



South
Estonia

Development of Accessible Tourism Routes The role of South Estonia DMO

26.10.23 Access Routes kickoff meeting

Tartu County Tourism Foundation and South Estonia DMO

Tartu County Tourism Foundation was established on 1999

- Main objective of Foundation Tartu County Tourism is tourism marketing of City of Tartu and Tartu County, development of tourism products in the region, motivation of companies that offer tourism services, participation at tourism fairs, initiating and implementing tourism-related projects as well as gathering and disseminating tourism information

In 2020 the South Estonian Tourism Cluster was created as a part of Tartu County Tourism Foundation

2023 the agreement with local tourism associations in South Estonia for creating the Destination Marketing Organization (SEDMO)

- Cooperation agreement for establishing SEDMO with EAS has been made together with Võru, Tartu, Põlva counties and Jõgeva, Mustvee, Otepää & Valga municipalities
- Focuses on the tourism development activities all over the Southern Estonian region. Main aim of DMO is to make South Estonia more attractive and more visible to potential tourists, increase the number of visitors and create synergies between partners and entrepreneurs by united actions.

South Estonia DMO activities

In the project, SEDMO is responsible for WP3

Coordination of:

- 4 marketing campaigns (2 EST+ 2 LV)
- 2 influencer campaigns (1EST +1LV)
- Managing and uploading new accessible sites and routes to mapeirons.eu and also managing Travel Guide on EST side
- Video and photo production
- Hosting at least one project management meeting



Thank you!

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