Accommodation statistics, Border survey and Household survey in Latvia

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Accommodation statistics

• Sources (Survey on hotel and other accommodation establishments)
• Description: survey on tourism enterprises whose main activity is NACE 55.10, 55.21, 55.23
• Coverage: national, monthly, since 1995
Variables of reference: location, type of establishment, category, number of rooms and bed places available in the end of a month, number of spent nights, number of served persons divided by their residential countries, turnover and revenues

Data collection principles: Mailed questionnaires and e-survey (web)

Reporting units: in January 2008 - 450 units

Border survey - inbound

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

• 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
Statistics in 2007

**Inbound**
- 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%)

- 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%),

**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
Problems

- 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

Household survey (since 2004)

- 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.

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%)
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

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)