



Summer Newsletter

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.

Summer is a **vibrant season** in which to enjoy everything Latvia has to offer – from exploring the great outdoors to magnificent festivals – Latvia has something to delight every traveller and tourist group.

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.

Adventures in Latvia

For individual adventure and adrenaline seekers, we recommend using one of the options provided by [Sigulda Adventures](#) - bungee jumping, zipline ride Zērglis or Aerodium, or load your equipment and already plan a trip to Latvia to visit one of the [long distance hiking trails](#), which will surprise you not only with their diversity, as they lead through forests, along the sea and around marshes, but also with well-equipped rest areas and unforgettable views of nature.



Furthermore, after a long journey, we recommend spending the night in one of the unusual accommodation options.

Unique places to stay



Active Holidays

The Latvian summer is ideal for solo travellers as well as groups and families with children. Every tourist will find the activity they are looking for on each of the [nature trails](#); whether it is exploring nature, cycling, watching Latvian wild animals, relaxing by the water or getting a closer look at the wilderness of nature – the possibilities are endless.

Furthermore, for those who prefer more intense emotions, we recommend spending time at one of the [adventure parks](#). Particularly family-friendly sites are [nature parks](#), Science Centre “[Vizium](#)” in Ventspils and amusement park “[ABpark](#)”, where attractions such as laser tag, dinosaur nature trails, rope course and much more are available; as well as [Tērvete Nature Park](#), one third of which is occupied by Fairytale World. In Tērvete Nature Park, you can enjoy a ride with the Fairytale Train, visit the Butterfly House, visit Net Park or Tarzan Park, which offers an obstacle course in the trees, as well as a variety of group activities for both adults and children.

In summer, not only nature, but also cities, traditions and people **come to life** – concerts, festivals, various holidays, markets, street food events and neighbourhoods allow visitors to see Latvia through the eyes of locals and fall in love with its rich culture, food and architecture.

Latvian Song and Dance Festival

This year is special as we are celebrating the [Nationwide Latvian Song and Dance Festival](#) which 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 festival 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.



Festivals and Concerts

The Latvians are known as a **nation of singers** for a reason; music holds a special place in the culture, and in the summer, concerts and festivals can be found just about everywhere.

The biggest music festivals, which gather not only world-renowned musicians, but also guests from various countries, are [Positivus festival](#), [Summer Sound](#), [Riga Opera Festival](#), [Unreal Festival](#). Musical performances can also be enjoyed in various [neighbourhood districts in Riga](#) and elsewhere in Latvia – on the [Kalku Street block in Kuldīga](#), in [Liepāja's Kungu Street Quarter](#) or in [Juliannas Courtyard](#), as well as in the [Old Town Street Quarter in Jelgava](#).

Midsummer celebration

Do not miss the most Latvian holiday of all – [Jāņi or "Līgo!"](#), the night from June 23 to June 24 (in harmony with the summer solstice), when people participate in joyful festivities just as their ancestors did centuries ago. The summer solstice is a holiday full of traditions, joy, and food, during which Latvians make their own cheese and beer, weave wreaths, build fires and search for the fern flower.



Anyone visiting Latvia during the summer solstice should participate in the [Midsummer celebrations and activities](#), for example by celebrating the holidays at the [Ethnographic Open-Air Museum of Latvia](#) or enjoying a special folklore performance at the [Andrupene farmstead](#) for a group activity.



Nature

Since 52% of the territory of Latvia is covered with forests, 10% with swamps and 4% with inland waters, **summer is the ideal time to visit Latvia** and take advantage of all that nature has to offer.

Every fan of an [active holiday](#) or [warm weather](#) will find their favourite free time or group event possibilities here, beginning with [sailing](#), ending with enjoying the cities and watching the sunset in one of the coastal cities of Latvia, for example in the summer capital of Latvia, [Liepāja](#), where you can enjoy [group activities](#) such as baking your own bread, visiting berry gardens, fishing and smoking fish or wine degustation.

Liepāja is not only rich in [culture and history](#), but there are also opportunities to experience unforgettable [culinary adventures](#) and stay in cosy and welcoming [accommodation](#). We also encourage groups to take advantage of the opportunities provided by the [Nature Tourism Association](#), where the best organisers of group events have joined forces to find the right place and activity for full-blooded summer enjoyment in Latvia.

Bogs in Latvia

If you are looking for an unusual landscape and longing for silence, head to one of Latvia's [bogs](#). While in some European countries natural bogs have almost disappeared, you will be able to enjoy walks full of silence in pristine bogs in Latvia. However, for group activities, we especially recommend choosing an adventure with bogshoes accompanied by knowledgeable [nature guides](#) or welcoming the sunrise in the swamp on a [SUP board](#).





Choose to work remotely from Latvia

Do you want to feel the freshness of a summer morning while listening to birds chirp and watching the sunrise with a steaming cup of mint tea in your hands?

Choosing to spend your holiday in Latvia will offer you peace, quiet, inspiration and the opportunity to enjoy nature.

Furthermore, remote workers do not need to take a holiday to enjoy Latvia in the summer because the country is perfectly suited for remote work combined with rest and relaxation in nature.

Combine work with recreation

Plan ahead



RIBOCA

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

Road Running Championships

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.



Riga International Film Festival

The Riga International Film Festival

(RIGA IFF) will take place from 12 to 22 October in Riga; it is one of Latvia's premier cultural events, presenting the latest happenings in domestic and global cinema.

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

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

[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

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 summer in Latvia!



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