

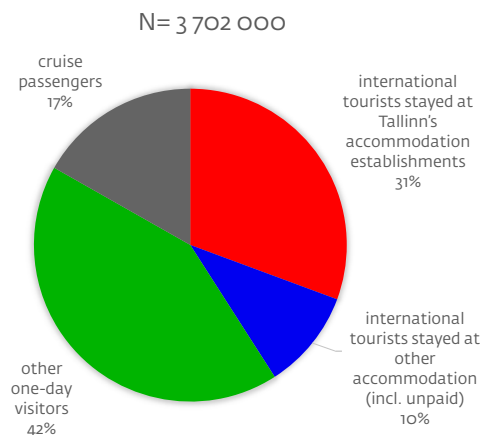
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Overview of tourism trends in Tallinn

I-III quarter 2018 report

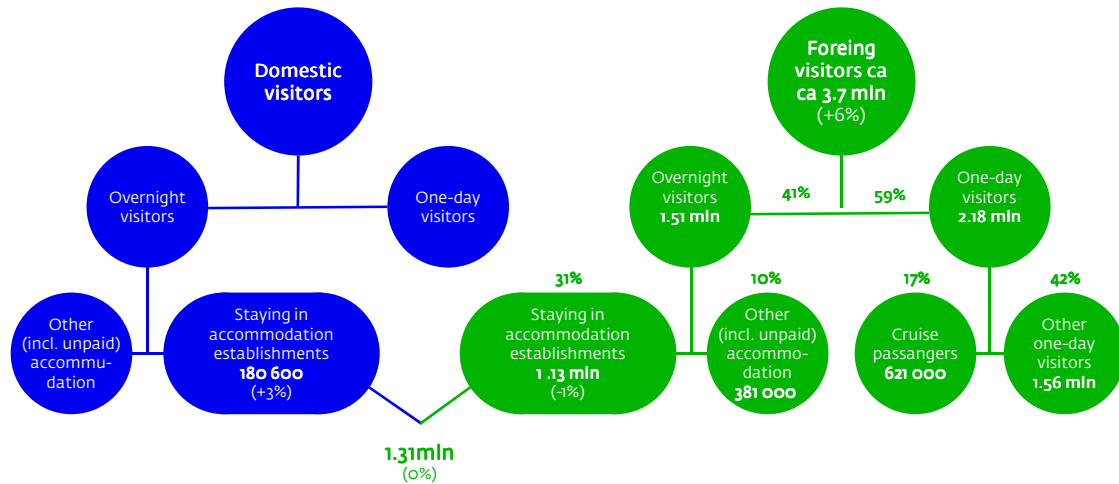
Visits of foreign residents to Tallinn, January - September 2018

- Residents of foreign countries made **3.7 million visits** to Tallinn, which means a 6% increase compared to the same period last year.
- 2.18 million foreign visitors were same-day visitors, approximately 621 000 of them arriving on cruise ships.
- Of all the foreign visitors to Tallinn, 1.51 million stayed overnight . Multi-day visits had the average duration of 2.89 days.



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

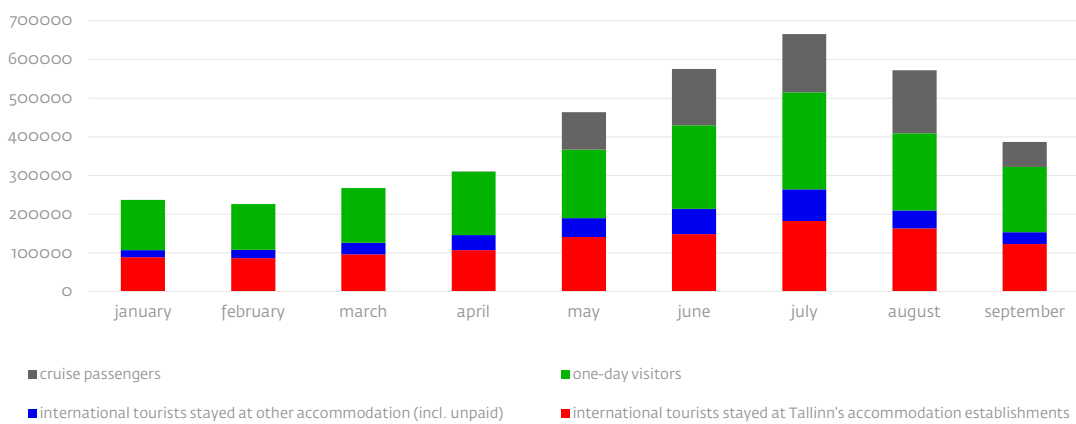
Visitors to Tallinn 2018, January - September 2018



Tourism Trends in Tallinn in 2018 (Q1-Q3/2018)



Visits of foreign residents to Tallinn, January - September 2018

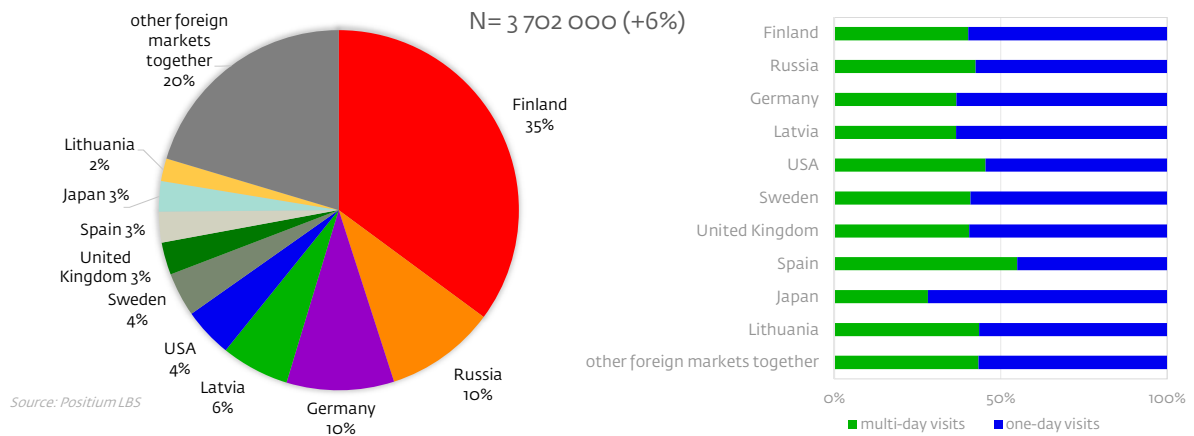


Tourism trends in Tallinn 2018 (Q1-Q3/2018)

Source: Positium LBS



Visits of foreign residents to Tallinn by country, January - September 2018



Tourism trends in Tallinn 2018 (Q1-Q3/2018)

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Accommodated tourists and overnight stays, January – September 2018

- According to Statistics Estonia, **1 314 476 tourists** stayed in accommodation establishments in Tallinn (0 % or -5,781 people compared to the same period last year)
 - Incl.:
 - international tourists: 1 133 875 (-1% or -11,192 tourists)
 - domestic tourists: 180 601 (+3% or +5,411 tourists)
- Tourists spent **2 422 569 nights** in Tallinn's accommodation establishments (+2% or +56,244 nights compared to the same period last year).
 - Incl.:
 - overnight stays by international tourists: 2,098,569 (+2% or +37,242 nights)
 - overnight stays by domestic tourists: 324,000 (+6% or +19,003 nights)
- The tourists average length of the trip was **1.84 nights** (+3%).
 - International tourists spent an average of 1.85 nights (+3%)
 - Domestic tourists spent an average of 1.79 nights (+3%)

Tourism trends in Tallinn 2018 (Q1-Q3/2018)

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Accommodated tourists in Tallinn, January - September



Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1-Q3/2018)



Overnight stays of tourists accommodated in Tallinn, January - September

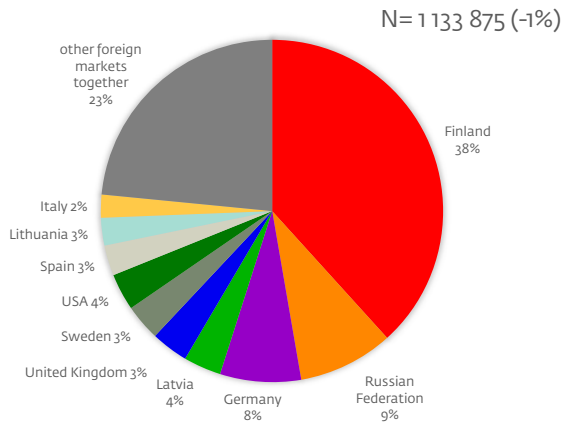


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1-Q3/2018)



Accommodated international tourists in Tallinn, (TOP 10) January - September 2018



| Country | Number | Change | |
|--------------------------------|---------|--------|-----|
| | | Number | % |
| Finland | 434 101 | -48813 | -10 |
| Russian Federation | 101 818 | 4509 | 5 |
| Germany | 86 564 | 12585 | 17 |
| Latvia | 40 446 | 618 | 2 |
| United Kingdom | 39 813 | 1607 | 4 |
| Sweden | 38 629 | -3003 | -7 |
| USA | 39 813 | 1607 | 4 |
| Spain | 32 269 | 3604 | 13 |
| Lithuania | 29 590 | 1428 | 5 |
| Italy | 24 756 | 10 | 0 |
| other foreign markets together | 266 076 | 14656 | 6 |

Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1-Q3/2018)



Visits of Finnish tourists to Tallinn, January - September



Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1-Q3/2018)



Visits of Russian tourists to Tallinn, January – September



Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1/2018)

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Visits of German tourists to Tallinn, January – September

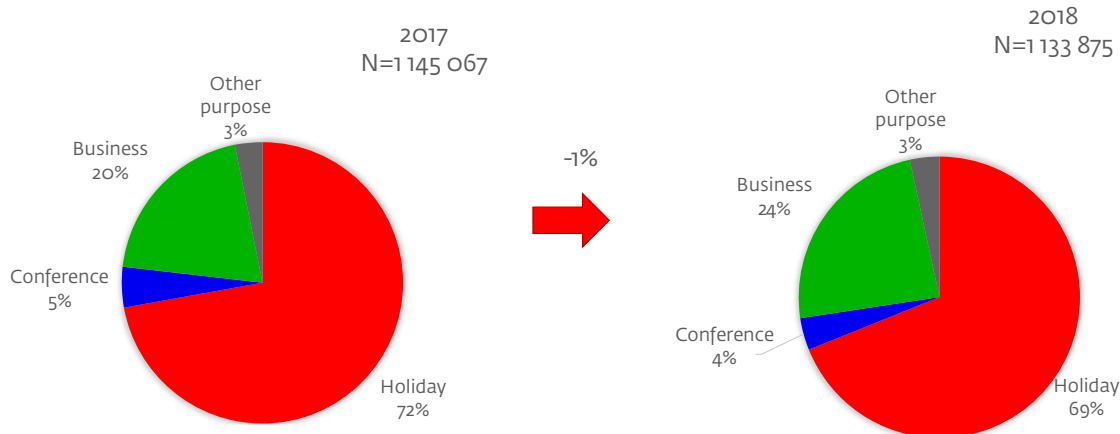


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1-Q3/2018)

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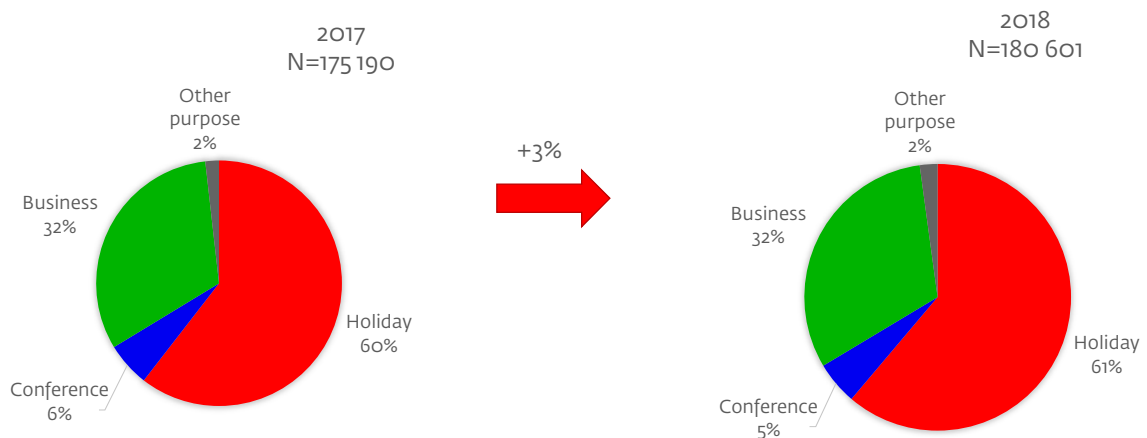
International tourists by purpose of travel, January - September



Tourism trends in Tallinn 2018 (Q1-Q3/2018)



Domestic tourists by purpose of travel, January - September

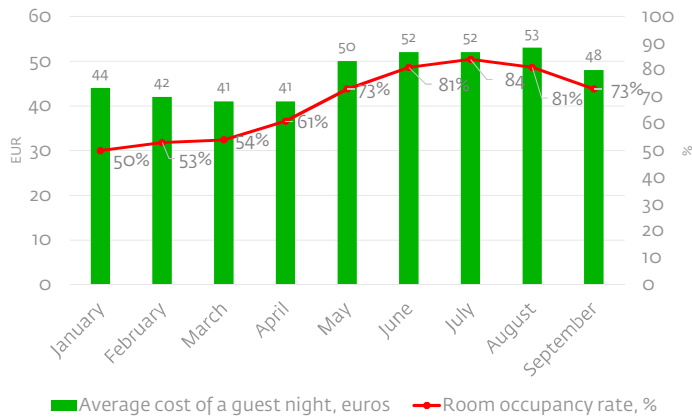


Source: Statistics Estonia

Tourism trends in Tallinn 2018 (Q1-Q3/2018)



Room occupancy rate in Tallinn accommodation facilities



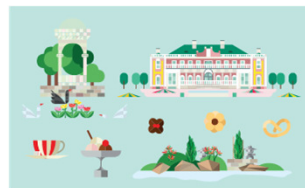
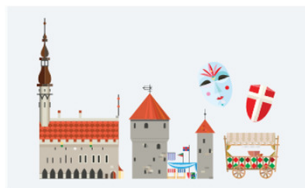
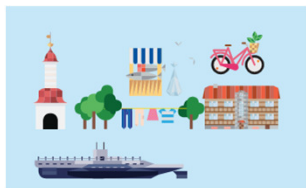
In Tallinn, the total number of accommodation establishments was 145.

They had 7,600 available rooms and could accommodate 16,000 guests.

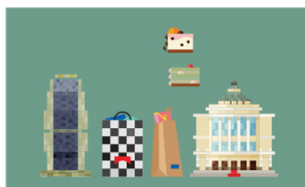
The average occupancy rate of rooms in accommodation establishments was 67%. The average cost for 24 hours was 48 euros.

Tourism trends in Tallinn 2018 (Q1-Q3/2018)

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



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