

NOA Villas Reports Rise in Romantic Getaways Without a Special Occasion in Finnish Lapland

SODANKYLÄ, FINLAND, August 31, 2026 /EINPresswire.com/ -- Couples are increasingly travelling to Finnish Lapland without an anniversary, honeymoon or other milestone on the calendar, according to NOA Villas, where couples account for more than three-quarters of winter bookings.

Romantic getaways have traditionally been associated with specific occasions such as anniversaries, proposals and honeymoons. NOA Villas says that is not always the case among its guests, with many couples booking a few days in Lapland simply to spend time together away from their normal routines.



Couple at NOA Villas

“We get bookings where there is no particular occasion behind the trip at all,” says Lina Baronaite, CEO of NOA Villas. “Sometimes the couple just wants to go somewhere neither of them has experienced before. Lapland works particularly well for that because there is plenty to do, but you can also have a very private evening afterwards.”

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Lina Baronaite

A day outdoors, an evening together

The appeal for couples is not limited to the accommodation itself. A typical winter stay can combine

several hours outdoors with a much quieter evening.

Couples staying at NOA Villas can choose from activities including husky safaris, snowmobile excursions, reindeer encounters and Northern Lights tours. Back at the property, the pace changes, with private villas, saunas and outdoor hot tubs providing a different setting for the

evening.

"People often arrive with a fairly full list of things they want to see and do," Baronaite says. "Then they realise they don't actually need to fill every hour. Some of our nicest guest feedback is about sitting in the villa after an activity, having a drink, using the sauna and watching the river or forest outside."

NOA Villas is located along the Kitinen River in Sodankylä, away from Lapland's main tourism centres. Opened in December 2025, the resort comprises 32 standalone villas, with private terraces and floor-to-ceiling windows overlooking the surrounding forest or river.

Why couples are choosing Lapland

For couples accustomed to city breaks or resort holidays, Lapland offers a different combination of experiences. The destination provides activities that are difficult to replicate elsewhere while also offering relatively easy access to nature and quieter surroundings.

The Northern Lights are an obvious draw, but they are not necessarily the only reason couples choose the destination. A trip can also be built around activities that are inherently shared: driving a snowmobile through the forest, meeting reindeer, taking a husky safari or simply spending an evening outside in the Arctic winter.

"There's something quite useful about having a reason to put your phones down," Baronaite says. "You are somewhere unfamiliar, you're doing things together during the day, and there is much less temptation to slip back into the usual routine."

The trend comes as Finnish Lapland continues to attract growing numbers of international visitors. Rovaniemi Airport handled more than one million passengers in 2025 for the first time, while international traffic increased by 44%.

NOA Villas expects demand for private Arctic accommodation to remain strong during the 2026-27 winter season, including among couples travelling without a traditional romantic occasion.

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