

## INCOMING BALTIC STATES

### Country and people<sup>1</sup>

|                   |  |
|-------------------|--|
| Baltic States     | Estonia (EST), Latvia (LV), Lithuania (LT)   |
| Capitals          | Tallinn (425,000 inhabitants) (EST), Riga (700,000 inhabitants) (LV), Vilnius (523,000 inhabitants) (LT) |
| Area              | 175.117 km <sup>2</sup>  |
| Inhabitants       | 1.7 m (EST), 2.0 m (LV), 2.8 m (LT)  |
| Mean age          | 42.7 - 43.7 years  |
| Economy           | GDP per capita: 19,658 Euro (EST); 15,866 Euro (LV); 17,086 Euro (LT), 2019                              |
| Unemployment rate | 6.3% (EST); 7.6% (LV); 6.7% (LT) (2016)*   |
| Inflation rate    | 2.5% (EST); 2.6% (LV); 2.3% (LT)* <span style="float: right;">*Forecast</span>                           |
| Gini coefficient  | 0.34 (EST); 0.36 (LV); 0.36 (LT) (OECD average 0.31)   |

## GENERAL TRAVEL BEHAVIOUR

Percentage of overnight stays domestic in accommodation establishments <sup>2</sup>

- Estonia: 64% domestic / 36%non-resident
- Latvia: 69% domestic / 31%non-resident
- Lithuania: 47% domestic / 53%non-resident

- Intensity of travel abroad: 151.0% (Estonia), 133.9% (Latvia), 111.7% (Lithuania) (resident population from 15 years on) = 1.5 trips per person (Estonia), 1.3 trips per person (Latvia), 1.1 trips per person (Lithuania)

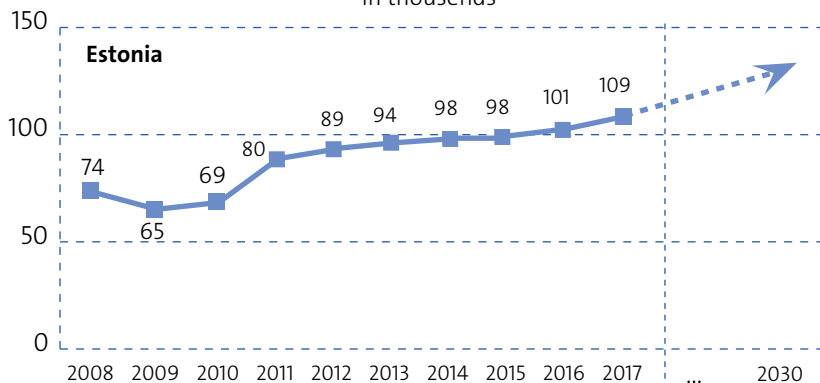
Destinations of trips abroad in 2017

rank 1 – Russia (EE); **Germany (LV)**; Poland (LT)  
rank 2 – **Germany (EE)**; LIT (LV); **Germany (LT)**

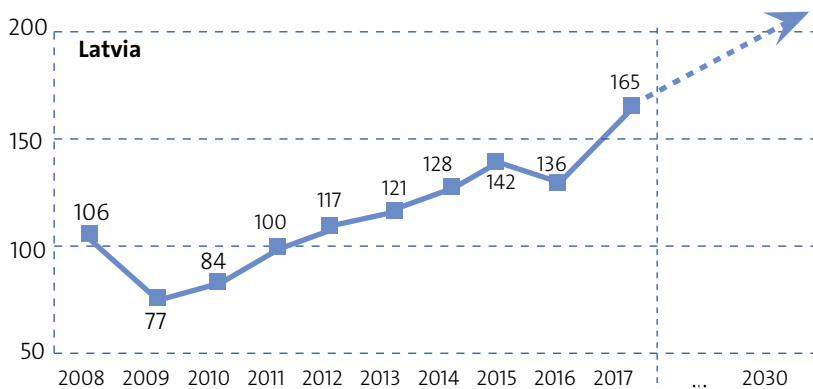
rank 3 – FIN (EE); EE (LV); RUS (LT)  
rank 4 – LV (EE); PL (LV); UK (LT)

## DESTINATION GERMANY

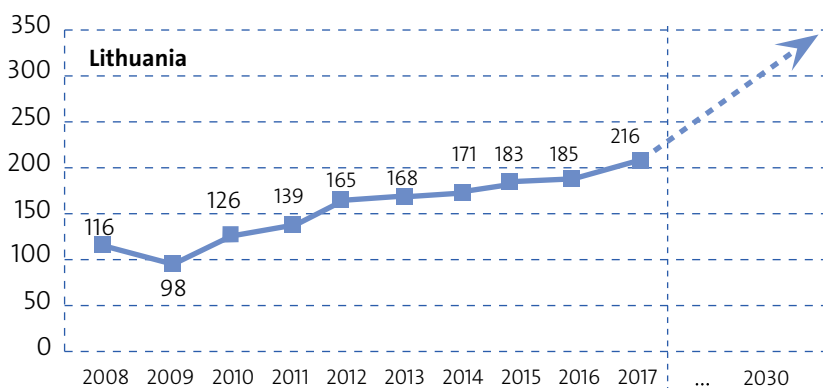
**Overnight stays – current and long-term development<sup>3</sup>**  
in thousands



- Year 2017: 53,761 arrivals from Estonia / 109,214 overnight stays (camping included)<sup>2</sup>
- Volume of overnight stays: increase 2016–2017: +8.0%
- Total sales turnover for incoming trips: 0.1 billion Euro (2017)
- DZT forecast until 2030: 0.2 m overnight stays



- Year 2017: 74,425 arrivals from Latvia / 164,989 overnight stays (camping included)<sup>2</sup>
- Volume of overnight stays: increase 2016–2017: +21.4%
- Total sales turnover for incoming trips: 0.1 billion Euro (2017)
- DZT forecast until 2030: similar to Estonia



- Year 2017: 97,583 arrivals from Lithuania / 216,380 overnight stays (camping included)<sup>2</sup>
- Volume of overnight stays: increase 2016–2017: +17.0%
- Total sales turnover for incoming trips: 0,2 billion Euro (2017)
- DZT forecast until 2030: 0.4 m overnight stays

Since 2006 the Federal Statistical Office publishes the statistics of overnight stays for each state of the EU separately. Consequently, the three Baltic States are registered separately, too.

## MOST POPULAR DESTINATIONS IN 2017

### Federal states<sup>3</sup> (percentage of all overnight stays)

| from Estonia                              | from Latvia                               | from Lithuania                            |
|---|---|---|
| rank 1: Berlin with 26.2%                 | rank 1: Berlin with 25.7%                 | rank 1: Berlin with 16.4%                 |
| rank 2: Bavaria with 20.1%                | rank 2: Bavaria with 20.5%                | rank 2: Bavaria with 16.2%                |
| rank 3: North Rhine-Westphalia with 11.9% | rank 3: North Rhine-Westphalia with 11.4% | rank 3: North Rhine-Westphalia with 13.0% |
| rank 4: Hesse with 7.6%                   | rank 4: Baden-Württemberg with 9.6%       | rank 4: Lower Saxony with 12.0%           |

### Most popular cities<sup>3</sup> (more than 100.000 inhabitants) of the Balts

|  |                            |                              |
|--|----------------------------|------------------------------|
| rank 1: Berlin with 28,658 overnight stays | rank 1: Berlin with 42,376 | rank 1: Berlin with 35,596   |
| rank 2: Munich with 9,362                  | rank 2: Munich with 8,139  | rank 2: Frankfurt with 9,867 |
| rank 3: Hamburg with 5,301                 | rank 3: Cologne with 5,318 | rank 3: Munich with 9,781    |

### Purpose of all incoming trips

- Holiday trips, business trips, VFR/other trips:  
**Estonia** (47%, 27%, 26%), **Latvia** (57%, 26%, 17%), **Lithuania** (52%, 36%, 12%)
- **Estonia** business trips: 20% traditional business trips, 80% promotable business trips, of which:  
47% conferences/congresses/seminars, 44% exhibits/trade fairs, 8% incentive
- **Latvia** business trips: 31% traditional business trips, 69% promotable business trips, of which:  
53% conferences/congresses/seminars, 44% exhibits/trade fairs
- **Lithuania** business trips: 36% traditional business trips, 64% promotable business trips, of which:  
66% conferences/congresses/seminars, 26% exhibits/trade fairs, 8% incentive
- **Estonia** holiday trips: 11% holidays in tourist regions, 46% touring holidays, 19% city holidays/visit of an event
- **Latvia** holiday trips: 17% holidays in tourist regions, 61% touring holidays, 12% city holidays/visit of an event
- **Lithuania** holiday trips: 29% holidays in tourist regions, 48% touring holidays, 15% city holidays/visit of an event

### Booking-behaviour, main mode of transport, accommodation during holiday trips

- Booking in advance: 80% **Estonia** (67% online booking), 78% **Latvia** (70%), 78% **Lithuania** (63%)
- **Estonia**: 39% car, 42% plane, 16% coach
- **Latvia**: 35% car, 29% plane, 32% coach, 4% train
- **Lithuania**: 50% car, 33% plane, 17% coach
- **Estonia**: 66% accommodation paid for (33% hotel)
- **Latvia**: 78% accommodation paid for (52% hotel)
- **Lithuania**: 74% accommodation paid for (48% hotel)

## CONTACT

Deutsche Zentrale für Tourismus e.V.

Beethovenstraße 69  
60325 Frankfurt am Main  
E-Mail: [Mafo@germany.travel](mailto:Mafo@germany.travel)  
[www.germany.travel](http://www.germany.travel)

## REFERENCE

World Travel Monitor 2017, IPK International; also:

1 [www.cia.gov](http://www.cia.gov), [www.gtai.de](http://www.gtai.de); 2 Eurostat 2018

3 German Federal Statistics Office 2009-2018 / German State Offices 2018

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