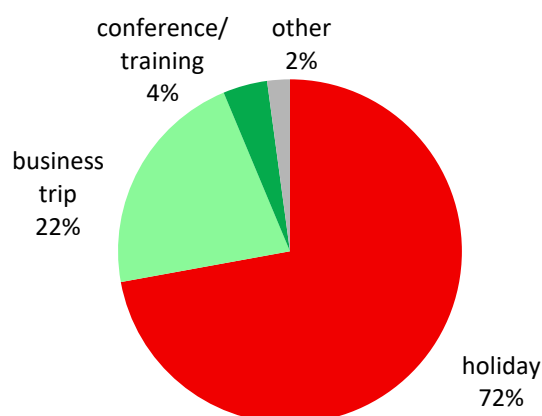


Conference tourism in Tallinn 2016

According to the data of Statistics Estonia, a total of **3.3 million tourists** (+7%) stayed in **accommodation establishments in Estonia** in 2016, of whom 51% or **1.7 million** (+6%)¹ stayed in **Tallinn**.¹ Of all of the tourists who stayed in accommodation establishments in Tallinn, 26% or **432,335 people** were on **work-related trips**, of whom **70,044** (4% of all those accommodated) were **attending conferences** and **362,291** (22% of all those accommodated) were on **business trips**. More people came to Tallinn on business trips in 2016 than in the previous year (+7%), but there were fewer people who came to the city to attend conferences and seminars (-13%).

Purpose of travel of tourists staying in Tallinn accommodation establishments in 2016 N= 1,680,056



Of the **accommodated conference tourists**, **86% (60,098 people)** were **foreign tourists** and **14% (9946 people)** were **domestic tourists**. For comparison, in 2015 the same figures were 89% (71,000 people) and 11% (9000 people), respectively.

The **average duration of work-related trips** in Tallinn in 2016 was **1.89 nights**, representing growth of 1% compared to 2015. The **average conference trip lasted 1.80 nights**, while the **average business trip lasted 1.90 nights**. For comparison, the average length of stays for holiday tourists in Tallinn accommodation establishments was 1.71 nights.

¹ Comparison with 2015 data

Many domestic participants in conferences do not stay in accommodation establishments in Tallinn, and some international events only last one day. As such, not all visitors to the city who take part in conferences are reflected in the economic statistics gathered by Statistics Estonia. In order to obtain a more precise overview of conferences, **data are collected from the organisers of conferences via the Estonian conference event web environment meetings.ee**. This environment collects data from local organisations and companies that organise events. The organisers submit their data on a voluntary basis. A total of 52 organisations and companies submitted data in 2016, including 36 in Tallinn (which is approximately three-quarters of all of the event organisers in the city).

According to the data of Meetings.ee, there were **3959 conferences in Estonia in 2016** (compared to 5221 in 2015: a drop of 24%). Of all of the conferences that took place in Estonia, four-fifths or 81% of them (3200 events) were held in Tallinn, 14% (558 events) in Tartu and 5% (201 events) elsewhere in Estonia. International events (995) comprised 25% of all of the conferences that took place in Estonia, of which 83% (822 events) were held in Tallinn.

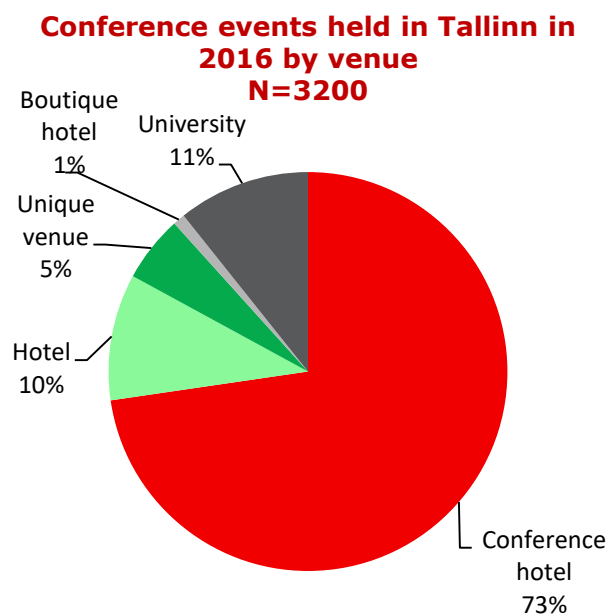
3200 conferences were held in Tallinn in 2016 (compared to 4110 in 2015: a drop of 22%), **attended by 190,161 delegates** (compared to 238,776 in 2015: a drop of 20%). The majority were domestic conferences (74% or 2378 events) and domestic participants (82% or 155,070 participants). The conferences listed on meetings.ee attracted 35,091 participants from other countries i.e. 18% of all conference delegates. (An event is considered to be international if more than one-fifth of the participants are foreign delegates.)

	Conference events		Number of participants Change 2016/2015					
			incl. foreign participants		incl. domestic participants		Total number of participants	
	number	change %	number	change %	number	change %	number	change %
Total:	3200	-22%	35,091	-23%	155,070	-20%	190,161	-20%
International events (more than 20% foreign participants)	822	-27%	31,177	-21%	10,788	-29%	41,965	-24%
Domestic events	2378	-20%	3914	-30%	144,282	-19%	148,196	-19%

Source: meetings.ee

Of all of the conferences that took place in Tallinn in 2016 (N=3200), 64% (2052 events) were held by corporations, 14% (453 events) by associations and 18% (561 events) by the public sector. Compared to 2015, the number of events organised by corporations grew by 5 percentage point and the number organised by the public sector by 1 percentage point, while the number organised by associations fell by 7 percentage point.

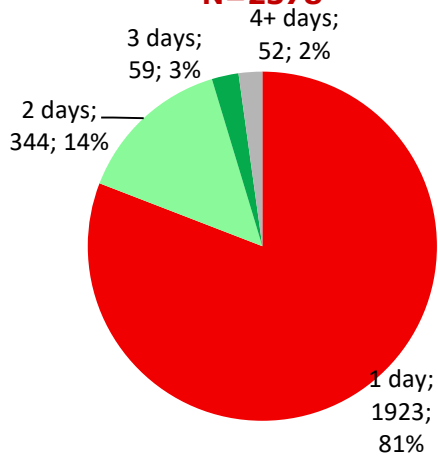
The majority of **conferences held in Tallinn (84% or 2685 events) took place in hotels**, representing 1 percentage point growth compared to 2015. **5% of conferences (172 events) took place in other unique venues** (concert halls, libraries, museums, etc.). **11% (343 events) took place on university premises**, representing 1 percentage point growth compared to 2015.



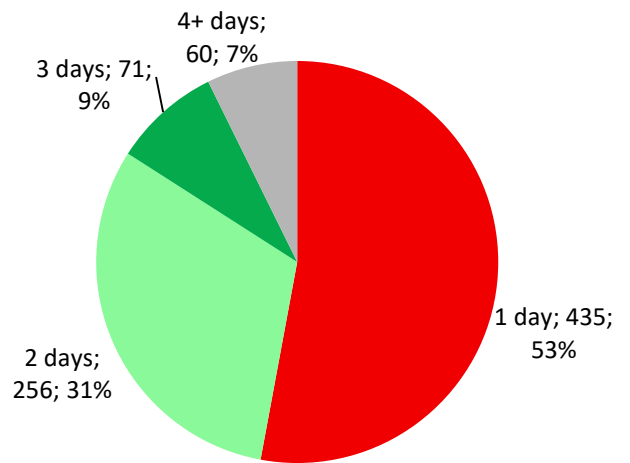
As previously, the **conferences held in Tallinn are mostly short in duration. 74% of events (2358) lasted for one day**, while 19% (600 events) lasted for two days and just 7% (242 events) lasted for three or more days.

One-day events comprised an even larger proportion of domestic conferences: 81% or 1923 events. The duration of international events was longer: 53% (435 events) lasted for one day, 31% (256 events) lasted for two days and 16% (131 events) lasted for three or more days.

Duration of domestic conference events held in Tallinn in 2016 by number of events
N=2378

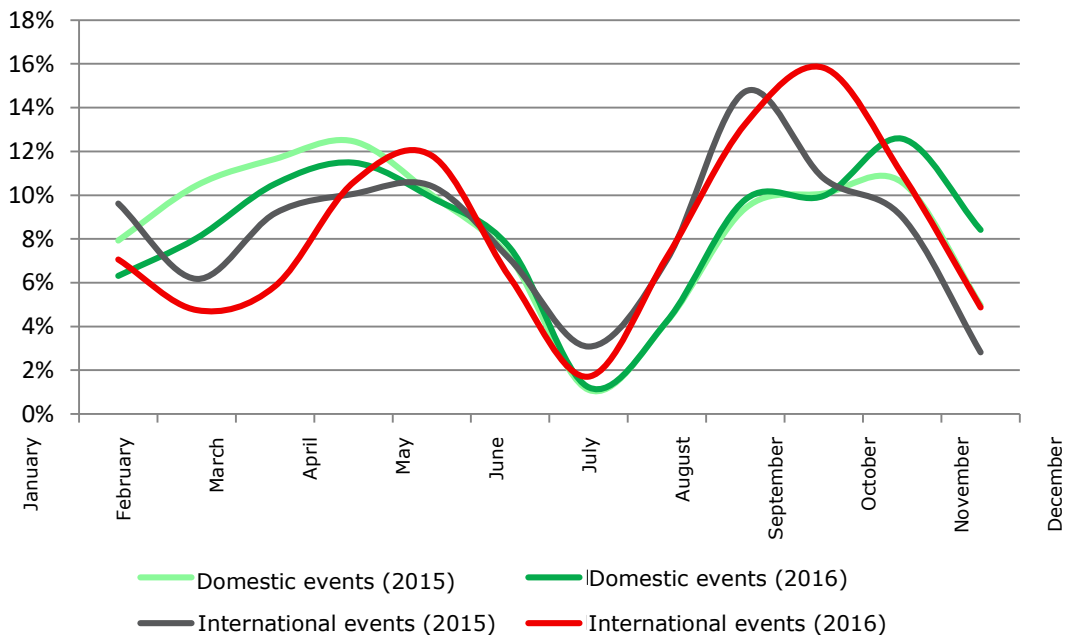


Duration of international conference events held in Tallinn in 2016 by number of events
N=822

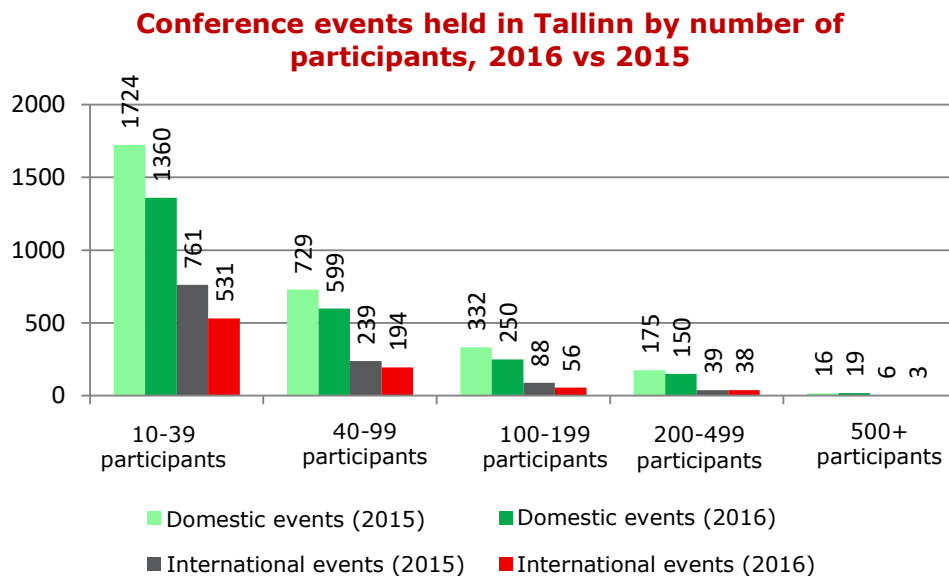


Conferences in Tallinn are seasonal in nature. Events tend to be organised more in spring (from **March to May**) and autumn (from **September to November**). The majority of domestic events (299) took place in November, while the majority of international events (130) took place in October.

Domestic and international conference events held in Tallinn by month, 2016 vs 2015



84% of all of the conferences held in Tallinn in 2016 (2684 events) had up to 100 participants, although the majority of these events had no more than 50 participants. **There were 22 larger conferences with 500 or more participants.** A positive trend in 2016 was the number of conferences with 500 or more participants remaining at the same level as in 2015.



The largest domestic conference in 2016 was the Business Building Seminar (1500 participants) and the largest international conference was Latitude59 (750 participants).

A comprehensive overview of conference events in Tallinn can be found [here](#).