

Influencing Visitor Behaviour: How Certification Schemes Spread Tourists

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Visit Estonia
it's about time

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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.



Sustainable tourism survey 2023

RECOMENDATIONS:

- + First step: awareness and support
- + Environmental, social and economic goals in tourism
- + Sector specific guidelines and agreements
- + Sustainability-first mindset overall implementation
- + Sustainability integration into tourism education
- + Support with waste management challenges
- + Exchange of best practices
- + Sustainable state procurements
- + Investments into energy efficiency
- + Preservation of cultural heritage



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Sustainable tourism

puhka
eestis

Visitor Experience

Visit Estonia Brand Story
and Strategy



Business and destination
management



Training - Mentor

Self-assessment tool



Sustainability

Strategic aim:

Estonian Destinations and products to become sustainable:

- + Self-evaluation tool
- + Green Key
- + Green Destinations
- + Sustainability Mentor (2024)
- + Framework for supporting businesses and DMOs

Resulting in 2025:

- #4 Sustainable Travel Index (2023)
- # 150 businesses involved (almost there)
- # 6 destinations GD Awarded (7+3)



First step in sustainability

- + Self-evaluation tool for tourism businesses
- + 15 minutes to fill for a tourism business
- + Benefit for businesses: awareness rising and new ideas
- + Benefit for DMOs and NTB: get businesses involved in sustainability and marketing
- + Precondition for being involved in NTOs services and network of sustainable service providers



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Green Key in Estonia

+ From 20 (09/2022) to 76 Green Key establishments (05/2024)

Tallinn 40

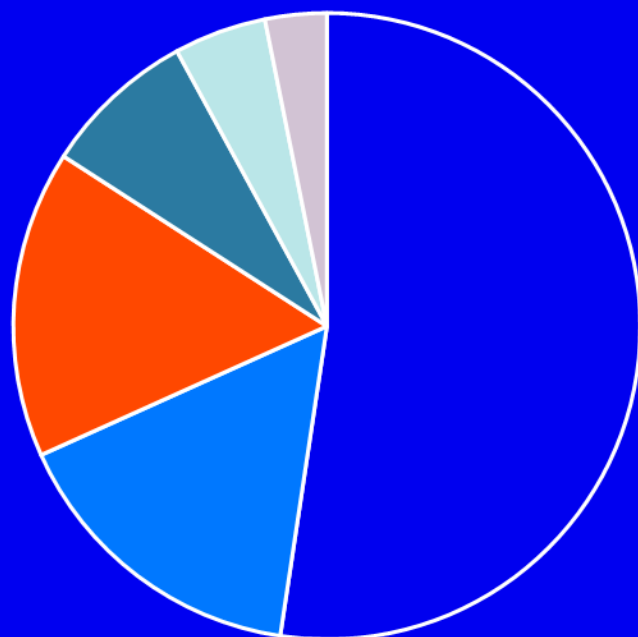
Pärnu 13

South-Estonia 10

Islands 9

East-Estonia 2

Central- Estonia 2



■ Tallinn

■ South-Estonia

■ East-Estonia

■ Pärnu

■ Islands

■ Central-Estonia



How we do it?

- + Green Key programme 2020-24 free for businesses in Estonia (average cost per business in other countries 500-2000 EUR)
- + Green Key seminars (5 month training course) – twice a year
- + Personal consultation
- + Co-operation with destination management organizations
- + Motivation package for Green Key label owners (study trips, trainings)



Green Destinations in Estonia



- + Lahemaa
- + Tartu



- + Hiiumaa
- + Saaremaa



- + Järvamaa
- + Pärnumaa
- + Rakvere



How we do it?

Network of DMO Green Co-ordinators supported by Visit Estonia:

- + Awareness and Training
- + Team building and commitment
- + First 15-30 criteria
- + Top100 competition
- + Country Baseline Criteria by Visit Estonia
- + The rest of the Award criteria
- + Technical check by Visit Estonia
- + Auditors desk audit and on-site visits
- + Auditor report
- + Evaluation of the auditors report (by VE+GD)
- + Award calculation and Communication (by GD)
- + Celebrations at GD conference
- + Destinations activity plans and progress reports





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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

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Defining
sustainable
travel
experiences

A sustainable-first
mindset

Best practice
examples

10 principles
for sustainable
travel
experiences

Sustainable Experiences
Strategy and Story

Where are we today?

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#4

SUSTAINABLE
TRAVEL INDEX
2023

7+3

GREEN
DESTINATIONS
AWARDS

100+

CERTIFIED TOURISM
BUSINESSES



BRAND
STRATEGY



NATIONAL TOURISM
STRATEGY



SERVICES AND
GRANT
SCHEMES

2021

MEMBERS OF
GSTC

2023

Tallinn - European
GREEN CAPITAL



Thank you!

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