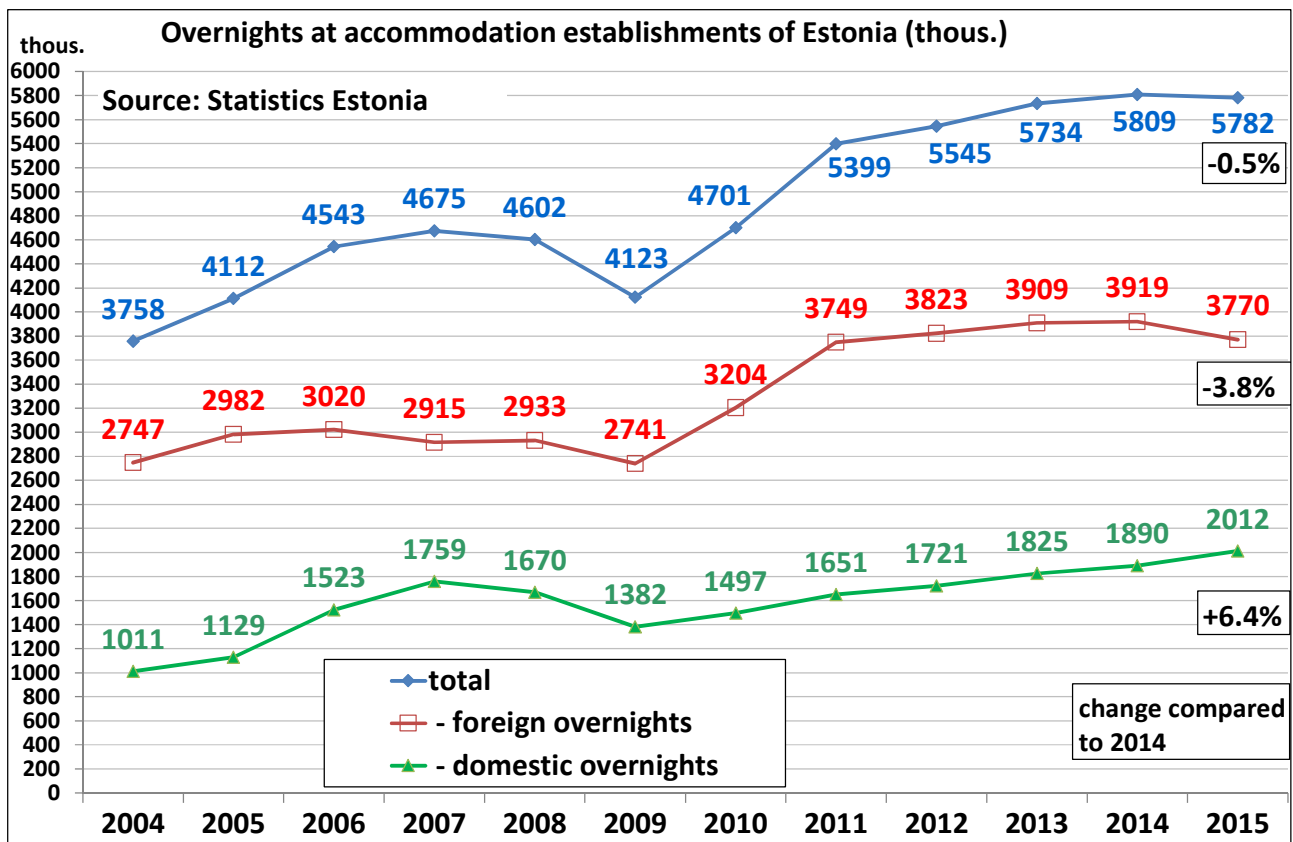
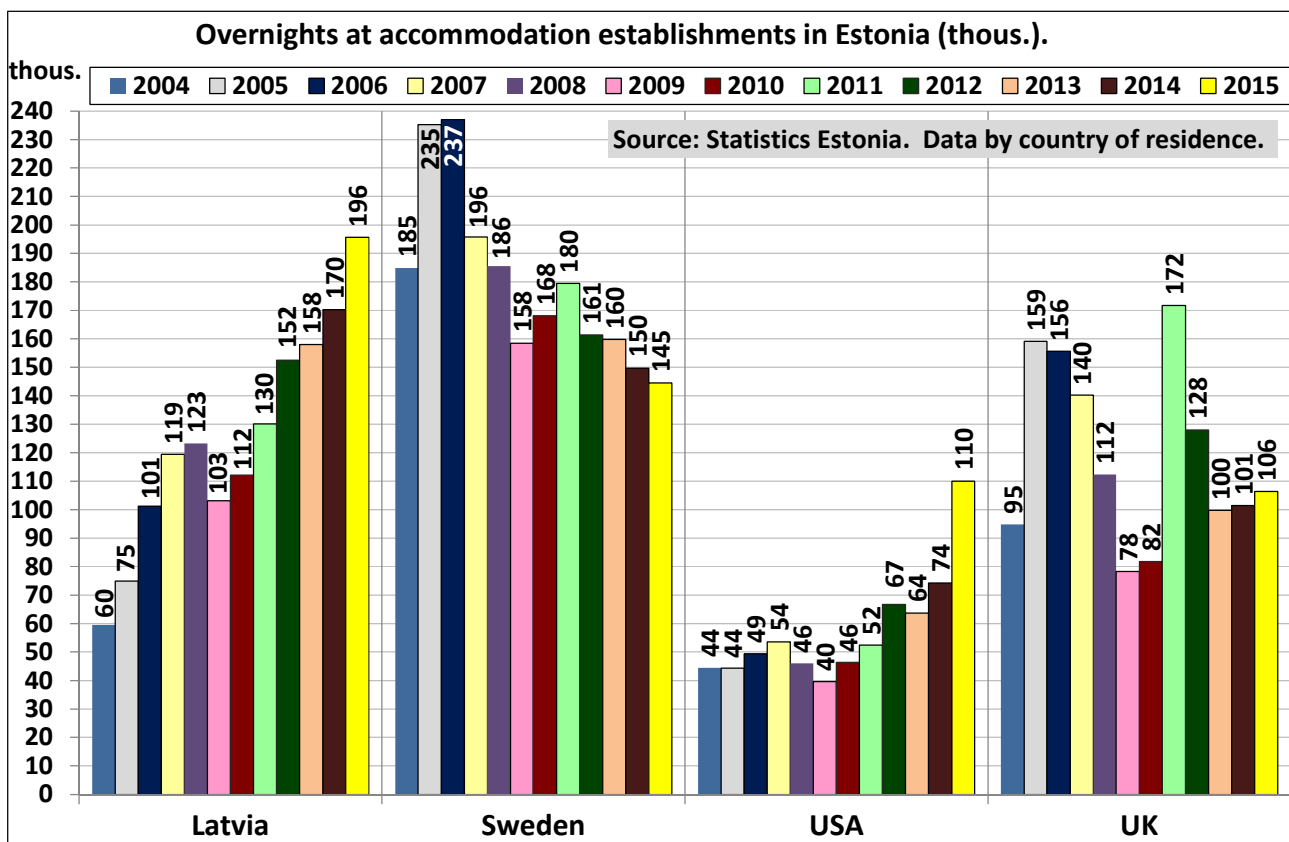
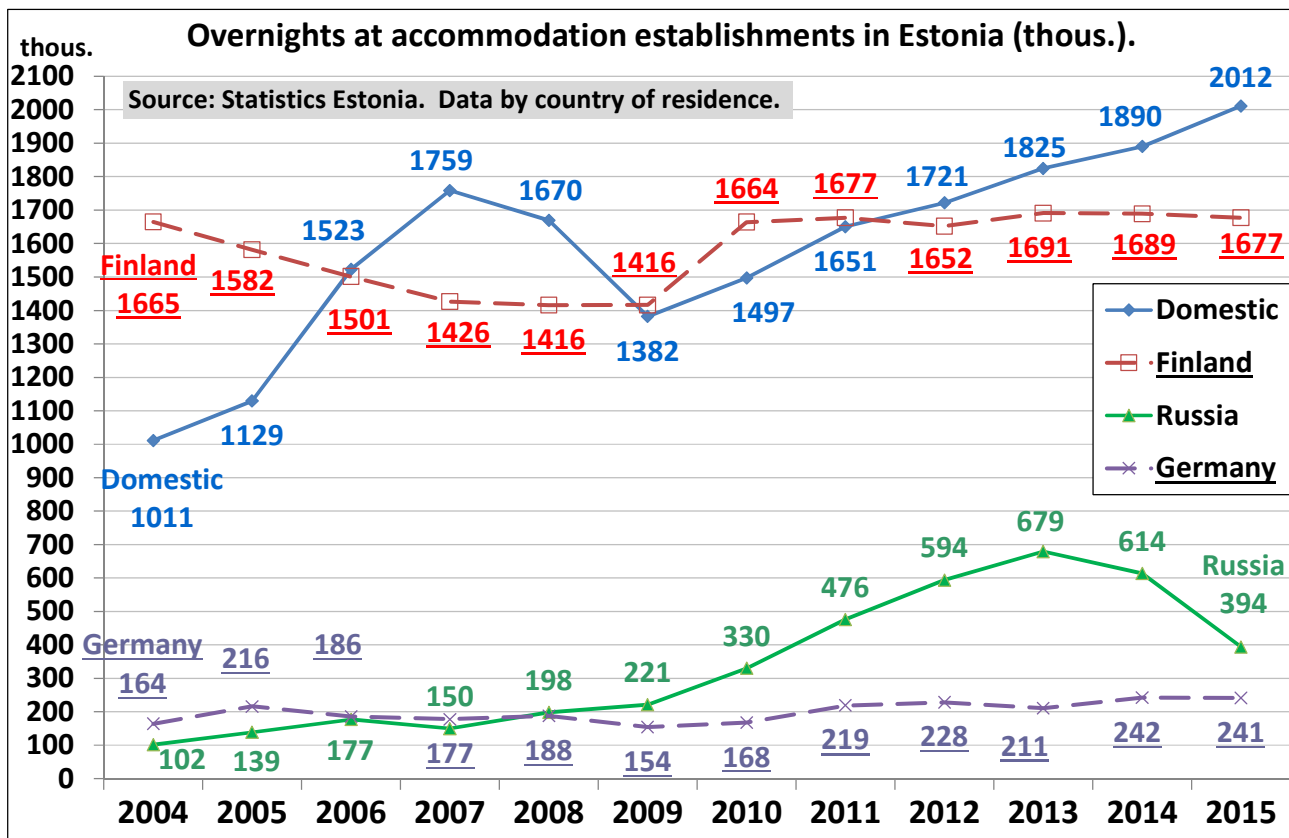
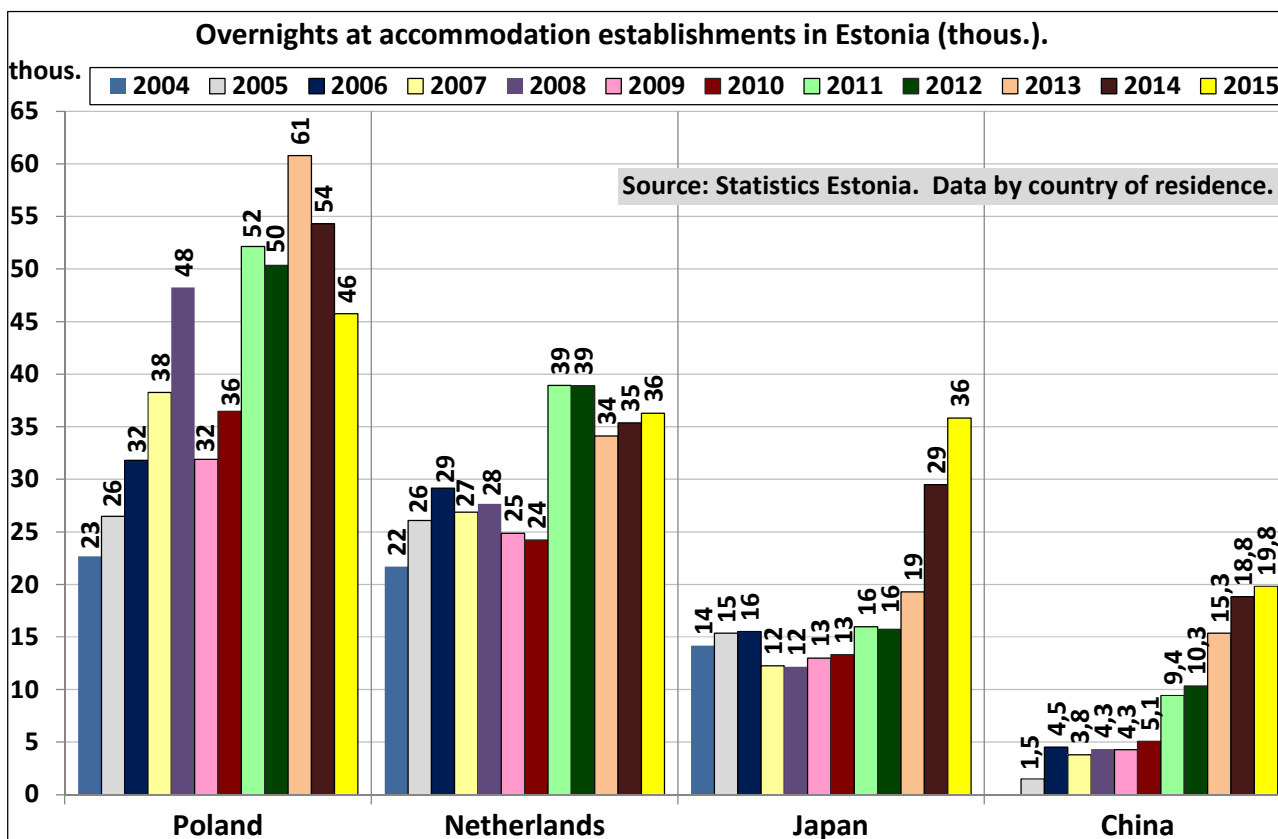
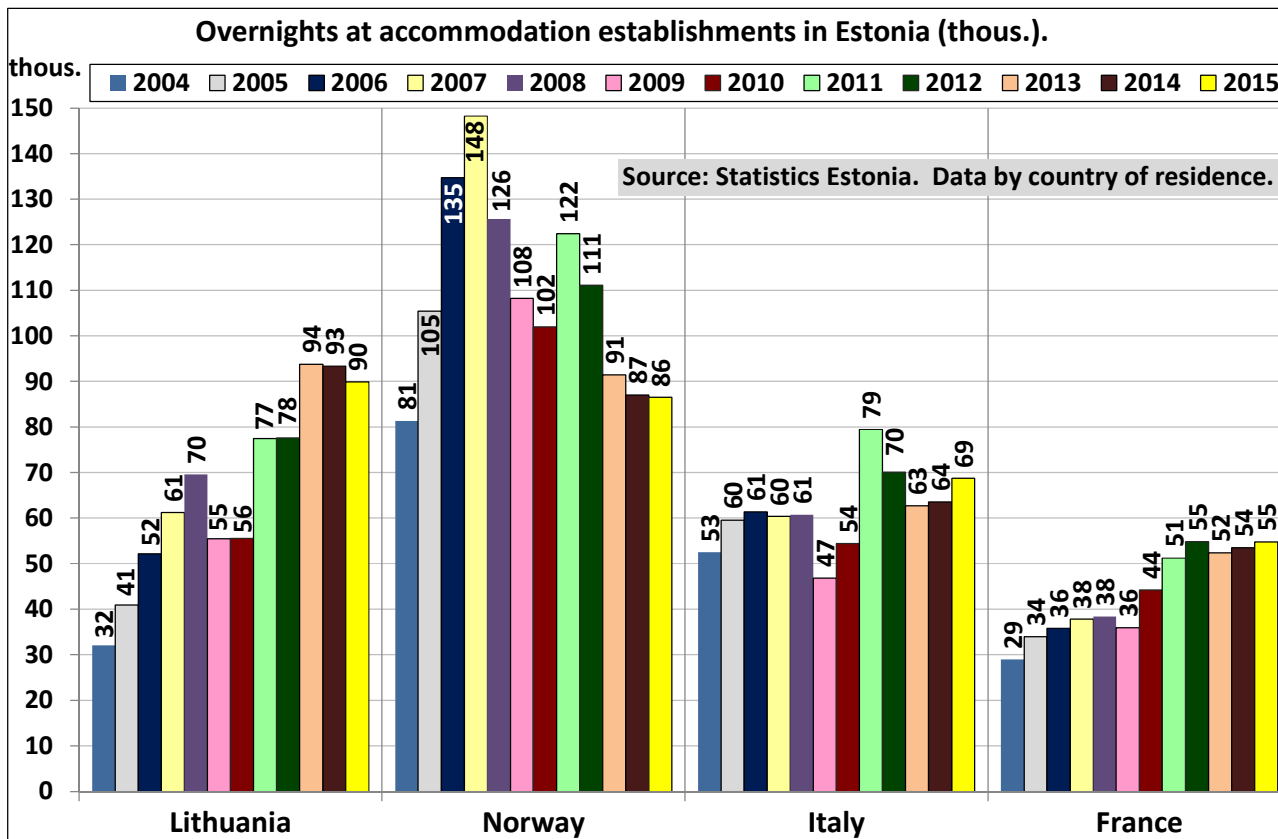


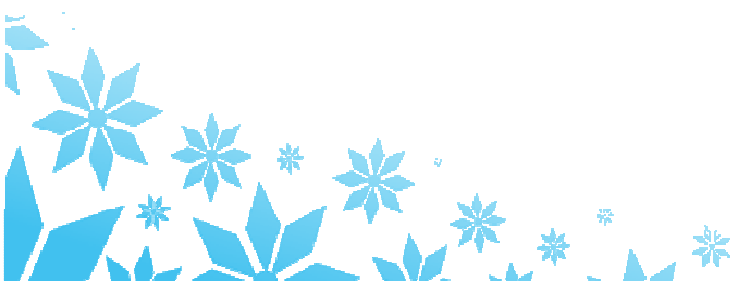
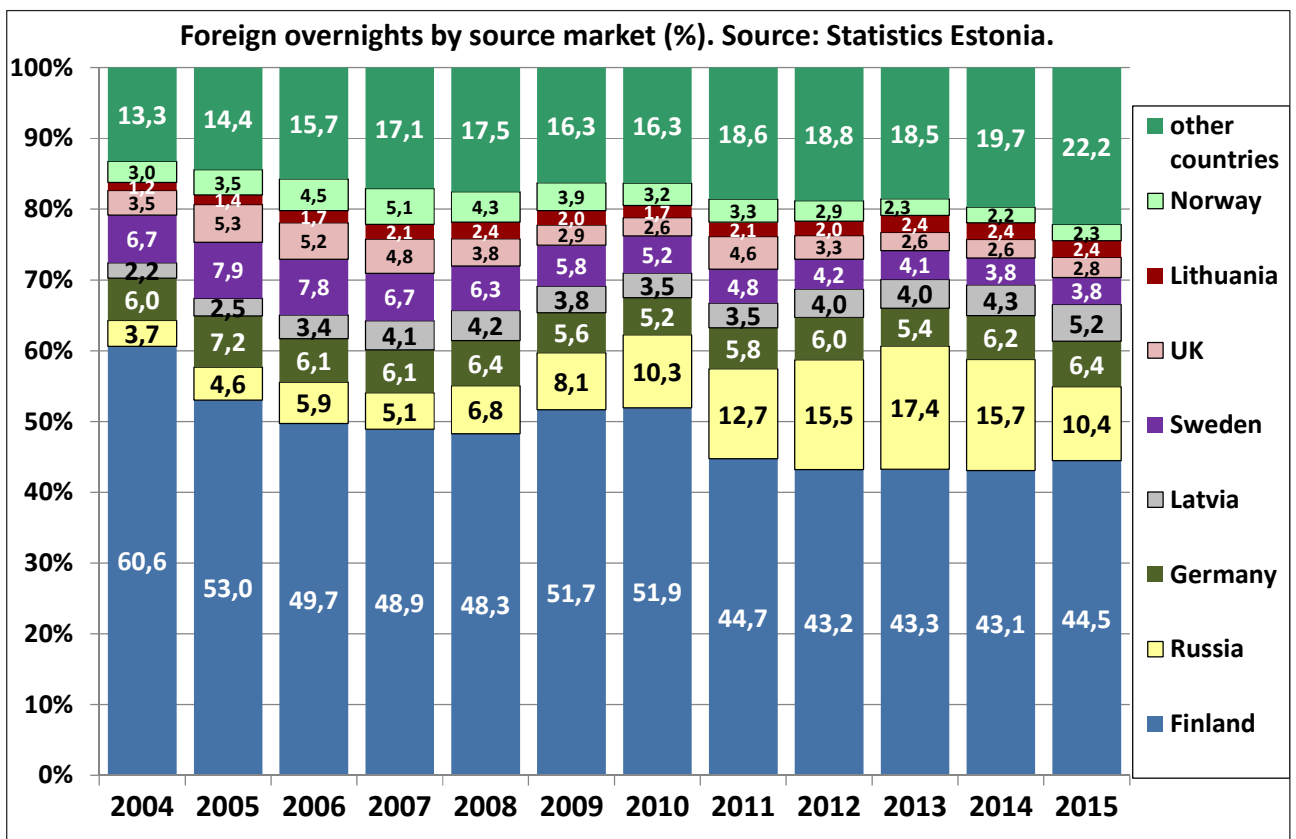
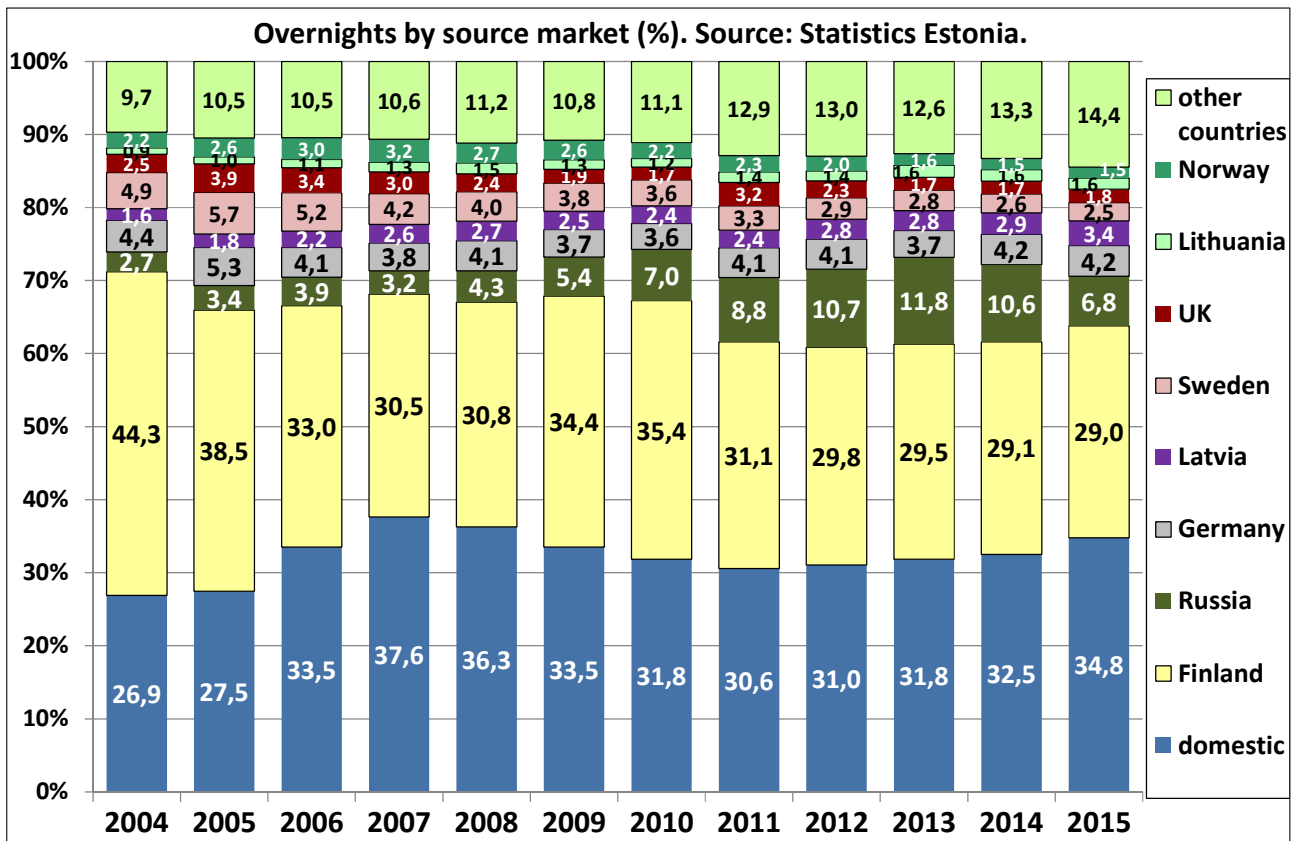
TOURISM IN ESTONIA IN 2015

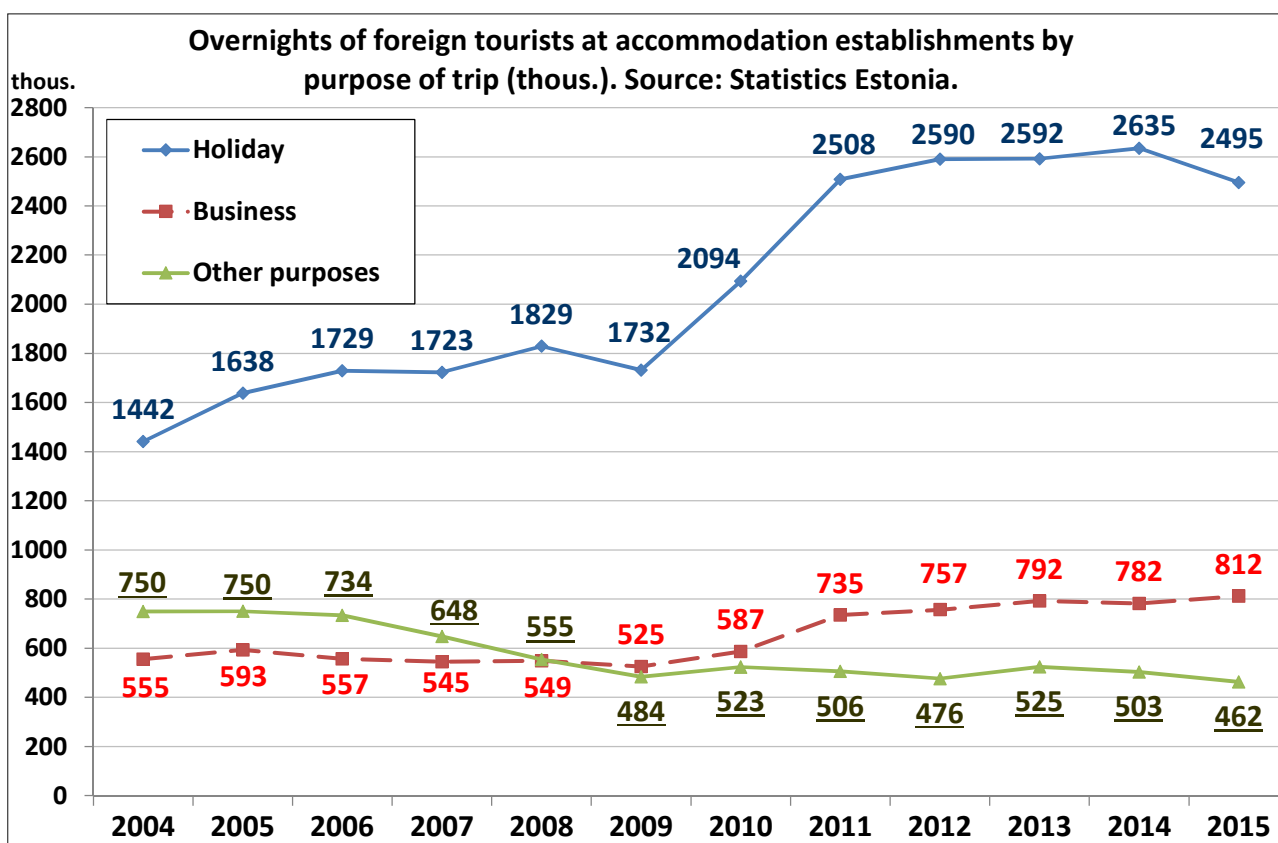
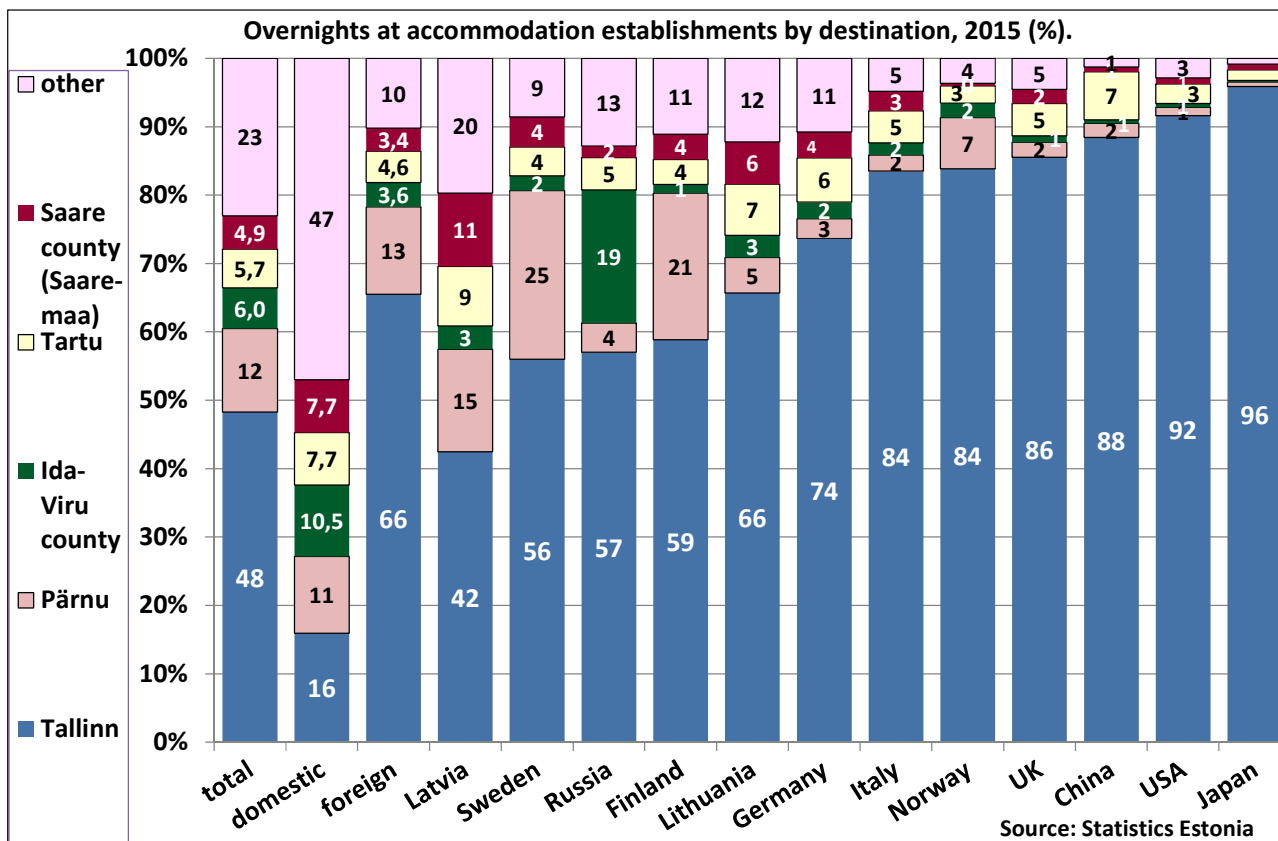
- In 2015, 3.1 million foreign and domestic tourists stayed overnight in the accommodation establishments of Estonia (0.8% more than in 2014). The number of domestic tourists amounted to 1.18 million (7% up on 2014) and the number of foreign tourists to 1.93 million (2.7% less than in 2014).
- The number of nights spent by foreign and domestic tourists in the accommodation establishments amounted to 5.8 million (0.5% less than in 2014). Domestic tourists spent 2 million nights (+6%) and foreign tourists spent 3.77 million nights (3.8% less than in 2014).
- Overnights by domestic tourists reached a new record for the 3rd consecutive year. Foreign overnights, on the other hand, showed a decline – after five years of growth. While during the period of 2010 to 2014 foreign overnights reached a new record every year, in 2015 their number was even slightly lower than in 2012.
- The main reason for such a decline was the substantial decrease in tourism from **Russia** – Estonia’s second largest inbound market. Due to the depreciation of the rouble and the weak economy, Russian outbound tourism started to decrease substantially in 2014. In Estonia, their overnights also started to decrease in 2014 (-9.6% compared to 2013). In 2015, their overnights decreased by as much as 36% (compared to 2014). **Finland** and **Sweden** also showed a small decline – mainly in the first half of the year. **Latvia**, on the other hand, showed strong growth (their overnights increased by 15%). Latvian overnights reached a new record for the 5th consecutive year – partly thanks to new attractions and events. Long-haul markets (**USA, Japan, China**) also showed good results. Japan has shown especially strong growth for the past three years (by 2015, their overnights had more than doubled compared to 2012).
- **The number of foreign overnights decreased due to the decrease in holiday trips**, whereas foreign overnights on business trips increased. Of the 3.77 million foreign overnights, 2.5 million were spent by holiday tourists (decrease by 5.3% or by 139,222 overnights compared to 2014). Foreign overnights on business trips amounted to 812,380 (compared to 2014, their number increased by 30,695 or by 4%). Foreign overnights on other trips amounted to 462,433 (compared to 2014, their number decreased by 40,565 or by 8%).
- According to the Bank of Estonia, **tourism receipts amounted to EUR 1.64 billion in 2015** (2.3% less than in 2014). Travel receipts (foreign visitors’ expenditures in Estonia) amounted to EUR 1.29 billion (5.8% less than in 2014). Fare receipts (foreign visitors’ payments to Estonian transport companies) amounted to EUR 353 mil. or 13% more than a year ago. The share of tourism receipts in Estonia’s total exports of goods and services was 10.2%. The share of tourism receipts in Estonia’s total exports of services was 31.5% in 2015.

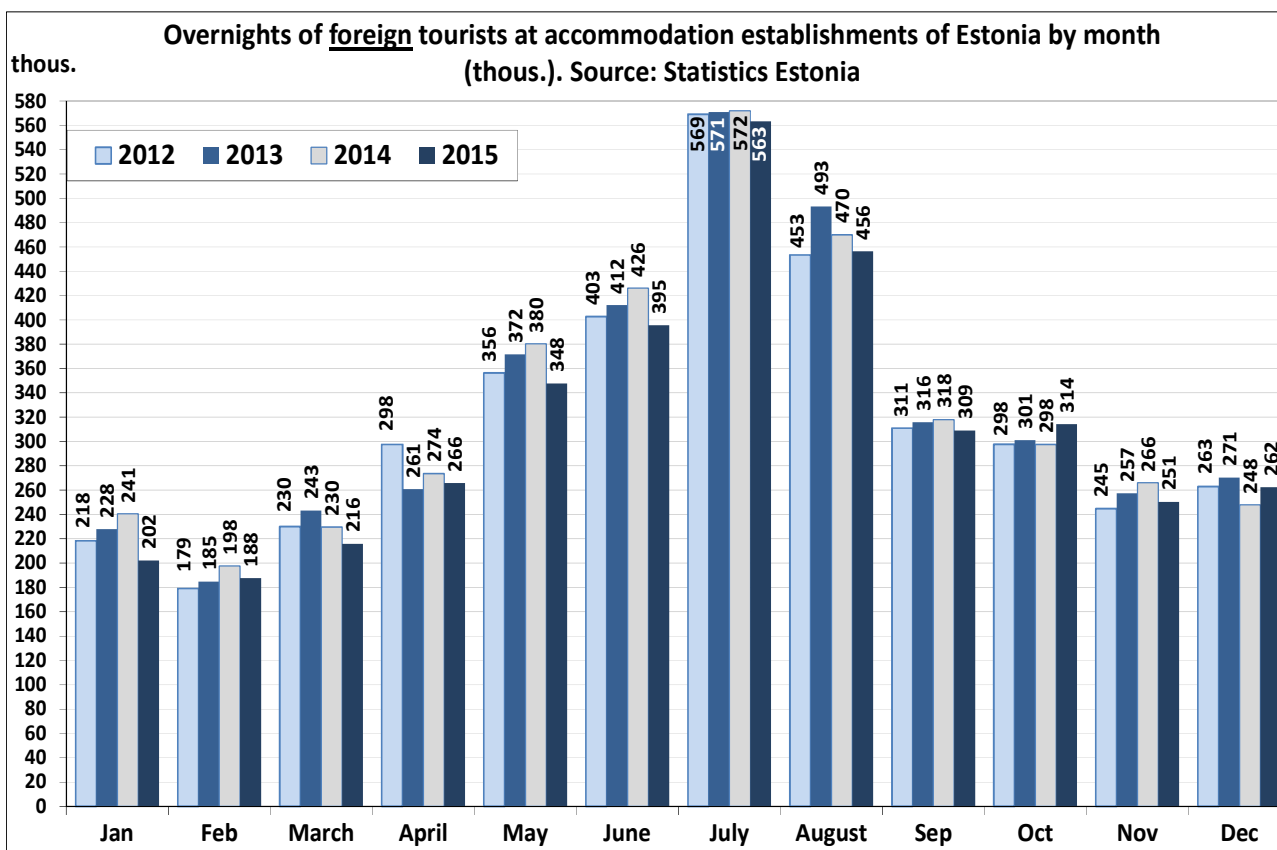
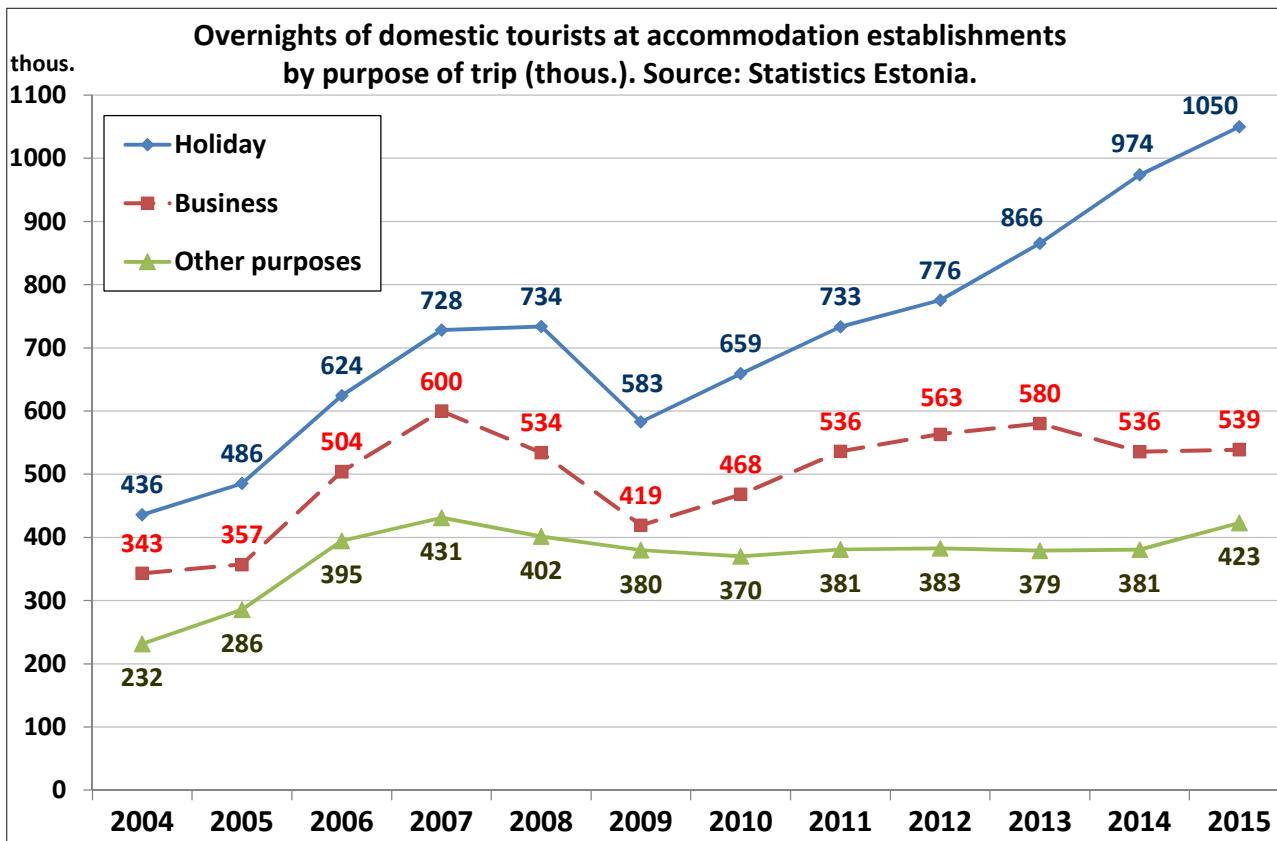


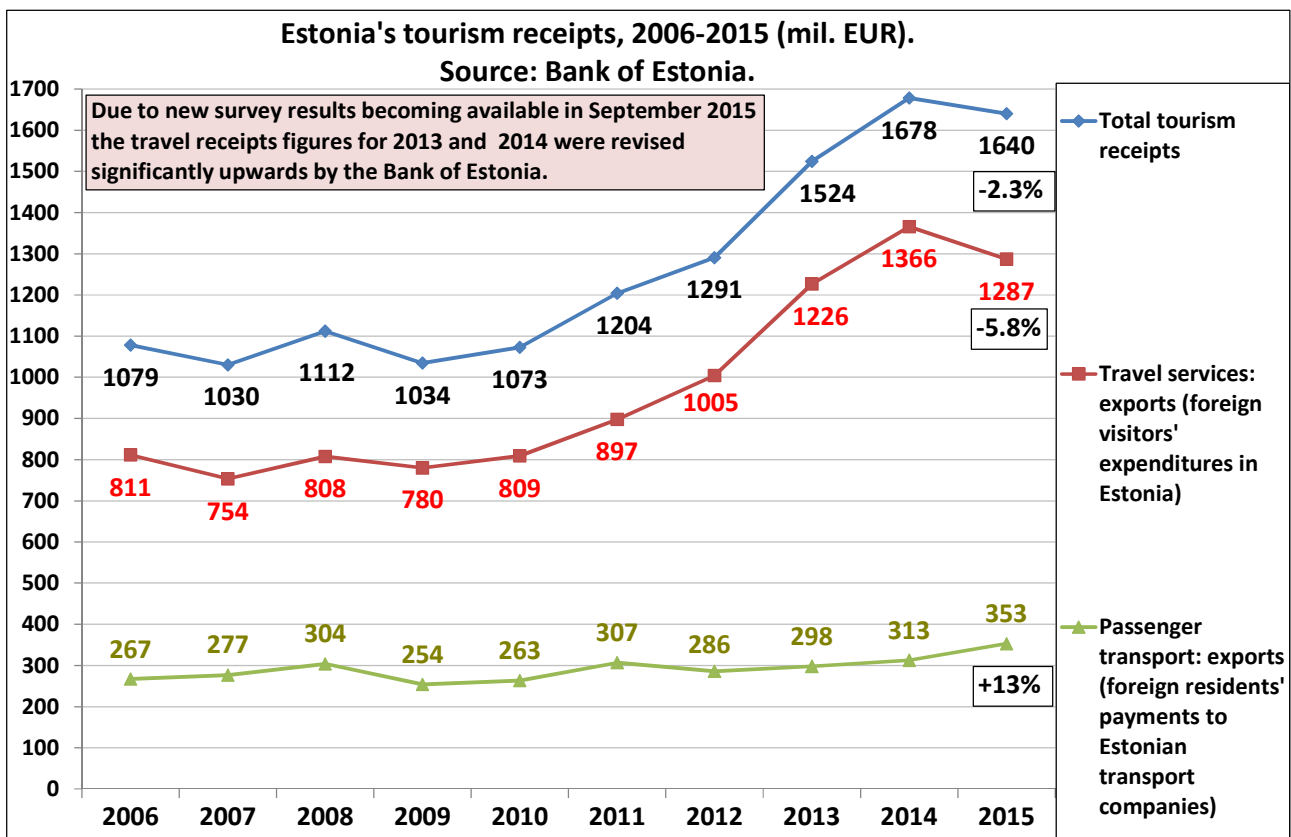
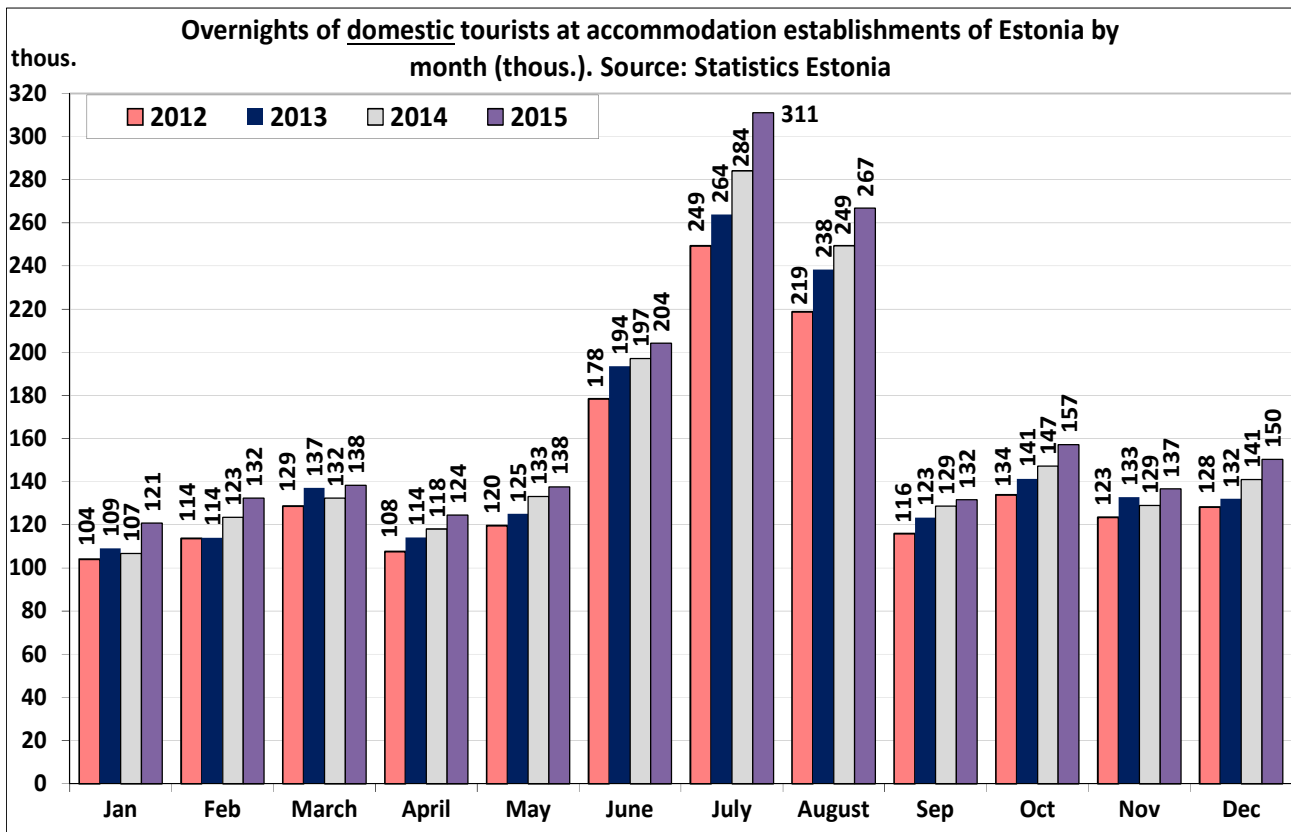












Arrivals and overnights at all accommodation establishments of Estonia by country of residence. Source: www.stat.ee.

	Arrivals at accommodation establishments						Year on year change			
	2010	2011	2012	2013	2014	2015	2013/12	2014/13	2015/14	2015/14
total	2 401 763	2 725 937	2 839 895	2 980 865	3 087 070	3 112 143	140 970	106 205	25 073	0,8%
domestic	837 811	918 018	966 376	1 040 735	1 103 755	1 182 979	74 359	63 020	79 224	7,2%
foreign	1 563 952	1 807 919	1 873 519	1 940 130	1 983 315	1 929 164	66 611	43 185	-54 151	-2,7%
Finland	832 874	840 714	829 225	894 504	915 540	907 052	65 279	21 036	-8 488	-0,9%
Russia	141 964	203 204	266 192	304 644	275 405	186 061	38 452	-29 239	-89 344	-32%
Latvia	72 684	85 229	100 638	105 480	112 703	127 864	4 842	7 223	15 161	13%
Germany	84 454	103 559	111 251	101 596	112 877	116 088	-9 655	11 281	3 211	3%
Sweden	81 196	86 287	78 412	74 313	71 963	71 087	-4 099	-2 350	-876	-1%
Lithuania	34 107	47 003	47 397	52 201	52 522	54 743	4 804	321	2 221	4%
UK	35 692	69 912	54 305	43 109	46 189	48 061	-11 196	3 080	1 872	4%
USA	20 503	23 824	29 601	27 442	32 261	44 202	-2 159	4 819	11 941	37%
Norway	40 414	51 510	48 479	36 918	36 272	37 064	-11 561	-646	792	2%
Italy	23 017	33 618	30 574	26 506	26 968	29 521	-4 068	462	2 553	9%
Spain	16 860	27 106	25 003	22 926	25 929	27 665	-2 077	3 003	1 736	7%
France	19 319	22 301	24 089	22 780	24 058	24 718	-1 309	1 278	660	3%
Japan	7 235	8 732	8 778	10 768	17 303	22 865	1 990	6 535	5 562	32%
Poland	19 522	27 093	25 513	26 001	25 652	22 728	488	-349	-2 924	-11%
Holland	11 713	17 968	18 279	16 358	16 543	17 315	-1 921	185	772	5%
Denmark	11 140	13 902	14 091	11 900	11 729	14 202	-2 191	-171	2 473	21%
China	2 823	5 549	5 934	7 806	11 689	12 027	1 872	3 883	338	3%
other	108 435	140 408	155 758	154 878	167 712	165 901	-880	12 834	-1 811	-1%

	Overnights at accommodation establishments						Year on year change			
	2010	2011	2012	2013	2014	2015	2013/12	2014/13	2015/14	2015/14
total	4 700 680	5 399 392	5 544 537	5 734 033	5 809 464	5 781 870	189 496	75 431	-27 594	-0,5%
domestic	1 496 959	1 650 527	1 721 498	1 824 707	1 890 165	2 011 663	103 209	65 458	121 498	6,4%
foreign	3 203 721	3 748 865	3 823 039	3 909 326	3 919 299	3 770 207	86 287	9 973	-149 092	-3,8%
Finland	1 664 139	1 677 119	1 651 965	1 691 035	1 689 115	1 676 762	39 070	-1 920	-12 353	-0,7%
Russia	330 276	475 905	593 783	679 343	613 868	393 805	85 560	-65 475	-220 063	-36%
Germany	167 508	218 698	227 959	210 955	242 102	241 400	-17 004	31 147	-702	-0,3%
Latvia	112 122	130 154	152 491	158 031	170 279	195 649	5 540	12 248	25 370	15%
Sweden	168 165	179 523	161 460	159 813	149 721	144 504	-1 647	-10 092	-5 217	-3%
USA	46 305	52 387	66 725	63 690	74 249	110 063	-3 035	10 559	35 814	48%
UK	81 791	171 748	127 969	99 742	101 394	106 364	-28 227	1 652	4 970	5%
Lithuania	55 535	77 428	77 585	93 784	93 359	89 860	16 199	-425	-3 499	-4%
Norway	102 019	122 443	111 131	91 451	86 999	86 494	-19 680	-4 452	-505	-0,6%
Spain	37 369	59 527	53 144	54 633	60 417	79 919	1 489	5 784	19 502	32%
Italy	54 451	79 455	70 070	62 700	63 563	68 745	-7 370	863	5 182	8%
France	44 236	51 223	54 790	52 368	53 531	54 744	-2 422	1 163	1 213	2%
Poland	36 442	52 153	50 351	60 788	54 292	45 743	10 437	-6 496	-8 549	-16%
Holland	24 227	38 930	38 906	34 117	35 343	36 281	-4 789	1 226	938	3%
Japan	13 303	15 967	15 723	19 272	29 477	35 837	3 549	10 205	6 360	22%
Denmark	23 489	27 928	27 887	24 174	24 646	27 588	-3 713	472	2 942	12%
China	5 057	9 429	10 337	15 339	18 842	19 817	5 002	3 503	975	5%
other	237 287	308 848	330 763	338 091	358 102	356 632	7 328	20 011	-1 470	-0,4%