

Visit Tallinn

Overview of Conference Events in 2022

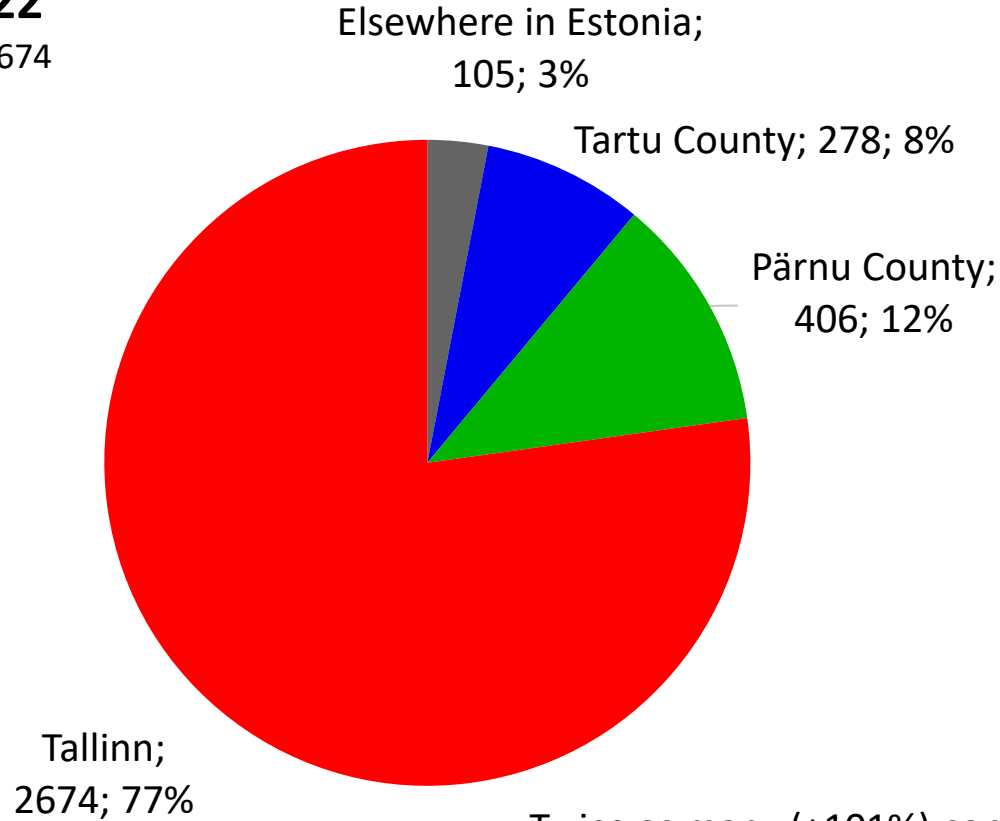
Tallinn City Enterprise Services
Tourism Department
Business Tourism
Made Pandis-Raie

[MEETINGS.EE](https://meetings.ee)

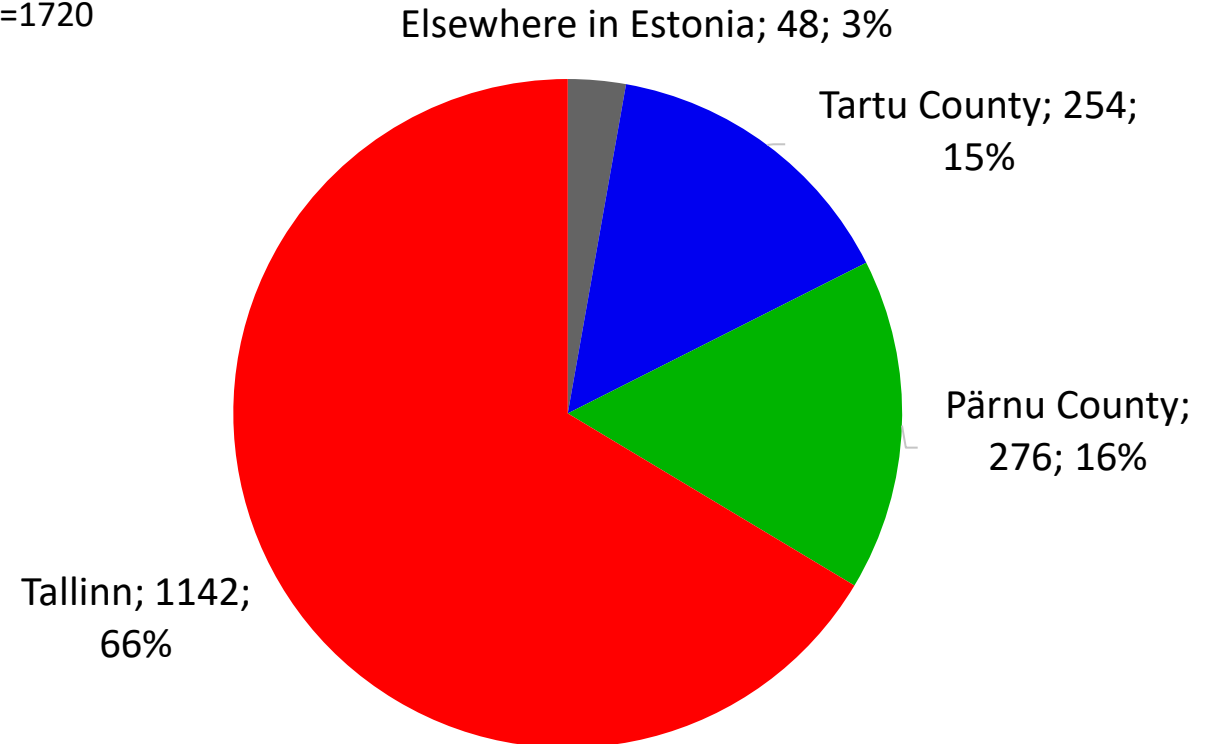
Conference events in Estonia: 2022 vs 2021

	Number of data providers in different regions	
	2022	2021
Tallinn	33	30
Tartu County	9	9
Pärnu County	15	14
Elsewhere in Estonia	6	12

2022
N=2674



2021
N=1720

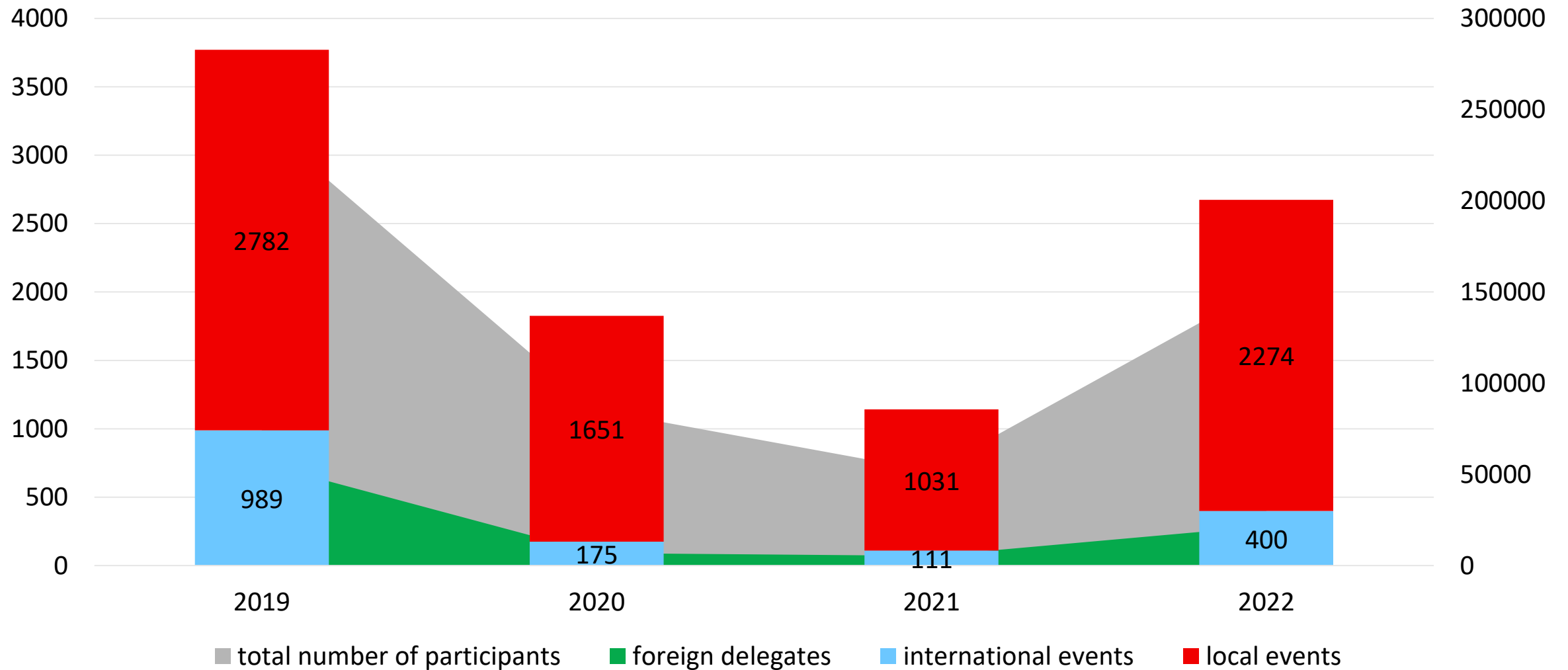


Twice as many (+101%) conferences took place across Estonia

- +134% in Tallinn
- +9% in Tartu
- +47% In Pärnu County
- +119% elsewhere in Estonia

Source: meetings.ee

Conference events in Tallinn 2019–2022



Source: meetings.ee

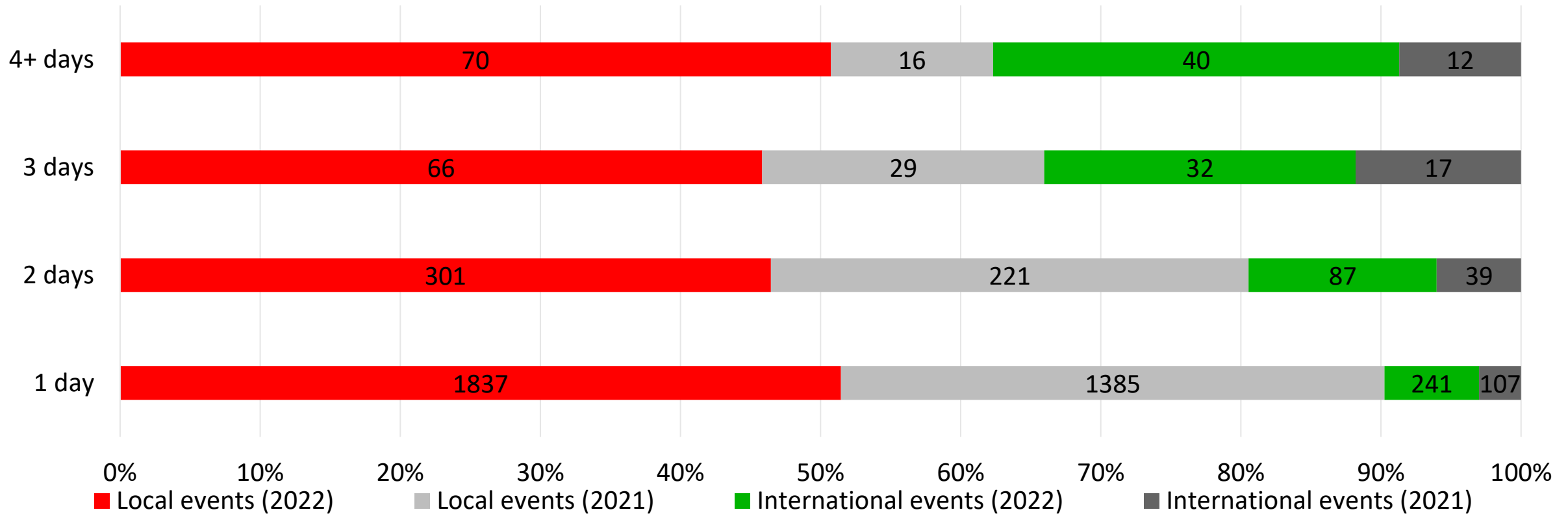
Distribution of conference events in Tallinn and their participants in 2022 (increase/decrease compared to 2021)

	Conference events		Foreign participants		Domestic participants		Number of participants in total	
	Amount	Change 2021/2020	Amount	Change 2021/2020	Amount	Change 2021/2020	Amount	Change 2021/2020
Conference events in total	2,674	+134%	21,785	+308%	131,529	+183%	153,314	+196%
International events (foreign participants making up at least 20%)	400	+260%	20,773	+302%	8,418	+122%	29,191	+226%
Local events	2,274	+38%	1,012	+465%	123,111	+69%	124,123	+190%

Source: meetings.ee

Duration of events: 2022 vs 2021

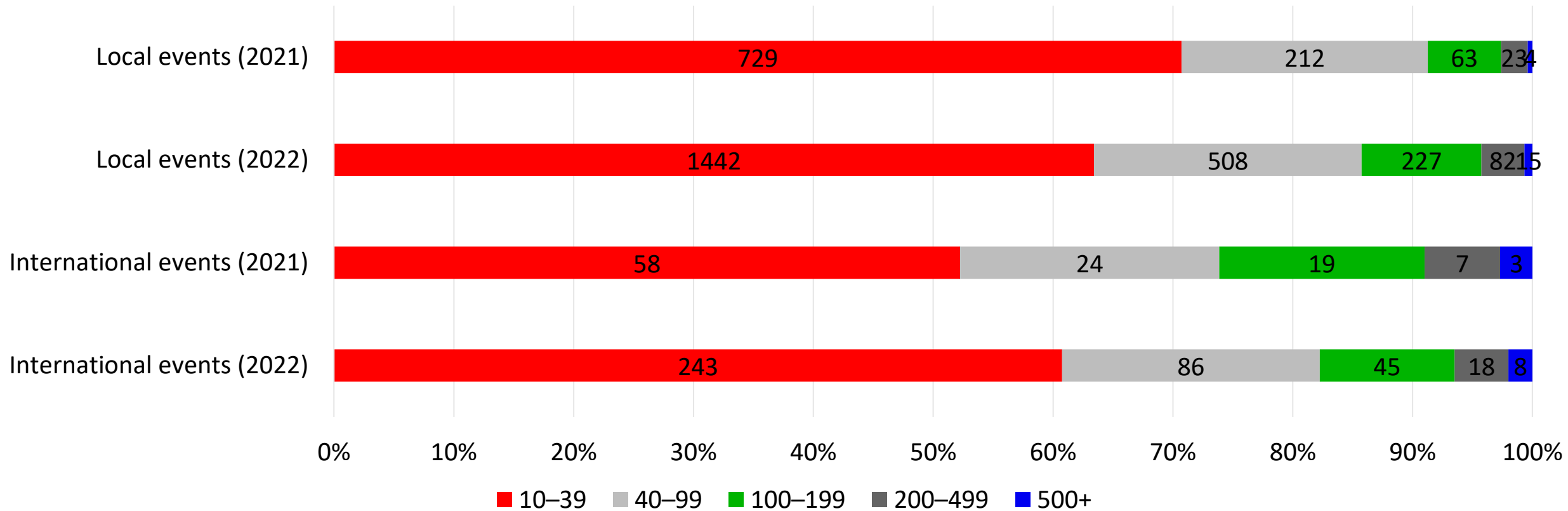
	Average duration in days	
	Local event	International event
2022	1.3	1.8
2021	1.6	3.4
2020	1.2	1.9
2019	1.2	1.8



Source: meetings.ee

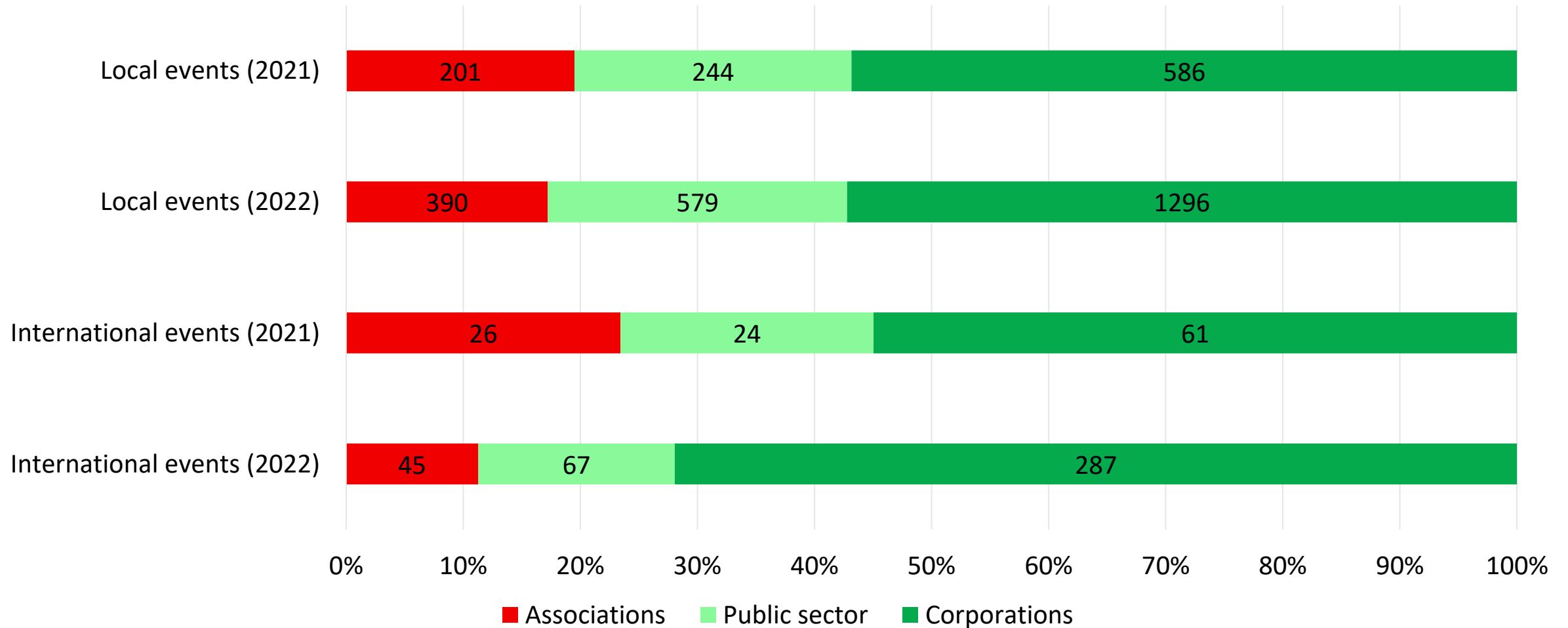
Size of events: 2022 vs. 2020

	Average number of participants	
	Local event	International event
2022	55	73
2021	42	81
2020	45	69
2019	58	81



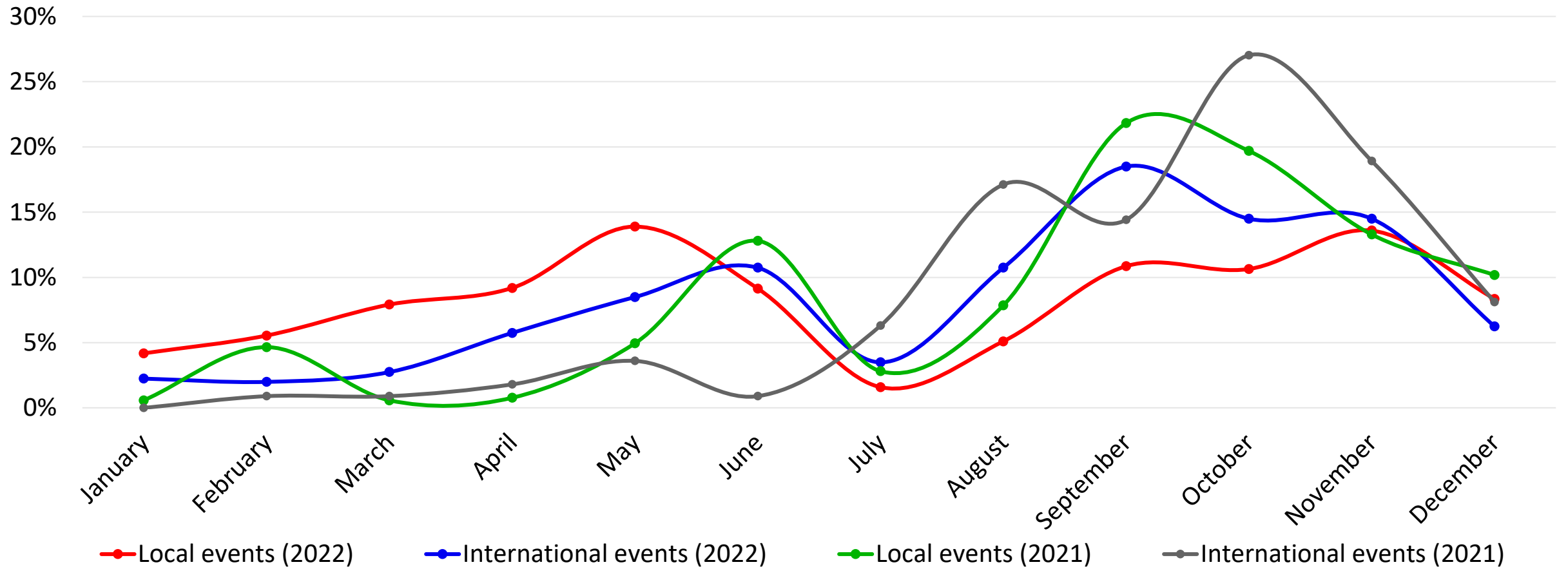
Source: meetings.ee

Organisers of events: 2022 vs 2021



Source: meetings.ee

Monthly distribution of local and international conference events in Tallinn: 2021 vs 2020



source: meetings.ee

Economic impact of conference events

	Average 2018–2019	2021	2022	Change 2022 vs 2021
Number of international events (at least 100 participants)	176	29	70	+141%
Foreign delegates (at least 100 participants)	35,954	3,345	10,810	+223%
Total revenue from events	30,010,806 €	4,425,482 €	10,734,981 €	+143%
Average total revenue per event	172,623 €	152,603 €	153,357 €	0%
Total tax revenue from events	4,566,025 €	583,980 €	1,444,425 €	+147%
Average tax revenue per event	25,943 €	20,137 €	20,635 €	+2%

Source: ECM Event Impact Calculator

International events in Tallinn with 500+ on-site participants in 2022

Name of event	Number of participants	Method of implementation	Month
Latitude59	2,400	On-site	May
Mindvalley University + Youth Day	1,830	On-site	July
Baltic Congress of Radiology	720	On-site	October
Nike Conference	600	On-site	June
Tallinn Digital Summit 2022	550	Hybrid	October
WISE Conference	500	On-site	January
CYCON 2022	500	On-site	May
Tallinn Music Week conference	500	Hybrid	May

Source: meetings.ee

TOTAL: 8 international conferences

Local events in Tallinn with 500+ on-site participants in 2022 (1)

Name of event	Number of participants	Method of implementation	Month
ROBOTEX INTERNATIONAL 2022	4,000	On-site	November
Cool School Day	1,200	On-site	November
WES	1,000	On-site	October
WES	800	On-site	March
Defence Resources Agency Conference	800	On-site	November
REDDIGITAL Conference	725	On-site	July
WES	700	On-site	July

Source: meetings.ee

Local events in Tallinn with 500+ on-site participants in 2022 (2)

Name of event	Number of participants	Method of implementation	Month
Estonian Service Industry Association Conference	690	On-site	June
TELIA DigitalHUB	686	Hybrid	November
National defence conference	600	On-site	September
World Usability Day Estonia 2022	585	Hybrid	November
Investor Toomas Conference 2022	550	On-site	January
Business Plan 2023	540	On-site	September
Tallinn recruitment days	500	On-site	May
Tallinn recruitment days	500	On-site	October

Source: meetings.ee

TOTAL: 15 local conferences

Key information

- There were a total of 2,674 conferences in 2022, 400 of which were international.
- 153,314 delegates participated in the conferences, 21 785 of whom were foreigners
- Compared to 2021, the number of conferences increased by 134% and the number of participants by 196%.
- The number of international events has increased by 260% and the number of participants by 308%
- Compared to 2019:
 - -29% events (including international events -60%)
 - -37% participants (including foreign delegates -61%)
- More than half of the events were organised by companies (59%). In 2021, 60% of events were organised by public sector institutions
- The length of the events has decreased – 78% of events last for 1 day (71% in 2021)
 - Local events last for 1.3 days and international events 1.8 days (the respective numbers for 2021 were 1.6 and 3.4)
- 85% of events have less than 100 participants (90% in 2021)
- In 2022 the conferences made €10.7 million for the city

Enterprises who submitted data to the meetings.ee database regarding conference events 2022

Alexela Concert Hall
Baltic Travel Group
CWT Estonia
Estonian National Museum
Energy Discovery Centre
Estonia Resort Hotel & SPA
Georg Ots Spa Hotel
GoHotel Shnelli
Hedon Spa & Hotel
Hilton Tallinn Park Hotel
Hotel Euroopa
Hotel Lydia
Hotel Ülemiste
Ice Age Centre
Kadaka Conference Centre
Klaara-Manni Holiday and Conference Centre
Pierre Chocolaterie
Conference Masters
Tallinn Creative Hub

Kumu Art Museum
Lepanina Hotel
Maria Farm
Nordic Hotel Forum
Ojako Tourism Farm
Original Sokos Hotel Viru
Park Inn by Radisson Meriton Tallinn
Pernova Nature House
Profexpo
PROTO Invention Factory
Publicon
Pärnu Bay Golf Links
Pärnu Hotel
Pärnu Concert Hall
Radisson Blu Hotel Olümpia
Radisson Collection Hotel Tallinn
Reiser
Reisiekspert Conference Expert
Unibet Arena
Schlössle Hotel

SPA TOURS OÜ
Strand SPA & Conference Hotel
Swissotel Tallinn
Tallink City Hotel
Tallink SPA & Conference Hotel
Tallinn Zoo
Tallinn University of Technology
Tallinn TV Tower
Tallinn Teachers' House
Tallinn University Conference Centre
V Spa Hotel
Vanemuine Concert Hall
Villa Ammende
Villa Andropoff
Villa Wesset
Von Stackelberg Hotel Tallinn

Total: 55 (+8%)

Source: meetings.ee