

**Promoting and Preserving Europe's  
Diverse and Culture Heritage**

**Monday 2<sup>nd</sup> June 2014  
Runnymede, England**

**Sigríð Karon**

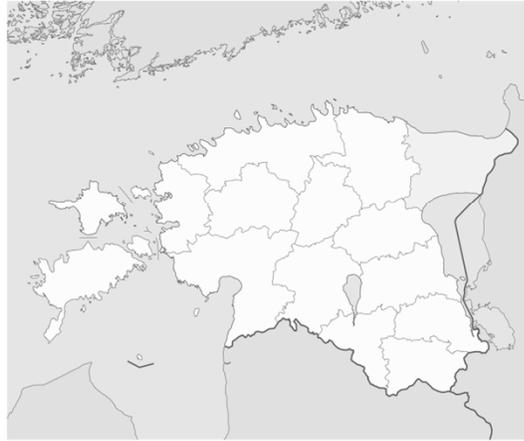
**Kohtla Mining Park Museum  
CEO**



- **Estonia Positively Surprising**
- **Tourism in Estonia**
- **Granted tourism projects**
- **Museum's in Estonia**
- **Kohtla Mining Park –our story**

**Estonia Positively Surprising**

## **Estonia – Positively Surprising**



### **Facts about Estonia**

Geographically, Estonia is on the north-eastern edge of the European Union, bordering Russia and Latvia.

## Estonia – Positively Surprising



- Estonia has a population of just 1.3 million but is larger than Denmark or Holland.
- Tallinn is our **medieval capital** and by far the biggest city, with a population of around 400,000.
- The **Estonian languages** a finno-ugric language - resembles most to Finnish and is different from Latvian and Russian language.

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## Estonia – Positively Surprising



- **Estonia was occupied** by the Soviets for decades but Estonia sees itself as more influenced by Nordic tastes and traditions - **Scandinavia with a twist.**
- Occupation by Germans, Swedes and Russians has influenced the architecture of cathedrals, cobbled streets, **manor houses and palaces.**

## Estonia – Positively Surprising

- **Great food** is everywhere and you can even eat marinated bear here!
- Estonia is almost **50% forest**.



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## Estonia – Positively Surprising



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## Estonia – Positively Surprising

- Tartu, with 100,000 people, is our young yet timeless **university town**.
- Estonia has **over 1,500 islands**.

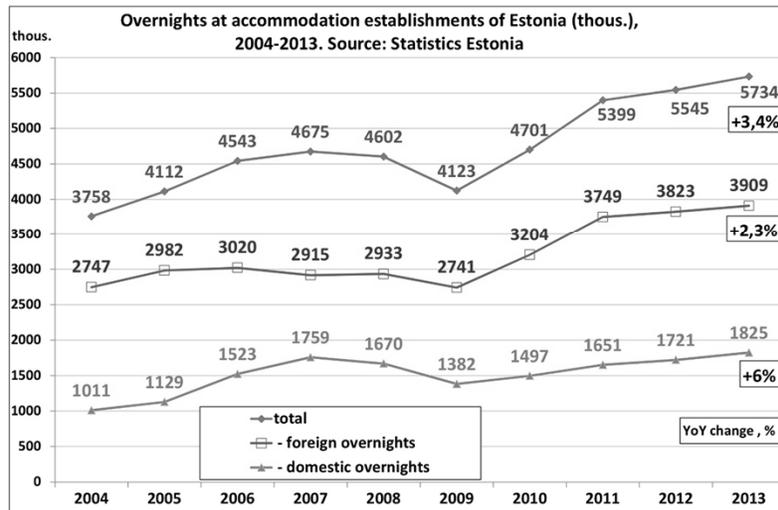


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**Turism in Estonia 2013**

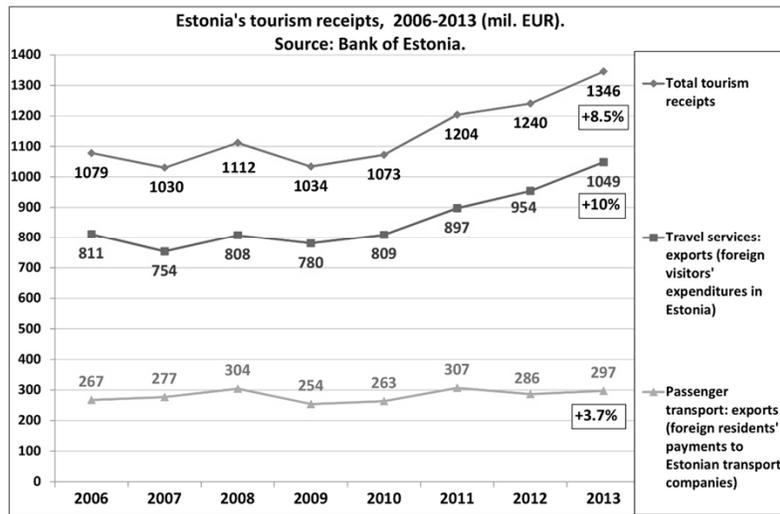


## Turism in Estonia 2013



In 2013, 1.94 million foreign tourists stayed overnight in the accommodation establishments of Estonia. Compared with 2012, their number increased by 3.6% or by 66,611 in absolute numbers. The number of foreign overnights was 3.9 million (2.3% up on 2012).

## Turism in Estonia 2013



According to the Bank of Estonia, Estonia's tourism receipts reached a new record for the third consecutive year, amounting to EUR 1.35 billion in 2013. This was 8.5% or EUR 105 million more than in 2012.

**Enterprise Estonia –  
Estonian Turist Board**

## Enterprise Estonia – Estonian Tourist Board

Estonian Tourist Board (ETB) is responsible for implementing Estonian national tourism policy.

### Main Activities:

- Marketing Estonia as a tourism destination
- Coordination of tourism development programmes
- Coordination of tourism research and analysis
- Business consulting in tourism research, marketing, product development and training
- Development and coordination of Estonian tourism information system
- Development of international cooperation



Estonian Tourist Board (ETB) is responsible for implementing Estonian national tourism policy.

As travel industry support body, ETB is part of the **Enterprise Estonia** network and contributes to achieving its

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On the government level, tourism policy development in Estonia is in the domain of the Ministry of Economic .

## **Enterprise Estonia – Estonian Turist Board**

The objective of the activities of the tourism sector is to increase awareness of Estonia as a tourism destination and the international competitiveness of Estonian tourism products.

The demand for all Estonian products and services is increased efficiently by developing the good reputation of Estonia as a tourism destination around the world.



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## **Enterprise Estonia – Estonian Tourist Board**

They arrange campaigns aimed at the general public of the target markets and organize media relations to promote the reputation of Estonia as an appropriate tourism destination.

In addition to the marketing of the whole of Estonia, they deal with the development of tourism products as well as provide financial support and advice to tourism activities in different regions of Estonia.



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In addition to the marketing of the whole of Estonia, they deal with the development of tourism products

## **Granted tourism projects 2007-2013**

The tourism product development programme is co-financed by the European Regional Development Fund.

The objective of tourism product development measure was the increasing of international competitiveness of Estonia as tourism destination through the development of innovative tourism products, with the help of which the travel motivation for visiting Estonia and extending the visiting time is created.

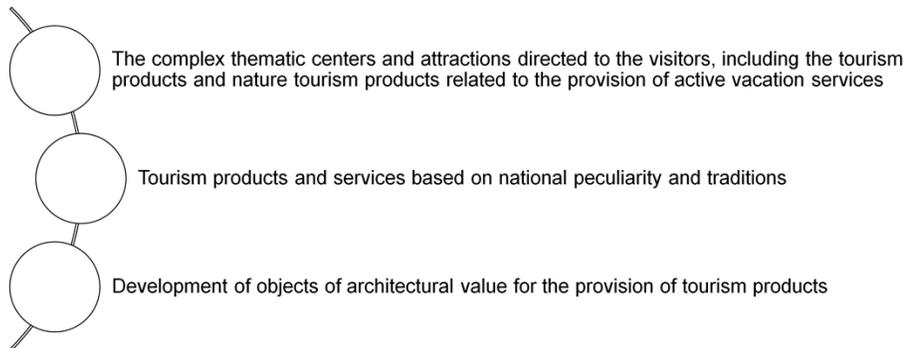
*The tourism product development programme is co-financed by the European Regional Development Fund.*

**The objective of tourism product development measure was the increasing of international competitiveness**

## Granted tourism projects 2007-2013

The sub-objective of the measure is the development of tourism products contributing to the decrease of seasonality.

On the basis of the objectives of the measure the investments to the three sectors out of the measure of major projects are supported:



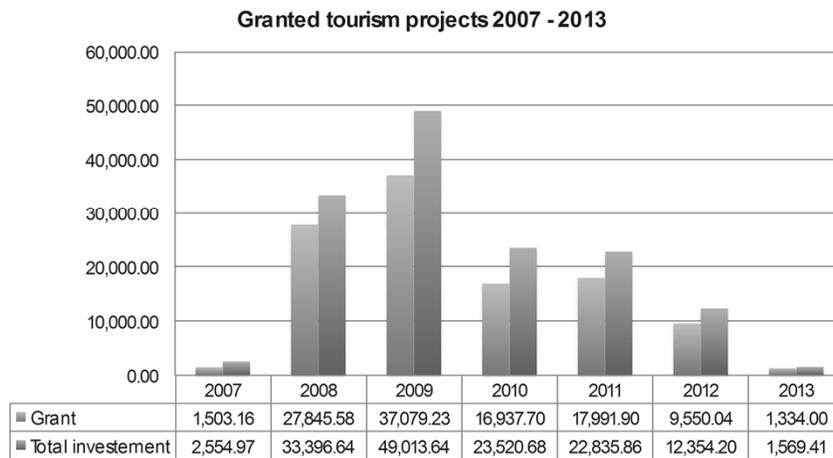
The sub-objective of the measure is the development of tourism products contributing to the decrease  
On the basis of the objectives of the measure the investments to the three sectors out of the measure

The complex thematic centers and attractions directed to the visitors, including the tourism products a

Tourism products and services based on national peculiarity and traditions

Development of objects of architectural value for the provision of tourism products

## Granted tourism projects 2007-2013 (thousand EUR)



In period 2007-2013 with help EU fund more than 200 million euros has been invested.

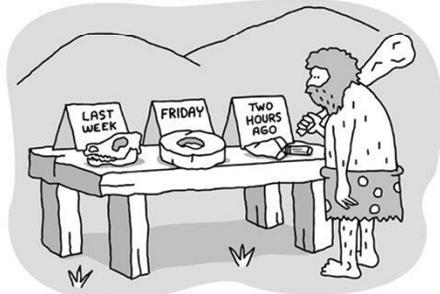
## **Museums in Estonia**

## Museums in Estonia

tourism

hospitality  
local  
Responsible  
sustainable  
businesses  
people  
tourists  
travel  
impacts  
social management  
community  
conventions  
responsibility  
economic  
forms  
industry  
better  
travelers

the first museum



wronghands1.wordpress.com

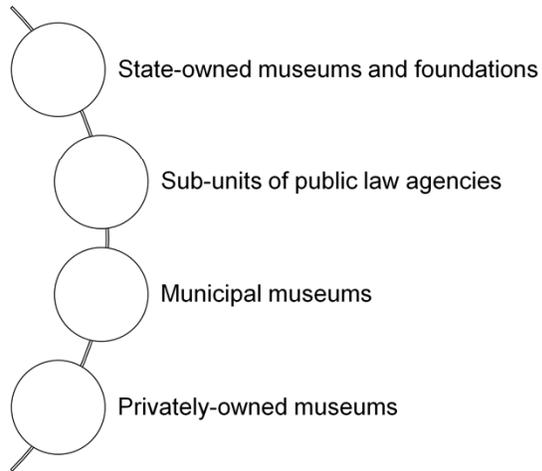
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more funny stuff at FUNNYASDUCK.NET

Estonia has more than 245 museums of varying sizes that all contribute to the development of education, society, and the economy. **The mission of museums is to carry the continuity of culture and to create a link between the experiences**

## Museums in Estonia

Estonian museums are divided into four groups, based on forms of ownership:



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## Museums in Estonia



A.H. Tammsaare Museum

Some of the state-owned museums function as central museums, which means that their collections provide a tr

## Museums in Estonia



Estonian Open Air Museum

Some of the state-owned museums function as central museums, which means that their collections provide a tr

## Museums in Estonia



Estonian History Museum

Some of the state-owned museums function as central museums, which means that their collections provide a tr

## Museums in Estonia



Narva Museum

Some of the state-owned museums function as central museums, which means that their collections provide a tr

## Museums in Estonia



Kohtla Mining Park Museum

Most large museums are located in major cities throughout the world and more local ones exist in smaller cities

**Kohtla Mining Park Museum – our story**

## Kohtla Mining Park Museum



Our story . . .



Kohtla Mining Park is Municipal museum, founded by Kohtla-Nõmme Municipality. That's how it's started...

## Kohtla Mining Park Museum

The Kohtla oil shale mine was established in 1937 by the British company New Consolidated Gold Fields Ltd, in order to supply the oil industries with oil shale.



The Kohtla oil shale mine was established in 1937 by the British company New Consolidated Gold Fields Ltd, :

## Kohtla Mining Park Museum

Kohtla, as one of the centres of the Ida-Virumaa mining area, was special because of the simultaneous underground and opencast mining, as well as the unique hand sorting premises built in 1957, where manual work by women was the main tool used for beneficiation of oil shale, until the mine was closed.



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## Kohtla Mining Park Museum

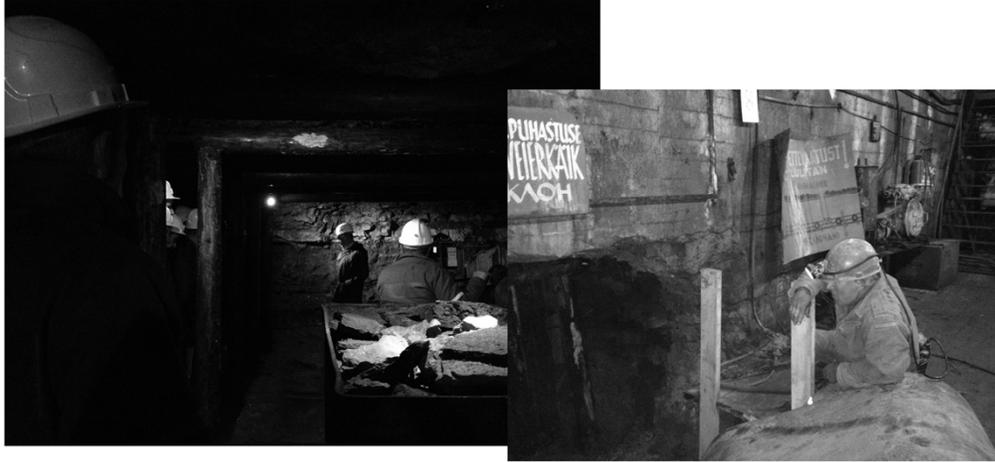
Our story . . .



On 1 April 2001, Kohtla mine was closed after 64 years of work having manufactured approximately 48,329,54

## Kohtla Mining Park Museum

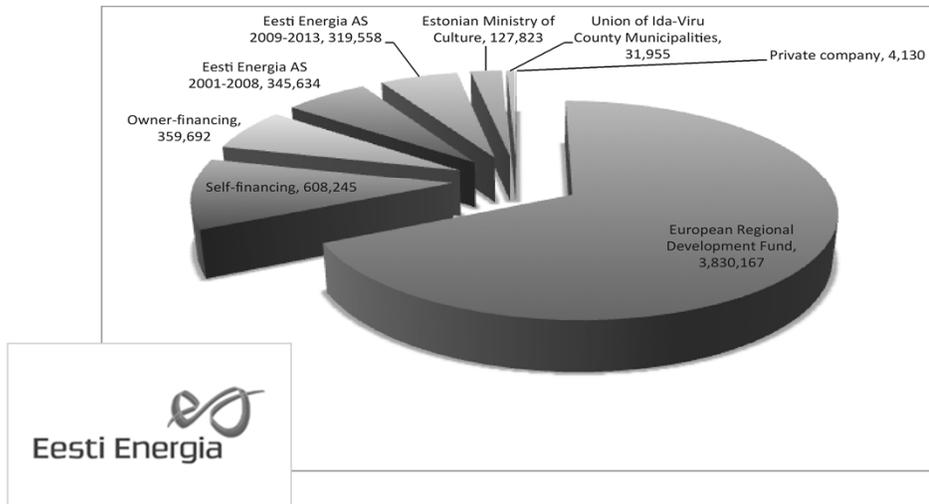
Our story . . .



The preparations lasted for a few months, after which the first visitors were welcomed in the underground muse

## Kohtla Mining Park Museum

Total investments to Kohtla Mining Park Museum in period 2001-2014  
Is 5,6 million euros.



On 2 October 2001, the Foundation Kohtla Mining Park and Museum was established in order to operate the un

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## Kohtla Mining Park Museum

Our story . . .



The underground museum is the most attractive and exciting sight at the Kohtla Mining Park, consisting of four

## Kohtla Mining Park Museum

Our story . . .



During the underground tour, guests visit miners' various underground work places as well as the explosives stc

## Kohtla Mining Park Museum



In addition to that, visitors can order a delicious miner's lunch and enjoy it in the underground miner canteen.

## Kohtla Mining Park Museum

Our story . . .

### Turnover

2011	154 391
2012	159 512
2013	258 530
*2014	292 705

Guests over 300 000

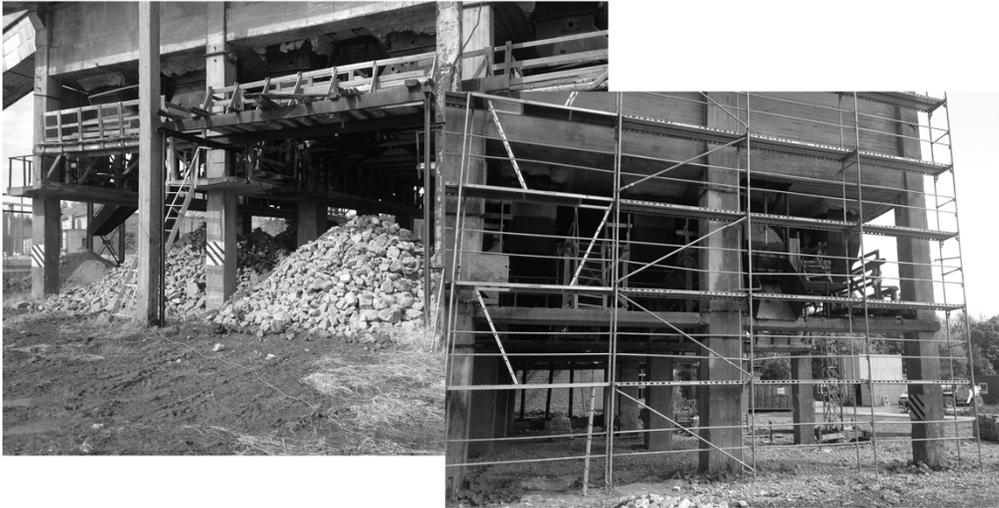


We have increased turnover approximately 2 times. We are not getting any support for daily based costs from ai

## Kohtla Mining Park Museum



## Kohtla Mining Park Museum



## Kohtla Mining Park Museum



## Kohtla Mining Park Museum



- Renewing the outdoor exposition



## **Kohtla Mining Park Museum - Moleland**

In Kohtla Mining Park we have developed a children friendly way of bringing education closer to museums. We

## Kohtla Mining Park Museum



In Moleland are 3 wonderful hard working moles who are explaining to children what is important in life, how t

## Kohtla Mining Park Museum



We are expecting children of age of 5 until as long as you feel as a child, and want to learn more...  
The educational tour will last for 1 hour and nobody will leave unhappy.

## Kohtla Mining Park Museum

Why all this is important for us ...



The industrial heritage of a region is an aspect of its cultural heritage.

**Why all this is important for us....**

**Industrial heritage** refers to the physical remains of the history of technology and industry, such as manufactur

The industrial heritage of a region is an aspect of its cultural heritage.

That's who we are ...

## Kohtla Mining Park Museum

That's who we are . . .



Guide Arne 81 years old



Guide Rein 79 years old

That's who we are ...

## Kohtla Mining Park Museum

That's who we are . . .



Guide Otto 72 years old



Guide Enn 77 years old

That's who we are ...

## Kohtla Mining Park Museum

That's who we are . . .



Guide Toivo 72 years old, underground experience more than 56 years

That's who we are ...

## Kohtla Mining Park Museum

That's who we are . . .



Mechanic Jaan



Gardener Kalju

That's who we are ...

## Kohtla Mining Park Museum

That's who we are . . .



Caterer Elve

That's who we are ...

## Kohtla Mining Park Museum

That's who we are . . .



Maive, Mari, Sirle, Birgit & Illart

That's who we are ...

## Kohtla Mining Park Museum



**We are doing it for ourselves and for them**

## **Kohtla Mining Park Museum**



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And finally -

**The mission of museums is to carry the continuity of culture and to create a link between the experiences**

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**The mission of museums is to carry the continuity of culture and to create a link between the experiences**

# Thank you!

Sigrid Karon  
Kohtla Mining Park Museum

[Sigrid.karon@kaevanduspark.ee](mailto:Sigrid.karon@kaevanduspark.ee)  
+372 5757 0075

Estonian Deepest Experience!