



MAGNETIC
LATVIA

Promoting the Natural and Cultural Tourism in Rural Areas

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LIAA

Investment and Development Agency of Latvia

Investments
Export
Innovations
Tourism

01/

Where are we now?

Tourism in Latvia 2018

Nights spent by non-residents

3,8 millions

Nights spent by residents

1,6 millions

TOP countries

- | | |
|--------------|-----------|
| 1. RUSSIA | 6. UK |
| 2. GERMANY | 7. SWEDEN |
| 3. LITHUANIA | 8. NORWAY |
| 4. ESTONIA | 9. POLAND |
| 5. FINLAND | 10. ITALY |

70%

share of nights spent by
non-residents
EU average **46%**

Survey «Travel habits of domestic tourists in Latvia»

LIAA in cooperation with Business University
«Turība»

3500 interviews in **9** cities in Latvia (November, 2018 – May, 2019)



80% go on holidays in Latvia at least once a year

41% of those who do not travel in Latvia, go to holidays abroad

Why people do not travel?

31% lack of time

22% lack of information

What you usually do on holiday?

69%

visit nature parks,
activities in nature

Important factors for choosing holiday destinations

50% Peace and quiet

51% Active tourism offer

More important
for age group

25-34

Information sources

84%

Internet

58%

Recommendations
from friends and
relatives

50%

Social media

24%

Brochures, travel
guides, books

Improvements?

80%

Tourism signs to tourism destinations/attractions

79%

Rest places in nature

78%

Information about tourism offer

73%

Infrastructure

67%

Offer for families with children



02/

Tourism Trends & Rural Tourism



**Undertourism is the
new Overtourism**

**Peaceful, but exciting alternatives to the
packed streets**





Offbeat destinations or those with new stories to tell

A person with long blonde hair, wearing a black jacket and leggings, is walking away from the camera on a dirt path through a forest. They have a black backpack. In the background, other hikers are visible further down the path. The forest is dense with tall, thin trees and lush green undergrowth. A large, flat rock sits on the right side of the path, and a wooden post with a small green sign is nearby.

Digital detox

A family is walking away from the camera on a light-colored gravel or dirt path. In the foreground, the back of a person wearing a bright blue t-shirt is visible, holding a large, orange surfboard under their arm. Ahead of them, a woman in a dark blue dress and sandals carries a large, white tote bag with a black geometric pattern. To her left, a young girl in a grey t-shirt, pink shorts, and a black backpack walks barefoot. Further ahead, a small child is riding a red bicycle. The path leads towards a rustic wooden cabin with a stone chimney on the left and modern houses on the right. The scene is set in a grassy area with some rocks and small yellow flowers.

Off-line vacations?



Get back to nature



**Bring familiar activities
to rural settings**



Learn the off-line skills



Connect with people

03/

Greenways in Latvia

A black steam locomotive is the central focus, positioned on a railway track that recedes into the distance. The locomotive is emitting a plume of white steam from its smokestack. The surrounding environment is a lush forest with trees in various shades of green and yellow, suggesting an autumn setting. The sky is filled with soft, white clouds. In the foreground, two people are standing on a grassy area next to the tracks, looking towards the train. The overall scene is bathed in a warm, golden light, likely from the low sun, creating a nostalgic and scenic atmosphere.

Opportunities for local authorities

- Encouraging development of new tourism products (walking, cycling, etc.)
- Stronger voice to local community
- Rediscovering local traditions and cultural assets; and

A person is riding a motorcycle away from the camera on a dirt path. The path is flanked by tall green grass and numerous purple flowers in the foreground. The background shows a line of trees under a clear blue sky. The text 'Visibility and product development' is overlaid in white on the left side of the image.

Visibility and product development

- Develop mutually beneficial tourism flows
- Enable regions to create attractions and products that would not be viable if undertaken alone
- Exchange of experience, international cooperation



Good image and branding

- International routes attract a high level of interest from customers, media
- Visibility at travel trade industry events

A wooden bicycle with a light brown frame and black tires is parked on a ship's deck. In the background, a white boat with a logo and the word "AMERICAN" is visible. The scene is set against a blue sky with some clouds.

Key Challenges

- **Coordination of route development**
- **Promotion of newly developed routes to private business, society**
- **Maximize the potential economic benefits**
- **Knowledge and skill development**



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