

Rural Tourism in Latvia

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Baltic Country Holidays

www.countryholidays.lv

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ECTAA Tourism Webinar



Baltic Country Holidays

Interreg

Central Baltic Programme



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WHO WE ARE

Professional Association in tourism,
founded 1993, staff ~11

Roural tourism product development,
marketing, lobbying.

Members ~400 rural entrepreneurs:

- accomondation and catering businesses;
- producers of food and beverages, artisans;
- active and nature tourism service providers.





RURAL TOURISM

- rural lifestyle
- baltic nature tourism
- cider route



RURAL LIFESTYLE TOURISM PRODUCT

www.gorural.countryholidays.info

VALUES:

- QUALITY OF LIVING ENVIRONMENT
- QUALITY OF FOOD
- NATURE CONNECTEDNESS
- PRIVACY
- AWAY FROM CROWDS
- COMMUNITY SPIRIT
- FARMING BUSINESS
- COMBINE TRADITIONS AND MODERN LIFE

PACKAGES:

FOR WHOM:



individuals



small groups

PACKAGE TYPES:



Half day



1-3 days

SERVICES:



guide/interpreter



transfers



visiting programs



meals



accommodation



RURAL LIFESTYLE

QUALITY OF LIVING ENVIRONMENT





RURAL LIFESTYLE

AWAY FROM CROWDS

RURAL LIFESTYLE

QUALITY OF FOOD



RURAL LIFESTYLE

NATURE CONNECTEDNESS





WILDLIFE WATCHING

ACTIVE TOURISM

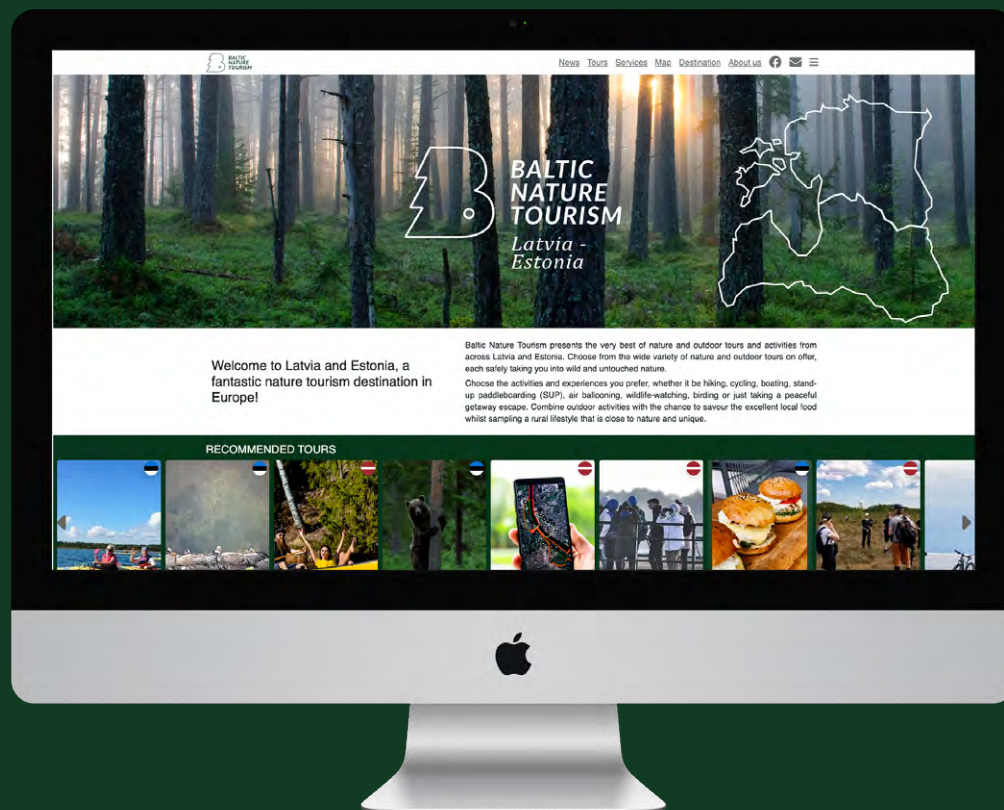
SOUL TOURS

FOOD AND FORAGING

NATURE EDUCATIONAL

NATURE CAPTURE

NATURE EXTREME



www.balticnaturetourism.com

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WILDLIFE WATCHING



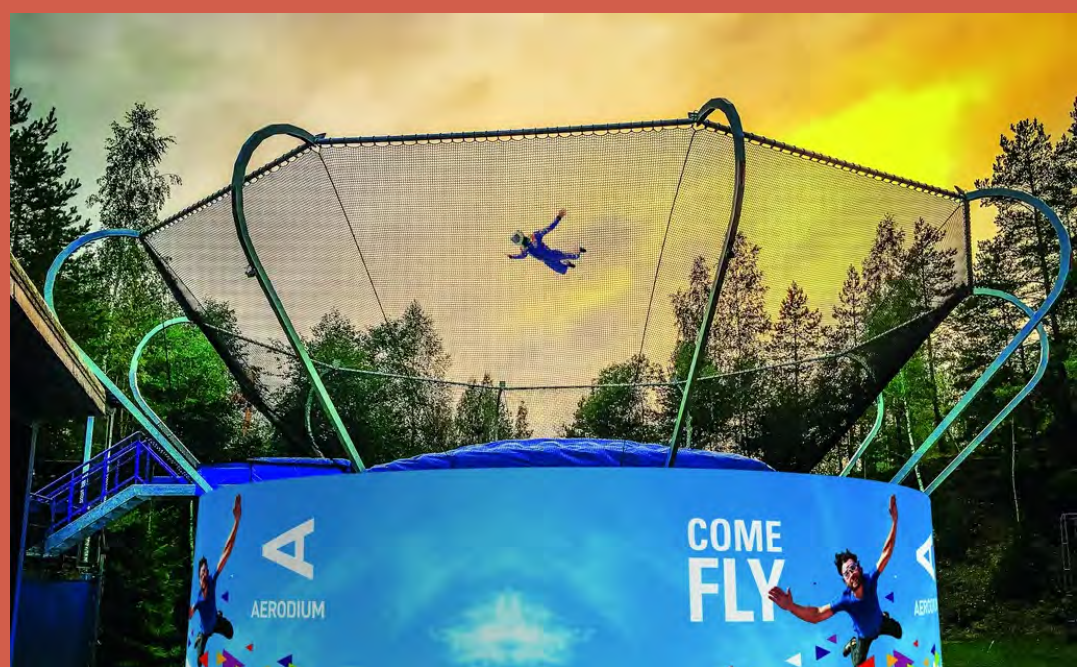


SOUL TOURS



FOOD AND FORAGING

NATURE EXTREME





In 2019, we started the cider road project with the aim of celebrating cider as a national drink and developing the cider road as a tourism product.





WEB page

Cider made in Latvia - history and traditions, events, cider producers, pubs, restaurants, shops, routes.

16 Cider MAKERS

72 PUBS, RESTOURANTS
and SHOPS

2 ROUTES



www.celotajs.lv/ciderroute

COOPERATION BETWEEN LATVIAN CRAFT CIDER PRODUCERS

"Baltic Country Holidays" –
the umbrella organization for Latvian craft
cider producers

www.celotajs.lv/ciderroute





CIDER ROUTE THROUGH CHEFS' WORKSHOPS

9-course **DINNER**
CIDER + FOOD



APPLE HARVESTING FESTIVALS

Public event,
harvesting, apple and cider tasting



ĀRLAVCIEMA
ābolu
svētki



RYE BREAD AND CIDER FESTIVAL

Brings

5000+

VISITORS



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