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Building Latvian Tourism Identity

**Ministry of Economics
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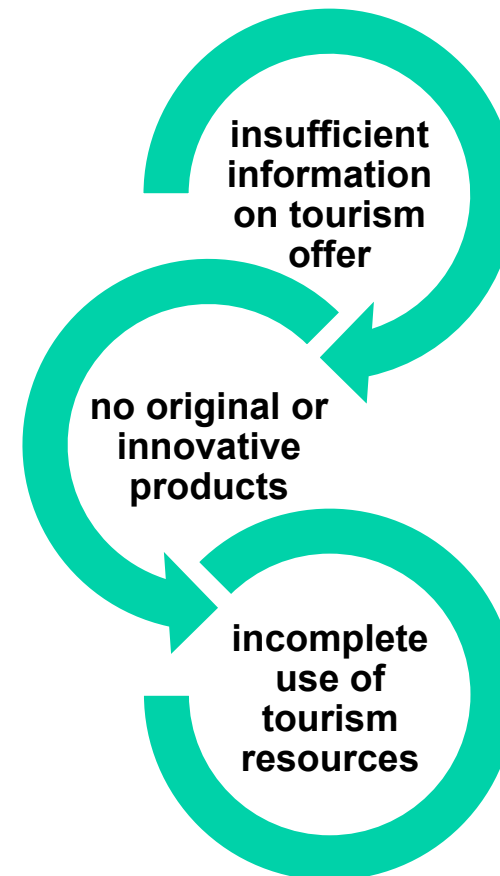
Ministry of Economics of the Republic of Latvia

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Latvia's poor tourism identity



associations of a post-soviet country with bad customer service and low quality of life



“The country that sings”

- The existing Latvian brand “The country that sings” (2002-2009) had no real strategy behind it
- It was understood by the locals, but not by foreigners
- The brand mainly functioned as visual aids more than an actual tourism brand



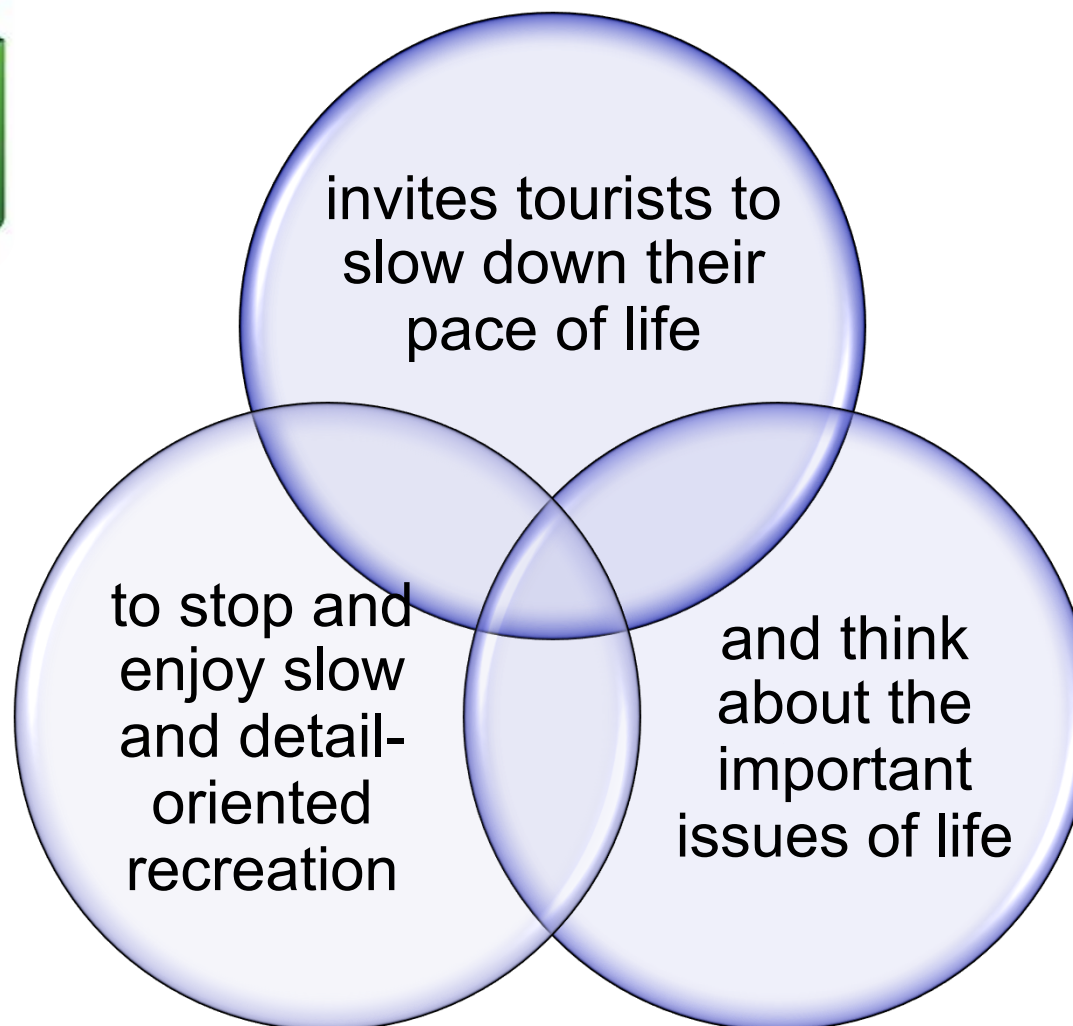
Introducing “Latvia. Best Enjoyed Slowly”

- The Latvian Tourism Marketing Strategy 2010-2015
- Sustainable tourism development
- Proposes main tourism target markets
- A new communication platform with slogan “Latvia. Best enjoyed slowly”.





The Slow Tourism Image





Latvian Tourism Brand

The Latvian tourism brand was based on the changes in both Latvian and foreign consumer values that have been transforming from traditional consumption to searches for new content of life.

The main message:

In Latvia tourists have an opportunity to change the tempo of their lives and enjoy unhurried leisure thus tasting new experiences, aspiring to harmony and revealing true values.

The objectives and implementation

The main goals of changing the identity of Latvia:

- to adjust to changing tendencies (slow tourism)
- to promote Latvia as a sustainable tourism destination

The main objectives:

- extend the duration of stay for tourists in Latvia,
- advance the increase of tourism sector share in gross domestic product,
- promote the development of local tourism and growth of regional tourism product export.

The implementation

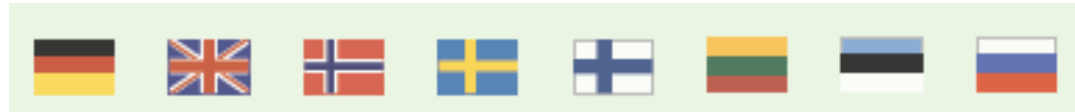
Marketing activities of Latvian tourism board, based on the marketing strategy:

- Market analysis, market division into segments
- Organizing exploratory visits (journalists, tourism operators, travel agents, other specialists)
- Advertising campaigns, co-operation with the media (+Internet media)
- Participation in international tourist exhibitions, workshops and seminars
- Co-operation with partners – (embassies, tourism entrepreneurs, national organizations)

Tourism market: target markets

Categories of target markets

Priority markets



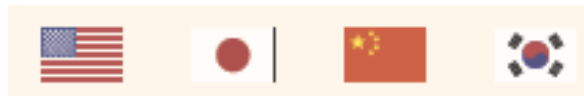
Secondary market



Tertiary markets

Other European countries
CIS (Commonwealth Independent States)

Distant markets

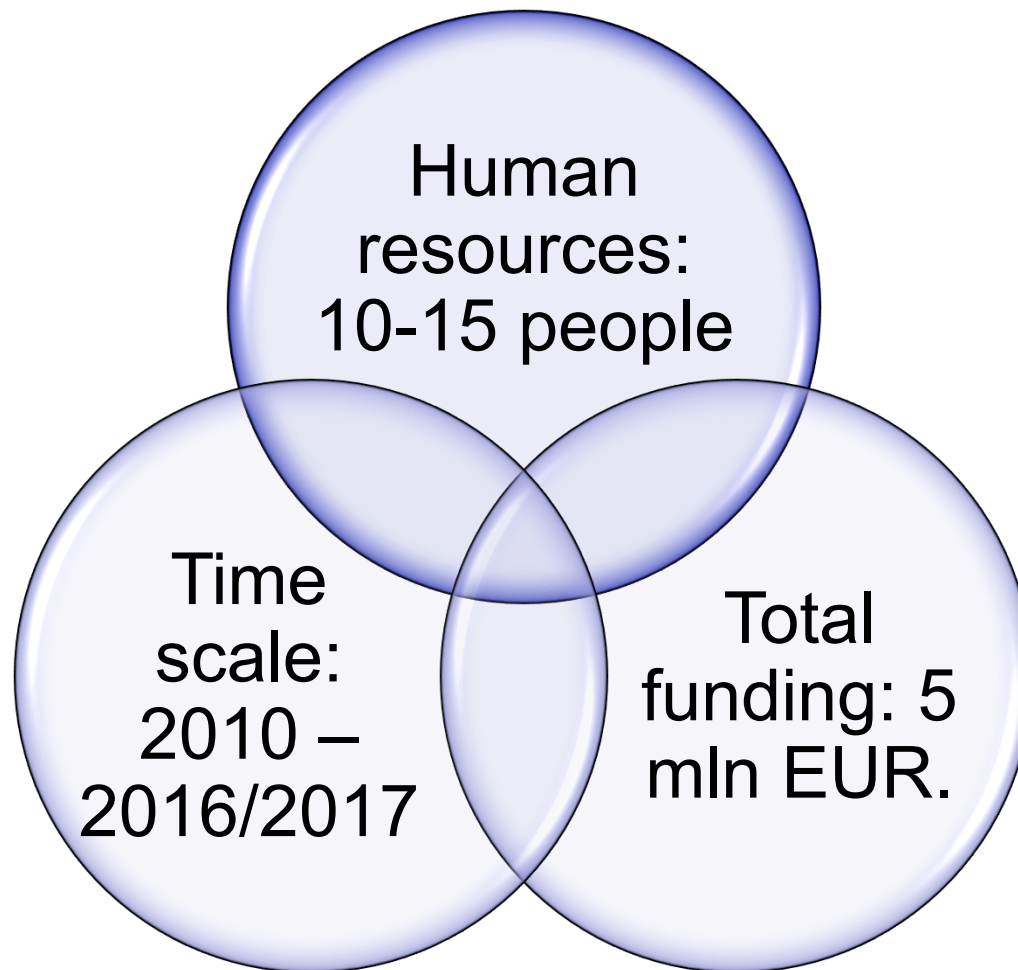


Competitors

- **Baltic States as one destination;**
- **Cross – border cities:** Warsaw, St. Petersburg, Kaliningrad, Helsinki
- **Riga is able to compete successfully with other Central – European cities** – Prague, Budapest, Warsaw, Krakow, Gdansk.

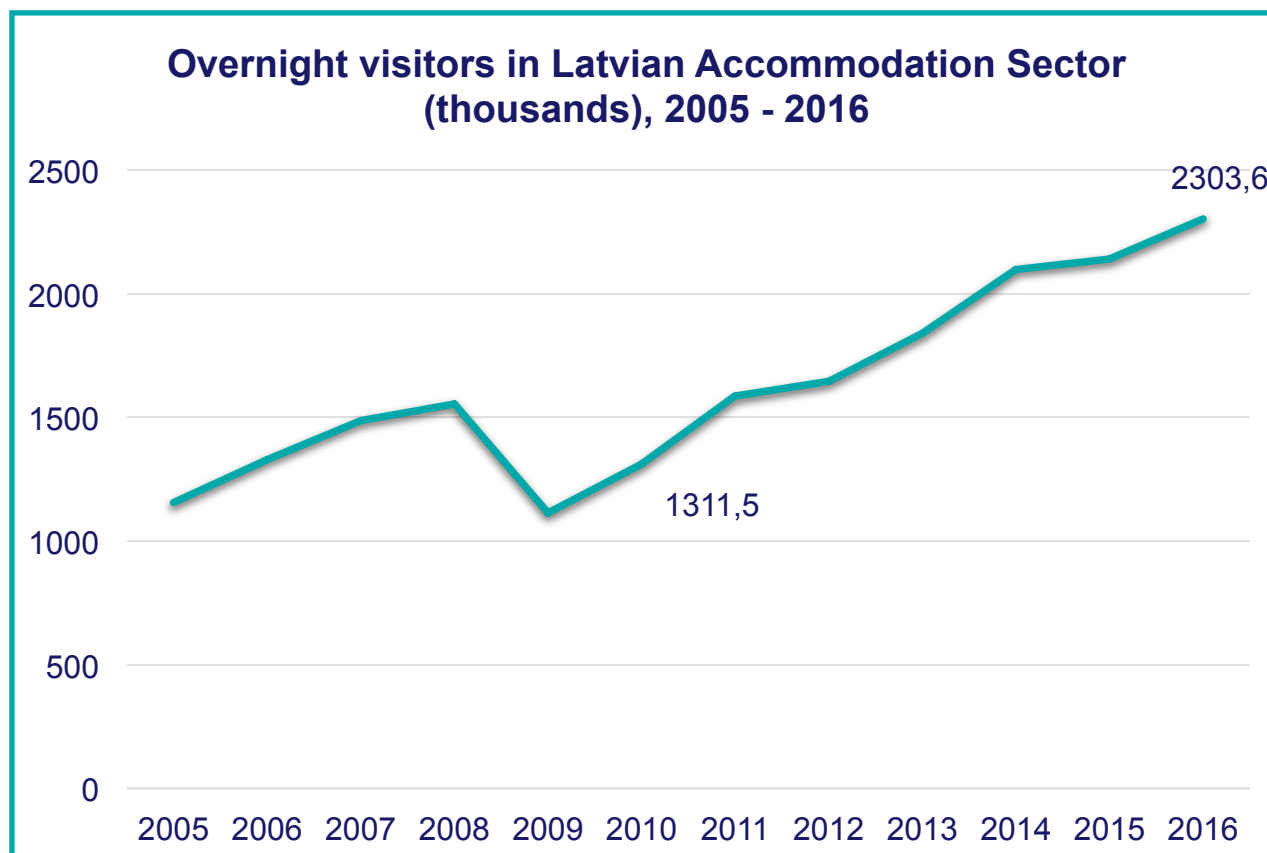


Resources needed



Results

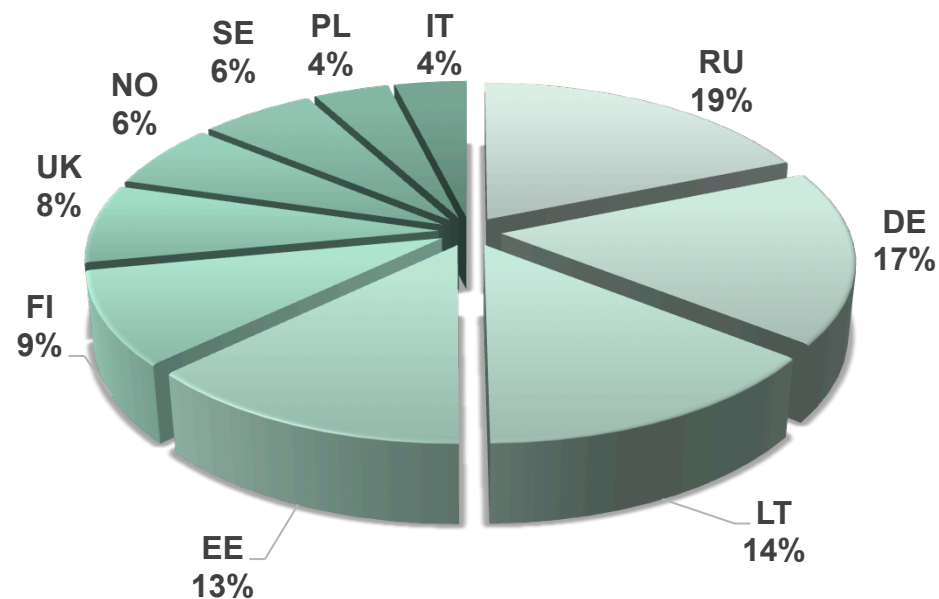
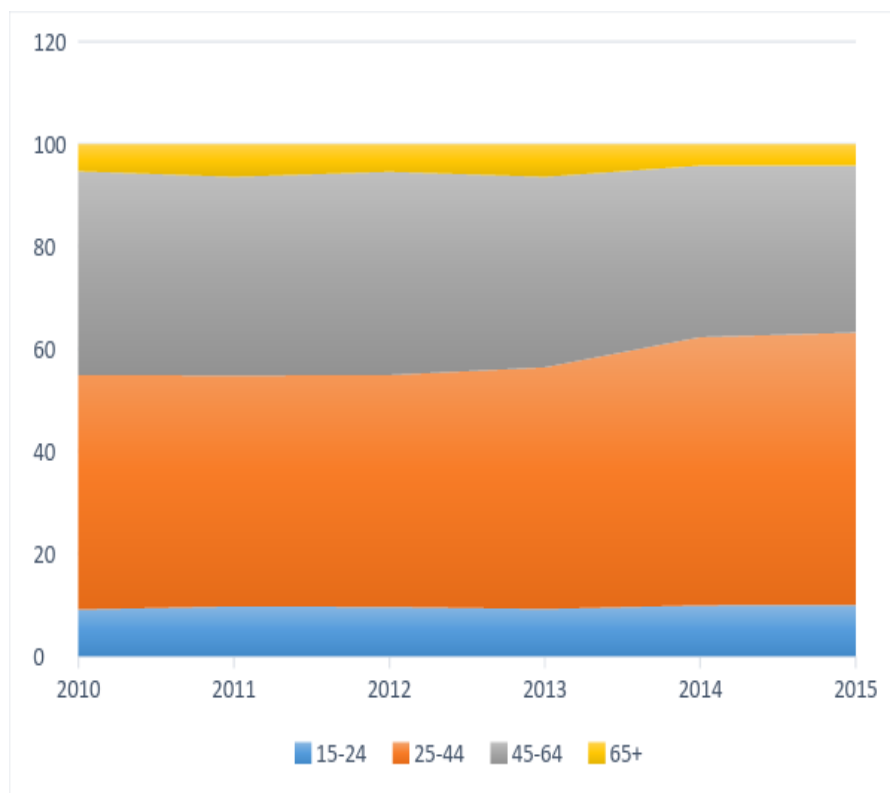
- During the period of 2010 – 2016 there has been a significant Increase of number of tourists (+75%)



- In 2016 Latvia had 1,5 million foreign tourists that used accommodation services. They stayed the total of 3 million nights

Results (2)

- Increase of tourists from Scandinavia and senior tourists: high spenders, main target market



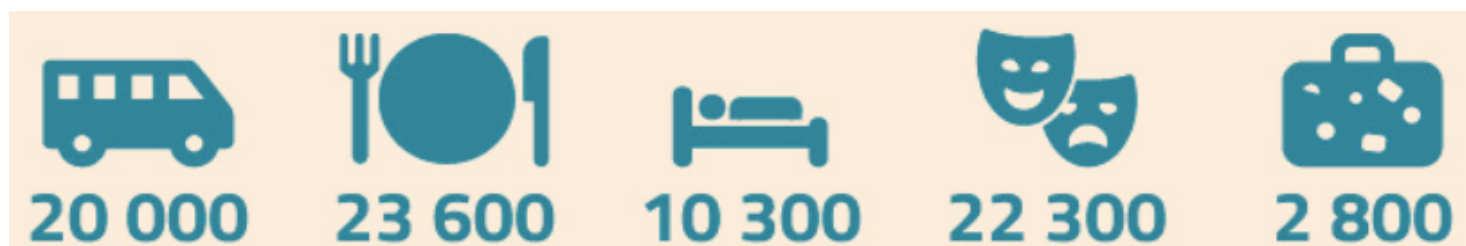
Results (3)

Due to the promotion of slow tourism:

- Latvia has developed high quality and **sustainable tourism products**, introduced fine dining and eventually **become visible** on the “tourism map”.
- Latvia has created a **successful image** of sustainable tourism destination with rich culture and pure nature.
- Latvia is a place for relaxation and recreation. A place where to return.

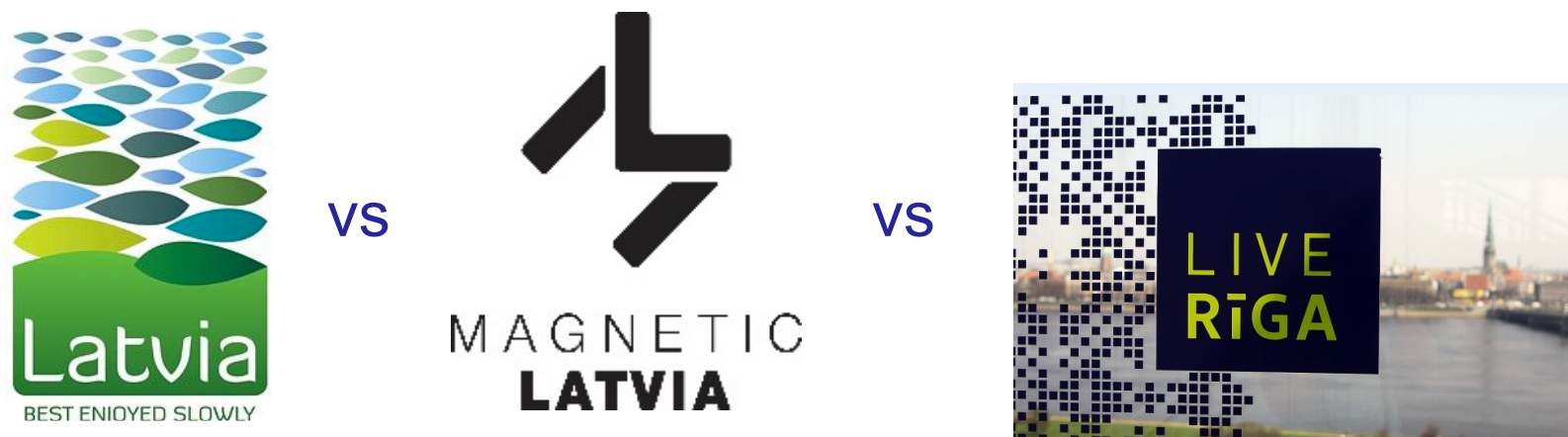
Results (4)

- Tourism directly contributes 4% to Latvia's total GDP
- Tourism exports generated EUR 962 million in 2016, representing 6% of total exports and 18% of services export
- Tourism employment of Latvia contributes 9% to total employment, providing 78 thousand jobs in tourism.



Need for Change

- The brand “Best Enjoyed Slowly” has proven itself a successful brand.
- Nevertheless, some conflicts have been encountered between other Latvian brands:



- The concept of slow tourism also contradicts the idea of **MICE development** in Latvia or the growing numbers of **Millennials**, who seek adventure and digital freedom.

Magnetic Latvia

- A common brand for the whole country, including tourism, exports and promotion of investment.
- The brand is already used by MICE professionals in tourism exhibitions and will slowly be changed in other sectors of tourism as well.



<https://www.youtube.com/watch?v=PGI-PGf61dQ>

*The “Best Enjoyed Slowly” practice is a great example of how a small and unknown tourism destination can **become visible** on the map and **change the country’s negative or non-existent image** with dedicated planning, focusing on key trends and markets and maintaining the consistency of the image.*

Thank you!

More info available at:
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