



Visit Finland Announces The Online Release of Their Masterclass of Happiness

Finland's Masterclass of Happiness Now Available as a Free Online Resource Worldwide

HELSINKI, FINLAND (September 14, 2023) - Finland, ranked the world's happiest country by the [World Happiness Report](#) for six consecutive years, is launching the online version of its Masterclass of Happiness today. This past spring, Finland became the first country to host its own masterclass. The in-person Masterclass of Happiness became a phenomenon, with news of the creative initiative reaching audiences from all over the world.

After announcing the Find Your Inner Finn campaign this past spring, Visit Finland received more than 150,000 applications from across the world to attend. In June 2023, the 14 chosen winners attended the Masterclass at Kuru Resort in the Finnish Lakeland region. The high number of applications proved how many people were keen to find happiness and a small piece of the Finnish outlook within themselves. With the highly anticipated Masterclass now becoming available online, Finland hopes to spread happiness and help people around the world find their inner Finn.

A skill that anyone can learn: "Find your own kind of inner Finn"

The Masterclass of Happiness consists of video lessons from five Finnish happiness coaches under its four core themes. The lessons are designed to offer a simple way to begin embracing the happy Finnish lifestyle. Each lesson has hands-on tasks that help participants test the insights of the Masterclass in their own lives and build concrete skills for happiness. All who complete the Masterclass will receive a Certificate of Happiness.

"I don't know what to say! This experience has truly touched me in a deep and profound way. I have picked up tools but more importantly, experiences that have boosted and bolstered my happiness and well-being," said U.S. participant, Orlando Dobbin Jr., reminiscing on his time spent in Finland partaking in the masterclass of happiness. "The experience has taught me about the power of community and how special each and every person on this planet is. When we build systems and structures that support the well-being and happiness of not just individuals but also the community it boosts the well-being and happiness of everyone."

"Visit Finland wanted to highlight aspects of Finnish life and culture that support this consistent outlook of happiness that the Finns have, in many ways, mastered. The online masterclass is free of charge, so it is easily accessible and available for as many people as possible," describes **Heli Jimenez**, Senior Director of International Marketing & PR of Business Finland. "With this masterclass, we want to give everyone a foundation they can use to build their own happiness. The key is that it is not just some mystical ability you are born with; it's an approach to life that can be learned. At the same time, there's no one-size-fits-all path to it. We believe you can find your own kind of inner Finn through the themes of this masterclass. In many ways, I think it's what the world needs right now!"

The Masterclass of Happiness launches at findyourinnerfinn.com on September 14th.

Four tips to tailor your very own Happiness Masterclass while you are in Finland:

The best way to experience Finnish happiness is to travel directly to the source. Here are four tips on how to create your very own private Happiness Masterclass – and enjoy Finland the way Finns do:

1. **A treat for your eyes:** Design continues to contribute a great deal to Finnish happiness. One way to experience Finnish design is to explore the [Design Museum](#) along with the [design district](#) in Helsinki or to visit the new [Aalto Museum Centre](#) in Jyväskylä.
2. **Explore Finnish nature's own supermarket:** Famous Everyman's Right gives you the perfect opportunity to forage the pure local food from Finnish nature, and there are plenty of restaurants proving the essentiality of fresh food as an integral element of Finnish happiness. Try the recently Michelin-starred [Vår](#) in Porvoo or [Aanaar](#) in Inari, to taste local, gourmet Finnish food.
3. **Sweat your way to happiness:** One of the most crucial institutions contributing to Finns' happiness throughout their entire lives is sauna. With roughly 3,000,000 saunas in Finland, you will have many options to choose from while you are here. We can recommend [Serlachius Art sauna](#) in Mänttä and [Saana sauna](#) in Kuopio to get the idea. If you want to blend in seamlessly with the Finns, try a dip into nearby waters – year-round, naturally.
4. **Breathe the Finnish calm:** No matter where you are in Finland, nature is close to you. Even brief moments surrounded by nature have been found to support a person's well-being. [Visit Nuuksio National Park](#) near Helsinki (where there is also an outstanding nature center, [Haltia](#)), or head to [Koli National Park](#) for unique national landscapes.

ABOUT VISIT FINLAND

Visit Finland, a unit of Business Finland, is a national authority on tourism and an active force in promoting international travel to Finland. Its main goal is to develop Finland's international image as a destination. Visit Finland supports the travel industry through research and helps businesses and groups develop products and services for the international market. For more information, please visit www.visitfinland.com.

