Development strategy of medicine tourism in Latvia

Armands Slokenbergs
Latvian Tourism Development Agency
Why Latvia?

- Excellent education for the medical personnel
- Language knowledge and high level of medical and care services
- Welcoming climate
- Combination of medical and spa treatments
- Reasonable prices for medical services
- Transport connections by land, sea and air
- Ecology – Latvia is one of the greenest countries in the world
VIROTHERAPY

- Oncology — Virotherapy
- “Rigvir” – virotheparpy treatment created in Latvia. Unique possibility to find and destroy malignant tumour cells
- With high therapeutic effectiveness
- Is being used in Latvian ontological centres.
- Virotherapy is available to anyone:
  - Medical tourism
  - Medical help across boarders
RECREATION AND REGAINING STRENGTH

- Underground water
  - 1000 underground springs, with different composition
  - clear springs
- Mud and clay
- The sand at the beach of the Baltic Sea
- Forests and hills
- Rivers and lakes
COOPERATION WITH TO’s AND MEDIA

• Fam trips
• Workshops
• Publications
• Preparing necessary information
Thank you for your attention!