

A black and white photograph of a coastal scene. In the foreground, a kitesurfer is riding a wave. In the background, there are large, dark rock formations. A dense network of red lines, resembling a fishing net or a web, is draped over the rocks and extends into the sky. A kite is visible in the sky, connected to the lines. Several birds are flying in the sky.

(un)rest

**Liepāja –
European Capital
of Culture
2027**

**Liepāja
2027**
European Capital of Culture

Official partners:

Kuldīga Region
South Kurzeme Region

Liepāja – European Capital of Culture 2027

Liepāja
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The European Capitals of Culture

- The European Capital of Culture programme was launched in 1985 at the initiative of Melina Mercouri, then Greek Minister of Culture.
 - Its aim is to celebrate cultural diversity across Europe and to foster cross-border cooperation.
- Each year, three cities receive the title, selected on the basis of their cultural programmes.
 - More than 60 cities have held the title to date – among them Rīga in 2014.





Cooperation with **Evora 2027**

- **Cultural programme:** Cante Alentejano; Puppet Theatre – Manuel Dia Trulé; celebration of solstice traditions in a contemporary context; artist-in-residence programmes; intercultural exchange programme (including the Atbalss Choir, among others)

Gastronomy programme:

- "At the Happy Table" and related events
- Marketing and communications activities
- Diplomatic relations between the two countries

Cooperation with **Evora 2027**

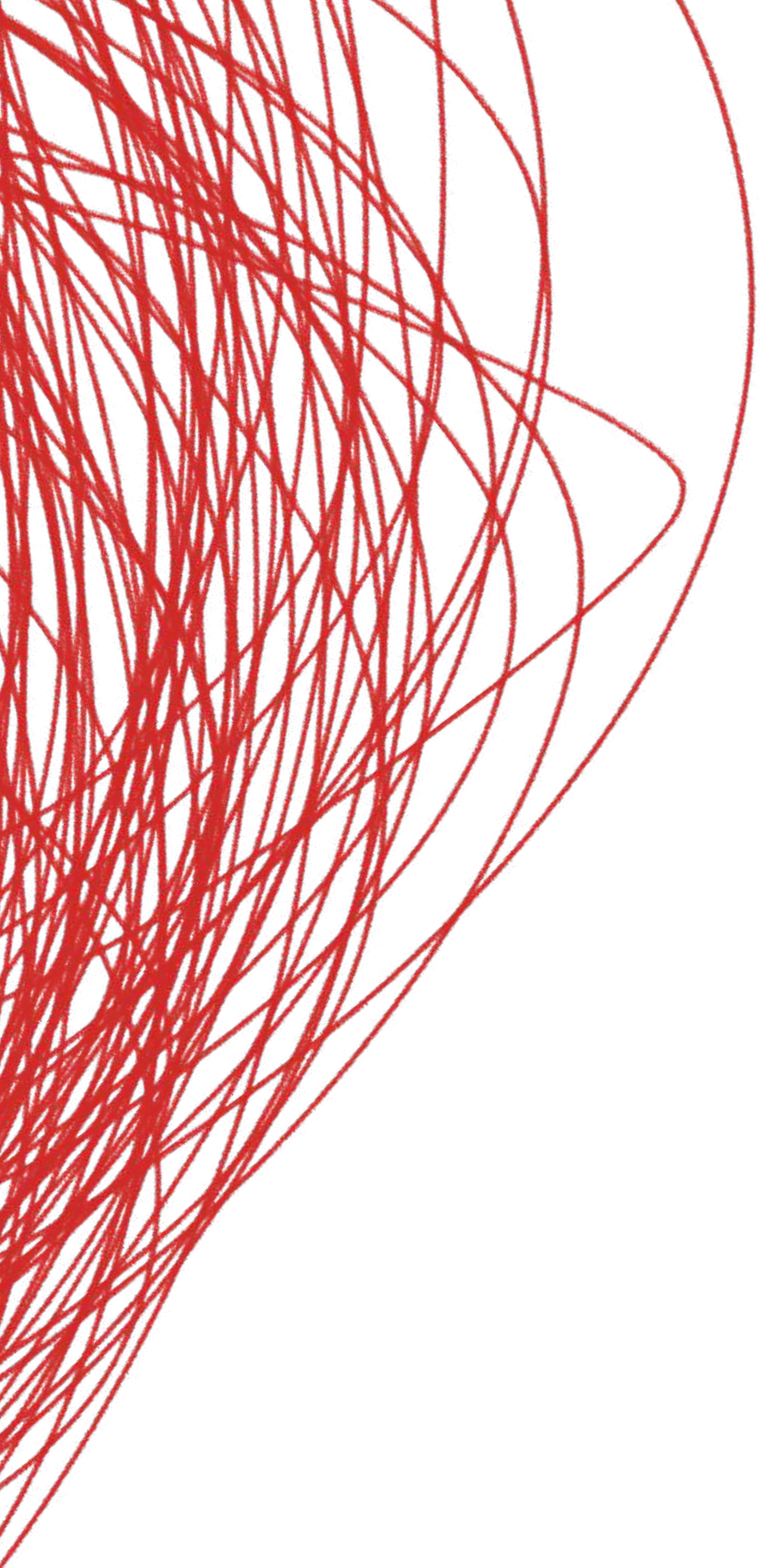


Cooperation with **Evora 2027**

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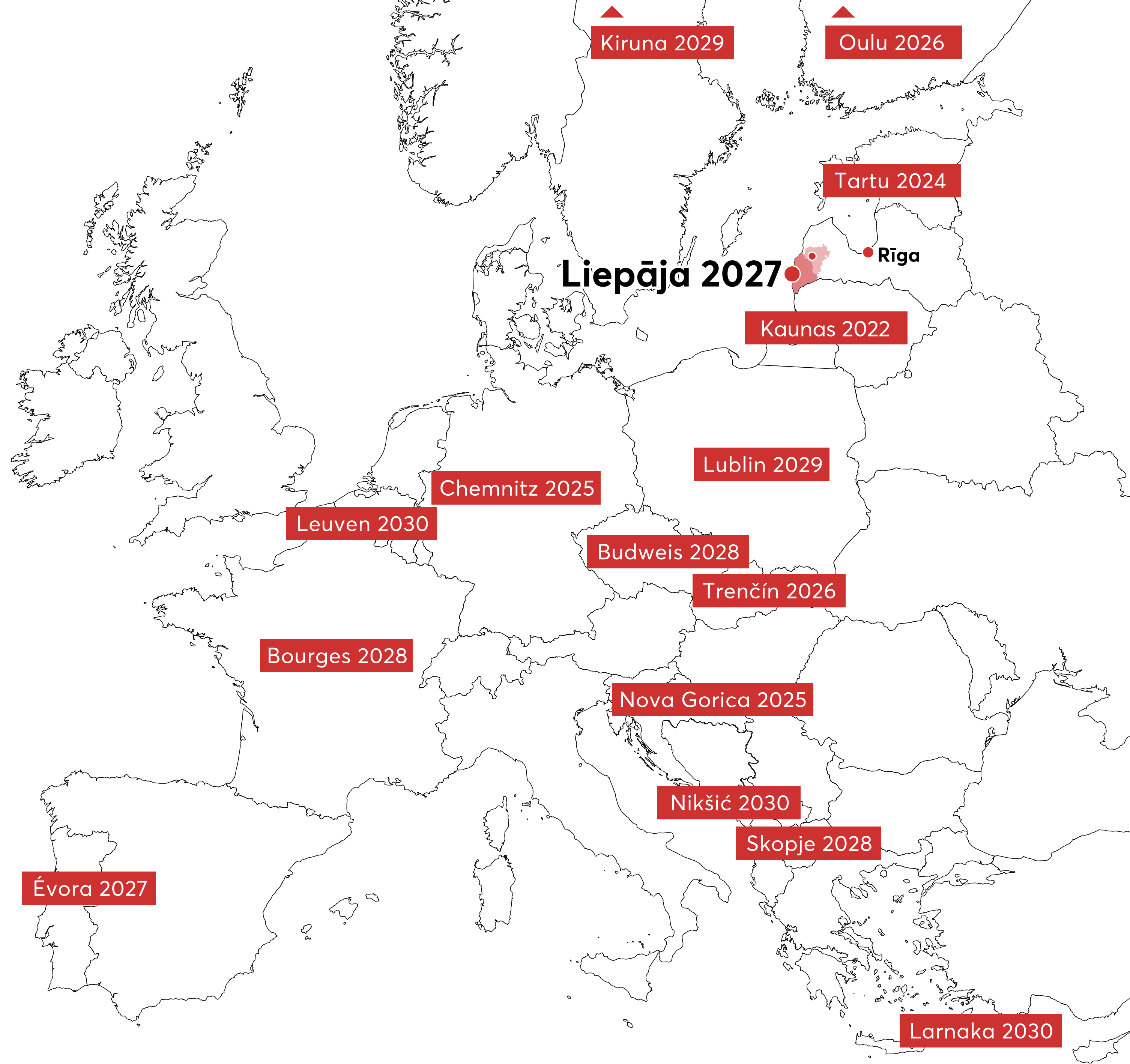
Official partners:
Kuldīga Region
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Liepāja – European Capital of Culture 2027

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Liepāja 2027 Goals

- Diversify and strengthen international and local cooperation
 - Increase social participation in shaping the living environment
 - Improve residents' quality of life through digital services and technological innovation
 - Recognise and develop the Land of (un)rest as a space of cultural identity
- Promote residents' active participation in social processes

Liepāja 2027 – Timeline

2025

- Agreements with key partners
- Start of production
- Agreements with venues and artists
- Agreements with sponsors and supporters
- Participation in external funding projects
- First preview events
- Procurement and open calls
- Media relations
- Liepāja 2027 Ambassador Programme
- Volunteer, youth, and community programmes
- International campaigns

2026

- Production
- International campaigns
- Planning and preparation
- Procurement and open calls
- Contracting of performers
- Development of marketing materials
- International relations projects
- Engagement of the hospitality sector
- International media relations
- Public engagement events

2027

- Advertising campaigns
- Events – direct and indirect
- Media coverage
- Ticket sales

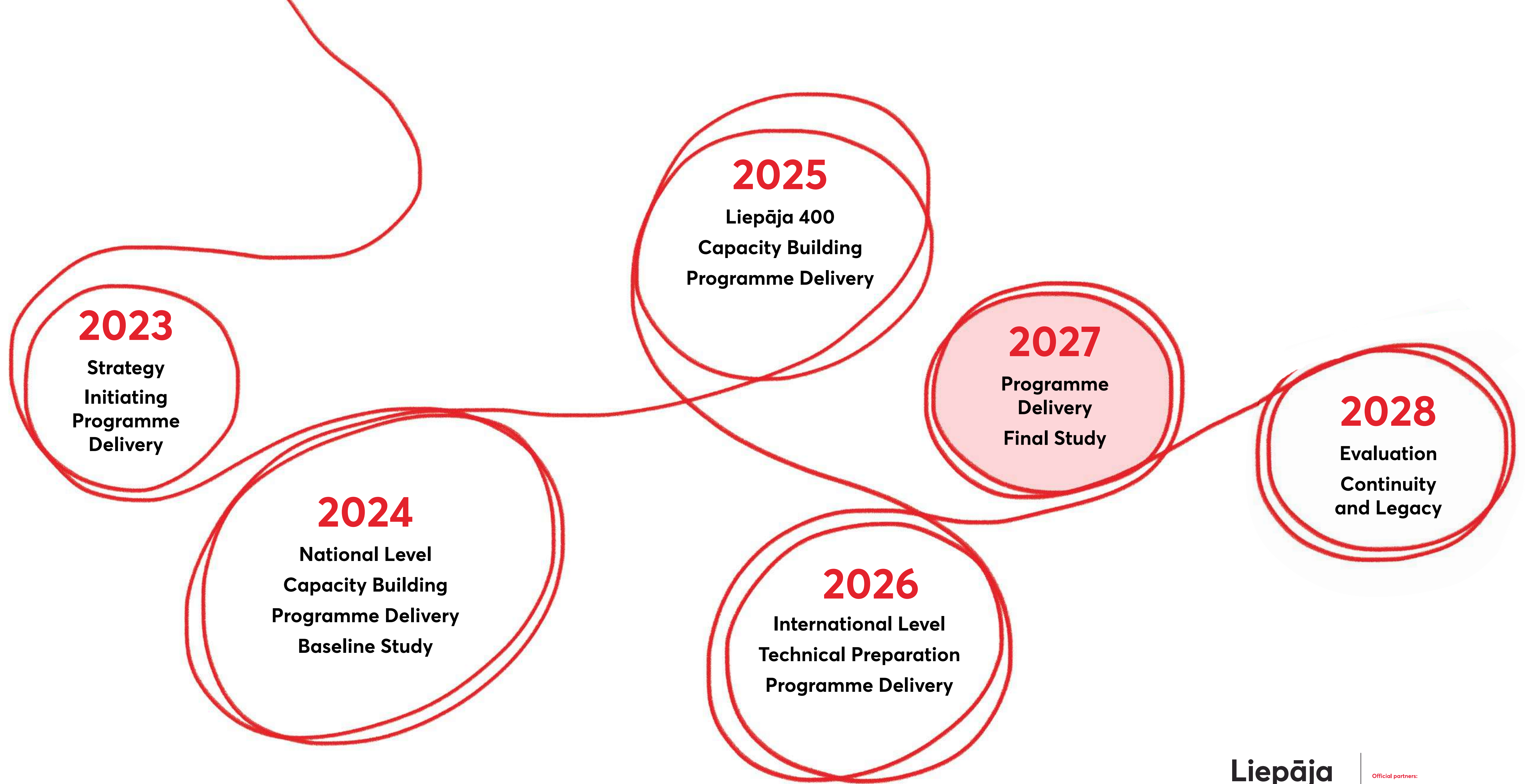


Liepāja 2027 – Much More Than Events

- A comprehensive, sustained process
 - Audience development – neighbourhood community building, youth engagement, volunteer movement
 - International cooperation and networking
 - Strengthening the image of the city and the region
 - Professional capacity building: collaboration, skills, accessibility, and eco-design

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Official partners:
Kuldīga Region
South Kurzeme Region



Liepāja 2027 – Goals

The European Commission's Guidelines

- Under the criteria established by the European Parliament and the European Commission, cities must deliver a cultural programme with a distinct European dimension that actively promotes the participation of city, regional, and national residents in events.
- The programme must ensure a lasting impact and support the long-term cultural and social development of the city.
- The European dimension is to be reflected in the chosen themes and in the way programme events are designed and delivered.
- Cooperation among cultural professionals across EU member states is encouraged.
- Research must be conducted and evidence-based conclusions drawn on the programme's impact.

Cultural Goals

- Strengthening professional capacities across the cultural sector
- Attraction of additional resources and investment
- Establishment of new international partnerships
- Promotion of cross-sector collaboration
- Provision of unique cultural experiences
- Strengthening residents' sense of belonging
- Opportunity to address infrastructure needs: library, small theatre hall, and improved accessibility across cultural venues (museum, library, theatre, bank building)

Economic Goals

- Each euro invested is expected to generate a return of 3–5 euros
- A minimum 15% increase in overnight stays year on year (20% including short-term rentals)
- Expansion of passenger transport connections to Rīga and the nearest Lithuanian cities of Klaipeda and Palanga
- Growth of accommodation capacity across the Liepāja 2027 tourism region from 3,827 beds to at least 5,000 post-2027
- Delivery of five major advertising campaigns at national and international levels
- An estimated 15% increase in regional tourism overall
- Reaching an audience of at least 1.3 million people in Latvia
- Reaching an international audience of at least 30 million people
- An approximately 20% increase in cultural event attendance across the region
- An approximately 15% increase in public participation in events across the region

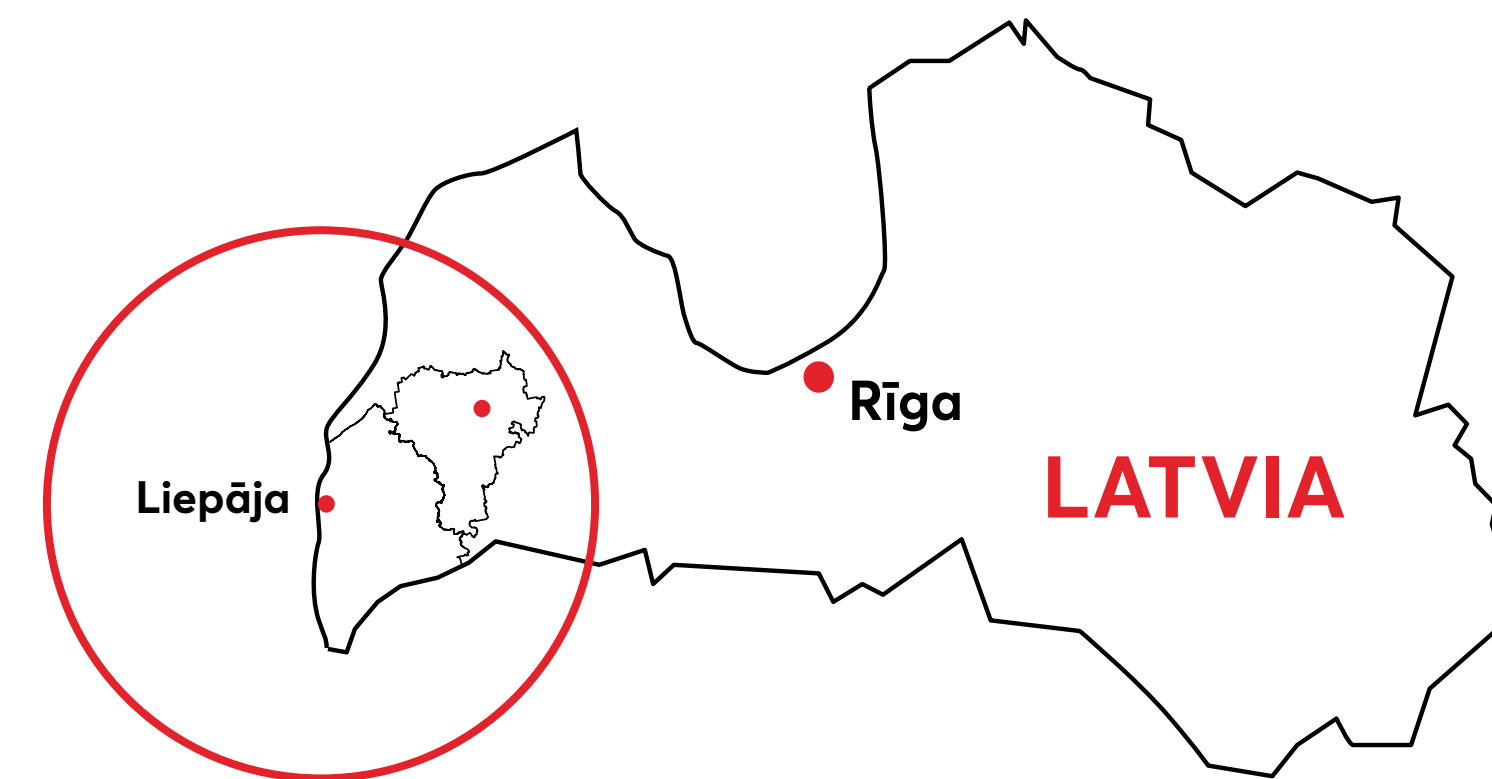
Patron of Liepāja 2027 – H.E. Edgars Rinkēvičs, President of Latvia



Land of (un)rest – Liepāja, Kuldīga, and South Kurzeme Regions

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Liepāja Is So Much More!

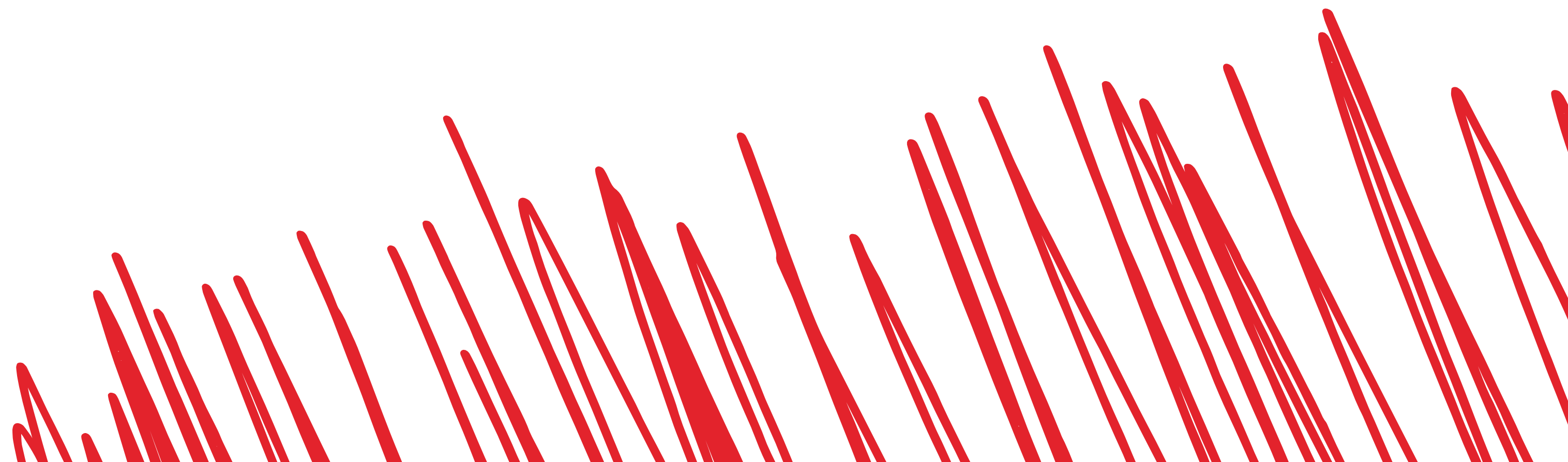
- The third-largest city in Latvia and the tenth-largest in the Baltic States
 - Historically an industrial city and a restricted military zone – today a modern city that combines a global outlook with the ease and intimacy of a smaller town
 - Uniquely nestled between the Baltic Sea and Lake Liepāja, connected by the historic Trade Canal
- Home, workplace, and place of study for approximately 70,000 residents

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Official partners:
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Liepāja – How to Get Here?

- Rīga Airport, Latvia –
approximately 220 km from Liepāja
 - Palanga Airport, Lithuania –
approximately 68 km from Liepāja
 - Train – direct services on the
Rīga-Liepāja-Rīga route
 - Coach and bus connections
 - Ferry services and yacht harbour



Liepāja – How to Get Here?

Driving by Car:

Liepāja – Rīga 220km / 2h 50min

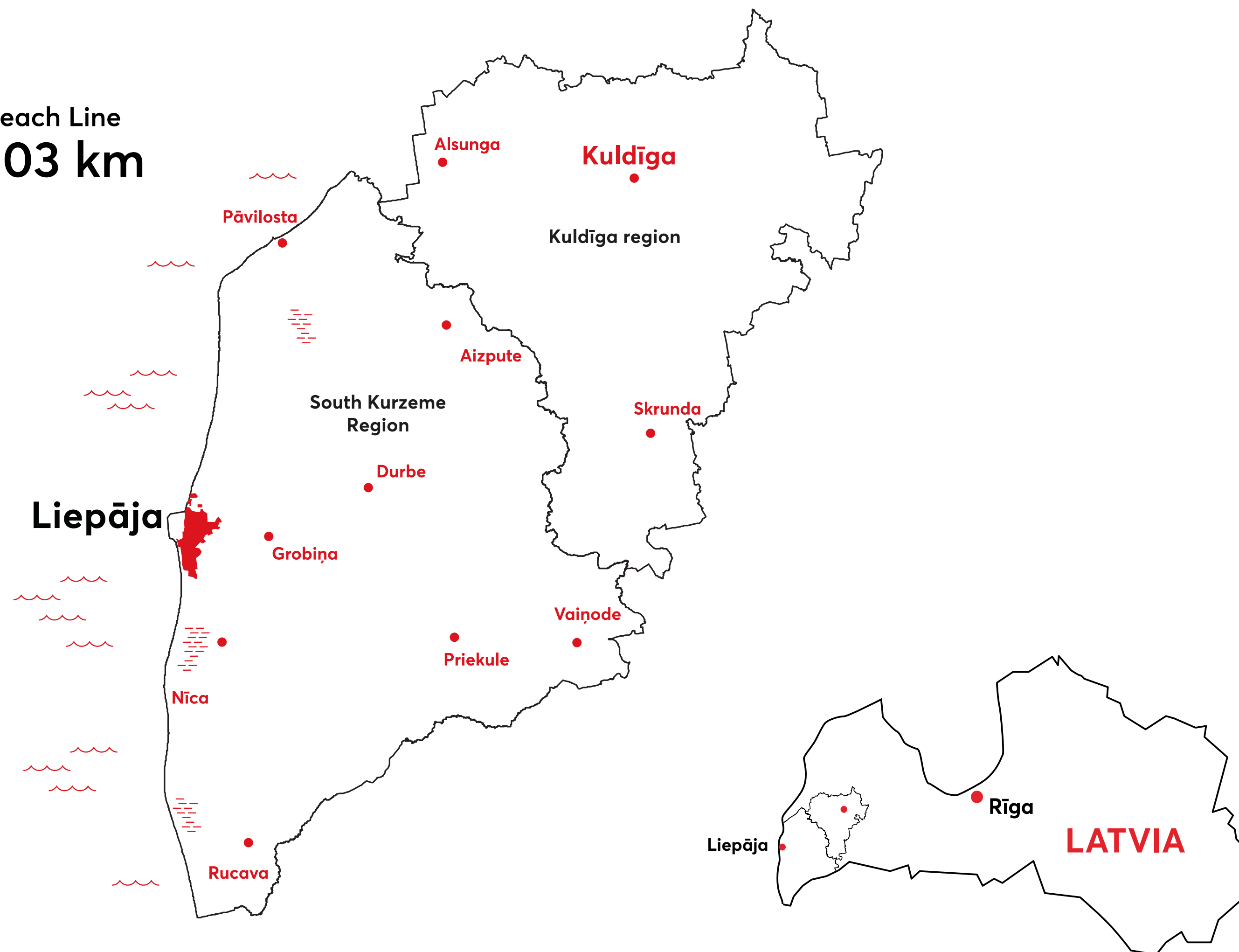
Liepāja – Kuldīga 88km / 1h 15min

Liepāja – Ventspils 115km / 1h 40min

Liepāja – Aizpute 48km / 40min

Liepāja – Palanga 68km / 1h

Beach Line
103 km





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Kuldīga Region – A Jewel at the Heart of Kurzeme

- Home to two UNESCO World Heritage Sites – the Old Town of Kuldīga and the Suiti Cultural Space in Alsunga
 - A town where contemporary life unfolds against an old town backdrop so beautifully preserved it could serve as a film set
 - Home to approximately 27,000 residents



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Official partners:
Kuldīga Region
South Kurzeme Region



South Kurzeme Region

- Located in the southern part of Latvia; its administrative centre, Grobiņa, is the oldest settlement mentioned in written records on the territory of Latvia
 - The largest municipality in Latvia by area, covering 3,590.56 km²
 - Home to approximately 33,000 residents



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Official partners:
Kuldīga Region
South Kurzeme Region

Hospitality in Liepāja, Kuldīga, and South Kurzeme Regions

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Official partners:
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South Kurzeme Region

Restaurant "Mo" Liepāja

Michelin Guide 2024
Michelin Guide 2025

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Official partners:
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Restaurant “Hoijeres krogs” Liepāja



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Official partners:
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Restaurant "Piano" Liepāja



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Official partners:
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Restaurant "Bangert's" Kuldīga

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Restaurant “Goldingen Room” Kuldīga



Accommodations in Liepāja, Kuldīga and South Kurzeme Regions

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"Promenade Hotel" Liepāja



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"Art Hotel Roma" Liepāja



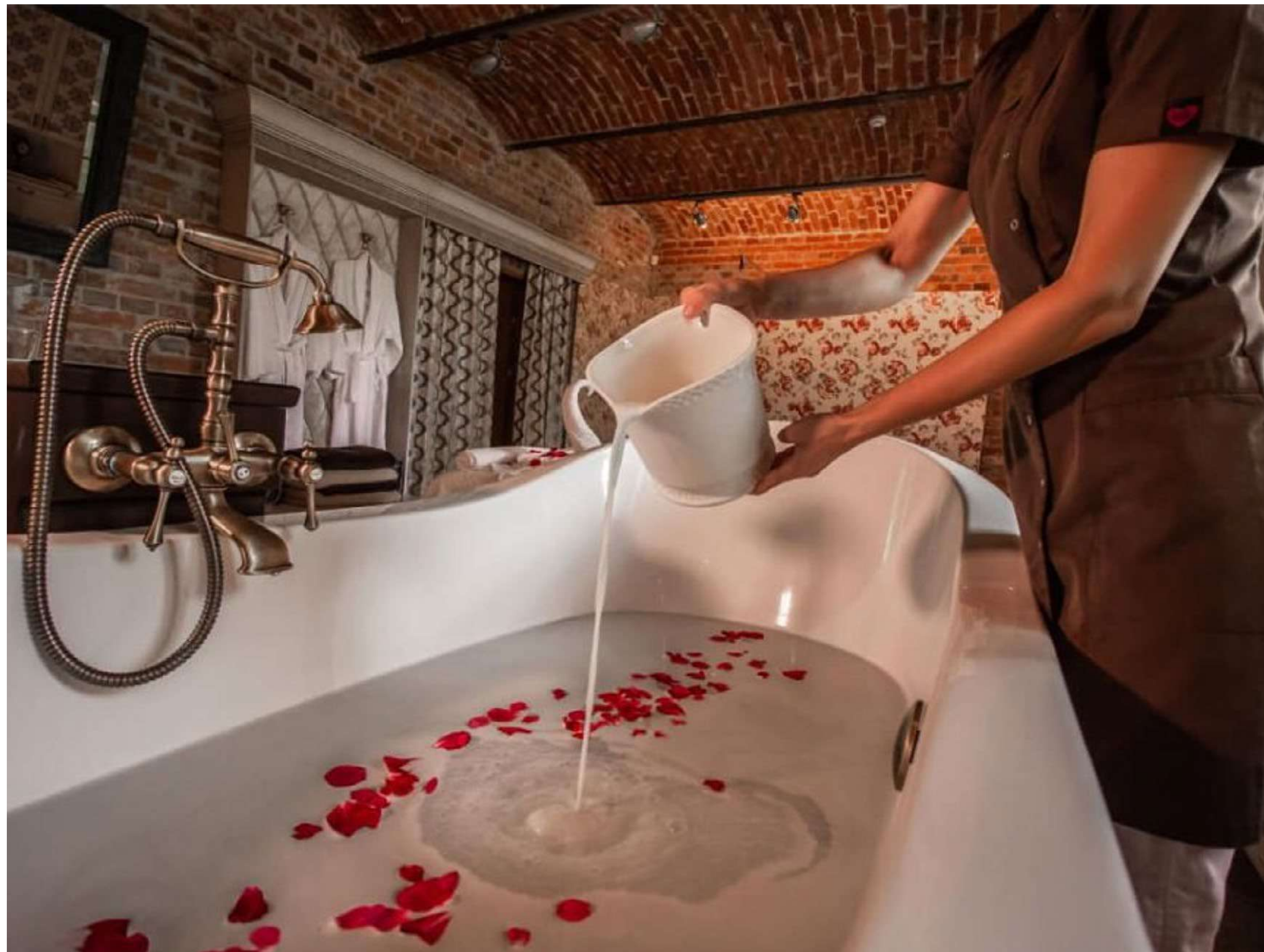
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Official partners:
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South Kurzeme Region

"Hotel Noliktava No5" Kuldīga



"Piena muiža – Berghof Hotel & SPA" Kuldīga Region



Holiday Home "Sīpoli Mare" South Kurzeme Region



Liepāja 2027 Opening

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Official partners:
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South Kurzeme Region



Liepāja 2027 Programme Announcement

Full programme announcement:

- Friday, 9 October 2026
 - Liepāja, Concert Hall "Great Amber"



Liepāja 2027

Opening

Opening Weekend: 22-24 January 2027

- **Friday, 22 January** – opening events in South Kurzeme and Kuldīga Municipalities
 - **Saturday, 23 January** – main opening events in Liepāja, including the open-air concert performance “City Symphony” and the official opening concert-ceremony at the Concert Hall “Great Amber”
- **Sunday, 24 January** – opening events in Liepāja

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Liepāja 2027 Opening Event – "City Symphony"

Director: **Matīss Kaža**

Set Designer: **Reinis Dzudzilo**

Choreographer: **Ramona Levane**

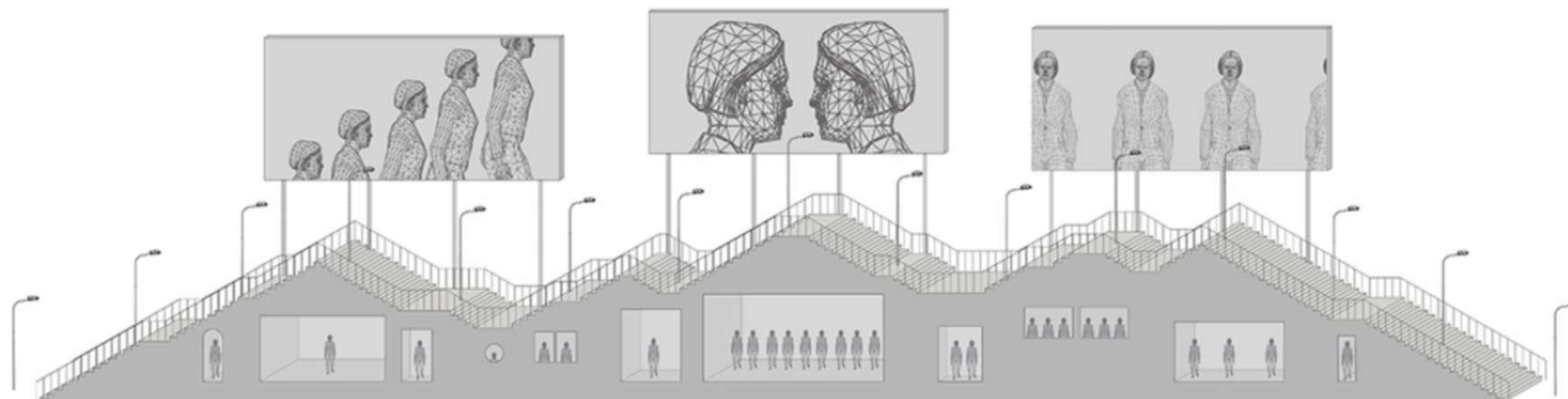
Musical Director: **Jānis Šipkēvics**

Dramaturg: **Elza Marta Ruža**

Video Artist and Camera:

Aleksandrs Grebņevs

Lighting Designer: **Niks Cipruss**



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Liepāja 2027 – Opening Concert-Ceremony at Concert Hall “Great Amber”

Liepāja Symphony Orchestra and “Rīga” Orchestra –
world premiere of Ēriks Ešenvalds’ new work “Wind
Symphony” – Soloist: Annija Kristiāna Ādamsone

- Liepāja Symphony Orchestra | Conductor
and Artistic Director: **Guntis Kuzma**
- “Rīga” Orchestra | Conductor and Artistic
Director: **Valdis Butāns**
- Director: **LAURA**
- Dramaturg: **Mārtiņš Meiers**
- Set Designer: **Mārtiņš Vilkārsis**
- Video Artists: **Lauris** and **Mārcis Ābele**
- Costume Designer: **Fjodors Podgornijs**
- Lighting Designer: **Oskars Pauliņš**
- Producer: **Irita Kalēja**

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Official partners:
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Programme (in)sight

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Official partners:

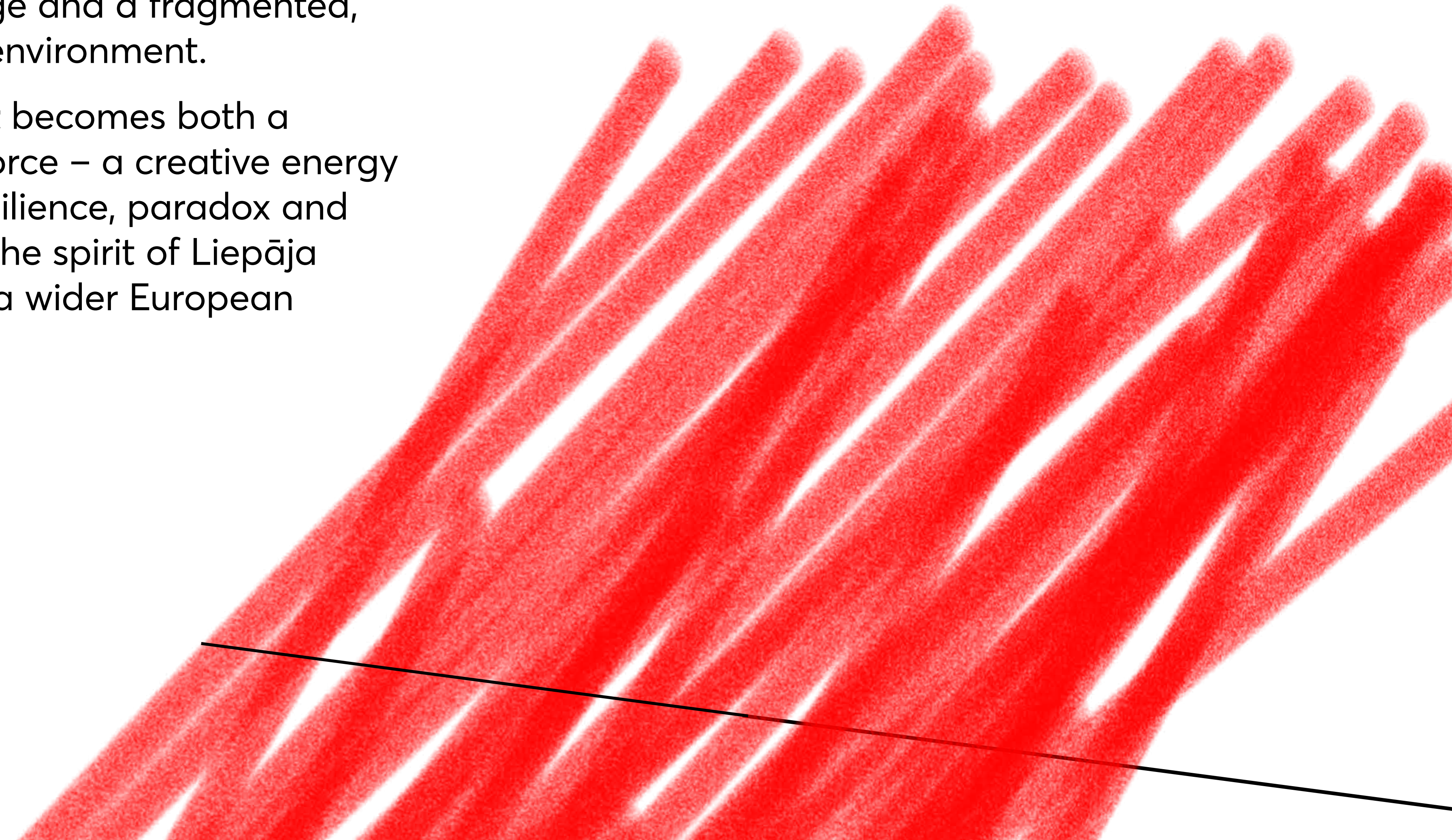
Kuldīga Region
South Kurzeme Region

(un)rest

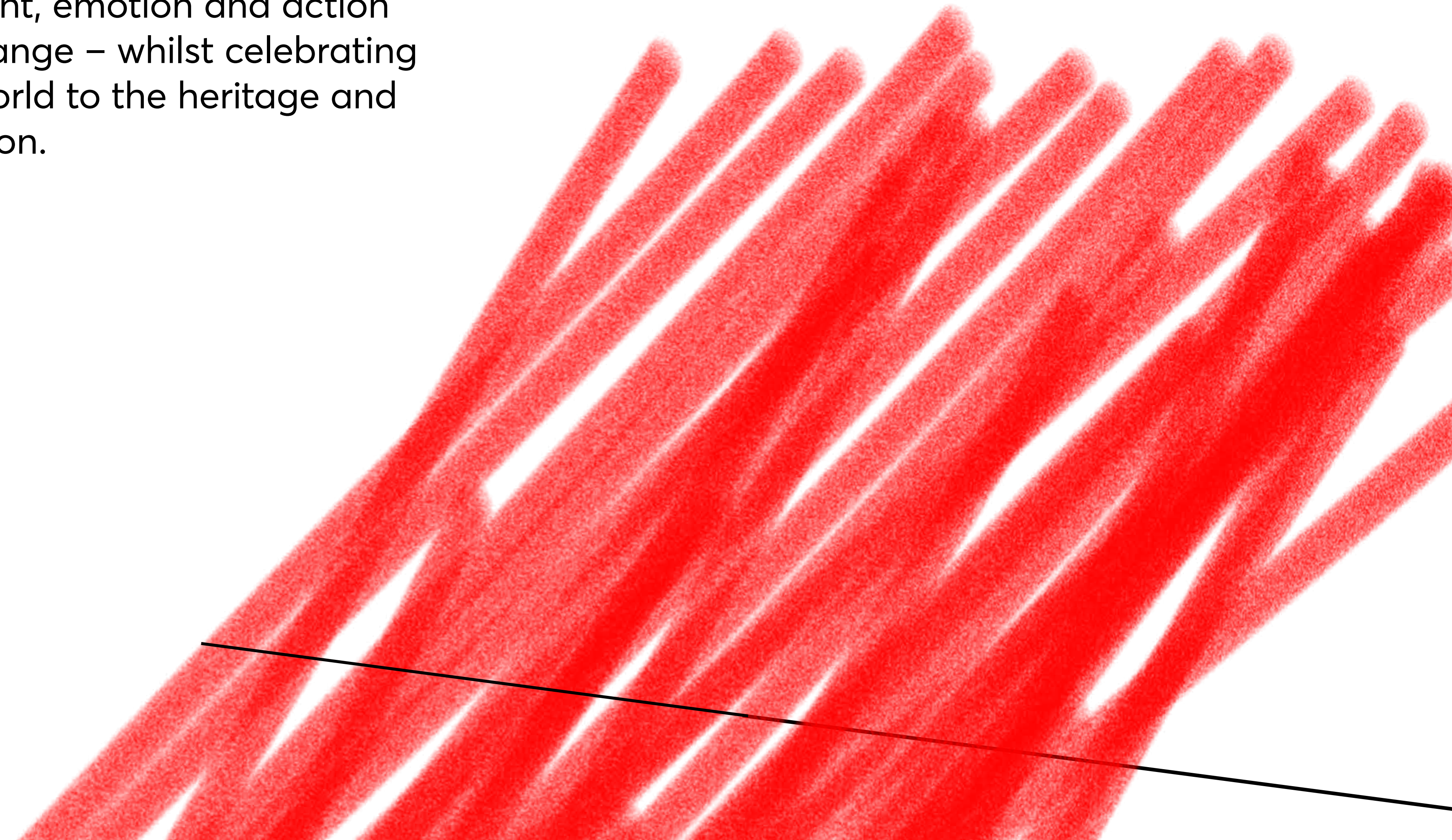
A force that propels us
forward – towards
our goals, towards
collaboration, knowledge,
new perspectives and
innovation.

We live in an age of transition and ambiguity, defined by the climate crisis, shifting identities, migratory flows, rapid technological change and a fragmented, information-saturated environment.

In this context, **(un)rest** becomes both a condition and a driving force – a creative energy alive in movement, resilience, paradox and transformation. It is the spirit of Liepāja today, and a mirror of a wider European reality.



The **(un)rest** programme offers diverse artistic and cultural strategies that engage with the turbulent processes of our time, provoking thought, emotion and action towards meaningful change – whilst celebrating and introducing the world to the heritage and future visions of our region.





Liepāja 2027

Programme Projects

- 50% projects developed by core partners
 - 15% co-financed projects selected through open competitions –
11 partners in international competitions, 9 partners in cultural tourism
 - 35% newly created events
produced and organised by the
Liepāja 2027 Foundation, including the
opening events, "No More Heavy Metal"
and "Nordic Solstice"



Liepāja 2027

Core Partner – Liepāja Theatre

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Official partners:
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Liepāja 2027

Core Partner – Great Amber Concert Hall

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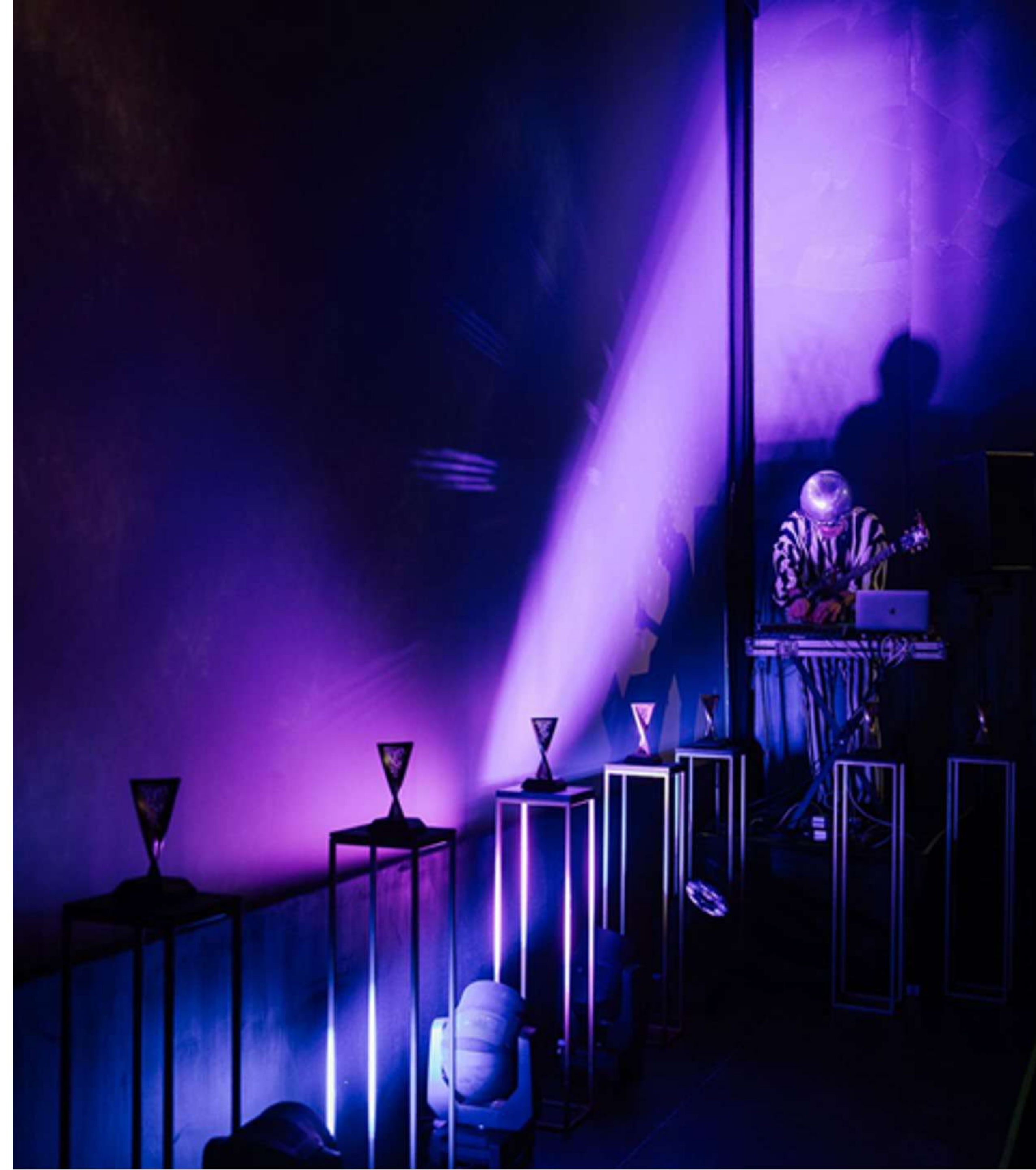
Official partners:
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South Kurzeme Region

Liepāja 2027

Programme

Thematic Lines

Through the programme's five thematic lines – **"European Dream", "Port Paradox", "Deliberate Modesty", "New Eyes!"** and **"Creative Foresight"** – we invite everyone to embark on a journey shaped by Liepāja's distinctive (un)rest, resonating with all who wish to change and grow stronger. The (un)rest programme becomes a horizon where diversity, imagination and the power of community converge. Europe and the world need winds of change – winds that give the courage to embrace (un)rest, and the calm wisdom to find restful peace.



(un)rest Programme

Five
Programme
Lines

**Port
Paradox**

**European
Dream**

**New
Eyes!**

**Creative
Foresight**

**Deliberate
Modesty**

**Liepāja
2027**
European Capital of Culture

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**Kuldīga Region
South Kurzeme Region**

Port Paradox

Liepāja is a city of paradoxes. The North Wind meets sun-warmed beaches. Metal meets lace. The seclusion of Karosta's military past meets the free spirit of rock music. Industry meets resort. Opposites and contradictions coexist side by side – and it is precisely their tension that forges the unique character of our Liepāja.

The spirit of (un)rest has long shaped the cultural life of the city and the surrounding municipalities. Through this thematic line, we will uncover the paradoxes that define Liepāja and explore the heritage of the Land of (un)rest, nurturing and preserving its authenticity.





- International Contemporary Art Exhibition "Locus Mundi"
- Music and Film Programme "Rock the Rock"
- Spatial Music Concert Programme "Embrace the Sound"
- Cultural Tourism Route "A Walk Through the Town's Stories" in Kuldīga
 - Environmental Object "Pavējā – pretvējā" (UpWind, WindSwept)
 - Wind and Wave-Powered Sound Installation Festival "Atmospheric Waves"
 - Interdisciplinary Event Programme "Found in the Old Library"
- International Art Exhibition "Hypnic Jerk"
 - Opera Sun & Sea
 - Chiharu Shiota Solo Exhibition
 - "Moving Horizons" Interdisciplinary Art Exhibitions
 - Cultural Tourism Project Competition: "European Time-Traveller's Walk " and "Manor House Walk"
 - Zenta Mauriņa Summer School
 - Poetry Days
 - "Karosta – Radosta"
 - Lāčplēsis Garden Festival

Opera "Sun & Sea"

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Solo Exhibition by the Artist Chiharu Shiota 塩田千春

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"Karosta – Radosta"

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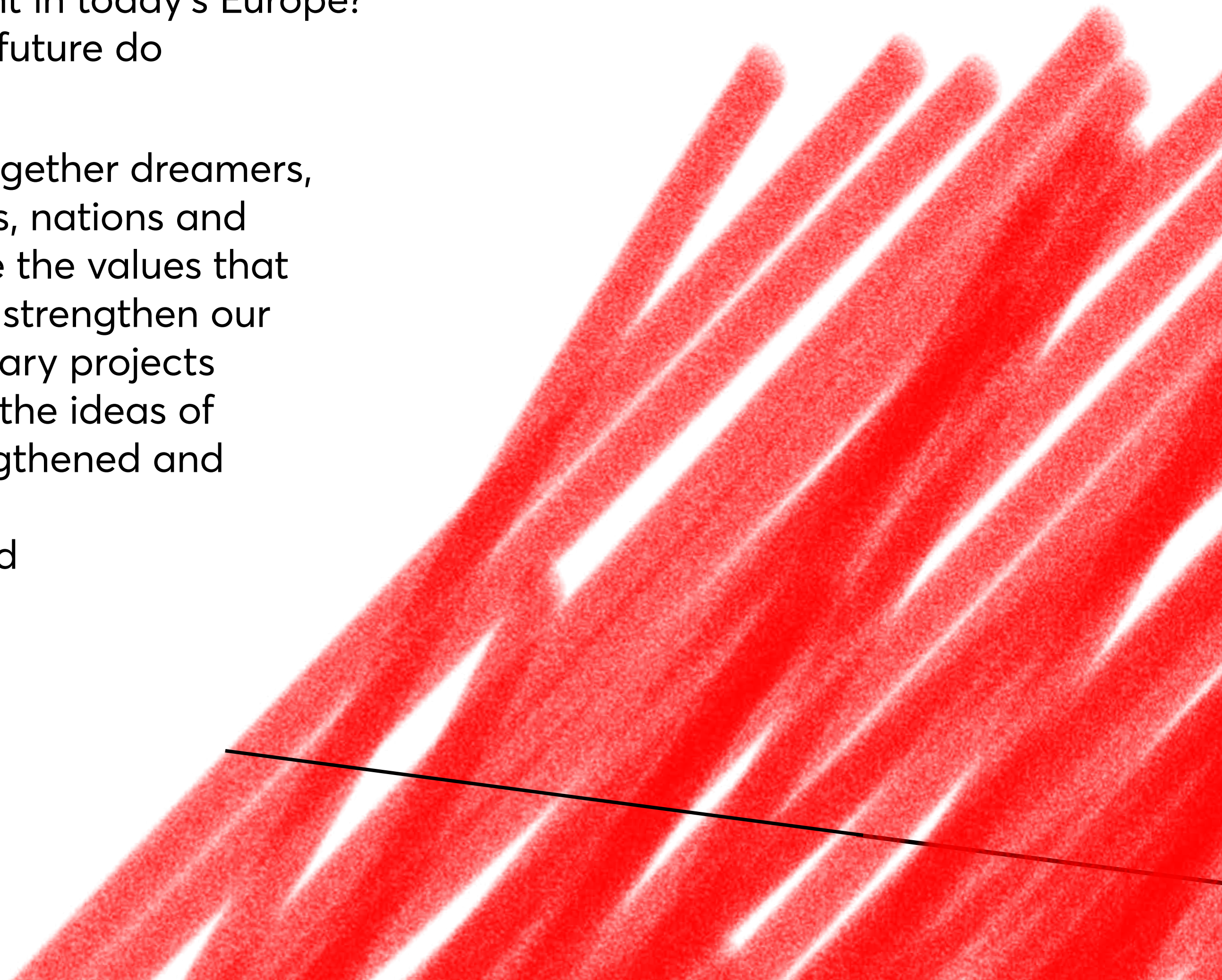
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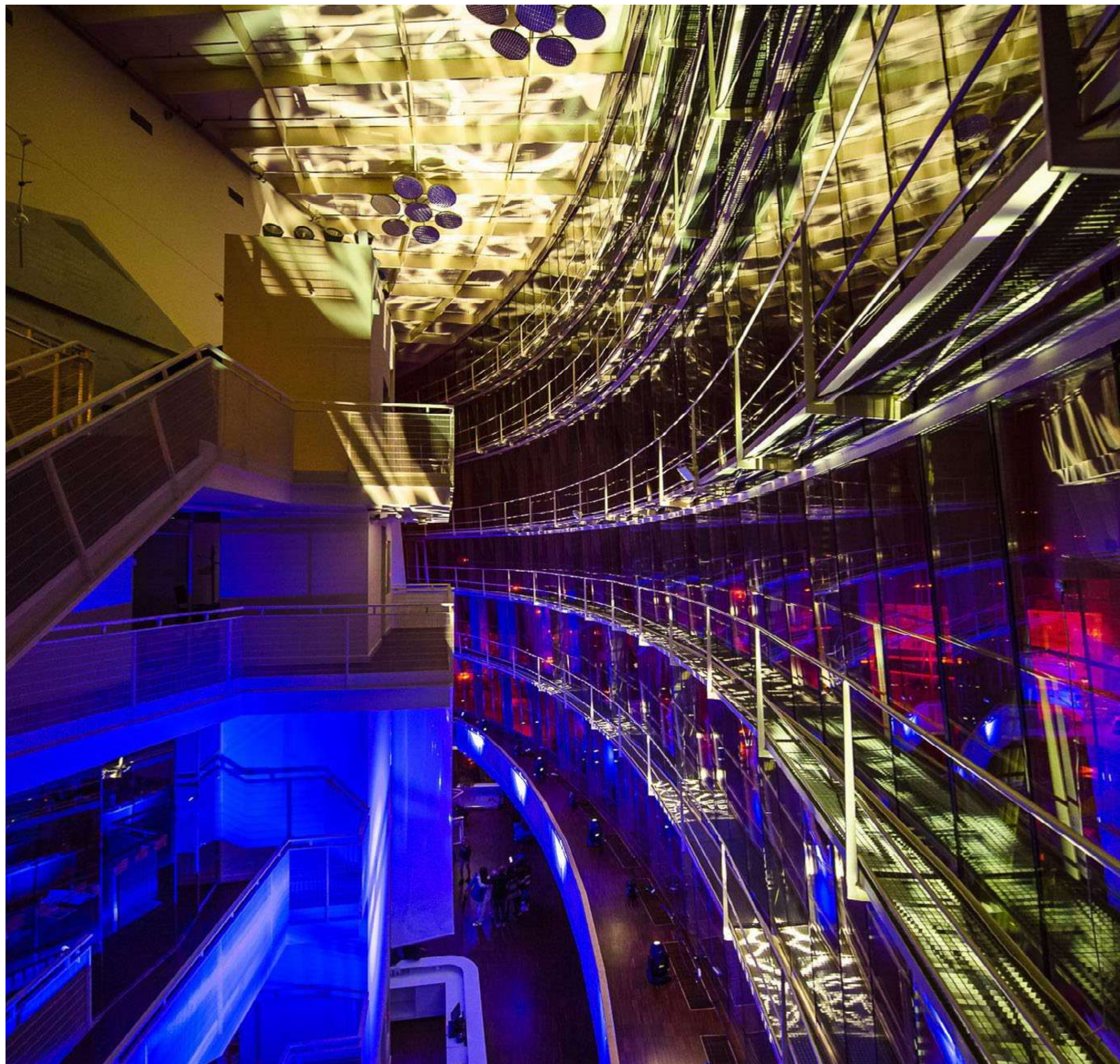


European Dream

We all know what the “American Dream” is – but do we know what the European Dream is? What is our dream of the good life? Are solidarity, diversity and respectful coexistence still values for which we must fight in today’s Europe? What does Europe represent today, and what kind of future do we want to create?

To find answers to these questions, we will bring together dreamers, thinkers, doers and singers from cities, municipalities, nations and the wider world. We will shift perspectives and explore the values that bind our societies both locally and globally. We will strengthen our voice – our political instrument. The interdisciplinary projects of this thematic line are rooted in the belief that the ideas of European coexistence must be watched over, strengthened and nurtured. They are in a constant state of becoming – and must therefore be continually redefined, revisited and refined in the spirit of our times.





- International Exhibition "Baltic Amber Takes the World by Surprise"
- International Symposium and Exhibition "ElektrON – The Future of Amber"
- Concert Series "Stars in Amber"
- Concert Series "Gems of South Kurzeme"
- Festival "Opera by the Sea"
- International Symposium of Cast Iron Art
- International Art Residency "Amber Season in Pāvilosta"
- Democracy Residence "European Dream"
- RIGA IFF International Film Festival Programme in Liepāja
- International Choir Festival "Europa Cantat 2027"
- Democracy Agora: "European Democracy"
- Symposium and Extended Reality Artathon "Extended Realities (XR)"
- Sculpture Programme "How to Nurture Community?"
- Series of Events "Nordic Solstice"

International Exhibition "Baltic Amber Takes the World by Surprise"

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South Kurzeme Region



Concert Series "Stars in Amber"



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International Choir Festival "Europa Cantat 2027"

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Series of Events “Nordic Solstice”



New Eyes!

With a vivid line-up of events of this program, we all together will embark on a journey through the Land of (un)rest – Liepāja, Kuldīga, and South Kurzeme, seeing them through “new eyes.” Together, we’ll dive deep into the heart of these regions, unveiling their rich identities and the colourful kaleidoscope of their communities. Let’s set sail on a rediscovery of who we are and how our stories intertwine: from neighbour to neighbour, colleague to colleague, townspeople to countryside, young adult to senior citizen, and fisher to dressmaker, poet to doctor. This is a quest to explore the profound joy and collective responsibility of creating together in our towns, rural havens, and municipalities. With open hearts and curious minds, we’ll explore how to live harmoniously within our communities, ignite creative brainstorming, and celebrate the simple joys of life right here, where we call home.



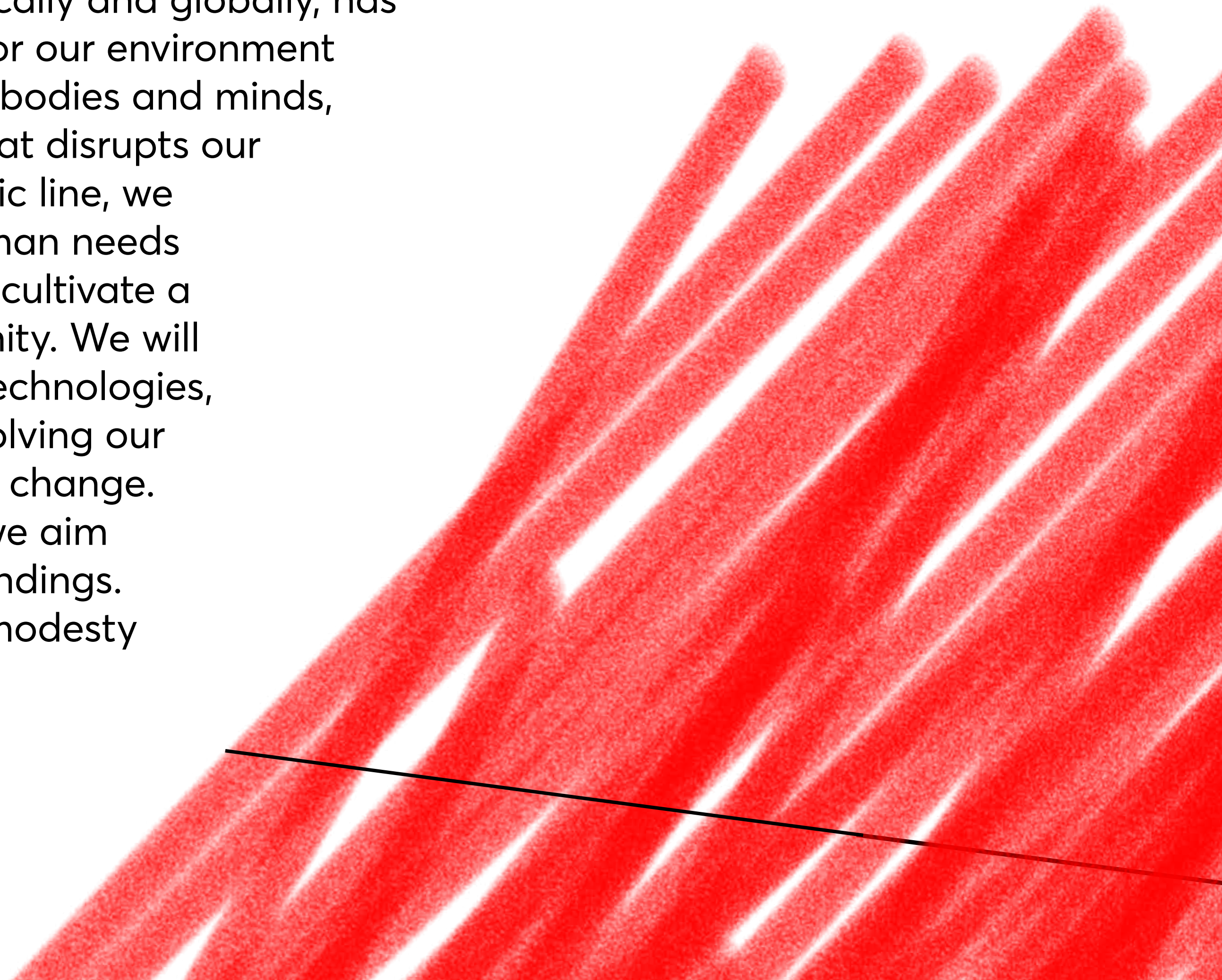
- Community Strengthening and Support Programme "Neighbourliness"
- Skills Exchange Platform "Skill Market"
- Kuldīga Region Residency for Creative Authors "Notes on the Margins"
 - Mobile Défilé "On Land, in the Water and in the Air"
 - Programme "Genius loci"
 - Photo Campaign "One Day in Liepāja"
 - Seeburg Living History Festival 2027
 - International Ethnomusic Festival in Alsunga "Alksnis"
- Festival "Theatre in Close-Up"
- Liepāja Theatre Performance "Against Elections" in Collaboration with Irish Theatre Company "Dead Centre"
 - Restoration Days "Old House, New Story"
 - Green Movement Campaign "Liepāja Blossoms!"
 - Europe Day
 - Gastronomy Event "At the Happy Table"
- "Illuminated Liepāja" Festival of Lights – A.A. Murakami / A. Roininen
- "Meeting Ancient Neighbours" – Celebrations in Traditional Cultural Spaces
 - Photography Programme "World of Images": EU Eyes on Japan / P. Rietums, A. Balčus

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Official partners:
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South Kurzeme Region

Deliberate Modesty

Embraced by the Baltic Sea, forests, pastures, and lakes, Latvia is a haven of natural beauty and strength – a true treasure of the Earth. Yet, we face a stark reality: the relentless depletion of our resources, both locally and globally, has escalated into an acute natural crisis. This disregard for our environment has taken its toll, not only on nature but also on our bodies and minds, entangling us in a chaotic cycle of consumption that disrupts our physical and mental balance. Through this thematic line, we embark on a quest to find harmony between our human needs and the health of our environment. Our mission is to cultivate a symbiotic relationship between nature and humanity. We will forge connections between science, innovative technologies, green entrepreneurship, and the arts, actively involving our communities in the (un)rest Land to drive meaningful change. Through exchanges, artistic, and educational activities, we aim to restore equilibrium among our body, mind, and surroundings. Together, we'll embrace the philosophy of deliberate modesty as a sustainable way of life.





- International Street Art, Circus, Contemporary Dance and Electronic Music Pop-Up Festival "No More Heavy Metal"
- Adventure Island (WWF)
- Creative Workshops and Concert Series "Salmon Song"
- Craft + Design – Guest Lectures, Workshops and Exhibition
- Bio-Art and Gastronomy Series
- The Other Sea Festival – Port Cities Art Bridge "Port Journeys "
- CreArt Artist Residencies

International Street Art, Circus, Contemporary Dance and Electronic Music Pop-Up Festival "No More Heavy Metal"

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The Other Sea Festival – Port Cities Art Bridge "Port Journeys "



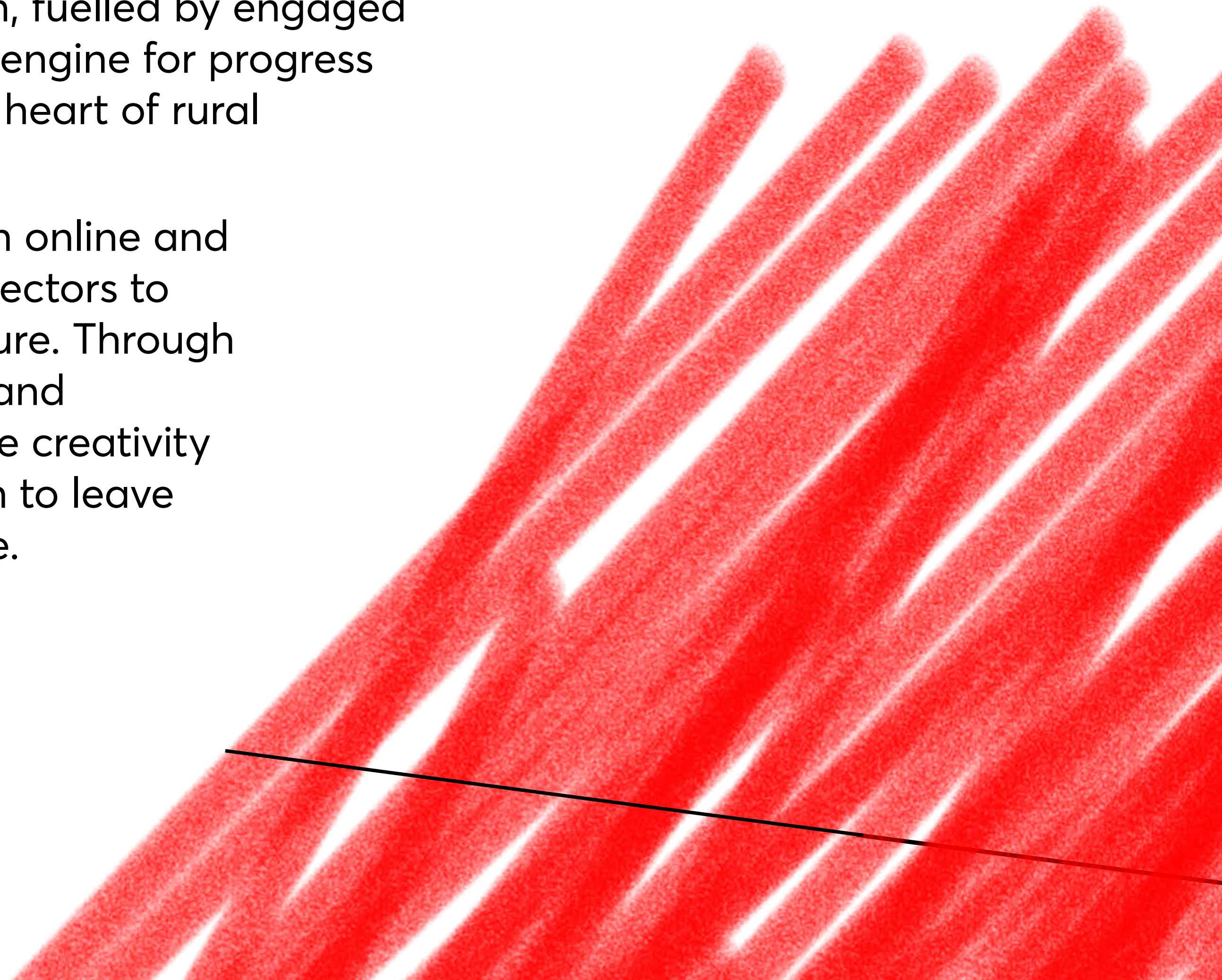
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Creative Foresight

The extraordinary shifts triggered by rapid technological advancements, climate change, and global upheavals highlight the urgent need for us to prepare for the challenges that lie ahead. Innovation, fuelled by engaged and creative communities, serves as a sustainable engine for progress – not just in bustling metropolises but also in the heart of rural areas.

This thematic line aims to bridge the gap between online and offline domains, uniting diverse generations and sectors to uncover the needs and opportunities of the future. Through imaginative probability games in art, design, and educational projects, we will ignite our collective creativity and spark conversations about the legacy we wish to leave behind not only for Kurzeme but for the world at large.





- Capacity-Building Seminars and Forums
- Cultural Education in Schools
- Youth Mentoring Programme
- Youth Festival "Future Institute"
- Contemporary Art Festival "Liepāja Art Forum 2027"
- Experimental Music Programme "Sound Forest" in Liepāja
- Media Art and Technology Festival "Update"
- Animation Programme "Image. Sound. Story."
- International Conference "Cultural Renovation"

Contemporary Art Festival "Liepāja Art Forum 2027"

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South Kurzeme Region



Liepāja 2027

Programme

Partners

- Liepāja Music, Art and Design High School
- ASTE – Art, Science, Technology, Education Association
- Liepāja Central Scientific Library
- Latvian Animation Association
- Liepāja Museum
- Ascendum Association
- Democracy Fund Foundation
- South Kurzeme Municipality Department of Culture
- Lielais Dzintars Ltd.
- VV Foundation
- South Kurzeme Tourism Centre
- Song Festival Association
- Cultural Project Coordination Centre Association
 - Art Management and Information Centre Association
 - Sansusī Association
 - Liepāja Symphony Orchestra
 - Liepāja Theatre
 - Kuldīga Culture Centre
 - Kuldīga Municipality
 - Kurzeme Cultural Heritage Centre "Kūrava"
 - Liepāja Folk Art and Culture Centre
- Riga International Film Festival
- Circle Pit! Shows Association
- RIX-C New Media Culture Centre
- Tālu Skan Association
- Skaņu Mežs – Association for Adventurous Music and Film Art
- Latvian Centre for Contemporary Art
- SERDE Interdisciplinary Art Group
- Viena diena.lv Association
 - Kultkom – Centre for Contemporary Culture
 - GolfClayderman Association
 - Tuvumi Association
 - Latvian New Theatre Institute
 - PFT Progress Association
 - Raivis Alksnis
- World Wide Fund for Nature (WWF)
- Liepāja Puppet Theatre
- Pāvilosta Cultural and Historical Environment Centre
 - Blind Carbon Copy Association
 - Tapala Lapa Association
 - Idea Events Ltd.
 - Liepāja Music Ltd.
 - Aizpute Renaissance Association
 - Equilibrium Group Foundation
- Finst Ltd.
- Kuršu Brīvciemi Association



Liepāja 2027

Programme

Development Curators

- Gundega Laiviņa
- Iveta Gabaliņa
- Igors Gubenko
- Anna Priedola
- Evarts Melnalksnis
- Marta Selecka
 - Lība Bērziņa
 - Māra Žeikare
 - Andrew Gryf Paterson
- Barbara Lehtna
- Madara Gruntmane-Dujana and Kaspars Bērziņš / Creative association "I did it"

Communication

Liepāja
2027
European Capital of Culture

Official partners:
Kuldīga Region
South Kurzeme Region



Liepāja 2027

Main Communication Goals

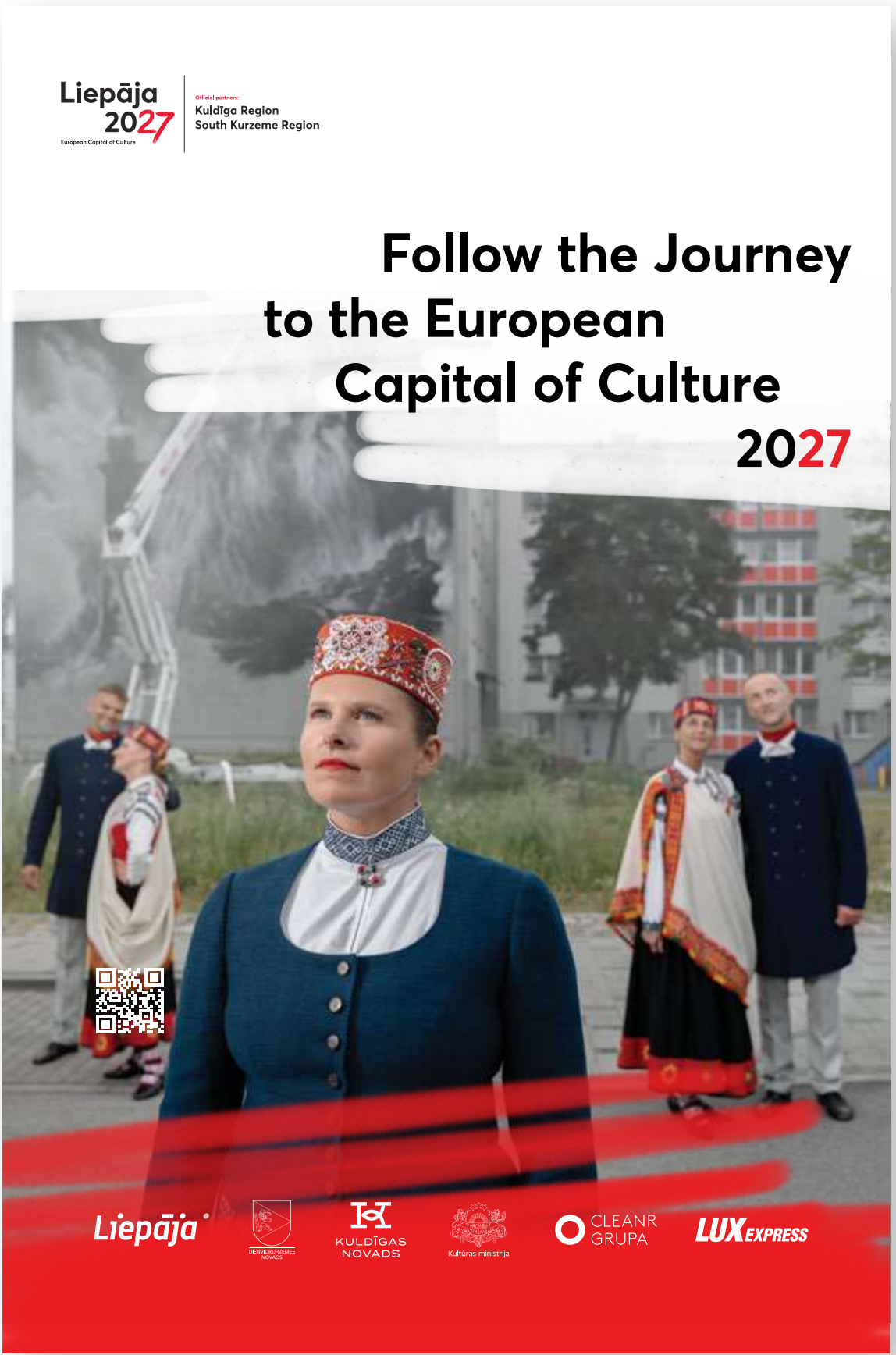
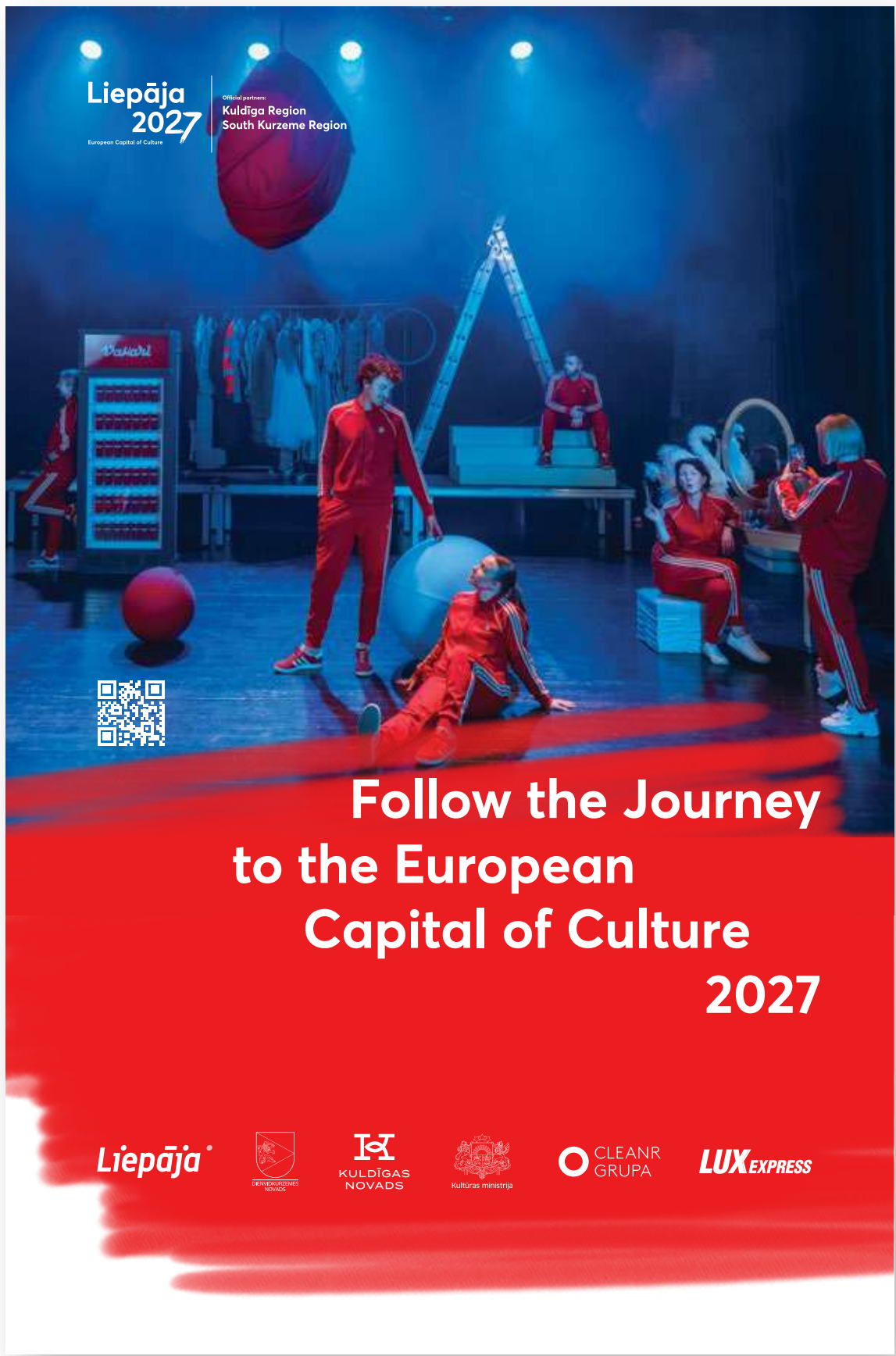
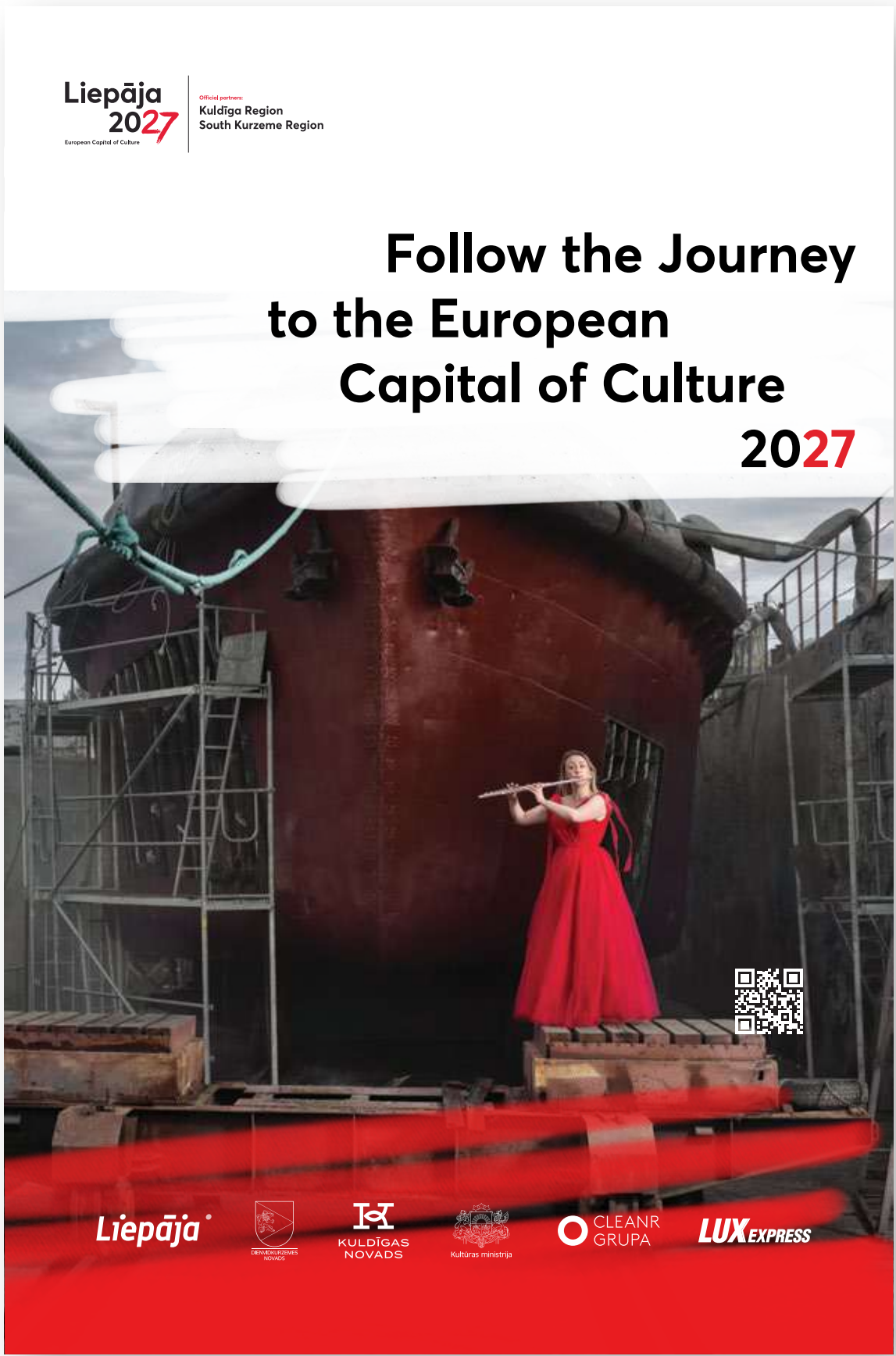
- Strengthen Liepāja's and Latvia's international visibility
 - Foster a shared sense of belonging to a common cultural space
- Expand public understanding of culture's role in society, the economy and the environment
 - Develop Liepāja's image as a Paradox City of (un)rest



Communication and Target Markets

- Planning overall programme advertising
- Integrating Liepāja 2027 ambassadors into daily communication processes
 - Creating marketing attributes and presentation materials for the regions
 - Disseminating information through partner channels: airBaltic, Stena Line, Lux Express
 - Sharing regional event information on digital platforms
 - Cooperation with LIAA, embassies and communication representatives in target markets; campaigns and in-person events
 - ECoC network
 - 2026 priority – international relations
 - Target markets: Lithuania, Estonia, Finland, Germany, Poland, United Kingdom, France

Liepāja 2027 Programme Communication in 2026





Communication Channels

- Digital Channels
- Media
 - Outdoor Advertising
 - Print
 - Municipal Publications
 - Radio
- Partner Channels: airBaltic, Lux Express, LSM, Kurzemes Radio
- Embassies and LIAA Channels

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Presentation Materials





International Communication Activities

- 2026 Campaigns in Lithuania, Estonia, Poland, Germany, France and the United Kingdom
- Direct Work with Foreign Media, Tour Operators and Embassies

Liepāja 2027 in Berlin, Germany



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Liepāja 2027 in Tallinn, Estonia



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Liepāja 2027 in Vilnius, Lithuania



Liepāja 2027 in London, United Kingdom



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Liepāja 2027 Information Event for Foreign Ambassadors in Rīga, Latvia



Liepāja 2027 Information Event for Foreign Ambassadors in Rīga, Latvia



Cooperation with Sponsors

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AS "CleanR Grupa"

Main Partner for
Environmental Education
and Sustainability

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Official partners:
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South Kurzeme Region



AS "airBaltic Corporation"

Main Partner for
Environmental
Education and
Sustainability



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SIA "Lux Express Latvia"

Land Mobility Partner



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SIA "Sorainen ZAB"
Legal Partner

SORAINEN

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South Kurzeme Region

Liepāja 2027 Information Partners

Latvian
Public Service
media

KURZEMES
RADIO

Liepāja 2027 Ambassadors Programme

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South Kurzeme Region



Liepāja 2027 Ambassadors Programme

- Ambassador involvement in overall Liepāja 2027 communication
- Individual work with ambassadors and content coordination
 - Ambassador activation at city and partner events
 - Visibility building through ambassadors' personal channels
- Collaboration in content creation (posts, interviews, appearances)

Liepāja 2027 Ambassadors



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Community Involvement Programmes

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South Kurzeme Region



Volunteer Programme "Mission (un)rest"

- 172 – number of our volunteers
- In 2025 we received the award for "Volunteer Work Organiser of the Year"

Volunteer trainings and evaluation





Youth Programme

- Young people as creators of cultural life and attractors of wider youth audiences
 - Training: knowledge, experience, learning-by-doing, opportunity
 - Continuity: young person = mentor for young person
 - Involvement in programme continuation

Youth Club – opportunities and sense of belonging



Kuldīga Young People Own Created Event "Ravegrieži"

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Official partners:
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Liepāja 2027 Youth Program Closing Presentations





Community Strengthening Program

- Capacity building – inspiration, like-minded people, knowledge, financial support
 - Growing Community – new activists, sense of belonging, engagement
 - From Communities to Neighbourhoods – Community Collaboration

Community Building Forum "Create Your Own Jaunliepāja"



Community Programme Hackathon



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(un)rest on Namdaru Street – Neighbours Garden Pary

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Ziemupe

Song Chest Opening and making a festive vibe





Culture Capacity Building

- Cultural breakfasts in the regions
 - Kurzeme Culture Forum
 - Culture Conference "Cultural Renovation"; focus – communities
- Engagement in attracting external funding
 - RTU Liepāja five-lecture course for cultural professionals

Cooperation Partners

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Official partners:

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Liepāja 2027 Partners

Official
partners:

Liepāja



K
KULDĪGAS
NOVADS



Cooperation
partners:

CLEANR
GRUPA

S|E|B

airBaltic

SORAINÉ

LUXEXPRESS

StenaLine



EMBASSY
OF THE REPUBLIC OF LITHUANIA
TO THE REPUBLIC OF LATVIA

Media support:

Latvian
Public Service
media

radio
SWH

SANTA

TVXNET

KURZEMES
RADIO

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Liepāja 2027 Partners

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Liepāja



K
KULDĪGAS
NOVADS



Cooperation
partners:

O CLEANR
GRUPA

S|E|B

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SORAINEN

LUX Express

S
Stena Line



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Data and Monitoring

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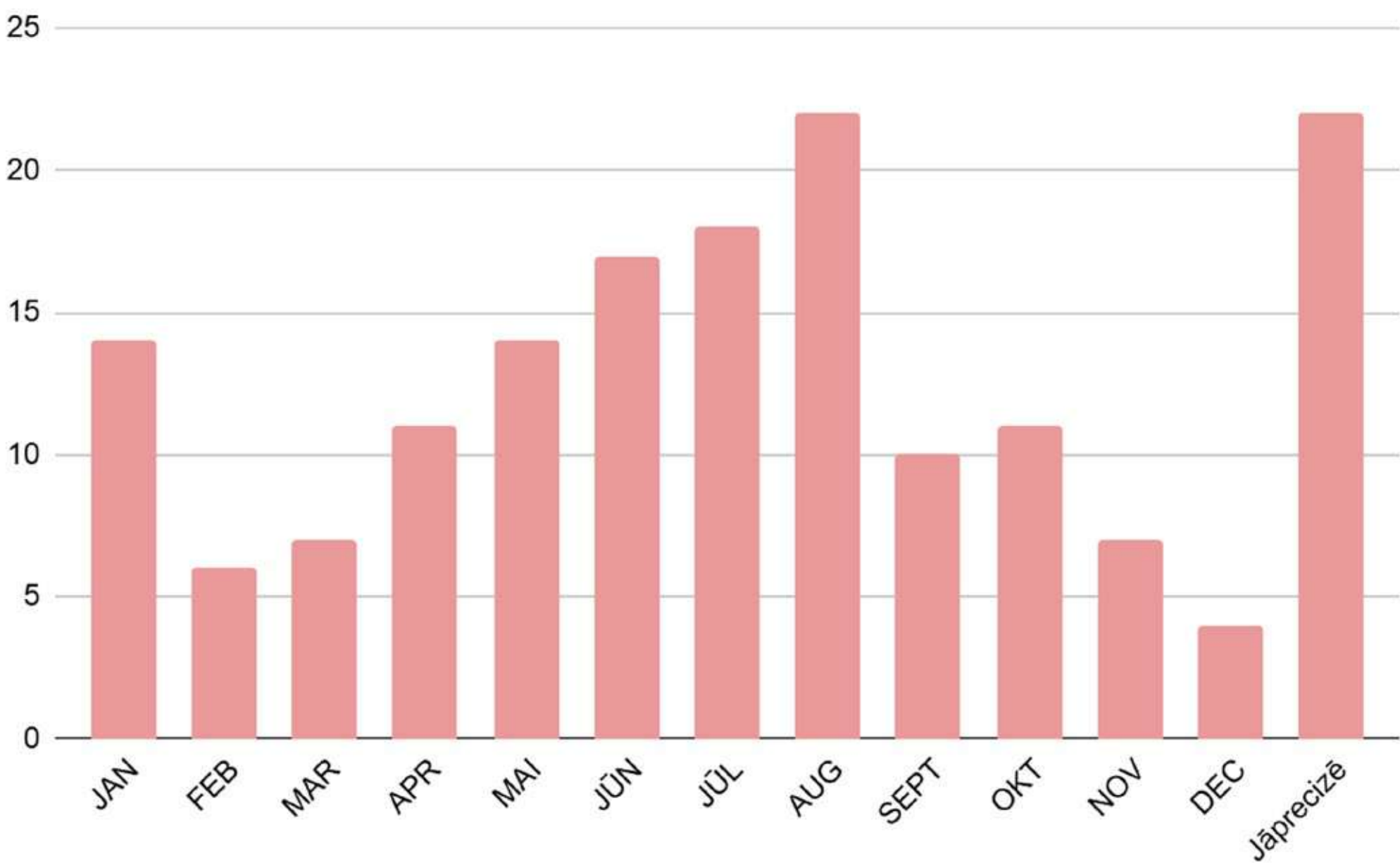
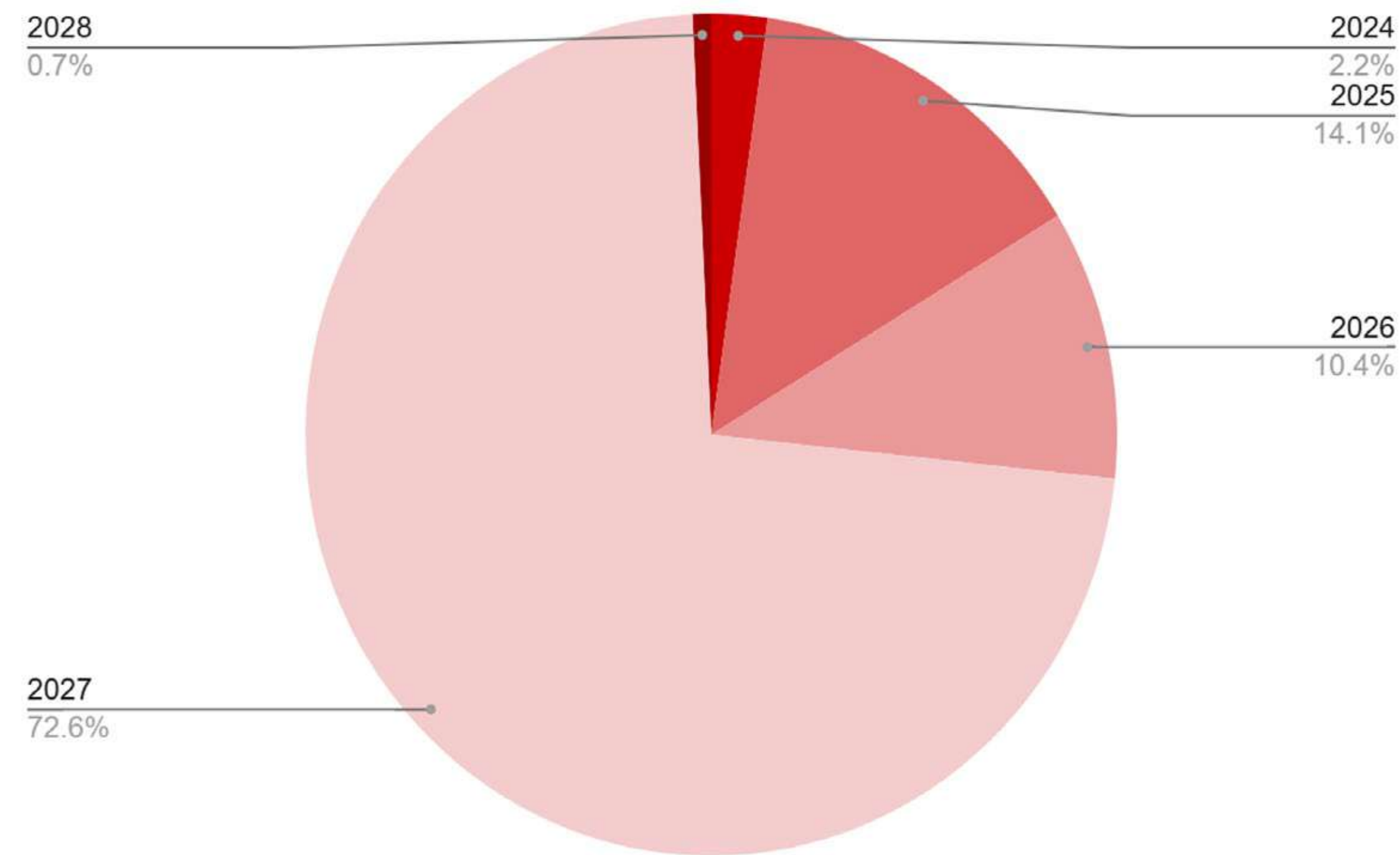


Performance Indicators

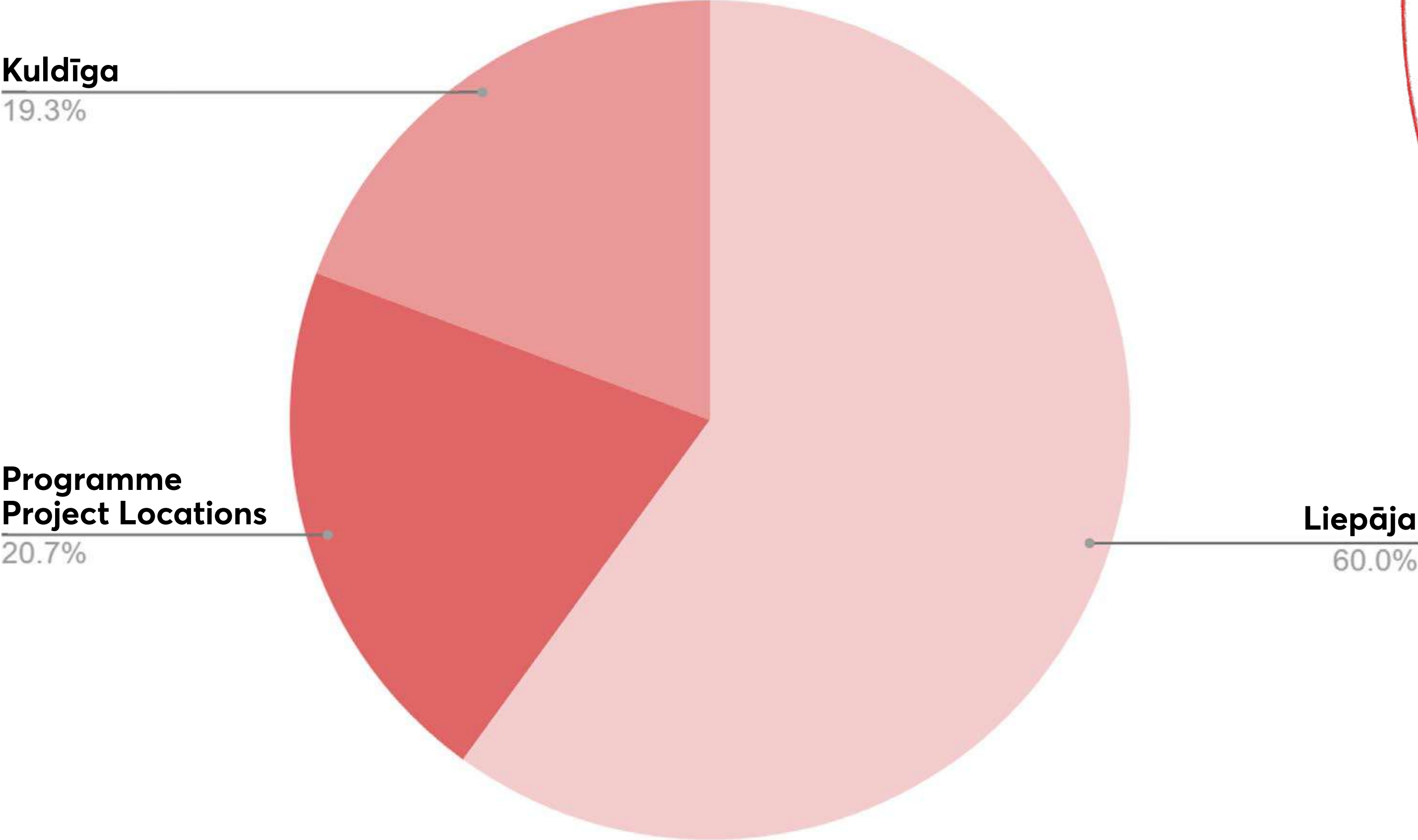
- Performance Indicators
 - Number of events/activities held
 - Economic benefits
 - Number of visitors (events/digital platforms, international/local)
 - Number of local, regional, national, and international organizations involved
 - Total number of local, regional, Latvian, and international artists involved
 - Number of tickets sold
 - Number of media publications (print/digital/social media)
 - Audience reached through digital channels
 - Changes in public opinion as reflected in sociological surveys (NPS)
 - Number of official guests hosted

Project Breakdown

by year 2024 - 2028



Programme Project Locations



Continuity and Legacy

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Main Tourism Related Goals

- At least a 15% increase in overnight visitors (or 20% including short-term rentals)
 - Expanded transport connections with Rīga, Klaipeda and Palanga, including a coordinated schedule
- Increase in accommodation capacity from 3,827 to at least 5,000 beds after 2027
 - Implementation of five large-scale national and international advertising campaigns
 - Approximate 15% increase in tourist numbers across the region

Liepāja 2027 Team

Liepāja
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South Kurzeme Region

Financial Plan

Implementation 2025

	National	Liepāja	Regions	Other sources	Total
Programme	1 100 638	353 000	142 948	100 004	1 696 590
Ads and Marketing Costs	245 967	0	10 400	25 021	281 388
Admin and Programme Development Costs	418 001	300 000	34 652	125 105	877 758
Monitoring and Evaluation Costs	64 444	0	0	0	64 444
Total	1 829 050	653 000	188 000	250 130	2 920 180

Finanšu plāns

2026 – 2027

	National	Liepāja	Regions	Other sources	Total
Programme	4 418 412	1 500 000	615 783	1 190 353	7 724 548
Ads and marketing costs	983 865	120 000	79 600	210 062	1 393 527
Admin and Programme development costs	1 672 006	950 000	84 601	700 207	3 406 814
Monitoring and Evaluation costs	96 667	0	0	25 000	121 667
Total	7 170 950	2 570 000	779 984	2 125 622	12 646 556



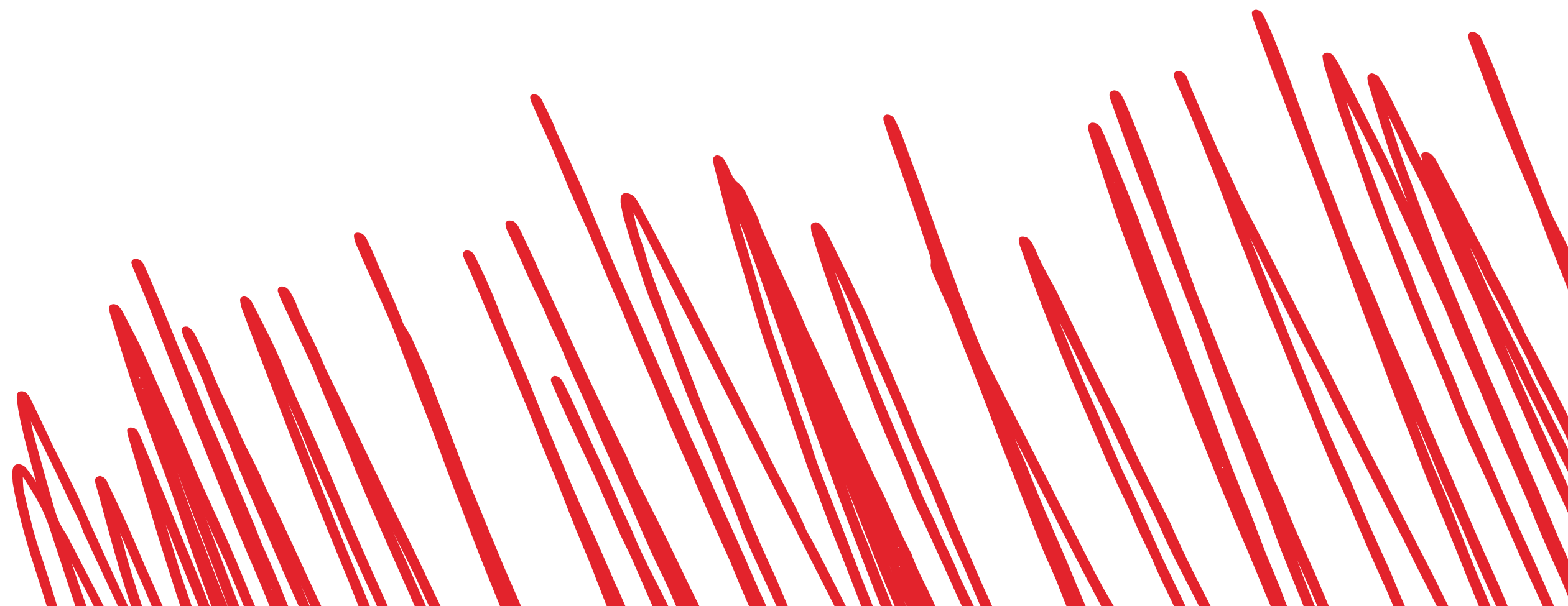
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**See You
in Liepāja!**

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(un)rest

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