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Estonia: Understanding traveler needs and providing improved services:

The amount of low budget independent travellers has been increasing all over the world. These people buy much less of the traditional tourism services like packaged tours and they do it usually to get more of the local experience and to save money. However, studies from different countries have shown that lower daily budgets of these travellers are often compensated by a longer stay. Besides, the different spending pattern of this visitor segment has been found to provide an additional positive impact on local communities. The low budget independent traveller niche has so far received relatively little attention by Estonian tourism development organisations. However, as the tourism industry contributes significant revenues to the economy, it is therefore very important to realise the value of this traveller group to use wisely funds for tourism marketing. The objective of this research was to get more detailed statistics about the low budget independent travellers in Estonia and to receive feedback on how to get more independent travellers to Estonia, how to lengthen their stay and what kind of travel services should be targeted to them.