

Visit Tallinn

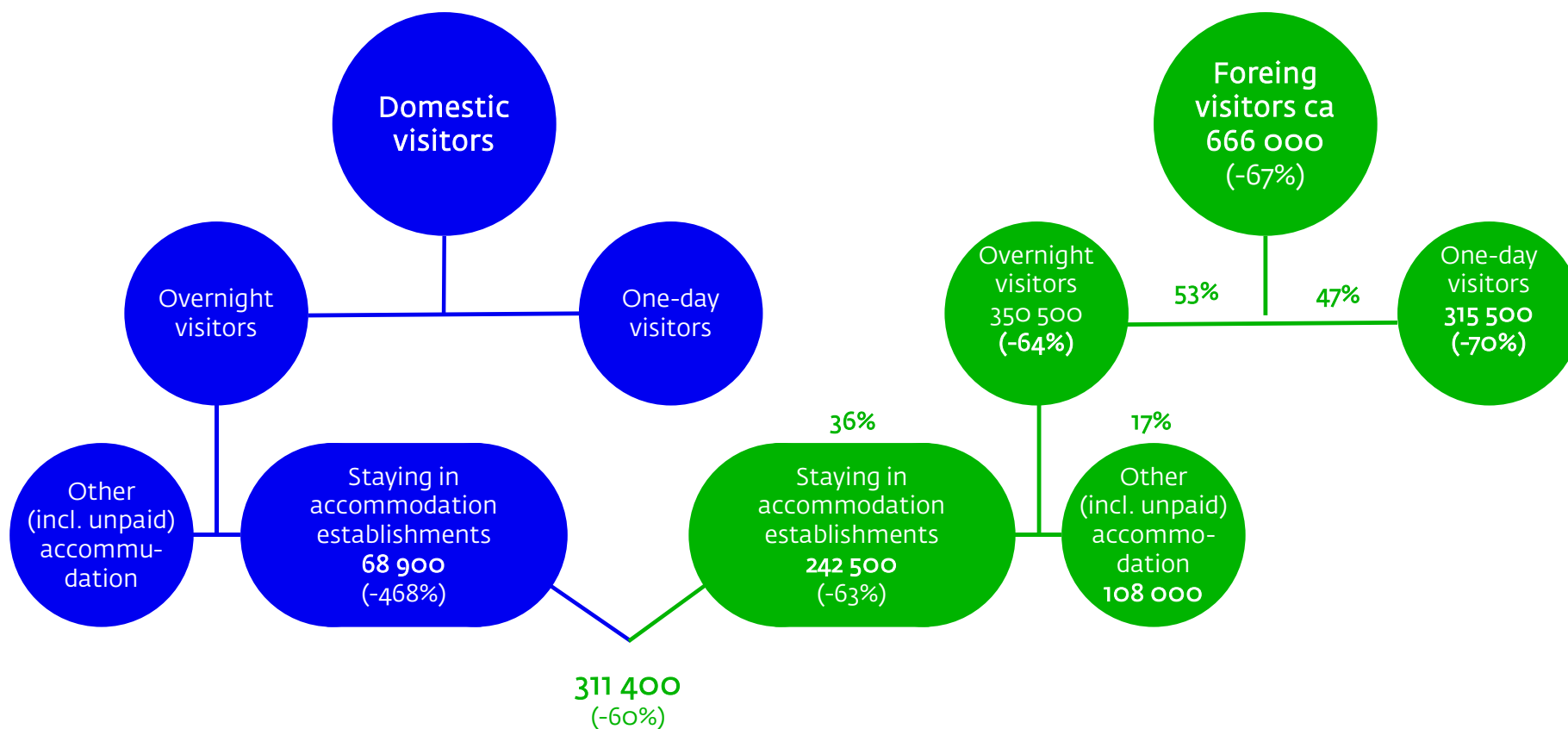
Overview of tourism trends in Tallinn

in the first half of 2020

Karen Alamets

09.09.2020

Visitors to Tallinn, January - June 2020

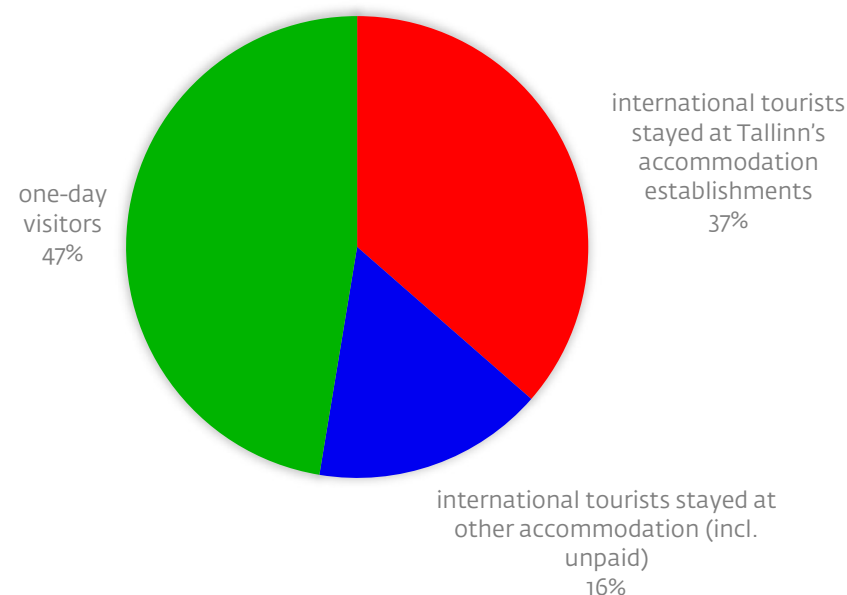


Source: Positium LBS/Eesti Pank, Statistics Estonia

Visits of foreign residents to Tallinn, January - June 2020

N= 666 000 (-67%)

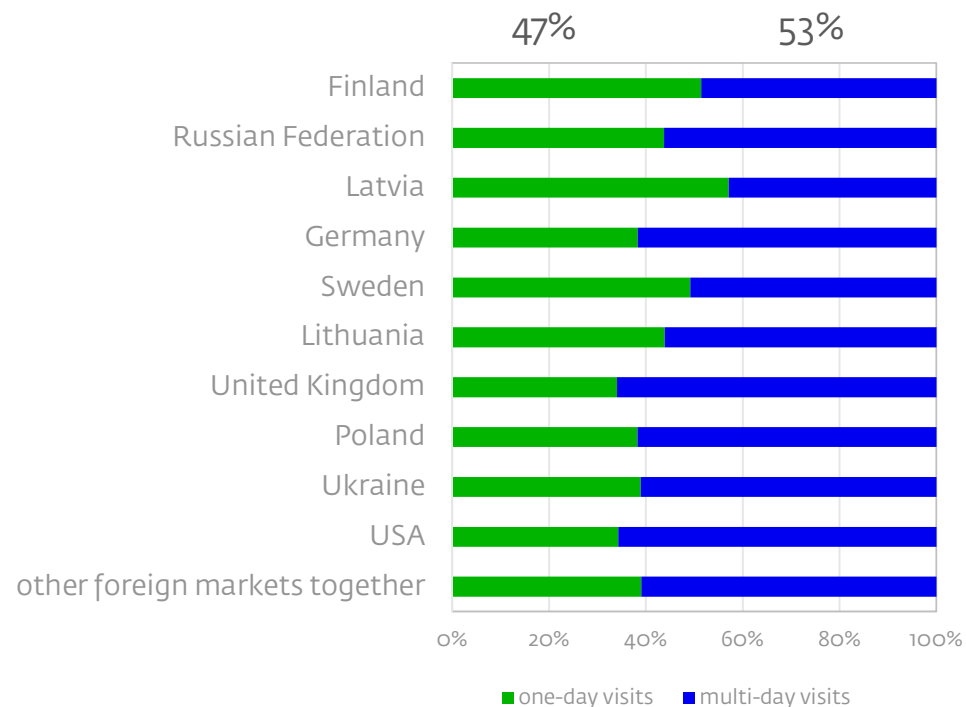
- Residents of foreign countries made 666 000 visits to Tallinn.
- 47% foreign visitors (315 500) were same-day visitors.
- 53% of foreign travellers 350 500 stayed in Tallinn for several days.
 - Of those, 69% stayed in accommodation establishments in Tallinn and 31% stayed with other accommodation providers or with friends and relatives.



Source: Positium LBS/Bank of Estonia, Statistics Estonia

Visits of foreign residents to Tallinn by country, January - June 2020

N= 666 000 (-67%)



Source: Positium LBS/Bank of Estonia

Accommodated tourists and overnight stays, January – June 2020

- According to Statistics Estonia, **311 400 tourists** stayed in accommodation establishments in Tallinn
 - Incl.:
 - international tourists: 242 500 (-63%)
 - domestic tourists: 68 900(-46%)
- Tourists spent **593 200 nights** in Tallinn's accommodation establishments.
 - Incl.:
 - overnight stays by international tourists: 471 600 (-61%)
 - overnight stays by domestic tourists: 121 600 (-44%)
- The tourists average length of the trip was **1.91 nights** (+4%).
 - International tourists spent an average of 1.95 nights (+5%)
 - Domestic tourists spent an average of 1.76 nights (+4%)

Accommodated tourists in Tallinn, January - June

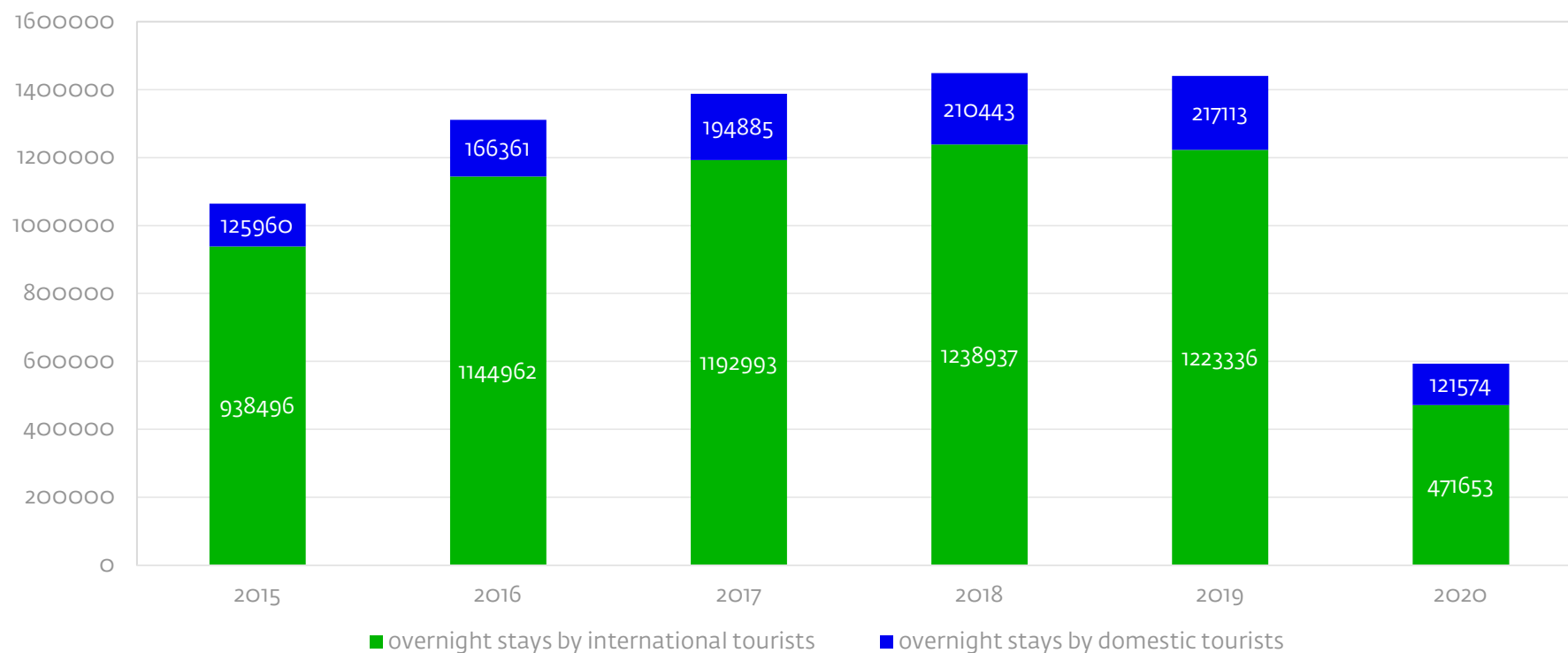


Source: Statistics Estonia

Tourism trends in Tallinn 2020



Overnight stays of tourists accommodated in Tallinn, January - June

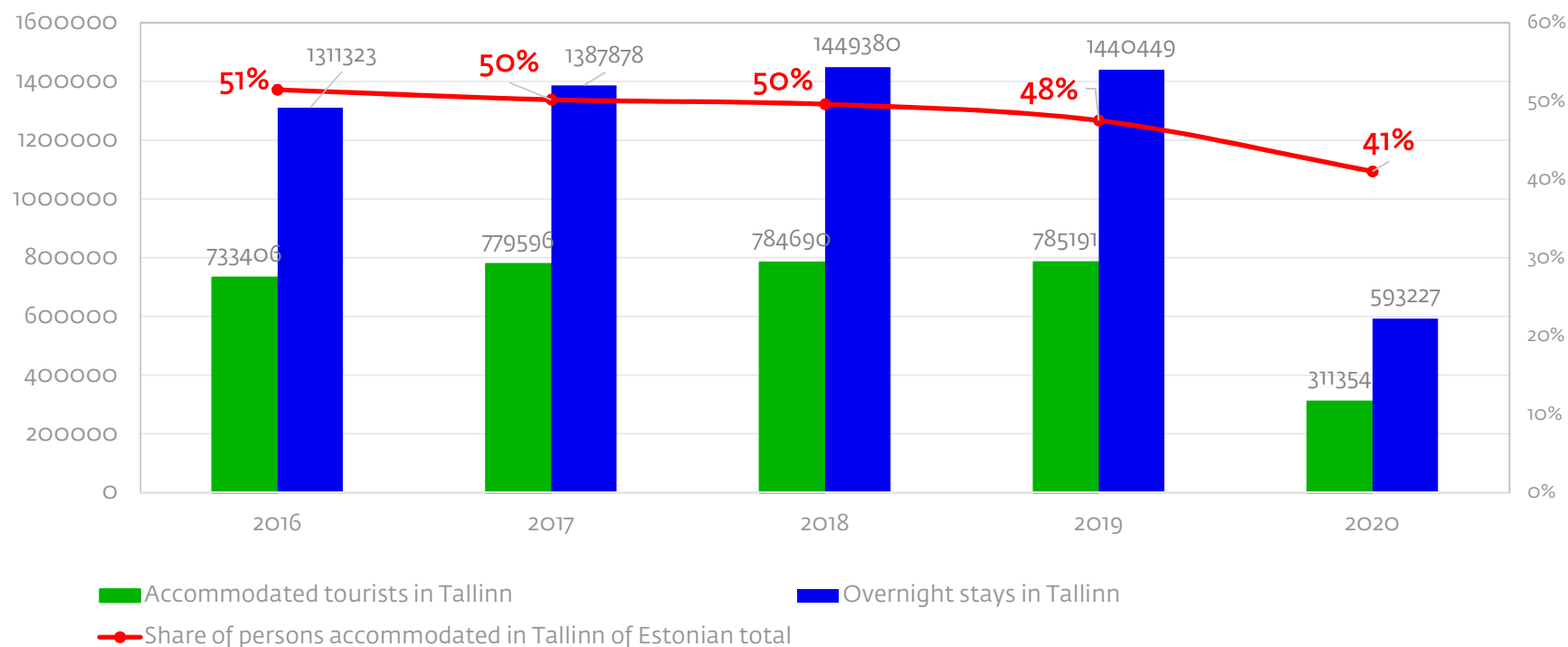


Source: Statistics Estonia

Tourism trends in Tallinn 2020

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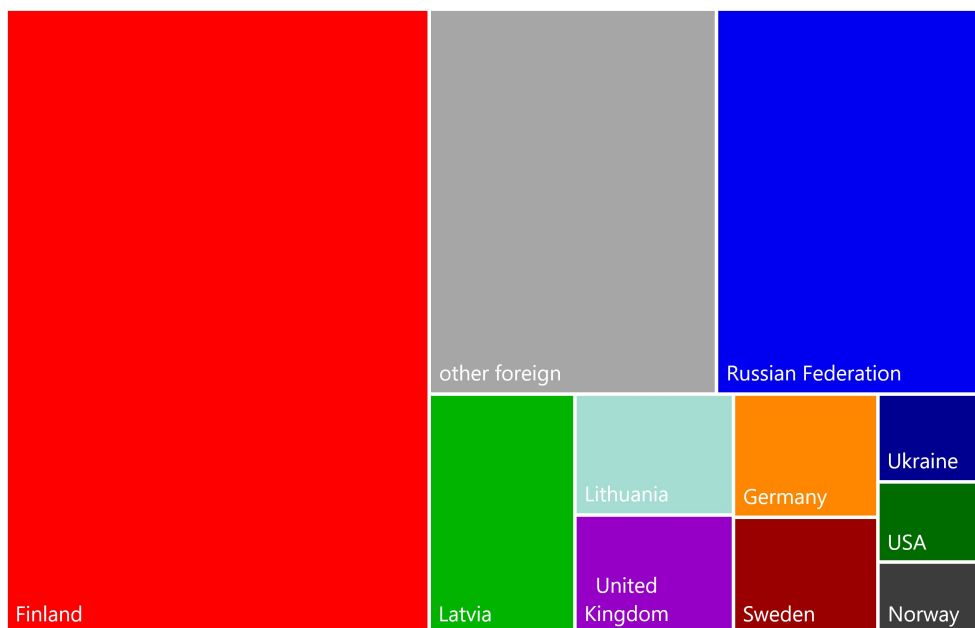
Accommodated tourists and overnight stays in Tallinn, January - June



Source: Statistics Estonia, http://pub.stat.ee/px-web.2001/Database/Majandus/23Turism_ja_majutus/o2Majutus/o2Majutus.asp (Update 8.08.2020)

Accommodated international tourists in Tallinn, (TOP 10) January - June 2020

N= 242 500 (-63%)



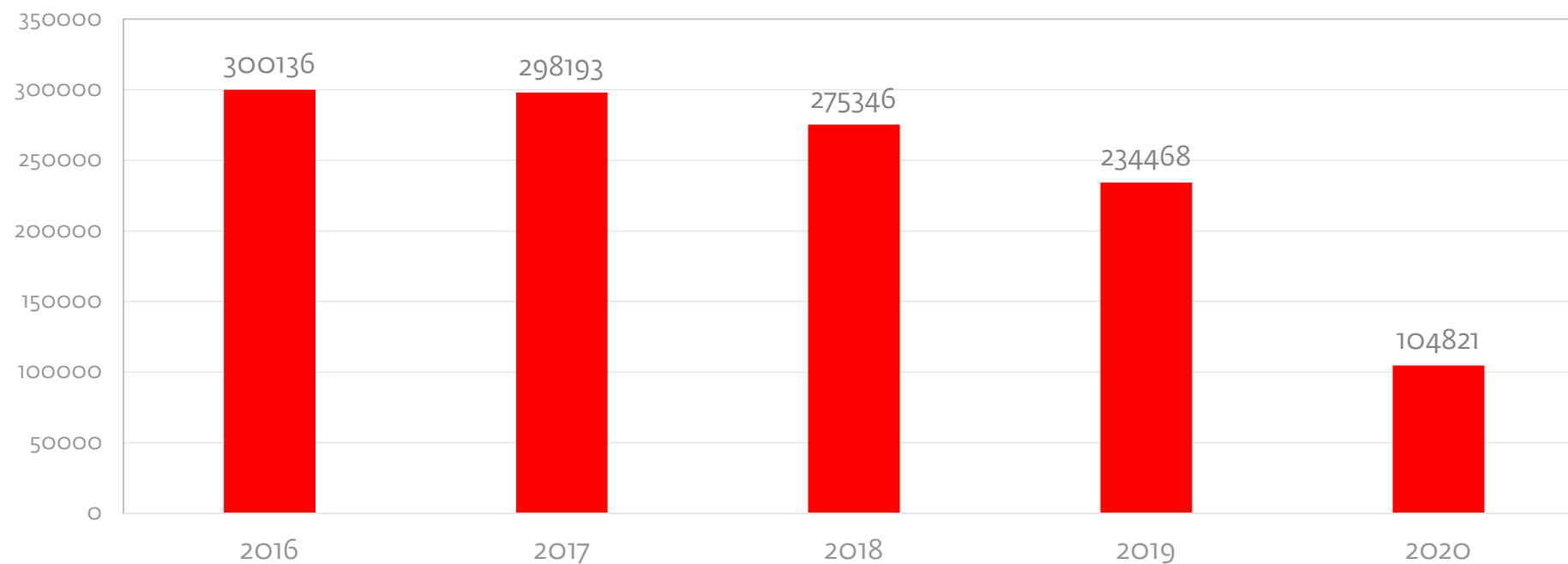
Source: Statistics Estonia

Tourism trends in Tallinn 2020

Country	Number	Change	
		Number	%
Finland	104821	-129480	-55%
Russian Federation	40919	-29397	-42%
Latvia	13870	-18533	-57%
Lithuania	7574	-15710	-67%
United Kingdom	7527	-19561	-72%
Germany	7048	-36929	-84%
Sweden	6725	-16429	-71%
Ukraine	3710	-4362	-54%
USA	3433	-15041	-81%
Norway	3042	-10314	-77%
other foreign markets together	43804	-119321	-81%
Total	242473	-415077	-63%

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Visits of Finnish tourists to Tallinn, January - June

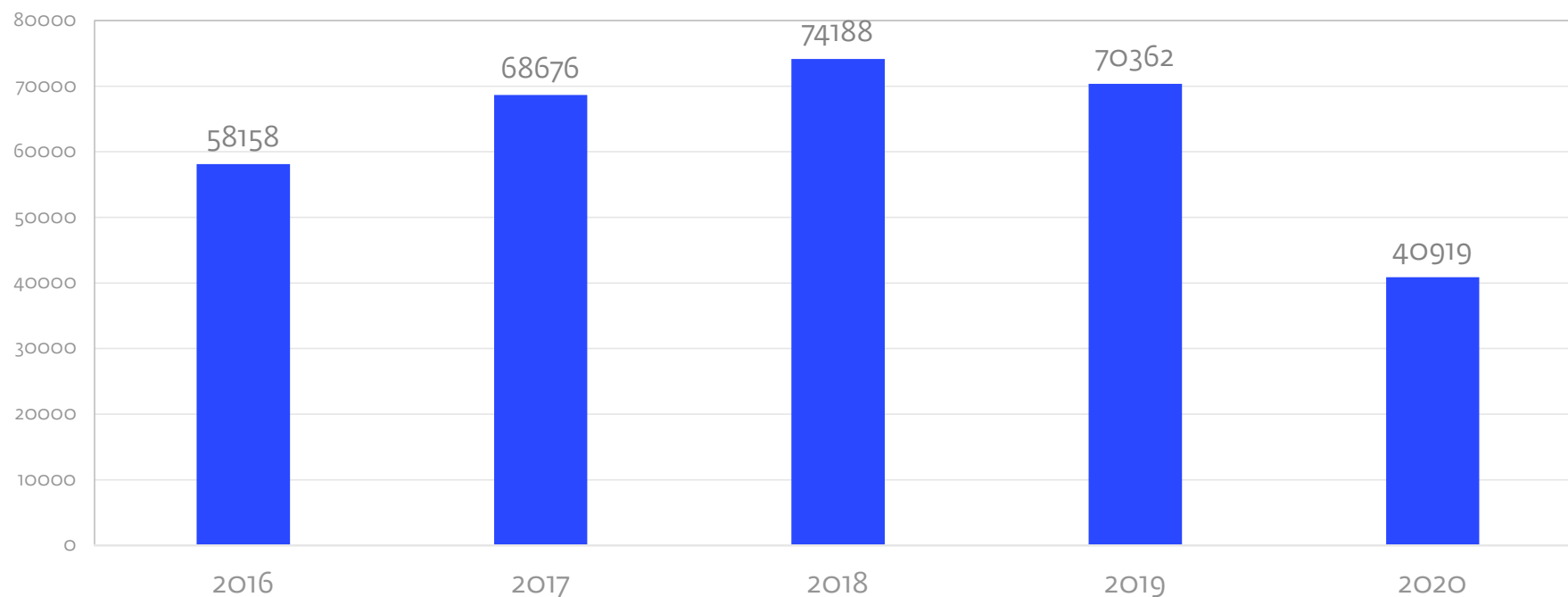


Source: Statistics Estonia

Tourism trends in Tallinn 2020

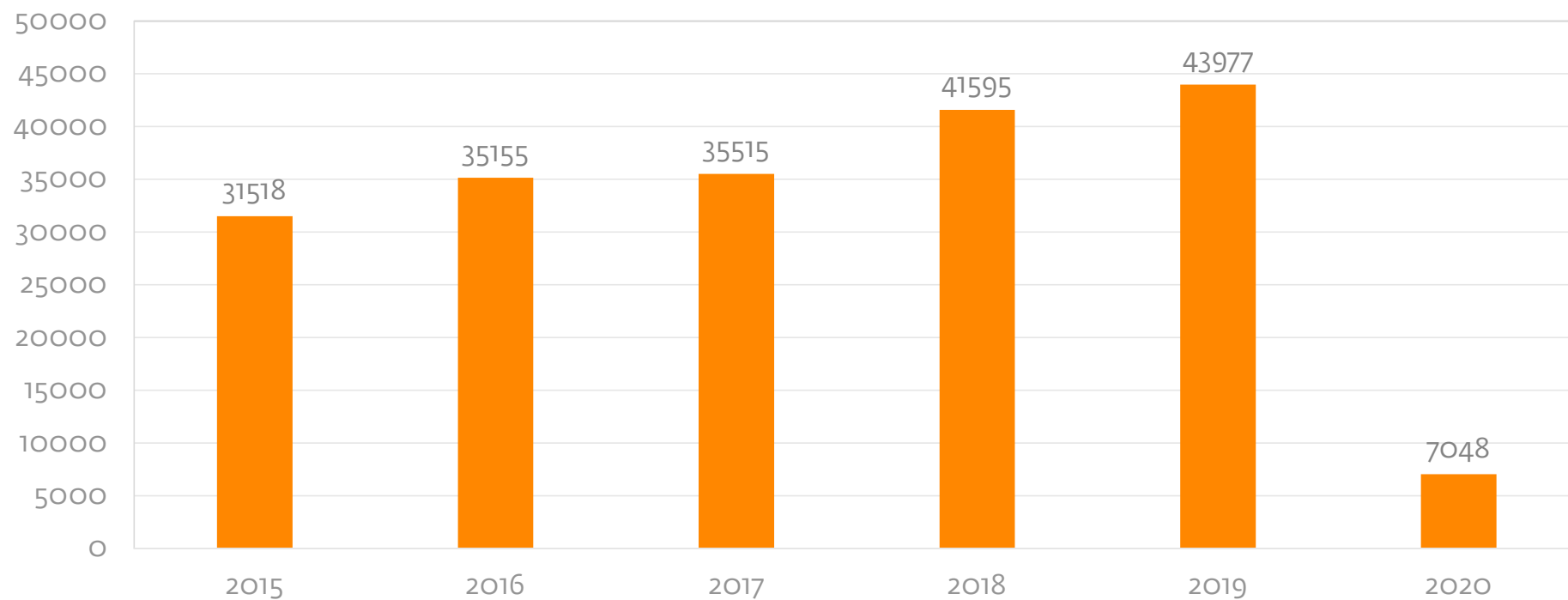
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Visits of Russian tourists to Tallinn, January – June



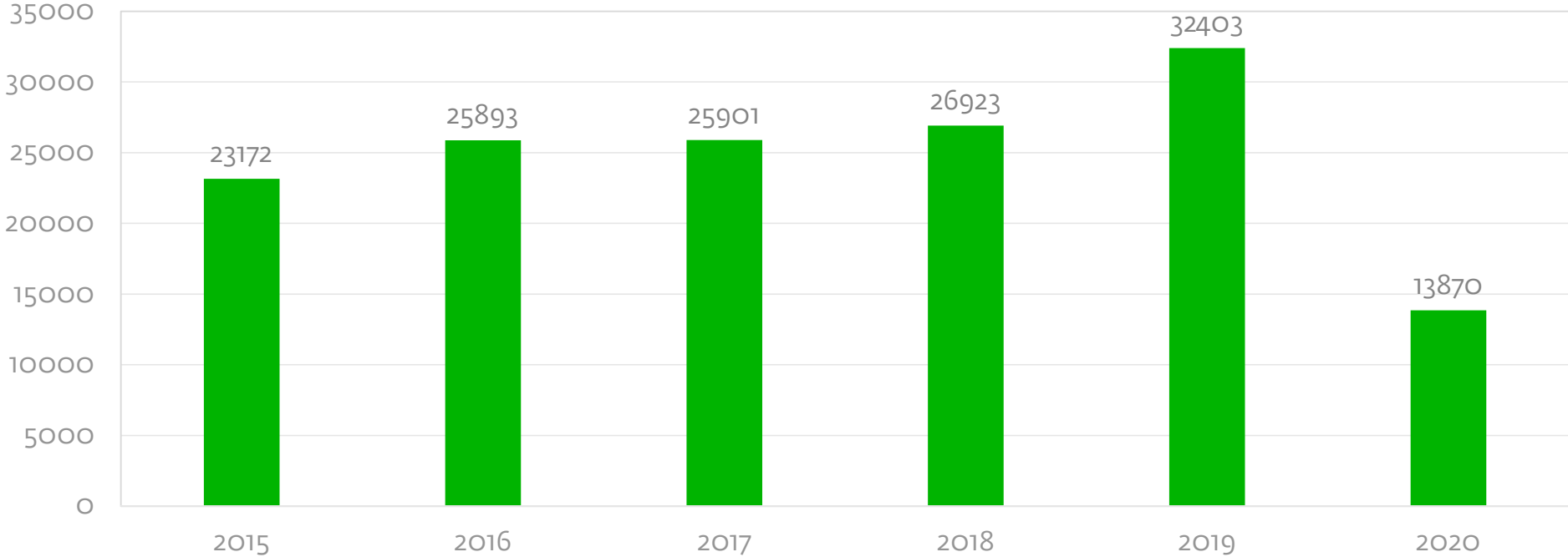
Source: Statistics Estonia

Visits of German tourists to Tallinn, January – June

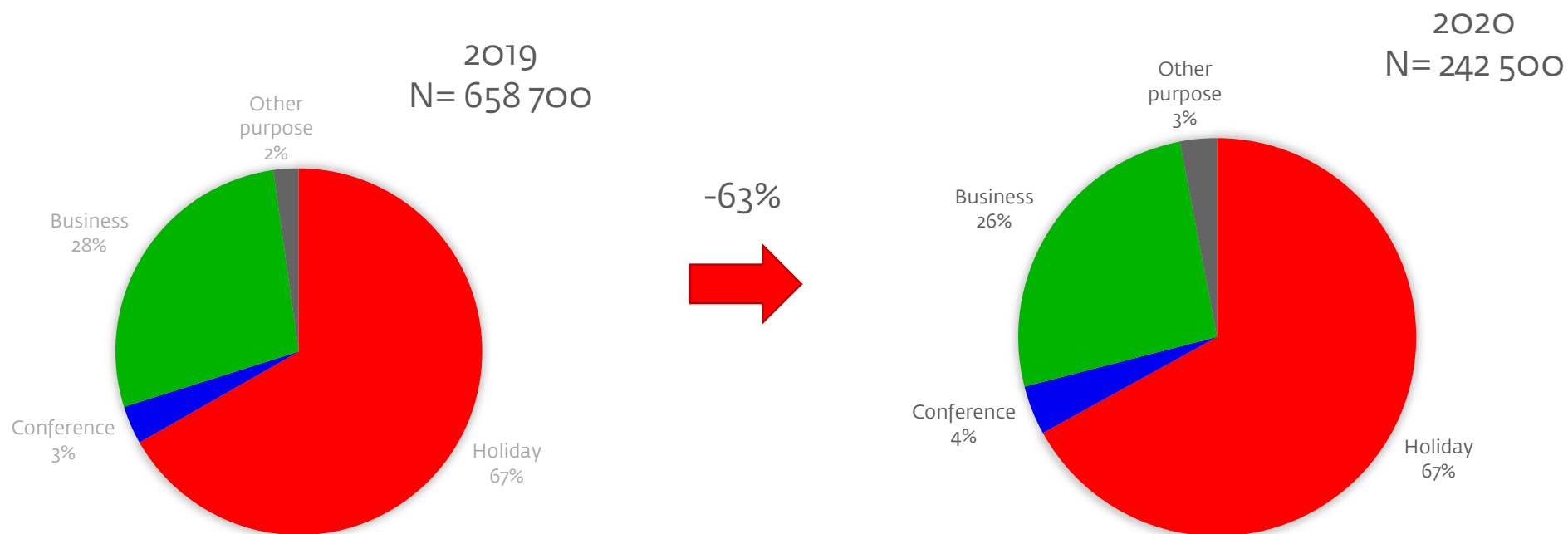


Source: Statistics Estonia

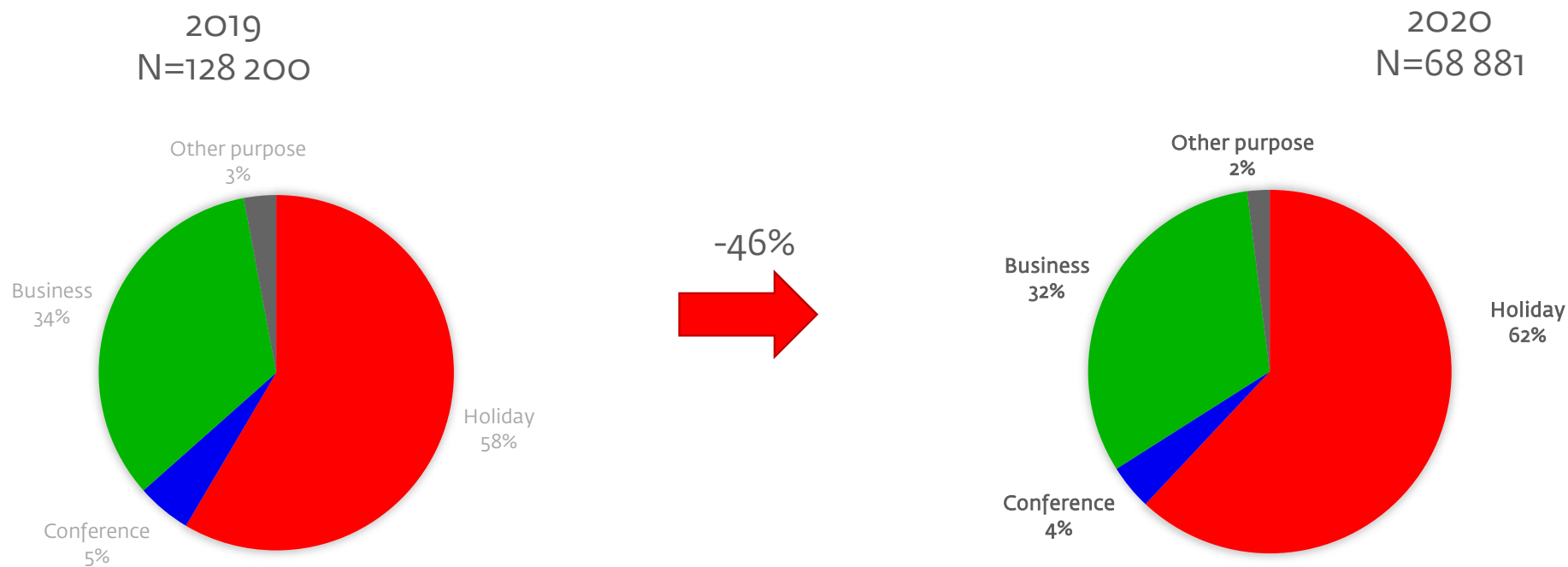
Visits of Latvian tourists to Tallinn, January – June



International tourists by purpose of travel, January - June

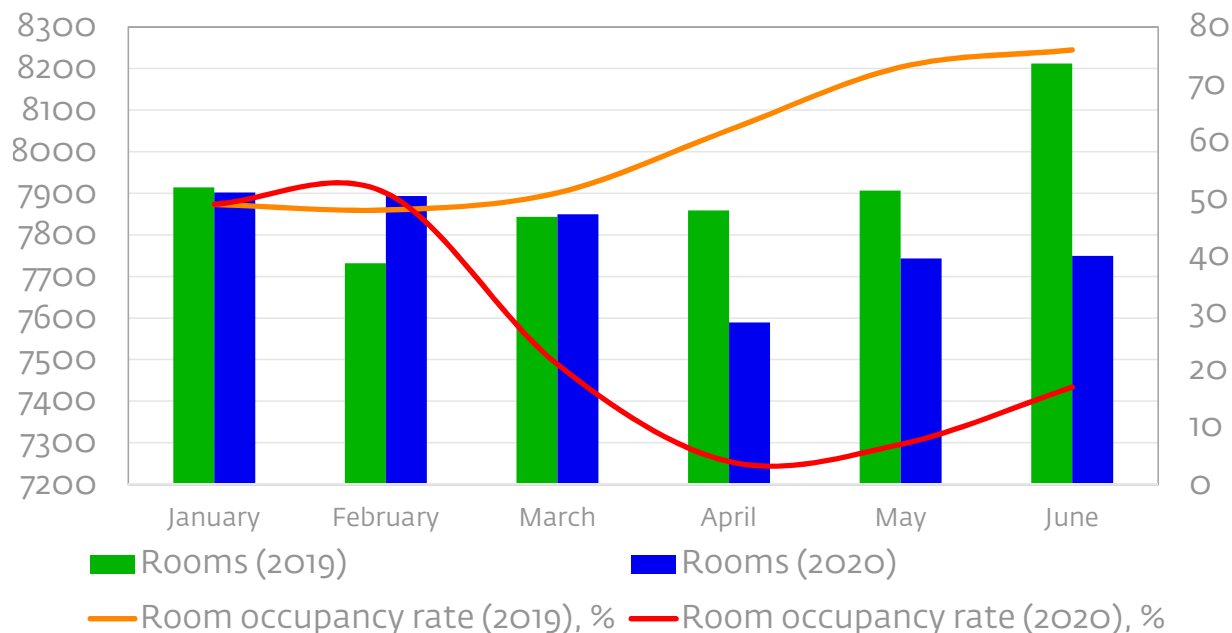


Domestic tourists by purpose of travel, January - June



Source: Statistics Estonia

Room occupancy rate in Tallinn accommodation facilities



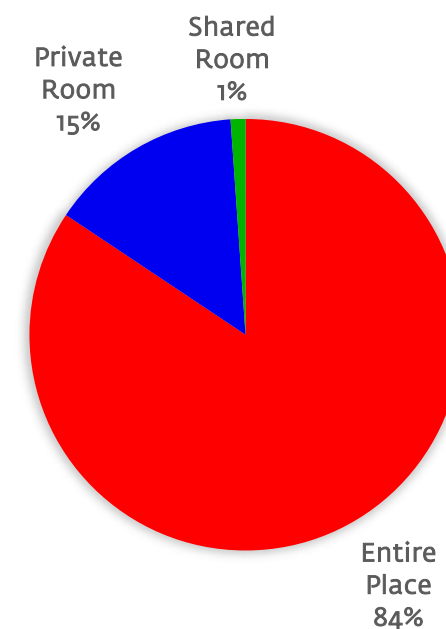
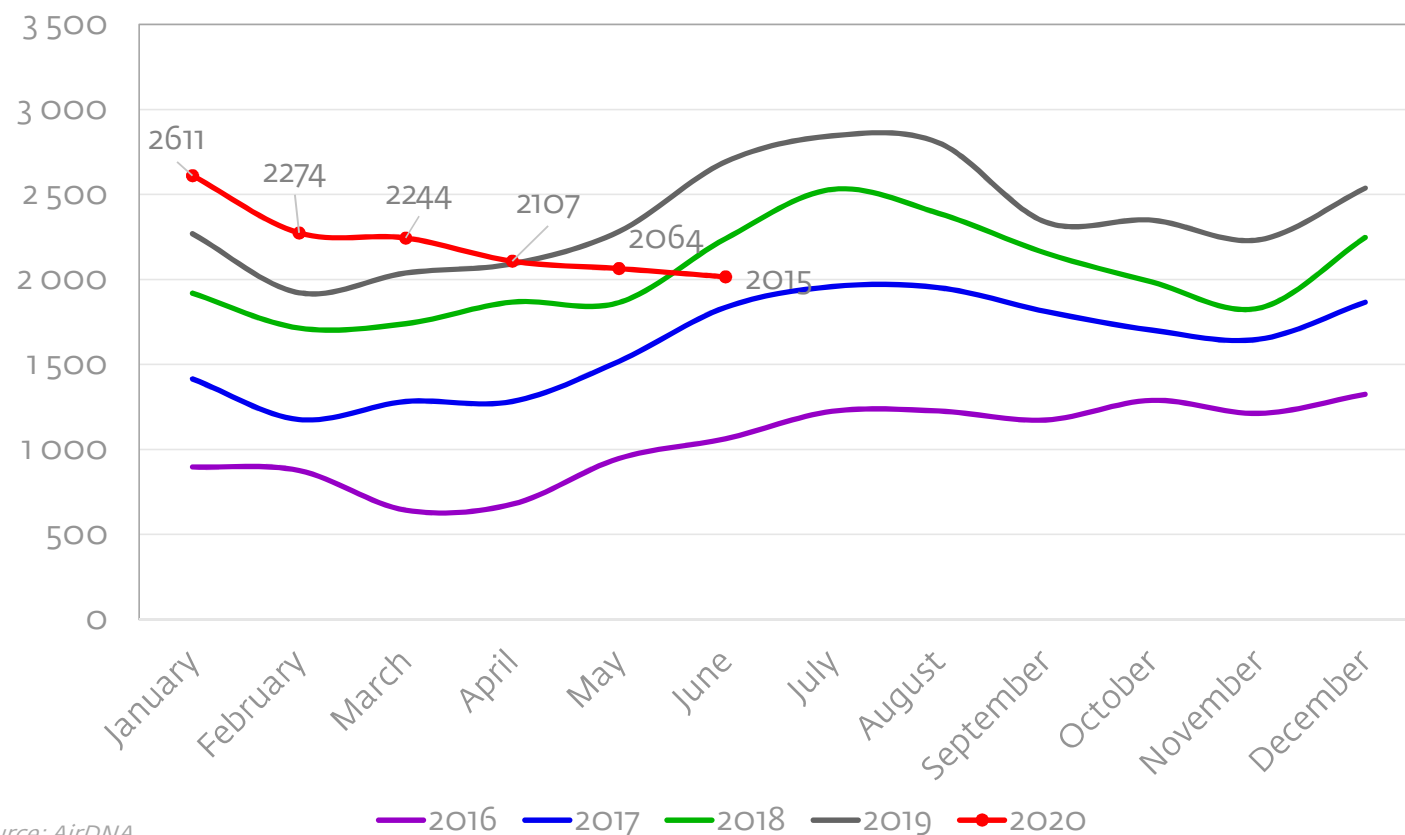
Source: Statistics Estonia

In Tallinn, the total number of accommodation establishments was 115.

They had 7 800 available rooms and could accommodate 16 000 guests.

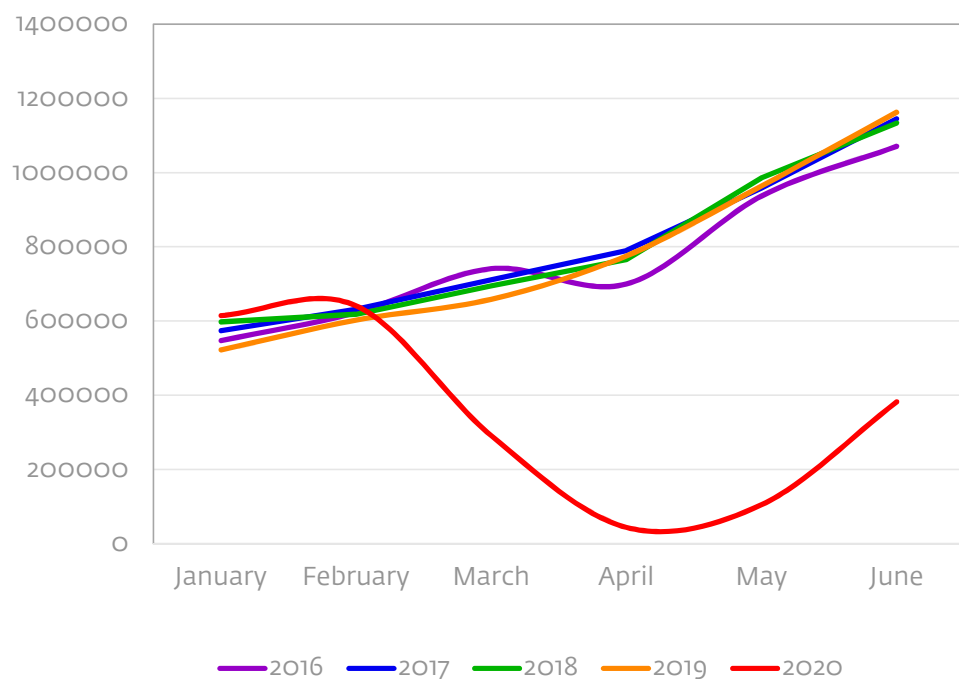
The average occupancy rate of rooms in accommodation establishments was 25% The average cost for 24 hours was 34 euros (-26%).

Short term rental (total available listings)



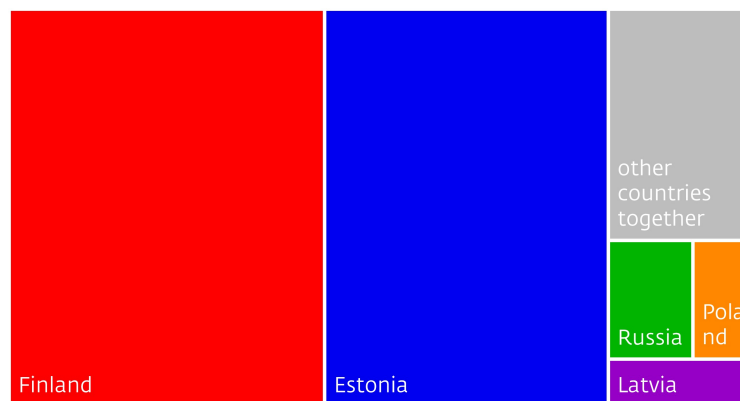
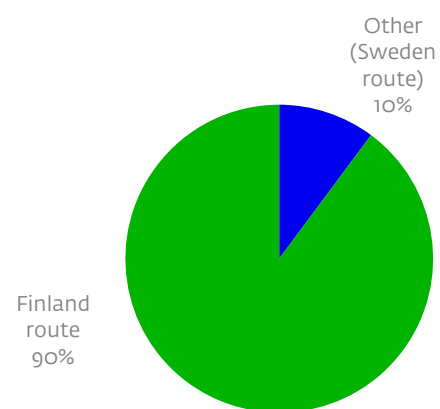
Source: AirDNA

Passengers in Tallinn Old City Harbour 2017-2019

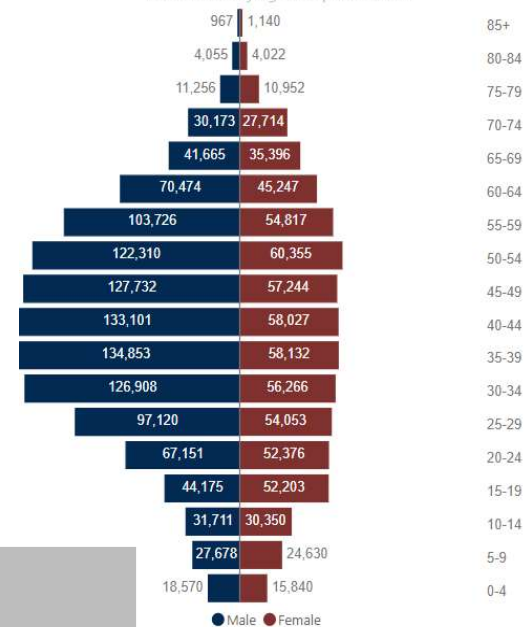


Source: Port of Tallinn <http://ts.ee/statistika>

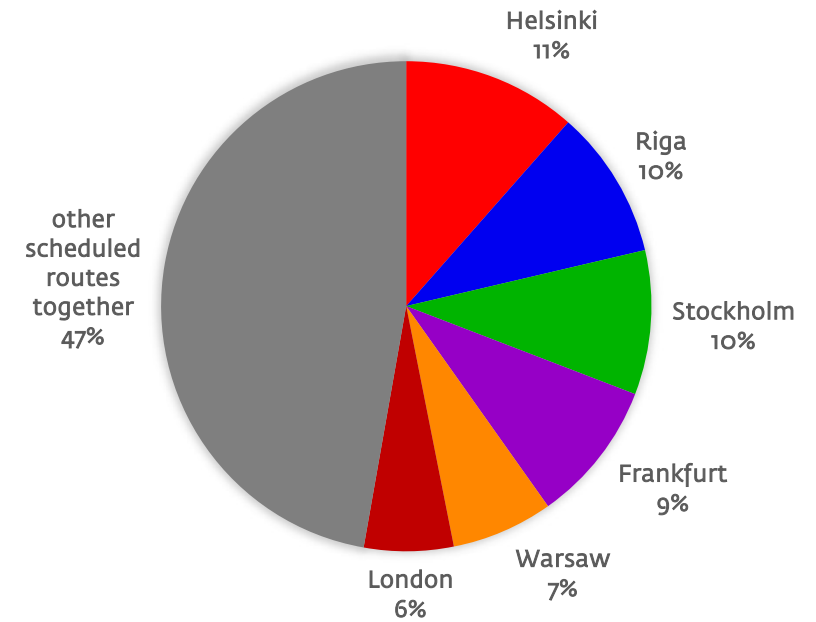
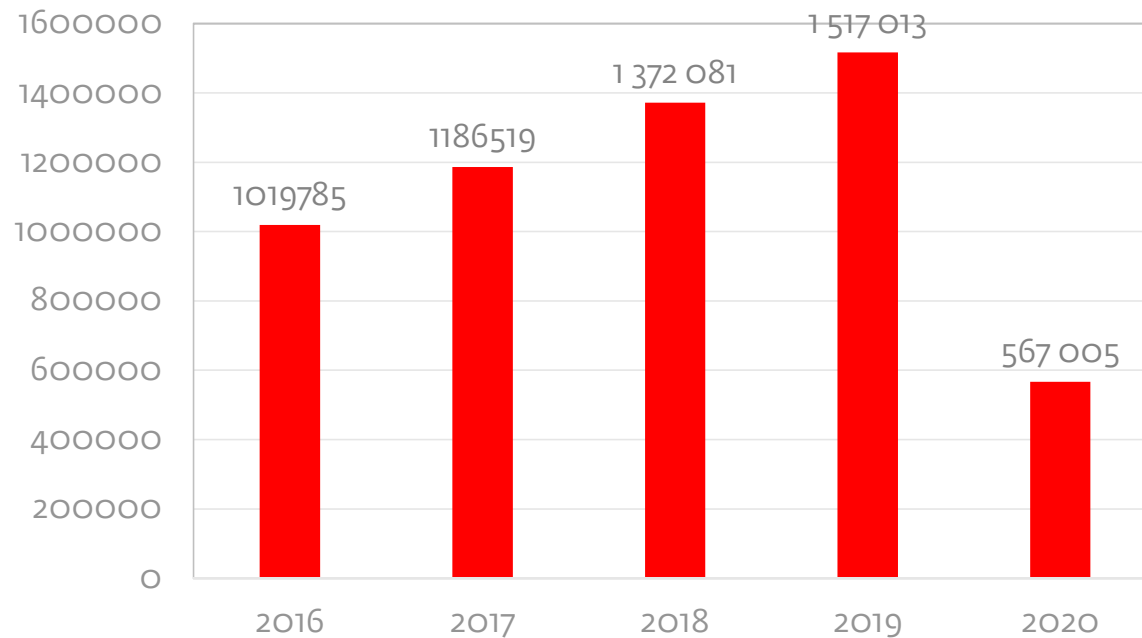
Tourism trends in Tallinn 2020



Visits in 2020 by Age-Group and Gender



Passenger at Tallinn Airport, January - June



Source: Tallinn Airport (2020)