

The Estonian Way towards Sustainable Tourism

it's about time

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visit
estonia

Sustainability

Strategic aim 2022–25:

Estonian Destinations and products to become sustainable

Resulting in 2025:

#4 Sustainable Travel Index

150 businesses involved

6 destinations GD Awarded



Sustainable tourism

puhka
eestis

Visitor Experience

Visit Estonia Brand Story
and Strategy



Business and destination
management



Training - Mentor

Self-assessment tool



Green Key in Estonia

- + 94 Green Key establishments (10/2024)
 - + accommodation
 - + restaurants
 - + conference centers
 - + attractions
- + 58 Green Key establishments (10/2023),



How we do it?

- + Green Key auditing for businesses in Estonia is supported by 50% of the auditing fee
- + Green Key seminars
- + Personal consultation
- + Co-operation with destination management organizations (DMOs)
- + Motivation package for Green Key label owners (study trips, trainings, networking)
- + Growing demand by OTAs, businesses and public sector



Estonian Green Destinations



- + Lahemaa
- + Tartu



- + Hiiumaa
- + Saaremaa



- + Järvamaa
- + Pärnumaa
- + Rakvere

New Destinations 2024:

- + Tallinn
- + Viljandimaa
- + Põlvamaa
- + Läänemaa (from 2025)





Viljandi Folk Music Festival:
Championing Sustainability Through Youth Engagement



Tallinn: From the Singing Revolution to The Anti Waste
Revolution: How We Cleaned Up Our Nation's Backbone Event

—
Experience-led travel

Visit Estonia Brand Strategy and Story

Parent Brand

Visit Estonia

Passion

Sustainability



Passion

Nature



Audience

Natural Nomads

Passion

Culture



Audience

Culture Scouts

Passion

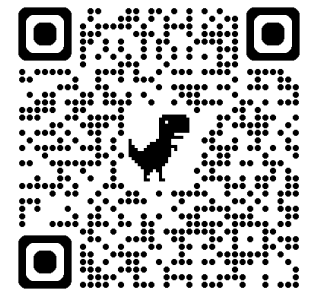
Food



Audience

Flavour Seekers

Brand Strategy and Story



Defining
sustainable
travel
experiences

A sustainability-
first mindset

Best practice
examples

10 principles
for sustainable
travel
experiences

Sustainable Experiences
Strategy and Story

Where are we today?

#4

SUSTAINABLE
TRAVEL INDEX
2023

7

GREEN
DESTINATIONS
AWARDS

+120

CERTIFIED
TOURISM
BUSINESSES



BRAND
STRATEGY



NATIONAL TOURISM
STRATEGY



GRANT
SCHEMES

2024
#6

WANDERUST
Most desirable Destination
for Sustainability

2021

MEMBERS OF
GSTC

2023

Tallinn - European
GREEN CAPITAL

visit
estonia



Thank you!

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