



Introduction

We talk about Estonia's nature-based travel experiences to an audience of Natural Nomads. With busy lives, they favour slow, immersive journeys through wild places and in search of health, wellbeing and themselves. They value authenticity, purity, time and space.

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.

It's about time

Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Natural Nomad. It highlights proof points that show how Estonian nature enables travellers to make the most of their precious time when travelling.

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.

Experience Promise

Our Experience Promise outlines our commitment to our audience and our ambition for their experience when travelling Estonia.

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.

Experience Values

Alongside our brand values of tuned in, let loose and wide-eyed, which are shared by each experience, we also have a unique value specific to food — all food experiences should make the Natural Nomad feel born again.

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia's hidden treasures.

Born again

Born again in Estonia's pure natural beauty.

Experience Voice

With our Brand Voice principles of the language of time, the power of understatement and the release of creative freedom, experiences in nature are also expressed through a modest vocabulary and a focus on positive change.

The language of time

The power of understatement

The release of creative freedom

Modest vocabulary

To evoke the purity of the natural landscapes.

Positive change

To bring about a new sense of self in visitors.



Visit Estonia
Experiences with Nature
Strategy and Story

visit
estonia

It's about time

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.