

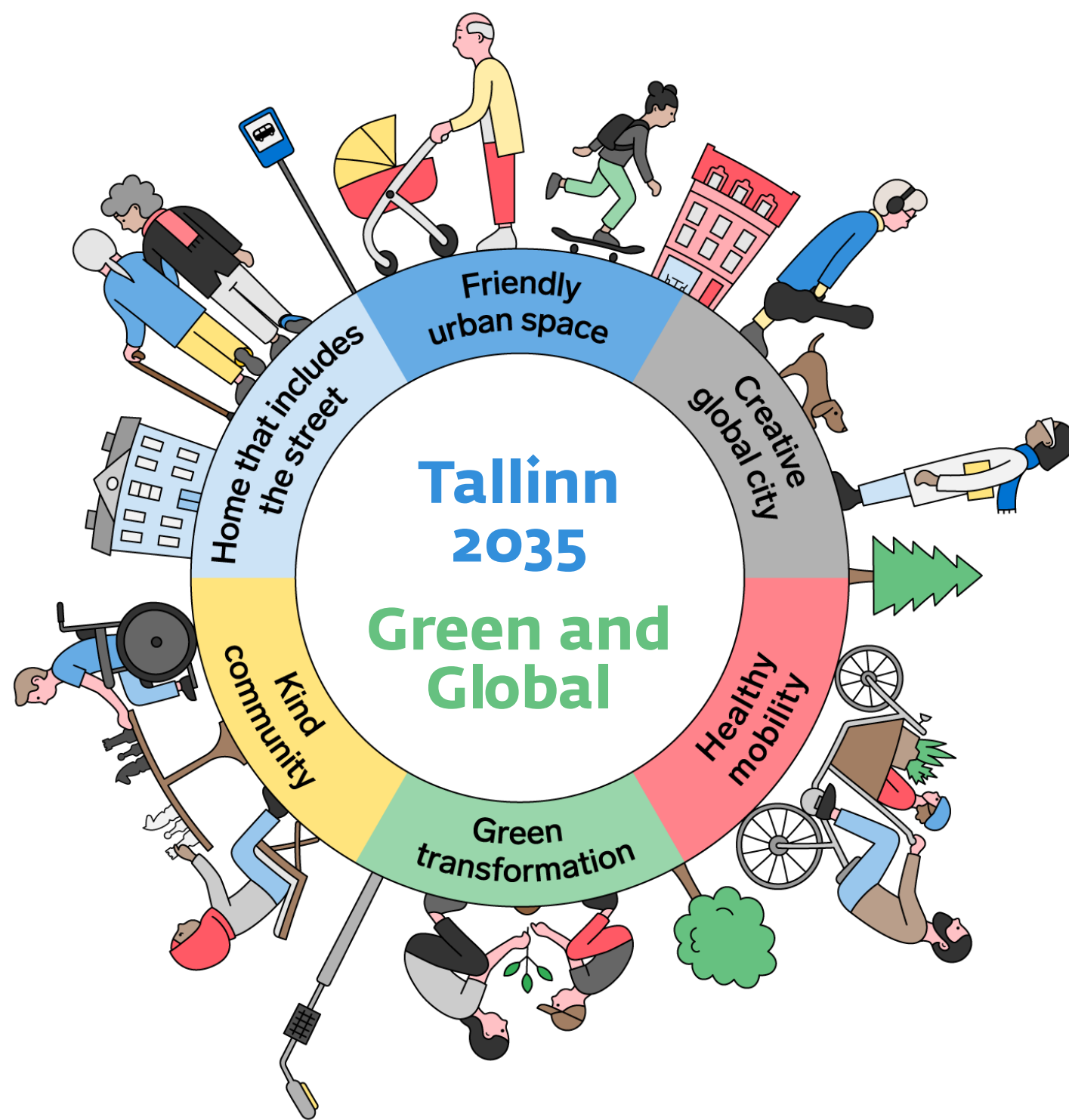
TALLINN 2035 DEVELOPMENT STRATEGY

Vision:

GREEN AND GLOBAL

Tallinn is a green and global city where people look to the future and value their heritage. Tallinn is one of the leaders of green transformation in Estonia; its economy and way of life affect the wellbeing of the entire country.

Six strategic goals:



Tallinn 2035 Development Strategy follows the sustainable development goals of the UN and the Republic of Estonia, with primary emphasis on the following ten goals:



TALLINN TOURISM 2035

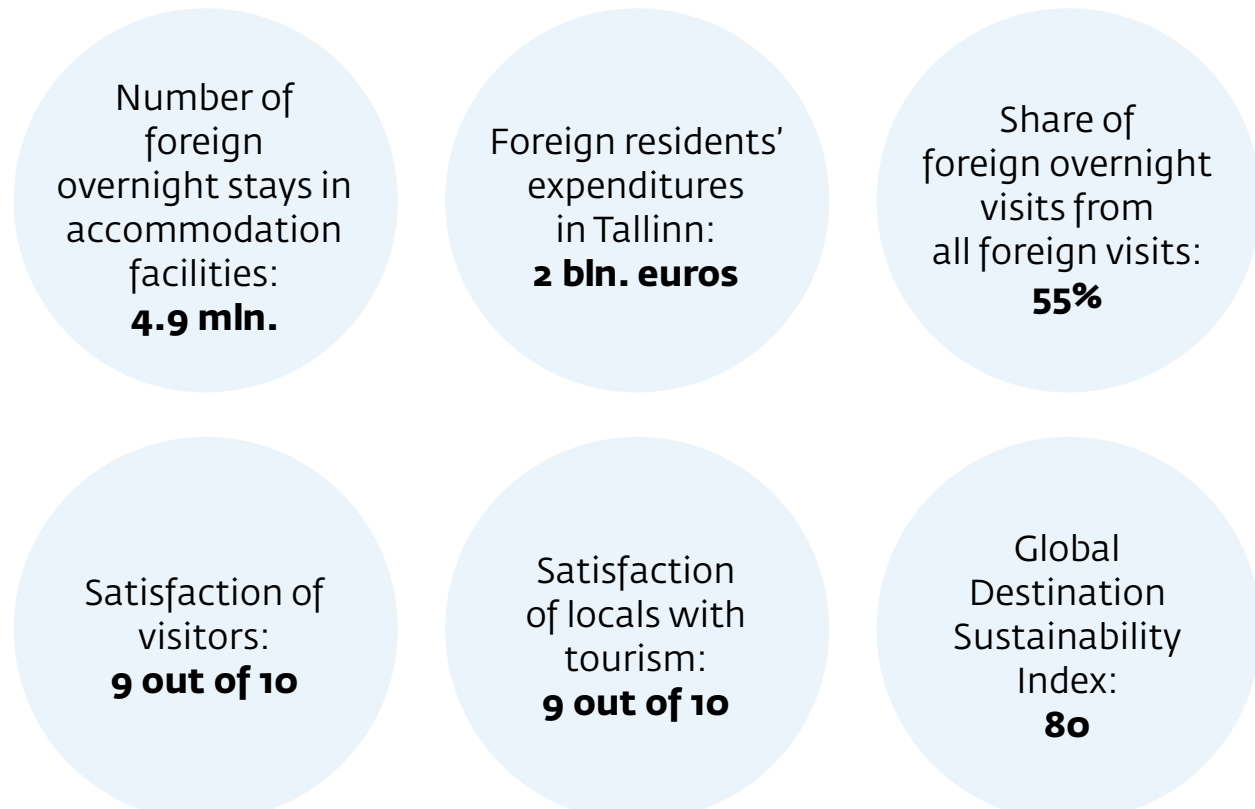
Tallinn's tourism development is based on the Tallinn 2035 Development Strategy.

Tourism contributes to a very large extent to the achievement of the strategic goal 'Creative global city' and to a large extent to the achievement of the strategic goals 'Kind community', 'Green transformation' and 'Friendly urban space'.

The ambition is that Tallinn will be an attractive, innovative and sustainable global tourism destination that exceeds the expectations of visitors and where the visitor economy positively impacts the local quality of life and supports the city's green transformation.

Goal and key performance indicators by 2035:

Tallinn is a destination that is well-known and highly valued internationally and that attracts tourists year-round.



Tourism principles that help reach the goal:



3 MAIN COURSES OF ACTION

Visit Tallinn is the official tourism authority of the City of Tallinn and is part of the Tallinn Strategic Management Office.

Visit Tallinn's mission is to create a positive image of the city, to increase awareness of Tallinn as a leisure and conference destination, and to inspire memorable visits that are also sustainable and create value for the local community.

Positive image and international awareness

International communication and marketing activities aimed at strategically important target groups and markets raise awareness of the destination.

- Tallinn is a well-known destination where visitors are directed towards a sustainable and responsible city visit.
- Marketing and communication activities to promote Tallinn are carried out taking into account the principles of sustainable tourism.

Memorable and convenient city visits

Smart solutions highlight the rich historical and cultural heritage of Tallinn and help visitors maximise their experience of them.

- Tourist information services are accessible and personalised.
- The destination is hospitable, safe and accessible to everyone.
- Smart and innovative solutions offer sustainable choices for visitors and residents.
- Tallinn Card helps visitors discover the city in a smart and personalised way, creating a memorable and sustainable visit.

Sustainable development of tourism

Tourism creates value for the local community, regenerates different areas of the city, and contributes to preserving the environment and local historical and cultural heritage.

- Local tourism companies are environmentally conscious and apply responsible and sustainable business practices when developing their services.
- The local community, universities, and organisations are involved in the development and implementation of activities and solutions supporting sustainable tourism.
- The flow of visitors is dispersed between different areas of the city and throughout the year.
- Visit Tallinn leads by example by implementing sustainable methods in its own operations.