

"Introduce Estonia" sub-strategy for tourism

INSTRUCTIONS FOR FOCUS TOPIC OF CITY HOLIDAY





When introducing options for city holidays the most important strategic city is Tallinn. Tallinn functions as a terminal of tourism for the whole of Estonia. No matter who is coming to Estonia, he/she will not miss Tallinn – however brief the visit.

First and foremost Tallinn offers tourists a city with its buildings, sights and way of life. The thing to emphasise about Tallinn is its metropolitan diversity in a very compact area. The world renowned unique medieval Old Town side by side with hypermodern office buildings can be seen when arriving from the sea promising interesting experiences. When studying the city from inside you can find even more worth discovering.

Tourists often only find out about the Tallinn Old Town. That is undoubtedly a good thing to do, but it does not give the big picture of Tallinn. If possible we advise you also to introduce the symbols and arguments of the so called Big Tallinn to the world. This enriches the picture adding a modern and innovative vividness to the feel of antiquity in Tallinn.

The most important symbol of Tallinn is Old Thomas on top of the Town Hall tower, being part of numerous legends that could be used when introducing Tallinn.



General arguments:

- * **NODAL POINT** – approximately half of Estonia's population lives in Tallinn, making it an important centre for business, life and transport. International airlines and shipping companies bring most of the tourists first to Tallinn. Thus our capital city is functioning as the most important nodal point and Estonian business card at all levels. Tallinn is a good base also for people interested in visiting Finland, Sweden, Latvia and Russia within a single trip. Decent airlines, ship and bus transport to the neighbouring countries, and equal distances to other destinations give Tallinn a unique status as a central base for stopovers.
- * **A NEW DESTINATION** – compared to Helsinki, St. Petersburg and Stockholm, Tallinn is the least known city around the Gulf of Finland. At the same time among the four cities Tallinn has the longest history, and it has recently gone through the fastest development. People who visited Tallinn ten years ago are positively surprised coming back now, as the city has completely renewed.
- * **AFFORDABLE DESTINATION** – Tallinn is a very good destination also when thinking about costs. Food, services, accommodation and entertainment are noticeably cheaper in Tallinn than in the Nordic countries. However, the quality of services in Tallinn does not differ much from those of Helsinki and Stockholm. Also shopping is at the same level as in Europe.
- * **MODERN ENVIRONMENT** – Tallinn and Estonia as a whole is a progressive place. Quick and widespread connections to the world through any telecommunication channel make Tallinn a comfortable destination for both young people and business tourists. There is no hotel without free wireless Internet and forests without functioning mobile network.
- * **NATURAL APPROACH** – Tallinn is a small capital city surrounded by the sea on one side, and forests and marshes on the other side. You can find peaceful park forests for taking a walk and being alone just a 15-minute drive away from the city centre.





General symbols:

- 1 THE OLD TOWN** – The heart of Tallinn, the Old Town, is included in the UNESCO World Heritage List thanks to its rare authenticity. The Old Town of Tallinn is the best preserved city of the Hanseatic League. Its special characteristic is the network of streets that have remained almost unchanged since medieval times.
- 2 THE SONG FESTIVAL GROUNDS** – The Song Festival Grounds adorned with a monumental stage gave birth to the Singing Revolution – an important factor in the collapse of the Soviet Union. The real function of the stage is to host joint choirs gathering underneath it every five years for another Song Festival. This is the biggest choral music event in the world.
- 3 ESTONIAN OPEN AIR MUSEUM** – On the silent green fields of Rocca al Mare lies the biggest national museum of Estonia, consisting of several types of farmhouses from different eras and regions. In addition to a refreshing walk it also gives a good overview of Estonian peasant architecture and traditions through time.
- 4 ESTONIAN ART MUSEUM** – On the south edge of Kadriorg, near the presidential palace, blended into the limestone glint stands the most modern art museum in the Nordic countries functioning as a heart for Estonian art life. Not to mention the constantly renewing content, the art museum is an architectural landmark per se. In 2008 the museum was named European Museum of the Year.



City districts worth visiting

1 KADRIORG – The Kadriorg park and baroque palace (1725) were founded by Russian emperor Peter the Great, who gave them to his wife Catherine I, naming the complex after her (Katharinenthal). In 1938 the palace complex was complemented by a neo-baroque presidential palace that until now functions as the so called “White House” of Estonia. But Kadriorg is not only a location for this one pink house. It is the most prestigious park with its much-loved Swan Pond, age-old indigenous trees and baroque flower gardens. Kadriorg also features the monument of Russalka and the modern art museum.

2 PIRITA – The symbol of Pirita, a monastery founded in 1436 and dedicated to St. Brigitta, was the biggest nunnery in the Old-Livonia, and the church belonging to it the biggest temple in Northern Estonia. Although only ruins remain of the old cloister it still continues to live. The activities were restored in a new building in 2001. Pirita is also home for a complex built for the 1980 Olympic regatta. Next to it stands the biggest marina of Tallinn. And of course the most popular beach of the capital is located in Pirita.





3 CENTURY-OLD WORKERS' DISTRICTS – Kalamaja, Kopli, Kassisaba and Lilleküla are city districts located next to the Old Town and the City upholding a special spirit of Tallinn. With their one and two-story wooden houses built in the 19th and 20th centuries they represent an authentic workers' atmosphere wiped out from the rest of Europe by now.

4 NÕMME – Nõmme is a green garden suburb, where the richer population lived in the 1920s and 30s. Largely it still retains its status today. One of the sights of Nõmme is the Glehn Palace with its distinctive architecture founded by an eccentric estate owner Nikolai von Glehn, and sculptures erected in the park forest of the palace. Another significant sight of Nõmme is its market place – a unique phenomenon in Tallinn.

5 SLURS – An interesting contrast with the rest of Tallinn is created by the slurs of the city. The typical residential areas Mustamäe, Õismäe and Lasnamäe were built during the Soviet time through the 1960s to 1980s. Lasnamäe is ironically called the second largest city in Estonia (112,000 inhabitants in the beginning of 2008).





FOCUS SYMBOL

TALLINN OLD TOWN

The Old Town is the heart of Tallinn, being the most important part of town for tourism. According to the "Introduce Estonia" marketing concept the Old Town is the most genuine example of how the values of two cornerstones, origin and Eastern influence, cross. The Old Town on one hand is full of history, on the other hand it is home to modern restaurants, clubs, bars and other venues typically visited by visitors looking for vibrant city life. The way our old culture has created a unique whole interweaved with modern hospitality in service sector is positively surprising.

It could be said that it is double-faced in its positive meaning. Thus we can communicate the Old Town to two principal target audiences:

- 1 The ones looking for pacey nightlife and quick experiences, or a weekend in a city spa accompanied by nice shopping: all in all, the City Break tourists.
- 2 The tourists staying here longer with a deeper interest in the culture and history.

These two lines have principal differences. The first one is more shallow, not trying to sell any symbols. Here it is better through both photos and messages to emphasise the contrasts of Tallinn Old Town (Eastern influence vs. origin).

The other topic follows a symbol based approach, where the most important objects of the Old Town are emphasised. It is advisable to do so using lush and well served facts (St. Olaf's church was once the highest building in the world, Town Hall Square – home to the oldest Christmas tree, etc.).





The Old Town for City Break tourists

The most important thing about Tallinn Old Town is that it is not just a boring museum district you can find everywhere in the world. The Old Town is a natural part of the city, home to both local people and our guests. It has a vivid nightlife and a lot to discover during daytime as well.

Arguments:

- ✳ **THE OLD TOWN HOSTS THE BEST AND MOST MODERN CLUBS, BARS AND RESTAURANTS.** Many of them are located in buildings that are centuries old and yet preserved in an authentic way.
- ✳ **THE OLD TOWN HAS HIGH-LEVEL SHOPPING FACILITIES WITH REASONABLE PRICES.** It is not only highly expensive boutiques selling souvenirs; you can buy yourself anything here – from watches till sofas – with a competitive price.
- ✳ **THERE ARE A LOT OF OLD-TIME SIGHTS WORTH SEEING IN THE OLD TOWN,** but it also has great Internet availability. You can find tens of free or payable wireless Internet networks, allowing you to share everything experienced immediately.
- ✳ **HOTELS OF THE OLD TOWN ARE OF HIGH QUALITY AND EXCLUSIVE.** Taking into account the high-class environment they also have reasonable prices.
- ✳ **THE OLD TOWN CAN BE “USED” ALL YEAR ROUND.** It is not a place to spend only summer holidays, but a completely organically functioning city environment always full of life.
- ✳ **THE OLD TOWN IS THE MOST INTERNATIONAL PART OF TALLINN** – thanks to high service standards every tourist speaking at least a bit of English, Russian or German can manage here.
- ✳ Despite the constant flow of tourists and vibrant nightlife Tallinn Old Town is quite **SAFE AND WELL GUARDED.**

The Old Town for tourists interested in culture and history

The showpiece of Tallinn Old Town is its well preserved, genuine and natural looking architectural monuments and authentic old network of streets. Tallinn Old Town is protected by the National Heritage Board since 1966, and was included in the UNESCO World Heritage List in 1997.

Symbols of Tallinn Old Town:

Since Tallinn Old Town is the most important destination of city holidays in all Estonia, and it bursts with sights and related legends, we have separately listed the most important symbols of the Old Town.

1 STREETS OF THE OLD TOWN – SOMETHING FOR EACH AND EVERY ONE. Viru, Harju and Vene Streets and the Town Hall Square are undoubtedly the favourites of tourists during summer. On the other hand visitors of our city can enjoy the Old Town in a rather private way. Especially romantic solitude can be experienced walking on Pühavaimu or Laboratooriumi Street, where you meet only a few people even during the high season. This makes the streets of Tallinn exciting and emotionally varied.

2 TOWN HALL AND TOWN HALL SQUARE – CENTRE OF TALLINN. Everyone wandering around the streets of the Old Town will finally end up in the Town Hall Square – centre of the city life. There is one special stone among the cobblestones of the Town Hall Square – this is considered as the belly button of Tallinn. From there you can see all the oldest





church towers. In past centuries the Town Hall Square functioned as the centre of city life in another way. It was a place for trading and discussing issues of the city, having big parties and punishing criminals. Tallinn Town Hall is the only preserved Gothic town hall in Northern Europe. The Town Hall was used by city government as early as in 1284, when the Danish king Erik IV Plovpenning (Plow Money) gave the citizens of Tallinn "all rights that citizens of Lübeck had".

3 TOOMPEA – THE HEAD OF TALLINN. According to a legend, Toompea (the Upper Town) is the burial place of Kalev, father of the Estonian national epic's hero Kalevipoeg. The hill was created by Kalev's wife Linda. Thus the original historic name of Toompea: Lindanisa. Starting from the 9th century a wooden stronghold stood on the hill. In the 13th century it was conquered by the Teutonic Order that built its stone stronghold there – a local administrative centre. Ever since, Toompea has been the centre of power of Estonia. The symbol of Toompea is a corner tower of its castle – a 50-metre high Tall Hermann, which holds the most important national flag of Estonia.

4 TALLINN – BEAUTIFUL DEFENCE. Following the example of Visby, building of Tallinn City Wall started in the 13th century. The work was completed in three centuries. The wall was one of the strongest town defence systems of its time in Northern Europe. The circle of the wall had a final length of 2.35 km and 35 guarding towers. The ancient defence system has lasted until now, having 26 guarding towers and a length of observable wall of 1.85 km. Many on-ground parts of the wall continue their existence as walls of houses.

5 RAEAPTEEK – NOT JUST A REGULAR PHARMACY. Raeapteek in Tallinn has been open for almost six centuries being the oldest permanently active pharmacy in Europe. You can still buy a glass of claret there – spiced wine prepared following the medieval recipe. According to our modern understandings medieval pharmacies also functioned as bars, clubs and convenience stores. People drank wine and enjoyed conversations with other customers, you could buy paper and ink, tobacco and gun powder, and Raeapteek even offered marzipan.

6 ST. OLAF'S CHURCH – THE HIGHEST TOWER IN THE WORLD.

The silhouette of Tallinn is special due to several beautiful and highly valued churches. The first position could be given to St. Olaf's Church. Its 159 m tower made it the highest building in the world through 1470–1625.

7 ST. NICOLAS' CHURCH – HOME FOR NOTKE'S "DEATH DANCE".

Very little has remained of the work of the famous 15th century painter and woodcarver from Lübeck, one of the most spectacular representatives of late Gothic style in Northern Europe, Bernt Notke. The most important of these is a very rare seven and a half metre long fragment of canvas of the "Death Dance" being exhibited in St. Nicolas' Church.

8 DOMINICAN MONASTERY – SOURCE OF WISDOM.

The monastery founded in 1246 has preserved its garden and galleries surrounding it, chapel, dormitory, chapterhouse and granary, partly also St. Catherine's Church built in the 14th century being the biggest medieval church building in Northern Europe.

9 TALLINN – CITY OF MASTERS.

Guilds founded as early as the 14th century were the most powerful organisations unifying the citizens. Also the buildings of the former guilds – the Great Guild Hall (now the Estonian History Museum) and the House of the Brotherhood of Blackheads – have a symbolic meaning in Tallinn Old Town. The Canute Guild Hall has become a centre of modern dance and other performance arts.

10 SPECIAL REGULAR BUILDINGS.

In addition to special buildings and symbols we cannot forget about the classical house of the Old Town. During the best times there were more than 500 of these typical buildings in Tallinn. In its essential nature the merchant house of Tallinn with its gable facing the street is a Low German type of house characteristic to cities of the Hanseatic League.





Interesting facts about the Old Town

Regardless of the specific angle in introducing the Old Town of Tallinn the below mentioned facts give a good source of inspiration for visualising a presentation, or perhaps creating a whole advertising campaign.

- * **TALLINN – THE OLDEST CAPITAL CITY IN NORTHERN EUROPE.** Tallinn was first put on the world map by an Arab geographer al-Idrisi in 1154. On his map Tallinn was called Kaleweny.
- * **TALLINN – A UNIQUELY WELL PRESERVED CITY OF THE HANSEATIC LEAGUE.** Historians and experts say the true value of Tallinn Old Town lies in its integrity. The medieval city of the Hanseatic League has been preserved in a uniquely authentic way keeping its network of streets almost unchanged from medieval times to today.
- * **TALLINN TOWN HALL – AN EXOTIC BEAUTY.** Tallinn Town Hall is the only preserved Gothic town hall in Northern Europe. Historians find the building architecturally exceptional, as it is rather similar to Italian town halls – for example Palazzo Vecchio in Florence or Palazzo Pubblico in Siena.
- * **TALLINN – A FRIENDLY CITY OF FORTRESS.** Kiek in de Kök – one of the 35 defence towers of Tallinn City Wall. During its construction it was the most powerful cannon tower in the Baltics. Its funny name derives from the great view from the high tower to the Old Town kitchens.
- * **TALLINN – DANISH TOWN.** According to a legend the Danish got their national flag (Dannebrog) from here. It was thrown down to them from the skies at a decisive moment during a battle fought against Estonians on the 15th of June, 1219. The small coat of arms of Tallinn – a white cross on a red background – recalls those old days.



- * **TALLINN – HOME OF THE CHRISTMAS TREE.** The first mention of a Christmas tree on Tallinn Town Hall Square dates back to 1441. The custom then was to dance around the tree and celebrate, and later burn it. Until now a small French town called Selestat has claimed itself to be the cradle of the Christmas tree, but their documents are almost a century younger (1521).
- * **TALLINN – A CITY FOR THE SWEET TOOTH.** To gain the honour of having the first industrial production of marzipan Tallinn is competing with Lübeck. The Estonian confectioner Kalev and Niederegger of Lübeck were both founded in 1806. However, medieval records show that marzipan was sold in the pharmacies of both cities.
- * **TALLINN – PART OF THE WORLD'S HERITAGE OF LITERATURE.** In 1741 Abram Petrovitch Hannibal, known as "Moor of Peter the Great", gentleman's gentleman and secretary of the emperor, great-grandfather of Pushkin, became a general of the artillery of the castle of Tallinn, and later worked here as a general commandant. The action of, chef-d'oeuvre of the Russian die-young prosaist Sergei Dovlatov, the novel "The Compromise", takes place in Tallinn, the book covering his years spent here.
- * **TALLINN – A LIVING CINEMA STUDIO.** If in the second half of the 20th century some Soviet film studio wanted to shoot a movie with its actions taking place in a Western country they came to Tallinn, as the streets of the Old Town were the most "Western-looking" in the whole Soviet Union.





Business tourism in Tallinn

Tallinn is an ideal place for small and medium sized companies to hold conferences or make bonus trips. In addition to the virtues listed before, Tallinn and its Old Town offer the following arguments to that specific target audience.

MODERN INFRASTRUCTURE

There are no hotels, office buildings or restaurants without Internet connection or decent cell phone network. In addition practically all international payment systems (cards, cheques, etc.) work in Estonia. There are high-level opportunities for both telecommunication and presentations.

UNIQUE ENVIRONMENT

Tallinn offers a wide range of venues in which to hold smaller seminars or training sessions, be it a medieval guild hall, back room of a modern restaurant or a specially built conference centre.

COMPETENT SERVICES

Almost all public venues in Tallinn stick to the standard of speaking fluent English and Russian, and maintaining a high competence in technology related issues. There is no technical problem that cannot be solved within minutes.

EVERYTHING YOU NEED ON YOUR DOORSTEP

Tallinn is a very compact city and there is no need to make any complicated transportation plans within its borders. Most hotels, restaurants, event venues, sights, shopping centres, etc. are located within walking distance. It takes only 10–15 minutes to get from the airport to the city centre.

Family vacation in Tallinn

In general Tallinn is a pedestrian-friendly city, being comfortable for travellers with children. The interesting streets of the Old Town are fun to explore for the whole family. The main attractions for people on family vacation are events, options for eating out and numerous museums and galleries.

Once a year during the Old Town Days taking place in the beginning of summer, the whole Old Town comes alive in a medieval way offering a unique kind of entertainment. This is exciting and educating for both young and old visitors to Tallinn. Within a week hundreds of events take place from morning till evening.

Excitement and nice shopping experiences are also offered at the Christmas Fair held right before the holidays.

In summer numerous concerts are held in Tallinn. The Town Hall Square is definitely an exciting place, where something is always happening. Diverse music experiences enjoyable for the whole family are also offered all summer long in the Song Festival Grounds, in Saku Suurhall, Pirita monastery and several other places.

In short, Tallinn with its streets and rare buildings is like a small land of fairytales or a theme park, where both children and their parents will find plenty of exciting sights. The streets of Tallinn are safe, and local hotels and restaurants always take the needs of families into consideration.





KEY SYMBOL

OLD THOMAS

Old Thomas is probably the most well-known person in Estonia – being the symbol of Tallinn his silhouette has through the ages been used in decorations and local souvenirs, from lamps to fridge magnets. There is even a movie about him, and a restaurant, a liqueur and a cigarette brand bear his name. He has lived in Tallinn for almost 500 years – he is the weather vane of Tallinn's Town Hall.

Old Thomas became a symbolic guard of Tallinn in 1530. He is 182 cm tall dressed in medieval soldier's clothing, and has a strong sword, wide hat and moustache. He is holding a big flag showing the citizens from which directions wind is blowing. But he was a faithful companion for the guards of the town, whose task was to ring a bell in the tower of the Town Hall, when an enemy was approaching or there was a fire in the city.

Old Thomas is like Wilhelm Tell of Tallinn. The legend says that Thomas was a poor street boy, who was noticed almost accidentally during a springtime archery competition. He was the only one who could shoot a wooden parrot standing on a post. The mayor of Tallinn then decided to give the boy a decent education and an honourable job as a city guard. The patricians who had lost were not happy about that decision. Later Thomas proved his loyalty and skills in the battles of the Livonian War. When older he grew himself a great moustache – the same kind that is seen on the weather vane of the Town Hall. Starting from that time people call the arrow Old Thomas. Today we already

have the third Old Thomas on the tower of the Town Hall. The first one lasted for 414 years before it was finally bombed down by the Soviet bombers (during the Tallinn March bombing). The second Thomas lost his sword on a windy day in the 90s. Starting from 1996 the tower has its final version of Thomas, holding out well. The first Old Thomas can be seen in Tallinn City Museum.

Old Thomas guarding the town on top of the Tallinn Town Hall is just as unique as the Town Hall itself, built in 1402 and being one of the oldest of its kind in Europe today. Reputedly this is the only town hall in the world that has a city guard as its weather vane.

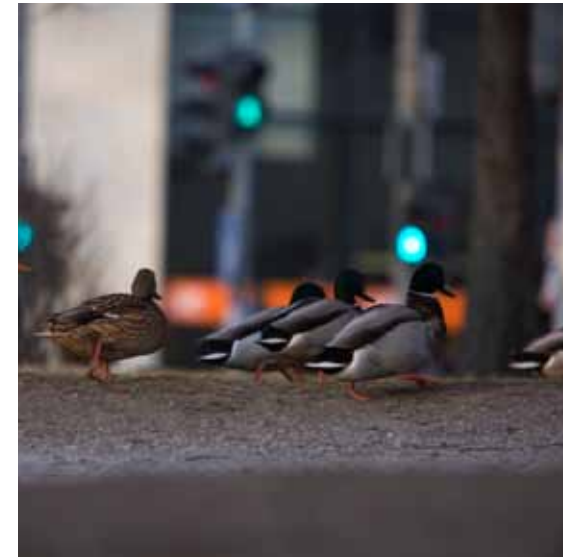


Photos of the city holiday

It is quite difficult to give specific and universal instructions for choosing photos related to city holidays, as both topics and interests of target audiences vary significantly.

If a message of a campaign is related to a specific building it is advisable instead of shooting general overviews rather to find some details characterising the buildings (dragon shaped raceways of the Town Hall, Moor head facade decoration of the House of the Brotherhood of Blackheads, the dog with a torch of the Dominican monastery). This does not apply to all buildings, e.g. Tall Hermann should be shown in full size because of its architectural uniqueness.

To depict the street network you should find a small street that has a strong feel of medieval times. City Break tourism is a different case. Tallinn should be shown as a vivid, active and electric city. Ideas for photo symbols: WiFi signs or shopping women in the Old Town; pretty ladies in front of old buildings; a view of the Town Hall Square from a modern restaurant, etc.





Souvenirs of Tallinn

- * Knights of the Order, clericals, Dominican monks, swords and shields and pennants with coats of arms of the Order
- * Authentically coined medals and coins with symbols of different guilds
- * Marzipan houses, sculptures, etc.
- * Miniature versions of the Town Hall, Old Thomas, Tall Hermann
- * Small coat of arms of Tallinn





Experts, organisations and sources of information on the area

City of Tallinn www.tallinn.ee

Tallinn City Museum

Tallinn City Archives

Estonian History Museum

Museum of Estonian Architecture www.arhitektuurimuuseum.ee

National Heritage Board www.muinas.ee

UNESCO Estonian National Commission www.unesco.ee

Organization of World Heritage Cities www.ovpm.org

International Council on Monuments and Sites www.icomos.org





www.visitestonia.com