



Perception of Riga as a tourist city

Survey report
June 2024

opinia24

Information about the study

Date of study

19-20 March 2024

Survey sample

Representative sample of Polish residents aged 18 and over N=1000

Survey technique

The survey was carried out using the technique of computer-assisted telephone interviews - CATI.

Conclusions of the study

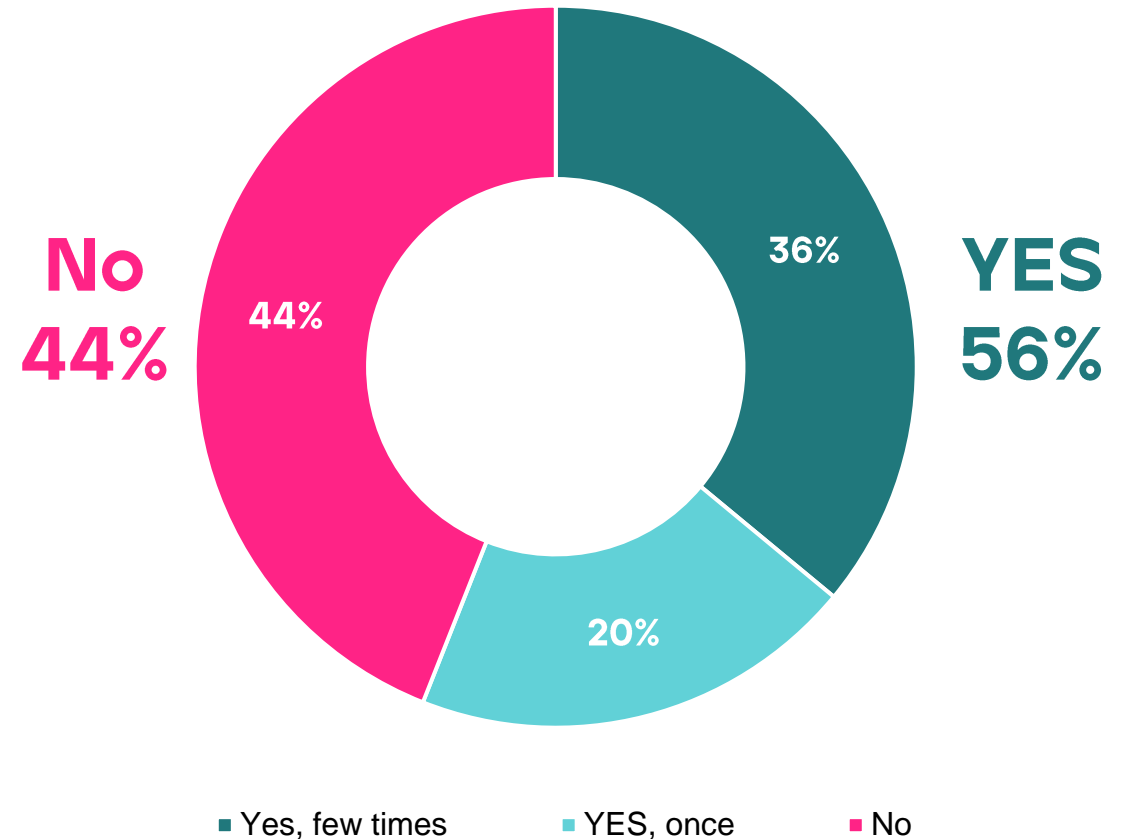
- 56% of Poles have travelled abroad for at least a few days in the last two years, and 43% went on a city break during this period.
- When deciding where to travel, Poles are primarily guided by the opportunity to relax, followed by culture and art. The aspect of exploring new places is also important.
- For Poles, the most important factors influencing their travel decisions are the costs incurred, but also tourist attractions, and in the cities visited, they are most often interested in nature and parks, historical sites and museums, and food.
- Sources of information needed to organise a trip are, above all, websites and recommendations from family and friends.
- More than half of Poles would spend up to EUR 500 (up to PLN 2,500) on a city break. Poles are divided when it comes to the distance they would be able to travel for such a trip.
- 88% of Poles have at least heard the name of the city of Riga. 12% of them – know a lot about the Latvian capital and it is with Latvia that Riga is most often associated. 14% of Poles have ever been to Riga and the vast majority of them would like to return there, while 55% of Poles, would be interested in visiting the city.
- Poles often have no knowledge of what life is like in Riga: is it expensive, is there a thriving nightlife or is it boring there. They most often agree with general statements: that it is close to Poland, that it is possible to get there by car and fly there by plane, or that it is a historical city. 60% of Poles agree that it is a culturally rich city.
- People are discouraged from visiting the city by the cost (which is not often known) and the issue of security (especially related to the neighbourhood of Russia).
- In general, Poles declare an interest in themed travel packages – especially those related to history and culture/art, as well as nature tours. This is more of a solution for people who do not travel abroad, especially to cities.

Attitudes of Poles towards travelling

Tourist trips abroad

In the last 2 years, have you travelled outside Poland for at least 2-3 days as a tourist?

- Slightly more than half of Poles (56%) have travelled outside of Poland for tourism purposes for at least 2-3 days in the last 2 years. 36% have travelled several times, while 20% have travelled once. No such activity is declared by 44% of respondents.
- The youngest respondents aged 18-24 (49%), those with higher education (46%) and respondents with net income between PLN 7000 and 9000 (50%) and PLN 4000 and 6999 (44%) travelled several times.
- Non-travelling is more frequently declared by respondents aged 60+ (52%), those with vocational education (54%), and respondents with a net income between PLN 2,000 and 3,999.



N=1000

Factors influencing the choice of tourist destination

What, to the greatest extent, guides you in choosing the destination of your tourist trips?

- When choosing a travel destination, respondents are most often driven by the opportunity to relax and unwind (36%). A fifth of respondents (21%) are looking for exposure to culture and history, while 14% are driven by proximity to nature and the opportunity to experience something new.
- Exposure to culture and history is more often important for those with higher education (30%), residents of cities of 100-199 thousand (32%) and those earning PLN 7000-9999 (33%). Being close to nature is more often driven by men (18%), the oldest respondents (18%). Experiencing adventure is more often important to those aged 25-34 (19%). Business opportunities are more often driven by respondents aged 18-24 (8%), those with higher education (4%) and rural residents (3%), while the youngest respondents are more likely to consider festivals or events (8%).



N=1000

Destination selection - what influences?

Willingness to see new places - trips are generally organised to places where respondents have not yet been. Respondents visited more cities (European capitals). Few people return twice to the same place: 'there are so many places to see.

I look at where I've been and where I haven't been, and I try to visit new places rather than going back to places I've already been.

Young

At the same time, some people repeatedly visit their favourite cities (e.g. Berlin, Warsaw). This usually happens if they have friends there, some business of their own.

I'm going to get hooked on Berlin, because I also frequent that city, at least a dozen times a year. As a result, I like to cycle there, I like to spend time there. I have my places, my restaurants, so it's definitely a cool space.

Elders

Convenient location - it is good if the city is close to Poland. This is especially important for those travelling by car.

And we really enjoy travelling by car. We have a big van, so we actually pack all nine of us in the van and go. And we also choose so that it's not far away. Not Portugal, not Spain, but something closer.

City break

Air travellers pay attention to getting from the airport to the destination city - good public transport links, preferably by metro.

Good access from the airport. Barcelona, which has a metro, is a revelation. Madrid has a train, so that's OK too. As well as a good connection, what's important is the price of the city ticket, whether it's combined with getting to the airport, and they're not day tickets, like in Madrid, that I'll validate at 6pm and by 11:59pm it's already gone - but like we have in Warsaw, for 24 hours.

Young

Events on site - concerts, exhibitions, performances

I think it [festivals] is a great added value, but you also have to verify what it is and whether it has raised prices at a given moment.

I am very cautious when it comes to various events which happen in the big cities, capitals and countries which I happen to visit, because sometimes it's an event which I'm cool to see, and sometimes it's an event which doesn't interest me at all.

I've never actually, as I recall, rather planned a trip in terms of a holiday, it's just been something random and certainly, on the plus side.

Young

- **Eating out**
- **Monuments, museums** **architecture,**
- **Nature**

For me, the ideal city is as much as possible, I agree with nice architecture, with nature. It would be nice if this city was green, in terms of some parks, or access to some local forests. It would be nice if there was also some kind of viewpoint, on a hill.

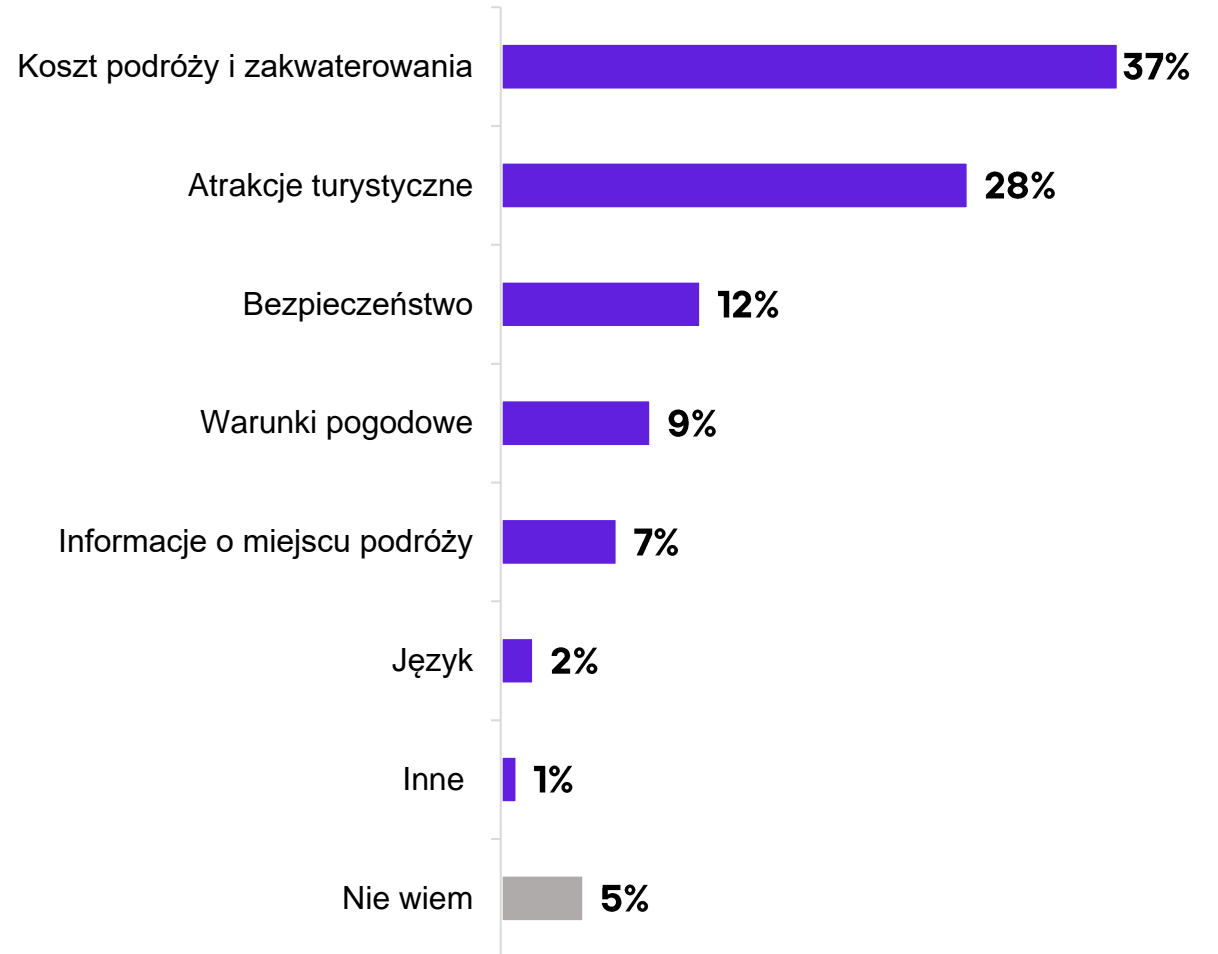
Young

Factors influencing the choice of tourist destination

What do you pay most attention to when choosing a tourist destination?

The cost of travel and accommodation (37%) is the most frequently cited aspect of travel destination choice. More than a quarter of respondents (28%) mention tourist attractions, while 12% mention safety. Weather conditions are highlighted by 9% of respondents (9%) and information about the travel destination by 7%.

Tourist attractions are more often paid attention to by people with higher education (33%) and respondents with a net income between PLN 7,000 and 9,000 (38%).



N=1000

Destination selection - what influences?

Airfares - trips, especially citybreaks, are organised to cities that can be reached by plane at a good price at the time.

Air tickets for citybreak are rarely bought well in advance. Well in advance is, according to respondents, e.g. 3 months in advance.

I mainly look at flight prices, where I can fly, at the time, where I haven't been yet, and where I would like to go, and then somehow here I try to combine and search.

Young

There is also talk of cheaper train tickets or bus connections, such as Flixbus.

I also like to travel by train. Sometimes they are to Berlin, or once I just took a train to Budapest with my daughter. And the city break, that's it, the price. I analyse Mondo, or other services there, and there are such shots for trains.

Elders

Weather conditions - travel south where it is warmer and the atmosphere is more relaxed

Arrangements with travel companions

These too are determined, simply by whoever in our group of friends, having just happened to have some cheap ticket, then writes to the rest and we then decide whether we are flying or not. Sometimes it's a lottery, if you ask me.

City break

Taking advantage of opportunities, e.g. travelling to where family or friends live

When it comes to these longer trips, it usually looks like I'm just visiting someone - whether it's family I have spread out across Europe or some friends who are also abroad. Young

Someone says they have friends or they need to drop something off, that they are looking for a travelling companion.

Old

Respondents also travel to places that they have read about, that they are curious about

It's like I said before, I read. There's a book that inspires me to do that. I recently came across this kind of collection of reports about the Netherlands and I just, I read the book and said 'Okay, I'm going'.

Elders

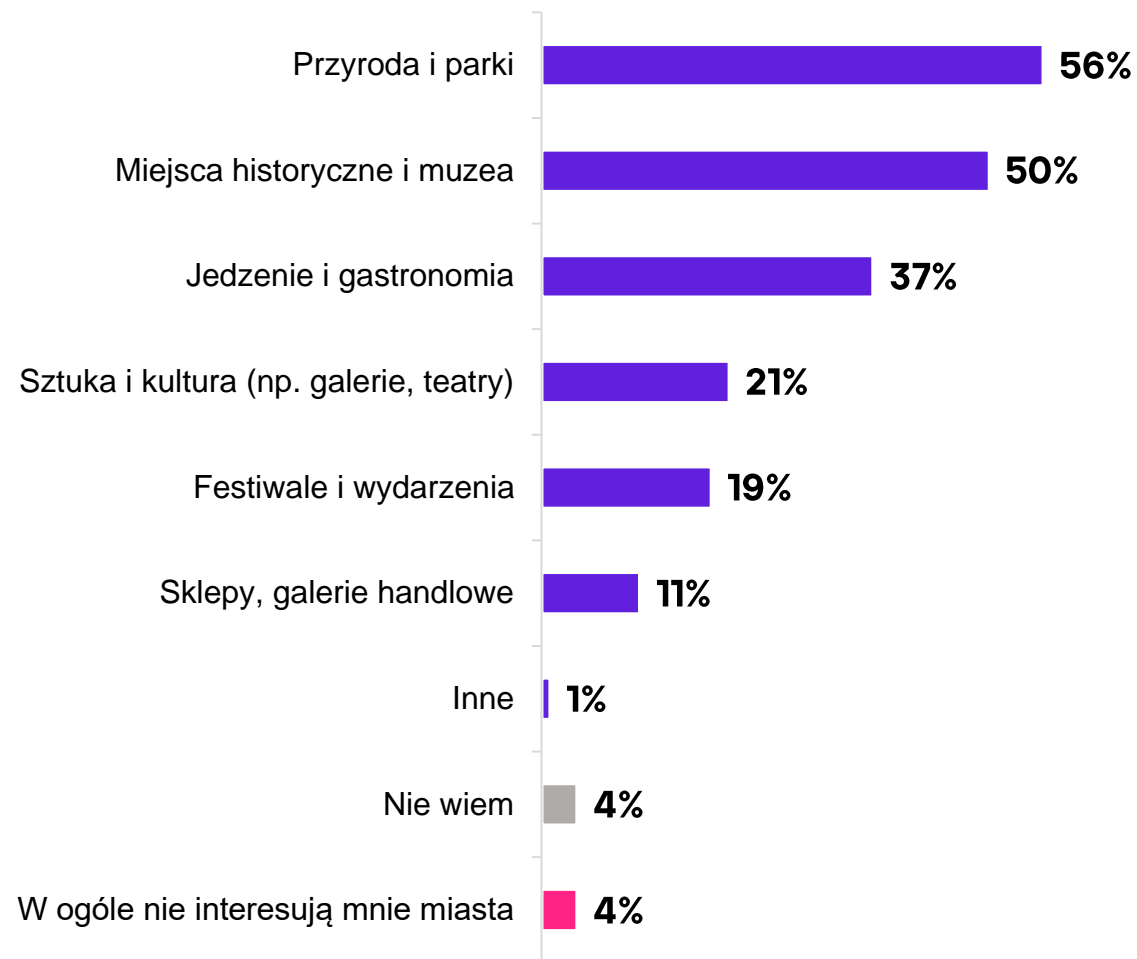
Possibly connections to other cities and the opportunity to visit more places

Tourist attractions of greatest interest

What type of attractions are you most interested in when you travel to another city? Choose up to three answers.

When travelling to another city, respondents are most interested in nature and parks (56%) and historical sites and museums (50%). Food and dining are important to 37% of respondents, arts and culture to 21%, and festivals and events to 19% of people. Just over a tenth of respondents are interested in shops and shopping malls (11%) when travelling.

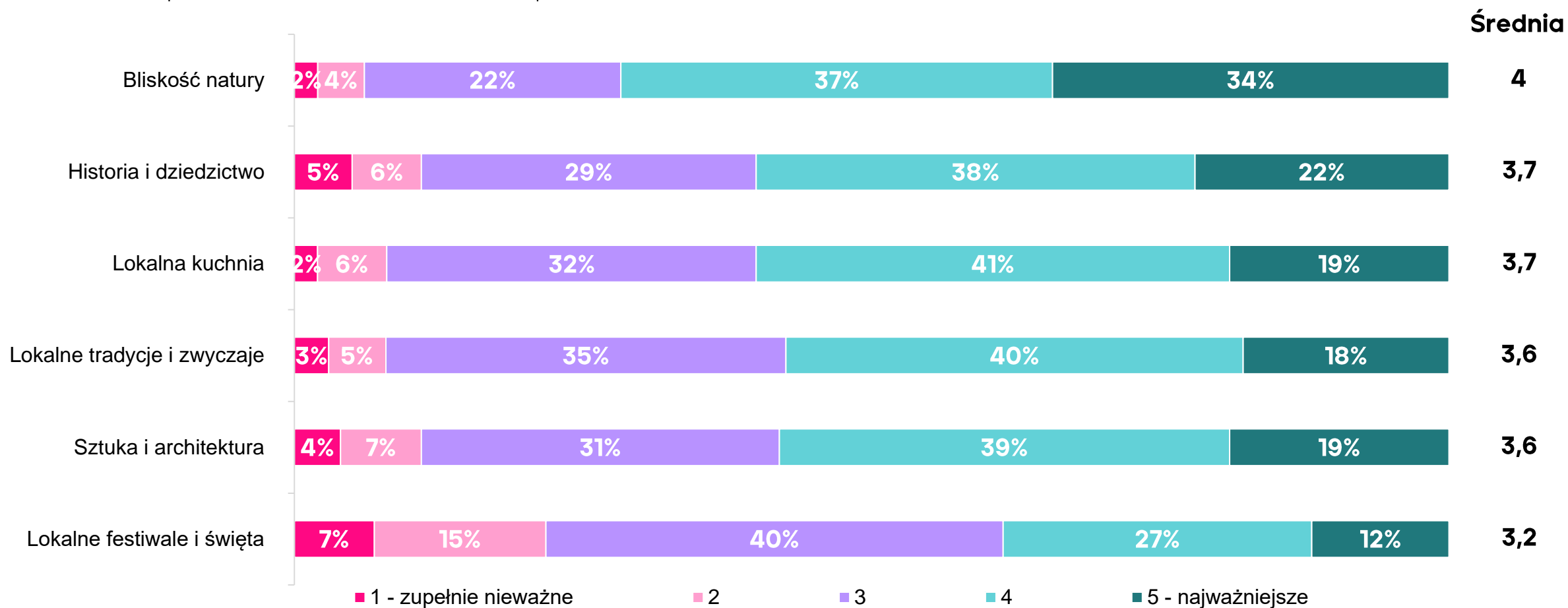
Nature and parks are more often of interest to residents of cities of 100-199 thousand (66%), historical sites and museums to men (56%), the oldest respondents (62%) and those aged 45-59 (58%), those with higher education (59%), and respondents with incomes between PLN 7,000 and 9,999 net (61%). Food and dining is more important to respondents aged 18-24 (50%) and 25-34 (46%). The youngest respondents (30%), those with higher education (26%), and those with incomes between PLN 7,000 and PLN 9,999 net (35%) are more interested in art and culture on trips. Festivals and events are more often mentioned by women (23%), respondents aged 18-24 (31%) and 25-34 (26%), while shops and shopping malls are more readily mentioned by those aged 18-24 (23%) and 25-34 (20%).



N=1000

Key cultural aspects

To what extent are the listed cultural aspects important to you when you think about travelling to another city abroad? Rate on a scale of 1 to 5, where 1 means 'not important at all' and 5 means 'most important'.



Key cultural aspects

Respondents identify proximity to nature as the most important aspect of travelling abroad (responses 4-5 71%). 60% of respondents point to history and heritage and local cuisine. A slightly smaller proportion of respondents consider local traditions and customs as well as art and architecture to be important, while local festivals and holidays are important to 39% of people.

Proximity to nature is more important for: women (answers 4-5, 76%), people aged 45-59 (80%) and those with a secondary education (77%). History and heritage are more important to respondents aged 45-59 (68%) and 60+ (68%), those with higher education (70%) and respondents with an income between PLN 7,000 and 9,999 (70%), while local cuisine is more often driven by women (64%). Local traditions and customs are more often important for respondents 45-59 years old (64%). Art and architecture are considered important by the oldest respondents (65%), those with higher education (70%) and respondents with incomes between PLN 7,000 and PLN 9,999 (71%), while local festivals and holidays are valued by respondents aged 35-44 (47%) and those earning up to PLN 1999 (50%).

Choosing a destination - what is of interest?

Architecture

For those researched, it is important to visit the most famous monuments, to see buildings that are important to a city.

Such, in my opinion, well-known places that are worth seeing, that are talked about - whether some monuments or some UNESCO-listed monuments, I always, for sure, have to visit such points.

City break

Historical sites and museums

Museums that show the history of a city are important, e.g. in Riga the KGB Museum, as well as monuments

Plus check out museums, or I score always museums of war. Like Riga has the KGB, some terror museums and historical museums in general, but not such strictly paintings and the like. I like there to be something interesting there. I used to study a bit of history, so I just like sightseeing.

Young

Food and gastronomy

For me, food is important on holiday and I try to eat as locally as possible, as little as possible in touristy restaurants geared only towards tourists

Young

Art and culture

I often check to see if there are any outstanding works of art in a particular city - if there's a Picasso, for example, or a Paul Gauguin. We check in which city there are which works of art, and depending on whether there is something we really want to see, we check which museum it is more worthwhile to visit, because sometimes, especially in the West, it is expensive, and if we want to visit something, you actually have to buy a city card for the whole weekend and you can go everywhere, or you can choose where the best works of art are, and go there.

City break

Festivals and events

Local festivals and celebrations are an added value of the trips but are unlikely to be the main purpose of them

A celebration of something, a harvest festival. Independence Day too, (...) but on the other hand, like I said, on those lemons and I was at the Wine Festival, once, the Potato Festival. This weekend I was at the Refrigerator Festival, so it's so funny and such a cool added value. Anyway, we don't have that.

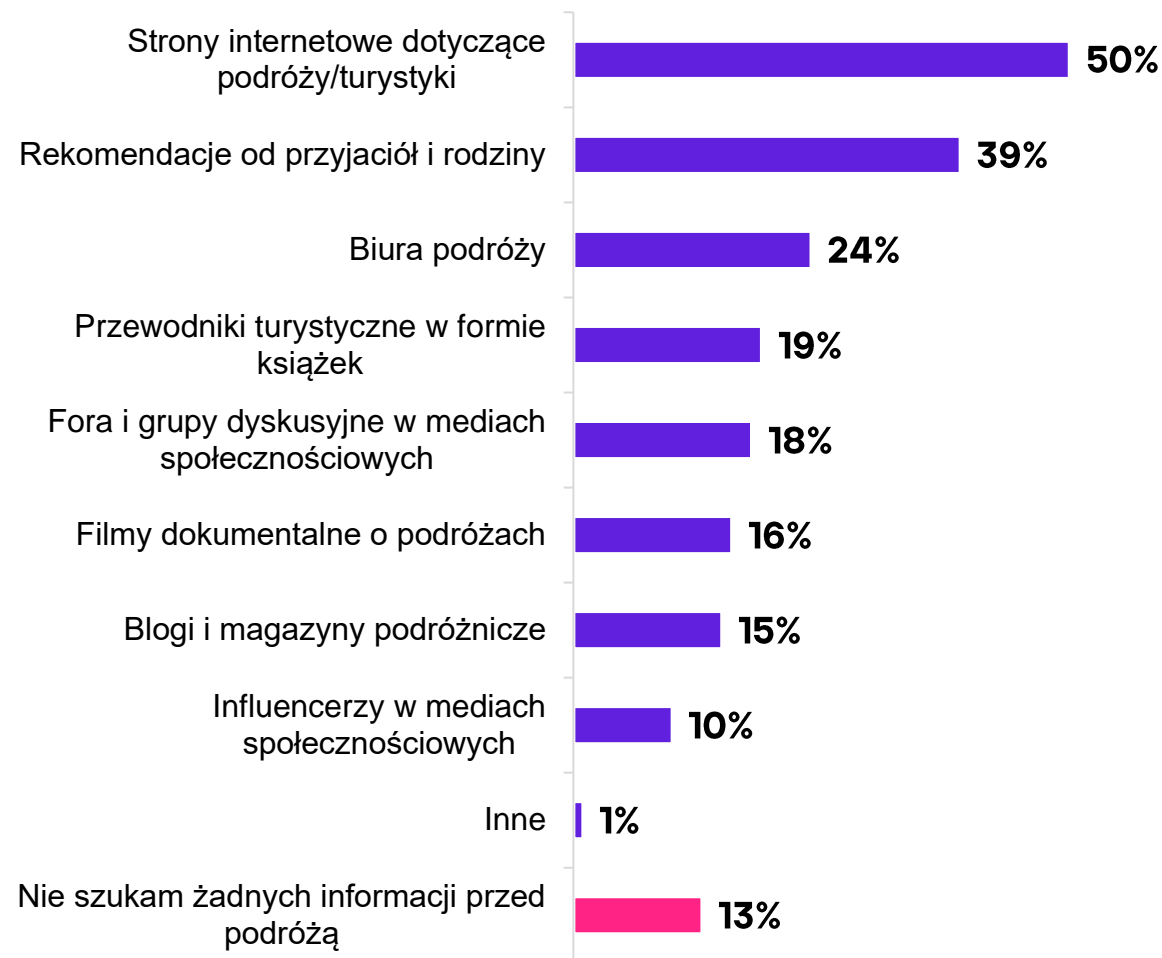
Young

Sources of information used for travel planning

What sources of information do you most often use when planning a trip to another foreign city? Please indicate up to 3 answers

Respondents most often use travel or tourism websites to plan their trips (50%). Recommendations from friends and family are indicated slightly less frequently (39%), while 24% use a travel agent. Less than a fifth of respondents use travel guides in book form (19%) and social media discussion groups (18%). 16% of respondents watch travel documentaries and 15% read travel blogs and magazines. One in ten respondents (10%) seek information from influencers on social media.

Websites are used more often by the oldest respondents (56%), those with higher education (60%), guidebooks are more popular among respondents 60+ (26%) and those with higher education (25%). Forums and discussion groups are more frequently used by respondents aged 35-44 (24%), residents of cities up to 49,000, the oldest respondents (20%), travel blogs and magazines are more frequently read by respondents aged 18-24 (25%), while influencers are more likely to be used by women (12%), people aged 18-24 (22%) and 25-34 (18%), and people with no income (21%).



N=1000

How trips are organized – sources of information

Independently – respondents generally did not use travel agencies or bought stays at the seaside there

Through the internet – air or bus tickets, booking accommodation, buying entrance tickets, all are done online beforehand.

The internet is also the main source of knowledge about what to visit and what to do on the site – they mainly used Google Maps, Trip Advisor

Some supplement the information from the internet by using guidebooks, or by reading books beforehand.

Respondents also mentioned that they use sightseeing plans for a particular city, available on travel blogs.

Travel blogs and magazines

Travel blogs – and often, if you write there or 3 – 4 days you go, it's nice to have everything laid out, we don't have to waste our own time thinking about what to see, where, how and so on – just so logistically, it's nicely thought out often on such blogs.

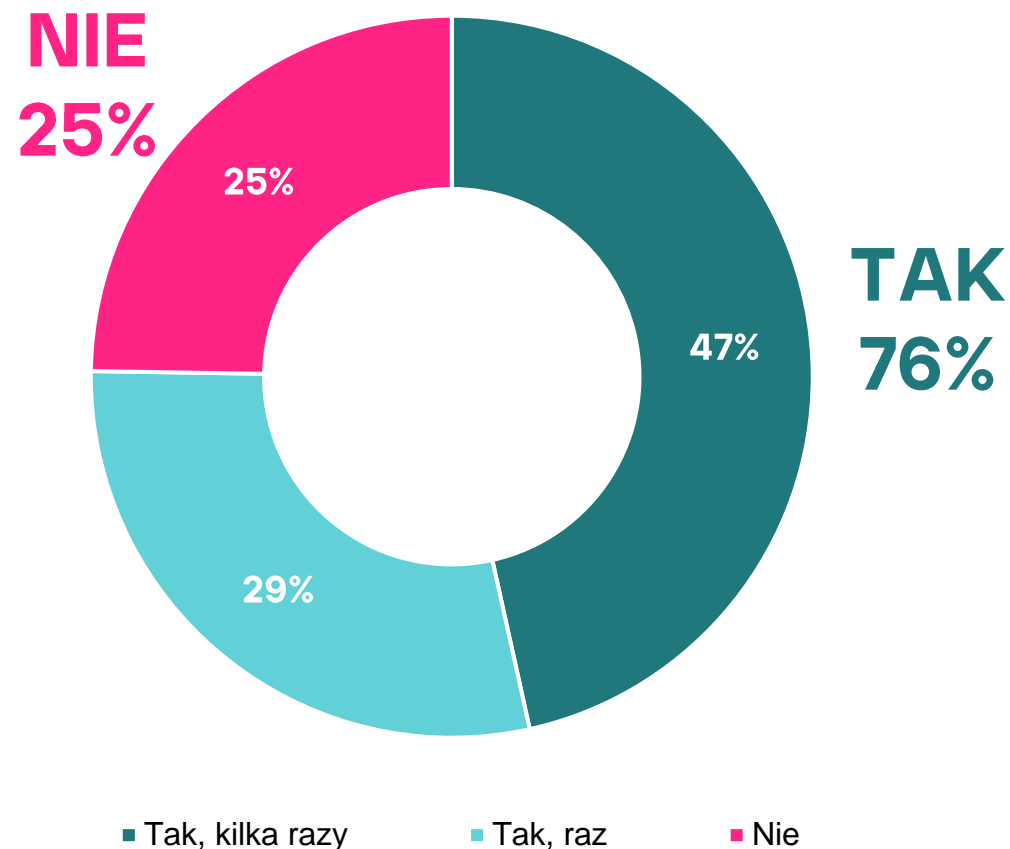
City break

Attitudes of Poles towards city breaks

City breaks

Have you ever gone on a so-called city break in the last 2 years, i.e. a few days trip to another city outside Poland?

More than three quarters (76%) of respondents have gone on a city break in the last 2 years. Almost half of respondents (47%) have travelled several times, while 29% have travelled only once. The answer 'no' was given by 25% of people.



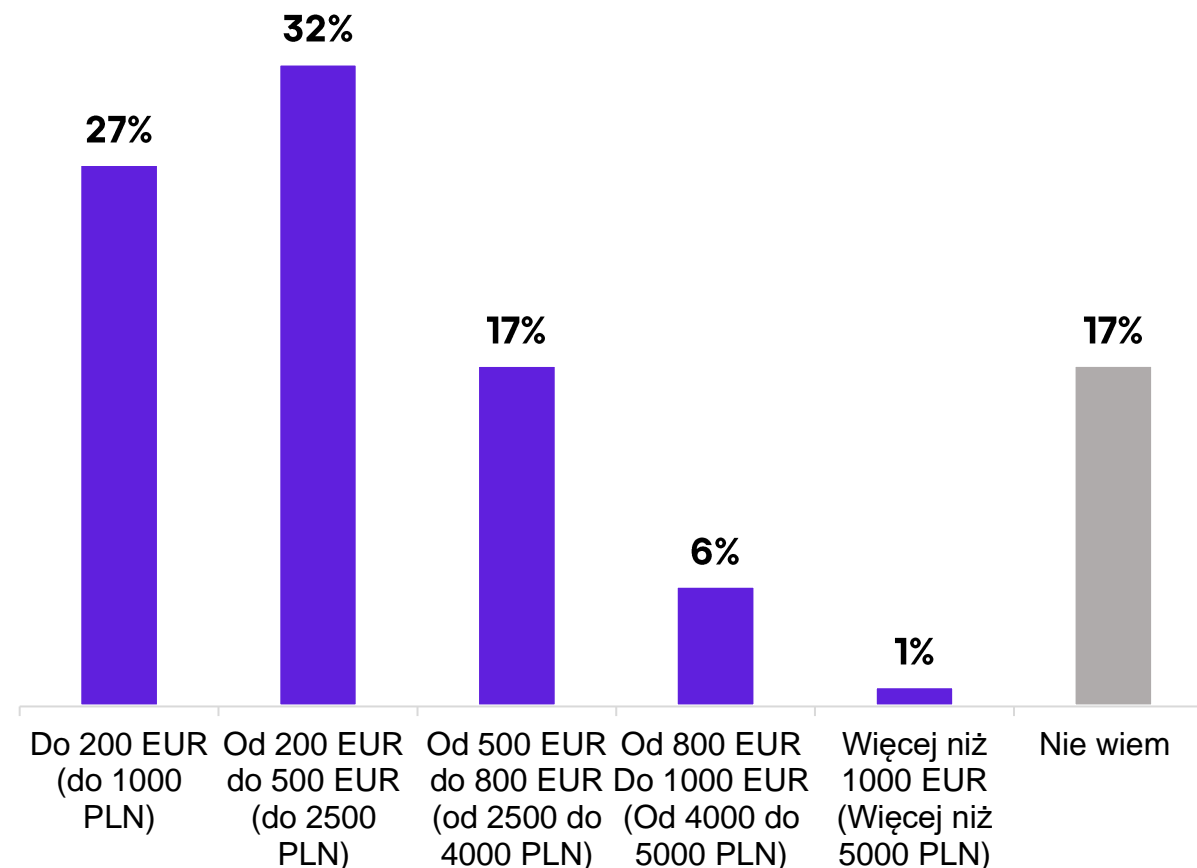
N=564

Potential costs of city breaks

What costs per person would you be able to incur for a city break (a few days trip to a foreign city)?

Almost a third of respondents (32%) would be able to spend between €200 and €500 on a city break. A slightly smaller proportion of respondents (27%) would be prepared to spend up to €200 on a trip, while 17% would be able to set aside between €500 and €800. Between €800 and €1,000 would be spent by 6% of respondents, while 1% would spend more than €1,000.

A maximum of 200 euros would be spent more often by respondents with vocational education (35%), and those with incomes of up to PLN 1999 (48%) and PLN 2000-3999 (35%). Between 200 and 500 euros would be spent more willingly by respondents with higher education (38%) and those earning between PLN 4,000 and 6,999 (38%), while between 500 and 800 euros would be spent by respondents with higher education (24%) and those with a net budget of PLN 7,000-99 (27%). Respondents aged 18-24 (15%) and those with an income between PLN 7,000 and 9,999 (15%) are more likely to be prepared to spend between €800 and €1,000, as well as more than €1,000 (18-24 - 6%, PLN 7,000 and 9,999 - 4%).



N=1000

How are the trips organised?

Budget

Typically £1,000-2,000 per person for a weekend, but a lot depends on the location (London is more expensive, for example), the age of the respondents (older people can usually spend more) and the family situation (a large family has to limit costs per person).

Regardless of status, however, when it came to city breaks, all respondents were characterised by a sensible and not wasteful approach to budgeting. They mainly talked about spending more in the context of longer trips.

Young - budgeted and planned holidays

I have more or less in my head the date I want to go and then I search. I mainly look at flight prices, where I can go, at the time, where I haven't been yet but where I'd like to go, and then somehow here I try to combine and look.

Young

City break

Depending on income possibilities - and number of family members:

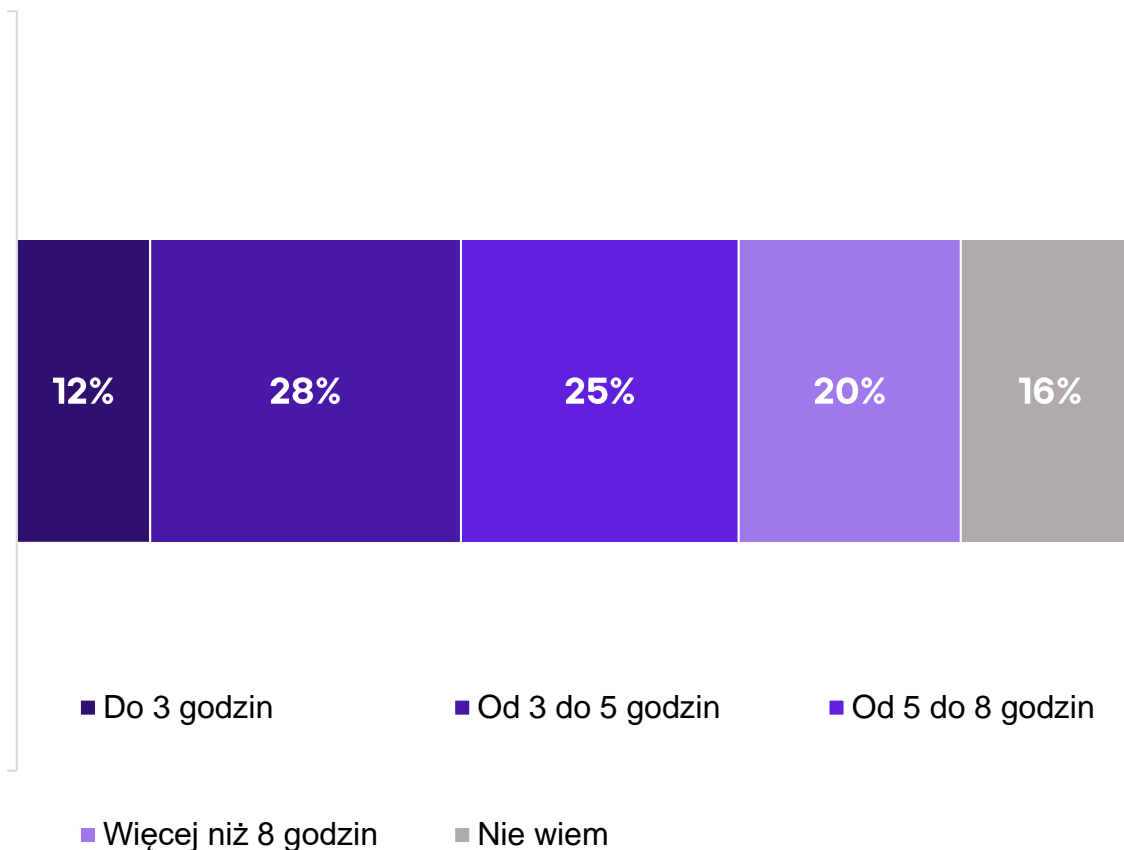
Large family - greater expense, but also more frugal approach to travel, e.g. grocery shopping in Poland.

Potential travel time for a city break trip

How many hours are you able to spend getting to your travel destination, considering a city break (a trip of several days to another city abroad)?

The largest proportion of respondents would be prepared to spend between 3 and 5 hours (28%) to get to their travel destination. A quarter of respondents (25%) would be prepared to spend between 5 and 8 hours travelling, while 20% would be prepared to spend more than 8 hours. 12% of respondents would be willing to spend a maximum of 3 hours commuting.

The maximum 3 hours could be spent by: those aged 35-44 (18%) and those with an income of £2,000-3,999 (16%). Between 5 and 8 hours are likely to be spent travelling: those with higher education (31%), residents of cities of 200-499 thousand (37%), while more than 8 hours are likely to be spent travelling mainly by the youngest respondents (32%),



N=1000

Typowy city break

Abroad

Respondents were most likely to go abroad for a city break.

Polish cities are also visited, often on the occasion of, for example, concerts or other events, but many respondents say they have already visited all major Polish cities and are looking for new places to visit.

I would say that I have, but in fact I have already visited all Polish cities, even several times. Although recently, last year, when I was still in the Silesian agglomeration, or when I visited, it was always in passing, so I went with a friend for a city break.

Young

By plane

The aeroplane is the favourite means of transport of people going on a city break because of its speed and favourable price.

Young people in particular fly to city breaks by plane (cars are probably less common). If there is a promotion, air travel is cheaper.

Travel by car is more favourable for families.

Self-organised

City break trips are self-organised. Respondents said that the organisation is very simple:

plane ticket bought online

accommodation organised by Booking (or Airbnb)

Information about attractions found on Google (+ travel blogs, Trip Advisor)

Intensive sightseeing

During a city break, participants try to visit as many local attractions as possible.

I'm the one who checks the typical top 10 - 15, or how many attractions there are. I verify whether I actually like it.

Some people 'wander' around the city. Most plan beforehand what they are going to do.

Few people make time for events and so-called chillout, although, in addition to attractions, the presence of places to relax (parks, for example, are valued) is an added advantage of the city.

Image of Riga

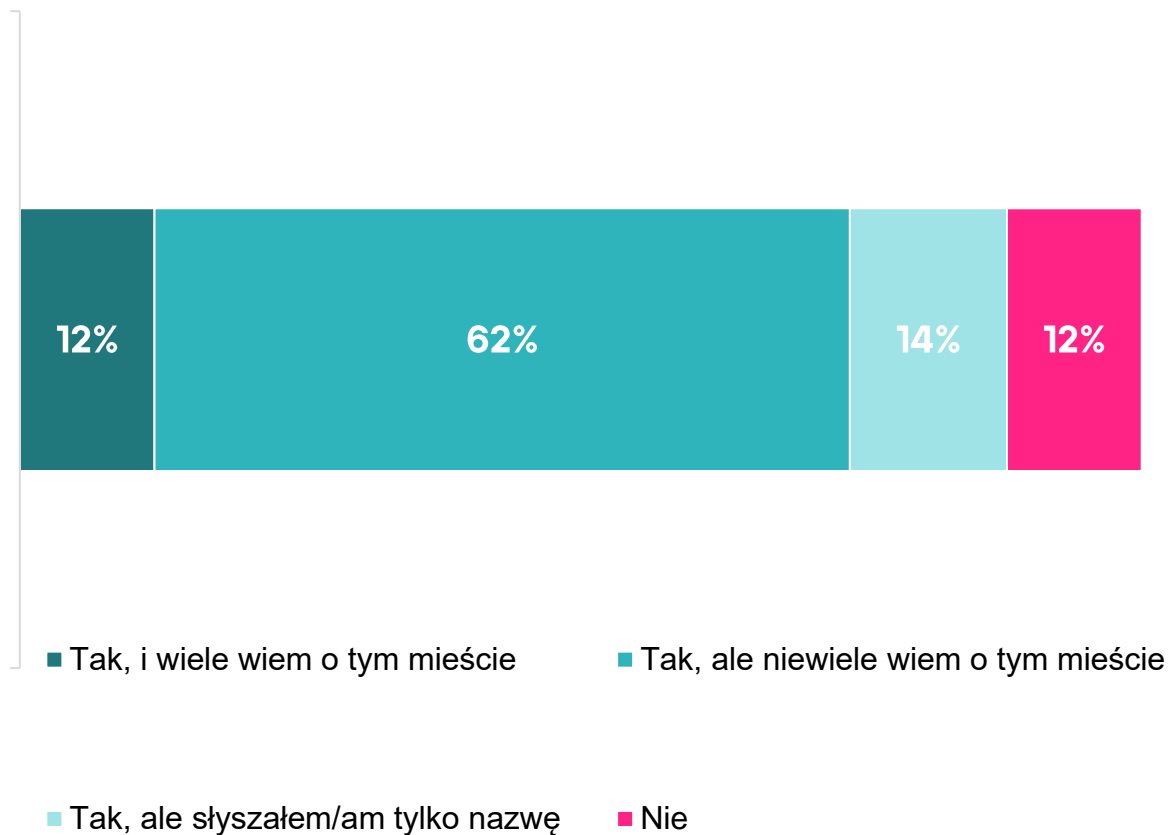
Knowledge of the city of Riga

Have you ever heard about Riga city?

88% of respondents have heard of Riga. 12% say they know a lot about the city, 62% know little and 14% have only heard the name. 12% of Poles have never heard of the Latvian capital.

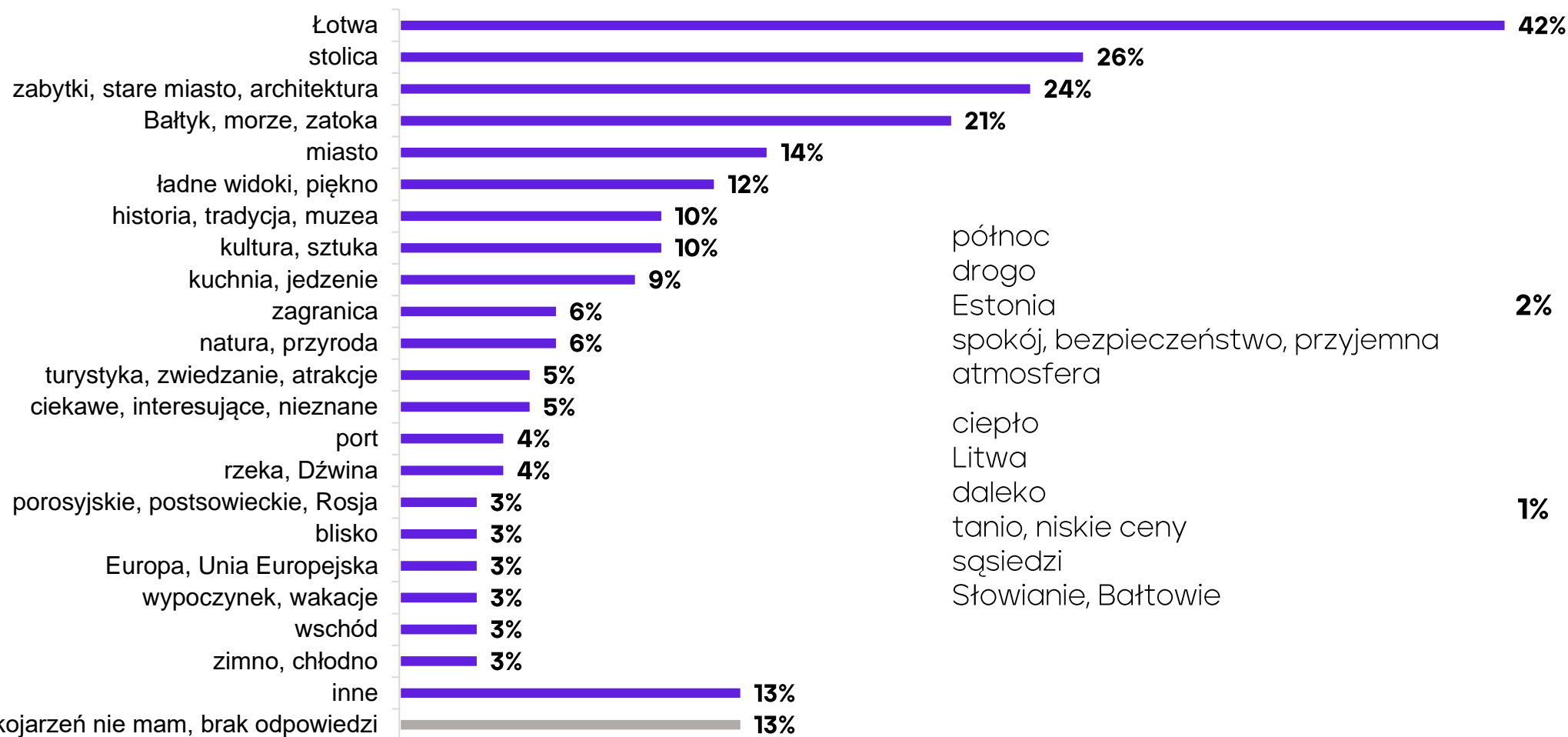
The oldest respondents (16%), those with higher education (18%), residents of cities of 100-199,000 (21%) and those with an income between 7,000 and 9,999 zlotys (23%) are more likely to know a lot about Riga. Respondents 60+ (72%), those with higher education (74%), and respondents with an income of PLN 4,000 to 6,999 (70%) were more likely to have heard of the city, but have little knowledge, while respondents 18-24 (25%) and 25-34 (23%), those with primary education (20%) and vocational education (21%) and those with an income of up to PLN 1,999 had only heard of the name. Among respondents unfamiliar with Riga, women dominate (16%), those aged 25-34 (24%), respondents with primary education (26%) and vocational education (21%).

N=1000



Associations with Riga

What are the first three words that come to mind when you think of Riga?



N=884

Associations with Riga

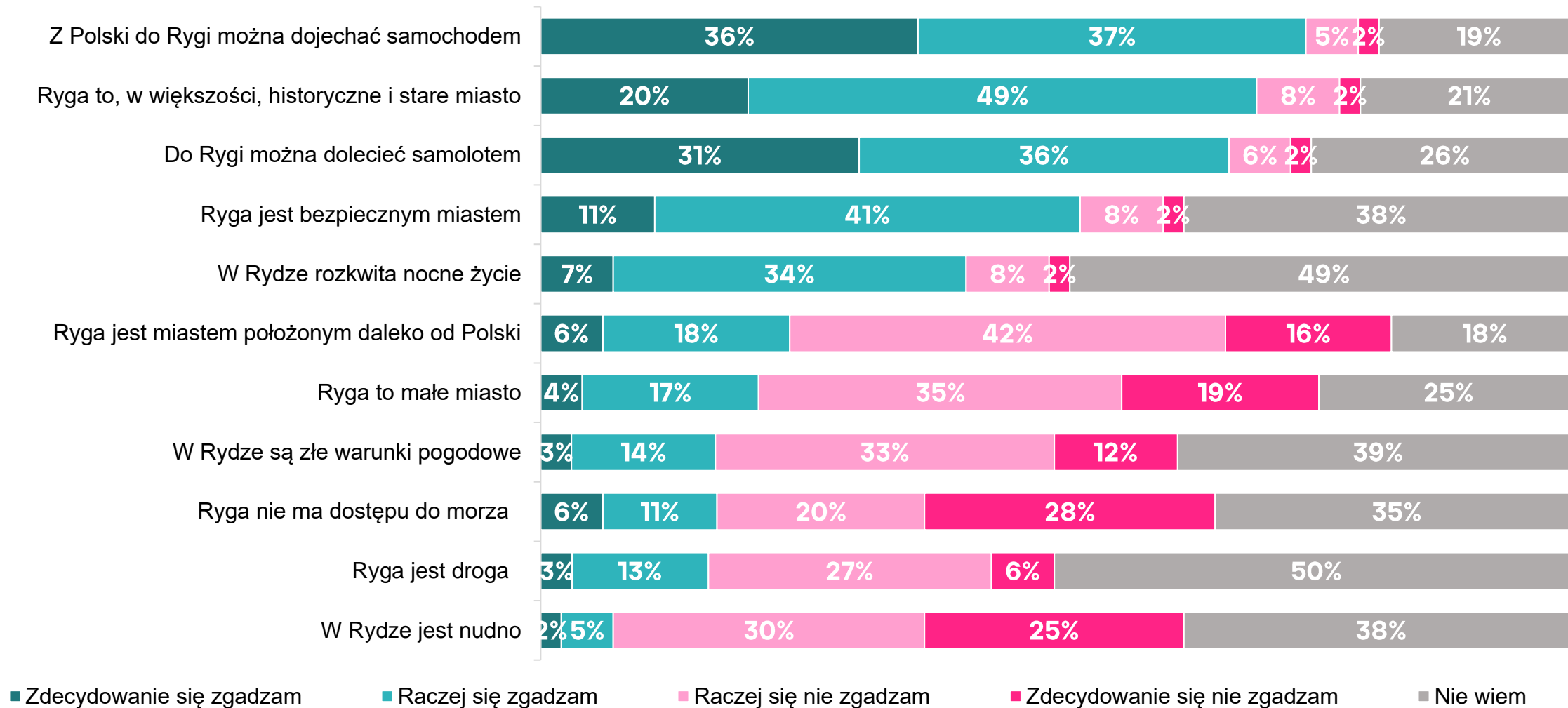
The word most frequently associated with Riga is Latvia (42%). 26% of respondents pointed to the capital, 24% to monuments and 21% to the Baltic Sea or the sea. "City" came to mind for 14% of respondents, nice views for 12% of people, while 10% of Poles indicated history or tradition, and culture or art. The lowest percentage of respondents (1%) declare that they associate words such as warm, Lithuania, far, cheap, low prices, neighbours, Slavs, Balts with Riga.

In the qualitative study, associations were more focused around local tourist attractions:

Blackfriars, balm of Riga, house of cats, space, depopulation, architecture, sand on the beach, bread dessert, market, national pride, food (pickling, etc.), modernity (library), patriotism, Old Town, sea.

Opinions about Riga

Do you agree with the following statements:



N=883

Opinions about Riga

Of all the statements, respondents most agree that Riga can be reached from Poland by car (73%). A slightly smaller proportion of respondents agree that Riga is, for the most part, a historic and old city (69%), while just over two-thirds (67%) of people agree with the statement that Riga can be reached by plane. Just over half of respondents (52%) are of the opinion that Riga is a safe city. A majority of people disagree with the statement that Riga is a city far from Poland (58%). 55% disagree that Riga is boring, 54% disagree that Riga is a small city, 48% disagree with the statement about lack of access to the sea and 45% disagree that there are bad weather conditions. A third of people (33%) deny that Riga is expensive.

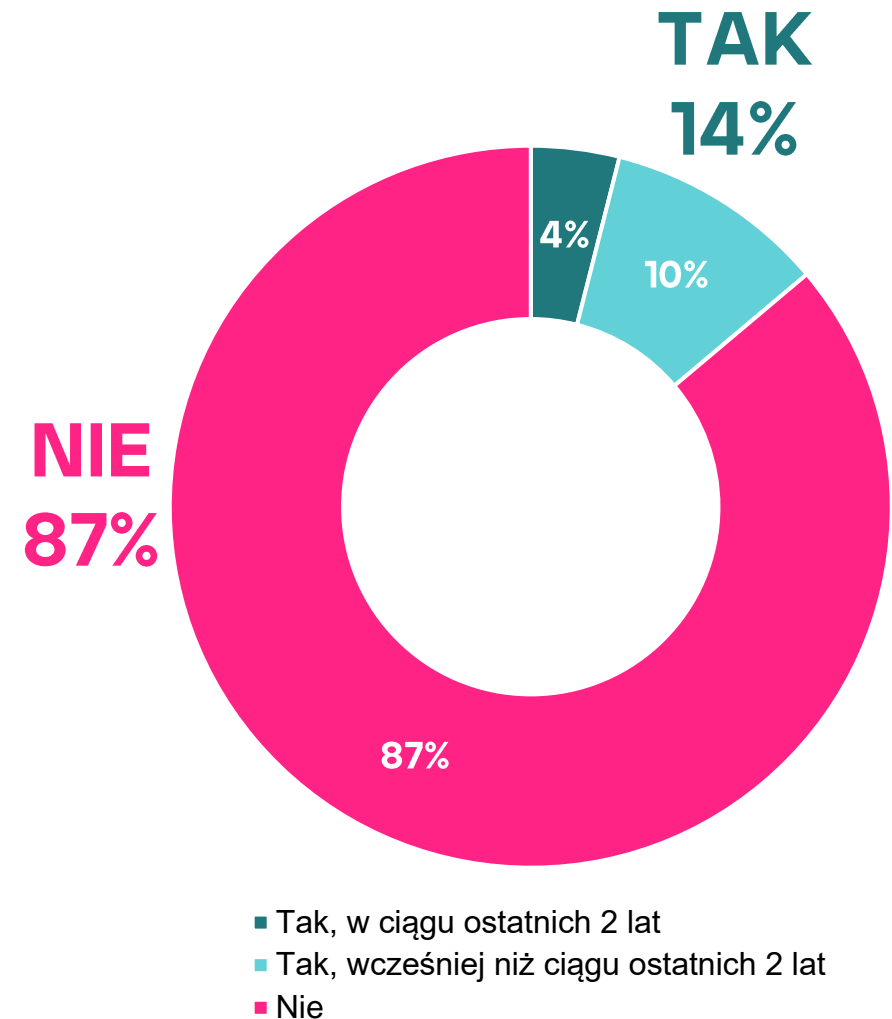
Men (80%), people over 60 years of age (84%) and respondents with tertiary education (89%) are more likely to agree that it is possible to get to Riga from Poland by car. Respondents from the same groups are also more likely to be of the opinion that Riga is, for the most part, a historical and old city (men - 73%, persons over 60 years of age - 79%, respondents with tertiary education - 76%). Men (72%), respondents over 60 years of age (73%), as well as those with tertiary education (79%), are more likely than others to believe that Riga can be reached by plane. Respondents from the youngest group of respondents 18-24 years old (35%) and respondents with primary education (34%) were more likely to agree that Riga is a city far from Poland. Men (55%), respondents over 60 years of age (62%) and those with tertiary education (62%) were more likely to disagree with the statement that Riga is landlocked. Respondents aged 25-34 (23%) are more likely to believe that Riga is expensive.

Travelling around Riga

Have you ever been to Riga?

The majority of respondents (87%) have never been to Riga. A total of 14% of respondents had ever visited Riga, of which 4% had done so in the last 2 years and 10% had done so earlier than the last 2 years.

Those aged 18-24 (10%) and those aged 25-34 (8%) were more likely to have visited Riga in the last 2 years. Respondents aged 18-24 were more likely to have visited Riga earlier than in the last 2 years (19%).

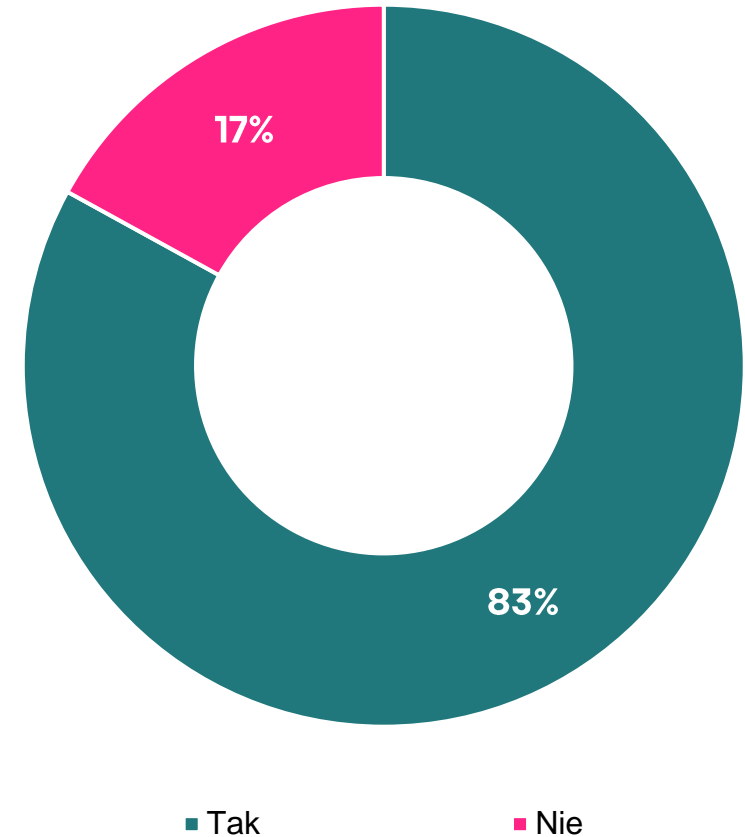


N=883

Willingness to travel to Riga again

Would you like to visit Riga again?

The majority of respondents who have ever visited Riga would like to do so again (83%). 17% of Poles who have been to Riga would not want to go there again. Those aged 25-34 were more likely to respond in this way (36%).



N=118

Returning to Riga?

I would say that it is rich, whereas after these 3 - 4 days, I had the feeling that really, I wouldn't need to be there any longer, and I also don't have such thoughts that I absolutely have to go back there.

Young

I don't rule out going back at some point, but it wouldn't be my first destination, just probably, just on a similar basis. If there was a cheap ticket there, a nice hotel to recommend, to maybe I'd go back, but we'll see. For now, I'm not planning on it.

Young

If I had to go that way on purpose, just to Riga, then I would go to Tallinn, change in Riga and spend half a day there, then by all means, but yes, to go on purpose, then no.

Young

Would you guys like to go back to Riga, again?

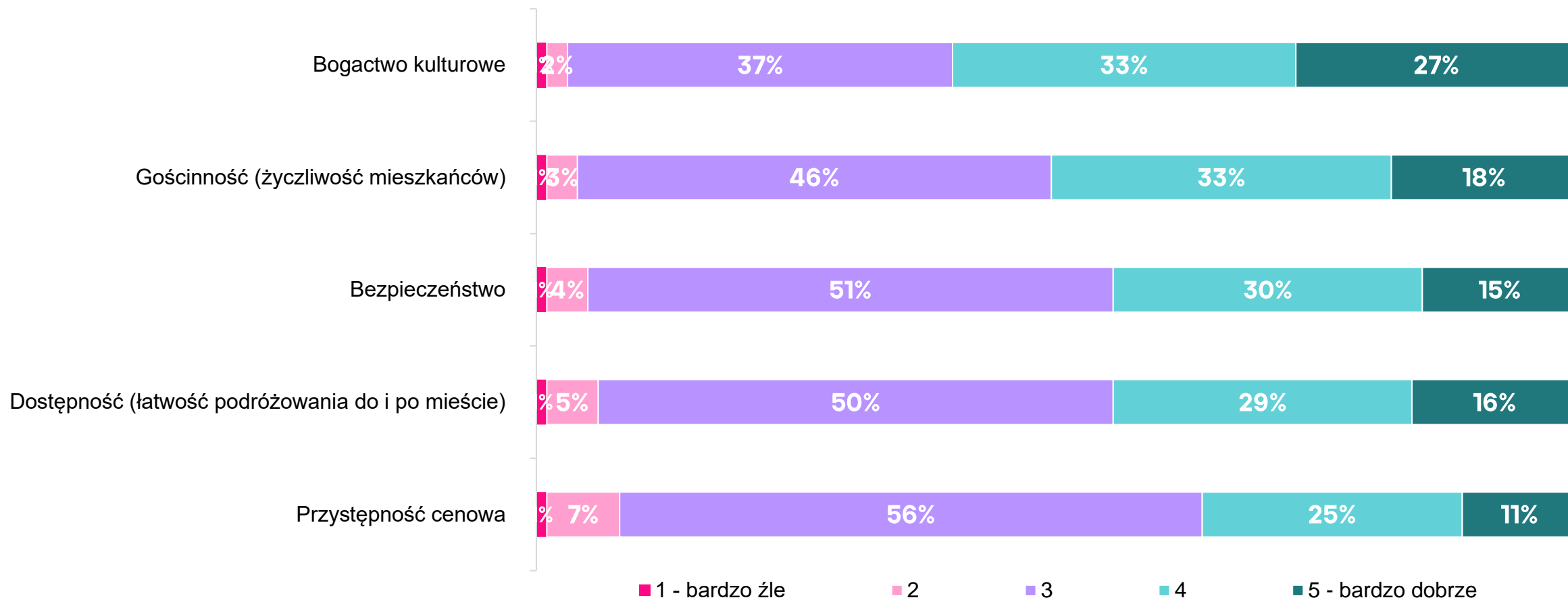
Yes, because I experienced so much there that 'Jesus Mary'.

I absolutely did, because it wasn't enough. It was just, it was just so, I was intrigued by the city, and for sure, I will want to explore and spend more days there.

Elders

Opinions about Riga

How do you rate the following aspects of Riga? Rate on a scale of 1 to 5, where 5 means very good and 1 means very bad.



N=883

Opinions about Riga

60% of respondents (answers 4 and 5) rate Riga well in terms of cultural richness, 51% in terms of hospitality, 45% in terms of safety and accessibility, and 36% of respondents rate Riga well in terms of affordability.

Riga's cultural richness is more often rated well by those aged over 60 (responses 4 and 5 - 69%) and respondents with a university education (66%). Riga's accessibility is more often rated badly (answers 1 and 2) by respondents aged 18-24 (14%) and 25-34 (12%), as well as by those with basic vocational education (9%). Those aged 18-24 (11%) are more likely to rate Riga's hospitality poorly than other respondents.

Why Riga?

Cultural richness

For the size, overall, of Latvia as a country, for the sheer size of the city, it is very rich, because we have and access to the sea, we have and a nice park. We have some coarse monuments, a remnant of the Russians, but this, let's not hide, largely does its atmosphere, because I like this aspect of brutalism, but the old town itself, the tenements are very nice. It's really, it's very nice to walk around there and bounce around, to each side, because basically, I sometimes take a picture of it and check on Google what it is and Google says it's a tenement from this and that. Such a pretty heavily historic Old Town.

So it's rich, it's certainly very worth seeing, but it's not in some of my top cities when it comes to this cultural richness.

Young

Hospitality

I would rather say that they were looking for a contact when they heard that it was a foreigner, so I would also rate this hospitality, certainly, as positive, and I also got the impression that they relate well to Poles, and that they have good associations with us.

Young

It seems to me that they are a bit inside themselves, so modest. It's hard to explain it like that, but they are reluctant to talk, in my opinion, they are so closed, simply, within themselves. In my opinion, you see a lot less people in the evening, on the streets, than somewhere in the cities of Europe. This is my impression.

City Break

Safety

I felt fine, but at some late hour or night, I would be a bit afraid, alone there, to walk around. Some kind of awareness, of this Russian part, of this neighbourhood. Maybe these are some stereotypes, but still. Likewise, 4.5 / 5. It could also be a stereotype. I don't know what crime looks like there, on the other side, but it's less pleasant there. Generally speaking, let's also say that there you can see poverty and something like that, such neighbourhoods, but it must be dangerous, because these people live with different attitudes, and that - it breeds pathology. This Sopot, Latvian, it is super safe and there are none there.

Elderly

Affordability

As much as possible the price is right. I must admit that when I booked my accommodation, I wondered for a while whether Booking was giving me a good rating, because it was much too cheap for a 3-night stay in any of the Young's cities.

On the other hand, when it comes to food prices, especially in restaurants, we always check for ourselves before every trip the restaurants we want to go to, so that we don't search there in the dark, but find the ones we are interested in. And we saw that there was a bit of a problem there, comparing it to the prices in Warsaw, that it was a bit more expensive. And actually, we went to such a more budget option, which compared to the prices in Warsaw, I think it was also a bit more expensive.

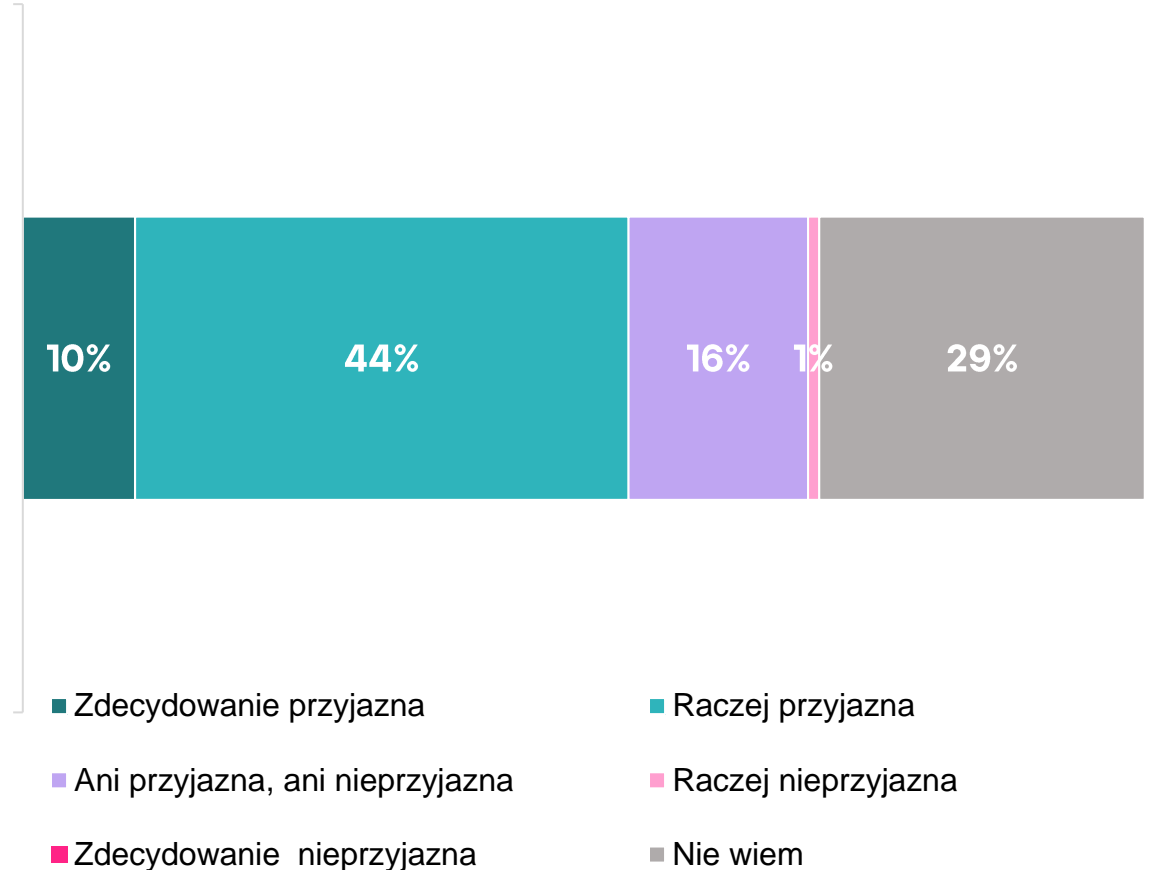
Young

Riga environmental friendliness assessment

Do you think that Riga is an environmental-friendly city?

Just over half of those surveyed (54%) are of the opinion that Riga is an environmentally friendly city, with 10% of respondents believing that it is definitely friendly and 44% indicating that it is rather friendly. 16% of Poles believe that Riga is neither environmentally friendly nor unfriendly. Just over a quarter of respondents (29%) could not answer this question.

Respondents with tertiary education, more often than others, are of the opinion that Riga is an environmentally friendly city (60%).



N=883

Environmentally friendly

Respondents tended not to pay attention to the issue of sustainability during their holiday trips.

Public transport

Electric buses and good access from the city to the sea were perceived in the city. The only thing that bothered is the difficulty of buying a ticket.

I think I associate electric buses, therefore, I guess the city already had to pay attention to this there. From what I also remember, there were bike rentals, so I considered not taking one and riding around a bit. So that's what I remember.

Elders

Waste segregation

Respondents paid attention to rubbish segregation, although not in the centre, where public rubbish bins are few and far between.

In some malls, segregation bins, in general, rubbish bins in the city, bins and the rest, but I have the impression that on holiday I don't pay attention to such things. I know so much that I can take my rubbish with me and put it in the dumpster, and if it's not at hand, that's it.

Young

Somehow, in that library, there were bins, for separating rubbish, in the sense, the rubbish bin was, with a division for plastic and paper

Elders

Urban greenery

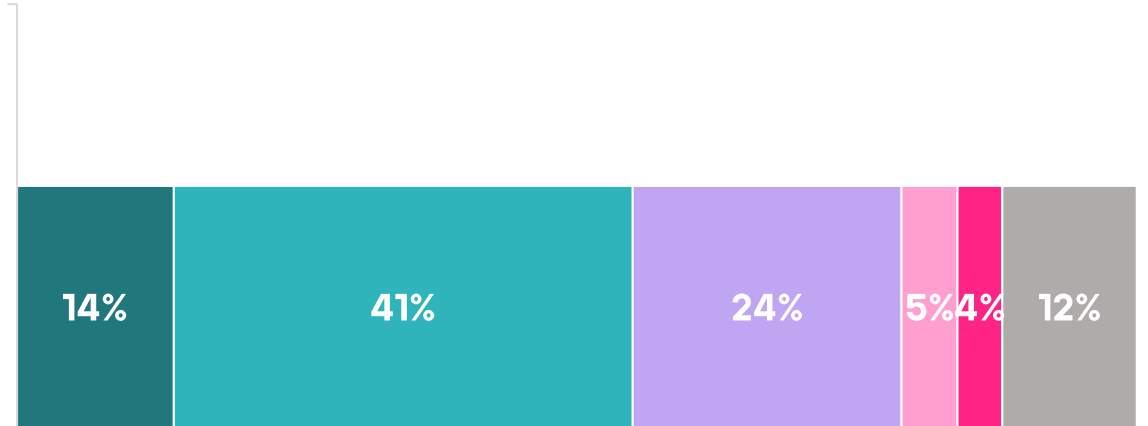
Respondents enjoyed the park, the river area in Riga and appreciated that there are such places in the city where one can take a break from the city.

Willingness to visit Riga in the future

Based on what you know, how interested are you in visiting Riga in the future?

Just over half of Poles (55%) are interested in visiting Riga in the future. Less than a quarter of respondents (24%) are neither interested nor not interested in visiting Riga and 9% are not interested. 12% of respondents could not answer this question.

Those with a tertiary education are more likely to be interested in visiting Riga in the future (64%).



- Bardzo zainteresowany(a)
- Raczej zainteresowany(a)
- Ani zainteresowany(a), ani niezainteresowany(a)
- Raczej niezainteresowany(a)
- Zupełnie niezainteresowany(a)
- Nie wiem

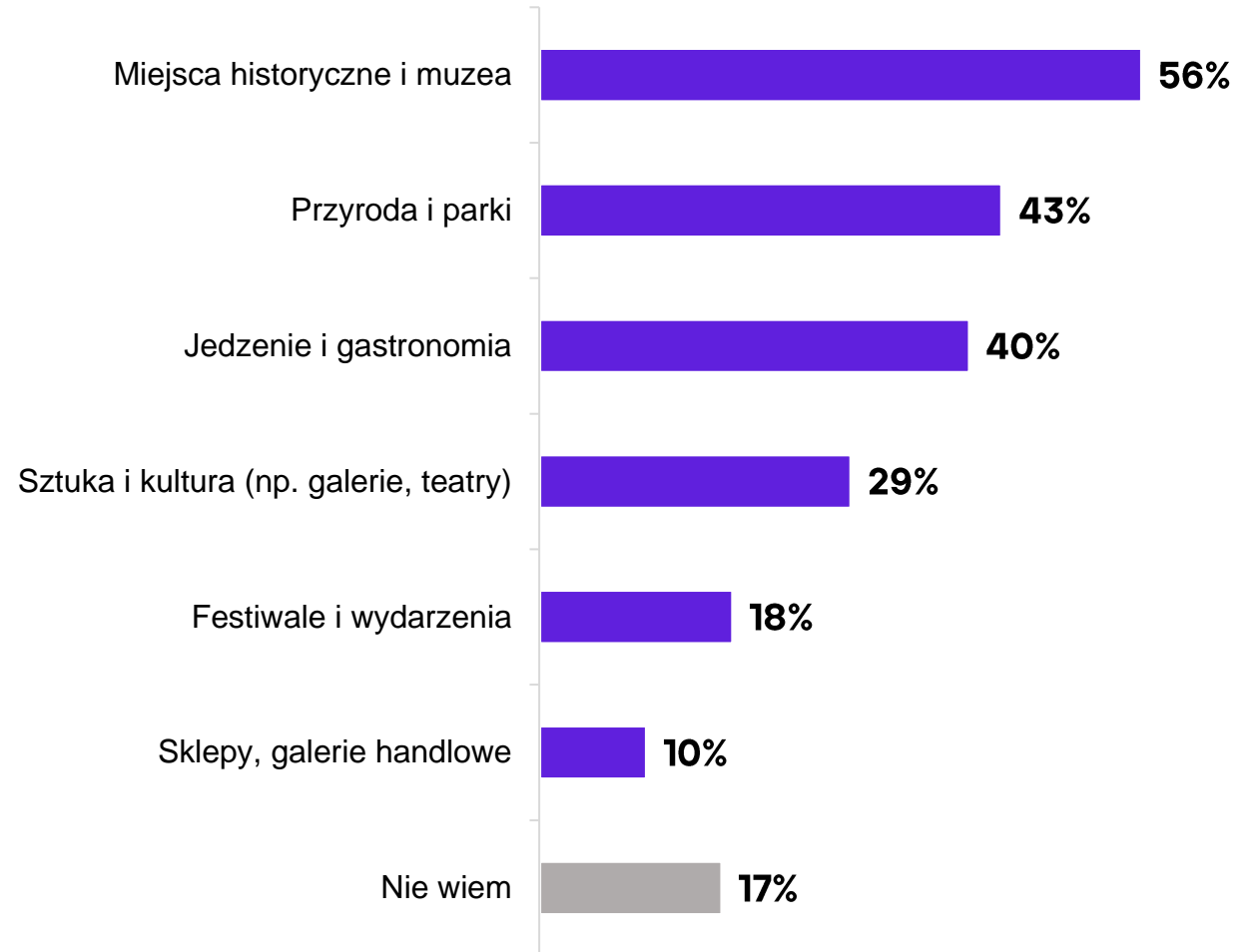
N=1000

Attractions influencing interest in travelling to Riga

What type of attractions would most make you interested in travelling to a city like Riga? Choose up to three answers.

Slightly more than half of Poles are attracted to a city like Riga by historical sites and museums (56%). For 43% of respondents, nature and parks are encouraging, for 40% food and gastronomy and for 29% art and culture. To a lesser extent, respondents are encouraged by festivals and events (18%) and shops and shopping malls (10%).

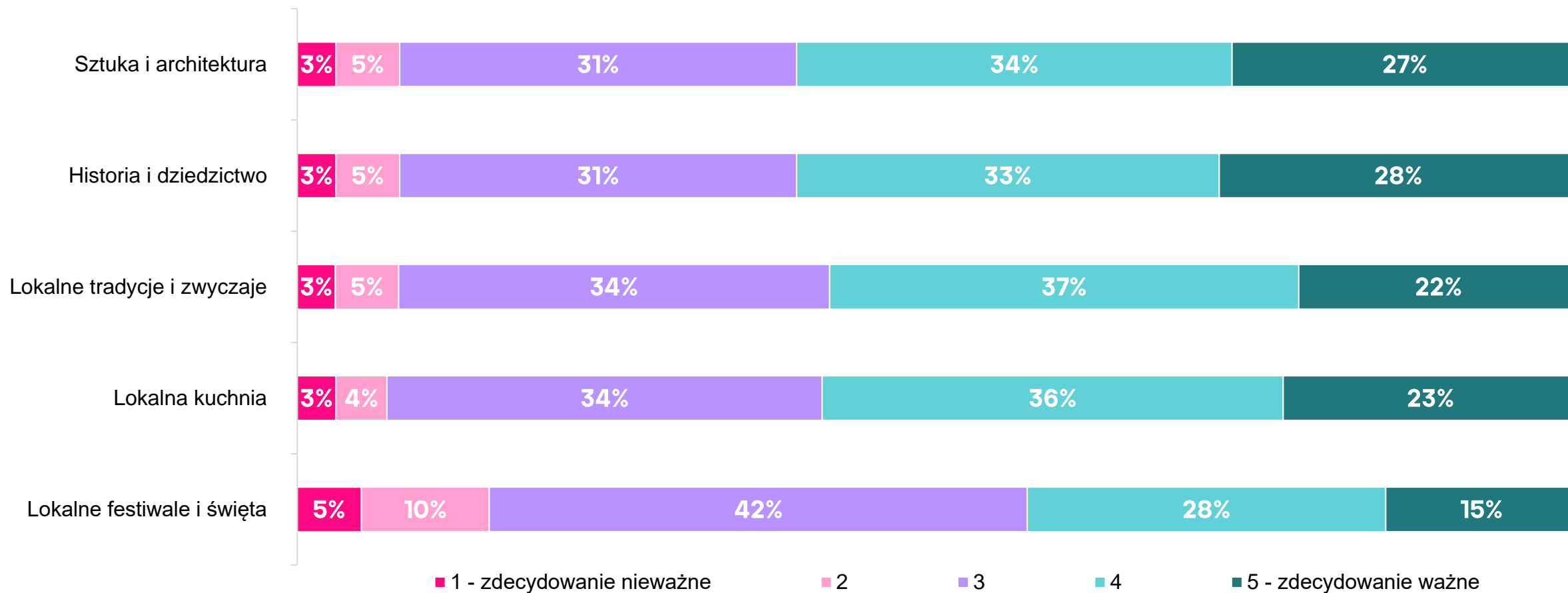
Historical sites and museums are more likely to be highlighted by men (64%), respondents over 60 (72%) and those with a university education (73%). Arts and culture were also more often indicated by those with a university education (34%). In contrast, festivals and events are more often highlighted by 18-24 year olds (35%) and respondents with primary education (24%).



N=1000

Importance of cultural aspects of Riga

To what extent are the listed cultural aspects important to you when you think about travelling to Riga? Rate on a scale from 1 to 5, where 1 means "definitely not important" and 5 means "definitely important"



N=1000

Importance of cultural aspects of Riga

Almost all the cultural aspects mentioned, were equally indicated as important for travel to Riga. Art and architecture were indicated by 61%, the same number of respondents consider history and heritage as an important aspect. 59% of Poles consider local traditions and customs as an important aspect and the same number indicated local cuisine. Respondents were least likely to identify local festivals and holidays as an important cultural aspect (43%).

Respondents aged 45-59 (67%) and 60+ (68%) as well as those with a university education (70%) were more likely to indicate that art and architecture were important aspects for them. Those 60+ (72%) and respondents with a university education (71%) were more likely to say that history and heritage were important to them. Local festivals and celebrations are more likely to be important to respondents aged 45-59 (50%).

Organizing a trip to Riga

Travel

Plane (from Warsaw, Krakow, Modlin/ LOT, Ryanair)

Car

Bus, Flixbus

Train (respondents did not use it, during trips to Riga, but mentioned it as a favourable option)

Accommodation

Booked via Booking/ Airbnb

Guesthouse, hostel, flat, hotel - depending on budget and preference

Generally closer to the centre

Sometimes stayed with friends and not necessarily in Riga itself

Food

Breakfast self-prepared at the accommodation or purchased together with accommodation (if offered at a good price)

Lunches/dinners eaten out, generally more budget options

Restaurants with food by weight/local fast food/local market hall in the centre

Medieval cellar restaurant

Supermarket products that are not available in Poland: bread yoghurt, cheese bar

Fast food: Hesburger

Cost

Approx. PLN 1000-1500 per person for a weekend trip

Spending time in Riga

Strolling around the old town

- tatements
- Cat's house
- churches

A visit to the Russian part of the city

A bit exotic, too, that there, on the left side of the Dvina, is also such a Russian district, and you can see it up close. Such a neglected one, less regarded by the authorities.

Elders

Museums

Museum of the Occupation (KGB)

House of the Blackfraternity

It has been pointed out that there is no art museum with any famous works on display.

Palace of Culture and other relics of the Soviet era

Gastronomy/food

Medieval restaurant, cellars

Market hall

Sampling of products not available in Poland

Modern architecture

Library

Sea, beach

A visit to the beach, pier

Visitors to Riga went to the sea regardless of the season. They praised the easy accessibility by public transport.

Festivals/events

Also during the summer, there are a lot of festivals and concerts, in the urban space, and there simply, you see a lot of posters that something is happening. It's known, I'm moderately turned on by listening to Latvian rock songs. There is happening, generally, but they are not what I would call 'attractive' events.

Elders

There is this huge festival of Latvian culture, where several thousand singers perform, or dancers too. It's the size of a stadium. There, I think 15,000 dancers perform at once, in one dance - and that's for such a small nation, there 2.5 million of them, it's a show of strength.

Elders

Food and gastronomy

- Food is a major asset of Riga. Visitors were keen to try products and dishes that are unavailable or difficult to find in Poland.
- These included products bought in local supermarkets: cheese bars, bread yoghurt, as well as dishes from restaurants: brine, fish dishes, bread dessert.
- A local alcohol bought as a souvenir is Balsam Ryski.
- Several people mentioned the original restaurant in the cellars, lit by torches and having a medieval décor.
- Basically everyone visited the market hall, where one can taste local specialities and shop for Poland.
- In addition, depending on the budget, respondents dined in better restaurants or local fast food.



Localization

Possibility to explore Riga on foot, small distances between attractions

And I liked that too, but it's basically, in every European city, apart from Warsaw, it's the nightlife that's concentrated, around the old town. So you can move around, right next door you have some next pub and on the sides of the pubs.

Young

I love, (...) that you can do everything on your feet. If we have an hour to walk, that's when I'll get in the car, and if I have 30 minutes to walk, 20 minutes to take the bus. What am I going to wait for? So in that respect, Riga was perfect, because all in all, we only walked to the bus to get to the accommodation afterwards

Young

Easy access to the seaside

There is easy access here. You would have to drive, simply, by city bus, in summer, so you would probably drive 30 minutes from the centre. The sea is nice, you can breathe in the iodine.

Younger people

Easy to get to from Poland

Even just, not to older people, but to young people too, I'm just saying, maybe the proximity to this country. You can take a bus from Warsaw, it takes a couple of hours, from Krakow it is further - but I am talking about Warsaw, generally.

Elderly

Possibility to organise a trip in 3 countries

We organised ourselves a trip Vilnius - Riga - Tallinn, and it was a trip, I think we went by FlixBus or another local coach operator. So Riga was as one of the main cities to see.

And why did you choose these particular areas?

These areas because we wanted to combine these 3 capitals, as they are relatively close, in close proximity. The bus connection is very pleasant. So we decided that logistically it could be a very nice trip to see a lot in a short time.

Young

Location close to Scandinavia

So a kind of Scandinavia, but a budget option, yes?

And close. True, it's overseas, far away.

Scandinavian, then no. It absolutely, can't. It's Nordic. Something like that, because it's in their culture and folk costumes, you can see it too, it's so cool already. I don't know how to define it.

A different cultural zone.

Exactly.

That is, that they should attract some of this exoticism, but in proximity.

Elders

The weather and nature

It's cold in winter and it's difficult to visit.

I only went also when it was very cold, so I suspect that the night was more deserted than it would have been in summer.

Exactly with this Riga, it didn't work out for me, because when I went it was very cold somehow, about minus 10 degrees, so not very attractive.

Younger

But spring and summer are ideal for sightseeing, the city is green.

A friend found it in such nice weather, where something is still blooming here, a tree is greening up there, it's just a beautiful place to walk around for the sake of walking around.

Younger

Riga has many parks and is close to the sea, which is appreciated.

I remember, I was also in the park next to the Old Town, by the canals, but we also walked to some neighbourhoods. I don't know if it was a neighbourhood, but such a busy part of the city, also along the river. And on the second day, we went to the sea.

For the size, in general, of Latvia as a country, for the sheer size of the city, it is very rich, because we have and access to the sea, we have and a nice park.

Younger

How to encourage tourists?

A kind of exoticism is worth promoting - a different culture to Poland, while being close to its location.

So a kind of Scandinavia, but a budget option, yes?

And close. The real one is overseas, far away.

Scandinavian, then no. It absolutely can't. It's Nordic. Something like that, because it's, in their culture and folk costumes, you can see it too, it's so cool already. I don't know how to define it.

A different cultural zone.

Exactly.

That is, that they should attract some of this exoticism, but in proximity.

Elders

Increasing the number of flight connections - especially with low-cost airlines.

I think that the biggest advantage is probably what Ryanair did by opening the network of connections, because I remember that when they opened it, somehow during COVID, because then they did Helsinki, Kaunas and Riga. And it turned out that Riga was their most frequently chosen route throughout the year.

Younger

Music festivals! I still think that a lot of people are music fans, so some festivals, different types. I think that different types can also attract young people (...) but I personally also go to festivals, all over the world, and I love it, so if there's something good, there's a good singer, in a cool place, and we advertise it, in the form of what we can do there additionally, the tickets won't be expensive, so maybe here, too, if we go this way, that it won't be an expensive trip, I think yes - by all means.

Citybreak

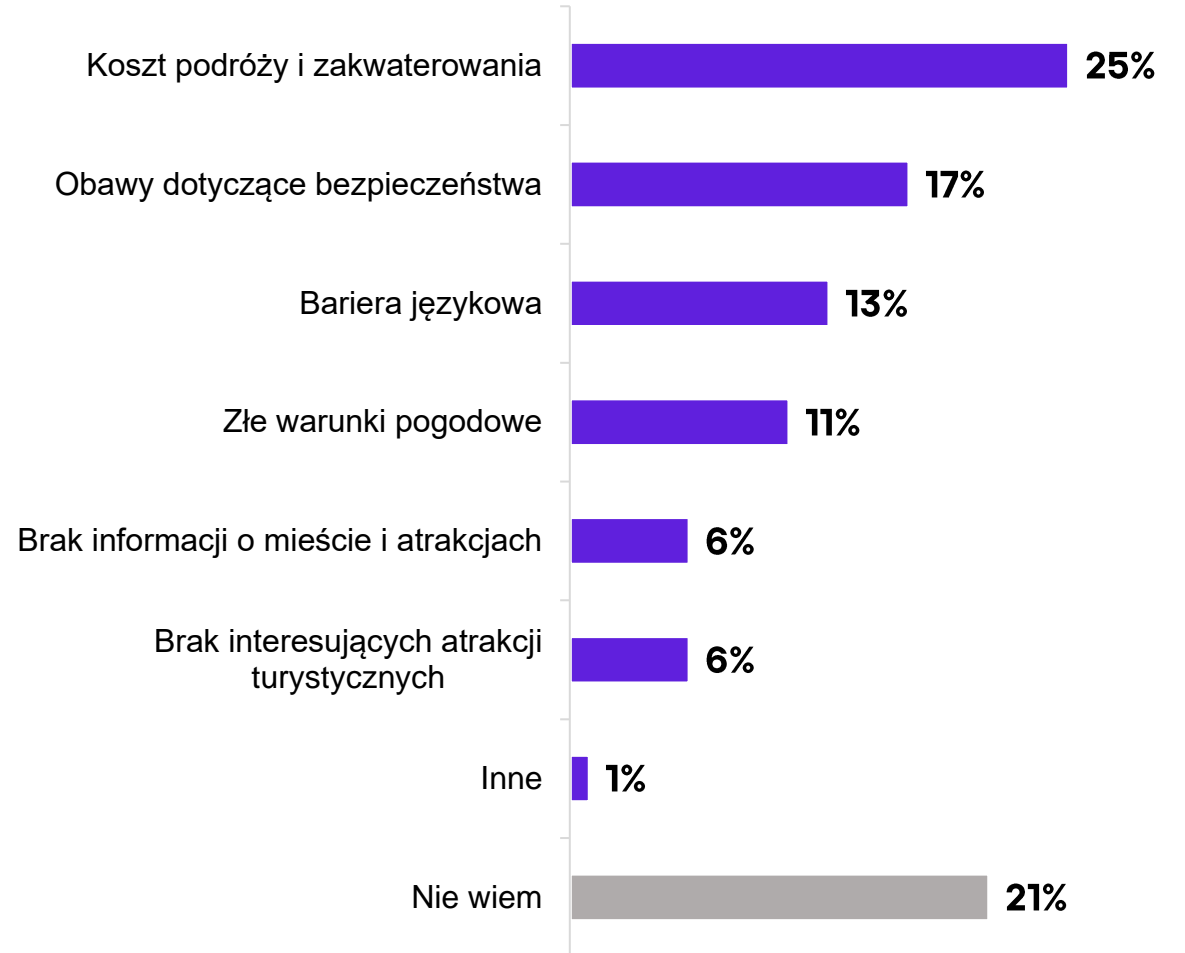
Factors discouraging people from visiting Riga

What is the main factor that would discourage you from visiting Riga?

For a quarter of Poles (25%), the cost of travel and accommodation would be a deterrent to visiting Riga. 17% cited safety concerns, 13% a language barrier and 11% bad weather conditions. Poles were least likely to indicate that lack of information about the city and attractions (6%) and lack of interesting tourist attractions (6%) would be a deterrent. Just over a fifth of respondents (21%) were unable to answer this question.

Safety concerns were more often cited by women (20%) and those aged 45-59 (21%). Lack of information about the city and attractions was more often cited by 18-24 year olds (14%) and 25-34 year olds (10%), and lack of interesting tourist attractions by those with primary education (10%).

N=1000



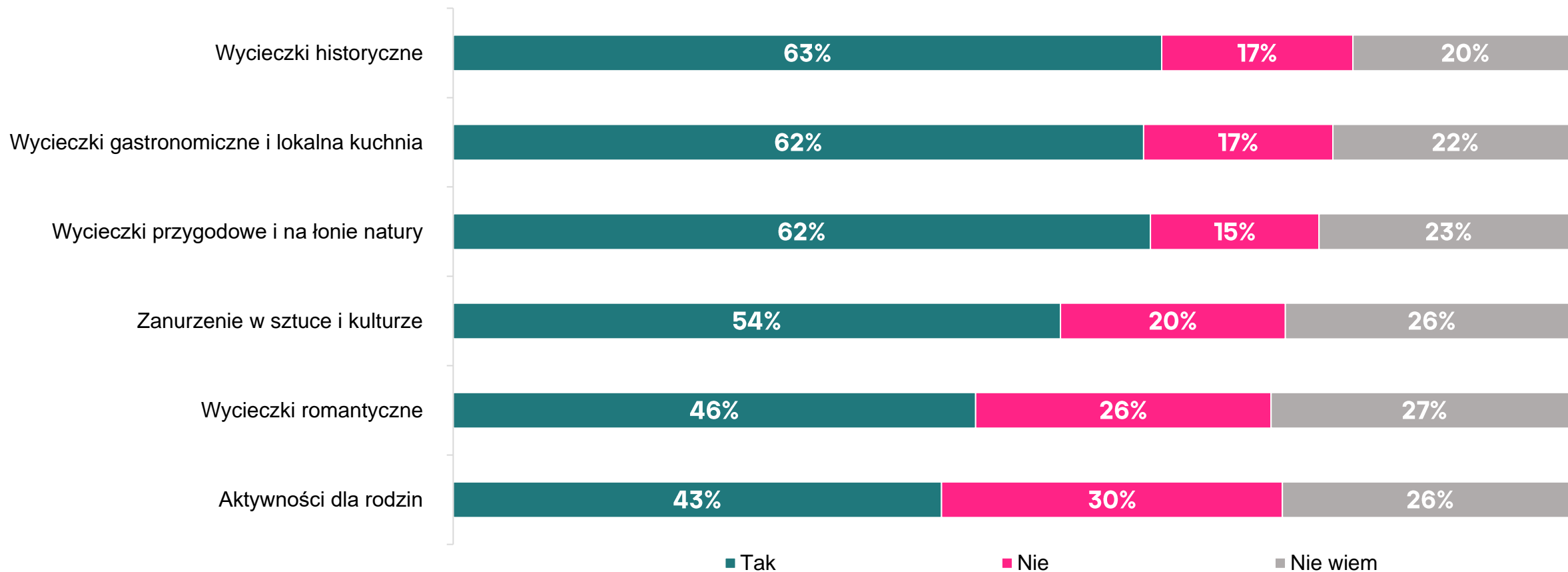
What discourages from visiting Riga?

- According to the respondents, the city is quite small and does not have many attractions.
- There is a particular lack of large museums with well-known art departments.
- Respondents also indicated that there are relatively few monuments in Riga.
- Because there is probably nothing else to do there. So I think one day, some museums, the other some wandering around the city. Maybe it would be cool if there was some kind of river cruise, too. Super, as if it was in the summer, you can always find more activities then. In the evening, probably some city and sightseeing, and that's it I guess. That kind of nightlife.
- Citybreak
- The proximity to Russia is a concern. Some potential visitors are holding back for fear of war.
- For now, I think it's safe to travel south, so I think so, but Riga doesn't border Russia either, but the state does, so that actually influences my decisions a bit, but I guess that's all it is.
- Citybreak
- The reluctance to visit former Soviet republics due to the post-Soviet mentality was also mentioned.
- Riga seems to lack an identity. The city is not associated with anything specific. It does not stand out in any way.
- Riga may be interesting to visit, but most people point to many other cities they would more like to visit. Riga is a second-choice city, visited on occasion.
- According to some respondents, the atmosphere in Riga is quite rigid and the inhabitants are closed in on themselves - at least compared to southern Europe.
- There is not much nightlife on the streets, although those who have enjoyed nightlife in Riga remember venues with interesting decor and that the nightlife is concentrated in the old town, which is convenient.
- The climate is also discouraging - it's too cold in winter to visit freely, and most people associate holidays with warm countries.
- And the fact that it's probably a bit colder there than in Poland, and yet, if you're on holiday, it would be nice, although I worked in Copenhagen, but still, my choices, tend to be warmer countries.
- Citybreak

Themed travel packages

Interest in themed trips to Riga

Travel agencies offer the so-called thematic travel packages, i.e. special tourist offers that focus on specific interests or topics, e.g. historical tours, culinary tours, or natural activities. Would you be interested in the following thematic travel packages if organized in Riga?



Interest in themed trips to Riga

The largest percentages of respondents would be interested in a historical trip to Riga (63%), a gastronomic trip (62%), and an adventure and nature trip (62%). Just over half of Poles (54%) would be interested in a trip to Riga focusing on art and culture. 46% of respondents indicated that they would be interested in a romantic trip to Riga, and 43% indicated a trip with family activities.

People aged 45-59 (69%), over 60 (74%) and respondents with higher education (76%) were more likely to choose a historical trip. Respondents with higher education were more likely to choose a trip focusing on art and culture (61%). Women (51%), respondents aged 18-24 (58%) and aged 25-34 (55%) are more likely to be interested in romantic trips. Trips focusing on family activities arouse the greatest interest among respondents aged 25-34 (52%), 35-44 (60%) and among people with primary education (52%).

Generally speaking, people who go abroad and those who go on a city break are less likely to be interested in thematic travel packages

Lack of interests in travel package to Riga - reasons

Respondents were not at all interested in purchasing tour packages because:

a trip to Riga (and Citybreak in general) is easy to organise on your own.

They associate packages with all-inclusive holidays in warm countries.

They are used to organising trips on their own.

"nobody does it that way".

In the case of travel packages, there is a fear of overpaying. Respondents do not want to pay the travel agent's commission, and packages are perceived as more expensive.

I, for example, do not, because when organising trips myself, I know what costs are added by each intermediary.

Young

Participants in the interviews also spoke of their reluctance to have to stick to an imposed programme.

They prefer to plan what they are going to see themselves and have the freedom if they want to change their plans in the course.

Because for me, it's too easy to use a travel agent. Besides, a travel agent, limits in a way. Besides, I'm increasing the number of people I travel with, or rather, I prefer to only travel with my travellers rather than 40 other people. And I'm paying someone to do something, and it's just as well, someone could pay me to do it, and I would organise it.

Citybreak

There was also an **apparent lack of knowledge** about what the packages could offer.

Respondents would need to see a specific proposal to be able to say whether they were interested in it.

Potentially interesting packages

Respondents said that the offer for the elderly and people who only go with travel agencies should include a full trip with a pilot. They themselves do not fall into this group, but could include older people and their families.

Even packages for people who organise trips on their own could only include an offer to spend time on site: attractions, a guide, maybe meals.

Attention was drawn to the attractiveness of offering a Polish guide.

Packages with historical themes. Primarily about Soviet times, but also about the restoration of independence or life in Riga in the old days.

The opportunity to see places that are little known or inaccessible to the individual tourist.

Use of a Polish-speaking guide.

Gastronomic packages. Visits to markets, shops, restaurants, but above all the opportunity to see how local products are made - visits to the places where they are produced, cooking workshops.

Others, e.g. in the footsteps of a famous figure, writer, musician; trips to the seaside; romantic packages for couples.

Overall, however, interest in packages is low. They would have to be offered at a favourable price to interest the respondents.

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THANK YOU!

