

GOOD PRACTICE

Jurmala City Sport Strategy And Project Development



City
Jurmala

Country
Latvia

Population
56.000

Mission
Encourage and motivate
Jurmala's residents to
become healthier and
happier

Target Group
Citizens of all ages and
professional sports
audience



Objective

The main objectives are to develop the tourism sector and Jurmala city international and local communications. Furthermore Jurmala city wants to enhance healthy lifestyles for their inhabitants.

Description

Jurmala city organizes an annual mass sport marathon series for different age groups in road cycling, rollerblading, MTB cycling and running. These activities are also connected with free of charge outdoor training sessions throughout the year.

Another important part is organizing professional sport events such as the CEV satellite volleyball tournament and also tournaments including the Jurmala basketball team, football team and ice hockey team.



Benefits for community

The main added value for the community is that Jurmala is recognized as the only city in Latvia with the label "healthy city" due to their recent activities and success.

Another advantage is the positive survey completed by the inhabitants which showed the results of the residents being very happy with these activities. The last aspect for the improvement of the community contains the hotel bookings of up to 90 % during the period of the events.



Jurmala has the only beach resort in the Baltic area with so many different mass sport events and professional events during the high season. Innovations for Jurmala are international level sport tourism events, which helped them to rise the percentage of tourist visits.

Reach

Participants of the last three years (plus spectators and international sport tourists):

In 2012 – 6000 participants

In 2013 – 8000 participants

In 2014 – 10 000 participants



Therefore we are expecting even more attendants in 2015 due to the increase of interested and motivated people each year.

In 2014 Jurmala city also organized the CEV Europe beach volleyball cup in Dzintari beach with more than 2000 spectators and the best professional players.

For more detail, please contact:

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