

Visit **Tallinn**

Overview of tourism trends in Tallinn in 2017

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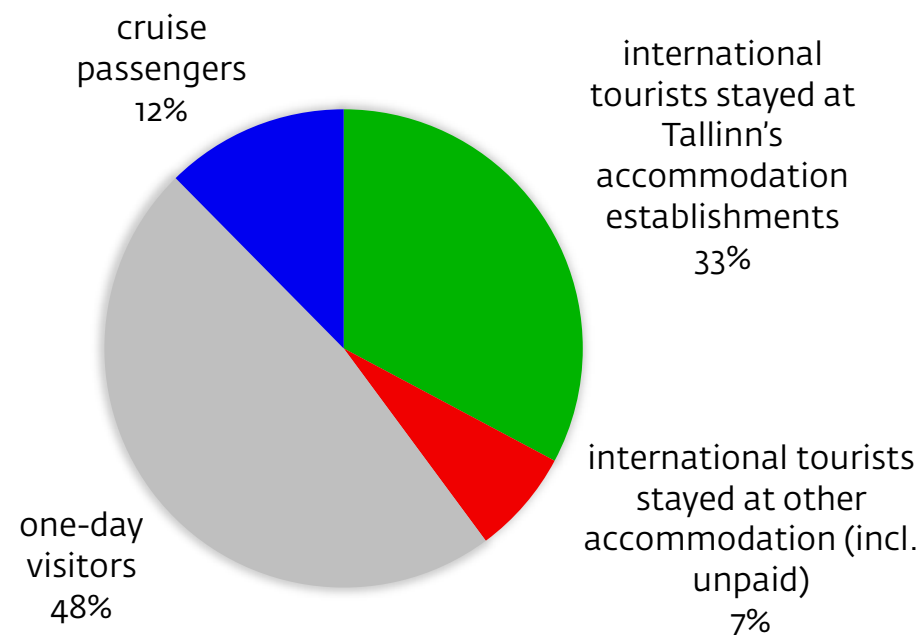
Visits of foreign residents to Tallinn, 2017

N=4 557 790

Residents of foreign countries made **4.56 million visits** to Tallinn in 2017, which means a 7% increase compared to 2016.

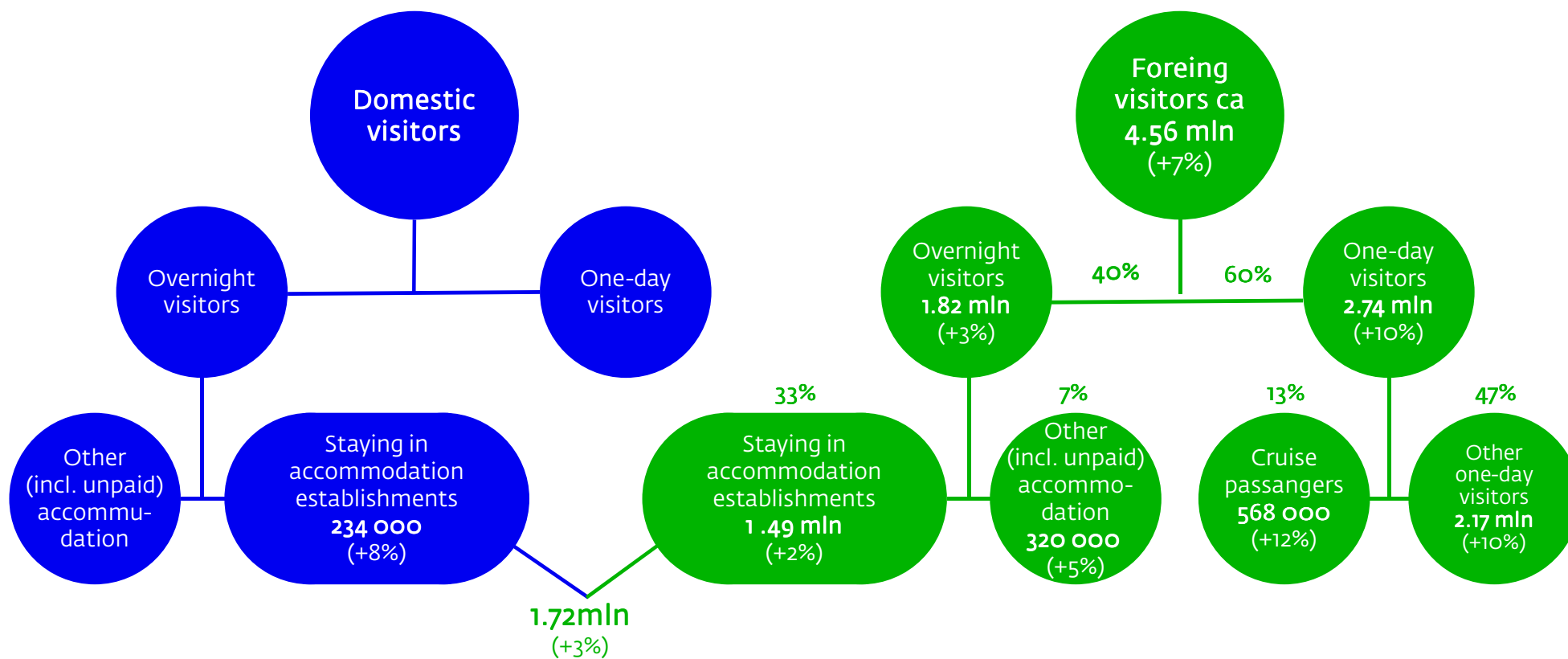
- 1.82 million visits to the city lasted for two or more days,
- 2.74 million visits lasted for one day

Compared to 2016, the number of one-day visits increased by 10% and the number of multi-day visits by 3%.

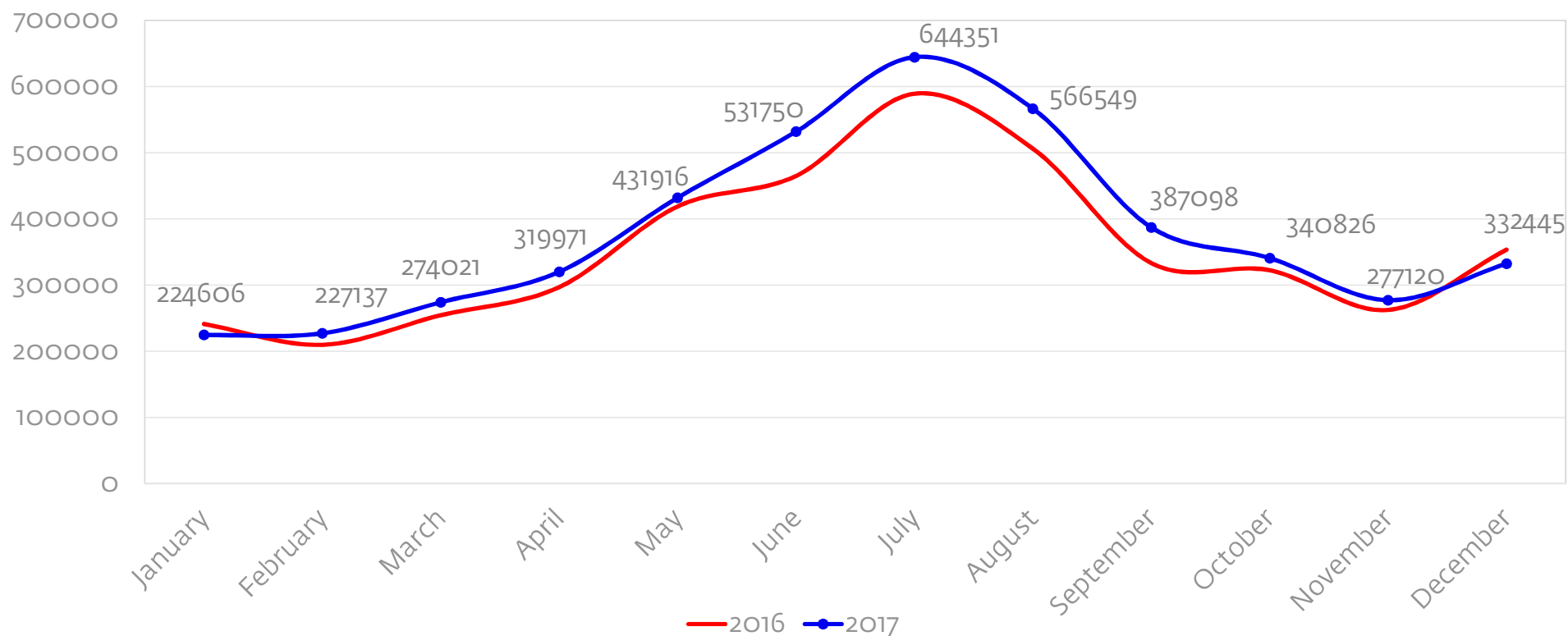


Source: Positium LBS, Statistics Estonia, Port of Tallinn (2018)

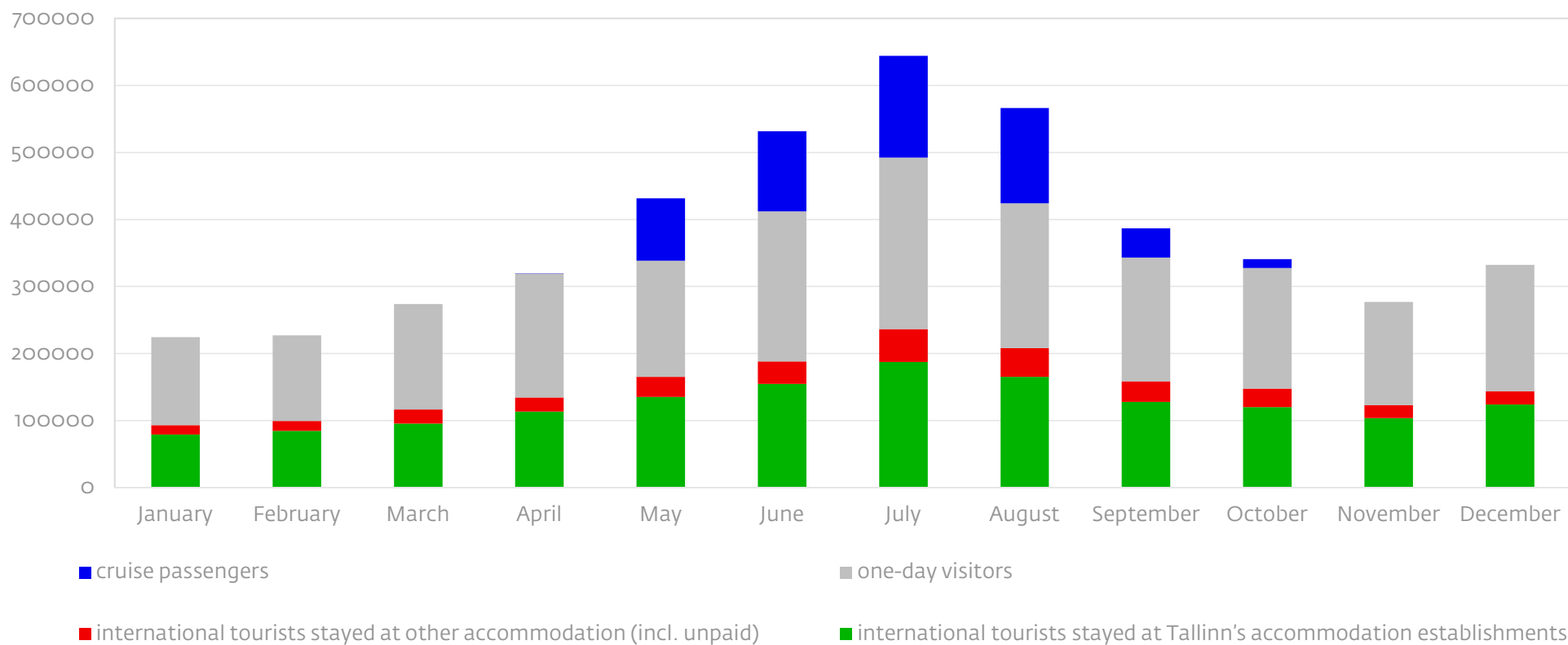
Visitors to Tallinn 2017



Visits of foreign residents to Tallinn



Visits of foreign residents to Tallinn 2017



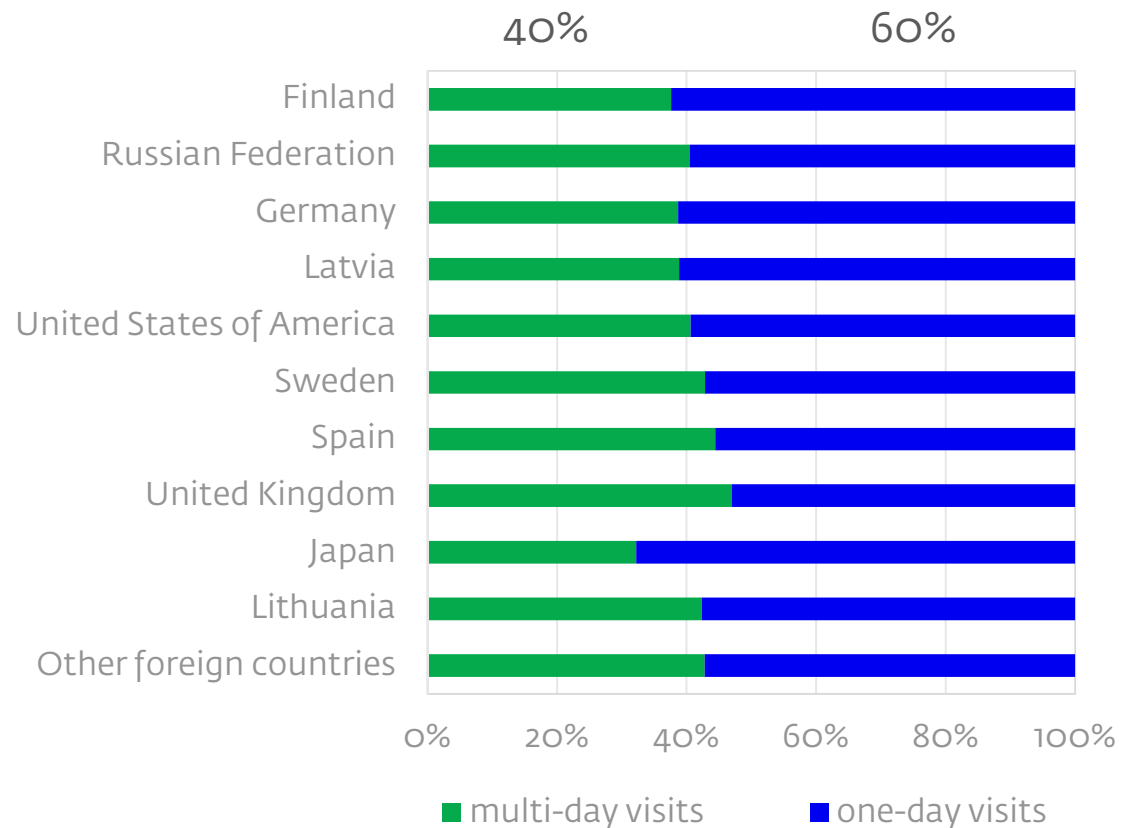
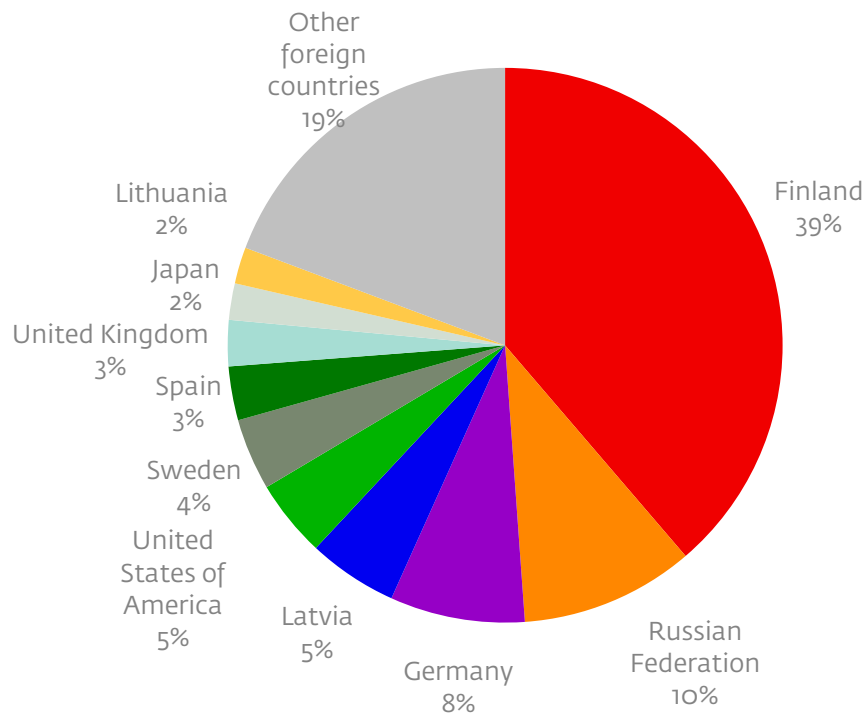
Source: Positium LBS, Statistics Estonia, Port of Tallinn (2018)

Tourism Trends in Tallinn in 2017

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Visits of foreign residents to Tallinn by country

N= 4 557 790



Source: Positium LBS

Tallinna turismitrendid 2017



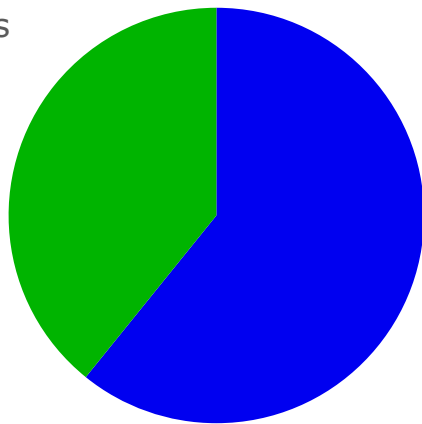
Accommodated tourists and overnight stays 2017

- According to Statistics Estonia, **1,728,429 tourists** stayed in accommodation **establishments in Tallinn** (+3% or +48,373 people)
 - Incl.:
 - international tourists: 1,493,544 (+ 2% or +31,607 people)
 - domestic tourists: 234,885 (+ 8% or +16,766 people)
- Tourists spent **3,099,102 nights** in Tallinn's accommodation establishments (+3% or +101,946 nights).
 - Incl.:
 - overnight stays by international tourists: 2,692,846 (+2% or +57,517 nights)
 - overnight stays by domestic tourists: 406,255 (+12% or +44,428 nights)
- This was a record year for Tallinn accommodation establishments in terms of the number of guests and overnight stays.

Share of Tallinn: accommodated tourists

Estonia
(tourists, N= 3 544 932)

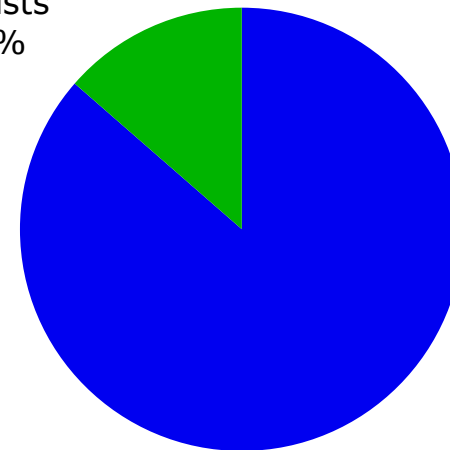
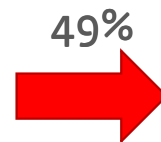
domestic
tourists
34%



international
tourists
61%

Tallinn
(tourists, N= 1 728 429)

domestic
tourists
11%



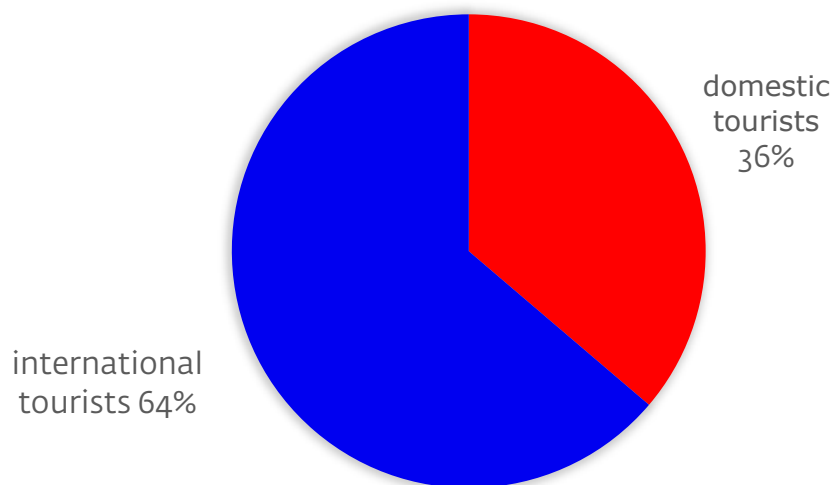
international
tourists
86%

Source: Statistics Estonia

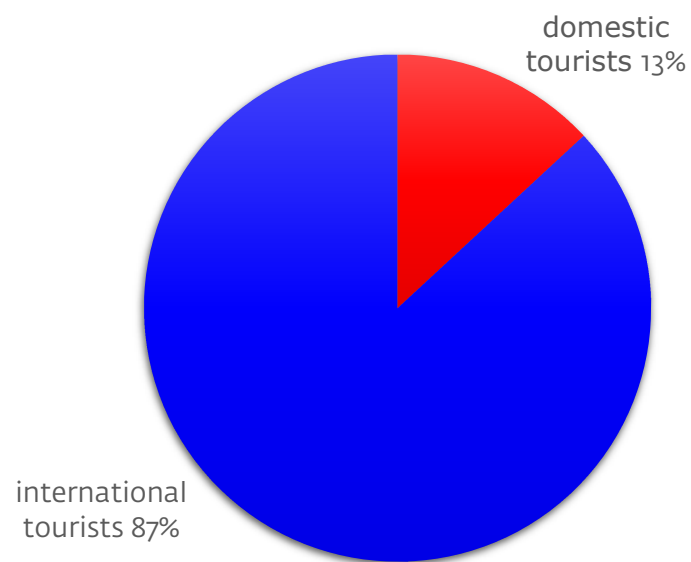
Share of Tallinn: Overnight Stays

Estonia
(bednights, N= 6 509 299)

Tallinn
(bednights, N= 3 099 102)

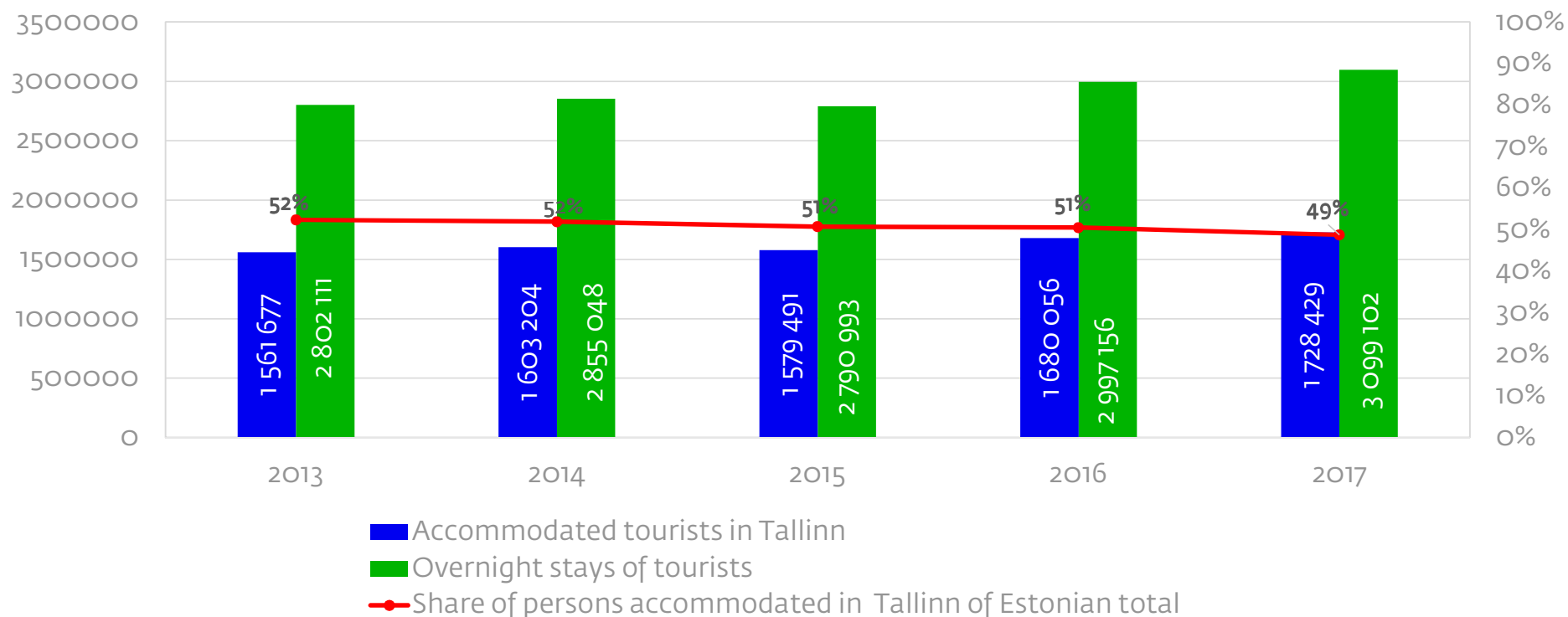


48%
→



Source: Statistics Estonia

Accommodated tourists and overnight stays in Tallinn 2013-2017

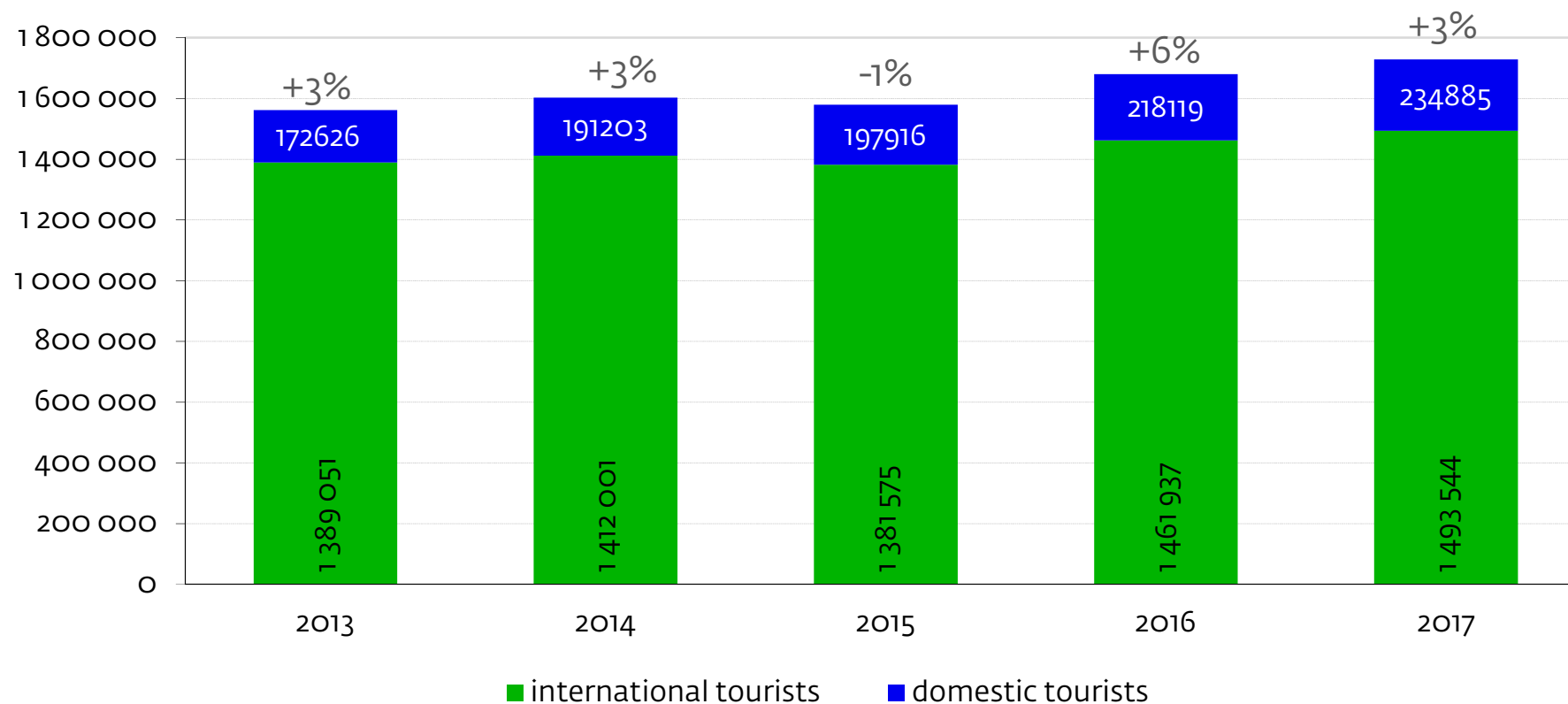


Source: Statistics Estonia

Tourism Trends in Tallinn in 2017

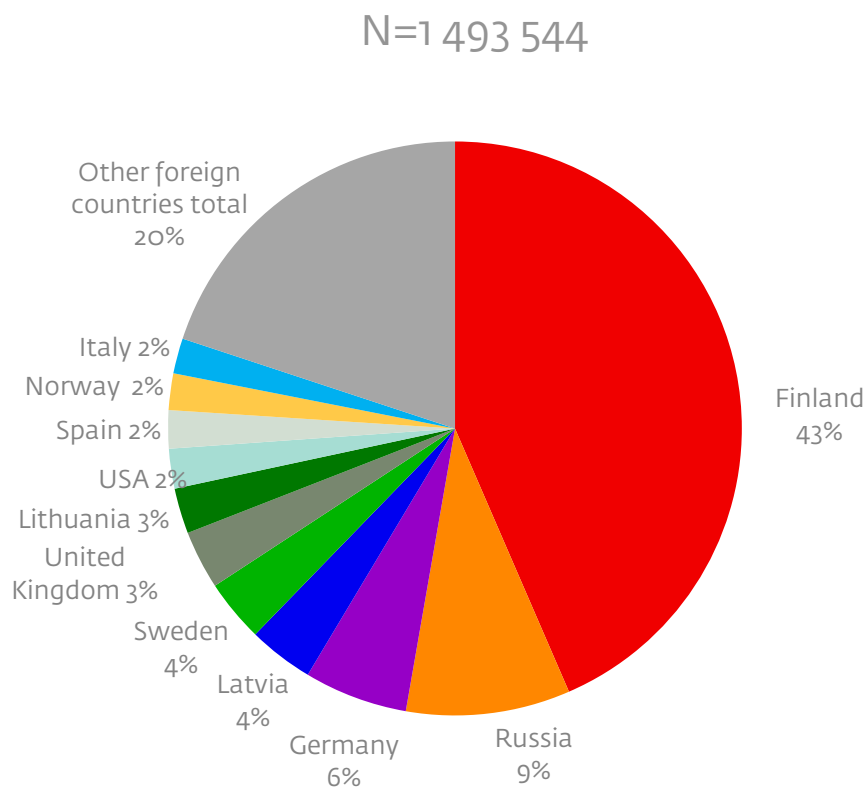
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Accommodated tourists in Tallinn 2013-2017



Source: Statistics Estonia

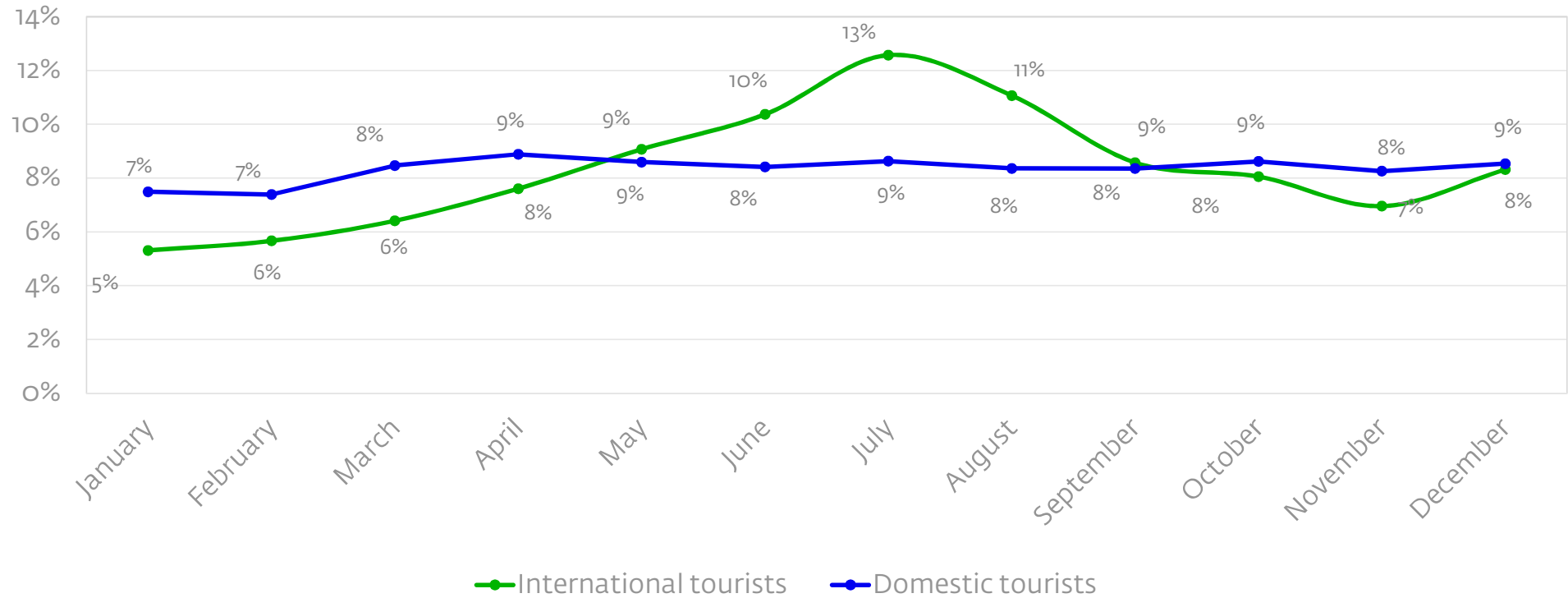
Main foreign markets of Tallinn in 2017



Source: Statistics Estonia

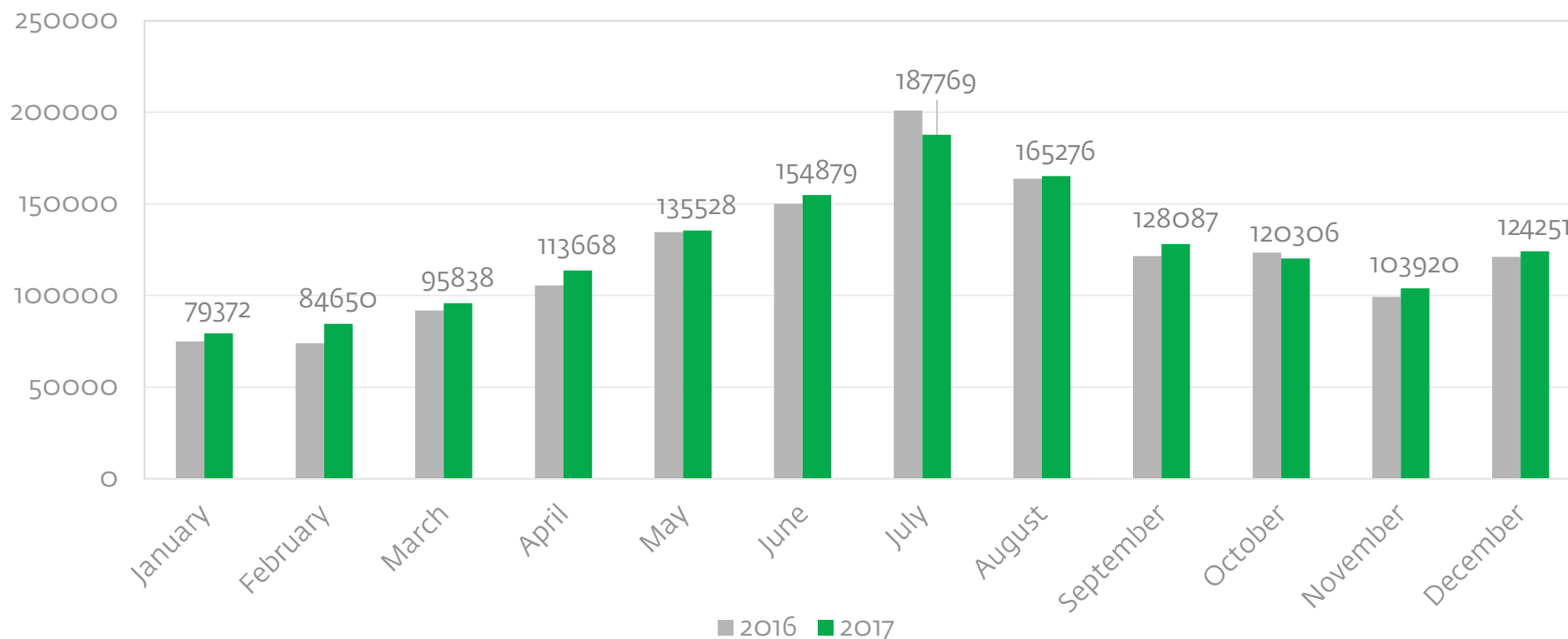
Country	Number	Change Number	%
Finland	649 663	-40 381	-6
Russia	138 221	14 068	11
Germany	86 915	-1 415	-2
Latvia	55 000	719	1
Sweden	52 410	-1 071	-2
United Kingdom	49 329	8572	21
Lithuania	38 290	604	2
USA	33 574	191	1
Spain	32 021	3 414	12
Norway	30 827	-1 969	-6
Other countries total	327 294	48 875	18

Distribution of visitors to Tallinn by month

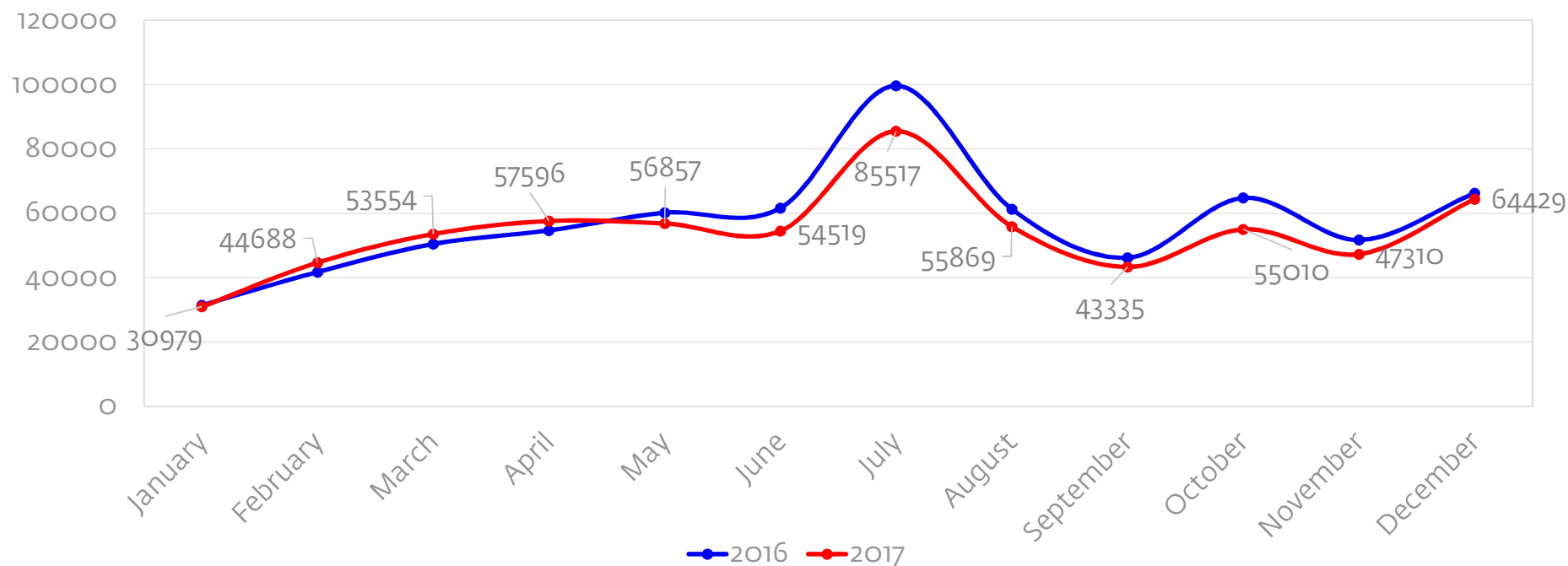


Source: Statistics Estonia

Distribution of international tourists by month

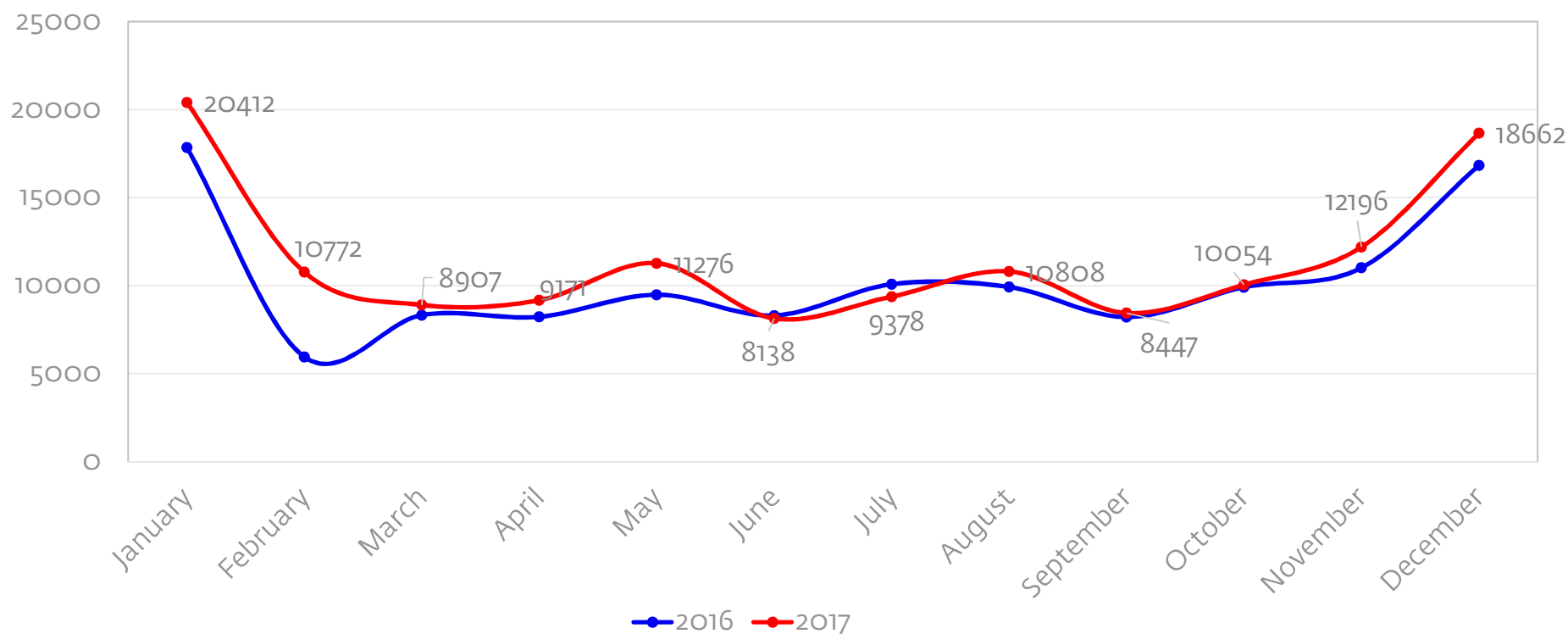


Visits of Finnish tourists to Tallinn by month



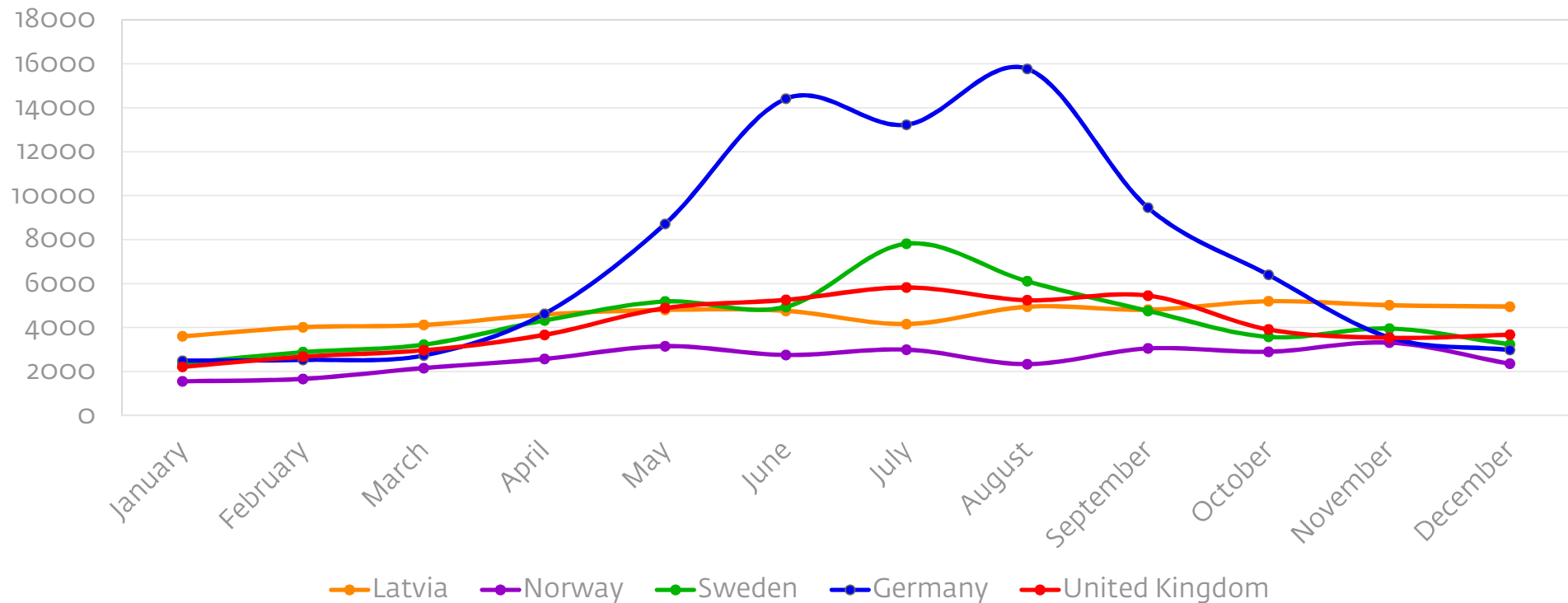
Source: Statistics Estonia

Visits of Russian tourists to Tallinn by month



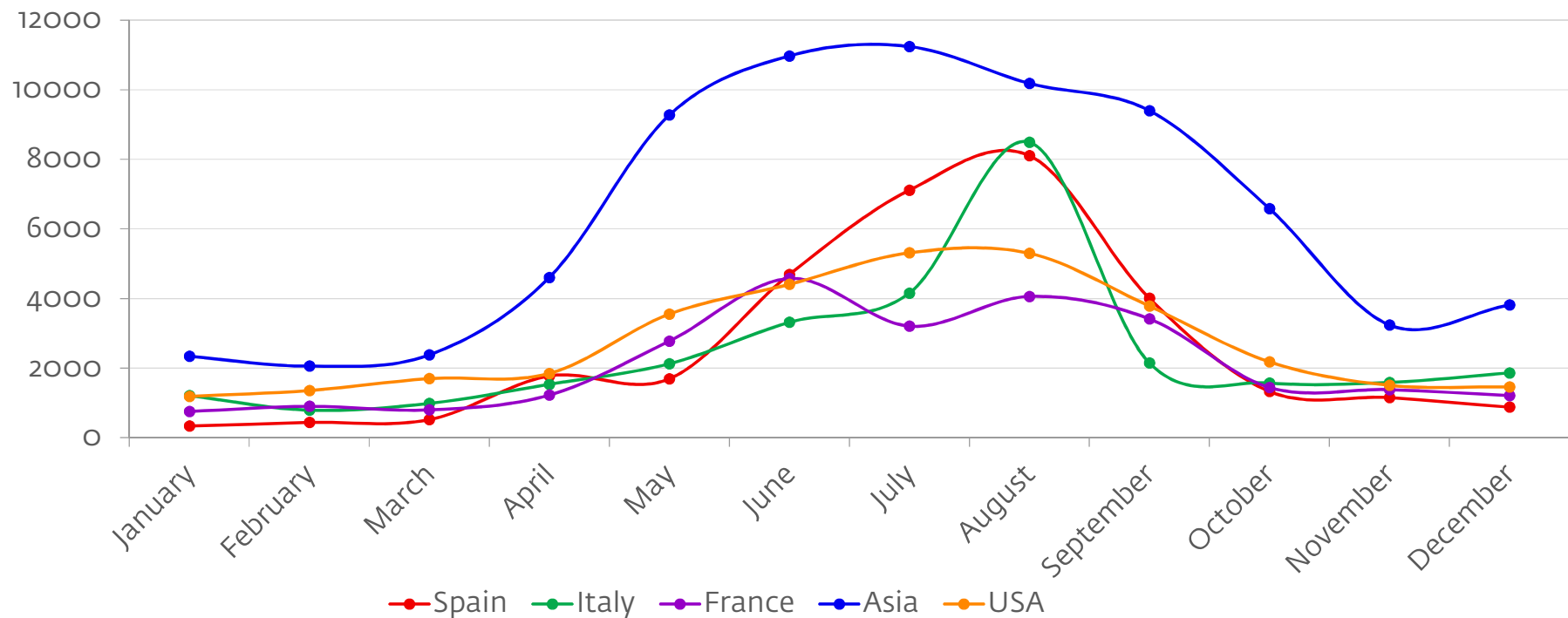
Source: Statistics Estonia

International tourists of other main markets Tallinn by month



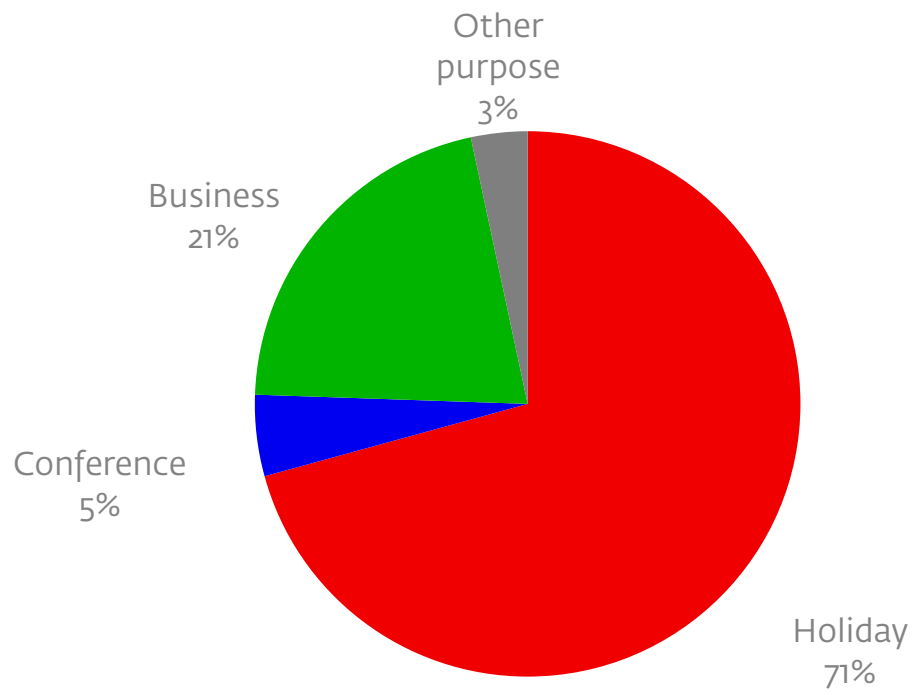
Source: Statistics Estonia

International tourists from other significant target markets by month



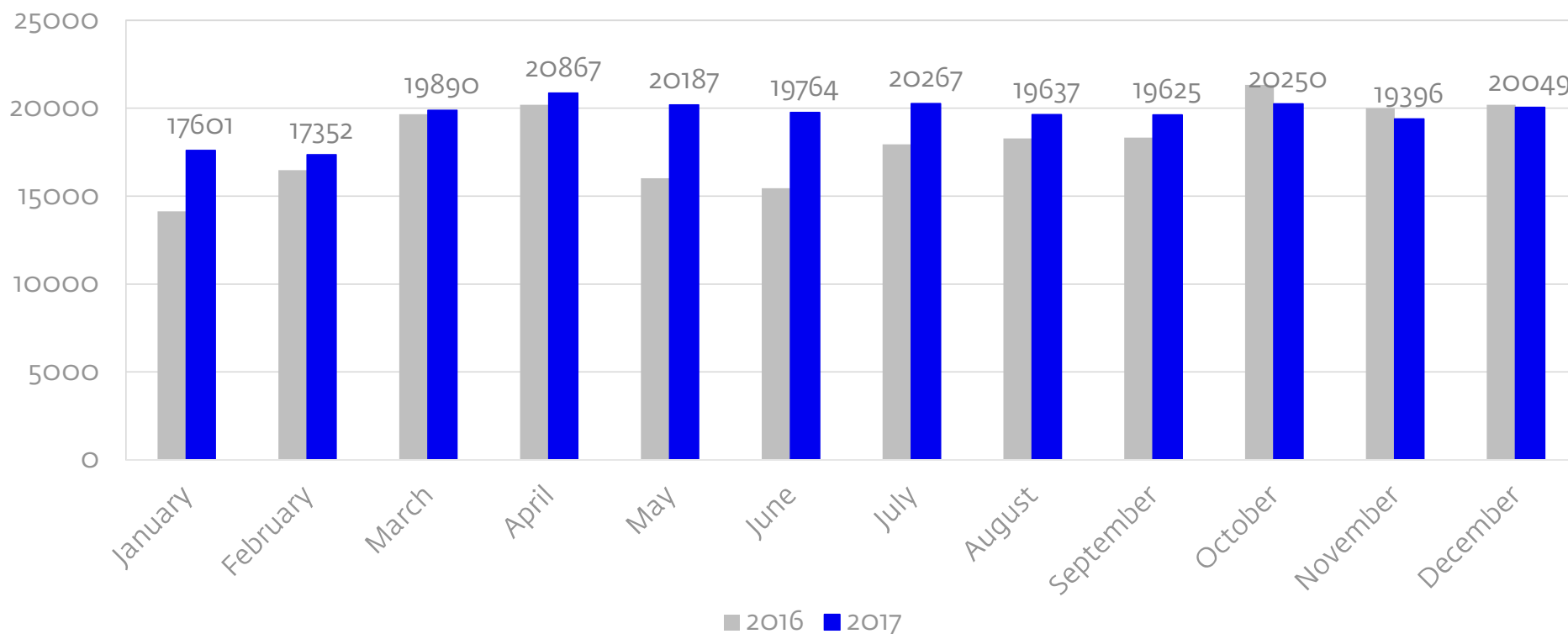
Source: Statistics Estonia

International tourists by purpose of travel (2017)



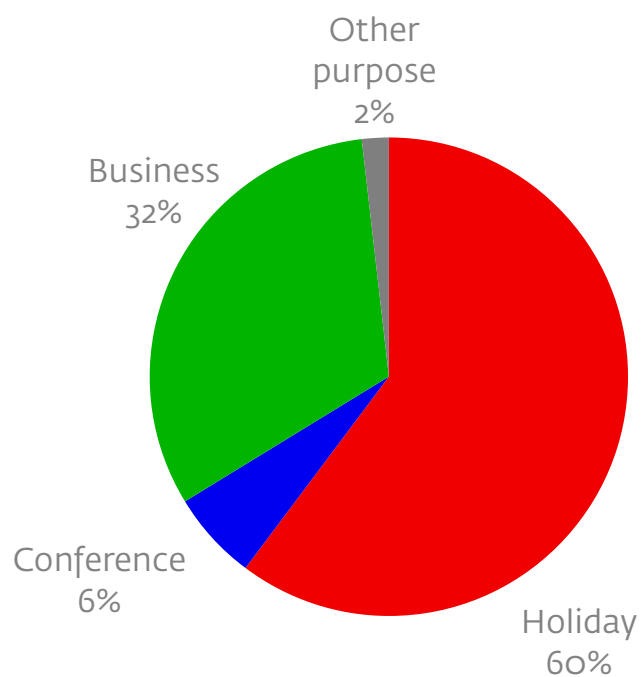
	Number	Change 2017/2016 (number)	Change 2017/2016 (%)	Share
Holiday	1 056 580	-17 255	-2	71
Conference	71 702	11 604	19	5
Business	31 5155	16 559	6	21
Other purpose	50 107	20 699	70	3
Total	1 493 544	31 607	2	100

Distribution of domestic tourists by month



Source: Statistics Estonia

Domestic tourists by purpose of travel 2017



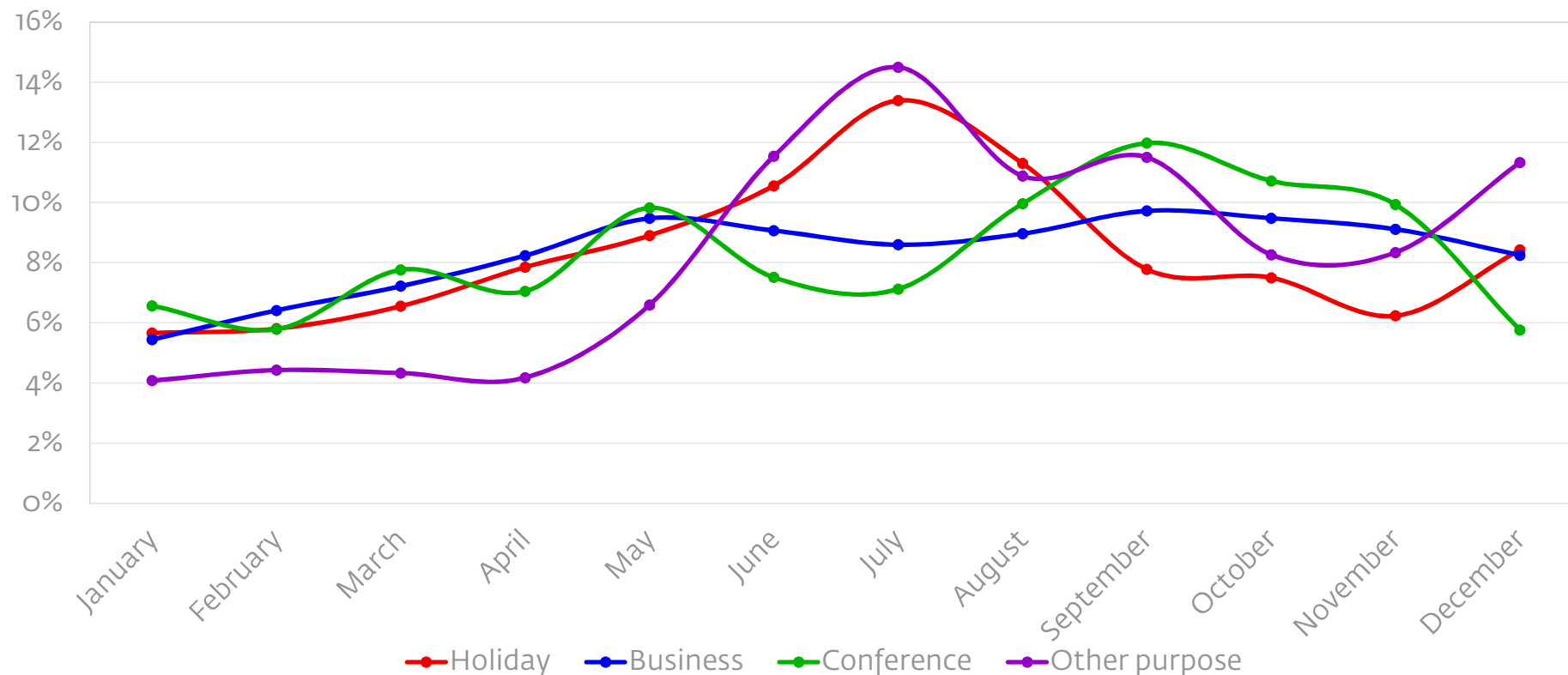
Source: Statistics Estonia

Tourism Trends in Tallinn in 2017

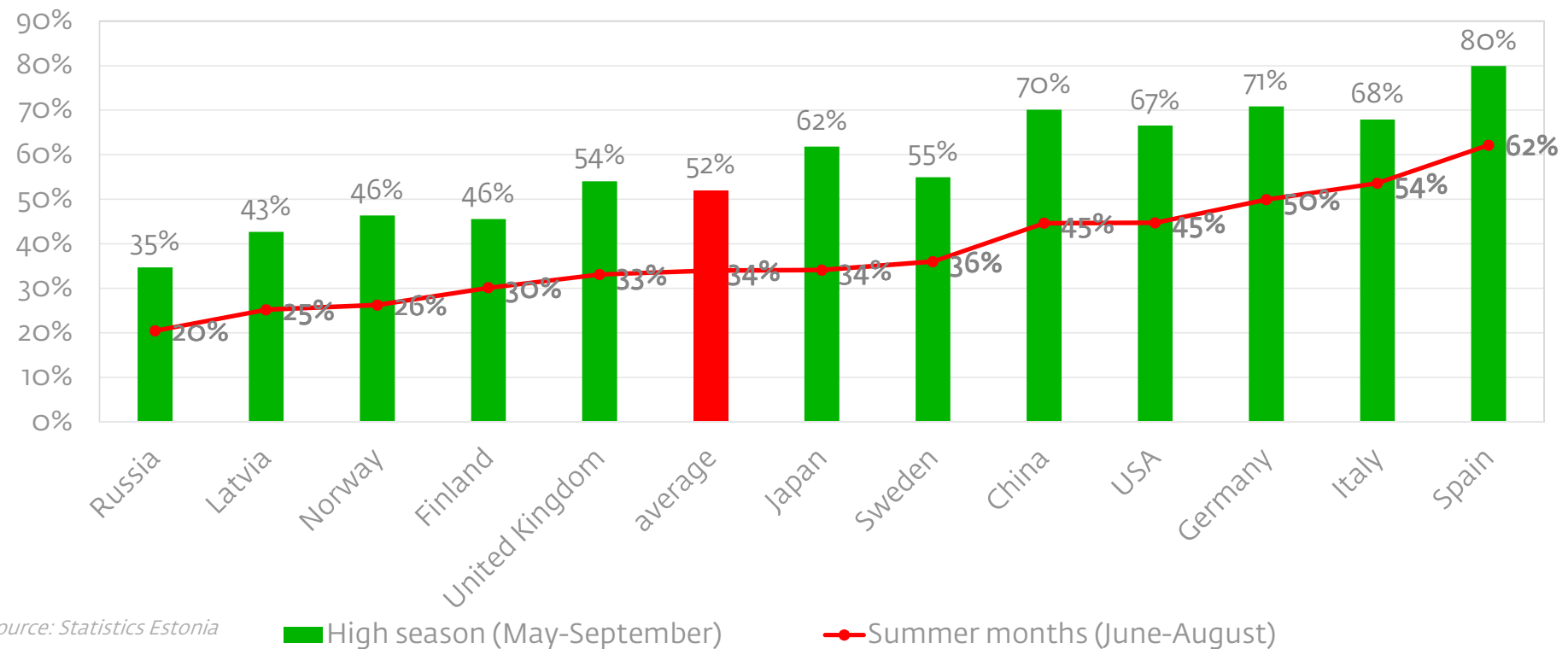
	Number	Change 2017/2016 (number)	Change 2017/2016 (%)	Share
Holiday	141 496	3 444	2	60
Conference	14 143	4 197	42	6
Business	74 968	11 273	18	32
Other purpose	4 278	-2 148	-33	2
Total	234 885	16 766	7	100

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Seasonality by purpose of travel 2017



Proportion of high season trips from main foreign markets of Tallinn in 2017



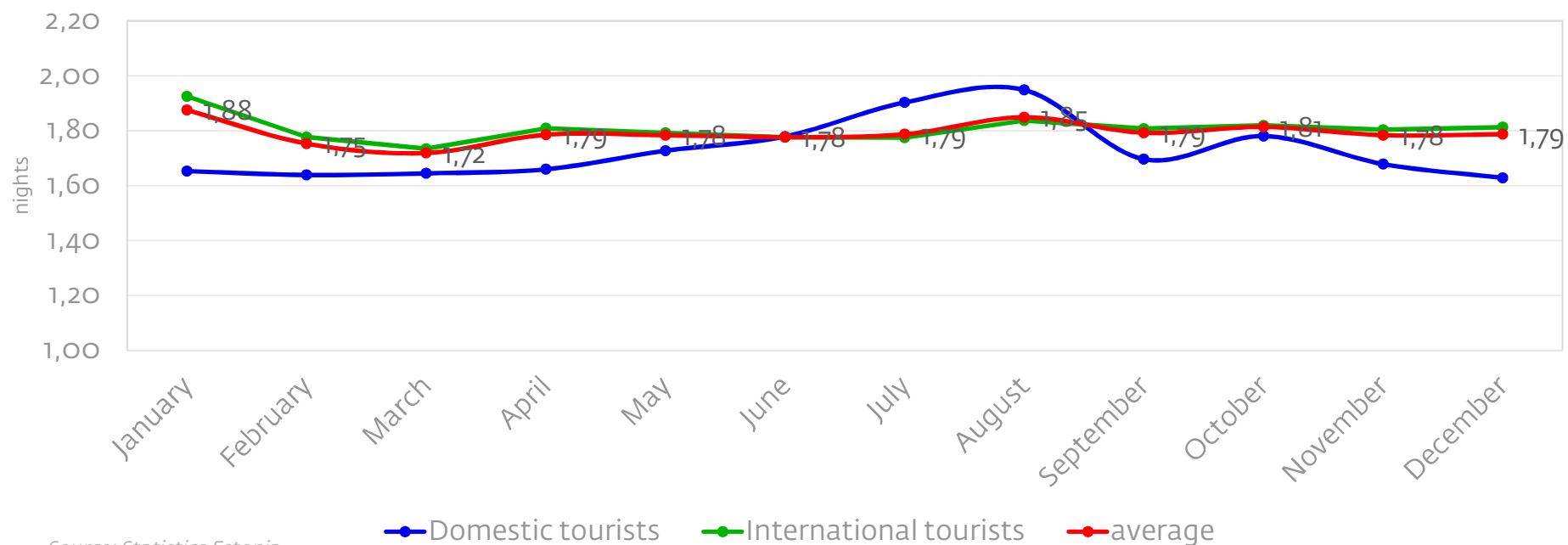
Source: Statistics Estonia

High season (May-September)

Summer months (June-August)

Average length of stay of tourists (nights)

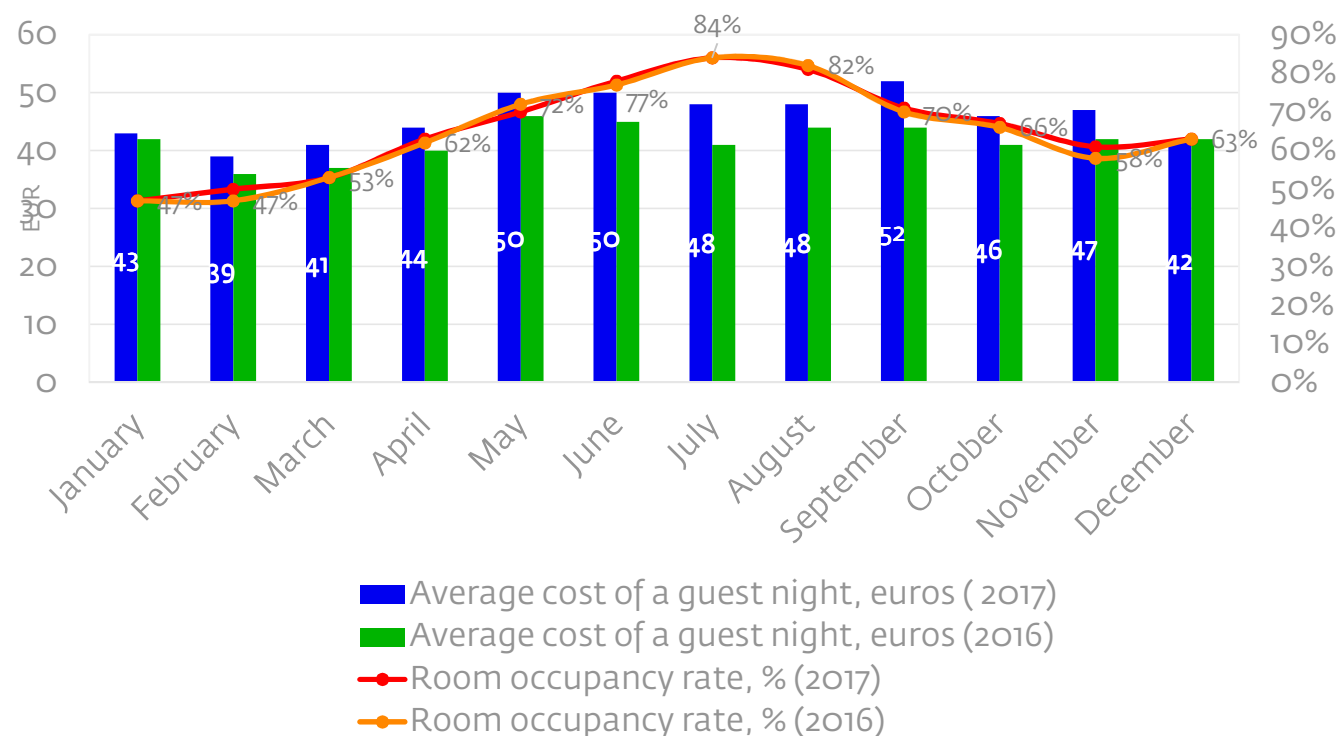
The tourists average length of the trip was 1.79 nights
Domestic tourists spent an average of 1.73 nights
International tourists spent an average of 1.80 nights



Source: Statistics Estonia

—●— Domestic tourists —●— International tourists —●— average

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

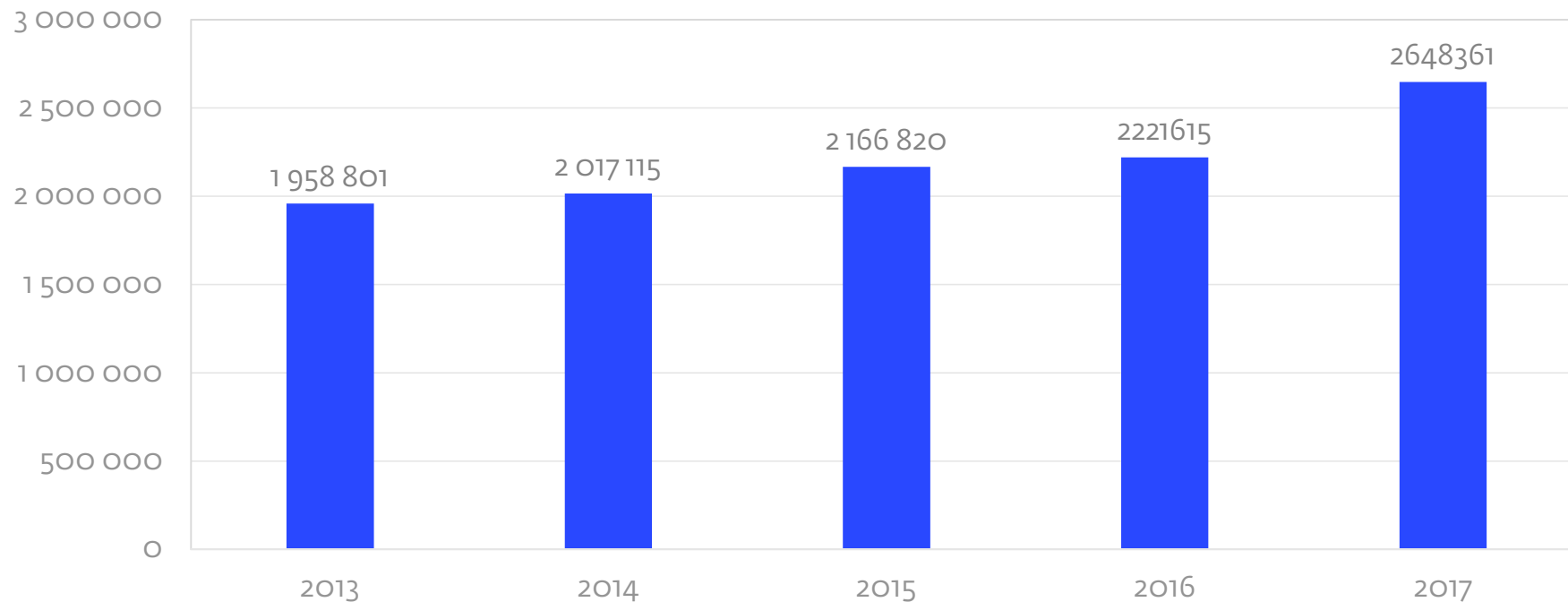


Source: Statistics Estonia

In Tallinn, the total number of accommodation establishments was 164. They had 7,500 available rooms and could accommodate 15,600 guests. The average occupancy rate of rooms in accommodation establishments was 66%. The average cost for 24 hours was 46 euros.

Passenger at Tallinn Airport

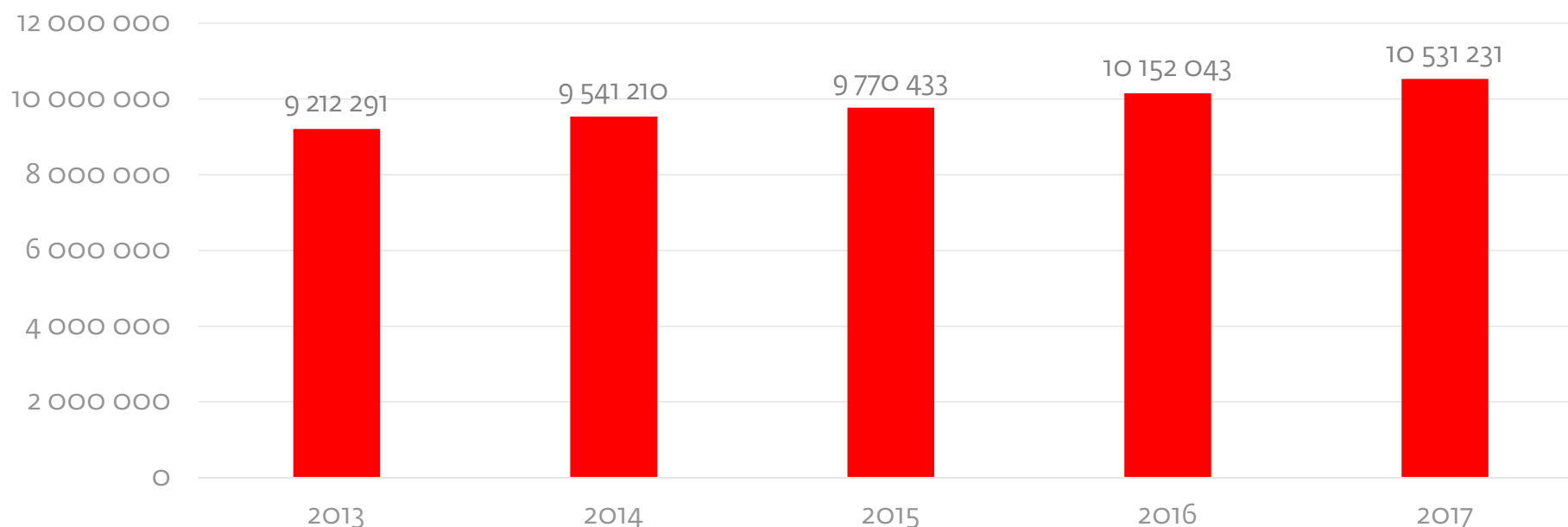
2.64 million passengers (+19%) in total were served at Tallinn Airport. Regular flights were made to 34 destinations over the year. The largest number of passengers were served on Helsinki (11%), Frankfurt(11%), Riga (9%) and Stockholm (9%) flights.



Source: Tallinn Airport (2018)

Passengers in Tallinn Old City Harbour

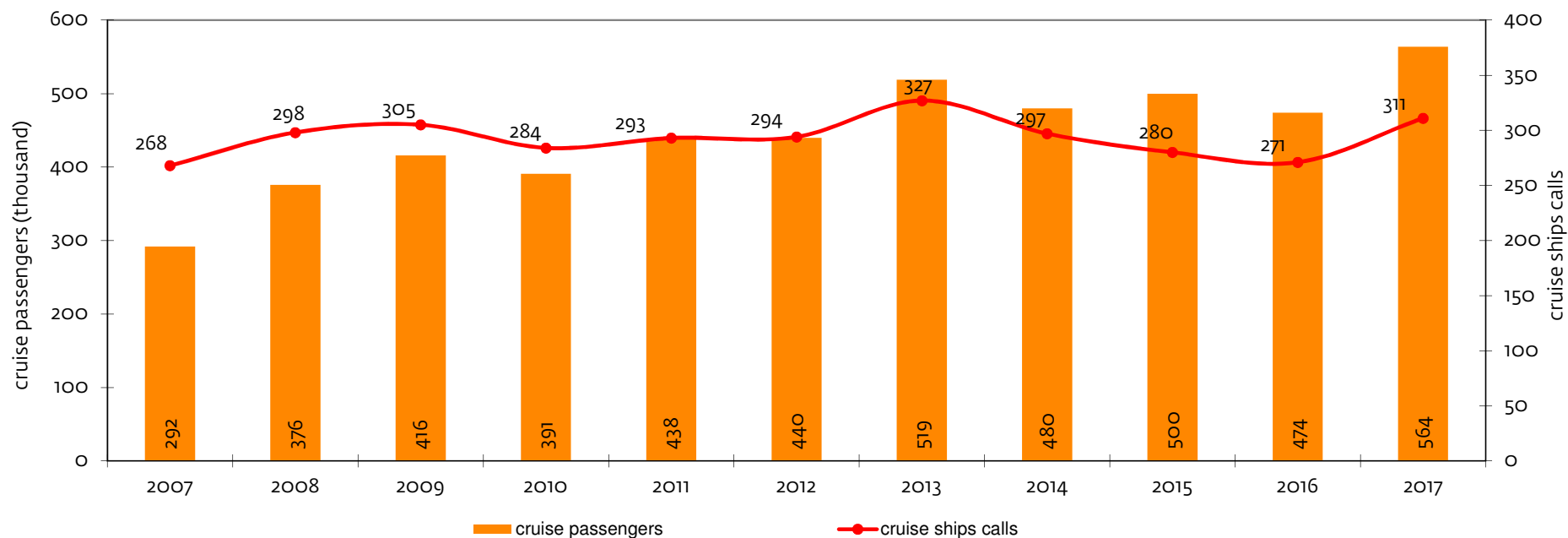
10,5 million passengers (+3%) travelled through the Old City Harbour of Tallinn. 83% of them travelled on the Finland route, 10% on the Sweden Route, 1% on the Russia route and 6% were cruise passengers.



Source: Port of Tallinn (2018)

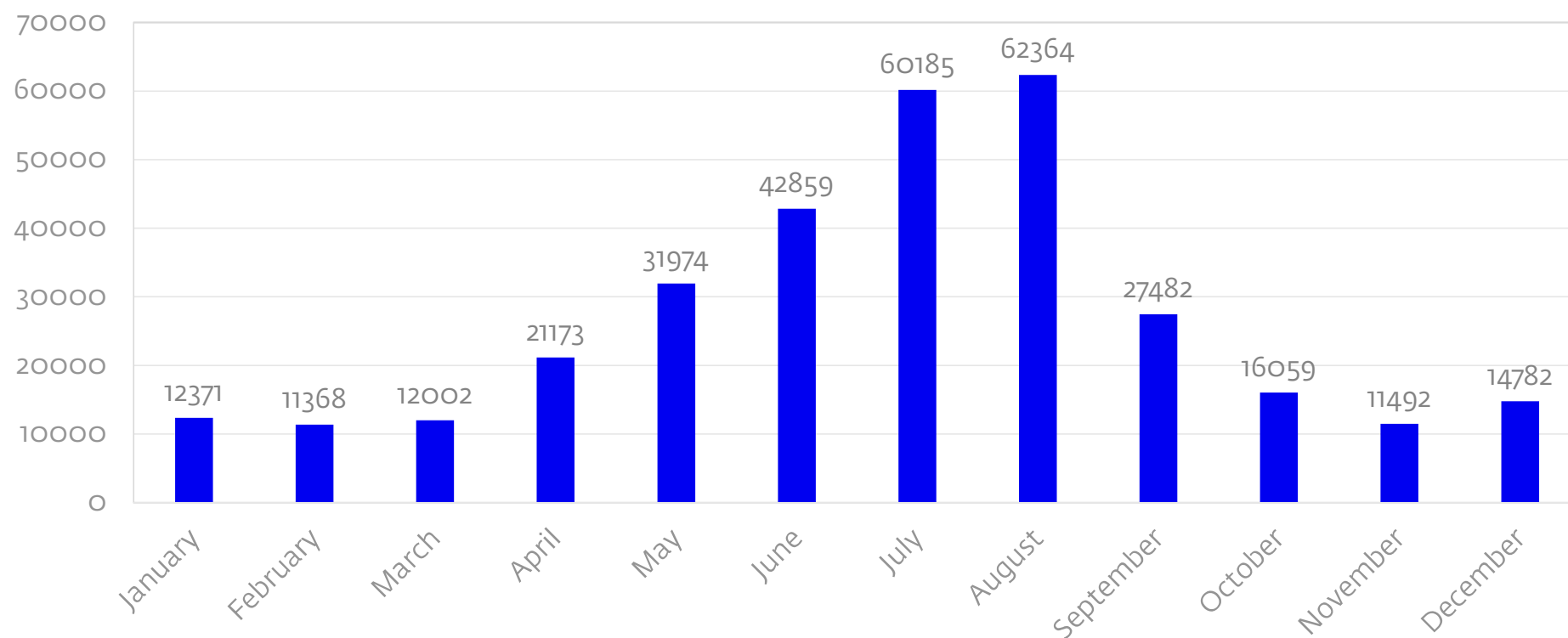
Cruise ships calls and passengers in Tallinn

Cruise ships made 311 visits to the Old City Harbour during the year and 564,000 cruise passengers went on a tour of the city.



Source: Port of Tallinn (2018)

Visits to Tallinn Tourist Information Centre 2017

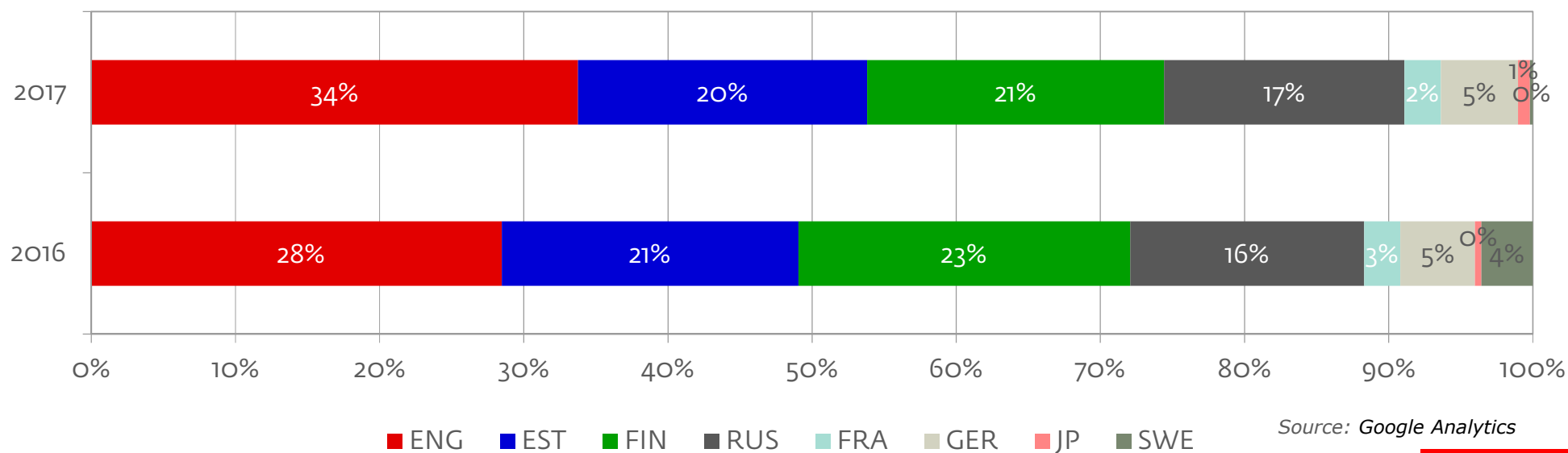


Visits to Tallinn tourism website

Tallinn tourism website visittallinn.ee received **5,57 million pageviews** (+4%).

On average, the duration of the visit was **03:16** minutes and **3,11** pages were viewed by session.

The most visits to the website were made while in Estonia (40% of all visits), followed by Finland (22%) and Russia (7%).



Source: Google Analytics

Tallinn's revenue from tourism



Conclusions

1. Approximately 4.56 million foreign residents visited Tallinn in 2017 (+7%). Of all the foreign visitors to Tallinn, 1.82 million stayed overnight (40%). Of those, 82% stayed in accommodation establishments in Tallinn and 18% stayed with other accommodation providers or with friends and relatives.
2. 2.74 million foreign visitors were same-day visitors (+10%), approximately 564 000 of them arriving on cruise ships.
3. A total of 1.72 million tourists stayed in accommodation establishments in Tallinn, which is an increase of 3% compared to 2016. 86% of all visitors accommodated in Tallinn were international tourists and 14% were domestic tourists. The majority of foreign tourists (60%) were from Finland , Russia, Latvia and Germany. All in all, tourists spent 3 ,09 million nights in Tallinn.
4. Tallinn continues to be valued as a holiday destination. 69% of the visitors who stayed in accommodation establishments in Tallinn were here for holidays, 23% came for business meetings, 5% were participating in conferences or training sessions and 3% were in town for other reasons.

Conclusions

4. Visits to Tallinn tend to be distributed unevenly throughout the year – 52% visits occur during the period from May to September and the number of visitors was the highest in July. The trips are rather short (an average of 1.79 nights).
5. There were no big changes on accommodation market. 146 accommodation establishments (incl. 61 hotels) were operating in Tallinn. They had 7,500 and 15,700 beds in total.
6. Foreign guests spent an estimated 960 million euros (+3%) on various goods and services in Tallinn. Accommodation establishments earned 14,9 million euros from sales of accommodation services in 2017 (+14%).
7. Interest in the Tallinn Tourist Information Centre has increased. The centre was visited by more than 328,000 people during the year. Visitors to the centre are mostly interested in sights, museums and guided tours; they also seek maps of the city. Information about public transport is sought as well. Tallinn tourism website visittallinn.ee received 5.6 million pageviews in 2017, which is 5% more than the year before.



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

