



REPUBLIC OF ESTONIA
MINISTRY OF RURAL AFFAIRS

Estonian LEADER TNC and rural tourism

Taavi Kurvits

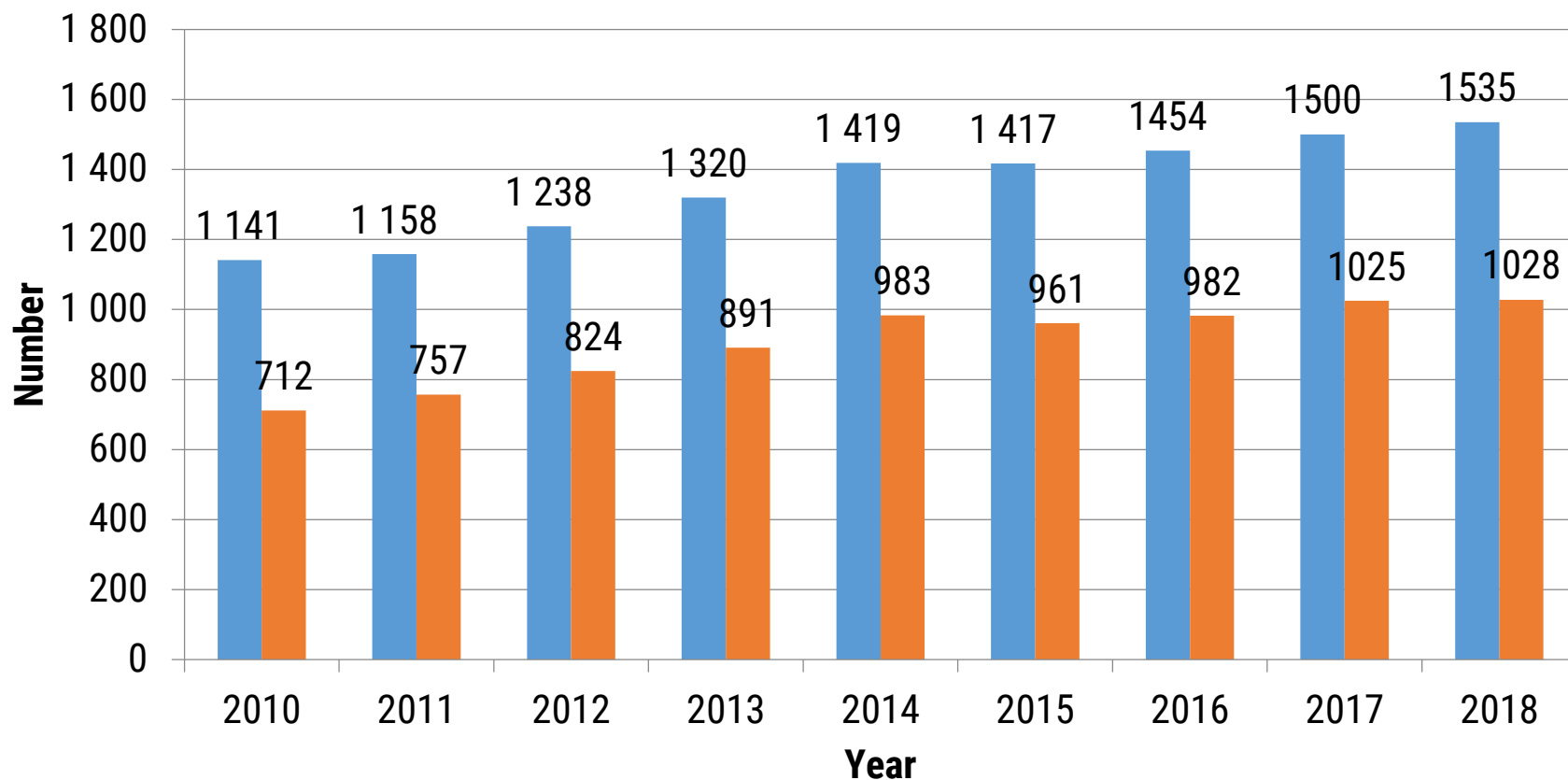
Pärnu, 2019



Rural area visitors

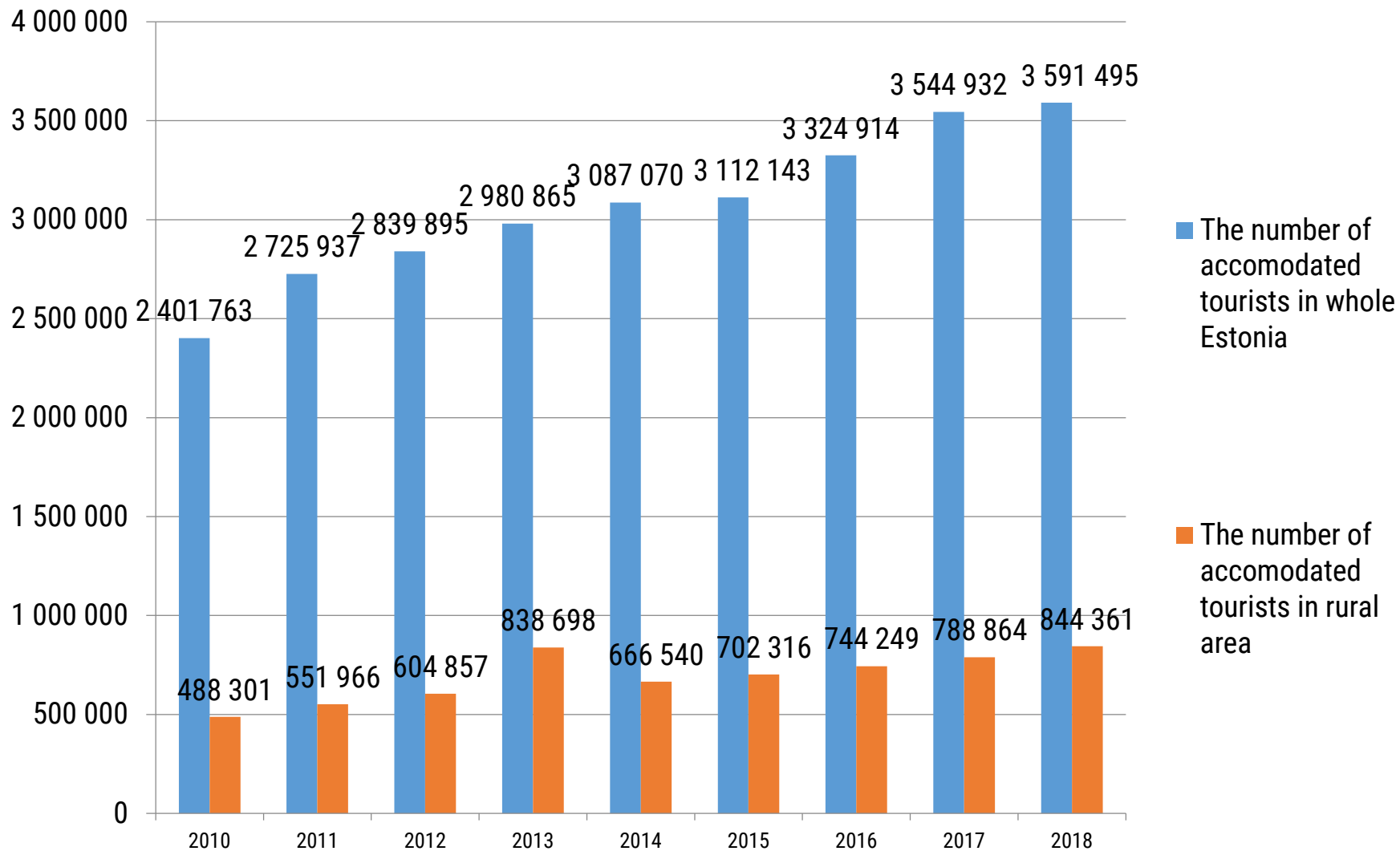
- Similarly to European rural tourism, the Estonian rural tourism is mostly aimed at domestic markets or nearby foreign markets;
- In 2016, domestic tourists formed 38% of the total number of visitors of the accommodation establishments of Estonia;
- The percentage of domestic tourists among the total number of visitors in rural areas was 69%.

The number of accomodation establishments

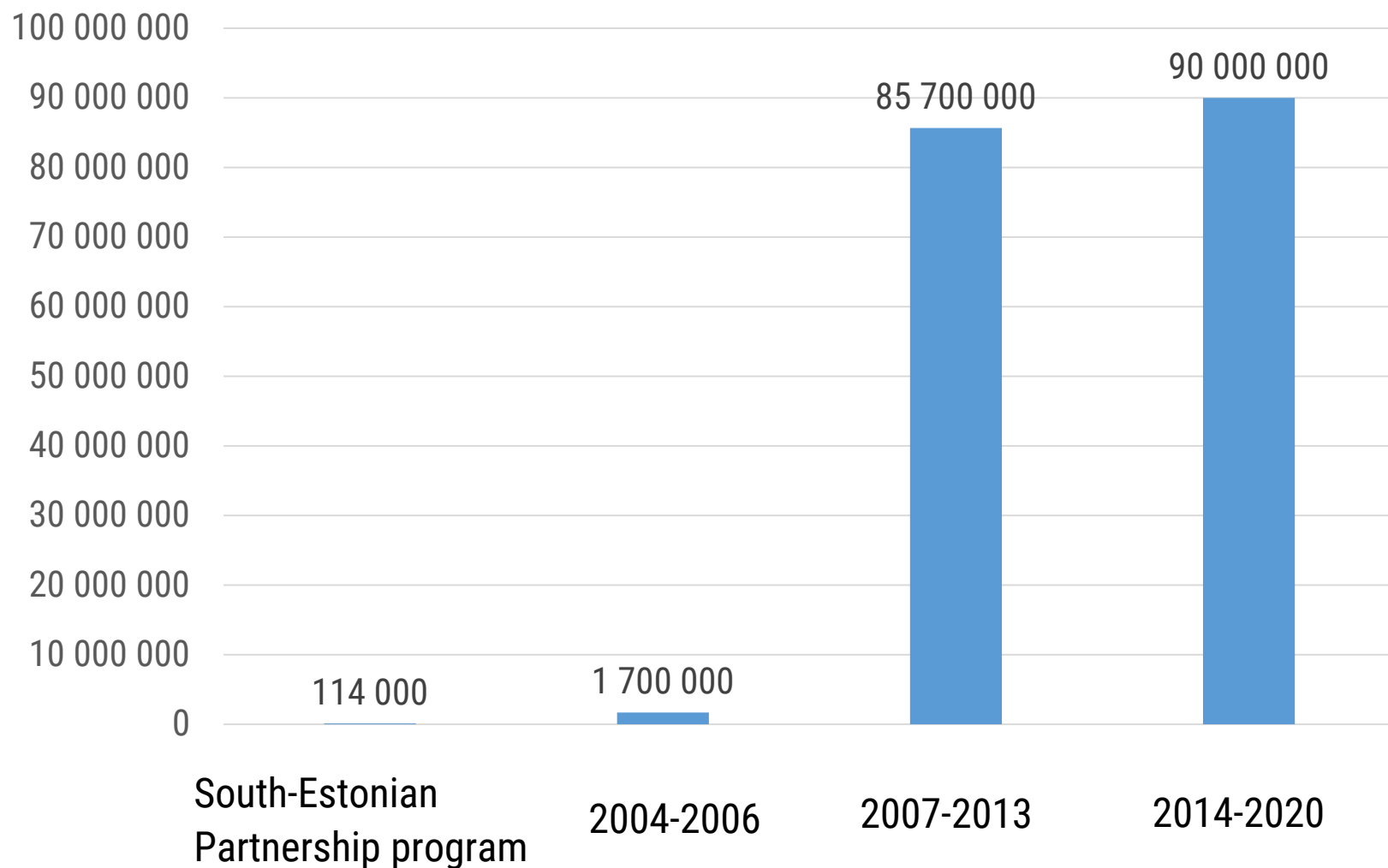


- Accommodation establishments in whole Estonia
- Accommodation establishments in rural area

The number of accomodated tourists



LEADER budget in Estonia (euro)



LEADER in Estonia

- Preparations already in the framework of Estonian National Development Plan 2004–2006 (pilot)
- Wider implementation of LEADER approach began in 2006
- Estonian Rural Development Plan 2007–2013: budget 85 mln EUR, of which
 - Implementation of local development strategies – 66 mln EUR;
 - Cooperation projects – 1,8 mln EUR;
 - Administrative and operation costs of LAGs – 17,1 mln EUR.
- Estonian Rural Development Plan 2014–2020: budget 90 mln EUR, of which
 - Preparation of local development strategies – 1,7 mln EUR;
 - Implementation of local development strategies – 68,1 mln EUR;
 - Cooperation projects – 2,5 mln EUR;
 - Administrative and operation costs of LAGs– 17,6 mln EUR.
- There are 26 LEADER local action groups in Estonia, which cover almost 99% of rural territory

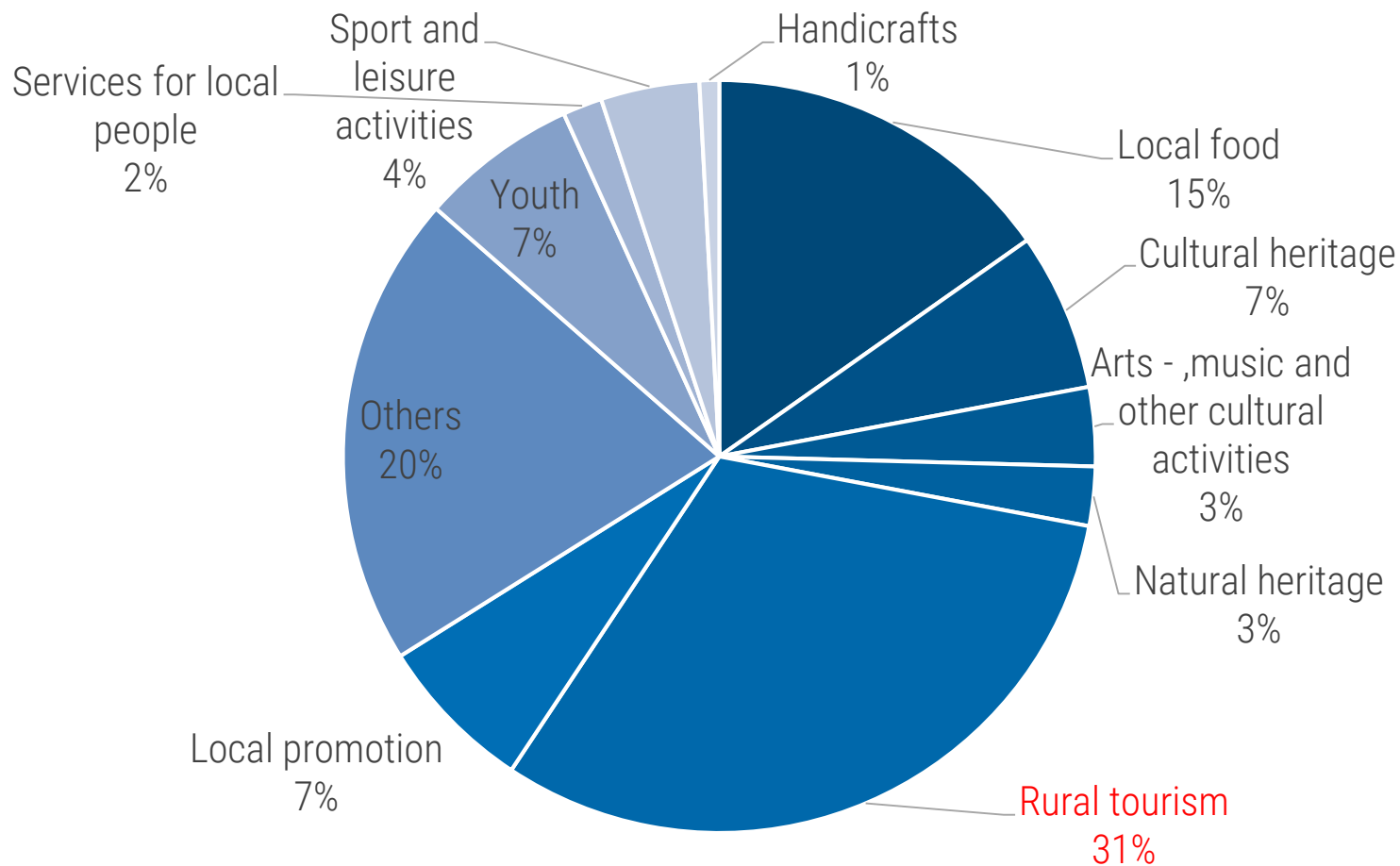


Data and design: Rural Economy Research Center

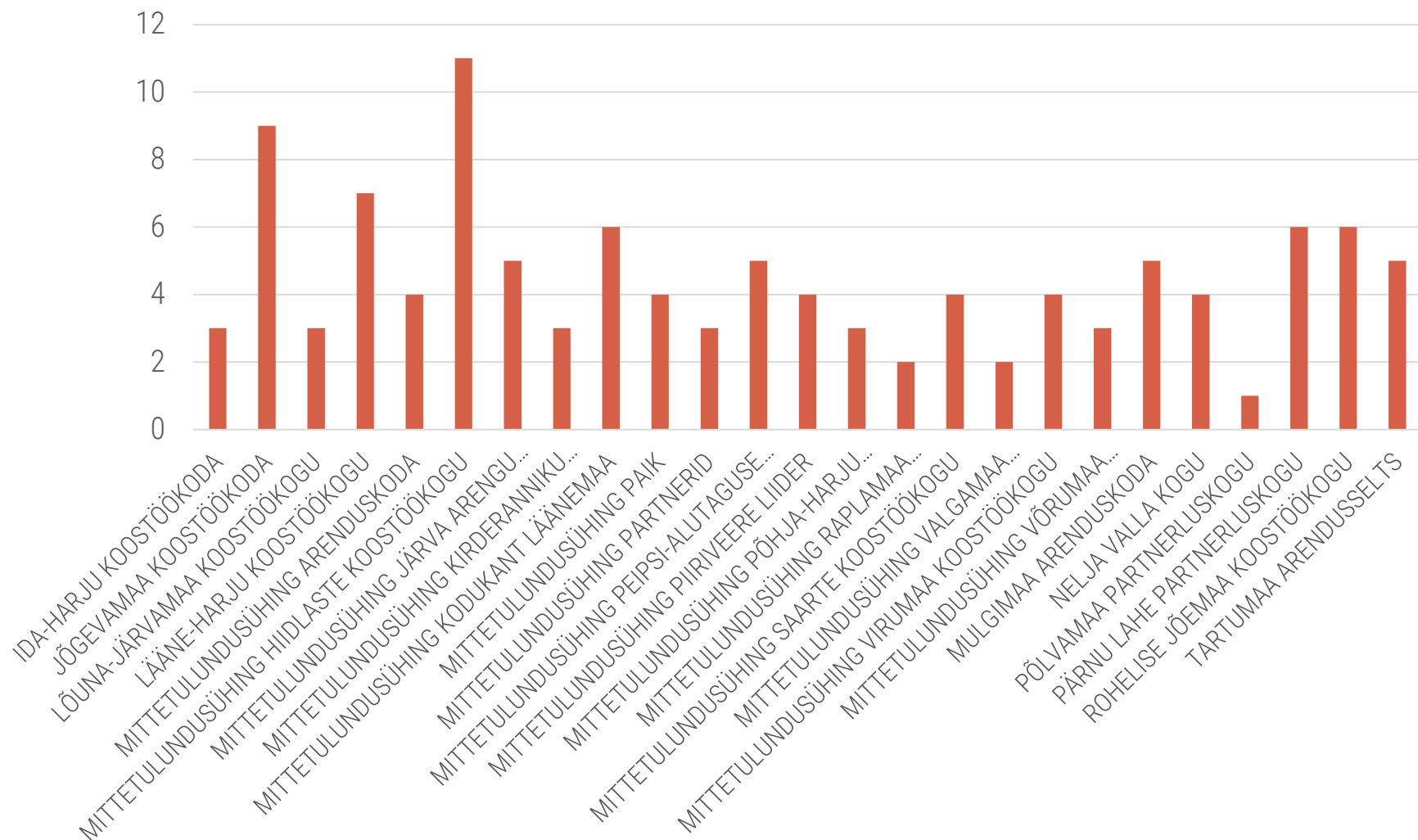
Cooperation projects so far

- Proposed budget of 2,5 mln euros;
- As of july 2019, cooperation projects that have been granted the support reached over 3 mln euros and over 1,2 mln euros have already payed out.
- 49 cooperation projects for rural tourism have been supported (TNC and national);
- 32 TNC projects supported as of 09.09.2019.

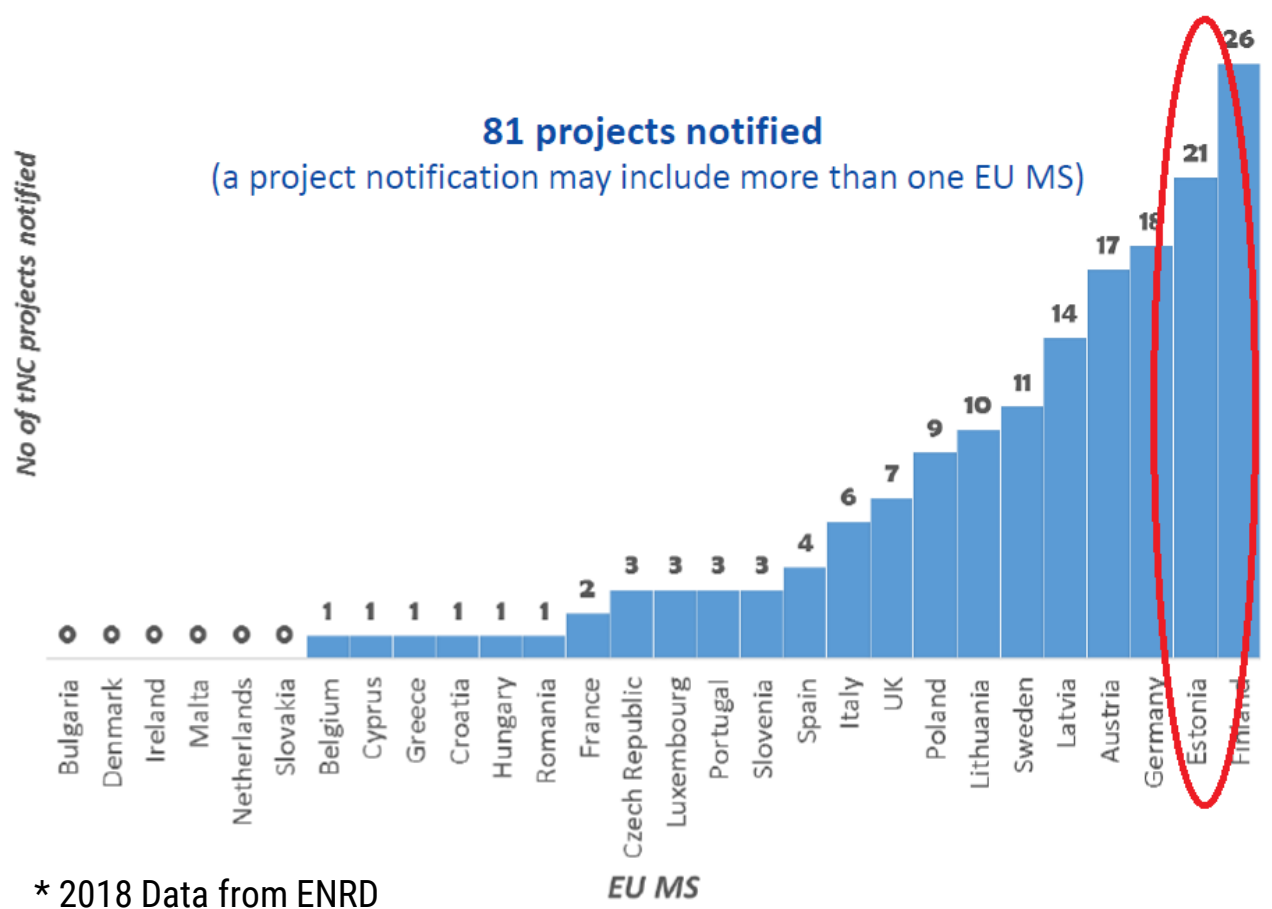
Cooperation project fields



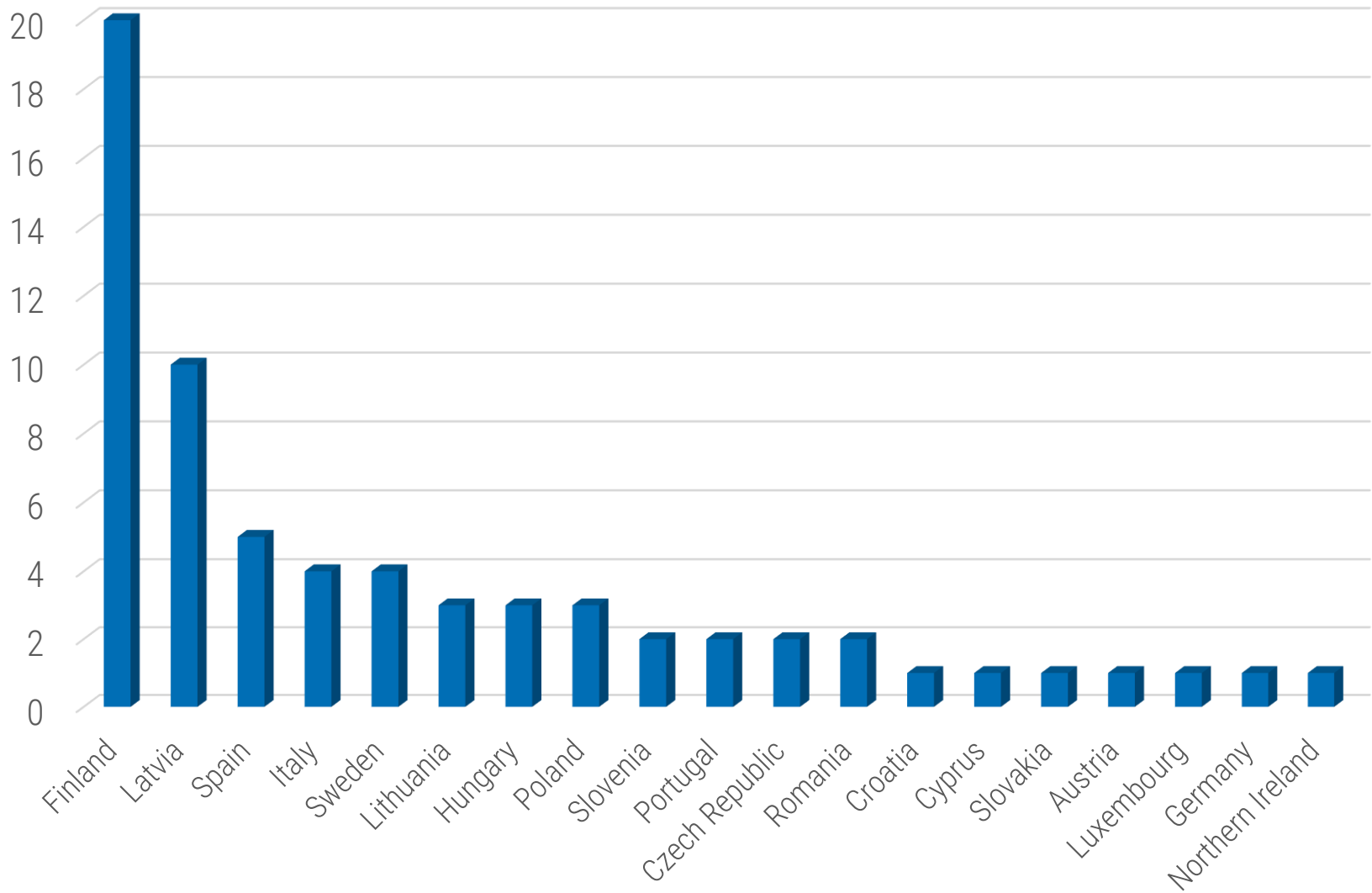
Number of cooperation projects 2014-2018



Transnational cooperation projects



TNC partners by country



5*nature

- 2017-2020;
- LEAD LAG: Aktiivinen Pohjois-Satakunta LAG (FI)
- Cost of project (total): 297 000 euros;
- Partners from Finland, Spain, Italy, Hungary;
- Main aim is to develop the potential benefits produced by nature and cultural rural tourism for the host regions and involved stakeholders.

“Implementation of sustainable tourism development principles in national park/protected area regions.”

- 2017-2020
- LEAD LAG: LAG Development Centre NGO/MTÜ Arenduskoda;
- Cost of project (total): 624 000 euros;
- Partners from Latvia, Portugal and Slovenia;
- Main aim of the project is to support the sustainability of sustainable tourism enterprises and thee level networking between national park/protected areas through transnational cooperation.

“Coastal and Dune management”

- 2017-2020
- LEAD LAG: LAG Karhuseutu
- Cost of project (total): 185 000 euros
- Partners from Finland, Northern Ireland, Latvia;
- Main aim of the project is to share best practices and inform about protection and usage of coastal areas and dunes in participating regions;

Still to come...

- “NATUREH - Nature and Biodiversity Tourism from Peipsi Lake to Cserhat Mountain” (2019-2021) – Main aim is to develop nature tourism potential in the fields of trekking, hunting, fishing and ecotourism.
- Multifunctional sustainable tourism entrepreneurship joint development (2019-2022) – Main aim is to achieve joint sustainable development of green/sustainable tourism entrepreneurship and networking of project entrepreneurs and regions.



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Thank you!

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