

**Exclusive to
Latvijas Turisma Forums**

Tourism Trends 2025: What Visitors Really Want

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Linkedin: DanielLevineTrends**

Trend ≠ Fad

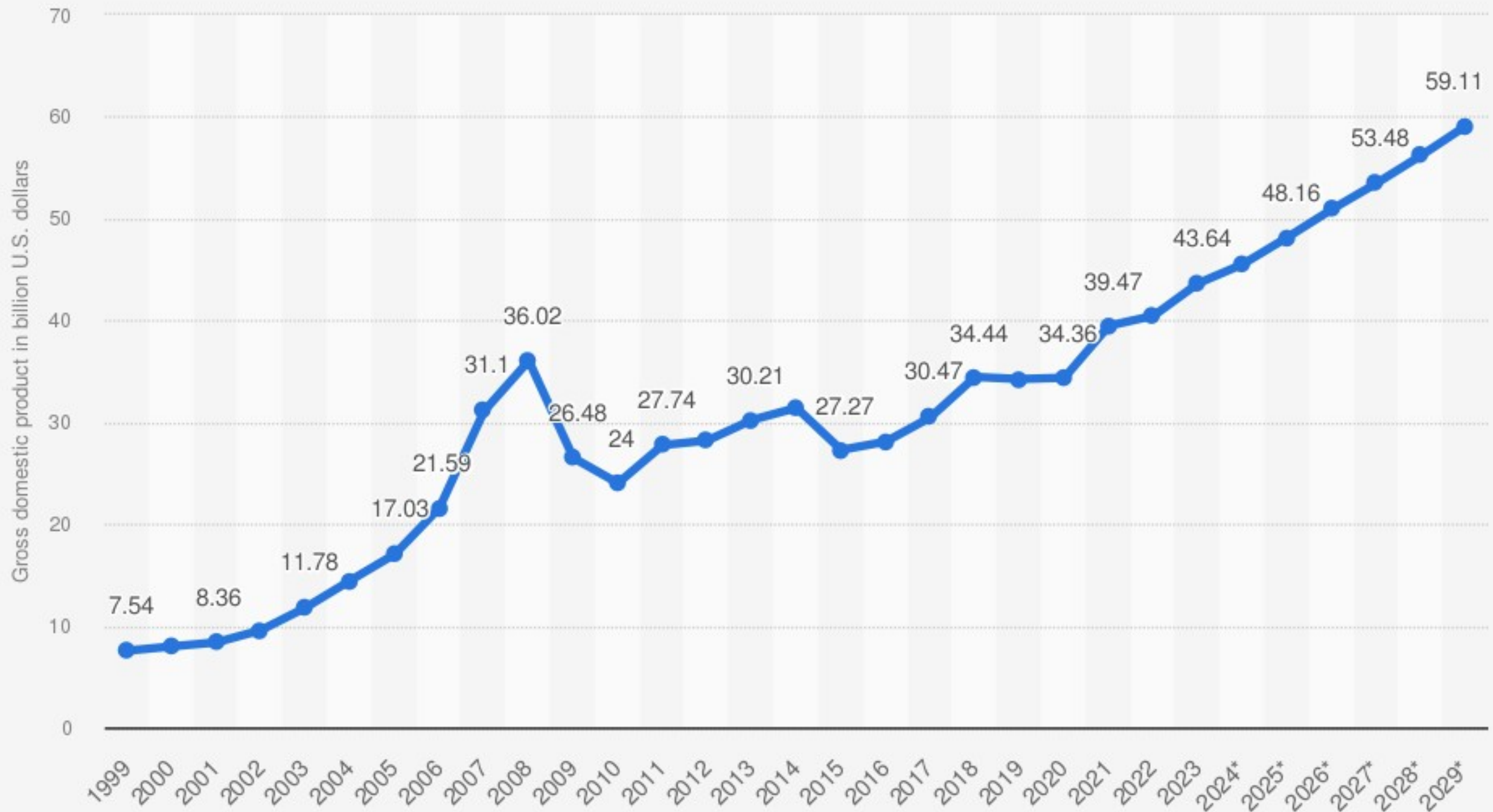




Statistical Trends

**Measurable changes
in numbers**

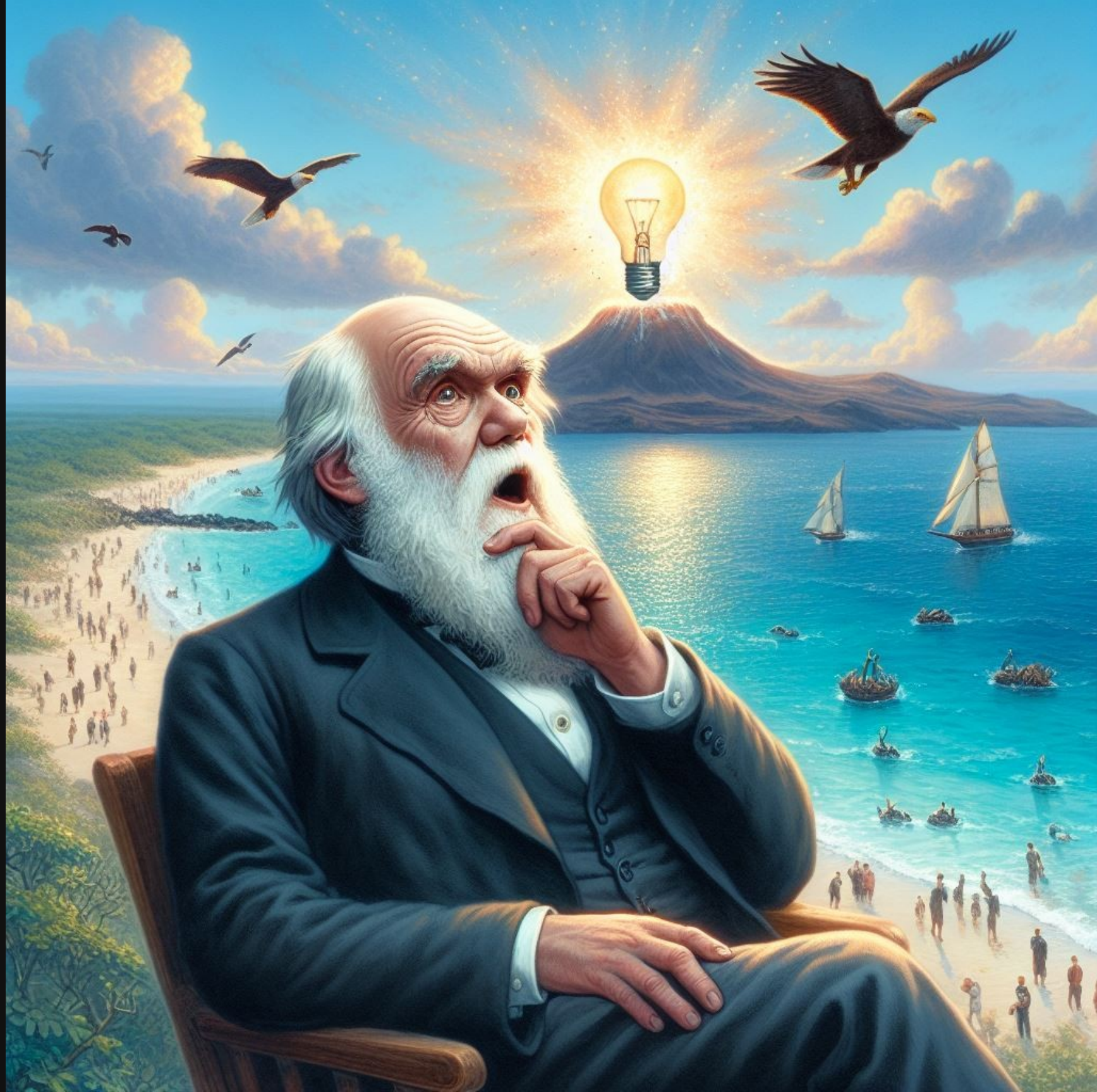
Latvia GDP from 1999 to 2029 (in billion U.S. dollars)



Mindset Trends

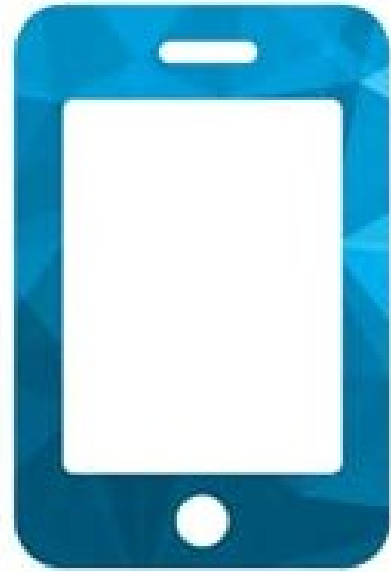
**Measurable changes
in sentiment**

“Evolution”



**◆ Visitors Want
Quick Answers. Anytime**

Sales and Support Anytime 24/7



CALL, TEXT, EMAIL, MESSAGE

Taco Tuesday



Jacqueline Bruzek ×

Taco Tuesday

Hey Jacqueline,

Haven't seen you in a while and I hope you're doing well.

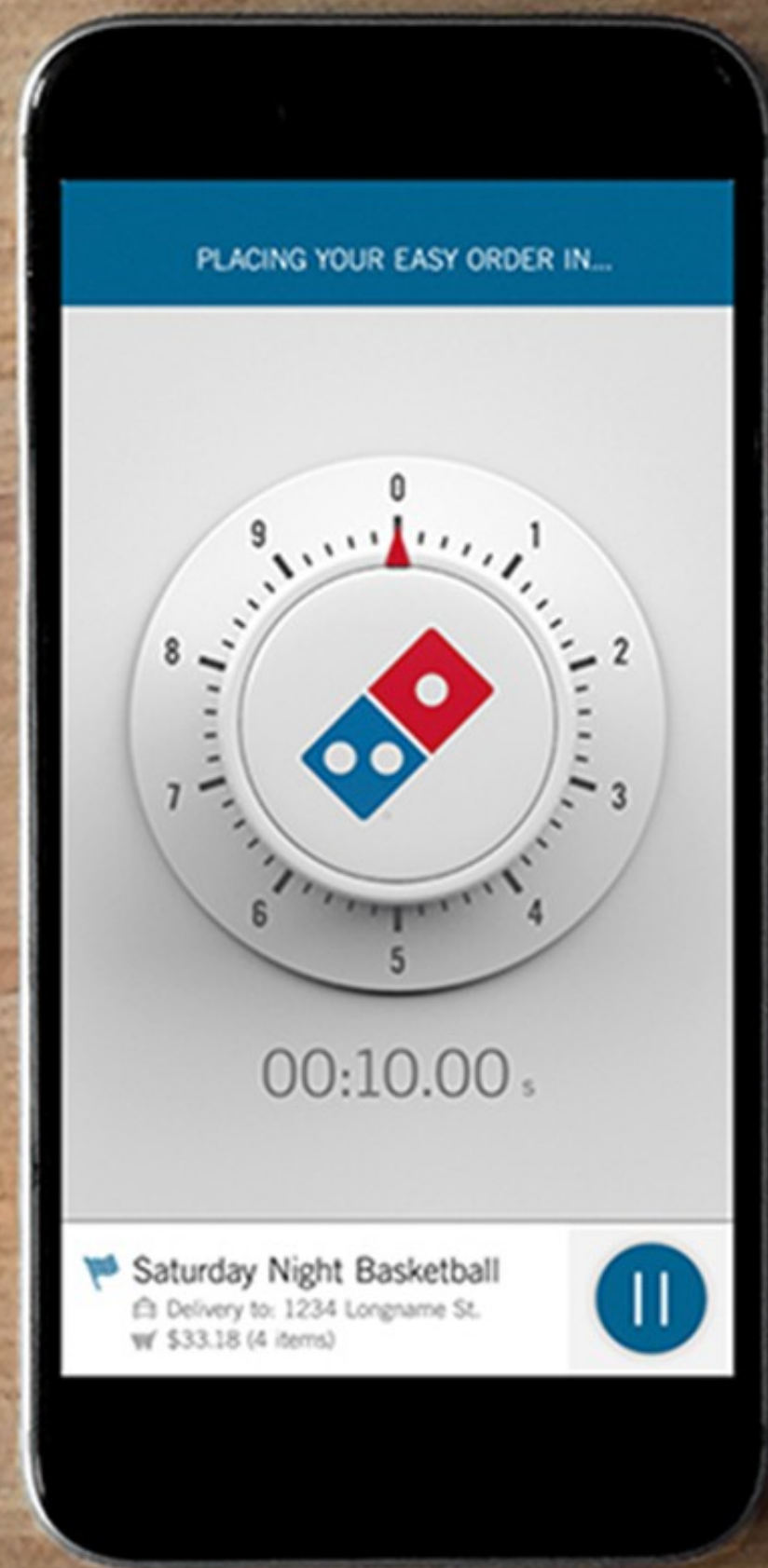


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46

47

3

28

FAQ: CHECK-IN/CHECK-OUT

Can't find what you're looking for? We've gathered a few of our frequently asked questions for your help!

CHECK-IN/CHECK-OUT

AMENITIES

LOCATION

COVID-19 MEASURES

SPECIAL OFFERS/
LOYALTY PROGRAMS

UPGRADES

SHUTTLE SERVICE

THINGS TO DO

What is the general online procedure for check-in?



Can I request for an Express Check-in?



What is the standard Check-in/Check-out time?



Do I have to pay extra for Online Check-in?



What do I need for Online Check-in?



Are loyalty members rewarded for remote check-in?





THE MAN ISLE



Questions to Ask Your Team

- "How can we make interacting with us faster and easier?"
- "How can we improve our self-help sales and service"
- "Are we easy to work with at 3am?"

**◆ Visitors Want
Wellness Redefined**





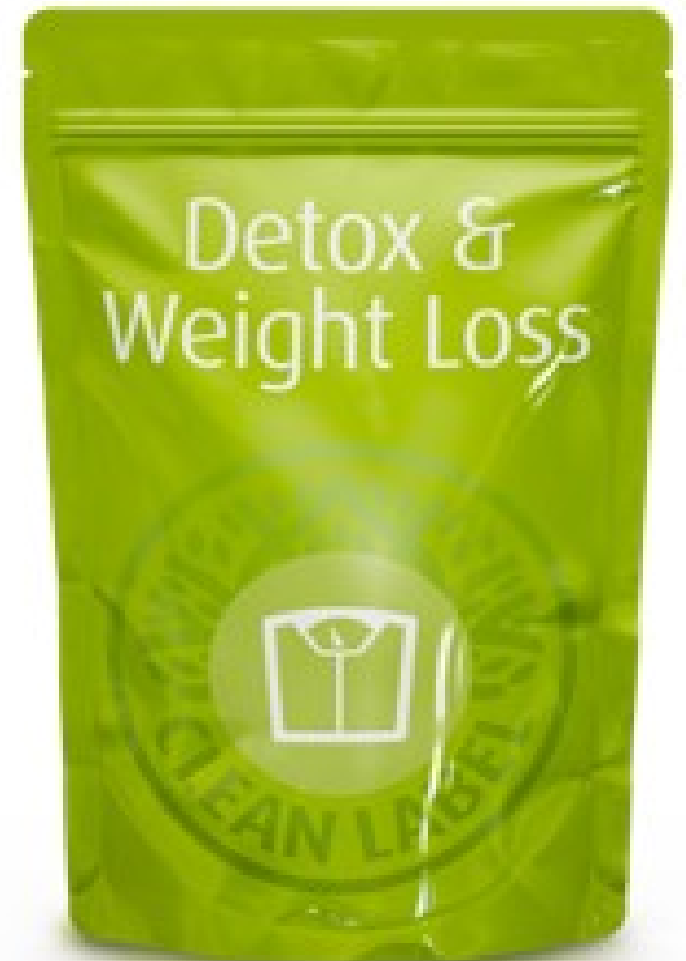
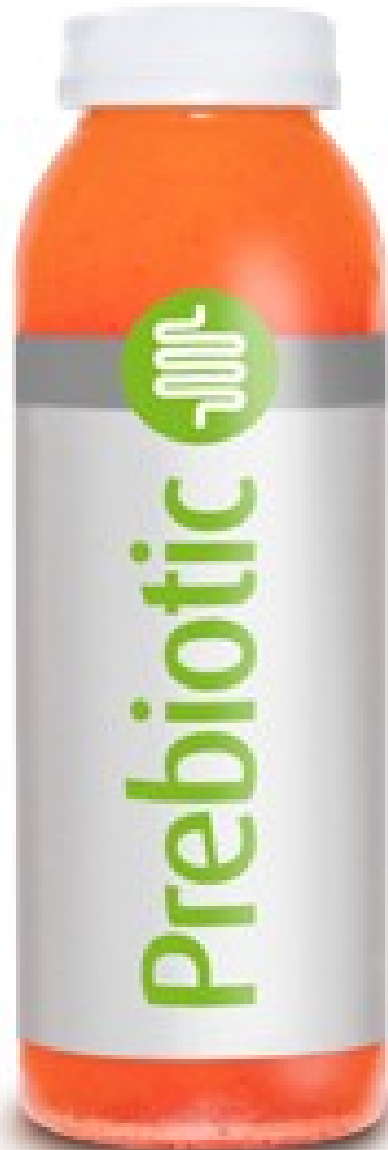
John Tatum

~~Chief Human Resource Officer~~

Chief Wellness Officer

401 9th Ave, New York, NY 10001

Tel. (212) 773-3000



Innisfree Store Seoul









Questions to Ask Your Team

- "What can we do to increase "wellness"
- "How can we improve our offerings to make them more:
- Social
- Physical
- Emotional
- Intellectual?"

**◆ Visitors Want
Transparent Sustainability**



Sustainability Facts

The fashion industry continues to have a devastating impact on People and the Planet.¹ To promote greater transparency and hold ourselves more accountable in hopes the industry will do the same, we scored this product across 200 sustainability metrics to help clarify its social and environmental impact.²

People

	Product Score
Wages & Payment	Grade: A
% of Workers Paid Individual Living Wage ³	92%
Health & Safety	100%
Worker's Rights & Governance	92%
Gender Equality & Empowerment	94%
Healthcare & Benefits	94%
	97%

Planet 31.6 kg CO₂e⁴

	Product Score
Carbon Footprint	Grade: A-
% of Carbon Emissions Offset ⁵	94%
Raw Materials Integrity & Durability	100%
Processing & Manufacturing	89%
Packaging & Distribution	87%
Post Use Product Lifecycle	90%
	84%

(1) According to Clean Clothes Campaign, 93% of nearly 100 major fashion brands surveyed do not pay living wages that cover basic needs and less than 2% of garment workers receive living wages (The True Cost). Planet wise, the Ellen MacArthur Foundation reports that fashion is responsible for 1.2 billion tons of greenhouse gas emissions, more than all international flights and maritime shipping combined.

(2) Nisolo's methodology for evaluating product scores is based on extensive research of more than 25 leading social and environmental sustainability assessments. Product scores reflect Nisolo's values and beliefs and are not necessarily governmental or third-party approved metrics. Not all values and beliefs are reflected in product scores. Criteria within People apply to Tier 1 of Nisolo's supply chain, whereas Planet criteria components apply to Tiers 1-4. See nisolo.com/sustainabilitylabel for further explanation of tiers.

(3), (4), (5): See reverse side for explanation or learn more at nisolo.com/sustainabilitylabel



Come try
the worst
fish + chips
one guy on
TripAdvisor
ever had
in his life.

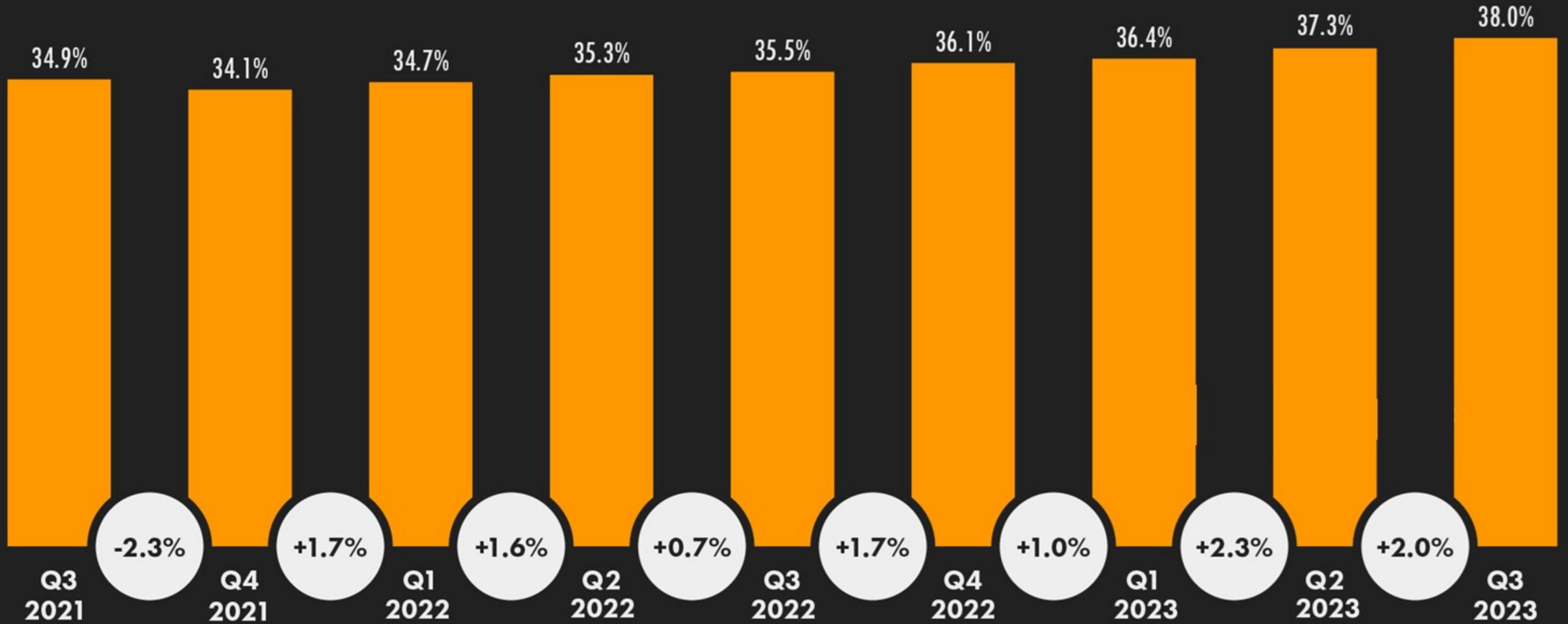
Questions to Ask Your Team

- **"What more can we share to be seen as more trustworthy?"**
- **"How can we make our offerings even more clear?"**
- **"How can we better encourage guests to share experiences?"**

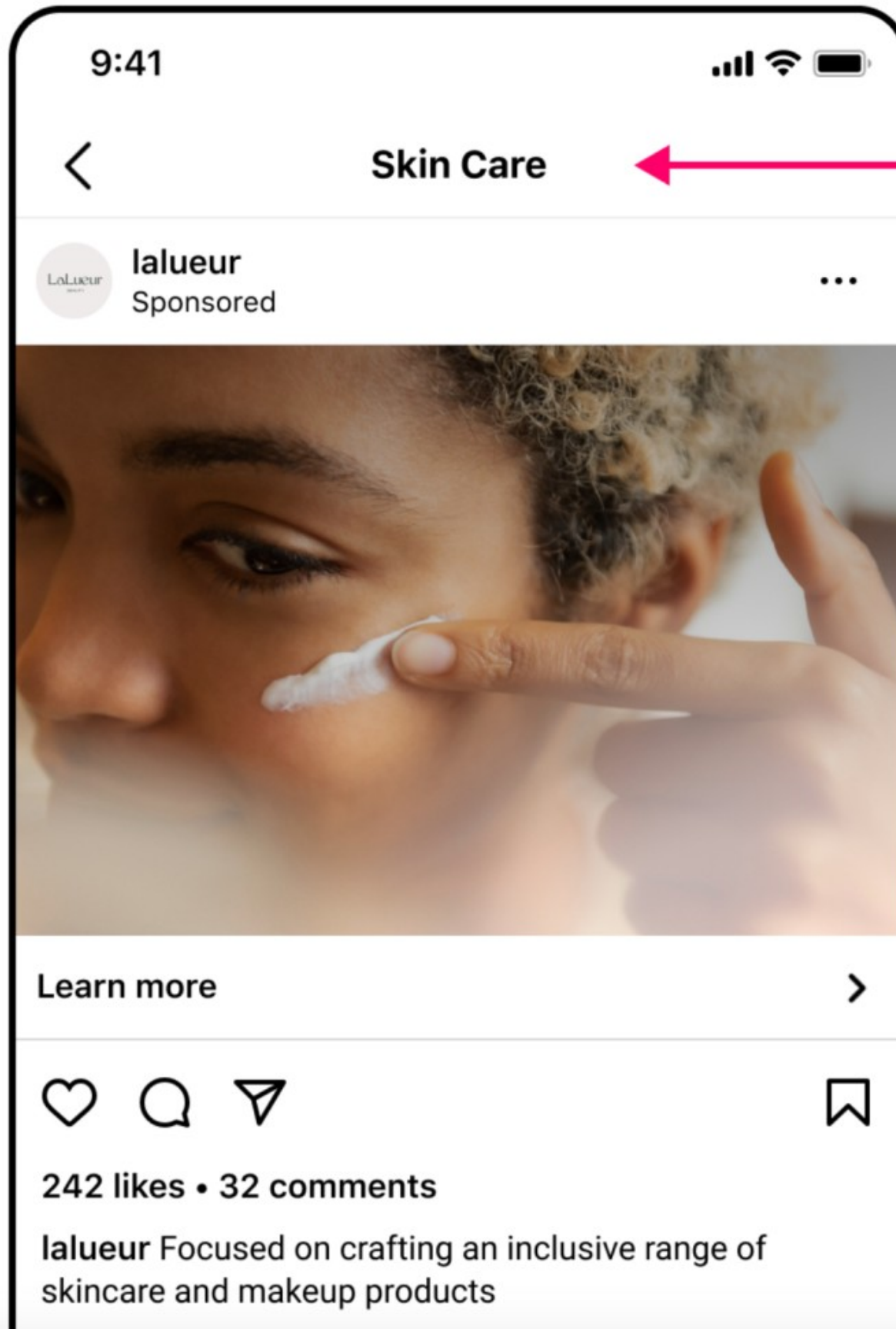
◆ Visitors Want to
Find You Differently

SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET




Sources: Avant-Guide Institute / GWI



Search term

"How To"

<



5 REASONS WHY
7 Billion people should be on #GutTok right now

@guttalkgirls · 2020-12-30
Tell your mother, friends, uncles, cousins that they need to be on #GutTok

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335.5K
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Noted Music Promoted M

6460
342

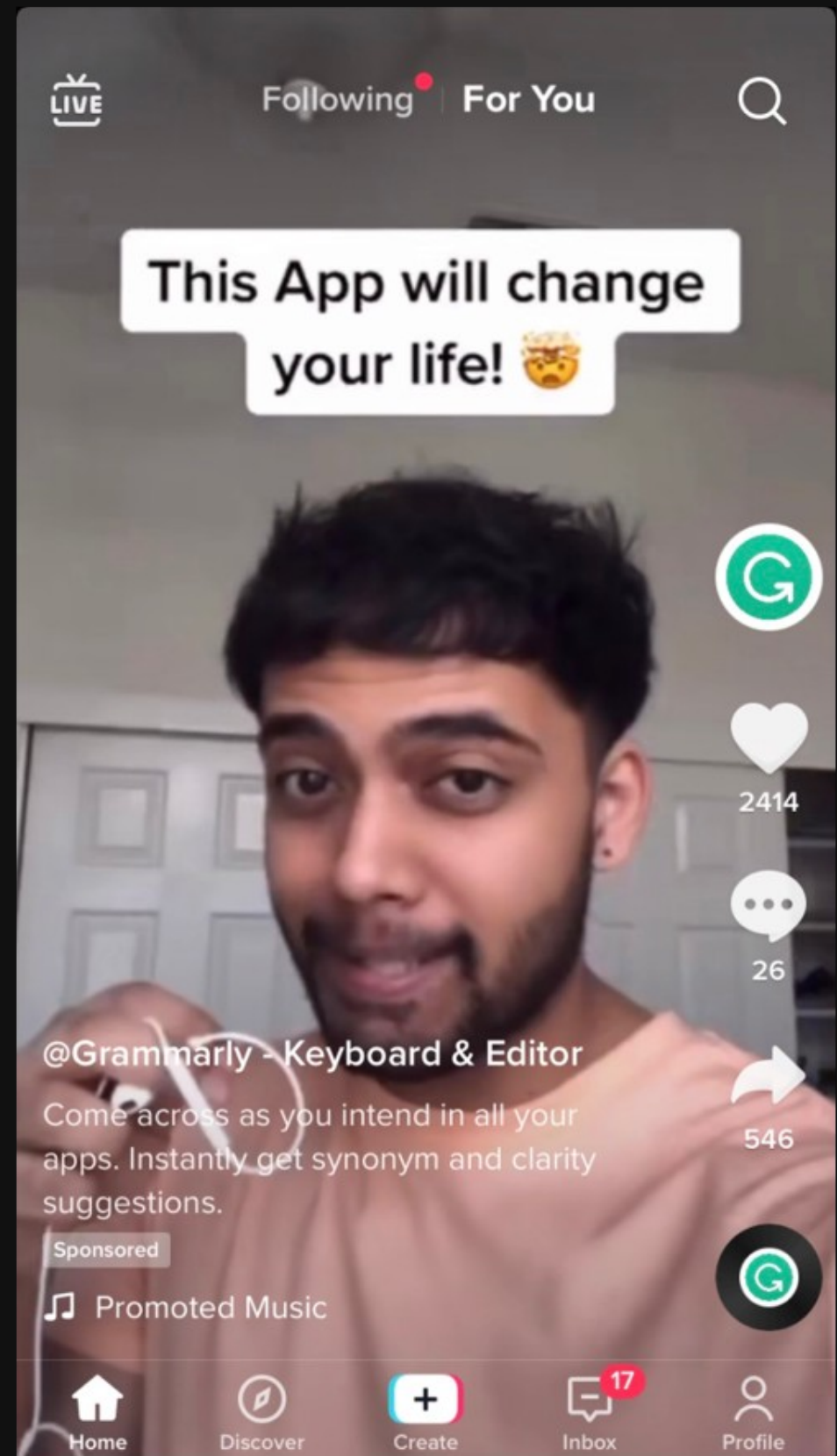
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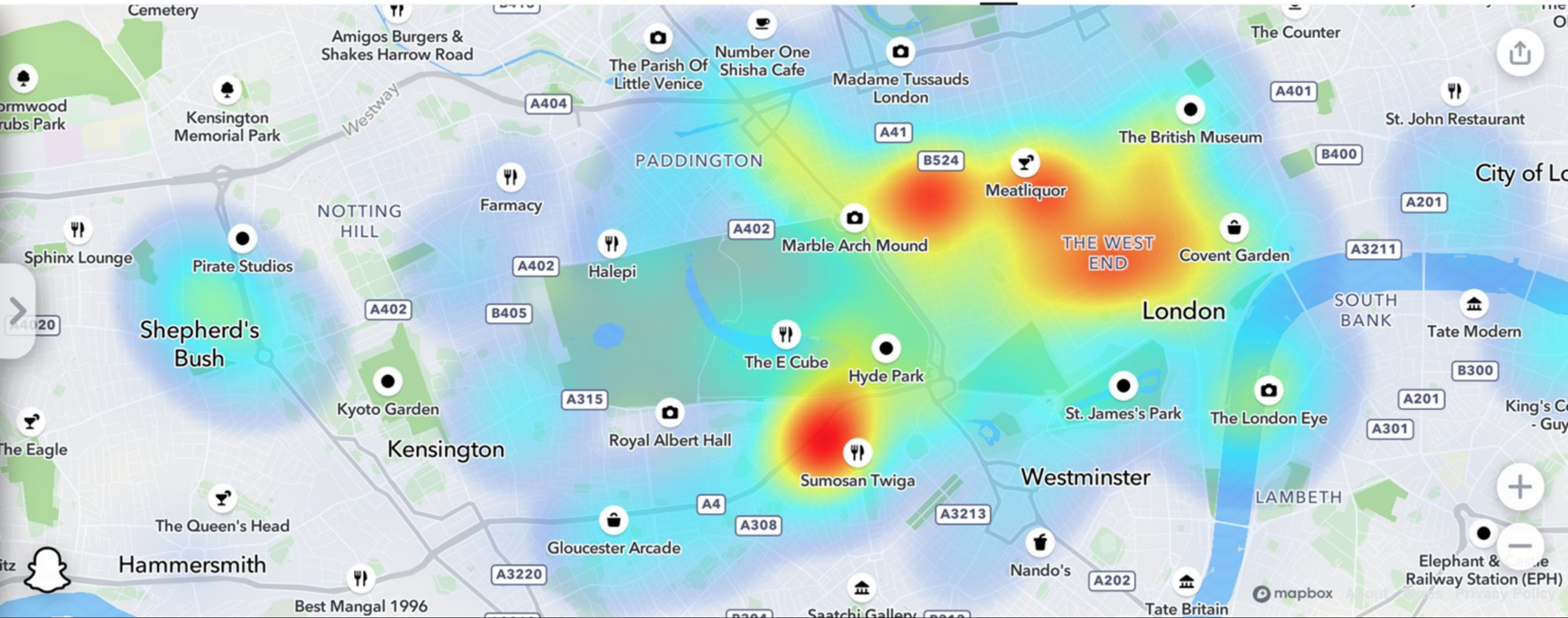
Promoted Music

2414
26
546

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Profile icon

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which hotels in Riga, Latvia offer connecting rooms



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Radisson Hotels

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Hotels.com

<https://www.hotels.com> › Hotels in Latvia › Riga Hotels

Park Inn by Radisson Riga Valdemara

The property has **connecting/adjoining rooms**, which are subject to availability and can be requested by contacting the property using the number on the booking ...

8.8/10 ★★★★★ (506) · Price range: from \$63



Hotels.com

<https://www.hotels.com> › Hotels in Latvia › Riga Hotels

Mercure Riga Centre, Riga: Hotel Reviews, Rooms & Prices

The property has **connecting/adjoining rooms**, which are subject to availability and can be requested by contacting the property using the number on the booking ...

8.6/10 ★★★★★ (735) · Price range: from \$86

which hotels in Riga, Latvia offer connecting rooms?

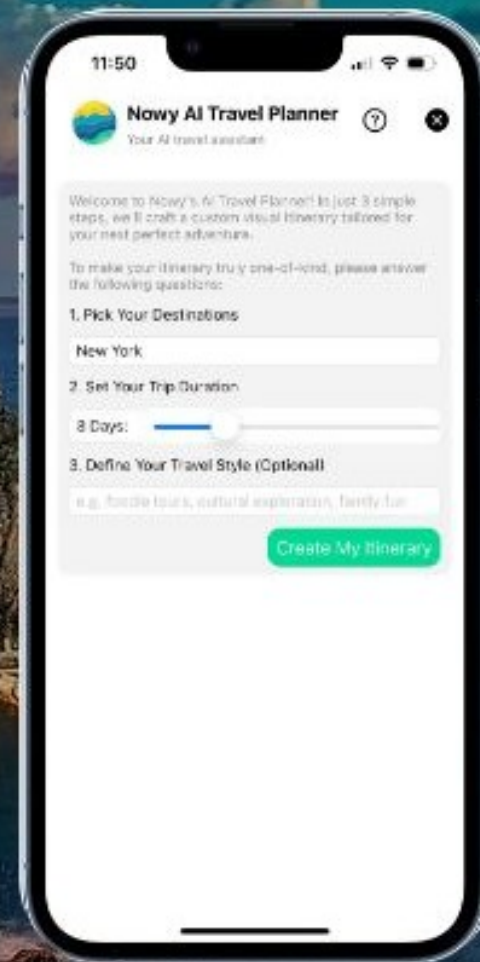
 Answer

1. **Hampton by Hilton Riga Airport:** This hotel offers a variety of room types, including Family Connecting Rooms, which are perfect for families needing additional space and privacy ¹.
2. **Park Inn by Radisson Riga Valdemara:** This hotel provides the option for connecting rooms, allowing guests to enjoy spacious accommodations suitable for larger groups or families ⁴ ⁵.
3. **Mercure Hotel Riga Centre:** The Mercure Hotel offers connecting family rooms that can accommodate up to four people, with one room featuring a double bed and the other two single beds ⁶.
4. **Radisson Blu Hotel & Spa, Daugava Riga:** This hotel also has connecting/adjoining rooms available, catering to families and groups who need extra space during their

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Questions to Ask Your Team

- **“What other information can we add to our websites?”**
- **“How can we create more video?”**
- **“How can we incentivize visitors to talk about us on social?”**

Recap

- ◆ **Visitors Want Quick Answers Anytime**
- ◆ **Visitors Want Wellness Redefined**
- ◆ **Visitors Want Transparent Sustainability**
- ◆ **Visitors Want to Find You Differently**

I Have To

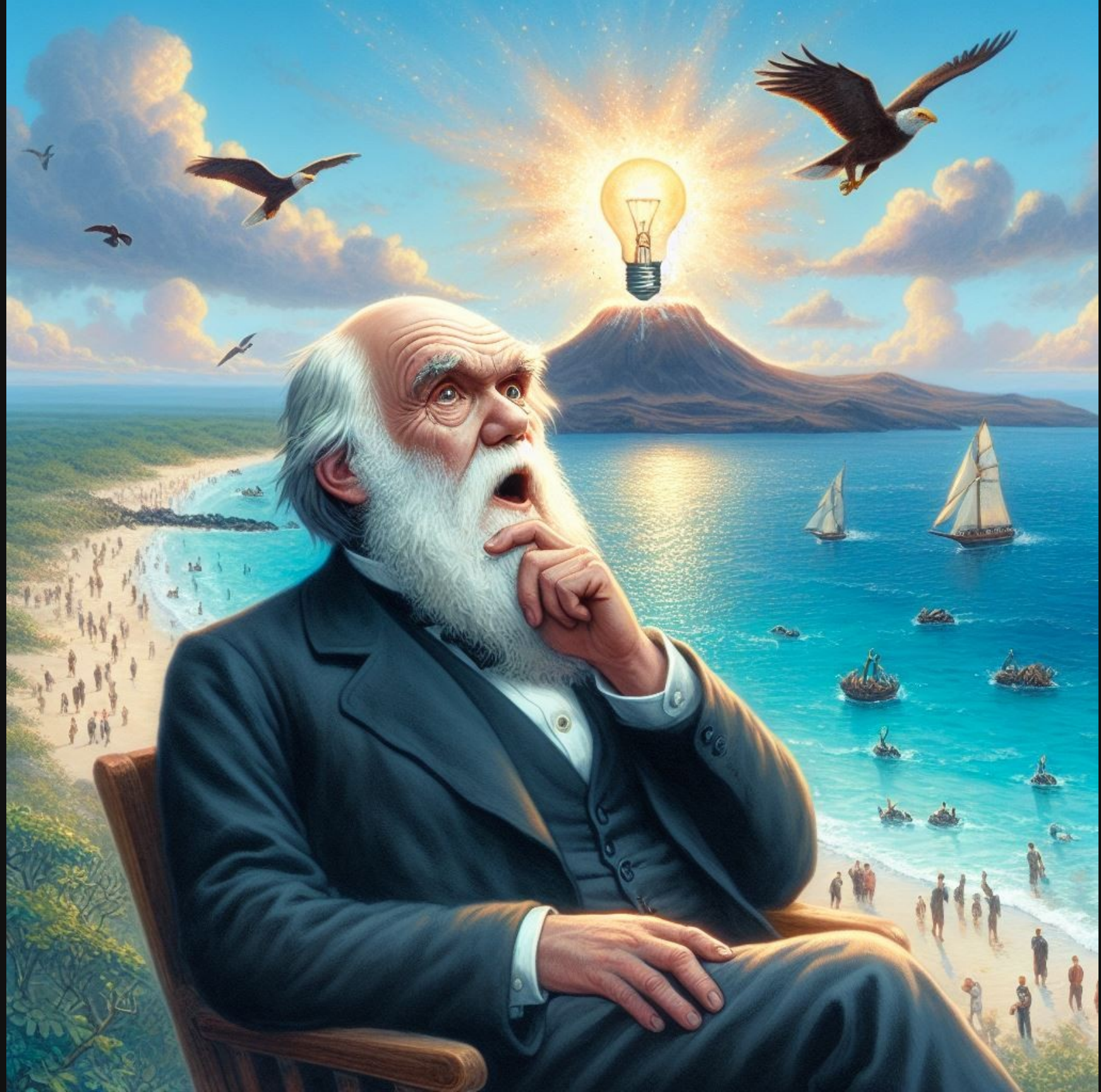
Do all these things to succeed

I Get To

**Create meaningful experiences
that positively impact people's lives**

**It's not the largest
or strongest
that survive...**

**but those most
responsive to
change**



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