

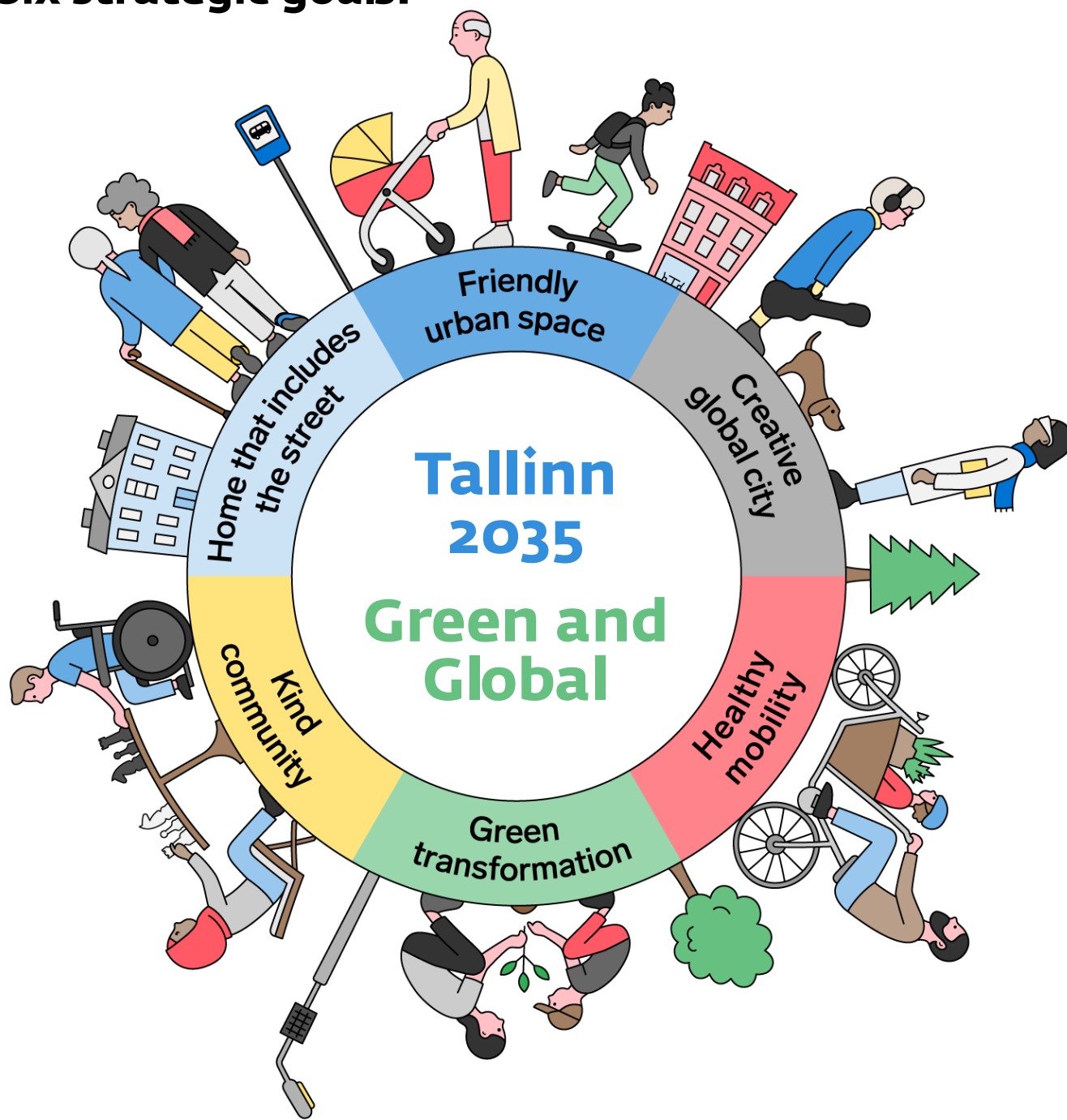
# TALLINN 2035 DEVELOPMENT STRATEGY

**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 lifestyle affect the wellbeing of the population 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.



# STRATEGIC TOURISM GOAL

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

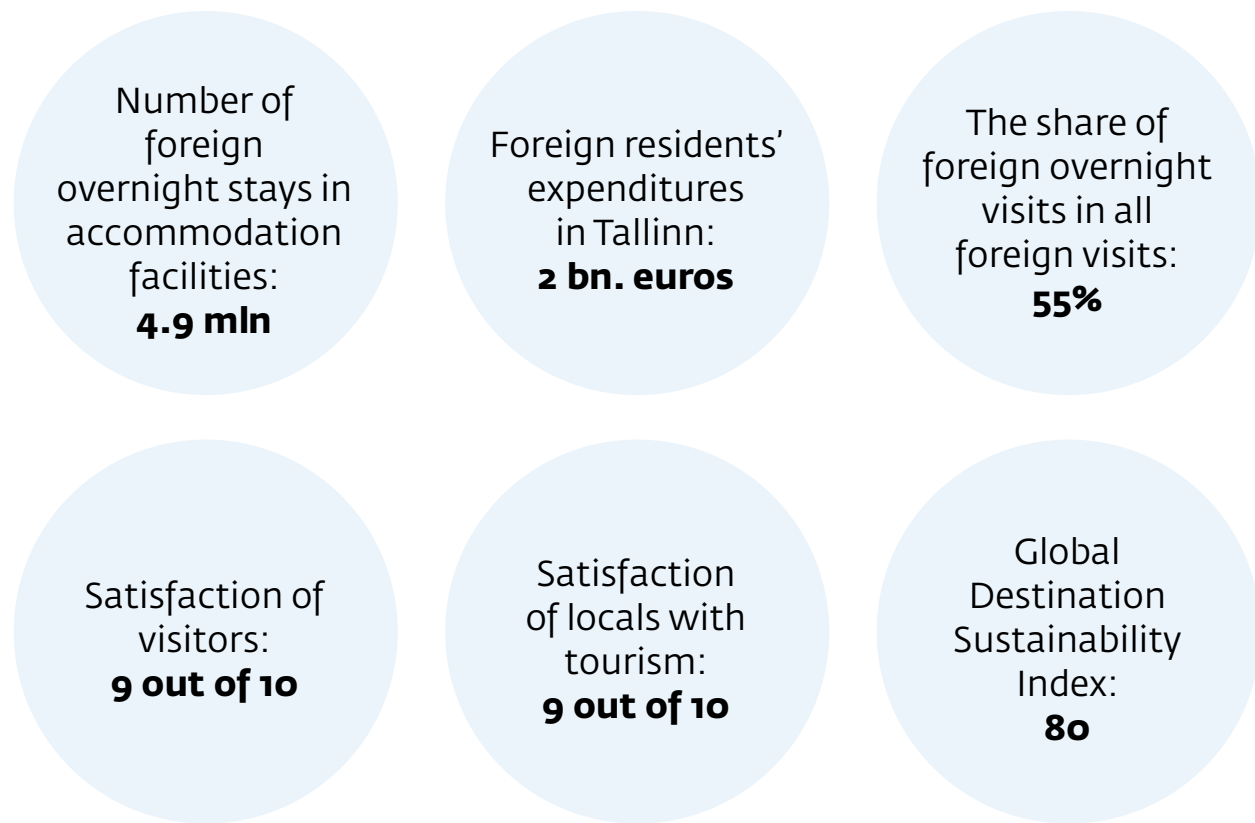
Tourism contributes to a very large extent to the achievement of the strategic goal 'Creative global city' and to a large extent to the achievement of the strategic goals 'Kind community', 'Green transformation' and 'Friendly urban space'.

**Goal:**

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

The development of tourism in Tallinn is balanced: the guests of the city gain pleasant experiences and the locals feel the beneficial impact of tourism.

**Key performance indicators (KPIs) by 2035:**



**Principles of tourism:**



# TOURISM PROGRAM

**Recognised tourism destination and balanced development of tourism**

**3 key courses of action:**

**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 help to show and experience the rich historical and cultural heritage of Tallinn to the maximum.**

- Tourist information services are accessible and personalised.
- The hospitable destination is safe and accessible to everyone.
- Smart and innovative solutions offer sustainable choices for visitors and citizens.
- 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, 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.
- Visitor flows are dispersed between different areas of the city and throughout the year more equally.
- Visit Tallinn leads by example by implementing sustainable methods in its own operations.