



Berlin, 07.04.2025

Subject: Invitation for Estonia to Apply as The Host Country for ITB Berlin 2026

Dear Minister Riisalo,

Estonia's remarkable development as a smart, sustainable, and culturally vibrant destination makes it a compelling candidate to host ITB Berlin 2026.

With its strong emphasis on digital innovation, nature-based experiences, and sustainable travel, Estonia exemplifies the values and future direction of the global tourism industry. Hosting ITB Berlin would provide Estonia with an unparalleled platform to showcase its leadership in these areas, as well as its warm hospitality and diverse tourism offerings.

We are especially encouraged by Estonia's recently unveiled Long View of Estonian Tourism 2025–2035. This strategy positions Estonia as a global leader in tourism through innovation, sustainability, and exceptional hospitality, aligning seamlessly with the themes and ambitions of ITB Berlin.

In addition, Estonia's Tourism Strategy 2022–2025 reinforces this trajectory by focusing on digital transformation, enhancing visitor experiences, and supporting regional tourism development. These combined efforts clearly reflect Estonia's dedication to shaping the future of tourism both locally and internationally.

We would be pleased to explore how we might support Estonia in considering this opportunity and contribute to a successful bid for ITB Berlin 2026.

Thank you for considering this invitation.

Yours sincerely,



Deborah Rothe
Director of ITB Berlin
Messe Berlin GmbH