



**ESTONIA – FAVOURITE
DESTINATION FOR LATVIANS
HOW WE WILL TRAVEL THIS YEAR?**

Inese Sirava, Director of Tourism Department
Investment and Development Agency of Latvia (LIAA)
Parnu / 27.05.2021.



About LIAA

INVESTMENTS
EXPORT
TOURISM
INNOVATION

 **LIAA** Latvijas Investīciju un attīstības aģentūra
Investment and Development Agency of Latvia



STRONG INTERNATIONAL PRESENCE





**Why Latvians travel to
Estonia?**

NEIGHBOURS
CLOSE DESTINATION
DOMESTIC MARKET



⚓ TURISMIINFO

NOOR KAART

EKSKURSIIONID

OLGEVAATLUS

BATTALMÄNITL

Naudi
enimist võimalusi
süüsiin
Greenfield

ICE CREAM

SOOGID

RATTAD

ST INFO

UUS! PRANGLI SAARE
VIRTUAALGIID
NEW!
VIRTUAL TOUR GUIDE
ASK FOR MORE
15€
RATTARENT
BIKE RENTAL 3€/hr

* TAARA *
BOTTLES, CANS

PRÜGIKAST *
GARBAGE *

ESTONIAN ISLANDS





NATURE TOURISM









**UNUSUAL TOURISM ATTRACTIONS,
INTERACTIVE MUSEUMS, FAMILY
ATTRACTIONS**



SPA AND BEACH



**PÄRNU -
DESTINATION AND «MUST» STOP**



TOURISM IN NEW REALITY

WHEN RETURNING TO LATVIA FROM ABROAD

If, in the last 14 days, you have been in one of the countries [published here](#) that is subject to special precautionary and restrictive measures, you must [self-isolate](#) at your place of residence or elsewhere for 10 days!

[Self-isolation](#) is not obligatory if the person has been vaccinated against Covid-19 and can provide a medical certificate (showing that the full vaccination course was completed at least 15 days ago), unless the person is returning from outside the European Union, Switzerland, the United Kingdom, or European Economic Area.



WHEN RETURNING TO LATVIA FROM ABROAD

Before arriving in Latvia:

- a Covid-19 test must be taken, the negative result of which must be presented upon boarding. The certificate must be issued within the last 72 hours!
- Within 48 hours before your arrival, you must fill in the electronic form on the [Covidpass.lv](https://www.covidpass.lv) website, indicating the result of your test and the purpose of your arrival.
- In case of a positive test result, you may only arrive in Latvia by private vehicle, however, take into account that, on your way to Latvia, you may also have to face the entry restrictions set by other countries when transiting. Detailed travel alerts for individual countries are available [here](#).



Travel sentiment in Latvia

HOW WE FEEL AND TRAVEL NOW?

Although **43%** of the Latvian population is still worried about the coronavirus situation, it can be observed that in the spring of 2021 the population feels less worried than it was in 2020



HOW WE FEEL AND TRAVEL NOW?

73% travel in Latvia

28% do it more often than before COVID-19

Domestic travel is a **new habit for young people** in age group 18-34 years and 25-34 years (respectively: 49% and 43%), as well as in **families with children** (36%).



HOW WE FEEL AND TRAVEL NOW?

60% think and dream about traveling abroad

21% have postponed their travel plans

23% plan to the same extent as before

16% plan travelling more



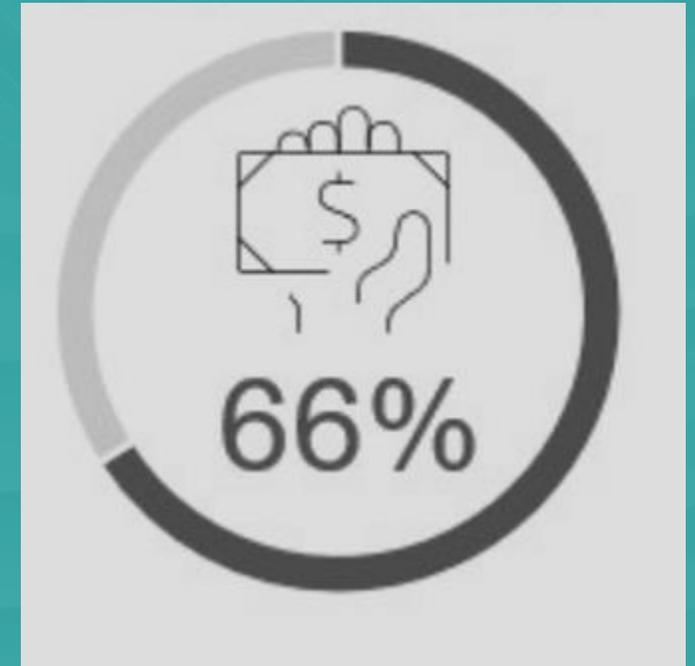
HOW WE FEEL AND TRAVEL NOW?

52% of Latvians (age 18 to 60) think that **restrictions should be lifted** without requiring mandatory testing and self-isolation for people who have already had Covid-19 or have been fully vaccinated



FINANCIAL SITUATION IN HOUSEHOLDS

66% of Latvian households still assess their economic situation as good, and this indicator has been stable throughout the year.



WHAT DO PEOPLE EXPECT FROM COMPANIES?

41% - quality of goods and services

37% - discounts and special offers

29% - use of digital communication tools



REASONS WHY LATVIANS DO NOT TRAVEL



37% lack of money

29% lack of free time

16% no motivation / lack of
information

What you usually do on holiday?

69%

visit nature parks,
activities in nature

48%

Visit towns, most
popular tourism
attractions

43%

Cultural and
historical places

Important factors for choosing holiday destinations

50% Peace and quiet

51% Active tourism offer

48% Gastronomy

45% Cultural tourism offer

Information sources

84%
Internet

58%
Recommendations
from friends and
relatives

50%
Social media

Social Media Influencers in Latvia

www.influenceri.lv/

Golin Accelerators of Relevance Index 2021

1. **SCALE** - the index includes influencers who have at least 1000 real followers from Latvia
2. **LATVIA** - the index includes those with at least 20% real followers from Latvia
3. **ENGAGEMENT** - audience engagement rate
4. **VISIBILITY** – awareness of influencer outside social network in online media to identify the potential of the content it creates to reach the media
5. **SECTOR** - lifestyle, beauty, design, fashion, food, entertainment, photo & video, sports, youth
6. **COMPETENCE** - competence in the represented field, quality of content related to this field and personal opinion
7. **HONESTY** - transparency regarding sponsored content

INFLUENCER'S TOP10 BY NUMBER OF FOLLOWERS

Indeksa rezultāti pēc sekotāju skaita



Mikro-influenceri

Labākie indeksa rezultāti
influenceriem ar sekotāju
skaitu 1000–10'000

<http://www.influenceri.lv/mikro-influenceri/>



Medium-influenceri

Labākie indeksa rezultāti
influenceriem ar sekotāju
skaitu 10'000–25'000

<http://www.influenceri.lv/medium-influenceri/>



Makro-influenceri

Labākie indeksa rezultāti
influenceriem ar sekotāju
skaitu virs 25'000

<http://www.influenceri.lv/makro-influenceri/>

INFLUENCER'S TOP3 BY SECTOR

Tik Tok, Family, Lifestyle, Beauty, Design, Fashion, Food, Entertainment, Photo & Video, Sports, Youth



Tik Tok

Labākie indeksa rezultāti Tik Tok influenceriem



Ģimene

Labākie indeksa rezultāti ģimenes influenceriem



Dzīvesstils

Labākie indeksa rezultāti dzīvesstila influenceriem



Skaistums

Labākie indeksa rezultāti skaistuma influenceriem



Dizains

Labākie indeksa rezultāti dizaina influenceriem



Mode

Labākie indeksa rezultāti modes influenceriem



Ēdiens

Labākie indeksa rezultāti ēdiena influenceriem



Izklaide

Labākie indeksa rezultāti izklaides influenceriem



Foto & video

Labākie indeksa rezultāti foto & video influenceriem



Sports

Labākie indeksa rezultāti sporta influenceriem



Jaunatne

Labākie indeksa rezultāti jaunatnes influenceriem

What reasons encourage repeated trip to destination? (very important factors)

26%

Nature,
landscape

22%

Offers for
families with
children

20%

New tourism
offer, new
attraction, event

TRAVEL TRENDS

- Concern around personal wellbeing, air quality and humans impact on the environment
- Strong preference for travel domestically, or to neighbouring countries with easy access by car
- A desire to avoid high-density accommodation and activities, or mixing too closely with strangers
- A preference for active holidays, involving fitness activities, hiking and cycling



MAGNETIC
LATVIA

WWW.LATVIA.TRAVEL