

Tartu 2024

European Capital of Culture

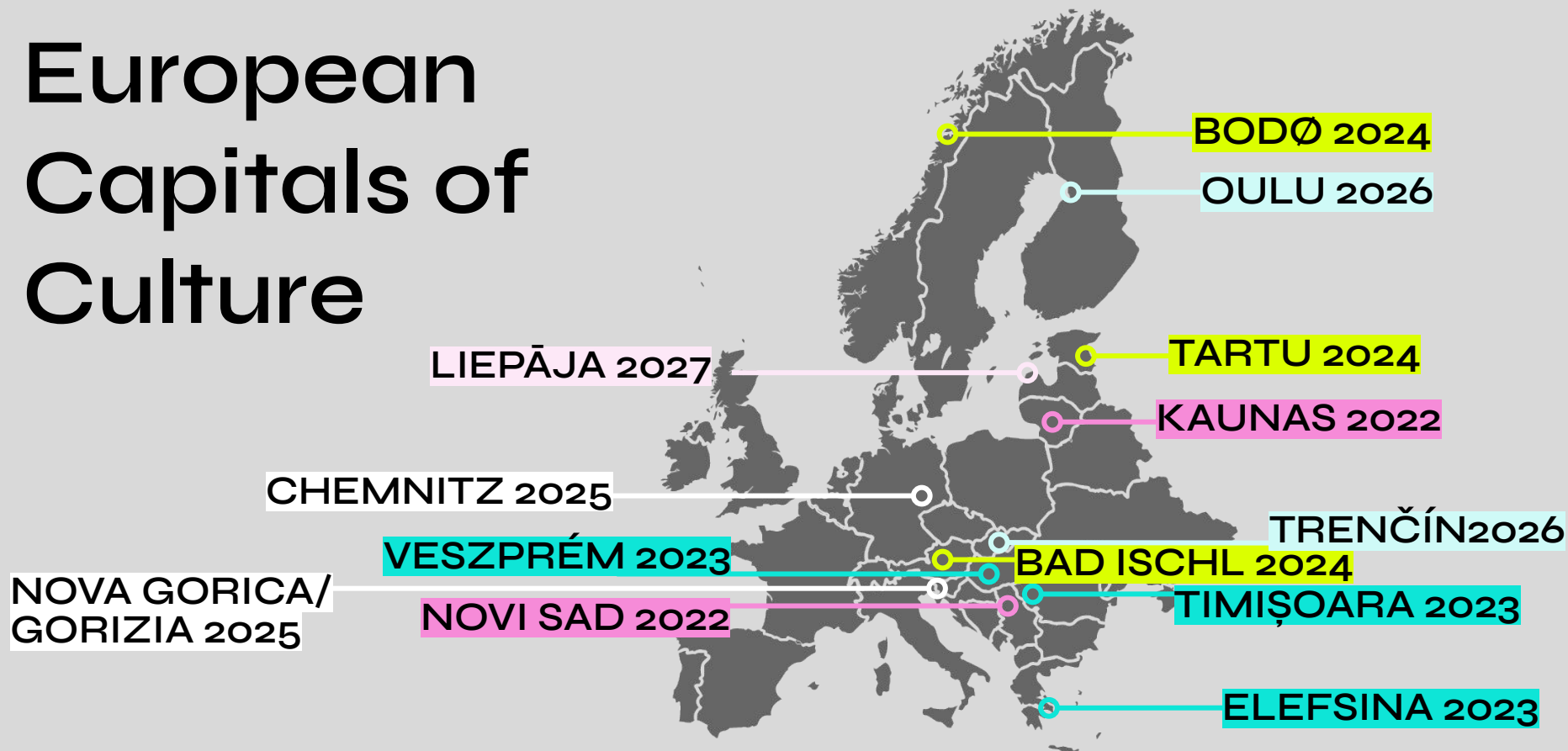
Sille Talvet-Unt,
Overall coordinator of ECOC Echo
External Funding Expert

4 September, 2025



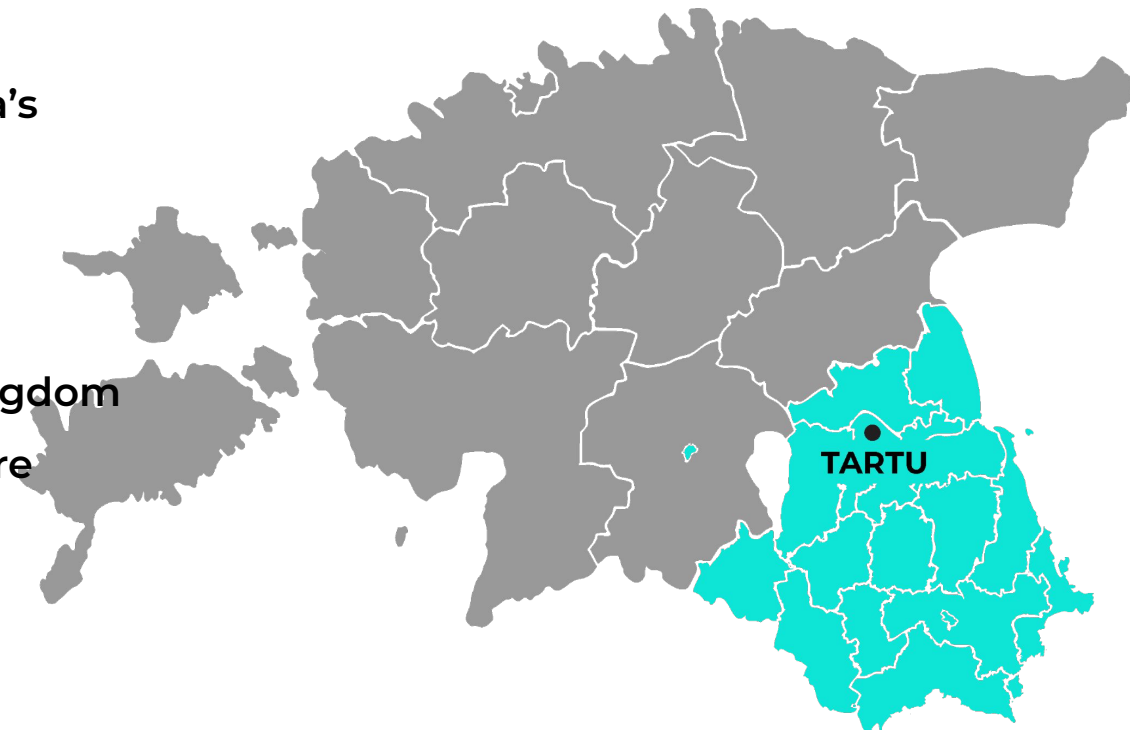
EUROPEAN CAPITAL
OF CULTURE

European Capitals of Culture



Tartu together with Southern Estonia was the European Capital of Culture

- Tartu and Southern Estonia's largest joint venture
- 20 municipalities
- Population: 264 000
- 4 counties, 11 cities, 1 kingdom
- 5 languages, diverse culture



Tartu 2024
European Capital of Culture

SOUTHERN ESTONIA

Nature Getaway Destination



SOUTHERN ESTONIA

Munamägi - 318 m



SOUTHERN ESTONIA

Vibrant Heritage



SOUTHERN ESTONIA

Smoke Sauna Tradition



TARTU

HUB of Estonian Culture



ARTS OF SURVIVAL

Tartu 2024
Euroopa kultuuripealinn

Elujäämise
Kunstid
Arts of Survival

Enam pole
sõda sõnust
Euroopa
kultuuri-
pealinn
Tartu 2024
avamine
26. jaanuaril.

tartu2024.eu



Projects belonged
to 4 programme lines:

Tartu with
Earth

Tartu with
Humanity

Tartu with
Europe

Tartu with
Universe

Tartu 2024
European Capital of Culture

**All
together
350
projects**

Tartu 2024
European Capital of Culture

More than
3,100
events

Tartu 2024

among top **10** Google
search words
in 2024
(events category)

Tartu 2024 Grand Opening

231 000

TV viewers, reaching

37

countries

50

Estonian

50

international
journalists

80+

international coverages
across

8

countries

35 000

attended
in Tartu

420+

Estonian
coverages

Social media reached
15.5 million



RYOJI IKEDA

Japanese artists solo exhibition
opening and concert

Exhibition displays
a fragment of
100 000
Estonians' DNA

Ryoji Ikeda's first ever
piece for human voice

over 34,000 visitors

20 000
listeners on
live-radio
broadcast

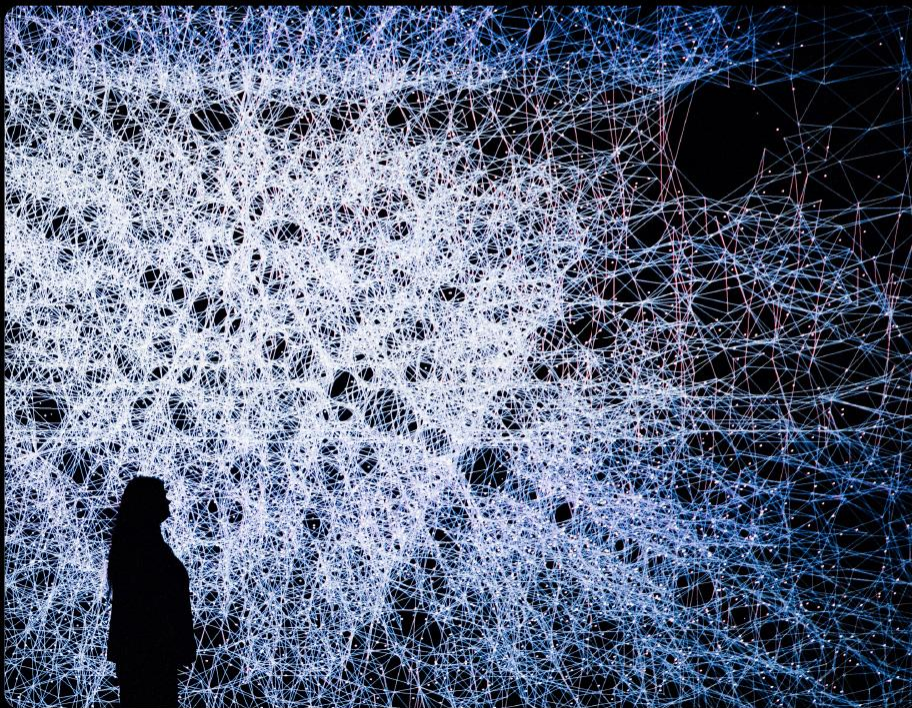
80+
organic
media
coverages

Exclusive
TV interview
160 000
viewers

Sold out
concert
700
spectators

5.8
million
social
media
impressions

reach
1.6
million



Tartu 2024 Hospitality Network

330 members

To help the guests of the
European Capital of Culture...

to find lodging, dining places,
recreational activities,
and services

recommended by Tartu 2024

to make their visit to
Southern Estonia
even more unforgettable.



To work together with
businesses of the
European Capital of Culture for:

- Expanding marketing opportunities
 - joint marketing
 - highlighting members while promoting Tartu 2024
- Networking
- Impact on economic results





Tartu 2024 Euroopa
kultuuripealinn

Concerts at Tartu Song Festival Grounds

48,500 spectators for 6 events

One in two visitors came from outside Southern Estonia

One in five visitors spent money on accommodation

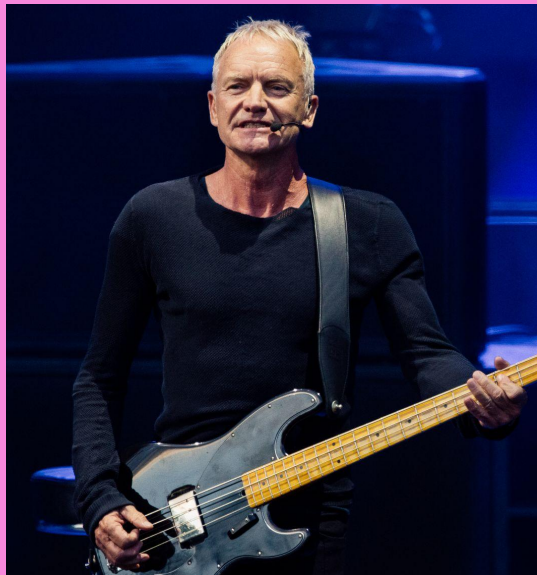
Satisfactory rate: 8,9–9,4 out of 10

Audience Spending:

Tickets: Over €2.8 million

Transport, accommodation, food, and drinks: Approximately €2.3 million

Concerts at Tartu Song Festival Grounds



Sting

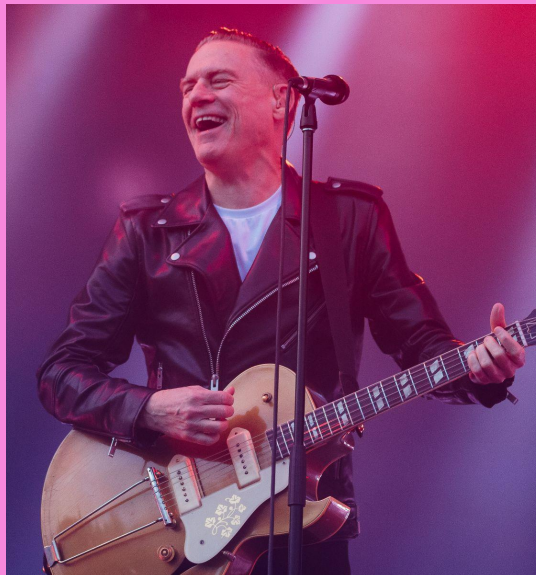


**Tartu Song
and Dance Celebration**



Genialistid

Concerts at Tartu Song Festival Grounds



Bryan Adams



Hauser



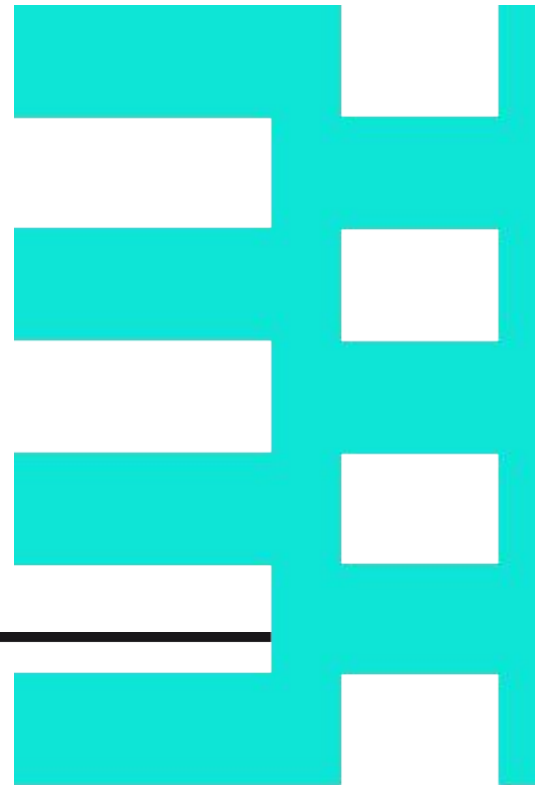
**Jacob Collier &
Take 6**

More than
1,5 million
visits to programme events

15%

**increase in foreign
tourist overnight
stays**

- Growth of foreign tourists: 15% in Tartu and 13% in Southern Estonia
- Additional investments from different EU application rounds
- 21% increase in the number of bus passengers in Tallinn-Tartu bus line
- Tartu Airport reopening, train connections with Riga and Vilnius





Tartu 2024
European Capital of Culture

Thank you!

Tartu 2024
Euroopa kultuuripealinn