

# SUSTAINABLE TOURISM

## LIMBAZI, LATVIA

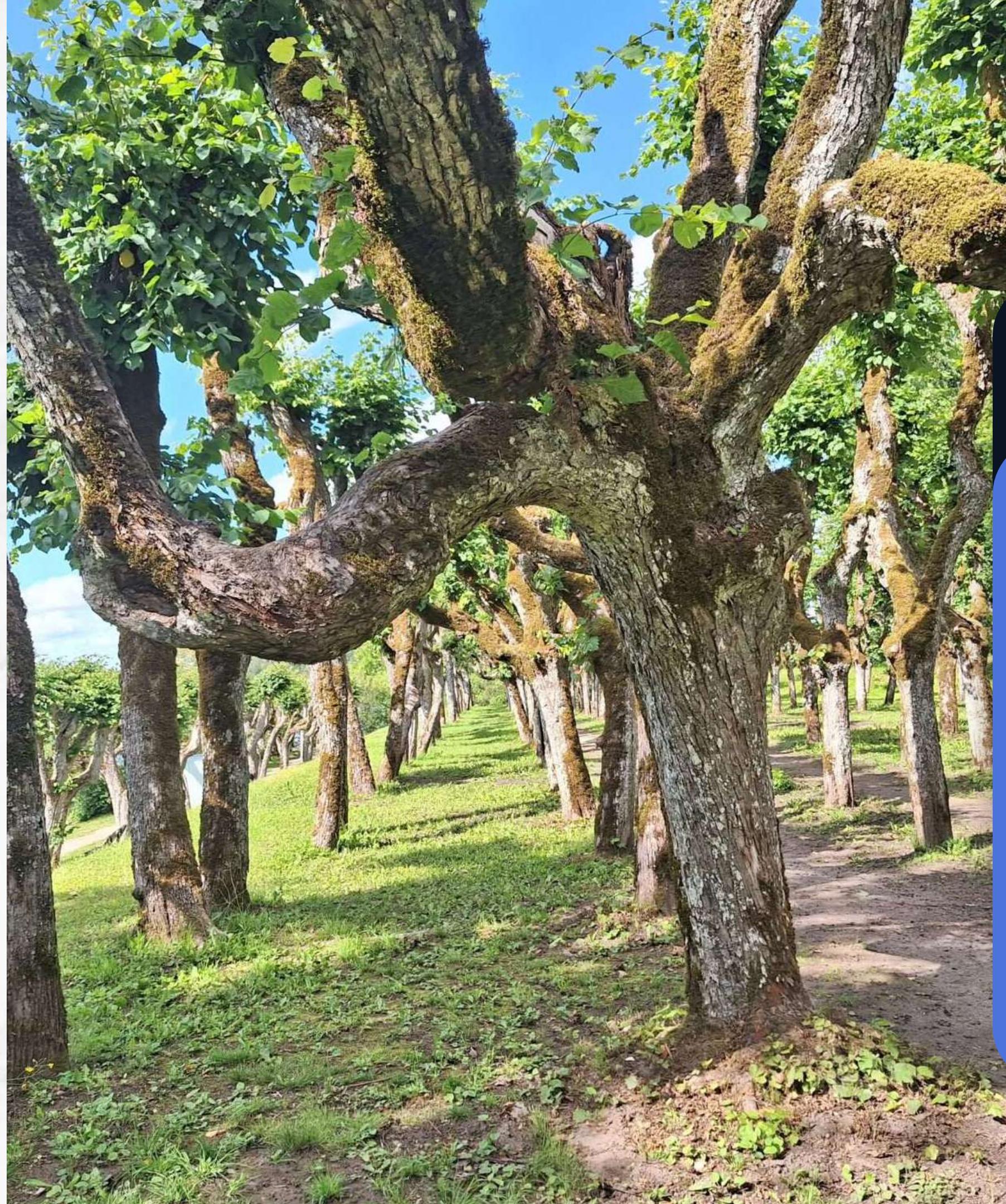
# BK-95

Citizens, Equality, Rights, and Values Programme (CERV) Network of Towns  
Project  
GreenMove: rural mobility for a Sustainable future

# TOURISM PROFILE OF LIMABZI REGION

Every baker knows that it takes more than a flour to bake bread. The power of Limbazi tourism lies in its diversity, the town has many stories, which require time and a great narrator who can provide those who are interested in an opportunity to really feel the town. Silver, anthem, lake, bread, wool, felt, theater, capital of herring, canoeing and kayaking, 18th century wall paintings, medieval castle – the list of touristic profile of Limbazi can go on and on.

Meet the main objects that attract visitors to Limbazi!





# LIMBAZI MUSEUM

Limbazi Museum preserves the evidence of Limbazi Municipality's place in the history of Latvia and strengthens the sense of patriotism. Objects and events of the museum:

- Center Kiosk – Limbazi museum outdoor showcase reflecting culture-historical events of Limbazi town and Municipality.
- Medieval Casatle Ruins are located next to the museum and are historically significant because the castle was once one of the residences of Riga Archbishop.
- The Museum Night – an international event, which museums in Latvia also participate and is initiated by the French Ministry of Culture and Communication.
- Old Firefighter's Depot – built at the end of 19th century. Here you can have a look at such displays as the Observation Tower. There is a technical device collection exhibited in the open storage of Limbazi Museum. This is the right place to find out how fires used to be put, how often they occurred and what was done if smoke was detected.



# MUNCHAUSEN MUSEUM

The Munchausen family has been known for outstanding scientists, statesmen and warriors since the 12th century. Despite this, it was Baron Munchausen, who gained immortality, world fame and universal love. He himself was outraged by the title of "biggest liar" and considered suing those who wrote and published his stories. In later times, even a branch of science – Munchausenology – was born, and Munchausen museums opened, including in Limbazi Region Dunte. Dunte Munchausen Museum also offers opportunity to meet a brave soldier, a passionate storyteller, a fervent hunter – Baron Munchausen – and see the world in a different way

# LIMBAZI CHURCHES

- St. John Evangelical Lutheran Church – constructed between 1679 – 1680, is a beautiful touristic object in Limbazi.
- Limbazi Church of the Transfiguration of Christ – the orthodox community of Limbazi is one of the oldest in Latvia.
- Limbazi St. Lawrence Roman Catholic Church – the first church that was built following the restoration of independence of the Republic of Latvia and is the newest church in Limbazi – only 30 years old.



# LIMBAZI TOURISTIC OBJECTS

- Wooden architecture – late 18th and 19th century wood construction has survived in the Old Town of Limbazi.
- Silver Museum – Limbazi is also called Silver City and this name is not used in vain. An exhibition Silver Limbazi is located here in the rooms of the Old Town Hall. A silver quill pen is used to sign such important documents as marriage papers.
- National anthem and Baumanu Kārlis monument – the author of the National Anthem of Latvia, Kārlis Baumanis, was born in Limbazi region, which for Limbazi are called the capital of the Anthem of Latvia and it is established by K.Baumanis monument in Limbazi.



# LIMBAZI TOURISTIC OBJECTS

- If you are seeking for active holidays, Limbazi is the right place with its walks, bicycle rides, running, roller skating, wake-boarding, water skiing, winter skiing, skating in a marvelous outdoor skating-rink as the infrastructure matures.
- Limbazi Great Lake beach complies with international standards and has been awarded the international Blue Flag eco-label every year since 2015.
- Auseklis Limbazi Theater – one of the greatest amateur theaters of Latvia getting highest recognition and winning awards yearly with its performances and shows.



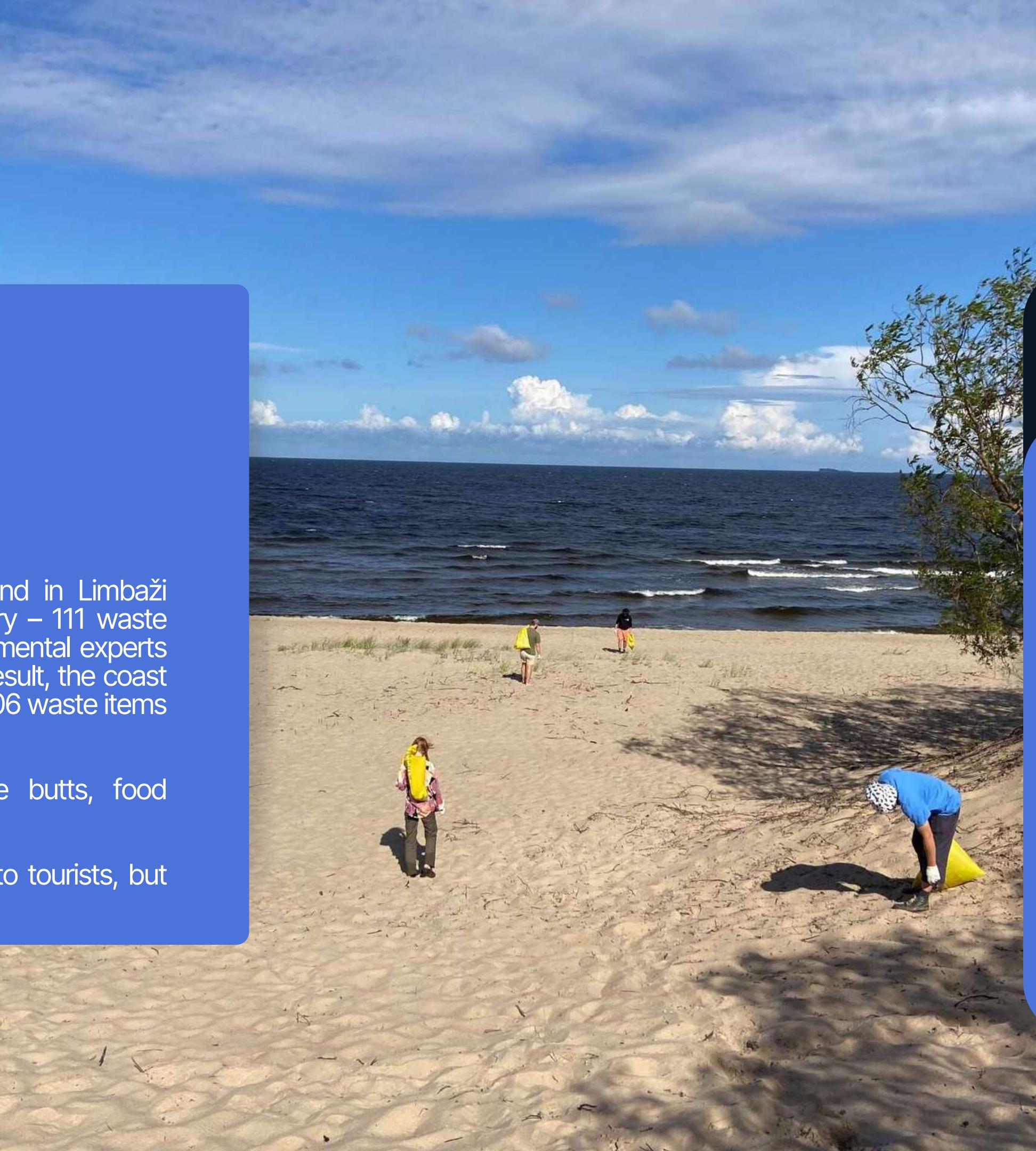


# PROJECT MY SEA 2025

The biggest joy – the cleanest beach this year was found in Limbaži Municipality, which showed the best indicator in the country – 111 waste items per 100 meters. This summer, volunteers and environmental experts conducted 44 monitoring sessions over 30 days, and as a result, the coast of Latvia became 13,442 waste items cleaner. On average, 306 waste items were found per 100 meters.

Among the most commonly found litter were cigarette butts, food packaging, pieces of plastic and ropes.

This confirms that Limbaži beaches are not only attractive to tourists, but have also become a model for the rest of Latvia.





 Limbazi Region



# CULTURAL TOURISM

Cultural and heritage tourism such as **Museum Nights**, **Theatre Festival "Spelesprieks"**, **Hansaetic Days**, **Intenational Festival for Accordionists** and **International Kokle Festival**, significantly increase mobility demands in Limbazi region by attracting visitors to an area that is not traditionally designed to handle high tourist traffic. This leads to a need for improved transportation infrastructure, such as more parking places, public transit links, and signage to access heritage sites.

Seasonal peaks in tourism create pressure on existing services, requiring flexible or temporary mobility solutions like bike rentals. Additionally, as more visitors seek authentic, off-the-beaten-path experiences, there is a push to develop walking trails, cycling routes, and eco-friendly transport options. These changes shall benefit local residents too, by improving overall connectivity.



Limbazi Region



# BIRINI CASTLE

In the beginning of the 20th century during the first independence of Latvia and at Soviet times the premises of the castle were used as a spa.

After the end of Soviet era in 1990s the Birini Castle became a splendid ambience for special events offering organization of special events such as private parties, weddings, banquets and seminars. For daily occasions, it offers horse riding in the castle's park both individually or in carriages in summer season and sleighs in winter season. However, would attract more visitors by having direct touristic lanes to reach it, especially for school children that could arrive to excursions there via sustainable transport such as riding bikes, for example, instead of using a public transport.



# FOR GREENMOVE NETWORK

Sustainable tourism in such rural area as Limbazi Region benefits greatly from models that prioritize **environmental protection, community involvement, and low-impact travel**.

One key lesson is the importance of engaging local residents in tourism planning (for example, while the Tourism Strategy was developed, local residents were invited to participate in its design in public discussions) to ensure that development aligns with community values and delivers direct economic benefits.

Promoting local culture, food, and traditions not only enriches the visitor experience in Limbazi Region but also helps preserve heritage.

Another lesson is the value of investing in small-scale, eco-friendly infrastructure - such as walking trails, cycling routes, and public transport among parishes - to reduce environmental pressure.

These strategies collectively support rural resilience and long-term sustainability, which we suggest for any other place but GreenMove participants in particular.

# THANK YOU

