

JURMALA - THE BIGGEST SEASIDE RESORT IN THE BALTIC SEA REGION

Basic information



- LOCATION:

- Between gulf of Riga and Lielupe river
- Distance from Riga centre - 25 km
- Distance from airport "Riga" - 15km
- Length of the coastline - 32,8 km



Rīga – 25 km!



Airport – 15 km!



GENERAL FACTS

- Territory: 100 sq.km (*2nd largest city of Latvia*)
- Of which: forests – 36.7 %, water – 11.3 %
- Protected area: 3 493 h
- Population: 55 000 (*5th largest city in Latvia*)
- City rights since 11th of November 1959
- Status of a Healthy city



MEMBERSHIP IN INTERNATIONAL ORGANIZATIONS

- Member of European SPA's Association (ESPA)
- Member of World Health Organization (WHO)
- Member of Union of Baltic Cities (UBC)
- Member of International environment organization (KIMO)
- Member of European Cities Against Drugs organization (ECAD)
- Member of Latvia's Resort association
- Local Governments for Sustainability (ICLEI)
- Movement «Mayors for Peace» against nuclear weapons

Member of:



JURMALA TWIN CITIES



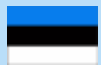
Jakobstadt – Pietarsaari (*Finland*) – since 1962



Cabourg (*France*) – since 1974



Terracina (*Italy*) – since 1985



Pärnu (*Estonia*) – since 1990



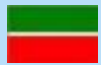
Palanga (*Lithuania*) – since 1990



Eskilstuna (*Sweden*) – since 1991



Gävle (*Sweden*) – since 1993



Kazan (*Tatarstan*) – since 2002



South-Western district of Moscow (*Russia*) – since 2002



St.Petersburg Admiralty region (*Russia*) – since 2002



Anadia (*Portugal*) – since 2004



Chaltubo (*Georgia*) – since 2011





JURMALA RESORT OFFER



- HEALING MUD



- MINERAL WATER



- SEASIDE CLIMAT



- BLUE FLAG BEACHES



Jurmala city beach

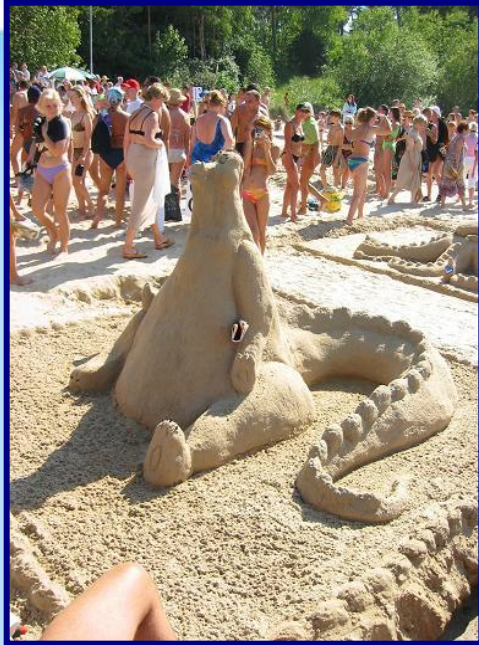




BEACH

- 33 km long Riga bay beach;
- White quartz sand;
- Two blue flag beaches;
- Lifeguard stations;
- Accessible for people in wheelchairs;
- Developed infrastructure.





Activities on the beach





**Jurmala –
health,
recreation
and
harmony**

HEALTH & WELLNESS TOURISM



- 13 resort hotels and 9 beauty centers with Wellness & SPA facilities;
- Up to 400 different kind of SPA treatments;
- Special health packages;



Health and Relaxation procedures in Jurmala Health and SPA centres



ACCOMMODATION



- More than 40 different accommodation places (*rehabilitation centers, resort hotels, hotels, guests houses, motels, camping, hostel*);
- More than 3500 beds;

BUSINESS & INCENTIVE TOURISM



- More than 17 hotels with conference facilities;
- Conferences up to 400 people;
- *After-work* outdoor and indoor activities;

CULTURE LIFE



- Festivals and concerts, traditional events;
- 8 different museums;
- Architectural houses;
- Art gallery “*Inner Light*”;
- Movie theaters;
- Art workshops;
- Jurmala theater;



DZINTARI CONCERT HALL





19th and 20th century wooden architecture



NATURE PARKS AND TERRITORIES



- Ķemeri National Park
- Ragakāpa Nature Park
- Sloka lake sightseeing tower and nature trail
- Bicycle routes



SPORTS ACTIVITIES





- 60% of Latvia's tennis courts;
- Golf course;
- Bowling;
- Horse riding activities;



ON WATER...



Family recreation park «Dzintari Forest park»



LIVU AQUAPARK

More than 40 attractions and
1500 visitors a day!



Planning documents:

- Territorial planning
- Jūrmala city development strategy (2010 – 2030);
- Jūrmala tourism development strategy (2007-2018);
- Jūrmala resort conception;
- Investment projects

Tourism strategy

- Jurmala tourism development vision
- Jurmala tourism development strategic goals
- Basic documents
- Tasks
- Programme for resort development 2007.-2011.
- Programme for tourism marketing 2007.-2011.
- Programme for tourism infrastructure development 2007.-2011
- Programme for encouraging hospitality and tourism education 2007.-2011
- SWOT
- Analysis of the existing situation

Vision

- Jurmala is international resort
- Nature and historical heritage resources are preserved and sustainably developed
- Jurmala has sustainably developed health, business, cultural and active tourism products with high additional value

Strategic goals

- Tourist number increase
- Tourist number increase round the year
- Increase of the length of stay
- Increase of tourists spent money in Jurmala

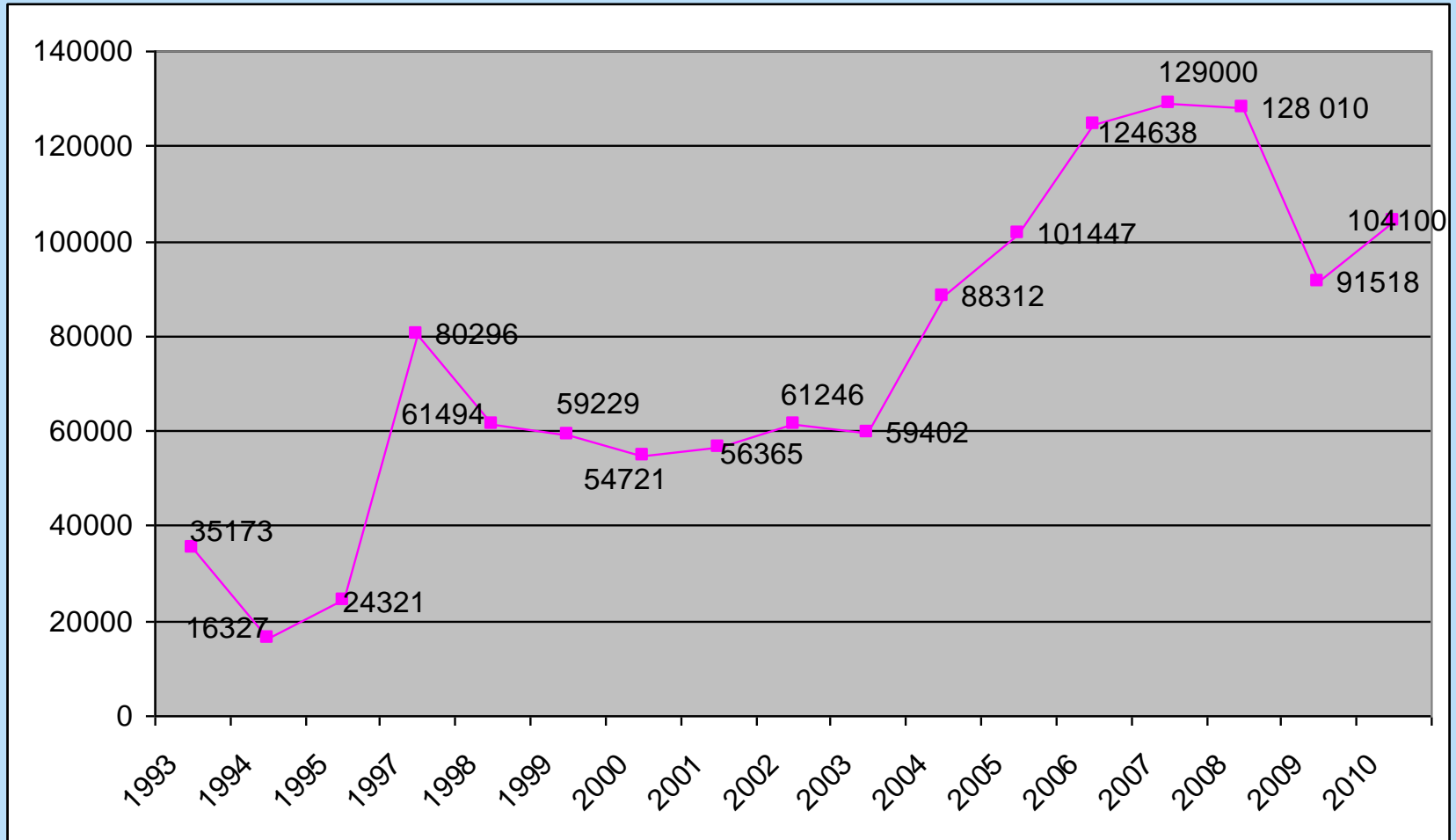
Objectives

- Development of Jurmala as a resort city
- Sustainable use of nature resources
- Creating of city's image in Western Europe and it's promotion in the Baltics and Eastern Europe
- Information about tourism objects and activities
- Creating, improving and promotion of tourism infrastructure
- Development of public transport

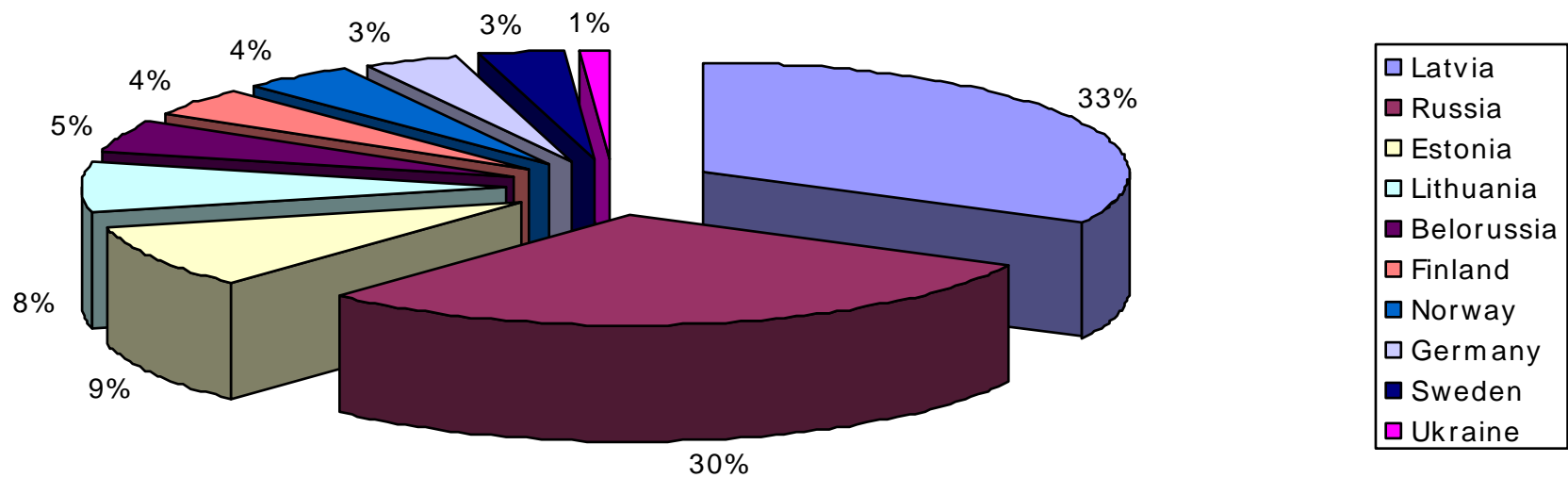
Objectives

- Encouraging hospitality
- Encouraging active tourism development
- Development of health tourism
- Development of cultural tourism
- Business tourism
- Tourism statistics
- Attracting EU grants

Tourist statistics in Jurmala



Tourists geography



Marketing activities



Tourism & Health fairs and exhibitions

Jūrmala Stand:

*Norway, Israel,
Russia, Belorussia,
Sweden, Finland,
Lithuania, Estonia,
Latvia*

In cooperation with

Latvia & Riga:

*Germany, Sweden,
Finland, Spain*

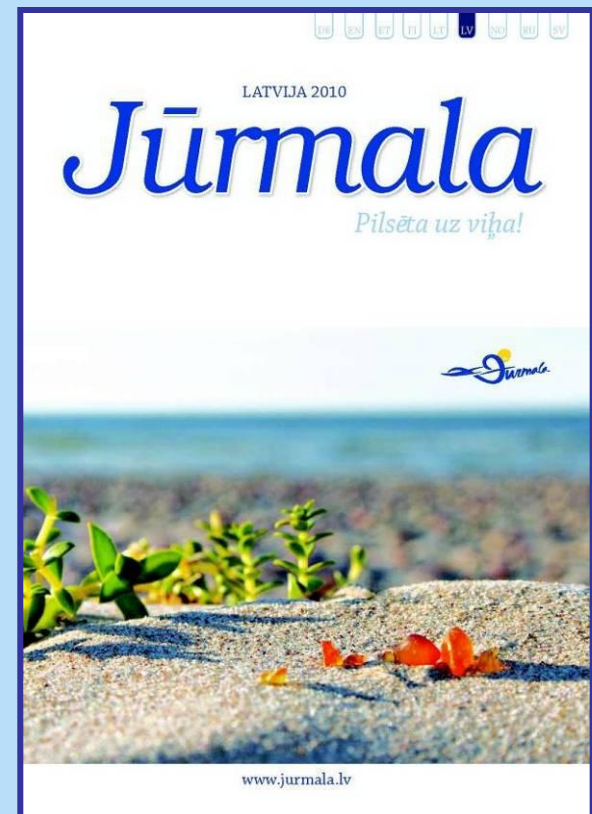
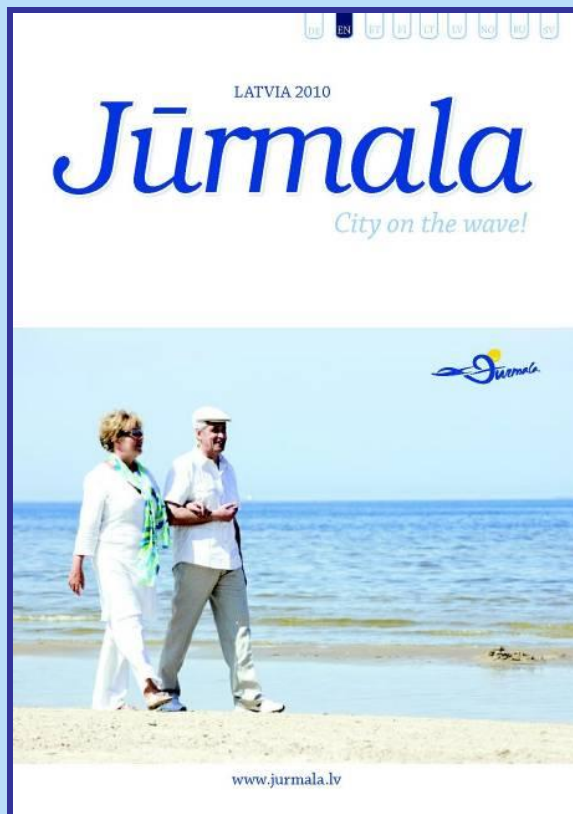


Tourism workshops



Free information brochures

- Jurmala image brochure 9 languages;
- Maps;
- Event calendars
- Media cards
- Information in other medias



Distribution of information

- Jurmala tourism objects;
- Tourism information centres in Latvia;
- Railway stations in Riga and Jurmala
- Fairs and exhibitions
- Tourism companies
- Diplomatic representatives of Latvia abroad

PRESS & FAM TRIPS

- **Tourism agencies**
- **Media-TV**
- **Media-printed**



Jurmala home page in 9 languages

ГДЕ
ОСТАНОВИТЬСЯ

ДЛЯ
ГУРМАНОВ

ЧТО ДЕЛАТЬ

КУРОРТНОЕ
ЛЕЧЕНИЕ

СОБЫТИЯ

НОВОСТИ

ОСОБЫЕ
ПРЕДЛОЖЕНИЯ

- [О Юрмале](#)
- [Как приехать в Юрмалу](#)
- [Конференции и семинары](#)
- [Отдых для семьи с детьми](#)
- [Отдых на природе](#)
- [Детские лагеря](#)
- [Контакты](#)

Lv | En | Ru

Искать

2011.11.16

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ПРОГНОЗ ПОГОДЫ

16. 11.	17. 11.	18. 11.
5 °C	5,5 °C	4,5 °C
Ю/ЮЗ	З/ЮЗ	ЮЗ Ветер
Ветер 2,8 m/c	Ветер 5,3 m/c	2,8 m/c

КАРТА

поиск по адресу

КАЛЕНДАРЬ СОБЫТИЙ

на 2 недели вперед

« Ноябрь 2011 »						
П	С	Ч	П	С	В	
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Бронирование

Прибытие:

Количество ночей:

поиск

i Туринформация

Lienes iela 5, Majori,
 Jurmala, LV-2015
 Phone: +371 67147900
 Fax: +371 67147901
 info@jurmala.lv
 www.jurmala.lv
 Skype: jurmala_tic

ТОП событие

НОВОГОДНИЕ ГУЛЯНИЯ В ЛАТЫШСКИХ ТРАДИЦИЯХ

[Более](#)

**18 ноября - 93-я годовщина
Провозглашения
независимости Латвийской
Республики**

[Читать далее](#)

11. 11.

Jurmala

11. 11.

Jurmala

Предстоящие события

16.11.2011
 Время: 19.00
 Место: Спортивный зал „Taurenitis”, Kļavu iela 29/31
Игра 1-ой лиги по баскетболу между мужчинами „Jurmala/Fēnikss” - „Valmiera”

18.11.2011
 Место: Юрмала
**93-я годовщина провозглашения
Независимости Латвии**

19.11.2011
 Время: 19.00
 Место: Спортивный зал „Pīlādžitis” в Спуньциемсе
Латвийский чемпионат высшей лиги по флорболу FK „Jurmala”- „Kurši”

[Более](#)

Фото

Panadol MTB 2011

[Более](#)

**Национальный
реабилитационный центр
«Вайвари» открыл комплекс
гидротерапии**

**“TV Palace Hotel & SPA”
приглашает Вас принять
участие в профессиональном
тренинге**

www.tourism.jurmala.lv

Internet promotion

- Social networks
- Newsletter emailing
- Data actualization in GPS system



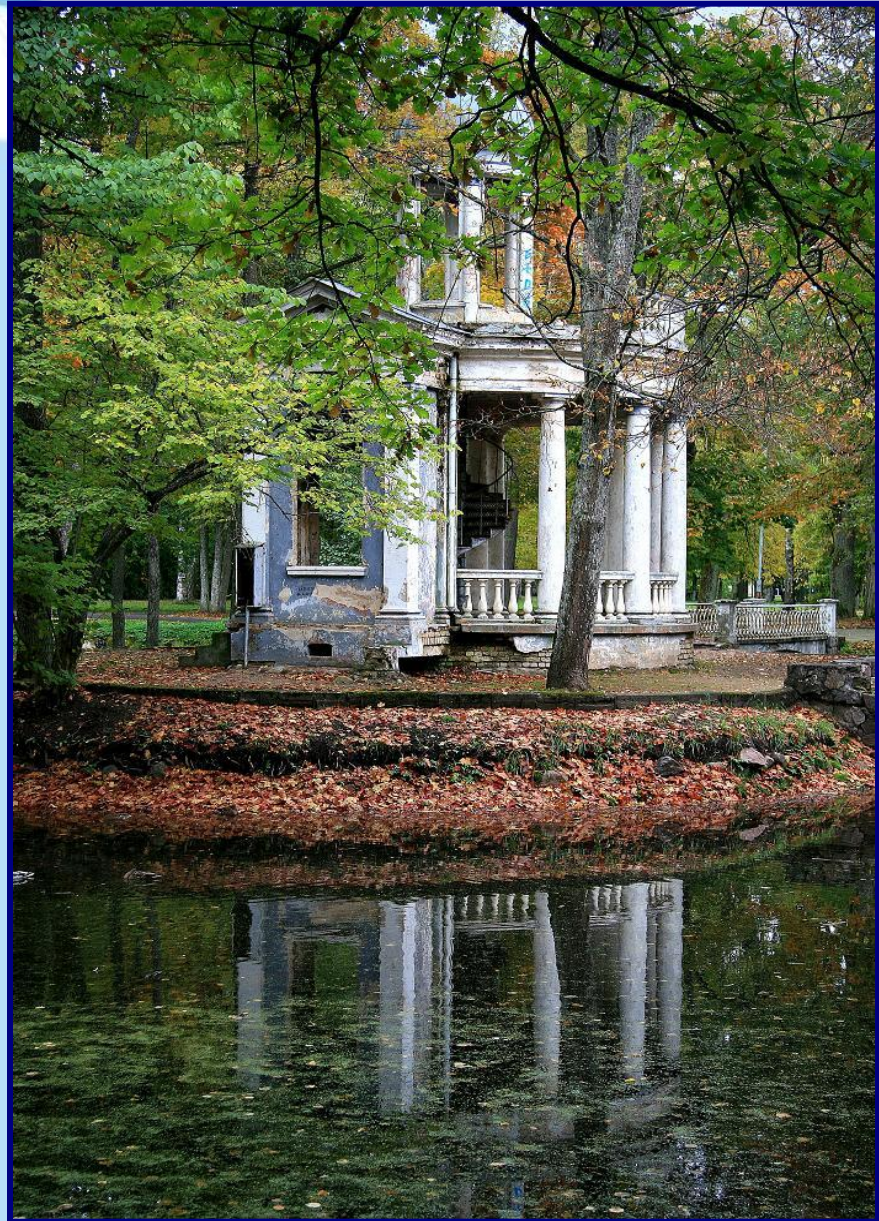
The screenshot shows a Facebook page for 'Jurmala, City on the wave'. The page header includes the Facebook logo, a login form with fields for 'Email' and 'Password', and a 'Log In' button. Below the header is a navigation bar with a 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.' The main content area features a cover photo of a sunset over the sea with a red boat. The page name 'Jurmala, City on the wave' is displayed with a 'Like' button. The page is categorized as 'Community'. A sidebar on the left contains navigation links for 'Wall', 'Info', 'Photos', and 'Videos', along with 'About' information (www.tourism.jurmala.lv), '372 like this', and '37 talking about this'. The main feed shows a post from 'Jurmala, City on the wave' with a photo of a beach and the text 'Visi Ziemassvētku pasākumi Jūrmalā vienkopus :)'. The post has a 'Like' button and a comment from 'Linda Brikovska, Anu Takter, Jānis Zalgauckis and 2 others like this.' Another post from 'Jurmala, City on the wave' is visible below, with the text 'Pastāsti, kurš ir Tavš gada cilvēks Jūrmalā?' and a photo of a beach. The page also includes a 'Create a Page' button in the top right corner and a 'Sign Up' button in a sidebar on the right.

Tourism legislation development in Latvia

- Tourism law developing for protecting and developing resort zones

PROJECTS AND PLANS FOR FUTURE

Reconstruction of Kemeri Resort park



Multi functional sport complex Sloka



New bicycle routes in the Jurmala



Reconstruction of Melluži open air stage



Reconstruction of Dzintari concert hall



Reconstruction of Dzintari concert hall

www.dzk.lv

- Historical architecture + modern solution
- Additional artists rooms, rehearsal hall, technical premises
- Small hall (historical) with transformable floor and capacity for 460 people
- Multi-functionality



Renovation works of House of Aspazija



New lifeguard stations and blue flag beaches



Lielupe tennis centre

- 8 outdoor courts + 5 indoor courts
- Reconstruction of halls and playgrounds + new hall - 3700m²
- Hostel for Latvian Tennis Academy - 900m²
- VIP terrace - 64 m²
- Parking for 70 cars - 2100 m²
- Renovation of 7 courts - 4680 m²

www.tenisslielupe.lv



DUNE PROJECT

Город в городе

Апартаменты класса люкс

Уникальные возможности
отдыха и занятия спортом

Инновации, отличающаяся от
других, увлекательная среда



Jūrmala Tourism Information centre



Jūrmala Tourism Information point



At the entrance of
Jurmala from Riga
city -





WELCOME TO JURMALA!