

why visit Estonia?

A photograph of a wooden cabin with a gabled roof, partially obscured by dense green foliage and tall trees in a forest. The scene is dimly lit, suggesting a deep forest or dusk.

Key messages for tourism

Estonia is
clean



clean

Estonia has a low population density and plenty of untouched nature. We are ranked among the best in the world for air quality. There is always clean water for swimming and drinking. The clean environment also produces pure food.

51%

mainland covered
in forest

Ministry of Environment
2017

98%

of rivers have
drinkable water

2018

#4

cleanest urban air
in the world

WHO
2018

20%

of farmland is
certified organic

Eurostat
2017

Estonia is
diverse



diverse

Estonia offers unparalleled diversity on its territory of 45,228 km². With continuous settlement since 9000 B.C., our history is a colourful fabric of intertwined influences. Nature, history, events — you can find everything just a short drive away.

133k

documented
folk songs

Ministry of Environment
2017

192

different
nationalities

Statistics Estonia
2012

15km

distance to the nearest bog
from any given point

388

different bird species
spotted

BirdLife Estonia
2018

Estonia offers
good value



value

Estonia is a terrific value compared to the Nordic countries. Connected by budget flights and ferries, the compact country is easily accessible by car or public transport. Local food culture has developed rapidly, using local ingredients in new ways.



Value Destination:
Tallinn
Lonely Planet
2018



Value Destination:
Estonia
Lonely Planet
2016

Estonia is
digital



digital

Estonia is the most advanced digital society in the world, where 99% of state services are online. The country is covered with fast 4G internet, all hotels and most restaurants/cafés offer free WiFi.

96%

4G mobile internet
coverage
Technical Regulatory
Authority

#2

best public WiFi
in the world
Estonian World
2015

55K

e-residents — people of
different nationalities with
access to Estonia's e-services
2019

#1

advanced digital society
Wired
2017

Visit us for the clean environment and great food. Thanks to Estonia's varied history, there is a lot to see and experience in this compact country.

