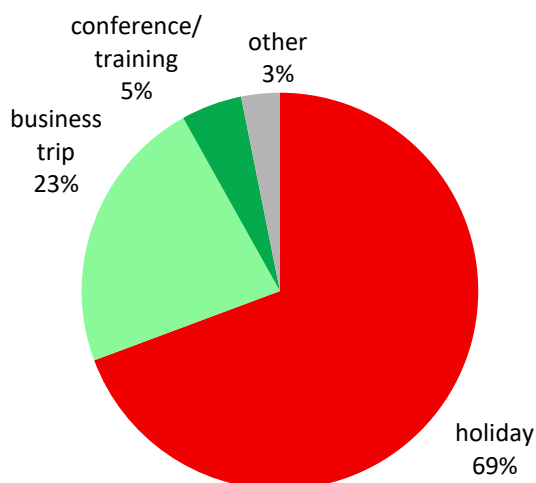


Conference tourism in Tallinn 2017

According to the data of Statistics Estonia, a total of **3.54 million tourists** (+7%) stayed in **accommodation establishments in Estonia** in 2017, of whom 49% or **1.72 million** (+3%)¹ stayed in **Tallinn**.¹ Of all of the tourists who stayed in accommodation establishments in Tallinn, 28% or **475,968 people** were on **work-related trips**, of whom **85,845** (5% of all those accommodated) were **attending conferences** and **390,123** (23% of all those accommodated) were on **business trips**. More people came to Tallinn on business trips in 2017 than in the previous year (+8%), and there were more people who came to the city to attend conferences and seminars (+23%).

Purpose of travel of tourists staying in Tallinn accommodation establishments in 2017
N= 1,680,056



Of the **accommodated conference tourists**, **84% (71,702 people) were foreign tourists and 16% (14,143 people) were domestic tourists**. For comparison, in 2016 the same figures were 86% (60,098 people) and 14% (9946 people), respectively.

The **average duration of work-related trips** in Tallinn in 2017 was **1.86 nights**, representing decline of -2% compared to 2016. The **average conference trip lasted 1.74 nights**, while the **average business trip lasted 1.89 nights**. For comparison, the average length of stays for holiday tourists in Tallinn accommodation establishments was 1.79 nights.

¹ Comparison with 2016 data

Many domestic participants in conferences do not stay in accommodation establishments in Tallinn, and some international events only last one day. As such, not all visitors to the city who take part in conferences are reflected in the economic statistics gathered by Statistics Estonia. In order to obtain a more precise overview of conferences, **data is collected from the organisers of conferences via the Estonian conference event web environment meetings.ee**. This environment collects data from local organisations and companies that organise events. The organisers submit their data on a voluntary basis. A total of 50 organisations and companies submitted data in 2017, including 35 in Tallinn (which is approximately three-quarters of all of the event organisers in the city).

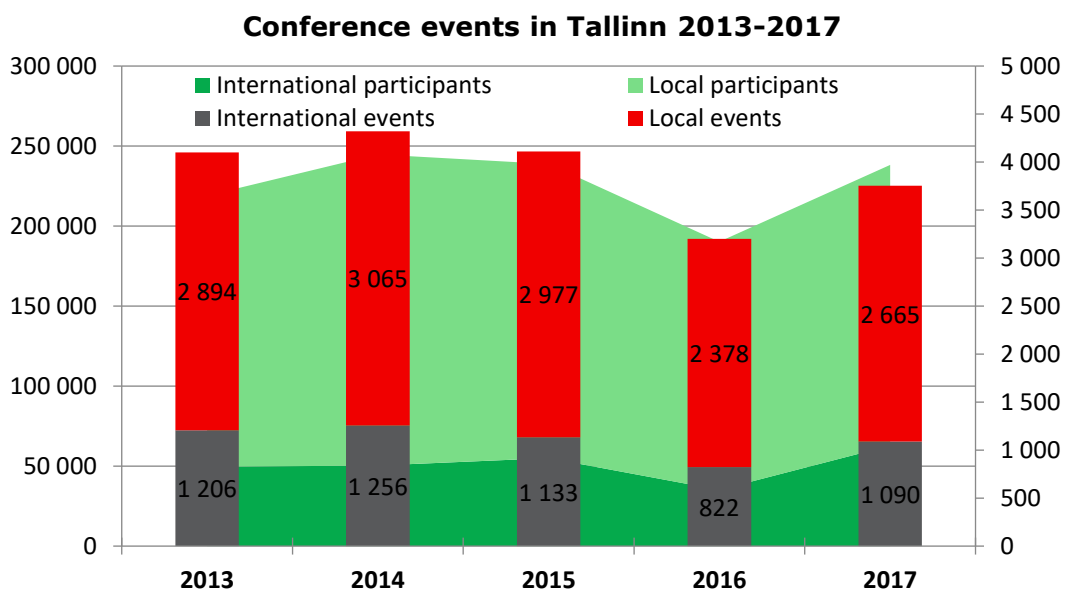
According to the data of Meetings.ee, there were **4748 conferences in Estonia in 2017** (compared to 3959 in 2016: a rise of 20%). Of all of the conferences that took place in Estonia, four-fifths or 79% of them (3755 events) were held in Tallinn, 16% (759 events) in Tartu and 5% (234 events) elsewhere in Estonia. International events (1220) comprised 26% of all of the conferences that took place in Estonia, of which 89% (1090 events) were held in Tallinn.

3755 conferences were held in Tallinn in 2017 (compared to 3200 in 2015: a rise of 17%), **attended by 238,144 delegates** (compared to 190,161 in 2015: a rise of 25%). The majority were domestic conferences (71% or 2665 events) and domestic participants (74% or 175,339 participants). The conferences listed on meetings.ee attracted 62,805 participants from other countries i.e. 26% of all conference delegates. (An event is considered to be international if more than one-fifth of the participants are foreign delegates.)

	Conference events		Number of participants Change 2017/2016					
			incl. foreign participants		incl. domestic participants		Total number of participants	
	number	change %	number	change %	number	change %	number	change %
Total:	3755	+17%	62,805	+79%	175,339	+13%	238,144	+25%
International events (more than 20% foreign participants)	1090	+33%	59,907	+92%	33,045	+104%	81,952	+95%
Domestic events	2665	+12%	2898	-26%	153,294	+6%	156,192	+5%

Source: meetings.ee

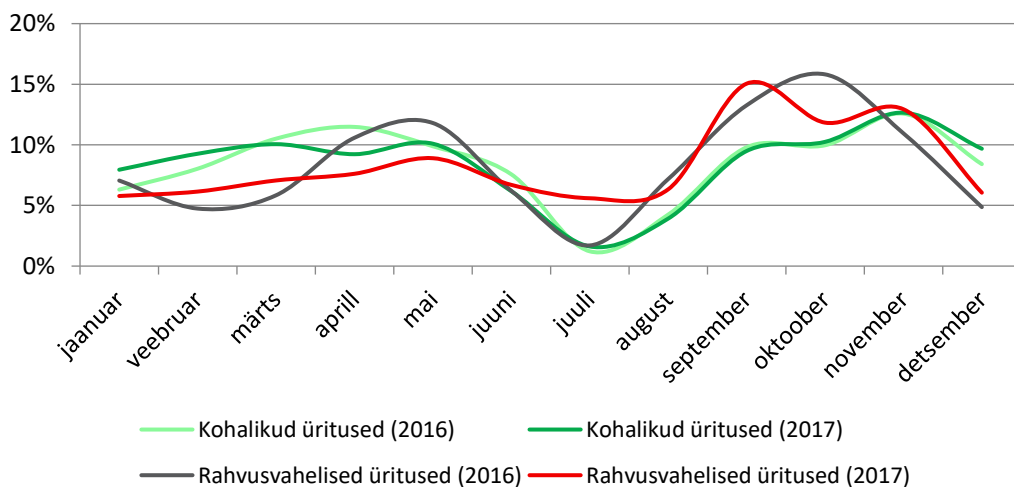
In a yearly comparison, 2017 has shown a slight rise in all the numbers as seen below.



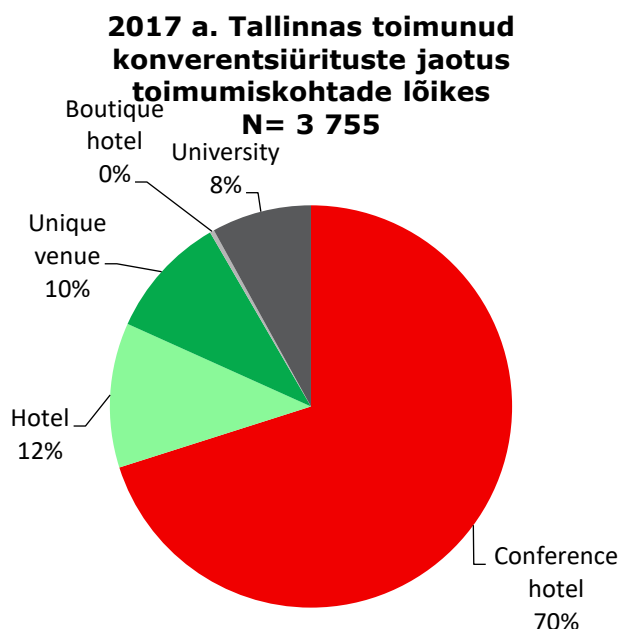
Of all of the conferences that took place in Tallinn in 2017 (N=3755), 60% were held by corporations, 13% by associations and 24% by the public sector. Compared to 2016, the number of events organised by corporations declined by -4% and the number organised by the public sector has risen by +6%, while the number organised by associations fell by -1%.

Conferences in Tallinn are seasonal in nature. Events tend to be organised more in spring (from **March to May**) and autumn (from **September to November**). The majority of domestic events (336) took place in November, while the majority of international events (164) took place in September.

Domestic and international conference events held in Tallinn by month, 2017 vs 2016



The majority of **conferences held in Tallinn 82% took place in hotels**, representing 2 percentage point growth compared to 2016. **10% of conferences took place in other unique venues** (concert halls, libraries, museums, etc.). **8% took place on university premises**, representing 3 percentage point decline compared to 2016.

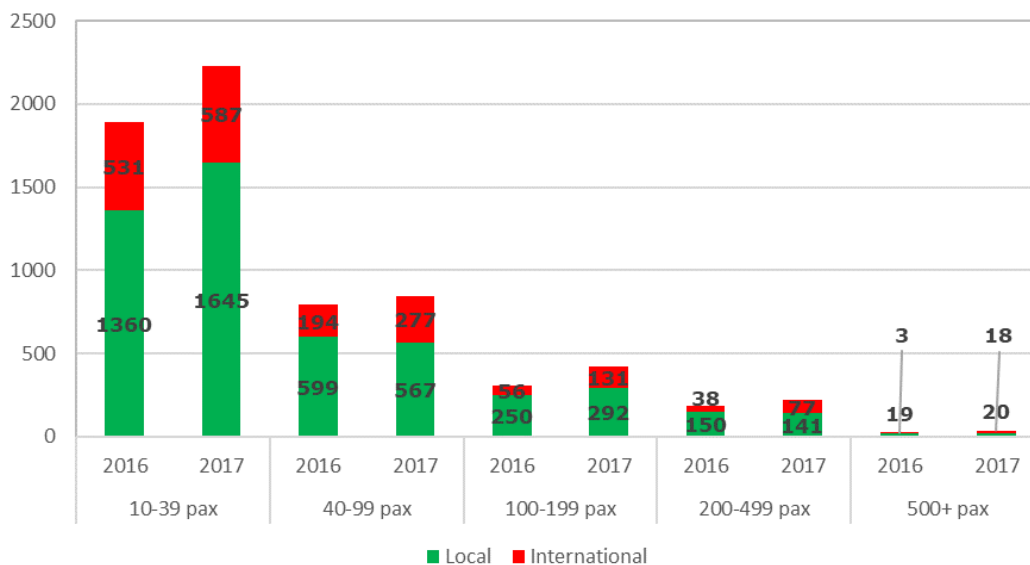


As previously, the **conferences held in Tallinn are mostly short in duration. 73% of events (2763) lasted for one day**, while 18% (667 events) lasted for two days and just 9% (325 events) lasted for three or more days.

One-day events comprised an even larger proportion of domestic conferences: 84% or 2239 events. The duration of international events was longer: 48% (524 events) lasted for one day, 33% (354 events) lasted for two days and 19% (212 events) lasted for three or more days.

82% of all of the conferences held in Tallinn in 2017 (3076 events) had up to 100 participants, although the majority of these events had no more than 40 participants. **There were 38 larger conferences with 500 or more participants.** A positive trend in 2017 was the number of conferences with 500 or more participants has risen +72% (+16 events) compared to 2016.

Conference events held in Tallinn by number of participants, 2017 vs 2016



The largest domestic conference in 2017 was the Business Building Seminar (1500 participants) and the largest international conference was Latitude59 (1500 participants).

A comprehensive overview of conference events in Tallinn can be found [here](#).