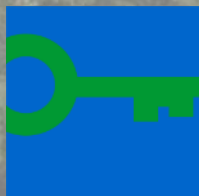


Polar Star Travel

**Let the wild Arctic nature of Lapland embrace your
soul, and feel the magic of the North!**

5.11.2025

Heidi Jokela



We are local family owned company.

The Jokela family has lived in K ng s and Sirkka villages for 10 generations.

Over 30 years of experience in international tourism.



Genuinely Local

We understand Lapland identity in a way that allows us to share it truthfully and memorably. We are a truly Levi-based company — we understand and appreciate the local culture and history and know how to respect them. We live and breathe in the heart of Lapland, in the village of Sirkka, nestled by the Levi Fell.

2007

Heidi and Juha Jokela founded *Aurora Incoming Levi Oy*. The tourism business began with the maintenance and rental of apartments in *Huoneistohotelli Moonlight*. Gradually, operations expanded to include travel packages for international tour operators.

2009

Joined the *Fintravel* network.

2017

Rebranded *Polar Star Travel* as its own independent company.

2018

Acquired *Polar Meetings'* business operations, bringing *Kausikämpät* (24 apartments) under our management. The apartments were renamed to the more international *Polar Star Apartments*.

2020

Purchased the program service company *Lapin Luontoelämys*, which merged into the *Polar Star Nature* brand.

2023–2024

Development projects for digital sales channels.

2022–2024

€200 000 investment projects for business development (ELY funding).



Polar
Star
TRAVEL





Clients:

- Tour operators
- The share of international FIT (Free Independent Traveler) business is clearly growing.

Main Products:

- Accommodation as the leading product, followed by activity programs.

Staff:

- 7 full-time employees year-round + 6 seasonal employees + the entrepreneurs.

Partners:

- Levi, tour operators, and local companies.

Turnover:

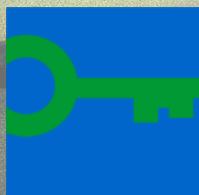
- €2.3 million (as of 04/2025)

Our Focus:

- We emphasize **personalized service**, **smaller groups** compared to large safari companies, and **extensive local knowledge**. Our "story bank" is rooted in **the village of Sirkka and the surrounding fells**.

Sustainability First:

- Certified with **Green Key**, **Green Activities**, and **Travelife for Tour Operators**.



OUR STORY

Guided by the Northern Star, the first people once arrived in the village of **Sirkka**, surrounded by fells and **waters**. They passed through the **sacred gorge**, like through a gate, into the village where they found a home sheltered between **Levi Fell** and **Kätkä Fell**.

In the village, the **Shaman's drum** echoed from the fells, its rhythm carrying through the twilight as the blue night descended. The Shaman taught the people to maintain their bond with the **Arctic nature** — to pause before its wonders, to sense and be moved, to marvel, to heal, and to find strength.

His drum called them deeper into the **magic of the Arctic night**, toward the northern sky where shines brighter than anywhere else the **North Star — Polar Star**. It is the brightest of three stars, 323 light-years away, at the center of the heavens, forming the tail of the constellation **Ursa Minor**. Since ancient times, it has given humankind direction and guidance.

The **people of Lapland** have always lived in harmony with Arctic nature. They gather its gifts with gratitude and live in connection with the surrounding, fragile yet powerful wilderness. For the people of Lapland, **nature is sacred**.

As our guest, you will awaken to the **power and beauty of the nature around you** — and feel the call to become part of something greater than yourself.

With **Polar Star Travel**, you will experience **authentic Lapland**, including its mystical side.

We welcome you to our home fell as a **long-lost friend**.

Welcome to our village.

Key Products and Services

Core Services:

Apartments (Polar Star Apartments) and **log cabin accommodation**, with the principle that especially during the high season, we do not sell accommodation alone — we always combine it with **activity services** or **equipment rentals** for our guests.

Activity programs developed and produced by ourselves.

Supporting Products and Services:

Transportation services

Equipment rentals

Cleaning services

Bed linen

Overall (winter suit) rentals

Sauna sets

Cottage Spa

Personalized souvenirs for guests



Our Main Partners

OTA Channels

Travelhouse, Switzerland

Buro Scanbrit, Netherlands

TUI, Netherlands

Italian tour operators

Back Roads, North America and Canada

50 Degrees North, North America, Australia, and Asia

Inghams, United Kingdom

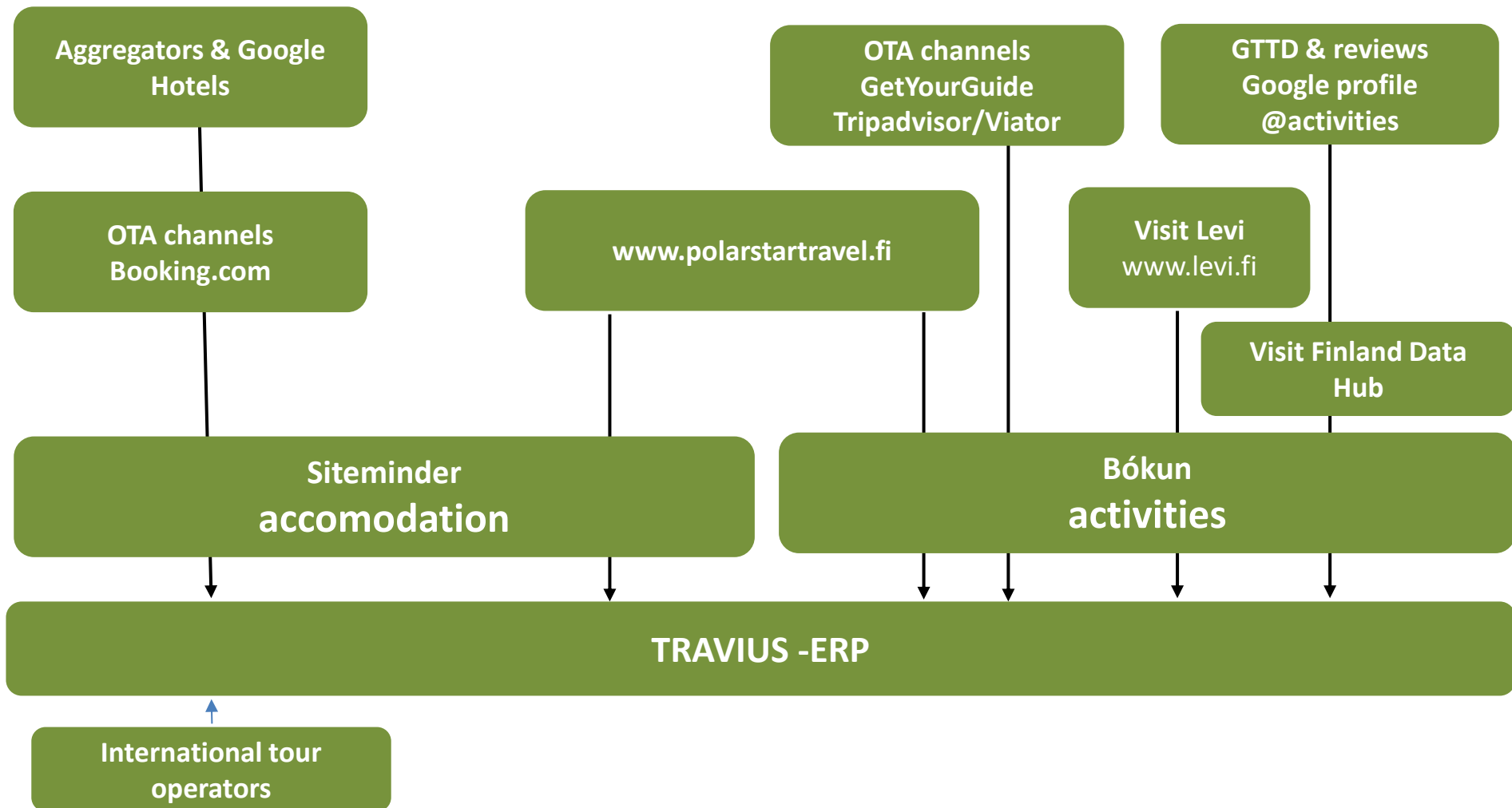
Wild Nordic, Central Europe

Levi Tourism, all nationalities

More than **30 local subcontractor companies**, including:
husky and reindeer farms, snowmobile safari companies, hotels,
restaurants, transportation services, sauna providers, and more.



Digital Sales Schedule



Digital sales



Accommodation ▾

Wellbeing and Retreats ▾

Experiences ▾

For companies ▾

Info ▾

🇬🇧 English ▾

The whole holiday is the magic of Lapland.

A holiday at Levi takes you close to arctic nature.
Experience the magical lights and colours; the pure nature and stillness of Lapland.

BOOK YOUR EXPERIENCE >

BOOK YOUR
ACCOMMODATION >

WELLNESS RETREATS >



Digital sales - accommodation



Polar Star Apartments
Availability
About
Contact
Policies
EUR | English

Select dates
Mon, 29 Jan → Tue, 30 Jan

Select rooms and guests
1 Room, 2 Guests

Have a promo code?

1-Bedroom Apartment

Sleeps 6
 1 Bathroom

45m² • Non-smoking • Laundry Facilities • Fridge • Kitchen • Tea/Coffee Maker • Iron/Ironing board • Toaster • Dogs Accepte...

A cosy, well-equipped one-bedroom apartment with sauna also for a larger group. Close to the Levi center (0.3 km). Nearest ski slope: 0.5...

[More info](#)

Mon, 29 Jan 24 - Tue, 30 Jan 24
1 night

1 room, 2 guests

Select a rate to continue

Book

Mon, 29 Jan - Tue, 30 Jan are unavailable

Find available dates

Studio Apartment

Sleeps 4
 1 Bathroom

35m² • Non-smoking • Laundry Facilities • Fridge • Kitchenette • Tea/Coffee Maker • Iron/Ironing board • Toaster • Dogs Accepte...

A cosy, well-equipped studio apartment with loft and sauna for couples or small families. Close to the Levi center (0.3 km). Nearest...

[More info](#)

Digital sales - activities



Accommodation ▾ Wellbeing and Retreats ▾ Experiences ▾ For companies ▾ Info ▾ English ▾

[View Photos](#)

Arctic Ice Fishing

⌚ 3 hours
🟢 Easy

35 reviews

Enjoy the silence and serenity of nature in Lapland while fishing!

Description

Meeting points

If you want to enjoy the silence and serenity of nature in Lapland while fishing on a lake teeming with fish, this is the trip for you!

We will drive to the small village north from Levi area. From there we will walk a short distance to an arctic lake and start ice-fishing.

While ice-fishing, we will enjoy the quiet of the wilderness and the thrill of reeling in a fish. At times we will take a break to warm up by the campfire and enjoy a snack.

During the trip the guide will tell us stories and facts about living in Lapland.

What's included?

- transfers

Participants

Adults

Age 12+

−

1

+

Children

Age 7 - 11

−

0

+

Choose a date

<

January 2024

>

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

Levi.fi - digital distribution channel



[INFO](#)
[STAY](#)
[SKI](#)
[BIKE](#)
[THINGS TO DO](#)
[EAT AND DRINK](#)
[EVENTS](#)
[NEWS AND STORIES](#)
-0.2°C
FI

[Go back](#)

[View photos](#)

Lappish Village, reindeer ride 1km

Traditional Sleigh Ride at the Reindeer Farm, 1km

⌚ 2 hours Easy

Description	Pick-up
<p>This kilometer long tour starts and ends at the reindeer farm "Sammun Tupa". This family owned old reindeer farm is hidden in the forest and gives you a feeling of pure Finnish tranquility and harmony. You will have a reindeer sledge ride in a winter wonderland. As the reindeer travels through the wintry landscape, you experience the sensation of eternity and being a part of nature. The pace is dependent on the reindeer – we have both young ones who like to race and calmer lead reindeer. Then we will have an overlook of the old farm and its home museum. Our guide will tell you stories of the past and present life of reindeer herders. Hot drinks and home-made local sweet pastry are served in an cosy old wooden cottage. Feed the reindeer and take a lot of cute pictures!</p>	

1. PARTICIPANTS

Adults	- 1 +
Children	- 0 +
Infants	- 0 +

2. CHOOSE A DATE

←
JANUARY 2024
→

M	T	K	T	P	L	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14

Digital Customer Acquisition Sales begin with Google.

**Polar
Star**
TRAVEL



Polar Star Apartments

Sivusto

Reitti

Tallenna

Soita

4,2 ★★★★★ 34 arvostelua ⓘ

✓ Ylläpidät tätä yritysprofiilia ⓘ

VARAA HUONE

📶 Kävit tässä paikassa syyskuussa 2023 ▼

Osoite: Torikuja 10, 99130 Sirkka

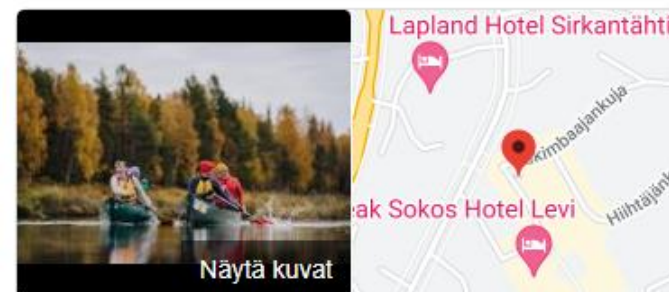
Puh.: 010 3254040

✎ Muokkaa hintoja

Vertaa hintoja

ke 20. – pe 22.3. • 2 henkilöä

Sponsoroitu • Suositellut vaihtoehdot ⋮

 Polar Star Apartments Virallinen sivusto 188 € >


Polar Star Travel

Sivusto

Reitti

Tallenna

4,4 ★★★★★ 30 arvostelua ⓘ

Matkatoimisto Kittilässä

Osoite: Torikuja 10A, 99130 Kittilä



Aukioloajat: Suljettu • Avataan ma klo 9.00 ▼

Puh.: 010 3254040

Ehdota muokkausta • Omistatko tämän yrityksen?

Varausvaihtoehdot

Tietoa tuloksista ⓘ

 Polar Star Travel  Virallinen sivusto


Easy snowshoeing in wilderness

67 € >

2t 30min • Vahvistetaan välittömästi • Mobiililippu

Sales begin from Google



Booking options

[About these results](#) ⓘ**Polar Star Travel**[Official website](#)**Easy snowshoeing in wilderness****€67** >

2h 30m • Instant confirmation • Mobile ticket

**Cross-country Skiing for Beginners****€79** >

2h • Instant confirmation • Mobile ticket

**Kick-sledging and a forest meditation****€89** >

2h • Instant confirmation • Mobile ticket

Käyttäjiä / Istuntoon liittyvä oletuskanavaryhmä

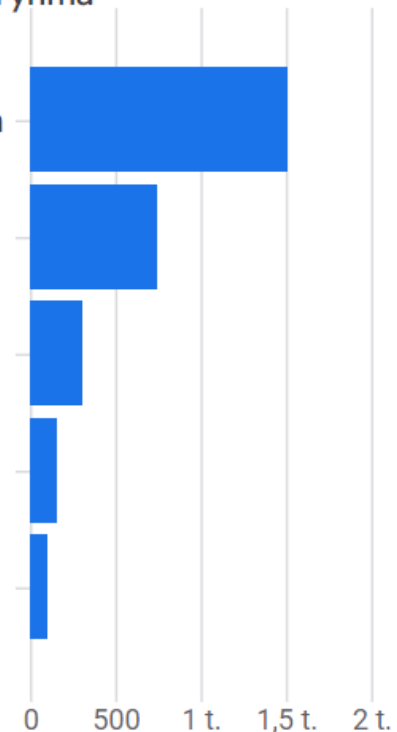
Organic Search

Direct

Organic Social

Referral

Email



Google Business Profile and Google Things To Do

polarstartravel.fi

OTA: GetYourGuide / VIATOR



GYG sales all the year round
Opening Viator for winter
2025-26

6 activities found ①

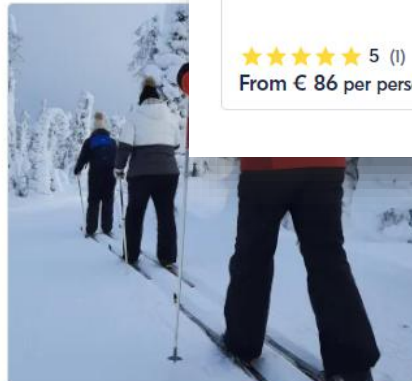


ADVENTURE

Levi: Lappish Village Experience and Reindeer Sled Ride

2 hours • Pickup available

★★★★★ 4.6 (9)
From € 99 per person



ADVENTURE

Lapland Levi: Cross-country Skiing for Beginners

2 hours

★★★★★ 4.3 (8)
From € 79 per person

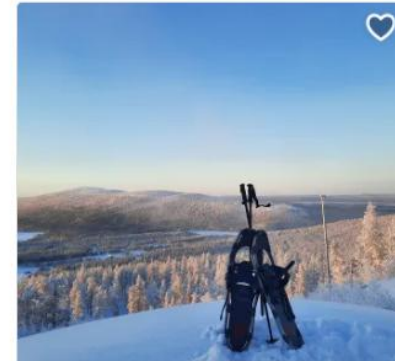


WATER ACTIVITY

Levi Lapland: Arctic Ice-Fishing

3 hours

★★★★★ 5 (1)
From € 86 per person



ADVENTURE

Lapland Levi fell: Panoramic snowshoeing

2.5 hours

New activity

From € 84 per person



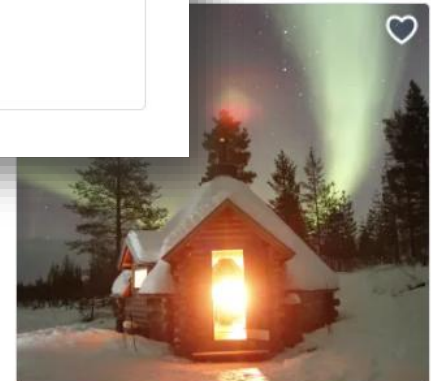
ADVENTURE

Levi, Lapland: Easy E-Fatbike trip to white nature

2 hours

New activity

From € 89 per person



ADVENTURE

Levi Lapland: Northern Lights Snowshoeing

2.5 hours

★★★★★ 5 (1)
From € 86 per person

Finland › Lapland › Things to do in Sirkka › Levi

ADVENTURE

Levi: Lappish Village Experience and Reindeer Sled Ride

★★★★★ 4.6 / 5 [9 reviews](#) Activity provider: [Polar Star Travel](#)

Visit a Lappish village and enjoy the excitement of a traditional reindeer sleigh ride at a local farm on a guided adventure from Levi. Feed the animals, and cozy up with a hot drink in a cottage.

About this activity

- Free cancellation**
Cancel up to 24 hours in advance for a full refund
- Reserve now & pay later**
Keep your travel plans flexible — book your spot and pay nothing today.
- Duration 2 hours**
Check availability to see starting times.

Likely to sell out

From
€ 99
per person

[Check availability](#)

Reserve now & pay later to book your spot and pay nothing today

[Give this as a gift](#)



Digital sales

Sales Structure:

- **B2B – 70% of Total Sales**
- Reputation-driven and recommendation-based sales
- Packaged travel products
- **B2C – 30% of Total Sales**
- Growing share of international FIT (Free Independent Traveler) segment
- Excursions and accommodation
- Online distribution channels play a significant role in generating sales

Key Channels:

- **Booking.com:** €0.5 million / year
- **Apartments and cabins**
- **Get Your Guide:** launched in 12/2023 (€40,000 / year)
- **TripAdvisor & Viator:** launching in autumn 2025
- **Google Business Profile and Google Things To Do** – visibility for activities, supported by Google Ads campaigns run via OTA channels
- **Levi Tourism Ltd:** resale via online store *Bokun*
- **Other Channels:**
- Importance of **social media** and **OTA recommendations**
- Direct walk in sales from our office in the center of Levi

Notes on Digital Distribution

- The **commission level for Tours & Activities** in OTA channels was surprisingly high.
- When reselling **subcontractor products**, the **timing of pricing updates** is important to stay consistent — as is maintaining a **minimum group size**.
- **Product descriptions and images** require dedicated attention and investment.



Digital Customer Acquisition

Our customer acquisition and marketing are driven by our partners — agents, Google, OTA channels, and tour operators.

We build and sustain our reputation by consistently delivering on our promise to customer

Polar Star TRAVEL

Polar Star TRAVEL

Polar Star Travel Levi

1,2 t. seuraajaa • 225 seurattua

Lähetä viesti

Seurataan

Hae

Julkaisut Tietoja Mentions Arvostelut Palvelut Seuraajat Lisää

Esittely

Polar Star Travel is a travel company operating in Levi, Finland. We will show you our Lapland: amazing, unique and untouched.

- Sivu - Matkatoimisto
- Tonkujä 10A, Sirkka, Finland
- 010 3254040
- sales@polarstartravel.fi
- polarstartravel
- polarstartravel.fi
- Avoinnä nyt
- Hintaluokka - €€€
- Arvio - 4,5 (21 arviota)

Kuvat

Näytä kaikki kuvat

Julkaisut

Suodattimet

Polar Star Travel Levi on paikkassa Levi, Lappi, Finland.

11. tammikuuta klo 17:22

Ever wondered how it feels to experience electric fatbike riding in Lapland's winter wonderland?

Picture this – cruising through snowy landscapes, feeling the crisp winter air, and embracing the thrill of a unique adventure.

It's not just a ride; it's a journey through the magic of Lapland's winter enchantment.... Näytä lisää



Levi by Local

OUR TEAM

Autumn retreat

Heat Advent...

SUSTAINABIL...



Polar Star TRAVEL

Polar Star Travel

@polarstartravel1698 18 tilaajaa 11 videota

Lisävideoja tästä kanavasta

Tilaa

ETUSIVU VIDEOOT SHORTS YHTEISÖ

Uusimmat Suositut Vanhimmat



Polar Star Nature Fatbike

130 katselukertaa • 2 vuotta sitten



Polar Star Nature canoeing

227 katselukertaa • 3 vuotta sitten



Polar Star Nature autumnyysky

254 katselukertaa • 3 vuotta sitten



Villa Loppo

33 katselukertaa • 3 vuotta sitten



banneri mp4



Polar Star Travel team



Polar Star Travel presentation



Winter fairytale in Tonttula!



BIKING



CANOEING

JULKAISUT

REELS

MERKITYT



@polarstartravel



Continuous Development

Development Projects & Funding

Continuous improvement – driving innovation and growth

- **ELY Business Development Services (2021–2022)**
Strategic growth and capability development
- **Digital Sales Development (2023–2024)**
Enhancing online channels & customer journey
 - Key Markets & Target Groups
Insights based on *Visit Finland* research
- **Snow-Free Season Project (2023–2024)**
Expanding summer & autumn offerings
- **ELY Investment Projects (2022 & 2024)**
increasing summer and autumn offering
- **New Development Initiative (2025–2026)**
Focus on digital innovation & responsible tourism & product development

VISION

"Levi is the hub of the most attractive and internationally renowned cycling area in Finland and cycling is the most attractive product in Levi during the snow-free season. Levi offers diverse, high-quality and accessible cycling experiences as well as sustainable tourism services and activities that are highly valued by customers."



Polar
Star
TRAVEL

Thank you!

Q&A

Polar Star Travel

Heidi Jokela

heidi@polarstartravel.fi

