



Lauku Ceļotājs

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Tourist Survey 2014 “Go Rural”

Results

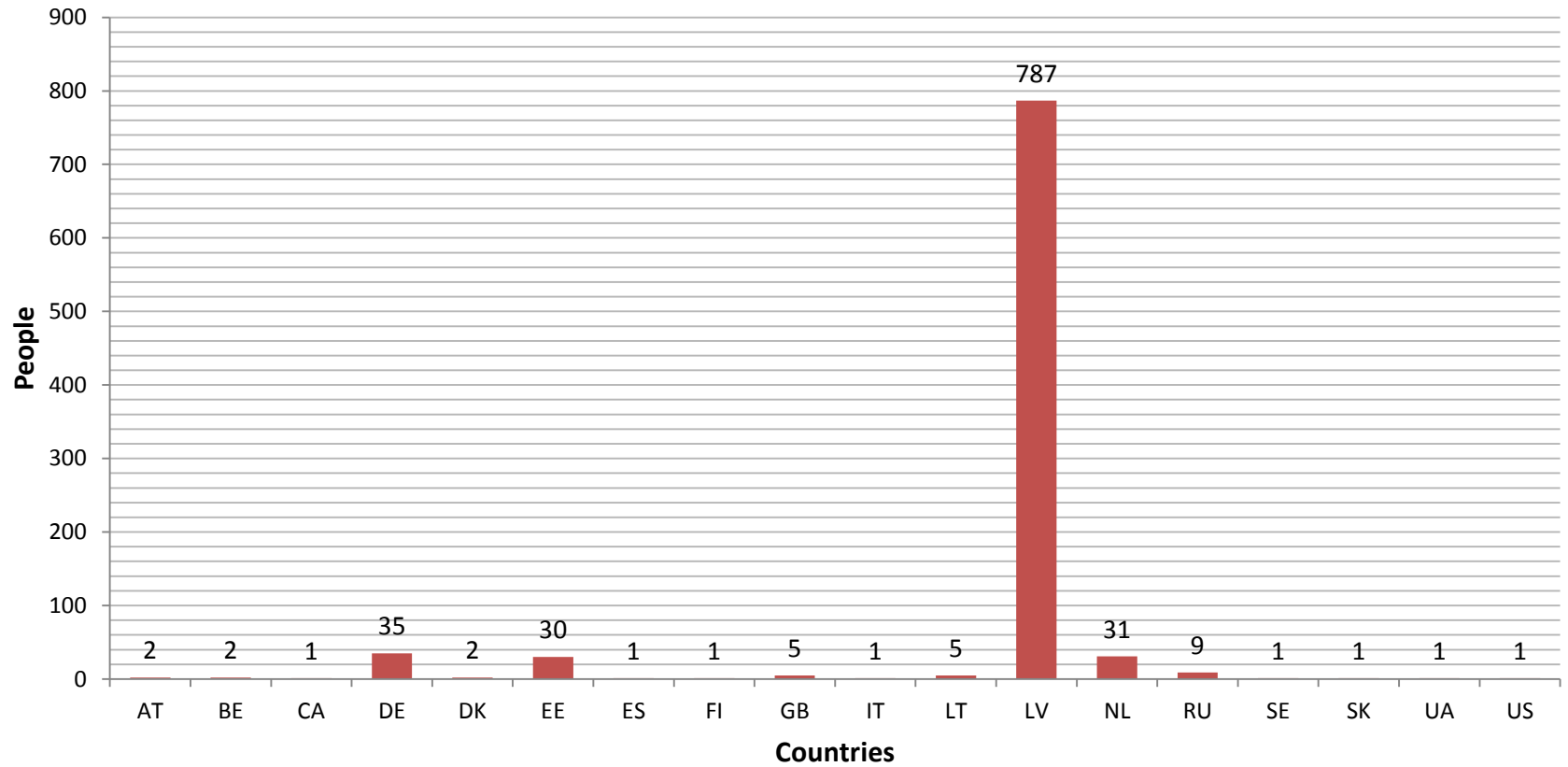


PROJEKTU LĪDZFINANŠĒ
EIROPAS SAVIENĪBĀ



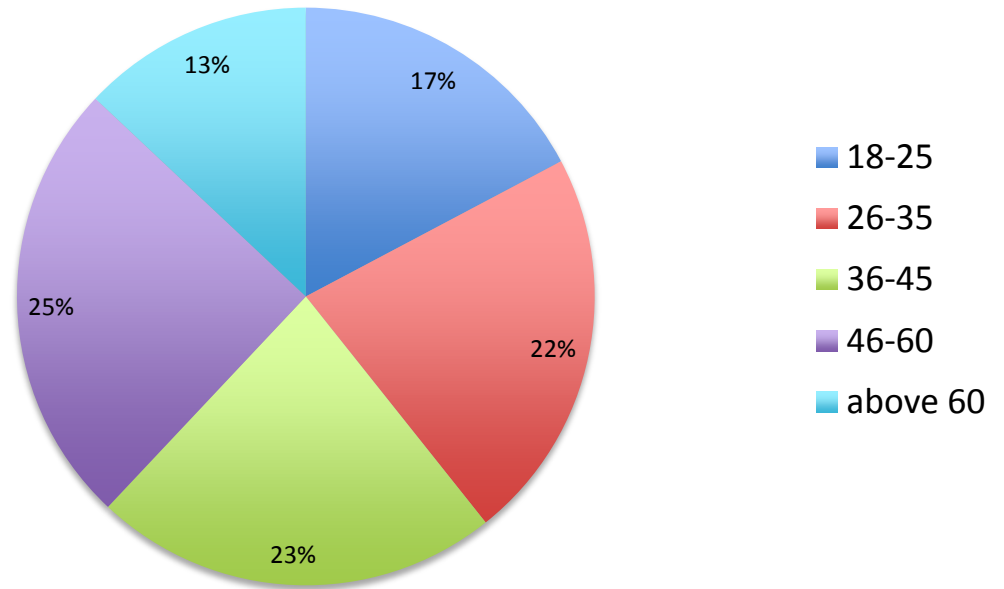
Atbalsta Zemkopības ministrija un Lauku atbalsta dienests

1. Which country are you coming from?



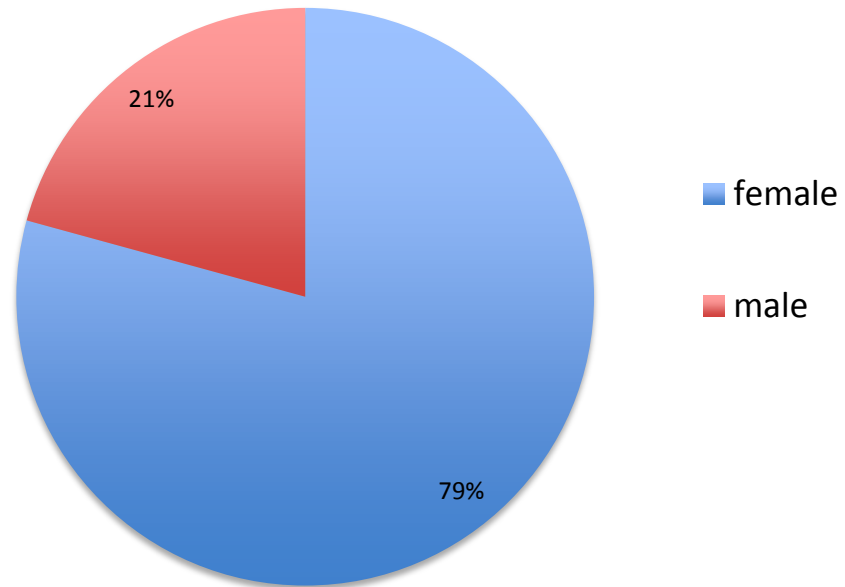
2. Your age?

People:	
18-25	158
26-35	202
36-45	208
46-60	229
above 60	119
Total:	916



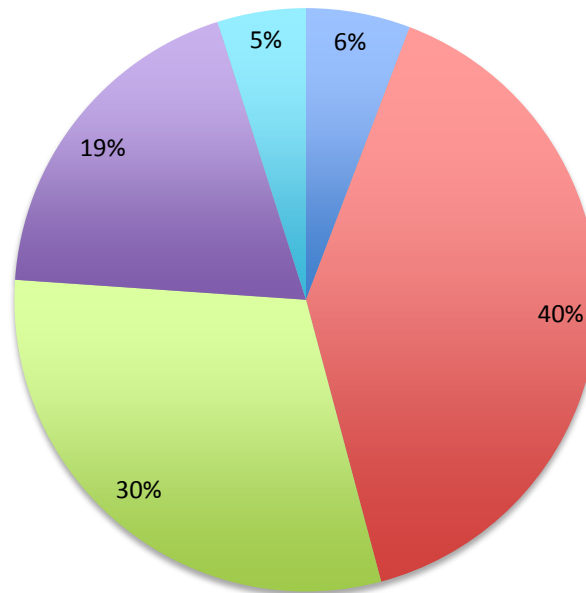
3. Your gender?

People:	
female	726
male	190
Total:	916



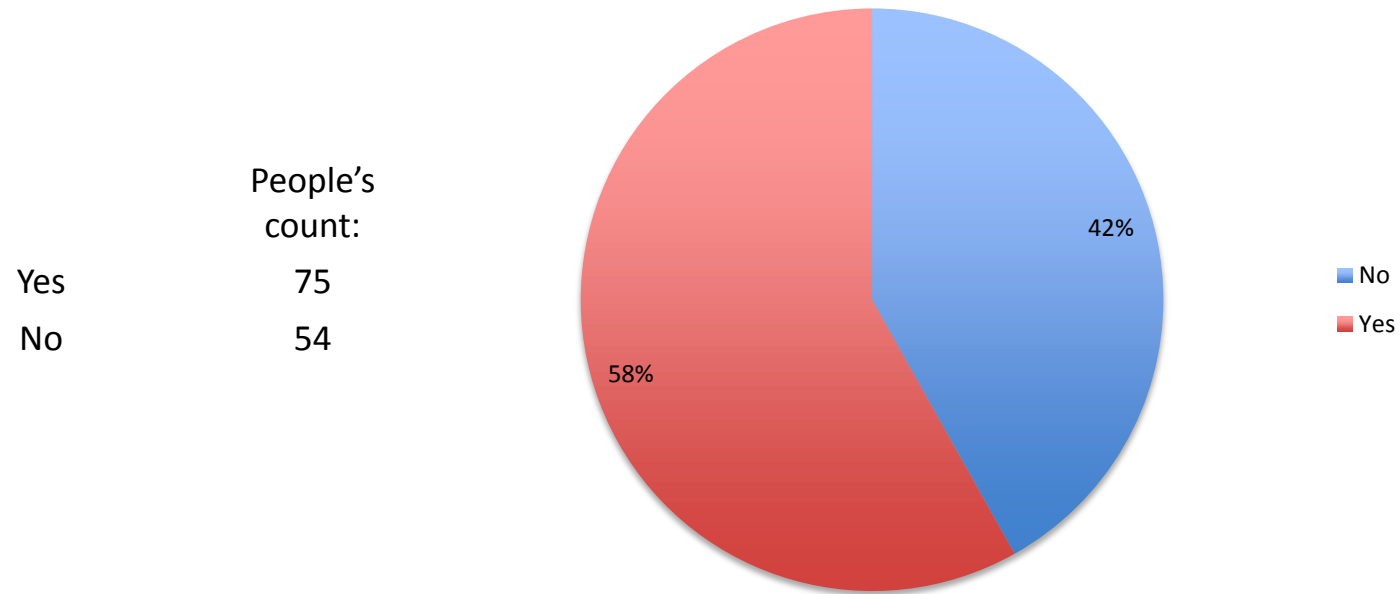
4. How do you usually travel?

on your own	53
with your family (with children)	367
with your partner	277
with few friends	174
in an organized group	45
Grand Total	916

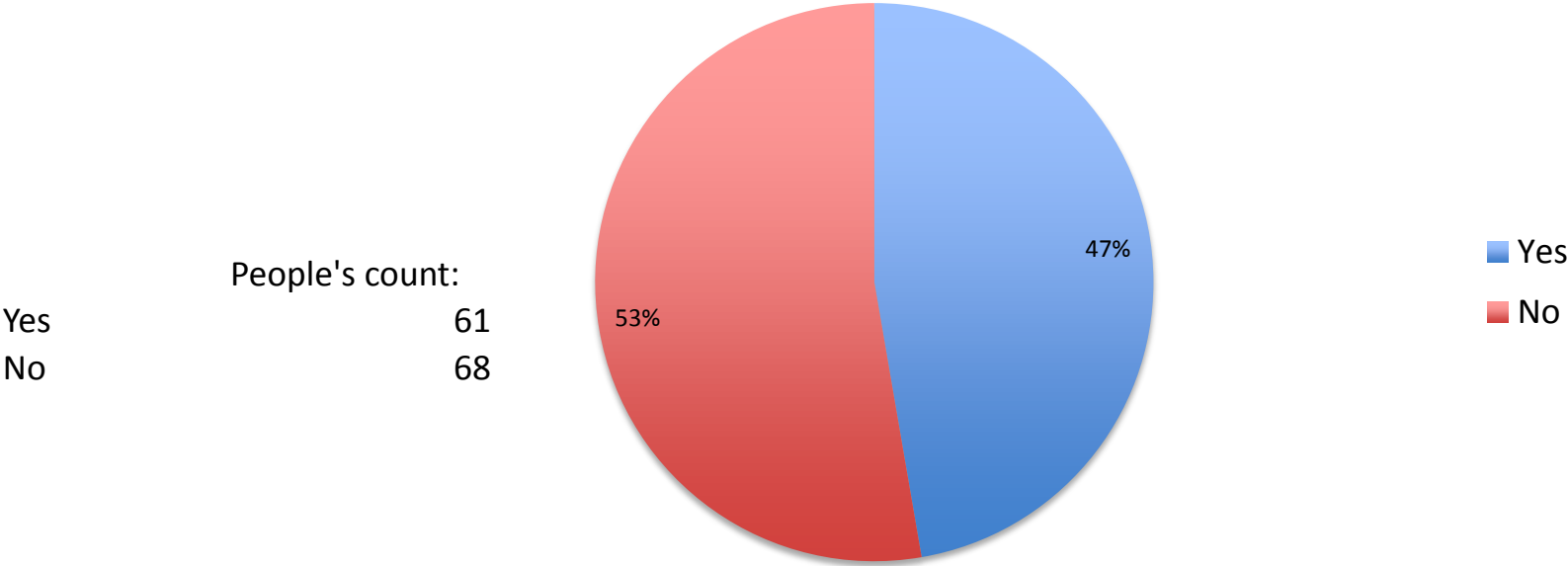


- on your own
- with your family (with children)
- with your partner
- with few friends
- in an organized group

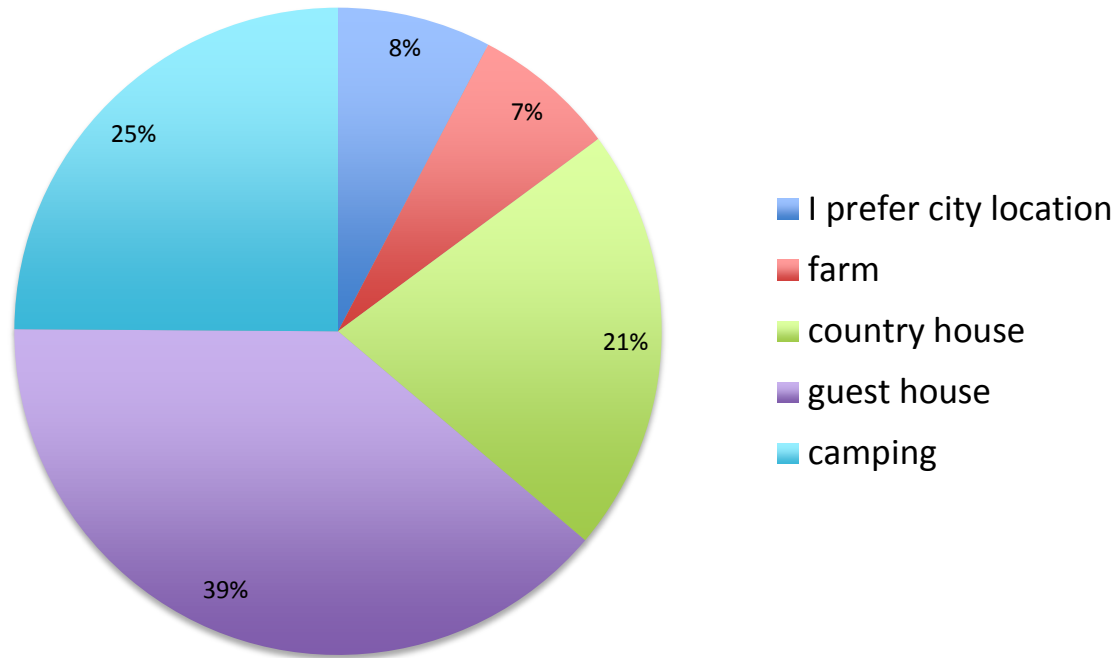
5. Have you ever been in Latvia?



6. Have you ever been outside Riga in Latvia?

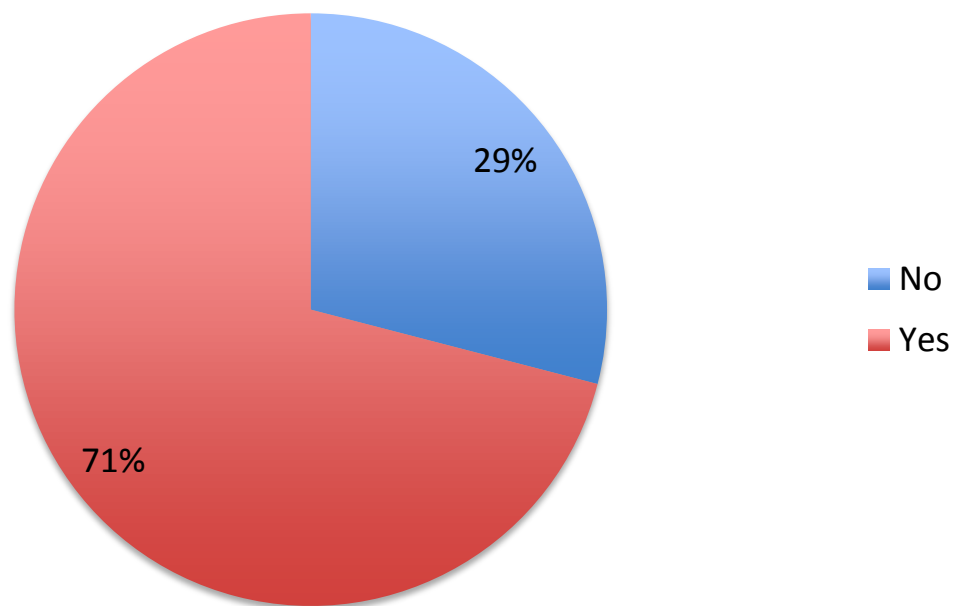


7. If travelling outside the capital city would you like to stay in rural accommodation?



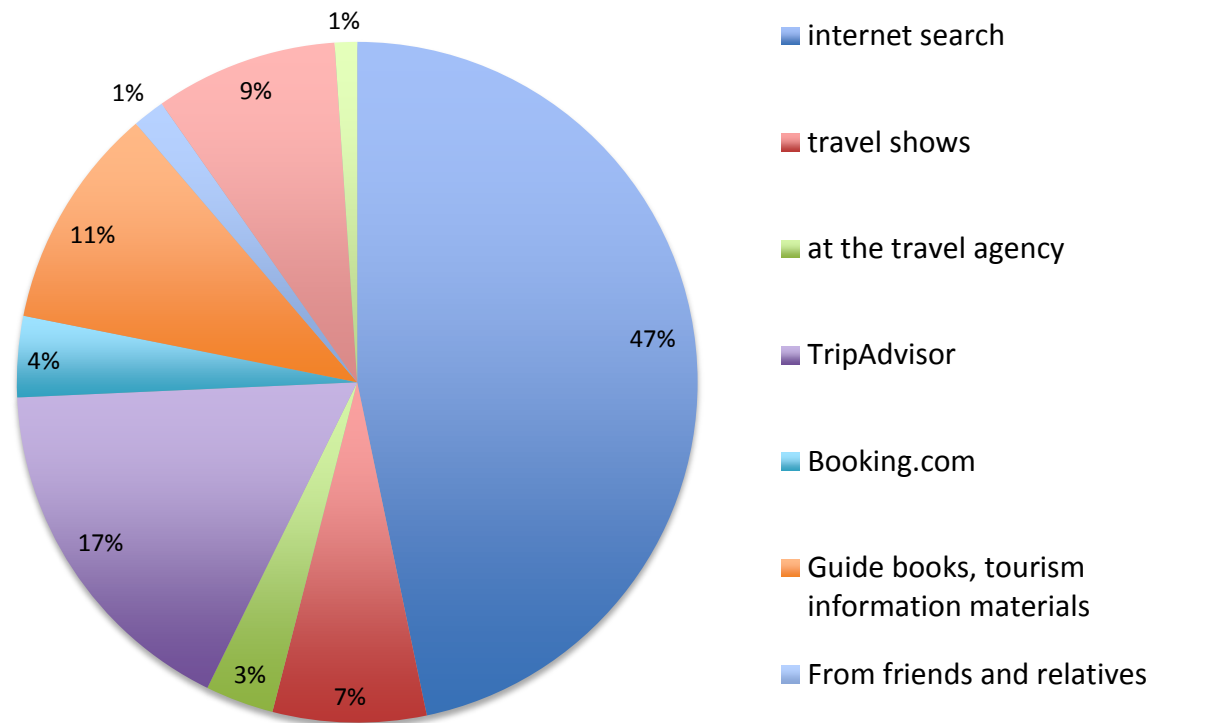
I prefer city location	92
farm	86
country house	255
guest house	466
camping	298

8. Do you think it easy to book a rural tourism place for your holidays (in Latvia)?



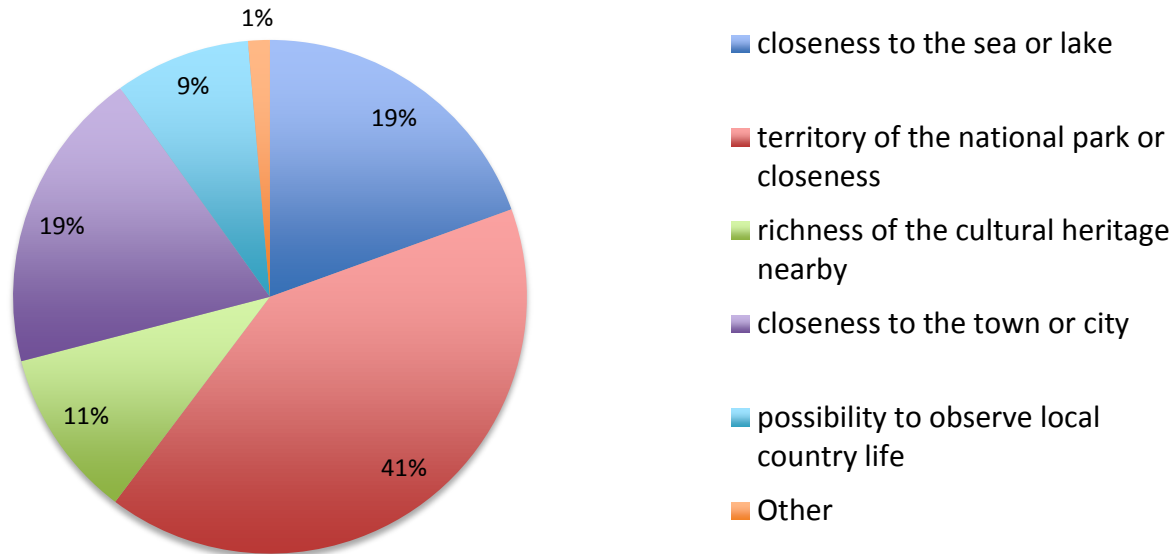
Yes	650
No	266

9. How do you find your rural tourism place?



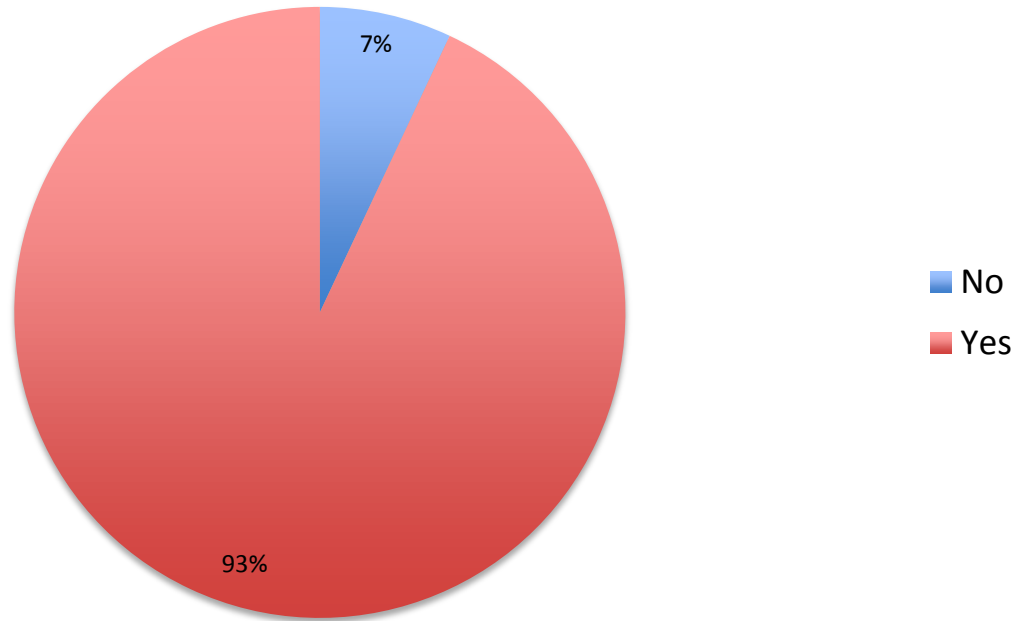
internet search	705
travel shows	110
at the travel agency	49
TripAdvisor	257
Booking.com	58
Guide books, tourism information materials	160
From friends and relatives	23
Social media (Facebook, Twitter etc.)	131
Other	16

10. How important are the following aspects for your choice of location?



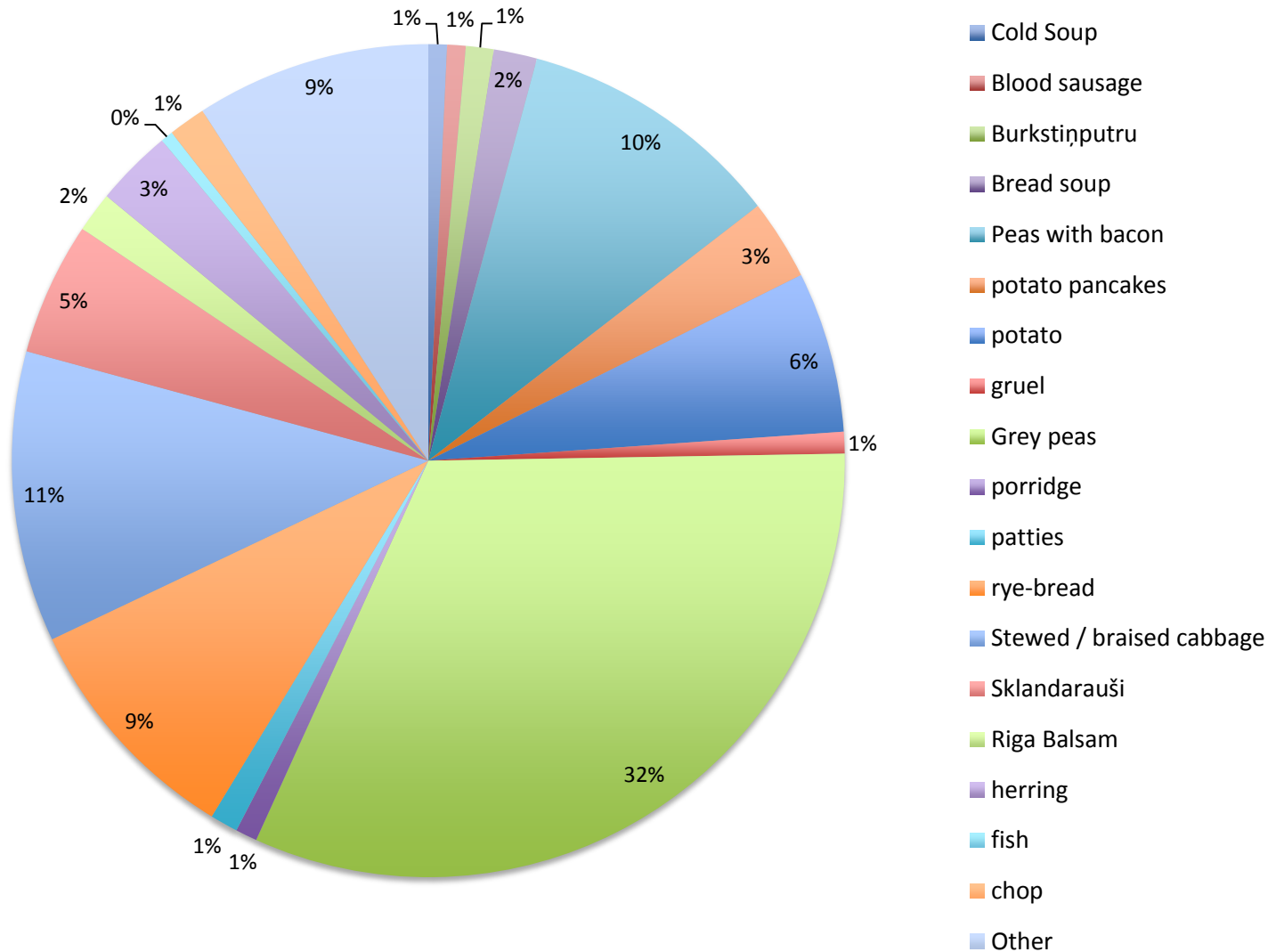
closeness to the sea or lake	228
territory of the national park or closeness	478
richness of the cultural heritage nearby	125
closeness to the town or city	224
possibility to observe local country life	100
Other	16

11. When in another country, do you usually try to taste typical local food?

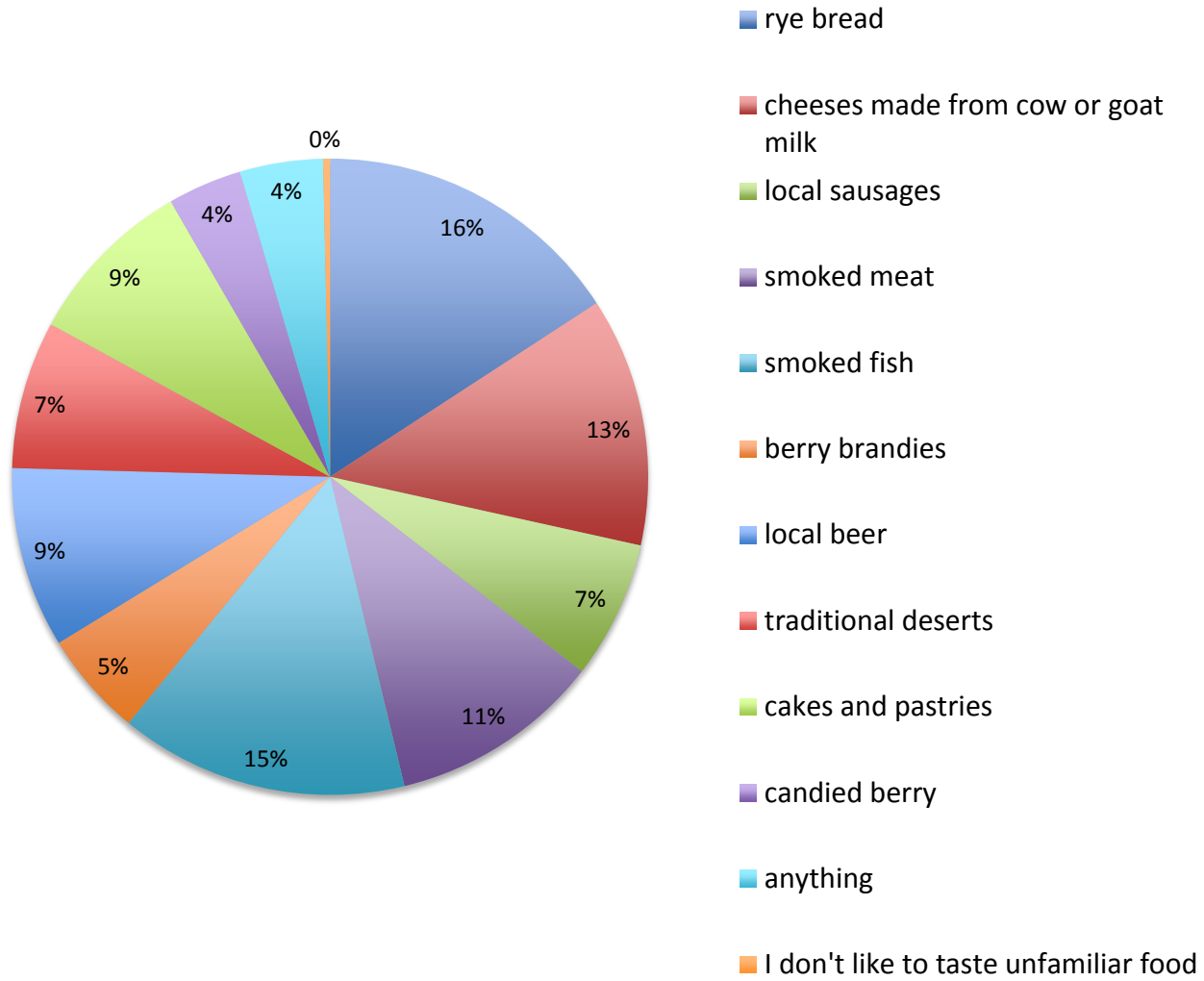


Yes	People:
No	852
	64

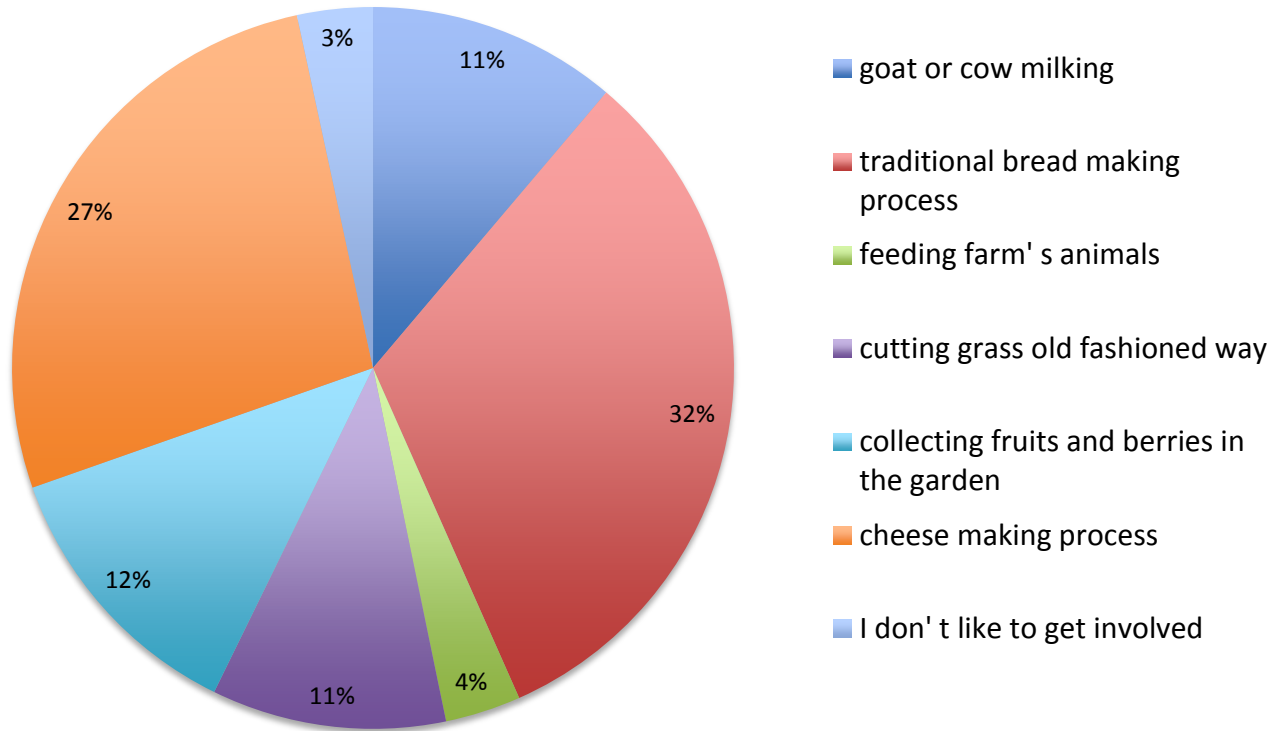
12. Do you know any typical food/drink from Latvia?



13. What local food products would you be happy to taste?



14. Would you like to participate?



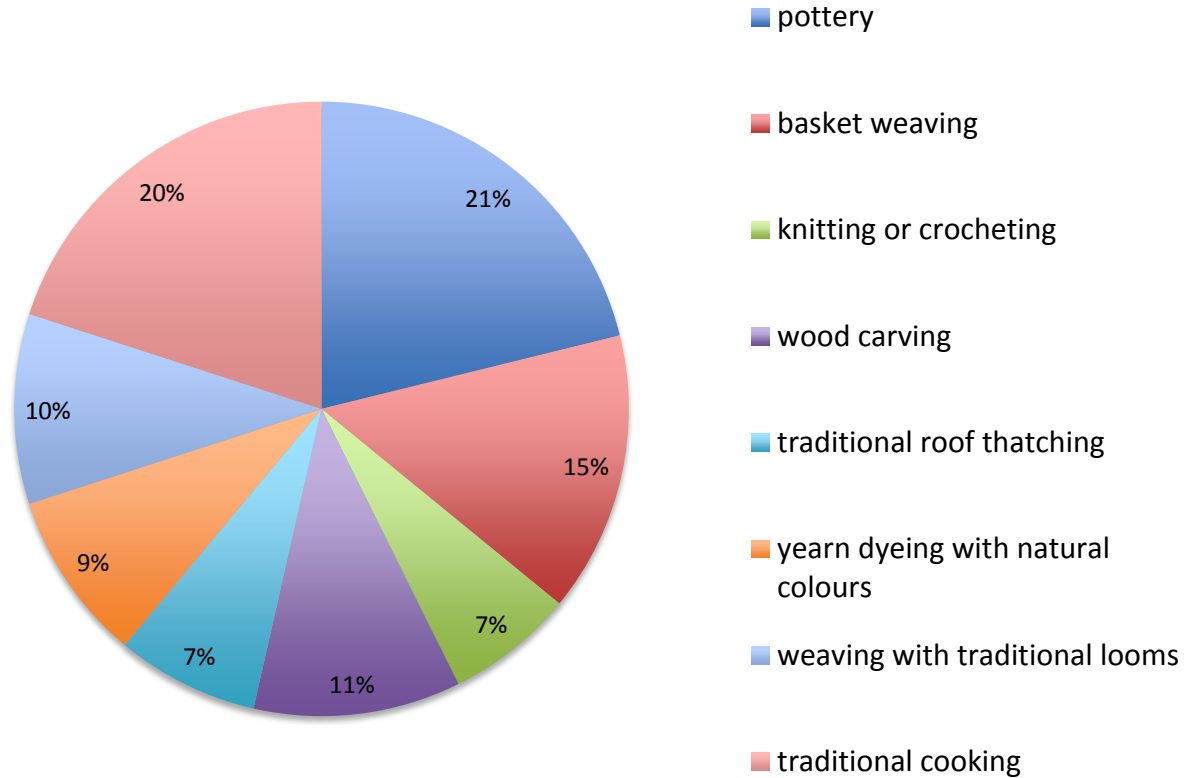
goat or cow milking	198
traditional bread making process	570
feeding farm' s animals	60
cutting grass old fashioned way	186
collecting fruits and berries in the garden	219
cheese making process	478
I don' t like to get involved	60

15. Would you like to do any of the following activities during your holiday?

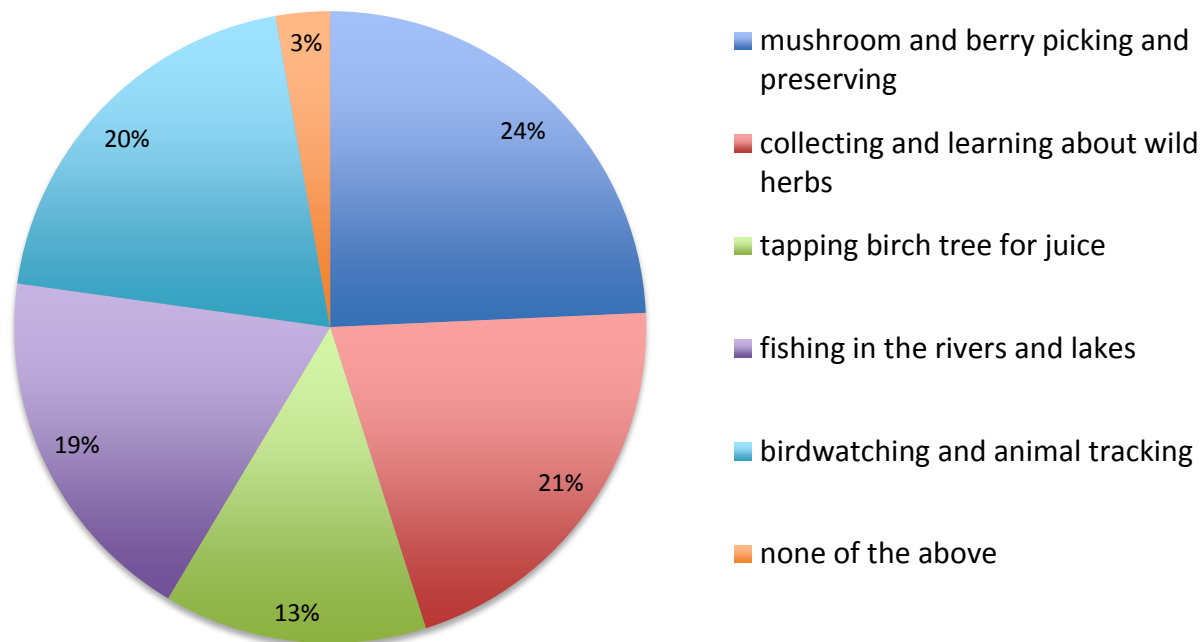


help at the farm' s chores	181
visit a farm to see farm' s animals with option to feed them	300
stay at the farm and enjoy its home cooked meals and produce	571
enjoy rural landscape by cycling, walking, boating	580
tasting of locally produced food and drink	85
experience traditional sauna rituals	456
Other	11

16. Would you like to learn some crafts and skills available at the countryside?

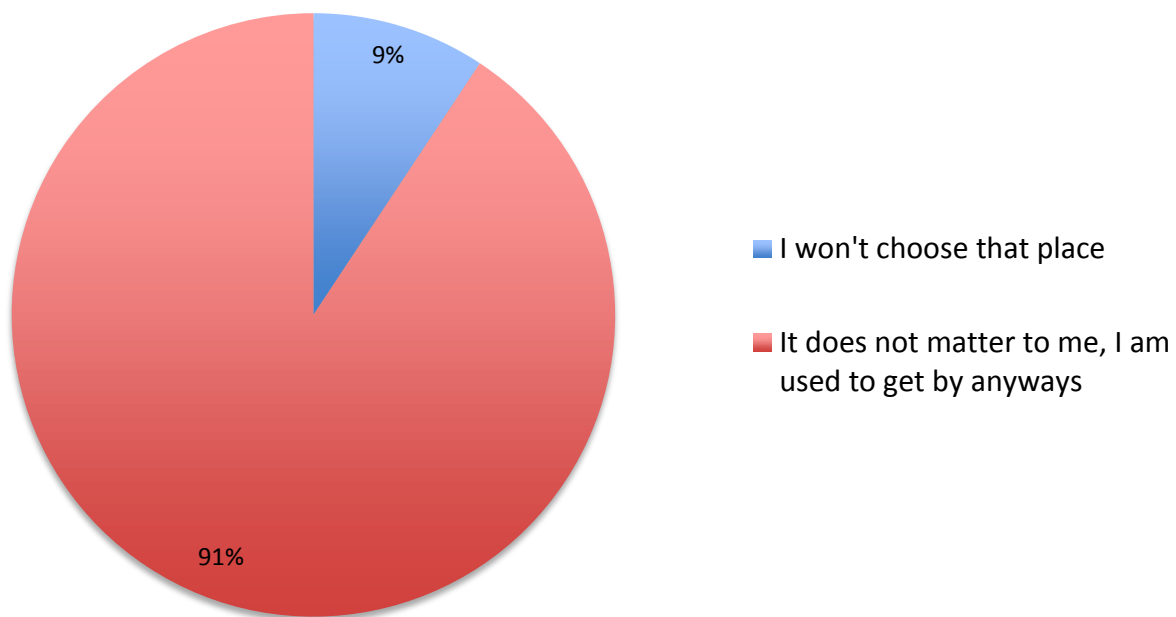


17. Would you like to participate in wildlife activities?



mushroom and berry picking and preserving	456
collecting and learning about wild herbs	391
tapping birch tree for juice	253
fishing in the rivers and lakes	350
birdwatching and animal tracking	376
none of the above	52

18. If local people would not have good foreign language skills?



19. Your associations of slogan "Go Rural"? (mention at least one)

