



Visit Finland

Selected routes for Mindful Travellers

ETC Industry Forum, Reykjavik 20.11.2025

Kristiina Hietasaari, Visit Finland

Supporting local businesses and regions in developing sustainable tourism offerings

Sustainable Travel Finland

**Low-threshold, free
programme for the
Finnish tourism
industry,
destinations and
companies**

**Marketing
communication tool
for Visit Finland and
stakeholders**

**Label for consumers and
operators to identify
sustainable travel
companies and
destinations**

Sustainable Travel Finland

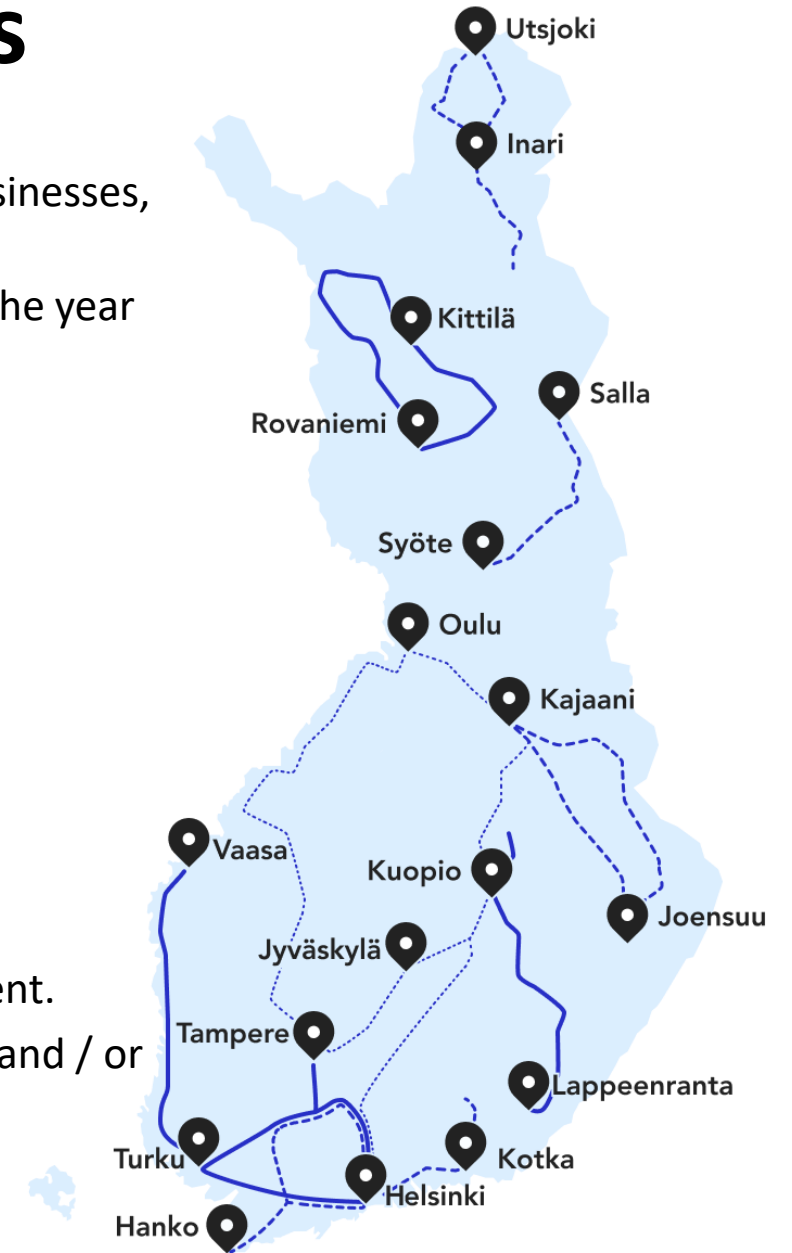
- ❖ 1356 companies within the program
- ❖ 523 has reached the STF –label
- ❖ 12 Destination level labels

- ❖ 55% accommodation
- ❖ 15% guided activities
- ❖ 7% attractions
- ❖ 3% outdoors & sports
- ❖ 3% other



Selected routes for mindful travellers

- ❖ were created in workshops together with relevant stakeholders (regional DMOs, businesses, consultants) and
- ❖ are tied to Visit Finland's strategic goals: spread tourism flows more evenly around the year and around the country, and to highlight those dedicated to sustainable tourism development.
- ❖ The aim is to create awareness and attract visitors to:
 - visit known destinations outside of peak seasons
 - visit lesser-known destinations
 - choose loc-carbon transport
 - stay longer
 - experience the destination like locals
 - nudge travellers towards responsible offering
 - bring economic advantage to those committed to sustainable tourism development.
- ❖ all offering incl. transportation along the routes has Sustainable Travel Finland label and / or 3rd party certificate.

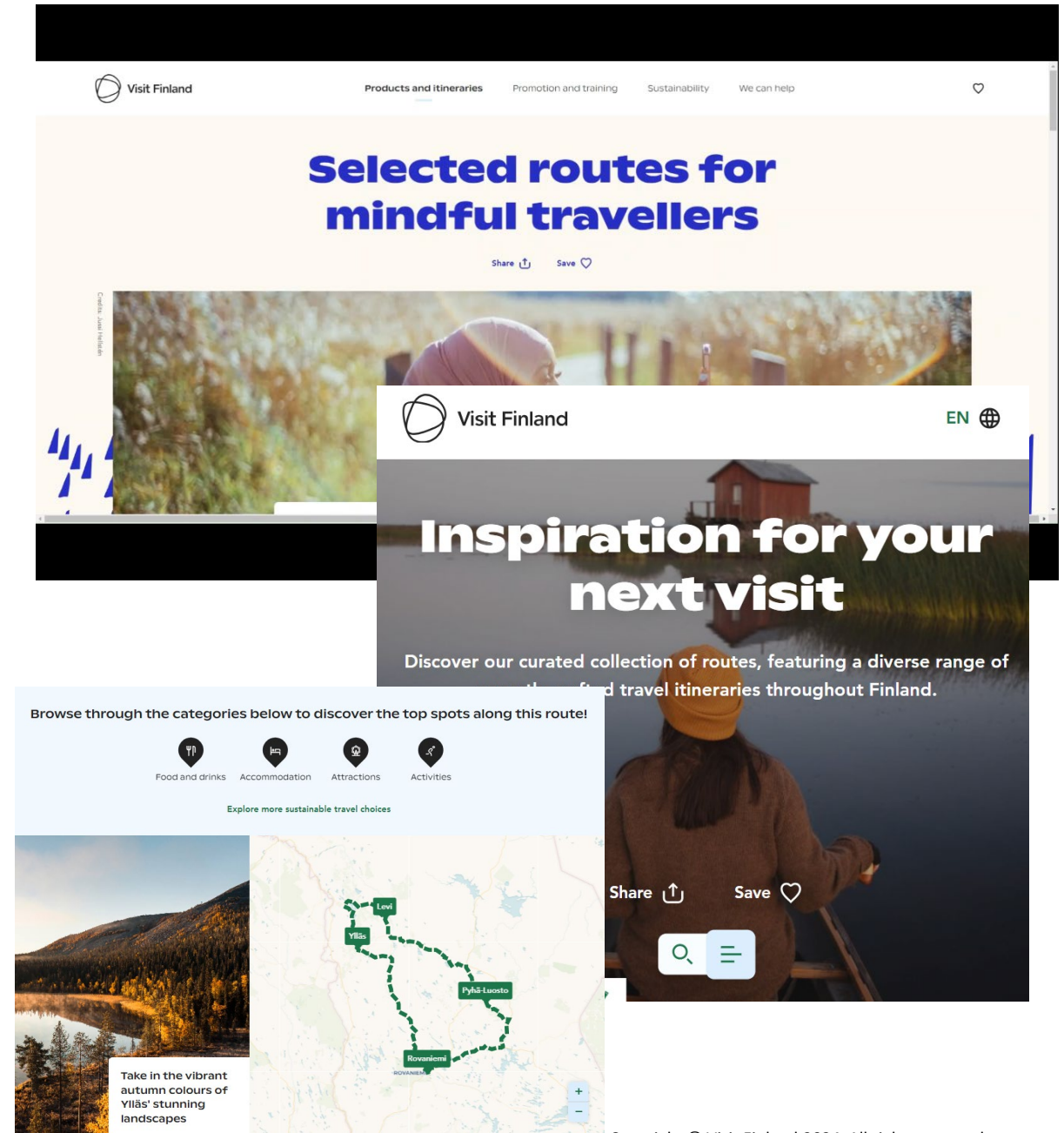


Selected routes for mindful travellers

Ten itineraries in different parts of Finland, which promote sustainable tourism.

The routes cross several destinations, municipalities and even the four main regions of Finland: Lakeland, Lapland, Helsinki Region and Coast & Archipelago.

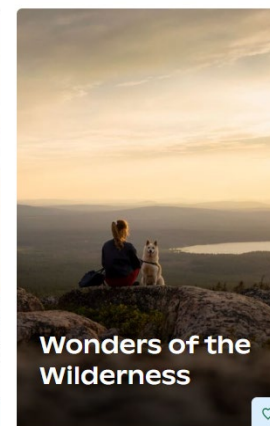
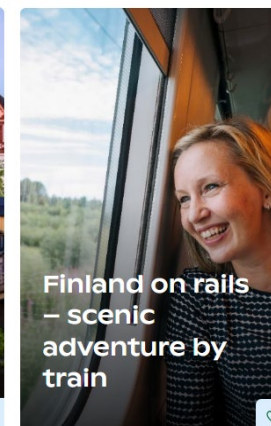
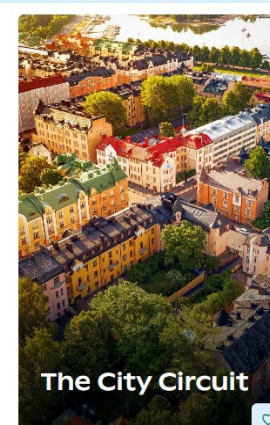
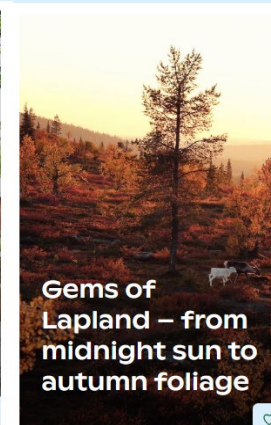
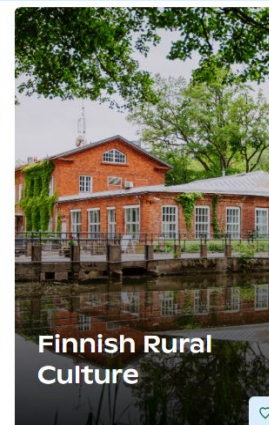
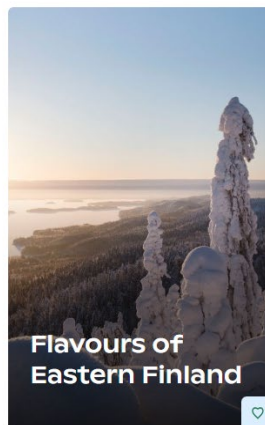
From cultural gems and vibrant cities to breathtaking nature and outdoor experiences, itineraries offer plenty of travel inspiration.



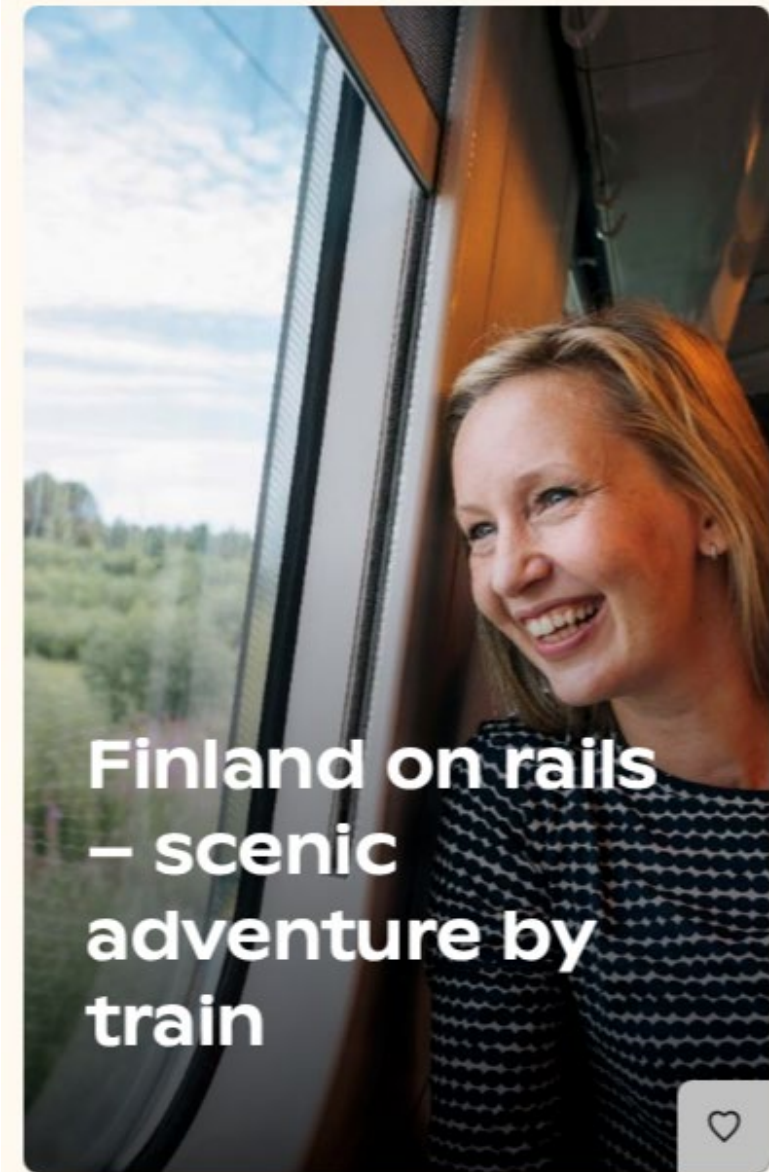
Selected routes on visitfinland.com:

Consumers

Trade



Funded by
the European Union
NextGenerationEU



Ride the rails through Finnish nature and culture

Venture on a scenic journey by train through the country's vibrant cities and diverse landscapes. Starting in Helsinki, this route offers a comfortable, leisurely train ride where passengers can relax and enjoy stunning views of Finland's lakes, forests, and rugged terrain. Highlights include Lahti, famous for its sports culture, and the scenic Salpausselkä Ridge and Mikkeli, where ancient rock paintings and culinary delights await along Lake Saimaa. Further north lies Oulu, set to dazzle as the European Capital of Culture 2026, and Jyväskylä, renowned for its saunas and architectural heritage amid stunning lake vistas.

Route overview



Starting Point: Helsinki



Length of route: 1 700 kilometres



Duration: 7 days



All year



By train: 18 hours





1/5

Lahti, where sport, nature and culture meet

Lahti, just an hour by train from Helsinki, is known for its sports culture, often hosting major winter events and the Ironman competition. Set on the UNESCO-listed Salpausselkä Ridge, it's perfect for outdoor enthusiasts with its lakes, ridges, forests, and ideal trails for hiking and cycling. Lahti also thrives in arts and culture, featuring the famous Sibelius Hall and the Malva Museum.



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Culinary gems and ancient rock paintings of Lake Saimaa

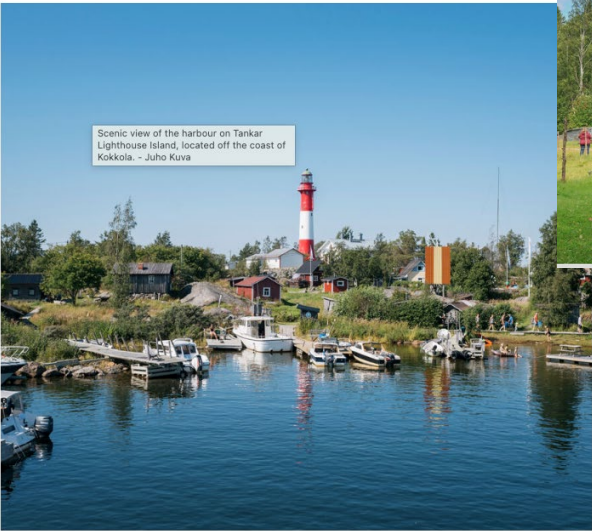
Mikkeli, nestled along the shores of Lake Saimaa, is perfect for foodies and nature lovers. Savour local cuisine at top spots like Tertti Manor and Sahanlahti Resort, and explore local gems like the Astuvansalmi rock paintings, the largest rock art site in the Nordics. Don't miss Kenkävero, a year-round attraction with a historic vicarage, a restaurant, and a selection of Finnish handicrafts.



3/5

Oulu, the European Capital of Culture 2026

As you journey north, you'll reach Oulu, a city on the Gulf of Bothnia. This dynamic destination seamlessly combines urban and natural attractions, featuring highlights like the beautiful Nallikari Beach and the picturesque islands of Pikisaari and Hailuoto. Adding to its allure, Oulu is nominated as the European Capital of Culture for 2026, promising exciting cultural experiences.



Scenic view of the harbour on Tankar Lighthouse Island, located off the coast of Kokkola. – Juho Kuva



5/5

Explore UNESCO World Heritage Sites in Jyväskylä

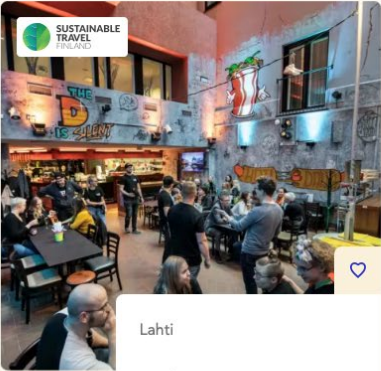
The final destination is Jyväskylä, a lakeside city surrounded by four national parks and home to two UNESCO World Heritage Sites: The Petäjävesi Old Church and the Struve Geodetic Arc at Oravuori. Renowned for having the world's largest concentration of Alvar Aalto architecture, Jyväskylä also boasts approximately 140,000 saunas, earning it the title of the Sauna Region of the World.

Neristan, where colourful houses and cobblestone streets transport you back in time. Offshore, the postcard-perfect island of Tankar invites visitors to explore nature trails and a historic lighthouse with a cosy family-run café. Stay overnight at the lighthouse keeper's house or cottages for a unique experience.

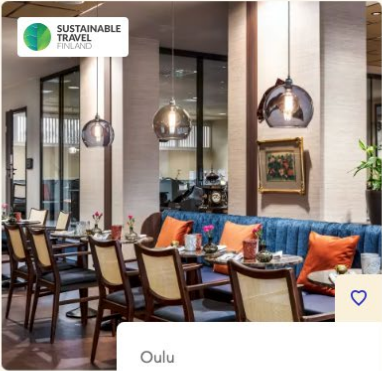
Places to eat

Explore more →

Savour the diverse culinary scene, from cosy bistros to stylish modern where local ingredients like fresh fish and wild herbs create an unforg experience.



Lahti
Kuja Street Food, Lahti



Oulu
Bistro Mesu

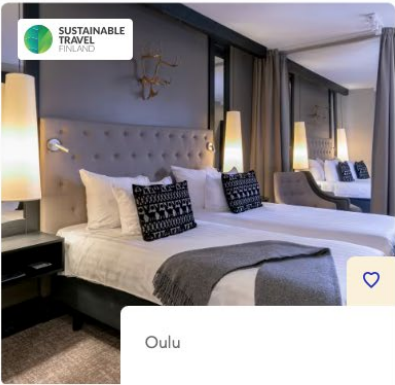


Mikkeli
Kenkäve Vicarage restaura

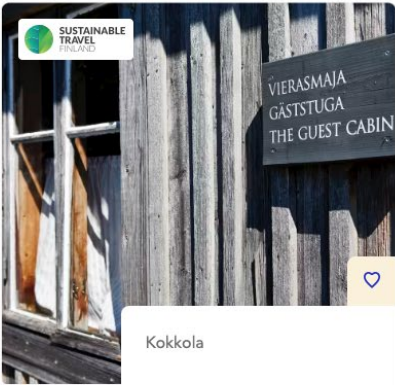
Places to stay

Explore more →

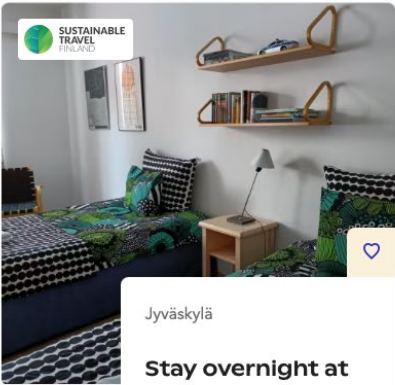
Stay in charming city-centre hotels or unwind in tranquil lakeside villas and resorts, where panoramic views and private saunas provide the perfect retreat.



Oulu
Lapland Hotels Oulu



Kokkola
The Guest Cabin

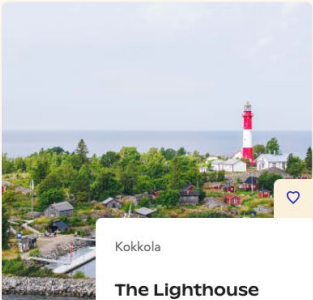


Jyväskylä
Stay overnight at Sänkätsalo Town

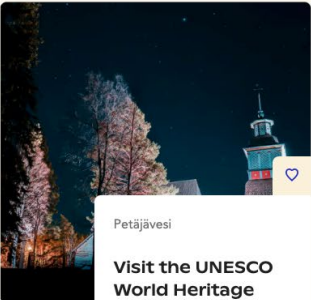
Attractions to visit

Explore more →

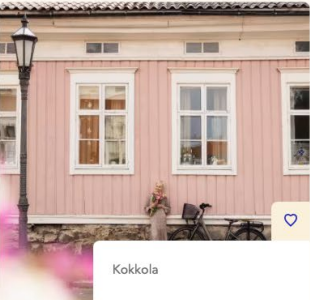
Discover a rich tapestry of historical and natural attractions, from UNESCO-listed sites like the Salpausselkä Geopark and the 18th-century Petäjävesi Old Church to the iconic Alvar Aalto landmarks in Jyväskylä. Explore these alongside ancient rock paintings, cultural landmarks, and pristine nature reserves, each offering a unique window into Finland's fascinating heritage.



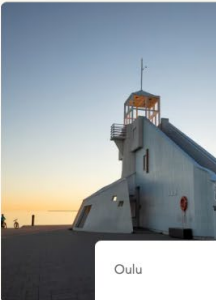
Kokkola
The Lighthouse Island of Tankar, Kokkola



Petäjävesi
Visit the UNESCO World Heritage Site Petäjävesi Old Church



Kokkola
Neristan, the Old Town of Kokkola



Oulu
Nallikari Lighthouse

Activities to explore

Explore more →

Embark on exciting adventures, whether you're paddling through crystal-clear lakes, hiking scenic trails, or immersing yourself in traditional arts and crafts.



Jyväskylä
Canoe Tour to Kalasaari Sauna



Kokkola
Autumn Cruises onboard M/S Jenny



Oulu
Go Arctic activities - Craft upcycle workshop

An aerial photograph of a winter landscape in Finland. The scene features a vast, snow-covered area with numerous small, forested islands and peninsulas. The sun is low on the horizon, creating a warm, golden glow and long, soft shadows across the snow. The trees are heavily laden with snow, and the overall atmosphere is serene and peaceful.

Thank You!



Visit Finland