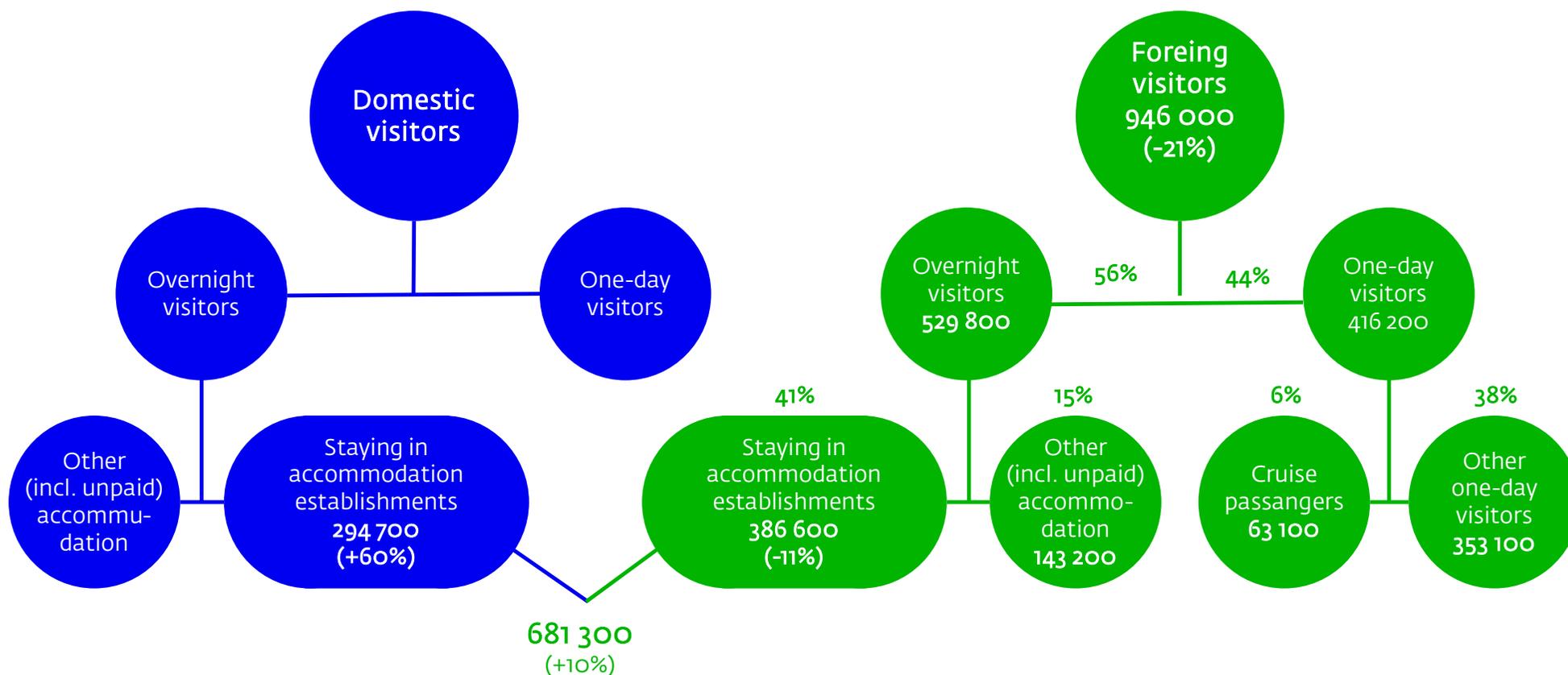


Visit **Tallinn**

Overview of tourism trends in Tallinn in 2021: visitors

Karen Alamets

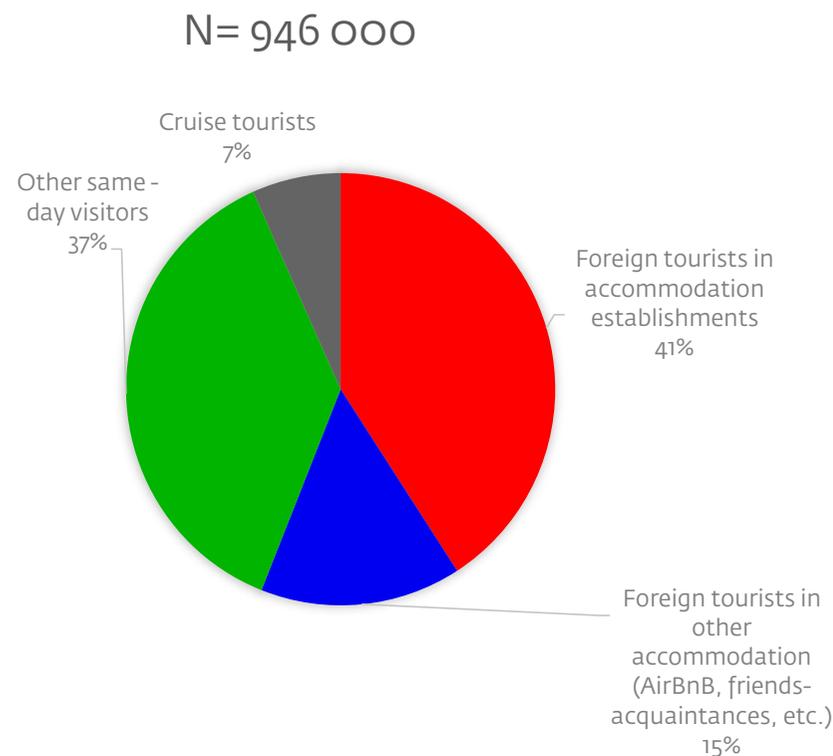
Visitors to Tallinn 2021



Source: Positium LBS, Statistics Estonia, Port of Tallinn (2022)

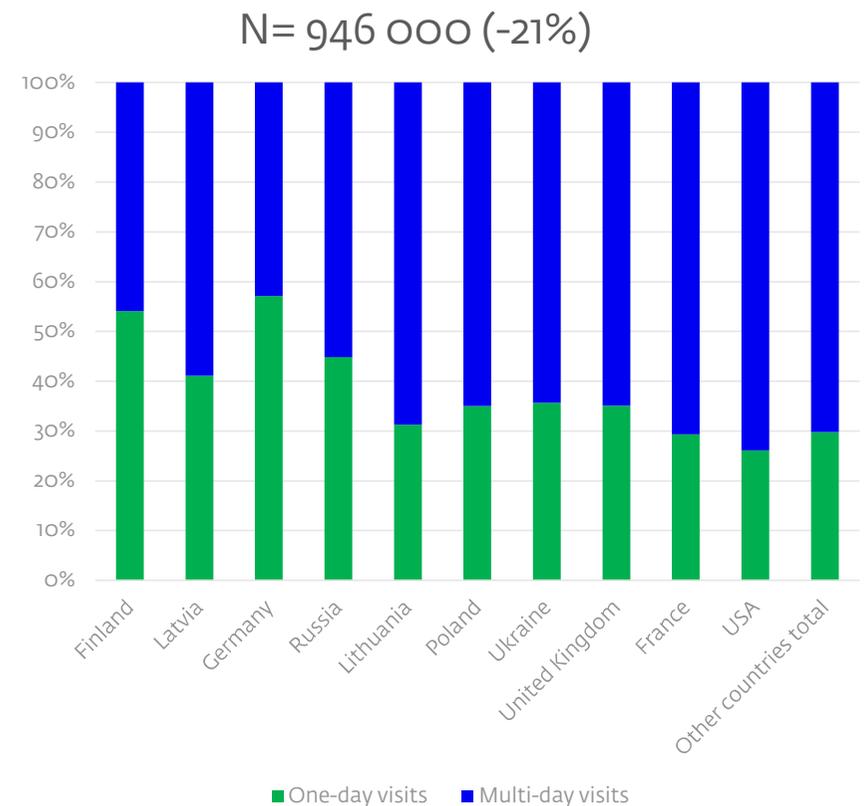
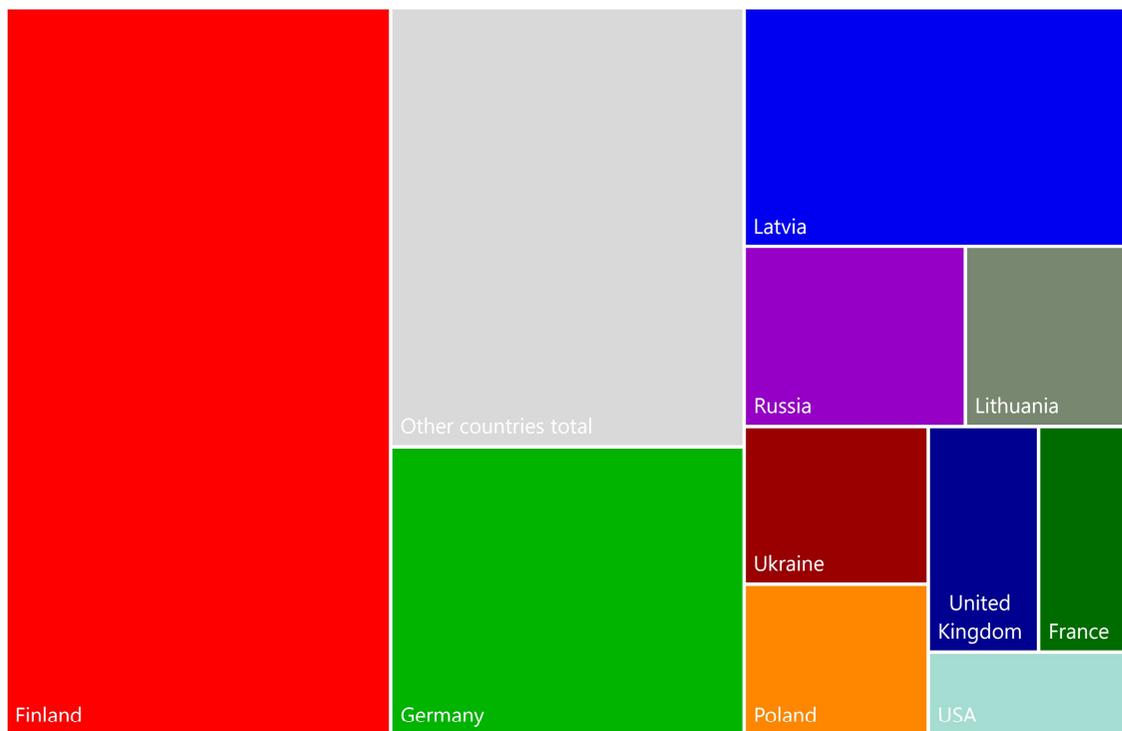
Visits of foreign residents to Tallinn, 2021

- According to mobile positioning data, foreign residents visited Tallinn 946,000 times. The number of tourists was down 21% over the year. 73% of foreigners who visited Estonia visited Tallinn (for at least 4 hours on their trip).
- More than half of the foreign visitors (56%) stayed overnight and the average length of stay of multi-day visits was 2,8 nights. Of those, 70% stayed in accommodation establishments in Tallinn and 30% stayed with other accommodation providers or with friends and relatives.
- 44% foreign visitors (416 200) were same-day visitors, approximately 63 100 of them arriving on cruise ships.
- **One visitor in three** in 2021 came **from Finland**, but they were 46% fewer in number than in 2020. Followed by visits **from Germany** – a total of 117,600 travels (+116%), making up 8% of all visits by foreign residents. The increase in numbers of single-day visits from Germany is probably due to a significant increase in the number of cruise passengers. **Latvians** made a total of 107 500 visits (-25%), making up 11% of all visits.



Source: Positium LBS, Statistics Estonia, Port of Tallinn (2022)

Visits of foreign residents to Tallinn by country



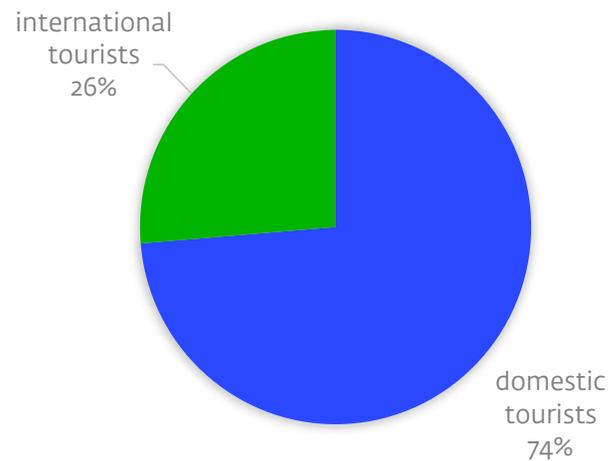
Source: Eesti Pank Positium LBS (10.02.2022)

Accommodated tourists and overnight stays 2021

- According to Statistics Estonia, **681 300 tourists** stayed in accommodation **establishments in Tallinn** (+10%)
 - Incl.:
 - international tourists: 387 000 (-11%)
 - domestic tourists: 259 000 (+60%)
- Tourists spent **1,419,000 nights** in Tallinn's accommodation establishments (+17%).
 - Incl.:
 - overnight stays by international tourists: 891 200 (0%)
 - overnight stays by domestic tourists: 527 600 (+61%)
- International tourists accounted for 57% of all tourists to accommodation establishments in Tallinn, and 43% were Estonian residents.
- The average length of stay of visitors who stayed in accommodation establishments in Tallinn was 2,08 nights.

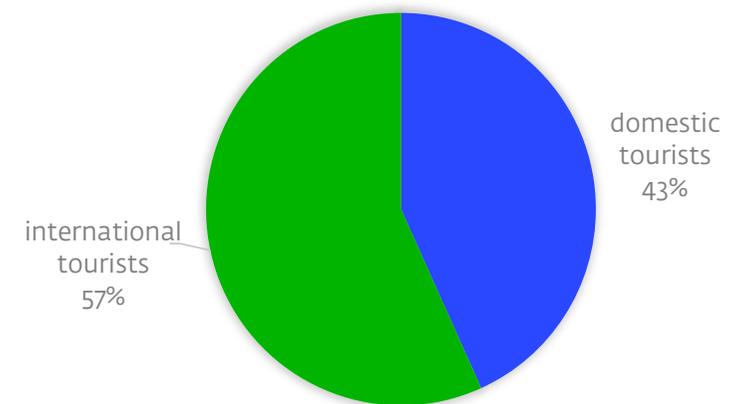
Share of Tallinn: accommodated tourists

Estonia
(tourists, N= 2 138 300)



Tallinn
(tourists, N= 681 300)

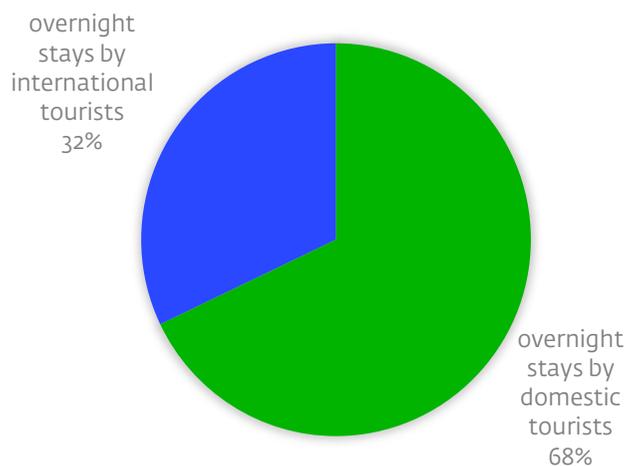
32%
→



Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

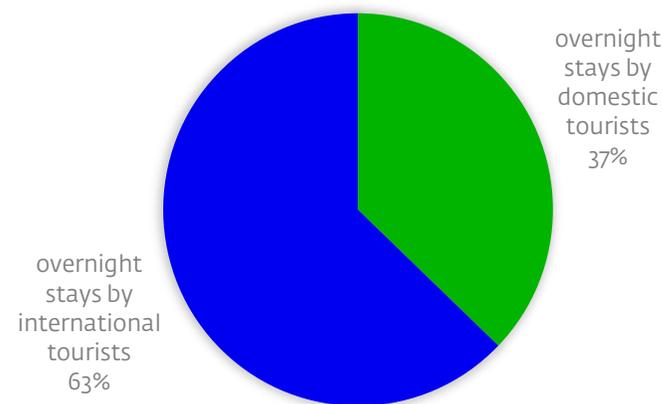
Share of Tallinn: Overnight Stays

Estonia
(bednights, N= 3 999 000)



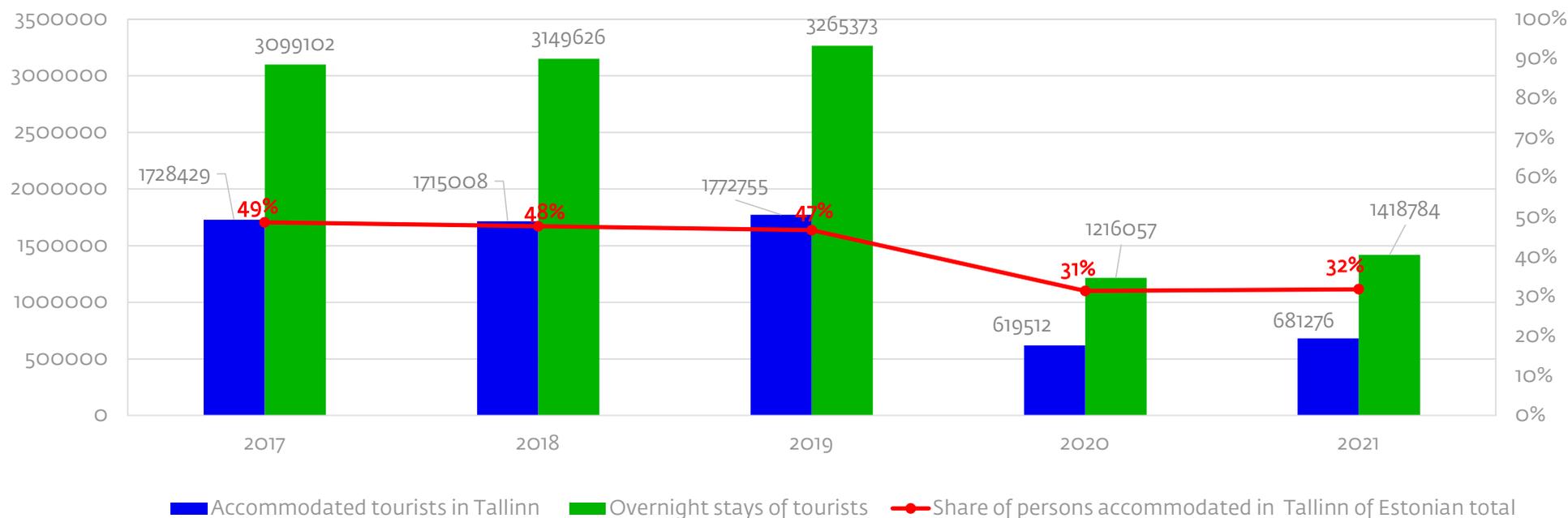
Tallinn
(bednights, N= 1 418 800)

35%
→



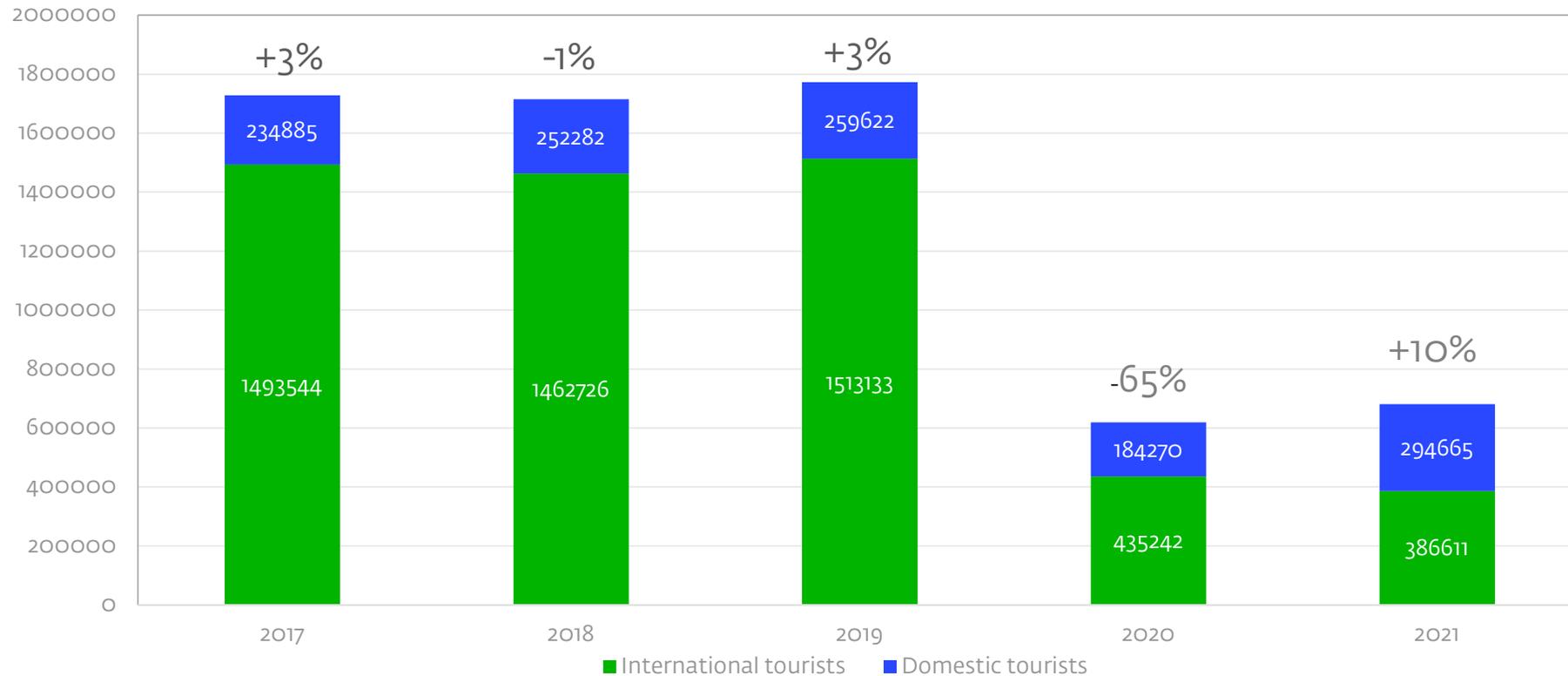
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

Accommodated tourists and overnight stays in Tallinn 2017-2021



Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 8.02.2022)

Accommodated tourists in Tallinn 2017-2021

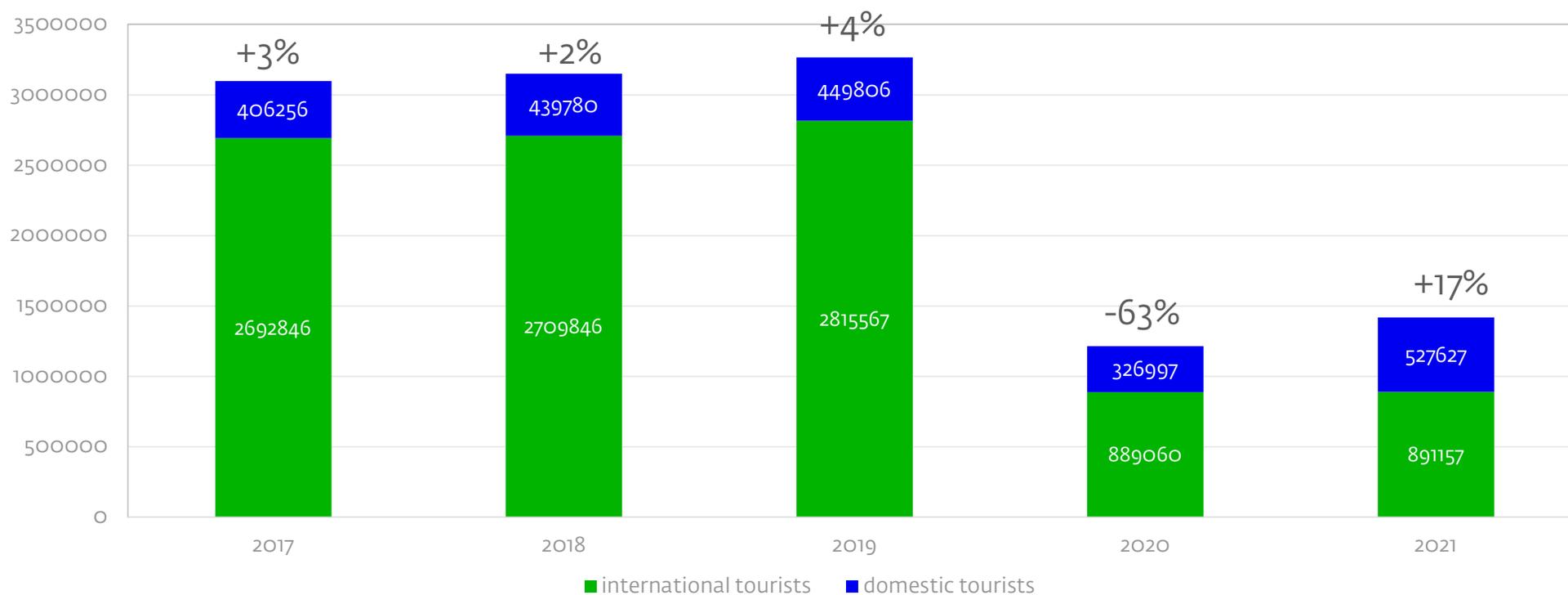


Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 8.02.2022)

Tourism Trends in Tallinn in 2021

Visit Tallinn

Overnight stays of accommodated tourists in Tallinn 2017-2021

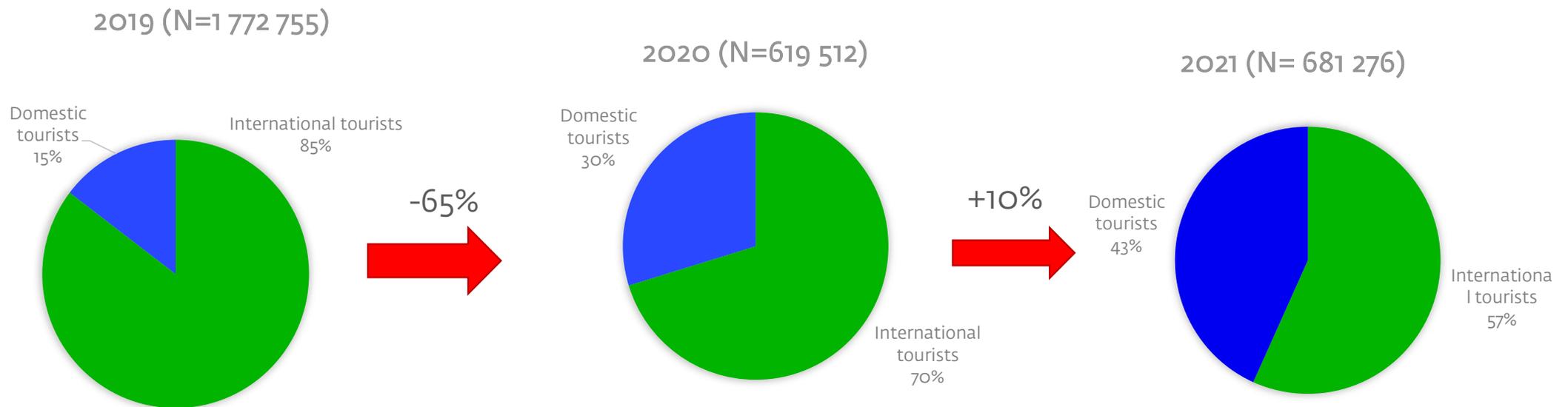


Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 8.02.2022)

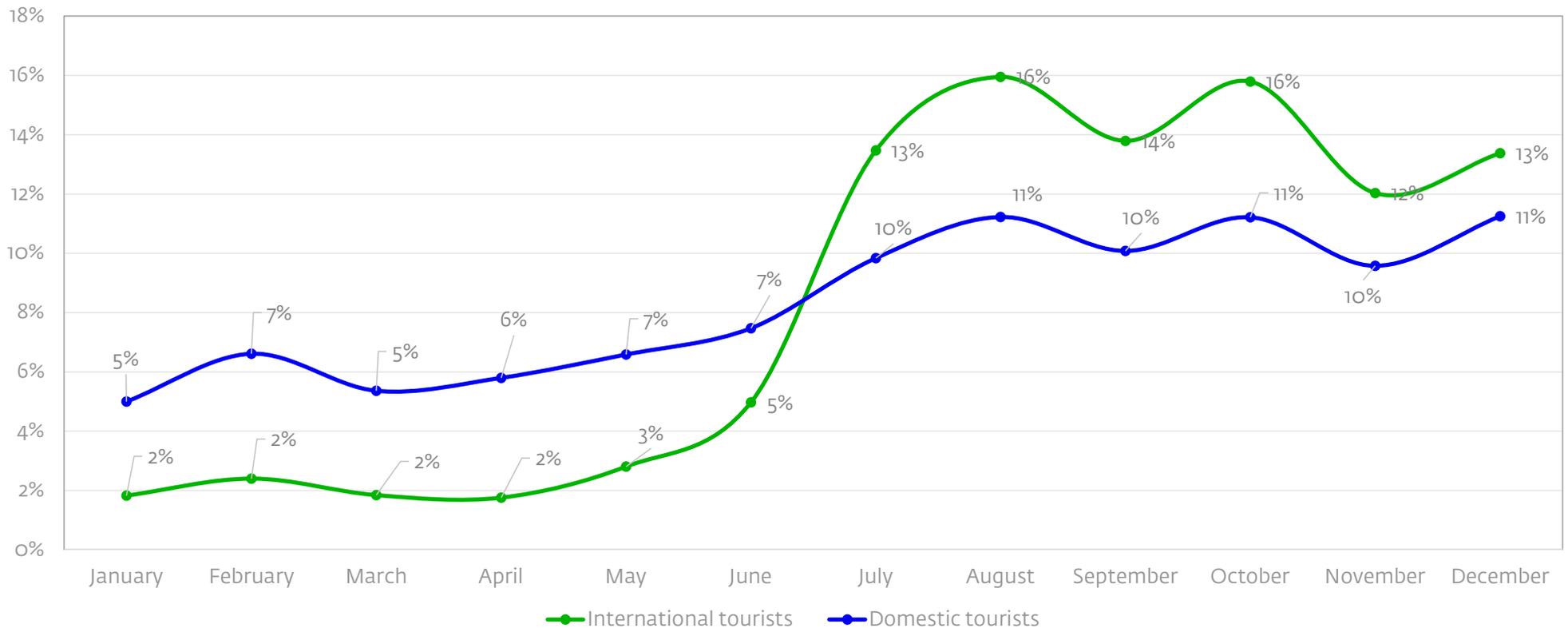
Tourism Trends in Tallinn in 2021

Visit Tallinn

International tourists vs domestic tourists, 2019-2021



Distribution of tourists to Tallinn by month

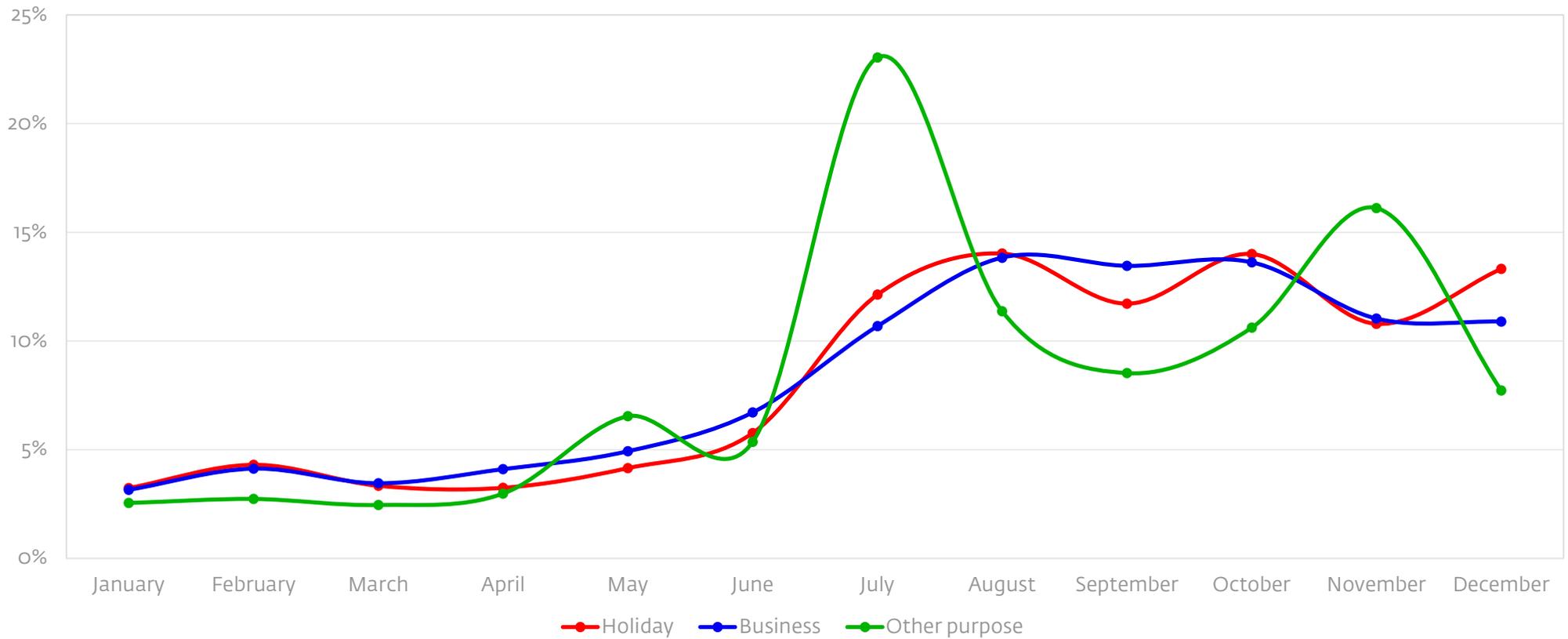


Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp
(Update 10.02.2022)

Tourism Trends in Tallinn in 2021

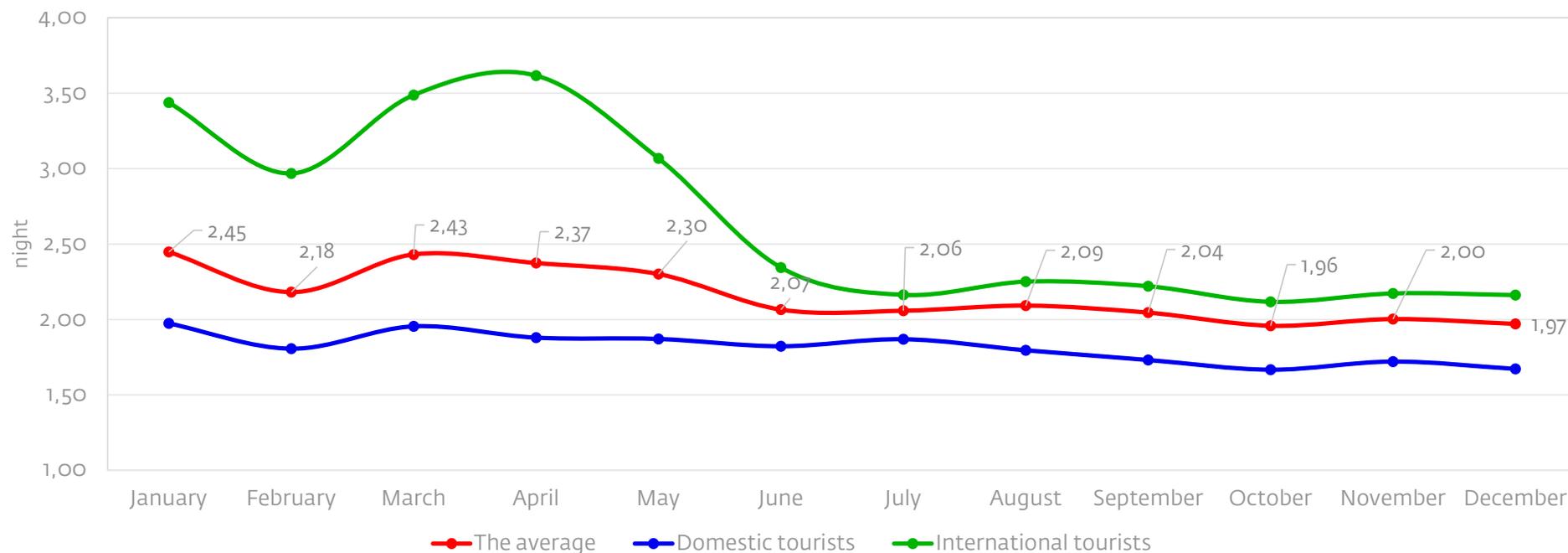
Visit Tallinn

Distribution of tourists by purpose of travel, 2021



Average length of stay of tourists (nights), 2021

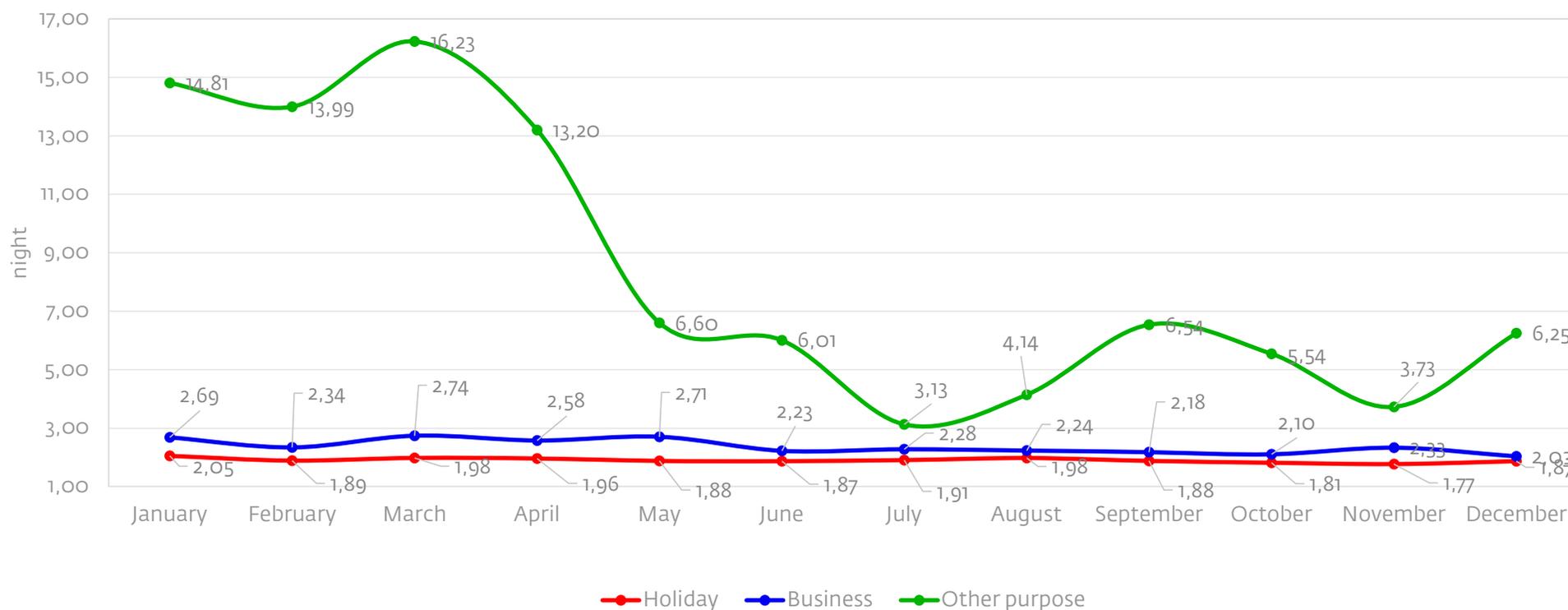
The average length of the trip was 2,08 nights
Domestic tourists spent an average of 1.79 nights
International tourists spent an average of 2,31 nights



Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 08.02.2022)

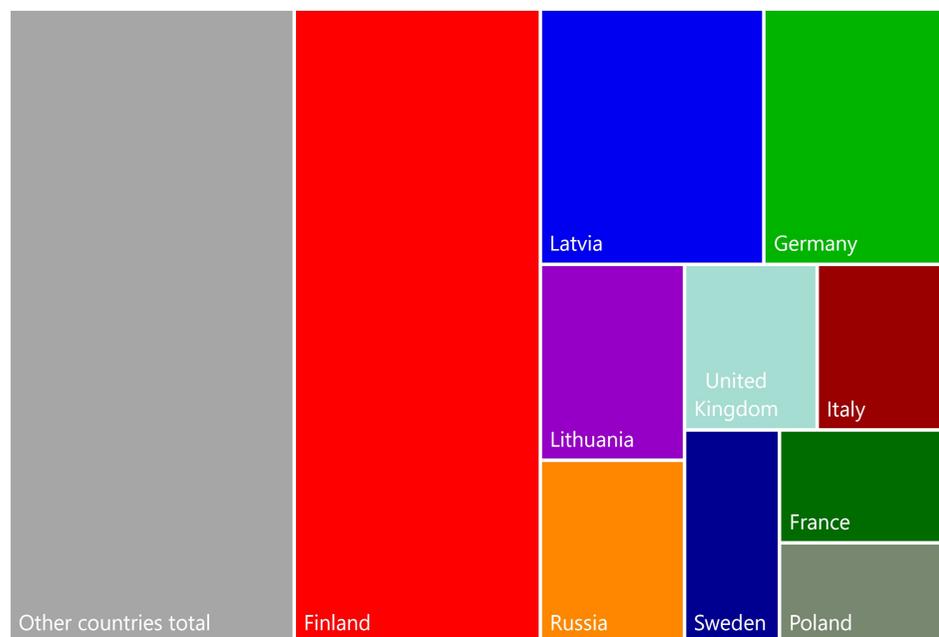
Length of trip by purpose of travel 2021

Holiday trip lasted an average of 1.89 nights, business travels 2,28 nights and city visits for other purposes 5,73 nights.



Main foreign markets of Tallinn in 2021

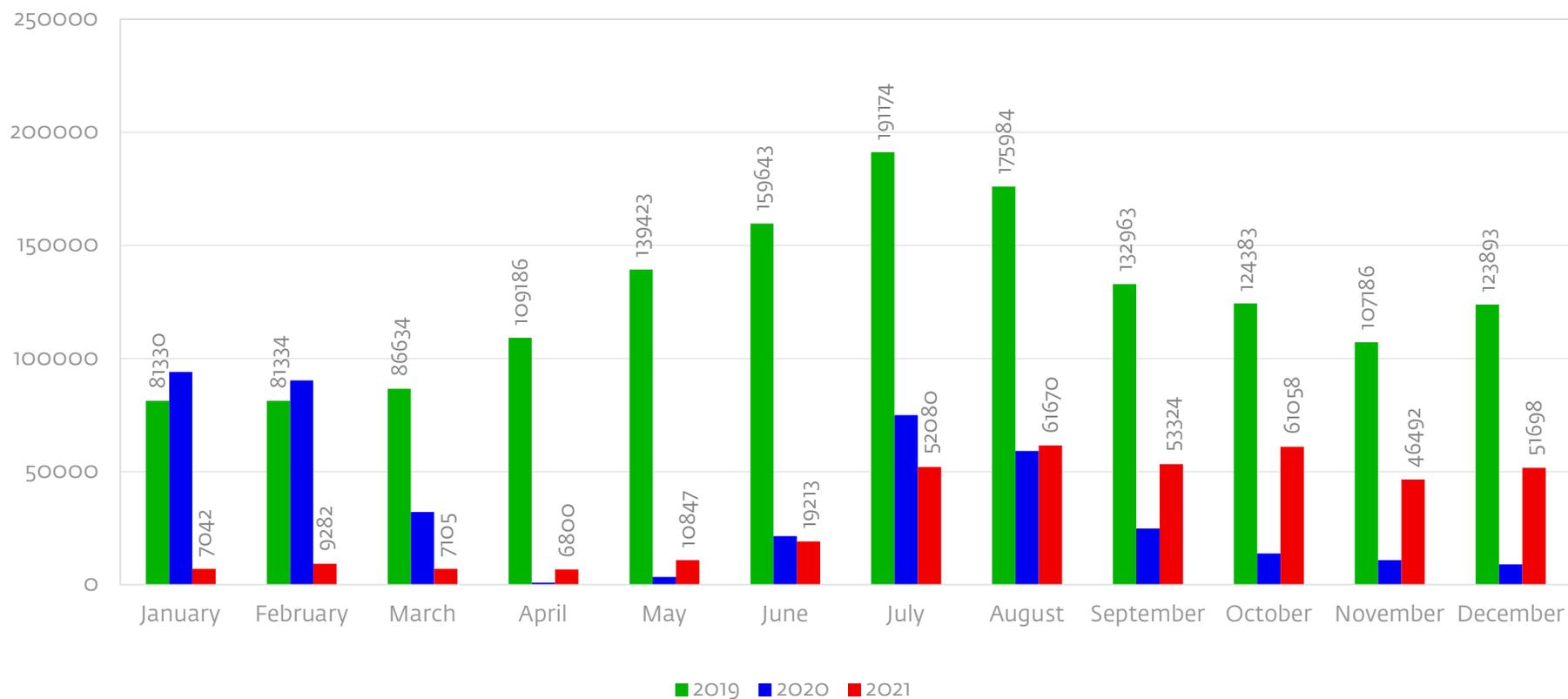
Accommodated international tourists
N= 386 600 (-11%)



Country	Number	Change Number	Change %	Share of International tourists
Finland	101163	-99046	-49%	26%
Latvia	36848	2933	9%	10%
Germany	30478	11340	59%	8%
Lithuania	18387	-2383	-11%	5%
Russia	17128	-27344	-61%	4%
United Kingdom	14304	2736	24%	4%
Italy	14214	9429	197%	4%
Sweden	13175	5033	62%	3%
France	12381	7180	138%	3%
Poland	11078	5597	102%	3%
Other countries total	117455	35894	44%	30%
Foreign countries total	386 611	-48631	-11%	100%

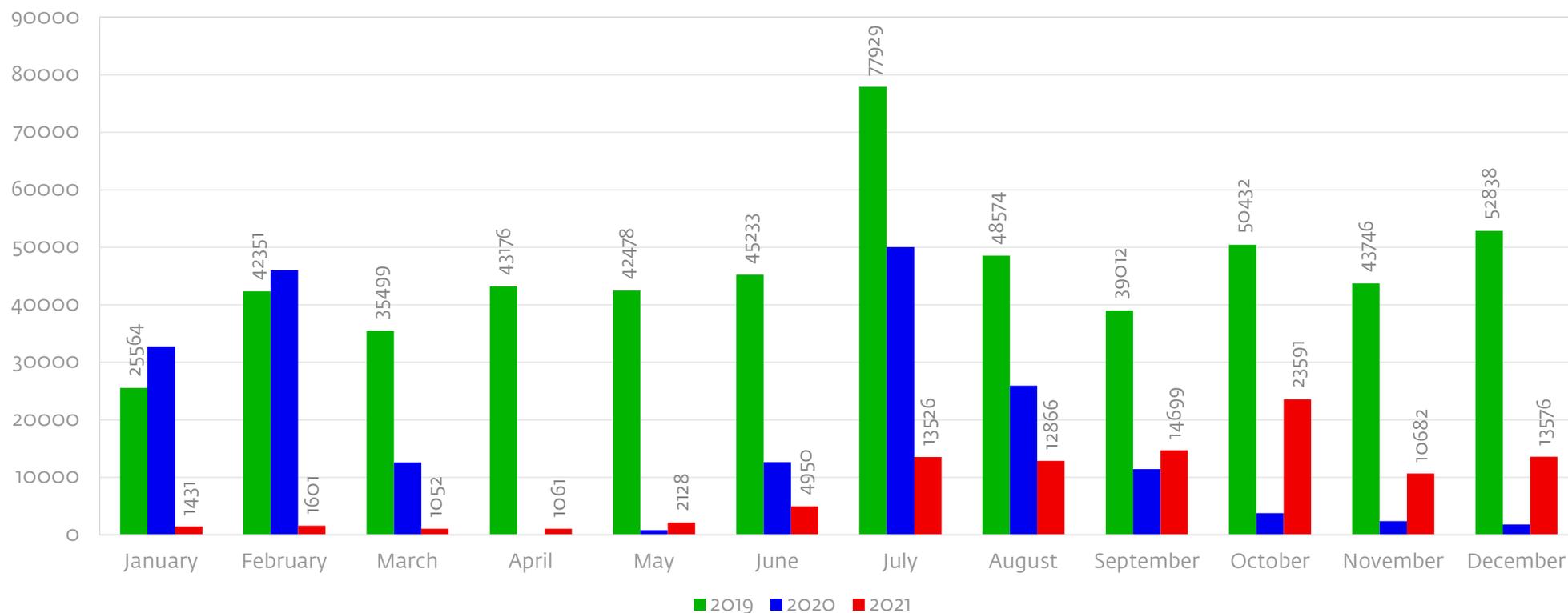
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp
(Update 10.02.2020)

Distribution of international tourists by month



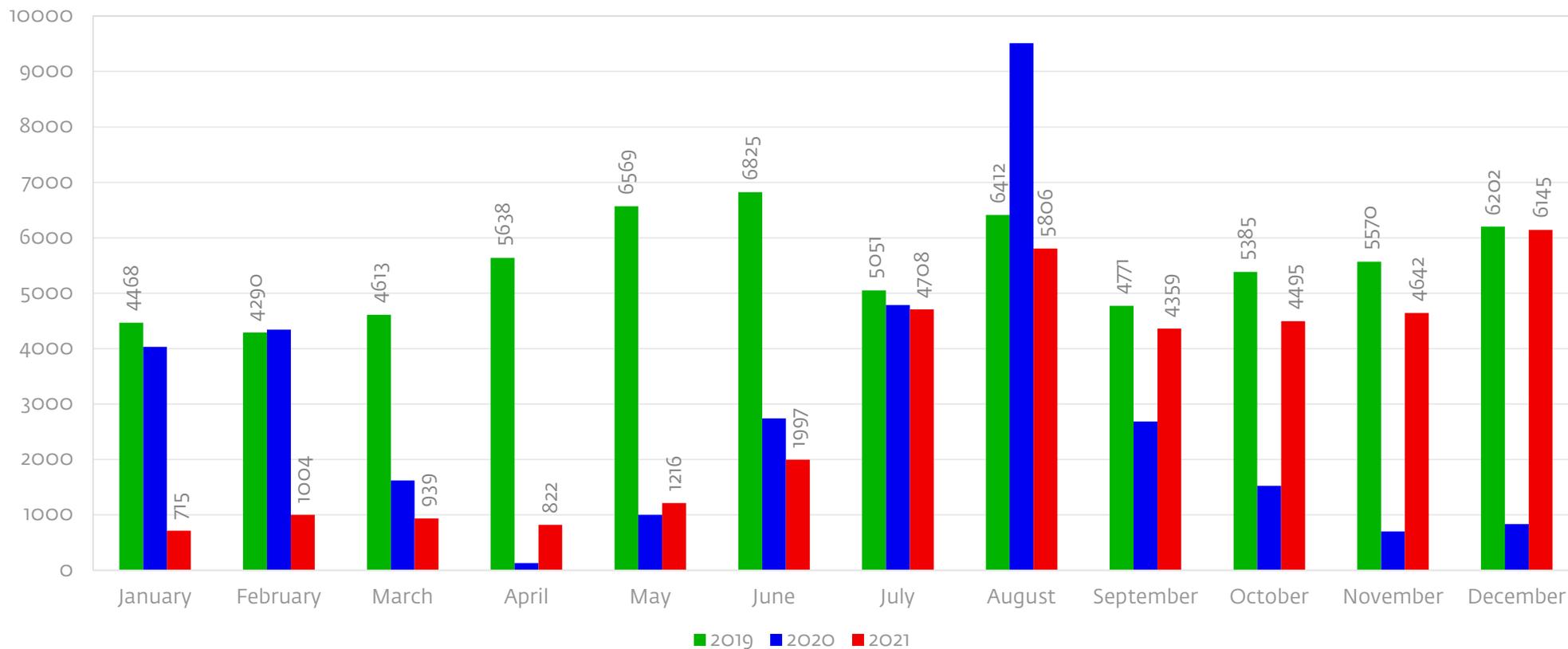
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp
(Update 10.02.2022)

Visits of Finnish tourists to Tallinn by month



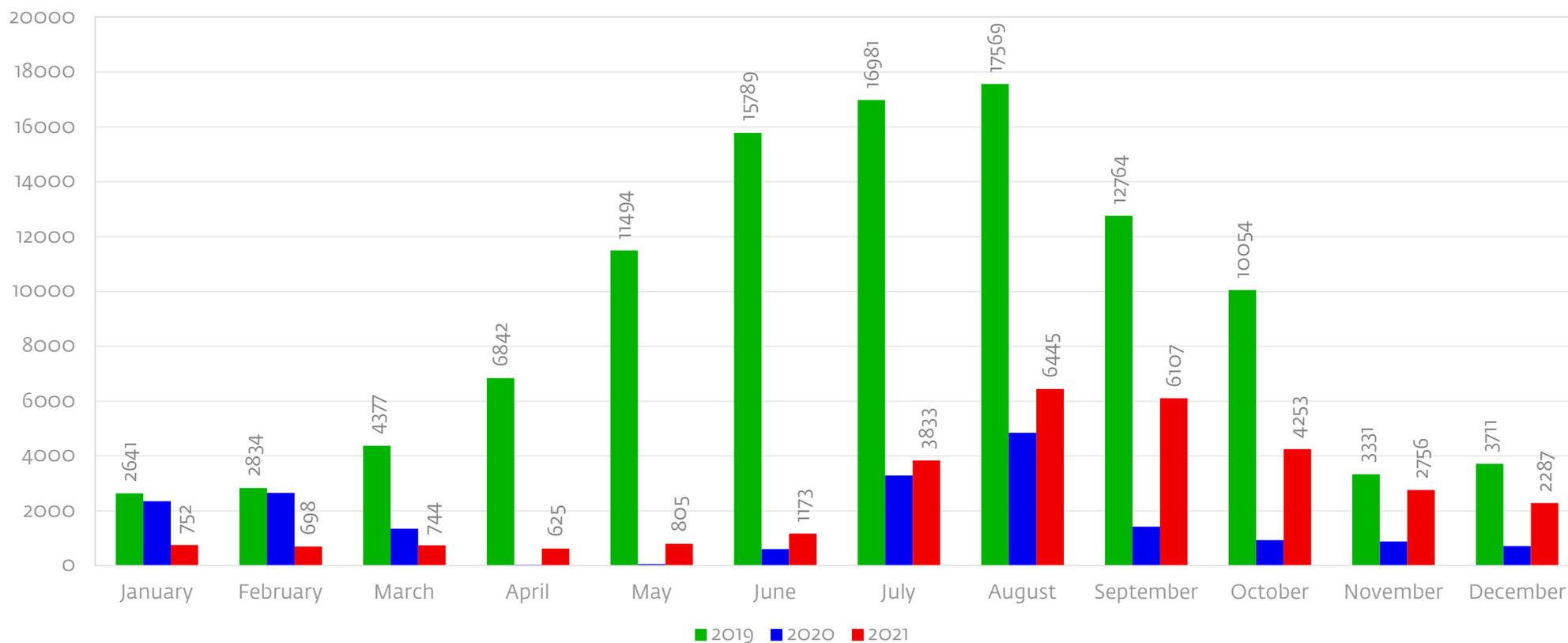
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

Visits of Latvian tourists to Tallinn by month



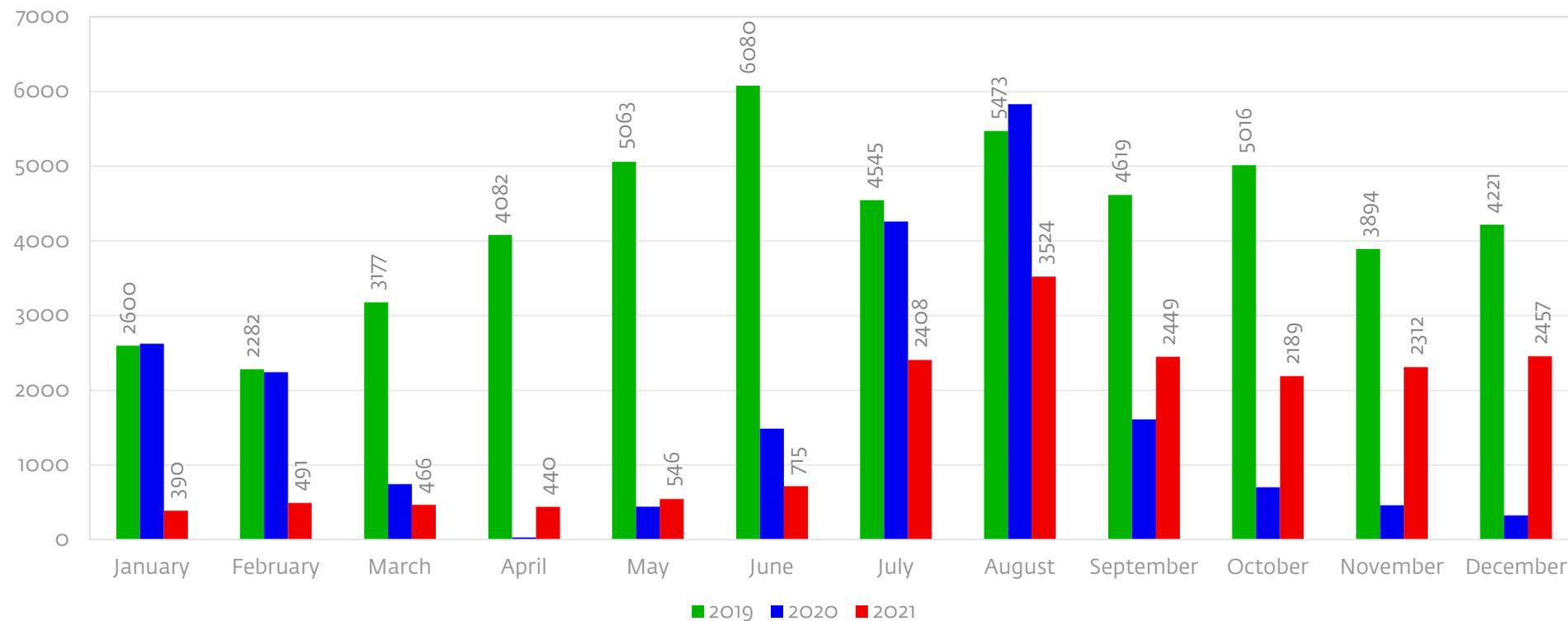
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

Visits of German tourists to Tallinn by month



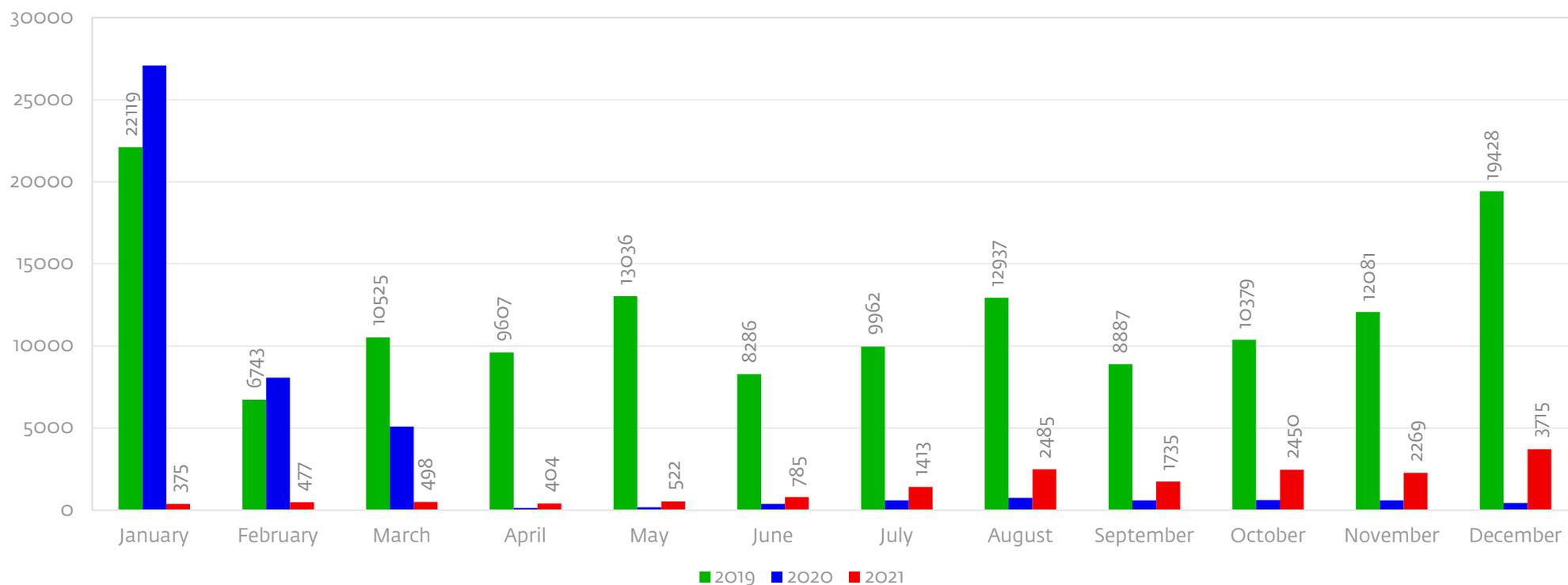
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

Visits of Lithuanian tourists to Tallinn by month



Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

Visits of Russian tourists to Tallinn by month

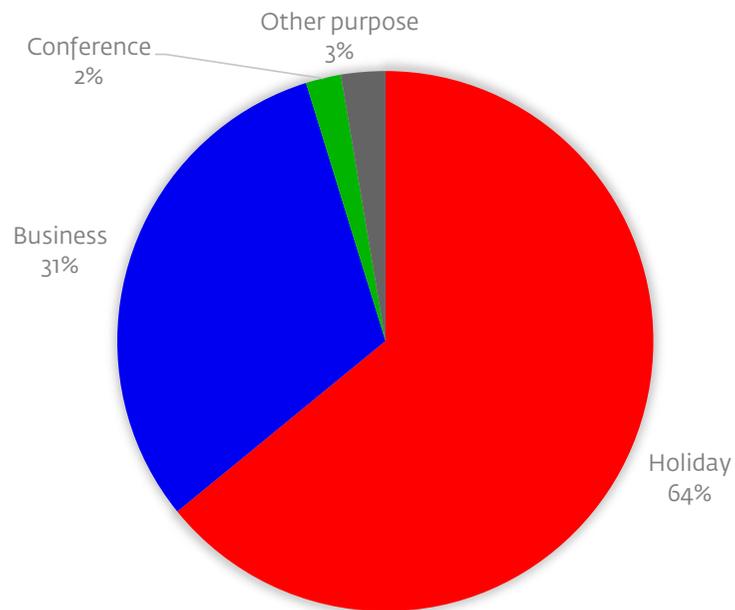


Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

Tourism Trends in Tallinn in 2021

Visit Tallinn

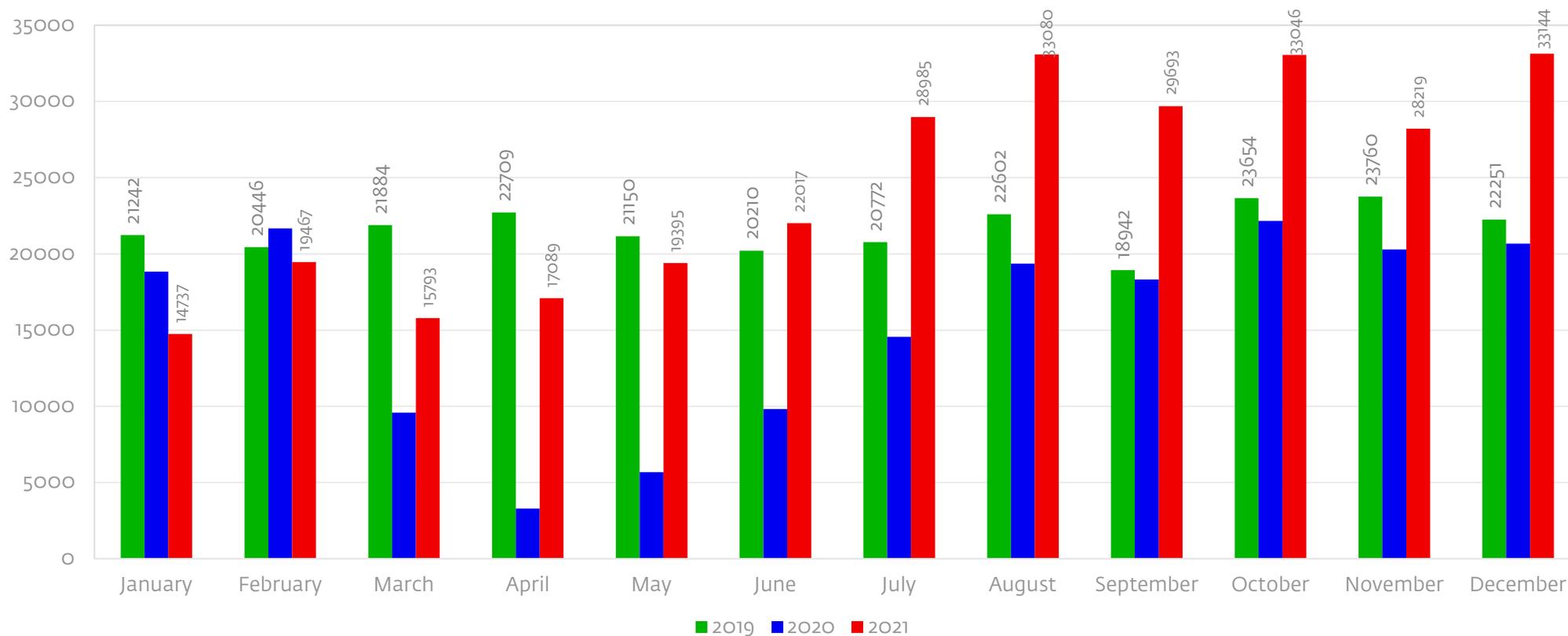
International tourists by purpose of travel (2021)



	Number	Change 2020/2021 (number)	Change 2020/2021 (%)	Share (%)
Holiday	247 921	-56 053	-18%	64%
Business	120 199	12 544	12%	31%
Conference	8 185	-4 171	-34%	2%
Other purpose	10 306	-957	-8%	3%
TOTAL	386 611	-48637	-11%	100%

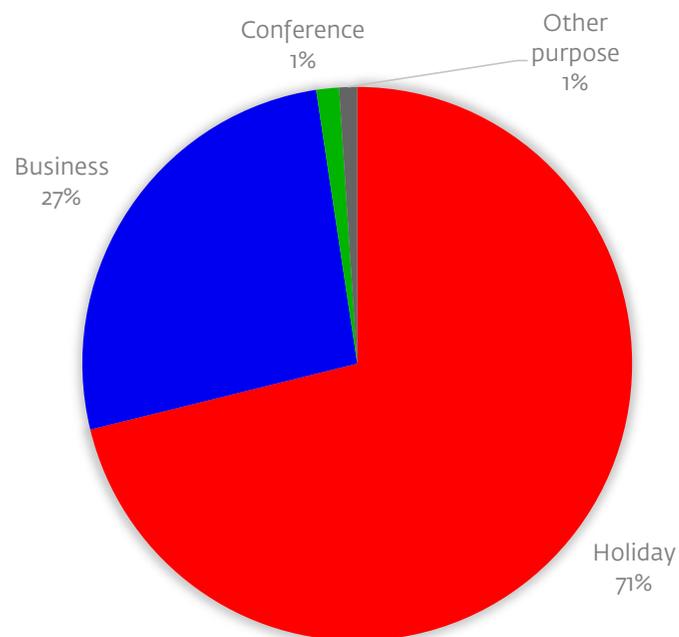
Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp
(Update 8.02.2022)

Distribution of domestic tourists by month



Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 1002.2022)

Domestic tourists by purpose of travel 2021

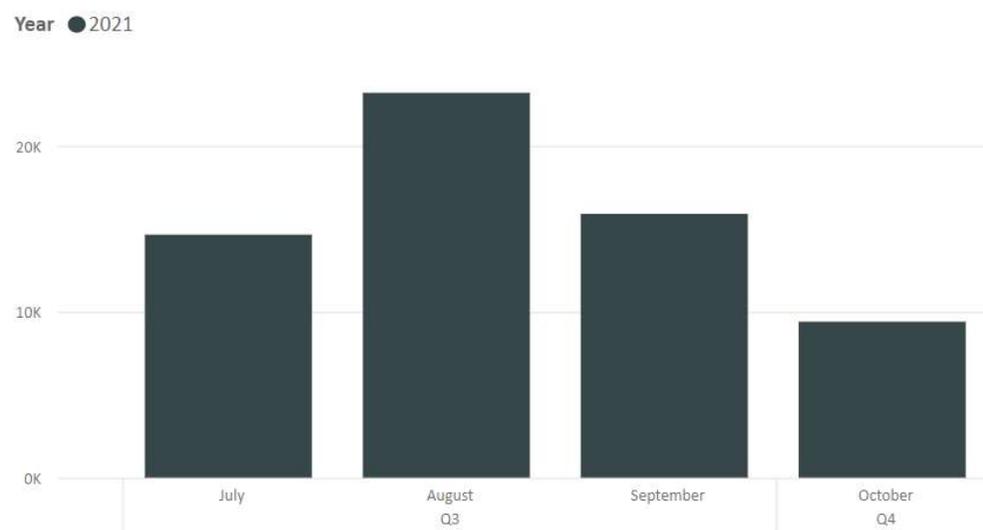
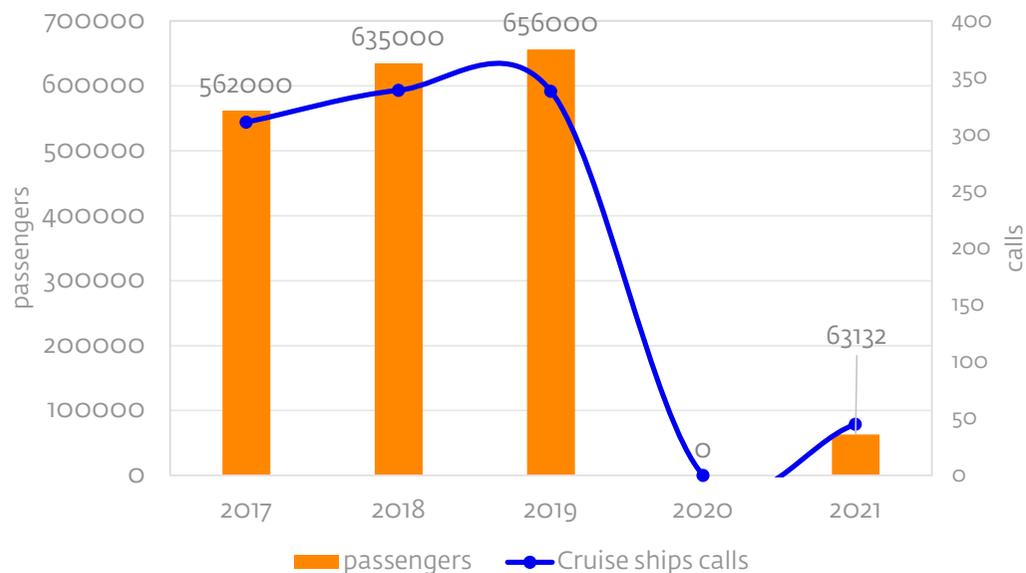


	Number	Change 2020/2021 (number)	Change 2020/2021 (%)	Share
Holiday	209738	82009	64%	71%
Business	77894	28252	57%	26%
Conference	3911	171	5%	1%
Other purpose	3122	-37	-1%	1%
TOTAL	294665	110395	60%	100%

Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 10.02.2022)

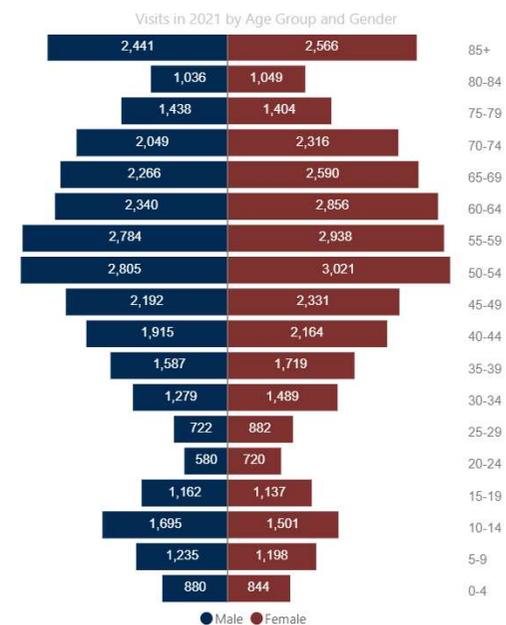
Cruise ships calls and passengers in Tallinn

Cruise ships made 45 visits to the Old City Harbour during the year and 63,000 cruise passengers went on a tour of the city.



Source: <https://www.cruisebaltic.com/modularpages/reports>

Cruise ships passengers in Tallinn

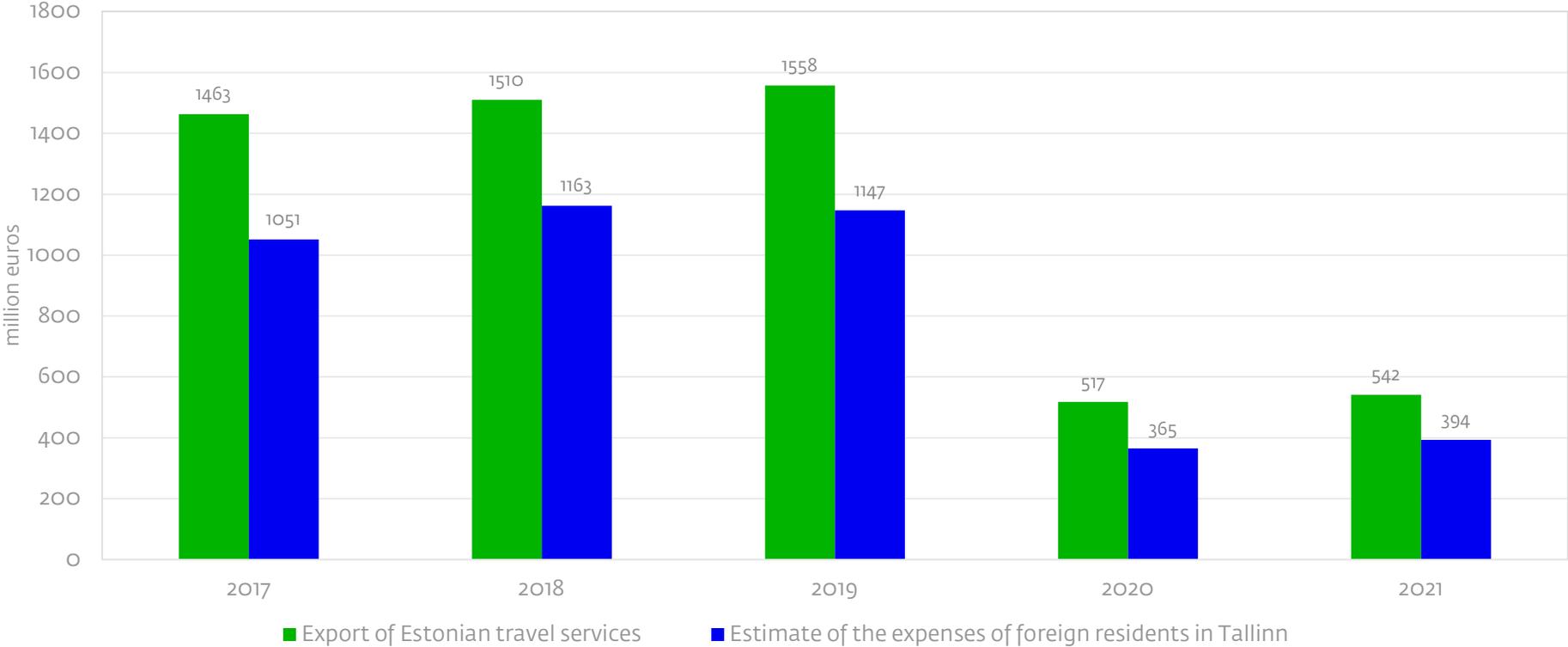


Source: Port of Tallinn (2022), <http://ts.ee/statistika>

Tourism Trends in Tallinn in 2021



Tallinn's revenue from tourism



Source: Statistics Estonia

<https://www.visittallinn.ee/eng/professional/statistics-surveys/reports/trends>