



Riga, Latvia



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- Description: quarterly, at the main border checkpoints and other places, administrative data from State Border guard till 2008
- Frequency: 7 days in each quarter for all checkpoints and continuous survey in airport Riga from 2008
- Reference period: 1996
- Specific subjects: non-resident visitors (same-day and tourists)
- Data collection principles: personal interviews



Variables of the Border survey

- Country of residence
- Purpose (business, holiday, shopping, visiting friends and relatives, other and transit – only in case of inbound tourism)
- Length of stay (number of nights spent divided by type and location of accommodation establishment)
- Sources of information about Latvia

Latvian Statistical Bureau



- Use of travel agency services
- Size of travel party
- Total expenditures per person (pre-payments and during the trip) for accommodation, meals, local transport and others
- Mode of transport used for return

Latvian Statistical Bureau



Statistics in 2007

- Inbound

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| <ul style="list-style-type: none"> • Same-day visitors of total – 68% (average length of stay 6.3 hours) • Expenditures of total – 14% • Main purposes – transit (43%), holiday (20%) • Country of residence – Lithuania (45%), Estonia (29%), Poland (7%) | <ul style="list-style-type: none"> • Tourists of total – 32% (average length of stay 3.8 days) • Expenditures of total – 86% • Main purposes – holiday (40%), business (26%) • Country of residence – Lithuania (17%), Russia (13%), Estonia (10%), |
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Use of data

- TSA demand side
- Riga municipality – Riga City Council
- Bank of Latvia
- WTO Compendium of Tourism Statistics
- Press releases (quarterly)
- Ministry of Economics of Republic of Latvia
- Latvian Tourism Development Agency



- The criteria of duration is not determined because the total flow of border crossings includes all type of travellers
- There is a purpose of work and transit in the total amount of visitors



- Domestic same-day trips (holiday purpose only), 1-3 and 4 and more nights holiday trips and business trips
- Criteria for the distance – administrative border (domestic)
- Sampling: simple random sample, 1 000 households per month
- Data collection principles: personal and telephone interviews (CATI)



Variables of the Household survey

- Sex, age;
- Destination;
- Length of stay;
- Purpose (holiday and business);
- Mode of transport;
- Type of accommodation used;
- Expenditures in total.

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Statistics in 2007

- Domestic
- Same-day trips of total (holiday purpose within the territory of Latvia) – 79%
- Expenditures of total – 73%
- Destinations (top) – Riga (capital) (28%), Jurmala (resort city) (10%)
- Overnight trips of total (holiday purpose within the territory of Latvia) – 21%
- Expenditures of total – 27%
- Destinations – Riga (capital) (12%), district of Riga (10%)

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Use of data and problems

- Ministry of Economics of Republic of Latvia
- Latvian Tourism Development Agency
- Press releases
- **Problems:**
- Size and representativeness of the sample
- Hard for the respondents to recall previous trips within two months

Latvian Statistical Bureau



Future

- From 21st of December 2007 Schengen Agreement in Latvia
- New methodology for Border survey (previous methodology will be used only on borders with Russia and Belarus)

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