

**Good afternoon!**

**This year the Balttour business forum will be held on the 5<sup>th</sup> of February in Radisson Blu Daugava. It is an event for tourism industry professionals which every year precedes the official events of the leading travel trade fair Balttour.**

This year the seminar programme includes news, the best practice examples and forecasts about development of airline services in Europe and in the world, the future of the hotel business, the Latvian medical tourism opportunities, the MICE development tendencies in the region, as well as the engagement of travel companies in the promotion of the image of Latvia abroad.

We are proud to announce the special forum speakers, the leading European experts:

- **Marco Nussbaum**, Co-Founder and CEO of the Prizeotel hotel chain, developer of an innovative hotel concept. He will focus on ways to overcome the latest challenges in the hotel sector.
- **Rob Davidson**, Managing Director of MICE Knowledge, researcher and consultant, the leading European specialist in the field. He will introduce the audience to the MICE development tendencies in Europe.

The quality of the forum seminars is ensured by the representatives of the leading Latvian professional tourism organisations: President of The Association of Hotels and Restaurants of Latvia and General Manager of Radisson Blu Ridzene Hotel J. Vālodze, the conference project manager of the Sustainable Tourism Cluster of Latvia and Director of Baltic Travel Group V. Korjagins, Secretary General of the Association of Latvian Travel Agents and Operators (ALTA) M. Paņkova, and the Healthcare and Medical Tourism Services Project Manager of the Sustainable Tourism Cluster of Latvia and Director of Meeting Tour Travel & SPA Consultants I. Kravale.

The current events of the tourism industry will be communicated by top experts such as:

- Raimonds Gruntiņš, IATA Regional Manager for Nordic and Baltic countries;
- Andris Liepiņš, Riga International Airport Board Chairman;
- Māris Rēvalds, Veselības centrs 4 Board Chairman;
- Leading brand management experts from the public and private sector.

Minister for Economics of the Republic of Latvia Dana Reizniece-Ozola will participate in the opening of the Balttour 2015 forum.

See the seminar programme [here!](#)

**We invite managers of travel companies and heads of divisions, the leading specialists and professionals from tourism related industries to attend the forum!**

The forum will provide both information and inspiration to representatives of inbound and outbound travel agencies, tourism information centres, municipalities, airline and transport companies, hotels, country houses, amusement parks, sanatoriums, clinics, event venues and conference centres, as well as tourism industry journalists and teaching staff.

### **Participation in the forum**

Participation in the intensive seminar programme of the forum including coffee breaks and lunch costs EUR 49.00.

For participation in the forum [register here!](#)

Detailed information: [forum.balttour.lv](http://forum.balttour.lv)

Sincerely,

Kitija Gitendorfa  
ALTA president