Visitors to Tallinn, January - March 2020

Domestic visitors
- Overnight visitors
- One-day visitors
- Staying in accommodation establishments: 50,097 (-21%)

Foreign visitors: ca 581,300 (-21%)
- Overnight visitors: 284,800
- One-day visitors: 296,500
- Staying in accommodation establishments: 216,606 (-13%)
- Other (incl. unpaid) accommodation: 68,200

Other (incl. unpaid) accommodation: 266,697 (-15%)

Source: Positium LBS/Eesti Pank, Statistics Estonia, Port of Tallinn

Visit Tallinn

Tourism Trends in Tallinn in 2020 (Q1/2020)
Visits of foreign residents to Tallinn, January - March 2020

- Residents of foreign countries made **581 300 visits** to Tallinn, which means a 21% decrease compared to the same period last year.

- Of all the foreign visitors to Tallinn, **284 800** stayed overnight (-22%).

- **296 500** foreign visitors were same-day visitors (-20%).


Tourism Trends in Tallinn in 2020 (Q1/2020)
Accommodated tourists and overnight stays, January – March

- According to Statistics Estonia, **266,697 tourists** stayed in accommodation establishments in Tallinn (-15%)
  - International tourists: **216,606** (-13%)
  - Domestic tourists: **50,097** (-21%)

- Tourists spent **411,057 nights** in Tallinn's accommodation establishments (-12% compared to the same period last year).
  - Overnight stays by international tourists: **411,057** (-12%)
  - Overnight stays by domestic tourists: **82,421** (-20%)

- The tourists' average length of the trip was **1.85 nights** (-1%).
  - International tourists spent an average of **1.90 nights** (+1%)
  - Domestic tourists spent an average of **1.65 nights** (+2%)
Accommodated tourists in Tallinn, January - March

Tourism Trends in Tallinn in 2020 (Q1/2020)

Source: Statistics Estonia

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Overnight stays of tourists accommodated in Tallinn, January - March

Tourism Trends in Tallinn in 2020 (Q1/2020)

Source: Statistics Estonia

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>91,318</td>
<td>-12,096 -12</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>40,263</td>
<td>876 2</td>
</tr>
<tr>
<td>Latvia</td>
<td>9,998</td>
<td>-3,373 -25</td>
</tr>
<tr>
<td>United Kingdom</td>
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<td>Germany</td>
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<td>Lithuania</td>
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<tr>
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<td>-148 -4</td>
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<tr>
<td>Norway</td>
<td>2,940</td>
<td>-1,987 -40</td>
</tr>
<tr>
<td>other foreign markets</td>
<td>43,467</td>
<td>-2,773 -6</td>
</tr>
</tbody>
</table>

N= 216,606 (-13%)

Source: Statistics Estonia

Tourism Trends in Tallinn in 2020 (Q1/2020)
Visits of Finnish tourists to Tallinn, January - March

Source: Statistics Estonia

Tourism Trends in Tallinn in 2020 (Q1/2020)
Visits of Russian tourists to Tallinn, January – March

Source: Statistics Estonia

Tourism Trends in Tallinn in 2020 (Q1/2020)
International tourists by purpose of travel, January - March

Tourism Trends in Tallinn in 2020 (Q1/2020)

2019
N= 249,512

Holiday 63%
Conference 3%
Business 31%
Other purpose 3%

2020
N= 216,606

Holiday 67%
Conference 4%
Business 26%
Other purpose 3%

-13%
Domestic tourists by purpose of travel, January - March

2019
N=63 942

- Holiday: 56%
- Business: 36%
- Conference: 5%
- Other purpose: 3%

2020
N=50 097

- Holiday: 62%
- Business: 31%
- Conference: 6%
- Other purpose: 1%

-21% decrease

Source: Statistics Estonia

Tourism Trends in Tallinn in 2020 (Q1/2020)
In Tallinn, the total number of accommodation establishments was 116.

They had 7,900 available rooms and could accommodate 16,700 guests.

The average occupancy rate of rooms in accommodation establishments was 40%.

The average cost for 24 hours was 37 euros.

**Room occupancy rate in Tallinn accommodation facilities**

*Source: Statistics Estonia*

Tourism Trends in Tallinn in 2020 (Q1/2020)
Short term rental (total available listings)

Airbnb and HomeAway
2,600 accommodation establishments
2,300 apartments
+300 rooms /shared rooms
66 USD Average Registered Room Price (ADR)

Tourism Trends in Tallinn in 2020 (Q1/2020)

Source: AirDNA
Passengers in Tallinn Old City Harbour 2018-2020

Tourism Trends in Tallinn in 2020 (Q1/2020)

Source: Port of Tallinn [http://ts.ee/statistika](http://ts.ee/statistika)

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Passenger at Tallinn Airport

Tourism trends in Tallinn 2020 (Q1 /2020)