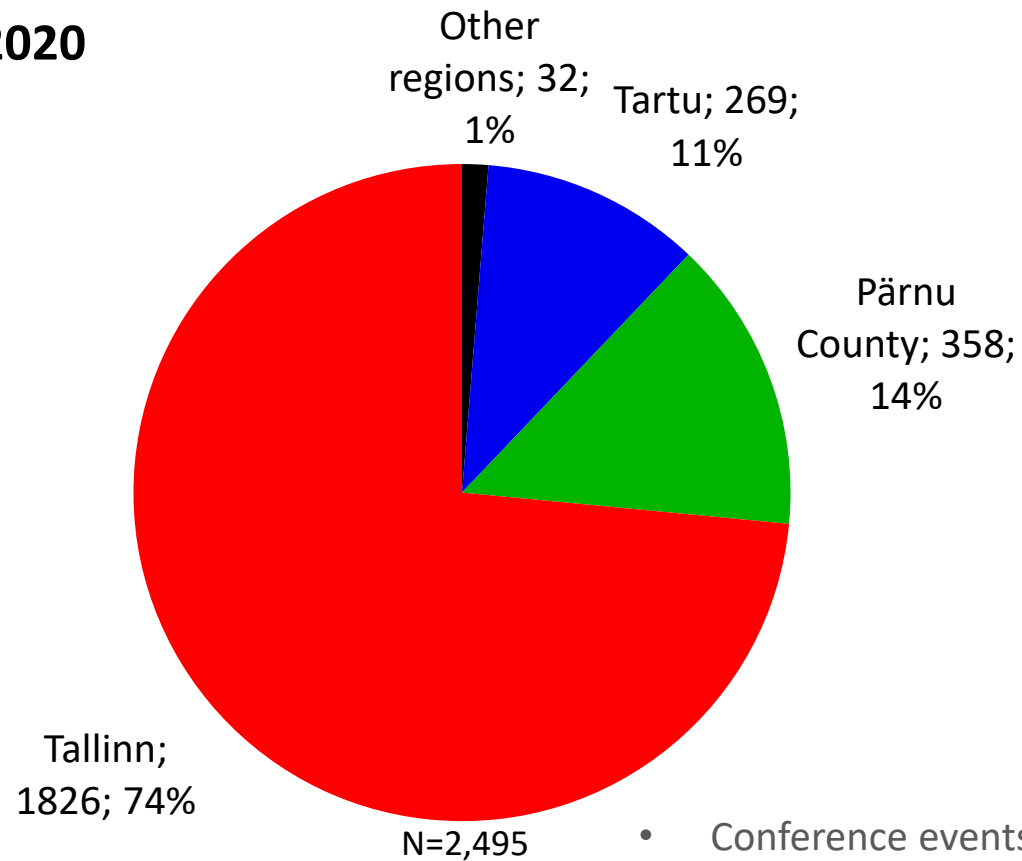


Overview of Conference Events in 2021

Tallinn Enterprise Services
Tourism Department
Business Tourism
Made Pandis-Raie

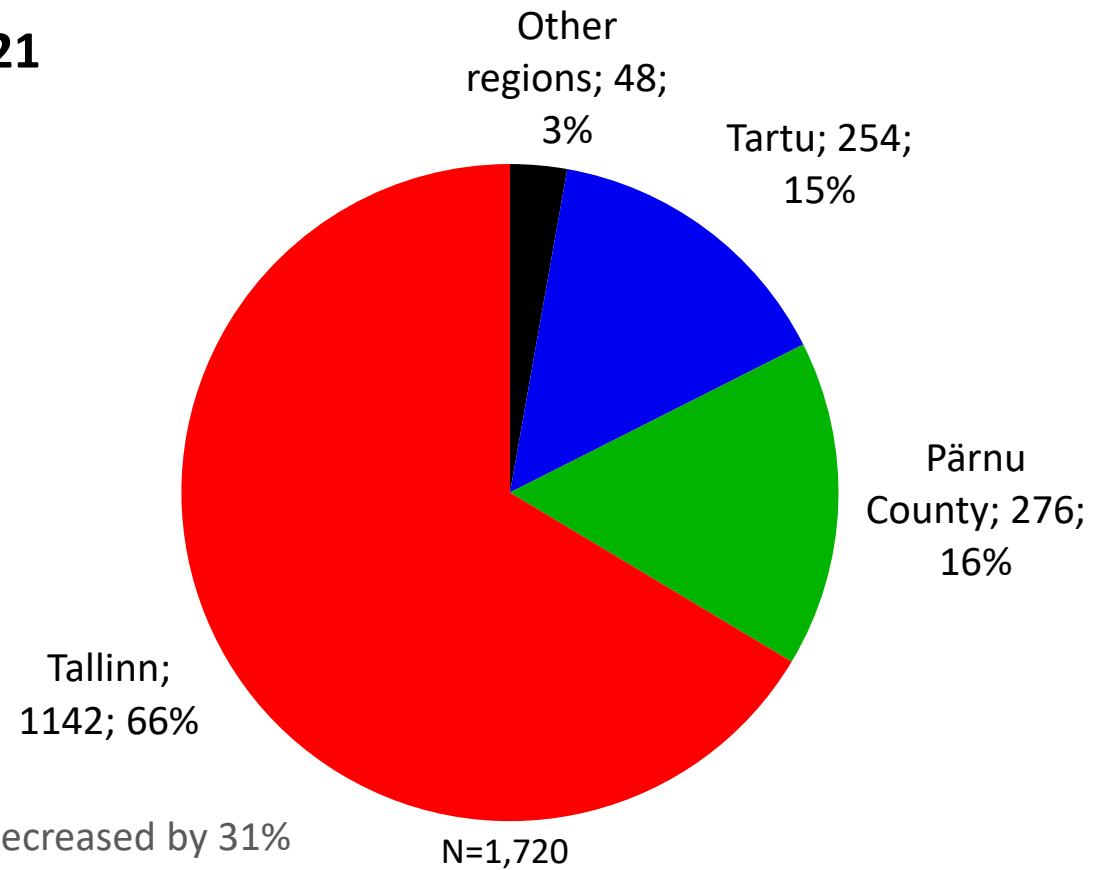
Conference events in Estonia: 2021 vs. 2020

2020



Source: meetings.ee

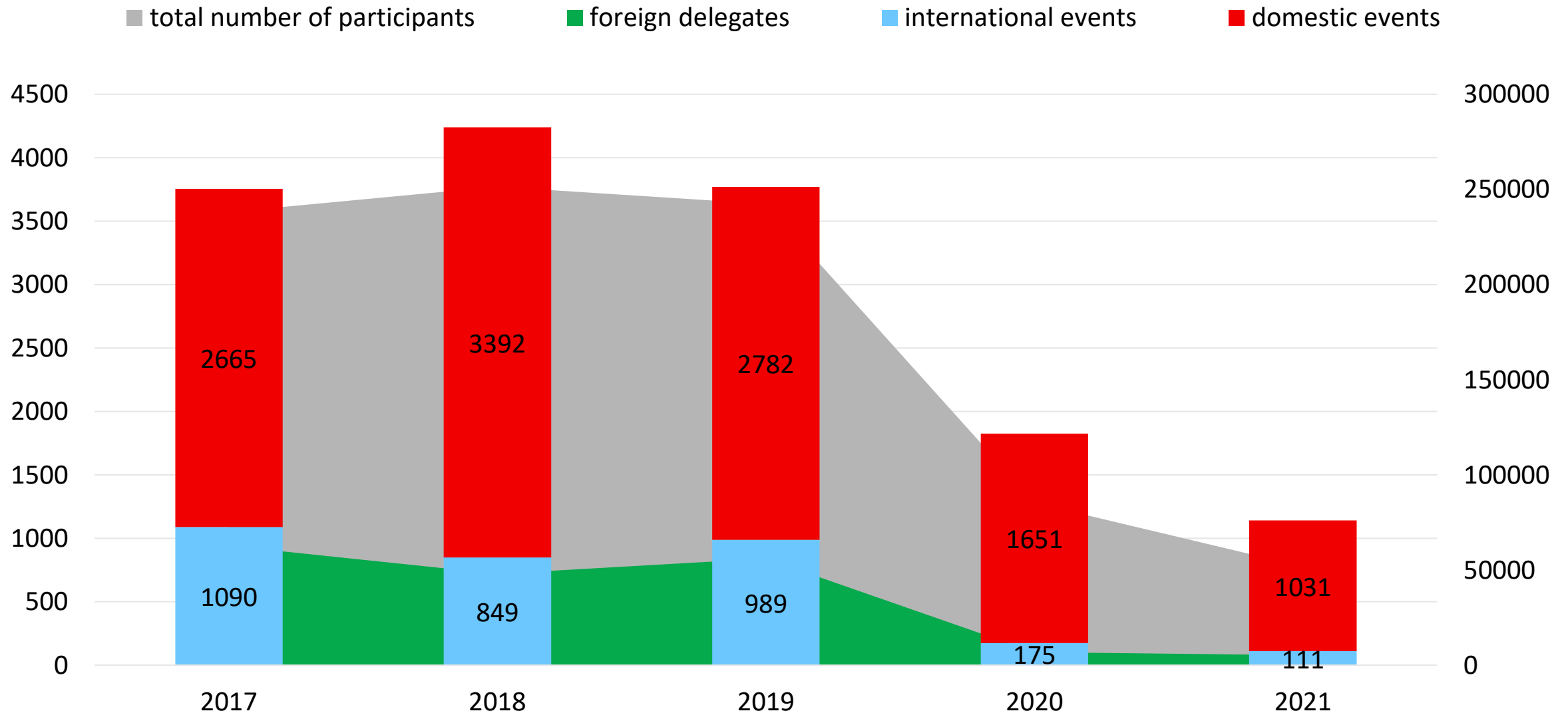
2021



Source: meetings.ee

- Conference events in Estonia decreased by 31%
 - In Tallinn by 37%
 - In Tartu by 6%
 - In Pärnu County by 23%
- In other areas they increased by 50%

Conference events in Tallinn 2017–2021



Source: meetings.ee

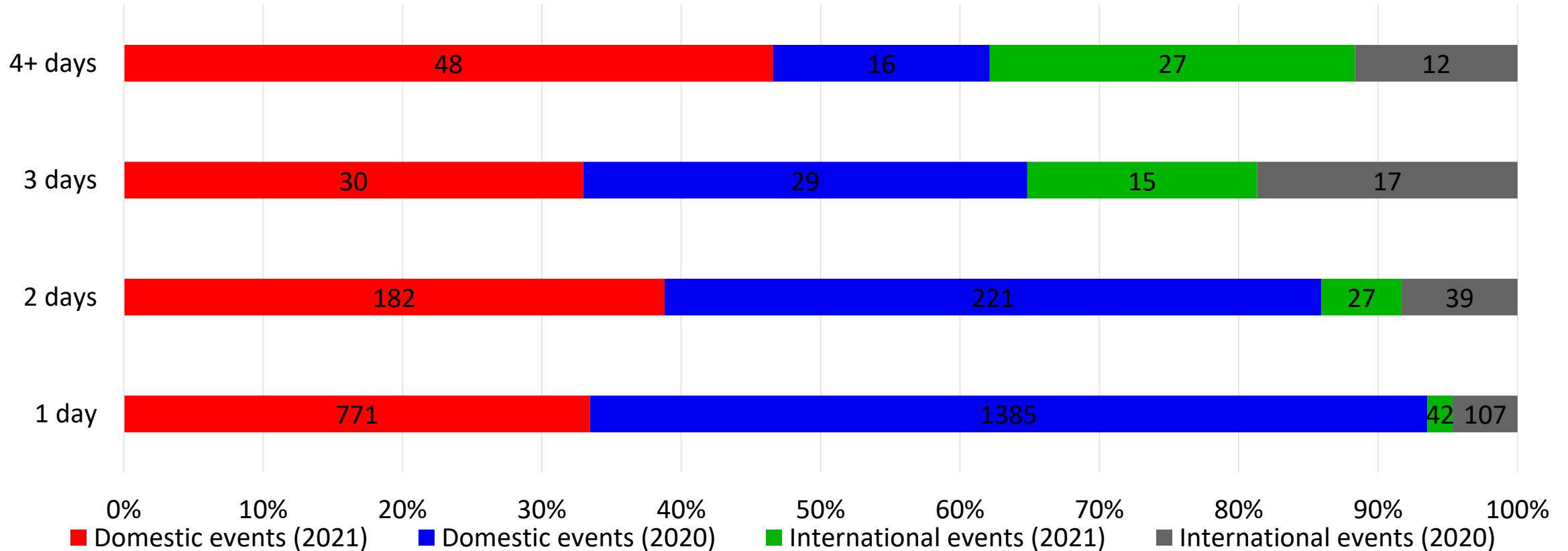
Distribution of 2021 conference events in Tallinn and their participants (increase/decrease compared to 2020)

	Conference events		Foreign participants		Domestic participants		Number of participants in total	
	Number	Change 2021/2020	Number	Change 2021/2020	Number	Change 2021/2020	Number	Change 2021/2020
Conference events in total	1,142	-37%	5,345	-22%	46,483	-41%	51,828	-39%
International events (foreign participants at least 20%)	111	-35%	5,166	-19%	3,793	-33%	8,959	-26%
Domestic events	1,651	-38%	179	-61%	72,812	-41%	42,869	-41%

Source: meetings.ee

Duration of events: 2021 vs. 2020

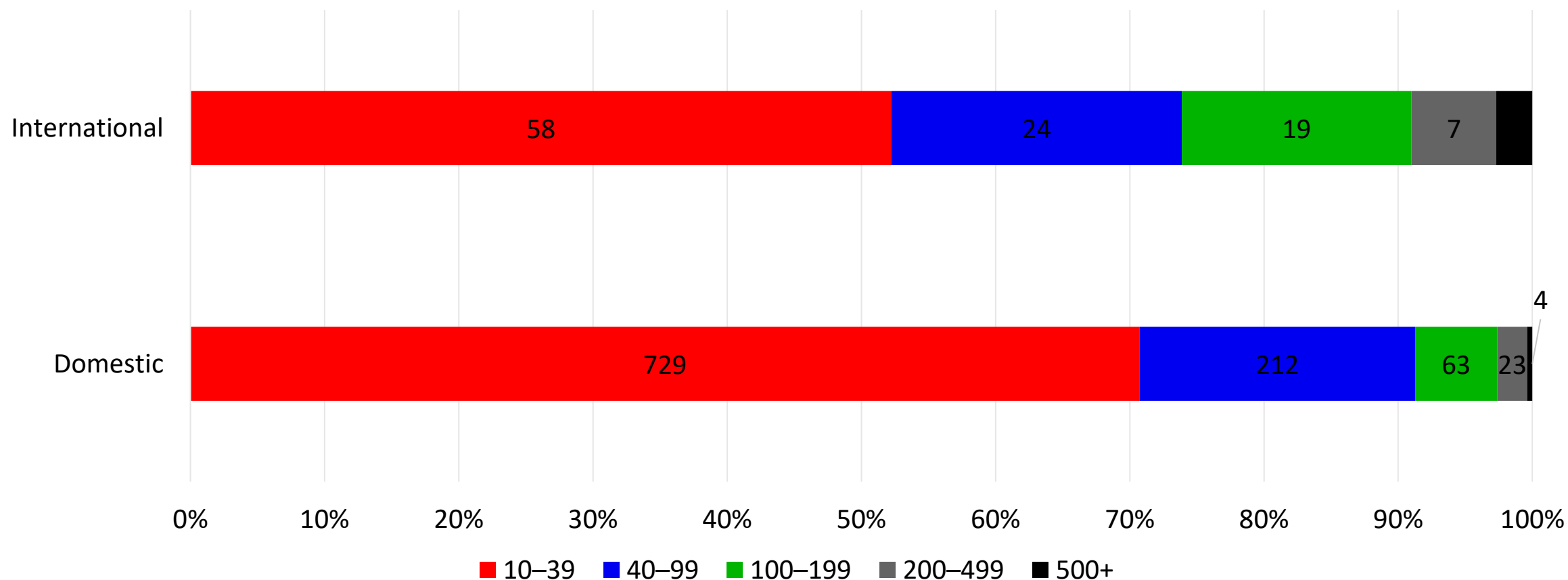
	Average duration in days	
	Domestic event	International event
2021	1.6	3.4
2020	1.2	1.9



Source: meetings.ee

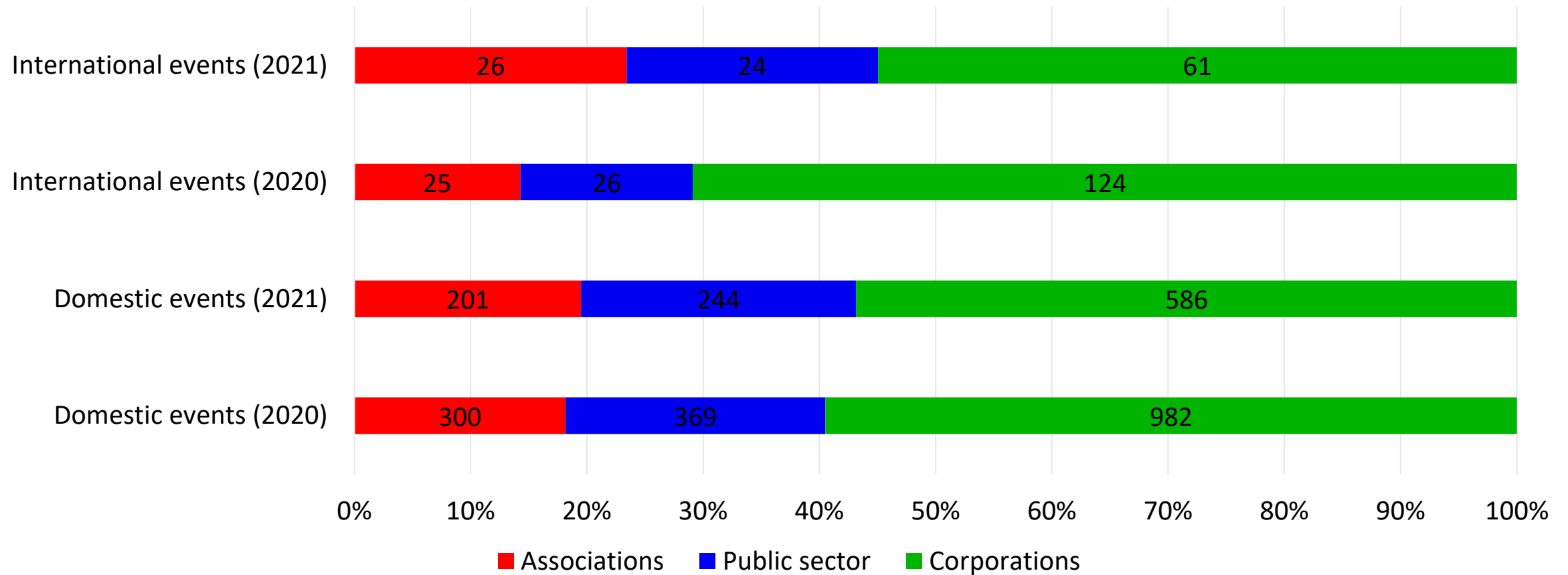
Scale of events: 2021 vs. 2020

	Average number of participants	
	Domestic event	International event
2021	42	81
2020	45	69
2019	58	81



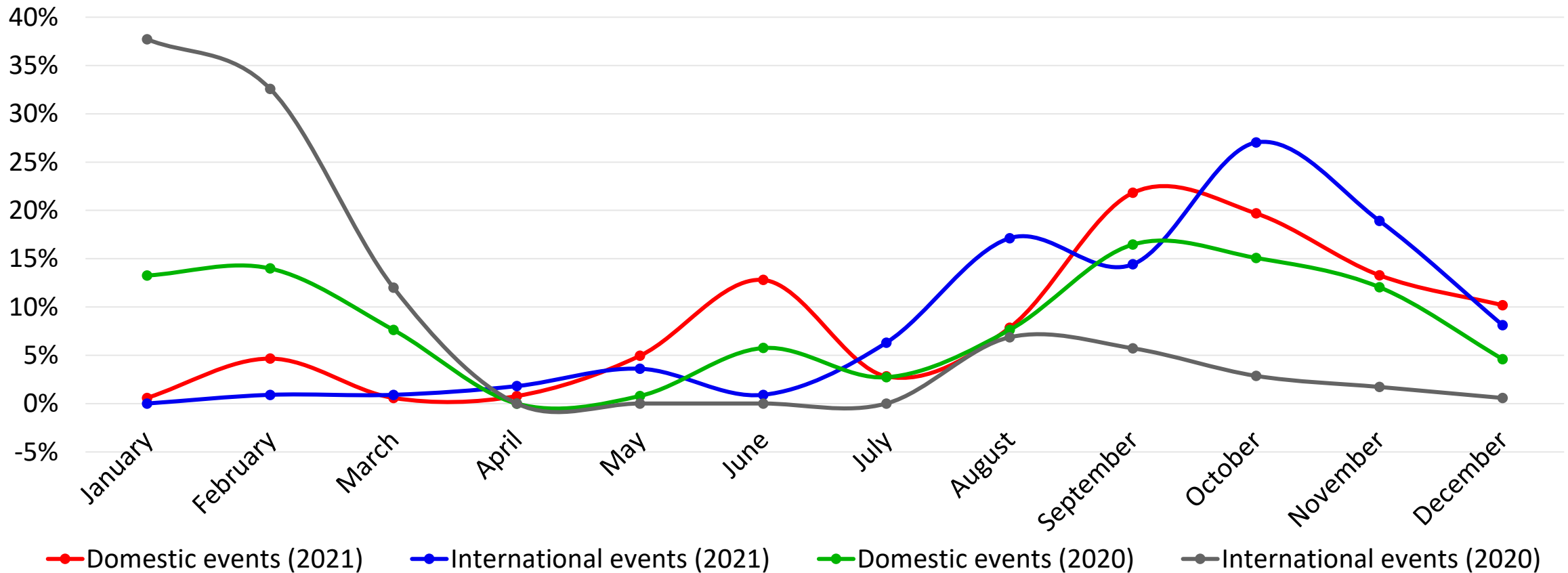
Source: meetings.ee

Organisers of events: 2021 vs. 2020



Source: meetings.ee

Monthly distribution of domestic and international conference events in Tallinn: 2021 vs. 2020



Source: meetings.ee

Economic impact of conference events

	2018–2019 average	2020	2021	Change 2021 vs. 2020
Number of international events (at least 100 participants)	176	27	29	+7%
Foreign delegates (at least 100 participants)	35,954	2,911	3,345	+15%
Total revenue from events	€30,010,806	€2,152,526	€4,425,482	+106%
Average total revenue per event	€172,623	€79,723	€152,603	+91%
Total tax revenue related to events	€4,566,025	€306,404	€583,980.29	+91%
Average total tax revenue per event	€25,943	€11,348	€20,137.25	+77%

Source: ECM Event Impact Calculator

2021 events in Tallinn with 500+ on-site participants

Name of event	Number of participants (on-site)	Method of implementation	Domestic/international	Month
Awesome School Day 2021	1,000	On-site	Domestic	October
Business Building Seminar	740	On-site	International	August
Black Nights Film Festival (PÖFF) conference	600	Hybrid	International	November
Tallinn Music Week conference	500	Hybrid	International	October
Estonian Doctors' Day	500	On-site	Domestic	September
Estonian Conservative People's Party conference	500	On-site	Domestic	July
Business Plan 2022	500	Hybrid	Domestic	September

Source: meetings.ee

2021 events in Tallinn with 500+ online participants (1)

Name of event	Number of participants (online)	Method of implementation	Domestic/international	Month
Rally Estonia press conference	100,000	Online	International	January
Arria-formula Meeting on Media Freedom in Belarus	10,000	Online	Domestic	January
UNSC Arria-Formula Meeting	4,000	Online	International	March
UN A4P	3,000	Online	Domestic	March
Europe Day seminar	2,900	Online	Domestic	May
Tallinn Entrepreneurship Day	2,500	Hybrid	Domestic	September
Kick-off event of the visionary report on the Estonia-Finland future cooperation	2,500	Online	Domestic	March
Online forum for the Estonian diaspora by the Ministry of Foreign Affairs	2,000	Online	International	April

2021 events in Tallinn with 500+ online participants (2)

Name of event	Number of participants (online)	Method of implementation	Domestic/ international	Month
100 years of diplomatic relations between Estonia and Lithuania	1,800	Online	Domestic	March
Youth Financial Wisdom conference	1,649	Online	Domestic	March
Webinar on the Arctic Council by the Ministry of Foreign Affairs	1,500	Online	Domestic	April
AlphaGIS OÜ	1,000	Online	International	April
UNSC Arria-Formula Meeting by the Ministry of Foreign Affairs	1,000	Online	Domestic	May
Value Based Healthcare Conference - 2021 Tallinn	890	Online	International	March
<small>Source: meetings.ee</small> Group discussion: On the Necessity of the Humanities	731	Online	Domestic	May
MEETINGS.EE CardioForum 2021	600	Hybrid	International	November

2021 events in Tallinn with 500+ online participants (3)

Name of event	Number of participants (online)	Method of implementation	Domestic/international	Month
Ida-Viru Visionary Days	600	Online	Domestic	April
Baltic Atherosclerosis Conference 2021	535	Hybrid	International	December
Mindvalley Summit	500	Online	International	June
9th European Remembrance Symposium	500	On-site	International	October
Education and Youth Board	500	Online	Domestic	April
Investor Toomas's Conference	500	Online	Domestic	January
Erasmus Online Festival	500	Online	Domestic	April
Chancellery of the President of Estonia. 3 Seas. Investing in the fastest-growing region in Europe	500	Online	Domestic	April

Source: meetings.ee

Key information

- 2021 had a total of 1,142 conferences, 111 of which were international
- 51,828 delegates participated in the conferences, 5,345 of whom were foreigners
- In two years the number of events has decreased by 70% and the number of participants has decreased by 80%
- The number of international events has decreased by 88% and the number of participants has decreased by 90%
- The average number of participants in international events has reached 2019 levels (81 delegates)
- The average number of participants in domestic events is still falling
- More than half of the events were organised by public sector institutions
- Events lasted longer than ever—domestic events lasted 1.6 days and international events 3.4 days (the respective numbers for 2020 were 1.2 and 1.9)
- In 2021 the conferences made €4.4 million for the city

Enterprises who submitted data to meetings.ee database about 2021 conference events

Alexela Kontserdimaja
Baltic Tours DMC
CWT Estonia
DMC Estonia
Dorpat Hotel & Convention Centre
Estonian National Museum
National Library of Estonia
Energy Discovery Centre
Estonia Resort Hotel & SPA
GoHotel Shnelli
Hedon Spa & Hotel
Hilton Tallinn Park Hotel
Hotel Euroopa
Hotel Ülemiste
Ice Age Centre
Klaara-Manni Holiday and Conference Centre
Tallinn Creative Hub
Kumu Art Museum

Lepanina Hotel
Maria Farm
House of the Blackheads
Nordic Hotel Forum
Ojako Holiday and Training Centre
Original Sokos Hotel Viru
Park Inn by Radisson Meriton Tallinn
Profexpo
PROTO Invention Factory
Publicon
Pärnu Hotel
Pärnu Concert Hall
Radisson Blu Hotel Olümpia
Reisiekspert Conference Expert
Royal Experience
Saku Suurhall
Schlössle Hotel
Strand SPA & Conference Hotel
Swissotel Tallinn

Tallink SPA & Conference Hotel
Tallinn Viimsi SPA
Tallinn Song Festival Grounds (Tallinna Lauluväljak)
Tallinn Zoo
Tallinn University of Technology
Tallinn TV Tower
Tallinn University Conference Centre
Tartu County's Health Sports Centre
V Spa Hotel
Vanemuise Concert Hall
Villa Ammende
Villa Andropoff
Villa Wesset

Total: 51