



SUOMI
FINLAND

AN UNDERRATED HOLIDAY DESTINATION



Credit: Konsta Punkka/Visit Finland mediabank



WHY COME TO FINLAND FOR A HOLIDAY?

- Our pure and beautiful natural environment and varying seasons are as amazing to visitors as to us Finns, and are becoming ever more valuable in today's world.



REASONS WHY YOU'LL LOVE FINLAND

- One of the world's most sparsely populated countries
- More forest as a percentage of surface area than anywhere else in Europe
- Quiet, undisturbed and clean wilderness
- Sheer beauty of our natural landscape
- Finland has been named the world's happiest nation three years running by the UN The World Happiness Report (2018, 2019, 2020)



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FINLAND IS DIVIDED INTO FOUR MAIN AREAS,
AND EACH HAVE THEIR OWN UNIQUE STRENGTHS.



LAPLAND



LAKELAND



COAST &
ARCHIPELAGO



HELSINKI
REGION

Credit: Visit Vuokatti



FINNISH LAPLAND - AN AREA OF DRAMATIC CONTRASTS

- The sun never rises in midwinter but shines around the clock at midsummer.
- Natural splendours such as the Northern Lights and the Midnight Sun provide visitors with a holiday experience that is completely different to standard, man-made attractions.



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Credit: Harri Tarvainen/Visit Finland mediabank



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Credit: Olli Oilinki /Visit Finland mediabank



**OUR CAPITAL CITY, HELSINKI,
IS KNOWN AS A PEARL OF BALTIC.**



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Credit: Lauri Rotko / Helsinki mediabank



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Credit: Mikko Huotari/Visit Finland mediabank



LAKELAND – THE LARGEST LAKE DISTRICT IN EUROPE

- A blue labyrinth of lakes, islands, rivers and canals, interspersed with forest and ridges, stretching for hundreds of kilometers in a placid and staggeringly beautiful expanse.



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Credit: Juha Määttä / Visit Finland mediabank



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Credit: Jaakko Tähti/Visit Finland mediabank



**SUOMI
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COAST AND ARCHIPELAGO – THE WORLD'S LARGEST ARCHIPELAGO



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Credit: Michael Matti/Visit Finland mediabank



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Credit: Niko Laurila /Visit Finland mediabank



MEANINGFUL ENCOUNTERS

Finns have always lived close to the nature, prompting us to create tourist services that are unique around the world.

Sauna, ice swimming, glass igloos and icebreakers are some examples of the offbeat attractions.

Opportunities to do and join in rather than just standing back.

Come to Finland for an experience that won't blend in with the rest.



FACTS AND FIGURES

- 37 national parks
- 188,000 lakes
- Over 3 million saunas
- The biggest archipelago in the world
- Aurora Borealis can appear on 200 nights a year in Finnish Lapland.
- Santa Claus – the one and only – comes from Finland.
- Finland hosts some of the world's craziest summer events such as wife carrying and mobile phone throwing competitions.



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