



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: Through the flowers to the heart of the community and becoming a popular tourist attraction

Destination Name: *Järva county*

Country: Estonia

Submitter name: Elo Öösalu

Email address: elo@jarva.ee

Position: **Coordinator of tourism network in Järva county**

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities**
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org





DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice?

In central Estonia, you can find Järvamaa, a county filled with unspoiled nature and a unique community which only a handful of tourists have visited. Järvamaa is home to Paide and Türi, two towns which are only 13 kilometres apart. Situated between them is Kirna Manor Park – the subject of our story.

Kirna Manor Park is in an area of land upheaval and is well-known for its healing properties. For several years, the Manor stood empty, and hedges of heather and bushes covered its grand garden. In 2017, the Manor new owners, Tuuli and Reimo, arrived and began to take care of the garden again, intending to transform it into one of the most beautiful natural treasures in central Estonia.

In 2018, numerous health seminars and concerts were held, which helped many people rediscover Manor's garden. However, the number of visitors remained lower than expected.

On New Year's Eve 2019, everything changed for Kirna Manor. A rocket landed on the Nurmiko Gardens greenhouse, located in Tallinn, and within minutes destroyed the greenhouse, resulting in many damaged tulips.

Tuuli and Reimo heard about this tragedy and offered shelter to the now homeless tulips. About 200.000 tulips, were transported to Kirna Manor, and thanks to the remarkable work of the community, tulips were groomed and planted later that autumn. As a result, in the spring of 2020, many tulips were blooming at Kirna Manor Park, something that no one could have ever imagined during the COVID-19 pandemic lockdown.

Meanwhile, the lockdown remained to curb the spread of COVID-19, a joyful message was shared by the community on social media platforms: *A sea of flowers! Thousands and thousands of tulips are blooming in Kirna Manor Park.* As a result, Kirna Manor Park began to be visited by a flood of people from across Estonia to enjoy something beautiful and refreshing for the soul during difficult times.





Methods, steps and tools applied

How was the good practice implemented?

By the spring of 2021, the Manor Garden had over 50 varieties of tulips and 15.000 yellow daffodils. Although people from the community and professionals joined forces to make flower beds, the garden still required a lot of work. As a result, the Manors owners installed donation boxes at the entries for visitors. With the money raised, it was possible to buy new tulips and soil and hire a full-time gardener. Shortly after, tourism companies began calling and asking when tours could be scheduled to visit Kirna Manor Park.

In the spring of 2022, once again, Kirna Manor Park became an enchanting floral wonderland of endless tulip fields and blossoming flower beds. A treat for visitors of all ages! Over 65 varieties of tulips were thriving, while golden daffodils and blue foxgloves flourished, adding a hint of contemporary colour to the garden. The floral display continued until the first weeks of June.

Besides outdoors, a weekly magical exhibition of floral compositions by Estonian florists was exhibited on the second floor of the Manor. The florists made their creations only by using fresh and crisp tulips from the Kirna Manor Garden. Also, all the varieties of blossomed tulips were exhibited, along with their names.

Kirna Manor Park offers visitors a selection of salads and cakes. Nonetheless, the outdoor café serves delicious hot snacks from Michelin-acclaimed Põhjaka Restaurant with live music, which creates a fantastic atmosphere.

Key success factors *What helped you tackle the issues?*

A new and sustainable approach: bringing the tulips to the Kirna Manor Park took a completely new and sustainable approach by putting to use the otherwise doomed seeds left from the fire of Nurmiko Gardens greenhouse.

Community and social media: the people who came to Kirna Manor Park shared their experience on social media platforms, helping promote the garden. As a result, their social media followers and friends became curious, bringing them into the park. The information began to spread like wildfire across platforms with thousands of people visiting the Manor Park as a result.

Chance and connections: An Estonian proverb says: "One man's misfortune is another man's fortune". This is exactly what happened to Kirna Manor Park. When people heard about the accident on the tulip plantation of Nurmiko Gardens and the COVID restrictions, the tulips brought people for a walk in the Kirna Manor Park.

An unexpected situation turned into a success story: when they bought the Manor, the owners never imagined the turn their investment would take.





Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

A great lesson learned for the owners of Kirna Manor Park, as they had no idea what saving the tulips would bring them.

- The key learnings discovered were to listen to your gut, follow your heart and do what you love to do.
- There is strength in community. Speak up and nurture your community.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

The result was a surprise for everyone, the arrival of the tulips to Kirna Manor Park triggered a tourism boom in Järvamaa County in spring.

In 2020, Kirna Manor Tulip Festival became the most popular event in the county, as people could enjoy the flowers outdoors, and the garden was large enough to keep a safe physical distance to help limit the spread of COVID-19.

While in other rural areas the tourist season begins in the second half of June, in Järvamaa it started at the beginning of May 2022, as people went to Kirna Manor Park to see if the tulip season already started. By the end of May, the Manor Park was already visited by 10.000 tourists.

For five weeks, the Kirna Manor Park are full of people. Families, bus tours and groups of friends find their way to Järvamaa. Over the years, Kirna Manor Park's visitors rose from zero to tens of thousands, and the whole county has become more famous and visited.

Today, the tulips of Kirna Manor Park are so well-known that people from all over Estonia are coming to get a glimpse of them.

The owners are keen to expand the tulip fields even further. By selling tickets, they can buy more tulips, soil and fertilisers. This would not be possible without the visitors.

Kirna Manor Park is Järvamaa county's most visited attraction in the spring, open seven days a week and attracts thousands of visitors.





Additional references

Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

Kirna Manor Park: <https://www.visitestonia.com/en/kirna-manor-park>

Kirna Manor: <https://www.visitestonia.com/en/kirna-manor>

Kirna Manor website: <https://www.kirna.ee/>

Kirna Manor FB: <https://www.facebook.com/KirnaMois>

Tulip Fields Kirna Manor Park: <https://etv.err.ee/1608608440/tulbivaljad-kirna-moisapargis>

Kirna Manor's tulip fields are in full view: <https://play.tv3.ee/Uudised/kirna-moisa-tulbivaljad-on-taishiilguses,clip-4248446>

Pictures:

<https://www.flickr.com/photos/visitjarva/51039075252/in/album-72157719589394222/>

<https://www.flickr.com/photos/visitjarva/51103697943/in/album-72157719589394222/>

<https://www.flickr.com/photos/visitjarva/51190011675/in/album-72157718754832698/>

