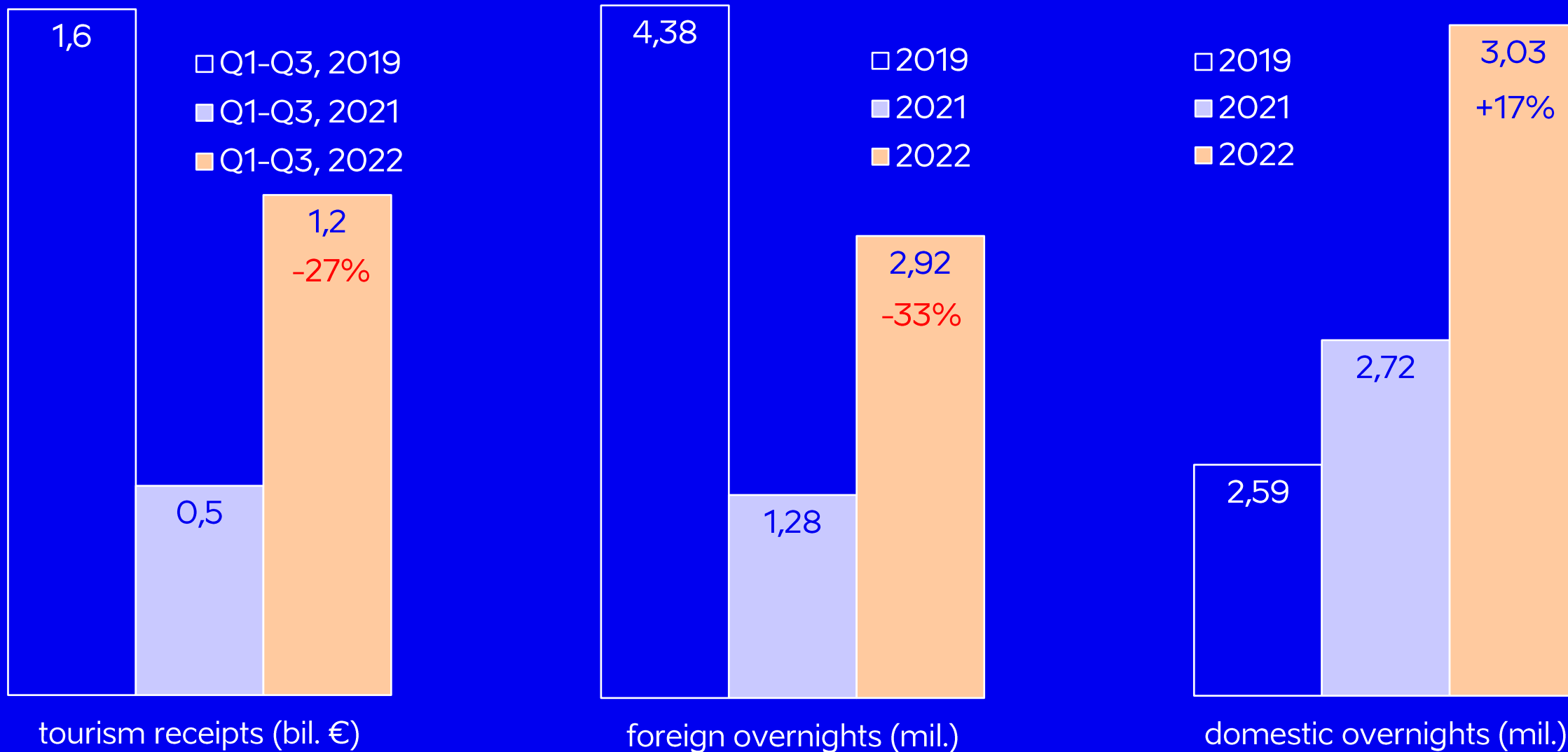


Tourism in Estonia in 2022

13 Feb. 2023

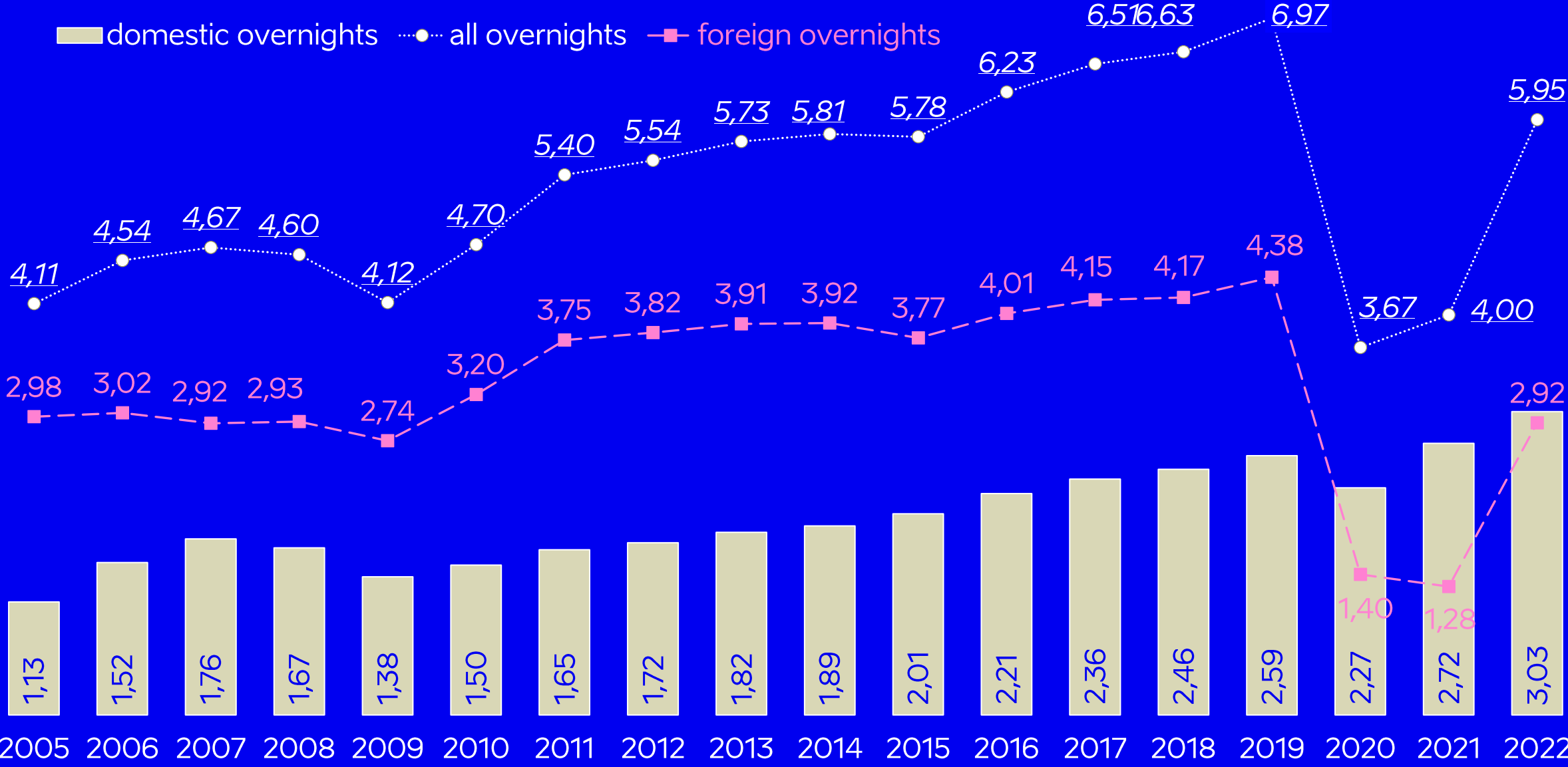
[VISITESTONIA.COM](https://visitestonia.com)

Tourism in Estonia in 2022



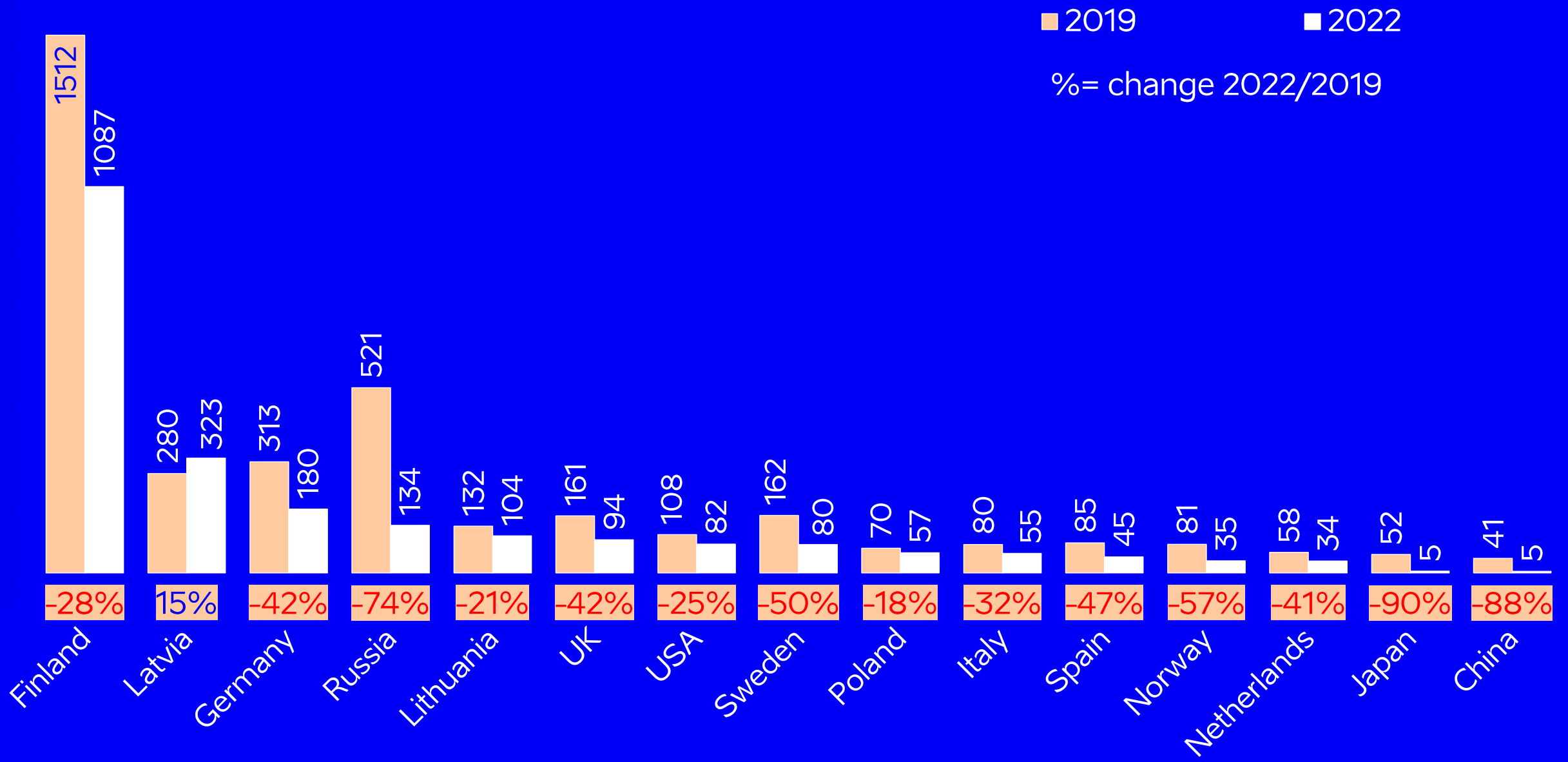
Source: Statistics Estonia. % refers to change compared to the respective period of 2019.

Overnights in accommodation establishments in Estonia (mil.)



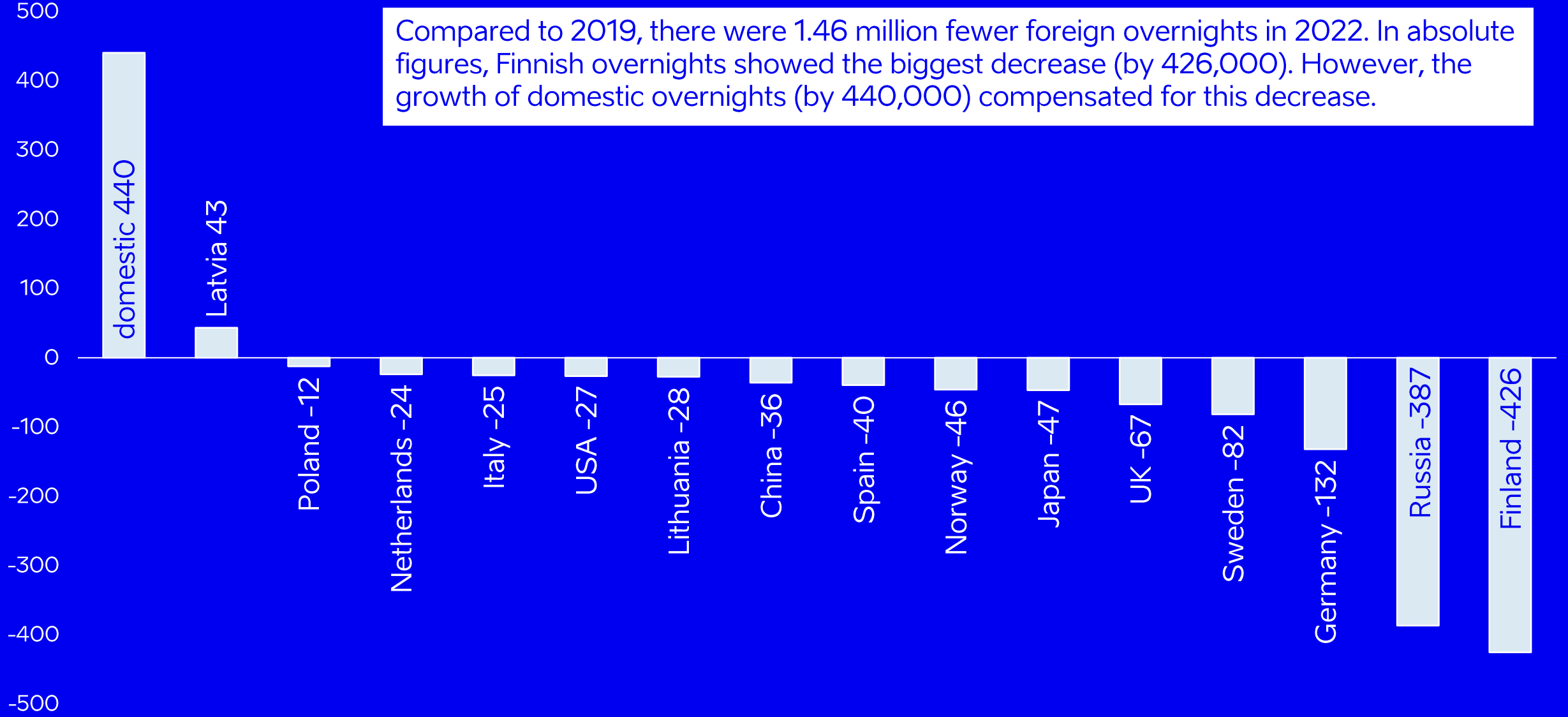
Source: Statistics Estonia

Overnights in accommodation establishments in Estonia (thous.)



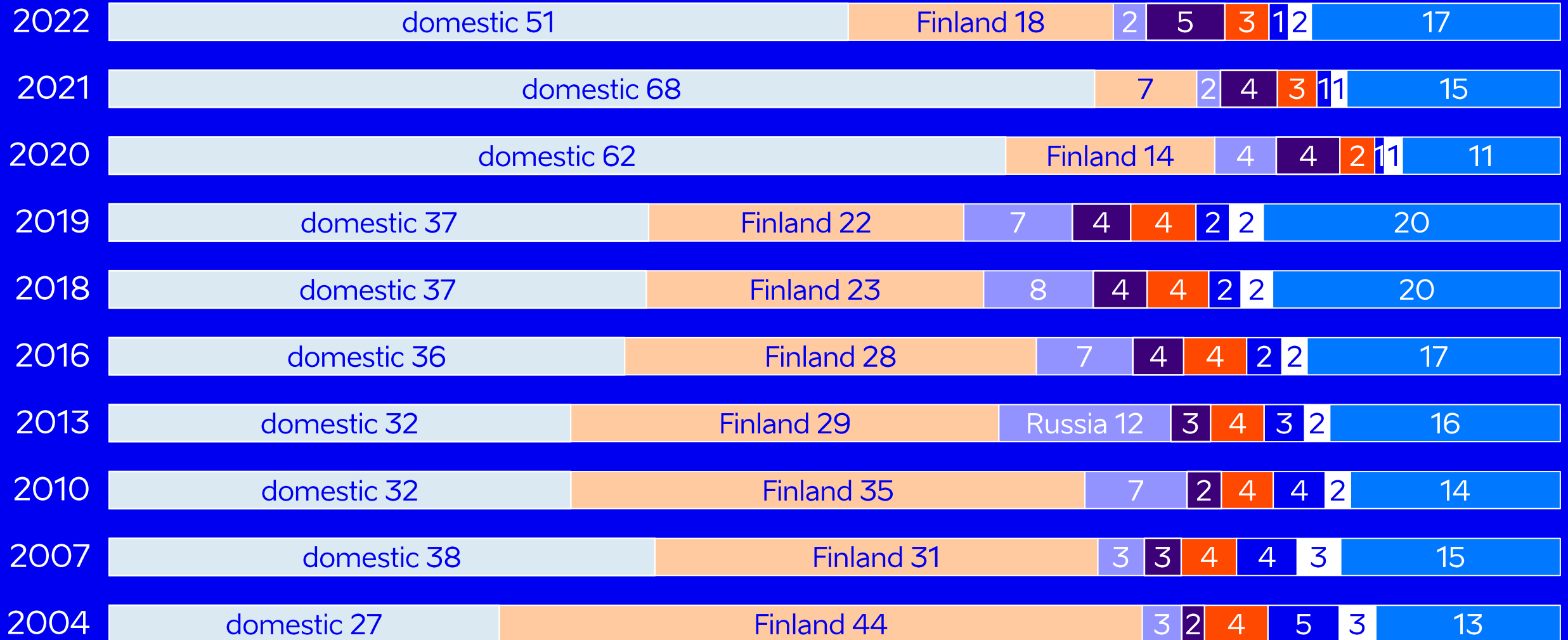
Source: Statistics Estonia

Change in overnights in accommodation establishments, 2022/2019 (thous.)



Overnights by country of residence (%)

■ domestic ■ Finland ■ Russia ■ Latvia ■ Germany ■ Sweden ■ UK ■ others

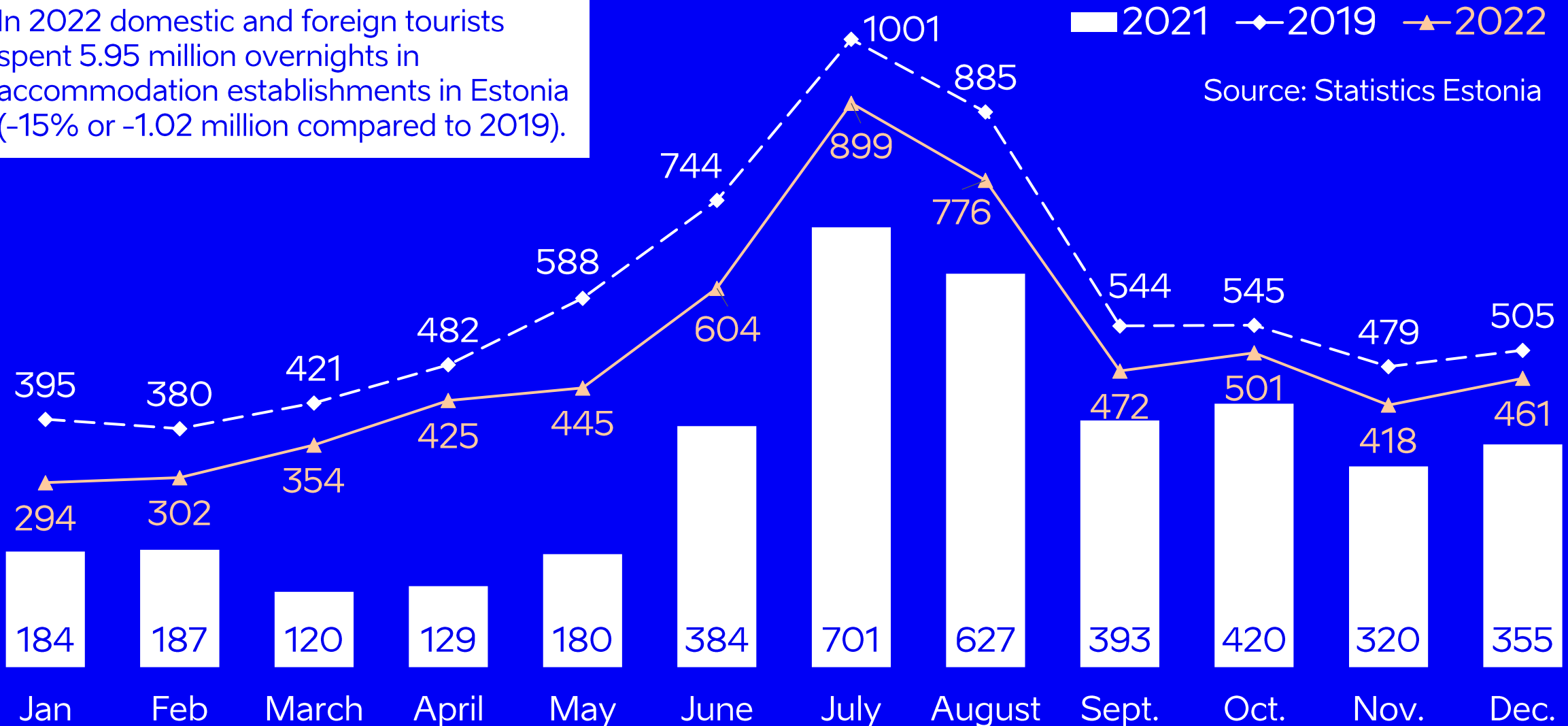


Overnights in accommodation establishments, thous. (domestic+foreign)

In 2022 domestic and foreign tourists spent 5.95 million overnights in accommodation establishments in Estonia (-15% or -1.02 million compared to 2019).

2021 2019 2022

Source: Statistics Estonia



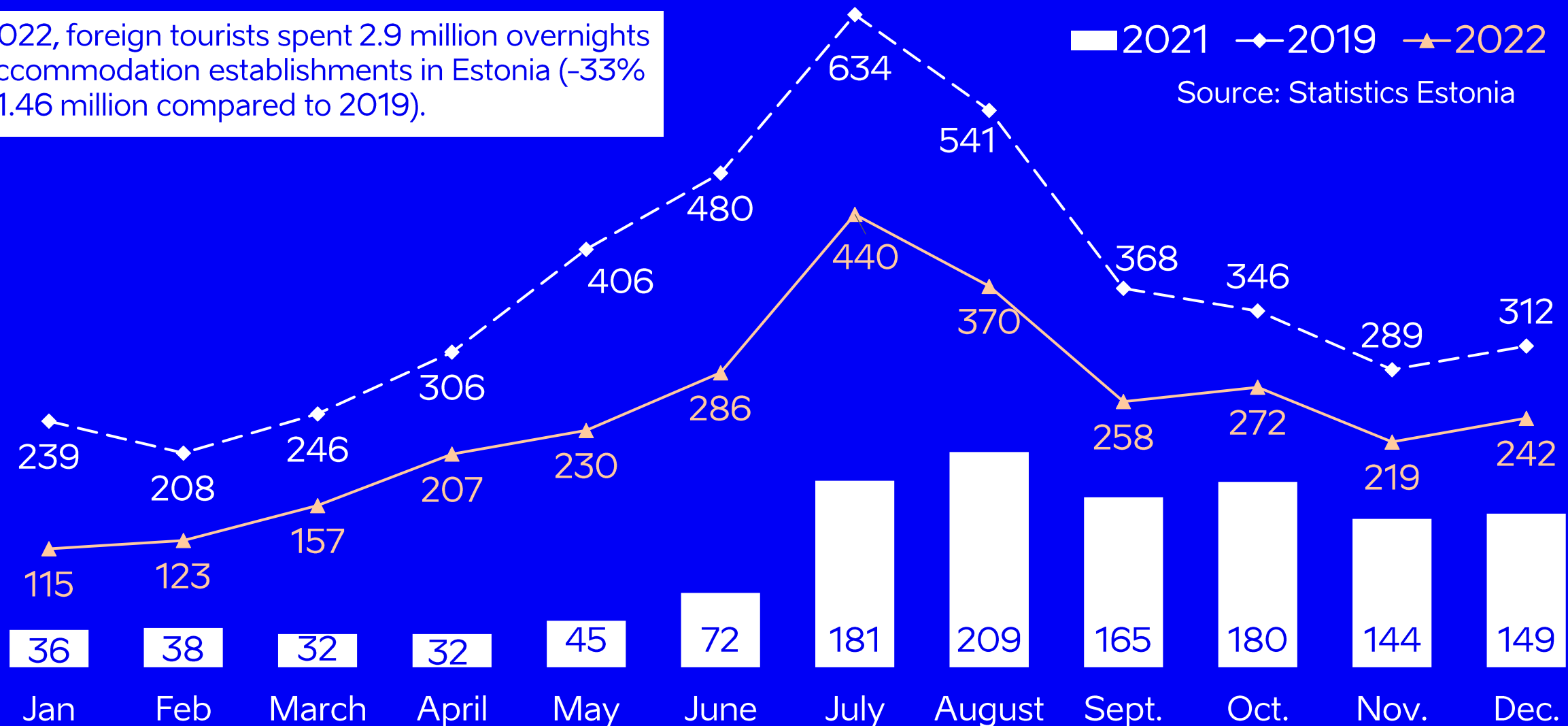
Change 2022/ 2019:

Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-26%	-21%	-16%	-12%	-24%	-19%	-10%	-12%	-13%	-8%	-13%	-9%

Overnights of foreign tourists in accommodation establishments, thous.

In 2022, foreign tourists spent 2.9 million overnights in accommodation establishments in Estonia (-33% or -1.46 million compared to 2019).

■ 2021
 ◆ 2019
 ▲ 2022
 Source: Statistics Estonia



Change 2022/ 2019:

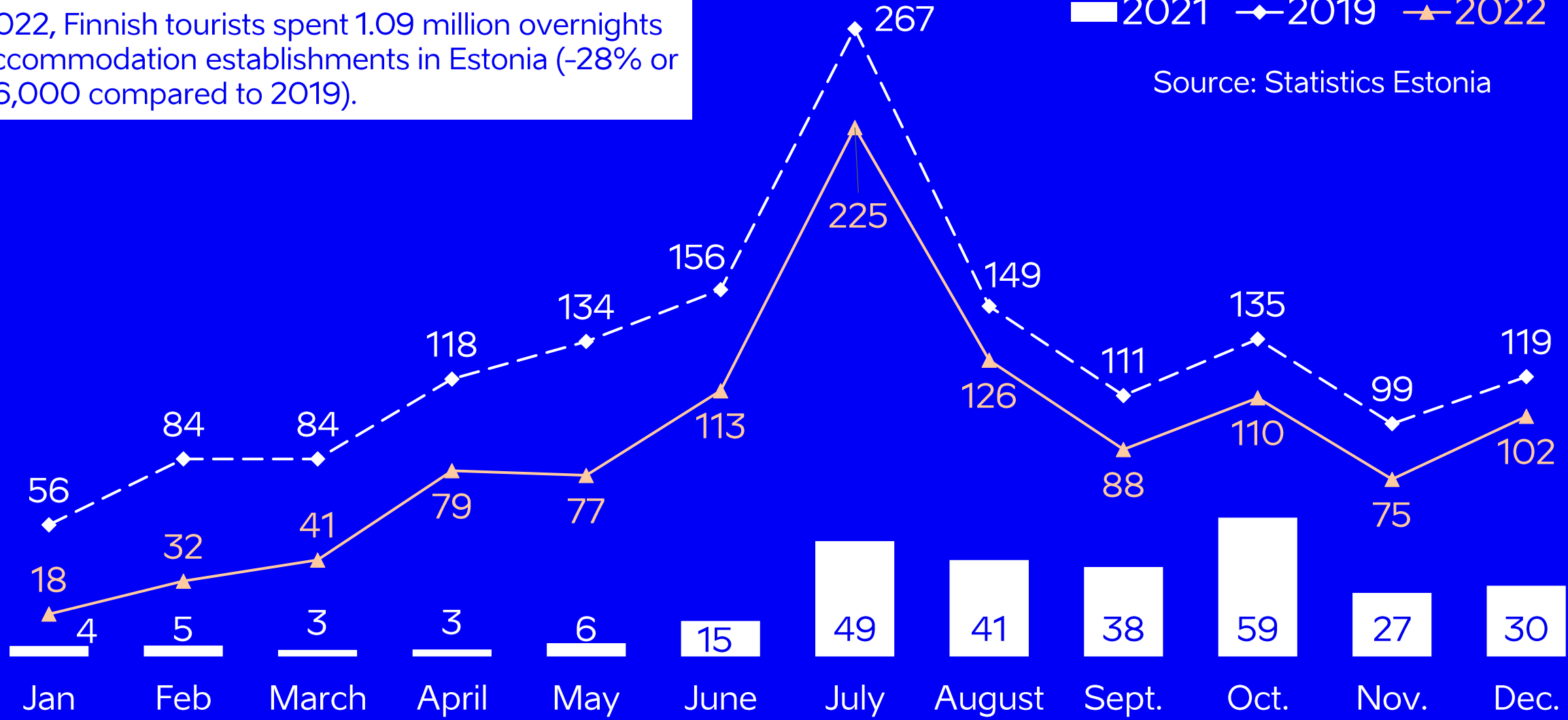
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-52%	-41%	-37%	-32%	-43%	-40%	-31%	-31%	-30%	-22%	-24%	-23%

Overnights of Finnish tourists in accommodation establishments, thous.

In 2022, Finnish tourists spent 1.09 million overnights in accommodation establishments in Estonia (-28% or -426,000 compared to 2019).

■ 2021 ◆ 2019 ▲ 2022

Source: Statistics Estonia



Change 2022/ 2019:

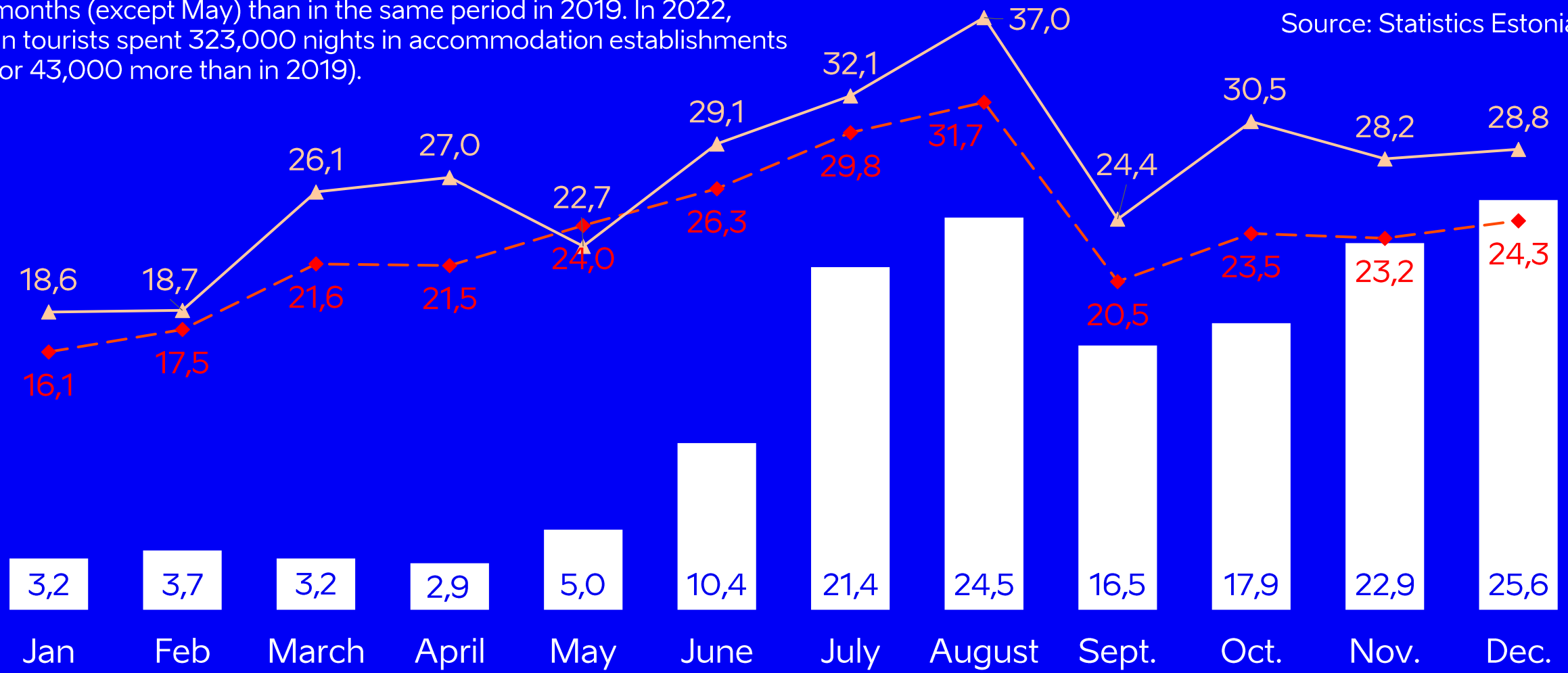
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-68%	-62%	-50%	-33%	-42%	-28%	-16%	-15%	-21%	-18%	-24%	-14%

Overnights of Latvian tourists in accommodation establishments, thous.

Since December 2021, Latvian overnights have been significantly higher in all months (except May) than in the same period in 2019. In 2022, Latvian tourists spent 323,000 nights in accommodation establishments (15% or 43,000 more than in 2019).

■ 2021 ◆ 2019 ▲ 2022

Source: Statistics Estonia



Change 2022/ 2019:

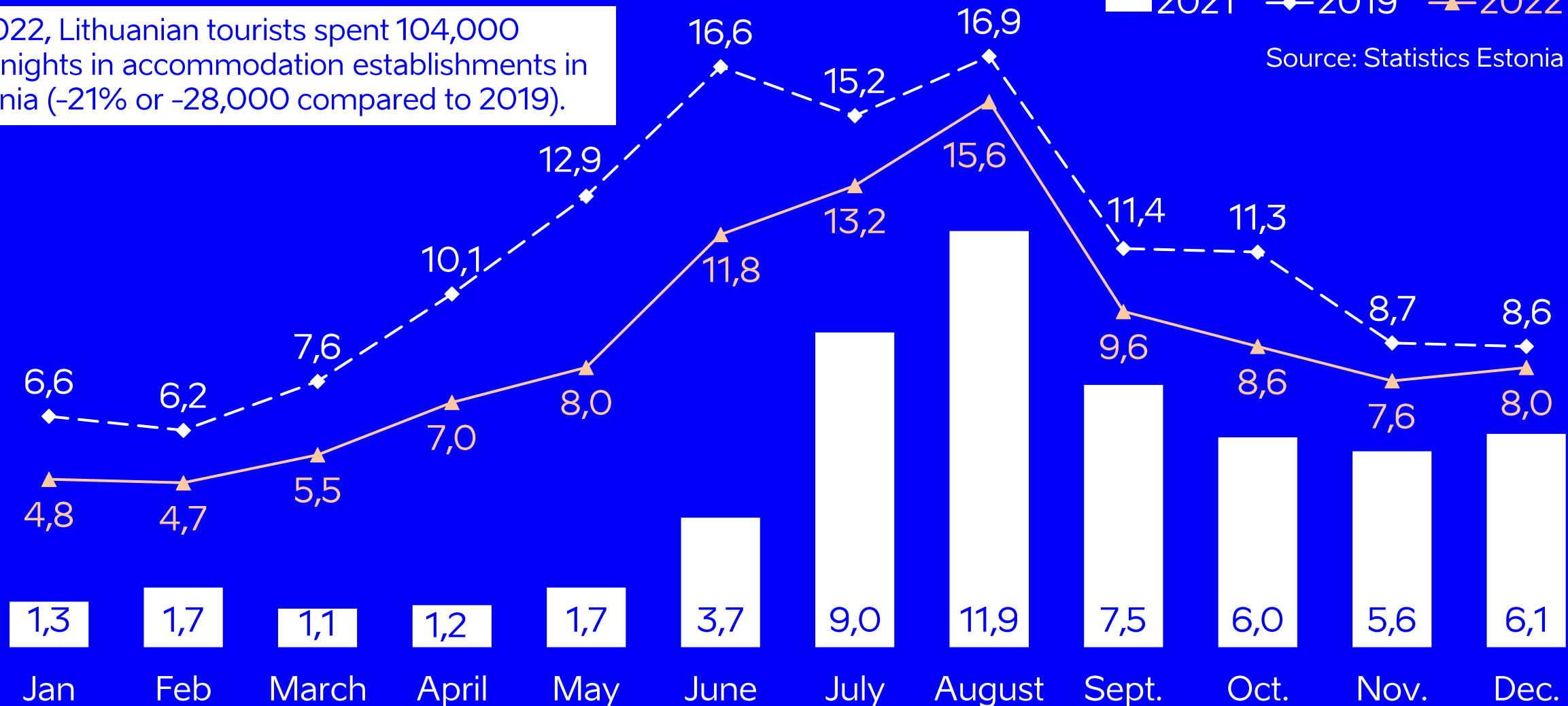
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
16%	7%	21%	26%	-5%	11%	8%	16%	19%	30%	21%	18%

Overnights of Lithuanian tourists in accommodation establishments, thous.

In 2022, Lithuanian tourists spent 104,000 overnights in accommodation establishments in Estonia (-21% or -28,000 compared to 2019).

■ 2021 ◆ 2019 ▲ 2022

Source: Statistics Estonia



Change 2022/ 2019:

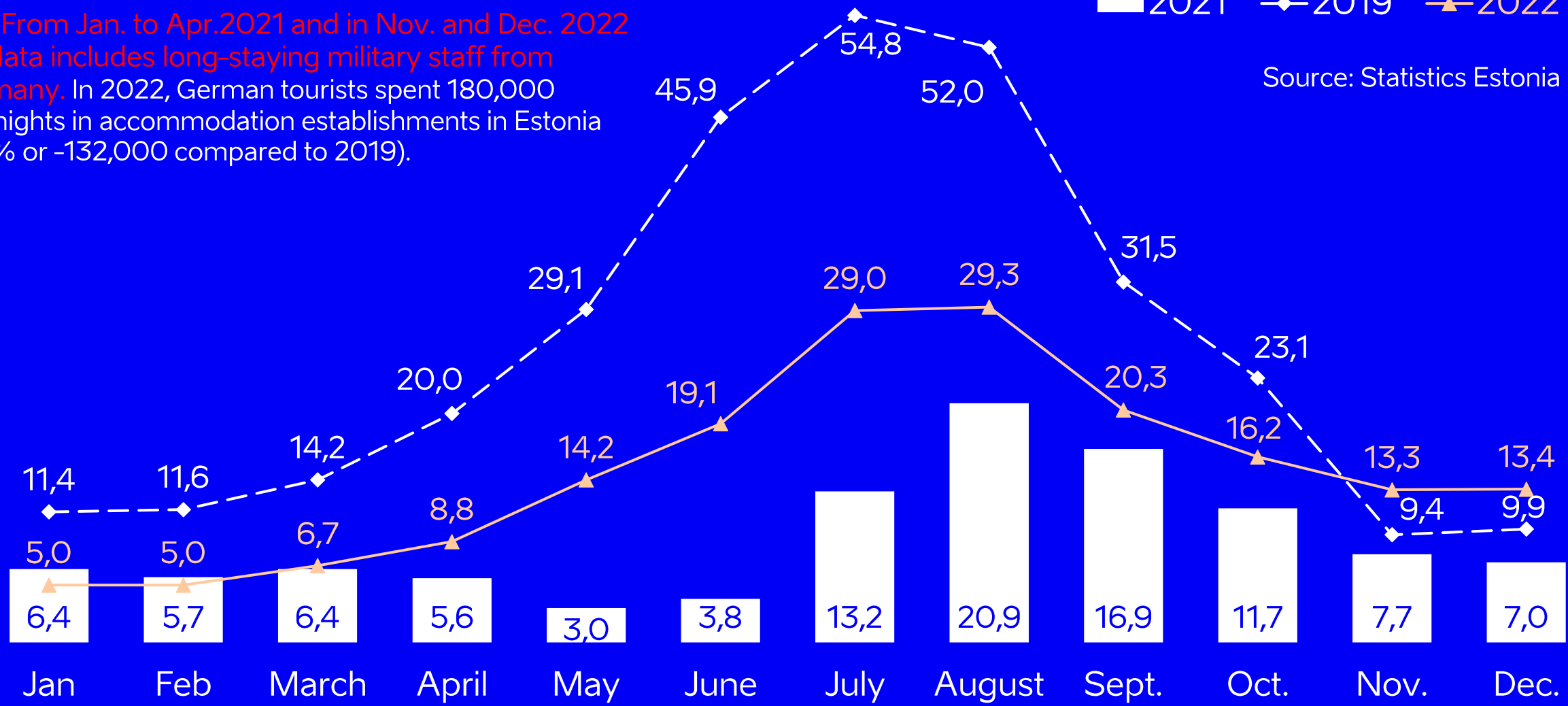
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-28%	-25%	-27%	-31%	-38%	-29%	-13%	-8%	-15%	-24%	-12%	-7%

Overnights of German tourists in accommodation establishments, thous.

NB! From Jan. to Apr. 2021 and in Nov. and Dec. 2022 the data includes long-staying military staff from Germany. In 2022, German tourists spent 180,000 overnights in accommodation establishments in Estonia (-42% or -132,000 compared to 2019).

2021 2019 2022

Source: Statistics Estonia



Change 2022/ 2019:

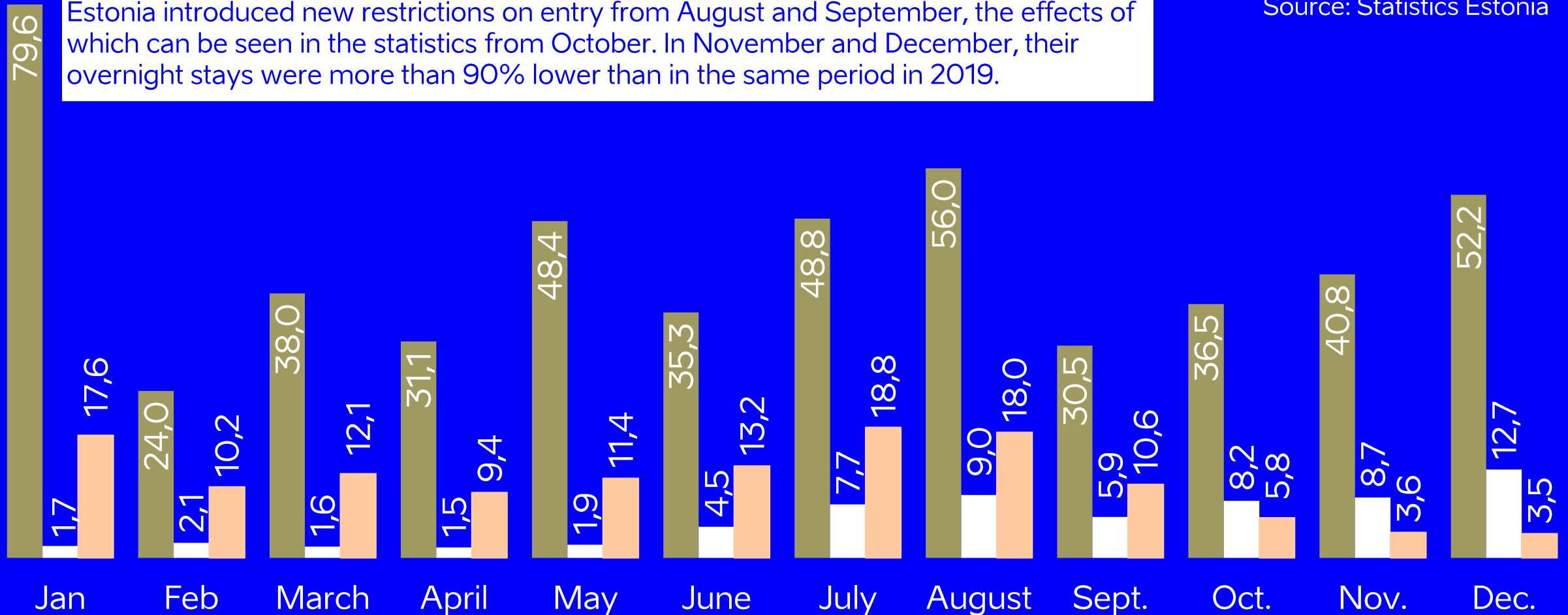
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-56%	-56%	-53%	-56%	-51%	-58%	-47%	-44%	-36%	-30%	41%	35%

Overnights of Russian tourists in accommodation establishments, thous.

Although from the beginning of summer 2021, travel from Russia was slightly freer, the restrictions imposed by Russia continued to apply until 14.07.22. On the other hand, Estonia introduced new restrictions on entry from August and September, the effects of which can be seen in the statistics from October. In November and December, their overnight stays were more than 90% lower than in the same period in 2019.

■ 2019 ■ 2021 ■ 2022

Source: Statistics Estonia



Change 2022/ 2019:

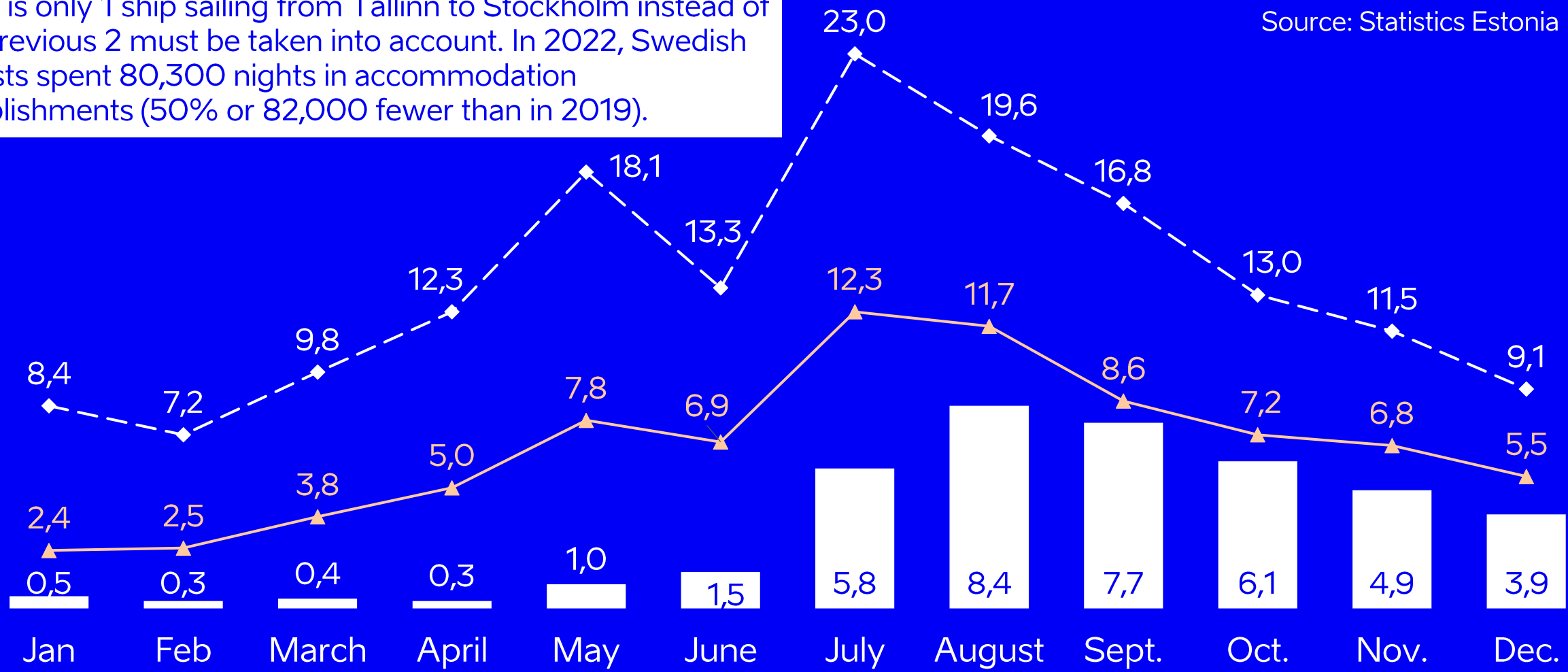
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-78%	-58%	-68%	-70%	-76%	-63%	-62%	-68%	-65%	-84%	-91%	-93%

Overnights of Swedish tourists in accommodation establishments, thous.

The recovery from Sweden has been slow, and the fact that there is only 1 ship sailing from Tallinn to Stockholm instead of the previous 2 must be taken into account. In 2022, Swedish tourists spent 80,300 nights in accommodation establishments (50% or 82,000 fewer than in 2019).

■ 2021 ◆ 2019 ▲ 2022

Source: Statistics Estonia



Change 2022/ 2019:

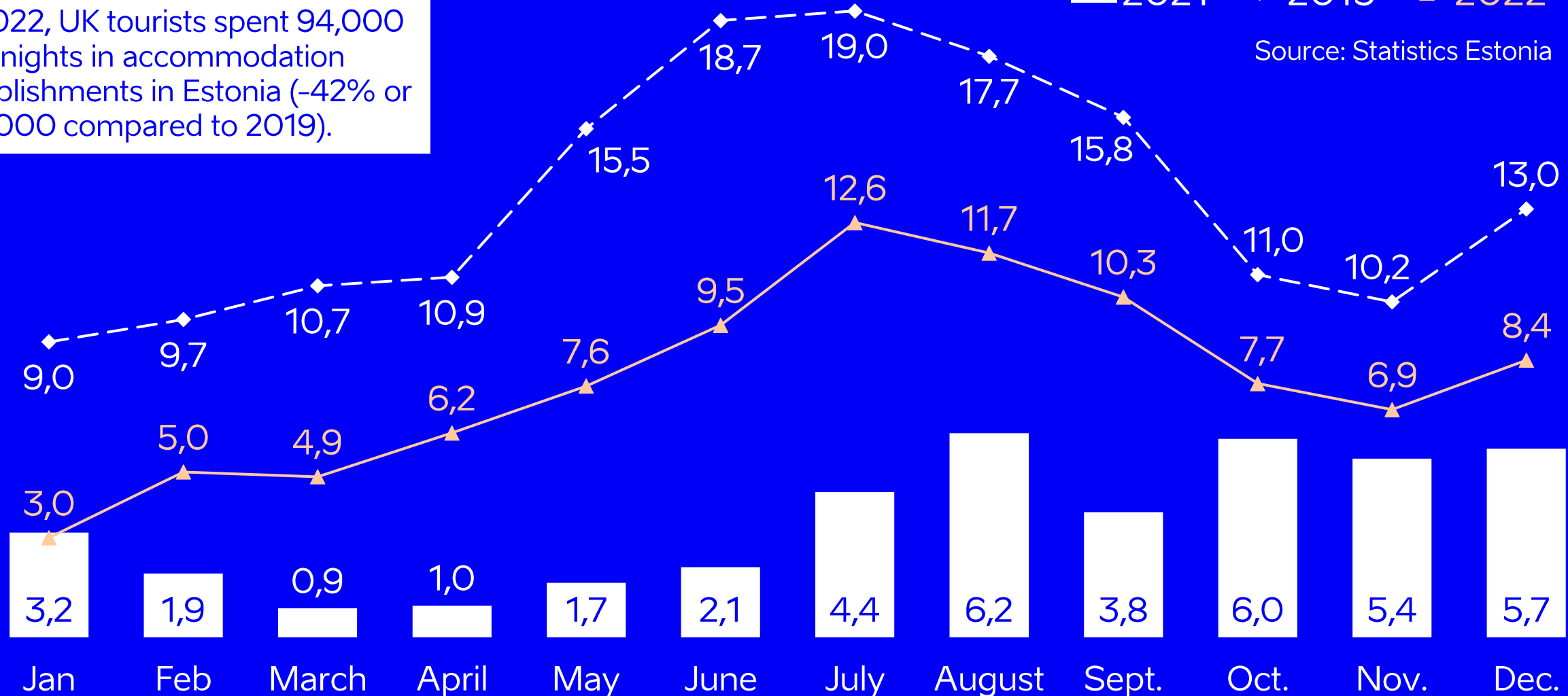
Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-72%	-66%	-61%	-59%	-57%	-48%	-47%	-40%	-49%	-45%	-41%	-40%

Overnights of UK tourists in accommodation establishments, thous.

In 2022, UK tourists spent 94,000 overnights in accommodation establishments in Estonia (-42% or -67,000 compared to 2019).

■ 2021 ◆ 2019 ▲ 2022

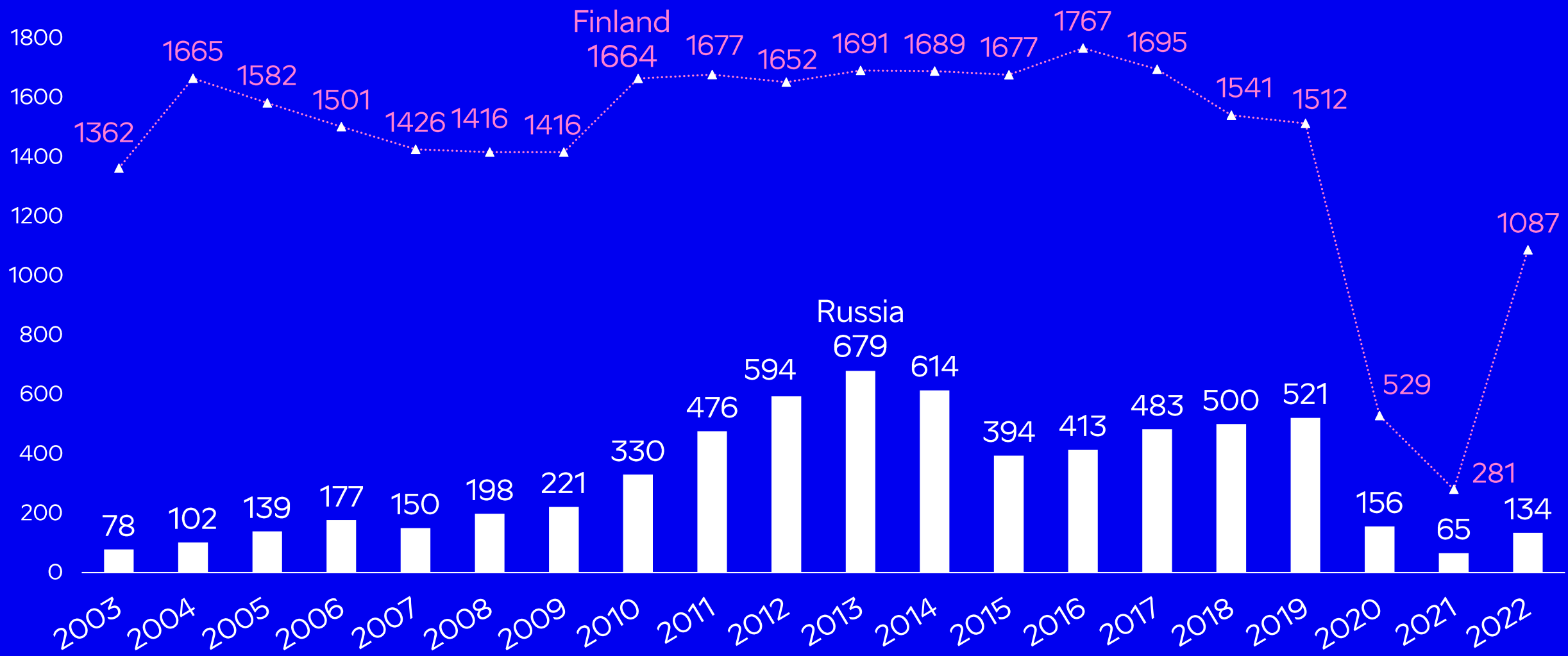
Source: Statistics Estonia



Change 2022/ 2019:

Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
-66%	-48%	-54%	-43%	-51%	-49%	-34%	-34%	-35%	-30%	-32%	-35%

Overnights of Finnish and Russian tourists in accommodation establishments (thous)

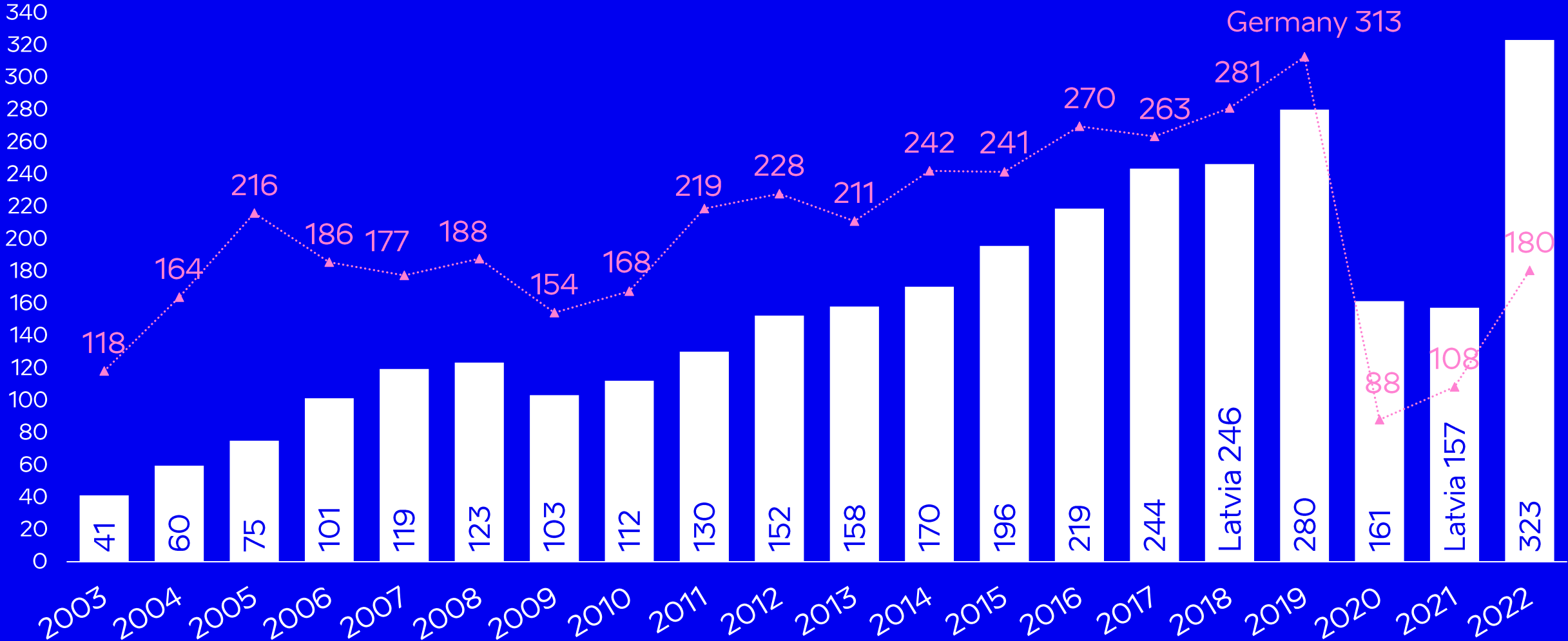


	Finland	Russia
change 2022/2019 (%)	-28%	-74%
change 2022/2019 (absol.figures)	-426 000	-387 000

Source: Statistics Estonia

EASi ja KredExi ühendorganisatsioon

Overnights of German and Latvian tourists in accommodation establishments (thous)

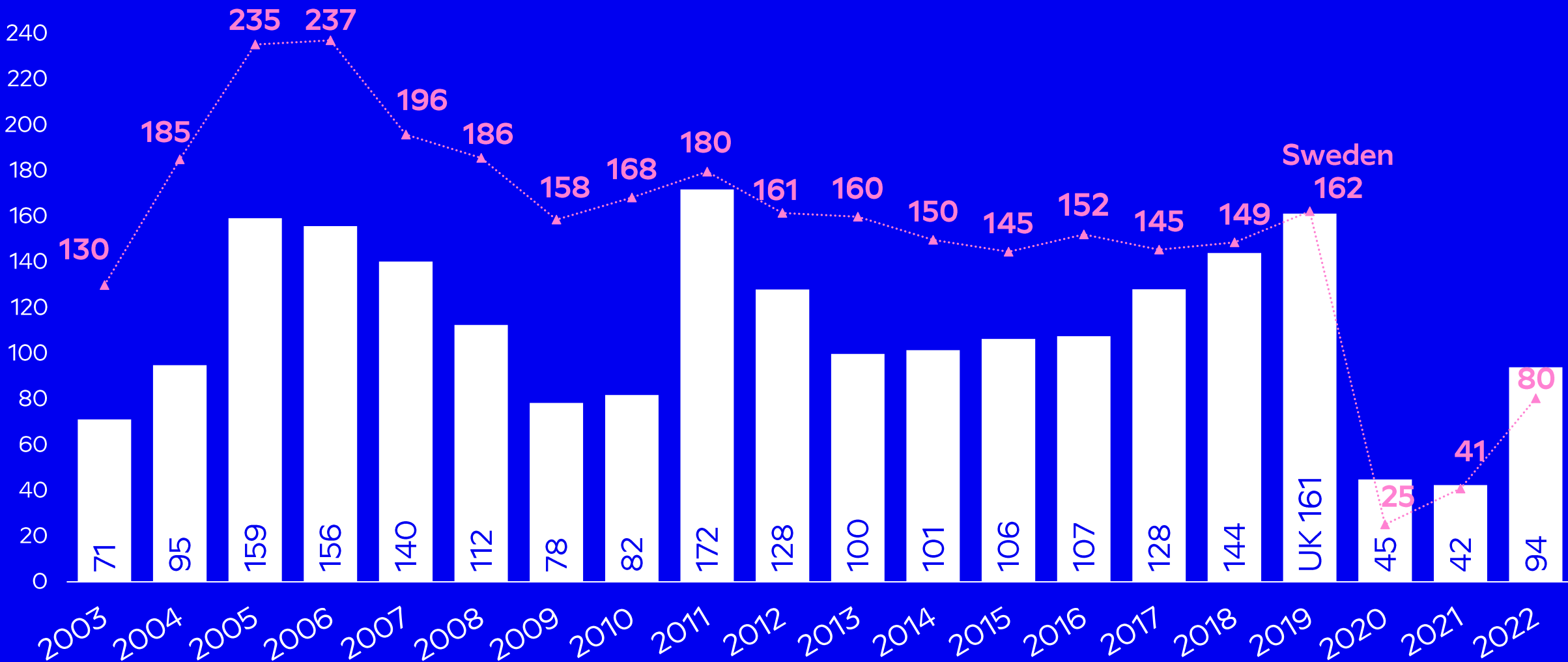


	Latvia	Germany
change 2022/2019 (%)	+15%	-42%
change 2022/2019 (absol.figures)	+43 000	-132 000

Source: Statistics Estonia

EASi ja KredExi ühendorganisatsioon

Overnights of Swedish and UK tourists in accommodation establishments (thous)

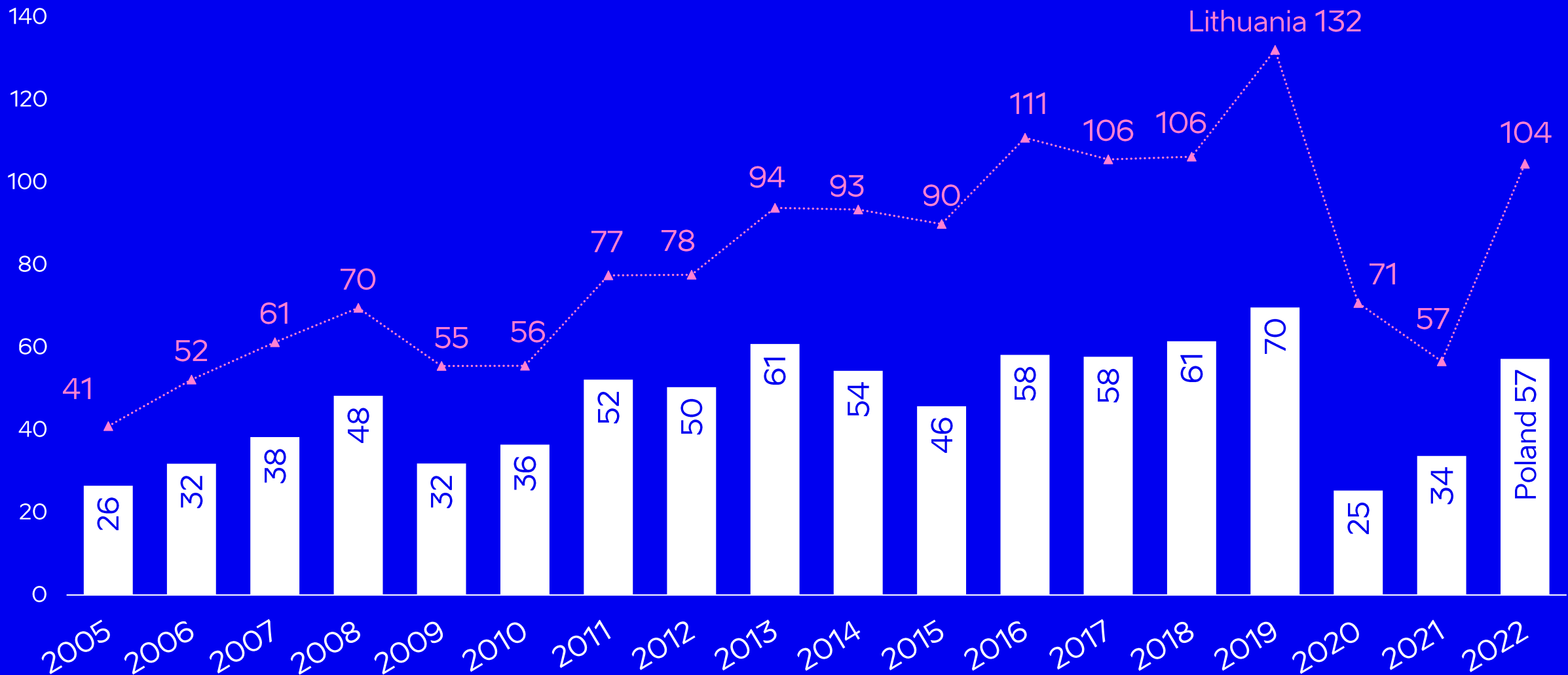


	Sweden	UK
change 2022/2019 (%)	-50%	-42%
change 2022/2019 (absol.figures)	-82 000	-67 000

Source: Statistics Estonia

EASi ja KredExi ühendorganisatsioon

Overnights of Polish and Lithuanian tourists in accommodation establishments (thous)



	Lithuania	Poland
change 2022/2019 (%)	-21%	-18%
change 2022/2019 (absol.figures)	-27 600	-12 500

Source: Statistics Estonia

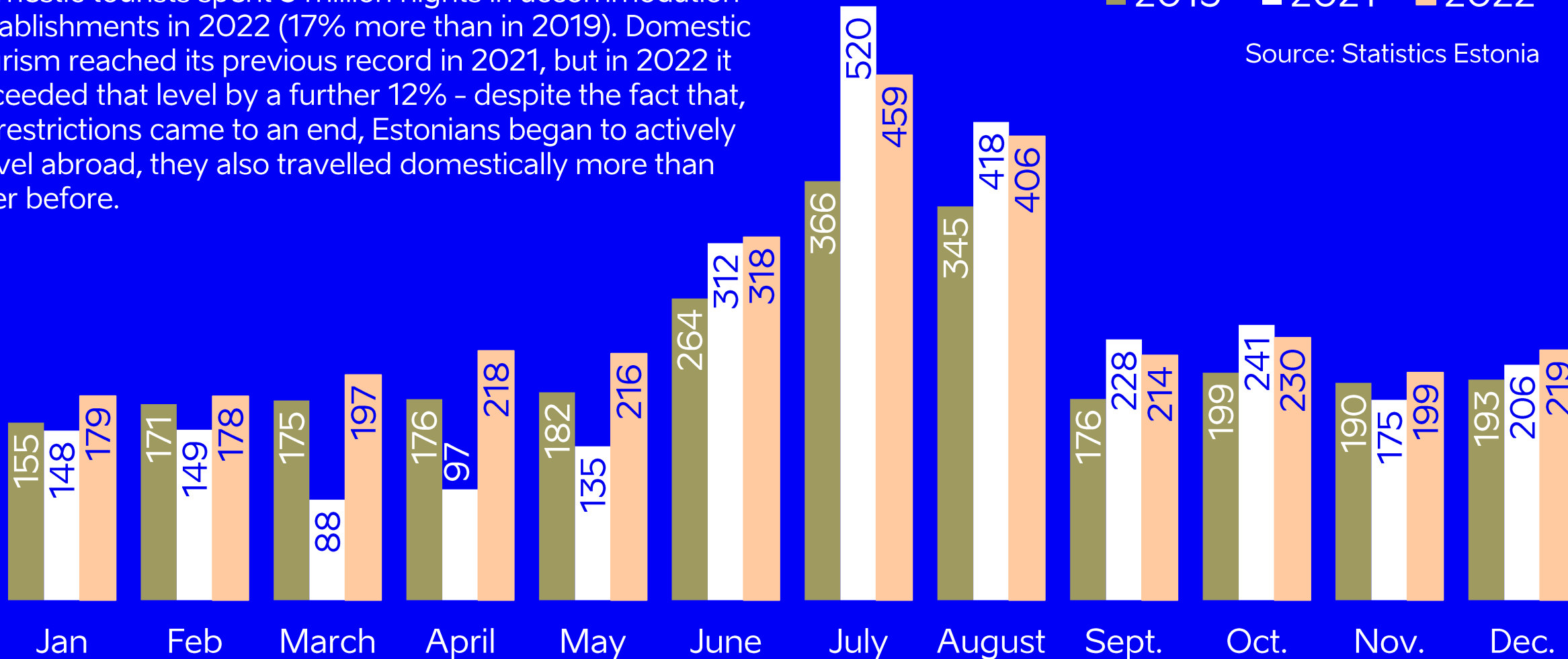
EASi ja KredExi ühendorganisatsioon

Overnights of domestic tourists in accommodation establishments, thous.

Domestic tourists spent 3 million nights in accommodation establishments in 2022 (17% more than in 2019). Domestic tourism reached its previous record in 2021, but in 2022 it exceeded that level by a further 12% - despite the fact that, as restrictions came to an end, Estonians began to actively travel abroad, they also travelled domestically more than ever before.

■ 2019 ■ 2021 ■ 2022

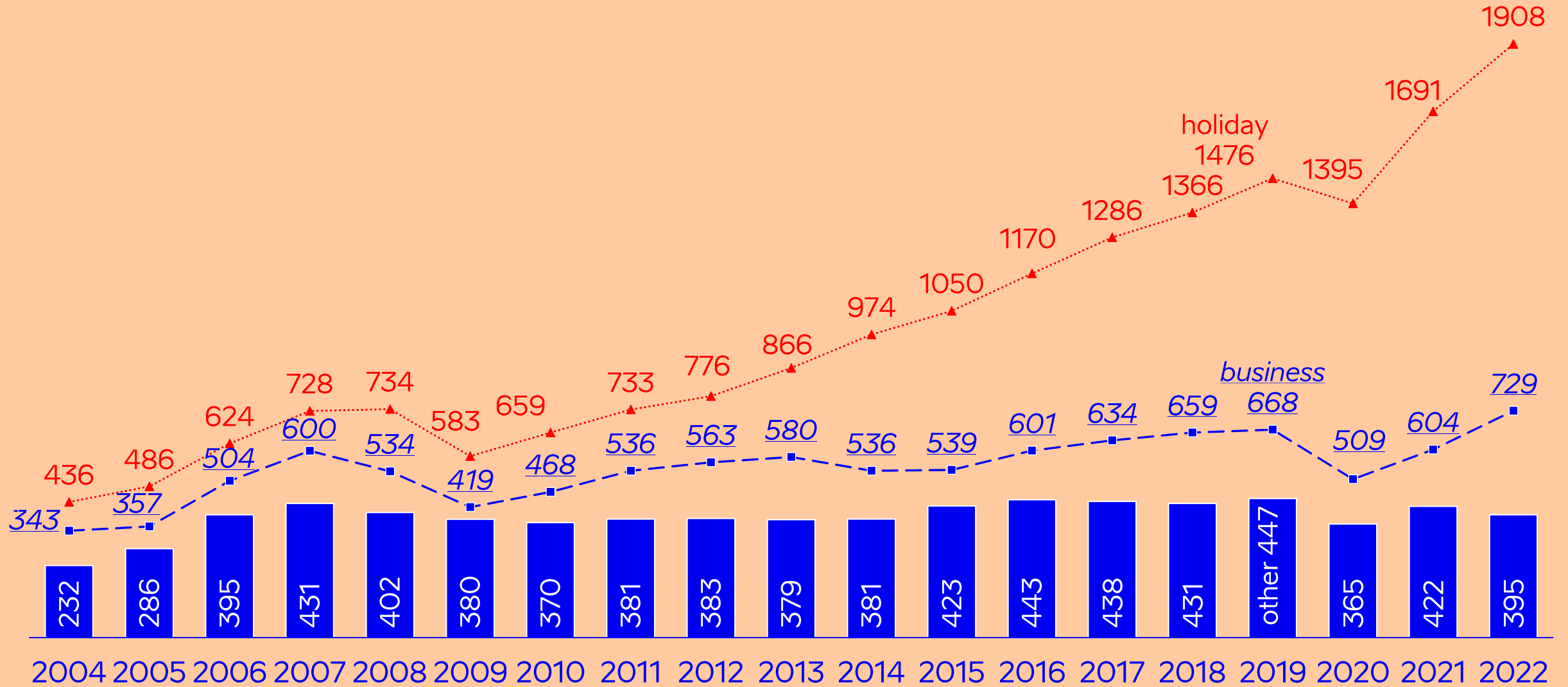
Source: Statistics Estonia



Change 2022/ 2019:

Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
15%	4%	13%	24%	19%	20%	25%	18%	22%	18%	5%	13%

Domestic overnights by purpose of trip, thous.

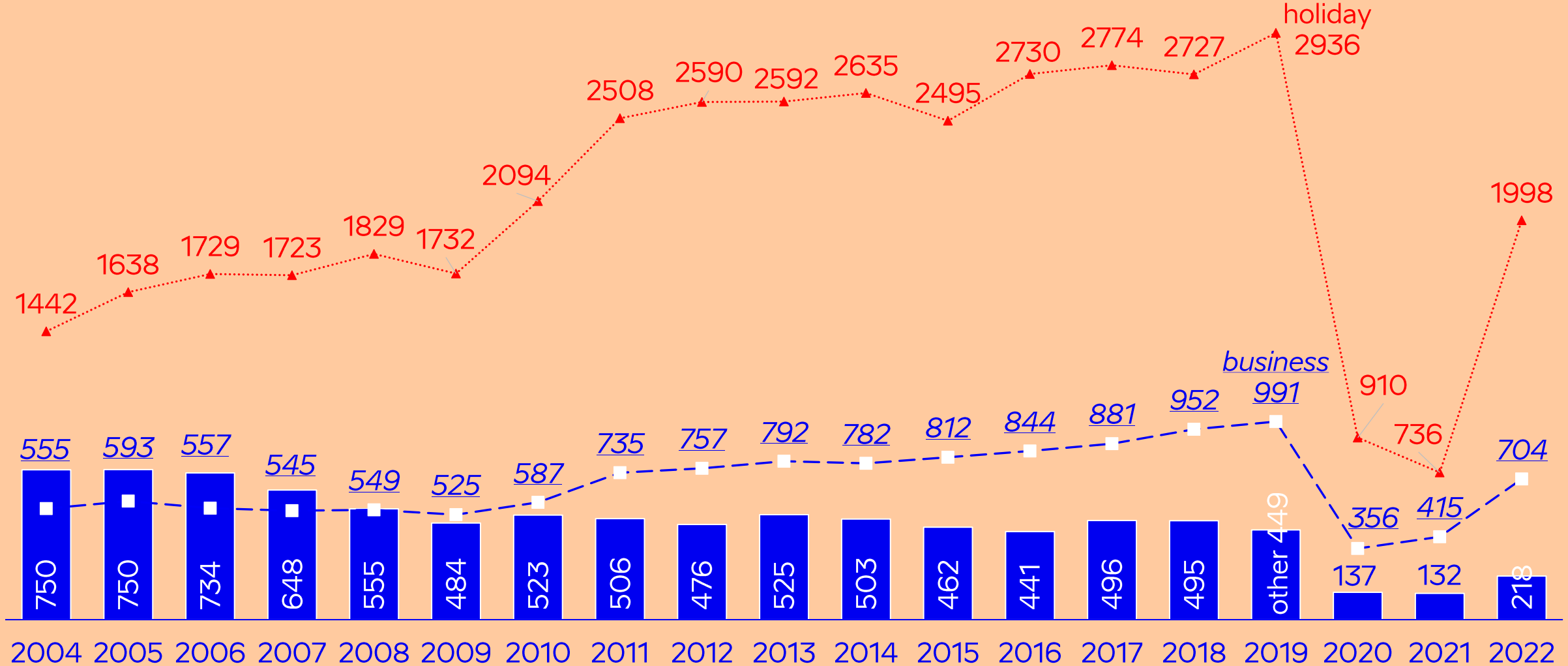


	holiday	business	other trip
change 2022/ 2021	+13%	+21%	-6%
change 2022/ 2019	+29%	+9%	-12%

Source: Statistics Estonia

EASi ja KredExi ühendorganisatsioon

Foreign overnights by purpose of trip, thous.



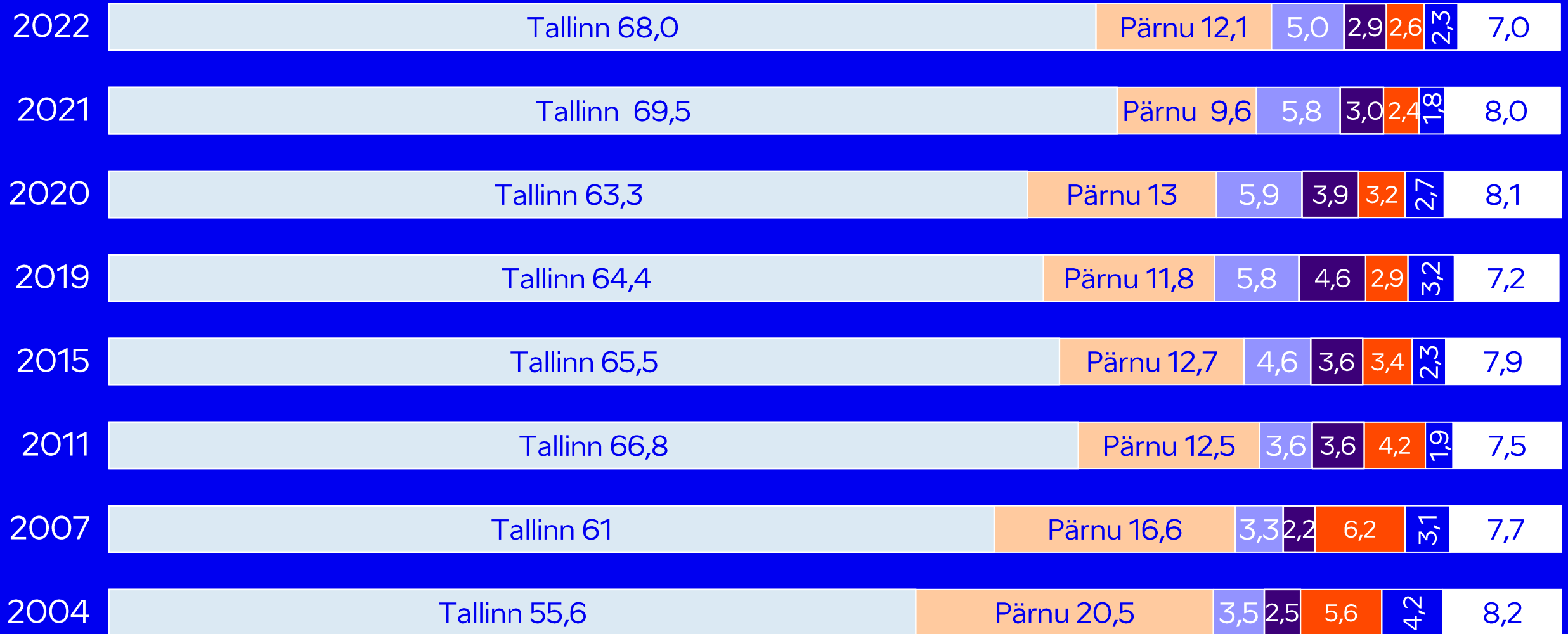
	holiday	business	other trip
change 2022/2019	-32%	-29%	-52%

Source: Statistics Estonia

EASi ja KredExi ühendorganisatsioon

Foreign overnights by region (%)

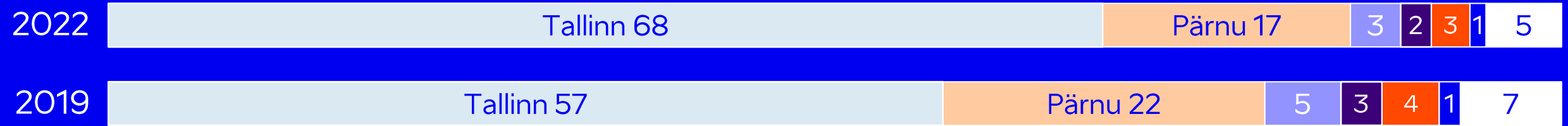
■ Tallinn
 ■ Pärnu
 ■ Tartu
 ■ Ida-Virumaa
 ■ Saaremaa
 ■ Harjumaa
 ■ other counties



Foreign overnights by region (%)

■ Tallinn
 ■ Pärnu
 ■ Tartu
 ■ Saaremaa
 ■ Harjumaa
 ■ Ida-Virumaa
 ■ other counties

FINLAND



LATVIA



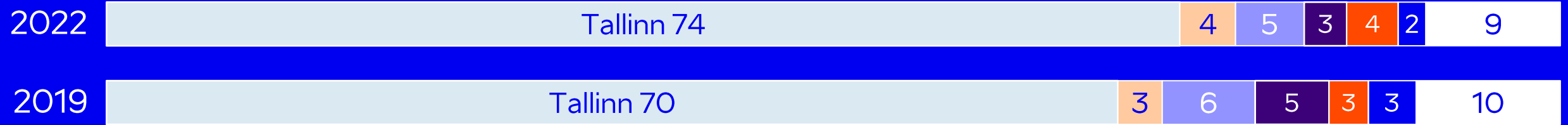
LITHUANIA



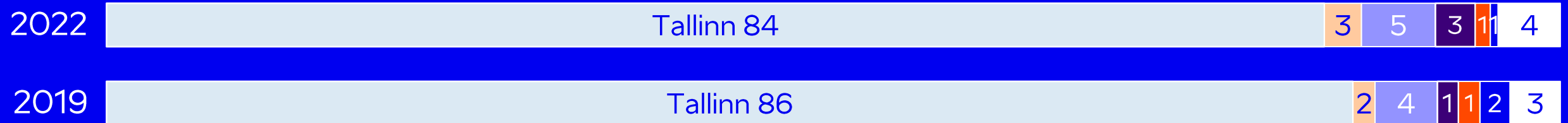
Foreign overnights by region (%)

■ Tallinn
 ■ Pärnu
 ■ Tartu
 ■ Saaremaa
 ■ Ida-Virumaa
 ■ Harjumaa
 ■ other counties

GERMANY



UNITED KINGDOM



SWEDEN

