





**Central Baltic Programme** 

**NAT-TOUR-EXPO** 

# **Baltic Nature Tourism**5 min video material

# 3-5 min video

10-15 reels (from the video material)

# Objective of the video

Provide an insight into the "Exporting Baltic Nature to UK" project, showcasing the natural values, nature tourism experiences, and services of Latvia and Estonia.

Present the natural tourism product defined in the project through video and/or computer graphics solutions.

Highlight the project homepage and the visual identity of the project and program.

## All seasons

All categories (7)

Only SMEs that are in the project



# Autumn 2023 Estonia Wildlife watching Nature capture







# Winter 2023/2024 Latvia and Estonia







# Spring 2024 Latvia





# Summer 2024 Latvia and Estonia





	Wildlife watching	Active tourism	Soul tour	Food and foraging	Nature Extreme	Nature capture	Astronomi- cal tours
Autumn 2023	EST					EST	
Winter 2023/2024			EST		LV		
Spring 2024	LV			LV			
Summer 2024		EST					LV

l unique	manufacturers. They come in different sizes and wi		ADVENTU	
otor propelling n on a single	The "SMART BIKE" electric bicycle motor helps you reach speeds of up to 25 km / h and enables to	~	SIGULDA	1-7 hours
nhance your we welcome	Take the chance to learn new skills and improve the existing ones in sea kayaks. On Wednesday everyo	~	LŪZUM- PUNKTS LAIVAS PILSĒTR RIGASLAIVASLIV	2-3h
Europe for	This tour gives you the chance to witness the spectacular bird migration taking place in autumn i	<b>~</b>		5 nights/6 da
r of the forest operience the	Estonians are crazy about mushrooms and foraging them is an autumn tradition. Estonians Market.	ble	Nature Estonia	4 hours
urasian Lynx, rness areas	This autumn tour has 3 big target species – Eurasian Lynx, Brown Bear, and Grey Wolf. We will look for	~	NaTourEst	7 days
remote est and least	A 45-minute car drive from Tartu brings you to remote Peipsiveere Nature Reserve, one of the	~	Nature Estonia	4 hours
nowledge? to Pepper"!	Want to be better and safe on water? Learn new skills, improve technique and have knowledge abou	~	LŪZUM- PUNKTS LANAS PILSOTA RIGASLAWASIV	2-3h
psiveere t inhabited	A 45-minute car drive from Tartu brings you to Peipsiveere Nature Reserve, one of the wildest and	~	Nature Estonia	3 hours

### Accepted, not sure, additional services, declined



**Baltic Nature Tours** 

To find your special nature experience in the Ballic states of Estonia and Latvia, check the tours grouped under themed sections: Wildlife Watching, Active Tourism, Soul Tours. Food and Foraging, Nature Education, Nature Capture, and Nature Extreme, or pick one of our recommended tours.





### Baltic Nature Tourism - Services

Here you can find a range of services that will help you design your own nature adventure. The services include nature and activity guides, equipment rentals such as kayaks, boats, and SUP boards, bicycles, and more.

### Gaujas Vitoli

Rentals of kayaks, canoes, and stand-up paddleboards (SUPs).

### Latvian Mycological Society

Nature guides specialised in fungi. The society brings together professional and amateur mycologists who share an interest in the...

### Rolands Auzins

Nature guide. Guided walks and bike rides with various distances and difficulty levels. Over 20 years of experience in nature protection.

<b>×</b>	→ Name, surna ∨	⊙ Status ∨
ours that suit your		
states.	Triin Asi	Approved
ded adventures in Limbaži and	Janis Cimins	Approved
e rides with various distances of experience in nature	Rolands Auziņš	Additional services
ided nature tours, routes and couring. The nature park is a	Līga Pauļuka	Approved
The society brings together sts who share an interest in t	Diana Meiere	Additional services
d-up paddleboards (SUPs).	Janis Vitols	Additional services
ster classes on a small hobby n raising rabbits, goats,	Jolanta Bāra	Approved
c. Hiking, boating, and	Janis Stepins	Approved

### Fixed with AI words ≠ Short description about your product

### Hiking Tour with a Picnic in Gauja National Park



Hiking/walking

### **ABOUT**

This trip in Gauja National Park combines a guided hike and a picnic meal in a forest restaurant. The hike starts at the Zvārtes Rock, a scenic sandstone outcrop situated on the banks of the Amata River. As you make your way along the hiking trail, you'll be treated to beautiful river views and the serene natural surroundings. At the end of your hike, you'll be treated to a delicious picnic provided by local family entrepreneurs. The food is locally-sourced and showcasing the region's culinary delights.

www.facebook.com/cesisinside

Request more info

### **TOUR PROFILE**

**Duration** 3-4 hours **Distance** 6 km hike

Season Spring, Summer, Autumn

**Location** Zvarte's rock

Price 200 EUR/tour with restaurant picnipeople; 80 EUR/person for groups from  $\xi$  Included in price: Private guided tour, foo Not included in price: Transport (optional)

Difficulty

Who can participate? Individuals, Group persons) minimum 1 pers.

### PRACTICAL INFORMATION

**Pick-up** is possible from Riga, Tallin, Tarl Parnu

**Notes** Please wear weather-appropriate and shoes.

Transport is possible for up to 50 people.

≜ fixed with AI 100 words - will be shown online ∨	$\triangleq$ Short description about your product - this is $\vee$
Join our public bogshoeing hikes or gather your own group and select one of our routes across Latvia. With the guidance of o	Purvu Bridēji (Bog Waders) is the most experienced organisation in Latvia offering bog shoe hikes
We present a unique tourism product that combines an exhilarating hot air balloon flight with a challenging 10-20km	We present a unique tourism product that combines an exhilarating hot air balloon flight with a
Hiking in this area involves climbing up and down countless hills while enjoying the scenery with Gauja river valley views,	HIKING ADVENTURE IN GAUJA NATIONAL PARK 7 days / 6 nights
Experience an unforgettable sunrise, daytime or sunset kayaking tour in one of the largest peat bogs on the Latvian	Experience an unforgettable sunrise, daytime or sunset kayaking tour in one of the largest peat bog
The Next of College to a beautiful forces to extend to construct	Nationa Calliano la consciona anno mondel cassan





### **Type Specific**

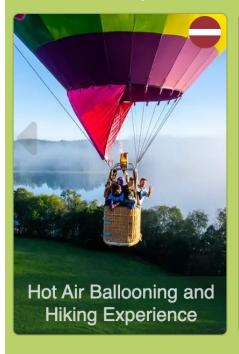
Under first category in the list will appear on website

 $\overline{=}$  Type Specific

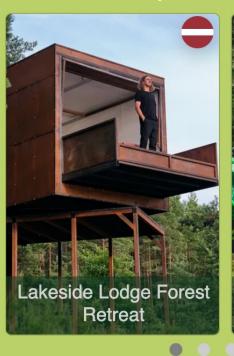
Bogshoe hiking

### **HIKING/WALKING**

Guided or independent tours, ranging from a few hours' walk to multi-day hikes.







Extreme sports

Hiking/walking

Hiking/walking

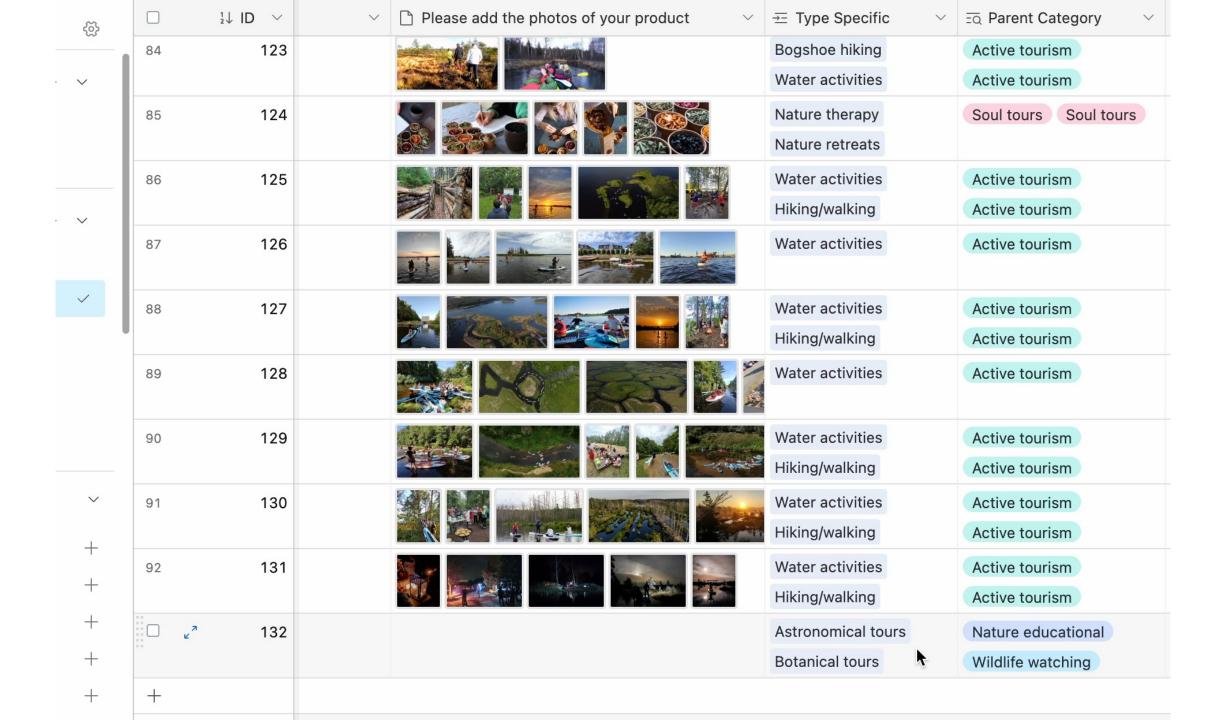
Water activities

Nature escape

Hiking/walking

Water activities

Cycling



### Minimum and maximum participants

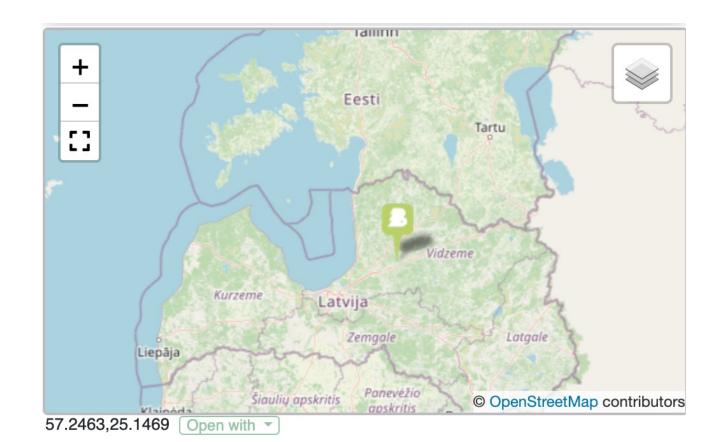
# Minimum number ~	A Maximum of participants
1	50
4	14
1	8
2	60
16	22
1	200

10





### What is the location of the product location ≠ Coordinates for the starting point



A Coordinates for the starting point

57.24429332093808, 25.002078763510756

57.246257836333754, 25.14688510997442



https://goo.gl/maps/FCUpBcEehMzB3G8i 6

https://goo.gl/maps/84sZ59FKb3vp3zvP

	¹↓ ID ∨ - formula	a form	~	A Coordinates for the starting point $\vee$	A Distance (product)	✓ ☆ Difficulty
83	122			58.920274586818024, 22.608497882761124		•
84	123			59.43564005031773, 24.745097165301125		Right click o
85	124			57.03650802089996, 25.410956760561426	Hike adjusted to the interests of the group up	
86	125			56.829642149086474, 24.43315222452548	5 km	•
87	126			57.069254363972114, 24.386734720218254	27-32 km	• • • •
88	127			57.132842805697095, 24.26490034226236	8 km	•
89	128			57.33463304653271, 23.126507803642305	10 km	• •
90	129			57.070558722594704, 22.527096093254414	20 km	• •
91	130			56.96746797332253, 23.355525588954656	4 km	•
92	131			56.899607816556575, 23.514163411050856	5 km	•
_ <sub>2</sub> 7	133		<u>!</u>	nttps://www.google.com/maps/place/Cap e+Kolka/@57.7461743,22.5804392,14.3		• • • • •
+					U	

### Pick up from Riga or Tallin

### **TOUR PROFILE**

**Duration** 3-4 hours **Distance** 6 km hike

Season Spring, Summer, Autumn

**Location** Zvarte's rock

**Price** 200 EUR/tour with restaurant picnic for 2 people; 80 EUR/person for groups from 5 people

Included in price: Private guided tour, food

Not included in price: Transport (optional)

Difficulty

**Who can participate?** Individuals, Groups (max 40 persons) minimum 1 pers.

### PRACTICAL INFORMATION

**Pick-up** is possible from Riga, Tallin, Tartu and Parnu

**Notes** Please wear weather-appropriate clothing and shoes.

Transport is possible for up to 50 people.



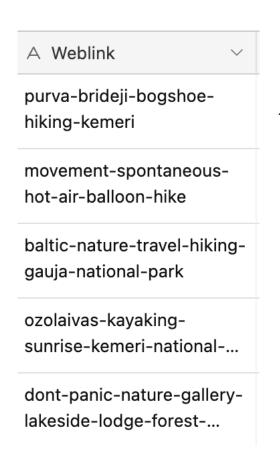
Pick up from your hotel or Tallinn
Tourist Information Centre

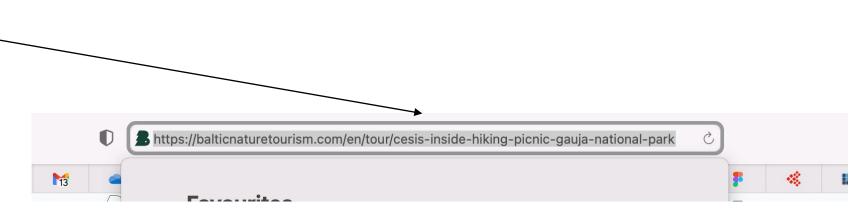
Yes





### If need to fix weblink, please ask Anna





# Planned improvements

### Videos on website



### Picture name

Maximum\_seventy\_symbols\_small\_leters.jpg (.png or .gif etc.)
Can be the same name for different pictures



### Achievements, certificates





Sustainable Eco-friendly etc.

# Social media

### Management

### 2 weeks per country at a time

LV – Anna Salnikova, Andra Babre (content and management), Juris Smaļinskis (content) EST – Elin Priks, Marilin Pekha

**3+ posts per week** and reposts, stories, live videos, reels etc. (can be add by anyone)

### How to make the page more attractive?

Reels and stories > regular posts

Shares and likes (especially when going to UK)

Gaining more followers – sharing with SMEs, people, other SMEs

Live videos – streamed by SMEs or us

Followers: 225

Last 28 days



Post reach 1





Post Engagement 1



380



New Page likes 1



48





Mārtiņš Ziders
September 19 at 7:00 PM · 🚱 10 dienas Baravikas dzīvē.



Baltic Nature Tourism is 1/2 looking for an adventure. Published by Andra Marta Babre 🕡 · 2 days ago · 🔇

Let's see what you can do in autumn in Latvia!

- Explore the bog with Purvu bridēji by going on a bog shoe hike 🕺
- Rent an E-bike from EasyRide.lv and explore the places on a bike 🔝
- Join Boards You on a SUP and gastronomy tour with your family and friends! (

More activities can be found here - https://balticnaturetourism.com/





#### Baltic Nature Tourism

Published by Andra Marta Babre 💿 · September 25 at 10:10 AM · 🔇

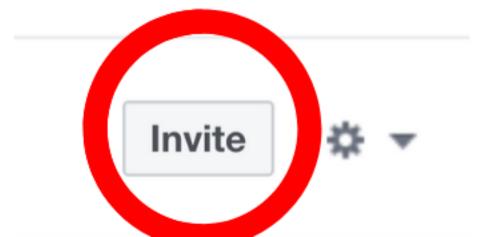
Last week, we had a wonderful opportunity to visit London and share exciting news from the Baltic Nature Tourism platform with several tour operators. The event was a success, and we were able to establish new connections! We would like to express our gratitude to PIZĀ guesi house / campsite and Karlamuiza Country Hotel for representing Latvia. We look forward to seeing you outdoors!





### 3 "must do" tips

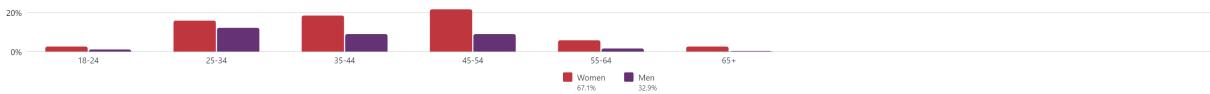
- 1. like all posts from the BNT page
- 2. share and comment if you can (to boost the algorithm)
- 3. invite your friends to like the page (nature lovers, colleagues, family, too)







9.6%



#### Top towns/cities

#### Riga, Latvia

Tallinn, Harju County, Estonia

Cesis, Latvia

2.2%

Carnikava, Latvia

1.8%

Tukum, Latvia 1.8%

Anija, Harju County, Estonia

0.9%

. . .

Elgava, Latvia 0.9%

. . . . . . .

Jekabpils, Latvia 0.9%

Jelgava, Latvia

0.9%

Victor, NY, US

0.4%

#### Top countries

Estonia 20.6%

65.4%

United States

2.2%

United Kingdom 1.8%

Finland 1.3%

Title	Туре	Date published $ \downarrow $	Reach (i) ↑↓	Likes and reactions (i) ↑↓	Sticker taps (i) ↑↓	Link clicks (i) ↑↓	Comments (i) ↑↓	Shares (i) ↑↓
Today our project manager Marilin Pehk  Boost Unavailable  Baltic Nature Tourism	Post	4 October 22:41	O Accounts Centre accou	1 Reactions			0 Comments	0 Shares
Do you know what our national sport is, besides  Boost post  Boost post	Post	4 October 12:01	38 Accounts Centre accou	0 Reactions			0 Comments	0 Shares
This post contains no text  Boost Unavailable  Baltic Nature Tourism	Post	3 October 11:25	67 Accounts Centre accou	3 Reactions		1 Link clicks	0 Comments	0 Shares
Let's see what you can do in autumn in Latvia!  Boost post  Boost post	Post	2 October 09:41	717 Accounts Centre accou	30 Reactions		3 Link clicks	0 Comments	5 Shares
Have you ever wonder how mushrooms  Boost Unavailable  Baltic Nature Tourism	Post	1 October 11:14	54 Accounts Centre accou	2 Reactions				
This year, September was unusually warm, f  Boost post	Post	29 September 09:06	129 Accounts Centre accou	11 Reactions			0 Comments	0 Shares
Latvia's forests, rivers, lakes, seas, swamps, mea  Boost post	Post	28 September 13:10	57 Accounts Centre accou	6 Reactions		1 Link clicks	0 Comments	0 Shares
Have you ever indulged in a sauna ritual? Th  Boost post	Post	27 September 11:18	99 Accounts Centre accou	6 Reactions			0 Comments	0 Shares
Last week, we had a wonderful opportunity to vi  Boost post  Boost post	Post	25 September 10:10	687 Accounts Centre accou	46 Reactions			0 Comments	1 Shares
<ul> <li>We knew it, also Lonely Planet is convinced i</li> <li>Boost post</li> </ul>	Post	23 September 17:16	119 Accounts Centre accou	8 Reactions		6 Link clicks	0 Comments	0 Shares
Today we celebrate the official beginning of the  Boost post  Boost post	Post	23 September 15:40	134 Accounts Centre accou	12 Reactions			0 Comments	0 Shares
We often get asked when is the best time of yea  Boost post  Boost post	Post	20 September 10:49	62 Accounts Centre accou	2 Reactions			0 Comments	0 Shares

### How is my post performing? Facebook post reach **6** 717 Higher than typical Typically 8-91 800 600 400 200 15 m 1 h 30 m 4 h 6 h 30 m 9 h 11 h 30 m 16 h 21h 1d6h 1d21h 3d 4d12h 7d 12 d 17 d What's affecting my post reach? ① The more interactions that your post receives, the higher in Feed it may appear.

#### Organic interactions

Facebook post reactions 1 30 Higher than typical Typically 5-11

Facebook post comments 6

Typical

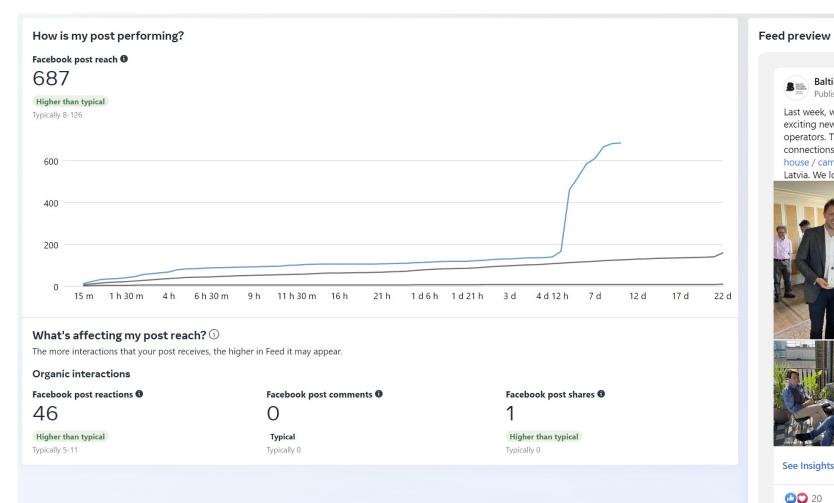
Typically 0

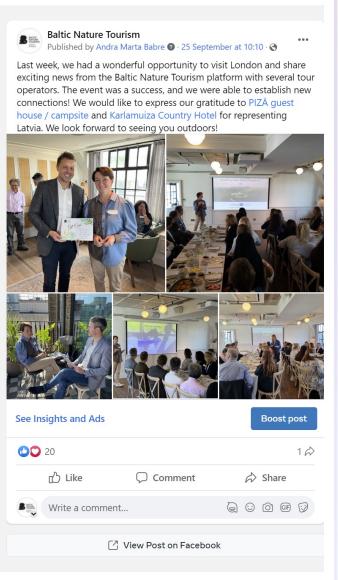
Higher than typical Typically 0

Facebook post shares 10

#### Feed preview

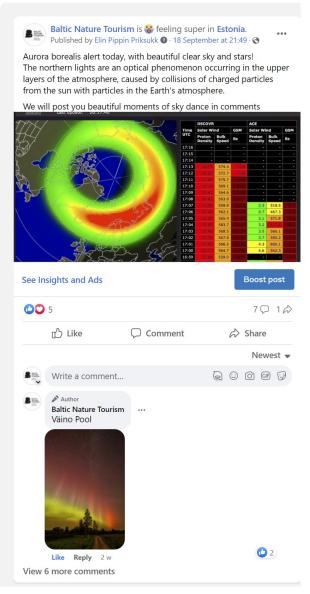


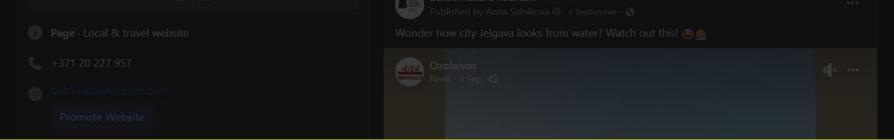




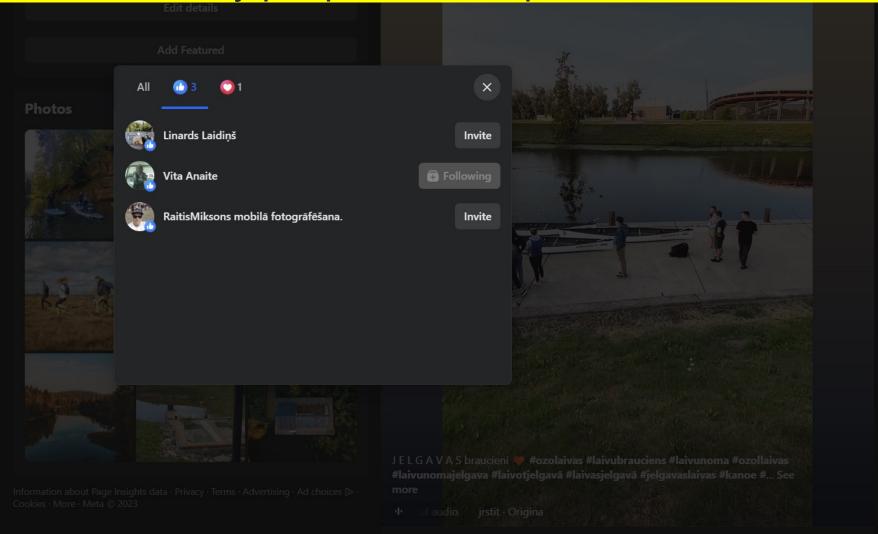
#### How is my post performing? Facebook post reach 0 728 Higher than typical Typically 8-135 800 600 400 200 6 h 30 m 9 h 11 h 30 m 16 h 21h 1d6h 1d21h 3 d 4 d 12 h 7 d 12 d 17 d What's affecting my post reach? i) The more interactions that your post receives, the higher in Feed it may appear. Organic interactions Facebook post shares 0 Facebook post reactions 1 Facebook post comments 1 Typical Higher than typical Higher than typical Typically 5-11 Typically 0 Typically 0

#### Feed preview





### There are many people that like posts, but aren't following



BALTIC TOUR



Activest Ahjamatkad



Baltic Nature Travel



Baltic Travel Company



Balticsea.travel



Mustiõe Kõrtsitalu NaTourEst



Nature Tours Estonia



Nepieradinātās naktsmitnes / Untamed nights



Nomadic Homes

Pie Gaujas



**Outdoor Latgale** 



BeTriton



**Boards You** 

Dzīvie



Baltic Tour

Cycling Adventures



Dabalaba



Dabas Türisms



Ozolaivas



PAPES DABAS PARKS / Pa Salacu Nature Park Pape





Pasamsavupirtinu



Pirts baudas



Dodkepu.lv



Cesis inside

EasyRide.lv



Eesti Loodusturismi Ühing Egonslacis mobile



photography



Ezertüre



Pirtī pie Vaidavas



Prangli Reisid/Prangli Travel



Pretspēks



Purvu bridēji



Putnu salas "Gulbji"



Riga Kayaking



Gatavo dabā



Gaujas Vītoli



Global Birdfair



JA Travel



Jūras laivas



Karlamuiza Country Hotel



kasulikud reisid



Roy Strideri õpetlikud ja Rīgas laivas / Kayaking in Seakayakingestonia Riga





Sigulda Adventures



Soomaa.com



StarSpace observatorija



Kempings un brīvdienu Kurzemes Laivas



Lauku





Irbes upes "Airē Pats"

Laivot.lv / Pededzes laivas Laivu noma un atpūta pie Latvia Rivers



Asociācija

Latvju Pirts un SPA



Surfhunt & Hundimaja



Sēlijas laivas



Adventures



Travel in Latvia with "i-Dā" Uzzini, iepazīsti



Visit Estonia



Lauku Ceļotājs / Baltic piezīmes/Countryside Country Holidays stories/Piegozes



Journey"





LUZUM-

Mana Karte







### **Baltic Nature Tourism**

186 likes • 228 followers



**➡** Promote



**▶** Edit

Posts

About

Past

Mentions

Reviews Followers Photos

tos M

More ▼

**Events** 

coming

THU, 5 OCT AT 15:00 AND 19 MORE

The smoke sauna experience with national dinner

Mustjõe Kõrtsitalu · Anija Event by **Mustjõe Kõrtsitalu** 



SUN, 8 OCT-15 OCT
Big Predator Tour - Lynx, Bear, and Wolf

Lahemaa National Park · Kuusalu Event by NaTourEst



THU, 5 OCT AT 10:00 AND 9 MORE
Wild cranberry picking tour

Nature Tours Estonia · Kastre vald Event by **Nature Tours Estonia** 



FRI, 15 DEC AT 10:00 AND 51 MORE Sleddog tour on bog islands

Kelgukoerte Treeningkeskus · Kastre vald Event by **Nature Tours Estonia** 



TUE, 15 AUG
SUNRISE in the Great Ķemeri bog 🧶

Lielais Ķemeru Tīrelis · Slampe Event by **Baltic Nature Tourism** 



THU, 21 SEP

Bear Watching and Photography

Palasi, Lääne-Virumaa · Vinni Event by **NaTourEst** 



THU, 21 SEP

Mushroom foraging tour

Nature Tours Estonia · Kastre vald Event by **Nature Tours Estonia** 



Hot Air Balloon Night Hike

SAT, 15 JUL

Kuldīga · Kuldīga Event by **Movement Spontaneous** 



SUN, 3 SEP

Regulaarsed hülgevaatlusretked 2023 suvel / Regula

Event by Prangli Reisid/Prangli Travel



Ozolaivas || SAULLĒKTS || Lielais Ķemeru tīrelis || 1.jū Lielais Ķemeru tīrelis - Ozolaivas.lv · Salas pagasts

Event by Ozolaivas

### What's next?

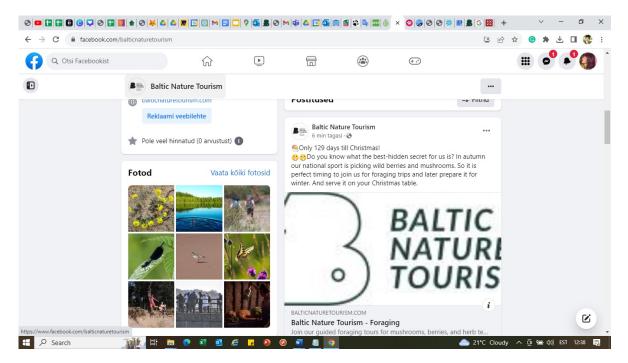
Publishing SMEs on Facebook – each product (description + photos)

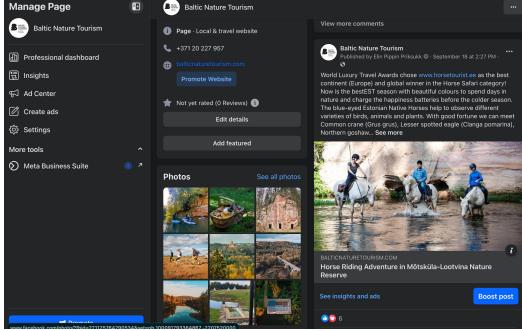
Albums based on product categories

## Website

### **Website Meta**

Website Meta the picture for each main topic





### **Additional services**

Hammock rental Kayak rental Bog shoes rental Individual guides etc.



#### Baltic Nature Tourism - Services

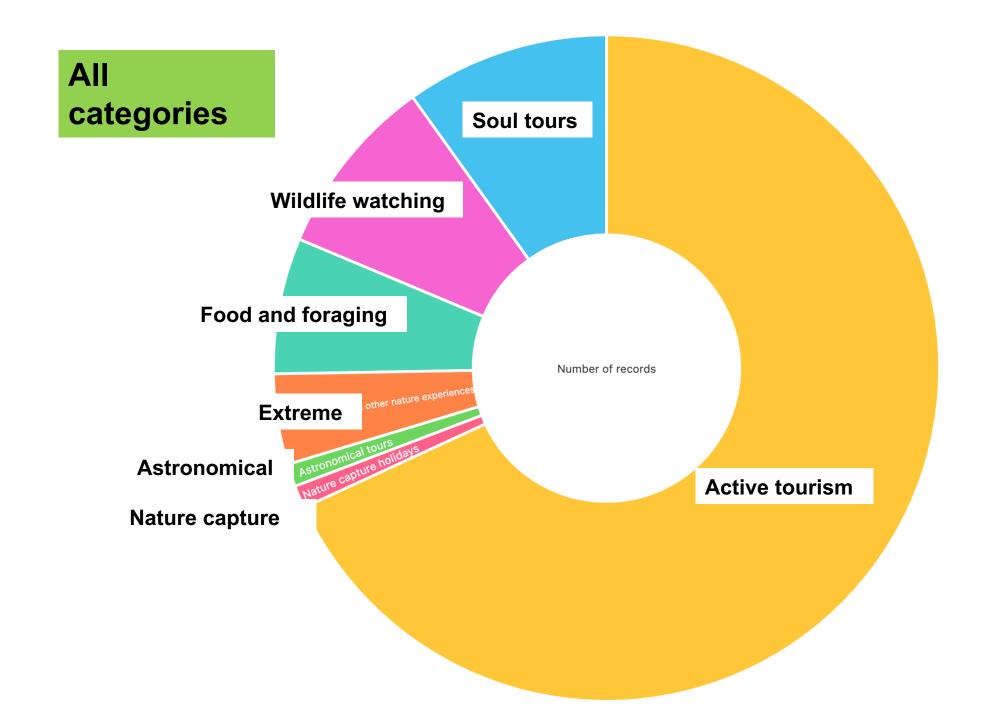
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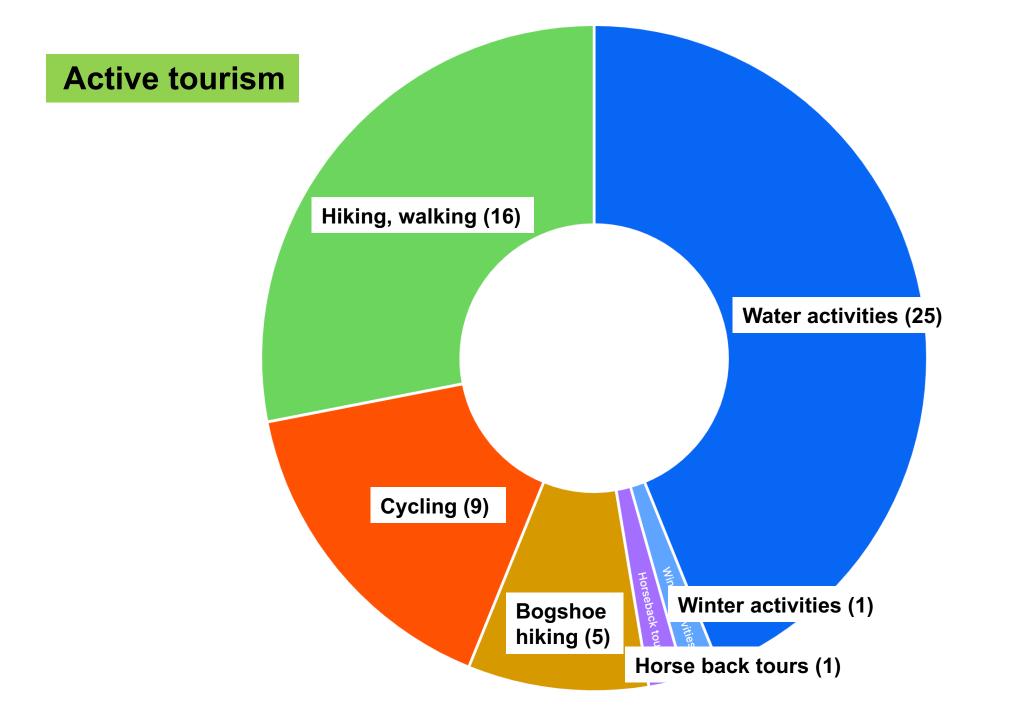
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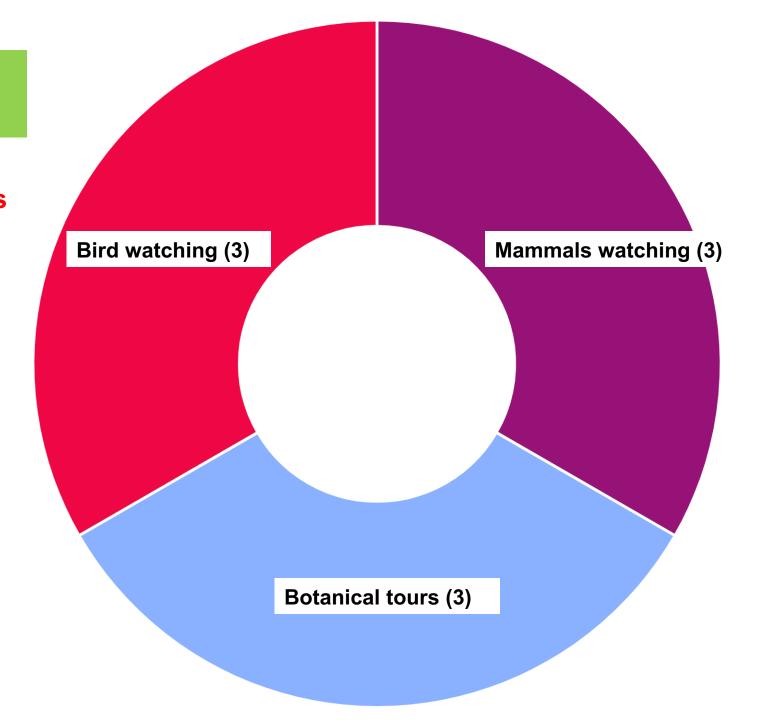
## Statistics - 04.10.2023.



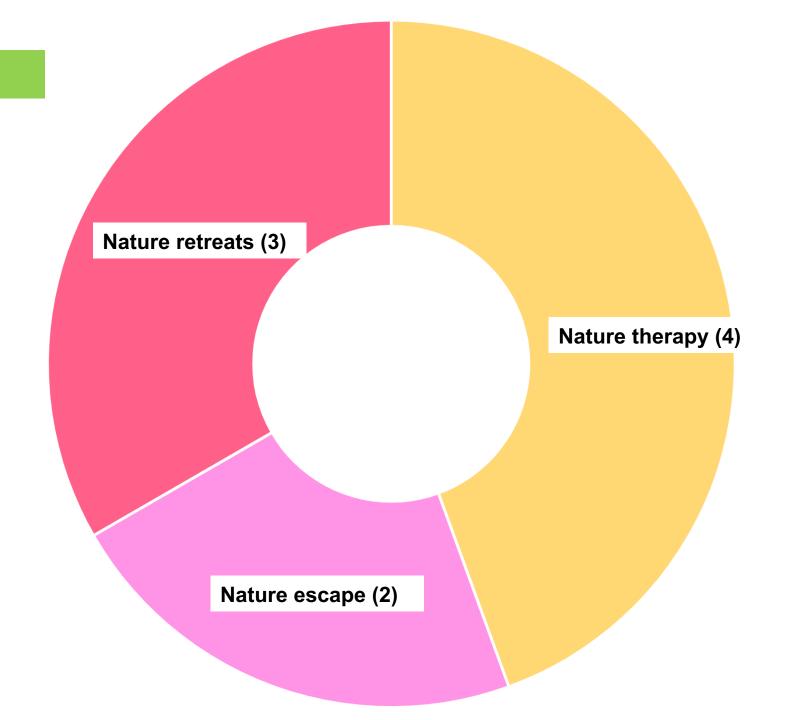


# Wildlife watching

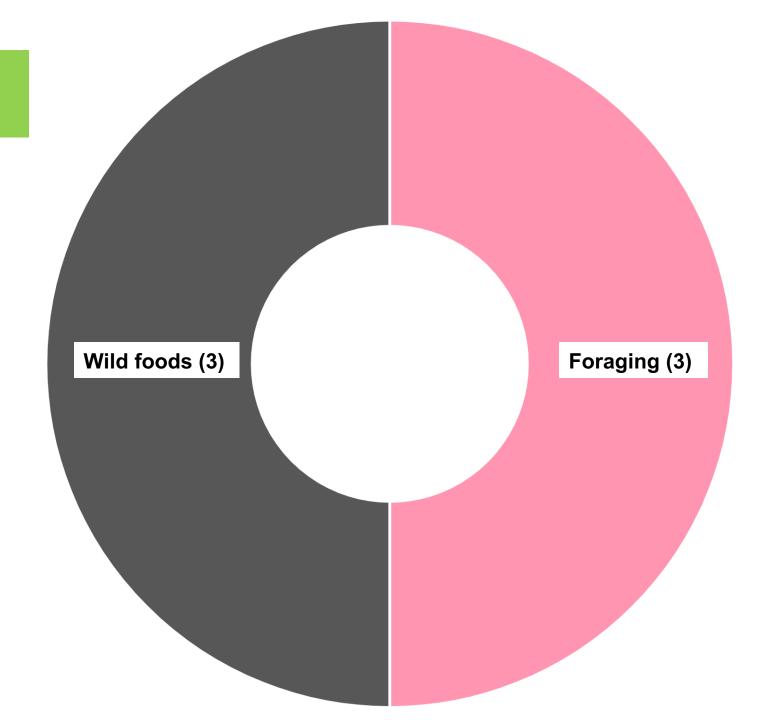
0 – Fungi tours0 – Insectwatching



### **Soul tours**



Food and foraging



# Nature Capure

0 – Nature drawing/painting

5-10 more nature video/photography will be added

Nature video/photography (2)

## In total

90 products (24 EST, 56 LV)

66 SMEs (21 EST, 45 LV)