



Lakeland
The Heart of Finland

Visit Lakeland Finland

Järvialueen vetovoima ja yhteistyö 24.3.2026

Lakeland –yhteistyö

9 maakuntaa

- Yhteinen nettisivu ja IG:
visitlakelandfinland.com
[@visitlakelandfinland](https://www.instagram.com/visitlakelandfinland)
- Joka toinen vuosi workshop ja
joka toinen vuosi kampanja
 - 1000 Lakes Workshop 2025
 - Chill like a Finn –kampanja 2026
- Vuosittaiset tapaamiset
- Kiertävä puheenjohtajuus



Facts about Lakeland



Lakeland 2025

Border Survey
MatkailijaMittari
Visit Finland

Vuosi: 2025, Neljännes: Kaikki, Kuukausi: Kaikki, Viim. 12 kk: Yes latest..., Lähtö maanosa: Kaikki

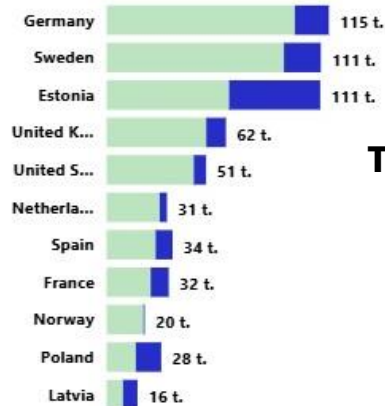
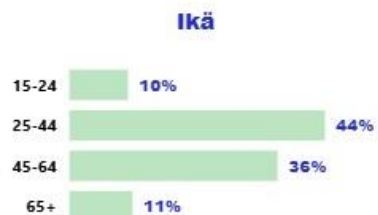
Alku/loppu kk: 01/2025 - 12/2025

Maa: Kaikki, Maakunta: Useita valintoja, Kunta: Kaikki, Matkan tyyppi: Kaikki, Matkan tarkoitus: Kaikki, Matkaseurue: Kaikki

Menestyneet matkailualueet



Siirry Edellinen vuosi vertailu näkymään

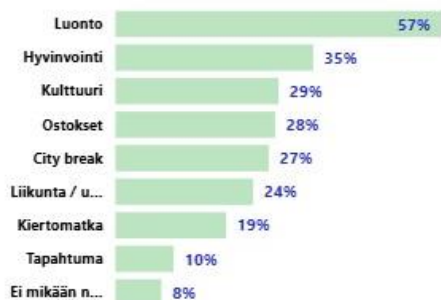


Matkaseurue



* Kategoriat Muu ja Ei vastattu eivät näy tässä Matkaseurue-visuaalissa.

Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka



34 900

Number of lakes

495 000

Number of summer cottages

1 700 000

Saunas

26

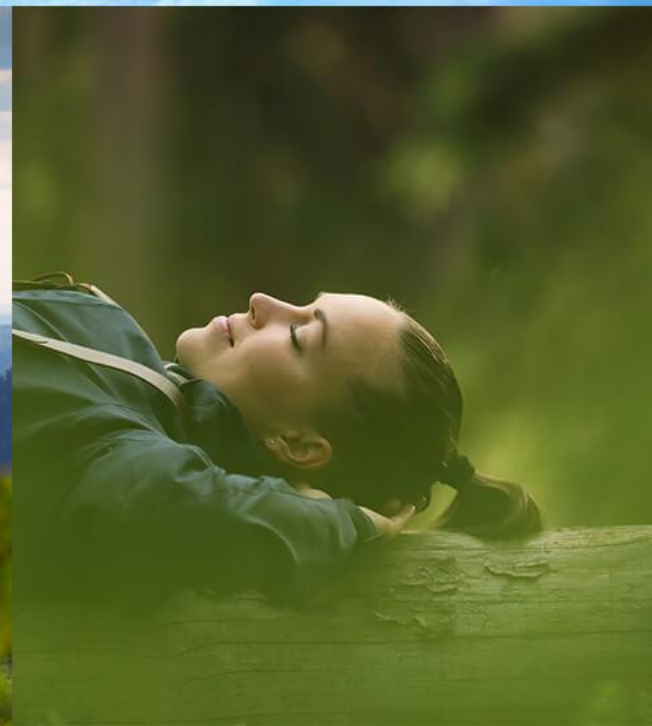
National parks

1

Finland's snowiest region:
Arctic Lakeland, Paljakka

172 000

Shores (km)





217 500

Total bed capacity

12 %

Market share of international trips to Finland

Sweden 23 %
Germany 19 %
UK 13 %
Estonia 17 %
USA 14%,

Market share of overnight stays

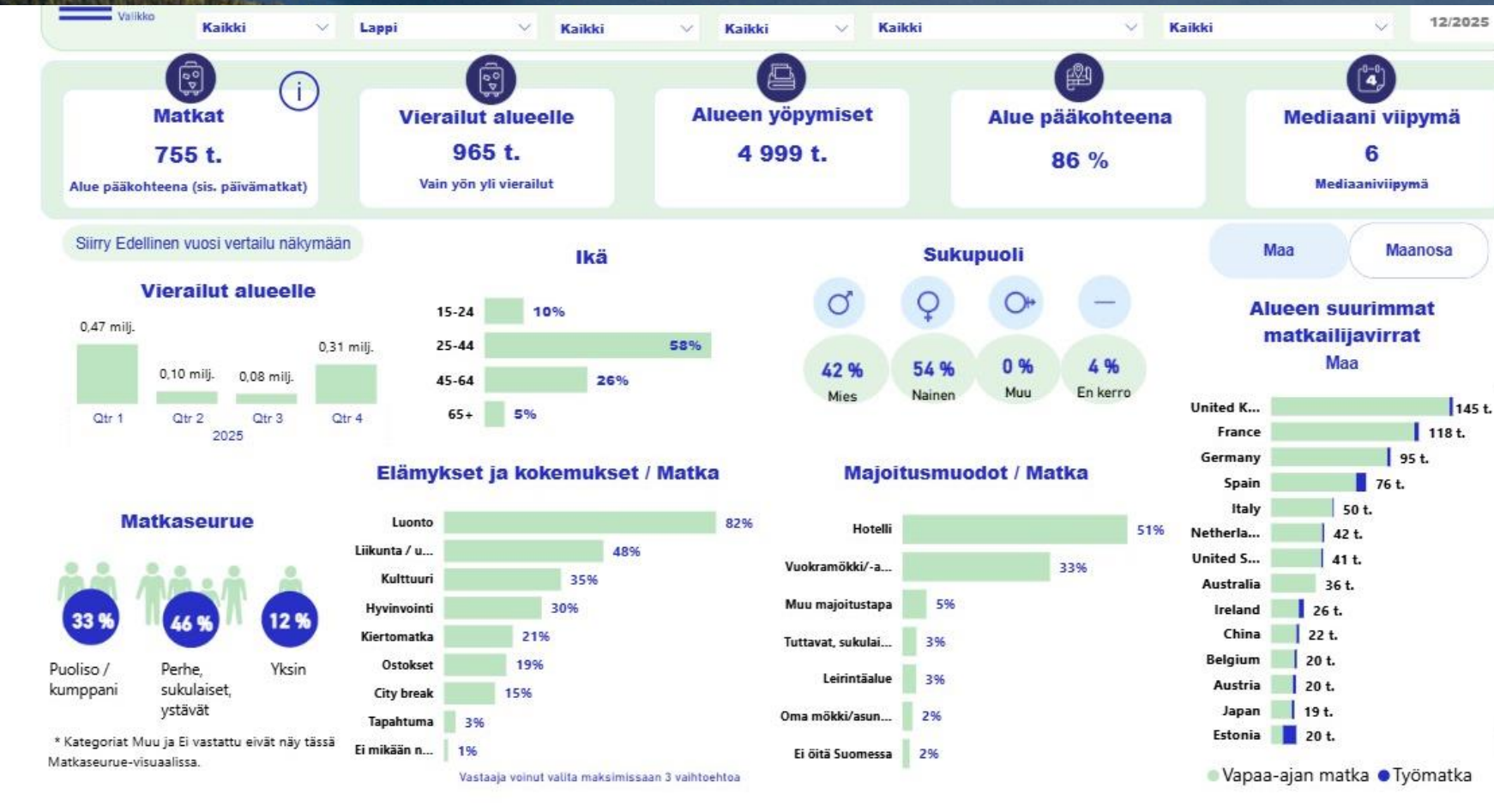
7 nights

Average stay

Miksi teemme yhteistyötä?



← Lakeland 2025



← Lapland 2025

Vaikuttavuus

Vierailut Lakeland alueelle

- Pirkanmaa 285t.
- Keski-Suomi 124t.
- Etelä-Savo 92 t.
- Päijät-Häme 91 t.
- Kanta-Häme 64 t.
- Pohjois-Savo 64 t.
- Etelä-Karjala 60 t.
- Pohjois-Karjala 55 t.
- Kainuu 24 t.

Näkyvyys ja vetovoima

Lakeland USP's

Land of a
thousand
lakes

Finnish
**National
Landscape**

To know
Sauna is
know
Finland

Have a
holiday
like
**The Finns
do**



Visit Häme



In the Footsteps of Jean Sibelius

Finnish National Composer Jean Sibelius was born and grew up in Hämeenlinna. You can visit the birthplace of Jean Sibelius and enjoy the concerts there. In Aulanko Nature Reserve, you can admire the national landscape and hike in the Sibelius Forest. Explore also the Liesjärvi and Torronsuo National parks, 16 other nature parks and the 785 lakes in the region.



Medieval History and Culture

Medieval history is present all around the Häme Region. The best-known sight is the Häme Castle, from the 13th century. The historical Ox Road from Turku Castle to Häme Castle is one the oldest historical roads in Finland. The Häme Region has also many medieval churches, such as the Holy Cross Church in Hattula with its stunning wall paintings.

Finnish Design and Fashion

Häme is famous for glass design, its glassblowing history and the textile industry. Get to know the history of glass in The Finnish Glass Museum and step into small glass studios in Hyttikortteli in Riihimäki. Experience the magic of glass in Iittala Village, where you can visit the Iittala Glass Factory and the The Iittala Glass Museum, as well as small handicraft boutiques. Forssa is the home of the textile industry introduced by Forssa Museum and Pattern Center.



visit TAMPERE

Urban nature and industrial heritage

According to us Finns, Tampere is the most loved residential and tourism city in Finland. The secret of Tampere is its originality. The industrial origins of Tampere have given it a uniquely versatile, forward-looking character. Tampere is internationally known as a city of technology, often leading at the forefront of development.

Local Treats and beat of culture

Tampere is defined by the local treats of black sausage with lingonberry sauce and the world's best doughnuts at Pyyrikki Observation Tower Café. Tampere also has many imaginative museums, like the world's only **Moomin Museum**. Additionally, Tampere is known as an international city of events, where people can enjoy, for example, music and theatre on various stages, both big and small.



The Sauna Capital of the World

The title was earned with the high level and large amount of public saunas. In total, there are over 55 public saunas in the region. In winter, many locals go from the sauna to take a dip in the a frozen lake. The city situated between two large lakes offers excellent possibilities for ice swimming that brings many health benefits.



Visit Lahti

Lakeland Finland

Lahti, the European Green Capital

Lahti is the first real lakeside city you come to after departing from the capital Helsinki. Come to enjoy a wide range of activities and urban events in the surroundings of the unique **Salpausselkä UNESCO Global Geopark** area where the whole landscape is created by water.



A landscape created by water

In the Lahti region you can refresh your body and mind, experience the power of nature and forests, relax with traditional Finnish sauna or feel the breeze in your hair when sitting lakeside. Summer night swims in pure lakes, slow walks in the forest and nights in a private lakeside villa are essentials for every visit.

A Heaven for Sports and Well-being

Lahti Sports Centre is a Lahti classic! The iconic ski jumps, the Ski Museum, restaurant and the observation platform at the Suurmäki Ski Jumping Tower. Lahti Sports Centre is one of the town's most fascinating tourist attractions for the whole family.



VISIT Jyväskylä REGION

Lakeland Finland

UNESCO sights and Alvar Aalto's architecture

The UNESCO sight the **Petäjävesi Old Church** represents Nordic Lutheran Church architecture and the time-honoured heritage of log-building skills. **Alvar Aalto** (1898–1976) is one of Finland's best-known architects. Jyväskylä is home to more significant building complexes by Aalto, from different periods, than anywhere else in the world.

Thousands of events from rally to sauna

Jyväskylä offers a wide range of Finnish and international events. A 75-year-old **Secto Rally Finland** is known for the stunning sceneries of the Finnish Lakeland, dashing jumps, and fast gravel roads. The summer is crowned by the annual **Sauna Region Week**, during which dozens of sauna events are arranged in the Jyväskylä Region.



In the middle of the beautiful Lakeland Finland

In the Jyväskylä Region, Finnish nature can be experienced in miniature. The only **Moose Manor in Finland – where you can even kiss a moose** locates in Himos-Jämsä. There are also **four national parks** in the Jyväskylä Region: the Leivonmäki, Southern Konnevesi, Pyhä-Häkki and Salamajärvi National Parks.



VISIT LAKE SAIMAA

LAKELAND · FINLAND



Saimaa Ringed Seal – A Rare Treasure

Found only in Lake Saimaa, this endangered seal is among the world's rarest. Best spotted in spring or summer on guided eco-tours. Conservation is vital for its survival.

Mökki Culture around Lake Saimaa

There's nothing quite like spending time at a lakeside cottage in the Lake Saimaa region. For many Finns, the mökki isn't just a holiday home—it's a way of life.



Taste Saimaa – Pure Flavours

Saimaa's clean waters and rich soil produce exceptional local foods like vendace (muikku), wild mushrooms, and berries. The D.O. Saimaa label ensures quality, origin, and tradition. In 2024, the region was named as European Region of Gastronomy.

Saimaa UNESCO Global Geopark:

The Saimaa UNESCO Global Geopark is full of natural wonders, where ancient ridges, glacial formations, and serene waterways create a landscape like no other.

The shores of Lake Saimaa are home to several historic castles and fortresses.

Olavinlinna Castle in Savonlinna, a 15th-century stone fortress, is famous for its opera festival and guided tours.



Visit Karelia

BY BUSINESS JOENSUU

Authentic Karelian culture

Bomba in Nurmes is a traditional Karelian village showcasing the architecture and culture of the region. The Parppeinvaara Poetry Village in Ilomantsi offers experiences of poetry, crafts and Orthodox culture.



National Landscape

Koli is Finland's national landscape. The magnificent view across Lake Pielinen has inspired artists for centuries. Koli offers things to do and experiences all year round.



Monastery & Orthodox culture

Valamo Monastery in Heinävesi welcomes visitors all year round.

UNESCO Biosphere Reserve

North Karelia is one of Finland's two Biosphere Reserves, which promotes sustainable development by combining nature and culture conservation.



DESTINATION **SAVO** FINLAND

Outdoor Adventures

Explore hiking, fishing, and boating across the region's extensive lakes and waterways, notably Lake Kallavesi. In winter, enjoy skiing and snowboarding at local resorts.

Kuopio – Cultural Heart

Visit the PuijoTower for panoramic views, experience the renowned Kuopio Dance Festival, and indulge in local flavors on the Kuopio Tastes city walk.



Relaxation & Wellness

Unwind at the Lähde Forest Spa and experience traditional smoke saunas at Jätänkämppä Lodge in Rauhalahhti.

Nature Escapes

Discover the serene beauty of Tiilikajärvi and Southern Konnevesi National Parks and enjoy breathtaking views from the Tahko observation tower.

Culinary Delights

Savor fresh fish, game, and locally sourced ingredients at esteemed restaurants like Havu Kitchen & Bar and GalláKitchen & Bar.



Europe's Best Location for Wildlife watching and photographing

See Finland's Big Five: bear, elk, wolf, wolverine, moose and the elusive lynx in their natural habitat, but also other Arctic species such as white-tailed eagle and rare wild forest reindeer.

Snowy Winter

Experience a true winter wonderland, where snowy forests and frozen lakes create the perfect backdrop for unforgettable adventures – from husky safaris and reindeer visits to snowshoeing, ice fishing and skiing. Being located at the same latitude as Reykjavik offers excellent chances to see the Northern Lights.

Christmas magic

Step into a real-life Christmas card in Finland's Arctic Lakeland, where the festive spirit comes alive. Bake gingerbread cookies, meet Santa and his cheerful elves, make snow angels, and feel the magic of the season.



Haasteet

An aerial photograph of a paved road winding along the edge of a large, deep blue lake. The road is lined with trees, some of which have yellow autumn foliage. A small dark car is visible on the road. The sky is bright and hazy, with a soft glow over the scene.

Tunnettuus

Yhtenäisyys kv-markkinoinnissa

Rahoitus

Osaaminen

Contact and further information

On behalf of the wonderful Lakeland team



Lakeland
The Heart of Finland

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 [visitlakelandfinland.com](https://www.visitlakelandfinland.com)

 [@lakelandfinland](https://www.instagram.com/lakelandfinland)

 [Lakeland Finland](https://www.youtube.com/LakelandFinland)