

visit
estonia

—
• Experience-led travel

Visit Estonia Brand Strategy and Story

Project purpose

Delivering powerful stories
for promoting Estonia's
travel experiences

Moving from
Destination

Moving to
Experience





Visit Estonia

All things Estonian

People across the globe



Visit Estonia

All things Estonian

People across the globe

Tallinn

Soomaa

Tartu

Lahemaa

Pärnu

Matsalu



Visit Estonia

Nature

Culture

Food

Nature lovers

Culture lovers

Food lovers



Visit Estonia

Nature

Culture

Food

Nature lovers

Culture lovers

Food lovers

Relaxing in a smoke sauna

Joining the world's biggest choir

Tasting a nation

Canoeing in the fifth season

Seeing a city as a canvas

Foraging for your dinner

Listening to wolves howl

Kiiking back and relaxing

Learning from culinary masters

A global shift from
Volume-based

A global shift to
Value-based

Inputs

Research + Workshops
+ Brief + Development

Outputs

Visit Estonia document
3x Passion-led documents
Online resources

Bear in mind

Presenting the highlights
Native English language

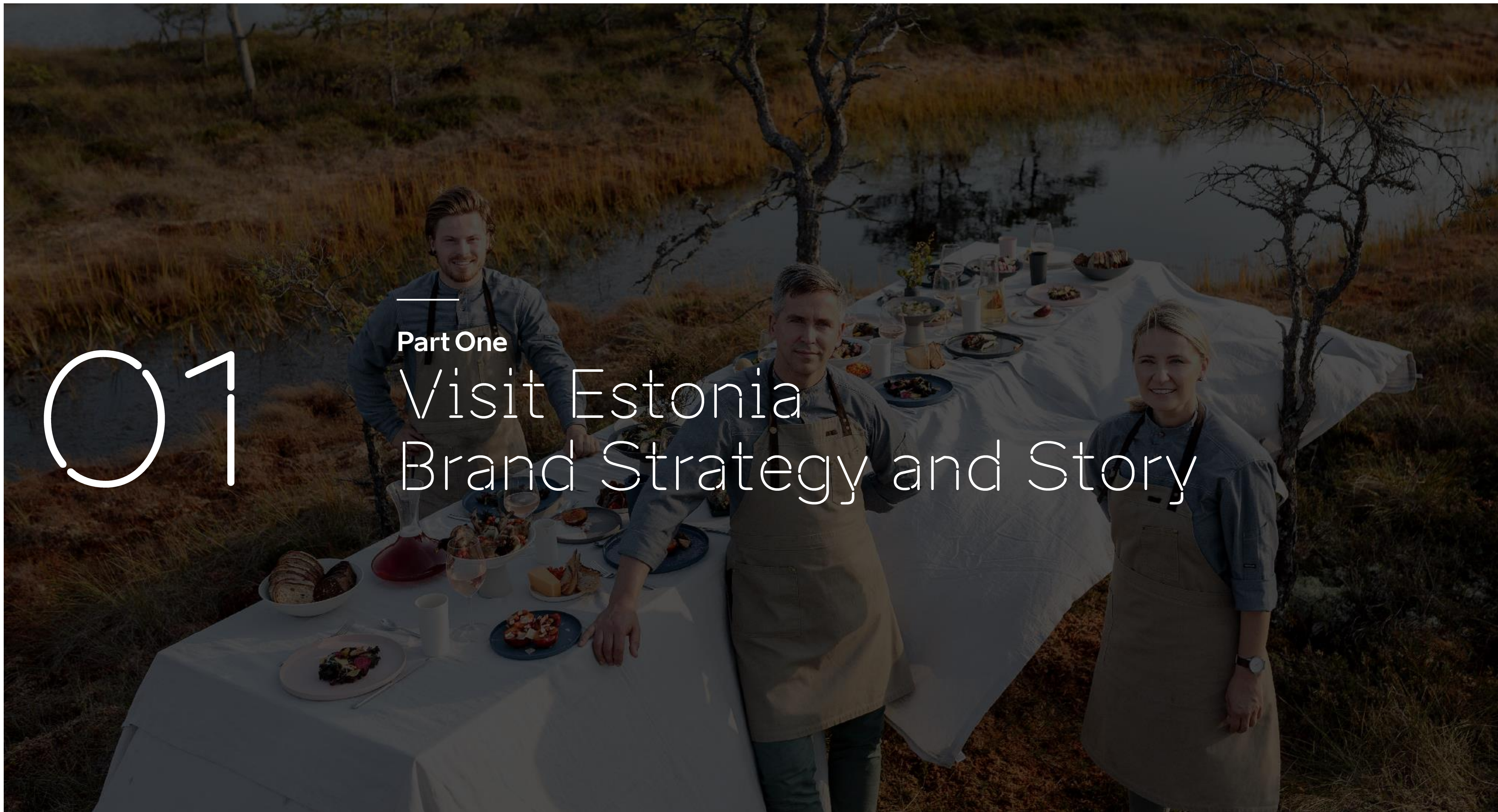
Remember

This is the start of the journey, not the end.
It's aspirational, it's ambitious and it sets
the foundations for the coming years.

01

Part One

Visit Estonia Brand Strategy and Story



Visit Estonia — Brand Strategy and Story

Brand Purpose

Brand Purpose

Our Brand Purpose explains why we exist. It runs deeper than our ambition to promote and market Estonia to the world and ensures we enable our audience to make the most of their precious time.

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.

Visit Estonia — Brand Strategy and Story

Brand Essence

Brand Essence

Our Brand Essence distils our strategy into a few short words, capturing Estonia's spellbinding ability to flex its space and time, so it's tailored to the traveller.

It's about time

Brand Positioning

Brand Positioning

Our Brand Positioning is a brief description of the overall experience offered by Visit Estonia, across nature, culture and food-led experiences. It speaks to Natural Nomads, Culture Scouts and Flavour Seekers.



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.

Visit Estonia — Brand Strategy and Story

Brand Values

Brand Values

Our values sit at the heart of how we build experiences for our audiences. They are shared by — and influence — each of the experiences we promote — whether it's nature, culture or food.

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

Visit Estonia — Brand Strategy and Story

Brand Voice

Brand Voice

From the centuries gone by, to the seasons of the year, or the seconds of the day to the extra hours of a summer night, we celebrate the language of time when talking about our travel experiences.

We're also understated in the way we speak — a reflection of the Estonian national character. This is balanced by a free approach to writing, varying sentence length and structure.

The language
of time

The power of
understatement

The release of
creative freedom

Brand Manifesto



Visit Estonia — Brand Strategy and Story

Brand Manifesto

Brand Manifesto

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.



02

Part Two

Experiences with Nature Strategy and Story



Experiences with Nature — Strategy and Story

Audience



Natural Nomads

We talk about Estonia's nature-based travel experiences to an audience of Natural Nomads. With busy lives, they favour slow, immersive journeys through wild places and in search of health, wellbeing and themselves. They value authenticity, purity, time and space.

Experiences with Nature — Strategy and Story

Brand Essence



Brand Essence

Our Brand Essence distils our strategy into a few short words, capturing Estonia's spellbinding ability to flex its space and time, so it's tailored to the traveller.

It's about time

Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Natural Nomad. It highlights proof points that show how Estonian nature enables travellers to make the most of their precious time when travelling.

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

Experience Values



Experience Values

Alongside our brand values of tuned in, let loose and wide-eyed, which are shared by each experience, we also have a unique value specific to nature — all nature experiences should make the Natural Nomad feel born again.

Born again

Born again in Estonia's pure natural beauty

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

Nature Manifesto

A serene sunset scene over a calm body of water. The sun is low on the horizon, creating a bright, golden glow that reflects on the water's surface. Several sailboats are visible: a large white sailboat with a yellow hull is in the foreground on the right, and a smaller boat is in the middle ground. The sky is a soft mix of orange and blue.

Discover summer sunsets
that last a lifetime

Estonia. It's about time.



Realise nature is only
ever a heartbeat away

Estonia. It's about time.



Uncover forgotten landscapes from a lost age

Estonia. It's about time.

Find with so much
to see, there's an
extra season to see it

Estonia. It's about time.



Move by pedal or paddle
to the beat of the birdsong

Estonia. It's about time.

A serene landscape of a lake at dusk. The sky is a deep blue with soft, wispy clouds. The water is calm, reflecting the sky and the silhouettes of trees on the distant shore. In the foreground, three people are swimming in the water, their heads and shoulders visible above the surface. The overall mood is peaceful and contemplative.

Reflect on a schedule
as clear as our waters

Estonia. It's about time.

A photograph of two men on a boat. The man in the foreground is older, with a white beard and a dark cap, looking down. The man in the background is younger, with a beard and a dark cap, looking towards the right. They are on a boat, with a yellow flag visible in the background. The scene is set at sunset, with a warm, golden light. The text "Explore a living timeline of islands and coastlines" is overlaid in white, sans-serif font.

Explore a living timeline
of islands and coastlines

Estonia. It's about time.



Awaken where the alarm call
is a symphony of wildlife

Estonia. It's about time.



Part Three

03

Experiences with Culture Strategy and Story

Audience



Culture Scouts

We talk about Estonia's culture-based travel experiences to an audience of Culture Scouts. From a nation's art, architecture, music and dance, to the hidden history, traditions and customs that permeate everyday life, they're inspired by locals and life's unexpected moments.

Experiences with Culture — Strategy and Story

Brand Essence



Brand Essence

Our Brand Essence distils our strategy into a few short words, capturing Estonia's spellbinding ability to flex its space and time, so it's tailored to the traveller.

It's about time

Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Culture Scout. It highlights proof points that show how Estonian culture enables travellers to make the most of their precious time when travelling.

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, can better connect to our nation's roots – and your own.

Experiences with Culture — Strategy and Story

Experience Values



Experience Values

Alongside our brand values of tuned in, let loose and wide-eyed, which are shared by each experience, we also have a unique value specific to culture — all culture experiences should make the Culture Scout feel fired up.

Fired up

Fired up by Estonian culture

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

Culture Manifesto



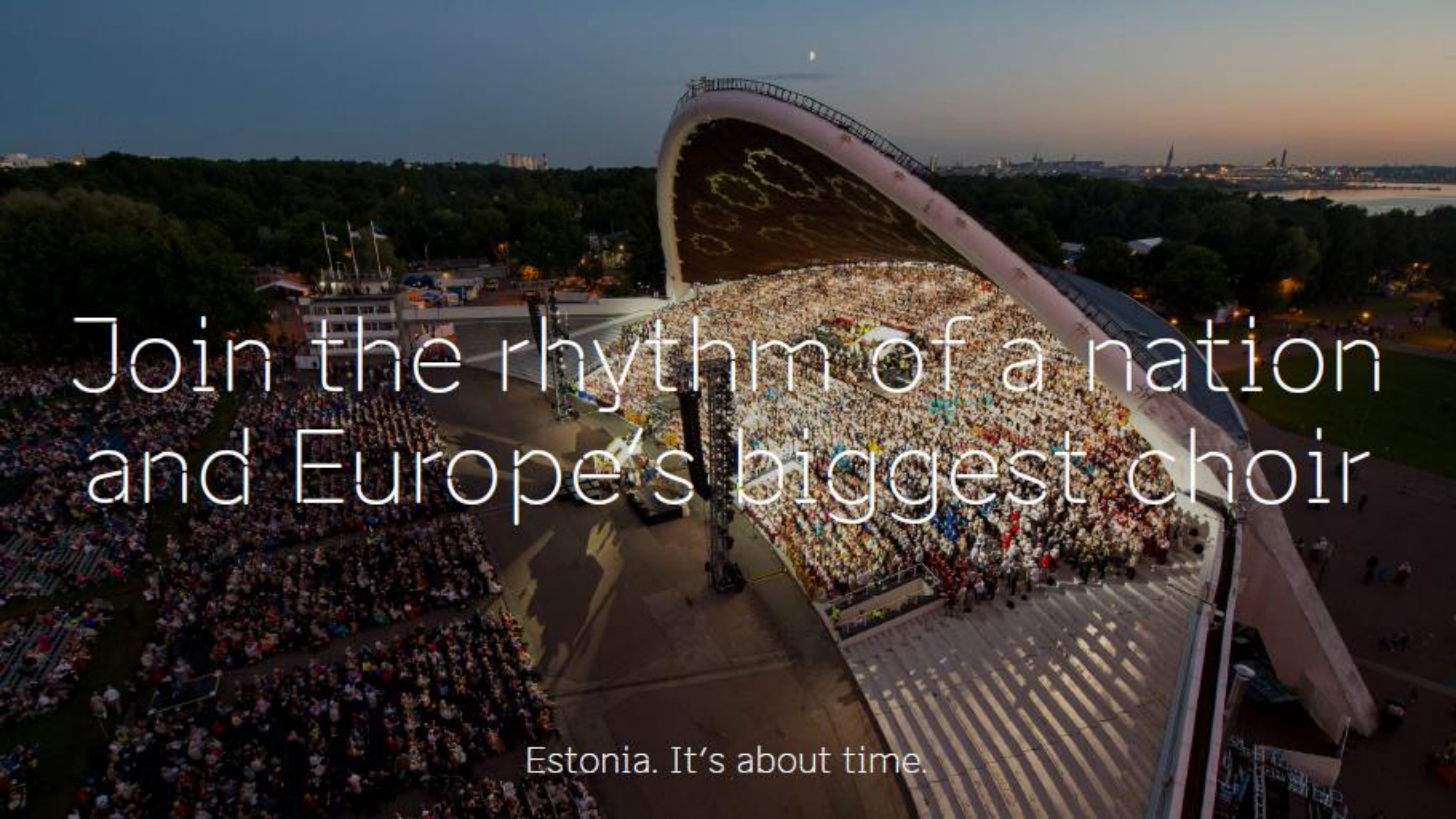
Walk history
in a heartbeat

Estonia. It's about time.

A photograph of a narrow, cobblestone street in a medieval town. On the left, a stone wall with a wooden door and window frame is visible. On the right, a light-colored building with a clock and outdoor seating is shown. People are walking and sitting in the street. The text "Discover time travel down medieval streets" is overlaid in white.

Discover time travel
down medieval streets

Estonia. It's about time.



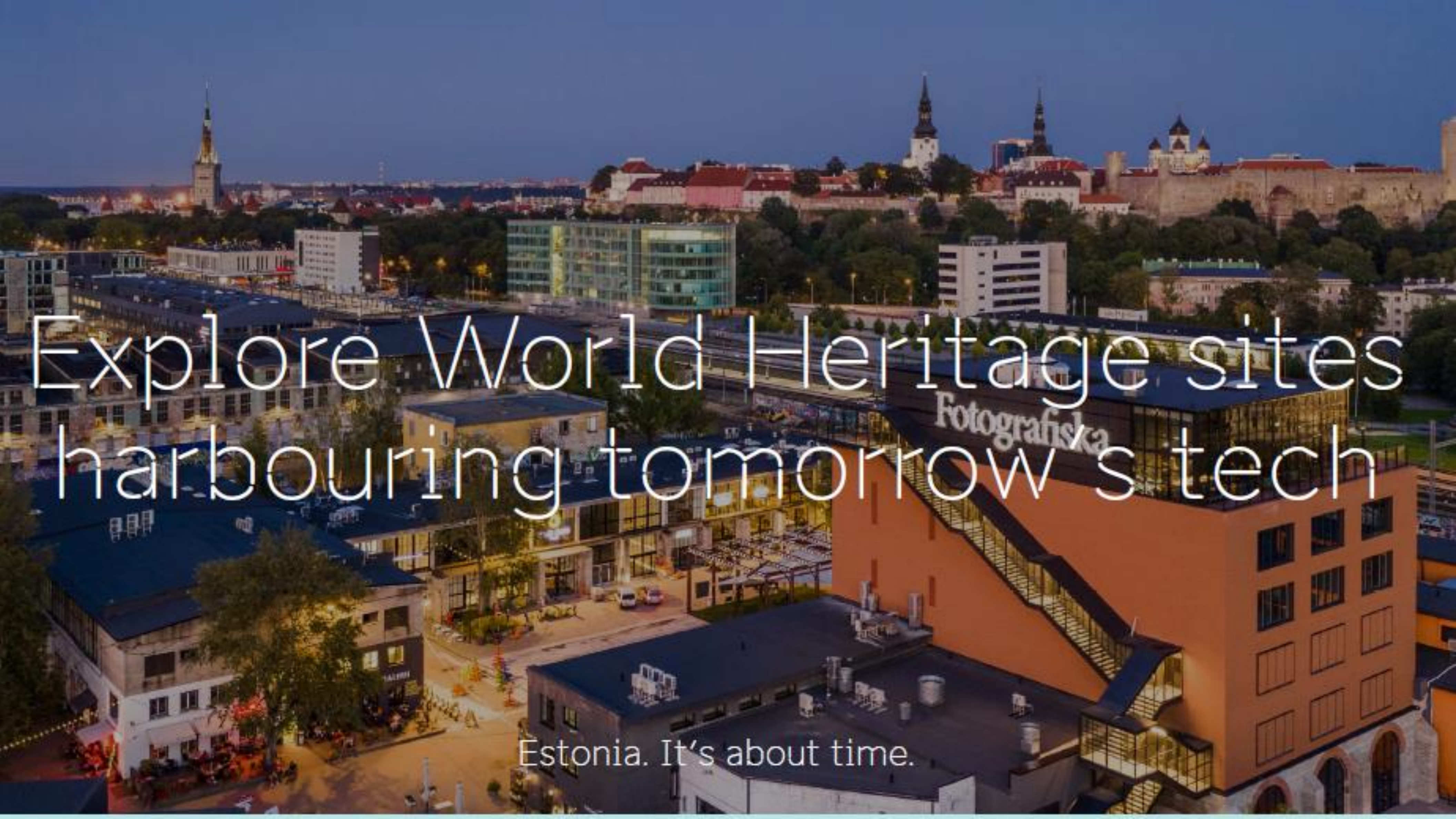
Join the rhythm of a nation
and Europe's biggest choir

Estonia. It's about time.

A fisherman with a beard and a cap is in a small boat on the water, pulling a net full of fish. The scene is captured in a cinematic style with a blue color grade. The text "Find everything moves slowly, except for the WiFi" is overlaid in white.

Find everything moves slowly,
except for the WiFi

Estonia. It's about time.



Explore World Heritage sites
harbouring tomorrow's tech

Estonia. It's about time.



Embrace sauna culture.
The original social network.

Estonia. It's about time.

An aerial photograph of Tallinn, Estonia, taken at dusk. The city's historic architecture is prominent, featuring numerous red-tiled roofs and several tall, white stone towers. The most prominent tower in the foreground is a large, circular stone tower with a red-tiled roof. In the background, the city extends to the water's edge, with the sea visible under a twilight sky. The overall scene is a mix of old and new, with modern buildings interspersed among the historic structures.

Realise fairytale cities
are anything but fiction

Estonia. It's about time.

04

Part Four

Experiences with Food Strategy and Story



Experiences with Food — Strategy and Story

Audience



Flavour Seekers

We talk about Estonia's food-based travel experiences to an audience of Flavour Seekers. 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.

Experiences with Food — Strategy and Story

Brand Essence



Brand Essence

Our Brand Essence distils our strategy into a few short words, capturing Estonia's spellbinding ability to flex its space and time, so it's tailored to the traveller.

It's about time

Experiences with Food — Strategy and Story

Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Flavour Seeker. It highlights proof points that show how Estonian cuisine enables travellers to make the most of their precious time when travelling.

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

Experience Values



Experience Values

Alongside our brand values of tuned in, let loose and wide-eyed, which are shared by each experience, we also have a unique value specific to food — all food experiences should make the Flavour Seeker feel spellbound.

Spellbound

Spellbound Estonian food

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

Food Manifesto



Savour the stories as
much as the flavours

Estonia. It's about time.



Taste a moment that
lasts a lifetime

Estonia. It's about time.



Enjoy aromas that evoke
a 7,000-year history

Estonia. It's about time.

A photograph of two children in a forest. In the foreground, a child wearing a grey sweater and a blue and white striped beanie is crouching, holding a large, shallow, round wicker basket and reaching for something on the ground. In the background, another child with blonde hair, wearing a purple sweater and green rubber boots, is standing next to a tree trunk. The forest floor is covered in low-lying green plants and moss. The background is filled with tall, thin trees, and sunlight filters through the canopy, creating a warm, dappled light effect.

Dine where fast food
comes as fast as it grows

Estonia. It's about time.



Watch next-generation chefs
reimagine old traditions

Estonia. It's about time.

A close-up photograph of a hand wearing a black leather watch dipping a piece of dark, textured seaweed into a bowl of ramen. The hand is positioned in the upper center of the frame. Several other bowls of ramen are visible in the background and foreground, all featuring a dark broth, green herbs, and a soft-boiled egg. The text "Taste the world in a weekend" is overlaid in white, sans-serif font across the middle of the image.

Taste the world
in a weekend

Estonia. It's about time.



Sense time standing still
with each and every sip

Estonia. It's about time.

A woman with blonde hair, smiling and looking down at a plate of salad. She is holding a knife and a fork. The setting is a modern, brightly lit restaurant or cafe with large windows and indoor plants in the background. The text "Be a part of our next revolution" is overlaid in white, sans-serif font across the center of the image.

Be a part of our
next revolution

Estonia. It's about time.

A chef in a dark kitchen, smiling and plating food. The chef is wearing a dark shirt and a grey apron. He is looking down at a plate of food he is holding. The kitchen is dimly lit, with warm light from pendant lamps hanging over the counter. Various kitchen items like metal cups and bowls are visible on the counter.

Discover chefs as fresh
as the ingredients

Estonia. It's about time.



Stir your soul as centuries
simmer together

Estonia. It's about time.

A close-up, shallow depth-of-field photograph of a dark brown ceramic bowl filled with a light-colored, creamy soup. A small sprig of fresh green herbs, possibly dill or fennel, is garnishing the center of the soup. The bowl sits on a dark wooden surface. In the blurred background, a white plate with a fork and a glass are visible, suggesting a dining setting.

Embrace every moment
of a new-Nordic menu

Estonia. It's about time.

For more information:

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