



MAGNETIC
LATVIA

Health Tourism in Latvia – export services & promotion

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INNOVASPA VIRTUAL STUDY VISIT TO LATVIA, 28.04.2021

About LIAA

INVESTMENTS
EXPORT
TOURISM
INNOVATION



STRONG INTERNATIONAL PRESENCE



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Tourism Marketing Strategy 2018-2023



The goals of the **Tourism Marketing Strategy 2018-2023** are to achieve a unified approach towards communicating Latvia as a tourism destination, as well as to strengthen our competitiveness.

The strategy is based on the Latvian Tourism Development Guidelines and in consideration of the latest market trends, research and stakeholder interviews.

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What we have
to achieve?

Goals

Key performance
indicators as per the
Latvian Tourism
Development Guidelines:

An increase in the
**number of foreign
overnight visitors**

**An increase in the
average spend** by
foreign tourists

**An increase in
hotel occupancy
rates** outside the
active leisure travel
season

Priority tourism products



CULTURE



NATURE



HEALTH



BUSINESS

Health Tourism

HEALTH CARE
EXPORT
DEVELOPMENT
PLAN 2019-2023



ANNUAL HEALTH
CARE MARKETING
PLAN (LIAA)



LATVIAN HEALTH
TOURISM
CLUSTER

WWW.HEALTHTRAVELLATVIA.LV



Target markets

HEALTH TOURISM TARGET MARKETS 2021

- RUSSIA
- LITHUANIA
- ESTONIA
- SWEDEN
- NORWAY
- UNITED KINGDOM
- IRELAND
- ISRAEL
- UKRAINE
- USA



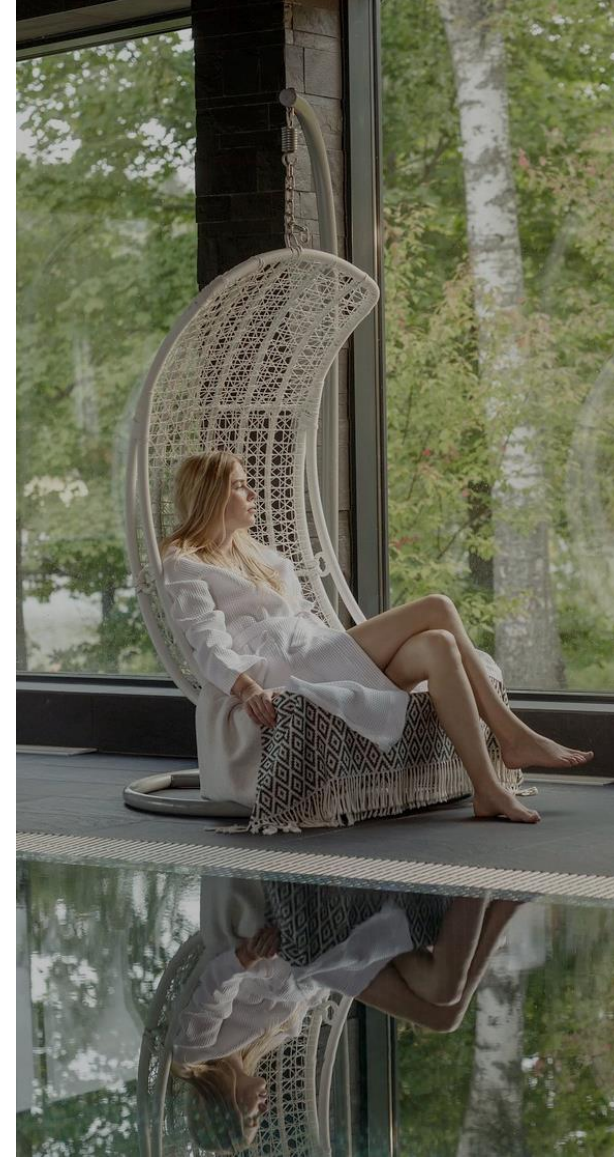
Health Tourism Export Services



**MEDICAL
TREATMENTS**



REHABILITATION



**SPA &
WELLNESS**



TRADITIONS

Health Tourism

MEDICAL TREATMENTS

Diagnostics, dentistry, bariatric surgery, ophthalmology, oncology, orthopedy, infertility treatment, reconstructive and plastic surgery, phlebology, dermatology

Health Tourism

REHABILITATION

Medical rehabilitation, physiotherapy, health-resort treatments, incl. natural healing resources



A close-up photograph of a woman with blonde hair tied in a ponytail, lying on her side. She has a thick, dark, textured mud mask applied to her back and shoulder. Her eyes are closed, and her expression is relaxed. The background is a plain, light-colored wall.

**Health
Tourism**

SPA & WELLNESS

SPA programs, detox, beauty care

A rustic wooden wall made of dark, weathered planks. A thin white string is stretched across the wall, and six bundles of dried herbs are hanging from it. From left to right: a bundle of green leafy herbs, a bundle of white daisies with yellow centers, a bundle of purple flowers, a bundle of green leaves, a bundle of green leaves, and a bundle of green leaves. The herbs are tied with thin white string.

Health Tourism

TRADITIONS

Latvian folk traditions for maintaining health,
traditional sauna, herbs, natural resources,
activities in nature

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Health Tourism Promotion



Media trips, influencer collaborations, FAM tours



**Dissemination of information,
promotional materials**



Digital Marketing & Social Media Campaigns



**Research activities, participation in health
travel exhibitions & conferences**



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www.latvia.travel
www.healthtravellatvia.lv