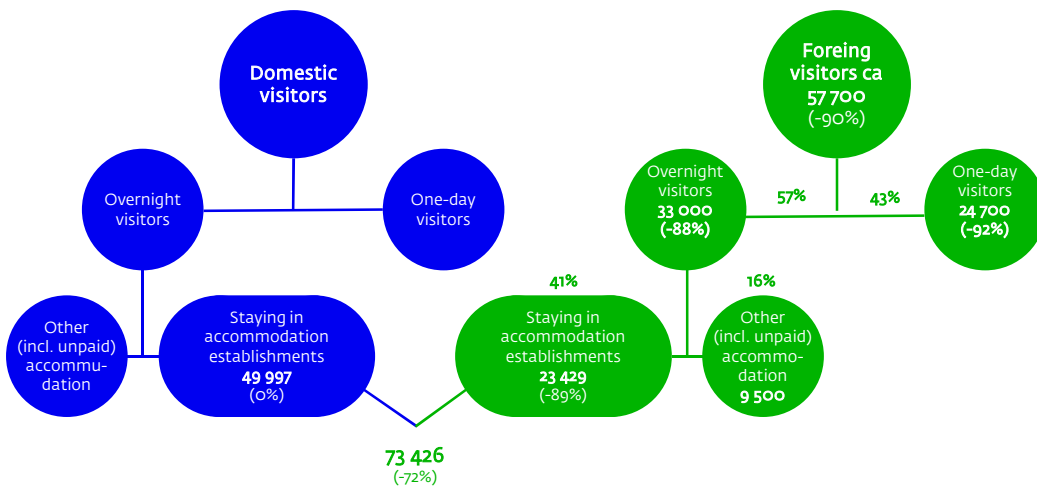


Overview of tourism trends in Tallinn 2021 (IQ)

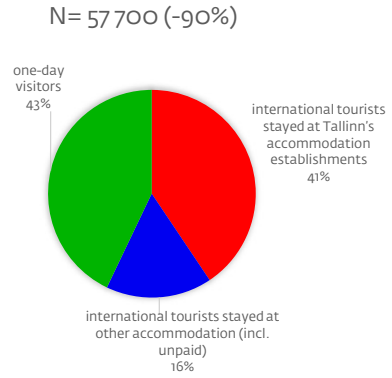
Visitors to Tallinn, January - March 2021



Source: Positium LBS/Eesti Pank, Statistics Estonia

Visits of foreign residents to Tallinn, January - March 2021

- Residents of foreign countries made 88 750 trips to Estonia, which was 88% fewer than in the first quarter of last year.
- Of all the visits to Estonia made by foreign residents, 65% were visits to Tallinn. According to mobile positioning data, **foreign residents made 57 700 visits to Tallinn**, which means a 90% decrease compared to the same period last year.
- 57% of foreign visitors (33 000 in total) stayed in Tallinn at least for one night. There were 88% fewer overnight visits than a year earlier, though they increased to four nights in duration.
- Out of them 24 700 were on a daytrip. There were only a tenth as many same-day visits as a year earlier, and they made up 43% of the total number of visits.
- Foreign tourists spent only 26 million euros in Tallinn, which was approximately 105 million euros less than a year earlier.



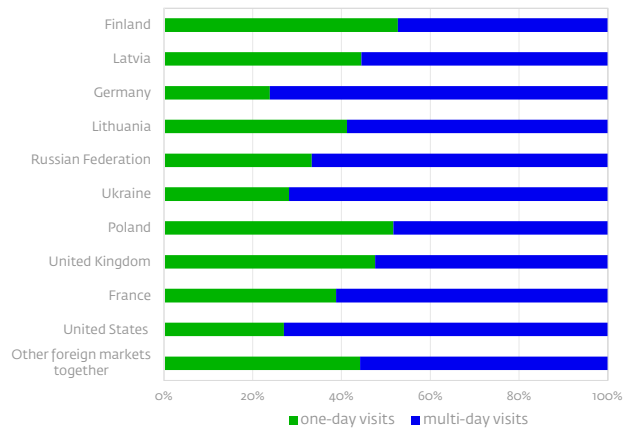
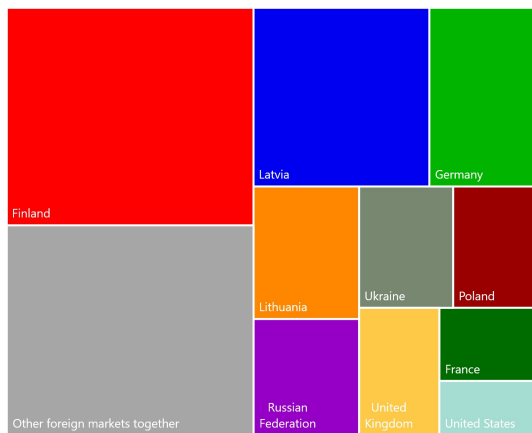
Source: Positium LBS/Bank of Estonia, Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



Visits of foreign residents to Tallinn by country

N= 57 700 (-90%)



Tourism Trends in Tallinn in 2021 (Q1/2021)



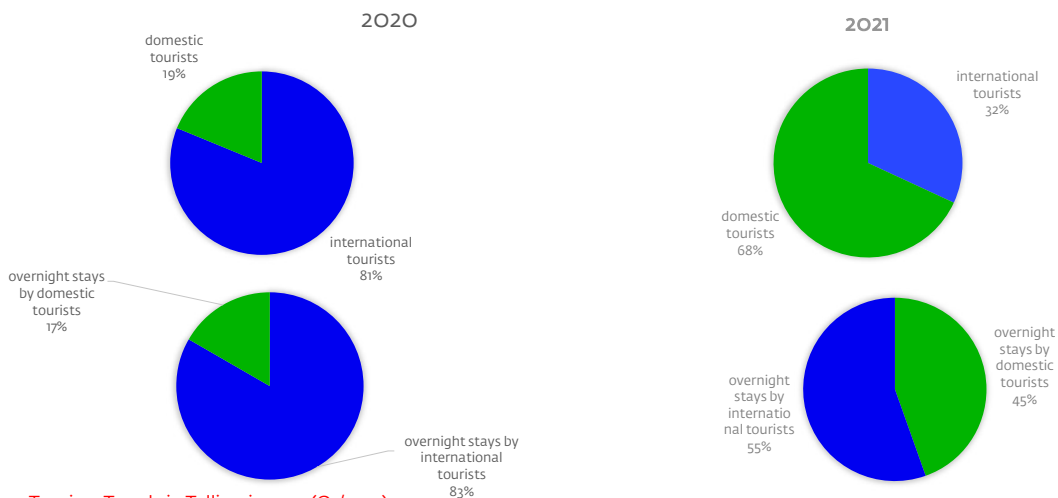
Accommodated tourists and overnight stays, January – March

- According to Statistics Estonia, **73 426 tourists** stayed in accommodation establishments in Tallinn (-72%)
 - Incl.:
 - international tourists: 23 429 (-89%)
 - domestic tourists: 49 997 (0%)
- Tourists spent **171 631 nights** in Tallinn's accommodation establishments (-65% compared to the same period last year).
 - Incl.:
 - overnight stays by international tourists: 76 527
 - overnight stays by domestic tourists: 95 104
- The tourists average length of the trip was **2.34 nights** (+26%).
 - International tourists spent an average of 3.27 nights (+72%)
 - Domestic tourists spent an average of 1.90 nights (+14%)

Tourism Trends in Tallinn in 2021 (Q1/2021)



Accommodated tourists and overnight stays, January – March



Tourism Trends in Tallinn in 2021 (Q1/2021)



Accommodated tourists in Tallinn, January - March



Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2020)



Overnight stays of tourists accommodated in Tallinn, January - March



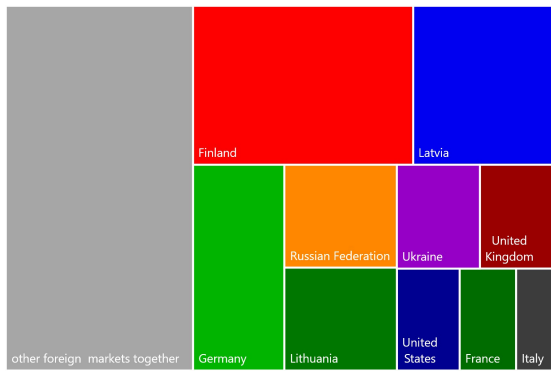
Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



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

N= 23 429 (-89%)



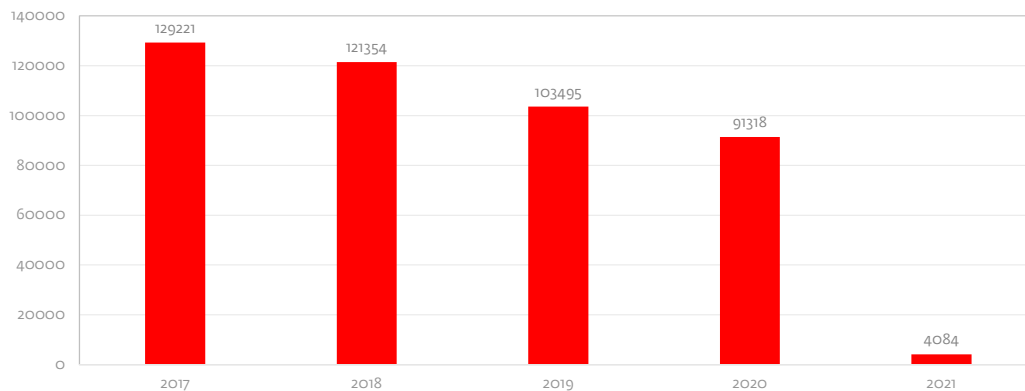
Source: Statistics Estonia

Country	Number	Change	
		Number	%
Finland	4084	-87 234	-96
Latvia	2658	-7 340	-73
Germany	2194	-4 160	-65
Russian Federation	1350	-38 913	-97
Lithuania	1347	-4266	-76
Ukraine	1003	-2260	-69
United Kingdom	928	-6240	-87
United States	746	-2530	-77
France	672	-1659	-71
Italy	479	-1718	-78
other foreign markets together	7968	-36851	-82

Tourism Trends in Tallinn in 2021 (Q1/2021)



Visits of Finnish tourists to Tallinn, January - March

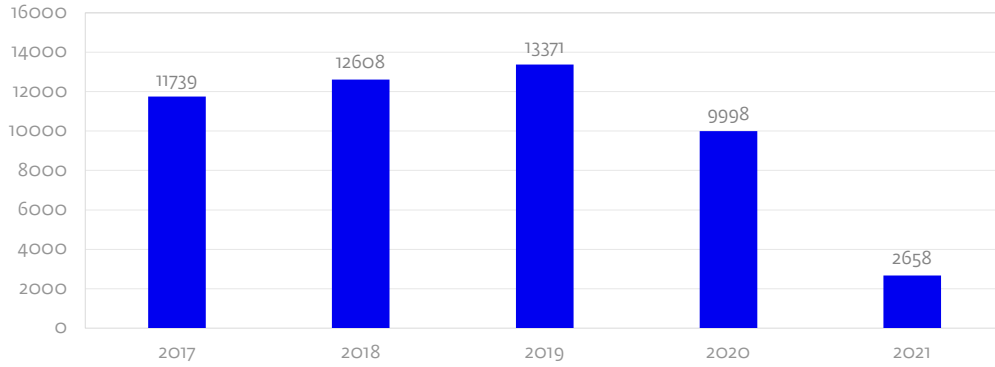


Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



Visits of Latvian tourists to Tallinn, January – March

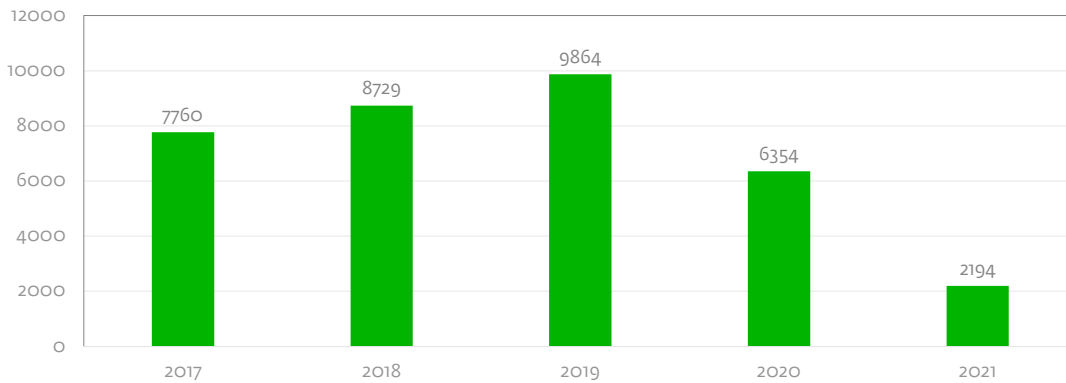


Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



Visits of German tourists to Tallinn, January – March

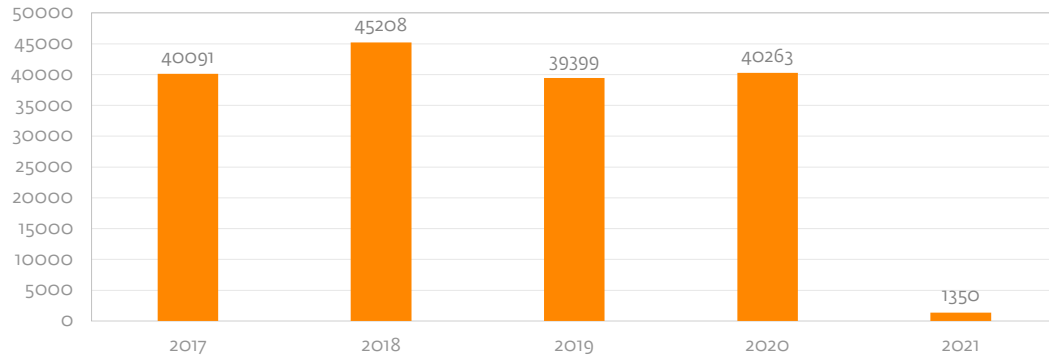


Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



Visits of Russian tourists to Tallinn, January – March



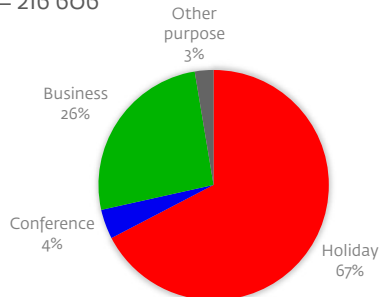
Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



International tourists by purpose of travel, January - March

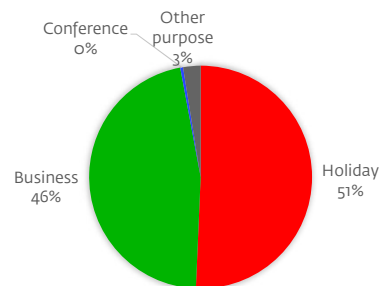
2020
N= 216 606



-89%



2021
N= 23 429

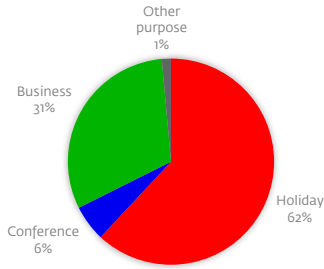


Tourism Trends in Tallinn in 2021 (Q1/2021)

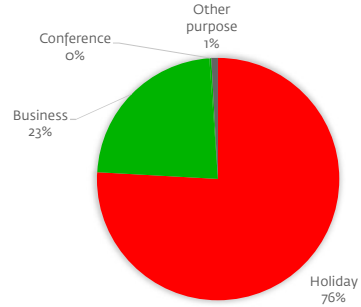


Domestic tourists by purpose of travel, January - March

2020
N=50 097



2021
N=49 997



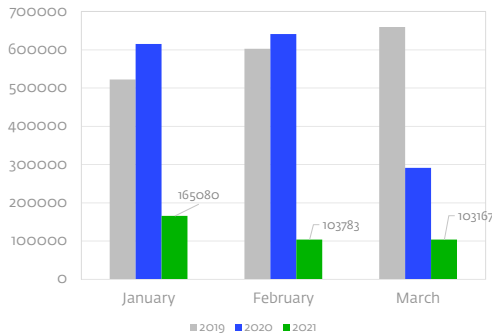
Source: Statistics Estonia

Tourism Trends in Tallinn in 2021 (Q1/2021)



Passengers in Tallinn Old City Harbour

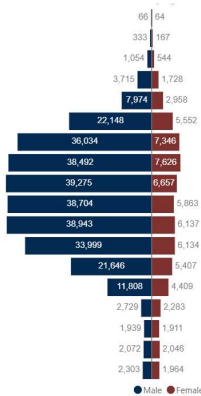
372 032 passengers (-76%) travelled through the Old City Harbour of Tallinn.



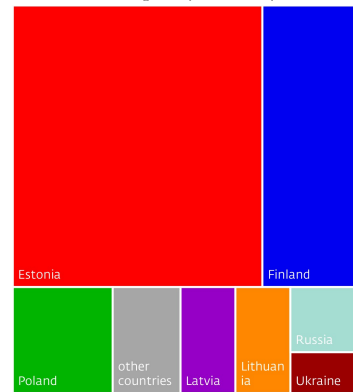
Source: Port of Tallinn <http://ts.ee/statistika>

Tourism Trends in Tallinn in 2021 (Q1/2021)

Passengers by age group and gender

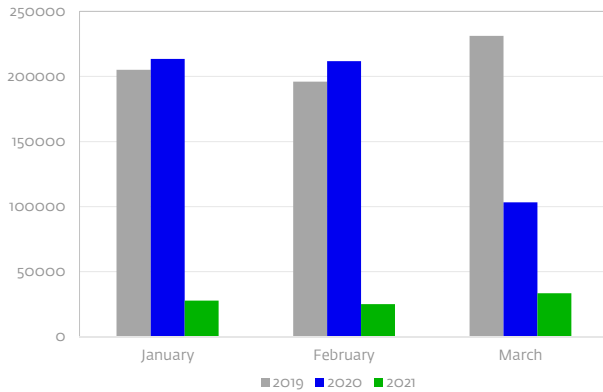


Passengers by citizenship

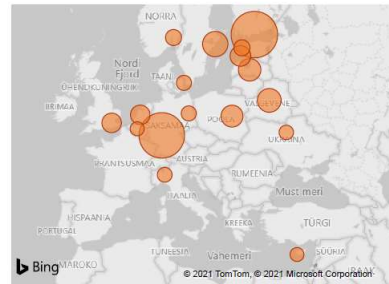


Passenger at Tallinn Airport

85 925 passengers (-84%) in total were served at Tallinn Airport. Regular flights were made to 17 destinations. The largest number of passengers were served on Helsinki (25%), Frankfurt (24%), and Stockholm (9%) flights.



Scheduled traffic 2021

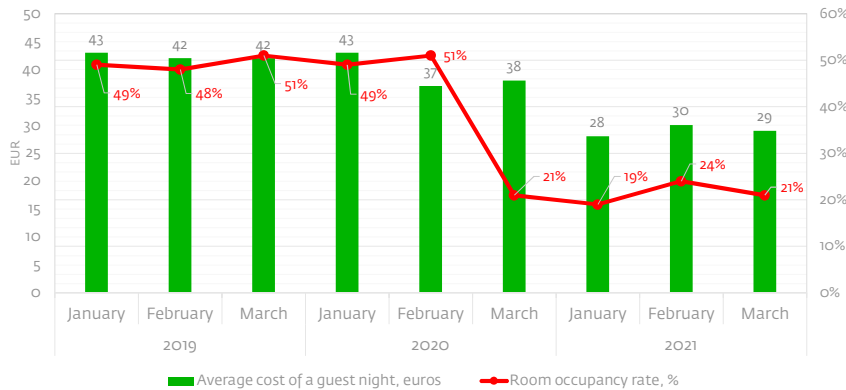


Tourism trends in Tallinn 2021 (Q1 /2021)

Source: Tallinn Airport (2021), <https://www.tallinn-airport.ee/ariikliendile/statistika/>



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



In Tallinn, the total number of accommodation establishments was 96. They had 6 500 available rooms and could accommodate 13 600 guests. The average occupancy rate of rooms in accommodation establishments was 21% The average cost for 24 hours was 29 euros.

Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/02Majutus/02Majutus.asp

Tourism trends in Tallinn 2021 (Q1 /2021)

