

Explore the North is a company based in Swedish Lapland, specializing in hospitality and adventure tourism. The company currently operates eight facilities: Pinetree Lodge in Särkimukka, Lapland View Lodge in Övertorneå, Arctic River Lodge in Tärendö, Grand Arctic Resort in Överkalix, Aurora Mountain Lodge in Lannavaara, Matarengi Lodge in Övertorneå, Valkea Lodge in Pello, Finland, and our newest addition, Kaamos Lodge in Aavasakasa, Finland, which was inaugurated in December 2025.



We are looking for a
FINANCE MANAGER

TO EXPLORE THE NORTH HOLDING AB

ABOUT EXPLORE THE NORTH HOLDING

Explore The North Holding is a fast-growing hospitality group operating a unique portfolio of lodges and hotels in Swedish and Finnish Lapland. The company focuses on authentic Arctic experiences, combining accommodation, gastronomy, activities and nature-based hospitality in some of the most spectacular regions of Northern Scandinavia.

The portfolio currently consists of eight distinctive lodges and hotels:

- > Kaamos Lodge
- > Lapland View Lodge
- > Pinetree Lodge
- > Arctic River Lodge
- > Grand Arctic Resort
- > Matarengi Lodge
- > Aurora Mountain Lodge
- > Valkea Lodge

Each property has its own identity, location and guest experience, but together they form one integrated hospitality platform in the North. Explore The North is part of a wider travel and hospitality ecosystem, where tour operating, charter capacity, local activities and hotel ownership are increasingly connected. This creates a strong platform for growth, but also requires professional financial management, reliable reporting, operational control and a clear understanding of hotel performance.

To support the next phase of growth, Explore The North Holding is looking for a strong and hands-on Finance Manager with experience in both Swedish and Finnish hotel operations.

THE ROLE

As Finance Manager, you will take ownership of the financial management, control and reporting of Explore The North Holding and its hotel portfolio.

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You will be responsible for ensuring that the group is financially well-organised, that reporting is accurate and timely, and that management and owners have the right information to make well-informed decisions.

This is not a purely back-office role. We are looking for someone who understands hotel operations, who can work closely with general managers and operational teams, and who is able to translate financial data into practical business insights.

You will report directly to the CEO and the owners of the company. You will play a key role in professionalising the finance function, improving financial transparency and supporting the strategic development of the group.

KEY RESPONSIBILITIES

Financial control and accounting

You will be responsible for the overall financial control of the different hotel entities within Explore The North Holding and will lead a team of 3 people.

Your responsibilities will include:

- > Overseeing accounting for the different legal entities in Sweden and Finland.
- > Ensuring correct monthly, quarterly and annual

closing processes.

- > Coordinating with local accountants, auditors, payroll providers and tax advisors.
- > Supervising VAT, tax and statutory reporting obligations in Sweden and Finland.
- > Ensuring that balance sheets, P&L statements and cash-flow reporting are accurate.
- > Improving internal controls, approval flows and financial procedures.
- > Making sure that the finance function supports operational decision-making rather than only producing historical reports.

Monthly reporting and performance analysis

You will prepare and analyse the monthly financial reporting for the group and for each individual hotel. The objective is to create clear, reliable and practical reporting that allows management and owners to understand what is happening in the business.

This includes:

- > Monthly management reporting per hotel and at holding level;
- > Analysis of revenue, costs, margins, payroll, occupancy, ADR and RevPAR;

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- > Comparison of actual results versus budget, forecast and previous year.
- > Clear explanations of financial variances.
- > Monitoring of cash flow and working capital.
- > Reporting on hotel-level profitability and operational performance.
- > Identifying trends, risks and opportunities across the portfolio.
- > Preparing business cases for investments, renovations, new projects or operational changes.
- > Helping define financial targets and operational KPIs.

The group is growing and evolving, so the ability to build practical financial models and simulations will be important.

The Finance Manager should not only produce numbers, but also explain what they mean.

Budgeting, forecasting and business planning

You will lead the budget and forecasting process for the group, together with the CEO, hotel managers and owners.

This includes:

- > Preparing annual budgets for each hotel and for the holding company.
- > Building rolling forecasts during the year.
- > Challenging assumptions around occupancy, pricing, payroll, F&B, activities, OTA commissions and operating costs.
- > Supporting management with commercial and operational scenarios.

Hotel operations and commercial finance

The ideal candidate understands that hotel finance is closely connected to operations. You will work with hotel managers to improve financial awareness and support better decision-making at property level. You will also support commercial analysis around direct sales, tour operator allocations, OTA channels, packages, activities, F&B and group business.

You will need to be confident enough to challenge numbers, but pragmatic enough to work constructively with operational teams.

IDEAL PROFILE

We are looking for a finance professional who combines strong technical financial knowledge with a practical understanding of hospitality operations.

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Experience

The ideal candidate has:

- > Solid experience in finance, accounting, controlling or financial management.
- > Experience in the hotel or hospitality sector.
- > Specific experience with Swedish and Finnish hotel operations, accounting, tax or reporting environments.
- > Experience working with multiple legal entities.
- > Experience with monthly reporting, budgeting and forecasting.
- > Experience working directly with senior management, shareholders or owners.
- > Ideally experience in a seasonal hospitality business.
- > Experience in a growing, entrepreneurial hotel group would be a strong advantage.

Skills

You should have:

- > Strong financial and analytical skills.
- > Excellent understanding of P&L, balance sheet and cash flow.
- > Strong Excel skills.
- > Experience with reporting tools, dashboards or BI systems is a plus.
- > Ability to build clear budgets, forecasts and business cases.
- > Good knowledge of hotel KPIs such as occupancy, ADR, RevPAR, payroll ratio and GOP.
- > Ability to connect financial data with operational reality.
- > Strong communication skills.
- > The ability to explain financial information clearly to non-finance colleagues.

Languages

Fluency in English, Swedish, and Finnish is a requirement for this role. As the position involves close coordination with local teams, accountants,

authorities, and advisors across both countries, strong command of all three languages is essential.

WHAT WE OFFER

Explore The North Holding offers a unique opportunity to take a key finance role in a distinctive and ambitious hospitality group.

You will join a company with:

- > Eight hotels in Swedish and Finnish Lapland;
- > A strong growth ambition.
- > A unique positioning in Arctic hospitality.
- > Direct access to the CEO and owners.
- > The opportunity to shape and professionalise the finance function.
- > A role with real impact on strategy, operations and future investments.
- > A working environment connected to nature, travel and authentic hospitality.

This is an excellent opportunity for a Finance Manager who wants to be more than a traditional controller. The right person will become a key financial partner to management and ownership, helping Explore The North Holding grow in a structured, profitable and sustainable way.

APPLICATION

Candidates should have relevant experience in finance management, preferably within hotels or hospitality, and a strong understanding of both Swedish and Finnish financial environments.

The role is ideal for someone who wants to combine professional finance leadership with the development of a unique hotel portfolio in one of Europe's most extraordinary regions.

Send your CV and job application to:

johan@explorethenorth.se and maarten@nordic.be



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