

MAGNETIC
LATVIA

MEETINGS & INCENTIVES

Investment and Development Agency of Latvia
Tourism marketing department
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Key information about Latvia

- Capital: **Riga**
- Currency: **EUR**
- Schengen Area: **member since 2007**
- European Union: **member since 2004**
- Population: **1.9 million**
- Area: **64,589 km²**
- Density: **30/km²**



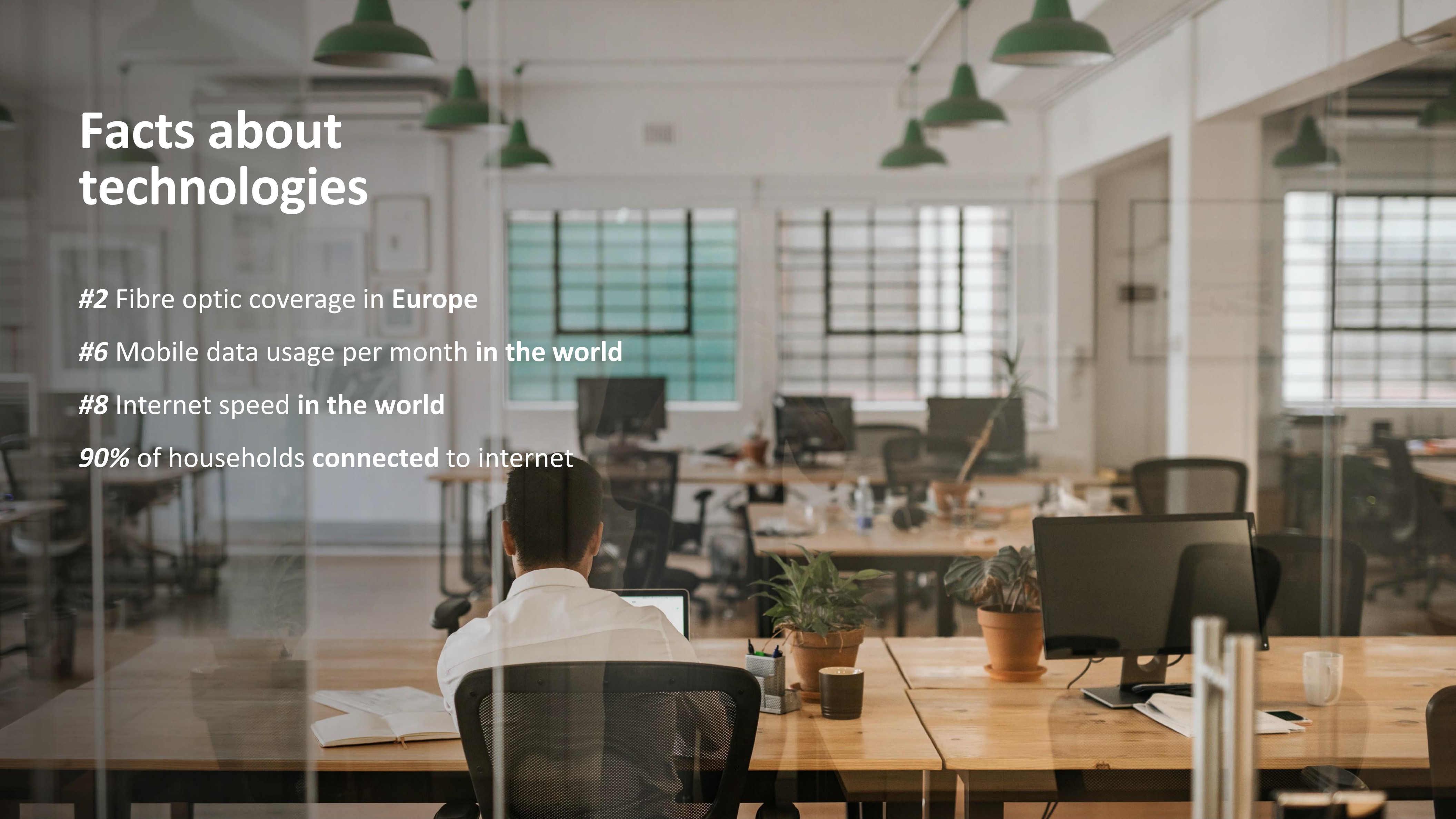
Facts about technologies

#2 Fibre optic coverage in **Europe**

#6 Mobile data usage per month in **the world**

#8 Internet speed in **the world**

90% of households **connected** to internet



Leading industries of Latvia

- Chemical industry and pharmaceuticals
- Information technology
- Mechanical engineering and metalworking
- Woodworking and forestry
- Food industry
- Clothing and textile



Latvia in Europe

Less than 3 hours away from the majority of European capitals



Riga - home of airBaltic

Air traffic hub of the Baltics

More than 100 direct flights

airBaltic Codeshare partners:



You are only two handshakes away from anyone in Latvia

Two allies to bring any idea to life



Wide variety of venues

In the past and nowadays Latvia has been a meeting point between West, East and North. That's why various venues are available throughout Latvia - both historical and modern. Here you will find more than 350 listed meeting venues in Latvia, many of them equipped with cutting-edge technology.



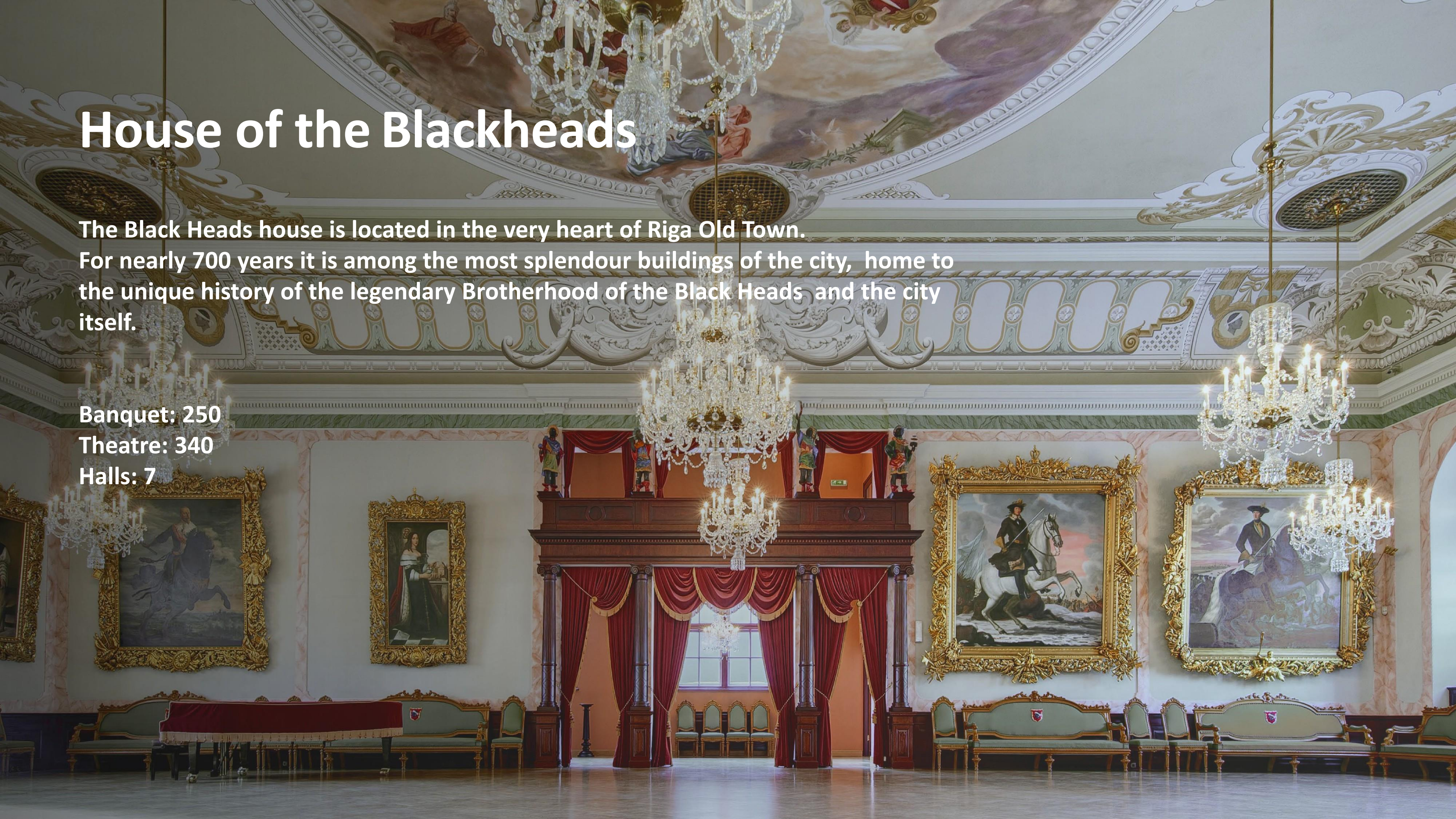
House of the Blackheads

The Black Heads house is located in the very heart of Riga Old Town. For nearly 700 years it is among the most splendour buildings of the city, home to the unique history of the legendary Brotherhood of the Black Heads and the city itself.

Banquet: 250

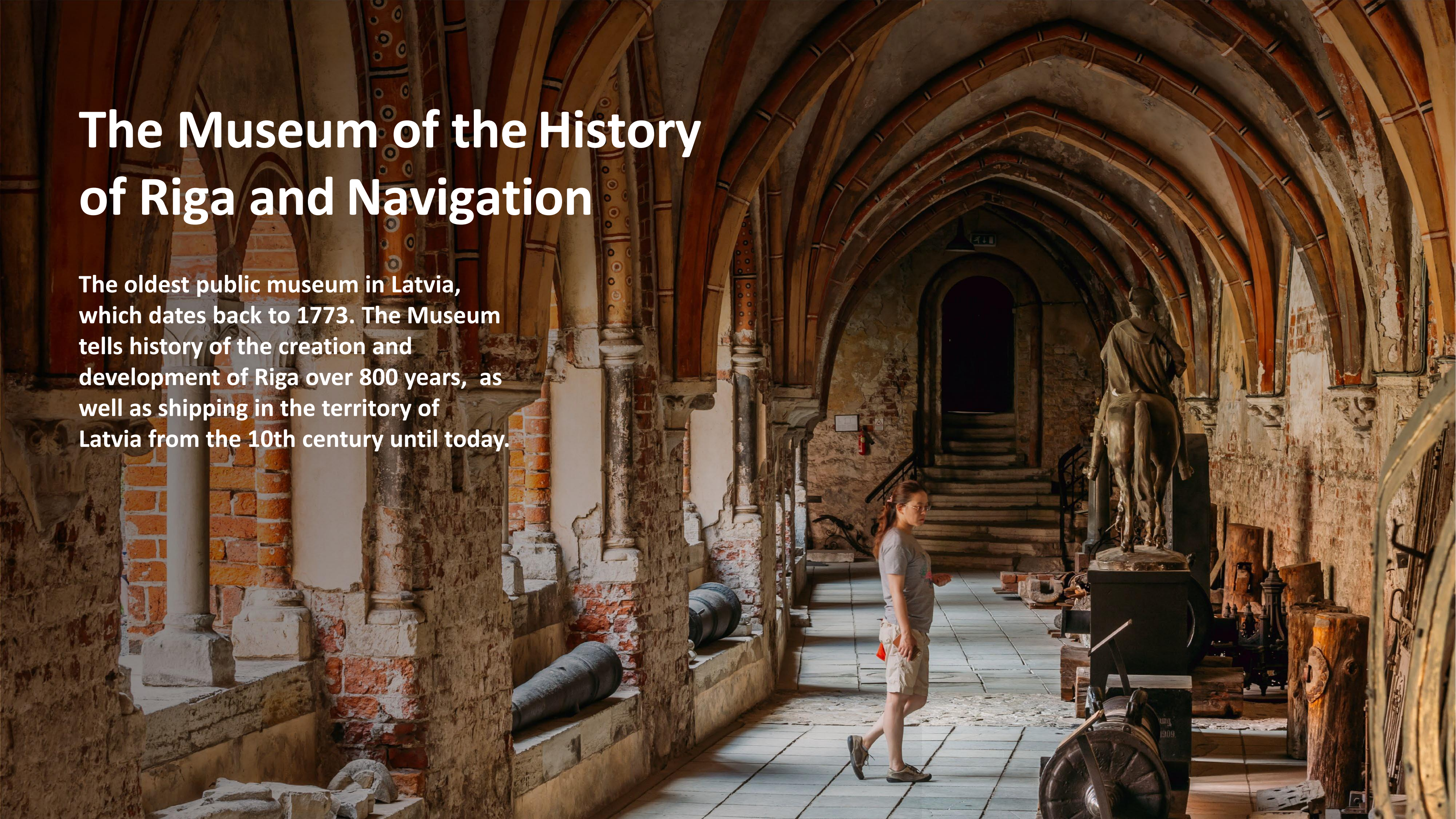
Theatre: 340

Halls: 7



The Museum of the History of Riga and Navigation

The oldest public museum in Latvia, which dates back to 1773. The Museum tells history of the creation and development of Riga over 800 years, as well as shipping in the territory of Latvia from the 10th century until today.



Rundale Palace

One of the finest Baroque architecture style examples in Latvia, based on the project by architect Francesco Bartolomeo Rastrelli.

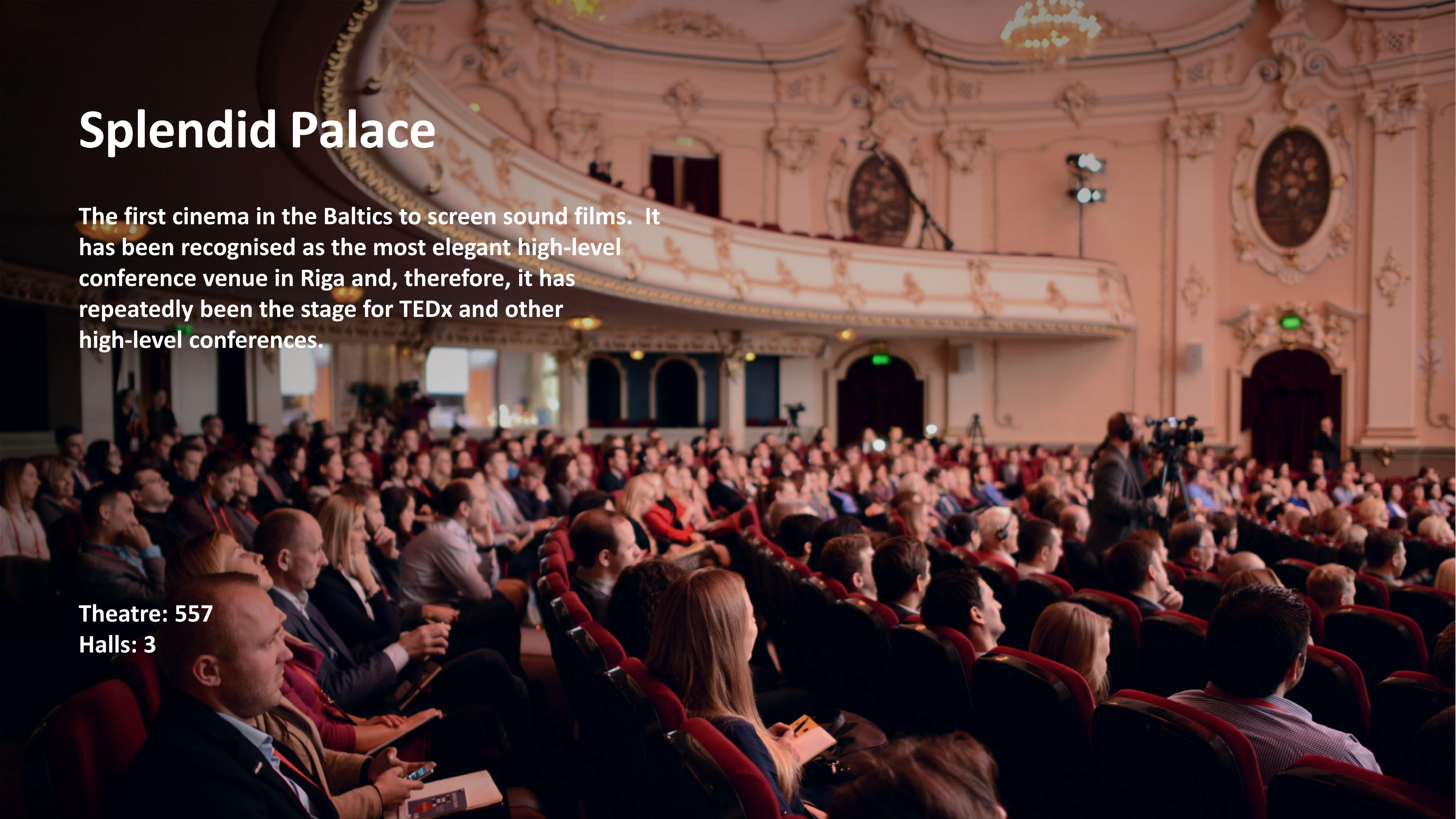


Splendid Palace

The first cinema in the Baltics to screen sound films. It has been recognised as the most elegant high-level conference venue in Riga and, therefore, it has repeatedly been the stage for TEDx and other high-level conferences.

Theatre: 557

Halls: 3

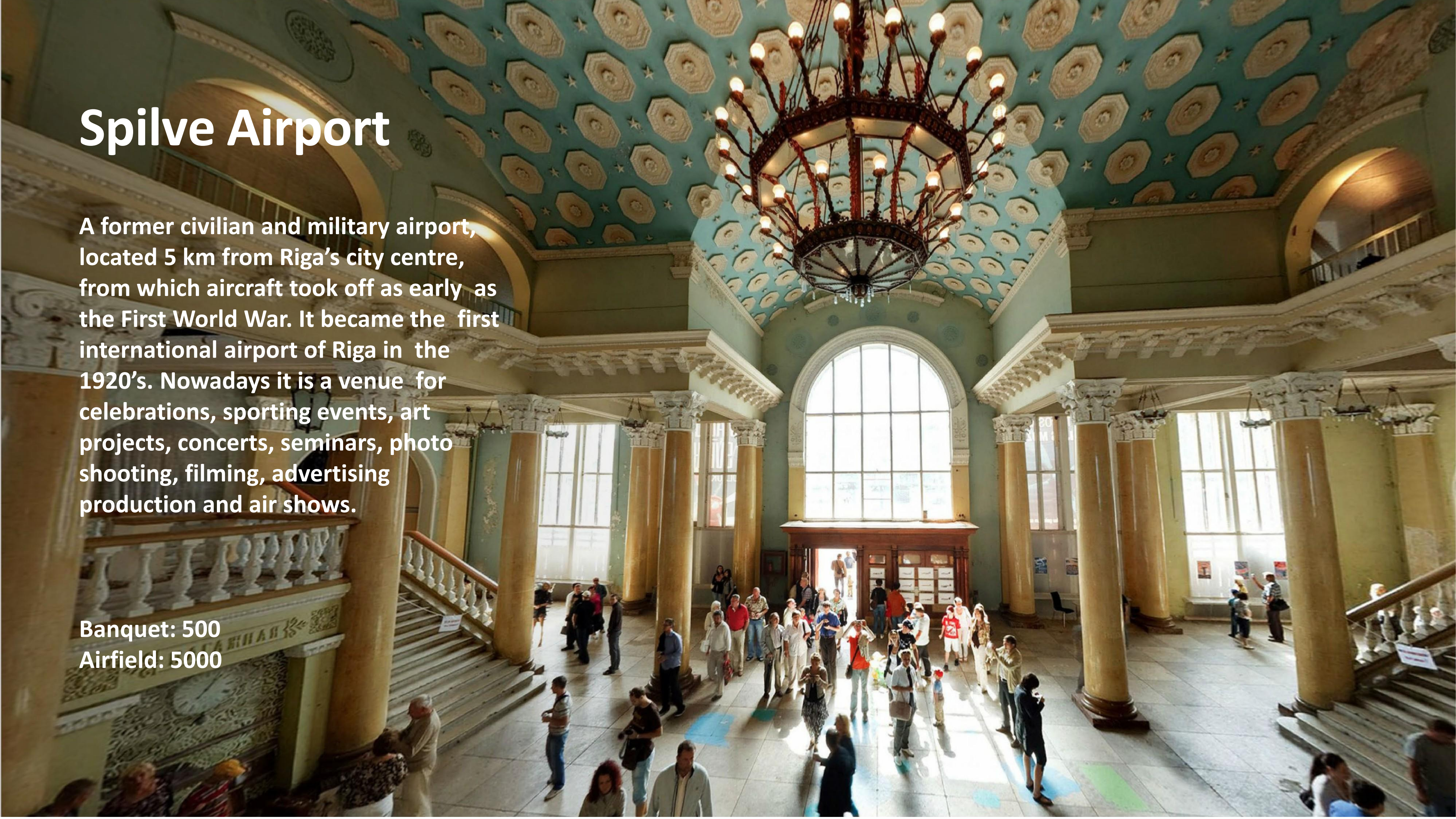


Spilve Airport

A former civilian and military airport, located 5 km from Riga's city centre, from which aircraft took off as early as the First World War. It became the first international airport of Riga in the 1920's. Nowadays it is a venue for celebrations, sporting events, art projects, concerts, seminars, photo shooting, filming, advertising production and air shows.

Banquet: 500

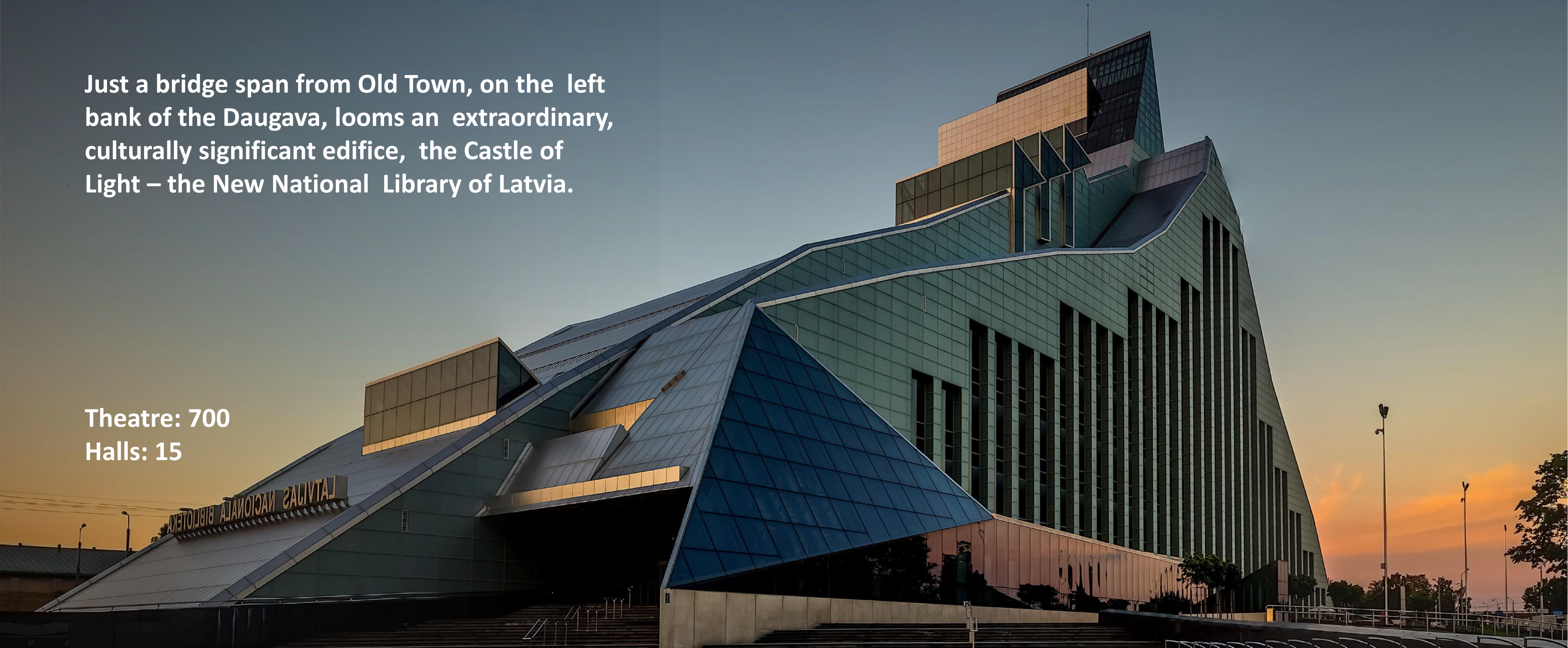
Airfield: 5000



National Library of Latvia

Just a bridge span from Old Town, on the left bank of the Daugava, looms an extraordinary, culturally significant edifice, the Castle of Light – the New National Library of Latvia.

Theatre: 700
Halls: 15



Radisson BLU Latvija Conference & SPA Hotel

Latvia's largest conference hotel, situated between Riga's iconic Old Town and majestic Art Nouveau district, both included in UNESCO World Heritage list.

Theatre: 1100
Halls: 24
Rooms: 571



Hanzas Perons

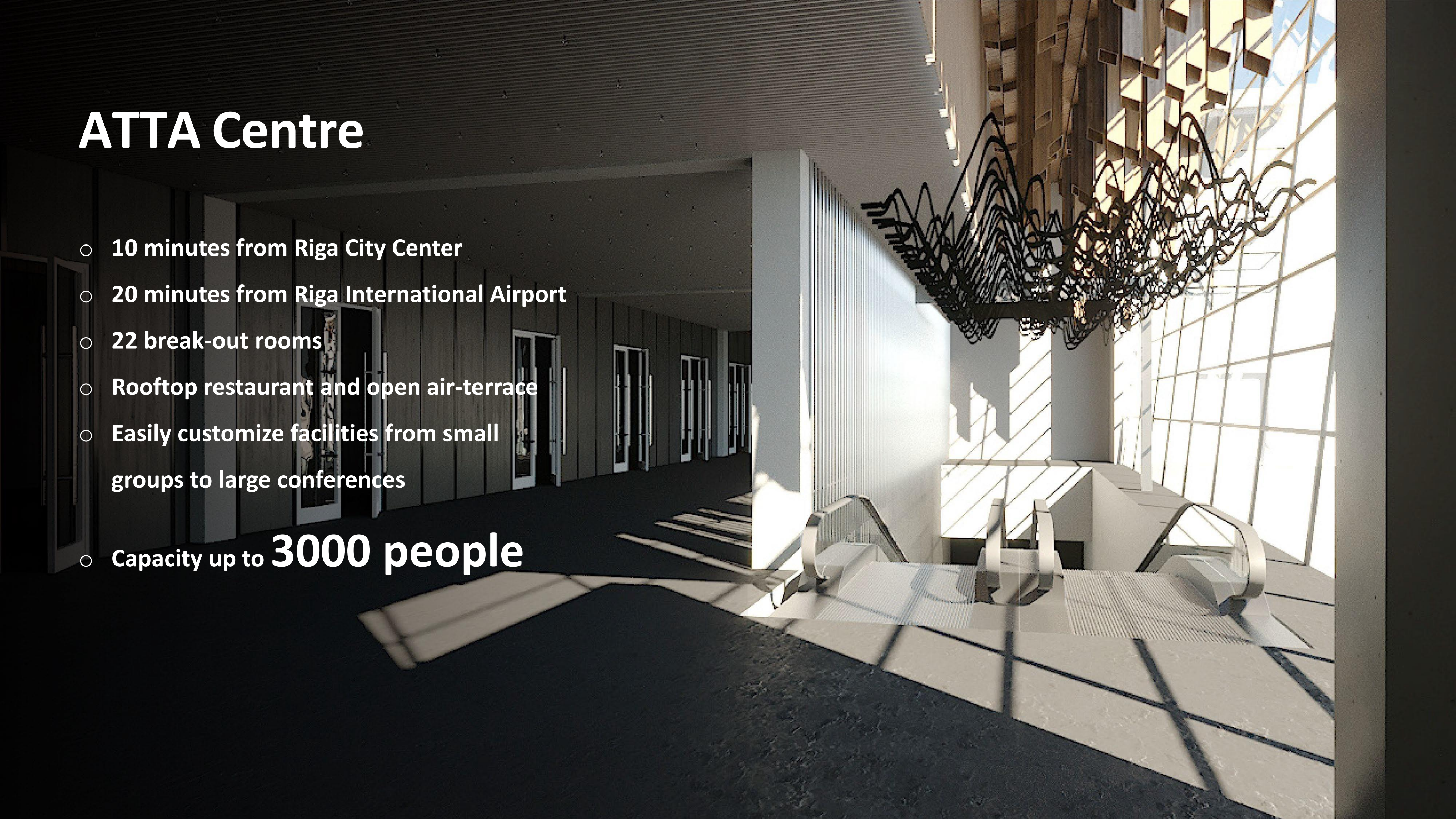
A former Riga cargo railway warehouse has been reborn as a platform for culture, art, music and other events. Combining building's more than 100 years of history with a modern approach it has become an efficient, functional space to organize and hold events.

○ Theatre: 1200



ATTA Centre

- 10 minutes from Riga City Center
- 20 minutes from Riga International Airport
- 22 break-out rooms
- Rooftop restaurant and open air-terrace
- Easily customize facilities from small groups to large conferences
- Capacity up to **3000 people**



Value for money

Hotel prices in Riga compared to other cities

Room rates at centrally located Radisson Blu hotels:



*Prices request made through publicly available radissonblu.com website on 6 February 2020 for a stay in the above mentioned hotels on 11-12 March 2021 and taking the lowest available rate per single room/night, including breakfast and taxes.



Meeting Destinations in Latvia



Jūrmala

- Largest resort city in the Baltics
- 15 km from Riga International airport
- More than 40 hotels with capacity up to 4000 beds
- Biggest hall up to 600 pax indoors
- 2100 pax outdoors
- Unique event venues
 - Historical wooden villas
 - Open-air museum
 - Summer residence of Kristaps Morbergs
- Incentive programs from fish smoking to bog shoeing



Cēsis

- One of the oldest cities in Latvia
- Situated in Gauja National Park
- Largest venue up to 800 pax
- Incentive ideas from **medieval knight activities to vertical wind tunnel & bobsleigh fun run**



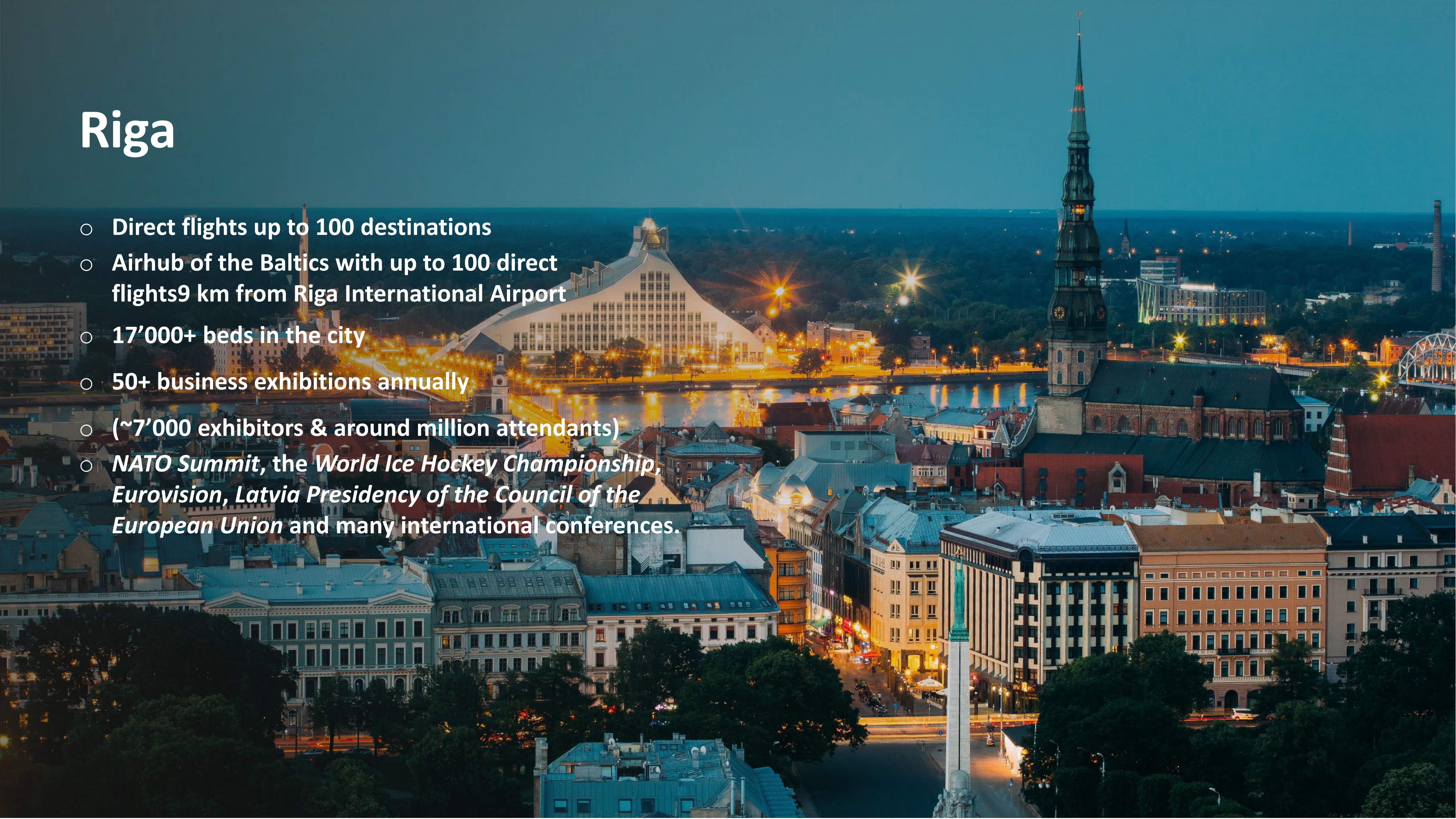
Liepāja

- Historical port city
- Domestic flights from Riga
- The city can accomodate more than 1500 guests
- 19 restaurants
- 35 cafes
- Simultaneous catering for 2600 guests
- Potentional European Capital of Culture 2027



Riga

- Direct flights up to 100 destinations
- Airhub of the Baltics with up to 100 direct flights9 km from Riga International Airport
- 17'000+ beds in the city
- 50+ business exhibitions annually
- (~7'000 exhibitors & around million attendants)
- *NATO Summit, the World Ice Hockey Championship, Eurovision, Latvia Presidency of the Council of the European Union and many international conferences.*



Characters of Riga

- UNESCO listed historic centre
- Medieval Riga Old town
- Around 800 Art Nouveau buildings
- More than 3500 wooden houses



Incentives in the city



airBaltic Training

Fiat 126 City rally &
city coding



Curling Experience

Incentives in the city

Riga Old Town & Art
Nouveau walking tours

Riga Central market tour &
cooking classes

SUP on the Daugava

Incentives are in our history

Medieval balsam
tasting / dinner

Bread making
workshop

Rundale Palace
activities

Incentives are in our history

KAROSTA
Naval Prison

Ligatne Bunker
Once top-secret Soviet bunker

Irbene radio telescope
Ventspils International Radio Astronomy Centre

Incentives are in our nature



Bog walking
10% of Latvia is
covered in bogland

Forest foraging
pick up chanterelles
50% of Latvia is covered in forest



Fish smoking
475 km of white sand beach



Incentives are
in our nature



Off-road

Fatbikes



Golf



Incentives are in our nature



Bungee jumping



Aerodium
Vertical wind tunnel



Zerglis

Incentives are in our nature

The population density of Latvia is
30 per km², what provides plenty of
fresh air

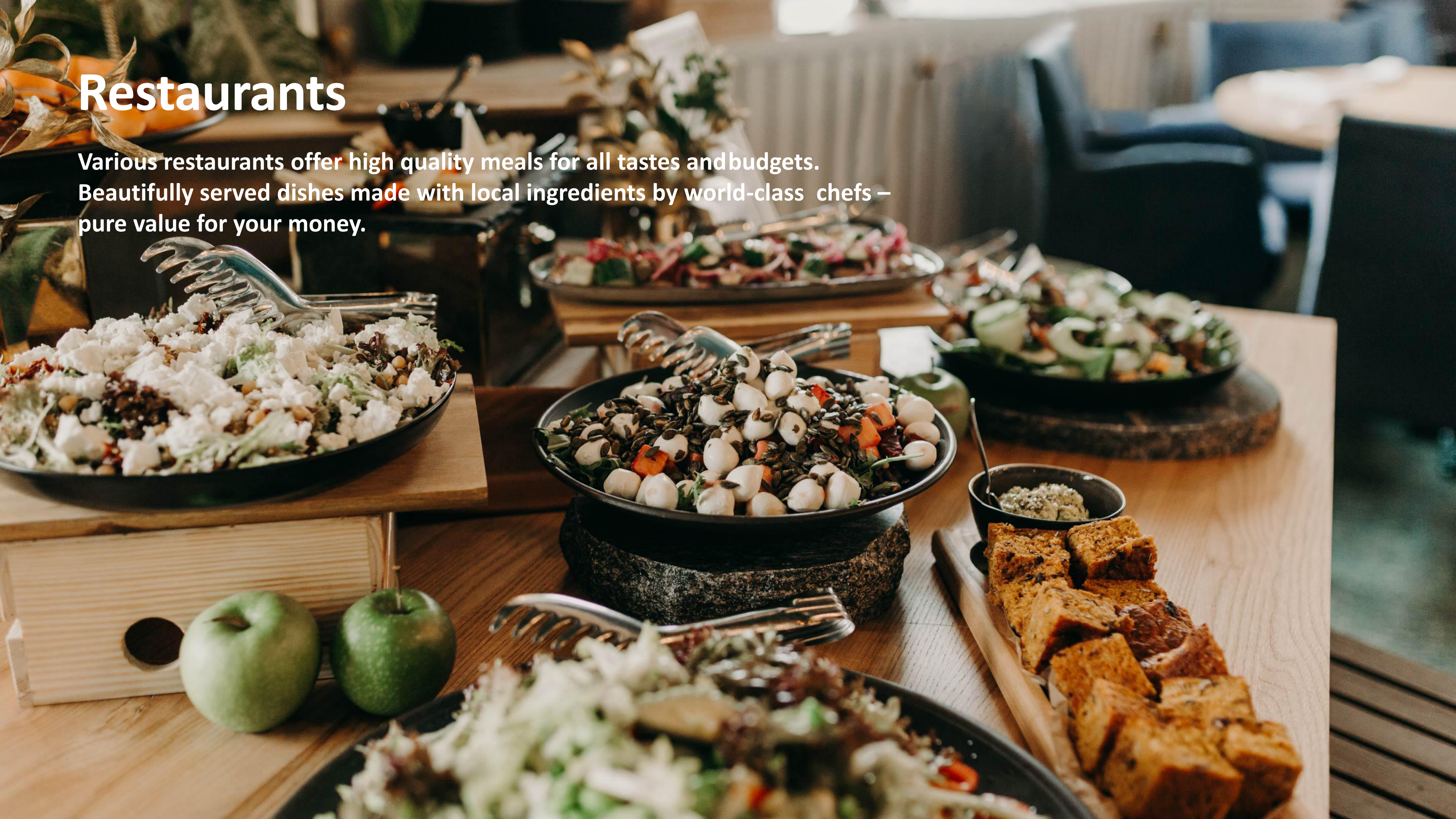
Catering in
the nature

Dinner on the lake

Latvian
bathhouse

Restaurants

Various restaurants offer high quality meals for all tastes and budgets. Beautifully served dishes made with local ingredients by world-class chefs – pure value for your money.



Contacts

Event organizers

Destination Management Companies

Professional conference organizers



3K MANAGEMENT

Phone: +371 27 818065

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Eži Full Service Event Agency

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Con-ex Latvia Tours group

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Contacts

Event organizers

Destination Management Companies

Professional Conference Organizers



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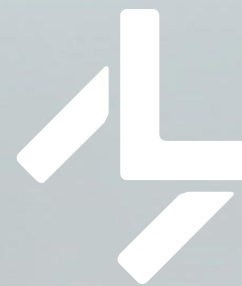
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NATIONAL
DEVELOPMENT
PLAN 2020



EUROPEAN UNION

European Regional
Development Fund

INVESTING IN YOUR FUTURE