



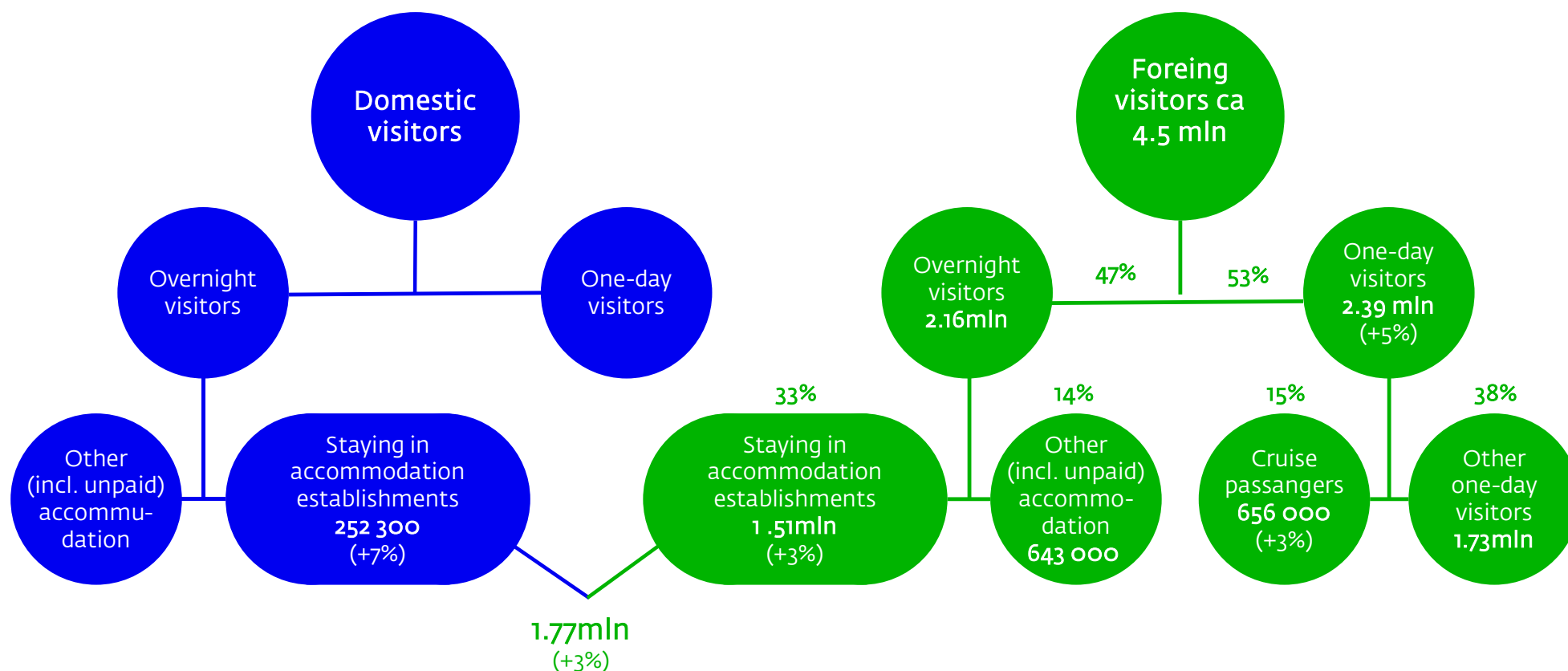
# Overview of tourism trends in Tallinn in 2019

Karen Alamets

Analyst

Tallinn City Tourist Office & Convention Bureau

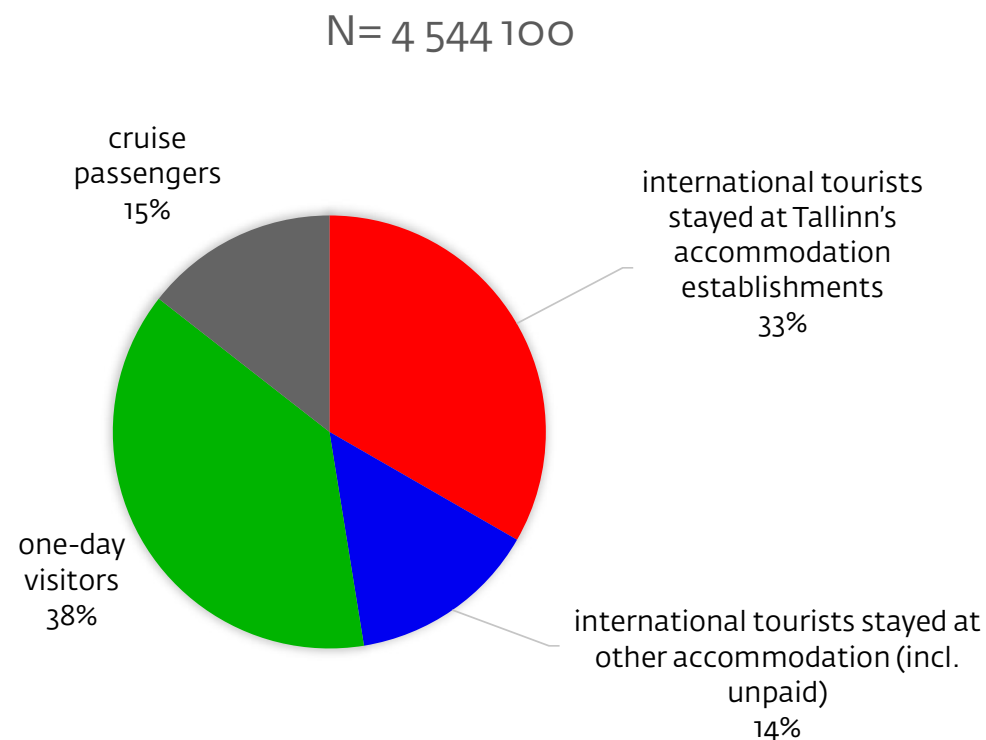
# Visitors to Tallinn 2019



Source: Positium LBS, Statistics Estonia, Port of Tallinn (2020)

# Visits of foreign residents to Tallinn, 2019

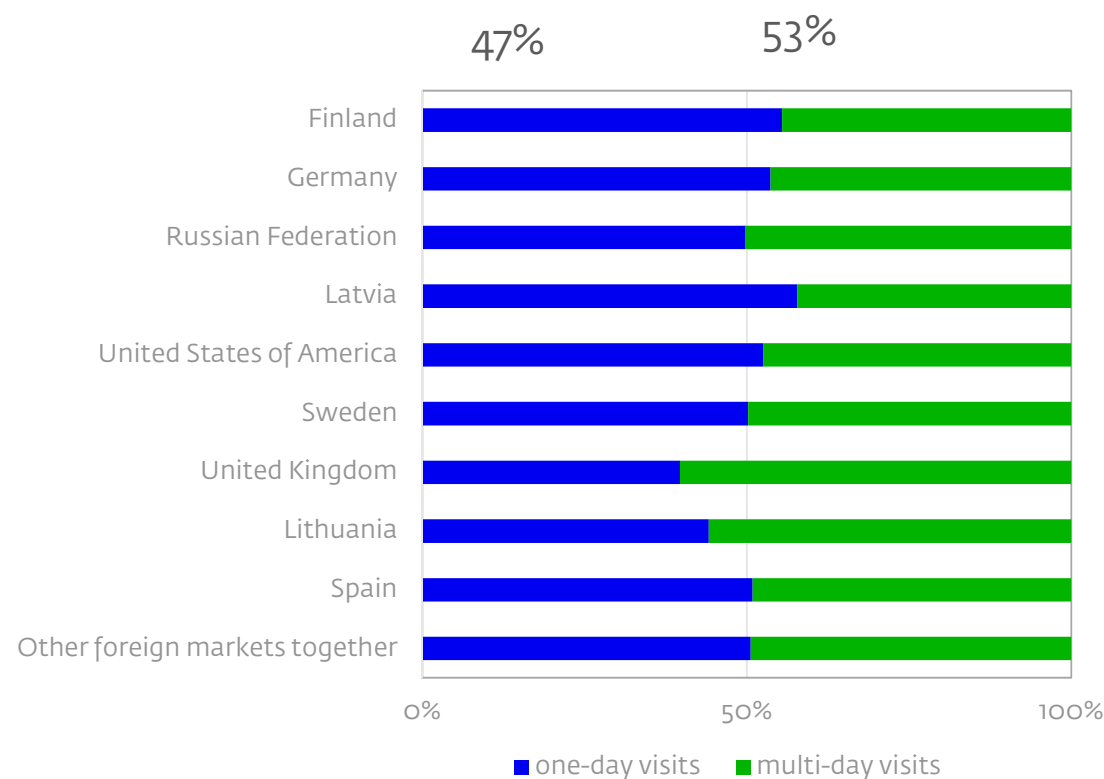
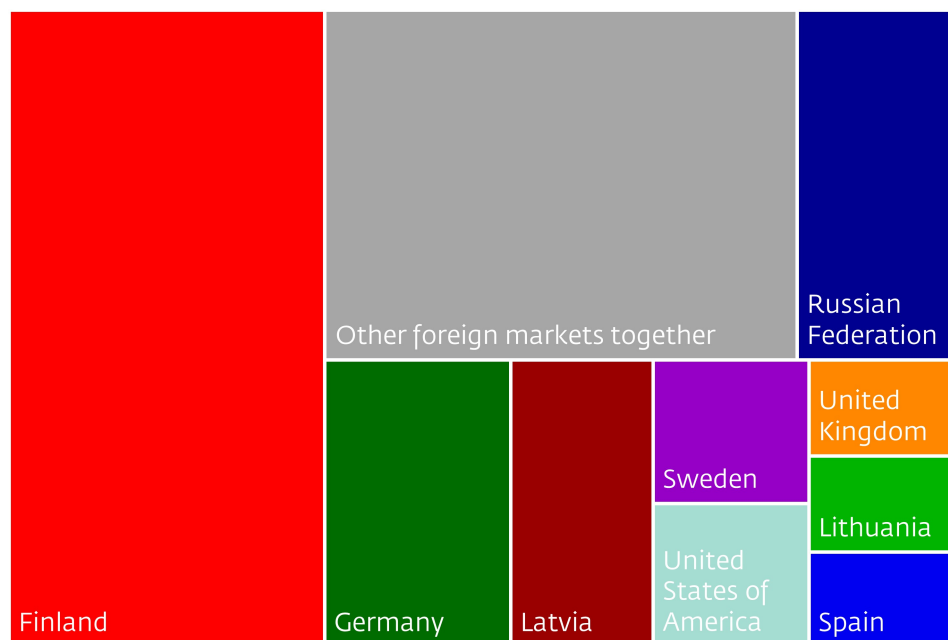
- Residents of foreign countries made 4,5 million visits to Tallinn.
- 53% foreign visitors (2,38 million) were same-day visitors, approximately 656000 of them arriving on cruise ships.
- 47% of foreign travellers (2.15 million in total) stayed in Tallinn for several days.
- Of those, 70% stayed in accommodation establishments in Tallinn and 30% stayed with other accommodation providers or with friends and relatives.



Source: Positium LBS, Statistics Estonia, Port of Tallinn (2020)

# Visits of foreign residents to Tallinn by country

N= 4 554 100



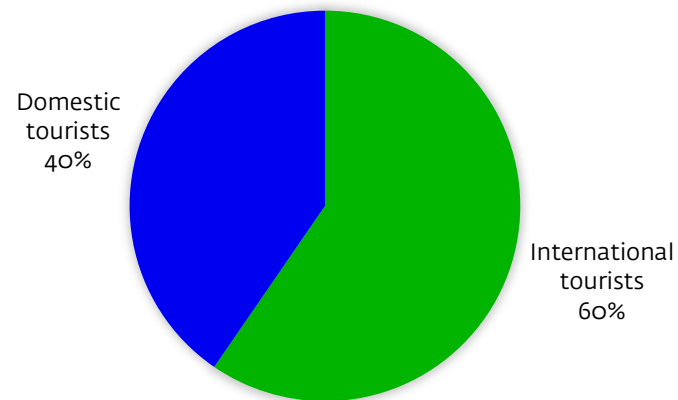
Source: Eesti Pank Positium LBS (10.02.2020)

# Accommodated tourists and overnight stays 2019

- According to Statistics Estonia, **1 772 755 tourists** stayed in accommodation **establishments in Tallinn** (+3% or **+57 747** people)  
Incl.:
  - international tourists: 1 513 133 3% (+3% or +50 407 people)
  - domestic tourists: 259 622 (+ 3% or +7 340 people)
- Tourists spent **3 265 373 nights** in Tallinn's accommodation establishments (+4% or +115,747 nights ).
- Incl.:
  - overnight stays by international tourists: 2 815 567 (+4% or +105,721 nights)
  - overnight stays by domestic tourists: 449 806 (+2% or +10,026 nights)
- This was a record year for Tallinn accommodation establishments in terms of the number of overnight stays.

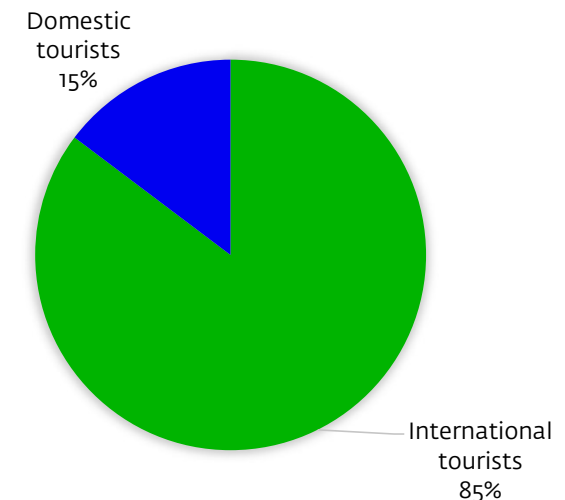
# Share of Tallinn: accommodated tourists

Estonia  
(tourists, N= 3 789 955)



Tallinn  
(tourists, N= 1772 755)

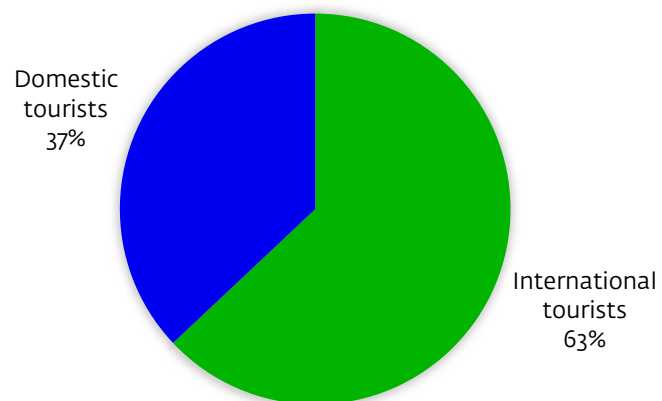
47%  
→



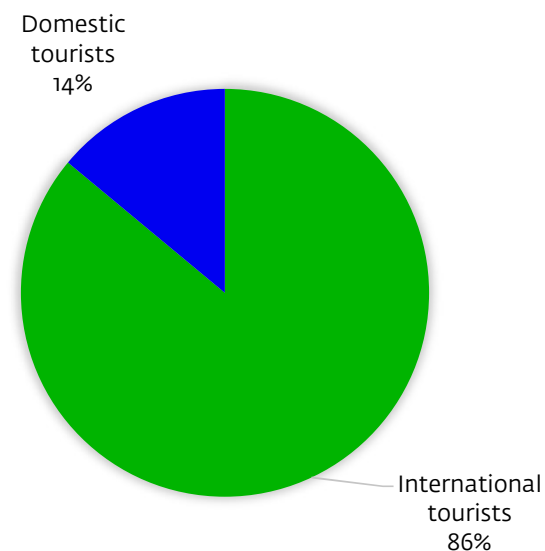
Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)

# Share of Tallinn: Overnight Stays

Estonia  
(bednights, N= 6 967 047)

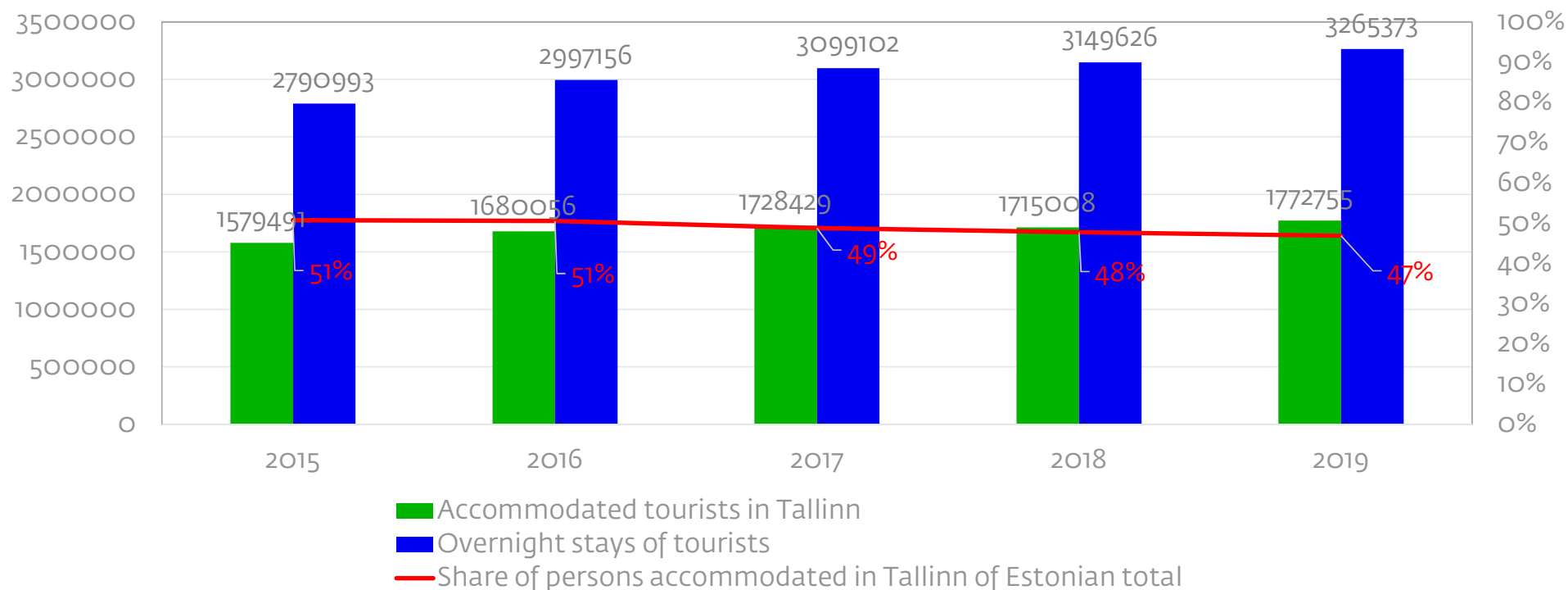


Tallinn  
(bednights, N= 3 265 373)



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)

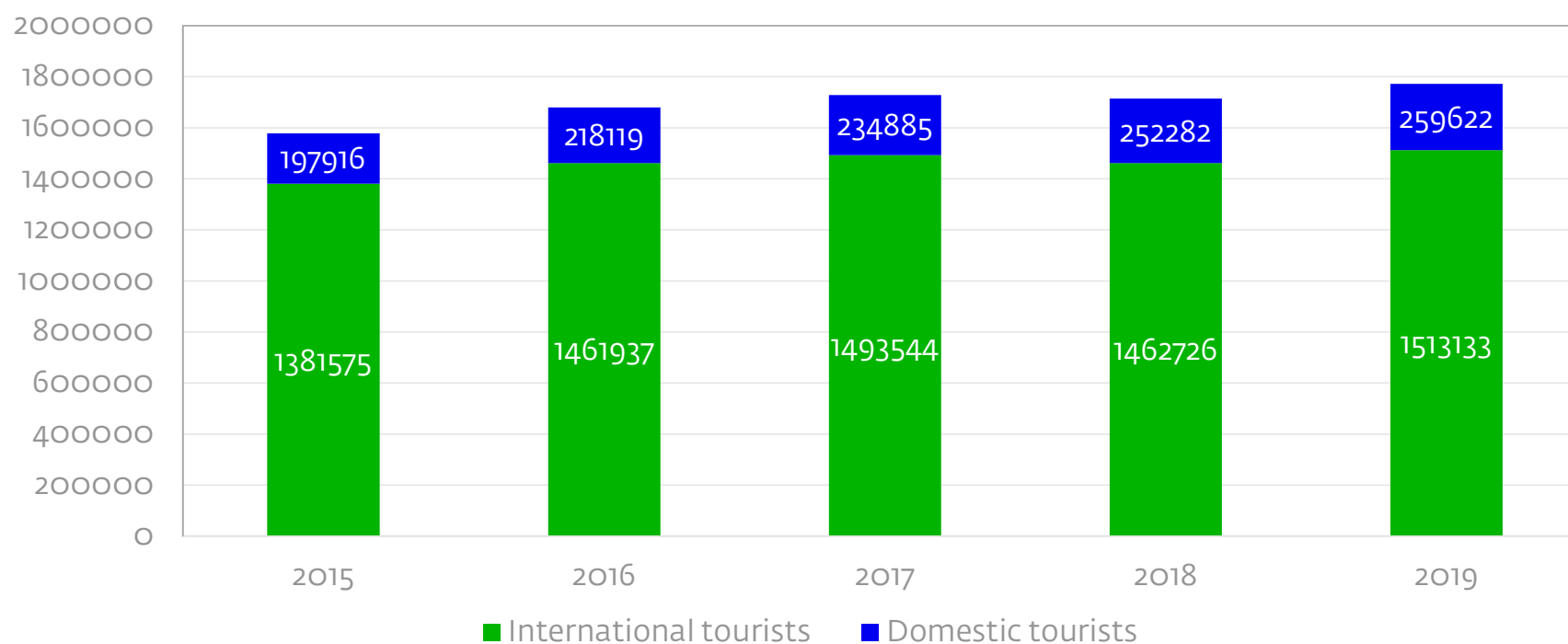
# Accommodated tourists and overnight stays in Tallinn 2015-2019



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 8.02.2019)

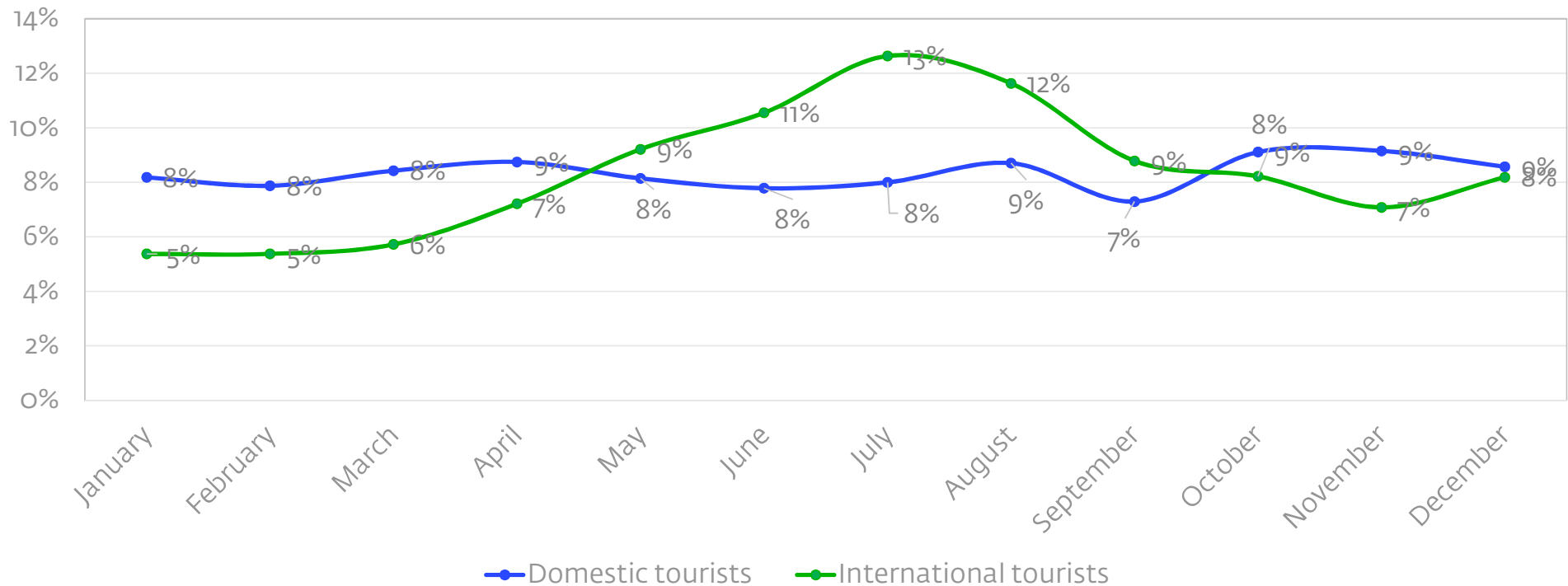


# Accommodated tourists in Tallinn 2015-2019



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 8.02.2019)

# Distribution of tourists to Tallinn by month

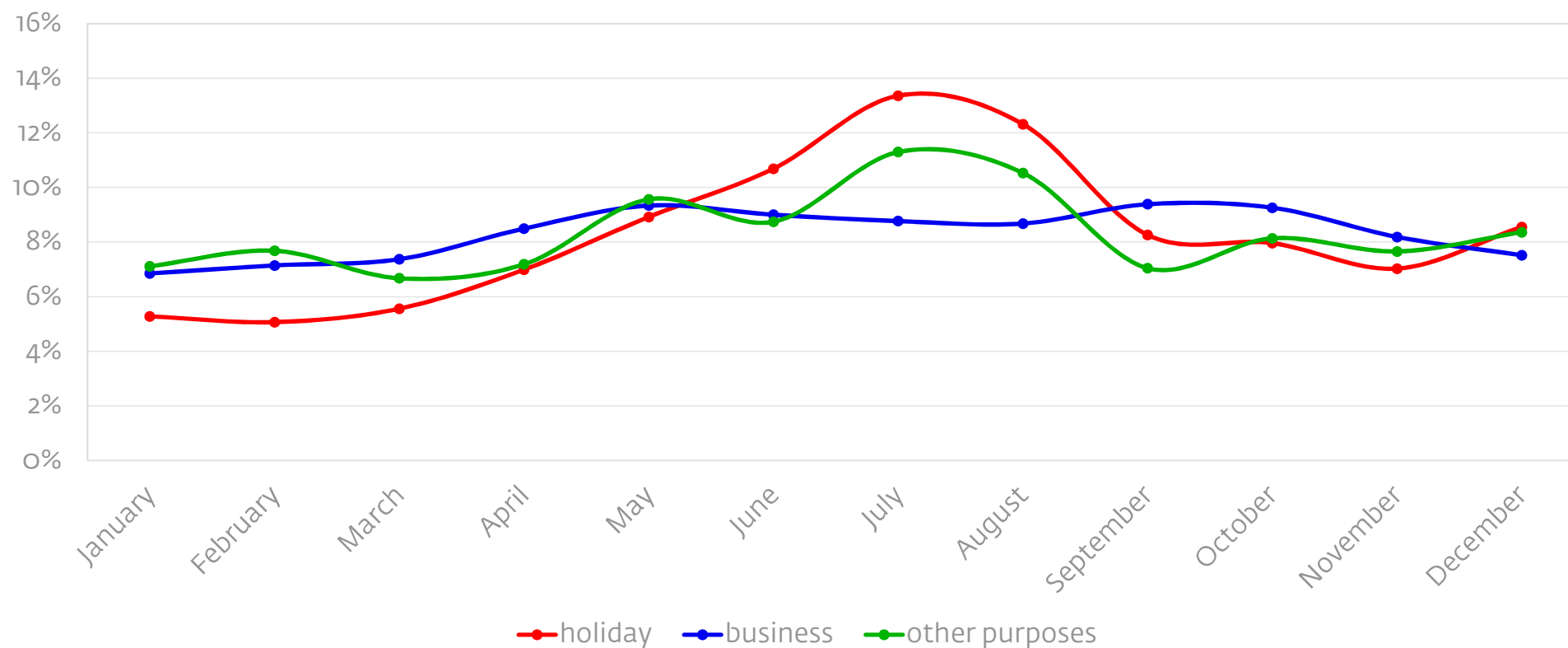


Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp)  
(Update 10.02.2020)

Tourism Trends in Tallinn in 2019

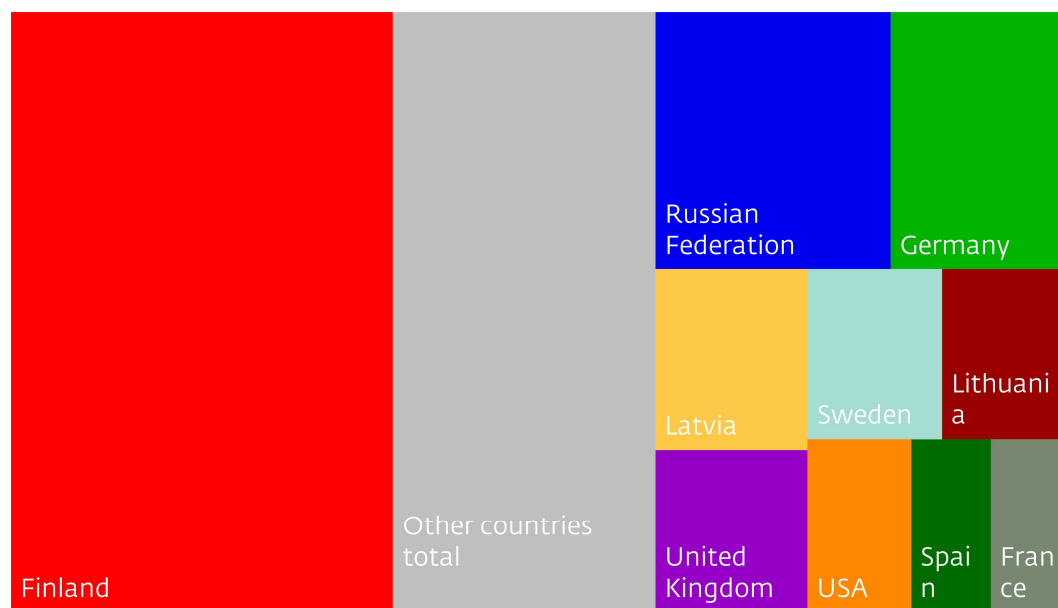
Visit Tallinn

# Seasonality by purpose of travel 2019



# Main foreign markets of Tallinn in 2019

Accommodated tourists  
N= 1 513 133



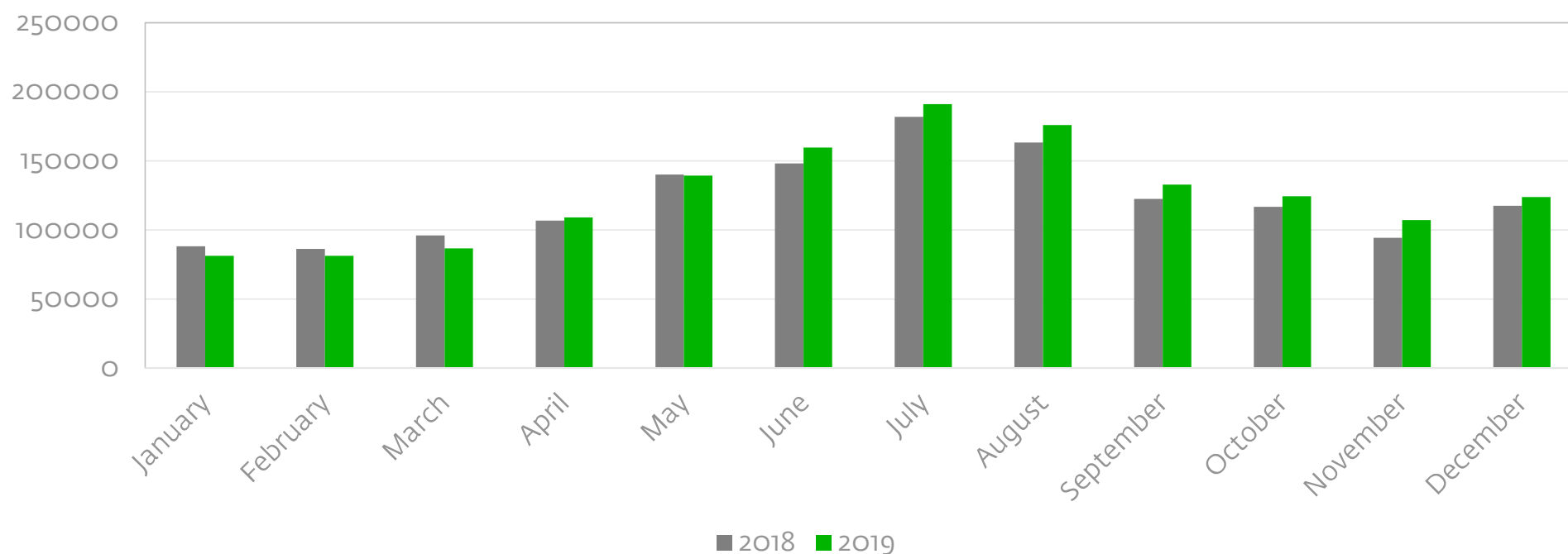
Country	Number	Change Number	%
Finland	546832	-31414	-5
Russia	143990	3787	3
Germany	108387	6758	7
Latvia	65794	9239	16
United Kingdom	59091	7026	13
Sweden	54550	4841	10
Lithuania	51052	10732	27
United States	42881	1982	5
Spain	32972	-2174	-6
France	31843	3850	14
Other countries total	375741	35780	11

Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp)  
(Update 10.02.2020)

Tourism Trends in Tallinn in 2019

Visit Tallinn

# Distribution of international tourists by month

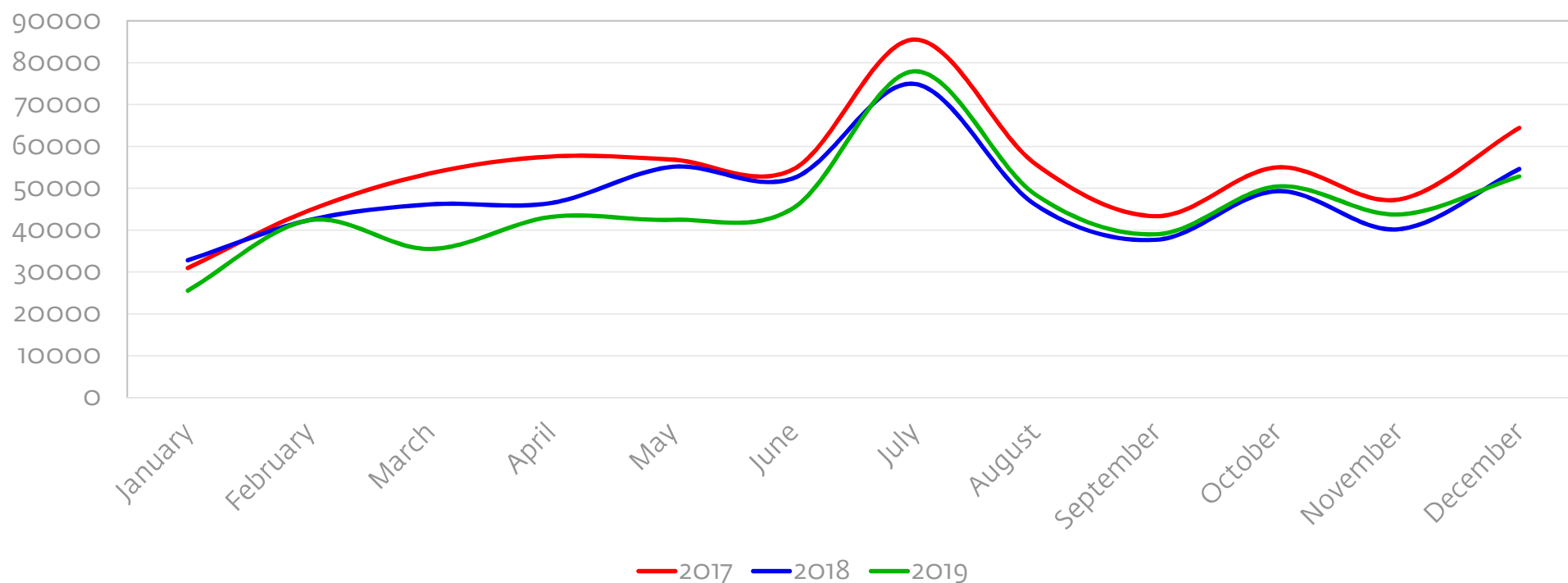


Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp)  
(Update 10.02.2020)

Tallinna turismitrendid 2019

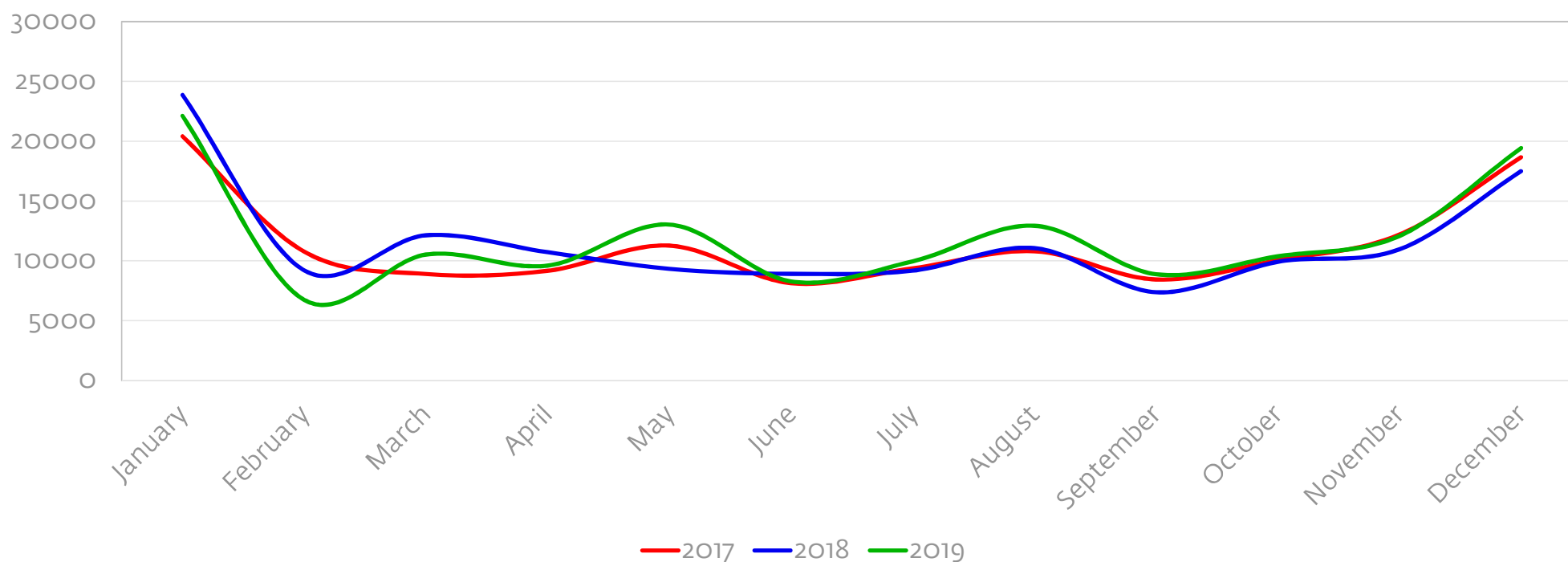
Visit Tallinn

# Visits of Finnish tourists to Tallinn by month



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)

# Visits of Russian tourists to Tallinn by month

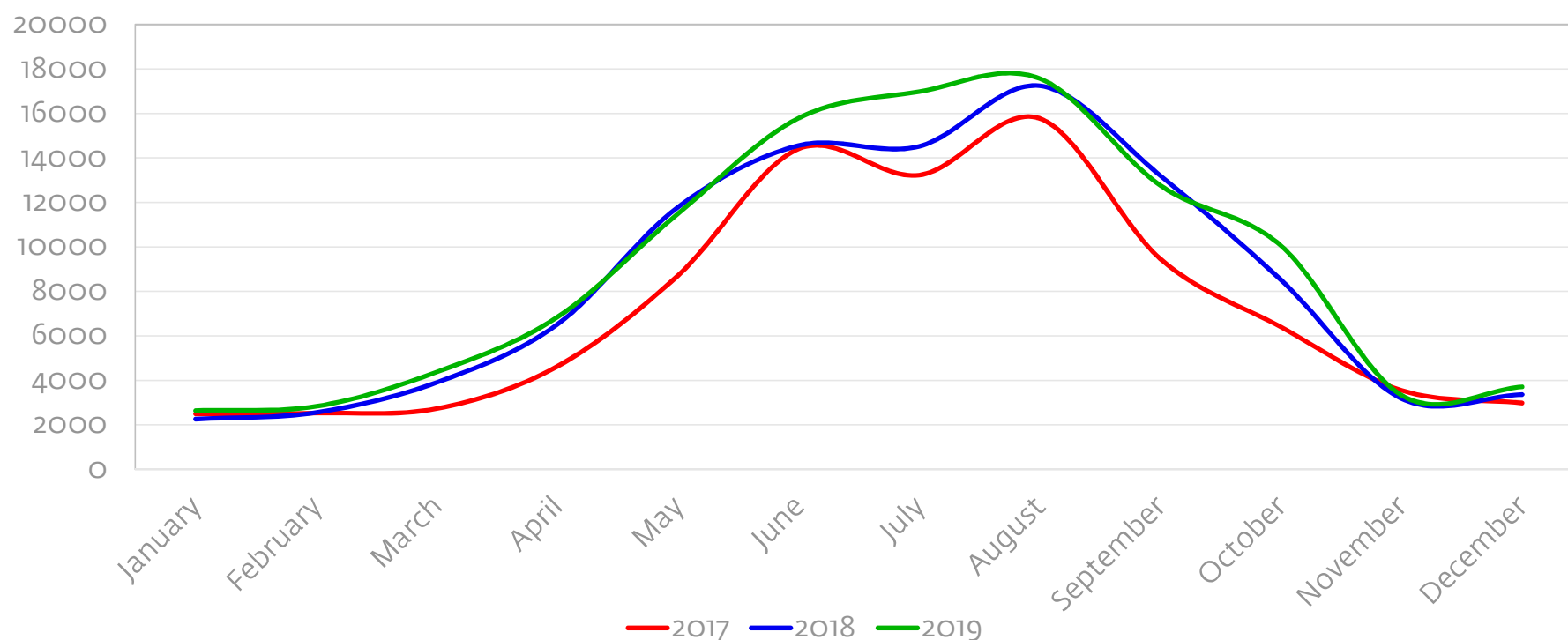


Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)

Tourism Trends in Tallinn in 2019

Visit Tallinn

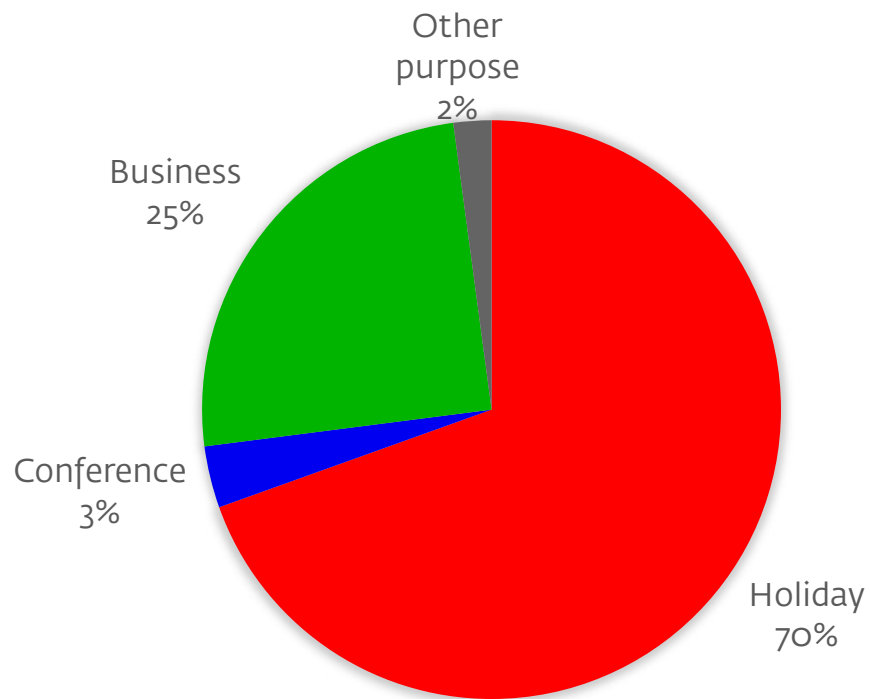
# Visits of German tourists to Tallinn by month



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)



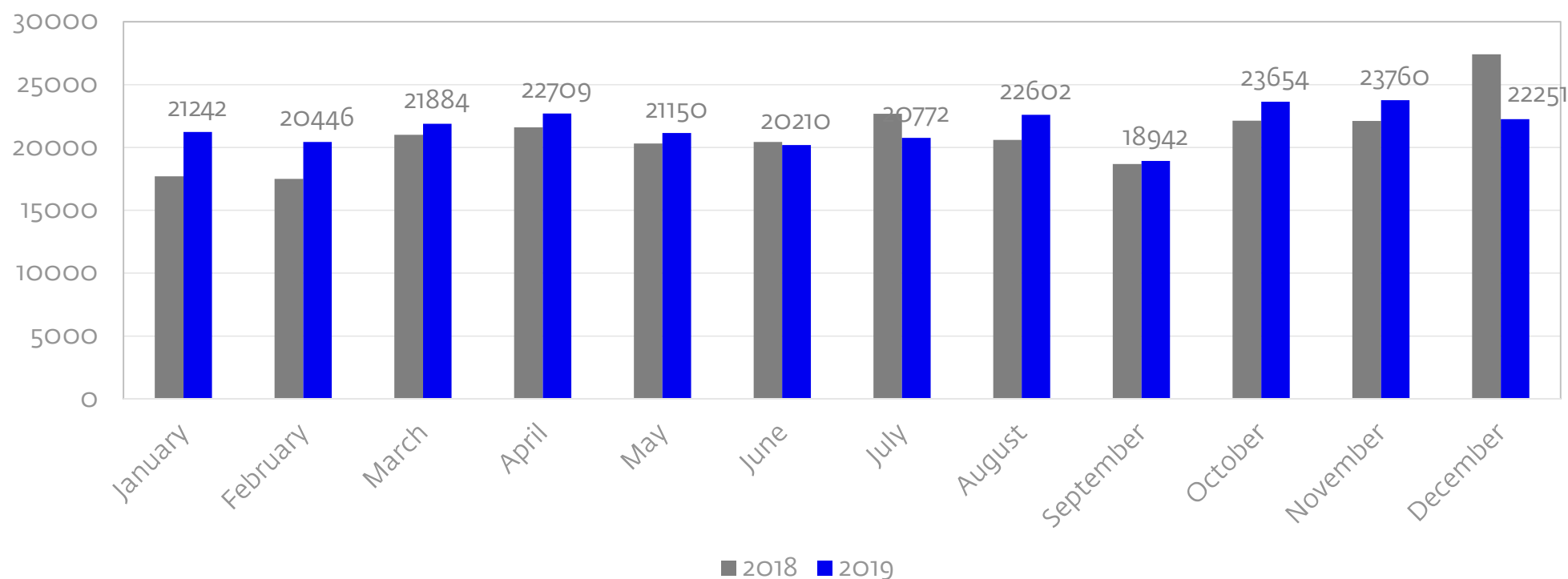
# International tourists by purpose of travel (2019)



	Number	Change 2018/2019 (number)	Change 2018/2019 (%)	Share (%)
Holiday	1051972	61817	6	70
Conference	52305	-3125	-6	3
Business	376871	11353	3	25
Other purpose	31985	-19638	-38	2
Total	1513133	50407	3	100

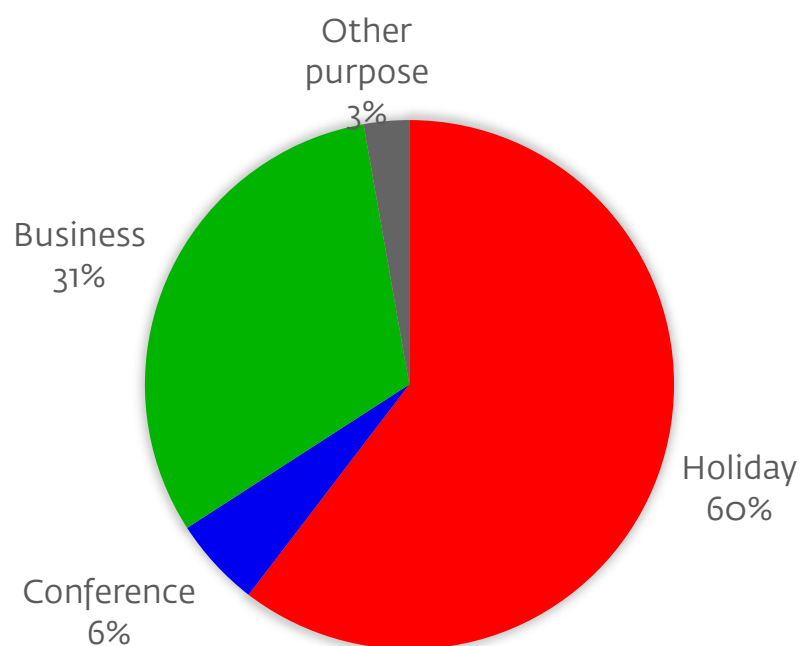
Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp)  
(Update 8.02.2019)

# Distribution of domestic tourists by month



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 1002.2020)

# Domestic tourists by purpose of travel 2019



	Number	Change 2018/2019 (number)	Change 2018/2019 (%)	Share
Holiday	156804	8238	6	60
Conference	14254	-337	-2	5
Business	81373	-2138	-3	31
Other purpose	7191	1577	28	3
Total	259622	7340	3	100

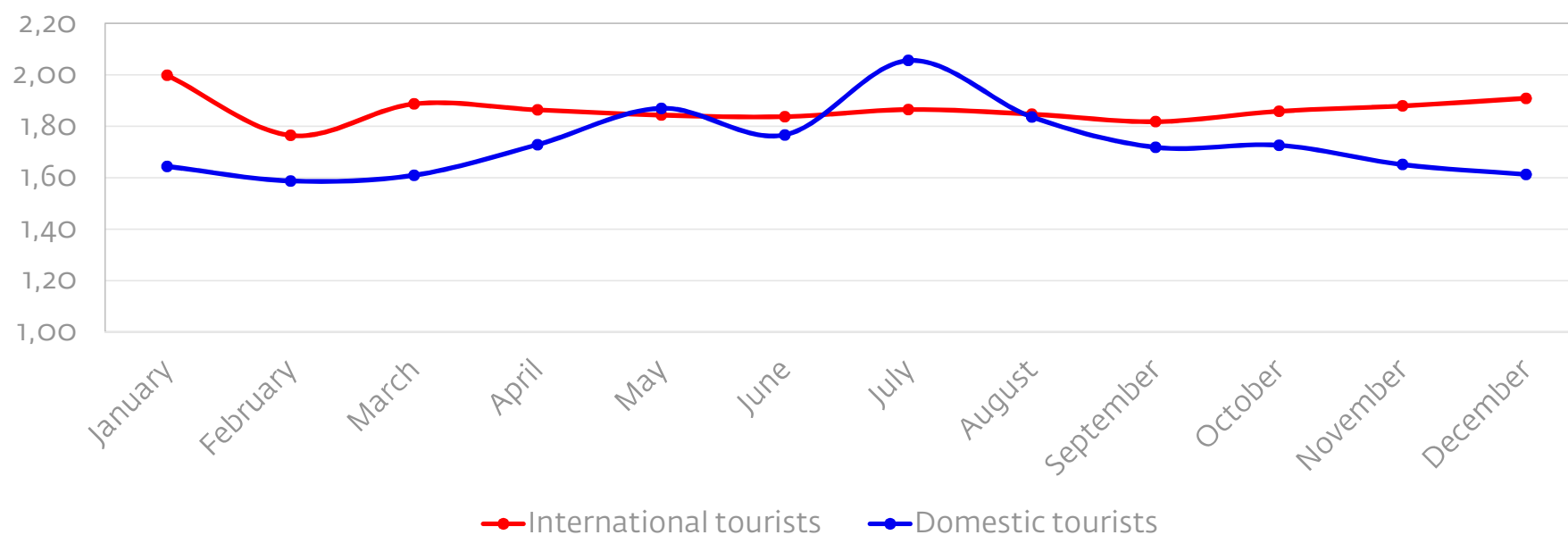
Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)

# Average length of stay of tourists (nights)

The tourists average length of the trip was 1.84 nights

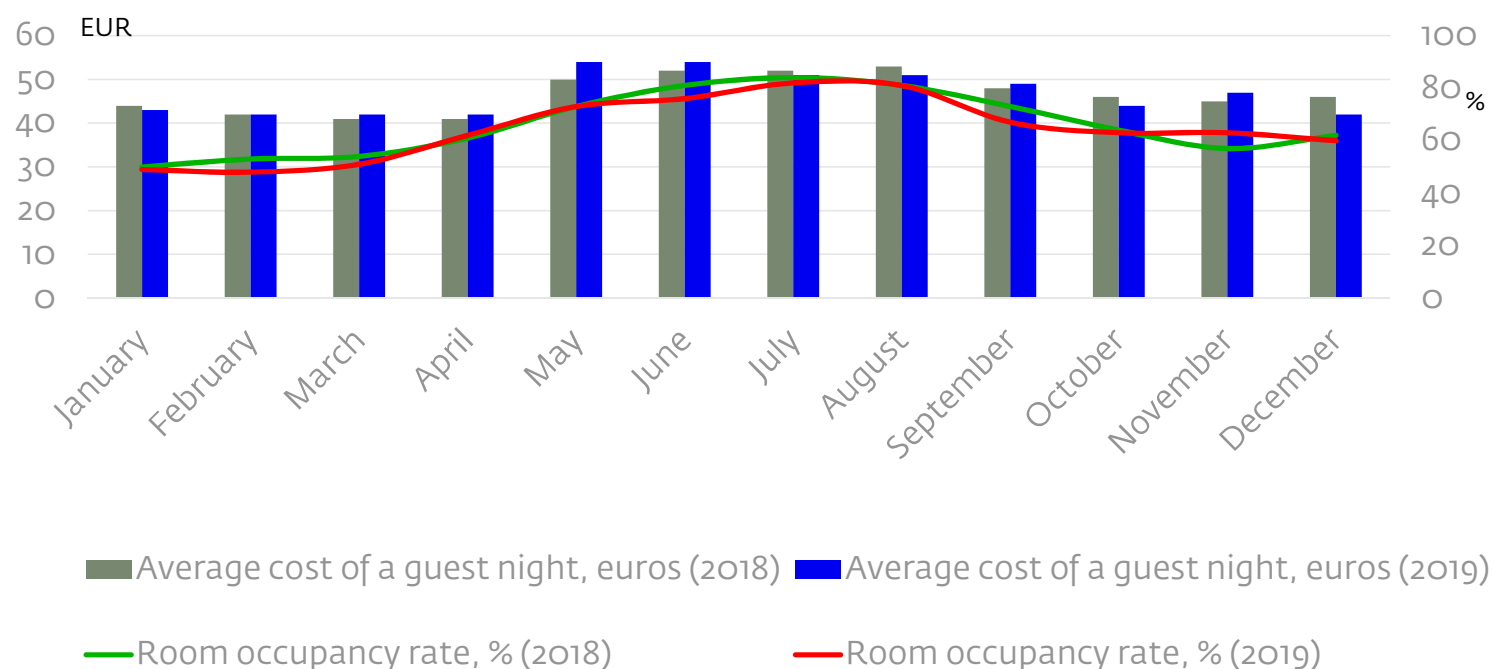
Domestic tourists spent an average of 1.73 nights

International tourists spent an average of 1.86 nights



Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 20.02.2020)

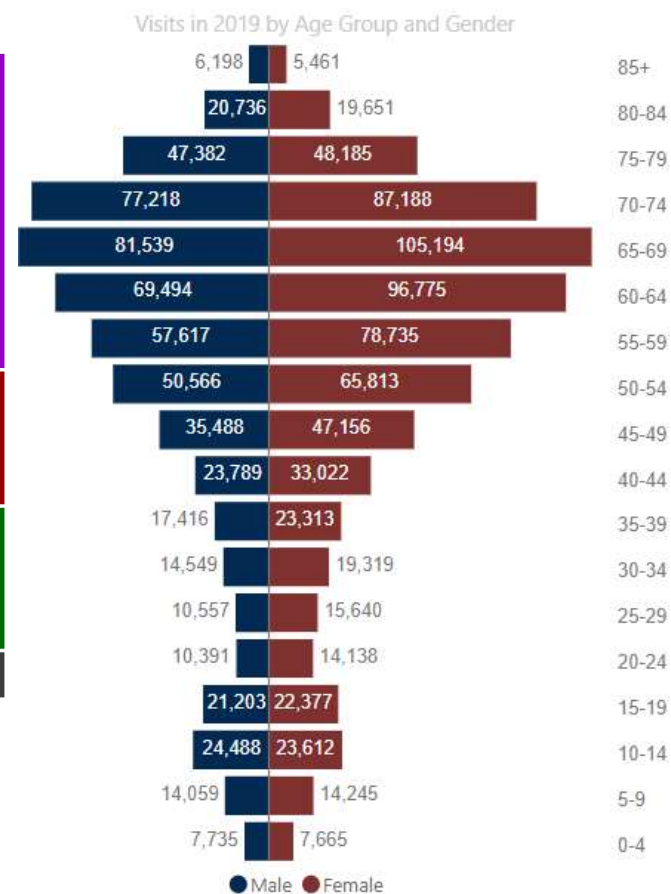
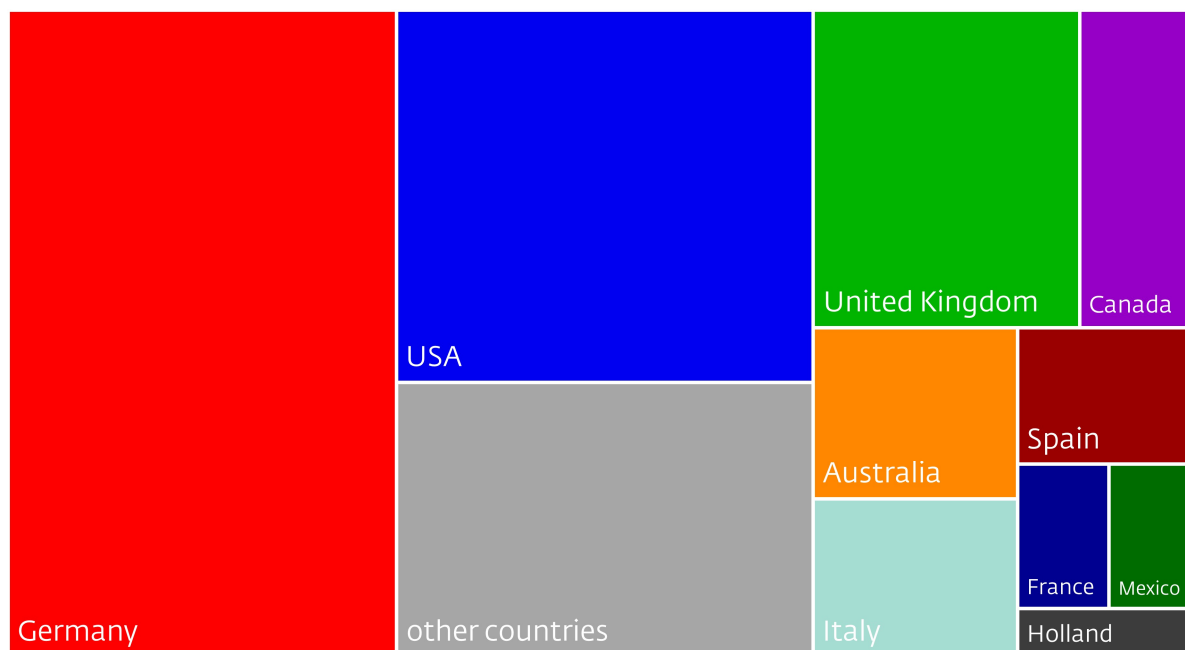
# Room occupancy rate in Tallinn's accommodation establishments and the average cost



In Tallinn, the total number of accommodation establishments was 162. They had 8 000 available rooms and could accommodate 17 400 guests. The average occupancy rate of rooms in accommodation establishments was 65%. The average cost for 24 hours was 48 euros.

Source: Statistics Estonia, [http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism\\_ja\\_majutus/o2Majutus/o2Majutus.asp](http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp) (Update 10.02.2020)

# Cruise ships calls and passengers in Tallinn



Cruise ships made 338 visits to the Old City Harbour

Source: Port of Tallinn (2020), <http://ts.ee/statistika>

Tourism Trends in Tallinn in 2019

Visit Tallinn



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

