



## LIAA

Investment and Development Agency of Latvia

Investments
Export
Innovations
Tourism



## Tourism in Latvia 2018

Nights spent by non-residents

3,8 millions

Nights spent by residents

1,6 millions

## TOP countries

1. RUSSIA

2. GERMANY

3. LITHUANIA

4. ESTONIA

5. FINLAND

6.UK

7. SWEDEN

8. NORWAY

9. POLAND

10.ITALY

70%

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



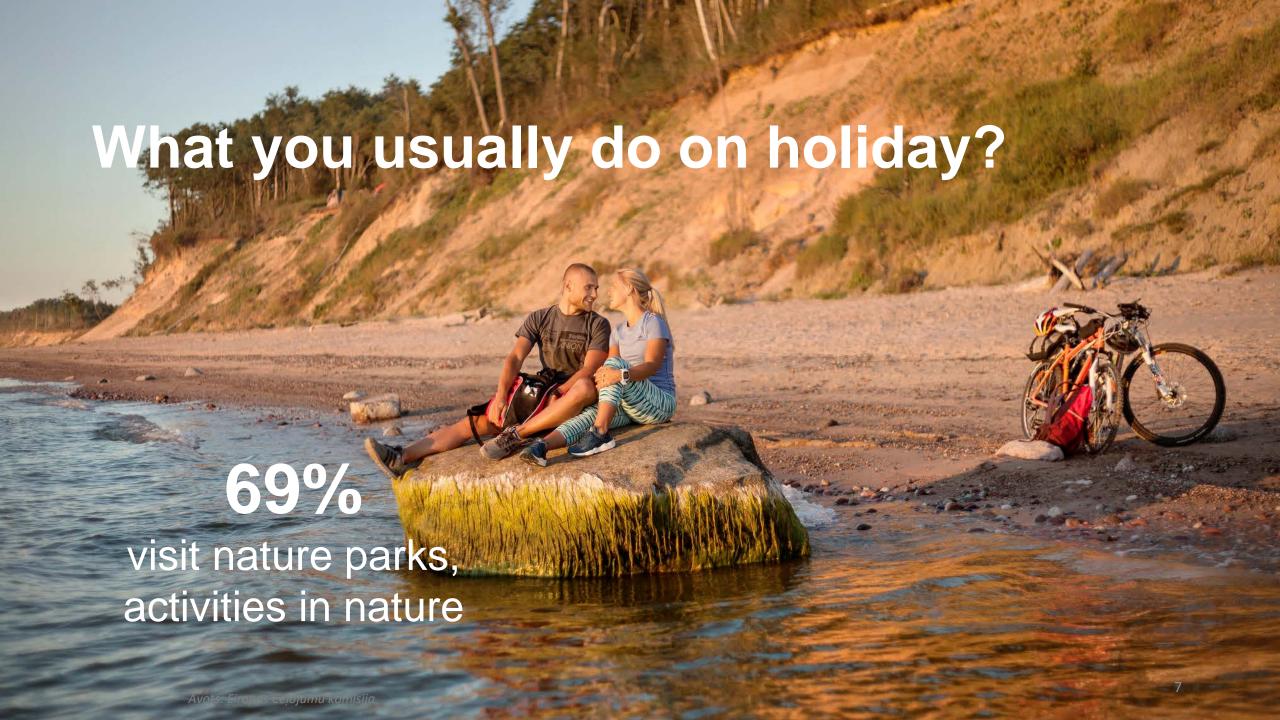
80% go on holidays in Latvia at least once a year

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













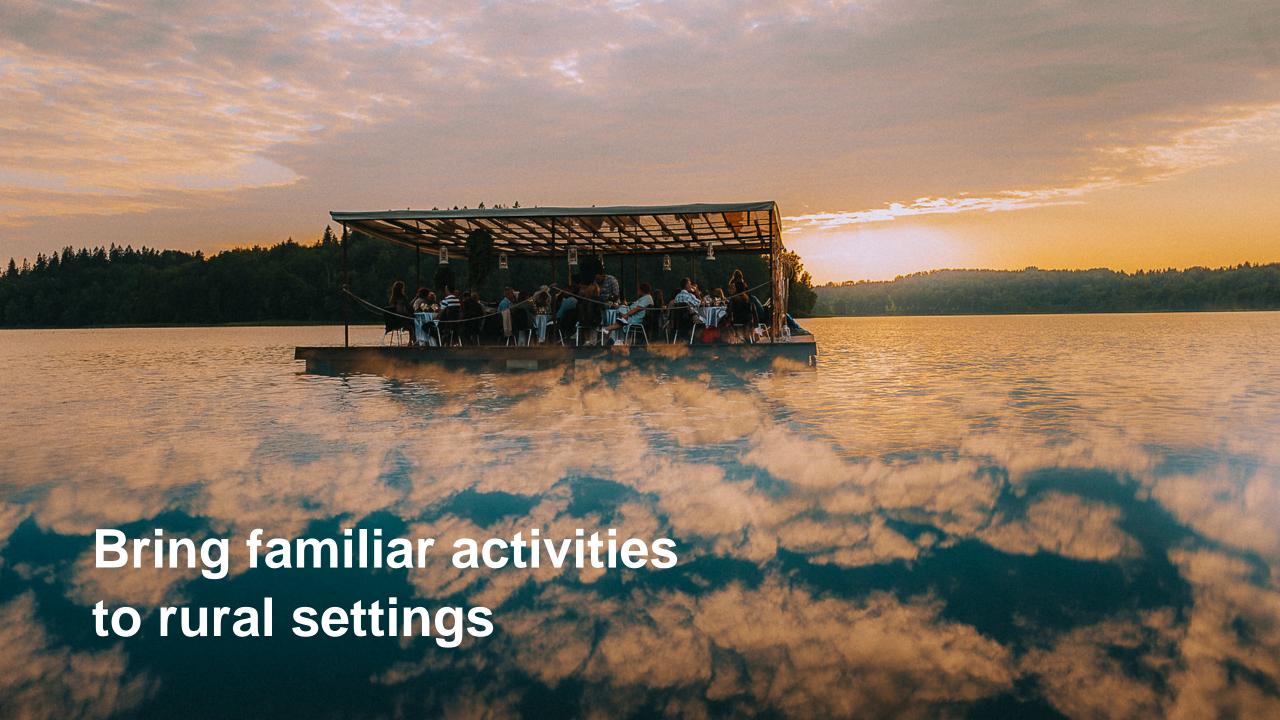












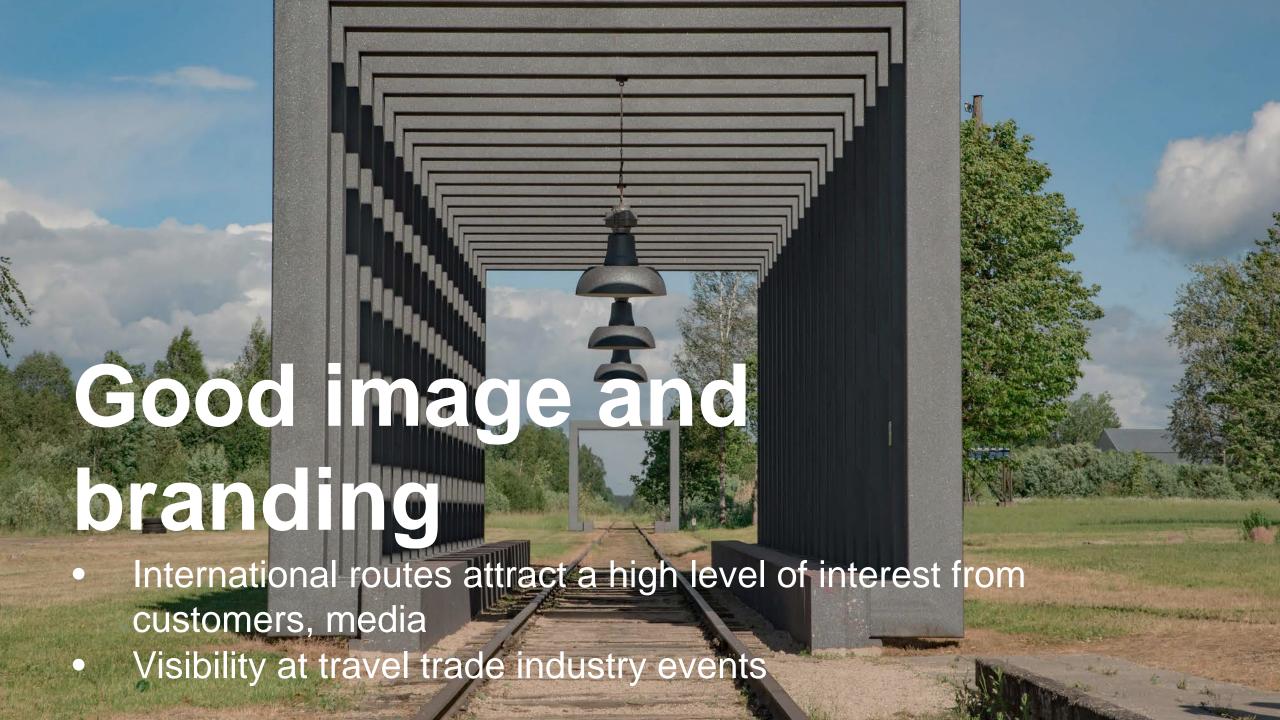














 Coordination of route development

Promotion of newly developed
 routes to private business, society

 Maximize the potential economic benefits

Knowledge and skill development

