

SECOND-QUARTER INBOUND TOURISM IN ESTONIA IS UP 19%



According to the Bank of Estonia, Estonia welcomed over 1.1 million foreign tourists in the second quarter of 2023. This is a 19% increase compared to the same period in the previous year. These visitors spent a total of 375 million euros, which is an increase of 62 million euros from the previous year.

83% of Estonia tourists came from EU countries, a 22% increase from the previous year. The majority of foreign tourists, around 500 thousand, came from Finland. The number of Finnish tourists increased by one-third compared with the year earlier.

Between April and June, nearly 660,000 multi-day trips were taken to Estonia. The average length of these trips decreased to 3.1 nights. Additionally, 41% of trips to Estonia were one-day excursions, a 20% increase over the past year.

Regarding outbound tourism in Estonia, between April and June of this year, Estonian residents made 820,000 trips abroad - a 16% increase from the previous year. They spent 290 million euros, 46 million euros more than in 2022.

Of these trips, 75% were made within EU countries. The most popular destinations were Finland (133,000 trips) and Latvia (112,000 trips), which saw a 12% increase from the second quarter of 2022. Outside of the EU, the most visited destination was Turkey, with 42,000 trips - a 60% increase from the same period in 2019.

While the number of overnight trips increased by 16%, the average duration of the trips decreased to 3.3 nights. Meanwhile, the number of day trips increased by 12% compared to the previous year, accounting for 16% of all trips.

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