

A person is sitting in a folding chair on a sandy beach at night, illuminated by a bright campfire. To the right, a tent is lit from within, casting a warm glow. The background features a dark sky with a hint of sunset or sunrise, and the silhouettes of trees and tall grasses. The overall scene is peaceful and evokes a sense of outdoor adventure.

Welcome to
Visit Estonia
Summer Reception
2023

Introducing the Luxest collection

Luxest
Luxury the
Estonian way



A photograph of two women sitting at a table in a restaurant. The woman on the left has blonde hair and is wearing a brown polka-dot top, looking down at her phone. The woman on the right has blonde hair and is wearing a colorful patterned top, looking towards the first woman. The table is set with wine glasses, water glasses, and a small vase with greenery. The background shows a window with a view of greenery and a lamp with a white shade.

Luxest

Luxest
Luxury the
Estonian way

Escape into nature in luxury rural retreats and old manor house hotels, offering discreet modernity. Indulge in up-to-date spas with traditional saunas. Try fine dining in Michelin restaurants with Nordic-fusion cuisine, locally sourced. Take time to restore, ponder and pamper in Estonia's tranquil surroundings. Discover time for luxury with natural values.

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NORDIC
TRAVEL
SOLUTIONS

stay

Escape into nature in luxury rural retreats and old manor house hotels, offering discreet modernity. Indulge in up-to-date spas with traditional saunas



Hotel Telegraaf

Restored building from 1878, the former central office of t...



Vihula Manor

The historic 4* Superior Vihula Manor was awarded the...



Pilguse Manor

The property is surrounded by untouched nature, lakes an...



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eat

Try fine dining in Michelin restaurants with Nordic-fusion cuisine, locally sourced.



Restaurant Pull

MICHELIN Guide selected, 2022 - chef Tõnis Saar. The ai...



Restaurant Wicca

MICHELIN Guide selected, 2022 - chef Angelica Udeküll...



NOA Restaurant

MICHELIN - Bib Gourmand, 2022 - chef Martin Meikas...



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Take time to restore, ponder and pamper in Estonia's tranquil surroundings. Discover time for luxury with natural values.



Food Studio

We offer groups a chance to come and have a lovely time ...



Tihuse horse riding & farmstead

Offering a wide selection of horseback and carriage trips,...



Otepää Golf & Country

Otepää Golf Course is a full size Championship PAR73 go...



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Wellness Estonian way



Agnia Nast
Tallinn 2023



Wellness is the act of practicing healthy habits on a daily basis to attain better physical and mental health outcomes, so that instead of just surviving, you're thriving.

An aerial photograph of a winding river flowing through a dense, lush green forest. The river is dark and reflects the surrounding trees. The forest is composed of various types of trees, including tall pines and deciduous trees with vibrant green foliage. The overall scene is serene and natural.

Emotional Wellness

National Parks




- + Soomaa, great for canoeing and the 5th season
- + Lahemaa: just a hop away from the capital
- + Matsalu: ideal for birdwatching
- + Vilsandi: on Saaremaa island — orchids!
- + Karula: in the south — wild rivers and deep forests
- + Alutaguse: for spotting bears

Saaremaa island

The image shows a rural landscape on Saaremaa island. In the foreground, a rustic wooden fence made of horizontal logs and vertical posts runs across the frame. Behind the fence, there are several traditional wooden windmills with lattice sails. The windmills are made of weathered wood and have a conical body. The sky is dark and overcast, suggesting an approaching storm. There are some trees and a small building in the background.

- + stress busting
- + being pampered in wellness retreats and hotels
- + concerts and festivals during summertime
- + windmills and meteorite craters
- + ...and the castle!

A group of women in traditional orange and black dresses with colorful embroidery, dancing in a grassy field. The dresses feature intricate patterns and bright colors like red, yellow, and green. The women are holding hands, and the scene is set outdoors with green foliage in the background.

Muhu island

- + Muhu dancing grannies
- + small fishermen villages
- + early morning outings
- + bespoke guided tours
- + on horseback through fields and forests

Approachable wild life

- + bear watching tours
- + wolf howling tour
- + black grouse mating ceremony
- + bird migration stopover (Matsalu)



Activities in the bogs (wetland)

An aerial photograph of a bog wetland. The landscape is a mix of green mosses and lichen, with several small, irregularly shaped ponds scattered throughout. A prominent feature is a tall, multi-tiered wooden observation tower with a dark roof, situated in the lower-left quadrant. A network of wooden boardwalks or trails winds across the bog, connecting the tower to various points in the landscape. The foreground is dominated by a dense forest of tall, thin trees, likely pines or firs, which border the bog area.

- + bouncing on bog shoes (any season!)
- + swimming in the bog lakes – healing power
- + walking on the endless wooden trails – nature beginners welcome!
- + sunset/sunrise tours
- + lunching in the wilderness
- + especially exclusive – concerts in a bog!

A group of young women, likely at a wedding or a similar celebration, are shown in profile, looking towards the right. They are wearing white dresses and flower crowns. The woman in the foreground has a white dress with a red and gold embroidered collar. The background is slightly blurred, showing other people in white. The text "Spiritual Wellness" is overlaid in white, sans-serif font across the middle of the image.

Spiritual Wellness

song and dance celebration

- + 150 years of tradition
- + Singing nation
- + 3rd- 6th July 2025

Setos: explore their double identity

- + close ties to their traditional roots, own unique lifestyle (language and clothing).
- + try 'Dressing up Seto-style
- + taste „Seto Feast „
- + witness elections at Kingdom Days



The power of Kihnu

The image shows three women in traditional Kihnu attire. On the left, a woman in a dark blue jacket and red patterned headscarf is taking a photo of another woman. The woman in the center is wearing a white helmet and a red patterned jacket, standing next to a black motorcycle. The woman on the right is wearing a white jacket and a colorful headscarf. The background is a calm lake under a cloudy sky. The motorcycle has 'KIHNU' and three floral symbols on its side.

The seventh-largest island in Estonia
Kihnu is an ancient island of seafarers and fishermen.
The cultural heritage of Kihnu — the clothing, language,
music, and handcrafts are all on the UNESCO
Intangible Cultural Heritage List.

Sauna culture: The original social network.

- + belongs to UNESCO intangible heritage list
- + best enjoyed very slowly
- + start-up saunas





Year of Sauna 2023

Physical Wellness



Bike & Art Tours



Bog shoeing



World class golfing



Cross country skiing





Social Wellness

First Baltic country to receive MICHELIN recognition

- + The first edition of the MICHELIN Guide Estonia celebrates 31 restaurants
- + 1 restaurants awarded 2 MICHELIN Star
- + 1 restaurants awarded 1 MICHELIN Star
- + 6 restaurants receive a Bib Gourmand
- + 2 restaurants highlighted with a MICHELIN Green Star for their commitment to sustainable gastronomy

Discover the MICHELIN Guide Estonia 2022



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DESTINATION PARTNER

NOA Chef's Hall (30)



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180° by Matthias Diether (20)



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Põhjaka manor Restaurant (60/60)

Fotografiska Restaurant (50/50)



MICHELIN
2022


**SUSTAINABLE
GASTRONOMY**

Fresh and local



Artisan cocktails



Events to remember



Thank you!

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For travel trade:

<https://www.visitestonia.com/en/forthetrade>

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Welcome to Estonian
suppliers joining us
today

The logo for airBaltic, featuring the text "airBaltic" in a dark blue, sans-serif font. A stylized blue and yellow swoosh underline is positioned beneath the text. The logo is set against a solid lime green rectangular background.

airBaltic

airBaltic

Represented by
Jana Indrane

UNIQUE

HOTELS GROUP

— BECAUSE U ARE UNIQUE —

Unique Hotels Vihula Manor

Represented by
Paul Taylor

PILGUSE
RESIDENCY

Pilguse Residency

Represented by
Maria Tamander



Elda Distillery

Represented by
Elena Jonasson &
Fraser
Communications



SILMA
RETREAT

Silma Retreat

Represented by
Regina Seppik



Nordicstay Noarootsi

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Lahepere Villa

Represented by
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Thank you