



MAJANDUS- JA
KOMMUNIKATSIOONI-
MINISTEERIUM

Eesti turism 2024. aastal

Estonian Tourism in 2024

Aleksandr Michelson, PhD

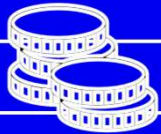
Majandus- ja Kommunikatsiooniministeerium

Ministry of Economic Affairs and Communications

31.01.2025



2023
turismi otsene ja kaudne mõju
(% SKT-st)
umbes 5-7%



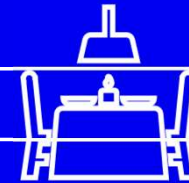
2023
direct and indirect impact of
tourism
(% of GDP)
around 5-7%

2024. a läbis
Tallinna lennujaama
u 3,5 mln reisijat,
läbi aegade parim tulemus
(2024/2023 +18%)



A record-breaking
ca 3,5 mln travellers
at Tallinn Airport in 2024
(2024/2023 +18%)

2024
35 restorani
Michelini restoranigiidis, sh 1 **
ja 1 *

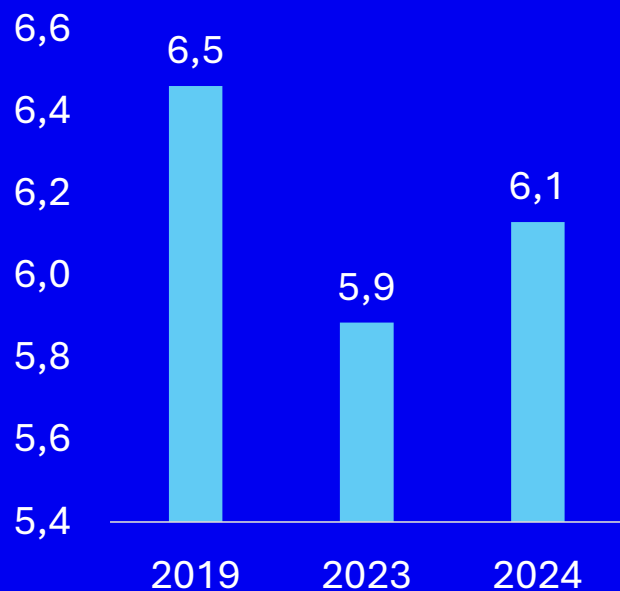


2024
35 restaurants
in the Michelin Guide, including
1 ** and 1 *

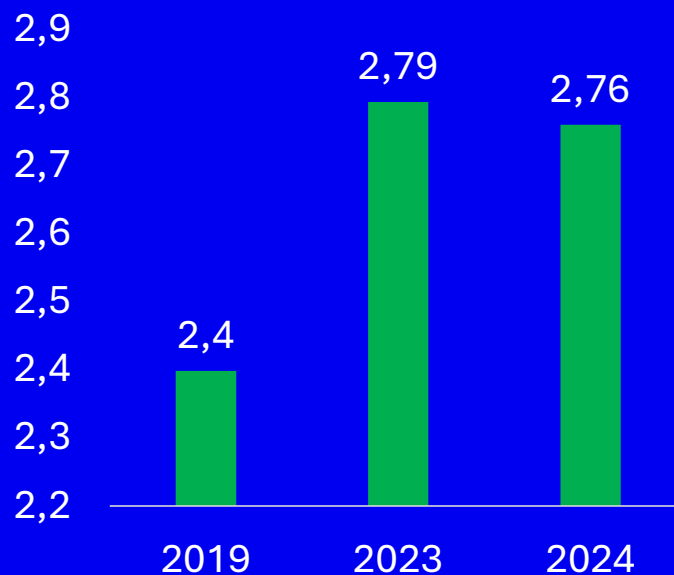
Ööbimiste arv, jaanuarist novembrini 2024, miljonit

Number of nights spent, Jan-Nov 2024, mln

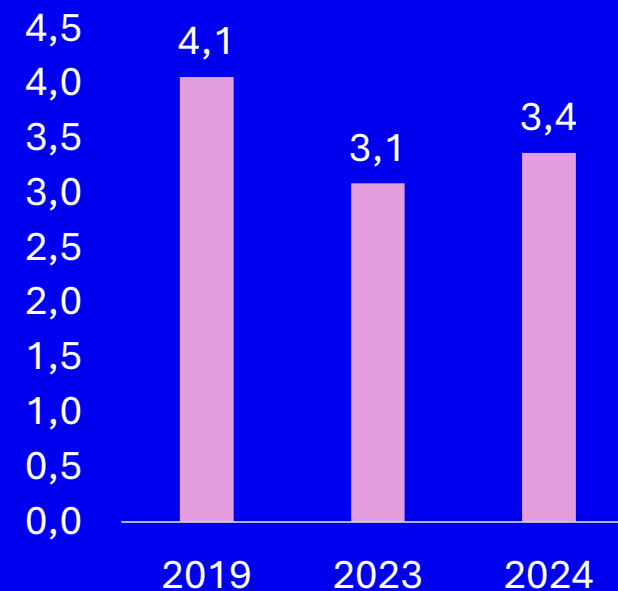
Kõik turistid
All tourists



Siseturistid
Domestic tourists

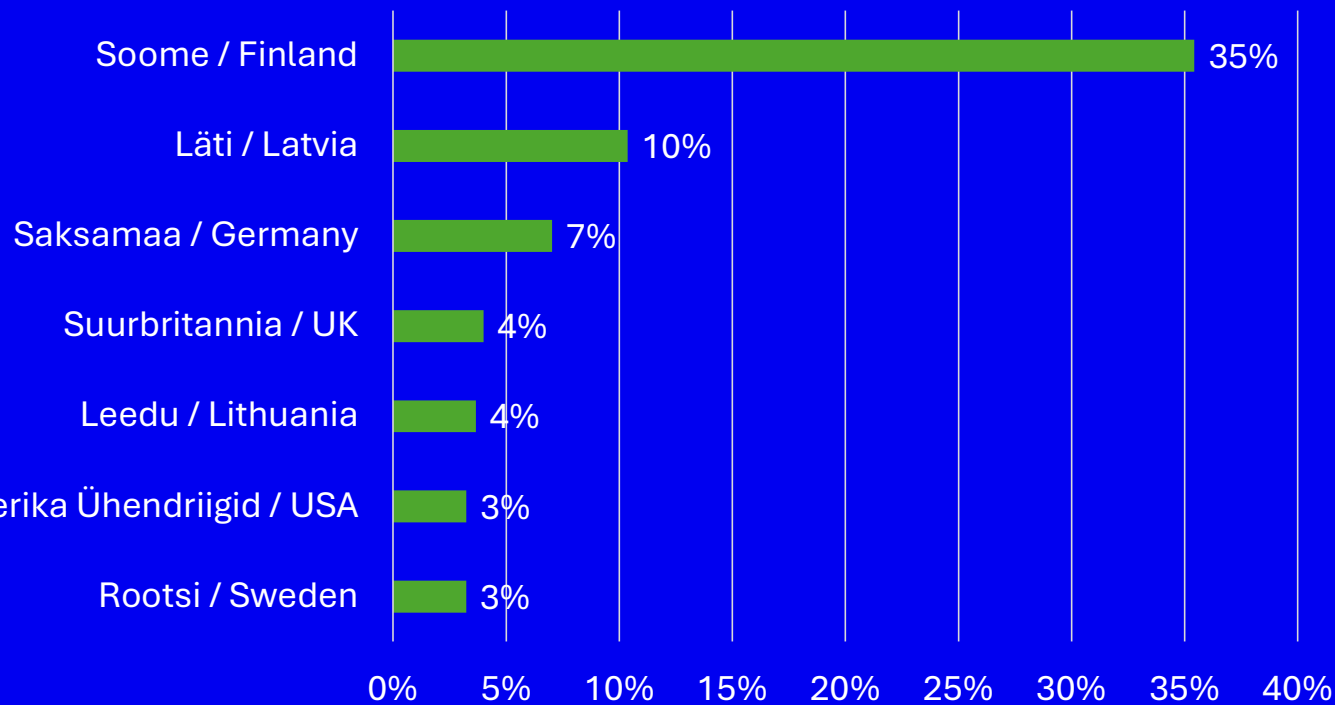


Välituristid
Inbound tourists



TOP 7

Ööbimiste arv riikide lõikes,
välisturistide ööbimiste %, jaanuarist novembrini 2024
Number of nights spent,
% of foreign tourists, Jan-Nov 2024



2024 I-III kv
Eesti elanike
reisid välismaale
Trips of Estonians abroad, I-III Q 2024

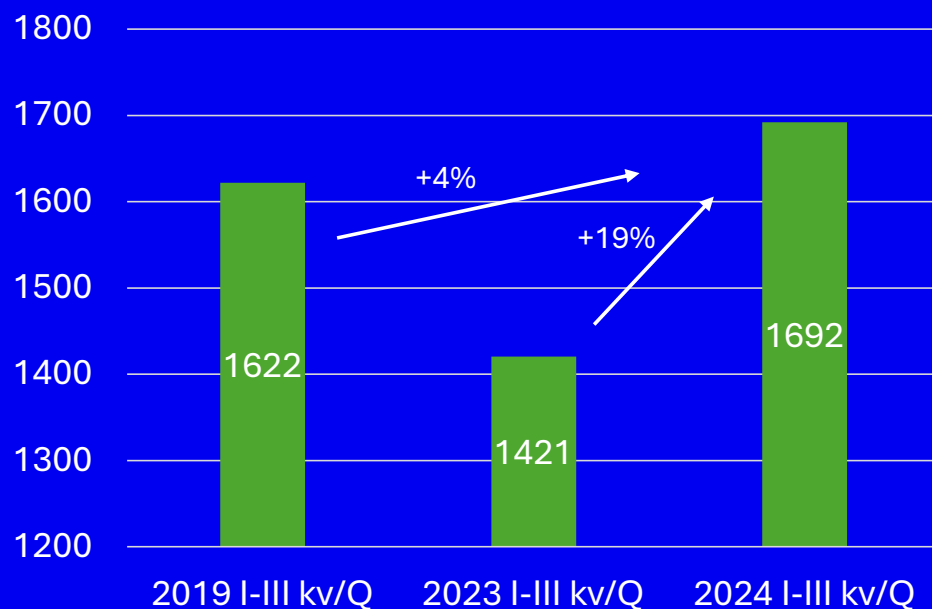
17% Soome/Finland
15% Läti / Latvia
7% Saksamaa / Germany
6% Poola / Poland
5% Leedu / Lithuania
5% Rootsi / Sweden
4% Itaalia / Italy
4% Türgi / Türkiye

Väliskülastajate kulutused Eestis

Incoming visitors spending in Estonia

Turismiteenuste eksport / Export of tourism services

miljonit eurot / million euros



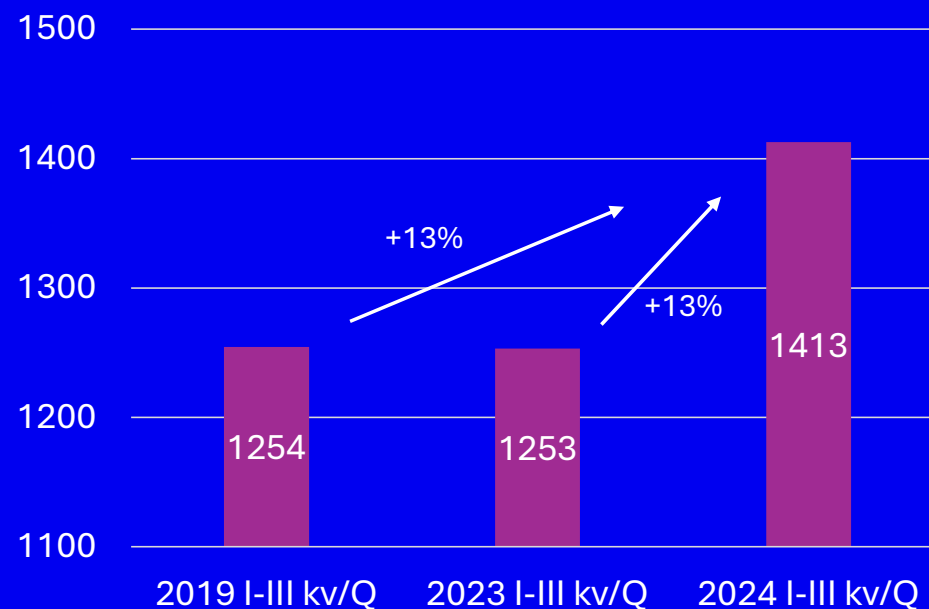
Turismiteenuste eksport = reisiteenused + reisijatevedu.
Export of tourism services = travel services + passenger transport.

Eesti elanike kulutused välismaal

Estonians' spending abroad

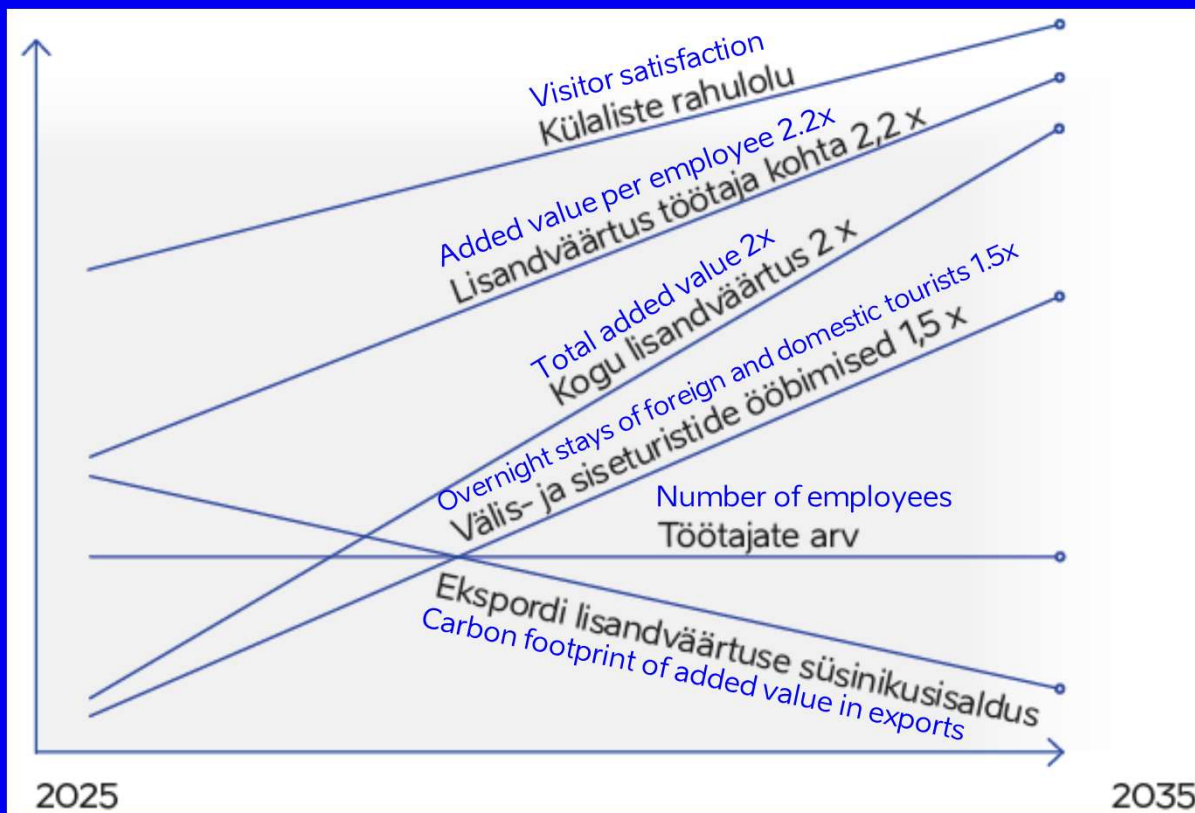
Turismiteenuste import / Import of tourism services

miljonit eurot / million euros



Turismi pikk vaade 2035

Estonian Tourism Long-Term Vision 2025–2035



www.mkm.ee/turism2035





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