

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





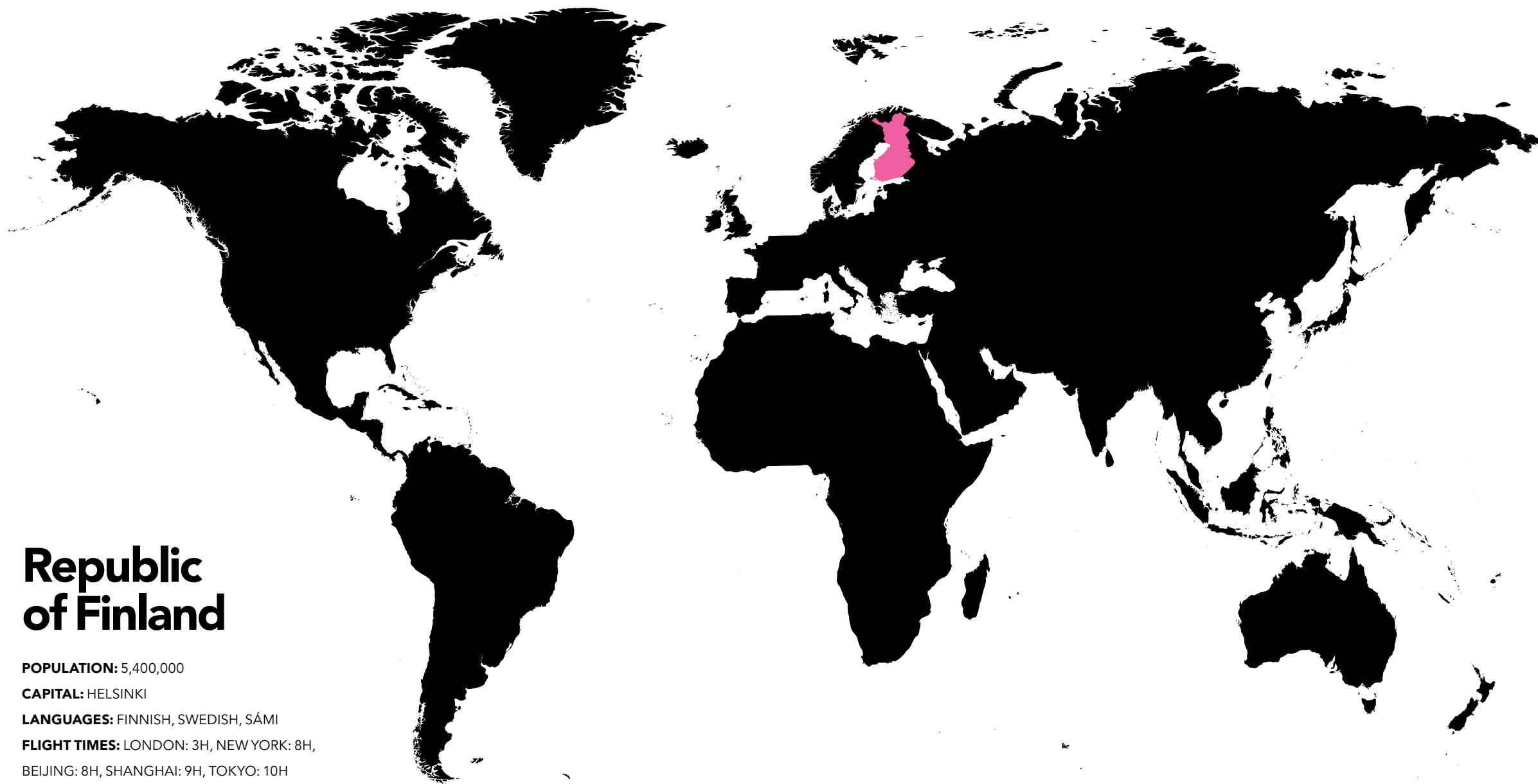
I've met a lot of Finnish people and they're all mad as a bag of frogs – but very lovable.

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

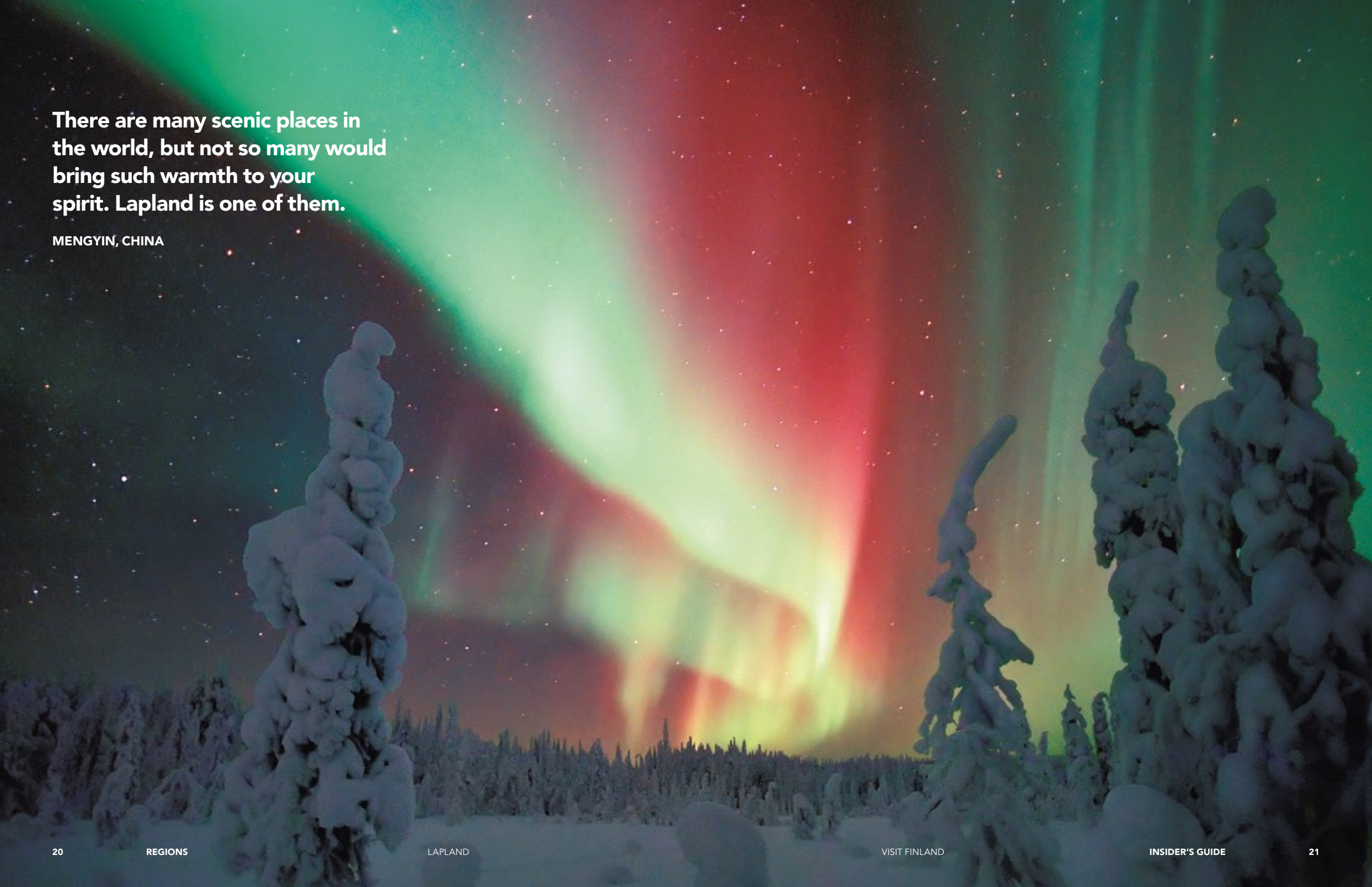
- 1 GO FOR A PICNIC ON ONE OF THE ARCHIPELAGO ISLANDS
- 2 WALK IN KALLIO, A NEIGHBOURHOOD FULL OF COOL BARS, CAFES AND BOUTIQUES
- 3 SHOP FOR LOCAL DELICACIES FROM THE FOOD HALLS AND MARKETS
- 4 TAKE A DAYTRIP TO PORVOO, FINLAND'S SECOND OLDEST CITY
- 5 TRY ONE OF THE NEIGHBOURHOOD SAUNAS IN THE CITY



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 SAVONLINNA
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.

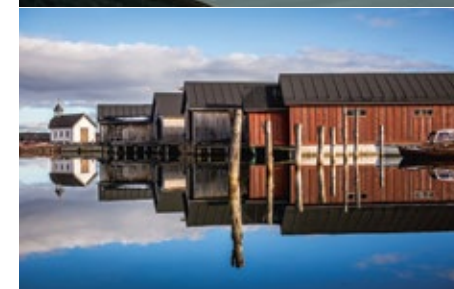
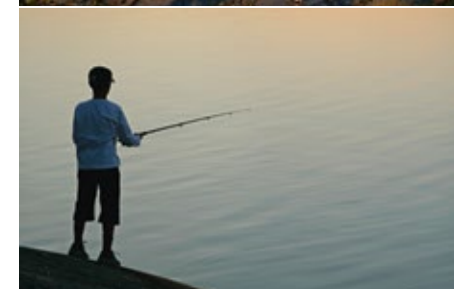
JAMIE, BEDFORD TODAY





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 cliff. They are looking out over a vast lake and distant mountains under a twilight sky with soft pink and blue hues. Tall pine trees are visible on the left and right sides of the frame.

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 deep blue with vibrant green and yellow aurora borealis lights dancing across it. Snow-covered trees and a frozen lake are visible in the background.

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 a dog lying on a fur rug inside an ice cave. The cave is illuminated by several lit candles, creating a warm, blue-toned atmosphere. The dog is looking towards the right.

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 shot of a woman wearing a white winter hat with a fur trim. She is looking off to the side with a slight smile.

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?

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.



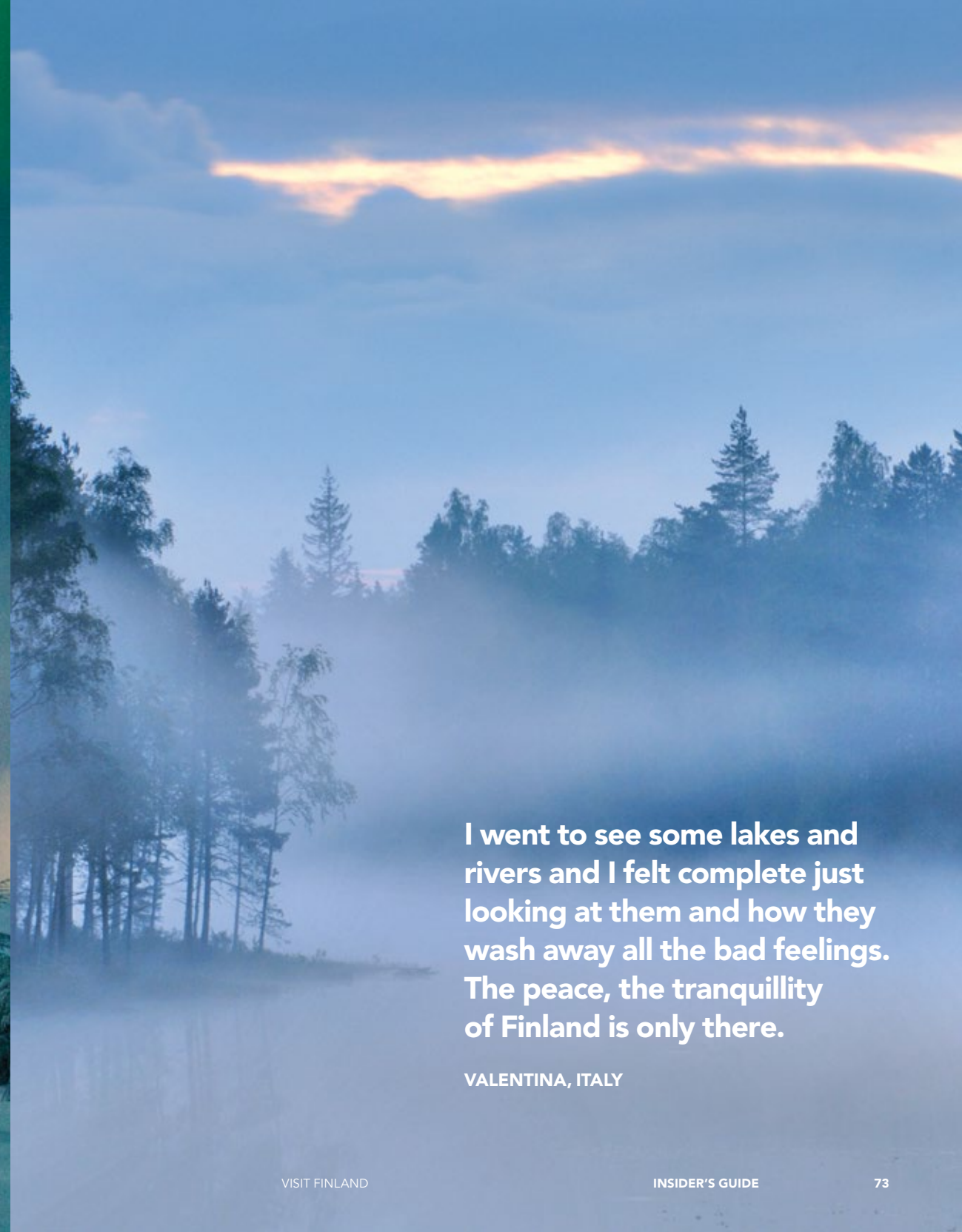
Could there be anything more satisfying than spending time and relaxing in a summer cottage, watching dozens of different types of butterflies fluttering around in the sunshine, taking repeated saunas and jumping into your own little 'piece of Finland'?

MICHAEL, SCOTLAND

A vibrant aurora borealis in shades of green and blue dances across a dark night sky. Below, a snowy forest of evergreen trees is illuminated by a bright light source, possibly the moon or a low sun, creating a magical atmosphere.

**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 dark jacket and helmet is riding a snowmobile through a snowy forest. The sun is low in the sky, creating a warm glow and long shadows. The trees are covered in snow, and the ground is a smooth, white surface. The snowmobile is kicking up a small amount of snow as it moves.

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



**Dive deeper
into the Finnish
mindset at
VisitFinland.com**



TWITTER.COM/OURFINLAND



YOUTUBE.COM/VISITFINLAND



FACEBOOK.COM/VISITFINLAND



FLICKR.COM/VISITFINLAND



INSTAGRAM.COM/OURFINLAND



PINTEREST.COM/VISITFINLAND



VisitFinland.com