

visit
estonia

Experience-led travel

Visit Estonia Brand Strategy and Story

Visit Estonia — Brand Strategy and Story

Introduction

Experience a new dawn in Estonia

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 speak about the remarkable and responsible travel experiences our international visitors can encounter.

It's time to change the way we promote Estonia to the world. Whereas once we celebrated our destinations, today we're working to hero the world-leading **experiences** our visitors can encounter. Experiences that are **remarkable**, **memorable** and above all, **sustainable**.

This document explains how to **curate** and **communicate** these experiences in a way that's **unique to our nation** and **essential for our planet**.

Contents

Our strategic DNA

This document is designed to summarise the brand strategy and storytelling approach for promoting responsible, remarkable travel experiences in Estonia. The document is split into eight parts and defines our approach to marketing and communications.

Your guide to curating and communicating responsible, remarkable travel experiences.

1.0	PART ONE Curating Travel Experiences	PAGE 04–11	2.0	PART TWO Communicating Travel Experiences	PAGE 12–114
	Defining and assessing sustainable, viable travel experiences		2.1	Visit Estonia Our Audience	
			2.2	Visit Estonia Brand Strategy and Story	
			2.3	Sustainable Experiences Brand Strategy and Story	
			2.4	Nature Experiences Brand Strategy and Story	
			2.5	Culture Experiences Brand Strategy and Story	
			2.6	Food Experiences Brand Strategy and Story	
			2.7	Bringing it all together Best practice examples	



Part One

Curating Travel Experiences

Visit Estonia — Brand Strategy and Story

Curating Travel Experiences

A sustainable-first mindset

The travel industry accounts for around 10% of all carbon emissions globally — and the side effects of tourism, such as over-tourism and the loss of cultural heritage, are having significant impact on nations and neighbourhoods around the world. That's why when it comes to welcoming international audiences to experience Estonia, we have a duty to mitigate industry impact. So we now put sustainability first when selecting experiences to promote to the world. This section outlines how we do that, and the more criteria an experience meets, the more likely it is to be promoted.

We have a responsibility to promote travel experiences that **actively seek to limit their impact** on our **people** and our **planet**.

We know the industry can't change overnight, but we also understand that **time is running out**. That's why we've developed a set of criteria to **help curate** the travel experiences we will promote to international markets into the future. A criteria that assesses 🌍 **sustainability** and ♻️ **viability**.

Visit Estonia — Brand Strategy and Story

Curating Travel Experiences

Defining sustainable travel experiences

Our ambition is for all travel experiences promoted by Visit Estonia will one day be classified as sustainable. To enable this to happen, we have developed a definition and assessment criteria for selecting the experiences we will promote.

Sustainability is about both ensuring the future of our life support systems and our communities. Both needed to be considered when developing travel experiences

Defining **sustainable** travel experiences

Travel experiences that
actively seek to limit their
impact on our planet and
our people.





Assessing sustainable travel experiences

Once a potential experience has been sourced, it is measured against the assessment criteria outlined across the following pages.

The criteria is a set of 10 principles, against which each experience must be graded as a Pass or Fail. Long term, our ambition is for all experiences to meet all 10 principles and the more criteria an experience meets, the more likely it is to be promoted.

- ① Protecting nature
- ② Preserving culture
- ③ Locally sourced
- ④ Leave only footprints
- ⑤ Travel responsibly
- ⑥ Off-peak and off-season
- ⑦ Measurable and accountable
- ⑧ Skills and knowledge sharing
- ⑨ Showcase innovation and creativity
- ⑩ Adding value

Visit Estonia — Brand Strategy and Story

Curating Travel Experiences



Assessing **sustainable** travel experiences

① Protecting nature

Experiences that support environmental protection and the conservation, restoration and regeneration of natural habitats, landscapes and resources for generations to come.

Eg. Rewilding natural wetlands or wildlife conservation holiday

② Preserving culture

Experiences that protect and promote the cultural heritage, traditions and values of the local area, fostering inter-cultural understanding and tolerance between tourists and locals.

Eg. Baking bread in a traditional watermill or learning Seto lacework techniques

③ Locally sourced

Experiences that employ local staff, use local products and contribute to the local economy by supporting smaller, independent brands, guides and accommodation.

Eg. A creative city tour meeting independent makers and creators

④ Leave only footprints

Experiences that do not impact the environment or local biodiversity by protecting habitats, minimising pollution and utilising sustainable waste and water management practices.

Eg. Cranberry foraging hike or guided snowshoeing trail

⑤ Travel responsibly

Experiences that provide slower, people-powered modes of transport, or lower impact methods such as train and boat to deliver high emotional impact and low environmental impact.

Eg. Bog shoeing through a national park or a smart bike city tour



Assessing sustainable travel experiences

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- ⑩ Adding value

Visit Estonia — Brand Strategy and Story

Curating Travel Experiences



Assessing **sustainable** travel experiences

- ⑥ Off-grid and off-season

Experiences that draw visitors away from the typical tourist trail or traditional summer season, limiting the impact of crowds on the environment and better distributing local economic benefits.

Eg. Kick-sledging through a national park or canoeing off-grid and off-season
- ⑦ Measurable and accountable

Experiences that operate with a measurable approach to sustainable accountability, providing transparent impact assessments or achieving globally accredited certifications.

Eg. Tasting menu at a zero waste restaurant or stay in eco-labelled accommodation
- ⑧ Skills and knowledge sharing

Experiences that provide visitors with new skills or knowledge and a deeper understanding of Estonian cultures, ecologies and communities, delivered by passionate, local experts.

Eg. Island culture workshop or learning to build a traditional boat
- ⑨ Showcase innovation and creativity

Experiences that promote sustainable ideas, practices, technologies and processes with innovative and creative methods that go beyond the industry standard.

Eg. Paper craft workshop or tour of Estonian National Museum
- ⑩ Adding value

Experiences that go beyond the preservation of local environments and communities and give back to them economically, environmentally or educationally.

Eg. Creating tonic water from old pine trees or a forest restoration experience

Visit Estonia — Brand Strategy and Story

Curating Travel Experiences

Defining viable travel experiences

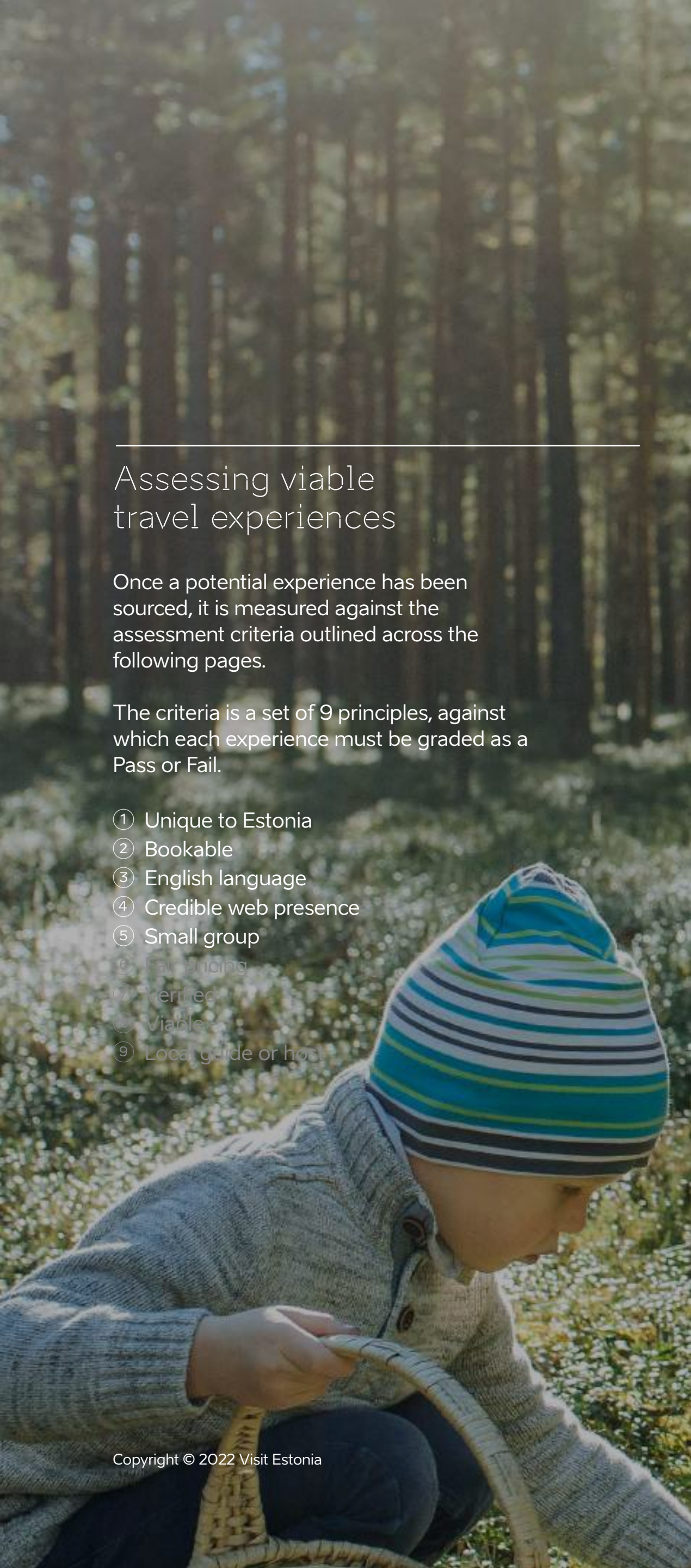
As we move from promoting destinations to experiences, we need to ensure that the experiences we market are underpinned by principles that ensure their viability, and deliver a remarkable and memorable time for travellers.

To enable this to happen, we have developed a definition and assessment criteria for ensuring viability, which must underpin our sustainable-first mindset.

Defining **viable** travel experiences

Travel experiences that
provide unique and
immersive connections
to our people and places.





Assessing viable travel experiences

Once a potential experience has been sourced, it is measured against the assessment criteria outlined across the following pages.

The criteria is a set of 9 principles, against which each experience must be graded as a Pass or Fail.

- ① Unique to Estonia
- ② Bookable
- ③ English language
- ④ Credible web presence
- ⑤ Small group
- ⑥ Fair pricing
- ⑦ Certified
- ⑧ Viable
- ⑨ Local guide or host

Visit Estonia — Brand Strategy and Story

Curating Travel Experiences



Assessing **viable** travel experiences

① Unique to Estonia

To ensure an **emphasis on local life and learning**, the experience **must always have a localised element to it**, ensuring it cannot be replicated in any other country. This enables visitors to hear stories that can't be told elsewhere, while engaging with communities they can't easily find by themselves.

② Bookable

The experience is bookable, either in person, via phone or website and an exchange of payment for services must be possible.

③ English language

This strategy is designed for communicating to international markets, therefore the experience **can be led in the English language**, ensuring the broadest range of our long-haul target audience is accommodated.

④ Credible web presence

The experience is well **represented online with a web presence** that is professionally crafted, easy to navigate and visually appealing. This ensures an appropriate level of credibility and quality in the customer journey, so as not to damage the Visit Estonia brand by association. As part of the online presence, **a detailed, descriptive narrative, alongside high-quality photography, is mandatory**. Video content is preferable although not essential.

⑤ Small group

To guarantee an intimate experience and to ensure the safety and wellbeing of the visitors, the number of participants for the experience is limited. Where a tour size is specified, **no more than 20 people should be present, excluding hosts and/or guides**. The exceptions to this are for accommodation experiences, the Estonian National Museum and tasting-menu food experiences where the visit forms the experience itself and is therefore non-grouped.



Selecting Travel Experiences:

Assessing viable travel experiences

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- ⑤ Small group
- ⑥ Fair pricing
- ⑦ Verified
- ⑧ Viable
- ⑨ Local guide or host

Travel Experience Principles



Assessing **viable** travel experiences

⑥ Fair pricing

The experience is fairly priced. Travel experiences speak to individuals with specific passions and our audiences are willing to pay a more for that. In addition, pay-what-you-want and free experiences are excluded from the criteria as they do not bring sustainable local investment into an area.

⑦ Verified

The experience itself, or the experience/booking provider is verifiable through one or more of the following:

- Multiple positive customer reviews
- A star rating of over 4.5 / 5 or similar
- A positive review from a trusted media outlet
- Verified by Visit Estonia

Ultimately, **the experience must be checked and signed-off by Visit Estonia**, to ensure quality control standards are maintained.

⑧ Viable

The experience itself, or the experience/booking provider adheres to the following operating standards:

- Follows industry guidelines for **safety protocols**
- Is fully insured **in line with the legal requirements** of the nation
- **Guarantees a quality of service** for the fees paid

⑨ Local guide or host

The experience is **led by a local guide or host, passionate about the experience itself** and capable of sharing personal stories, while encouraging people to get to know each other. This is essential to protect local livelihoods and to ensure that the experience is true to local life, guided or hosted by someone with a love for their subject. **Self-guided experiences are therefore excluded.** The exceptions to this are for accommodation experiences, the Estonian National Museum and tasting-menu food experiences where the visit forms the experience.



Part Two

Communicating Travel Experiences

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 sustainability, 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 fuses Nordic and Baltic. A place that connects Europe with the East and Estonia to the world. 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.

A person with a black backpack is seen from behind, looking towards a historic stone building with two prominent towers featuring conical red roofs. The scene is set in a city street with other people and outdoor cafe seating visible in the background.

2.1

— 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 travel experiences rooted in sustainability, 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 four key 'Passions' — Sustainability, Nature, Culture and Food. Each passion has a slightly different audience with varying motivations and characteristics.

Sustainability is unique in its flexibility, operating as a standalone passion, with a specific target audience of Responsible Explorers, but its principles also run through Nature, Culture and Food, as we seek to ensure all travel experiences promoted by Visit Estonia are one day 100% sustainable.

The following pages outline these audience profiles in more detail.



Visit Estonia— Our Audience

Responsible Explorers



Overview

The Responsible Explorer is the audience for our sustainable experiences that align with the sustainable travel experience principles outlined in this document. The following pages outline their characteristics, motivations and relevant industry trends to aid marketing to this group of travellers.

Responsible Explorers are conscious of their impact on the planet and the people they encounter. They make more sustainable choices without sacrificing comfort or enjoyment — even if it means paying a premium. They seek immersion, escapism and education, meaning slower travel and an eagerness to explore the offbeat and be guided off-the-beaten path — often off-season. They enjoy making connections, learning about new cultures and giving back — to communities and to nature.



Visit Estonia — Our Audience

Responsible Explorers

Characteristics

Responsible Explorers are driven by off-the-beaten path travel. Typically higher earners from urban areas, they have busy lives and want to escape them with authentic, educational and life-affirming travel experiences that carefully connect them to nature and culture. But beyond that, their altruism means they want to know their travels are just as fulfilling for the people and places they encounter. Their choices are based on their personal values and influenced by ethics on human and environmental rights as well as sustaining communities. They value the small and slow, the natural and local, the independent and authentic, the honest and accountable. And they’re willing to pay more to experience it.

Motivations

Our audience is motivated by their personal values as well as a deep desire to protect the planet and its people. It means they seek to limit their impact as they travel — favouring organic food and choosing to go slowly, carefully, sustainably and comfortably. But being responsible doesn’t mean boring. They crave the remarkable — and want to be inspired by new thinking, new ideas, new cultures, new environments and new adventures.

Consciously consuming

Limiting their impact on the local ecology and community.

Consuming consciously, from organic food to products from small, local, independent brands.

Slower pace to lesser known places

Reducing their carbon footprint through slower travel.

Travelling off the beaten path and off season.

Learning

Learning new skills and subsequent knowledge sharing.

Discovering new Innovations, ideas and creativity.

Local life

Engaging with authentic local culture.

Visit Estonia — Our Audience

Responsible Explorers



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 Responsible Explorers are outlined opposite.

Changing attitudes

"Attitudes towards climate change are changing, with 55% agreeing that the travel industry should operate in a greener way than it did before the pandemic."

— ABTA travel in 2022 report

A valuable market

"60% of travellers have been looking to lighten their carbon loads (and social impact) - even at the expense of their wallets."

— Euronews.travel 2021

Community and climate

"There is increasing demand for immersive experiences. These include skills workshops conducted by local craftspeople, taking part in local events and activities and even volunteering on environmental projects and community enhancement schemes"

— ETC Research, 2021

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, limiting their impact as much as they can and 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

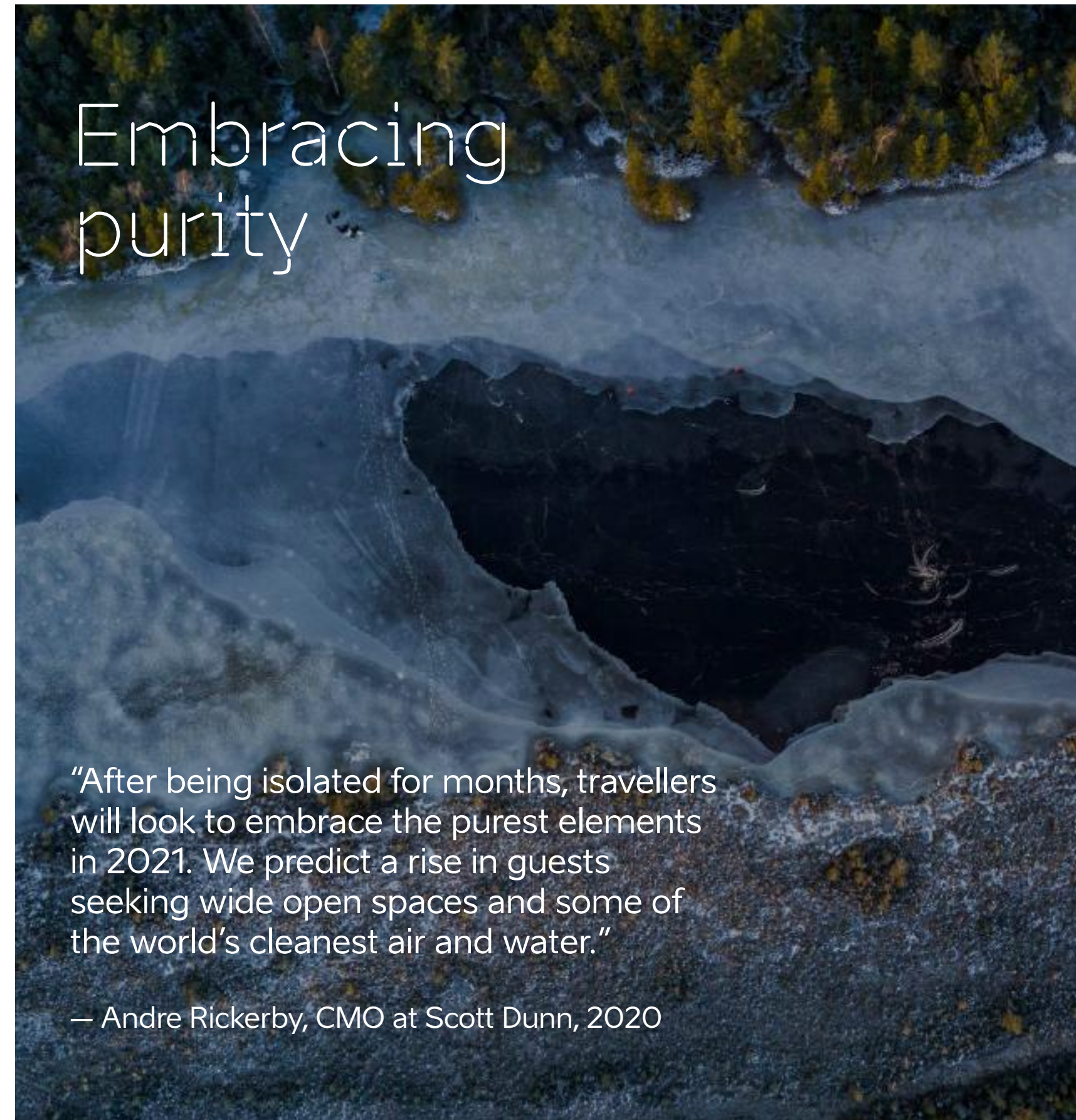
They wish to mindfully enjoy every moment of their day. This often means a change in mode of transport. By train, bike and on foot creates a more immersive experience.

Natural Nomads



Trends

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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 and giving back to communities 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

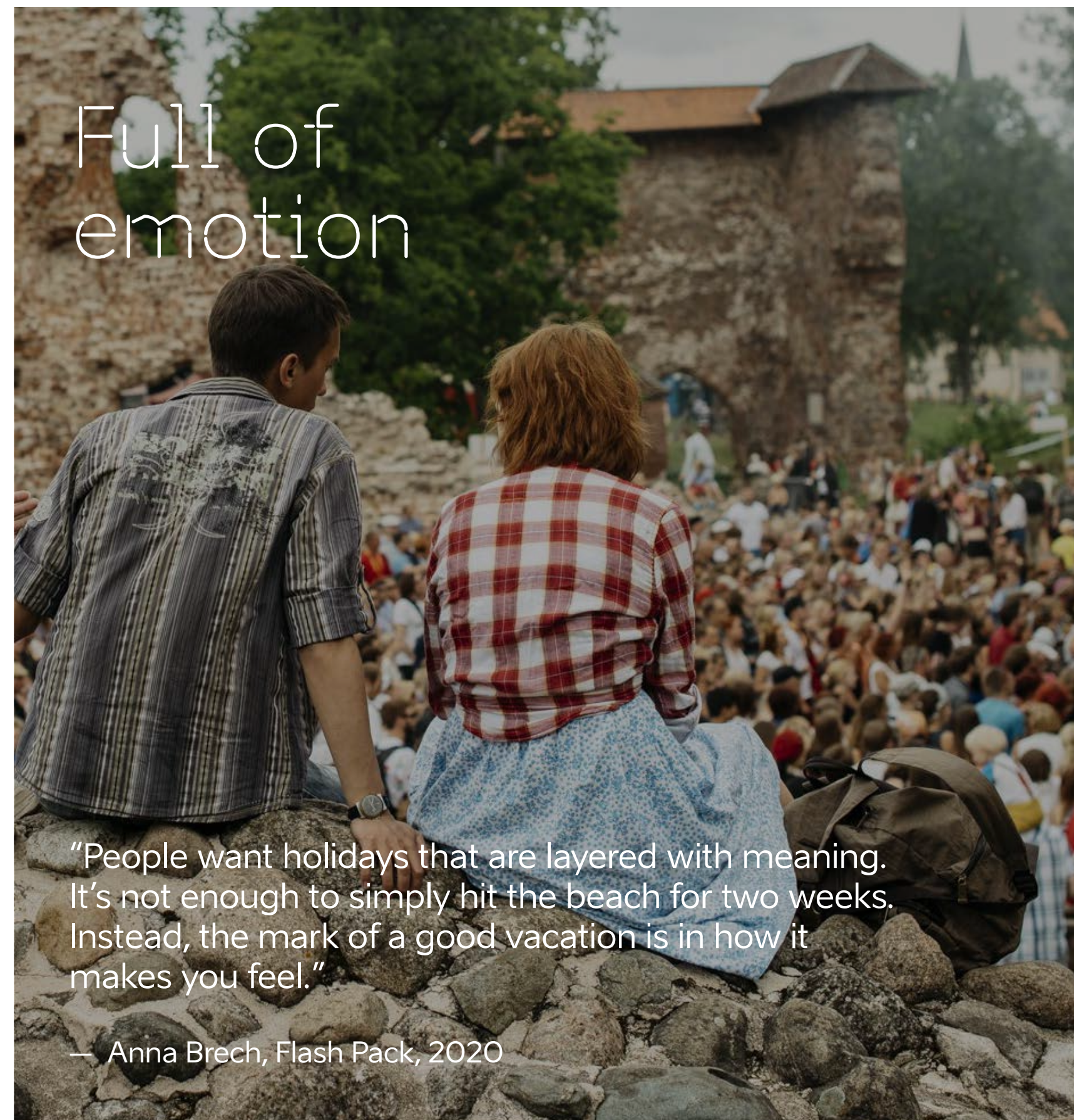
From medieval churches to Modernism, a diversity of architecture and design, travellers search for buildings, art or design-related activities.

Culture Scouts



Trends

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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 organic tastes 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 and knowing that it is responsibly produced as it is about enjoying the meal. For them, 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 organic 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.

Responsibly sourced

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



Trends

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A gateway to other experiences

“Culinary travellers, more so than leisure travellers, are interested in participating in an array of touristic activities, beyond food and drink. They seem to make the most of their trips by visiting cultural attractions, shopping, taking tours and attending events and performances. Culinary travellers also tend to “spend 24% more per day than other leisure travellers”

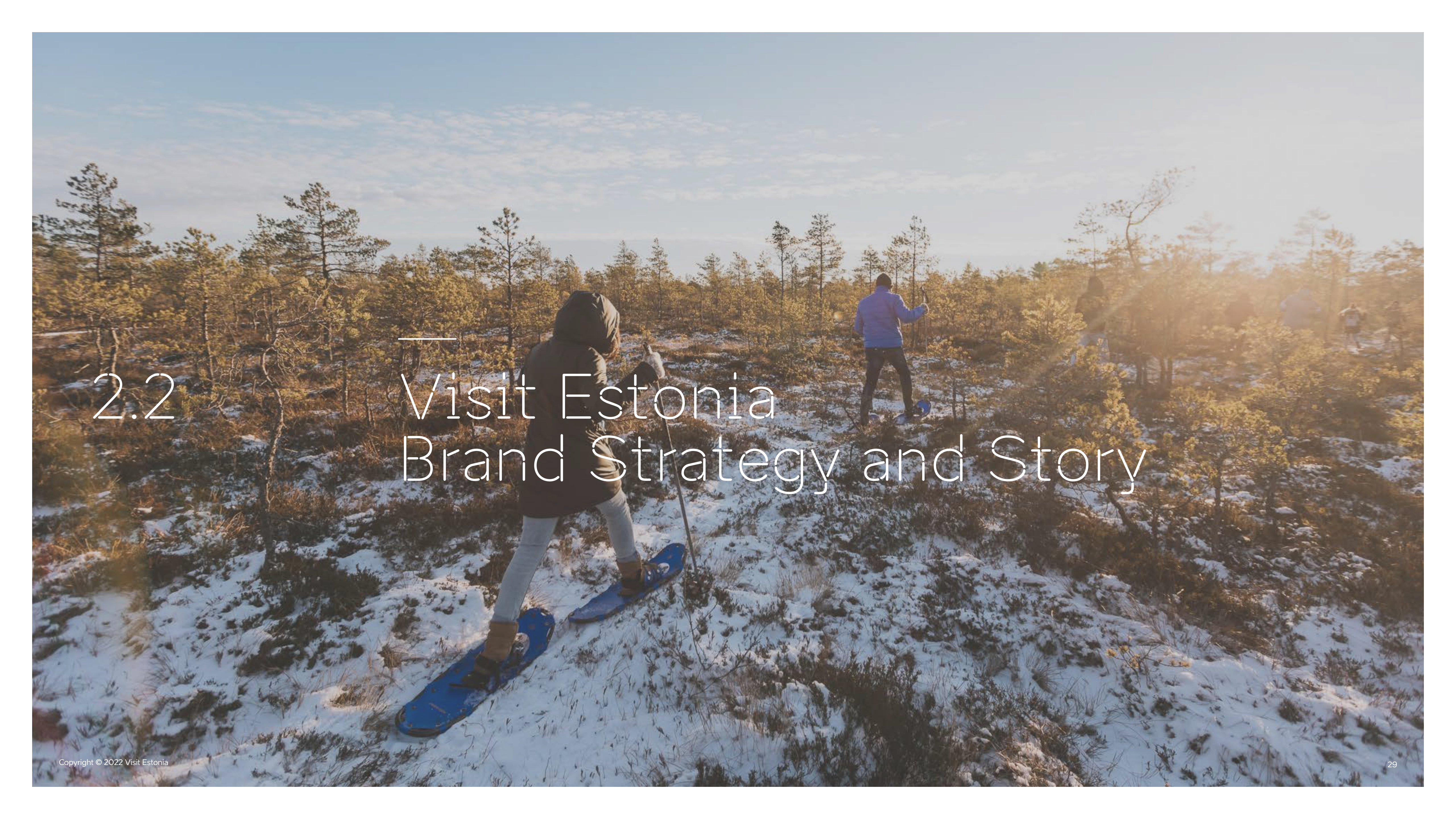
Culinary Arts Academy, Switzerland, 2020



Behind-the-scenes

“64% of high-income consumers over the global average are interested in exploring farming/food producers to fulfil their culinary desires.”

Tom Marchant, Co-Founder, Black Tomato / Euromonitor, 2020

A person wearing a dark hooded jacket and light-colored pants is snowshoeing through a snowy forest. They are using blue snowshoes and a pole. The ground is covered in snow with patches of dry grass and small shrubs. In the background, there are many thin trees and a few other people snowshoeing. The sky is a mix of blue and orange from the setting sun.

2.2

Visit Estonia Brand Strategy and Story

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 Responsible Explorers, Natural Nomads, Culture Scouts and Flavour Seekers. It's our brand purpose that makes us relevant to our audience.

Visit Estonia — Brand Strategy and Story

Brand Purpose

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

Remarkable and responsible 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 that's rooted in sustainability, 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
Soomaa
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, more
sustainable 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, more sustainable 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.

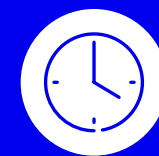
Meaning they experience...

Deeper, more sustainable connections to our people and our places.

Positioning Statement

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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, more sustainable 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. Sustainable travel is a timeless tradition, not a trend.

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 can be adapted for each passion:

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, more sustainable connection** to our people and our places.

Shared Values

Shared 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.

Our Shared Values form part of the Brand Strategy of each Passion. On this page, they are written in the context of Estonia as a whole, but for each Passion, whether it's Sustainability, Nature, Culture or Food, they are tailored to reflect the experiences we offer.

Mindful

Mindful of Estonia's environment and culture.

"My travel experience in Estonia makes me feel humbled and inspired by all the responsible experiences on offer. From learning a long-practiced craft and traditions to travelling off the tourist trail into a rewilded frozen wetland, I feel confident that I am doing my part to limit my impact and give back to local communities. I can look back at my time in Estonia, knowing that I helped to preserve what makes it special."

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."

Wide-eyed

Wide-eyed for Estonia's hidden treasures.

"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."

Let loose

Let loose to discover the real Estonia.

"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."

Tone of Voice

Tone of 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

Manifesto

Our 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, Flavour Seekers and Responsible Exploreres — 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, Food and Sustainability.

From its long summer nights and surprising fifth season, to its distinct blend of Baltic, Nordic, Europe and the East, 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 remarkable and responsible experiences. And inspired by our independent spirit, these independent minds can explore without limits, trying things at their own tempo.

From meticulously maintained medieval architecture to avidly advocated sustainable technology, Estonia's timelessness is its uniqueness. And 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 rippple through the regeneration of once lost buildings. Sense the never-ending pulse of progress in Telliskivi Creative City. Move to the rhythm of the nation, through stirring song and dance. Take a slow, sustainable food journey through the tastes of tomorrow. Witness the years that led to independence come alive through Tallinn's progressive 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 inspirations, new incentives to cherish old ways and new reasons to look ahead to a flourishing future.

Visit Estonia. It's about time.



2.3

Sustainable Experiences Strategy and Story

Experience Positioning



Experience Positioning

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

Estonia is the sustainable choice for the Responsible Traveller. It's for those wanting to engage with sustainability at their own pace and those who seek to experience a deeper connection with the natural environments, local communities, and cultural traditions they impact.

Because in Estonia, no matter your schedule, you'll have all the time in the world; A place to slow the pace and wonder at a wilder life. Where unspoilt lands have sustained generations. Where our precious pasts and conserved crafts meet cutting-edge creatives and future founders.

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



Brand Essence

Our Brand Essence is a short summary of our Positioning Statement. It acts as our soul. Usually written in less than five words, an essence is designed to be emotive and human, meaning it speaks to — and is felt by — our audience. When it comes to Brand Essence, brevity matters. Distilling our soul into a few words ensures it's authentic and succinct.

It's about time

Experience Promise

Our Experience Promise sums up the value someone should expect every time they're part of a sustainable 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 Responsible Explorers** to **make the most of their time** when **discovering our sustainable experiences**. This promise ensures we deliver experiences that provide a **deeper, more sustainable connection** to our people and our places.

Sustainable Experiences— Strategy and Story

Experience Values



Experience Values

These values are unique to experiences connected with sustainability. 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 sustainability, 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.

Passion-specific value:

Awakened

Awakened to Estonia's inspiring efforts in sustainability.

"My sustainable experience in Estonia makes me feel inspired to learn what responsible travel means and empowered to share it with others. My conscience is engaged, and my mind has been opened. From green activities and preserving economies to regeneration and innovation, I now know many ways to be an active ambassador, guarding the future of Estonia and the world."

Shared values:

Mindful

"My sustainable experience in Estonia makes me feel thoughtful and protective about planet and people. By making responsible choices, I can easily limit my impact on the country's unspoilt nature. I care deeply about their unique traditions and local communities, and I can give them my support without giving up my luxuries."

Tuned in

"With sustainability being placed at the heart of everything I do in Estonia, it's easy for me to immerse myself in this amazing nation and dial in to what it means for communities coexist with nature."

Wide-eyed

"I am constantly inspired by the humble approach to living in harmony with nature in Estonia. Whether it's cutting edge architecture and technology or centuries old artisanal craft-skills everything is done with an astonishing appreciation for our planet."

Let loose

"There is an abundance of sustainable experiences to get lost in, from kick-sledging through a frozen wetland to savouring a zero-waste tasting menu."

Experience Voice



Experience Voice

When describing sustainable experiences on offer in Estonia, our tone of voice flexes to match the expectations and emotions of Responsible Explorer as well being inspired by the sustainable experiences.

From the heart

To assert the deeply held feelings about sustainability we share with our responsible visitors, we use words that express the positive ideas of care, hope and genuine passion: look after, nurture, thrive, flourish, safeguard, respect, heartfelt.

Focussed on the future

To communicate our commitment to building a better, more sustainable world for future generations, we use the language of progress: looking ahead, forward-thinking, regeneration, innovation, positive change, progressive ideas, bold visions.

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.

Sustainable Experiences — Strategy and Story

Experience Manifesto



Experience Manifesto

Our Manifesto has been written to capture the emotional power of our sustainable experiences Estonia can offer to our target market. It's a welcome note to our audience, designed to captivate Responsible Explorer — 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 place where sustainable living is a timeless tradition, not a trend. Instinctive in the nomadic communities of yesterday and championed by the Noblessner creatives of today. We safeguard and nurture to preserve our past. We innovate and regenerate to protect our future.

Learn how our forest-covered landscape, clean air and clear waters cultivated a farmer's mindset over centuries. Take timeout to respect and master our time-honoured crafts and help local communities thrive. Lighten your impact with a night spent floating between the earth and the sky. Discover cutting-edge chefs using produce they grow within a stone's throw. Press pause as you kick-sledge silently off-grid and off-season. And walk through the progressive eras of a nation in Tartu's icon of innovation.

And like the responsible travellers we welcome, we're on a journey to understand the true meaning of coexistence. Through new endeavours every day, we'll become better ancestors to tomorrow's generations in every way we can. People and planet. Ecology and economy. Creativity and conservation.

Visit Estonia. It's about time.

Headline style



Headline style

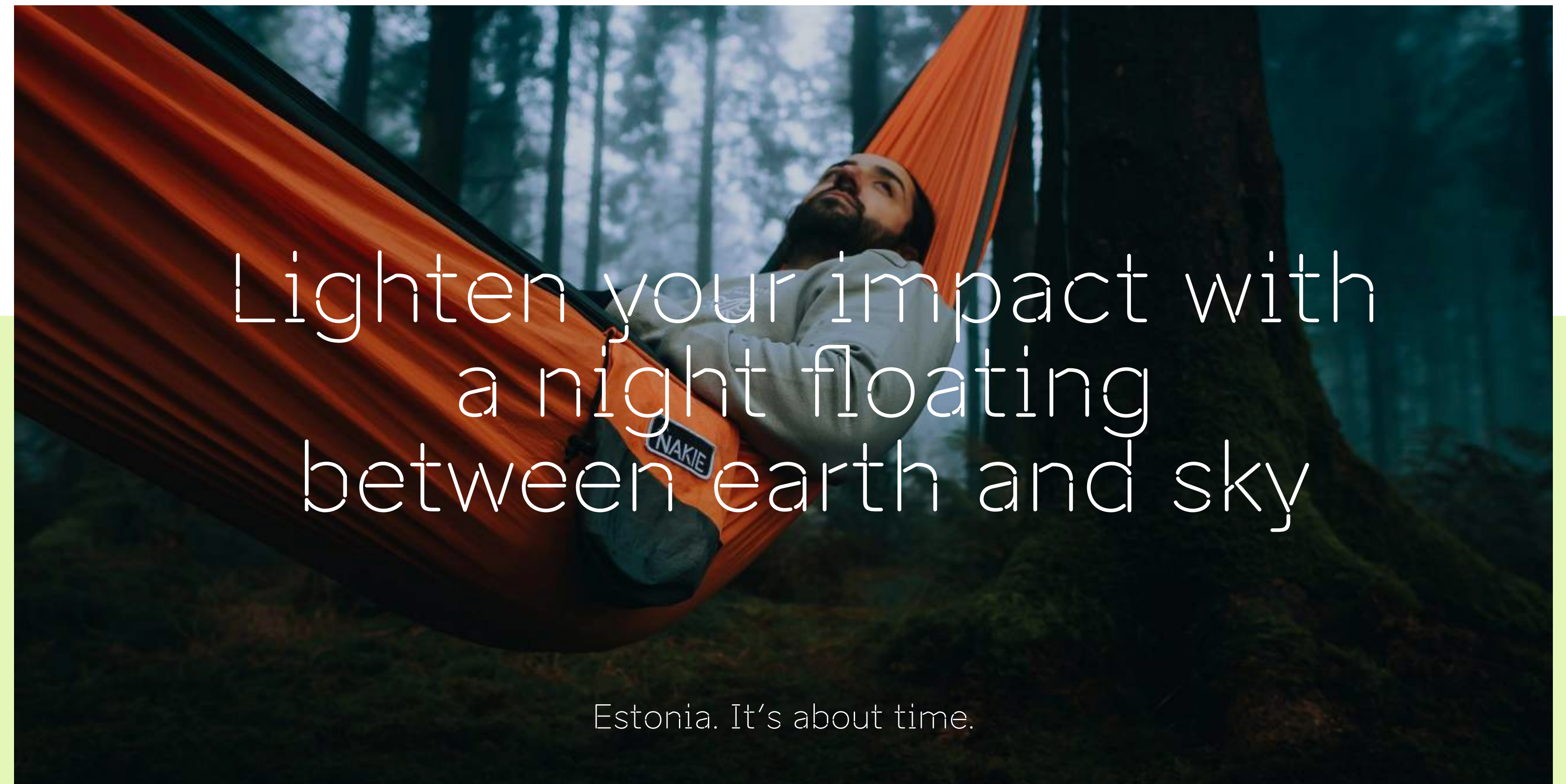
Our headline style reflects the principles of our tone of voice. Inspired by the characteristics of our sustainable nation, they feel from the heart and focussed on the future. In addition, the headlines make use of our core principles in writing; the language of time, the power of understatement and the release of creative freedom.



Why it works:

Spending the night in a tree tent swinging between earth and the sky, is one of the unique offers to travellers in Estonia. This headline speaks to Responsible Explorers looking for experiences immersed in nature that leave no trace.

The language plays on the idea of reducing your consumption as well as becoming weightless as you float between trees in a specially designed tent.



Headline style



Headline style

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Why it works: Estonians have a natural farmer's mindset — having been taught at a young age where food comes from as well as how to forage for wild ingredients. This headline is designed to target those who are seeking to learn where their food is coming from whilst seeking escapism and education.

The language plays on the idea of unearthing ingredients as well as your primal instinct for foraging.



Headline style



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Why it works:
Estonia offers a whole world of experiences throughout the whole year. Some of which are unique to the lesser-visited times of the year. By encouraging an even spread of travellers throughout the year, the burden of over tourism is spread throughout the year in much more sustainable numbers.



Headline style



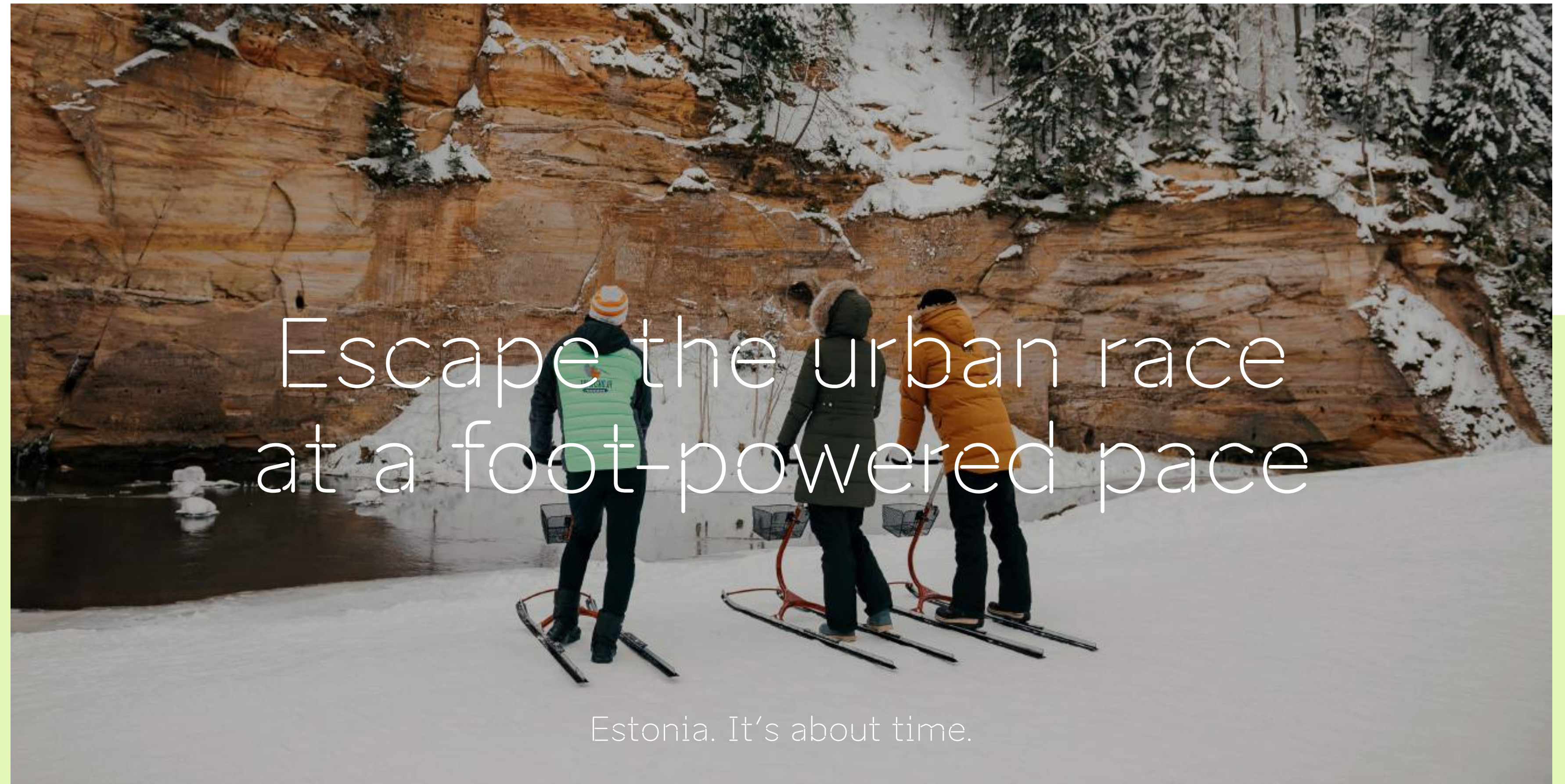
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Why it works:

Sustainable experiences in Estonia embrace non-motorised, slower travel — which in turn results in deeper more meaningful connections to people and place. The language used plays on the idea of swapping the fast paced urban world for the relaxed nature of more sustainable modes of transport.



Headline style



Headline style

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Why it works:
Sustainable experiences in Estonia encourage slower, people-powered modes of transport. The headline is a play on the idea of slowing down by shifting gears — a nod to the bike safari experiences that Estonia offers in its many national parks and forests.



Headline style

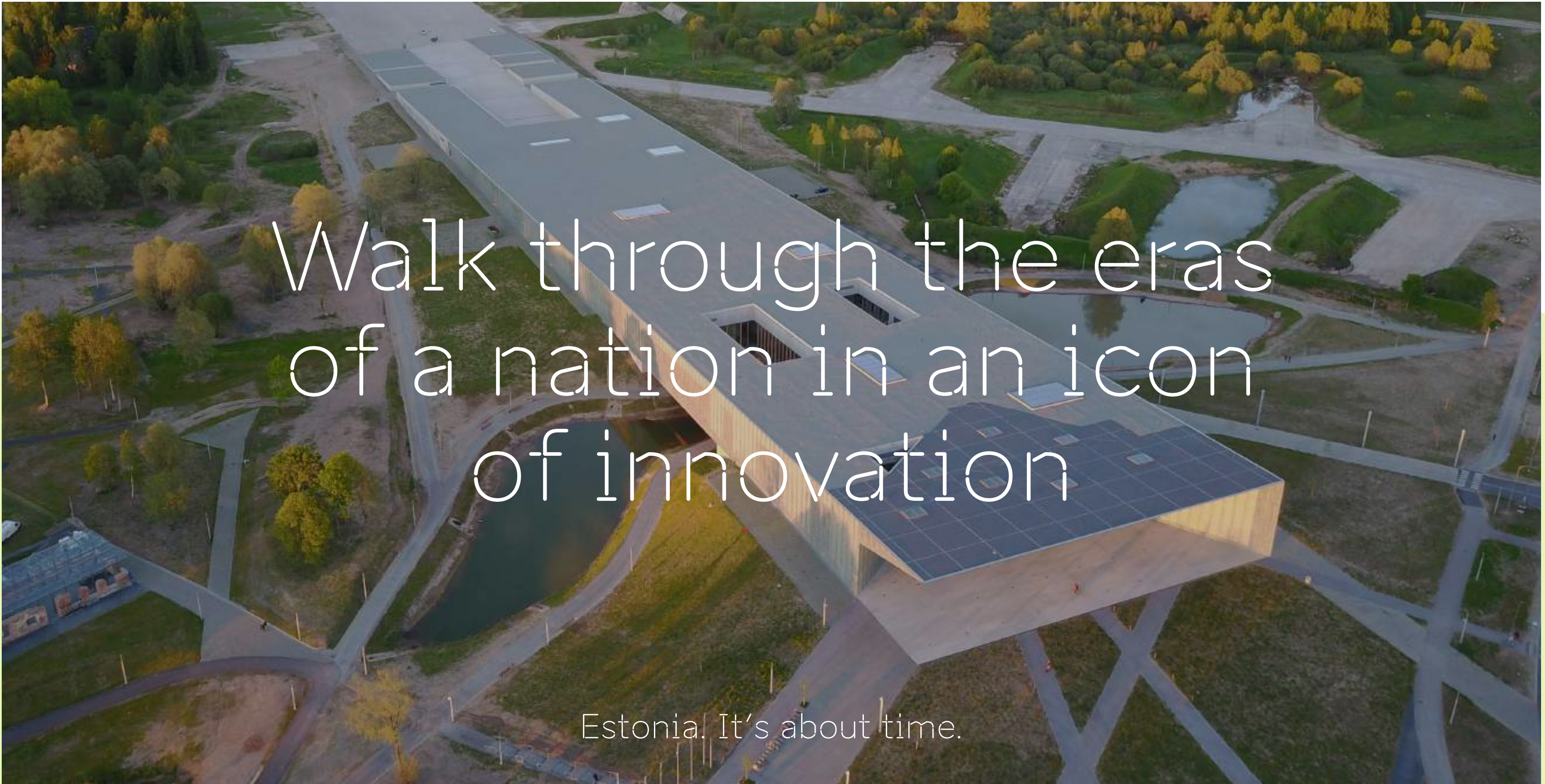


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Why it works:
This headline celebrates the pioneering, sustainable architecture, and cultural history of Estonia's National Museum. The museum itself uses passive heating technology to maintain a constant temperature that protects the exhibits and archived treasures whilst using barely any energy.



Headline style



Headline style

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Why it works: Estonia boasts a whole genre of up and coming chefs — most of which are students of the Estonian farmer’s mindset. Zero waste food is a concept that means every cut of and ingredient is utilised. The language in the headline is a nod to this exciting new food genre as well as Estonia’s pioneering food scene.



Headline style



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Why it works:
For Responsible Explorers, supporting local communities and learning cultural traditions are as important as the experience itself. This headline is designed to target those looking to unwind, master new skills and support local communities when visiting Estonia.



Headline style



Headline style

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Why it works:
This headline highlights Estonia’s lasting connection to the natural environment. Here, living in a responsible way and limiting impact on people and planet is part of life — it’s hard-wired into Estonians. The message challenges those who view sustainability as a trend and positions Estonia as a nation where it’s been deep in the roots and psyche of the people for generations.



2.4

Nature Experiences 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 inquisitive and responsible Natural Nomad. It's for those wanting to discover nature at their own pace. And it's for those who seek to experience a deeper connection with, and have a smaller impact on, 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.

Essence and Promise



Brand Essence

Our Brand Essence is a short summary of our Positioning Statement. It acts as our soul. Usually written in less than five words, an essence is designed to be emotive and human, meaning it speaks to — and is felt by — our audience. When it comes to Brand Essence, brevity matters. Distilling our soul into a few words ensures it's authentic and succinct.

It's about time

Brand Promise

Our Brand Promise sums up the experience and 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 Brand 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, more sustainable connection** to our people and our places.

Passion Values



Passion 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 passion-specific value is unique to experiences in nature, 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.

Passion-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:

Mindful

"I came to Estonia with a heartfelt mission to explore nature responsibly, and I've discovered a country that cares deeply about preserving its bountiful natural assets of wild landscapes and rare wildlife."

Tuned in

"With nature all around me wherever I go, it's so easy to immerse myself in a simpler way of life, find ways to lessen my impact 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 where I can lose myself while leaving no trace."

Wide-eyed

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

Tone of Voice



Passion-specific 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 principles

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.

Manifesto



Our 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 protected 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 unspoilt islands are measured by the ebb and flow of tides. The endless forests we're safeguarding for our children seem to have their own time zone. Our morning alarm call is a symphony of birdsong. Our thriving populations of 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. You feel passion for the preserved landscapes and wildlife we treasure and feel full of hope about them flourishing forever.

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.



Headline style



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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.



Uncover forgotten
landscapes from a lost age

Estonia. It's about time.



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 with be the song from thousands of migrating birds.





Headline style

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Why it works:
This headline 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.






Headline style

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

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.



Headline style



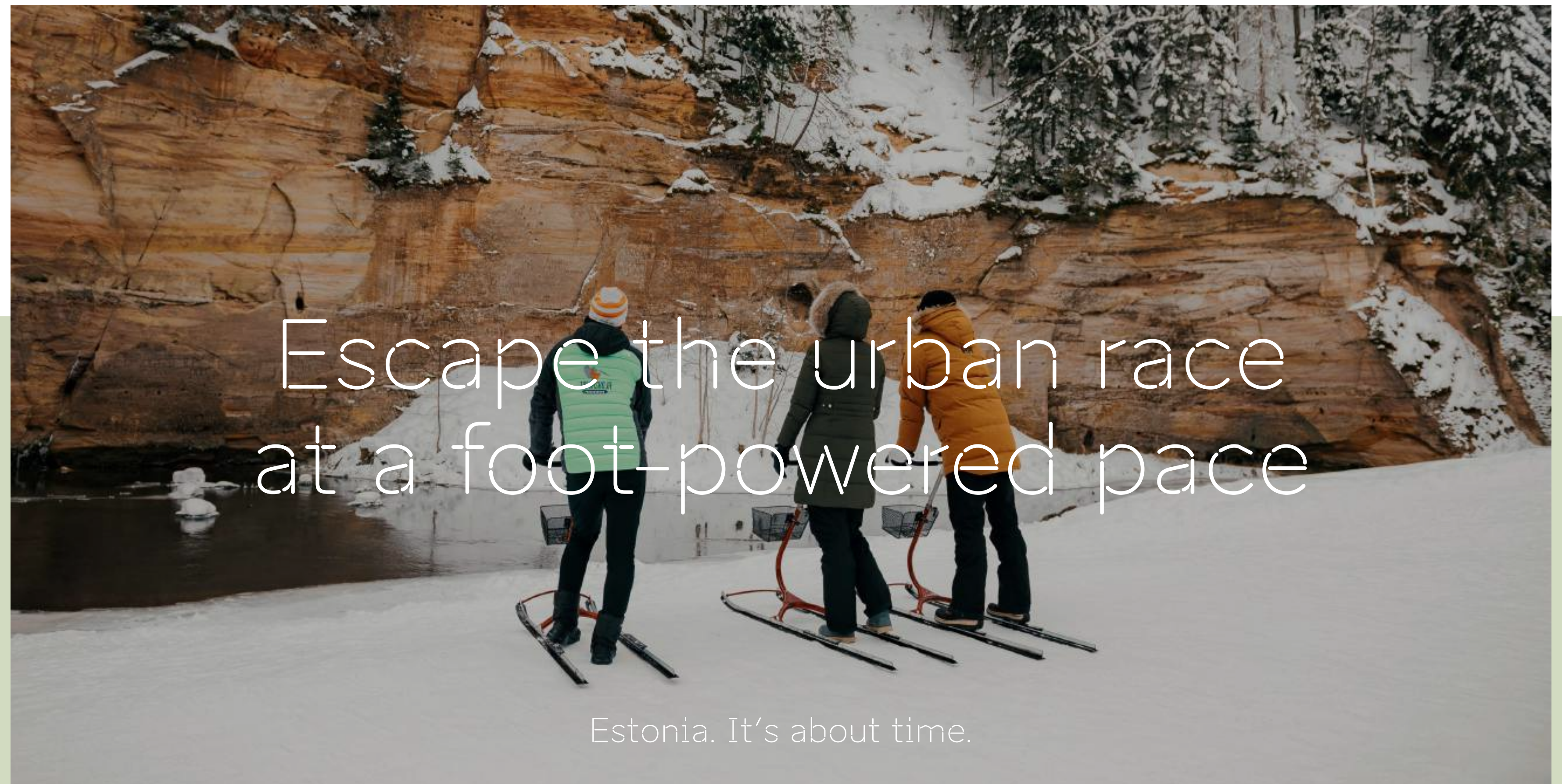
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Why it works:

Many of Estonia's travel experiences embrace non-motorised, slower travel — which in turn results in deeper more meaningful connections to people and place. The language used plays on the idea of swapping the fast paced urban world for the relaxed nature of more sustainable modes of transport.



Headline style



Headline style

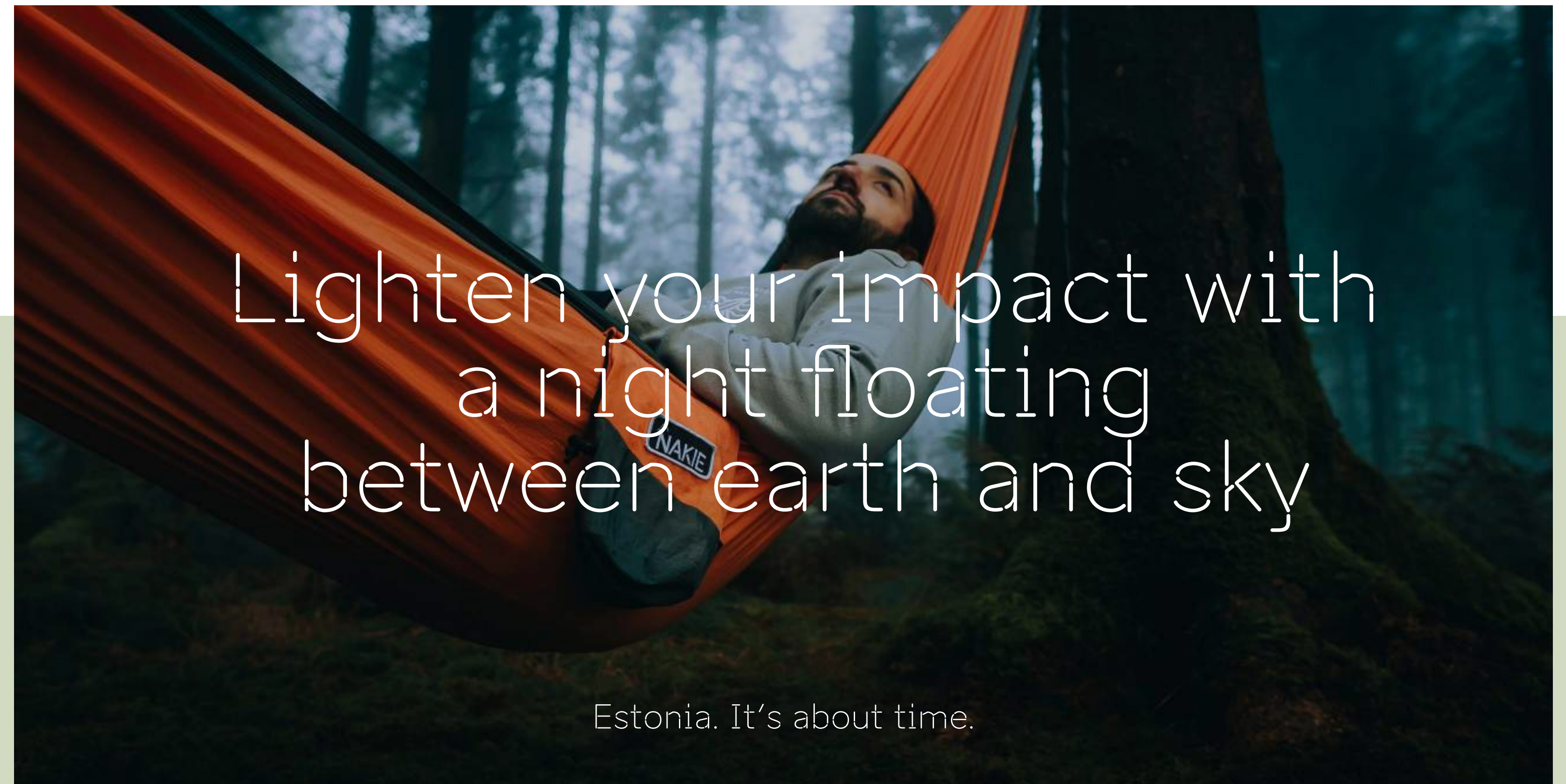
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Why it works:

Spending the night in a tree tent swinging between earth and the sky, is one of the unique offers to travellers in Estonia. This headline speaks to travellers looking for experiences immersed in nature that leave no trace.

The language plays on the idea of reducing your consumption as well as becoming weightless as you float between trees in a specially designed tent.



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:

Many nature-based experiences in Estonia encourage slower, people-powered modes of transport. The headline is a play on the idea of slowing down by shifting gears — a nod to the bike safari experiences that Estonia offers in its many national parks and forests.



2.5

Culture Experiences Strategy and Story



Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the nature-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 curious and responsible Culture Scout. It's for those wanting to experience culture at their own pace. And it's for those who want to nurture a deeper connection with, and be a bigger champion for, 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. And by giving something back, you'll help communities to keep on ticking.

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 short summary of our Positioning Statement. It acts as our soul. Usually written in less than five words, an essence is designed to be emotive and human, meaning it speaks to — and is felt by — our audience. When it comes to Brand Essence, brevity matters. Distilling our soul into a few words ensures it's authentic and succinct.

It's about time

Brand Promise

Our Brand Promise sums up the experience and value someone should expect every time they're part of a cultural experience. It defines the type of experiences we offer — providing a feeling or sense of attitude. The more we can deliver on our Brand 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, more sustainable connection** to our people and our places.

Passion Values



Passion 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 passion-specific value is unique to experiences in culture, 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.

Passion-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:

Mindful

“I think a lot about how my visit can impact a country’s culture. In Estonia, it felt good that I could enjoy myself while giving something back, helping crafts survive and communities thrive and supporting regeneration and innovation.”

Tuned in

“Estonia’s culture is alive and vivid, drawing me in at every turn and making me want to have a positive impact. I’m engaged and enlightened by authentic experiences as I walk city streets. I get a sense of the people — where they’ve been and where they’re going — from a song.”

Wide-eyed

“I knew nothing about Estonian culture, so everything I see, do and learn is a revelation. It’s all new, from its unique history that’s still so vibrant to its revolutionary technology that shows real vision.”

Let loose

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

Tone of Voice



Passion-specific 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 principles

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.

Culture Experiences — Brand Strategy and story

Manifesto



Our 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 Nordic meets Baltic. It's Europe meets the East. It's our meticulously maintained medieval architecture and our avidly advocated sustainable 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 with strident visions for the future in the regeneration of once lost buildings. Sense the never-ending pulse of progress in Telliskivi Creative City. Move to the rhythm of the nation, through stirring song and dance traditions given a fresh tempo by a younger generation. Witness the years that led to independence come alive through progressive 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 inspirations, new incentives to cherish old ways and new reasons to look ahead to a flourishing future.

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.



Estonia. It's about time.

Culture — Brand Strategy and Story

Headline style



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.



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

Estonia. It's about time.

Culture — Brand Strategy and Story

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.



Headline style



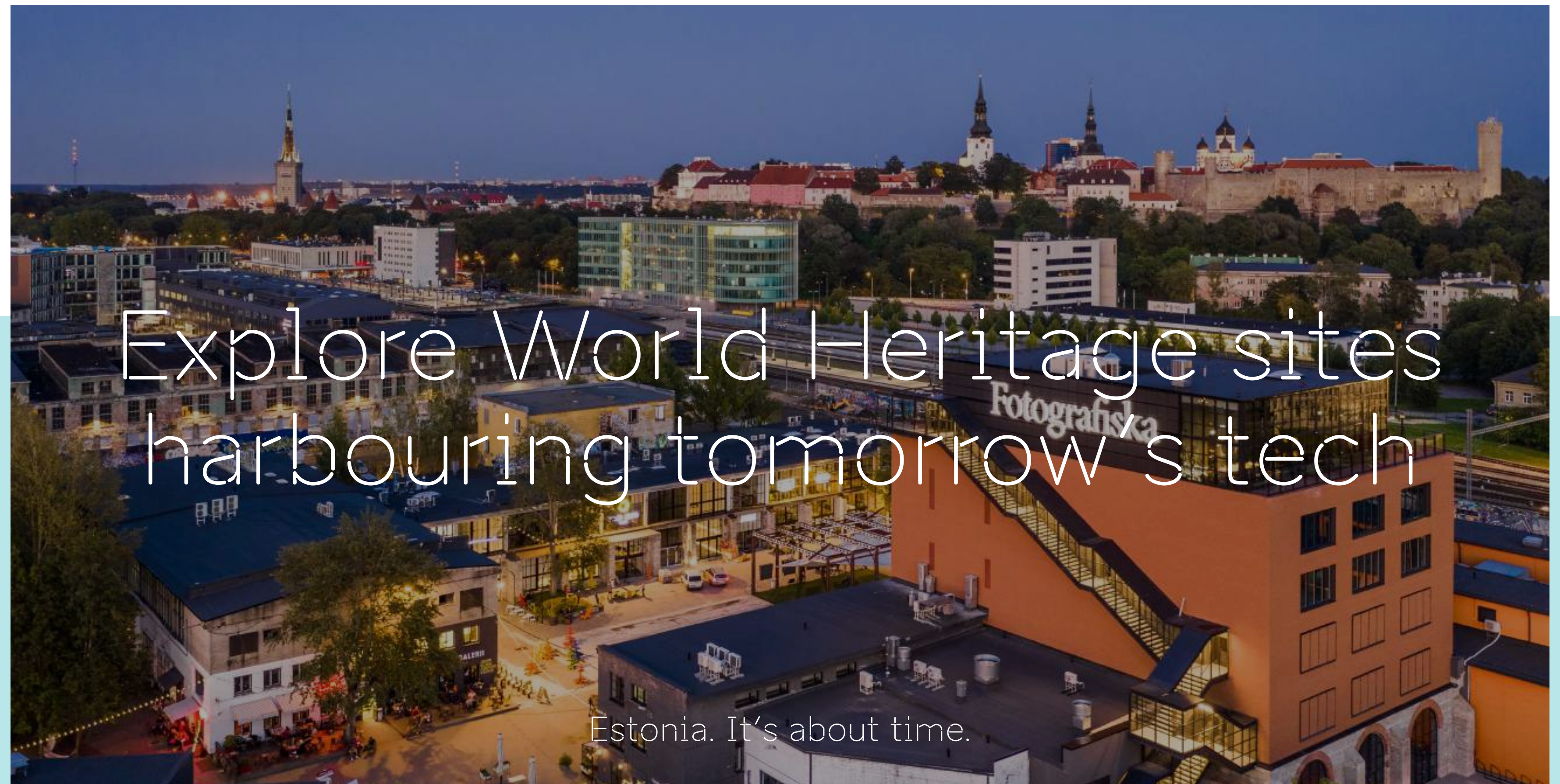
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Why it works:

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.



Embrace sauna culture.
The original social network.

Estonia. It's about time.

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.



Realise fairytale cities
are anything but fiction

Estonia. It's about time.

Headline style



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Why it works:

This headline celebrates the pioneering, sustainable architecture, and cultural history of Estonia's National Museum. The museum itself uses passive heating technology to maintain a constant temperature that protects the exhibits and archived treasures whilst using barely any energy.



Headline style



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Why it works:

For our audience, supporting local communities and learning cultural traditions are as important as the experience itself. This headline is designed to target those looking to unwind, master new skills and support local communities when visiting Estonia.



Headline style



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Why it works:

Estonia offers a whole world of experiences throughout the whole year. Some of which are unique to the lesser-visited times of the year. By encouraging an even spread of travellers throughout the year, the burden of over tourism is spread throughout the year in much more sustainable numbers.



2.6

Food Experiences 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 enthusiastic and responsible Flavour Seeker. It's for those wanting to experience food at their own pace. And it's for those who want to forge a deeper connection with, and a greater respect for, the creators, 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.

Essence and Promise



Brand Essence

Our Brand Essence is a short summary of our Positioning Statement. It acts as our soul. Usually written in less than five words, an essence is designed to be emotive and human, meaning it speaks to — and is felt by — our audience. When it comes to Brand Essence, brevity matters. Distilling our soul into a few words ensures it's authentic and succinct.

It's about time

Brand Promise

Our Brand Promise sums up the experience and 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 Brand 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 and ingredients**. This promise ensures we deliver experiences that provide a **deeper, moere sustainable connection** to our people and our places.

Passion Values



Passion 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 passion-specific value is unique to experiences in culture, 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.

Passion-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:

Mindful

“As a passionate foodie with a big conscience, I was excited to find that Estonia’s chefs hold sustainability in their hearts. Their love of foraging and zero waste gave me the low-impact dining experiences I yearned for.”

Tuned in

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

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 and a foragers mindset are facts of life, not fads of today.”

Let loose

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

Tone of Voice



Passion-specific voice

When describing the culture 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 principles

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.

Manifesto



Our 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 honoured 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 baked in a preserved watermill can evoke 7,000 years of history. A leisurely eleven-course Nordic menu can take half a day to devour. A zero-waste dining experience is born from our farmer's mindset. 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. A heartfelt respect for our cooking crafts of bygone days and a genuine desire to support our forward-thinking kitchen creatives. When it comes to following your passion for dining and drinking, 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

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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



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



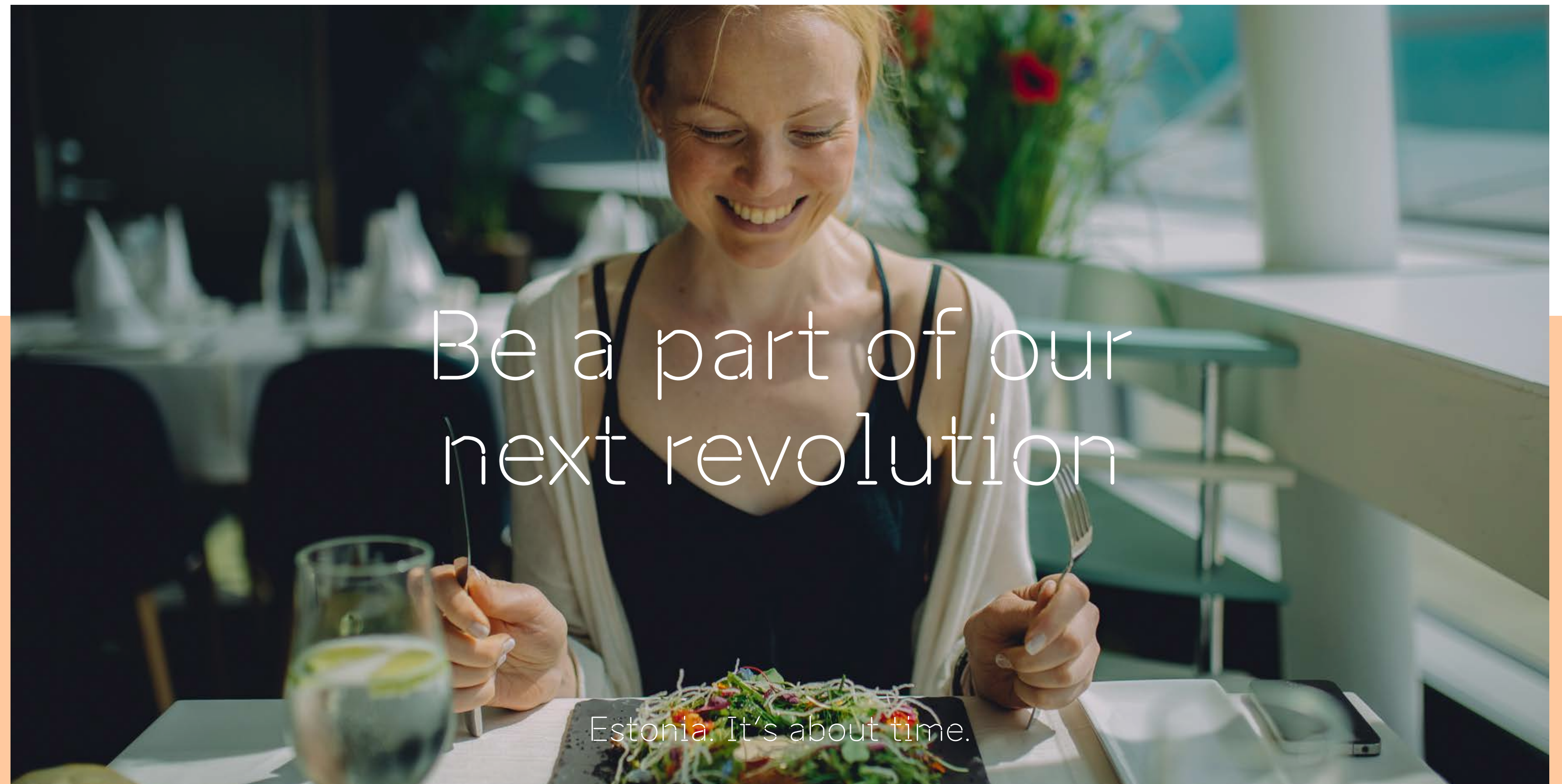
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Why it works:

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



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



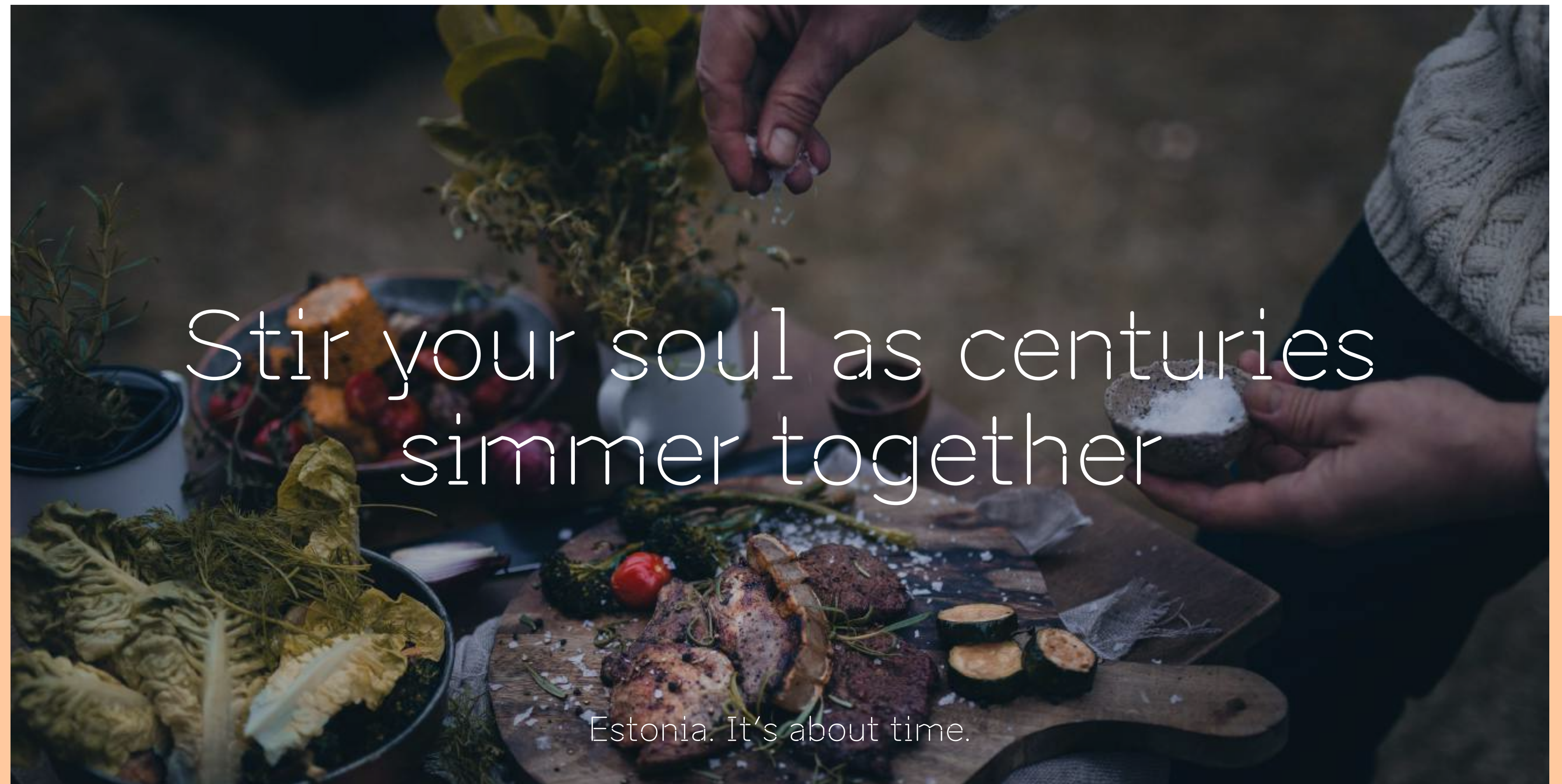
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Why it works:

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.



Headline style



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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.



Embrace every moment
of a new-Nordic menu

Estonia. It's about time.

Headline style



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Why it works:

Estonians have a natural farmer's mindset — having been taught at a young age where food comes from as well as how to forage for wild ingredients. This headline is designed to target those who are seeking to learn where their food is coming from whilst seeking escapism and education.

The language plays on the idea of unearthing ingredients as well as your primal instinct for foraging.



Headline style



Headline style

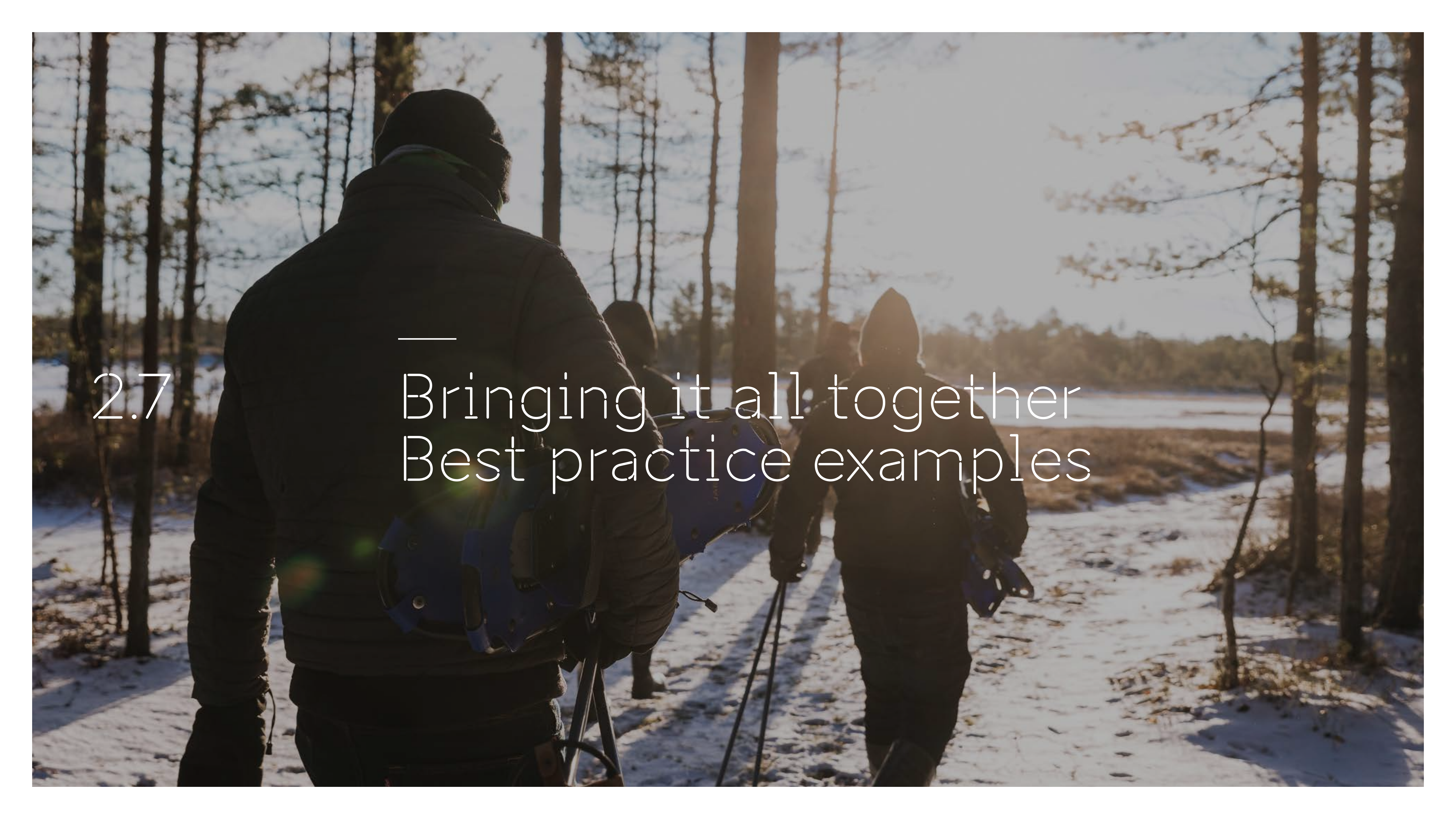
Our headline style reflects the principles of our tone of voice. Inspired by the characteristics of our sustainable nation, they feel from the heart and focussed on the future. In addition, the headlines make use of our core principles in writing; the language of time, the power of understatement and the release of creative freedom.



Why it works:

Estonia boasts a whole genre of up and coming chefs — most of which are students of the Estonian farmer's mindset. Zero waste food is a concept that means every cut of and ingredient is utilised. The language in the headline is a nod to this exciting new food genre as well as Estonia's pioneering food scene.



A group of people in winter gear are walking away from the camera through a snowy forest. The person in the foreground is wearing a dark jacket and has a blue backpack. They are walking on a path covered in snow, with tall, thin trees on either side. In the background, a body of water is visible under a bright sky. The overall scene is peaceful and serene.

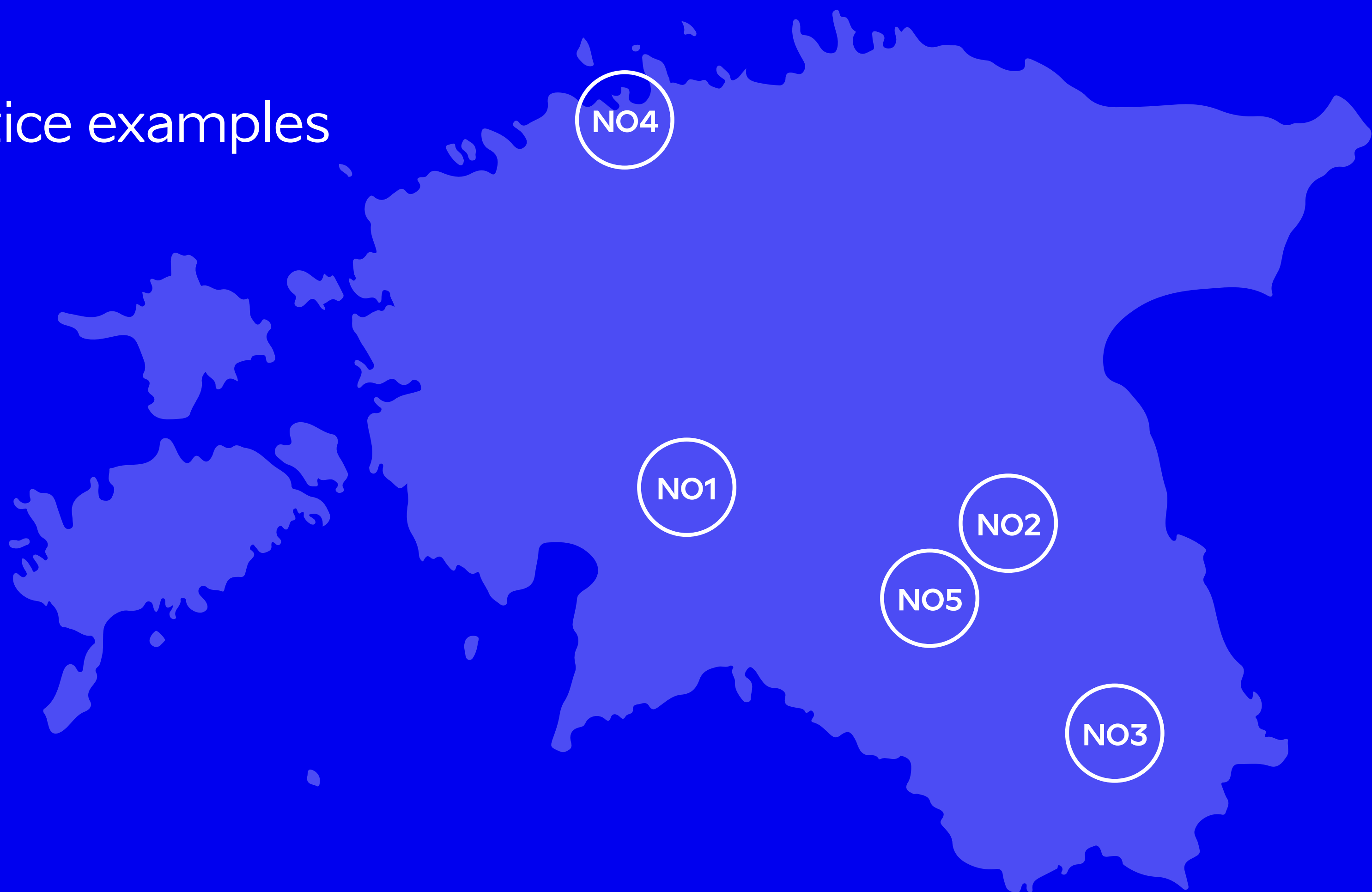
2.7

Bringing it all together Best practice examples

A collection of responsible,
remakable travel experiences

Best practice examples

- NO1** **Sledging saved boglands**
NATURE AND SUSTAINABILITY
Soomaa National Park
- NO2** **Past meets progression**
CULTURE AND SUSTAINABILITY
Estonian National Museum
- NO3** **Past meets progression**
CULTURE AND SUSTAINABILITY
Mooska Farm Smoke Sauna
- NO4** **Slow food revolution**
FOOD AND SUSTAINABILITY
Restaurant Fotografiska
- NO5** **Water-powered heritage**
FOOD, CULTURE AND SUSTAINABILITY
Hellenurme Watermill





Soomaa National Park

Kicksledging through
Soomaa National Park



GROUP SIZE: Up to 10 people



DURATION: 3 hours



SEASON: November — March



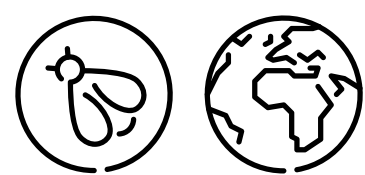
DIFFICULTY: No kicksledging experience needed, just a moderate level of fitness to cover approximately 8km.

Visit Estonia — Benchmark Experiences

Nature and sustainability

Sledging saved boglands

Leave the world behind, slow down time and head off-grid and off-road for a delighting and enlightening kicksledging adventure in Sooma's ice-covered restored wetlands.



Soomaa National Park

Sledging saved boglands

Leave the world behind, slow down time and head off-grid and off-road for a delighting and enlightening kicksledging adventure in Soomaa's ice-covered restored wetlands.

Visit Estonia — Benchmark Experiences

Nature and sustainability

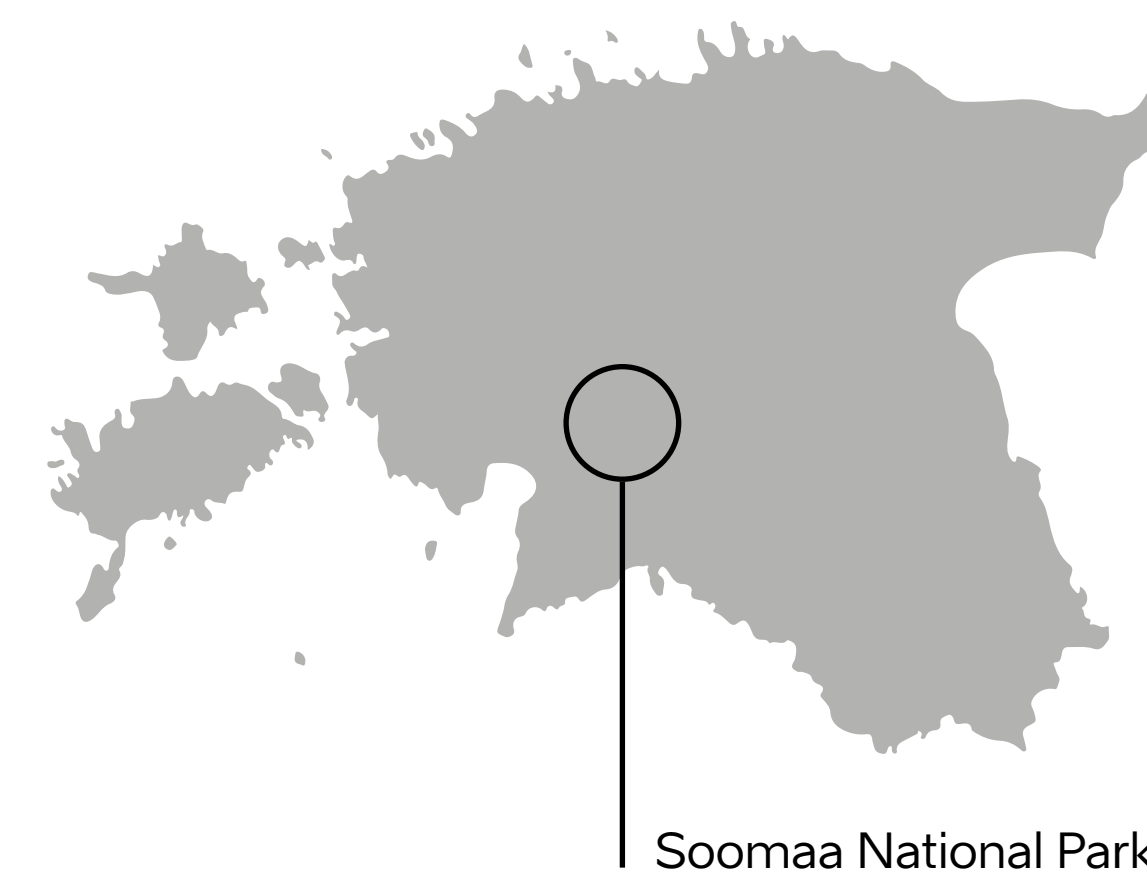
Two centuries ago, when Estonia was still part of the Russian empire ruled by the Tsars, great swathes of bogland covering southwestern parts of the country were dammed in an effort to tame the land. Today, we're turning back the clock and restoring much of the landscape to traditional wetlands and nurturing a thriving habitat for beaver, elk, deer, wild boar, lynx, wolf and bear.

The Soomaa National Park is known as Estonia's capital of primeval nature, and the history of human population in the area dates back to the Stone Age. In wintertime, the Park is a snow-enveloped wonderland where the wetlands, flooded meadows and rivers are covered in a thick layer of ice. This is when a kicksledge is the only way to travel.

Covering up to 8 kilometres, this kicksledging trip in the Soomaa National Park is a 3-hour journey through a magical, snowy playground. When you arrive in this isolated and untouched place, modern life grinds to a halt. Your mind clicks into a slower pace. The snow-dampened silence embraces you. You've found a new rhythm. Starting with a peppermint and apple tea to warm

you and some wise words from your experienced guide, your adventure begins. With a simple, foot-powered sledge as your vehicle, you glide across ice sheets and weave in and out of submerged trees. The only sounds are the swish of sledges, your exhilarated breathing, and snow falling from laden branches. And all the while, an expert hand steers you carefully through unseen tracks.

They show you beaver lodges, neatly gnawed trunks and pawprints in the snow. They point out woodpeckers winging through the forest canopy. And they teach you how the progressive re-wilding project is protecting the future for native creatures. And when the tour is over, you can leave with a conscience as clean as this conserved environment — with no more than a sledge trail to show you were there. And in time, that too is hidden by the gently falling snow.



Soomaa National Park



Estonian National Museum,
Tartu

Experiencing the Estonian
National Museum



GROUP SIZE: N/A



DURATION: 2+ hours



SEASON: All-year-round



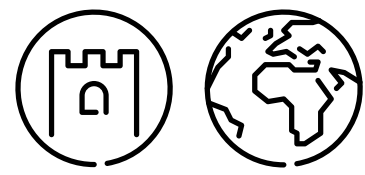
DIFFICULTY: N/A

Visit Estonia — Benchmark Experiences

Culture and sustainability

Past meets progression

Take a flight through history in Tartu's dramatic, futuristic museum that transforms an ageing airfield and celebrates Estonia's proud culture in spectacular style.



Estonian National Museum,
Tartu

Past meets progression

Take a flight through history in Tartu's dramatic, futuristic museum that transforms an ageing airfield and celebrates Estonia's proud culture in spectacular style.

Visit Estonia — Benchmark Experiences

Culture and sustainability

When Estonia declared full independence from the Soviet Union in 1991, the country was left with many signs of its decades-long occupation. In Tartu, the site of a former museum of Estonian ethnography and folk art had been transformed into a secret military airbase which, in time, had itself become an echo of the past. Hope for the area was ignited in 2005 when the Estonian government and the country's architects launched an international competition to design a new museum to celebrate the country's long history. After ridding the abandoned airfield of its toxic waste, polluting oil and ammunition, work began on this pioneering project. Completed in 2016, the resulting building stands as a triumph of innovation and regeneration.

The Estonian National Museum is the country's largest, with nearly 6,000 m² of exhibition space. And the architectural vision is a bold one. As you approach the stunning, 350-metre-long structure, it appears to rise from the runway like the upward path of a soaring plane.

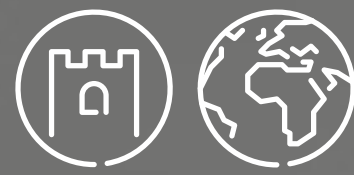
You can spend an entire day here, marvelling at exhibits that tell a fascinating story of the everyday lives of a unique people. Above all, you must take a moment to admire the museum's proudest artefact: the oldest Estonian flag in existence — a treasure that was hidden during the Soviet years in a farmhouse chimney.

Invisible to visitors but integral to the design, sustainability lies at the heart of this low-energy building. The museum's precious archives are kept at a constant year-round temperature and humidity thanks to passive design technologies that utilise insulating layers of air in buffer corridors.

Inspired and full of knowledge, you will leave with a deeper understanding of the legacy of past generations and how a visionary project like this can help uphold it for generations to come.



Estonian National Museum



Old Võromaa smoke sauna,
Moosk Farma

Visit Estonia — Benchmark Experiences

Culture and sustainability

Experiencing the
original smoke sauna



GROUP SIZE: 4



DURATION: 3 hours



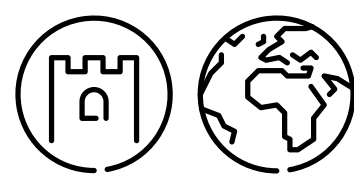
SEASON: All-year-round



DIFFICULTY: Easy

Ancient natural healing

Discard your clothes, inhibitions and cares
as you experience the deep cleansing and
therapeutic powers of Estonia's unique and
timeless smoke sauna.



Old Võromaa smoke sauna,
Mooska Farm

Ancient natural healing

Discard your clothes,
inhibitions and cares as you
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and timeless smoke sauna.

Visit Estonia — Benchmark Experiences

Culture and sustainability

Unlike any other sauna you may have tried, the use of smoke is particular to Estonia and dates to the 13th century. It's a technique steeped in history and a process as fascinating as it is unusual. The health benefits include stress relief and weight loss, but Estonians also swear it stimulates a cleansing of the spirit.

This precious cultural treasure is an ingrained part of life here. And so well-preserved and well-revered is the tradition that it's recently claimed a deserved place on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity. But nowhere is it upheld more devoutly than in Old Võromaa. And your hosts at Mooska Farm are Eda and her partner Urmas who have the passed-down knowledge of this timeless practice in their blood.

Lasting a luxurious 3 hours, your sauna session is a ritual of many stages that must be followed carefully. But above all, you must be prepared to place life on hold, let go of all worldly worries and allow yourself the time to be refreshed, invigorated and healed.

You'll discover the sauna surrounded by nature in a cabin made of moss-covered logs. And clothed only in a felt hat, you'll enter the sacred hot room, where you are met by the heady aroma of burning wood. The steam created by throwing water on heated stones is said to clear your mind, root you to the earth below and connect you with your ancestors.

Soon, you'll rub yourself with ground plants and salt, followed by the 'whisking', when you'll beat your body with birch boughs to exfoliate skin and stimulate circulation. Then, to cool and rinse off, you'll plunge yourself into the icy waters nearby.

Other, more relaxing parts of the experience include a massage with honey, breathing steam through mint leaves, and enjoying a herbal tea or homemade beer. Finally, you'll emerge feeling transformed and knowing you've helped support one of Estonia's most authentic customs, unchanged over centuries, thanks to generations of faithful guardians.



Mooska Farm



Restaurant Fotografiska,
Tallinn

Experiencing a zero-waste
restaurant



GROUP SIZE: N/A



DURATION: 2+ hours



SEASON: All-year-round



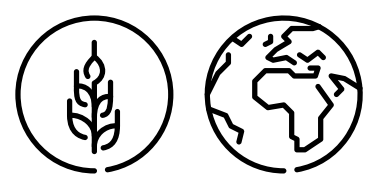
DIFFICULTY: N/A

Visit Estonia — Benchmark Experiences

Food and sustainability

Slow food revolution

Savour a few hours of sustainable dining enlightenment in a Tallinn restaurant where innovative chefs serve minimal-mileage dishes and nothing goes to waste.



Restaurant Fotografiska,
Tallinn

Slow food revolution

Savour a few hours
of sustainable dining
enlightenment in a
Tallinn restaurant where
innovative chefs serve
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and nothing goes to waste.

Visit Estonia — Benchmark Experiences

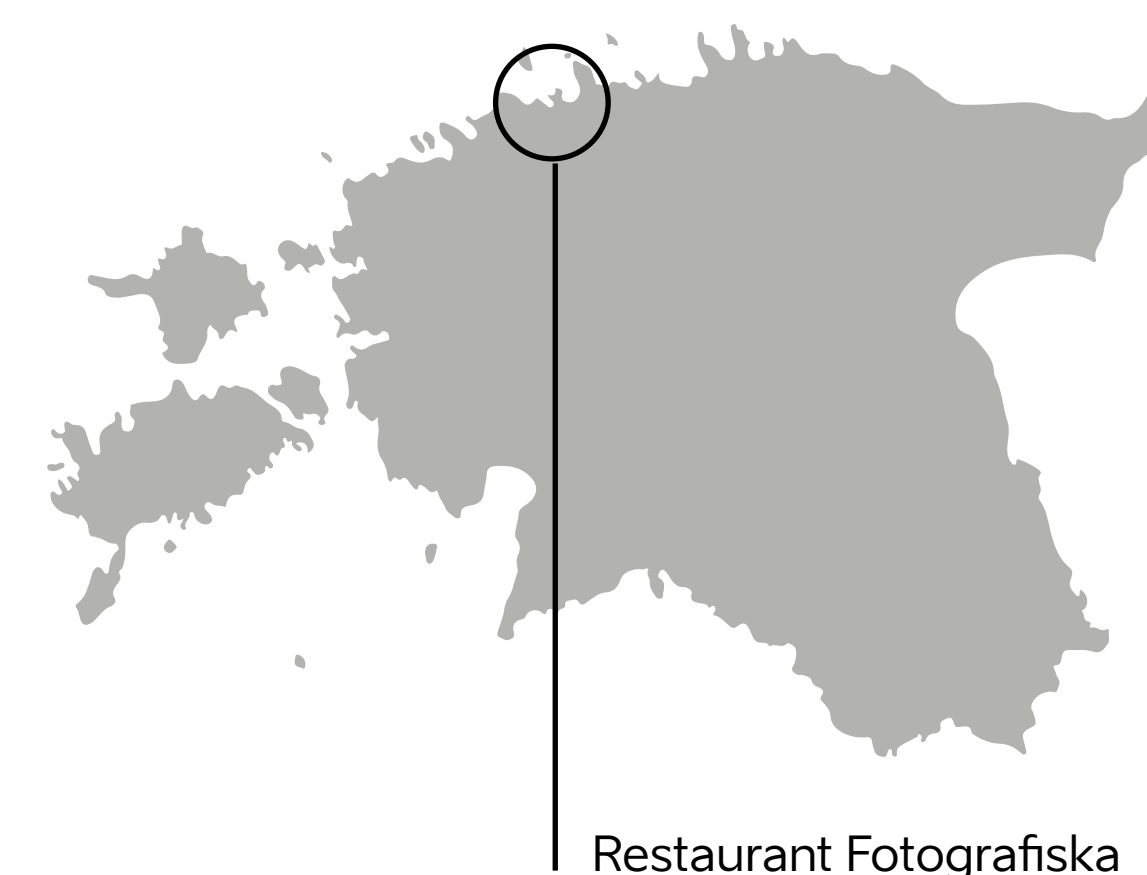
Food and sustainability

Estonia's forested landscape, famously clean air and unhurried pace of life have fostered a farmer's mindset in its people. Here, foraging is no fad; it's the workaday way to gather everyday ingredients. And this inherent culture of sustainable food has cultivated a national cuisine heavily based on seasonal, local produce. Even chefs at the cutting-edge of culinary innovation still honour these long-cherished principles. But now, they're taking it even further, devising new and ingenious ways to maximise the bounty of their country.

Restaurant Fotografiska takes the natural essence of Estonian food thinking to a new level. Positioned above Tallinn's photography museum, it's a landmark on the city's foodie map that deserves an unrushed slot in every visitor's timetable. And from the exciting food to the bright interiors, everything is considered with a conscientious eye on efficiency and reuse. Choose from a predominantly plant-based menu showcasing ingredients from local organic farms. Try the slow-baked onion, cooked naturally, buried in the kitchen's compost. Lemons, which

would have to be imported, are replaced by citrus-flavoured herbs. You'll be intrigued by the butter substitute: cabbage paste, which is served in the base of a recycled wine bottle. You'll dine from plates made from the baking trays of a former bread factory.

On a sunny day, you can take a table in the roof garden, enjoy sweeping city views. Here, you'll graze leisurely among edible plants you might find sprinkled on your salad or garnishing your cocktail. And you'll know all these delightful details because your meal will be narrated by knowledgeable waiting staff, who will take the time to talk you through each delicious bite and sip. And with a strict zero-waste policy, no scrap gets left behind. It's a thought-provoking experience that's as inspirational and educational as it is taste-sensational. And your takeaway? A wealth of new ideas to try and positive principles to apply.



Restaurant Fotografiska



Hellenurme Watermill,
Tartu

Experiencing our
bread-making heritage



GROUP SIZE: 10



DURATION: 3 hours



SEASON: All-year-round



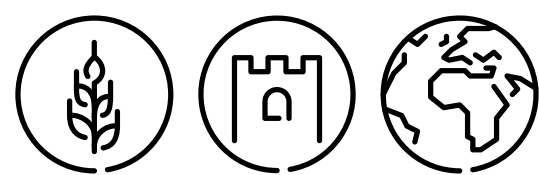
DIFFICULTY: Easy

Visit Estonia — Benchmark Experiences

Food, culture and sustainability

Water-powered heritage

Step back into a golden age of simple technologies and natural energy and take a lesson in flour milling and bread making in Estonia's last working watermill.



Hellenurme Watermill,
Tartu

Water-powered heritage

Step back into a golden age of simple technologies and natural energy and take a lesson in flour milling and bread making in Estonia's last working watermill.

Visit Estonia — Benchmark Experiences

Food, culture and sustainability

Waterpower is one of the oldest forms of sustainable energy. As late as one hundred years ago, working watermills were still a common sight in Estonia. Today, there is just one remaining in the entire country, but it is preserved by a forward-thinking conservation programme and open for visitors to discover the ways of our ancestors.

Set on the edge of a lake near the beautiful town of Elva, the watermill is an enchanting building, dating from 1880 when it was originally run by the Middendorff family. The milling machinery was installed in 1922 by the great-grandfather of the current matron of the mill. This family-run business has been producing flour and other grain products ever since.

The Hellenurme Watermill experience is a fascinating 3-hour exploration of traditional flour milling and breadmaking methods for all ages to enjoy. As you arrive, the miller sets the turbines of the watermill in motion, and the magic begins. You'll watch as the giant water wheels turn, the

millstones revolve, and rye grains become flour before your eyes. Then the miller's wife will show you the age-old method of combining flour, water and bread starter into a perfect dough.

With the new loaves safely in the oven, you'll enjoy the aroma of baking bread and listen to the passed-down stories of Estonian foremothers about bygone days and forgotten ways. Once the experience is over, you'll take home the lesson in your memory, a passion for the past in your heart, and the warm loaf you just made in your hands. And better still, you'll know your visit has helped safeguard the future of the mill for others and for years to come.



Hellenurme Watermill

visit
estonia

For more information:

Visit Estonia

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