
**BEYOND
NORDICS**

**Discover a new kind
of cool.**

Mikkeli & Savonlinna,
Lake Saimaa • **Finland**

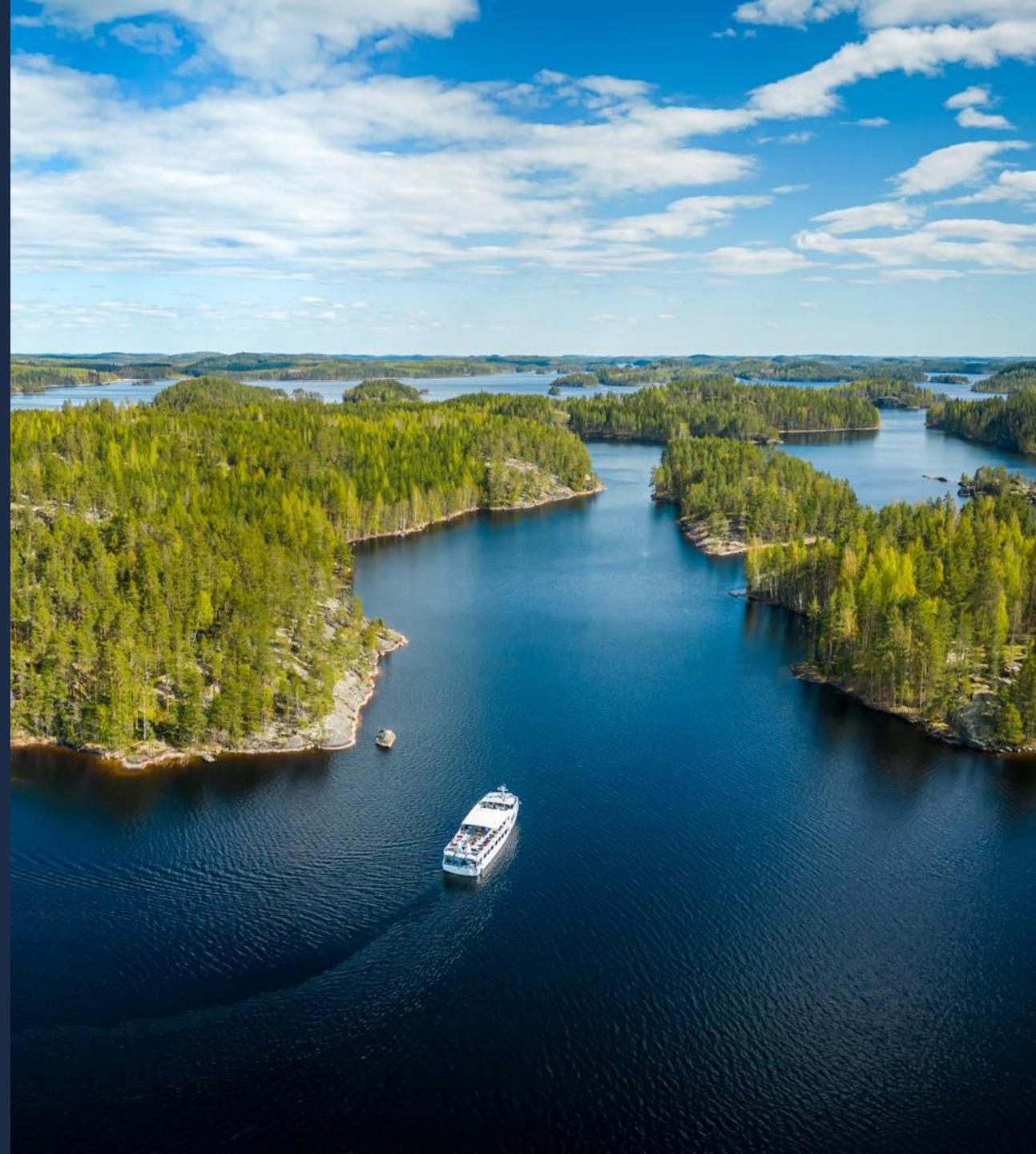
Tallinn & Tartu • **Estonia**

Riga & Jurmala • **Latvia**

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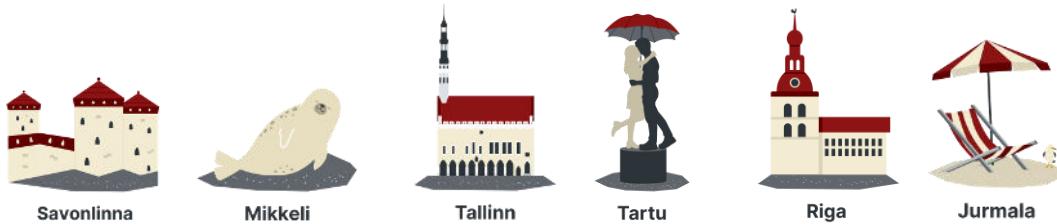
New Nordic



Discover a new kind of cool.

Beyond Nordics showcases a selection of distinctive destinations across Northern Europe: Finland's serene Lake Saimaa region, the vibrant Tallinn and the cultural spirit of Tartu in Estonia, and Latvia's diverse gems – from the charming capital Riga to seaside Jūrmala.

Mikkeli & Savonlinna, Lake Saimaa • Finland
Tallinn & Tartu • Estonia Riga & Jūrmala • Latvia



Cultural traditions, untouched nature and local flavors.

Invite your clients to experience the tranquility of untouched nature, savor authentic local flavors, uncover rich cultural traditions, and explore remarkable historical architecture.

The destinations offer eco-conscious activities and effortless multi-destination touring combining itineraries in two or even three countries.

Mikkeli & Savonlinna, Lake Saimaa • Finland

Tallinn & Tartu • Estonia Riga & Jūrmala • Latvia



Savonlinna



Mikkeli



Tallinn



Tartu



Riga



Jūrmala



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Mikkeli & Savonlinna Lake Saimaa Finland

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Lake Saimaa, Finland



Savonlinna



Mikkeli

Lake Saimaa is Finland's largest lake region, known for pristine waters, vast forests, and a stunning archipelago.

- Thousands of kilometers of shoreline create exceptional opportunities for year-round nature and outdoor experiences.
- The region appeals to both domestic and international visitors seeking authentic Nordic nature.
- Accommodation ranges from charming lakeside resorts to exclusive private villas.
- Guests can enjoy authentic Finnish sauna experiences, deeply rooted in local culture and wellbeing.

Largest lake area in Finland

Fourth largest lake in Europe

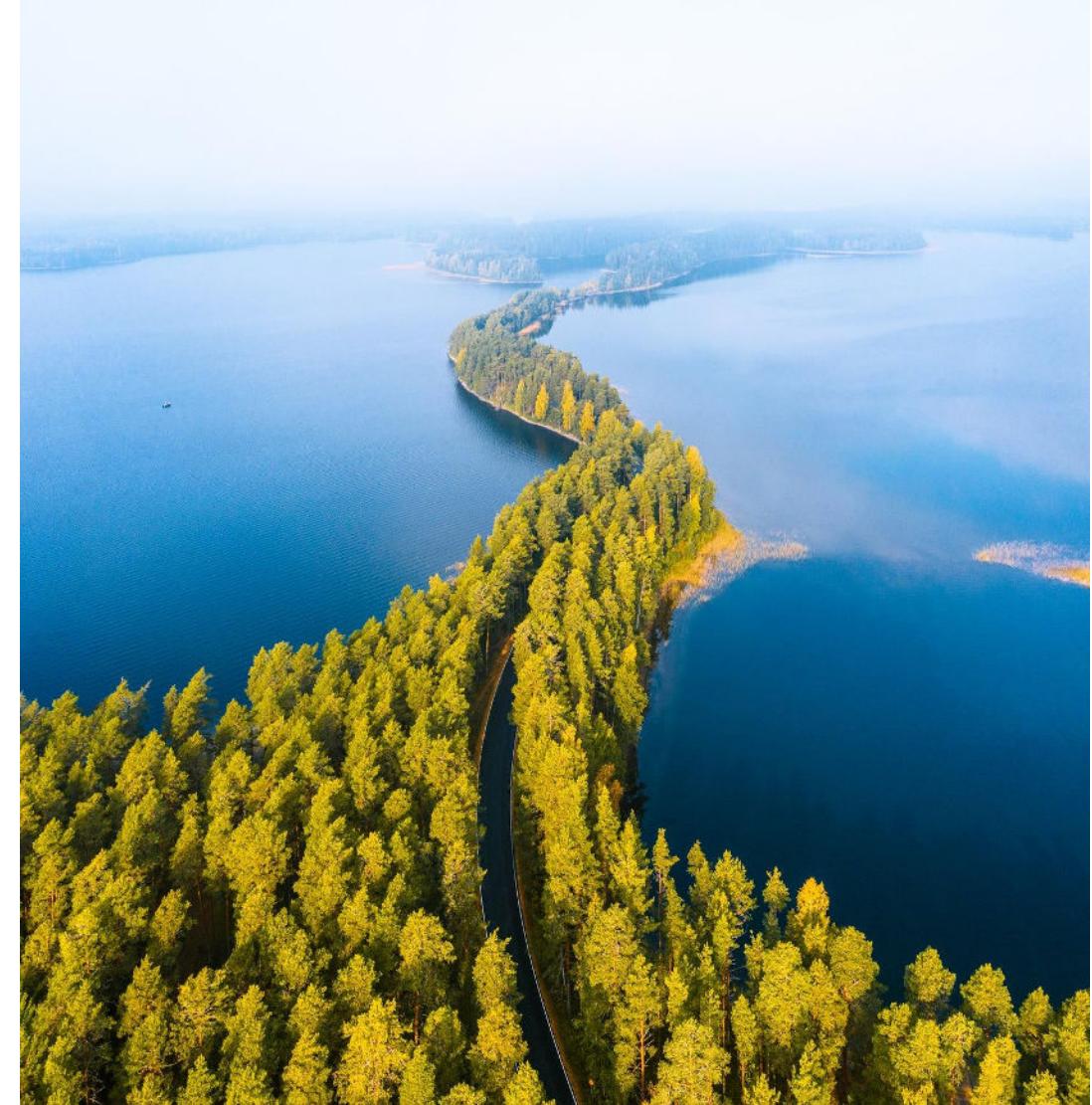
15,000 kilometers of shoreline

Nearly 14,000 islands

Nearly 50,000 lakeside cottages and saunas

530 rare Saimaa ringed seals living in the lake.

Mikkeli & Savonlinna are located on the northern shores of Lake Saimaa.



Savonlinna Region

Lake Saimaa • Finland



Savonlinna – Home of the Opera Festival and Medieval Olavinlinna Castle

- Lakeside hotels, resorts, and cottages are available throughout Savonlinna region.
- The destination boasts a variety of local cuisine and delicacies.
- Nature tours include excursions focused on the Saimaa ringed seal, an endemic and protected species.
- The region is ideal for outdoor enthusiasts, with activities such as hiking, biking, canoeing, boating, and fishing available.
- Key highlights include Olavinlinna Castle, the renowned Opera Festival, Kerimäki Church, and the picturesque Oravi Village.
- Visitors can explore remarkable nature sites: Punkaharju Ridge and the Linnansaari and Kolovesi National Parks.

Getting there: 3.5 hours by car and 4 hours by train from Helsinki



Mikkeli Region

Lake Saimaa • Finland



Mikkeli – Tradition, Culture and Lakeside Charm

- The region offers a variety of hotels, charming lakeside boutique resorts, cottages and villas
- The area is renowned for its beautiful historic manor houses.
- Exquisite cuisine made from high-quality local ingredients.
- Nature tours include excursions focused on the Saimaa ringed seal, and foraging wild herbs, mushrooms, and berries.
- Outdoor activities range from hiking and biking to canoeing, boating, and fishing, appealing to a wide variety of interests.
- The region features stunning natural attractions such as the prehistoric Astuvansalmi rock paintings and the scenic Neitvuori hill.
- Cultural highlights include the Muisti Centre of War and Peace and the Mikkeli Music Festival.

Getting there: 2.5 hours from Helsinki by car or train.



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Tallinn & Tartu, Estonia

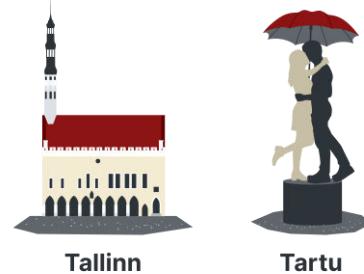
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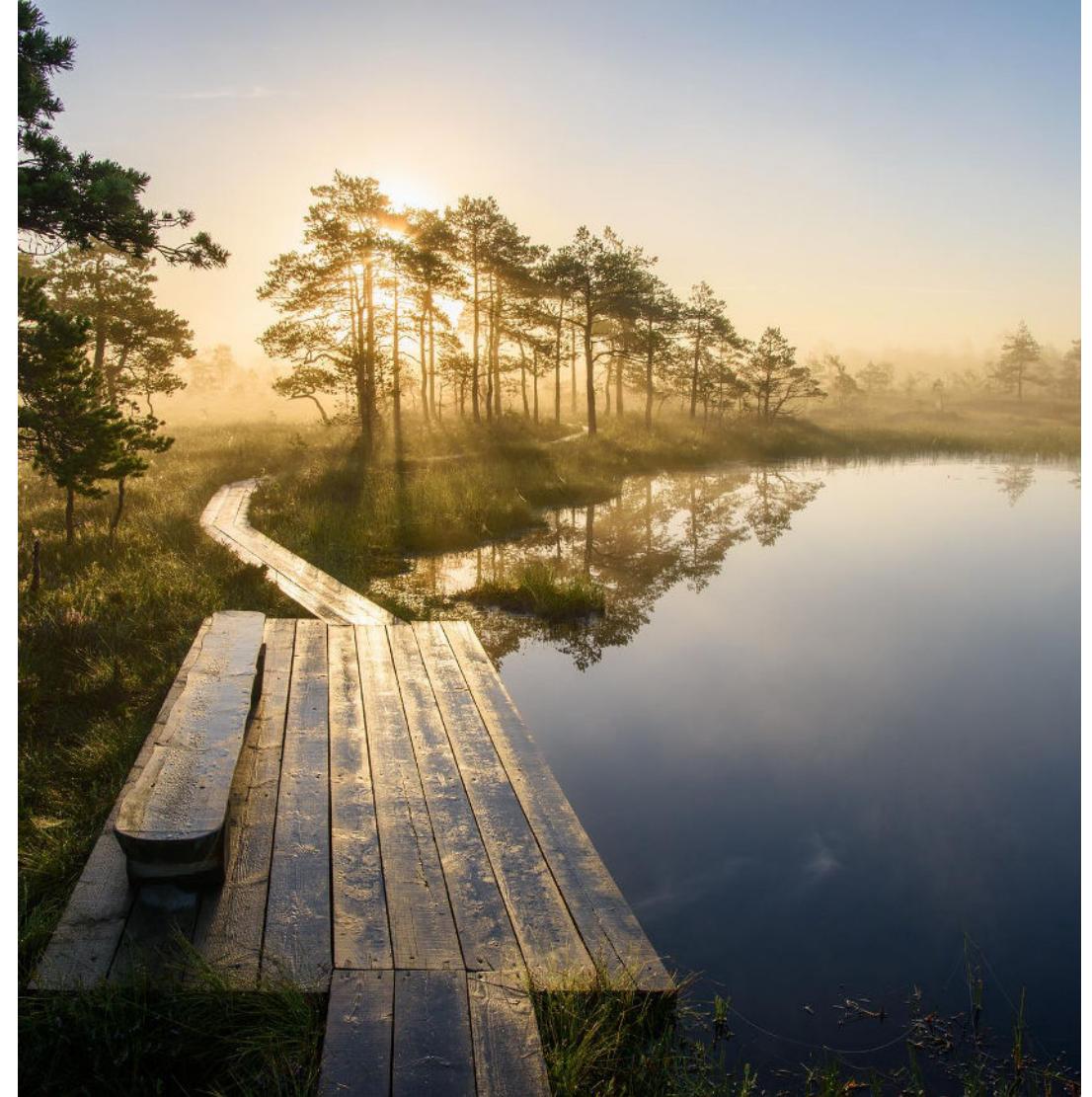


Estonia



Estonia is a blend of medieval and modern, handmade and high-tech, Baltic and Nordic.

- In Estonia, clean and untouched nature co-exists with the world's most digitally advanced society.
- Visitors can voyage around Estonia's 2,317 pristine islands, experiencing the rhythm of the sea with the ebb and flow of the tide. The nation's six national parks represent some of Estonia's most significant and treasured natural resources.
- The focus on fresh, seasonal ingredients has turned Estonia into a Northern European foodie destination and four seasons are the foundation of Estonian cuisine. Estonia was the first Baltic country to earn a spot in the prestigious MICHELIN Guide.



Tallinn

Estonia



Tallinn – One Of The Northern Europe's Best-preserved Medieval Cities

- Tallinn is over 700 years old walkable city.
- Historic Centre (Old Town) of Tallinn was added to UNESCO World Heritage Site list in 1997.
- Tallinn's culinary landscapea compelling fusion of medieval Baltic traditions, Nordic restraint, and contemporary innovation.
- Easy access from Tallinn to experience the nature - forests, bogs, coastlines and open landscapes.

Getting there: From Latvia by train, bus and car and from Finland by ferry (2 hours) and flight (45 mins).



Tartu

Estonia



Tartu – A Hanseatic university town

- Tartu, the second largest city in Estonia, is home to both centuries-old university traditions and a vibrant cultural scene.
- In 2024, while Tartu held the title of European Capital of Culture, it caught the attention of several major publications, including National Geographic Traveller, which called it "one of the 30 most exciting destinations to visit in 2024."
- Tartu is internationally recognised as smart city for its green and forward-looking spirit, with a Platinum award from the Green Destinations program, which Tartu has been a part of since 2020.
- Life in Tartu is easy and welcoming. It's a true 15-minute Hanseatic town, that has a special charm – a warm feeling that stays with everyone who visits.

Distance from Tallinn: approximately 2,5 hours by car, train or bus



**BEYOND
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Riga & Jurmala, Latvia

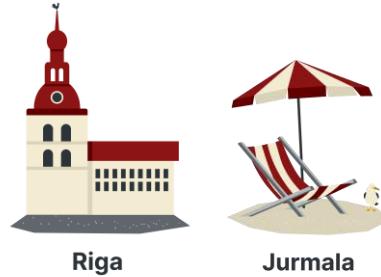
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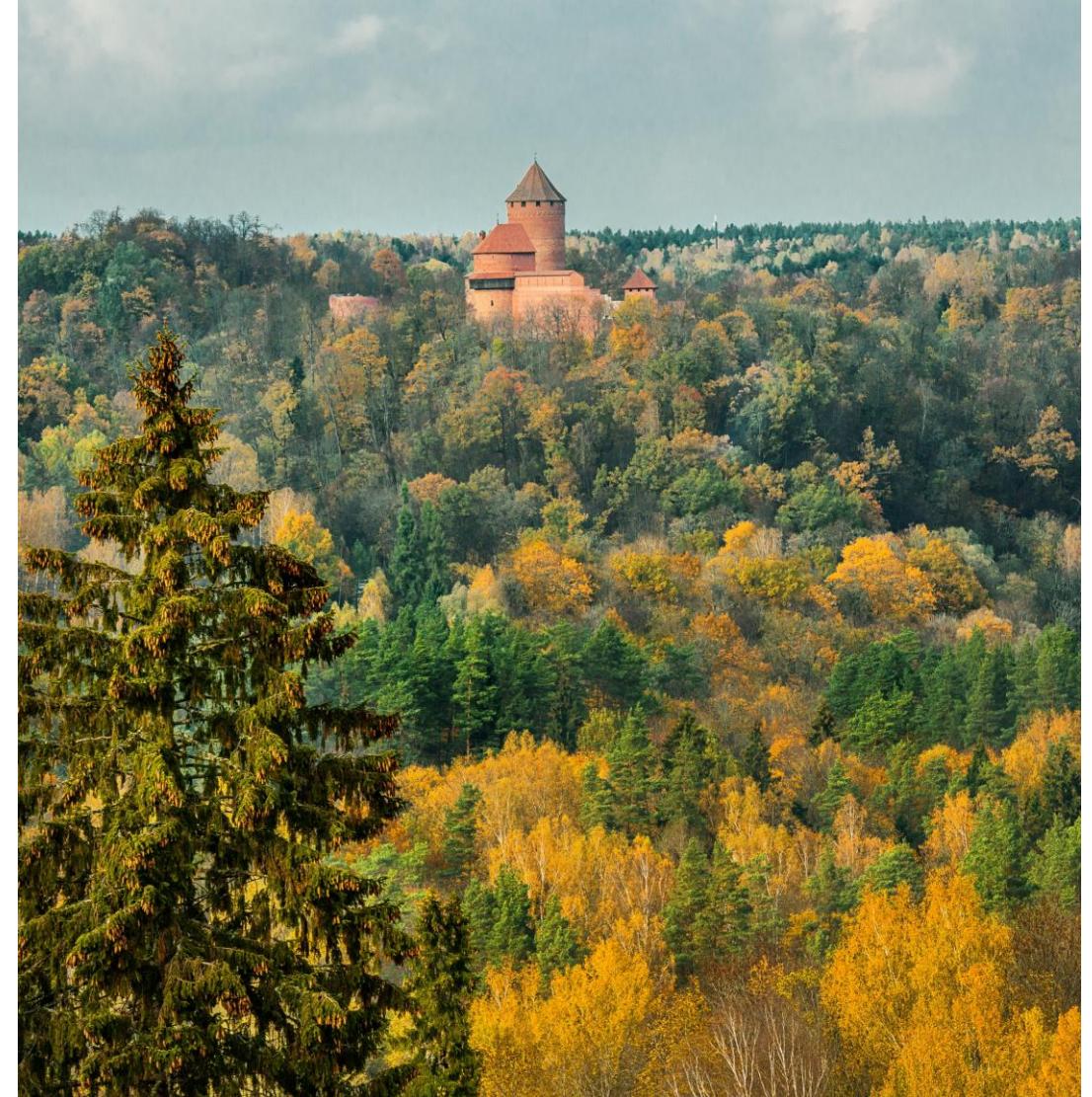


Latvia



Latvia has a rich historical background and culture including Hanseatic heritage, UNESCO-listed locations as well as song and dance traditions.

- Compact and easy tours allow travelers to experience cities, nature, and coastlines within short travel times.
- Four distinct seasons offers different appeal – green summers, colorful autumns, snowy winters, and mild springs.
- Latvia is considered a safe, clean, and calm destination suitable for individual travelers and groups.
- Authentic local cuisine with seasonal ingredients.
- Latvia provides high-quality services that appeal to travelers seeking both excellence and distinction.
- Get to know Latvia's beautiful nature with national parks, lakes, rivers, and pristine countryside.



Riga

Latvia



Riga

Riga – UNESCO Heritage & Art Nouveau

- Capital city Riga is famous for its UNESCO-listed Old Town and one of the world's largest collections of Art Nouveau architecture
- Riga is a perfect gateway city with a great selection of hotels, museums, restaurants, and shopping areas.
- Riga Old Town is ideal for walking tours and perfect for short stays before visiting other parts of the country.
- Concerts, music festivals, and other cultural events are popular in Riga and Jūrmala throughout the year, but especially from May to September.

Getting there: From Estonia by air, train, bus and car and from Finland by air (1 hour).



Jūrmala

Latvia



Jūrmala – Seaside Beaches & Historic Wooden Villas

- Explore Latvia's long sandy coastline and the largest resort town Jūrmala.
- Variety of Spa & Wellness recreation treatments, based on local nature resources.
- Diverse nature walking trails - around the bog, in the forests or in the coastal dunes, along the beach or riverside.
- Rich architecture heritage - former fishermen houses, elegant wooden villas of the early 20th century and modern chic.
- Vivid summertime - concerts, restaurants with seaside sunset view.

Getting there: 30 min by train or car from Riga, 20 min from the airport Riga



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