

VisitFinland.com

Insider's Guide



Visit Finland

This book is about real people, places, photographs and stories. We asked our fans on Facebook and visitors for memories and images associated with Finland. The material provides a unique insight into what this country is about. Discover the real Finland and see where it takes you.

INSIDER’S GUIDE

REPUBLIC OF FINLAND	1
REGIONS	8
SEASONS	42
THEMES	60





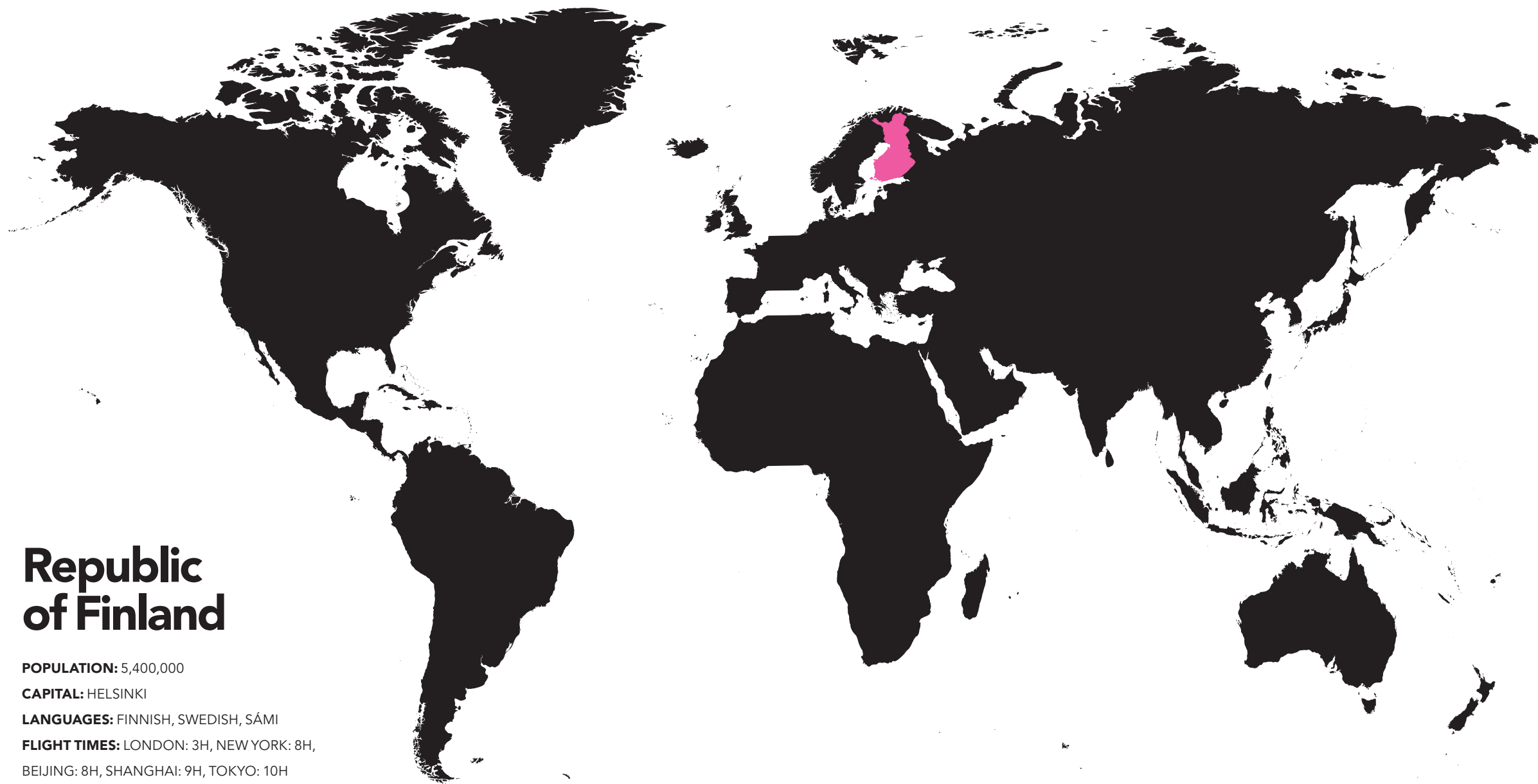


I've met a lot of Finnish people and they're all mad as a bag of frogs – but very lovable.

DAVID, UK

I used to have an all-time favourite Finn who had me glued to the TV every Formula 1 weekend: Kimi Räikkönen. Thanks to him I wanted to visit Finland for a very long time. When I came here for the very first time 4 years ago, I met my number one Finn, my awesome boyfriend, who gave me my second favourite Finn 10 months ago: our lovely son Lukas. I have to thank Kimi one day. :)

G. LOPEZ



Republic of Finland

POPULATION: 5,400,000

CAPITAL: HELSINKI

LANGUAGES: FINNISH, SWEDISH, SÁMI

FLIGHT TIMES: LONDON: 3H, NEW YORK: 8H,
BEIJING: 8H, SHANGHAI: 9H, TOKYO: 10H

NEIGHBOURS: SWEDEN, NORWAY, ESTONIA, RUSSIA

CURRENCY UNIT: EURO



Regions

– What place suits you best?

**As long as you're in Finland,
the actual place doesn't matter.
I once told a friend I would be
happy just sitting on a lonely
street – as long as it's in Finland.**

PATRÍCIA, HUNGARY

Helsinki is a modern European city, where more than 450 years of history and tradition blend seamlessly with contemporary design and trends. Cosy and compact, the Finnish capital is a stress-free place to explore. Design, architecture, culture and shopping are all great exploration angles. Needless to say, there's something going on in Helsinki every day of the year.

Helsinki



Helsinki is the Most Liveable City in the World.

MONOCLE'S QUALITY OF LIFE SURVEY



I grew up in Finland but haven't been there for over 20 years. I miss mostly the meat pies from the railway station in Helsinki, and the marketplace (Kauppatori) by the sea. I also miss the fresh fish – even the smell – sold by the vendors at the markets.

ANNA, FINLAND

A breezy Baltic port with a strong tradition of design, an alternative nightlife and an edgier feel than some of its Scandinavian cousins.

JOANNE, THE GUARDIAN

Top 5 things to do in Helsinki

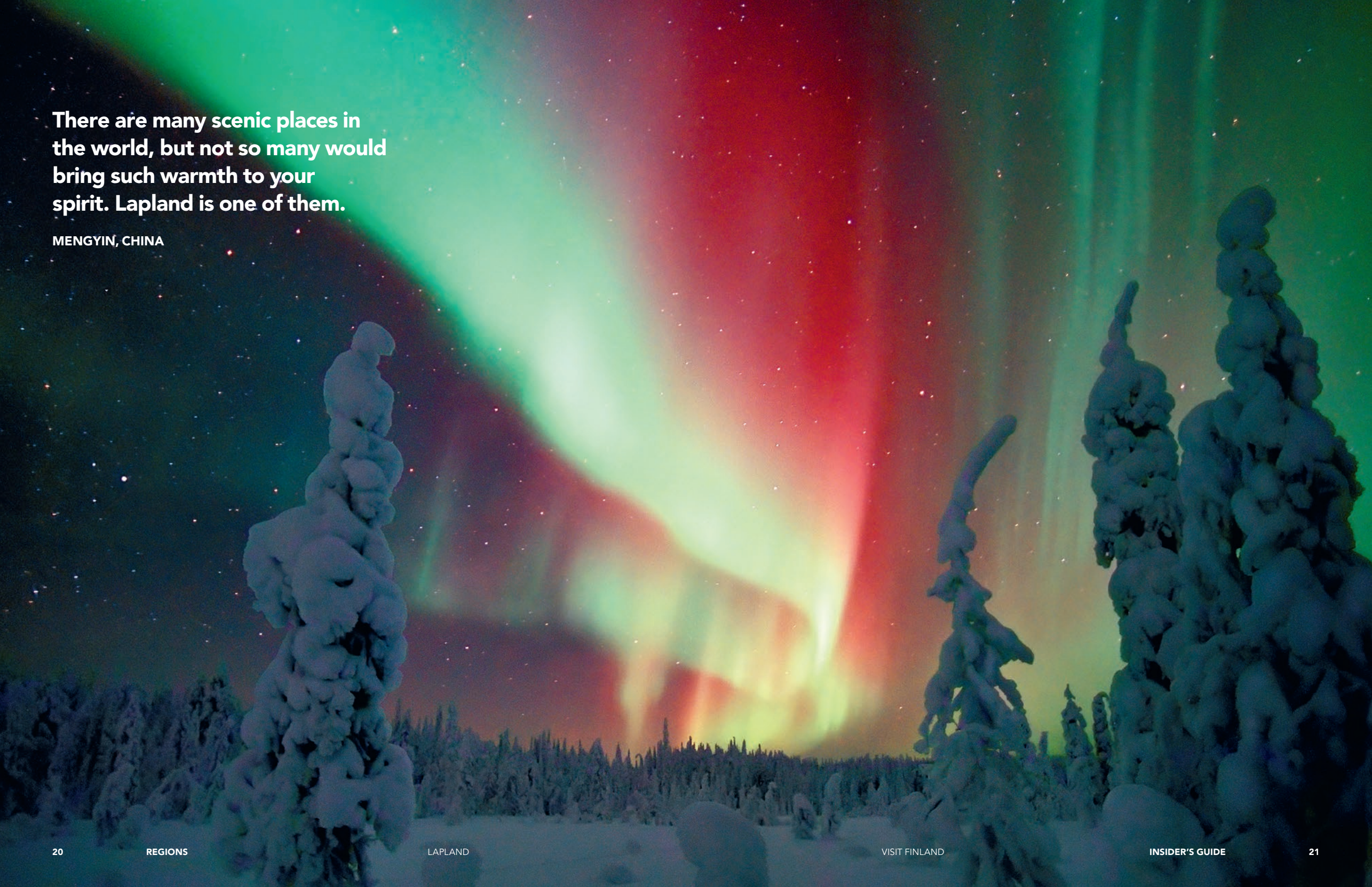
- 1 GO FOR A PICNIC ON ONE OF THE ARCHIPELAGO ISLANDS
- 2 WALK IN KALLIO, A NEIGHBOURHOOD FULL OF COOL BARS, CAFES AND BOUTIQUES
- 3 SHOP FOR LOCAL DELICACIES FROM THE FOOD HALLS AND MARKETS
- 4 TAKE A DAYTRIP TO PORVOO, FINLAND'S SECOND OLDEST CITY
- 5 TRY ONE OF THE NEIGHBOURHOOD SAUNAS IN THE CITY



Finnish Lapland is immense – as the fells begin to rise around you in every direction, you will find serenity unlike anywhere else on earth. In Finnish folklore, an element of mystery is associated with Lapland, the country's northernmost province. Experience the spirituality of Lapland and you will never be the same.

Lapland

– the north of Finland



There are many scenic places in the world, but not so many would bring such warmth to your spirit. Lapland is one of them.

MENGYIN, CHINA



Wonderful memories of
my wedding in Lapland
on 12-12-12 in such
a beautiful, natural and
unspoilt place. Magical.

IAN, SPAIN



Top 5 things to do in Lapland

- 1 EXPERIENCE THE WILDERNESS OF EXTREMES FROM TWILIGHT TO THE NIGHTLESS NIGHT
- 2 DOZE OFF UNDER THE NORTHERN LIGHTS IN A GLASS IGLOO
- 3 GO ON NO ORDINARY WINTER'S RIDE WITH HUSKIES OR REINDEER
- 4 HAVE YOU EVER SENT A LETTER TO SANTA? NOW YOU CAN HOP ON HIS LAP AND TELL HIM IN PERSON
- 5 THROW YOURSELF INTO THE LOCAL LIFE AMID THE POWER OF NATURE AND GET TO KNOW THE SAMI CULTURE



Among the most important birthplaces of the Finnish identity are the deep green forests, the rolling hills and the glittering lakes that cover most of central Finland. Most of Finland's summer cottages are in this region.

Lakeland



It is the countryside that
dispenses true Nordic beauty.
... it resembles Narnia.

CHRIS, DAILY MAIL



A lake cruise with a boat sailing from south to north, sleeping and eating on board with daily stops in a different town/village. Unforgettable experience.

GABRIELLA, ITALY



Lake Saimaa –
One of the Greatest
Lakes in the World

RUTH, THE WALL STREET JOURNAL

Top 5 things to do in Lakeland

- 1 RENT A COTTAGE
IN FINLAND’S MOST
IDYLIC SETTING
- 2 SPOT THE ENDANGERED
FRESHWATER SEAL
- 3 PHOTOGRAPH BEARS
IN THEIR NATURAL SETTING
– AT NIGHT
- 4 FORAGE FOR BERRIES
AND MUSHROOMS
- 5 VISIT THE SAVONLINNKA
OPERA FESTIVAL



Off Finland's west coast lies one of the country's most beautiful and unique tourist destinations. Shaped by the Ice Age, the Turku archipelago consists of over 20,000 islands and islets. The area boasts old wooden towns, historic manors and stone churches, lighthouses and ferries bridging islands together.

Coast and Archipelago



Sipping an ice-cold lager, I watch the sunset cast a gentle pink glow across broken clouds with the Gulf of Bothnia crashing relentlessly on the rocks in the background, and I finally see Finland showing off its talents with nothing to defy my perception. It is a phenomenal haven.

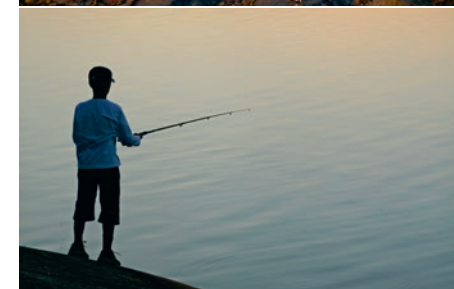
JAMIE, BEDFORD TODAY





Top 5 things to do in Coast and Archipelago

- 1 GO ISLAND HOPPING BY BICYCLE IN THE WORLD'S MOST BEAUTIFUL ARCHIPELAGO FROM TURKU TO THE ÅLAND ISLANDS
- 2 GO SEA KAYAKING AMONG 20,000 ISLANDS AND SKERRIES
- 3 SPEND A NIGHT ON A Lighthouse ISLAND (UTÖ, BENGTSKÄR)
- 4 CATCH THE BIGGEST PIKE & PERCH IN THE ARCHIPELAGO
- 5 DIVE & DISCOVER UNDERWATER TRAILS IN THE ARCHIPELAGO NATIONAL PARK





Seasons

Finland features great contrasts.

2013 extremes

COLDEST DAY	WARMEST DAY
-39.7°C / -39.5°F	32.4°C / 90.3°F

A scenic photograph of three women in long white dresses sitting and standing on a rocky, forested hillside. They are looking out over a vast landscape of lakes and forests under a twilight sky with soft pink and blue hues. The scene is peaceful and captures the essence of the Finnish summer.

Summer

Temperature: +15°C – +25°C

Summer days in Finland when the night arrives late. You can stay outside, talk with your friends, listen to the silence, and the day just keeps going on. I was cycling with my friend at midnight and we didn't need bike lights at all. It was really amazing.

ARNAUD, FRANCE



What I think is very traditional Finnish is staying in a summer cottage on the lake, having a sauna and being whipped with birch branches. I was very shocked the first time someone did this to me. Haha, crazy locals!

GRANT, AUSTRALIA





Autumn

Temperature: 0°C – +10°C

I remember the biting midges, fresh berries, fresh green peas in the pod, forest mushrooms and grilled vendace. And, of course, crayfish, washed down with Finnish vodka. Brief season but big party time.

DAVID, UK



**Nowhere else in the world
does autumn colour come
with quite such range.**

ANDREW, THE FINANCIAL TIMES

A log cabin in a snowy landscape under the Northern Lights. The cabin is covered in snow, and its interior lights are visible through the windows. The sky is a vibrant green and blue, with the aurora borealis visible. The cabin is surrounded by snow-covered trees and a snow-covered ground.

The smell of fresh snow is magic. I miss winter most of all seasons. Having lived in the UK for 5 years now, I can say that my ideal weekend now would include snow, sauna, lake and some Northern Lights.

MARJUKKA, FINLAND

Winter

Temperature: -30°C – 0°C

A photograph of the interior of an ice igloo. The walls and ceiling are made of ice blocks, creating a textured, crystalline environment. The space is dimly lit by several lit candles: one in a small niche on the wall, one on the floor to the left, and a large, dark, cylindrical candle holder in the center with a candle inside. A small dog with white and brown fur is lying on the snow-covered floor in the foreground. A bright light source, possibly a window or opening, is visible in the background, casting a strong glow.

My partner, Hugh, and I exchanged informal vows in Finland: lit Finnish tar candles, exchanged rings of Finnish gold and saw the Northern Lights on the night of our little ceremony.

JAN, AUSTRALIA

A close-up, profile view of a woman's face. She is wearing a white knit beanie and a thick, white fur-trimmed hood or scarf that covers her lower face and neck. Her eyes are looking upwards and to the right. The background is a soft, out-of-focus blue and white, suggesting a snowy or icy environment.

**Finland, I forgive you
for being so cold!
Please let me return!**

CLÁUDIA, PORTUGAL



Spring

Temperature: 0°C – +10°C



**A breath of pure, fresh air,
a mouthful of surprisingly
delectable flavours, an exquisitely
comfortable bed in the beautiful
hotel and a friendly, helpful warm
welcome. We loved Finland and
can't wait to return. Kiitos!**

SHERRY, FRANCE





Themes

– What to do here?

A vibrant street scene at dusk. A large crowd of people is walking across a street. In the background, a tall, cylindrical industrial structure, possibly a water tower or gas holder, is illuminated by the setting sun. Red balloons are strung across the street. The sky is a mix of orange, pink, and blue. The overall atmosphere is festive and cultural.

Cultural Beat

A country for those who are culturally inclined.

Top 5 Local delicacies

- 1 KARJALANPIIRAKKA
- 2 PORONKÄRISTYS
- 3 KORVAPUUSTI
- 4 SALMIAKKI
- 5 LEIPÄJUUSTO



The Finnish capital has seemingly come from nowhere to become the hottest place for food lovers in Scandinavia.

GROWN-UP TRAVEL GUIDE

**Helsinki, a design
lover's paradise.**

NORMAN, THE GUARDIAN

FINNISH FORM



**Finland means spectacular nature,
stunning design, splendid music,
superb education and some
delightful people!**

PEG, USA



Silence, please

Tips to reclaim your inner peace.



Could there be anything more satisfying than spending time and relaxing in a summer cottage, watching dozens of different types of butterflies fluttering around in the sunshine, taking repeated saunas and jumping into your own little 'piece of Finland'?

MICHAEL, SCOTLAND



Clean cold air, sparkling
white snow, dancing green
light, walking endless trails
with a warm heart full of
love and a happy soul.

EVA, GERMANY



I went to see some lakes and
rivers and I felt complete just
looking at them and how they
wash away all the bad feelings.
The peace, the tranquillity
of Finland is only there.

VALENTINA, ITALY

A person wearing a purple and yellow snow suit and helmet is riding a black snowmobile through a snowy forest. The snowmobile has the number '20' and 'EDGE' on its side. The rider is moving from left to right, leaving a trail of snow behind them. The forest is composed of tall, thin evergreen trees heavily covered in snow. The sun is low on the horizon, creating a warm, golden glow and long shadows across the snow. The overall scene is serene and adventurous.

Wild & Free

How to get your
adrenaline pumping?



Getting to know
Finland and Finns
was one of the best
adventures of my life. :)

ELI, ITALY



I rock up to Lapland with one thing in mind: action. I've got a tick-list of things to try: there's adrenaline-fuelled snowmobiling through the countryside, ice karting – think kamikaze go-karting – plus skiing and snowboarding on the guaranteed powder between November and April.

CATHY, TNT MAGAZINE



We've had perfectly organised four days in Lapland. Snow mobiling, ice fishing, snowshoe walking, husky safari, skiing... And lots of fun. That all provided with perfect service.

STEFAN, GERMANY





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into the Finnish
mindset at
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