

# *TRAVELSAT City Sentiment Index*

Tracking the Pulse of Your City Reputation

Visit **Tallinn**

Tallinn City Tourist Office  
& Convention Bureau



# Content

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## 03 TRAVELSAT<sup>©</sup> Competition Mapping

Which cities “compete” with Tallinn in travelers’ mind?

## 11 Sentiment Index Ranking

Ranking – Sentiment Intensity Index  
Ranking – Positive Sentiment Index

## 15 Take-Aways

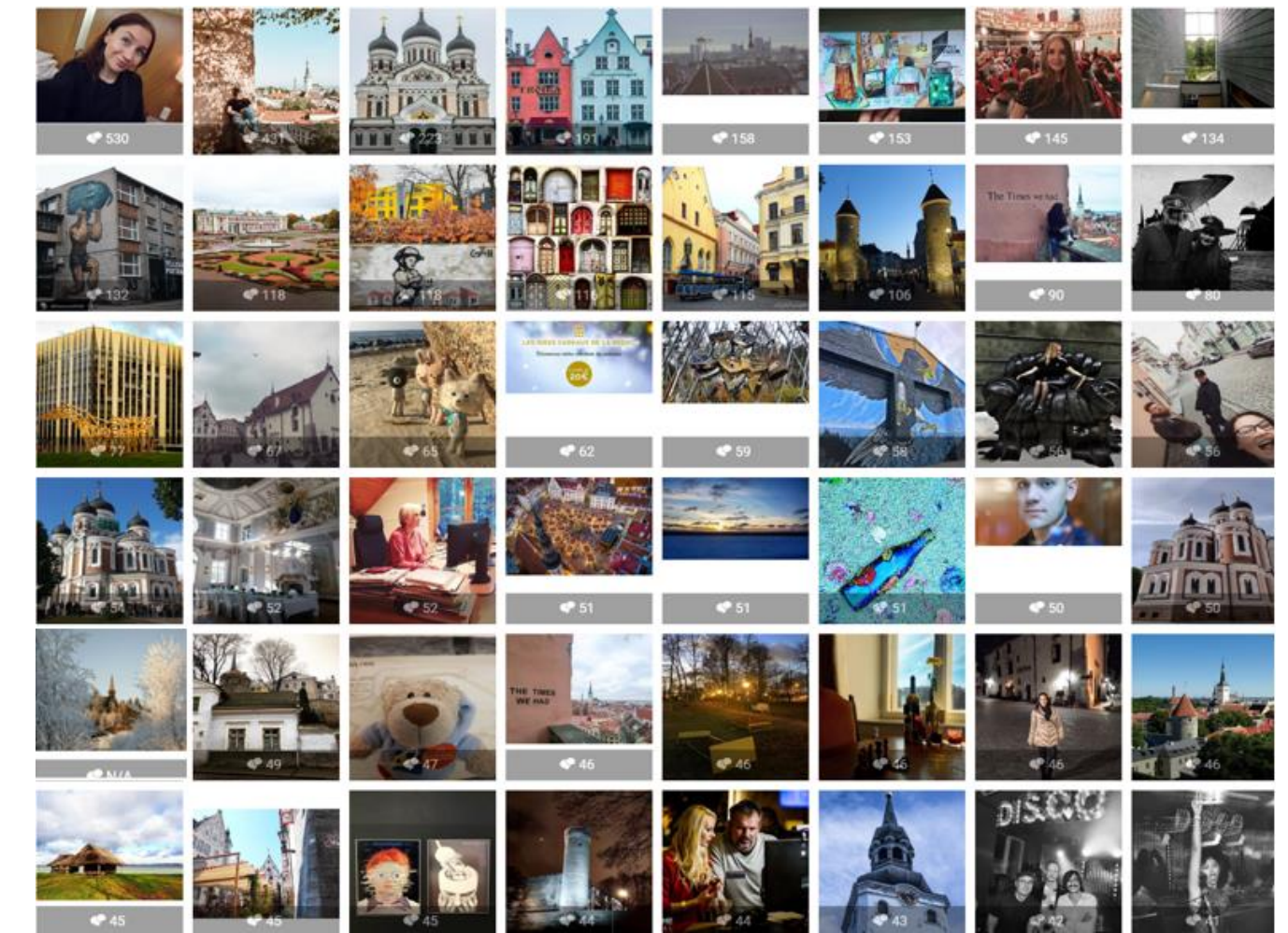
Overall findings

## 06 TRAVELSAT<sup>©</sup> Sentiment Introduction

Objectives  
Methodology

## 14 Tallinn Sentiment Drivers

Qualitative analysis of Cultural Sentiment Drivers



# Who are your Competitors?

Mapping Tallinn competition in travelers' mind



# Methodology

Mapping destinations considered in the same set as Tallinn at decision making process

Which destinations have you visited?

Which alternative destinations did you consider?



The Competition Mapping is based on one standard question asked to all travelers in the global TRAVELSAT Competitive Index survey: **“which alternative destinations did you consider?”**. TCI Research have tracked all “combinations of destinations” that were considered together in the travel inspiration process from their global database. Survey-based are completed with hesitancy discussions / advices listened in social web conversations content (forums, blogs...). 200+ hesitancy scenarios have been consolidated.

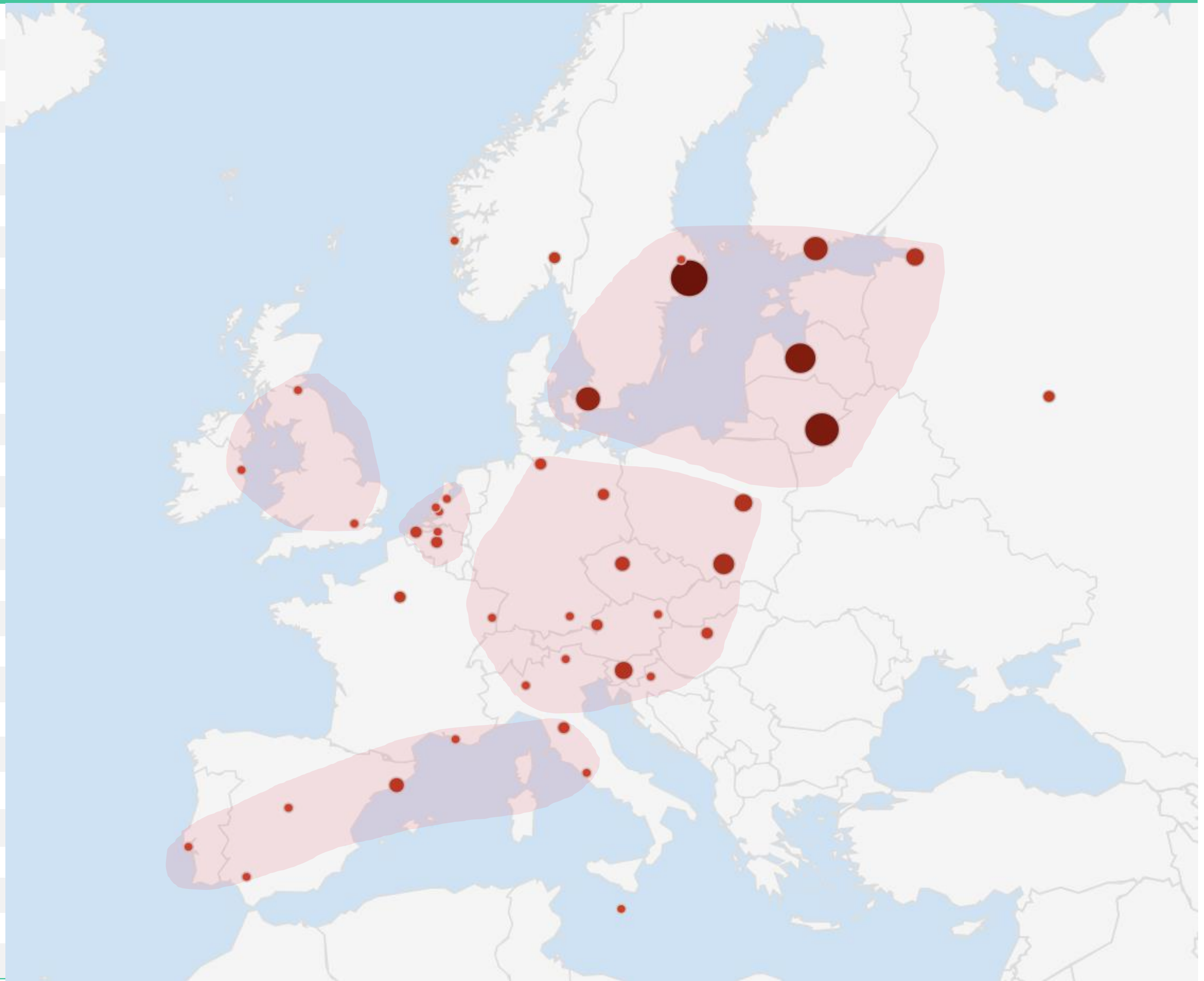
These illustrative hesitancy situations show that Dublin, Vilnius, Hamburg, Berlin and Stockholm can be considered as part of the same competitive scope as Tallinn.

# Tallinn Competition Mapping

TOP30 Destinations considered together with Tallinn at decision making process

## TOP 30 ALTERNATIVES TO TALLINN

Stockholm	14%
Vilnius	11%
Riga	10%
Copenhagen	7%
Helsinki	6%
Krakov	5%
Ljubljana	4%
St. Petersburg	4%
Warsaw	4%
Barcelona	3%
Prague	3%
Berlin	2%
Brussels	2%
Hamburg	2%
Bruges	2%
Budapest	2%
Florence	2%
Moscow	2%
Oslo	2%
Paris	2%
Salzburg	2%
Rotterdam	1%
Antwerp	1%
Bergen	1%
Uppsala	1%
Dublin	1%
Lisbon	1%
London	1%
Munich	1%
Edinburg	1%



## Nordics, Baltics... and beyond!

The set of alternatives to Tallinn mentioned by hesitant travelers at decision making process is **fairly fragmented geographically** including:

- Beyond other **Baltic cities** (Vilnius and Riga), **about 1 in 3 Nordic alternative destinations**, with Stockholm coming first in mind.
- **Eastern/Central European** “big names” (St. Petersburg, Prague, Berlin, Moscow) and second league cities such as Budapest, Hamburg, Munich, Salzburg and Krakow (more than Warsaw).
- **Belgian / Dutch** Art cities (Bruges, Antwerp, Rotterdam, Brussels...)
- **UK capital cities** (Dublin, Edinburg and London)
- Several **Southern European** premier league cities (Lisbon, Florence, Barcelona) and secondary cultural cities like Ljubljana

*Tallinn is confirmed to be well part of the cultural city break landscape offering either an alternative to a repeat visit in capital cities or to other “new” cultural experience in less known parts of Europe.*

% reflects the number of times the destination was envisaged as alternative to Tallinn, from scenarios as defined in the previous page

# Introducing the City Sentiment Index

## Objectives & Methodology

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# How does TRAVELSAT© Pulse work ?

Research intelligence + Powerful web crawling engines



Endorsed by



## Research Protocol engaged by TCI Social Diggers

- Combining **multilingual social analytics tools** and proprietary scripts **capturing and consolidating content** from all social web platforms.
- **Includes most active** websites, forums, blogs, micro-medias, FB/Twitter, Instagram, LinkedIn, Flickr, Google+... with geographical filters applied.
- TCI Social Diggers **convert the aggregate “noise” into relevant insights**, using advanced search settings and post-curation mapping **mainstream and emerging sentiment trends**.
- Analytics and trends **are illustrated by post examples**.

“ THE tool to be used to listen to the wide range of emotions shared on social media”

# What "Sentiment" means

## 20 BENCHMARKS

Stockholm

Vilnius

Riga

Copenhagen

Helsinki

Ljubljana

St. Petersburg

Krakov

Barcelona

Prague

Berlin

Hamburg

Budapest

Oslo

Bruges

Florence

Edinburg

Salzburg

Paris

Amsterdam

Multi-lingual content

All social web conversations sharing about experiences, events, emotions, brands, ambassadors and activities influencing cities' cultural reputation (*arts, exhibitions, festivals, concerts, shows, heritage activities, architecture, museums, blended activities including a cultural dimension, cultural guided tours...*)

Travel centric sources or not!

8

## Two Analytic Parts

20 Cities Monitored

3 months consolidation  
500k+ content crunched

### 1. Quantitative Analysis

Based on **volumes** and **% of positive sentiment** in the total city mentions

### 2. Qualitative Analysis (Tallinn)


Mapping **positive reputation drivers** active during the period

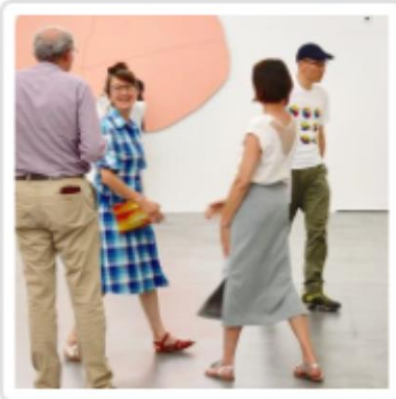


# How is a positive sentiment tagged?

Semantic Robot checked by Social Diggers





 **sabineschaschl** shared an image





CAKE & CHAMPAGNE – Special Event during **Zurich Art Weekend** at Museum Haus Konstruktiv PIPILOTTI ... @rosemarieschwarzwaelder @artbasel #hauskonstruktiv #zurich #placetobe #loveart #friends...


published on 10/06/18 at 19:21 | Instagram | Switzerland | [instagram.com](https://www.instagram.com)

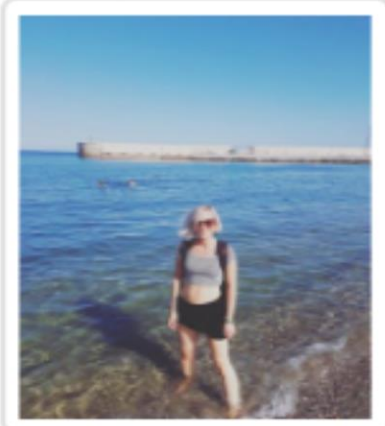
 **karinfoschetti** shared an image



About our **visit** to the **museum** #stedelijkmuseum   #amsterdam #holland #modernart #contemporaryart #exhibition #technology #photography #picoftheday #

published on 09/06/18 at 10:35 | Instagram | Netherlands | [instagram.com](https://www.instagram.com)

 **mindful.mi** shared an image



...endless joy and love at last **weekend's** @primavera\_sound **festival** in awesome #barcelona with the most beautiful #crew. Afterwards we **traveled** on to spend a few relaxing and quite days in a small town...

published on 09/06/18 at 08:56 | Instagram | Spain | [instagram.com](https://www.instagram.com)

## A post is tagged as positive depending on:

- Words / Expressions mentioned
- Hashtags # used
- Emotions expressed
- Emoticons used
- Pictures content shared

*Random manual checks and curation ensures 90% accuracy levels for culture content and positive tagging.*



**City size has little influence in the Positive Sentiment Index ranking**

# Tallinn Cultural Sentiment Report

Mapping Tallinn Sentiment and Competitive e-Reputation for Culture

Your City Report Focus



Period analyzed

Sept-Mid December 2018

## Analytic Scope:

- **Ranking of Tallinn vs 20 competitors** for the Culture *Sentiment Intensity Index* and *Positive Sentiment Index* (\*)
- **Distinctive DNAs & sentiment drivers (Tallinn only)** mapping *what mostly drives your city positive cultural reputation*
  - Associated iconic experiences that pop up / emerge
  - Associated distinctive attributes showing the specificity of Tallinn cultural “emotional drivers” and “sense of place”
  - Non tourism contextual drivers influencing the cultural experience (ie sustainability, over-tourism, safety, politics etc...)
  - Tallinn “colors” and “visuals” DNA based on shared pictures content analysis
  - Iconic Brands driving positive sentiment (ambassadors, products and non tourism brand drivers...)
  - Iconic locations and events linked with Tallinn as a culture destination

(\*) Index based on the % of positive posts among total mentions. A positive content is tagged from combination of positive words, hashtags and expressions used, emoticons and picture content. Typical market-based sentiment analysis consolidate at least 1000+ social contents expressed in English, German, French, Spanish, Dutch, Italian, Russian.



*The granularity and diversity of insights and drivers reported can vary according to the social content crunched.*



# Part 1 – Sentiment Index

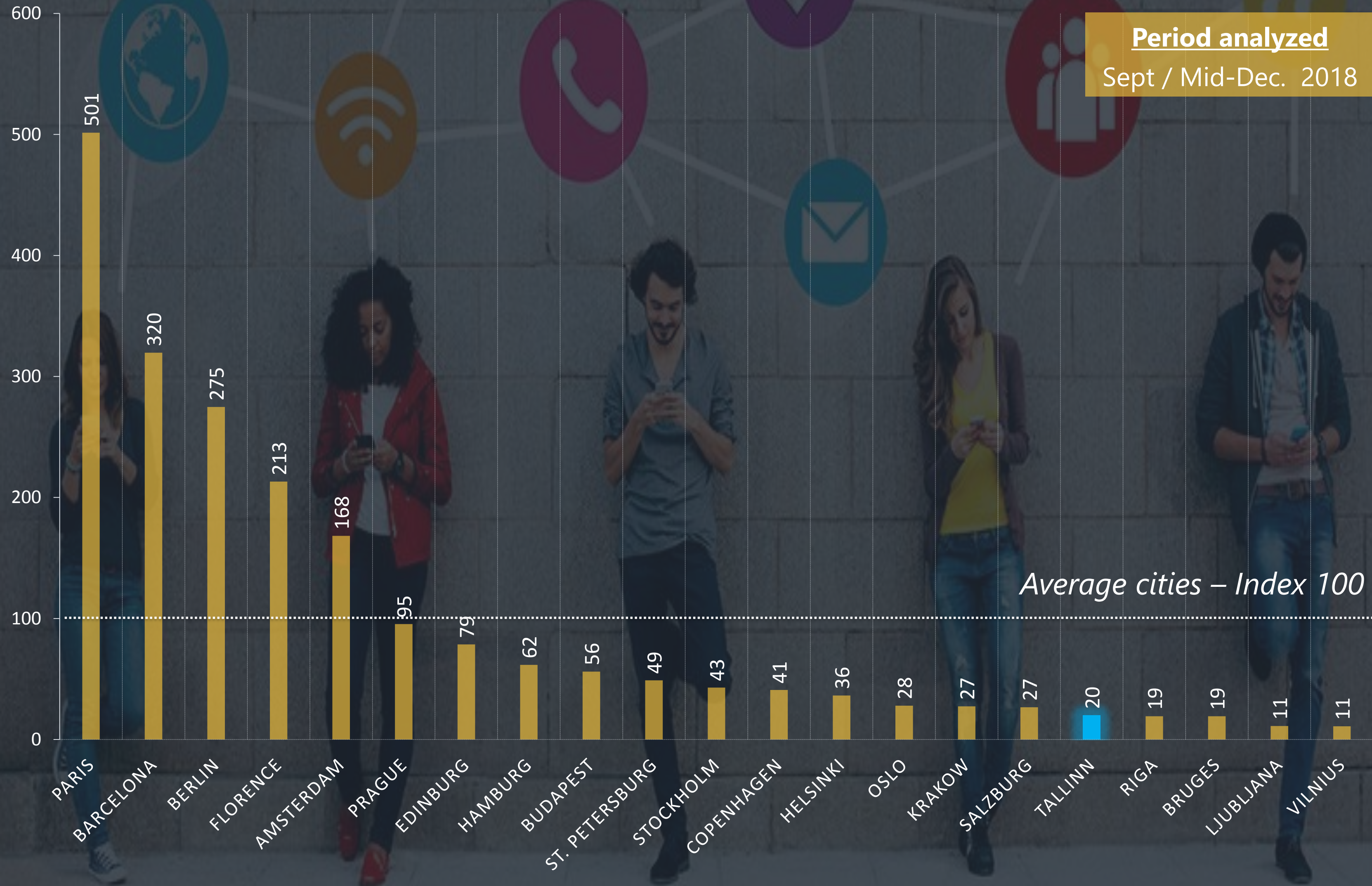
## Quantitative Ranking



*Intensity and Positiveness % of Cultural Sentiment during the period*

# Intensity Sentiment Index

## TALLINN vs COMPETITION- CULTURE



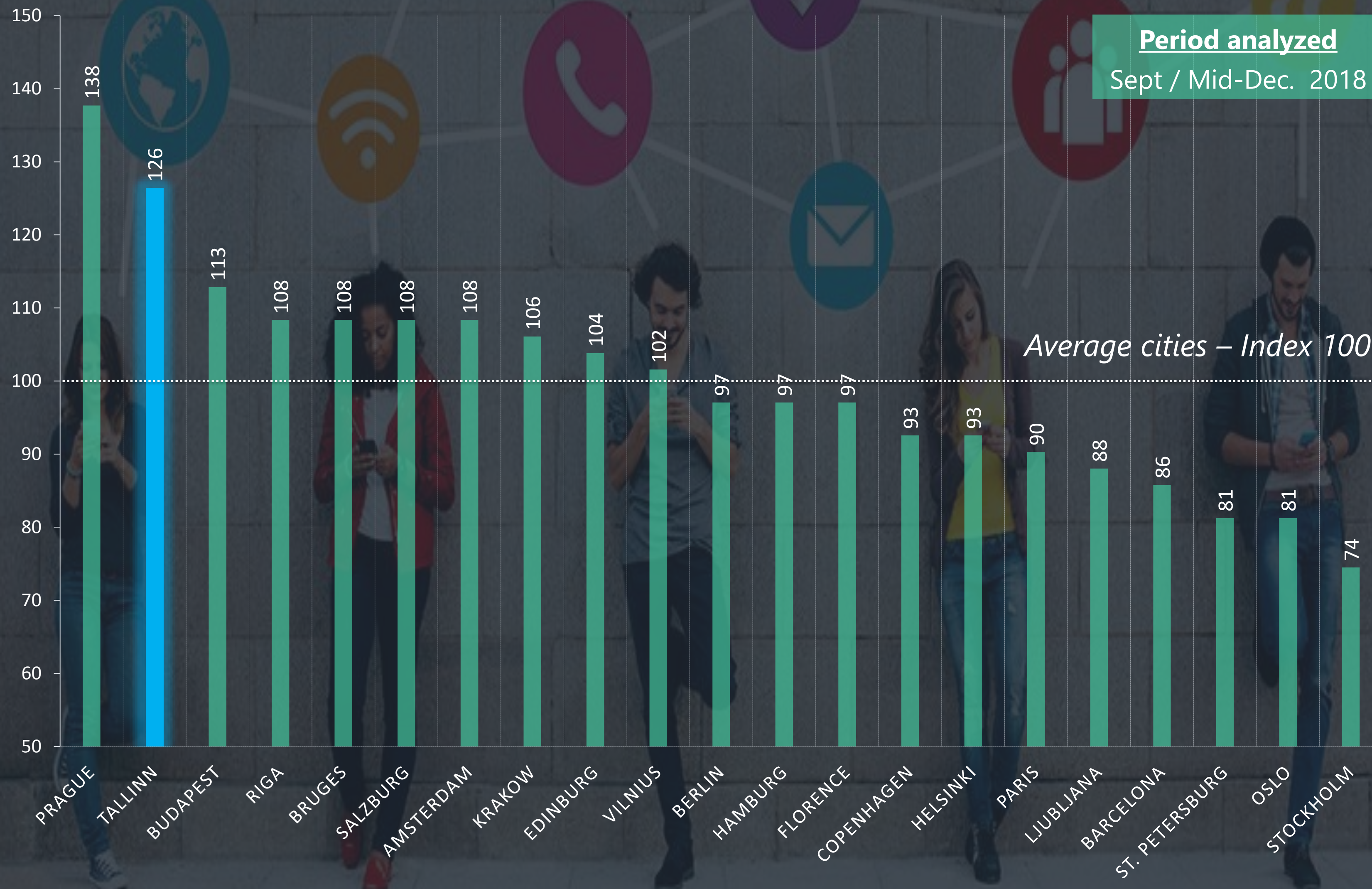
The **volume** of cultural-related content shared on social media during the period was **in the average compared to Tallinn's direct competition.**

**Nordic most popular cities** (Stockholm, Copenhagen) have generated about twice as much intensity, while **European cultural mega brands** in the competition scope (Paris, Barcelona, Berlin, Prague, Amsterdam) were mentioned 5 to 20 times more than Tallinn. These relative intensity scores can be considered as normal.

Intensity Sentiment Index reflects the *volume* of culture-related content shared per city on social web

# Positive Sentiment Index

## TALLINN vs COMPETITION- CULTURE



The share of positive cultural-related sentiment was **excellent in Tallinn compared to all other cities.**

Only Prague was ahead during the period (generating therefore both large volume and high rate of positive comments), while **Tallinn surpasses many of its "similar size" competitors in the region.**

Positive Sentiment Index reflects the share of positive posts among total mentions per city

# Part 2 – Tallinn Sentiment Drivers

## Qualitative Analysis



*What has driven the positive Cultural reputation for Tallinn in the period?*

# Experiential Sentiment Drivers

Distinct **experiences** shaping Tallinn's e-reputation

The sentiment related to cultural experiences was **very rich** during the period, with **diverse days & evening/night activities** including:

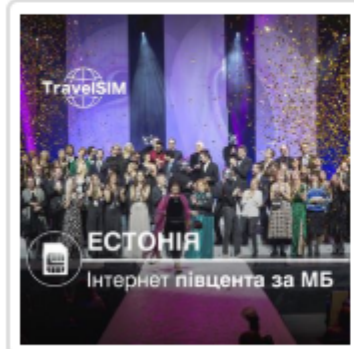
- **Past/actual/future Festivals:** *Black Nights Films, Song Festival, Cash Games Festival, Bachfest Music Festival, Weekend Festival, Christmas Jazz Festival, Impact Festival, TMW Music Week, Guitar Festival, ISCM World Music Days, Medieval Festival, Flower Festival ...*
- **Architectural experiences:** historic buildings and streets, Soviet-vintage style, Wooding, Prisons, Colorful buildings, Orthodox churches, Art Nouveau...
- **Street Art, graffities** and surprising **Tallinn's walls** providing "new vibes"
- **Musical concerts** of all kind (classic, modern, Jazz, electronic, choirs...) both in concert venues and in the streets, Christmas concert...
- **Unique types of Museums** : Private Military Museum Pommiauk, Kadriorg Palace, Sailing to museums, Seaplane Harbour, KGB museum, Carved Stone...
- **Christmas markets** mentioned as one of the best in Europe and associated to its **culinary experiences**
- **Dance** and **disco/aerobic** parties, **folk dancers** in streets
- Bucket-list experiences shared by **cruise visitors**
- **Snow-city week-end** experience
- **100 Years Estonia Anniversary** events
- **Painting** and cultural bridge with Moscow, and **Art Galleries** (Estonian Illustrations, Design & Architecture, Contemporary Art...)
- **Nature experiences** in (Kadriorg park, festive at St Nicholas church & Museum, Bed100) and around Tallinn (Estonian Open Air Museum...)
- Art **on post cards**
- **Distillery** visit and **rooftop coffees**
- **Digital culture** via various expos (Digital Culture, Robotic..)

# Illustrative Posts (selection)

## Cultural Experiences fueling a Positive Sentiment



travelsim.ua shared an image

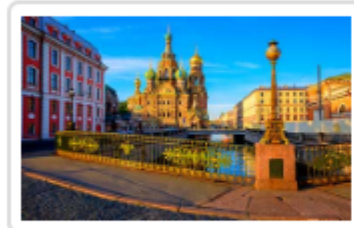


Листопад – класний час для перегляду кіно. І, безумовно, подорожей. 🌐🎬 Поєднайте приємне з ... #estonia #tallinn #естонія #таллін #роумінг #travelsimdirect #internet #travelling #festival #4g...

published on 20/11/18 at 15:38 | Instagram | Ukraine | [instagram.com](#)



Splendour of the Baltic

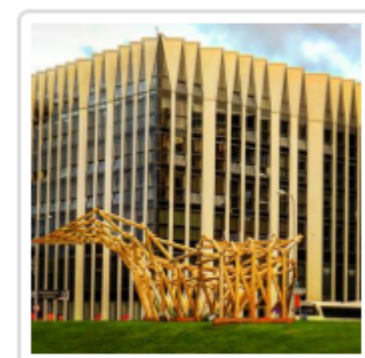


created a post  
...y architecture with the historic streets and buildings of Tallinn in...

published on 19/11/18 at 01:59 | Online News | United Kingdom | [saga.co.uk](#)



stephan1984haha shared an image



#tallinn #estonia #scandinavia #roadtrip #architecture #woodworking #culture #art #travel #picture #picoftheday #throwbackthursday #throwback #foto...

published on 22/11/18 at 13:06 | Instagram | Estonia | [instagram.com](#)



intrepidacious shared an image



Tallinn, Estonia is one of the most well preserved medieval city's in Northern Europe. Having some ... #architecture #stopreadingmyhashtags #travel #me #friends #gay #doors #art #colorful #tallinn...

published on 24/11/18 at 13:41 | Instagram | Estonia | [instagram.com](#)



Day With A Local @daywithalocal retweeted an image



RT @VisitTallinn: Festive markets are in full swing over the weekend. Head to Tallinn Handicraft Fair on Song Festival grounds, shop at design market at Tallinna Loomeinkubaator or create your own present at the Christmas fair at the Museum of Coastal Folk in Viimsi: <https://t.co/pFiPHHiOz> [pic.twitter.com/3SoUDfRbw5](https://t.co/pFiPHHiOz)

published on 10/12/18 at 20:25 | Twitter | Finland | [twitter.com](#)



veveordie shared an image

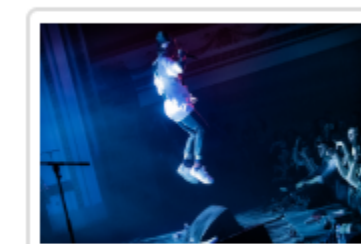


Always in love with these Russian Orthodox Churches all over the World 🌍 this one was found in ... #oldtowntallinn #unesco #travel #love #tallinn #estonia #visitestonia #visittallinn #europe...

published on 23/11/18 at 13:44 | Instagram | Estonia | [instagram.com](#)



TMW 2019 artist application deadline extended to 12th November



ingrid created a post  
The music programme artist application deadline for Tallinn Music Week (TMW) festival is extended ... Music Estonia. Tallinn Music Week 2018 in numbers: 250 artists from 32 countries 36 823 festival...

published on 26/10/18 at 10:27 | Blogs | Estonia | [tmw.ee](#)



viktoriaakorpan shared an image



Outdoorsy art - "Bed 100" by Jaan Toomik #installation #beds #art #park #Eesti100 #estonia100 #eveningwalk #Tallinn #Estonia #visitestonia

published on 25/11/18 at 17:31 | Instagram | Estonia | [instagram.com](#)

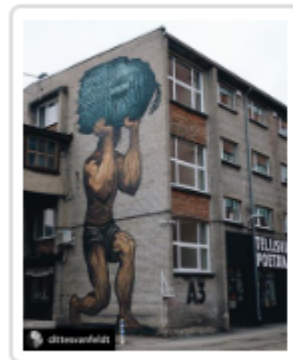


# Illustrative Posts (selection)

## Cultural Experiences fueling a Positive Sentiment



tallinksverige shared an image

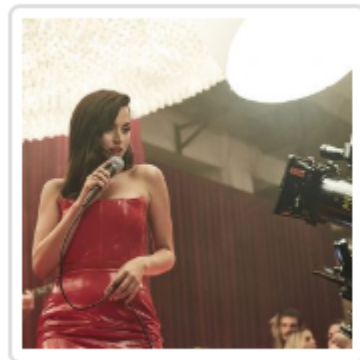


Tallinn är helt rätt stad för den som gillar cool **street art** 😊 Foto: @dittesvanfeldt ✨ #tallinn #visittallinn #estonia #visitestonia #tallink #streetart 📷

published on 19/11/18 at 16:47 | Instagram | Sweden | [instagram.com](#)



### Top 10 spirits marketing campaigns in November 2018



Owen Bellwood created a post

...interactive **museum** and is inviting **visitors** to **tour** its distillery in **Tallinn**. The new **museum** will ... Liviko's Vana **Tallinn** liqueur, Crafter's gin and Viru Valge vodka. **Visitors** to the site will be...

published on 03/12/18 at 12:43 | Blogs | United Kingdom | [thespiritsbusiness.com](#)



### The Christmas markets across Europe you need to explore



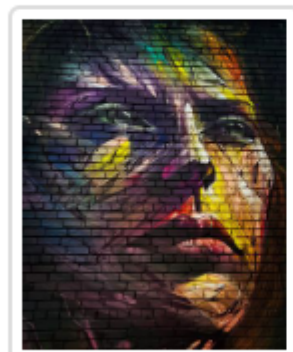
ella mercer created a post

...the streets with **cultural** charm. Adding to the festive magic, **Tallinn's** Christmas market has spent ... blanketed in snow- be sure to pay it a **visit** for the perfect winter wonderland. Image: Hazel...

published on 09/12/18 at 13:08 | Blogs | United Kingdom | [studentnewspaper.org](#)



baggie\_1993 shared an image

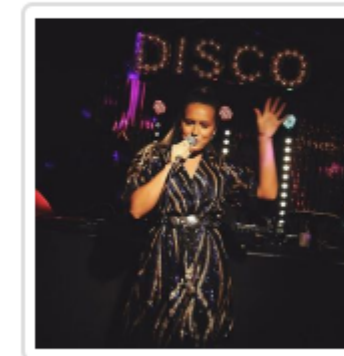


...probably the best #streetart I've ever seen! #Tallinn #Estonia #wanderlust #wanderer #travelgram #traveller #streetartsonday #art #portrait #woman #graffiti #graffitiart #beautiful #talent...

published on 25/11/18 at 18:49 | Instagram | Estonia | [instagram.com](#)



discotallinn shared an image

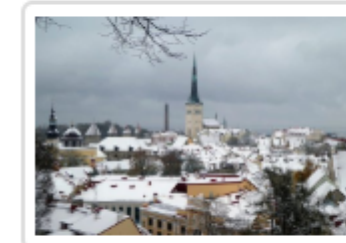


...Disco Tallinn last **weekend** / 📷 Triin Photographer #discotallinn #no99 #tallinn #estonia #visittallinn #hannamartinson #pöff #opening #party #pidu #dance #music #nightlife #nightclub #discotheque...

published on 20/11/18 at 11:04 | Instagram | Estonia | [instagram.com](#)



### Noël en Estonie – K Elle Aime



K Elle Aime created a post

... Le **week end**, danseurs et musiciens investissent les rues, et plusieurs attractions sont prévues pendant cette période. Du 29 novembre au 10 décembre, vous pourrez assister à des **concerts** de jazz... 📷

published on 10/12/18 at 21:29 | Blogs | France | [wordpress.com](#)



friendly\_diplomat shared an image



Visiting #tallinn #estonia ❤️ #happy photo #photos #pic #picture #pictures #art #beautiful ... #fun #beauty #resort #travelogue #happy #tourist #cruise

published on 26/11/18 at 02:58 | Instagram | Estonia | [instagram.com](#)



### Les meilleures villes d'Europe pour se faire un petit shoot de neige



priscilla bm, le created a post

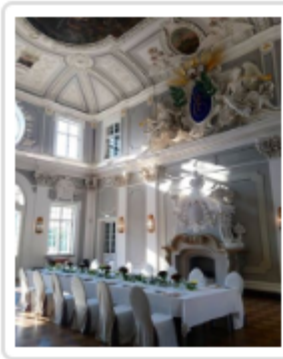
Envie d'un petit **week-end** sous la neige, à skier et à faire de la... Mais où aller pour se faire un **week-end** bien enneigé comme il se... 📷

published on 17/12/18 at 17:30 | Newspaper | France | [letudiant.fr](#)

# Illustrative Posts (selection)

## Cultural Experiences fueling a Positive Sentiment

 **tsarevents** shared an image



Our events: Gala Dinner at Kadriorg Palace in Tallinn, Estonia for Client from Argentina ... | #visitestonia #catering #show #dance #PALACE #admei #galadinner #dinner #museum #travelgram...

published on 21/11/18 at 17:15 | Instagram | Estonia | [instagram.com](https://www.instagram.com)



**Wings Vile Hanger-On** #FBPE @MediaWeasel retweeted

RT @drpaulitious: @steshaz11 @ShehabKhan EUSSR? I recommend a visit to the **Museum** of Occupations in Tallinn where you will see artefacts and eyewitness testimony showing you what life was like under dictatorships. EU = nothing like it.

published on 22/11/18 at 15:32 | Twitter | United Kingdom | [twitter.com](https://twitter.com)

 **dilshanwrites** shared an image



The EML Lembit is one of two Kalev Mine-Laying Submarines built for Estonia in preparation for ... Seaplane Harbour **Museum** in Tallinn and patrons are allowed a guided tour inside which displays the...

published on 22/11/18 at 10:15 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

 **miss.pink.travels** shared an image



Beautiful, green Kadriorg Park 🌿 in Tallinn 🇪🇪. 💎 The park 🌳 dates back to 1718 when the ... several **museums**, such as KUMU, Kadriorg **Art Museum**, and the Mikkel Museum 🍷. ■ ■ ■ #tallinn...

published on 25/11/18 at 01:03 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

 **vladimirvital** shared an image



Private military **museum** Pommiak.ee. in Estonia, Jõgeva. In this **museum** there are rare types of ... ier #museum #militarymuseum #estonia #tallinn #oldtallinn #tourist #travel #travelblogger...

published on 19/11/18 at 07:29 | Instagram | Estonia | [instagram.com](https://www.instagram.com)



**Three Generations of Estonian Art at the Tretyakov Gallery**



rubinova elena created a post

...post-Soviet times, why this “cultural bridge” between Tallinn and Moscow in the 60s and 70s was so ... colleagues creating a cultural connection between Moscow and Tallinn in the 1960s, which proved to...

published on 26/11/18 at 12:08 | Online News | Russia | [interaffairs.ru](https://www.interaffairs.ru)



**Muunduja**



Released created a post

...rapid socio-cultural changes underway in Tallinn and Estonia in ... the Artists Prize at Tallinn Music Week), Maarja self-released a...

published on 06/10/18 at 01:47 | Online News | United Kingdom | [fat-cat.co.uk](https://www.fat-cat.co.uk)



**Kalamaja's Funky New Venue: Heldeke!**

powered by wordpress.com . created a post

...and Kultuurikatel (Cultural Boiler) inside the former Tallinn Power Plant. While the Telliskivi .. Estonian norm, but right in the **middle**. Heldeke! thereby becomes the even more tongue-in-cheek...

published on 27/11/18 at 19:08 | Blogs | Estonia | [flatfish.ee](https://www.flatfish.ee)

# Emotional Sentiment Drivers

Distinct **emotions** shaping Tallinn's e-reputation

The social web content highlights a few **distinct cultural-related emotions** that Tallinn generates:

- Feeling visitors can “live” real time the history and **socio-cultural changes**
- A sentiment **between tradition and modernity**
- **Vintage** feeling, nostalgia
- **Post soviet** sense of place, “Soviet Rock’ n Roll”
- **Festive** and fun, **young** spirit
- A chance to **change views** and **misspelling stereotype** on the Baltic culture
- **Colorful** beauty sensations
- **Big & small contrast**, international events in a small city (“*world’s largest*”, “*world’s most*”...)
- **Good vibes** and **excitement**
- **Magic** feeling
- **Creative** and inspirational
- **Snow / seasonal** triggered emotion
- **Wanderlust**

# Illustrative Posts (selection)

## Cultural Emotions fueling a Positive Sentiment



Muunduja



Released created a post

...rapid socio-cultural changes underway in Tallinn and Estonia in ... the Artists Prize at Tallinn Music Week), Maarja self-released a...

published on 06/10/18 at 01:47 | Online News | United Kingdom | fat-cat.co.uk



inainainana shared an image



...weeks ago we did an awesome road trip from my hometown in Finland via Tallinn, Riga ... e #tallinn #estonia #viro #oldtown #tallinna #tallinnoldtown #roadtrip #yellow #vintage #music...

published on 24/11/18 at 11:20 | Instagram | Estonia | instagram.com



travel\_explorer\_001 shared an image

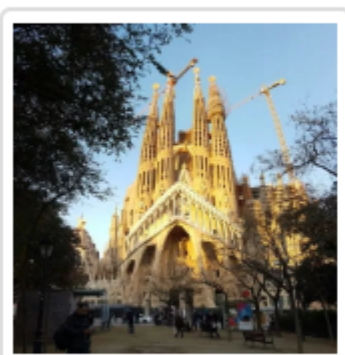


It's not Italy. 🤔 Old Town, Tallinn, Estonia. . . . #pattern ... #architectureporn #town #travel #igtravel #holidays #trip #tallinn #europe #photography...

published on 26/11/18 at 18:12 | Instagram | Estonia | instagram.com



Citytriplijst – Annelise



annelise created a post

...speeltuinen, veel kunst en een mooie alcazaba, Malaga is top. Tallinn Tallinn noemden we de ... Nabucco van Verdi) en de goede vibes blijven wel bij. Al kom ik graag nog eens terug om de sfeer...

published on 21/11/18 at 19:25 | Blogs | Belgium | annelyse.be



Culture in Northern Europe



cruise critic contributor created a post

...everything from Soviet rock 'n' roll to push pins. For traveling ... beeline to Tallinn's Old Town, a UNESCO World Heritage Site and one...

published on 03/12/18 at 11:39 | Online News | United Kingdom | cruise critic.co.uk



Tallinn in the News November 2018



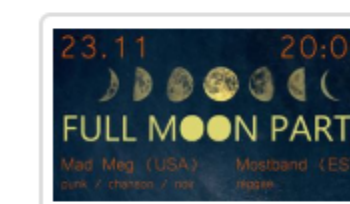
xadmin created a post

...life. World biggest Robotics Expo comes to Tallinn Tallinn is hosting Robotex International, the world's largest robotics festival where thousands of engineers and executives will showcase their...

published on 01/12/18 at 08:10 | Blogs | Estonia | takk.ee



reggae.ee shared an image



This Friday live reggae in Tallinn! @mostband 100 #reggae #live #culture #vibes #goodtimes #jamaicanculture #tallinn #estonia #weekend #musiclovers #livemusic

published on 21/11/18 at 10:16 | Instagram | Estonia | instagram.com



Noel 2018 : 5 destinations européennes pour passer un hiver magique



created a post

... Tallinn, le centre culturel de l'Estonie, est particulièrement magique...

published on 05/12/18 at 17:12 | TV/Radio | France | free.fr

# Illustrative Posts (selection)

## Cultural Emotions fueling a Positive Sentiment

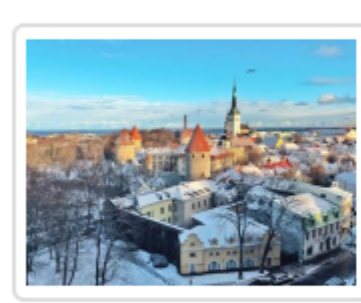
 melaikoo shared an image



The times we had~ probably left with hundreds of photos on my camera roll from wandering around all...  
#visitestonia#culturetrip#visittallinn#tallinngam#beautifuldestinations#wanderlust#wanderfolk...

published on 27/11/18 at 22:05 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

 vee.valaja shared an image



First proper snow and finally some decent daylight ..... #winter ... #sightseeing #landmark #tallinn #christmas #cityscape #history #culture #hanseatic #hansestadt...

published on 26/11/18 at 11:26 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

 Student Newspaper

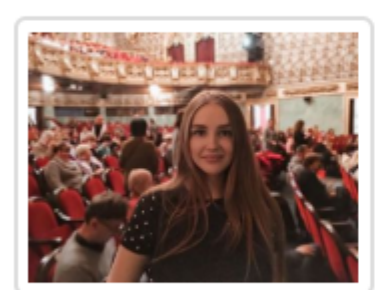
### The Christmas markets across Europe you need to explore



ella mercer created a post  
...the streets with cultural charm. Adding to the festive magic, Tallinn's Christmas market has spent the last 16 years blanketed in snow- be sure to pay it a visit for the perfect winter...

published on 09/12/18 at 13:08 | Blogs | United Kingdom | [studentnewspaper.org](https://www.studentnewspaper.org)

 sunfiria shared an image



1 or 2, в цвете или в ч/б? Gorgeous "Vene Teater" in Tallinn ❤️ В наш прошлый приезд в Таллин, мы ... "Music in the dark" ❤️ #tallinn #veneteatr #кудасходитьвталлине #гидпоталлину #estonia #travel...

published on 26/11/18 at 00:09 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

 noOR

### I want to make the most of my year as an EVS volunteer



lauravalik created a post  
...experience a new country and culture. Tallinn seemed like the perfect fit for me and noOR were ... some of the stereotypes amongst young people surrounding them. Most of my time is currently spent...

published on 14/12/18 at 22:54 | Blogs | Estonia | [erinoor.ee](https://erinoor.ee)

 larisalepik shared an image



😊 Доброе утро воскресенья! ... Тот момент, когда обычная бутылка превращается... Что вы ... #tallinn #emotions #estoniatrip #estonia #visitestonia #autumn 🍁 #november #green #colors #art...

published on 25/11/18 at 08:22 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

 IN

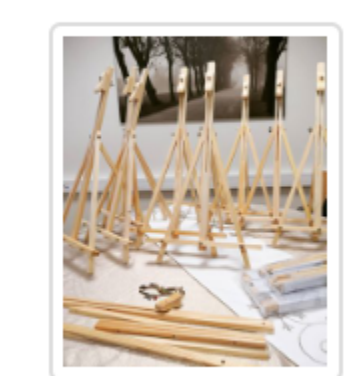
### Travel: Copenhagen just too costly? Try Tallinn...



our journalists created a post  
...Tallinn's new vibe. Decaying warehouses have been coated in street art ... find more of the same creative energy in pockets of the centre. Smart...

published on 24/11/18 at 02:00 | Newspaper | United Kingdom | [irishnews.com](https://www.irishnews.com)

 veinjapintsel shared an image



Time to assemble some more easels for our fun xmas parties 🎨🥳🙌 #assemble #easel #painting #paintparty #art #kunst #eesti #tallinn #visittallinn #estonia #visitestonia #meelelahutus

published on 26/11/18 at 09:50 | Instagram | Estonia | [instagram.com](https://www.instagram.com)

Distinct **tourism and non tourism drivers** shaping Tallinn’s cultural e-reputation

Tallinn’s cultural reputation is also fueled by several Estonian and foreign **names, organizations, products and brands**:

- **UNESCO** label
- **European Capital of Culture** (still influencing!)
- **Taxify** (Markus Villig)
- **Musicians / Singers:** *Tenor Saxophonist Joshua Redman, Martin Alvarado, Depeche Mode (bar)...*
- **Actors/Film Directors:** Jean Luc Godard, Lena Dunham, Louis Hofmann, Matteo Garrone, Mike Newell, Oliver Masucci, Seo Young ...
- **Gordon Matta-Clark** (Artist at Kumu Art Museum)
- **Michael Friemel** (TV presenter in Germany)
- **Jean Philippe Baril Guérard** (Quebec author, part of a cultural exchange)
- **Russian Embassy and Russian Universities**
- German Michelin-starred **chef Matthias Diether**
- **Tallinn University** (Erasmus) and **Tartu University** (associated to a contemporary Russian Culture event)
- **Liviko’s** Vana liqueur, Crafter’s gin, **Viru Valge** vodka
- **GoPro** movies
- Local **craft beer**
- Old **Vinyls**

<sup>(\*)</sup> Ghost Ambassadors are ephemeral or emerging Non-tourism Products, Brands, Experiences, Companies, Celebrities, Events that spread positive reputation for your destination (but are not always visible to you!)

# Illustrative Posts (selection)

## Cultural Ambassadors fueling a Positive Sentiment

### Taxify, Uber à l'estonienne, Les Echos *Week-end*



pierre de gasquet created a post

...à Tallinn avec Markus Villig, son fondateur. À Tallinn, le musée du ... Tallinn. Il suffit de visiter l'incubateur Lift99 (ex-Garage 48) pour...

published on 05/12/18 at 16:24 | Newspaper | France | [lesechos.fr](http://lesechos.fr)



### Esperienza Erasmus a Tallinn, Estonia di Sara



Tradotto da Nikita Talema created a post

...e l'Università di Tallinn ad altri studenti? L'Estonia è molto interessante. La cultura e la vita ... conosco. L'università è buona: i professori sono gentili, l'edificio della TTÜ (Università Tecnica...

published on 21/11/18 at 15:03 | Online News | Italy | [erasmusu.com](http://erasmusu.com)



### ...education in Russian universities



created a post

...press-conference in Tallinn organized by the Russian embassy, Russian federal cultural agency ... Russian universities to have started in November. Almost half a thousand Russian universities...

published on 26/11/18 at 13:07 | Online News | Russia | [ruskiymir.ru](http://ruskiymir.ru)



### Estland trekt hard aan tech-talent



alle rechten voorbehouden © created a post

...de hoofdstad Tallinn en omgeving, het uitgaansleven, sport en cultuur. Dat betekende een middagje ... het drinken van lokaal gebrouwen craft bier en een uitgebreide stadsrondleiding. Een standup...

published on 13/12/18 at 14:15 | Online News | Belgium | [computable.be](http://computable.be)



Phil Dore @PhilJDore has replied

@ndwebb Me too, actually. Though my next planned overseas trip is to Tallinn Music Week, which falls on Brexit Day so if things go pear-shaped I may wind up a political refugee in Estonia. I'm cool with that. They have a Depeche Mode bar in Tallinn.

published on 18/11/18 at 10:27 | Twitter | United Kingdom | [twitter.com](https://twitter.com)



alvaradotango shared an image



MARTIN ALVARADO will perform in Tallin, Estonia, after a long time, during ... #worldmusic #art #tour #tallinn #estonia @tallinn\_city @visitestonia @visittallinn #concert #violin...

published on 20/11/18 at 19:05 | Instagram | Estonia | [instagram.com](https://instagram.com)



### Shooting an Improvised Movie on GoPros with the Actors as DPs: Rick...



amber wilkinson created a post

...its world premiere at Tallinn Black Nights Film Festival last week – required the Krieg and ... white water rafting and camping trip, with the intention of filming their “adventure.” Once in the...

published on 11/12/18 at 20:49 | Blogs | United Kingdom | [filmmakermagazine.com](http://filmmakermagazine.com)



### Abenteuer pur: #EstonianWay



Visit Estonia created a post

Reisen/Touristik Abenteuer pur ... Tenor-Saxophonist Joshua Redman. Bereits im 40...

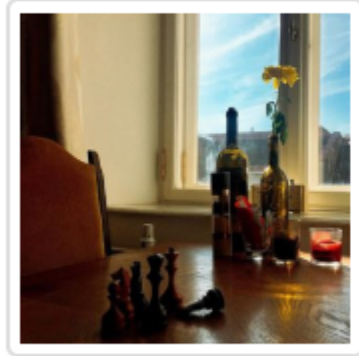
published on 28/11/18 at 16:32 | Press Release | Germany | [connektar.de](http://connektar.de)

# Illustrative Posts (selection)

## Cultural Ambassadors fueling a Positive Sentiment



godart.rooms shared an image



Why "Godart" ? 🤔🤔🤔 . . The name of the place is a play on words. First, it is a 'God art' ... **art** of living! #tallinn #godartrooms #jeanlucgodard #godard #travel #visittallinn #visitestonia...

published on 22/11/18 at 12:05 | Instagram | Estonia | [instagram.com](https://www.instagram.com)



### Abenteuer pur: #EstonianWay

PR-Gateway created a post

...Fernsehmoderator Michael **Friemel** entdeckt Tallinn ... die ISCM World **Music** Days ausrichten, bei denen...

published on 10/12/18 at 08:56 | Press Release | Germany | [presseportal.co.uk](https://www.presseportal.co.uk)



### Residents of Estonia learnt about free education in Russian...



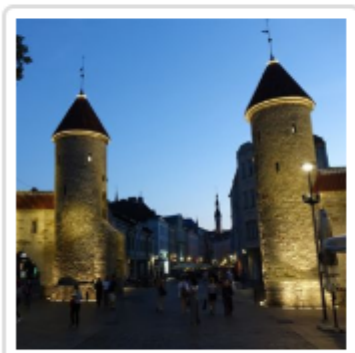
created a post

...press-conference in **Tallinn** organized by the **Russian embassy**, **Russian** federal **cultural** agency ... center. Representatives of the **Russian Embassy** in Estonia Dmitry Litskai and Maria Shustitskaya...

published on 26/11/18 at 13:07 | Online News | Russia | [ruskiymir.ru](https://www.ruskiymir.ru)



nordespaces shared an image

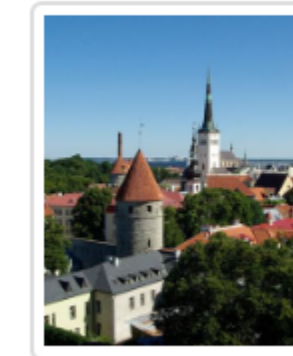


...Vieille Ville de **Tallinn** fut inscrite au **patrimoine** mondial de l'**UNESCO** en ... 😊 . . . #Tallinn #Estonie #paysbaltes #baltique #unesco #histoire #patrimoine #culture #remparts...

published on 25/11/18 at 18:37 | Instagram | Estonia | [instagram.com](https://www.instagram.com)



reisespontan.de shared an image



📍 Tallinn, Estland 🇪🇪 . Bis vor einigen Jahrzehnten war die Hauptstadt Estlands anderssprachigen ... European **Capital of Culture** next to the Finnish Tuku. . . #letsflyawayto #tallinn #tallinoldtown...

published on 21/11/18 at 15:01 | Instagram | Estonia | [instagram.com](https://www.instagram.com)



### Shooting an Improvised Movie on GoPros with the Actors as DPs: Rick...



amber wilkinson created a post

...its world premiere at **Tallinn** Black Nights Film **Festival** last week – required the Krieg and ... white water rafting and camping **trip**, with the intention of filming their "adventure." Once in the...

published on 11/12/18 at 20:49 | Blogs | United Kingdom | [filmmakermagazine.com](https://www.filmmakermagazine.com)



### Abracadabra [HD] (2018) Film e Trailer Completo Ita

created a post

...Dogman il nuovo film di **Matteo Garrone**, in Concorso al Festival di Cannes 2018. Dal 17 Maggio... ➤ Buy or Rent on FandangoNOW: ... **TALLINN** BLACK NIGHTS FILM **FESTIVAL** Panorama ☆ ANNA...

published on 26/11/18 at 09:22 | Online News | Russia | [xitfilms.ru](https://www.xitfilms.ru)



### Travel: Copenhagen just too costly? Try Tallinn...



our journalists created a post

...**Tallinn**'s new vibe. Decaying warehouses have been coated in street **art** ... Michelin-starred **Matthias Diether** setting up shop on Estonian turf...

published on 24/11/18 at 02:00 | Newspaper | United Kingdom | [irishnews.com](https://www.irishnews.com)

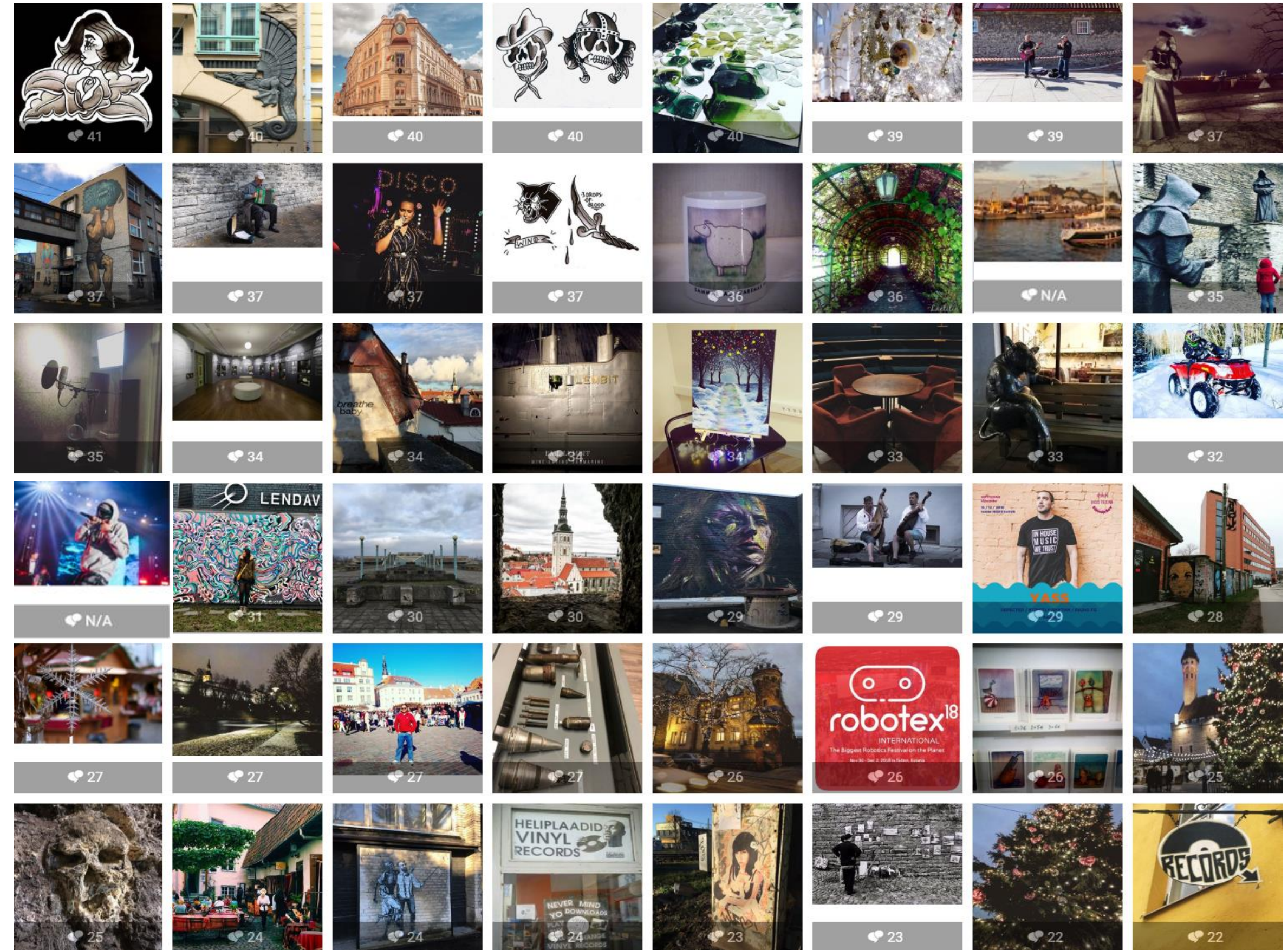
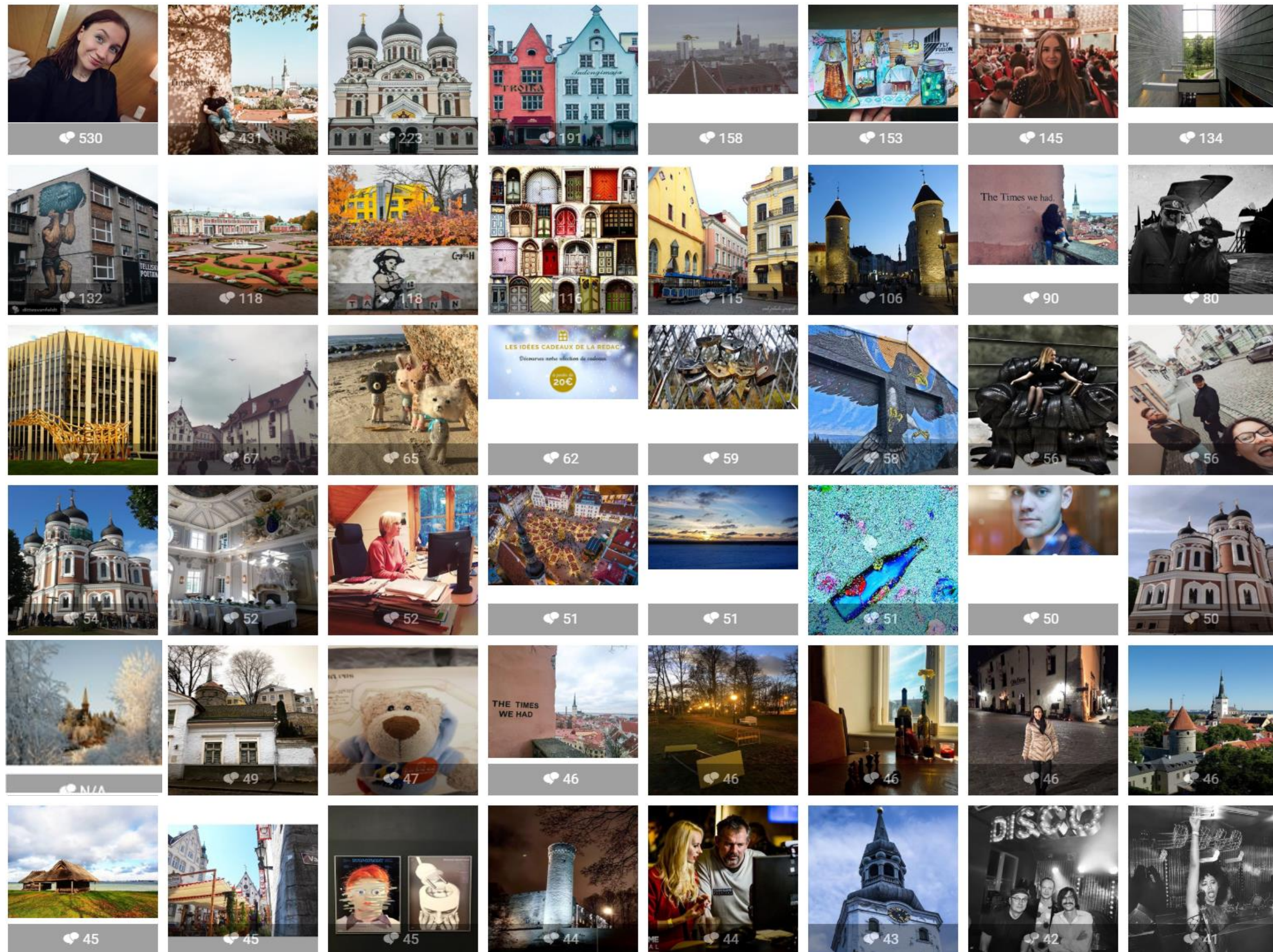


Share pictures **reveals the very eclectic facets** of the destination cultural appeal:

- No absolute mainstream cultural icons, but **various types of visual cultural expression forms** (static/built, living ...)
- No dominant colors, but **various lights and tones** reflected, with a dominant **impression of dynamism / sensationalism**
- A lot of **different shapes** from ancient and contemporary building and art pieces
- Cultural expression reflected in **all size objects** from large monuments to small art pieces
- Pictures equally taken at **days, evenings** and **nights**
- Pictures equally taken **indoor** and **outdoor**
- Strong presence of **drawing** from galleries and street art
- Significant **presence of people** mixing artists, locals, visitors, students... Generally rather **young faces**
- **Nature** –though discrete- is expressed in water, snow and decorative trees, and a bit of landscapes surrounding the city

# The Tallinn Brand Visual Sentiment

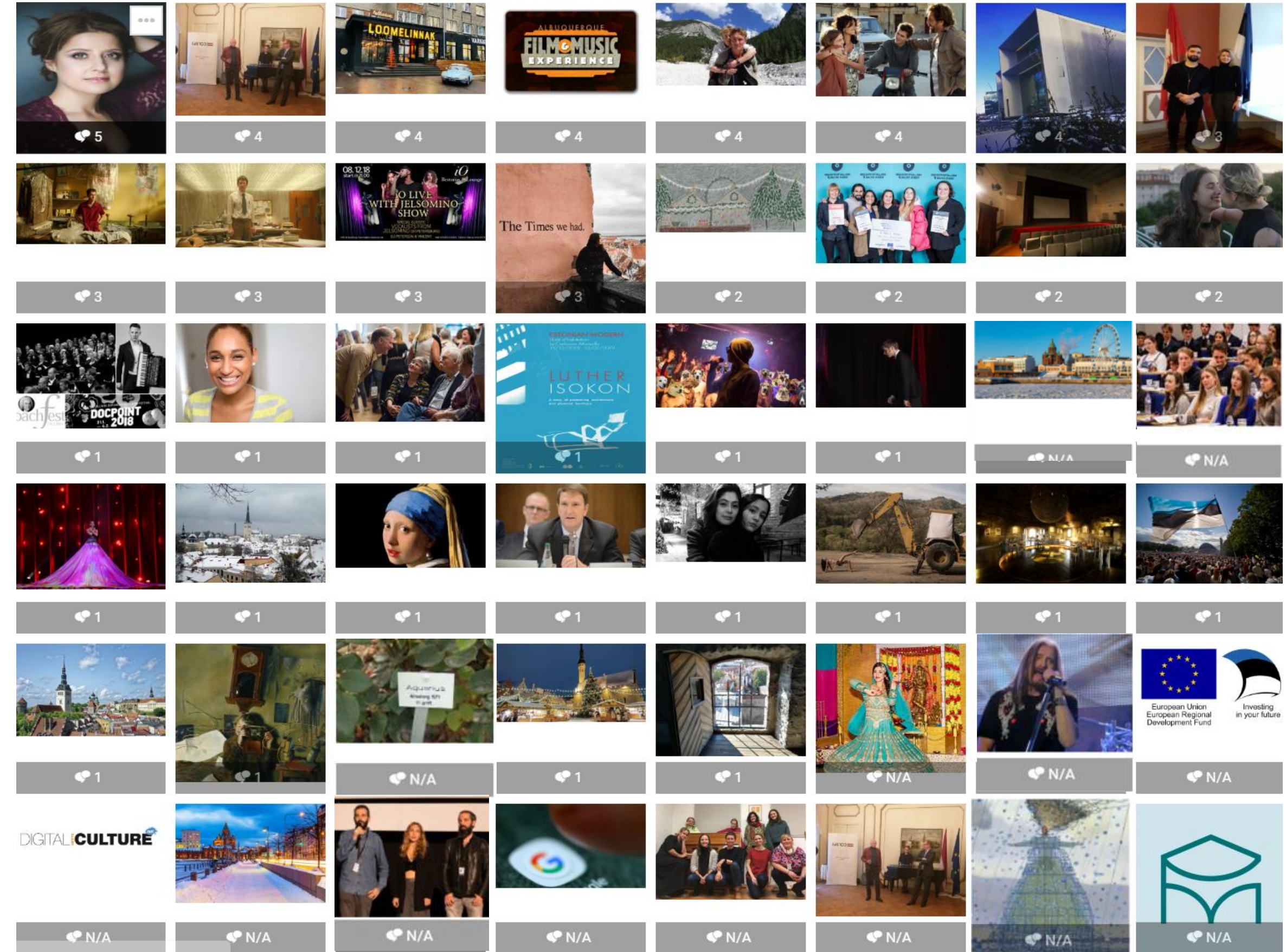
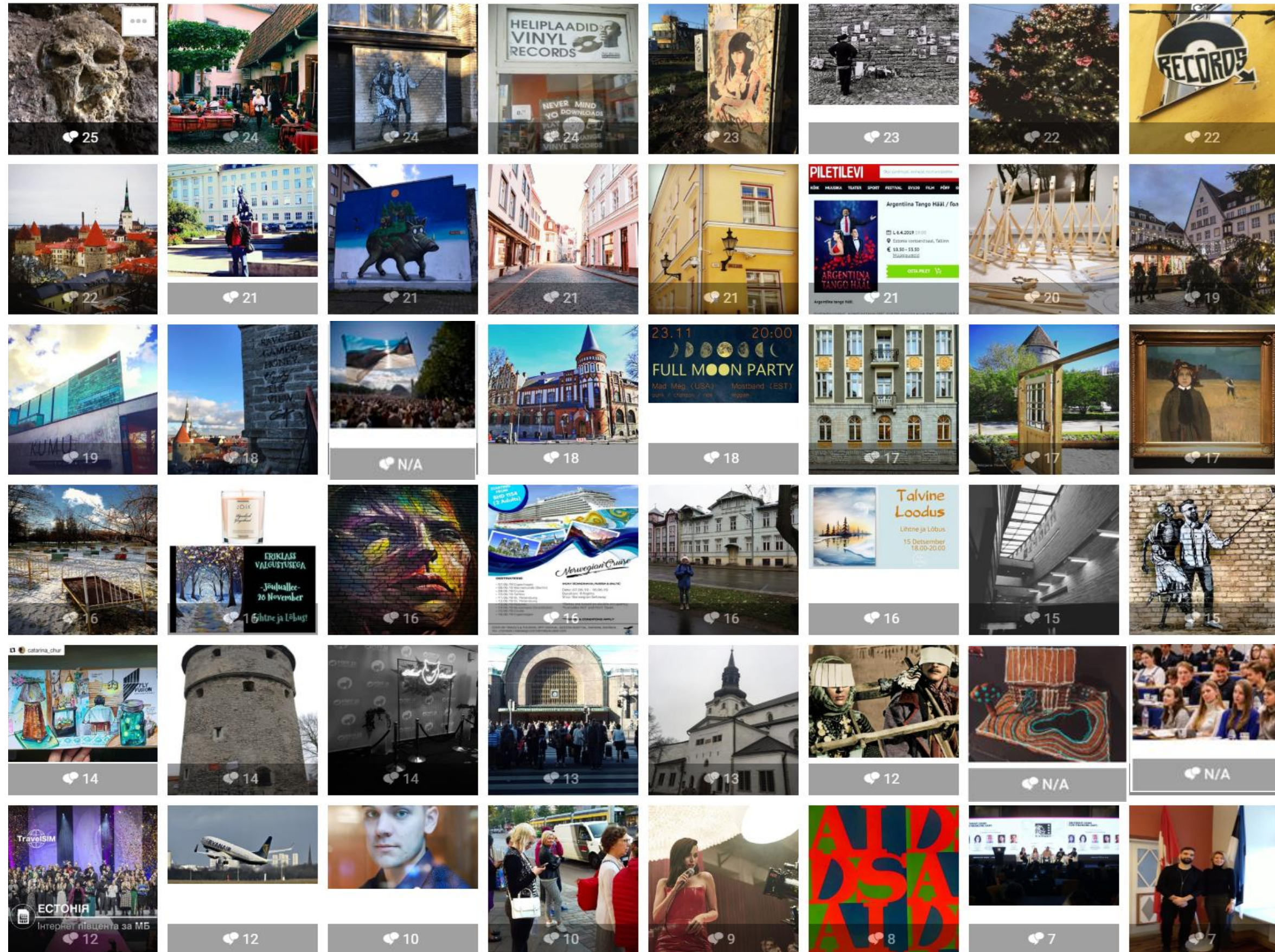
Selection of mainstream pictures



# The Tallinn Brand Visual DNA

Selection of mainstream pictures

Tallinn City Tourist Office  
& Convention Bureau



Period analyzed Sept / Mid-Dec. 2018

# Take-Aways!



From September to mid-December, **the Tallinn cultural sentiment was driven by festivals and events** of various sizes highlighting particularly the **cinema, music and dance** culture. A **dynamic international atmosphere** was tangible (driven by world-class events and cultural exchanges), mixed with a **sense of celebration** (100 Year Estonia Anniversary), making culture also **visible in the street** despite low temperatures! The overall sentiment generated is one of a **“Boiling culture”** that “shakes visitors’ mind”. More recently, the **“seasonal touch”** of (expected) **snow** and **Christmas atmosphere** give an extra magic appeal to the city culture. Finally, no significant negative contextual sentiment drivers (politics, overtourism problems, lack of sustainability, safety issues, social events...) have been detected during the period analyzed.



**Positive Sentiment Index**  
*Average 20 competitive cities = 100*

Period analyzed Sept / Mid-Dec. 2018

*Examples of mentions captured in social web conversations during the period*

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