

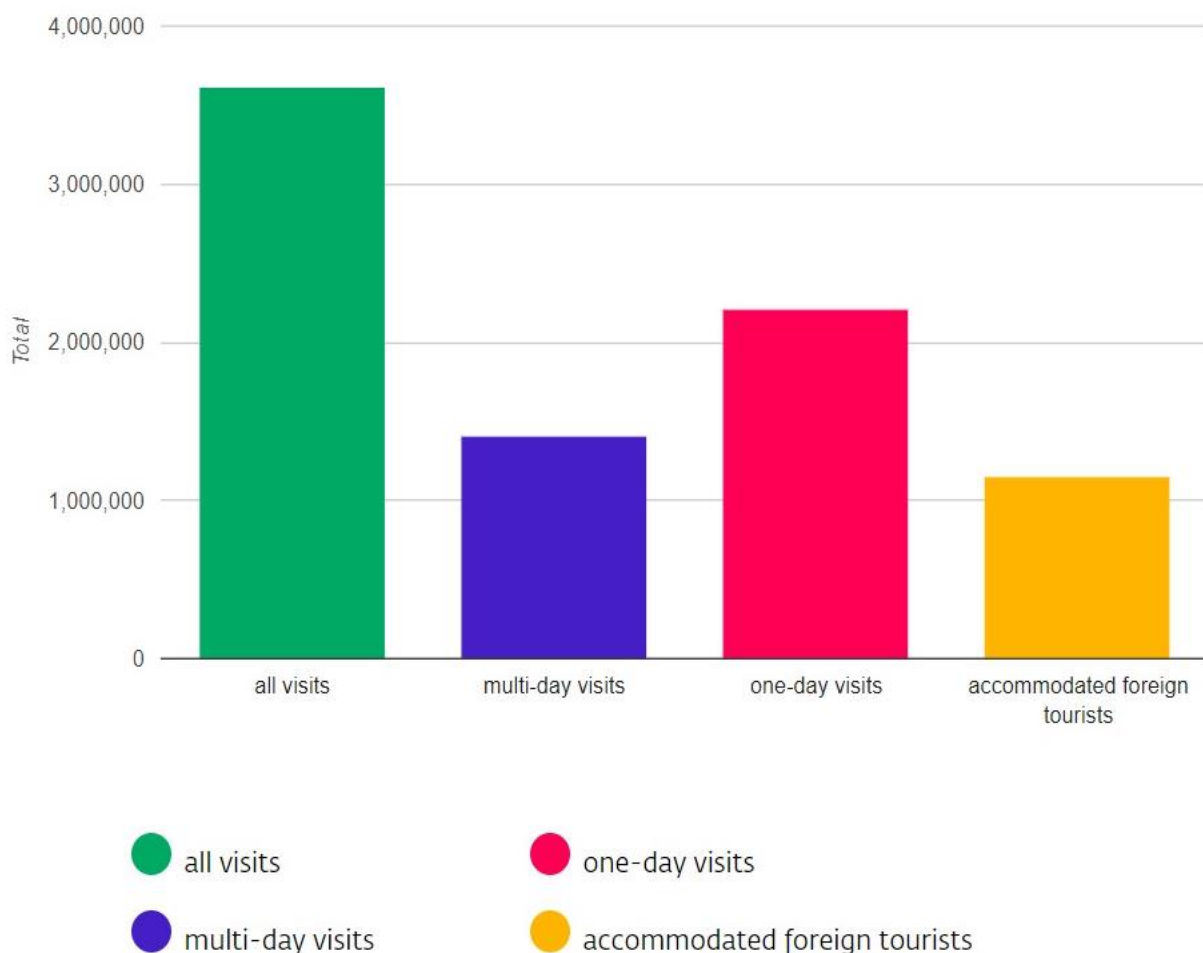
KEY TRENDS AND STATISTICS:

January - September 2017 in Tallinn tourism

The data is collected from Statistics Estonia, Positium LBS, Tallinn Airport and Port of Tallinn.

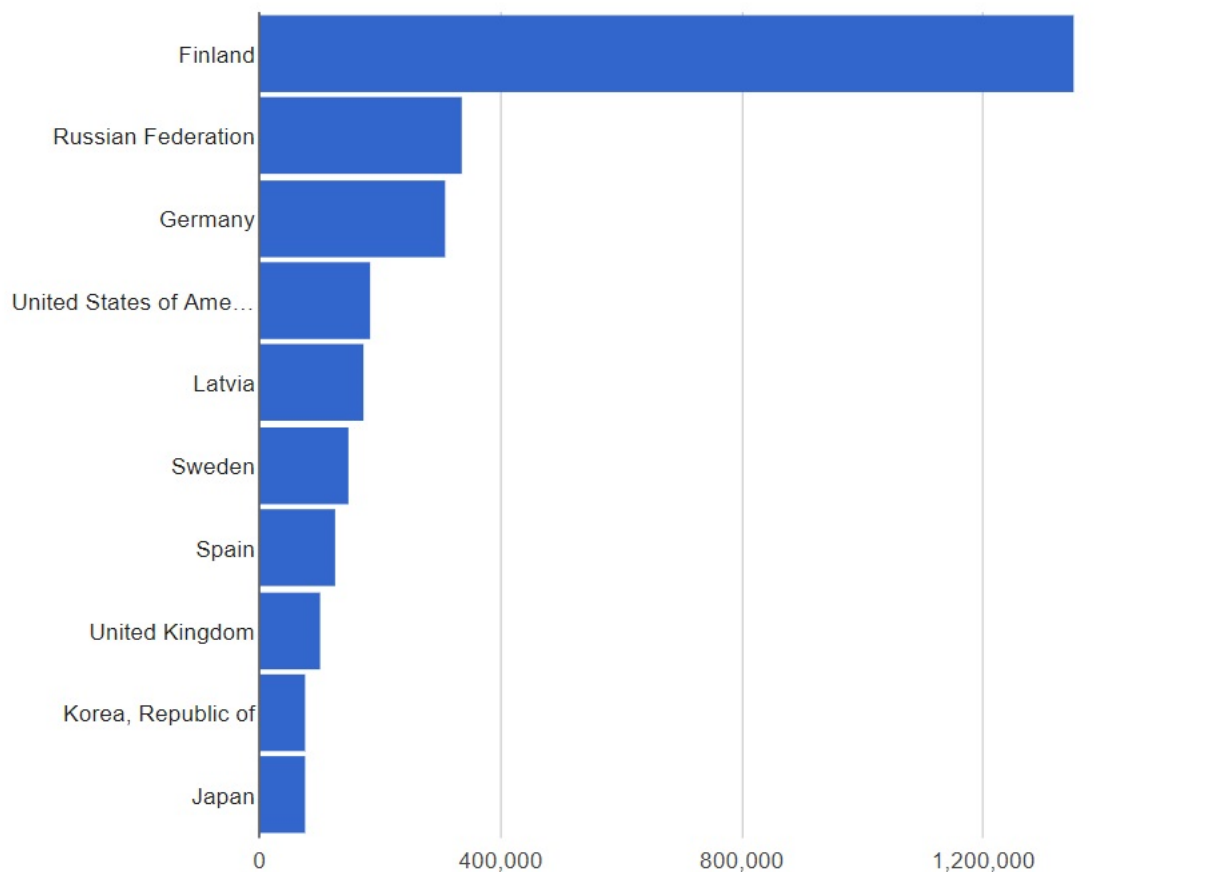
Visits to Tallinn by foreign residents

According to mobile positioning data **3,607,399 foreign visitors** visited Tallinn in January - September 2017 of which **same-day visits 2,206,058** and **overnight visits 1,401,341**. 1,145,155 international tourists stayed at Tallinn's accommodation establishments.



International tourists in Tallinn by country, TOP 10

The following graph presents the countries of origin of foreign visitors to Tallinn in January - September 2017.



Length of the trip

According to mobile positioning data there were 2,202,665 same-day visitors to Tallinn. Multi-day visits had the average duration of 2.85 days.

The longest overnight trips were made by visitors from Angola – 5.30 days
The shortest overnight trips were made by visitors from Uruguay - 2.14 days.

	all visits	multi-day visits	one-day visits	duration of days of multi days visits
Finland	1352632	502318	850314	1302742
Russian Federation	337082	135928	201154	360976
Germany	309894	114570	195324	359083
United States of America	185210	71157	114053	236240
Latvia	174635	66778	107857	192025
Sweden	148201	63399	84802	177708
Spain	126113	53796	72317	197247
United Kingdom	101744	45882	55862	152579
Korea, Republic of	77184	16414	60770	36946
Japan	77028	24611	52417	61045

Accommodation statistics

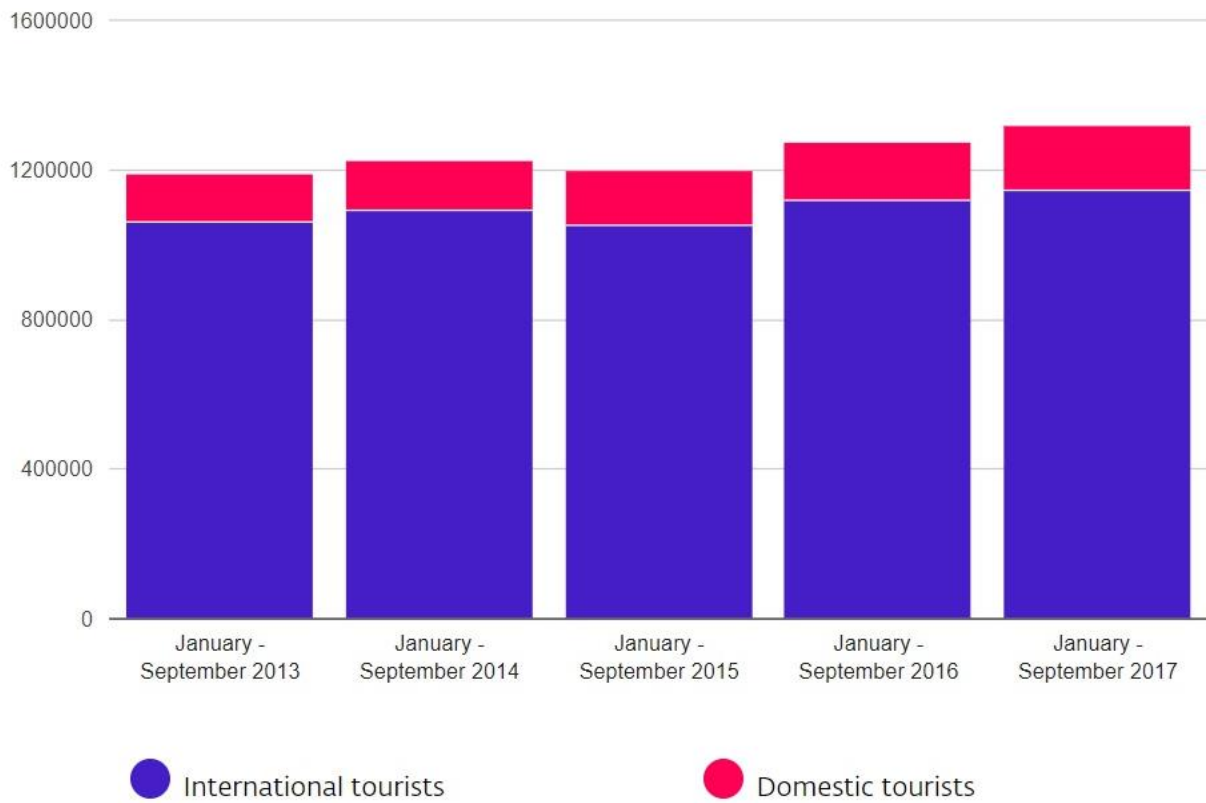
Accommodated tourists in Tallinn

According to Statistics Estonia, 1,320,460 tourists stayed in accommodation establishments in Tallinn (a +4% change compared to the same period last year).

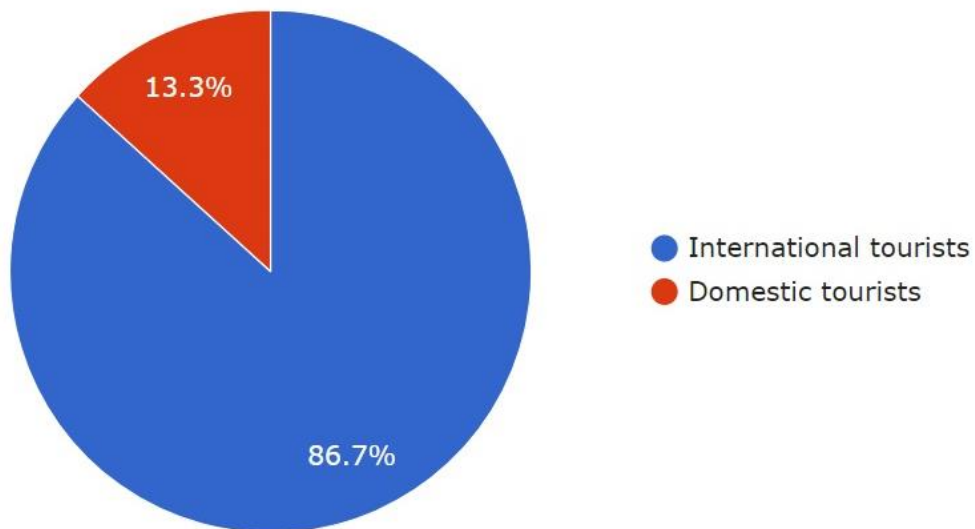
Total number of accommodated tourists: 1,320,460 (+4% +45,922 people)
Incl.:

- **international tourists: 1,145,155 (2%, +27,181 people)**
- **domestic tourists: 175, 305 (+12% +18,741 people)**

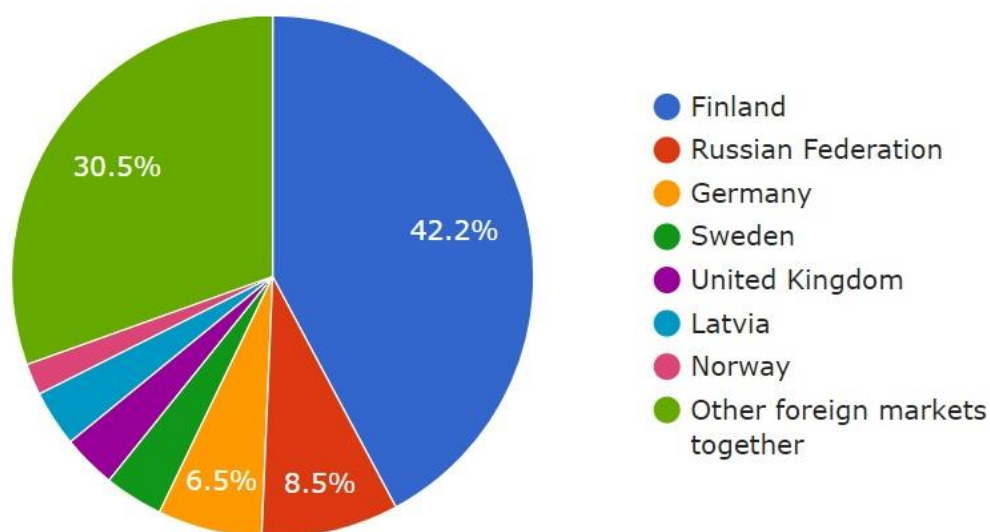
International tourists accounted for 87% and domestic tourists for 13% of the total number of tourists.



Accommodated tourists in Tallinn, January - September 2017



Accommodated international tourists in Tallinn, January - September 2017



	Number	Change (number)	Change (%)	Share of international tourists
Finland	482974	-24314	-5	42.2
Russian Federation	97329	10940	13	8.5
Germany	73983	-2674	-3	6.5
Sweden	41632	701	2	3.6
United Kingdom	38206	6178	19	3.3
Latvia	39828	552	1	3.5
Norway	22254	-1705	-7	1.9
Other foreign markets together	348949	37503	12	30.5

Overnight stays of tourists accommodated in Tallinn

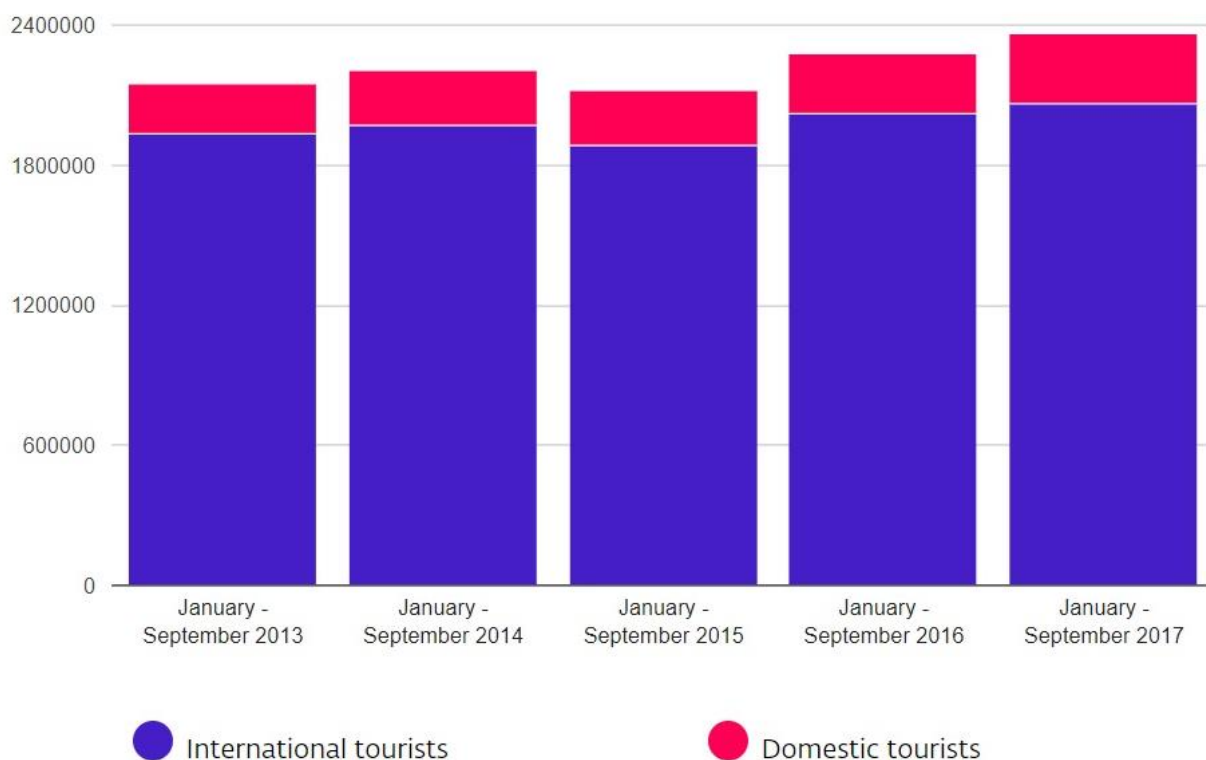
According to Statistics Estonia, in January - September 2017, **tourists spent 2,366,570 nights in Tallinn's accommodation establishments** (+4% compared to the same period last year).

Overnight stays in total: 2,366,570 4% +87,418 nights

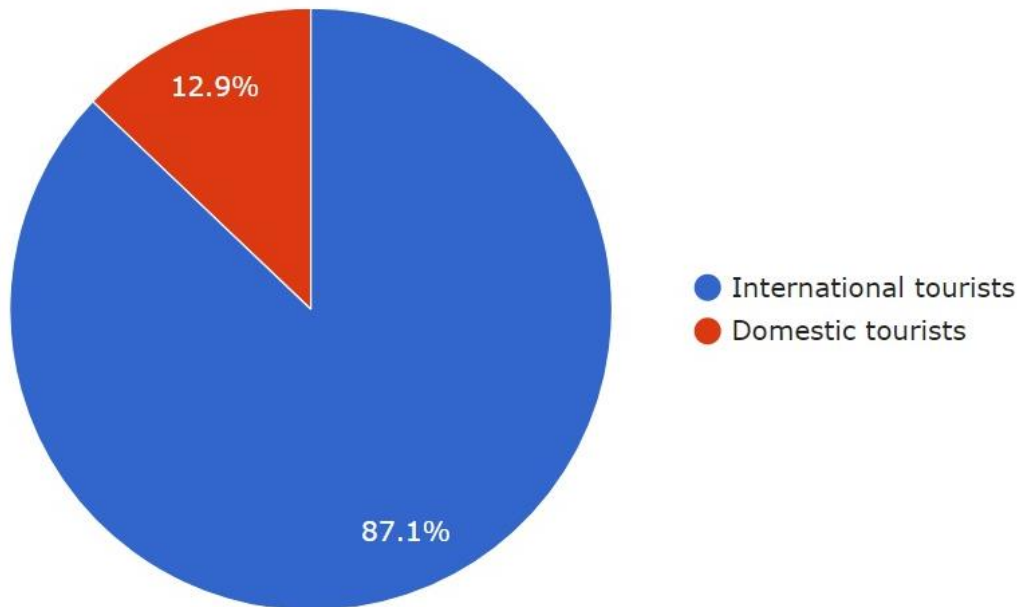
Incl.:

- **overnight stays by international tourists: 2,061,443 (+2%, +43,886 nights)**
- **overnight stays by domestic tourists: 305,127 (+ 17%, +43,532 nights)**

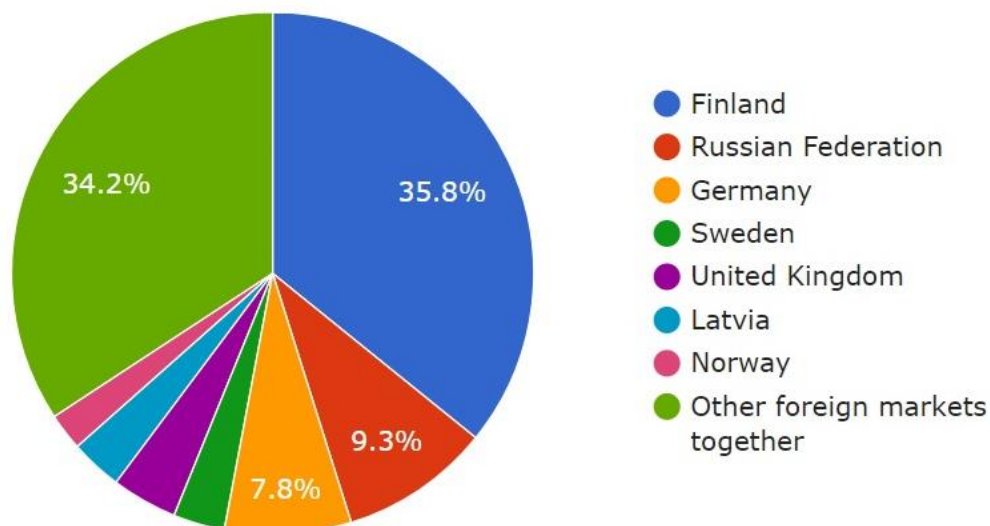
The overnight stays of international tourists accounted for 87% and the overnight stays of domestic tourists for 13% of all overnight stays of tourists.



Overnight stays of tourists accommodated in Tallinn, January - September 2017



Overnight stays of accommodated international tourists in Tallinn, January - September 2017



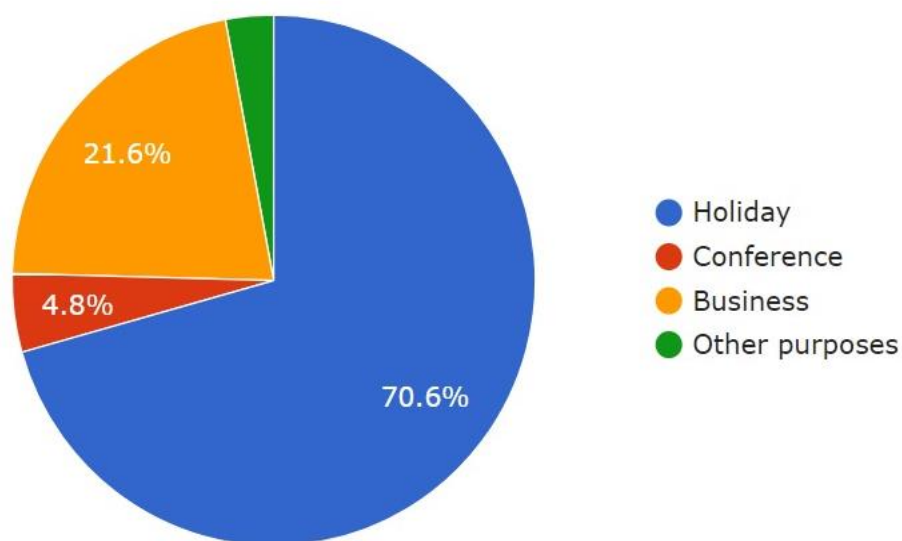
	Number	Change (number)	Change (%)	Share of international tourists
Finland	738556	-37421	-5	35.8
Russian Federation	191914	19115	11	9.3
Germany	161398	4728	3	7.8
Sweden	65791	-2963	-4	3.2
United Kingdom	84133	13719	19	4.1
Latvia	66403	1850	3	3.2
Norway	47316	-8803	-16	2.3
Other foreign markets together	705932	53661	8	34.2

Purposes of travel of visitors to Tallinn

Tourists are divided into three categories according to the purpose of their trip: holiday; business; and other purposes. Business trips are in turn divided into conference tourism and business tourism.

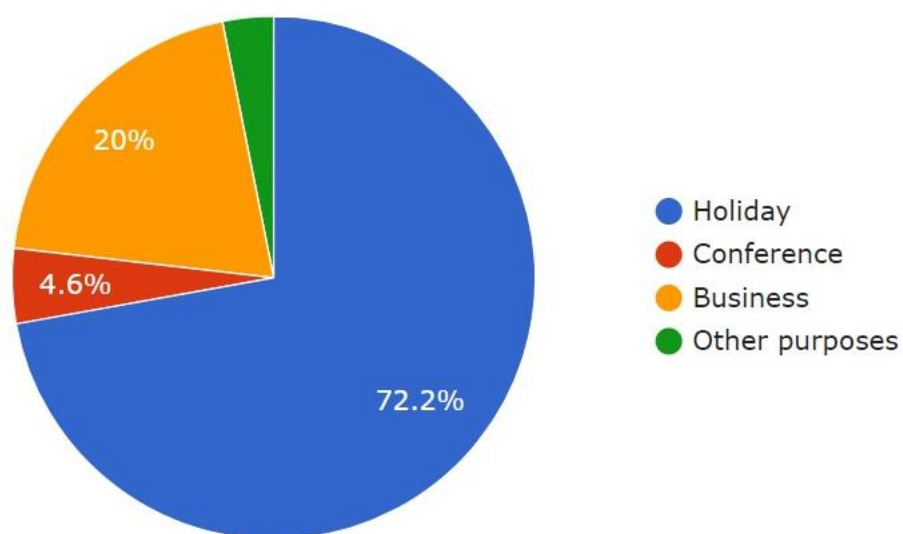
Purposes of travel of visitors to Tallinn, January - September 2017

Domestic and international tourists in accommodation establishments in Tallinn by purpose of travel.



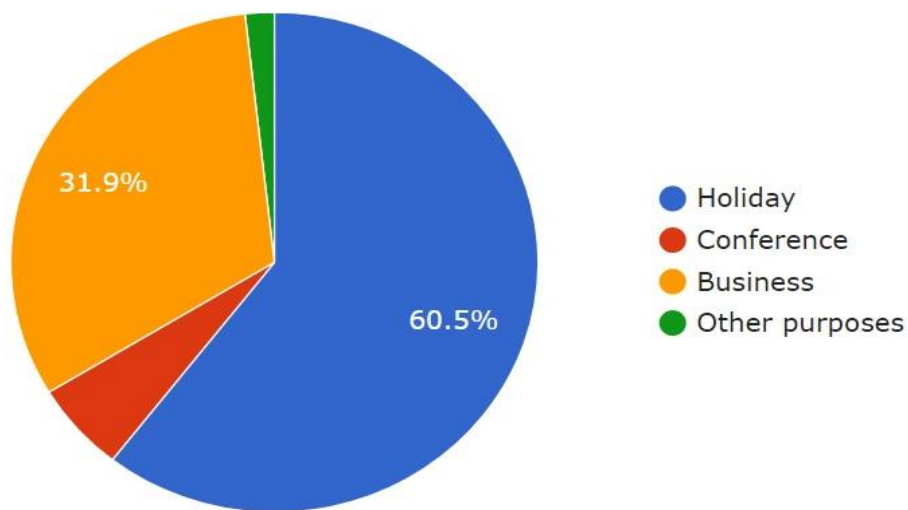
	Number	Change (number)	Change (%)	Share of international tourists
Holiday	932713	6614	1	71
Business trips (all together)	348561	27568	9	26
Conference	63167	11453	22	5
Business	285394	16115	6	22
Other purposes	39186	11740	43	3
Total	1320460	45922	3	100

International tourists by purpose of travel, January - September 2017



	Number	Change (number)	Change (%)	Share of international tourists
Holiday	826605	-377	0	72
Business trips (all together)	282504	13821	5	25
Conference	53015	7833	17	5
Business	229489	5988	3	20
Other purposes	36046	13737	62	3
Total	1145155	27181	2	100

Domestic tourists by purpose of travel, January - September 2017



	Number	Change (number)	Change (%)	Share of international tourists
Holiday	106108	6991	7	61
Business trips (all together)	66057	13747	26	38
Conference	10152	3620	55	6
Business	55905	10127	22	32
Other purposes	3140	-1997	-39	2
Total	175305	18741	11	100

Length of stay of tourists

The tourists average length of the trip was 1.79 nights (0% compared to the same period last year).

Domestic tourists spent an average of 1.74 nights, which is 4.33% compared to the same period last year. International tourists spent an average of 1.80 nights, which is -0.56% compared to the same period last year.

In January - September 2017, from the main external markets, visitors from United Kingdom stayed the longest – 2.20 nights on average. Visitors from Finland stayed the shortest, spending 1.53 nights on average in Tallinn's accommodation establishments.

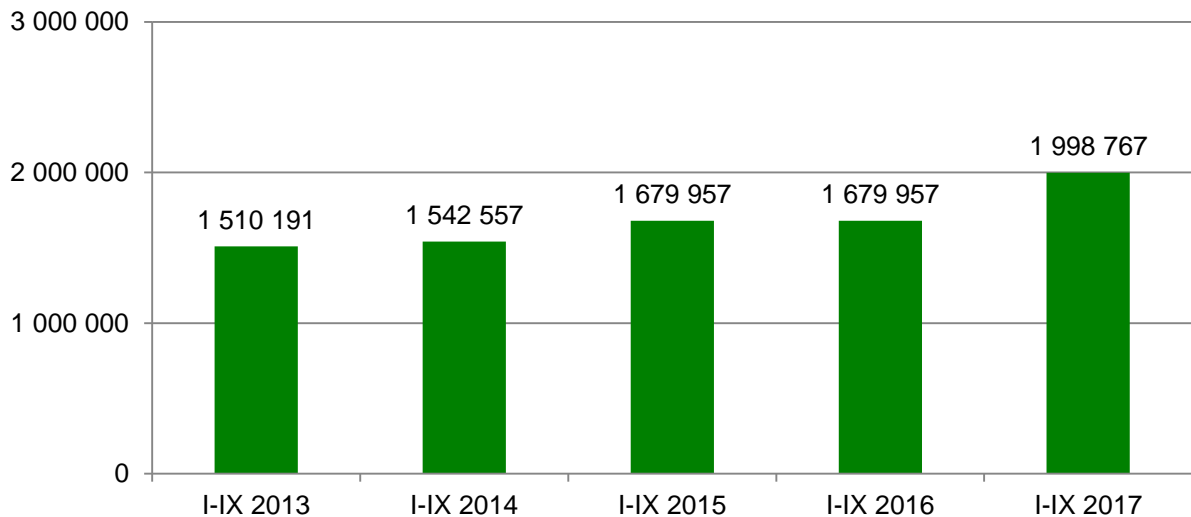
Occupancy of rooms in accommodation establishments

The average occupancy rate of rooms in accommodation establishments in Tallinn in January - September 2017 was 66% (0.44% compared to the same period last year.). The average cost for 24 hours was 47 euros (10.78% compared to the same period last year.).



Air passengers in Tallinn Airport

In January - September 2017, Tallinn Airport served 1,998,767 passengers (18,2% in comparison to the same period last year).



Passengers in Tallinn Old City Harbour

In January - September 2017 8,208,658 passengers passed through Tallinn Old City Harbour (+4% compared to the same period last year).

