



*Baltic Nature Tourism presents the very best of nature and outdoor tours and activities from across Latvia and Estonia. Choose from the wide variety of nature and outdoor tours on offer, each safely taking you into wild and untouched nature.*

## TOUR OPERATOR / MEDIA FAM TRIP

January 28-31, 2025  
LATVIA / ESTONIA

This FAM trip invites UK tour operators and media representatives to explore winter tourism in Latvia and Estonia. The program includes practical experiences in Latvian sauna rituals, dog sledding, nature hikes and many other nature activities. Participants will also visit local restaurants to sample Baltic cuisine and tour Soomaa National Park in Estonia, known for its bog trails. Through activities and community interactions, the trip provides insight into regional practices and seasonal tourism opportunities.



Photo: Soomaa.com



Photo: Soomaa.com



Photo: Dod ķepu

Winter in Latvia and Estonia offers many activities, even without snow. January is usually cold, with temperatures between  $-3^{\circ}\text{C}$  and  $-7^{\circ}\text{C}$ , but the program is prepared for any weather, ensuring a rewarding experience.

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Photo: Ziedlejas

## DAY 1 January 28th, Tuesday

**14:05 arrival** at Riga airport. Direct flight **from London** (BT652 LGWRX from London Gatwick **09:30**, arrival in Riga **14:05**)

**14:30-15:45** **Transfer** from airport to **Ezeri Hotel, Sigulda**. Baggage drop at a hotel.

**16:00** **Transfer to Ziedlejas**

**16:30-19:30** **Ziedlejas, Pirts ritual**

[www.balticnaturetourism.com/ziedlejas](http://www.balticnaturetourism.com/ziedlejas)

A traditional Latvian sauna ritual, guided by an experienced sauna master, involves a 3-4 hour process combining steam, herbal infusions, and the use of birch branches for massage. This ritual, conducted in a countryside setting, promotes deep relaxation.

**20:00** **Dinner at Hotel Ezeri, presentation** about Baltic Nature tourism

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

Hotel Ezeri is located near the city of Sigulda and offers not only a calm and relaxing place to stay but also a variety of SPA treatments. The complex has its own restaurant, named 'Seasons,' which serves locally sourced food. The rooms feature a balcony or terrace with garden and lake views, and are equipped with everything needed for a comfortable stay.

## DAY 2 January 29th, Wednesday

**9:00** **Breakfast** at Hotel Ezeri and **check out**

**10:00** **Departure**

### IF FROST AND SNOW

### WHEN SNOW IS ABSENT

**10:30 - 12:30** **Dog sledge adventure** in Amatciems  
[www.balticnaturetourism.com/husky](http://www.balticnaturetourism.com/husky)

**Hiking with Huskies** in Amatciems  
[www.balticnaturetourism.com](http://www.balticnaturetourism.com)

Husky sledding in a group setting allows participants to explore nature trails, such as those around Amatciems and Gauja National Park, while being pulled by a team of Siberian Huskies. In this group experience, riders can either drive the sled themselves or sit in the sled as part of a shared adventure.

In Amatciems, hikers can participate in a trek with trained sled dogs. Connected to a husky, the dog assists in maintaining a steady pace, allowing for hands-free movement. The hike combines the natural surroundings with the support of the huskies, offering a more efficient outdoor experience.

**13:00 - 15:00** **Visit and lunch** in Pernigele

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

"Grill House & Hotel Pernigele" blends historical character with modern elements in a quiet location near the Liepupe River, ideal for a retreat. The menu, created by chef Mārtiņš Sirmāis, focuses on sustainable, high-quality ingredients, while the carefully designed spaces provide a comfortable and welcoming environment for guests. Grill House takes pride in offering beef sourced from our own farm, located just a few kilometres away. During the tour you will also have an opportunity to visit the farm.

**15:00 - 17:00** **Departure to Estonia, Soomaa**

Soomaa National Park offers beauty in every season. Outside of the famous flood season, numerous boardwalks and hiking trails guide visitors through the park's bogs and wetlands. In winter, frozen rivers provide opportunities for ice skating, while kicksleds offer a unique way to explore the forests and fields.

**19:00** **Dinner and accommodation** at Soomaa

[www.balticnaturetourism.com/soomaa](http://www.balticnaturetourism.com/soomaa)

The accommodation has newly built and renovated cosy houses with a unique interior on the banks of the Halliste River. Soomaa Holiday Village is located in the middle of wild nature in Soomaa National Park. There are 5 large bogs with 8 different study and hiking trails in Soomaa National Park. Hiking, canoeing, boating, cycling and snowshoeing, meandering rivers and beautiful meadows await guests. At the place participants will learn about sauna traditions that are present at Soomaa.

## DAY 3 January 30th, Thursday

**7:30** **Breakfast**

**8:30** **Departure**

### IF FROST AND SNOW

### WHEN SNOW IS ABSENT

**9:00 - 12:00** **Kick Sledding**  
in Soomaa National park  
[www.balticnaturetourism.com/kick-sled](http://www.balticnaturetourism.com/kick-sled)

**Bogshoe/snowshoe hike**  
in Soomaa National park  
[www.soomaa.com](http://www.soomaa.com)

Kicksledding in Soomaa National Park is a winter activity that allows visitors to explore the frozen rivers and snow-covered meadows of the park. Using lightweight kicksleds, participants can glide over the ice and snow, travelling along the route.

Walking on the bogs has been suggested by Lonely Planet as one of the greatest activities in Estonia. Bogshoes have been used to walk on wetlands throughout the times. This footwear allows us access to the places on the bogs where it is hard or even impossible to reach by foot.

**12:30** **Lunch** at Pönka Holiday

**Lunch**

[www.balticnaturetourism.com/Romvelli](http://www.balticnaturetourism.com/Romvelli)

Pönka Puhketalu is located in Pärnu County, surrounded by nature and forests. The buildings are located 3 km from the nearest neighbours. The meals are made from locally sourced and fresh ingredients.

**14:00** **Departure** to Kõveri Puhkekeskus

**Introduction** to Estonian wildlife and birdwatching possibilities.

**15:00** **Visiting Wild Nature Estonia-** trailer hide, photography trips.

[www.wildnaturestonia.com](http://www.wildnaturestonia.com)

Estonia is one of Europe's least densely populated countries; over fifty percent of the landscape is covered in forest. There is room for lynx, brown bears, moose, and the national animal, the grey wolf, to thrive. From Estonia's nearly 3,800 kilometers of coastline, you might spot grey and ringed seals or rare seabirds. Wild Nature Estonia provides an opportunity to explore the wildlife trailer hide in detail. This tour includes an overview of wildlife observation and photography options, as well as an introduction to the species that can be seen throughout different seasons.

**17:00** **Return** to Latvia

**19:30** **Dinner** at Baltvilla hotel

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

**21:00** **Arrival at hotel in Riga** - Wellton Riverside SPA Hotel

[www.wellton.com](http://www.wellton.com)

## DAY 4 January 31st, Friday

**Departure.** Direct flight **to London**

(BT653 RIXLW from Riga **15:45**, arrival in London Gatwick **16:45**)

**Latvia**  
**travel**

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**NAT-TOUR-EXPO**