





GENERAL INFO

Population

**65,000**

Finland in total 5.6 million

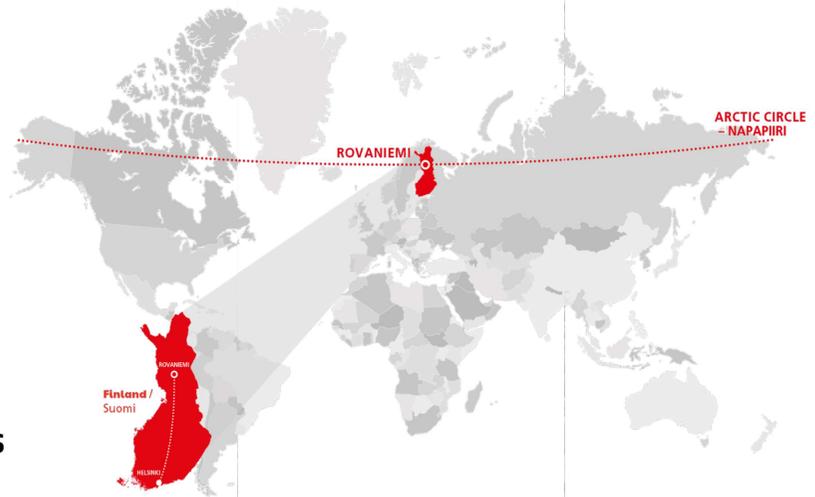
City area

**over 8,000 km<sup>2</sup>**

Average 8 residents per km<sup>2</sup>

**10,000+ students**

Two higher education institutions



ROVANIEMI - GENERAL INFO

## An Arctic Winter City

The Arctic location creates a unique environment. Rovaniemi has approximately 7 months of winter. Nature and outdoors are a big part of our everyday life all year round.

## All 4 seasons

are experienced here – up to 7 months of winter

Nightless nights in summer

**29 days**

in Rovaniemi

Polar night in winter

**~2 hours**

of sunlight in shortest day of December



With over



650,000

tourists annually, Rovaniemi is on track to welcome more than 1 million visitors per year by 2030.

Its international atmosphere fosters innovation and collaboration.

1.5 million

overnight stays

1 million

passengers at Rovaniemi Airport

Direct tourism income (2024):

€360 million



Finland is the world's happiest country -

8 years in a row



\*Source: Taloustutkimus Oy 2023

15% of Finns

are open to relocate to Rovaniemi\*

Forests cover 95%

of Rovaniemi's 8,016.62 km<sup>2</sup> area



CREATIVE CITY OF ARCHITECTURE

## Well-being as part of urban space

Together with our residents, we want to create a green and pleasant city. We aim for spaces that encourage healthy active lifestyle.

Rovaniemi is developing an **Arctic Sports and Wellbeing Hub** that promotes innovation and business in fields of wellbeing, sports, and tourism.

### 280 km

dedicated pedestrian and cycle paths year round

In winter we offer

### 203 km

cross-country ski tracks maintained by the city

### 74

outdoor playgrounds for children



**Rovaniemi is a member of the UNESCO Creative Cities Network as a Creative City of Architecture since October 2025**



ROVANIEMI



**unesco**

Member of the Creative Cities Network



CREATIVE CITY OF ARCHITECTURE

## The World's Northernmost Alvar Aalto City

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**Alvar Aalto** (1898–1976) is Finland's most significant and internationally renowned architect.

Rovaniemi is proud to be home to several landmark buildings designed by Aalto.



CLIMATE ACTION

## 48% decrease in carbon emissions

since 1990

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Our Arctic culture depends on four of our seasons, clean air and water. We advance our climate action plan together with our residents, as we are as strong as our community.

We aim for

**100% carbon neutral energy by 2030**

in our district heating

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Our goal is

**60% decrease**

in carbon emissions by 2030



Plans for 21st WWCAM Mayors Conference



# 21<sup>st</sup> WORLD WINTER CITIES CONFERENCE FOR MAYORS

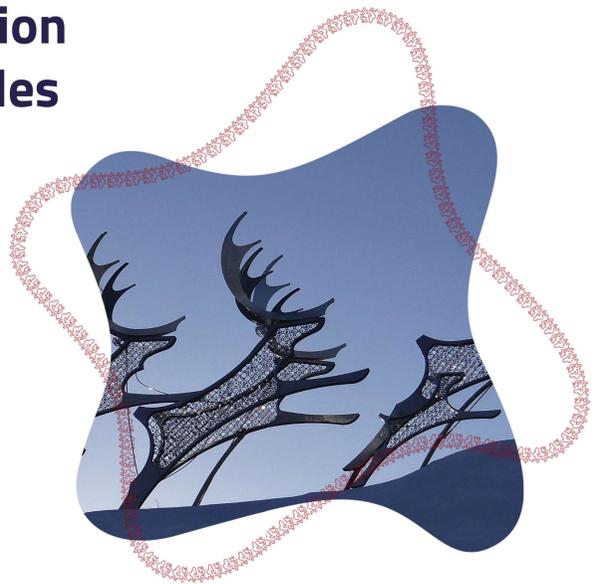
Rovaniemi, 8-10. September 2026

# Main theme: Sustainable Urban Innovation and Healthy Active Lifestyles in Winter Cities

## Sustainable Urban Innovation and Healthy Active Lifestyles in Winter Cities

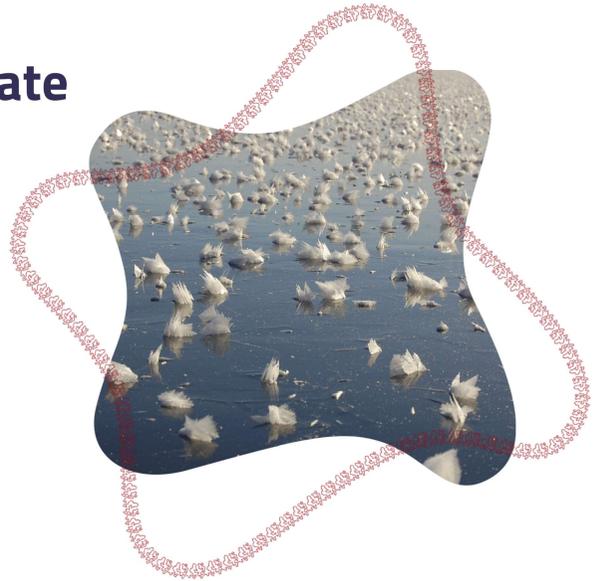
The main theme looks at how cities can become stronger and more adaptable by using climate-friendly solutions, encouraging people to be active, and improving overall community wellbeing.

It highlights innovative approaches to **urban planning, active lifestyles, climate action** and **environmental adaptation**. Aiming to create **vibrant, inclusive, and healthy winter cities** where winter is embraced as a strength rather than a limitation.



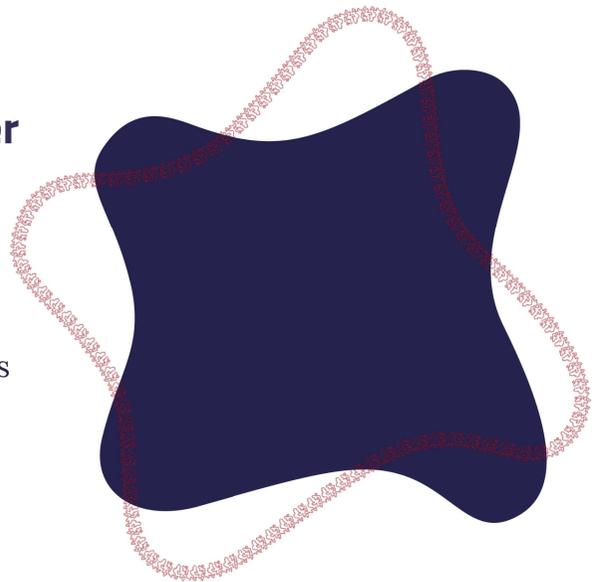
## Special subtheme 1: Urban Innovation for Climate Friendly Winter Cities

Theme focuses on innovative and climate friendly urban solutions designed specifically for winter cities. The aim is to share practical approaches to climate action, environmental adaptation, and sustainable development in winter cities.



## Special subtheme 2: Healthy Active Lifestyles in Winter Cities

Theme focuses on new innovative ways to promote active lifestyles in winter cities. Aim is to share urban solutions that support physical activity and community wellbeing despite seasonal challenges.





# Information to conference participants



## CONFERENCE SCHEDULE OVERVIEW

### Sept 8 Tue) Opening & Setting the Vision

**Morning** Opening  
Ceremony & General  
Assembly

**Afternoon** Subtheme 1

**Evening** Welcome  
reception and networking

### Sept 9 Wed)

#### Dialogue, Discovery & Connection

**Morning** Subtheme 2

**Afternoon** City excursion and  
Winter expo (to be confirmed)

**Evening** Dinner & cultural  
program

### Sept 10 Thu)

#### Reflection, Farewell & Moving Forward

**Morning** Closing session &  
farewell

**Afternoon** Visit to Santa  
Claus Village (optional) &  
departure

Schedule is subject to change.





# Venue: Hotel Santa Claus



## Participation Fee

USD 350 per participant

*The City of Rovaniemi will cover the registration fee for one representative from each member city.*

## The fee includes

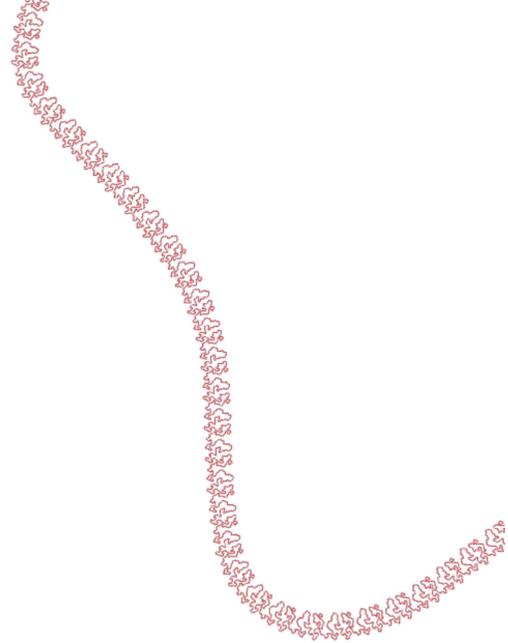
- ✓ Full conference programme
- ✓ Local transportation during the event
- ✓ Meals (lunch, dinner breakfast included in hotel room)
- ✓ Excursion and Visit to the Santa Claus Village
- ✓ Conference materials





## Registration

Official invitations will be sent and registration will open in spring 2026.

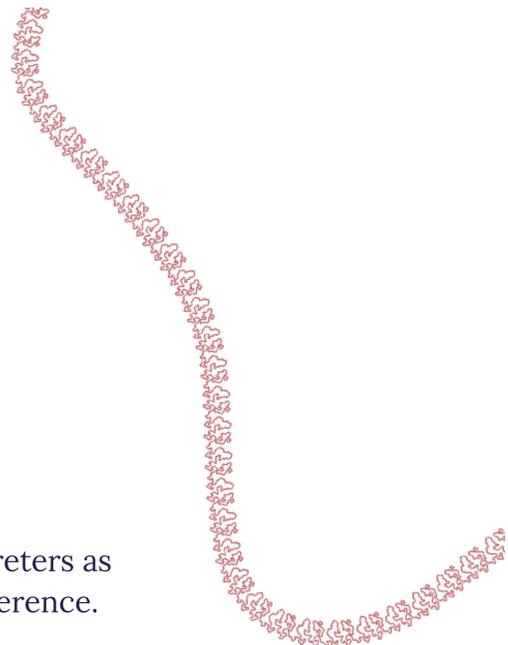


## Interpretation

Simultaneous interpretation will be offered in  
English  
Japanese  
Korean  
Mandarin Chinese

The main language of the conference is English.

We ask that participants bring along English interpreters as interpretation will be necessary outside of the conference.



## Connections by air

- **Multiple daily year-round flights between Helsinki and Rovaniemi**, operated by **Finnair** and **Norwegian**
- **Smooth connections from Asia via Helsinki Airport** – one of the shortest and most efficient routes between Asia and Europe
- We ask that each member city **arrange a round trip flight to Rovaniemi Airport**.
- **The City of Rovaniemi will arrange transportation between airport and hotels in city centre**. Travel time from Rovaniemi Airport to city centre is approx. 10 minutes.

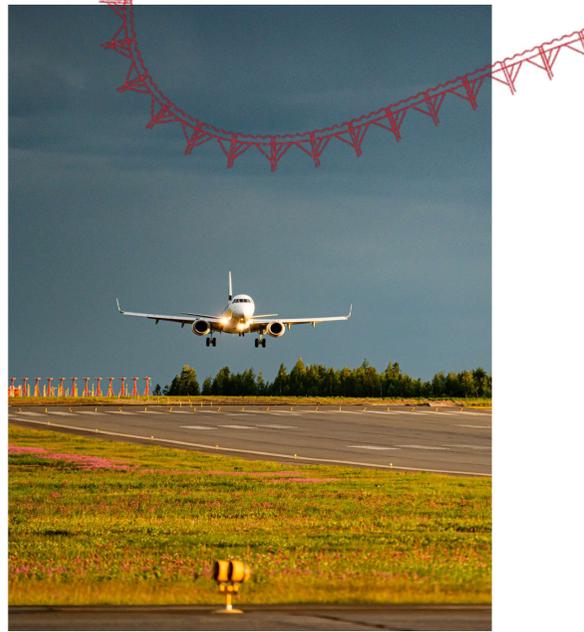


Photo Visit Rovaniemi

## Connections by land

### By Rail

- Extensive nationwide rail network, operated by VR
- **Comfortable overnight train connections between Helsinki and Rovaniemi** – private sleeper cabins, work-friendly, and climate-conscious
- A sustainable and relaxing alternative to flying



Photo Visit Rovaniemi | Toni Eskelinen

## Accommodation

- Variety of quality hotels in Rovaniemi city center
- Accommodation offers available for conference participants – specially negotiated rates and convenient locations close to the venue
  - Rovaniemi as the host city is responsible for the accommodation expenses of one representative from each member city.



Photos Visit Rovaniemi



Welcome to Rovaniemi for the 21st  
WWCAM Mayors Conference



## Contact us

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**ROVANIEMI**