### LATVIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

#### GLOBAL DATA 2019
- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

#### LATVIA 2019 KEY DATA
- **7.6%** of total economy
- **75.1** jobs (000’s)
- **EUR1,002.7 MN** in visitor spend (5.0% of total exports)

#### INBOUND ARRIVALS
- 1. RUSSIAN FEDERATION 13%
- 2. GERMANY 12%
- 3. LITHUANIA 10%
- 4. ESTONIA 9%
- 5. FINLAND 6%
- REST OF WORLD 50%

#### OUTBOUND DEPARTURES
- 1. RUSSIAN FEDERATION 15%
- 2. LITHUANIA 14%
- 3. ESTONIA 13%
- 4. POLAND 12%
- 5. UNITED KINGDOM 8%
- REST OF WORLD 38%

#### SECTOR CHARACTERISTICS (2019)
- LEISURE SPENDING: 86%, 14%
- BUSINESS SPENDING: 47%, 53%
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

---

1 All values are in constant 2019 prices & exchange rates
2 As reported in March 2020