



Tourism in Tallinn 2012

SUMMARY

More than half the tourists to Estonia visited Tallinn

In 2012, in total 2.84 million tourists stayed in Estonian accommodation establishments, more than half of them (53%) stayed in Tallinn.

Tourists in Tallinn: 1 516 900 (+2%)¹

Bednights in Tallinn: 2 759 000 (0%)

2012 saw few changes in primary markets

Finland: 39% (589 800 tourists)
Russia: 12% (183 400 tourists)
Estonia: 10% (156 900 tourists)
Germany: 5% (78 800 tourists)
Sweden: 4% (56 800 tourists)
United Kingdom: 3% (48 300 tourists)
Latvia: 3% (46 200 tourists)
Norway: 3% (42 300 tourists)
Other countries in total: 21% (314 400 tourists)

Important primary markets developed in different directions

Finland: 946 900 bednights (-1%)
Russia: 369 800 bednights (+23%)
Estonia: 264 500 (-1%)
Germany: 165 400 bednights (+3%)
United Kingdom: 113 000 bednights (-30%)
Sweden: 95 100 bednights (-14%)
Norway: 93 100 bednights (-10%)
Latvia: 70 000 bednights (+6%)

Majority of the tourists came for a holiday

Of all foreign tourists in Tallinn, 76% were for leisure purposes, 20% business, 3% conference attendance and 1% other purposes. From domestic tourists 57% were travelling for leisure purposes, 37% for work, 4% were conference visitors and 2% had some other purpose.

Length of stay shortened

On average tourists spend 1.82 bednights in Tallinn (-2%). Foreign tourists trips: 1.83 bednights (-2%)
Domestic tourists trips: 1.69 (-2%)

The number of accommodation establishments remained unchanged, price of accommodation itself increased

353 accommodation establishment in Tallinn offered accommodation services, with in total 7 561 rooms and 15 040 bed places. Average annual room occupancy rate was 61% and this represented no change compared to the previous year. The average overnight price for visitors was 37 Euros, which is 10% more expensive than the previous year.

Tourism income increased

Foreign tourists spent approximately 800 million Euros on all the different goods and services in Tallinn (+6%). Likewise accommodation establishments earned 102 million Euros (+10%) from sales of accommodation services. Cruise travellers spent roughly 26.4 million Euros whilst visiting the city.

Numbers of air passengers and travellers by sea increased

Tallinn Airport served altogether 2.21 million passengers (+15%). Regular flights to 36 different destinations took place, with the most serviced lines being Helsinki, Riga and Stockholm.

Passengers in Tallinn Old City Harbour totalled 8.83 million (+4%), of whom 82% travelled on the Tallinn-Helsinki route, 11% on the Tallinn-Stockholm line, 2% on the Russian route and 5% being cruise passengers. 294 cruise ships and 440 500 cruise passengers visited Tallinn in 2012.

Visits to Tourist Information Centre decreased, whilst sharing tourism information increased

Tallinn Tourist Information Centre received over 152 200 visitors (-16%), of these 94% were foreign tourists. Most visitors were residents of Finland (36 500), Russia (22 000) and Germany (21 200). Tourism information on Tallinn was shared on the tourism web page, Tallinn Photo Bank, mobile applications and VisitTallinn accounts in social media. The tourism web page was visited altogether 1.4 million times in 2012 (+5%). Among the biggest browsers were visitors from Finland, (23% of visits), Russia (14%) and Great Britain (6%).

¹ Comparison with 2011 accommodation statistics

Tallinn accommodation establishments

In 2012 (by 10.11.12) 353 accommodation establishments were registered in Tallinn, which altogether comprised 7 561 rooms and 15 040 bed places. The larger part of the accommodation establishments were made up of guest apartments and home accommodation, however most sales of actual rooms were in hotels. Through the year Tallinn accommodation market was characterised by rises in the price of accommodation. Income increased from sales of accommodation services and room yield rate growth (RevPar).

In comparison to the previous year the number of accommodation establishments were reduced by five, but the available number of bed places did not changed. Also the structure of establishments offering accommodation services did not change compared to 2011. Accommodation statistics revealed that most (90%) tourists in Tallinn's accommodation establishment stayed in hotels.

The change in capacity of Tallinn's accommodation establishments is not so much influenced by seasonality, although the occupancy rate differs two times between the highest and lowest occupancy rate month.

Chart. Accommodation establishments in Tallinn 2007-2012

Accommodation establishments	2007	2008	2009	2010	2011	2012	Change 2011/2012 Change in %	
No of accommodation establishments	395	412	342	363	358	353	-2	-1%
Incl. No of hotels	52	53	57	58	58	57	-1	-2%
No of rooms in accommodation establishments	7 076	7 172	7540	7 607	7 577	7 561	-16	0%
Incl. No of rooms in hotels	6035	6110	6495	6 533	6 513	6 523	+10	0%
No of beds in accommodation establishments	14 456	14 439	15 250	15 378	15 377	15 040	-337	-2%

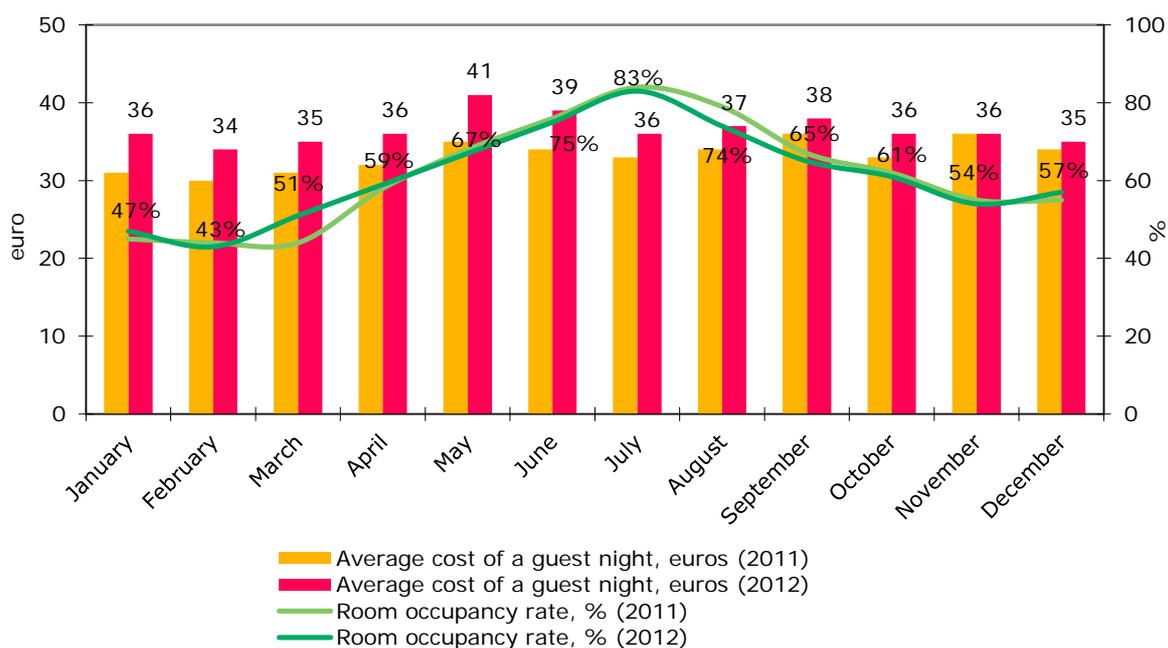
Source: Tallinn City Tourist Office & Convention Bureau

Tallinn accommodation establishment had average occupancy rate of 61% in 2012 and this represented no change compared to 2011. Room occupancy rates grew significantly in 2011 as in every month occupancy rate was higher than the previous year. 2012 saw growth up until April, and after that the demand remained at the same level as in 2011. Month by month room occupancy rate changed by a few percentage points. The highest room occupancy rates were in July, as 83% of the rooms for sale were filled and the lowest in February (43%).

In 2012 the average price for overnight stay was 37 Euros, which is 10% more expensive than the previous year. Average overnight stay charges started to grow in the second quarter of 2011 and the growth continued through 2012. In the last quarter of the year price growth was slower than previous months.

The year's greatest price rise was in May as accommodation prices became 17% more expensive. From January to June the percentage growth in accommodation prices were relatively high (13%-17%). In the summer months accommodation prices increased by a tenth. The smallest change in prices took place in the last three months (October 9%, November 0% and December 3%). Accommodation prices were lower in the beginning of the year (February 34 Euros) and higher at peak business travel months (May 41 Euros, June 39 Euros, September 38 Euros). Prices throughout the year were higher in every month compared to accommodation prices in the previous year.

Average cost of a guestnight and room occupancy rate in Tallinn



Source: Statistics Estonia

The growth in the price of accommodation helped to increase room yield rates (RevPar) and to grow the income of accommodation establishments from selling accommodation services. The percentage growth of accommodation establishments income was highest in March (+30) and lowest in August (0%). **In 2012 Tallinn's accommodation establishments earned 102 million Euros** from the sale of accommodation services and this represented a growth of a tenth compared to previous year.

Tourists staying in Tallinn's accommodation establishments

Tourism numbers in Europe continued to grow, despite the economic situation and the amount of residents taking foreign trips increased; foreign trips numbers grew by two percentage points, the number of bednights remained same but travel expenditure also increased by two percentage points². The types of travel that grew were business trips and city trips³. The amount of leisure trips remained unchanged. City tourism growth numbers were on average a percentage point higher. The biggest growth market was Russia followed by China, Japan and the USA. The smallest growth numbers were in the European markets.

Tourist developments in Estonia were on average similar to the rest of the Europe. In 2012 altogether 2.83 million tourists (+4%) stayed in Estonian accommodation establishments. From this 65% or 1.81 million were foreign residents (+4%), spending altogether 3.82 million bednights (+2). During the year 966 400 (+5%) Estonians stayed in accommodation establishments, with 1.72 million (+4) bednights. For the second consecutive year Estonian accommodation establishment had increased guests, and bednights numbers.

More than half (53% altogether 1.52 million) tourists stayed in accommodation establishment in Tallinn. **Altogether 1 360 000 (+2%) foreign tourists and 153, 900 (0%) Estonians stayed overnight in Tallinn's accommodation establishments in 2012.** Compared to

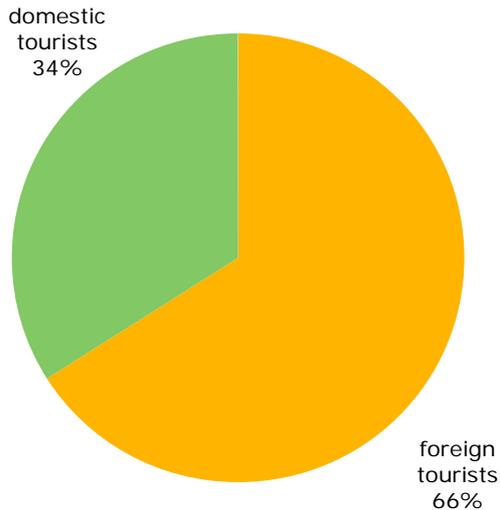
² http://www.itb-berlin.de/media/itbk/itbk_media/itbk_pdf/WTRR_Report_2013_web.pdf

³ www.tourmis.info

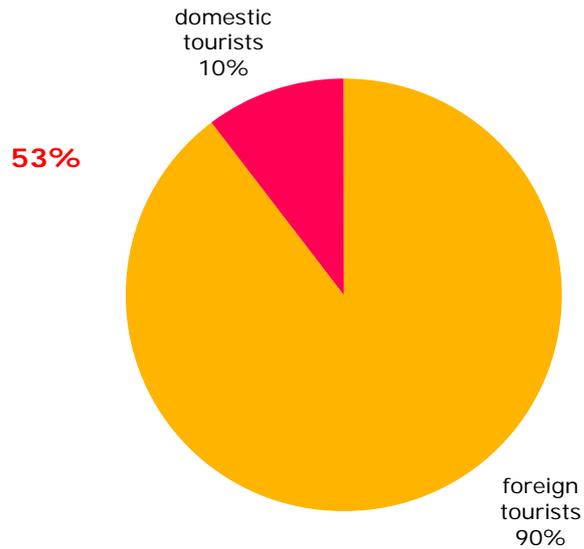
2011 the growth of accommodated in total (both foreign and domestic tourists) grew by 2% or 27 700 tourist.

Seventy three percent of foreign tourist visiting Estonian stayed in accommodation establishments in Tallinn and 16% of domestic tourists. Therefore the larger part of foreign tourists staying overnight in accommodation establishments stayed in Tallinn.

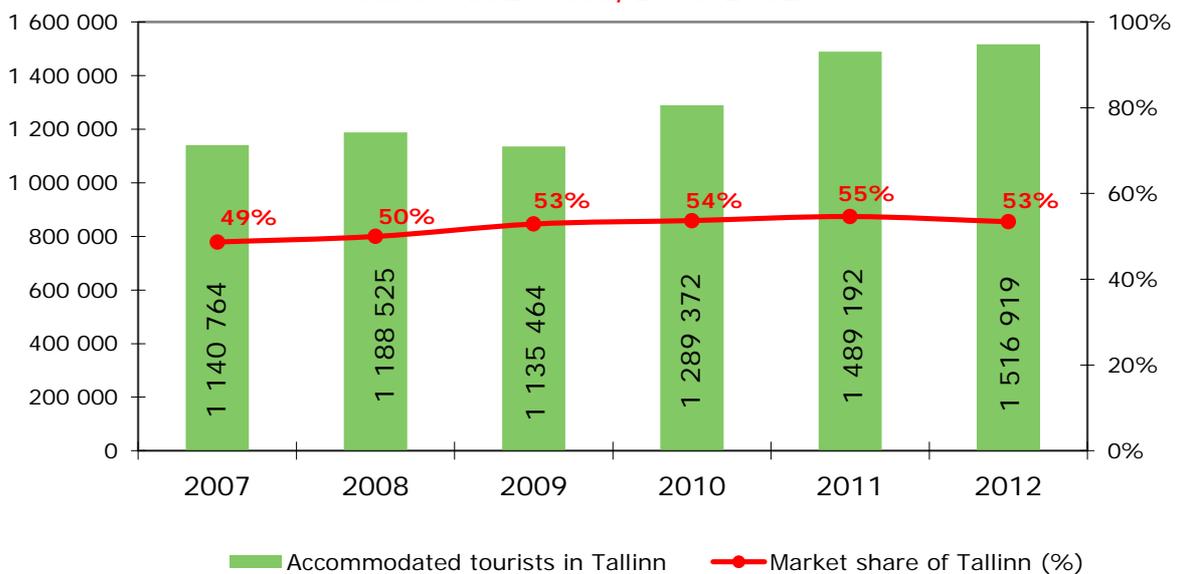
Tourists staying in Estonia's accommodation establishments (N=2 839 895)



Tourists staying in Tallinn's accommodation establishments 2012 (N=1 516 919)



Accommodated tourists in Tallinn in proportion to all the tourists in Estonia, 2007-2012



Source: Statistics Estonia

A record number of visitors stayed in Tallinn's accommodation establishments in 2012. The beginning of the year was predictable for accommodation establishments with growth numbers higher than anticipated. The second half of the year tourism numbers were smaller than expected, because the changes in transport connections diminished the amount of visitors particularly from European Union countries.

In the **first quarter** 8% more tourists stayed in Tallinn's accommodation establishments than in 2011. The growth was ensured by increasing numbers of foreign tourists. The New Year's parties and the Russian Orthodox Christmases brought foreign tourists to Tallinn in January. In February and March traditional events increased the number of tourists. A large part of the first three months' foreign tourist number growth was driven by the Russian market, which increased by a third (+11 900 tourists).

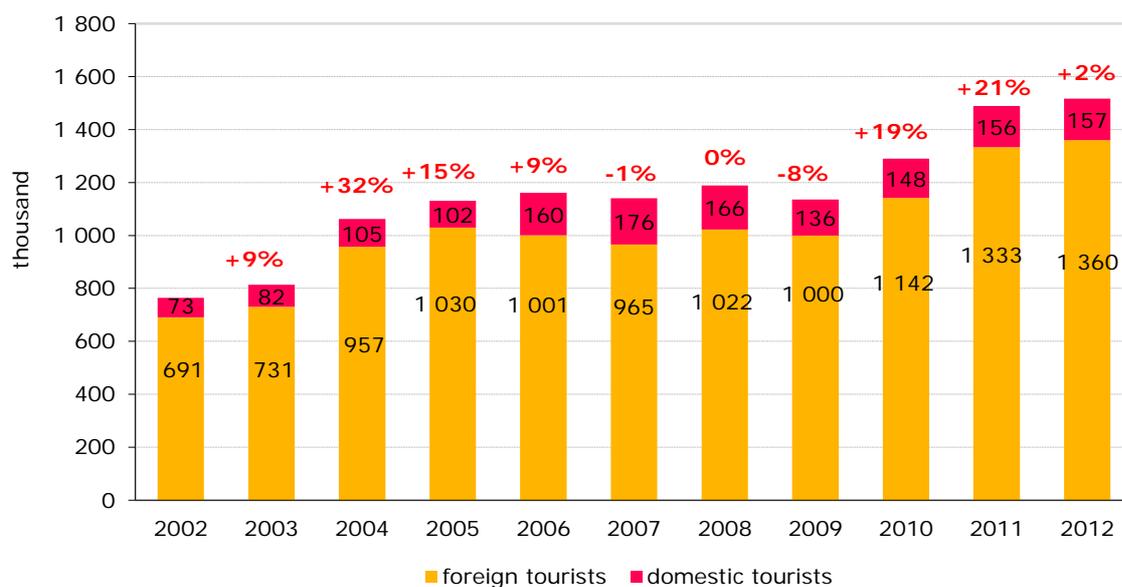
In the spring months, **second quarter**, tourist numbers increased only by a percentage point (+1%), foreign tourists number growth continued (+2%) and domestic tourist numbers decreased (-4%). Visitor numbers and its international composition was influenced not only by changes in air lines but also by events (Jazzkaar, Old Town days) and international conferences like Routes Europe 2012, NATO Parliamentary Assembly, Congress of the International Federation for European Law –FIDE, IASP World Conference 2012.

In the **third quarter** the number of accommodated remained unchanged (0%) but compared to previous summer trips were shorter. Important events, which effected foreign tourists' accommodation numbers were youth sport events (U-19 Football European Cup Championship, Spinnaker regatta, youth gymnastics championship), festivals (Beer Summer, Maritime Days, Medieval Days, Birgitta Festival etc.), large international conferences (Civitan International Convention, ESOPRS 2012 Annual Meeting, 9th European Health Promotion Conference) and SEB Tallinn Autumn Run and Marathon.

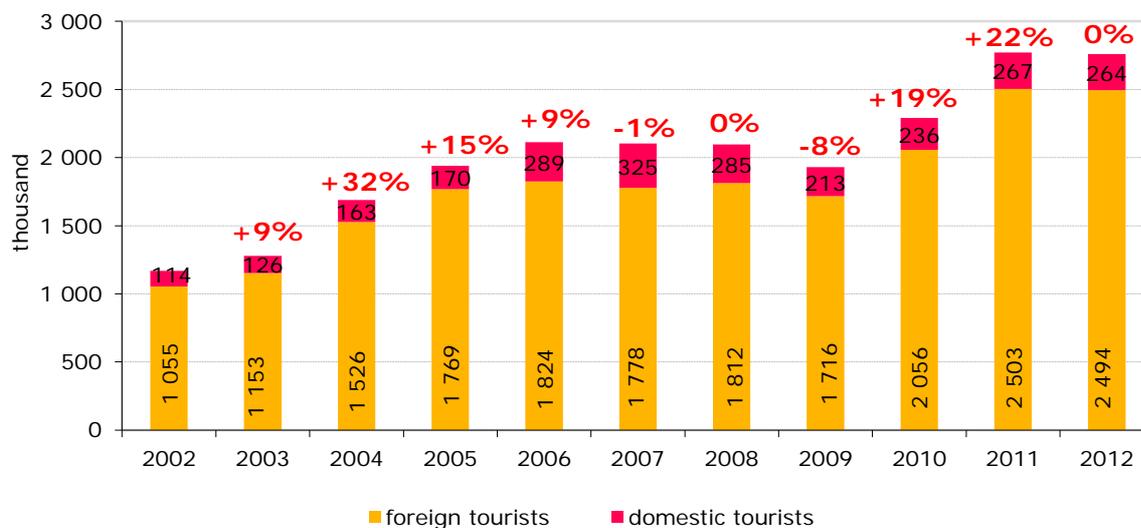
In the **last quarter of the year** the growth in percentage of tourist numbers was similar to the previous months (+2%), but differently to the previous quarters domestic tourist showed a growing trend (+11%). There were no large events affecting the visitor numbers. In the last months of the year a growing number of tourists from Finland taking longer trips was noticeable. Last years show large numbers of northern neighbours in December amongst Tallinn's visitors who come here to celebrate Christmas parties (Pikkujoulu).

Tourists' bednights number remained at the same level as last year. **2.76 million bednights were spent in Tallinn's accommodation establishments (0%). Visitor numbers in accommodation establishment remained same, but domestic overnight stays decreased by one percentage point.** A total of 2 494 500 foreign tourists and 264 500 Estonian residents stayed in Tallinn's accommodation establishments in 2012. Analysing the change in tourists' bednights month by month tourist we see growing number of bednights compared to the previous year primarily in the so-called low season (January, March, April, May and December) and was quicker in the first half of the year. The falling trend began in June and lasted until November. The biggest percentage fall was in August. One reason for this is the decrease in the number of trips from Spanish citizens and Italians and shorter trips from tourists from other foreign countries.

Tourists staying in Tallinn's accommodation establishments, 2002-2012



Bednights spent in accommodation establishments in Tallinn 2002-2012

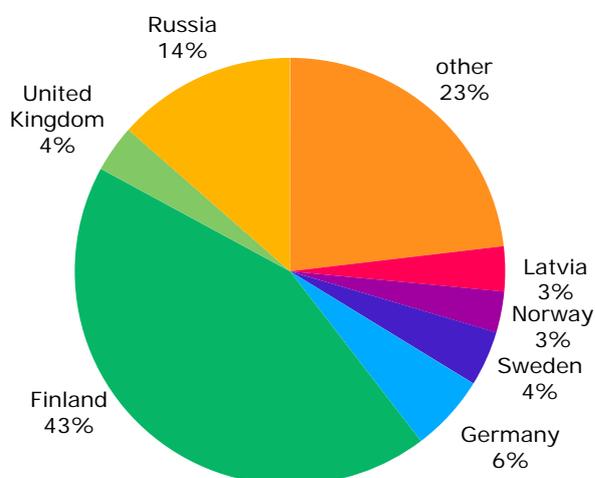


Source: Statistics Estonia

Tourist arrivals from **Tallinn's principal markets** (Finland, Sweden, Germany, Great Britain, Norway, Russia, and Latvia) formed proportionally 77% of the overnight foreign tourists in Tallinn's accommodation establishments. The proportions of foreign markets changed little. The share of Russia's market grew by three and the Germany by one percentage point. The market share of Latvia, Norway and other foreign countries remained unchanged. The Finnish market share decreased by two percentage points, Great Britain and Sweden by 1%.

**Foreign tourists in Tallinn's
accommodation establishments
2012**

**Change in no of foreign
tourists 2011/2012**



Russia: +29% (+41 000)

Germany: +8% (+5 600)

Latvia: +4% (+1 800)

Finland: -1% (-5 400)

Norway: -7% (-3 200)

Sweden: -11% (-7 200)

United Kingdom: -25% (-16 100)

Source: Statistics Estonia

Most of the foreign tourists staying in accommodation arrived from **Finland** (43%). The number of Finnish tourist staying at accommodation establishments decreased by a percentage point.

Altogether during the year 589 800 Finns stays in Tallinn's accommodation establishments (-1 or 5 500 tourist less), who spent altogether 946 900 bednights (-1 or 10 400 less). The greater proportion of Finnish tourists arrived in the summer months. There was a smaller interest in trips to Tallinn at the beginning of the year. Events in Tallinn and special offers by accommodation establishment or ferry companies influence Finnish tourist numbers in other months. Number of accommodated Finns grew five months and visitor numbers decreased for seven months. There was percentage growth in April, July, November and December.

Passenger numbers on Finnish ferry line grew by 4%, so it can be estimated that Finnish residents made more day-trip and short cruises to Tallinn compared to the previous year. Finnish residents' foreign travel grew a little and according to the research⁴ 27% of Finns travelled for leisure or city break purposes.

2012 was again a record year for the **Russian** market. Russia ensured its position as the second biggest foreign market and compared to previous year the Russia market share increased by two percentage points. Russian tourist made up 14% of all accommodated foreign tourist in Tallinn's accommodation establishment with 183 400 tourist and altogether 369 800 bednights.

Russian tourist numbers grew continually in every month in the year and the growth number was similar to the previous year (+42 000 tourist). The highest growth percentage was in March (+55%) and June (+46%), tourist numbers increased also in every other month. Most tourists from Russia arrived in January and December. Last years show increased interest in summer holidays and seasonality by Russian tourists has decreased.

⁴ http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf

There was an increase in one day visitors to Tallinn from Russia compared to last year, since the number of passengers on St. Peterline ships grew by 60% compared to previous year.

European travels by Russians grew by one eighth⁵ compared to last year. There were significantly more Russian tourists also to other European cities. Russian citizens' trips to Tallinn have grown three times in the last five years. This growth has been driven by the simplifications of visa regime and of the border crossing, improved transport links and the Tallinn's advertising campaigns.

The market share of **Germany** was 6%. 2012 was also record year for the German market. The interest of German citizens in Tallinn is increasing on a yearly basis. In 2012 78 800 German tourists visited Tallinn and they spent 165 400 bednights in the city's accommodation establishments. Compared to 2011, tourist numbers increased by 8% and bednights increased by 3%. Germans prefer to visit Tallinn in the summer period (May to September). Number of tourists and also bednights numbers increased in the first three quarters (except July), but the changes in winter flight schedule reduced the amount of visitors from Germany in the last three months. In August the largest number of German tourist stayed in Tallinn's accommodation establishments (altogether 14 911), the spring months saw the highest growth in tourism numbers.

Trips made by the German visitors were shorter than last year (2.16 nights). Continued good flight connections from Germany's big cities and general interest in travelling to the Baltic's supported the growth of the German market. The numbers of trips by Germans grew in 2012 also to other European cities⁶.

The greatest fall in numbers from all the main markets was from **United Kingdom**. The British market is most affected by changes in flight connections. Compared to 2011 the number of direct flights and number of destinations decreased. Altogether 48 300 (-25%) Britons stayed in accommodation establishments with 113 000 bednights (-30%). A forthcoming development of the British market is down to budget airlines' flights to Tallinn.

Swedish residents' overnight trips on the whole fell in number this year. In total 56 800 Swedes stayed in accommodation establishments in Tallinn, that is -11% or 7 200 less tourists. A similar trend followed the bednights by Swedes. Altogether the Swedish residents spent 93 100 bednights in Tallinn, which is 15 200 less (-14%) compared to last year.

The **Latvian** and **Norwegian** market shares remained unchanged as 3% of foreign tourists arrived to Tallinn from these markets. In 2012 these markets developed in different ways.

In 2012 the economic confidence of **Latvian** residents grew⁷ and travel activity rose. The Latvian market had growth numbers in 2012, but they were a little lower than the previous year. Number of Latvian tourists grew by 4% (altogether 46 200 tourist) and the bednights increased by 6% (altogether 70 000 bednights). Month by month Latvian tourists' trips are divided relatively evenly.

Accommodated and bednights numbers from **Norway** on the whole decreased in the year. The principal influence was the change in regular flight numbers and destinations. In total 42 300 tourists arrived from Norway (-7%) spending 93 100 bednights in Tallinn's accommodation establishments (-10%).

In 2012, results from **secondary markets** in Tallinn's tourism (Belgium, Spain, Italy, France, USA) as well as Asian markets showed varied developments.

5 http://www.itb-berlin.de/media/itbk/itbk_media/itbk_pdf/WTTR_Report_2013_web.pdf, lk9-11

6 <http://www.tourmis.info>

7 http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf

South European countries experienced economic difficulties in 2012 which reflected in the number of trips made by the citizens. Visitor numbers from Spain and Italy⁸ decreased also in the other European cities. Visitors from those countries to Tallinn are seasonal and take place mainly in summer months. Many Spanish and Italian citizens visit Tallinn as cruise passengers, but their numbers decreased compared to previous year. Visitors from Spain staying in accommodation establishments (-7%) and their bednights (-9%) decreased. Also decreasing were visitor numbers from Italy. Italians staying at Tallinn's accommodation establishments decreased by 9% and their bednights by 14%.

The **French** market showed increase in numbers and these were higher than the European average. Visitors from France staying in accommodation establishments increased by eight and their bednights by six percentage points. In total 19 000 tourists stayed in Tallinn's accommodation establishments with in total 45 700 bednights. Numbers of **Belgian** tourists in Tallinn's accommodation decreased by a tenth and their bednights by 13%. Altogether, 6 800 visitors from Belgium stayed in accommodation for a total of 15 000 nights. Many visitors from Belgium are for conference events purposes. The fall in tourism numbers is therefore explained as the number of large international meetings in Tallinn decreased.

The **USA** market continued to grow like previous years. The number of tourist arriving from there and their bednights grew close to a third. The USA economy has recovered from 2008/2009 crisis and Americans made significantly more trips to Europe compared to previous years. Altogether 26 300 tourists stayed in Tallinn's accommodation establishments, with a total of 58 400 bednights. The biggest growth was in July when a Jehovah's Witnesses convent of regional importance took place with many American participants. In July the number of Americans in accommodation establishments grew by 80%. In comparison to previous year there were more American citizens among cruise passengers. Other European cities also had more tourists from the USA in 2012.

A third more tourists arrived from **Asia** (+30%) than in 2011, but their stays were shorter than in the previous year. The numbers of tourists from **China** grew by three percentage points (in total 5 200 tourists) in 2012, and their bednights grew by nine percentage points (in total 9 200 bednights). More or less same number of tourists came from **Japan**, and their interest in travelling to Tallinn grew specifically in the summer months. The numbers of tourists in accommodation grew by 1% (a total of 8 000 tourists), their bednights remained unchanged (0% or a total of 14 200 nights).

Seasonality of trips and length of stay of tourists in Tallinn

Foreign tourists' trips to Tallinn are distributed unevenly throughout the year. A large amount of tourists using services of Tallinn's accommodation establishments arrive from May until October. The three summer months serve more than a third (36%) of all the tourist during the year in accommodation establishments.

Comparing Tallinn with other European cities shows that trips are less evenly distributed here. In comparison with 2011 the seasonality of visits to Tallinn decreased with the Gini index lowering from 0.170 to 0.156⁹. Lowering the seasonality in 2012 was helped by the increase of trips made by Russians and citizens of other CIS countries. This reduced the seasonality in Tallinn's tourism sector and increased the occupancy rates at accommodation establishments during the off season months.

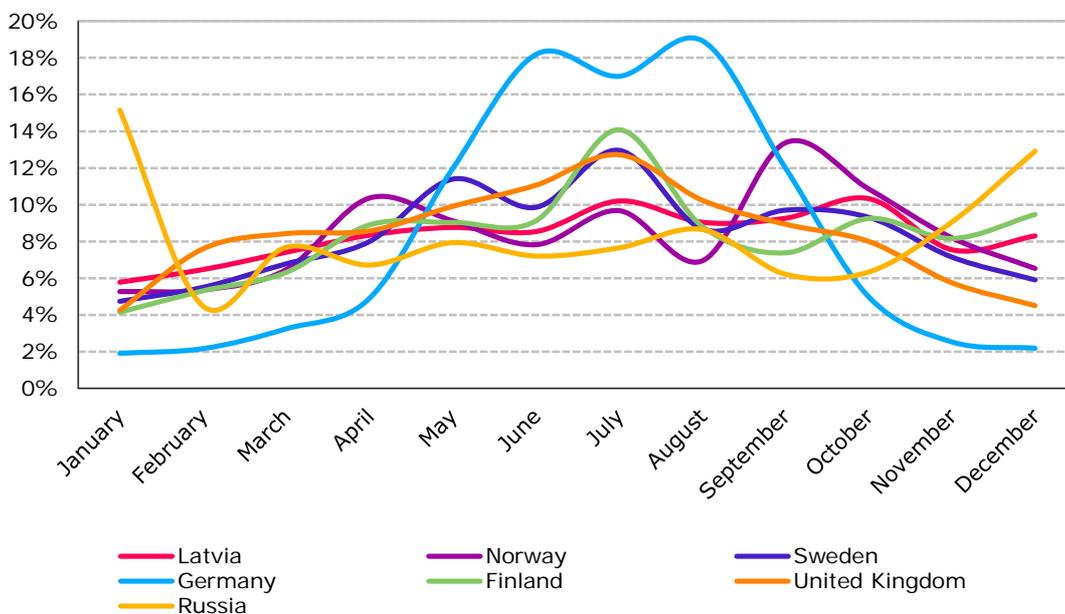
When looking the seasonality among the priority markets of Tallinn then most unevenly are divided the trips made by German and Russian tourists. The majority of German tourists travel

⁸ According to TourMIS data base the number of tourists and number of bednights grew by 3% also in other European cities in 2012. Number of foreign tourist grew by 5%, while number of domestic tourists decreased by 2%. Spanish tourists' bednights fell by 11% and Italian citizens by 5%.

⁹ Gini index indicates the inequality of distribution. In tourism the Gini index shows inequality of number of tourists (or bednights) throughout a year. If the Gini index is one, tourists arrive only during one month of the year. If the Gini index is 0 tourists arrive in equal numbers each month of the year.

to Tallinn during the three summer months, while Russian citizens travel mainly in December and January. Summer trips are dominating also among Finns, Britons and Swedes. Trips by Latvians are divided most evenly throughout the year. There are relatively small seasonal differences among the trips by Norwegians.

Seasonality of tourists staying in accommodation establishments



Source: Statistics Estonia

The average length of stay for tourists in Tallinn showed a decreasing trend in every month of the year. **The average length of stay for tourists in Tallinn in 2012 was 1.82 nights (-2%).** The longest stays were in January (2.08 nights) and the shortest in November (1.73 nights).

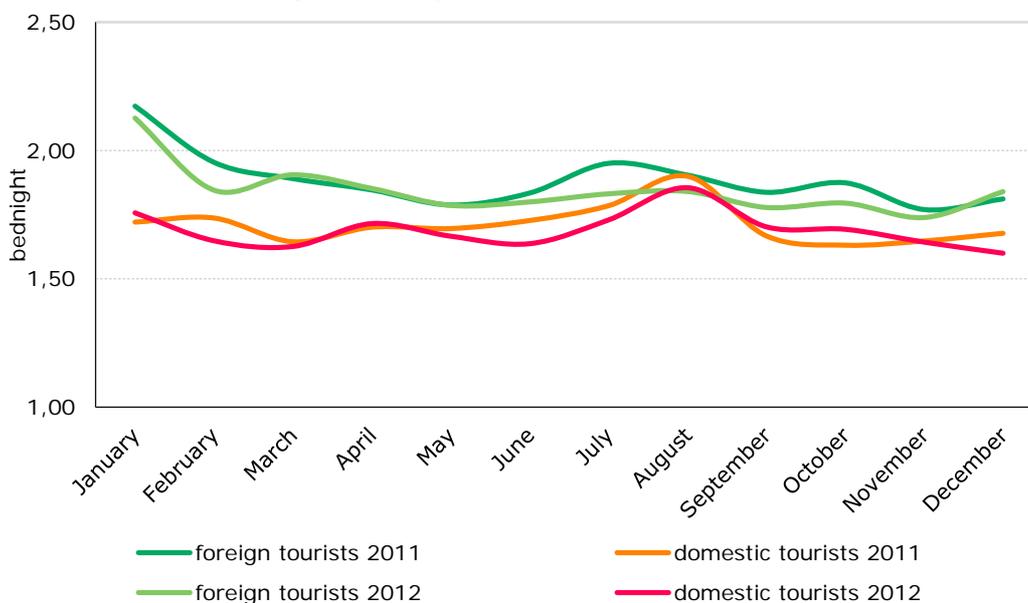
The monthly changes of **average length of stay of domestic tourists** were more significant than among the foreign tourists, but the annual average change remained similar (-2% or 1.69 nights). In January, April, September and October the trips by Estonians were longer, during the other months the length of stay remained unchanged or shortened. The longest length of stay for domestic tourists was in August (1.84 nights) and the shortest was in December (1.60 nights).

The **average length of stay of foreign tourists** in Tallinn's accommodation establishments decreased by 2%, from 1.88 to 1.83 nights. Trips by visitors from abroad were longest in January (2.13 nights) and shortest in November (1.74 nights). Foreign tourists' trips were longer than average in January because of the long winter holidays by Russian tourists. November is highly influenced by short weekend trips by tourists from neighbouring countries. During most months the foreign tourists' trips were shorter than in previous years. The visits were longer only in March (+1%) and December (+2%). The greatest decrease was in July when the trips shortened in annual comparison by six percentage points. Most likely the number of shorter summer tips was influenced by fewer events compared to the previous year.

Changes in length of stay by **primary markets** varied. The visits by Finnish tourists were 1.61 nights and remained unchanged compared to 2011. Swedes spent on average 1.68 nights in Tallinn followed by Germans with 2.10 nights and Russians with 2.02 nights. Their trips to

Tallinn were shorter compared to previous year. In **primary markets**, the longest stays in Tallinn in 2012 were spent by **British tourists** (2.34 nights), compared to 2011 their length of stay decreased by six percentage points. They were followed by **Norwegians**, whose average length of stay decreased by 4%. The shortest trips made in 2012 were by Latvian citizens (1.51 nights). The biggest change month by month is among Russian tourists' trips as their winter trips are significantly longer (January 2.65 nights, December 2.02 nights) than during other months (for example April 1.80 nights, June 1.82 nights).

Length of stay of tourists in Tallinn 2011-2012



Source: Statistics Estonia

Purpose of visit

Purposes for visits can be monitored only among the visitors who stay over in Tallinn's accommodation establishments¹⁰. The following analysis therefore deals with tourists with overnight stay in Tallinn's accommodation establishments.

In 2012, the **1 516 900 tourists** who stayed in Tallinn's accommodation establishments were divided according to their purpose of travel as follows: **74% leisure travellers (1 121 800)**, **22% business travellers (333 500)**, **3% conference participants (44 700)** and **1% visitors (17 000) with other aims (studies, health, visiting friends or relatives)**.

Compared to 2011 there were no major changes in the share of the purpose of stay. There were more leisure and business travellers than the previous year, while the number of conference visitors, seminar participants and tourists with other aims decreased. In 2012, 20 200 (+2%) of more leisure travellers and 10 100 (+3%) business travellers stayed in Tallinn's accommodation establishments. There were 1 000 (-2%) less conference-goers and 1 500 less (-8%) tourists with other aims of travelling.

Most **foreign tourists** (76%) came to Tallinn for leisure purposes. 20% of foreign tourists' bednights in Tallinn were for business purposes and 3% attended conferences or seminars.

¹⁰ Statistics Estonia divides tips in 3 categories according to length of stay. **Leisure trip** – a trip for holiday purposes; yearly trip or weekend trip, visiting relatives and friends or other pass time trip. **Business trip** – a trip organized or paid for by employer or motivation trip; related to work duties, also participating in congress, conference, meeting, seminar or educational event etc. Work related trips are divided into business trips and conference trips. Other trips – trips not mentioned under leisure or business trips (for example transit tourism, medical tourism etc.).

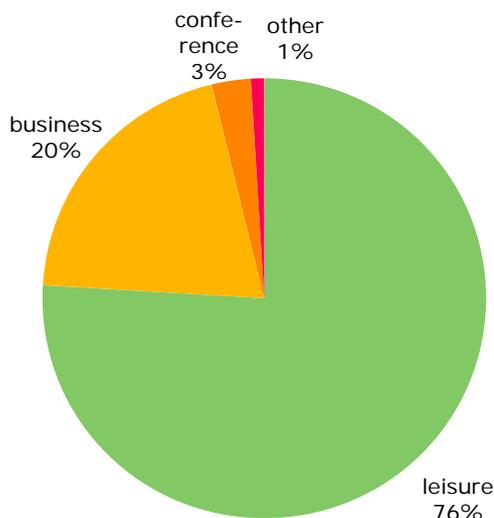
Other purposes made up only 1% of foreign tourists' bednights in Tallinn's accommodation establishments. In comparison with the previous year, there were larger numbers of foreign tourists travelling for all purposes; leisure purposes increased by 2%, business purposes by 1% (conference participants' numbers remained unchanged) and travelling for other aims was up by 2%.

Month by month the percentage of tourists travelling for leisure purposes was largest in July and August (80% of the foreign tourist's holidays were for leisure purposes) and people travelling for business purposes in February to March, September and November (27% of all the trips on these months). Most of the foreign conference-goers visited in May.

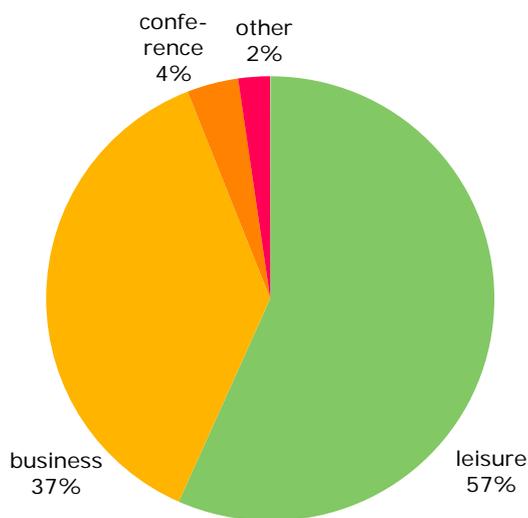
Six out of every ten (57%) **domestic tourists** spent a night in Tallinn for leisure purposes. Business trips accounted for 41% of the share (incl. Of all the trips 37% were for business purposes and 4% of conference attendance). Two percent of the tourists in accommodation establishments in Tallinn stayed a night for other purposes. Compared with the previous year overnight stays by domestic tourists in accommodation establishments remained unchanged, but the changes of tourist numbers per purpose of stay varied. In comparison to 2011 leisure trips decreased by 4%, conference-goers by 13% and trips with other aims were down by 34%, business trips increased by more than a tenth.

Month by month the share of leisure trips was biggest in July (68% of all the domestic tourist trips) and business trips share in April (48% from all the trips). More than on average domestic conference-goers were in May and October.

Foreign tourists by purpose of visit, 2012



Domestic tourists by purpose of visit, 2012



Source: Statistics Estonia

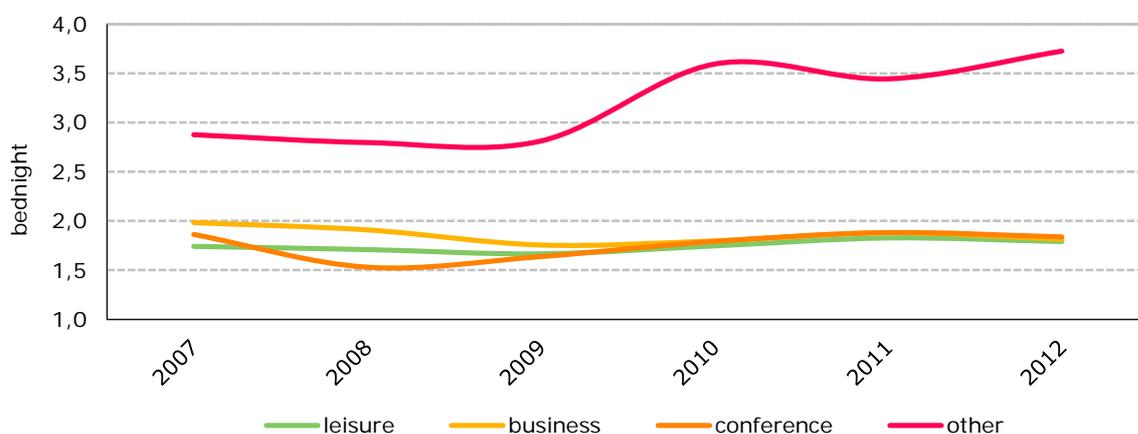
Bednights (total 2 759 000 nights) of tourists staying in Tallinn's accommodation establishments in 2012 were divided according to the purpose of travel as follows: **leisure trips 73%** (2 008 800), **business trips 22%** (604 900), **conference trips 3%** (82 100) and **other purposes** (studying, health) **2%** (63 200). Length of stay during the leisure trips remained unchanged, one percentage point less nights were spent during business trips, four percentage points less on conference trips and one percentage point less on trips with other purposes.

In 2012 trips were shorter (-2%), but by the purpose of the travel the changes of length of stay varied. Compared to last year leisure trips (1.79 nights), business trips and conference trips (1.81 and 1.84 nights accordingly) were shorter. Length of trips with other purposes was 3.73 nights and they were longer than the year before.

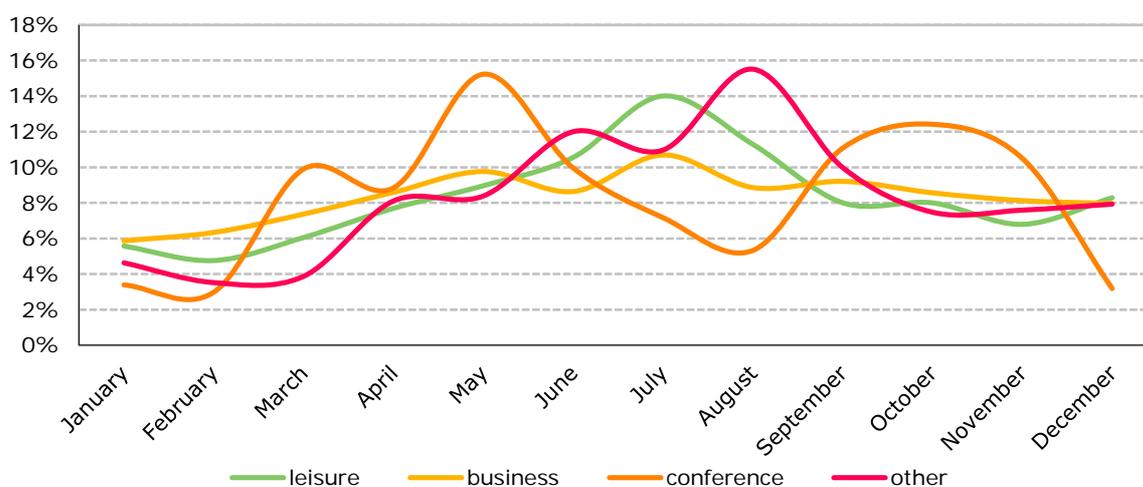
In comparison over a longer period of time the changes in length of stay are varied; conference trips and travelling on other purposes has grown in length, while the business and leisure trips have shortened. Business and leisure trips are more or less the same length. Significantly longer are the trips for other purposes.

The seasonality of Tallinn trips is relatively high due to majority of the trips being made for leisure purposes. Compared to other purposes of travel the seasonality of work related trips is relatively small, because, for the share of business trips, seasonality almost does not exist. The peak time for conference trips was in May when seventh of the year's trips were made. More than average in a year conference-goers come to Tallinn during autumn months (September, October, November). Trips made for other purposes are higher in August (16%). This can be explained by the beginning of education year where many of the foreign students and lectures spend their first weeks in accommodation establishments.

Length of stay by purpose of visit



Seasonality of visits by trips in 2012



Source: Statistics Estonia

Travellers at Tallinn Lennart Meri Airport

A total of 2.21 million passengers (+15%) travelled through Tallinn Airport in 2012 with passenger number growing according to previous predictions¹¹. Increase in passenger numbers was influenced by different destinations being added and expansion of already operating airlines. Increasing the destinations significantly at the first half of 2012 were Estonian Air and Lufthansa. Low budget airline Ryanair changed its destinations. The changes reflected in bednight numbers of Britons and Norwegians at the Tallinn's accommodation establishments.

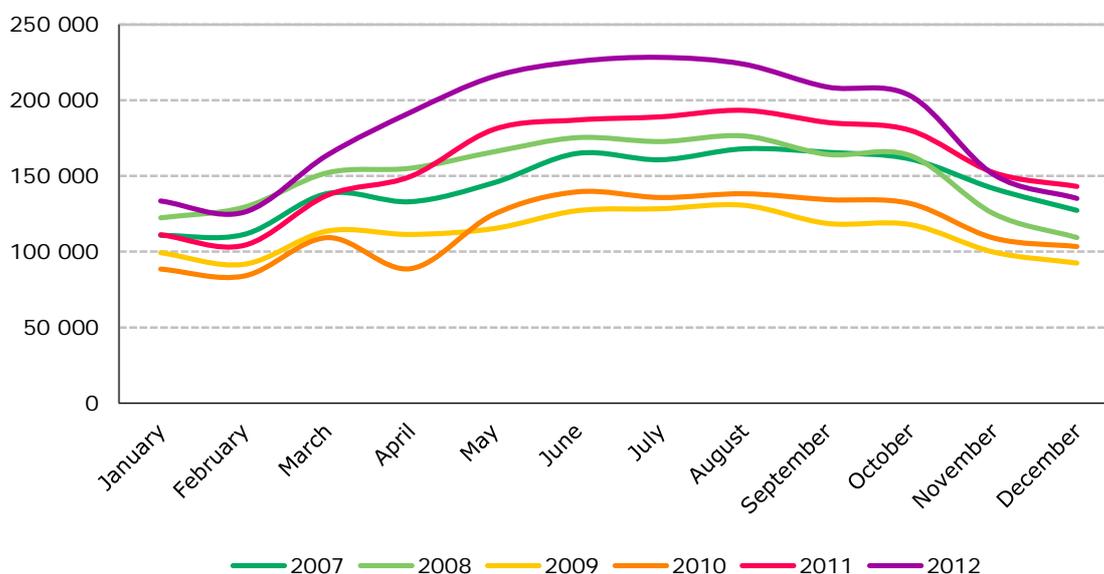
Passengers on international flights accounted for majority of the travellers (99%) and the increase in their number secured overall passenger growth numbers. Domestic flights decreased during the year by 14 percentage points. Ninety per cent of the passengers flew on regular flights.

Analysing changes in passenger numbers month by month shows that their grew most during the first months of the year. Up until July the number of serviced passengers grew by almost the fifth. In August, September and October the number of passengers grew by eighth. The last two months of the year saw a decrease in passenger numbers compared to 2011. The decrease was mainly influenced by the change in strategy of national carrier Estonian Air where number of destinations and flights was cut.

A study among passengers in Tallinn Airport in 2012 showed that of passengers on regular flights 45% were business travellers, 46% were leisure travellers and 9% were travelling for other purposes. Compared to the year before the number of business travellers grew most among the passengers (by eight percentage points).

Half of the air travellers are from Estonia (48%), followed by Russia (13%), Great Britain (4%), Sweden (4%), and Norway (4%). The remaining countries share accounted altogether for 27%. Compared to 2011 the passenger numbers from Russia grew while the number of British visitors decreased.

Air passenger at Tallinn Airport month by month 2007-2012



Source: Tallinn Airport

¹¹ <http://www.tallinn-airport.ee/associates/uldinfo/statistikajauuringud>

In comparison with 2011 there are changes in destinations of regular flights. The most in demand flights from Tallinn Airport were to Helsinki (10% share of the total passenger number of regular flights), Riga (9%), Stockholm (9%) and Oslo (7%). Similarly to last year Estonian Air served the most travellers (40% of travellers). The market share of local airline grew by seven percentage points. In second place came Ryanair who came to the market in 2011 (15% of travellers) with decrease of the market share by five percentage points. Lufthansa owns 9%, AirBaltic 8% and Finnair 8% of the market share. Compared to previous year the market share of Lufthansa grew by a percentage point, Finnair's share decreased by a percentage point and AirBaltic's share decreased by two percentage points.

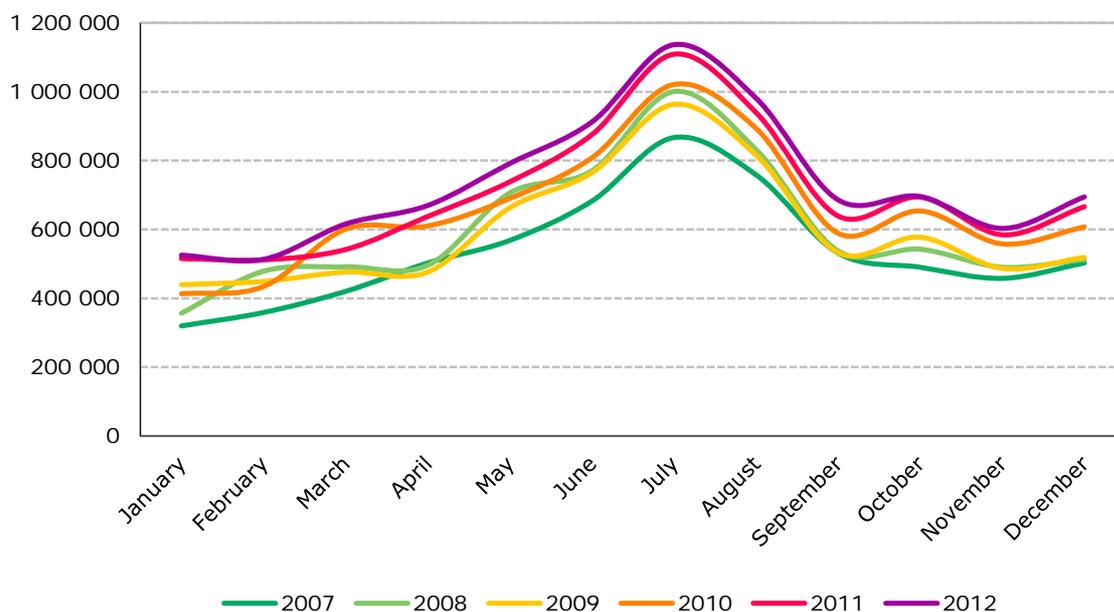
Passengers at the Tallinn Old City Harbour

In 2012 the number of passengers passing through Tallinn Old City Harbour grew by 4%. **Altogether 8.83 million passengers were served in Tallinn Old City Harbour.**

Tallinn-Helsinki line served 7.26 million passengers, which is 4% more compared to 2011. Passenger numbers on the Swedish line were up by 2% compared to previous year, reaching up to 949 882 people. St. Petersburg line saw increase in passenger numbers more than 60 percentage points with 184 440 people. The cruise passengers account for 5% of the share with 440 500 passengers.

The greatest number of passengers, 5.47 million people or 62% were served by ferry company Tallink (62% of all passengers), followed by VikingLine with 1.83 million passengers or 21%, EckeröLine with 921 200 passengers or 10% and St. Peterline with 184 400 passengers or 2%.

**Passengers at Tallinn Old City Harbour month by month
2007-2012**



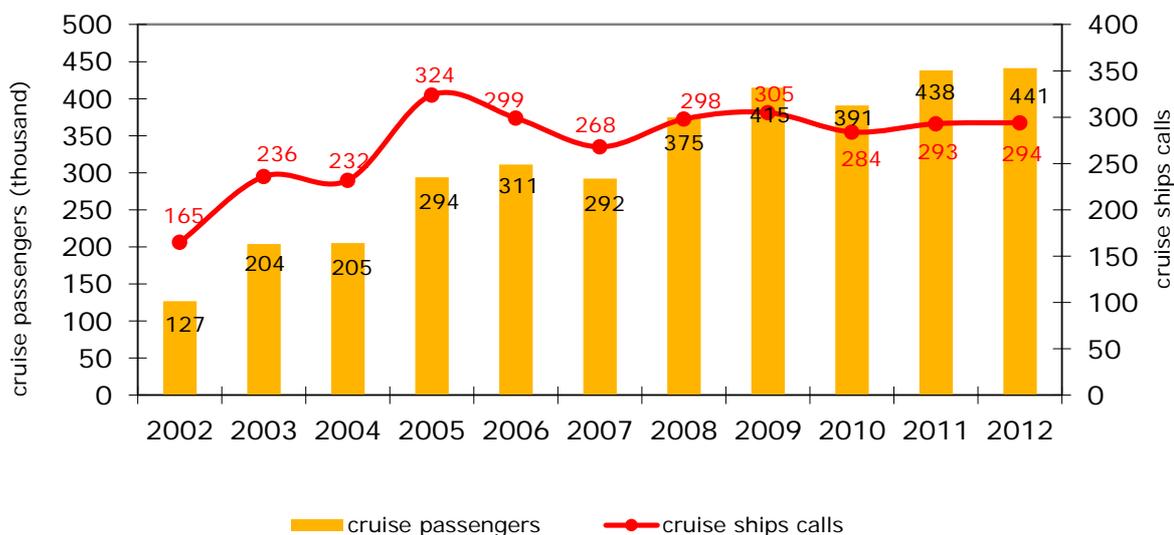
Source: Port of Tallinn

Tallinn is the third most popular stop over place for cruise ships sailing the Baltic Sea region. In 2012, cruise ships made 372 calls to Copenhagen, 307 to St. Petersburg and 294 to Tallinn¹².

¹² http://www.cruisebaltic.com/media%284662,1033%29/Cruise_Baltic_statistics_2000-2013.pdf

Tallinn received in total 440 000 cruise passengers. The number of cruise passengers grew by 1% compared to the previous year. For the second year running five cruise ships' turnarounds took place in 2012 in co-operation with Tallinn Airport¹³. The greatest number of cruise ships calls was in August (74). Tallinn had its busiest day on August 24, when close to 10 000 cruise passengers and crew members came to explore Tallinn. The most visits (15) were made by the cruise ship Norwegian Sun. Most passengers were brought at one time with cruise ship Emerald Princess (altogether 3 380).

Cruise ships calls and passengers in Tallinn 2002-2012



Source: Port of Tallinn

Most cruise passengers visiting Tallinn were from Germany 25%, followed by the USA 20%, United Kingdom 17%, Spain 5%, Canada 5%, Italy 4%, Russia 3% and the rest of the 22% from 137 different countries.

Cruise passengers' survey ordered by Tallinn Port and carried out by consultation company G.P.Wild showed that most travellers (97%) get off the ship and explore Tallinn. They spend on average 4.5 hours in the city. Ninety six percent of those questioned found their visit to Tallinn lived up to their expectations or even more. On a five point scale, where one indicates not satisfied and five indicates very satisfied with visit, cruise passengers rated their visit to Tallinn 4.49.

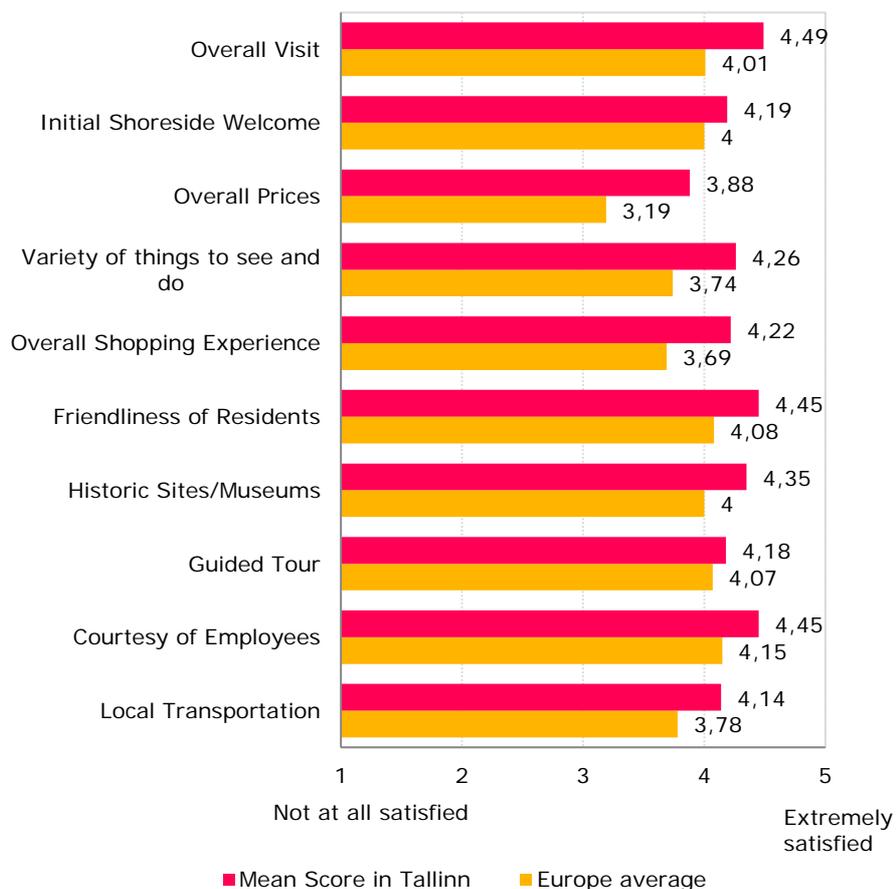
The friendliness of the locals, service standards at the shops and Tallinn's historic sights scored the highest points among the cruise passengers. Tallinn received higher points, than average in Europe, in all 10 categories asked. Passengers were asked to evaluate services at the port, the guided tour, historic sights and museums, diversity of sights and activities in the city, overall purchasing experience, price level, local transport and to the visit in whole.

On average, each cruise passenger spent 56.70 Euros during their time in Tallinn, which is also higher than the average figure in Europe (53.13 Euros). Most money is spent on excursions (on average 26.71 Euros), local handicraft and souvenirs (11.59 Euros), clothes (5.83 Euros), food and beverages (4.81 Euros). An estimated 26.4 million Euros was spent in Tallinn in 2012 by the cruise passengers and crew members. From direct expenditure by the cruise passengers and crew members estimated 12.1 million Euros is the money paid to travel agencies for excursions. 10 million Euros was left to Tallinn's shops for purchases. Overall

¹³ This means that the passengers and some members of the cruise ship changed.

financial impact by cruise passengers to Tallinn and its surroundings is estimated at 51 million Euros.

Cruise passenger satisfaction survey 2012



Source: Port of Tallinn, G.P.Wild

Tallinn's revenue from tourism

Estonian export of tourism services in 2012 grew by 6% according to Bank of Estonia. Foreign tourists spent in total 947 million Euros on different goods and services¹⁴.

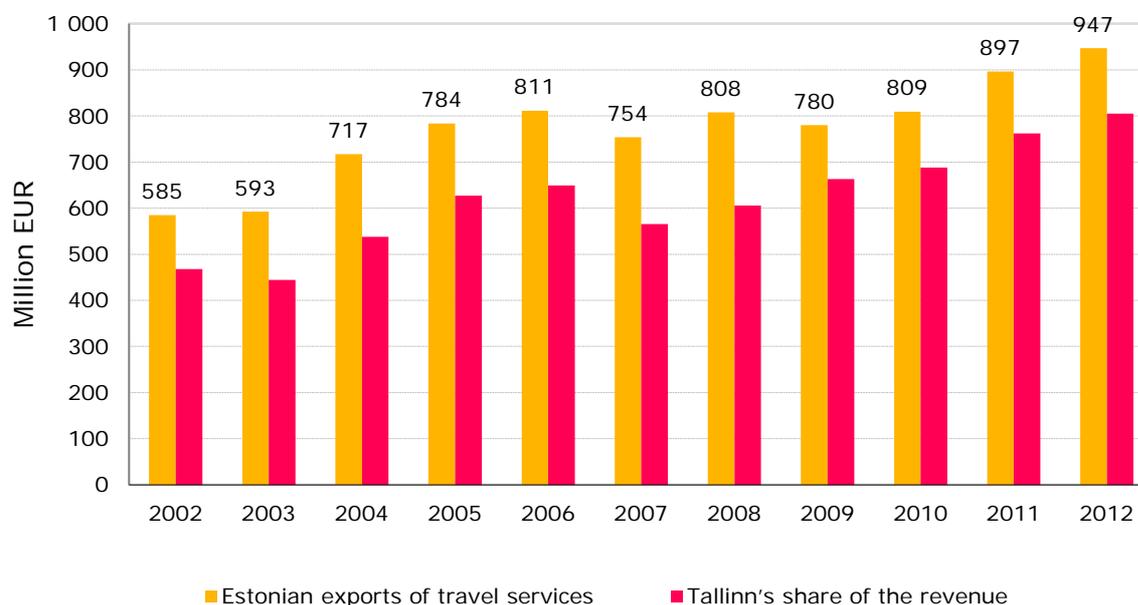
In 2012 the structure of visitors to Estonia changed. When in 2011 there were record numbers of visitors from European Union countries, then in 2012 the visitors from those countries decreased by close to 7%. Visits from Russia and other CIS countries at the same time grew by close to a third. This helped to decrease seasonality in tourism sector and increase occupancy rates at the accommodation establishments at the beginning of the three months and in the last quarter of 2012.

Considering the regional divide and the structure of the travel related expenditure of the foreign tourists, Tallinn's share of the revenue within the Estonia's tourism export can be estimated at 85%.

¹⁴ <http://www.eestipank.ee/press/eesti-reisiteenuste-eksport-kasvas-mullu-6-947-miljoni-eurooni-18022013>

Tallinn's **export of travel services** (foreign tourists' expenditure in Tallinn) grew by an estimated 5 to 6 percentage points, totalling close to **800 million Euros**.

Foreign tourists average spending in Estonia (export of travel services) and estimated Tallinn's share of it 2002-2012



Source: Bank of Estonia

Visits to Tourist Information Centre and Tallinn's tourism information channels

In 2012, Tallinn's **Tourist Information Centres** was visited by a total of **152 200 visitors**, of whom **94%**, or **142 700** came from abroad and **6%**, or **9 500** were from Estonia.

Compared to 2011, the number of visitors decreased by 16%, or 28 200 visitors. One of the main reasons for this was the rearrangement of tourism information sharing. In 2011, two tourist information centres operated. In 2012 since April only one centre shared Tallinn's information.

Foreign tourists from Russia (26 000) paid the greatest number of visits to the Tourist Information Centre, followed by Germans (19 900), Finns (18 900) and Britons (13 000). Compared to 2011 the number of clients from Russia grew the most. **A total of 154 100 queries came into the Tourist Information Centre in 2012**. Trends from previous years continued: the numbers of queries presented in person at the information centre grew, while the numbers of queries sent by post, fax and e-mail shrank. Therefore the clients at the information centre expect increasingly more advising and recommendations. The most frequent topics of interest were transportation connections, city maps, excursions and shopping information. There was also interest in sights, museums, events and Tallinn Card product.

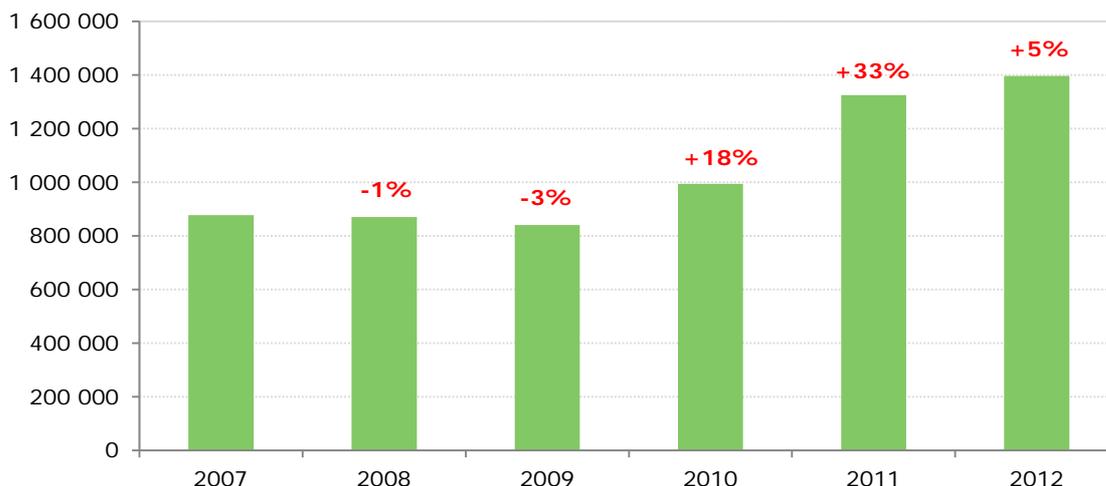
Tourism information on Tallinn was shared at the following electronic channels; Tallinn's Tourism Web, Tallinn's Photo Bank, mobile applications for tourism information, VisitTallinn accounts in social media.

The **Tourism Web** (www.tourism.tallinn.ee) was visited 1.4 million times in 2012 with in total 5.7 million page views and average of 4.5 pages per visit. The average length of stay on the

page was close to 5 minutes (04:50). Compared to the previous year there was slight increase in both the number of visits and page views.

The most frequently read topics included the city's sights, entertainment, active holiday and travel planning. Most page views per one visit were made by visitors from Finland (23% of the visits) followed by Russia (14%), Great Britain (6%), Germany (5%) and Sweden (5%). Tourism Web was important information source for Estonians, whose visits formed a quarter of all the visits made in 2012.

Tourism Web (www.tourism.tallinn.ee) visits



Source: Tallinn City Tourist Office & Convention Bureau

Tallinn Photo Bank (tallinn.fotonet.ee) with hundreds of images of Tallinn as a tourism destination is aimed at travel professionals and press. Photo bank was visited close to 10 000 times in 2012. Tourism information is also available in mobile applications. **Online mobile application** (www.tallinn.mobi) was visited close to 36 000 times in 2012, **offline "Tallinn Official Tourist Guide" for Android mobile devices** received over 700 active users per day. Tallinn as tourism destination uses social media to increase the awareness of the destination and also to share tourist information. Brand name VisitTallinn is used in social media channels. Facebook page (www.facebook.com/VisitTallinn) received over 7.4 million views in 2012. Tourism videos on YouTube (www.youtube.com/VisitTallinn) were viewed 137 000 times. Photo galleries with Tallinn's images in Flickr account (www.flickr.com/VisitTallinn) were viewed close to 48 000 times.

Chart. Tourists accommodated in Tallinn, number of nights spent and length of stay¹⁵

Country of origin	Accommodated	Change 2011/2012		Bednights	Change 2011/2012		Length of stay
		No	%		No	%	
Albania	285	128	82	540	-31	-5	1,89
Austria	6 652	526	9	14 289	50	0	2,15
Belgium	6 771	-801	-11	14 998	-2 217	-13	2,22
Bulgaria	1 354	-204	-13	3 587	-1 589	-31	2,65
Spain	22 519	-1 589	-7	48 332	-5 014	-9	2,15
Holland	13 663	-408	-3	30 025	-1 963	-6	2,20
Croatia	1 042	-113	-10	1 902	-222	-10	1,83
Ireland	4 462	-2 984	-40	11 097	-6 973	-39	2,49
Island	730	-143	-16	1 787	-387	-18	2,45
Italy	26 608	-2 776	-9	60 968	-9 739	-14	2,29
Greece	2 413	-26	-1	5 567	403	8	2,31
Cyprus	600	182	44	1 435	241	20	2,39
Lithuania	31 157	-1 143	-4	50 855	-2 140	-4	1,63
Luxembourg	1 191	364	44	2 384	751	46	2,00
Latvia	46 220	1 839	4	69 987	4 040	6	1,51
Malta	299	80	37	640	93	17	2,14
Norway	42 290	-3 164	-7	93 141	-10 626	-10	2,20
Poland	19 964	-2 178	-10	36 231	-2 921	-7	1,81
Portugal	2 553	-155	-6	6 207	-488	-7	2,43
France	18 953	1 479	8	45 716	2 503	6	2,41
Sweden	56 781	-7 167	-11	95 134	-15 166	-14	1,68
Romania	1 876	-122	-6	4 297	-244	-5	2,29
Germany	78 780	5 600	8	165 352	5 080	3	2,10
Switzerland	8 180	1 134	16	15 633	1 228	9	1,91
Slovakia	2 130	920	76	5 452	1 929	55	2,56
Slovenia	1 218	232	24	2 832	369	15	2,33
Finland	589 813	-5 447	-1	946 853	-10 367	-1	1,61

¹⁵ Due to monthly correction of data by Statistics Estonia the figures in the above chart may change over time

Country of origin	Accommodated	Change 2011/2012		Change Bednights	Change 2011/2012		Length of stay
		No	%		No	%	
United Kingdom	48 285	-16 094	-25	112 982	-47 588	-30	2,34
Denmark	11 522	-322	-3	21684	-1 878	-8	1,88
Czech Republic	4 563	289	7	9798	151	2	2,15
Turkey	4 771	623	15	10415	1 650	19	2,18
Ukraine	7 914	1 283	19	17338	2 057	13	2,19
Hungary	2 731	-278	-9	6494	-1 930	-23	2,38
Russia	183 433	40 999	29	369829	68 800	23	2,02
Other European countries total	27 278	1 847	7	49576	-197	0	1,82
African countries total	1 835	-33	-2	3668	-199	-5	2,00
Incl. Republic of South Africa	424	17	4	855	143	20	2,02
Asian countries total	27 001	6 283	30	46588	8 252	22	1,73
Incl. China	5 223	154	3	9222	724	9	1,77
Incl. Japan	8 032	115	1	14239	-4	0	1,77
Incl. South Korea	4 040	1 845	84	5423	2 062	61	1,34
United States of America	26 316	6 275	31	58370	13 961	31	2,22
Canada	3 427	23	1	7955	59	1	2,32
South and Central America	5 239	1 117	27	9907	945	11	1,89
Incl. Brazil	3 037	1 126	59	5604	1 516	37	1,85
Australia, Oceania	5 633	172	3	12501	217	2	2,22
Incl. Australia	4 797	-23	0	10753	102	1	2,24
Other countries	11 551	766	7	22126	508	2	1,92
Total foreign tourists	1 360 003	27 014	2,0	2 494 472	-8 592	-0,3	1,83
Total Estonian residents	156 916	713	0	264 496	-2 928	-1	1,69
Grand total	1 516 919	27727	1,9	2 758 968	-11 520	-0,4	1,82