

## TOURISM IN ESTONIA IN 2018

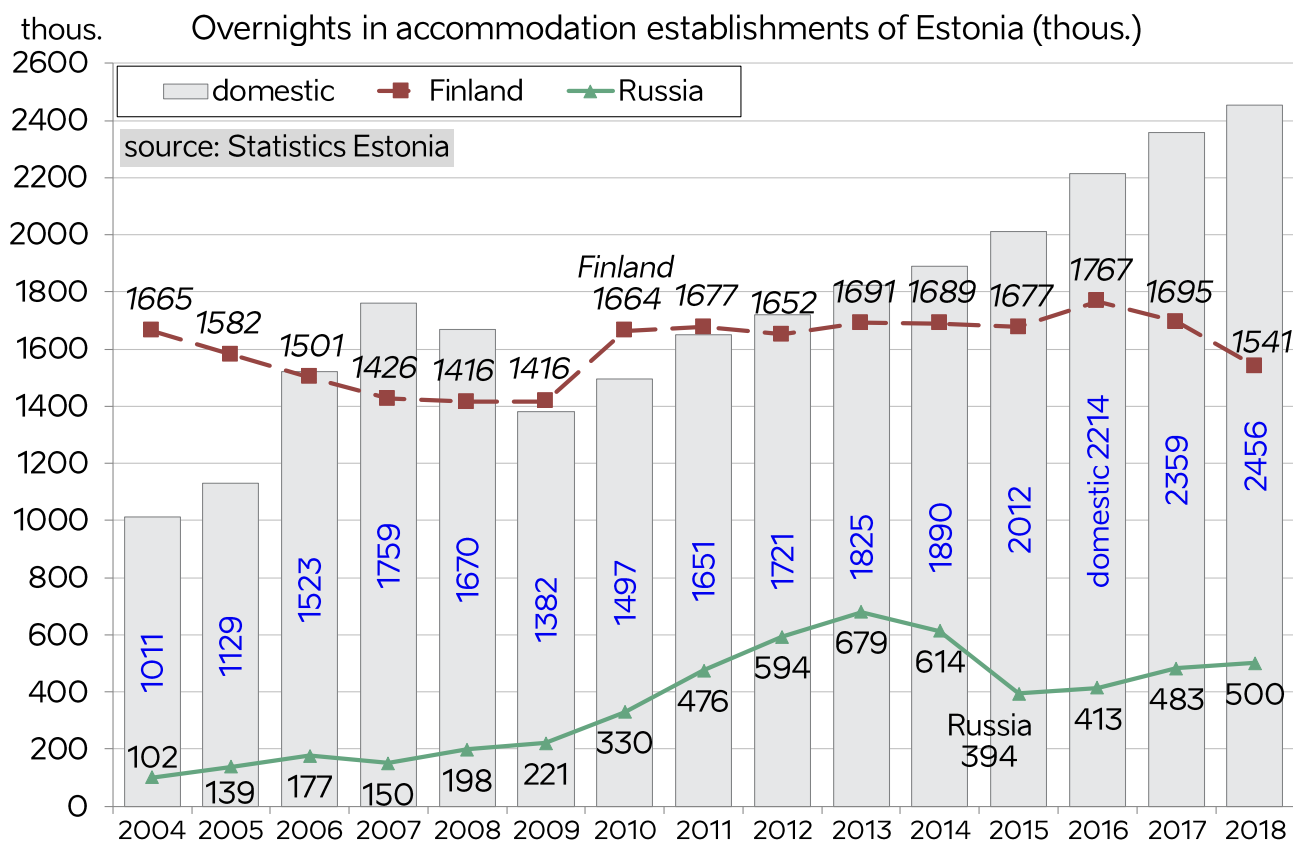
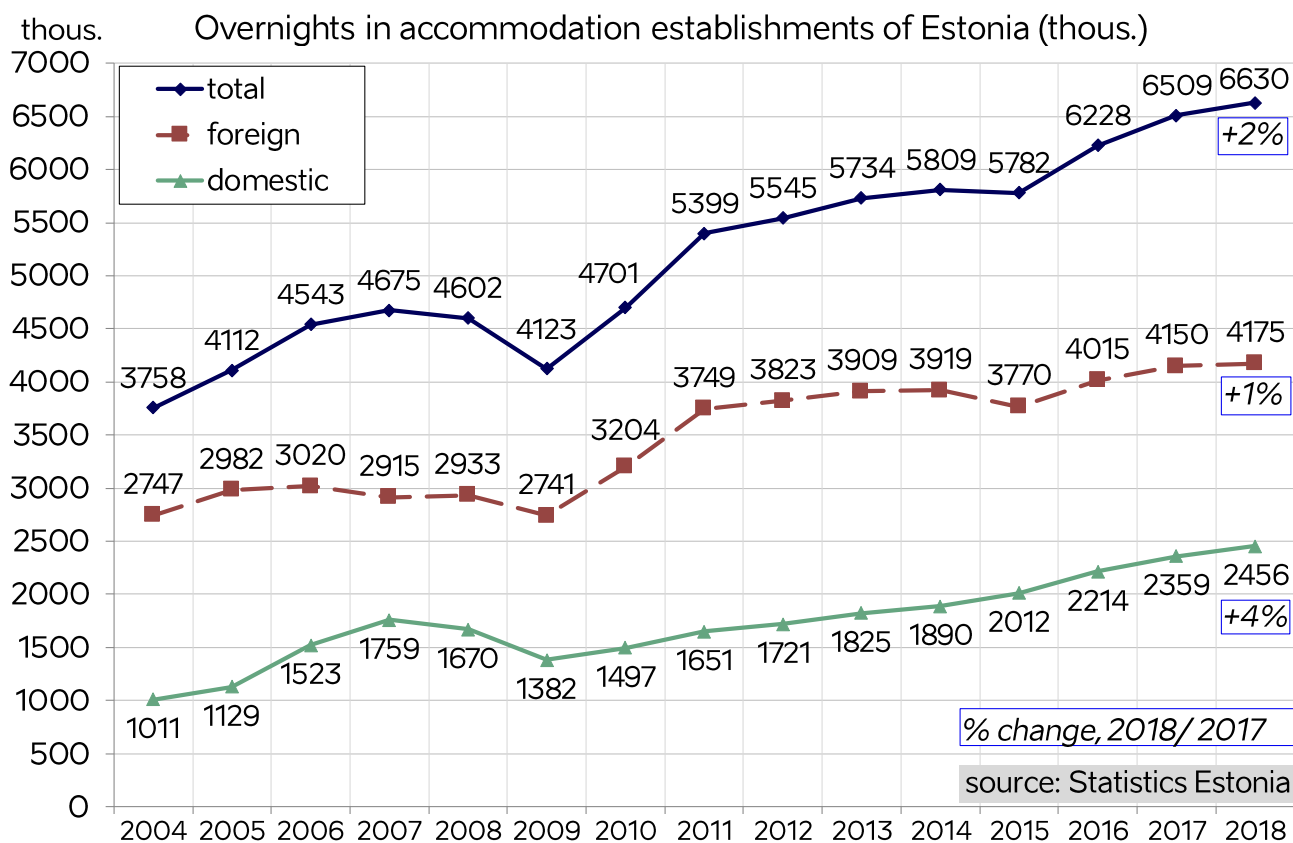


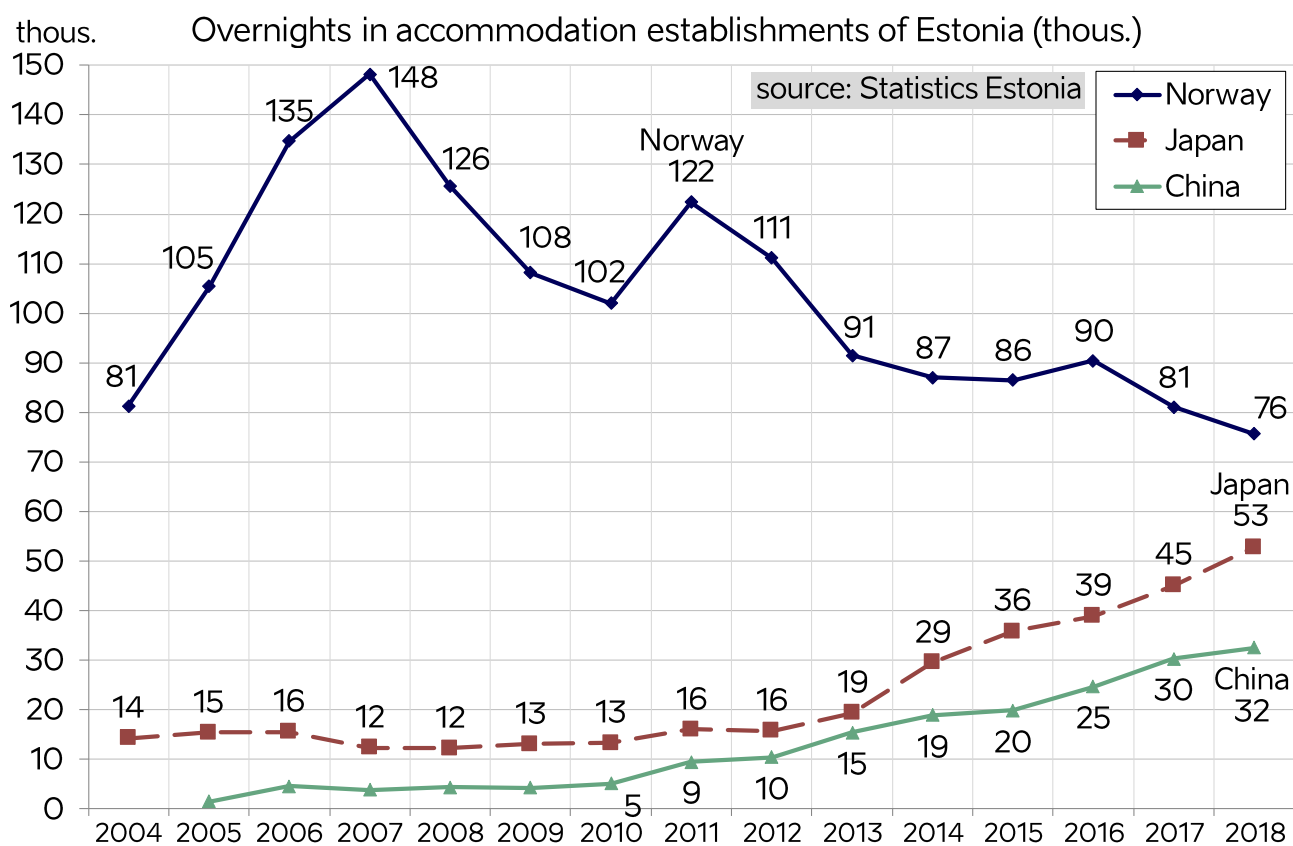
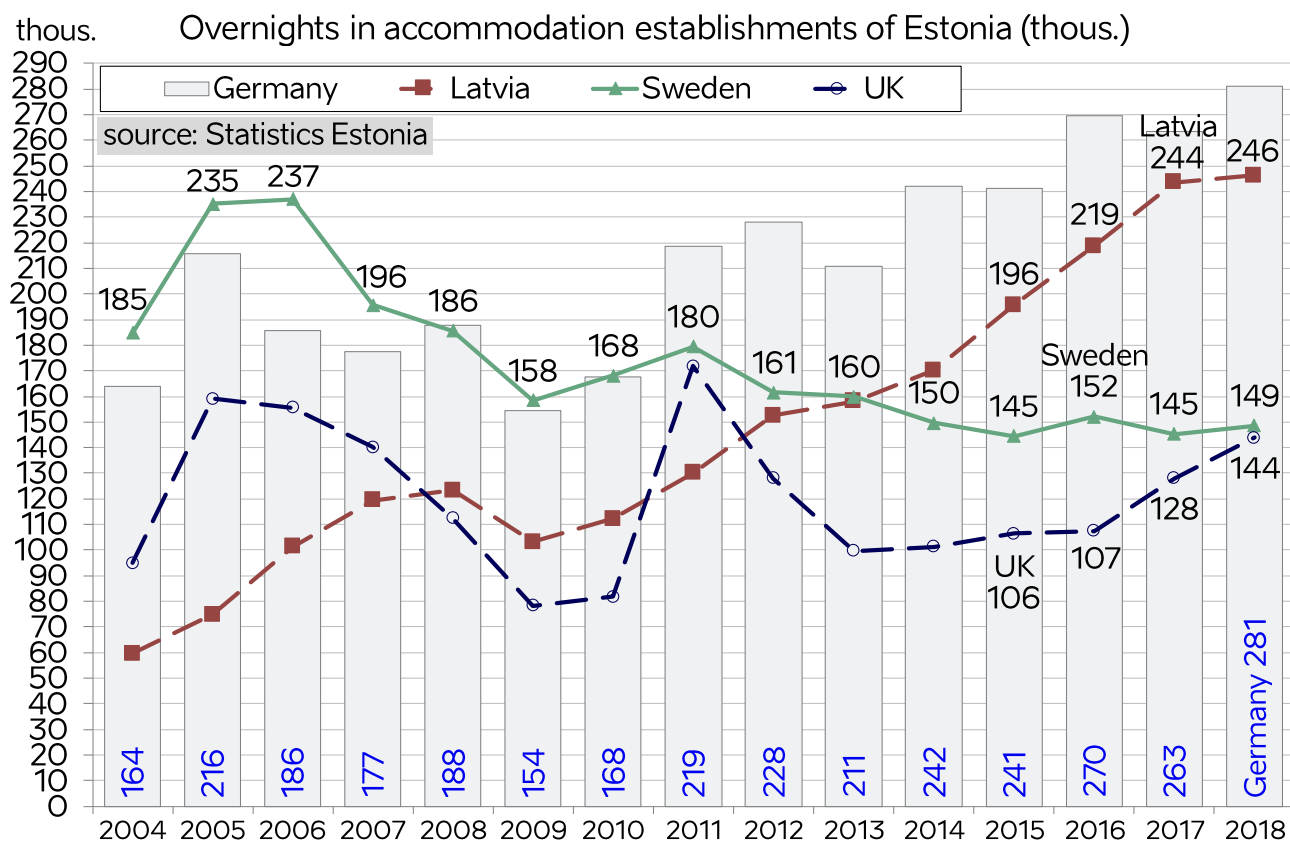
- In 2018, 3.59 million foreign and domestic tourists stayed overnight in the accommodation establishments of Estonia (46,600 or 1.3% more than in 2017). This means a new record for the 9<sup>th</sup> consecutive year. The number of foreign tourists amounted to 2.14 million (15,600 or 0.7% less than in 2017) and the number of domestic tourists to 1.45 million (62,200 or 4.5% more than in 2017).
- The number of nights spent by foreign and domestic tourists in the accommodation establishments amounted to 6.63 million (121,000 or 1.9% more than in 2017). Foreign tourists spent 4.17 million overnights (24,100 or 0.6% more than in 2017) and domestic tourists spent 2.46 million nights (96,900 or 4.1% more than in 2017).
- Overnights by foreign tourists reached a new record for the third consecutive year and overnights by domestic tourists for the sixth consecutive year.
- Of all the nights spent in the accommodation establishments, domestic overnights accounted for 37%, Finnish overnights 23%, and Russian overnights 7.5%. German and Latvian overnights both accounted for 4%; Swedish and UK overnights both accounted for 2%. The share of domestic overnights increased slightly for the 7<sup>th</sup> consecutive year, as domestic tourism has increased slightly faster than inbound tourism.
- Among all foreign overnights, the share of Finland was 37%. Russia accounted for 12%, Germany for 6.7%, Latvia for 5.9%, Sweden for 3.6% and UK for 3.4% of all foreign overnights.
- In absolute figures, domestic overnights showed the biggest increase. Of the foreign markets, US, German, Russian, UK and Japanese overnights showed the biggest increase. On the other hand, tourism from Finland showed the biggest decrease in absolute figures.
- **The number of foreign overnights increased thanks to the increase in business trips.** Of the 4.17 million foreign overnights, 2.73 million were spent by holiday tourists (decrease by 1.7% or by 46,697 overnights compared to 2017). Foreign overnights on business trips amounted to 952,280 (compared to 2017, their number increased by 71,583 or by 8.1%). Foreign overnights on other trips amounted to 494,905 (compared to 2017, their number decreased by 753 or by 0.2%). Nights spent on holiday trips accounted for 65%, business trips for 23% and other trips for 12% of foreign overnights.
- **The number of domestic overnights mainly increased thanks to the strong increase in holiday trips.** Of the 2.46 million domestic overnights, 1.37 million were spent by holiday tourists (increase by 6.2% or by 80,218 overnights compared to 2017). Domestic overnights on holiday trips reached a new record for the 7<sup>th</sup> consecutive year. Domestic overnights on business trips amounted to 658,536 (compared to 2017, their number increased by 24,246 or by 3.8%). Domestic overnights on other trips amounted to 430,781 (compared to 2017, their number decreased by 7,580 or by 1.7%). Nights spent on holiday trips accounted for 56%, business trips for 27% and other trips for 17% of domestic overnights.

## TOURISM RECEIPTS

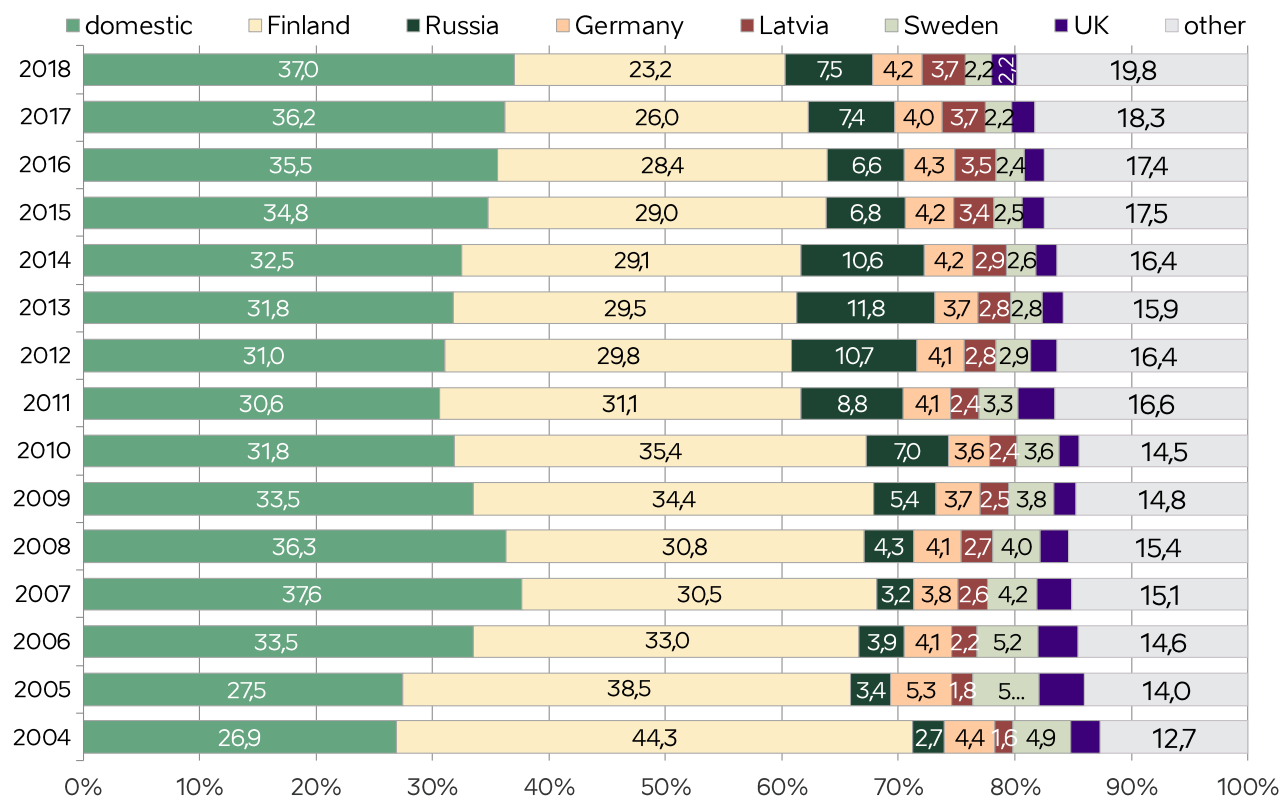
According to the Bank of Estonia, Estonia's tourism receipts reached a new record, amounting to EUR 1.98 billion in 2018. This was 4.6% more than a year ago. Travel receipts (foreign residents' expenditures in Estonia) amounted to EUR 1.51 bil. (4.6% more than a year ago). Fare receipts (foreign residents' payments to Estonian transport companies) amounted to EUR 467 mil. or 4.5% more than in 2017.

Foreign residents' expenditures in Estonia include the expenditures of all overnight and same-day visitors. In 2018, the total number of foreign visitors in Estonia was 6.03 million (1.8% less compared to 2017). Among them, there were 3.23 million overnight visitors and 2.8 million same-day visitors (source: mobile positioning statistics by the Bank of Estonia and Positium LBS). The number of overnight visitors decreased by 0.6% and the number of same-day visitors decreased by 3.2% (detailed mobile positioning data and the methodology have been published on the Bank of Estonia website — <http://statistika.eestipank.ee/#/en/p/1410/r/2831/2620> ).

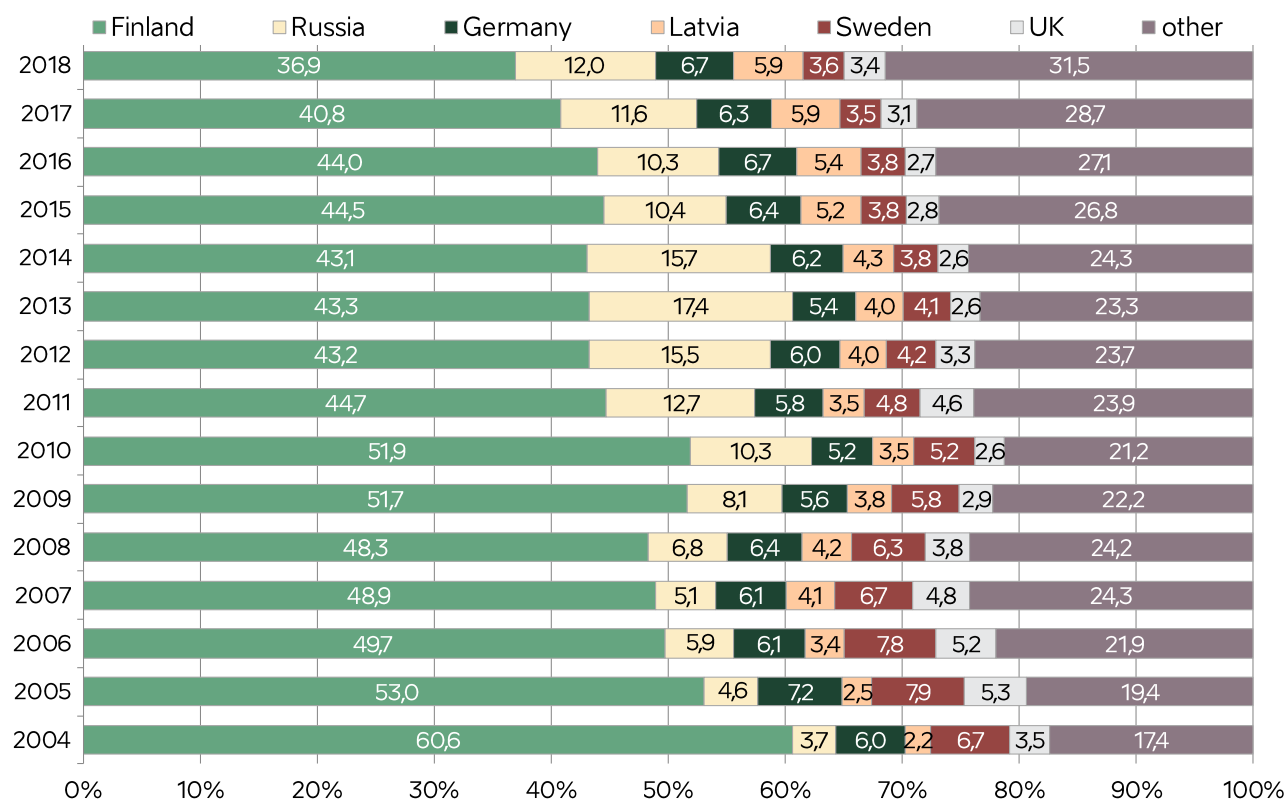


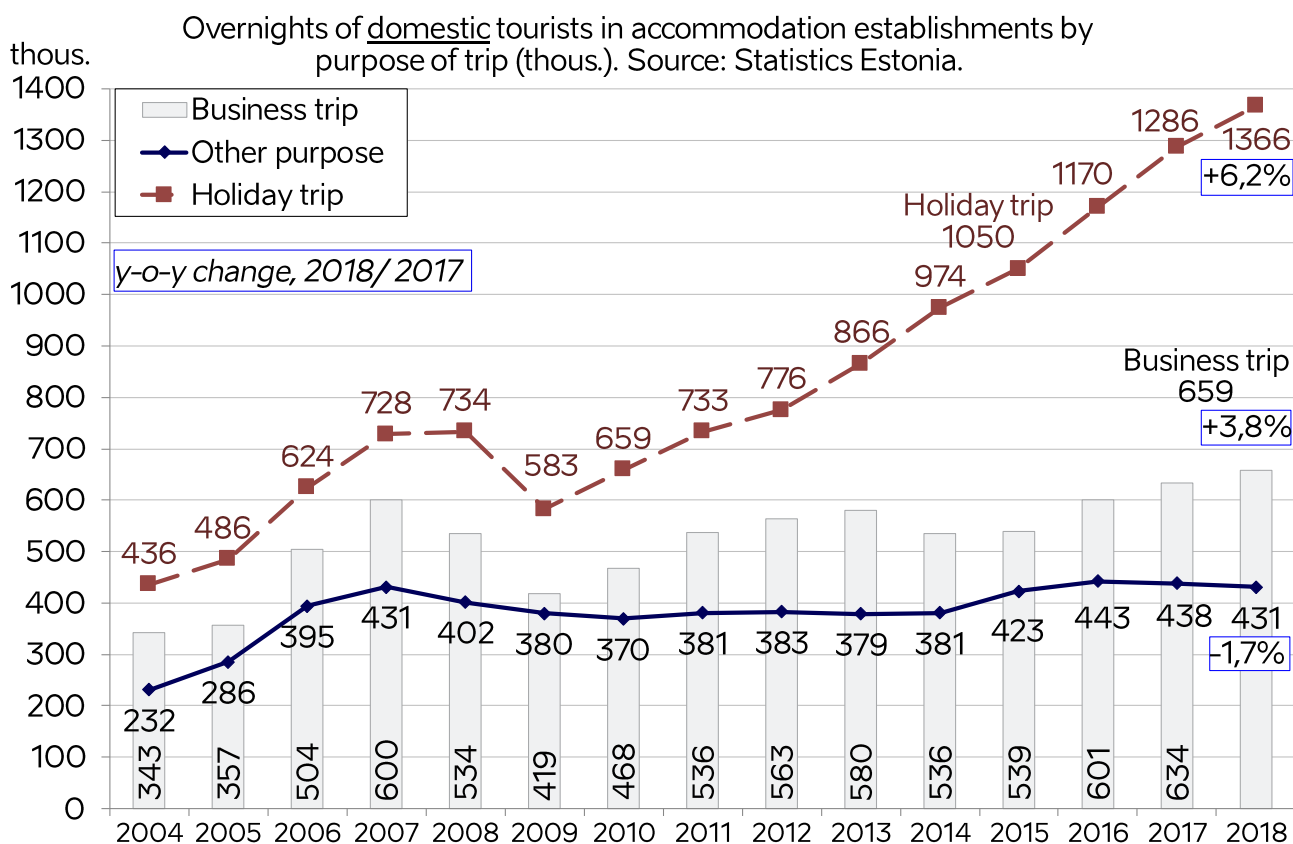
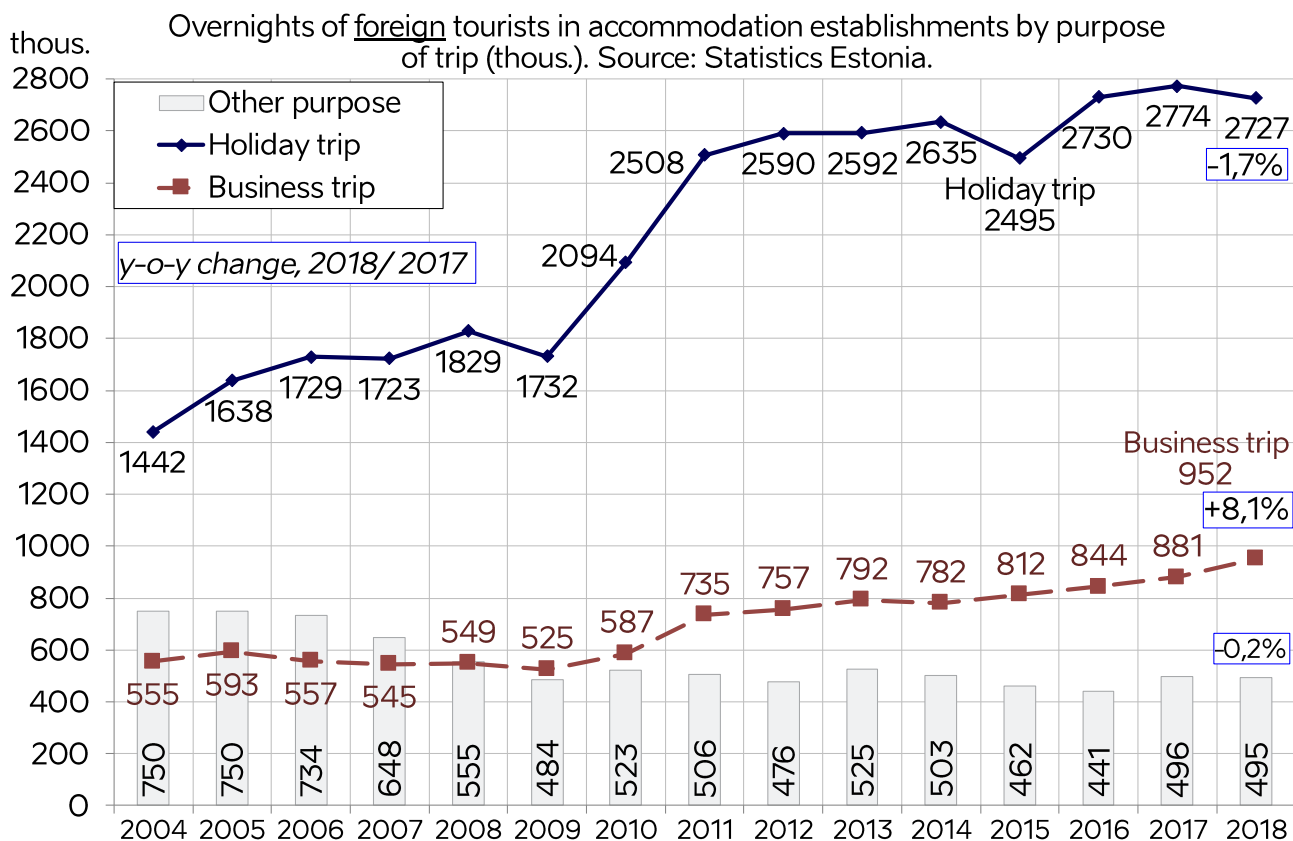


Overnights in accommodation establishments of Estonia (%). Source: Statistics Estonia

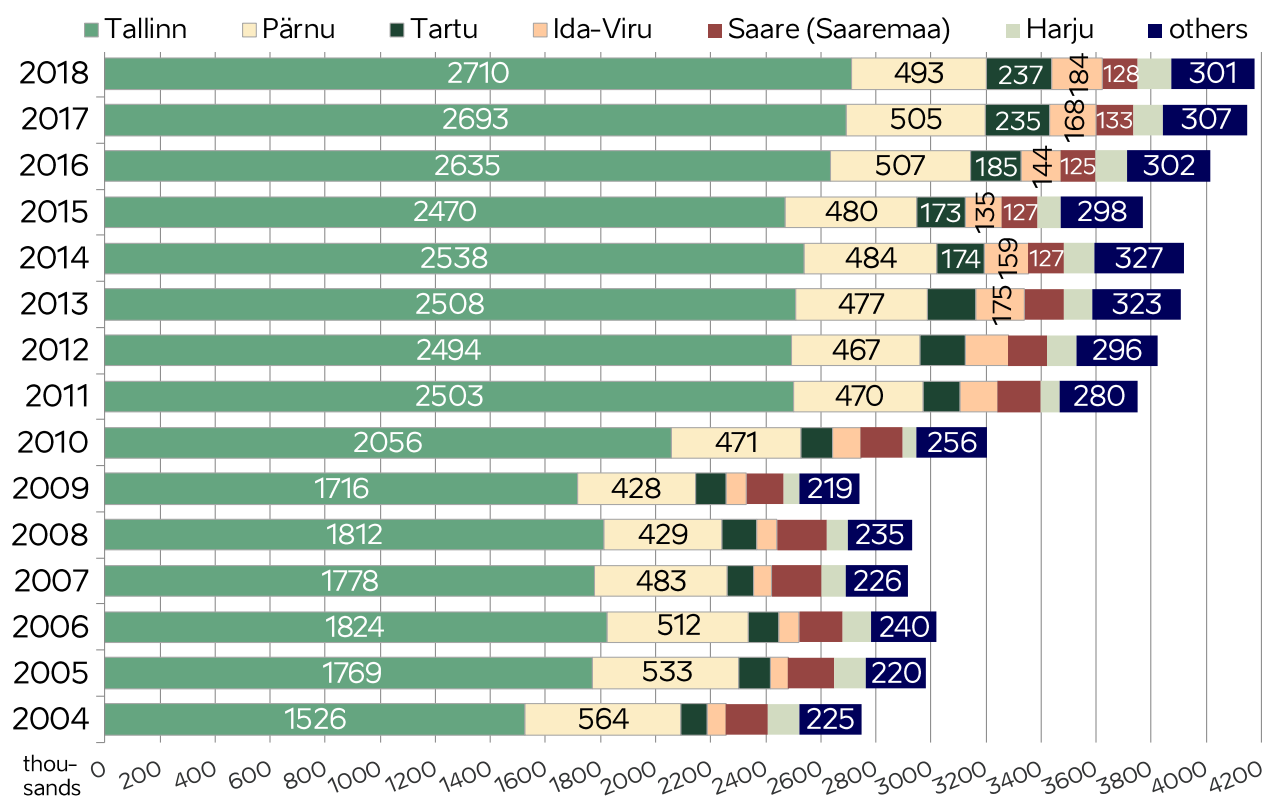


FOREIGN overnights in accommodation establishments of Estonia (%).

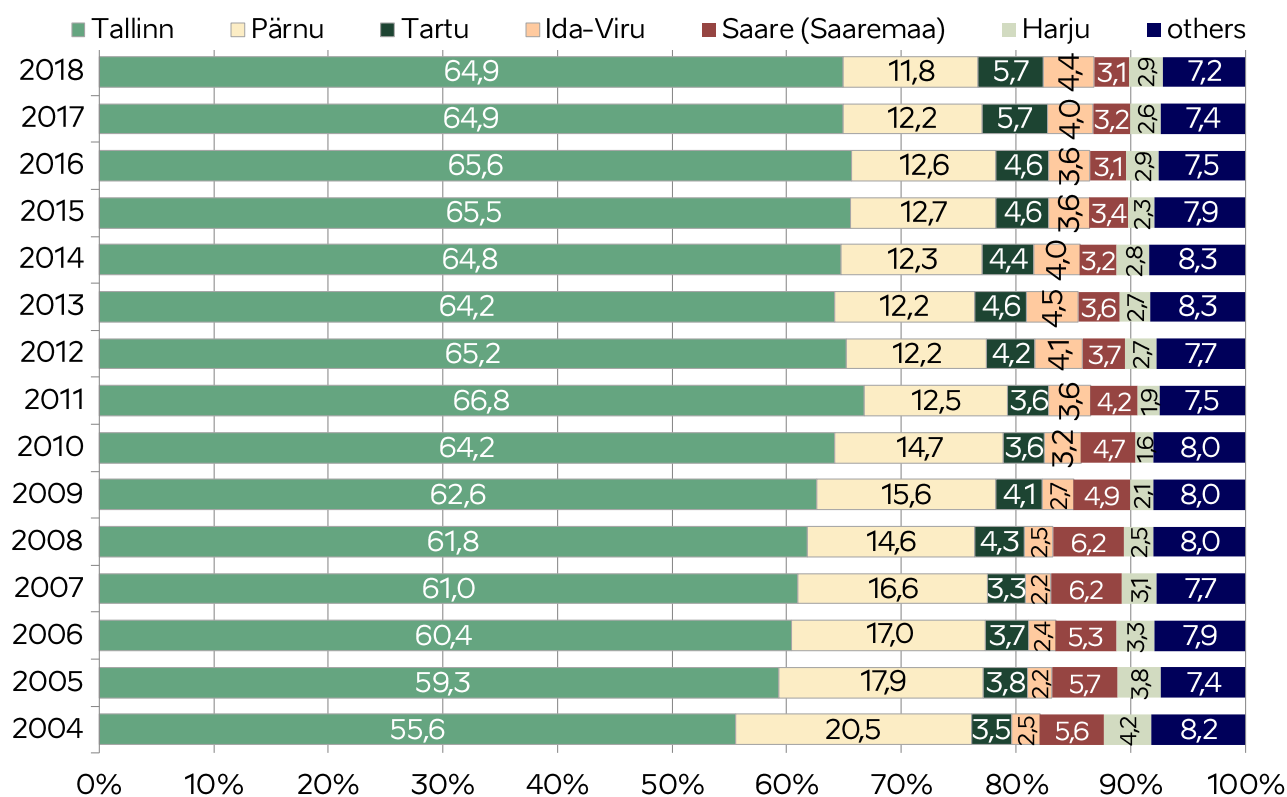




Foreign overnights in most popular towns and counties (thous.). Source: Statistics Estonia

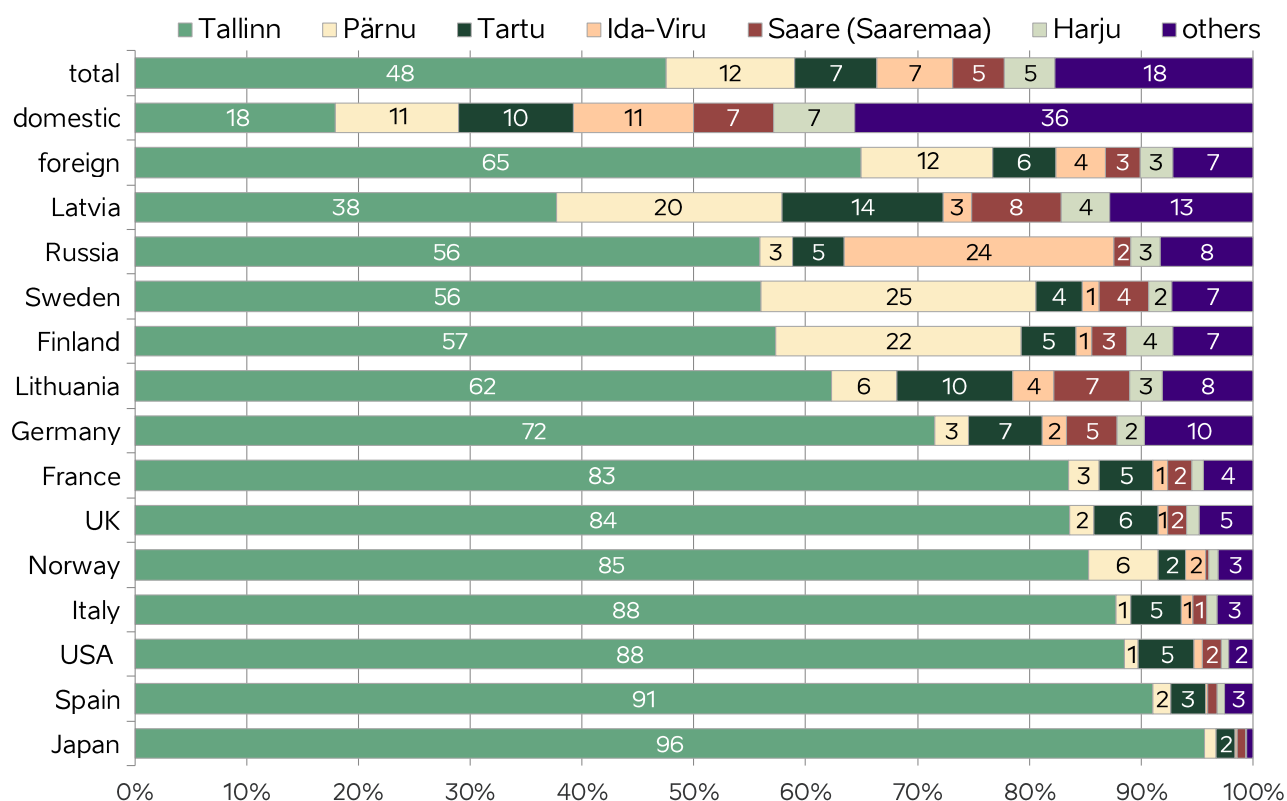


Foreign overnights in most popular towns and counties (%). Source: Statistics Estonia

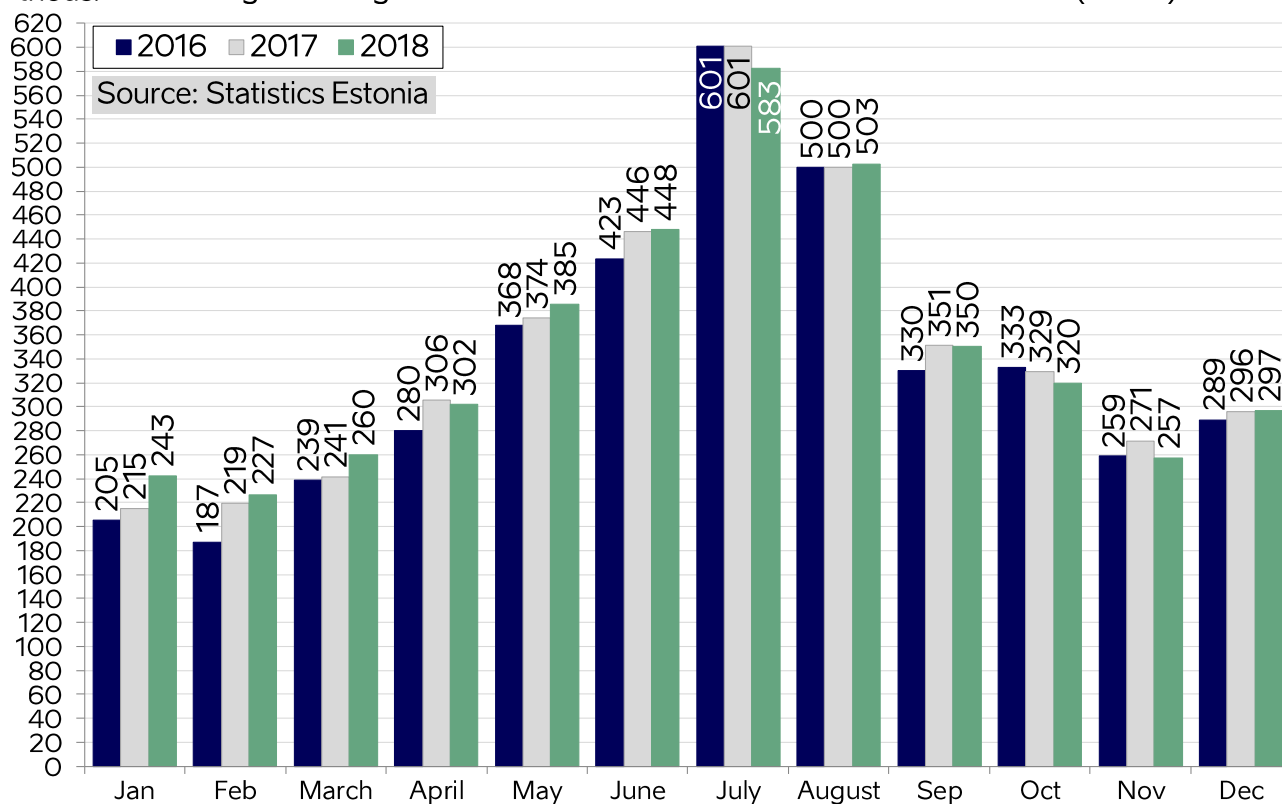


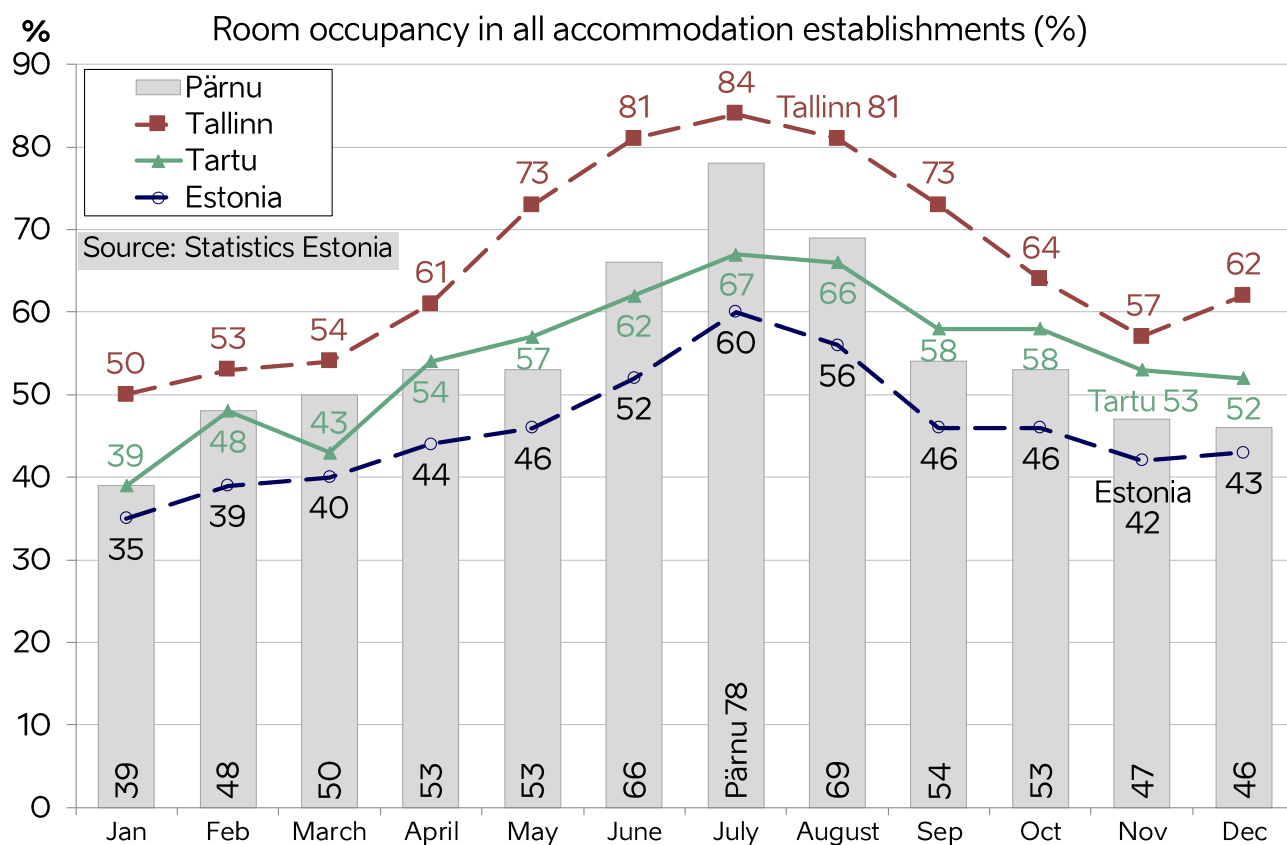
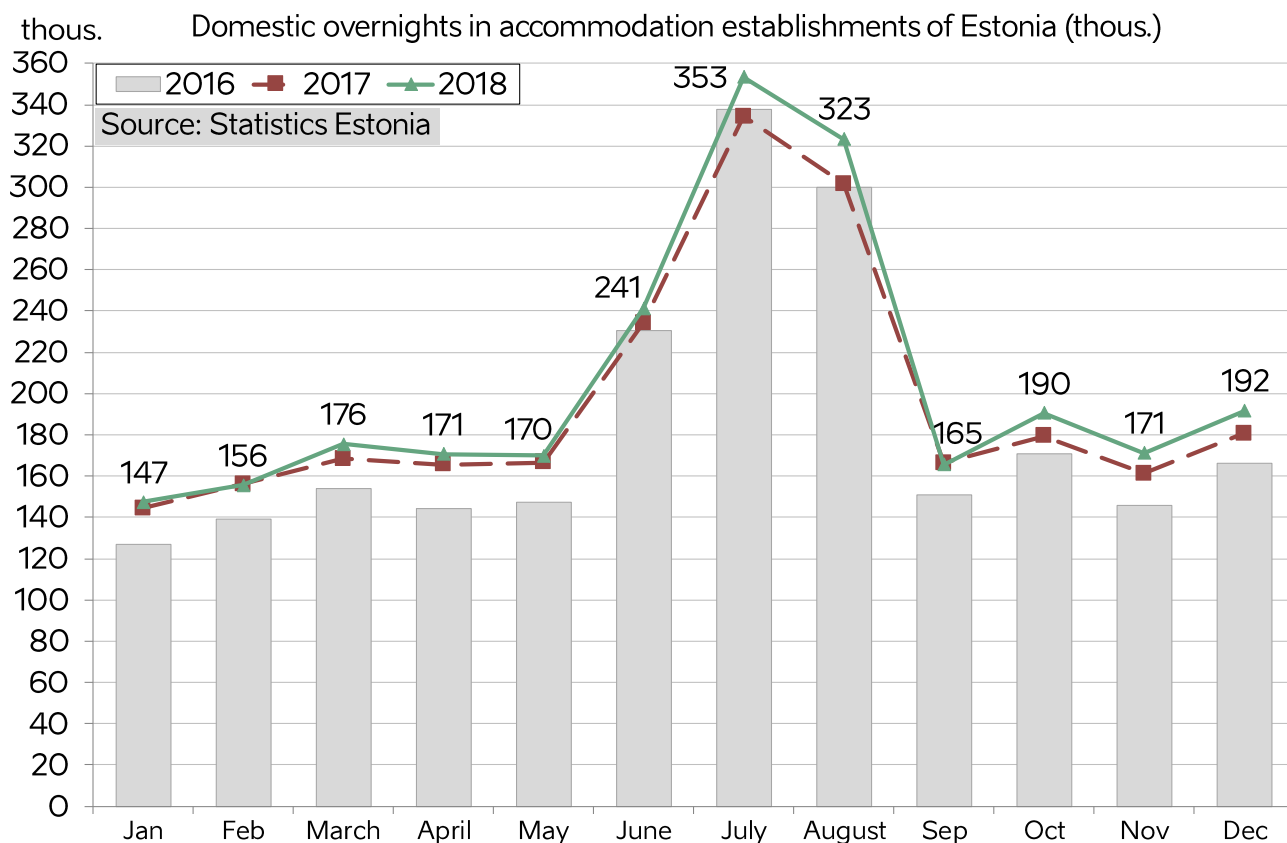
Map of the counties of Estonia as of 1 Jan 2018: <https://www.stat.ee/news-release-2017-121>

Overnights in most popular towns and counties (%). Source: Statistics Estonia



thous. Foreign overnights in accommodation establishments of Estonia (thous.)







Arrivals and overnights in all accommodation establishments of Estonia by country of residence. Source: [www.stat.ee](http://www.stat.ee).

	Arrivals in accommodation establishments				Year on year change				
	2015	2016	2017	2018	2016/15	2017/16	2018/17	2017/16	2018/17
total	3 112 143	3 324 914	3 544 932	3 591 495	212 771	220 018	46 563	7%	1,3%
domestic	1 182 979	1 268 388	1 388 785	1 450 960	85 409	120 397	62 175	9%	4,5%
foreign	1 929 164	2 056 526	2 156 147	2 140 535	127 362	99 621	-15 612	5%	-0,7%
Finland	907 052	951 025	916 241	834 993	43 973	-34 784	-81 248	-4%	-9%
Russia	186 061	200 972	238 636	247 251	14 911	37 664	8 615	19%	4%
Latvia	127 864	142 043	161 250	162 873	14 179	19 207	1 623	14%	1%
Germany	116 088	125 942	125 660	143 529	9 854	-282	17 869	-0,2%	14%
Sweden	71 087	74 415	73 296	71 107	3 328	-1 119	-2 189	-2%	-3%
Lithuania	54 743	61 111	64 369	66 948	6 368	3 258	2 579	5%	4%
UK	48 061	48 733	58 402	62 296	672	9 669	3 894	20%	7%
USA	44 202	37 865	38 381	46 455	-6 337	516	8 074	1%	21%
Spain	27 665	32 194	36 107	39 881	4 529	3 913	3 774	12%	10%
France	24 718	28 605	33 767	36 301	3 887	5 162	2 534	18%	8%
Italy	29 521	33 508	34 657	35 157	3 987	1 149	500	3%	1%
Poland	22 728	27 237	29 527	31 639	4 509	2 290	2 112	8%	7%
Japan	22 865	23 953	28 831	31 786	1 088	4 878	2 955	20%	10%
Norway	37 064	37 725	35 784	32 794	661	-1 941	-2 990	-5%	-8%
Holland	17 315	21 005	21 870	25 368	3 690	865	3 498	4%	16%
China	12 027	14 167	19 698	20 381	2 140	5 531	683	39%	3%
Denmark	14 202	15 236	15 964	16 056	1 034	728	92	5%	1%
Austria	8 023	9 661	12 059	12 017	1 638	2 398	-42	25%	-0,3%

	Overnights in accommodation establishments				Year on year change				
	2015	2016	2017	2018	2016/15	2017/16	2018/17	2017/16	2018/17
total	5 781 870	6 228 128	6 509 299	6 630 315	446 258	281 171	121 016	5%	1,9%
domestic	2 011 663	2 213 547	2 358 880	2 455 763	201 884	145 333	96 883	7%	4,1%
foreign	3 770 207	4 014 581	4 150 419	4 174 552	244 374	135 838	24 133	3%	0,6%
Finland	1 676 762	1 766 623	1 695 227	1 540 560	89 861	-71 396	-154 667	-4%	-9%
Russia	393 805	413 292	482 948	500 260	19 487	69 656	17 312	17%	4%
Germany	241 400	269 673	263 413	280 971	28 273	-6 260	17 558	-2%	7%
Latvia	195 649	218 764	243 509	246 282	23 115	24 745	2 773	11%	1%
Sweden	144 504	152 080	145 394	148 594	7 576	-6 686	3 200	-4%	2%
UK	106 364	107 480	128 076	143 894	1 116	20 596	15 818	19%	12%
USA	110 063	92 904	84 341	107 799	-17 159	-8 563	23 458	-9%	28%
Lithuania	89 860	110 728	105 530	106 165	20 868	-5 198	635	-5%	1%
Spain	79 919	74 019	97 688	90 585	-5 900	23 669	-7 103	32%	-7%
Italy	68 745	76 073	75 480	92 530	7 328	-593	17 050	-1%	23%
France	54 744	60 225	71 001	84 886	5 481	10 776	13 885	18%	20%
Norway	86 494	90 418	81 062	75 665	3 924	-9 356	-5 397	-10%	-7%
Poland	45 743	58 159	57 701	61 465	12 416	-458	3 764	-1%	7%
Japan	35 837	38 831	45 065	52 744	2 994	6 234	7 679	16%	17%
Holland	36 281	43 250	44 891	52 169	6 969	1 641	7 278	4%	16%
China	19 817	24 609	30 210	32 453	4 792	5 601	2 243	23%	7%
Denmark	27 588	29 309	30 590	30 864	1 721	1 281	274	4%	1%
Austria	19 061	21 958	26 413	25 725	2 897	4 455	-688	20%	-3%