

Visit **Tallinn**

Overview of tourism trends in Tallinn

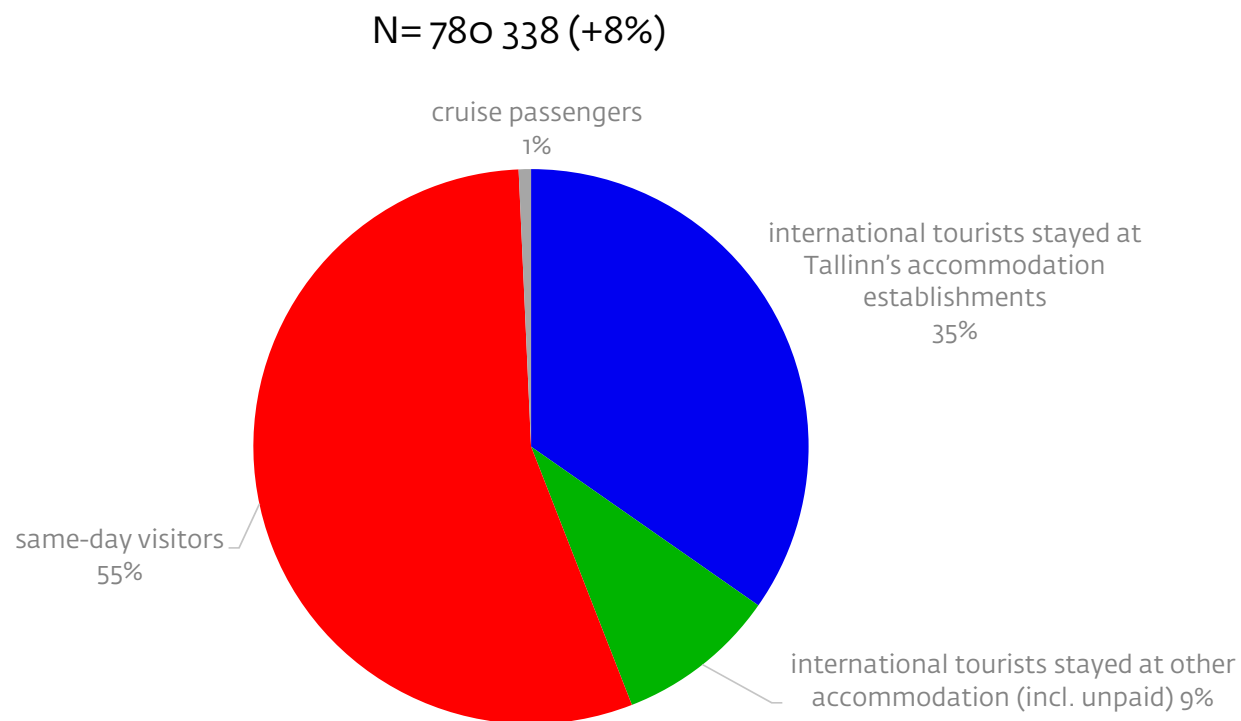
First quarter report in 2018

Visits of foreign residents to Tallinn, January - March 2018

Residents of foreign countries made **780 338 visits** to Tallinn, which means a 8% increase compared to the same period last year.

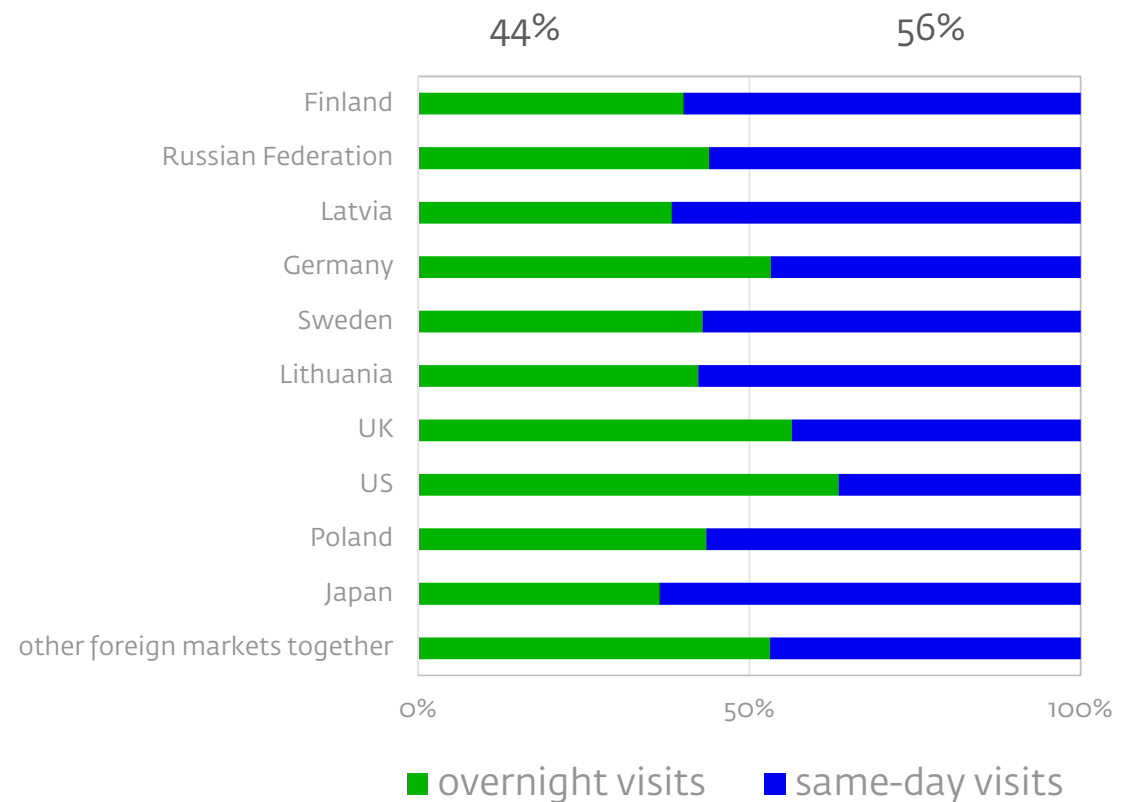
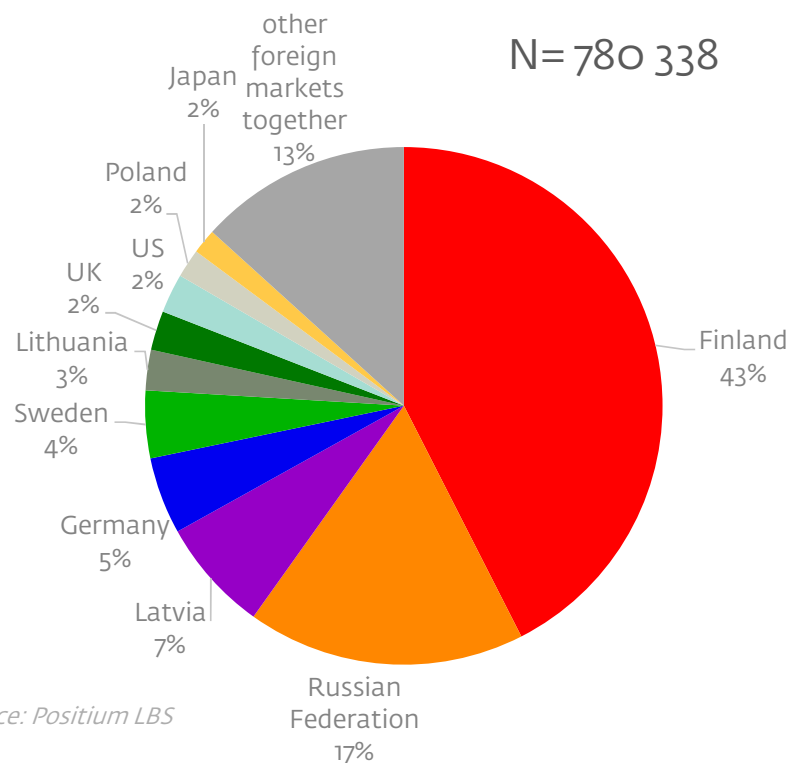
- 343 940 visits to the city lasted for two or more days,
- 436 398 visits lasted for one day

Compared to 2017, the number of same-day visits increased by 5% and the number of multi-day visits by 11%.



Source: Positium LBS, Statistics Estonia, Port of Tallinn (2018)

Visits of foreign residents to Tallinn by country, January - March 2018



Source: Positium LBS

Accommodated tourists and overnight stays, January - March 2018

- According to Statistics Estonia, **327 051 tourists** stayed in accommodation establishments in Tallinn (+4% or +12,348 people compared to the same period last year)
Incl.:
 - international tourists: 270,804 (+ 4% or +10,944 people)
 - domestic tourists: 56,247 (+3% or +1,404 people)
- Tourists spent **603,293 nights** in Tallinn's accommodation establishments (+8% or +43,612 nights compared to the same period last year).
Incl.:
 - overnight stays by international tourists: 506,293 (+8% or +36,845 nights)
 - overnight stays by domestic tourists: 97,000 (+7% or +6,767 nights)
- The tourists average length of the trip was **1.84 nights** (+4%).
 - International tourists spent an average of 1.87 nights (+3%)
 - Domestic tourists spent an average of 1.72 nights (+5%)

Accommodated tourists in Tallinn, January - March

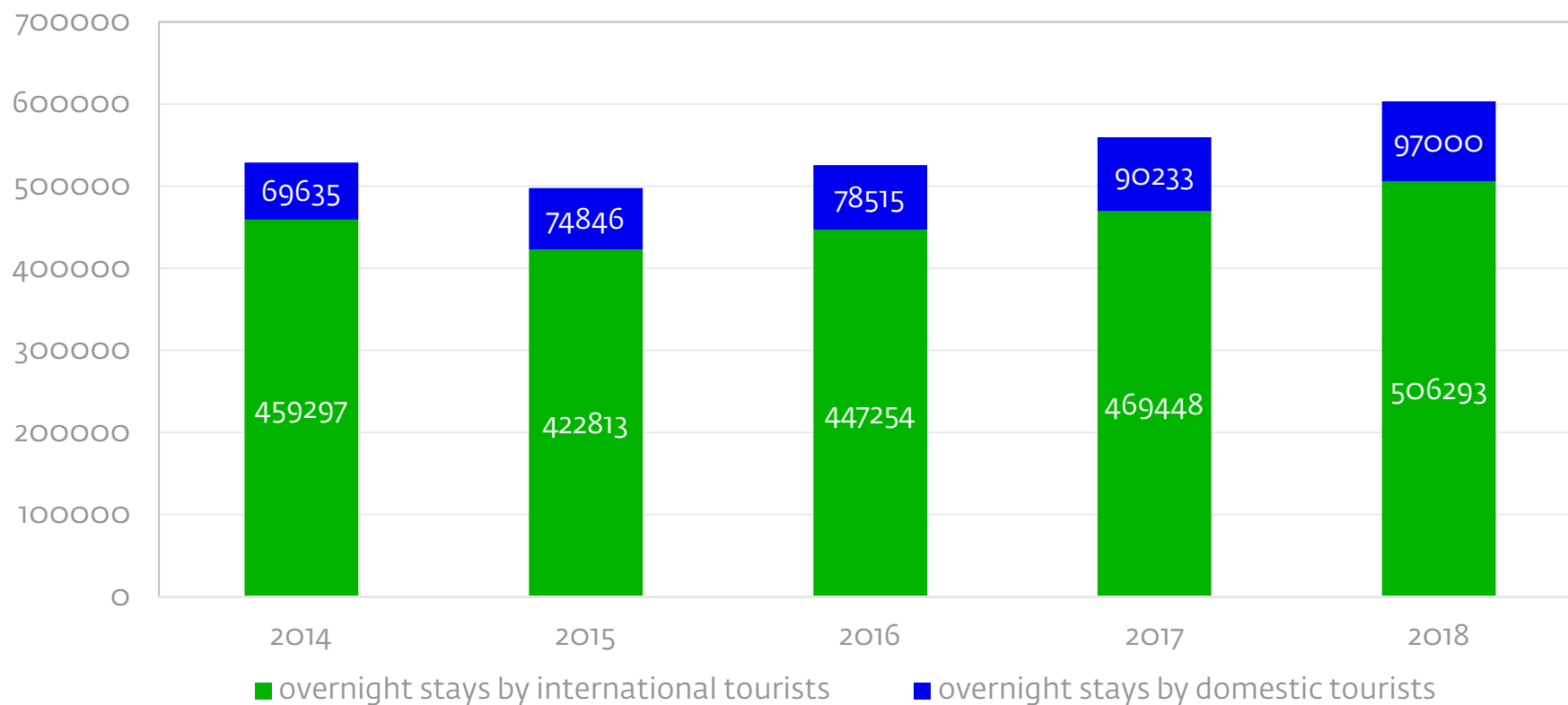


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1/2018)



Overnight stays of tourists accommodated in Tallinn, January - March

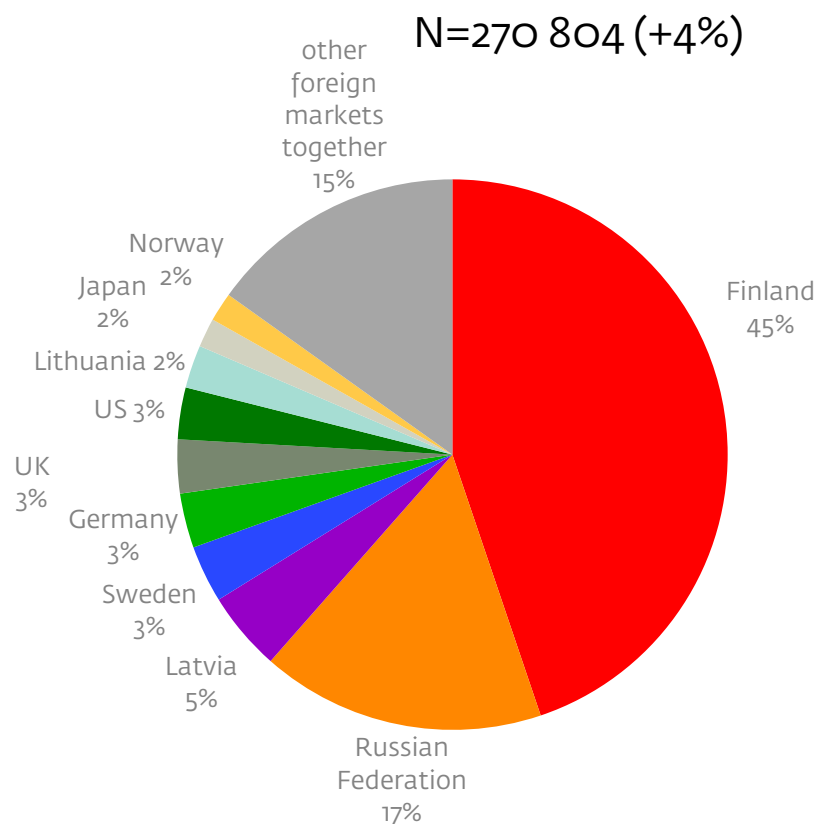


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1/2018)

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Accommodated international tourists in Tallinn, January - March 2018



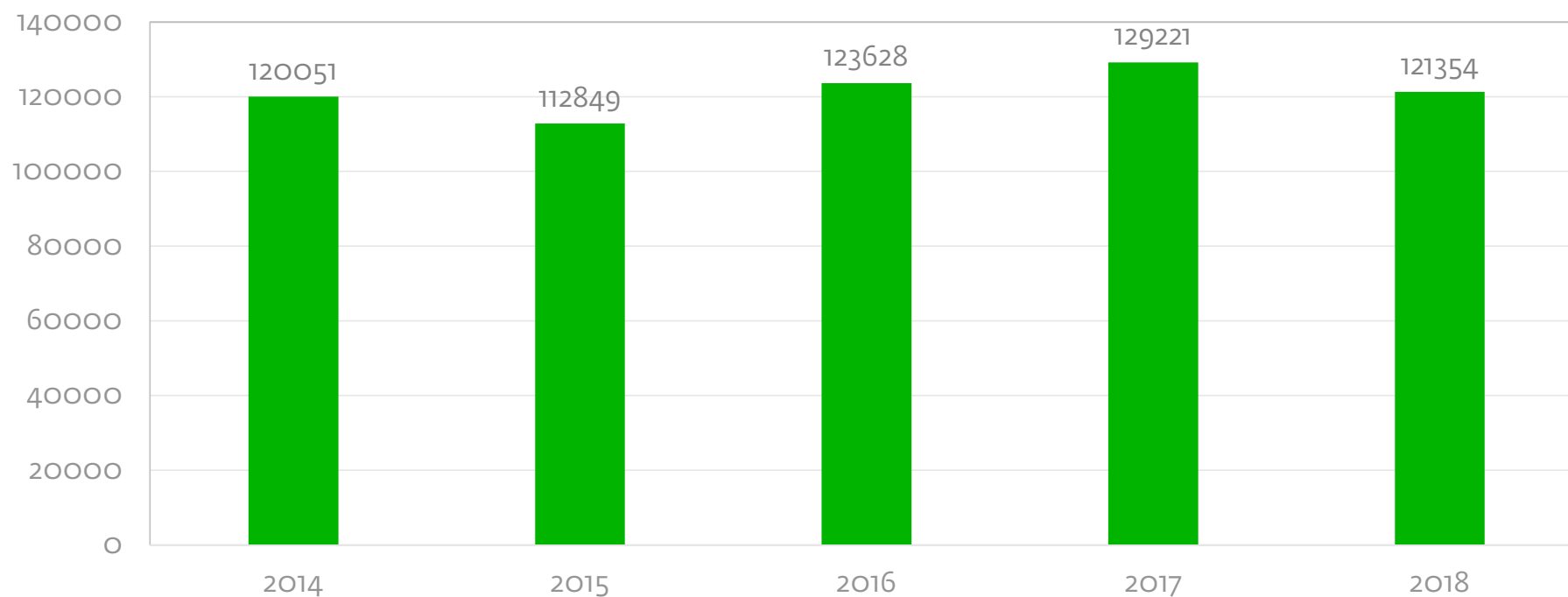
Source: Statistics Estonia

Country	Number	Change Number	%
Finland	121 354	-7 867	-6
Russia	45 208	5 117	13
Latvia	12 608	869	7
Sweden	9 097	604	7
Germany	8 729	969	12
United Kingdom	8 542	679	9
USA	8 188	3 951	93
Lithuania	6 866	-41	-1
Japan	4 618	1 883	69
Norway	4 609	-772	-14
other foreign countries total	40 985	5 552	16

Tourism trends in Tallinn 2018 (Q1/2018)

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Visits of Finnish tourists to Tallinn, January - March

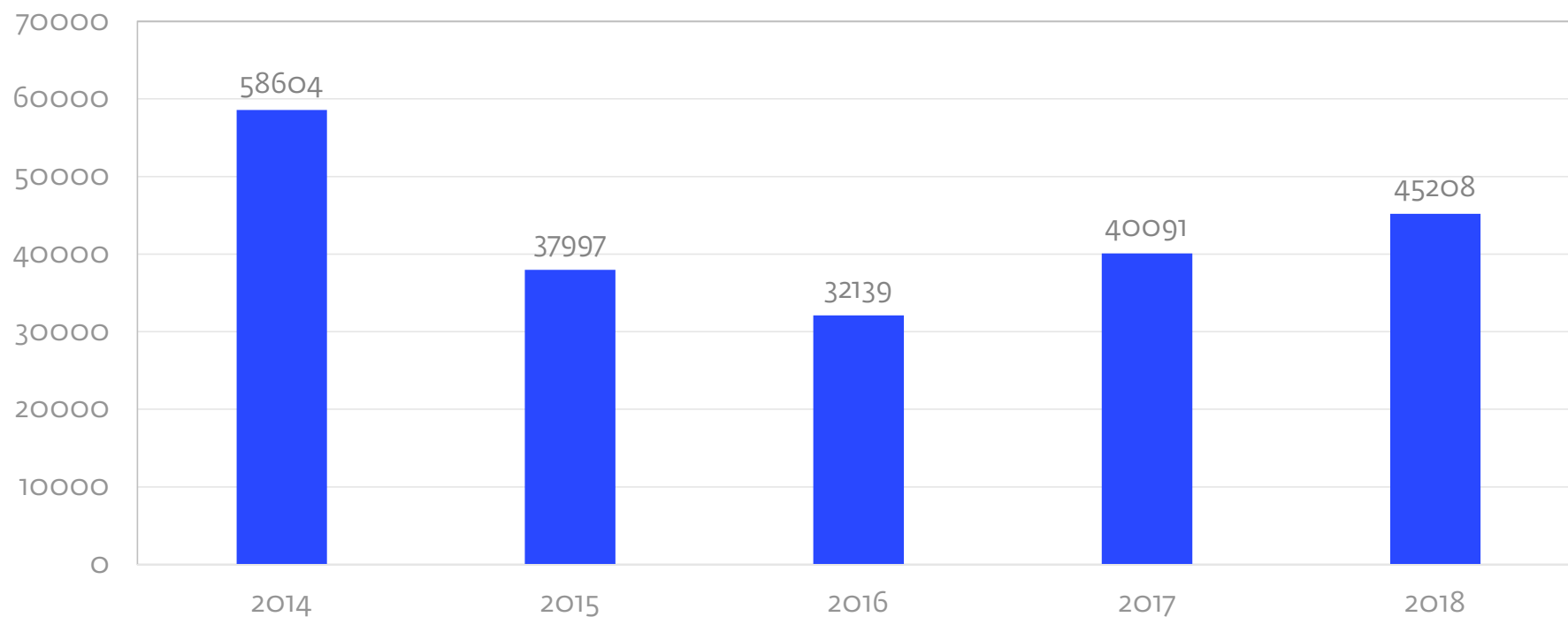


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1/2018)

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Visits of Russian tourists to Tallinn, January - March

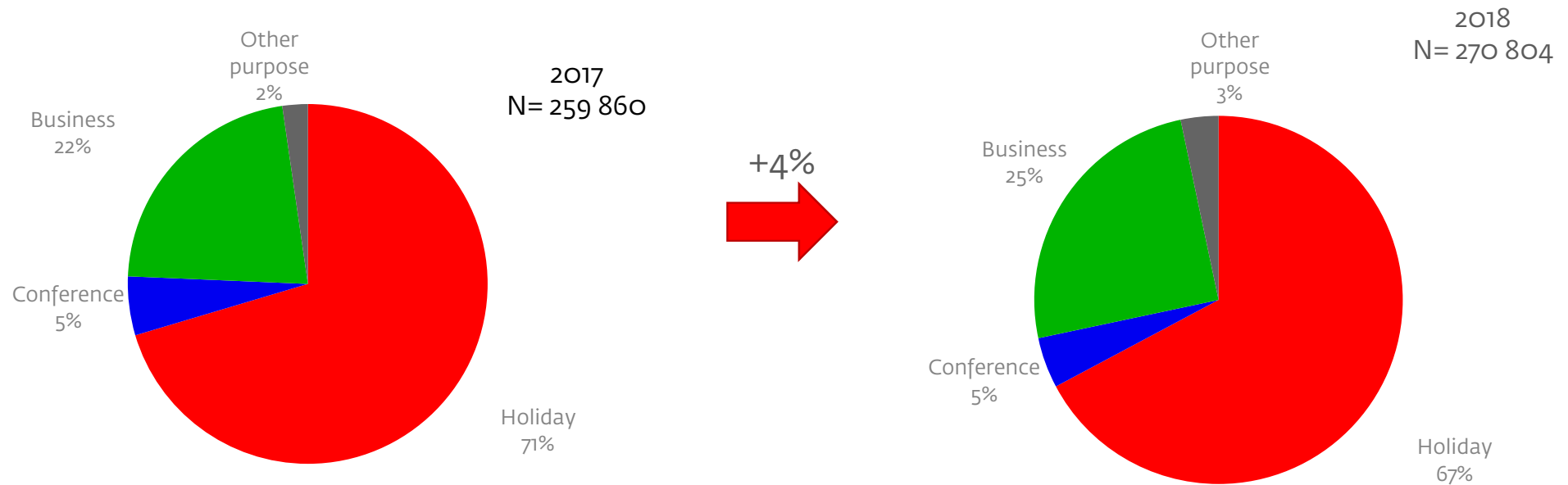


Source: Statistics Estonia

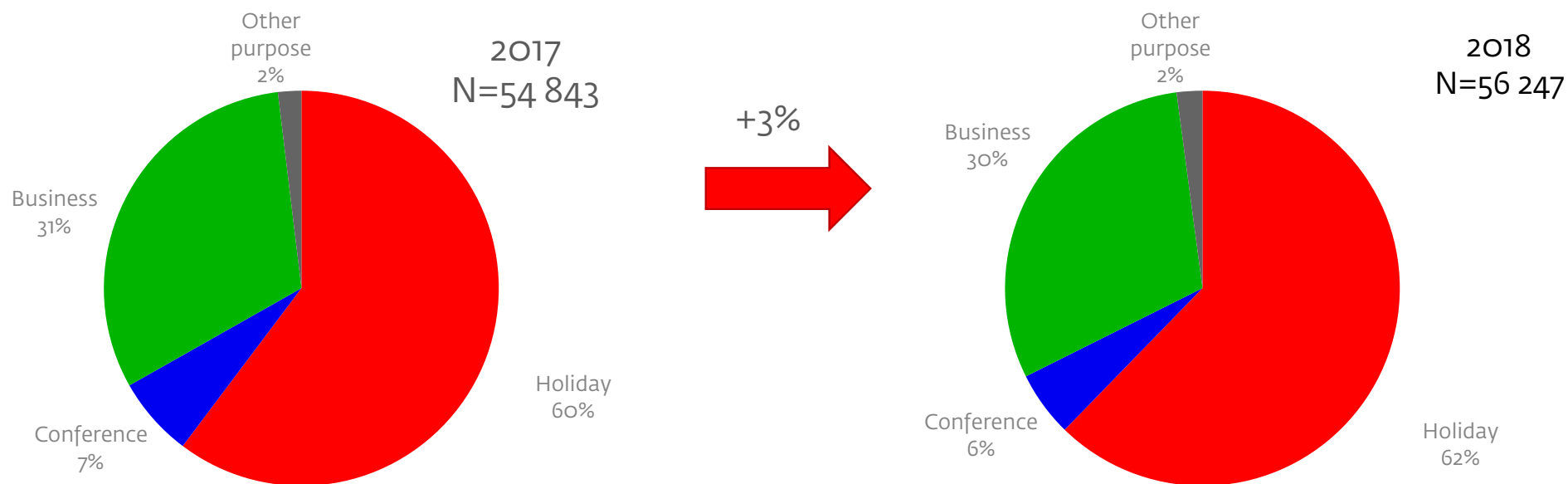
Tourism trends in Tallinn 2018 (Q1/2018)

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International tourists by purpose of travel, January - March



Domestic tourists by purpose of travel, January - March

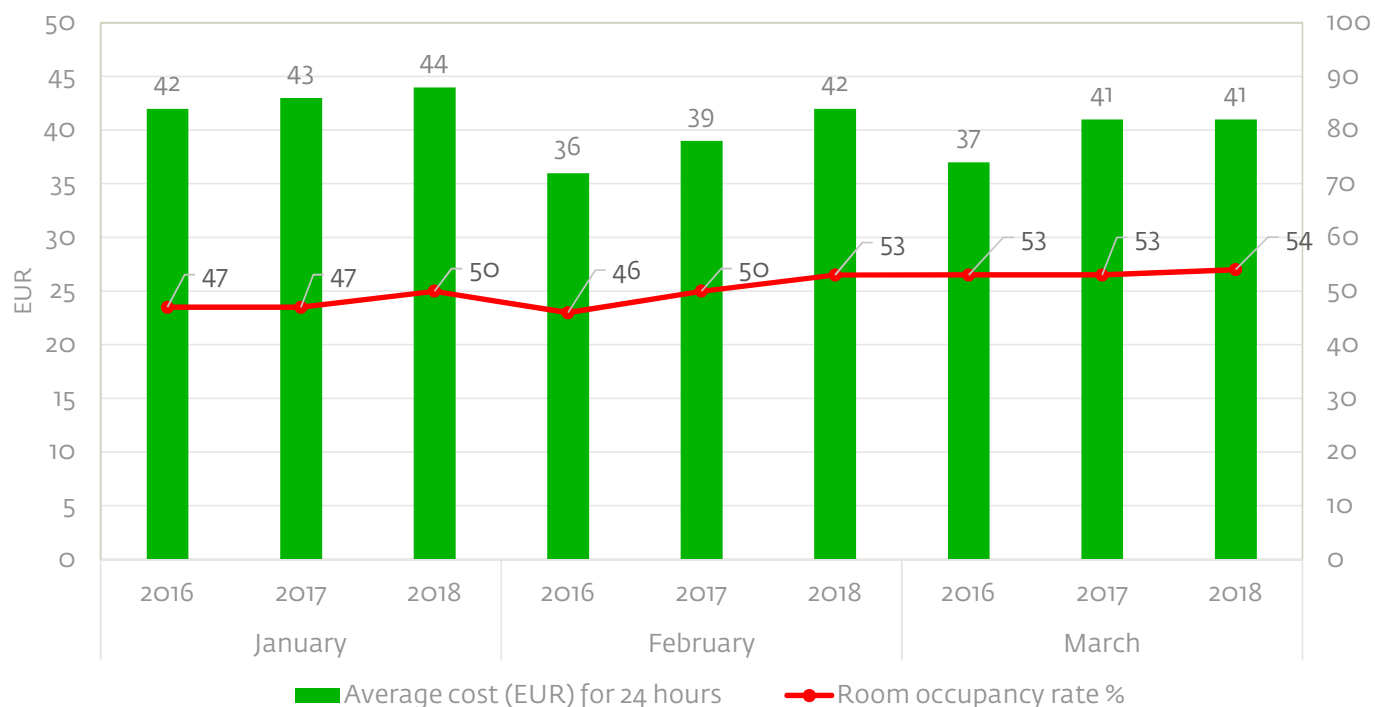


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1/2018)

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Room occupancy rate in Tallinn's accommodation establishments and the average cost

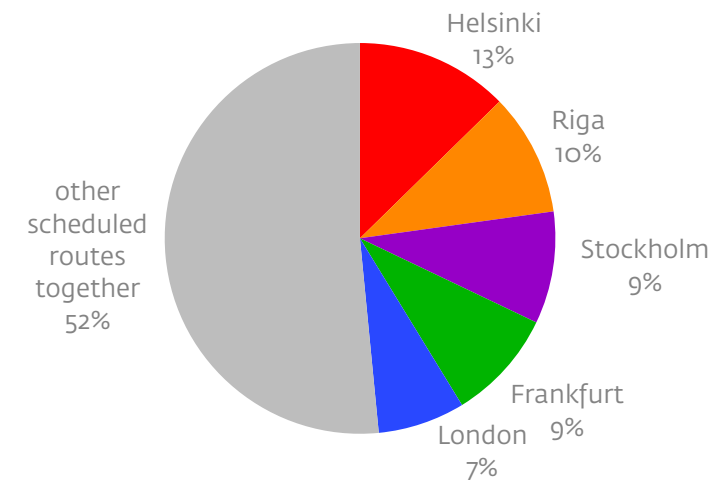
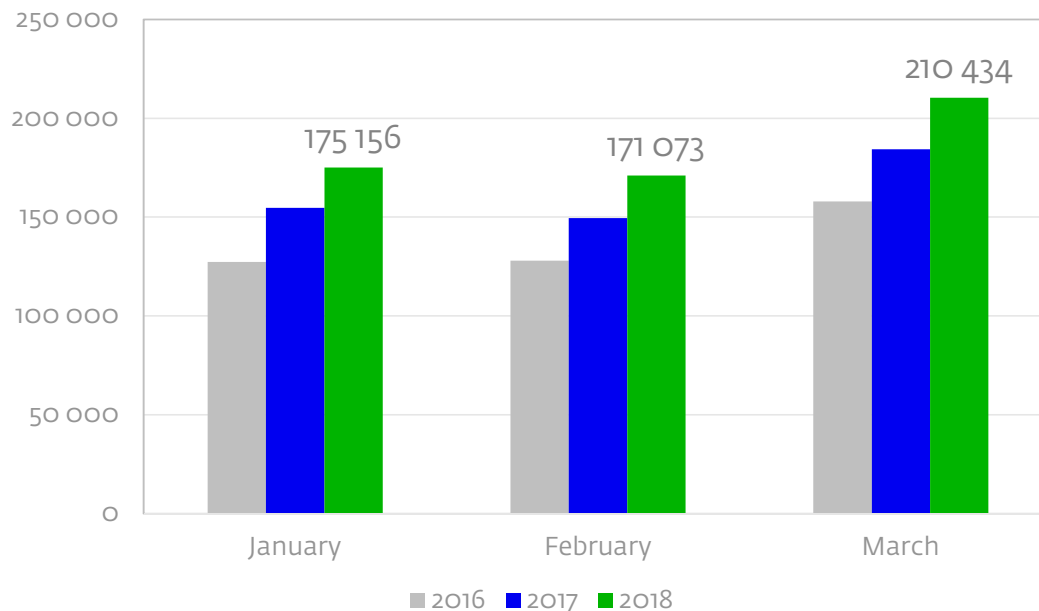


- 136 establishments offered accommodation services in Tallinn, about 7,600 rooms and 16,000 beds were for sale.
- The average rate of room occupancy was 52%. The average price per person was 42 euros (+4%).
- Accommodation establishments in Tallinn earned 25,5 million euros from sales of accommodation services.

Source: Statistics Estonia

Passenger at Tallinn Airport

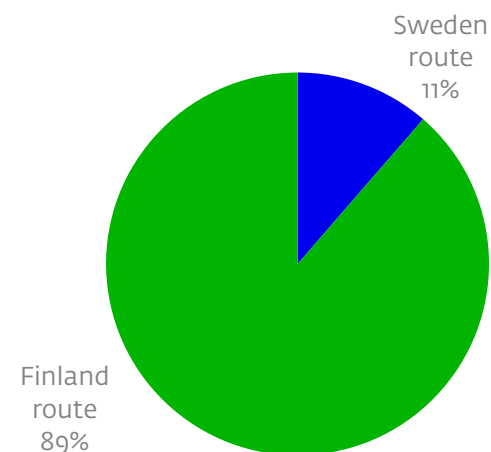
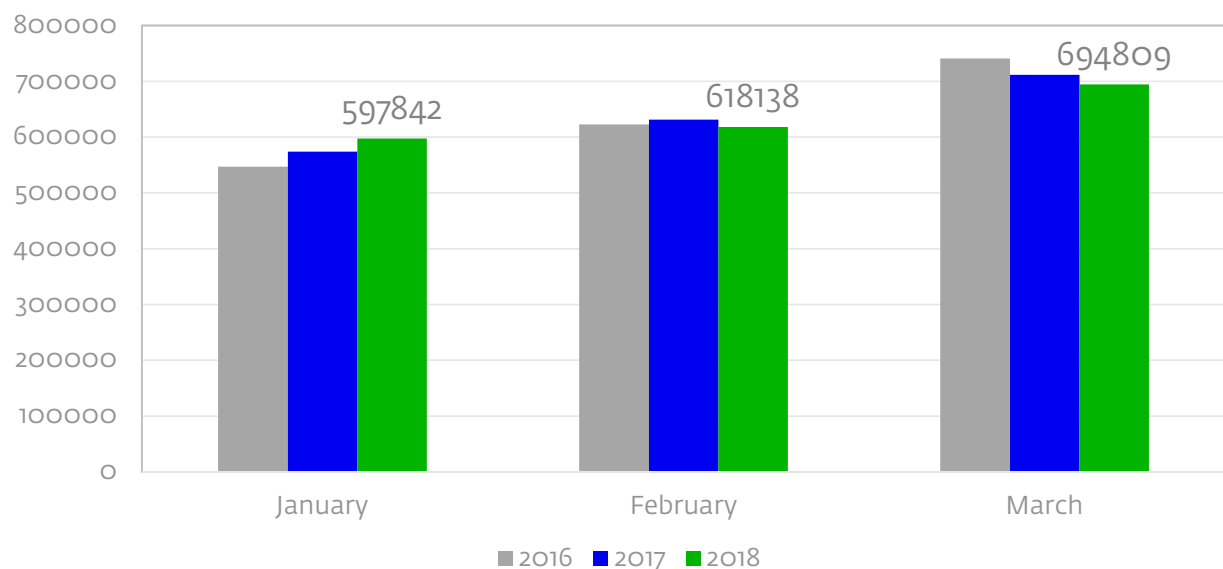
556 663 passengers (+13%) in total were served at Tallinn Airport. The largest number of passengers were served on Helsinki (13%), Riga (10%), Stockholm (11%) and Frankfurt (9%) flights.



Source: Tallinn Airport (2018)

Passengers in Tallinn Old City Harbour

1,91 million passengers (0%) travelled through the Old City Harbour of Tallinn. 89% of them travelled on the Finland route and 11% on the Sweden route and less than 1% were cruise passengers.



Source: Port of Tallinn (2018)

Visits to tourism website VisitTallinn.ee

Tallinn tourism website [Visittallinn.ee](http://visittallinn.ee) received **1,35 million pageviews** (+18%).

On average, the duration of the visit was **02:53** minutes and **3,00** pages were viewed by session.

	Sessions	Users	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
visittallinn.ee 2018 (1.01-31.03)	449,932	320,678	1,351,454	3.00	00:02:53	58.2%
visittallinn.ee 2017 (1.01-31.03)	361,890	263,731	1,139,190	3.15	00:03:26	51.7%
Change	+24%	+22%	+18%	-5%	-16%	12%



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

