


visit  
estonia



Tourist Behaviour Through  
Gastronomy: Using Gastronomy  
to Disperse Tourists

visit estonia

Food

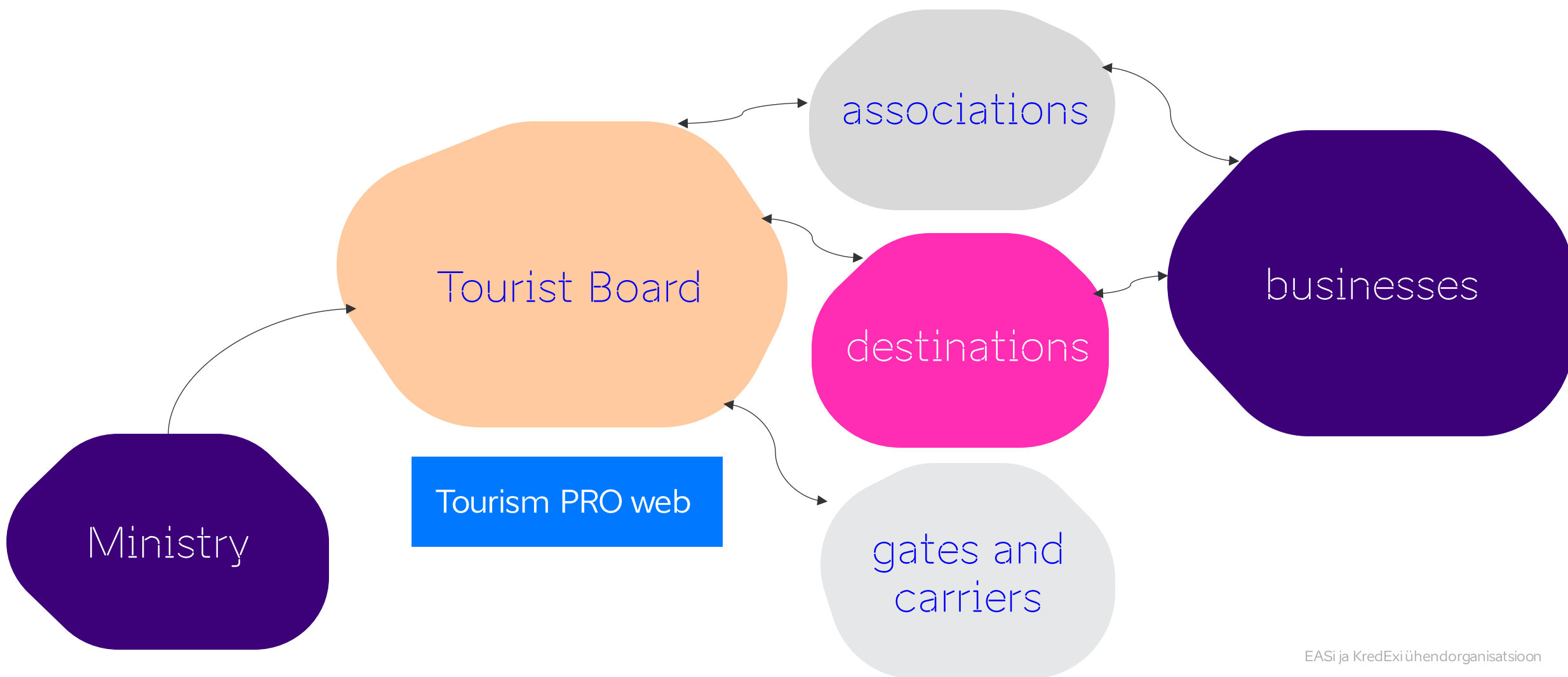
A close-up photograph of a hand garnishing a piece of food on a dark plate. The food is a small, round, textured item, possibly a bread crouton or a small cake, topped with a variety of fresh ingredients including green herbs, red berries, and small pieces of white cheese or cream. The hand is wearing a silver ring with a dark stone. The background is a dark, textured surface, possibly a table or a backdrop.

# Estonian Tourist Board role

- + marketing (B2C, B2B, PR)
- + competence center
- + strategic developer



# Main partners



# Target Markets



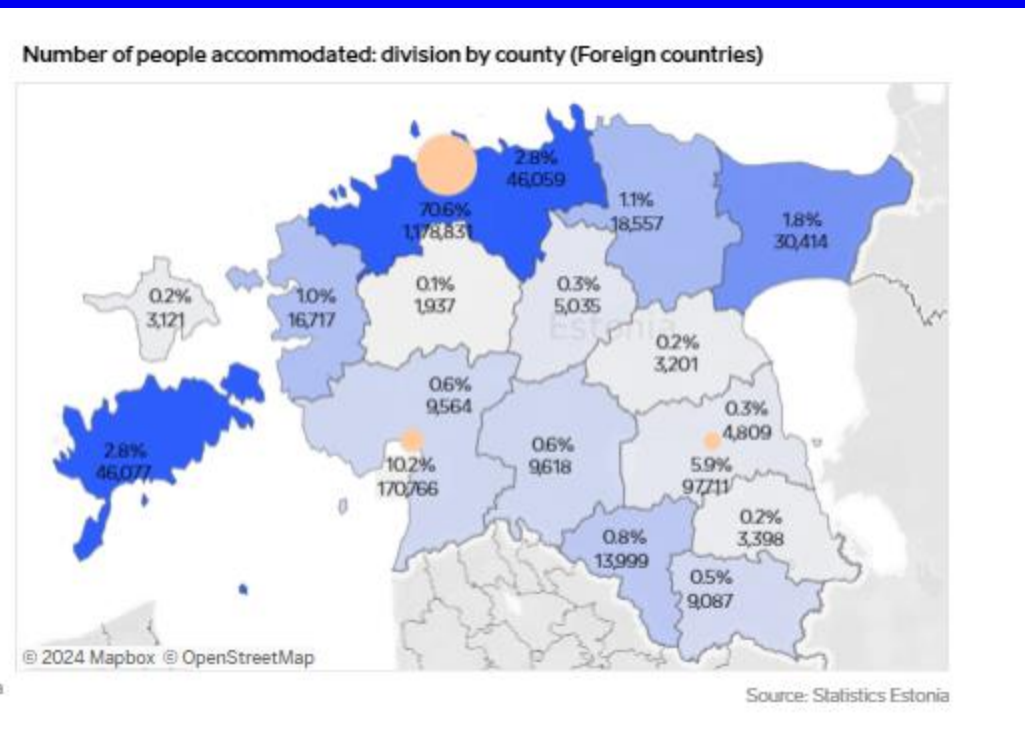
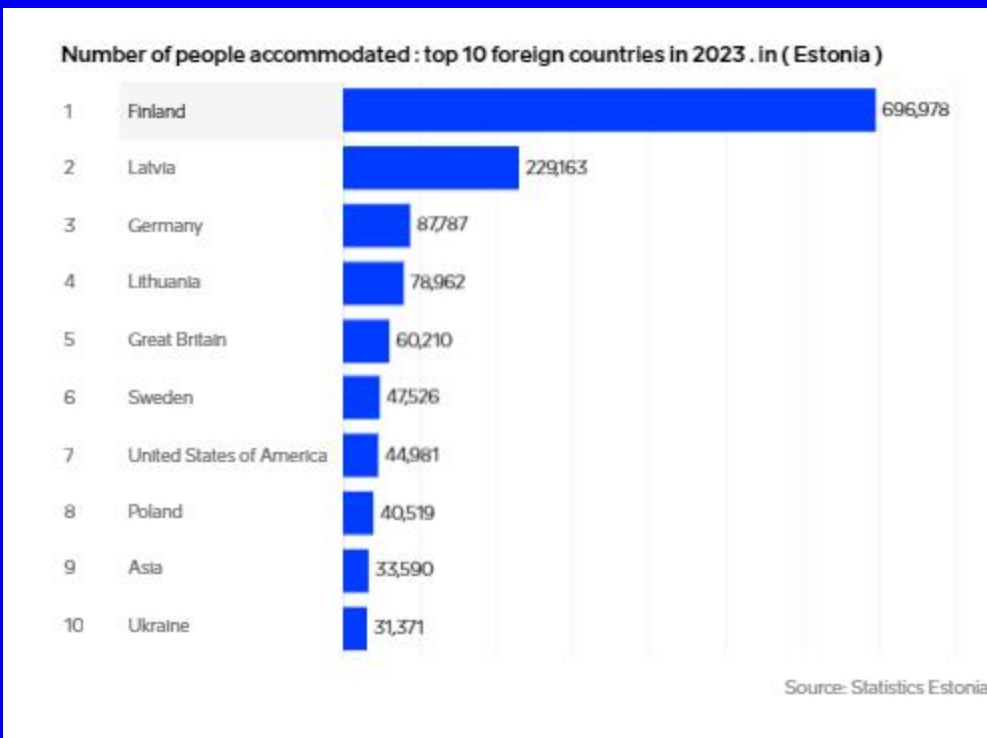
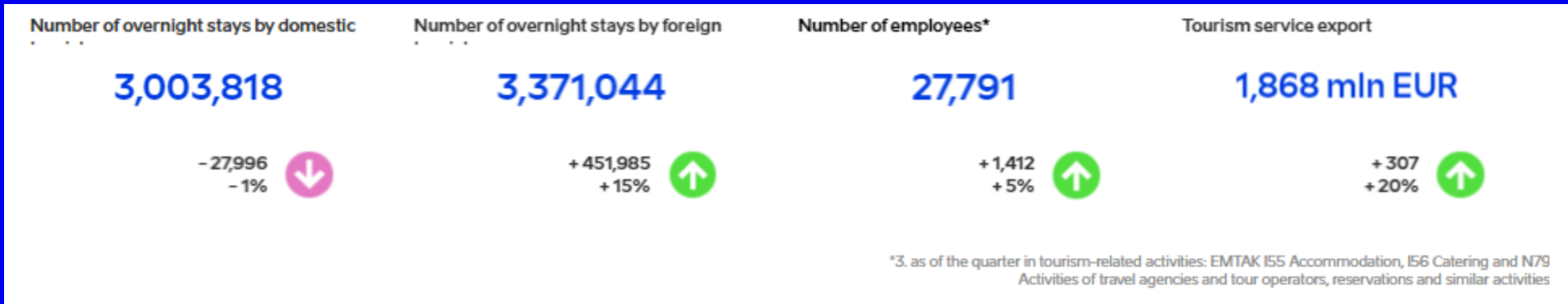
**I priority:** Finland, Latvia, Germany

**II priority:** Sweden, UK, USA, Norway

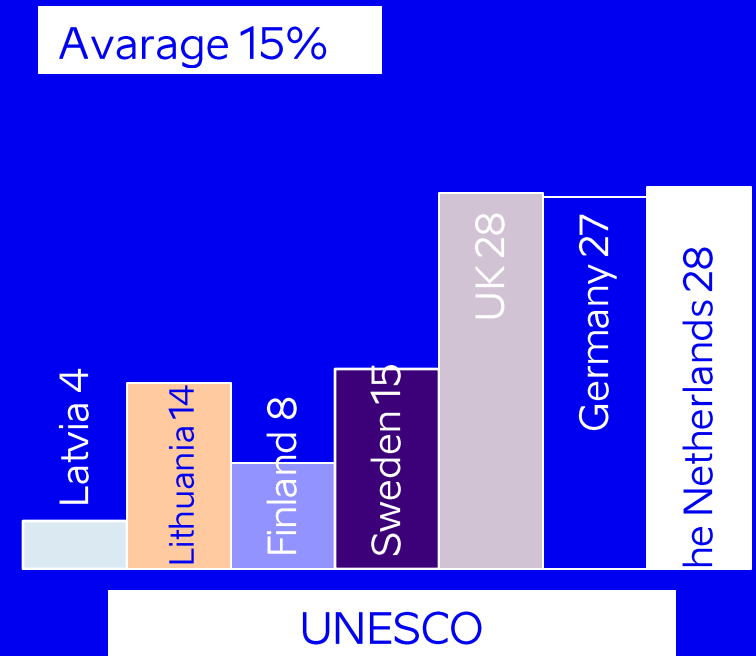
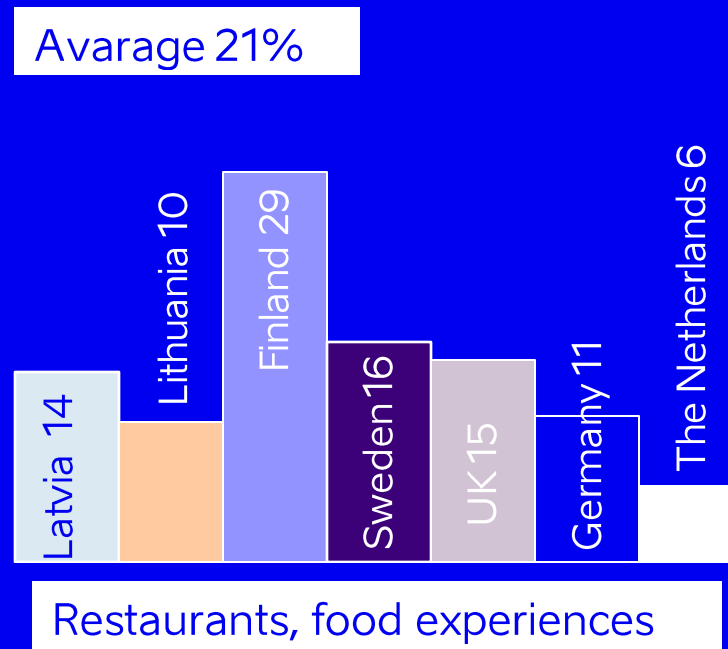
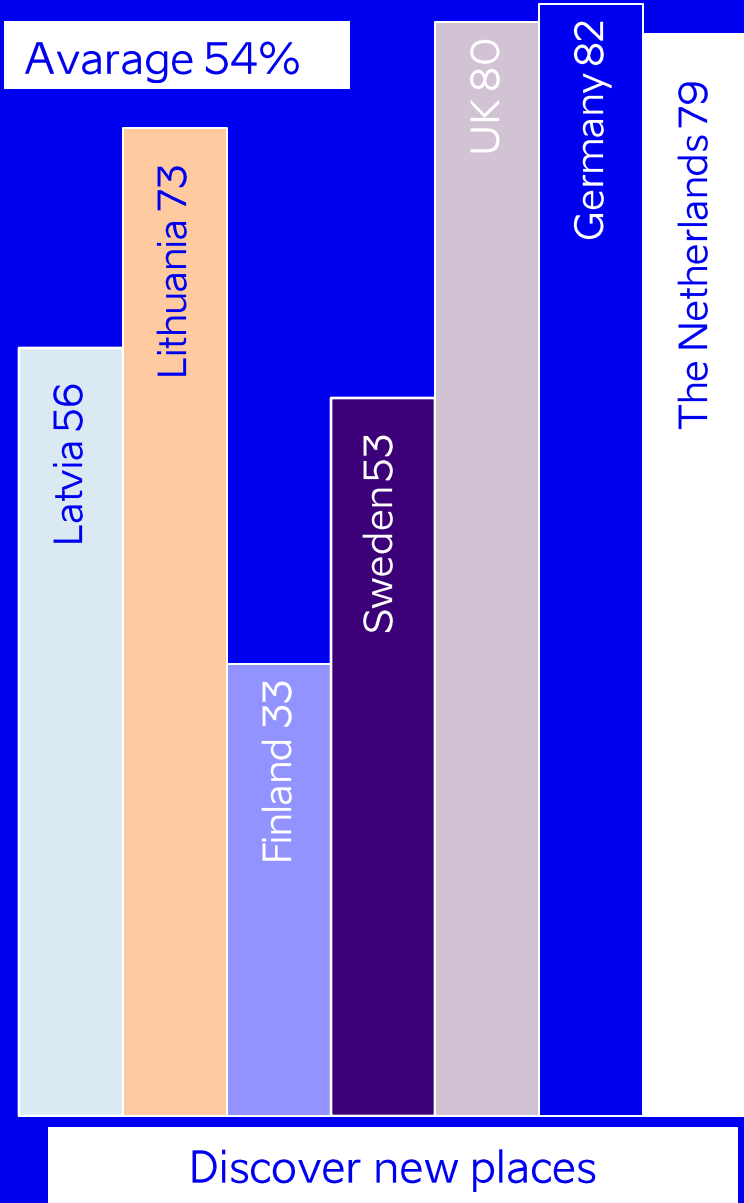
**III priority:** Lithuania, Poland, Italy, Spain, The Netherlands, Switzerland

**IV priority:** Japan, , France, United Arab Emirates

# Estonian Tourism in 2023



# Why did you choose Estonia as your travel destination? (% leisure travellers)



# 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.

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Visit Estonia. It's about time





Parent Brand  
Visit Estonia

Passion

# Sustainability

Sustainability comes naturally to Estonia. From immersive craft workshops to a guided foraging forest hike, these are experiences that showcase how we can safeguard – and give back to – people and planet.

Audience

Responsible Explorers



Passion

# Nature

Inspiring experiences and stories framed around human – or nature – powered journeys that connect with the outdoors, the local culture, food and people in rural areas in line with the ethos of the Slow Adventure movement.

Audience

Natural Nomads



Passion

# Culture

From a quick cultural fix to a voyage of personal discovery, these inspiring experiences and stories are framed around the local cultural scene and lifestyle – architecture, art and design, music, heritage sites and learning about history.

Audience

Culture Scouts



Passion

# Food

Experiences based around local ingredients, flavours and dishes. Connecting travellers with a shared passion for food, as well as local chefs or suppliers who can provide a behind-the-scenes take on tastes.

Audience

Flavour Seekers



A child wearing a striped beanie and a grey sweater is crouching in a forest, holding a woven basket and foraging for mushrooms. In the background, another child is standing near a tree trunk. The forest floor is covered in green moss and small white flowers. The scene is lit with soft, natural light, suggesting a peaceful, rural setting.

Dine where fast food  
comes as fast as it grows

Estonia. It's about time.

# Action plan for food tourism 2022-2025

- + Purpose: Estonia is a food tourism destination with a good price-quality ratio, valued among foreign visitors and the awareness of Estonian food experiences has increased. **Food is one of the three reasons to travel to Estonia.**



# Action plan for food tourism 2022-2025

## ACTIVITIES:

- + **Strengthening the image of Estonia as food tourism (focus on regionality)**
- + Bringing international gastronomy-related events and competitions to Estonia and cooperation activities
- + **Gastronomy development and cooperation activities**
- + **Bringing international food quality labels to Estonia and introducing restaurants recognized with the label to the World**
- + Raising awareness of Estonia as a food tourism destination through marketing and communication activities in foreign markets
- + Ongoing food-related communication on Visit Estonia channels

## MAIN PARTNERS:

- + DMOs, hospitality cluster, Rural Tourism, ministries, food guides, Association of Estonian Chefs, Estonian Hotel and Restaurant Association, embassies, etc.



# Strengthening the image of Estonia as food tourism

**Result:** According to a study of target markets, at least 80% of visitors from neighboring countries rate the price-quality ratio of the food experience as good and very good

- + regional DMO system development
- + international quality labels
- + focus 60% Tallinn and 40% rest of Estonia



# Estonian path towards DMOs

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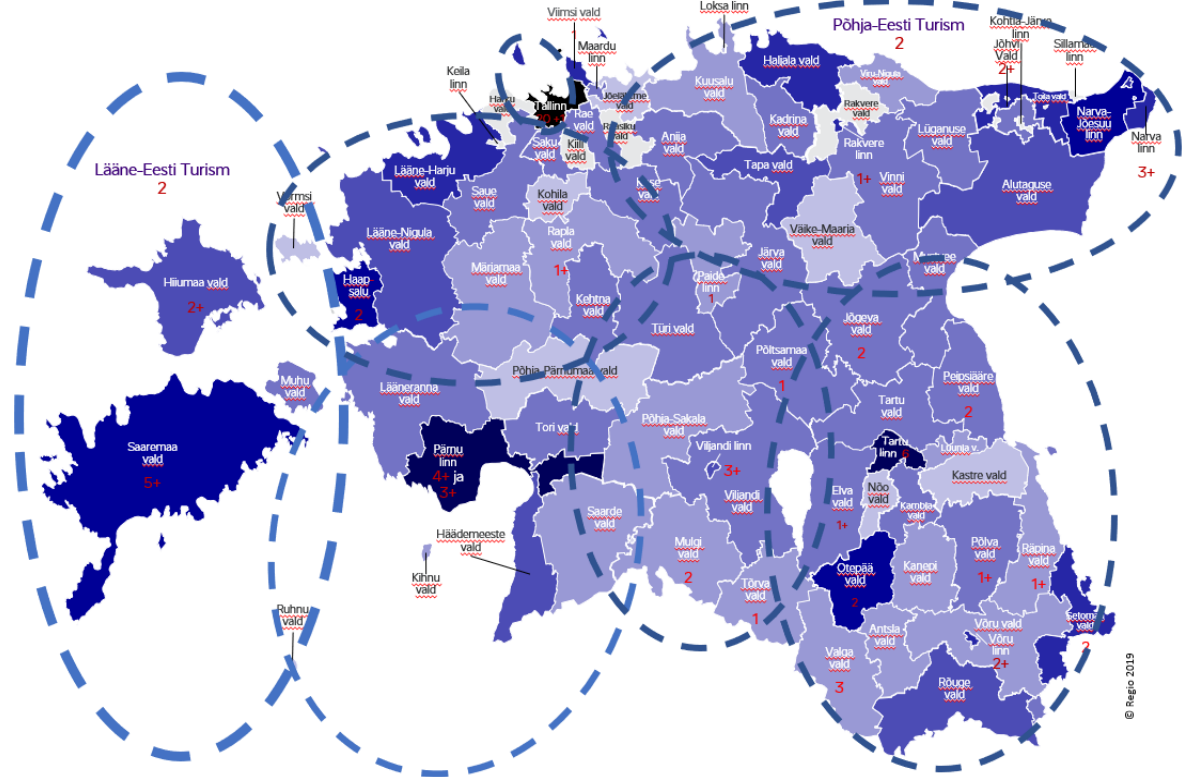
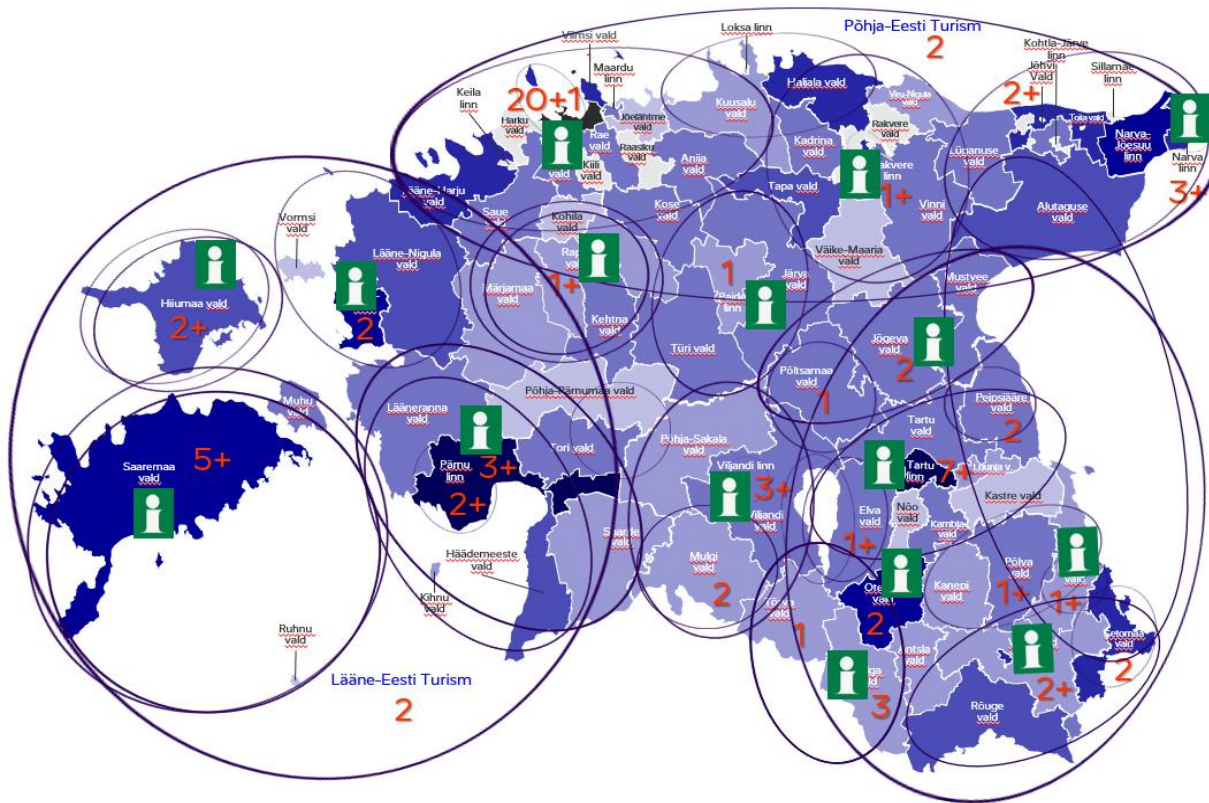
- from 40 organisations to 7 organisations
- 1,5 persons per DMO vs 7-10 persons per DMO
- little money vs money combined
- administrative approach vs customer journey based approach
- regional gaps vs regionally even

# From micro tourism organizations to DMOs

2021



2025



# Development and cooperation activities

- + Border survey of foreign visitors 2023-2024
- + research based on target markets — who to target? Understanding that visitors rate our culinary scene very highly. For example, Finns are interested in restaurants (58%), culture events (56%), shopping (50%), architecture (48%) and spa (46%)
- + development programs for restaurants
- + hackathons for generating new ideas
- + seminars, conferences
- + Green Key
- + food innovation
- + sustainable development
- + Every year we select a Food Destination
- + *the Creative City of Gastronomy within the UNESCO Creative Cities Network? Should we?*





# first Baltic country to receive MICHELIN recognition in 2022

- + A total of 26 companies, including 31 restaurants, have served in 2022-2023. estimated 7.7 million euros additional turnover compared to the year before receiving the Michelin recognition
- + The employment of companies has increased by approx. 70 people compared to 2021, i.e. an increase of 14%
- + The favorite activity of foreign guests in Estonia is visiting restaurants and enjoying food experiences (68%)
- + Those whose main motivation was restaurants, food experiences, spent 50 euros per day on meals (the average of all foreign tourists was 34 euros).



THE MICHELIN GUIDE  
IS COMING TO

**ESTONIA**



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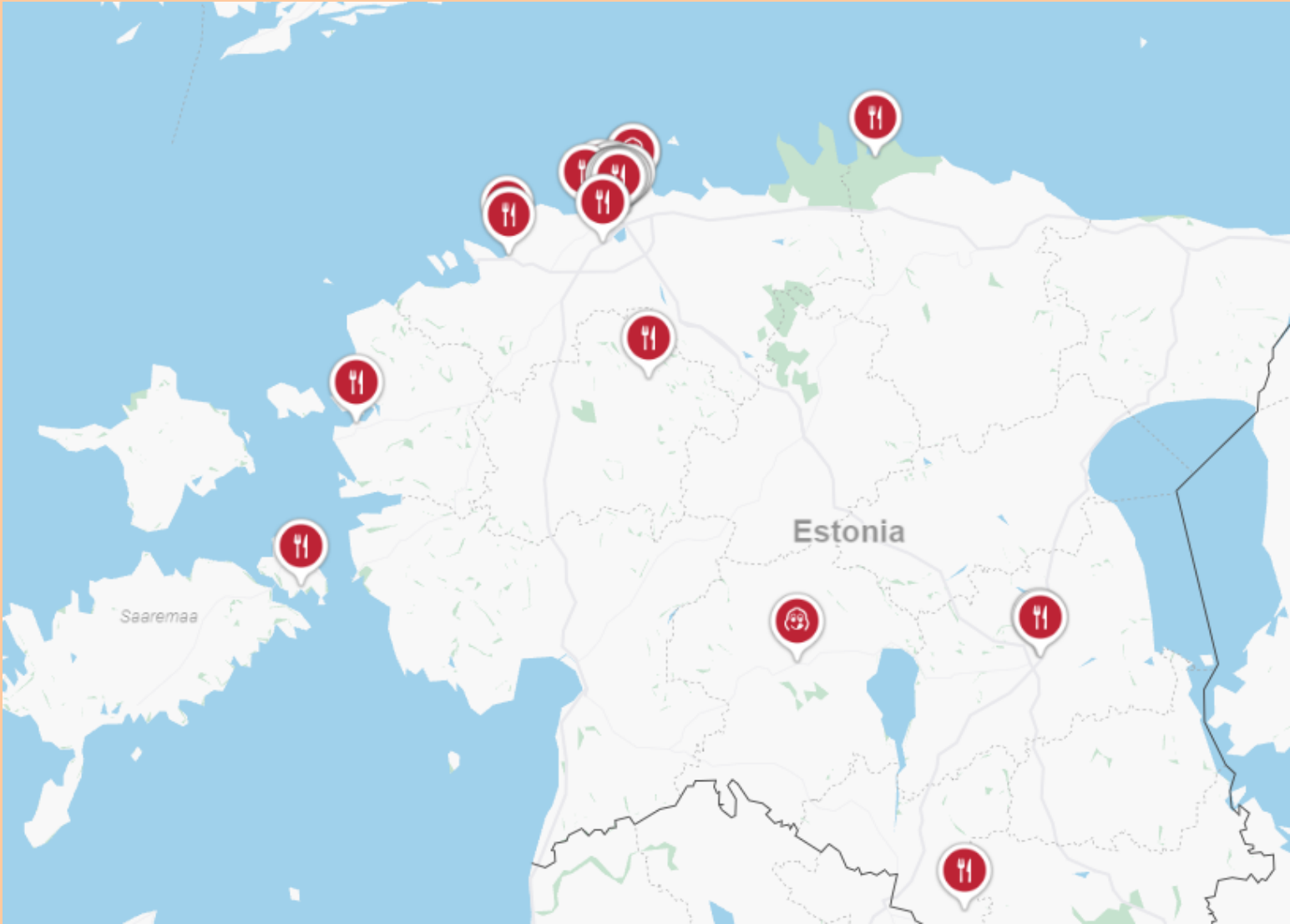
DESTINATION PARTNER

# MICHELIN Guide Estonia

	2022	2023	2024
TOTAL	31	34	35
One Star	2	1	1
Two Stars	0	1	1
Three Stars	0	0	0
Bib Gourmand	5	6	6
Green Star	2	2	3



# MICHELIN Guide Estonia 2024



Regionality is important:

# Marketing and communication

- + campaigns
- + PR
- + press trips
- + TV shows (Master Chef etc)
- + Facebook, Instagram, YouTube, LinkedIn, TikTok, Pinterest
- + [www.visitestonia.com](http://www.visitestonia.com)
- + newsletters
- + events at target markets
- + fairs
- + B2B activities
- + strong cooperation with partners
- + food events
- + Rene Riisalu
- + local producers

## Estland – ett smörgåsbord av kulinariska upplevelser



taste  
estonia

Litet land med stora matupplevelser



# Welcome back!

- + [The Cool List 2024: the 30 most exciting destinations to visit in 2024 \(nationalgeographic.com\)](https://www.nationalgeographic.com/travel/cool-list-2024/)
- + [Best Destinations to Travel in 2024 - Lonely Planet](https://lonelyplanet.com/travel/2024/)
- + [The 25 Best Places to Travel in 2024 - AFAR](https://afar.com/travel/2024/)
- + [The 50 Best Places to Travel in 2024 \(travelandleisure.com\)](https://travelandleisure.com/best-places-to-travel-2024/)
- + [Wanderlust Editors' Travel Hot List 2024 | Wanderlust](https://wanderlust.com/hotlist-2024/)
- + [Best travel destinations to visit in 2024 | CNN](https://www.cnn.com/travel/2024/)





Thank you!

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why?

**1: 0.46**

1 euro in the tourism sector creates 0.46 euro of turnover in other sectors

**1: 0.33**

each 1 euro spent by a tourist will bring 0.33 euro in taxes

where are  
we going?

