



TRAVEL DESTINATION SAAREMAA

WHAT IS SAAREMAA?

visit
saare-
maa

- Home of Admiral von Bellingshausen, Ott Tänak and Ain Anger
- Island with the most sunny days in Estonia
- Ultima Thule
- Biggest island in Estonia



WHERE IS SAAREMAA?

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2317 islands
in Estonia



Muhu

Saar, kus aeg peatub
An island where time
stands still

muhu.ee/turisminfo
turism@muhu.ee



Saaremaa

lidne ja moodne korraga
Ancient yet modern

visitsaaremaa.ee
info@visitsaaremaa.ee
Facebook: [visitsaaremaa](https://www.facebook.com/visitsaaremaa)
Instagram: [@visit_saaremaa](https://www.instagram.com/visit_saaremaa)



Vilsandi

Saar, kus loodus lobbab
An island where nature thrives

www.loodusegakoos.ee/kuhuminna/rahvusparkid/vilsandi-rahvuspark
info.vilsandi@rmk.ee



Ruhnu

Liivi lahe pärl
The pearl of the
Gulf of Riga

visit.ruhnu.ee
ruhnu@ruhnu.ee



Hiiumaa

Väega saar
An island with a
powerful essence

hiiumaa.ee
hiiumaa@visitestonia.com
Facebook: [visithiiumaa](https://www.facebook.com/visithiiumaa)
Instagram: [@visithiiumaa](https://www.instagram.com/visithiiumaa)



Aburka

Džungel kiviske kaugusel
Kuressaarest
A hidden jungle on a small
island near Kuressaare

aburka.info.eu
aburka.raamatukogu@saare.ee



SAAREMAA IN NUMBERS

Area: 2673 km² (a bit smaller than Gotland)

Capital: Kuressaare

Population: 33 500 on Saaremaa

13 000 in Kuressaare

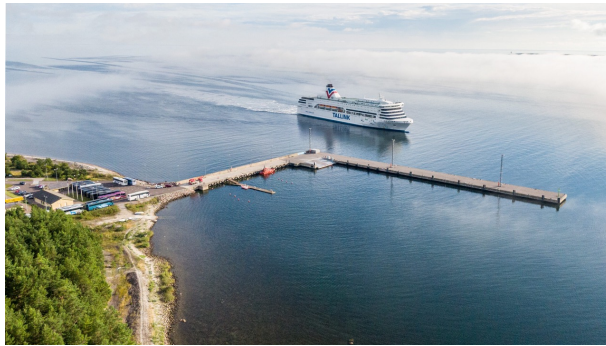
Population density: 12,5 inhabitants per/km²



TRANSPORT CONNECTIONS

From Tallinn to Kuressaare:

- 4 hours by car/bus
Including a 30-minute ferry ride
- 30 minutes by plane / 30€
- Cruise ship harbor



WHAT PEOPLE LOVE THE MOST ABOUT THE ISLANDS?



Nature



People



Peace and quiet

NATURE

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Interesting facts:

- Saaremaa is part of UNESCO man and biosphere network
- Saaremaa is among Green Destination's TOP100 destinations
- There are 36 wild orchid species growing on Saaremaa

ACTIVITIES IN THE NATURE



- Seal-watching boat trips
- Wild orchid nature tours
- Foraging trip to the forest
- Horse riding
- SUP boarding (in the bog)
- Bike tours
- Kayaking trips

From Mud to Wellness

1824

first Estonian mud-resort
on Saaremaa

1840

first mud resort in Kuressaare

1883

three mud resorts in
Kuressaare

1978

first modern resort in Kuressaare

2000

first wellness spa in Kuressaare



SPA & WELLNESS



Fun facts:

- First Estonian mud resort (historical version of a spa) was opened on Saaremaa at 1824
- There are about 400 different treatments in Saaremaa spas.
- Red algae, herbs and sand from local beaches are used in spa treatments.

SPA & WELLNESS ACTIVITIES



- Tõlluste manor nature cosmetics workshops
- Good Kaarma soap farm
- Traditional smoke sauna
- Yoga retreats

FOOD



Interesting facts:

- 10% of the Estonia's best restaurants are on Saaremaa and Muhu
- The traditional salty dish *pannileib* and traditional Muhu dessert *apurokk* are both made of potatoes

FOOD EXPERIENCES

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TASTINGS

- Wineries / Idea farm, Muhu farm winehouse
- Homemade farm beer / Pihtla breweries
- Gin / Lahhentagge
- Schnapps / Saaremaa windmill
- Juniper syrup / Kadakasiirup

SPECIAL DINNERS

- Medieval dinner in Kuressaare castle
- Kuressaare street picnic
- Restaurant Week

FOOD EXPERIENCES

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maa



WORKSHOPS

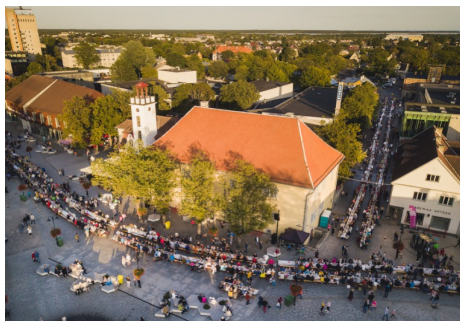
- Fish at Tihemetsa farm
 - Ice-cream at Saksa farm shop
 - Mustard at Mustjala Mustard
 - Cooking lessons at Kena Köök
-
- **LOCAL PRODUCTS** marked with quality label „EHTNE“

SAAREMAA EVENTS

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Interesting facts:

- A temporary opera house with 2000 seats, red carpets and chandeliers is built for the week of Saaremaa Opera Days.
- The table row on the main street of Kuressaare during Kuressaare street picnic is 2 x 500m long and seats about 4000 people.



SAAREMAA EVENTS 2025

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maa



- 24.-25.05 Kuressaare Street Festival and garage sale
- 1.-30.06 Saaremaa Peony Festival
- 24.06 Midsummer day
- 10.-13.07 Juu Jäab festival in Muhu
- 12.-13. 07 Open farm days
- 19.07 Abruksa sea marathon
- 22.-27.07 Saaremaa Opera Days
- 05.-09.08 Kuressaare Maritime Days
- 5.-14.09 Saaremaa Food Festival
- 06.09 Kuressaare street picnic
- 10.-11.10 Saaremaa Rally
- 17.-19.10 Saaremaa Three Day Run

KURESSAARE CASTLE

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PANGA CLIFF

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saaremaa



ANGLA WINDMILLS

visit
saare
maa



SÕRVE LIGHTHOUSE

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saare
maa



KAALI METEORITE CRATER

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maa



LOCAL PEOPLE



- Warm and welcoming
- Like their privacy
- Proud of their heritage
- Use an island dialect
- Sarcastic humour
- Innovative ideas
- Small family-run businesses

ACCOMMODATIONS



- Pädaste manor is the only 5 star hotel in Estonia outside of Tallinn
- Kuressaare has 13 000 inhabitants and 1100 places in spa hotels
- Plenty of smaller private accommodations
- Accommodation can be an experience on its own

ACCOMMODATIONS



You can also sleep in

- windmills
- Bottengarn floating houses on water
- ÖÖD mirror houses in Pilguse
- camping houses at the tree-tops
- glamping tents
- private island – Viirelaid - just for you



ISLAND OF VIKINGS

The islanders have re-written the world's Viking history as the Salme ship burials gave the reason why the cradle of the Viking era should be moved to Saaremaa.



2021 - YEAR OF VIKINGS

- Viking exhibition in Kuressaare Castle
 - Asva viking village
 - Archebald medieval activity center
 - Sailing trips with a (viking) boat
 - Riding
 - Archery





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2021 - YEAR OF VIKINGS marketing

- Marketing campaigns
 - Cover of a magazine + brochure
 - TV-shows, journalists
 - Co-operation with entrepreneurs and events
 - A GPS car navigation game



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2021 - YEAR OF VIKINGS marketing

- Marketing campaigns
- Cover of a magazine + brochure
- TV-shows and journalists
- Co-operation with entrepreneurs and events
- A GPS car navigation game
- Hoodie and T-shirt



2021 - YEAR OF VIKINGS photoshoots





2021 - YEAR OF VIKINGS photoshoots



WHERE TO NEXT?

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saaremaa



- Exhibition „Vikings before vikings“ back on Saaremaa
- Salme viking Center?
- New initiatives related to vikings?
- St. Olav way

WHERE TO NEXT?

St. Olav way



- Initiated by former Norwegian ambassador Else Berit Eikeland
- Dedicated to Norwegian viking king Olav II
- From Sõrve peninsula to St. Olav's Church in Tallinn
- Part of international St. Olav Ways culture routes



An islander, writer
Jüri Tuulik has said:

Saaremaa is not only a
geographical point in the Baltic
Sea – it is a spiritual condition,
which will never leave those
who have felt it.