

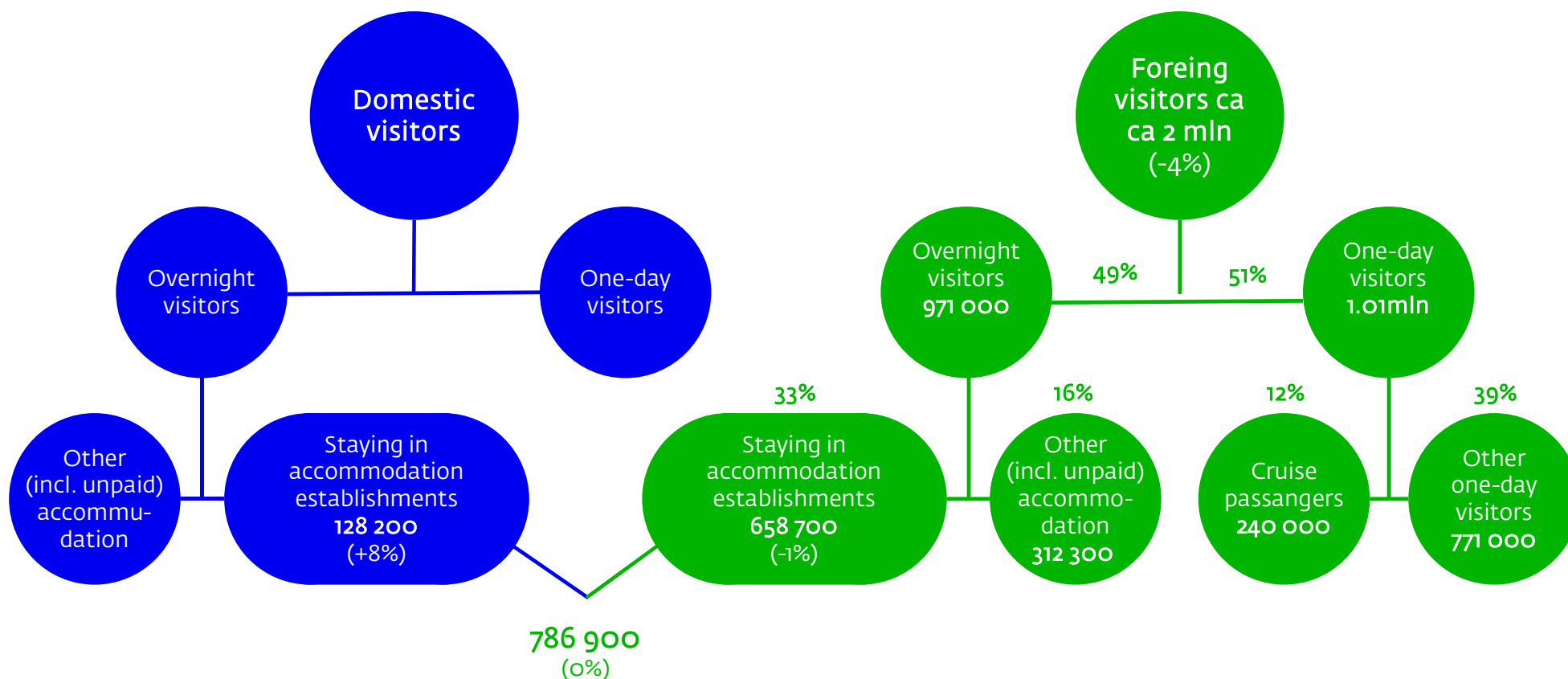
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Overview of tourism trends in Tallinn

in the first half of 2019

Karen Alamets

Visitors to Tallinn, January - June 2019

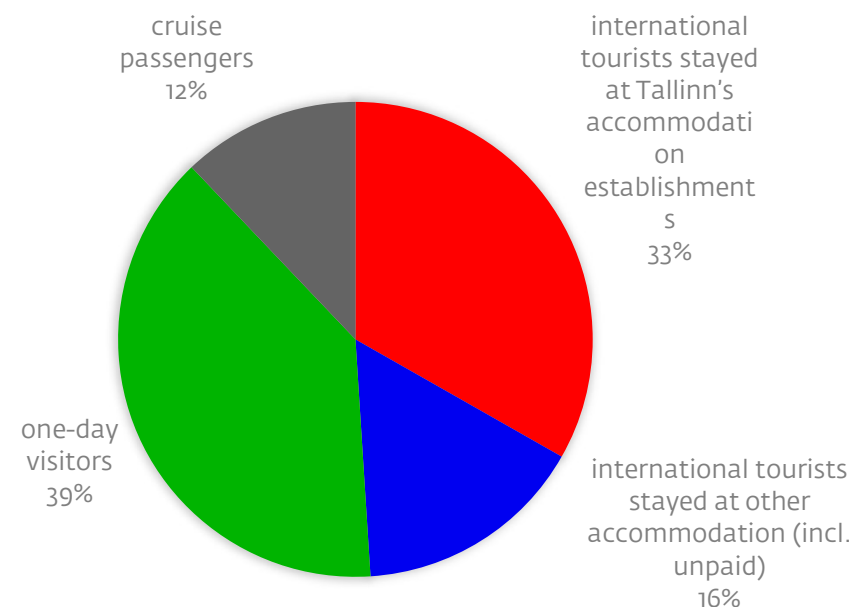


Source: Positium LBS/Eesti Pank, Statistics Estonia, Port of Tallinn

Visits of foreign residents to Tallinn, January - June 2019

N= 1 982 000 (-4%)

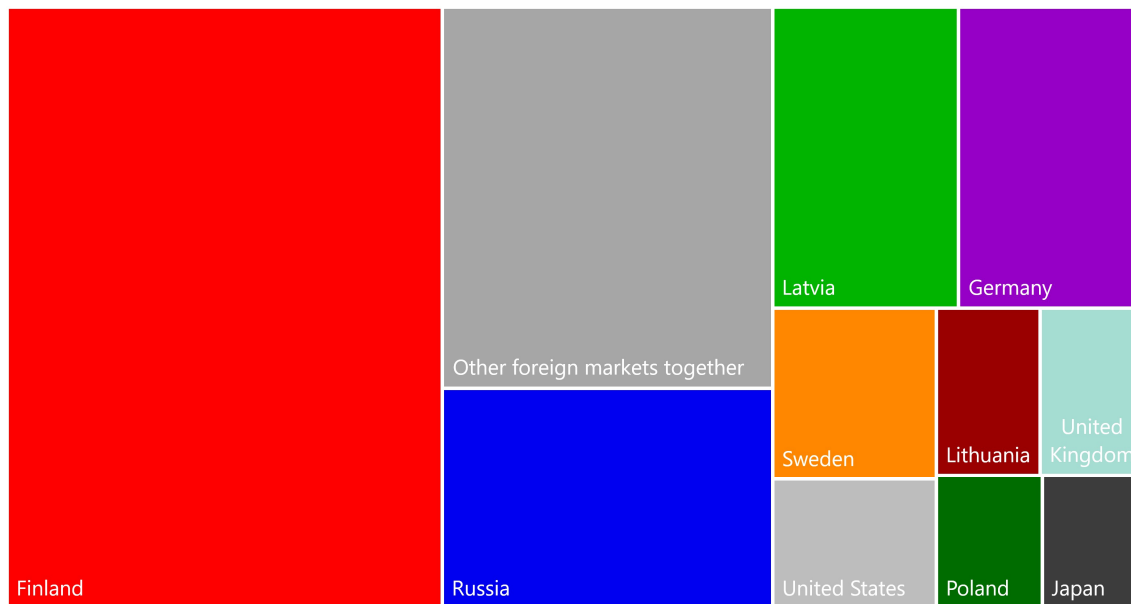
- Residents of foreign countries made **2 million visits** to Tallinn, which means a 4% decrease compared to the same period last year.
- 1.01 million foreign visitors were same-day visitors, approximately 240 000 of them arriving on cruise ships.
- Of all the foreign visitors to Tallinn, 971 000 stayed overnight. Multi-day visits had the average duration of 1.70 nights.



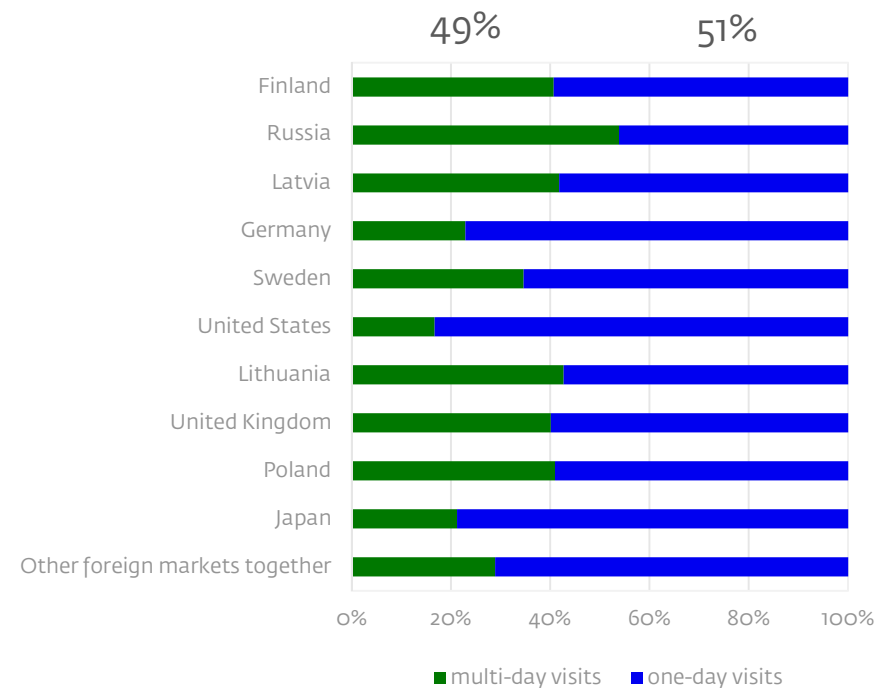
Source: Positium LBS/Bank of Estonia, Statistics Estonia, Port of Tallinn

Visits of foreign residents to Tallinn by country, January - June 2019

N= 1982 000 (-4%)



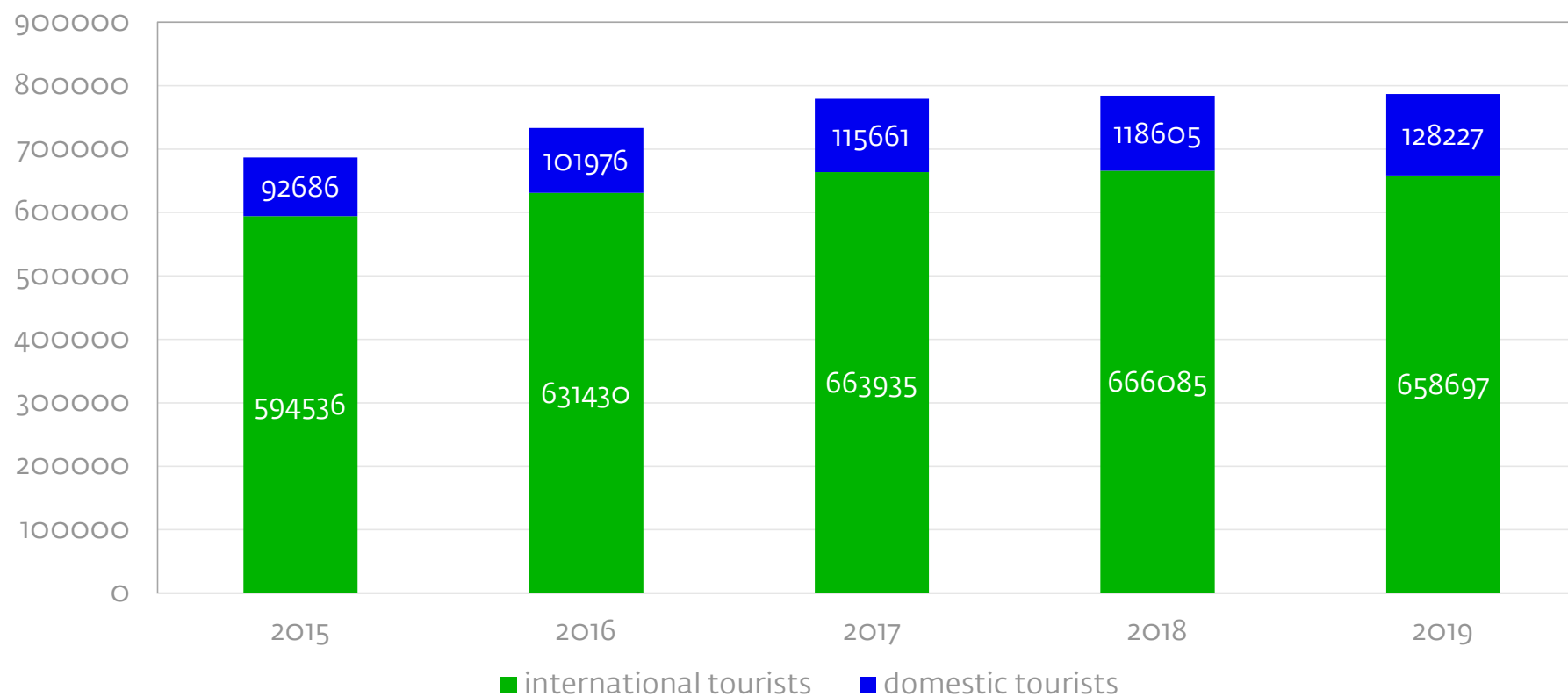
Source: Positium LBS/Bank of Estonia



Accommodated tourists and overnight stays, January – June 2019

- According to Statistics Estonia, **786 900 tourists** stayed in accommodation establishments in Tallinn (0 % or +2,234 people)
Incl.:
 - international tourists: 658 700 (-1% or -7,388 tourists)
 - domestic tourists: 128 200 (+8% or +9,622 tourists)
- Tourists spent **1 443 400 nights** in Tallinn's accommodation establishments (0% or -6,004 nights compared to the same period last year).
Incl.:
 - overnight stays by international tourists: 1 225 500 (-1% or -13,453 nights)
 - overnight stays by domestic tourists: 217 900 (+4% or +7,449 nights)
- The tourists average length of the trip was **1.83 nights** (-1%).
 - International tourists spent an average of 1.86 nights (0%)
 - Domestic tourists spent an average of 1.70 nights (-4%)

Accommodated tourists in Tallinn, January - June

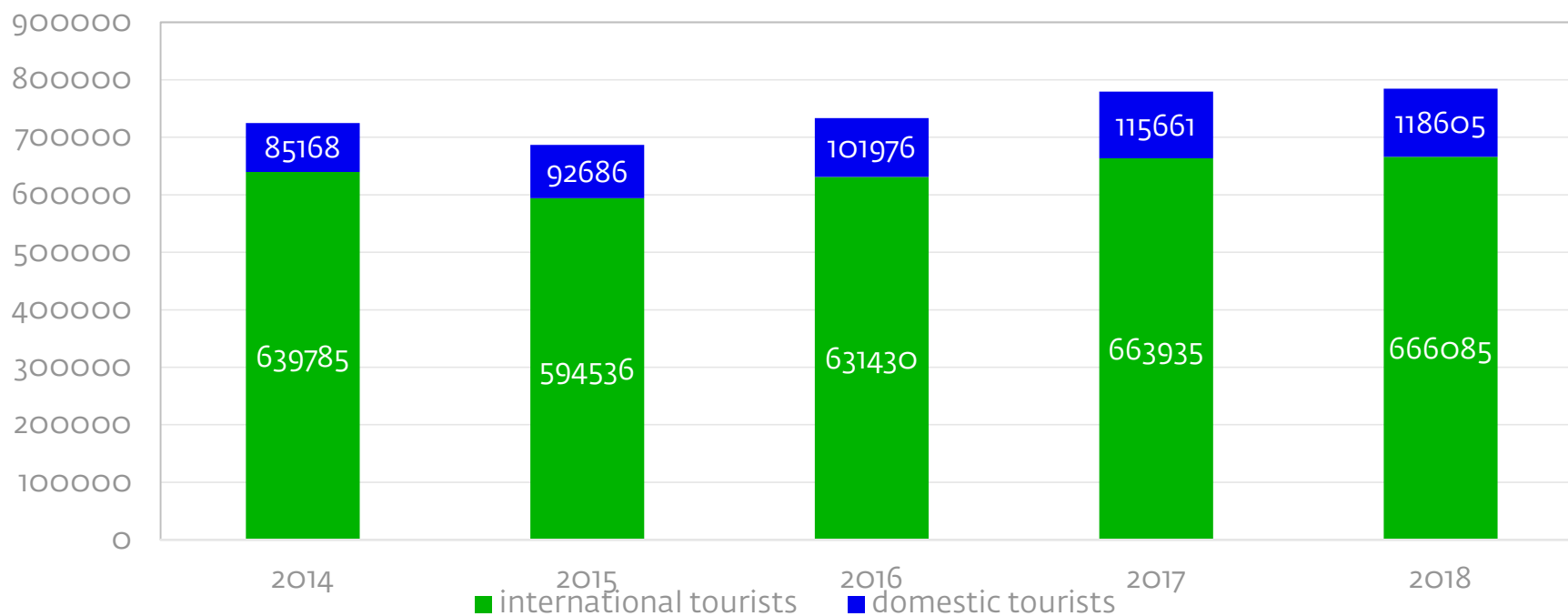


Source: Statistics Estonia

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Overnight stays of tourists accommodated in Tallinn, January - June

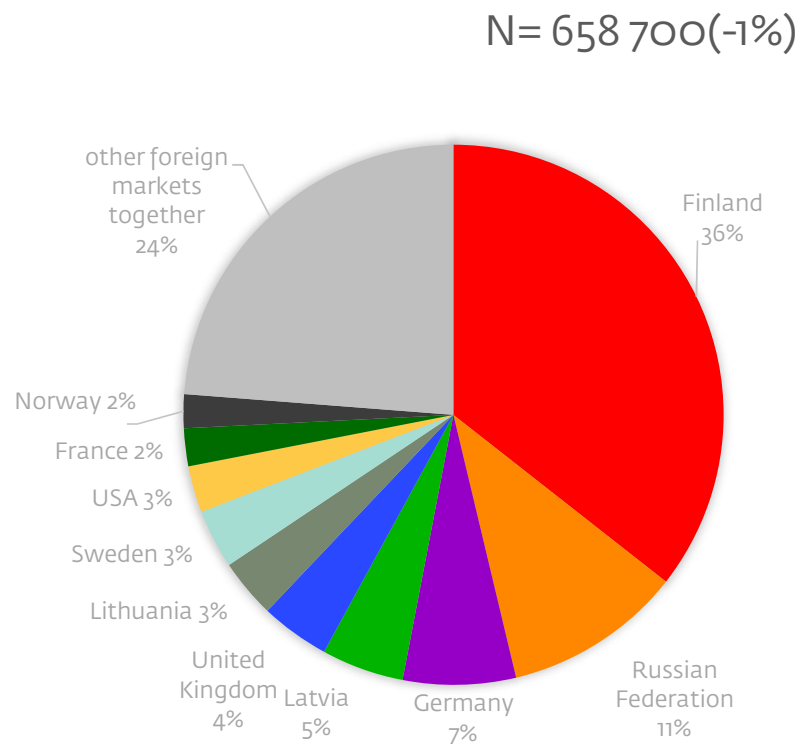


Source: Statistics Estonia

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Accommodated international tourists in Tallinn, (TOP 10) January - June 2019



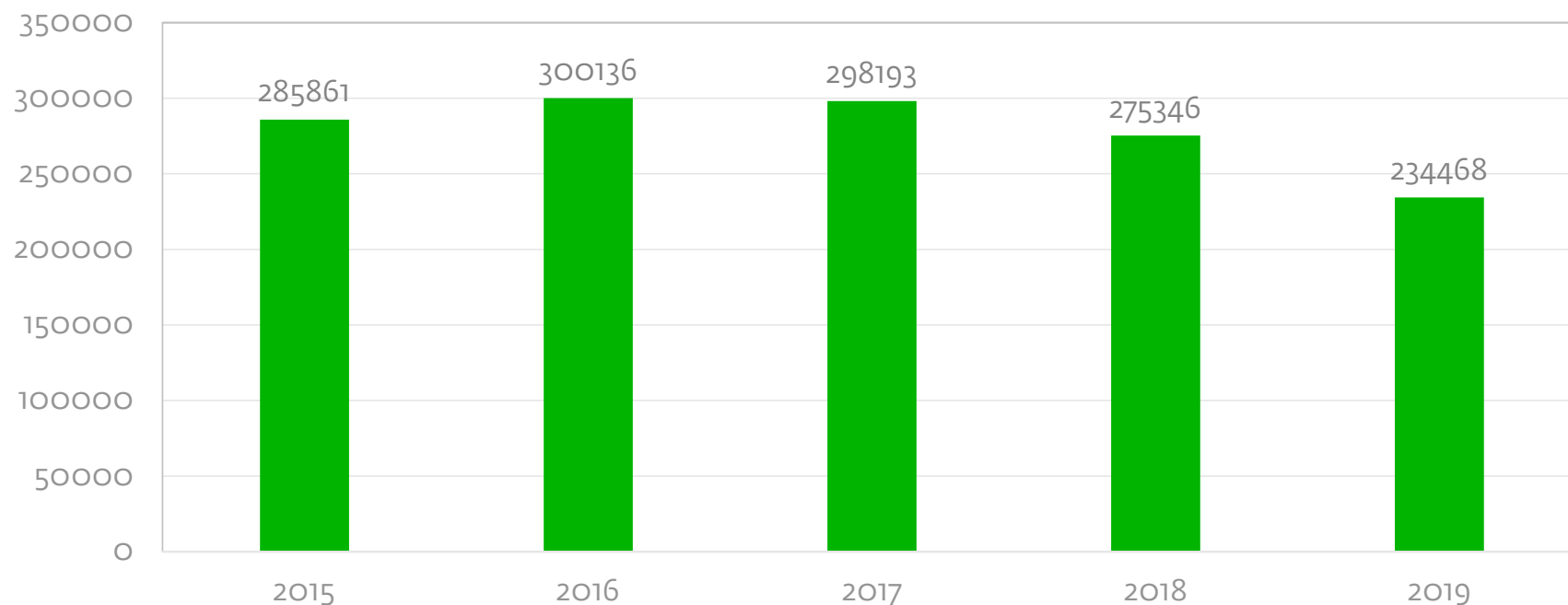
Source: Statistics Estonia

Country	Number	Change	
		Number	%
Finland	234 468	-40 878	-15
Russian Federation	70 362	-3 826	-5
Germany	44 490	2 895	7
Latvia	32 448	5 525	21
United Kingdom	27 200	4 472	20
Lithuania	23 308	4 624	25
Sweden	23 168	829	4
USA	18 479	-2 593	-12
France	14 889	2 242	18
Norway	13 356	1 311	11
other foreign markets together	156 529	18 011	13
Total	658 697	-7 388	-1

Tourism trends in Tallinn 2019 (Q1-Q3/2018)

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Visits of Finnish tourists to Tallinn, January - June

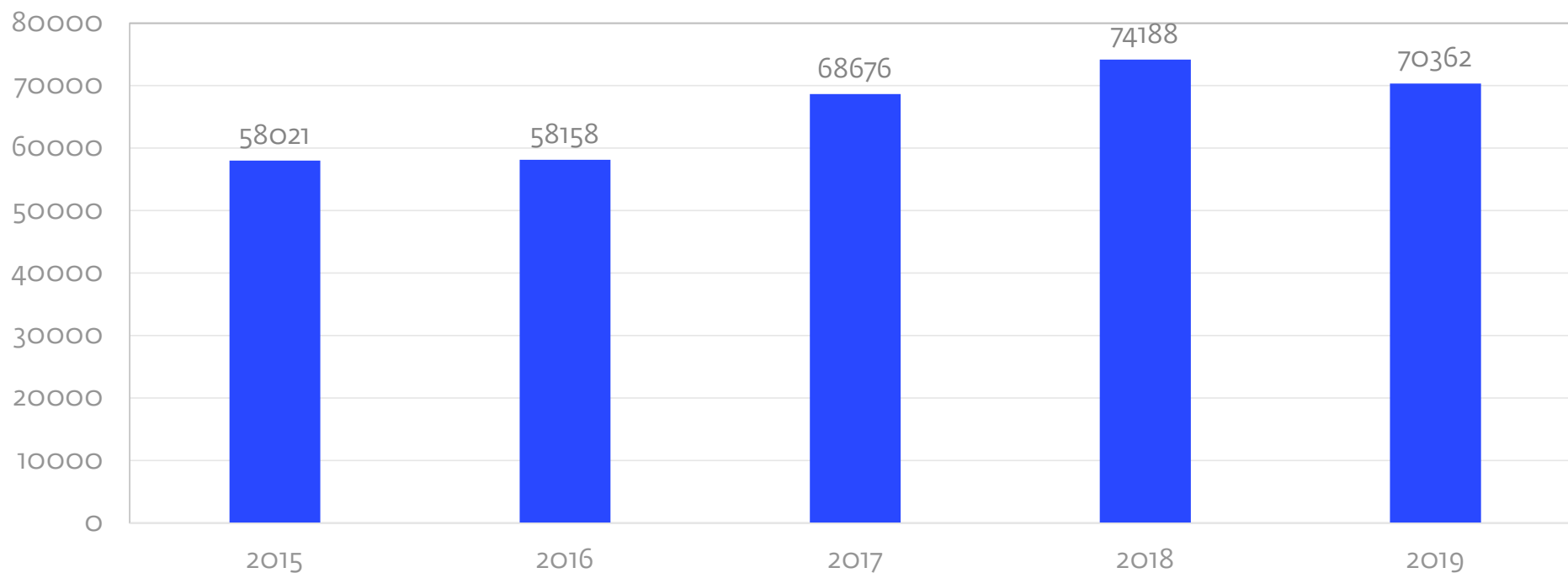


Source: Statistics Estonia

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Visits of Russian tourists to Tallinn, January – June

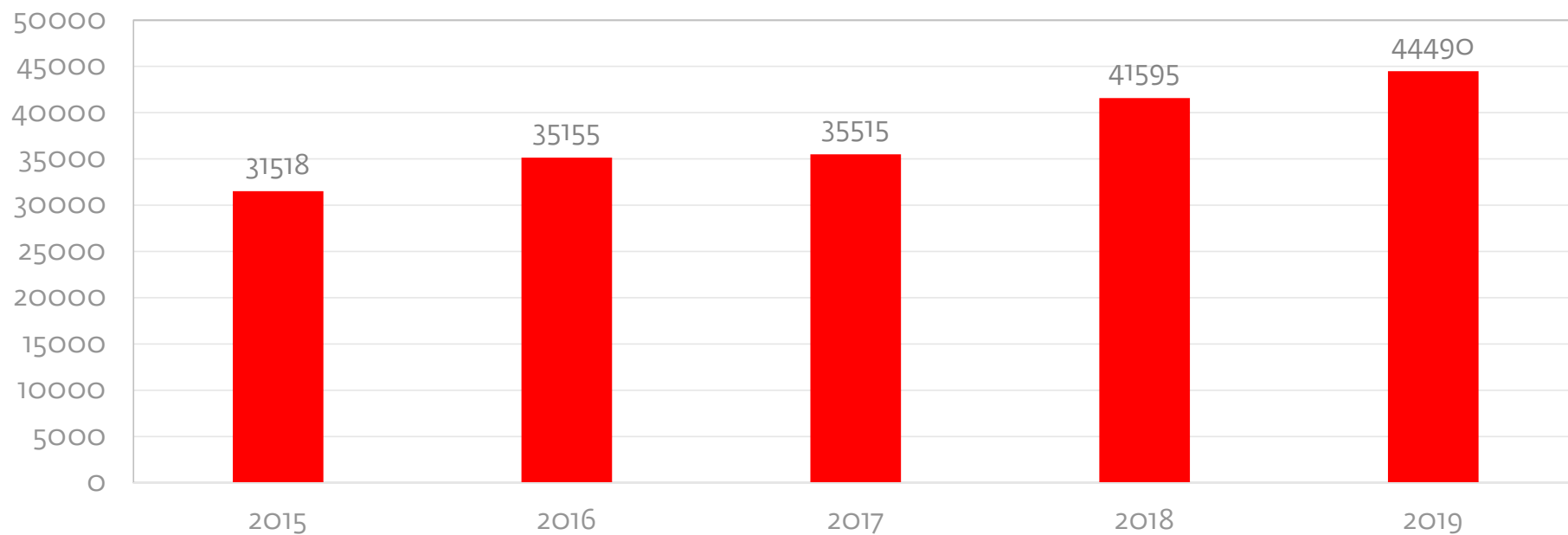


Source: Statistics Estonia

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Visits of German tourists to Tallinn, January – June

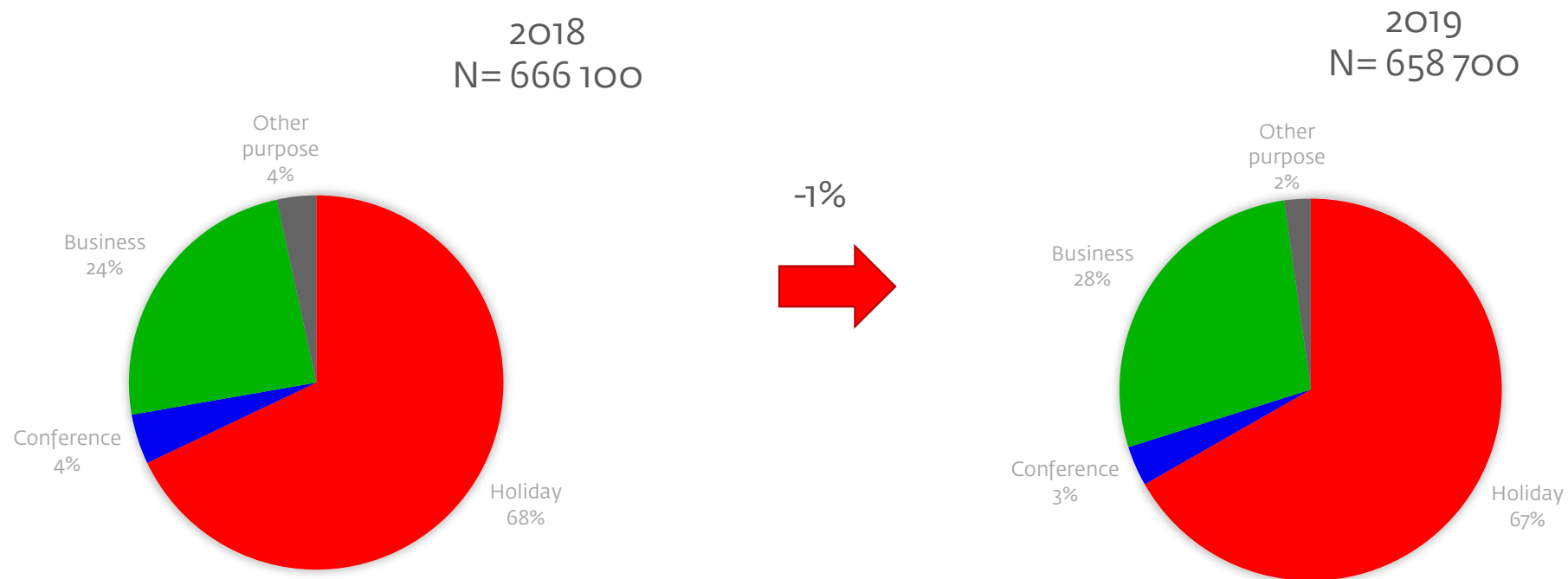


Source: Statistics Estonia

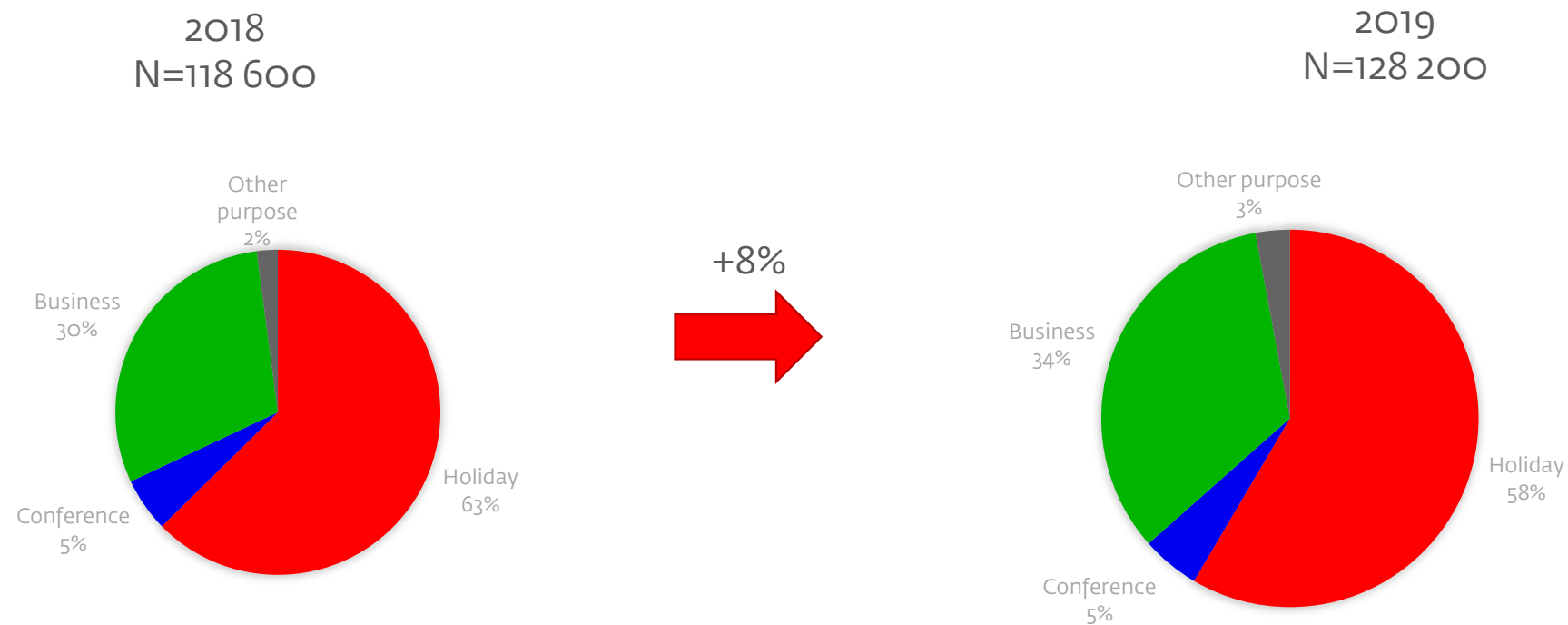
Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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International tourists by purpose of travel, January - June



Domestic tourists by purpose of travel, January - June

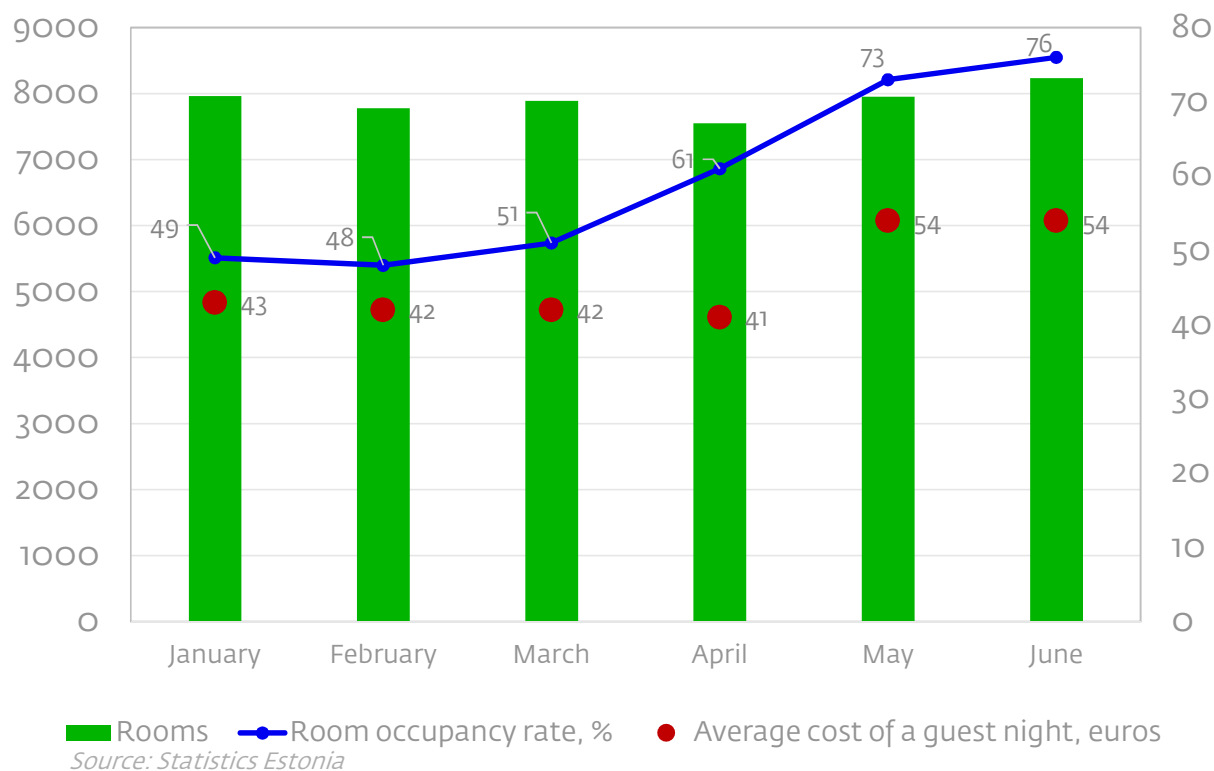


Source: Statistics Estonia

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Room occupancy rate in Tallinn accommodation facilities

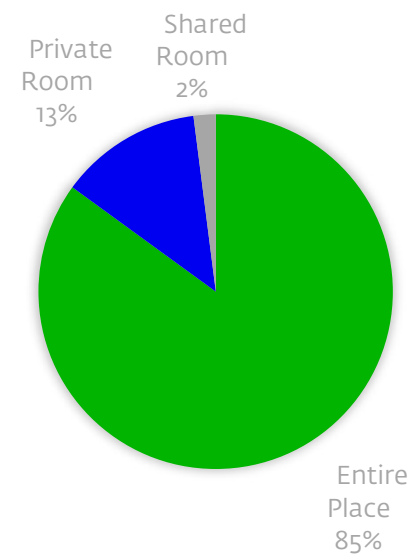
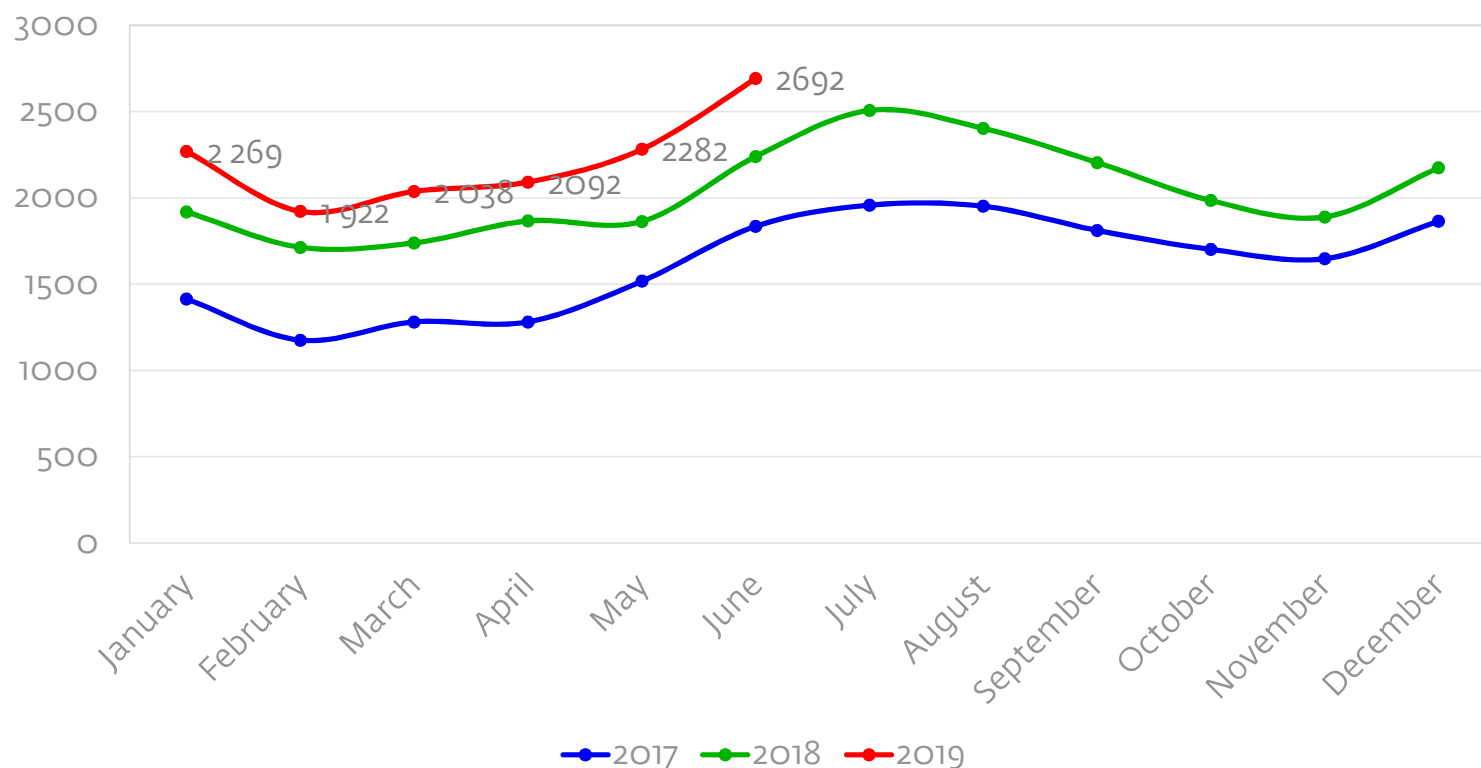


In Tallinn, the total number of accommodation establishments was 161.

They had 8,000 available rooms and could accommodate 17,000 guests.

The average occupancy rate of rooms in accommodation establishments was 59% The average cost for 24 hours was 47 euros.

Short term rental (total available listings)

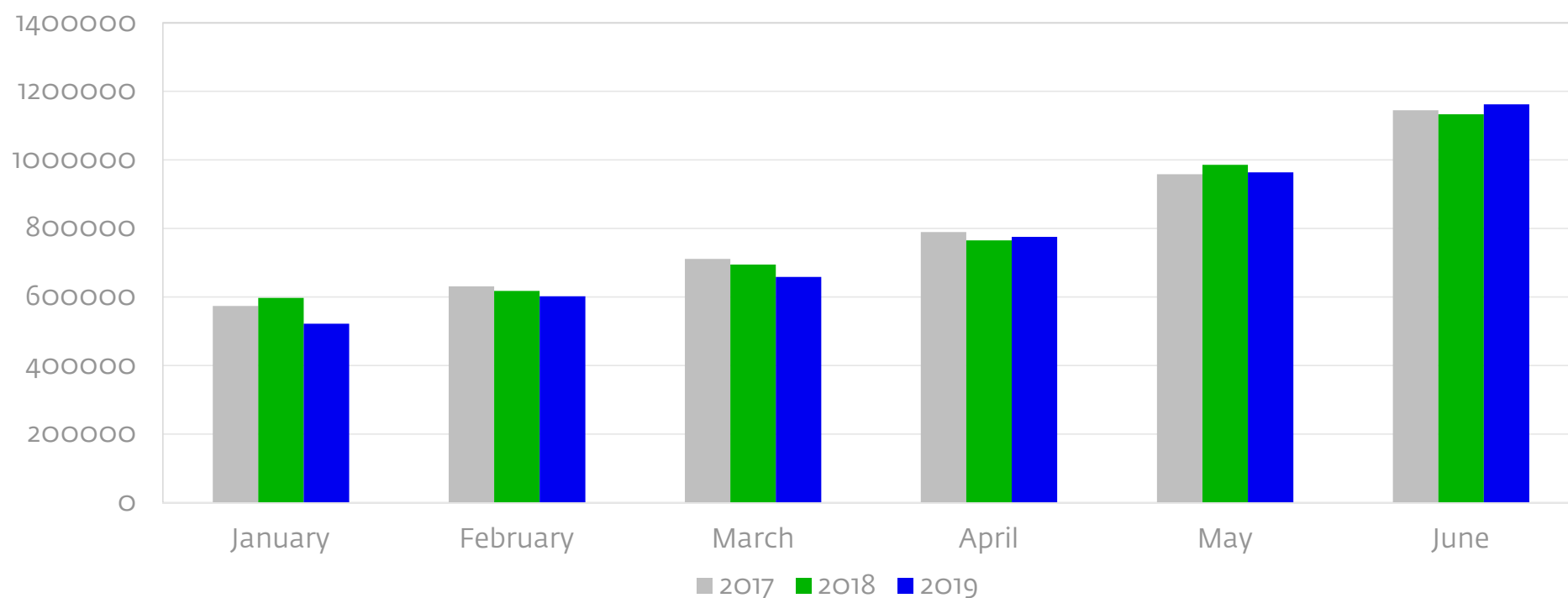


Source: AirDNA

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Passengers in Tallinn Old City Harbour 2017-2019

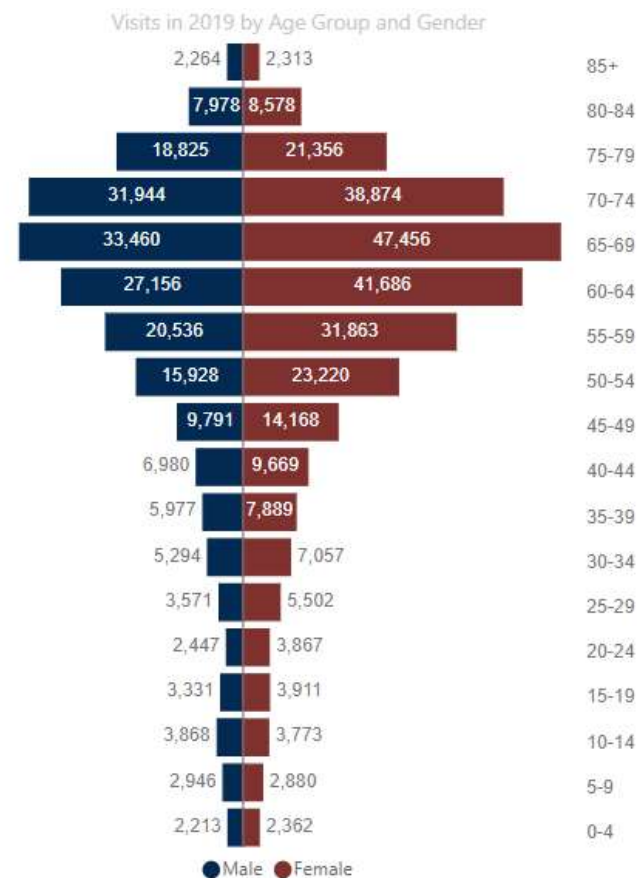
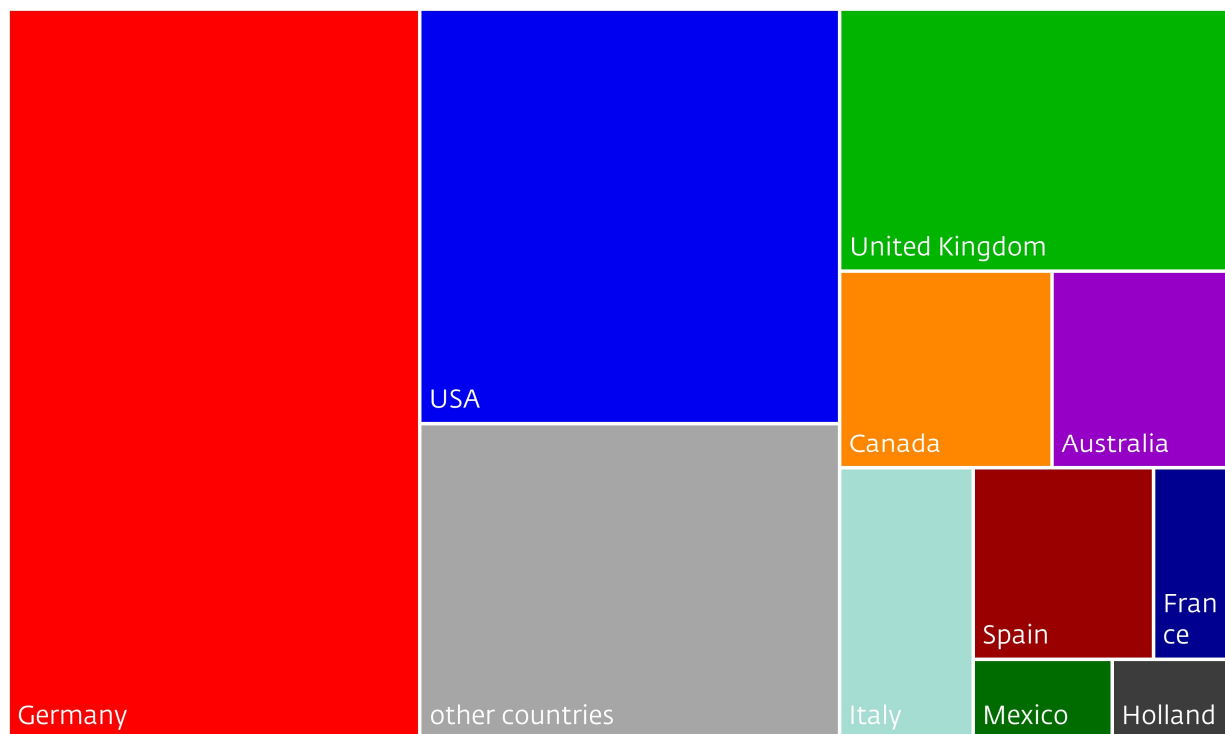


Source: Port of Tallinn <http://ts.ee/statistika>

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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Cruise ships passengers in Tallinn

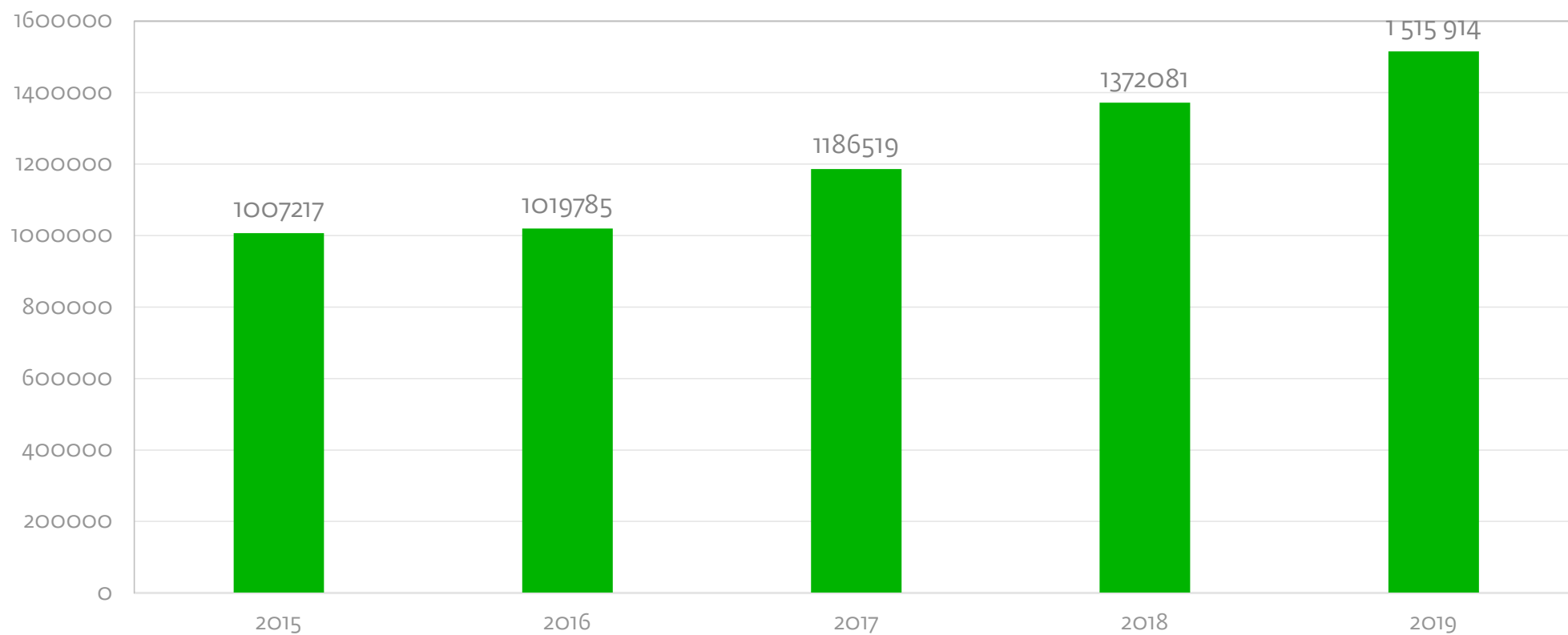


Source: Port of Tallinn <http://ts.ee/statistika>

Tourism trends in Tallinn 2019 (Q1+Q2/2019)



Passenger at Tallinn Airport



Source: Tallinn Airport (2019)

Tourism trends in Tallinn 2019 (Q1+Q2/2019)

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<https://www.visittallinn.ee/eng/travel-trade-media/statistics-surveys/monthly-overviews>

