

# Tallinn visitor survey 2014 SWEDEN AND NORWAY

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**TNS Emor**  
Tallinn visitor survey 2014  
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# Contents

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## 1

Introduction and background of foreign visitors 3

---

## 2

Summary of main results 8

---

## 3

Purpose of the visit and route 13

---

## 4

Spending the night in Tallinn and accommodations 17

---

## 5

Planning the trip to Tallinn 22

---

---

## 6

Visit to Tallinn 27

---

## 7

Appendix:  
Sample methodology 42

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# 1

## Introduction and background of foreign visitors

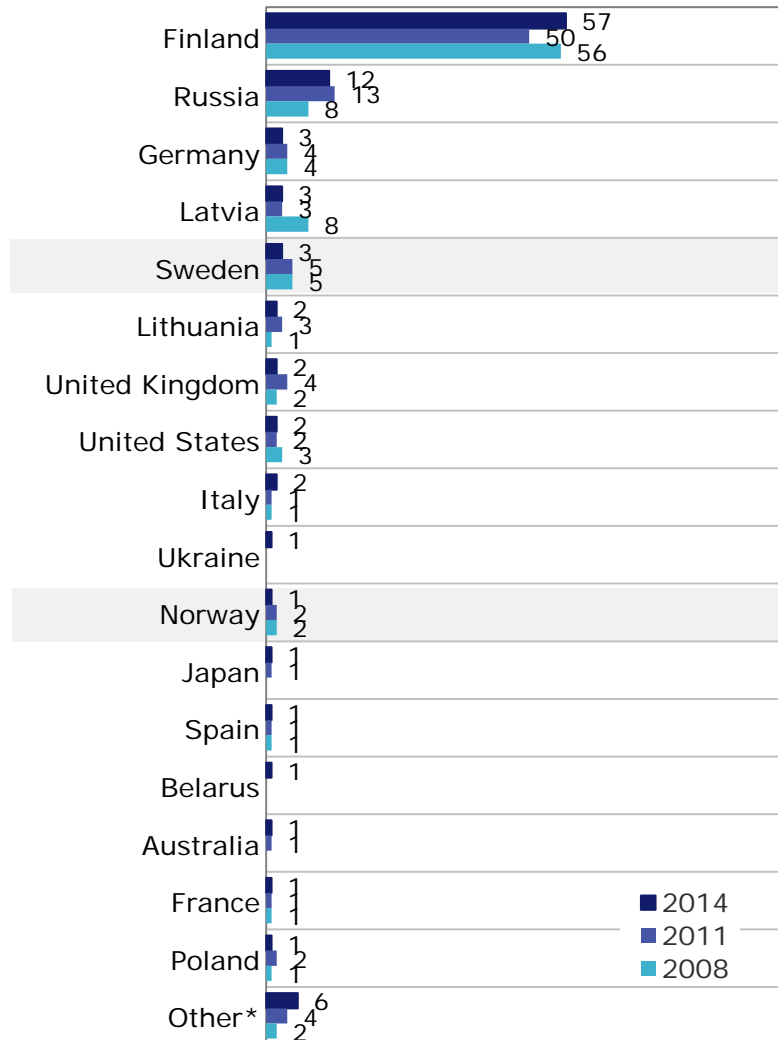




- The survey of foreign visitors to Tallinn has been commissioned by the Tallinn City Enterprise Board and carried out using the same methodology since 2002. Data is collected throughout the survey year among foreign visitors leaving the country via mainland border crossings, Port of Tallinn, Tallinn Airport and Tallinn Bus Station.
- **The main objective of the survey is to collect detailed data on foreign visitors to Tallinn, the purpose of their trip, evaluations, and spending during the trip. The survey reveals:**
  - from which countries, for how long and how 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;
  - which services aimed at foreign visitors are used and how they evaluate the quality of the services;
  - how much money they spend, what they spend their money on and how they evaluate the value for money received for the products/services.
- In conclusion, the survey results are the input to evaluating the competitiveness of Tallinn as a tourism destination and making plans for development. The objective of this is to increase income from tourism and make Tallinn even more attractive and tourist friendly.
- The results of the survey are presented in separate reports for different target countries, including the general report of all foreign visitors and separate analysis of tourists from Finland, Russia, Latvia, Sweden and Norway, United Kingdom and Germany as well as cruise passengers.
- **This report describes foreign visitors to Tallinn who come from Sweden and Norway.**
- The survey results are weighted according to the proportion of the total population of foreign visitors (see weighting methods and samples in Appendices). The results of 2014 have been compared to results of 2011 and 2008.

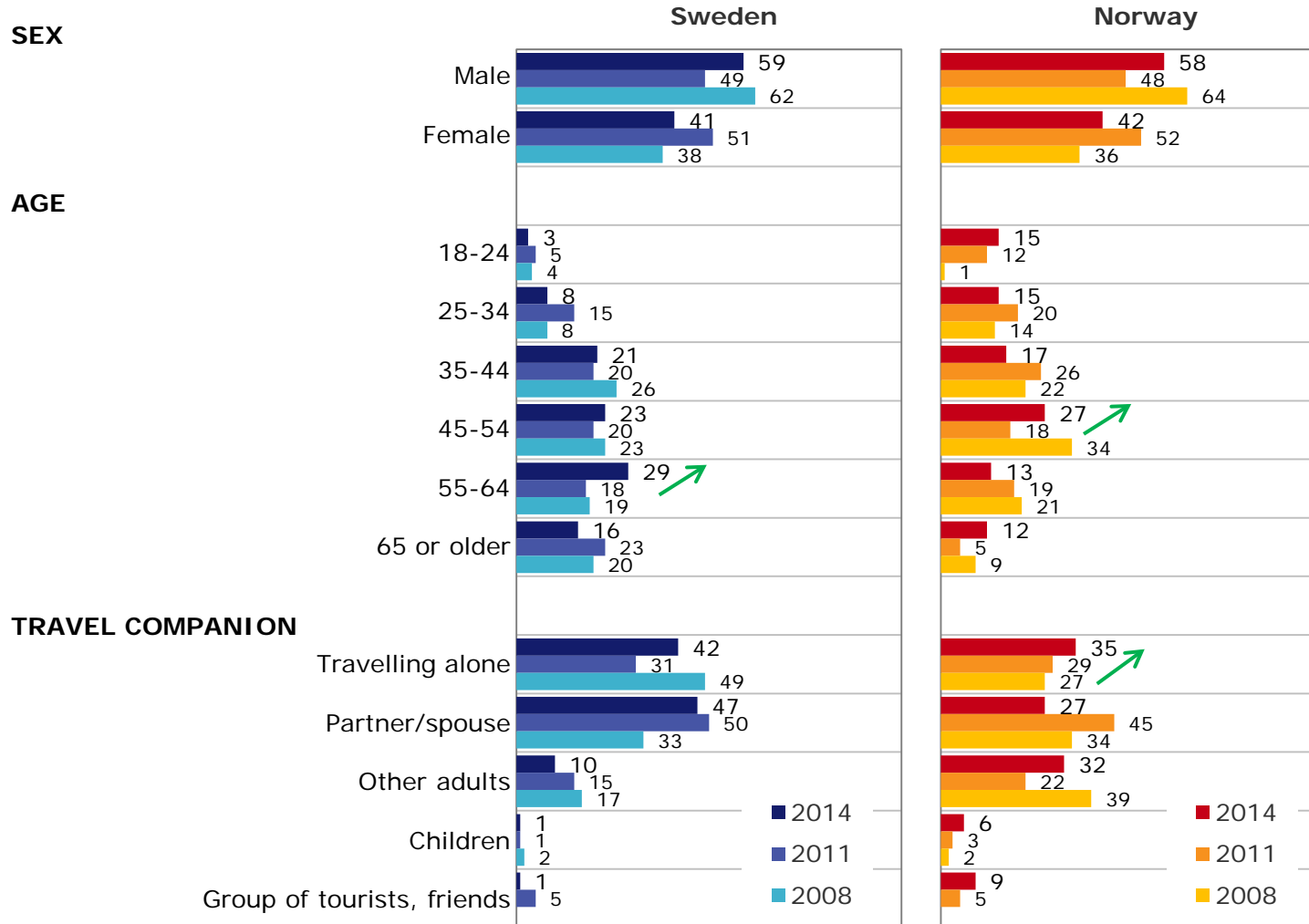
# Foreign visitors' country of residence

% of visitors to Tallinn



# Profile of foreign visitors from Sweden and Norway (1)

% of visitors to Tallinn (Sweden n=150, Norway n=105)

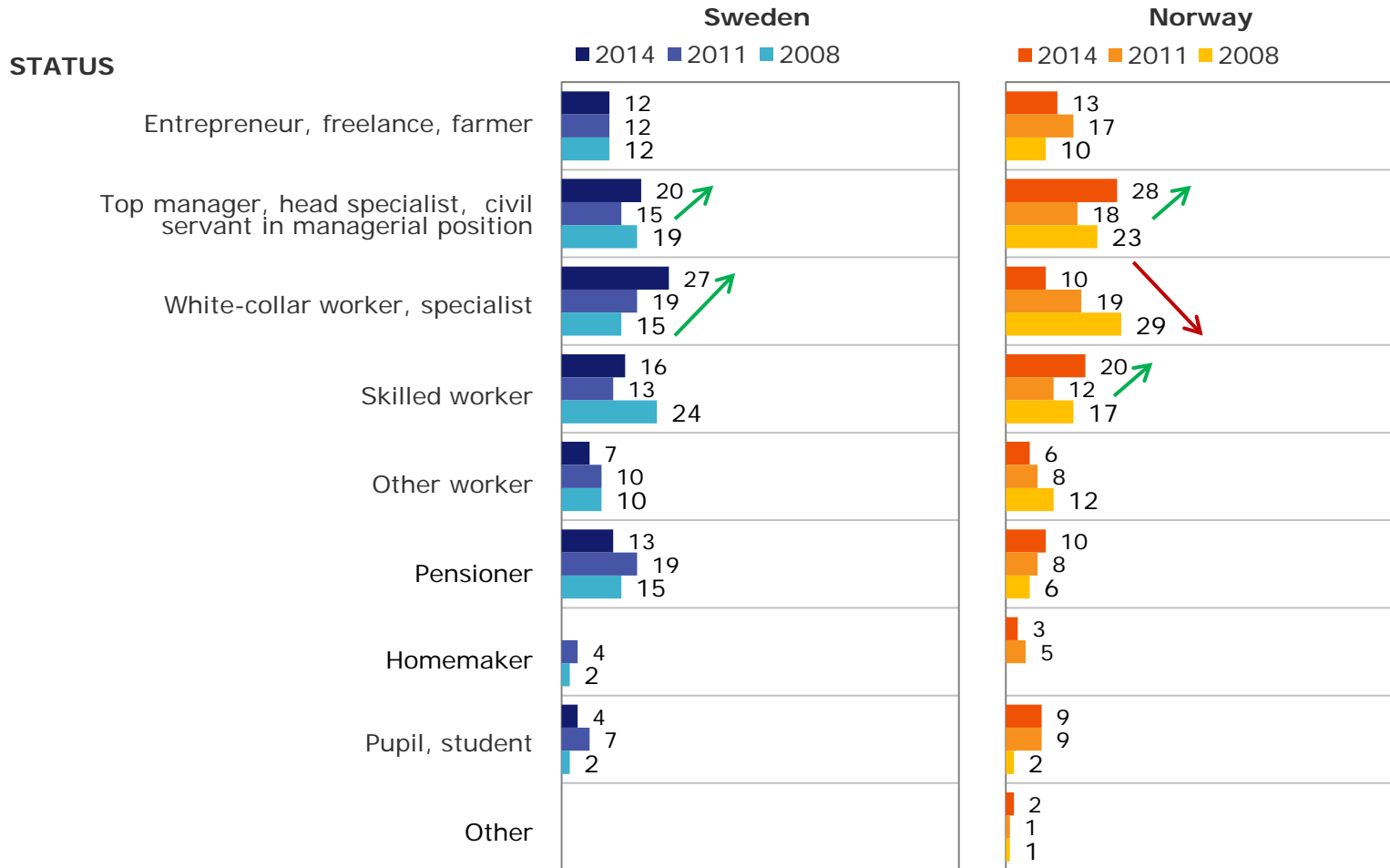


\*in 2011 the youngest age group was 15-24, in 2014 it was 18-24

# Profile of foreign visitors from Sweden and Norway (2)



% of visitors to Tallinn (Sweden n=150, Norway n=105)



# 2

## Summary of main results





# Summary (1)



## Tourist from Sweden tends to be older and the trip is of more importance to them

- There were approximately 99 000 visits from Sweden in 2014, which makes up approximately 3% of foreign visitors to Tallinn (excluding cruise passengers). This share is smaller than in 2011 and 2008.
- Compared to other countries, there are relatively more older, 55-64-year-old people among visitors coming to Tallinn from Sweden (29%) and their share has increased significantly compared to previous periods. There are also more of those who visit Tallinn alone or with a partner/spouse; there are less travelers with children (many have adult children already) and those travelling with a group of friends.
- Tallinn is the only destination for 73% of visitors and this indicator significantly exceeds the average of all countries (51%). Other destinations besides Tallinn are reached rarely.
- There are primarily two reasons bringing Swedish visitors to Tallinn: longer holiday trip (34%) or business (23%); as expected, the share of business trips is somewhat higher compared to other countries (average of all countries - 13%). Compared to visitors from other countries, the number of those who have received the trip as an incentive from the employer is the highest among visitors from Sweden.
- While visitors from other countries mainly see their trip as a short break, there are significantly more of those among Swedish visitors who consider this the second most important holiday (45% versus 20%). Since there are many older people among visitors, trips to nearby countries have an important place.
- Approximately 7 out of 10 visitors spend the night in Tallinn and this share is on the increase. At the same time, the average number of nights spent in Tallinn has decreased and this indicator remains below average (average - 2,3; Swedish target group - 2,8→1,5). There has also been a decrease in the number of nights spent elsewhere, which lets us presume that the average length of trip is on a downward trend.
- Most of the visitors from Sweden (87%) spend the night at an accommodation establishment in Tallinn; spending the night at a hotel is on an upward trend, the relative importance of other accommodation establishments is decreasing.
- When booking accommodation, Swedish visitors behave significantly differently compared to other visitors – they continue to prefer booking via tour operators (approximately twice as often compared to the average); importance of the internet in making reservations is two times lower than that of travel agencies and this has not changed.
- Compared to the average, there are more of those among Swedish visitors who make the travel decision a long time ahead – at least 3-4 weeks before arrival or they make the decision earlier than 2/3 of visitors. There are less of those who plan the trip closer to the travel date.
- Discounted offers have influenced the decision to visit the city the most. Even though only slightly more than one quarter of visitors have said that they have not noticed promotional campaigns introducing Tallinn, the influence on travel decision has been relatively small.



## Summary (2)

### Visitor from Sweden spends less than before

- The decision to travel to Tallinn is primarily based on previous experience. Important sources of information before the trip are also advice from acquaintances and friends and work related tasks. Every seventh visitor also looks for information on travel portals, travel forums before the trip. Compared to the average, Swedish tourists look more for information before the trip based on recommendations from travel agencies.
- During the trip they primarily trust local friends-acquaintances (21%) when it comes to information but as expected, this indicator remains significantly below average (36%). Besides friends-acquaintances, they also listen to recommendations from personnel of accommodation establishments and local people.
- Compared to the average of other countries, Swedish (as well as Norwegian) tourists use taxis to get around Tallinn significantly more frequently (52% versus 37%). The share of people using cars has also increased among Swedish visitors while the importance of tour buses in tourist transport is becoming less important. The number of people getting around on foot has decreased somewhat during the previous period and remains significantly below average (45% versus 79%). Even though old town and downtown are the most visited, visiting of other areas has increased as well (immediate surroundings of Tallinn, Nõmme, Kalamaja).
- Similarly to previous surveys, the main activities in Tallinn are shopping, going to cafes/restaurants and walking around the city. Going to beauty salons can be brought out as a positive trend, they are visited increasingly more. In general, we can say that tourists are increasingly less active.
- Similarly to the previous period, visitors' general impression of Tallinn is very good (average evaluation - 8,9) and is slightly above average. All image qualities describing the city receive more than 3,2 points on the scale of 4, evaluations have improved in case of almost all aspects compared to 2011. Evaluations have improved the most in case of safety, good availability of public transport, favorable price level and price-quality ratio of products/services.
- Above average evaluations are given to attractive nightlife and favorable prices. Evaluations are only slightly below average in case of international transport connections.
- According to Swedish visitors, customer service in Tallinn has improved significantly compared to the previous time – higher evaluations are given to customer service personnel's professionalism, speed as well as friendliness and helpfulness.
- The amount of money spent in Tallinn per person a day has decreased significantly compared to 2011 and it remains slightly below the average of other countries. Spending has decreased in all expense groups.
- In general, Swedish visitors are very satisfied with their trip to Tallinn and for 42% the trip even exceeded their expectations. At the same time, only half of the visitors are definitely planning on visiting Tallinn again (most likely a large share already are repeat visitors). 58% of visitors would definitely recommend Tallinn as a destination to their friends-acquaintances (average being 79%).

# Summary (3)



## Visitor from Norway plans the trip a long time ahead and stays a longer period of time

- There were approximately 42 000 visits from Norway in 2014, making up only approximately 1% of foreign visitors to Tallinn (excluding cruise passengers).
- Compared to the average socio-demographic background of other countries, there are somewhat more men, 45-54-year-olds and people travelling with a group of tourists among Norwegians visiting Tallinn. Still, the share of people travelling alone has increased as well.
- Tallinn is the only destination for 62% of the visitors and even though this indicator is significantly higher than the average of all countries (51%), it is on a downward trend. Besides Tallinn, visits to other destinations have increased significantly.
- Norwegian visitors come to Tallinn primarily for the same two reasons as Swedish visitors: longer holiday (40%) or business (28%); as expected, the share of business trips is somewhat higher compared to other countries (average of all countries 13%). Compared to visitors from other countries, there are more of those among Norwegian visitors who have been here on business.
- Similarly to visitors from many other countries, Norwegians mainly see their trip as a short break.
- Approximately 9 out of 10 visitors spend the night in Tallinn but the share of people staying overnight is decreasing (spending the night at other destinations has increased). Compared to visitors from most other countries, whose trips have rather become shorter and who stay overnight less, the trips of Norwegian visitors have become longer. While the number of nights spent in Tallinn has remained the same, the number of nights spent away from home, the number of nights spent elsewhere in Estonia and in other countries/towns has increased.
- The majority of Norwegian visitors (85%) spend the night in Tallinn at an accommodation establishment. Staying with acquaintances has increased, relative importance of hotels and other accommodation establishments has decreased.
- In booking accommodation, the relative importance of internet has increased significantly (44%→64%) and this channel is without competition the most used one. The role of travel agencies in making reservations has become increasingly less important (36% → 13%) (approximately two times less compared to average).
- Compared to average, there are more of those among Norwegian visitors whose travel decision is made a long time ahead – more than ¾ of visitors make the decision at least 3-4 weeks before arrival or earlier (one quarter of visitors make the decision more than 9 weeks ahead of time). There are not many travelers among them who plan ahead less.
- Discounted offers have influenced travel decisions the most. Approximately half of the visitors said that they have not noticed promotional campaigns introducing Tallinn and thus their influence on the decision has been insignificant.



## Summary (4)

# Norwegian visitors get around by taxi and are more critical

- The decision to travel to Tallinn is based primarily on advice from friends/acquaintances. Important sources of information before the trip are also previous travel experiences. Every fifth visitor also looks for information on travel portals, travel forums before the trip.
- During the trip they also primarily trust local friends-acquaintances (33%) and this indicator is close to the average (36%). Besides friends-acquaintances, they also listen to advice from personnel of accommodation establishments and local people.
- Compared to the average of other countries, Norwegian tourists use taxis to get around Tallinn the most (73% versus 37%). Most likely the price level of taxi service is sufficiently low for Norwegian tourists to prefer this mode of transportation. The share of those using other modes of transport, e.g. car and public transport, has increased among Norwegian visitors but at the same time the role of sightseeing buses and private buses is becoming unimportant. The number of those getting around on foot has also increased somewhat compared to the previous period and exceeds the average of all countries (85% versus 79%). Old town and downtown are visited the most, visiting other bigger areas of Tallinn has decreased.
- Similarly to previous surveys, the main activities in Tallinn are going to cafes/restaurants, walking around the city, shopping and sightseeing. Cultural events, theatre, concerts and museums are frequented less. In general, we can say that tourists are increasingly less active.
- Compared to the previous period, visitors' give slightly lower scores to the general impression of Tallinn (8,6→8,2) and the score remains below average (8,8). At the same time, all image qualities characterizing the city receive 3,1 or more points on the scale of 4 (even though evaluations have dropped in case of many aspects compared to 2011). Evaluations have dropped the most in case of ease of getting around town, attractiveness of nightlife, availability of public transport and weather.
- Only favorable prices are rated above average compared to all countries. Other factors are considered average or slightly below average.
- According to Norwegian visitors, customer service in Tallinn has rather remained on the same level as in 2011 – only speed of service has improved.
- The amount of money spent in Tallinn per person a day has decreased slightly compared to 2011 but is still above the average of all countries, placing second after Russian tourists. Spending on shopping has decreased the most.
- In general, visitors from Norway are satisfied with their trip to Tallinn and for 35% it even exceeded their expectations. Slightly more than half of the visitors are certain they will visit Tallinn again. 63% of visitors would definitely recommend Tallinn as a destination to their friends-acquaintances (average level: 79%).

# 3

## Purpose of the visit and route



# Tallinn as the destination

## Norwegian tourists visit more destinations



% of all visitors who have spent at least one night away from home, Sweden, n=141; Norway, n=102

Are you spending at least one night away from home?

Sweden, n=150

■ 2014 ■ 2011 ■ 2008



Spent at least one night away from home

Norway, n=105

■ 2014 ■ 2011 ■ 2008



Which of the following best describes the route of your trip?

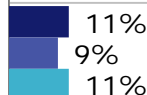
Sweden, n=141

■ 2014 ■ 2011 ■ 2008

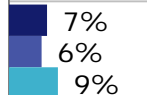
TALLINN is the only destination during this trip



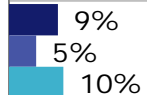
TALLINN is the main but not the only destination



TALLINN is one of many destinations



Visiting TALLINN en route



Nights spent in other cities/countries:

Sweden: Finland, Sweden (another city),

Latvia, Lithuania.

Norway: Finland, Sweden, Latvia,

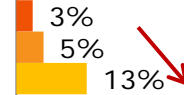
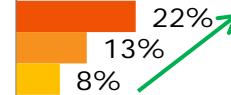
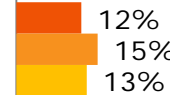
Lithuania.

Other



Norway, n=102

■ 2014 ■ 2011 ■ 2008



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# Purpose of the trip

## Main purposes are longer holiday or business trip

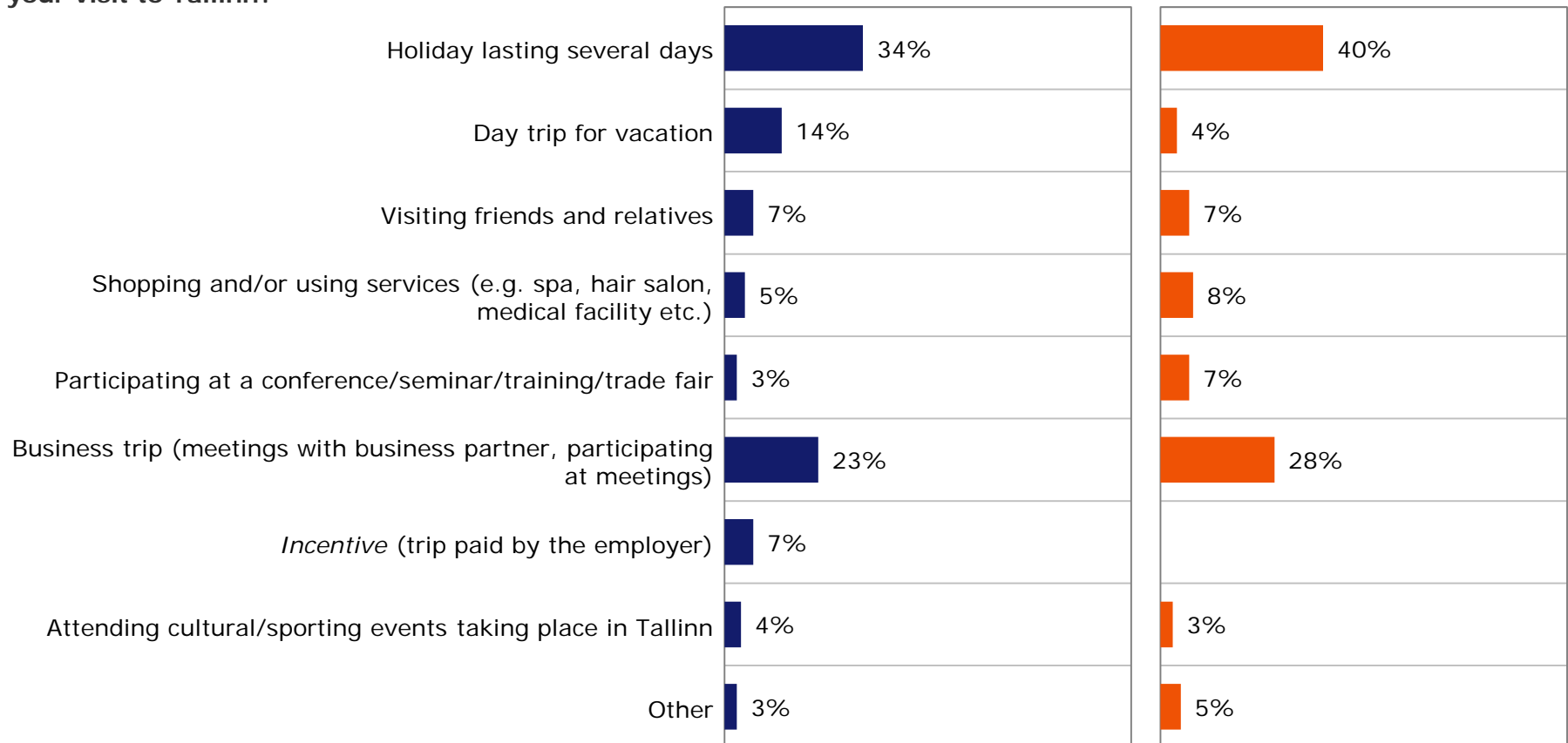
% of all visitors



Which of the following best describes the purpose of your visit to Tallinn?

Sweden, n=150

Norway, n=105



# Meaning of the holiday trip

## For Swedish tourist the trip to Tallinn is more important

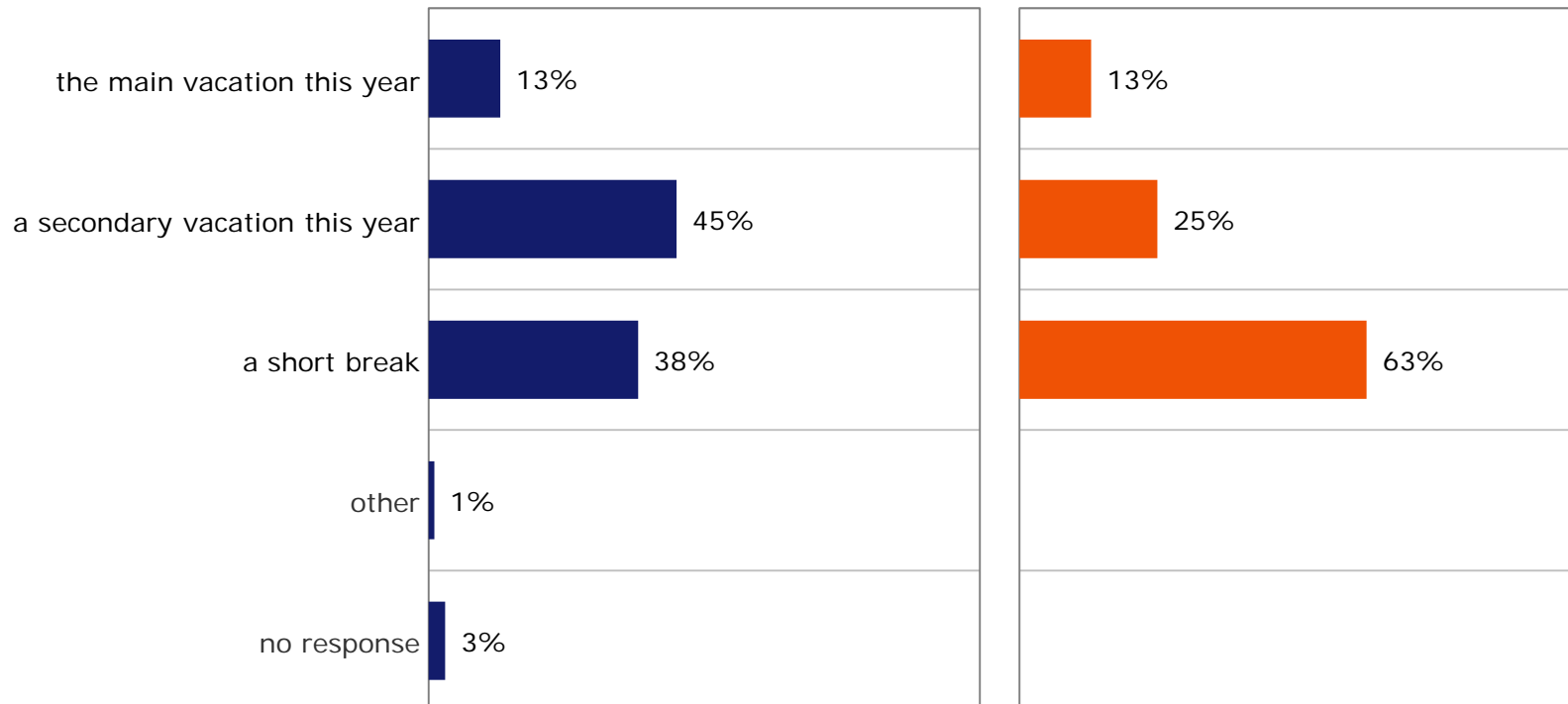


% of visitors to Tallinn, who are on vacation for several days, visit friends and relatives, attend cultural/sporting events

Would you describe your holiday as ...

Sweden, n=67

Norway, n=52





# 4

## Spending the night in Tallinn and accommodations



# Spending the night away from home (1)



## Staying overnight in Tallinn has increased among Swedes

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

Are you spending at least one night away from home?

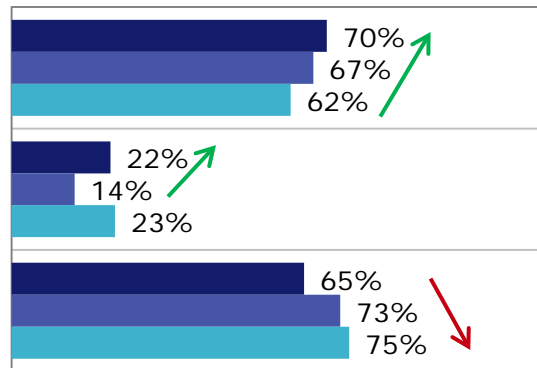
Sweden, n=150

■ 2014 ■ 2011 ■ 2008



Sweden, n=141

■ 2014 ■ 2011 ■ 2008



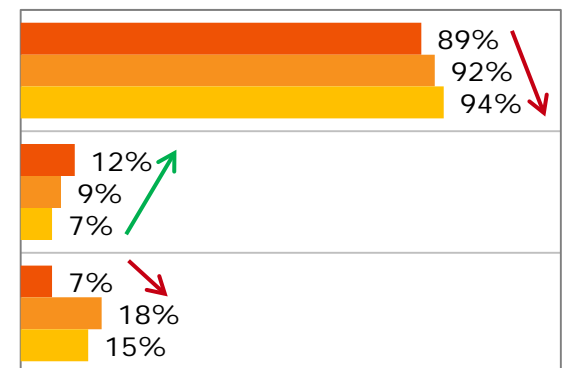
Norway, n=105

■ 2014 ■ 2011 ■ 2008



Norway, n=102

■ 2014 ■ 2011 ■ 2008



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

Spends a night in Tallinn

Spends the night elsewhere in Estonia

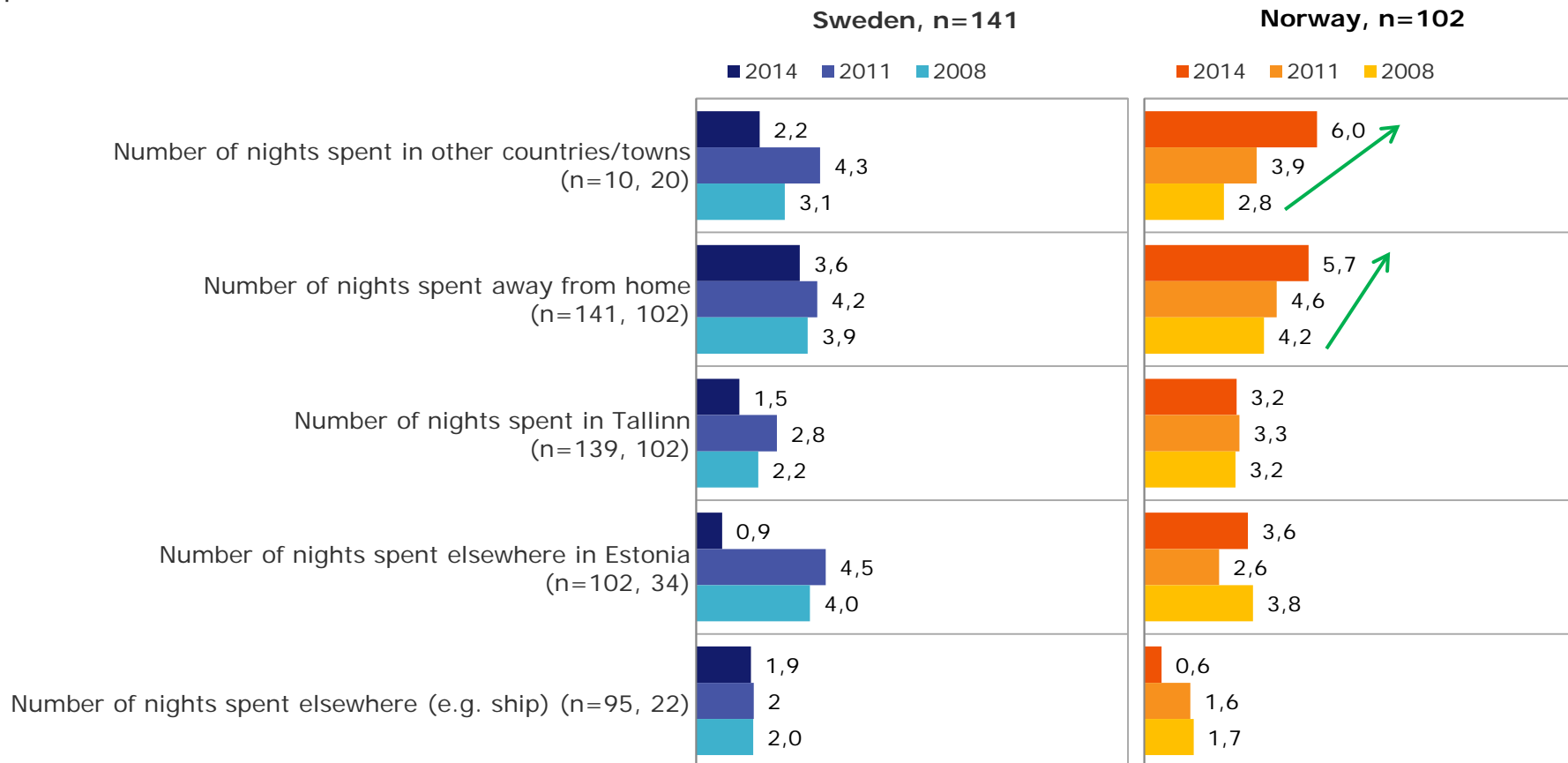
Spends the night elsewhere (e.g. ship)

# Spending the night away from home (2)

## Swedish visitors' trips have become shorter, Norwegian visitors' trips are getting longer



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



# Spending the night in Tallinn

% of visitors to Tallinn who spent at least one night in Tallinn



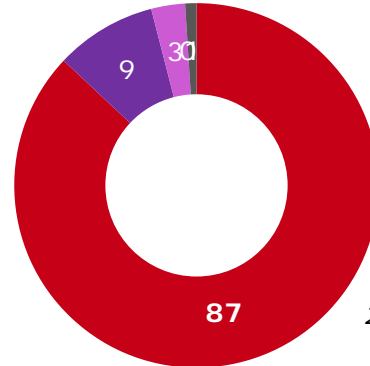
## Sweden

## Norway

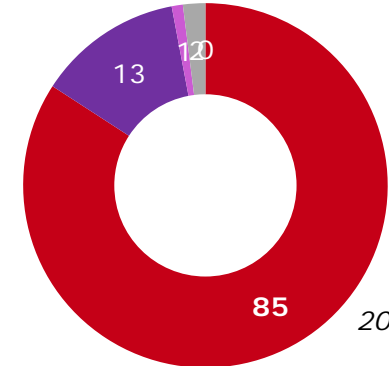
Where did you spend the night in Tallinn? n=99

Where did you spend the night in Tallinn? n=91

- Accommodation establishment ■
- With friends/relatives ■
- Second home ■
- Other ■
- No response ■



2011: 89%

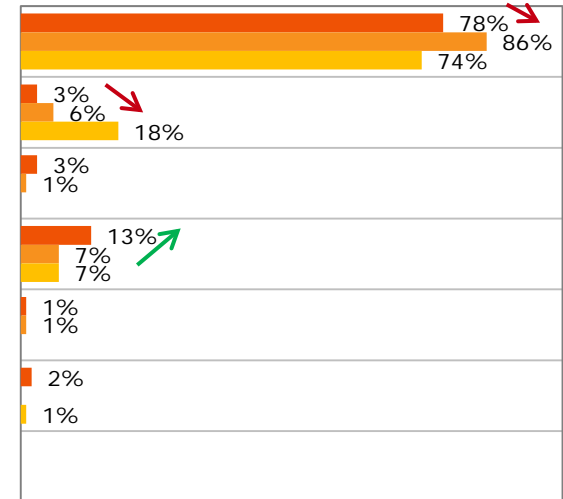
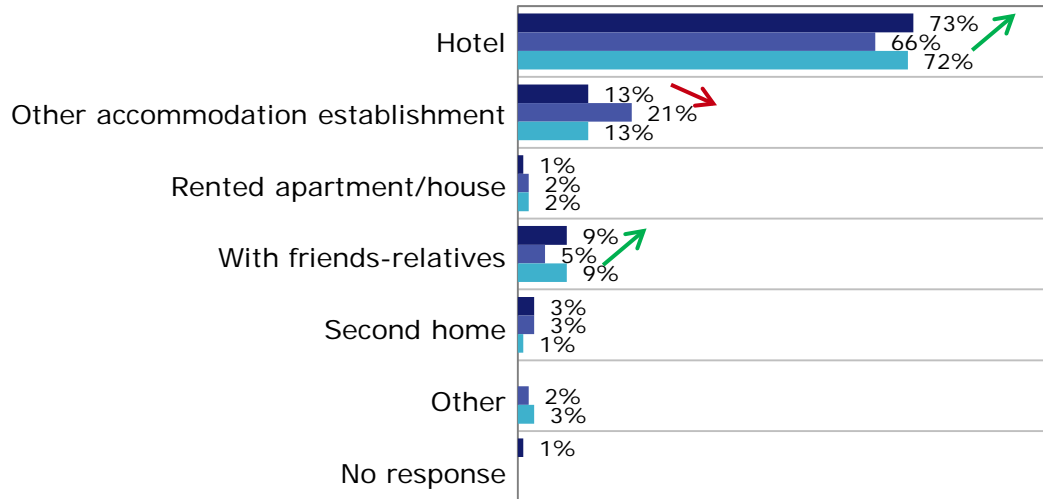


2011: 92%

Where did you spend the night in Tallinn?

■ 2014 ■ 2011 ■ 2008

■ 2014 ■ 2011 ■ 2008



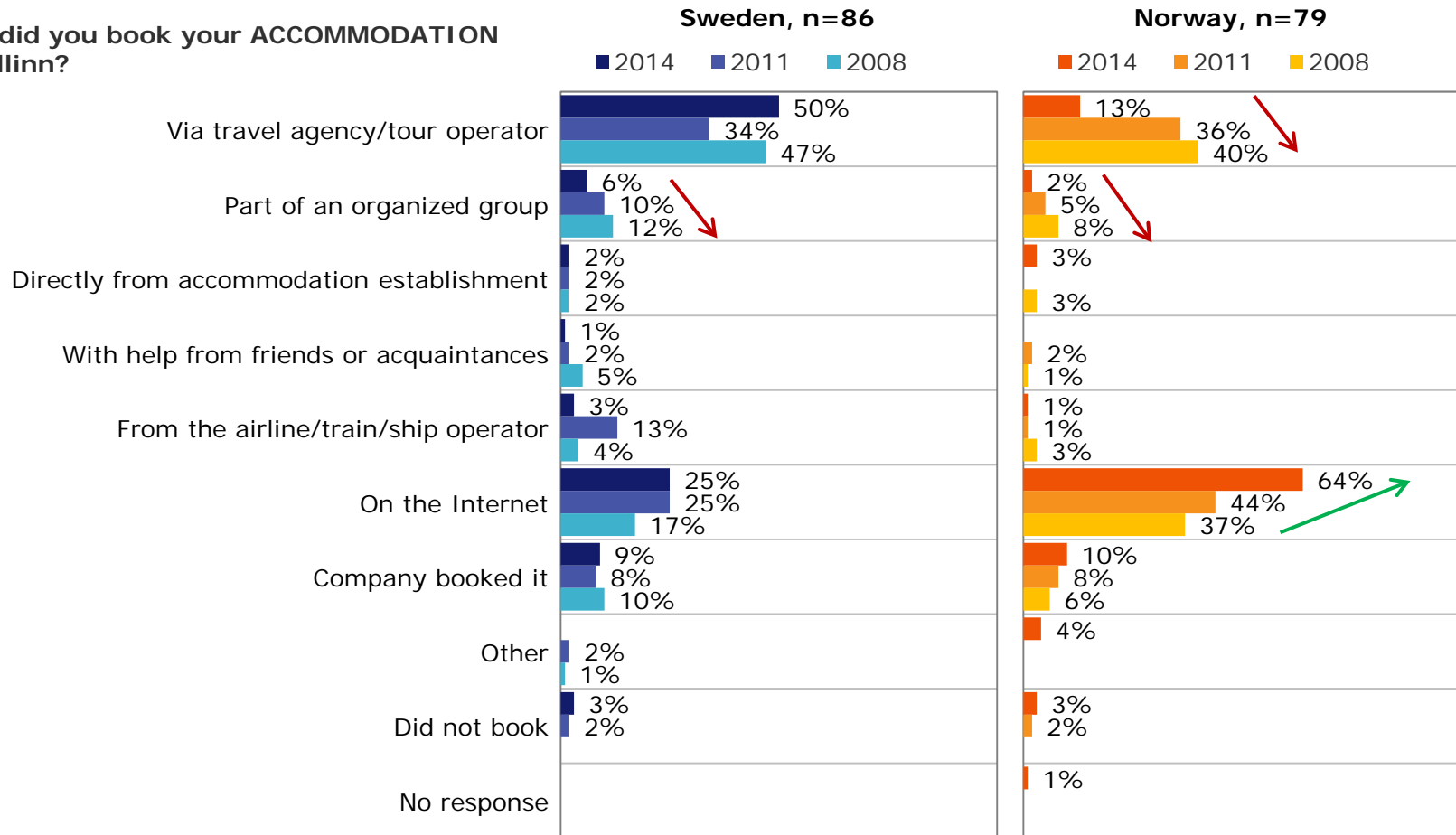
# Booking accommodation



## Swedes trust travel agencies, Norwegians prefer the internet

% of visitors to Tallinn who spent at least one night at an accommodation establishment in Tallinn

How did you book your ACCOMMODATION in Tallinn?



# 5

## Planning the trip to Tallinn



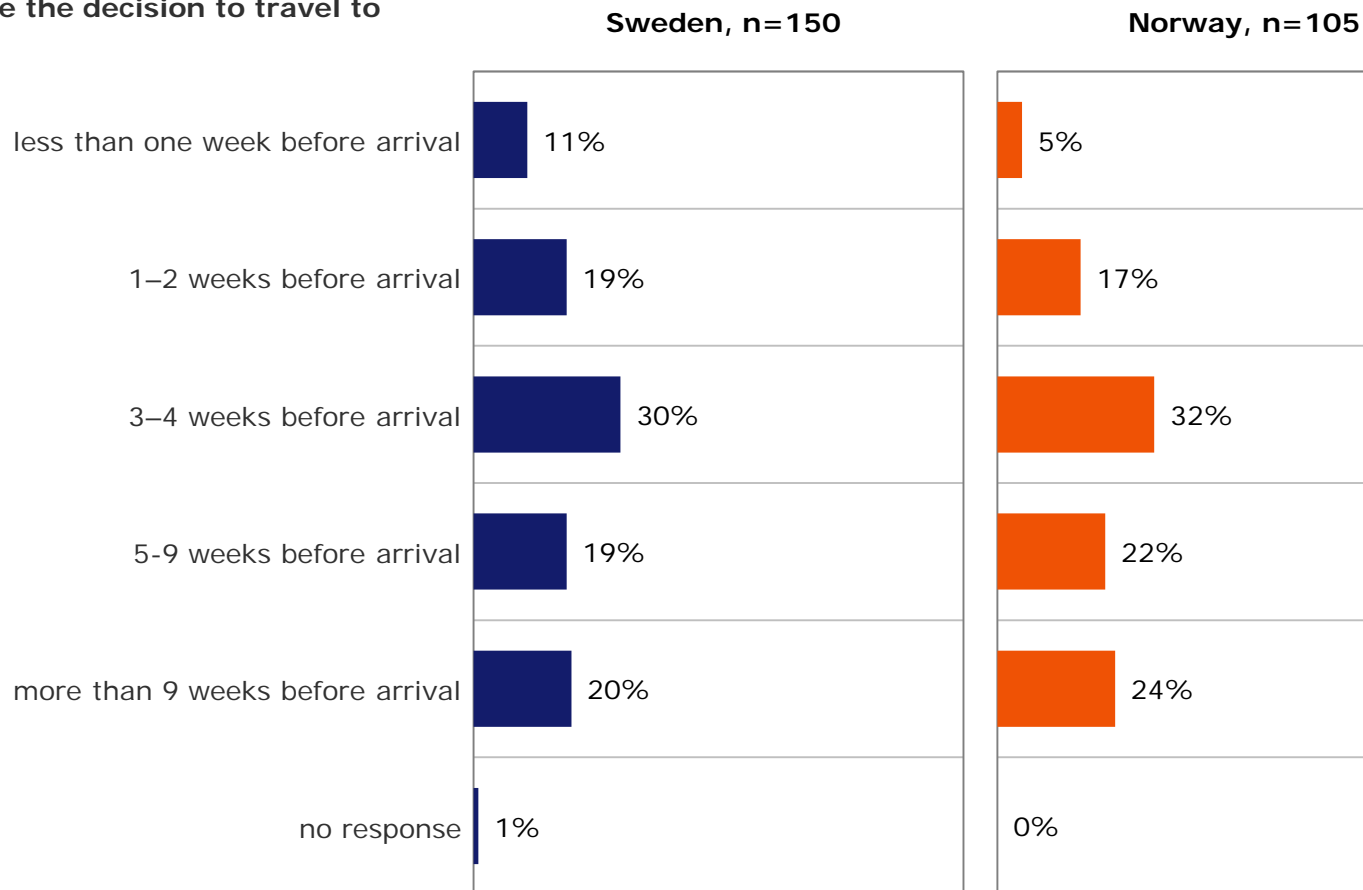
# The decision to travel to Tallinn

## The decision is made quite a while before the trip

% of visitors to Tallinn



When did you make the decision to travel to Tallinn? Was it ...



# Factors influencing the decision to travel to Tallinn

## Discounted offers have the biggest influence



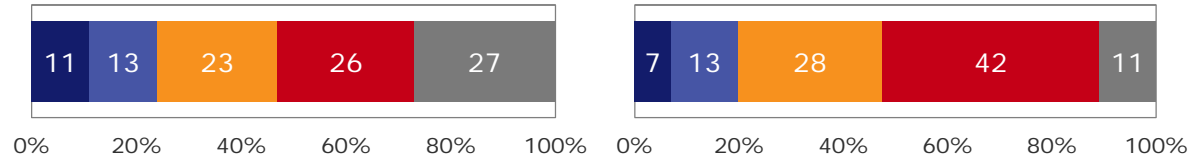
% of visitors to Tallinn not on a business trip

Sweden, n=115

Norway, n=76

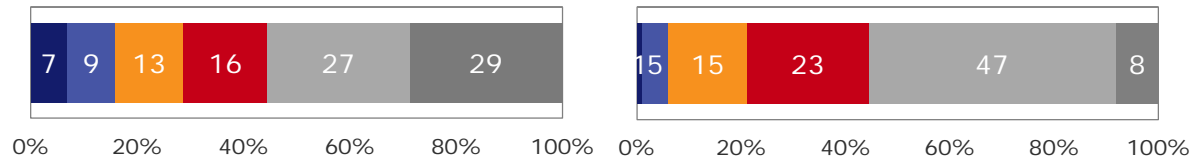
■ Direct influence      ■ Some influence      ■ No real influence  
■ No influence at all      ■ Don't know /No response

How did the events taking place in Tallinn (cultural/sports) influence your decision to visit Tallinn?



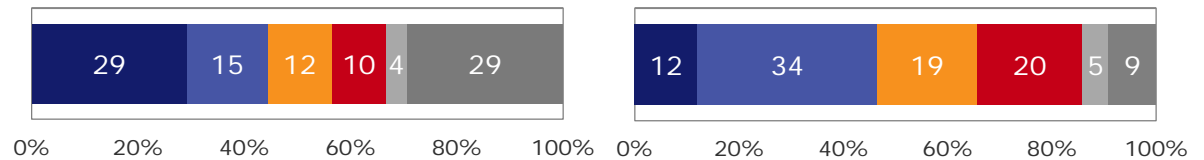
To what extent did promotional campaigns about Tallinn influence your decision to visit Tallinn?

■ Direct influence      ■ Some influence      ■ No real influence  
■ No influence at all      ■ Have not seen campaigns      ■ Don't know/No response



To what extent did a discounted offer/price of the trip influence your decision to visit Tallinn?

■ Direct influence      ■ Some influence  
■ No real influence      ■ No influence at all  
■ Did not notice, did not seek for discounted offers      ■ Don't know/No response



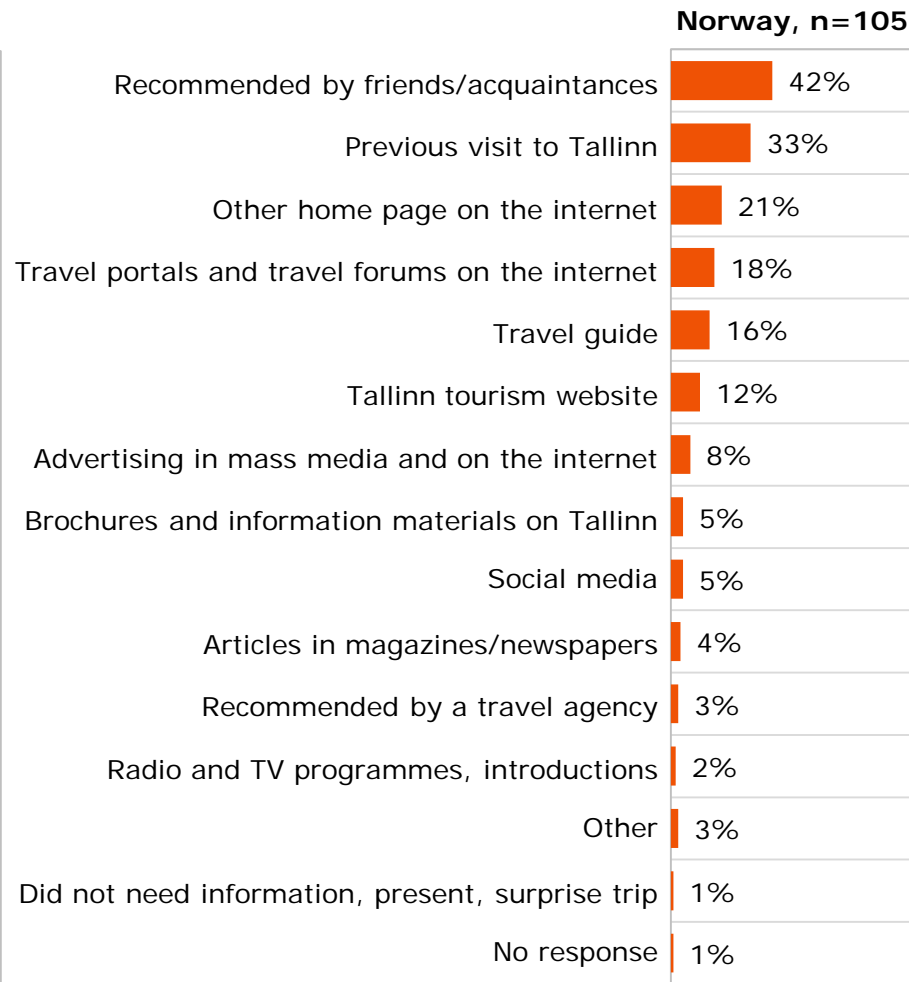
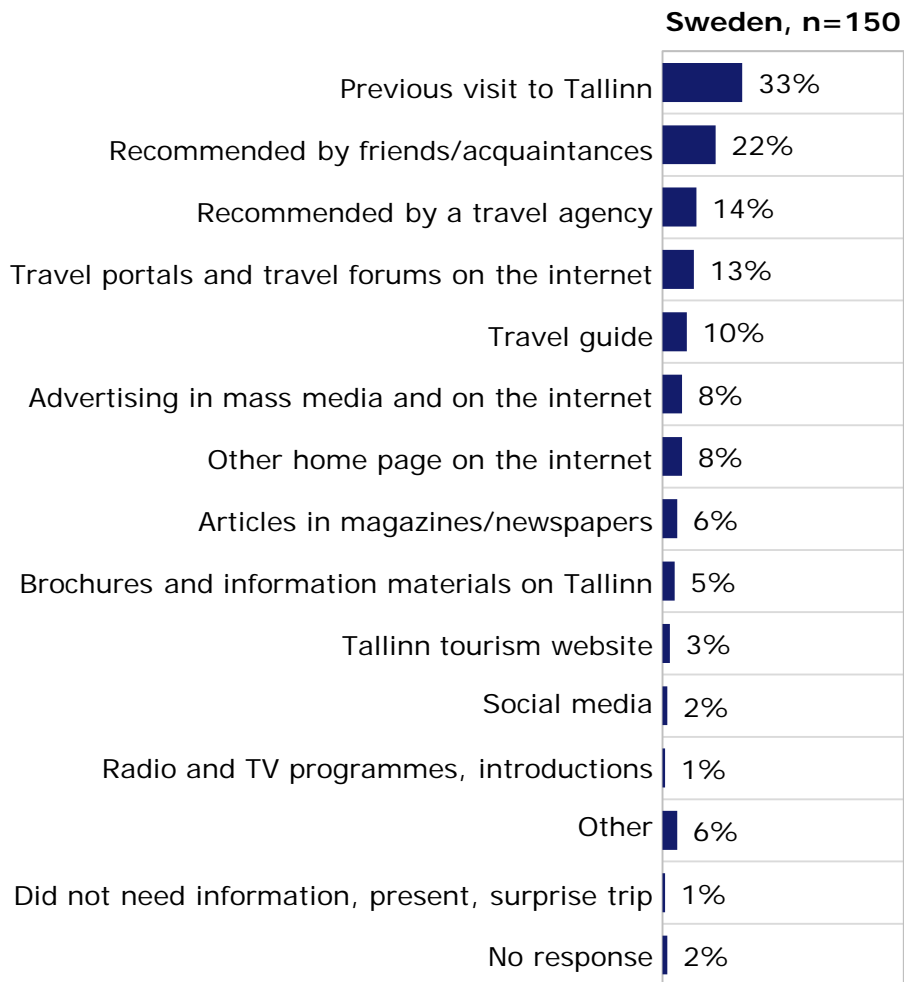


# Sources of information about Tallinn before the trip

## Sources of information are similar by countries



% of visitors to Tallinn



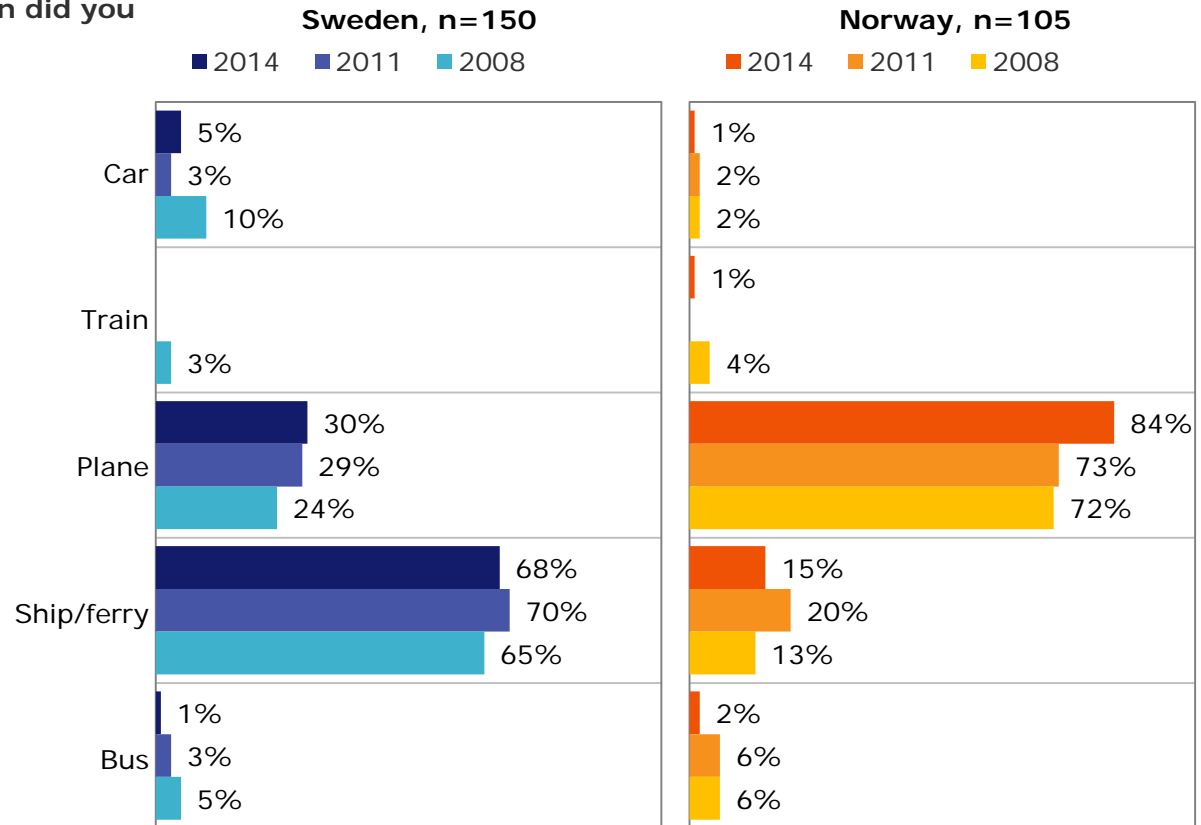
# Transport used to arrive in Tallinn

## Visitors come by ship from Sweden, by plane from Norway



% of visitors to Tallinn

Which mode of transportation did you use to arrive in Tallinn?



# 6

## Visit to Tallinn



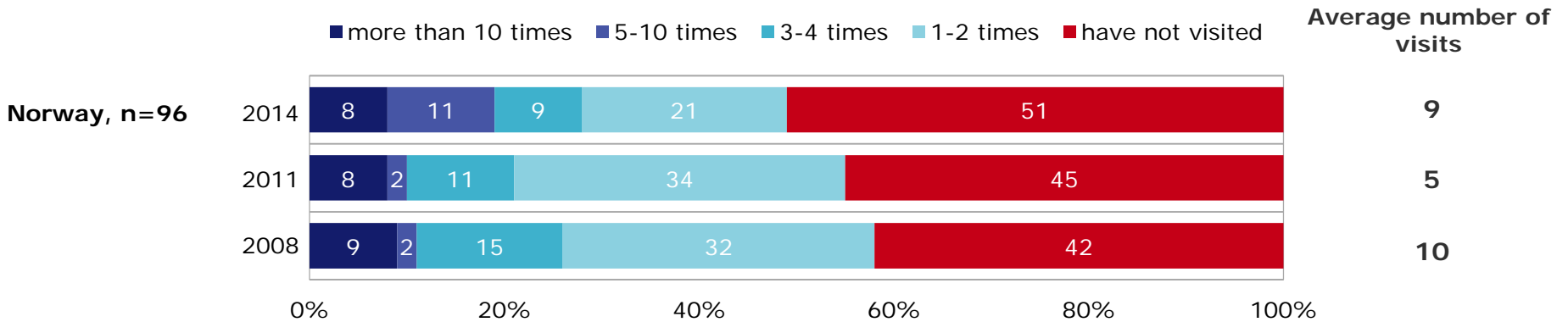
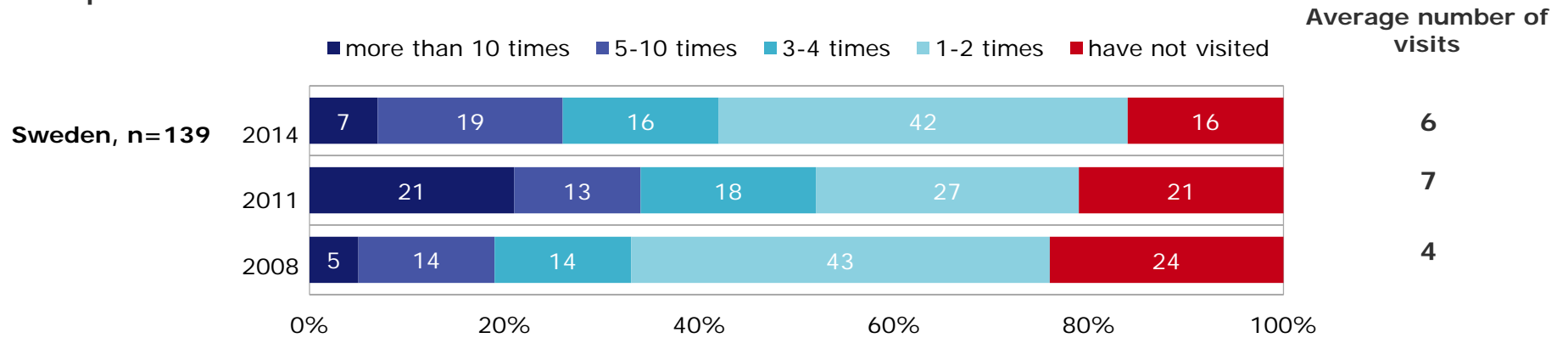
# Previous visit to Tallinn

## Share of repeat visitors is very high among Swedes

% of all visitors to Tallinn who were able to answer the question



How many times have you visited Tallinn before this trip?



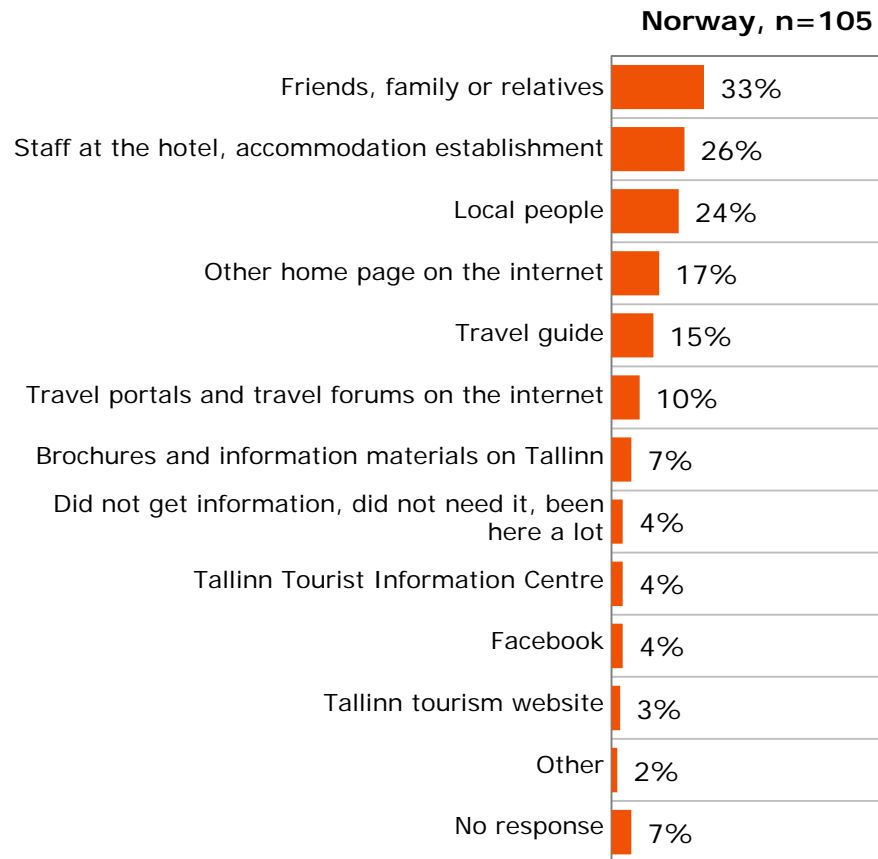
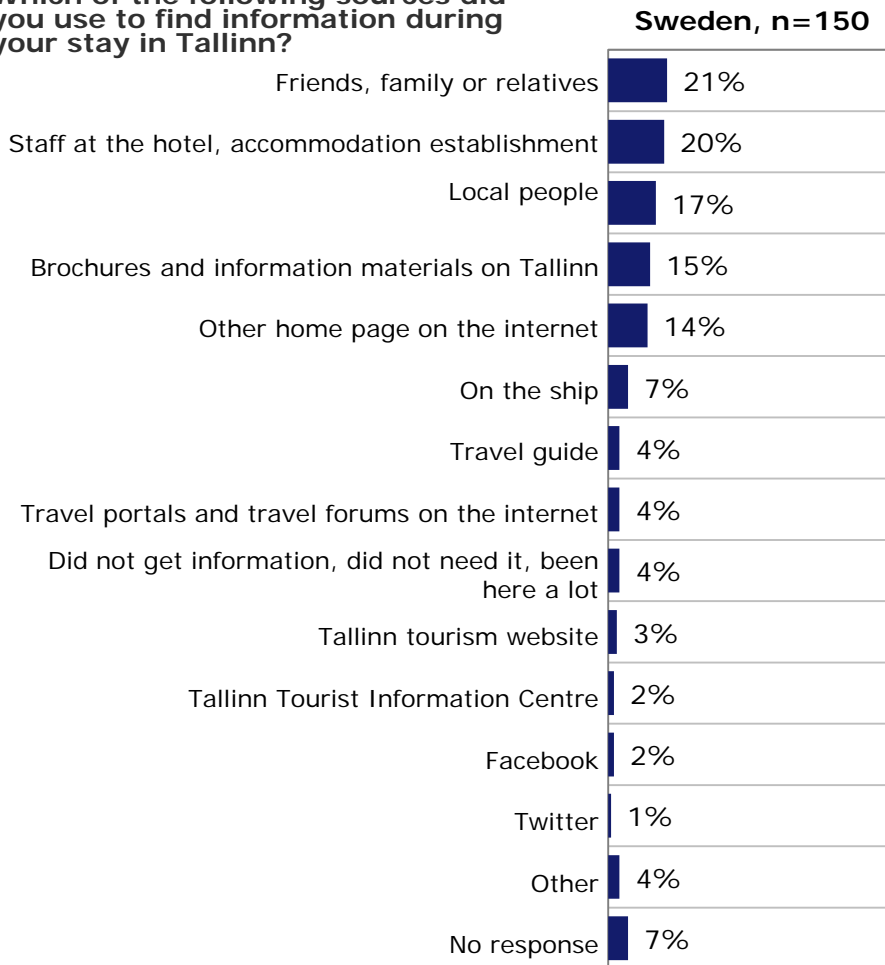
# Sources of information about Tallinn during the trip

## Friends-acquaintances are the main sources of information



% of visitors to Tallinn

Which of the following sources did you use to find information during your stay in Tallinn?



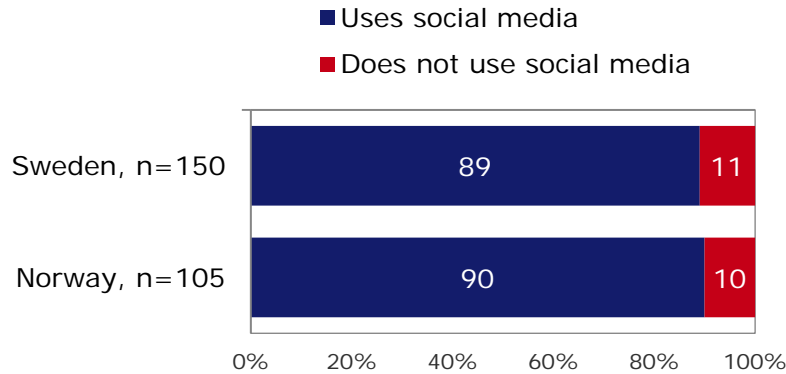
# Sharing travel experiences on social media

## Experiences are shared mostly during the trip

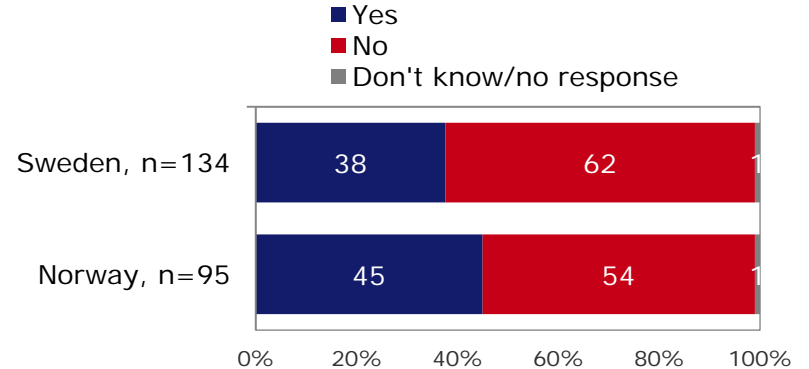


% of all visitors in the target group  
 % of those using social media

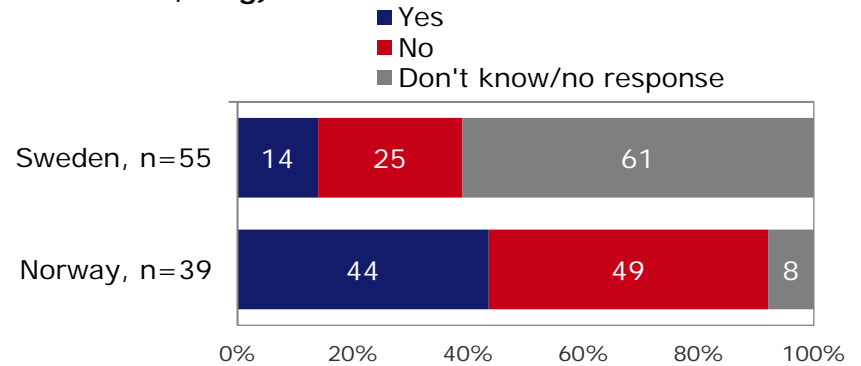
### Use of social media (Facebook, Twitter, blogs)



### Did you share travel experiences on social media during your stay in Tallinn (Facebook, Twitter, blog)?



### Do you plan to share your travel experiences on social media AFTER visiting Tallinn (Facebook, Twitter, blog)?



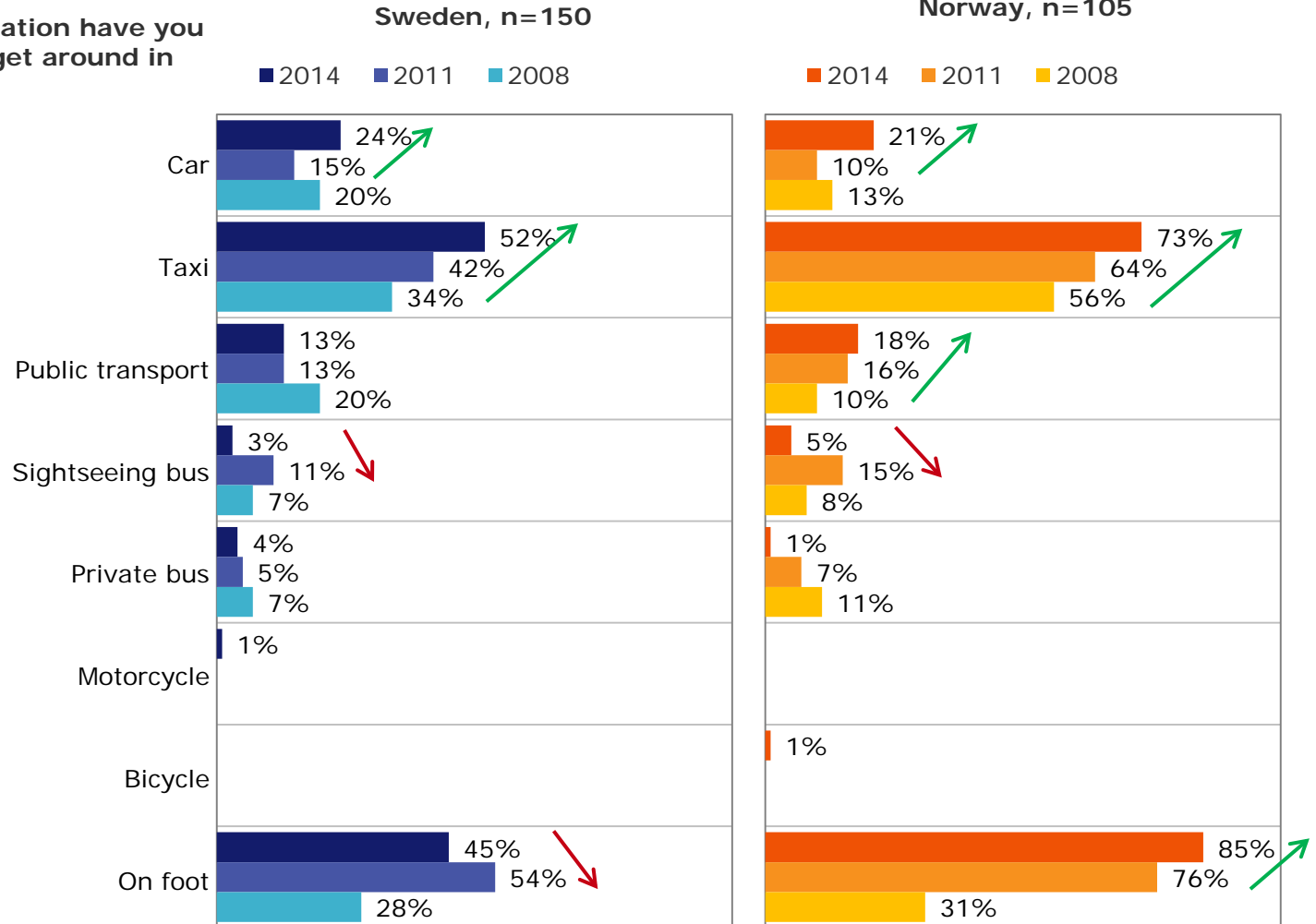
# Transport used in Tallinn

## Taxi is the preferred mode of transportation



% of visitors to Tallinn

Which modes of transportation have you used during your visit to get around in Tallinn?



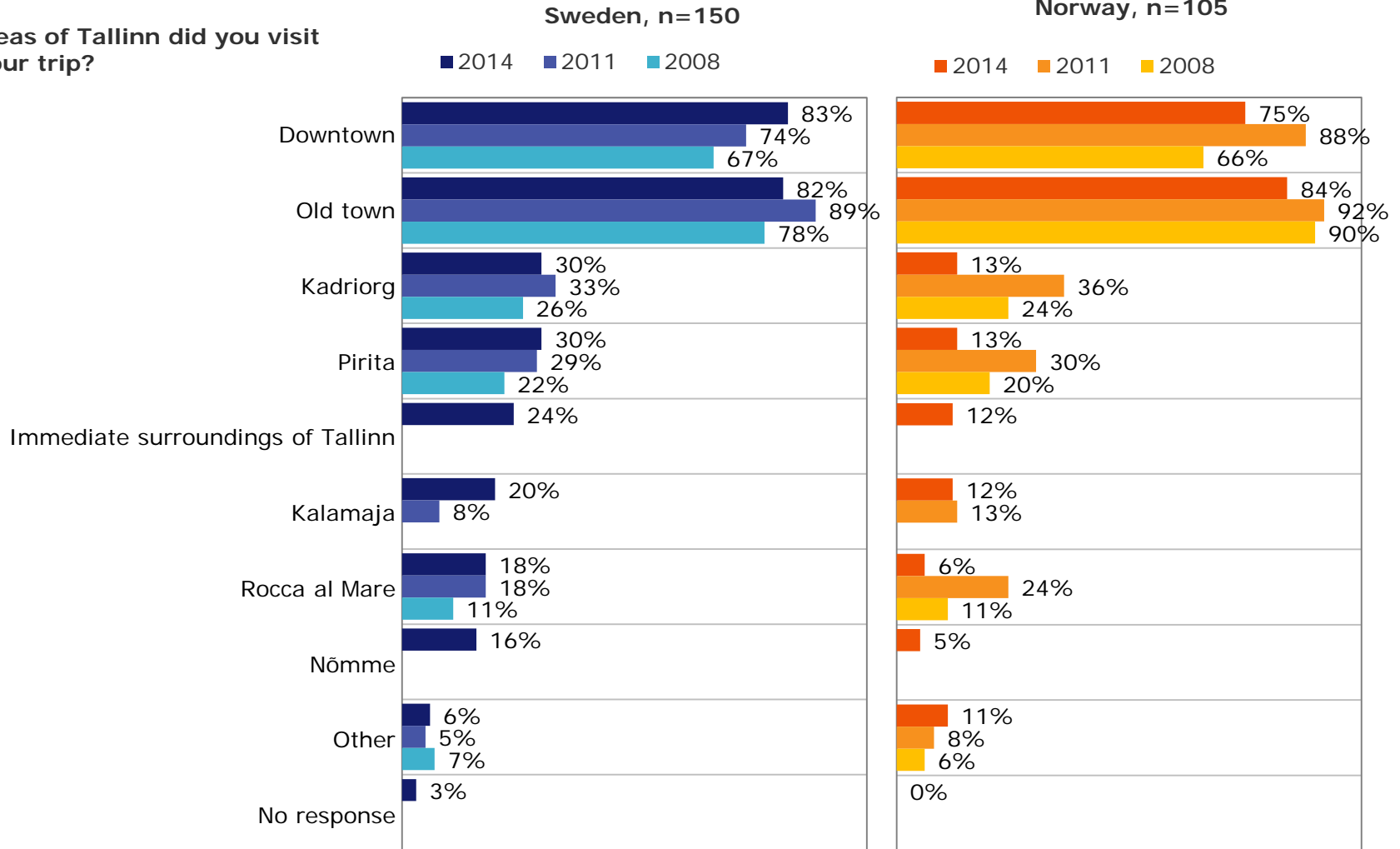
# Areas visited in Tallinn

## Smaller areas are reached increasingly more frequently



% of visitors to Tallinn

Which areas of Tallinn did you visit during your trip?





# Activities in Tallinn

% of all visitors to Tallinn



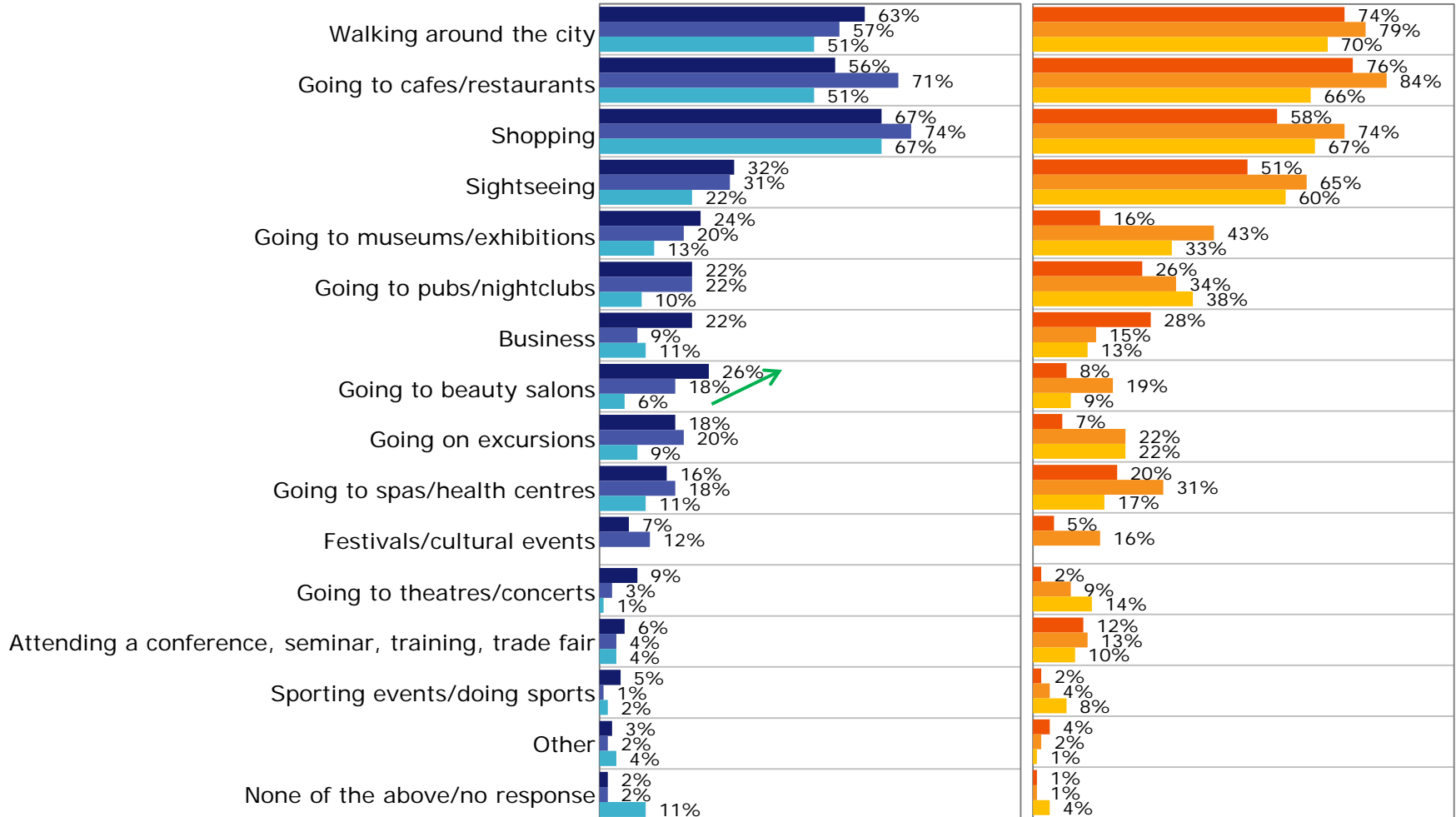
Which of the following activities did you do in Tallinn?

Sweden, n=150

Norway, n=105

2014 2011 2008

2014 2011 2008



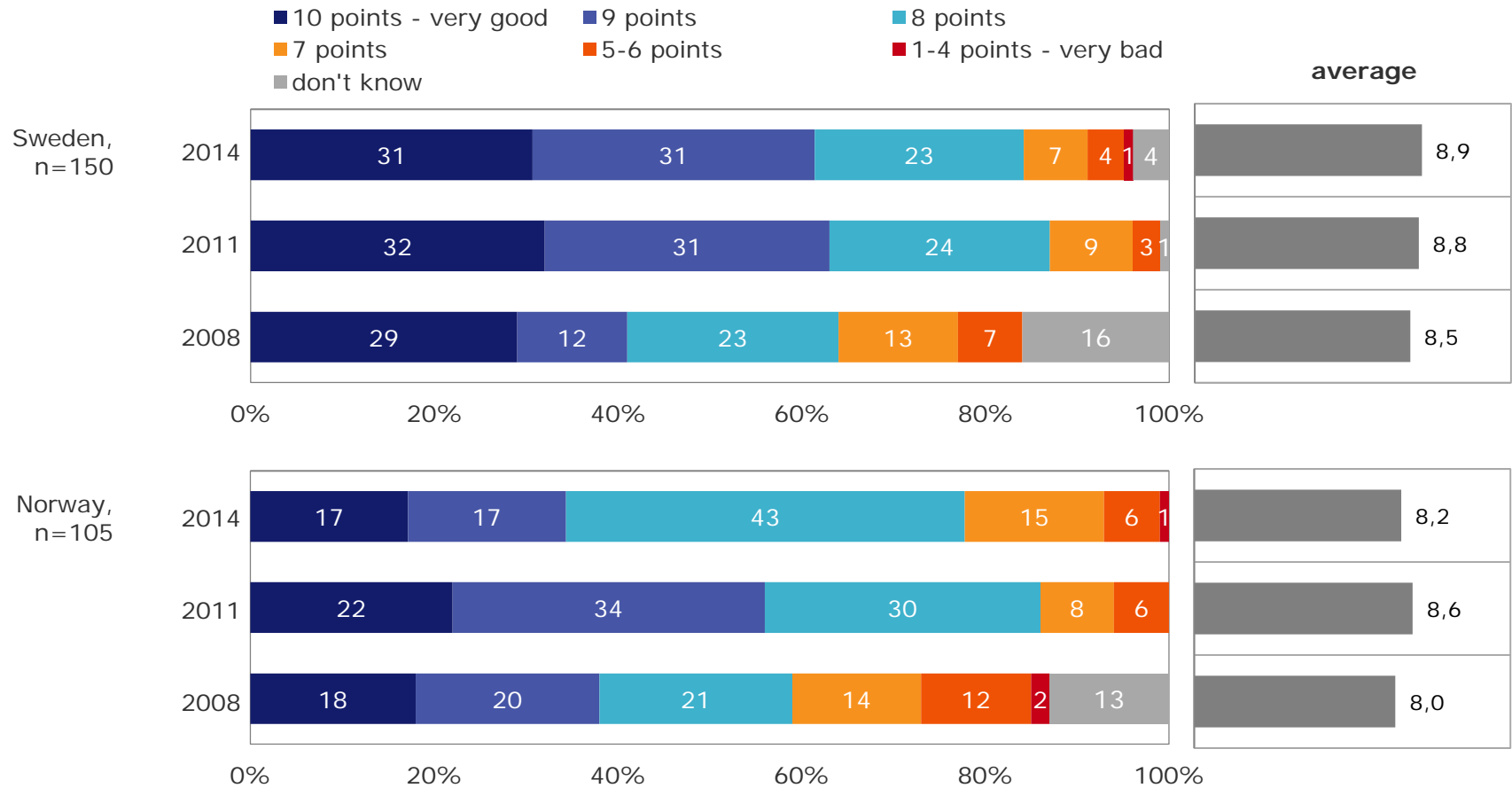
# Overall impression of the trip to Tallinn

## Overall impression of the city is very good



% of visitors to Tallinn

How would you evaluate the overall impression of your trip to Tallinn on the scale of 10, where 1 is the lowest and 10 the highest score?



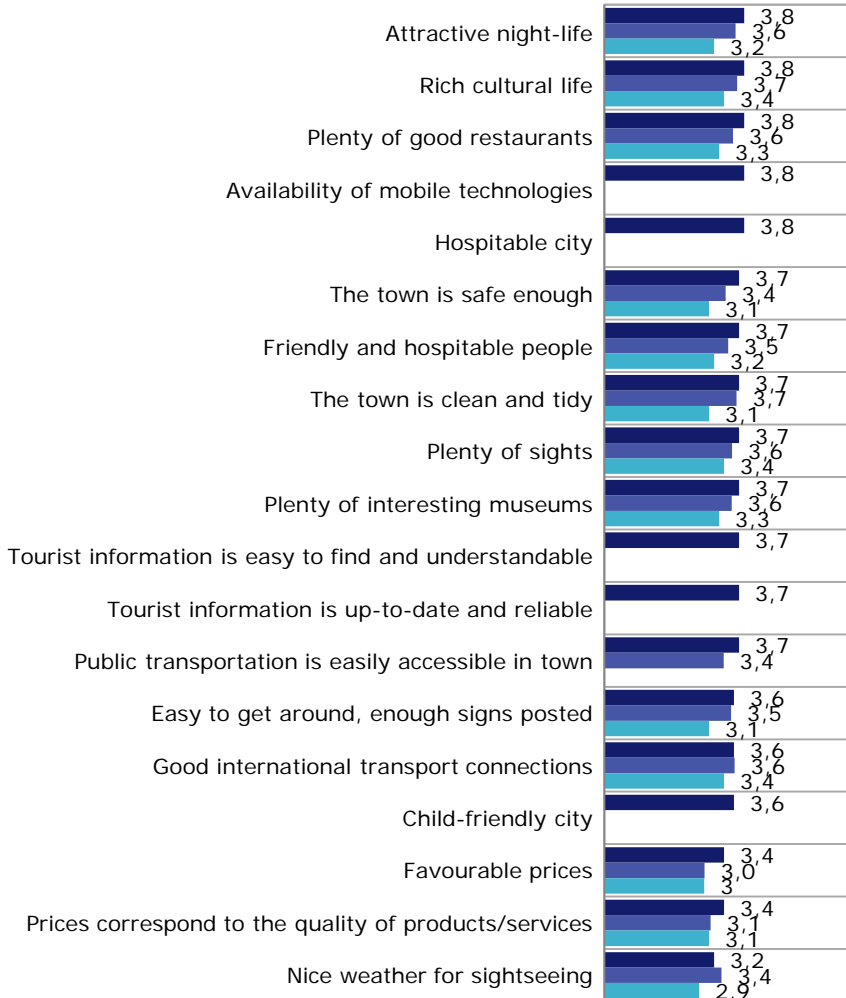
# Image of Tallinn

average evaluations on a 4-point scale

To what extent do you agree with each of the following statements ...

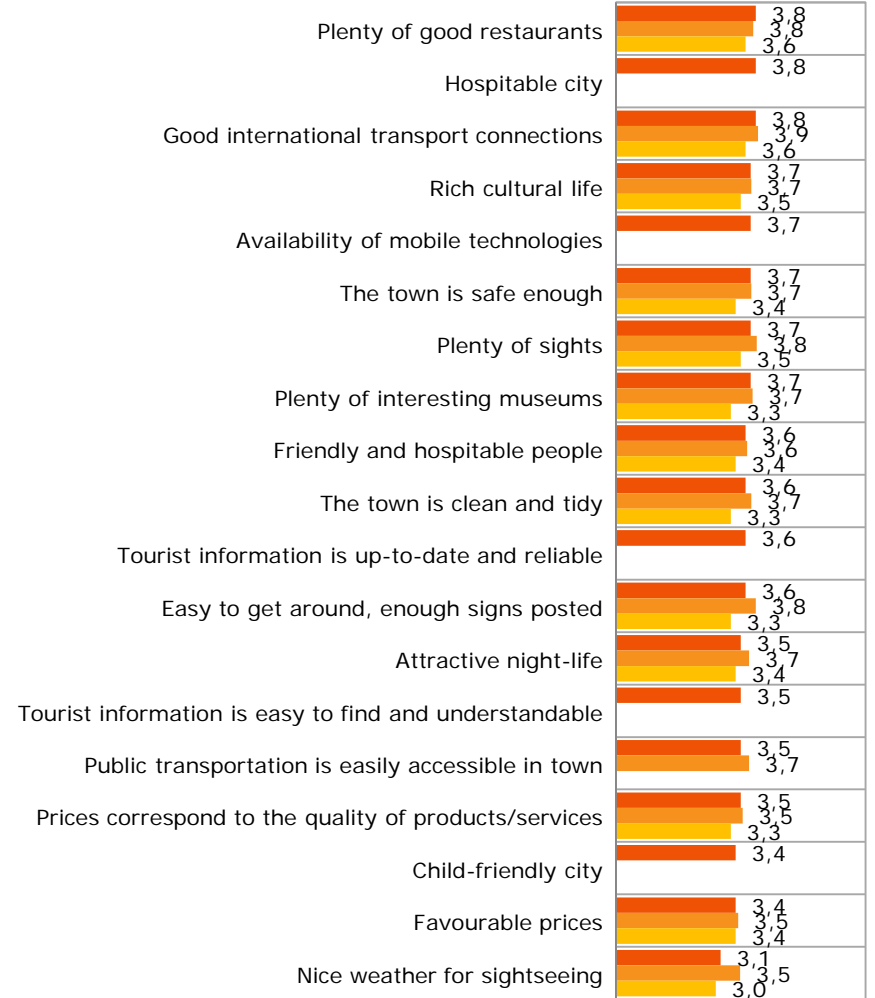
Sweden, n=150

■ 2014 ■ 2011 ■ 2008



Norway, n=105

■ 2014 ■ 2011 ■ 2008



# Customer service in Tallinn

## Evaluations of most aspects have improved

average evaluations on a 4-point scale



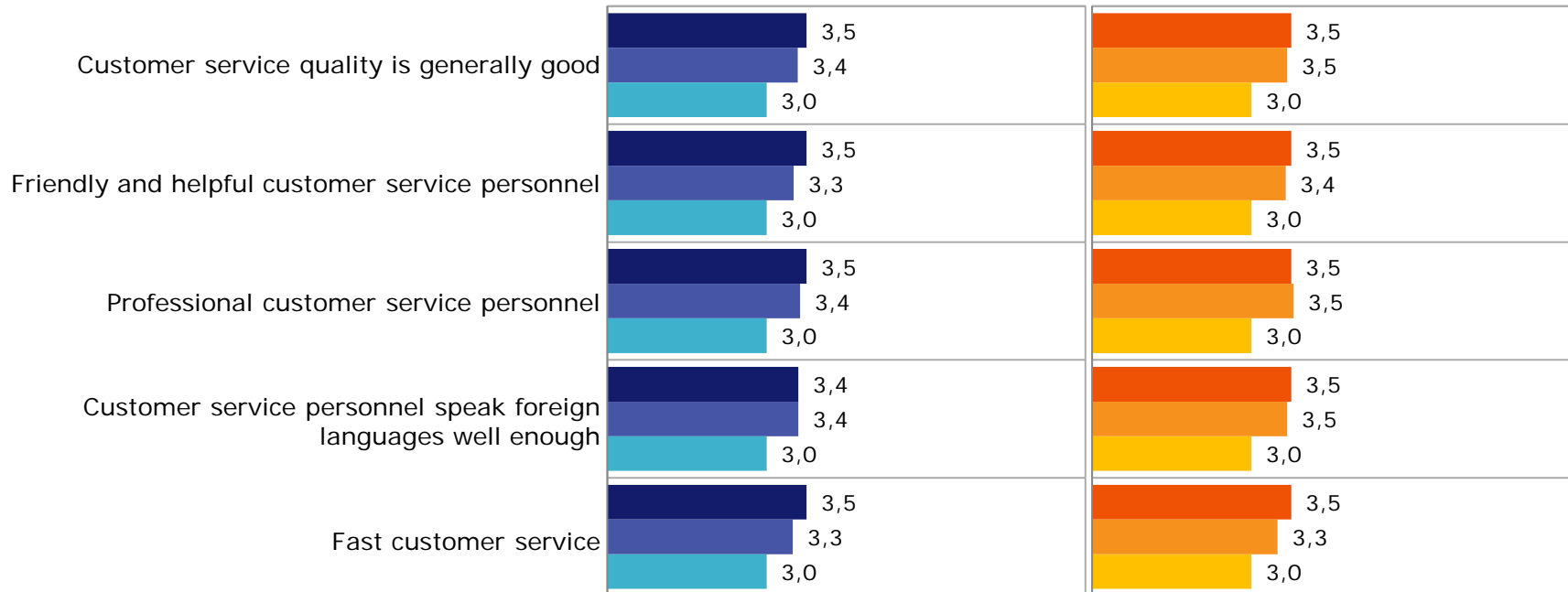
To what extent do you agree with the following statements about customer service in Tallinn?

Sweden, n=150

Norway, n=105

■ 2014 ■ 2011 ■ 2008

■ 2014 ■ 2011 ■ 2008



# Trip to Tallinn meeting expectations

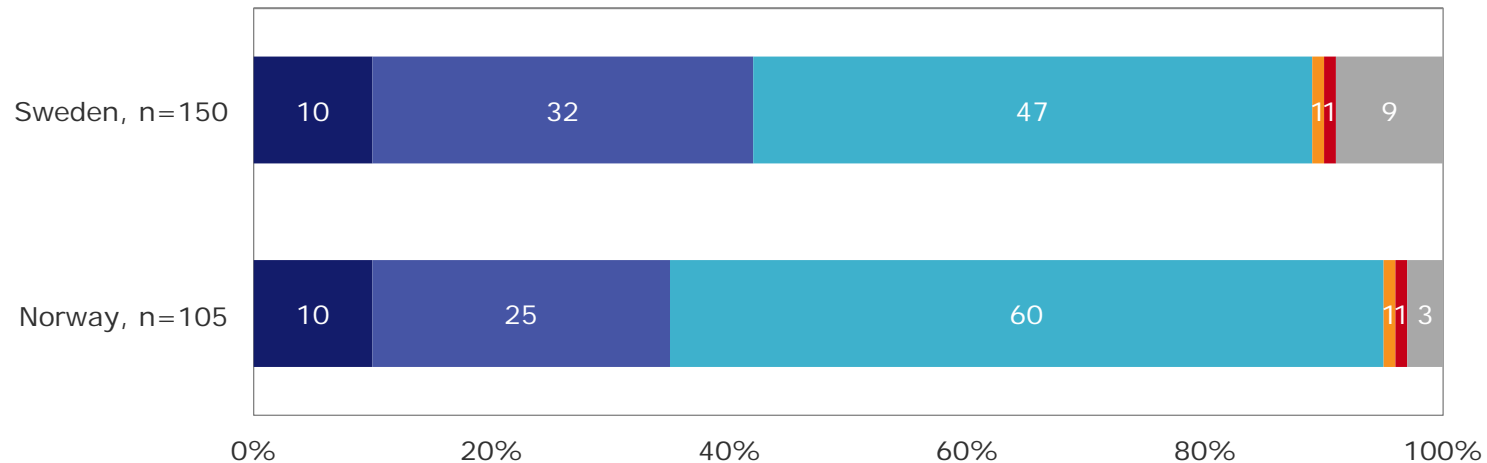
## Swedes are slightly more satisfied with their experience



% of visitors to Tallinn

Considering your expectations before the trip and experiences during the trip, did the trip meet your expectations?

- Greatly exceeded your expectations
- Exceeded expectations
- Met your expectations
- Below your expectations
- Far below your expectations
- Don't know /no response



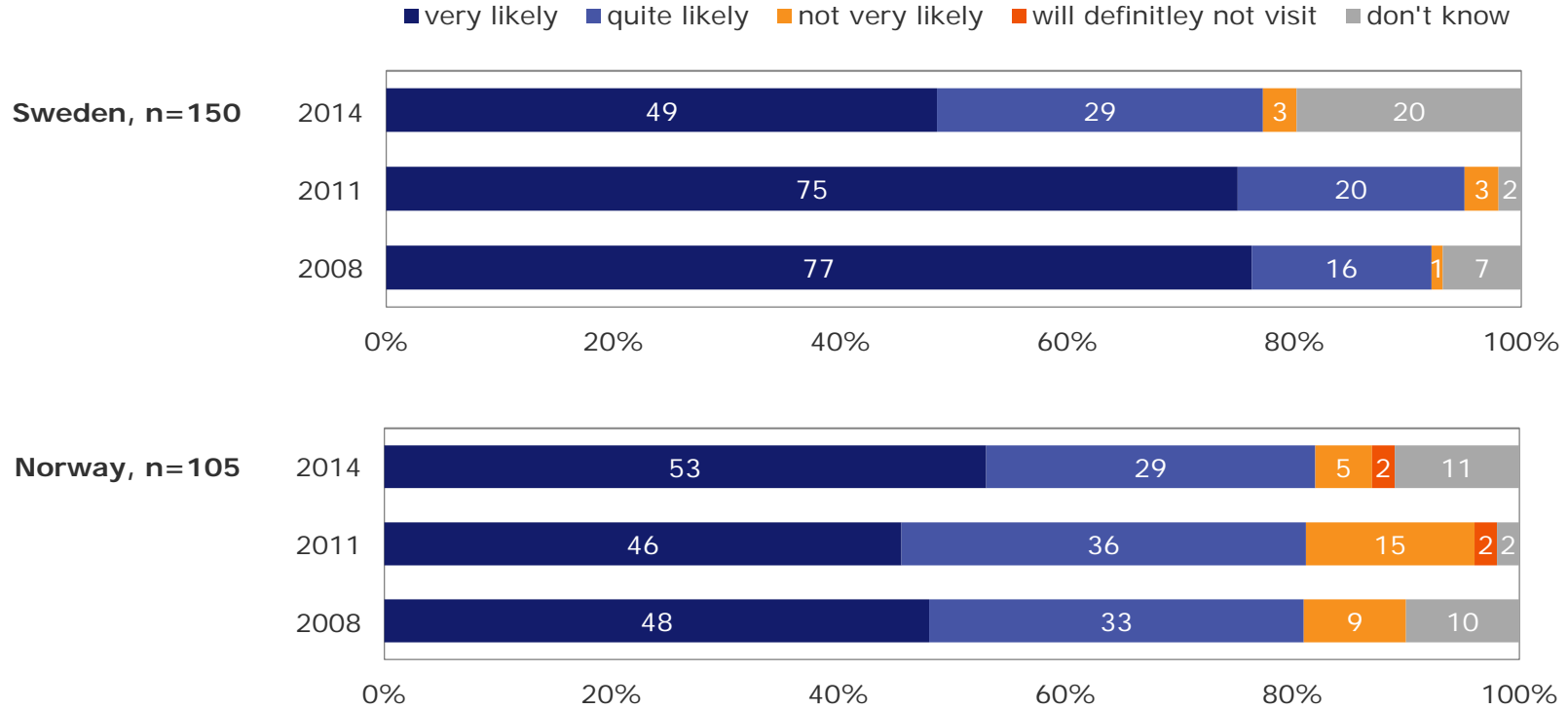
# Likelihood of visiting Tallinn again

## Large share of visitors want to visit Tallinn again



% of visitors to Tallinn

How likely are you to visit Tallinn again during the next 5 years?



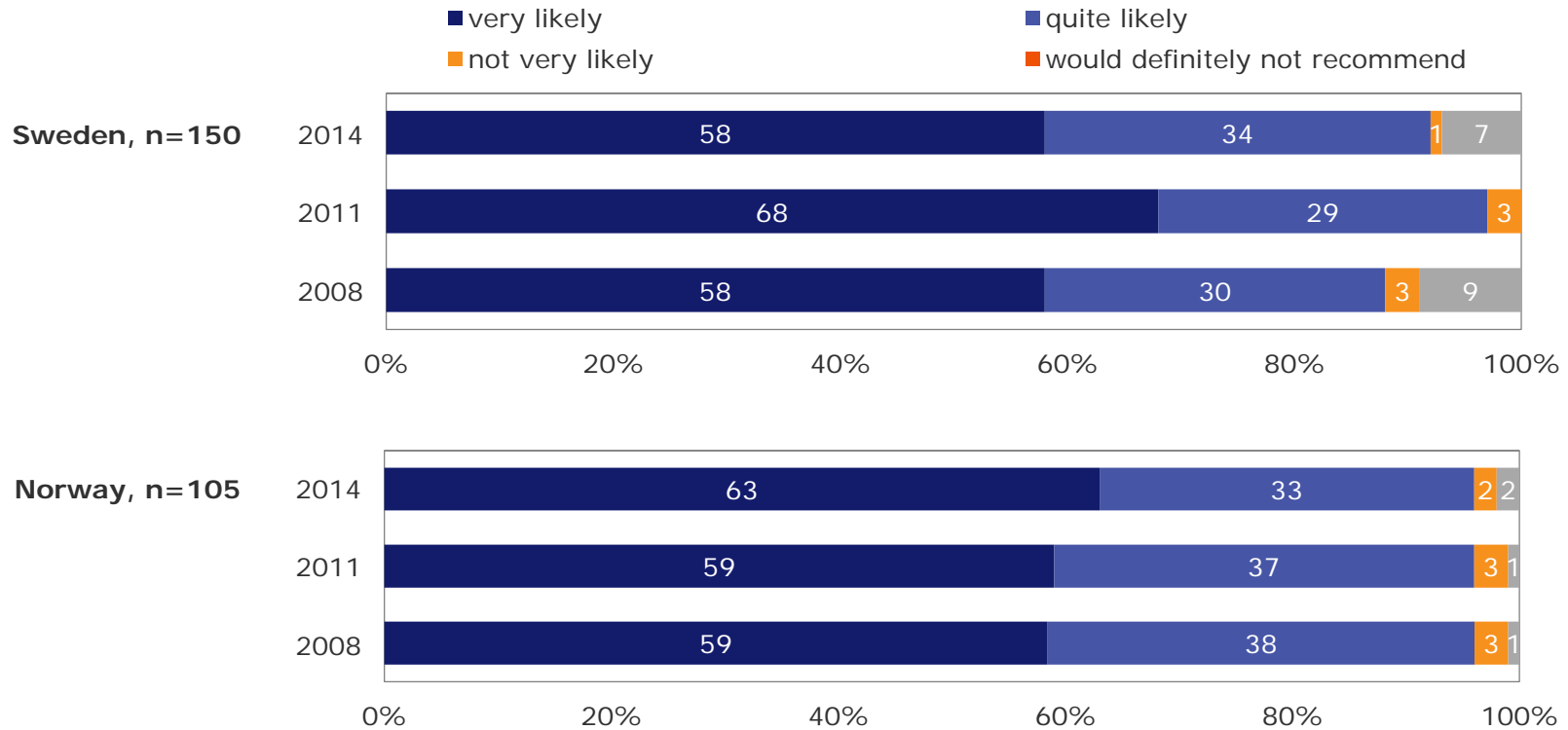
# Recommendation communication

## Readiness to recommend is very high



% of visitors to Tallinn

**If your friends/relatives asked your advice about a holiday destination, how likely would you recommend Tallinn?**



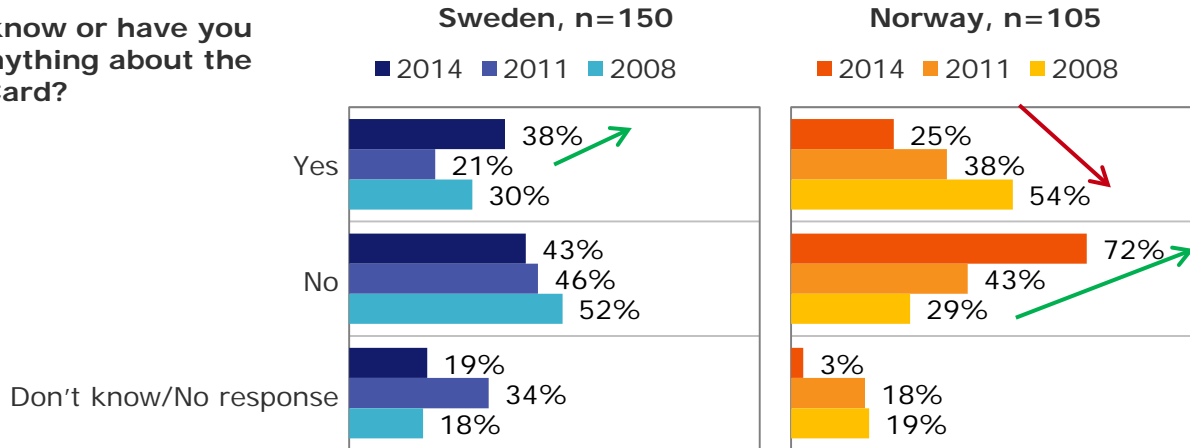
# Information about Tallinn Card and its usage

## Awareness is very low among Norwegian tourists

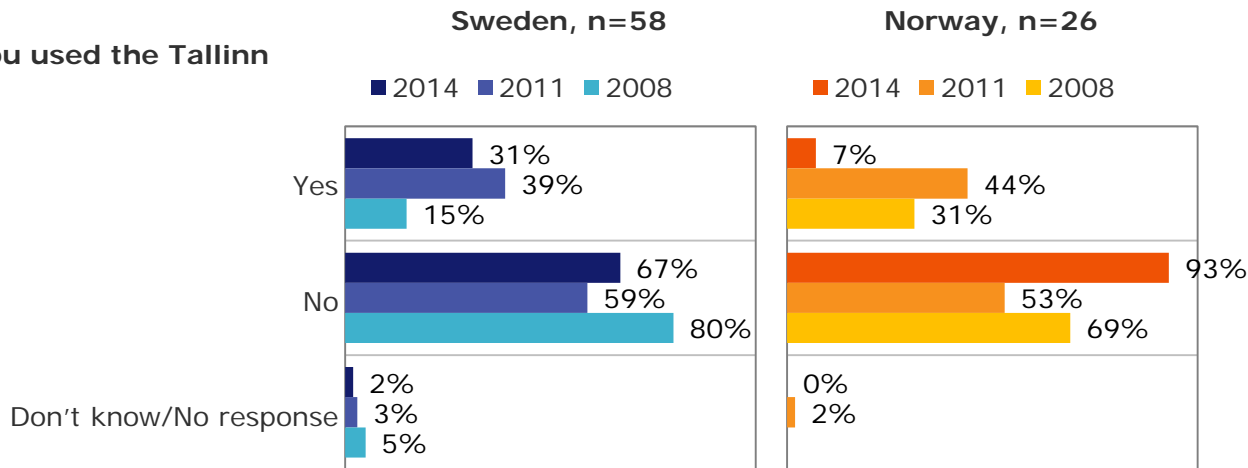


% of visitors to Tallinn

Do you know or have you heard anything about the Tallinn Card?



Have you used the Tallinn Card?

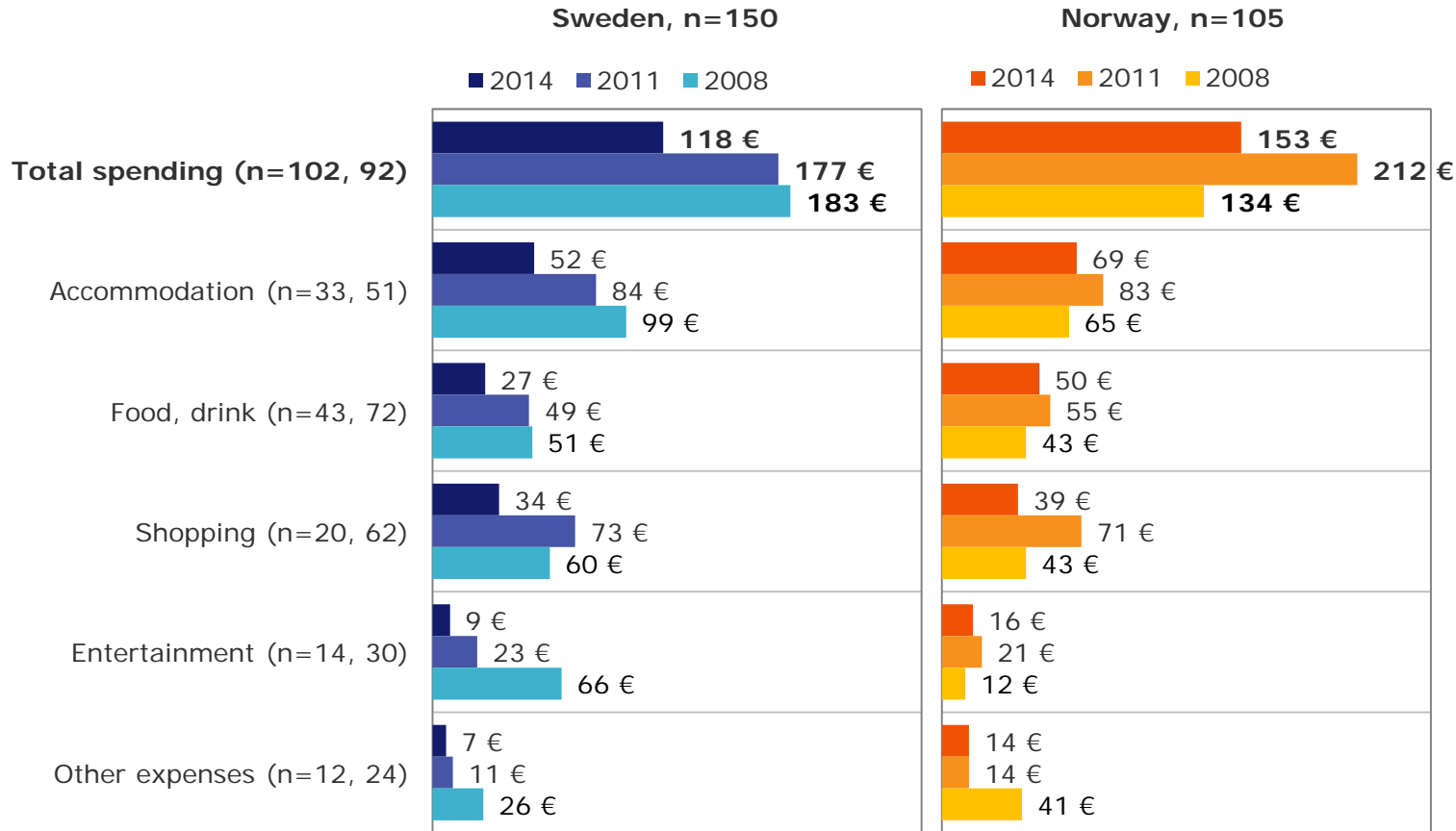




# Average spending per person per day

## Spending has decreased significantly

Average spending per person per day in EURO



# 7

## Appendix: Sample methodology



# Appendix 1

## Sample methodology 2014



- The general population of the survey comprised all foreign tourists who visited Tallinn in 2014. During the course of the survey, 1727 foreign visitors were interviewed, including 1569 regular tourists and 158 cruise passengers.
- While compiling the sample, respondents were divided according to country of origin with the objective to cover all priority target markets with a sufficient number of respondents. Priority target markets include Finland, Sweden, Norway, United Kingdom, Germany, Russia and Latvia.
- The division of the sample was based on the 2012 statistics on foreign visitors who stayed in accommodation establishments in Tallinn. The respondents were divided as follows:
  - by months, taking into consideration the seasonal differences of visitors (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 Station and railway station as well as border crossing in Narva.

# Appendix 2

## Sample methodology 2014



- 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 share of cruise passengers.
- Here follows the division of planned and actual sample from the first six months of 2014 in accordance with countries and “exit gates (H – harbour, A – airport, L – land).

**Planned sample (2014)**

Country	S	L	M	Total
Finland	375	25	0	400
Sweden	100	50	0	150
Norway	10	80	10	100
United Kingdom	50	90	10	150
Germany	60	115	25	200
Russia	25	60	115	200
Latvia	5	25	70	100
Other countries	100	60	40	200
Total:	725	505	270	1500

**Actual sample (2014)**

	S	L	M	Total
Finland	374	24	3	401
Sweden	100	49	1	150
Norway	13	85	7	105
United Kingdom	57	93	9	159
Germany	63	144	10	217
Russia	27	57	141	225
Latvia	7	23	75	105
Other countries	103	66	38	207
Total:	744	541	284	1569

# Data collection



- The survey was conducted using the PAPI method (*Paper and Pencil Interviewing*). Average length of one interview was 20 minutes. When necessary, response cards were used during the course of the interview.
- Interviews were conducted in Finnish, English, Russian and German.
- The quality of how paper questionnaires were filled in and how the data from them was entered was guaranteed as follows:
  - after the end of each monthly survey period, TNS Emor production project manager **visually checked the completion of paper questionnaires**;
  - visually checked paper questionnaires were entered using a special data entry program. The data entry program was developed using Ci3 software;
  - the data entry program **mechanically checked** the quality of completed questionnaires – the program contains pre-programmed filters, cycles, response intervals and logic checks of responses. The previously mentioned methods also help to prevent data entry errors. Using questionnaire numbers as the basis, the program also excludes the possibility to enter one questionnaire multiple times.
- 10 TNS Emor’s specially trained interviewers participated in the fieldwork.
- Fieldwork periods in 2014 and January of 2015: January 24-30, February 17-25, March 8-15, April 9-16, May 15-22, June 10-18, July 6-15, August 25-31, September 16-23, October 22-29, November 21-28, December 11-20, January 5-8.
- Cruise passengers were interviewed during survey periods in May, June, July and August.

# Data collection statistics



Interview location	
Harbour	744
Airport	541
Ikla border crossing	135
Narva border crossing	117
Train station	24
Elsewhere	8

Interview month	
January	74
February	92
March	123
April	135
May	144
June	142
July	184
August	181
September	178
October	115
November	106
December	95

Day of the week	
Monday	186
Tuesday	238
Wednesday	281
Thursday	173
Friday	224
Saturday	203
Sunday	264

Time of the interview	
before 12.00	369
12.00 - 14.00	309
14.00 - 17.00	455
after 17.00	415

Weather on the day of interview	
windy	603
cold	298
sunny	711
rainy	281
cloudy, dry	458



- Data has been weighted using the following methodologies:

## I weighting methodology:

- As of May 1st 2004, national statistics on number of overnight stays in official accommodation establishments in Tallinn. Free accommodation and one-day visitors have been added to national statistics (proportions in the breakdown of countries according to 2014 Tallinn Foreign Visitor survey results).

## II weighting methodology:

- In addition to national statistics and 2014 Tallinn Foreign Visitor survey results, we have also factored in Port of Tallinn statistics on cruise passengers in weighting one-day visitors and those getting free accommodation.
- With comparability as the objective, the results in this report have been presented using the first weighting methodology but assessments of the general population (i.e. assessments of the number of Tallinn foreign visitors and proportions of different countries) have been presented using the second weighting methodology.
- Next, we have presented the general numbers, used as basis for data weighting, in the form of tables (second methodology).



<b>NUMBER OF ACCOMMODATED FOREIGN TOURISTS, 2014 (Statistics Estonia)</b>					
	<b>2014 1st quarter</b>	<b>2014 2nd quarter</b>	<b>2014 3rd quarter</b>	<b>2014 4th quarter</b>	<b>TOTAL</b>
Finland	120051	180643	195060	168291	664045
Sweden	7546	13872	16673	11806	49897
Norway	4741	8535	8647	8557	30480
United Kingdom	5649	11086	12641	9838	39214
Germany	5065	27062	38886	8636	79649
Russia	58604	40600	36903	40947	177054
Latvia	8668	11163	10917	12607	43355
Other countries	37990	98510	133096	58711	328307
<b>Total:</b>	<b>248314</b>	<b>391471</b>	<b>452823</b>	<b>319393</b>	<b>1 412 001</b>

## Data weighting (2)

<b>ASSESSMENT OF TOTAL NUMBER OF FOREIGN VISITORS TO TALLINN 2014, ACCOMMODATION (without cruise)</b>			
	<b>paid+free accommodation</b>	<b>1-day visitors</b>	<b>TOTAL</b>
Finland	746118	993085	1739203
Sweden	57419	29579	86998
Norway	36416	5586	42002
United Kingdom	49954	9303	59257
Germany	94820	9607	104427
Russia	246593	111307	357900
Latvia	69703	29167	98870
Other countries	404818	135660	540478
<b>Total:</b>	<b>1705841</b>	<b>1323294</b>	<b>3029135</b>





ASSESSMENT OF TOTAL NUMBER OF FOREIGN VISITORS 2014, SEASONALITY (without cruise)					
	1st quarter	2nd quarter	3rd quarter	4th quarter	TOTAL
Finland	314426	473123	510882	440772	1739203
Sweden	13157	24187	29070	20584	86998
Norway	6533	11761	11916	11792	42002
United Kingdom	8536	16752	19103	14866	59257
Germany	6641	35481	50982	11323	104427
Russia	118463	82070	74596	82771	357900
Latvia	19767	25457	24896	28750	98870
Other countries	62541	162173	219111	96653	540478
<b>Total:</b>	<b>550064</b>	<b>831004</b>	<b>940556</b>	<b>707511</b>	<b>3029135</b>

## Data weighting (3)

Comparison of weighted and non-weighted samples, 2014, without cruise						
	Assessment of total population	% of total population	Weighted results	% of weighted sample	Non-weighted results	% of non-weighted sample
Finland	1739203	57%	901	57%	401	26%
Sweden	86998	3%	45	3%	150	10%
Norway	42002	1%	22	1%	105	7%
United Kingdom	59257	2%	31	2%	159	10%
Germany	104427	3%	54	3%	217	14%
Russia	357900	12%	185	12%	225	14%
Latvia	98870	3%	51	3%	105	7%
Other countries	540478	18%	280	18%	207	13%
<b>Total:</b>	<b>3029135</b>	<b>100%</b>	<b>1569</b>	<b>100%</b>	<b>1569</b>	<b>100%</b>

# Appendix 3

## Project team



### **The following people participated in and were responsible for the different stages of the survey:**

Client's contact person:	Karen Alamets, Kristina Lukk
Survey plan and report:	Annette Schultz
Sample design:	Katre Seema
Fieldwork coordination:	Marju Kalve
Data processing:	Aivar Felding
Graphics:	Grete Maria Vürst

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Tallinn visitor survey 2014

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