

Summary of conferences in Tallinn in 2019

The statistical data on conferences held in Tallinn is collected for various purposes:

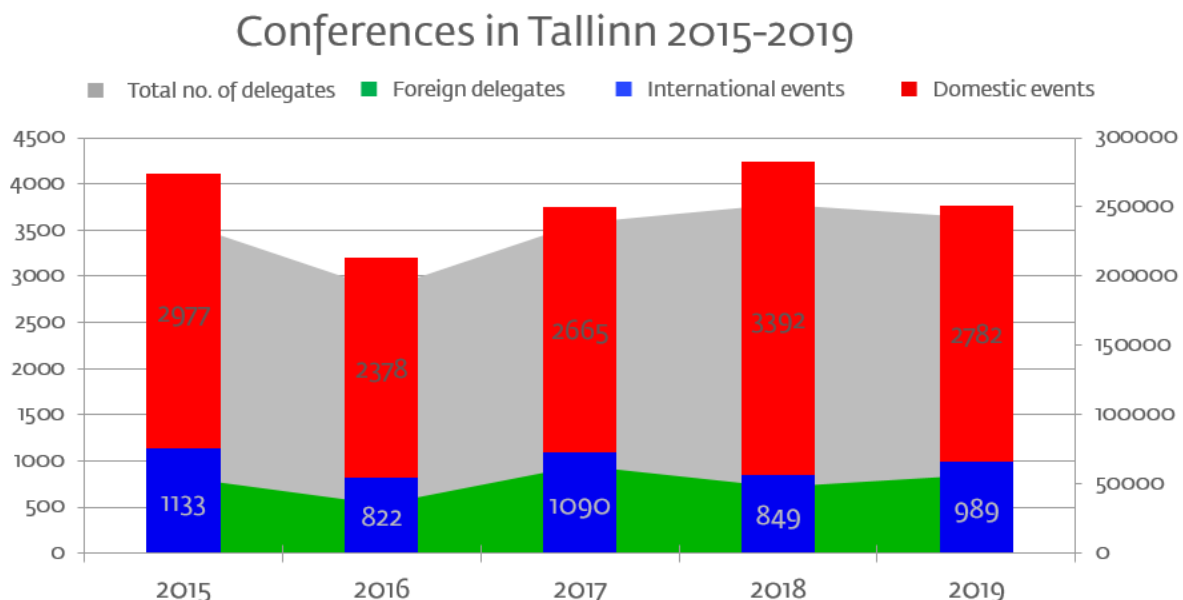
- To reply to enquiries related to investments, infrastructure developments and other development projects in the destination
- To generate data that is used to compile international conference destination rankings
- To assess the events taking place in Tallinn, their reach and impact

Companies who organise conferences in Tallinn have submitted data to the Tallinn City Tourist Office & Convention Bureau since 2001.

All of the following information is collected, based on the recommendations by the United Nations World Tourism Organisation (UNWTO) and the mapping focuses on events that last at least 4 hours and include at least 10 participants. According to the methodology, international events are conferences where at least one fifth (20%) of participants are foreigners.

In 2015–2019, the number of conferences organised in Tallinn remained relatively stable: approximately 3,500–4,000 events each year, with the exception of 2016, when there was a significant decline (3,200 conferences). The year 2019 showed a decrease in the number of conferences¹ (3,771 events).

It merits noting that in 2019, the number of International conferences grew by 16% (849 events vs 989 events). This is only 100 events less than in 2017, which saw a significant rise in international events due to the Estonian Presidency of the Council of the European Union.



¹ The decline in the number of events in 2019 is largely due to one event venue not submitting their full figures for 2019 (534 events in 2018, compared to 38 in 2019). Considering the profile of the venue as well as the timeframe of the submitted number of events, the actual number of events at the venue in 2019 was probably comparable to 2018. Taking this into account, we can assume that the total number of events in Tallinn in 2019 is in fact comparable to that of the year 2018.

2019 in figures:

	All events	International events	Local events
No. of events	3771	989	2784
Proportion		26%	84%
Võrdlus 2018. aastaga	-11%	+16%	-18%

	All delegates	Foreign delegates	Domestic delegates
Osalejate arv	242 493	56 127	186 366
Osakaal		33%	67%
Comparison to 2018	+3%	+13%	-8%

Conferences held in Tallinn continue to be short.

Local events usually last one day.

Half of international events last one day and the rest last for at least two days. In 2019, the number of events lasting three or more days grew 19% compared to 2018.

Length	All events		International events		Domestic events	
	2019	vs 2018	2019	vs 2018	2019	vs 2018
1 day	78%	-10%	57%	+30%	85%	-16%
2 days	15%	-15%	25%	-7%	12%	-21%
3 or more days	7%	-15%	18%	+19%	3%	-46%

94% of the events held in Tallinn had up to 199 delegates.

6% of events had more than 200 delegates.

	All events	International events	Domestic events
Up to 199 delegates	94%	91%	94%
More than 200 delegates	6%	9%	6%

NB! Of the 3,771 conferences organised in 2019, a total of 43 included 500 participants or more – concluding 1% of all conferences. This single percent brought in 16% of all participants (27% of all foreign participants).

Of all the conferences held in Tallinn in 2019, 65% were organised by corporations and 16% by associations. Of all the international conferences, 35% were organised by associations and 49% by corporations.

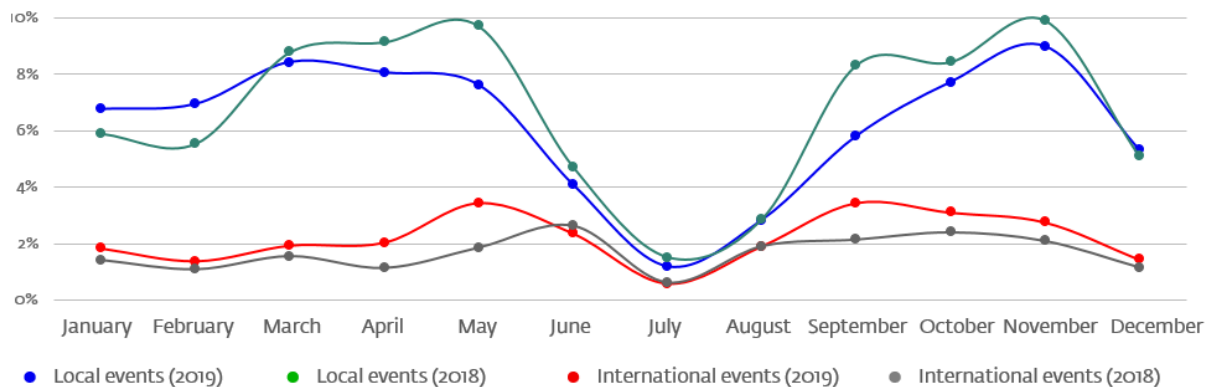
Event organiser	All events	International events	Domestic events
Association	16%	35%	22%
Corporation	65%	49%	54%
Public sector	19%	16%	23%
Other	1%	0%	1%

The most popular months for organising conferences are November (443 events), May (417 events), and October (408 events).

The largest proportion of international conferences were held in May and September – 130 events each month.

The largest proportion of domestic conferences were held in November – 339 events.

Domestic and International conferences in Tallinn per month 2019 VS 2018



In 2019, Tallinn also reached its highest-ever 41st position (among 1600 listed cities) in the annual ICCA (International Congress and Convention Association) conference cities' rankings table.

In 2018, Tallinn placed 49th, ahead of neighbours Riga and Vilnius.

This summary was created by Tallinn Convention Bureau

For additional information, please contact:

Meeli Jaakso
Convention manager, head of Tallinn Convention Bureau
meeli.jaakso@tallinnlv.ee
+372 640 4414

Made Pandis
Convention coordinator
made.pandis@tallinnlv.ee