

Tourism in Tallinn 2002

Arrivals of foreign visitors

In 2002 the number of foreign visitors' arrivals to Estonia amounted to 3,25 million. According to the 2002 foreign visitors' survey of the Estonian Tourism Agency, Tallinn received 80% of all the foreigners visiting Estonia that year. There were 839 000 inbound trips (1 night +) made to Tallinn in 2002. 82% of tourists used paid accommodation and 18% stayed in accommodation provided without charge. The number of overnight visitors reached 764 093, among them 9% of Estonian citizens, and increased by 1% in 2002 compared to 2001.

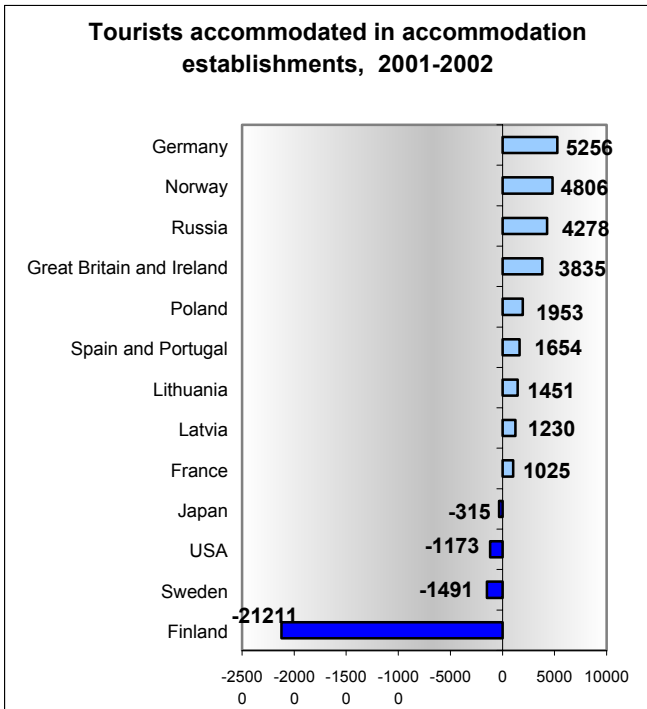


Source: Statistical Office of Estonia

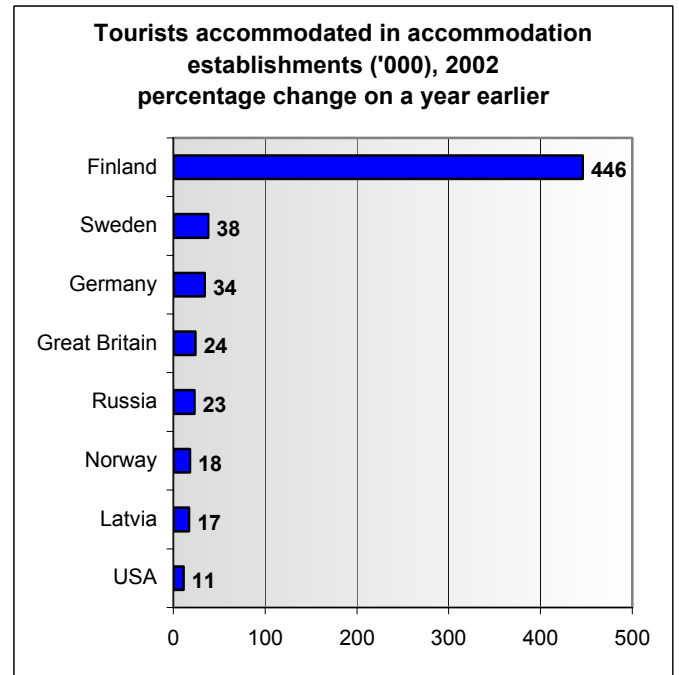
Although annual increase of inbound tourism used to exceed 10% in earlier years, the growth has slowed down during the last couple of years. The main cause for that is obviously the shrinking number of Finnish and Swedish tourists. As most of the Finns visiting Tallinn have been here once or even more times before (97%) they are looking for other interesting destinations outside Tallinn or Estonia. The number of Swedish tourists decreased significantly already in 2001. There are several reasons for that, possibly recession but also insufficient information about the opportunities that Tallinn and Estonia offer. (Estonia is often considered a politically unstable and unsafe previous Soviet state without decent accommodation.) Although more than half of the Swedes visiting Tallinn have been here before there is still a big potential of Swedish tourists for Tallinn.

In 2002 the number of tourists from such countries like USA, Canada and Japan decreased also. This was a direct impact of September 11th after which the demand for long haul destinations dropped dramatically.

The number of European arrivals (both from Eastern and Western Europe) has grown rapidly in 2002. The biggest rise in numbers was from Germany (+19%), Russia (+23%) and the United Kingdom (+19%). On the other hand, Norway was the only Scandinavian country from which arrivals to Tallinn increased in 2002 (+38%).



Source: Statistical Office of Estonia

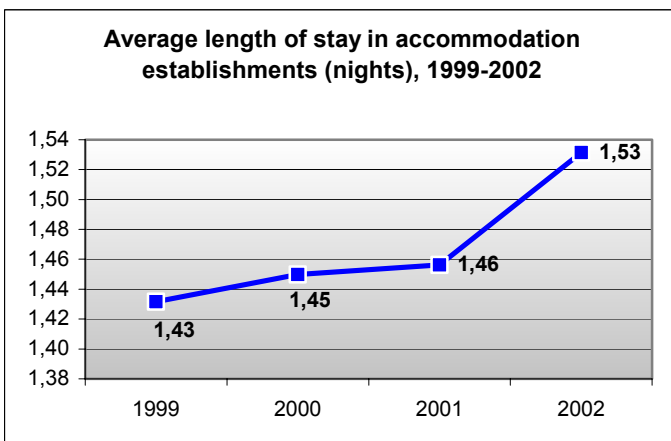


Source: Statistical Office of Estonia

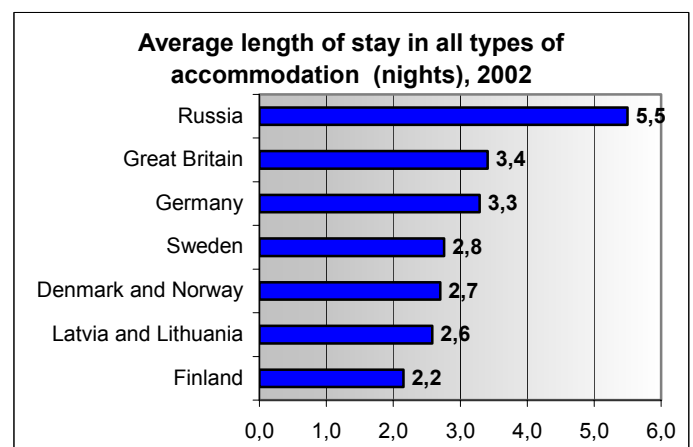
Nearly 80% of all visitors used paid accommodation and 20% stayed in accommodation provided without charge. The majority of Russian visitors stayed with friends or relatives (52%) and so did many visitors from Latvia (59%) and Lithuania (29%). From other countries the percentage is 10-15.

March 2002 saw the biggest rise in the number of foreign tourists, +26%, (mainly from Finland, Russia, Norway and Great Britain). The flow of tourists also grew from February to August. The only exception was May with the fall of -2%. The number of nights spent in accommodation establishments increased from January to October and decreased again in November and December. The smaller number of tourists in May could be explained with the Eurovision song contest during which accommodation facilities were full of contest participants and journalists, who stayed there longer than tourists usually do. The number of Finnish and Swedish tourists also shrank considerably during that period of time.

According to the Tallinn foreign visitors' survey 2002, the average length of a trip to Tallinn was 2.8 nights. The longest trips to Tallinn were made by Russians (average length of trip 5,5 nights), followed by Brits, Germans and Swedes. Finns spent in Tallinn 2,2 nights. The sign of a positive trend is the increased length of stay in registered accommodation establishments – from 1,46 nights in 2001 to 1,53 in 2002.



Source: Statistical Office of Estonia

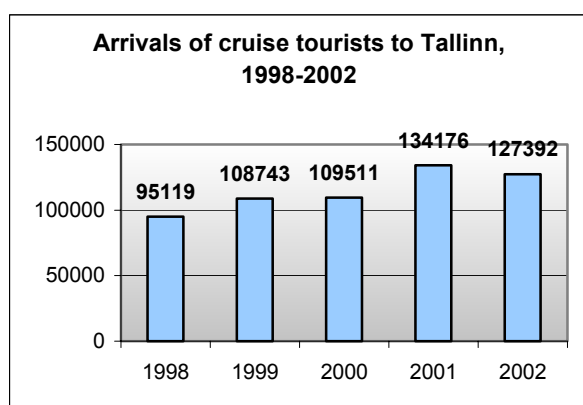


Source: Tallinn foreign visitors' survey 2002

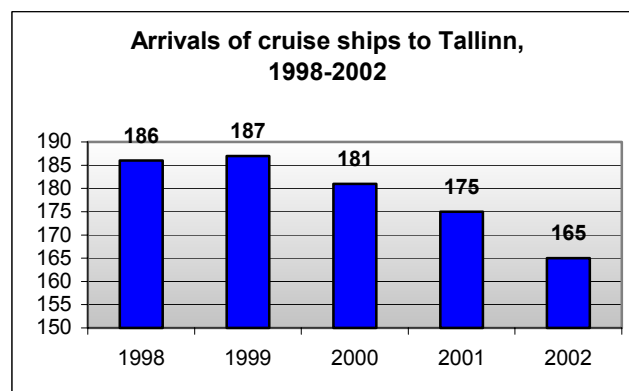
Finns still dominate with 54% of all foreign overnight stays in Tallinn. On the other hand, the percentage of Finns is diminishing year by year and the share of tourists coming from Western Europe and Russia is on the rise.

Cruises

After a steady rise of cruise passenger arrivals in Tallinn over the years, 2002 was the first year when this number decreased. It is evident that terrorist attacks have brought forth changes in travel behaviour around the world. Arrivals of cruise tourists from USA, Japan and Canada fell the most. However, there has been quite a big increase in the number of cruise passengers from Western Europe (Germany, Italy, Spain, France) and Mexico. The overall decline in the number of cruise passengers between 2001 and 2002 was still only 5%. In 2002 the total of 65 cruise ships (-10 ships) carrying 127 400 passengers arrived at the port of Tallinn.



Source: Estonian Board of Boarder Guard



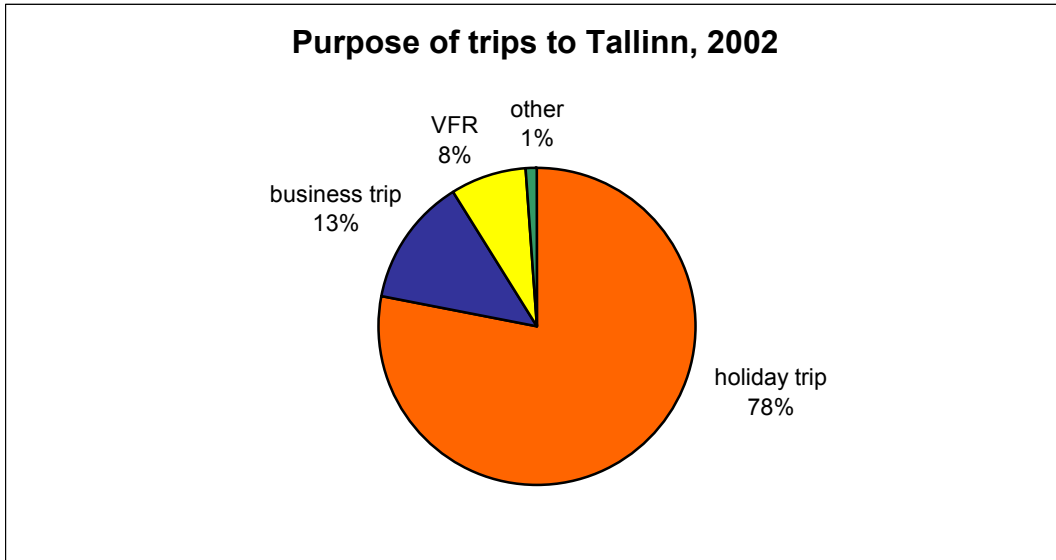
Source: Port of Tallinn

Same-day visitors

Nearly 70% of all foreign visitors in Tallinn are the same-day visitors. Finns and Swedes comprise the majority of them. In 2002 the number of same-day visitors among all Finnish visitors in Tallinn was 1,25 million (71%). The respective numbers among Swedes are lower (76 000 and 61%). 53% of Finnish and 67% of Swedish same-day visitors are coming for a holiday. 39% of Finnish and 9% of Swedish same-day visitors come just for a shopping trip. Business trips in the same category of tourists are made by 3% of Finns and 6% of Swedes and 1% of Finns and 15% of Swedes visit their friends and relatives.

Purpose of a trip

Three-fourths of visitors are coming to Tallinn for a holiday. Every eighth tourist is on a business trip and every thirteenth is visiting friends or relatives (VFR).



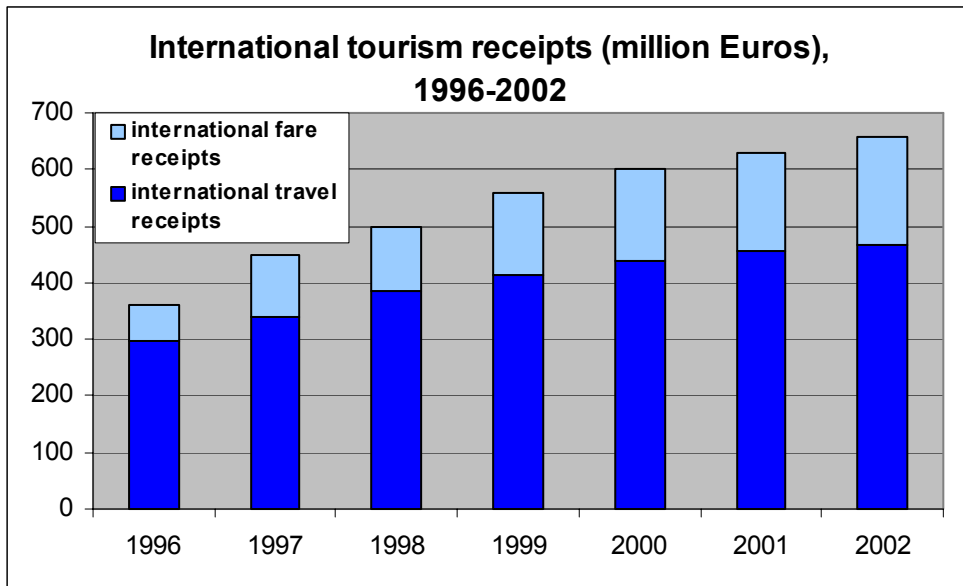
Source: Tallinn foreign visitors' survey, 2002

Quite obviously the peak of holiday travel is in summer with shoulder seasons in autumn and spring. The high seasons for business trips are summer and autumn. Shopping trips are made in spring, when the weather is not good enough for enjoying outdoor activities and a lot of shops have big sales. Friends and relatives are visited in spring, autumn and in December.

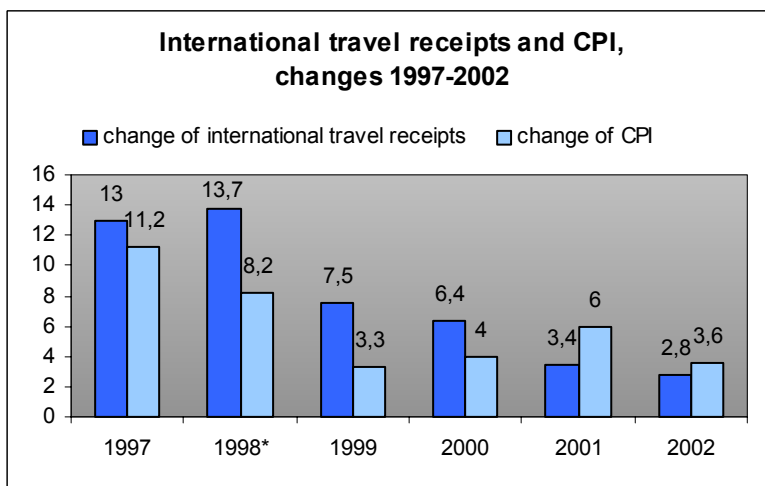
Tourism revenues

It is estimated that 80% of the total international travel receipts of Estonia can be attributed to Tallinn and this number was 466 million Euros in 2002. In the last two years the increase in international travel receipts has been quite moderate, during the same time the CPI has increased faster.

In 2002 the tourist's average spending per night was 115 Euros in Tallinn.



Source: Bank of Estonia



Source: Bank of Estonia, Statistical Office of Estonia

Table 1. Tourists in Tallinn accommodation establishments by country of residence, 2000-2002

	2000	2001	2002	Change in numbers 2000-2001	Change, % 2000-2001	Change in numbers 2001-2002	Change, % 2001-2002
TOTAL	696765	758410	764093	61645	9	5683	1
Estonia	70294	73293	73449	2999	4	156	0
Foreign countries	626471	685117	690644	58646	9	5527	1
Finland	424453	467401	446190	42948	10	-21211	-5
Sweden	46326	39945	38454	-6381	-14	-1491	-4
Denmark	7803	7753	7754	-50	-1	1	0
Germany	22781	28260	33516	5479	24	5256	19
Belgium, Netherlands, Luxembourg	5134	5462	6245	328	6	783	14
France	3573	3923	4948	350	10	1025	26
Austria	1644	1445	1985	-199	-12	540	37
Great Britain, Ireland	16294	19937	23772	3643	22	3835	19
Spain, Portugal	2667	4411	6065	1744	65	1654	37
Greece	486	309	517	-177	-36	208	67
Italy	5146	6120	6992	974	19	872	14
Norway	12110	12705	17511	595	5	4806	38
Switzerland	1871	2279	2095	408	22	-184	-8
CIS	19765	23714	27821	3949	20	4107	17
Russia	14478	18872	23150	4394	30	4278	23
Latvia	14943	15282	16512	339	2	1230	8
Lithuania	8198	8540	9991	342	4	1451	17
Poland	2847	4435	6388	1588	56	1953	44
The Czech Republic, Slovakia	1097	901	1093	-196	-18	192	21
Hungary	1019	784	839	-235	-23	55	7
Albania, Bulgaria, Romania	314	316	415	2	1	99	31
Slovenia	28	122	195	94	336	73	60
Other European countries	2750	2360	3904	-390	-14	1544	65
USA	10539	11783	10610	1244	12	-1173	-10
Canada	1061	1342	1191	281	26	-151	-11
Japan	6056	6128	5813	72	1	-315	-5
Other countries	7566	9460	9828	1894	25	368	4

Source: Statistical Office of Estonia

Table 2. The number of nights spent in accommodation establishments of Tallinn, 2000-2002

	2000	2001	2002	Change in numbers 2000-2001	Change, % 2000-2001	Change in numbers 2001-2002	Change, % 2001-2002
TOTAL	1010118	1105888	1172017	95770	9	66129	6
Estonia	101861	108198	114354	6337	6	6156	6
Foreign countries	908257	997690	1057663	89433	10	59973	6
Finland	539708	576212	569021	36504	7	-7191	-1
Sweden	69534	65970	65658	-3564	-5	-312	0
Denmark	13916	14665	15657	749	5	992	7
Germany	42509	52155	62787	9646	23	10632	20
Belgium, Netherlands, Luxembourg	11076	12423	14472	1347	12	2049	16
France	7188	8179	10699	991	14	2520	31
Austria	3077	2795	4471	-282	-9	1676	60
Great Britain, Ireland	35834	50061	59672	14227	40	9611	19
Spain, Portugal	3992	6504	10505	2512	63	4001	62
Greece	1098	786	1641	-312	-28	855	109
Italy	10909	13485	16691	2576	24	3206	24
Norway	22402	27058	36091	4656	21	9033	33
Switzerland	3614	4393	4176	779	22	-217	-5
CIS	38417	48089	57769	9672	25	9680	20
Russia	26821	38023	48236	11202	42	10213	27
Latvia	22017	22521	24376	504	2	1855	8
Lithuania	12907	14000	16506	1093	8	2506	18
Poland	5343	9282	10615	3939	74	1333	14
The Czech Republic, Slovakia	2452	2201	2893	-251	-10	692	31
Hungary	3792	2136	4876	-1656	-44	2740	128
Albania, Bulgaria, Romania	774	784	1353	10	1	569	73
Slovenia	60	324	537	264	440	213	66
Other European countries	6101	5742	10088	-359	-6	4346	76
USA	27400	28533	26105	1133	4	-2428	-9
Canada	2650	3196	2941	546	21	-255	-8
Japan	9615	10230	10194	615	6	-36	0
Other countries	11872	15966	17869	4094	34	1903	12

Source: Statistical Office of Estonia

Table 3. Tourists in Tallinn accommodation establishments, 1998-2002

	1998	1999	2000	2001	2002
Foreign visitors	426353	536024	626471	685117	690644
Estonian citizens	51251	63006	70294	73293	73449
TOTAL:	477604	599030	696765	758410	764093

Source: Statistical Office of Estonia

Table 4. Accommodation establishments in Tallinn, 1998-2002

	1998	1999	2000	2001	2002
Number of accommodation establishments	36	45	55	74	107
Number of rooms	2245	3061	3078	3390	3584
Number of beds	4018	5671	5606	6422	6758
Occupancy rate of rooms, %	68	61	65	66	62
Occupancy rate of bed-place, %	51	47	51	50	49
Average cost per night, EEK	550	544	528	551	588

Sources: Statistical Office of Estonia, Tallinn City Tourist Office