

Conference tourism in Tallinn 2015

Based on mobile positioning data, 4.3 million foreign residents visited Tallinn in 2015 (Positium LBS 2016). According to Statistics Estonia, 1.6 million tourists stayed in accommodation establishments in Tallinn in 2015, of whom 26% or **417,400** were on **work-related trips**, incl. **80,300** people (5% of all visitors accommodated) **attending conferences** and **337,100** (21% of all visitors accommodated) people on **business trips**.

Of the accommodated **business-related travellers**, **83% were from foreign countries (279,000)** and **17% were domestic (58,000)**.

Of the accommodated **conference tourists**, **89% were from foreign countries (71,000)** and **11% were domestic (9,000)**.

The number of **accommodated foreign tourists** was 1.4 million, **71,000 (5%) of whom** visited Tallinn **to attend a conference** and **279,000 (20%) of whom** were here on **a business trip**.

Compared to 2014, the number of accommodated **conference tourists went up by 32%**, while the number of business-related travellers increased by 1%. Concurrently, **the number of foreign conference tourists increased by 33%** (+17,684 visitors) and **the number of domestic conference tourists increased by 21%** (+1,571 visitors).

The average length of a work-related trip to Tallinn in 2015 was **1.87 nights**, which marks a 1% increase compared to the previous year. **The average length of a conference trip was 1.91 nights** and **1.86 nights for business trips**. By way of comparison, the average stay of holiday tourists in accommodation establishments in Tallinn was 1.69 nights.

The number of conference tourists accommodated was highest in October and was also above average for the year in **September, November and December**. The number of foreign tourists who came here to attend a conference was highest in October and December, while the number of domestic conference tourists peaked in September and December.

The online environment meetings.ee collects data from local organisations and businesses organising various events. Submitting relevant data is voluntary for organisers of such events, and in 2015 a total of 57 Estonian organisations and businesses submitted their data (incl. 36 submitters in Tallinn, which is estimated to account for about 3/4 of all the largest event-organisers in Tallinn).

According to data retrieved from meetings.ee, **5,221 conference events took place in Estonia in 2015** (5,479 in 2014). Of all the conference events held in Estonia, **4/5 (79%) took place in Tallinn, 14% in Tartu and 7% elsewhere in Estonia**. International events accounted for 24% (1,265 events) of all Estonian conference events; 90% of those events took place in Tallinn (1,133 events).

4,110 conference events took place in Tallinn in 2015 (4,321 events in 2014) **with a total of 238,776 delegates**. The majority of those numbers are made up by domestic conference events (72%) and participants (77%). 45,306 people or 19% of all the delegates attending conferences registered in the aforementioned online environment were from foreign countries.

	Conference events		Number of participants Change 2015/2014					
			Total number of participants		incl. foreign participants		incl. domestic participants	
	number	change %	number	change %	number	change %	number	change %
Total:	4,110	-5%↓	238,776	-3%↓	45,306	-11%↓	193,470	0%
International events (more than 20% of foreign participants)	1,133	-11%↓	54,961	-31%↓	39,713	-22%↓	178,222	-56%↓
Local events	2,977	-3%↓	183,815	+6%↑	5,593	+65%↑	170,714	+4%↑

Source: meetings.ee

Of all the conference events that took place in Tallinn in 2015 (N=4,110), **59% were held by corporations, 21% by associations and 17% by the public sector.** Compared to last year, the number of events organised by associations has increased by 21%, while the number of events organised by corporations has decreased by 13%. The number of events held by the public sector has also decreased (by 21%).

The majority (82%) of conference events held in Tallinn **took place in hotels** (marking a 9% decline compared to 2014). **8% of conference designs took place in other venues**, e.g. concert halls, libraries, museums and **10% of conferences took place in universities** (marking a 71% increase compared to 2014).

Conference events in Tallinn continue to be **quite short**. Three events out of four lasted only one day, while every sixth event lasted for two days. Only 6% of conference events lasted three or more days.

One day events account for 83% of all local conferences. **The duration of international events was longer – the length of international conferences was one day for 61% of events, two days for 26% of events and three days or longer for 13% of events.**

Conference events in Tallinn are **seasonal**. Events mostly take place during the spring months (**April to June**) and in autumn (**September to November**). The largest number of domestic events took place in April and the largest number of international events took place in September.

84% of all conference events held in Tallinn in 2015 had up to 100 participants, while the majority of these events had no more than 50 participants.

There were 22 larger conferences with 500 or more participants. Compared to 2014, the number of events featuring 500 or more participants has increased by 18%, indicating a rising trend of organising conferences in Tallinn.

The largest domestic conference of 2015 was the Estonian Annual Dental Meeting that took place on 27-29 August 2015 (2,000 participants) and the largest international conference was the Tallinn Music Week conference held on 27-28 March 2015 (850 participants).

A more comprehensive overview of conference events in Tallinn is available in Estonian [here](#).