

Foreign Visitors to Tallinn

2004-2008

December 2008

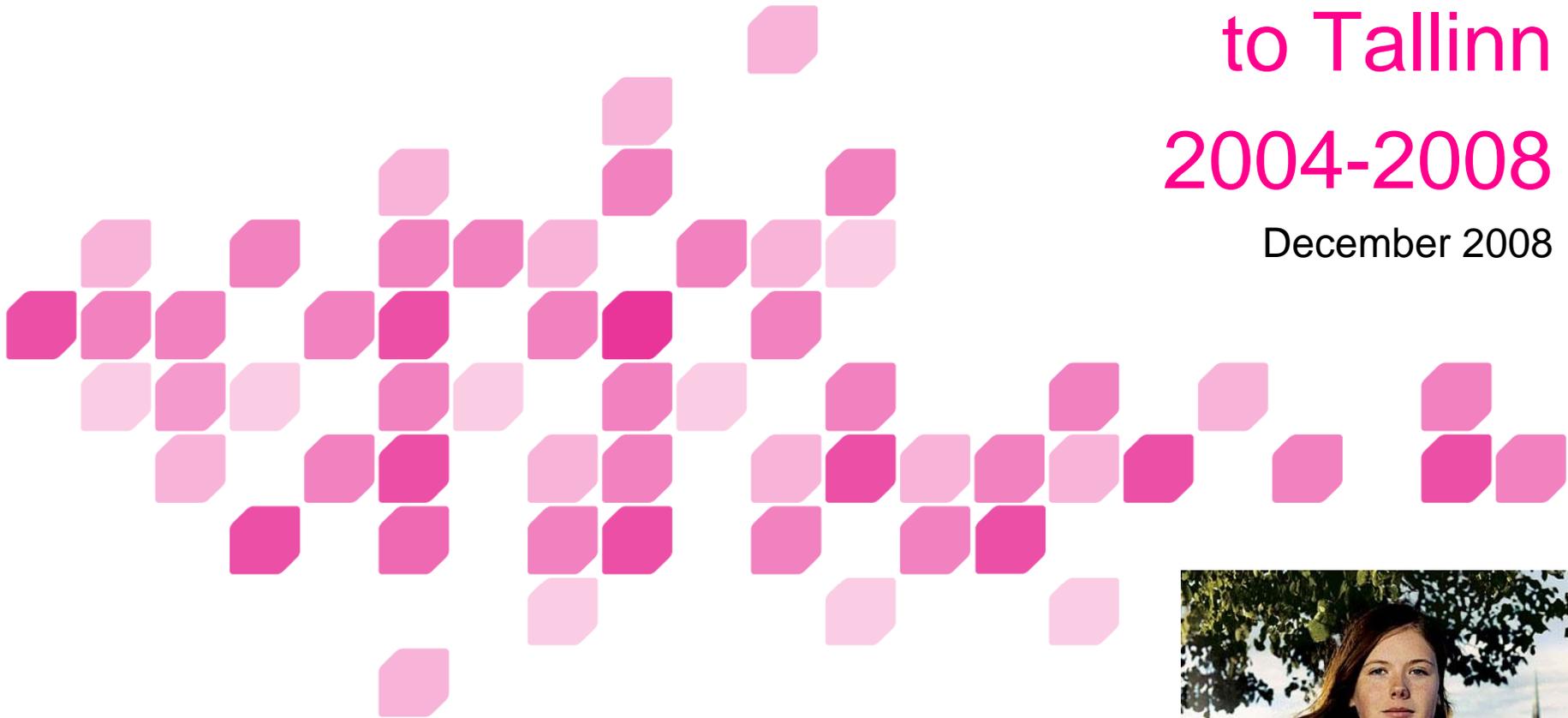


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Introduction



Introduction

- The main goal of the survey is to collect detailed data on foreign visitors to Tallinn, the purpose of their trip, evaluations and expenditure made during the trip. The research reveals:
 - from which countries, how and for how long foreign visitors have **arrived in Tallinn**;
 - what is **the purpose of their visit to Tallinn** and what motivated them to choose Tallinn as the destination city;
 - which services aimed at foreign visitors are used and how they evaluate **the quality of these services**;
 - **how much money** they spend and on what and how they evaluate the price-quality relationship of products/services.
- The results of the research enable to evaluate the competitiveness of Tallinn as a tourist attraction in Europe in year 2008 as well as to plan further development activities with the aim of increasing Tallinn revenue from tourism and turning Tallinn into an even more attractive and tourist-friendly city.
- Using the same methodology, this survey has been ordered by Tallinn City Enterprise Department and has been carried out since year 2002. The current report provides data from the 2008 research and presents comparison with years 2004 and 2005.
- The data in this current report has been presented in accordance with weighing method I (see appendix 4).



Overall Results of the Survey into Foreign Visitors to Tallinn 2004-2008

Respondent Profile (1)

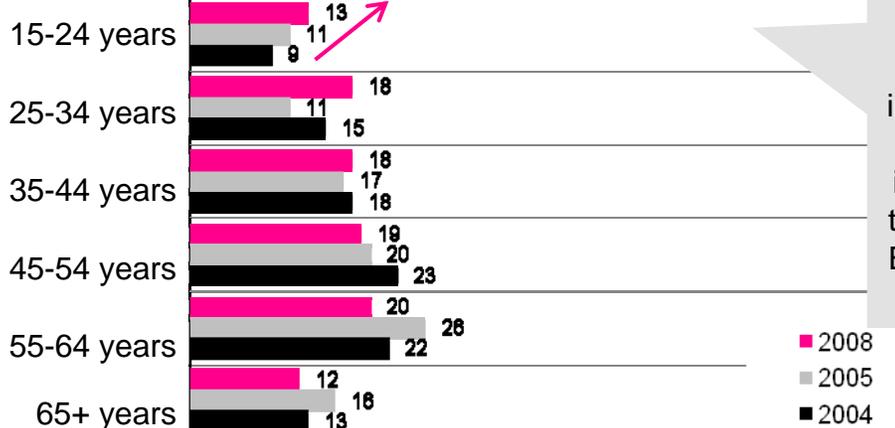
% of all the visitors who have arrived from a particular country

GENDER



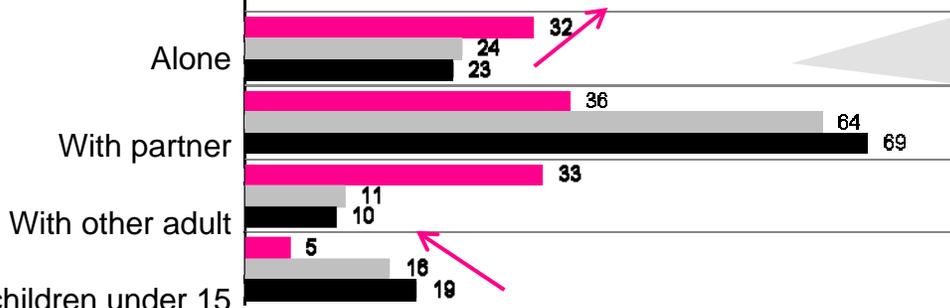
Compared to other countries, most women (50%) come from Finland, from other countries women account for less than half

AGE



The proportion of older people has decreased and the proportion of the young has increased. Visitors from Russia primarily account for the increase (half of them are less than 34 years old). From Great Britain, 37% of visitors are less than 34 years old.

COMPANIONS

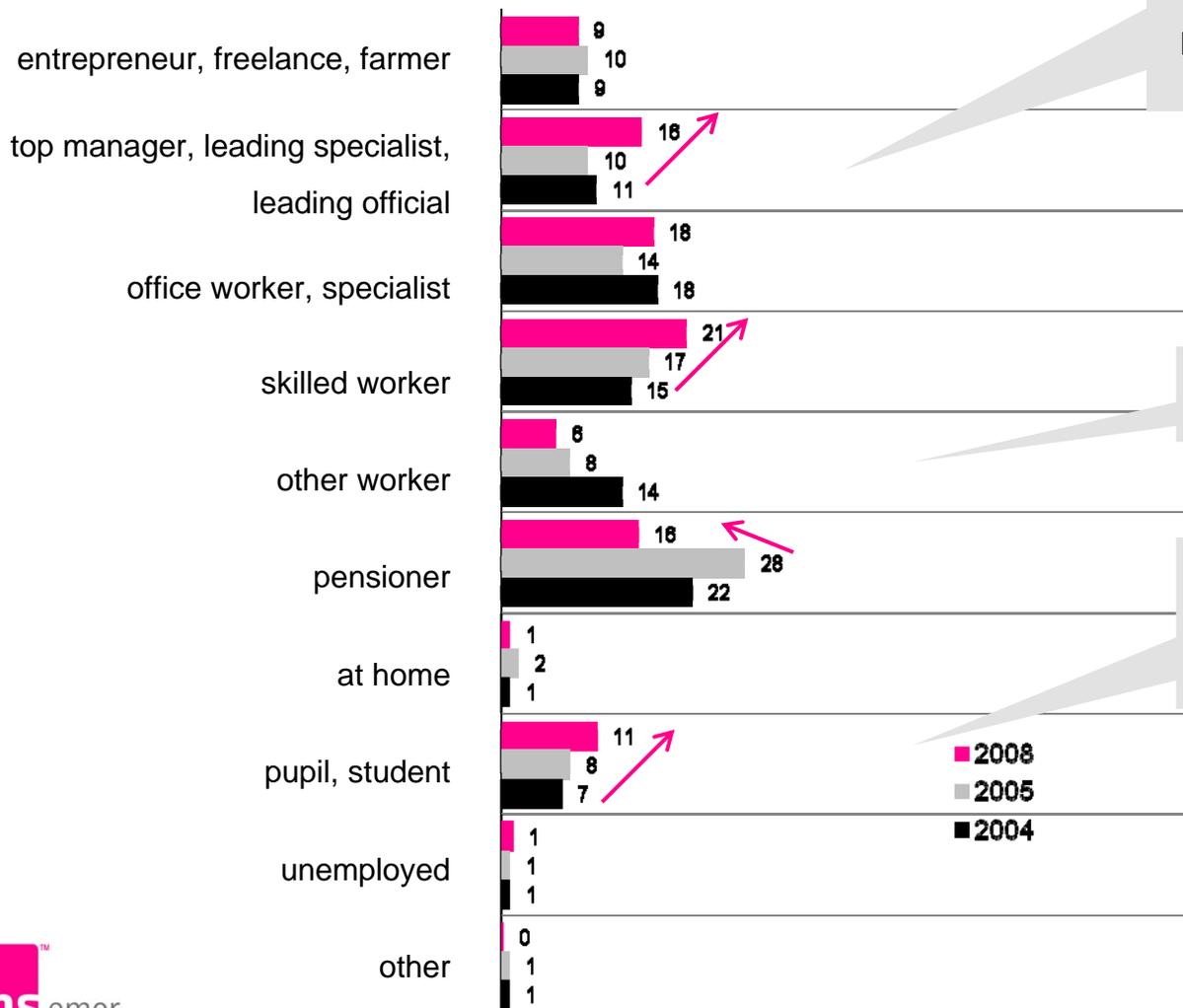


Those travelling alone primarily come from Sweden (49%), Russia (62%) and Latvia. Finnish people mostly travel with either a partner or a spouse, other adults or children.

Respondent Profile (2)

% of all the visitors who have arrived from a particular country

STATUS



The proportion of top managers and skilled workers has increased. Most top managers come from Great Britain (34%), skilled workers from Russia (50%).

Averagely, most pensioners arrive from Finland (21%).

The proportion of students has also increased, the largest number of them come from Germany (19%).

■ 2008
■ 2005
■ 2004

Summary

The proportion of visitors from Finland has decreased

- In 2008 **2,58 million*** foreign visitors came to Estonia (including cruise voyagers). Compared to year 2005, the number of visitors to Tallinn has decreased ca 4% (2,68 million people visited Tallinn in 2005). Slightly more than a half (52%) come from Finland, but compared to year 2005, the proportion of Finnish visitors has decreased (in 2005 the proportion of Finnish visitors was 61%)
- **The proportion of female visitors** is dropping, the number of male visitors, however, is increasing. Just like before, most women come from Finland and most men arrive from Great Britain (67%), and Germany (66%). Those employed as (top) managers primarily come from Great Britain (34%).
- 52% of the visitors are 45 or older, however, on a general scale it should be pointed out that the proportion of older visitors to Tallinn has decreased and the proportion of **younger ones has gone up**. Most younger foreign visitors come from Russia (50% are younger than 34) and Great Britain (37% are younger than 34) and older visitors are from Finland (60% are 45 or older).
- In terms of social status, **the proportion of white-collar workers** has increased: visitors who occupy managerial positions (10% in 2005 vs 16% in 2008) and are office workers or specialists (14% in 2005 vs 18% in 2008). At the same time the proportion of skilled workers has also slightly increased (17% in 2005 vs 21% in 2008). The proportion of pensioners as well as other workers has decreased (28% in 2005 vs 16% in 2008). The proportion of students has gone up (8% in 2005 vs 11% in 2008). The increase is mainly due to higher number of German visitors (19%).

The purpose of the trip and the route

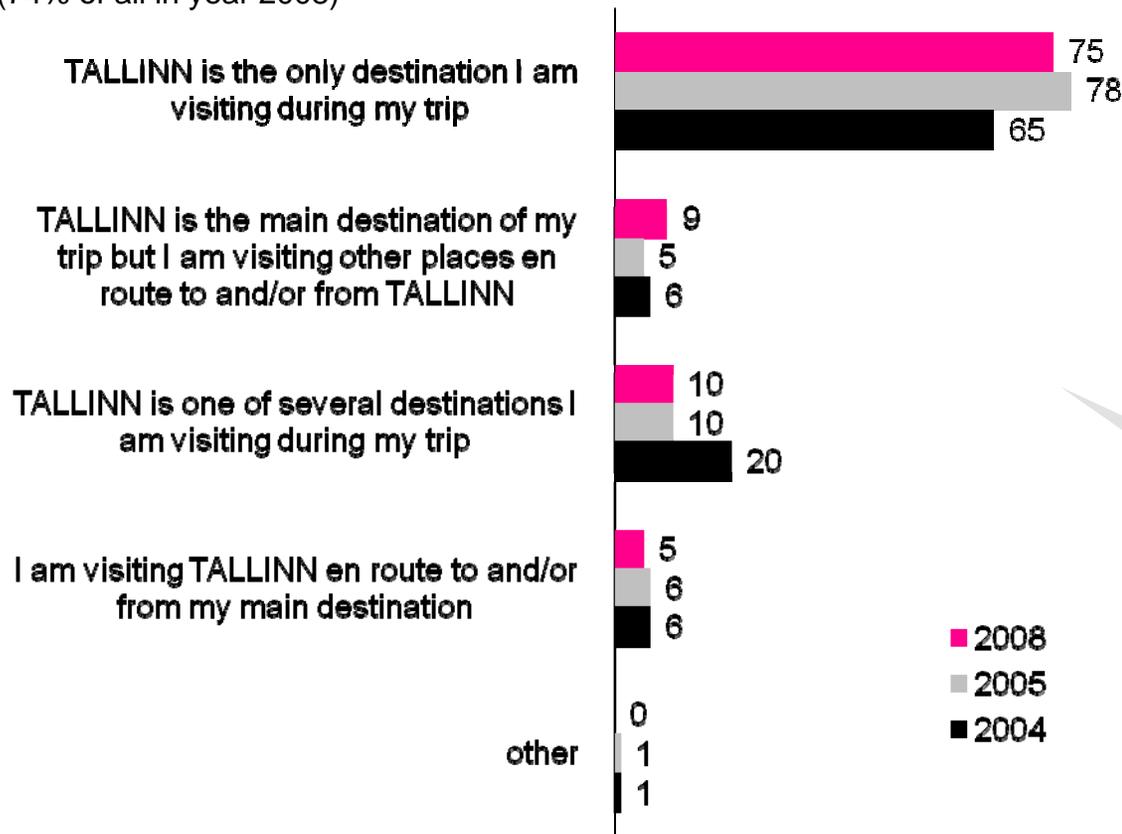


Tallinn as a holiday destination

The role of Tallinn as the only holiday destination has slightly decreased

% of all the visitors who have arrived from a particular country and who spent at least one night away from home

(74% of all in year 2008)



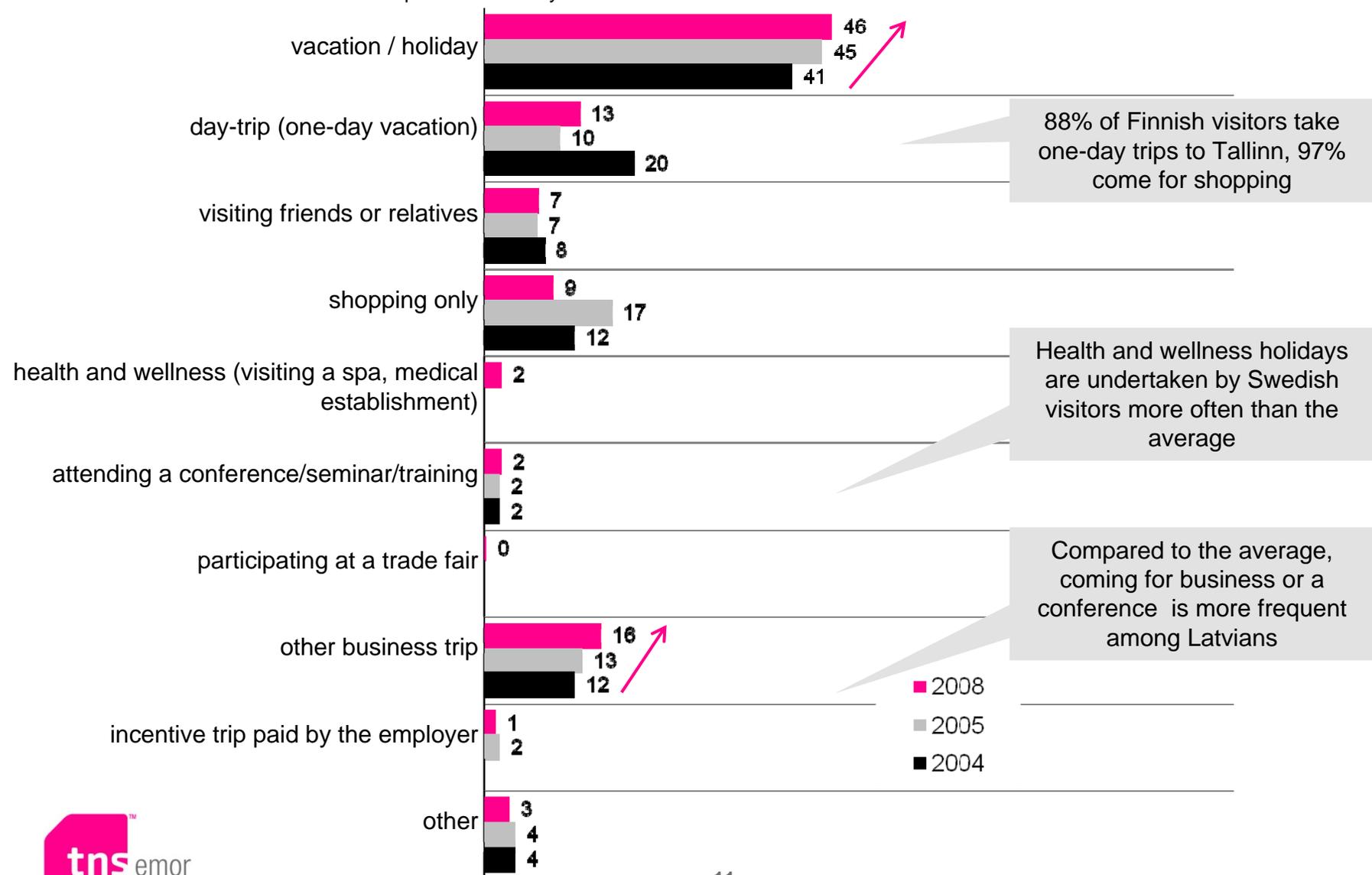
The role of Tallinn as the only holiday destination has decreased at the expense of Finnish visitors and this is true for all visitors. Similarly, the proportion of Finnish visitors, for whom Tallinn is the only holiday destination, has also gone down (1% in 2008 vs 90% in 2005).

More often than the average, 25% of the visitors from Russia consider Tallinn to be primary, but not the only holiday destinations

Purpose of the trip

The proportion of holidays and business trips is increasing

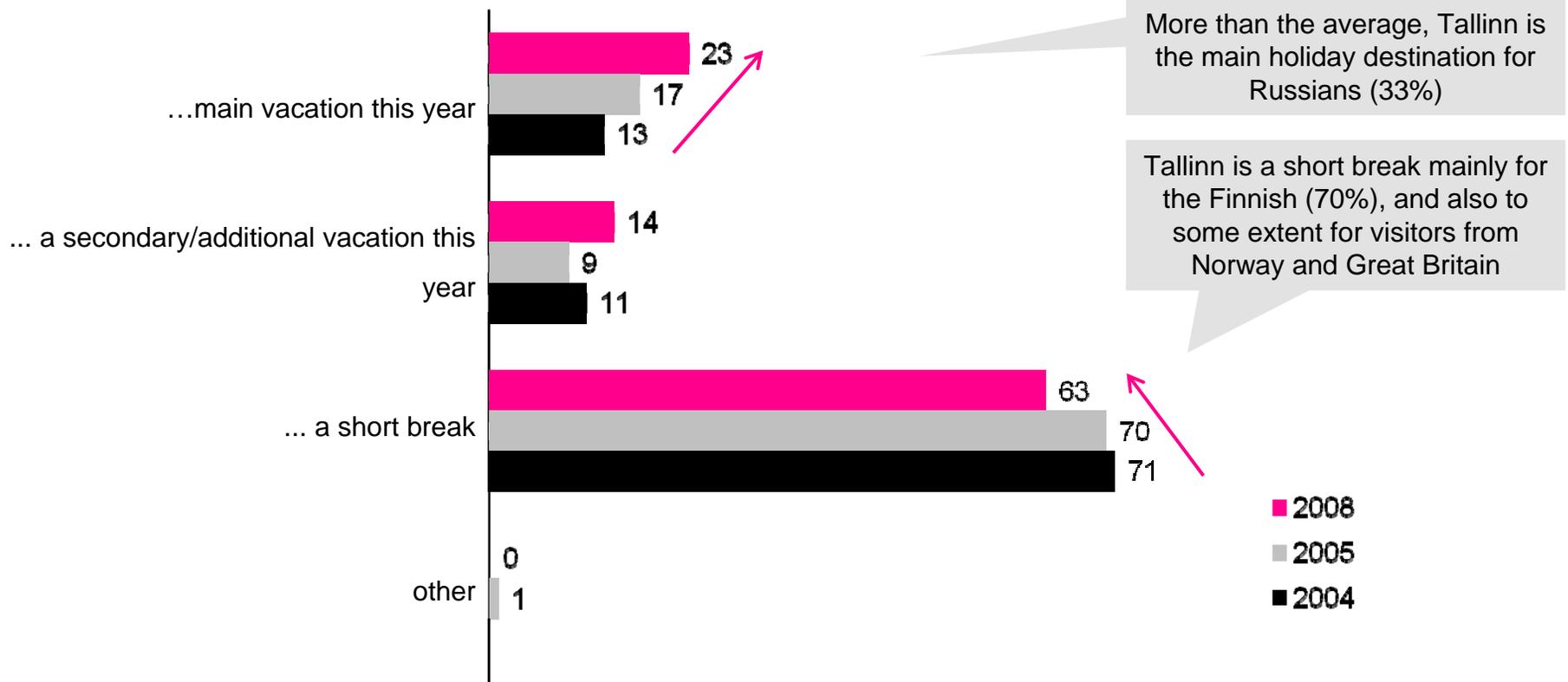
% of all the visitors who have arrived from a particular country



Meaning of the holiday

The importance of the main holiday is increasing

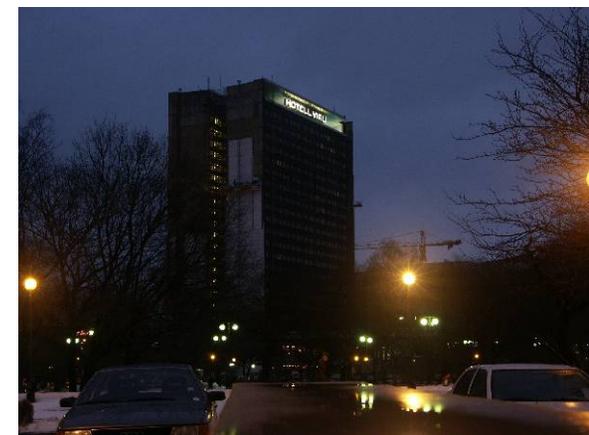
% of all the visitors who have arrived from a particular country, who are on a holiday or who visit friends and relatives with the holiday purpose



Summary

- **The role of Tallinn as the only holiday destination has slightly decreased** (78% in 2005 vs 75% in 2008) mainly at the expense of visitors from Finland: their overall proportion from among all visitors as well as among those for whom Tallinn is the only holiday destination have both gone down.
- For Finnish, Swedish, Latvians and also Norwegians, Tallinn is still the main holiday destination (the same was apparent in also previous surveys). It may also be pointed out that
 - primarily with Russians and Germans, Tallinn is the purpose of the trip, but during the trip, also other destinations are visited.
 - Tallinn is one of the many destinations for visitors from Germany and Great Britain.
- **The proportion of holidays and business trips as the purpose of the trip has increased.** Even though Tallinn is still the main destination for most Finnish visitors who come for one-day trips or for shopping, the Swedish visitors are here more frequently for wellness and health purpose, Latvians, on the other hand, frequently come for business or attend conferences. More often than other visitors, Russians come to visit friends or relatives.
- Compared to earlier research, **the importance of Tallinn as the main holiday destination has increased.** However, Tallinn as a short break has decreased in proportion. More than other nationalities, Russians tend to view their holiday in Tallinn as the main destination. Norwegian, Finnish and British visitors also come to have a short break.

Staying overnight and accommodation



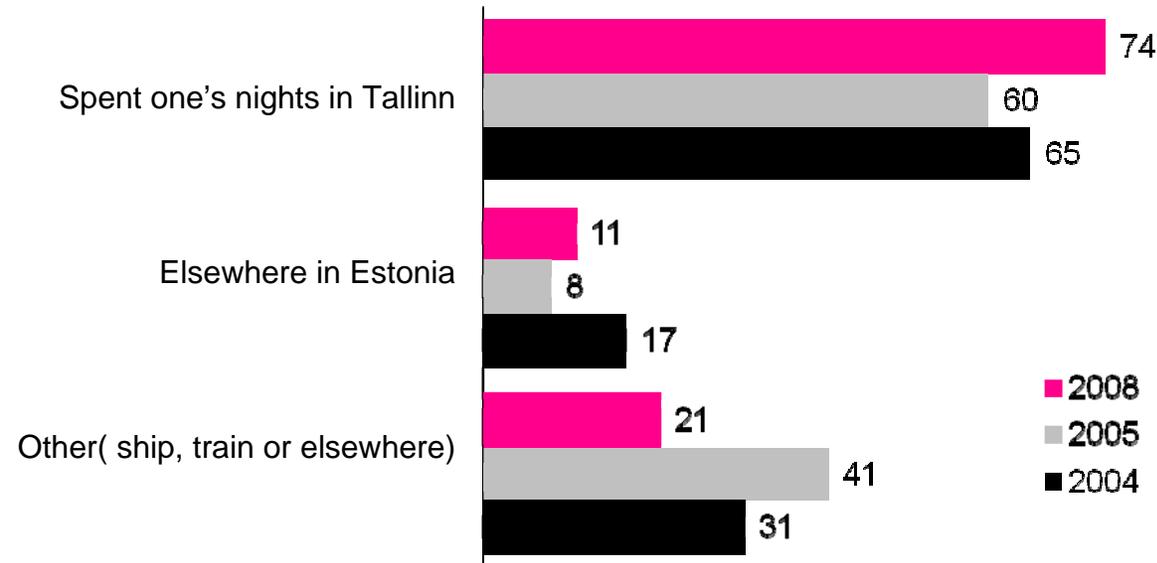
Nights spent away from home

The proportion of those who spend the night in Tallinn has increased

% of all the visitors who have arrived from a particular country



% of all the visitors, who have spent nights away from home

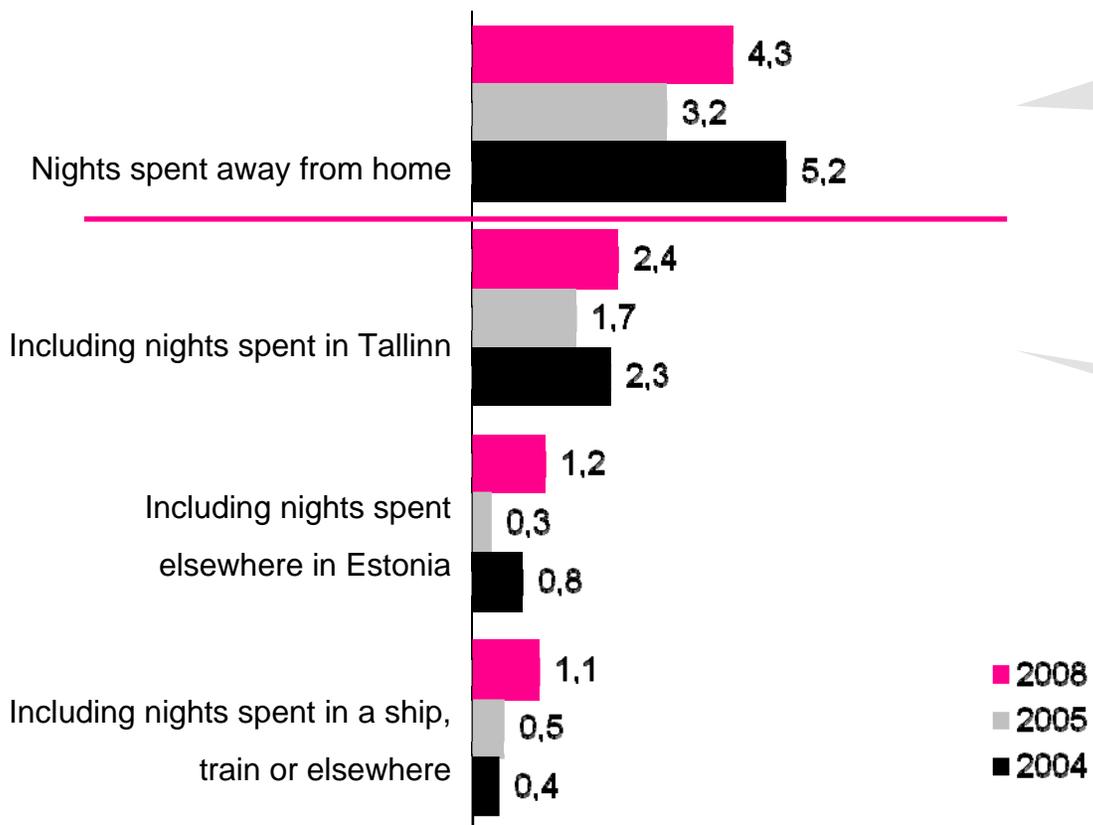


Spending nights away from home

The length of an average trip has increased

the number of average nights spent away from home

(of all the visitors who have arrived from a particular country, who have spent nights away from home)



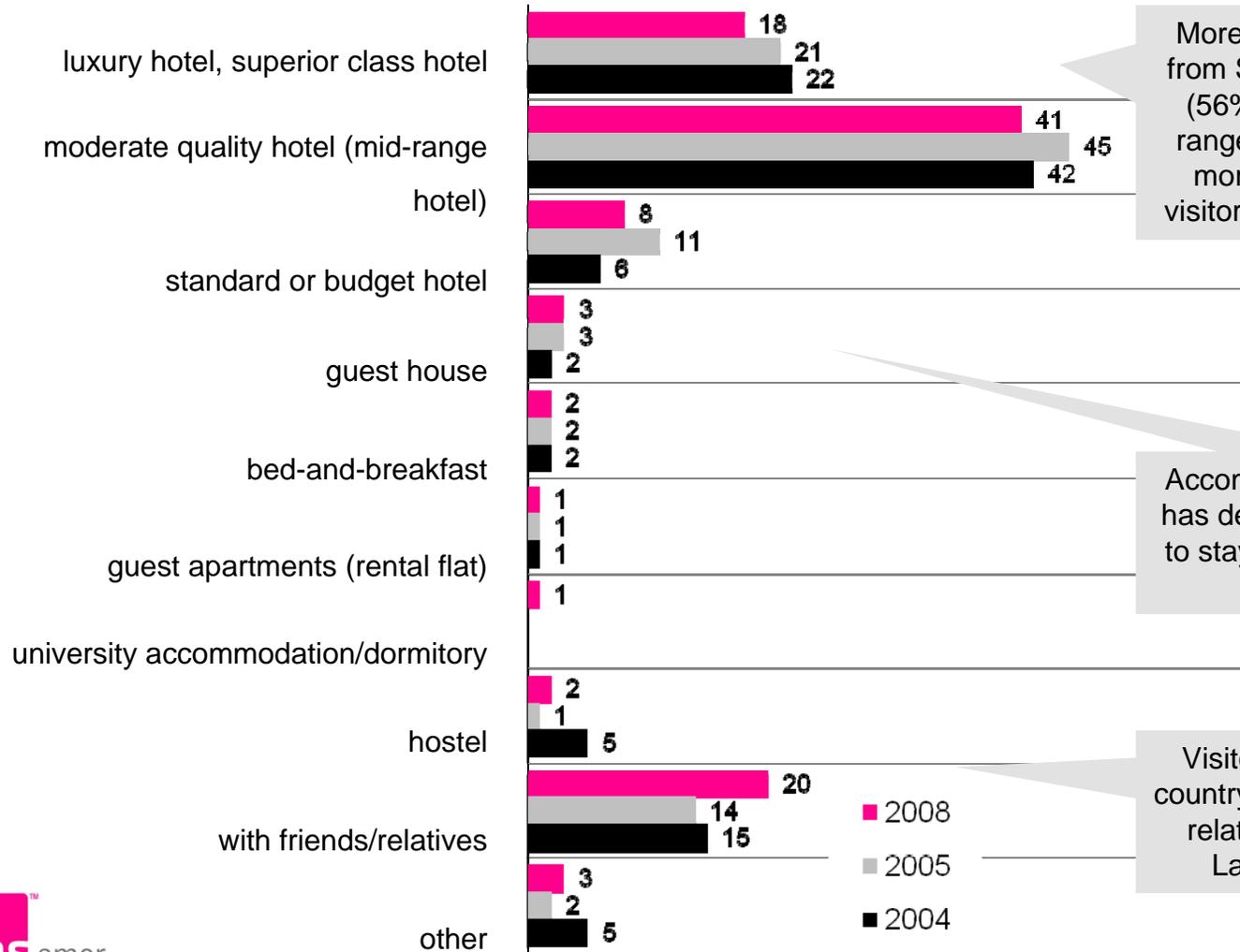
Those on the longest trip are visitors from Germany (8 nights on average). In 2005, Russians came first with 9 nights (vs 7 nights in 2008). Those on the shortest trip include the Finnish (2 nights), with other nationalities nights spent away from home range from 2-5.

Those who spend most nights in Tallinn are Germans (6 nights) and Russians (5 nights).

Staying overnight in Tallinn

Spending the night at friends/relatives is gaining popularity

% of all the visitors who have arrived from a particular country, who have spent at least one night in Tallinn



More often than others, visitors from Sweden (48%) and Finland (56%) spend the night in mid-range hotels. Luxury hotels are more frequently occupied by visitors from Great Britain (32%).

Accommodation in budget hotels has decreased, but Latvians tend to stay there more often than the average (22%).

Visitors from our neighbouring country Russia stay with friends or relatives in 58% of cases and Latvians in 32% of cases.

Summary

Foreign visitors to Tallinn stay here longer than before

- Even though the number of foreign visitors who spend at least one night away from home has decreased (84% in 2005 vs 80% in 2008), the average length of the trip has increased (3,2 nights in 2005 vs 4,3 nights in 2008), which shows that people who have come here, stay longer.
- The proportion of staying overnight has increased in both Tallinn (60% in 2005 vs 74% in 2008) and in other parts of Estonia (8% in 2005 vs 11% in 2008). **The number of nights spent in Tallinn and in other places in Estonia** has also increased. Spending the night on a boat, train or elsewhere shows a diminishing trend, even though the general length of the trip is longer.
- Compared to year 2005, the length of trip has grown shorter with visitors from Russia (7 nights in 2008 vs 9 nights in 2005). Those on the longest trip here come from Germany (8 nights on average), with other nationalities the length of the trip varies from 2 to 5 nights.
- **The usage of all hotel types shows a negative trend.** The proportion of staying in mid-range hotels has generally decreased (41% in 2008 vs 45% in 2005). However, this is still the most popular type of accommodation. **Satying at friends or relatives has gone up substantially** (14% in 2005 vs 20% in 2008). This trend is especially prevalent with Russians and Latvians.

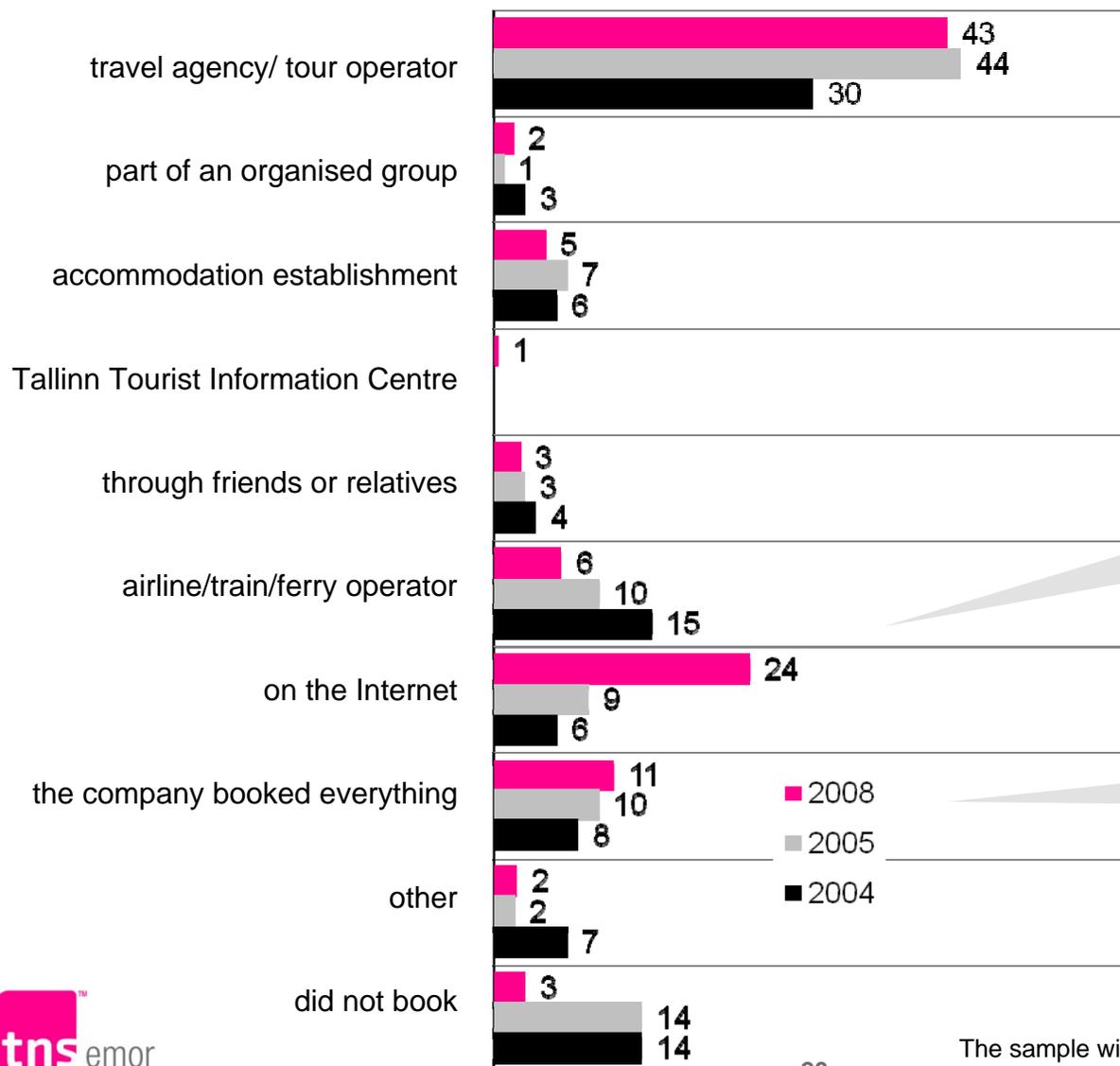
Before arriving in Tallinn



Booking accommodation

The importance of internet has increased

% of all the visitors who have arrived from a particular country, who have spent at least one night in Tallinn and who used accommodation



Internet is mainly used by visitors from farther countries: Norway (37%), Great Britain (38%) and Germany (36%).

More often than the average, Latvians use the company to book accommodation (26%)

Booking accommodation

Nearly all visitors book accommodation before they arrive in Tallinn

% of all the visitors who have arrived, who have spent at least one night in Tallinn staying in an accommodation establishment and who has booked one's accommodation



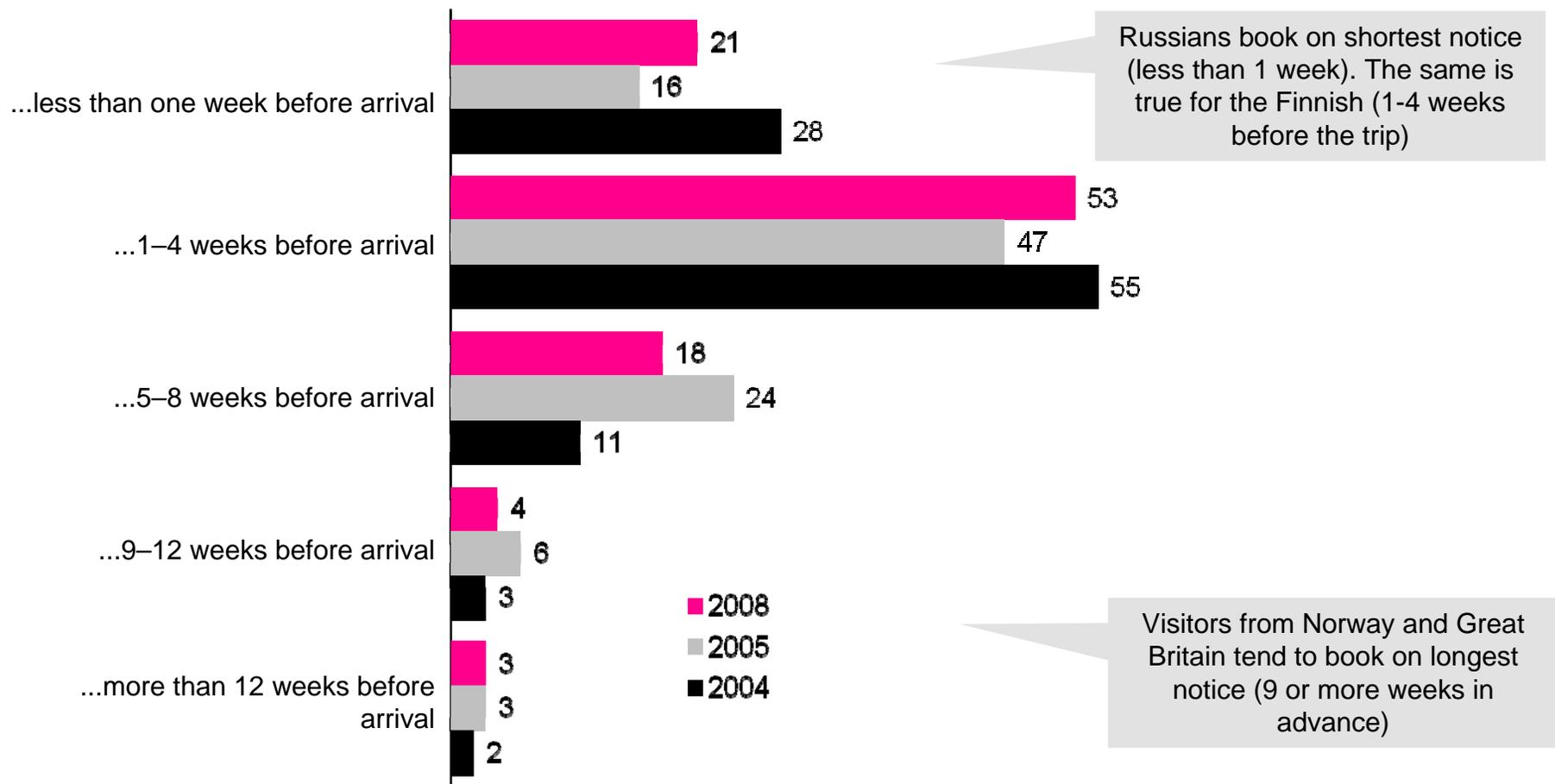
More often than others, accommodation is booked in advance by visitors from farther countries: Norway, Sweden and Great Britain

The question was asked differently in previous years so the comparison is unavailable.

The time of booking one's accommodation

The length of time before the accommodation is booked is getting shorter

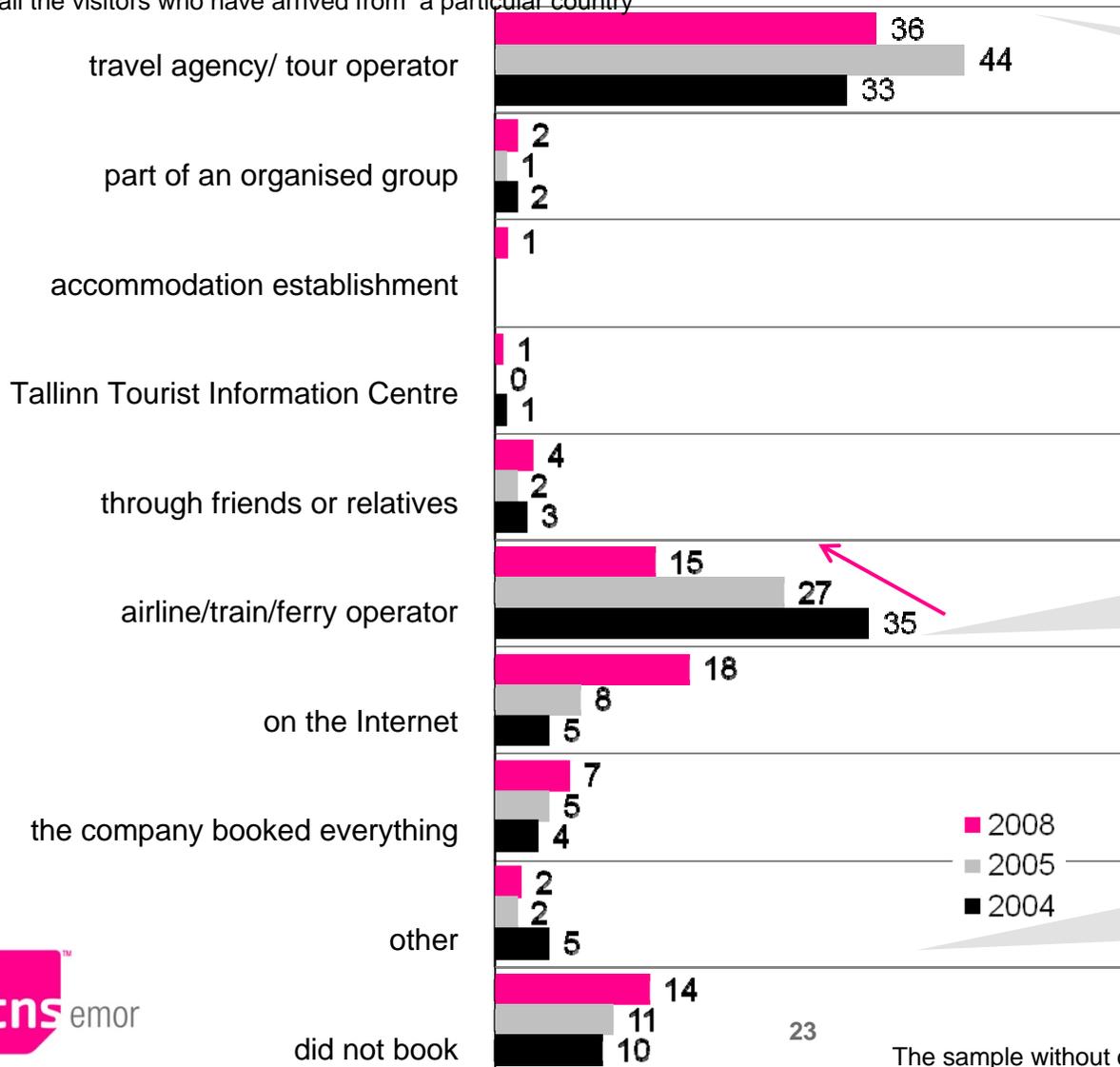
% of all the visitors who have arrived, who have spent at least one night in Tallinn and who has booked one's accommodation before arrival



Booking transportation

Internet is becoming more important while booking transportation

% of all the visitors who have arrived from a particular country



Finnish visitors book transportation more often than others (42%), which in certain context may also stand for booking the ferry tickets.

To book transportation, internet is used by visitors from Norway (37%), Great Britain (39%) and Germany (37%).

More than the average, transportation is not booked by Latvians (30%) and Russians (63%)



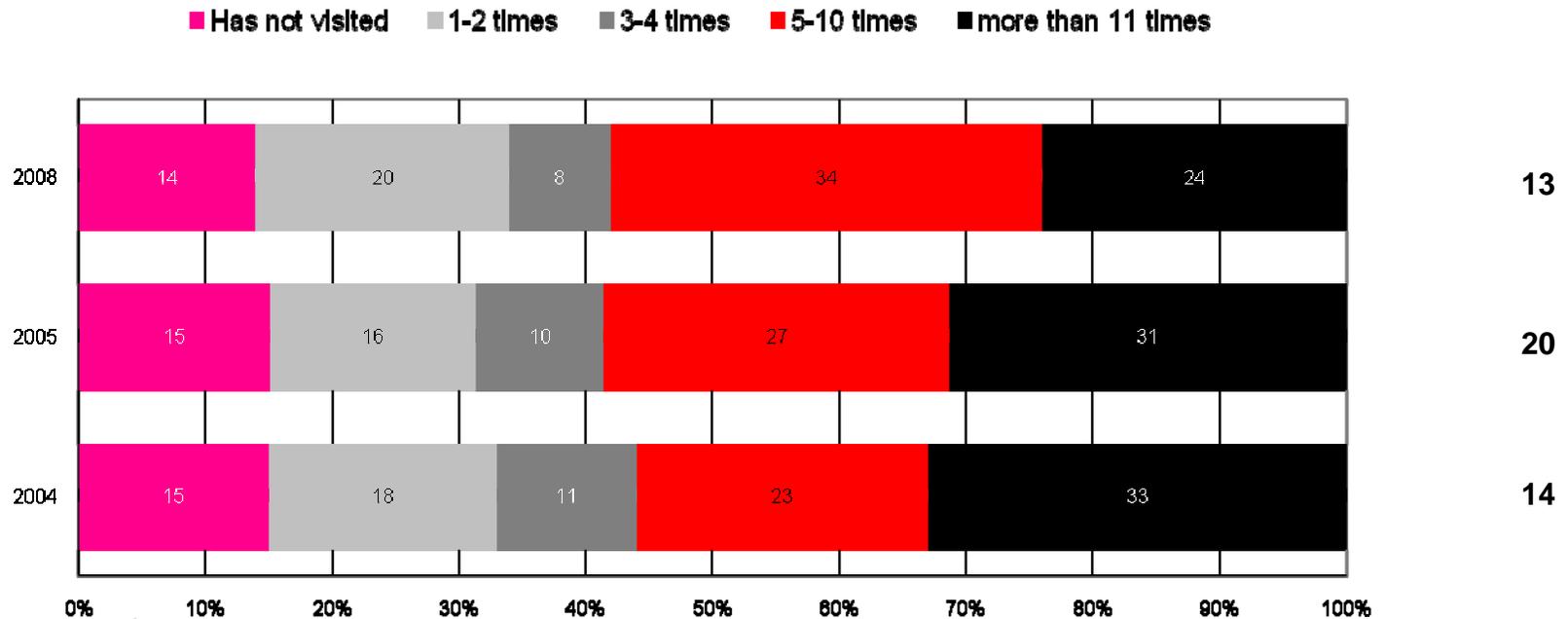
The sample without cruise: 2008 (1370), 2005 (1202), 2004 (1211)

Number of previous visits to Tallinn

The number of first-time visitors to Tallinn remains stable

% of all the visitors who have arrived from a particular country

Average number of visits



Most first-time visitors come from Norway (41%), Great Britain (42%) and Germany (50%).

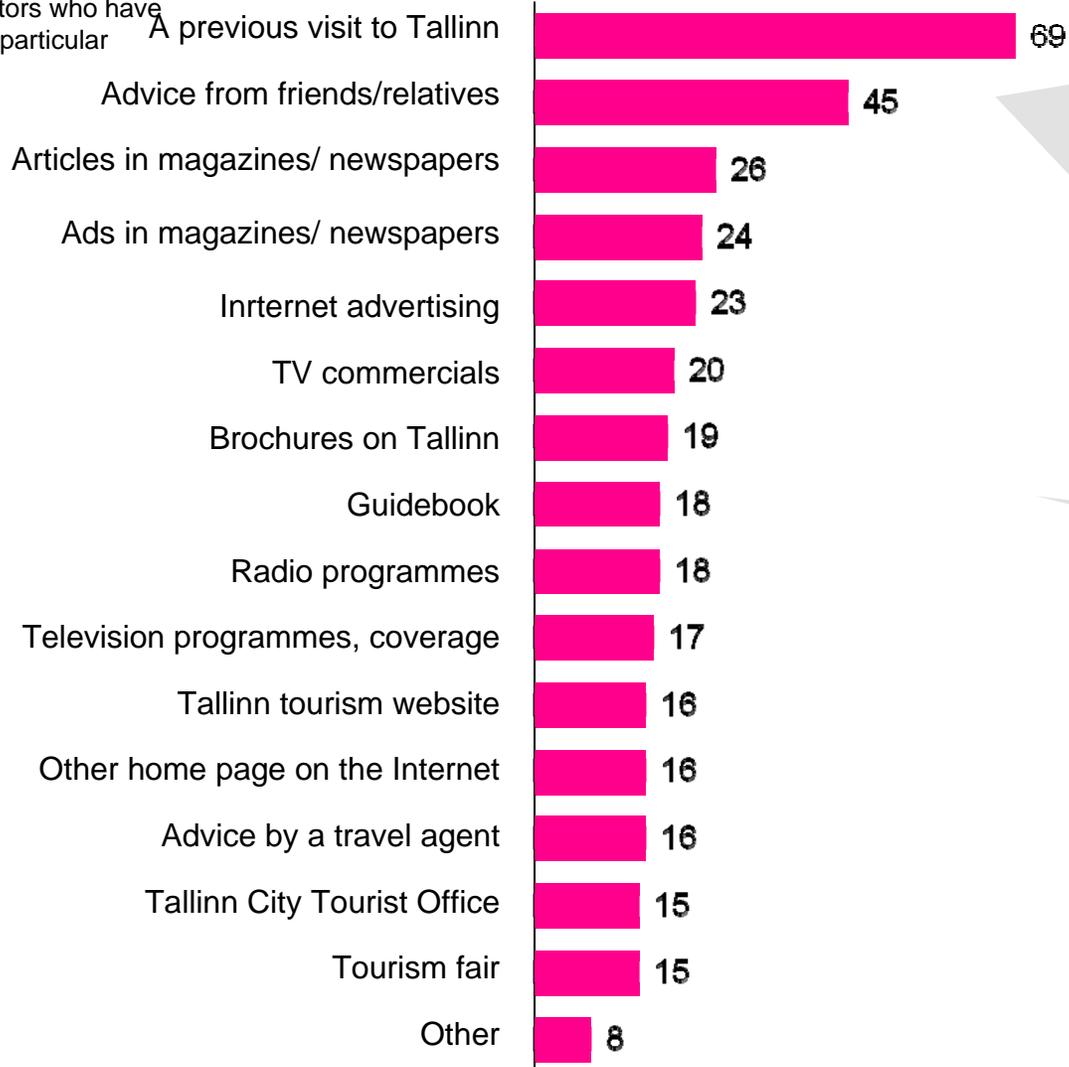
More than the average of those who have visited Tallinn 1-2 times include the Swedish (43%) and Russians (39%).

More than the average of those who have visited Tallinn 5-10 times include the Latvians (32%) and the Finnish (47%).

Information sources about Tallinn

Previous visit is by far the most important source of information

% of all the visitors who have arrived from a particular country



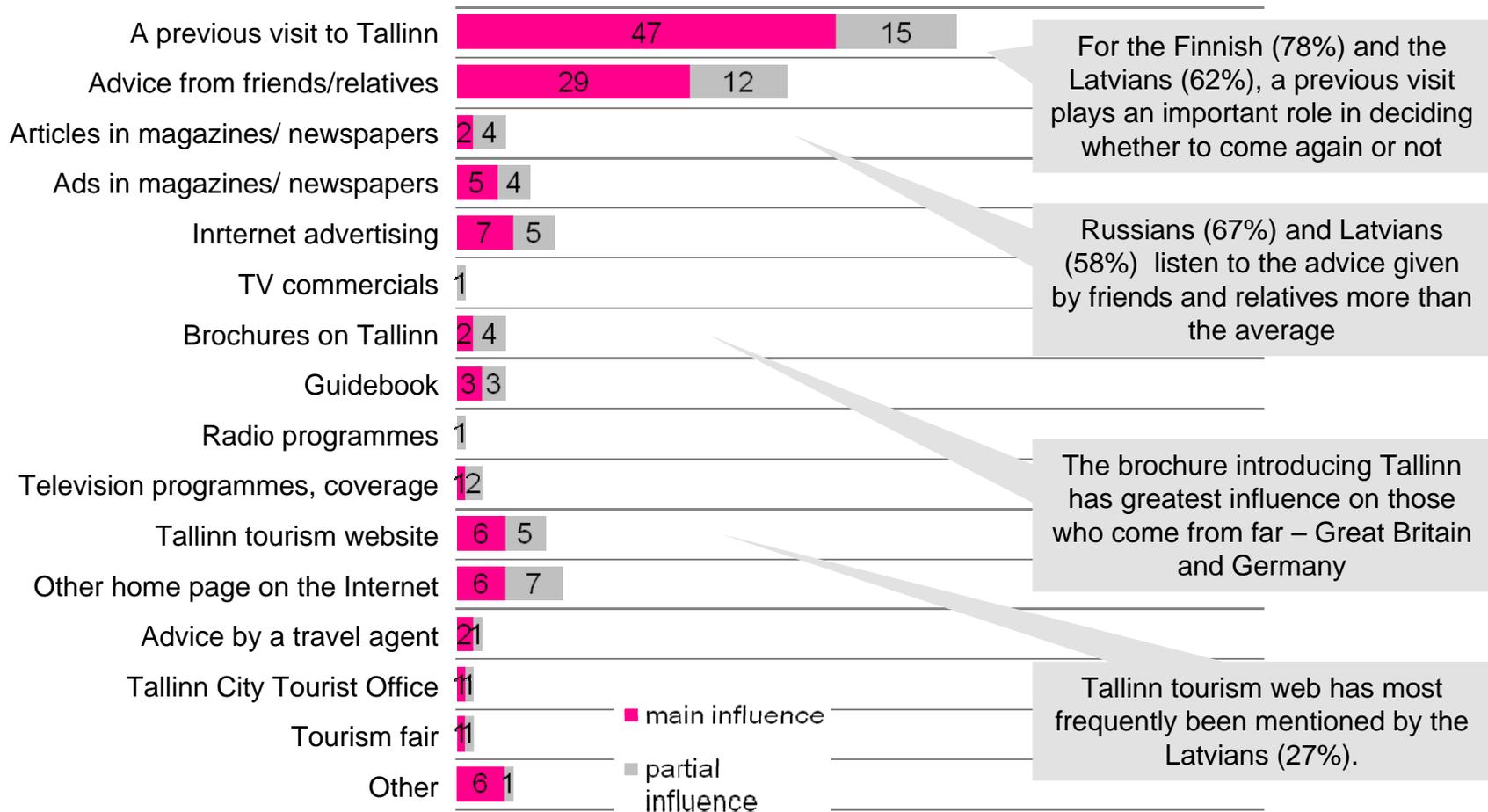
Just like with previous surveys, the most informative sources of information (previous visit and advice from friends/relatives) remain the same with all visitors. The Finnish are different from others – in 82% of cases they rely on previous visits. Russian visitors are different in that they trust the advice they receive from friends/relatives

Those who come from far (Norway, Great Britain, Germany), official sources of information (newspaper advertisements, TV commercials, brochures, etc) are also important.

The factors that influence visiting Tallinn

Primarily unofficial sources

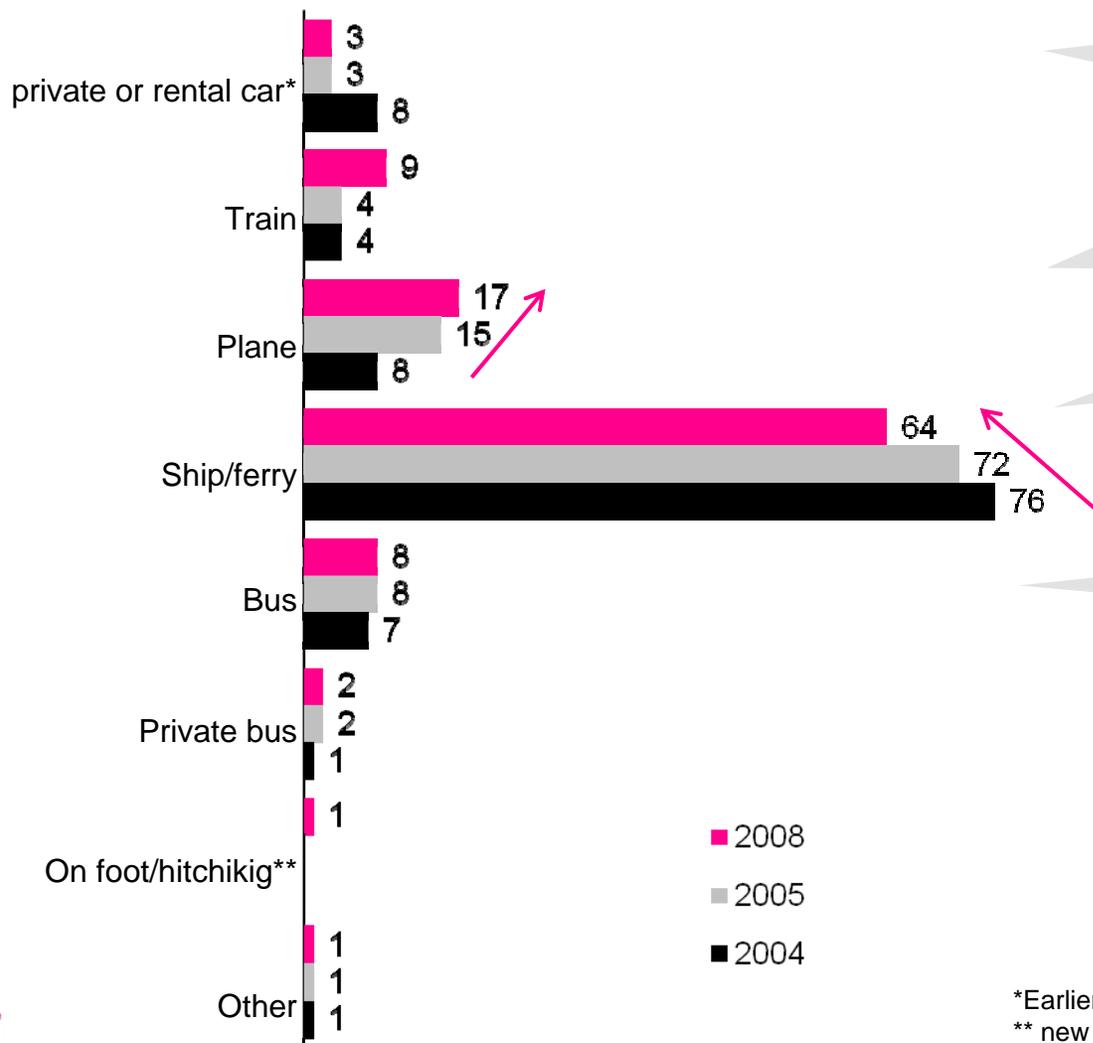
% of all the visitors who have arrived from a particular country



Transport used to arrive in Tallinn

The plane is gaining in popularity

% of all the visitors who have arrived from a particular country



More than others, Swedish, Latvians and Germans arrive by car (10%, 11%, 11% respectively).

Those from farther countries frequently arrive by plane: Norwegians (76%), British (81%) and Germans (61%)

Nearly all Finnish (97%) arrive by ships.

Nearly half (49%) of Latvians use the bus to arrive in Tallinn.

■ 2008
■ 2005
■ 2004

*Earlier the term private car/bus was used.
** new category which was not included in previous surveys.

Summary (1)

- Compared to the 2005 survey, there are several relevant changes in arriving in Tallinn. Nearly all visitors who spend at least one night in Tallinn, have in year 2008 **booked accommodation** before arriving. However, they book accommodation on shorter notice (in year 2005, 63% of all visitors booked accommodation at least one month ahead, nevertheless, 74% of visitors did so in 2008). Our closer neighbours (Russians and Finnish) tend to book on shorter notice and those from farther (primarily Norwegians and British) book accommodation 9 or more weeks or 2,5 months ahead.
- Just like in previous years, the main means of booking accommodation and transportation is through travel agencies. However, the **internet** as a means of booking accommodation and transportation **has gained in importance** (with accommodation 9% in 2005 vs 24% in 2008 and with transportation 8% in 2005 vs 18% in 2008). The increase could be attributed to those visitors who come from farther countries (Norway, Great Britain, Germany).
- **The number of first-time visitors to** Tallinn remains stable (15% in 2004 and 2005, 14% in 2008). However, the average number of visits has decreased compared to earlier years (20 in 2005 vs 13 in 2008) – the number of those who have been here 5 time has decreased most. Those who have visited Tallinn 5 or more times mainly come from our neighbouring countries – Latvia and Finland. Other nationalities are represented to a substantially lesser proportion.
- Just like in previous surveys, **the main sources of information include previous visits and advice given by friends/relatives**. This tendency is the same with all target countries. In terms of visitors from Finland, they tend to be regular visitors and as a result, their main source of information is a previous visit. More than others, Russian visitors rely on advice given by friends/relatives.

Summary (2)

- **The factors that mostly influence a visit** to Tallinn include previous visits or advice given by friends/relatives. Nevertheless, the general tendency is that our immediate neighbours, who visit us more frequently and regularly, rely on previous experience or advice given by friends or relatives. However, those from far admit the influence of secondary information sources. Visitors from Great Britain and Germany, for example, consider the brochure introducing Tallinn and the travel guide to be of relevant importance. The role of internet is highlighted by Latvians and also, to a lesser extent, by Germans and the British
- Just like in earlier years, the 2008 survey showed that the dominating means of transport while arriving in Tallinn include the ship or the ferry. However, the usage of the **plane continuously shows an increasing tendency** (8% in 2004, 15% in 2005 and 17% in 2008). More often than before, Tallinn has also been reached by the train (4% in 2005 vs 9% in 2008). Planes are primarily used by those who come from far. Our immediate neighbours arrive by expected means of transport: the Latvians come by bus, the Finnish by ship and the Russians arrive by train.

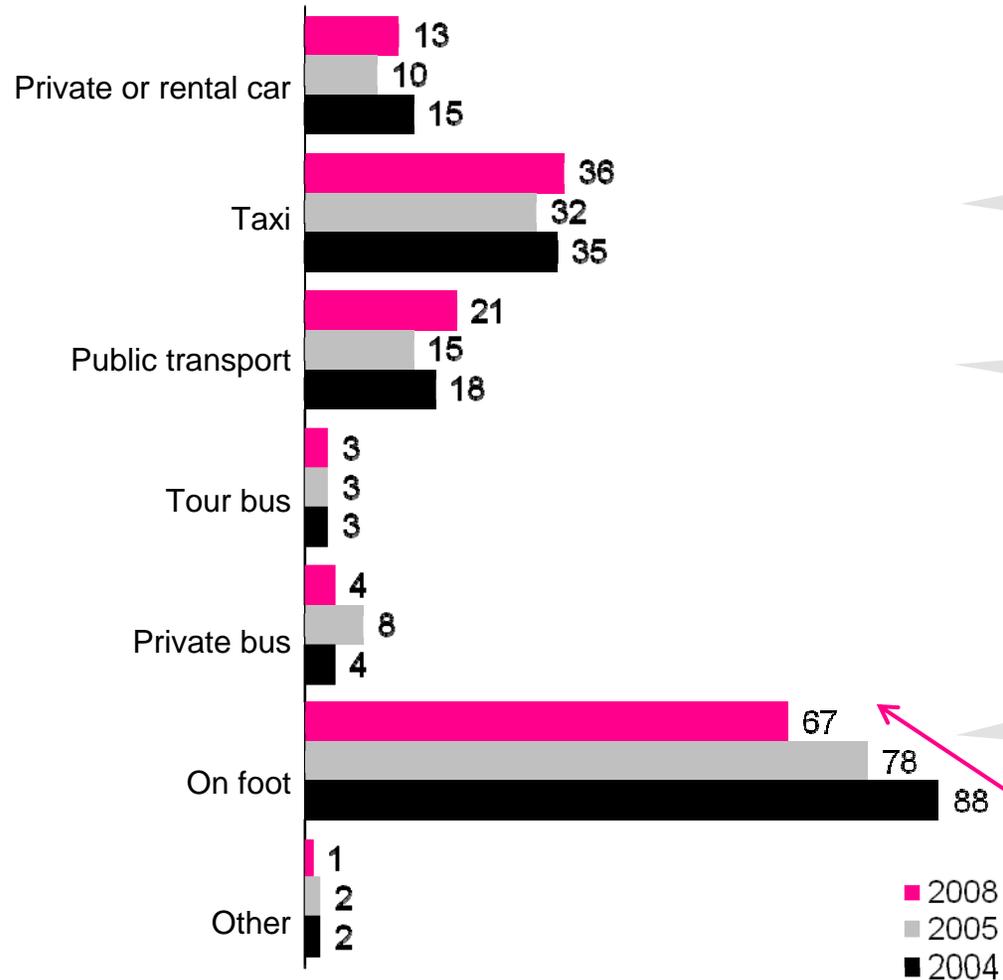
Tallinn



Transportation used in Tallinn

Moving around on foot is on a decrease

% of all the visitors who have arrived from a particular country



As a means of in-city transport, taxis are mostly used by Germans (49%), British (70%) and Norwegians (56%).

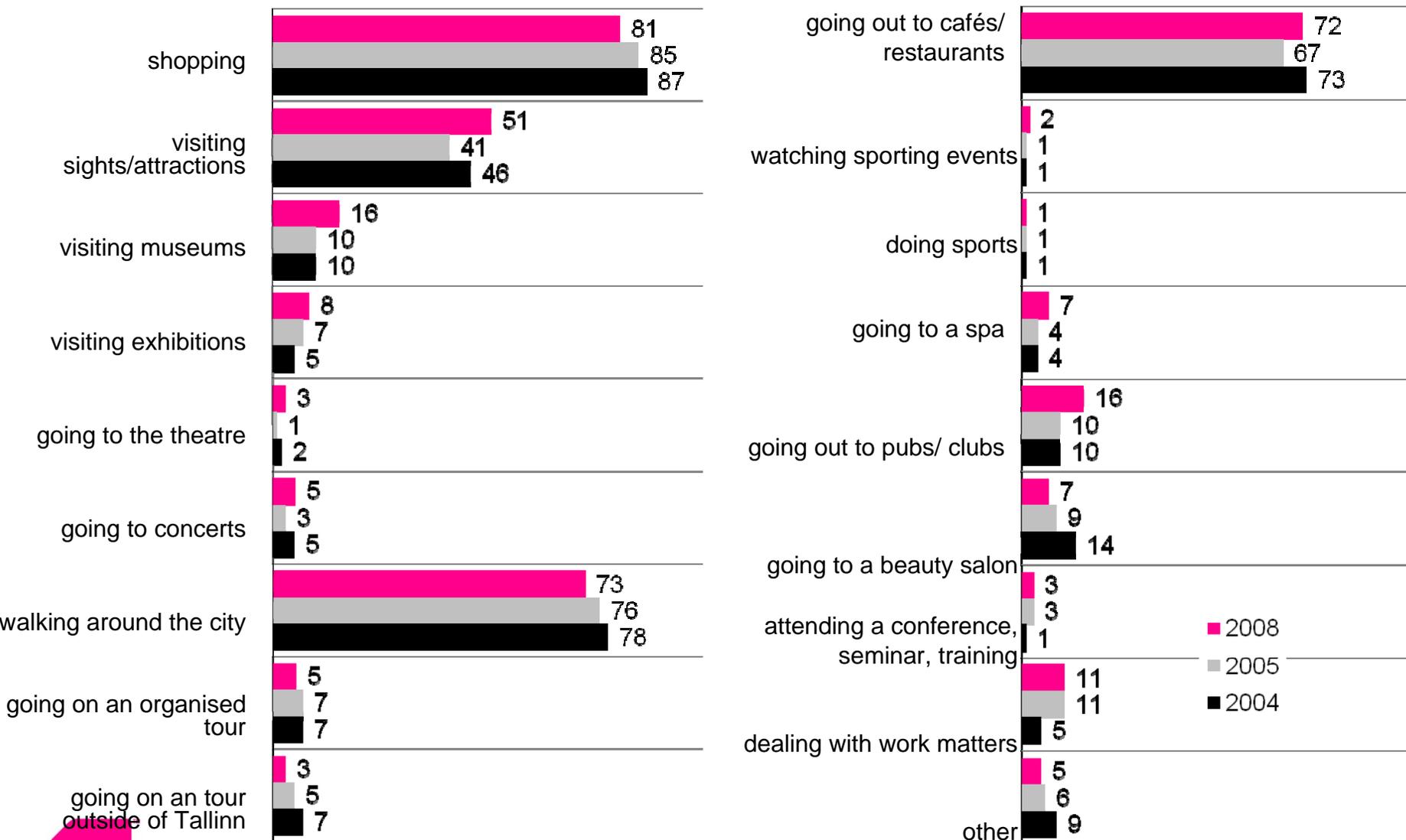
Public transport is used by Latvians (32%) but also Germans (40%).

Finnish and Russians move around of foot more than other nationalities (85% and 84% respectively)

Activities in Tallinn:

shopping, walking, sightseeing and going to cafes

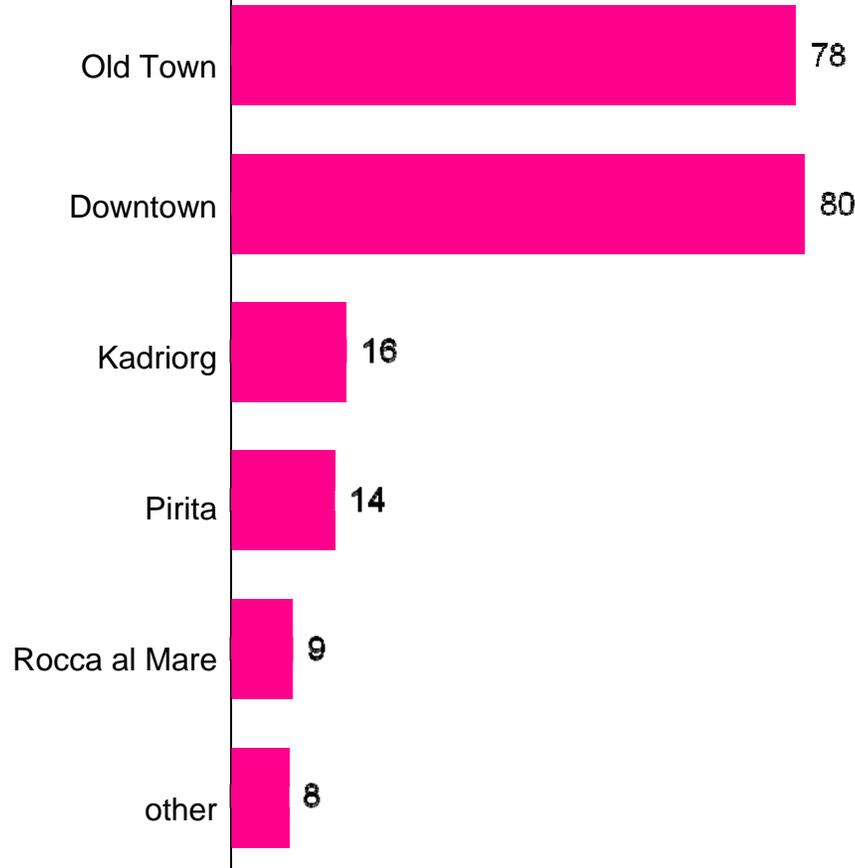
% of all the visitors who have arrived from a particular country



Areas visited in Tallinn

The favourite areas are the Old Town and downtown

% of all the visitors who have arrived from a particular country



Russian visitors tend to be more active than others and have visited both the Old Town, Kadriorg, Pirita and Rocca al Mare.

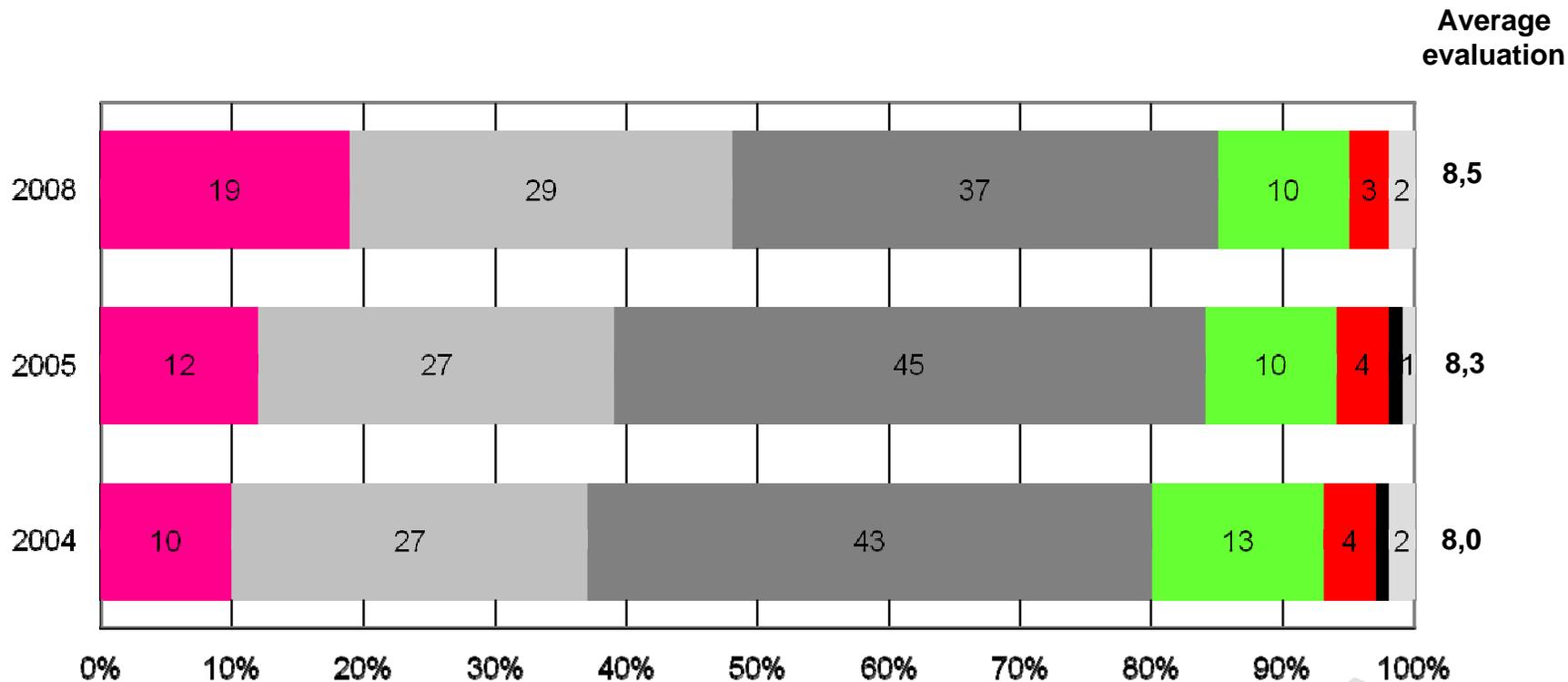
The "favourite" areas of the Germans are the Old Town and Kadriorg. Finnish visitors spend time mostly in the Old Town and downtown.

Evaluation of overall impression of Tallinn trip

Average evaluations are going up

% of all the visitors who have arrived from a particular country

- 10 points- very good
- 9 points
- 8 points
- 7 points
- 5-6 points
- 1-4 points - very bad
- don't know/no answer



The Russians, but also the Finnish and Latvians have provided above average evaluations to Tallinn.

Below average evaluations were received from the Norwegians and the British. Some representatives of these nationalities (but also the Swedish) choose not to answer this question.



The Image of Tallinn (1)

Positive surprise: international transport connections

Average evaluation on 4-point scale where 1 is minimum and 4 is maximum evaluation



* Compared to previous years, the scale and names of categories were changed in the 2008 survey. Results of the 2004 and 2005 surveys are available on the next slide.

The image of Tallinn (2)

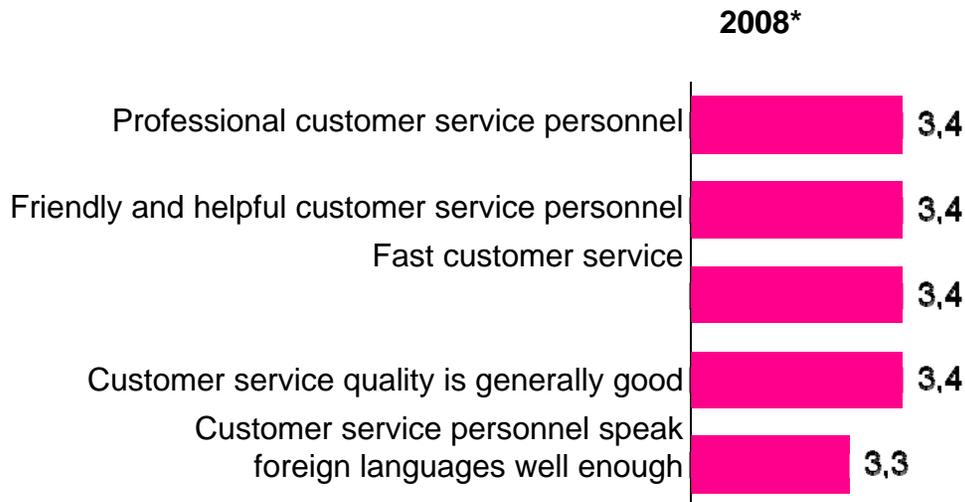
Average evaluation on 5-point scale where 5 is minimum and 1 is maximum evaluation



Tallinn customer service culture

General evaluations are positive

Average evaluation on 4-point scale where 1 is minimum and 4 is maximum evaluation



Regarding the culture of customer service, Scandinavians (the Swedish, Norwegians) tend to be more negative. Those who are more positive include the Russians and Finnish.

Positive and negative sides of Tallinn

Next a summary of respondents' comments on the question *Are there any comments you'd like to add about something that you are extremely satisfied with or what was the most positive experience you had in Tallinn?* will be presented.

Old town

Restaurants, bars, eateries

Positive experience with Estonians

Shops, shopping centres

Hotels

Arts events and places

Cheap prices

The sea, nature, parks

Next a summary of respondents' comments on the question *Are there any comments you'd like to add about something that you were not satisfied with or what could be better in Tallinn?* will be presented.

Unfriendly customer service personnel

Expensive public transportation

Cold or bad weather

Dirty or slippery streets

Language problems

Hotels

Traffic, bad parking facilities

Negative experience with Estonians

Unsafe, pickpockets

Likelihood of visiting Tallinn again

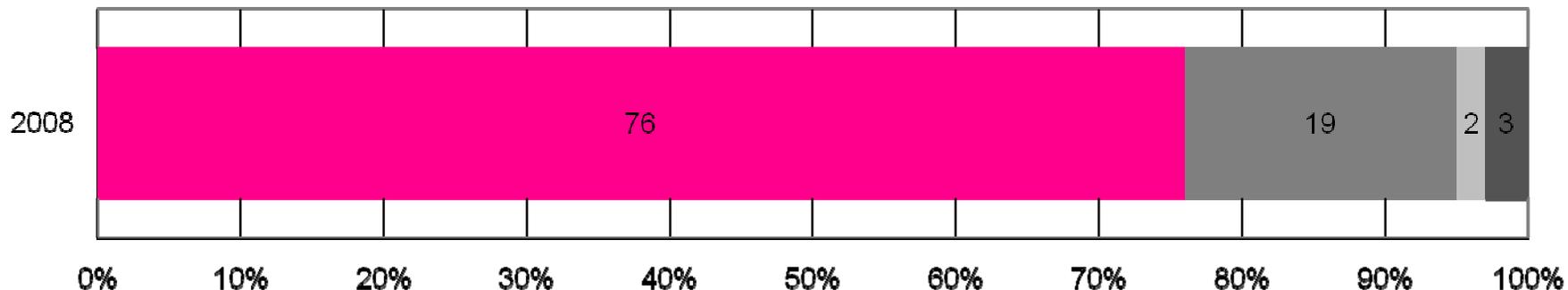
Revisiting Tallinn as not changed over years

% of all the visitors who have arrived from a particular country

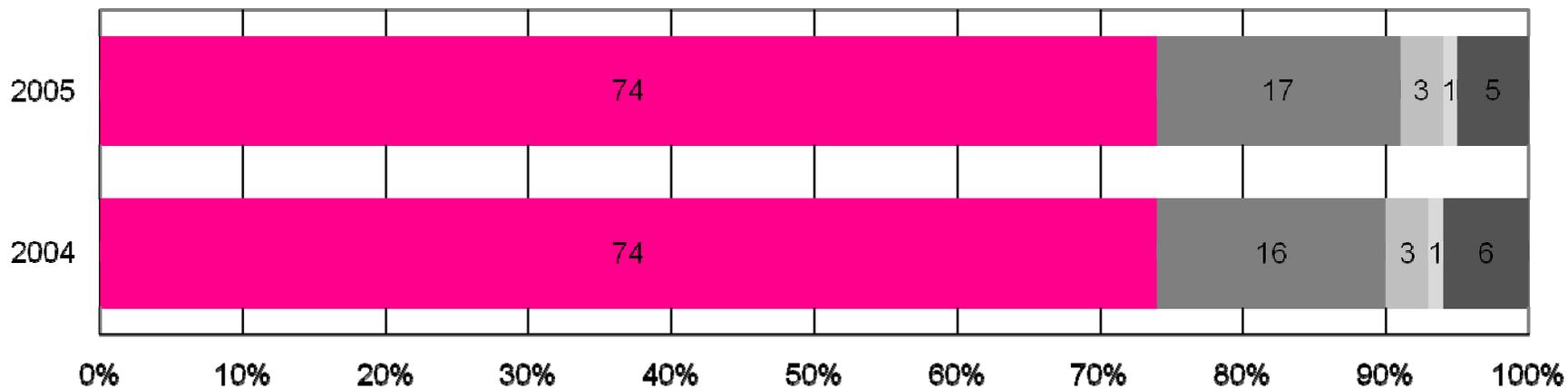
How likely are you to visit Tallinn again during the next 5 years? *

The Finnish and Swedish are most likely to visit Tallinn again. The British and Germans are least likely to come again.

■ very likely ■ quite likely ■ not very likely ■ will definitely not visit ■ don't know



■ very likely ■ pretty likely ■ do not consider it to be likely ■ definitely no ■ don't know



* The answer options were changed in 2008 and 2005.

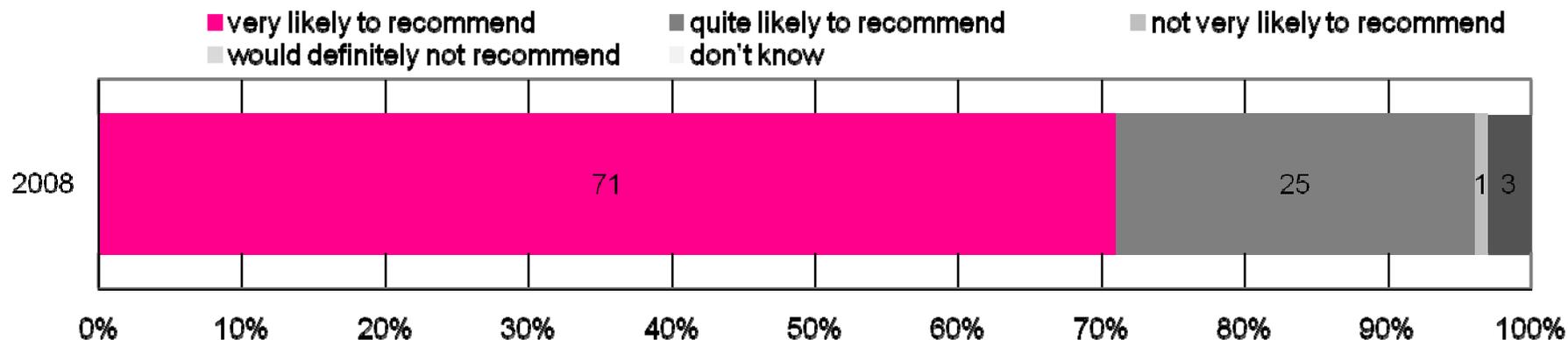
The sample without cruise: 2008 (1370), 2005 (1202), 2004 (1211)

Recommendation communication

Nearly all foreign visitors would recommend visiting Tallinn

% of all the visitors who have arrived from a particular country

If your friends/relatives asked your advice about a holiday destination, how likely would you recommend Tallinn?



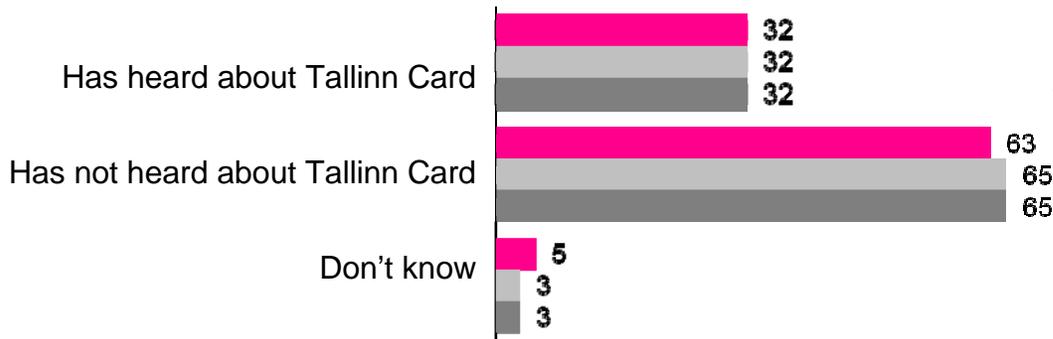
Nearly all visitors from Finland are very likely or quite likely to recommend visiting Tallinn. However, 7% of the British have replied that they are not very likely to recommend visiting Tallinn.

Quite a prominent part of the Swedish visitors – 9% - did not answer the question

Information about Tallinn Card

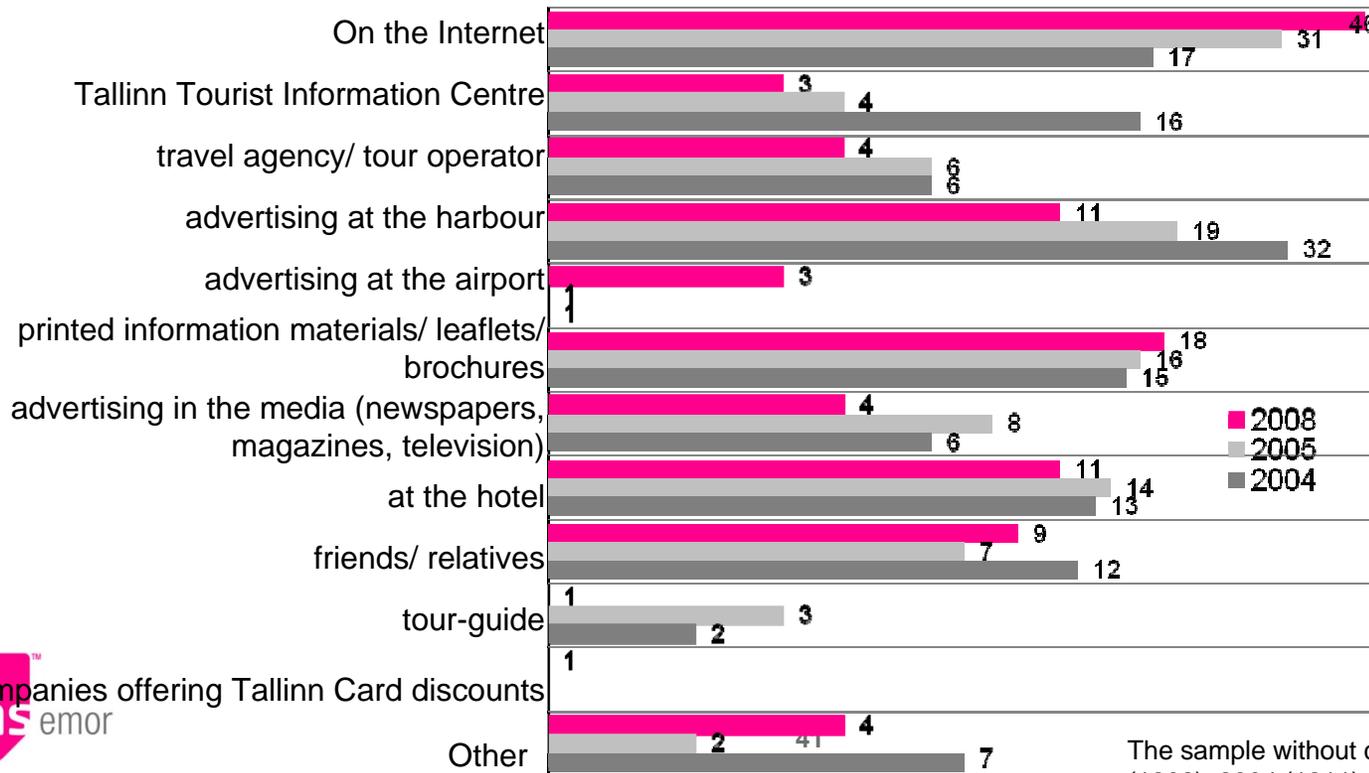
Awareness of the card has not increased over years

% of all the visitors who have arrived from a particular country



Latvians and Germans displayed above average awareness of the card (47% and 47% respectively).
Two thirds of Finnish and Russians have never heard of Tallinn Card.

% of all the visitors who have heard about Tallinn Card

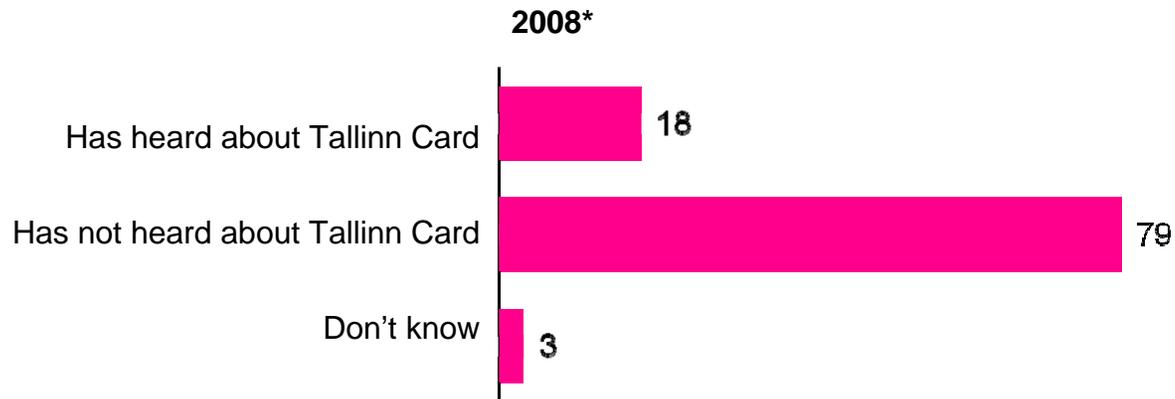


The sample without cruise: 2008 (1370), 2005 (1202), 2004 (1211)

The Usage of Tallinn Card

A fifth of visitors to Tallinn have used Tallinn Card

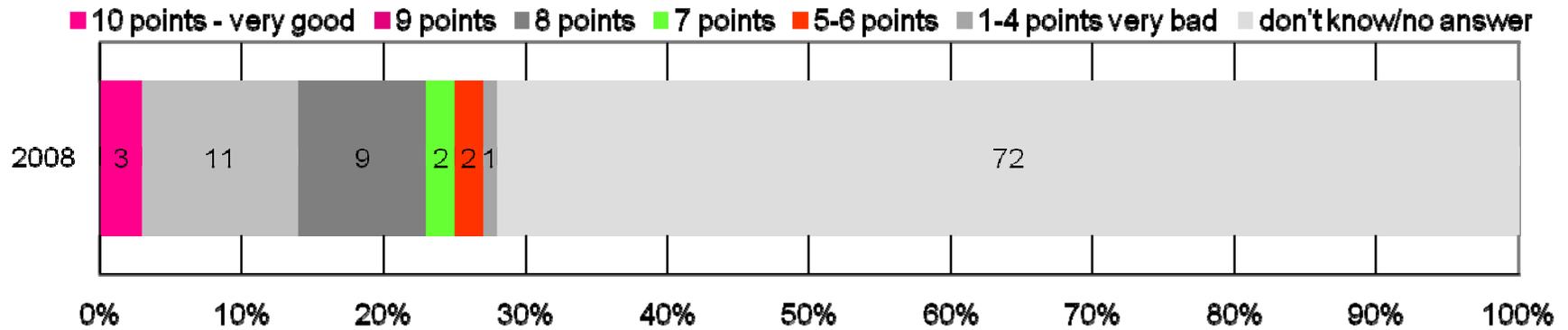
% of all the visitors who have heard about Tallinn Card



Latvians and Germans are the most frequent users of Tallinn Card. Almost no Finnish visitor has ever used Tallinn Card.

Opinion about Tallinn Card's value for money

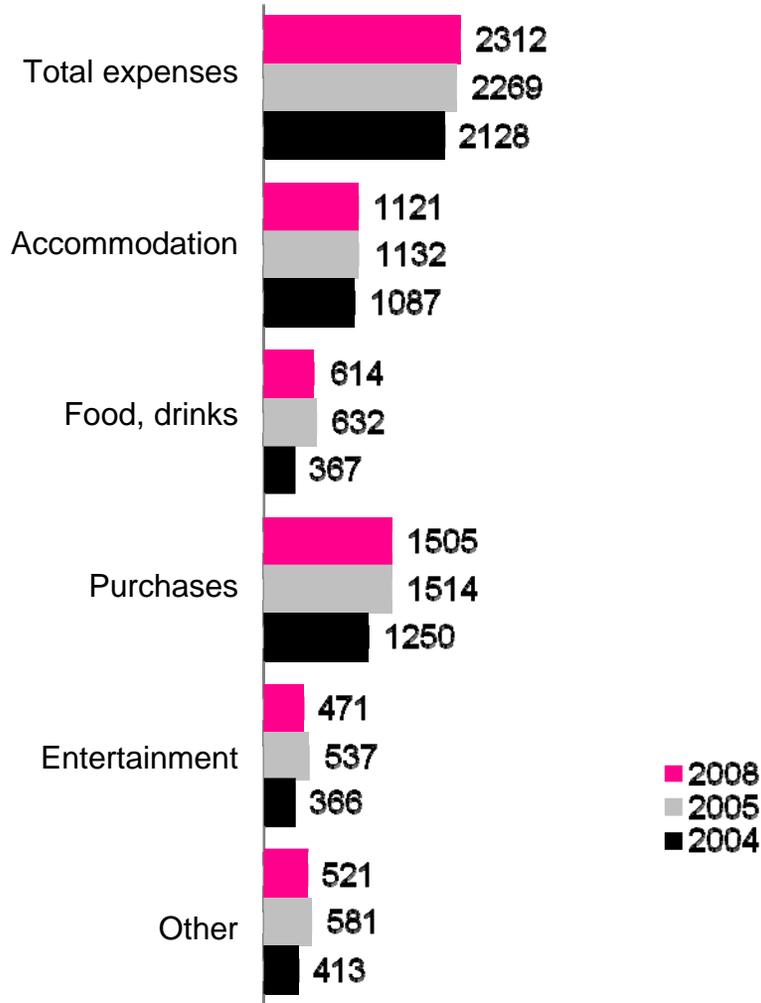
A fourth of visitors evaluate Tallinn card rather positively



Average expenditure per person per day

The level of 2005 remains unchanged

Average expenditures per person



The greatest spenders in Tallinn are the Russians (+67%) and they mostly spend money on shopping (+110%).

Above average spenders also include the Swedish (+22%), below average spenders are the Latvians (-22%), British (-10%) and Germans (-18%).

Summary

- **The favourite activities** of foreign visitors to Tallinn **are similar as in previous surveys**: visitors mostly go walking, sightseeing, shopping and visit cafes. Additionally, the following should be pointed out:
 - visitors from Finland and also Russia are most busy with shopping. The Finnish are also frequent visitors to beauty salons.
 - Germans and Russians, but also to a lesser extent Latvians, tend to engage in cultural pastime: they visit museums, exhibitions, the theatre and concerts.
 - Norwegians are more frequent visitors at sports events and are busy doing sports themselves as well. Latvians, on the other hand, come mostly to attend conferences, trade fairs or come for business. The British are frequent visitors to nightclubs.
- The favourite places of interest in Tallinn include **the Old Town and downtown**. These places have been visited by most nationalities. Russians tend to be more active than the average – they also visit other areas in Tallinn.
- General evaluations on the trip to Tallinn are constantly getting better; the Norwegians and the British tend to be more critical, the Russians, Finnish and Latvians display more positive evaluations.
- General evaluations to customer service culture are positive, however, there are a few of those who complain about impolite service assistants.
- **During the years, the probability of visiting Tallinn again has not changed**, similarly, most foreign visitors are likely to recommend Tallinn as one of the holiday destinations to their friends and relatives.
- Expenditure of foreign visitors to Tallinn has remained the same. **Although Finnish used to spend most, today the greatest spenders are Russians** - their spending in Tallinn is 67% higher than the average.

Summary



Summary

Changes in the profile of foreign visitors

- This current survey period is characterised by the changes in the socio-demographic profile so far: although older (45 and older) still dominate among visitors from all countries, **the proportion of younger visitors and white collar workers** has increased among all nationalities.
- Tallinn as the only holiday destination has gone down slightly, primarily at the expense of Finnish, whose proportion is the most modest ever among foreign visitors. **The amount of those coming for a vacation and for business** show an increasing trend.
- The number of nights spent in Tallinn and other places in Estonia has gone up, and this shows that **foreign visitors to Tallinn tend to spend longer time in Estonia**. This tendency, however, is not in correspondence with the number of nights spent in hotels, hostels, etc., since the proportion of staying at friends/relatives has increased.
- **New means of communication** are gaining in importance: the possibilities of booking both accommodation and transportation by internet are frequently made use of and continuously higher number of people are coming to Tallinn by plane.
- General evaluations on Tallinn have retained the positive trend and nearly all foreign visitors to Tallinn are ready to share **positive experience and advice**. At the same time, compared to previous research, **the proportion of first-time visitors to Tallinn has remained unchanged**.



Appendixes



Appendix 1

Methods and Sample

- The sample of the survey is based on quota sampling. The quotas include the country of origin of the respondent, place of conducting the interview (or the visitor’s “exit gate” from Tallinn) and the proportion of cruise voyagers.
- Interviews took place during all months of the year, on different weeks and weekdays.
- Here follows the division of planned and actual sample in accordance with countries and “exit gates” (H – harbour, A- airport, L – land).

Planned sample

	H	A	L	Kokku
Finland	395	5	0	400
Sweden	200	50	0	250
Norway	44	69	12	125
Great Britain	59	76	15	150
Germany	50	70	30	150
Russia	12	17	121	150
Latvia	15	50	35	100
Other countries	77	42	56	175
Total:	852	379	269	1500

Actual sample

	H	A	L	
Finland	392	9	0	401
Sweden	192	61	1	254
Norway	30	94	12	136
Great Britain	47	88	14	149
Germany	41	83	27	151
Russia	6	12	137	155
Latvia	4	32	54	90
Other countries	90	47	51	188
Total:	802	426	296	1524

Appendix 2

Interview

- The interviews were personal interviews conducted by the PAPI (paper and pencil interview) method .
- The interviews were conducted in Finnish, Russian, German and Swedish.
- All in all, 1524 foreign visitors to Tallinn were interviewed in year 2008 (incl. 1370 non-cruise voyagers and 154 cruise voyagers).
- The interviews were conducted by 10 interviewers of AS Emor who had previously received the respective training.
- All in all, 2884 contacts were made and from those:
 - the interview was conducted in 1524 cases
 - the quota was full in 265 of cases
 - 427 did not belong to the target group
 - 668 refused the contact
- In year 2008, there were the following interview periods: 22-29 January, 20-27 February, 14-20 March, 10-17 April, 3-10 May, 9-16 June, 24-31 July, 15-22 August, 23-30 September, 20-27 October, 20-27 November, 7-14 December.
- Cruise voyagers were interviewed in May, June, July and August, during the interview periods given above.

Appendix 3

Structure of Interview

Place of interview		
	Airport	426
	Street, square	10
	Harbour	790
	Narva	125
	Ikla	155
	Train station	16
	other	2

Day of the week		
	Monday	266
	Tuesday	198
	Wednesday	160
	Thursday	199
	Friday	234
	Saturday	263
	Sunday	204

Month		
	January	30
	February	84
	March	87
	April	131
	May	143
	June	148
	July	170
	August	212
	September	120
	October	151
	November	156
	December	92

Time		
	before12.00	232
	12.00 - 14.00	272
	14.00 - 17.00	710
	after17.00	310

Weather		
	Windy	451
	Cold	297
	Sunny	483
	Rainy	216
	Cloudy, dry	318

Appendix 4

Weighing data (1)

- In the current report, data has been weighed according to the following weighing methods:
- **I weighing method:**
 - Since May the 1st 2004, the number of nights spent in Tallinn's official accommodation has been used as the means of the country's statistics. Those who had free accommodation in Tallinn and those who came for one day (proportions in terms of countries according to the 2008 survey data on foreign visitors to Tallinn).
- **II weighing method:**
 - In addition to the country's statistics and the 2008 survey results on free accommodation and one-day visitors, cruise voyagers have also been taken into consideration while weighing. This weighing methods provides a better evaluation of the overall number of foreign visitors to Tallinn since the number of cruise voyagers has increased considerable during the years (375 thousand in 2008 vs 272 thousand in 2005).
- In order for the results to be comparable, data has been presented using weighing method I, but evaluations on the population (i.e. evaluations on the number and inter-nationality proportions of foreign visitors to Tallinn) have been presented using weighing method II.
- Here follow the tables containing overall numbers that serve as the basis for weighing data (method II)

Appendix 1d

Weighing data (2)

Number of foreign visitors in 2008, who spent the night in one of the accommodation facilities in Tallinn (Estonian Department of Statistics)

	2008 quarter1	2008 quarter2	2008 quarter3	2008 quarter4	TOTAL
Finland	89316	142901	152039	124706	508962
Sweden	9809	18349	21114	13002	62274
Norway	6622	11164	11799	9582	39167
Great Britain	8356	12417	13500	7489	41762
Germany	4694	19394	29667	6152	59907
Russia	15404	13747	14086	18608	61845
Latvia	7821	9473	9390	9563	36247
Other countries	24673	63297	91353	32980	212303
Total:	166695	290742	342948	222082	1022467

Evaluations on the overall number of visitors to Tallinn in 2008 (by nights)

	Paid + free accommodation	1-day visitors	TOTAL
Finland	605907	740553	1346460
Sweden	73264	44904	118168
Norway	42573	3204	45777
Great Britain	45393	1404	46797
Germany	71318	3754	75072
Russia	158577	30205	188782
Latvia	53304	7965	61269
Other countries	272183	51844	324027
Total:	1322519	53	883833

Appendix 1d

Weighing data (3)

Evaluations of the total number of foreign visitors to Tallinn in 2008 (seasonality, without cruise voyagers)

	quarter 1	quarter 2	quarter 3	quarter 4	TOTAL
Finland	236286	378045	402219	329910	1346460
Sweden	18613	34818	40065	24672	118168
Norway	7740	13048	13790	11199	45777
Great Britain	9363	13914	15128	8392	46797
Germany	5882	24303	37178	7709	75072
Russia	47021	41963	42998	56800	188782
Latvia	13220	16012	15872	16165	61269
Other countries	37657	96607	139427	50336	324027
Total:	375782	618710	706677	505183	2206352

Comparison of weighed and unweighed samples in 2008

	evaluations on population	weighed results	% of weighed sample	unweighed results	% of unweighed sample
Finland	1346460	795	61%	401	29%
Sweden	118168	70	5%	253	18%
Norway	45777	27	2%	128	9%
Great Britain	46797	28	2%	114	8%
Germany	75072	44	3%	122	9%
Russia	188782	111	9%	153	11%
Latvia	61269	36	3%	90	7%
Other countries	324027	191	15%	109	8%
Total:	2206352	1302	100%	1370	100%