

Experience-led travel

Visit Estonia Brand Strategy and Story

Introduction

From destination
to experience...

Although Estonia is one of the most naturally spellbinding, culturally alive and gastronomically diverse countries in Europe, research suggests that the nation itself — and many of the places within it — are relatively unknown to most travellers.

Self-styled as Europe's best-kept secret, now is the time to shout about that secret and provide this small nation with a big story to tell. Whereas once this was about our destinations, now we will speak to those with a passion for nature, culture and food, with compelling and emotive reasons to visit and experience what our nation has to offer.

This document contains the elements that help to form the DNA of travel experiences in Estonia.

From its long summer nights and surprising fifth season to its centuries old charm fostering tomorrow's tech talent, Estonia has a spellbinding ability to flex its space and time, so it's tailored to you.

Its compact size and effortless accessibility means whether you're here for a weekend or for weeks, there's simply more time to connect to the place and its people.

A place that connects Europe with the East and Estonia to the world. A place that fuses Nordic, Baltic, Scandi and Soviet. A place that's taken the best of each chapter, to write its own unique story. A place that helps you to understand your own place in the world. A place that, for a lot of people, isn't even on their radar. But it's about time it was.

Contents

Our strategic DNA

This document is designed to summarise the brand strategy for Visit Estonia and its three passions; Nature, Culture and Food. The document is split into five parts and defines our approach to marketing and communications.

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01

Part One

Visit Estonia Our Audience

Free Independent Travellers

Free Independent Travellers (FITs)

FIT tourism is the opposite of mass tourism; FITs prefer to create their own trips instead of following crowds. FITs travel alone, as a couple or accompanied by a small number of people. The goal of FITs is to follow their own path, explore the things they want to see and create their own unique travelling experience. By planning their own trip, they can travel at their own pace, not bound to a group.

The FIT is on average well educated and has a relatively high income, but they are also very environmental and price aware. They differ from other tourists in that they search for and compare all offers very well, not only on price, but also on other factors, such as how environmentally friendly a product is.

Whether we're talking to people with a passion for nature, culture or food, each audience is united by the basic principles of the Free Independent Traveller. FIT tourism is better defined as a way of travelling. Instead of comprehensive travel packages for groups, FIT tourism is more personal and individual. Travellers design their own trips themselves, choose their own destinations and visits based on the information already they have.

The attitude and characteristics of the independent traveller perfectly align with the independent spirit of the Estonian nation and our people, positioning us as an ideal destination for them to discover.

Passions

Passions

Our strategy is designed to reflect a shift in the way Estonia is marketed, from a collection of landmarks and places, to a collection of life-affirming experiences.

Our strategy is informed by three key 'Passions' — Nature, Culture and Food, and the story surrounding each has been written to engage emotionally with our audience.

Each passion has a slightly different audience with varying motivations and characteristics. The following pages outline these audience profiles in more detail.



Visit Estonia — Our Audience

Natural Nomads



Overview

The Natural Nomad is the audience for our nature-based, passion-led experiences. The following pages outline their characteristics, motivations and relevant industry trends to aid marketing to this group of travellers.

Natural Nomads wander at will, eager to uncover the epic landscapes and stunning natural world that surrounds them, unearthing places at their own pace, learning from the experiences provided by nature and its inhabitants. The wilderness provides an antidote to — and escape from — their busy urban lives.

Natural Nomads



Characteristics

Natural Nomads have a strong desire to connect more with nature, but their busy lives can prevent this. They favour slow, immersive journeys through wild places and in search of health, wellbeing and themselves. They value authenticity, purity, time and space. They are early adopters, more willing to try new destinations. They are willing to pay a premium for passion-based experiences but often see Europe as prohibitively expensive.

Motivations

Typically, Natural Nomads are driven by a desire to learn about new environments and experience new adventures. They want to relax and take the time to travel slowly, expanding their perspectives by learning when travelling.

Unique Experiences

Experiencing something that's not available at home.

Simple life

A desire to get back to basics, away from the rat race.

Local life

Living in — and enjoying — a neighbourhood, even for a short period of time, gives travellers a true feel for a region and its people.

Slower pace

They wish to mindfully enjoy every moment of their day. This often means a change in mode of transport. By train, bike and on foot creates a more immersive experience.

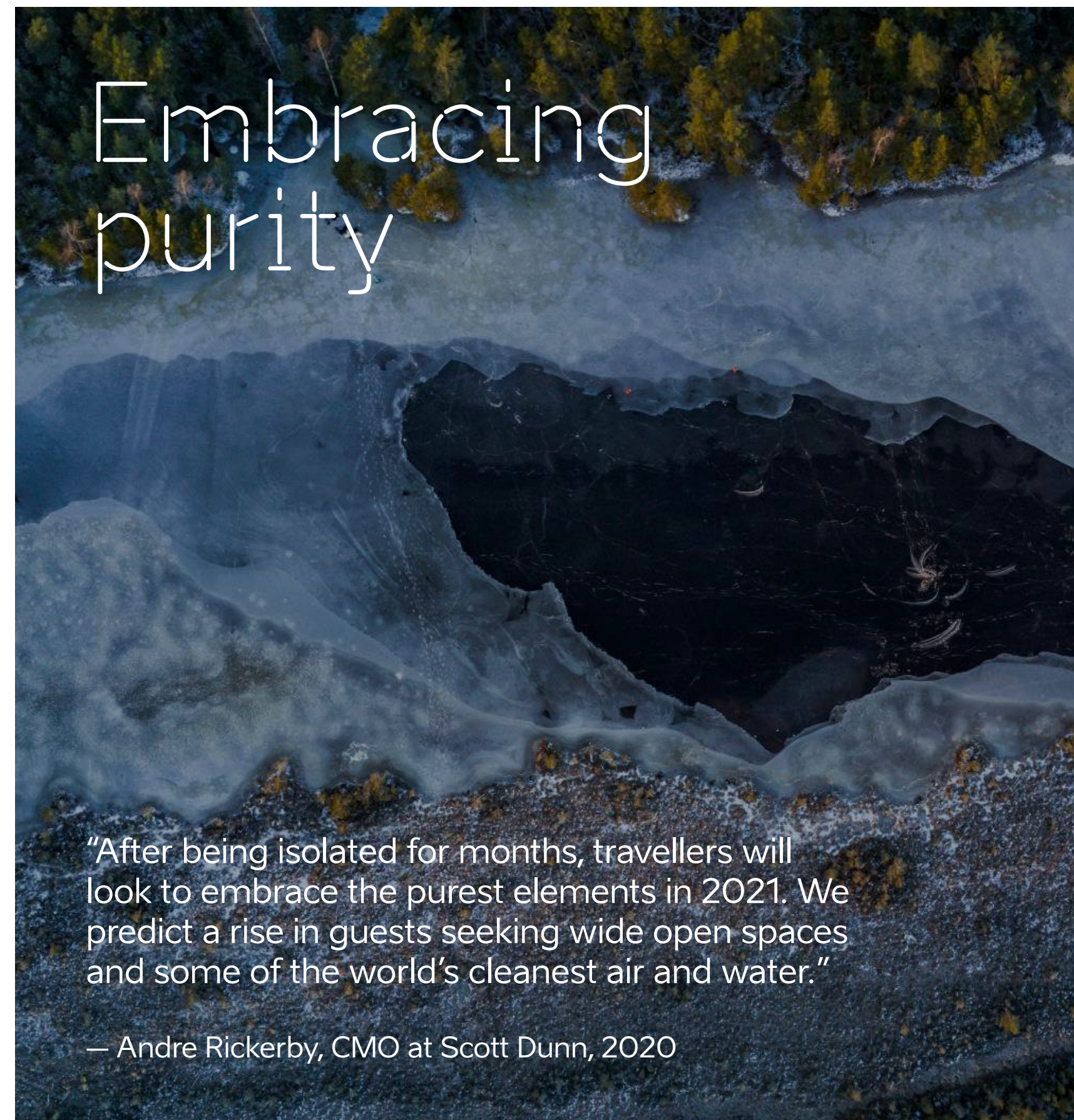
Visit Estonia — Our Audience

Natural Nomads



Trends

Our strategy and story is founded on audience research and data, but also takes into account current and future trends within the wider tourism sector — ensuring our approach is enduring. As the future of travel has undergone significant change, it is important to look to the trends and predictions that will be relevant for years to come. Those relevant to the Natural Nomads are outlined opposite.



Visit Estonia — Our Audience

Culture Scouts



Overview

The Culture Scout is the audience for our culture-based passion-led experiences. The following pages outline their characteristics, motivations and relevant industry trends to aid marketing to this group of travellers.

Culture Scouts are driven by the desire for a deeper understanding of the cultures they visit. From a nation's art, architecture, music and dance, to the hidden history, traditions and customs that permeate everyday life, they're inspired and guided by locals who help them to unearth life's unexpected moments — learning from them as they go. Their approach to travel can vary, from busy professionals in search of a fast culture fix, to those with the time to explore a nation's roots — and their own.

Culture Scouts



Characteristics

Culture Scouts search for distinctive souvenir experiences, which often provide a sense of fulfilment or achievement. Dominated by well-travelled consumers, they are typically higher-earners willing to pay for experiences that are local and transformative, rather than traditional. They seek the unique and authentic, eager to develop their potential by participating in creative activities to understand local traditions

Motivations

Typically, Culture Scouts are driven by a desire to develop their understanding of local life through historical site visits and cultural activities. They search for inspiration, insight and innovation through the arts, crafts, architecture, music and heritage of a place.

Living local

Staying with locals and experiencing local city life at street level. Attending local events or cultural activities, enjoying the atmosphere of local neighbourhoods.

Social connectivity

Concern towards social issues and are aware of the positive impact they can have on local culture. Experiences such as volunteer programmes and opportunities to give back resonate well.

Cultural heritage

Based on the heritage sites, traditions, and art forms of a destination, travellers can enjoy and connect with the authenticity of the locations, artefacts, and activities that represent the traditions of its people from the past and present.

Design-related interests

From medieval churches to Modernism, a diversity of architecture and design, travellers search for buildings, art or design-related activities.

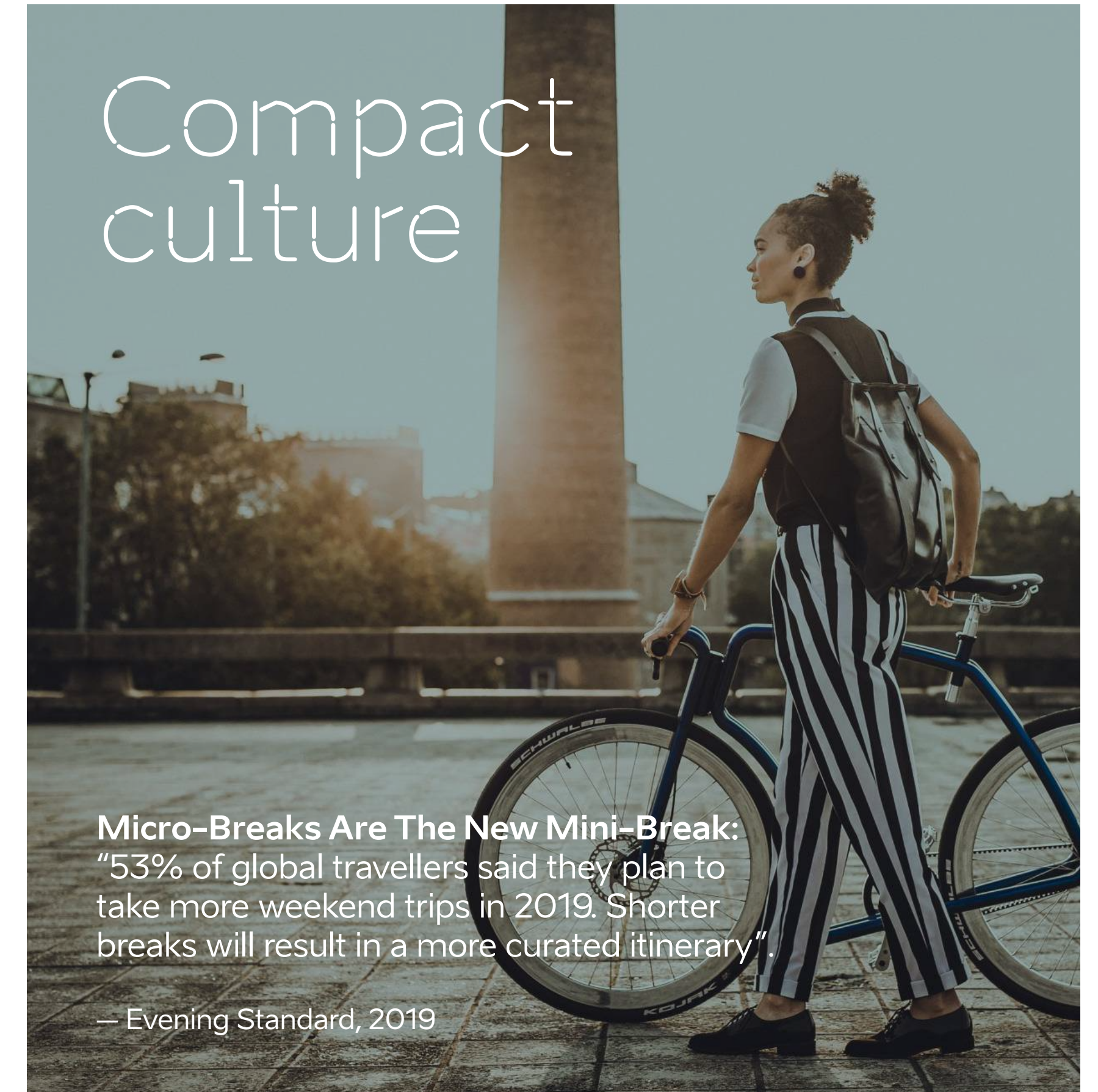
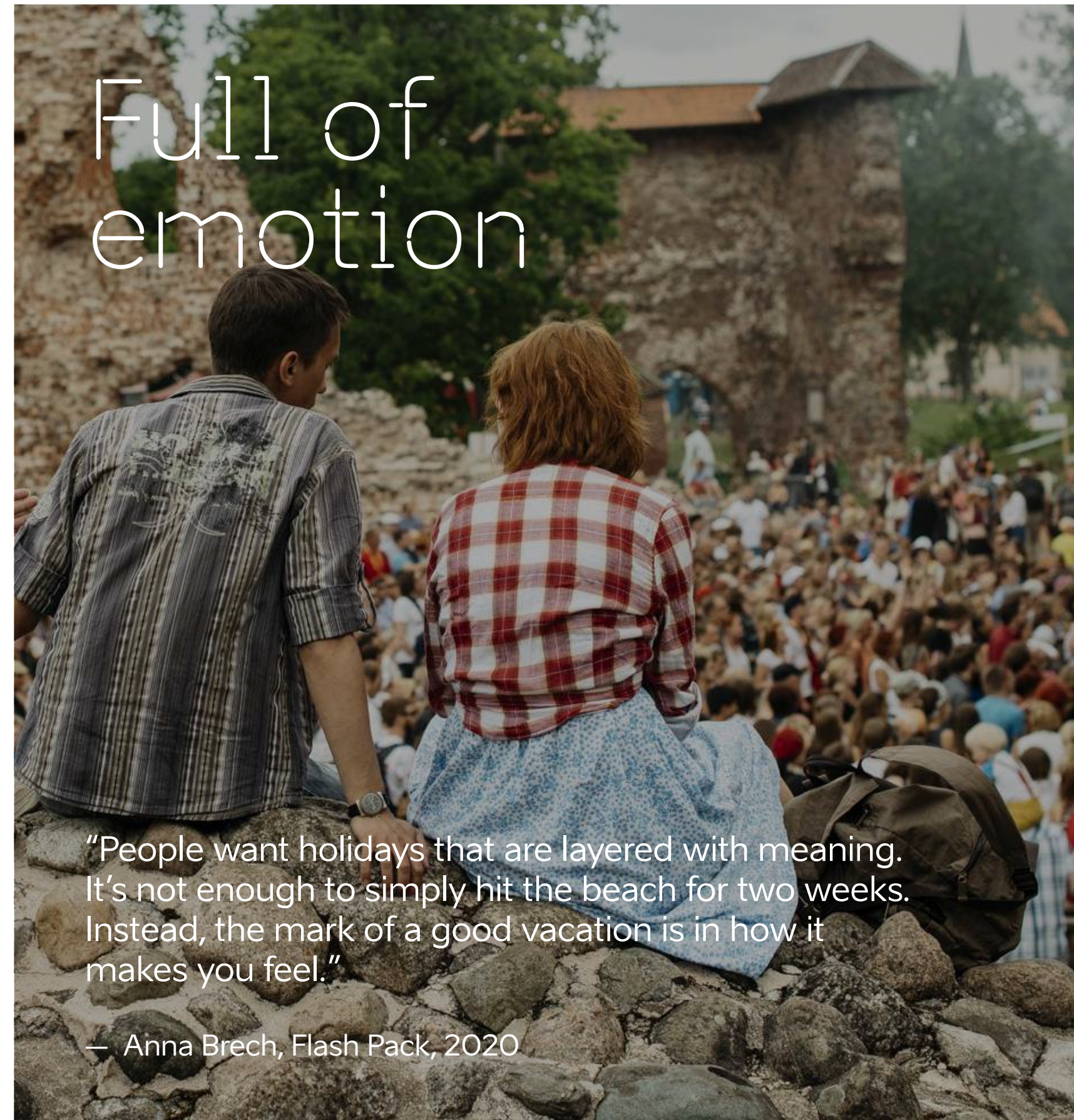
Visit Estonia — Our Audience

Culture Scouts



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Visit Estonia — Our Audience

Flavour Seekers



Overview

The Flavour Seeker is the audience for our food-based passion-led experiences. The following pages outline their characteristics, motivations and relevant industry trends to aid marketing to this group of travellers.

Flavour Seekers are tantalised by the taste of the landscape and touched by the purity and provenance of the delicious delicacies they search for. Through the flavours of the land, they experience feasts to remember. For them, dining is as much about understanding the ingredients, as it is about enjoying the meal, meaning foraging for mushrooms is as life affirming as five-star dining.

Flavour Seekers



Characteristics

Flavour Seekers share interests linked with food, wine and other drinks while travelling. They perceive destinations in terms of their gastronomic flavours and offerings. They wish to experience or learn about new cultures through food, as well as using food as a way of relaxing, expanding perspectives and connecting with others. They crave a greater connection to the people behind their dishes; experiencing the journey of a plate from field and farm to table.

Motivations

Flavour Seekers are driven by a desire to uncover and experience local ingredients, flavours and dishes. They see food as a way of connecting with travellers with a shared passion, or local chefs or suppliers who can provide a behind-the-scenes take on tastes.

Discovering local cuisine

Sampling the local delicacies and specialities, often through behind-the-scenes tours.

Coffee culture

From roasting the beans to getting the perfect grind, experiencing the process of coffee is a way to connect.

Cooking classes

These offer a way to connect with the local gastronomic culture in a hands-on activities.

Wine and vineyards

They hold local vineyards in high regard and enjoy pairing wine with food.

Food events and festivals

Food provides a platform to gather together and share in a passion.

Eating healthy food

Farm-to-table, paddock-to-plate, organic, non-GMO, sustainably sourced foods all resonate with this audience.

Fine dining experiences

Both self-professed foodies and more traditional diners looking for a very special meal are drawn to high-end restaurants.

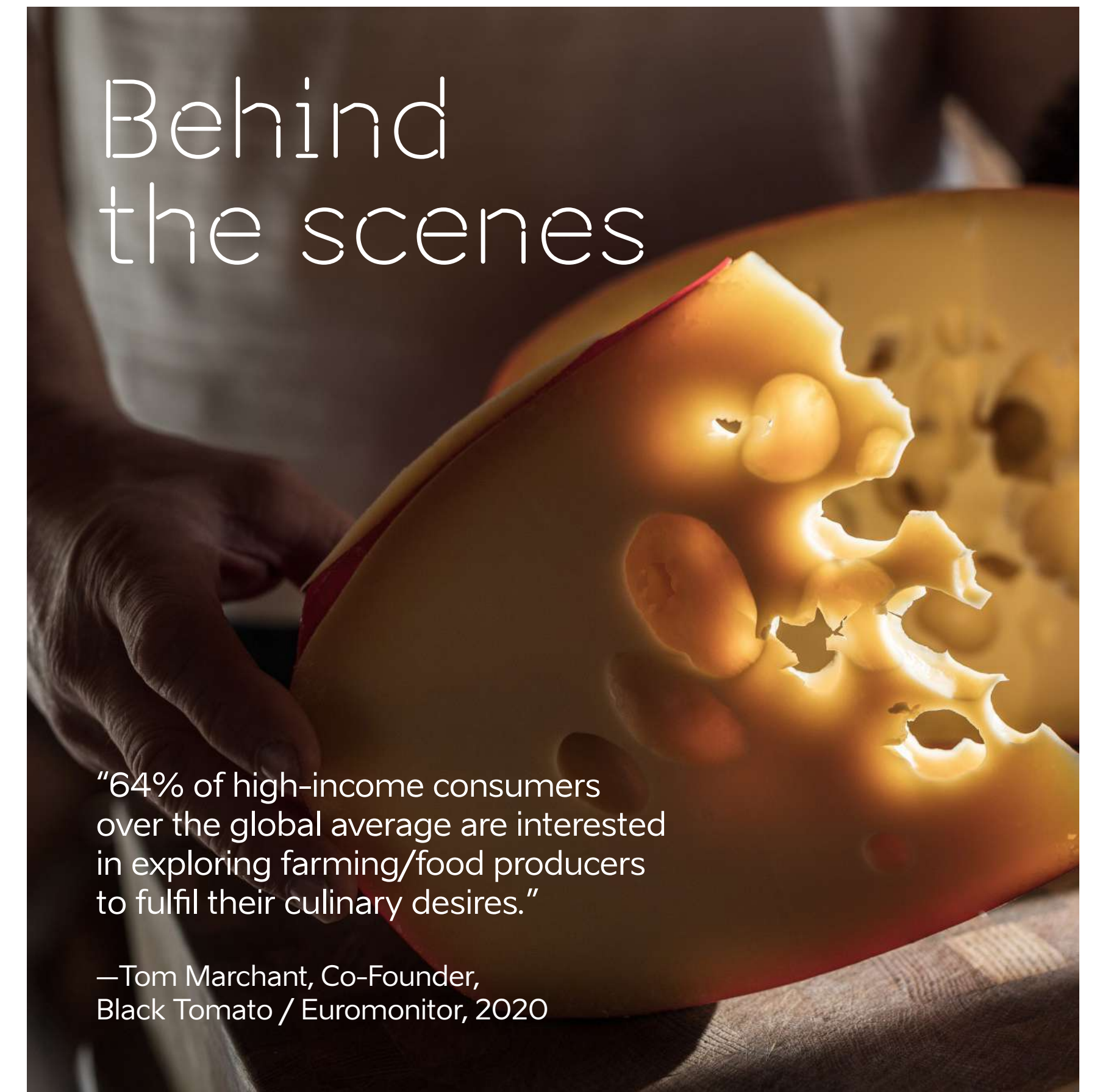
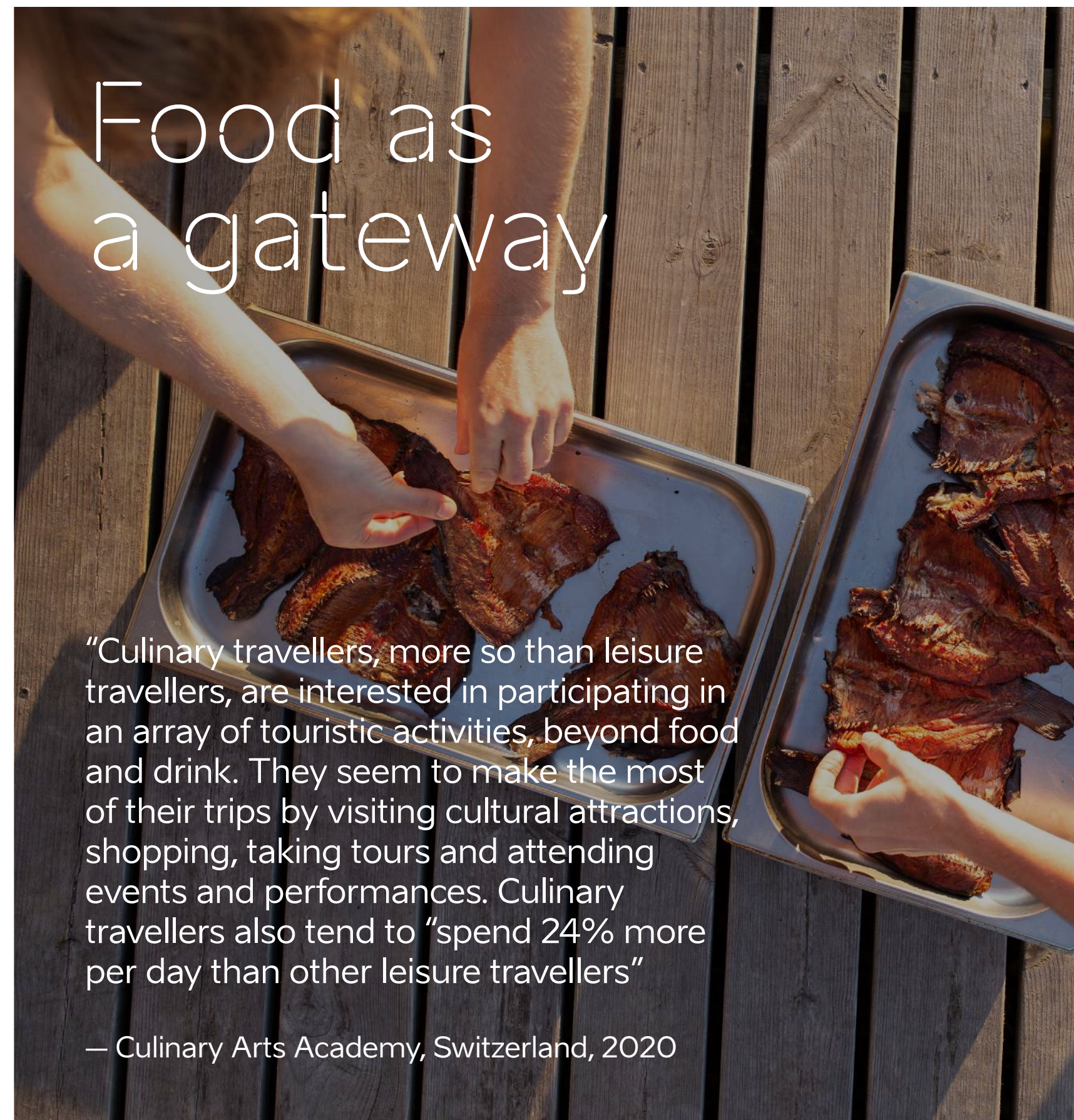
Visit Estonia — Our Audience

Flavour Seekers



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02

Part Two

Visit Estonia Brand Strategy and Story

Brand Purpose

Brand Purpose

Our Brand Purpose is something deeper than our ambition to promote and market Estonia to the world. It succinctly explains why we exist in the world.

A good brand purpose always puts consumers first, meaning they are at the forefront of every decision we make as an organisation. Ours is all about ensuring our visitors can make the most of their time in Estonia.

While our purpose won't resonate with everyone, it's designed to appeal to our core audience of Free Independent Travellers — specifically Natural Nomads, Culture Scouts and Flavour Seekers. It's our brand purpose that makes us relevant to our audience.

Time is precious. We help travellers to make the most of it, through meaningful experiences that power deeper connections with our people and our places.

Meaningful experiences that power deeper connections

Whereas our approach to marketing and communications was led by functional, destination based storytelling, today it is focused on emotional, experience-based storytelling, ensuring a deeper connection with our audience and reducing the challenge of promoting places across our nation that may be unknown.

← Yesterday

We spoke about destinations:

Tallinn
Tartu
Pärnu
Sooma
Lahemaa

→ Today

We speak about experiences:

Relaxing in a smoke sauna
Canoeing in the fifth season
Listening to wolves howl
Joining the world's biggest choir
Foraging for your dinner

Proof Points

Proof Points

Split in two parts, our proof points showcase the fundamental truths that set Estonia apart from its competitors within the experience-led travel sector. They highlight the reasons to believe in our commitment to help travellers make the most of their time and provide a supporting rational narrative to the emotive story accompanying each passion identified in this document.

How do we help travellers
make the most of their time?

Through effortless accessibility

Small in size, but big in experiences, Estonia was made for maximising your time. From its long summer nights and surprising fifth season to its centuries of history and society of the future, here you can travel at your own tempo. Expansive nature and immersive culture lie moments apart, so no matter how long you stay with us, Estonia stays with you forever.

Through deeper connections

More time leads to more meaningful travel. As one of Europe's least populated countries, you'll find a nation capable of giving you the space you want and the time you need. Time that leads to a deeper connection to the countryside, cultures, cuisine and communities you encounter — and a deeper understanding of your own place in the world.

Positioning Statement

Positioning Statement

Our Positioning Statement is a brief description of the overall experience offered by Visit Estonia, and for each Passion, the target audience, and how the experience fills the particular need of the target market. It addresses our target market, the category, our point of difference and the payoff for people who choose to experience all that Estonia has to offer. Just like the place, our positioning statement flexes depending on how much time you have...



Only got a moment?

We are...

The independent nation for independent minds.

Providing travellers with...

All the time in the world, through our compact size and effortless accessibility.

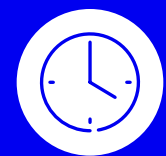
Meaning they experience...

Deeper connections to our people and our places.

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Got a little longer?

Estonia is the independent nation for independent minds. It's for those wanting to travel at their own pace and those who seek to experience a deeper connection with the country they encounter.

Because in Estonia, no matter your schedule, you'll have all the time in the world; Natural escapes are moments from anywhere. Authentic culture lives in the streets, not the history books. World-class dining can last a day.

Thanks to our compact size and effortless accessibility, Estonia tailors its time to the traveller, meaning you can better connect to our nation's roots – and your own.

Essence and Promise

Brand Essence

Our Brand Essence is a distillation of our brand positioning, with the potential to be used as an overarching strapline for Visit Estonia. It's designed to work on two levels; Firstly, it reflects the fact that Estonia provides travellers with all the time they need to experience our nation — whether they're here for two days or two weeks. Secondly, it acknowledges Estonia's position as Europe's best kept secret and provides a call to action to our audiences — it's about time they experienced Estonia.

It's about time

Brand Promise

Our Brand Promise sums up the experience and value someone should expect every time they visit Estonia. It defines the type of experiences we offer — providing a feeling or sense of attitude. The more we can deliver on our Brand Promise — inspiring and nurturing curiosity — the stronger our brand becomes in the eyes of our audiences.

Through our **compact size** and **effortless accessibility**, we commit to **enabling independent travellers to make the most of their time** when **discovering our nation**. This promise ensures we deliver experiences that provide a **deeper connection** to our people and our places.

Visit Estonia — Brand Strategy and Story

Brand Values

Brand Values

These values sit at the heart of how we build experiences for our audiences. They are shared by — and influence — each of the Passions that sit within the Visit Estonia parent brand, coming to life in the moments and memories our customers take when they travel here. These are more than just words on a page — they are the principles that serve as a benchmark for measuring the experiences we are promoting.

On this page, they are written in the context of Estonia as a whole, but for each passion, whether it's Nature, Culture or Food, they are tailored to reflect the experiences we offer.

Tuned in

Tuned into Estonian life.

“My travel experience in Estonia makes me feel connected to a country I didn't know. Everything is so accessible; from hours to days, I have time to immerse myself in each moment and enjoy authentic and meaningful interactions. The people are so welcoming; I can find a real sense of affinity with their way of life.”

Let loose

Let loose to discover the real Estonia.

“My travel experience in Estonia makes me feel free and eager to explore. Because so much here is unknown to me and unique in Europe, I'm encouraged to get out of my comfort zone and try all kinds of new things. And, inspired by the country's independent spirit, I can break out of the traditional tourist mode and do what I want at my own pace.”

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

“My travel experience in Estonia makes me feel wonder at how many unique, unknown and unexpected things the country offers visitors. From ultramodern to ancient and from urban to wild, the diversity is staggering. And with so many cultures and influences blending together, it's impossible to put in a box. I'll come away with a newfound respect for this fascinating, inimitable nation.”

Brand Voice

Brand Voice

Our strategy enables Estonia to own the language of time. From the centuries gone by, to the seasons of the year, the seconds of the day or the extra hours of a summer night, the concept of time can also translate culturally — through a musical beat or the rhythm of a song.

In Estonia, single moments create memories that last a lifetime. The approach positions Estonia as the place that lets you enjoy your passions at your own pace. In terms of the global competition, it bridges the gap between 'Latvia, Best Enjoyed Slowly' and 'El Salvador, The 45-minute country'. In Estonia, it's not about slow or fast, it's about the speed that suits you.

The language of time

To emphasise the idea that Estonia allows travellers to enjoy their passions at their own pace, we are liberal in our use of words, idioms and symbolism associated with time.

The power of understatement

To reflect the Estonians' understated character, we are reserved in our descriptions, avoiding hyperbole, superlatives and all other unnecessary adjectives and adverbs.

The release of creative freedom

To honour Estonia's independent and progressive spirit, we free ourselves from formal writing rules. A paragraph could be just one line. A sentence could be a list. A headline could be just one word.

Visit Estonia — Brand Strategy and Story

Brand Manifesto

Brand Manifesto

Our Manifesto has been written to capture the emotional power of the experiences Estonia can offer to our target markets. It's a welcome note to our audience, designed to captivate Natural Nomads, Culture Scouts and Flavour Seekers — persuading them that visiting Estonia will provide them with all the time they need to gain a deeper connection to our nation.

The Manifesto for Visit Estonia speaks to a broad audience on a top level. Alongside this, we have a unique Manifesto for Nature, Culture and Food.

From its long summer nights and surprising fifth season, to its distinct blend of Baltic, Nordic, Scandi and Soviet, Estonia is a mystery to many. A unique and timeless place with a many-layered history. Whether here for a weekend or weeks, travel pioneers will always have the time for eye-opening experiences. And inspired by our independent spirit, these independent minds can explore without limits, trying things at their own tempo.

Slow-paced nature forays through forests that stretch to infinity and around islands counted in thousands. Fast-paced culture fixes, from our ancient choral tradition to our hi-tech creative cities. Unhurried food journeys through our Nordic flavours or the innovations of our most imaginative chefs.

Our small nation of open minds and open spaces puts time on your side to make connections closer and moments more meaningful.

Visit Estonia. It's about time.



Part Three

03

Experiences with Nature Strategy and Story

Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the nature-based experiences offered to the Natural Nomad. It addresses our target market, the category, our point of difference and the payoff for people who choose to experience all that Estonia's nature has to offer.

Estonia is the natural choice for the Natural Nomad. It's for those wanting to discover nature at their own pace and those who seek to experience a deeper connection with the landscapes, local life and wildlife they encounter.

Because in Estonia, no matter your schedule, you'll have all the time in the world; Off-the-beaten-path is only 15 minutes away. Summer sunsets can last a lifetime. With so much to see, there's an extra season to see it.

Thanks to our compact size and effortless accessibility, Estonia tailors its time to the traveller, meaning you can better connect to our natural roots – and your own.

Experiences with Nature — Strategy and Story

Essence and Promise



Brand Essence

Our Brand Essence is a distillation of our brand positioning, with the potential to be used as an overarching strapline for Visit Estonia. It's designed to work on two levels; Firstly, it reflects the fact that Estonia provides travellers with all the time they need to experience our nation — whether they're here for two days or two weeks. Secondly, it acknowledges Estonia's position as Europe's best kept secret and provides a call to action to our audiences — it's about time they experienced Estonia.

It's about time

Experience Promise

Our Experience Promise sums up the value someone should expect every time they're part of a nature experience. It defines the type of experiences we offer — providing a feeling or sense of attitude. The more we can deliver on our promise, the stronger our brand becomes in the eyes of our audience.

Through our **compact size** and **effortless accessibility**, we commit to **enabling Natural Nomads** to **make the most of their time** when **discovering our landscapes**. This promise ensures we deliver experiences that provide a **deeper connection** to our people and our places.

Experiences with Nature — Strategy and Story

Experience Values



Experience Values

These values are unique to experiences connected with nature. They should be used as a benchmark for measuring the experiences we are promoting, in conjunction with the shared values of the Visit Estonia brand.

The experience-specific value is unique to nature, while the brand values unite — and influence — each of the Passions that sit within the Visit Estonia parent brand, coming to life in the moments and memories our customers take when they travel here. For each Passion, they are tailored to reflect the experiences we offer.

Experience-specific value:

Born again

Born again in Estonia's pure natural beauty.

"My nature experience in Estonia makes me feel renewed. The country's clean air and space is an antidote to the modern world. With countless islands, ancient forests and rare wildlife all around, I can lose myself and my cares in just a few hours. I can find myself changing and valuing simple things as my mind, body and spirit tunes in to the timeless ways of nature."

Shared values:

Tuned in

"With nature all around me wherever I go, it's so easy to immerse myself in a simpler way of life and rediscover a meaningful connection with Mother Earth."

Let loose

"With such a low population, forests covering half the country, and 2,222 islands to explore, there is so much untouched countryside and wilderness to lose myself in."

Wide-eyed

"The diversity and mystery of Estonia's natural environment offer an abundance of unique and unusual experiences that never cease to excite and surprise me."

Experiences with Nature — Strategy and Story

Experience Voice



Experience Voice

When describing the nature experiences on offer in Estonia, our tone of voice flexes to match the expectations and emotions of Natural Nomads, as well being inspired by the characteristics of the natural landscape.

Modest vocabulary

To evoke the purity of the country's natural environment and the simple way of living it offers travellers, we avoid long, sophisticated words where short, plain ones would do.

Positive change

To illustrate how Estonia's natural experiences can bring about a new sense of self in visitors, we talk about awakenings and altered states.

Shared Voice

Our strategy enables Estonia to own the language of time. From the centuries gone by, to the seasons of the year, the seconds of the day or the extra hours of a summer night, the concept of time can also translate culturally — through a musical beat or the rhythm of a song.

The language of time

To emphasise the idea that Estonia allows travellers to enjoy their passions at their own pace, we are liberal in our use of words, idioms and symbolism associated with time.

The power of understatement

To reflect the Estonians' understated character, we are reserved in our descriptions, avoiding hyperbole, superlatives and all other unnecessary adjectives and adverbs.

The release of creative freedom

To honour Estonia's independent and progressive spirit, we free ourselves from formal writing rules. A paragraph could be one line. A sentence could be a list. A headline could be one word.



Experiences with Nature — Strategy and Story

Experience Manifesto

Experience Manifesto

Our Manifesto has been written to capture the emotional power of the natural experiences Estonia can offer to our target market. It's a welcome note to our audience, designed to captivate Natural Nomads — persuading them that visiting Estonia will provide them with all the time they need to gain a deeper connection to our landscapes.

The Manifesto also provides clear guidance on our tone of voice and acts as a springboard for campaign development and creative headlines.

Estonia is a country where natural wonders are never more than minutes away. Travellers can catch a few precious hours of reflection or lose all sense of time on a journey that lasts a lifetime.

Voyages around our 2,222 islands are measured by the ebb and flow of tides. The virgin forests that cover over half our country seem to have their own time zone. Our morning alarm call is a symphony of birdsong. Our bears and wolves hark back to primal days. Taking a deep breath in some of the cleanest air in the world will wipe away years of cares. And our summer sunsets go on forever.

But the wonder you'll feel most is for the change that slowly happens within. Your mind clears, your soul stirs, and your heart begins to beat to the rhythm of nature.

Visit Estonia. It's about time.

Headline style



Headline style

Our headline style reflects the principles of our tone of voice. Inspired by the characteristics of the natural landscape, they use a modest vocabulary and evoke positive change. In addition, the headlines make use of our core principles in writing; the language of time, the power of understatement and the release of creative freedom.



Why it works:

This headline plays on the principles of time to celebrate the long summer nights on offer to travellers in Estonia — something which will be a new and unique experience to many travellers. As a result, their memories will go on forever.



Headline style



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Why it works:

This headline celebrates the surprise that many visitors experience, when they realise how close nature is to any point in the nation. The emotive headline can be supported with facts about our percentage of forest cover, number of islands and proximity to bogs.

The use of the word 'heartbeat' to evoke a sense of passing time maximises emotional impact.



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Why it works:

Estonia's bog landscape is a time capsule — preserving ancient history and pre-historic nature for today's traveller. This headline provokes the reader to become a time traveller and experience these lost landscapes in a bog shoeing or swimming experience.



Headline style



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- ✓ **Why it works:** The fifth season is a unique traveller experience for those visiting Estonia — perfectly reflecting the nation's ability to flex time. This headline encourages people to experience the country out of the traditional summer months, and is also a way of introducing the vast bounty of wildlife on offer for visitors.



Headline style



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Why it works:

Here, the language of time is expressed through the beat of birdsong. This headline speaks directly to those looking for a slow adventure travel experience — whether that's biking, kayaking, canoeing, using SUP or exploring Estonia's wild landscapes on foot. Your only company will be the song from thousands of migrating birds.



Headline style



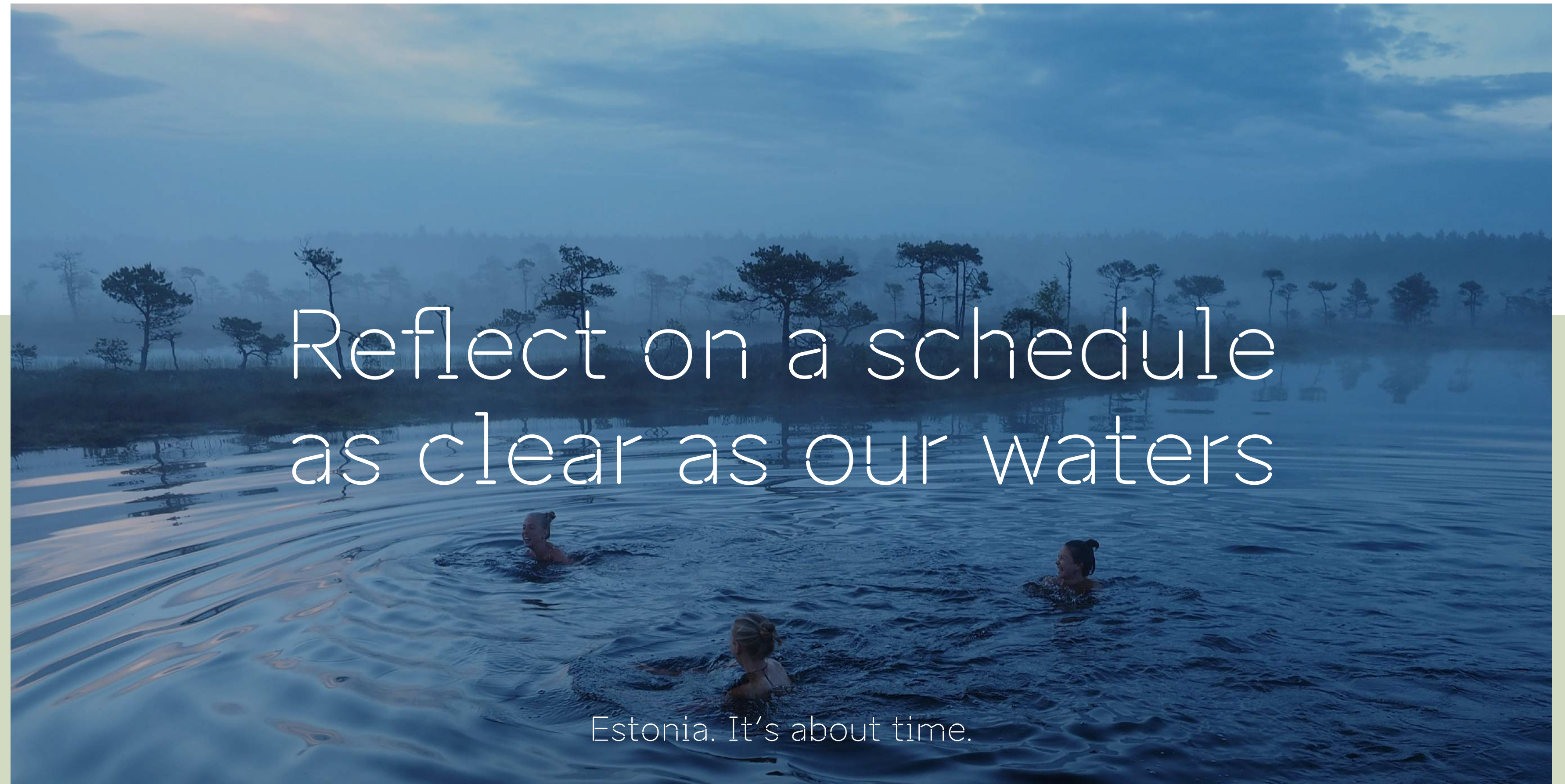
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Why it works:

This headline plays speaks to Natural Nomads with busy schedules, encouraging them to visit a place where the natural clarity of the water will enable them to reconnect with Mother Earth and themselves.



Reflect on a schedule
as clear as our waters

Estonia. It's about time.

Headline style



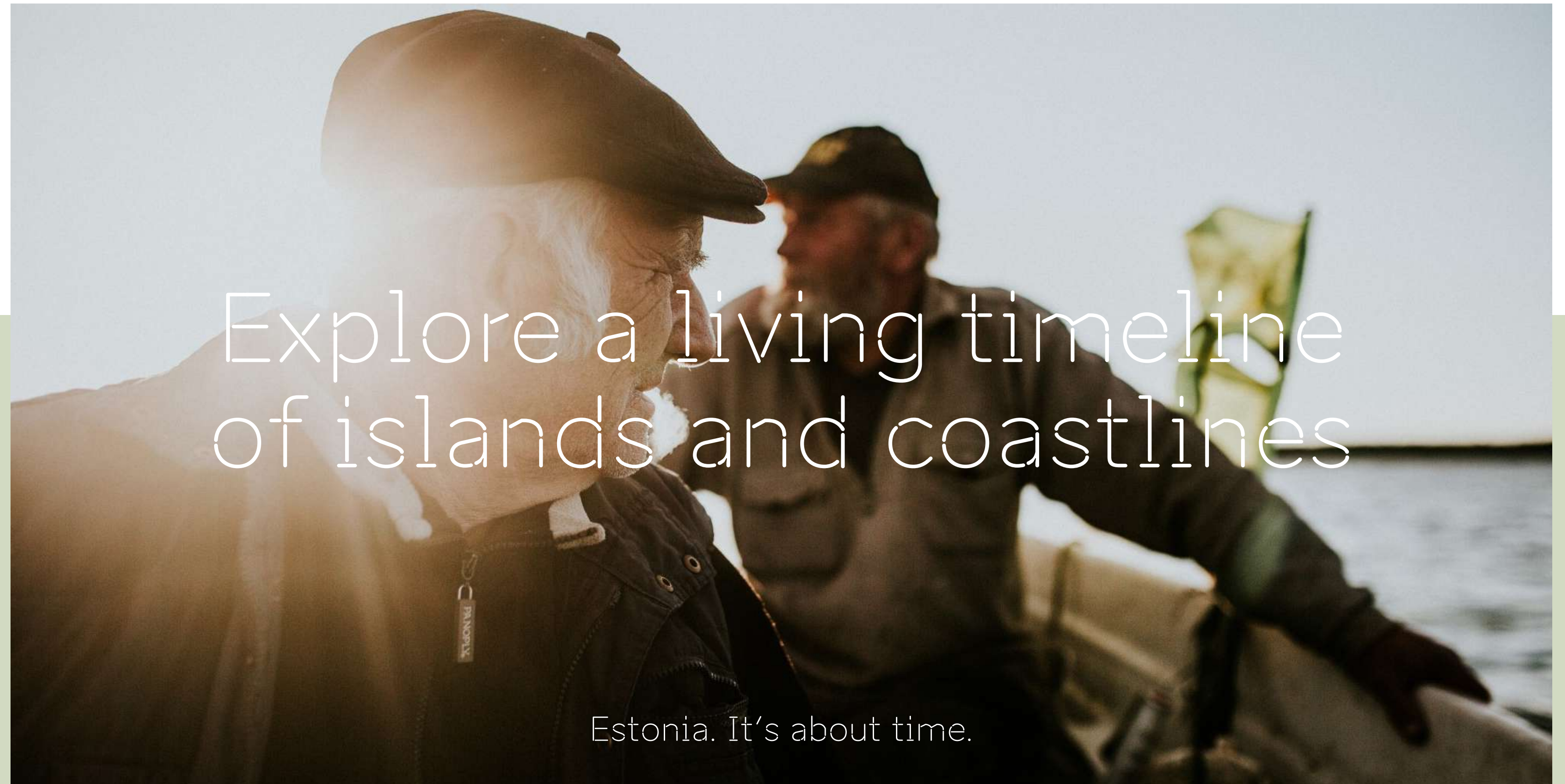
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Why it works:

Natural Nomads seek real, rural life experiences. This headline reflects the living history of Estonia's island communities and encourages the reader to start exploring.



Headline style



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Why it works:

The tradition of a morning hotel alarm call is challenged through this headline, aimed at those looking to awaken their senses and reconnect with nature through its landscapes and wildlife.





Part Four

04

Experiences with Culture Strategy and Story

Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the culture-based experiences offered to the Culture Scouts. It addresses our target market, the category, our point of difference and the payoff for people who choose to experience all that Estonia's culture has to offer.

Estonia is the authentic choice for the Culture Scout. It's for those wanting to experience culture at their own pace and those who want to experience a deeper connection with the history, traditions and local life they discover.

Because in Estonia, no matter your schedule, you'll have all the time in the world; Manor houses and micro-breweries lie moments apart. Past and future collide down a single city street. Everything moves slowly, except for the WiFi.

Thanks to our compact size and effortless accessibility, Estonia tailors its time to the traveller, meaning you can better connect to our nation's roots – and your own.

Experiences with Culture — Strategy and Story

Essence and Promise



Brand Essence

Our Brand Essence is a distillation of our brand positioning, with the potential to be used as an overarching strapline for Visit Estonia. It's designed to work on two levels; Firstly, it reflects the fact that Estonia provides travellers with all the time they need to experience our nation — whether they're here for two days or two weeks. Secondly, it acknowledges Estonia's position as Europe's best kept secret and provides a call to action to our audiences — it's about time they experienced Estonia.

It's about time

Experience Promise

Our Experience Promise sums up the value someone should expect every time they're part of a culture experience. It defines the type of experiences we offer — providing a feeling or sense of attitude. The more we can deliver on our promise, the stronger our brand becomes in the eyes of our audience.

Through our **compact size** and **effortless accessibility**, we commit to **enabling Culture Scouts to make the most of their time** when **discovering our local life**. This promise ensures we deliver experiences that provide a **deeper connection** to our people and our places.

Experience Values



Experience Values

These values are unique to experiences connected with culture. They should be used as a benchmark for measuring the experiences we are promoting, in conjunction with the shared values of the Visit Estonia brand.

The experience-specific value is unique to culture, while the brand values unite — and influence — each of the Passions that sit within the Visit Estonia parent brand, coming to life in the moments and memories our customers take when they travel here. For each Passion, they are tailored to reflect the experiences we offer.

Experience-specific value:

Fired up

Fired up by Estonian culture.

“My culture experience in Estonia makes me feel alive. This cool Baltic nation is warm-spirited and full of life — even its history. I’m inspired by the people’s inherent progressive spark and how they look to the future. It’s a place of unexpected twists that keep my mind open and my heart thumping.”

Shared values:

Tuned in

“Estonia’s culture is alive and vivid, drawing me in at every turn. I engage in authentic experiences as I walk city streets. I get a sense of the people from a song.”

Let loose

“Culture is everywhere I go — in an artisan workshop, in a relic of the past, in a conversation. There’s so much to discover, I can leave the tourist trail far behind.”

Wide-eyed

“I knew nothing about Estonian culture, so everything I see, do and learn is a revelation. From its unique history to its revolutionary technology, it’s all new.”

Experience Voice



Experience Voice

When describing the culture experiences on offer in Estonia, our tone of voice flexes to match the expectations and emotions of Culture Scouts, as well being inspired by the characteristics of local life.

Active verbs

We use imperative verbs at the start of sentences to put the reader in the driving seat. Look beyond the obvious... Dive down an alleyway... Climb the hill... Imagine the possibilities...

Staccato rhythms

We use a series of short, sharp sentences to generate energy and surprise. The scene has changed in a blink. You stop and gaze. It's all new.

Shared Voice

Our strategy enables Estonia to own the language of time. From the centuries gone by, to the seasons of the year, the seconds of the day or the extra hours of a summer night, the concept of time can also translate culturally — through a musical beat or the rhythm of a song.

The language of time

To emphasise the idea that Estonia allows travellers to enjoy their passions at their own pace, we are liberal in our use of words, idioms and symbolism associated with time.

The power of understatement

To reflect the Estonians' understated character, we are reserved in our descriptions, avoiding hyperbole, superlatives and all other unnecessary adjectives and adverbs.

The release of creative freedom

To honour Estonia's independent and progressive spirit, we free ourselves from formal writing rules. A paragraph could be one line. A sentence could be a list. A headline could be one word.



Experiences with Culture — Strategy and Story

Experience Manifesto

Experience Manifesto

Our Manifesto has been written to capture the emotional power of the cultural experiences Estonia can offer to our target market. It's a welcome note to our audience, designed to captivate Culture Scouts — persuading them that visiting Estonia will provide them with all the time they need to gain a deeper connection to our local life.

The Manifesto also provides clear guidance on our tone of voice and acts as a springboard for campaign development and creative headlines.

Estonia is a nation built by centuries of change and influence. It's Baltic meets Nordic. It's Europe meets the East. It's medieval architecture and future technology. The timelessness is its uniqueness. From a high-speed weekend to a week-long adventure, even the most seasoned culture seekers will discover something unexpected.

Hear the echoes of bygone eras resonate through iconic Soviet buildings. Sense the never-ending pulse of progress in Telliskivi Creative City. Move to the tempo of the nation, through stirring song and dance. Witness the years that led to independence come alive through Tallinn's urban artists. Discover social influencers that are centuries old. Find everything moves slowly, except for the WiFi.

Each street and each meeting gives you moments that last a lifetime. Every minute brings you new inspiration.

Visit Estonia. It's about time.

Headline style



Headline style

Our headline style reflects the principles of our tone of voice. Inspired by the characteristics of local life and culture, they use active verbs and a staccato rhythm. In addition, the headlines make use of our core principles in writing; the language of time, the power of understatement and the release of creative freedom.

- ✓ **Why it works:** This headline celebrates Estonia's position as a small nation, packed with historical culture. It can be used to introduce many aspects of Estonian life — particularly in a place like Tallinn, where UNESCO heritage sites sit beside progressive urban districts like Telliskivi Creative City.



Headline style



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- ✓ **Why it works:** This headline plays on Estonia's ability to fuse old and new in such a small area. Time travel is seen as something from the future — reflecting Estonia's progressive spirit, but this is juxtaposed with its history. The headline can be used to celebrate a nation where tomorrow's tech giants and a digital society are hidden inside 13th century buildings.



Headline style



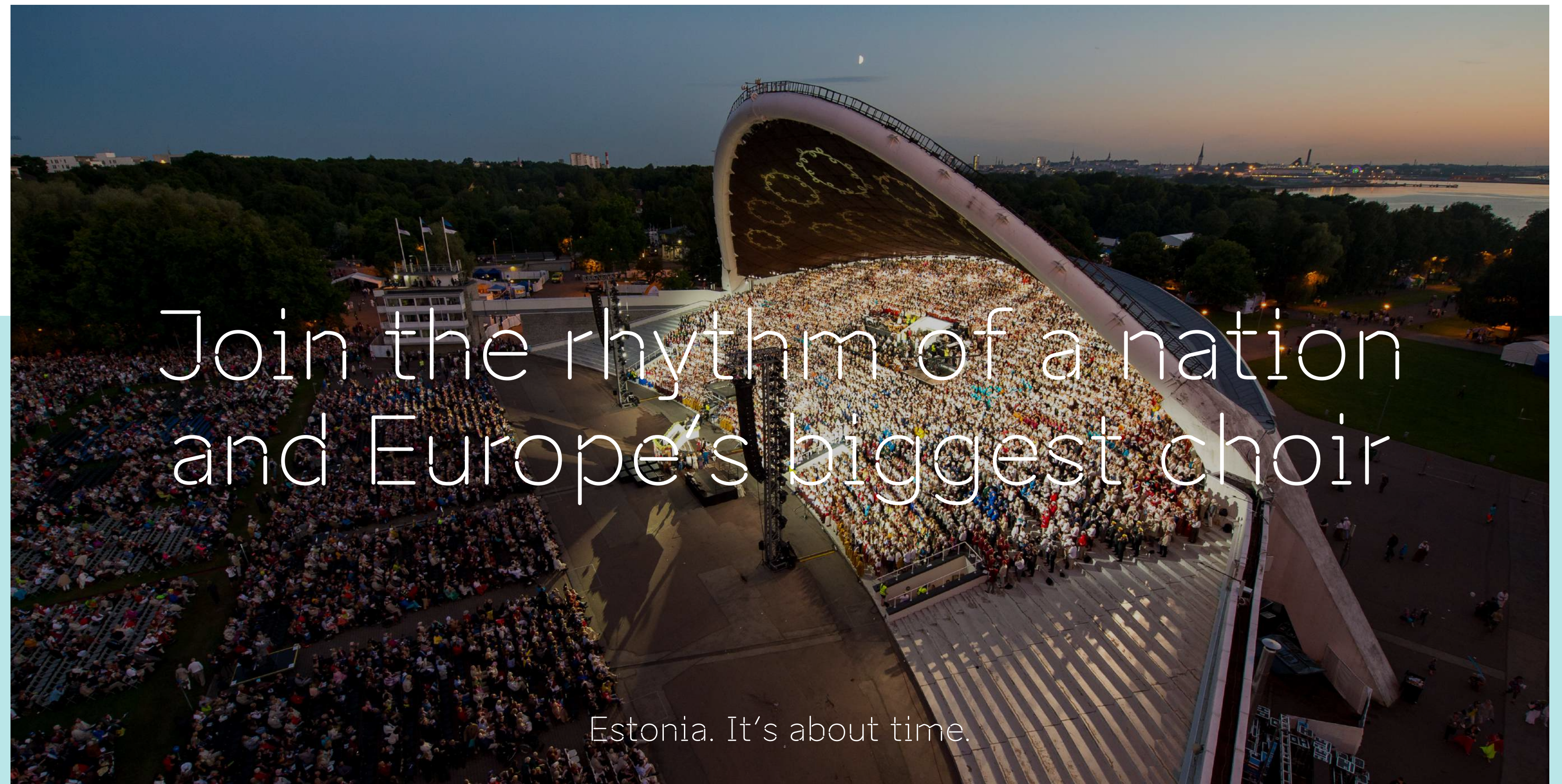
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Why it works:

This headline can be used to celebrate Estonia's connection with song and dance. From the singing revolution to the world-famous song festival, it encourages travellers to experience a nation through its beat.



Headline style



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Why it works:

Culture Scouts seek to uncover real life experiences when they travel. In Estonia, this doesn't always mean a fast-paced culture fix, so this playful headline speaks to those seeking a slower pace of travel. It juxtaposes this with Estonia's progressive, digital society — encouraging travellers to explore somewhere unexpected.



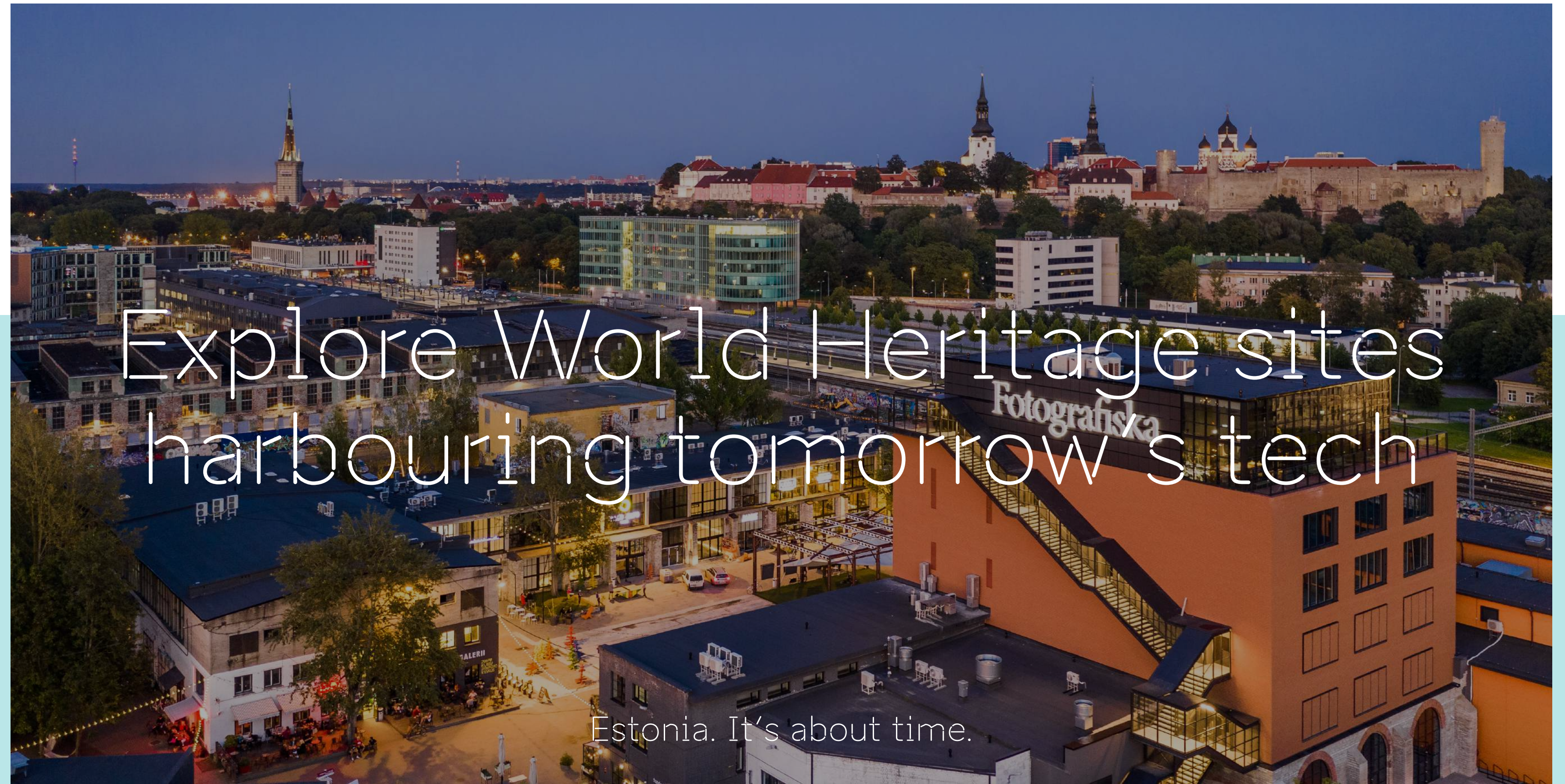
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- ✓ **Why it works:** Sauna culture is one of the defining aspects of Estonian life. This headline celebrates Estonia's timeless love for the sauna, in a nation that is today known for its digital society and tech start-up scene. By fusing these elements together, the message transcends time completely. The sauna is the place to catch up with friends, hear the latest gossip and discuss news and events.



Headline style



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Why it works:

Estonia's cities resemble something from a childhood fairytale. The memories we have of these stories are however, visible today, at every turn and from every viewpoint in some of the best preserved medieval cities in the world.



05

Part Five

Experiences with Food Strategy and Story



Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the food-based experiences offered to the Flavour Seeker. It addresses our target market, the category, our point of difference and the payoff for people who choose to experience all that Estonia's food has to offer.

Estonia is the insatiable choice for the Flavour Seeker. It's for those wanting to experience food at their own pace and those who want to experience a deeper connection with the restaurants, recipes and ingredients they discover.

Because in Estonia, no matter your schedule, you'll have all the time in the world; Centuries of influence slowly simmer together. Foraging for mushrooms means getting lost in the moment. Fine dining can last a day, and fast food comes as fast as it grows.

Thanks to our compact size and effortless accessibility, Estonia tailors its time to the traveller, meaning you can better connect to our food – and your own.

Experiences with Food — Strategy and Story

Essence and Promise



Brand Essence

Our Brand Essence is a distillation of our brand positioning, with the potential to be used as an overarching strapline for Visit Estonia. It's designed to work on two levels; Firstly, it reflects the fact that Estonia provides travellers with all the time they need to experience our nation — whether they're here for two days or two weeks. Secondly, it acknowledges Estonia's position as Europe's best kept secret and provides a call to action to our audiences — it's about time they experienced Estonia.

It's about time

Experience Promise

Our Experience Promise sums up the value someone should expect every time they're part of a food experience. It defines the type of experiences we offer — providing a feeling or sense of attitude. The more we can deliver on our promise, the stronger our brand becomes in the eyes of our audience.

Through our **compact size** and **effortless accessibility**, we commit to **enabling Flavour Seekers** to **make the most of their time** when **discovering our food**. This promise ensures we deliver experiences that provide a **deeper connection** to our people and our places.

Experiences with Food — Strategy and Story

Experience Values



Experience Values

These values are unique to experiences connected with food. They should be used as a benchmark for measuring the experiences we are promoting, in conjunction with the shared values of the Visit Estonia brand.

The experience-specific value is unique to experiences in food, while the shared values unite — and influence — each of the Passions that sit within the Visit Estonia parent brand, coming to life in the moments and memories our customers take when they travel here. For each Passion, they are tailored to reflect the experiences we offer.

Experience-specific value:

Spellbound

Spellbound by Estonian food.

“My food experience in Estonia makes me feel endlessly enchanted by all there is to taste and learn. The inspiring innovation and diverse influences give me an insatiable appetite to dig deeper and discover the magic behind each mouthful: the provenance of ingredients, the nuances of recipes, the subtleties of flavours, the passion of chefs, and the diversity of the country’s cuisine.”

Shared values:

Tuned in

“The diversity and inventiveness of Estonian food make me want to unpeel its many layers. I want to forage in forests, pick the brains of chefs and practice and perfect the recipes.”

Let loose

“Estonia is a food lover’s treasure trove. Whether I’m foraging or fine dining, I find different influences and innovations. It’s a gastronomic scene I could happily explore forever.”

Wide-eyed

“I never expected to find such inspiration in Estonia’s food, like the extraordinary flavours and mix of styles or the way organic farming is a fact of life not a fad of today. ”

Experiences with Food — Strategy and Story

Experience Voice



Experience Voice

When describing the food experiences on offer in Estonia, our tone of voice flexes to match the expectations and emotions of Flavour Seekers, as well being inspired by the characteristics of our cuisine.

Evocative sensations

We use verbs and pertinent adjectives to describe how we discover food through our senses. Taste: sip, lip, savour. Scent: aroma, bouquet, piney. Sight: gaze, glow, rosy. Touch: unctuous, warm, icy. Sound: pop, sizzle, tinkle.

Intimate details

We highlight as many small, unique facts and anecdotes as possible, to emphasise the close relationship between food lovers and the food they encounter on their journey of discovery.

Shared Voice

Our strategy enables Estonia to own the language of time. From the centuries gone by, to the seasons of the year, the seconds of the day or the extra hours of a summer night, the concept of time can also translate culturally — through a musical beat or the rhythm of a song.

The language of time

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The release of creative freedom

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Experiences with Food — Strategy and Story

Experience Manifesto



Experience Manifesto

Our Manifesto has been written to capture the emotional power of the food experiences Estonia can offer to our target market. It's a welcome note to our audience, designed to captivate Flavour Seekers — persuading them that visiting Estonia will provide them with all the time they need to gain a deeper connection to our cuisine and the stories behind it.

The Manifesto also provides clear guidance on our tone of voice and acts as a springboard for campaign development and creative headlines.

Estonia slowly simmers with culinary styles and stories. Gastro travellers are enchanted by the unexpected mix of generations-old traditions and up-to-the-minute innovations. Here, fine dining can last a day and fast food comes as fast as it grows. It's this complexity that compels visitors to take quality time to sip, savour and seek knowledge behind the scenes.

Steaming black rye bread served hot from the oven can evoke 7,000 years of history. A leisurely eleven-course Nordic menu can take a half a day to devour. Hours can slip away while scouring the forest floor for the yellow caps of chanterelle mushrooms. A secret restaurant reached only by river is an experience worth waiting for.

Time after time, our culinary culture will inspire obsession in food lovers. When it comes to following your passion, there is no clock-watching.

Visit Estonia. It's about time.

Headline style



Headline style

Our headline style reflects the principles of our tone of voice. Inspired by the characteristics of Estonian cuisine, they include evocative sensations and intimate details. In addition, the headlines make use of our core principles in writing; the language of time, the power of understatement and the release of creative freedom.

- ✓ **Why it works:** For Flavour Seekers, their understanding about the provenance of a meal, as well as their knowledge of chefs, ingredients and producers are as important as the menu itself. This headline is designed to target those who look to savour those stories as much as the food they eat.



Savour the stories as
much as the flavours

Estonia. It's about time.

Headline style



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- ✓ **Why it works:** Emphasising the language of time, this headline and the image pairing speaks to those looking for a fine dining experience with food so delicious, the memories of it last a lifetime.



Headline style



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- ✓ **Why it works:** Using evocative sensations, this headline celebrates the history and tradition that's baked into every loaf of the country's black bread. It speaks to those who seek to understand the history and story behind the food they taste.



Headline style



Headline style

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- ✓ **Why it works:** This headline playfully celebrates Estonia's access to the purest natural ingredients. With Mother Nature providing the larder, fast-food comes as fast as it grows, reinforcing the joy of allowing time for a great meal.



Headline style



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Why it works:

Estonia's food scene is an eclectic fusion of old and new, pioneered by next-generation chefs innovating the restaurant scene, thanks to the influence of new-Nordic dining. This headline reflects the mix of timelines that come together in Estonian cooking — yesterday and tomorrow combining for diners today.



Headline style



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Why it works:

Speaking to the Flavour Seeker on a fast-paced weekend break, this headline can be used to celebrate the unexpected variety of world-class cuisine on offer in cities and a nation of such a compact size. In Estonia, you can experience the flavours of the world in no time at all.



Headline style



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Why it works:

Using the language of sensations and time, this headline speaks to the moment of first tasting a drink in Estonia. From craft beer, to rhubarb wine, to world-class cider, the power and history of each sip seems to make time stand still.



Headline style



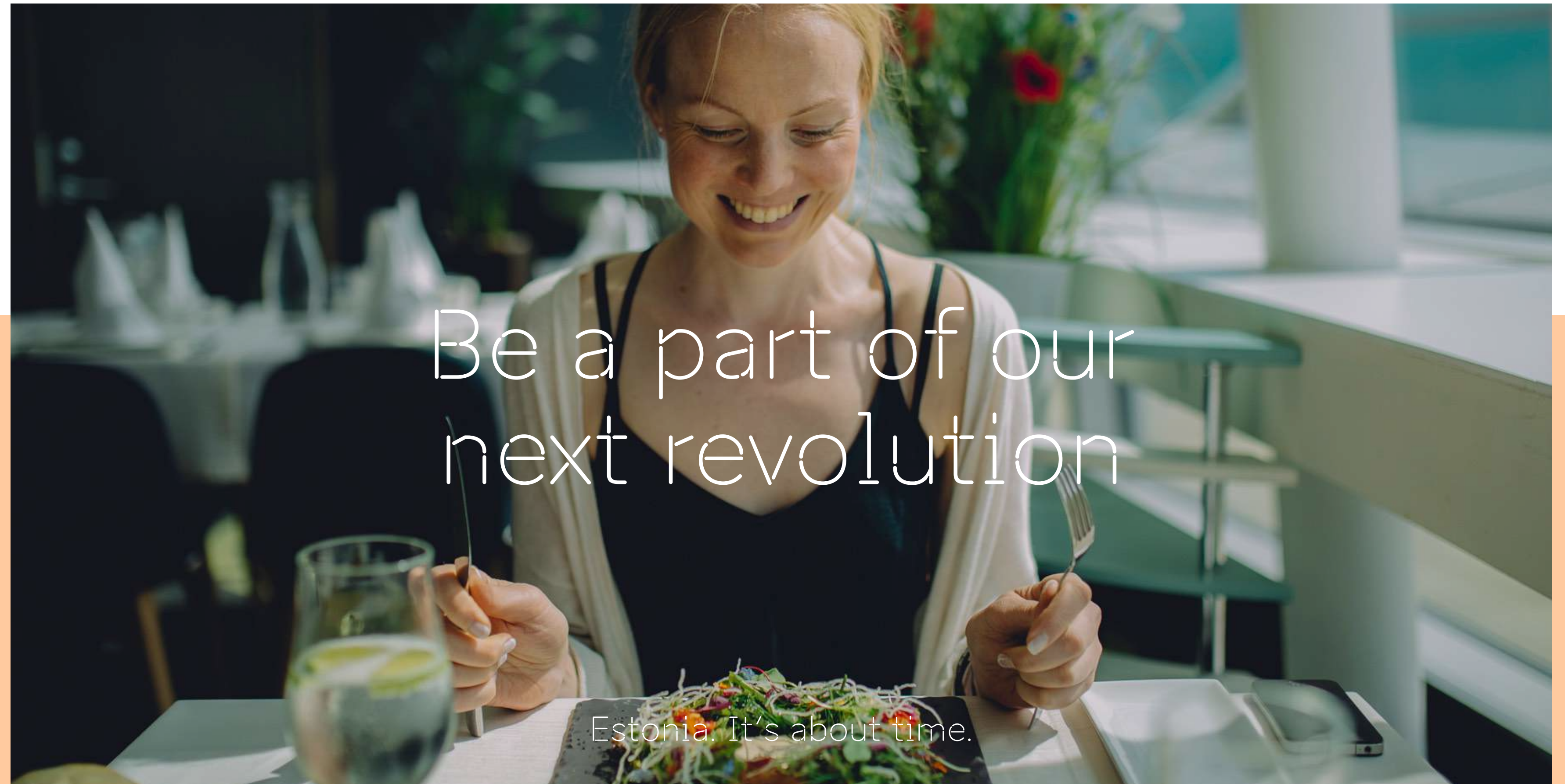
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Why it works:

Estonia has a history of revolutions — spanning centuries and influences. This headline playfully nods to the past, while positioning the nation as a pioneer in the cuisine of the future. It can be used to introduce next-generation chefs and new approaches to flavours. It calls on Flavour Seekers to be part of our next chapter.



Headline style



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Why it works:

Estonia's chefs and its ingredients share a connection — they are some of the freshest in the world, meaning Flavour Seekers can experience clean cuisine and the flavours of the future.



Headline style



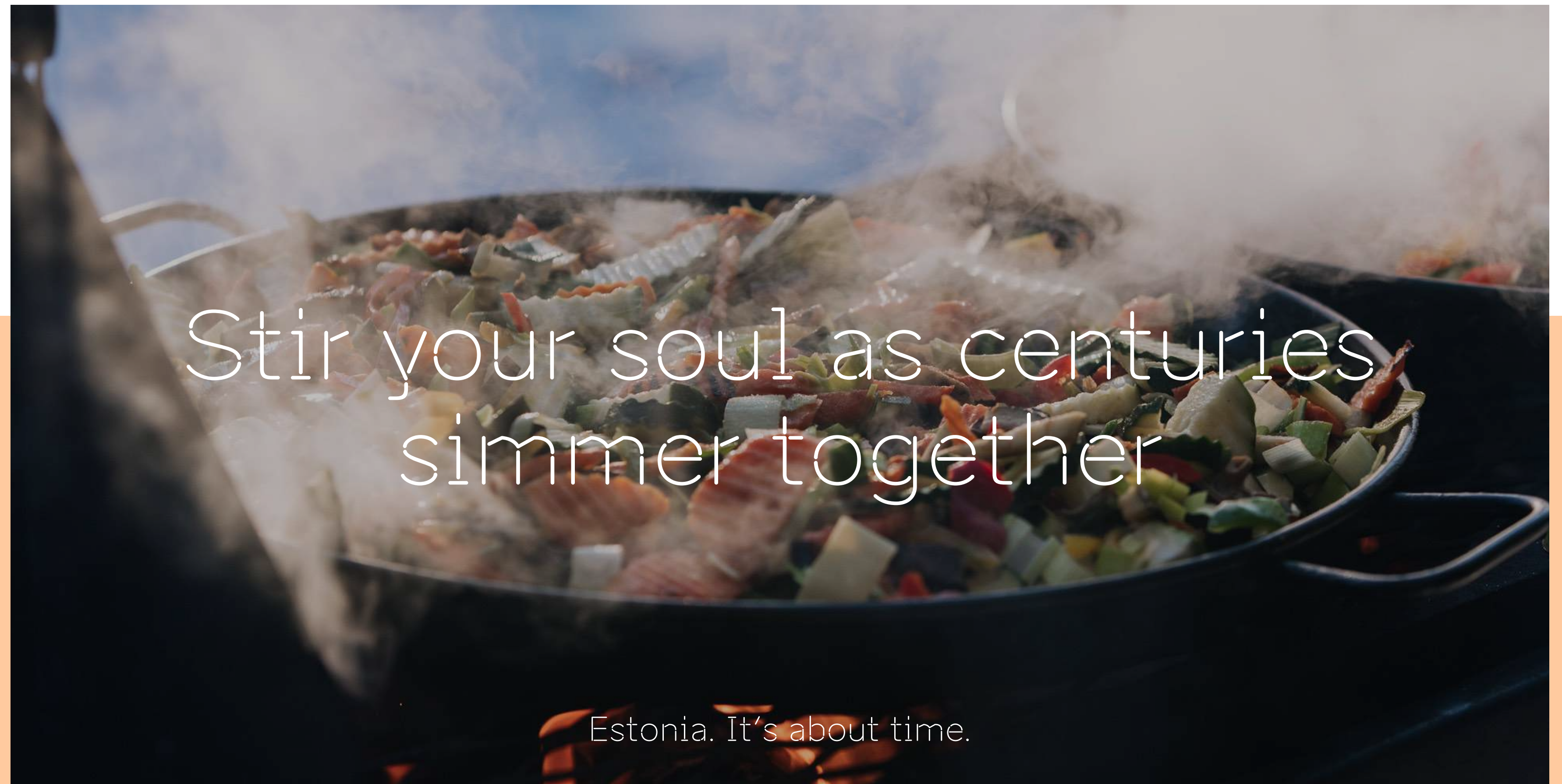
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Why it works:

Estonian cuisine can stir the soul, thanks to the centuries of influences and stories that simmer together in many of the meals that travellers can taste.



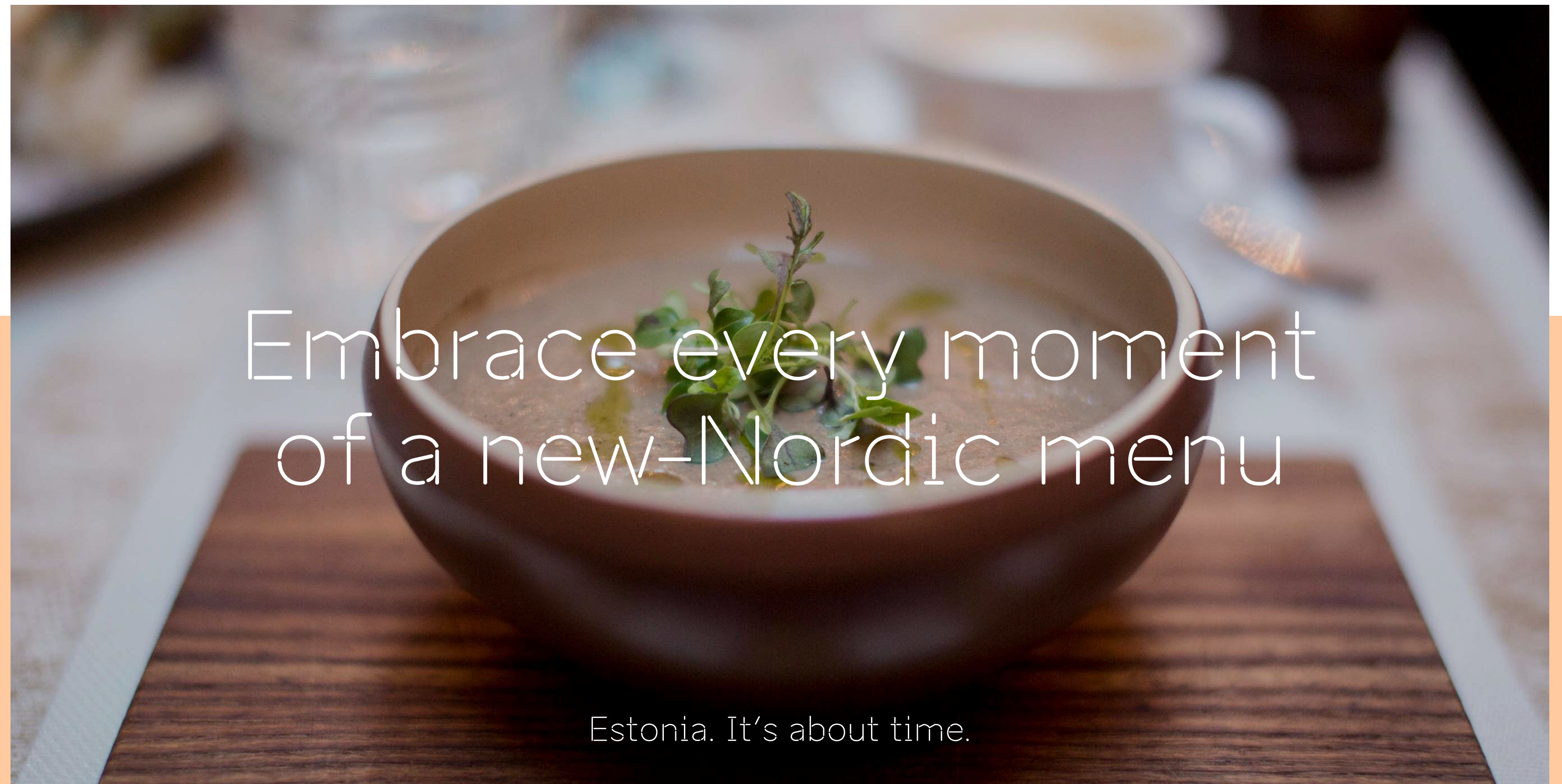
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- ✓ **Why it works:** Using the language of intimacy, through the word 'embrace', this headline speaks of the joy each moment, and each mouthful of new-Nordic cuisine can provide, speaking to those looking for a fine dining experience.



visit
estonia

For more information:

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Ph +372 6279 770
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marketing@visitestonia.com

