





JURMALA IN LATVIA



2nd largest city in
Latvia by area



15km from an
airport



25km from the
Capital – Riga
center



25km to ports



Largest resort
city in Baltics



JURMALA
15km



RIGA
13km



JURMALA



24km long white
sand beach



33% of territory
is forest



Wooden Art
Nouveau
elegance



240k annual
visitors



Economics –
tourism,
wellbeing and
real estate



STRATEGIC DIRECTIONS 2010-2030

Internationally
recognizable
contemporary wellness
resort and most popular
tourist destination in Baltic
sea region

Networking and meeting
place of East and West in
the Baltic sea region

Quality of life, a place for
holidays, and a center for
cultural and sport events

JURMALA

Development areas
2014-2020

Coast

Historical –
cultural heritage

River Lielupe

Ķemeri



Development of Public Space

#resort #place for meeting #quality of life



Reconstruction of
Kemerī Park

Investment
13,49M EUR
(EU 5,78M EUR)
2014-2020



Development of
Nature Education
Center

Investment
13M EUR
(EU 6M EUR)
2014-2021



Kauguri Park and
Youth Center

Investment
5,69M EUR
(EU 0,96M EUR)
2014-2021



Reinforcement of
River Bank Lielupe

Investment
4,15M EUR
(EU 3,8M EUR)
2017-2021

Development of street and roads infrastructure

#resort #quality of life



Development of
road
infrastructure in
Kemer

Investment
2,77M EUR
(EU 1,22M EUR)
2014-2020



Development in
road infrastructure

Investment
6,01M EUR
2020

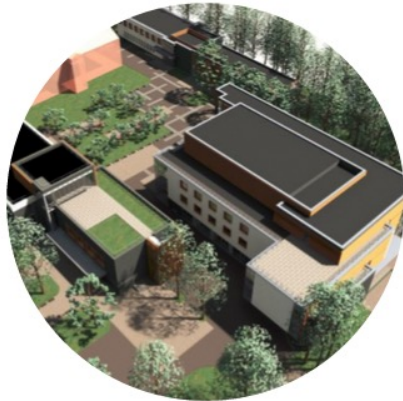


Development of
cycle path

Investment
1,53M EUR
2020

Development of Culture Objects

resort # place for meeting # quality of life



Culture Center
Dubulti

Investment
6M EUR

2018



Reconstruction of
open air stage
Melluzi

Investment
2,25M EUR
(EU 1,38 milj. EUR)
2016-2019



Development of
Dzintari Concert
Hall

Investment
7,37M EUR
2018-2020
Planned investment
13M EUR
2025



Reconstruction of
Kemeru water
tower

Investment
0,96M EUR
(EU 0,62M EUR)
2017-2020

Development of Education Infrastructure

#quality of life



**Jaundubult
i**

Investment
1,41M EUR
(EU 0,69M EUR)
2016-2018



Kauguri

Investment
2,24M EUR
(EU 0,72M EUR)
2016-2019



Sport school

Investment
2,60M EUR
(EU 0,47M EUR)
2016-2019



Kemeri

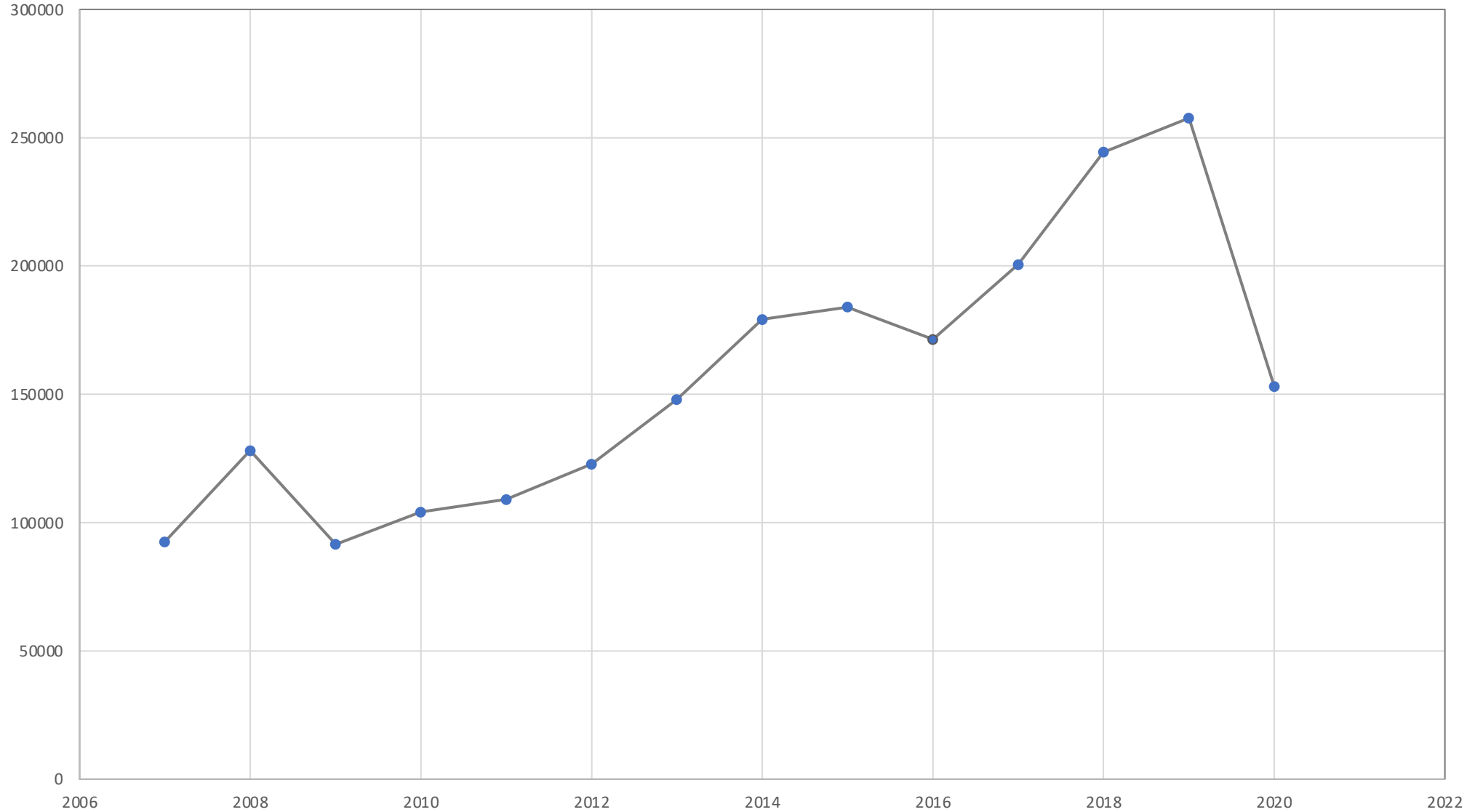
Investment
0,86M EUR
(EU 0,15M EUR)
2016-2020



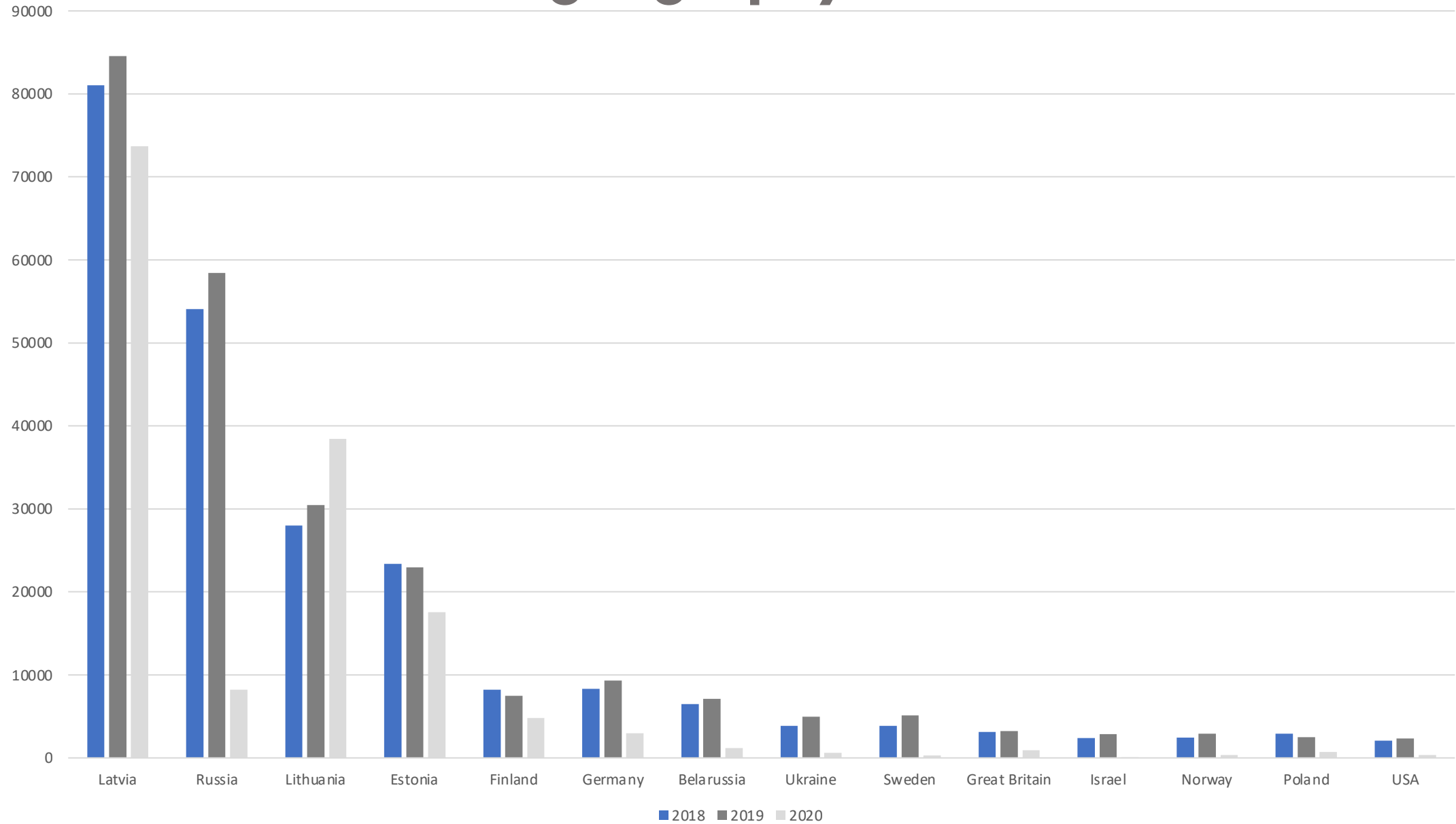
**State
Gymnasium
of Jūrmala**

Investment
6,53M EUR
(EU 5,55M EUR)
2017-2020

Tourism statistics 2009–2020



Tourism geography 2018-2020



JURMALA



40 Hotels
11 Resort hotels

4000 beds



5 Rehabilitation
centres

2 clinics



41 restaurants



REHABILITATION

**National rehabilitation
centre Vaivari**

**Resort rehabilitation
centre Jaunķemeri**

**Rehabilitation
centre SIVA**

Medical rehabilitation programs:

- combined with balneal and peloid therapy
- technologies of medical rehabilitations





Jūrmala Hospital

multi-profile and emergency care



Health care services to patients from Latvia and foreign patients

Medical tourism products:

- Plastic surgery
- Bariatric surgery
- Health check-up

AmberLife Cancer Clinic

Integrative cancer management options





ACTIVE AND NATURE



Bog shoeing
(Kemerli national park)



Walks on the sea
(raft, yacht, sups, windsurfing)



Seaside/coastline
Bike tours



Golf experience



Swimming pools

HOTELS

NUMBER OF ROOMS 150<

Baltic Beach Hotel & SPA ➡
★ ★ ★ ★ ★

Lielupe by Semarah Hotels
★ ★ ★ ★

Hotel Jurmala SPA
★ ★ ★ ★

SPA and recreation

- Recovery programs
- Anti-stress programs
- Slimness programs





RESORT INFRASTRUCTURE

← Melluži open-air stage

Jūrmala open-air museum

Dzintari concert hall



Wooden pathes on/to the beach

Showers and foot showers

Beach for disabled persons



ART AND CULTURE



Wood architecture
excursion



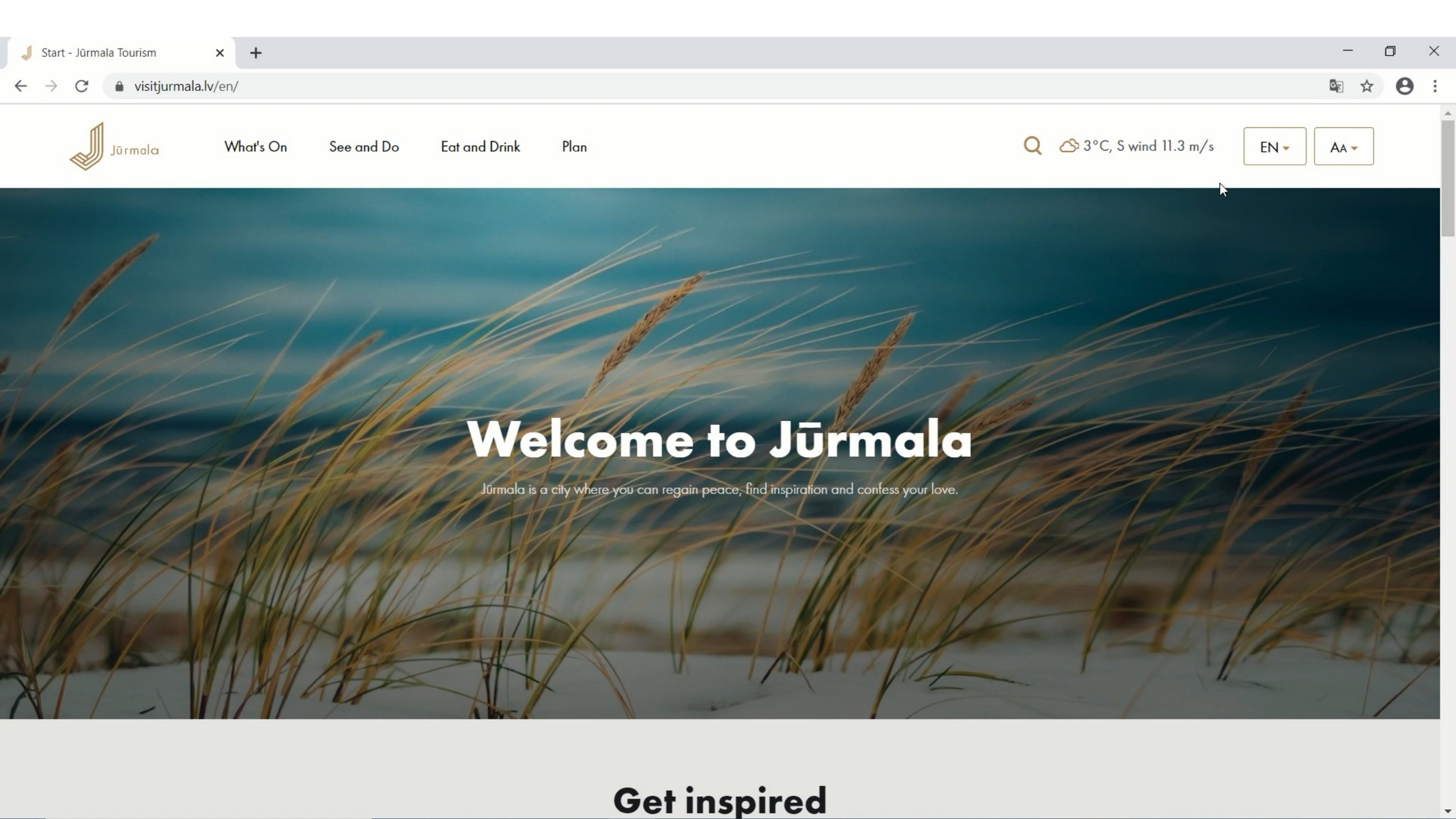
City orientation



Music concerts



Cinema



Welcome to Jūrmala

Jūrmala is a city where you can regain peace, find inspiration and confess your love.

Get inspired



Jūrmala

Tourism and Business development division
Development department
Jūrmala city council

turisms@jurmala.lv

