Conference tourism in Tallinn 2018

Tallinn City Tourist Office & Convention Bureau
visittallinn.ee
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Introduction

Tallinn City Tourist Office & Convention Bureau of the Tallinn City Enterprise Department analyses the information on conferences held in Tallinn to:
- use the collected data to answer inquiries and advise on the investments, development projects, and infrastructure development of the destination;
- submit the statistics to European Cities Marketing (ECM), an organisation that unites European cities, and in turn, receive information on the position of Tallinn among other conference cities of Europe.

This summary provides an overview on conferences organised in Tallinn in 2018.

The first part of the overview is based on the economic statistics by Statistics Estonia, focusing on the structure, seasonality, and duration as well as the market share of work-related trips to Tallinn.

The second part of the overview focuses on conferences organised in Tallinn. The information is collected from meetings.ee, a national conference database by the Tallinn City Tourist Office & Convention Bureau. The overview reflects on the position of Tallinn as an Estonian conference location as well as the number, capacity, type, number of participants, locations, etc. of conferences held in Tallinn.

The third part gives an overview on the number of visits to websites targeted at conference organisers at www.visittallinn.ee, the Tallinn tourist information website.
Conference database meetings.ee

Companies who organise conferences in Tallinn have submitted data to the Tallinn City Tourist Office & Convention Bureau since 2001.

As of 2013, companies who organise conferences submit the data on the events to meetings.ee, a platform for conferences created by the Tallinn Convention Bureau, Estonian Convention Bureau, and Tartu Convention Bureau to assemble all the information concerning conferences in Estonia. The objective of meetings.ee is to collect high-quality data on conferences held in Estonia. The analysis and abstracts based on this data is used to make decisions on conferences and determine the position of Estonia as well as Estonian cities on the international conference market. The platform also enables users to assemble statistical reports and figures on the period that interests them most. All the information is collected based on the recommendations by the United Nations World Tourism Organisation (UNWTO) and the mapping focuses on events that last at least 4 hours and include at least 10 participants. According to the methodology, international events are conferences where at least one fifth (20%) of participants are foreigners.

Submitting information is voluntary. 47 companies submitted information on events organised in 2018; the mapping included an estimated amount of two thirds of all conferences organised in Estonia.
Work-related trips to Tallinn

The following overview is based on analysing the purpose of travels made by tourists who stayed in accommodation establishments of Tallinn. The source of the information is the ‘Accommodation’ category of Statistics Estonia, the only database to collect yearly information and monthly comparisons on the purposes and durations of overnight visits in Estonian (including Tallinn’s) accommodation establishments.

All travels are divided into three categories by purpose:

• Holiday trip – travelling with the purpose of resting, spending a yearly holiday or a weekend, visiting relatives and friends, or spending leisure time. Holiday trips are also holidays and trips assigned as bonuses with all expenses covered by an employer.

• Work-related trips – travels organised and paid for by an employer to perform occupational obligations, including participating in a congress, conference, meeting, or seminar. Work-related trips include business trips and conference trips. A conference trip means travelling for the purpose of participating at a conference, training seminar, or meeting organised by a private or public sector or professional associations. Travelling for a conference is considered a work-related trip. Travelling for other work-related reasons is considered a business trip.

• Other trips – travelling for purposes other than leisure or business (e.g. transit tourism, medical tourism, etc.).

Conference tourists are visitors who stay in accommodation establishments and travel for the purpose of participating at a conference, a training seminar, or a meeting. Business tourists are visitors who stay in accommodation establishments and travel to Tallinn for the purpose of meeting with a business partner, participate at a meeting, a trade fair, a sales presentation, etc.
Purpose of travel of tourists staying in accommodation establishments

Purpose of travel of tourists staying in Estonian accommodation establishments in 2018
N = 3,591,495 (+1%)
- Holiday: 67%
- Business trip: 20%
- Conference: 10%
- Other: 3%

Purpose of travel of tourists staying in Tallinn's accommodation establishments in 2018
N = 1,715,008 (−1%)
- Holiday: 67%
- Business trip: 26%
- Conference: 4%
- Other: 3%

Source: Statistics Estonia

Work-related trips to Tallinn
Tallinn’s proportion of Estonia’s work-related trips: 2014–2018

Source: Statistics Estonia

Work-related trips to Tallinn
Distribution of work-related trips to Tallinn, 2018

2017
N = 475,968

Source: Statistics Estonia

2018
N = 519,050

Conference (domestic) 3%
Conference (foreign) 15%
Business trip (domestic) 16%
Business trip (foreign) 66%

Conference (domestic) 3%
Conference (foreign) 11%
Business trip (domestic) 16%
Business trip (foreign) 70%

+9%
Tallinn’s proportion of Estonia’s business trips: 2014–2018

Source: Statistics Estonia

Work-related trips to Tallinn
Business trips to Tallinn: 2014–2018

Source: Statistics Estonia

Work-related trips to Tallinn
Tallinn’s proportion of Estonia’s conference trips: 2014–2018

Source: Statistics Estonia

Work-related trips to Tallinn
Conference trips to Tallinn: 2014–2018

Source: Statistics Estonia

Work-related trips to Tallinn
Duration of work-related trips to Tallinn, 2018

Average trip: 1.84 nights
Average work related trip: 1.88 nights
Average conference trip: 1.62 nights
Average business trip: 1.92 nights

Duration of work-related trips to Tallinn

Source: Statistics Estonia

Work-related trips to Tallinn
Monthly proportional distribution of Tallinn’s work-related trips, 2018

Source: Statistics Estonia

Work-related trips to Tallinn
Summary – work-related trips to Tallinn (1)

In 2018, Estonian accommodation enterprises housed 3.59 million tourists (+1%), of whom 48%, or 1.71 million (−1%) stayed in Tallinn. Of all the tourists accommodated in Estonia (3,591,495 people), 67% were here for leisure, 23% were on work-related trips (including to participate in conferences, seminars, or trainings) and 10% came here for other purposes.

1,715,008 tourists who stayed in Tallinn’s accommodation establishments in 2018 were proportionally distributed as follows: 67% travelled for leisure (1,138,721 people), 26% travelled for business (449,029 people) 4% travelled for conferences (70,021 people), and 3% came here for other reasons (studies, health purposes, etc., a total of 57,237 people).

A business trip is a trip organised or financed by an employer for the purposes of performing occupational obligations (e.g. meeting with business partners, participating in meetings, trade fairs, sales presentations, etc.). A total of 711,000 business trips were made to Estonia (with an overnight stay in accommodation establishments).

In 2018, work-related trips to Tallinn comprised 63% of all visits to Estonia, and Tallinn has secured its importance as a destination for work-related trips over the previous years. 86% of all work-related trips to Tallinn were business trips and 14% were conference trips.

Compared to 2017, the number of work-related trips increased by nearly one tenth (+9%); the number of business trips increased (+15%) while the number of conference trips decreased (−18%). The number of work-related trips made by domestic tourists increased by 10% (including conference trips +3% and business trips +11%), whereas those made by foreign tourists increased by +9% (including a 23% decrease for conference trips and a 16% increase for business trips).
Summary – work-related trips to Tallinn

In 2018, nearly 112,000 conference trips were made in Estonia, which is a 10% decrease compared to the previous year. Over 70,000 visitors travelled to Tallinn. The number of conference trips in Tallinn decreased by over a sixth (−18%). Of all the conference trips made in Estonia, those made to Tallinn comprised 63% (a proportional recession). This was mainly due to the remarkable growth in the previous year due to the events of the Estonian Presidency of the EU.

The number of conference trips made by foreign tourists in 2018 decreased by nearly a fourth (−23%), whereas those made by Estonian citizens decreased by 3%.

Of all the business trips to Tallinn, 81% were by foreign tourists; within the last five years, the proportion of business trips made by foreign tourists has remained relatively the same. The number of business trips by foreign tourists who stayed in accommodation establishments increased by 16%; the respective indicator for domestic tourists increased by 11%.

The average length of stay in Tallinn’s accommodation establishments was 1.84 nights.
Work-related trips last longer compared to holiday trips. In 2018, the average overnight stay in Tallinn’s accommodation establishments was 1.84 nights, which is an increase compared to the previous year (+2%). The average length of a work-related trip was 1.88 nights: conference trips lasted for 1.62 nights on average and business trips lasted for 1.92 nights on average.

Several-day visits to Tallinn were relatively short and seasonal. Two thirds of city visits were made from April to October and the highest number of city visits were made in July.
Work-related trips were significantly less seasonal compared to holiday trips. The highest number of conference trips were made from May to June and from September to October. In 2018, the highest number of conference trips was made in June.
Conferences in Estonia

Distribution of conferences in Estonia, 2018
N = 5,300

- Tallinn; 4241; 80%
- Pärnumaa; 387,7% 387; 7%
- Other regions; 37; 1%
- Tartu; 635; 12%

Distribution of conference delegates in Estonia, 2018
N = 322,913

- Tallinn; 251531; 78%
- Pärnumaa; 18174; 6%
- Other regions; 1845; 0%
- Tartu; 51363; 16%

Source: meetings.ee
Summary – conferences in Estonia

47 companies submitted data to the meetings.ee database on conferences organised in Estonia in 2018 (see Annex 1).

According to the submitted data, 5,300 conferences were held in Estonia in 2018 (an increase of 12% compared to the 4,748 organised in 2017). Of all the conferences held in Estonia, four fifths were organised in Tallinn (78%, or 4,241 conferences), 13% were held in Tartu, and 9% were held in other places around Estonia. International events comprised 22% (a total of 971) of all conferences held in Estonia, 87% of which were organised in Tallinn (849 events). Compared to 2017, the number of international conferences decreased by 20% (971 events, compared to the 1,220 organised the previous year).

In 2018, a total of 322,913 delegates participated in conferences in Estonia (+1%, compared to the 319,367 in 2017), of whom 17% (a total of 54,541) were foreigners. Of all the delegates, three quarters (78%, or 251,531 delegates) participated at conferences in Tallinn, whereas most of the foreigners (88%, or 48,065 delegates) took part in events held in Tallinn.

Compared to 2017, no significant proportional changes have taken place. Most of the conferences held in Estonia are in Tallinn and consequently, most delegates stay in Tallinn. In a yearly comparison, the amount of conferences held in Estonia increased by 12%, whereas the number of domestic conferences increased by 23% and the number of international events decreased by 20%. Nationally, the number of conference participants increased by 1%, whereas the number of Estonians increased by 8% and the number of foreigners decreased by 24%.
Conferences in Tallinn: 2014–2018

Source: meetings.ee
### Distribution of conferences and delegates in Tallinn, 2018 (changes in comparison with 2017)

<table>
<thead>
<tr>
<th></th>
<th>Conferences</th>
<th>Foreign delegates</th>
<th>Domestic delegates</th>
<th>Total no. of delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total no. of conferences</td>
<td>4,241</td>
<td>+13%</td>
<td>48,065</td>
<td>−23%</td>
</tr>
<tr>
<td>International events</td>
<td>849</td>
<td>−22%</td>
<td>46,734</td>
<td>−22%</td>
</tr>
<tr>
<td>(more than 20% of</td>
<td>Domestic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>delegates are foreign)</td>
<td>events</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic events</td>
<td>3,392</td>
<td>+27%</td>
<td>1,331</td>
<td>−54%</td>
</tr>
</tbody>
</table>

*Source: meetings.ee*
Duration of conferences in Tallinn, 2018

Duration of conferences in Tallinn, 2018
N = 4,241

- 1 day: 3,241; 76%
- 2 days: 690; 16%
- 3 days: 153; 4%
- 4+ days: 157; 4%

Distribution of conference delegates by the duration of the events
N = 251,531

- 1 day: 184,796; 74%
- 2 days: 40,805; 16%
- 3 days: 10,632; 4%
- 4+ days: 15,298; 6%
# Distribution of conferences by the duration of the events, 2018 vs 2017

<table>
<thead>
<tr>
<th></th>
<th>1 day</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>Change</td>
<td>2017</td>
<td>2018</td>
<td>Change</td>
<td>2017</td>
<td>2018</td>
<td>Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17/18</td>
<td></td>
<td></td>
<td>17/18</td>
<td></td>
<td></td>
<td>17/18</td>
</tr>
<tr>
<td><strong>Total number of events</strong></td>
<td>2,763</td>
<td>3,241</td>
<td>17%</td>
<td>667</td>
<td>690</td>
<td>3%</td>
<td>212</td>
<td>153</td>
</tr>
<tr>
<td><strong>Domestic events</strong></td>
<td>2,239</td>
<td>2,810</td>
<td>26%</td>
<td>313</td>
<td>421</td>
<td>35%</td>
<td>66</td>
<td>86</td>
</tr>
<tr>
<td><strong>International events</strong></td>
<td>524</td>
<td>431</td>
<td>−18%</td>
<td>354</td>
<td>269</td>
<td>−24%</td>
<td>146</td>
<td>67</td>
</tr>
</tbody>
</table>

*Source: meetings.ee*

## Conferences in Tallinn

22
Distribution of conference delegates by the duration of the events, 2018 vs 2017

<table>
<thead>
<tr>
<th></th>
<th>1 day</th>
<th></th>
<th>2 days</th>
<th></th>
<th>3 days</th>
<th></th>
<th>4+ days</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total no. of delegates</td>
<td>156,010</td>
<td>184,769</td>
<td>18%</td>
<td>45,233</td>
<td>40,805</td>
<td>−10%</td>
<td>25,591</td>
<td>10,632</td>
</tr>
<tr>
<td>Domestic delegates</td>
<td>135,492</td>
<td>167,347</td>
<td>24%</td>
<td>25,442</td>
<td>25,471</td>
<td>0%</td>
<td>9,854</td>
<td>5,452</td>
</tr>
<tr>
<td>Foreign delegates</td>
<td>20,518</td>
<td>17,449</td>
<td>−15%</td>
<td>19,791</td>
<td>15,334</td>
<td>−23%</td>
<td>15,737</td>
<td>5,180</td>
</tr>
</tbody>
</table>

Source: meetings.ee

Conferences in Tallinn
Duration of international conferences

Distribution of international conferences according to the duration of the events, 2018
N = 849

1 day; 431; 51%
2 days; 269; 32%
3 days; 67; 8%
4+ days; 82; 9%

Source: meetings.ee

Distribution of foreign delegates according to the duration of the events, 2018
N = 48,115

1 day; 17449; 36%
2 days; 15334; 32%
3 days; 5180; 11%
4+ days; 10102; 21%
Monthly distribution of conferences, 2018 vs 2017

Source: meetings.ee
Monthly distribution of conference delegates, 2018 vs 2017

Source: meetings.ee
Conferences in Tallinn by the size of the event, 2018 vs 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>10-39 Delegates</th>
<th>40-99 Delegates</th>
<th>100-199 Delegates</th>
<th>200-499 Delegates</th>
<th>500+ Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1645</td>
<td>277</td>
<td>131</td>
<td>77</td>
<td>18</td>
</tr>
<tr>
<td>2018</td>
<td>587</td>
<td>2136</td>
<td>218</td>
<td>58</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: meetings.ee
Conference delegates in Tallinn by the size of the event, 2018 vs 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Category</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10-39 delegates</td>
<td>10236</td>
<td>8343</td>
</tr>
<tr>
<td></td>
<td>40-99 delegates</td>
<td>34177</td>
<td>44855</td>
</tr>
<tr>
<td></td>
<td>100-199 delegates</td>
<td>13552</td>
<td>36958</td>
</tr>
<tr>
<td></td>
<td>200-499 delegates</td>
<td>12959</td>
<td>46331</td>
</tr>
<tr>
<td></td>
<td>500+ delegates</td>
<td>41756</td>
<td>45359</td>
</tr>
<tr>
<td></td>
<td>Domestic delegates</td>
<td>42051</td>
<td>44623</td>
</tr>
<tr>
<td></td>
<td>Foreign delegates</td>
<td>9457</td>
<td>22298</td>
</tr>
</tbody>
</table>

Source: meetings.ee
Conferences with 500+ delegates, 2018 (1)

<table>
<thead>
<tr>
<th>Name of the event</th>
<th>Number of delegates</th>
<th>Domestic/ International</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latitude59</td>
<td>2,364</td>
<td>International</td>
<td>May</td>
</tr>
<tr>
<td>EGOS 2018</td>
<td>1,893</td>
<td>International</td>
<td>July</td>
</tr>
<tr>
<td>Noortekonverents Lahe Koolipäev &quot;Aeg kinkida aega&quot;</td>
<td>1,400</td>
<td>Domestic</td>
<td>November</td>
</tr>
<tr>
<td>TMW Creative Impact Conference</td>
<td>1,330</td>
<td>International</td>
<td>April</td>
</tr>
<tr>
<td>Business Building Seminar (BBS)</td>
<td>1,300</td>
<td>Domestic</td>
<td>January</td>
</tr>
<tr>
<td>FECAVA 2018</td>
<td>1,250</td>
<td>International</td>
<td>June</td>
</tr>
<tr>
<td>24th Fecava Eurocongress</td>
<td>1,250</td>
<td>International</td>
<td>June</td>
</tr>
<tr>
<td>BBS (Business Building Seminar)</td>
<td>1,200</td>
<td>Domestic</td>
<td>July</td>
</tr>
<tr>
<td>BBS (Business Building Seminar)</td>
<td>1,200</td>
<td>Domestic</td>
<td>September</td>
</tr>
<tr>
<td>MIndvalleyU</td>
<td>1,153</td>
<td>International</td>
<td>June</td>
</tr>
<tr>
<td>Swedbank Sügiskonverents</td>
<td>1,100</td>
<td>Domestic</td>
<td>August</td>
</tr>
<tr>
<td>Amway event</td>
<td>1,100</td>
<td>International</td>
<td>September</td>
</tr>
<tr>
<td>BBS (Business Building Seminar)</td>
<td>1,000</td>
<td>Domestic</td>
<td>November</td>
</tr>
<tr>
<td>Robotex 2018 : conference</td>
<td>942</td>
<td>International</td>
<td>November</td>
</tr>
<tr>
<td>The 9th Annual Forum of the EUSBSR</td>
<td>821</td>
<td>International</td>
<td>June</td>
</tr>
<tr>
<td>President’s seminar Cherrytree OÜ</td>
<td>800</td>
<td>Domestic</td>
<td>March</td>
</tr>
</tbody>
</table>

Source: meetings.ee
Conferences with 500+ delegates, 2018 (2)

<table>
<thead>
<tr>
<th>Name of the event</th>
<th>Number of delegates</th>
<th>Domestic/ International</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Seminar – Mario Kapun Special</td>
<td>770</td>
<td>Domestic</td>
<td>February</td>
</tr>
<tr>
<td>Konverents Eesti Arsite Päevad 2018</td>
<td>700</td>
<td>Domestic</td>
<td>May</td>
</tr>
<tr>
<td>Moontec 18</td>
<td>700</td>
<td>International</td>
<td>November</td>
</tr>
<tr>
<td>GeekOut 2018 Java technology conference</td>
<td>700</td>
<td>International</td>
<td>June</td>
</tr>
<tr>
<td>Psycherence 2018</td>
<td>669</td>
<td>Domestic</td>
<td>September</td>
</tr>
<tr>
<td>Linnade ja valdade päevad 2018</td>
<td>660</td>
<td>Domestic</td>
<td>March</td>
</tr>
<tr>
<td>Euroopa Koolijuhtide Ühenduse (ESHA) konverents</td>
<td>628</td>
<td>International</td>
<td>October</td>
</tr>
<tr>
<td>President’s seminar</td>
<td>600</td>
<td>Domestic</td>
<td>April</td>
</tr>
<tr>
<td>President’s seminar Cherrytree OÜ</td>
<td>600</td>
<td>Domestic</td>
<td>March</td>
</tr>
<tr>
<td>SLE 2018</td>
<td>565</td>
<td>International</td>
<td>August</td>
</tr>
<tr>
<td>Äriplaan 2019</td>
<td>550</td>
<td>Domestic</td>
<td>October</td>
</tr>
<tr>
<td>Lennart Meri Konverents</td>
<td>538</td>
<td>International</td>
<td>June</td>
</tr>
<tr>
<td>NATO CyCon</td>
<td>500</td>
<td>International</td>
<td>May</td>
</tr>
<tr>
<td>Abi Goes Tallinn</td>
<td>500</td>
<td>Domestic</td>
<td>February</td>
</tr>
</tbody>
</table>

Source: meetings.ee
Conferences with 500+ delegates, 2018 (3)

<table>
<thead>
<tr>
<th>Name of the event</th>
<th>Number of delegates</th>
<th>Domestic/ International</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLS 2018</td>
<td>500</td>
<td>Domestic</td>
<td>November</td>
</tr>
<tr>
<td>Rail Baltica Global Forum 2018</td>
<td>500</td>
<td>International</td>
<td>April</td>
</tr>
<tr>
<td>Artistry ja Nutrilite koolitus</td>
<td>500</td>
<td>Domestic</td>
<td>March</td>
</tr>
<tr>
<td>Gaselli Kongress 2018</td>
<td>500</td>
<td>Domestic</td>
<td>February</td>
</tr>
<tr>
<td>Eesti Raamatupidajate Konverents “Teejuht 2019. aastaks”</td>
<td>500</td>
<td>Domestic</td>
<td>October</td>
</tr>
<tr>
<td>Isamaa konverents ja ERSP aktus</td>
<td>500</td>
<td>Domestic</td>
<td>September</td>
</tr>
<tr>
<td>MELT Innovatsioonifoorum</td>
<td>500</td>
<td>Domestic</td>
<td>April</td>
</tr>
<tr>
<td>R-Kioski frantsiisipäev</td>
<td>500</td>
<td>International</td>
<td>February</td>
</tr>
<tr>
<td>Refresh 2018</td>
<td>500</td>
<td>International</td>
<td>September</td>
</tr>
<tr>
<td>&quot;Suveks tööle 2018&quot;</td>
<td>500</td>
<td>International</td>
<td>April</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>40</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: meetings.ee*
Conference venues 2018

- Conference hotel: 2548; 60%
- University: 598; 14%
- Hotel: 733; 17%
- Unique venue: 338; 8%
- Boutique hotel: 24; 1%

Source: meetings.ee
Distribution of conferences and delegates by organiser type, 2018

Source: meetings.ee

Conferences in Tallinn
Summary – conferences in Tallinn (1)

In 2014–2018, the number of conferences organised in Tallinn remained relatively stable: approximately 4,000–4,300 events each year, with the exception of 2016, when there was a significant decline (3,200 conferences). 2018 showed another increase (4,241 events) due to more domestic conferences being organised (a record-breaking number of 3,392). At the same time, the number of international conferences reduced to the level of 2016 (849 events).

The decline is due to the fact that, in 2017, the number of international events and foreign participants increased because of events related to the Estonian Presidency of the Council of the EU from July to December 2017. This caused the estimated decrease in the number of conferences in 2018. Surprisingly, only the number of international conferences decreased, while domestic conferences increased significantly.

36 companies submitted information on the conferences held in Tallinn in 2018 (see Annex 2).

According to the submitted data, 4,241 conferences were held in Tallinn in 2018 with 251,531 participants. In 2017, a total of 3,755 conferences were held for 238,144 participants: the number of events in a yearly comparison increased by 13% and the number of participants increased by 6%. Compared to 2017, the number of local conferences increased by 27% while the international indicator decreased by 22%; the number of domestic participants increased by 16% and the number of foreign participants decreased by 23%.
Summary – conferences in Tallinn (2)

Of all the events, the largest proportion (80%) is comprised of domestic conferences and local participants (81%). See detailed information on the conferences and participants in Annex 3 and Annex 4.

Conferences held in Tallinn continue to be short. Three out of four conferences (76%) only lasted a day. Every sixth event (16%) lasted for two days and 8% of all events lasted for three or more days. The same indicators are reflected in the distribution of participants by events.

Of all domestic conferences, most (83%) lasted one day.

International events bring people to Tallinn for a longer time than domestic conferences do. In 2018, a total of 51% were single-day conferences, 32% were two-day conferences and 17% lasted for three or more days.

Conferences are seasonal in Tallinn. More are organised in spring (from March to May) and in autumn (from September to November). The most popular months for organising conferences are November (510 events), May (491 events), and October (460 events). The largest proportion of international conferences (112 events) were held in June.
Summary – conferences in Tallinn (3)

Most of the conferences organised in Tallinn in 2018 included a small number of participants: **conferences with up to 100 participants constituted 84% (3448 events)**, those with 100–499 participants constituted 15% (623 events), and for a single per cent of conferences, the number of participants exceeded 500 (40 events). In a yearly comparison, the largest increase was among domestic conferences with up to 100 participants (an increase of 31%). Meanwhile, the number of international conferences with up to 100 participants and 100–499 participants decreased by 21% and 31%, respectively.

Of the 4,241 conferences organised in 2018, a total of forty included 500 participants or more – concluding 1% of all conferences. **This single per cent brought in 13% of all participants (24% of all foreign participants).** The largest proportion of major events were organised in June. The average conference for 500+ participants lasted for 1.88 days, whereas the longest event lasted for 24 days.

Of all the conferences held in Tallinn, most (77%, or 3,281) were organised in hotels. 14% (or 598) were organised on university premises and 8% (or 338) at other unique locations (e.g. concert halls, libraries, museums).

Of all the conferences held in Tallinn in 2018, 62% (or 2,627) were organised by corporations. 22% of all events (or 945) were organised by the public sector and 14% (or 606) by associations. Half of all participants (52%) took part in corporate events, 26% participated in public sector events and 22% in association-organised events.
Visittallinn.ee visits 2018

2.27 billion visits (+27%)
6.54 billion pageviews (+17%).
On average 2.88 pages per visit.
Average duration of visit was 2:51 minutes

Visits to the conference tourism section of visittallinn.ee
Visittallinn.ee: Konverentsikorraldaja / Meeting planner

1 January – 31 December 2018

• Convention
  • 11,464 visits (+17%)
  • 81,382 pageviews (34%)
  • 7:10 visited pages, time spent 08:44

• Konverents
  • 8,641 visits (+32%)
  • 36,589 pageviews (+32%)
  • 4.23 visited pages, time spent 04:11

• Total
  • 20,105 visits
  • 117,963 pageviews

Visits to the conference tourism section of visittallinn.ee
Visittallinn.ee Meeting planner section EST/ENG monthly visits, 2018

Visits to the conference tourism section of visittallinn.ee
Meeting planner (/eng/convention) pageviews, 2017 vs 2018


*with object views

Visits to the conference tourism section of visittallinn.ee
Meeting planner (/est/konverents) pageviews, 2017 vs 2018

Visits to the conference tourism section of visittallinn.ee

*with object views
Summary – visits to the conference tourism section of visitallinn.ee

The visitallinn.ee webpage had 2.27 billion visits (+27%) in 2018. The most popular themes were sights, events, public transportation, and dining places.

The Meeting planner section had over 20,000 visits (15,789 visits in 2017). The most visited page was ‘Venues’.
Annex 1. List of companies who submitted data of Estonian events in 2018

Alexela Kontserdimaja
Baltic Travel Group
balticEVENT
CWT Estonia
Dorpat Hotell ja Konverentsikeskus
Eesti Konverentsibüroo
Eesti Rahva Muuseum
Eesti Rahvusraamatukogu
Energia avastuskeskus
Estonia Resort Hotel & SPA
Estravel Baltcoming
Glehnis loss
GoHotel Shnelli
Hotell Euroopa
Hotell L’Ermitage
Hotell London
Hotell Sophia

Hotell Ülemiste
Jääaja keskus
Kohvik Pierre
Kultuurikatel
Kumu Kunstimuuseum
Lennusadam
Mektory keskus
Mustpeade maja
Nordic Hotel Forum
Original Sokos Hotel Viru
Park Inn by Radisson Central Tallinn
Park Inn by Radisson Meriton Tallinn
Publicon
Radisson Blu Hotell Olümpia
Radisson Blu Sky Hotel
Reisiekspert Conference Expert
Strand SPA & Konverentsihotell

Swissotel Tallinn
Tallink City Hotel
Tallink SPA & Conference Hotel
Tallinna Lauluväljak
Tallinna Loomaaed
Tallinna Tele torn
Tallinna Ülikooli Konverentsikeskus
Tartu Konverentsibüroo
Tartu Ülikool
V Spaahotel
Vanemuise Kontserdimaja
Via Hansa DMC & PCO
von Stackelberg Hotell Tallinn

Total: 47
Annex 2. List of companies who submitted data of events in Tallinn in 2018

Alexela Kontserdimaja
Baltic Travel Group
balticEVENT
CWT Estonia
Eesti Konverentsibüroo
Eesti Rahvusraamatukogu
Energia avastuskeskus
Estravel Baltcoming
Glehni loss
GoHotel Shnelli
Hotell Euroopa
Hotell L’Ermitage
Hotell Ülemiste
Kultuurikatel
Kumu Kunstimuuseum
Lennusadam
Mektory keskus
Mustpeade maja

Nordic Hotel Forum
Original Sokos Hotel Viru
Park Inn by Radisson Central Tallinn
Park inn by Radisson Meriton Tallinn
Publicon
Radisson Blu Hotell Olümpia
Radisson Blu Sky Hotel
Reisiekspert Conference Expert
Swissotel Tallinn
Tallink City Hotel
Tallink SPA & Conference Hotel
Tallinna Ettevõtlusameti turismiosakond
Tallinna Lauluväljak
Tallinna Loomaaed
Tallinna Tele torn
Tallinna Ülikooli Konverentsikeskus
Via Hansa DMC & PCO
von Stackelberg Hotell Tallinn

Total: 36
Annex 3. Conferences in Tallinn by months, 2018

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>TOTAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic events</td>
<td>250</td>
<td>235</td>
<td>373</td>
<td>388</td>
<td>412</td>
<td>200</td>
<td>64</td>
<td>121</td>
<td>353</td>
<td>358</td>
<td>421</td>
<td>217</td>
<td>3,392</td>
</tr>
<tr>
<td>International events</td>
<td>60</td>
<td>46</td>
<td>66</td>
<td>48</td>
<td>79</td>
<td>112</td>
<td>26</td>
<td>81</td>
<td>91</td>
<td>102</td>
<td>89</td>
<td>49</td>
<td>849</td>
</tr>
<tr>
<td>(more than 20% of</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>delegates were foreign)</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL (events):</td>
<td>310</td>
<td>281</td>
<td>439</td>
<td>436</td>
<td>491</td>
<td>312</td>
<td>90</td>
<td>202</td>
<td>444</td>
<td>460</td>
<td>510</td>
<td>266</td>
<td>4,241</td>
</tr>
</tbody>
</table>

*Source: meetings.ee*
## Annex 4. Conference delegates in Tallinn by months, 2018

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>TOTAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic delegates</td>
<td>15,459</td>
<td>14,166</td>
<td>21,616</td>
<td>22,809</td>
<td>22,647</td>
<td>12,578</td>
<td>3,792</td>
<td>6,267</td>
<td>21,809</td>
<td>22,060</td>
<td>29,262</td>
<td>11,001</td>
<td>203,466</td>
</tr>
<tr>
<td>Foreign delegates</td>
<td>2,512</td>
<td>1,401</td>
<td>3,012</td>
<td>4,347</td>
<td>4,530</td>
<td>9,010</td>
<td>3,133</td>
<td>3,617</td>
<td>6,090</td>
<td>4,885</td>
<td>4,248</td>
<td>1,280</td>
<td>48,065</td>
</tr>
<tr>
<td>TOTAL (delegates)</td>
<td>17,971</td>
<td>15,567</td>
<td>24,628</td>
<td>27,156</td>
<td>27,177</td>
<td>21,588</td>
<td>6,925</td>
<td>9,884</td>
<td>27,899</td>
<td>26,945</td>
<td>33,510</td>
<td>12,281</td>
<td>251,531</td>
</tr>
</tbody>
</table>

*Source: meetings.ee*
More Tallinn tourism trends can be found from

www.visittallinn.ee/eng/travel-trade-media/statistics-surveys