

# **Visit Finland Search engine advertising, USA (Bing and Google)**

September 2025 –  
February 2026

# Bing Ads

## Campaign: Northern lights

<input type="checkbox"/>	Ad <a href="#">?</a>	Ad group
<input type="checkbox"/>	<p><b>Visit Finland   The thrill of Northern Lights   Witness the Aurora Borealis</b> +12 more</p> <p><a href="http://www.visitfinland.com/northernlights">www.visitfinland.com/northernlights</a></p> <p>The thrill of witnessing the Aurora Borealis is a once-in-a-lifetime experience for many. The Northern Lights dancing up above is such a powerful and unique natural phenomenon. +2 more</p> <p><a href="#">View assets details</a></p>	VF   USA   Northern Lights
<input type="checkbox"/>	<p>Multimedia ad</p> <p><a href="#">View assets details</a></p>	VF   USA   Northern Lights DSA
<input type="checkbox"/>	<p><b>{Dynamically generated headline}</b></p> <p><a href="http://visitfinland.com">visitfinland.com</a></p> <p>The Northern Lights dancing up above is such a powerful and unique natural phenomenon. In Lapland the lights shine about every other clear night between September and March.</p> <p><a href="#">View assets details</a></p>	VF   USA   Northern Lights DSA

# Google Ads

## Campaign: Northern lights

<input type="checkbox"/> ●	<p>Visit Finland   The thrill of Northern Lights   Witness the Aurora Borealis +12 muuta  <a href="http://www.visitfinland.com/northernlights">www.visitfinland.com/northernlights</a>            The thrill of witnessing the Aurora Borealis is a once-in-a-lifetime experience for many. The...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokse</a></p>	<p>VF   USA   Northern Lights</p>
<input type="checkbox"/> ●	<p>[Dynaamisesti luotu otsikko]            [Dynaamisesti luotu näkyvä URL-osoite]            The Northern Lights dancing up above is such a powerful and unique natural phenomenon. In Lapland the lights shine about every other clear night between September and March.</p>	<p>VF   USA   Northern Lights DSA</p>
<input type="checkbox"/> ❱	<p>Visit Finland   Witness the aurora borealis   Finland's northern lights  <a href="http://www.visitfinland.com/northernlights">www.visitfinland.com/northernlights</a>            The thrill of witnessing the Aurora Borealis is a once-in-a-lifetime experience for many. See our tips for becoming a Northern Lights hunter yourself.</p>	<p>VF   USA   Northern Lights</p>
<input type="checkbox"/> ❱	<p>The thrill of northern lights   Visit Finland   See our tips  <a href="http://www.visitfinland.com/northernlights">www.visitfinland.com/northernlights</a>            The Northern Lights dancing up above is such a powerful and unique natural phenomenon. In Lapland the lights shine about every other clear night between September and March.</p>	<p>VF   USA   Northern Lights</p>

# Google Ads

## Campaign: Helsinki

<input type="checkbox"/>	●	<p><a href="#">[Dynaamisesti luotu otsikko]</a>  <a href="#">[Dynaamisesti luotu näkyvä URL-osoite]</a>            Helsinki is a vibrant seaside city of beautiful islands and great green urban areas. Helsinki and its Nordic culture are made by the locals. See out best tips!</p>	VF   USA   Destination: Helsinki DSA
<input type="checkbox"/>	●	<p><a href="#">Visit Finland   Welcome to Helsinki   Sustainable capital of Finland</a> +12 muuta  <a href="http://www.visitfinland.com/helsinki">www.visitfinland.com/helsinki</a>            The rhythm of Helsinki is laid-back and the city is easily approachable, literally. Helsinki and i...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokse</a></p>	VF   USA   Destination: Helsinki

# Google Ads

## Campaign: Lapland

<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Rovaniemi   A northern culture hub   Visit Finland  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Rovaniemi is the home to an eclectic - and unusual - array of museums. Read more! Some offer the opportunity to belt out a karaoke tune, others to shoot a digitised moose.</p>	Rovaniemi	<input type="checkbox"/> <input checked="" type="checkbox"/> <p>The magical Lapland   Visit Finland   Aurora Borealis +4 muuta  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Become inspired to travel to Finland. Discover fantastic things to do, places to go and more....  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokset</a></p>	Lapland
<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Meet Santa Claus   Visit Finland   Lapland  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Everyone knows Santa - the one and only - comes from Finland. You can meet Santa all year around in Santa Claus Village. Read more!</p>	Santa Claus	<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Come to Lapland   Visit Finland   Northern lights  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Watch the northern lights, go skiing and meet Santa Claus. Lapland is as close as reality gets to those who dream of a winter wonderland. Read more!</p>	Lapland
<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Meet Santa Claus   Visit Finland   Lapland  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            In the magical Finnish Lapland you can meet Santa Claus. Santa's official office, situated on Arctic Circle, is open to each and everyone. Welcome!</p>	Santa Claus	<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Visit Finland   Welcome to Finnish Lapland   What does Lapland feel like? +12 muuta  <a href="http://www.visitfinland.com/lapland">www.visitfinland.com/lapland</a>            The northern most part of Finland, Lapland, is a magical arctic region full of contrasts....  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokset</a></p>	VF   USA   Destination: Lapland
<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Meet Santa Claus   Visit Finland  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Visit the magical Finnish Lapland and meet Santa Claus! You can meet Santa all year around in Santa Claus Village! Read more.</p>	Santa Claus	<input type="checkbox"/> <input checked="" type="checkbox"/> <p>[Dynaamisesti luotu otsikko]            [Dynaamisesti luotu näkyvä URL-osoite]            The northern most part of Finland, Lapland, is a magical arctic region full of contrasts. Lapland is as close as reality gets to those who dream of a winter wonderland.</p>	VF   USA   Destination: Lapland DSA
<input type="checkbox"/> <input checked="" type="checkbox"/> <p>Come to Lapland   Visit Finland   Santa Claus  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Watch the northern lights, go skiing and meet Santa Claus. Lapland is as close as reality gets to those who dream of a winter wonderland. Read more!</p>	Lapland		

# Google Ads

## Campaign: Winter

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   Plan your visit   Experience The Northern Lights +12 muuta  <a href="http://www.visitfinland.com/winter">www.visitfinland.com/winter</a>            Enjoy the magical winter wonderland that is Finland. Read more. Everyone knows Santa...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsela mainokse</a></p>	VF   USA   Season: Winter
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   See our Christmas holiday tips   The Christmas wonderland +12 muuta  <a href="http://www.visitfinland.com/christmas">www.visitfinland.com/christmas</a>            Finland's Christmas markets add an extra dash of magic to the season's festivities. Everyone...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsela mainokse</a></p>	VF   USA   Season: Christmas
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>[Dynaamisesti luotu otsikko]            [Dynaamisesti luotu näkyvä URL-osoite]            Experience the magic of true northern christmas in Finland! Finland's Christmas markets add an extra dash of magic to the season's festivities.</p>	VF   USA   Season: Christmas DSA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>[Dynaamisesti luotu otsikko]            [Dynaamisesti luotu näkyvä URL-osoite]            Welcome to Finland, the land of snow-covered scenery and magical winter twilight. Enjoy the magical winter wonderland that is Finland. Read more.</p>	VF   USA   Season: Winter DSA

## Campaign: Sauna

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Sauna in Finland   Visit Finland   Welcome to Finnish Sauna +3 muuta  <a href="http://www.visitfinland.com/sauna">www.visitfinland.com/sauna</a>            Finnish sauna isn't just a way to warm up. It's a way of life. Learn more about Finnish sauna...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsela mainokse</a></p>	Sauna
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# Google Ads

Campaign: Brand

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Experience Finland   Visit Finland   The official travel guide  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Finland's four beautiful seasons provide unique holiday for travelers worldwide. All the information you need in one place. Get to know Finland!</p>	VF   USA   Brand   Exact
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   The official travel guide   Discover Finland  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Curious to find out more about the hidden gem of the North? Find out all you need to know about Finland in one place. Read more!</p>	VF   USA   Brand   Exact
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Experience Finland   Visit Finland   The official travel guide  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Finland's four beautiful seasons provide unique holiday for travelers worldwide. All the information you need in one place. Get to know Finland!</p>	VF   USA   Brand   +BMM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   The official travel guide   Discover Finland  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Curious to find out more about the hidden gem of the North? Find out all you need to know about Finland in one place. Read more!</p>	VF   USA   Brand   +BMM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   Travel sustainably   Discover Finland +12 muuta  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Discover the beauty of Finland and explore its unique sceneries. Finland is the perfect place...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokse</a></p>	VF   USA   Brand
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   Space, privacy and outdoors   Discover Finland +12 muuta  <a href="http://www.visitfinland.com">www.visitfinland.com</a>            Discover the beauty of Finland and explore its unique sceneries. Finland is the perfect place...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokse</a></p>	VF   USA   Brand

# Google Ads

## Campaign: Summer

<input type="checkbox"/>	●	<p>Visit Finland   Get to know Finnish summer   Guide to Finnish summer +12 muuta  <a href="http://www.visitfinland.com/summer">www.visitfinland.com/summer</a>            Get to know the Finnish summer with almost endless summer days and white nights. The...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsela mainokse</a></p>	VF   USA   Season: Summer
<input type="checkbox"/>	●	<p>[Dynaamisesti luotu otsikko]            [Dynaamisesti luotu näkyvä URL-osoite]            Get to know the Finnish summer with almost endless summer days and white nights. The unique Finnish summer offers something for everyone. Read more here!</p>	VF   USA   Season: Summer DSA
<input type="checkbox"/>	●	<p>Best Summer Destination Europe   Summer Holiday in Scandinavia   Discover the Finnish...  <a href="http://www.visitfinland.com/summer">www.visitfinland.com/summer</a>            Live a unique summer experience with the long days and endless white nights of Finlan...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsela mainokse</a></p>	VF   USA   Season: Summer

# Google Ads

## Campaign: Coast and Archipelago

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   Coast &amp; archipelago of Finland   Finnish coast &amp; archipelago +12 muuta <a href="http://www.visitfinland.com/archipelago">www.visitfinland.com/archipelago</a> Finland's coast boasts the world's largest archipelago. Enjoy the islander lifestyle!... <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsela mainokse</a></p>	<p>VF   USA   Destination: Coast and Archipelago</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>[Dynaamisesti luotu otsikko] [Dynaamisesti luotu näkyvä URL-osoite] Coastal Finland with its archipelago offers a variety destinations that are easy to reach. Finland's coast boasts the world's largest archipelago. Enjoy the islander lifestyle!</p>	<p>VF   USA   Destination: Coast and Archipelago DSA</p>

# Google Ads

## Campaign: Lakeland

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Visit Finland   This is Lakeland, Finland.   Explore Finnish Lakeland +12 muuta  <a href="http://www.visitfinland.com/lakeland">www.visitfinland.com/lakeland</a>            Finland has over 188 000 lakes, many located in the largest lakeland district in Europe. Ther...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokse</a></p>	VF   USA   Destination: Lakeland
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>[Dynaamisesti luotu otsikko]            [Dynaamisesti luotu näkyvä URL-osoite]            Experience Lakeland by trying the iconic Finnish triad of cottage, sauna and water. Finland has over 188 000 lakes, many located in the largest lakeland district in Europe.</p>	VF   USA   Destination: Lakeland DSA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Five Reasons to Visit Lakeland   Enjoy Saunas and Cottages   Visit Finland Lakeland Region...  <a href="http://www.visitfinland.com/lakeland">www.visitfinland.com/lakeland</a>            Experience the authentic Finnish culture and cuisine. Escape to Lakeland as a real Finn! G...  <a href="#">Näytä elementtien tiedot</a> · <a href="#">Esikatsele mainokse</a></p>	VF   USA   Destination: Lakeland