

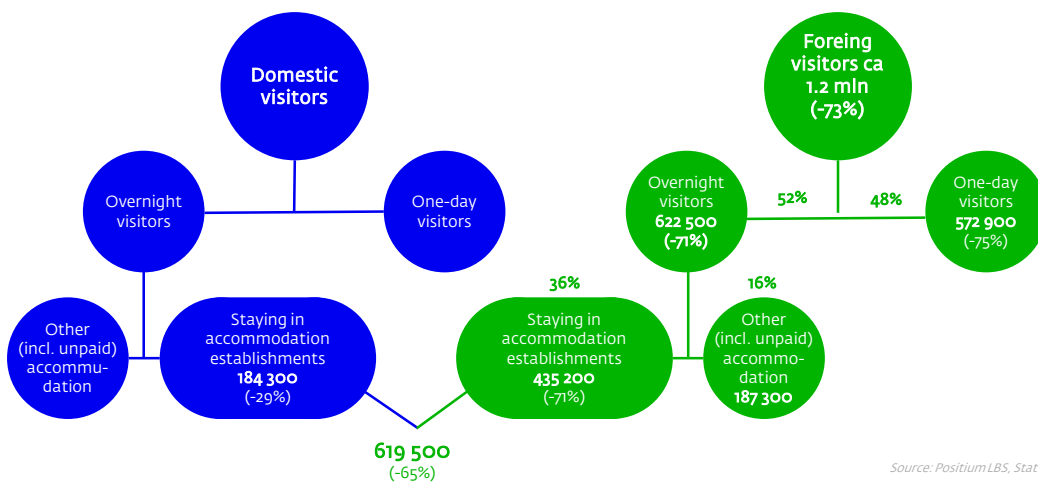
# Visit Tallinn

## Overview of tourism trends in Tallinn in 2020

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 Analyst  
 Tallinn City Tourist Office & Convention Bureau

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### Visitors to Tallinn 2020



Source: Positium LBS, Statistics Estonia

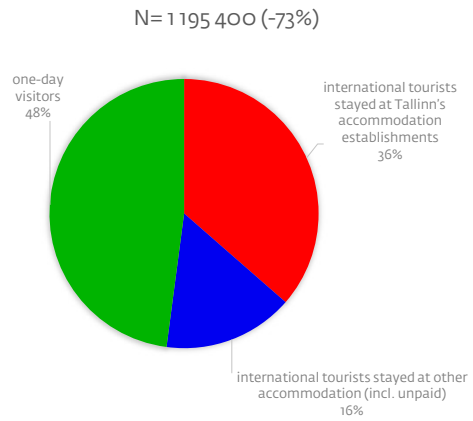
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## Visits of foreign residents to Tallinn, 2020

- Residents of foreign countries made approximately 1,2 million visits to Tallinn. The number of trips in 2020 was only one quarter as many as in 2019.
- 52% of foreign visitors (622 500 in total) stayed in Tallinn at least for one night. There were 71% fewer overnight visits than a year earlier, though they increased to 2,54 nights in duration on average.
- Out of them 527 900 were on a daytrip. The number of same-day visits dropped by 75%.
- Half of the visitors came from Finland, but the number of them was down 64% over the year. The Covid-19 crisis had least effect on visitors from Latvia (-40%) and Lithuania (-51%).
- Total consumption of these visitors in Tallinn was 287 million euros, which was 753 million euros less than a year earlier.



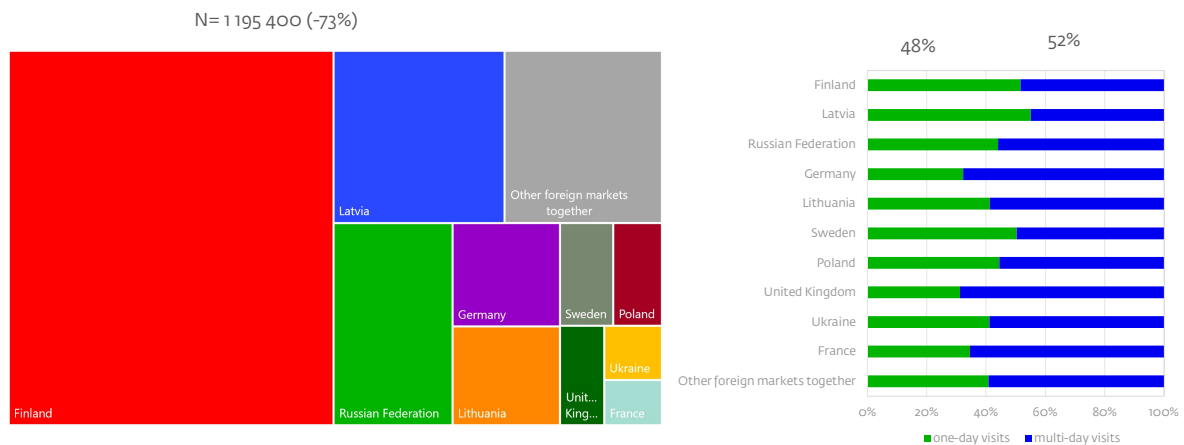
Source: Positium LBS, Statistics Estonia

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## Visits of foreign residents to Tallinn by country



Source: EestiPank, Positium LBS (09.02.2021)

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## Accommodated tourists and overnight stays 2020

- Of all the foreign visitors to Tallinn 52% stayed overnight. Of those, 70% stayed in accommodation establishments in Tallinn and 30% stayed with other accommodation providers or with friends and relatives.
- According to Statistics Estonia, **619 500 tourists** stayed in accommodation establishments in Tallinn (-65%)
  - Incl.:
    - international tourists: 435 200 (-71%)
    - domestic tourists: 184 300(-29%)
- Tourists spent **1,22 million nights** in Tallinn's accommodation establishments (-63%).
  - Incl.:
    - overnight stays by international tourists: 889 100 (-68%)
    - overnight stays by domestic tourists: 327 000 (-27%)
- The tourists average length of the trip was 1.96 nights

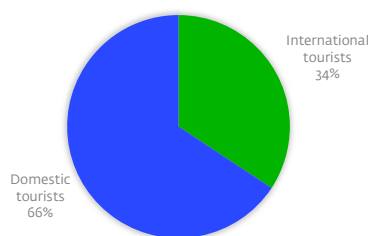
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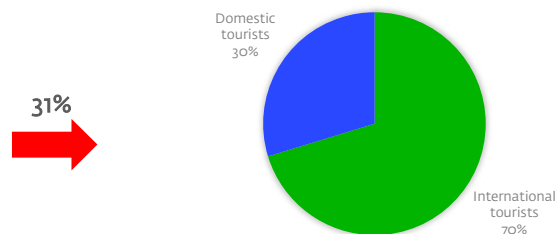
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## Share of Tallinn: accommodated tourists

Estonia  
(tourists, N= 1 972 131)



Tallinn  
(tourists, N= 619 512)



31%

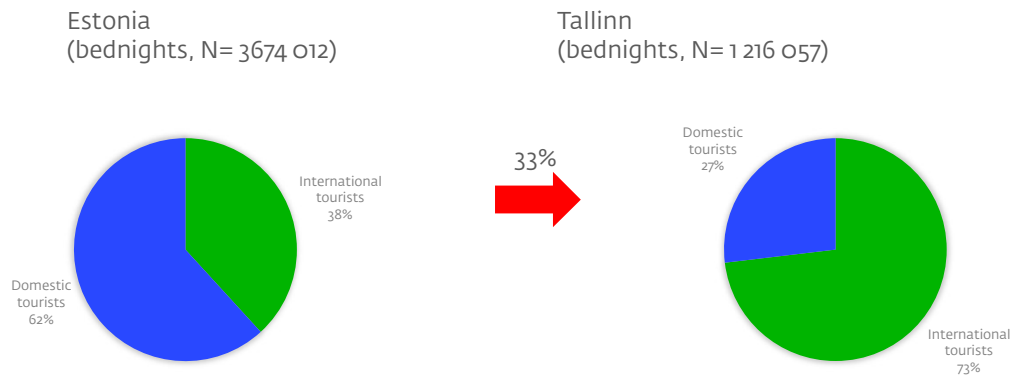
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU11](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU11) (Update 11.02.2021)

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## Share of Tallinn: Overnight Stays



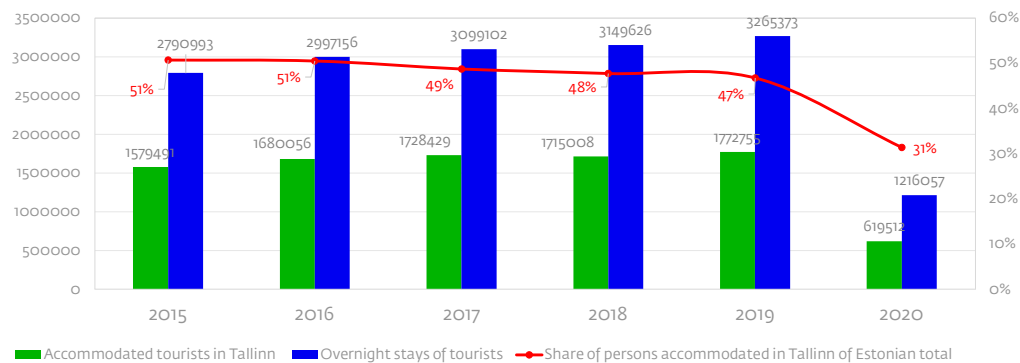
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Accommodated tourists and overnight stays in Tallinn 2015-2020



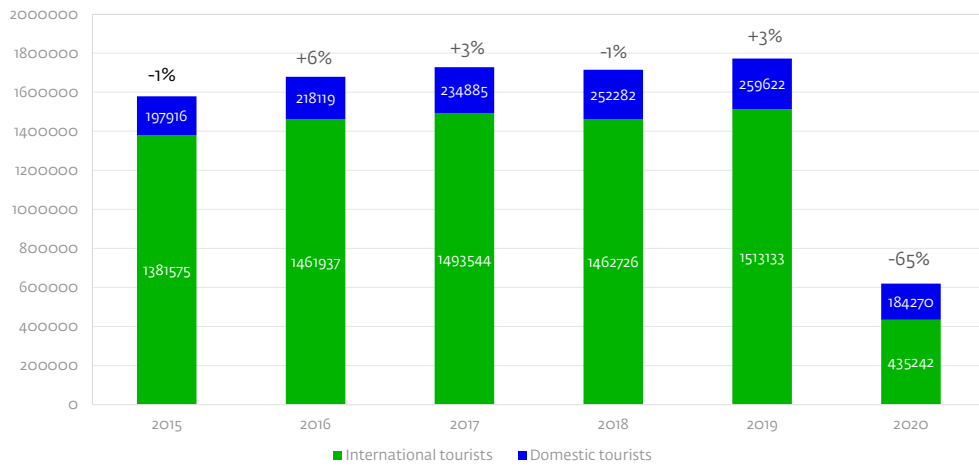
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2020)

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## Accommodated tourists in Tallinn 2015-2020



Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Distribution of tourists to Tallinn by month, 2020



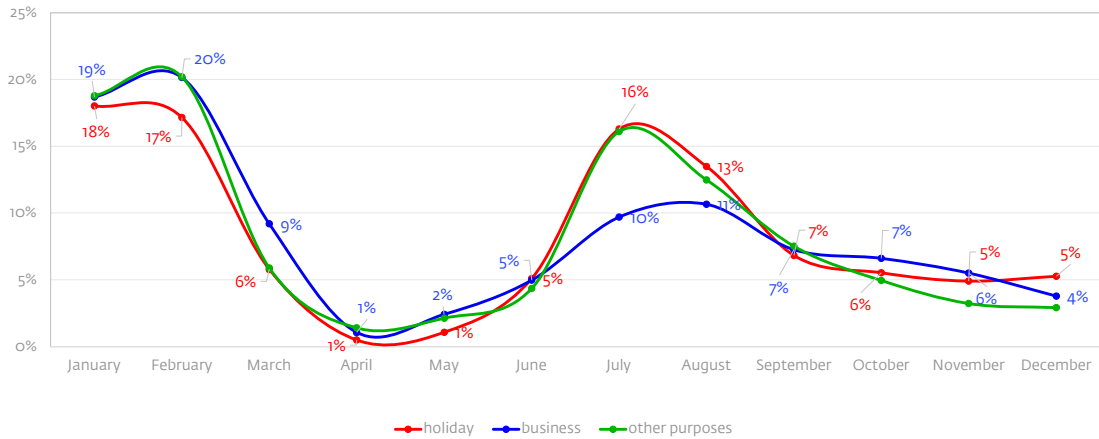
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Seasonality by purpose of travel, 2020



Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

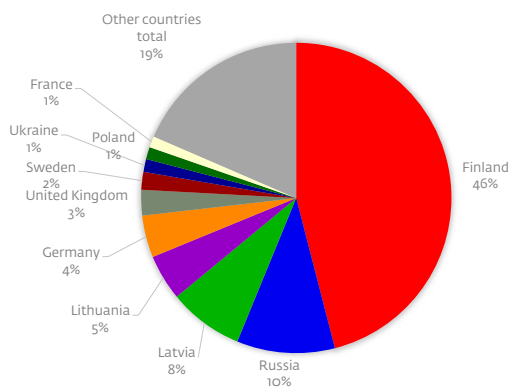
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## Main foreign markets of Tallinn in 2020

Accommodated tourists  
N= 435 200 (-71%)



Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

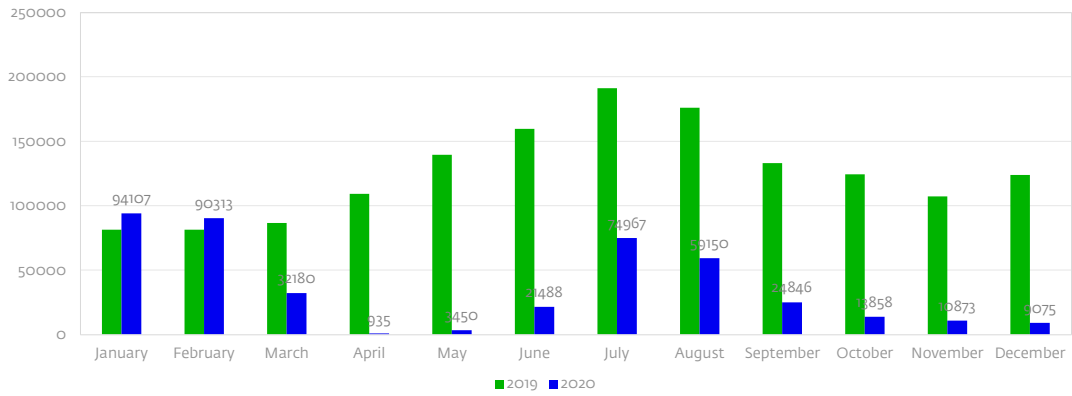
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Country	Number	Change Number	Change %
Finland	200209	-346623	-63
Russia	44472	-99518	-69
Latvia	33915	-31879	-48
Lithuania	20770	-30282	-59
Germany	19138	-89249	-82
United Kingdom	11568	-47523	-80
Sweden	8142	-46408	-85
Ukraine	5789	-12620	-69
Poland	5481	-21383	-80
France	5201	-26642	-84
Other countries total	80557	-325764	-80

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## Distribution of international tourists by month



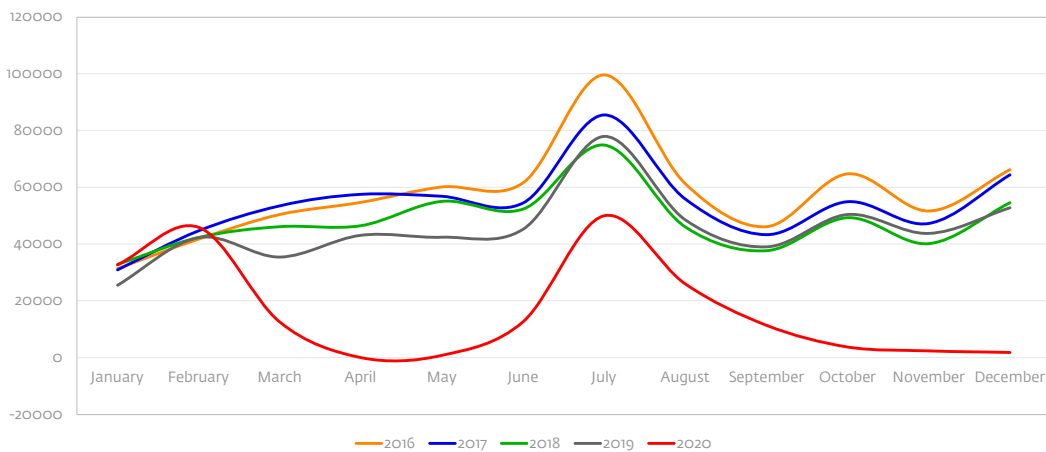
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

Tallinna turismitrendid 2020



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## Visits of Finnish tourists to Tallinn by month



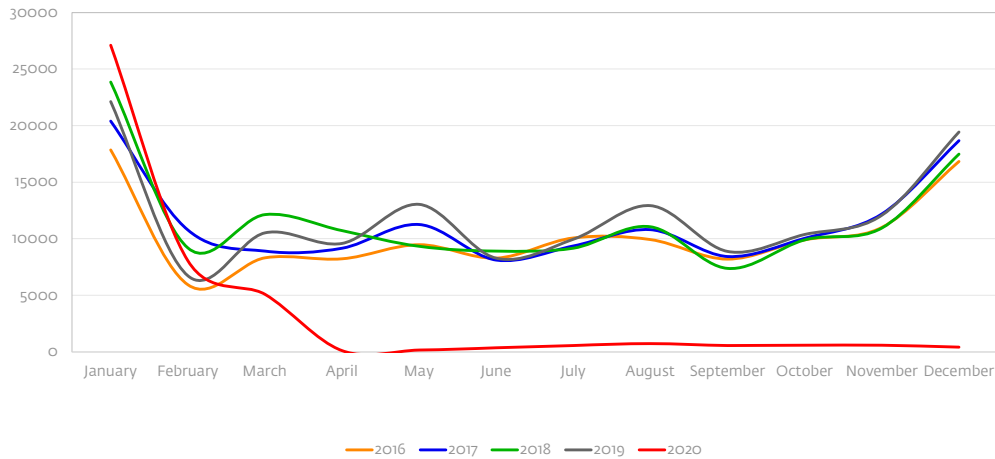
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Visits of Russian tourists to Tallinn by month



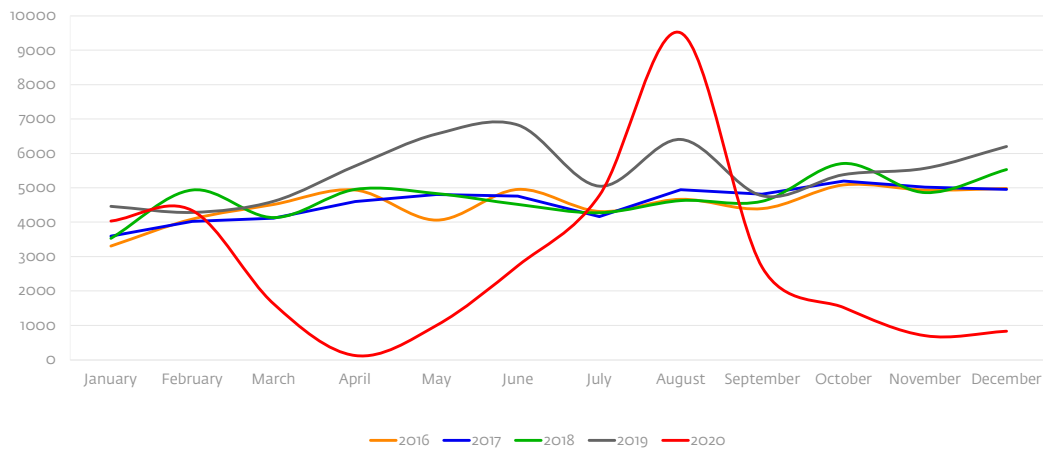
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Visits of Latvian tourists to Tallinn by month



Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

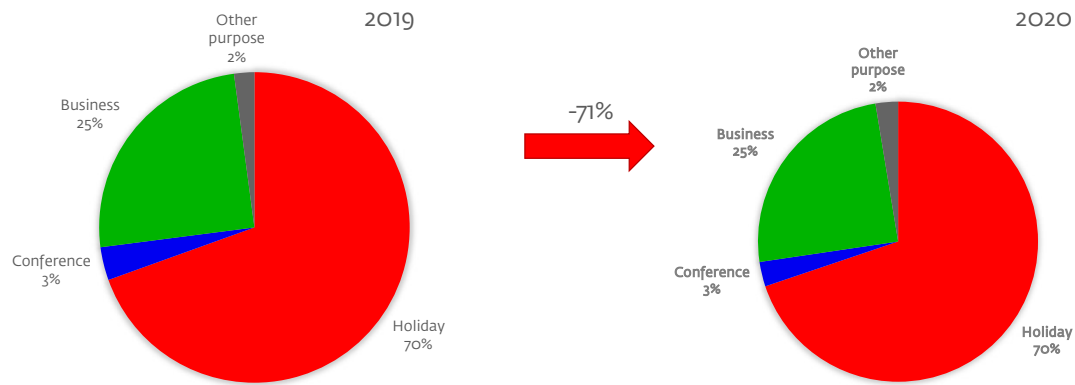
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## International tourists by purpose of travel, 2020



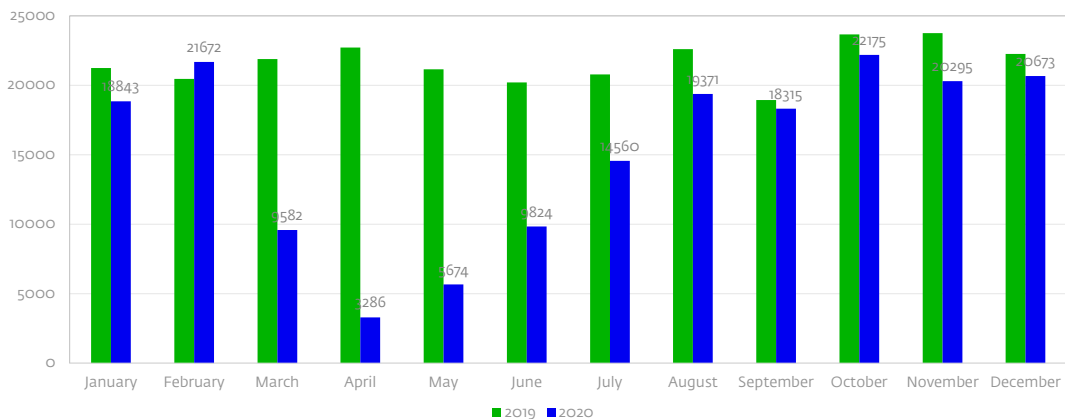
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Distribution of domestic tourists by month



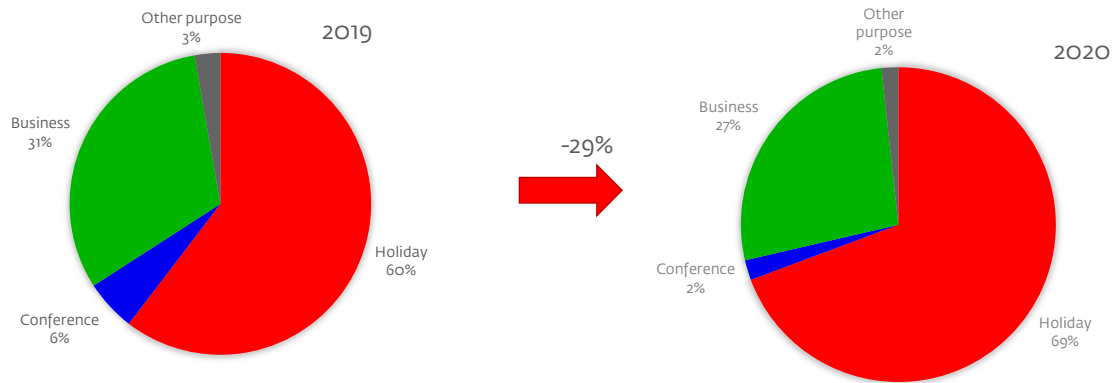
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Domestic tourists by purpose of travel



Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

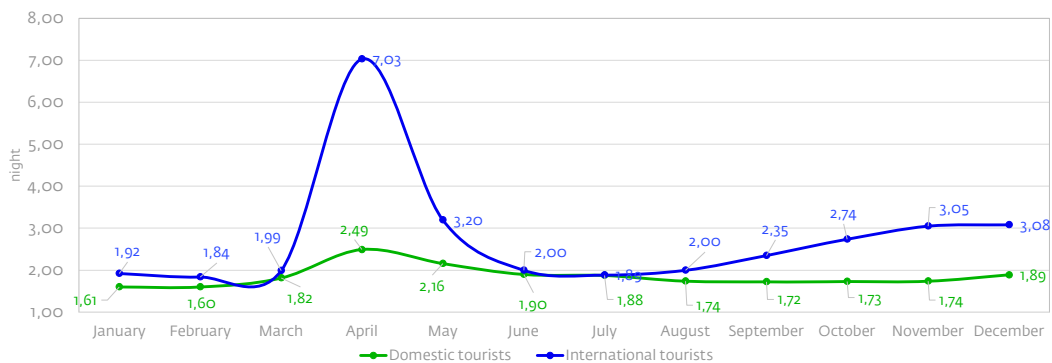
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## Average length of stay of tourists (nights)

The tourists average length of the trip was 1.98 nights



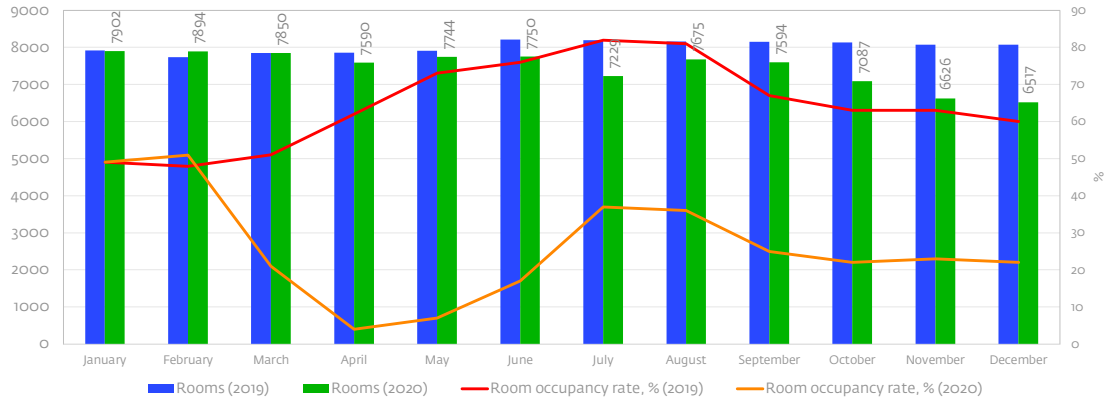
Source: Statistics Estonia, [https://andmed.stat.ee/et/stat/majandus\\_turism-ja-majutus\\_majutus/TU131](https://andmed.stat.ee/et/stat/majandus_turism-ja-majutus_majutus/TU131) (Update 11.02.2021)

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## Rooms and room occupancy rate in Tallinn's accommodation establishments



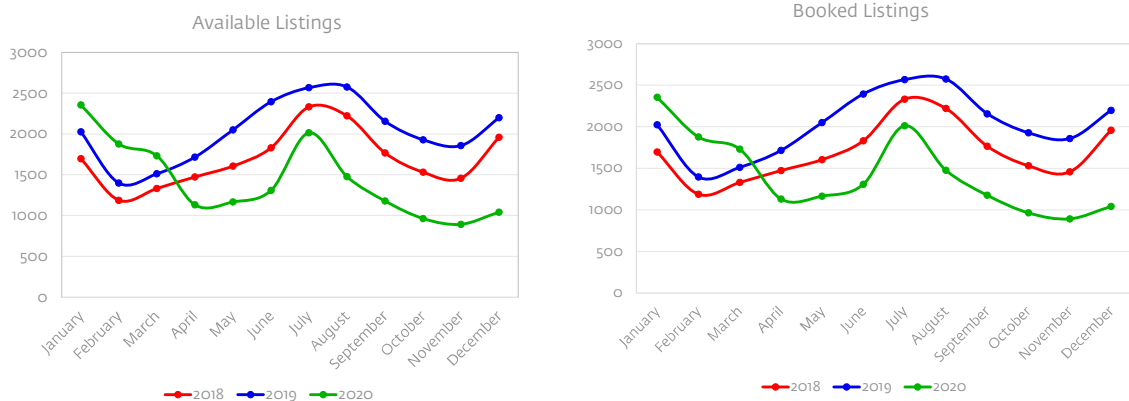
Source: Statistics Estonia, [https://andmed.stat.ee/en/stat/majandus\\_turism-ja-majutus\\_majutus](https://andmed.stat.ee/en/stat/majandus_turism-ja-majutus_majutus) (Update 10.02.2020)

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## Short-term rentals in Tallinn



Available Listings - Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period  
 Booked Listings - Total number of listings that had at least one reservation during the reporting period

Source: Airdna.com

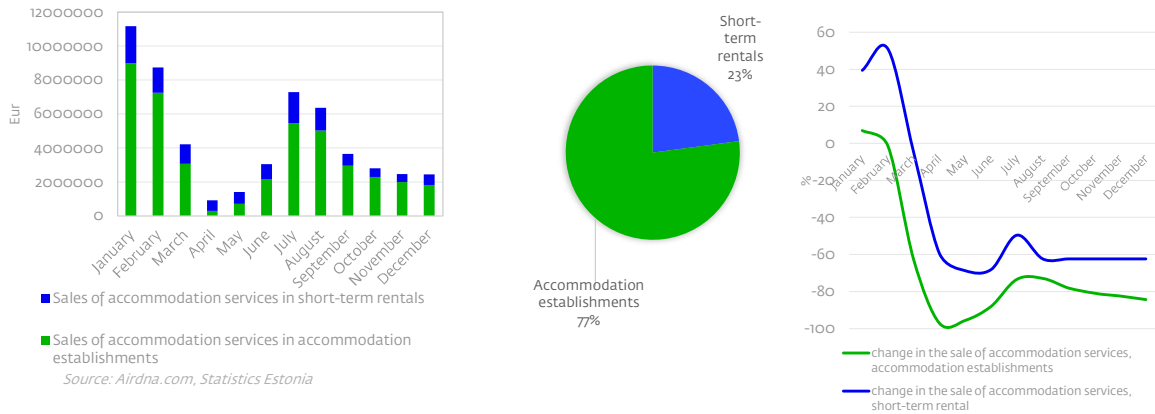
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## Accommodation sales, 2020

Total accommodation sales in 2020 were 54 million euro (-70%). The share of Airbnb and Vrbo was 23 percent. Therefore, registered accommodation sales were 42 million euro (-73%) and 12 million euro non-registered sales (-54%).



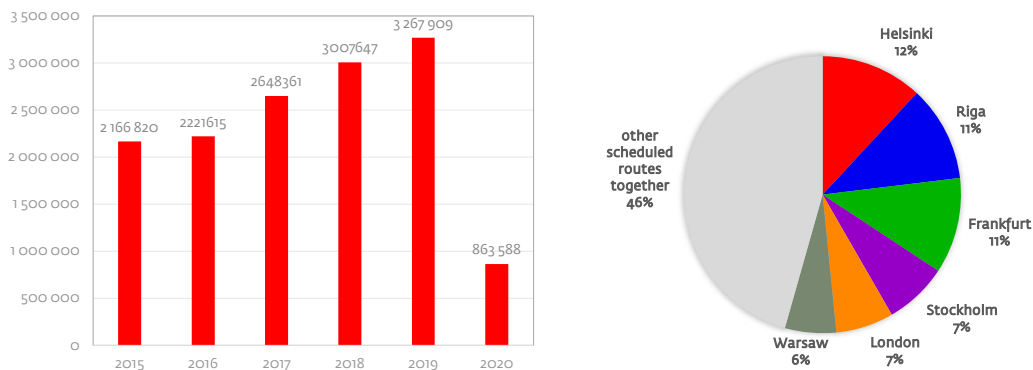
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## Air Travelers

In 2020, Tallinn Airport provided services to a total of 863,585 passengers, whereas basically one-half of the travelers passed the airport during the first two months of the year. Annual service volume made 26% of the number of passengers in 2019. 90% of passengers were on scheduled flights and 10% on charter flights.



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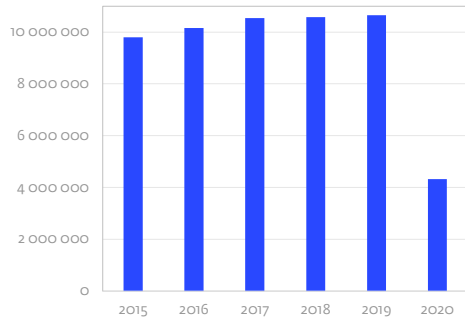
Source: Tallinn Airport (2021)



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# Passengers By Ferries

4,3 million passengers (-62%) travelled through Port of Tallinn. 92% of them travelled on the Finland route.



Source: Port of Tallinn

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