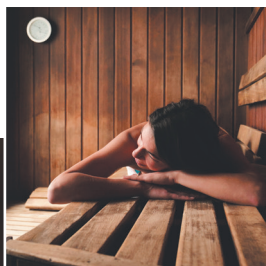




SAUNA RITUALS

SAUNA AS A TRADITION AND WAY OF LIFE



ESTONIA • FINLAND • LATVIA

*Åland and
South Coast*



Sauna

AS A TRADITION AND WAY OF LIFE

The sauna tradition is thought to originate somewhere in northern Europe around 2,000 BC and has remained an important part of cultural life to this day in many countries including Estonia, Latvia, Finland, and Sweden.

We as locals in Baltic sea region like to debate sometimes who has the best saunas, but the truth is that their building techniques and traditions have evolved mostly in parallel for the past few thousand years, which is why saunas are a way of life and in many ways, the history of sauna is really a history of us. Sauna is such a big part of our region's culture that it can't be compared to anything else. Sauna bathing is part of the identity and often it is sacrosanct for local people.

The Finnish sauna culture is probably the best-known in the world, but also Estonia, Latvia and Sweden have a strong sauna heritage that deserves to be explored.

For centuries, sauna has been a place for physical and spiritual cleansing, for getting bare in all senses of the word and entering the core of humanity.

The ancestors of our region used their sauna for healing, the sauna was known as the poor man's pharmacy or cure. It was also the hospital where folk healers practiced their art.

Also, sauna had a practical function. The warmth and smoke of sauna was used for drying flax, cereals or herbs,

preparing malts, smoking meat and for many other agricultural or domestic chores.

The tradition of the sauna, carried on unbroken for about two thousand years, is deeply rooted in the way of life in our region.

Nearly every culture has its own way of using heat for relaxation, therapy and ritual. Saunas aid in recovery after intense physical activity. Sauna flushes toxins from your body and during sauna bath natural chemicals, endorphins, which reduce mental stress are released. Hot steam that occurs when water is thrown onto the stones of the stove cleanses the skin and increases heart rate. Whisking, as a one activity in traditional sauna, increases the blood circulation in the skin, speeds up perspiration and produces a pleasant aroma in the hot room. Sauna can also provide cosmetic care – herbal sauna, body masks, locally made scrubs from salt and honey, oils, peat sauna etc.

In a word, sauna bathing does not only clean the body, but it also purifies the mind – it is like rebirth and all unpleasant feelings fly away.

Despite the fact that local people cherish the sauna rituals and kindly introduce them to guests, at the same time going to a casual modern sauna with an electric stove, which you can find in many hotels, guesthouses, sports club or SPA's, is also wide-spread in our region.



Latvia



The sauna tradition in LATVIA is unique.

By observing the wisdom of the sauna ritual of Latvians, you can escape the problems and troubles of everyday life, get rid of stress, and revive the spirit. The real Latvian sauna ritual is usually held for one, two or most three people at once. It is a deeply personal experience that is usually shared with your closest people or you only and the sauna master (pirtnieks) so you can fully relax and feel comfortable.

Latvian sauna rituals differ from the others in the region because of using many different wild plants and herbs during the sauna session. In Latvian sauna tradition, people go to sauna three or four times per a sauna session. The first entry is just for heating up and relaxation. The second one is to scrub the body with different natural ingredients. The third entry is the main one, when the sauna master will treat you with a whisk, after which you will cool down in cold water.

The entire process of Latvian sauna ritual is not only physical. Deep relaxation, herbal aromatherapy and sudden contrasts between hot and cold environment may expand your consciousness and even blow you into another reality for a while.



GUIDED SAUNA PACKAGES AND PROGRAMMES

EXPERIENCE
SOMETHING NEW

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ABOUT THE PACKAGE,
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Programme at SAUNA MUSEUM



PIRTS MUZEJS (Sauna Museum)

- 📍 "Birzes", Sējas pagasts., Saulkrastu novads, Latvia
- @ pirtsmuzejs@inbox.lv, www.pirtsmuzejs.lv

Programme BERGHOF MILK ESTATE BLACK SAUNA



PIENA MUIŽA BERGHOF (The Milk Estate Berghof)

- 📍 Sieksāte, Rudbāržu pagasts, Skrundas novads, Latvia
- @ piens@pienamuiza.lv, www.pienamuiza.lv

Programme SAUNA AT LIELZEMENES COUNTRY HOUSE



LIELZEMENES (Lielzemes Country House)

- 📍 'Lielzemes', Vecumnieki, Bauskasnovads, Latvia
- @ pirts@lielzemenes.lv, www.lielzemenes.lv

Sauna session with professional sauna master



ZIEDLEJAS (Ziedlejas Bath House)

- 📍 Ziedlejas Gaujmaļi, Krimuldas pagasts, Siguldas novads, Latvia
- @ info@ziedlejas.lv, www.ziedlejas.lv

Sauna experience in Lejasmārtiņi



LEJASMĀRTIŅI

- 📍 Lejasmārtiņi, Baldonespagasts, Ķekavasnovads, Latvia
- @ inese.vasilevska@inbox.lv, www.lejasmartini.lv



Herbal sauna ritual in Gravas



GRAVAS VIESU MĀJA (Gravas Guesthouse)

- 📍 "Gravas", Likverteni, Vecsaulespagasts, Bauskasnovads, Latvia
- @ info@gravas.lv, www.gravas.lv

Sauna experience together with sauna master



LANTUS LAUKU MĀJAS (Lantus country house)

- 📍 "Lantus", Bērzaines pagasts, Valmieras novads, Latvia
- @ info@laukumaja.lv, www.laukumaja.lv

Latvian traditional sauna ritual in Piekūni



PIEKŪNI (Piekūni Cottage)

- 📍 "Dravēni", Vestienas pagasts, Madonas novads, Latvia
- @ info@piekuni.lv, www.piekuni.lv

Master guided sauna ritual with sauna brooms



MINDAUGU PIRTS

- 📍 "Mindaugas", Veselavas pagasts, Cēsu novads, Latvia
- +371 2913 2725

DO YOU WANT
TO EXPERIENCE
SOMETHING
DIFFERENT?



Come to explore something different –
the Woollen Sauna!



ZIEDLEJAS (Ziedlejas Bath House) offers a variety of saunas: The Glass Pirts with wide glass panes add space and light; The Smoke Pirts suited for healing and in-depth Pirts rituals; The Woollen Pirts where wool material offers the healing effects of lanolin.

📍 Ziedlejas Gaujmaļi, Krimuldas pagasts, Siguldas novads, Latvia

📧 info@ziedlejas.lv, www.ziedlejas.lv

VIEW VIDEOS OF SAUNA
TRADITIONS IN ESTONIA



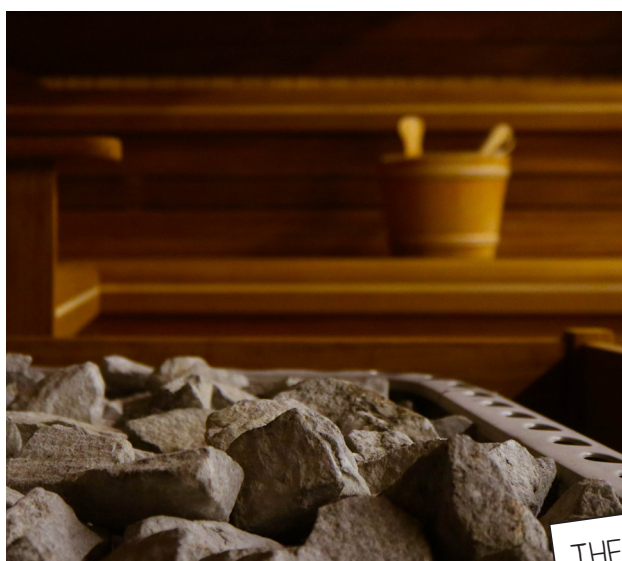
Traditional sauna in rural Latvia



Sauna preparation and traditions in Latvia



Sauna experience at Ziedlejas



THE SAUNA
TRADITION





Estonia



Estonians simply love the sauna and smoke sauna tradition in Võromaa is on the Representative List of the Intangible Cultural Heritage of Humanity (UNESCO).

A smoke sauna is a great way to experience ancient traditions. The smoke sauna distinguishes from the other types of saunas in many respects. The rocks in the vaporising stove are heated with logs. The sauna has no chimney and so the smoke from the burning wood circulates in the room before escaping through the door or through a small vent inside the wall. After heating the sauna is ventilated, so that by the time it is ready to use, the smoke has disappeared from the room. The smoke sauna is heated for up to 6 hours, and the sauna session itself can often stretch for hours. There is even no need to use the detergents in such a sauna, as the body is already clean by repeated hot steaming, whisking, rinsing and cooling. It is also praised that the mind becomes just as clean and light.



Usually, the smoke saunas are next to a body of water and after staying in the steam it is common to bath in open water. In winter, a hole is made into the ice that covers the water body in order to enable bathing. Between series of stays in the hot room people rest, drink herbal tea or water. Every smoke sauna is a little different and sauna customs can vary from one family to the next, so it would be wise to ask for assistance and observe the local customs carefully.

Although the native inhabitants consider the smoke sauna to be the 'right' kind of sauna to this day, Estonians also 'heat up' a pretty decent Finnish sauna. For the sake of clarity - Estonians market wood-heated stove sauna with a chimney under the name 'Finnish sauna', but these kind of saunas are just as much as smoke sauna a part of Estonian sauna history and it would be more correct to name them using the word 'leilisaun' (a sauna with a wave of steam and heat).

GUIDED SAUNA PACKAGES AND PROGRAMMES

EXPERIENCE
SOMETHING NEW

FOR MORE INFORMATION
ABOUT THE PACKAGE,
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Package "Excursion and Estonian smoke sauna at Mooska Farm"



MOOSKA TALU (Mooska Farm)

- 📍 Haanja küla, Haanja vald, Võrumaa, Estonia
- ✉ eda@mooska.eu, www.mooska.eu

Package "Saunamarathon at Lammasmäe Holiday Center with the peat sauna experience"



LAMMASMÄE PUHKEKESKUS (Lammasmäe Holiday Center)

- 📍 Linnuse küla, Viru-Nigula vald, Lääne-Virumaa, Estonia
- ✉ info@lammasmae.ee, www.lammasmae.ee

Package "Countrywoman's spaa at Klaara-Manni Holiday- and Seminar Center"



KLAARA-MANNI PUHKE- JA SEMINARIKESKUS (Klaara-Manni Holiday- and Seminar Center)

- 📍 Randivälja küla, Tori vald, Pärnumaa, Estonia
- ✉ info@klaaramanni.ee, www.klaaramanni.ee

Package "Traditional Estonian sauna experience at Nurka Farm"



NURKA TALU (Nurka Farm)

- 📍 Rannaku tee, Piirumi küla, Häädemeeste vald, Pärnumaa, Estonia
- ✉ vip@vipreisid.ee, www.nurka.ee



Package "Sauna ritual with sauna master at Energia Farm"



ENERGIA TALU (Energia Farm)

- 📍 Vihi küla, Põhja-Sakala vald, Viljandimaa, Estonia
- ✉ info@energiatalu.ee, www.energiatalu.ee

Sauna training at Koplimaldise Tourism Farm guided by sauna master Raido Notton



KOPLIMALDISE TALU (Koplimaldise Farm)

- 📍 Maeru küla, Lääne-Harju vald, Harjumaa, Estonia
- ✉ taluturism@koplimaldise.ee, www.koplimaldise.ee

Sauna session at Kallaste Tourism Farm guided by sauna master



KALLASTE TURISMITALU (Kallaste Tourism Farm)

- 📍 Padise küla, Lääne-Harju vald, Harjumaa, Estonia
- ✉ info@kallastetalu.ee, www.kallastetalu.ee

Sauna session at Hipe Holiday House guided by sauna master Hipe Rohila



HIPE PUHKEMAJA (Hipe Holiday House)

- 📍 Rohuaia, Vihula vald, Lääne-Virumaa, Estonia
- ✉ hipeloodus@gmail.com

Sauna session at Maria Tourism Farm guided by sauna master



MARIA TALU (Maria Farm)

- 📍 Kõpuküla, Tõstamaa vald, Pärnumaa, Estonia
- ✉ info@maria.ee, www.maria.ee



BUT NOT ALL SAUNAS ARE IN HOUSES -

in Estonia exciting saunas
can also be found elsewhere!

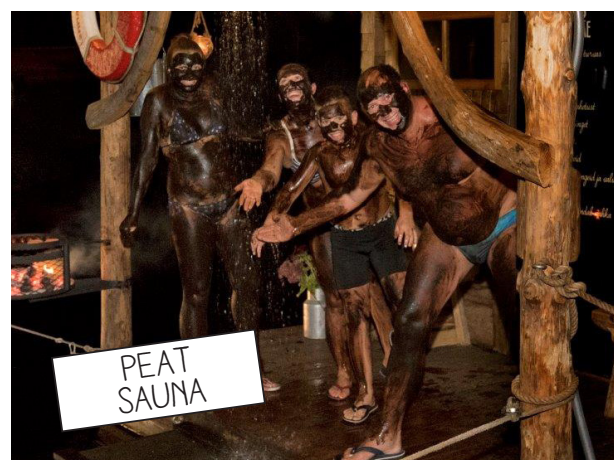
FOR MORE INFORMATION
ABOUT THE PACKAGE,
MAKE A CLICK



FISHING VILLAGE



- 📍 Uus-Saugatänav 62, Pärnu, Pärnumaa, Estonia
- 📧 info@fishingvillage.ee, <https://fishingvillage.ee>



LAMMASMÄE PUHKEKESKUS (Lammasmäe Holiday Center)



- 📍 Linnuse küla, Viru-Nigula vald, Lääne-Virumaa, Estonia
- 📧 info@lammasmae.ee, www.lammasmae.ee



PAUNKÜLA HEAOLUKESKUS (Paunküla Wellness Centre)



- 📍 Kiruvere küla, Kose vald, Harjumaa, Estonia
- 📧 info@paunkula.ee, www.paunkula.ee

PIDULA FORELL PUHKEKÜLA (Pidula Forell Holiday Village)



- 📍 Kallaste küla, Saaremaa vald, Saaremaa, Estonia
- 📧 info@pidulaforell.ee, <https://pidulaforell.ee>

PEEBU KÄMPING (Peebu Campsite)



- 📍 Välja küla, Saarde vald, Pärnumaa, Estonia
- 📧 pee bu.kamping@gmail.com, <http://pee bu.ee/>

CANTERVILLA LOSS (Cantervilla Manor)



- 📍 Pikajärve küla, Kanepi vald, Põlvamaa, Estonia
- 📧 info@cantervilla.ee, <https://cantervilla.ee/>

TIKU PUHKEMAJA (Tiku Holiday Homes)



- 📍 Kiidjärve küla, Põlva vald, Põlvamaa, Estonia
- 📧 peremees@tikutalu.ee, www.tikutalu.ee

LOOVUSAIT (Loovusait / Creative Barn)



- 📍 Uibujärve küla, Põlva vald, Põlvamaa, Estonia
- 📧 indrek@maripuu.ee, <https://loovusait.ee>

KOPRA TALU (Kopra Farm)



- 📍 Tuhalaane küla, Mulgi vald, Viljandimaa, Estonia
- 📧 merike@kopra.ee, www.kopra.ee

SUISLEPA PUHKEMAJAD (Suislepa Holiday Houses)



- 📍 Suislepa küla, Viljandi vald, Viljandimaa, Estonia
- 📧 puhkemajad@suislepa.ee, www.suislepa.ee

IN ESTONIA EXCITING SAUNAS CAN ALSO BE FOUND ELSEWHERE!



KIVI TALU (Kivi Farm)

📍 Aaviku küla, Rae vald, Harjumaa, Estonia
@ info@kivitalupuhkus.ee, <http://kivitalupuhkus.ee/>

KARUJÄRVE KÄMPING (Karujärve Campsite)

📍 Paiküla, Saaremaa vald, Saaremaa, Estonia
@ jyri@karujarve.ee, www.karujarve.ee

VIEW VIDEOS OF SAUNA TRADITIONS IN ESTONIA



UNESCO: Smoke sauna tradition in Võromaa



Smoke sauna at Mooska Farm



Estonian smoke sauna



Old Võromaa smoke sauna traditions



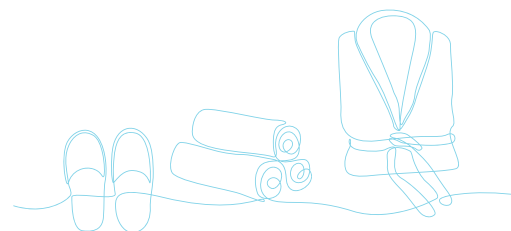
How to perform a ritual the #EstonianWay



Smoke sauna and customs

SAUNA RELATED EVENTS AND ATTRACTIONS IN ESTONIA

- 1 **SaunafESTinSibulatee** (Onion Route). Time: in February each year.
- 2 **SaunaRally in Noarootsi** (West-Estonia). Time: in February each year.
- 3 **European Sauna marathon in Otepää** (South-Estonia). Time: in February each year.
- 4 **Kihnu saunafest** (West-Estonia). Time: in June each year.
- 5 **Smoke Sauna Week in Haanja** (South-Estonia). Time: in August each year.
- 6 **Estonian Sauna Culture Days**. Time: each year in different place. See more <https://saunakultuur.ee/en/>
- 7 **Smoke sauna days in Hiiumaa** (West-Estonia), at Mihkli Farm Museum. Time: each year during summer.





Finland



Finnish traditional sauna is a rustic building with wooden walls, floor and ceiling. There is a stove, which is heated with wood, electricity, oil or gas. The top of the stove is covered with a thick layer of natural stones, which radiate the heat to the room. Humidity is regulated by small doses of water ladled repeatedly onto the stove stones. The temperature varies between 70 and 100 °C, depending on the size of the room. Bathers warming up in the hot room help perspiration by using a whisk made of tender birch twigs. Warming-up is followed by washing and cooling off in the open air.

Finnish sauna became world-famous after the 1936 Summer Olympics in Berlin, when a small private sauna was built for the participating Finnish athletes. The venture gave publicity to the idea of sauna all over the world.

Contemporary Finnish sauna is a clean, light and silent space renowned for its curative properties as well as a luxurious place of cleansing. Nowadays people see sauna bathing as a social event.



GUIDED SAUNA PACKAGES IN THE LOHJA AREA

FOR MORE INFORMATION
ABOUT THE PACKAGE,
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Package "Smoke sauna and sauna food by the camp fire at Kettukallion Elämystila"



Package "Day in a Finnish nature and smoke sauna experience at Kettukallion Elämystila"



KETTUKALLION ELÄMYSTILA (Kettukallio Experience Farm)

📍 Joenpellontie 145, Lohja, Finland

@ kettukallio.korpiaakko@gmail.com
www.kettukallio.net

Package „Exclusive hideaway retreat including smoke sauna in Långstrand"



VILLA LÅNGSTRAND

📍 Långstrandin tie, Tammisaari, Finland

@ antti.hannula@hbe.fi, www.villalangstrand.fi

SAUNA COMPLEXES IN ÅLAND ISLANDS HOTELS

CARLSRO BADHOTELL



The Hotel has a **Beach house with large sauna** with a beautiful view of the sea, indoor and outdoor showers, sit-down bathtub, ice bucket and outdoor jacuzzi right by the beach. You can sunbathe and swim on fantastic bathing jetty! Even in winter, you can rent the beach house with jacuzzi and sauna, and enjoy winter swimming.

This is the combination of an authentic environment and luxurious stay in the Åland archipelago.

📍 Lumparlutsvägen 12, 22710 Föglö, Åland Islands

@ info@carlsro.ax, www.carlsro.com

HOTEL BRUDHÄLL



Exclusive two-story sauna. The sauna is right next to the jetty of the guest harbor and there are good conditions for taking a dip in the sea. Jacuzzi by the sauna. The sauna is also suitable for larger groups.

📍 Karlby, 22730 Kökar, Åland Islands

@ info@brudhall.com, www.brudhall.com

Finland



EVENTS

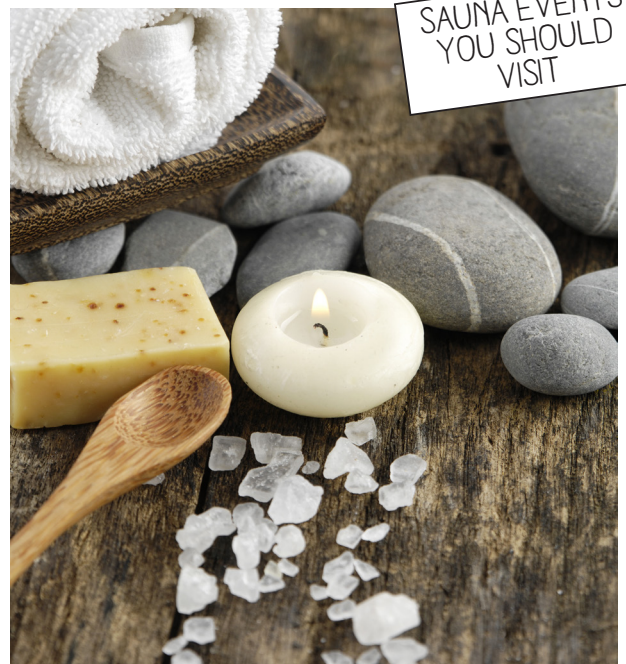


1 Sauna Day in Finland.

Time: in the end of July each year.

2 Löyly - sauna experience and an urban oasis in Helsinki.

Open all year round. Possibility to swim in iced water during wintertime. www.loelyhelsinki.fi/en/



SAUNA EVENTS
YOU SHOULD
VISIT

VIEW VIDEOS OF SAUNA
TRADITIONS IN FINLAND



The foreigners' guide to surviving
your first sauna in Finland



Sauna - Stop-over Finland Japan



Join the Finns in the Sauna – Finland



Feel the Finnish Sauna



What does a Japanese think about
the Finnish Sauna?

RURAL TOURISM ORGANISATIONS



Baltic Country Holidays

www.countryholidays.lv

ADDRESS

Kalniciema str. 40, Riga, Latvia

+371 67617600

lauku@celotajs.lv

www.countryholidays.lv

BALTIC COUNTRY HOLIDAYS

(Lauku ceļotājs) is a Country Tourism Association based in Latvia, established in 1993. The association unites small family-run accommodation and service providers in the Latvian countryside. Since then, the organisation has grown in size, and has varied and developed its products to include all three Baltic States. Through many years of operation, great relationships have been established with suppliers, and visitors benefit from this extensive local knowledge and personal service.



ADDRESS

Lielā iela 30, Ieriķi, Latvia

+371 28658900

info@entergauja.com

www.entergauja.com

ENTER GAUJA

Gauja National Park Tourism Cluster with the brand name "Enter Gauja" was created in 2012 to strengthen tourism destination and enhance its competitiveness in international markets. Today the Cluster combines a wide range of tourism entrepreneurs. Many small businesses have grown and developed and are now well known locally, regionally and internationally. Overnight stays have increased by 30% and Gauja National Park is now the second most visited tourist destination in Latvia after Riga, with more than 1,000,000 visitors a year.



ADDRESS

Laurinkatu 50, 08100 Lohja, Finland

+358 44 369 1309

tourist@lohja.fi

www.visitlohja.fi

VISIT SOUTH COAST FINLAND

Visitlohja is a regional tourism office in southern Finland. Visitlohja is run by the city of Lohja and co-operating with local tourism entrepreneurs and associations. Their common target is to develop the best possible tourism experience for visitors. Products and services offered include good accommodation in a rural atmosphere. A unique part is to make your own food in the forest to high end cuisine in awarded restaurants and activities – from small hikes in pristine nature to glass blowing in the world-re-nowned Fiskars Village. The region is situated right next to Helsinki and can therefore provide an unrivalled combination of the Finnish lifestyle, culture and nature.



ADDRESS

Vilmsi 53 G, 10115 Tallinn, Estonia

+372 600 9999

eesti@maaturism.ee

www.maaturism.ee

ESTONIAN RURAL TOURISM ASSOCIATION

Established in January 2000, the non-profit organisation Estonian Rural Tourism (ERTO) represents the common interests of rural tourism providers in order to support the development of countryside tourism in Estonia. ERTO with its members forms a rural tourism cluster comprising rural tourism accommodation providers, active tourism providers, rural SMEs in agricultural and production sectors, travel associations, schools teaching tourism and others. The organisation works closely with a range of tourism umbrella organisations and stakeholders.



FÖRETAGSAM SKÄRGÅRD

ADDRESS

Jomalagårds vägen 16, 22150 Jomala,
Finland

+358 407444877

info@skargarden.ax

www.skargarden.ax

RURAL TOURISM ORGANISATIONS

FÖRETAGSAM SKÄRGÅRD

Företagsam Skärgård (Enterprising Archipelago) is a non-profit organisation established in 2007 to support the development of the region of the Åland Islands archipelago and its 6 archipelago municipalities in the around 40 inhabited islands in its area. Several development projects are being undertaken and Företagsam Skärgård maintains a good communication network to important actors in the archipelago, as well as to related archipelago areas in Europe.

Söderhamn°

ADDRESS

Södra hamngatan 50,
826 50 Söderhamn, Sweden
+46 270 753 53

info@visitsoderhamn.se

www.visitsoderhamn.se

VISIT SÖDERHAMN

Visit Söderhamn's mission is to make Söderhamn an attractive destination to visit and experience all year round. Their work takes place in close collaboration with the business community and associations, to develop, profile and market Söderhamn as a destination. Visit Söderhamn provides brochures, maps and digital information and helps with the booking of activities and accommodation in Söderhamn and Hälsingland. A tourist information office is located in central Söderhamn and is open during the summer. Visit Söderhamn also has 5 InfoPoints strategically located around Söderhamn, tourist service places where the visitor can get tourist information.

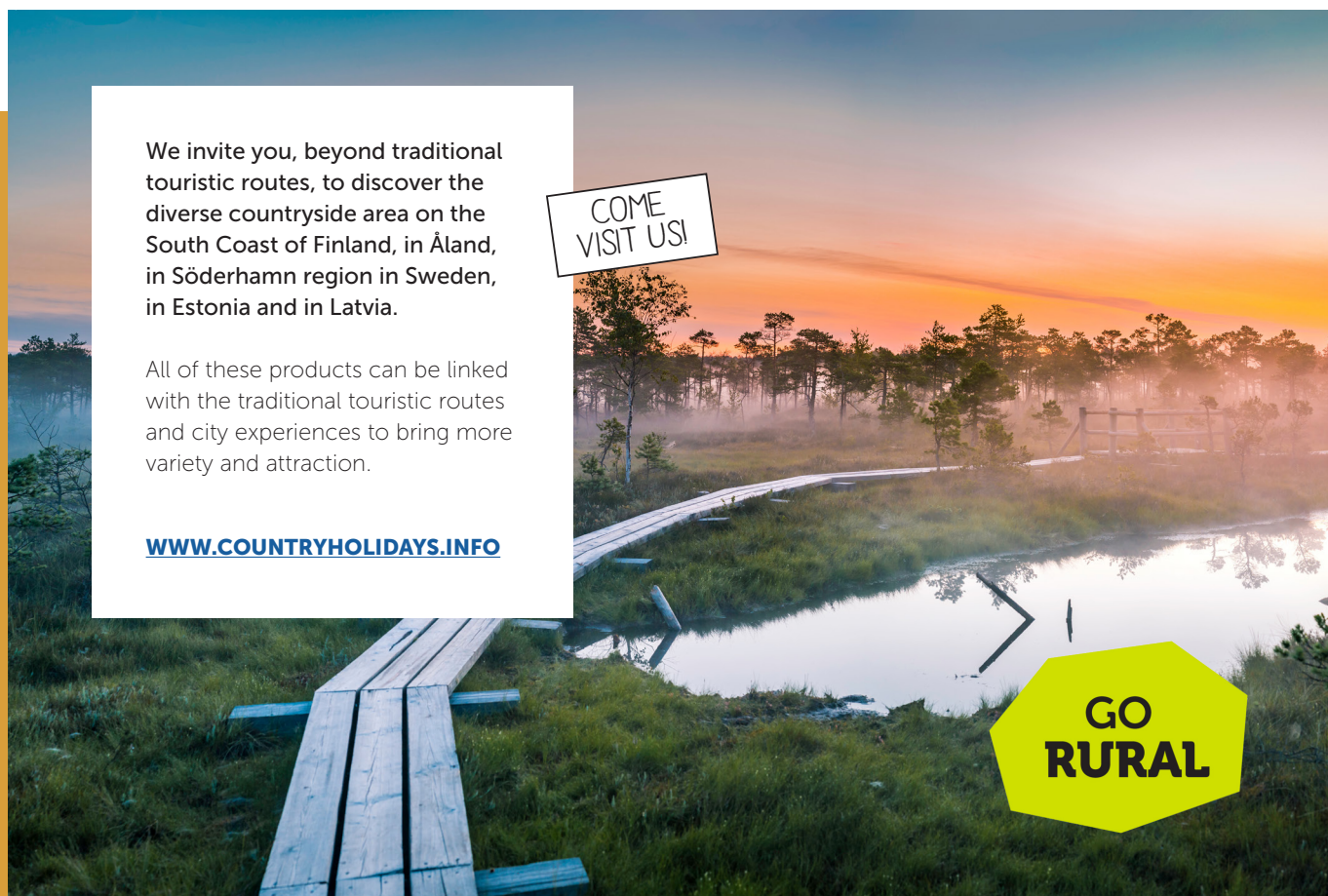
We invite you, beyond traditional touristic routes, to discover the diverse countryside area on the South Coast of Finland, in Åland, in Söderhamn region in Sweden, in Estonia and in Latvia.

All of these products can be linked with the traditional touristic routes and city experiences to bring more variety and attraction.

WWW.COUNTRYHOLIDAYS.INFO

COME
VISIT US!

GO
RURAL





EUROPEAN UNION
European Regional Development Fund



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This publication reflects the views of the author(s), and the leading institution of the Programme is not responsible for the possible use of the information contained herein.

