



HIKER-FRIENDLY LABEL FOR BALTIC TRAILS

ERA CONFERENCE

Interreg



Co-funded by
the European Union

Estonia – Latvia



Lauku Ceļotājs
Baltic Country Holidays

Asnāte Ziemeļe
Latvian Country Tourism Association

THE LABEL



Any tourism business that provides services for hiking travelers can apply.

The label is not linked to any specific trail - it serves as a confirmation that the service provider understands the needs of hiking tourists.

HF is not awarded to state and local government owned companies, except for tourist information centers.



RESPONSIBLE ORGANISATIONS

LATVIA



Latvian
Country Tourism
Association
"Lauku Ceļotājs"



Lauku Ceļotājs
www.celotajs.lv

ESTONIA



Estonian
Rural Tourism
NGO

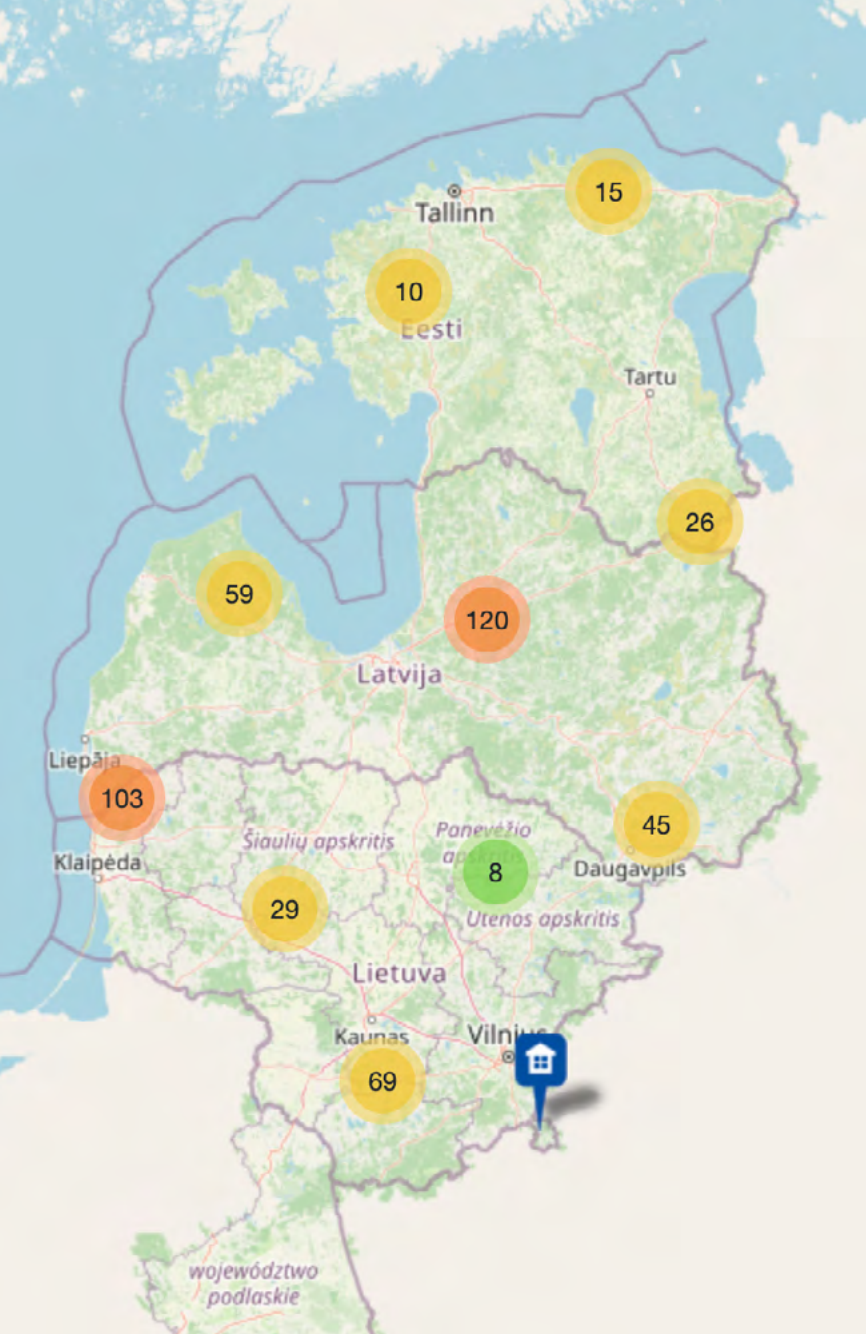


LITHUANIA



Lithuanian
countryside tourism
association





ESTONIA LATVIA LITHUANIA

484 Hiker-friendly service providers:

- | accommodation
- | catering places
- | tourist information
- | shops
- | and more



“HIKER-FRIENDLY” CRITERIA

Include guidelines

- | mandatory and recommended
- | for accommodation, TIC, other services

www.baltictrails.eu/en/coastal/hikerfriendly



MOST CHALLENGING CRITERIA

- | Open May-October and on weekends
- | Short stay available
- | Facilities to clean and dry boots & clothes
- | Last-minute reservation by phone call
- | Early/late arrival/departure
- | Facilities to boil water at any time
- | Cooking facilities or dining service
(Breakfast from 07:00; Packed meals)
- | Luggage transfer
- | Pets welcome

HIKER-FRIENDLY / CHILDREN FRIENDLY SPECIALISATION



1. The company's marketing information states that its services are children-friendly.
2. There is a designated parking area with a sign reading "Parking for Customers with Children."
3. The entrance is pram and stroller-friendly, featuring low thresholds or ramps.
4. The toilets are equipped with a child's potty and a step stool for reaching the sink.
5. Additional amenities include safe electrical outlets, furniture without sharp corners, bug screens on windows and doors, baby beds, a high chair in the kitchen or dining area, and facilities for warming up baby food.

WHEELCHAIR ACCESSIBLE AND VISUALLY ACCESSIBLE



1. The company's marketing information states that its services are wheelchair accessible and visually accessible.
2. The venue has a designated car park with signage indicating wheelchair accessibility.
3. The building entrance is wheelchair-friendly, with an optional ramp and low or adaptable thresholds.
4. Interior rooms and doorways are wide and threshold-free.
5. Services for those with functional limitations are available on the ground floor. If services are provided on other floors, a lift must be available.
6. Hygienic facilities, including lavatories and showers, are adapted to meet the needs of people with functional limitations.
7. The venue is equipped with comfortable furniture and equipment.
8. Insofar as possible, staff are on hand to offer advice and assistance.
9. Interior rooms can accommodate companion animals.
10. In the event of an emergency, individuals with functional limitations can safely evacuate the premises independently or with the help of staff.

BEST PRACTICE ACCESSIBILITY GUIDELINES

Access to the building



Entrance into the building without obstacles, e.g., alternative path/route or lift, ramp (height-length proportion **not more than 1:12 (8%)**, width 1,20m, railing at two heights 70cm and 90cm)



Parking lot for people with disabilities

Easy orientation

Max distance from the ramp 50 m

Easy access road/path to the building

BEST PRACTICE ACCESSIBILITY GUIDELINES


Catering




Personnel is aware of disability needs, incl. different disability types, e.g. wheelchair users, people with visual impairment (white canes, **guide-dogs** (might also assist wheelchair users)), cognitive impairment, hearing impairment etc.

Good practice is to offer clients the **reading glasses**, to see menu if glasses are forgotten

If **the menu** is posted on the wall, it **must be duplicated printed on a page** in at least one copy that can be taken in hand

 Toilet for people with disabilities

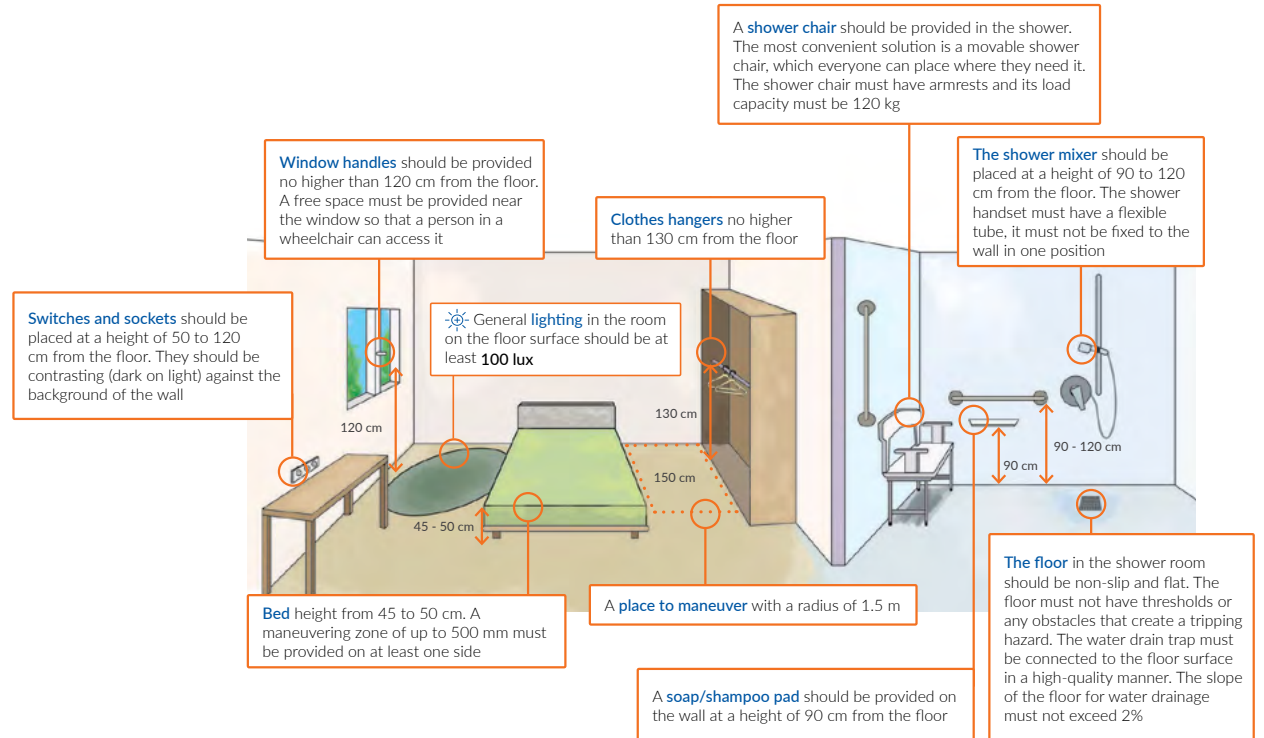
70 - 86 cm

 **Accessible menu**, flexibility regarding clients' dietary restrictions. One menu should be **provided in an enlarged print** with strong text contrast

Access to the service - in order for a person in a wheelchair to be able to easily access the table, it should have the **free space under the table of 70 cm from the floor**

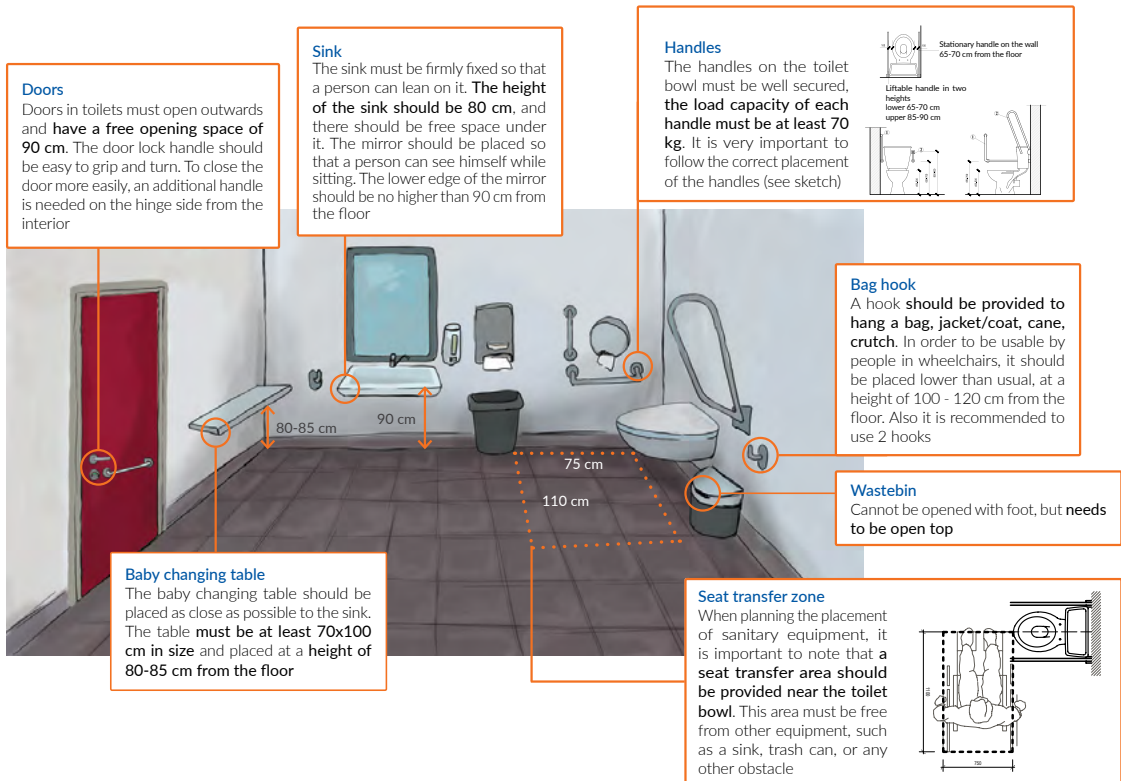
BEST PRACTICE ACCESSIBILITY GUIDELINES

Accommodation

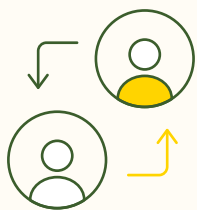


BEST PRACTICE ACCESSIBILITY GUIDELINES

Toilet



HIKER-FRIENDLY LABEL APPLICATION PROCESS



SEND INVITATIONS

Invitations to apply for HF+self-assessment forms are sent out. HF criteria publicly accessible online www.baltictrails.eu/en/coastal/hikerfriendly

SUMMARISE APPLICATIONS

Responsible organisations in LV, EE, LT summarise the applications received in a Google doc table for the Commission

COMMISSION MEETING

The Commission (hikers' organisations, tourism professionals, regional development agencies) meets online to assess the applications every 2-3 months or as needed. Regional representatives present the applicants to the Commission. The commission discusses each applicant to assess compliance with the HF criteria.

INFORM APPLICANTS

The applicants are informed about the Commission decision and receive feedback regarding recommended improvements.

PROMOTION OF THE LABEL

VISUALS FOR HIKER-FRIENDLY HOLDERS

 PIEEJAMIE PAKALPOJUMI AVAILABLE SERVICES			
 Iespējama drēbju žāvēšana un tīrīšana Clothes can be dried and cleaned	<input type="checkbox"/>	 Gājējiem nepieciešamo preču iegāde Purchase of goods necessary for hikers	<input type="checkbox"/>
 Pieejams siltais ūdens, duša Hot water and shower available	<input type="checkbox"/>	 Ceļotāja pārvēšana Traveller transportation	<input type="checkbox"/>
 Pieejamas vakariņas Dinner available	<input type="checkbox"/>	 Bagāžas pārvēšana Baggage transportation	<input type="checkbox"/>
 Pieejama brokastis Breakfast available	<input type="checkbox"/>	 Pieejama pirts/masāža Sauna/massage available	<input type="checkbox"/>
 Pieejams dzeramais ūdens Access to drinking water	<input type="checkbox"/>	 Drēbju mazgāšana Clothes can be washed	<input type="checkbox"/>
 Elektroierīču uztāde Charging of electrical appliances	<input type="checkbox"/>	 Mantu glabāšana Storage of belongings	<input type="checkbox"/>
 Wi-fi	<input type="checkbox"/>	 Pieejama aptieciņa First aid kit available	<input type="checkbox"/>
 Brokastis un pusdienas līdzņemšanai Breakfast and lunch to take away	<input type="checkbox"/>	 Info par sabiedrisko transportu Information about public transport	<input type="checkbox"/>
 Pieejama virtuve Kitchen available	<input type="checkbox"/>	 Ugunsкура vieta pieejama Fireplace available	<input type="checkbox"/>
 Pieejama tējkanna Kettle available	<input type="checkbox"/>	 Mājdzīvnieki atļauti Pets allowed	<input type="checkbox"/>

WWW.BALTICTRAILS.EU

Poster for use at HIKER-FRIENDLY accommodation: available services



Plastic plate for wall mounting, size 17 x 16.5 cm



Info plate "Drinking Water", size 15 x 18 cm



Stickers, size 8 x 7,7 cm

THE REGIONAL REPRESENTATIVES SEND OR DELIVER THE HIKER-FRIENDLY LABEL PLATE TO THE HIKER-FRIENDLY HOLDERS





THANK YOU

