



Lauku  
Ceļotājs  
celotajs.lv



Co-funded by  
the European Union

# *Latvian Country Tourism Association "Lauku ceļotājs"*

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Asnāte Ziemele,  
Chair of the board „Lauku ceļotājs”

[www.countryholidays.lv](http://www.countryholidays.lv)







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# NGO Lauku celotajs



1993  
Founded



~350  
Members



~10  
Staff



9  
Board  
members



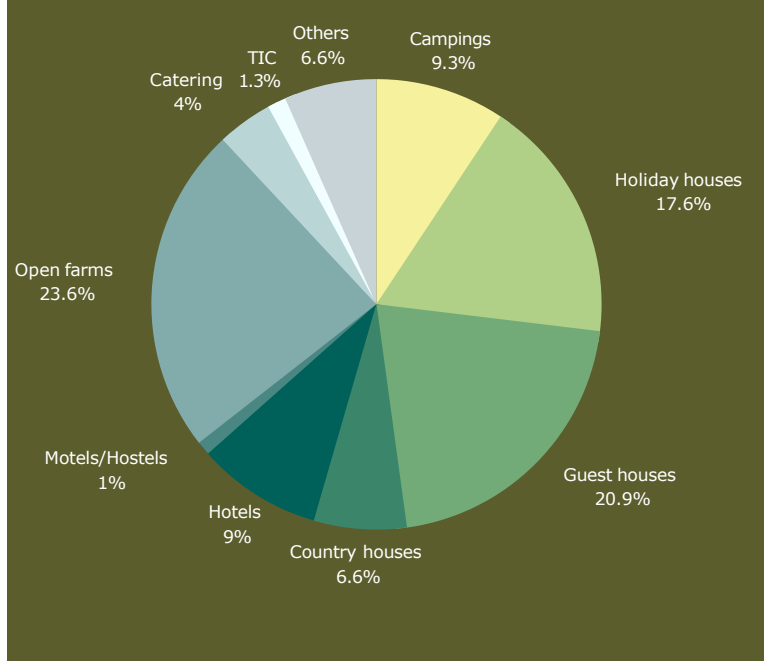
3  
Steering  
committee  
members





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# Our members



64%  
Accommodation



24%  
Open farms,  
small producers



4%  
Catering



8%  
TIC, active  
tourism, nature  
guides, priv.  
persons.





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# SERVICES AND BENEFITS FOR ASSOCIATION MEMBERS:

Training seminars,  
conferences, public  
discussions

Online training  
materials and  
discussion forum

Connetion to each  
other - events

Special offers and  
joint purchases

Marketing and  
promotion

Regular information:  
newsletters,  
roundmailing

Problem solving,  
lobbying

Study and experience  
exchange tours

# Memberships

international



**RURALTOUR**  
EUROPEAN FEDERATION OF RURAL TOURISM



ERA-EWV-FERP

European Ramblers Association

[www.era-ewv-ferp.org](http://www.era-ewv-ferp.org)

local

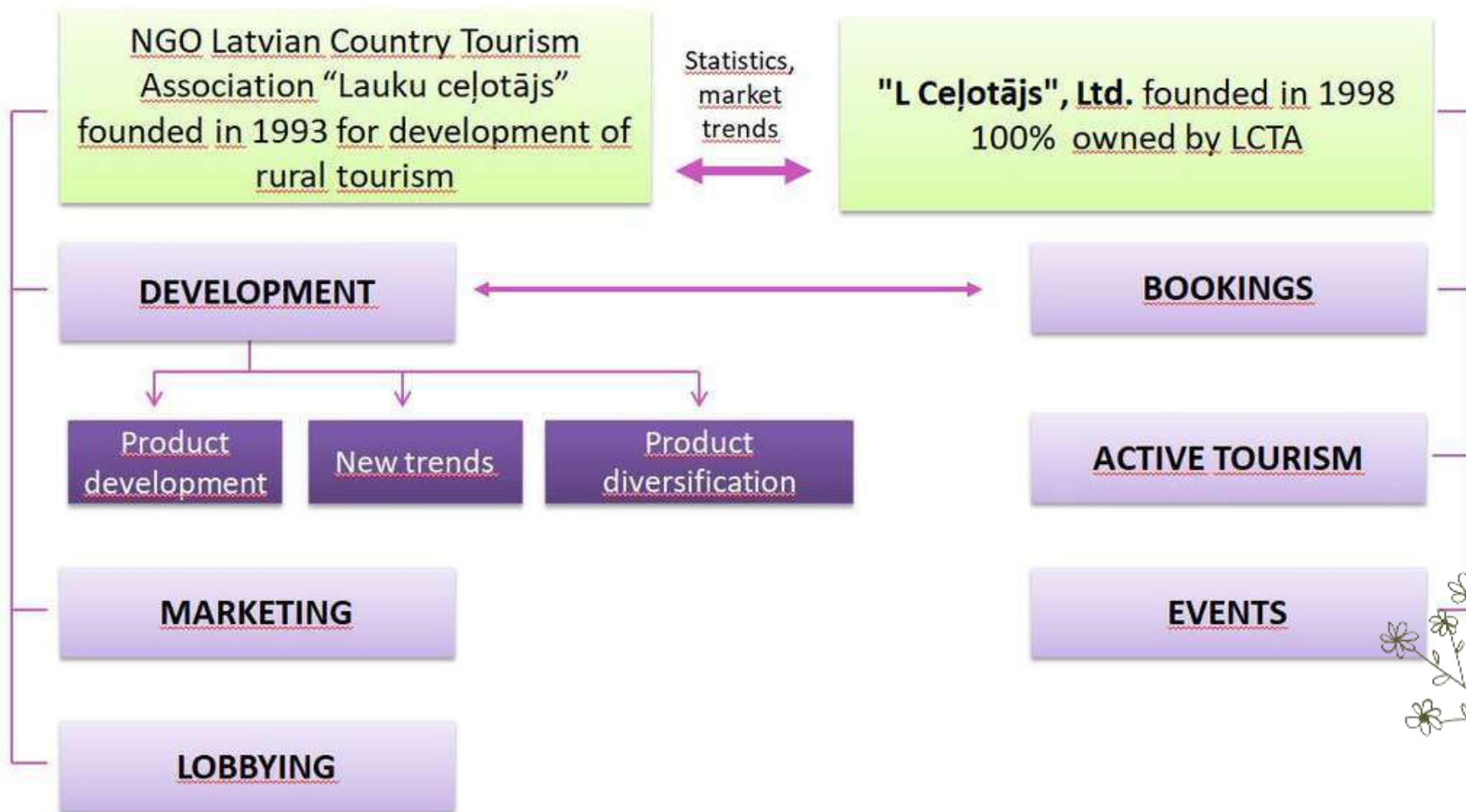


Farmers' Organization Cooperation Council (LOSP)  
and the Latvian Association of Tourist Agents "Alta"





# Organization structure



# OUR RECENT PRODUCTS AND ANNUAL EVENTS





# Long distance hiking trails



## Baltic Coastal Hiking Route

*RU/LT border in Nida – Tallinn (EE)*

 1419 km

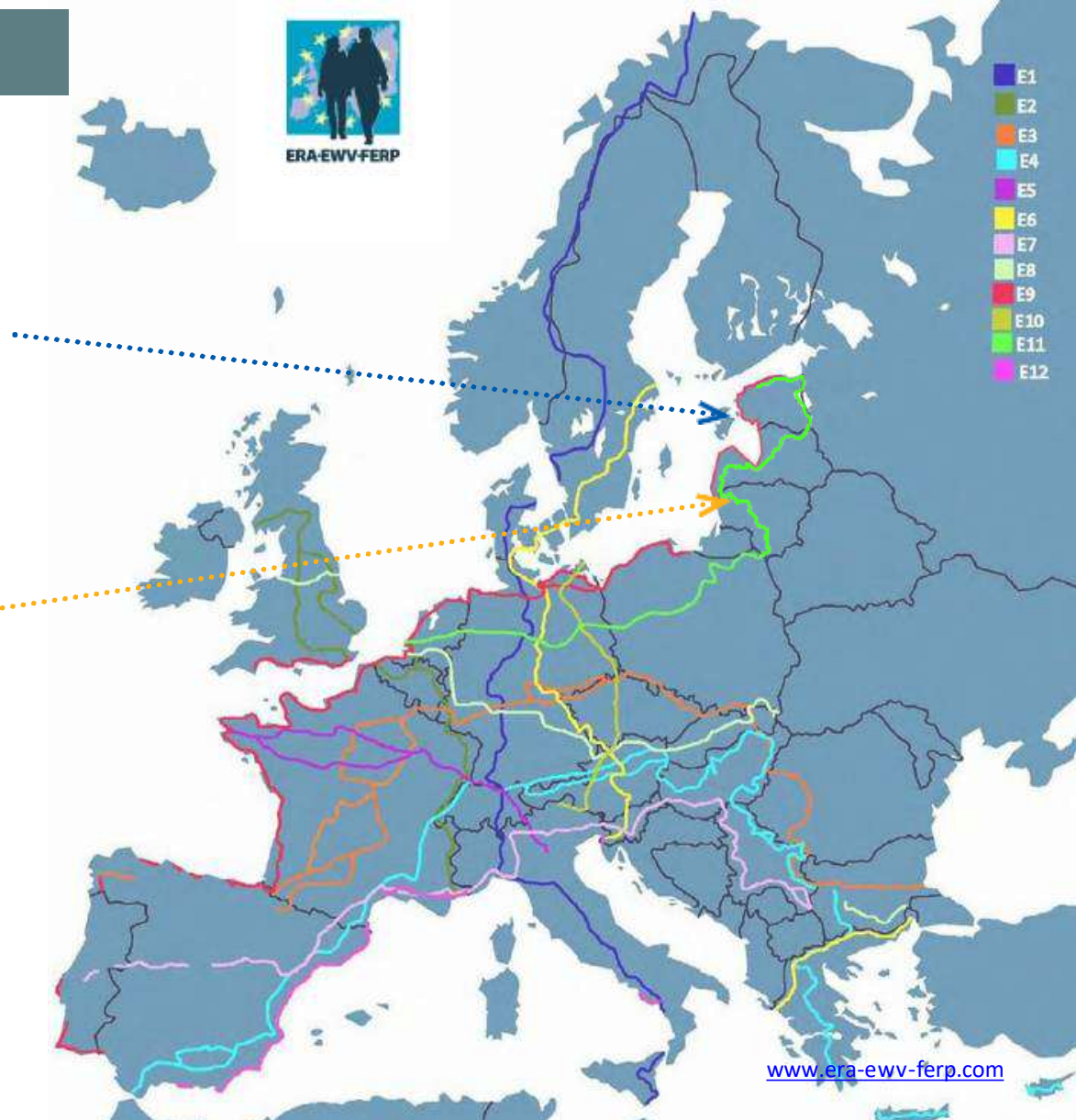


## Forest Trail

*PL/LT border in Lazdijai – Tallinn (EE)*

 2141 km

Southern part: Lazdijai (LT) - Riga  
Northern part: Riga - Tallinn



[WWW.BALTICTRAILS.EU](http://WWW.BALTICTRAILS.EU)

[www.era-ewv-ferp.com](http://www.era-ewv-ferp.com)





Length: 2141 km

Duration: 102-114 days

in Lithuania – 747 km, 36-38 days

in Latvia – 674 km, 31-38 days

in Estonia – 720 km, 35-38 days







Length: 1419 km , 70-72 days  
in Lithuania – 216 km, 10-12 days  
in Latvia – 581 km, 30 days  
in Estonia – 622 km, 30 days





# Cider route

[celotajs.lv/ciderroute](http://celotajs.lv/ciderroute)



~15 CIDER  
PRODUCERS +  
60 OTHER PLACES  
WHERE TO DRINK  
OUR BUY A REAL  
APPLE CIDER





# Rye bread route

[celotajs.lv/ryeroad](http://celotajs.lv/ryeroad)



~40 Bread bakers, +  
~50 other places:  
catering places,  
growers and producers,  
craftsmen





# Military heritage tourism

militaryheritagetourism.info

600 military heritage sites



MILITARY  
HERITAGE



1914-1920  
World War I/  
Wars of  
Independence I



1939-1945  
World War II



1944-1957  
National partisan  
movement - forest  
brothers



1945-1991  
Under Soviet occupation/  
On the way to the  
restoration of  
Independence





# Mājas kafejnīcu dienas

*Home cafe days  
pop-up cafe days*



July - September  
~45 regions  
~500 home cafes  
~65 000 visitors





# ATVĒRTĀS DIENAS LAUKOS

4. jūnijs  
2022

*Open days in the countryside*



150-250 participants,  
open farms.

Marketing event  
to advertise the rural tourism.  
Opening of the summer season.

# QUALITY LABELS DEVELOPED BY THE ASSOCIATION



National **eco-label "Green certificate"** for environmentally friendly rural tourism entrepreneurs. Established in 1999. In 2023 – 102 eco-labeled entrepreneurs.



The **"Hiker-Friendly"** sign is available to any service providers for tourists in the Baltic States that want to be “friendly” toward hikers and to offer the relevant services to the target audience. The label is not linked to any specific pathway or route.



The Sign of **"Latvian Heritage"** is presented to tourism-related entrepreneurs who preserve and promote Latvian cultural and lifestyle heritage by presenting it to visitors.







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[www.countryholidays.lv](http://www.countryholidays.lv)