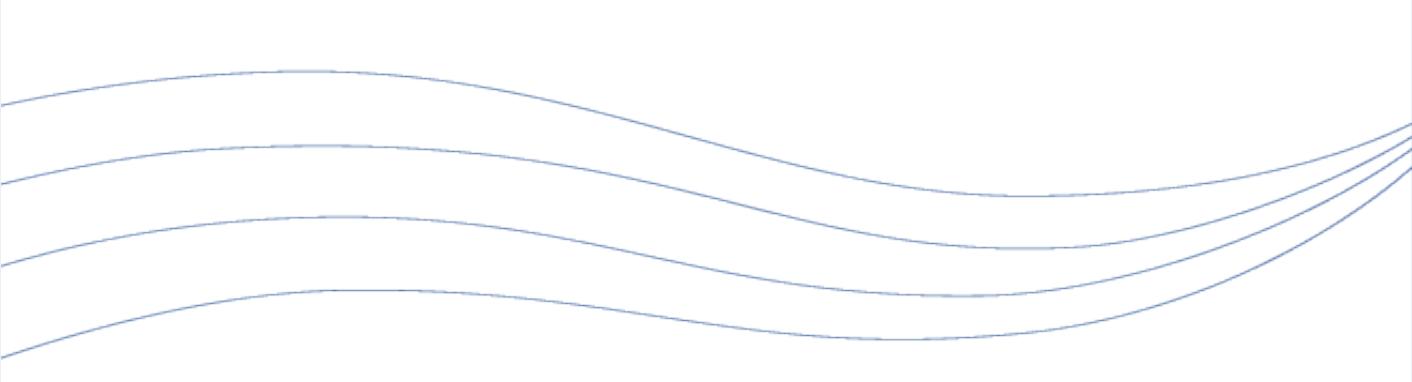
Permanent public art: Climate Clock, a new route of works by renowned international artists where art, science and nature intertwine, opening in June.

Community and food: Arctic Food Lab highlights northern cuisine, including a kilometre-long dinner table in the city centre.

Grand finales: the outdoor spectacle Delta Life in summer, and in December, Snowball – a new family musical set in the land of the Northern Lights.

So go and check our events here: <https://oulu2026.eu/en/events/>

Sari Kasvi  
Project Leader, Oulu



This is the final edition of *Insider's Pulse* within the current project. We're grateful that you've followed us on this journey and hope our insights have been valuable to your work.

We want to wish you all a very Merry Christmas and a Happy New Year. We hope to see you around the Bothnian Coastal Route!

Best regards,  
*The Bothnian Coastal Route team*

*Contact us*

*If you have any questions or feedback, please don't hesitate to ask!*

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