

LATVIA.TRAVEL

The MICHELIN Guide arrives in Latvia

The first Latvian restaurant selection of the MICHELIN Guide will be unveiled during a special event in Riga on 21 November, 2023.

Michelin is pleased to announce that Latvia will be joining the MICHELIN Guide family as its latest gourmet destination. The MICHELIN Guide Inspectors have explored Latvia, they have travelled from capital, Riga, with its UNESCO protected Old Town to charming countryside villages in the pursuit of discovering the best restaurants the country has to offer.

[Learn more](#)





Lonely Planet honors Baltic Trails!

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

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](#)

Travel guide to Latvia

The Latvia Travel Team is excited to announce the release of our comprehensive Travel Guide to Latvia.

This guide offers in-depth insights into Latvia's rich history, vibrant traditions, robust transport connections, diverse culture, delectable cuisine, holistic wellbeing options, and detailed coverage of its captivating cities and regions. Whether you're a seasoned traveler or a first-time visitor, our guide will ensure you have a memorable and insightful journey through Latvia.

[Learn more](#)



Winter in Latvia is a season of enchantment and wonder. As the temperatures drop, the landscape undergoes a breathtaking transformation. Blankets of snow cover the countryside, turning it into a winter wonderland. The trees, once adorned with vibrant autumn foliage, now glisten with a delicate layer of frost, creating a picturesque scene straight out of a fairy tale.

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.



Winter Wonderland in Latvia

The magic of winter extends beyond the scenery, as the air becomes crisp and invigorating. People gather around crackling fires, sipping on warm beverages and savoring hearty, traditional Latvian dishes. The cozy atmosphere of homes and cafes is a comforting contrast to the cold outdoors.

This is the best time to visit **museums in Riga** or any other **region in Latvia**.

For those seeking a more tranquil experience, a stroll through a snow-covered park or a visit to one of the charming Christmas markets is sure to enchant.



Riga Christmas Market

Experience the Wonderland of **Riga Christmas Market**, where the heart of Latvia's capital city transforms into a festive fairy tale from 3 December to 1 January, captivating visitors with twinkling lights, savory treats, delightful handicrafts, and a warm, joyous atmosphere that embodies the true spirit of the holiday season.



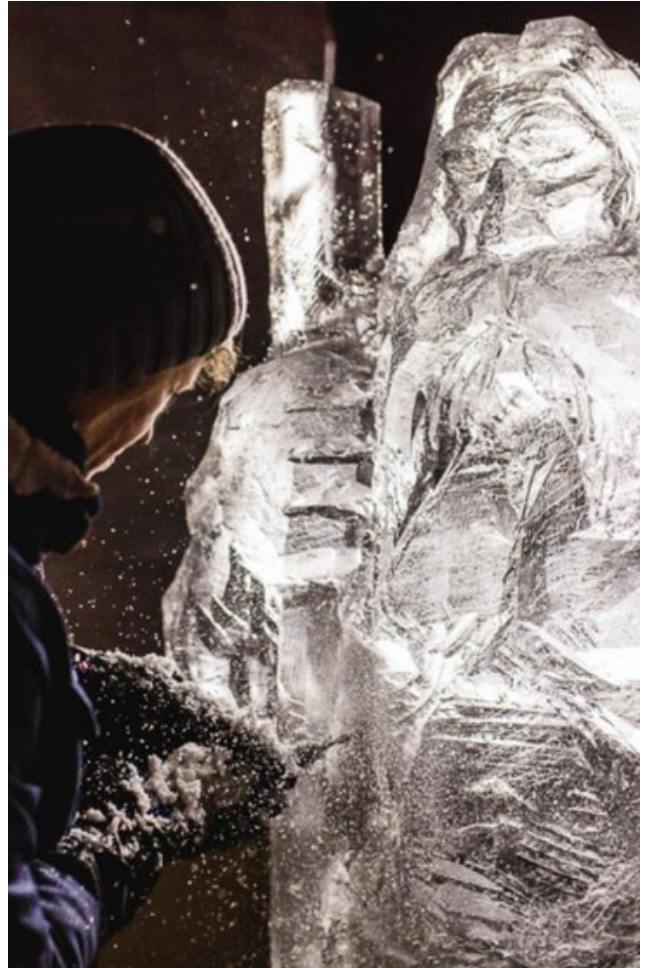
Winter Season at the Latvian National Opera

Indulge in the captivating world of opera and ballet during Latvia's Winter Season at the **Latvian National Opera**, where from classical masterpieces to contemporary productions, a mesmerizing repertoire awaits, enchanting audiences with spellbinding performances.

Celebrate the Winter Solstice like Latvian ancestors and observe the old Christmas traditions by going to the block pulling event at the **Open-Air Museum**.

The International Ice Sculpture Festival

in Jelgava City is set to surprise visitors from 2 February to 4 February, 2024. This extraordinary festival showcases the incredible artistry of ice sculptors from around the world, creating breathtaking frozen masterpieces that are a sight to behold. Don't miss the chance to witness the magic of ice in Jelgava!



Balttour 2023 is a highly anticipated international travel trade fair scheduled to be held from 2 February to 4 February. This event offers a unique platform for travel enthusiasts and professionals to explore a wide range of travel opportunities and destinations, making it a must-visit for anyone looking to plan their next adventure.



Winter in Latvia also brings with it a sense of **adventure and outdoor activities**. Ice skating on frozen lakes and rivers, cross-country skiing through snowy forests, and the thrill of **sledding down steep hills** are popular pastimes.

In addition to winter sports and outdoor adventures, you can **experience Latvia like a local** by indulging in the country's cherished **sauna rituals**. Latvian sauna traditions are a deeply rooted cultural practice that involves a series of therapeutic procedures. These rituals typically begin with a session in the sauna, where you'll enjoy the intense heat and steam. Afterward, you can opt for a traditional "pirtis" or sauna whisk, which is a bundle of aromatic birch branches used for gentle exfoliation, boosting circulation, and relaxation. The experience is often followed by a refreshing plunge into cold water or rolling in the snow, adding an invigorating touch to the rejuvenating process. It's a perfect way to unwind, detoxify, and connect with Latvian traditions during the winter season.



As the days grow shorter and the nights longer, the dark skies are often illuminated by the gentle glow of the Northern Lights, adding a touch of magic to the Latvian winter. This is a season that invites you to embrace the beauty, the traditions, and the sense of wonder that Latvia offers, making it a perfect time to create cherished memories with loved ones and to truly appreciate the natural and cultural treasures of this beautiful country.

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.

Get ready for the ultimate endurance challenge as the 2024 **Rimi Riga Marathon** is scheduled to take place from 18 to 19 May, 2024 in the heart of Latvia's capital. Athletes and running enthusiasts will converge to test their mettle on the streets of Riga, making it a must-attend event for marathon aficionados.



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

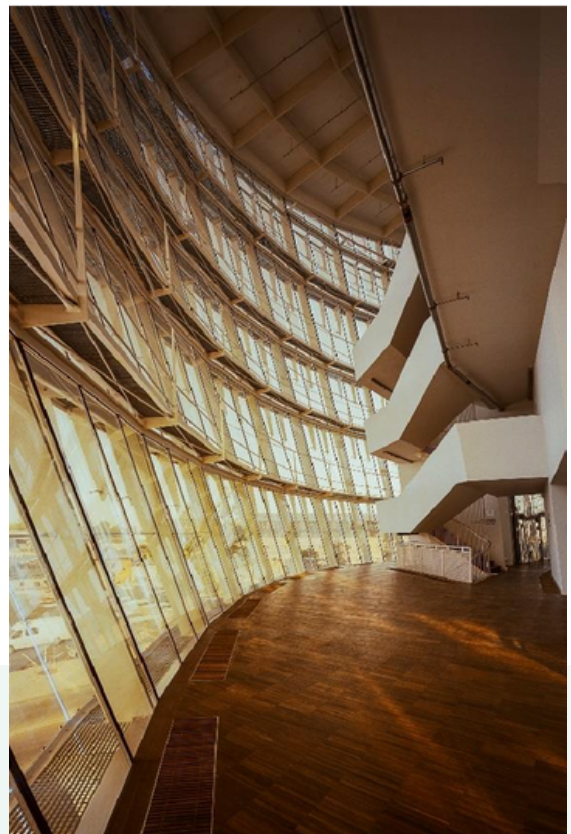
Get to know **MEET LATVIA** - we offer free, impartial advice to anyone planning MICE events in Latvia or considering Latvia as a host destination. Whether you're at the start of the organizing journey or further down the road, we can support you with recommendations and contacts, or act as a sounding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



© All rights reserved
Investment and Development Agency of Latvia

Pērses iela 2, Rīga, LV-1442

[Unsubscribe](#)

LATVIA.TRAVEL