

Project:	Exporting Baltic Nature Tourism to UK
Project ID and acronym:	CB0100030 – NAT-TOUR-EXPO
Project Partners:	Latvian Country Tourism Association "Lauku Ceļotājs" (Lead Partner) NGO Estonian Rural Tourism Estonian Nature Tourism Association Latvian Nature Tourism Association

SMEs Online training

31st of October 2024, Riga, Latvia

Place: Online, 11:00-13:00

11:00	Opening remarks by Baltic Nature Tourism project: Review of recent activities and statistical updates
11:30-12:00	Andy & Paul (Nordic Tourism Collective) - <i>Understanding the UK Market: Trends, Needs, and Opportunities</i> <ul style="list-style-type: none"> - Latest project activities - Overview of the UK market's expectations and key decision-making factors - Interactive Q&A session (questions can be submitted in advance)
12:00 - 13:00	Presentation from Santa Feodorova (Baltic Travel Group) and Valdis Čeics (Baltic Nature Travel) - <i>Building Competitive Packaged Tours</i> <ul style="list-style-type: none"> - How are tour operators structuring packaged tours for visitors? - Key considerations when selecting activities and accommodation for tour packages. - How to optimise your product offerings to be included in packaged tours? - Examples of successful packaged tour integrations.
13:00	Closing