

# EXPERIENCE SEINÄJOKI REGION

## Welcome to the Plains!



**into**  
SEINÄJOKI

LEADER  
**Liiveri**



Euroopan maaseudun  
kehittämisen maatalousrahoitus:  
Eurooppa investoi maaseutualueisiin

# WONDERFUL EXPERIENCES IN SEINÄJOKI REGION!

South Ostrobothnia offers Finland's widest range of great destinations, activities, sights, events and places to shop.

**What is the capital of the Finnish plains made of?**

Wide, open landscapes and people with a can-do attitude: if we don't have it, we'll make it, be it a lake or a mountain.

The Region of South Ostrobothnia is located in Western Finland.

It is formed by 18 municipalities and has a total population of 195.000 residents.

The capital city of the region is Seinäjoki with 65.000 residents.



# SPACE FOR BIG DREAMS

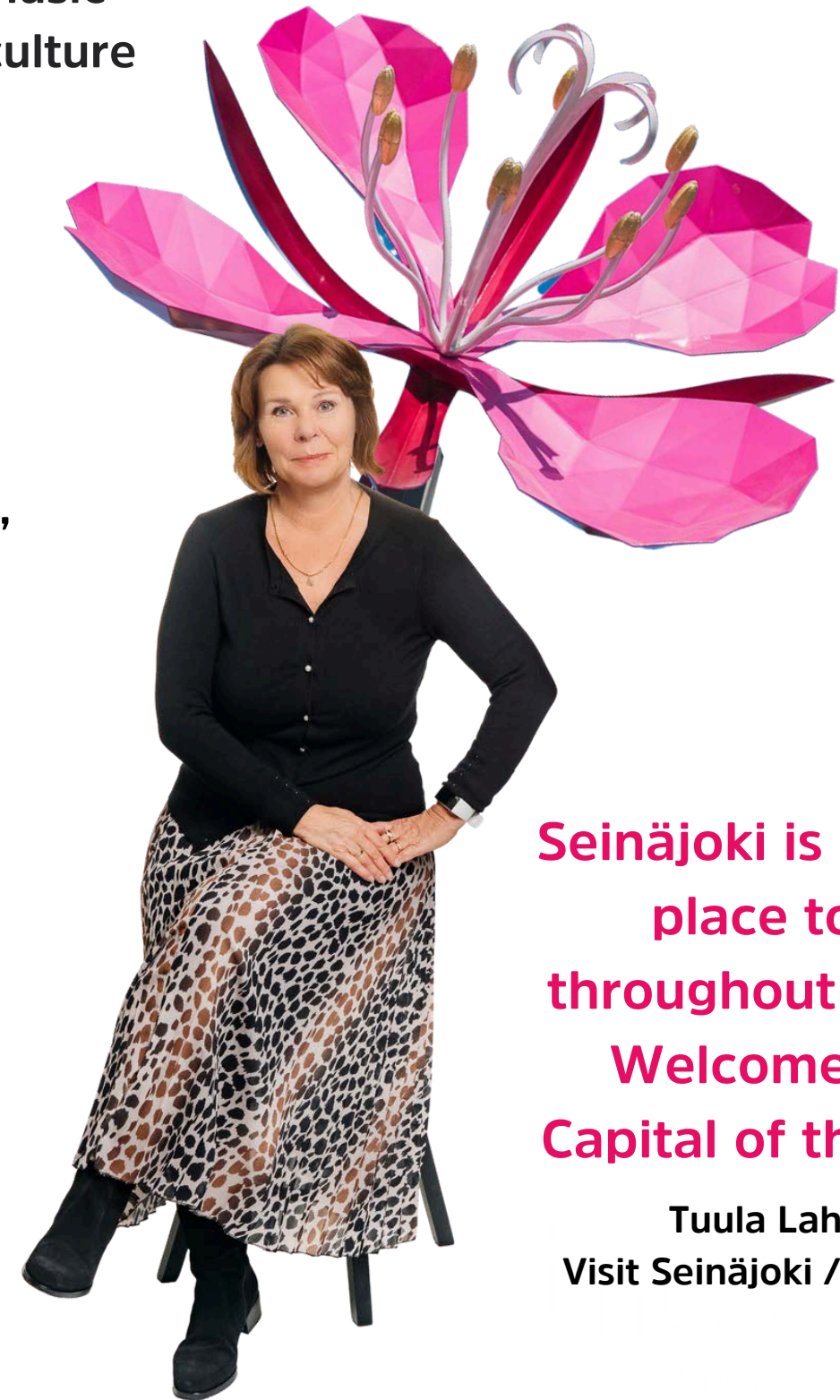
## GET INSPIRED BY THE CAPITAL OF SPACE!

Seinäjoki is so much more than Aalto architecture and its summer music festivals. Even after the summer season, there is plenty on offer for culture vultures: contemporary art, theatre, music clubs.

### What is the capital of the Finnish plains known for?

The biggest summer festivals in Finland, an array of buildings by our internationally best known architect Alvar Aalto, sports, and the comedy stuntmen Dudesons.

And so much more...!



**Seinäjoki is a bustling place to visit throughout the year! Welcome to the Capital of the Plains!**

**Tuula Lahti, CEO  
Visit Seinäjoki / Visit Lakeus**

VISIT  
**Lakeus**

 **visit**  
**Seinäjoki**



# PLAN YOUR JOURNEY!



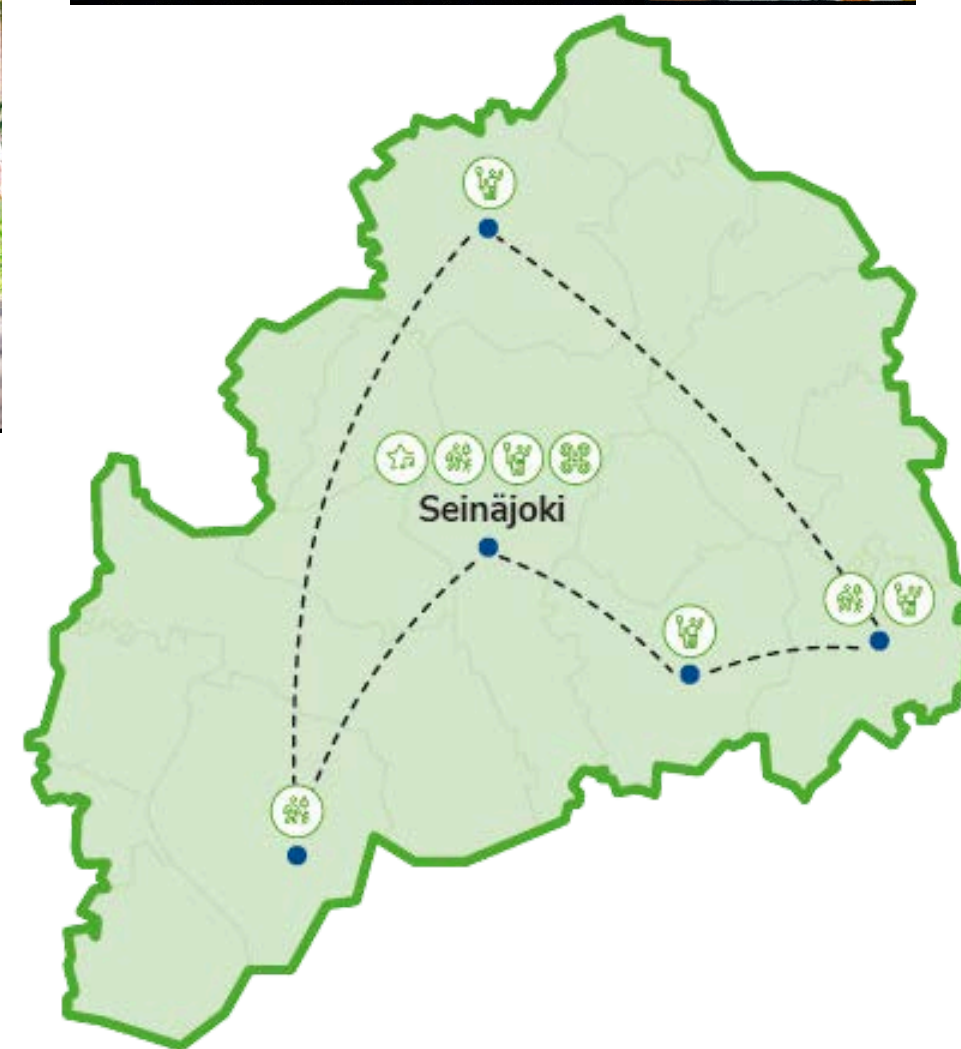
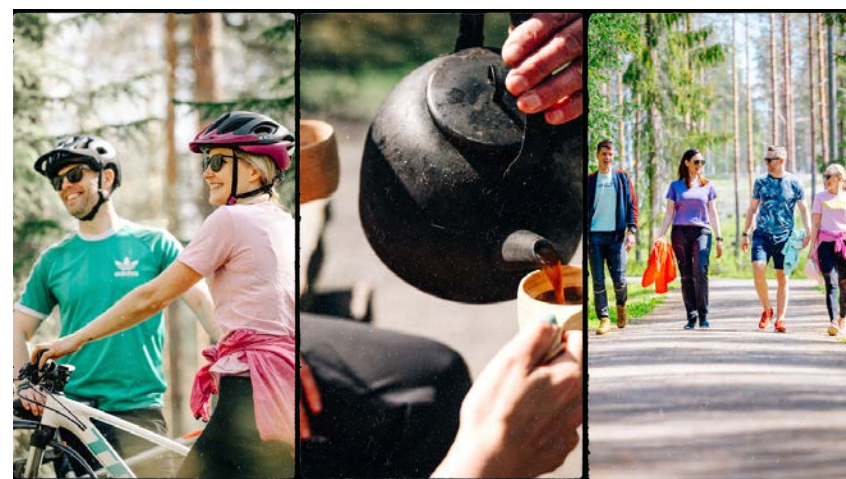
**FAMILY FUN**



**MUSIC FESTIVALS**



**NATURE**



**CULTURE**



Scan best tips to do  
in South Ostrobothnia



[www.visitlakeus.fi](http://www.visitlakeus.fi)



# NATURE RESERVES

**Enjoy hiking, camping and/or self organized tours in the South Ostrobothnian Plains!**

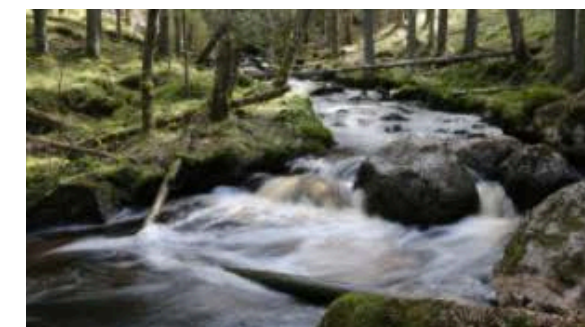
- South Ostrobothnia is a haven of distinctive attitude, with each municipality having its own special characteristics.
- Nothing refreshes like time spent in nature. Those heading to South Ostrobothnia can congratulate themselves - after the trip, they will probably feel even better.
- Admire the wide landscape, dive into magical forest trails with log cabins and berry forests, or spend a moment on the fitness stairs.
- South Ostrobothnia offers hikers peaceful of nature experiences in beautiful landscapes!
- Equipment rental is a great alternative to try new sports and experience nature in a new way. A holiday trip gets a surprising extra spice when you go to explore the destination, for example by paddling in a kayak or riding on an electric fat bike.
- Plan your unforgettable trip to South Ostrobothnia!



# LAUHANVUORI – HÄMEENKANGAS UNESCO GLOBAL GEOPARK

**Experience the serenity and mystique of the wild mires and discover the traces of the past geological drama.**

- Lauhanvuori – Hämeenkanngas Geopark in the border regions of the three provinces, in the area of ten municipalities, brings together the region's internationally significant geological heritage, valuable nature, special features of local culture and the most attractive tourist services.
- The Lauhanvuori and Kauhaneva – Pohjankangas National Parks, Hämeenkanngas, Haapakeidas and other magnificent sites present Geopark's unique nature and geological story. Over two billion years, the ancient mountains have turned into a rhyming landscape of mires, forests, river valleys and ridges, with picturesque country villages, churches, stone bridges and old buildings representing special local history and culture.
- For hikers and nature walkers, there are versatile routes from pine forests to mystical bog wilderness. You can get to know the natural wonders of the Geopark up close and take a dip in the clear lakes and exotic ponds. Enjoy memorable delicacies made from pure ingredients in the area's restaurants and cafés or buy ready-made picnic lunches.
- UNESCO has granted it UNESCO Global Geopark designation as the second Geopark in Finland.





# EXPERIENCE FAMILY FUN

Spend a fun family holiday in South Ostrobothnia. Our best family vacation destinations are located just a stone's throw away from each other. Tour all our destinations, or pick the ones that best suit your trip.



# ÄHTÄRI ZOO

**Come face to face with nature at Ähtäri Zoo**

- Ähtäri Zoo is Finland's oldest zoo built in a natural environment where you can experience many wonders of the world!
- While best known for its brown bears and great pandas, Ähtäri Zoo is home to several other exciting species from the Nordic region and Asia. It houses more than 50 animal species, including wolverines and wolves and the endangered red pandas, snow leopards and takins.
- The zoo's easy-to-navigate route runs through a wooded area. There are also playgrounds and picnic areas for enjoying a packed lunch or grilling sausages along the route.
- Gifts and souvenirs are available at the Zoo Shop.
- Ähtäri Zoo's open farm offers an introduction to farm animals and farming.
- Hotel Mesikämmen is located only a couple of minutes' drive from the entrance to the zoo. Ähtäri Zoo Camping offers accommodation on the lakeshore of the beautiful Hankavesi, a stone's throw away from the zoo. The campsite has cabins and larger Hirvi cottages that are also suitable for winter use.



# POWER PARK

**Finland's most exciting amusement park is the beating heart of the PowerPark entertainment centre.**

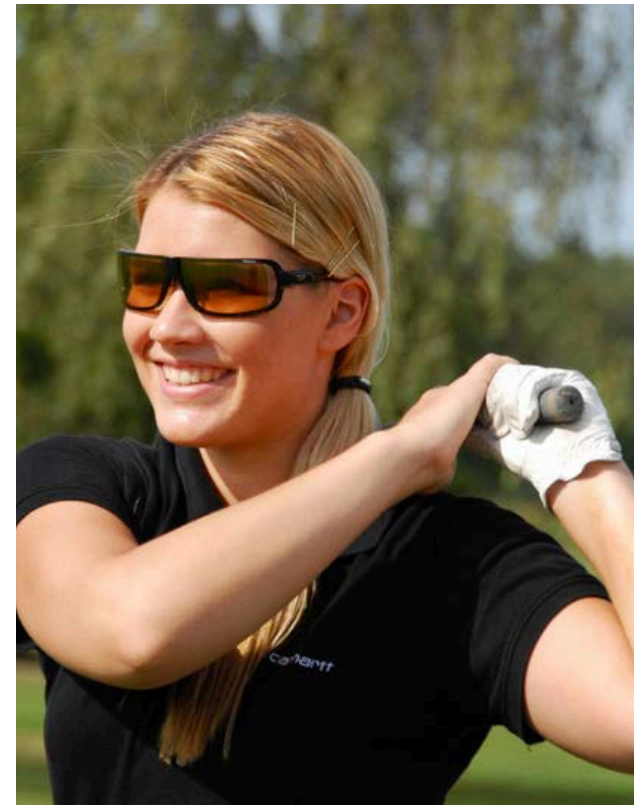
- PowerPark consists of 160 hectares of fun, speed, activities and excitement – without age limits. While PowerPark's heart is the amusement park, the area also offers plenty of other things to do and see.
- The amusement park features 40 hair-raising rides. In the magical amusement park, you can have an adventure in a Wild West village, on the narrow streets of a small Italian town or in a Tyrolean village.
- The spacious, well-maintained amusement park offers enough to do and see for several days.
- The Mika Salo Circuit, designed by Formula 1 driver Mika Salo, is one of the world's most beautiful outdoor karting tracks. The 1,000-metre track, located by a river, has hosted European and World Championships in karting.
- In addition to the outdoor karting track, the park now also houses an indoor track, the Equine Centre and Finland's first 5D cinema.
- Because PowerPark has more to do than can be experienced during a single day, the area also offers numerous wonderful restaurants and cafés and a wide range of accommodation.



# HÄRMÄ SPA

## A spa hotel in the heart of Ostrobothnia

- Härmä Spa is located in the heart of Ostrobothnia. All the region's most interesting tourist attractions are within easy reach.
- The price of a stay includes the use of the spa and gym, and entertainment and a full breakfast buffet.
- Härmä Spa offers things to do for the entire family! For fans of Finnish dance music, we arrange dances several times a week. Located close to the spa hotel, Anssin Jussin Arena offers a wide range of activities and events.
- Visitors also have access to a golf course, playground, beach volley court and a hiking route.
- You can also try out multigolf, a sport that brings together frisbee golf, park golf and foot golf. In the winter, you can go sledging or cross-country skiing.
- At Härmä Spa's meeting centre, you can hold a memorable meeting, whether you want to include a pampering session in your schedule or arrange a more conventional meeting.
- Härmä Spa is the region's largest and most versatile meeting service provider
- Wide range of restaurant services available



# KESKISEN KYLÄKAUPPA

**Keskisen Kyläkauppa in Tuuri is Finland's largest department store and the country's most popular tourist attraction.**

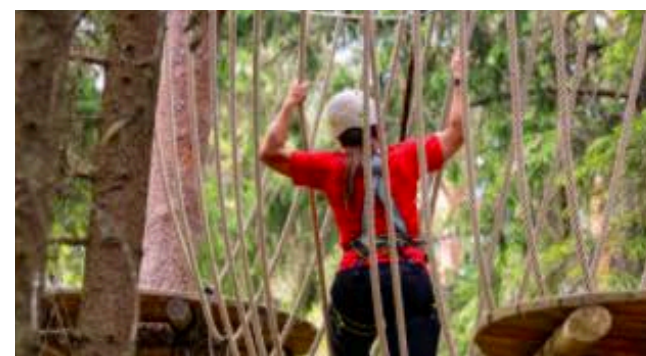
- With more than six million visitors a year, Keskisen Kyläkauppa is Finland's largest department store and most popular travel destination. The atmosphere, stunning details and surprising encounters it offers are impossible to put into words – they must be experienced in person.
- The department store is a real entertainment centre, where visitors of all ages can spend time, meet friends and enjoy the atmosphere. It focuses on offering experiences in a comfortable setting – the entire family from children to grandparents can find something to see and do for the whole day.
- Finland's most affordable prices, best selection and friendliest staff, combined with a spectacular setting and exciting events, make for a memorable experience. In addition, the centre's restaurants serve delicious meals to suit all tastes in a relaxed environment.
- Keskisen Kyläkauppa is known for its events. Hundreds of different events are held in the area each year. One of the most popular events is the Miljoona Tivoli fair, which takes over the entire yard area every summer and offers free entry to children under the age of 13. Such events attract thousands of visitors to Tuuri to enjoy the Keskisen Kyläkauppa unique atmosphere.



# ADVENTURE PARK SEIKKAILUTUURI

**Beat yourself, challenge your body and mind.**

- Adventure Park SeikkailuTuuri offers unique experiences and opportunities to push yourself to new heights through adventures on a rope obstacle course located in Alavus, Tuuri.
- In the park, you mainly move on various courses built in trees, supported by cables. Beat yourself, challenge your body and mind. Discover your inner adventurer. Move agilely or cautiously, glide like a bird or slide swiftly to the finish line!
- SeikkailuTuuri consists of six different level adventure courses. The courses are safely elevated between 2 to 12 meters. The varying levels of the courses provide suitable challenges for adventurers of all skill levels.



# EXPERIENCE CULTURE



# SEINÄJOKI AALTO CENTRE

**Get fascinated by the international tourist attraction**

- Alvar Aalto was a legendary Finnish architect and historical figure. The mark of Aalto's hand can be strongly seen in Seinäjoki and draws the interest of architecture enthusiasts both nationally and internationally.
- The civic and cultural centre forms an architectural entity that is unique on a global scale. It consists of six buildings and the Civic Square completed in 1988.
- The centre is located in the centre of Seinäjoki, only half a kilometre from the railway station.
- The most wellknown building is the Cross of the Plains church. In terms of its design, the Cross of the Plains is a single-nave church with a campanile. Offering great views over Seinäjoki, the 65-metre campanile is open to the public in the summer.
- The centre's other buildings are Aalto Library (1965), the parish centre (1966), government office building (1968) and Seinäjoki Theatre (1987).
- Guided tours of the civic and cultural centre can be booked via Visit Lakeus.



# APILA LIBRARY

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# SEINÄJOKI ART HALL

**Art is alive and kicking in Ostrobothnia**

- The contemporary art exhibitions, art events and workshops attract large numbers of visitors.
- The Art Hall showcases works of art by professional local and Nordic artists. Its exhibitions explore themes related to the countryside and topical local and global issues to do with life in rural areas, from various perspectives.
- The Art Hall has two exhibition spaces at Kalevan Navetta Halli, on the second floor of the building, boasts unique architectural features. The building's long history is visible on Halli's concrete surfaces.
- Halli hosts three exhibitions a year and its exhibition programme is built on interesting, coherent entities.
- In collaboration with other operators in Kalevan Navetta, the Art Hall offers a wide range of events, workshops and packages for private individuals and companies.
- A tour of an exhibition can be rounded off with lunch or brunch at Restaurant Äärellä.
- Guided tours of the exhibitions or the building can be booked for groups.



# MUSEUMS IN SEINÄJOKI

**Experience the museums and exhibitions of Seinäjoki!**

- Seinäjoki has a lot to offer all the way from the provincial museum to a range of private collections.
- Fascinating things to see and experience, changing exhibitions, beautiful artwork and stories from America.
- The galleries are located all around the Seinäjoki area, so you can see the beautiful scenery Seinäjoki and Finland has to offer.
- The Provincial Museum of South Ostrobothnia is the centre of South Ostrobothnian cultural history and the city museum of Seinäjoki. A total of eighteen traditional farm buildings dating from the 17th–19th centuries have been relocated to the museum from around the province.
- The Suojeluskunta & Lotta Svärd Museum operates in the headquarters of the South Ostrobothnia Civil Guard, which was designed by Alvar Aalto and completed in 1926.
- There is something for everyone, welcome to experience the exhibitions!



# EXPERIENCE MUSIC FESTIVALS



# PROVINSSI ROCK FESTIVAL

## At the top on the Finnish festival scene

- Provinssi is one of Finland's and Northern Europe's largest rock festivals.
- The four-day festival is organised in the last week of June at Törnävänsaari in Seinäjoki, approximately 3 kilometres from the centre of Seinäjoki.
- The first Provinssirock was held in 1979. The 30th Provinssirock was held in 2008 and saw a record number of visitors when 80,000 tickets were sold during the festival, most of which in advance.
- In 2016, the festival had its highest number of visitors in a single day: 31,000 on Saturday 2 July and a total of 71,000 revellers over the whole weekend.
- Provinssi will take place from Thursday 27th of June to Saturday 29th of June 2024



# SEINÄJOEN TANGOMARKKINAT

**Tango festival is one of the biggest events in the Finnish festival calendar**

- Seinäjoki tango festival is a tango-focused music festival held annually in mid-July in Seinäjoki.
- It is one of Finland's biggest summer events. In 2019, more than 111,000 visitors participated in the event.
- Tango festival is a song contest, in which the tango king and tango queen are selected every year. The song contest is broadcasted on national tv channel and is keenly followed all around Finland.
- More than 250 singers participated in the tango singing competition in 2023. The Seinäjoki Tango Festival was held this summer for the 37th time.
- The Seinäjoki Tango festival will be celebrated in the summer of 2024 from 10 to 14. July.



# RACE&ROCK FESTIVAALI VAUHTIAJOT

**Tango festival is one of the biggest events in the Finnish festival calendar**

- Vauhtiajot is one of the longest-standing races in Finnish motorsport history.
- The first event took place in 1973 on the legendary street track around Rengastie and Kantatie 67. The same track was used until 1983, when the race moved to its current location on the Kapernaumi industrial estate.
- Organised in the centre of Seinäjoki, this festival offers a heady combination of rock music and motorsports.
- In 2004, the event became a combined motorsports and music festival, attracting around 20,000 visitors. Since then the festival has regularly had over 50,000 visitors.
- Seinäjoen Vauhtiajot Race & Rock was organised for the 14th time in 2023. The South Ostrobothnian event once again offered three nights of music performances and two days of racing.
- The music line-up includes a selection of top Finnish and international artists.





Lisätietoja:

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Toteutettu osana “Kohti kestävämpää logistiikkaa ja uudenlaista yhteistyötä Seinäjoen ja Tarton alueiden välillä” -hanketta.

