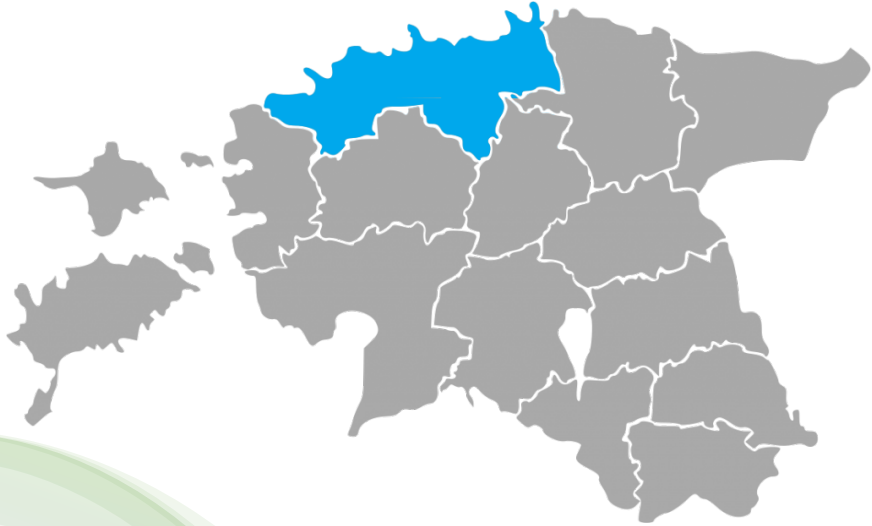


# Sustainability and Tourism Distribution Best Practices in Areas Near Tallinn

Katri Tšeskidov

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# Who are we?



- We have implemented activities through Visit Harju to introduce Harju County as a tourist destination to tourists.
- Harju county has been introduced as a tourist destination around Tallinn that offers interesting and various activity opportunities.
- The role of us has been the marketing of the Tallinn surroundings tourist area.
- It has helped to strengthen cooperation between tourism service providers operating in the county (trainings, fairs, marketing, cooperation between eachother).
- The DMO (Destination Management Organization) of Harju, Rapla and Lääne County is a cooperation model created for the strategic management, development and marketing of tourist destinations.

# Tourism strategy of Harju, Rapla and Lääne County 2023-2027

- The principles that ensure the success of our tourism strategy are:
  - We highlight the region's commons – ensuring and creating common benefits and equal conditions to our entrepreneurs. We avoid duplication of action plans and strategies of the visitEstonia activities and different regions;
  - The main focus is cooperation and raising the attractiveness of the entire region together;
  - We base our choice of target groups and activity directions on actual capabilities and already established strengths;
  - Successful decisions are based on data and their analysis.

# The main reasons visiting the area

## Areas:

- Culture
- Food
- Nature
- Activities
- Relaxation (spas, beaches, promenades)
- Special vehicles interest
- Business travel (conferences, seminars)

Our value proposition is the key for our area development in cooperation with our partners

- An interesting, exciting event related to a specific special interest /object of visit. Lots of exciting events and various places to visit. Aimed at target groups with different interests
- Close and easy - just 1 hour from the capital and easy to visit. Easily accessible by various transport solutions. Only 1 hour away, which also allows visits without further planning.

# Our activities and goals until 2027

- Tourism information presentation, data analysis and management
- Becoming a marketing competence center
- Development of customer journeys, tourism products and service quality
- Development of sustainability principles
- Regional capacity development

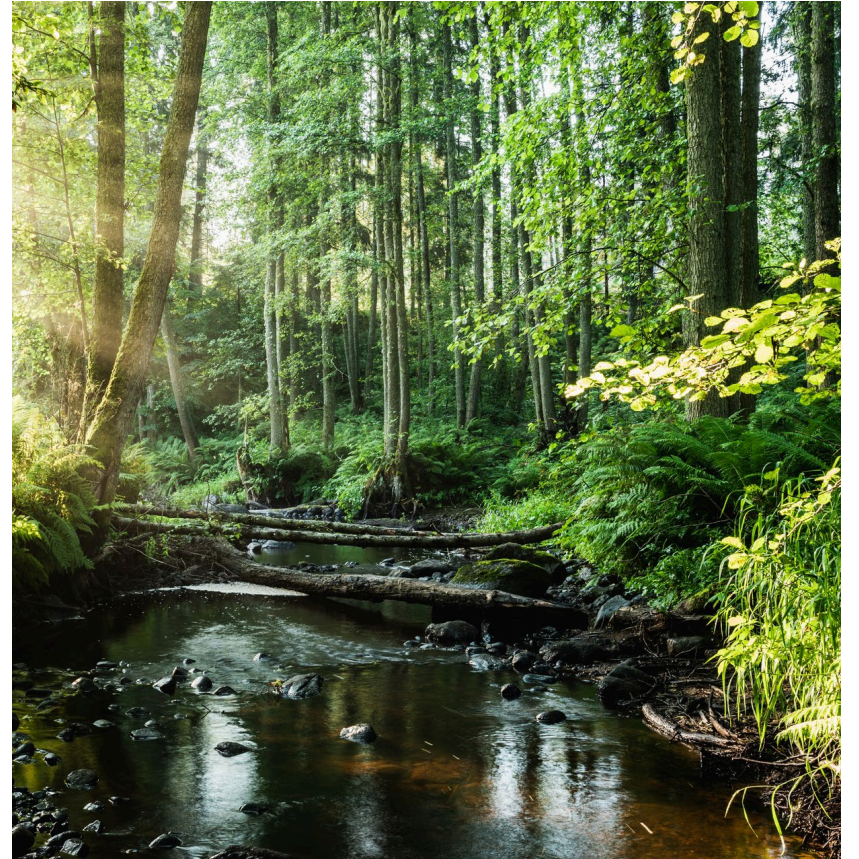
# VisitHarju (Tallinn surrounding areas) activities

- Visitharju/Harjumaa tourism destination image design, marketing and introduction of the area
- Trainings to our partners
- Development and managing our website [www.visitharju.com](http://www.visitharju.com)
- Marketing activities to different markets with cooperation visitEstonia
- Participation in trade fairs, product introduction trips
- Attestation of guides in our area
- Facebook and Instagram account managing
- Newsletters to our partners, Facebook tourism group
- Cooperation with various tourism-related, professional associations and regions

# Our areas: Lahemaa

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- Lahemaa, the first national park in the Soviet Union and also the oldest and largest in Estonia, enchants visitors with its diverse natural landscapes and rich cultural heritage.
- The Lahemaa Tourism Association is the most active developer of tourism activities. The Lahemaa Tourism Association operating under the Visit Lahemaa brand brings together tourism professionals in the Lahemaa tourism area.
- A strategy for the sustainable development of the region has been prepared, which sets the vision that in 2030 the tourist area of Lahemaa National Park will be an internationally known destination with a diverse and preserved natural environment and cultural heritage following the principles of sustainable development, which offers an educational, unique and comprehensive visitor experience for both domestic and foreign visitors and is a valuable living and business environment for local residents.
- The sustainable approach of the Lahemaa National Park tourist area has been recognized with the Europarc sustainable tourism certificate of the European Union of Protected Areas and the gold level of a global green destination. For several years, Lahemaa has been selected as one of the hundred sustainable destinations in the world with its success story. These labels are confirmation that sustainable development and responsible tourism are important in the destination.



# Kõrvemaa Nature Reserve

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- Only 1-hour driveway from Tallinn, the capital of Estonia you'll find Kõrvemaa unique landscape with protected forest areas, bogs and mires, eskers and valleys, wonderful forest lakes. Totally unusual for Estonian typical flat country phenomenon. The area provides ample opportunities for nature photographers, bird and animal watchers and those interested in picking mushrooms and berries. You can take the train from Tallinn, Narva, Rakvere or Tartu to hiking capital of Estonia, Aegviidu and explore the nature with us.
- VisitKõrvemaa site is like tourismgate, what helps you to discover the destination's best services and attractive activities. We have here over 25 tourism companies and holiday centers within a 100km radius and our aim is to offer to you the best experience in the nature and community tourism. Near the backpack hiking trails you'll find well-equipped campsites and campfire sites welcome everyone to rest and have a picnic.
- You can experience one day of hiking with snowshoes/bog shoes off the wooden track, swimming in bog lakes, cooking on a fire in the middle of nowhere, staying overnight and sleeping in hammocks in bogs, or even two-day canoe and bike trip together with traditional sauna, challenging yourself with an overnight trip in the winter and hiking over the frozen bog or going on a landscape photography tour. Or skating on the frozen lakes.





# „Porikuu” Festival (mud-month festival)

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- Porikuu is the largest experience festival in Northwest Estonia which takes place in October and brings visitors the best events of the “darker times”. Events vary from cultural experiences to nature and sports experiences.
- In 2023 during the festival, 76 unique events took place, a large part of which took place in unusual places where visitors do not come across everyday. The highlight this time was the autumn fairs and the opening event of the festival with the world's largest rubber disco.





**Thank you!**