

UNFORGETTABLE ESTONIAN EXPERIENCES

for groups, meetings & incentives



full list of experiences
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Estonia At A Glance

Official name: Republic of Estonia

Capital city: Tallinn

Official language: Estonian

Total area: 45,339 sq. km

Population: 1.33 million

Currency: Euro (€)



Small In Size, Big In Experiences

Being one of the smallest nations in Europe means that visitors don't have to choose between city and nature, but they can experience both in a short time. With a population of just 1.3 million spread over a territory larger than the Netherlands, with **70 percent covered by forests and bogs**, Estonia is small and hassle-free. In addition to that, **we have 2,222 islands**, a number of **UNESCO attractions**, and of course, Tallinn Old Town - one of the best-preserved Hanseatic town centers in the world.

From ultramodern to ancient and from urban to wild, the diversity is staggering.

'Small in size, big in experiences' is not just a slogan, but the way of living in Estonia. We invite you to visit and experience a unique combination of harmony; from forests, islands and white sandy beaches to Medieval, Modern cities and tomorrow's tech talent.

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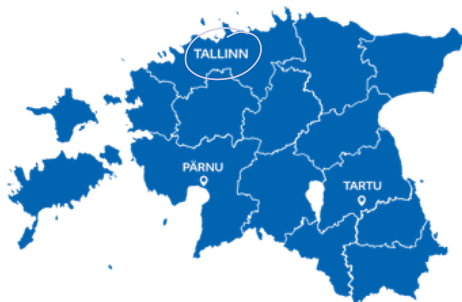
TALLINN – The Capital of Estonia



visittallinn.ee

Medieval charm, modern mindset. Tallinn is Estonia's capital – compact, creative and effortlessly connected. Its UNESCO-listed Old Town is one of Europe's best-preserved medieval centres, and just beyond the cobblestone streets, one of the world's most advanced digital societies comes to life.

Distinctive venues, top meeting hotels and inspiring urban districts are all within easy reach. This is a city where ideas flow, connections are made, and every event leaves a lasting impression.



TALLINN OLD TOWN



Old Town Walking Tour

Wander the cobblestone streets of Tallinn's UNESCO-listed Old Town, one of Europe's best-preserved medieval centres. A guided walk through the Upper and Lower Town reveals merchant houses, towering churches, hidden courtyards and the mighty Town Wall – centuries of Hanseatic history in a fairy-tale setting.



Medieval Dinner

Step back into 15th-century Tallinn at Olde Hansa, a candlelit merchant house just steps from the Town Hall. Feast on lavish medieval delicacies served by costumed hosts, with fair maidens and live music filling the air. An immersive evening of merriment for groups of up to 300 across three floors.



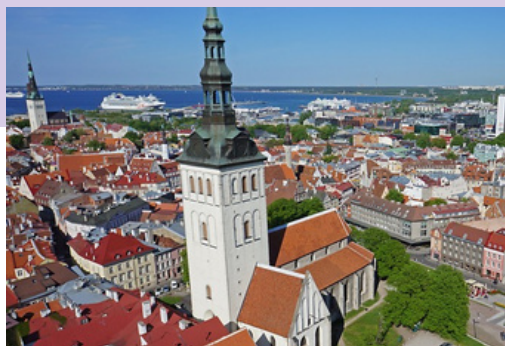
Old Town Adventure Game

Explore Tallinn's Old Town as a team, smartphone in hand. This self-guided adventure game leads your group to the medieval quarter's most remarkable sights, solving clues and answering questions along the way. Part sightseeing, part friendly competition – history and modern tech in one playful challenge.



Visit Europe's oldest pharmacy

Step into the Town Hall Pharmacy, open on the same square since 1422. A guide in medieval dress shares centuries of curious remedies, then leads your group to the cellar to shape marzipan and taste the legendary spiced claret wine.



Surprise Concert in a Medieval Church

An intimate concert high in the tower of St. Nicholas' Church. Vocal or instrumental music, blending historical and contemporary, fills a space few ever enter - candlelight, sweeping views over Tallinn and a welcome drink in hand. A rare, atmospheric moment built on exclusivity and emotion.



Marzipan Painting

Legend says marzipan was invented in Tallinn - a sweet almond paste once sold as medicine to cure everything from pain to heartache. In this hands-on workshop, learn its story from a master, then sculpt, colour and paint your own figurine to keep. The only risk? Making something too pretty to eat.



Secrets of the Bastion Tunnels

An unexpected secret door in the park by Tall Hermann tower. Knock, answer the riddles, and it opens. Lantern in hand, teams explore the hidden Bastion tunnels, closed to ordinary visitors - solving clues Indiana Jones-style, until a musician and treats await in a secret museum chamber.

CREATIVE TALLINN



Guided Tours at Fotografiska

Explore world-class contemporary photography at Fotografiska Tallinn, part of the renowned Stockholm-born family. A guided tour through its ever-changing exhibitions sparks fresh perspectives and lively conversation - pair it with a glass of wine for the perfect pre-dinner event, then linger at its Michelin Green Star restaurant.



Upcycling T-shirt Workshop

In the Telliskivi studio of pioneering upcycling designer Reet Aus, your group gets creative and hands-on - personalising clothes with appliqués, or crafting small bags and decorations from leftover materials. A playful, sustainable workshop with a welcome drink, snacks and something handmade to take home.



Leather Craft Workshop

In the studio of acclaimed Estonian designer Stella Soomlais, your group crafts its own leather keepsake - a wristband, key holder or watch strap, guided by expert artisans. Set in Telliskivi Creative City, this hands-on workshop celebrates sustainable, zero-waste design and Estonian craftsmanship. Everyone leaves with something made by hand.



The Art of Making Gin

In the heart of Telliskivi, Junimperium is Estonia's first open artisan gin distillery. Step behind the scenes to see how their award-winning gins are crafted entirely by hand, then settle into the cosy bar for expertly mixed cocktails – arguably the best in town. A true taste of Tallinn.



Tallinn's Street Art Canvas

At Telliskivi Creative City, colour spills across every wall. On this two-hour guided walk, discover the stories behind the murals – who painted them, what they mean, and how a former railway factory became Tallinn's most vibrant street art canvas. Grey walls never stood a chance.



City Tour by Private Tram

Board your own private tram for an exclusive ride through Tallinn's many faces – the elegance of Kadriorg Park, the buzzing modern centre and suburbs most visitors never see. Enjoy snacks and drinks on board as the city rolls past. An intimate, unforgettable way to explore.



Kadriorg Palace concert

Built by Peter the Great for his empress, baroque Kadriorg Palace still glows with royal grandeur. Stroll its ornate art-filled halls and manicured park, then raise a glass of prosecco as classical music fills the room – an elegant afternoon steeped in imperial history.

ROTERMANN QUARTER



Discover Pop Art at PoCo

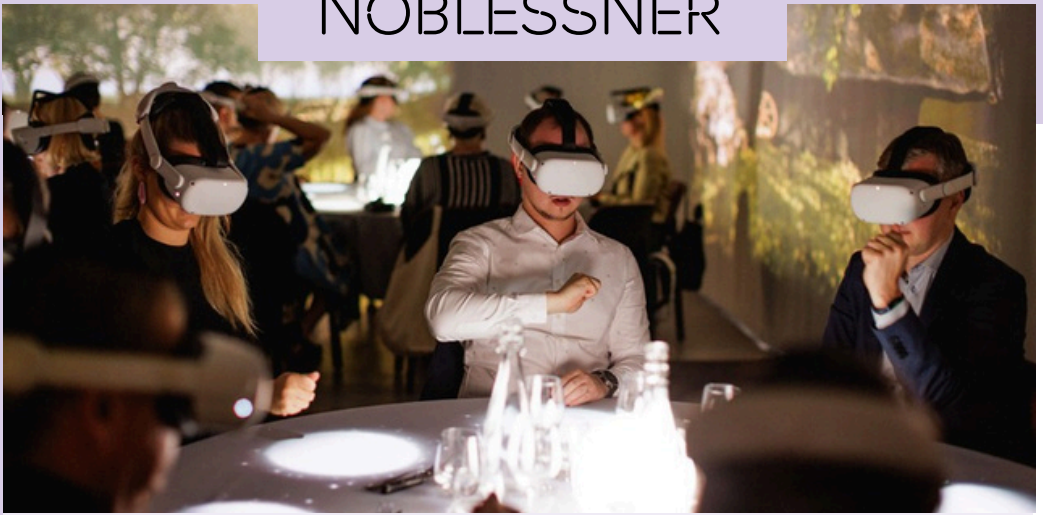
Add a splash of colour at PoCo, Northern Europe's only pop art museum. See originals by Warhol, Banksy, Kusama and Basquiat, guided by expert curators - or book the exclusive Founder's Tour with tech visionary Linnar Viik. Add sparkling wine or a personalised pop art portrait to remember it by.



Design & Fashion Tour

Discover Estonian design in the Rotermann Quarter, where former factory halls now house stylish boutiques and studios. At Tallinn Design House, browse fashion, jewellery, ceramics and homeware from dozens of local designers under one roof - the perfect place to meet the makers and take home something original.

NOBLESSNER



Virtual Reality Dining

At PROTO Invention Factory in the Noblessner district, dinner meets virtual reality. Between courses of a four-course chef's menu, slip on a VR headset and journey through Estonia's bogs, forests and old folk tales – surprising, playful and a little mysterious. Gastronomy, technology and storytelling in one unforgettable evening.



Local Brewery Visit & Beer Tasting

Estonia's brewing tradition runs deep, with local craft brewers using rye, birch and juniper for distinctive flavours. At Põhjala in the Noblessner district, tour the striking industrial brewery, then settle into the Tap Room for tastings of barrel-aged beers on tap – Texas BBQ optional but recommended.

DIGITAL ESTONIA



E-Estonia Challenge

Estonia runs almost entirely online - now experience it first-hand. After a short briefing, your group steps into a mock e-state with demo IDs and takes on a playful challenge: register a residence, file taxes, or launch a company in 15 minutes. The inevitable reaction? "It's really that easy?"



Learn about Digital Estonia

Estonia is the world's most advanced digital society - home to i-voting, e-Residency and digital signatures. At the e-Estonia Briefing Centre, expert advisors share how a whole nation went digital: eID, X-Road, cyber security, e-governance and AI. Insightful briefings and keynotes, tailored to your group's interests.

ESTONIAN CULTURE & TRADITIONS



Join the Singing Nation

Singing runs deep in Estonia - a nation that sang its way to freedom and gathers 30,000 voices at its Song Celebration. In this hands-on workshop, a choirmaster teaches your group to sing an Estonian folk song together, in harmony. No experience needed - just voices and a little courage.



A Taste of Estonia - Estonian Sprat Sandwich

Which Estonian dish made the book 1000 Foods To Eat Before You Die? The humble spiced sprat sandwich. In this lively 30-minute cook-along at FoodStudio, your group builds this local classic together and tastes other Estonian specialities like kama - a hands-on bite of true Estonian flavour.



Estonian Fish & Cooking Traditions

Just 20 minutes from Tallinn, in a charming 19th-century fishing village, a local expert introduces your group to the finest catches of the Baltic Sea. This is no demo - everyone gets hands-on smoking, grilling and curing fish, with plenty of tastings and a salted craft beer along the way.

BEHIND THE IRON CURTAINS



Inside the KGB's Hidden Room

On the 23rd floor of the legendary Hotel Viru sits a room hidden from guests for decades - a secret KGB surveillance post. Discover how Soviet agents once monitored foreign visitors with hidden microphones and spy cameras, through authentic artefacts, gripping stories and panoramic views over Tallinn.



More Than a Transfer

Turn an ordinary transfer into part of the experience. Climb aboard an authentic Soviet bus led by a period-costumed host who brings the era to life with stories, propaganda and a playful quiz on Estonia - a fun, nostalgic ride between venues or a memorable farewell to your trip.

TEAM CHALLENGES



The Ultimate City Challenge

Sightseeing and team-building in one. Teams take iPads and set off to hidden checkpoints across the Old Town, some animated with costumed actors and props. The theme is yours to choose - medieval or modern - making every game personal to your group.



Demolition Derby

Take some old cars and smash into each other until only one is left running. Pure, unfiltered adrenaline - no driving licence needed, and you can go as driver or passenger across multiple rounds. Airbags and excess fuel removed, helmets on, mechanics standing by. Chaos, but safe chaos.



Motor paintball

Paintball with an engine. Drive cars, vans and Soviet army trucks as tanks, cover and ambush - steering and shooting at once. The battleground is a 15-hectare WWII missile base with bunkers, trenches and vehicle wrecks, just 30 minutes from the city. Eight game types, pure adrenaline



Off-Road Jeep Safari

Pile into a classic UAZ jeep with your crew and set off on a safari-style hunt through the wilderness. With maps, GPS and 80 checkpoints hidden across rugged forest lanes, teams take turns driving, navigating and strategising. Brains meet brawn - and only the boldest come out on top.



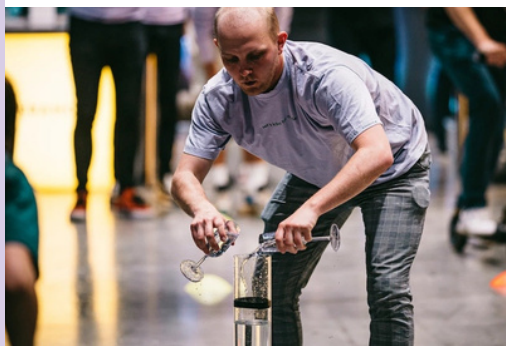
Action Painting Workshop

Let go of perfection and paint like Pollock. In a former garage at Põhjala Factory, your group splashes, drips and moves together to create one big abstract artwork - no skill required, just energy and colour. A relaxed, joyful team experience, and the finished canvas is yours to keep.



Curling Tournament

The perfect icebreaker - literally. Most of your delegates have never tried curling, which is exactly what makes it work. At Tallinn's modern Tondiraba Ice Rink, professional instructors get complete beginners sliding stones in no time, whether for a friendly game or a full mini-tournament with teams and awards.



Science Studio Team Challenge

Lights, teamwork, action! At the studios of Estonia's hit TV science show Rakett69, your group rolls up its sleeves for a session of hands-on experiments and creative challenges. Compete team against team or simply build together - no lab coats required, just curiosity and a competitive spark.



TV Tower Stair Climb

Take team-building to new heights - 870 steps of it. Skip the lift and climb Estonia's tallest building to the 21st-floor deck, the equivalent of a 64-storey skyscraper. Wait at the top: an interactive quiz and breathtaking views over the city and coastline. Feeling bold? Add the rooftop Edge Walk.

NATURE



Bog Walking

Estonia is a land of bogs - mystical wetlands covering a fifth of the country. Follow wooden boardwalks or strap on bog shoes to cross them without sinking, breathe the clean air, and climb a lookout tower for sweeping views. The landscape shifts colour with every season, and Viru Bog lies just 30 minutes from Tallinn.



Forest Restaurant

Deep in the Estonian forest, a table is set under the open sky. Dishes are cooked over live fire, inspired by Nordic, seasonal flavours, with the head chef sharing each course's story. Pair it with a hike or bogshoe trip - a warm, shared meal in nature.



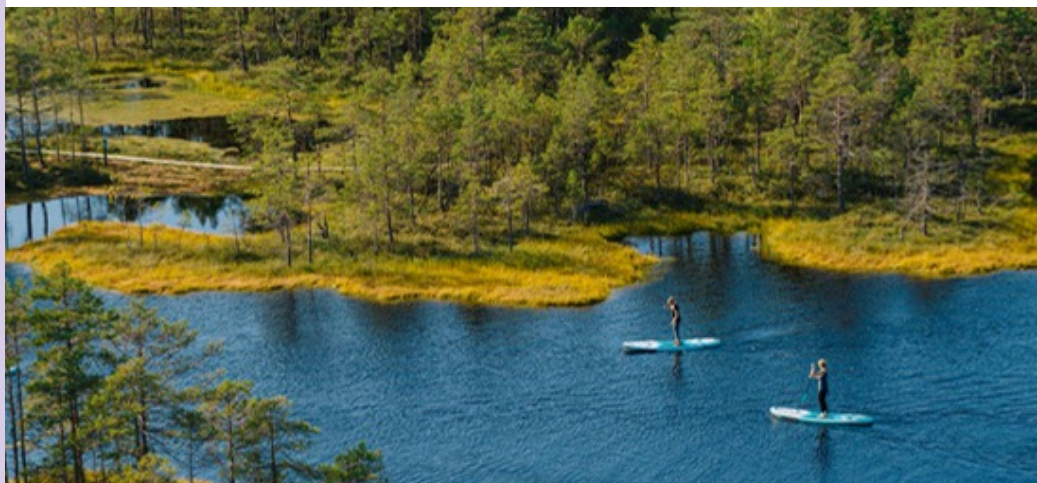
Mushroom & Berry Picking

Head into the Estonian forest with a local guide and fill your basket with wild mushrooms and berries. Learn what's safe, what's delicious, and how Estonians have foraged for generations. A slow, hands-on way to connect with nature - and taste it straight from the source.



Fat Bike Adventure at Rummu Quarry

Roll through the surreal landscape of Rummu Quarry on a fat bike - past the surreal remains of a Soviet-era prison, around the towering Ash Hill, and along a crystal-clear lake hiding sunken ruins and forests below. Just 40 minutes from Tallinn, with fascinating history and plenty of adrenaline.



Paddle the Bog Lake

Glide across calm water on a stand-up paddle board - no experience needed, and everyone can join. Instructors get your group up and paddling within minutes. Set out across a mirror-still bog lake surrounded by untouched nature, for a peaceful paddle through some of Estonia's most beautiful scenery.

ESTONIAN WINTER



Tallinn Christmas Market

Set on the Town Hall Square, Tallinn's Christmas Market is a fairytale come to life - wooden stalls, local handicrafts, roasted almonds and mulled wine, with the towering tree at its heart. Easy to add to any itinerary, whether as free time or part of a guided Old Town walk.



Ice Skating in the Old Town

Few winter moments feel as magical as skating beneath medieval spires. The open-air rink on Harju Street sits right in the Old Town, framed by historic walls and twinkling lights. Skates on site, no experience needed - an easy, social hour that slots into any conference day.



Snowshoeing in the Bogs

In winter, Estonia's bogs turn quiet and dreamlike - frozen pools, snow-covered trails and endless views few visitors ever see. Strap on snowshoes and follow a local guide across this Nordic wilderness. No experience needed, and hot berry tea waits at the end.



Kick-Sledding

A piece of genuine Estonian heritage on runners. Glide along snowy forest paths and frozen surfaces on a traditional kicksled – easy to learn, fun for mixed groups, and no fitness level required. Within minutes everyone is moving, with hot drinks and a campfire to finish.



Sauna & Ice Swimming

No winter visit is complete without it. Warm up in a traditional sauna, then take the plunge into icy water – bold, exhilarating and entirely up to each person how far they go. Choose a stylish seaside sauna in Noblessner or a rustic hut by a frozen lake.



Lantern Tours

As darkness falls, a lantern turns any winter walk into something quietly magical. Follow a guide through snowy forest trails, along the coast, or through the cobbled streets of the Old Town – ending at a campfire or with a hot drink to warm everyone up.



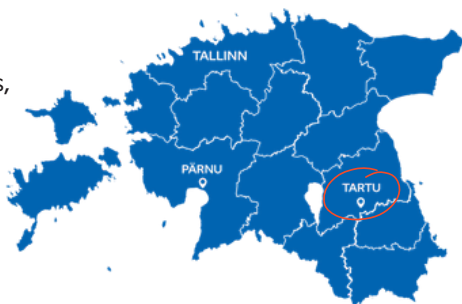
TARTU – The City of Good Thoughts



visittartu.com

Knowledge meets creativity. Tartu is Estonia's second-largest city – compact, vibrant and rich in culture. Known as the City of Good Thoughts, it's home to the renowned University of Tartu, the Estonian University of Life Sciences and a dynamic network of research centres, medical facilities and biotech companies.

Bright minds from around the world gather here, backed by strong international connections and a forward-thinking spirit. This is a city where knowledge flows, ideas grow, and meaningful connections are made.



visit **TARTU**



Boat trip with Hanseatic barge

Step aboard a hand-built replica of the wooden trading barges that sailed these waters for over 600 years. Choose the original Jõmmu for up to 36 guests, or the two-masted Suur Sume for up to 120. Drift along the Emajõgi with snacks and drinks on board.



Tartu Guided Walking Tour

Wander the Baltics' oldest city, where a handsome Town Hall Square anchors a maze of 18th and 19th-century streets.

Explore the grand University of Tartu, founded in 1632, then climb leafy Toome Hill to its 13th-century cathedral ruins, with the Emajõgi river drifting lazily below.



Visit Estonian National Museum

A striking piece of contemporary architecture rising from a former Soviet airfield. Inside, 6,000 square metres tell the story of what it means to be Estonian - from Stone Age life to the wider Finno-Ugric world - through interactive, digital displays. Winner of the European Kenneth Hudson Award.



A. Le Coq Beer Museum & Tasting

Estonia's oldest brewery, founded in Tartu in 1826, houses a fascinating beer museum in its historic 1898 malt tower. Explore over 2,000 exhibits on Estonian and world beer culture, tour the modern production halls, and finish with a tasting in the museum pub. A two-hour journey through brewing history.



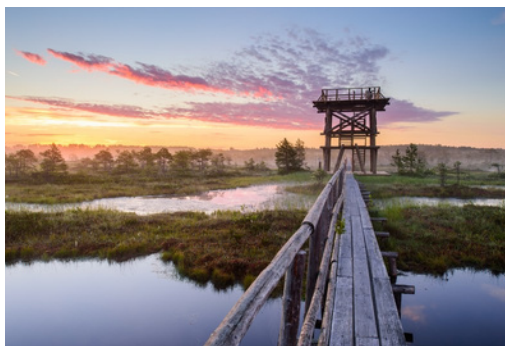
Visit to Setomaa

A short trip from Tartu opens the door to Setomaa, home of the indigenous Seto people. Meet a living culture with its own language, striking folk costumes and leelo - a polyphonic singing tradition recognised by UNESCO. Taste local delicacies and discover a way of life found nowhere else.



The Onion Route

Along the shores of Europe's fifth-largest lake runs a 30-kilometre road lined with colourful cottages and onion gardens. Here the Russian Old Believers have kept their faith, language and way of life for over 300 years. Visit their villages, taste the cuisine and step into another century.



Bog Walking near Tartu

Ancient peat bogs are Estonia's most magical landscapes, and Tartu has several within easy reach. Wooden boardwalks lead your group across mirror pools and open horizons - Valgesoo, Meenikunno or Männikjärve. No training or equipment needed, and the colours shift with every season.



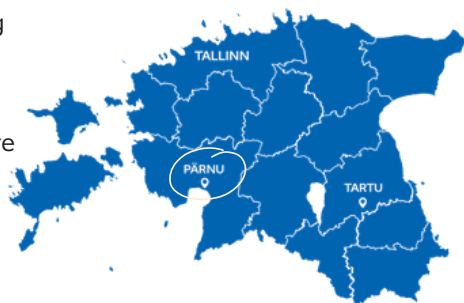
PÄRNU – Feel the Summer All Year Long



visitparnu.com

Fresh sea air, a hint of summer. Pärnu sits on Estonia's southwest coast – relaxed, welcoming and easy to navigate. Known for its expansive sandy beach, tranquil parks, charming historic architecture and a nearly 200-year-old spa tradition, it pairs a laid-back seaside atmosphere with modern event infrastructure.

High-quality hotels, contemporary conference facilities and a vibrant dining scene keep organisation seamless, while a wide range of group activities adds energy and fun. This is a place where meetings flow easily, and inspiration comes with a sea breeze.



visit PÄRNU



Racing Experience at Porsche Ring

Take the wheel on the only FIA-licensed racing circuit in the Baltics. Just outside Pärnu, your group laps 3.2 kilometres of curves and straights in a Toyota GT86 - instructor-led, safe for complete beginners. Choose your format: timed laps, endurance rounds or a Formula 1-style knockout.



Pedal Through Pärnu

See Pärnu the way locals do - from the saddle. With 70 kilometres of bike paths, your group can pedal through the old town, hidden courtyards, beach parks and coastal meadows, past grazing urban cows. A local host leads the way, and a picnic lunch can follow.



Golfing in Pärnu

Two of Estonia's finest golf courses lie just outside Pärnu, both links-style and shaped by the coast. One has ranked among the world's top 100, with a striking glass clubhouse offering 360-degree views over sea, forest and fairways - a memorable setting for a round or a dinner.



Daytrip to Kihnu Island

Off the coast of Pärnu lies an island where women lead the community. While the men were at sea, Kihnu's women kept the farms, songs and traditions alive – a culture now on the UNESCO Intangible Heritage list. Meet the locals, ride a motorbike sidecar, climb the lighthouse.



Cider Farm Tour & Tastings

Pärnu county's cider makers work small, organic and by hand. Walk the orchards, meet the makers and taste limited-run styles at Jaanihanso Cider House, with its modern tasting room, or at Tori Cider Farm on the edge of Soomaa, home to a Nordic vineyard.



Spa Party

The whole spa, just for your group. After a long conference day, turn it into a pool party – a stage rising from the water for a DJ or live band, lights and sound throughout, cocktails from the pool bar. Relaxed, social and a little unexpected.

Let's get planning

Our member DMCs, PCOs and event companies turn these ideas into real programmes. Tell us what you have in mind - we'll connect you with the right partner.



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We offer impartial advice and support to event organisers, backed by our extensive member network - including major cities, hotels, venues, PCOs, DMCs, event agencies, universities, catering, AV service providers, and Tallinn Airport.



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