

Come to Lapland!

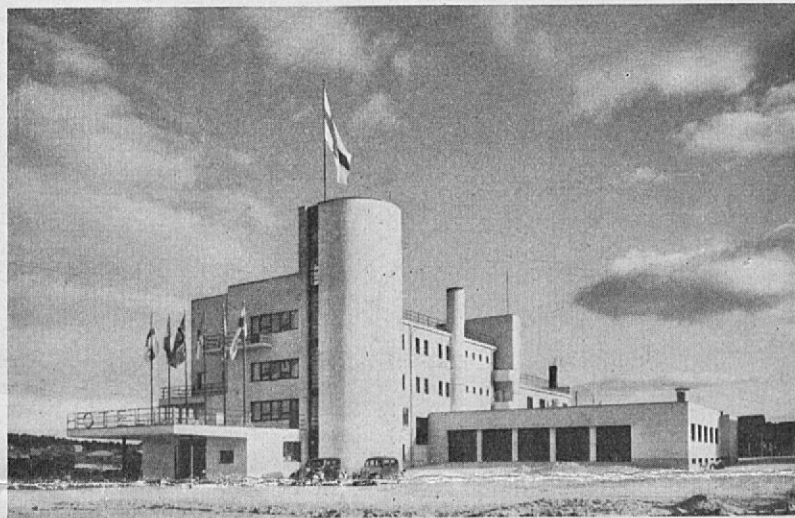


Photo: Pietinen

ROVANIEMI — — offers first-class comfort at
the recently opened

HOTEL POHJANHOIVI

the most modern hotel on the Arctic Circle. Open
all the year round.

ROVANIEMI

A Winter Sports Centre

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Skiing in Northern Finland.

The winter of the Rovaniemi district has many important advantages that have gradually won for the «Capital of Lapland» a permanent place in the history of Finnish winter sports.

The natural conditions for winter sports, a long winter with abundant snow and the proximity of extremely favourable country, have been utilised to the full by the *Ounasvaara Ski Club*. The club has done much to encourage and improve winter sports in the neighbourhood and has, often at the cost of considerable sacrifices, laid the foundations for the continued success of the district as a winter sports centre, and has developed it to such an extent that it fulfills even the highest modern requirements.

Rovaniemi has entered into a new phase of its existence as a winter sports centre since the *Finnish Tourist Association* began to improve tourist facilities in the North by building a fine modern hotel at Rovaniemi, the business centre of Lapland and the junction of all routes to the North. This splendid hotel, known as the *Pohjanhovi Hotel* offers unique facilities to the tourist wishing to take part in the delights of the Lapland winter and summer.

The length of winter in the Polar regions combined with the splendid skiing snow from the end of November to the end of April have given the «Capital of the North» advantages that place it at the head of all

Finnish winter sports resorts. The words «Polar Regions», with their promise of flashing Northern Lights, peaceful winter frost and blazing spring sun, bring to the mind a unique magic circle non-existent in more southern districts.

The real winter sports season, as far as skiing is concerned, is however confined to February, March and April, when the snow is at its finest and firmest, and when the untamed winter speaks to the traveller in its own formidable tongue, telling of the unchangeable laws of nature.

Rovaniemi cannot offer steep alpine winter sports facilities, but it has an abundance of splendid hills on the slopes of which the ski-runner can enjoy a really unique experience —

a view of the cattle of the North — vast herds of reindeer at their winter pasturage.

Of the many hills in the vicinity *Ounasvaara*, 204 metres above sea-level, and *Pöyliönvaara*, a fit neighbour to the first-named hill, offer skiing facilities that should satisfy even the most exacting sportsman. On the initiative of *Ounasvaara Ski Club* a ski-jump has been erected on each of the above-mentioned hills. Jumps of 40—50 metres are possible from the older of the two, but the newer one, built on *Pöyliönvaara*, is the highest ski-jump in Finland and one of the highest in Scandinavia. Jumps of 70—80 metres are possible from this ski-jump. Winter sports have also been developed in other directions and good «slalom»



Reindeer-joring.

tracks are arranged on the hill-slopes for both experienced skiers and beginners. Winter sports in this region also include skating, trotting-races on ice and reindeer races.

The outstanding event of the winter sports season of Rovaniemi is the regular Ounasvaara Winter Sports Meeting held on Lady Day in March. This meeting is attended by many thousands of keen sportsmen from far and near who have come to take part in these traditional national festivals of the North.

The activities of the *Ounasvaara Ski Club* are not confined to the maintaining of interest in winter sports in Finland, but their programme also embraces the encouraging of skiing among the general public. During the skiing season special routes are organised over the hilly country and all those skiing a certain distance are entitled to a special medal.

Rovaniemi also offers other unique features that add to its popularity as a sports centre — driving in sledges drawn by reindeer, reindeer-joring and the possibility of studying reindeer farming in its unique winter surroundings.

In addition to the unconquered beauty of nature in these regions the wild reindeer of the Polar



Ounasvaara Winter Sports Meeting.

Photo: Nyblin.

Circle contributes in providing the tourist with a complete change and recreation that is »different».

It is indeed good for the man of modern civilisation to journey to these parts and rejuvenate himself with nature's own remedy.

As mentioned above the »Capital of Lapland» has entered into a new phase as a winter sports centre through the activities of the *Finnish Tourist Association* in opening the *Pohjanhovi Hotel* last spring. In addition to the two storeys of hotel rooms furnished with every modern convenience, there are lounges on each floor and a large entrance hall equipped with open fire-places. The two restaurants housed in the hotel are excellent as regards furnishing and service, especially as the staff of the hotel is composed of experts in each branch. The food, too, is first-class and embraces local delicacies prepared from reindeer, together with game from the Lapland forests and fish from the Arctic Ocean. The kitchen, the most northern electrically-run kitchen in Europe, is not only unique in Polar regions but also absolutely modern in every respect.

The hotel has already begun plans and taken practical measures for the comfort of guests during the coming winter sports season, both in the hotel itself and in the surrounding country. In addition to radio and gramophone music in the restaurants and lounges there will also be a first-class orchestra. With regard to winter sports in particular the *Ounasvaara Ski Club* is planning the building of Sports Huts on the neighbouring hills where winter sports enthusiasts can eat their sandwiches in front of a roaring fire. During the winter sports season *Hotel Pohjanhovi* will engage the services of a sports organiser whose special duties will comprise the planning and arranging of skiing and reindeer-joring excursions, care of sports equipment, instruction in ski-jumping and skiing technique, and the assisting of visitors in all matters pertaining to winter sports.

For all those seeking a change and holiday among the life-giving Northern nature, Rovaniemi offers



Entrance-hall of Hotel Pohjanhovi.



A jump in mid-air from the Ounasvaara ski-jump.

Photo: Nyblin.

facilities rarely obtained elsewhere. After a day spent in the crisp frozen Arctic air the *Hotel Pohjanhovi* provides the visitor with rest, comfort and recreation.

He who has journeyed to Lapland in summer or winter always wishes to return. Lapland casts its magic spell and the North calls with its elemental and irresistible voice.