

16–19 Jan 2025 Helsinki Expo and Convention Centre

THE LARGEST TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE



Matka Workshop Day 15 Jan | Matka Trade Day 16 Jan | General public 17–19 Jan

Toolbox Consulting Ltd. produces hosted pre and post tours on behalf of Matka 2025 Nordic Travel Fair

Tallinn

Pre Tour 12.1 – 14.1.2025

Estonia's laidback capital city is a perfect holiday destination for those wanting to combine modern comforts, medieval charm, and coastal vibes. Tallinn is one of Northern Europe's best-preserved medieval cities and was added to UNESCO's list back in 1997. As part of the influential Hanseatic League, Tallinn was home to wealthy merchants who left their mark on the city's architecture. Tallinn has an alluring urban coastline. In the past, Tallinn's seaside development was limited largely to industrial and military endeavors. Estonian food is known for its focus on seasonal ingredients and modern takes on traditional techniques. Tallinn is home to Estonia's only MICHELIN-Starred restaurants and one of Estonia's three Green Star restaurants.

Programme

The event organizer ToolBox Consulting creates for each tour own **WhatsApp Group**. All communication regarding this tour will be switched from emails to WhatsApp Group 3 – 4 days prior departure.

You will get your boarding passes at West Harbour in the morning of departure day. All **non-European Union citizens**, when doing the registration, please inform your full name as it shown in your passport, your date of birth and your passport number. If you need a **Schengen Visa** entering EU territory, please be in contact with ToolBox Consulting representative at least one month prior travelling to Finland. Estonia and Finland both belongs to European Union and both countries use Euros as currency.

Friday 10.1.2025 / Saturday 11.1.2025

Individual arrivals to Helsinki

Sunday 12.1.2025

There are public transportation available such as trams from West Harbour to Helsinki City Centre. See more information www.hsl.fi/en. All public transportation tickets need to purchase beforehand.

10.00 Tour dispatcher is at 10.00 am in Departure Hall of West Harbour. You recognize

Matka Workshop Day 2025
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her/him from the sign “Matka Workshop Day 2025 Pre and Post Tours”. He//she will deliver your boarding passes.

10.30-12.30 ferry Helsinki-Tallinn from West Harbour Terminal

12.30 Arrival to Tallinn. Estonia and Finland are in the same timezone

Tallinn is a popular cruise destination, especially during the summer. All main lines crossing the Baltic Sea stop in Tallinn. Enjoy 2 hours ferry to Tallinn with different entertainment and shops on board.

Welcome to Estonia, to [Tallinn!](#)

As one of Europe’s least densely populated countries, Estonia gives you the space you want and the time you need to travel at your own tempo. Estonia's laidback capital city is a perfect holiday destination for those wanting to combine modern comforts, medieval charm, and coastal vibes.

Meet and greet by Visit Estonia & transfer to city center hotel (15 minutes max).

Explore Tallinn’s unique [medieval Old Town](#) with your local guide. Divided into the Lower Town and Upper Town (the hill of Toompea), the area is quite big yet still compact enough to explore on foot.

[Coffee break and/or marzipan workshop at café Maiasmokk](#), the oldest cafés in Tallinn, which has continuously been operating ever since, began in 1864. Café Maiasmokk is unique due to its interior of the first floor, which has remained practically unchanged for more than 100 years.

Free time for shopping

Dinner in one of the [MICHELIN recommended restaurants](#)



Credits: Visit Estonia



Credits: Malle Kolnes

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Monday 13.1.2025

Breakfast at hotel and option to use spa
Inspections in city center hotels

Visit to seaside area [Noblessner](#), located next to the Seaplane Harbour, a walking distance from the Kalamaja district and the Old Town. Once the major submarine shipyard of Imperial Russia, it has now turned into a seafront quarter that is open to the sea.

Lunch in [Telliskivi](#) area, that is located in the former industrial complex of Tallinn, which houses galleries, small shops, various creative companies, start-ups, and restaurants.

Visit to [Fotografiska museum](#), a modern international photo museum where photography, art, and an open mindset meet.

Continue guided visit to the newest side of Tallinn: [Balti Jaama Market](#) and [Telliskivi creative city](#).

Dinner in city



Credits: Kaupo Kalda



Credits: Kaupo Kalda

Tuesday 14.1.2025

Breakfast at hotel, check-out

Guided bus tour in [Kadriorg and Pirita region](#).

Explore the diverse architecture and atmosphere of both medieval and modern Tallinn.

You can see the beautiful Kadriorg Baroque Park, the Song Festival Grounds, the city's most popular beach Pirita, and the romantic ruins of St. Birgitta's Monastery.

13.30- 15.30 Ferry back to Helsinki
Lunch on board

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When you return back to Helsinki there is nobody from the event dispatcher waiting at West Harbour. We are monitoring via WhatsApp everything goes smoothly. There are public transportation available such as trams from West Harbour to Helsinki City Centre. See more information www.hsl.fi/en. All public transportation tickets need to purchase beforehand.



Credits: Ken Mürk

More information: [Visit Estonia for the travel trade professionals](#) | [Visit Estonia](#)

Your host: Ms Kadri Koor

Her email: Kadri.Koor@eis.ee

Telephone: +372 5305 5377



Cancellation policy

Please note that there is no-show fee and some destinations may request an earlier deadline for cancellation, as well as your credit card information. Remember to read the terms

Terms of cancellation:

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INDUSTRY EVENT**  
IN NORTHERN EUROPE



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Cancellation fee: After the 31st of December 2024: 250,00 euros.

The Buyer must contact the Organizer via email:

Mr. Kari Halonen, kari.halonen@toolboxtravel.fi