





# AN UNDERRATED HOLIDAY DESTINATION

Finland has reinvented itself in just one short century – and we’re still at it. Our national character and Northern heritage have boosted us to the top of many kinds of country rankings from quality of life to clean air.

Why come to Finland for a holiday? Almost every foreign traveller has heard this question when visiting Finland. In reality, the question says more about our self-deprecating attitude than about Finland as a place to visit. Bragging isn’t in our nature, but if it was, there would be lots to brag about. Our pure and beautiful natural environment and our varying seasons are as amazing to visitors as to Finns, and are becoming ever more valuable in today’s world.



# REASONS WHY YOU'LL LOVE FINLAND

Finland is one of the world's most sparsely populated countries, with more forest as a percentage of surface area than anywhere else in Europe. So it's no wonder that tourists are blown away by the sheer beauty of our natural landscape. Spending time in our quiet, undisturbed and clean wilderness also has health benefits. Studies show that just eight minutes in the forest are enough to reduce stress hormone levels.



Finland is divided into four main areas,  
each have their own unique strengths.



***Finnish Lapland*** is an area of dramatic contrasts. In the north, 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.

Our capital city, ***Helsinki***, is known as the pearl of the Baltic.

***Lakeland*** is the largest lake district in Europe. A blue labyrinth of lakes, islands, rivers and canals, interspersed with forests and ridges, stretching for hundreds of kilometres in a placid and staggeringly beautiful expanse.

Finland's coast boasts the world's largest archipelago. Old wooden towns, lighthouses, historical manors and stone churches, large national parks stretching over land and sea – this all sums up our ***Coast and Archipelago*** in a nutshell.



# MEANINGFUL ENCOUNTERS

Finns have always lived close to nature, prompting us to create tourist services that are unique around the world. Where else can you find a people of five million with half a million summer cottages? Sauna, ice swimming, glass igloos and icebreakers are examples of the offbeat attractions offered by this Arctic country. These are experiences that you will never forget or stop telling your friends about. Time and again tourists praise Finland for its opportunities to do and join in rather than just standing back. Here your travel experience will be enriched and enhanced by meaningful encounters with nature, wildlife and the local people. The travel packages offer experiences that are both simple and extreme. You can embrace them with all your senses and feel them to the depths of your soul.

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



# FACTS AND FIGURES

37 national parks.

188,000 lakes.

Over two 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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