

FINLAND

- a little hidden gem located far up North



Visit Finland

Finland is big in things to discover

- Maximum length 1160 km, Maximum width 540 km
- 10% water, over 70% forest
- Language: Finnish 93%, Swedish 6%, Sami (about 1700 people)
- 40 national parks
- 188.00 lakes
- 500.000 summer cottages
- 3.000.000 saunas

Coast and Archipelago of Finland
- 1100 km of coastline
- 70,00 islands and islets



Lapland - North of Finland

- 203.000 reindeer to 183.000 inhabitants
- 200 nights Northern Lights
- 1 and only Santa Claus

Lakeland - The Heart of Finland

- 380 Saimaa ringed seals

Helsinki Region

- 1,000,000 inhabitants out of total 5,500,000



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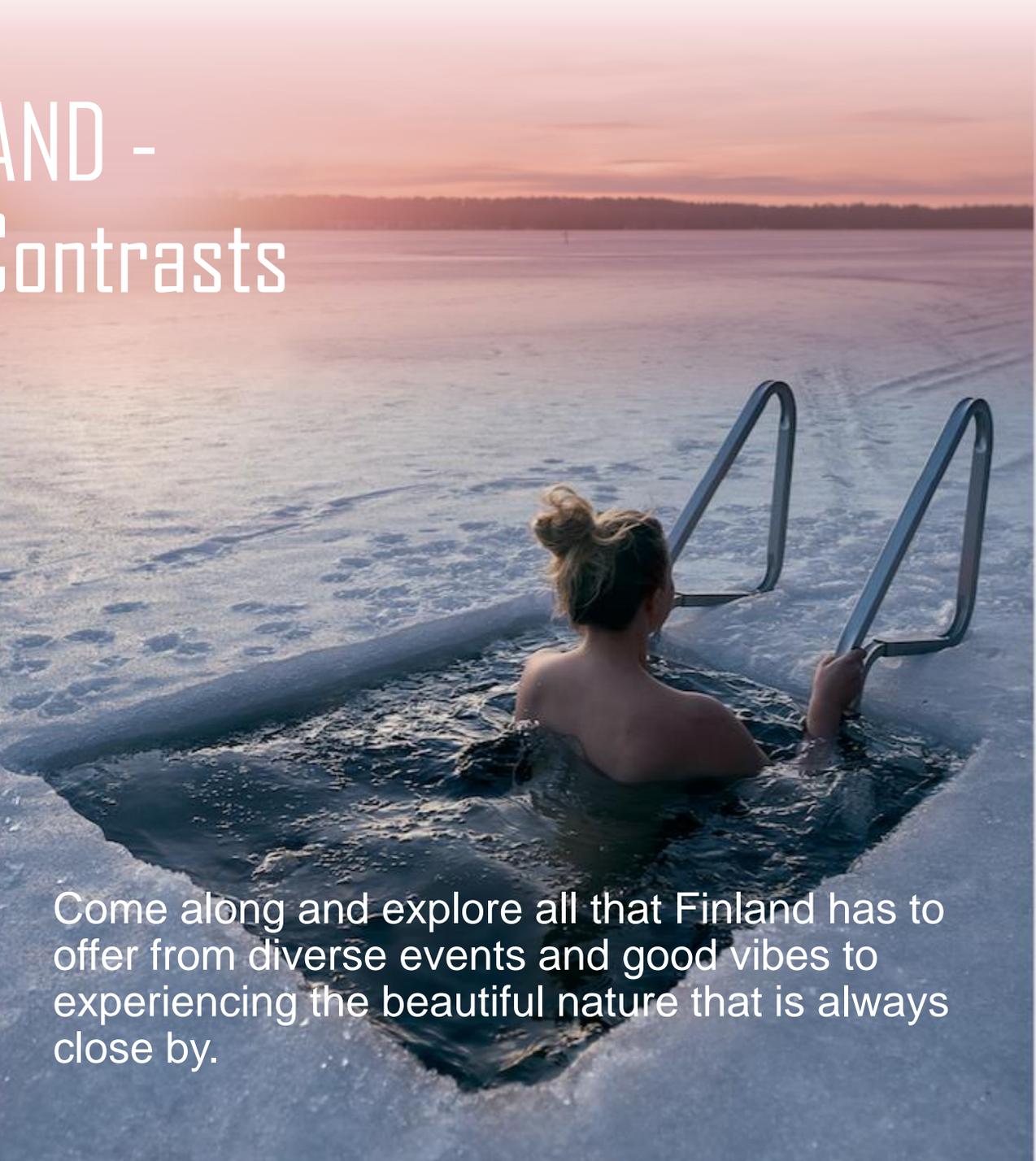


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FINLAND - Land of Contrasts



Finland, situated far up in the north, is full of interesting contrasts, such as the four seasons, the Midnight Sun and winter darkness, urban and rural, East and West.



Come along and explore all that Finland has to offer from diverse events and good vibes to experiencing the beautiful nature that is always close by.



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The Four Seasons



The stark contrasts between the four seasons are the main characteristics of the annual natural cycle in Finland.



Winter – the White Season



The Finnish winter lasts half the year, so Finns have thought of plenty of things to do to fill the time. With its frozen waters and deep snow, you need look no further than this beautiful country to fulfil your need for winter activities.



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Ice melting and birds singing – these are the sounds of Finnish spring



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Of all the seasons, spring is definitely the most versatile depending which part of Finland you are visiting.

In Lapland spring means skiing in the sun well into the evening – whilst in Helsinki people are already preparing for summer, taking strolls in the parks filled with fresh grass and flowers.

Bird watching



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Winter slowly yields its grip and the sea is once more open. Soon the air will be full of the migrating birds returning north. Finland is a bird-watchers' paradise.

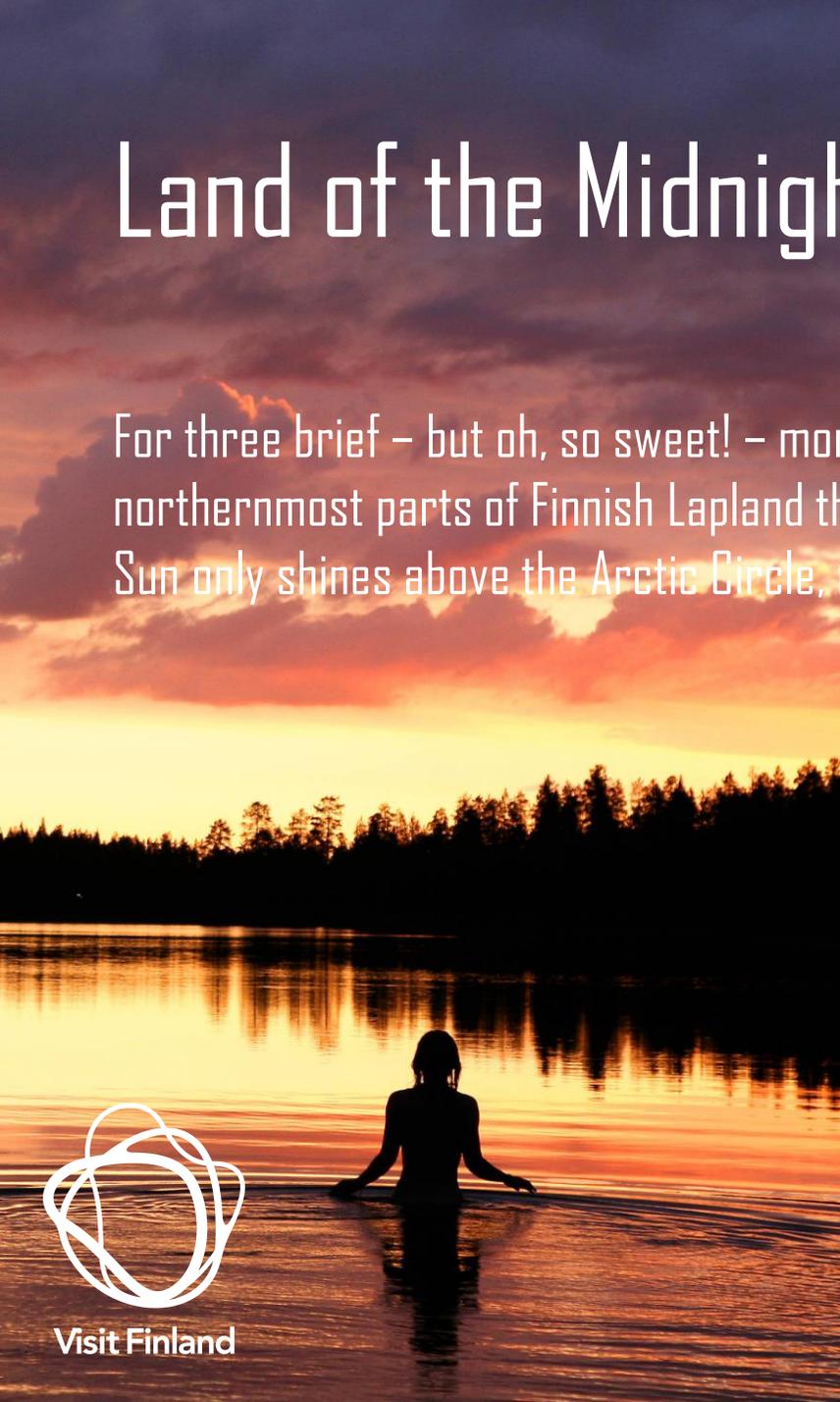


Land of the Midnight Sun

For three brief – but oh, so sweet! – months, the temperatures soar high and the sun does not set at all. In the very northernmost parts of Finnish Lapland the sun does not set for 70 consecutive days from May to August. Although the full Midnight Sun only shines above the Arctic Circle, nights are white all over the country.



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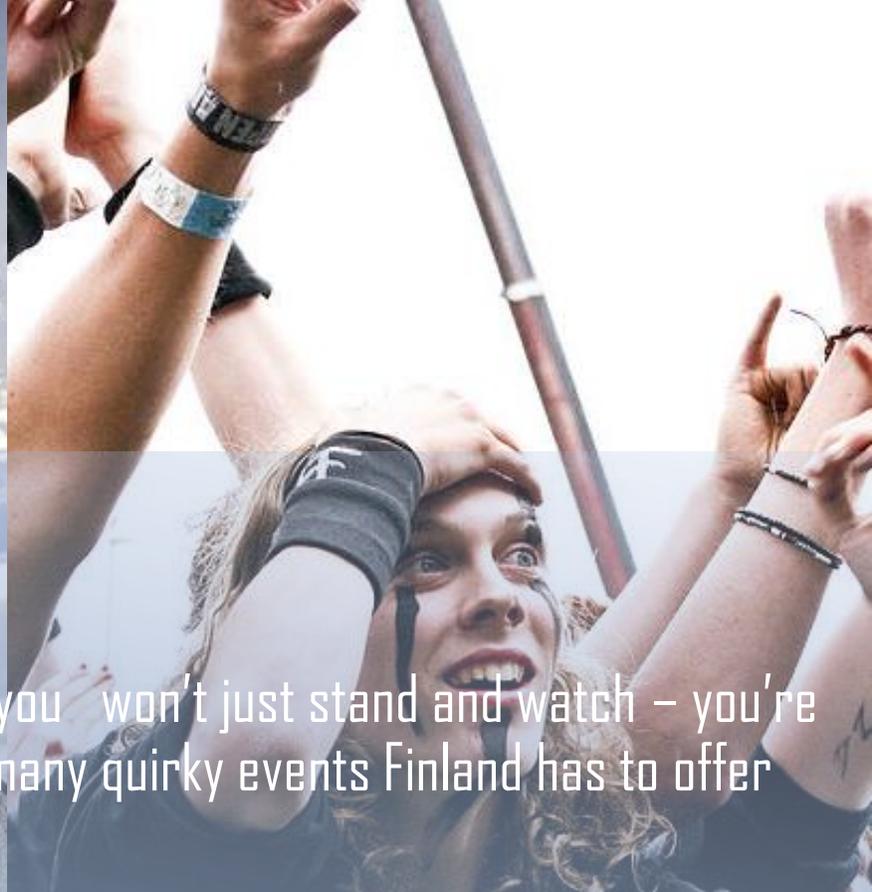
Enthuse over the nightless nights

With stark differences between seasons, Finns are used to contrasts. Dark Arctic winters have their counterpart in one of the most iconic of Finnish natural phenomena, the Midnight Sun.

The Midnight Sun extends your day with those extra hours you keep hoping for in your daily life. Make use of it and go hiking, canoeing or fishing.



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Feel like a Finn

The best way to experience Finnish culture is to become part of it. Here, you won't just stand and watch – you're invited to join in. You might even find your "Inner Finn" in a sauna or in one of the many quirky events Finland has to offer year round!



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Because of the long, cold winter Finns celebrate their summer very passionately. Some go to music festivals, offering a choice of jazz, blues, rock, opera and chamber music. Others are sailing among the coastal islands or enjoying slow life at their summer cottages – swimming, fishing and cooking dinner on the grill.



Autumn colours galore

Summer ends with an explosion of color in the forests. Autumn months September to November see Finland's forest landscape turn into a splendid and unforgettable array of red and gold known as "ruska". Covered in forests and wildernesses, Finland is a prime destination for some serious leaf peeping.



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The so called "everyman's right" means that you can walk freely in the nature, anywhere you want and it allows anyone to pick wild berries, herbs, mushrooms and flowers and fish with a rod and a line by the lakes, rivers and sea.

Experience nature

Finland has the cleanest air and the purest lake water in Europe. 70 % of Finland is covered with forest. Also the most silent spot in the world can be found in Finland.



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In the heart of the Finnish wilderness



There are 40 national parks in Finland scattered around the country's archipelago, lakes, forests, peat lands and fells.



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A photograph of a brown bear in a forest. The bear is in the middle ground, looking down. In the foreground, the head and shoulder of another bear are visible, out of focus. The background consists of tall evergreen trees and a birch tree trunk.

The untouched and beautiful nature in Finland provide habitat for thousands of wild animals and birds including magnificent bears, reindeer, lynx, eagles, and swans, as well as the world's rarest seal. Many of them can be seen on arranged wildlife excursions and bird watching sanctuaries.



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A close-up photograph of a person's lower legs and feet. They are wearing dark blue hiking boots with grey laces and dark blue cargo pants with the cuffs rolled up. On the right calf, there is a large, colorful tattoo of a forest scene with a sun or moon rising behind a mountain range. The person is standing on a rocky, mossy trail in a lush green forest. The background is a soft-focus view of a dense forest with sunlight filtering through the trees.

The parks offer ideal opportunities for outdoor fun, such as hiking, climbing, fatbiking, kayaking and other refreshing activities. Spending time in this pristine nature is an unforgettable experience.



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Darkness Illuminated

One of the most remarkable features of Finland is light.

When the endless sunshine of summer gives way to dark winter, the Northern Lights appear like magic and lighten up the sky.

The further north you go, the greater the chances of spotting the Aurora Borealis – in Finnish Lapland they can appear on 200 nights a year.



Four characteristic regions



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Lapland - North of Finland



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Lapland's barren, beautiful natural landscape has an irresistible charm, and the changing seasons are more strongly and more clearly evident on the northern side of the Arctic Circle than anywhere else.



In Lapland, swapping the hustle and bustle of ski resorts and cities to the peace and quiet of the wilderness takes mere minutes. Northern Lights appear here on more than 200 nights a year.



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Finnish Lapland is a skier's paradise



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Autumnal Lapland is the best place for witnessing "ruska". Seeing ruska makes looking at the already breath-taking landscape into an out-of-this-world experience. Hiking is the most favored activity with routes varying from challenging ones to accessible to all.



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Home of the one and only Santa Claus

Everyone knows that Santa – the one and only – comes from Finland. Although the exact location of his private retreat in Korvatunturi, Lapland, is unknown, his official hometown is Rovaniemi, where he greets visitors all year round. You might meet Rudolph the Reindeer too!



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Lakeland - The Heart of Finland



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The largest surface area of excellent water in Finland is Saimaa. Saimaa is Europe's largest lake region. Nowhere else in the world is there as much shoreline (15,000 km) in proportion to the surface area as in the Saimaa region. There are more islands than in Indonesia (over 14,000).

There are over 3,000 kilometres of water routes and 70 marinas in the Saimaa lake region.

Source: <http://slowfinland.fi/en/purity-and-quietness>



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Water is never more than a stone's throw away

Finland has the largest lake district in Europe with 188 000 lakes.

As many of these lakes are very large in size, a great part of Finland is covered in water – making Finland distinguishably different from other European countries.



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Simple luxury of cottage life

Finland is a country with 500 000 summer cottages and 3 000 000 saunas

The cottage is an institution in Finland. In the holiday seasons, Finns flock to the countryside for relaxation at cosy hideouts. Just think about it, how often do you fall asleep to the sound of silence?

for quietness and

Sauna

Unofficially there are over 3 000 000 saunas in Finland - we have the same number of cars.

Sweating out the stress with regular cooling dips in the lake is the ultimate way to purify both body and mind. Healing has been an integral part of sauna for ages, and there are scores of sauna-related wellness treatments available. The Finns believe that there is nothing sauna can't heal!



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A person is walking on a rocky shore at sunset. The sun is low on the horizon, casting a warm glow over the water and the rocks. The person is silhouetted against the bright light of the sun. The water is calm, and the sky is a mix of orange and blue.

Coast and Archipelago of Finland



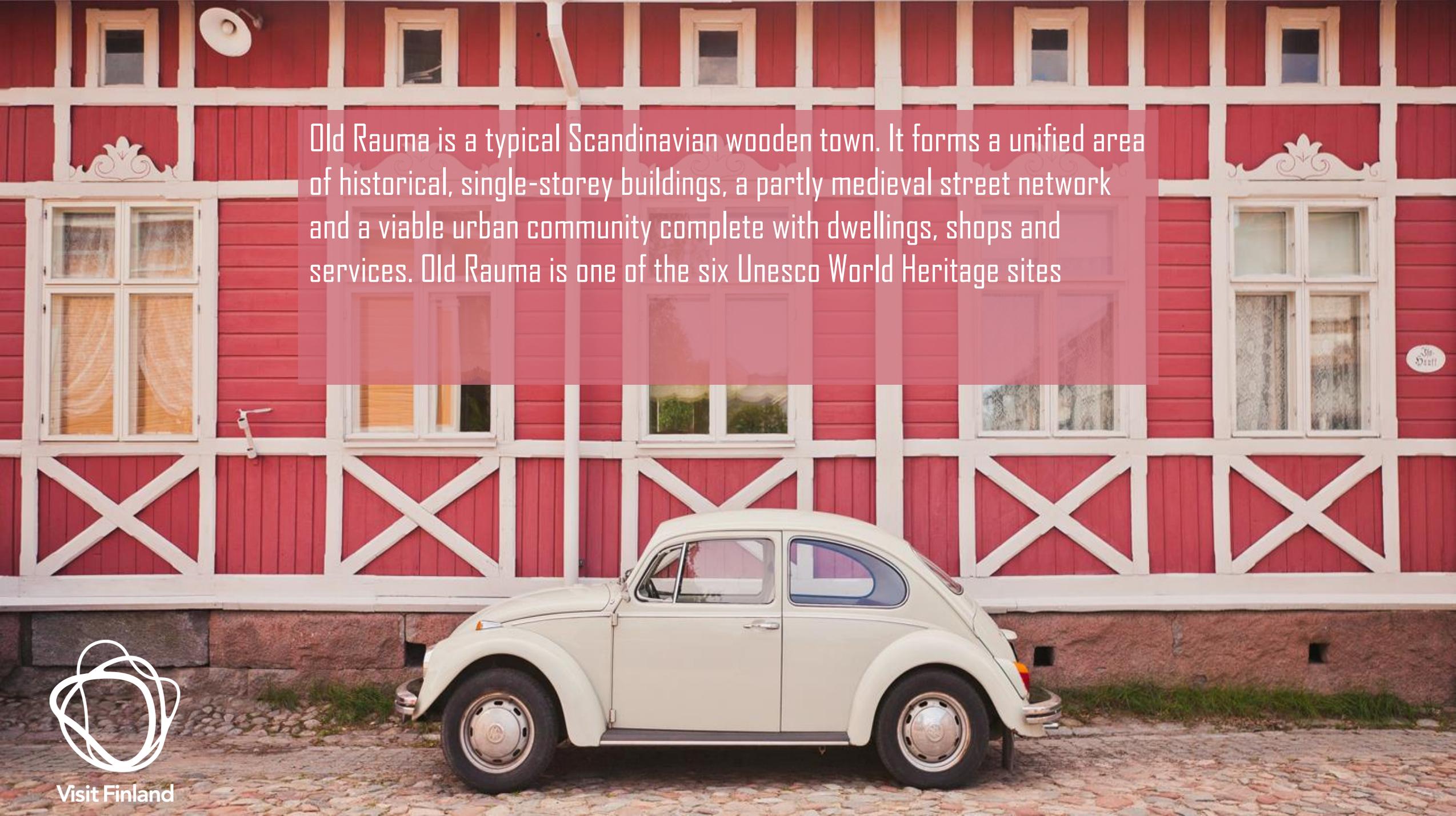
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It is difficult to get an exact number, but there are at least 70,000 islands, with over 20,000 of those being large enough for a small cabin or summer house. On some, you can also find beautiful old lighthouses, converted into tiny hotels.



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A photograph of a traditional Scandinavian wooden building with red horizontal siding and white vertical and diagonal trim. The building features several windows with white frames and decorative elements. A white Volkswagen Beetle is parked on a cobblestone street in front of the building. A semi-transparent red box with white text is overlaid on the upper part of the image.

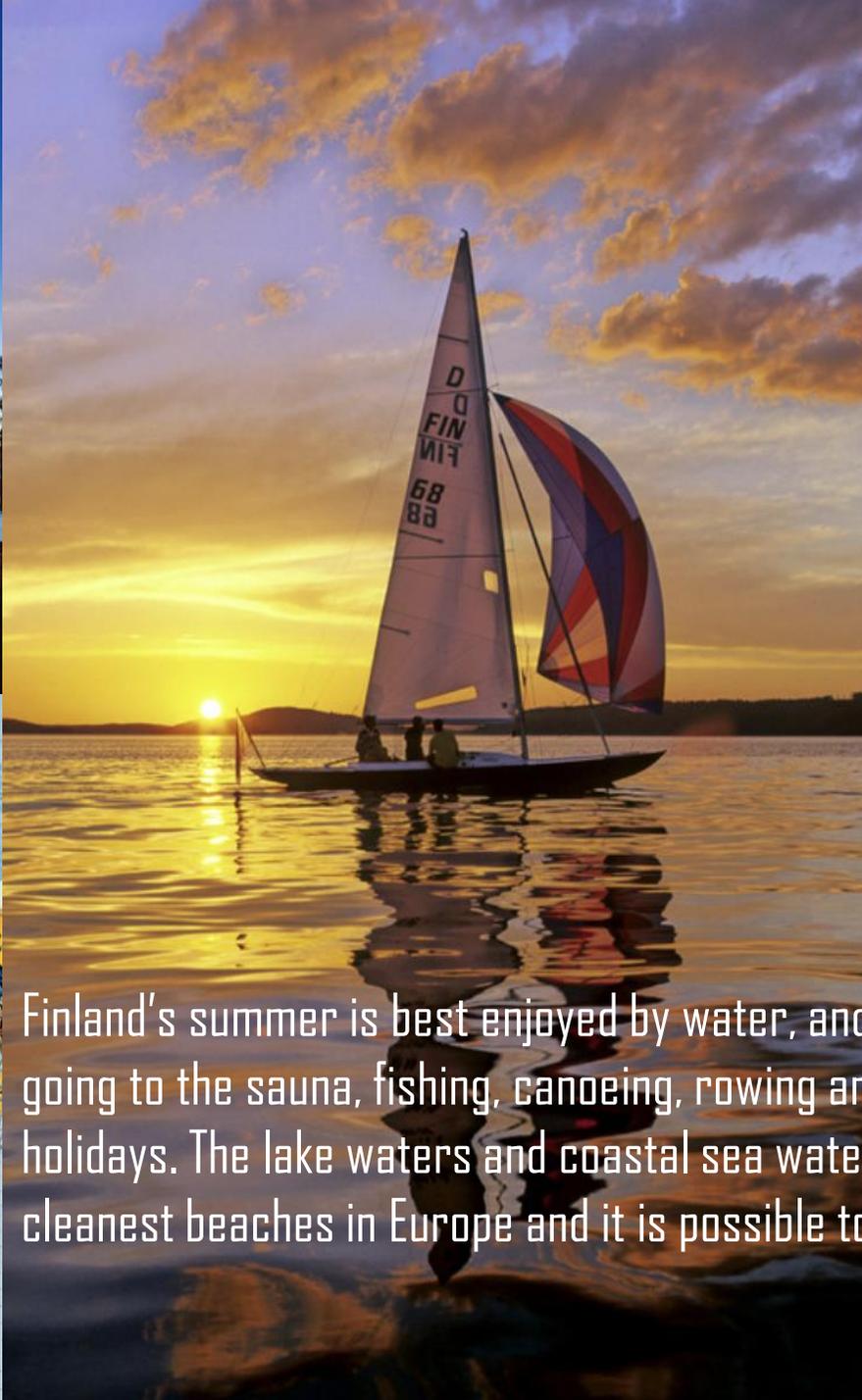
Old Rauma is a typical Scandinavian wooden town. It forms a unified area of historical, single-storey buildings, a partly medieval street network and a viable urban community complete with dwellings, shops and services. Old Rauma is one of the six Unesco World Heritage sites



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Finland's summer is best enjoyed by water, and unwinding summer activities, such as going to the sauna, fishing, canoeing, rowing and sailing, can be combined with any kind of holidays. The lake waters and coastal sea waters of Finland also have some of the cleanest beaches in Europe and it is possible to swim anywhere you like.

Helsinki Region





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The capital of Finland is a compact city easily explored on foot.

Design, architecture, culture and shopping are all great exploration angles and large park areas, forests, lakes, and the coastline with numerous islands sprinkled off it make certain there's no shortage of natural presence.



Old Porvoo

The old town of Porvoo is a true step back into time with its historic wooden houses resting amongst a mosaic of cobblestone streets and irregularly sized plots whose arrangement dates back to the middle ages.

Only 50 kilometres from Helsinki, it is an easy and ideal place to mix some pleasant gift shopping and cafe sitting with an enchanting walk through history.



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Finnish lifestyle

Contrast is the main ingredient in Finnish cultural life, probably because everything looks and sounds different from our northern perspective. Finns take inspiration from nature and spin it into beloved objects, architecture and a blueprint for a way to live. Design here is woven seamlessly into everyday life and surrounds you wherever you go.



Wild Food from Finland

Wild food from Finland is pure, simple, seasonal, slowly and naturally grown in about everywhere you look, adding lots of wonderful things to the table according to seasons.



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Hungry for Finland – Authentically Local

Innovative use of natural ingredients in Nordic cuisine and a laid-back atmosphere are what our food culture is all about.



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Finland has one of the most vibrant food scenes in Europe right now. The country has a number of food events and festivals, just waiting for your visit.



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Public transport in Finland is efficient, reliable, safe and on time. Getting around any town by is manageable without fuss, and pretty quickly



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Nature is embedded in
Finland's rich design heritage.



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Enjoying the outdoors activities
- it's all about dressing



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