

Syöte Magazine

A PUBLICATION BY THE SYÖTE TOURISM ASSOCIATION

WINTER & SUMMER 2026



Snow World
is a true adventure fell

Add more enjoyment to
your day on the slopes
with ski school

Start your holiday through
the rental shop



Experience
the flow on Syöte's trails

Kayaking on
the Pärjänjoki River

30 YEARS AT THE TOP OF THE FELL – THE STORY OF JUHA KUUKASJÄRVI

SKI & SLEEP

KIDE HOTEL BY ISO-SYÖTE ON AKTIIVISEN LOMAILIJAN YKKÖSVALINTA YMPÄRI VUODEN!

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KIDE HOTEL BY
ISO-SYÖTE

RIDE & SLEEP



Syöte - Surrounded by nature untouched

Syöte is a place where fell nature lives through every season. In winter, the fell fills with visitors who love moving in the snow – the landscapes shimmer in hues of snow-laden trees and ice, and there is magic in the frosty mornings. In spring, the light awakens the trails of the national park, and murmuring streams open their way toward summer.

In summer, Syöte's lichen-covered forests and ridges invite you to cycle, hike, and breathe in the fresh fell air. In autumn, the fell is dressed in the glowing colours of fall, and the silence at a rest stop feels especially beautiful.

At Syöte, a holiday means unhurried time. Everything is close, ready, and easy to reach – the slopes, trails, national park, and services. Here, you don't have to choose between peace and activity, because they go hand in hand.

Welcome to an unforgettable holiday in Finland's southernmost fell area.

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Syöte Magazine

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Easy to reach.



Saaga Travel's Ski Bus from Oulu



Glimpses of Syöte.



The Syöte hoodie is a hit!

Syöte's own hoodie is available at Hotel Iso-Syöte and the Central Booking Office. The hoodie comes in red and blue, priced at €89, in sizes XS-XXXL. You can also order the hoodie from the online store at:

crazystation.fi/tuote/syote-huppari/



Syöte's gas station

There is a gas station in Syöte where you can easily refuel your vehicle. The self-service station, Syötteen Bensis, is located at Syötekylläntie 1257, 93280 Syöte.



Spot the Reindeer – Competition

A snowboarding reindeer character called Musti is hidden on the pages of Syöte Magazine. When you find Musti, go and register your sighting at **syote.fi/kilpailu**.

Legendary Syöte hoodies will be raffled among all participants!



Syöte mushrooms and herbs cherish tradition

Syöte's Mushrooms & Herbs was born out of a passion for foraging and the gifts of nature. The company produces dried mushrooms, berry powders, and also grows garlic and other herbs, which are crafted into delicious seasonings.

"Our farm's products are available in Syöte at Tunturi Market and at the souvenir shop of Hotel Iso-Syöte. You can also buy them from our own workshop shop by appointment," says en-

trepreneur Riitta Rontu.

Syöte's Mushrooms & Herbs also organizes guided mushroom foraging trips and training related to natural products. The traditional farm, located on the shores of Lake Naamankajärvi, with its workshop shop, welcomes groups by advance booking. Meals and coffee can also be arranged in the cozy farmhouse when needed.

syotteensieni.com



Syöte Camping

The beautiful slope-side pitches at Syöte Camping are located right next to Syöte National Park and at the foot of the Iso-Syöte ski slopes. At the popular Syöte Camping, there are over 300 caravan pitches in use, with availability still for the winter season. In addition, the area offers caravan cabins that combine compact cottage living with the caravan lifestyle. For more information:

syotecamping.fi



Tunturi Market serves you in the heart of Syöte

Located at the foot of Syöte, next to Tunturi Pub, you'll find the welcoming and distinctive Tunturi Market. The store's selection, from groceries and fresh bread to local delicacies, changes according to customers' wishes and the seasons – it even includes "trained Kuusamo fishing worms," as shopkeeper Minna Puolakka jokes. The souvenir shop at Tunturi Market offers accessories, soft toys, sauna products, sunglasses, and almost ev-

everything a holidaymaker might need. You can also take care of fishing permits here, and the staff will gladly advise you on the best fishing spots. The store also features a pharmacy cabinet with around 150 products, a Posti parcel pick-up point, stamps and envelopes, and a bottle return machine. In the small café area, you can enjoy a cup of coffee while shopping. Welcome to Tunturi Market! Learn more: tunturimarket.fi



Tunturilaakso Suites

Kuuru Tunturilaakso Suites offer a luxurious way to unwind in the heart of fell nature. The modern Scandinavian design, large windows, and glass ceiling bring the magical surroundings right into the experience. Each suite opens onto a breathtaking view that you can admire straight from your bed – from starry skies to the Northern Lights.

Bookings: isosyote.fi

Syöte Cottages

Syöte Cottages are cozy, well-equipped log cabins in a central location next to the Iso-Syöte ski resort and right by the opportunities offered by Syöte National Park. Enjoy nature, activities, and local services, then at the end of the day sink into a warm outdoor hot tub and relax!

syotteenmokit.fi



Flavours, experiences, and atmosphere at Pytky Ranch

Pytky Café serves guests during the winter season at the foot of Pytkynharju ridge. It is known for its delicious doughnuts that tempt visitors to stop by for a treat during winter outings. Be sure to check the opening hours on Pytky Café's own website.

During Christmas and the ski holiday weeks, the sauna at Pytky is heated, and it's easy to take a refreshing dip in the ice hole straight from the sauna. Pytky Ranch also offers reindeer experiences.

pytkyranch.fi



365 days surrounded by untouched nature.

Syöte lives through every day of the year. In winter, the fell is wrapped in snow and invites you to ski, cross-country ski, and enjoy winter adventures. Spring and summer open the trails for cyclists and hikers, while autumn sets the national park ablaze with the colours of fall.

Watch
the Syöte
365 video







Syöte is a fell area that feels like home.

Syöte doesn't shout – it charms. It doesn't compete in size, but in atmosphere. While other fells grow toward the massive, Syöte grows closer: to family, to nature, and to genuine encounters. Here, a holiday is not a performance, but an unhurried experience that feels like your own from start to finish.

For many, Syöte feels just right. That's why people keep coming back – and often bring a friend along next time. When you ask a visitor why Syöte, you won't get a single superlative. Instead, you'll see a quiet smile and hear a list of little things that make this place more than just a fell.

The first of these is snow reliability. In the Syöte area, powder snow often arrives early and stays late. The ski season starts early and continues well into spring – the slopes gleam white, and winter feels more like the rule than the exception. Thanks to its northern location and clean nature, you can ski and

ride here even when other places are still waiting for their first snowfall.

But Syöte is more than a weather phenomenon – it's a warm-hearted community. Many local businesses are family-owned, and it shows. In hotels, guests may be greeted by name; in restaurants, you're welcomed like an old friend. Service is warm, personal, and effortless. Here, you're not just a customer, but a truly awaited guest.

"In Syöte, you feel welcome. Not just as a paying customer, but as a person," one visitor says.

"It's always good to come here, because you feel expected."

Close to everything – yet far enough away

One of Syöte's greatest strengths is its location. It's easy to reach, yet clearly apart from everyday life. From Oulu, the drive takes about two hours, and it's roughly the same from the airports of Rovaniemi and Kuusamo. Syöte is closer than you might think. And yet, once you arrive, you find yourself embraced by the national park. Rolling fells, snow-laden forests, and quiet trails offer peace and space – something many dream of, but in Syöte it's simply everyday life.



Individual experiences, not mass production

Syöte doesn't offer ski lifts by the dozen – it offers handcrafted experiences. Whether it's a hotel suite, a safari excursion, an event weekend, or a children's ski school, every detail is thoughtfully considered. Many businesses are born out of passion, and you can feel it. Here, the entrepreneur might personally welcome you, help with your gear, and later ask over supper how your day went.

Syöte is especially family-friendly. Ski instructors are known by name, the slopes suit beginners, and Lumimaa

at Iso-Syöte Ski Resort has introduced many children to the joy of skiing. The trail network includes easy routes to shelters just a few hundred meters from the parking area. At the same time, more demanding terrain and the Bike Park's adrenaline offer challenges even for experienced adventurers.

Responsibility and the future, hand in hand

Syöte is strongly committed to sustainable tourism. New infrastructure – such as the area's wastewater treatment plant – has been built with both nature and tourism growth in mind. Construction is planned to preserve the envi-

ronment. Developing cycling tourism, pursuing the international STF certification, and communicating responsibility are part of everyday life here – not just words in a strategy.

Syöte doesn't try to be the biggest – but the dearest.

Here, tourism feels the way it should: genuine, close to nature, and honest. A fell where you breathe deeply, return to your roots, and find yourself thinking: could this be our place?



New inspiration on the slopes with ski school.



Jani Sore, an instructor at the Iso-Syöte Ski School, knows that the joy of skiing often comes from small insights – and sometimes the easiest way to find them is to take a lesson with a professional.

“I recommend ski school to everyone, even more experienced skiers. A lesson can spark new motivation, bring more ease, and encourage you to develop your technique. We have tips that you can truly use in your own skiing,” Jani says.

He knows what he’s talking about. He made his first turns on skis at the age of four or five under his uncle’s guidance, and later, when his passion for snowboarding grew, the best lessons came from ski school. The path to becoming an instructor, however, began by chance during an exchange year in the Netherlands in 2010.

“I wanted to find a new direction in life and try something different. When I returned to Finland, I applied for an instructor course. It opened up a whole new world. The trainer was so inspiring and professional that it lit the spark for a career as a ski instructor. I wanted to share my skills and encourage people

to find the joy in the sport, just like I did on that course,” he recalls.

Small adjustments, a big difference

At ski school, many realize how small changes can make skiing more relaxed and enjoyable.

“One common mistake is a back-seat, stiff stance, which makes skiing feel heavy. When you learn to adjust your position and relax, you quickly notice the difference – skiing becomes lighter and more fun, and you have the energy to keep going all day with a good feeling.”

For families, Jani recommends a ski school lesson so everyone can improve at their own level.

“An outside instructor brings a fresh perspective and helps focus on what really matters. It’s also easier for the kids to accept advice when it comes from someone else,” he laughs. “Then the family can focus on being together, not on giving instructions.”

The best setting for learning

According to Jani, Iso-Syöte offers some

of the best conditions in Finland for instruction.

“Lumimaa provides a logical progression from the magic carpet lift to the larger lifts and on to steeper slopes. There’s always a slope that matches your skill level. And if rails and jumps start to interest you, Lumimaa’s Mini-Park lets you practice tricks as well,” he explains.

He encourages shy first-timers to join in with a low threshold.

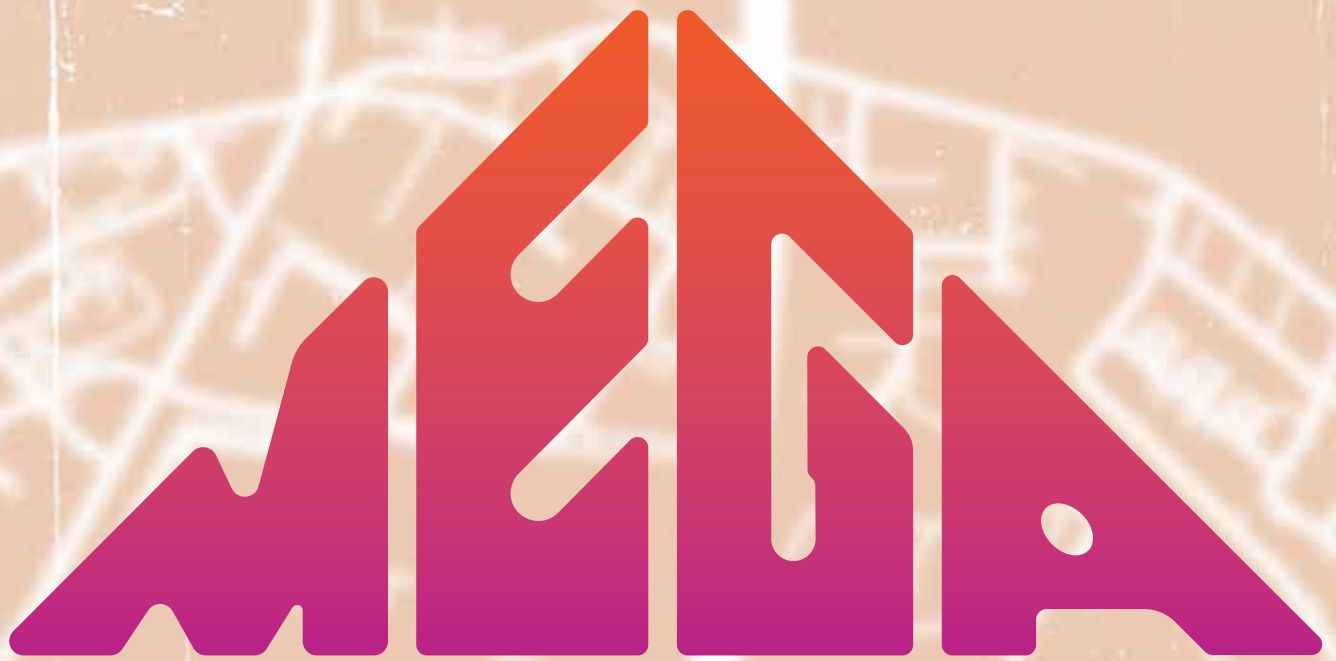
“It’s enough to come and have a chat and ask questions. We’ll find the right instructor for every level. You can also challenge us – I enjoy opening up the deeper side of skiing.”

Finally, Jani reminds us of what matters most:

“Skiing should be fun. There’s no need to rush to the top of the fell or into the toughest slopes. When you focus on your own feeling and remember to enjoy it, that’s the very heart of ski school – rediscovering the joy of skiing.”

Learn more about Iso-Syöte Ski Resort’s ski school:

syote.fi/en/products/ski-resort-iso-syote/



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In the flow of nature.

When Belgian Lieven De Rycke first arrived in Syöte in 2000, the fell made an immediate and unforgettable impression on him.

When Belgian Lieven De Rycke first arrived in Syöte in November 2000, he had no idea that the fell would steal his heart. He was coming for a job interview at Hotel Iso-Syöte, and already the first drive up the hill changed everything.

"It was an autumn day. Clouds were drifting in the valley below, but as I climbed to the top of the fell, everything changed. I was above the clouds, in sunshine. When I stopped the car and saw the view, I immediately thought: this is something special. No cities, no industry – just magnificent fell nature. That feeling stayed with me," Lieven recalls.

Two decades later, he lives in Rovaniemi but returns to Syöte regularly.

"I love being outdoors. In Belgium, you always had to go somewhere to reach nature, but in Syöte the trail starts right at your door. Soon you're in the middle of a silence you can almost hear."

A sense of flow and freedom

Lieven's list of hobbies is long: mountain biking, gravel riding, triathlon, running, trail running, and skiing. But one rises above the rest.

"Mountain biking is my sport. It combines nature, movement, and that feeling of flow when you ride beauti-

ful trails – a feeling that keeps you smiling long after the ride. Sometimes the adrenaline is pumping, sometimes you just calm down and breathe. Both are important."

Syöte's winter trails impress him with their variety.

"The fatbike routes are well maintained and a pleasure to ride. Late winter is my favourite time – I also ski in the same landscapes then and enjoy the light. The days grow longer, the sun warms you, and sometimes I go riding at night with a headlamp in the moonlight."



Favourite routes and moments on the fell

Lieven's personal favourites are around Syöte Circuit and Ahma Circuit.

"Ahmavaara is a special place – you might still see snow-laden trees there in April. In summer I often head for the Syöte Circuit; that's where you really feel the flow of riding. Along the way you'll also find Pytkynharju and Kellarilampi – places everyone should experience."

One morning after his first working day in Syöte has stayed vividly in his memory.

"A late breakfast at ten, outside the hotel window were trees covered in heavy snow, and the sky was violet-blue brushed with gold. I thought I could just stay there watching the view, with no hurry to go anywhere."

Tips for winter outings

According to Lieven, a successful winter trip comes down to light gear and moderation.

"Don't overdress. Merino wool next to the skin, a light shell on top. Before heading out, I test my gear on a short loop. It's good to remember that movement warms you up, but too much heat will exhaust you. I pack a down jacket in my backpack in case I need to stop for longer. Always bring plenty of food and drink – conditions can change quickly." He prefers practicality over brands.

"Simple work gloves are often the best for winter biking. For shoes, a generous waterproof cover helps, leaving some air space inside. Merino socks keep your feet warm. The most important thing is that the gear works and feels comfortable."

Why Syöte?

For Lieven, Syöte's charm lies in its authenticity and calm.

"Syöte is just the right size. Everything is close: the ski resort, restaurants, and services. And the national park trails start right at your door, so you

can enjoy your own peace or spend an evening in good company."

He pauses for a moment and smiles.

"I want to share one more memory. One summer, I had spent the whole day in the wilderness with a journalist. In the evening at my accommodation, I watched the midnight sun shining. I couldn't sleep, so I took my mountain bike and headed for the Syöte Circuit. I rode the entire loop in perfect flow – it felt like I was floating above the trails, one with my bike and with nature. Around me, the quiet national park, scents intensified by moisture, all senses wide open. That feeling of flow was immense. Those are the moments that always bring you back here."

Discover Syöte's trails:
syote.fi/en/mountain-biking/



Iso-Syöte is a ski resort where a smile always comes with the service.

Finland's southernmost fell is known for its perfectly groomed slopes – and for the people who make every day special. Iso-Syöte is a place where guests are welcomed like friends, and where enjoying time on the fell is something everyone shares.

In winter, Iso-Syöte is everything a Finnish skier could wish for: soft snow, varied slopes, and an atmosphere where you can forget the rush. The resort is designed to serve both first-timers and experienced skiers. Gentle blue runs are perfect for families and beginners, while red and black slopes offer challenge and thrills for more advanced riders.

The slopes are known for their careful grooming and safety. A modern snow-making system and the precise work of the grooming machines ensure that skiing is a pleasure throughout the season.

A new lift makes getting up effortless

The fell's newest pride is a Leitner chairlift, bringing even more comfort and smoothness to the slopes. It carries skiers and snowboarders quickly to the top, and snowboarders especially appreciate its ease and safety. With the new lift, riding is more relaxed than ever – less adjusting, more time on the slopes.



A smile is part of the fell's identity

The secret to enjoying Iso-Syöte lies in its people. The slope staff, rental shops, and ski school serve guests with genuine joy and professionalism. Here, a smile is more than just courtesy – it's part of the fell's identity. Every guest is welcomed like an awaited visitor, someone who deserves the best possible day on the slopes.

This service-minded attitude shows in the details, too. In the rental shop, you're guided patiently; in ski school, you're encouraged; and in the cafés, stories of the day's best runs are shared. At Iso-Syöte, you're not just a visitor – you're part of the fell's own community.

After the slopes, the warm atmosphere continues

After a day of skiing, you can relax in the fell's cafés and restaurants, where the same heartfelt service carries on. Iso-Syöte is not just a ski resort – it's a complete experience where great service, the peace of nature, and the unique fell atmosphere go hand in hand.

When the chairlift takes you to the top and snowy forests open up before you, you understand why Iso-Syöte is a fell close to so many hearts. It's a ski resort where a smile always comes with the service – and where every run feels just right.



Snow World is a true adventure fell.



Snow World at Iso-Syöte is a place where children's first turns become stories and winter days are filled with laughter. Located at the foot of the fell, this children's own ski area is designed especially for families – safe, welcoming, and full of fun for all ages.

Snow World is like a small village on the fell slopes. The area features seven different ski runs, each with its own character and story. Children are guided on their adventure by the reindeer Musti and Lysti, who together with their forest animal friends welcome everyone. Exciting runs include Rabbit's Run, inviting kids to practise turns; Otter's Plunge, perfect for first descents; and Weasel's Whirl, which takes the smallest skiers swiftly yet safely down the slope. In the Adventure Forest, you can ski along the reindeers' secret trails, and at Jaunt of the Jay you spread your wings into a gentle curve like a true bird of the fells.

A shared fell moment for the whole family

At Snow World, everything is close – and that's exactly what makes it perfect for families with children. The youngest can enjoy the sledding hill or spin around on the carousel lift, while older kids test their skills in the mini park or on the gentler slopes.

"It's easy for us to be together even when the children are different ages," says a ski school instructor. "The smallest rides

a sled, another practises on Lumikon Luikaus, and parents can watch nearby or go for a run themselves."

A nice bonus for families is that children under six can ski for free when accompanied by a paying adult.

Courage and joy on the slopes with ski school

Iso-Syöte's ski school brings speed and confidence to the slopes – whether you're a beginner or already have some experience. If you want to learn something new, refine your technique, refresh old skills, or simply need a bit of encouragement, the ski school has what you're looking for.

The experienced and friendly instructor team makes learning fun and safe – and above all, motivating.

Warm breaks during your ski day

When cheeks are rosy and fingers start to crave warmth, it's time for a break. Snow World's campfire are located right at the foot of the slopes, so grilling sausages or enjoying hot chocolate is easy

between runs. You can also eat your snacks indoors at Lumimaa's cozy rest cabin, offering a warm place to recharge before heading back out.

Everything within walking distance

Iso-Syöte's compact size makes a family holiday effortless. Right at the foot of the slopes you'll find accommodation for every taste, including KIDE Hotel by Iso-Syöte, often voted Finland's best ski hotel. When you stay here, you won't need a car – all services and activities are within easy reach.

For indoor days, there's also fun at the Lumia Arena, offering indoor activities and games. Bookings are easily made through the central booking service.

Adventure begins at Snow World

Lumimaa is where imagination meets the joy of movement. Every run tells its own story, and every descent is a new adventure. When Musti and Lysti guide young skiers into the tales of the fell, moments are created that will be remembered for a long time.

HOTELLI ISOSYÖTE

30 years at the top of the fell. The story of Juha Kuukasjärvi

When **Juha Kuukasjärvi** first climbed to the top of Syöte as a little boy, there was only a fire watchtower and a rocky path. Now, decades later, that same summit is home to one of Finland's most renowned experiential hotels – Hotel Iso-Syöte. Dreams, rises, collapses, and rebirths have all been witnessed on the fell, but one thing has remained: a hunger for life that has driven Juha forward.

"At the beginning, I only had a dream," Juha recalls. "I wanted to build something of my own, something that would bring together nature, movement, and human encounters."

A shared dream

By his side was Katariina, Juha's wife and life partner, whose role in this story has been essential.

"We met back in high school. Katariina was a girl from the church village – at the time, a 'metropolis' of about five thousand people called Taivalkoski," Juha laughs.

Later, the couple moved south to study: Juha to Helsinki to study hotel and

restaurant management, and Katariina to Porvoo to study tourism. Even then, the idea of a shared future in tourism and experiences was already taking shape.

First steps as an entrepreneur

That dream eventually led the twenty-something hospitality student back to his home region. In 1995, he founded his first safari company in Iso-Syöte together with his friend Jorma Jokela. The snowmobiles were borrowed and customers were few, but there was more enthusiasm than common sense.

The business didn't take off right away, and Juha needed another job. He found one close by: at Hotel Iso-Syöte – first as a salesman, then as a bartender, receptionist, and waiter. There was always work for someone willing to do it, and just a few months later Juha found himself in the role of hotel manager.

"A little over a year later, in spring 1997, I leased the hotel and started working as if it were my own," Juha says.

A vision of a northern design hotel

When Juha bought Hotel Iso-Syöte in 2007, he had a clear vision: to create an internationally appealing destination in the heart of northern fell nature. The work took him around the world to trade fairs and partners, but his heart always stayed in Syöte. Over the years, Tunturimökkit cabins, the Arctic Spa, and the iconic experience suites were built around the hotel – Kotkanpesä (Eagle's Nest), which brought the hotel global headlines, and the first version of Karhunpesä (Bear's Lair), later complemented by Feeniks (Phoenix) and the renewed Karhunpesä after reconstruction.

When The Telegraph named Kotkanpesä the fourth most romantic suite in the world, the hotel gained even more international recognition.

The fire and a new beginning

On December 21, 2018, everything came to a halt. The hotel caught fire and was almost completely destroyed overnight.



HOTEL ISO-SYÖTE SKYWALK



"I was a hotel owner watching my life's work burn before my eyes. It was a moment that stopped me in my tracks. But it also taught me what truly matters – people. Everyone got out safely, and in the middle of all the chaos, that was ultimately the only thing that mattered. That's where the new rise began."

Rebuilding the hotel became a shared show of strength. Juha describes it like the story of the phoenix: from destruction rose something even stronger and more beautiful. In autumn 2019, Hotel Iso-Syöte gradually reopened its doors, and a new era began. Juha's motto, "hunger for life," kept pushing him forward – a desire to learn, to build, to experience, and to share those experiences with guests.

The future at the top of the fell

Today, Hotel Iso-Syöte is known as a place where fell nature meets Nordic design and authenticity.

An extension will add 23 new rooms during 2026, and development continues. Future plans aim at an even more holistic concept, where the national

park's nature, wellbeing, and design come together in a way never before seen in Finland.

The anniversary year is also a moment for Juha to pause and give thanks. Thirty years of entrepreneurship is a long time at the top of a fell, but it is only one milestone.

"This work never really ends. Our mission is to create genuine experiences that stay in people's minds. That's the best thing you can do," Juha says.

Anniversary year – 30 years of entrepreneurship

December 2025 marks the start of Juha and Katariina Kuukasjärvi's 30th anniversary year and opens a new chapter in the hotel's story. For a long time, Juha had been thinking about how the hotel's unique location on the fell summit could be better reflected in its name. He tested options, compared impressions, and searched for something that would feel truly right and distinctive.

In the end, the solution was close at hand. The hotel's restaurant already

carried the name Hilltop, a word that had also become rooted in guests' language over the years. It felt natural for the hotel to adopt the same word. And so the new name was born: Hilltop Hotel Iso-Syöte – clearly telling where the hotel stands: at the top of the fell.

To celebrate the anniversary year, the hotel is launching an exceptional competition. The winner will enjoy a week-long dream holiday at Iso-Syöte, including luxurious suites, the peace of the wilderness, Arctic experiences, and flights from anywhere in the world.

After three decades, Juha still looks down from the fell with the same curiosity as he did as a young man – and smiles.

"When a guest leaves with a smile and still turns back to take a photo of the hotel, I know we've succeeded. That's the moment we do this work for," Juha says. Development will continue in the coming years as well.

"In 2026 you'll hear more about new things – but not just yet," he grins, and heads off to check on the progress of the extension site.

Enter our anniversary prize draw!

WIN AN ARCTIC DREAM HOLIDAY AT HILLTOP HOTEL ISO-SYÖTE

Hotel and tourism entrepreneur Juha Kuukasjärvi's career began 30 years ago at Iso-Syöte with a dream of offering travellers the very best of the North.

To celebrate this anniversary, we are giving one lucky winner the chance to make their own Arctic dream holiday come true at the top of the fell, at Hilltop Hotel Iso-Syöte.

**Build your snowy dream holiday for two at
hotelli-isosyote.fi/bucketlist and enter our prize draw.**



HILLTOP HOTEL
ISO • SYÖTE

Everything you need for your holiday

The easiest route to adventure starts at the door of the Syöte Rent & Safaris rental shop.



Located in the heart of the Syöte tourist area, in the Lumia Arena, this company makes outdoor activities and experiences easy – whether you're dreaming of a peaceful outing, an action-packed adventure, or a fun day outdoors with the whole family.

"We are an easy-going rental service, and what matters most to us is that every customer leaves with a smile," says **Juuso Tuovinen from Syöte Rent & Safaris**. "We want people to feel that they truly matter to us."

Experiences all year round

In summer, Syöte Rent & Safaris provides everything you need to enjoy the outdoors. The selection includes SUP boards, ATVs, and both traditional and electric fatbikes.

In winter, the range expands even further: in addition to snowshoes and sliding snowshoes, you can rent pulks for skiing, snowmobiles, and fatbikes.

"The winter season is quite snowmobile-focused for us. Snowmobiling easily takes the top spot," Juuso says.

"Many international guests are inexperienced with snowmobiles, so guided safaris are a safe and easy way to try it out with professional guides. Finnish customers, on the other hand, often have previous experience, so self-guid-

ed rentals are usually their preferred way to head out on an adventure."

Easy and flexible

Renting has been made as simple as possible. We recommend booking in advance, especially during peak seasons and holidays, to ensure smooth service.

Equipment can be reserved through the online shop, by email, or by phone. When booking, you can also choose self-service pick-up and return.

"The customer receives instructions and codes by email, so they can collect the equipment even if the office is closed. This has received really great feedback, because the service isn't tied to opening hours," Juuso says happily.

Customers and day visitors

Most customers are Finnish customers staying in Syöte, but in winter there are also many international guests.

"We also see quite a few day visitors – for example, from the Oulu region it's nice and easy to come to Syöte for the day and then drive back home in the evening to heat up your own sauna."

New equipment and fresh ideas

Syöte Rent & Safaris is constantly developing its services. The equipment is renewed regularly, and new gear and

route options are added based on demand.

"We want our equipment to always be in good condition and safe. That's something we never compromise on," Juuso emphasizes.

Scenery that impresses every time

"The best thing about Syöte is its calm and down-to-earth feel. Wherever you go, you're welcomed warmly," Juuso says. And of course, the scenery should not be forgotten – you get your first taste of it already when arriving in Syöte.

Whether it's a winter snowmobile safari, a cycling trip, or a summer paddling day, Syöte Rent & Safaris makes Syöte's nature easy to access – and the experiences even greater.

Syöte Rent & Safaris

Rentals & safaris in the heart of Syöte, at the Lumia Arena
syoterentsafaris.fi

Open year-round

Other equipment rental services in the area

• Iso-Syöte Ski Resort

Mountain bikes, skis, boards, and snowshoes

Tel. +358 201 476 471

• Hotel Iso-Syöte

Electric mountain bikes and snowshoes
Tel. +358 201 476 400

Iso-Syöte is also a dream destination for bike park riding.



When the lift carries you and your bike to the top of the fell, the view opening up ahead makes your heart beat faster – and not just because of the height. Iso-Syöte Bike Park is a paradise for bike park riding, where 13 different trails offer speed, scenery, and just the right level of challenge for every rider.

The brand-new Leitner chairlift takes cyclists effortlessly to the top, and from there the real fun begins: versatile trails, jumps, and banked turns where technique and flow truly come into their own. The green and blue trails are perfect for beginners, while the red and black lines get the adrenaline going for more experienced riders.

Before heading into bigger adventures, you can warm up in the practice area or join the “Get to Know the Bike Park” guided session held on Saturdays, where you’ll learn the basics of bike park riding safely.

Everything you need – full-suspension bikes, full-face helmets, and protective gear – is easily available at the Bike Park rental shop. Then it’s just helmet on, finger on the brake, eyes down the slope. Syöte’s epic descents are waiting.



Syöte holds a special place in the hearts of Pia and Mikael.



On Syöte's trails and slopes run the stories of many families, passed down from one generation to the next. **Pia Kuha and Mikael Kurttila** have been visiting Syöte since childhood – and still, year after year, the fell keeps drawing them back.

"We've been coming to Syöte since we were very small. Our home towns, Oulu and Ranua, are both close by, so this is where we learned the basics of skiing and downhill skiing. As adults, Syöte has become even more important – a place where you can be in nature and do what you love," Mikael says.

The closeness to nature, the perfect distance from everyday life, and the versatile trails make Syöte an ideal escape. Pia and Mikael spend time here all year round – skiing, downhill skiing, cycling, and hiking in the landscapes of the national park.

Made for mountain biking

Syöte's terrain feels tailor-made for mountain biking. Forest trails, mires, and ridges create a varied landscape

full of challenge and experiences.

"The variety of trails is what makes riding here so special. There are easier sections and more technical parts, so you can always choose according to your mood and skill level. The same goes for the Bike Park – you'll find both speed and flow there," Pia says.

The new chairlift at Iso-Syöte has brought a whole new dimension to downhill biking.

"Now you get many more runs, and getting back up is easy. It's a luxury to sit back on the lift for a moment and enjoy the views," Mikael smiles.

Versatile accommodation

After a long day, the couple relaxes in a cabin or at a hotel.

"For example, Hotel Iso-Syöte is in a stunning location, and the Arctic Spa is the perfect place to recover. The breakfast is second to none, and that little touch of luxury at the top of the fell makes the holiday special," Pia describes.

"It's also convenient that you can rent a bike from the hotel and head straight onto the trails – just remember to save

some battery on the e-bike for the climb back, or your legs will really have to work," Mikael laughs.

Trails and traditions

Mikael's favourite route is the Syöte Circuit. "It shows the best of the area: old forests, mires, ridges, and the fell itself. It's well suited for both new and experienced riders. And in the Bike Park, we both have our own favourites – like Morkula," Mikael says.

In winter, the couple heads for the slopes and cross-country trails.

"We've been waiting for the chairlift for a long time, and it's great that it's finally in use. Skiing and downhill skiing have always been part of winter in Syöte," Pia says.

When I ask them to describe Syöte in one sentence, they think for a moment and then say together:

"Syöte is a place where you can move in pure nature with all your senses – in summer and in winter.



Tunturi Market & Tunturi Pub

Everything you need for your holiday

Tunturi Market offers everything essential for your holiday: groceries, fresh bread, local delicacies, souvenirs, fishing permits, as well as pharmacy and Posti services. The selection changes according to customers' wishes.

Opening hours

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Fri–Sat	9 am–7 pm
Sun	10 am–5 pm

Tunturi Pub, Pizza & Burger

Hot pizzas and burgers, cold draft drinks, and a relaxed pub atmosphere with events at the foot of the Iso-Syöte slopes.

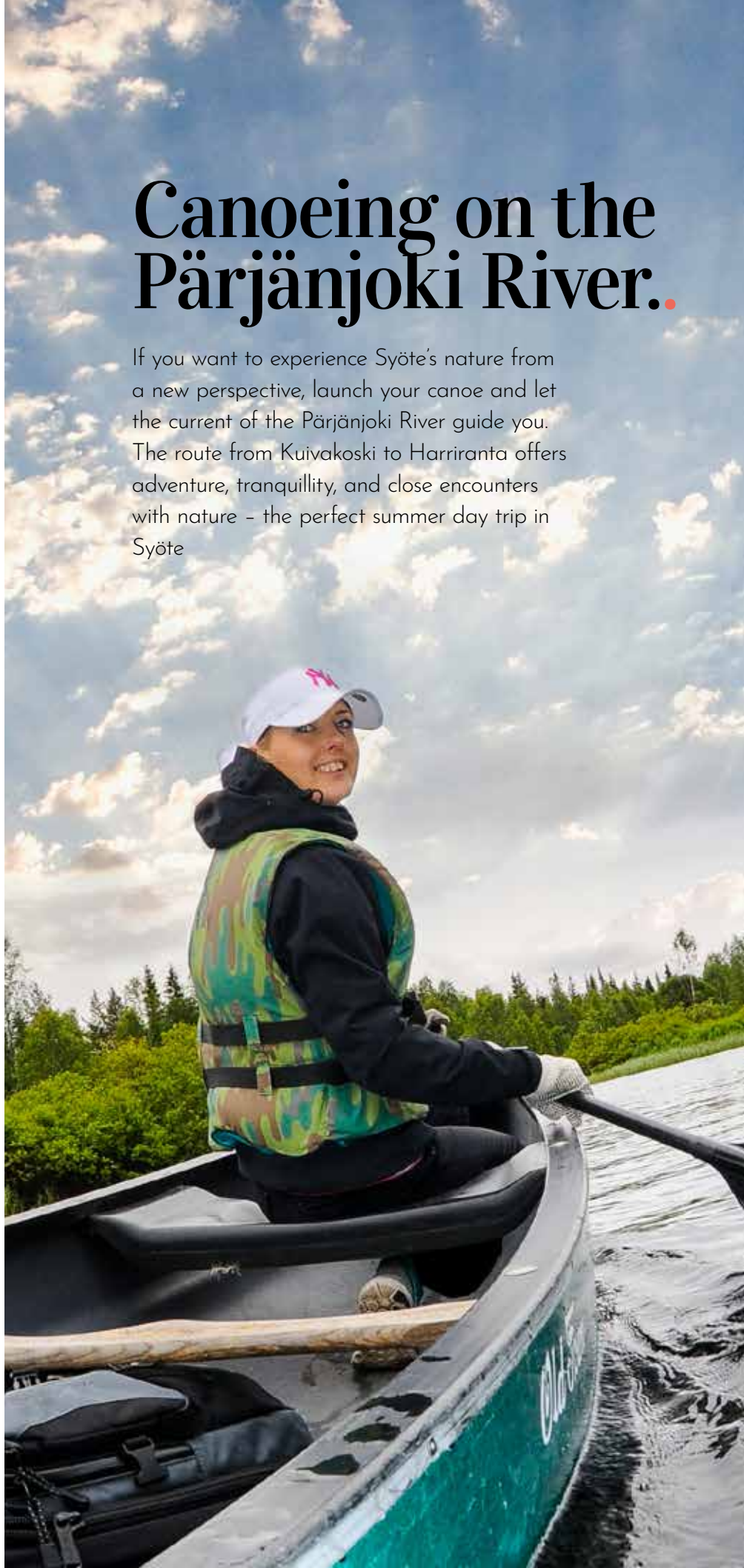
Check opening hours at tunturimarket.fi



Romekievarintie 1, Syöte
+358 440 838 668
tunturimarket.fi

Canoeing on the Pärjänjoki River.

If you want to experience Syöte's nature from a new perspective, launch your canoe and let the current of the Pärjänjoki River guide you. The route from Kuivakoski to Harriranta offers adventure, tranquillity, and close encounters with nature – the perfect summer day trip in Syöte





At Kuivakoski Bridge, the river flows dark and quiet. A beaver glides upstream, its tail brushing the surface, and disappears around the bend. I lower my canoe into the water and let the current carry me – toward the rapids of the Pärjänjoki and a summer day's adventure through Syöte National Park. The Pärjänjoki reveals another side of Syöte's heart. At times the current rushes between rocks, at others the river calms into a mirror-like pool where you paddle as if in a dream.

Stones resting beneath the surface challenge your steering, but after every rapid comes silence – that moment when you hear only your own breathing and the steady murmur of the water.

Along the banks are signs of life: trees felled by beavers, goldeneyes building their nests, and a black grouse darting through the reeds. A pair of swans takes off right in front of the kayak, webbed feet slapping the water like a runway.

Encounters along the river

Before the rapids of Toraskoski, I stop

as a moose and its calf step into the water directly ahead of my canoe. The canoe drifts silently, and for a moment we simply look at each other – both part of the same current.

The twin-peaked profile of Teerivaara is drawn in reflection on the river's surface. From the water, the view is different: the forest steps aside and the landscape opens wide, calm, and clear.

Trails and currents

At Anninkoski Bridge, the air smells of tar. Cyclists roll onto the bridge, cross the river, and continue toward Toraslampi. Smoke rises from Annintupa – someone has already arrived.

On the shore, hikers walk alongside the water, some with light daypacks, others with heavy backpacks heading deeper into the national park. Here, trails and river meet; everyone chooses their own rhythm and way of travelling.

On the water and along its edge

In the shallows, the canoe scrapes against gravel. I step out, push with the paddle, and continue. That's the nature

of the Pärjänjoki: sometimes the current carries you, sometimes you must find your own way.

Before Vannekoski, anglers stand quietly along the banks, a grayling flashing in the sun. We greet each other without words – a shared moment by the river.

The climax of the current

Vannekoski awaits – water plunging between rocks like through a narrow corridor. I take a deep breath, grip the paddle tighter, and let the canoe dive into the rapid. Splashes hit my face; now paddling is one with water and motion. When the river calms again, I know I've arrived.

On the sandy shore of Harriranta, I pull the canoe up and sit down. Behind me lies a journey where pools and rapids, beavers and moose, bridges, smoke, and fishermen have all been part of the same flow.

The Pärjänjoki is the heart of Syöte – and the best way to hear its heartbeat is to step into a canoe.



Quality time for fly fishers on the Pärjänjoki River.

Syöte's wilderness, crystal-clear rivers, and peaceful waters offer anglers experiences that leave memories far beyond just the catch. Fishing in Syöte is about slowing down, observing nature, and sharing moments you'll remember for a long time — no matter how big the fish on the line turns out to be.

For a fly-fishing entrepreneur, it's a way of life

Janne Määttä from Syötteen Eräpalvelut is a fisherman at heart and knows the area's waters like the back of his hand. Fly fishing is a way of life for him, taking him to the Pärjänjoki, the Iijoki, and even to Norway's fishing waters. This passionate angler gladly shares his knowledge with both beginners and experienced fishers alike.

"The river landscapes of the Syöte area dearest to my heart is the Pärjänjoki, where you can catch grayling and trout. The river is easy to reach and offers many good spots to tempt a bite. The Naamankajoki and the Iijoki are also excellent destinations for fly fishing," Janne recommends.

Fishing is more than just the catch

On Syöte's waters, fishing offers much more than the chance of landing a fish. It's a break from everyday life, a moment to enjoy the fresh air, and to listen to nature's own rhythm and the soothing murmur of water. Fishing calms the mind, makes you forget the rush, and turns every cast into a small adventure.

"Whatever gear you use, fishing is never wasted time. It lets you forget work, relax in nature, and enjoy an unhurried way of life. And even if nothing bites, fishing always gives you exercise and a good feeling — that's guaranteed," Janne laughs.

A fly-fishing course to deepen your skills or open the door to a new hobby

Syötteen Eräpalvelut offers fishing trips ranging from a few-hour outings to full-day adventures. "Trips are always planned according to the guests' wishes and skill level. I've guided families, experienced anglers, and beginners interested in the sport," Janne says.

In the Pudasjärvi area, there are plenty of options — suitably challenging spots for the experienced and easily accessible places for beginners, where you can safely learn the basics in a pleasant environment.

In addition to guided trips, Syötteen Eräpalvelut also organizes fly-fishing courses that are easy to join. The courses suit everyone, whether it's your first try or refining your skills with a more experienced guide.

"On our summer courses, we've had both beginners and more experienced anglers. We can provide the equipment, and it's easy to get into the sport even with a group of friends. Fly fishing is something you can do alone, as a pair, in a group, or with your family — and on the courses you often find new fishing buddies too," Janne says with a smile.

Read more about Syöte's fishing spots and required permits at syote.fi



The spark was ignited at a fly-fishing course.

At Syötteen Eräpalvelut's fly-fishing course in August, a group of six explored the fine spots of Turvakko Rapids on the Iijoki River. Among them was **Verner Weckman**, who works as a guide at Hotel Iso-Syöte and for whom the sport was a completely new experience.

"I had never tried fly fishing before, but I was immediately interested. Joining the course was easy – the equipment was provided, and transportation was also arranged by the organizers," Verner says.

The group included both beginners and more experienced anglers. The day began with gear instruction and instructor Janne's casting demonstration. They also practised reading the water – the skill of finding fish migration routes and resting spots. Then it was time to wade into the river and try casting for themselves.

"Even the first casts felt good, and soon fish started taking the flies. That moment when the first grayling struck was amazing," Verner smiles.

Everyone on the course caught fish, but those under the size limit were released back to grow. The day ended with a coffee break and fishing stories – with the biggest fish, of course, getting away, as tradition dictates.

For first-timer Verner, the tally was five fish – the best result of the day.

"I don't know if it was beginner's luck or fast learning, but I do know this has become a new hobby for me," Verner says happily.



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Syöte strengthens the principles of sustainable tourism

– with the husky farm among the pioneers

Syöte's tourism businesses have taken a strong step toward international sustainability standards. The area already has several certified accommodation, transport, and activity service providers, and many others are in the final stages of earning their own certification. With certification comes the opportunity to join Visit Finland's STF path and gain an internationally respected label.



Syöte's tourism operators are strongly and long-term committed to sustainable development. More and more businesses have completed sustainable tourism certifications and earned the Sustainable Travel Finland (STF) label. The STF label shows that an operator develops tourism systematically according to ecological, social, and economic sustainability principles. The Syöte destination itself is also aiming to achieve the regional STF label in the coming years.

At the husky farm, both people and animals thrive

Syöteen Eräpalvelut has operated in the area for 15 years, and its sustainability work continues with strong commitment. The company received the official STF label in 2023, but responsible practices

have been part of everyday life from the very beginning.

"We bought the company with Janne, dogs included, in 2010 without any prior experience in safari operations. A healthy work community – for both people and dogs – has guided everything we do from the start; it's the red thread running through our work. We know our dogs by name, each one is a unique personality and valued just as they are. We celebrate birthdays together as a whole kennel and share daily moments with the dogs," says 'husky mom' Jonna Määttä.

Joy, learning, and energy

The company's philosophy is built on mutual learning: experienced employees guide the younger ones, while the young bring energy, fresh perspectives, and joy into the work – whether with dogs or people. Great emphasis is placed on training and onboarding. This year, a seasonal worker started a month early to get to know the dogs, working methods, and environment in a calm way. In the same way, the most experienced

lead dogs train the younger members of the team. Sled dogs are born to run – and work is what they love. With the help of older leaders, every young dog finds their place in the team.

The dogs' wellbeing is also reflected in every stage of a sled dog's life. When it's time to retire from daily work, senior dogs spend their well-earned retirement days at home. Depending on their condition, they are still offered light and meaningful activities, such as gentle team runs "at the retirees' pace." Even as they age, dignity is preserved – every old dog is made to feel they remain an important part of the pack.

Nature and the local community at the heart of operations

Safari activities require deep respect for the environment. Routes are maintained regularly and impacts on nature are minimized. At the same time, close cooperation within the local village community is



nurtured.

"Our huskies train at the same time as others are out in the wilderness. During hunting season, we stay in active contact with local residents so we know each other's schedules and can operate safely without disturbing one another," Jonna explains.

The company also favours local products and services whenever possible. For example, lake fish from population control fishing and products past their best-before dates are used in the dogs' food, reducing waste and supporting local actors in line with sustainable values.

Summer programs are likewise built on nature's terms: canoeing, fishing, hiking, river tubing, and food experiences are all ecological choices. Catering uses Finnish and as local as possible ingredients, and traditional Finnish kuksa cups made from recycled materials are used for serving.

Networks strengthening a sustainable future

Syötteen Eräpalvelut and other tourism operators in the area actively participate in sustainability training, workshops, and joint volunteer efforts. Development is done together and openly, for the benefit of the whole region.

The Syöte Tourism Association and Syötteen Eräpalvelut also took part in Visit Finland's first-ever national STF event in Tampere in November 2025, joined by tourism businesses and regional organizations from across Finland.

"During the day, we heard inspiring stories from the sustainability journey, received practical marketing tips, and contributed to shaping the future story of STF. But most importantly, it was about networking nationwide," says **Ulla Anttila** from the Syöte Tourism Association.

Action and atmosphere: Syöte's event calendar.

Syöte's fell beats to the rhythm of events all year round!



Summer begins in spectacular scenery when the **NUTS Syöte Trail Run on June 12-13, 2026** invites trail runners to the routes of Finland's southernmost fell – stunning views and great vibes guaranteed.

In August, cyclists take over the trails at the legendary **Syöte MTB** event, riding through mires, ridges, and forests.

The Välähdyksiä art exhibition at the top of Iso-Syöte brings light and colour to the summer and autumn fell landscapes in a whole new way.

The winter season is filled with action-packed slope events where snow and great atmosphere come together. Syöte lives in every season!

See event highlights:
syote.fi/tapahtumakalenteri



Experiences on a plate

– Hilltop's Head Chef Arto Posio.

From the kitchen of Hilltop Restaurant at Hotel Iso-Syöte drifts a scent that tells the story of the North. There, at the top of the fell, head chef **Arto Posio** has been creating flavour experiences for almost four decades – since 1985.

"I came here back then as a trainee. That's where my career started, and I've never left," Arto says calmly.

"The title has changed over the years, but the core of the work is the same: food – and making sure guests leave satisfied."

Food that tastes of the North

Hilltop's food philosophy is based on a simple idea: pure flavours and honest ingredients.

"People come to Syöte to experience things, and we want to offer one experience on the plate as well. We use a lot of local ingredients: berries, mushrooms, fish, and reindeer. Reindeer should taste like reindeer, not like anything else. The sauces and sides support it, not cover it," Arto explains.

On Quandoo, Hilltop's average rating is

5.2 out of 6, with exceptionally positive feedback:

- *"The service was truly excellent and the food delicious."*
- *"The Arctic char was an absolute 10+ taste experience."*
- *"The Hilltop menu exceeded expectations."*
- *"Food 9.5/10 and service 10/10 – always a pleasure to come back here."*

"The secret isn't very complicated. Good ingredients and a desire to make good food. Ingredients are the stars – the chef just makes sure they shine," Arto says.

A team that delivers

Arto doesn't work alone.

"A kitchen doesn't run on one person. We have an experienced and committed team who know their craft. When the foundation is solid, it's also easy for seasonal staff to join in and learn."

At Hilltop, they live by the spirit of Hotel Iso-Syöte: Rise Above the Ordinary.

"We try to do things a little better than strictly necessary. You can taste that on the plate."

Reindeer and other classics

A native of Posio, Arto knows reindeer meat inside out.

"Reindeer is an important ingredient for me. It grows in a clean environment, and you can taste that. There's no need to explain anything."

The coming season's menu will feature familiar favourites with a touch of something new.

"Roast reindeer, sautéed reindeer, burgers, and fish will stay on the menu. Alongside them, we'll develop new flavours and options – including vegetarian dishes. We always put special effort into desserts. That's where you can take a bit of creative freedom."

In closing, Arto sums it up:

"The best way to understand is to come and see for yourself. At Hilltop, you'll get great flavours – and the views take care of the rest."



Pärjä Ski&Bistro

A back-slope classic, with a grill serving burgers and pizzas, among other favourites. Vegan options also available.



Romekievari

Rinneravintola Romekievari offers relaxed slope-side dining right at the foot of the front slopes. This warm and welcoming restaurant invites you to enjoy tasty dishes, a laid-back atmosphere, and well-earned breaks during your time outdoors.



Ravintola Bistoria

An Italian-style restaurant located at KIDE Hotel, offering breakfast, a café, dinner, and Kerkka's super-popular home-style lunch.



Tunturi Pub, Pizza & Burger

Hot burgers and pizzas, cold draft drinks – pub food at its best right at the foot of the Iso-Syöte slopes. Enjoy it alongside board games. Vegan options also available.



Restaurant Kotva

Restaurant Kotva is an intimate and tranquil dinner restaurant with a menu built around local flavours. At Kotva, high-quality ingredients are used, and local producers are favoured whenever possible.



**Find Syöte's restaurants
using the QR code**

You can always get help from Syöte's Central Booking Office.

Located at Syöte's LumiArena, the Central Booking Office is the area's own "information hub" – a place where you can find answers to almost any holidaymaker's question. Open year-round, this service point helps visitors with everything from accommodation to experiences, and from small practical issues to big holiday dreams.

When stepping through the doors of the Lumia Arena, visitors are greeted with a warm smile and a genuine desire to help. At the desk of Syöte's Central Booking Office, accommodation is booked, trail tips are shared, and the next day's adventures are planned. For many, it's the heart of their holiday – a place to turn to in any situation.

"If your car breaks down, your skis snap, or your child's winter trousers are left at home – we can't always fix everything ourselves, but we know how to point guests in the right direction. Giving holiday tips is also a big part of our everyday work," says destination manager Tiina Saarela with a smile.

All of Syöte's experiences under one roof

Syöte's Central Booking Office is much more than just a provider of cabin accommodation. From the same place, you can take care of cabin and apartment bookings as well as activity services and guided excursions.

The selection is wide: snowmobile safaris, fatbike tours, reindeer and husky rides, snowshoe trips, and in summer, hiking in Syöte National Park. The team at the booking office knows every trail and service – and helps you find just the right experiences for every season.

A tip for travellers: plan ahead and enjoy

Syöte's popularity grows year by year, and Saarela reminds visitors that planning ahead is the key to a successful holiday.

"The early bird catches the worm. By booking your activities and accommodation in advance, you secure your place in the experiences you want – especially during peak seasons. We help build packages that suit families, couples, and active adventurers alike," Saarela says.

Service all year round

Syöte's Central Booking Office serves guests year-round – hikers and cyclists in summer, skiers and downhill skiers in winter. Whether it's a spontaneous weekend getaway, a Christmas holiday with the family, or an active summer trip with friends, Syöte's Central Booking Office is always ready to help.

Welcome to Syöte – we're here to help make your holiday perfect.

Tiina's tips for a perfect Syöte holiday

- **Book early.** The most popular cabins and experiences fill up fast – planning ahead ensures the best holiday.
- **Ask and discover.** Come and have a chat! We know Syöte's trails, services, and hidden gems.
- **Dare to try something new.** Snowshoeing, husky rides, fatbiking, or Northern Lights watching – there are experiences all year round.
- **Enjoy local flavours.** Syöte is a great place to eat well! Try home-style food at slope restaurants, local delicacies, and cozy evening restaurants. We'll help you find the option that suits your taste.
- **We're always here.** In summer, winter, autumn colours, and the glow of spring snow – Syöte's Central Booking Office serves you almost every day.
- **More ideas and bookings:** www.syote.net



Central Booking Office Accommodation Services

- Around 200 accommodation properties in mediation
 - cabins, semi-detached houses, apartments
 - bookings for the area's three hotels
- Additional services for accommodation
 - bed linen, firewood, travel cots, high chairs
- Cleaning and maintenance services for accommodation
- Key services for accommodation properties

Other services of the Central Booking Office

- LumiAreena meeting and event bookings
- Group and conference reservations
- Sale of ski trail passes and maps
- Sale of Syöte textiles and souvenirs
- Sale of area maps
- Sale of postcards and stamps
- Gift cards
- Rental of sleds and sliding sleds

Syöte Tourist Information

- Open year-round
- Information on the entire area's tourism and guiding services
- Brochures and tips for your holiday

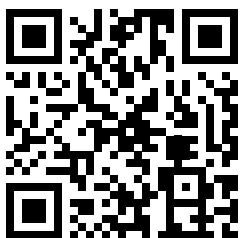


The Central Booking Office also arranges

- Husky, snowmobile, and reindeer safaris, as well as other weekly programs and excursions
- Other activity services
- Bike and snowmobile rentals
- Smoke sauna bookings
- Restaurant reservations

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Pudasjärvi invests in tourism.

The City of Pudasjärvi sees tourism as a key source of future vitality. The growing appeal of the Syöte fell area has brought more visitors and seasonal workers, increasing the need to develop services and housing. The city has responded by building new rental apartments, especially to meet the needs of seasonal employees.

“Tourism growth also requires a functioning everyday life for those who make it happen, and housing is key to that,” the city notes.

Investments are also visible in environmental actions. Pudasjärvi’s new wastewater treatment plant ensures

that tourism growth does not endanger the crystal-clear lakes and streams of the Syöte area. Clean waters are not only part of the region’s natural values but also the foundation of its appeal.

The city is also a major seller of plots in the Syöte area. New accommodation and housing projects have gained momentum through the city’s active land policy, which supports tourism businesses and private investments in the area.

Pudasjärvi’s positive attitude toward tourism has also brought new residents and vitality. Families who have moved to the Syöte area drawn by work

or nature have helped sustain local services – from daycare to schools.

Tourism brings income, but above all it sustains the community. City services are important for visitors too: in Pudasjärvi town centre, travellers can stock up on gear and everything needed for a successful holiday.

Syöte’s growth is a shared story for all of Pudasjärvi – an investment in the future that pays back many times over.



Syöte Taxi – deeply rooted in the heart of Syöte.

Syöte Taxi is a family business deeply rooted in the landscapes of Syöte. Its roots reach back to the Heikkilä homestead, where the Särkelä family has lived since the 1700s. Over the years, the farm has seen cattle farming, Syöte's first school, church services, a local shop, movie screenings – and even the village's first telephone.

The founder of Syöte Taxi, Markus Särkelä, grew up on the farm and began working as a taxi driver back in 1993, first driving cars owned by relatives. Over the years, he has worked in tourism, construction, and earthmoving, but his blood has always pulled him back to his home village.

"My family roots go right back to the very first people in the Syöte area, so my blood has always drawn me back home. Now I'm not leaving even by wearing out," Markus laughs. Markus has countless stories to tell, and even long journeys pass pleasantly in the company of Syöte's own "wordsmith."

Markus's wife Tuija Särkelä moved to Syöte in the 2000s and worked in tourism and care services before becoming a taxi driver in 2021. As Markus's own business grew, Tuija joined the company full-time.

"As a family business, Syöte Taxi has now operated in the area for a few years, and all our staff are from the same family," Tuija says. The couple's daughter Tiia also drives a taxi alongside her studies, and during peak seasons they are joined by additional drivers and partners.

Syöte Taxi at your service!

Syöte Taxi serves both locals and visitors. The company provides on-call taxi services, airport and safari transfers, excursions, and year-round also Kela and social & healthcare rides in the Pudasjärvi and Taivalkoski areas. Important values for the company are clean and safe vehicles, professional drivers, and warm, reliable customer service.

"Taxi entrepreneurship isn't just about

driving – maintaining the fleet takes time, too. For us, besides driver professionalism, cleanliness of the car and passenger comfort are especially important. Marketing and company visibility also matter; social media channels play a big role for us," Tuija sums up the family business philosophy.

Looking confidently toward the coming season

The upcoming winter season looks busy, and with it the Särkeläs will continue to serve Syöte's visitors and residents with pride and a positive spirit.

"We are a local and reliable operator who knows Syöte and its roads like the back of our hand. For us, a ride is not just a trip – it's a service experience."

syote.fi/tuotteet/taksi-palvelut-syote/

syote.fi/en/trip-accommodation/getting-there



Syöte's taxis and charter services – flexible transport all year round

Syöte's taxi and charter companies operate every day of the year, offering reliable transport for short trips, airport transfers, and excursions alike.

Syöte Charter transports visitors smoothly from the airports of Oulu, Rovaniemi, and Kuusamo to the fell, and also arranges day trips to destinations such as Ranua Wildlife Park, Rovaniemi, and the SnowCastle in Kemi.

Saaga Travel takes care of feeder and group transfers and runs the popular Ski Bus from Oulu to Syöte during the winter season.

STP Liikenne provides taxi and local bus services, including the Syöte Shuttle, making it easy to get around the fell area without your own car. In summer, bikes and equipment can also be taken along.

Syöte Taxi serves year-round and organizes trips to Santa Claus Village, Ranua, and Korouoma – accessible transport is also available.

Local drivers know the roads and the stories – they'll take you where you need to go safely, flexibly, and with a genuine Syöte spirit.

syote.fi/en/trip-accommodation/getting-there/



Amarok Sport Adventure prepares for a busy winter.

Operating near Syöte, Amarok Sport Adventure is eagerly looking forward to the coming winter season, when dog sled rides will once again draw visitors on to snowy forest trails. There is plenty of demand ahead, and the company is preparing for it by acquiring additional equipment already for this winter.

Over the summer, Amarok Sport Adventure has renovated its sauna and gradually increased the number of its dogs, which now totals around 80. On the fell, everyone is already eagerly awaiting the first snowfalls – and the moment when the teams can once again run through the quiet forests of Syöte.

Read more: www.amarok-sport-aventure.com

Apteekin palvelupiste myös Iso-Syöteellä Tunturi Marketin tiloissa



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Add experiences to your holiday with the weekly program.

Syöte's winter is full of movement, laughter, and moments that stay with you. When snow blankets the forests and the sky glows blue, Syöte's weekly program invites you to adventure – by snowmobile, pulled by huskies, on snowshoes, or even chasing the Northern Lights.

Here, every day brings a new experience, whether you dream of an action-packed adventure or a quiet moment in the heart of nature.



By snowmobile through fell landscapes

Among Syöte's most iconic experiences are snowmobile safaris that take you deep into snowy forests, across open mires, and all the way up to the fell tops. Routes flow from peaceful

hills to thrilling climbs – and along the way, you'll stop to enjoy hot berry juice and a silence found nowhere else. Safaris are organized by, among others, Hotel Iso-Syöte and Syöte Rent & Safaris, both providing all equipment and guiding.

In the speed of huskies

A sled pulled by a dog team glides smoothly forward, and in an instant the scenery turns into something out of a fairy tale. Amarok Sport Adventure and Syötteen Eräpalvelut offer husky rides in the Syöte area, where you can experience the Arctic wilderness and the unique bond between animals and humans up close.

Into the silence on snowshoes or fatbikes

The trails of Syöte National Park also call those seeking a calmer pace. Guided snowshoe hikes and fatbike safaris offer a new perspective on familiar landscapes. KIDE Hotel by Iso-Syöte organizes guided winter excursions and the popular Conquering the Fell activity, where groups climb together to the top of Iso-Syöte.

Easy and unforgettable – everything in one place

Syöte's strength lies in its compactness. Programs, equipment, and guides are all close by – often right in the same



yard where you're staying. At Hotel Iso-Syöte and KIDE Hotel, safaris start right from the doorstep, and Syöte's Central Booking Office helps you build the perfect holiday with a single reservation. In Syöte, winter is not just a season – it's a way of life: unhurried, in tune with nature, and full of experiences you'll still remember when spring arrives. Hop on a sled, tighten your bindings, or simply pause – and feel how the fell turns everyday life into adventure.

Winter activity providers:

Hotel Iso-Syöte • KIDE Hotel by Iso-Syöte • Pikku-Syöte • Syöte Rent & Safaris • Syöte Central Booking Office • Amarok Sport Adventure • Syötteen Eräpalvelut

Discover the weekly program:

[/syote.fi/en/weekly-safari-program/](http://syote.fi/en/weekly-safari-program/)

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The location couldn't be better –

right at the foot of the back slopes of Iso-Syöte, at the gateway to the national park. After a day of skiing, hiking, or cycling, it's easy to step straight into the warmth of your hot tub and let the bubbles do their magic.

Pärjä Ski Suites is designed for those who appreciate peace and a touch of something special. It brings together modern comfort and the silence of nature in a way that makes time stand still.

Read more and find your moment of relaxation at skiparja.fi

Hotel Pikku-Syöte A new life at the top of the fell.



Pikku-Syöte is a piece of northern slope life now awakening to a new era. When entrepreneurs Valli and Toivonen bought the hotel, they didn't yet know the place, but they immediately saw its potential. Syöte's nature, landscapes, and location made a strong impression – the promise of the place was clear from the very first moment.

"Syöte is enchanting. An incredible location, nature, and scenery. You could see right away that this place had huge potential," Valli describes.

At the hotel, they want to preserve the atmosphere of past decades and honour its history. They call the place a "barrel of memories" – and with that comes the responsibility to understand what

is being changed. That's why the renovations are moving forward carefully and sustainably.

So far, 57 of the 82 rooms have been renovated, and the restaurant spaces are being completed for the coming winter season – every detail is thought through to the very end.

"Sustainable renovation takes time. Demolition is always the easiest path, but it's not an environmentally sustainable solution," Toivonen says.

The renewed Hotel Pikku-Syöte is a tribute to the northern landscape and its traditions. The winter season will officially open on November 26, and a new chapter in Pikku-Syöte's story will begin.



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LAATUMAA.FI
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Katso Metsähallituksen tontit Syötteellä.

Ruskaretkiä, maastopyöräilyä, laskettelua – Syöte tarjoaa aktiviteetteja upeissa maisemissa ympäri vuoden. Katso, löytyisikö täältä sopiva tontti sinun loma-asunnollesi.

Metsähallituksen tontit - [Laatumaa.fi](https://laatumaa.fi)

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Services

- 1 HotelliIso-Syöte & Restaurant Hilltop | hotelli-isosyote.fi
- 2 Iso-Syöte Ski Resort | isosyote.fi
- 3 Restaurant Romekievari | romekievari.fi
- 4 Tunturi Pub ja Market | tunturimarket.fi
- 5 Syöte Rent & Safaris | syoterentsafaris.fi
- 6 Restaurant Bistoria | bistoria.fi
- 7 Syöte Central Booking Office | syote.net
- 8 LumiAreena | syote.net
- 9 Kide hotel by Iso-Syöte | isosyote.fi
- 10 Syöte Shuttle | syote.fi
- 11 Snow World | isosyote.fi
- 12 Kuuru Tunturilaakso suites | isosyote.fi
- 13 Syöte Camping | syotecamping.fi
- 14 Pärjä Ski Bistro & Suites | skiparja.fi
- 15 Gateway to Syöte National Park | luontoon.fi
- 16 Syöte Cabins | syotteenmokit.fi
- 17 Syötteen Eräpalvelut | syotteenerapalvelut.fi
- 18 Hotel Pikku-Syöte | pikkusyote.fi
Restaurant Kotva & The Lobby
- 19 Pikku-Syöte Ski Resort &
Pikku-Syöte cafe | pikkusyote.fi
- 20 Pikku-Syöte Caravan | pikkusyote.fi
- 21 Amarok husky | amarok-sport-aventure.com



17



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19



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