

HOLIDAY TRAVEL PREFERENCES OF ESTONIAN RESIDENTS

Survey by TNS Emor

At the request of Eesti Pank, TNS Emor conducted a survey of 500 Estonian residents aged 15 to 74 years on holiday travel and holiday travel services. The survey was based on the categories used to calculate travel services statistics for Estonia's balance of payments.

Below is a summary of more significant results.

As expected, Estonians' most favourable holiday destinations are the neighbouring countries. 22% of all respondents visited Finland in 2007, followed by Latvia, Lithuania and Sweden.

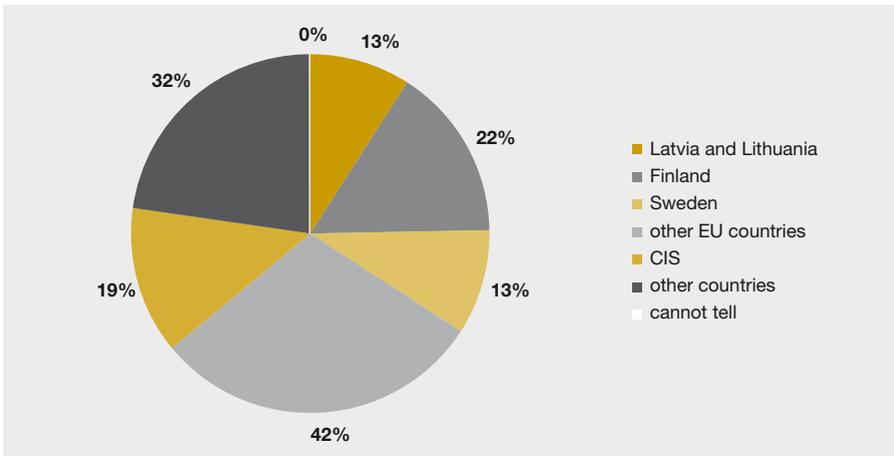


Figure 1. What were your holiday destinations in 2007?

Only 44% of respondents sought the assistance of travel agencies or bought a package tour, whereas as much as 61% preferred independent travel. This is only logical, considering that many people visited neighbouring countries. Older age groups and those with higher education tended to prefer package tours.

As for the length of the trips, most ranged from 6 to 10 days, but there were also longer holidays of 11 to 20 days. Entrepreneurs or self-employed people (46%) were able to take the latter more frequently than other categories of employees.

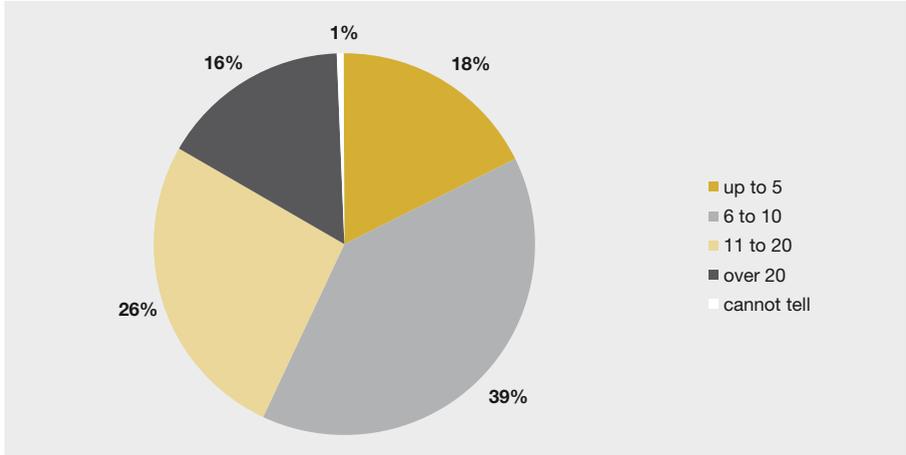


Figure 2. How many days did your holiday trip last?

The survey also aimed to establish how people paid for their holidays. It appeared that the number of people who saved up or who paid from current income was almost equal. Paying for holidays through credit was rarely used.

It is interesting, though, that credit was more frequently used by groups with lower levels of income compared to higher income groups. Even though the press may have created an impression that employers often cover costs of holiday trips, the proportion of the trips actually paid for by employers was fairly low. Also, people with lower educational levels travelled relatively more frequently at the expense of their employers.

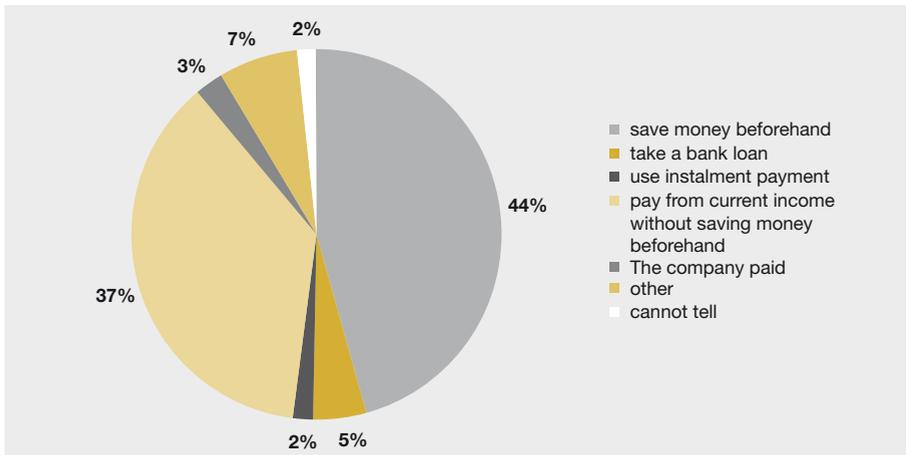


Figure 3. How did you pay for the trip? Did you...