

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**

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

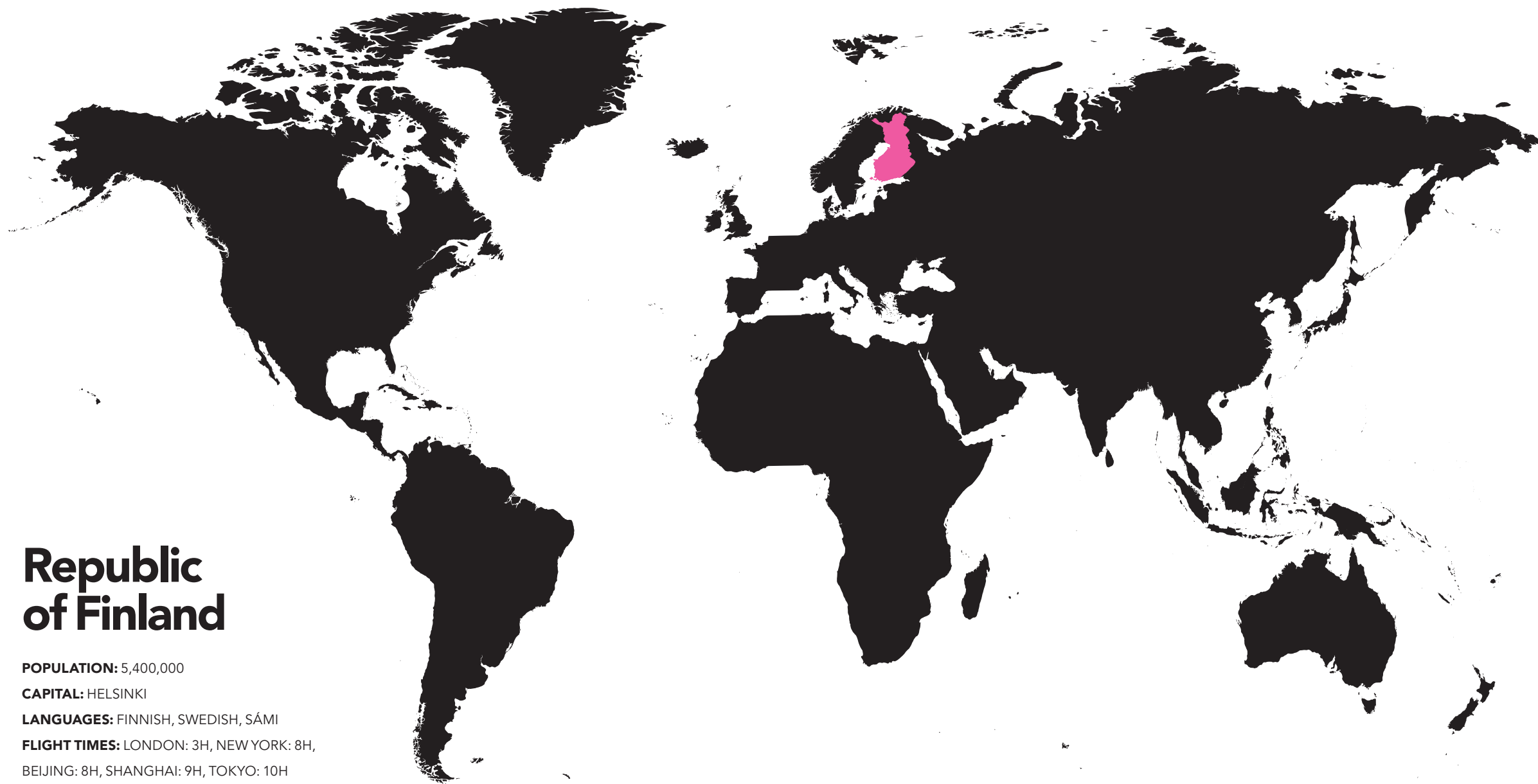
DAVID, UK



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



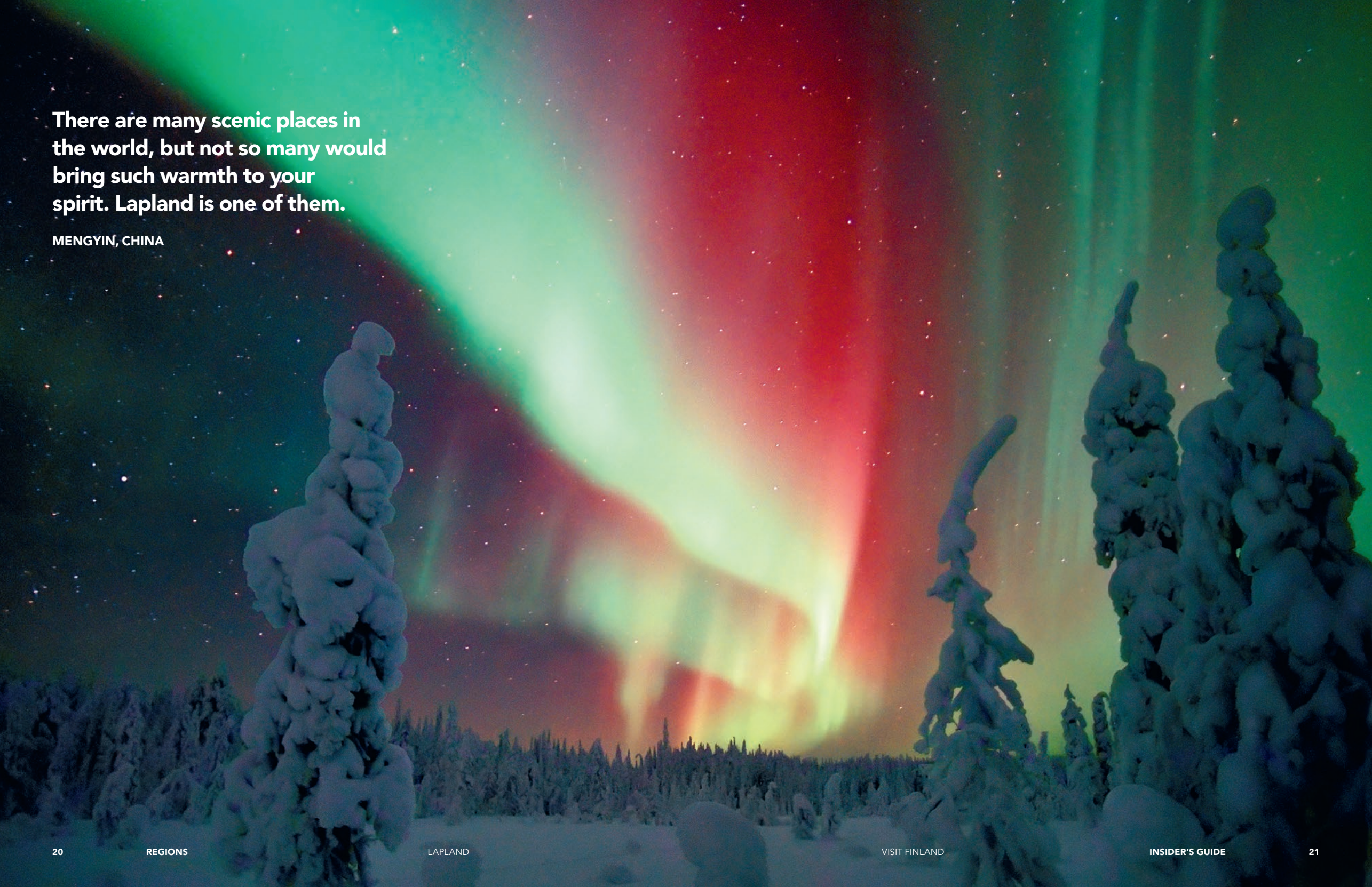


**Finnish Lapland is immense – as the fells begin to rise around you in every direction, you will find serenity unlike anywhere else on earth. In Finnish folklore, an element of mystery is associated with Lapland, the country's northernmost province. Experience the spirituality of Lapland and you will 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

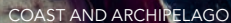




Sipping an ice-cold lager, I watch the sunset cast a gentle pink glow across broken clouds with the Gulf of Bothnia crashing relentlessly on the rocks in the background, and I finally see Finland showing off its talents with nothing to defy my perception. It is a phenomenal haven.

JAMIE, BEDFORD TODAY



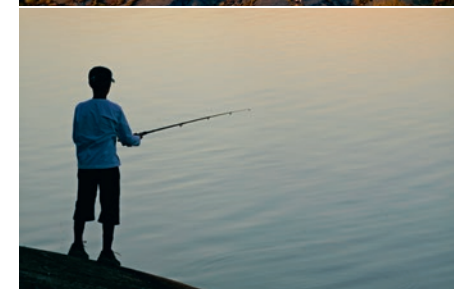






# Top 5 things to do in Coast and Archipelago

- 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, 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





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:  $-30^{\circ}\text{C}$  –  $0^{\circ}\text{C}$



A photograph of a dog lying on a fur rug inside an ice igloo. The igloo is constructed from ice blocks and is lit with several lit candles, creating a warm, blue-toned atmosphere. A small opening in the ice wall reveals a bright light source.

**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 out towards a bright, snowy landscape. The background is a soft, out-of-focus white.

**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**





**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 kicking up a cloud of snow. 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.

# 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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