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Spontaneous associations to Latvia in the source markets DE, AT and CH

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Key question:

Key question:

What are the spontaneous associations to the travel destination

in the source markets Austria, Germany and Switzerland?

Relaxing

nature **Far away**

Culture

Cold weather

UNESCO **Hiking**

City trip Culinary

Obtaining concrete statements about the values and characteristics attributed to your destination brand by potential guests.
What is **typical of your destination** and **what does it stand for** in the minds of the guests?

Spontaneous associations

DESTINATION BRAND

**Study series
in a 5-year-circle**

**Since
2009 in
Germany**

Annually
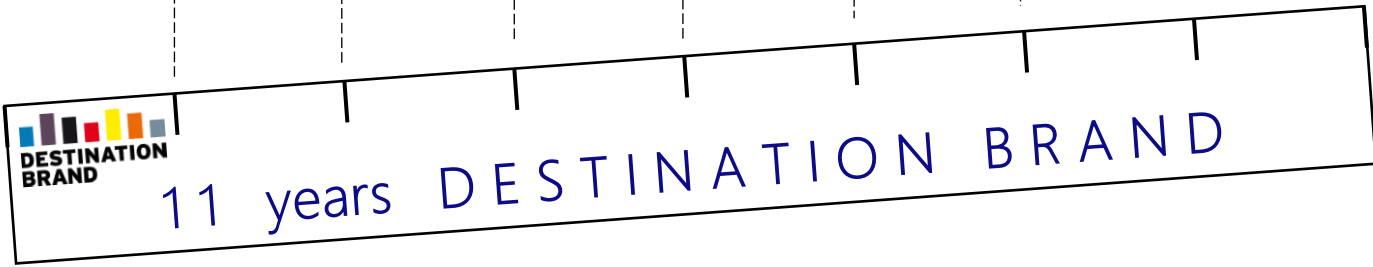changing
research focus

**Tourist
destinations
>150**

**Since 2018:
AT, CH, NL
and CN**

**From 2020:
FR, ES, IT, UK and
USA**

1. Brand value
2. Theme competence
3. Image / Profile

DESTINATION
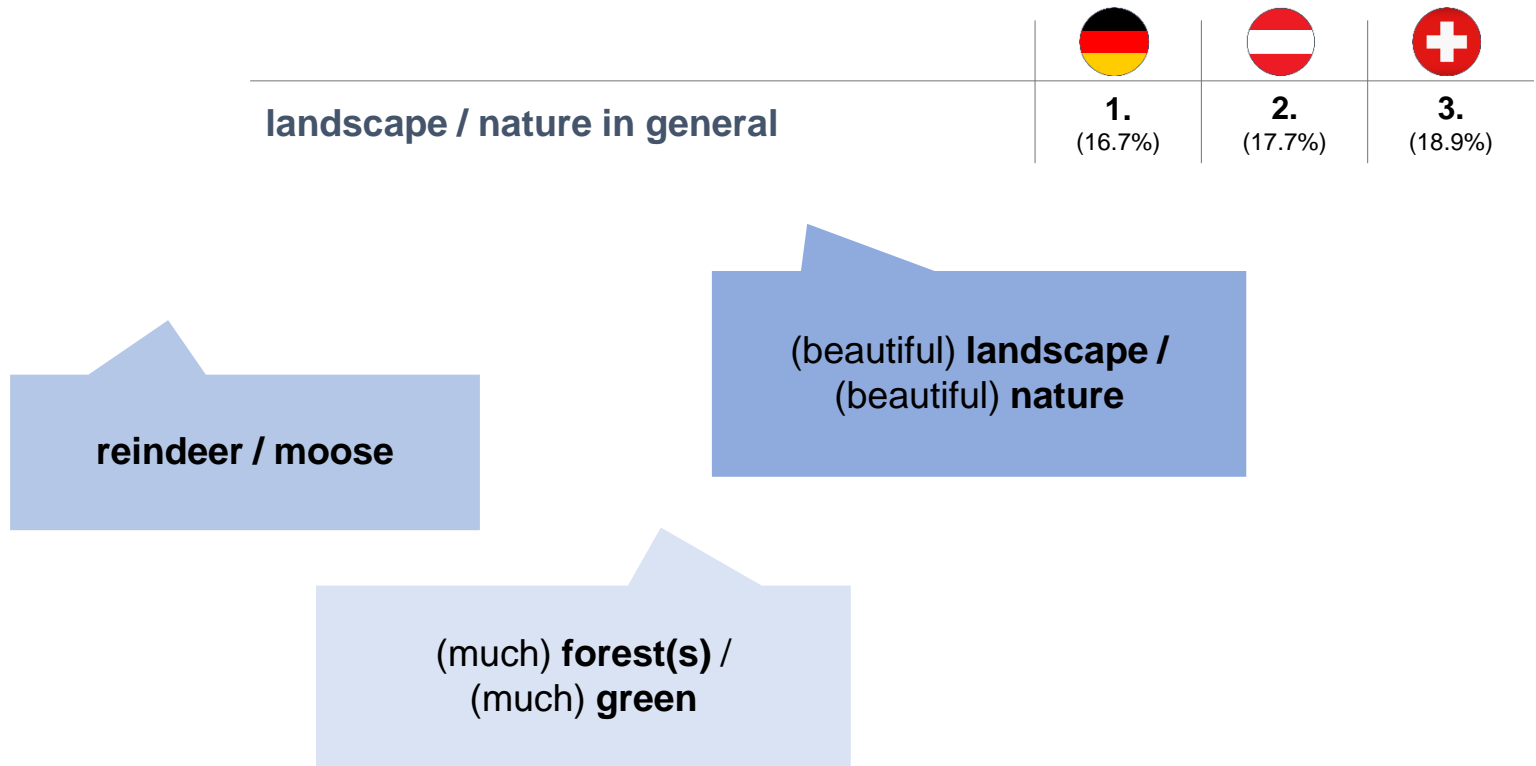BRAND

11 years DESTINATION BRAND

Results for Latvia

Top 3 association sub categories of the 4 largest superior categories

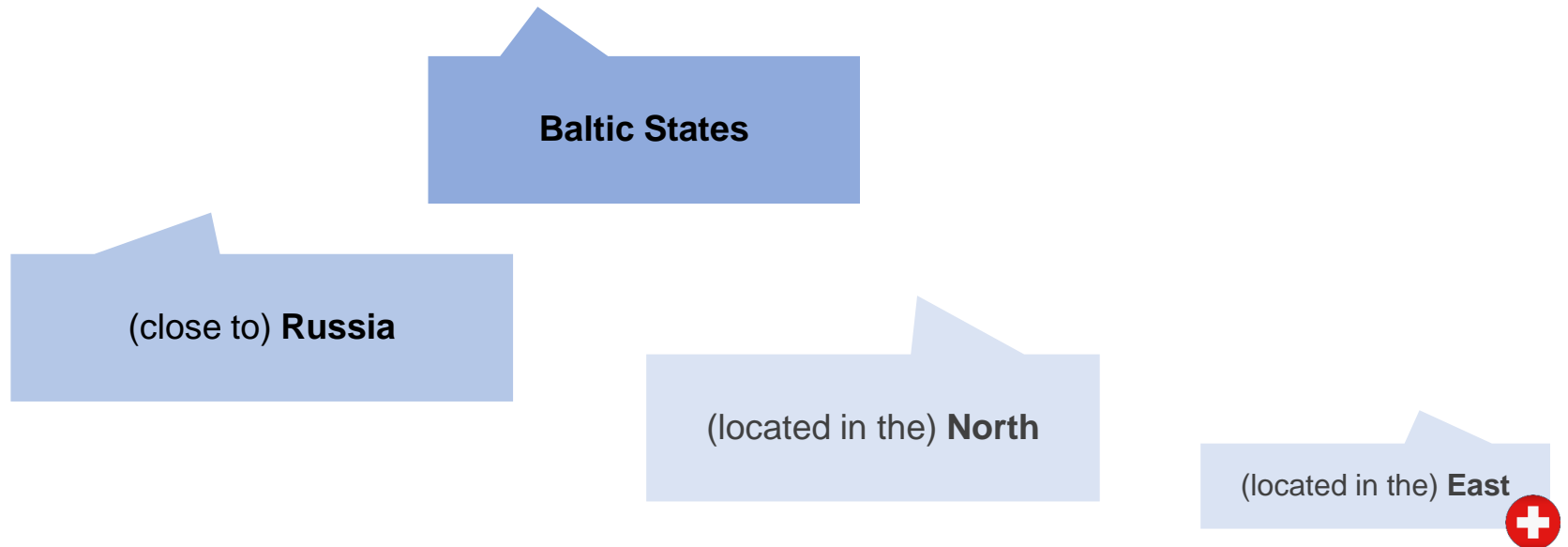# Top 3 association sub categories of the 4 largest superior categories

Cat. 1: landscape / nature in general
(16.7% of respondents)

(beautiful) **landscape /**
(beautiful) **nature**
(6.2%)

reindeer / moose
(3.3%)

(much) **forest(s) /**
(much) **green**
(2.4%)

Cat. 2: general geographical location
(16.3% of respondents)

Baltic States
(7.1%)

(close to) **Russia**
(2.5%)

(located in the) **North**
(1.9%)

Latvia
Base: all respondents
Source market: Germany

(very) **beautiful**
(3.9%)

(friendly) people /
hospitable
(3.4%)

extraordinary / exciting / many new things
(1.8%)

cold / ice
(9.8%)

(much) **snow**
(2.1%)

Cat. 3: general positive assessment / well-being
(13.6% of respondents)

Cat. 4: weather / climate in general
(12.2% of respondents)

DESTINATION BRAND 19

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Top 3 association sub categories of the 4 largest superior categories

landscape / nature in general	1. (16.7%)	2. (17.7%)	3. (18.9%)

reindeer / moose

(beautiful) **landscape /** (beautiful) **nature**

(much) **forest(s) /** (much) **green**

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Top 3 association sub categories of the 4 largest superior categories

	🇩🇪	🇦🇹	🇨🇭
landscape / nature in general	**1.** (16.7%)	**2.** (17.7%)	**3.** (18.9%)
general geographical location	**2.** (16.3%)	**1.** (28.0%)	**1.** (31.8%)

Baltic States

(close to) **Russia**

(located in the) **North**

(located in the) **East**

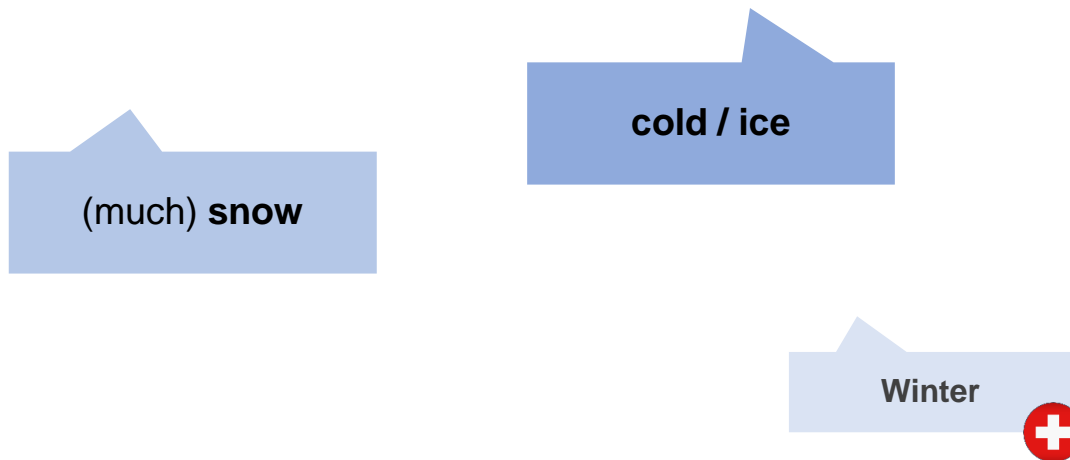# Top 3 association sub categories of the 4 largest superior categories

	🇩🇪	🇦🇹	🇨🇭
landscape / nature in general	**1.** (16.7%)	**2.** (17.7%)	**3.** (18.9%)
general geographical location	**2.** (16.3%)	**1.** (28.0%)	**1.** (31.8%)
general positive assessment / well-being	**3.** (13.6%)		
weather / climate in general	**4.** (12.2%)	**3.** (17.3%)	**2.** (20.7%)

(much) **snow**

cold / ice

Winter 🇨🇭

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Top 3 association sub categories of the 4 largest superior categories

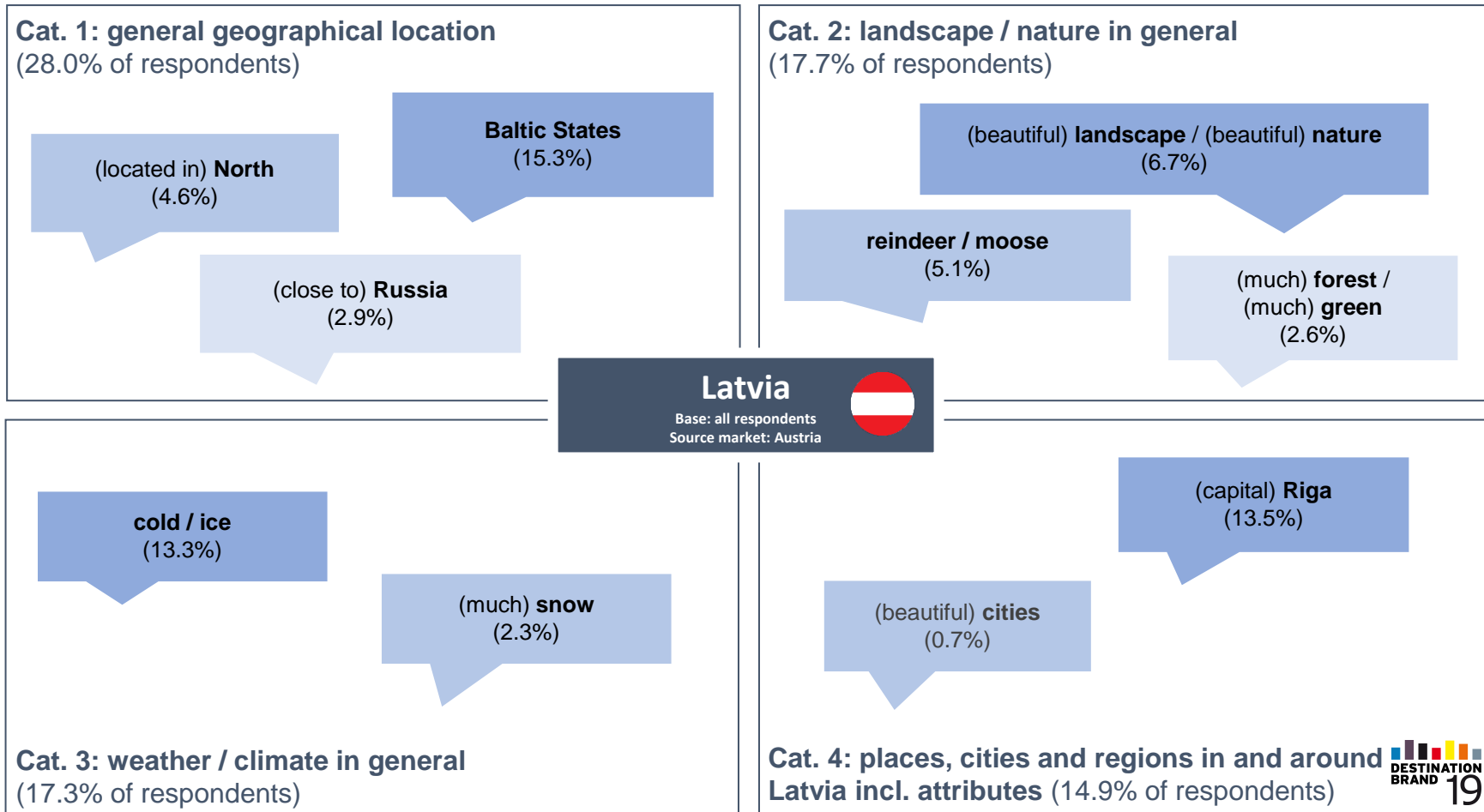|	🇩🇪	🇦🇹	🇨🇭
landscape / nature in general	**1.** (16.7%)	**2.** (17.7%)	**3.** (18.9%)
general geographical location	**2.** (16.3%)	**1.** (28.0%)	**1.** (31.8%)
general positive assessment / well-being	**3.** (13.6%)		
weather / climate in general	**4.** (12.2%)	**3.** (17.3%)	**2.** (20.7%)
places, cities and regions in and around Latvia incl. attributes		**4.** (14.9%)	
sights / attractions / events			**4.** (17.1%)

Top 3 association sub categories of the 4 largest superior categories

Cat. 1: general geographical location
(28.0% of respondents)

Baltic States
(15.3%)

(located in) **North**
(4.6%)

(close to) **Russia**
(2.9%)

Cat. 2: landscape / nature in general
(17.7% of respondents)

(beautiful) **landscape** / (beautiful) **nature**
(6.7%)

reindeer / moose
(5.1%)

(much) **forest** /
(much) **green**
(2.6%)

Latvia
Base: all respondents
Source market: Austria

cold / ice
(13.3%)

(much) **snow**
(2.3%)

(capital) **Riga**
(13.5%)

(beautiful) **cities**
(0.7%)

Cat. 3: weather / climate in general
(17.3% of respondents)

Cat. 4: places, cities and regions in and around Latvia incl. attributes (14.9% of respondents)

DESTINATION BRAND 19

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Top 3 association sub categories of the 4 largest superior categories

Cat. 1: general geographical location
(31.8% of respondents)

Baltic States
(11.8%)

(located in the) **North**
(6.7%)

(located in the) **East**
(5.6%)

Cat. 2: weather / climate in general
(20.7% of respondents)

cold / ice
(13.6%)

(much) **snow**
(5.1%)

Winter
(1.3%)

Latvia
Base: all respondents
Source market: Switzerland

(beautiful) **landscape** /
(beautiful) **nature**
(6.1%)

reindeer / moose
(3.5%)

(much) **forest** / (much) **green**
(2.7%)

Cat. 3: landscape / nature in general
(18.9% of respondents)

(beautiful) **architecture /
art nouveau** (3.4%)

(much) **culture**
(3.1%)

(a lot of) **history**
(1.5%)

Cat. 4: sights / attractions / events
(17.1% of respondents)

DESTINATION BRAND 19

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories

Overall top 10 association sub categories

	Source market: Germany			Source market: Austria			Source market: Switzerland	
1	**cold** / ice	9.8%	1	(belongs to the) **Baltic States**	15.3%	1	**cold** / ice	13.6%
2	(located at the) **Baltic Sea** (coast) / (at, much) water	8.2%	2	(capital) **Riga**	13.5%	2	(belongs to) **Baltic States**	11.8%
3	(belongs to the) **Baltic States**	7.1%	3	(very) **cold** / ice	13.3%	3	(capital) **Riga**	9.0%
4	(capital) **Riga**	7.1%	4	(located at the) **Baltic Sea** (coast) / (at, much) water	7.3%	4	(located on the, pearl of the) **Baltic Sea** (coast)	7.6%
5	(beautiful) **landscape** / (beautiful) **nature**	6.2%	5	(beautiful) **landscape** / (beautiful) **nature**	6.7%	5	(located in the) **North**	6.7%
6	(very) **beautiful**	3.9%	6	**reindeer / moose**	5.1%	6	(beautiful) **landscape** / (beautiful) **nature**	6.1%
7	former **Soviet Union** / Russian influenced	3.5%	7	former **Soviet Union** / influenced by Russia	4.9%	7	(located in the) East	5.6%
8	(friendly) people / **hospitable**	3.4%	8	(very) **beautiful**	4.8%	8	former **Soviet Union** / Russian influenced	5.4%
9	**reindeer / moose**	3.3%	9	(located in, in the far) **North**	4.6%	9	(much) snow	5.1%
10	(close to) Russia	2.5%	10	(friendly) people / **hospitable**	3.5%	10	(very) **beautiful**	4.0%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 20 association sub categories

Source market: Germany		Source market: Austria		Source market: Switzerland	
1 **cold** / coldness / ice / frost	9.8%	1 (belongs to the) **Baltic States** / Estonia / Lithuania / located between Estonia and Lithuania / the three brothers	15.3%	1 **cold** / coldness / ice / frost	13.6%
2 (located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) water	8.2%	2 (capital) Riga	13.5%	2 (belongs to) **Baltic States** / Baltic State / Estonia / Lithuania / located between Estonia and Lithuania / the three brothers	11.8%
3 (belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	7.1%	3 (very) **cold** / coldness / ice / frost	13.3%	3 (capital) Riga	9.0%
4 (capital) Riga	7.1%	4 (located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) water	7.3%	4 (located on the, pearl of the) **Baltic Sea** (coast) / (at the) sea	7.6%
5 (beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	6.2%	5 (beautiful, interesting, splendid) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	6.7%	5 (located in the) **North** / northern / nordic	6.7%
6 general positive evaluation (e.g. (very) **beautiful**, cool, interesting, great, pretty, super, wonderful)	3.9%	6 (famous for its) reindeer / moose	5.1%	6 (beautiful, great) **landscape** (surroundings, area) / (beautiful, untouched, much, pure) **nature**	6.1%
7 former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	3.5%	7 former **Soviet Union** / former UDSSR / former Eastern Block / influenced by Russia	4.9%	7 (located in the) **East**	5.6%
8 (nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	3.4%	8 general positive evaluation (e.g. (very) **beautiful**, cool, dreamlike, fantastic, interesting)	4.8%	8 former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	5.4%
9 reindeer / moose	3.3%	9 (located in, in the far) **North** / northern / nordic	4.6%	9 (much) snow	5.1%
10 (close to, borders) **Russia** / (many) Russians	2.5%	10 (nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / charming / likeable	3.5%	10 general positive evaluation (e.g. (very) **beautiful**, cool, dreamlike, good, interesting, pretty, wonderful)	4.0%

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Overall top 20 association sub categories

#	Source market: Germany	%	#	Source market: Austria	%	#	Source market: Switzerland	%
11	(much, beautiful) **forest**(s) / (green) meadows / (much) green / (many) green spaces	2.4%	11	(beautiful, interesting, next) destination / (beautiful, beach) holiday / **tourism** / would like to go there / I absolutely have to go there / worth a trip / I am curious	3.1%	11	reindeer / moose	3.5%
12	(much, great) **culture** / cultural interesting / cultural heritage	2.4%	12	(close to, borders) **Russia**	2.9%	12	(beautiful, exciting) **architecture** / art nouveau / (beautiful, great) old town / (beautiful, colorful, historical) houses / buildings / constructions	3.4%
13	(much) **snow**	2.1%	13	**European Union** / EU member / (has) Euro (as a means of payment)	2.8%	13	(close to, borders) **Russia** / (many) Russians	3.2%
14	(located in the) **North** / northern / nordic	1.9%	14	(beautiful, art nouveau) **architecture** / (beautiful, great, art nouveau) buildings (constructions) / (beautiful) old towns / art nouveau	2.6%	14	(much, old, interesting) **culture** / cultural interesting / cultural heritage	3.1%
15	**wide** / wide plain / flat (country) / even	1.9%	15	(much) **forest** / (beautiful) forests / (green) meadows / (much) green	2.6%	15	(nice, friendly, cordial) people / **hospitable** / friendliness / charming / sympathetic	3.0%
16	(located in the) **East**	1.8%	16	(much) **snow**	2.3%	16	alternative / different / exotic / **fascinating** / mysterious / mystical / exciting / special	3.0%
17	**culinary** in general, e.g. (good, other, tasty) food, beer, cheese, gastronomy, salted fish, vodka	1.8%	17	(much, great) **culture** / culturally interesting	2.3%	17	(much) **forest** / (beautiful) forests / (green) meadows / (much) green	2.7%
18	different / **extraordinary** / exotic / fascinating / mysterious / inspiration / exciting / many new things	1.8%	18	poor / **poverty** / poor population / low income / rather backward / little money	2.2%	18	(good, different, fine) **food** / (good, different, foreign) cuisine / gastronomy / culinary interesting	2.6%
19	**far away** / difficult to reach	1.8%	19	**modern** / fast modernisation / (free, good) internet / technically advanced / digitalisation	2.1%	19	**far away** / difficult to reach	2.3%
20	small country / **small**	1.7%	20	(located in, Eastern) **Europe** / (Eastern) European	1.9%	20	**cheap** (destination) / inexpensive / not expensive / reasonably	2.2%

Spontaneous associations to Latvia in the source markets DE, AT and CH

Overall top 10 association sub categories – *word cloud (base: all respondents)*

Baltic Sea **former Soviet Union** **beautiful landscape** **nice people** **reindeer** **close to Russia** **cold** **capital Riga** **Baltic States** **very beautiful**

Note: The illustration is based on the quantitative distribution of the top 20 association sub categories to the tourist destination Latvia in the source market Germany, i.e. the larger the respective sub category is presented, the more frequently – but not linearly – it is associated with the destination Latvia.

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories – *word cloud (base: all respondents)*

former Soviet Union
beautiful landscape
nice people
Baltic Sea
reindeer
close to Russia
cold
capital Riga
Baltic States
North
very beautiful

Note: The illustration is based on the quantitative distribution of the top 20 association sub categories to the tourist destination Latvia in the source market Germany, i.e. the larger the respective sub category is presented, the more frequently – but not linearly – it is associated with the destination Latvia.

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Spontaneous associations to Latvia in the source markets DE, AT and CH

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Overall top 10 association sub categories – *word cloud (base: all respondents)*

Baltic Sea

former Soviet Union

beautiful landscape

nice people

reindeer close to Russia

cold

capital Riga

Baltic States

very beautiful

North

East

much snow

Note: The illustration is based on the quantitative distribution of the top 20 association sub categories to the tourist destination Latvia in the source market Germany, i.e. the larger the respective sub category is presented, the more frequently – but not linearly – it is associated with the destination Latvia.

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories by sub-groups

Overall top 10 association sub categories – *by sub-groups*

Overall top 10 association sub categories – *by sub-groups* 🇩🇪	All respondents	Brand connoisseurs	Visitors in the past*
1 **cold** / coldness / **ice** / frost	9.8%	15.4%	10.9%
2 (located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	8.2%	12.9%	12.7%
3 (belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	7.1%	11.2%	3.6%
4 (capital) **Riga**	7.1%	11.2%	23.6%
5 (beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	6.2%	9.8%	3.6%
6 general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	3.9%	6.1%	10.9%
7 former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	3.5%	5.5%	5.5%
8 (nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	3.4%	5.4%	18.2%
9 reindeer / moose	3.3%	5.2%	0.0%
10 (close to, borders) **Russia** / (many) Russians	2.5%	3.9%	7.3%

* Sample size < 100: Higher statistical uncertainty due to relatively small sample size.

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

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Overall top 10 association sub categories – *All respondents*

	Overall top 10 association sub categories – *All respondents*	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	9.8%	13.3%	13.6%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	8.2%	7.3%	7.6%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	7.1%	15.3%	11.8%
4	(capital) **Riga**	7.1%	13.5%	9.0%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	6.2%	6.7%	6.1%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	3.9%	4.8%	4.0%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	3.5%	4.9%	5.4%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	3.4%	3.5%	3.0%
9	reindeer / moose	3.3%	5.1%	3.5%
10	(close to, borders) **Russia** / (many) Russians	2.5%	2.9%	3.2%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories – *Brand connoisseurs*

	Overall top 10 association sub categories – *Brand connoisseurs*	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	15.4%	17.5%	19.8%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	12.9%	9.6%	11.1%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	11.2%	20.1%	17.2%
4	(capital) **Riga**	11.2%	17.8%	13.1%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	9.8%	8.8%	8.9%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	6.1%	6.3%	5.8%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	5.5%	6.4%	7.9%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	5.4%	4.6%	4.4%
9	reindeer / moose	5.2%	6.7%	5.1%
10	(close to, borders) **Russia** / (many) Russians	3.9%	3.8%	4.7%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories – *Visitors in the past**

	Overall top 10 association sub categories – *Visitors in the past**	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	10.9%	7.9%	11.1%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	12.7%	22.2%	9.3%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	3.6%	25.4%	14.8%
4	(capital) **Riga**	23.6%	41.3%	40.7%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	3.6%	9.5%	3.7%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	10.9%	12.7%	18.5%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	5.5%	4.8%	5.6%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	18.2%	17.5%	9.3%
9	reindeer / moose	0.0%	1.6%	0.0%
10	(close to, borders) **Russia** / (many) Russians	7.3%	4.8%	3.7%

* Sample size < 100: Higher statistical uncertainty due to relatively small sample size.

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories by target groups

Target group analysis – *defined in coordination with the Investment and Development Agency of Latvia*

DESTINATION BRAND 19

Selected key features

Interested in city breaks

Interested in culinary

Interested in culture

Interested in nature

Interested in nature and cycling*

Interested in relaxing

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019 (*only source market Germany; in AT and CH: Interested in luxury)

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Target group analysis – *defined in coordination with the Investment and Development Agency of Latvia*

DESTINATION BRAND 19

Selected key features

Interested in city breaks

- Respondents with distinct intention to travel abroad and
- Age of respondents: 25-74 years and
- General interest in holiday activity "Taking a city break"

  (top-two-box on a scale from "5 very interested" to "1 = not at all interested")

Interested in culinary

- Respondents with distinct intention to travel abroad and
- Age of respondents: 25-74 years and
- General interest in holiday activity "Enjoying culinary / gastronomic specialities"

  (top-two-box on a scale from "5 very interested" to "1 = not at all interested")

Interested in culture

- Respondents with distinct intention to travel abroad and
- Age of respondents: 25-74 years and
- General interest in holiday activity "Visiting cultural institutions / using cultural services"

  (top-two-box on a scale from "5 very interested" to "1 = not at all interested")

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Target group analysis – *defined in coordination with the Investment and Development Agency of Latvia*

Selected key features

Interested in nature

- Respondents with distinct intention to travel abroad and
- Age of respondents: 25-74 years and
- General interest in holiday activity "Enjoying nature"

  (top-two-box on a scale from "5 very interested" to "1 = not at all interested")

Interested in nature and cycling*

- Respondents with distinct intention to travel abroad and
- Age of respondents: 25-74 years and
- General interest in holiday activity "Enjoying nature" and
- General interest in holiday activity "Cycling (not mountain biking)"
  (top-two-box on a scale from "5 very interested" to "1 = not at all interested")

Interested in relaxing

- Respondents with distinct intention to travel abroad and
- Age of respondents: 35-74 years and
- General interest in holiday activity "Relaxing and resting"

  (top-two-box on a scale from "5 very interested" to "1 = not at all interested")

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019   (*only source market Germany; in AT and CH: Interested in luxury)

Overall top 10 association sub categories – *by target groups (1/2)*

DESTINATION BRAND 19 **Overall top 10 association sub categories – *by target groups*** 🇩🇪	All respondents	🏛️	🍲	🎭
1	**cold** / coldness / **ice** / frost	9.8%	13.4%	13.2%	12.1%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	8.2%	9.6%	9.9%	10.9%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	7.1%	12.4%	9.9%	8.8%
4	(capital) **Riga**	7.1%	8.7%	8.1%	7.5%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	6.2%	9.9%	9.3%	10.9%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	3.9%	4.7%	5.4%	5.0%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	3.5%	5.3%	5.7%	5.4%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	3.4%	4.0%	4.8%	2.9%
9	reindeer / moose	3.3%	4.3%	3.9%	5.0%
10	(close to, borders) **Russia** / (many) Russians	2.5%	2.5%	2.1%	2.1%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Overall top 10 association sub categories – *by target groups (2/2)*

DESTINATION BRAND 19 **Overall top 10 association sub categories – *by target groups***	All respondents			
1	**cold** / coldness / **ice** / frost	9.8%	12.6%	7.4%	11.4%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	8.2%	10.5%	12.8%	11.0%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	7.1%	11.1%	8.7%	10.7%
4	(capital) **Riga**	7.1%	9.0%	5.4%	8.5%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	6.2%	9.6%	10.1%	9.6%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	3.9%	5.7%	8.1%	5.3%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	3.5%	6.0%	5.4%	6.4%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	3.4%	4.2%	7.4%	3.6%
9	reindeer / moose	3.3%	4.8%	3.4%	3.9%
10	(close to, borders) **Russia** / (many) Russians	2.5%	1.5%	2.0%	1.4%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Target group: *Interested in city breaks*

DESTINATION BRAND 19 **Overall top 10 association sub categories – *Interested in city breaks***	🇩🇪	🇦🇹	🇨🇭
1 **cold** / coldness / **ice** / frost	13.4%	12.1%	15.5%
2 (located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	9.6%	9.8%	8.6%
3 (belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	12.4%	22.1%	14.6%
4 (capital) **Riga**	8.7%	16.4%	11.7%
5 (beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	9.9%	8.7%	7.1%
6 general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	4.7%	6.8%	4.2%
7 former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	5.3%	5.7%	7.9%
8 (nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	4.0%	4.1%	4.2%
9 reindeer / moose	4.3%	5.3%	3.3%
10 (close to, borders) **Russia** / (many) Russians	2.5%	4.1%	5.0%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Target group: *Interested in culinary*

	Overall top 10 association sub categories – *Interested in culinary*	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	13.2%	12.6%	16.7%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	9.9%	8.6%	8.3%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	9.9%	19.2%	14.4%
4	(capital) **Riga**	8.1%	13.8%	11.6%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	9.3%	8.1%	6.9%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	5.4%	7.2%	4.3%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	5.7%	5.9%	7.9%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	4.8%	4.7%	4.1%
9	reindeer / moose	3.9%	5.0%	3.7%
10	(close to, borders) **Russia** / (many) Russians	2.1%	4.1%	4.7%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Target group: *Interested in culture*

	Overall top 10 association sub categories – *Interested in culture*	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	12.1%	10.8%	13.3%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	10.9%	9.6%	10.3%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	8.8%	19.1%	16.0%
4	(capital) **Riga**	7.5%	15.7%	14.1%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	10.9%	8.6%	5.4%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	5.0%	8.0%	4.6%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	5.4%	6.8%	7.6%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	2.9%	4.0%	4.3%
9	reindeer / moose	5.0%	4.3%	3.5%
10	(close to, borders) **Russia** / (many) Russians	2.1%	4.6%	5.2%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Target group: *Interested in nature*

	Overall top 10 association sub categories – *Interested in nature*	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	12.6%	13.0%	17.5%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	10.5%	10.0%	8.9%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	11.1%	20.0%	14.4%
4	(capital) **Riga**	9.0%	15.7%	12.1%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	9.6%	8.9%	7.1%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	5.7%	7.1%	4.1%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	6.0%	6.2%	8.7%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	4.2%	4.3%	4.1%
9	reindeer / moose	4.8%	4.8%	3.6%
10	(close to, borders) **Russia** / (many) Russians	1.5%	4.3%	4.3%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Target group: *Interested in relaxing*

	Overall top 10 association sub categories – *Interested in relaxing*	🇩🇪	🇦🇹	🇨🇭
1	**cold** / coldness / **ice** / frost	11.4%	10.0%	15.0%
2	(located at the) **Baltic Sea** (coast) / (at the) sea / (at, much) **water**	11.0%	8.6%	8.6%
3	(belongs to the) **Baltic States** / Baltic / Estonia / Lithuania	10.7%	18.0%	12.6%
4	(capital) **Riga**	8.5%	12.4%	10.7%
5	(beautiful, great, diverse) **landscape** (surroundings, area) / (beautiful, much, pure) **nature**	9.6%	8.0%	5.9%
6	general positive evaluation (e.g. (very) beautiful, cool, interesting, great, pretty, super, wonderful)	5.3%	6.8%	4.3%
7	former **Soviet Union** / former UDSSR / former Eastern Block / Russian influenced / Soviet influenced	6.4%	6.5%	8.6%
8	(nice, friendly, cordial) people / **hospitable** / friendliness / open-minded / sympathetic / warm-hearted / cosmopolitan	3.6%	4.7%	4.5%
9	reindeer / moose	3.9%	6.2%	4.3%
10	(close to, borders) **Russia** / (many) Russians	1.4%	3.5%	4.8%

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Key question:

Are you surprised by the result?

Did you expect the results?

Realizing and avoiding dissonances

Brand identity:

Desired public image

Brand image:

Real public image

Picture: shutterstock.com

Theme marketing Magnetic Latvia

Tourism in Latvia: *Tourism Marketing Strategy 2018 – 2023*

tourism products

CULTURE

NATURE

HEALTH

BUSINESS

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

General interest in
holiday activities in DE, AT and CH

The following question is about your <u>general interest</u> in the holiday activities, i.e. they <u>have nothing to do with</u> any specific tourist destination.

How much are you interested in the following touristic holiday activities in your holiday with a stay of at least one night?

1 (= "not at all interested") to 5 (= "very interested")

General interest potential – *All considered holiday activities*

DESTINATION BRAND 19 **Ranking of the considered holiday activities with regard to the general interest potential (Top-Two-values)**								
	DE	**AT**	**CH**			**DE**	**AT**	**CH**
79% Relaxing and resting	**1**	**1**	**2**	42% Visiting UNESCO world heritage sites		**11**	**12**	**12**
71% Enjoying nature	**2**	**2**	**4**	42% Shopping		**12**	**15**	**13**
65% Enjoying culinary / gastronomic specialities	**3**	**3**	**1**	41% Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)		**13**	**14**	**15**
64% Swimming and being at the beach	**4**	**5**	**5**	40% Visiting amusement / theme parks		**14**	**18**	**17**
62% Taking a city break	**5**	**4**	**3**	40% Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life)		**15**	**11**	**8**
56% Visiting castles, palaces and cathedrals	**6**	**6**	**6**	39% Spending holidays in the countryside (e.g., on the farm or vineyard)		**16**	**17**	**18**
54% Visiting gardens / parks	**7**	**7**	**7**	38% Meeting the indigenous (native) peoples		**17**	**13**	**11**
44% Visiting cultural institutions / using cultural services	**8**	**8**	**10**	37% Attending events		**18**	**16**	**16**
44% Hiking	**9**	**10**	**14**	33% Cycling (not mountain biking)		**19**	**21**	**27**
44% Using wellness services	**10**	**9**	**9**	33% Using family offers		**20**	**27**	**21**

FH Westküste
Wirtschaft und Technik

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TOURISM AND MARKET RESEARCH

General interest potential – *All considered holiday activities*

DESTINATION BRAND 19 — Ranking of the considered holiday activities with regard to the general interest potential (Top-Two-values)								
	DE	AT	CH			DE	AT	CH
79% Relaxing and resting	1	1	2	42%	Visiting UNESCO world heritage sites	11	12	12
71% Enjoying nature	2	2	4	42%	Shopping	12	15	13
65% Enjoying culinary / gastronomic specialities	3	3	1	41%	Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)	13	14	15
64% Swimming and being at the beach	4	5	5	40%	Visiting amusement / theme parks	14	18	17
62% Taking a city break	5	4	3	40%	Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life)	15	11	8
56% Visiting castles, palaces and cathedrals	6	6	6	39%	Spending holidays in the countryside (e.g., on the farm or vineyard)	16	17	18
54% Visiting gardens / parks	7	7	7	38%	Meeting the indigenous (native) peoples	17	13	11
44% Visiting cultural institutions / using cultural services	8	8	10	37%	Attending events	18	16	16
44% Hiking	9	10	14	33%	Cycling (not mountain biking)	19	21	27
44% Using wellness services	10	9	9	33%	Using family offers	20	27	21
				...				
				26%	Using health services (self-paying, not a prescribed visit to a health spa)	25	25	26

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

Linking options for selected holiday activities with general interest potential

Linking options for selected holiday activities with general interest potential

Can be linked with which themes ?

	CULTURE	**NATURE**	**HEALTH**
🇩🇪	44%	71%	26%
🇦🇹	55%	76%	28%
🇨🇭	55%	68%	28%
	Visiting cultural institutions / using cultural services	**Enjoying nature**	**Using health services (self-paying, not a prescribed visit to a health spa)**

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019

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THANK YOU VERY MUCH FOR LISTENING!

ELLEN BÖHLING Managing partner and founder inspektour international GmbH

MAGNETIC
LATVIA

LIAA
Latvijas Investīciju un attīstības aģentūra
Investment and Development Agency of Latvia

NATIONAL
DEVELOPMENT
PLAN 2020

EUROPEAN UNION
European Regional
Development Fund

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