

Tourism in Latvia



Tourism Goals



Vision

Latvia – recognized in its target markets as an attractive tourism destination for individual tourists, it provides true, sincere hospitality and high quality, innovative, authentic and sustainable tourism products with high added value in the relevant target segments, created by people with knowledge and professionalism.

Economic goals

length of stay of non-resident travellers

> 3 nights

local tourism services

> increase (%)

compared to the total tourism services

tourism service exports

increase 5-10%

compared to the previous year

share of characteristic tourism industries

5% of GDP

Marketing objectives

Brand

Cooperation

Quality

Seasonality

Product development

Source: Latvian Tourism Marketing Strategy for 2010-2015



Tourism Resources



Cultural tourism

Heritage
(architecture, history, art)
Events
Notable persons
Cuisine

High value-added products

Medical and health tourism
Sporting events and infrastructure
Conferences, workshops, exhibitions

Nature tourism

Bird watching
Nature trails
Boating
Fishing and angling
Mushroom and berry picking
Nordic walking
Skiing
Cycling
Adventure competitions



Tourism Product Development



Destinations

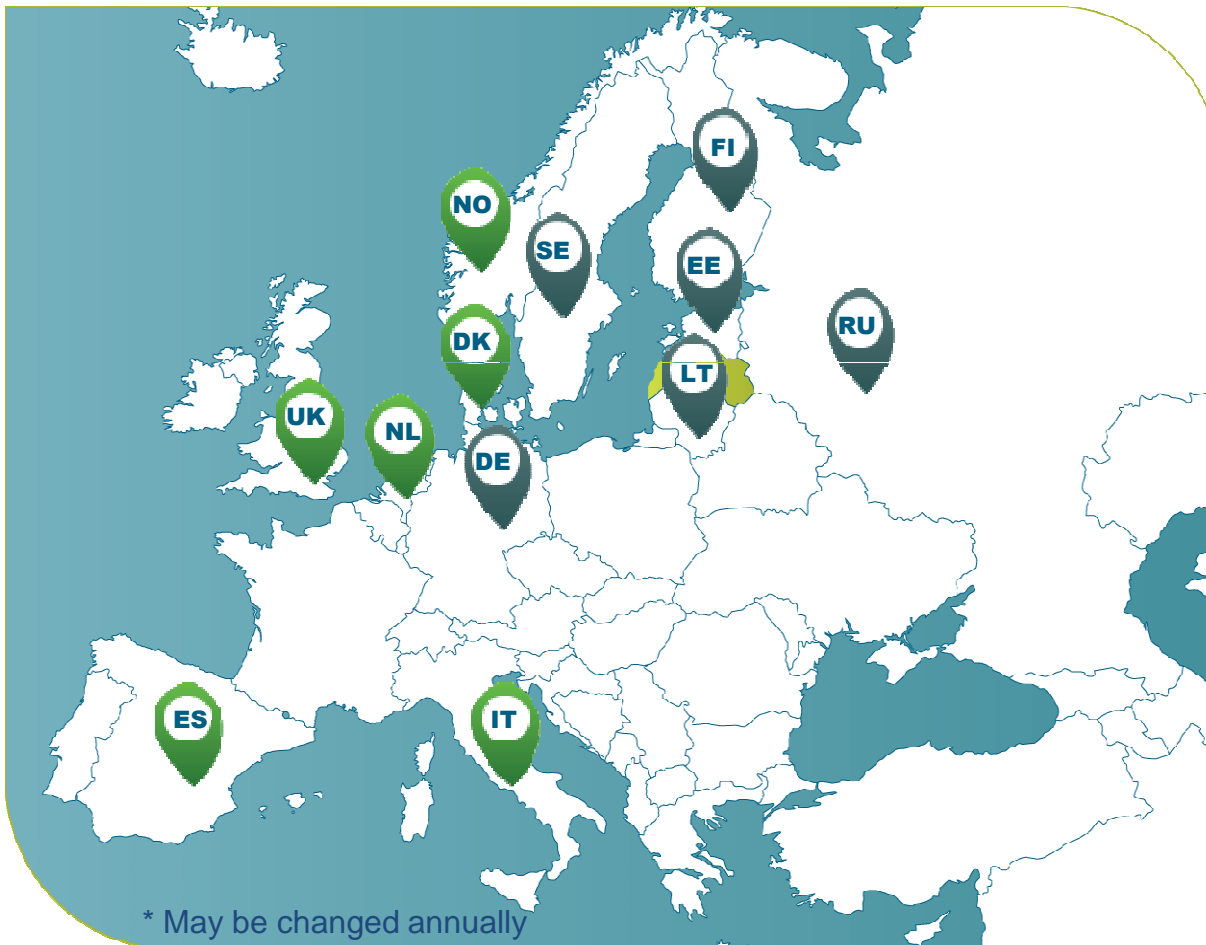
Riga +
Latvia
Latvia + Baltic States
Latvia + Baltic States + Russia/Scandinavia

Core values

Quality
Sustainability
High added value
Individualization
Involvement and experience



Incoming Tourism Markets



High priority

- DE - Germany
- EE - Estonia
- FI - Finland
- LT - Lithuania
- RU - Russia
- SE - Sweden

Priority *

- DK - Denmark
- ES - Spain
- IT - Italy
- NL - Netherlands
- NO - Norway
- UK - United Kingdom

Source: Latvian Tourism Marketing Strategy for 2010-2015

2009



Tourism Overview

Tourism of GDP (%) [2007]

4.1

Tourism balance of trade (millions, EUR)

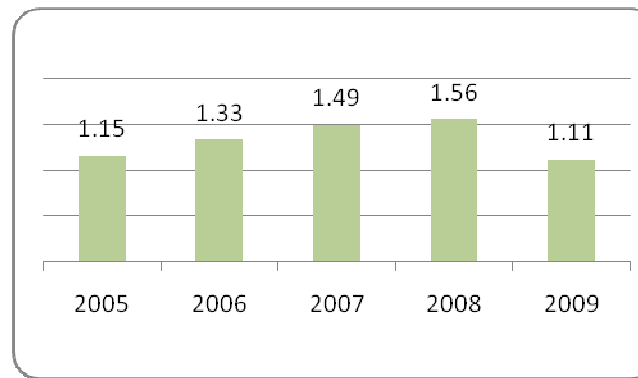
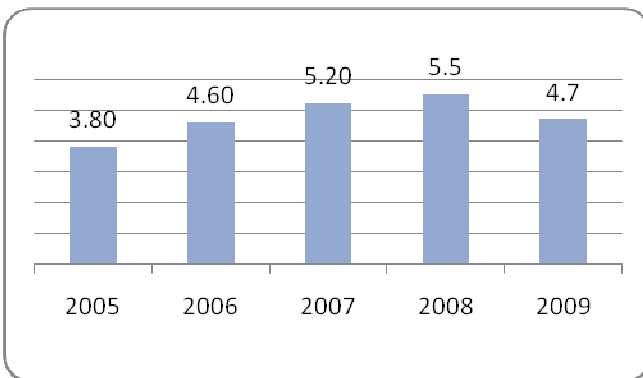
-91,5

Border crossings of non-resident travellers (millions) ■

4,7

Arrivals in accommodation establishments (millions) ■

1,11



Source: Central Statistical Bureau of Latvia



2009



The Tourism Sector

In 2009, the number of border crossing by foreign visitors reached 4,7 million, which is by 14,5% less than in 2008. Expenditure by foreign visitors to Latvia in 2009 has also decreased, falling to 490 million EUR, which is down by 15% in comparison with 2008. (in 2008 it reached 574 million EUR)

The decline of the tourism sector in 2009 is mainly due to the following factors:

- The economic downturn has seriously reduced domestic demand and purchasing power;
- Decreased demand for Latvian tourism products in the key priority markets;
- Reduced competitiveness due to the increase in VAT on hotels and other accommodation + services.

Regardless of an improvement in indicators, the tourism balance of payments indicators are still negative – the expenditure of Latvian residents abroad in 2009 exceeds the expenditure of foreign visitors in Latvia by 91.5 million EUR, or 19%. The average duration of stay by foreign visitors (including same-day visitors) in Latvia in 2009 decreased to 1.3 days.

Positive tendencies in the first quarter of 2010

- Overnight stays by foreign tourists has increased by 4%
- Passenger turnover has increased – port by 32%, airport by 21%|
- The VAT rate on accommodation has been reduced to 10% since May

Source: Ministry of Economics of Latvia



Nights Spent by Non-resident Travellers

2009



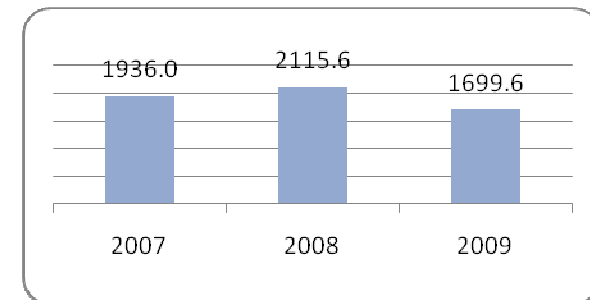
TOP 10 countries			
1	DE	197.5	-25.4
2	RU	196.6	0.8
3	FI	153.3	-17.1
4	BY	131.5	28.4
5	LT	120.5	-38.7
6	NO	118.6	-15.1
7	SE	102.8	-14.4
8	EE	90.2	-30.5
9	UK	78.3	-43.1
10	IT	60.4	-15.3

BY - Belarus
 DE - Germany
 EE - Estonia
 FI - Finland
 IT - Italy
 LT - Lithuania
 NO - Norway
 RU - Russia
 SE - Sweden
 UK - United Kingdom

Changes to the previous year (in per cent)

Number of nights spent (thousands)

Total nights spent



Expenditure Non-resident Travellers

2009



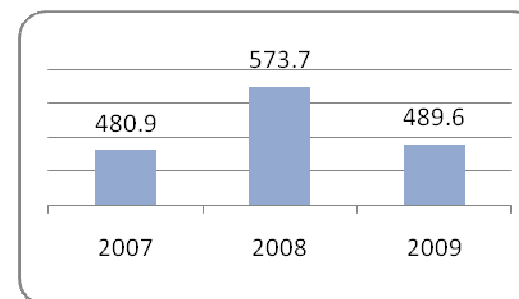
TOP 10 countries			
1	RU	47.8	43.3
2	SE	36.7	32.9
3	FI	33.4	4.0
4	DE	33.0	22.1
5	LT	27.6	-4.8
6	NO	26.5	-3.7
7	UK	25.5	-5.0
8	EE	20.1	-11.7
9	US	16.8	1.7
10	DK	9.5	-46.7

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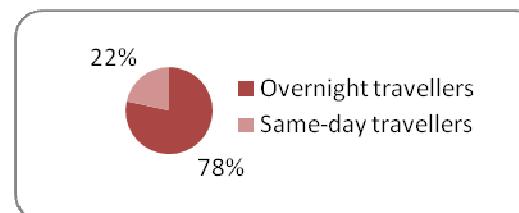
Changes to the
previous year (in
per cent)

Total expenditure in
Latvia (millions,
EUR)

Total expenditure



Total expenditure by
traveller types

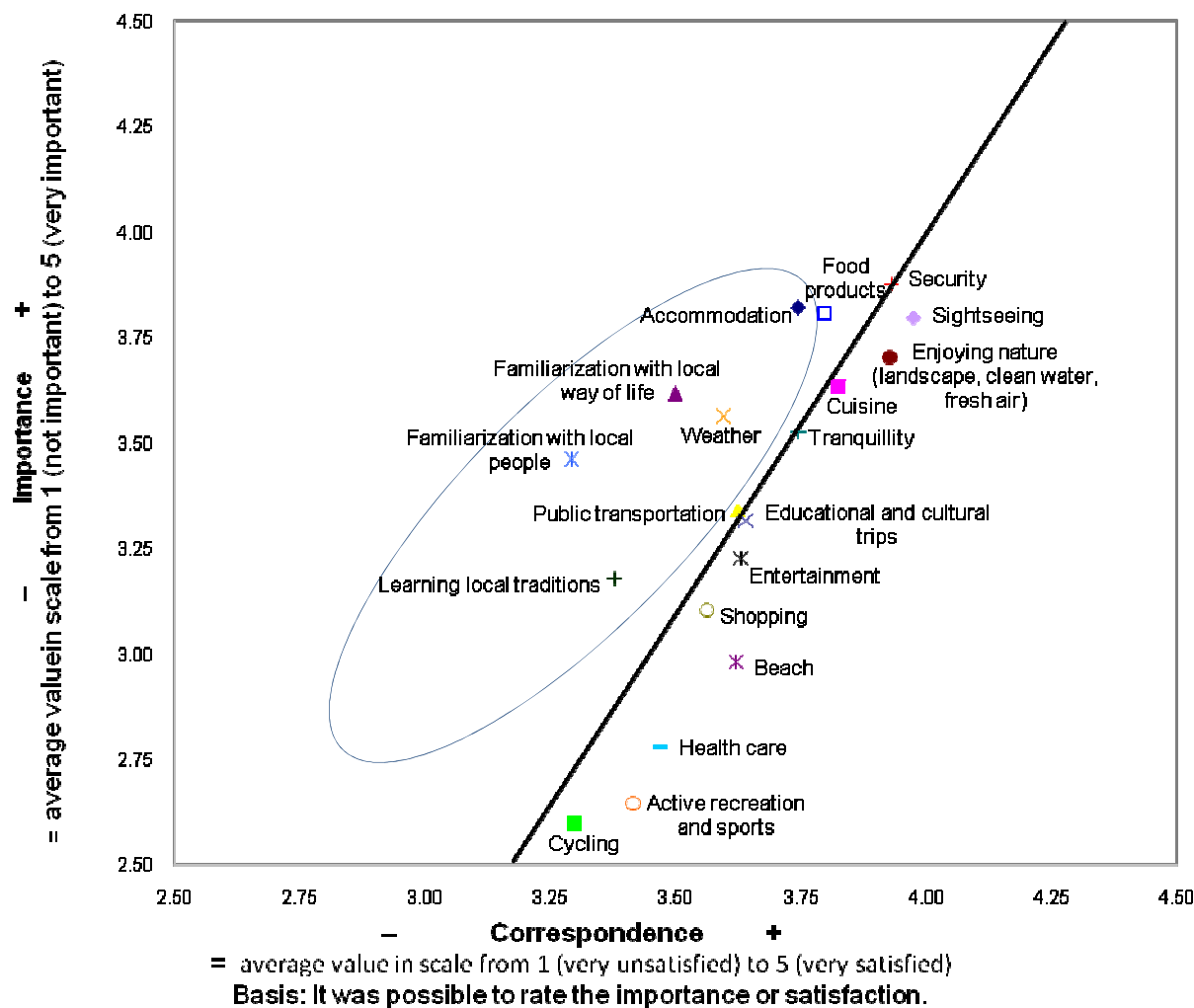


Source: Central Statistical Bureau of Latvia



Satisfaction Matrix Foreign Travellers

2007



Source: Foreign tourist research 2007 / Latvian Tourism Development Agency



What Attracts Travellers to Latvia?

2007



Average value in the scale from 1 (not important) to 5 (very important).
Basis: It was possible to rate the importance of the specific quality.

Travellers who repeatedly return to Latvia list the hospitality of local inhabitants as the main reason – other criteria is less important.

Tourism Brand



Demand and Values



Changes in Demand

Changes in consumer values, reflected in **changes** in the **demand** for tourism products and services, were taken into consideration in creating the new tourism brand.

They have become “**greener**”, closer to “**true values**” and focused on **experiences, the senses and knowledge.**

Latvia's Values and Positioning

The Latvian tourism brand platform seeks to utilise the existing range of Latvian tourism products and not compete with the main rivals, but to change the “**format**” **within which a tourist gets to know Latvia.**

The values of the Latvian people, their emotions and behaviour were taken into consideration when creating the new Latvian tourism brand. The most specific core values that have remained constant over the last 5 years are “**peace-loving**”, “**family orientated**” and “**mindful of classical moral canons**”.



Best Enjoyed Slowly



Our promise to a visitor to Latvia is

That Latvia is a place, where having arrived, you have the opportunity to change the tempo of your life, to relish unhurried leisure experiences, thereby savour new experiences, allowing you to aspire to harmony and reveal your true inner values.

Unhurried leisure in Latvia

- ✔ is an invitation to stay longer and return
- ✔ is a compact use of your time that encourages you to stay
- ✔ is a way of experiencing the best things in Latvia
- ✔ is a product created by Latvian tourism

Target groups

- ✔ Tourists who enjoy unspoiled nature, the sea and coast
- ✔ Active leisure, observing sustainability principles
- ✔ Tourists who demand high quality entertainment
- ✔ Clean and well kept rather than wild nature



Tourism logos



Tourism Website



For travellers, the best thing about Latvia is that it is so compact. Its 500 km of sandy beaches are easily reached from historical towns, where medieval hanseatic foundations support baroque and art nouveau buildings, that become venues for cultural festivals during the summer. Families of storks happily give their seal of approval to the unspoilt nature, fresh air and clean water around them. In addition to Riga, its spectacular gateway, there are 6 other UNESCO world heritage listed sites. A trading hub for over 800 years, it is well versed in welcome. With such a variety, Latvia is [best enjoyed slowly.](#)



TOP 10 tourist
site

Riga



Riga with 806 thousand inhabitants has more big-city attractions than any other city in the Baltic States.

Riga is rich in history, culture and diverse entertainment..

in 1997 the Central part of Riga was included in the UNESCO World Heritage List.

European Capital of Culture 2014.

www.rigatourism.com www.liveriga.com

TOP 10 tourist
site

Rundāle Palace



Rundāle Palace is Latvia's most outstanding baroque and rococo architectural monument.

It was designed by the Russian Imperial Court architect Francesco Bartolomeo Rastrelli.

The Mezotne Palace and Bauska Castle , also outstanding attractions, are nearby.

➔ Riga: 70 km

TOP 10 tourist
site

Turaida Museum Reserve



Covering 42 hectares, Turaida Castle Museum Park encompasses items of natural, cultural and historical importance.

From the top of the soaring red brick tower of the restored 13th century Turaida castle visitors have a breathtaking view across the Gauja river valley.

➔ Riga: 40 km

TOP 10 tourist
site

Jūrmala



Jūrmala is the largest seaside and balneotherapy resort in the Baltic States.

Jūrmala is proud of its unique natural resources, such as, its curative mineral waters, medical healing mud, pine forests, healthy seaside climate, and a white sandy beach that is 33 km long. It is also known for wooden Art Nouveau.

➔ Riga: 25 km

TOP 10 tourist
site

Aglona Basilica



The Aglona Basilica is built in the late baroque style and flanked by two impressive 60 m towers.

Every year on the 15th of August thousands of pilgrims visit Aglona to celebrate Ascension Day.

Aglona is the spiritual centre of Latgale.

➔ Riga: 220 km

www.visitaglona.lv

TOP 10 tourist
site

Gauja National Park



Gauja National Park is thickly forested, interspersed with rivers, large and small lakes and almost limitless opportunities for tourism and recreation.

Canoeing and rafting is popular, as are cycling, horse riding, bird watching and observing nature. Popular tourism destinations like Sigulda, Cēsis and Līgatne are all to be found within the reserve.

➔ Riga: 40 km

TOP 10 tourist
site

Kuldīga's Old Town



Kuldīga is a charming little town particularly beloved by painters and poets.

The town is also famous for possessing the widest waterfall in Europe – Ventas Rumba (249 m), over which salmon can be seen leaping in spring.

The Abava valley and The Pedvale open air art park are nearby.

➔ Riga: 155 km

TOP 10 tourist
site

Cēsis Old Town and Castle



Cēsis is located in the center of Vidzeme and is one of the prettiest cities in Latvia.

The symbol of the city is the ruins of a medieval castle, which, together with the park, creates a romantic atmosphere.

➔ Riga: 90 km

TOP 10 tourist
site

Liepāja



Liepāja is an important city on the Eastern coast of the Baltic Sea.

Walk the labyrinths of the Northern Fort; discover the nature of Karosta's architecture or the former prison; look at Art Nouveau buildings in the town centre and distinctive wooden architecture at Seaside Park.

Come to the Baltic Beach Party or any other of the many musical events the city is renown for.

➔ Riga: 215 km

TOP 10 tourist
site

Ventspils

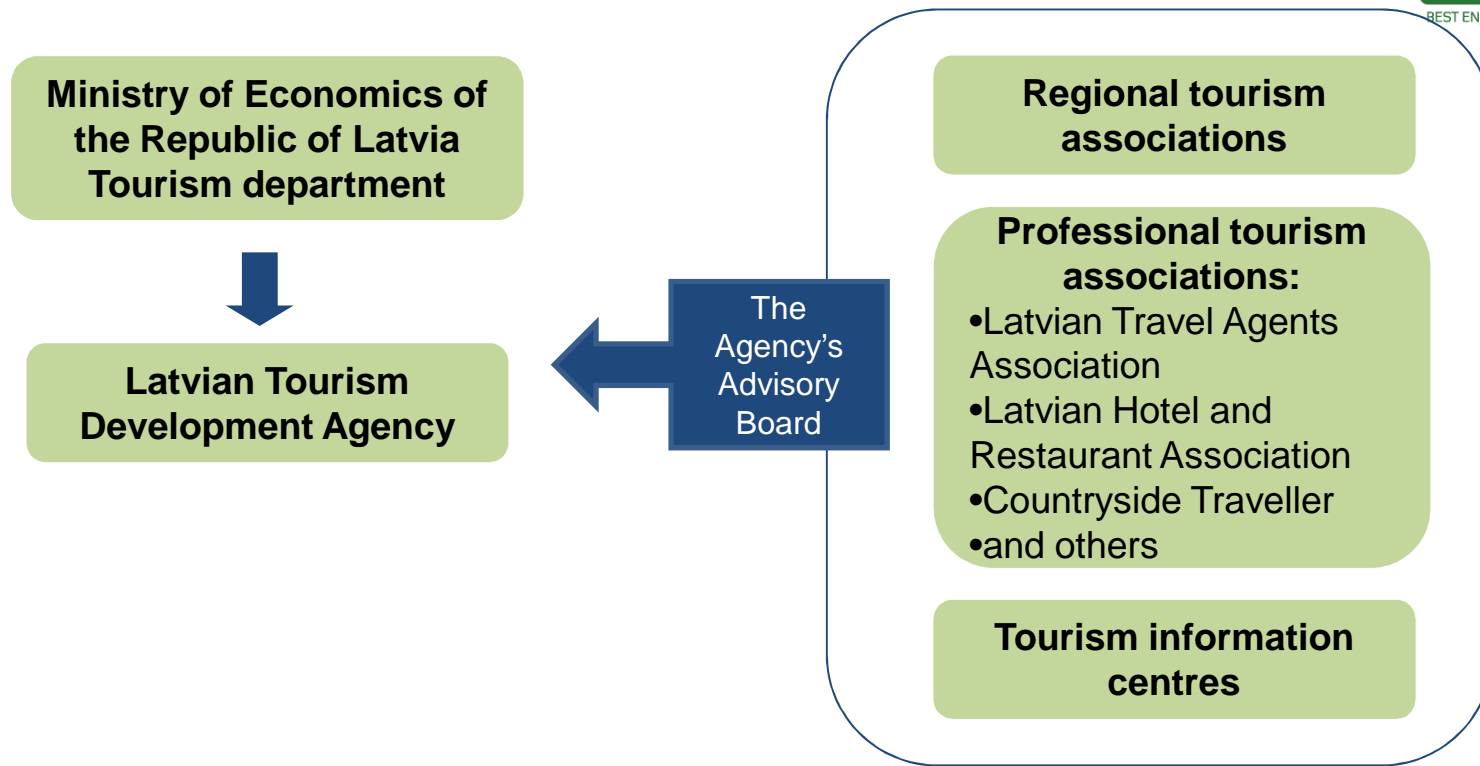


The City of Ventspils – a popular tourism centre offers recreation on the wonderful well-equipped Blue Flag Beach and Aqua Park .

Tourists are welcome to walk the cobbled streets of Ventspils Old Town, visit the Livonian Order Castle (1290) and Ostgals. Ventspils is ideal for family vacations.

➔ Riga: 190 km

Tourism Organizations



The Latvian Tourism Development Agency



The main goals of LTDA for 2010

Marketing objectives

- Development of the strategy, creation of the new brand, product development, the promotion of collaboration in product development
- New portal

The attraction of EU (European Regional Development Fund) funding for marketing activities in 2011.

Daily marketing activities according to the annual plan

Budget 350 000 LVL for the execution of marketing activities in 2010

Staff 12

www.tava.gov.lv

www.greetingsfromlatvia.lv

www.latvia.travel

www.balticconnecting.com





Thank you for your attention!

