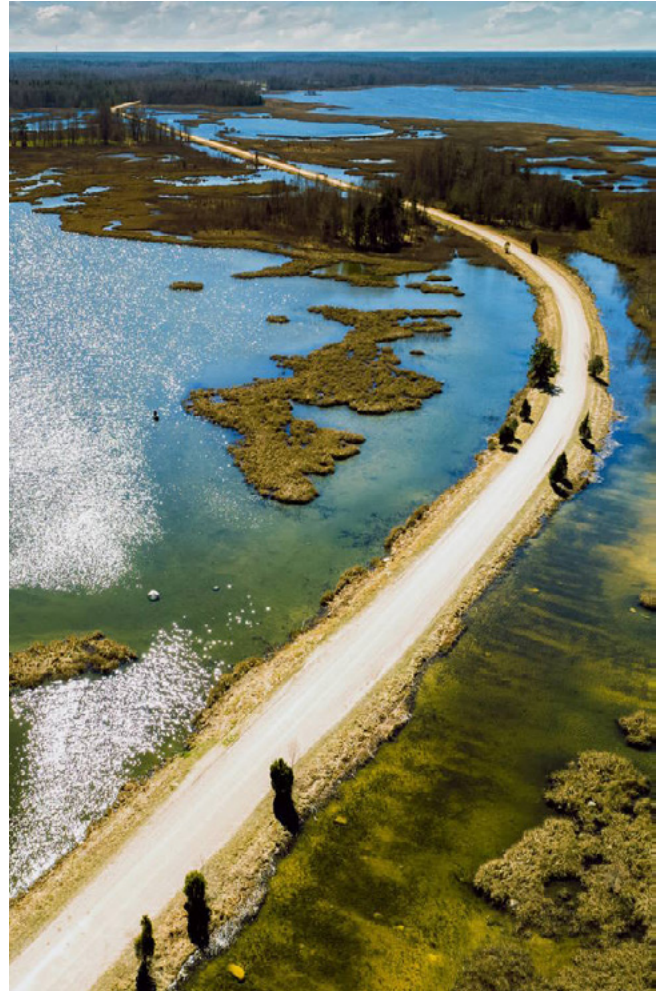


## Spring Newsletter

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Welcome to Latvia where nature is always on your doorstep. Best experienced on the beaches of the Baltic Sea, deep in the pine-scented woods, or even on a walk in a central Riga park, it doesn't cost a thing.



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.

This is Latvia Travel's seasonal newsletter, designed for tourism professionals, and will be a guide to explore Latvia as a tourism destination, offering seasonal activities, useful information and tips for planning business visits as well as group and individual travels to Latvia.



# 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.

Spring in Latvia is a **season of diversity**, as it comes with snowy meadows and the first chirps of birds and, without noticing, brings life – the trees blossom, nature wakes up and the days get warmer, which means that this is a very tourist-friendly and rewarding time of year, as there is a wide variety of activities to enjoy, both indoors and outdoors.



## Birch sap

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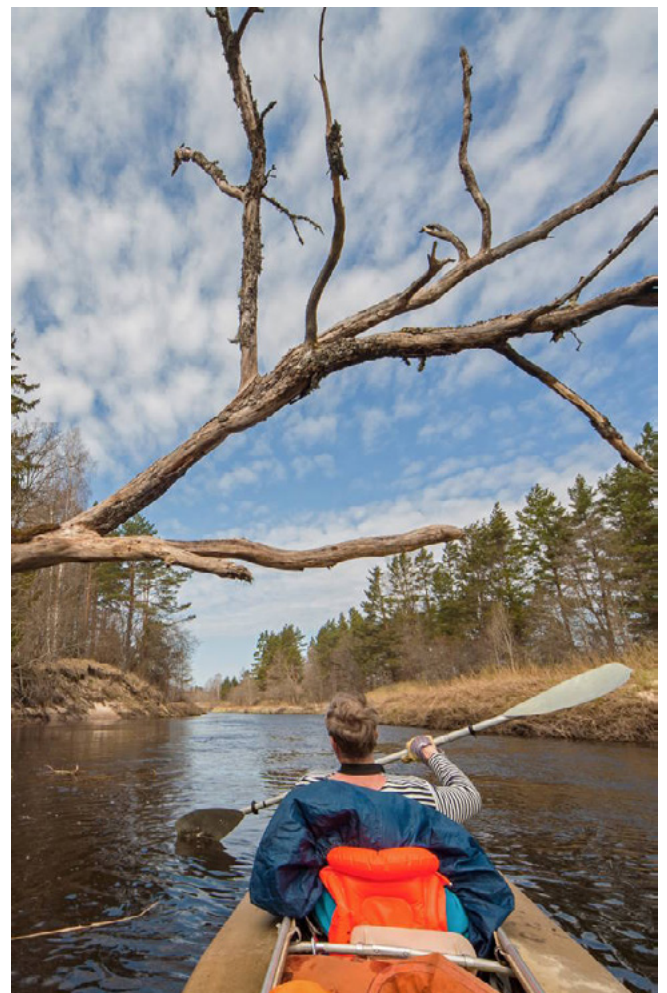
One of the signals of spring is when Latvians start to tap birch sap. Birch sap is an ecological, sweet drink obtained by drilling a small hole in a birch tree, through which the filtered, refreshing sap flows. But experts have discovered that birch sap can also be used to make other drinks – birch sap syrup, sparkling water, even balsam, wine and lemonade.

Birch sap drinks are unique in Latvia and have been mastered by two producers – [‘Birzī’](#) and [Libertu Family Birch Winery](#), which offer excursions and tastings to explore the world of birch sap for individuals and groups.

## Water tourism

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In Latvia it becomes particularly popular in spring, when the weather becomes warmer. Latvia is not only on the shore of the Baltic Sea, but also has more than 12 000 rivers, and 1.5% of the country’s territory is covered by lakes; and it is no coincidence that one



of Latvia's regions, Latgale, is called the Land of Blue Lakes, so [water tourism](#) and water sports are available here for all levels of difficulty and interests.

You are welcome to explore the wide range of water tourism, as well as the most popular [rivers for boating](#), which is a popular group activity.

In addition, we recommend choosing a reliable guide who will be a great companion for your water adventure.

Spring will be a great time to visit Latvia individually, for business tourism, as well as in groups for a variety of events – traditions, festivities, sporting events.



## Easter in Latvia

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Easter in Latvia is celebrated with special traditions and folk beliefs; during this celebration we dye eggs with various natural products – the ancient Latvians believed that this process promotes family harmony.

Once the eggs are painted, an egg fight takes place – the folk belief is that whoever has the strongest

egg will live long. Everyone should also take a good swing at Easter so that mosquitoes don't bite in the summer and so that the year ahead can be a prosperous and happy one!

On Easter, which falls on 9 April this year, various fairs and events take place in every town in Latvia, the most important of which are in the capital Riga – the [Ethnographic Open-Air Museum of Latvia](#), in [Ventspils](#), the western Latvian seaside town, in [Valmiera](#), the Vidzeme region centre, as well as in [Sigulda](#), which is within easy reach of Riga by public transport. On Easter, which falls on 9 April this year, various fairs and events take place in every town in Latvia, the most important of which are in the capital Riga – the Ethnographic Open-Air Museum of Latvia, in Ventspils, the western Latvian seaside town, in Valmiera, the Vidzeme region centre, as well as in Sigulda, which is within easy reach of Riga by public transport.



## Flying fish

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At the end of April, the spring flood show “Flying fish in Kuldiga” will take place to kick off the active tourist season in Kuldiga, a region famous for its unique natural sight – the high jump of vimba breams at the Venta Rapid, Europe’s widest waterfall.

The event’s extensive programme also includes various fairs, family-friendly activities, demonstrations and performances by artists.

For more information, visit [Kuldiga city website](#). We also recommend combining a visit to Kuldiga with a taste experience at one of [Kuldiga’s restaurants](#). In addition, the city is rich in elegant and customer-friendly accommodation. More information on [accommodation options](#).



# Rimi Riga Marathon

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Spring is the time when not only nature wakes up, but also people, and this spring in Latvia is marked by big sporting events. [Rimi Riga Marathon](#), the largest international running event in the Baltic's, will take place from 6 to 7 May 2023. Riga Marathon is the only marathon in Northern Europe that is awarded with the Gold Label.

This means that athletes can qualify for the Olympics by participating here, so if you decide

to take part, there is a big chance that you will be running together with some Olympians.

The marathon is also special because it takes place in May, the most glorious month of spring, when everything around is in bloom and fragrant. This is when Riga can be enjoyed in all its glory, from the sakura parks in full bloom to enjoying the spring sun on the terraces of the Old Town.

# IIHF World Championship

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The 2023 IIHF World Championship will be co-hosted by Tampere, Finland and Riga, Latvia. The tournament is scheduled from 12 to 28 May 2023 and organized by the International Ice Hockey Federation.



Latvia is known as a hockey fan superpower and it is thanks to its passionate fans that Latvia had the second highest average number of fans at the 2022 World Championship, surpassed only by the host country Finland, which is why here you will be able to feel the true atmosphere of cheering.

The Championship will take place in Arena Riga, which has a capacity of 9550 fans, and there will be fan zones next to both arenas. The arena will host the preliminary round and two quarter-final matches.

One of the most important locations for hockey fans is the Fan Tent, which will be located in front of the Riga Congress Hall on Krišjāņa Valdemāra iela 5. During the Championship, we recommend you experience how Latvians celebrate hockey and visit one of Riga's most popular sports bars: [Paddy Whelan's](#), [Kiwi Sports Pub](#), [Victory Pub](#).

# Plan ahead



## Latvian Song and Dance Festival

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Nationwide [Latvian Song and Dance Festival](#) is a unique phenomenon of the Latvian culture rooted in the heritage of Latvian folklore and the traditions and creativity of professional music. It

will take place in Riga from 30 June to 9 July, celebrating 150 Anniversary.

This is a special event that brings together more than **30 000 participants** including choirs, dance groups, brass bands, folk groups, ethnographic ensembles, folk music ensembles, rural chapels, kokle ensembles, applied and fine arts studios, vocal ensembles, amateur theatres and foreign groups.

The **closing concert** on the Mežaparks Open-Air Stage is a unique experience, with more than 10 000 singers. This festival is a unique event on a global scale and is therefore listed as a UNESCO Oral and Intangible Heritage of Humanity.



Baltic region and the rest of the world. The third Riga International Biennial of Contemporary Art will take place in the summer of 2023.

## RIBOCA

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[Riga International Biennial of Contemporary Art](#) (RIBOCA)

was founded in 2016 and set up as a new global platform for international and Baltic artists to promote contemporary art and provide educational and community support within the region, as well as to increase artistic engagement between the



## Road Running Championships

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The inaugural [World Athletics Road Running Championships](#) will take place on 30 September and 1 October 2023 in Riga, being the most significant public sporting and athletics event in the history of the Baltic countries.

# 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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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, media as well as useful materials and brochures.



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