



Learn to Chill Like a Finn This Summer: The World's Happiest Country Offers a Free Lakeside Trip *Visit Finland Invites Travelers to Experience Summer as the Locals Do*

As travelers increasingly seek cooler, calmer options for their summer vacations and a slower way of switching off, [Visit Finland](#) is inviting a select number of people to experience summer as the locals do: immersed in nature, unhurried, and in a 'Do Not Disturb' mode.

Having been named the happiest country in the world for eight consecutive years by the [UN World Happiness Report](#), Finns understand the importance of balance. One of the key contributors to this enduring happiness is the Finnish ability to reset and recharge through time spent in nature. Each summer, many Finns retreat to their lakeside cottages to slow down, switch off, and reconnect with nature, away from the increasingly hectic world.

Now, **Visit Finland** is offering a small group of international travelers the chance to do the same, with a week-long escape to one of Europe's most serene and natural regions: the [Finnish Lakeland](#). Six lucky duos will be selected to take part in a seven-day, all-expenses-paid trip to Finnish Lakeland, where they will discover the secret to chilling like a Finn.

Information about Chill Like a Finn Challenge, including application details, is as follows:

- The Lakeside experience will take place June 11 – 18, 2026
- The seven-day experience will be **entirely free of charge** for the chosen participants. Visit Finland will also cover their travel expenses to and from Finland.
- Applications are open now through Sunday, March 29, 2026
- To apply, hopeful participants are invited to take part in a two-step application process. Applicants must first complete a social media challenge on Instagram or TikTok by sharing a short video introducing themselves and explaining what a Finnish summer escape in Lakeland would mean to them. Applicants should use the hashtag **#ChillLikeAFinn** and **tag @ourfinland on Instagram or @visitfinland on TikTok**. In addition, all applicants must visit [ChillLikeaFinn.com](#) to complete the mandatory application form.
- Full details, including the Terms & Conditions, can be found at [ChillLikeaFinn.com](#).

"An increasing number of international tourists come to Finland searching for the secret to happiness, yet Lakeland is still an undiscovered gem for many," says **Heli Jimenez, Senior Director, International Marketing at Business Finland**. "It's the region Finns themselves return to when they want to truly relax, and it's the perfect destination for anyone looking to step away from the noise of everyday life."

The Art of Slow Vacationing in Europe's Next Big Lake Destination

The Finnish Lakeland is Europe's largest lake district, home to hundreds of lakes and islands surrounded by tranquil forests. The pleasant northern climate brings warm summer days and refreshingly cool evenings, offering perfect conditions for hiking through the Kolovesi National Park, fishing on Lake Saimaa or foraging in the Koli National Park, allowing visitors to enjoy the calming effect nature can have on their nerves. It's a form of luxury defined not by excess, but by space, stillness and serenity.

"In an increasingly hectic world that expects us to be constantly online, chilling like a Finn is about rediscovering balance that many Finns consider a core part of their life", Jimenez explains. "It's a mindset that's deeply rooted in Finnish life: unplugging, slowing down and allowing nature to do its work. We want to share this experience with travelers seeking meaningful, restorative travel and a gentler pace amidst an

always-on modern life. Lakeland offers travelers the experience of a pleasant Northern summer in a quintessentially Finnish destination.”

Finnish summer vacations follow a beautifully simple recipe. Finns head to their lakeside cottages to bathe in saunas, take cold dips in the refreshing lake water, go on gentle forest walks, take lazy hammock naps and enjoy local countryside food. There’s no noise, no notifications and no pressure to be always available – just space to breathe.

PHOTOS

Photos can be found [HERE](#).

Please note the photo credits and use them appropriately.

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. **This material is distributed by Business Finland USA, Inc. on behalf of Business Finland Oy.***

CONNECT WITH VISIT FINLAND

Zapwater Communications

visitfinland@zapwater.com

Visit Finland

Facebook: www.facebook.com/visitfinland

Instagram: www.instagram.com/OurFinland

Twitter: www.twitter.com/OurFinland



**South Savo
Regional Council**

Finnish AKKE funding

This action is part of Eastern Finland Sustainable Tourism Growth Program and is funded by South Savo Regional Council from Appropriation for Sustainable Growth and Vitality in Regions (Finnish AKKE funding).



Visit Finland