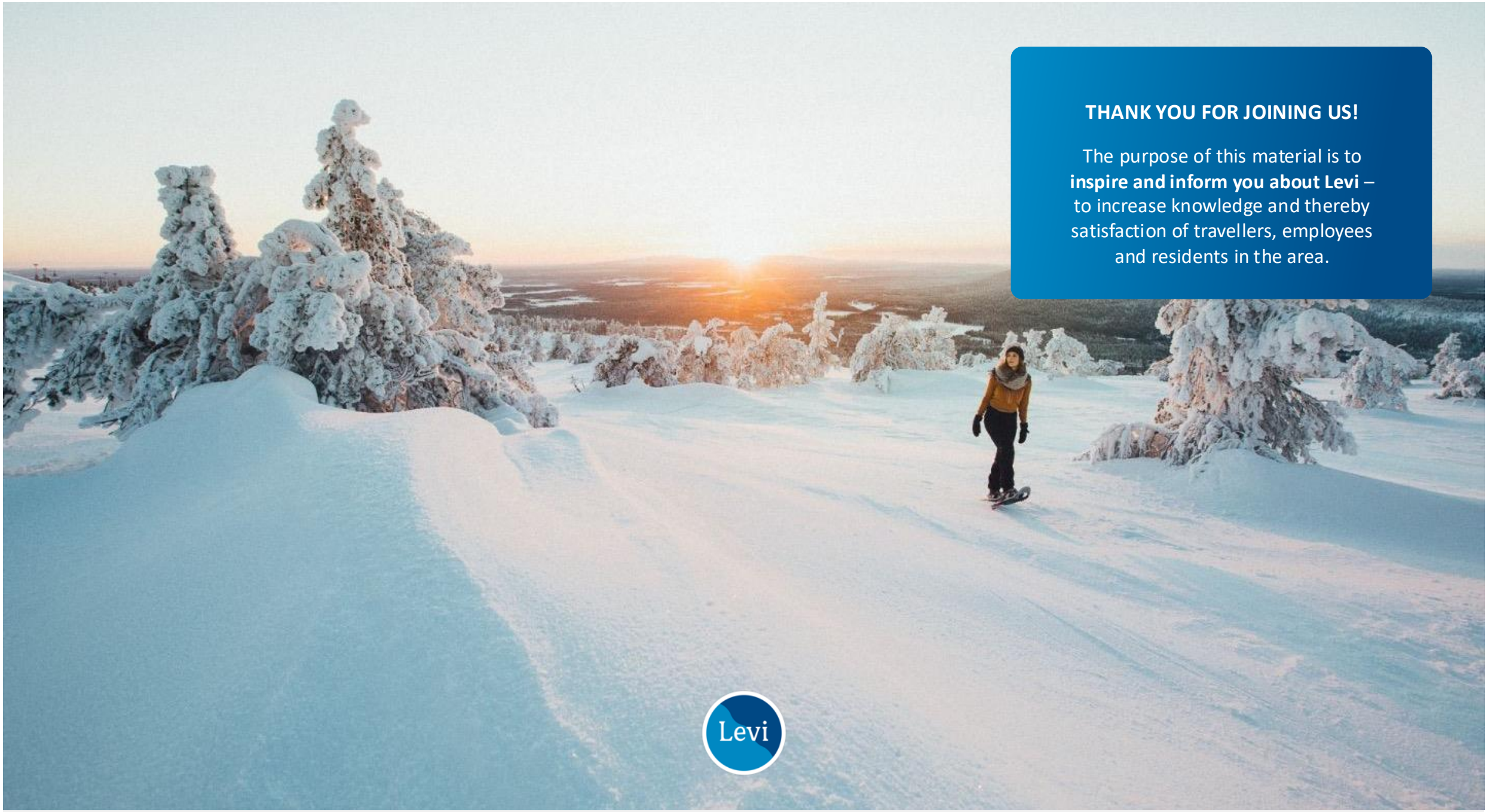





LEVIPASSI TRAINING

ORIENTATION
FOR NEW SEASONAL EMPLOYEES


WELCOME
TO LEVI
Levi



THANK YOU FOR JOINING US!

The purpose of this material is to **inspire and inform you about Levi** – to increase knowledge and thereby satisfaction of travellers, employees and residents in the area.

Levi


THE STORY
OF LEVI
Levi



THE HOME OF LAPLAND LOVERS

Do you think a spark in the soul is born from a perfect sunset? From the glow of the Northern Lights? From the enchantment of a living fire?

Our mission as Levi locals is to **offer choices**, to **encourage travelers to try new things**, to help them **discover themselves** and **find new sides who they are** – to figure out **what truly ignites their spark**.


WHY
WE ARE
HERE?
Levi



LEVIPASSI BENEFITS AND THE TEST

When you pass the Levipassi test, you gain access to local benefits as an employee of a Visit Levi partner company.

You can always find up-to-date benefits in the **Cardu mobile app**.


BIG
PICTURE
Levi



EVEN SMALL ACTIONS MAKE A BIG DIFFERENCE

You are a central part of Levi and its guest experience. Recognize your important role in how visitors experience Levi. Along the customer's journey, everything around them contributes to the overall impression. Small individual actions add up to create a big, memorable experience.


THE HERO
IS YOU
Levi



YOU ARE IMPORTANT TO US

At its heart, tourism in Levi is about creating **meaningful moments** and **sparkling memories** – both for yourself and others.

By being here, you already show the qualities we value in Levi: **open-mindedness, the ability to see new perspectives, and willingness to learn along the way**.

THE SPIRIT OF LEVI

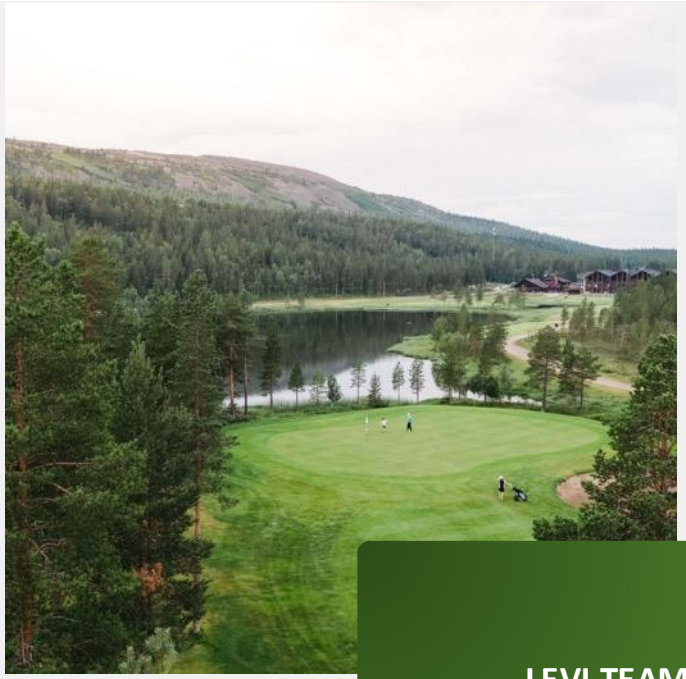
LEVI IS DEAR TO US.
WE WANT TO SHARE THIS FEELING WITH EVERYONE WHO VISITS US.

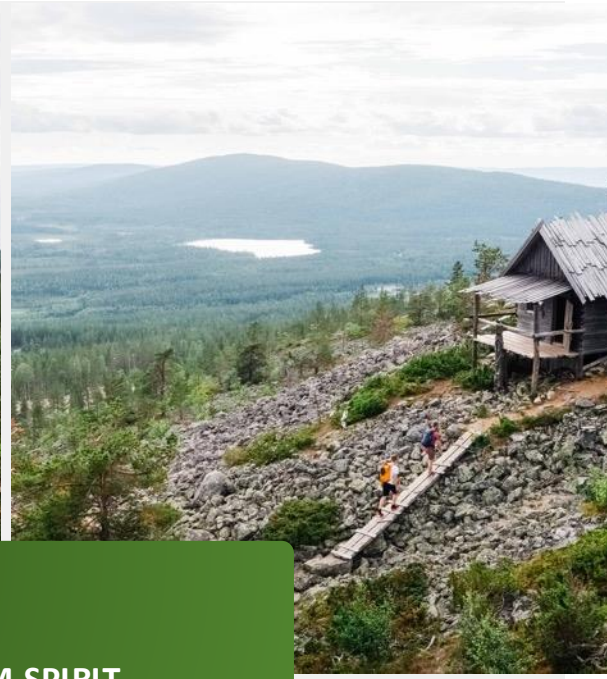
IS THE GLASS HALF EMPTY OR HALF FULL?
Take a positive attitude and spread it to others.

SHINING EYE
Look around you. Pick up litter, straighten a curtain, put things back where tjey belong. Act responsibly.

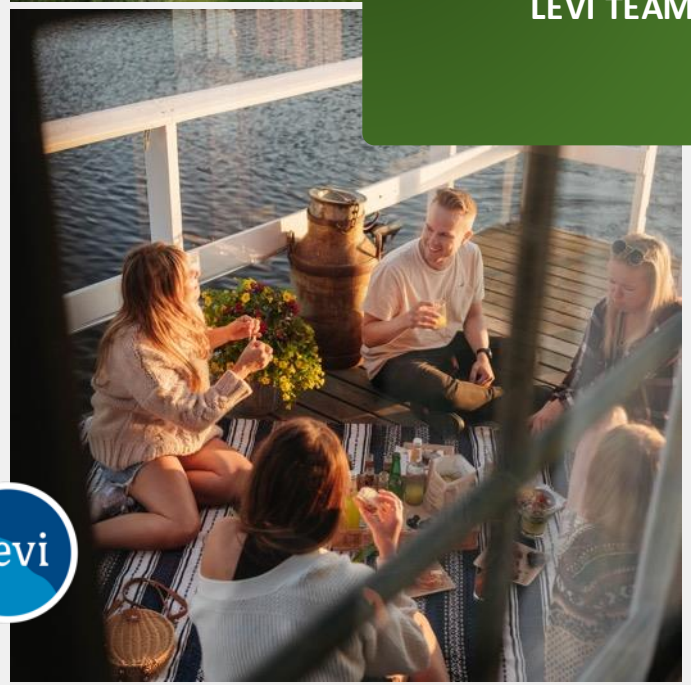
SEE POSSIBILITIES
View challenges as opportunities to grow and improve.

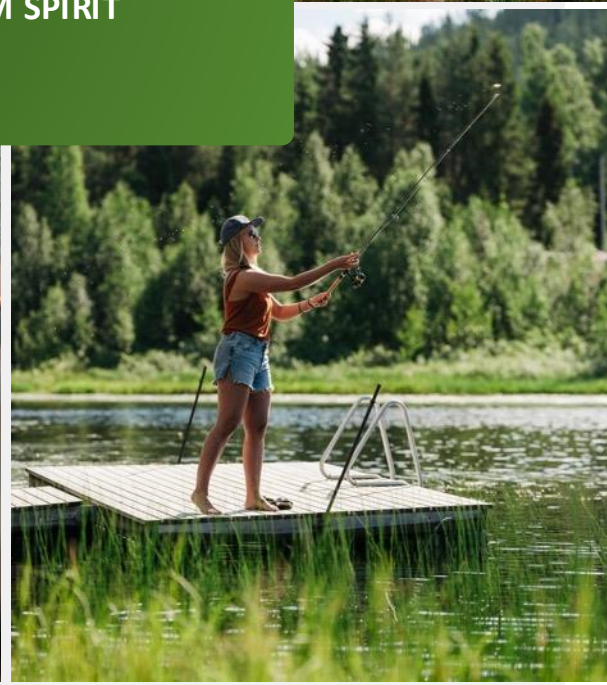
YES WE CAN
Don’t immediately say, ”no, it can’t be done”
Think instead how you could make it possible.

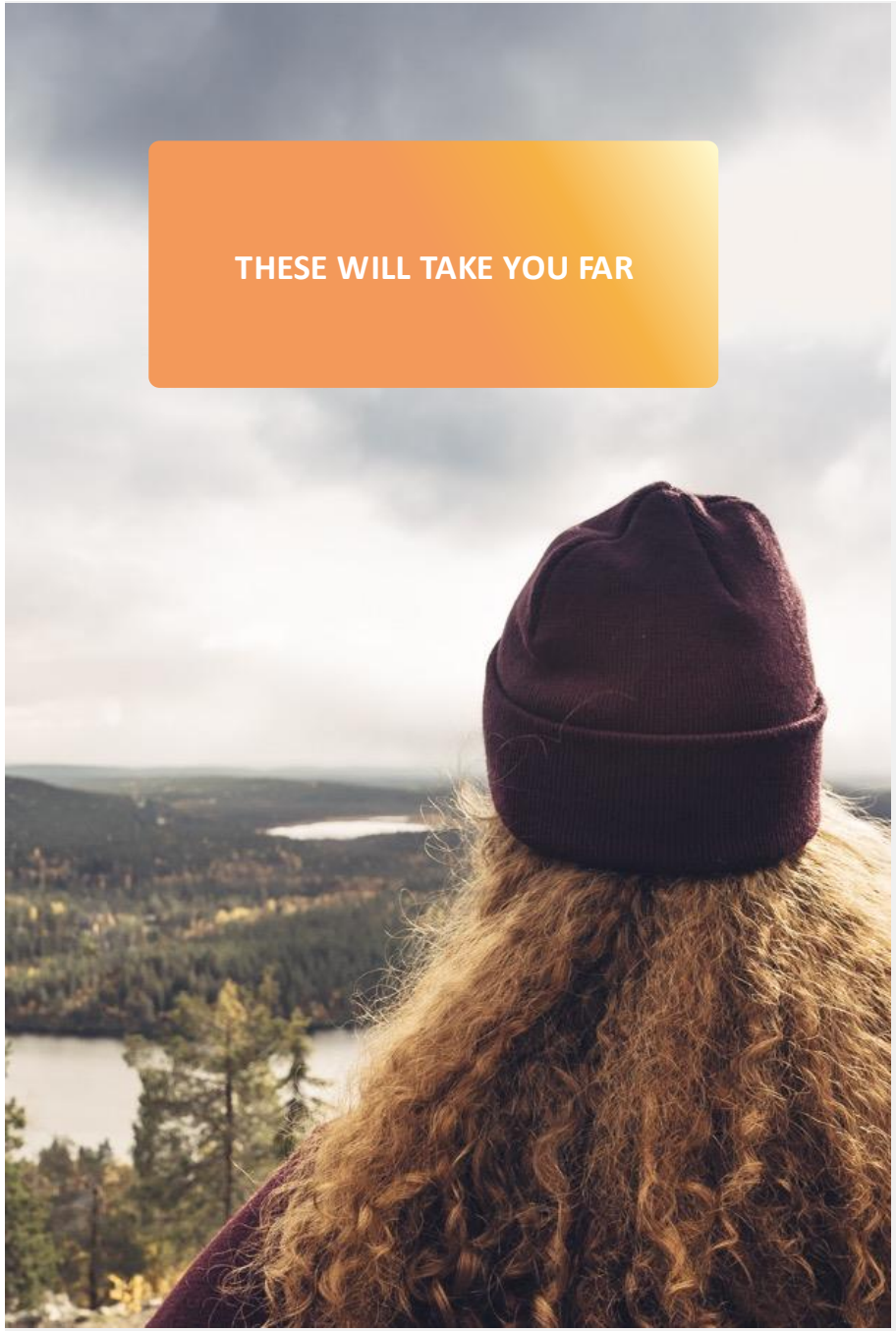




LEVI TEAM SPIRIT









PRINCIPLES

CUSTOMEER SERVICE GUIDELINES

Customer first. Every guest is an honoured visitor. Our task is to help their souls spark. Our goal is to make them want to return.

Be open and helpful. The customer experience is built through encounters. Treat each meeting as an important moment in the guest's journey.

Show Levi at its best. Be culturally sensitive and attentive to different customers' needs and expectations. Don't assume – ask and seek understanding.



FACTS ABOUT LEVI

- All year-round activity destination
- 1 000 residents & 12 000 reindeer
- Small but lively village, all services in compact packer
- 25 000 bed places, nearly 60 restaurants
- Surrounded by pure Lappish nature and wilderness

VISIT LEVI, SINCE 1989

Visit Levi is a non-profit organization*, taking care of the travel marketing and sales for the area of Levi.

We work together with nearly 200 local companies which makes us a great one stop shop for travel professionals

SERVICES WE OFFER

- Area Marketing
- Cottage Rental
- DMC Services
- Event production, World Cup Levi since 2004
- Official Tourist Information Point

LEVI IN NUMBERS

170km
North of
the Arctic Circle

750 000
Visitors per year

25 000
Bed places

4 000
Holiday apartments

130
Northern Lights
accommodation

10
Hotels

531m
Levi fell height

38 000
Lifgt capacity per hour

44
Ski slopes

26
Ski lifts

10
Kids' slopes

2
Year-round gondolas

16 500
Restaurant seats

2 000+
Saunas

60
Restaurants

1
18-hole golf course

60 km
Hiking trails

20 km
Winter walking trails

230 km
Cross-country ski trails

1 000 km
Snowmobile routes

Levi

KITTILÄ IN NUMBERS

6 658
Residents (6/2025)

365
Days a year – pure air

-51,5 C
Coldest recorded temperature, 1999

12 000
Reindeer

550
Sled dogs

8
Seasons

16
Polar night days

45
Night of the Midnight Sun

111
Northern Lights nights on average

10
Fells

1/3
of Pallas-Yllästunturi National Park

718
Lakes

30
Villages

Main industries
Tourism and mining

150 m€
Annual tourism revenue

Approximately 650
Companies

Other significant industries
Transport, trade and services, construction, reindeer husbandry, agriculture, and forestry

Levi

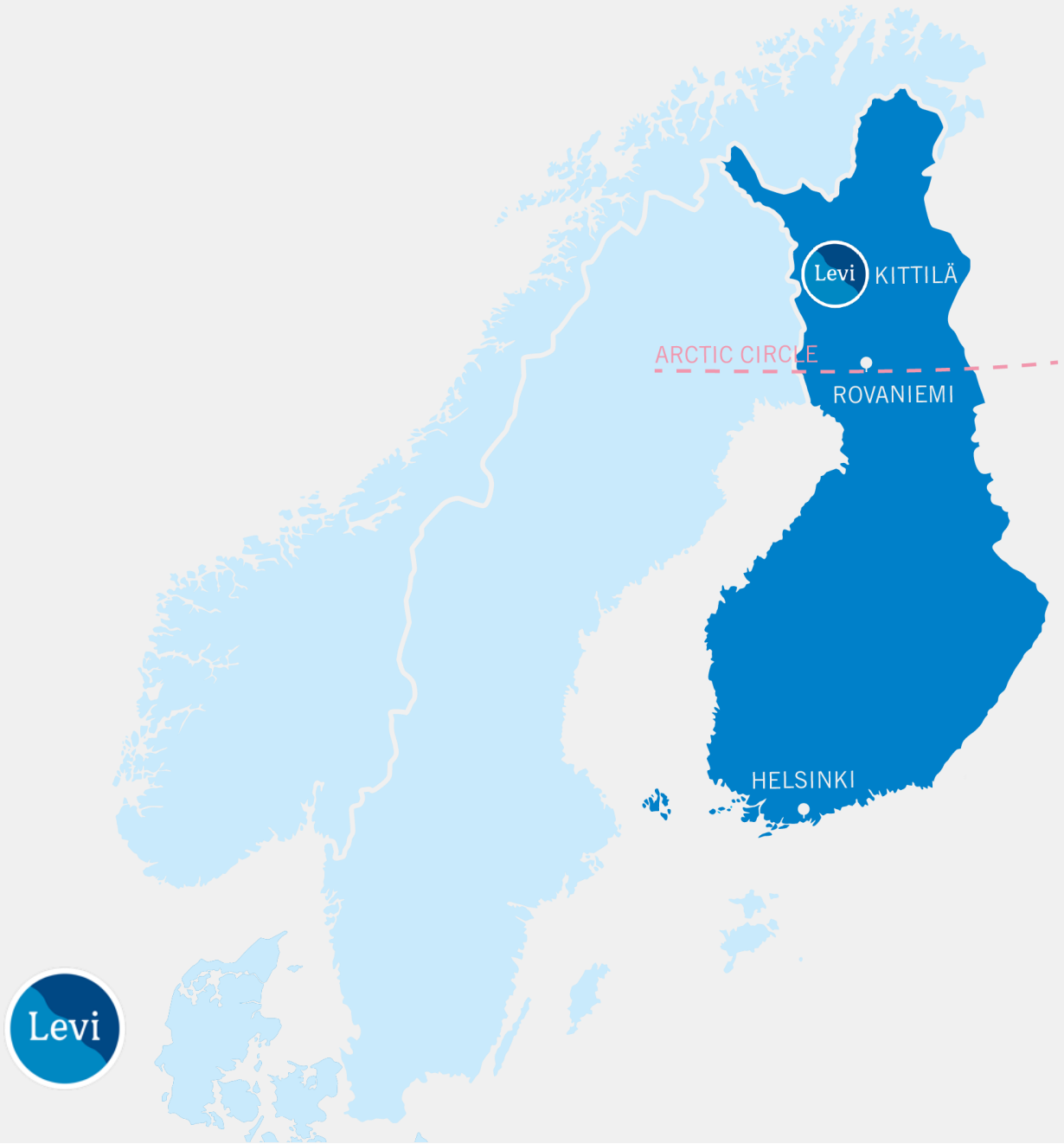
170 KM NORTH OF THE ARCTIC CIRCLE

1 hour 20 minutes by plane from Helsinki.
Kittilä airport is only 15 minutes from Levi.

Visitors: 25 domestic, 75% international.

Top 5 countries of departure:

1. Finland
2. United Kingdom
3. France
4. The Netherlands
5. Germany



LEVI'S MAIN TARGET GROUPS

LEVI'S BEST CURRENT CUSTOMERS
"Jack and Mary Winterpeak": 35-55 years old

LEVI'S MOST POTENTIAL GROWTH GROUP
"Linda and Nick Explorer": 20-34 years old

LEVI'S COMPLEMENTARY CORE SEGMENT
"Tanya and Tom Goodlife": 55+ years old

LEVI'S CURRENT REGULAR VISITORS
"The Smith Family": Families with children





EVERYONE IS WELCOME





TOP 5 ACTIVITIES



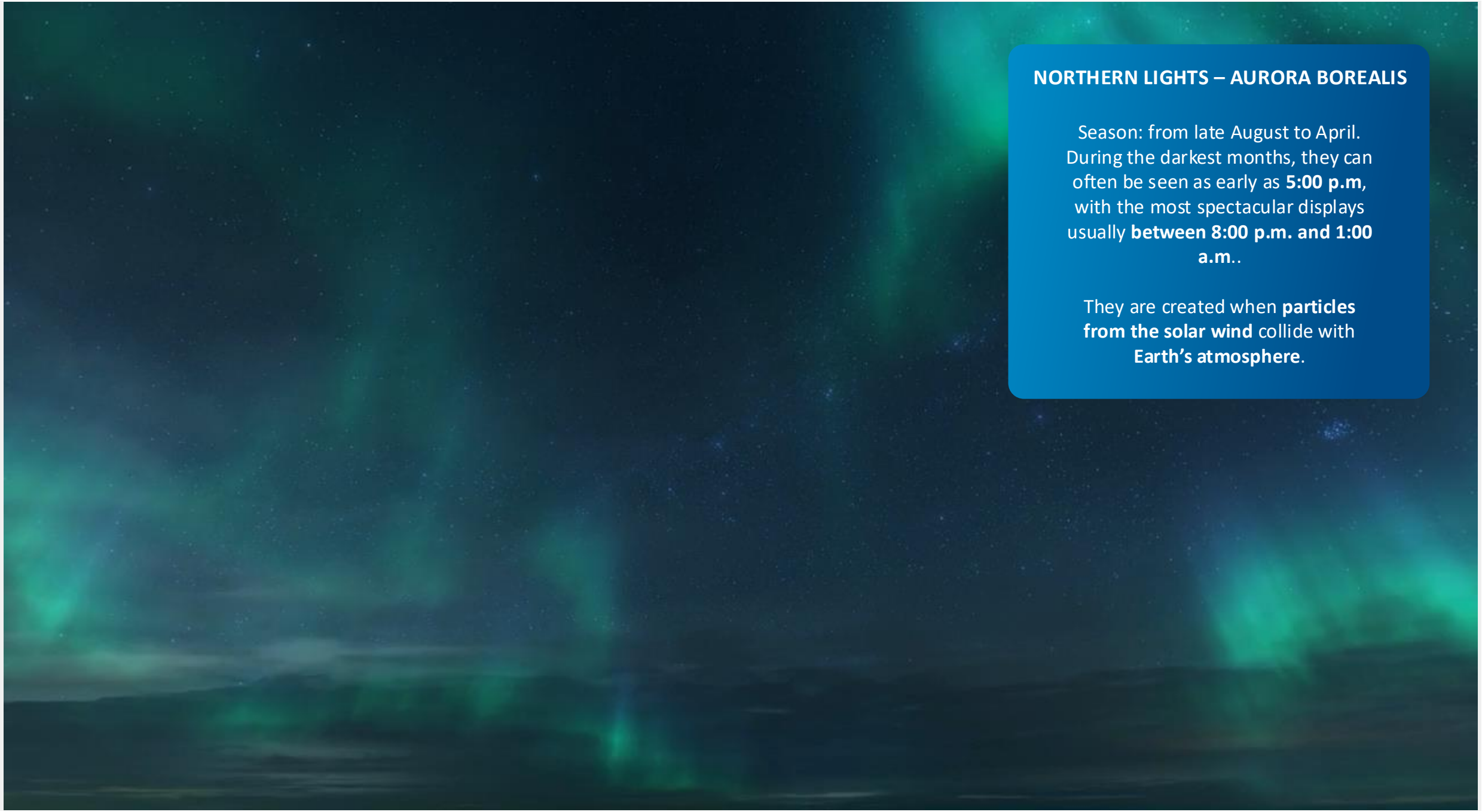
1. Northern Lights tours
2. Husky and reindeer experiences
3. Snow activities
4. Cultural and nature experiences
5. Wellness and sports



1. Northern Lights excursions
2. Photography tours
3. Canoeing
4. Berry and mushroom picking
5. National Park tours



1. Midnight Sun tours
2. Nature experiences
3. Hiking and cycling
4. Water activities
5. Golf



NORTHERN LIGHTS – AURORA BOREALIS

Season: from late August to April. During the darkest months, they can often be seen as early as **5:00 p.m**, with the most spectacular displays usually **between 8:00 p.m. and 1:00 a.m**..

They are created when **particles from the solar wind** collide with **Earth's atmosphere**.

ACT RESPONSIBLY

WITH THESE GREEN TIPS, YOU'LL SUCCEED.

SAVE ENERGY
Turn off light and unnecessary devices.

CHOOSE TAP WATER
Fresh spring-quality water is available straight from the tap everywhere.

SUPPORT ZERO WASTE
Take your trash with you – even the smallest piece counts. It's an eco-friendly act.

GIVE YOUR CAR A DAY OFF
Walk, ski, or bike instead – you'll feel better, have more time, and nature will thank you.

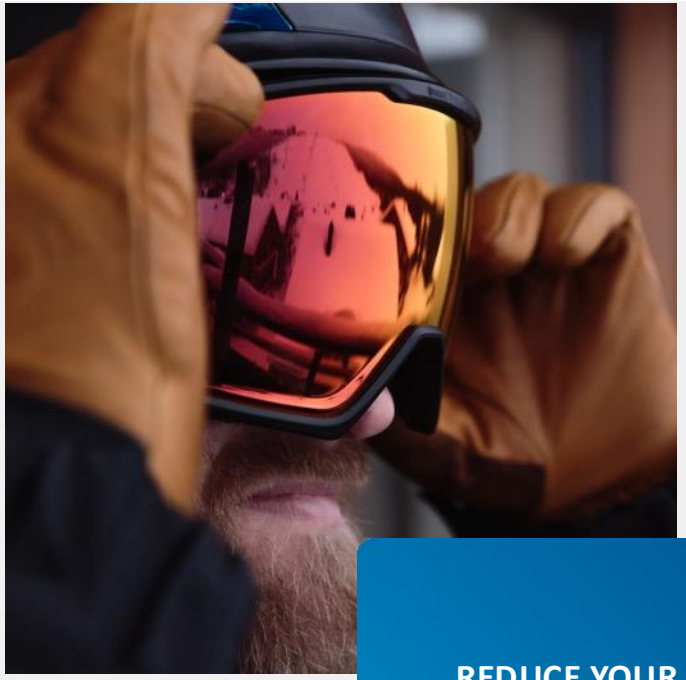
CHOOSE LOCAL
Satisfy your hunger with local food and products.



RECYCLING & WASTE MANAGEMENT

LEVI ECO POINTS

- Front Slope – Hissitie
- Visit Levi – Myllyjoentie 2
- Heating Pland Junction– Lämpötie
- Poron Bensis – Tunturitie
- S-Market Levi – Leviraitti

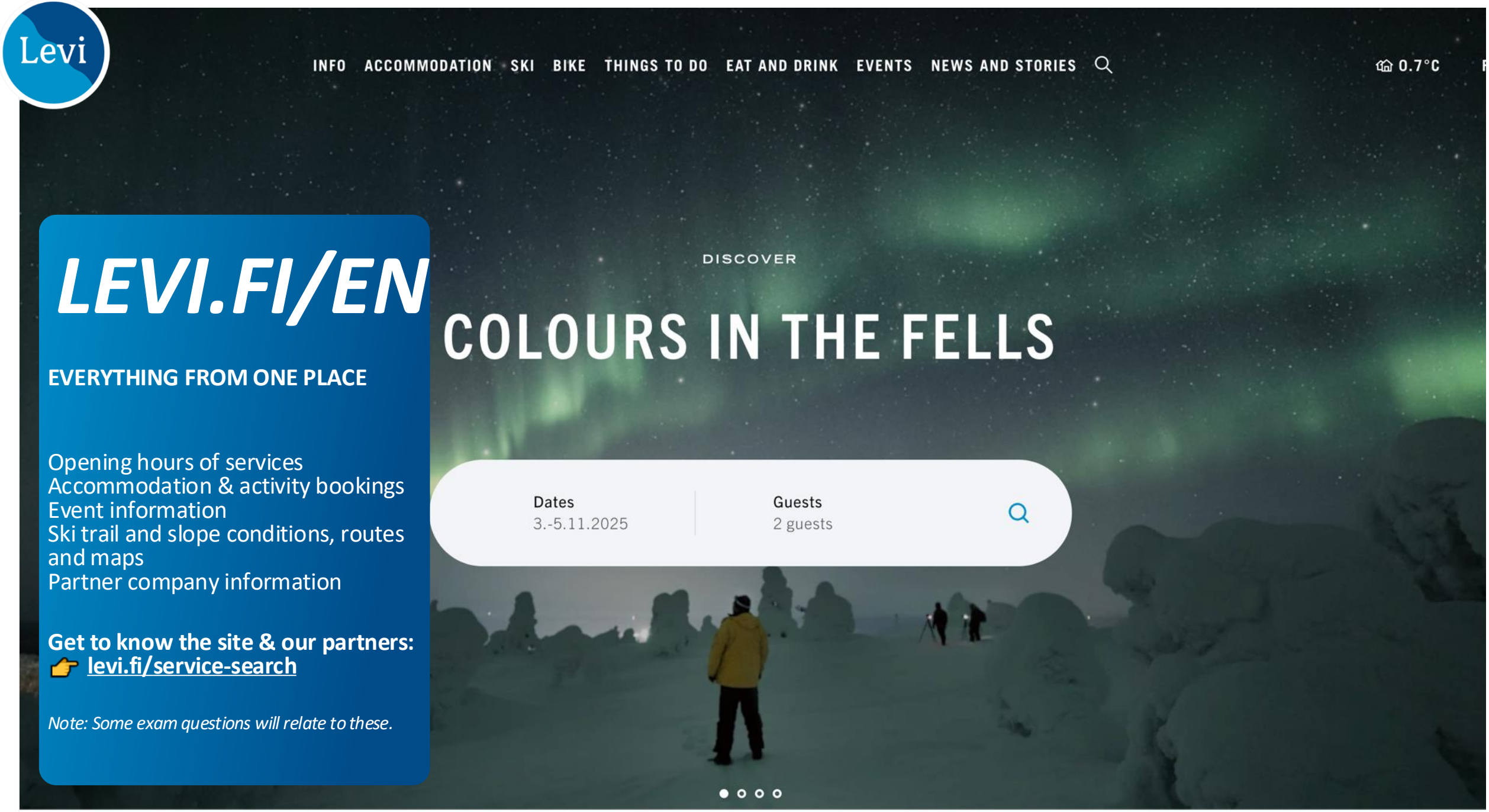




REDUCE YOUR FOOTPRINT







LEVI.FI/EN

EVERYTHING FROM ONE PLACE

Opening hours of services
Accommodation & activity bookings
Event information
Ski trail and slope conditions, routes and maps
Partner company information

Get to know the site & our partners:
👉 **levi.fi/service-search**

Note: Some exam questions will relate to these.



VISIT LEVI

INFO@VISITLEVI.FI

LEVI.FI

#LEVILAPLAND

THE HOME OF
LAPLAND LOVERS
SINCE 1930

THANK YOU FOR YOUR INTEREST!

Take the Levipassi test at:

http://bit.ly/Levipassitesti

REMEMBER – YOU CAN ALWAYS FIND THE LATEST INFORMATION HERE:

👉 **www.levi.fi/en**