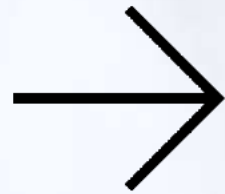


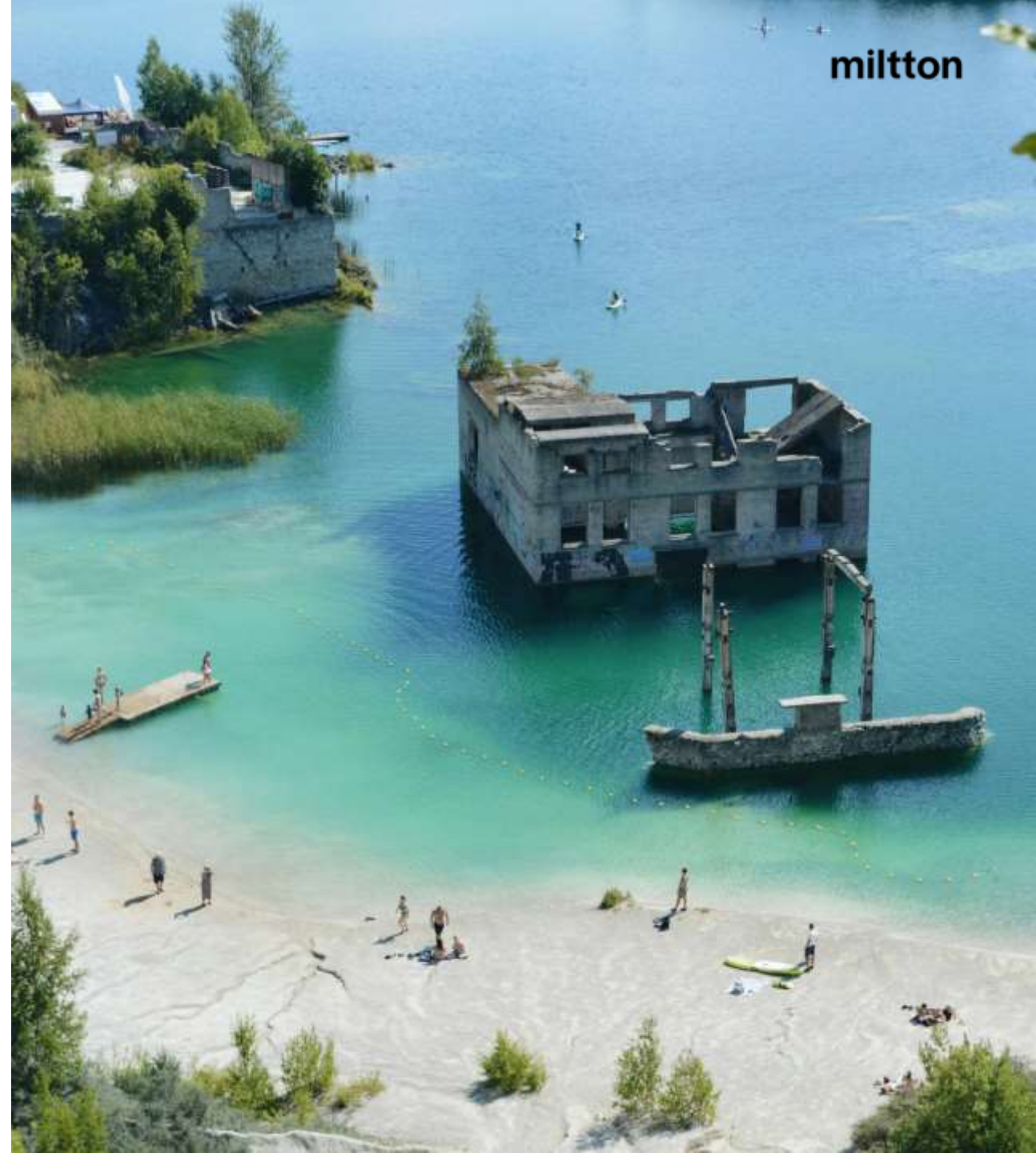
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How do Latvian travelers and  
tourism experts perceive Estonia?

# → Content

- 01\_ Latvian economic overview and impact on tourism
- 02\_ Overnight numbers in the market
- 03\_ Current traveling trends in the market
- 04\_ Latvian travellers and Estonian destinations
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# 01\_

## Latvian economic overview and impact on tourism

## → Overview

The biggest risk for the Latvian economy at the moment is the tense geopolitical situation, which could lead to further price hikes

Wages in Latvia are now growing very fast, even though the economy has not grown for two years; this means that at some point companies may have to raise prices again, as there is no other way to increase wages without productivity growth

Consumer prices in Latvia are expected to rise by [1.5% this year](#), [unemployment to fall to 6.4% and average wages to rise by 7%](#)



## → **Overview**

Overall, the economic situation remains very uncertain and the risks to growth this year are many. For example, the Ministry of Finance has indicated a risk that more than €500 million of EU funds will not be used this year. If this risk materialises, it will be difficult to expect economic growth this year



## → **What about tourism?**

Data collected by the tour operator Join up Baltic in 2023 shows that Latvian residents spend on average more than €600 per person on travel

More people are planning their trips well in advance and fewer are choosing to organize them at the last minute

The common element in the Baltic countries is that a large proportion of travellers choose what they have tried and know; sometimes it's difficult to encourage and persuade them to try something new



## → What about tourism?

[In the third quarter of 2023](#), compared to 2022, Latvians were more likely to spend money on travel-related purchases. The number of purchases on booking.com increased by 44%, as well as on kiwi.com (+ 33%), airbaltic.com (+ 14%) and stenaline.lv (+ 9%)

[Data shows](#) that in January 2024 Latvians accounted for the second highest number of foreign visitors in Estonia – almost **16,000 people**. The highest number was from Finland – over 24,000 people. Compared with January of the previous year, the number of Latvian tourists was **14 % higher**

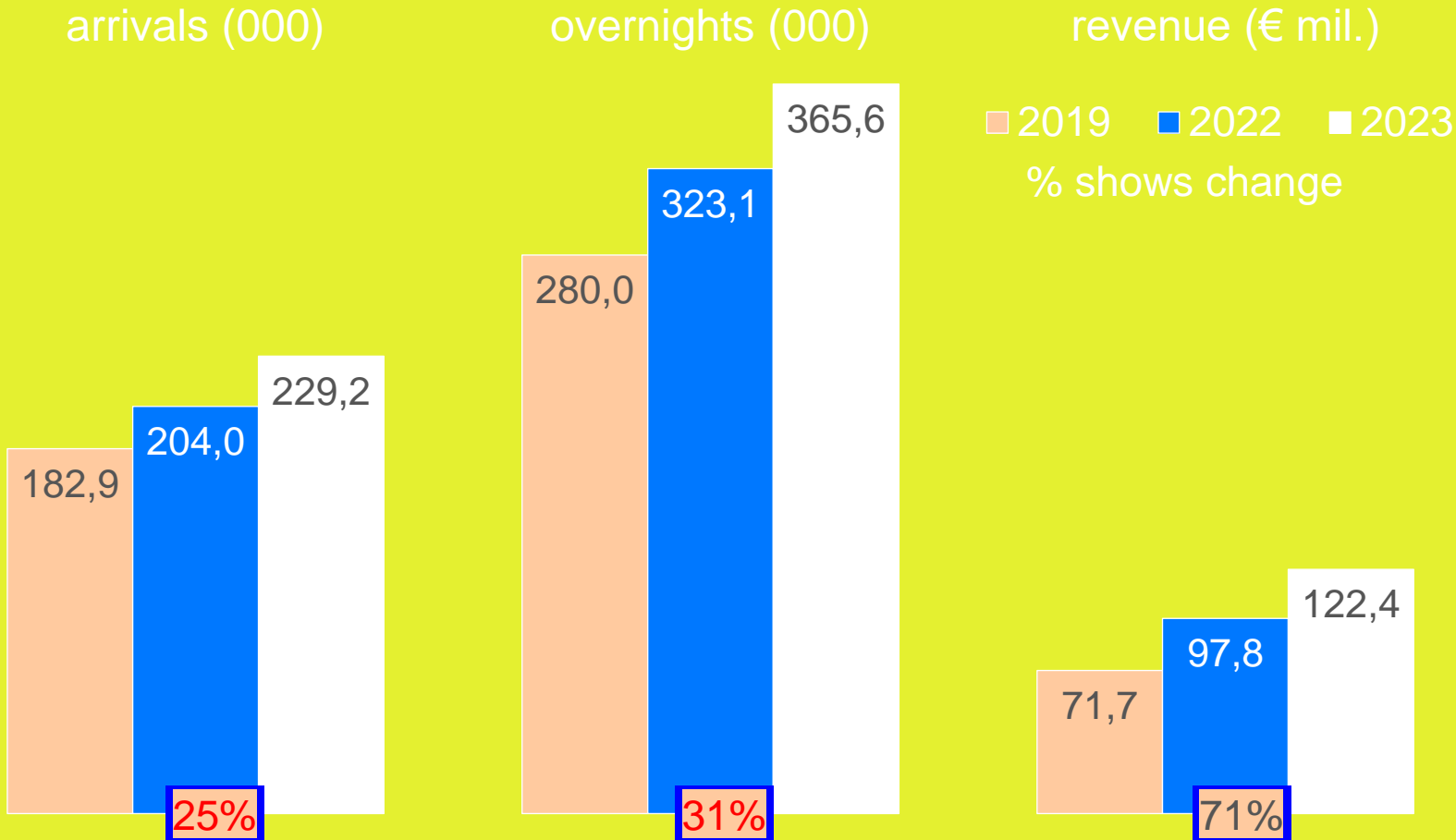


**02\_**

**Overnight numbers in the market**

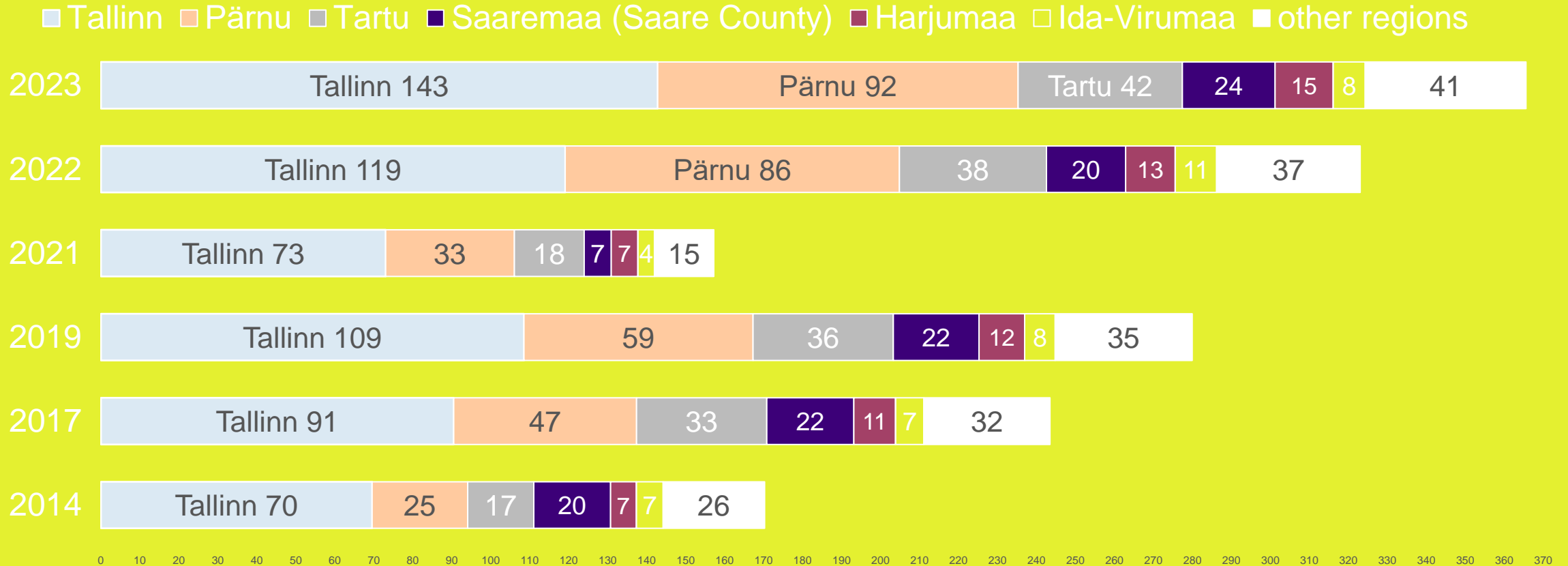


➔ Indicators characterizing incoming tourism from Latvia



- 6% of all overnights in accommodation establishments in Estonia
- 11% of foreign overnights in Estonia
- 8.8% of Estonia's tourism revenue
- 39% of Latvian overnights in Estonia are spent in Tallinn, 61% outside Tallinn

## → Latvian overnights in accommodation establishments in Estonia (thous.)



Latvia was the best-performing foreign market for Estonia in 2022 and 2023, strongly surpassing previous records in both years. In 2023, Latvian tourists spent 365,600 nights in accommodation establishments: 31% more than in 2019 and 13% more than in 2022. In the short and long term, the largest absolute increases in Latvian overnights have been in Pärnu and Tallinn.

**03\_**

**Current travelling trends in the  
market**

## → **Who runs the world? Travellers!**

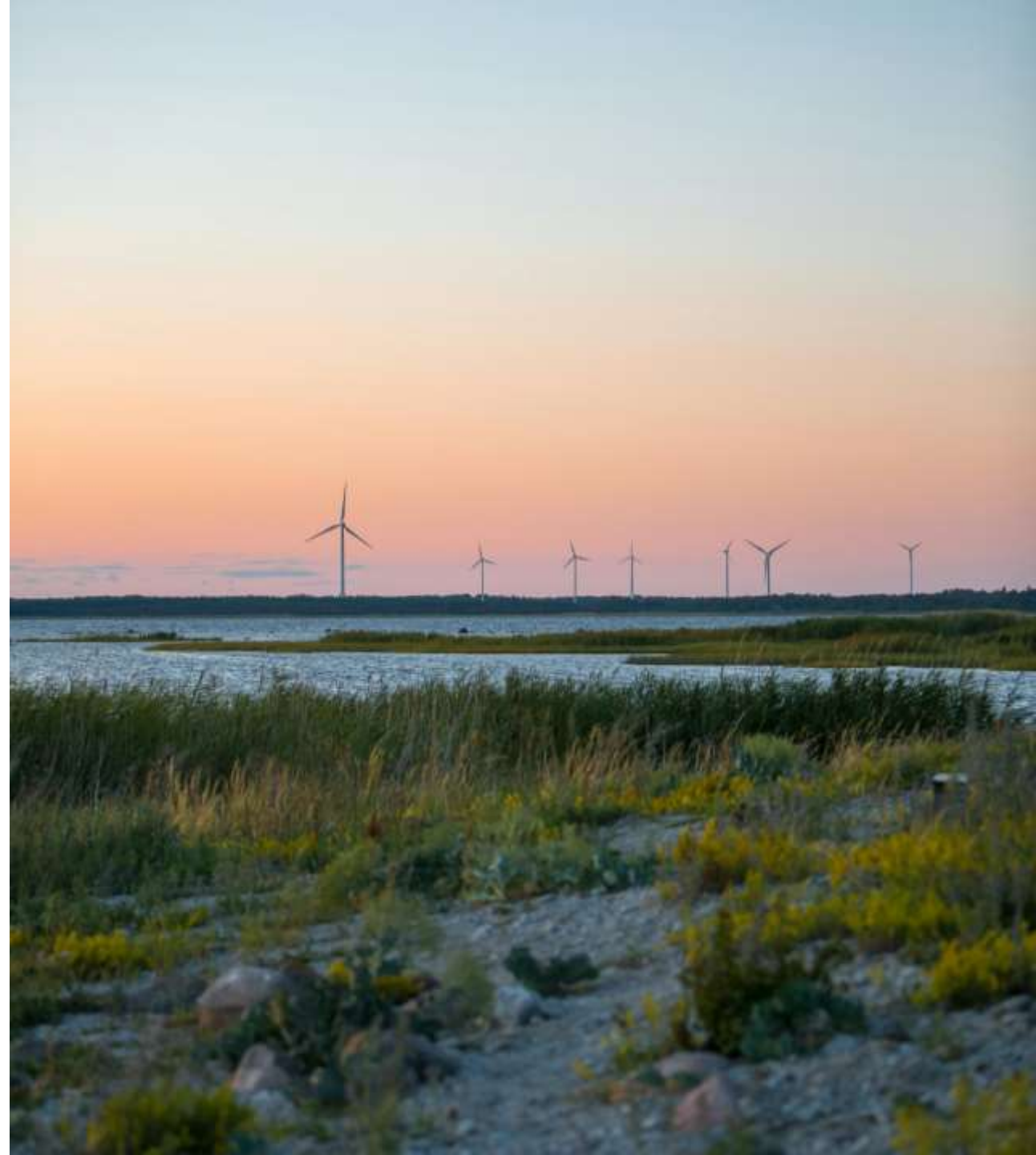
At the end of 2023, the Latvian Tourism Forum 2023 took place in Riga – representatives of the tourism industry gathered together to discuss current and future trends of the industry. Here are some insights from the forum:

**Not all Latvians are tourists, but all tourists are Latvians because they like to eat well:** We can be sure that eating well will be important aspect in the future tourism. At least 80% of respondents say they are looking forward to their culinary experience in the country they are visiting. It is important to note that interest in trying new food is growing among the younger generation. Instagram and TikTok are platforms where a large proportion of young people promote culinary tourism and enjoy good food.



## → **Who runs the world? Travellers!**

**Mindful travelling:** Today's traveller is more keen on authentic travel experiences, enjoying local culture, choosing routes that are less popular but provide the same experience that any other popular destination. Tourists nowadays tend to support the local community and make sure their spendings are meaningful.



## → **Who runs the world? Travellers!**

**Sustainable tourism:** Sustainability seems especially close and understandable to us, because in Latvian tourism we have always tried to emphasize the proximity and diversity of nature, showing our preserved cultural and historical heritage to everyone who is visiting us. As much as we like to eat good food, we also like to be active and enjoy the nature around us. Hiking routes are becoming increasingly popular in the tourism now.



**04\_**

**Latvian travellers and Estonian  
destinations**

## → Noteworthy examples

One of the most visible examples of Estonian tourism in Latvia was the publicity campaign for **Tartu as the European Capital of Culture 2024** in the Latvian media and urban environment. For example, last summer During the Riga birthday celebrations, an art gallery was opened in one of the main shopping centers, where artworks specially created by Estonian and Latvian artists were displayed until January this year

Also during the festivities guests were invited to visit Estonian pop-up ice cream café in the city centre, where Estonians gifted 822 ice creams to their neighbours to celebrate Riga's birthday





## → Noteworthy examples

It seems that almost every Latvian schoolchild knows the **AHHAA Science Centre**, that gives an opportunity for children and youngsters to explore science in an exciting way. Over the years it has become a popular destination for school trips, each time welcoming with new exhibitions and activities to try. Even teachers are excited to join the trip and let the AHHAA center do the teaching for once

Visiting **theme park Lottemaa** has also become one of the most vivid childhood memories of Latvian children. And not just the park alone – also the cartoons about the curious dog girl Lotte from the Inventors' Village have also captured the hearts of children and parents across Latvia



**05\_**

**Image of Estonia as a  
travelling destination in Latvia**

→ **Image of Estonia as a travelling destination in Latvia**

- Developed nature tourism
- Wide range of options for relaxation (beauty, SPA & healthcare)
- A place to go with the whole family
- LOTS of museums
- Wide choice of restaurants



## → Image of Estonia as a travelling destination in Latvia



**Head of the Association of Latvian Tourism Agents and Operators, Dr. Eriks Lingeberzins:** «Compared to Lithuania, Poland and Finland, Estonia has a much better offer for families with children, and the quality of the SPA is also much better than in the mentioned countries. The topic "Tartu 2024" has been communicated to the Latvian audience very successfully.



**Managing Director at «Latvia Tours» Ieva Keiša:** «Representatives of the Estonian tourism industry are much more professional if we compare with Lithuania or Poland, representatives of tourist destinations speak good English, and much more information is available online. The quality of hotels in Estonia is higher than in Finland.»

## → Image of Estonia as a travelling destination in Latvia



**Director at BalticTravelnews.com Aivars Mackevičs:**  
«Since Latvians do not understand the Estonian language, we immediately feel like on a foreign trip. Especially if we compare with the Lithuanian language that we understand. Estonia still has a strong Scandinavian influence and a high quality bar.»



**General Manager at Estravel Latvia Anta Jokste:**  
«Estonia as a destination has quality in everything: hotels, restaurants, etc. Pärnu is a popular destination all year round, but Tallinn attracts with concerts and events. The prices are higher than in Lithuania or Poland, but the quality corresponds to the price and vice versa.»

**06\_**

**How do Latvians perceive  
Estonia and Estonians?**

## → Key findings

**Estonia is more business-friendly**

**Latvians should learn from Estonians** in matters related to public administration, e-documentation, e-signatures, and communication with state and local government institutions

Explaining how Latvians perceive Estonians, researcher Gatis Litvins explains: «in general, **we perceive our neighbors positively, but we think that they are snobbish.**»

Portal "Delfi" asked its readers: What is your most common stereotype of Estonians? **Estonians are slow, but they have an organized country and better roads, besides, they are also very lucky with the President**



# 07\_ Marketing





## → How to get noticed in Latvia?

- With major urban campaigns that grab attention
- Through cross-country cooperation (in art projects, sports competitions, music concerts etc.)
- By highlighting persons of importance to both countries
- By portraying the uniqueness of Estonia (*in non-snobish ways*) on both traditional and social media platforms



## → Do's

- **Emphasize the Baltic unity and power:** highlight the shared Baltic identity and cultural similarities between Latvia and Estonia. Talk about common historical ties, traditions, and values to create a sense of familiarity and connection
- Provide desirable options **for different travelers and budget options**
- Highlight the **convenience and accessibility** of traveling to Estonia from Latvia

## → Do's

- Appeal to **Latvian families** by showcasing family-friendly attractions and activities in Estonia
- Promote **special events and festivals** happening in Estonia throughout the year
- Translate all marketing materials into **good Latvian**





## → Don'ts

- **Do not compare** ourselves too much and do not highlight superiority
- **Do not use stereotypes or clichés** about Latvians (you can joke about yourselves though ;))
- When creating marketing materials, **avoid** using colloquialisms or expressions that may not translate well or could be misunderstood

# Thank you! Any questions?

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