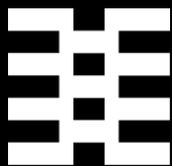




# Tartu 2024

European Capital of Culture



**Aleks Fadeev**

International Relations  
Coordinator

Welcome to the  
**BIGGEST EVENT**  
in Estonia this year!

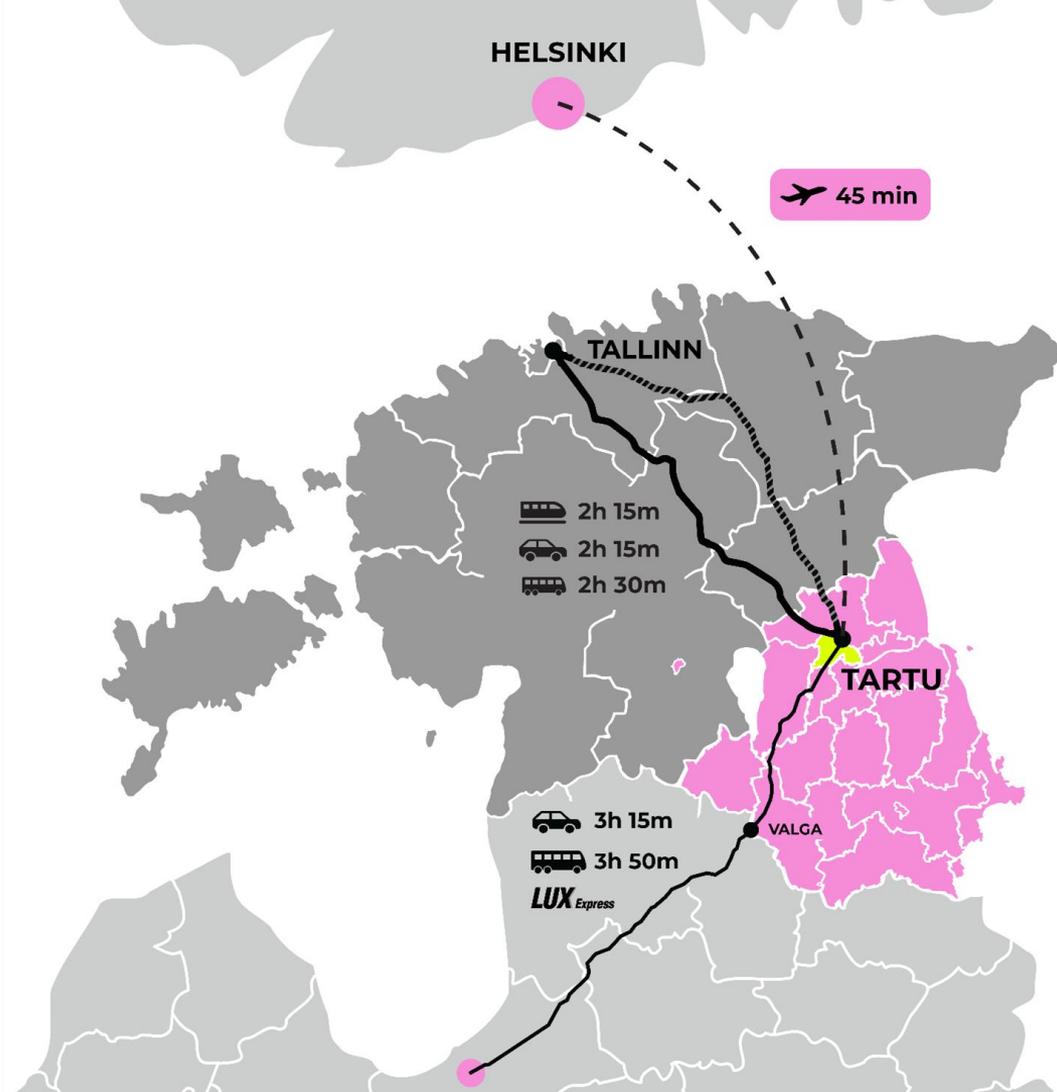
**Tartu 2024**  
European Capital of Culture



# Welcome to EUROPEAN CAPITAL OF CULTURE

- ✕ 264 033 inhabitants
- ✕ 4 counties
- ✕ 20 municipalities
- ✕ 11 cities
- ✕ 1 kingdom
- ✕ 5 languages

**Tartu 2024**  
European Capital of Culture



It takes **an hour** to ride  
from Tartu to Valga,  
Viljandi and Setomaa.



**Tartu 2024**  
European Capital of Culture

# TARTU

## Oldest and Smartest

- Population: 97 435
- The oldest city in the Baltic States, **1030**
- UNESCO's Creative City of Literature
- Cradle of Estonian culture
- Among 100 Climate-Neutral European Cities by 2030



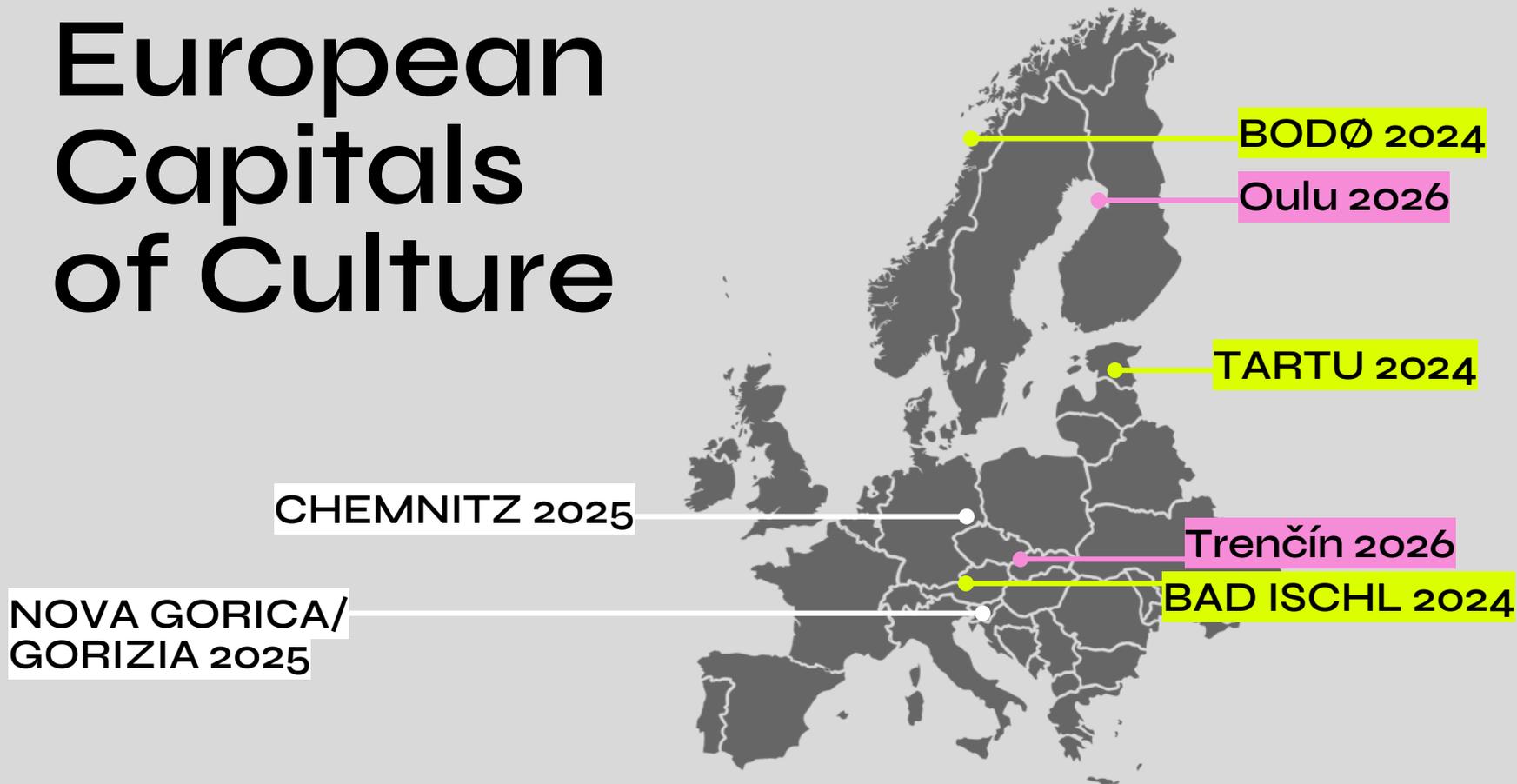
**Tartu 2024**  
European Capital of Culture



**European Capital of Culture**

**#TARTU2024**

# European Capitals of Culture



More than  
**1,000**  
events throughout the year!

# ARTS OF SURVIVAL

Tartu 2024  
Euroopa kultuuripealinn

Elujäämise  
Kunstid  
Arts of Survival

Siin pole  
peitu põlvkond

Euroopa  
kultuuri-  
pealinn  
Tartu 2024  
avamine  
26. jaanuaril.



Tartu2024.ee



# Kissing Tartu



Tartu  
2024

# Stencibility Street Art Festival

4-7 Jul | Tartu



Tartu  
2024

Wild Bits

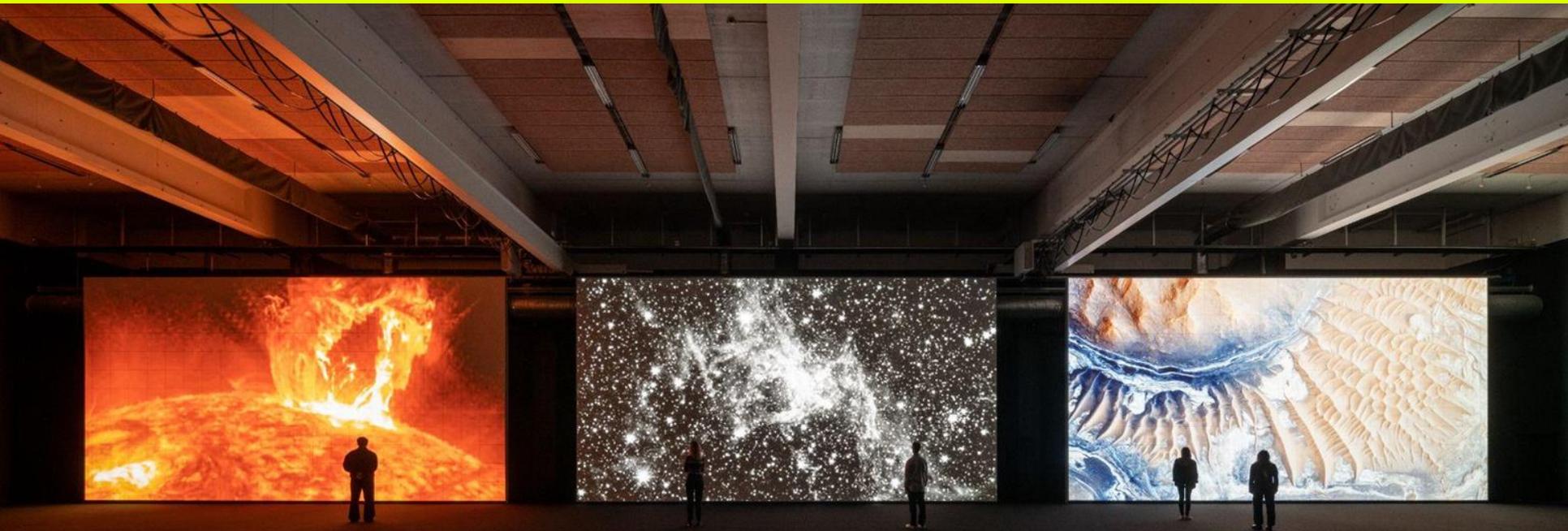
25 Jun - 15 Sep |  
Tartu

 metsikud bitid

Tartu  
2024

# Ryoji Ikeda's Solo Exhibition

2 Nov–2 Mar '25 | Tartu



Tartu  
2024

Naked Truth

10-11 May | Tartu



Tartu  
2024

# Highlights in Estonian National Museum

→ **Exhibition “Who Claims the Night?”**  
(17.02.2024-24.02.2025)

→ **Exhibition “Surrealism 100”**  
(4.04.-8.09)

→ **Chœur de l’Orchestre de Paris:**  
“Forgotten Peoples” V. Tormis (15.6)

→ **Electronic Music Festival unda**  
(19.-22.09)



Why is European Capital of Culture important?

Tartu 2024 European Capital of

Tartu  
2024



diverse cultural programme  
with hundreds of events



visibility



Tere tulemast  
Euroopa  
kultuuripealinna!



Welcome to  
European Capital  
of Culture!



Laipni lūdzam  
Eiropas kultūras  
galvaspilsētā!



Valga vald

Tartu  
2024

TARTU2024.EE

# Check in: Tartu 2024

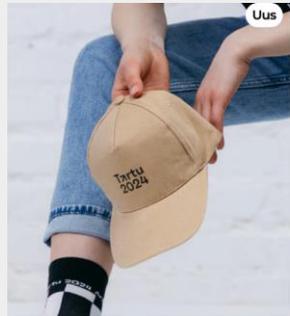
marketing possibilities

Your first Tartu 2024 experience  
Sinu esimene Tartu 2024 elamus

Take an  
white shot  
lõputu klõps

Check in  
Tartu 2024

ASOSUHET#



Tartu 2024 beez nokamüts  
14.90 €



Tartu 2024 hall T-särk  
24.90 €



Tartu 2024 kollane pusa  
49.90 €



Uus



Uus



Uus

huge events



media coverage

TEREVISIOON



# NUMBERS

## Tartu and Southern Estonia

Aasta	2024						
Maakond	Majutatute arv	Õõbimiste arv	Majutatud vs PY	Õõbimised vs PY	Majutatute osakaal	Keskmine ööde arv	
<b>Tartu maakond</b>							
Kõik maailma riigid	22,059	35,032	<span style="color: green;">●</span> 7.8%	<span style="color: orange;">●</span> 3.2%	100.0%	1.59	
Eesti	14,845	21,453	<span style="color: green;">●</span> 6.5%	<span style="color: red;">●</span> -5.4%	67.3%	1.45	
Välisriigid	7,214	13,579	<span style="color: green;">●</span> 10.5%	<span style="color: green;">●</span> 20.5%	32.7%	1.88	
Läti	3,854	5,974	<span style="color: green;">●</span> 27.7%	<span style="color: green;">●</span> 46.0%	17.5%	1.55	
Soome	1,277	2,937	<span style="color: green;">●</span> 31.4%	<span style="color: green;">●</span> 81.5%	5.8%	2.30	
Leedu	467	821	<span style="color: red;">●</span> -27.1%	<span style="color: red;">●</span> -22.3%	2.1%	1.76	
Saksamaa	166	446	<span style="color: red;">●</span> -24.9%	<span style="color: orange;">●</span> -2.2%	0.8%	2.69	
Ukraina	110	293	<span style="color: red;">●</span> -5.2%	<span style="color: red;">●</span> -31.2%	0.5%	2.66	

# International Audience



2.11. BERLIN - Tartu 2024 Night at the Ebassy

Tartu 2024 x Visit Estonia x Auroom x Huum x Typa

# Our experience

- Focus!
- Start with Hospitality earlier
- Cooperate with HoReCa sector
- Initiate capacity building
- Think further than the title year!



# Opening Ceremony



Tartu  
2024

All events  
are here



@tartu2024

[tartu2024.ee/en](https://tartu2024.ee/en)

**Tartu 2024**  
European Capital of Culture

Enjoy the Year!