



Estonia. Estland.
Estonie. Viro — discover
your own!

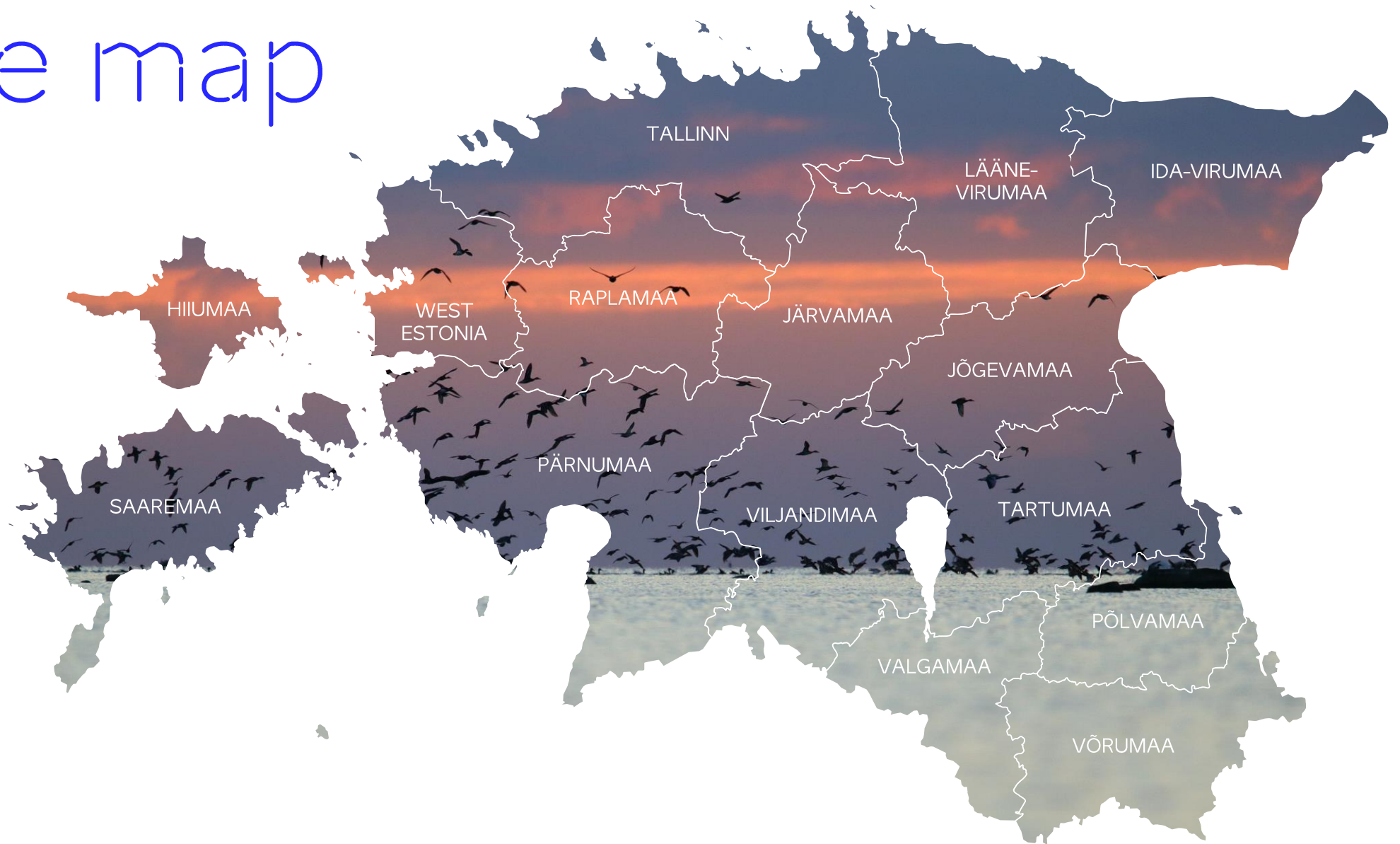
visit
estonia

Kristiina Talisainen & Agnia Nast

February, Tourest Pro, 2023



The map



Tallinn

An aerial night view of Tallinn, Estonia. The foreground is dominated by the dense, historic Old Town, characterized by its numerous buildings with red-tiled roofs. The city lights are visible, creating a warm glow against the dark sky. In the background, the modern city skyline is visible, with several tall buildings and a prominent church spire on the right side. The overall scene captures the contrast between the old and the new in the city.

- + Green Capital of Europe 2023
- + historical areas vs progressive urban districts
- + international start up scene
- + a bliss for architecture lovers
- + foodie trail: excellent restaurant variety
- + surrounded by sea
- + ice swim spots or a perfect beach day?
- + ideal for a 3 day citybreak

Old town

- + authentic medieval milieu
- + UNESCO heritage site – 14th / 15th century
- + secret gardens and hidden gems
- + red roof views from different angles: Toompea Hill
- + alternative view on the old town: from a sailboat
- + mesmerising during Christmas time



Kadriorg and Pirit

An aerial photograph of Kadriorg Park in Tallinn, Estonia. The central focus is the Pirit Palace, a large, ornate Baroque building with a red facade and white architectural details, topped with a green roof. The palace is surrounded by meticulously landscaped formal gardens with geometric patterns, circular fountains, and manicured lawns. The background shows a dense forest of trees with autumn foliage and a glimpse of the sea under a cloudy sky.

- + beautiful examples of Baroque architecture
- + sophisticated art scene. KUMU!
- + seaside promenade
- + picnic heaven, cute cafes
- + Presidential castle and Maarjamäe castle
- + 18th century park, fountains and streams
- + Japanese Garden

New Tallinn: Rotermann, Noblessner and Telliskivi

- + industrial settings with new life
- + constant development
- + shops, restaurants, galleries, terraces for people watching
- + close to the harbour and to old town
- + attractions: Museum of Estonian Architecture in Rotermann, Fotografiska in Telliskivi and Proto in Noblessner



Open Air Museum

- + country's rural architecture and way of life
- + 18–20th century Estonian peasant life
- + folk dance shows and handicraft workshops
- + rural food experience
- + traditional festivities
- + horse carriage rides



North Estonia

- + dramatic coastline and waterfalls
- + border town Narva and its bastion
- + adventure calls: Kiviõli Adventure Centre, mining museum and more



Lahemaa National Park

- + German-Baltic heritage manor houses
- + captains village and fishermen village
- + hiking trails: pine forest, quiet beaches, bogs and lakes
- + discover secluded coastal beauty
- + perfect for a self-drive holiday



South Estonia



- + smoke sauna - UNESCO intangible heritage list
- + Old Believers villages
- + Seto life – traditional lifestyle
- + all about onions
- + quirky art galleries
- + cross country skiing

Tartu



- + European Capital of Culture 2024
- + university town: lively scene of student hangouts
- + center for creative and scientific culture
- + bohemian wooden districts and colourful character

Estonian National Museum

The image shows the interior of the Estonian National Museum. The space is filled with traditional Estonian folk costumes displayed in several tall, cylindrical glass cases. Each case sits on a circular, illuminated base. The costumes are diverse, featuring intricate embroidery, colorful patterns, and traditional headwear. In the background, a large, rustic wooden building with a steep roof and decorative window frames is visible, creating a historical atmosphere. The lighting is focused on the exhibits, highlighting their details.

- + Tartu's most important landmark
- + story of a nation
- + links the past and the future of Estonian culture
- + impressive architecture

Viljandi



- + hilly smalltown and lake views
- + cradle of folk music
- + sunrise picnics at the Castle ruins

Year of the Sauna

A young child with light hair and blue eyes is sitting on a wooden bench inside a rustic sauna. The child is wearing a traditional, textured hat and a colorful, striped skirt. Their hands are resting on their chin, and they are looking directly at the camera with a slight smile. The sauna is made of dark, weathered wood, and the lighting is warm and focused on the child. In the background, there are wooden logs and a colorful woven blanket draped over a bench. A large, dark, shallow bowl is visible in the foreground on the right.

- + old sauna rituals in smoke sauna
- + huge variety of different saunas
- + original social network

West Estonia

- + beaches
- + small seaside villages
- + numerous spas
- + characteristic wooden architecture
- + bird watching



Haapsalu

- + resort famous for mud-treatments
- + slow-living
- + perfect day trip from the capital
- + the castle and museum
- + unique handicraft techniques – Haapsalu scarf
- + cute wooden architecture
- + small accommodations prevailing



Pärnu

- + the summer capital of Estonia
- + long, white sandy beach
- + perfect for families
- + laid back vibe
- + explore by bike
- + spa hotels and B&B



Islands



Kihnu island

The image shows three women in traditional Kihnu island attire. On the left, a woman in a dark blue jacket and a red patterned headscarf is taking a photo of two other women. The woman in the center is wearing a white helmet with a gold band and a red patterned jacket. The woman on the right is wearing a colorful patterned headscarf and a white jacket. They are standing next to a black motorcycle with 'KIHNU' written on the fuel tank. The background is a large body of water under a cloudy sky.

- + recognized by Unesco
- + women power
- + over 600 years old culture and traditions
- + secluded yet available

Saaremaa island

- + coastal Estonians: Viking history rewritten
- + windmills and meteorite craters
- + Kuressaare town and castle
- + wellness hotels and charming farmhouse stays
- + 9 of the best restaurants of Estonia
- + Muhu island connected by bridge - bonus
- + tranquility and sustainable way of life

Island varia



- + walk to Vilsandi or Kuradi saar
- + Ruhnu – singing sands
- + sailing
- + early morning fishing tours

Islands near Tallinn:

- + Aegna – belongs to Tallinn City, same public transport ticket valid for a ferry to the island
- + Prangli – coastal beauty and seal watching
- + Naissaar – beautiful nature + military history
- + Pakri – off with a kayak

National Parks

An aerial photograph of a serene lake surrounded by a dense forest of tall, thin trees. The water is a deep, clear blue. Two people are on paddleboards in the middle of the lake. The shoreline is covered in green grass and small trees. The overall scene is peaceful and natural.

- + the biggest: Soomaa, great for canoeing and the 5th season
- + Lahemaa: just a hop away from the capital
- + Matsalu: ideal for birdwatching
- + Vilsandi on Saaremaa island – orchids!
- + Karula in the south – wild rivers and deep forests
- + Alutaguse: for spotting bears

Plus many beautiful nature reserves, lakes and coastal areas!

Outdoor top5

- + wildlife spotting and birdwatching tours
- + bog / snow shoe hike
- + cycling: e-bikes, fatbikes etc
- + canoeing, SUP boarding and kayaking
- + cross country skiing



Workshops



- + marzipan painting and chocolate making
- + tastings (world class cider, berry wine, gin)
- + cooking Estonian food, bread baking
- + wood carving and basket weaving
- + learning to play jew's harp
- + making leather accessories with a designer
- + giving back to community

Events for international taste

- + music: Saaremaa Opera Days (July), Pärnu Music Festival (July), Tallinn Music Week (May), Viljandi Folk Music Festival (July), Jazzkaar
- + pop music festivals: Võnge, Intsikurmu
- + Song and Dance Festival 2024, youth edition 2023
- + world level sports Events: IBU Cup, WRC Rally Estonia etc
- + Tallinn Marathon (Sep), Tartu Marathon (Feb)
- + Pöff Black Nights Film Festival, November

First Baltic country to receive MICHELIN recognition

- + 1st edition of MICHELIN Guide Estonia celebrates 31 restaurants
- + 2 restaurants - 1 MICHELIN Star
- + 5 restaurants - a Bib Gourmand
- + 2 restaurants - MICHELIN Green Star (commitment to sustainable gastronomy)

Discover the
MICHELIN Guide
Estonia 2022



visit
estonia

DESTINATION PARTNER



Stay in touch:

visit
estonia

visitestonia.com
for the travel pros:
<https://www.visitestonia.com/en/forthetrade>

The team:
<https://www.visitestonia.com/en/forthetrade/b2bcontacts>

visitestonia



European Union
European Regional
Development Fund



Investing
in your future