

INCOMING BALTIC STATES

Country and people¹

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 ²
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)* *Forecast
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 ²

- 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)

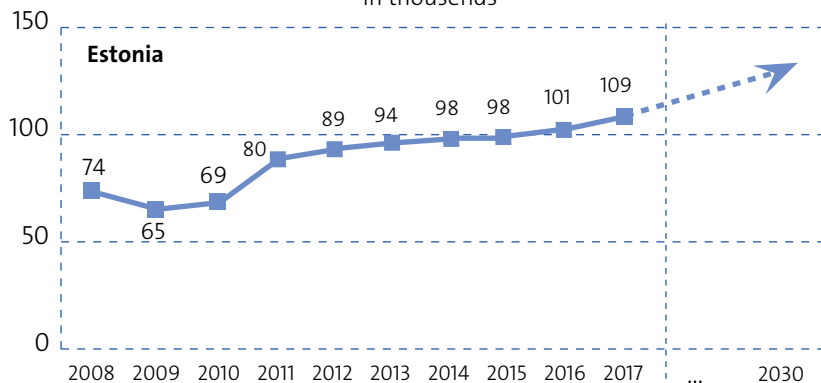
Destinations of trips abroad in 2017

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

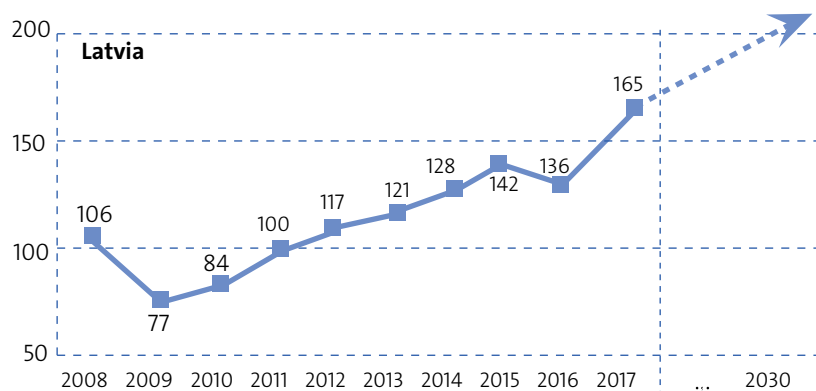
rank 3 – FIN (EE); EE (LV); RUS (LT)
rank 4 – LV (EE); PL (LV); UK (LT)

DESTINATION GERMANY

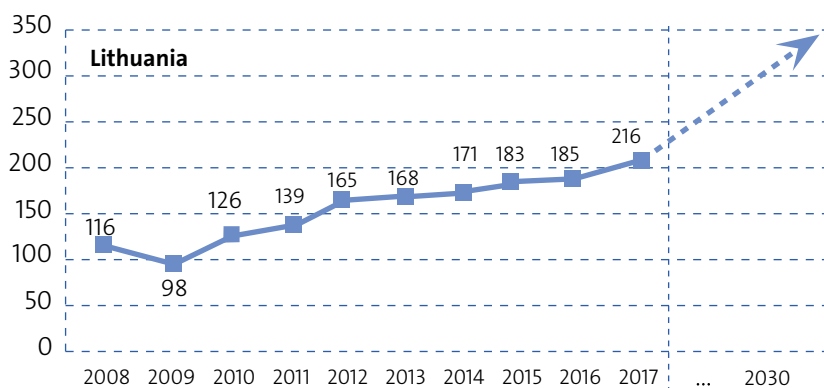
Overnight stays – current and long-term development³
in thousands



- Year 2017: 53,761 arrivals from Estonia / 109,214 overnight stays (camping included)²
- 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)²
- 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)²
- 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 states³ (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 cities³ (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)

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REFERENCE

World Travel Monitor 2017, IPK International; also:

1 www.cia.gov, www.gtai.de; 2 Eurostat 2018

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

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