



BRANDTour

Interreg Europe



European Union
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The BRANDTour Project

Introducing the Chinese Friendly Concept in Latvia

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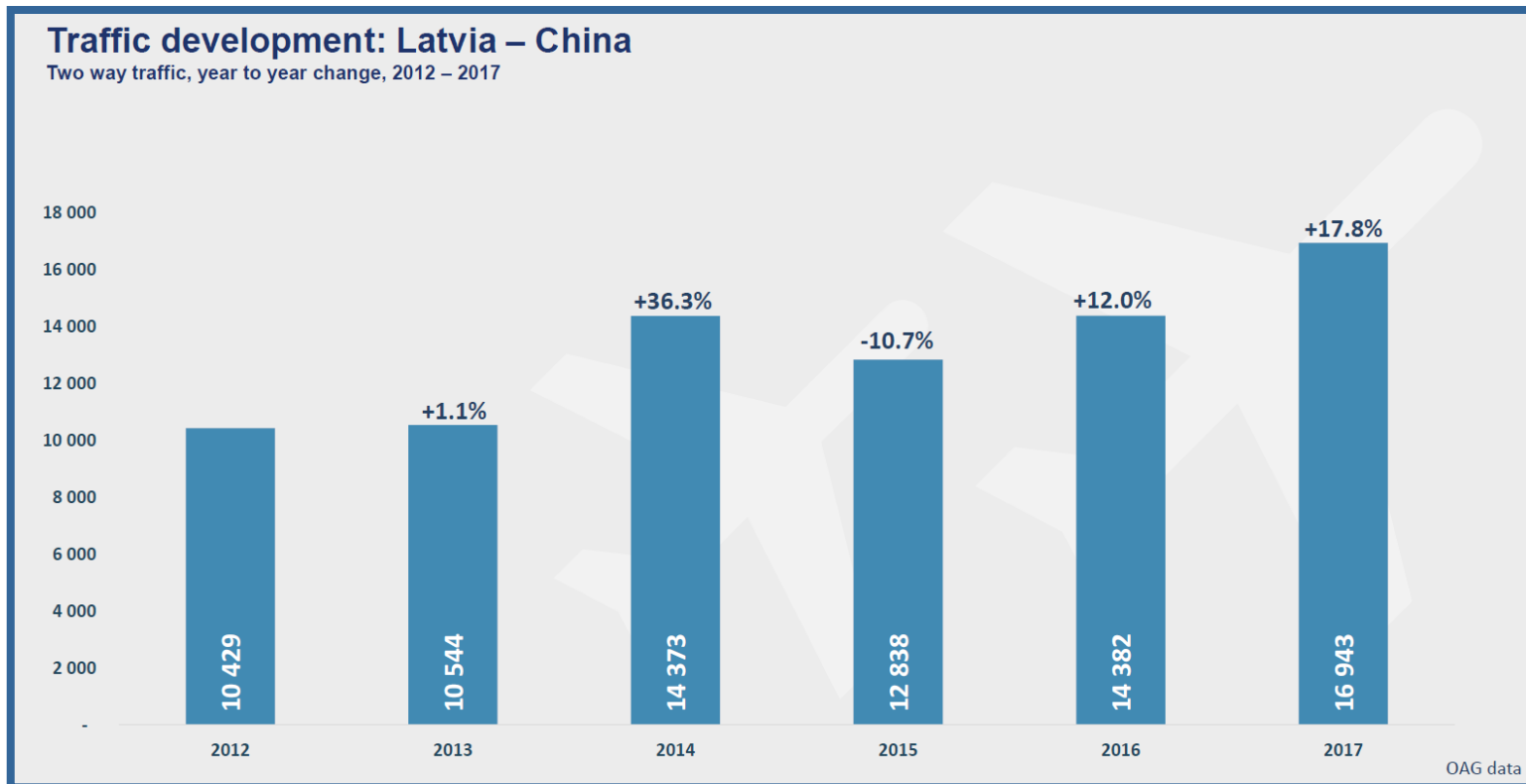


Project smedia



Challenge: entry into new markets

China - a priority distant tourism market for Latvia
Increase of Chinese tourists in Latvia





Challenge: entry into new markets

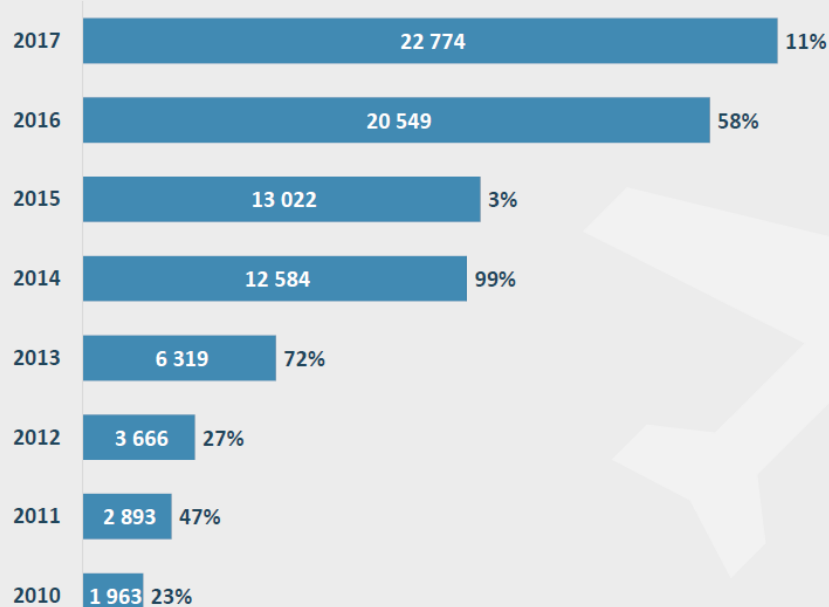
China - a priority distant tourism market for Latvia

Increase of Chinese tourists in Latvia

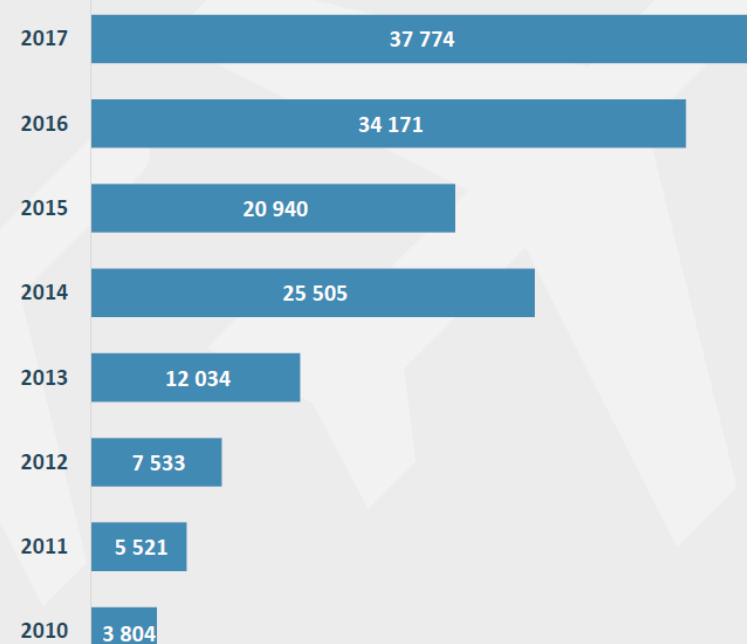
Latvia – China Tourism

2010 - 2017

Number of Chinese visitors in hotels and year to year change (%)

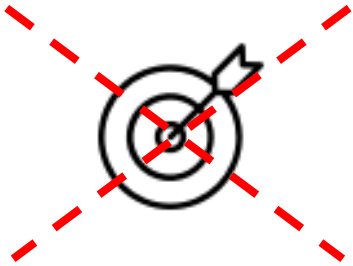


Chinese overnight stays in Latvia, nights





Challenge: entry into new markets



- ***No common strategy, guide or “manual”***
- ***No knowledge of market needs***
- ***No willingness to customize products***



Latvian tourism strategy for Chinese market

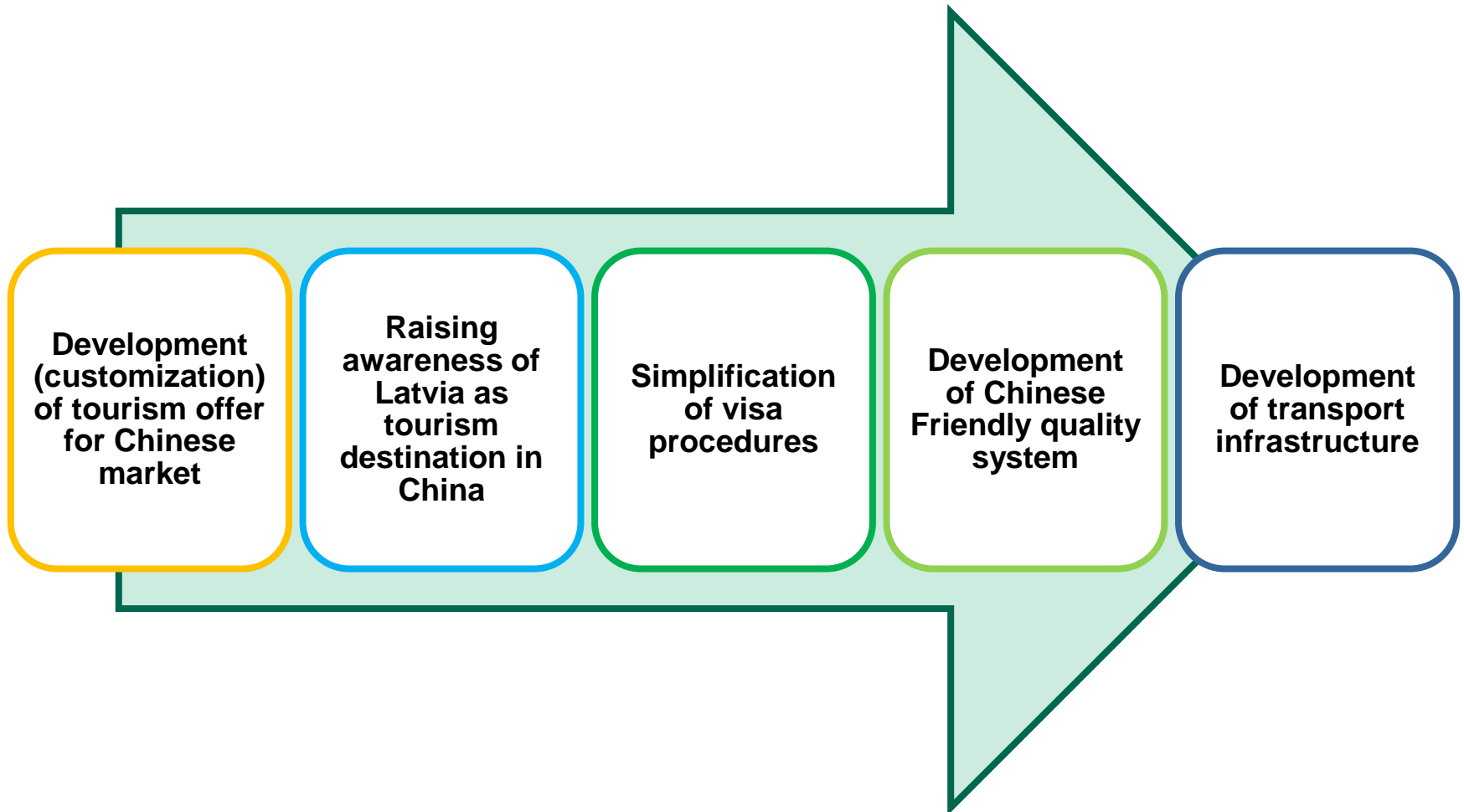
To **help the industry**
to enter the Chinese
market

To **increase the
interest** of the
Chinese tourism
businesses and
travelers about Latvia
as a new, attractive
and competitive
destination for tourism
with high added value

to facilitate a larger
**flow of Chinese
tourists** to Latvia.



Main Tasks of the Strategy





Objectives of the Strategy

Tourist segments:
second wave travelers:

Product packages
focused on tourist
niches combined with
classical tourism offer

Marketing tools and
channels suitable for the
Chinese market

**Modified current
tourism products for
the Chinese market**



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Implementation of the Strategy

Latvia has introduced a Chinese Friendly hospitality standard for tourism service providers

- specific **educational course** about Chinese needs, behavior and demands
- **customize current products** and services to get acknowledged by the Chinese traveler
- **promote the products** in Chinese outbound market





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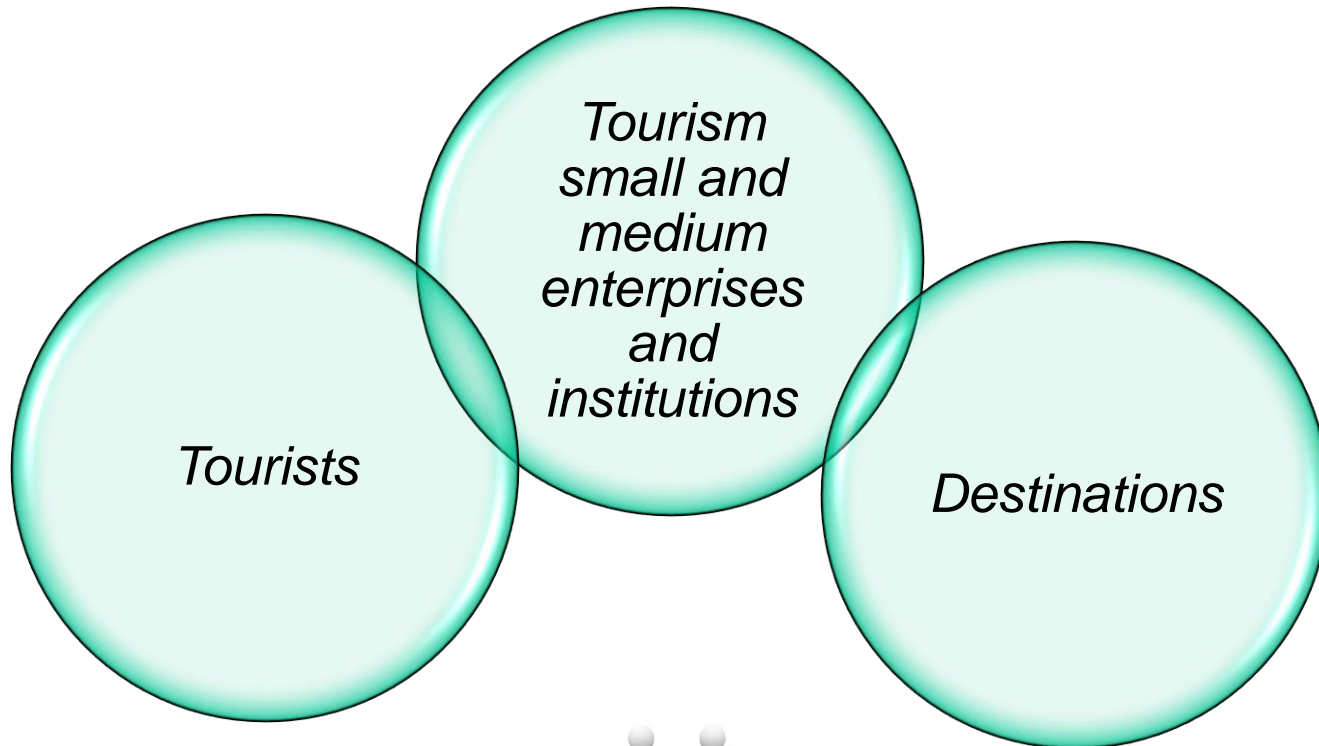
Implementation of the Strategy

- ✓ **Increased speed of issuing visas, possibly issue them on-line in the future.**
- ✓ **Agreement with an on-line platform to sell tourism packages in China on-line**
- ✓ **Increased Latvia's visibility in Chinese market via various events, exhibitions, FAM trips, media coverage etc.**





Stakeholders and Beneficiaries





The expected result

1. Increase the number of Chinese tourists to Latvia reaching at least **60,000 Chinese tourists per year until 2020.**
2. The flow of tourists between countries creates an opportunity to **open direct flights from China to Latvia**, which is vital for ensuring further tourism development between the countries.



The Current Results

25 tourism enterprises have received the Chinese Welcome certificate with more to come

The number of Chinese tourists has **increased by 7%** already during the 1st half of 2018, while neighboring countries are experiencing lesser growth (Lithuania + 1%) or even decrease (Estonia – 3%)

Starting this November, a **direct (charter) flight from Riga to Hainan** is opening. A few more are in the pipeline – direct flights to Shanghai or Beijing



Difficulties Encontered

- **Know your customer, be ready to take a risk!**
- The biggest challenge was (and still is) to create the perfect product for Chinese market.
- Main challenges for the industry - willingness to change products and leave their comfort zone (possible low ROI at the beginning)





Potential for Learning or Transfer

- The diversification of tourism products and services to provide more customized packages for a specific market:
 - implementation of a specially designed concept/strategy,
 - supporting the industry's learning process
 - invest in entrepreneurs to help them to achieve their business goals

- **Latvia made sure that the industry understands the new client and is able to customize its products towards the new market's needs.**

The government has given a boost, the rest is up to the industry now.



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Thank you!

Questions welcome!



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