

Coastal tourism in Estonia



The role of coastal tourism in Estonia – the current situation, vision, development

By Kai a Trei er
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Interreg
Estonia-Latvia
European Regional Development Fund

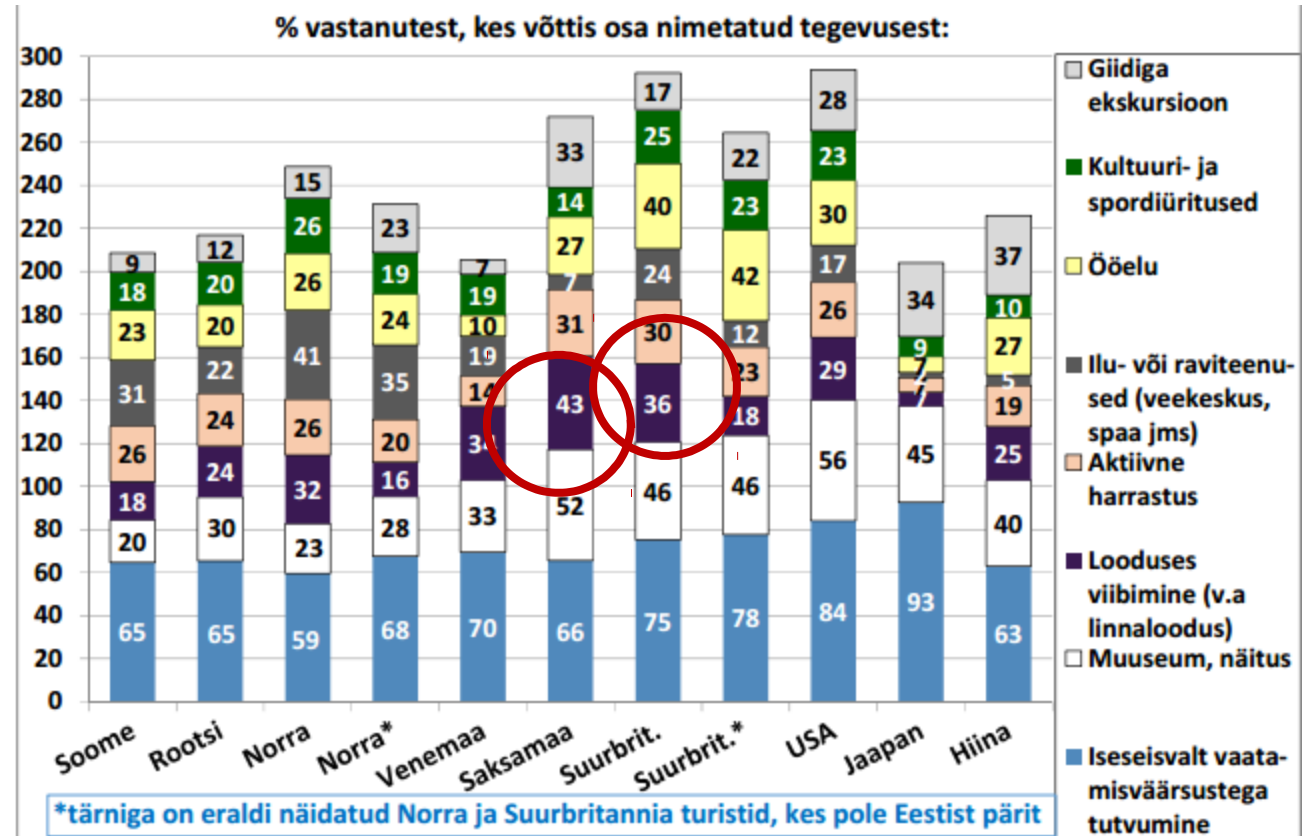


EUROPEAN UNION

Current situation

Main markets

Germany
United
Kingdom




What has been done?

www.visitestonia.com

See & Do


	North-Estonia	West-Estonia
Number of nature tourism objects/sites	301	247

Type Region City Free [VIEW ON MAP](#)




Wheelchair hike in Soomaa
We would like to invite wheelchair-bound nature...

NATURE OBSERVATION A... 20 €




Bogshoe hike in Rubina swamp and bog in Mulgimaa
Rubina is the largest and...

NATURE OBSERVATION A... 20 €




Guided hikes in Taevaskoda by Taevaskoja Salamaa
Every Estonian visits...

NATURE OBSERVATION A...




Hike on the paths and in the footsteps of Sangaste's Rye Count
We start by meeting in the car...

NATURE OBSERVATION A... 20 €




Käsmu - familiar, and yet unfamiliar
Käsmu peninsula has a rich cultural and natural heritage...


NATURE OBSERVATION A...




Hike in Viru bog
Going to a bog is great fun during each season — bogs are extremely versatile and colourful,




Windy country - Pedassaare cape
We will explore the unique windy natural landscapes of...



Hike in the wilderness of the island of Kassari!
Hike on the islets of Taguküla. Our route will take us through...



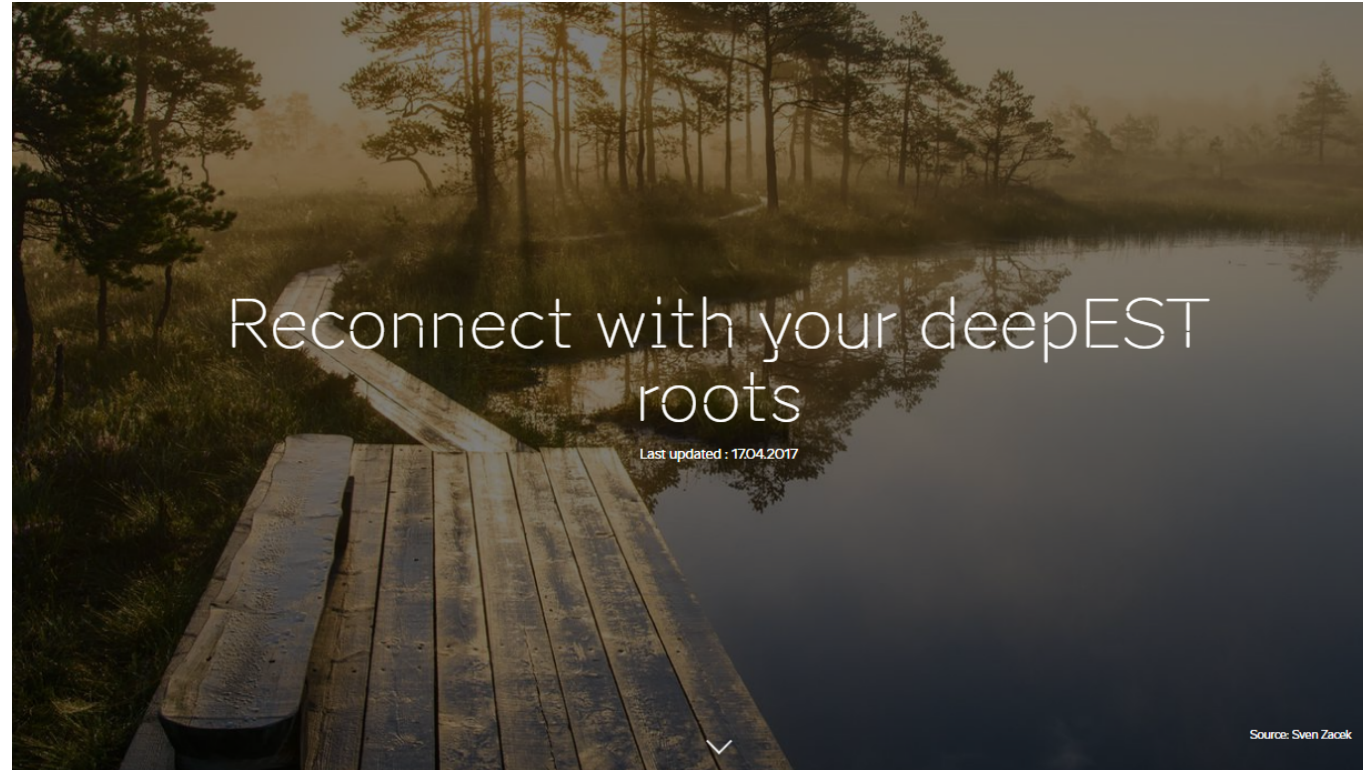
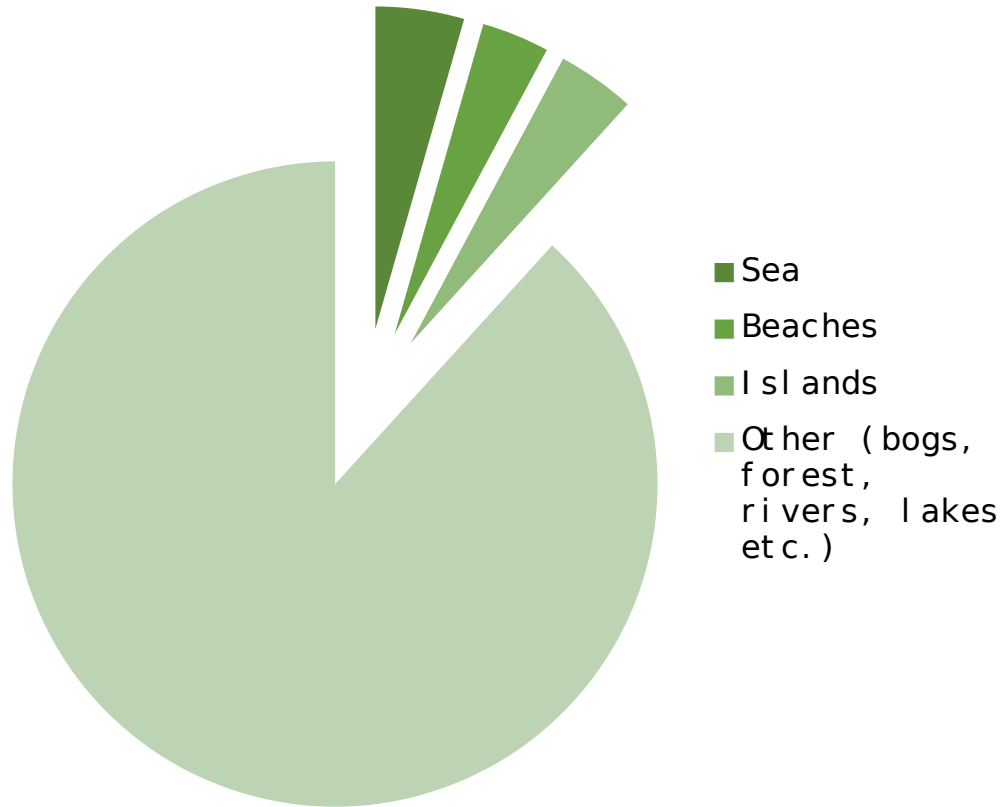
Orchid tour in Saare County
Our flower specialist will teach you to see beauty where others...



Mooska Adventure Trips
Mooska Adventure Trips offer a great opportunity to learn about...

What has been done?

Campaign deepESTroots



What has been done?

Co-operation with marinas



Soel a marina in Saaremaa

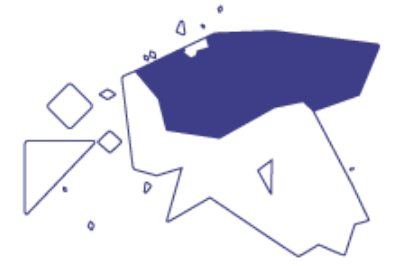
Examples

North-Estonia



Special about

National park Lahemaa and
historical towns



Forests, wildlife
and historical
towns surrounding
the compact capital
city Tallinn is
what **North Estonia**
is most appreciated
for.

Familiar, and yet unfamiliar

Limestone cliff and little islands



Visitors can enjoy **long scenic coastal walks** admiring northern Estonia's limestone cliff lining that hides sediments and fossils dating back millions of years.

Moreover, a **short hop on a boat** during the summer season will open a door to the tiny **rural islands** hiding off the northern coast.

Examples

West - Est on i a



Local initiatives

Romantic Coastline

... was born in 2008, by tourism entrepreneurs.



Main goal: to increase the visitor numbers of the region and designing the positive image of the region.

Tourism and nature conservation

LI FE10 NAT / EE/ 107 Ur bancows



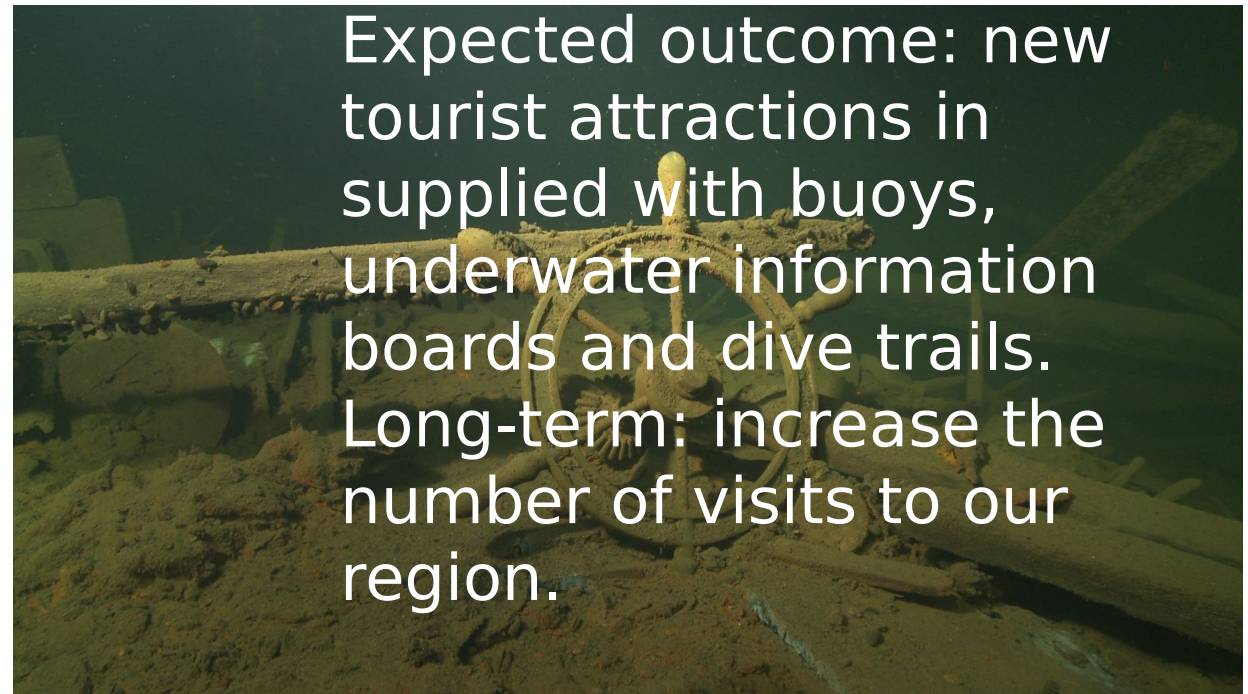
The cattle grazing inside the circle of the nature trail right next to the large spa-hotel and the most famous public beach of Estonia. Photo: LI FE10 NAT / EE/ 107 Ur bancows

Tourism and underwater heritage



Baltic History Beneath Surface: Underwater Heritage Trails In Situ and Online (BALTACAR)

... aims to demonstrate the huge tourism potential of the underwater cultural heritage of the Baltic Sea by developing easy and convenient ways for visiting our unique and well preserved underwater sites *in situ*.



Expected outcome: new tourist attractions in supplied with buoys, underwater information boards and dive trails. Long-term: increase the number of visits to our region.

E. Russ wreck close to island Hiiumaa is one of the most visited objects in Estonian waters.

Photo: Juha Flinkman, SubZone OY/ Estonian Heritage Board 2013

More use of existing and hidden values

West-Estonian Archipelago

National developmental programme

Task 1.5: Development of sustainable tourism

Environmental Board initiates and supports activities which help to build environmental friendly tourism services and products based on natural resources (e.g. curative sea mud).



United Nations
Educational, Scientific and
Cultural Organization



- **West Estonian Archipelago**
- Biosphere Reserve since 1990
- Man and the Biosphere Programme



Kids on the way to island
Viisandi

More use of existing and hidden values



Saaremaa Geopark

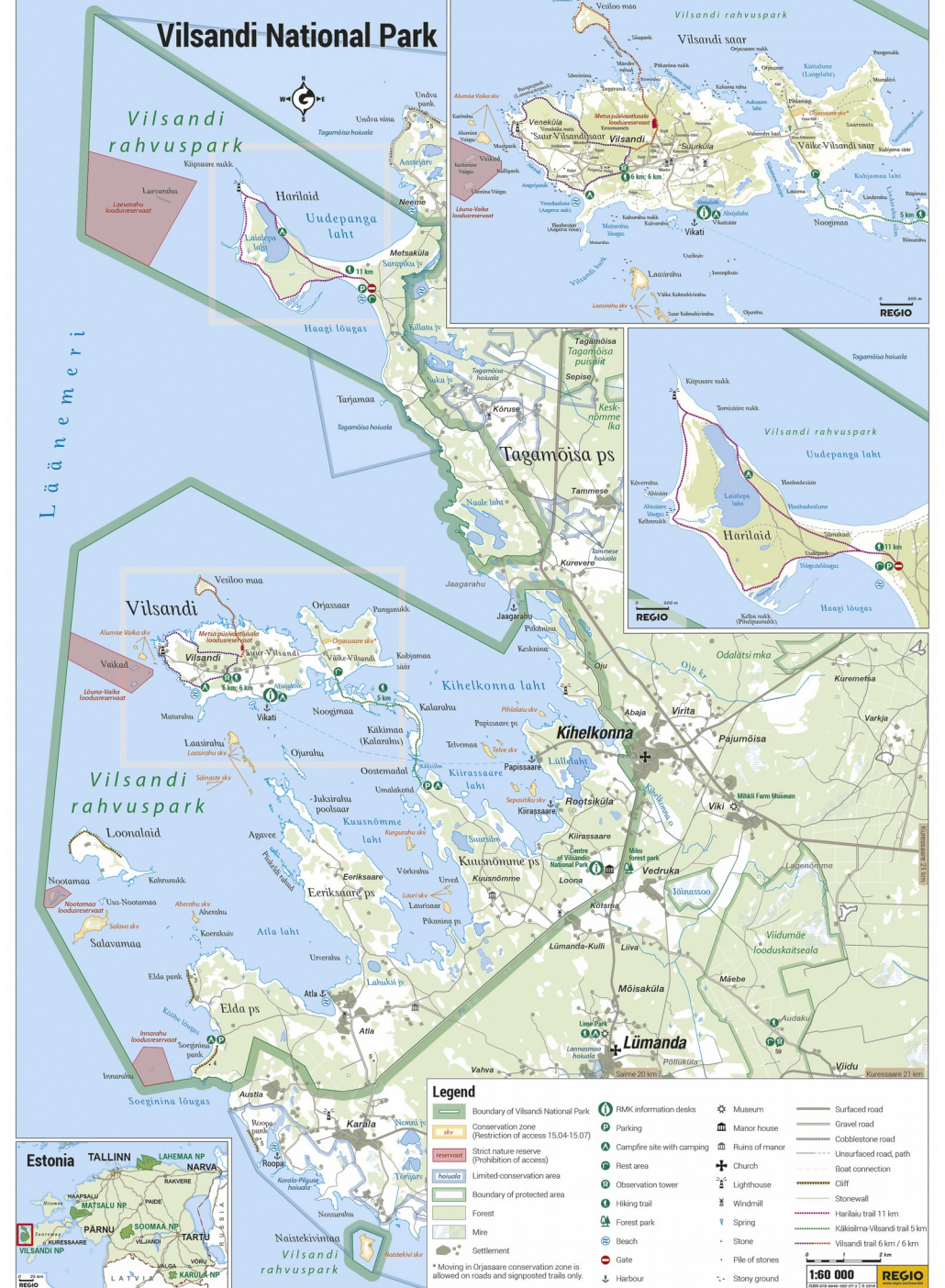


... aims at introducing and preserving the local geology, cultural heritage and nature.

Panga cliff; photo Valmar Voolaid

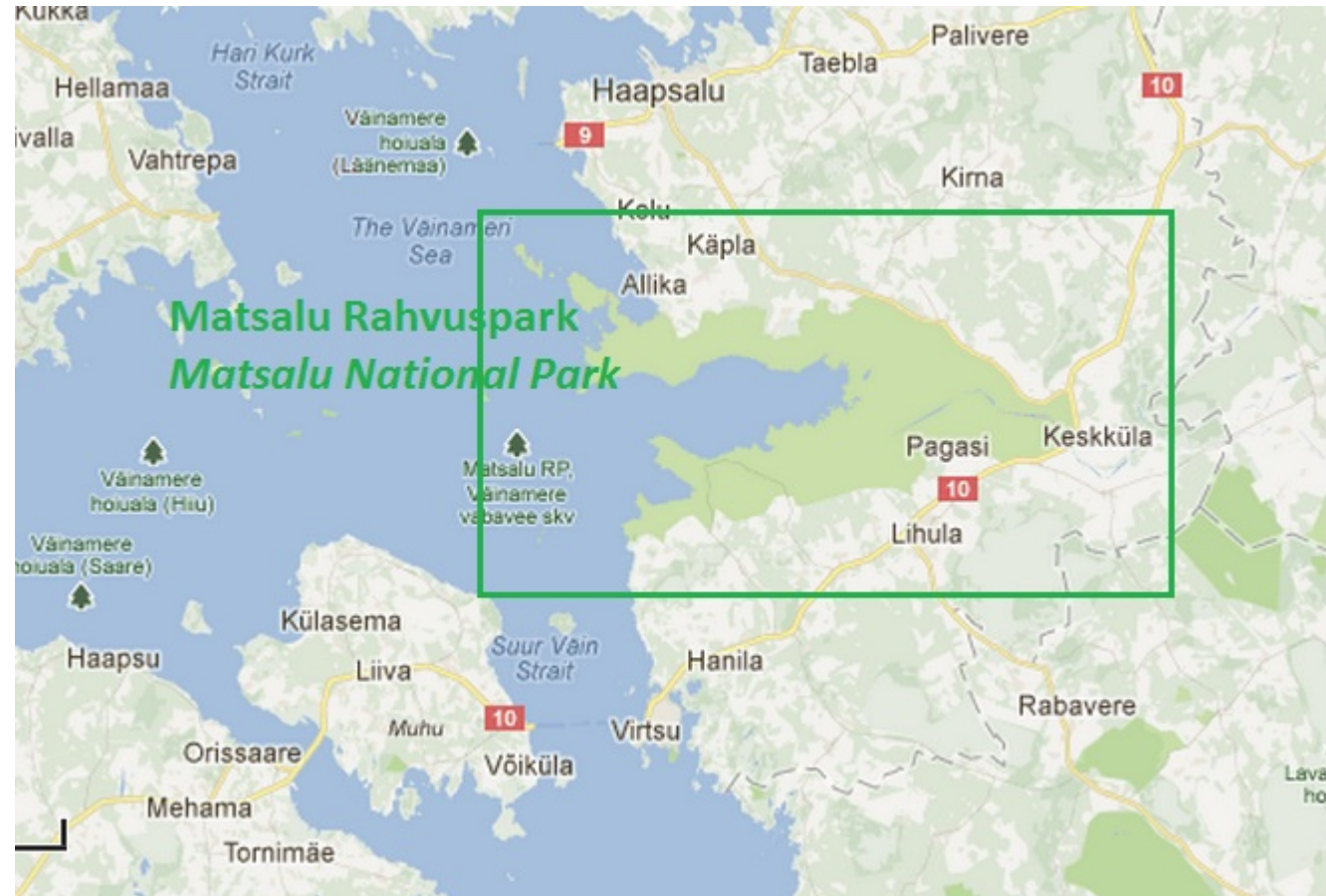
Geopark strives to use the areas geological scene in order to promote tourism, environmental awareness and local development.

National parks



National parks

Matsalu National Park was awarded with the European Charter for Sustainable Tourism in Protected Areas in



Future plans

Strategy for coastal tourism

including Birdwatching

Hiking

Sailing



Future plans

There is never enough of good co-operation



E · E · S · T · I
M A A T U R I S M
E S T O N I A N
R U R A L T O U R I S M



Thank you!

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