



Central Statistical Bureau of Latvia

2025

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Informative leaflet

# CURRENT EVENTS IN TOURISM STATISTICS

## TOURISM EXPORT

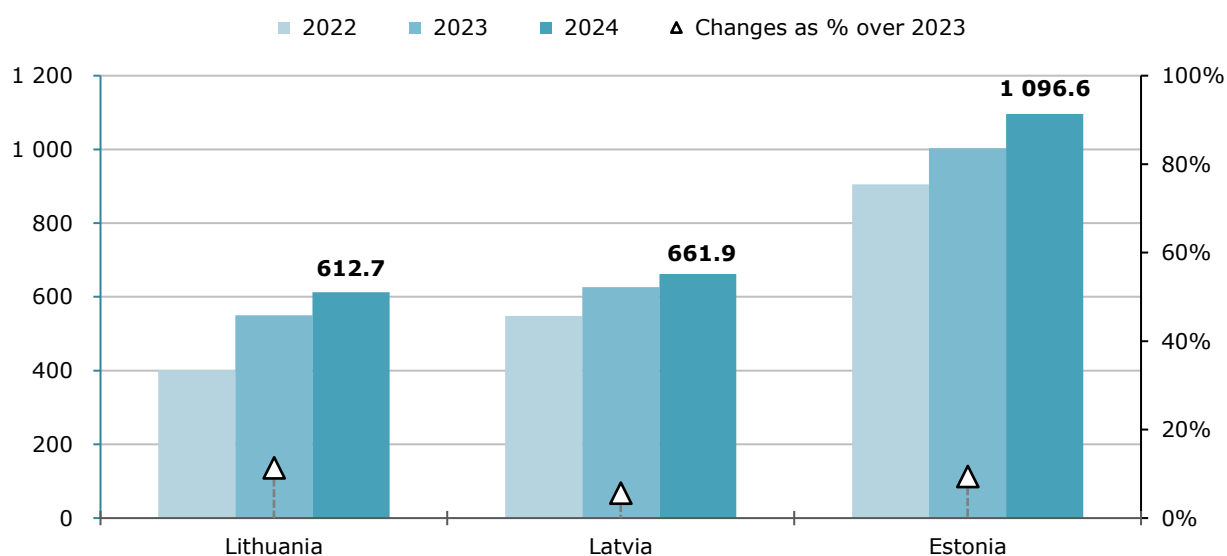
Tourism export is expenditure of non-residents in Latvia, which can be estimated by items of the balance of payments (BoP) prepared by Latvijas Banka: 'Travel' (all goods purchased and services received by non-residents in Latvia, excluding transport expenses).

In 2024 tourism export reached EUR 1 239 million, which, compared to the previous year, is 5 % more and, compared to 2019, 36.6 % more. Compared to 2023, expenditure on business trips by non-residents in Latvia increased by 5 %, but on personal trips – by 5.1 %.

In 2024 the balance of non-residents and residents was negative, which means that tourism import (expenditure of residents on trips abroad) in 'Travel' in BoP was larger than tourism export (expenditure of non-residents in Latvia). Net comprised -69 million euro. Balance of travellers in Latvia was positive from 2011 to 2023.

Analysing the expenditure of non-residents in relation to the number of national population in the Baltic States, it should be concluded that in 2024 the value of tourism export increased in all three countries – in Lithuania by 12.5 %, in Estonia by 9.5 % and in Latvia by 5 %. In 2024, non-residents still spent the most per capita in Estonia – EUR 1096.6.

### Expenditure of non-residents per capita in Latvia, Lithuania and Estonia, 2022-2024<sup>1</sup> (euros)



Latvijas Banka BoP quarterly/annual data, Bank of Lithuania BoP quarterly data, Bank of Estonia annual data, *Eurostat* data [[tps00001](#)] 24.03.2025.

<sup>1</sup> Expenditure of non-residents also include expenditure on local transport.

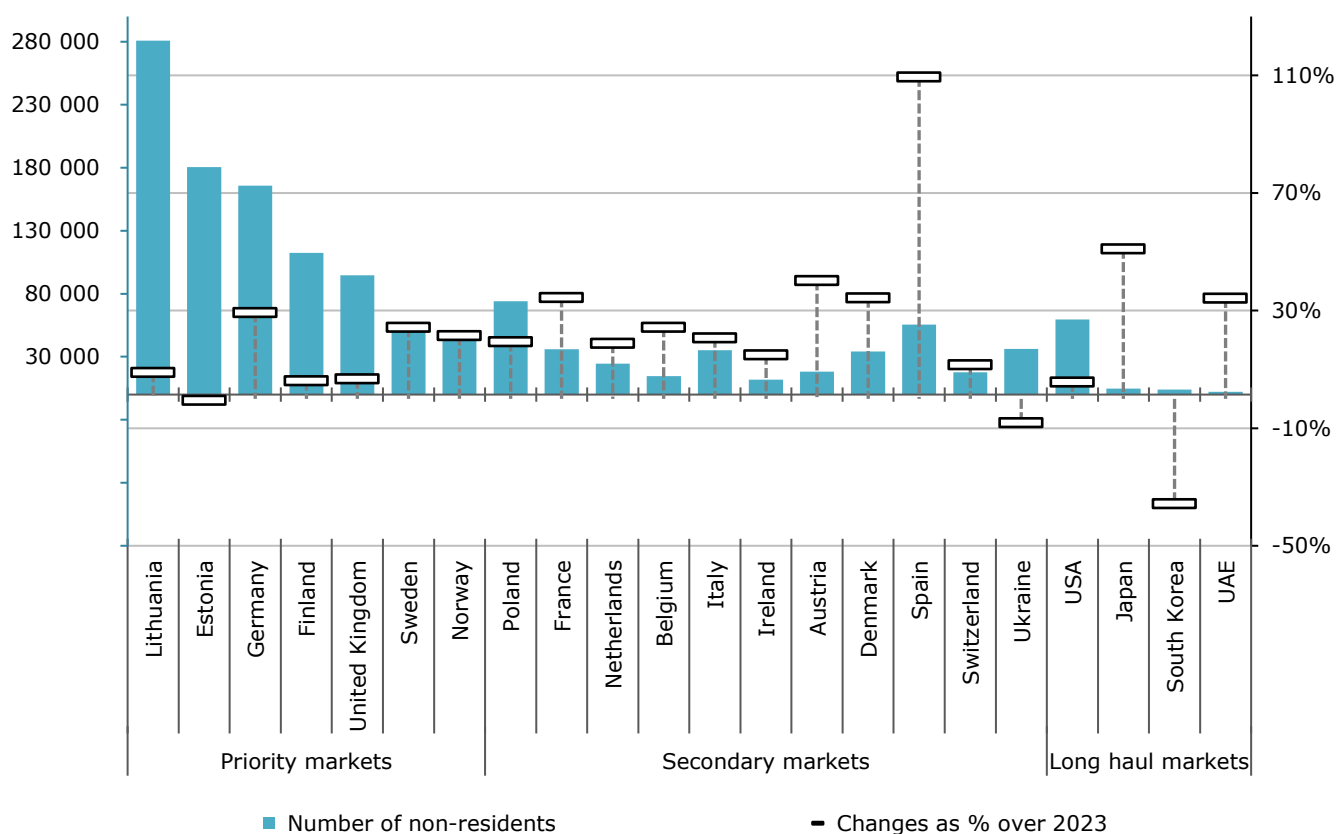
## LATVIAN TOURISM TARGET MARKETS

According to the data of the report on activity of hotels and other tourist accommodation establishments, in 2024 accommodation services in Latvia were used by 1.6 million non-residents, which is 14.3 % more than in the previous year, but 18.4 % fewer than in 2019 before the pandemic.

In 2024 priority tourism foreign target markets of Latvia determined by the Investment and Development Agency of Latvia (LIAA) were Lithuania, Estonia, Germany, Finland, Sweden, Norway and United Kingdom. Secondary markets are Poland, France, Netherlands, Belgium, Italy, Ireland, Austria, Denmark, Spain, Switzerland and Ukraine. Long haul markets are the United States of America (USA), Japan, South Korea and the United Arab Emirates (UAE).

According to the tourist accommodation report data, in 2024 the number of non-resident arrivals from countries established as priority target markets has slightly decreased and comprised 58.8 % (in 2023 – 60.7 %). In turn, share of visitors from secondary target market countries has risen to 22.5 % (in 2023 – 17.4 %) of the total number of non-resident arrivals. The share of non-resident travellers from long haul target markets has fallen to 4.4 % (in 2023 – 4.9 %).

### Number of non-resident overnight travellers and its changes in accommodation establishments by tourism target markets in 2024



Official statistics portal [TUV030].

## AVERAGE LENGTH OF STAY IN LATVIA

In 2024, average length of stay of non-residents in hotels and similar establishments in Latvia was 1.79 nights (1.86 nights – in 2023). Average length of stay of visitors from priority markets was 1.72 nights (in 2023 – 1.77 nights), from secondary markets – 1.84 nights (in 2023 – 1.9 nights), while from long haul markets – 1.79 nights (in 2023 – 1.78 nights).

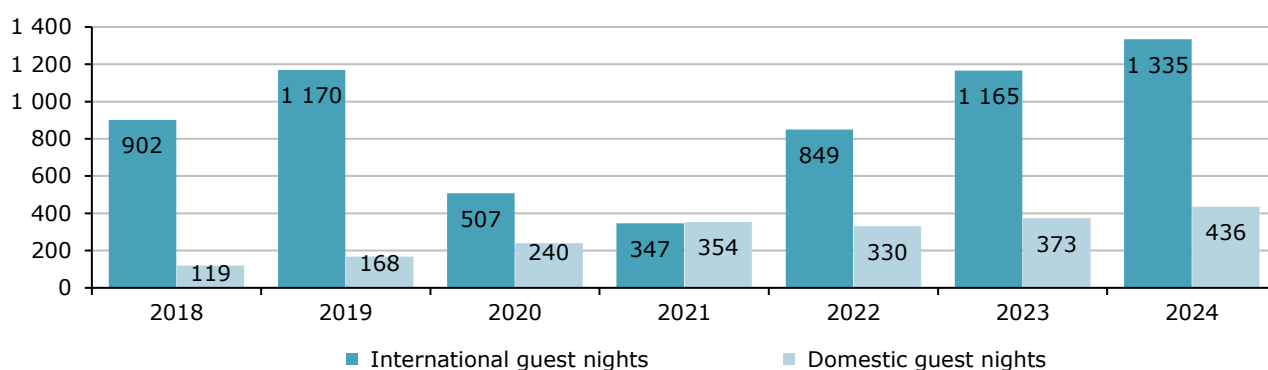
## GUEST NIGHTS BOOKED IN LATVIA ON PLATFORMS BOOKING, AIRBNB, EXPEDIA, TRIPADVISOR

In cooperation with the four largest international booking platforms – *Airbnb*, *Booking*, *Expedia* and *Tripadvisor* – statistical office of the European Union (Eurostat) continues to prepare and publish data on guest nights spent in guest houses, apartments, suites, holiday homes and country houses<sup>1</sup> booked on these platforms. *Eurostat* project was started in 2018 with the purpose to assess the segment of tourist accommodation mentioned, whose offer on online booking platforms had been increasing.

In 2024, 1.8 million guest nights<sup>2</sup> were spent in Latvia, which were booked in one of four digital platforms – *Booking*, *Airbnb*, *Expedia* and *Tripadvisor*. That is 15.1 % more than in 2023, when the number of nights booked comprised 1.5 million and 32.4 % more than in 2019 before the pandemic, when the number of guest nights comprised 1.3 million.

In 2024, 75.3 % of nights were booked by non-residents, but 24.7 % by residents. Average length of stay in these tourist accommodation establishments comprised 2.7 nights, it was larger of non-residents – 3.2 nights, as well as of residents – 1.8 nights.

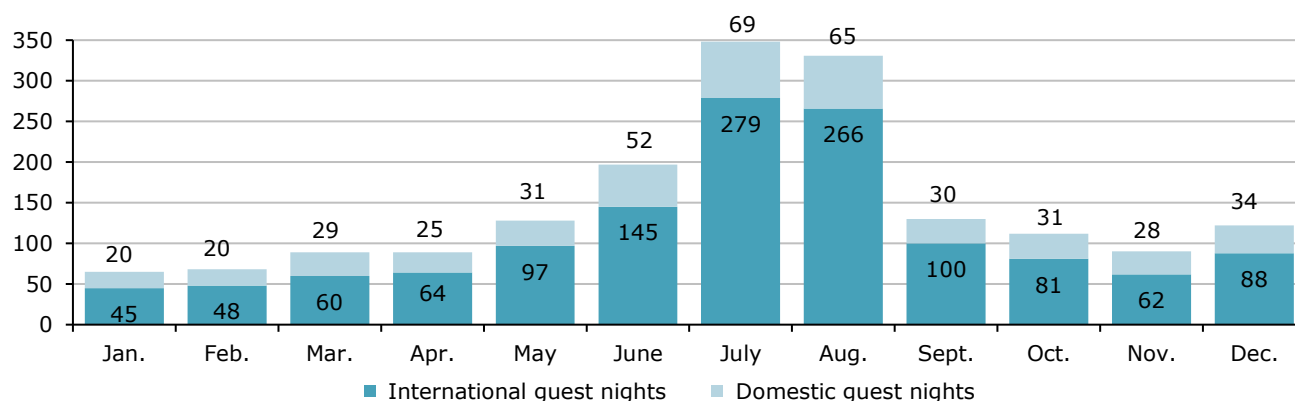
### Guest nights in accommodations booked via collaborative platforms by origin of the guest in 2018–2024 (thousand)



Official statistics portal [TUP020].

In 2024, the busiest months were July and August, and these two summer months covered 38.4 % of the annual number of guest nights, while the share of January and February was the lowest – only 3.7 % and 3.8 % of the total number of guest nights.

### Guest nights in accommodations booked via collaborative platforms by months of 2024 (thousand)



Official statistics portal [TUP010m].

<sup>1</sup> In guest houses and other types of short-term accommodation in category I 55.2, according to NACE Rev. 2 for classification (includes guest apartments, suites, holiday homes, country houses, cabins, cottages, etc., does not include category I 55.1 Hotels and similar accommodation and I 55.3 Camping grounds, recreational vehicle parks and trailer parks).

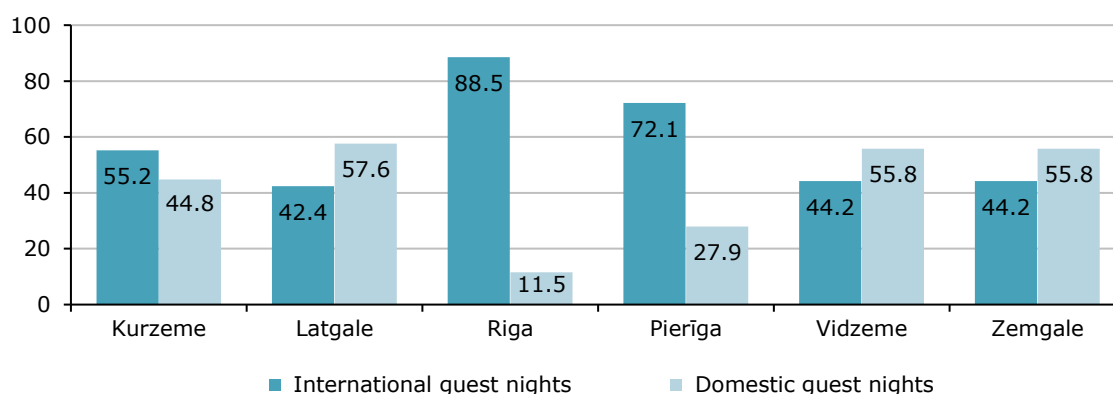
<sup>2</sup> The total number of guest nights platforms obtain by multiplying the nights booked by the number of persons staying in the accommodation booked.

In 2024, as compared to the previous year, in all three Baltic States there was an increase in the number of guest nights booked – by 20.5 % in Lithuania, by 19.5 % in Estonia and by 15.1 % in Latvia. The same as in previous years, in total majority of guest nights were booked in Lithuania (2.5 million), but in Latvia and Estonia – 1.8 million guest nights in each. The largest share of guest nights booked by residents (49 %) was traditionally observed in Lithuania, but the largest share of guest nights of non-residents was observed in Latvia – 75 %. Non-residents spent 1.33 million nights in Latvia, 1.27 million nights – in Lithuania, and 1.19 million nights – in Estonia.

More information on the nights booked in regions, six largest cities of Latvia, as well as non-residents by countries in 2024 will be published in summer 2025.

The data available for 2023 show that 56.7 % of all guest nights were spent in Riga, 18.4 % – in Kurzeme, 16 % – in Pierīga, 4.6 % – in Vidzeme, 2.7 % – in Latgale, and 1.5 % – in Zemgale. Residents mostly stayed in Kurzeme (34.1 % of guest nights) and Riga (26.9 %). Non-residents mostly stayed in Riga (66.3 % of guest nights), Pierīga (15.2 % of guest nights) and Kurzeme (13.4 % of guest nights). In turn, the largest share of non-residents was in Riga (88.5 %) and Pierīga (72.1 %), while the smallest – was in Latgale (42.4 %).

**International and domestic guest nights in accommodations booked via collaborative platforms in regions of Latvia; 2023**  
(as per cent)

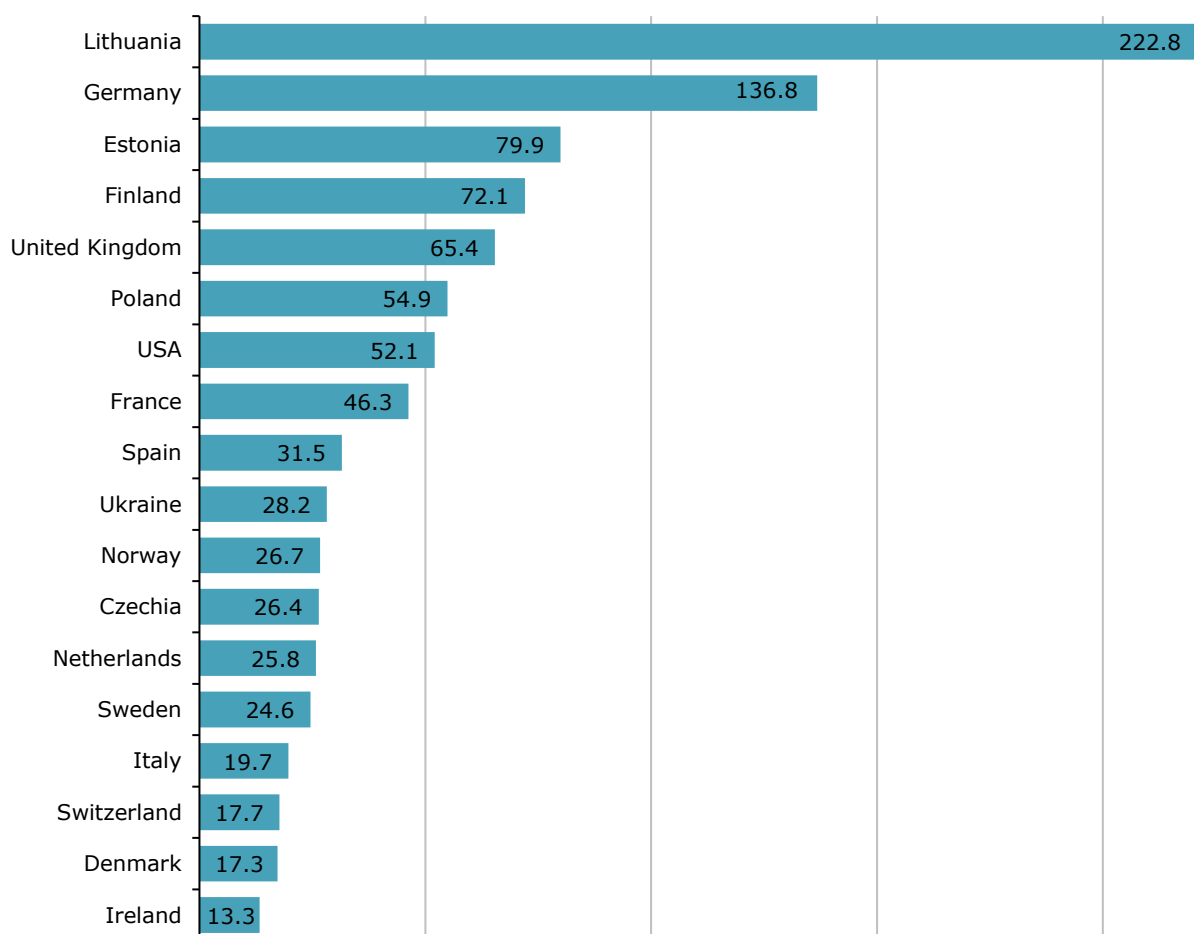


📖 Official statistics portal [[TUP020](#)].

The data available on six largest cities by the number of population, Riga, Daugavpils, Liepāja, Jelgava, Jūrmala and Ventspils, show that in 2023, compared to the previous year, the number of guest nights booked by non-residents has increased in all cities mentioned, except of Daugavpils, while the number of guest nights booked by residents has risen in Riga, Jelgava, Liepāja and Ventspils, but slightly reduced in Daugavpils and Jūrmala.

In 2023, the majority of guest nights in Latvia were booked by non-residents from Lithuania (222.8 thousand), Germany (136.8 thousand), Estonia (79.9 thousand) Finland (72.1 thousand), the United Kingdom (65.4 thousand), Poland (54.9 thousand), USA (52.1 thousand), France (46.3 thousand) and Spain (31.5 thousand).

### Guest nights in accommodations booked via collaborative platforms by country; 2023 (thousands)



📖 Official statistics portal [TUP030].

Out of four platforms mentioned, most accommodations in Latvia are available on the platform *Booking*, where in June 2024<sup>1</sup> around 4.1 thousand tourist accommodations of the appropriate types (apartments, guest houses and holiday homes, country houses, cottages, youth hostels, etc.) with around 29 thousand beds<sup>2</sup> were offered. About 60 % of the dwellings are apartments.

Data on guest nights in the European Union and European Free Trade Association countries at the regional and city level in 2018-2024 and more information about the project is available on the *Eurostat* website in section "Experimental Statistics".

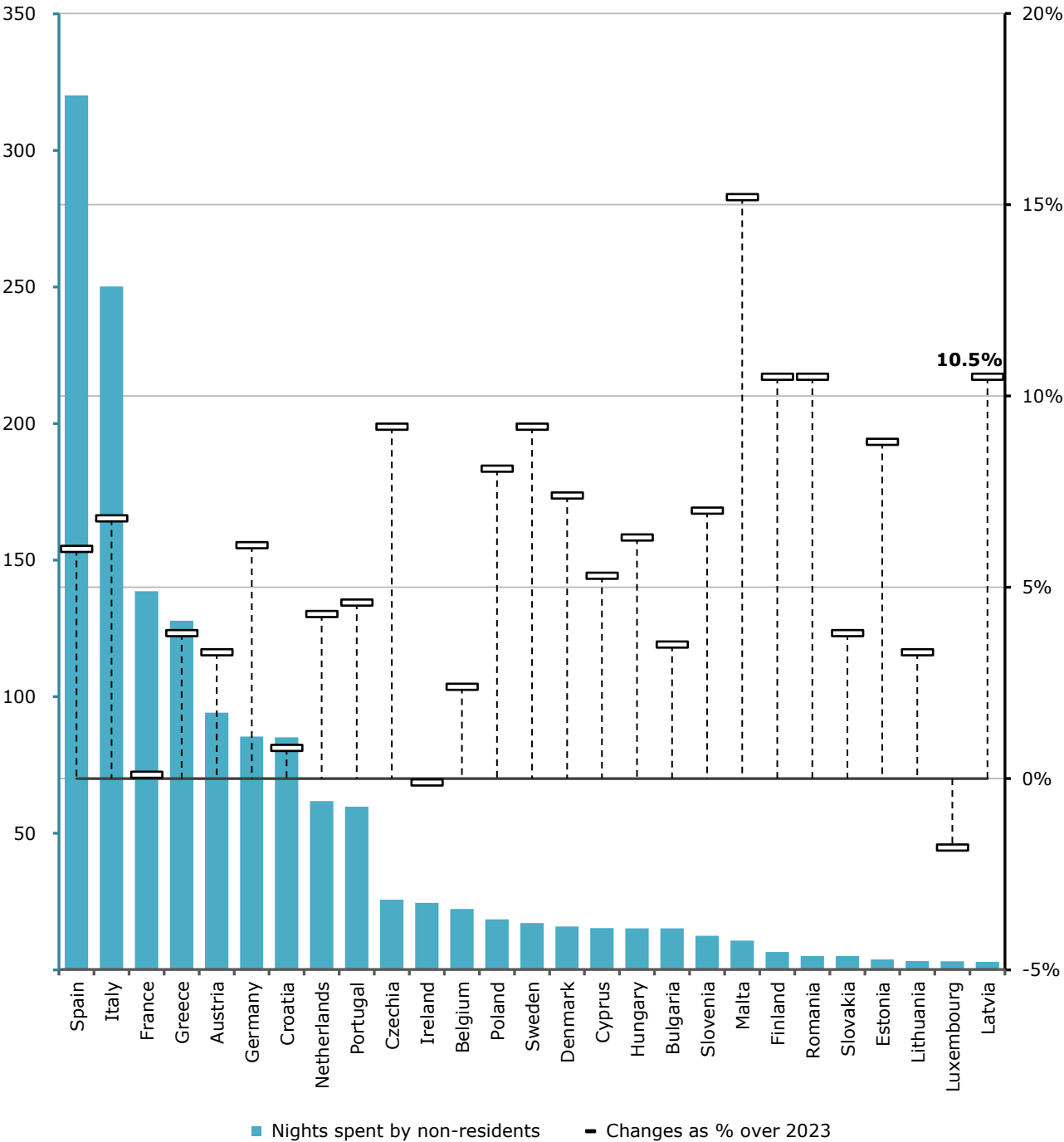
<sup>1</sup> Data from the collaborative economy platform for the relevant period at the time of data collection (in June 2024). Accommodation included in the research project – guest apartments/suites, holiday homes, country houses and other similar accommodation (category I 55.2, according to NACE Rev.2 classification). The Central Statistical Bureau, in the Eurostat grant project *New data sources and methods in tourism statistics*, performed ethical web scraping of publicly available information on the capacity of respective tourist accommodations from the global accommodation platform *Booking*.

<sup>2</sup> The exact number of beds is unknown, as the published number of beds in the indicated room types is determined by automatic data acquisition.

**NIGHTS SPENT AT TOURIST ACCOMMODATION ESTABLISHMENTS IN LATVIA AND EUROPEAN UNION**

In 2024, compared to the previous year, the number of nights spent by non-residents in tourist accommodation establishments in EU countries increased by 4.7 %. In 2024, non-residents spent 2.8 million nights in Latvia, which is 10.5 % more than in 2023.

**Nights spent by non-residents in the EU; 2024**  
(million, as % over 2023)



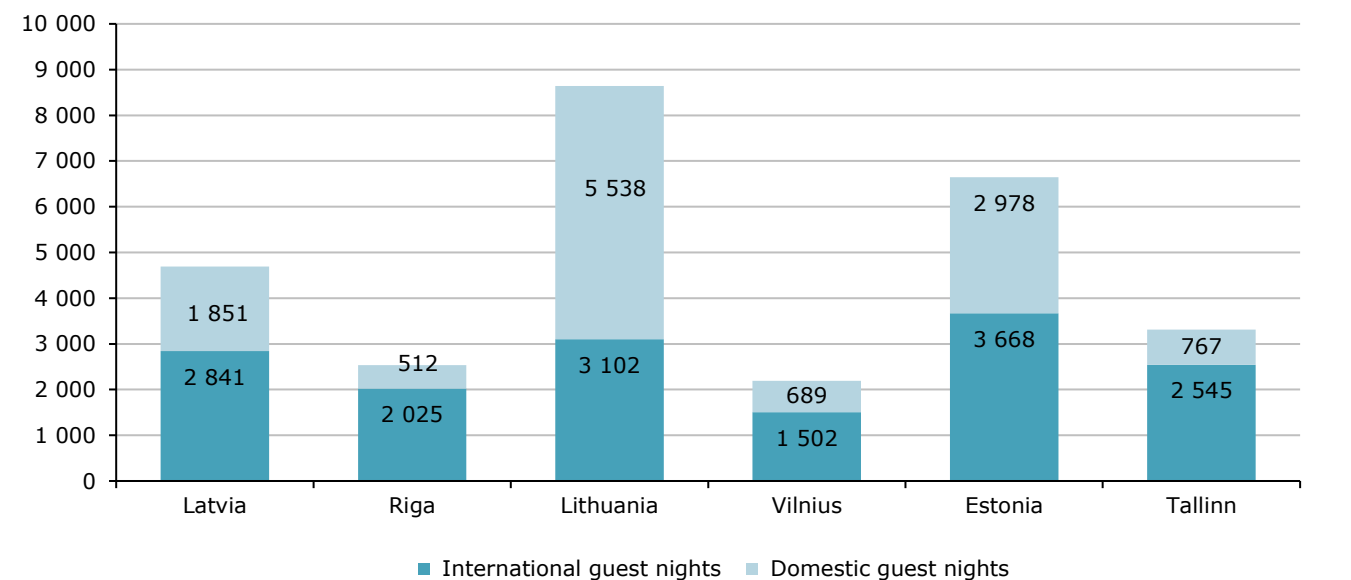
Eurostat [[tour\\_occ\\_nim](#), [tour\\_occ\\_ninat](#)] 25.03.2025.

**NIGHTS SPENT AT TOURIST ACCOMMODATION ESTABLISHMENTS IN THE BALTIC STATES**

Comparing reports data on nights spent at tourist accommodation establishments in Latvia, Lithuania and Estonia in 2024, it can be concluded that the largest number of nights was spent at accommodation establishments in Lithuania – 8.6 million nights, followed by Estonia – 6.6 million nights and Latvia – 4.7 million nights. Most nights (3.7 million) non-residents spent in tourist accommodation establishments in Estonia. Average length of stay in tourist accommodation establishments in Lithuania comprised 2.1 nights, in Estonia – 1.84 nights, but in Latvia – 1.74 nights.

Comparing the capitals of the Baltic States, it can be concluded that in 2024 most nights were spent at tourist accommodation establishments in Tallinn – 3.3 million nights, followed by Riga – 2.5 million nights and Vilnius – 2.2 million nights. Also, the largest number of non-residents stayed in Tallinn accommodation establishments, where 2.5 million nights were spent. In Riga 2 million nights, in Vilnius – 1.5 million nights were spent.

**Nights spent by non-residents and residents in tourist accommodation establishments in Latvia, Lithuania and Estonia; 2024**  
(thousand)



Official statistics portal [TUV030], data of the Statistics Lithuania, data of the Statistics Estonia [TU112] 14.04.2025.

In 2024, compared to the time before the pandemic – 2019, the number of nights spent at tourist accommodation establishments in Latvia decreased by 14.8 %, in Estonia by 4.6 %, and in Lithuania by 3.4 %. A larger decrease was registered in the number of guest nights spent by non-residents – of 26.2% in Latvia, 25.1 % in Lithuania and 16.1 % in Estonia. However, the number of nights spent by residents increased in all Baltic States – by 15.3 % in Lithuania, by 14.9 % in Estonia and by 11.6% in Latvia.

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## TERMS USED IN TOURISM STATISTICS

**Tourism** – refers to the activity of travellers taking a trip to a main destination outside the usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.

**Traveller** – any natural person who travels outside his/her usual environment.

**Recreational trip** – a trip outside the usual environment, the main reason of which is spending a holiday, public holiday or vacation, visiting a summer cottage, participating in excursions, going to theatres, visiting spa resorts without a doctor's prescription, etc.

**Business trip** – a trip with purpose to supplement knowledge and experience, concluding transactions or fulfilling official duties, participating in congresses, seminars, exhibitions, fairs, giving lectures, government missions.

**Total expenditures of travellers** – expenditure of travellers consist of the value of goods and services used by travellers to get ready for the trip (advance payments) and during the trip. Expenditure of travellers does not include: capital investments or transactions related to land, buildings, real estate, works of art. Expenditure of non-residents also does not include outgoing and return expenses.

**Digital collaborative economy**<sup>1</sup>– a subtype of the platform economy, and it falls under the general collaborative economy. The digital collaborative economy refers to business models that operate on online platforms and bring suppliers and consumers together in an open, digital market environment, allowing them to collaborate.

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<sup>1</sup> Operational Eurostat definition of the digital collaborative economy for statistical purposes.