

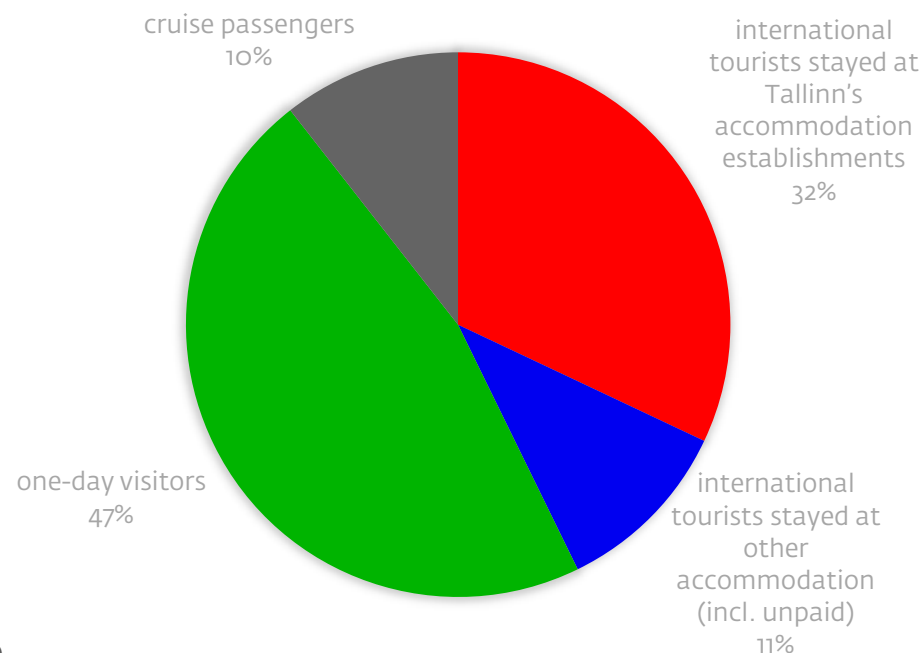
Overview of tourism trends in Tallinn

Half-Year Report 2018

Visits of foreign residents to Tallinn, January - June 2018

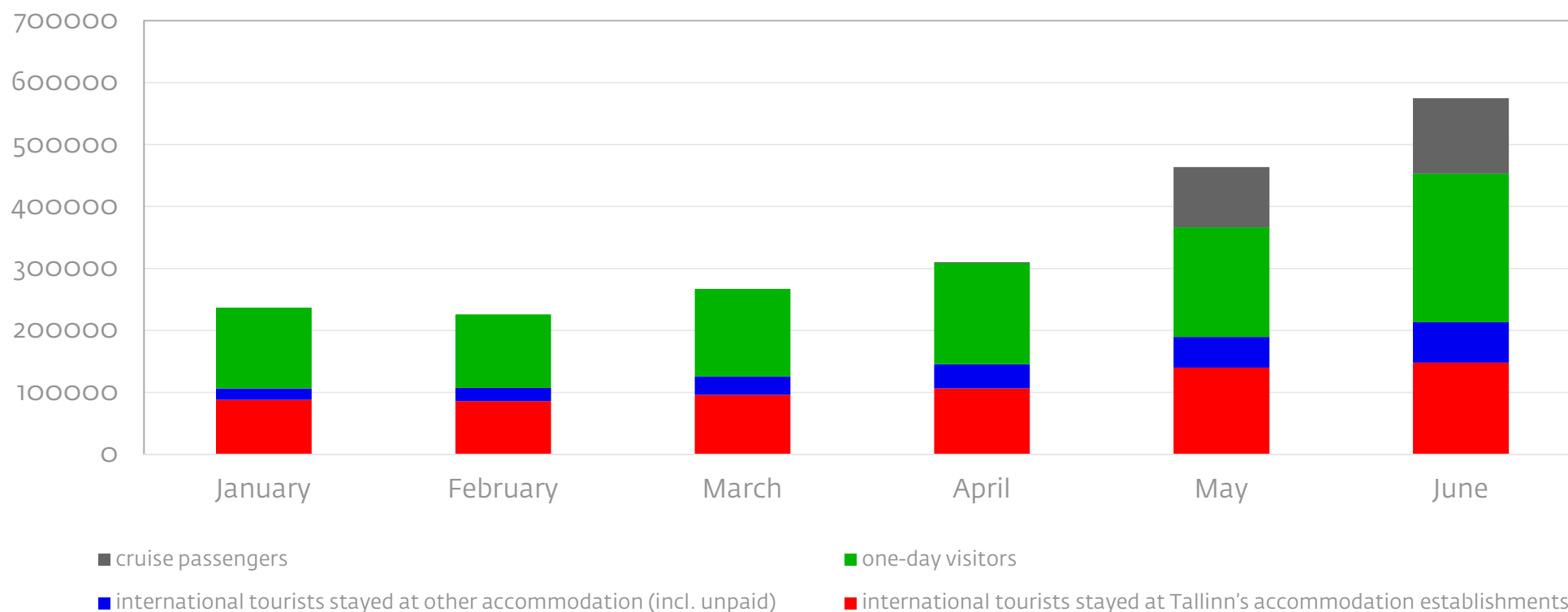
N= 2 079 700

- Residents of foreign countries made 2, 079, 700 visits to Tallinn, which means a 3% increase compared to the same period last year.
- Of all the foreign visitors to Tallinn, 889 100 stayed overnight . Of those, 75% stayed in accommodation establishments in Tallinn and 25% stayed with other accommodation providers or with friends and relatives.
- Multi-day visits had the average duration of 2.90 days.
- 1,188,100 foreign visitors were same-day visitors, approximately 220 000 of them arriving on cruise ships.



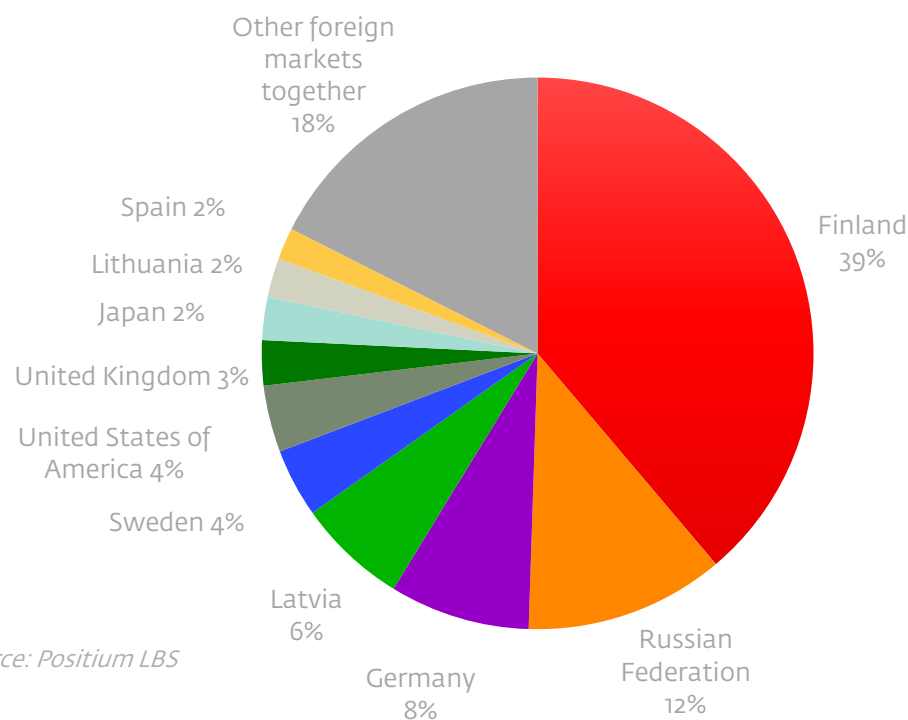
Source: Positium LBS, Statistics Estonia, Port of Tallinn (2018)

Visits of foreign residents to Tallinn, January - June 2018

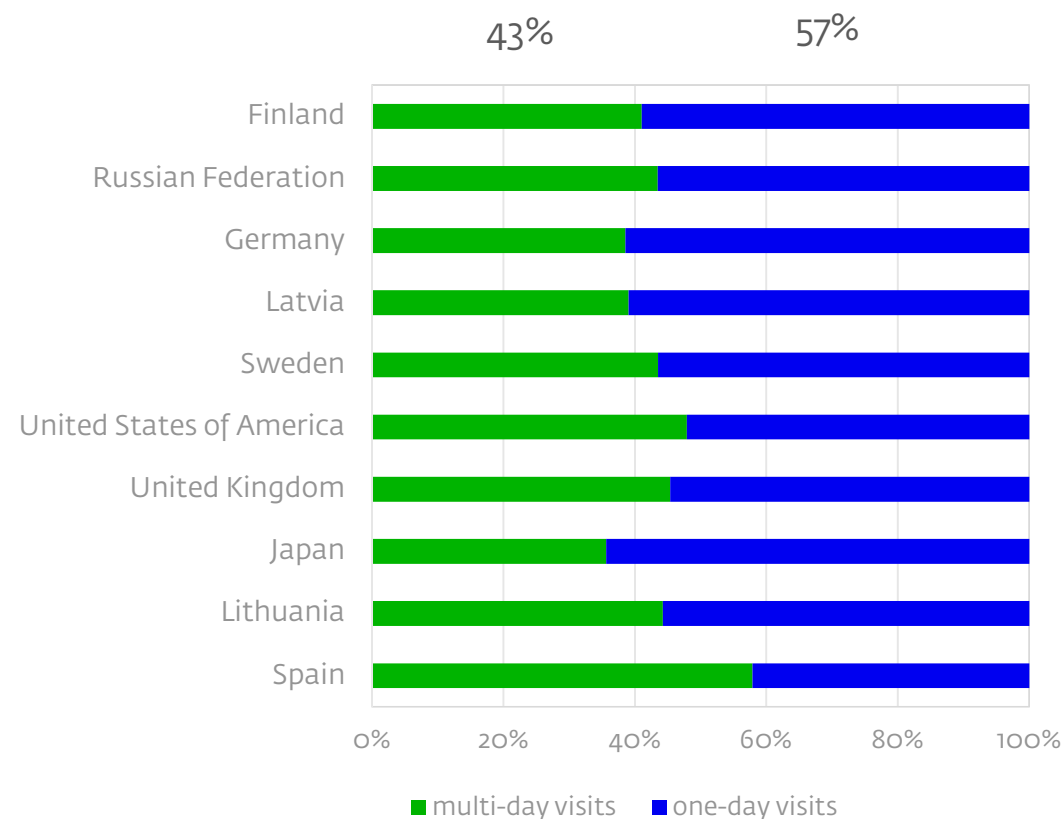


Visits of foreign residents to Tallinn by country, January - June 2018

N=2 079 688



Source: Positium LBS



Tourism trends in Tallinn 2018 (Q1+Q2/2018)

Visit Tallinn

Accommodated tourists and overnight stays, January – June 2018

- According to Statistics Estonia, **784 690 tourists** stayed in accommodation establishments in Tallinn (+1% or +5,094 people compared to the same period last year)
Incl.:
 - international tourists: 666 085 (0%)
 - domestic tourists: 118 605(+3%)
- Tourists spent **1 449 380 nights** in Tallinn's accommodation establishments (+4% or +61,502 nights compared to the same period last year).
Incl.:
 - overnight stays by international tourists: 1,238 937 (+4% or +36,845 nights)
 - overnight stays by domestic tourists: 210,443 (+8% or +6,767 nights)
- The tourists average length of the trip was **1.85 nights** (+4%).
 - International tourists spent an average of 1.86 nights (+3%)
 - Domestic tourists spent an average of 1.77 nights (+5%)

Accommodated tourists in Tallinn, January - June

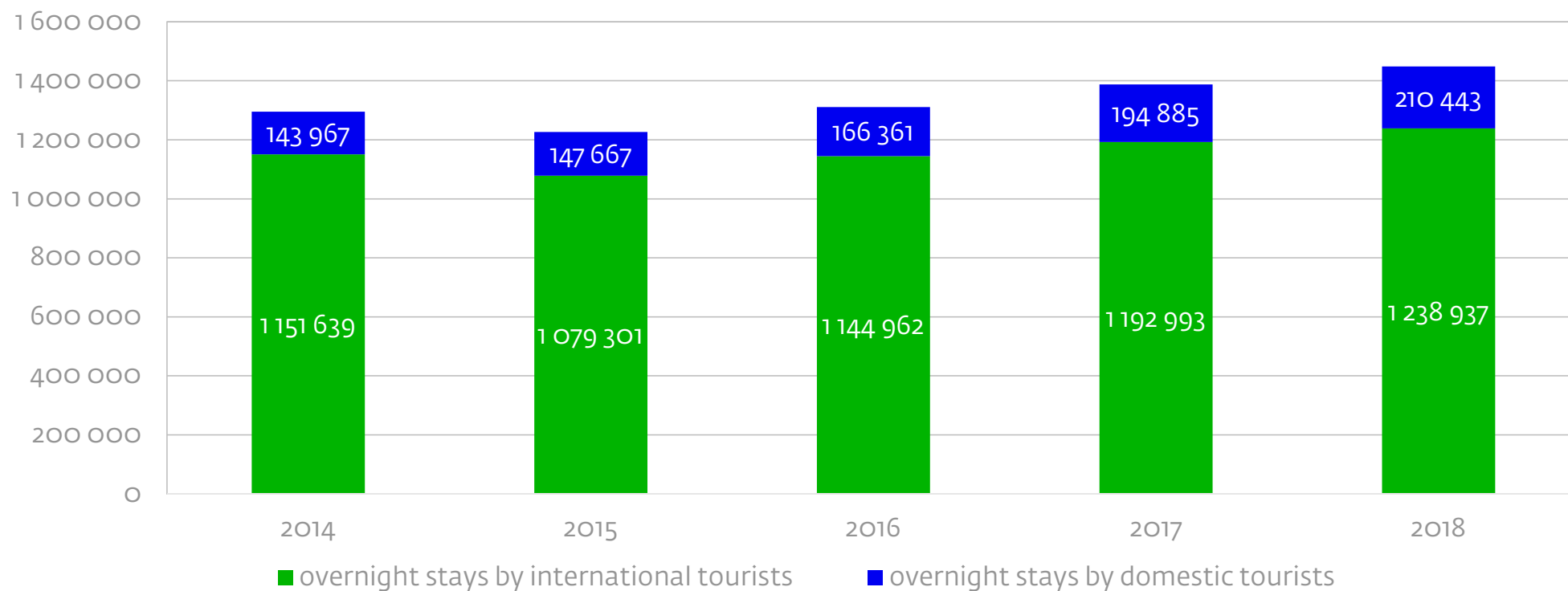


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1+Q2/2018)

Visit **Tallinn**

Overnight stays of tourists accommodated in Tallinn, January - June

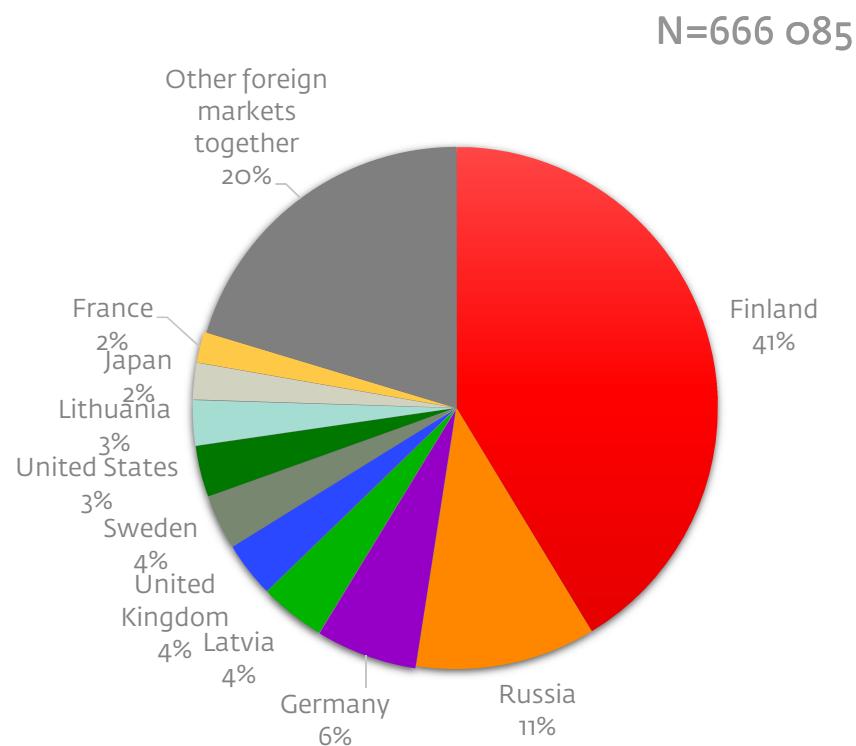


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1+Q2/2018)

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Accommodated international tourists in Tallinn, (TOP10) January - June 2018



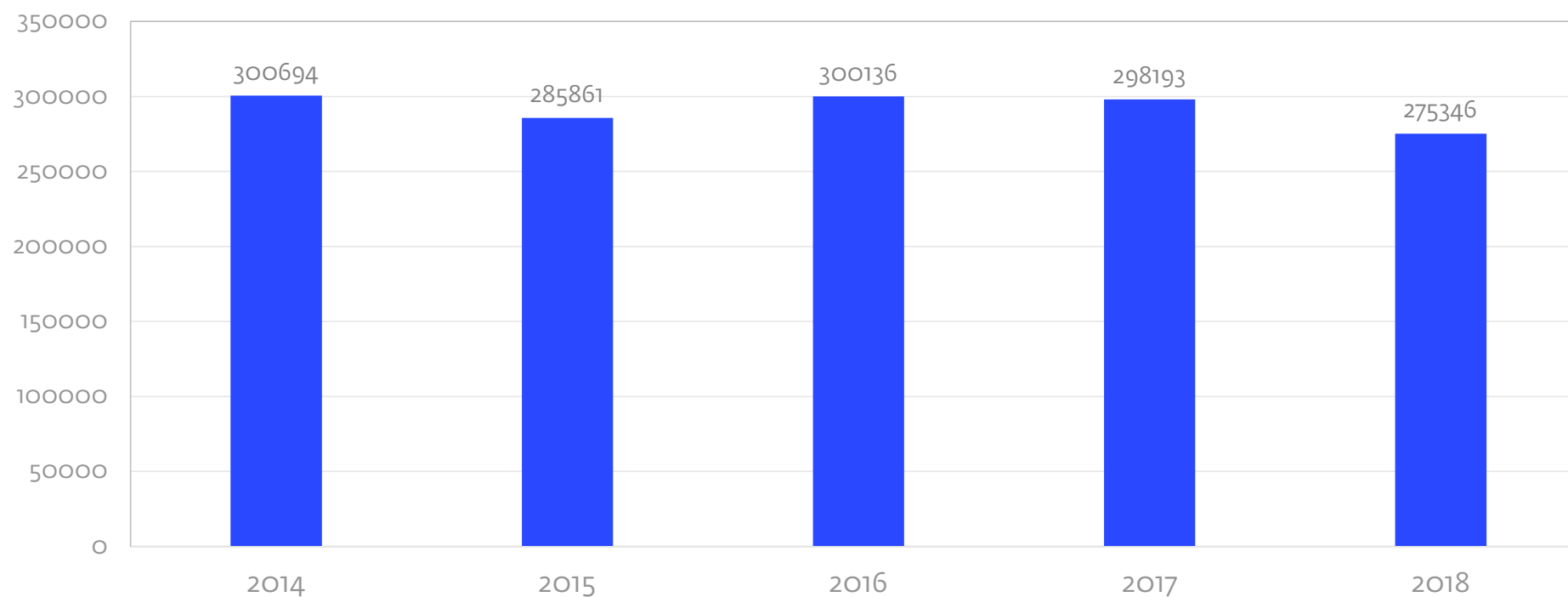
Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1+Q2/2018)

Country	Number	Change Number	%
Finland	275 346	-22 847	-8
Russia	74 188	5 512	8
Germany	41 595	6 080	17
Latvia	26 923	1 022	4
United Kingdom	22 728	1 052	5
Sweden	22 339	-605	-3
United States	21 072	7 030	50
Lithuania	18 684	854	5
Japan	15 066	4 405	41
France	12 647	1 624	15
Other foreign markets together	135 497	-1 977	-1

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Visits of Finnish tourists to Tallinn, January - June

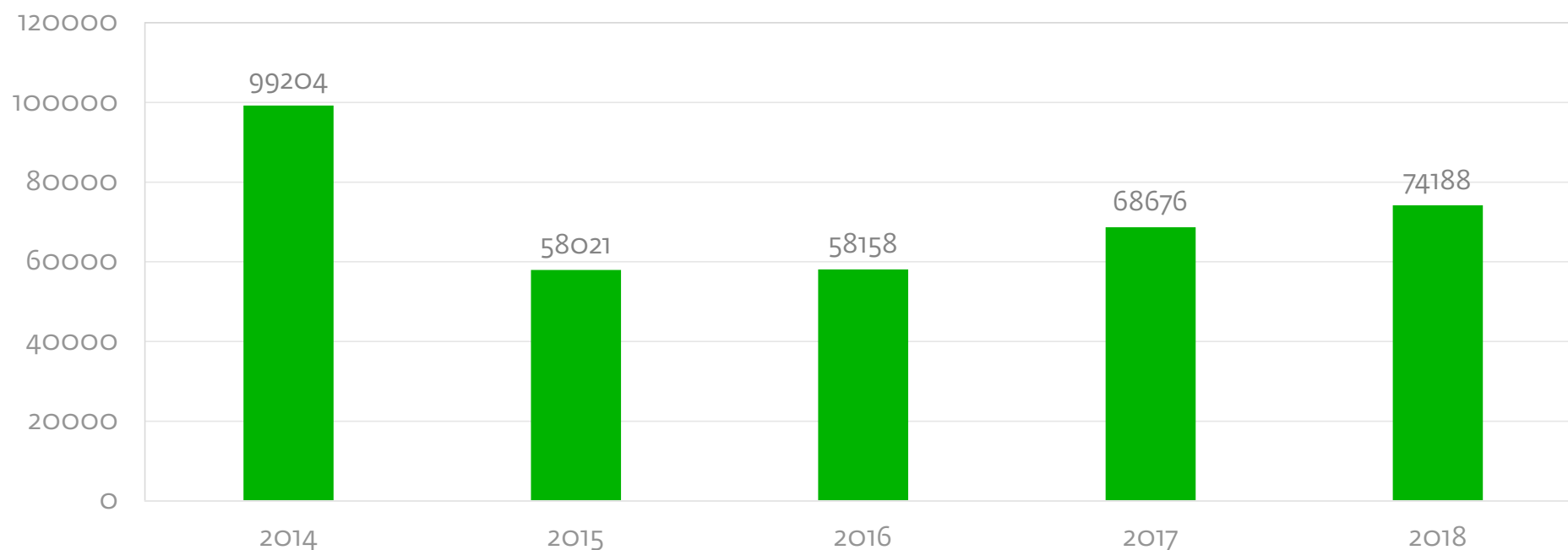


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1+Q2/2018)

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Visits of Russian tourists to Tallinn, January – June

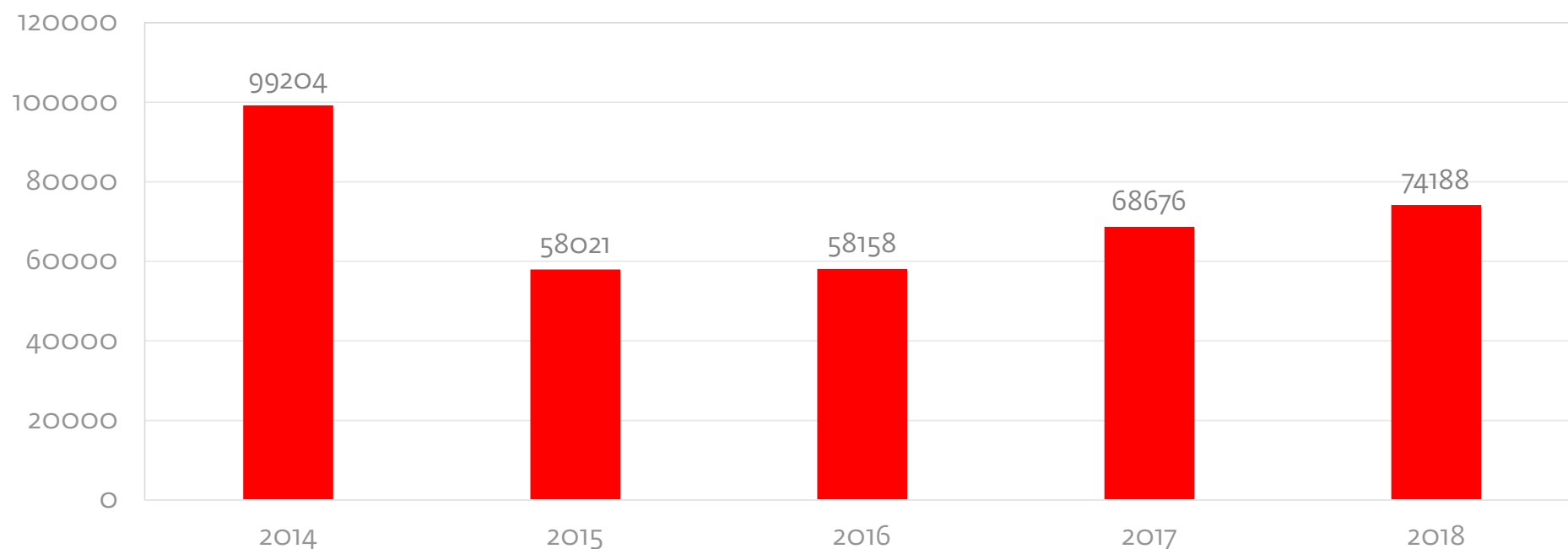


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1/2018)

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Visits of German tourists to Tallinn, January – June

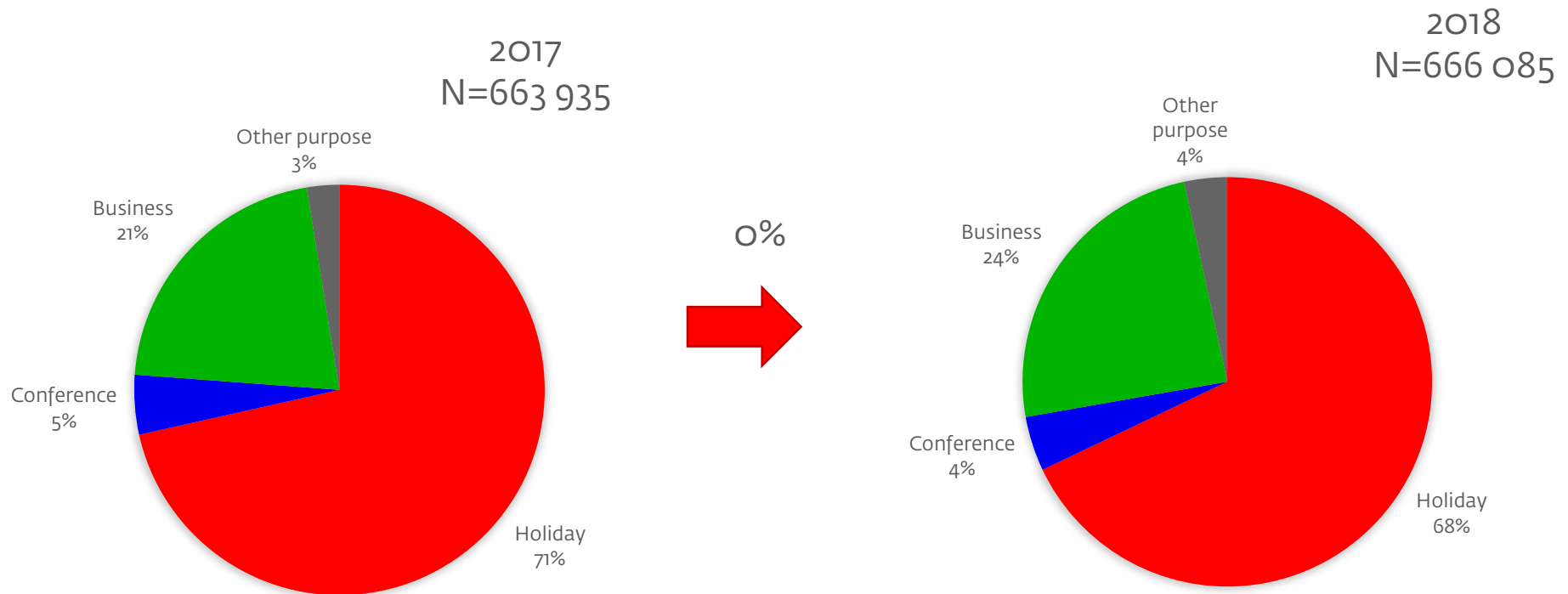


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1+Q2/2018)

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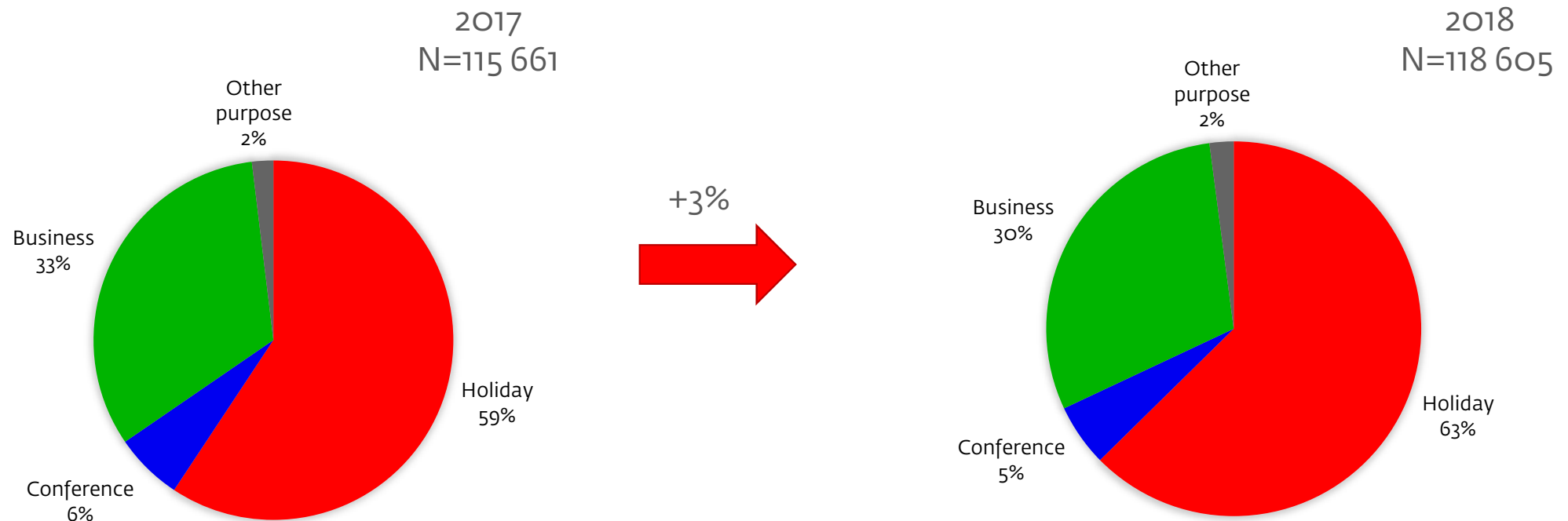
International tourists by purpose of travel, January - June



Tourism trends in Tallinn 2018 (Q1+Q2/2018)

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Domestic tourists by purpose of travel, January - June

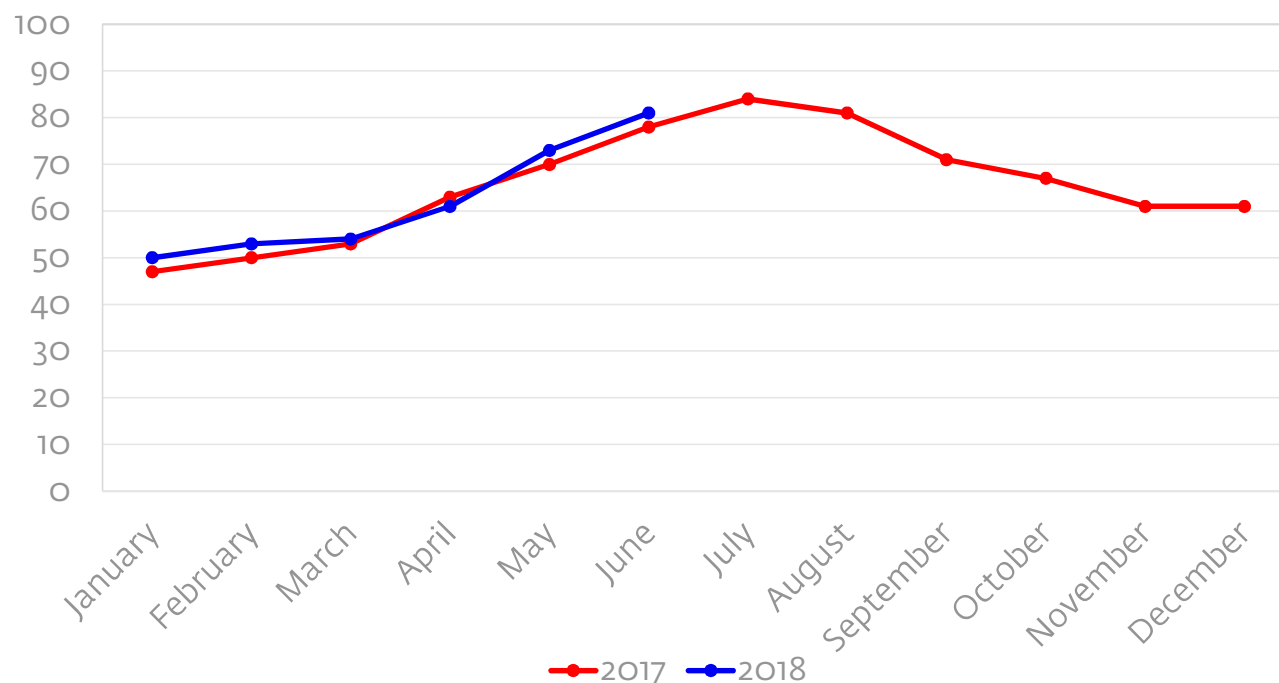


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1+Q2/2018)

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Room occupancy rate in Tallinn accommodation facilities (2017/2018)



In Tallinn, the total number of accommodation establishments was 145.

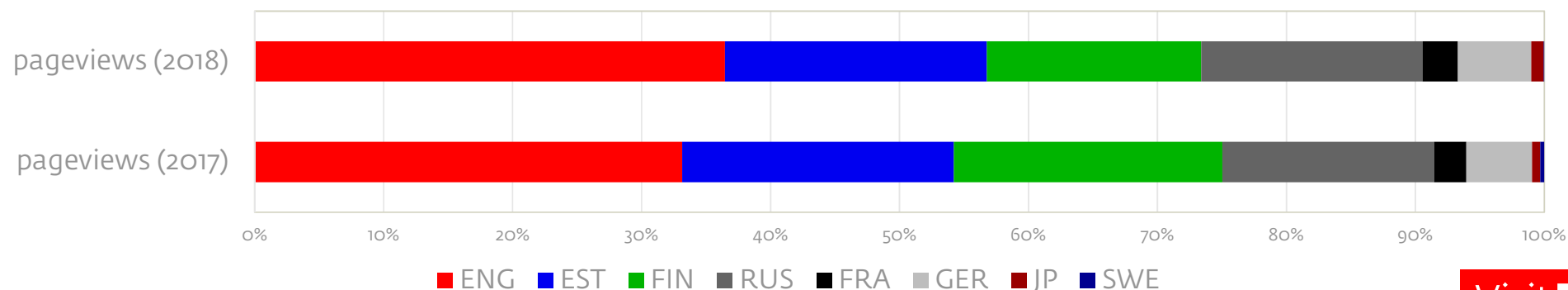
They had 7,600 available rooms and could accommodate 16,000 guests.

The average occupancy rate of rooms in accommodation establishments was 62% The average cost for 24 hours was 46 euros.

Visits to tourism website VisitTallinn.ee

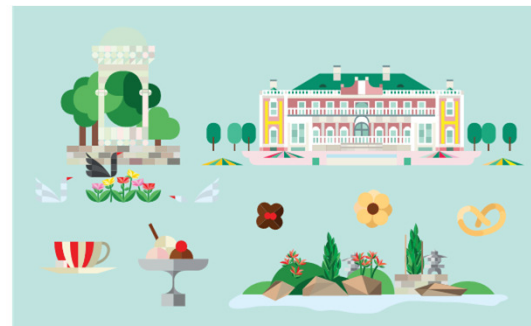
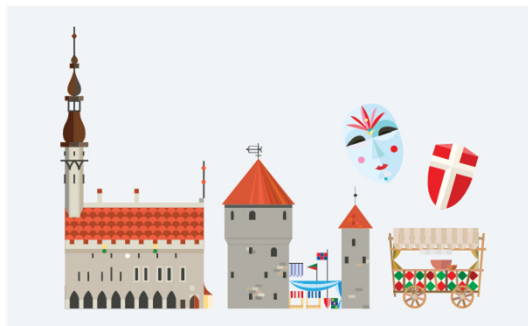
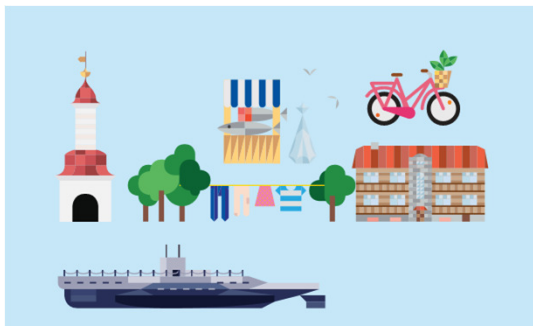
Tallinn tourism website [Visittallinn.ee](http://visittallinn.ee) received **3,04 million pageviews** (+17%). On average, the duration of the visit was **02:55** minutes and **2,98** pages were viewed by session.

	Sessions	Users	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
visittallinn.ee 2018 (1.01-30.06)	1 019 493	697 246	3 040 155	2,98	02:55	57,79%
visittallinn.ee 2017 (1.01-30.06)	820 861	565 028	2 598 694	3,17	03:27	52,27%
Change	+24%	+23%	+17%	-6%	-15%	-11%



Tourism trends in Tallinn 2018 (Q1+Q2/2018)

Visit Tallinn



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

