Central Statistical Bureau of Latvia

2026
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Informative leaflet

CURRENT EVENTS IN TOURISM STATISTICS

The informative leaflet compiles information on the activity of hotels and other tourist accommodation establishments in 2025, on the expenditure of non-resident visitors, and on passengers at Riga International Airport. The data are published in comparison with previous years. Methodological explanations are provided at the end of the publication.

1. TOURISM EXPORT

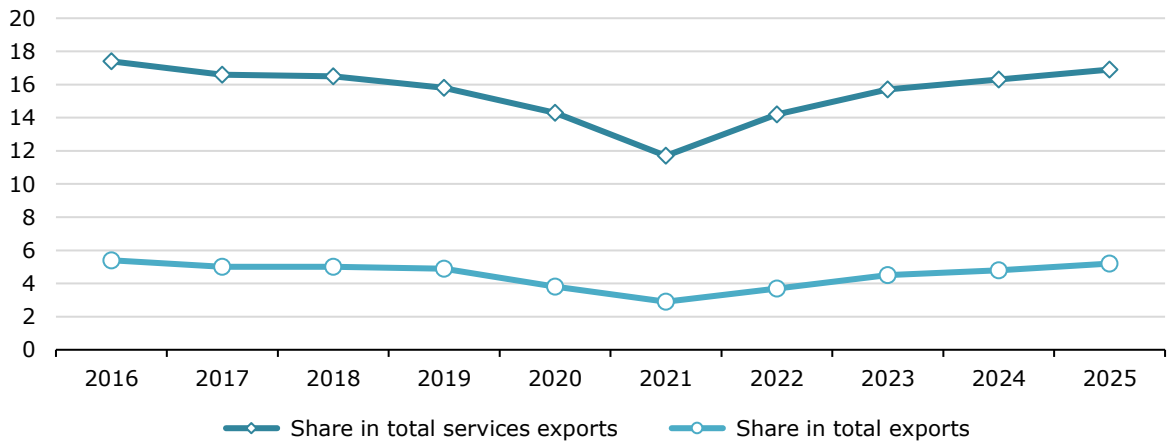
Tourism is one of Latvia's service export sectors, and its development is assessed mainly in the context of export capacity[1]. Tourism exports is the expenditure of non-resident visitors in Latvia, which can be assessed using the balance of payments (BoP) item 'Travel' (all goods purchased and services received by non-residents in Latvia, excluding transport expenses), which is prepared by the Bank of Latvia.

In 2025 tourism export reached EUR 1.39 billion, which, compared with 2024, is 9.9 % more and, compared with 2019, 53.6 % more. Compared with 2024, expenditure on business trips by non-residents in Latvia increased by 10.6 %, but on personal trips – by 9.7 %.

In 2025 the balance of non-residents and residents was positive, which means that tourism export (expenditure of non-residents in Latvia) in 'Travel' in BoP was larger than tourism import (expenditure of residents on trips abroad). Net comprised EUR 110 million. The balance of travellers in Latvia has been positive in the past 10 years, except in 2023, when it was negative (EUR –16 million).

In Latvia's total exports, tourism accounted for 5.2 % in 2025, while in services exports it accounted for 16.9 %. Over the year, the share of the tourism sector in both total exports and services exports increased by 0.4 and 0.6 percentage points, respectively.

Share of tourism in total exports and services exports in 2016-2025
(as per cent)

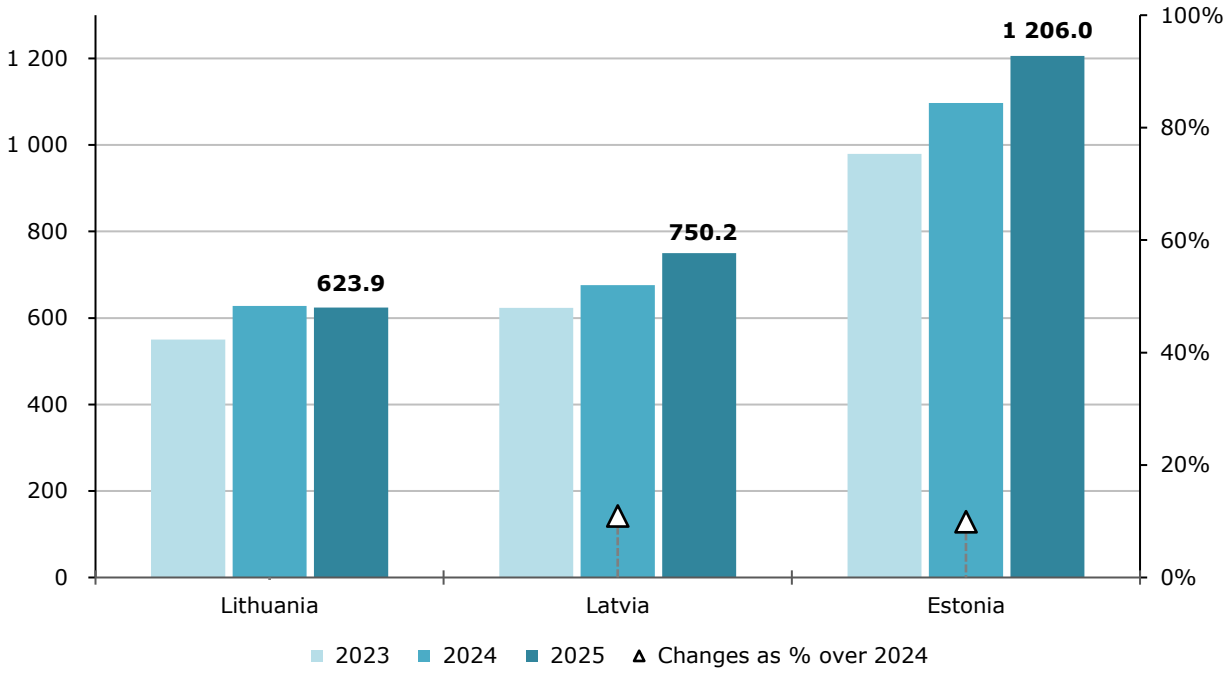


📖 CSB estimate, data of Latvijas Banka BoP quarterly/annual 31.03.2026.

[1] The Ministry of Economics, 'The export promotion strategy for the Latvian tourism and events sector until 2027, 2024, https://www.em.gov.lv/lv/media/19365/download?attachment, 31.03.2026.

Analysing the expenditure of non-residents in relation to the number of national population in the Baltic States, it should be concluded that in 2025, compared with 2024, the value of tourism export increased in Latvia (by 10.9 %) and Estonia (by 9.9 %), but reduced in Lithuania (by 0.6 %). In 2025, non-residents still spent the most per capita in Estonia – EUR 1 206 (in Latvia – EUR 750.2 and in Lithuania – EUR 623.9).

Expenditure of non-residents per capita in Latvia, Lithuania and Estonia, 2023-2025[1]
(euros)



Latvijas Banka BoP quarterly/annual data, Bank of Lithuania BoP quarterly data, Bank of Estonia annual data, *Eurostat* data [tps00001] 31.03.2026.

2. LATVIAN TOURISM TARGET MARKETS

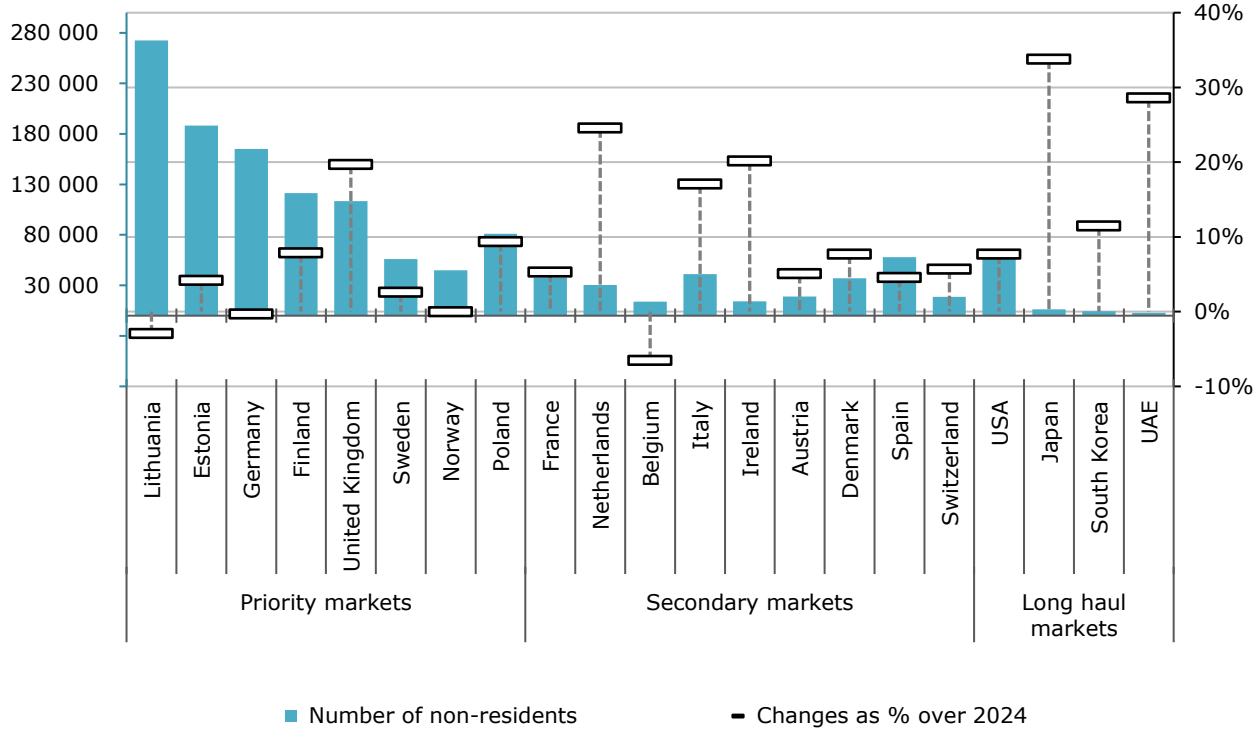
According to the data of the report on activity of hotels and other tourist accommodation establishments, in 2025 accommodation services in Latvia were used by 1.7 million non-residents, which is 5.3 % more than in 2024, but 14.1 % fewer than in 2019 before the pandemic.

In 2025 foreign tourism target markets of Latvia determined by the Investment and Development Agency of Latvia (LIAA) were Lithuania, Estonia, Germany, Finland, Sweden, Norway, United Kingdom and Poland. Secondary markets are France, Netherlands, Belgium, Italy, Ireland, Austria, Denmark, Spain and Switzerland. Long haul markets are the United States of America (USA), Japan, South Korea and the United Arab Emirates (UAE). In these countries, activities and events are carried out to attract non-residents in both recreation and business tourism segments.

According to the tourist accommodation report data, in 2025 the number of non-resident arrivals from countries established as priority target markets has slightly decreased and comprised 62.4 % (in 2024 – 63.5 %). In turn, share of visitors from secondary target market countries has risen to 16.2 % (in 2024 – 15.6 %) of the total number of non-resident arrivals. The share of non-resident travellers from long haul target markets has risen to 4.7 % (in 2024 – 4.4 %).

[1] Expenditure of non-residents also includes expenditure on local transport.

Number of non-resident overnight travellers and its changes in accommodation establishments by tourism target markets in 2025

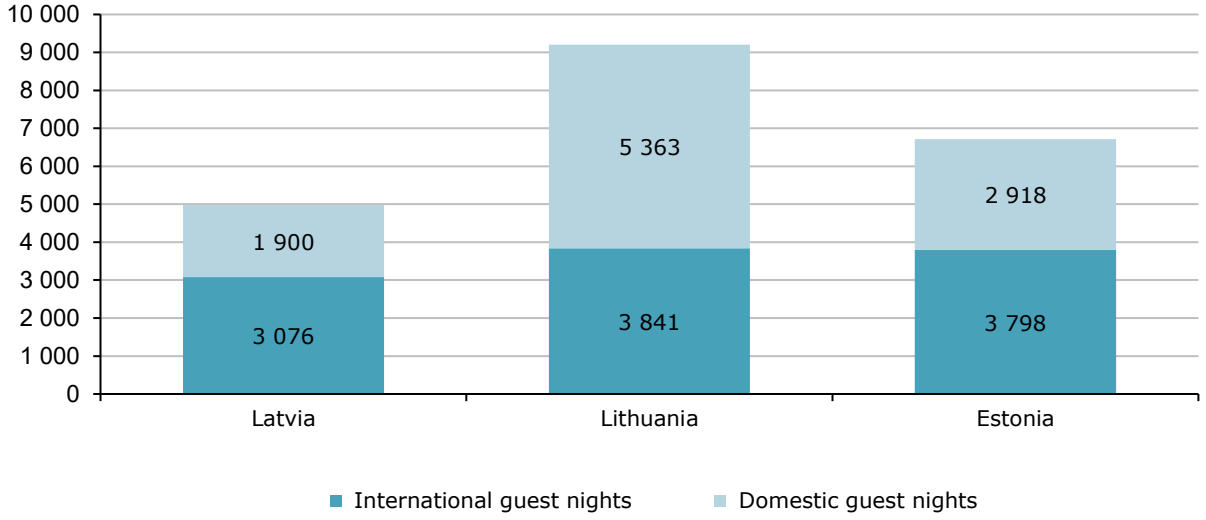


🕮 Official statistics portal [TUV030].

3. NIGHTS SPENT AT TOURIST ACCOMMODATION ESTABLISHMENTS IN THE BALTIC STATES

Comparing reports data compiled by the national statistical institutes on nights spent at tourist accommodation establishments in Latvia, Lithuania and Estonia in 2025, it can be concluded that the largest number of nights was spent at accommodation establishments in Lithuania – 9.20 million nights, followed by Estonia – 6.72 million nights and Latvia – 4.98 million nights. Most nights non-residents spent in tourist accommodation establishments in Lithuania (3.84 million nights), Estonia (3.80 million nights), but in Latvia 3.08 million nights.

Nights spent by non-residents and residents in tourist accommodation establishments in Latvia, Lithuania and Estonia; 2025
(thousand)



🕮 *Eurostat* [tour_occ_nim], 22.04.2026.

In 2025, compared with the time before the pandemic – 2019, the number of nights spent at tourist accommodation establishments in Latvia decreased by 9.7 %, in Estonia by 3.6 %, but in Lithuania increased by 2.9 %. The number of nights spent by non-resident travellers has decreased more – by 20.1% in Latvia, by 13.2 % – in Estonia and by 7.3 % – in Lithuania. However, the number of nights spent by resident travellers increased in all Baltic States – by 14.6 % in Latvia, by 12.6 % – in Estonia and by 11.6% – in Lithuania.

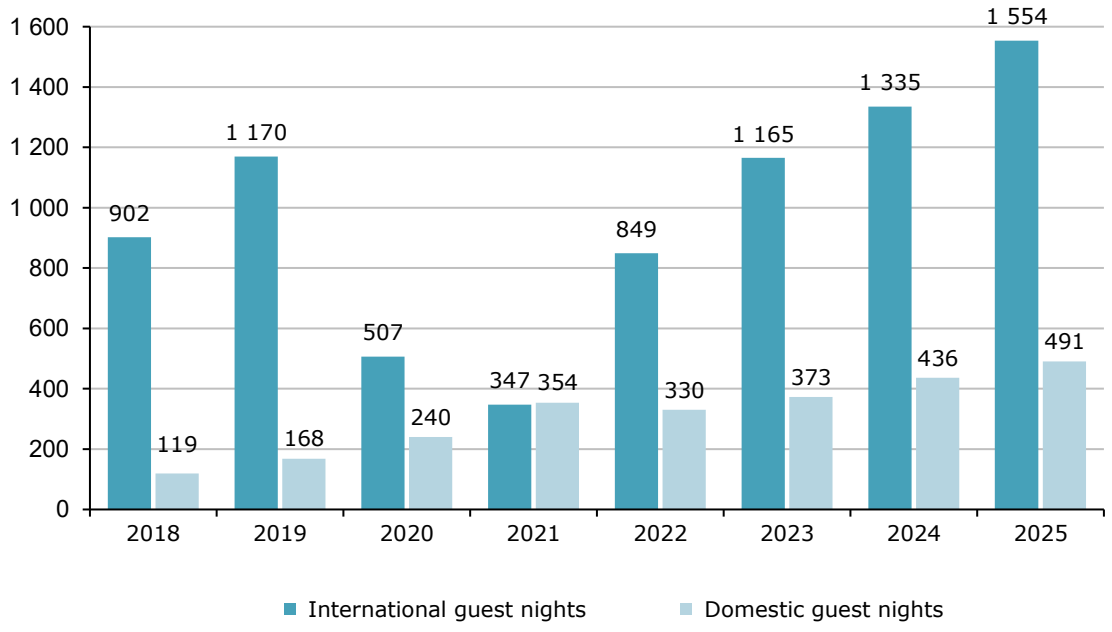
4. NUMBER OF GUEST NIGHTS IN LATVIA BOOKED VIA COLLABORATIVE ECONOMY PLATFORMS

In cooperation with the three largest international booking platforms – *Airbnb, Booking, Expedia Group* – 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[1] booked via these collaborative economy platforms. *Eurostat* project was started in 2020 with the purpose to assess the segment of tourist accommodation mentioned, whose offer on online booking platforms had been increasing.

In 2025, 2.05 million guest nights[2] were spent in Latvia, which were booked in one of three digital platforms – *Booking, Airbnb,* and *Expedia Group*. That is 15.5 % more than in 2024, when the number of nights booked comprised 1.77 million and 52.9 % more than in 2019 before the pandemic, when the number of guest nights comprised 1.34 million.

In 2025, 76 % of nights were booked by non-residents, but 24 % by residents. As before, average length of stay in these tourist accommodation establishments per one booking comprised 2.7 nights, it was larger for non-residents – 3.2 nights, but for residents – 1.8 nights.

Guest nights booked by non-resident and resident visitors via collaborative economy platforms in 2018–2025
(thousand)



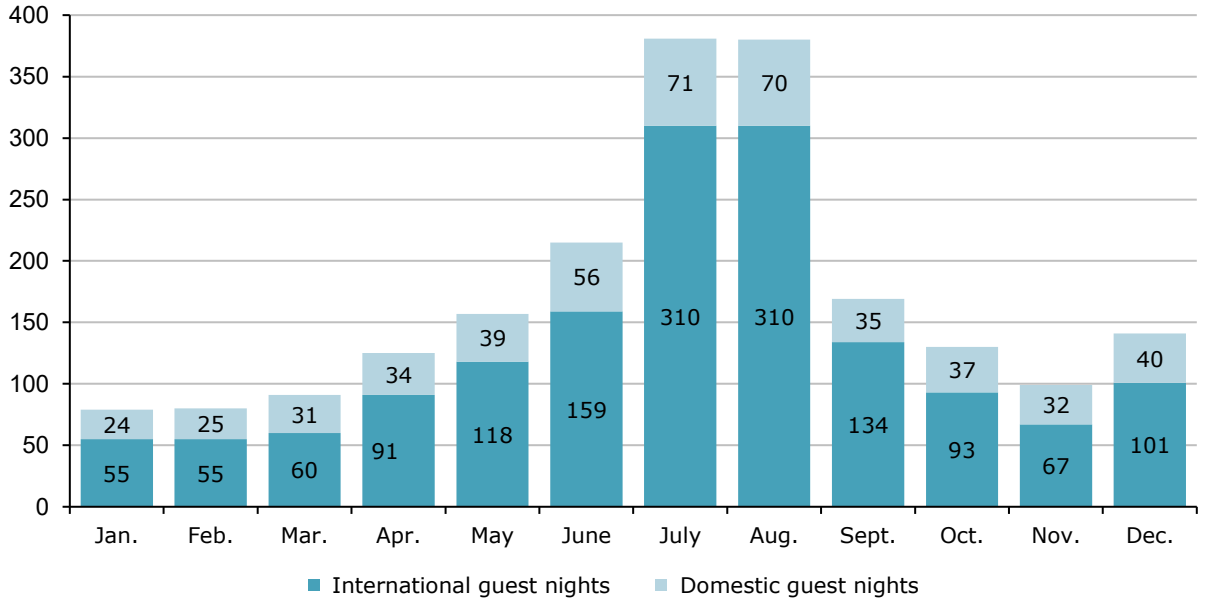
📖 Official statistics portal [TUP020].

In 2025, the busiest months were July and August, and these two summer months covered 37.2 % of the annual number of guest nights, while the share of January and February was the lowest – each comprising only 3.9 % of the total number of guest nights.

[1] 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, i.e., hotels and similar accommodation, as well as category I 55.3 – camping grounds, recreational vehicle parks and trailer parks).

[2] The total number of guest nights platforms obtain by multiplying the nights booked by the number of persons staying in the accommodation booked.

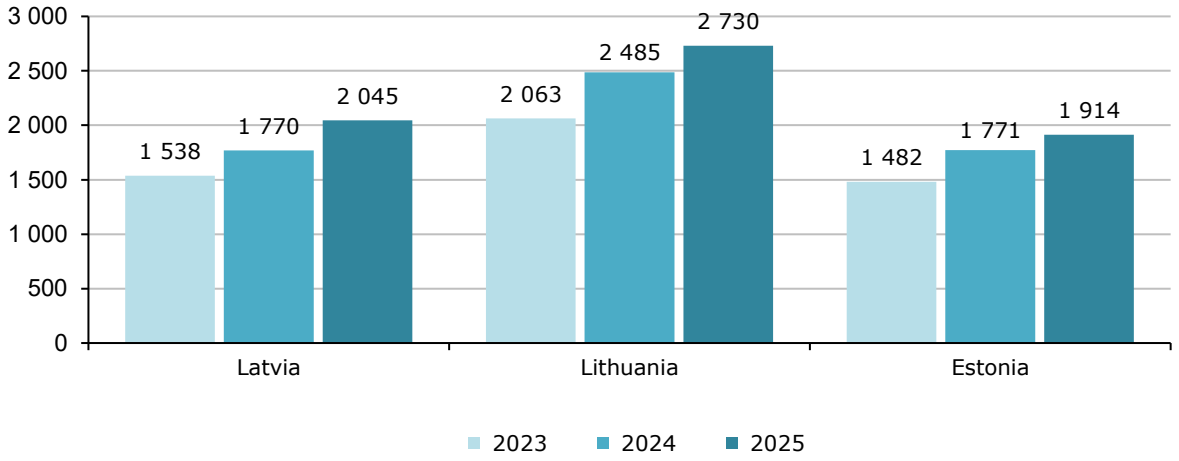
Guest nights booked by non-residents and residents via collaborative economy platforms by months; 2025
(thousand)



🕮 Official statistics portal [TUP010m].

In 2025, as compared with 2024., in all three Baltic States there was an increase in the number of guest nights booked – by 15.5 % in Latvia, by 9.8 % in Lithuania and by 8.1 % in Estonia. In 2025, the same as in previous years, the highest number of guest nights was booked in Lithuania (2.73 million nights), which was followed by Latvia (2.05 million nights) and Estonia (1.91 million nights).

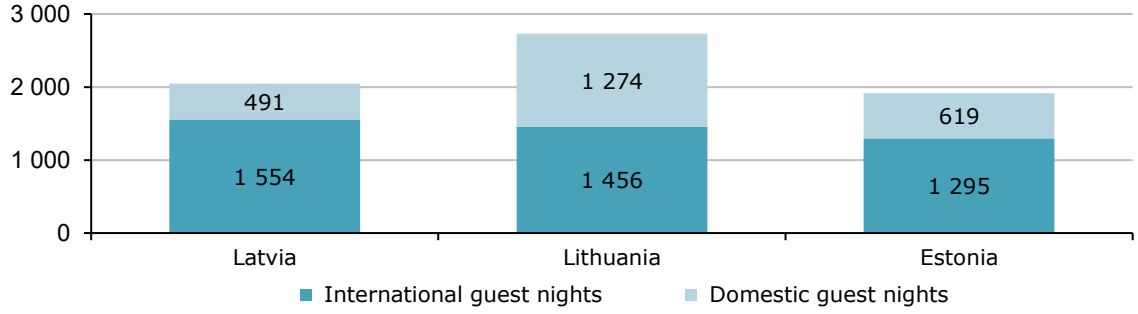
Nights booked via collaborative economy platforms by residents and non-residents in Latvia, Lithuania and Estonia; 2023-2025
(thousand)



🕮 *Eurostat* [tour_ce_omr] 01.04.2026.

In 2025, the same as in previous years, non-residents booked and spent the most nights in Latvia - 1.55 million (in Lithuania– 1.46 million, but in Estonia – 1.29 million nights). Also the largest share of non-resident guest nights was observed in Latvia – 76 %. Meanwhile, Lithuania traditionally had the largest share of nights booked by residents (47 %), with residents booking significantly more nights (1.27 million) than in Latvia and Estonia.

Nights booked via collaborative economy platforms by residents and non-residents in Latvia, Lithuania and Estonia; 2025
(thousand)



📖 *Eurostat* [tour_ce_omr] 01.04.2026.

More information on nights booked in 2025 – by region, in Latvia's six largest cities, and by non-residents by country – will be published in summer 2026 in the Tourism section of the official statistics portal database.

Out of three platforms mentioned, the largest number of accommodations in Latvia are available for booking on the platform *Booking*, where in June 2025[1] around 4 thousand tourist accommodations of the appropriate types (apartments, guest houses and holiday homes, country houses, cottages, youth hostels, etc.) with around 28 thousand beds[2] were offered. About 60 % of the dwellings are apartments.

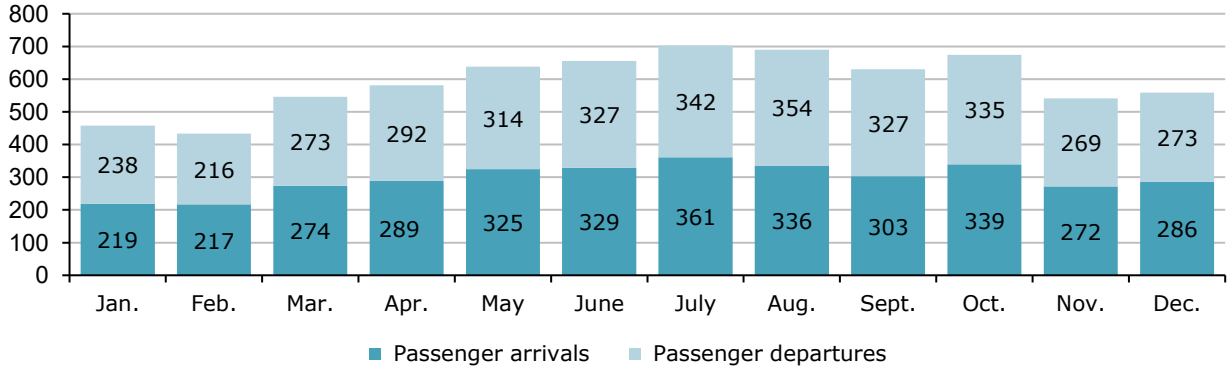
Data on guest nights in the European Union and European Free Trade Association countries at the regional and city level in 2018-2025 and more information about the project is available on the Eurostat website section *Experimental Statistics*.

5. PASSENGERS AT RIGA INTERNATIONAL AIRPORT

Riga International Airport plays a significant role in Latvia's tourism exports by ensuring a steady flow of travellers. In 2025, passenger turnover at Riga International Airport comprised 7.11 million passengers, which is 0.1 % fewer, compared with 2024, and 8.8 % fewer than in 2019 before the pandemic. The largest number of passenger arrivals/departures were from/to airports of Germany (10.5 %), Great Britain (10.1 %), Finland (7.6 %), Spain (5.5 %) and Turkey (5.4 %).

In 2025, the total number of flights comprised 63.2 thousand, and it has remained at the level of the previous year. Most passenger arrivals and departures occurred in July (703 thousand), August (690 thousand) and October (674 thousand).

Passenger arrivals and departures at Riga International Airport by month, 2025
(thousand)



📖 Official statistics portal [TPG010m].

[1] Data from the collaborative economy platform for the relevant period at the time of data collection (in June 2025). 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*, initiated ethical web scraping of publicly available information on the capacity of respective tourist accommodations from the global accommodation platform *Booking*.

[2] The exact number of beds is unknown, as the published number of beds in the indicated room types is determined by automatic data acquisition.

METHODOLOGICAL INFORMATION

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[1] – 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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[1] Operational Eurostat definition of the digital collaborative economy for statistical purposes.