

visit
estonia

—
Experience-led travel

Experiences with Nature Strategy and Story



European Union
European Regional
Development Fund



Investing
in your future

Introduction

From destination
to experience...

Although Estonia is one of the most naturally spellbinding, culturally alive and gastronomically diverse countries in Europe, research suggests that the nation itself — and many of the places within it — are relatively unknown to most travellers.

Self-styled as Europe's best-kept secret, now is the time to shout about that secret and provide this small nation with a big story to tell. Whereas once this was about our destinations, now we will speak to those with a passion for nature, culture and food, with compelling and emotive reasons to visit and experience what our nation has to offer.

This document contains the elements that help to form the DNA of nature-based travel experiences in Estonia.

From its long summer nights and surprising fifth season to its centuries old charm fostering tomorrow's tech talent, Estonia has a spellbinding ability to flex its space and time, so it's tailored to you.

Its compact size and effortless accessibility means whether you're here for a weekend or for weeks, there's simply more time to connect to the place and its people.

A place that connects Europe with the East and Estonia to the world. A place that fuses Nordic, Baltic, Scandi and Soviet. A place that's taken the best of each chapter, to write its own unique story. A place that helps you to understand your own place in the world. A place that, for a lot of people, isn't even on their radar. But it's about time it was.

Experiences with Nature — Strategy and Story

Contents

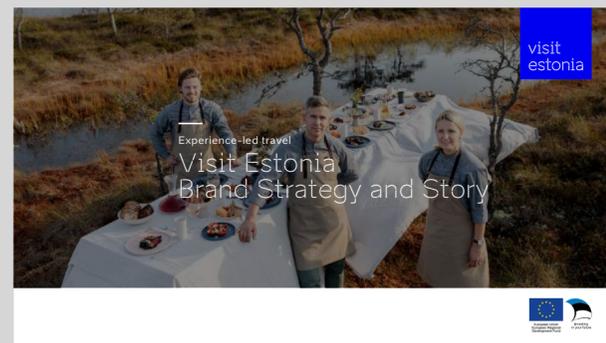
Our strategic DNA

This document is designed to summarise the strategy and story for experiences with nature in Estonia. It is split into two parts and defines our approach to marketing and communications.

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Supporting documents

Alongside this document, you may find the following supporting materials helpful in understanding Visit Estonia's strategy and story for promoting experience-led travel. These documents are available to download at brand.estonia.ee.



Visit Estonia Brand Strategy and Story

Strategy and story document for Visit Estonia and experiences in nature, culture and food combined. Includes audience information on Natural Nomads, Culture Scouts and Flavour Seekers.



Experiences with Culture Strategy and Story

Strategy and story document for experiences in culture. This document also includes audience information for the Culture Scouts audience profile.



Experiences with Food Strategy and Story

Strategy and story document for experiences in food. This document also includes audience information for the Flavour Seekers audience profile.

01

Part One

Experiences with Nature Our Audience

Free Independent Travellers

Free Independent Travellers (FITs)

FIT tourism is the opposite of mass tourism; FITs prefer to create their own trips instead of following crowds. FITs travel alone, as a couple or accompanied by a small number of people. The goal of FITs is to follow their own path, explore the things they want to see and create their own unique travelling experience. By planning their own trip, they can travel at their own pace, not bound to a group.

The FIT is on average well educated and has a relatively high income, but they are also very environmental and price aware. They differ from other tourists in that they search for and compare all offers very well, not only on price, but also on other factors, such as how environmentally friendly a product is.

Whether we're talking to people with a passion for nature, culture or food, each audience is united by the basic principles of the Free Independent Traveller. FIT tourism is better defined as a way of travelling. Instead of comprehensive travel packages for groups, FIT tourism is more personal and individual. Travellers design their own trips themselves, choose their own destinations and visits based on the information already they have.

The attitude and characteristics of the independent traveller perfectly align with the independent spirit of the Estonian nation and our people, positioning us as an ideal destination for them to discover.



Experiences with Nature — Our Audience

Natural Nomads

Overview

The Natural Nomad is the audience for our nature-based, passion-led experiences. The following pages outline their characteristics, motivations and relevant industry trends to aid marketing to this group of travellers.

Natural Nomads wander at will, eager to uncover the epic landscapes and stunning natural world that surrounds them, unearthing places at their own pace, learning from the experiences provided by nature and its inhabitants. The wilderness provides an antidote to — and escape from — their busy urban lives.

Natural Nomads



Characteristics

Natural Nomads have a strong desire to connect more with nature, but their busy lives can prevent this. They favour slow, immersive journeys through wild places and in search of health, wellbeing and themselves. They value authenticity, purity, time and space. They are early adopters, more willing to try new destinations. They are willing to pay a premium for passion-based experiences but often see Europe as prohibitively expensive.

Motivations

Typically, Natural Nomads are driven by a desire to learn about new environments and experience new adventures. They want to relax and take the time to travel slowly, expanding their perspectives by learning when travelling.

Unique Experiences

Experiencing something that's not available at home.

Simple life

A desire to get back to basics, away from the rat race.

Local life

Living in — and enjoying — a neighbourhood, even for a short period of time, gives travellers a true feel for a region and its people.

Slower pace

They wish to mindfully enjoy every moment of their day. This often means a change in mode of transport. By train, bike and on foot creates a more immersive experience.

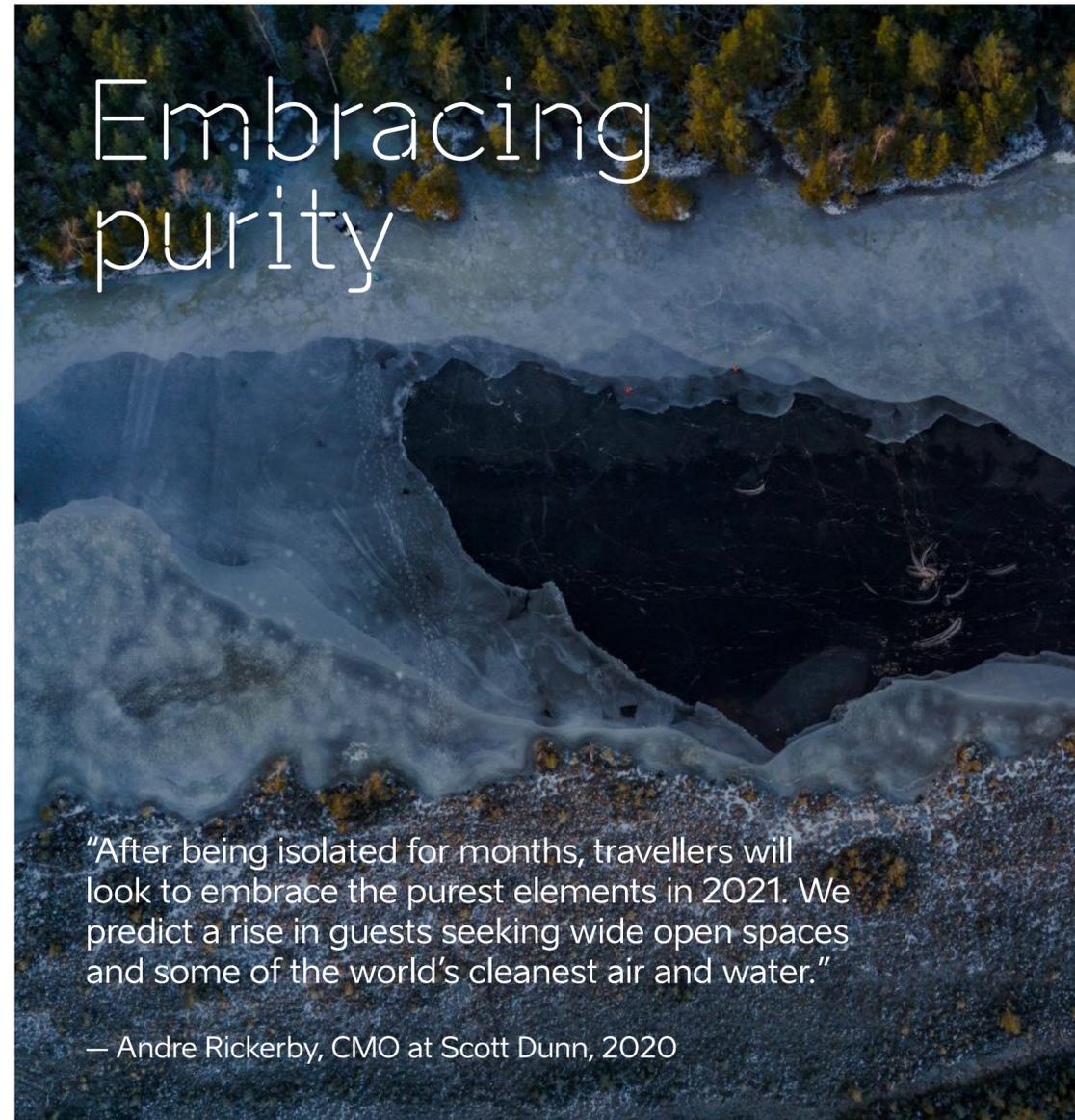
Experiences with Nature — Our Audience

Natural Nomads



Trends

Our strategy and story is founded on audience research and data, but also takes into account current and future trends within the wider tourism sector — ensuring our approach is enduring. As the future of travel has undergone significant change, it is important to look to the trends and predictions that will be relevant for years to come. Those relevant to the Natural Nomads are outlined opposite.





Part Two

02

Experiences with Nature Strategy and Story

Experience Positioning



Experience Positioning

Our Experience Positioning is a brief description of the nature-based experiences offered to the Natural Nomad. It addresses our target market, the category, our point of difference and the payoff for people who choose to experience all that Estonia's nature has to offer.

Estonia is the natural choice for the Natural Nomad. It's for those wanting to discover nature at their own pace and those who seek to experience a deeper connection with the landscapes, local life and wildlife they encounter.

Because in Estonia, no matter your schedule, you'll have all the time in the world; Off-the-beaten-path is only 15 minutes away. Summer sunsets can last a lifetime. With so much to see, there's an extra season to see it.

Thanks to our compact size and effortless accessibility, Estonia tailors its time to the traveller, meaning you can better connect to our natural roots – and your own.

Experiences with Nature — Strategy and Story

Essence and Promise



Brand Essence

Our Brand Essence is a distillation of our brand positioning, with the potential to be used as an overarching strapline for Visit Estonia. It's designed to work on two levels; Firstly, it reflects the fact that Estonia provides travellers with all the time they need to experience our nation — whether they're here for two days or two weeks. Secondly, it acknowledges Estonia's position as Europe's best kept secret and provides a call to action to our audiences — it's about time they experienced Estonia.

It's about time

Experience Promise

Our Experience Promise sums up the value someone should expect every time they're part of a nature experience. It defines the type of experiences we offer — providing a feeling or sense of attitude. The more we can deliver on our promise, the stronger our brand becomes in the eyes of our audience.

Through our **compact size** and **effortless accessibility**, we commit to **enabling Natural Nomads** to **make the most of their time** when **discovering our landscapes**. This promise ensures we deliver experiences that provide a **deeper connection** to our people and our places.

Experiences with Nature — Strategy and Story

Experience Values



Experience Values

These values are unique to experiences connected with nature. They should be used as a benchmark for measuring the experiences we are promoting, in conjunction with the shared values of the Visit Estonia brand.

The experience-specific value is unique to nature, while the brand values unite — and influence — each of the Passions that sit within the Visit Estonia parent brand, coming to life in the moments and memories our customers take when they travel here. For each Passion, they are tailored to reflect the experiences we offer.

Experience-specific value:

Born again

Born again in Estonia's pure natural beauty.

"My nature experience in Estonia makes me feel renewed. The country's clean air and space is an antidote to the modern world. With countless islands, ancient forests and rare wildlife all around, I can lose myself and my cares in just a few hours. I can find myself changing and valuing simple things as my mind, body and spirit tunes in to the timeless ways of nature."

Shared values:

Tuned in

"With nature all around me wherever I go, it's so easy to immerse myself in a simpler way of life and rediscover a meaningful connection with Mother Earth."

Let loose

"With such a low population, forests covering half the country, and 2,222 islands to explore, there is so much untouched countryside and wilderness to lose myself in."

Wide-eyed

"The diversity and mystery of Estonia's natural environment offer an abundance of unique and unusual experiences that never cease to excite and surprise me."

Experiences with Nature — Strategy and Story

Experience Voice



Experience Voice

When describing the nature experiences on offer in Estonia, our tone of voice flexes to match the expectations and emotions of Natural Nomads, as well being inspired by the characteristics of the natural landscape.

Modest vocabulary

To evoke the purity of the country's natural environment and the simple way of living it offers travellers, we avoid long, sophisticated words where short, plain ones would do.

Positive change

To illustrate how Estonia's natural experiences can bring about a new sense of self in visitors, we talk about awakenings and altered states.

Shared Voice

Our strategy enables Estonia to own the language of time. From the centuries gone by, to the seasons of the year, the seconds of the day or the extra hours of a summer night, the concept of time can also translate culturally — through a musical beat or the rhythm of a song.

The language of time

To emphasise the idea that Estonia allows travellers to enjoy their passions at their own pace, we are liberal in our use of words, idioms and symbolism associated with time.

The power of understatement

To reflect the Estonians' understated character, we are reserved in our descriptions, avoiding hyperbole, superlatives and all other unnecessary adjectives and adverbs.

The release of creative freedom

To honour Estonia's independent and progressive spirit, we free ourselves from formal writing rules. A paragraph could be one line. A sentence could be a list. A headline could be one word.



Experiences with Nature — Strategy and Story

Experience Manifesto

Experience Manifesto

Our Manifesto has been written to capture the emotional power of the natural experiences Estonia can offer to our target market. It's a welcome note to our audience, designed to captivate Natural Nomads — persuading them that visiting Estonia will provide them with all the time they need to gain a deeper connection to our landscapes.

The Manifesto also provides clear guidance on our tone of voice and acts as a springboard for campaign development and creative headlines.

Estonia is a country where natural wonders are never more than minutes away. Travellers can catch a few precious hours of reflection or lose all sense of time on a journey that lasts a lifetime.

Voyages around our 2,222 islands are measured by the ebb and flow of tides. The virgin forests that cover over half our country seem to have their own time zone. Our morning alarm call is a symphony of birdsong. Our bears and wolves hark back to primal days. Taking a deep breath in some of the cleanest air in the world will wipe away years of cares. And our summer sunsets go on forever.

But the wonder you'll feel most is for the change that slowly happens within. Your mind clears, your soul stirs, and your heart begins to beat to the rhythm of nature.

Visit Estonia. It's about time.

Headline style



Headline style

Our headline style reflects the principles of our tone of voice. Inspired by the characteristics of the natural landscape, they use a modest vocabulary and evoke positive change. In addition, the headlines make use of our core principles in writing; the language of time, the power of understatement and the release of creative freedom.



Why it works:

This headline plays on the principles of time to celebrate the long summer nights on offer to travellers in Estonia — something which will be a new and unique experience to many travellers. As a result, their memories will go on forever.



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Why it works:

This headline celebrates the surprise that many visitors experience, when they realise how close nature is to any point in the nation. The emotive headline can be supported with facts about our percentage of forest cover, number of islands and proximity to bogs.

The use of the word 'heartbeat' to evoke a sense of passing time maximises emotional impact.



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- ✓ **Why it works:** Estonia's bog landscape is a time capsule — preserving ancient history and pre-historic nature for today's traveller. This headline provokes the reader to become a time traveller and experience these lost landscapes in a bog shoeing or swimming experience.



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- ✓ **Why it works:** The fifth season is a unique traveller experience for those visiting Estonia — perfectly reflecting the nation's ability to flex time. This headline encourages people to experience the country out of the traditional summer months, and is also a way of introducing the vast bounty of wildlife on offer for visitors.



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Why it works:

Here, the language of time is expressed through the beat of birdsong. This headline speaks directly to those looking for a slow adventure travel experience — whether that's biking, kayaking, canoeing, using SUP or exploring Estonia's wild landscapes on foot. Your only company will be the song from thousands of migrating birds.



Move by pedal or paddle
to the beat of the birdsong

Estonia. It's about time.

Headline style



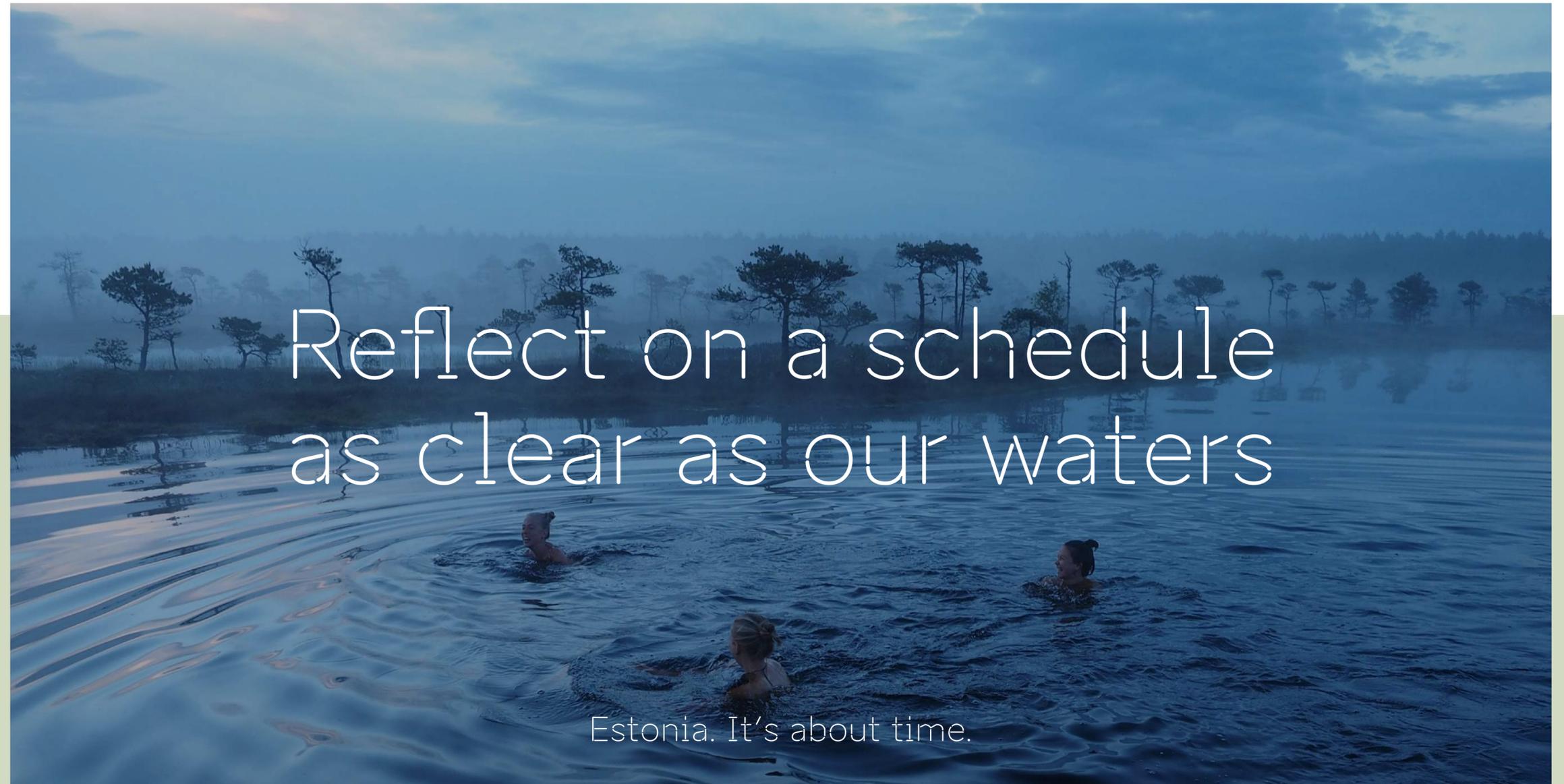
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Why it works:

This headline plays speaks to Natural Nomads with busy schedules, encouraging them to visit a place where the natural clarity of the water will enable them to reconnect with Mother Earth and themselves.



Reflect on a schedule
as clear as our waters

Estonia. It's about time.

Headline style



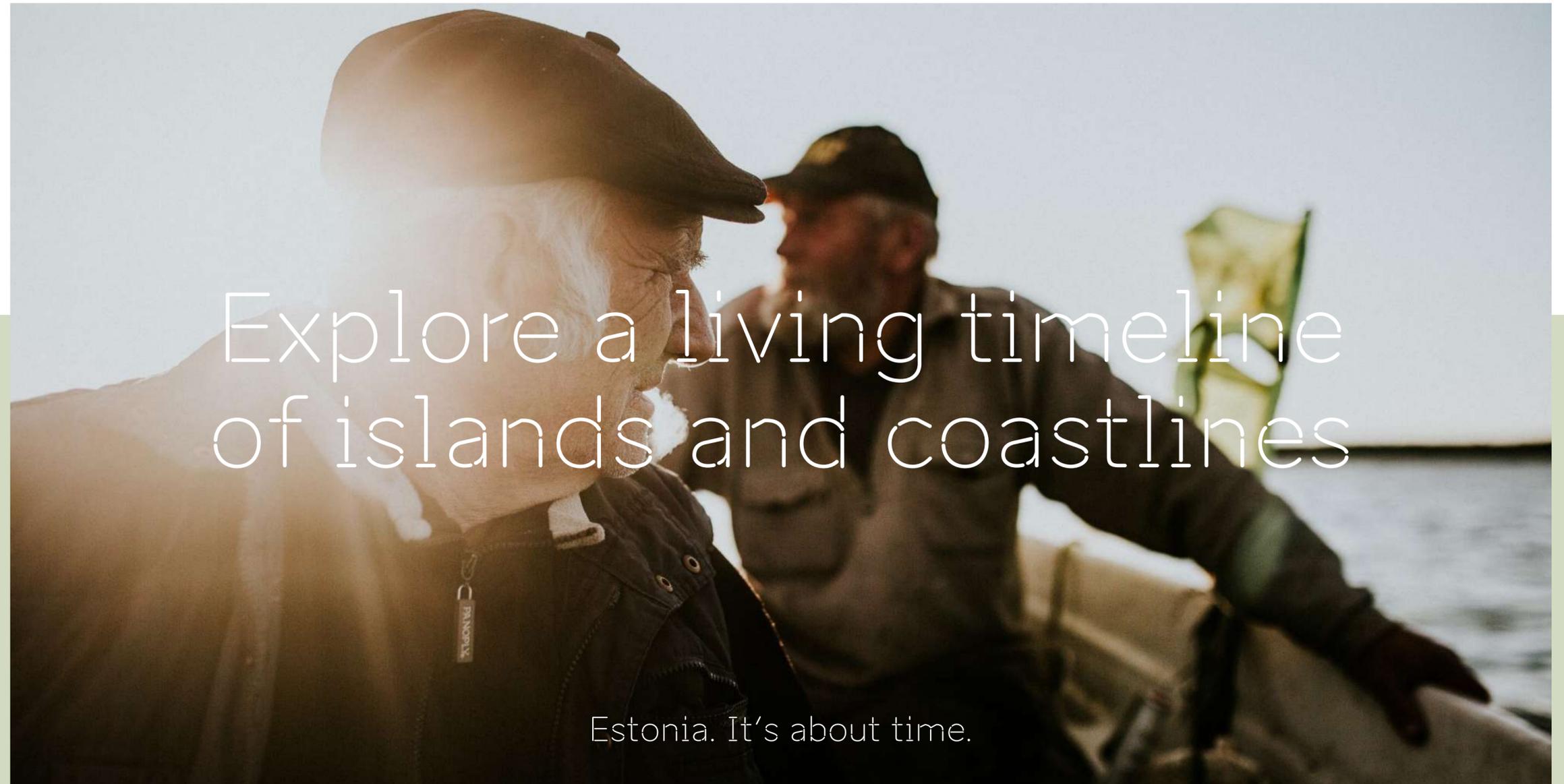
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Why it works:

Natural Nomads seek real, rural life experiences. This headline reflects the living history of Estonia's island communities and encourages the reader to start exploring.



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Why it works:

The tradition of a morning hotel alarm call is challenged through this headline, aimed at those looking to awaken their senses and reconnect with nature through its landscapes and wildlife.



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