



Outbound Tourism, Border survey and Household survey in Latvia

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Border survey - outbound

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

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Variables of the Border survey

- Countries visited
- Purpose (business, holiday, shopping, visiting friends and relatives, study, other)
- Length of stay (number of nights spent divided by type and location of accommodation establishment)
- Type of accommodation used
- Use of travel agency services
- Total expenditures per person (pre-payments and during the trip) for accommodation, meals, local transport and others
- Mode of transport used for returning
- Size of travel party



Statistics in 2007

• Outbound

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| • Same-day visitors of total – 54% (average length of stay 6.9 hours) | • Tourists of total – 46% (average length of stay 7.5 days) |
| • Expenditures of total – 25% | • Expenditures of total – 75% |
| • Main purposes – visiting friends and relatives (25%), shopping (23%) | • Main purposes – holiday (36%), visiting friends and relatives (26%), |
| • Destinations – Lithuania (56%), Estonia (24%), Russia (12%) | • Destinations – Lithuania (16%), Germany (15%), Russia (10%) |





- 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



- There is a purpose of work in the total amount of visitors



- Outbound same-day and overnight's trips
- Criteria for the distance – state border
- Sampling: simple random sample, 1 000 households per month
- Data collection principles: personal and telephone interviews (CATI)



- Sex, age;
- Destination;
- Length of stay;
- Purpose (business, visiting friends and relatives, shopping, holiday, study, other);
- Mode of transport;
- Type of accommodation used;
- Use of travel agency services;
- Evaluation of the trip abroad (overnight);
- Expenditures in total and by categories;
- Reasons for not going on a trip.



Statistics in 2007

- Outbound
- Same-day trips of total – 34%
- Expenditures of total – 21%
- Destinations – Lithuania (53%), Estonia (36%), Russia (4%)
- Tourist trips of total – 66%
- Expenditures of total – 79%
- Destinations – Lithuania (12%), Russia (10%), Estonia (9%)

Latvian Tourism Development Agency



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 memorize previous trips within two months

Latvian Tourism Development Agency



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)

