LATVIA
2021 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total GDP contribution:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$10.4%</td>
<td>$5.5%</td>
<td>-49.1%</td>
</tr>
<tr>
<td>USD</td>
<td>9,170 BN</td>
<td>4,671 BN</td>
<td></td>
</tr>
<tr>
<td><strong>Total Travel &amp; Tourism jobs:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>334 MN</td>
<td>272 MN</td>
<td>-18.5%</td>
</tr>
<tr>
<td>= 1 in 10 jobs</td>
<td></td>
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</tbody>
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- **Global Economy GDP change:** -3.7%
- **Change in jobs in 2020:** -61.6 MN

### Latvia Key Data

#### Total contribution of Travel & Tourism to GDP:

<table>
<thead>
<tr>
<th></th>
<th>2019 (7.7%)</th>
<th>2020 (4.0%)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total T&amp;T GDP</td>
<td>EUR2,358.4 MN (USD2,692.1 MN)</td>
<td>EUR1,170.2 MN (USD1,335.8 MN)</td>
<td>-50.4%</td>
</tr>
</tbody>
</table>

- **Change in Travel & Tourism GDP vs -4.5% real economy GDP change**

#### Total contribution of Travel & Tourism to Employment:

<table>
<thead>
<tr>
<th></th>
<th>2019 (75.6)</th>
<th>2020 (67.2)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs (000s)</td>
<td>1 in 11 jobs</td>
<td>1 in 11 jobs</td>
<td>-11.1%</td>
</tr>
<tr>
<td>(8.3 % of total employment)</td>
<td></td>
<td></td>
<td>-8.4 (000s)</td>
</tr>
</tbody>
</table>

- **Change in jobs:** -11.1%

#### Visitor Impact

**International:**

- Visitor spend: EUR 997.2 MN
- 5.4% of total exports (USD1,338.3 MN)
- Change in international visitor spend: -62.9%
- USD 715.5 MN

**Domestic:**

- Visitor spend: EUR 911.1 MN
- USD 1,040.0 MN
- Change in domestic visitor spend: -42.6%
- USD 443.4 MN
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Latvia Sector Characteristics

Domestic vs International Spending:

- **2019**
  - Domestic Spending: USD 1,040.0MN (48%)
  - International Spending: USD 1,138.3MN (52%)

- **2020**
  - Domestic Spending: USD 596.6MN (59%)
  - International Spending: USD 422.8MN (41%)

Leisure vs Business Spending:

- **2019**
  - Leisure Spending: USD 1,855.5MN (85%)
  - Business Spending: USD 322.8MN (15%)

- **2020**
  - Leisure Spending: USD 920.6MN (90%)
  - Business Spending: USD 98.8MN (10%)

Inbound Arrivals:

- **2019**
  1. Russian Federation 14%
  2. Germany 12%
  3. Lithuania 11%
  4. Estonia 9%
  5. Finland 6%
  Rest of world 48%

- **2020**
  1. Russian Federation 17%
  2. Lithuania 13%
  3. Germany 11%
  4. Estonia 11%
  5. Poland 5%
  Rest of world 43%

Outbound Departures:

- **2019**
  1. Russian Federation 15%
  2. Lithuania 14%
  3. Estonia 14%
  4. Poland 13%
  5. United Kingdom 7%
  Rest of world 37%

- **2020**
  1. Estonia 23%
  2. Lithuania 16%
  3. Russian Federation 13%
  4. Poland 12%
  5. United Kingdom 6%
  Rest of world 32%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO