



REPUBLIC OF ESTONIA
MINISTRY OF ECONOMIC AFFAIRS
AND COMMUNICATIONS

Deborah Rothe
Messe Berlin GmbH
Messedamm 22
14055 Berlin
Germany

/*Your Ref: 07.04.2025

Our Ref: 27.06.2025 No 10-1/2104-2

Reply to the Invitation for the Host Country for ITB
Berlin 2026

Dear Mrs Rothe

Thank you very much for your kind letter and for considering Estonia as a potential partner country for ITB Berlin 2026. We are truly honored by this recognition, which we see as a testament to Estonia's achievements in sustainable tourism, digital innovation, and our growing visibility on the global tourism stage.

We also greatly appreciate the opportunity to discuss this further during the video call on 10 June with Ambassador Marika Linntam and Economic Counsellor Roomet Sõrmus, where you and Mr. Ruetz kindly elaborated on the vision and potential of a Baltic or Estonian partnership.

While we fully recognize the strategic value and visibility that the partner country status at ITB Berlin would offer, we regret to inform you that Estonia will not be able to pursue this opportunity at this time. This decision is primarily due to limited financial and human resources, especially in light of the broader budgetary pressures we face.

That said, we remain enthusiastic about Estonia's continued presence at ITB Berlin and would be pleased to explore alternative forms of participation. We were encouraged by your openness to Estonia contributing to the conference programme, and we would be happy to follow up on this idea in the coming months.

Once again, thank you for your kind invitation and for your continued support of Estonia's role in the global tourism community. We look forward to staying in close contact and to future opportunities for collaboration.

With best regards,

Ahti Kuningas
Secretary General

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