



**Tourism Industry News**

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**Bicycles available for rent in Riga and Jurmala this summer**

A new bicycle rental company called "Baltic Bike" has established 11 bicycle rental points in the Latvian capital city of Riga and the coastal resort town of Jurmala.

"Baltic Bike" rental points began operating at the beginning of July, and rent out a total of 100 bicycles - 70 in Riga and 30 in Jurmala.

Persons can rent out a bicycle for an hour or even a month.

For persons wishing to rent "Baltic Bike" bicycle, they must first register with the company on the Internet or by phone - +371 67788333.

The bicycles are locked up at special rental posts. In order for a person to rent one of these bicycles, they must first give "Baltic Bike" a call, after which they will receive a special code to unlock one of the bicycles. After entering the code, the person will be able to take the bicycle. When returning the bicycle, it must be locked back up to one of the rental posts and a call must be made to "Baltic Bike" informing that they have returned the bicycle. It is just that simple! **Home page:** <http://www.balticbike.lv/index.php?id=944&L=en&fullhtml=1&type=0>



**"Reval" hotels in the Baltic States and Russia to be managed by "Rezidor Hotel Group"**

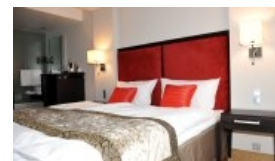
From the beginning of June, "Rezidor Hotel Group" began managing ten "Reval" hotels in the Baltic States and Russia.

As a result, "Reval" hotels will change their brands to either "Radisson Blu" or "Park Inn", while "Linstow" will remain as the owner. "Linstow" has concluded its long-term management agreement due to its wish to focus on its main operations as a real estate developer and investor.

"Rezidor Hotel Group" is a hotel management company which runs around 300 hotels worldwide, with a total of 61,000 rooms in 47 countries. The head office of "Rezidor Hotel Group" is located in Brussels.

"Reval Hotels" is a hotel network in the Baltic States consisting of ten full-service, high-class hotels, eight of which are located in the Baltic States' capitals: three in the Estonian capital Tallinn, three in the Latvian capital Riga, and two in the Lithuanian capital Vilnius, with another located in the Lithuanian city of Kaunas. "Reval Hotel Sonya" is the first hotel to be opened by the company in the Russian city of St. Petersburg.

"Reval Hotels" belongs to the Norwegian real estate company "Linstow", which is owned by "Awilhelmsen", the co-owner of "Royal Caribbean Cruise Lines". **Home page:** <http://www.revalhotels.com/en>



**"Live Riga's" new on-line portal**

The "Live Riga" on-line portal is a new level of communication about Riga. The portal and its related social networking web-sites give people the opportunity to interactively create a dialogue with target audiences. It is a completely different approach to develop Riga's tourism potential. The many functions, variety of information and the fact that the portal is an interactive e-environment are the main advantages of the "Live Riga"

portal.

The portal is updated with new and up to date information weekly. Information published on the "Live Riga" portal is also available in four languages – Latvian, English, German and Russian.

The portal is made up of four sections. The section "Look Riga" will contain information about Riga's tourism offer, as well as city guides, information about the transport system and means of payment.

"Feel Riga" section will provide information on culture, arts, entertainment and sports events in the Latvian capital, as well as information on restaurants, SPAs and shopping.

"Stay Riga" section will provide details on hotels and accommodation in Riga, as well as useful information for Rigans and guests staying in the city for a longer period of time.

"Work Riga" section will inform on conference, congress and corporate travel opportunities in Riga, as well as will list information for foreign investors and entrepreneurs that wish to start their business in Riga.

The portal's creators have also added several user-friendly features, like hotel and transport ticket reservations, a daily planner, as well as user-profiles, making it easier for people to plan their holidays. A search-engine is also operating, as well as links to social networking sites. **Home page:** <http://www.liveriga.com/en/home>



### **Sigulda's gold autumn**

With the colors of autumn decorating the town of Sigulda from the end of September, visitors are invited to take walks on the town's many nature paths in the Gauja Valley, see the area's stunning natural beauty, as well as visit the five castles near the town. Sigulda also offers a wide variety of active tourism possibilities.



People interested in active tourism possibilities in and around the Sigulda area will certainly find something that interests them. In the winter, the town has several different ski hills, as well as a lighted cross-country ski track.

It is also possible to fly, tobogganing and go down the Sigulda Bobsleigh Track on a real bobsleigh. Sigulda is also the perfect place to take a walk in the fresh air - the nature paths in the Gauja Valley feature many different interesting nature objects, like caves, rocks and look-out points.

Mountain biking is also very popular in Sigulda, giving riders the possibility to explore the Gauja Valley on bike.

**Home page:** <http://tourism.sigulda.lv/public/eng/>

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### **Entertainment Tourism**

#### **Pop musician Mika concert**

One of the most popular British singers at the moment - Mika, will perform a concert at "Arena Riga" on August 2.

Mika is one of the rare pop musicians, whose career greatly differs from the traditional world of pop stars. He does not have a classically designed popimage. He possesses a strong self-expression. Mika himself is a songwriter and his success proves the old and almost forgotten truth of pop music - individuality. You are certain not to mistake Mika's music and singing style with anyone else's.

Only at the end of 2006, he performed for the first time on radio and television, and already in January 2007, he released his first single - "Grace Kelly", which has sold more than 3 million copies worldwide, but his debut album "Life In Cartoon Motion" - has sold 5 million copies. In 2009, Mika released a second album called "The Boy Who Knew Too Much", with its hit singles "We are Golden" and "Rain" already well known in Latvia and all around the world.

**Home page:** [www.mikasounds.com](http://www.mikasounds.com)

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#### **Joe Cockers "Hard Knock Tour" in Riga**

Am 30. September tritt in der "Arena Riga" Joe Cocker auf - der legendäre Rockmusiker, dessen unikale Stimme von Kritikern den Beinamen "Die Posaunen von Jericho" bekam. Joe Cocker - einer der bekanntesten Langlebigen in der Rockmusik der Welt, tritt trotz seiner 66 Jahre in der ganzen Welt in ausverkauften Hallen auf. "Solange ich die Verbindung mit den Zuhörern genieße, und solange dieses Hochgefühl in meinen Konzerten herrschen wird, bleibe ich auf der Bühne" (Joe Cocker).

**Home page:** <http://www.pilsetascilveki.lv/>

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### **Gastronomic Tourism**

#### **International food exhibition "Riga Food 2010"**

From September 8 to 11 at the Kipsala Exhibition Center in Riga, the international exhibition of food, beverages, food processing, technologies, packaging, catering, hotel and shop equipment, and services exhibition "Riga Food" will take place, which is the biggest food industry exhibition in the Baltic countries that shows the development of industry in general, highlights novelties and gives an opportunity to

meet serious and reliable food industry enterprises.

At the moment, company representatives from over 40 different countries will be participating in the exhibition. There will also be 17 different national stands from presenting enterprises of one country seeking partners for cooperation in the Baltic countries - Latvia, Lithuania, Belarus, India, Nepal, Denmark, Italy, Hungary, Poland, Slovakia, Spain, Czech Republic, France, Germany and Moldova. For the first time ever, Cyprus and Bangladesh will also have their national stands at the exhibition. The exhibition will also feature an organic food stand, as well as a large science and innovation stand, which will present new technologies and scientific achievements in the food industry.



The 15th International Food Industry Trade Fair "Riga Food 2010" is a versatile marketing tool and the mainspring for further business development used by big and experienced Latvian and foreign companies and new, smaller ones as well, to consolidate their position in the market and hold it all through the economic recovery.

"Riga Food 2010" presents culinary tourism

Staying up to date on global development trends, 'Riga Food 2010' is going to highlight a new trend—culinary tourism—thus extending its HoReCa sector. The new thematic complement is aimed to promote the opportunities of culinary tourism in Latvia, to tell about Latvian traditional cuisine and hospitality both to foreign tourists and local people. Moreover, Riga Food 2010 will provide much information about national cuisines of the world and traditional products.

Wide program of events

"Riga Food 2010" will also present a wide program of supplementary events, demonstrations and competitions, including the "Riga Open Culinary Cup 2010", competition "2010 Latvia's Best Cook", competition "Pastry Cook of Baltics 2010", "Barista Championship" and the international bartenders competition "Best Bartender RIGAFOOD 2010".

Seminars for professionals

Several seminars for food industry professionals will also be held during the exhibition, which will be organized in cooperation with the Latvian University of Agriculture, Enterprise Europe Network Latvia, Innovation Bio-Medicine Technology Institute, the Latvian Chamber of Commerce and Industry, "Europe Direct", "Nordic Sugar" etc.

"Riga Food 2010" offers B2B matchmaking event

To promote business development, "Riga Food 2010" for the first time offers the business to business matchmaking event in order to establish contacts with the participants of the international food industry trade fair, food industry enterprises, Latvian and foreign embassies already a good while before the fair.

The organizers invite domestic and foreign companies to participate in the matchmaking event to inform counterparts about their business interests, to research products and services of other enterprises, to establish business contacts and to negotiate eventual cooperation opportunities.

Companies interested in participation in the matchmaking event can register at [www.rigafood.lv](http://www.rigafood.lv).

Food innovation exhibition

The "Food Innovation Exhibition" booth arranged by the Latvian Technological Centre (LTC) at "Riga Food 2010" will present all organisations and their members involved in food innovation processes to reveal almost in detail the process of taking an awesome new idea to developing a new product, to tell about the support the State Patent Office, the Food and Veterinary Service and the Mortgage Bank, if necessary, granted, how newly developed products hit the stores' shelves and young specialists are trained to apply them.

We invite you and your business to participate in 'Riga Food 2010' so you would be able to better achieve your business goals, find new markets, strengthen current contacts and find new ones.

**Home page:** <http://www.bt1.lv/bt1/rigafood/?link=10000000>

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### **Mushrooms in Latvia's forests**

With the end of summer, wild mushrooms begin sprouting up in Latvia's forests, some of them being edible and very tasty. Latvia has several types of edible mushrooms.



Edible mushrooms in Latvia sprout mostly during the second half of the summer and also during the fall, even though some are known to sprout already in June. There are also 38 types of mushrooms in Latvian forests that are very rare, and thus protected.

It must be reminded that mushroom pickers must be careful when going out into the forest to pick mushrooms. First of all, they must be careful not to damage the surrounding area where the mushrooms have sprouted and do as little damage to nature as possible, because mushrooms play a very important role in the growth and regeneration of the forest. Second of all, there are also several types of poisonous mushrooms in Latvia's forests, so mushroom pickers must know the various species and be very careful when trying to determine the species of the mushroom they are picking. **More info:** [tda@latviatourism.lv](mailto:tda@latviatourism.lv)

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### **Recreational/Sports Tourism**

#### **Riga 'Dinamo' to host exhibition game against NHL's Phoenix 'Coyotes'**

On October 6, an exhibition game between the National Hockey League's (NHL) Phoenix "Coyotes" and Latvian ice hockey club Riga "Dinamo" will be played at "Arena Riga". This exhibition game will be organized by the NHL in cooperation with the Kontinental Ice Hockey League (KHL). This game will be the final exhibition game for the "Coyotes" before the new NHL season. The 2010/2011 NHL season will kick off in the Czech capital of Prague on October 9 between the "Coyotes" and the Boston "Bruins". The last time an NHL team played in Latvia was 20 years ago, when Riga "Dinamo" hosted the Montreal "Canadiens".



### **Cultural Tourism**

#### **11th international ballet festival "Ballet Stars in Jurmala"**

This will be the 11th year since the first "Ballet Stars in Jurmala" international ballet festival was held at the Dzintari Concert Hall in Jurmala. On 12 August at 19:30 p.m., the brilliant Russian Academic Bolshoi Theatre prima ballerina Svetlana Zakharova (Ukraine) will take the Dzintari Concert Hall stage to delight true ballet art lovers!

Each year, the international ballet festival "Ballet Stars in Jurmala" introduces ballet lovers with well-known dancers from all over the world, as well as with new and promising talents. The festival is also a great place for younger ballet dancers to observe and learn from the professional experience of veteran dancers.

Also performing and taking the stage at this year's edition of the festival will be Russian Academic Bolshoi Theatre soloist Andrey Merkuriev, Monte Carlo ballet soloists Nathalie Nordquist (Sweden) and Jeroen Verbruggen (Belgium), Toulouse Ballet Du Capitole soloists Juliana Bastos (Brazil) and Kazbek Akhmedyarov (Kazakhstan). As well as Latvian National opera soloists - Elza Leimane, Raimonds Martinovs, Julia Gurvicha, Aleksejs Avehkins, Juka Mijake, Arturs Sokolovs, and corps de ballet of Latvian National opera.

**Home page:** <http://www.dzk.lv/en/node/5023>

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#### **6th international music festival "Summertime"**

From August 14 to 18, the 6th international music festival "Summertime" will be held in Jurmala. The festival's opening concert will feature the famous Latvian soprano Inessa Galante and her friends from various

world opera houses, as well as pianist Dang Thai Son and the Latvian National Symphony Orchestra. The opening night concert will be called "Chopin - Piano concerto, arias and duets from operas".



The Herman Braun Foundation laid the foundation for the "Summertime" festival back in 2005. Since then, various famous musicians have performed at the festival, among them Inessa Galante, Irina Dolzhenko, Antra Bigaca, Lili Larina, Sergej Larin, Anatoly Safiulin, Egils Silins, Mischa Maisky, Victoria Postnikova, Muza Rubackyte, Baiba Skride, Janine Jansen, Vadim Gluzman, Henk van Twillert, Inna Davidova, Josif Feigelson, Marcis Kulis, Aleksandr Rozhdestvensky, Intars Busulis, Victor Ritov, The Real Group, Cosmos, BRATSCH, Pepe Justicia and his ensemble of flamenco, Die Deutsche Kammerphilharmonie Bremen (conductor Paavo Järvi), the Latvian National Symphony orchestra (conductors Gennady Rozhdestvensky, Andris Nelsons and Aleksandrs Vilumanis) and the European Union Youth Orchestra (conductor Andrej Borejko).

**Home**

**page:**

[http://www.hbf.lv/index.php?1&366&view=cycle&cycle\\_id=11&year=2010](http://www.hbf.lv/index.php?1&366&view=cycle&cycle_id=11&year=2010)

### **Tourist Hotline 1188**

The State Tourism Development Agency has set up an official tourist information hotline 1188 to heighten convenience and comfort for visitors while in Latvia, offering support, advice and trouble-shooting 24h in the English, German, Russian and Latvian languages. Tourist Hotline 1188 offers:

- Informative support in emergency situations (for example, theft, scams, rip-offs, consular matters, medical assistance, highway mishaps);
- Complaints and suggestions;
- Information on transportation (routes, times, fare prices, methods of payment, trains, buses, taxi cabs, air travel, public transportation, e-tickets, etc.);
- Assistance in locating places and sites by map;
- Translation help in problem situations (in Latvian, Russian, English and German);
- Direct phone connections;
- Events calendar (movies, concerts, opera, exhibitions, sports, etc.);
- Q&A on businesses and services, contacts;
- Basic tourist information via text message;
- Ticket reservation; direct lines to box offices;
- Detailed information via text message or “Wap Push” (movie schedule, brief instructions, guides, links to Websites, etc.).

Tourist Hotline 1188 provisions:

- This service is accessible to all phone network clients/subscribers in Latvian territory and non-resident subscribers, by calling: 1188; Outside Latvia, the service can be accessed by phoning: 371 6700 1188
- Available 24 hours a day;
- Offered in Latvian, Russian, English and German;
- Toll per call set according to each phone company's fees;
- Mobile phone guest subscribers, entering Latvia, will receive a message with information about the service;
- Tourists can also send an e-mail: [hotline@latviatourism.lv](mailto:hotline@latviatourism.lv), informing about their trip to Latvia, and submitting complaints or suggestions.

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