1. Jūrmala attracts visitors with its pleasant climate, old wooden architecture, historical charm and wealth of natural resources – ionized, sea- and phytoncide-enriched pine forest air, quartz sand beaches, mineral waters and therapeutic mud.
2. Ayurveda, one of the most ancient and frequently practiced lifestyle teaching systems, sees the human body as a unified whole, in which all processes should take place naturally and freely.
3. You can enjoy the benefits of juice therapy in Jūrmala, at the Baltic Beach Hotel and the Jantarnij Bereg health resort.
4. Beauty services are a top priority of health tourism in Latvia, and not without reason – since beauty treatments are not seasonal, they can be enjoyed throughout the year.
5. Furthermore, coming to Latvia for health improvements and other procedures and services is far more discrete than staying at home – as no one knows you here, you can choose to be less public about it.
6. Take the time to pamper your face and body and you’ll feel the difference within!
7. The sauna attendant will know whether to stop at raising some steam, give you some gentle strokes with the birch besom, or to go all out with it.
8. Like every ritual activity, steaming also has its unwritten laws, and some of them should be known to every sauna goer.
9. The clinic is known for its state-of-the-art equipment, highly qualified medical staff and excellent surgery results.
10. And when you wade into the sea, the soles of your feet will sense the raised patterns in the sand – a massage felt by the whole body.
11. If you’re not feeling very energetic, take a leisurely stroll along the white sand, giving the soles of your feet a natural massage.
12. On the quiet, secluded beaches you’ll feel like the only person on earth, and the healthy, phytoncide-rich coastal forest air will ease your breathing.
13. For the best possible experience, however, take the time for a several-day boat trip – you’ll enjoy swimming, savour freshly caught fish, and delight in the picturesque and unusual scenery of the river and its banks.
14. In spring and autumn you can see salmon and vimba bream dancing above the water here (as well as in other rivers).
15. Climatic conditions of high relative humidity and a long growing season have encouraged Latvia’s biodiversity, and its fields, forests, countryside, water and soil hide a whole store of natural remedies.
16. The best things in life should be savoured and enjoyed slowly.
17. Delight in Latvia‘s magnificent architecture, culture and music.
18. Taste delicious naturally produced Slow Food.
19. Enjoy unique seasonal celebrations, festivals and sporting events.
20. Relax on pristine white sand beaches and stroll through untouched nature reserves.
21. With more than 30 castles and medieval fortresses, the vast majority dating back to the thirteenth and fourteenth centuries, you will feel the spirit of chivalry and the mystique of the middle-ages with every thoughtful step you take.
22. Seeing is believing and experiencing.
23. Admire the texture, shades, colours and contours of Latvia‘s premier art works.
24. Whether it is the powerful rock music of Pete Anderson, the anthemic pop tunes of Brainstorm, or the Memphis-inspired songs of the truly excellent Latvian Blues Band, your ears will delight in the musical journey that awaits them in Latvia.
25. Taste delicious local fruit and vegetables, untainted by chemicals and pesticides; pay witness to the Latvian rural idyll where small family-run farms continue to operate much in the same way as they have done for centuries, maintaining the traditional rural way of life for this ecologically-minded nation‘s next generation.
26. Latvian cuisine is best enjoyed slowly with a glass of local beer or a soothing cup of herbal tea.
27. But, if you are feeling homesick, or wish to try something new and different, Latvia‘s town and cities, and the

capital Riga in particular, are home to an amazing array of restaurants offering international cuisine to suit every palette.

1. Escape from it all and enjoy unique festivals, colourful seasonal celebrations and top international sporting events.
2. In Latvia the visitor is encouraged to experience something new; something unique and unforgettable.
3. As the Earth‘s seasonal cycle sees snowy winters turn into the bright fresh rebirth of Spring, and the warm white nights of midsummer slowly pass to give way to the autumn time of harvest, Latvians mark appreciate each of these changes with traditional seasonal celebrations and colourful city festivals.
4. See Riga in a ‚different light‘ during the annual Staro Riga Festival of Light, held each November, when the historic part of the city is bathed in unusual and imaginative patterns of light that give whole new perspectives to Riga‘s parks and historical monuments.
5. We all love sport, but Latvians hold a particular affection for both spectator and participation sport.
6. Relax and enjoy 530 kilometres of pristine white sand beaches, where the sea breeze is always fresh and the fragrant smell of pine forests never far off.
7. Enjoy a wild fish picnic on the deserted Baltic Sea coast or sit and watch children playing on the shores of the Gulf of Riga.
8. Relax and enjoy soothing massages, indulgent facials, slimming body wraps, and health-boosting medical spa treatments.
9. Indulge yourself in the unique and enjoy an unforgettable experience that will stay with you long after you have left Latvia and returned home to the more ordinary.