**Rovaniemi** is touted as the capital of Lapland, and while its fairly bland shopping streets are a far cry from the surrounding rural hinterland, the town’s Arctic sensibility makes it worth spending a day here while gearing up for an exploration of the truly wild Northern Finland. The **midnight sun** is visible from Rovaniemi for several weeks each side of misdummer. Prepare yourself for what lies further north by visiting the 172m-long glass tunnel of **[Arktikum](http://arktikum.fi" \t "_blank)** at Pohjoisranta 4 (mid-Jan to May & Sept–Nov Tues–Sun 10am–6pm; June–Aug daily 9am–6pm; Dec to mid-Jan daily 10am–6pm; €12). Subterranean galleries house fascinating insights into Sámi culture, the log-floating industry and all things circumpolar. At Koskikatu 1, [**Lapland Safaris**](http://laplandsafaris.com) (branches also all over Lapland, including Inari;**t**016 331 1200), and are the go-to adventure outfit for organizing excursions in Lapland proper, including their wonderful husky rides (€126 per person). The biggest attractions are outside town. The**Arctic Circle**, 8km north is connected by hourly bus #8 from the train station (€6.80 return). A few paces north is the **Santa Claus Village**(daily: early Jan to May 10am–5pm; June–Aug 9am–6pm; Sept–Nov 10am–5pm; Dec to early Jan 9am–7pm; free), a large, very commercialized log cabin where you can meet Father Christmas all year round.