

# Survey into foreign visitors to Tallinn 2008–2011

## Target markets **United Kingdom and Germany**

TNS Emor  
March 2012



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# Introduction





- Using the same methodology, the survey of foreign visitors to Tallinn has been ordered by Tallinn City Enterprise Board and has been carried out since year 2002 by TNS Emor. Data is being collected throughout the survey year among foreign visitors who are leaving the country at mainland border crossings, Port of Tallinn and Tallinn Airport.
- The main goal of the survey is to collect detailed data on foreign visitors to Tallinn, the purpose of their trip, evaluations and spendings made during the trip. The survey reveals:
  - from which countries, how and for how long foreign visitors have arrived in Tallinn;
  - what is the purpose of their visit to Tallinn and what motivated them to choose Tallinn as the destination city;
  - which services aimed at foreign visitors are used and how they evaluate the quality of the services;
  - how much they spend money and on what and how they evaluate the value for money received for the products/services.
- The results of the survey are presented in separate reports in terms of target countries, including the general report and analysis of all foreign visitors, tourists from Finland, Russia and Latvia, Sweden and Norway, United Kingdom and Germany as well as on cruise voyagers and turnaround tourists.
- **The current report describes those foreign visitors to Tallinn who come from the United Kingdom and Germany.**
- The data in this current report has been weighed according to the proportion of the total population (see weighing methods in Appendices). The results of 2011 have been compared to results of 2005 and 2008.

## Summary of the main results



# Foreign visitors from the United Kingdom

## 5%\* of foreign visitors to Tallinn



- In 2011, visitors from the United Kingdom to Tallinn accounted for 146 000, which is significantly more than in previous periods (114 000 visitors in 2008 and 86 000 in 2005).
- Compared to earlier surveys, Tallinn is losing its status as “the only or main destination” – only half of the British foreign tourists (excl. cruise voyagers) claim that Tallinn is their only travel destination. In comparison with other countries, the British tourists account for the largest proportion of those who visit Tallinn en route. The proportion of one-day visitors has increased, accounting for 13% of all British tourists to Tallinn) and therefore, the proportion of those who spend a night in Tallinn has decreased by 10% (97% in 2008 and 87% in 2005). One-day visitors often spend the night in Finland and come to Tallinn for a daytrip.
- This time the number of first-time visitors among British tourists has increased – 6 people out of 10 have not visited Tallinn before (42% first-time visitors in 2008 and 67% in 2005). This number is still very high compared to neighbouring countries and the only country with a similar result is Germany.
- A visitor from the United Kingdom is mostly young (aged 25-34 years). In 2011, there has been a substantial fall (10%) in the 45-54 age group. Even though men dominated in 2008 (73%), in 2011 the proportion of men and women is relatively equally divided. Compared to visitors from other target countries (excl. Russia), visitors from the United Kingdom are mainly office workers and specialists; their proportion has not changed significantly either over the past 10 years, standing still at around 19-26%.
- If ten years ago visitors from the United Kingdom comprised more managers and travellers holding top positions, then over the past couple of periods there have been significant changes and in 2011 the British visitor is rather a blue-collar worker, skilled worker and other worker.

# Foreign visitors from the United Kingdom

## 5%\* of foreign visitors to Tallinn



- A trip to Tallinn is most often a vacation (72%) and that is the highest result over the past ten years. Visiting friends/relatives and coming for business has decreased over the last years. One-day visits have somewhat grown and a third of visitors from the United Kingdom who are on a vacation or are visiting friends/relatives claim that this is their main trip of a year (2011). Since 2005 a decreasing trend can be noticed among those for whom a trip to Tallinn (or a trip that includes Tallinn as one of the destinations) is just a short break.
- British tourists spend in Tallinn 3 nights on an average and this has remained rather unchanged for already ten years. Visitors from the United Kingdom who besides Tallinn travel also to other countries spend on average 5 nights in other countries. Half of the visitors stay in mid-range hotels and usage of luxury hotels has dramatically fallen. Booking accommodation via the internet is a growing trend, already half of the visitors prefer it. Furthermore, time of booking accommodation also continues to decrease and more than half of visitors do this within one month before arrival.
- While planning a trip to Tallinn, friends and acquaintances are an important source of information. Another relevant influencer to visit Tallinn is an offer of a cheap short-time holiday package.
- Visitors from the United Kingdom arrive in Tallinn mostly by plane, but this is becoming rather a decreasing trend compared to the last three survey periods because since 2008, the proportion of those who arrive in Tallinn by a ship or a ferry has considerably increased and it has become the second most important means of transport.
- In Tallinn visitors from the United Kingdom mainly visit cafes/restaurants, walk around the city, go sightseeing and go shopping. Since the visitors tend to be rather young, half of the visitors also go to pubs and nightclubs. The visitors from the United Kingdom move around the city mainly on foot (increased by half), the importance of taxi is declining and the popularity of public transport has increased by half. The most frequently visited areas are still the old town and the city centre, but compared to 2008, visits to Kadriorg and Rocca al Mare have also doubled (the latter is probably due to the cheap or free buses which take people (also from the harbour) straight to the shopping centre).
- British tourists are generally quite satisfied with Tallinn – their average evaluations stand at 8.8 (out of 10), which has grown slightly compared to last year. Compared to other countries, evaluations to Tallinn are mostly higher than the average or at the same level as the average. British tourists are mainly satisfied with a good choice of restaurants, safety in the city, good international transport possibilities, sights and museums. In comparison with the 2008 survey, nearly all British tourists are willing to recommend Tallinn to their friends/acquaintances in 2011 and eight out of ten are convinced that they will definitely or probably visit Tallinn again in the future.
- Even though total spending in Tallinn has somewhat increased, the main expenses (accommodation, food and drinks) have dropped.

# Foreign visitors from Germany

## 6%\* of foreign visitors to Tallinn



- The number of German visitors has considerably increased from 131 000 visitors in 2008 to about 176 000 visitors in 2011 (115 000 visitors in 2005) and accounts for 6% of all foreign visitors to Tallinn.
- Over the past 10 years, Tallinn has become the main rather than one of many destinations for half of German tourists. In 2002-2005 the situation was rather the opposite since back then half of German tourists claimed that Tallinn (Estonia) was just one of many cities (countries) visited during their trip. Compared to 2008, there are no changes in the proportion of one-day visitors and those who spend the night in Tallinn (5% and 95% respectively).
- Similar to visitors from the United Kingdom, there are many tourists from Germany who visit Tallinn for the first time (6 out of 10). Compared to 2008 survey, the figure has slightly increased and compared to neighbouring countries is very high.
- Visitors from Germany come from nearly all age groups. However, those aged 65 and over have made a significant 14% increase compared to year 2008 and account for approximately a fourth of all the German visitors, which is the largest proportion compared to other countries (the same proportion of visitors who are 65 or over come only from Sweden). However, the proportion of those in the 35-44 age group has dropped considerably (-10%). Regarding the visitors' status, the German visitors of Tallinn are mainly pensioners (+8%) and office workers. The proportion of workers is also slightly increasing. The proportion of those in top positions has decreased significantly(-10%). The proportion of pupils and students dropped to the 2008 level.



# Foreign visitors from Germany

## 6%\* of foreign visitors to Tallinn



- For German tourists, a trip to Tallinn (or a trip including Tallinn as one of the destinations) is primarily a vacation (increased by 13% since 2008). For the majority of the travellers who were on a vacation or were visiting friends/relatives, the trip was the main trip of the year (an increasing trend) and for a fourth this was the second most important trip of the year in 2011. Compared to 2008, the number of those for whom a trip to Tallinn (or a trip including Tallinn as one of the destinations) is just a short break has decreased by nearly a half. Coming for business has declined to the 2005-level and it is no longer a significant purpose of the trip.
- On average, Germans spend 4 nights in Tallinn, this number has decreased by 2 nights compared to 2008. Of those German visitors who spend nights in other countries besides Estonia (Tallinn) as well, on average 6 nights are spent in other countries. Certain changes in the choice of accommodation can be sighted as well. Mid-range hotels are rather preferred instead of the most cheapest ones and the former have increased by 19% since year 2008. Internet is still the main way of booking accommodation (40%), but travel agencies and tour operators still play an important role (37%). The time of booking accommodation before the trip has grown longer and on average booking of an accommodation takes place up to two months before the arrival (this has grown by half compared to 2008).
- When planning the trip, the main sources of information include friends and acquaintances who recommend travelling to Tallinn and their own previous visit to Tallinn.
- Half of German visitors arrive in Tallinn by plane, but one fourth come by bus and a ship/ferry is also a growing trend (10%→14%).
- While in Tallinn, cafes/restaurants and sights are visited as well as walking around the city is preferred. Shopping and visiting museums is also an important activity. In the city the most common way of moving around is on foot, but public transport (40%) and taxi services (42%) are still important means of transport (however, the latter decreased by 7% since 2008). Even though the most popular areas of Tallinn are the old town and the city centre, German tourists have also begun visiting other areas as well, and visits to Kardiorg and Rocca al Mare have grown significantly.
- Evaluations to Tallinn are generally rather high and compared to other countries either a bit higher or at the same level as the total average. Visitors from Germany are primarily satisfied with the sufficiency of sights, rich cultural life, museums, restaurants, availability of tourist information and good international transport possibilities. General impressions of Tallinn have remained more or less at the same level as in 2008. Most German visitors would recommend travelling to Tallinn to their friends/acquaintances and six people out of ten are convinced that they will definitely or probably visit Tallinn again.
- The total spending of German visitors has rather decreased, especially spending on accommodation. Regarding other forms of spending, the amount is more or less at the same level.

## Purpose and route of the trip

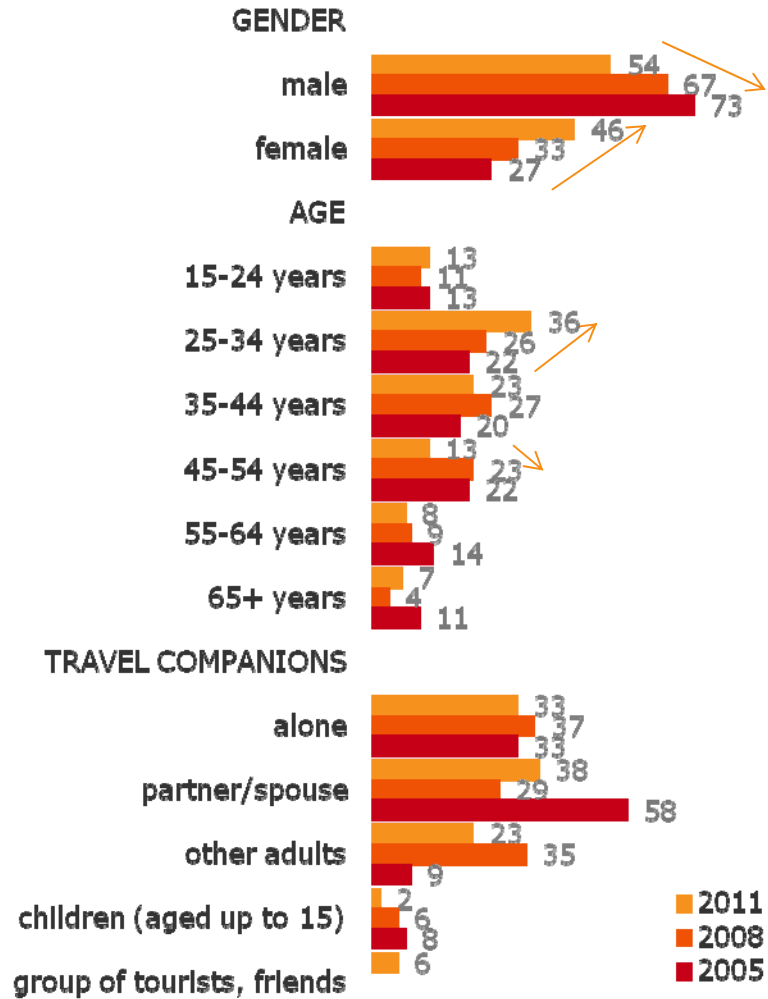


# Respondents' profile (1)

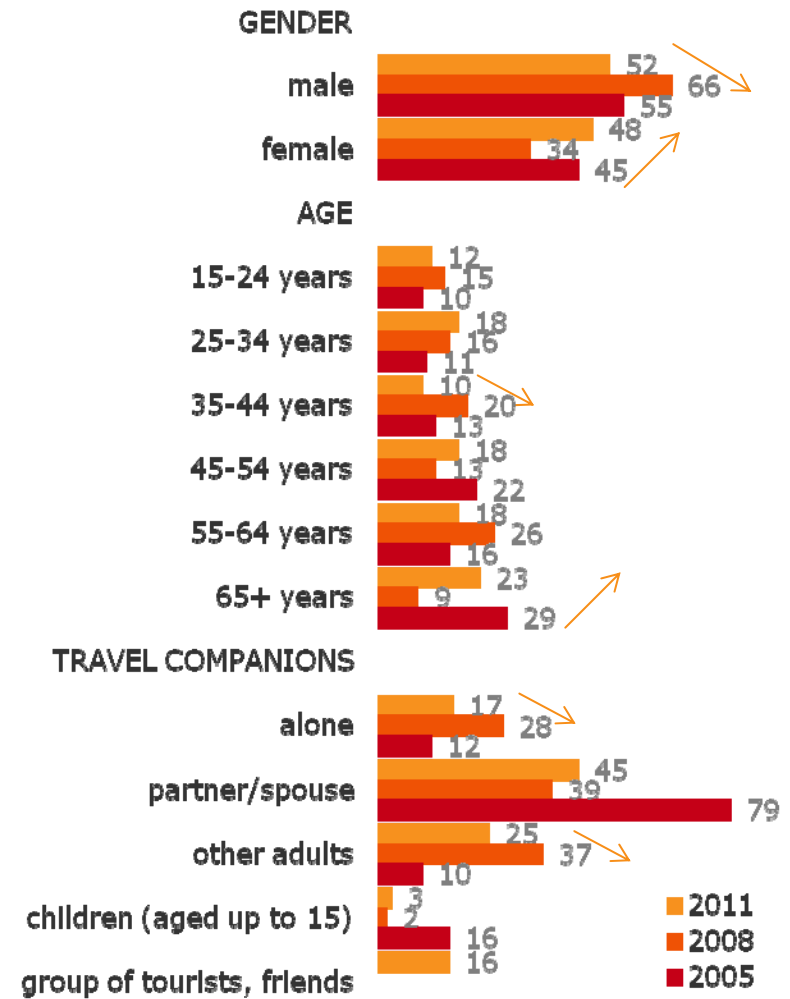


% of all visitors: United Kingdom, n=144; Germany, n=143

## United Kingdom



## Germany



Survey into foreign visitors to Tallinn 2005–2011



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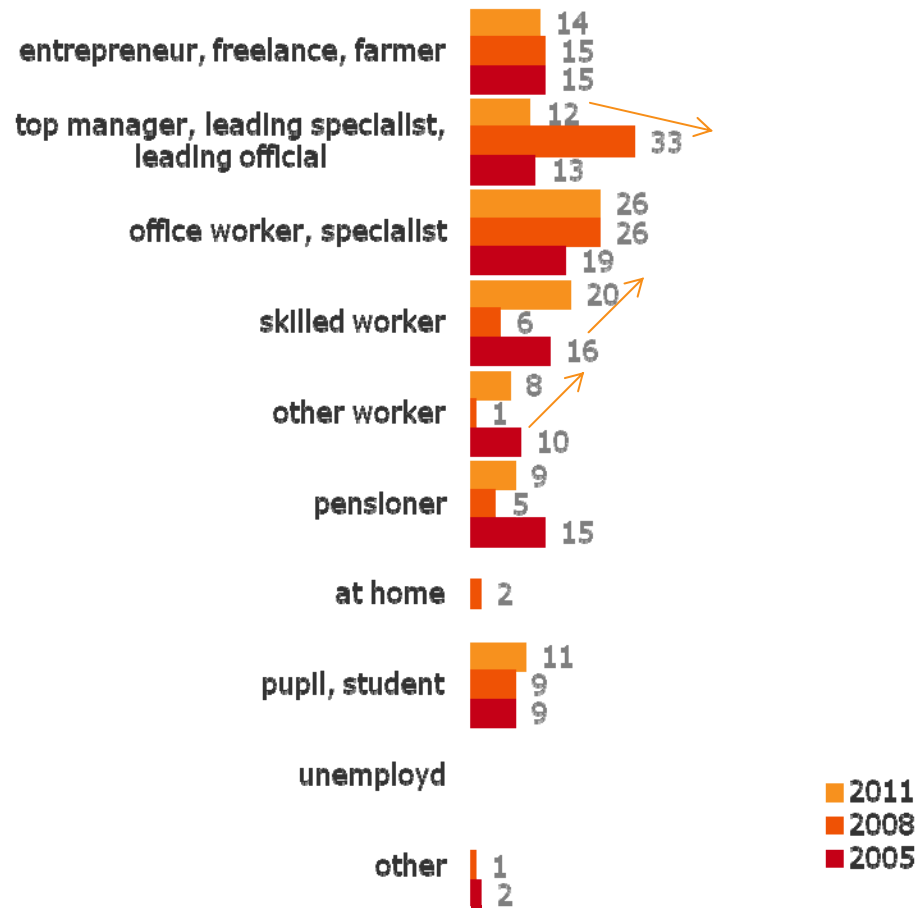
# Respondents' profile (2)

% of all visitors: United Kingdom, n=144; Germany, n=143



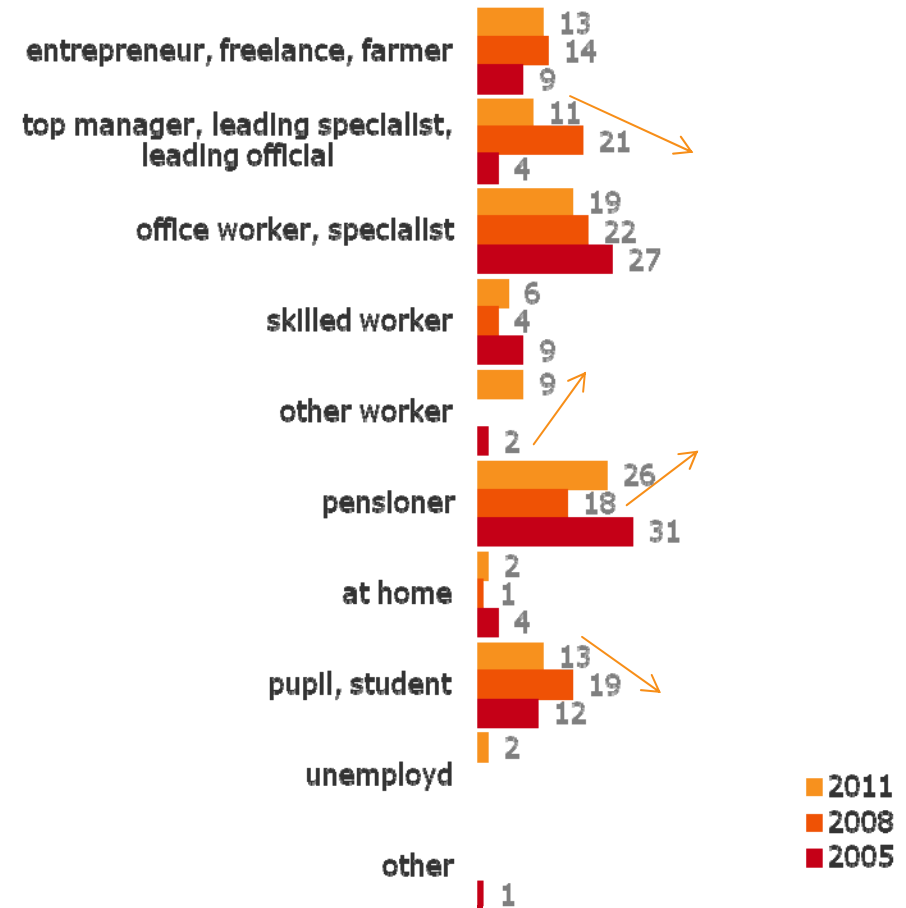
## United Kingdom

STATUS



## Germany

STATUS



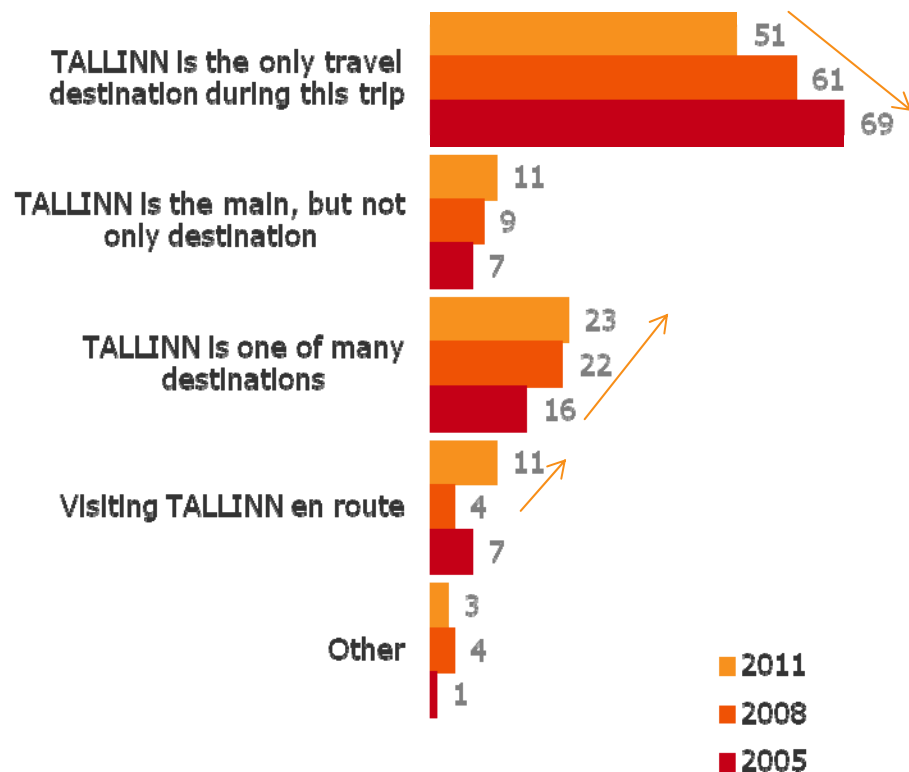
Survey into foreign visitors to Tallinn 2005–2011

# Tallinn as a travel destination

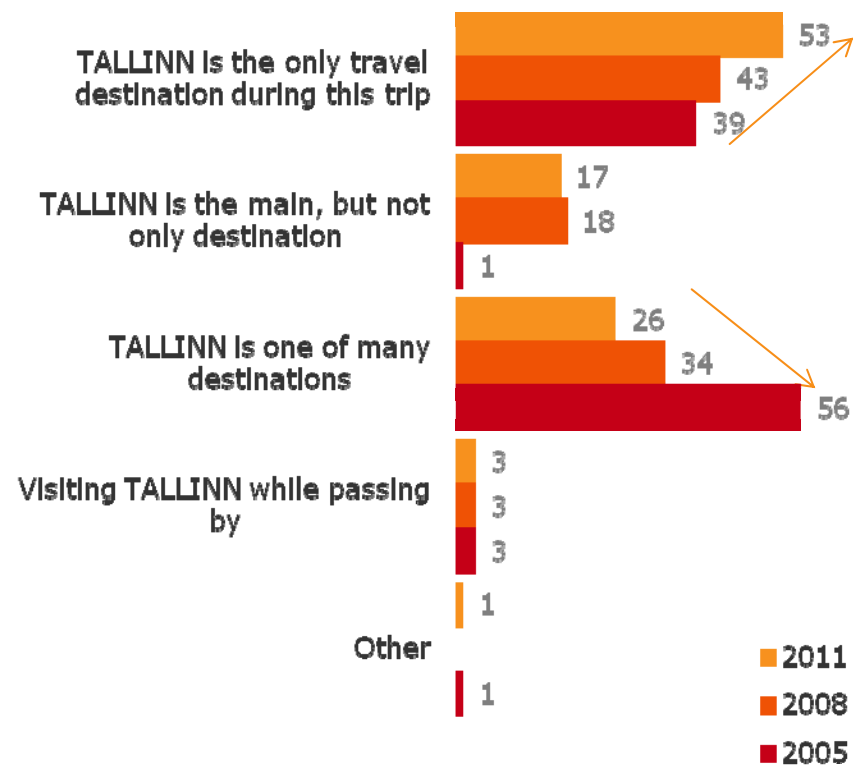


% of all visitors who have spent at least one night away from home (100% in both target groups in 2011)

## United Kingdom



## Germany



Survey into foreign visitors to Tallinn 2005–2011



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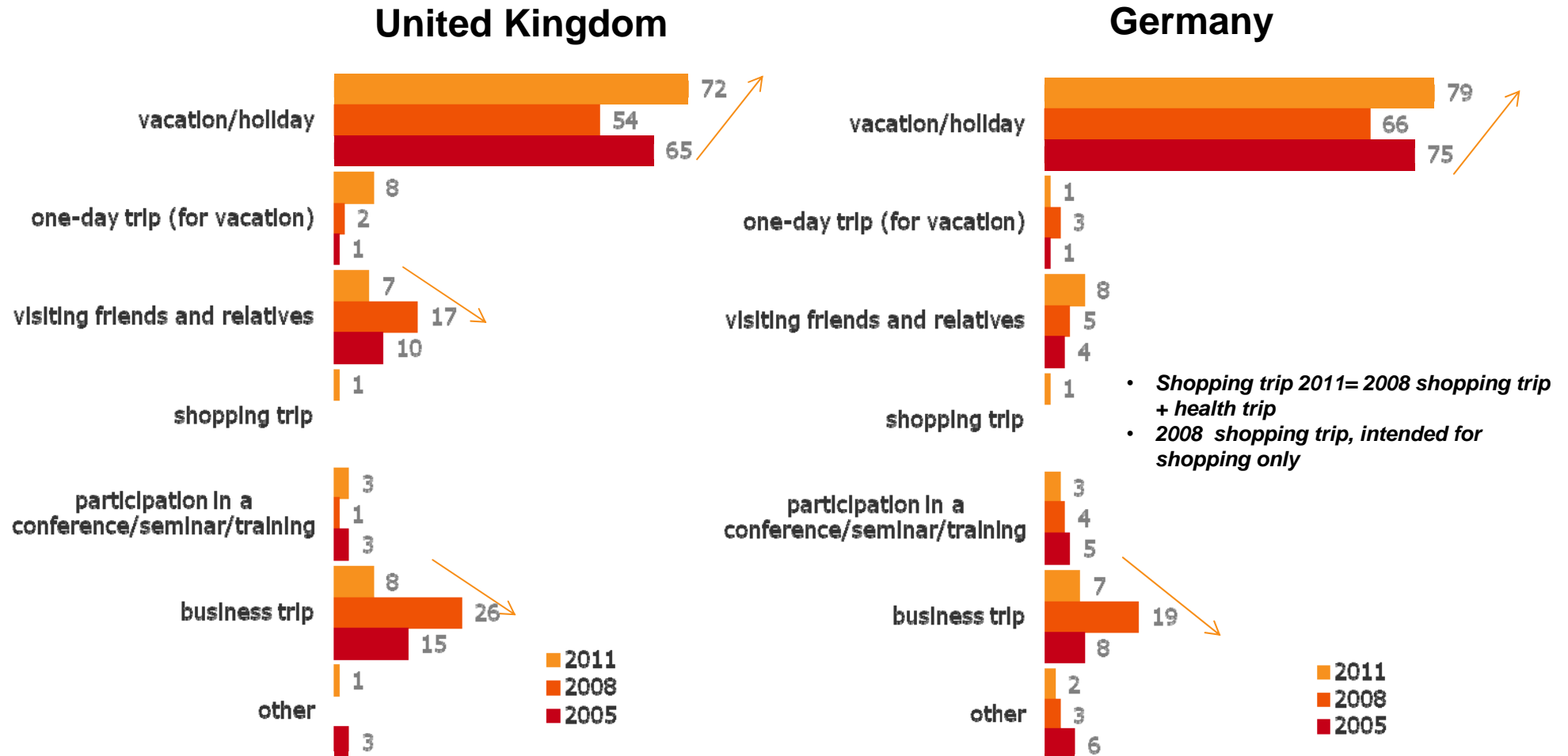


# Purpose of the trip

## Importance of a vacation is increasing, business trips is decreasing



% of all visitors: United Kingdom, n=144; Germany, n=143



Survey into foreign visitors to Tallinn 2005–2011



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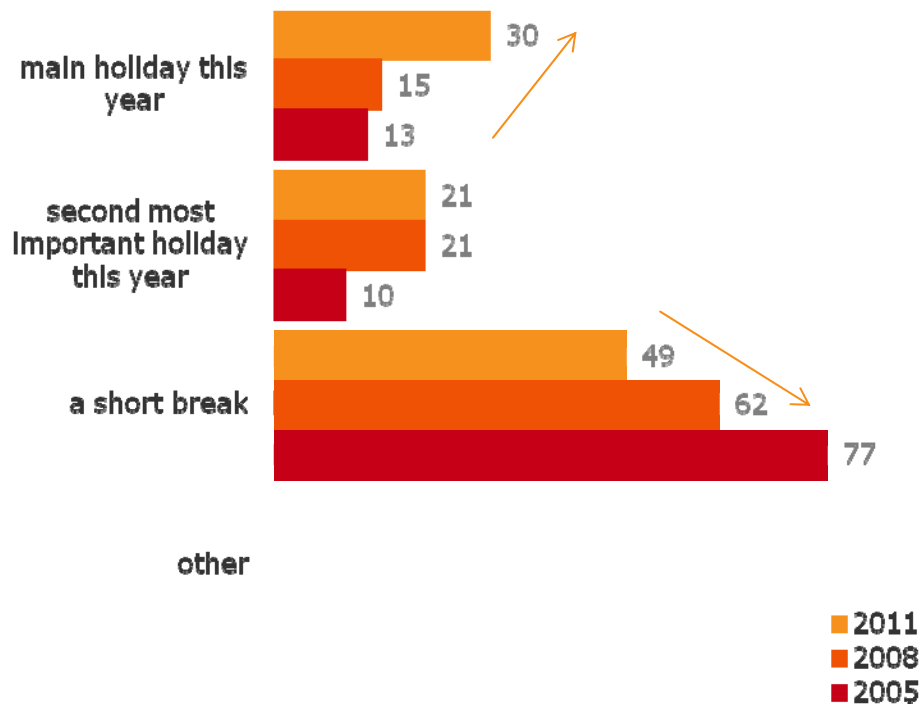
# Meaning of a holiday trip

## Importance of the main holiday is increasing, "short break" is decreasing

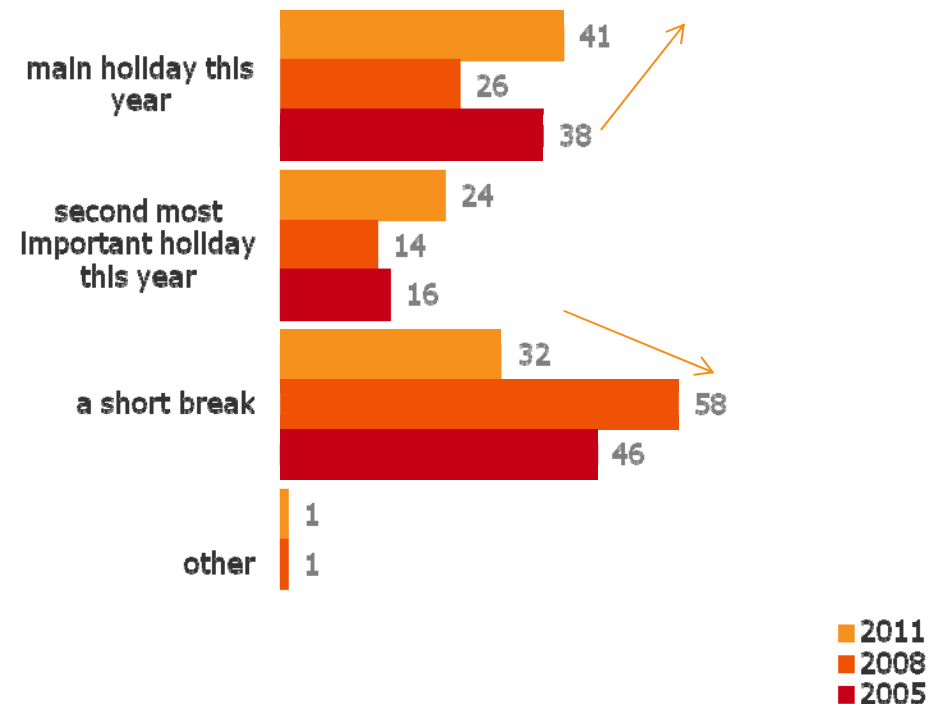


% of all visitors who are on a vacation or visit friends/relatives (in 2011 89% of all British visitors and 87% of all German visitors)

### United Kingdom



### Germany



## Spending the night in Tallinn and accommodation





# Spending the night away from home

## Most German visitors spend the night in Tallinn



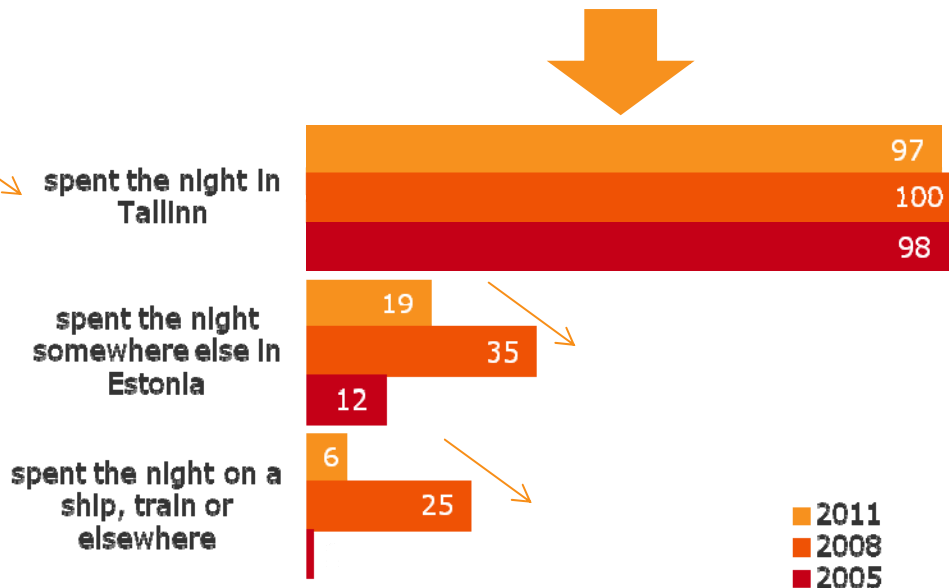
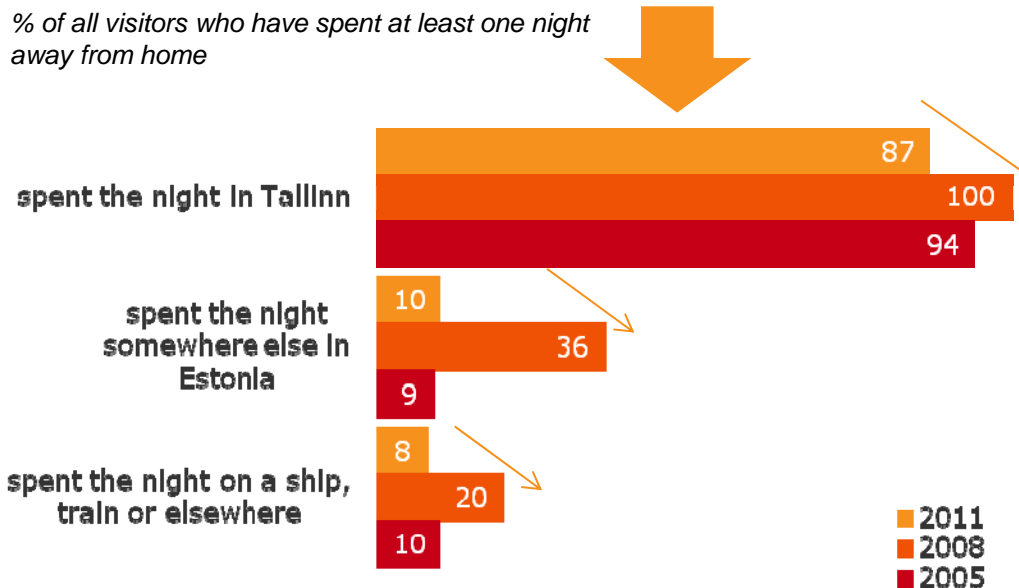
% of all visitors: United Kingdom, n=144; Germany, n=143

### United Kingdom

### Germany



% of all visitors who have spent at least one night away from home



Survey into foreign visitors to Tallinn 2005–2011



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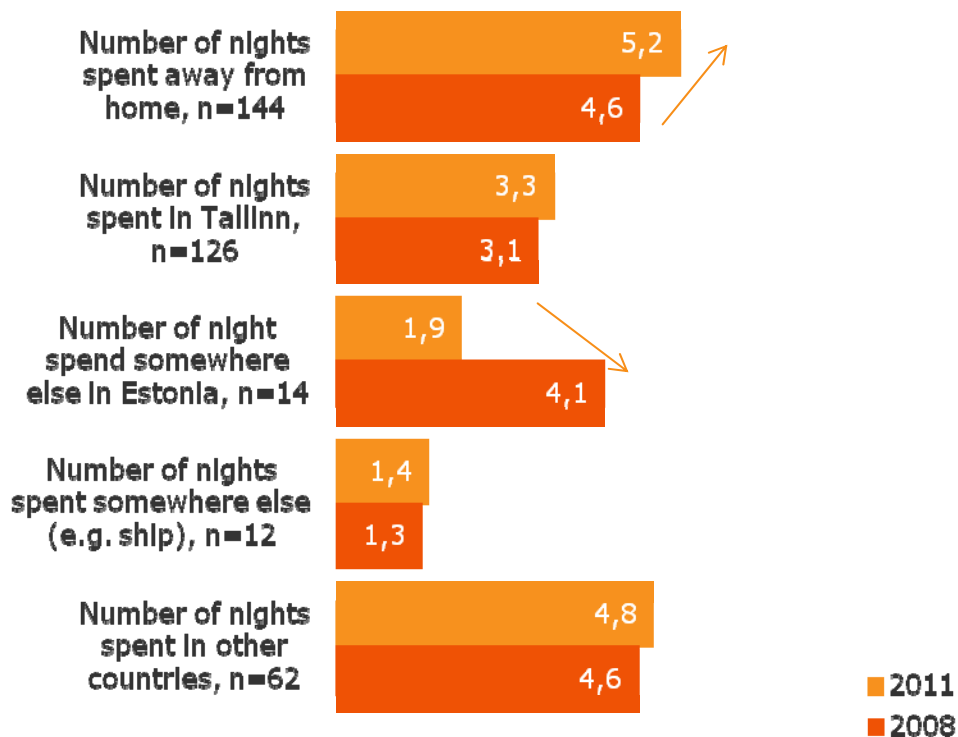
# Spending the night away from home

## The average length of a trip has slightly fallen

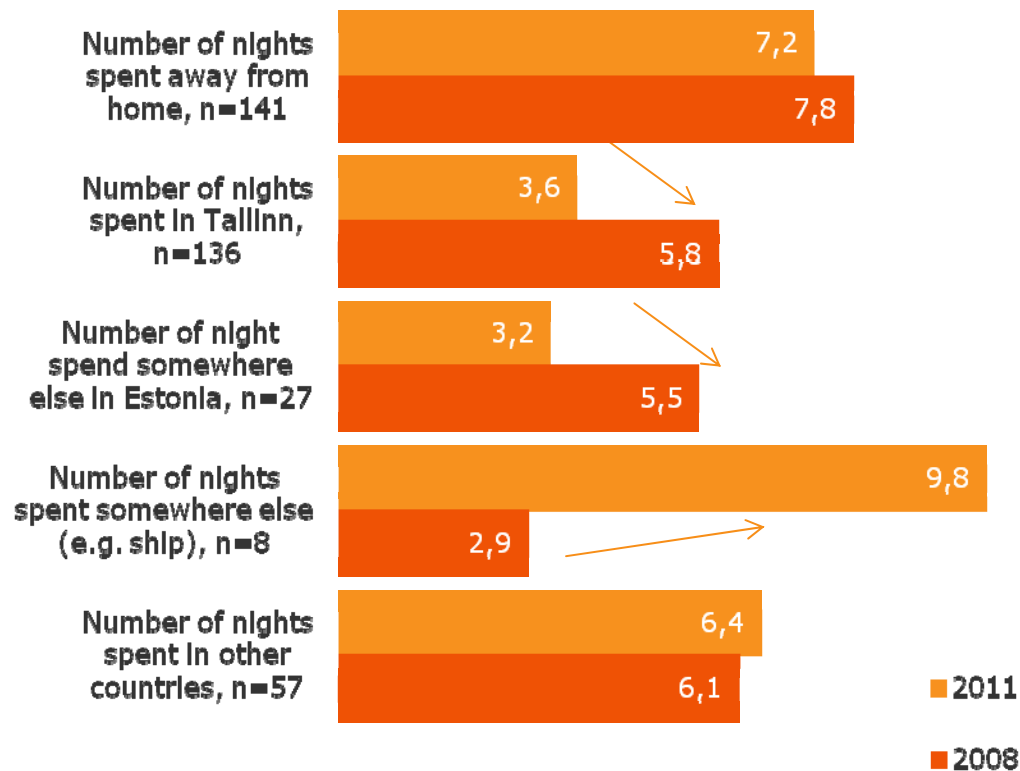


Average number of nights spent away from home among those who spent the night at an indicated place

### United Kingdom



### Germany



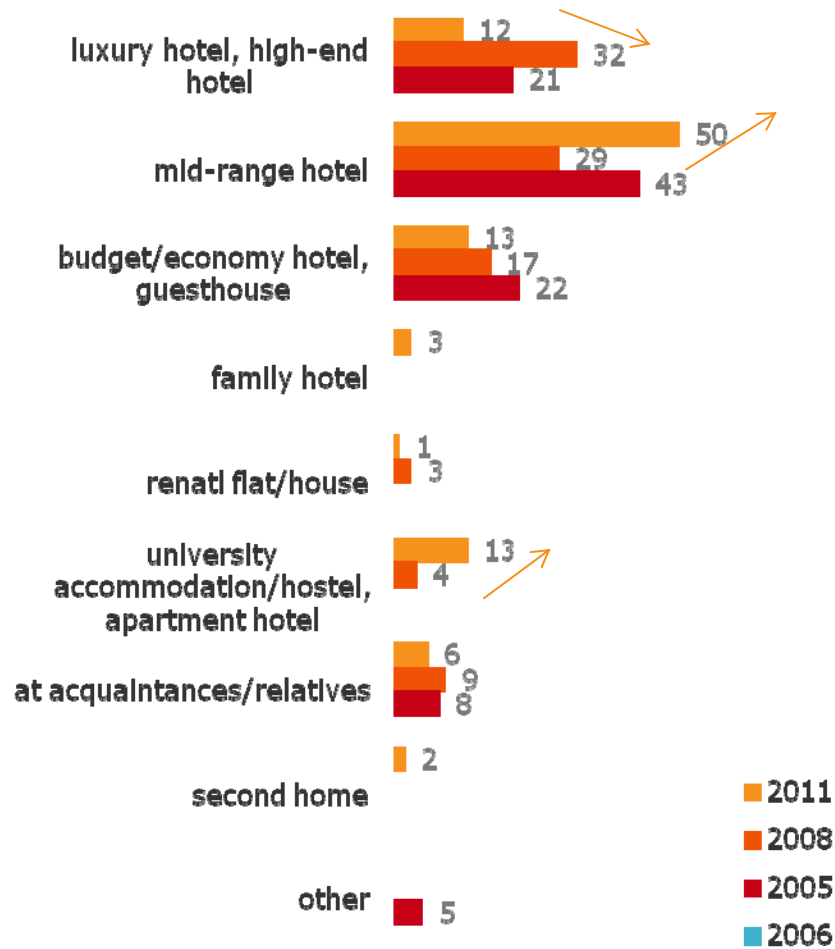
# Spending the night in Tallinn

## Spending the night in a mid-range hotel has increased considerably

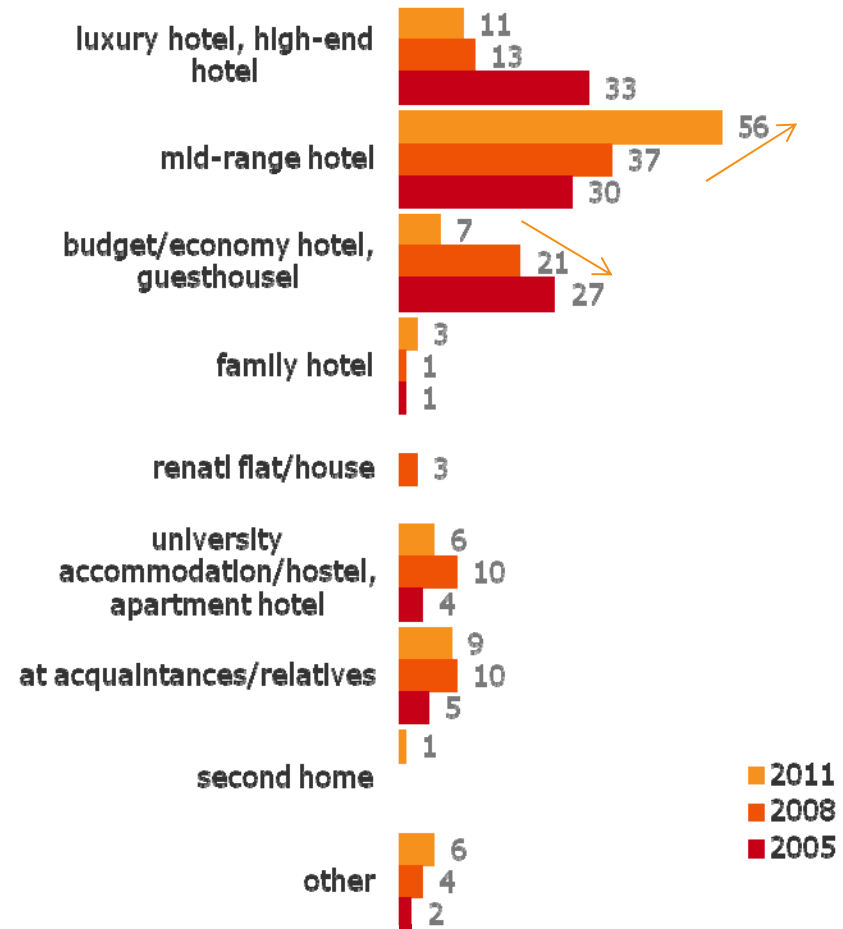


% of all visitors who have spent at least one night in Tallinn : United Kingdom, n=126; Germany, n=136

### United Kingdom



### Germany



Survey into foreign visitors to Tallinn 2005–2011



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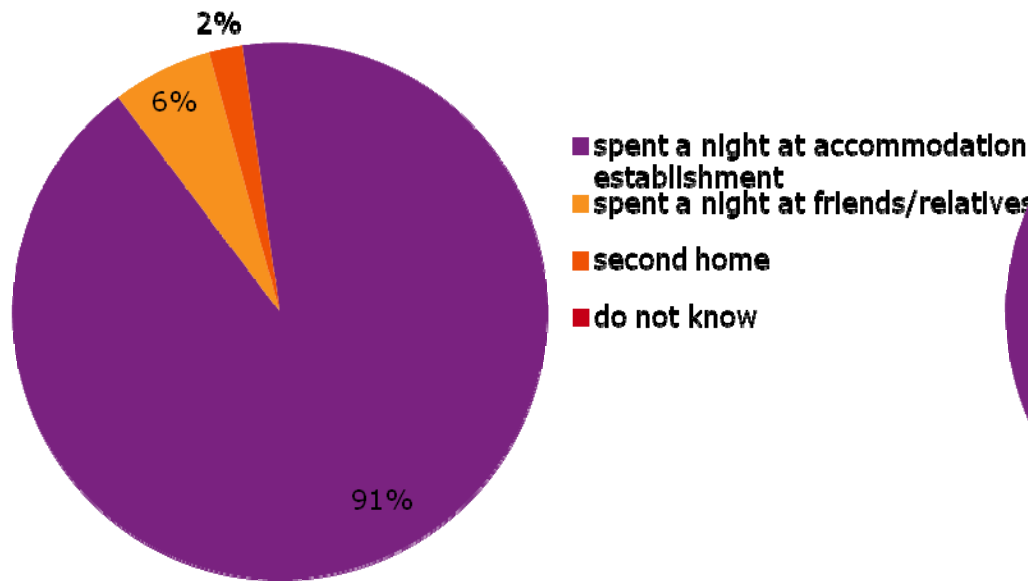
# Spending a night in Tallinn

## The majority spends a night in accommodation establishments

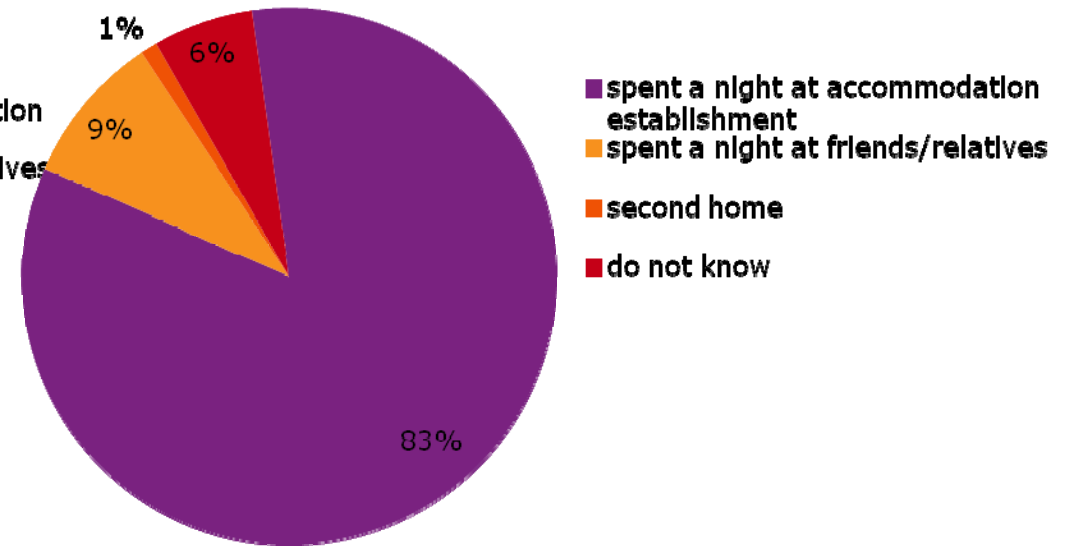


% of all visitors who have spent at least one night in Tallinn : United Kingdom, n=126; Germany, n=136

### United Kingdom



### Germany



## Planning a trip to Tallinn



# Sources of information on Tallinn

## Recommendation of friends/acquaintances is the most important source of information



% of all visitors: United Kingdom, n=128; Germany, n=137

### United Kingdom

### Germany



*The following sources were added to the list of 2011 survey: Travel portals and travel forums in the internet; Wish to visit friends, acquaintances relatives; Cheap holiday package for a short holiday; Business; A (cultural) event in Tallinn; Social media (Facebook, Twitter, etc).*

■ 2011

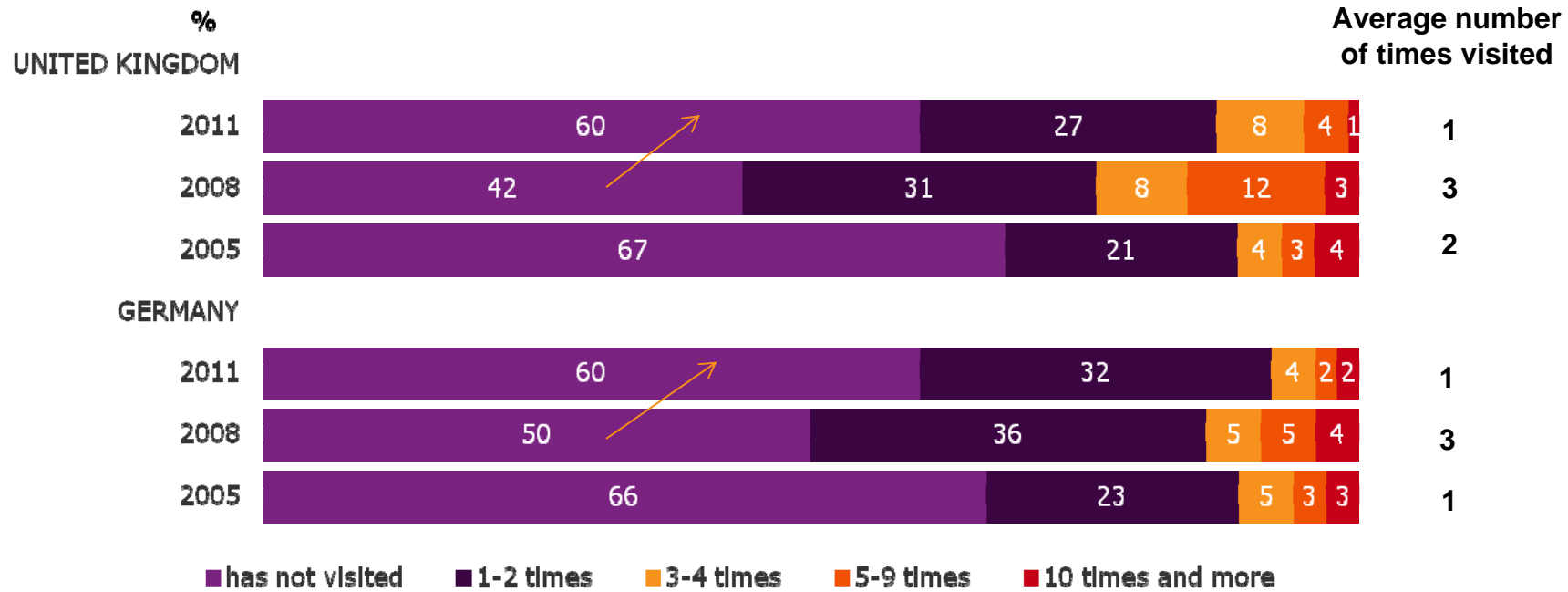
■ 2011

# The number of previous visits to Tallinn

## Number of first-time visitors is increasing



% of all visitors: United Kingdom, n=144; Germany, n=143



# Booking accommodation

## Booking made via the internet has significantly increased

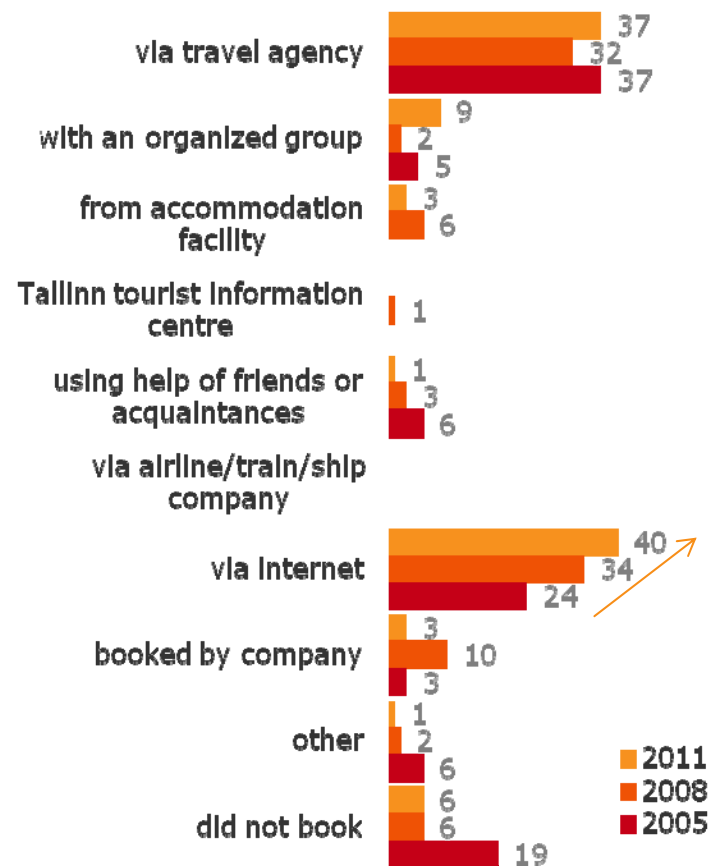


% of all visitors who spent at least one night in Tallinn and used accommodation: United Kingdom, n=115; Germany, n=120

### United Kingdom



### Germany



Survey into foreign visitors to Tallinn 2005–2011



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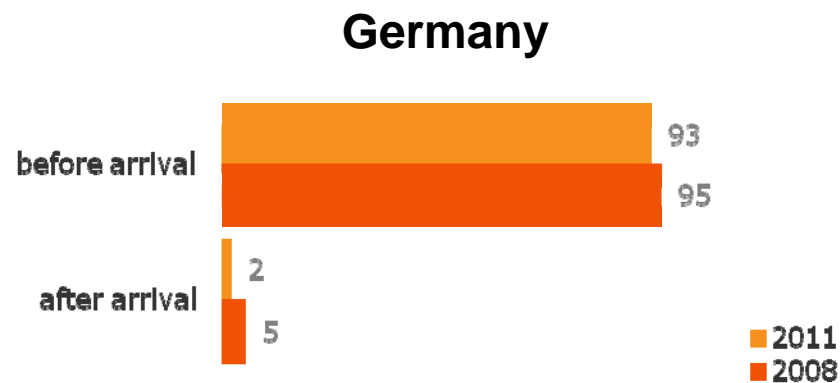
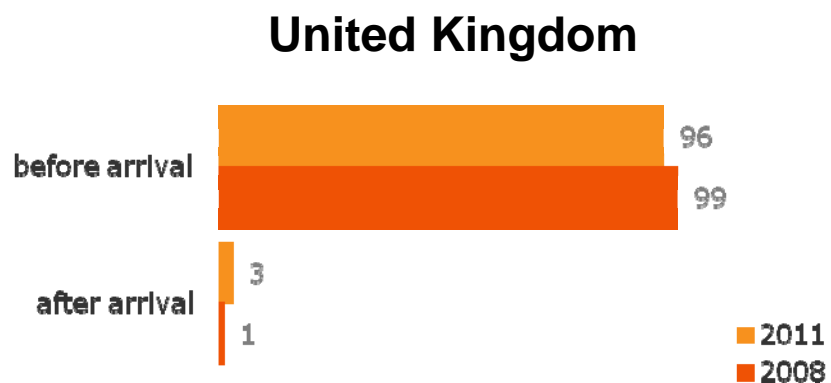




# Booking accommodation



% of all visitors who have spent at least one night in Tallinn; who booked accommodation and spent the night at accommodation facility : United Kingdom, n=115; Germany, n=112

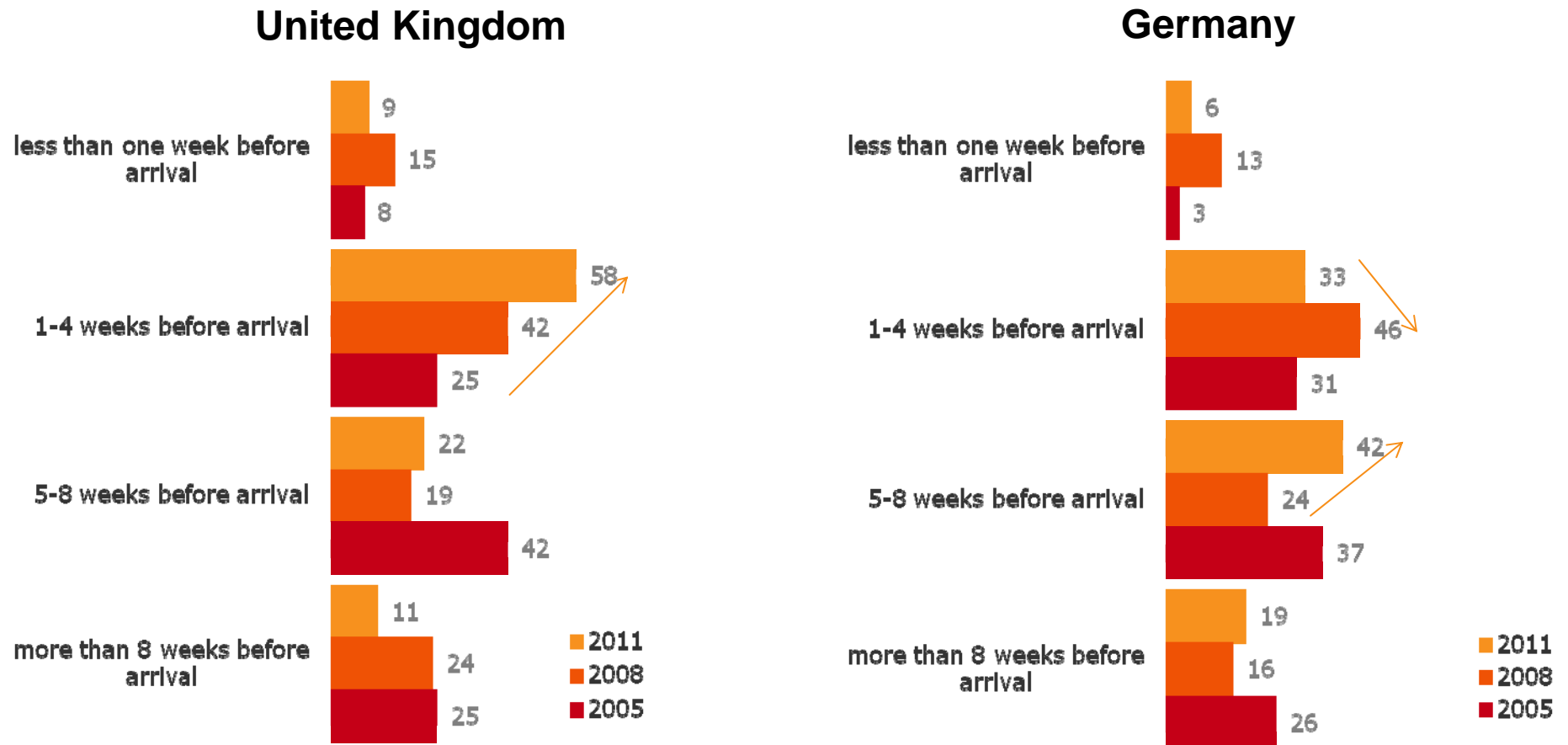


# Time of booking accommodation

## Visitors from Germany have begun booking accommodation earlier



% of all visitors who spent at least one night in Tallinn and booked accommodation before arrival in Tallinn : United Kingdom, n=110; Germany, n=104



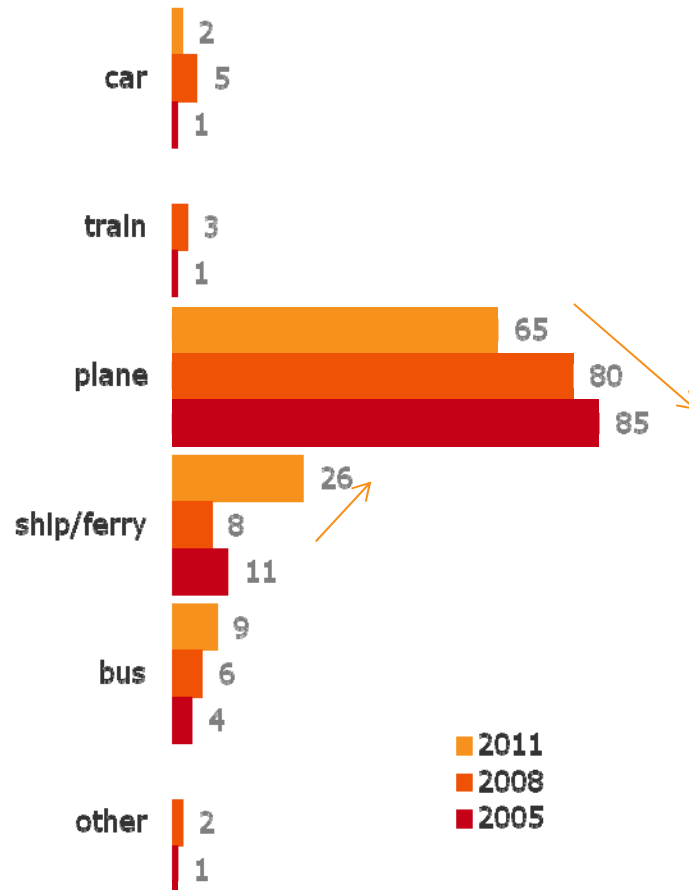
# Transport used to arrive in Tallinn

## Arrival by plane is rather decreasing

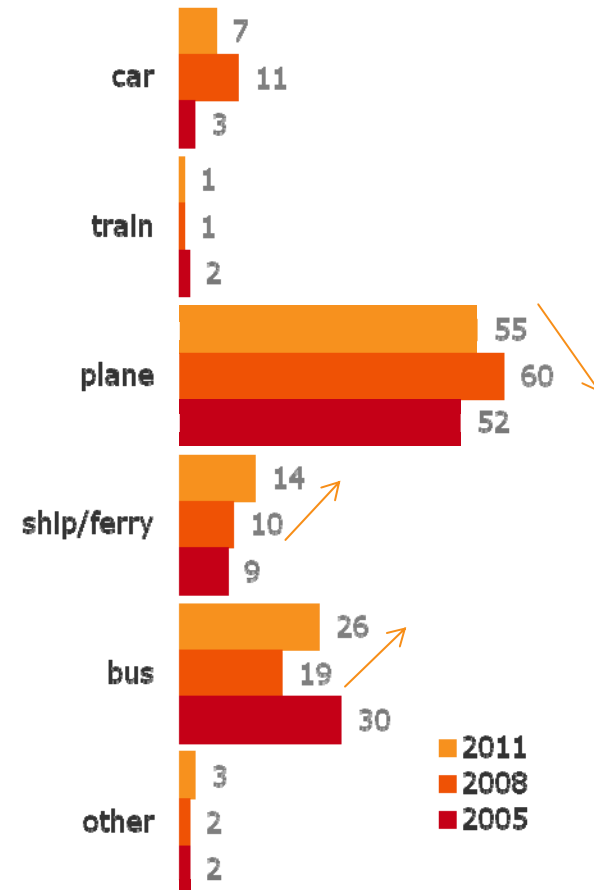


% of all visitors: United Kingdom, n=144; Germany, n=143

### United Kingdom



### Germany



Survey into foreign visitors to Tallinn 2005–2011

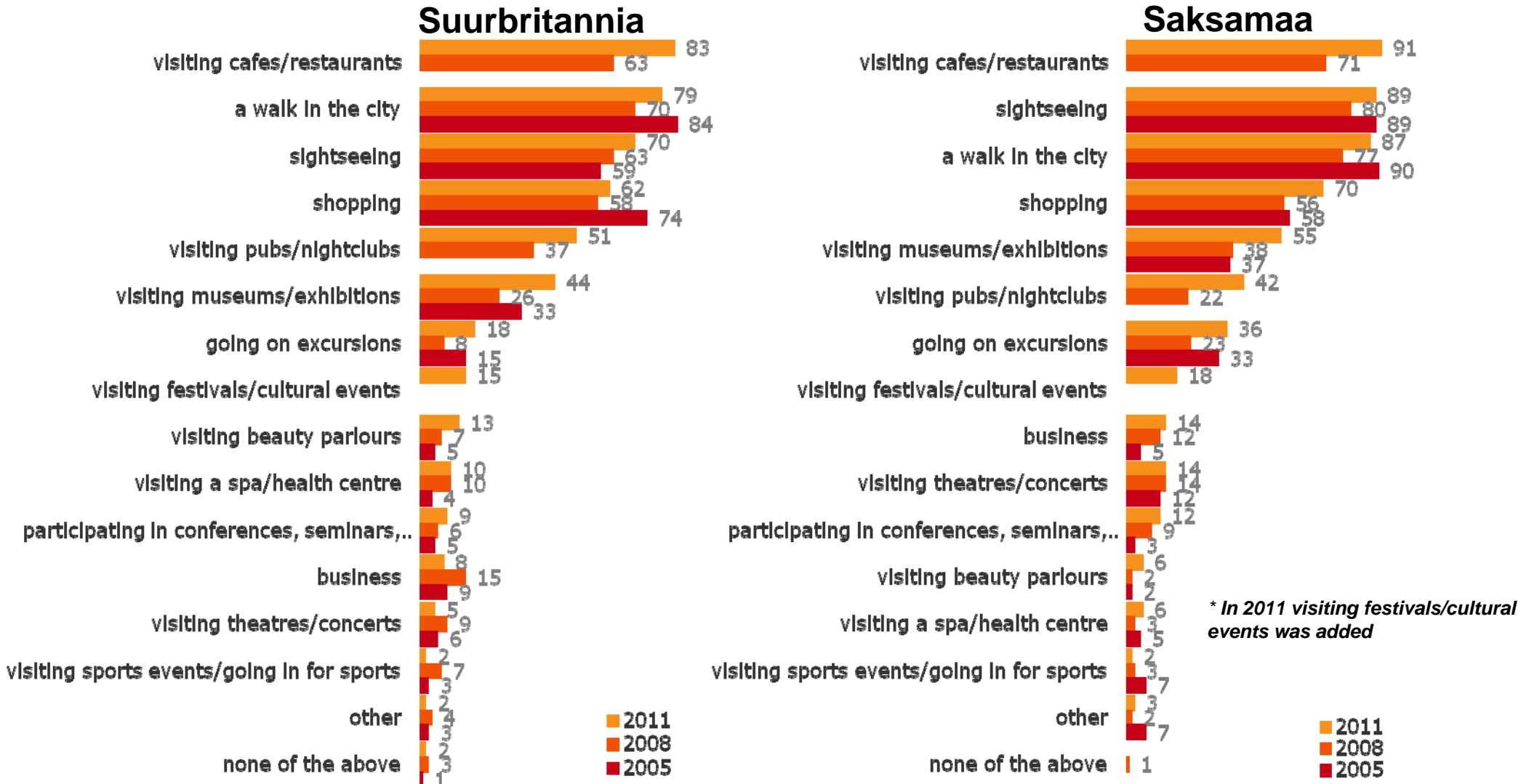
## Visiting Tallinn and impressions: British and German visitors





# Activities in Tallinn: visiting cafes/restaurants, walking and sightseeing

% of all visitors: United Kingdom, n=144; Germany, n=143



Survey into foreign visitors to Tallinn 2005-2011



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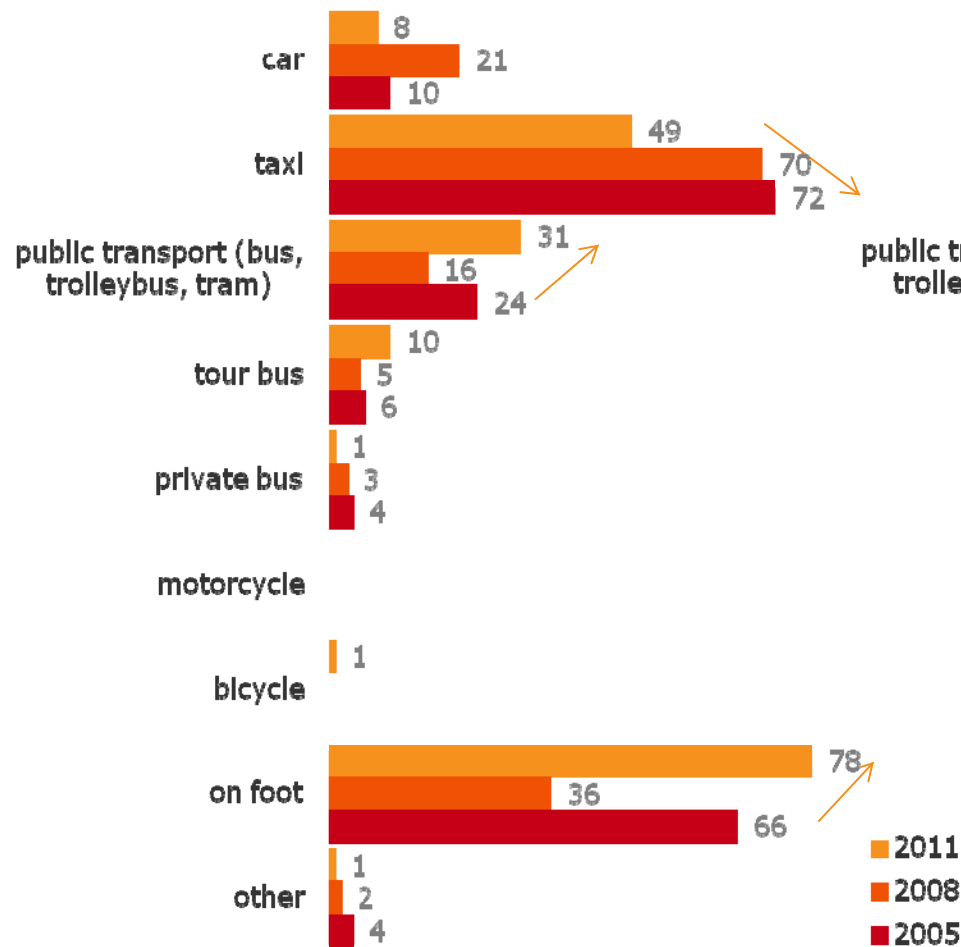
# Transport used in Tallinn



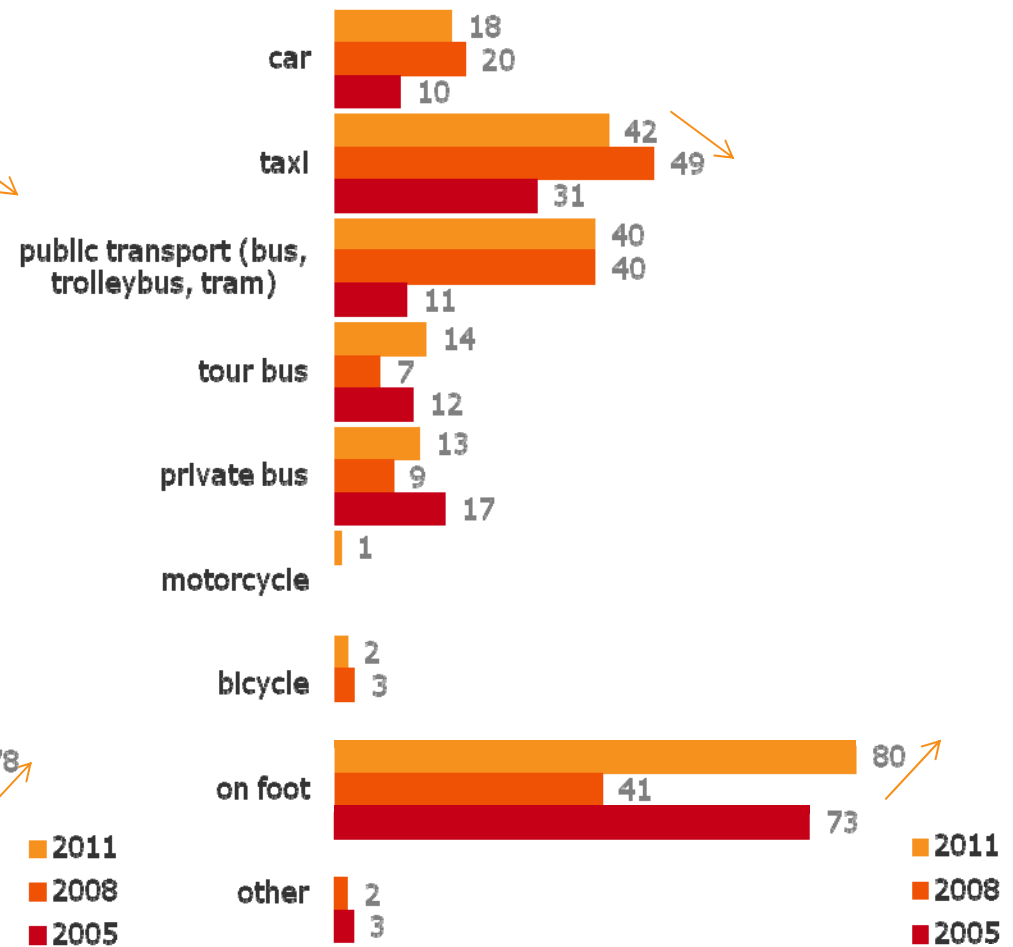
Moving around on foot has increased considerably, taking a taxi is losing popularity

% of all visitors: United Kingdom, n=144; Germany, n=143

## Suurbritannia



## Saksamaa



Survey into foreign visitors to Tallinn 2005-2011



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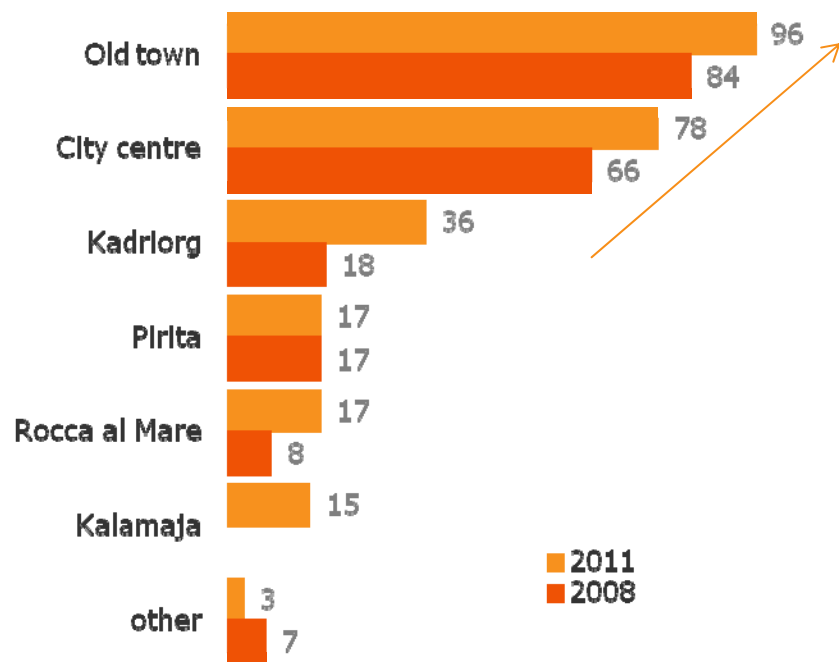
# Areas visited in Tallinn

Visitors' favourites are the old town and city centre, visiting other areas is gaining popularity

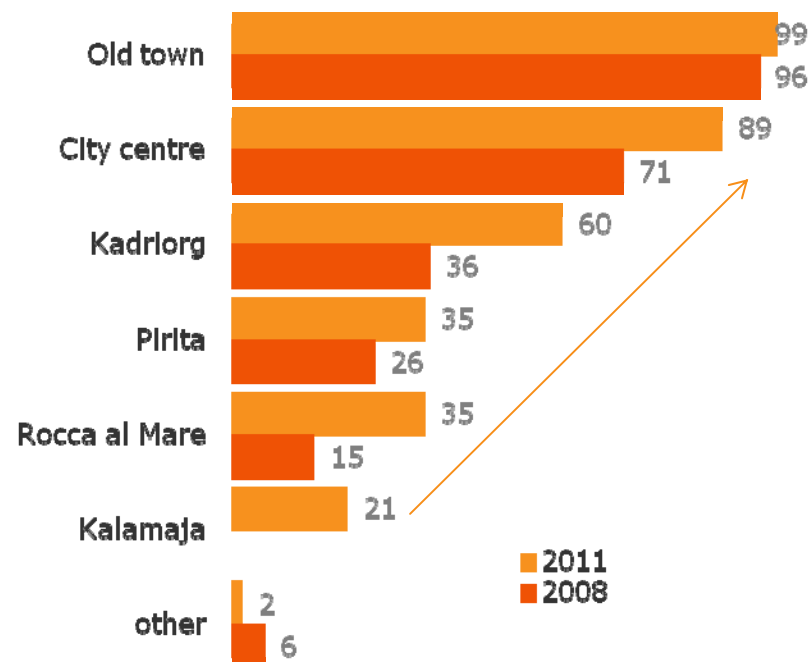


% of all visitors: United Kingdom, n=144; Germany, n=143

## United Kingdom



## Germany



# Image of Tallinn



Average evaluations on a 4-point-scale, where 1=minimum and 4=maximum

## United Kingdom

## Germany



Survey into foreign visitors to Tallinn 2005-2011



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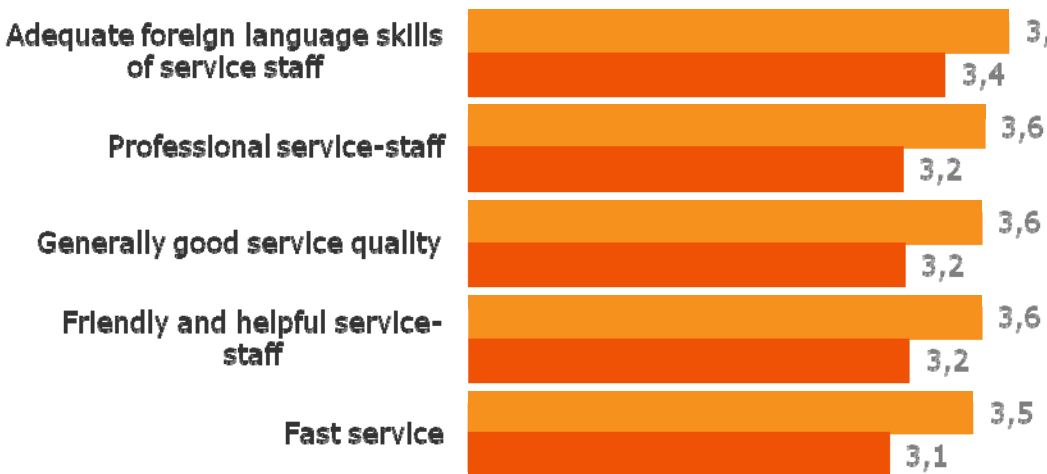
# Service culture in Tallinn

## Average evaluations are positive



Average evaluations on a 4-point-scale, where 1=minimum and 4=maximum

### United Kingdom



### Germany



# Positive and negative sides of Tallinn

## United Kingdom



*The following summarizes the respondents' open-end comments to questions ...*

<i>Would you like to comment on Tallinn – something you are <u>very satisfied</u> with or what was <u>the most positive</u> thing in Tallinn?</i>	<i>Would you like to comment on something that you are <u>dissatisfied</u> with or something that <u>could be better</u> in Tallinn?</i>
Old town	Dirty and slippery streets
Positive experience with Estonians	Prices have increased
Restaurants, pubs, bars	Unfriendly, rude service staff
Nightclubs and casinos	Bad traffic, too few traffic lights
Toompea	Language problem
Other parts of old town, towers, the wall, roofs, etc	Cold, bad weather
Shops, boutiques, shopping centres, department stores	Not enough toilets on the streets
Art centres, museums	Very expensive public transport, euro-bills
Cultural events and -venues	Concerning hotels
Hotels, spas	Dirty and bad public transport
Harbour, airport, train station	
Kadriorg, Kadriorg castle	
The sea, beautiful nature, parks	
Cheap prices	

# Positive and negative sides of Tallinn

## Germany



**The following summarizes the respondents' open-end comments to questions ...**

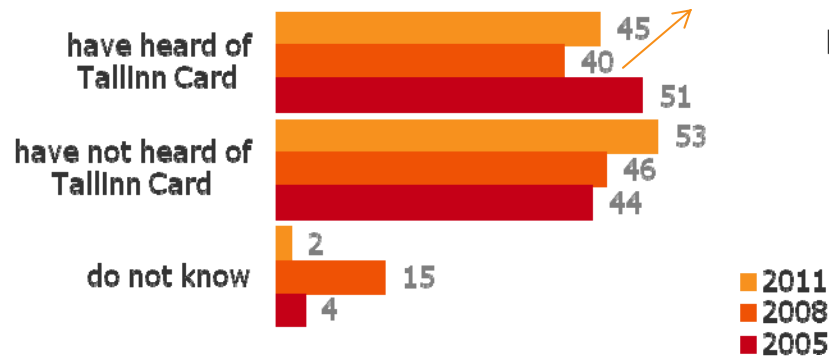
<i>Would you like to comment on Tallinn – something you are <u>very satisfied with</u> or what was <u>the most positive thing in Tallinn?</u></i>	<i>Would you like to comment on something that you are <u>dissatisfied with</u> or something that <u>could be better in Tallinn?</u></i>
Old town	Unfriendly and rude service staff
Positive experience with Estonians	Dirty and slippery streets
Nightclubs and casinos	Prices have increased
Other parts of old town, towers, the wall, roofs, etc	Language problem
Restaurants, pubs, bars	Not enough toilets on the streets
Toompea	Nothing bad / cannot say
Shops, boutiques, shopping centres, department stores	Bad traffic, not enough traffic lights
Art centres, museums	Dirty and bad public transport
Cultural events and -venues	Not safe, many pickpockets
Hotels, spas	Communist-time buildings
Kadriorg, Kadriorg castle	Difficult to move around for the disabled, obstacles
churches	
Parts of Tallinn	
Big events	

# Information on Tallinn Card and its usage

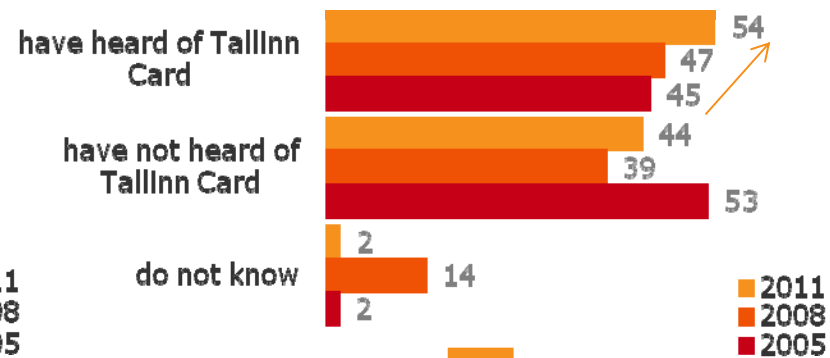
% of all visitors: United Kingdom, n=144; Germany, n=143



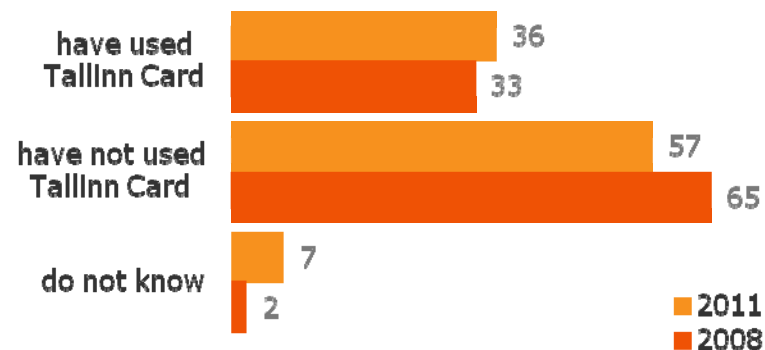
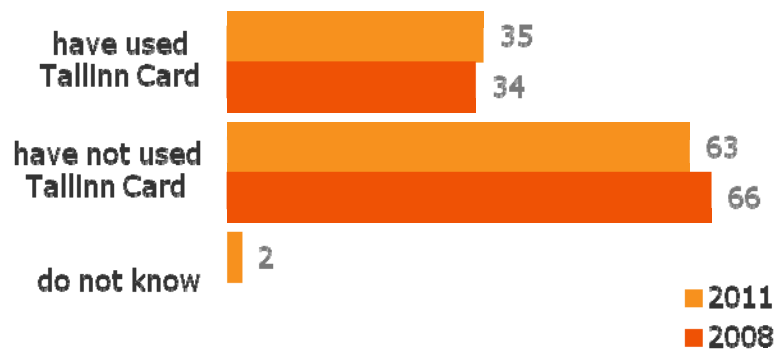
## United Kingdom



## Germany



% of all visitors who have spent the night away from home during the trip



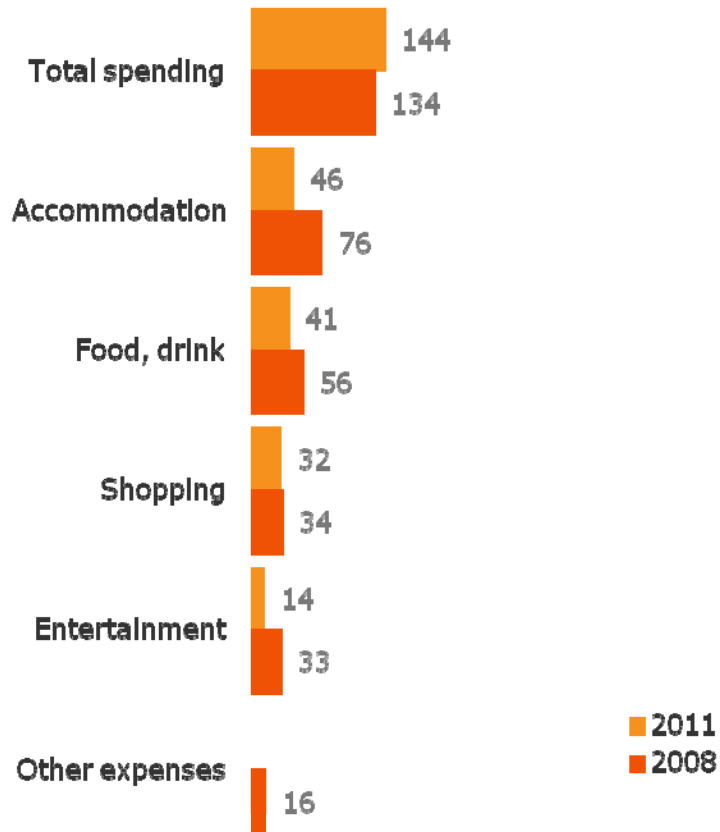
Survey into foreign visitors to Tallinn 2005-2011

# Average spending per person per day

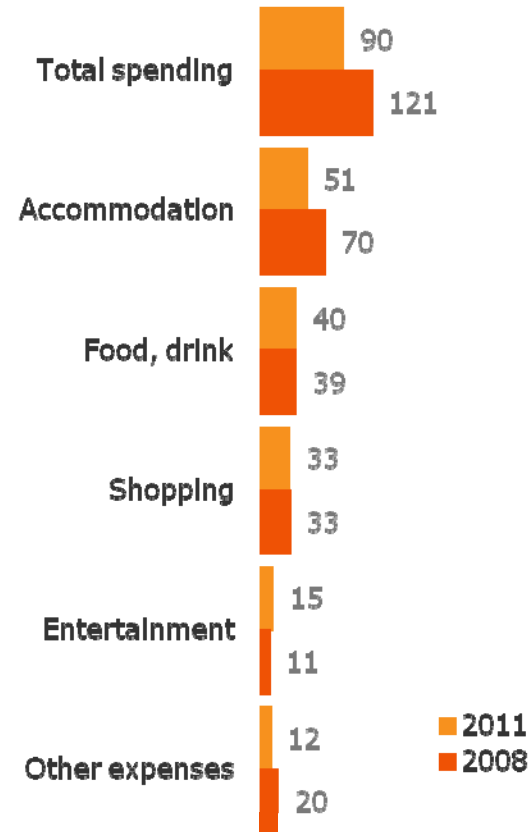
Average spending per person per day



## United Kingdom



## Germany



\*Spending: average spending among those who named the respective cost.

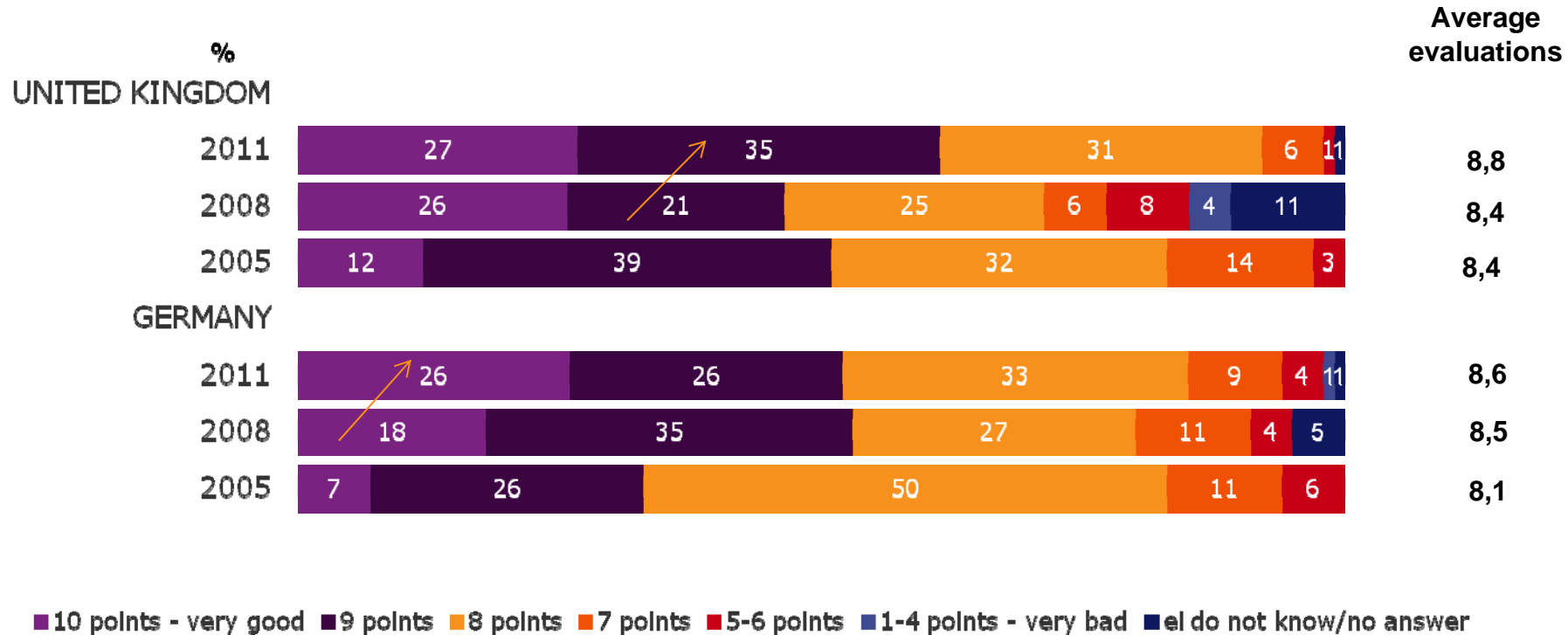
*\*in order for the results to be comparable, results of 2008 have been recalculated into Euros*

# Evaluation of overall impressions on trip to Tallinn

## Average evaluations are continuing to increase



% of all visitors: United Kingdom, n=144; Germany, n=143

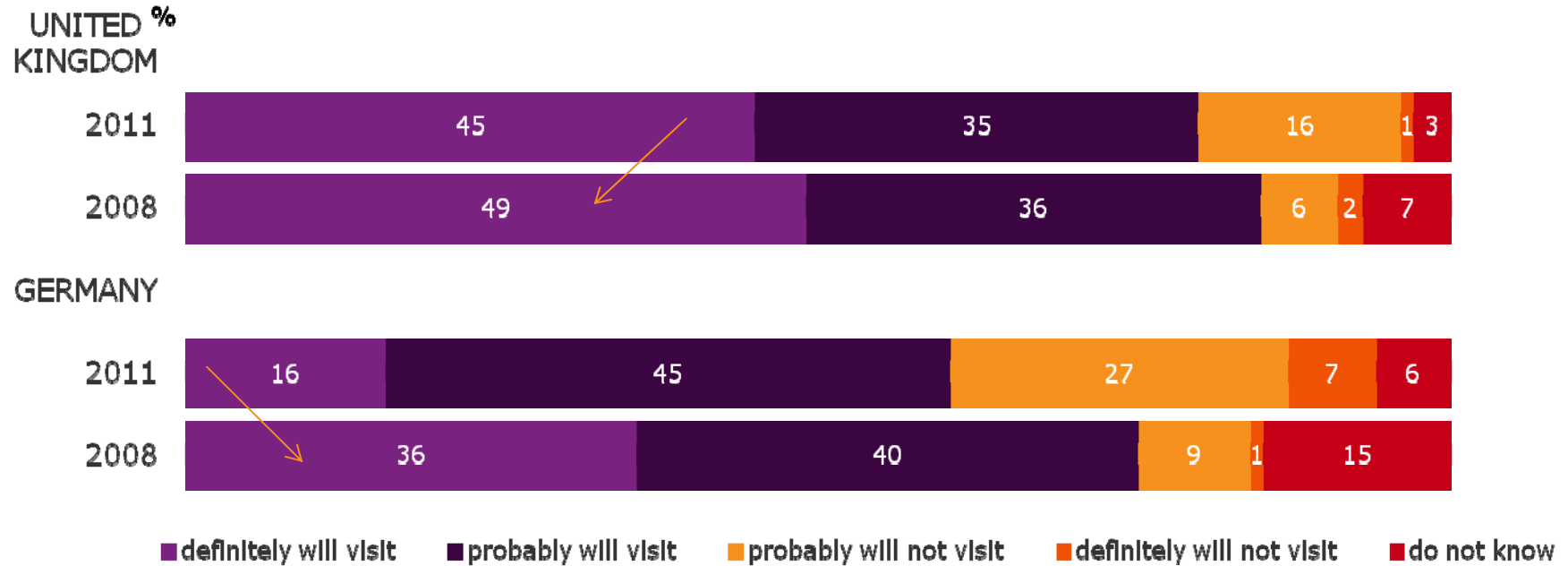


# Likelihood of visiting Tallinn again

## Certainty to visit again has slightly fallen, especially among German visitors



% of all visitors: United Kingdom, n=144; Germany, n=143

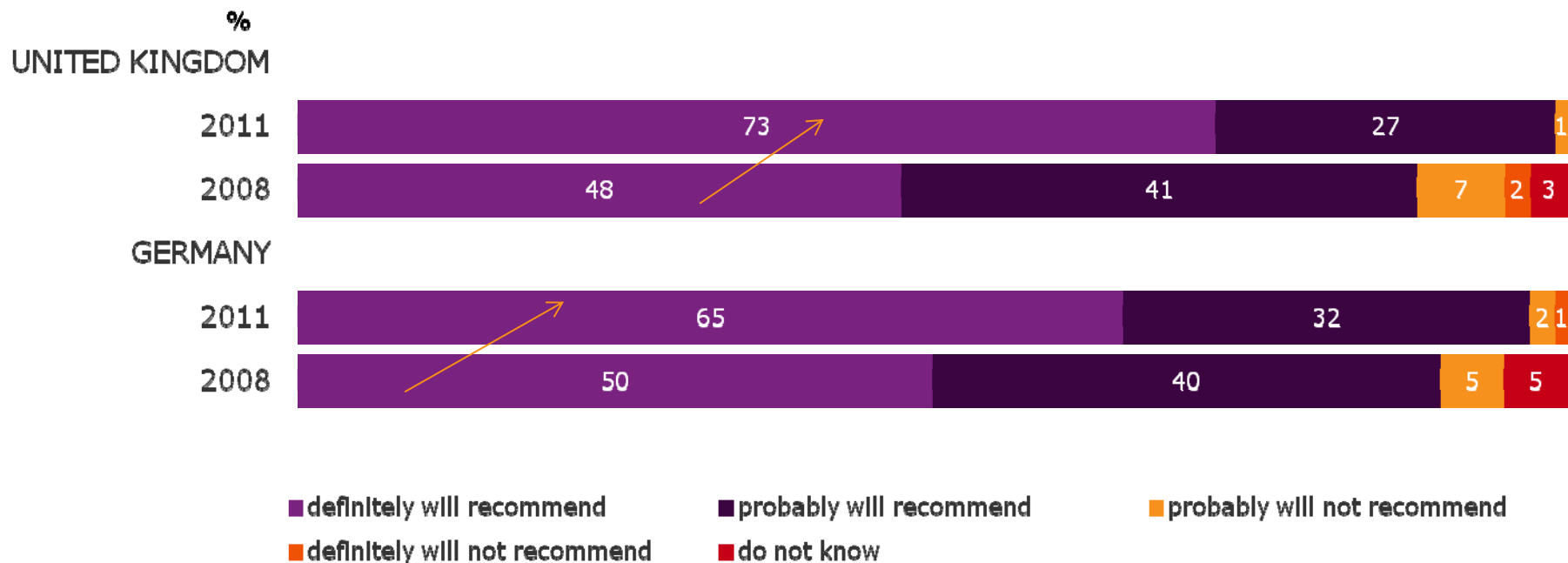


# Recommendation communication

## Nearly all foreign visitors would recommend visiting Tallinn to their friends/acquaintances



% of all visitors: United Kingdom, n=144; Germany, n=143



Survey into foreign visitors to Tallinn 2005-2011



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## Appendices 2011





- The general population of the survey included all foreign tourists who visited Tallinn in 2011. Altogether, 1751 foreign visitors were interviewed during the survey, 1522 of whom were non-cruise voyagers and 169 cruise voyagers. This year also included turnaround tourists, who accounted for 60 respondents.
- While compiling the sample, respondents were divided according to country of origin and aimed at covering all Tallinn's priority target markets with a sufficient number of respondents. The priority target markets include Finland, Sweden, Norway, United Kingdom, Germany, Russia and Latvia.
- The division of the sample was based on the 2009. statistics of foreign visitors who stayed in Tallinn accommodation establishments. The respondents were divided as follows :
  - by months, thus taking into consideration the seasonal differences of travellers (i.e. interviews took place during all months, different weeks of a month and on all days of the week);
  - by locations of interview, whereas the main ways of arrival in terms of countries of origin were taken into consideration. The main places of interview were Tallinn Airport, Port of Tallinn, Tallinn bus terminal and railway station as well as border crossings in Ikla and Narva.



## ■ Size of the United Kingdom sample:

- 2011 – 144 visitors
- 2008 – 114 visitors
- 2005 – 94 visitors
- 2004 – 95 visitors

- In 2011, 55% of the visitors from the United Kingdom were interviewed at the airport, 36% in the harbour, 9% at Ikla border crossing (2008: 79% at the airport, 9% in Ikla, 7% in the harbour, 2% on the street. 1% in Narva and 1% elsewhere).
- The proportion of foreign visitors from the United Kingdom has slightly increased in 2011, accounting for 5% of all visitors (4% in 2008 and 3% in 2005).

## ■ Size of the German sample:

- 2011 – 143 visitors
- 2008 – 122 visitors
- 2005 – 115 visitors
- 2004 – 126 visitors

- In 2011, 55% if the visitors from Germany were interviewed at the airport, 27% in the harbour and 17% at Ikla border crossing (in 2008: 68% at the airport, 19% in Ikla and 13% in the harbour).
- The proportion of German visitors has slightly increased compared to previous periods, accounting for 6% of all visitors (5% in 2008 and 4% in 2005).

# Sample methodology 2011 (3)



- The sample of the survey is based on quota sampling. The quotas include the country of origin of the respondent, place of conducting the interview (or the “exit gate” from Tallinn) and the proportion of cruise voyagers.
- Here follows the division of planned and actual sample in accordance with countries and “exit gates (H – harbour, A – airport, L – land).

## Planned sample (2011)

	S	L	M	Kokku
Finland	395	25	0	420
Sweden	155	55	0	210
Norway	20	94	11	125
United Kingdom	35	90	10	135
Germany	33	80	22	135
Russia	23	40	137	200
Latvia	2	34	64	100
Other countries	80	50	45	175
Total:	743	468	289	1500

## Actual sample (2011)

	S	L	M	Kokku
Finland				
Sweden	369	30	0	399
Norway	149	60	0	209
United Kingdom	31	83	17	131
Germany	53	78	13	144
Russia	40	79	24	143
Latvia	35	42	132	209
Other countries	12	24	63	99
Total:	84	55	49	188
Finland	773	451	298	1522



- The survey was conducted in the form of personal interviews using PAPI method (*Paper and Pencil Interviewing*). The average duration of one interview was 20 minutes. When needed, the interviewer used answer cards.
- The interviews were conducted in Finnish, English, Russian, German and Swedish
- The quality of filling in the questionnaires and data-entry was guaranteed by the following measures:
  - after the monthly interview period had ended, **the completion of paper questionnaires** was visually verified by fieldwork manager of TNS Emor;
  - the visually verified paper questionnaires were entered with the help of a specialised entry programme. The entry programme was developed with the help of Ci3 software;
  - **Mechanical verification** of the quality of the completed questionnaires was conducted in the entry programme – the programme used filters, cycles, intervals of responses and means of checking the logic of the responses. The means described above also help to avoid errors during data-entry. By using the numbering of the questionnaires, the program ensures that no questionnaire is entered twice.
- The interviews were conducted by 10 interviewers of AS Emor who had received respective training. All in all, the interviewers made 2893 contacts (within the main survey) and from those:
  - the interview was conducted in 1523 cases
  - the quota was full in 624 cases
  - 268 did not belong to the target group
  - 478 refused the contact.
- In year 2011 and January 2012, the interview periods were the following: 26 January – 2 February, 17 – 25 February, 8 – 15 March, 11 – 18 April 20 – 27 May, 11 – 18 June, 3 – 12 July, 24 – 31 August, 15 – 23 September, 21 – 28 November, 11 – 20 December, 2 – 9 January, 2012.
- Cruise voyagers were interviewed during the May, June, July and August interview periods.
- Turnaround tourists were interviewed during all turnaround trips which took place in Estonia in year 2011: June 5, July 3, August 14 and 28 and September 11.

# Data collection statistics



Place of interview	
harbour	1002
airport	451
Ikla border crossing	171
Narva border crossing	114
Train station	12

Month of interview	
January	66
February	77
March	114
April	93
May	136
June	258
July	253
August	214
September	229
October	118
November	156
December	37

Day of the week of interview	
Monday	184
Tuesday	221
Wednesday	185
Thursday	194
Friday	277
Saturday	292
Sunday	338

Time of conducting the interview	
until 12.00	294
12.00 - 14.00	414
14.00 - 17.00	567
after 17.00	407

Weather on the day the interview was conducted	
windy	654
cold	298
sunny	803
rainy	246
cloudy, dry	316

# Data weighing (1)



In the current report, data has been weighed according to the following weighing methods:

## **I weighing method:**

Since May the 1st 2004, the number of nights spent in Tallinn's official accommodation has been used as the means of the country's statistics. Those who had free accommodation and one-day travellers have been added to the country's statistics (proportions in terms of countries according to the 2011 survey data on foreign visitors to Tallinn).

## **II weighing method:**

In addition to the country's statistics and the results on free accommodation and one-day visitors, statistics on cruise voyagers (provided by Port of Tallinn) have also been taken into consideration while weighing.

In order for the results to be comparable, data has been presented using weighing method I, but evaluations on the population (i.e. evaluations on the number and inter-nationality proportions of foreign visitors to Tallinn) have been presented using weighing method II.

Here follow the tables containing overall numbers that serve as the basis for weighing data (method II).

## Data weighing (2)



NUMBER OF ACCOMMODATED FOREIGN VISITORS, year 2011 (Statistics Estonia)					
	2011 I Q	2011 II Q	2011 III Q	2011 IV Q	TOTAL
<b>Finland</b>	93988	164668	178675	158122	595453
<b>Sweden</b>	9036	18850	21722	14373	63981
<b>Russia</b>	38136	30346	33923	40261	142666
<b>Latvia</b>	8180	11516	12526	12283	44505
<b>United Kingdom*</b>	8986	18923	22355	14116	64380
<b>Germany</b>	4914	23173	36149	8972	73208
<b>Norway</b>	6085	12478	14311	12580	45454
<b>Spain*</b>	1230	5388	15006	2488	24112
<b>Other countries (incl. Spain)</b>	33924	91872	127735	50583	304114
<b>Total countries of residents (excl. Estonia)</b>	203249	371826	447396	311290	1333761

EVALUATIONS TO THE TOTAL NUMBER OF FOREIGN VISITORS TO TALLINN in 2011, ACCOMMODATION (excl. cruise)			
	paid + free accommodation	one-day visitors	TOTAL
<b>Finland</b>	634811	496759	1131570
<b>Sweden</b>	71808	36174	107982
<b>Norway</b>	49033	4033	53066
<b>United Kingdom</b>	69902	9986	79888
<b>Germany</b>	87990	4534	92524
<b>Russia</b>	217479	81667	299146
<b>Latvia</b>	69107	6918	76025
<b>Spain</b>	26791	5371	32162
<b>Other countries</b>	325206	83858	409064
<b>Total:</b>	1552127	729300	2281427

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# Data weighing (3)



<b>EVALUATIONS ON THE OVERALL NUMBER OF VISITORS TO TALLINN, year 2011, seasonality (excl. cruise voyagers)</b>					
	<b>I quarter</b>	<b>II quarter</b>	<b>III quarter</b>	<b>IV quarter</b>	<b>TOTAL</b>
<b>Finland</b>	178610	312927	339546	300487	1131570
<b>Sweden</b>	15250	31814	36660	24258	107982
<b>Norway</b>	7104	14567	16708	14687	53066
<b>United Kingdom</b>	11151	23481	27740	17516	79888
<b>Germany</b>	6211	29287	45687	11339	92524
<b>Russia</b>	79965	63630	71131	84420	299146
<b>Latvia</b>	13973	19673	21397	20982	76025
<b>Spain</b>	1641	7187	20015	3319	32162
<b>Other countries</b>	45631	123577	171817	68039	409064
<b>Total:</b>	<b>359536</b>	<b>626143</b>	<b>750701</b>	<b>545047</b>	<b>2281427</b>

<b>Comparison of weighed and unweighed samples 2011, no cruise voyagers</b>						
	<b>Evaluation to overall population</b>	<b>% of population</b>	<b>Weighed results</b>	<b>% of weighed sample</b>	<b>Unweighed results</b>	<b>% of unweighed sample</b>
<b>Finland</b>	1131570	50%	729	50%	399	26%
<b>Sweden</b>	107982	5%	70	5%	209	14%
<b>Norway</b>	53066	2%	34	2%	131	9%
<b>United Kingdom</b>	79888	4%	51	3%	144	9%
<b>Germany</b>	92524	4%	59	4%	143	9%
<b>Russia</b>	299146	13%	193	13%	209	14%
<b>Latvia</b>	76025	3%	49	3%	99	7%
<b>Spain</b>	32162	1%	21	1%	12	1%
<b>Other countries</b>	409064	18%	263	18%	176	12%
<b>Total:</b>	<b>2281427</b>	<b>100%</b>	<b>1469</b>	<b>100%</b>	<b>1522</b>	<b>100%</b>

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## Further information



- The following people participated and were responsible at different stages of the research:

The client: Karen Alamets

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