

An aerial photograph of the town of Cēsis, Latvia, during the golden hour. The town is characterized by its dense collection of buildings with red-tiled roofs. A prominent white church with a tall, pointed spire stands in the center. To the left, the ruins of a stone castle with several towers are visible. The town is surrounded by lush green trees and extends into the distance where more residential areas and a large forest are seen under a soft, hazy sky.

cēsis

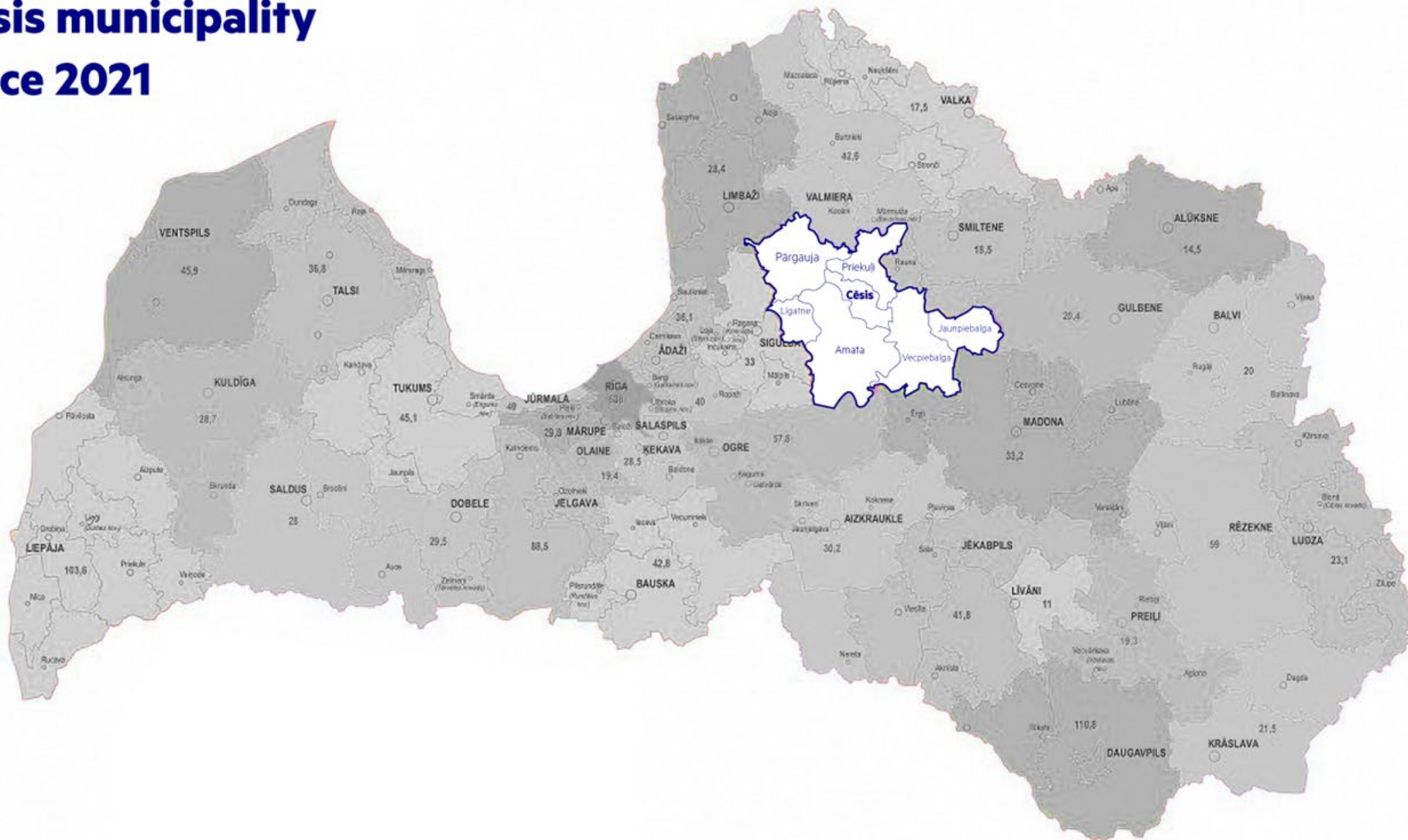
great place for living

**Cēsis –
the birthplace
of the Latvian
flag.**

The third oldest
flag in the
world (1280)



Cēsis municipality since 2021



Cēsis – an established travel destination

for local and international visitors



Cēsis - Rīga Airport

(by car in 1.45 h)



Cēsis - Rīga Railroad station

(by train in 1.15h - 1.45 h)



Cēsis - Rīga

(by car in 1.00 h)



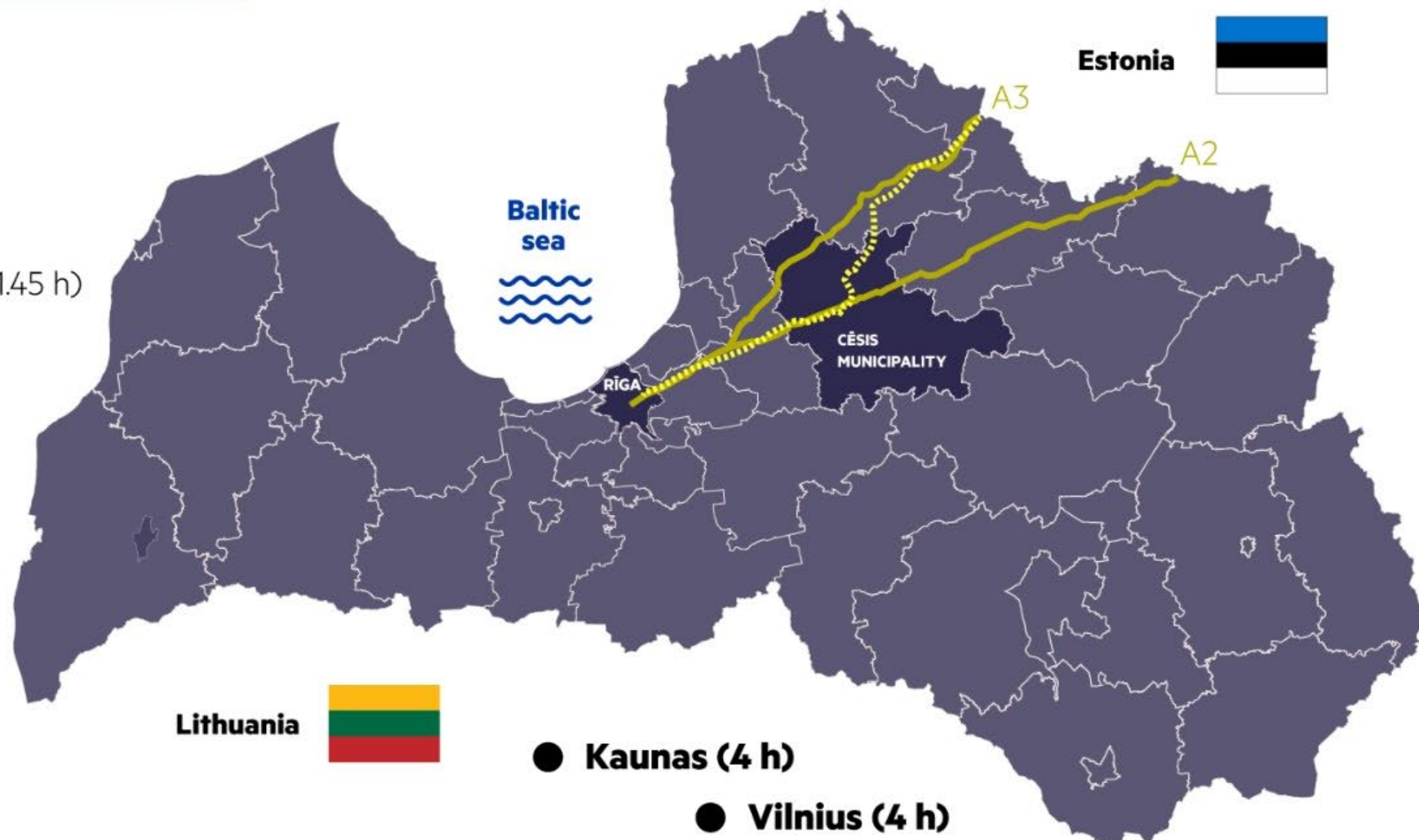
Railroad



Significant Latvian roads (A2 and A3)

● Tallin (4 h)

● Parnu (2.15 h)



Lithuania



● Kaunas (4 h)

● Vilnius (4 h)

POPULATION

44 741

+747

Data of 2023 in comparison to 2022





TERRITORY
2886 km²



MUNICIPAL
REAL ESTATE
13 061



ROADS
1650 km



EDUCATION
FACILITIES
40



CULTURAL
CENTRES
25



MUSEUMS
4



LIBRARIES
25



MANORS AND
CASTLES
16



600 000+
visitors
annually



46%
international
travellers

mainly from:

Estonia, Germany,

Lithuania



~ 20 000
nights spent
by foreign
visitors



77 000+
nights spent by
local visitors

VALUES AND RECENT COMMITMENTS



ZERO-WASTE AND
CLIMATE NEUTRALITY



DIVERSITY
CHARTER



DIGITALIZATION /
TRANSFORMATION
OF THE ECONOMY



SUPPORT FOR
REFUGEES



DEMOCRACY AND
FESTIVAL LAMPA



Visitors' profile

- Families with children
- Seniors
- Individual travellers
- People interested in outdoor activities and nature
- Culture and fine-dining lovers

cēsis
attracts



**Cēsis – an established
travel destination** for local
and international visitors

Extraordinary cultural offerings ranging from classical music concerts to contemporary arts exhibitions



Vidzeme Concert Hall
112 256 visitors annually

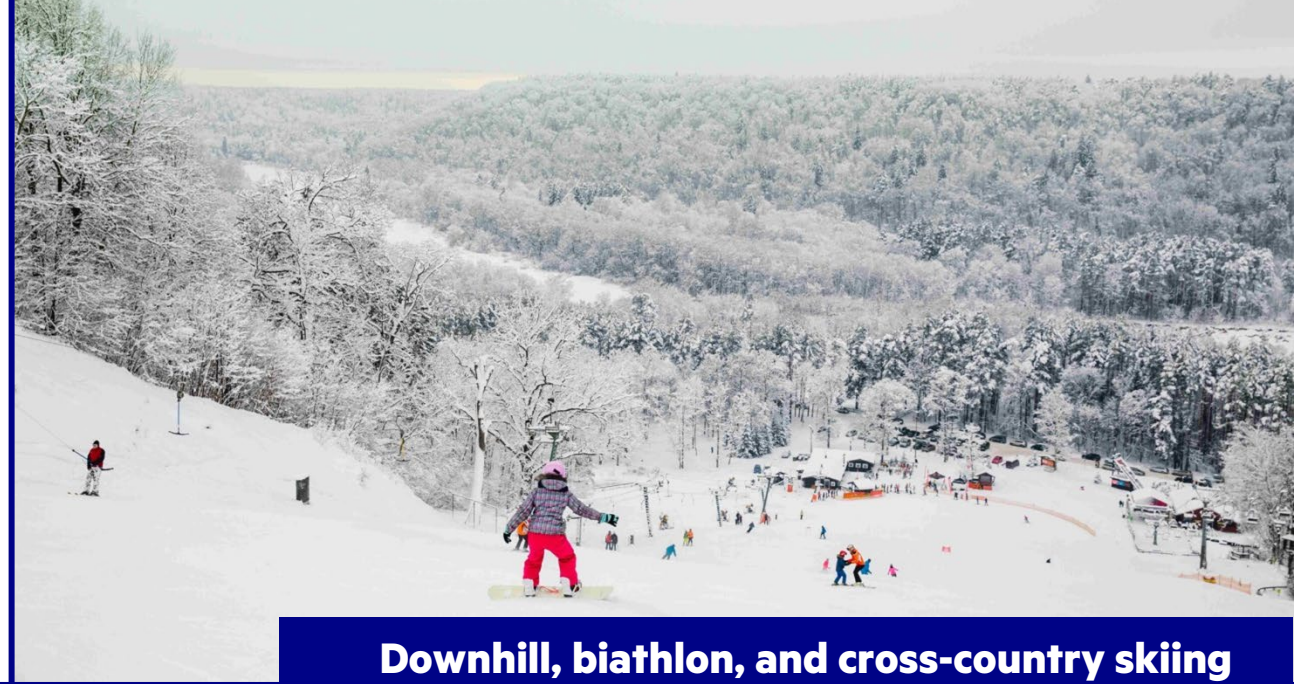


Cēsis City Festival
60 000 visitors annually

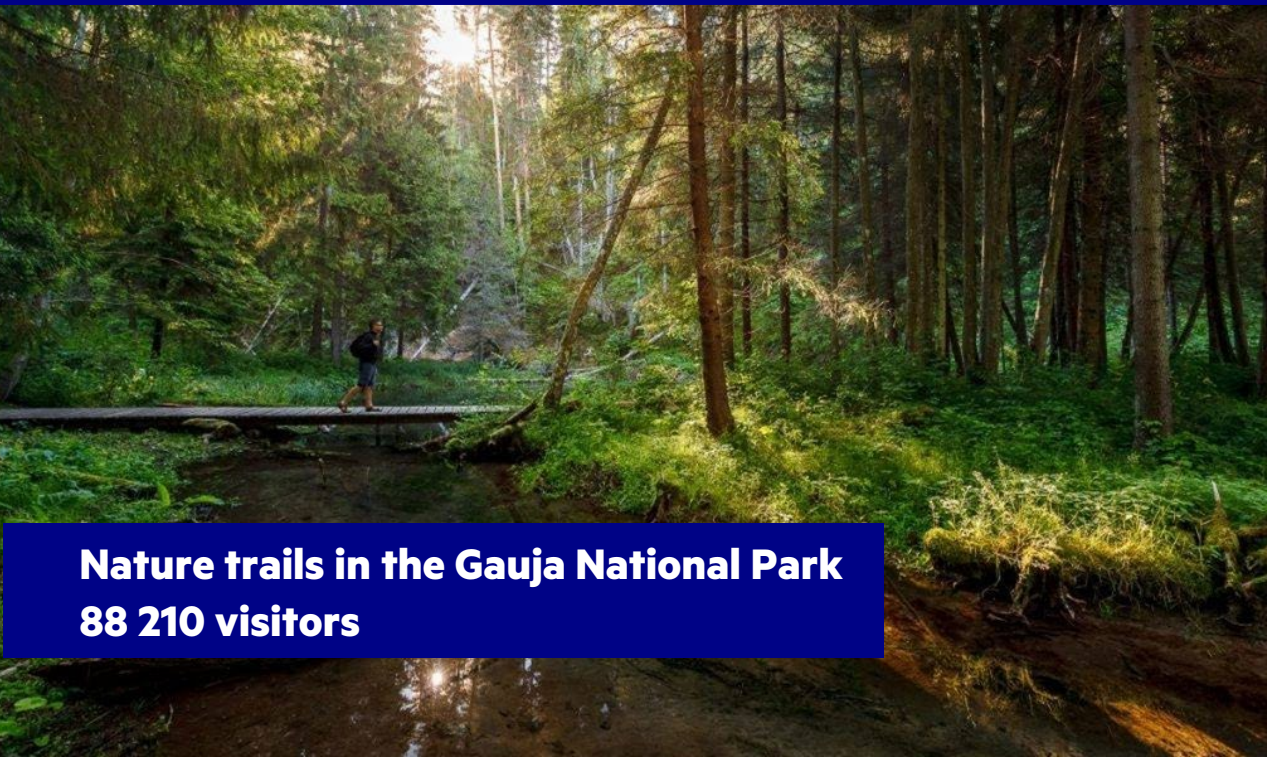


Cēsis Art Festival
10 000 visitors annually

Year-round outdoor trails and winter sports



**Downhill, biathlon, and cross-country skiing
112 256 visitors annually**



**Nature trails in the Gauja National Park
88 210 visitors**



Authentic culinary experience in local restaurants offering seasonal flavours from the region's farms and local producers



Fine dining and the Michelin guide rewarded and recognized restaurants: Kest, Pavāru māja, H.E. Vanadziņš



Street food festival



Oyster festival

A family-friendly, safe,
and inclusive town with a
sustainability mindset



**The first city in Latvia to be
included in Booking with kids**



**A newly-opened Space Education Centre
– expected to attract 100 000 visitors
throughout the year**



Camel Park Rakši

Historical heritage sites dating
back to the 12th century



Cēsis Medieval Castle
53 352 visitors annually



Āraiši lake fortress Archaeological Park
13 000 visitors annually



Cēsis signature event since 2015

Open-air Festival of Conversation and Democracy LAMPA

- 20 000 visitors over two days
- 300 debates, conversations, workshops, theatre plays, radio programmes, and more
- High-profile speakers from Latvia and abroad



Investment opportunity in Cēsis

Nature and Wellness Resort "Cīrulīši"





Ciruliši – an area with natural mineral water and resort heritage

- Mineral water with curative and rehabilitation qualities
- Hydrotherapy infrastructure since the 19th century
- A winter sports resort since the 1930s
- A therapeutic and recreational resort since 1945

Cīrulīši area development potential

- Growing demand in Europe and the Baltics for health improvement programmes and SPA treatments
- Established cluster of sports, recreational, and educational tourism sites in Cēsis
- Location in the Gauja National Park
- Proximity to the city centre with exquisite cultural offer and fine dining
- High tourist activity throughout the year
- Demand for a large hotel and SPA infrastructure in the region

RAKŠI CAMEL PARK

OZOLKALNS SKI RESORT

RIVER GAUJA

CĪRULĪŠI NATURE TRAILS

PLACE FOR INVESTMENT

ŽAGARKALNS SKI RESORT

SIGHTSEEING TOWER

**MINERAL WATER
VENDEN**

TENNIS CENTRE

**BOARDING
HOUSE**

**SPACE
EDUCATION
CENTRE**

**SVĒTAVOTS MINERAL WATER
AND NATURE PARK**

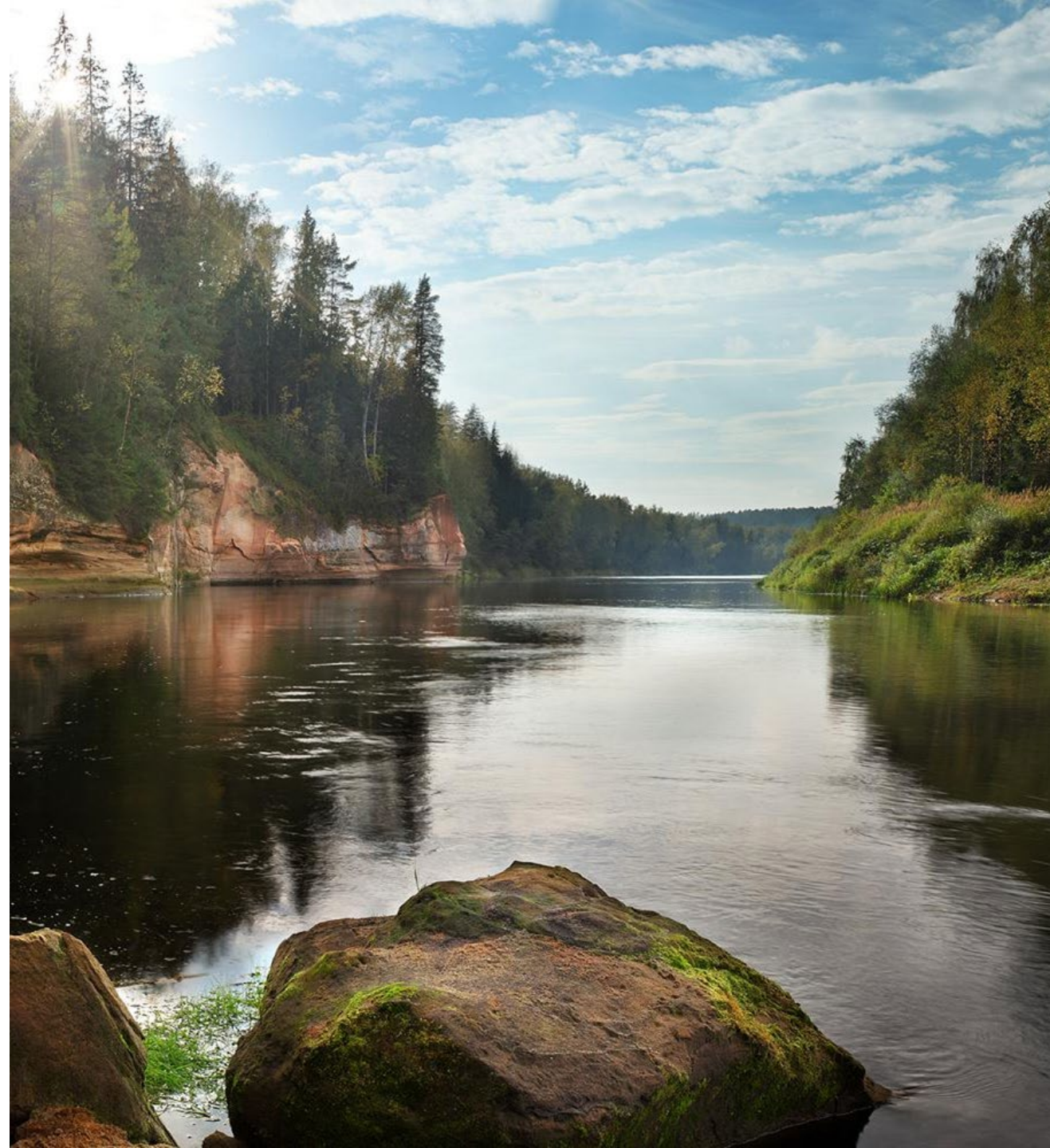


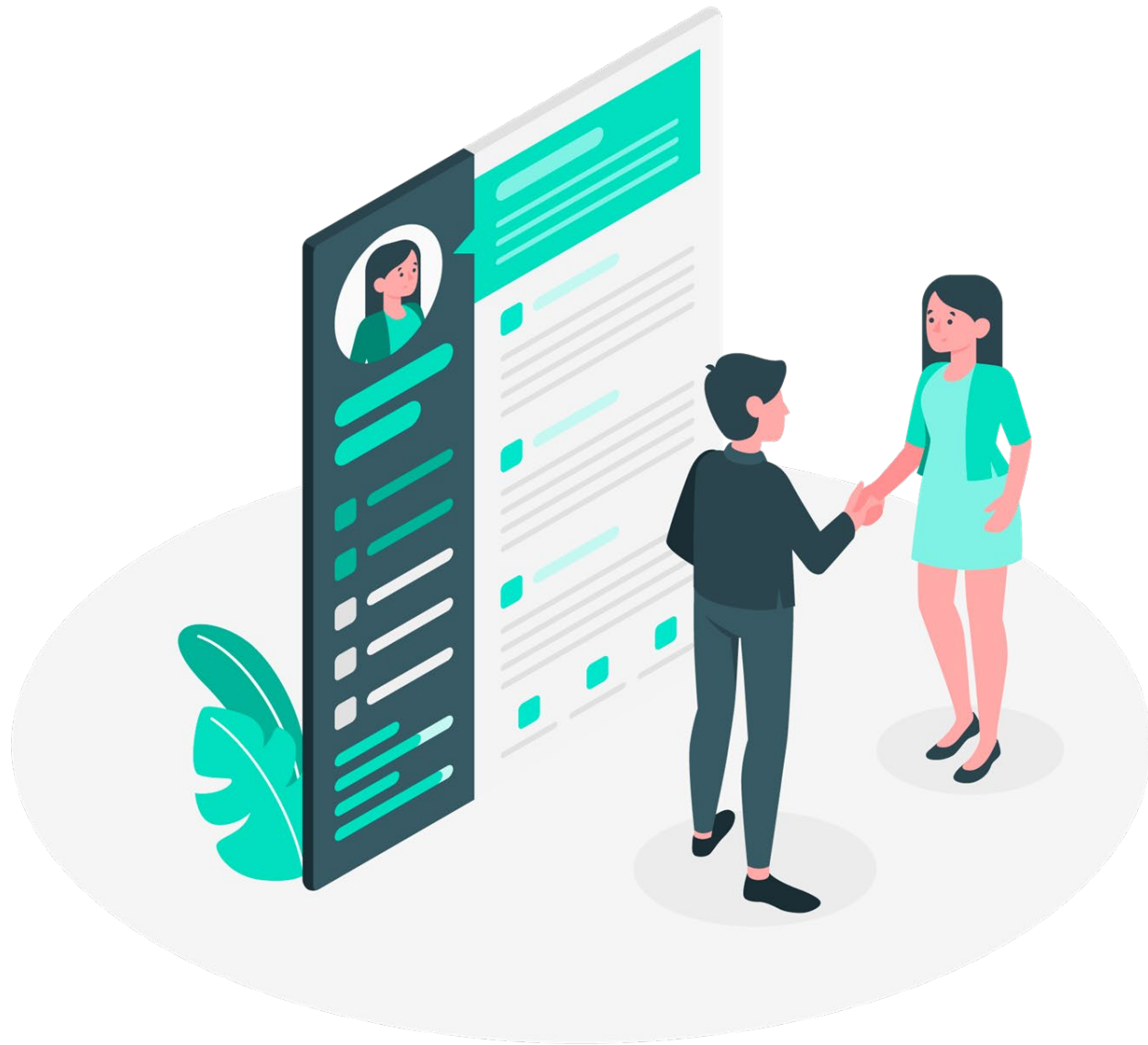
Vision for Nature and Wellness Resort "Cīrulīši"

A modern and sustainable nature and wellness resort within a picturesque landscape of the river Gauja offering healing and relaxation for body and mind.

Future infrastructure potential

- Hotel with 100+ guest rooms and family apartments
- Hydrotherapy centre (i.e., swimming pool, natural mineral water pool, chlorine-free pool)
- SPA centre
- Conference centre
- Restaurant
- Park with an outdoor sports and recreation area





Potential client profile

- 47% medical and wellness guests: healthcare services and programmes
- 30% recreational guests: SPA treatments, restaurant, hotel
- 20% corporate clients: meetings, events, conferences
- 3% guests from the neighbourhood: SPA weekends with kids, restaurant, medical treatment
- Country of origin: the Baltic States, Finland, Germany, Poland, Israel
- Age: 25+ families with children

SPA hotels in Cēsis region

Hotel	No of rooms	Distance from Cēsis	Offer
Jonathan Spa Hotel 5*	6 rooms	14 km	SPA treatments Detoxification cures
Annas Hotel and SPA 5*	9 apartments	40 km	SPA treatments Swimming pool
SPA Hotel Ezeri 3*	30 rooms	38 km	SPA treatments Swimming pool
Villa Santa Hotel 4*	14 rooms	located in Cēsis	SPA rituals Sauna
Hotel Cēsis 3*	39 rooms	located in Cēsis	-

Nearest competitors in Estonia

Hotel	No of rooms	Distance from Cēsis	Offer
Pühajärve SPA	87 rooms	72 km	Health improvement programmes SPA treatments
Estonian Resort Hotel & Spa in Pärnu 4*	106 rooms	157 km	SPA treatments SPA Centre and Sauna Swimming pool & Dead Sea pool
Castle Spa Wagenküll	75 rooms	118 km	SPA treatments SPA Centre and Sauna Located in a historic castle complex
Tervise Paradiis SPA Hotel in Pärnu 4*	244 quest capacity	157 km	Health improvement programmes SPA treatments Water park and sports

Nearest competitors in Latvia

Hotel	No of rooms	Distance from Cēsis	Offer
Baltic Beach Hotel and SPA in Jūrmala 5*	165 rooms	116 km	SPA centre Medical Clinic focussed on rehabilitation Fitness centre Conference centre
Jauķemeri Rehabilitation Centre in Jūrmala	385 beds (12k patients annually)	129 km	Rehabilitation programmes with mineral water and therapeutic mud Recreational programmes Outpatient clinic Hippotherapy
National Rehabilitation Centre Vaivari	-	118 km	Hospital and outpatient rehabilitation Hydrotherapy centre with natural mineral water
Hotel Jūrmala SPA (4*)	190 rooms	111 km	SPA treatments, swimming pools, sauna Conference centre Restaurant

Technical conditions

Total land plot: 17 663 m²

- Connected to central water supply, sewage disposal, electricity and gas;
- Artesian well (installed in 1983) at a depth of 470 m with highly concentrated mineral water.



Building located at Kovārņu ielā 26/28

- Dormitory and residential building;
- Built in 1960;
- 5 floors;
- Total of 110 rooms;
- Area of building: 748,9 m²;
- Poor / satisfactory technical conditions;
- Building unoccupied for more than 10 years.

Building located at Kovārņu ielā 24

- Dormitory and residential building;
- Built in 1969;
- 5 floors;
- Total of 90 rooms;
- Area of building: 509,6 m²;
- Poor / satisfactory technical conditions;
- Building unoccupied for more than 10 years.

Investment conditions

- The approximate starting bid for the auction of the Nature and Wellness Resort "Cīruliši" - 300 000 EUR
- Purpose of use of the land: SPA wellness, health, and rehabilitation services.
- 1,77 ha municipality's land for sale by public auction.
- Areal estate tax discount of up to 90% can be obtained and it can be fixed for 3 years after completion of the project.
- Fast delivery of municipal services required for the project completion.
- Municipality's support with publicity and advertising in regional business and tourism marketing.



Corporate contacts

- **Investor support service**

Cēsis Municipality Government
Business and Tourism Development Agency
Phone: +371 22485145
E-mail: madara.lasmane@cesunovads.lv

- **Building permits**

Construction Board of Cēsis Municipality Government
Phone: +371 29230609
E-mail: vija.geme@cesunovads.lv

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

Cēsis Municipality Government
Management of municipal real estate property
Phone: +371 29227611
E-mail: vladimirs.kalandarovs@cesunovads.lv

- **Territorial development**

Cēsis Municipality Government
Department for Territorial Development Planning
Phone: +371 26550131
E-mail: madara.jenerte@cesunovads.lv

- **Utility connections**

- **(Water supply and sewerage services)**

Cesis water supply and sewerage system
«Vinda» Ltd.
Phone: +371 64123526
Email: info@vinda.lv

- **District heating network**

Centralized heat supply system in Cēsis
«Adven Latvia» Ltd.
Phone: +371 64107389
Email: adven.latvija@adven.com

- **Waste management**

«ZAAO» Ltd.
Phone: +371 64281250
E-mail: zaa@zaao.lv

- **Electricity**

«Latvenergo» JSC
Phone: +371 67728222

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CĒSIS
MUNICIPALITY