

Rural tourism in Latvia: adaptation to changing market situation



Juris Smaļinskis
RT conference, 26.11.2009.

Latvian Country Tourism Association

Lauku ceļotājs



Founded: 1993

Members: ~320

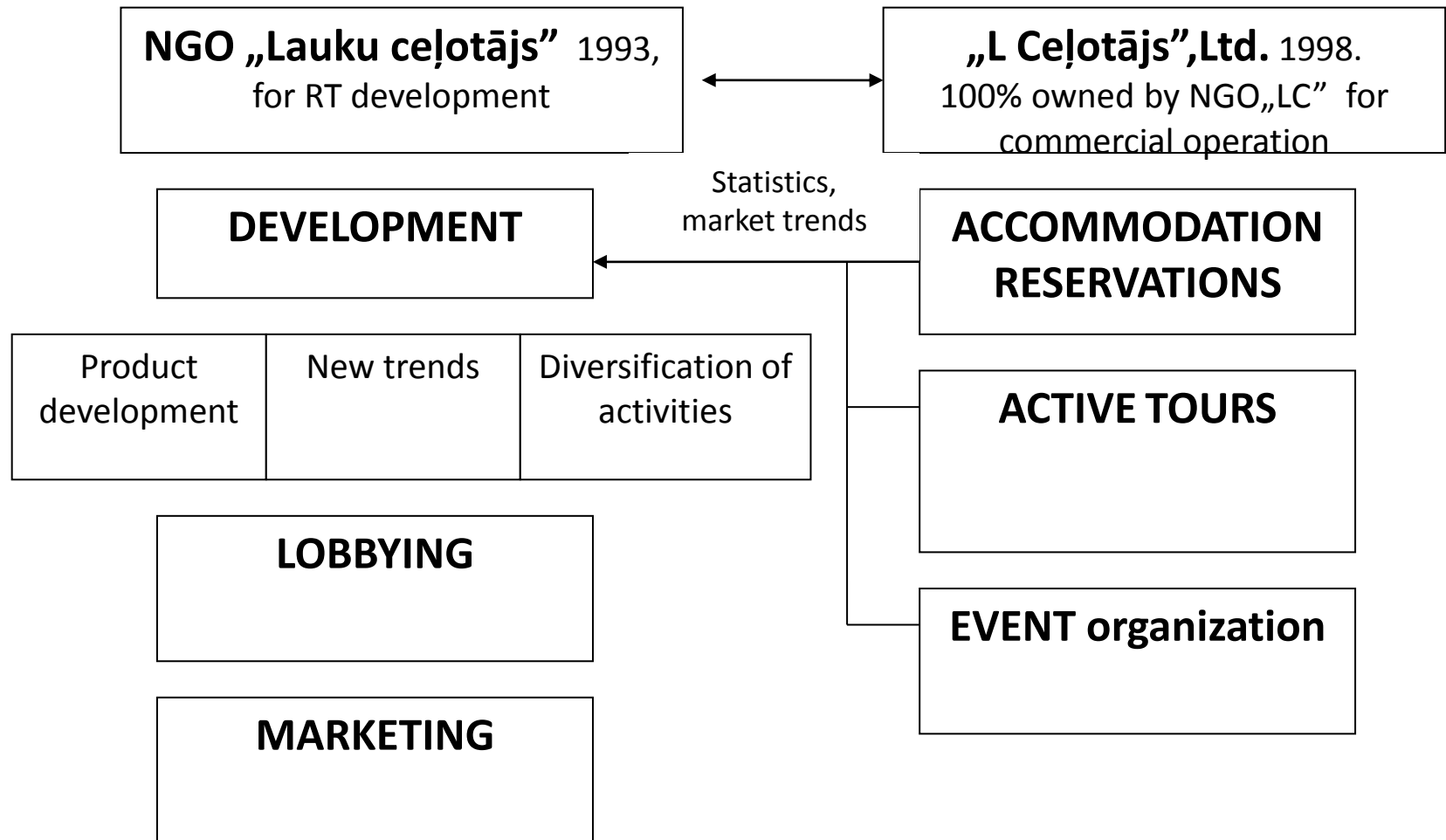
Bed places: ~ 6381

Staff: ~ 12



www.countryholidays.lv

Latvian Country Tourism Association



Baltic Country Holidays : Latvia – Lithuania - Estonia

Cooperation with :

- 171 accommodation sites in Lithuania
- 210 accommodation sites in Estonia



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Selected accommodations

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No	Name	Type	Description	District
1009	VIENTIEMIS		Recreation complex with a cafe, pub, guest house and several saunas not far from Kretinga on the banks of a river. Separate rooms, cottages or apartments are offered for rent. Nice surroundings with children's playground, 4 different saunas.	Lithuania Žemaitija Kretinga
1177	JURATE		The hotel is situated in a 200 year old building, by the highest dunes on the Baltic seacoast, in the Curonian Spit. Well appointed rooms, a conference room, a cafe, a bakery, an arts gallery, sauna, massage, bicycle rent.	Lithuania Žemaitija Neringa
1195	REZELIU ALEJA		Guest house in a village, bordering by a forest, 18km from Traikiai town. 8 guest rooms in the main building. A seminar and party room in an outbuilding. 4 bedrooms on the 2nd floor. A sauna house with a bedroom. Picnic spot in the yard.	Lithuania Dzūkija Vilnius
1157	BALSEVICIUS		Guest house in the small town of Raudonė, 300m from the Nemuna river and in the vicinity of the Raudonė castle. Rooms in the main building and in an outbuilding.	Lithuania Žemaitija Jurbarkas
1128	PAS VINČA		Farm 39 km from Vilnius. Two houses for guests alongside a lake. Equipped seminar facilities, Internet connection, separate dining room. Country sauna with birch and oak besoms.	Lithuania Aukštaitija Vilnius
1075	METROPOLIS		The historical hotel was designed by a great province engineer Nikolajus Andrejevas back at XIX century and is located in the very heart of downtown of Kaunas. Today the hotel "Metropolis" is opened for everyone: business travelers, students, tourists, city guests. The hotel's 74 spacious rooms have their own TV, WC, shower facilities. The hotel is surrounded by museums, art galleries, theatres, cafes, nights clubs, business and shopping centers.	Lithuania Aukštaitija Kaunas
	COMFORT		A hotel in the center of Vilnius. 32 minutes walk from the center.	Lithuania

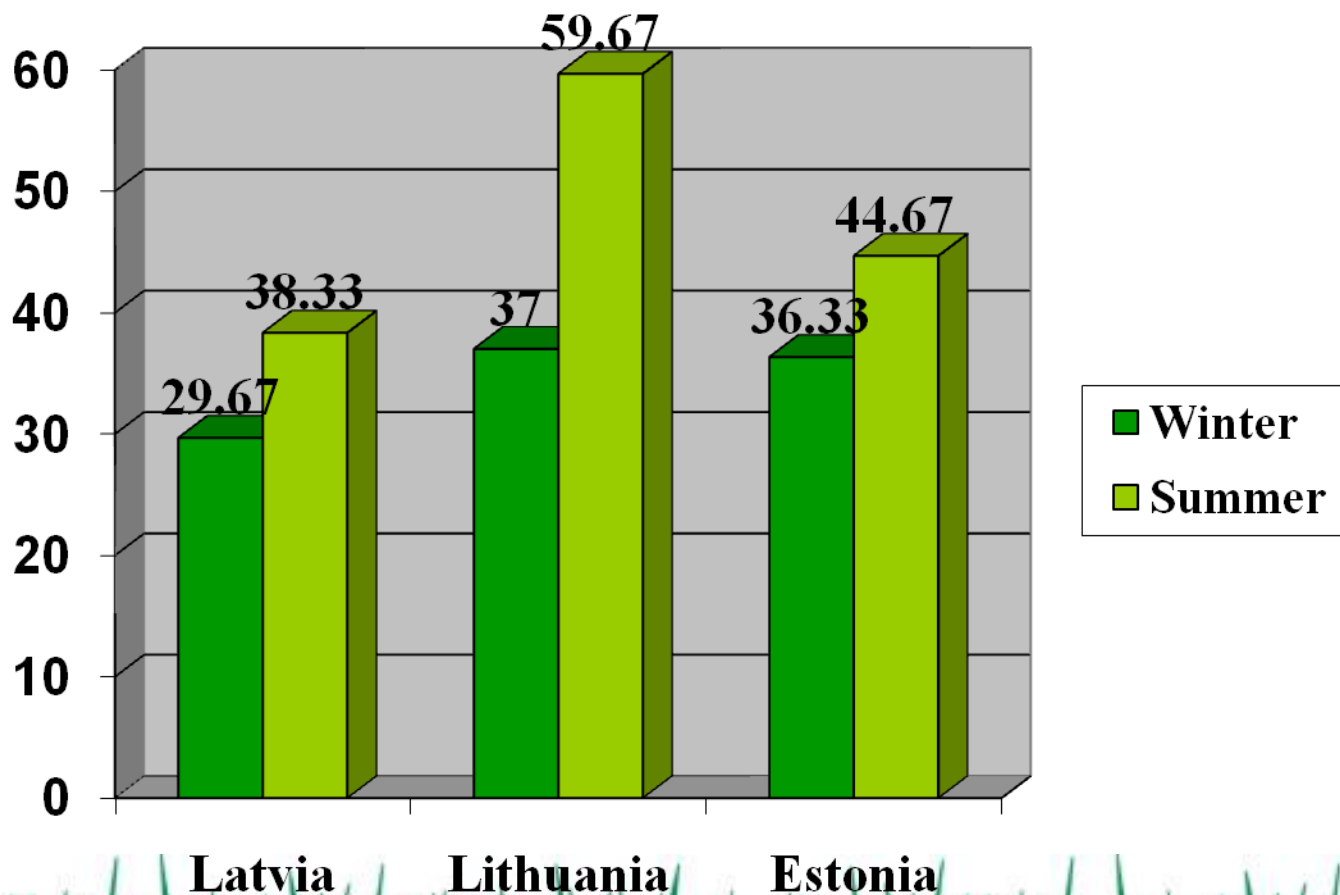
Average accommodation prices in 2007 – 2009 (LVL)

<i>Accomm type</i>	<i>Unit</i>	<i>Price 2007 Win/Summer</i>	<i>Price 2009 Win/Summer</i>	<i>Average % 2007/09</i>	<i>Changes in 2009</i>
Country house	Pers.	9,82	12,08	+23%	-15 - 20%
Self- catering	Pers.	11,50	14,53	+15%	-15%
Guest house	DBL	24,00/35,00	30,00/38,00	+18%	- 40%

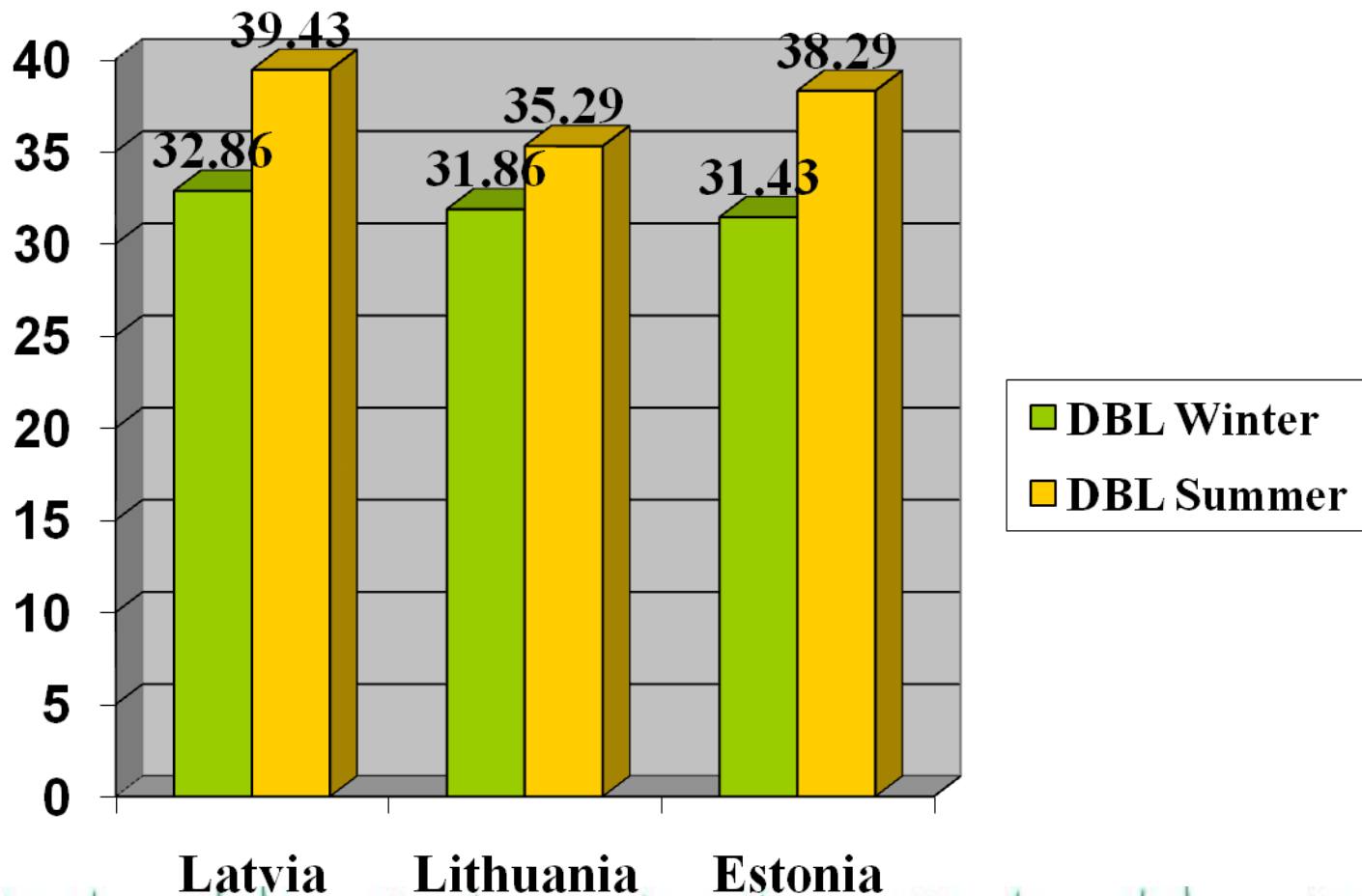


Price comparison: average rates (in LVL) for DBL room/night in guest houses **by the sea** in 2009

(LV – Western seacoast; LT – Nida; EE – Saaremaa island)



Price comparison: average rates (in LVL) for DBL room/night in guest houses **inland** in 2009



Market changes in Latvian RT

- Customers become more demanding
- Providers looking for specialisation, unique selling point, difference from competitors
- Increased importance of value for money
- Precise target audience (camping, self-catering, etc.)
- Provider cooperation to develop products and services in the destination
- Regular customers – the most important market. Quality of service, customer relations, pricing policy are key factors.
- Customers choose basic services or free of charge services/facilities (actions, discounts, walking trails))
- Customers have very limited holiday budget.



European RT under economy change



- Occupancy rates - 4% (against -7% in tourism industry in general. Source: WTO).
- Short term reservations, shorter holidays, customers waiting for special offers, discounts.
- Customers buy basic services: accommodation and breakfast.
- Holiday sites are winners as people keep long holidays, leaving out short breaks.
- Discounts cause general price decrease because of competition. Profitability of RT operations decrease.
- Length of holiday trips decrease by 6%.
- Reduced numbers of foreign customers, domestic tourism increasing.

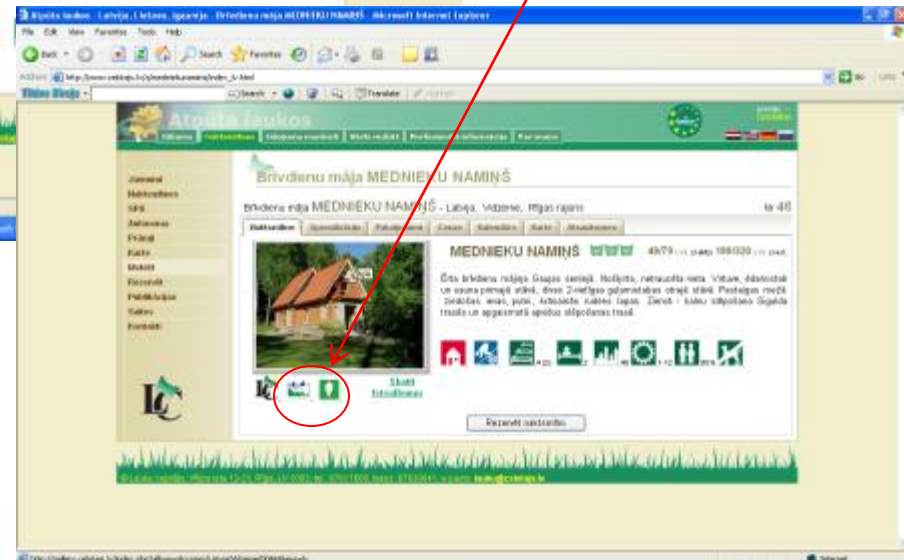
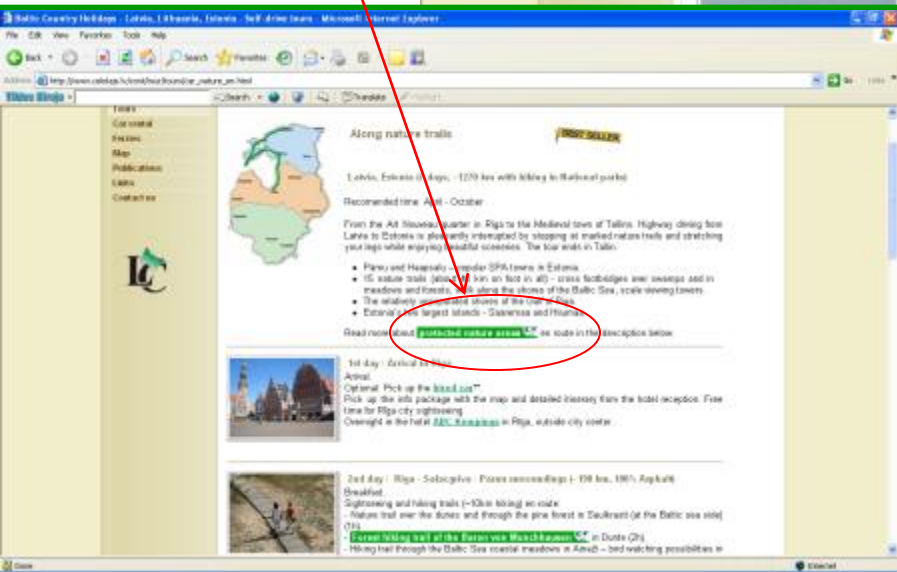
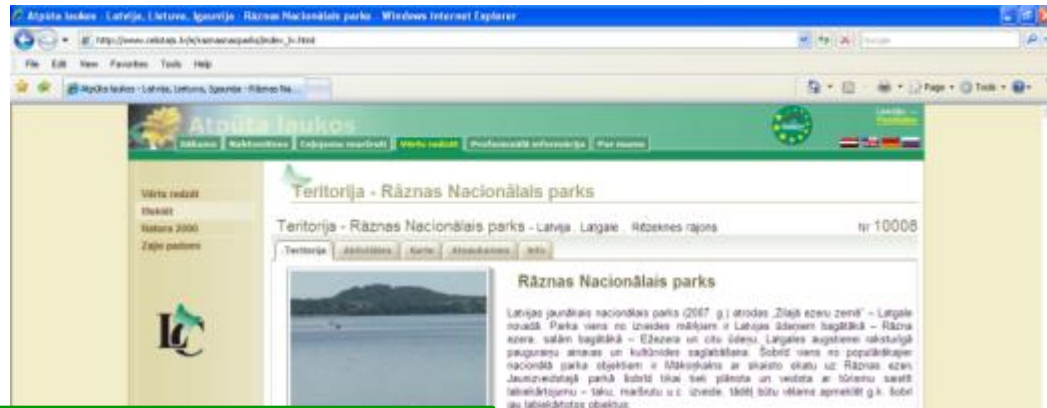


Using EC funded projects for development of innovative RT products

Great views, boating tourism, hiking and walking, bird and animal watching, open farms and artisan workshops

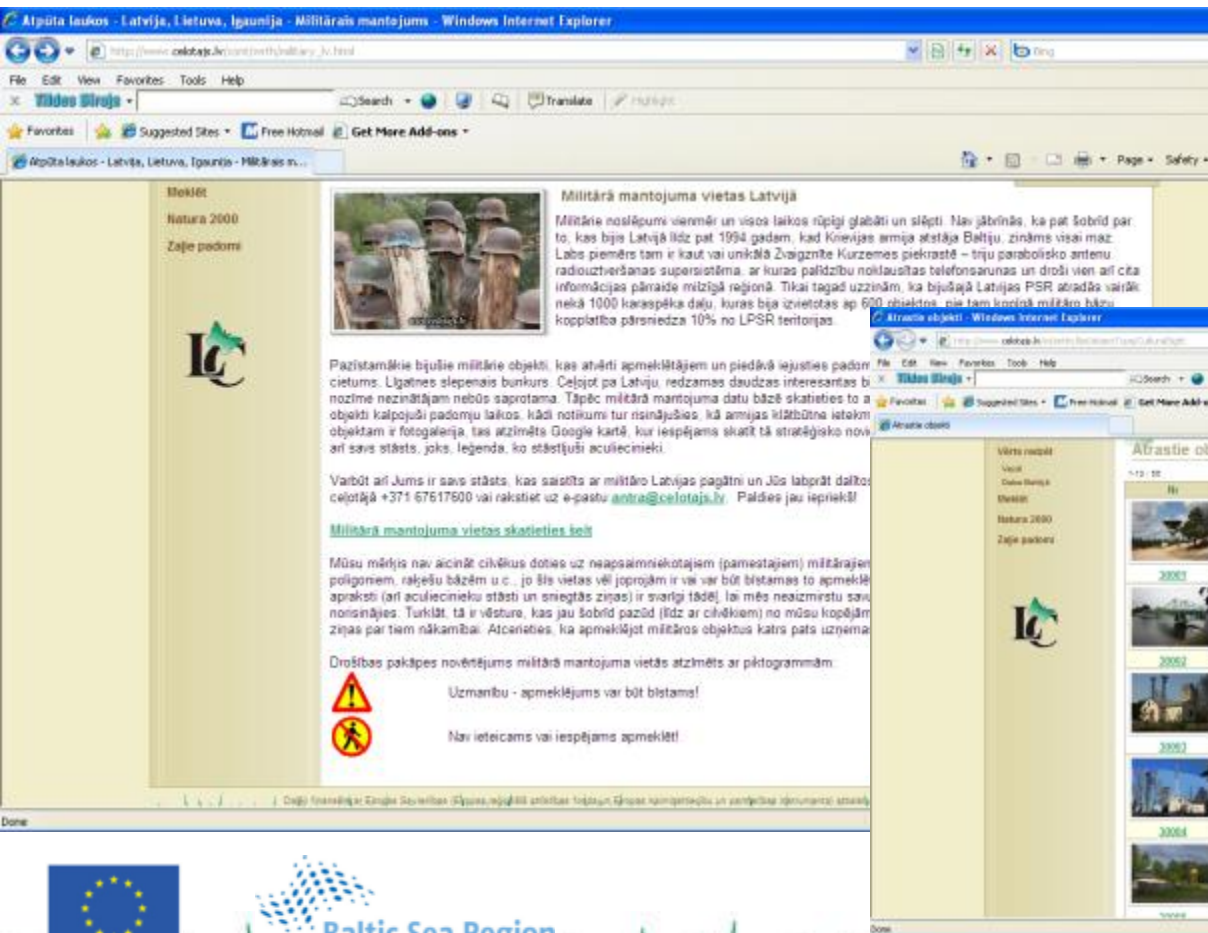


Developing Natura 2000 database and nature based RT products, extra selling point for RT providers



Project “Baltic Green Belt”

Database and map of military heritage
sites www.celotajs.lv



Atpūta laikos - Latvija, Lietuva, Igaunija - Militārās mantojums - Windows Internet Explorer

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Militārā mantojuma vietas Latvijā

Mūsdienu nosaukumi vienmēr un visos laikos rūpīgi glabāti un slēpti. Nav jābrīnās, ka pat šobrīd par to, kas bija Latvijā līdz pat 1994 gadam, kad Krievijas armija atstāja Baltiju, zināms visai maz. Labs piemērs tam ir kaut vai unikālā Zvaigznīte Kurzemes piekrastē – triju paraboloisko antenu radioizvērtības superstacija, ar kuras palīdzību nolikaušas telefonsarunas un droši vien arī cita informācija pārāda mūžīgā reģionā. Tikai tagad uzzinām, ka bijušajā Latvijas PSR atradās vairāk nekā 1000 karespēka daļu, kuras bija izvietotas ap 600 objektos, tie tam krietnā mēroga būvniecībā pārsniedza 10% no LPSR teritorijas.


Pazīstamākie bijušie militārie objekti, kas atvērta apmeklētājiem un piedāvā leģendāras padomju cietums. Līdzīgas slēptās bunkurs. Ceļojot pa Latviju, redzamas daudzas interesantas bi...


Vairāki arī Jums ir savi stāsti, kas saistīti ar militāro Latvijas pagātni un Jūs labprāt dalītos: ceļotājs +371 67617500 vai rakstiet uz e-pastu andra@celotajs.lv. Paldies jau iepriekš!

Militārā mantojuma vietas skatīties šeit

Mūsu mājas nav acīmredzami doties uz neapmeklējotajiem (pamestajiem) militārajiem poligoniem, raķešu bāzēm u.c., jo šīs vietas vēl joprojām ir vai būs bīstamas to apmeklēt apraksti (arī aculiecinieku stāsti un sniegtas ziņas) ir svarīgi lasīt, lai mēs neizmirstu savu nozīmīgās. Turklāt, tā ir vēsture, kas jau šobrīd pazūd (līdz ar cilvēkiem) no mūsu kopīgām ziņas par tiem nākamajai. Atcerieties, ka apmeklējot militāros objektus katrs pats uzņemas

Drošības pakāpes novērtējums militārā mantojuma vietās atzīmēts ar piktogrammiem:

 Uzmanību - apmeklējums var būt bīstams!

 Nav ieteicams vai iespējams apmeklēt!



EC LIFE+ Project “POLPROP”

New products in the Slītere NP



The goal: to ensure contribution from tourism in the local economy while preserving the nature values in the protected nature territory



VIDES MINISTRIJA

POLPROP- NATURA
LIFE07 ENV/LV/000981



Project qualitool: “Quality in European rural tourism”



(2008 - 2010)

www.countryholidays.lv/p/qualitool

Activities and results:

- Eurogites minimum international rural tourism quality standards: self-check online
- Manual – explanations of standard criteria
- Online training module – photos/quality illustrations

Event:

International RT quality workshop, May 26,
Riga



Project benefits for RT providers

- Tourism activities defined and recognised. No resistance from administrations of protected nature territories.
- Opportunities to develop low cost tourism products in cooperation, involving all local stakeholders
- Nature tourism management guidelines – assistance for RT providers in development of nature based RT products
- Free of charge marketing opportunities: Active and nature tourism publications (cycling guide, boating guide, “Great Views of Latvia” map, National park guide)
- Public discussions with involvement of ministries, mass media to draw attention to RT sector problems and find solutions



Paldies par uzmanību!



**“Lauku ceļotājs” Vīlipa iela 12-21, Rīga LV-1083,
tel.: 6 7617600, fakss: 67830041**

lauku@celotajs.lv, www.celotajs.lv