

# LATVIA.TRAVEL

## Baltic Connecting 2024

**The largest and most important B2B event in the Baltics for tourism professionals from long-haul markets.**

Baltic Connecting invites industry professionals from long-haul travel markets with providers and DMCs in Lithuania, Latvia, and Estonia. It is the perfect place to build new relationships and discover new opportunities. This year event takes place from 6 to 8 May 2024 in Vilnius, Lithuania and on 9 May groups go to post tours in the Baltics.

[Learn more](#)

**Spring has arrived in Latvia, and it's the perfect time to embark on an unforgettable journey through the breathtaking landscapes, vibrant cities, and rich cultural experiences that this beautiful country has to offer. Unveil the wonders of spring in Latvia!**



### **Spring delicacies**

**Savor the essence of Latvia with local foods in Michelin-awarded restaurants.**

Indulge in Latvia's [spring delights](#)! Experience the sweet tang of rhubarb in pies and jams, savor the earthy notes of birch sap, and relish tender young potatoes with fresh dill. Dive into vibrant salads featuring the season's best—spring greens and sorrels. Celebrate nature's awakening with these culinary treasures that define Latvia's springtime allure.

For a unique experience, consider [cooking classes](#) with local ingredients—an excellent incentive for discovering the art of Latvian cuisine.

[Micheline guide](#)

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## Lonely Planet honors Baltic Trails!

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**Baltic Trails in Latvia, along with Estonia and Lithuania Receives “Best in Travel 2024” Sustainability Award.**

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Latvia, along with its Baltic neighbors Estonia and Lithuania has achieved a remarkable milestone, being named as one of the winners in the "Best in Travel 2024" sustainability category by Lonely Planet. The awarded Baltic Trails showcases a strong commitment to sustainable tourism, heralding a new era of eco-conscious travel and nature preservation in the Baltic region.

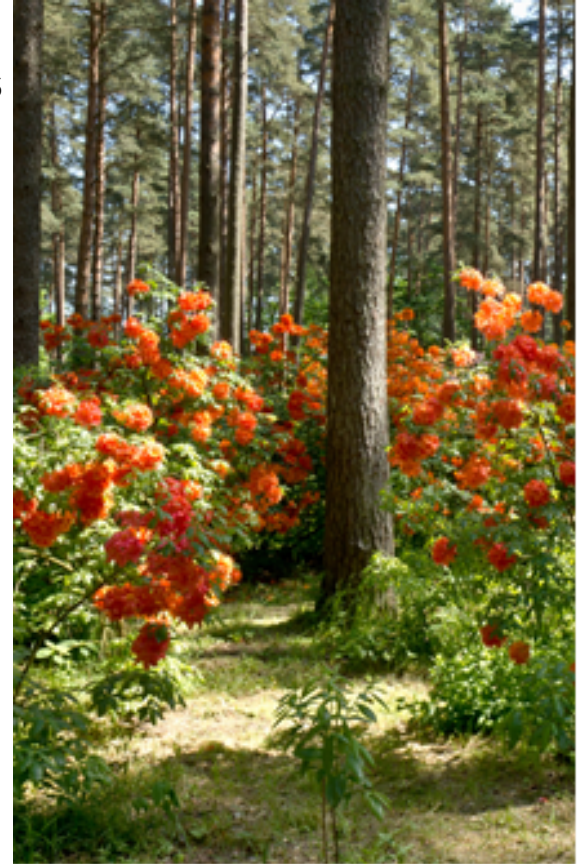
[Learn more](#)

As nature awakens from its winter slumber, Latvia transforms into a kaleidoscope of colors. Explore the enchanting floral displays in the mesmerizing blossoms of sakura trees in Riga's parks, the serene beauty of the Gauja National Park and the bittersweet fragrance of bird cherry trees in Sigulda.

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Immerse yourself in the dreamy beauty of Latvia's spring, where Rhododendrons bloom at Lāčupīte Arboretum and Nature Trail, along with the enchanting Experimental and Breeding Nursery of Rhododendrons 'Babīte'. Explore the magical National Botanic Garden, where local and exotic plants come together in a symphony of botanical wonders. Or enjoy the aroma of the lilacs at the Peteris Upitis' Garden and Museum.

These activities are perfect for teams that appreciate the fragrance of a blossoming garden. Indulge in master classes, tasting sessions, and team-building activities for a memorable and enriching experience.



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As spring paints Latvia with vibrant hues, it becomes the perfect season for a diverse array of activities. Embark on invigorating bike tours, navigating through picturesque landscapes, a fantastic choice for both team-building and solo exploration. Water tourism offers a refreshing twist, allowing teams and individual travelers to engage in thrilling adventures like kayaking and rafting while surrounded by Latvia's natural beauty. For a leisurely yet luxurious experience, yacht sailing presents an excellent opportunity to unwind and bond, making it an ideal activity for teams seeking a unique escape. Lastly, those in pursuit of tranquility can find solace in Latvia's serene retreats, perfect for both individual relaxation and group rejuvenation. Whether on wheels, water, or amidst peaceful havens, Latvia's spring activities cater to diverse preferences and are bound to create lasting memories.

Spring, a season of enchantment, invites us to revel not only in the blossoming outdoors but also within the cocoon of indoor wonders. Amidst the fragrant blooms and gentle breezes, let the allure of indoor events transport you to realms of artistic expression and cultural indulgence. In this dreamy embrace of spring's diversity, find solace in both the vibrant outdoors and the captivating ambiance of indoor festivities.



## Ola Foundation

As the season unfolds, explore the artistic offerings that grace the foundation's galleries, immersing yourself in a tapestry of creativity and expression at the Ola Foundation. Whether it's contemporary art or timeless classics, the Ola Foundation promises a unique and enriching experience, inviting you to delve into the captivating world of artistry.

Ola Foundation is a permanent home for art, music, education, discussion platforms, as well as a comfortable and cozy creative residence or hotel for Ola Foundation guests.



## Rimi Riga Marathon

Embark on an exhilarating journey with the Rimi Riga Marathon, not just a premier sporting event but a celebration of endurance, community spirit, and the scenic beauty of Latvia's capital.

Held in the picturesque city of Riga, this marathon beckons both seasoned runners and enthusiasts alike to join the ranks of passionate participants. .

Beyond the thrill of the race through historic streets, scenic parks, and iconic landmarks, the Rimi Riga Marathon also stands as an excellent activity for team building. Experience the sense of accomplishment as you cross the finish line, making this event a memorable chapter in your personal journey of resilience and a fantastic opportunity for team bonding.

# Night of Museums

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See the magic of Latvian culture with the [Night of Museums](#), a captivating event that transforms the country's cultural institutions into nocturnal wonders. As twilight descends, museums across Latvia open their doors for an enchanting night of exploration, offering a unique blend of art, history, and entertainment. This event is not only a solo adventure but also a fantastic activity for groups, providing a shared experience of wandering through the corridors of knowledge illuminated by special exhibits, live performances, and guided tours. Join fellow enthusiasts and embrace the cultural richness of Latvia during the Night of Museums in 2024, creating unforgettable memories together.



# Concerts

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Go on a musical journey this spring as Latvia comes alive with a diverse lineup of concerts featuring acclaimed artists to suit every taste. From the lyrical genius of GZA to the atmospheric soundscapes of 'Godspeed You! Black Emperor,' and the melodic enchantment of Ville Valo to the avant-garde saxophonist Colin Stetson, the season promises an eclectic array of performances. Dive into the mesmerizing rhythms of 'Snarky Puppy' and let the harmonies of these renowned musicians create a symphony of unforgettable moments. Whether you crave hip-hop, post-rock, ballads, or jazz, Latvia's spring concerts offer an unparalleled opportunity to indulge in a variety of musical genres and discover new favorites. [Book your tickets!](#)



# Plan ahead



The highly anticipated 2024 **FIA World Rally Championship** is revving up for a sizzling summer showdown in Latvia, promising an exhilarating display of skill and speed on the challenging Baltic roads from 18 till 21 July, 2024.

Dive into the world of classical and contemporary opera at the Riga Opera Festival 2024, a spectacular celebration of musical artistry set against the backdrop of Latvia's capital. Delight in mesmerizing performances by renowned artists and opera companies, bringing to life the rich tapestry of opera from both traditional and innovative perspectives. This cultural extravaganza, held in the grandeur of Riga's historic opera houses, promises an unforgettable experience for enthusiasts and newcomers alike. Revel in the magic of the Riga Opera Festival 2024, where each note resonates with passion, elegance, and the timeless allure of the operatic stage.



Latvia is gearing up to be a summer music hotspot, hosting a multitude of music festivals in the upcoming season. Don't miss out on the biggest music festivals like **Positivus** or **Summer Sound**. From vibrant urban events to scenic countryside gatherings, Latvia promises a diverse and electrifying musical experience for all in the warm months ahead.

## Practical information

Before travelling to Latvia, we recommend you read practical information that will help you plan the best experience for individual, business and group travel.

### Get to know MEET LATVIA

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Get to know **MEET LATVIA** - we offer free, impartial advice to anyone planning MICE events in Latvia or considering Latvia as a host destination. Whether you're at the start of the organizing journey or further down the road, we can support you with recommendations and contacts, or act as a sounding board.



### Latvia.travel

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**Useful information** will help to plan your trip to Latvia. Look into Latvian regional tourism maps and descriptions of popular tourism destinations, find the closest Tourism Information Center and learn where to rent a car.

You are also welcome to take a look at cooperation opportunities for **tour operators** and travel agencies and **media**, as well as useful **materials and brochures**.



Latvia affords its people and visitors the space to breathe, rest and recharge. At the same time, it is a vibrant European Union member state with a buzzing startup industry, flourishing food scene, international achievements in science, sports and culture.

Maintaining a work-life balance comes naturally to locals. This makes for a great leisure and professional tourism destination, further strengthened by state-of-the-art infrastructure, daily direct flights from most European capitals and multilingual staff well-versed in the latest technology.



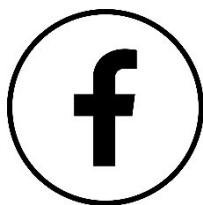
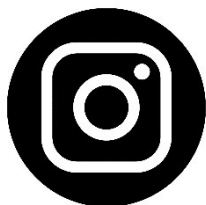
## Interesting facts

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Latvia is one of the three Baltic states located in Northern Europe; its nature is rich in forests and beaches, its capital Riga is known for its Art Nouveau buildings and Latvians are proud of their traditions, food and culture.

[Learn more](#)

**Enjoy your spring in Latvia!**



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Investment and Development Agency of Latvia

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