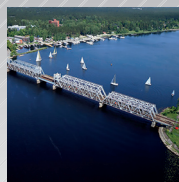


Europe/Latvia

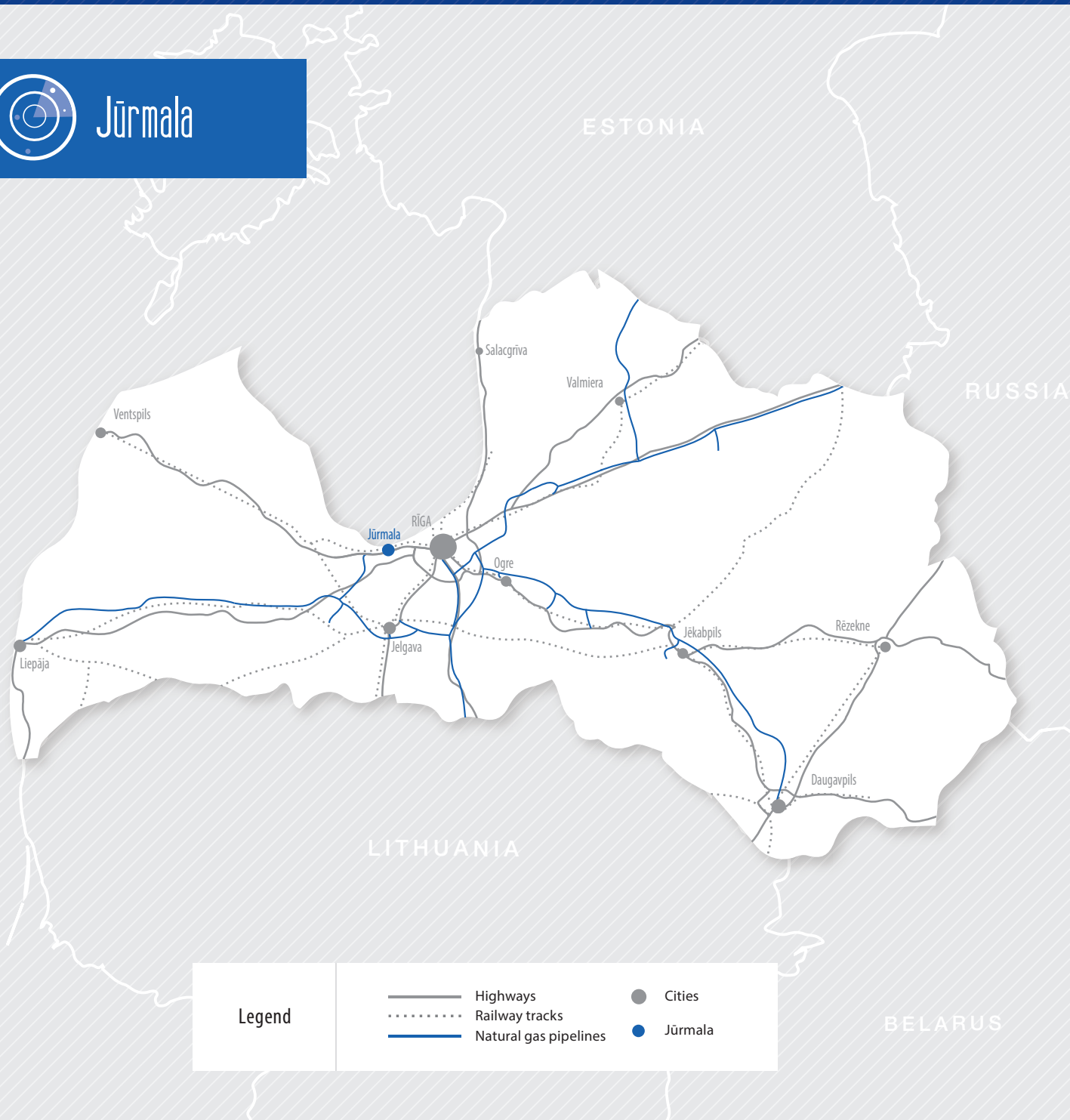
# Jūrmala



[www.jurmala.lv](http://www.jurmala.lv)



Jūrmala

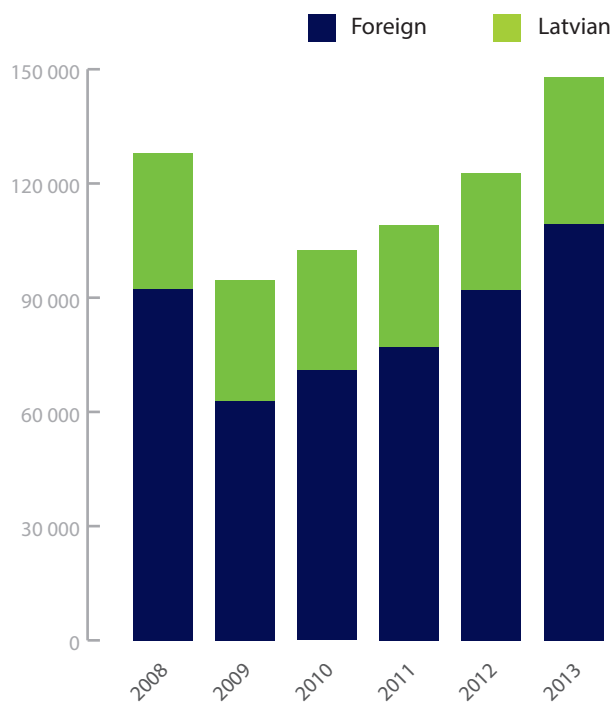




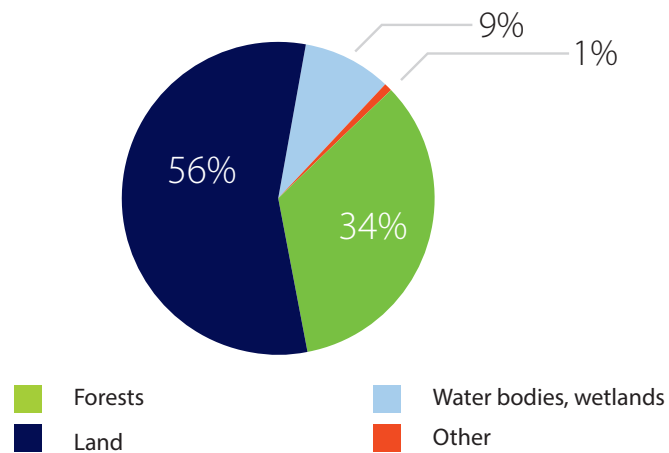
## General information

- Total area: 100 km<sup>2</sup>
- Coastline: 26 km
- Population: 56 060
- Around 4000 historical buildings
- 408 architectural monuments

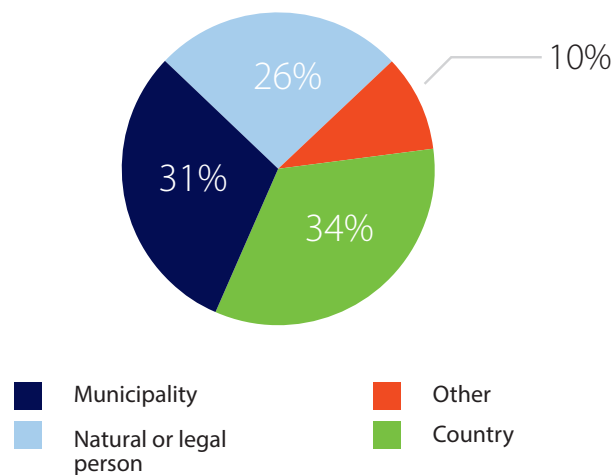
### Numbers of Visitors (in Accomodations)



### Area Structure

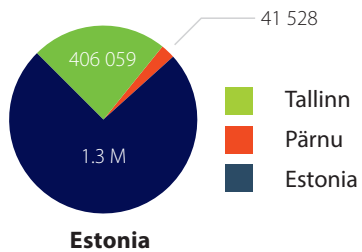
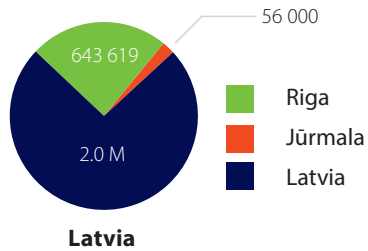
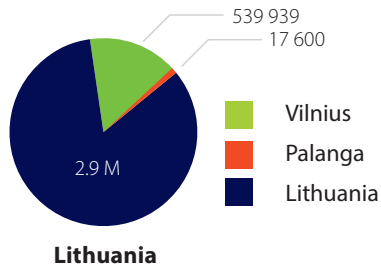


### Owners of Estate





### 3 Baltic States, 3 Capital Cities, 3 Resorts



### Easy to Access

- 25 min to the Riga centre (A10)
- 15 min to the International Airport "Riga" (RIX)
- 40 min to the regional airport "Jūrmala" (private flight services, a potential passenger airport)
- 25 min to the Riga Passenger Port terminal
- 12 min to the tourism port "Lielupe"
- Railway line Riga–Jūrmala–Tukums II



## Business Opportunities

### Main Business Sectors

- Tourism, including health and SPA tourism
- Entertainment
- Health care and rehabilitation
- Real estate and building
- IT
- Trade and services
- Education and science

### TOP Enterprises in Jūrmala

#### Health care and rehabilitation

- National rehabilitation centre "Vaivari"
- Resort – Rehabilitation Centre "Jaunķemeri"
- Hospital "Jūrmalas slimnīca"

#### Hotels

- Baltic Beach Hotel
- Hotel Jūrmala SPA

#### Real estate

- Jūrmala Real Estate
- LATIO
- West Balt Housing

#### Entertainment and catering

- Water park "Līvu Akvaparks"
- JSC "Fenikss"
- Concert hall "Dzintaru koncertzāle"







## Business Resources

### Natural healing resources

- White quartz sand (psammotherapy)
- Moderate climate (air therapy)
- Sunbathing (natural light therapy)
- Sea water (thalassotherapy)
- Mineral waters
- Thermal waters
- Medical peat and sapropel mud

### Well-planned public infrastructure

- Road network
- Free parking lots in the city
- Centralised water supply
- District heating

### Business incubators

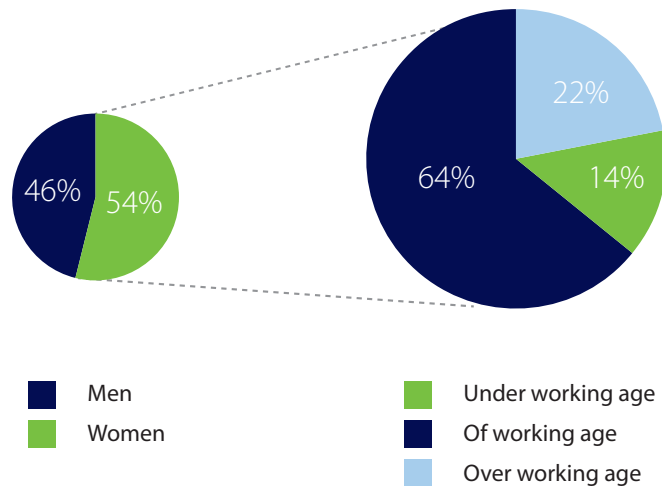
- 40 min to reach the Riga Region Development Incubator located in Tukums  
[www.rrbai.lv](http://www.rrbai.lv)
- 25 min to get to "Hub Riga" Business incubator of Creative Industries located in Riga  
[www.csla.lv](http://www.csla.lv)

### Human resources

- Population – 56 060
- Population in nearby municipalities
- City of Rīga – 701 185 people
- Municipality of Tukums – 31 903 people



### Population of Jūrmala





## Higher Education in the Context of Jūrmala Business Specialization

### In Jūrmala City

- P. Stradiņš Medical College of the University of Latvia (814 students in 2013/2014)  
Programmes – Nursing, Doctor's Assistants, Aesthetical Cosmetology, Social Rehabilitation, etc.
- Bulduri Vocational Secondary School (408 students in 2013/2014)  
Programmes – Hotel Services Specialist, Catering Services Specialist, Bartender, etc.
- Social Integration State Agency College (240 students in 2013/2014)  
Programmes – Hotel Services Manager, Computer Systems and Network Administrator, Marketing and Trade Specialists, etc.

### Within a 25 km distance

- Rīga Stradiņš University  
Programmes – Medicine, Dentistry, Nursing, Public Health, Rehabilitation, etc.
- University "Turība"  
Programmes – Management of Leisure and Business Events, Tourism and Hospitality Management, etc.
- University of Latvia  
Programmes – Computer Systems and Network Administrator, Programming, Medicine, Dentistry, Nursing, Management, etc.
- Rīga Medical College of the University of Latvia  
Programmes – Nursing, Medicine, etc.
- Rīga 1<sup>st</sup> Medicine College  
Programmes – nursing, midwife, doctor's assistants, dentistry, etc.



## Development Areas

### Ķemeri Development Area

#### Area with a high development potential in the sector of health resorts and eco-tourism

- Attractive location:
  - Near the national road A10
  - Train station “Ķemeri”
  - 25 minutes to Jūrmala City centre
  - 40 minutes to the capital city Riga
  - 30 minutes to the International Airport “Riga”
- Total development area of 53.8 ha
- Investment land for health resorts and eco-tourism development
- Main sites for investment – the Ķemeri resort hotel with related infrastructure
- Available public services:
  - Water mains and sewerage
  - District heating
  - Electricity
  - Possible to ensure gas supply
- Extensive green areas (including NATURA 2000 protected sites)
- High concentration of cultural heritage objects
- High concentration of recreation and healing resources – mineral water, thermal water, medical peat and sapropel mud
- The area Development Plan has already been designed

**No 1 priority investment area of Jūrmala City for 2014–2020**



## Lielupe Marina

### Area with high development potential in the field of yacht tourism

- Area unaffected by industry
- Attractive location:
  - 12 minutes to the Jūrmala City centre
  - 25 minutes to the capital city Riga
- Total area of 422 ha, including 102 ha of land and 320 ha of port water area
- Easy to access – two waterways and a good road infrastructure
- Public and private investment land for yacht tourism and related service development
- Public services are available:
  - Water mains and sewerage (will be improved by the municipality in the next two years)
  - Electricity (6.10 kV electricity line)
  - Possible to ensure gas supply
- Capacity – can be increased to 550 yacht spaces
- Inner navigation channel bed width – 40 m
- Inner navigation channel depth – maximum 5.5 m with the possibility of deepening
- The Area Development Plan has been designed

### No 2 priority investment area of Jūrmala City for 2014–2020





## Attractive Natural Environment

- 26 km long public white quartz sand beach
- Extensive areas of pine forests
- Protected area – Kemer National Park (NATURA 2000)
- A local nature park and two nature reserves
- White dunes
- Parks un squares





## Attractive Cultural Life

Each year a wide range of culture events take place in Jūrmala:

- Opening of the summer resort season
- Opening of the autumn resort season
- Wine Festival
- Jomas Street Festival
- International Classical Music Festival “Summertime”
- Young Singer Competition “New Wave”

### Main culture institutions

- Concert Hall “Dzintari” – an open-air hall (capacity – up to 3500 guests per event)

- Concert Hall “Dzintari” – an indoor hall (capacity – up to 550 guests per event)
- Jūrmala City Museum
- Jūrmala Open Air Museum
- Jūrmala Culture Centre

### Entertainment and activities in winter

- Water park
- Indoor concert hall “Dzintari” (opening in 2015)
- Jūrmala City Museum
- Winter tours in the Ķemeri National Park
- Majori ice-skating hall (November–April)
- Cross-country skiing along the beach



## Business Support

### 50%–90% Real estate tax relief

- If the main business is conducted in the real estate (area or building) are related to health resort activities
- If the real estate (area or building), where business is conducted is an architectural monument of national or local importance

### Jūrmala Business Advisory Board

General objectives:

- To foster business development in Jūrmala City
  - To ensure information and opinion exchange between the Jūrmala City Council and the local business, community board meetings are held once a month
- E-mail: [uznemejukp@jpd.gov.lv](mailto:uznemejukp@jpd.gov.lv)

### Latvian Health Tourism Cluster

General objectives:

- To raise the international competitiveness of Latvian health tourism industry
- To stimulate the productivity of enterprises involved in health tourism
- To involve new Latvian enterprises and representatives of research institutes in cluster activities

Phone: +371 6714 7906

E-mail: [guntau@jpd.gov.lv](mailto:guntau@jpd.gov.lv)

Official website: [www.healthtravellatvia.lv](http://www.healthtravellatvia.lv)





## **Investor's Guide**

### **Investor support service**

#### **Jūrmala City Council Development Department**

Strategic Planning and Business Unit

Phone: +371 2983 3269

E-mail: [laura.anteina@jpd.gov.lv](mailto:laura.anteina@jpd.gov.lv)

### **Jūrmala City Council**

#### **Marketing, Public Relations and External Relations Department**

Phone: +371 6709 3861

E-mail: [liga.dzirnekle@jpd.gov.lv](mailto:liga.dzirnekle@jpd.gov.lv)

### **Building permits, building/reconstruction permits**

#### **Jūrmala City Council**

##### **City Planning Unit**

Phone: +371 6775 3163

E-mail: [vita.zevjniece@jpd.gov.lv](mailto:vita.zevjniece@jpd.gov.lv)

### **Finance, taxes, charges**

#### **Real estate purchase and sale, rent and lease**

#### **Jūrmala City Council**

##### **Estate Department**

Phone: +371 6709 3802

E-mail: [arturs.grants@jpd.gov.lv](mailto:arturs.grants@jpd.gov.lv)

### **Permits and licences (street trade, public catering, public events etc.)**

#### **Jūrmala City Council**

##### **Development Department**

Strategic Planning and Business Unit

Phone: +371 6751 1489

E-mail: [ajja.dortane@jpd.gov.lv](mailto:ajja.dortane@jpd.gov.lv)

### **Utility connections (electricity, gas, water and sewerage)**

#### **Water and sewerage system**

##### **"Jūrmalas ūdens" Ltd.**

Phone: +371 6781 1362

Official website: [www.jurmalasudens.lv](http://www.jurmalasudens.lv)

#### **District heating**

##### **"Jūrmalas siltums" Ltd.**

Phone: +371 6776 0800

Official website: [www.jurmalassiltums.lv](http://www.jurmalassiltums.lv)

#### **Electricity**

##### **"Latvenergo" JSC**

Phone: +371 6772 8222

Official website: [www.latvenergo.lv](http://www.latvenergo.lv)

#### **Gas industry company**

##### **"Latvijas gāze" JSC**

Phone: +371 6704 1818

Official website: [www.lg.lv](http://www.lg.lv)



**Contact Information:**

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Official website: [www.jurmala.lv](http://www.jurmala.lv)  
[www.tourism.jurmala.lv](http://www.tourism.jurmala.lv)



[www.norwaygrants.org](http://www.norwaygrants.org)



MINISTRY OF ENVIRONMENTAL  
PROTECTION AND REGIONAL DEVELOPMENT  
OF THE REPUBLIC OF LATVIA

[www.varam.gov.lv](http://www.varam.gov.lv)