



Introduction

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

Brand Essence

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

It's about time

Brand Purpose

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

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

Brand Positioning

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

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.

Brand Values

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

Mindful

Mindful of Estonia's environment and culture.

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

Brand Voice

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

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

The language of time

The power of understatement

The release of creative freedom



Visit Estonia
Experience-led travel
Brand Strategy and Story



It's about time

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 ripple 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 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.



Introduction

We talk about Estonia’s sustainable travel experiences to an audience of Responsible Explorers. They’re conscious of their impact on planet and people and make sustainable choices without sacrificing comfort or enjoyment. They seek immersion, escapism and education.

Brand Essence

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

It’s about time

Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Responsible Explorer. It highlights proof points that show how Estonia’s approach to sustainability enables travellers to make the most of their precious time when travelling.

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.

Experience Promise

Our Experience Promise outlines our commitment to our audience and our ambition for their experience when travelling Estonia.

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.

Experience Values

Alongside our brand values of mindful tuned in, let loose and wide-eyed, which are shared by each experience, we also have a unique value specific to sustainability — all sustainable experiences should make the Responsible Explorer feel awakened.

Awakened

Awakened to Estonia’s inspiring efforts in sustainability.

Experience Voice

With our Brand Voice principles of the language of time, the power of understatement and the release of creative freedom, sustainable experiences are also expressed from the heart and with a focus on the future.

From the heart

To assert the deeply held feelings about sustainability.

Mindful

Mindful of Estonia’s environment and culture.

Let loose

Let loose to discover the real Estonia.

The language of time

The power of understatement

Focussed on the future

To communicate our commitment to a better world.

Tuned in

Tuned into Estonian life.

Wide-eyed

Wide-eyed about Estonia’s hidden treasures.

The release of creative freedom



Visit Estonia
Sustainable Experiences
Strategy and Story

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It's about time

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.





Introduction

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

Brand Essence

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

It's about time

Experience Positioning

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

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.

Experience Promise

Our Experience Promise outlines our commitment to our audience and our ambition for their experience when travelling Estonia.

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.

Experience Values

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

Born again

Born again in Estonia's pure natural beauty.

Experience Voice

With our Brand Voice principles of the language of time, the power of understatement and the release of creative freedom, experiences in nature are also expressed through a modest vocabulary and a focus on positive change.

Modest vocabulary

To evoke the purity of the natural landscapes.

Mindful

Mindful of Estonia's environment and culture.

Let loose

Let loose to discover the real Estonia.

The language of time

The power of understatement

Positive change

To bring about a new sense of self in visitors.

Tuned in

Tuned into Estonian life.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

The release of creative freedom



Visit Estonia
Nature Experiences
Strategy and Story

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It's about time

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.



Introduction

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

Brand Essence

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

It’s about time

Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Culture Scout. It highlights proof points that show how Estonia’s cultural experiences enable travellers to make the most of their precious time when travelling.

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.

Experience Promise

Our Experience Promise outlines our commitment to our audience and our ambition for their experience when travelling Estonia.

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.

Experience Values

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

Fired up

Fired up by Estonian culture.

Experience Voice

Alongside our Brand Voice principles of the language of time, the power of understatement and the release of creative freedom, experiences in culture are also expressed through the use of active verbs and staccato rhythms.

Active verbs

To provide a call to action to curious Culture Scouts.

Mindful

Mindful of Estonia’s environment and culture.

Let loose

Let loose to discover the real Estonia.

The language of time

The power of understatement

Staccato rhythms

To generate energy and surprise in sentences.

Tuned in

Tuned into Estonian life.

Wide-eyed

Wide-eyed about Estonia’s hidden treasures.

The release of creative freedom



Visit Estonia
Culture Experiences
Strategy and Story



It's about time

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.



Introduction

We talk about Estonia’s food-based travel experiences to an audience of Flavour Seekers. For them, dining is as much about understanding the ingredients, as it is about enjoying the meal, meaning foraging for mushrooms is as life affirming as five-star dining.

Brand Essence

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

It’s about time

Experience Positioning

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

Estonia is the **insatiable choice** for the 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.

Experience Promise

Our Experience Promise outlines our commitment to our audience and our ambition for their experience when travelling Estonia.

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

Experience Values

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

Spellbound

Spellbound by Estonian food.

Mindful

Mindful of Estonia’s environment and culture.

Let loose

Let loose to discover the real Estonia.

Tuned in

Tuned into Estonian life.

Wide-eyed

Wide-eyed about Estonia’s hidden treasures.

Experience Voice

Alongside our Brand Voice principles of the language of time, the power of understatement and the release of creative freedom, experiences in food are also expressed through the use of evocative sensations and intimate details.

The language of time

The power of understatement

The release of creative freedom

Evocative sensations

To describe food discovery through the senses.

Intimate details

To emphasise a close relationship with food.



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It's about time

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 7000 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.