

Exporting Baltic Nature Tourism to UK (NAT-TOUR-EXPO)

Project partner meeting, 11th March 2024, Tallinn, Estonia

Interreg



Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO

Programme logos

Logos + Interreg Brand Design Manual 2021 - 2027

<https://centralbaltic.eu/programme-logos/>



NAT-TOUR-EXPO

List of participants template –


<https://centralbaltic.eu/wp-content/uploads/2023/05/List-of-participants.xlsx>

Activity 1.2

Training - guidelines

The nature tourism product guidelines have been written in Latvian and have been translated to English. The guideline texts will be translated into Estonian and designed in a PDF format and used for training SMEs.

The purpose of the Baltic nature tourism product development guidelines is to promote the development of a quality, ethical and sustainable nature tourism offer. These guidelines include tourism product criteria that tourism product providers and developers can use as a self-assessment checklist. The guidelines also review the most important aspects of tourism services.



BALTIC NATURE TOURISM PRODUCT DEVELOPMENT GUIDELINES


INTRODUCTION

The aim of the Baltic nature tourism product development guidelines is to ensure the development of a quality, ethical and sustainable nature tourism offer. These guidelines have been developed in the "Exporting Baltic Nature Tourism to UK" (NAT-TOUR-EXPO) project. These guidelines include tourism product criteria that nature tourism entrepreneurs can use as a self-assessment checklist in order to be listed on the internet platform 'balticnaturetourism.com', created during the project. The guidelines also review the most important aspects of tourism services.

The Baltic Nature Tourism Product Development Guidelines also outline the target audience for Baltic nature tourism products, describing the specific consumer profile for different products.

The development guidelines and the website www.balticnaturetourism.com are divided into main topics—life Watching, Active Tourism, Soul Tours, Food and Foraging Education, Nature Capture, and Nature Extreme—each containing relevant subtopics and corresponding offers.

BALTIC NATURE TOURISM PRODUCT DEVELOPMENT GUIDELINES / PRODUCT CRITERIA



Baltic Nature Tours

To find your special nature experience in the Baltic states of Est under themed sections: [Wildlife Watching](#), [Active Tourism](#), [Education](#), [Nature Capture](#), and [Nature Extreme](#), or pick one of

CATEGORIES

WILDLIFE WATCHING

ACTIVE TOURISM

SOUL TOURS

NATURE EDUCATIONAL

NATURE CAPTURE

NATURE EXTREME

WILDLIFE WATCHING

Wildlife watching is a popular activity in the Baltic states of Latvia and Estonia. The region is home to a wide variety of wildlife, including many species of plants, fungus, birds, mammals, and fish. Overall, the Baltic states of Latvia and Estonia offer many opportunities for wildlife watching, with a wide variety of species and habitats to explore. It's important to follow the rules and guidelines of the protected areas and respect the animals and their habitats.

BOTANICAL TOURS

Tours with nature guides/biologists show plants in their natural habitats and highlight their biological diversity.

- guided by a nature guide/biologist who knows the plant life in the area, able to identify and explain in English the role of different plant species in nature
- showing a diverse range of plant species in their natural habitats (for example, natural meadows, various types of forests, wetlands, river valleys, grey dunes, coastal zones, grasslands, etc.)
- adapted to seasonality
- hands-on learning for participants: plant recognition, photography, drawing
- safety: participants are informed about any potential hazards (poisonous plants, plants that can cause chemical burns, etc.)
- environmental responsibility: not damaging or removing plants, staying on designated paths, and respecting the environment
- optional: additional information and equipment such as field guides and tools like binoculars, magnifying glasses, applications and books, that help to detect specie

MAMMALS WATCHING

Specialized and prepared for observing animals in their natural habitats, based on knowledge about the life and habits of wild animals.

- guided by a nature guide/ zoologist who can recognize and provide detailed information about mammal species encountered
- tour is specialised and prepared for watching animals in their natural habitats
- based on good local knowledge, and knowledge about life and habits of wild animals
- adapted to seasonality (breeding, feeding, or migration time)
- chances to spot wild animals are explained in advance
- safety: instructions provided for avoiding potential wildlife-related risks
- ethical practices: keep a distance from mammals and avoid activities that may cause stress or disturbance
- optional: binoculars, tools that and/or other equipment provided, tools that help to recognize mammals, their footprints, and droppings, and/or other equipment

Trainings for SMEs

10 training events (5 in EST, 5 in LAT) which include a seminar and a practical outdoor part guided by nature tourism professionals.

Deliverable: 10 (5+5) 2-days event programs, participant lists (ca 25 participants per training event estimated), presentations.)

- LNTA (2):
- ENTA (?):
- ERTTO (3):
- LC (3): training on 10.04.24 in Sigulda “How to introduce sauna for foreign costumers”

Trainings ERTO 29.11.2023 (ca 70
participants)

Best practice study trip for SMES

April, 25.-28. 2024 - Finland

- The project team will organize a study trip for Estonian and Latvian nature tourism product providers (ca 10 SMEs per country) and partner representatives (ca 5 partners per country) to Finland and/or Sweden where nature tourism products are far more advanced. The aim is to approximate the product levels for possible cooperation as a single nature tourism destination in future. The programme will include visits to successful nature tourism product providers. They will be asked to share their experiences in developing and running nature tourism products. The study visit is aimed to inspire Estonian and Latvian SMEs to adapt the best practices in their products. Learning from best experience, they will avoid mistakes and save time in building excellent quality nature tourism products. The study trip will be guided by nature tourism professionals to draw attention to important product issues while visiting, and to initiate discussions and opinion exchange among group members. 30pax.

Training – UK market info

- On-line market introduction event once a year with UK market experts to channel hands-on info to SMEs. 1st project year: general overview and recommendations. 2nd and 3rd year: including feedback on the product and marketing activities.

Training – on-site visits

- On-site visits to SMEs to inspect their nature tourism products and services . The challenges found and the most common mistakes will be summarized for training needs, updated as necessary.



Activity 1.4

Nature tourism product development - video reels

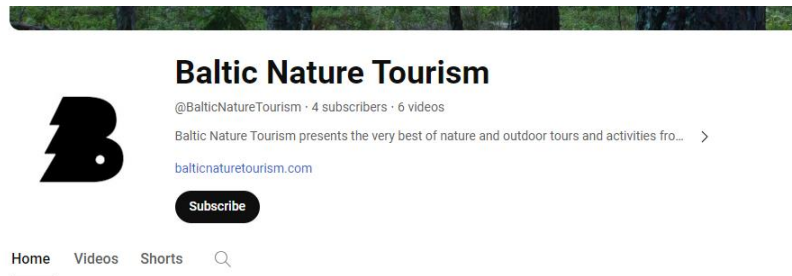
The first 4 short reels of the winter season (hot air balloons, dog sledding, sauna rituals and cross country skiing) were filmed and edited. They can be viewed in the <https://balticnaturetourism.com> website and the projects youtube channel.

<https://www.youtube.com/@BalticNatureTourism>

The BNT filming schedule -

https://docs.google.com/spreadsheets/d/18wXqaS_EPHK7w6n5Lk4XIFbb-kpdJxQ8CO4YCF_2pcA/edit?usp=sharing

By the products: f.e. <https://balticnaturetourism.com/en/tours/winter-activities>



Shorts



Hot Air Balloon Flight in Winter #hotairballoon



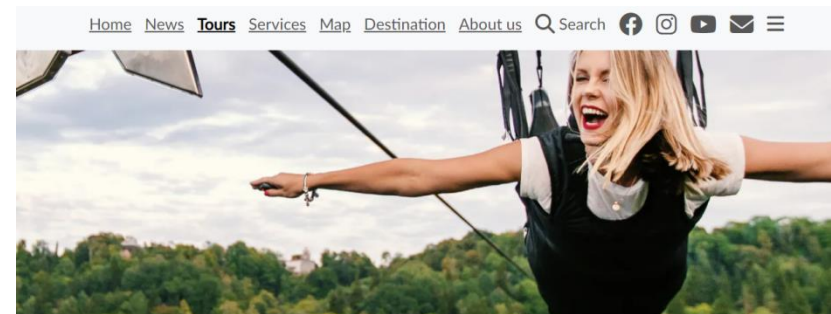
Dog Sledding Through the Baltic Wilderness



Sauna Ritual in Baltics
80 views

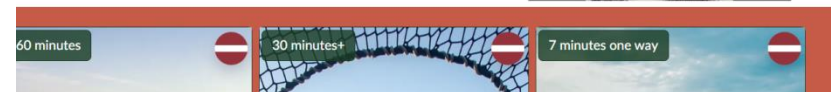
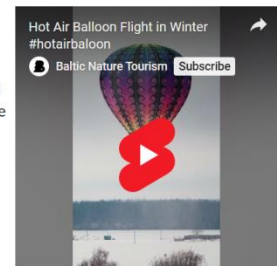


Cross Country Skiing in Estonia #skiling #estonia



orts

rides, paragliding, skydiving, and windsurfing – guided and instructed. e jumping, zipline ride, paragliding, skydiving, windsurfing, or other nature in a thrilling and exhilarating manner. Guided by professional nature from an unusual and adventurous perspective. Thanks to careful urs are also suitable for children and people without previous experience



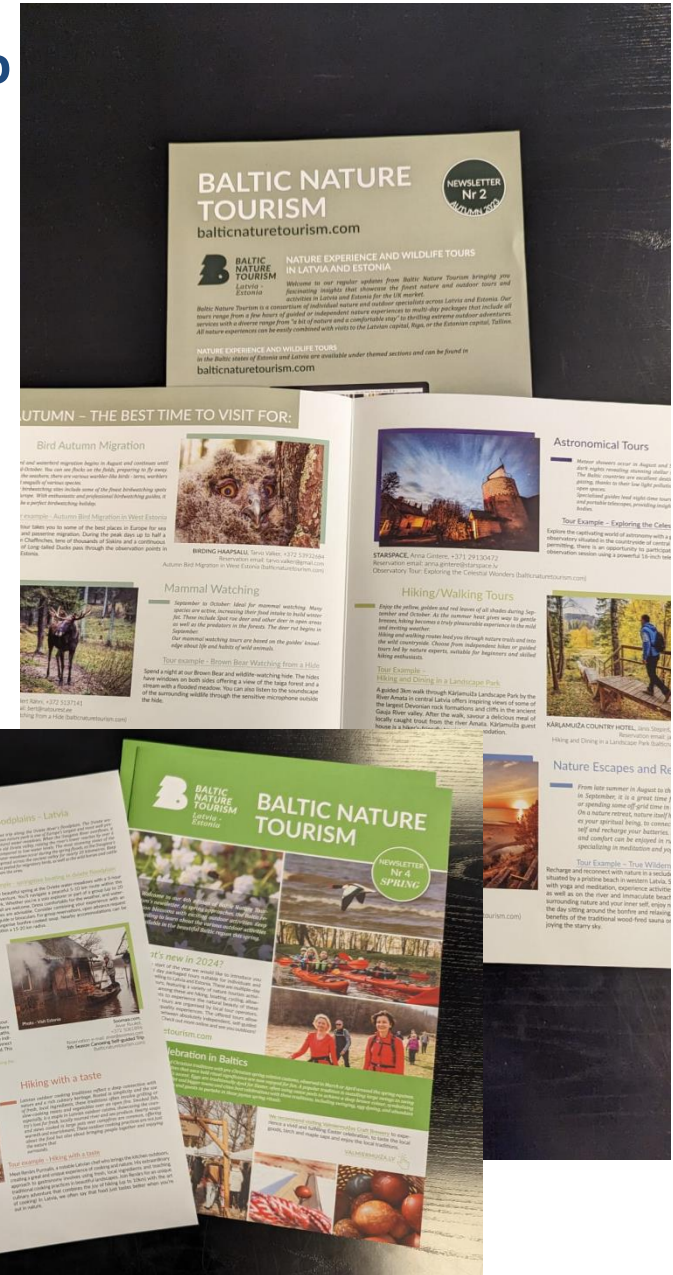
Activity 1.6

Estonian-Latvian nature tourism product promo materials – brochure, video

3 annual editions. On-line and print versions in English. Ca 6000 copies a year.

500 copies of the Autumn and 500 copies of the Spring e-newsletters were printed for marketing purposes to be distributed at events.

Work has also started on the long BNT promo video. It is expected to be completed in end of autumn/winter 2024.



BALTIC NATURE TOURISM
balticnaturetourism.com

NEWSLETTER Nr 2
AUTUMN 2023

BALTIC NATURE TOURISM
Latvia - Estonia

NATURE EXPERIENCE AND WILDLIFE TOURS IN LATVIA AND ESTONIA

Welcome to our regular updates from Baltic Nature Tourism bringing you fascinating insights that showcase the finest nature and outdoor tours and activities in Latvia and Estonia for the UK market.

Baltic Nature Tourism is a consortium of individual nature and outdoor specialists across Latvia and Estonia. Our tours range from a few hours of guided or independent nature experiences to multi-day packages that include all services with a diverse range from "a bit of nature and a comfortable stay" to thrilling extreme outdoor adventures. All nature experiences can be easily combined with visits to the Latvian capital, Riga, or the Estonian capital, Tallinn.

Nature experiences in Latvia and Estonia are available under themed sections and can be found in balticnaturetourism.com

NATURE EDUCATIONAL - workshops on nature and photography, painting and drawing.

NATURE EXTRACTS - water-based cycling, bog picking, herb gathering, and wild foods onto the menu.

BALTIC NATURE TOURISM
balticnaturetourism.com

NEWSLETTER Nr 3
WINTER

BALTIC NATURE TOURISM
Latvia - Estonia

Welcome to the third edition of Baltic Nature Tourism's updates, where we're excited to present to you the finest nature and outdoor activities in winter in Latvia and Estonia.

BALTIC NATURE TOURISM
Latvia - Estonia

BALTIC NATURE TOURISM

NEWSLETTER Nr 4
SPRING

Welcome to our 4th edition of Baltic Nature Tourism's newsletter. As spring approaches, the Baltic region blossoms with exciting outdoor activities. Keep reading to learn about the various outdoor activities available in the beautiful Baltic region this spring.

What's new in 2024?

From the start of the year we would like to introduce you with multi day packaged tours suitable for individuals and groups travelling to Latvia and Estonia. These are multi-day packaged tours, featuring a variety of nature tourism activities. Primary among these are hiking, boating, cycling, allowing participants to experience the natural beauty of these countries. The tours are organised by local tour operators, ensuring high-quality experiences. The offered tours allow one to choose between absolutely independent, self-guided or guided tours. Check out more online and see you outdoors!

balticnaturetourism.com

Eastern celebration in Baltics

Easter celebrations blend Christian traditions with pre-Christian spring solstice customs, observed in March or April around the spring equinox. In the countryside, festivities that once held ritual significance are now enjoyed for fun. A popular tradition is installing large twigs to swing high, symbolising the sun's ascent. Eggs are traditionally dyed for Easter, often using onion peels to achieve a deep brown colour, symbolising the sun and renewal. Smaller and busier towns and cities host celebrations with these traditions, including reweaving, egg dyeing, and children singing, inviting both locals and guests to partake in these joyous spring rituals.

We recommend visiting Valmiermuiža Craft Brewery to experience a vivid and bubbling Easter celebration, to taste the local goods, birch and maple saps and enjoy the local traditions.

VALMIERMUIŽA.LV

Activity 1.6

Set of promo materials

- Print materials and small business gifts carrying nature tourism product visual identity for distribution in the sales and marketing events/channels. Will be supplemented according to the project needs.
- Any gifts/promo could be ready by 18.04.24?

Activity 1.7

National dissemination events (LC)

National dissemination event organized by LP1 LC took place on 13.02.2024., in Liepāja, Latvia, ca 100 participants.




Activity 1.7

National dissemination events (LNTA)

#zentene #zentenespils #zentenesskola #daba #dabaturisms #LDTA



 Dabas Tūrisms pievienoja 46 jauni fotoattēli albumā LDTA ziemas tūrisma seminārs 2023 — žeit: Zentenes pils. 2023. gada 24. Decembris · Zentene · 🌐

...



<https://dabaturisms.lv/ldta-biedru-kopa-sanaksana-zentenes-pili/>

Activity 1.7

National dissemination events (ENTA)

Activity 1.7

National dissemination events (ERTO) 29.11.23 (ca 70 participants)



Communication to SMEs

- All 3 newsletters in EN sent out to all target group – SMEs;
 - WU group created for LV and EE – SMEs
 - On-line info platform initiated for UK market updates
- 11.03.24

Activity 2.1

Estonian-Latvian nature tourism product presentation at specialised travel trade events

- On February 20th, we were in Copenhagen with our nature tourism offer, "**The Nordic Marketplace**". This is one of the most important B2B seminars in the Nordic and Baltic countries, which annually gathers leading tour operators and agents looking for new tourism products and cooperation partners.
- On November 13th, 2023, during **Captain cruise Helsinki - Stockholm**, organized by UK experts, there was an event discussing the future of tourism in the Nordics and Baltics. Valdis Čeics from Baltic Nature Travel will participated in the event and represented Nature tourism and did B2B meetings.
- Product presentation event planned for 18.04.2024. at the **embassy of Latvia in London**. It will introduce the Estonian-Latvian nature tourism product to UK tour operators/travel trade and media. In cooperation with LIAA. **Info from LIAA.**

 Lauku Ceļotājs / Baltic Country Holidays
20. Februāris plkst. 16:50 · 🌐

Arī šogad ar mūsu dabas tūrisma piedāvājumu esam Kopenhāgenā, 🌿 "The Nordic Marketplace". Šis ir viens no nozīmīgākajiem B2B semināriem Ziemeļu un Baltijas valstīs, kas ik gadu pulcē vadošos tūrisma operatorus un aģentus, kas meklē jaunus tūrisma produktus un sadarbības partnerus.

"Lauku ceļotājs" kopā ar 🌿 Baltic Nature Tourism projekta kolēģiem - Dabas Tūrisms iepazīstina ar Baltijas dabas tūrisma piedāvājumu. Mēs ne tikai rādām un stāstām, ko visu iespējams izbaudīt pie mums dabā, bet ļaujam arī pašiem kaut mazliet uz brīdi pārviesoties Latvijā - 📍 virtuāli pacelties virs Zemgales laukiem gaisa balonā vai 🏂 doties ziemas laivu braucienā pa Riežupi - tikai šoreiz bez airēšanas. 😊

#balticnaturetourism #thenordicmarketplace #b2b #visitbaltics

📌 Dalība seminārā projekta "Baltijas dabas tūrisms - Apvienotās Karalistes mērķa tirgus apgūšana (CB0100030)" ietvaros, kas tiek īstenots ar Eiropas Savienības un Eiropas Reģionālā attīstības fonda Central Baltic Programme atbalstu.



👍 Anna Paleione, Matījs Babris un vēl 41 lietotājs

5 dalījās

Activity 2.1

Estonian-Latvian nature tourism product presentation at specialised travel trade events

- On 14.-16.07 International **"Global Birdfair 2023"** in Oakham, England; On 04.10 Baltic Sea Region Tourism Business Forum & Workshop in Riga;
- On 23.11 in **the Christmas business breakfast in London** were prepared nature tourism product leaflets and postcards in cooperation with ELTÜ and were distributed them in the UK market.





Activity 2.1

Estonian-Latvian nature tourism product presentation at specialised travel trade events

- LC made contract with LIAA for WTM stand rent 2024 NOV.
- Bird fair 2024?

Activity 2.2

FAM trips for UK tour operators, travel companies and media

On October 5-6, 2023, LP1 LC organized a FAM trip for UK tour operators, travel companies and media. The FAM trip introduced the Estonian-Latvian nature tourism product and took place over 2 days in Gauja national park territory. 9 persons participated.



Activity 2.3

Estonian-Latvian nature tourism product presentation at travel markets

On October 4th, 2023, the Baltic Sea Region Tourism Forum & Workshop was hosted in Riga, Latvia. The event focused on tourism trends and developments, with an overview of the potential that the region has to offer and how it can compete on a global stage to accomplish success in achieving safe and sustainable growth in the coming years.

On the second day of the event, a B2B workshop was held, where Asnāte Ziemele introduced the Estonian-Latvian nature tourism product to anyone interested.

<https://www.nordictourismcollective.com/balticseaturismforum>



Activity 2.4

Estonian-Latvian nature tourism product presentation to nature organisations in the UK

On Oct 18, 2023, Asnāte Ziemele participated in a webinar for English-speaking tour operators organized by the Association of European Travel Agents and Operators Associations (ECTAA) and the LIAA Tourism Department, to present the offer of the Baltic Nature Tourism. Webinar recording -

<https://www.linkedin.com/events/7116712627157749760/comments/>.

On Oct 19, 2023, Asnāte Ziemele was a panelist on a nature tourism webinar to discuss the emergence and development of nature-based holidays and how experiential travel is now such an important and often-requested option for our customers today. Webinar recording -

<https://www.nordictourismcollective.com/naturetourism>.



Activity 2.4

Estonian-Latvian nature tourism product presentation to nature organisations in the UK

- This activity will promote the Estonian-Latvian nature tourism product to nature organisations in the UK.
- As part of the marketing plan, this activity will initiate contacts and present the product to nature organisations in the UK, such as The Wildlife Trust, RSPB, The National Trust, The Woodland Trust, and others.
- To reach a specialised target audience, the project team will initiate cooperation with membership organisations, NGOs, interest groups, specialised magazines focussing on nature holidays and distributing information to their members in the form of articles, ads, etc. This activity will be planned and implemented with input from the UK market experts.
- **Aibaltic add in April 2024**

Activity 2.5

Sales calls to specialised companies in UK

- As part of the marketing plan, this activity will initiate contacts and present the product to specialised travel companies.
- The project team will individually approach UK travel companies selling nature holidays in the Baltics. The UK market experts will assist with the choice of companies and with the appointments. The product and its availability on the digital platform directly from the product providers will be presented. Based on the results of these business meetings and visits, the project team will customise the product to the specification of the interested travel companies, e.g., adapting services, group sizes, tour geography, seasonality, etc. This will facilitate the uptake of the Estonian-Latvian nature tourism product in tour operator programmes which should lead to more exports by Estonian and Latvian SMEs.

Activity 2.6

Digital marketing

Social media campaign.

A document with a list of Facebook groups and their rules has been created in which promotion of the BNT webpage and tourism products will be possible.

Grupas nosaukums	Sociālie tīkli	Grupas noteikumi
Baltics UK	https://www.facebook.com/groups/1288892555870688/	1. no hate speech or bullying 2. respect everyone's privacy
Baltic Sea Tourism Forum	https://www.facebook.com/groups/604052313038463/	The Forum contributes actively to the implementation of the EU Strategy for the Baltic Sea Region under Policy Area Tourism.
Baltic Travel in Lithuania, Latvia, Estonia	https://www.facebook.com/groups/221972145754488/	Share moments, questions about the Baltic Countries. Only travel related posts will be approved. Travel Group is for English speaking.
Baltic for travel agents	https://www.facebook.com/groups/6329395167070704/	
Travel in Latvia	https://www.facebook.com/groups/403684510340252/	If you want to post something - make sure that it is TRAVEL related, you make a small amount of text, nice photos, better if translated and posted at least in 2 different languages. If all good - Post will be approved!
Feel The Baltics Travel Forum Estonia - Latvia - Lithuania	https://www.facebook.com/groups/visitbaltics	Give more than you take in this group. Self-promotion, spam and irrelevant links aren't allowed.
Nature & Forest Therapy Nature Connection	https://www.facebook.com/groups/589364648336616/	I am happy to approve relevant visitor posts - political, non related or inappropriate sales posts will not be posted and the member removed. Adverts for programs etc will be posted for 7 days. Please post the event itself rather than simply a link to your page.

		4. Anyone posting content violating this rule will be kicked out of the group
Hiking & Adventure Club	https://www.facebook.com/groups/3385295668152460/	1. We only allow posts and comments related to the group's activity. Off-topic content will be removed and you will get a warning. 2. Self-promotion, spam and irrelevant links aren't allowed. Don't use the group to advertise yours or someone else's business, page, fundraiser or website. 3.
Hiking and Travel	https://www.facebook.com/groups/hikingandtravel	Commercial posts are allowed here if they are related to such things. This group is meant to be a place to finding interesting hiking travel ideas. Self-promotion, spam and irrelevant links aren't allowed.
Hiking For Adventure	https://www.facebook.com/groups/hikingforadventure/about	Our group is a supportive and engaging space where we share hiking tips, stories, photos, and inspiration from our adventures on the trails.
Outdoors And Nature, Learning And Education Support UK	https://www.facebook.com/groups/188825761805409/	Please do not advertise on this group. There are plenty of Forest school based selling groups, and another for courses. Any posts not relevant to the group take away the focus from support posts. Posts may be removed without explanation

Activity 2.7

E-newsletters and press releases

- 3 new e-newsletters (#02 Autumn; #03 Winter & #04 Spring), 1 press release and 3 MailChimp e-mails were prepared and sent out. Insert in BNT website <https://balticnaturetourism.com/en/news>
- On 25.09.2023, a press release about BNT's tourism offer was sent to 591 recipients - Latvian media and tourism information centers.
- Winter and Spring e-newsletters to highlight seasonal nature tourism products, designed also as PDF files. Recipients - 200+ UK specialist operators and media, 205 international travel agents and tour operators, 90 Latvian and Estonian Nature tourism SMEs. 500 copies of the Autumn and 500 of Spring e-newsletter were printed for marketing purposes to be distributed at events.
- 3 MailChimp e-mails about different BNT activities were sent out to previously mentioned international travel agents and tour operators, Latvian and Estonian Nature tourism SMEs + 84 recipients of Latvian diaspora and embassies.

01/01/2023 - 12/31/2025 (CB0100030)

Exporting Baltic Nature Tourism to UK

<https://balticnaturetourism.com/>

[About project](#) [Project News](#) [Partners](#) [Results](#) [Publicity](#)

Interreg  Co-funded by the European Union

Central Baltic Programme

Preses ziņas:

Datums	Nosaukums / Saite
25.09.2023	Latvijas un Igaunijas dabas tūrisms – no jogas jūras krastā līdz lāču vērošanai slēpnī

Publicitāte medijos:

Datums	Nosaukums	Saite
06.01.2024	Looduse meistriteost imetlema tulnud lätlased asusid teele enne kukke ja koitu	parnu.postimees.ee
06.10.2023	Dabas tūrisms Latvijā: klimata pārmaiņas varētu veicināt reģiona popularitāti	r1.lsm.lv
04.10.2023	Latvijas un Igaunijas dabas tūrisms – no jogas jūras krastā līdz lāču vērošanai slēpnī	travelfree.lv
29.09.2023	Latvijas un Igaunijas dabas tūrisms – no jogas jūras krastā līdz lāču vērošanai slēpnī	kurzeme.lv
26.09.2023	Ceļotājiem vienuviet pieejama informācija par Latvijas un Igaunijas dabas tūrismu	dzirkstele.lv
26.09.2023	Latvijas un Igaunijas dabas tūrisms – no jogas jūras krastā līdz lāču vērošanai slēpnī	travelnews.lv


Autumn, Winter and Spring newsletters

<https://balticnaturetourism.com/en/news>



Baltic Nature Tourism News

Please read our Baltic Nature Tourism newsletters here, and [subscribe to receive regular updates](#). You can also stay updated by following us on [Facebook](#) and [Instagram](#) pages.

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Baltic Nature Tourism newsletter archive



[Baltic Nature Tourism Spring Newsletter #04](#)

What's new in 2024?

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[Read PDF newsletter #4 here](#)

[Read online spring newsletter #4 here](#)



[Baltic Nature Tourism Winter Newsletter #03](#)

Welcome to the third edition of Baltic Nature Tourism's updates, where we're excited to present to you the finest nature and outdoor activities in winter in Latvia and Estonia.

[Read PDF newsletter #3 here](#)

[Read online winter newsletter #3 here](#)

Activity 2.8

Review of other sales and marketing platforms

- This activity will review the online marketing and sales platforms relevant for promotion and sales of the Estonian-Latvian nature tourism product.
- The project team and UK market experts will review the web platforms promoting and offering Baltic nature tourism products. They will summarise the opportunities, conditions and costs to put the product on such platforms. Relevance criteria will include: affordability for SMEs, flexibility to update product information, flexibility of commercial contract conditions, etc. According to previous experience, commercial platforms are not an appropriate solution for newly developed products as they do not provide for flexibility in the first stage while the products need to undergo certain adaptation and fine-tuning before final commercialisation.
- The SMEs will be able to approach relevant commercial platforms after they have experienced market reactions on the project platform.

Activity 2.9

Project communication to general public

- radio, TV, news portals, etc. Communication activities will precede and/or follow the respective project activities in due time as topical news: **next PR on what?**



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