

Baltic Sales workshop and FAM trips 2026



Baltic Sales Workshop Pre Tour

Pre Tour to Riga, Latvia 24.– 25.10.2026

Riga, the vibrant capital of Latvia, combines rich history, stunning Art Nouveau architecture, and a charming UNESCO-listed Old Town. Visitors can enjoy excellent restaurants, cultural attractions, stylish hotels, and a lively atmosphere, all within a compact and walkable city centre. With easy access to the Baltic Sea and excellent international connections, Riga is an ideal destination for leisure travellers, luxury guests, and incentive groups.

Pullman Riga Old Town, Jēkaba Street 24, Riga, LV-1050, Latvia

Located in the heart of Riga's UNESCO-listed Old Town, Pullman Riga Old Town is a contemporary five-star hotel that combines modern comfort with historic charm. Situated within walking distance of the city's main landmarks, restaurants, and cultural attractions, the hotel offers elegant accommodation, excellent dining facilities, and premium wellness amenities. The B2B Buyer group will enjoy a comfortable one-night stay in this centrally located property, providing an ideal opportunity to experience the unique atmosphere of Latvia's vibrant capital.

Programme

Saturday 24.10.2026

14.00 Individual arrivals to the ***Pullman Riga Old Town***
Check-in to the hotel

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15.00 Departure for the Riga Old Town Walking Tour

Meet your local guide in the lobby of Pullman Riga Old Town Hotel and depart on a guided walking tour of Riga's historic centre.

Discover the highlights of Riga Old Town, a UNESCO World Heritage Site, including:

- Riga Castle
- Three Brothers, the oldest residential buildings in Riga
- Dome Square and Riga Cathedral
- St. Peter's Church
- Town Hall Square and the House of the Black Heads
- Swedish Gate and the medieval city walls
- Charming cobblestone streets, hidden courtyards, and local stories from Riga's rich history

Along the way, learn about Riga's Hanseatic heritage, impressive architecture, and the city's role as the cultural and economic heart of Latvia.

Return walk to the hotel or free time in the Old Town to continue exploring Riga at your own pace.

Duration: Approximately 2 hours

Walking distance: Easy, approximately 2-3 km

Please wear comfortable walking shoes and dress appropriately for the weather.

Baltic Sales workshop and FAM trips 2026



Sunday 25.10.2026

08:00-10:00 Breakfast

12.00 Check out of the hotel & departure to the Walking Tour

12:00 **Art Nouveau Walking Tour**

Riga is internationally renowned for its magnificent Art Nouveau architecture and is widely regarded as one of Europe's finest Art Nouveau cities. This guided walking tour introduces visitors to the city's most impressive architectural masterpieces, showcasing the elaborate facades, decorative motifs, and rich history that have made Riga a UNESCO-recognised architectural treasure.

Duration: Approximately 2 hours

Walking distance: Easy, approximately 2 km

Please wear comfortable walking shoes and dress appropriately for the weather.

Free time for shopping, museums, cafés, spa treatments, or individual meetings

17:00 Dinner at Pullman Riga Old Town

19:00 Transfer to the Jurmala Spa Hotel

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More information

Your host is Enna Paavola, email: enna.paavola@toolboxtravel.fi Tel. +358 50 511 0107

Recommendations

Good walking shoes, umbrella

Cancellation policy

To ensure the smooth organization of the event, the Organizer reserves the right to charge a no-show fee of EUR 250 + VAT per registered buyer for non-attendance at the workshop and/or any pre-booked pre-tour or post-tour. **Buyers wishing to cancel their participation must notify the Organizer by e-mail no later than 30 September 2026 at enna.paavola@toolboxtravel.fi.**