

Visit **Tallinn**

VisitTallinn's digital solutions for tourists and tourism entrepreneurs to be a smart tourism city

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Analyst

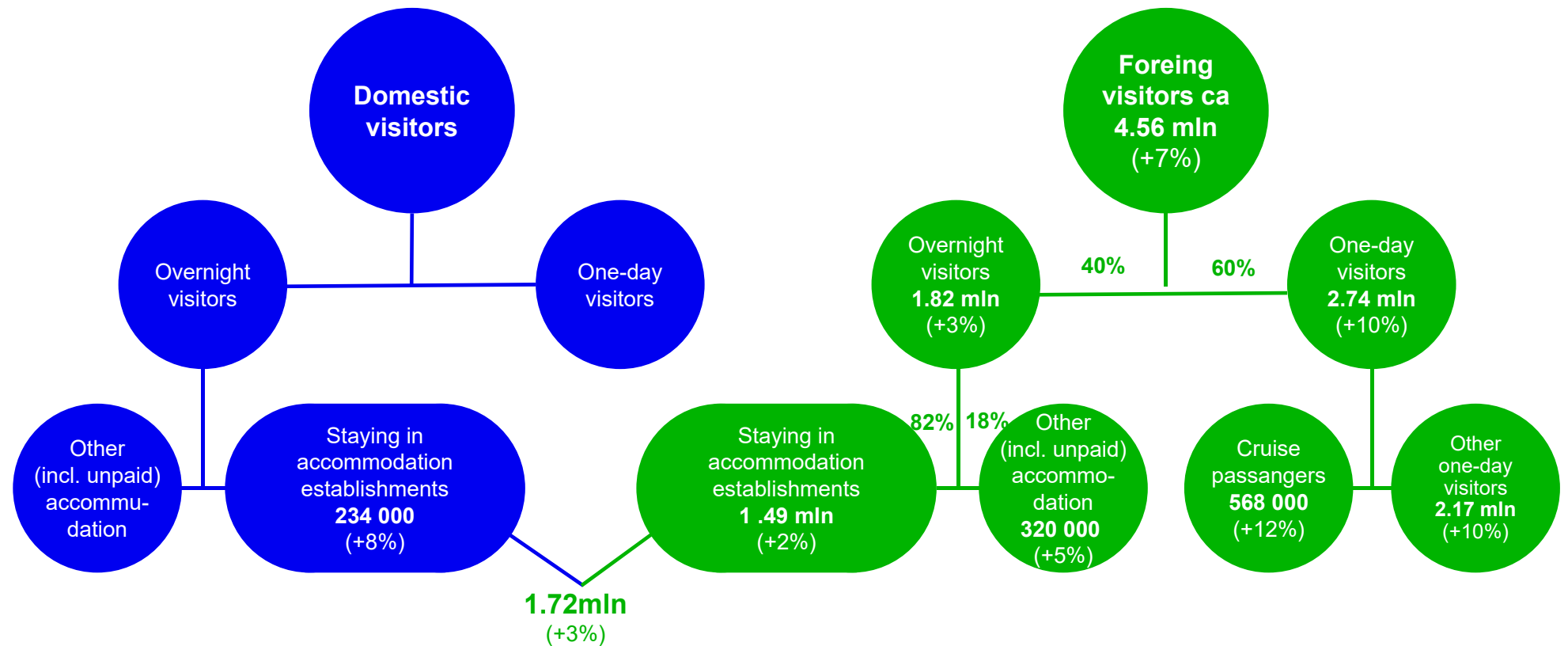
Tallinn City Tourist Office & Convention Bureau





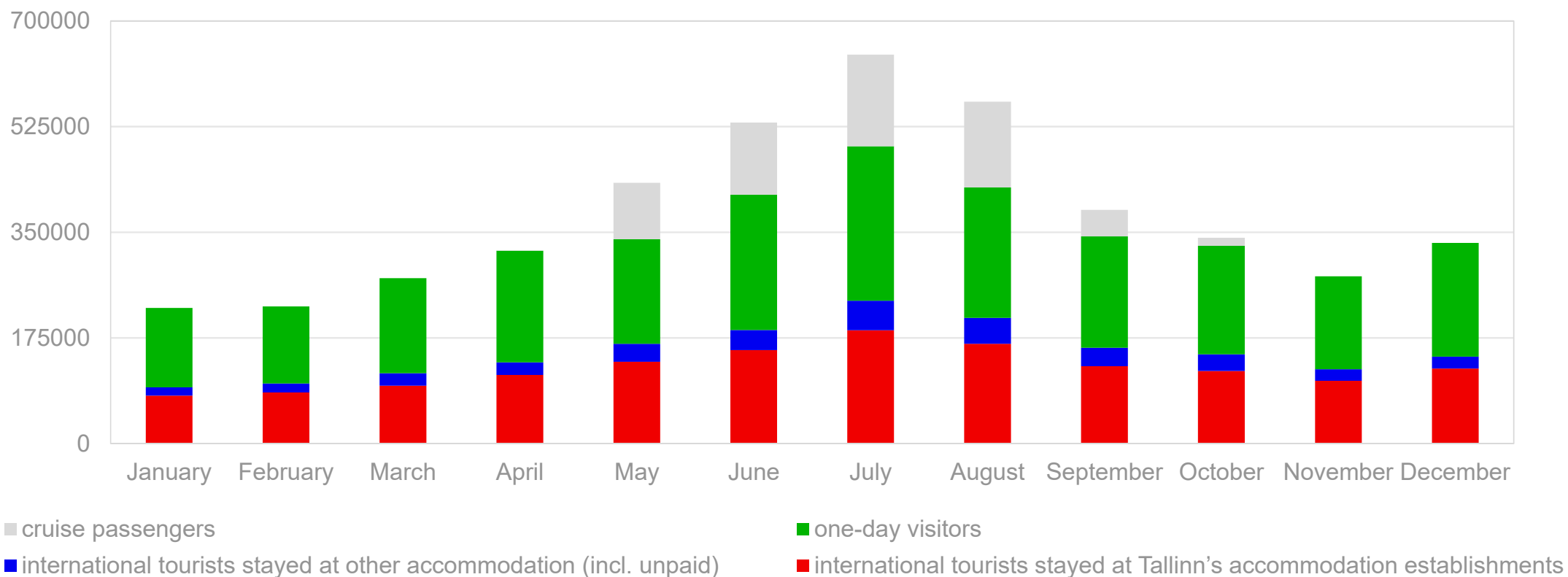
Visit **Tallinn**

Visitors to Tallinn 2017



Source: Positium LBS, Statistics Estonia, Port of Tallinn

Visits of foreign residents to Tallinn 2017



Source: Positium LBS, Statistics Estonia, Port of Tallinn (2018)

Overview of the projects

- Tourist information in VisitTallinn's web and Tallinn's digital marketing
- VisitTallinn statistical module for tourism entrepreneurs
 - Collecting tourism data via mobile positioning
- Meetings.ee - the portal for conference organisers



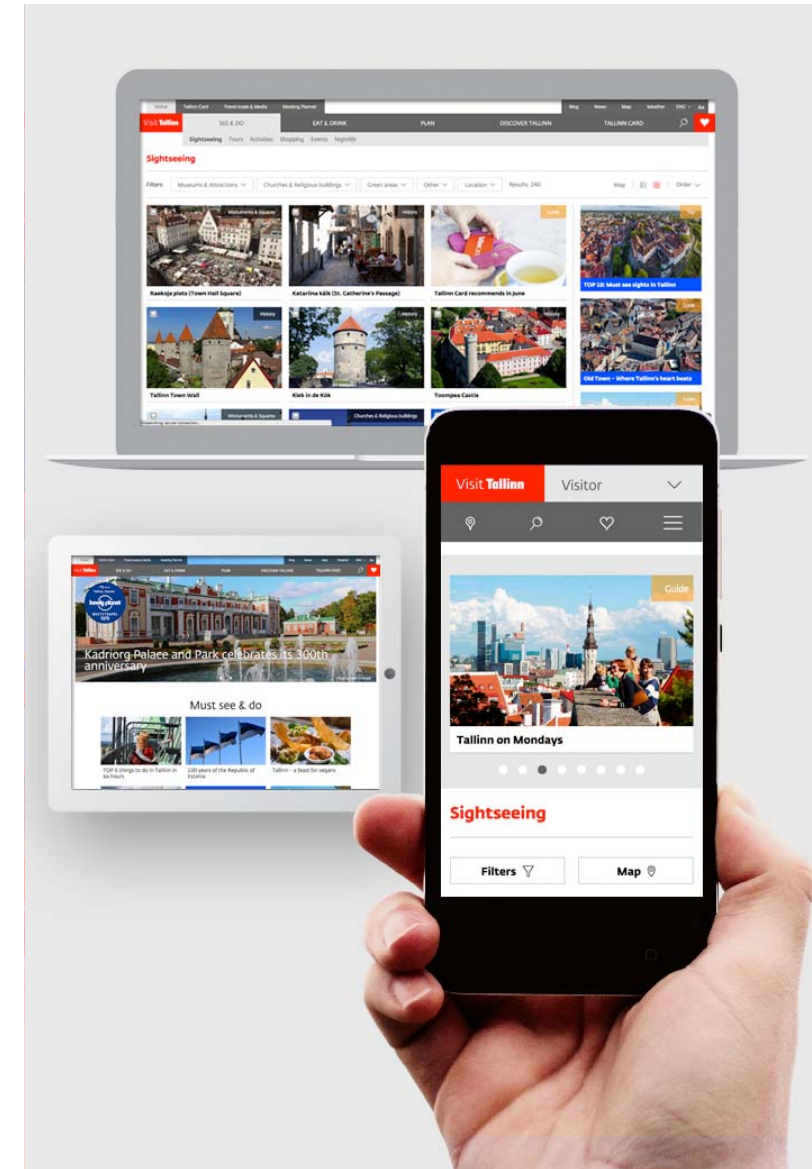
Tourism information and Tallinn's digital marketing



Visittallinn.ee

Information on Tallinn's attractions, events, restaurants, nightlife, shopping, hotels, conference venues, transportation and much more

- 7 languages
- 1,7 m. visits, 5.6 m. page views
- The amount of places and services – 1700
- Satisfaction – 8,6 /10



Visit **Tallinn**

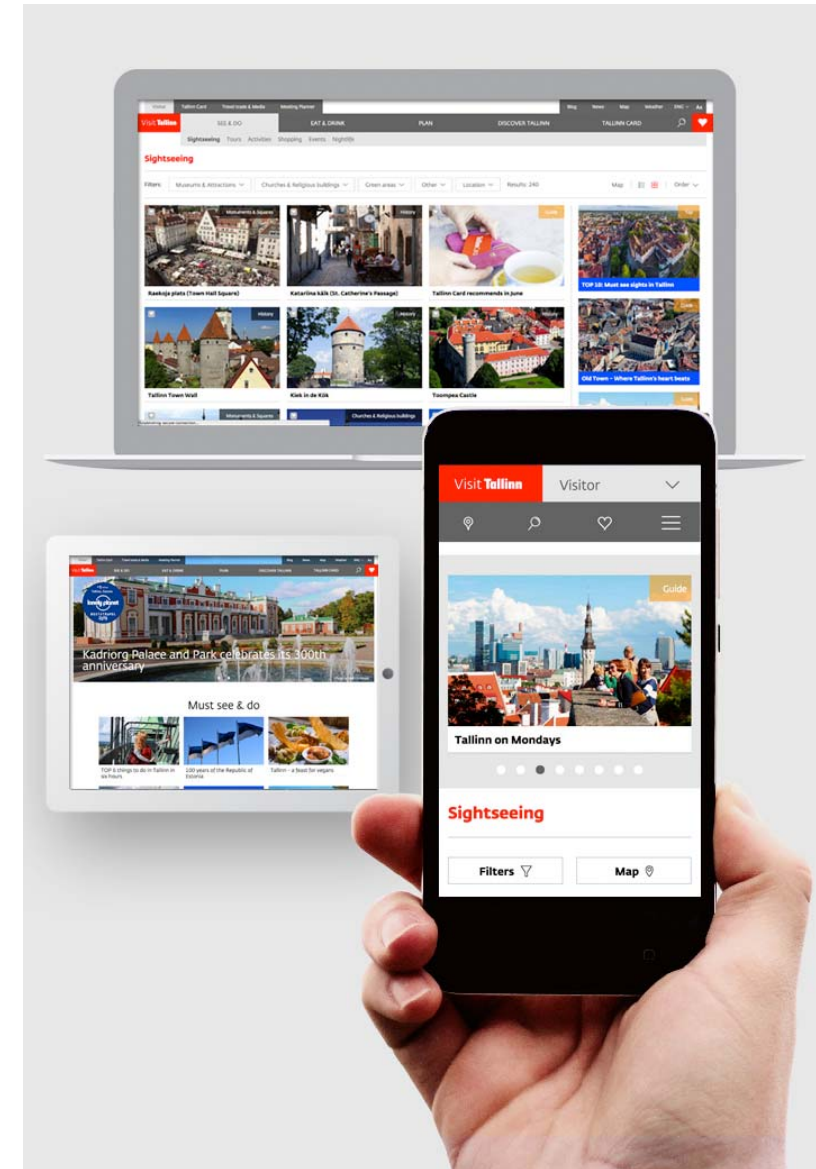
Near me and Chat

- 48% of our portal's visitors access it through their mobiles.
- 'Near me' function, allowing for visitors seeking tourist information to easily find nearby sights and catering or entertainment venues.
- Chat helps to guide and assist visitors in real-time. Questions are answered by the information specialists of tourism information centre.



Web statistics and survey

- Web-analytics – Google Analytics
- Satisfaction survey- How likely are you to recommend visittallinn.ee to your friend or colleague?
- Comparison - TourMIS

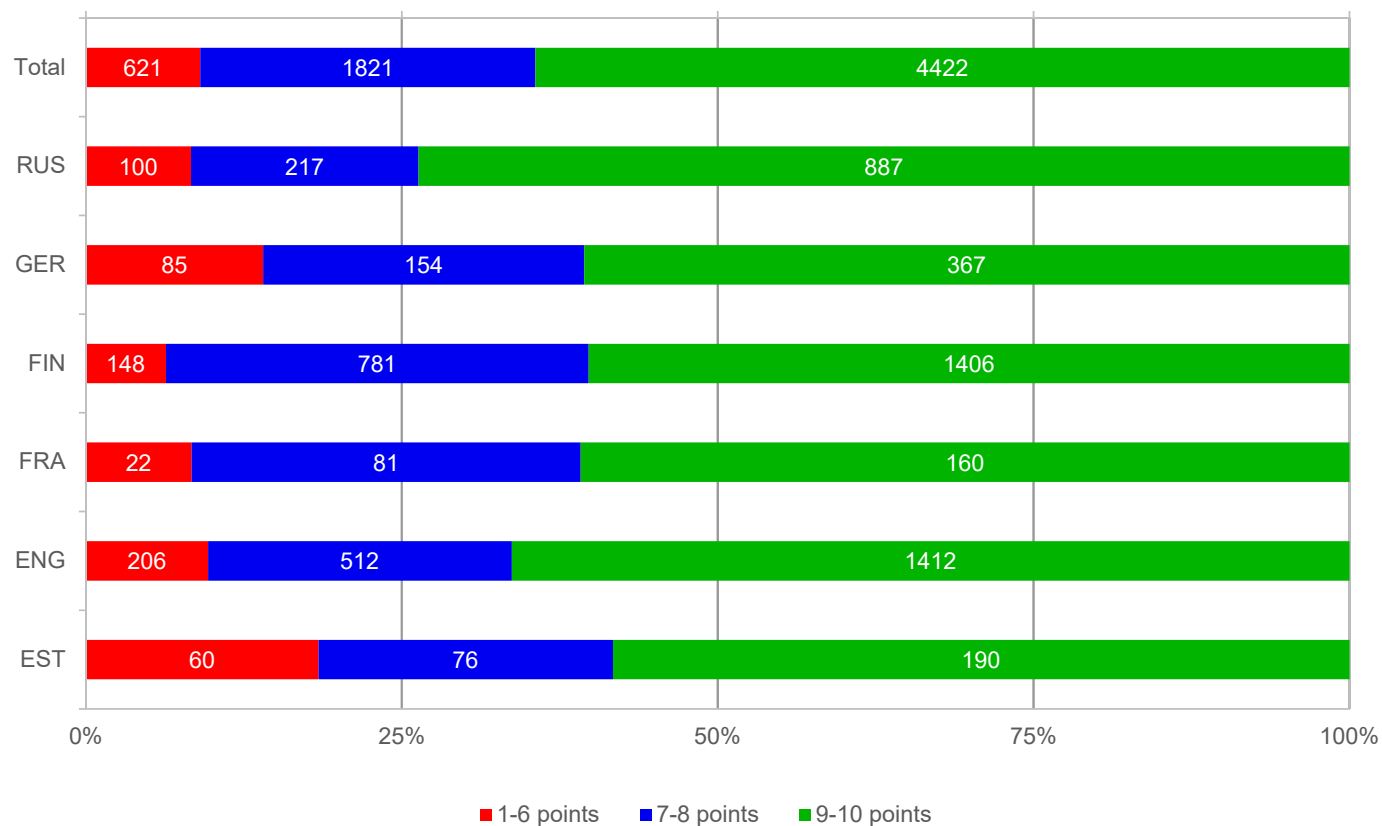


Example: Satisfaction survey

How likely are you to recommend visittallinn.ee to your friend or colleague?
(6 languages)

6,864 web users responded to the questionnaire

8,6/10 respondents would recommend VisitTallinn.ee to their friends or or colleague



VisitTallinn in social media and email marketing

Social media

Audience: ca 90 000

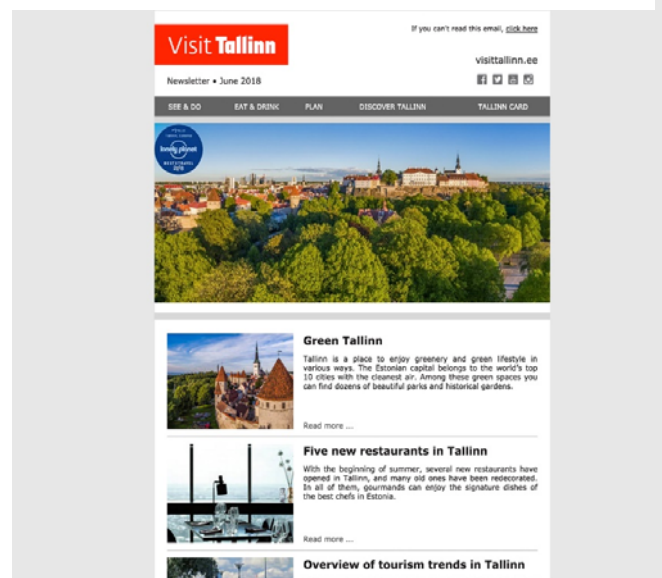
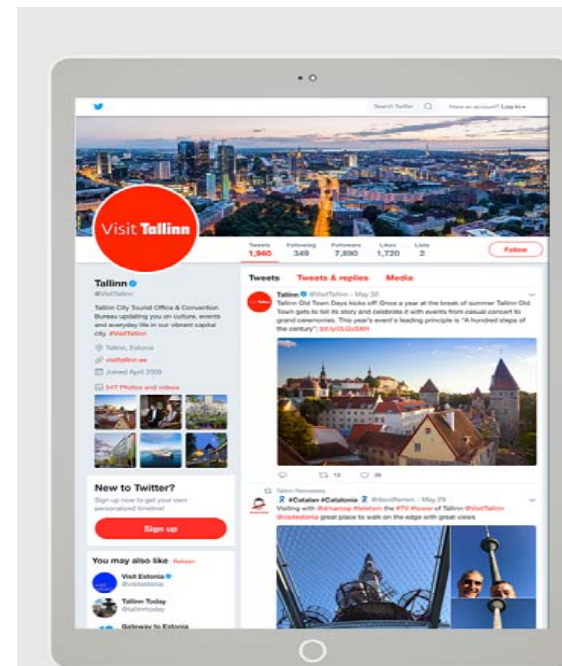
- 19 social media posts per week
- We create our own content and share user generated content.

@VisitTallinn #visittallinn

- FB
- Instagram
- Twitter
- YouTube
- LinkedIn

Newsletter

- Monthly
- 4 languages
- ca 11 000 subscribers.



Visit Tallinn



Statistics and surveys for
travel trade professionals and media

Meetings.ee - the portal for
conference organisers

Visit Tallinn

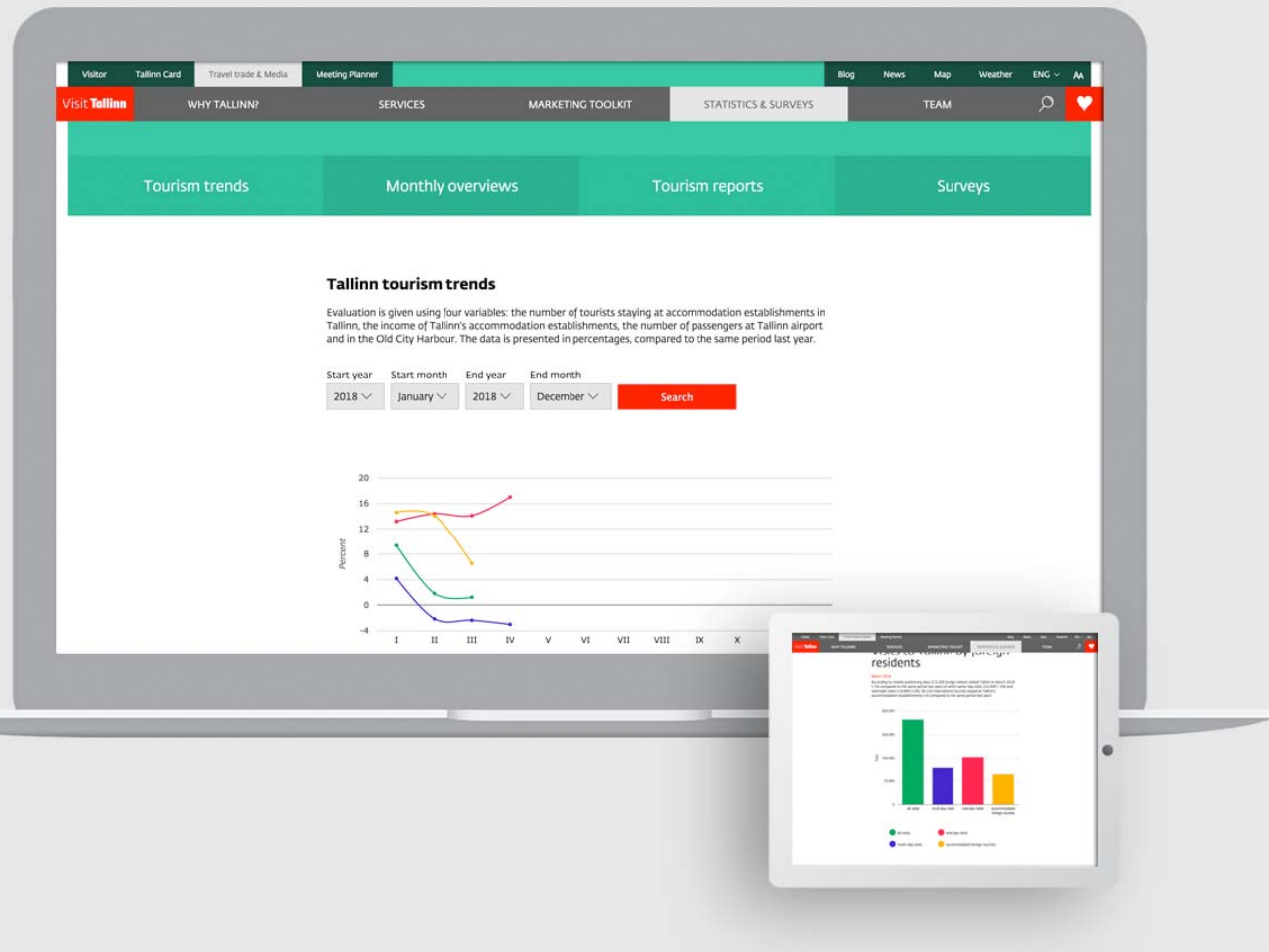
Mobile positioning
data

Accommodation
statistics

Foreign visitors
surveys

visittallinn.ee/statistics

Visit Tallinn



Overviews of tourism in Tallinn

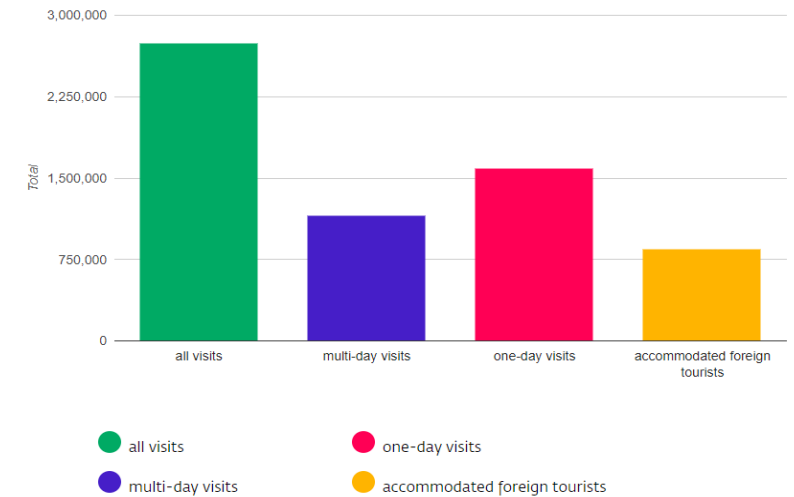
Self-generating periodic overviews of tourism-related statistics

Aim: quick graphic overview and comparison to the same period last year (T+40 days)

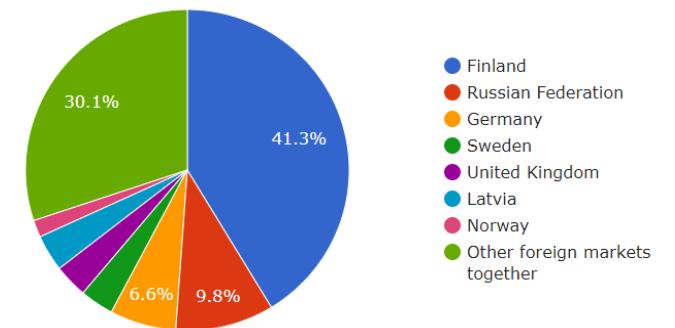
Dissemination on the web since 2017

<https://www.visittallinn.ee/eng/travel-trade-media/statistics-surveys/monthly-overviews>

Indicators: Visits to Tallinn by foreign residents, markets, length of the trip, accommodated tourists and overnight stays, purposes of travel of visitors to Tallinn, occupancy of rooms in accommodation establishments, the average cost for 24 hours

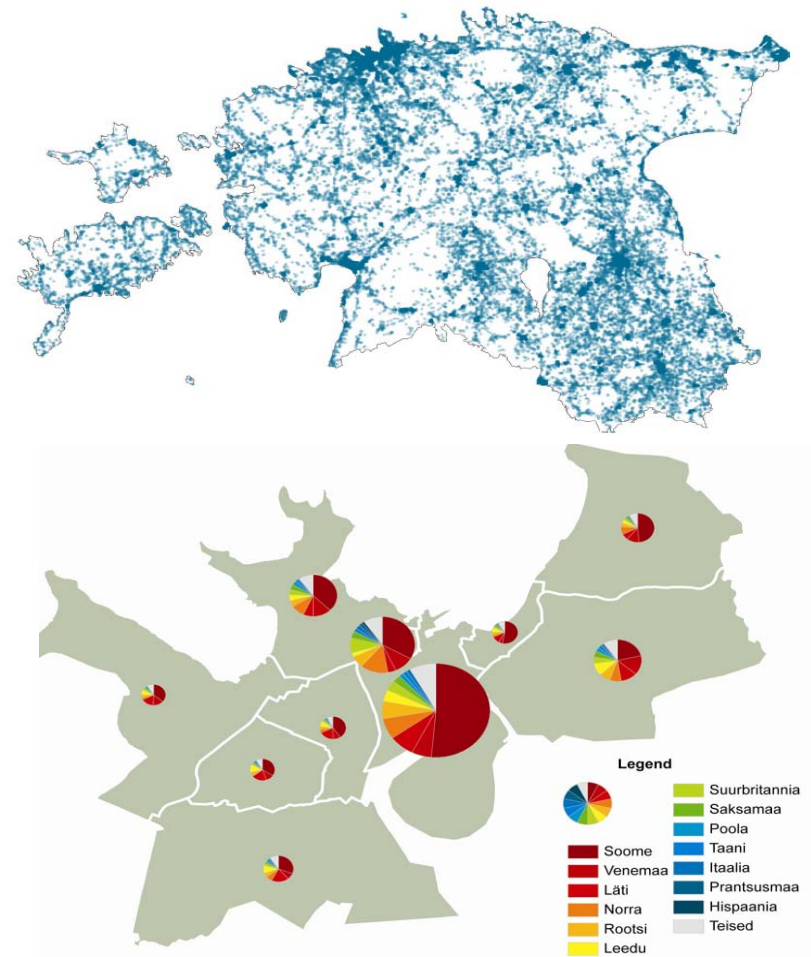


Accommodated international tourists in Tallinn, January - July 2018



Tourism data via mobile positioning

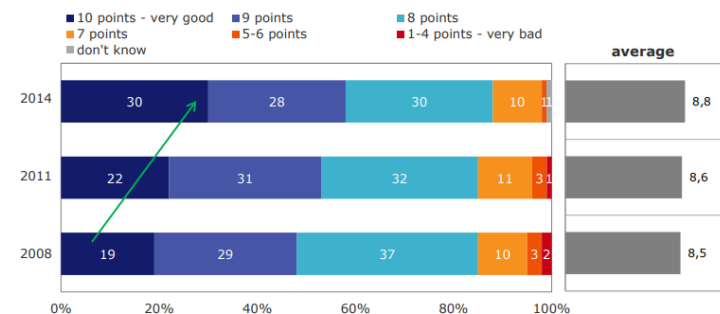
- Positium LBS (spin-off company of University of Tartu) collects and processes anonymous data from mobile operators via statistical models. It extends this data to the general data set and control data with comparison to indirect data sources (Air)ports statistics, accommodation statistics) and logical checks.
- The methodology was developed jointly by Positium LBS and Eesti Pank. We started cooperation with Positium LBS in the end of 2015.
- **Indicators:** number of same-day visitors, number and length of overnight visits. Also possible describe the places that tourists visit.



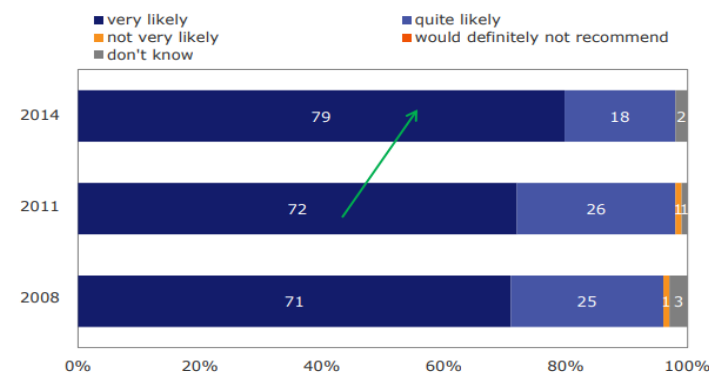
Foreign visitors survey

- The main objective of the survey is to collect detailed data on foreign visitors to Tallinn. The survey results are the input to evaluating the competitiveness of Tallinn as a tourism destination and making plans for development.
- Same methodology since 2002-2004, 2008, 2011, 2014, 2018
- Average length of one interview was 20 minutes.
- **Indicators:** number and structure of foreign visitors, purpose of visit and route, the average length of the trip, accommodation, sources of information, general impression, sharing travel experiences on social media, recommendation communication etc.

How would you evaluate the overall impression of your trip to Tallinn on the scale of 10, where 1 is the lowest and 10 the highest score?



If your friends/relatives asked your advice about a holiday destination, how likely would you recommend Tallinn?



Meetings.ee - the portal for conference organisers

- **Aim:** gather statistics of conferences and seminars held in Tallinn, allows users to generate summaries and comparison
- **Indicators:** number of meetings, number of meetings participants, type of meeting (international/national, corporate/ non-corporate), venue, duration
- Dissemination on the web since 2013
http://meetings.ee/statistika_kuvamine/statistika
- The conference organisers submit their data on a voluntary basis.





Almost nine out of ten of foreign visitors would recommend Tallinn to their friends

Source: Tallinn visitor survey 2018

Visit **Tallinn**

Thank you !

