

CONTEST RULES

From September to October 2026, the Marketing Division of the Communication Department of Jūrmala City Administration, in cooperation with Jūrmala catering businesses, is organising the annual autumn campaign “Restaurant Week”, which will take place from 5 to 18 October.

The aim of the campaign is to promote Jūrmala as a tourist destination and encourage visits to Jūrmala restaurants and cafés during the off-season (September to December 2026). As part of the campaign, businesses:

- Prepare a special menu offer priced at EUR 35 or EUR 45, available from 5 to 18 October (depending on the establishment’s opening hours).

All registered establishments in Jūrmala that provide catering services were invited to participate in the campaign. The following 26 Jūrmala businesses confirmed their participation in the 2026 campaign: My Life, Amber View, Il Sole, FACES, Maestro Sakura, Light House, House of Light, Cotton Club, Annas Mājas kafejnīca, Mimino, 36. line Grill Restaurant, Vasarnīca, Picburg picērija, Grill&Fish Jomas terase, Laivas, Villa Joma, Majorenhoff, MO:Restbar, Zelta teļš, Kaheti, Stacija Vaivari Kitchen, Kompots, Randevu, Kinza House, Jūras Pērle and Taverna Pie Kļavas.

As part of the campaign, the Marketing Division of the Communication Department of Jūrmala City Administration provides businesses with informational and promotional support. The campaign is promoted in the target markets of Latvia, Lithuania and Estonia.

Contest description

1. As part of the campaign, a contest is held on the Facebook page and Instagram account @visitjurmala.

The contest is organised by the Marketing Division of the Communication Department of Jūrmala City Administration.

The prizes for the contest are provided by the Marketing Division of the Communication Department of Jūrmala City Administration. To participate in the contest, Facebook users must meet the following requirements:

2. In a comment, tag the user with whom the participant plans to have a meal at a Jūrmala restaurant or café (on both Facebook and Instagram).
3. Follow or become a follower of the Visit Jūrmala account (on both Facebook and Instagram).
4. Share the post on the Facebook page.
5. Like the post (on both Facebook and Instagram).

Contest prizes

- Two gift cards for a meal (each worth EUR 45) for two people, redeemable at any establishment participating in the campaign (Facebook page).
- One gift card for a meal (worth EUR 45) for two people, redeemable at any establishment participating in the campaign (Instagram page).

Total value of the contest prize fund: EUR 270.

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1. The contest is held on the “Visit Jūrmala” Facebook page and the @visitjurmala Instagram account.
2. Contest period: 30 September 2026 to 7 October 2026. The draw will take place on 7 October 2026.
3. The winner will be selected by random draw using a random number generator at <https://app-sorteos.com/> from among all participants who have correctly fulfilled all contest rules.
4. The prize cannot be received in cash or exchanged for other goods.
5. When entering the contest, participants must check their account privacy settings to ensure that the account is not private and that the organisers have access to the “Likes” section.
6. The names of the contest winners will be announced on 7 October 2026 in a comment under the contest post on Facebook and on the Visitjurmala.lv website.
7. The contest winners will be sent a private message with information about the prize and how to receive it. The prizes are provided and handed over to the winners by the businesses participating in the campaign. The Marketing Division of the Communication Department of Jūrmala City Administration is not responsible for the delivery or handover of prizes to the winners.
8. To receive the prize, a winner must contact the organisers by 9 October 2026 by replying to the private message received on Facebook.com and providing their first name, surname, telephone number and email address. If the winner does not contact VisitJurmala.lv within the specified time, they forfeit the right to receive the prize.
9. Employees of Jūrmala City Administration and their family members are not eligible to participate in the contest.