

TOURAGE INTERREG IVC PROJECT

Regional Analysis on Tourism

VIDZEME PLANNING REGION

Name of the region:	Vidzeme Planning Region	Name in original language:	Vidzemes plānošanas reģions
Level (NUTS 2/NUTS3):	NUTS 3		

1. REGIONAL TOURISM STRATEGIES	Name of the strategy/action plan etc.:	Short description of the strategy, and time frame:	Link to English version (or original):
1.1 Document 1	Alūksnes novada attīstības programma 2011.-2017.	Development Strategy of Alūksne County Time frame: 2011.-2017.	http://ej.uz/hj2j
1.2 Document 2	Beverīnas novada stratēģiskās attīstības vadlīnijas	Guidelines for the Strategic Development of Beverīna County Time frame: 2012.-2024.	http://ej.uz/oo2y
1.3 Document 3	Burtnieku novada ilgspējīgas attīstības stratēģija 2012. – 2030. gadam	Sustainable Development Strategy of Burtnieki County Time frame: 2012.-2030.	
1.4 Document 4	Cesvaines novada ilgtermiņa attīstības stratēģija 2012.-2024.gadam	Long-term Development Strategy of Cesvaine County Time term: 2012.-2024.	http://ej.uz/vd1d

1.5 Document 5	Gulbenes novada integrētās attīstības programma 2011.-2017.gadam. Rīcības plāns	The Action Plan for the Integrated development programme of Gulbene County Time Term: 2011.-2017.	http://ej.uz/22f7
1.6 Document 6	Gulbenes rajona tūrisma attīstības programma 2007.-2013. gadam	The Tourism Development Programme of Gulbene District Time Term: 2007.-2013.	http://ej.uz/k42m
1.7 Document 7	GNP tūrisma klastera attīstības stratēģija 2012.-2019.gadam	The Development Strategy of Gauja National Park tourism cluster Time Term: 2012.-2019.	
1.8 Document 8	Rūjienas novada ilgtspējīgas attīstības stratēģija	The Sustainable Development Strategy of Rūjiena County	
1.9 Document 9	Smiltenes pilsētas attīstības programma 2008.-2014.gadam	The Development Programme of Smiltene Time Term: 2008.-2014.	http://ej.uz/day9
1.10 Document 10	Valkas novada attīstības programma 2010.-2016.gadam	The Development Programme of Valka County Time Term: 2010.-2016.	http://ej.uz/vpww
1.11 Document 11	Valgas – Valkas tūrisma attīstības un mārketinga stratēģija 2006. -2016. gadam	The Tourism Development and Marketing Strategy of Valga-Valka Time Term: 2006.-2016.	http://ej.uz/2jvt

1.12 Document 12	Valmieras un apkārtnes tūrisma attīstības stratēģija 2012.-2018.gadam	The Tourism Development Strategy of Valmiera and its surroundings Time Term: 2012.-2018.	
1.13 Document 13	Valmieras rajona teritorijas plānojums 2008. – 2020. gadam. Tūrisma sadaļa	The territorial planning of Valmiera District. Tourism Section Time Term: 2008.-2020.	http://ej.uz/sbph
1.14 Document 14	Vidzemes tūrisma stratēģija 2007.-2013. gadam	Vidzeme Tourism Strategy Time Term: 2007.-2013.	http://ej.uz/tkot
1.15 Document 15	Vidzemes plānošanas reģiona teritorijas plānojums 2007.-2027.gadam	The Spatial plan of Vidzeme Planning region Time Term: 2007.-2027.	http://ej.uz/s4h6
2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP	2000	3300	1065875
2.2 Population	n.a.	245.426	233.570
2.3 Surface area	15347	15258	15246
2.4 Population density	17,20	16,50	15,70

3. TOURISM STATISTICS OF THE REGION	2000	2005	2010
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.	n.a.	73794	59892
3.2 Number of hotels and similar establishments	20	53	85
3.3 Number of other collective accommodation establishments	5	16	28
3.4 Number of bed-places in hotels and similar establishments	646	1,581	2,563
3.5 Number of bed-places in collective tourist accommodation establishments	109	635	1,198
3.6 Nights spent in hotels and similar establishments	n.a.	n.a.	96578
3.7 Nights spent in	n.a.	n.a.	n.a.

collective tourist accommodation establishments			
3.8 Number of tourism enterprises	764	1088	n.a.
3.9 Share of tourism enterprises of total enterprises	n.a.	n.a.	n.a.
3.10 Number of employees of tourism sector	n.a.	n.a.	n.a.
3.11 Share of tourism sector employees of total employees	n.a.	n.a.	n.a.
3.12 International border crossings (persons)	n.a.	n.a.	n.a.
3.13 Number of air passengers	n.a.	n.a.	n.a.
3.14 Tax free sales	n.a.	n.a.	n.a.

4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year:	Web link (if possible to English version):
4.1 Attraction 1	Cēsis Castle complex		65456	http://ej.uz/x6zz
4.2 Attraction 2	Žagarkalns, skiing base		60000	http://ej.uz/i6m1
4.3 Attraction 3	Līgatne nature trails		54308	http://ej.uz/2rf2
4.4 Attraction 4	Valmiera Drama Theatre		48703**	http://ej.uz/gzir
4.5 Attraction 5	Ozolkalns, leisure park		40000	http://ej.uz/9xht
4.6 Attraction 6	Cēsis Art Festival		15000	http://ej.uz/4ad2
5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010):	Average stay of tourists (2010):	
5.1 Country 1	Russia	189300	n.a.	
5.2 Country 2	Lithuania	181600	n.a.	
5.3 Country 3	Sweden	157400	n.a.	
5.4 Country 4	Estonia	129800	n.a.	
5.5 Country 5	Finland	190500	n.a.	

6. MAIN TOURISTIC ACTORS OF THE REGION	Name of the organisation:	Role of the organisation:	Web link (if possible to English version):
6.1 Organisation 1	Vidzeme Tourism Association	Brings together people, governmental institutions and businesses working in tourism sector in order to collectively advertise and promote Vidzeme region, as well as to allocate financial resources from the state for tourism development	http://ej.uz/px8u
6.2 Organisation 2	Gaujas NP tourism cluster	Tripartite cooperation model for regional development promotion	<i>Has no home page yet</i>
6.3 Organisation 3	Faculty of Tourism and Hospitality Management, Vidzeme University of Applied Sciences	One of the most important tourism higher education institutions in the Vidzeme region, takes part in researches projects of the tourism industry, conferences and publications	http://ej.uz/sf1v
6.4 Organisation 4	Tourism Information Centres of Vidzeme Region	Provides tourism information for local and foreign tourists	
6.5 Organisation 5	Tourism Promotion Advisory Council of Valmiera and its surroundings (Valmieras pilsētas un apkārtnes tūrisma veicināšanas konsultatīvā padome)	The Council consist of tourism professionals, experts and local entrepreneurs from Valmiera, Beverīna, Kocēni, Burtnieki and other counties. The main aim of Council is to promote competitiveness in tourism of Valmiera and its surroundings in regional and national level, as well as to promote high-quality, attractive and recognizable Valmiera tourism image	<i>Has no home page</i>
6.6 Organisation 6	Vidzeme planning region	Ensures regional planning and coordination, as well as cooperation between municipalities and different governmental institutions. VPR provides planning services on national, regional and local level; it ensures regional and local level representation in elaboration of entrepreneurship, employment and social policies	http://ej.uz/91iy

6.7 Organisation 7	Sigulda Region Tourism Association	Co-ordinates the development of tourism and hospitality industries, creates environment which helps the development, activates the cooperation in joined marketing projects and participates in different projects sponsored by local, state and international funds. Members of the organisation are: industry specialists, active members of community, tourism business representatives and several NGO's.	http://ej.uz/po5w	
6.8 Organisation 8	Vidzeme Tourism Association Marketing Council	Promotes Vidzeme tourism product in Latvia and foreign countries, makes proposals for Vidzeme Tourism Association carried out marketing activities		
6.9 Organisation 9	Biggest tourism enterprises (according to the turnover) SIA "VTU Valmiera" (3575000 Ls)*** SIA "Liepkalni" (2975000 Ls)*** AS "Trikātas siers" (2608000 Ls)*** SIA "Rūjienas saldējums" (1527000 Ls)***	Provides tourism products and services for local and foreign tourists, develops the economic situation of the tourism market in Vidzeme region		
7. EXTERNAL BORDER CROSSING POINTS OF THE REGION	Name of the border crossing point:	Type of border crossing point (international, bilateral):	Opening hours of the border crossing point:	Web link (if possible to English version):
7.1 Airport	n.a.	n.a.	n.a.	n.a.
7.2 External	n.a.	n.a.	n.a.	n.a.