

Survey into foreign visitors to Tallinn 2008–2011

Target markets **Sweden and Norway**

TNS Emor
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Introduction





- Using the same methodology, the survey of foreign visitors to Tallinn has been ordered by Tallinn City Enterprise Board and has been carried out since year 2002. Data is being collected throughout the survey year among foreign visitors who are leaving the country at mainland border crossings, Port of Tallinn and Tallinn Airport.
- The main goal of the survey is to collect detailed data on foreign visitors to Tallinn, the purpose of their trip, evaluations and spending made during the trip. The survey reveals:
 - from which countries, how and for how long 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 city;
 - which services aimed at foreign visitors are used and how they evaluate the quality of the services;
 - how much they spend money and on what and how they evaluate the value for money received for the products/services.
- The results of the survey are presented in separate reports in terms of target countries, including the general report and analysis of all foreign visitors, tourists from Finland, Russia and Latvia, Sweden and Norway, United Kingdom and Germany as well as on cruise voyagers and turnaround tourists.
- **The current report describes those foreign visitors to Tallinn who come from Sweden and Norway.**
- The data in this current report has been weighed according to the proportion of the total population (see weighing methods in Appendices). The results of 2011 have been compared to results of 2005 and 2008.

Summary of the main results



Foreign visitors from Sweden

4% of foreign visitors to Tallinn



- Compared to year 2008, the number of foreign visitors from Sweden to Tallinn has slightly decreased – 108 000 foreign tourists in 2011 (140 000 in 2008 and 166 000 in 2005), accounting for 4% of total foreign visitors to Tallinn.
- Tallinn is still the only travel destination for foreign visitors from Sweden and compared to 2008, the number of those who spend the night in Tallinn has increased by 5% (altogether 67%), which means that the proportion of one-day tourists has decreased (34% in 2011 and 38% in 2008).
- In 2011, the number of first-time visitors of Tallinn has slightly fallen (every fifth has not visited Tallinn before, every fourth in 2008). The average number of visits has also grown dramatically in 2011 – on average Tallinn is visited 7 times compared to average of 4 times in 2005 and 2008.
- Compared to year 2008, the proportion of those aged 25-34 has somewhat increased and the proportion of those Swedish tourists aged 35-44 has dropped. Compared to other countries, the Swedish tourists come considerably more often with a partner (the highest figure compared to the total average). The proportion of those who travel alone has decreased. Office employees and pensioners account for most tourists from Sweden (compared to the total average the highest number of pensioners, except from Finland and Germany). The proportion of skilled workers visiting Tallinn has substantially decreased over the past survey years. The proportion of entrepreneurs has also declined over the past ten years: 20% in 2002, 30% in 2003 and 23% in 2004, whereas it has remained stable between 12-13% from 2005 to 2011.

Foreign visitors from Sweden

4% of foreign visitors to Tallinn



- For Swedish tourists, a trip to Tallinn (or a trip including Tallinn) is still rather a holiday trip, although compared to 2008, this figure has decreased considerably (-10%). The importance of one-day trip (for vacation purposes) has jumped up. For half of the travellers, a trip to Tallinn represents a short break and for a one fourth it is the second most important holiday in the year, which has shown a constant upward trend over the past ten years.
- The proportion of Swedish tourists who spend a night in Tallinn has somewhat increased: in 2008 it was on average 2 nights, however, in 2011 already 3 nights (of those who had spent the night in Tallinn). Nine Swedish out of 10 use accommodation establishments in Tallinn. Since 2005, Swedish tourist mainly prefer to stay in mid-range hotels, therefore the usage of luxury hotels has been decreasing. Though a fourth of Swedish tourists use the internet to book accommodation (+8% compared to 2008), travel agencies/tour operators also play an important role while booking accommodation (a third of visitors use this service). However, this, too, shows a decreasing trend (-13%). Just like before, half of Swedish foreign visitors to Tallinn book accommodation within one month before the trip.
- When planning the trip, cheap short holiday packages and personal experience with Tallinn play an important role. Seven Swedish out of ten arrive in Tallinn by a ship or ferry; the proportion of those coming by plane is also on the increase.
- While in Tallinn, Swedish visitors mostly entertain themselves by shopping and visiting cafes/restaurants.
- Compared to 2008, moving around on foot in the city has almost doubled – half of Swedish tourists prefer this. Taking a taxi has also become more popular (34%→42%); using a private car has slightly decreased (-5%). The most popular areas for Swedish tourists in Tallinn are the old town and the city centre and visiting other parts of the city has also slightly increased.
- Generally, the evaluations of Swedish tourists to Tallinn are fairly high, but compared to other countries, most evaluations provided are somewhat below the average. Rich cultural life (the same as the total average) and tidiness of the city are the most valued. Tidiness of the city also received above average evaluations. Evaluations to services have slightly increased, but are still a little lower than the average. Evaluations on general impressions of the trip to Tallinn have also substantially increased – 6 tourists out of 10 gave Tallinn 10-9 points out of 10 (only 4 out of ten gave such high evaluations in 2008). This has also influenced the average grade to the general impressions of the trip to Tallinn, which has been growing slightly since 2005: 8.8 in 2011 vs. 8.5 in 2008 and 8.0 in 2005.
- Nearly all foreign visitors from Sweden are convinced that they will definitely or probably visit Tallinn also in the future. Also, almost all Swedish tourists are willing to recommend Tallinn as a travel destination to their friends.
- Even though overall spending has slightly decreased compared to 2008 (especially on accommodation and entertainment), spending on shopping has slightly risen.

Foreign visitors from Norway

2% of foreign visitors to Tallinn



- The proportion of foreign visitors from Norway has remained unchanged for the last three survey periods, accounting for 2% of all foreign visitors to Tallinn. In 2011, 53 000 visitors came to Tallinn from Norway (48 000 in 2008 and 42 000 in 2005).
- For most of them, Tallinn was their only travel destination (64%) and this is more or less the same as in 2008. The proportion of one-day visitors (8%) and those spending the night in Tallinn (92%) has also remained unchanged for visitors from Norway.
- Compared to 2008, the average number of visits to Tallinn has dropped by half, however on average Tallinn has been visited 5 times.
- The Norwegian tourist is rather young. The proportion of those aged 15-24 has taken a great leap and those aged 25-34 are also showing a growing trend. Compared to 2008, interest in Tallinn has considerably subsided among those aged 45-54. Norwegians prefer travelling with a partner and compared to other countries, this figure is one of the highest (together with Germany and Sweden). The tourists from Norway are mainly office employees and officials, although their proportion has considerably decreased compared to 2008. In comparison with other countries, visitors from Norway include more of those in leading positions (excl. Latvia), although compared to 2008, a small decrease can be seen in this respect as well. The proportion of skilled workers has also slightly decreased. The proportion of entrepreneurs and pupils/students is also increasing (more entrepreneurs come only from Latvia).

Foreign visitors from Norway

2% of foreign visitors to Tallinn



- For Norwegian tourists, Tallinn is primarily a holiday destination and the importance of this has shown a rather growing trend over the past ten years. The amount of business trips has fallen four times compared to ten years ago.
- Most of the Norwegian tourists who spent a night away from home, stayed in Tallinn (92%). Similar to 2008, on average 3 nights is spent in Tallinn. Nine Norwegians out of 10 uses accommodation establishments in Tallinn. One fourth still prefers luxury hotels (the highest compared to other countries) and preference towards mid-range hotels at the expense of budget/economy hotels has taken a huge leap. Internet is showing an increasing trend in booking accommodation, but a third is still using the services of a travel agent/tour operator. Most frequently the accommodation is booked within a month before the trip, but the number of those who book accommodation 5-8 weeks before arrival has also slightly increased (a third of all those who book accommodation in Tallinn before the trip).
- The most important sources of information while planning a trip to Tallinn are personal experience, an earlier visit to Tallinn or recommendations by friend/acquaintances. Norwegians arrive in Tallinn mainly by plane (7 visitors out of 10), but compared to 2008, arrival by ship/ferry has also increased.
- While in Tallinn, the Norwegians prefer to visit cafes/restaurants, walk in the city, go shopping and sightseeing.
- More often than before, the Norwegians move around the city on foot and this has more than doubled compared to 2008 (31%→76%). The usage of tour buses and public transport has also slightly grown. Since 2005, taking a taxi has been showing a growing trend as well (the second most important way of moving around). The most frequently visited areas in Tallinn are the old town and the city centre. Visiting other areas of Tallinn has also grown – twice as many Norwegian tourists visit Rocca al Mare, which is probably due to the cheap or free buses that take tourists from the harbour or the city centre right to the shopping centre.
- Compared to other countries, evaluations to Tallinn are either higher than the average or average. Tourists are the most satisfied with good international transport, sightseeing possibilities, availability of tourist information, good choice of restaurants and with the ease of moving around in the city. Even though Norwegian tourists are significantly more satisfied with the service quality than they used to be, Norwegian tourists still give the highest number of below average evaluations. Average evaluations to general impressions to Tallinn are continuously increasing (7.9 points in 2005 vs. 8.0 in 2008 vs. 8.6 in 2011).
- Nearly all Norwegian tourists are willing to recommend Tallinn to their friends/acquaintances, but in terms of a repeat visit, only 8 out of 10 are convinced that they would come again (the same figure as in 2008).
- Spending in all categories has slightly increased in 2011. Concerning accommodation, Norwegians prefer mid-range hotels to the cheapest ones, which is why larger spending on accommodation is well-grounded. Regarding other costs, the implementation of Euro definitely plays its role.

Survey into foreign visitors to Tallinn 2005-2011



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Purpose and route of the trip

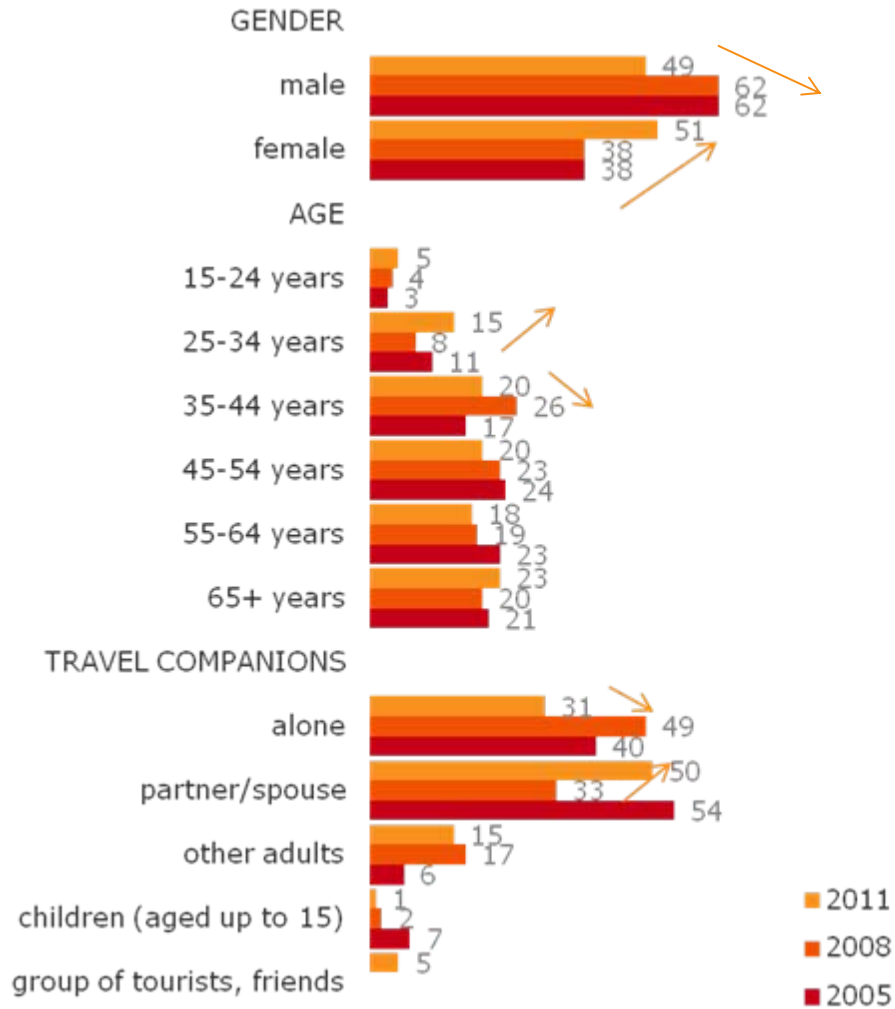


Respondents' profile (1)

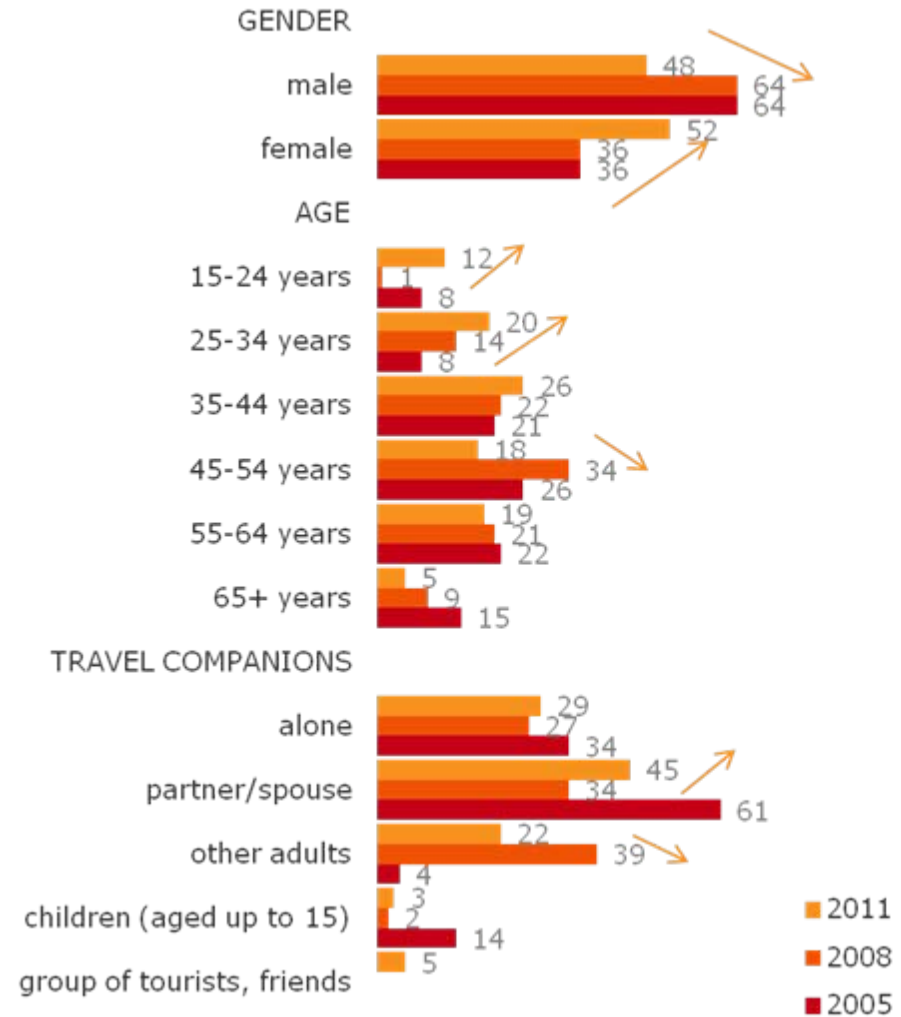


% of all visitors: Sweden, n=209; Norway, n=131

Sweden



Norway



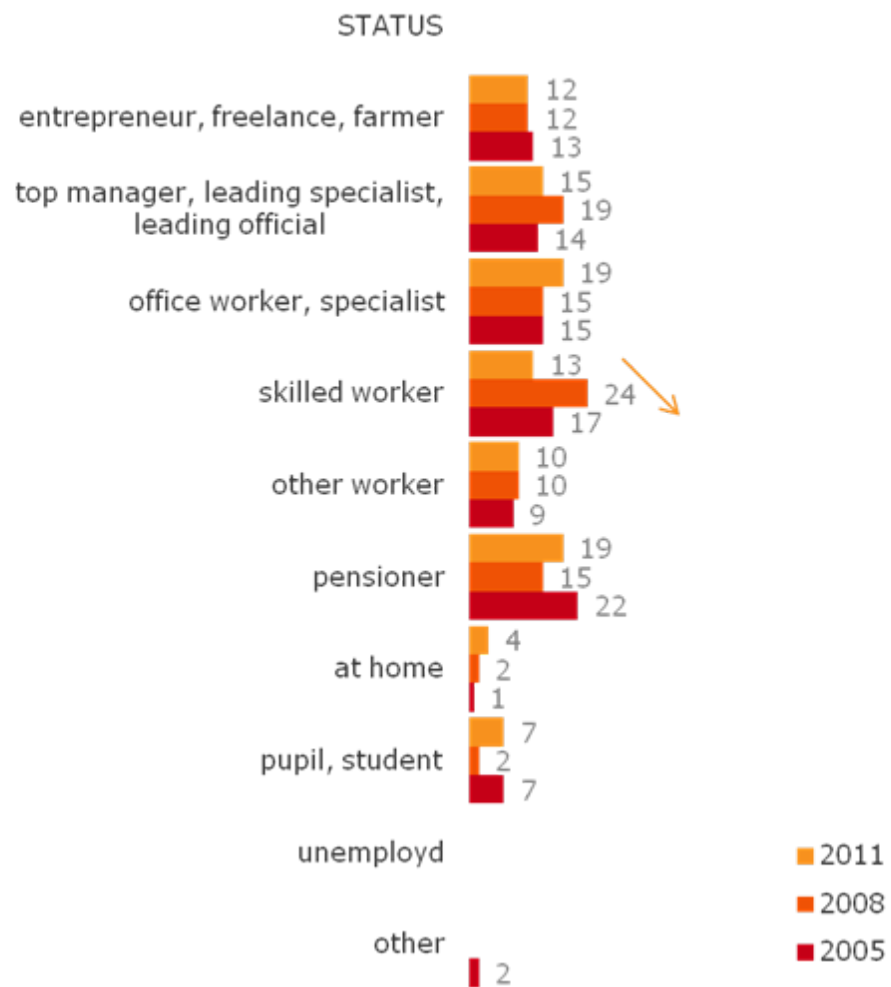
Survey into foreign visitors to Tallinn 2005-2011

Respondents' profile (1)

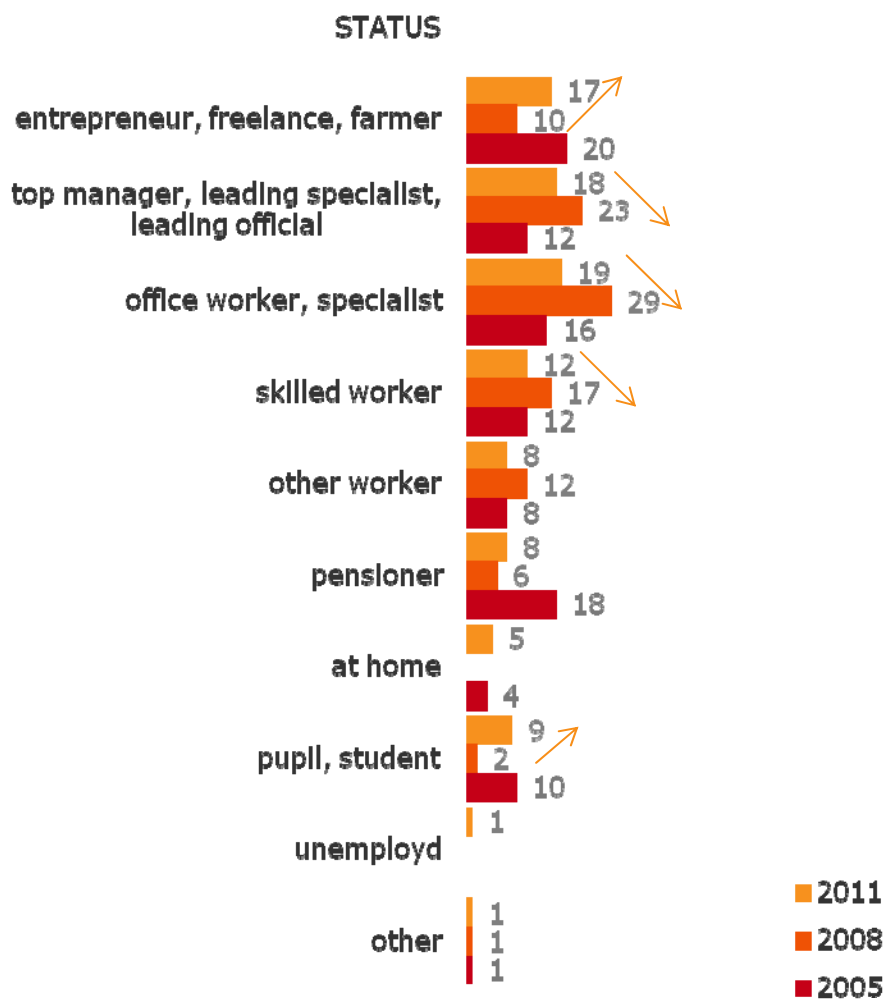
% of all visitors: Sweden, n=209; Norway, n=131



Sweden



Norway

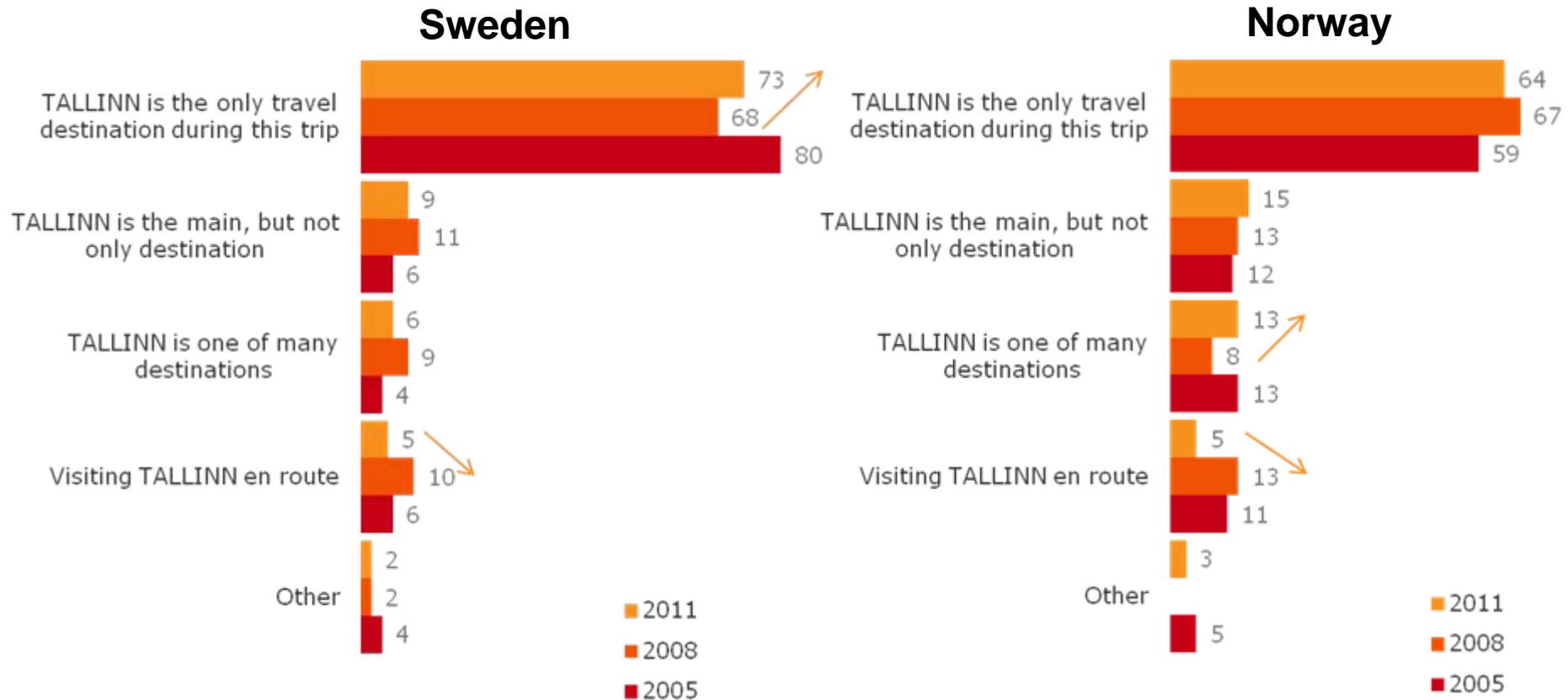


Survey into foreign visitors to Tallinn 2005-2011

Tallinn as a travel destination



% of all visitors: Sweden, n=209; Norway, n=131 (100% in both target groups in 2011.)

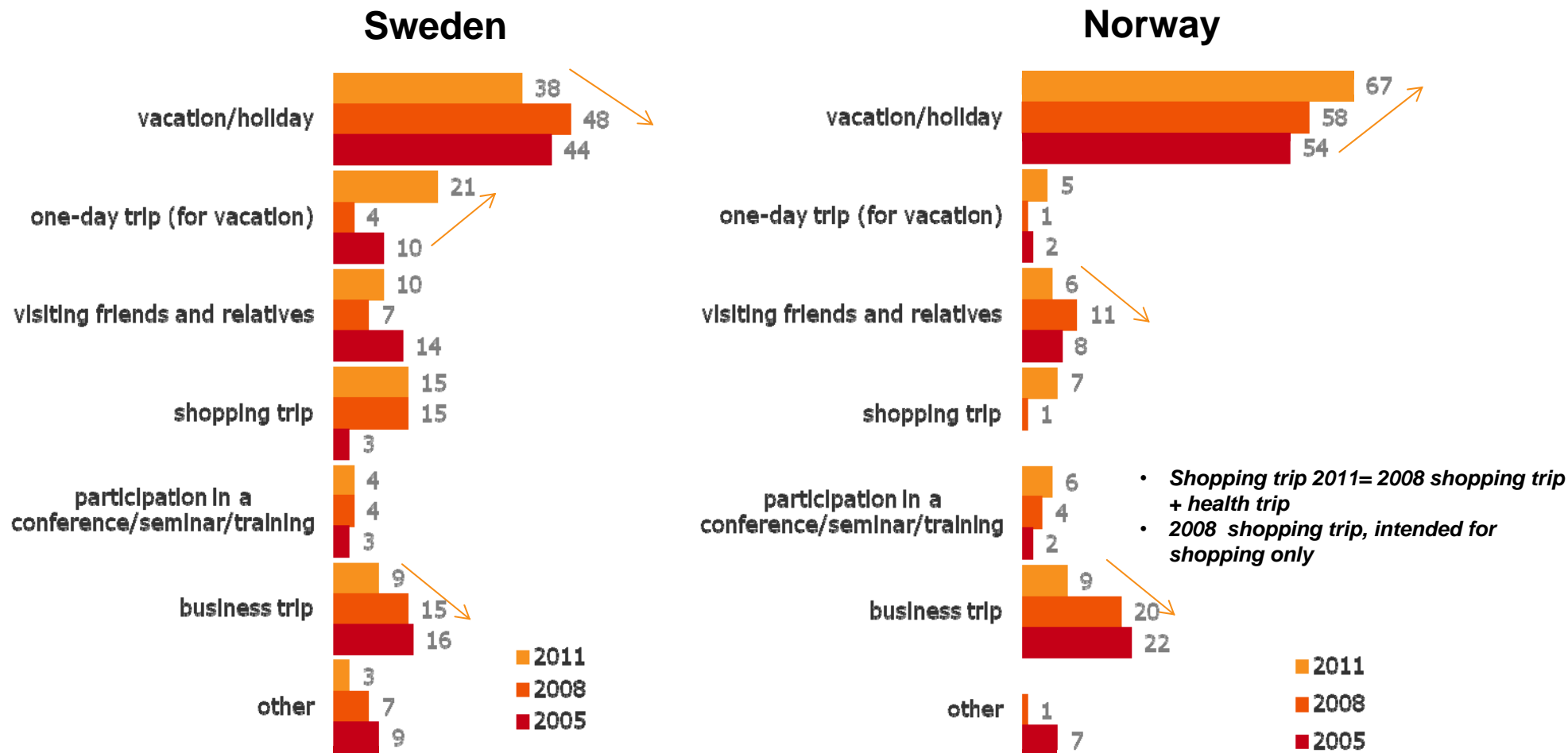


Purpose of the trip

The importance of a holiday trip is decreasing for Swedish and increasing for Norwegian visitors



% of all visitors: Sweden, n=209; Norway, n=131



Survey into foreign visitors to Tallinn 2005-2011



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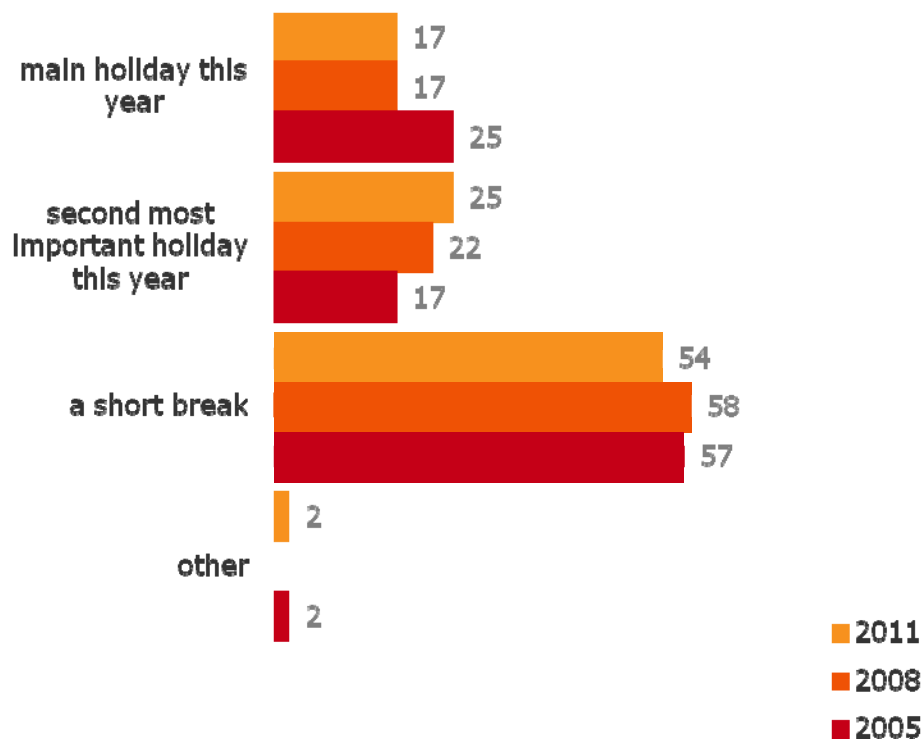
Meaning of holiday trip

Rather a short break

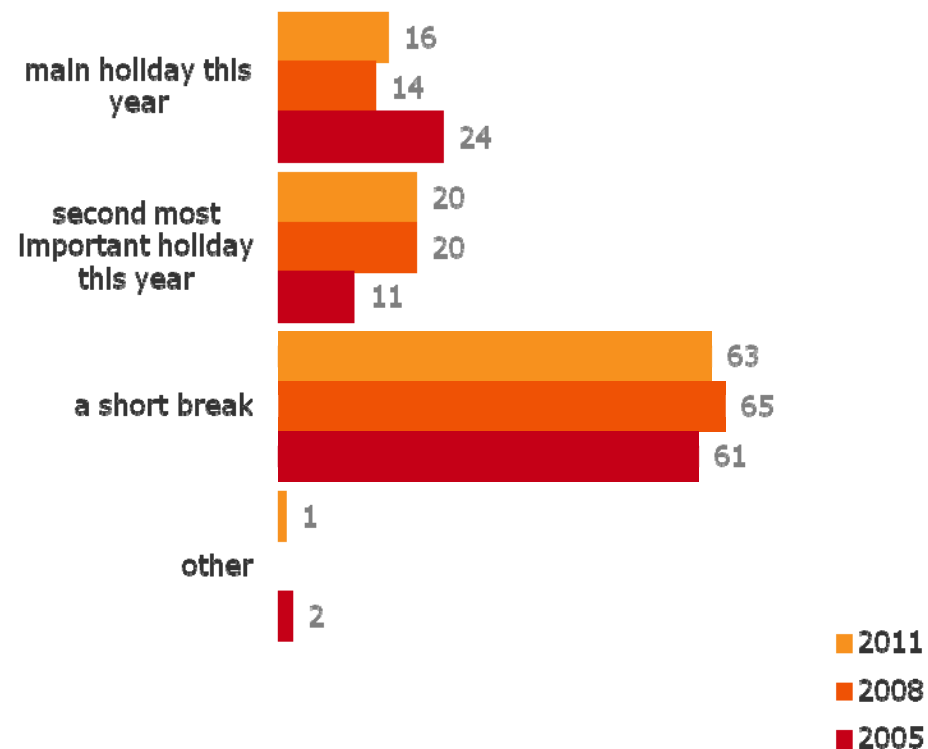


% of all visitors who are on a vacation or visit friends/relatives (48% of all Swedish and 73% of all Norwegians in 2011)

Sweden



Norway



Survey into foreign visitors to Tallinn 2005-2011



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Spending the night in Tallinn and accommodation



Spending the night away from home

Most visitors from Norway spend a night in Tallinn

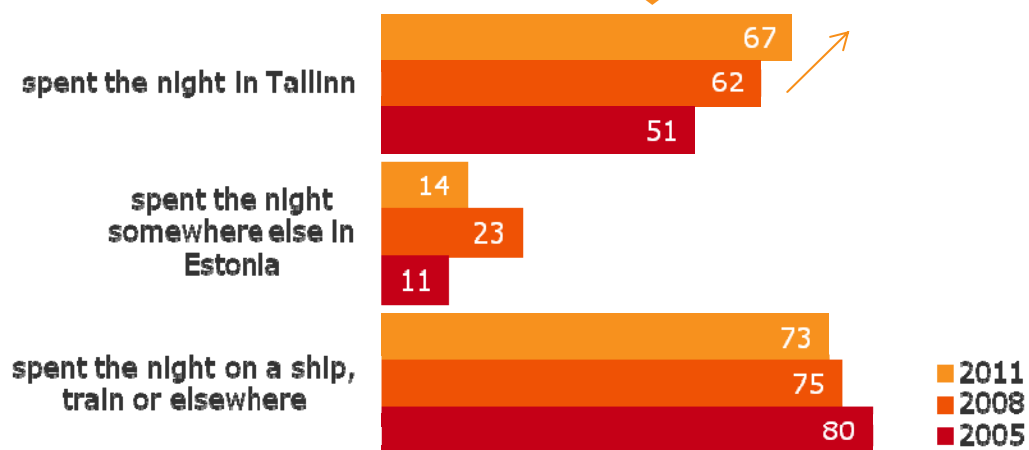


% of all visitors: Sweden, n=209; Norway, n=131

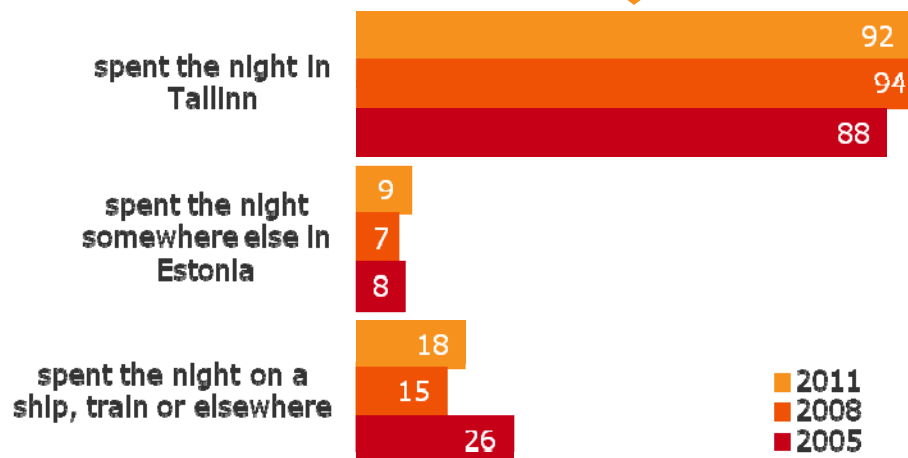
Sweden



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



Norway



Survey into foreign visitors to Tallinn 2005-2011



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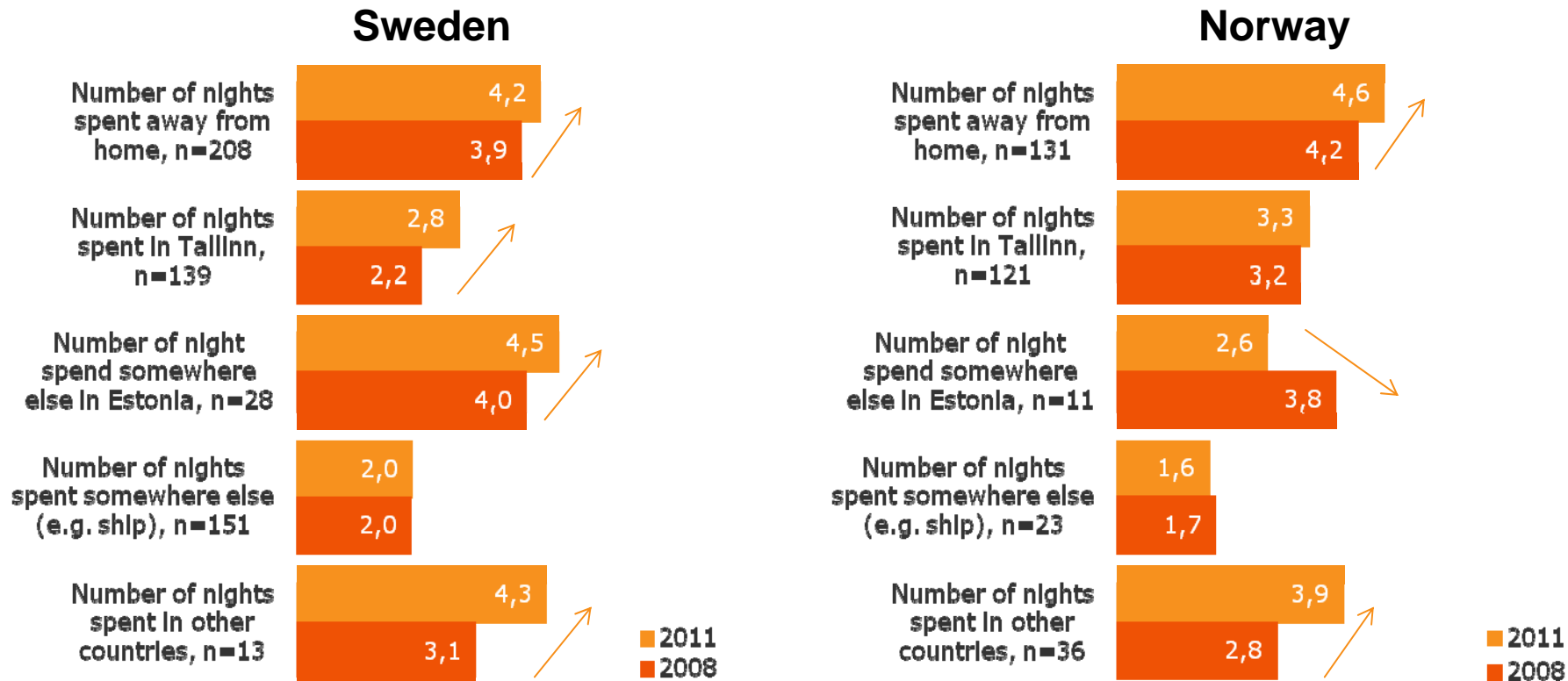


Spending the night away from home

The average length of a trip has slightly grown



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



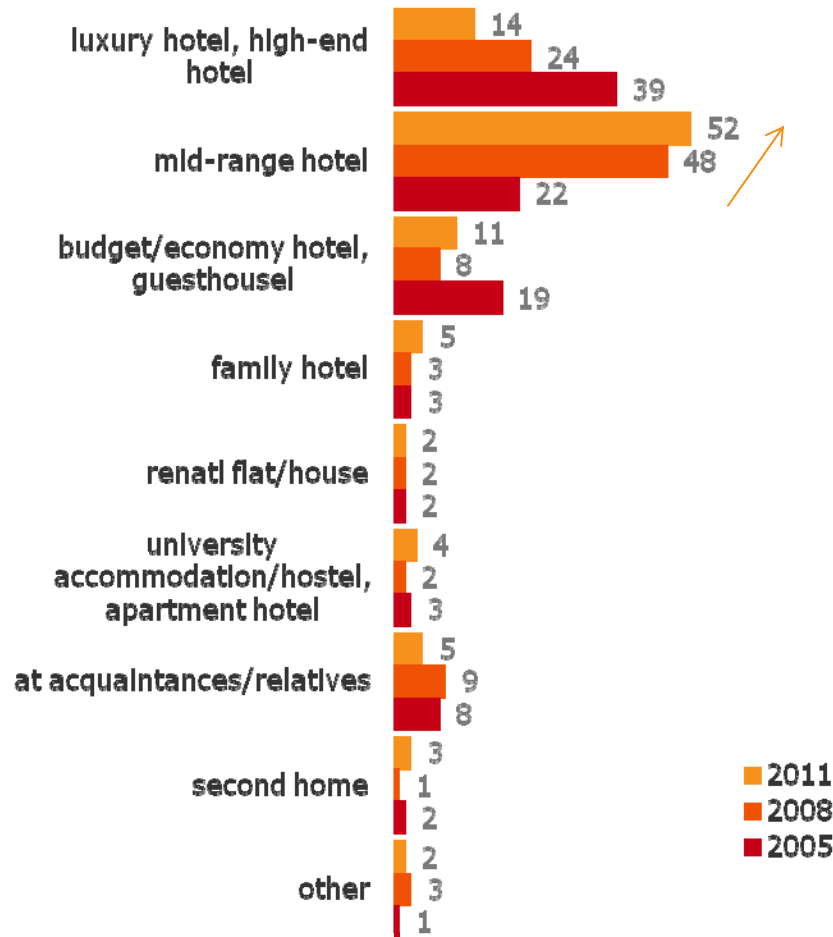
Spending the night in Tallinn

Spending the night in a mid-range hotel has increased

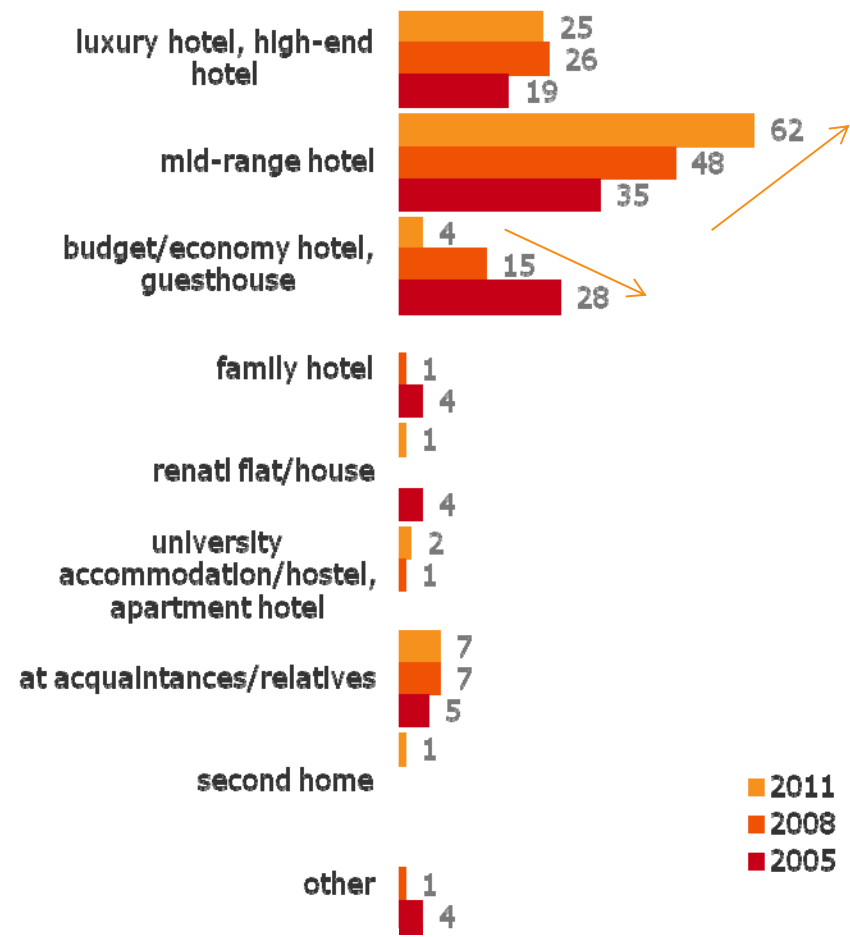


% of all visitors who have spent at least one night in Tallinn: Sweden, n=139; Norway, n=121

Sweden



Norway



Survey into foreign visitors to Tallinn 2005-2011



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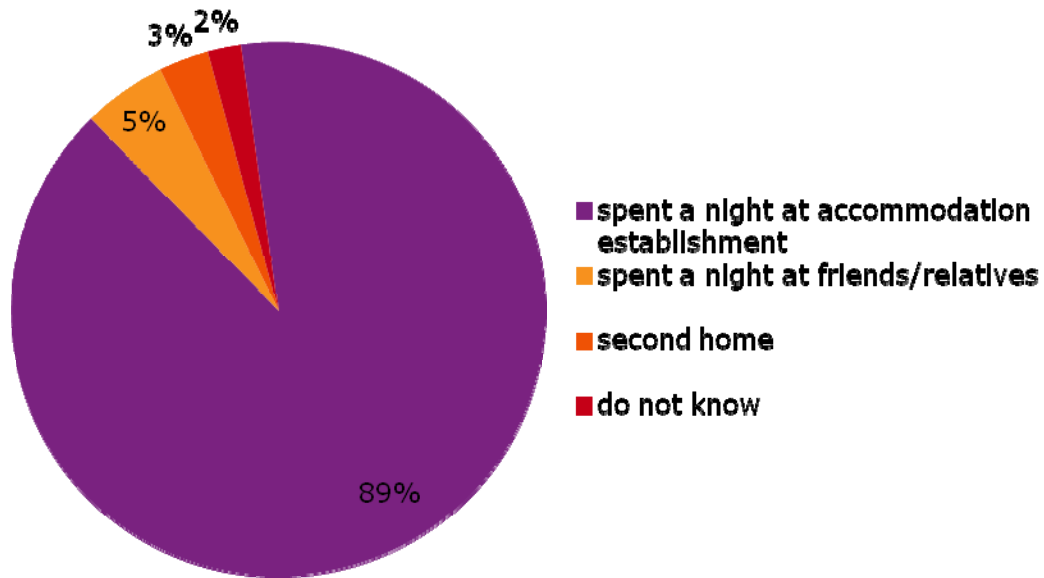
Spending the night in Tallinn

Accommodation establishments are primary

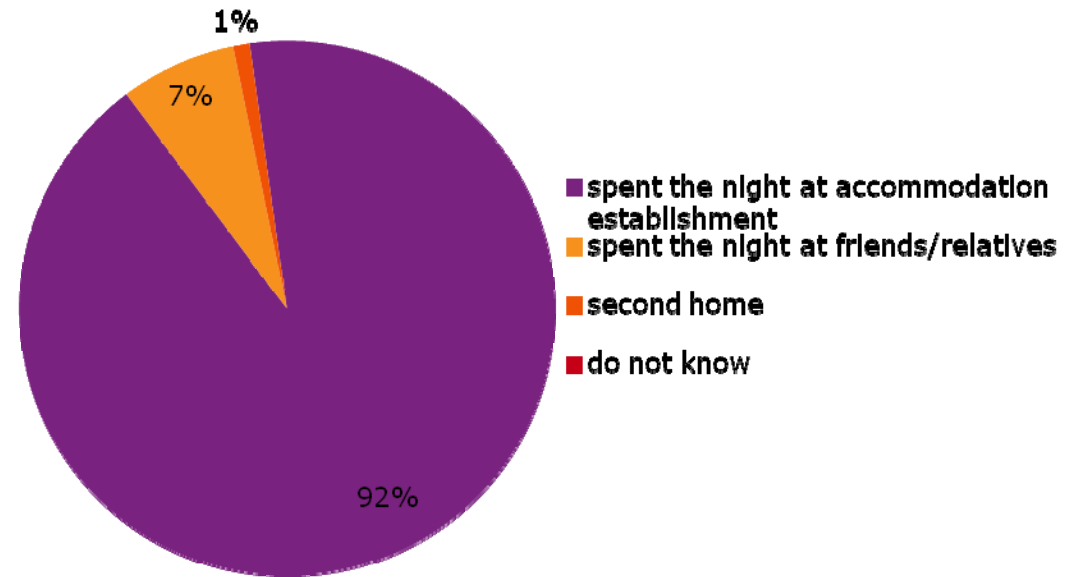


% of all visitors who have spent at least one night in Tallinn: Sweden, n=139; Norway, n=121

Sweden



Norway



Planning a trip to Tallinn

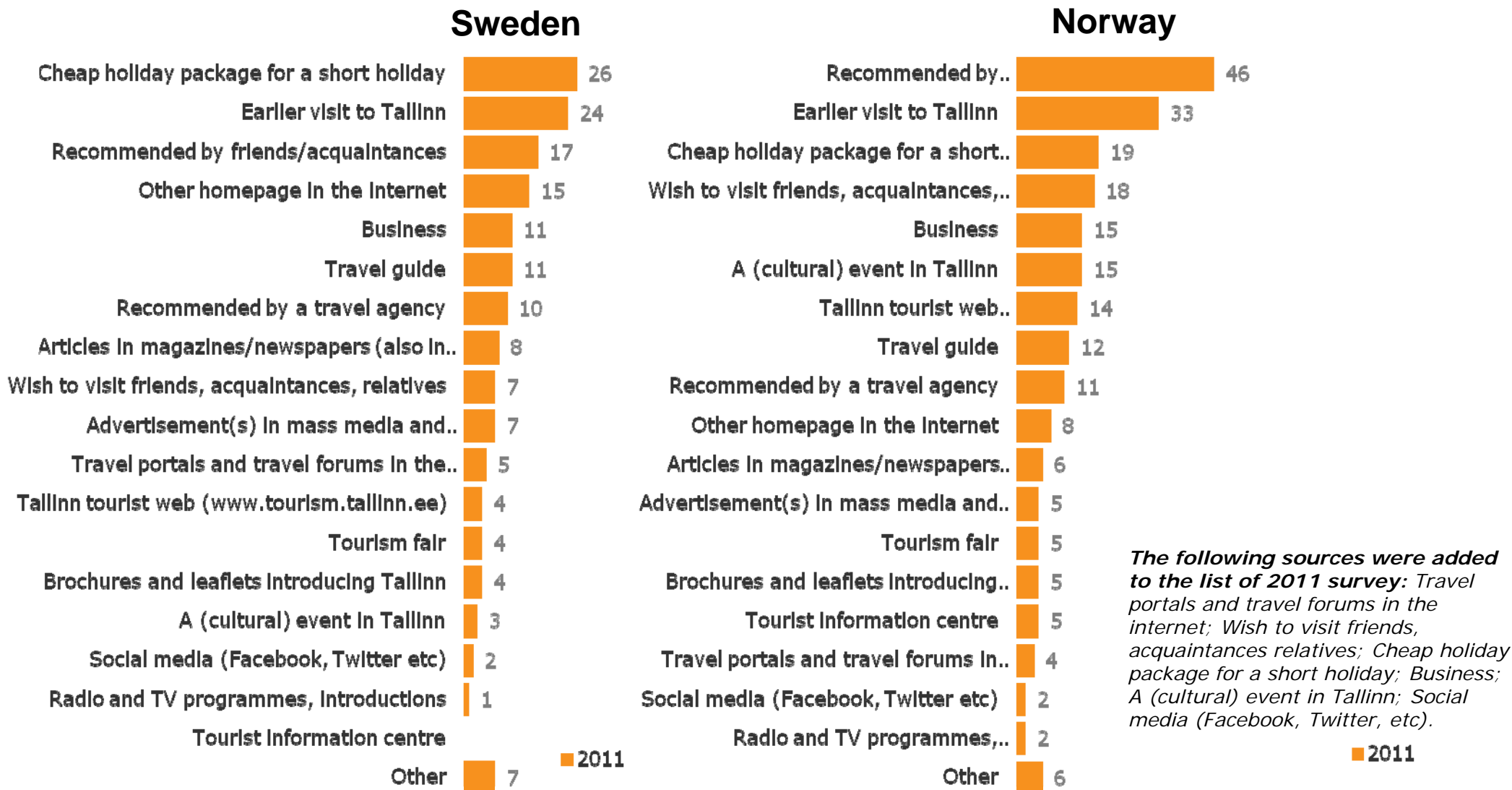


Sources of information on Tallinn

Previous visit is by far the most important source of information



% of all visitors: Sweden, n=199; Norway, n=114



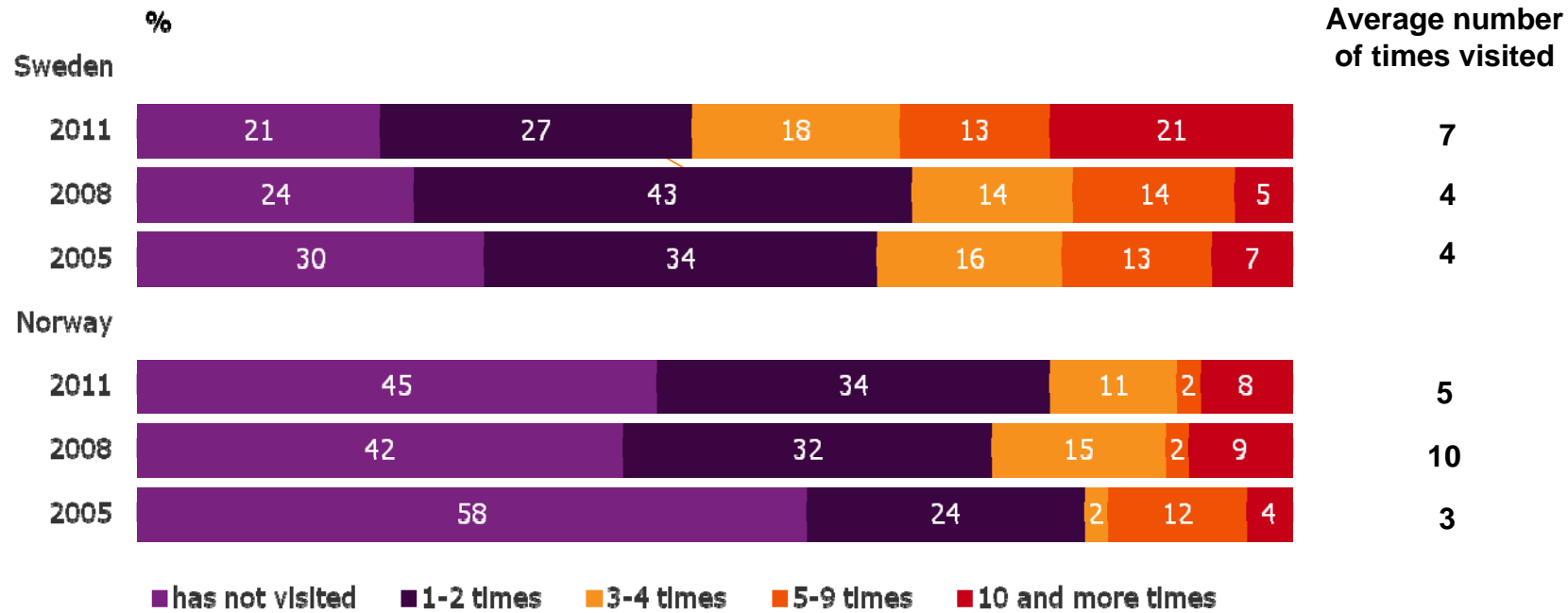
Survey into foreign visitors to Tallinn 2005-2011



The number of previous visits to Tallinn



% of all visitors: Sweden, n=209; Norway, n=131

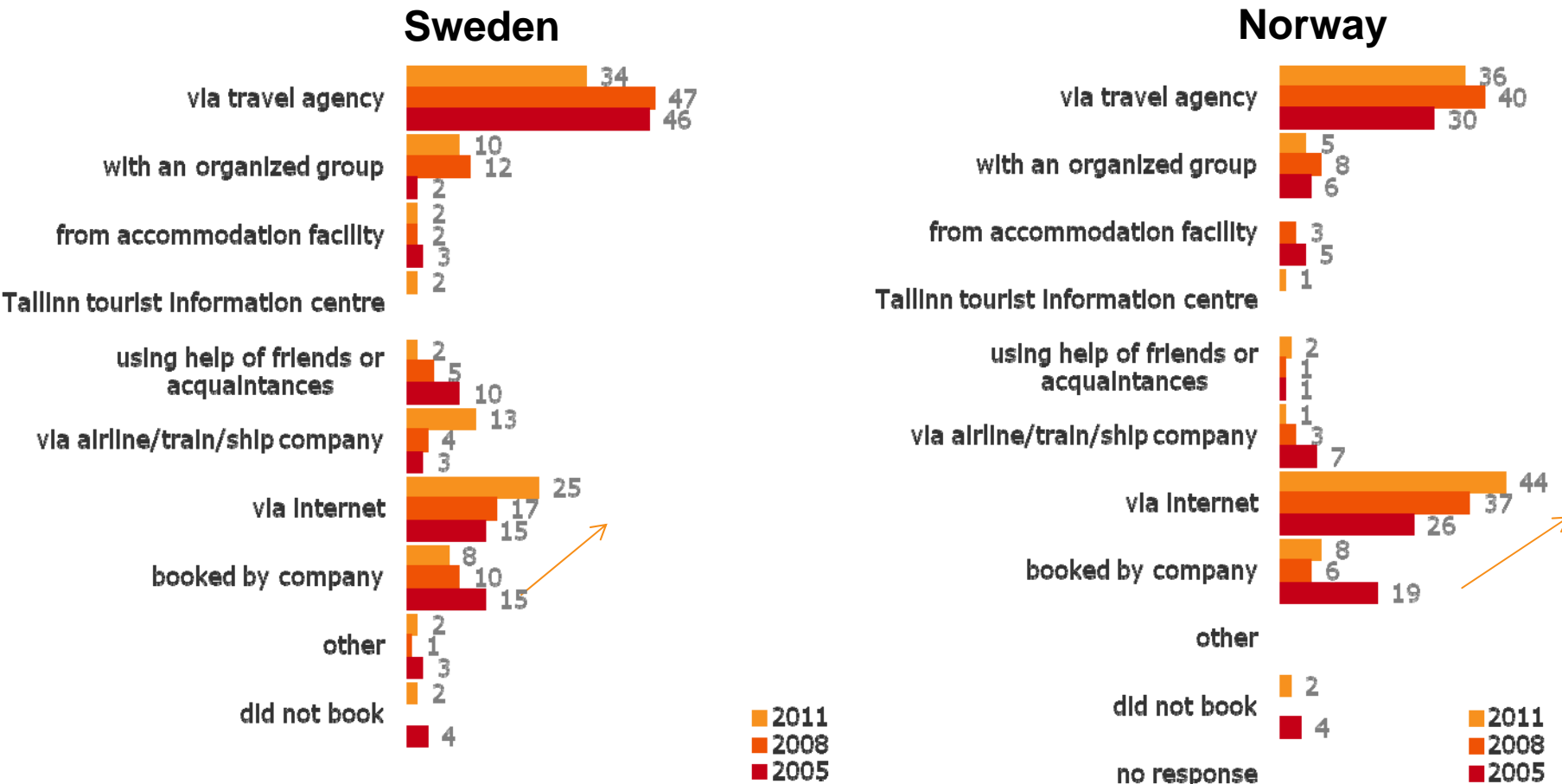


Booking accommodation

Importance of internet is increasing



% of all visitors who have spent at least one night in Tallinn: Sweden, n=125; Norway, n=112



Survey into foreign visitors to Tallinn 2005-2011



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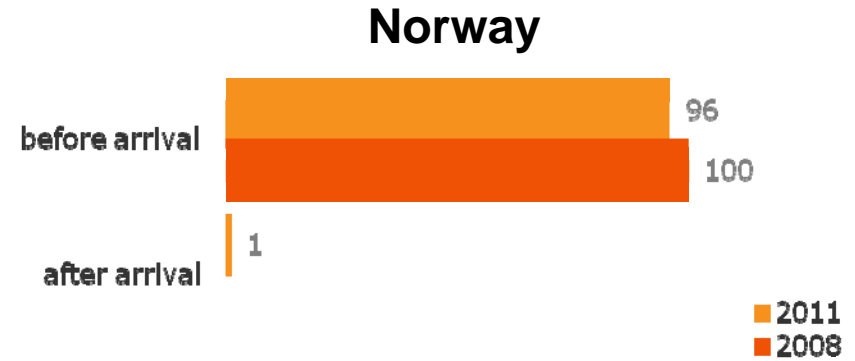
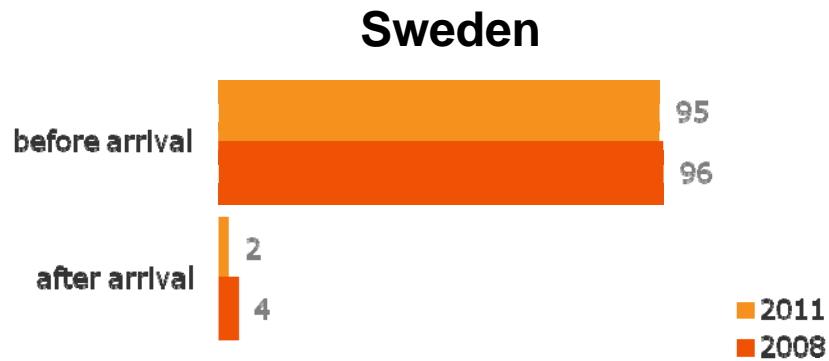


Booking accommodation

Before arrival



% of all visitors who have spent at least one night in Tallinn; who booked accommodation and spent the night at accommodation establishment:
Sweden, n=123; Norway, n=109

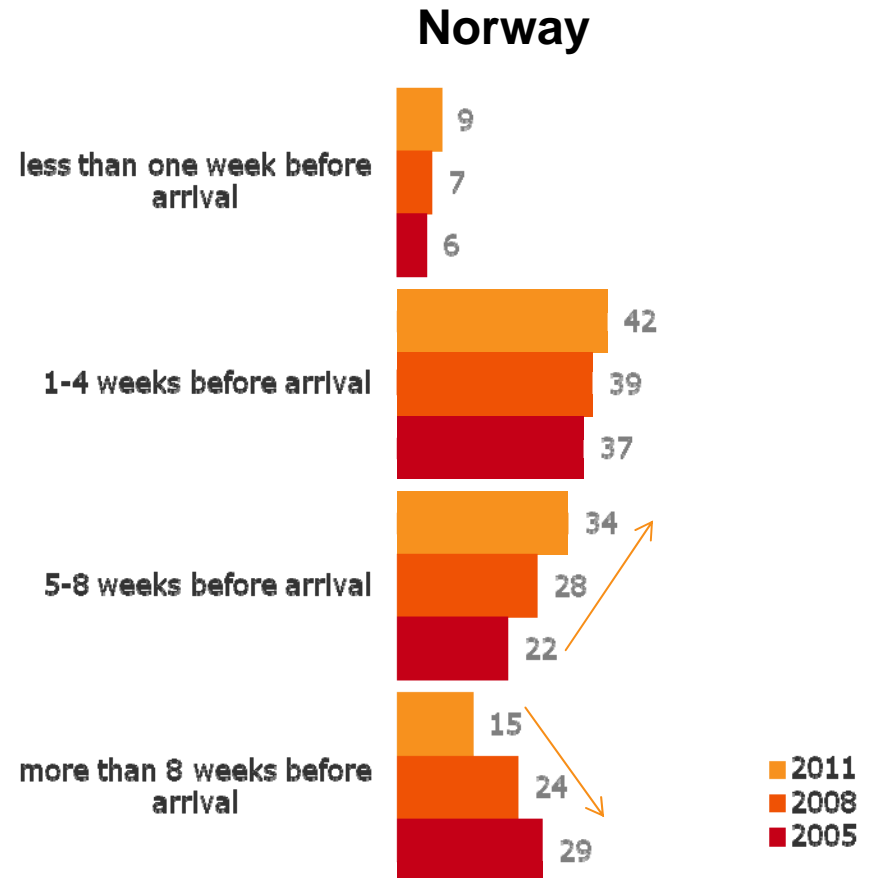
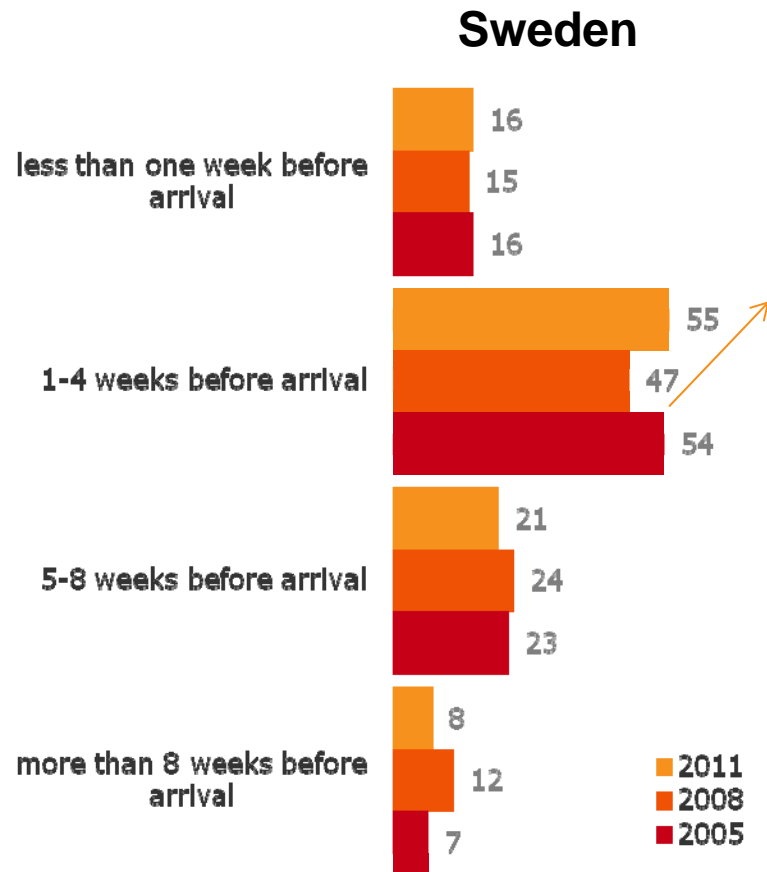


Time of booking accommodation

Time of booking is growing shorter



% of all visitors who spent at least one night in Tallinn and booked accommodation before arrival in Tallinn: Sweden, n=117; Norway, n=105

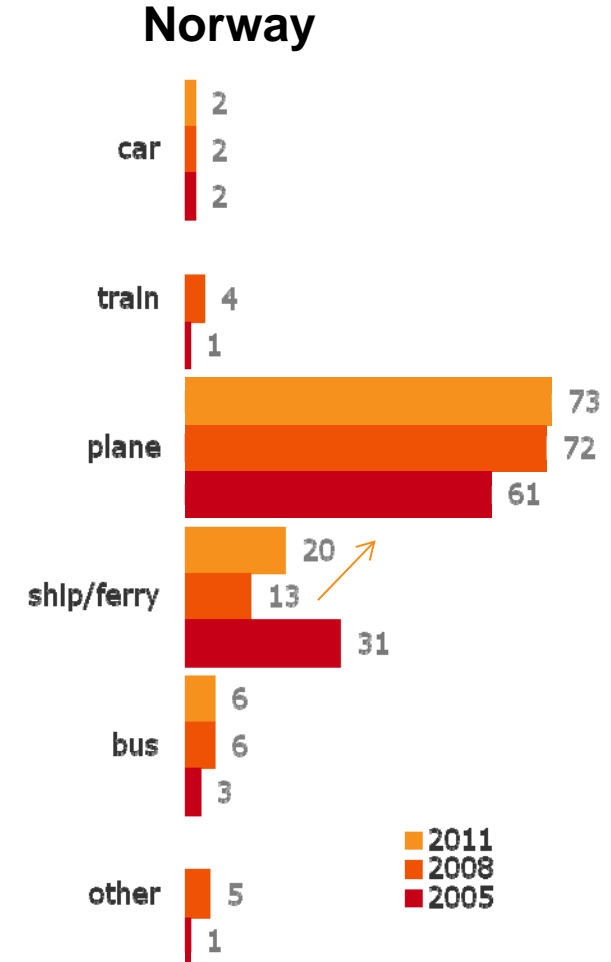
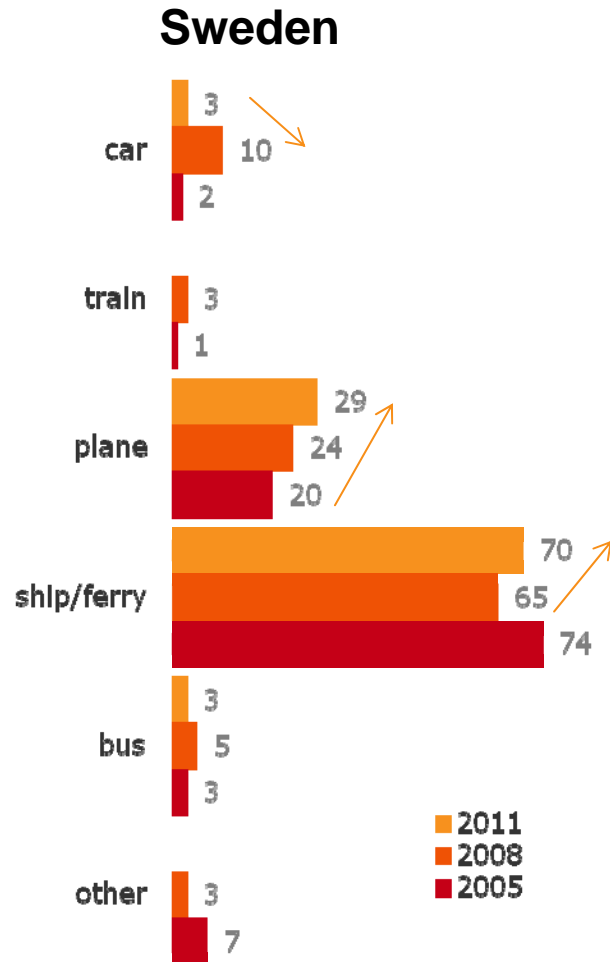


Transport used to arrive in Tallinn

Importance of ship/ferry is growing



% of all visitors: Sweden, n=209; Norway, n=131



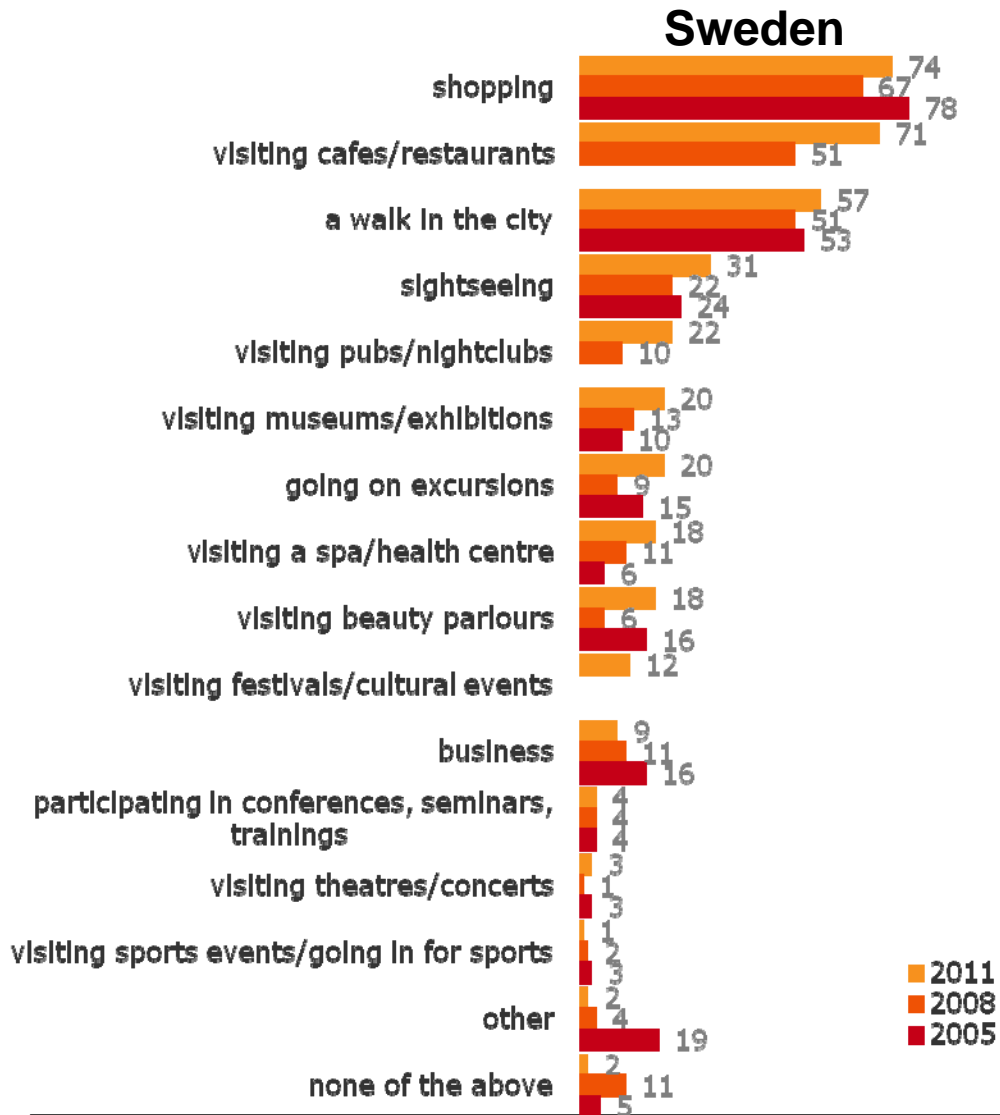
Visiting Tallinn and impressions: Swedish and Norwegian foreign visitors



Activities in Tallinn: Shopping, visiting cafes/restaurants and a walk in the city



% of all visitors: Sweden, n=209; Norway, n=131



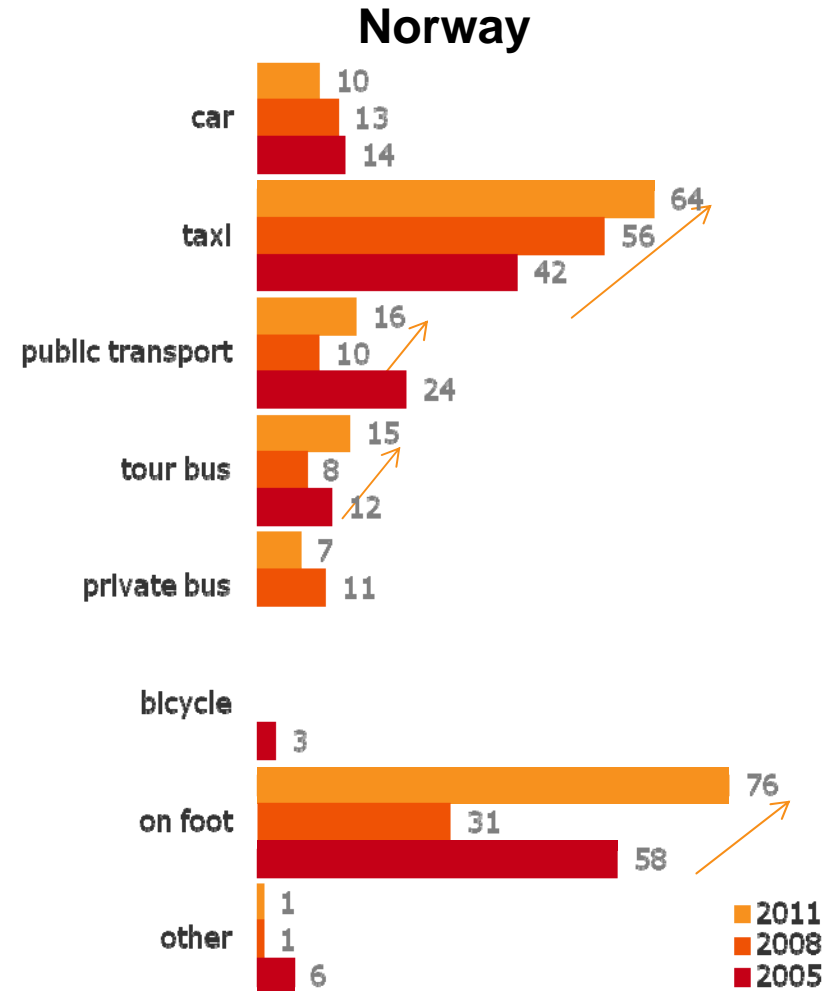
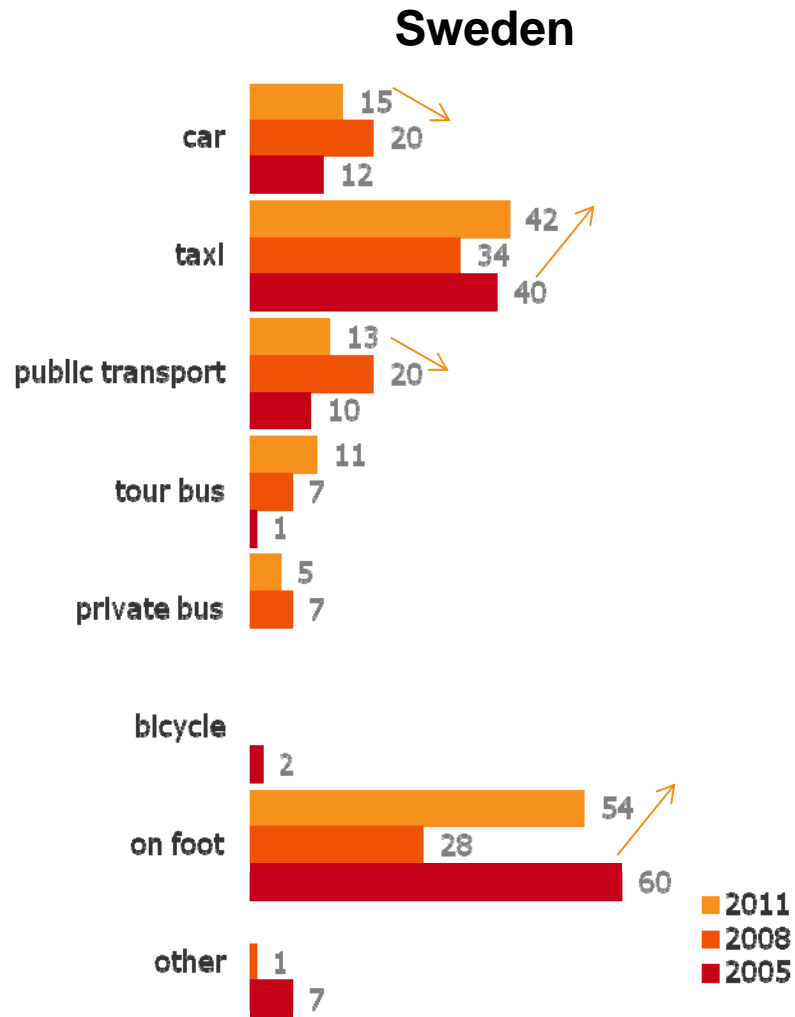
Survey into foreign visitors to Tallinn 2005-2011



Transport used in Tallinn

Moving around on foot or by taxi are the most popular

% of all visitors: Sweden, n=209; Norway, n=131



Areas visited in Tallinn

Visitors' favourites are the old town and the city centre



% of all visitors: Sweden, n=209; Norway, n=131

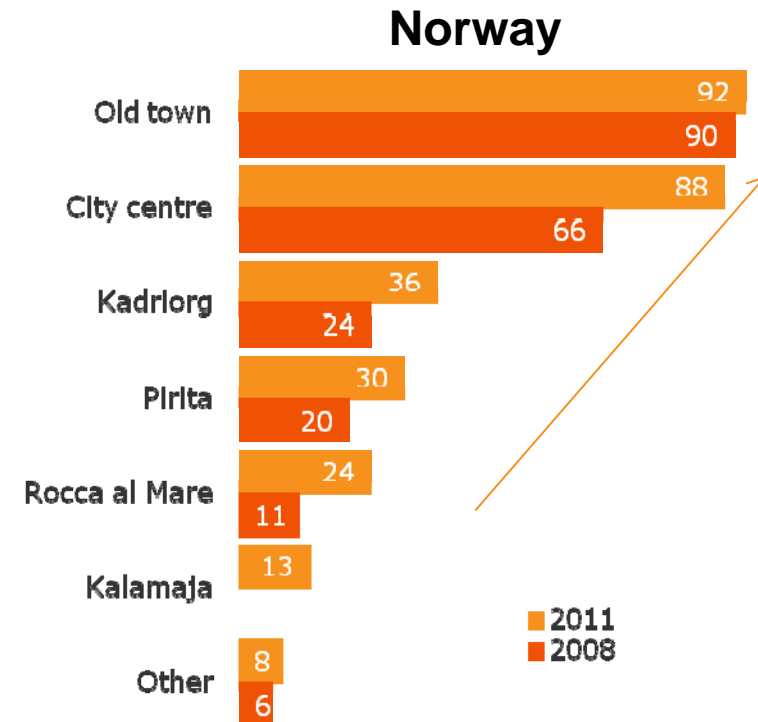
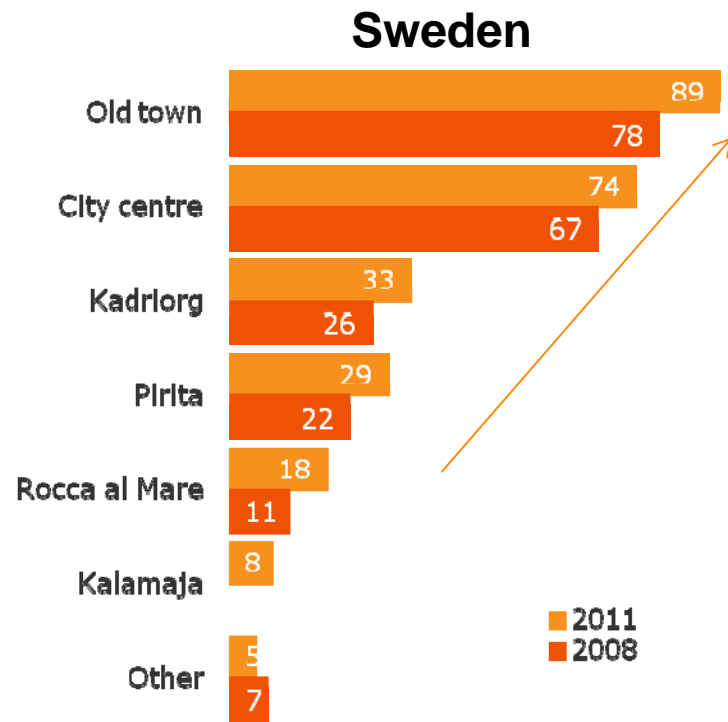
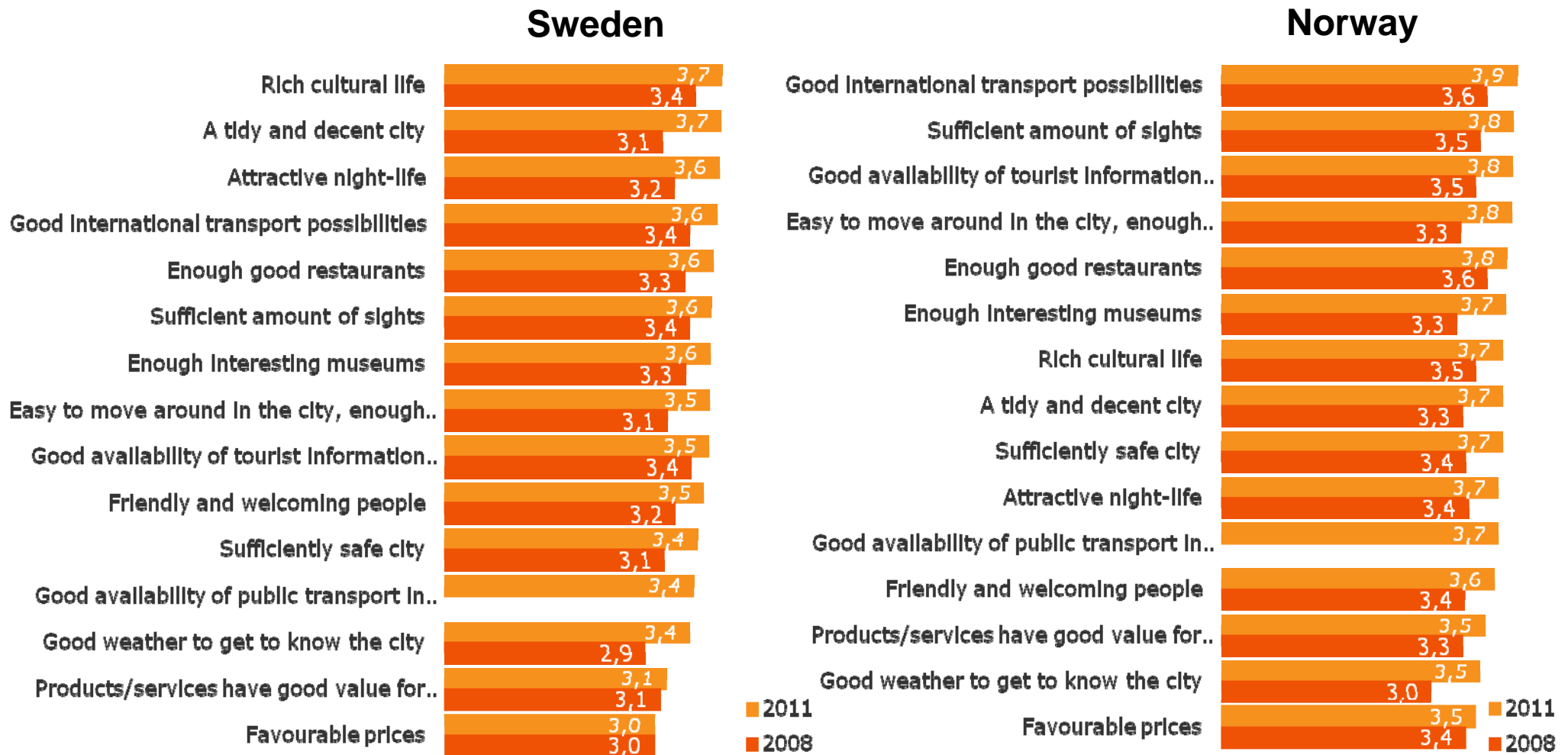


Image of Tallinn



Average evaluations on a 4-point-scale, where 1=minimum and 4=maximum



Survey into foreign visitors to Tallinn 2005-2011



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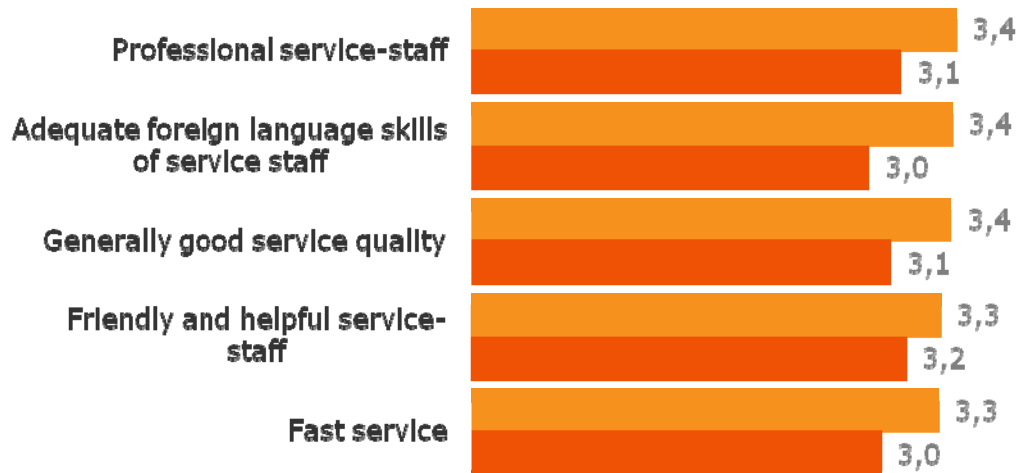
Service culture in Tallinn

Average evaluations have increased

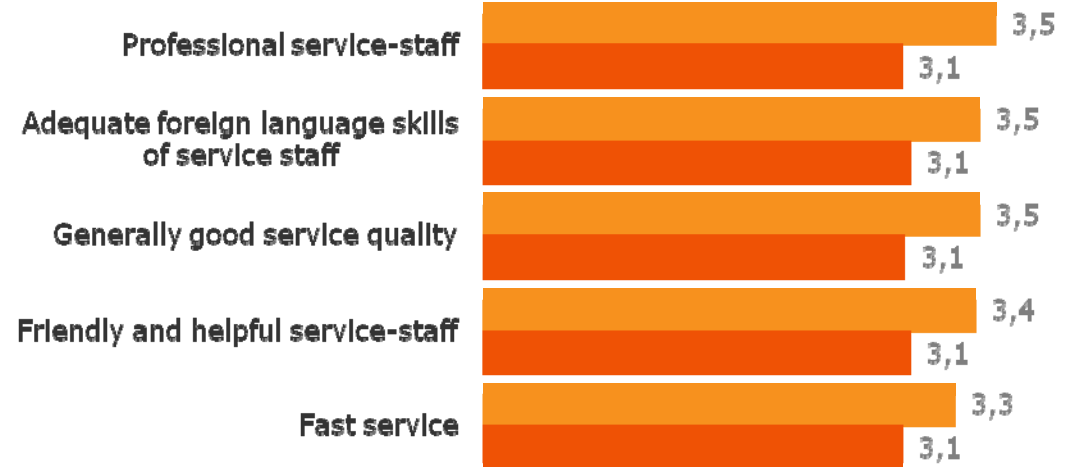


Average evaluations on a 4-point-scale, where 1=minimum and 4=maximum

Sweden



Norway



Positive and negative comments on Tallinn Sweden



The following summarizes the respondents' open-end comments to questions ...

<i>Would you like to comment on Tallinn – something you are <u>very satisfied</u> with or what was <u>the most positive</u> thing in Tallinn?</i>	<i>Would you like to comment on something that you are <u>dissatisfied</u> with or something that <u>could be better</u> in Tallinn?</i>
Old town	Dirty, slippery streets
Positive experience with Estonians	Cold, bad weather
Restaurants, pubs, bars	Unfriendly, rude service-staff
Shops, boutiques, shopping centres, department stores	Language problem
Hotels, spa	Dirty and bad public transport
Nightclubs and casinos	Not safe, many pickpockets
Other parts of old town, towers, the wall, roofs, etc	Prices have increased
Art centre, museums	Difficult to move around for the disabled, obstacles
Kadriorg, castle of Kadriorg	Concerning hotels
Tallinn city parts	
Pirita and surroundings	

Positive and negative comments on Tallinn Norway



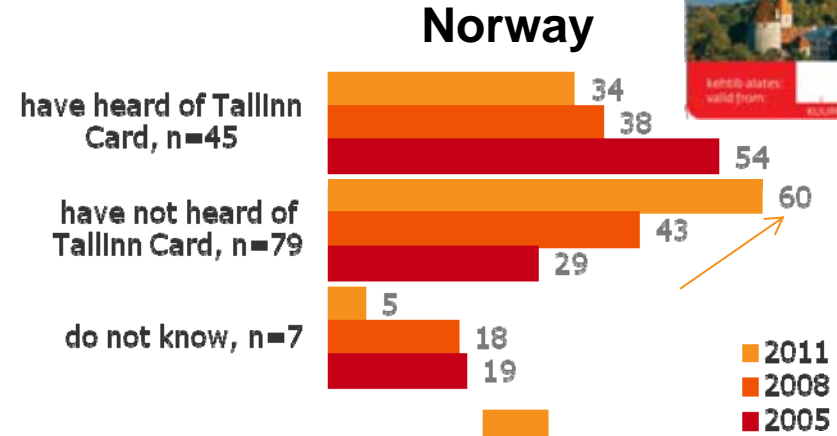
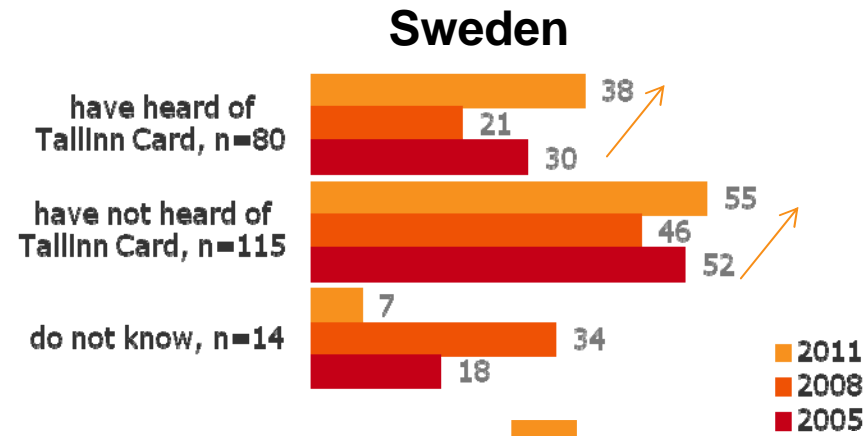
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<i>Would you like to comment on Tallinn – something you are <u>very satisfied</u> with or what was <u>the most positive</u> thing in Tallinn?</i>	<i>Would you like to comment on something that you are <u>dissatisfied</u> with or something that <u>could be better</u> in Tallinn?</i>
Old town	Cannot say / nothing negative
Hotels, spa	Unfriendly, rude service-staff
Positive experience with Estonians	Dirty, slippery streets
Kadriorg, castle of Kadriorg	Prices have increased
Restaurants, pubs, bars	Language problem
Shops, boutiques, shopping centres, department stores	Dirty and bad public transport
Art centre, museums	Concerning hotels
Pirita and surroundings	Bad traffic, not enough traffic lights
Nightclubs and casinos	Very expensive public transport, Euro-bills
Other parts of old town, towers, the wall, roofs, etc	Traffic jams, parking
Cultural events and venues	
Harbour, airport, train station	
The sea, beautiful nature, parks	
Low prices	
Town Hall, Town Hall Square, surroundings	

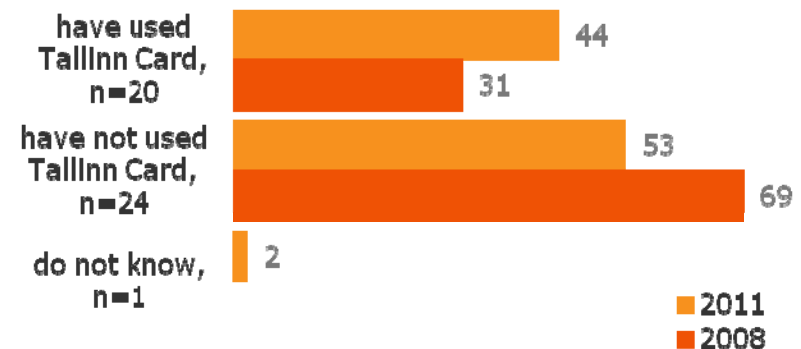
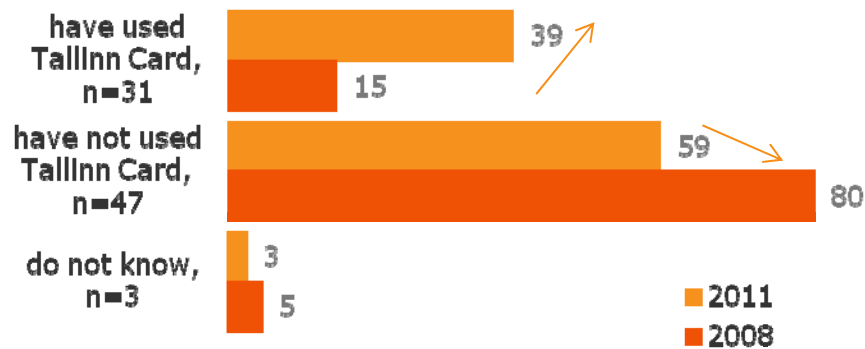
Information on Tallinn Card and its usage

One third have heard of Tallinn Card

% of all visitors: Sweden, n=209; Norway, n=131



% of all visitors who have spent the night away from home during the trip

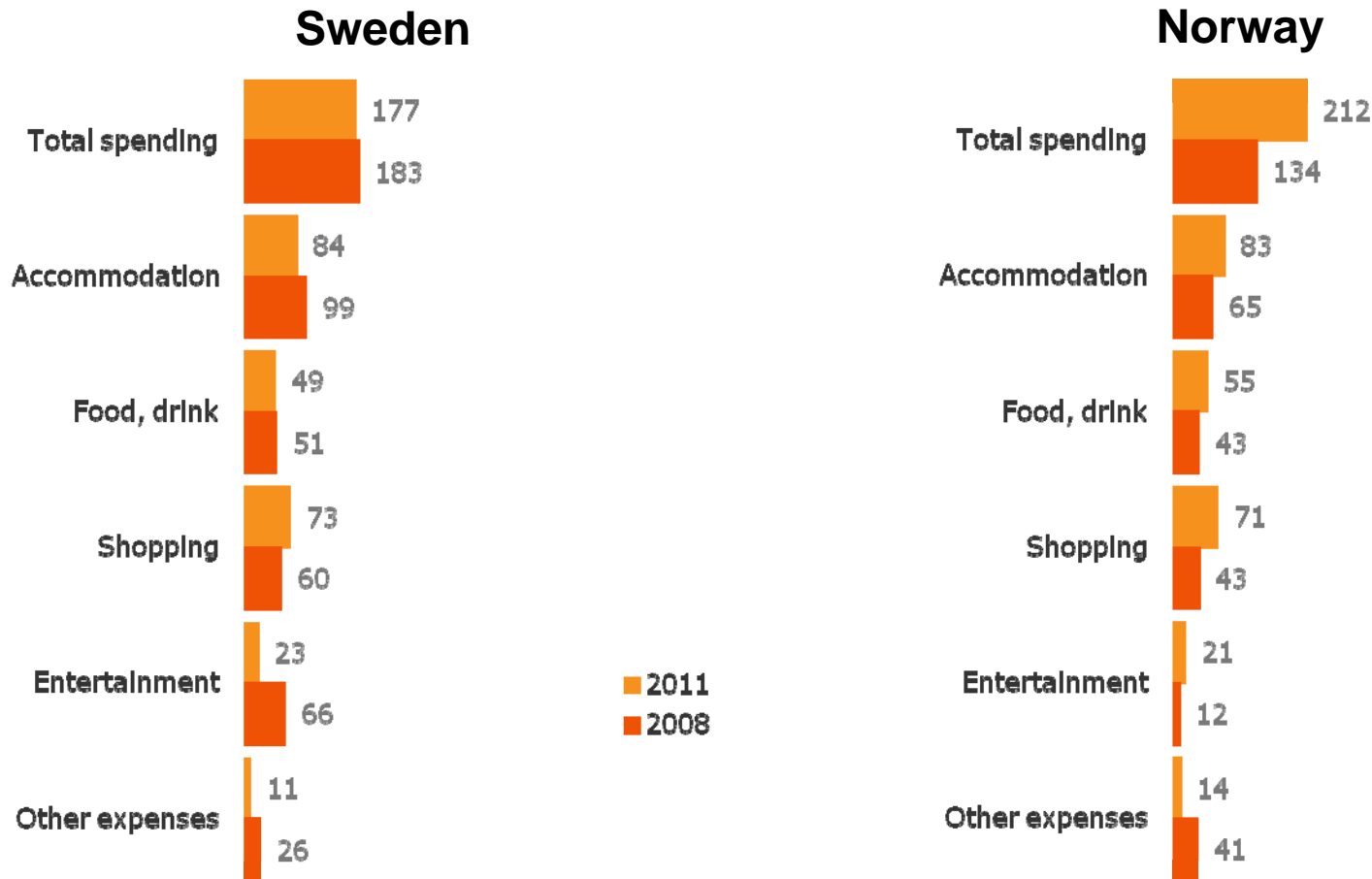


Average spending per person per day

Swedish visitors spend slightly less, Norwegians more



Average spending per person per day



**in order for the results to be comparable, results of 2008 have been recalculated into Euros*

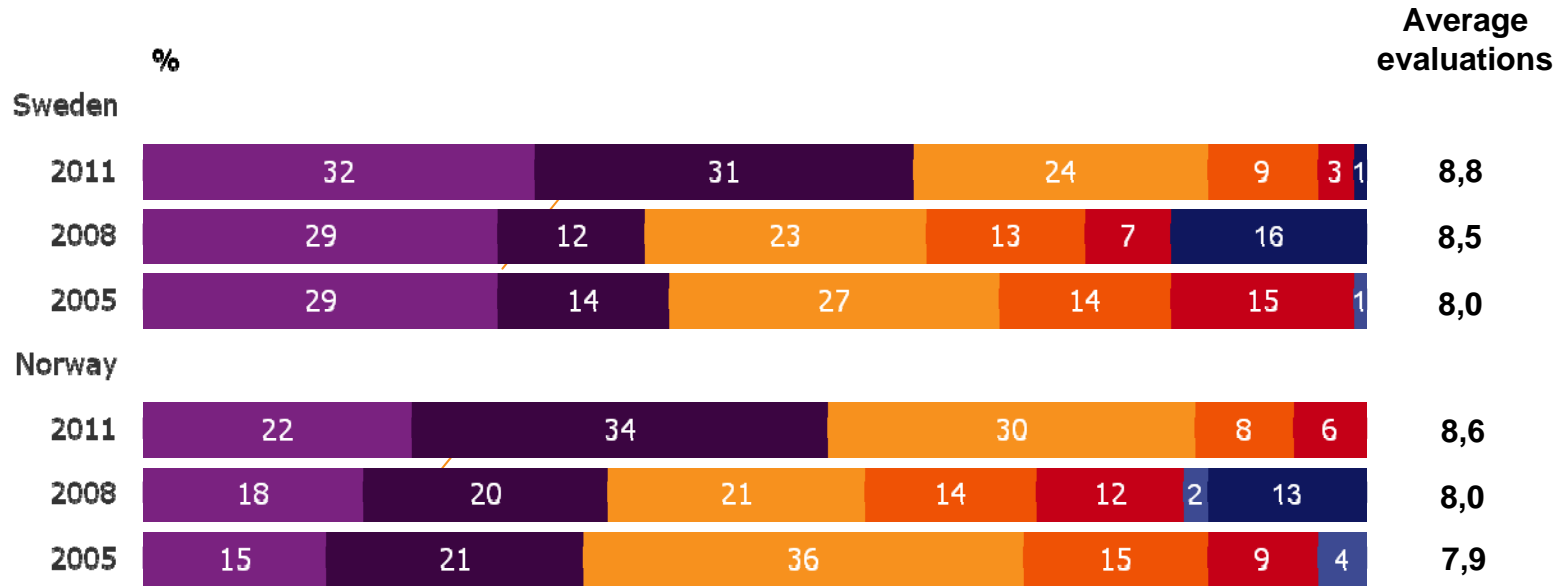
*Spending: average spending among those who named the respective cost.

Evaluation of overall impression on trip to Tallinn

Average evaluations are on the increase



% of all visitors: Sweden, n=209; Norway, n=131



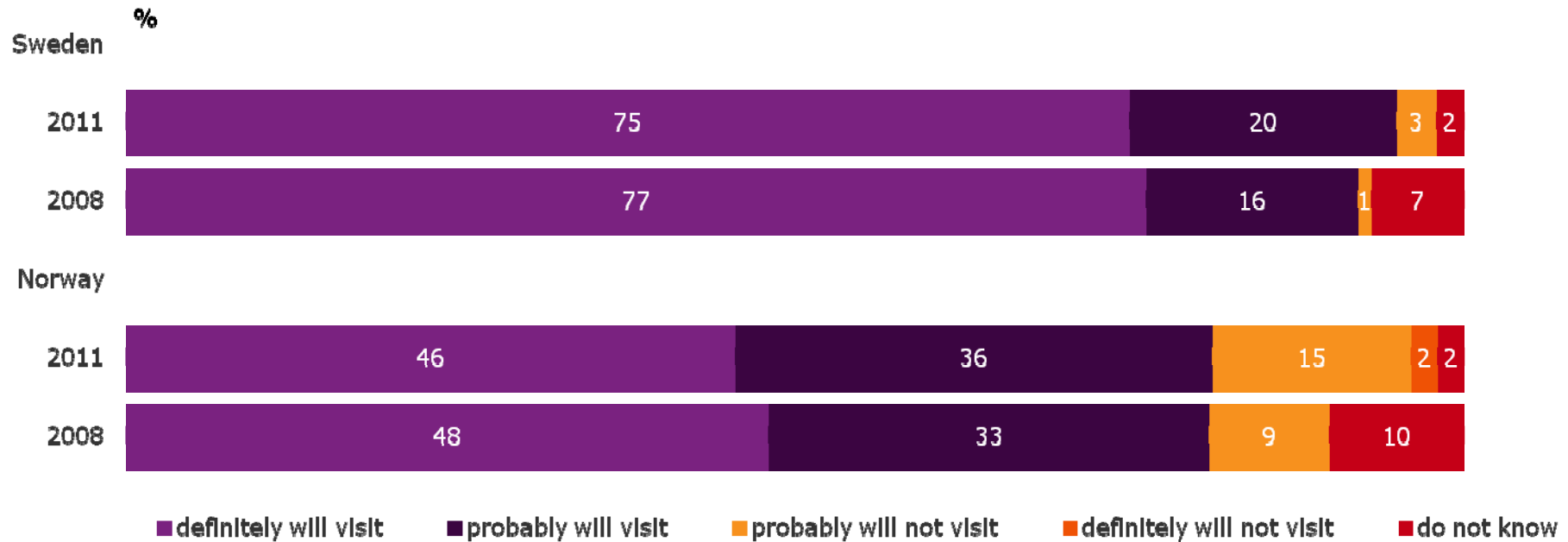
■ 10 points - very good ■ 9 points ■ 8 points ■ 7 points ■ 5-6 points ■ 1-4 points - very bad ■ do not know/no answer

Likelihood of visiting Tallinn again

Nearly all Swedish and are convinced that they will visit Tallinn also in the future



% of all visitors: Sweden, n=209; Norway, n=131

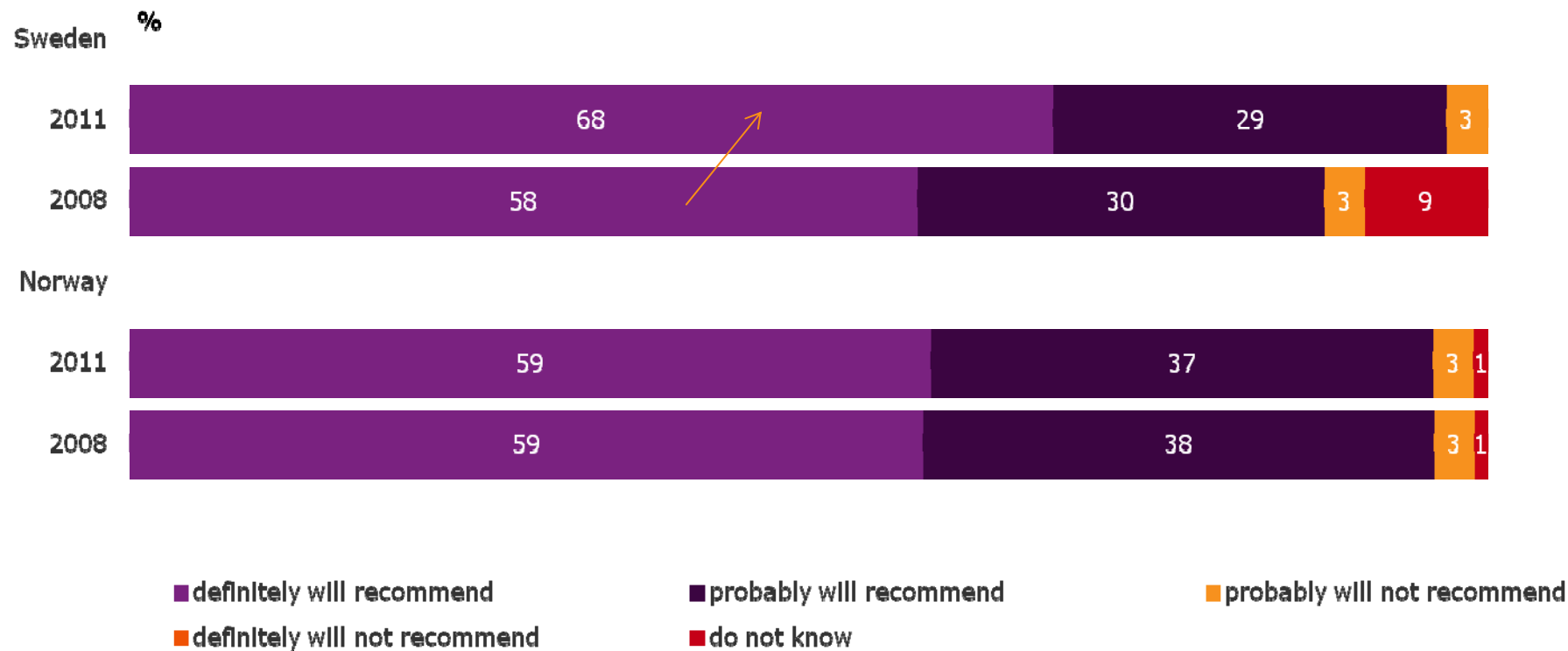


Recommendation communication

Nearly all foreign visitors would recommend visiting Tallinn to their friends/acquaintances



% of all visitors: Sweden, n=209; Norway, n=131



Appendices 2011





■ Size of the Swedish sample:

- 2011 – 209 visitors
- 2008 – 253 visitors
- 2005 – 232 visitors
- 2004 – 221 visitors

■ In 2011, 71% of the Swedish visitors to Tallinn were interviewed in the harbour and 29% at the airport. (2008: 72% harbour, 24% airport and 4% on the street).

■ The proportion of Swedish has been slightly decreasing over years: in 2011, visitors from Sweden account for 4% of all foreign visitors to Tallinn (5% in 2008 and 6% in 2005).

■ Size of the Norwegian sample:

- 2011 – 131 visitors
- 2008 – 128 visitors
- 2005 – 89 visitors
- 2004 – 86 visitors

■ In 2011, 63% of the Norwegian visitors were interviewed at the airport, 24% in the harbour and 13% at Ikla border crossing.

(2008: 71% airport, 18% harbour, 10% Ikla border crossing and 1% other places).

■ The proportion of Norwegian visitors has remained unchanged for years 2011, 2008 and 2005, accounting for 2% of all foreign visitors.



- The general population of the survey included all foreign tourists who visited Tallinn in 2011. Altogether, 1751 foreign visitors were interviewed during the survey, 1522 of whom were non-cruise voyagers and 169 cruise voyagers. This year also included turnaround tourists, who accounted for 60 respondents.
- While compiling the sample, respondents were divided according to country of origin and aimed at covering all Tallinn's priority target markets with a sufficient number of respondents. The priority target markets include Finland, Sweden, Norway, United Kingdom, Germany, Russia and Latvia.
- The division of the sample was based on the 2009. statistics of foreign visitors who stayed in Tallinn accommodation establishments. The respondents were divided as follows :
 - by months, thus taking into consideration the seasonal differences of travellers (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 terminal and railway station as well as border crossings in Ikla and Narva.

Sample methodology 2011 (2)



- 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 proportion of cruise voyagers.
- Here follows the division of planned and actual sample in accordance with countries and “exit gates (H – harbour, A – airport, L – land).

Planned sample (2011)

	H	A	L	Total
Finland	395	25	0	420
Sweden	155	55	0	210
Norway	20	94	11	125
United Kingdom	35	90	10	135
Germany	33	80	22	135
Russia	23	40	137	200
Latvia	2	34	64	100
Other countries	80	50	45	175
Total:	743	468	289	1500

Actual sample (2011)

	H	A	L	Total
Finland	369	30	0	399
Sweden	149	60	0	209
Norway	31	83	17	131
United Kingdom	53	78	13	144
Germany	40	79	24	143
Russia	35	42	132	209
Latvia	12	24	63	99
Other countries	84	55	49	188
Total:	773	451	298	1522

Data collection



- The survey was conducted in the form of personal interviews using PAPI method (*Paper and Pencil Interviewing*). The average duration of one interview was 20 minutes. When needed, the interviewer used answer cards.
- The interviews were conducted in Finnish, English, Russian, German and Swedish
- The quality of filling in the questionnaires and data-entry was guaranteed by the following measures:
 - after the monthly interview period had ended, **the completion of paper questionnaires** was visually verified by fieldwork manager of TNS Emor;
 - the visually verified paper questionnaires were entered with the help of a specialised entry programme. The entry programme was developed with the help of Ci3 software;
 - **Mechanical verification** of the quality of the completed questionnaires was conducted in the entry programme – the programme used filters, cycles, intervals of responses and means of checking the logic of the responses. The means described above also help to avoid errors during data-entry. By using the numbering of the questionnaires, the program ensures that no questionnaire is entered twice.
- The interviews were conducted by 10 interviewers of AS Emor who had received respective training. All in all, the interviewers made 2893 contacts (within the main survey) and from those:
 - the interview was conducted in 1523 cases
 - the quota was full in 624 cases
 - 268 did not belong to the target group
 - 478 refused the contact.
- In year 2011 and January 2012, the interview periods were the following: 26 January – 2 February, 17 – 25 February, 8 – 15 March, 11 – 18 April 20 – 27 May, 11 – 18 June, 3 – 12 July, 24 – 31 August, 15 – 23 September, 21 – 28 November, 11 – 20 December, 2 – 9 January, 2012.
- Cruise voyagers were interviewed during the May, June, July and August interview periods.
- Turnaround tourists were interviewed during all turnaround trips which took place in Estonia in year 2011: June 5, July 3, August 14 and 28 and September 11.

Data collection statistics



Place of interview	
harbour	1002
airport	451
Ikla border crossing	171
Narva border crossing	114
Train station	12

Month of interview	
January	66
February	77
March	114
April	93
May	136
June	258
July	253
August	214
September	229
October	118
November	156
December	37

Day of the week of interview	
Monday	184
Tuesday	221
Wednesday	185
Thursday	194
Friday	277
Saturday	292
Sunday	338

Time of conducting the interview	
until 12.00	294
12.00 - 14.00	414
14.00 - 17.00	567
after 17.00	407

Weather on the day the interview was conducted	
windy	654
cold	298
sunny	803
rainy	246
cloudy, dry	316

Survey into foreign visitors to Tallinn 2005-2011



In the current report, data has been weighed according to the following weighing methods:

I weighing method:

Since May the 1st 2004, the number of nights spent in Tallinn's official accommodation has been used as the means of the country's statistics. Those who had free accommodation and one-day travellers have been added to the country's statistics (proportions in terms of countries according to the 2011 survey data on foreign visitors to Tallinn).

II weighing method:

In addition to the country's statistics and the results on free accommodation and one-day visitors, statistics on cruise voyagers (provided by Port of Tallinn) have also been taken into consideration while weighing.

In order for the results to be comparable, data has been presented using weighing method I, but evaluations on the population (i.e. evaluations on the number and inter-nationality proportions of foreign visitors to Tallinn) have been presented using weighing method II.

Here follow the tables containing overall numbers that serve as the basis for weighing data (method II).

Data weighing (2)



NUMBER OF ACCOMMODATED FOREIGN VISITORS, year 2011 (Statistics Estonia)					
	2011 I Q	2011 II Q	2011 III Q	2011 IV Q	TOTAL
Finland	93988	164668	178675	158122	595453
Sweden	9036	18850	21722	14373	63981
Russia	38136	30346	33923	40261	142666
Latvia	8180	11516	12526	12283	44505
United Kingdom*	8986	18923	22355	14116	64380
Germany	4914	23173	36149	8972	73208
Norway	6085	12478	14311	12580	45454
Spain*	1230	5388	15006	2488	24112
Other countries (incl. Spain)	33924	91872	127735	50583	304114
Total countries of residents (excl. Estonia)	203249	371826	447396	311290	1333761

EVALUATIONS TO THE TOTAL NUMBER OF FOREIGN VISITORS TO TALLINN in 2011, ACCOMMODATION (excl. cruise)			
	paid + free accommodation	one-day visitors	TOTAL
Finland	634811	496759	1131570
Sweden	71808	36174	107982
Norway	49033	4033	53066
United Kingdom	69902	9986	79888
Germany	87990	4534	92524
Russia	217479	81667	299146
Latvia	69107	6918	76025
Spain	26791	5371	32162
Other countries	325206	83858	409064
Total:	1552127	729300	2281427

Survey into foreign visitors to Tallinn 2005-2011

Data weighing (3)



EVALUATIONS ON THE OVERALL NUMBER OF VISITORS TO TALLINN, year 2011, seasonality (excl. cruise voyagers)					
	I quarter	II quarter	III quarter	IV quarter	TOTAL
Finland	178610	312927	339546	300487	1131570
Sweden	15250	31814	36660	24258	107982
Norway	7104	14567	16708	14687	53066
United Kingdom	11151	23481	27740	17516	79888
Germany	6211	29287	45687	11339	92524
Russia	79965	63630	71131	84420	299146
Latvia	13973	19673	21397	20982	76025
Spain	1641	7187	20015	3319	32162
Other countries	45631	123577	171817	68039	409064
Total:	359536	626143	750701	545047	2281427

Comparison of weighed and unweighed samples 2011, no cruise voyagers						
	Evaluation to overall population	% of population	Weighed results	% of weighed sample	Unweighed results	% of unweighed sample
Finland	1131570	50%	729	50%	399	26%
Sweden	107982	5%	70	5%	209	14%
Norway	53066	2%	34	2%	131	9%
United Kingdom	79888	4%	51	3%	144	9%
Germany	92524	4%	59	4%	143	9%
Russia	299146	13%	193	13%	209	14%
Latvia	76025	3%	49	3%	99	7%
Spain	32162	1%	21	1%	12	1%
Other countries	409064	18%	263	18%	176	12%
Total:	2281427	100%	1469	100%	1522	100%

Survey into foreign visitors to Tallinn 2005–2011



Further information



- The following people participated and were responsible at different stages of the research:

The client: Karen Alamets

Project manager of the survey

plan and report: Esta Kaal, Annette Schultz

Sample design: Mare Lepik

Questionnaire programming: Kai Paap

Interview coordination: Marju Kalve

Data processing: Kai Paap

Graphics: Annette Schultz

- Additional information

Project manager:

Phone:

E-mail:

- TNS Emor

address:

Esta Kaal
626 8532

esta.kaal@emor.ee

A. H. Tammsaare tee 47, Tallinn

