

Visit Tallinn Helsinki Tourism Webinar

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Tallinn tourism in figures

Bednights 2020

February	March	April
200 770 (+14%)	81 579 (-59%)	14 766 (-94%)

Tallinn Airport passengers 2020

February	March	April
211 646 (8,1%)	103 299 (-55,3%)	2 989 (-98,9%)

Cruise passengers 2019/2020

May-July 2019	May-July 2020	August-September
393 000	0	?

Expenditures

Q1st 2020	Q1st 2019
Ca 135 mln euros	Ca 165 mln euros

COMMUNICATION

- * Up-to-date information about the restrictions and safety precautions
- * Keeping Tallinn on the future travellers bucket list:
Tallinn has been here for 800 years already... So we can wait a little longer. Until we see you again.
- * B2B communication



Photo by: Kadi-Liis Koppel

Coronavirus: travel advice for Tallinn, Estonia

Sightseeing

Culture & events

02.06.2020 visittallinn.ee

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TURN THE CHALLENGES INTO OPPORTUNITIES

- * Repairment works of Tallinn Tourist Information Centre
- * Launch of new www.visittallinn.ee
- * New sustainable solutions



FOCUS ON DOMESTIC MARKET

- * New content at www.visittallinn.ee for locals
- * First ever city map of Tallinn in Estonian
- * Domestic marketing campaign



SUPPORT FOR LOCAL TRAVEL TRADE

- * New visual content to use free of charge
- * Co-operation with Estonian Association of Hotels and Restaurants
- * Marketing activities in co-operation with local partners



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FOREIGN MARKETS

Focus on:

- neighbouring countries
- digital marketing activities



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