

Baltic Nature Tourism and the UK Market from Insights to the Future Perspectives

12th of November
@ Annas koku skola

Interreg



Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO



**BALTIC
NATURE
TOURISM**
*Latvia -
Estonia*



Lauku Ceļotājs
www.celotajs.lv



**Latvijas Dabas
Tūrisma Asociācija**

Eesti Loodusturismi Ühing



Who we are

Consortium comprising **over 120** individual nature and outdoor specialists across Latvia and Estonia.

The platform is part of the **NAT-TOUR-EXPO** project, designed to promote the collaboration of Baltic nature tourism companies on the UK tourism market.

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Project partners:
Latvian and Estonian Nature
tourism associations,
Latvian and Estonian Rural
tourism organization.

balticnaturetourism.com

Who we are

113

**SME TOGETHER
IN THE PLATFORM:**

Estonia: **51**

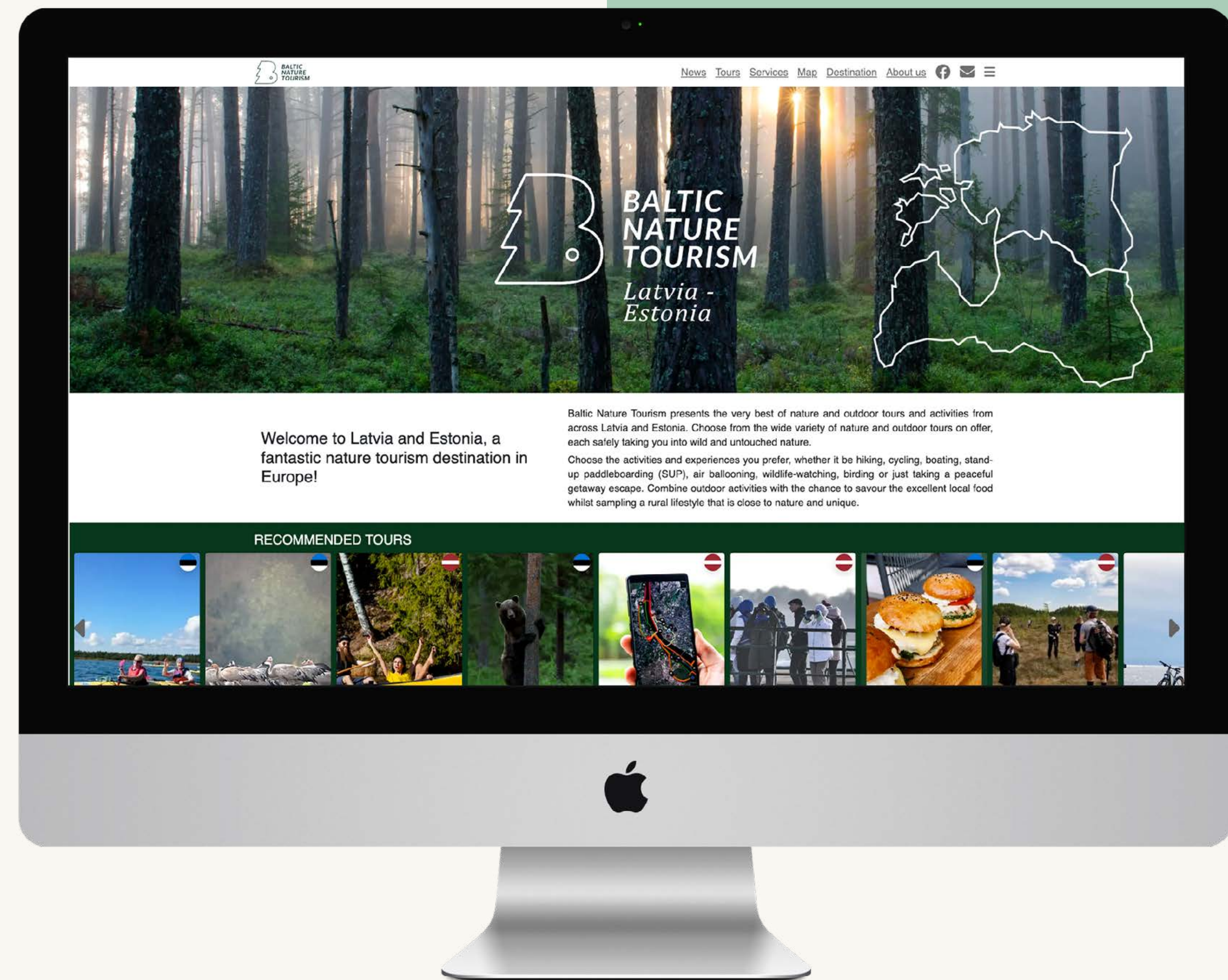
Latvia: **62**

256

**NATURE TOURISM
PRODUCTS:**

Estonia: **145**

Latvia: **111**



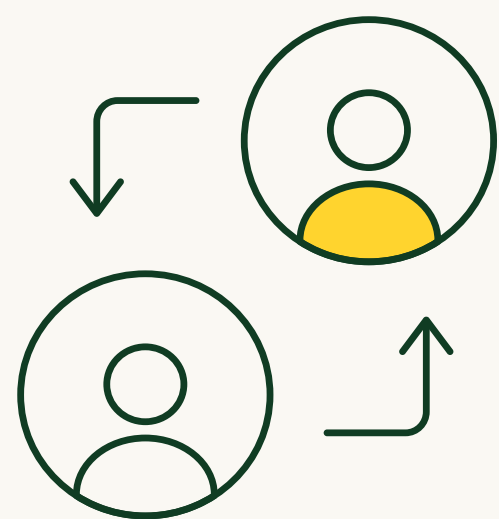
balticnaturetourism.com

Activities during the past 3 years

- 1 Familiarization (FAM) trips in LV/EE
- 2 Trade events and exhibitions in UK and Europe
- 3 Promotional events at the Latvian Embassy
- 4 Baltic Nature Tourism roadshow - Manchester and Edinburgh
- 5 Workshops and seminars in EE/LV
- 6 Partner meetings involving SMEs in LV/EE
- 7 Study trips and experience exchanges in FIN



FAM Trips



feedback

My impressions were wholly positive. Latvia seems a charming destination for the visitor, and its small size means you can pack a lot into just a few days.

All our activities were of an extremely high standard, enhanced by the quality of our guides.

Mike Unwin / Autumn 2025



**What did you like best about the visit?
What surprised?**

The Pirts was a revelation. I approached with caution, but was amazed what a great experience it was. Michael James Weedon / Autumn 2025

Quality of wildlife watching facilities. Tom Cadwallender / Autumn 2025

The landscape and focus on Wellness. Emma Sowden / Autumn 2025





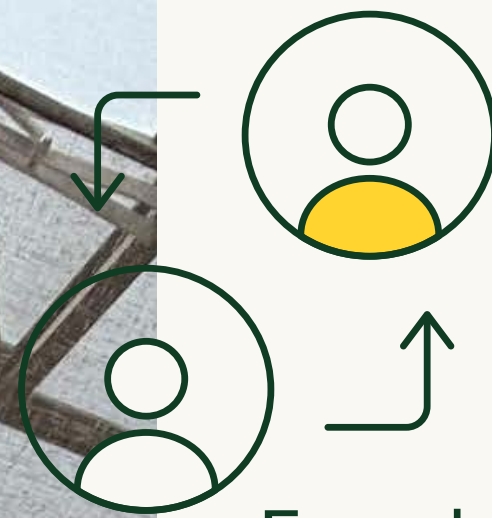
feedback

"The tour helped my understand why a person should visit Latvia, not just a city break to Riga, but to stay additional days and experience the countryside. The tour showed me how easy it is to travel around the country. It is a pleasant, easy accessible county, which I am happy to promote to my clients."



"Really I appreciate a lot everything, for people love the nature I don't have any doubts to suggest to come in Latvia. Forget the stress and enjoy with the nature"





feedback

For which target audience and which Latvian tourism products would be most suitable?

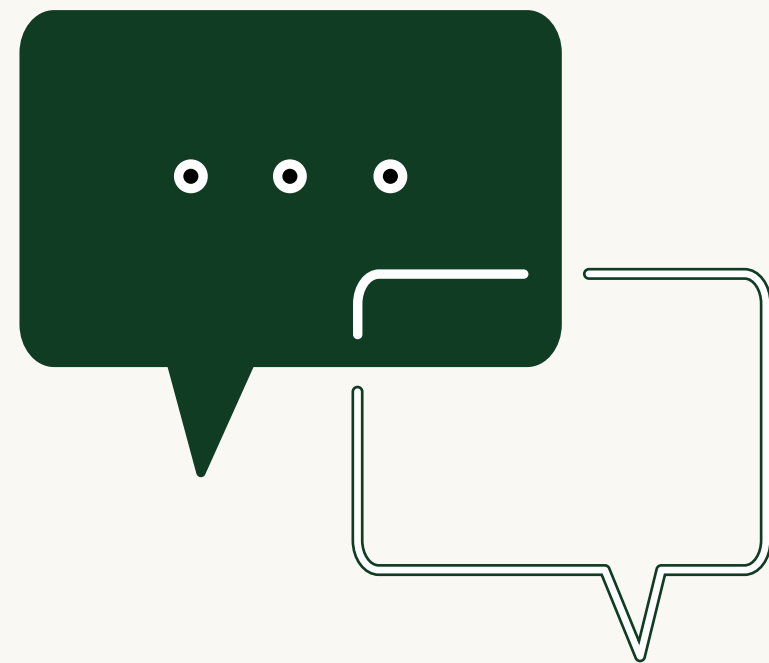
The Latvian experience would work well for active families as it is easy to get around and all the hotels seemed to be well set up for children. I think the price point is quite reasonable which would make it affordable for a family trip. Children would love the husky experience and in warmer weather the lakes and rivers for kayaking and swimming as well as the easier forest walks



It would be great promoting Latvia to the younger and active audience. Also 30- 60 demographic with a "curious mind". Mixed activities and wildlife watching seems like the potentially point of prompted experience.



Findings from tour operator reviews



Positive observations:

- **Ease of travel:** Latvia is convenient to explore due to developed infrastructure and good accessibility of destinations.
- **Communication:** Hosts and guides communicate clearly in English and provide relevant information about services, locations, and activities.
- **Hospitality and care:** Visitors note attentive service and a welcoming attitude.
- **Food quality:** Meals are exceptionally good, consistently fresh, and based on seasonal ingredients.
- **Engagement:** Hosts demonstrate commitment to their work and to providing a positive visitor experience.
- **Expertise:** Guides and hosts show practical knowledge in their areas, such as birdwatching or the use of local natural products.

Conclusion:

Representatives from the UK tourism sector highlight reliable service, local hospitality, and a diverse countryside experience as key strengths of Baltic nature tourism.



Trade events



Captain's Cruise



Bird Fair



London World Travel Market

Roadshow - Manchester, Edinburgh



Events at the Embassy of the Republic of Latvia



Workshops and seminars

LDTA dabas tūrisma foto meistarklase

16.04.2025., Rīga

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Pirmās palīdzības aktualitātes dabas tūrisma uzņēmējiem

23.04.2025., Rīga

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Praktiskais seminārs
LATVIEŠU PIRTS - pakalpojums Jūsu viesiem
10. aprīlis, 13:00-18:00
Viesu nams "Brūveri", Sigulda

Seminārs būs **praktiski noderīgs lauku tūrisma uzņēmējiem**, kuriem ir pirts un kuri nav profesionāli pirtieki. Iegūsiet praktiskas iemaņas, lai piedāvātu **pirts pakalpojumu** Jūsu viesiem. Iegūsiet izpratni par pirts procedūras norisi un **ieteikmi uz veselību**.
Nodrošināsim pirtsslotas u.c. nepieciešamos materiālus.

Dienas kārtība
13:00 reģistrācija un kafija
13:15-13:30 Igaunijas Lauku tūrisma asociācijas kolēģu sveiciens, atskaņojums kampanijai "2023 - the Year of the Sauna in Estonia!"
13:30-15:30 semināra teorētiskā daļa
15:30 - 16:00 kafijas pauze un sagatavošanās semināra praktiskajai daļai pirti
16:00-18:00 semināra praktiskā daļa pirti

Kādēļ pirts?
Ieguvumi, ietekme uz veselību. Detoksikācija pirti. Medicīniskie aspekti, kas jāizvērtē, piedāvājot viesim pirts procedūru.

Pirts pakalpojums
Slotas. Augu nozīme slotās. Pirts temperatūra un mitrums. Pirts procedūras secība un ilgums. Viesu noskaidrošana pirms pirts.

Praktiskais darbs pirti
Skrubja gatavošana. Sildīšanās. Skrūšanās un pēršanas tehnikas.

Līdzī ņemiet
2 dvieļus, peldkostīmu vai pirtstērpu, gumijas čības, pirts cepuri (ja ir).

Semināru vadīs Dace un Valdis Purvinski
Profesionāli pirts meistari un latviskās dzīves zinātnes praktiķi ar vairāk kā 5 gadu pieredzi.

Pieteikšanās līdz 1. aprīlim, aizpildot reģistrācijas anketu:
<https://forms.gle/Ym3YJyVahcw2N6ta9>

Saziņai:
Anna, Lauku ceļotājs
anna@celotajs.lv

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Baltijas dabas tūrisma tiešsaistes seminārs

31.10.2024., 11.00-13.00, Zoom

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Latvijas Dabas Tūrisma Asociācija

Central Baltic Programme

NAT-TOUR-EXPO



celotajs.lv

WHAT DOES A NATURE TOURIST NEED?

Accommodation and catering services in nature tourism

Asnate Ziemeļe, Baltic Country Holidays

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Upcoming workshops in London, November 2025

Welcome workshop for
Sauna Professionals
in UK, 25.11.



Welcome
Workshop
for Sauna Professionals

Experience the essence of the Estonian sauna in a workshop led by **Eda Veeroja** — the soul of Mooska Smoke Sauna Farm and guardian of this UNESCO-listed tradition.



25. November 2025
12:00-17:00
Slomo Sauna at Tapnell Farm Isle of Wight

12:00-14:00 Sauna seminar
14:00-16:00 Guided sauna session
16:00-17:00 Presentation: Discover Estonia's nature and well-being traditions

Please note: participation is limited!







BALTIC NATURE TOURISM
Latvia - Estonia

**BALTIC NATURE TOURISM
PROMOTIONAL
EVENT**

We're pleased to invite you to celebrate Baltic Nature Tourism's promotional journey in the UK over the last three years.
It's a time in which we have shared stories about the amazing experiences that nature offers visitors in Latvia and Estonia, showcased nature-inspired cuisine, demonstrated the region's accessibility and diversity and hopefully earned your trust in our nature tourism experiences.
We'd like to thank everyone who has been with us on the journey to date and we warmly invite old and new friends to join us for this presentation event — an opportunity to discover the Baltic States as one of the most wonderful nature tourism destinations in Europe.
We hope you will join us to celebrate in the spirit of the coming festive season, with stories of Baltic nature tourism in winter as well as seasonal treats. We'll look back on our shared experiences in Baltic nature — and make new plans together for the future.

26 November 2025
London

PROGRAMME:

3.30 pm (doors open) – Arrivals, registration, coffee (ID will be required upon arrival for the registration and security purpose);

4.00 pm – A welcome by H.E. Ambassador of Latvia, Mr Atis Lots;

4.15 to 5.00 pm – A summary of Baltic Nature Tourism www.balticnaturetourism.com offers and an interactive session on outdoor activities in Latvia and Estonia;

5.00 to 7.00 pm – Reception with seasonal treats: gingerbread, mulled wine and more.

REGISTER **VENUE:** Embassy of Latvia, 45 Nottingham Place, London W1U 5LY, United Kingdom

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This activity was supported as part of the "Baltic Nature Tourism – Exporting Baltic Nature Tourism to the UK" project, an Interreg Central Baltic Programme 2021-2027 project co-funded by the European Union.

Baltic Nature tourism
presentation event
in London 26.11.

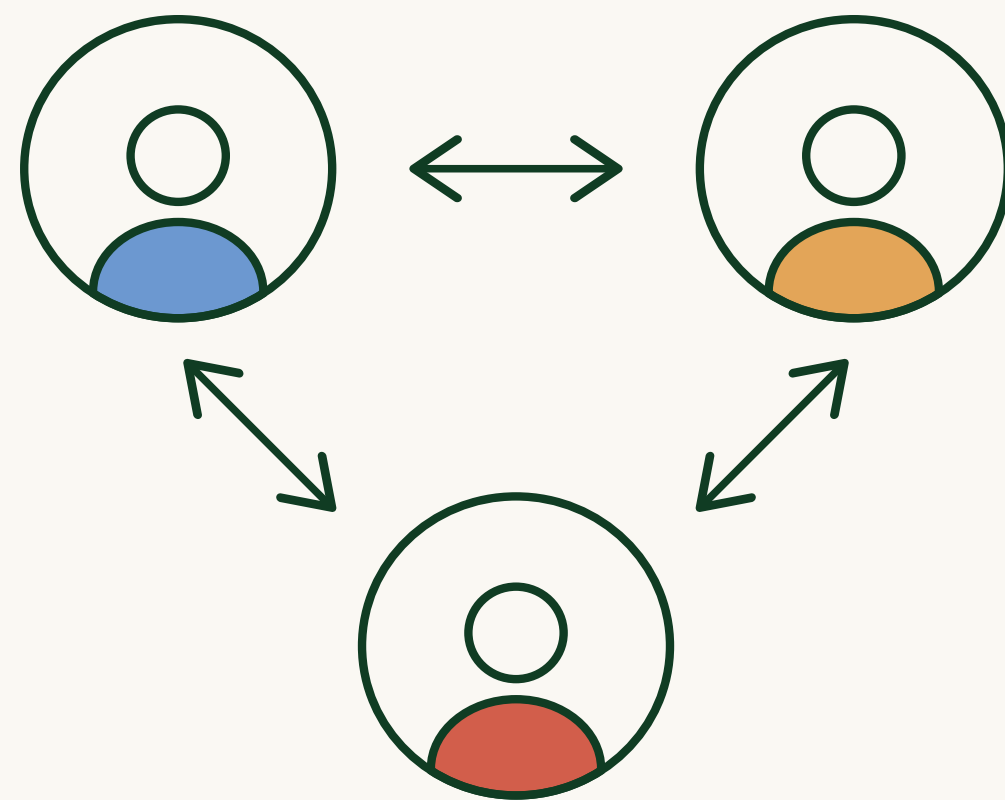
Partner's meetings



Study trips - in Estonia, Latvia, Finland



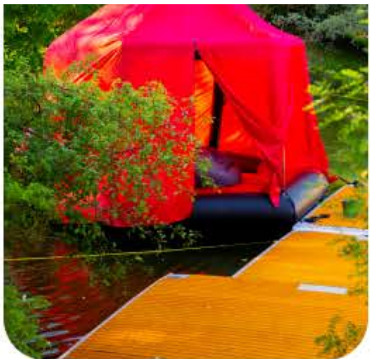
Challenges in collaboration between nature tourism entrepreneurs, accommodations, and catering providers:




- **INFORMATION:** Easily accessible information about accommodations and catering providers, such as in Facebook groups, is often lacking.
- **FLEXIBILITY:** Difficulty establishing year-round partnerships due to summer season rejections caused by high demand.
- **CATERING:** Adequate catering options are needed, such as campfire soup instead of banquet-style meals. Many caterers only offer standard banquet menus.
- **HOT TUB WATER TEMPERATURE:** Frequently either too hot or too cold, failing to meet guests' expectations.
- **HOST REJECTIONS:** Hosts may refuse collaboration due to past negative experiences with individual kayakers, misunderstanding the difference between those and organized groups led by nature tourism operators.
- **TRUST:** Building trust is essential. Finding local contacts who can vouch for the reliability of nature tourism operators opens doors for new partnerships and enables spontaneous arrangements.
- **PRICING:** Prices and hospitality are often more favorable in areas further away from Riga.

Future of the project and the next initiatives


- Website www.balticnaturetourism.com maintenance and updates:
Lauku Celotajs (Baltic Country Holidays) and project partners will continue maintaining the balticnaturetourism.com website to ensure ongoing visibility and accessibility.
- Ongoing cooperation network:
The Latvian Nature Tourism Association is currently implementing the export project “Nature and Active Tourism Cooperation Network.”
The initiative focuses on expanding exports to the UK, Europe, and global markets.
- Involvement of entrepreneurs:
Nature tourism entrepreneurs from Latvia can apply to be involved as partners and suppliers in promoting and delivering the newly developed nature tourism export products within this cooperation network.




Pop-up sauna
5 hours in nature
from €50 per person



Inflatable yoga
1.5-2 hours in nature
from €40 per person



Walk and raft
4-6h in river
from €60 per person



Forest picnic
5 hours in pine forest
from €20 per person

Marketplace of pop-up adventures

Pine Quest features an airbnb inspired marketplace connecting foreign tourists with community-based guides and nature tourism companies. It features inflatable, mobile elements that transform natural spaces into new destinations and playful activities in nature without permanent construction. Participants can choose whether to join next community event or book a private tour for their group.

Join Next Event

The platform invites travelers to register for upcoming pop-up activities that evolve with new seasons, landscape, and weather patterns. From spring wetlands to winter forests, experiences are renewed and guided by hosts who adapt their offers to nature's rhythm, ensuring every visit feels spontaneous and unique.

Book Private Tour

Guests can book private tours and request custom experiences inspired by past adventures. Whether it's a team retreat, family gathering, or special-interest group, guides can recreate and adapt favorite elements combining routes, activities, and settings into a tailored journey designed just for them.



Ride and Hike

Ride and Hike experiences connect urban life with the outdoors through cycling and e-mobility. Shaped by the contours of Latvia's landscapes our routes make the journey part of the adventure featuring selected rest stops, wc, charging infrastructure, local cafes and restaurants.



Urban routes are designed around partner destinations, including bicycle and e-mobility rental points and nearby attractions. They are dynamically updated for guided tours, adapting to traffic, city events, and weather to ensure a smooth, enjoyable, and flexible journey through the urban landscape.



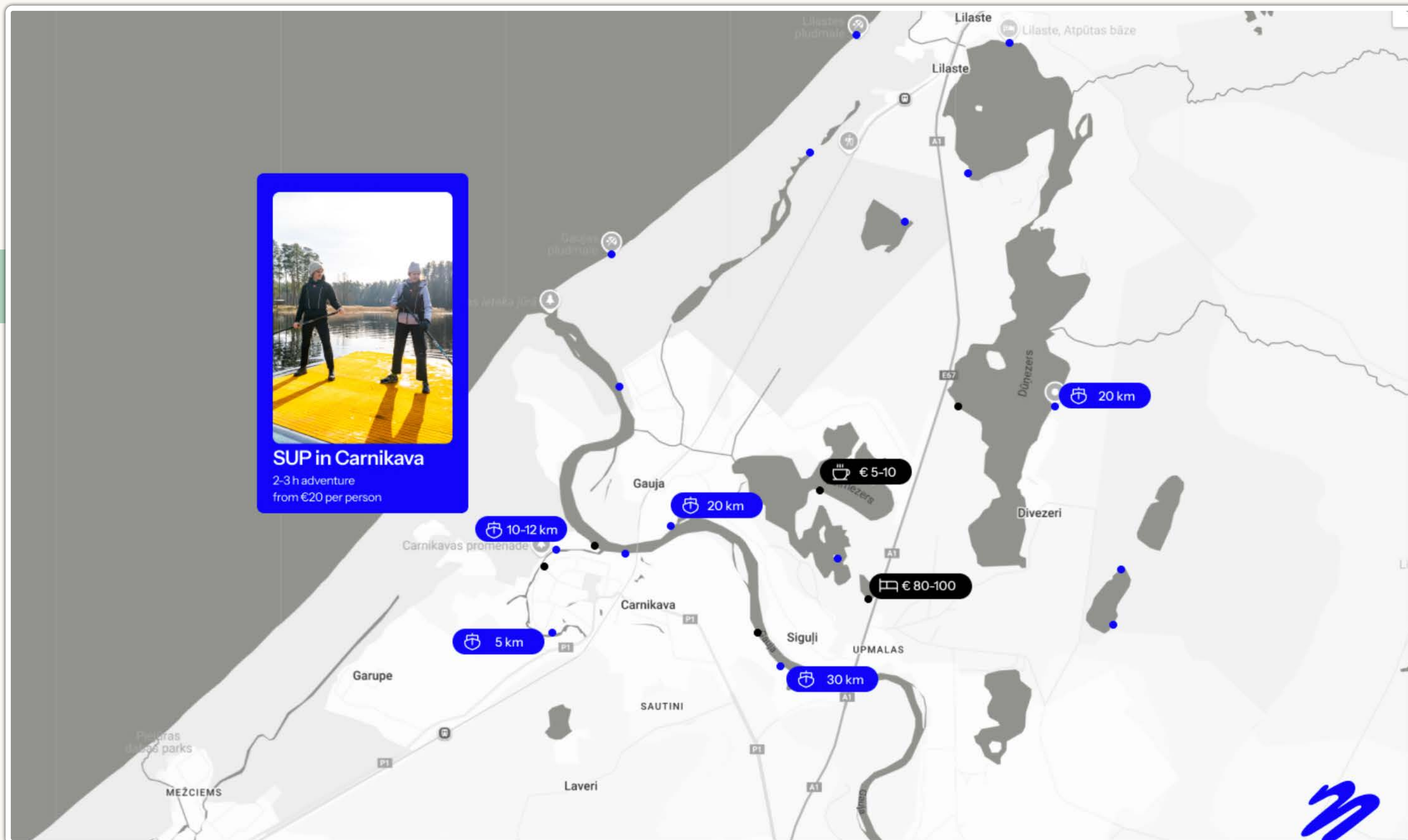
Circular hiking trails with distinctive shapes highlight the best seasonal natural features while avoiding overcrowded areas. Each route offers adaptable difficulty levels and numerous photo opportunities, ensuring an engaging and balanced outdoor experience for every visitor.



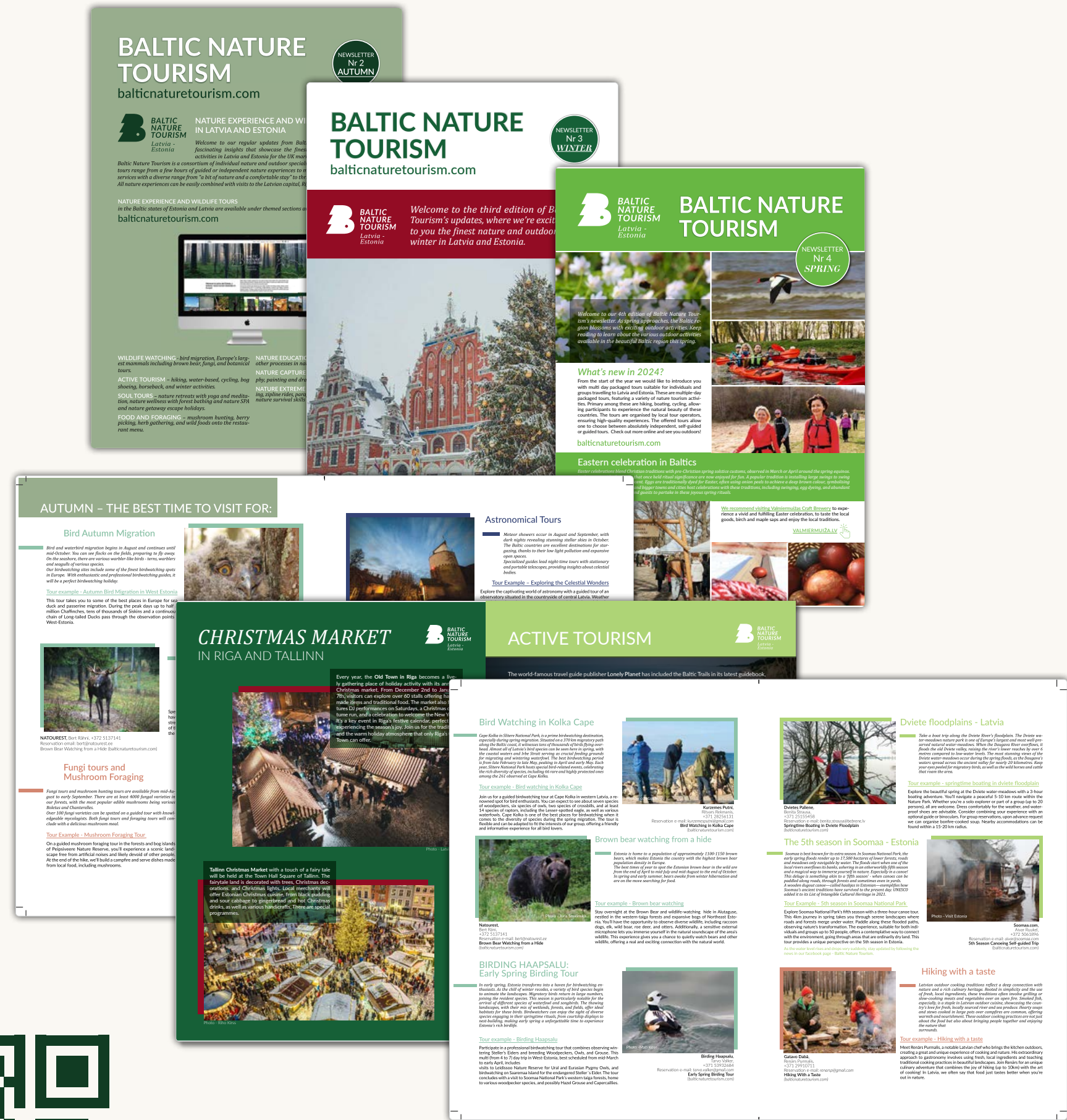
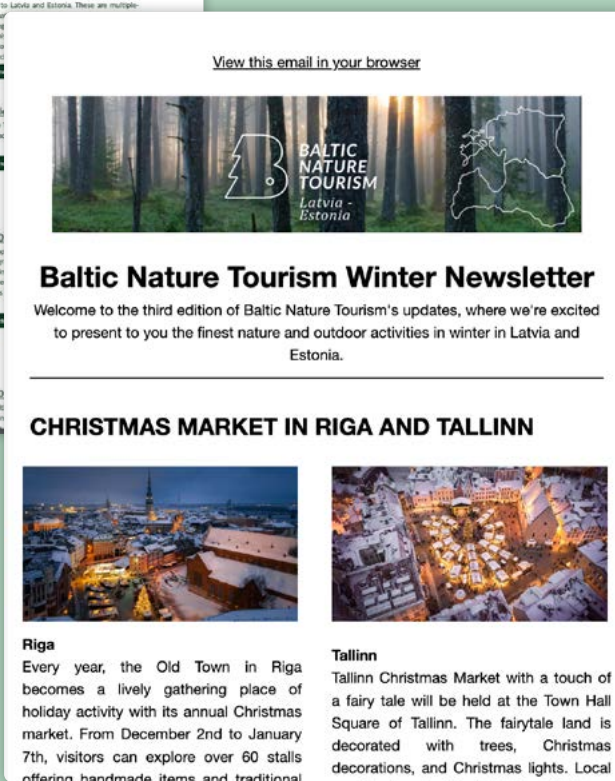
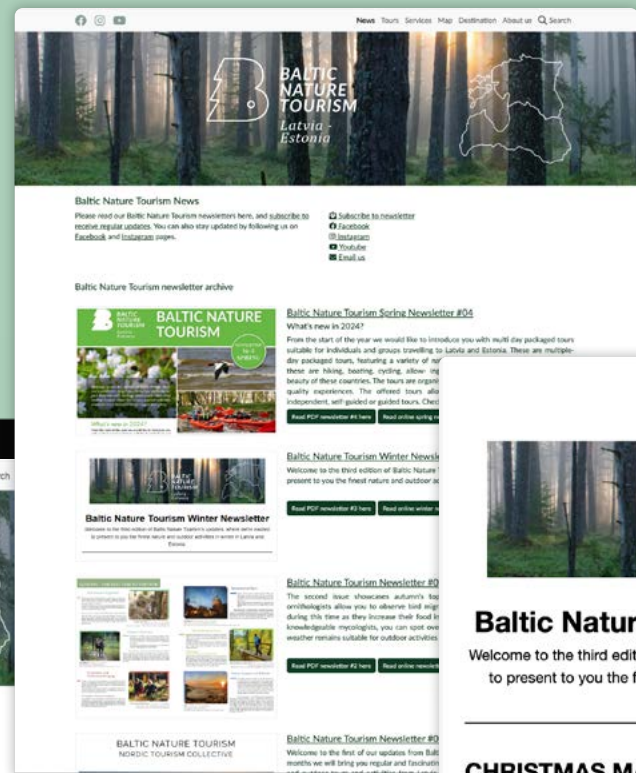
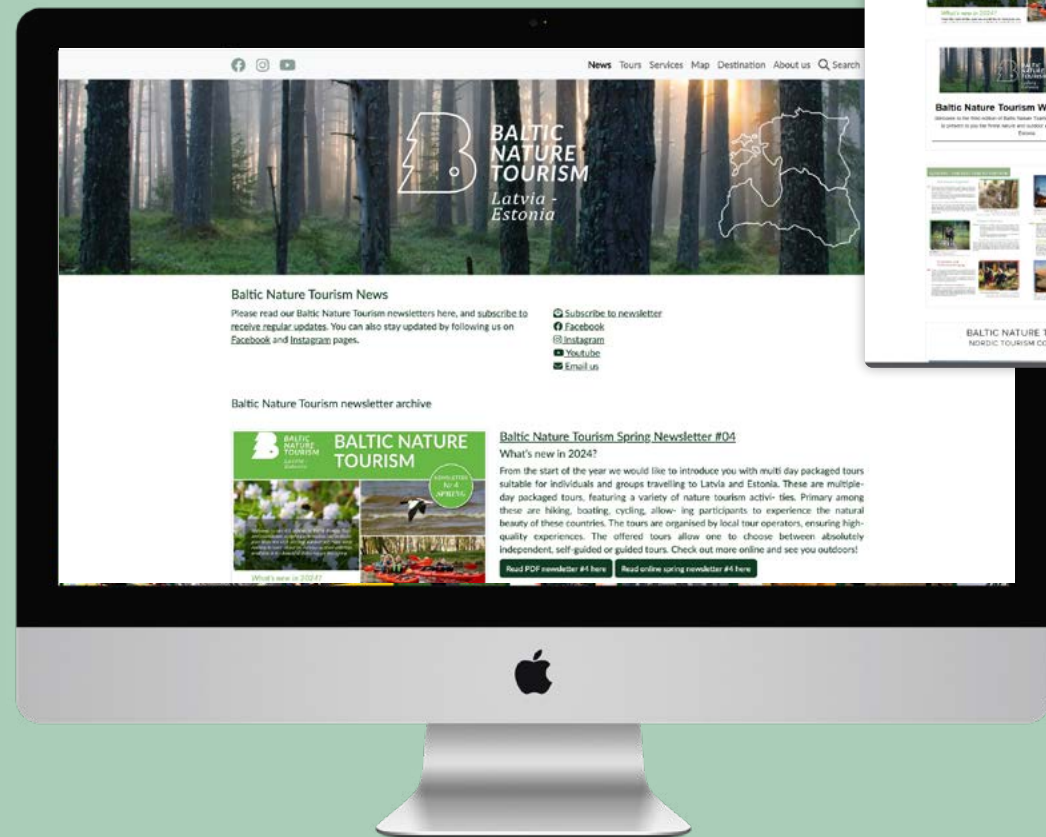


SUP in Carnikava

2-3 h adventure
from €20 per person



Baltic Nature Tourism seasonal News



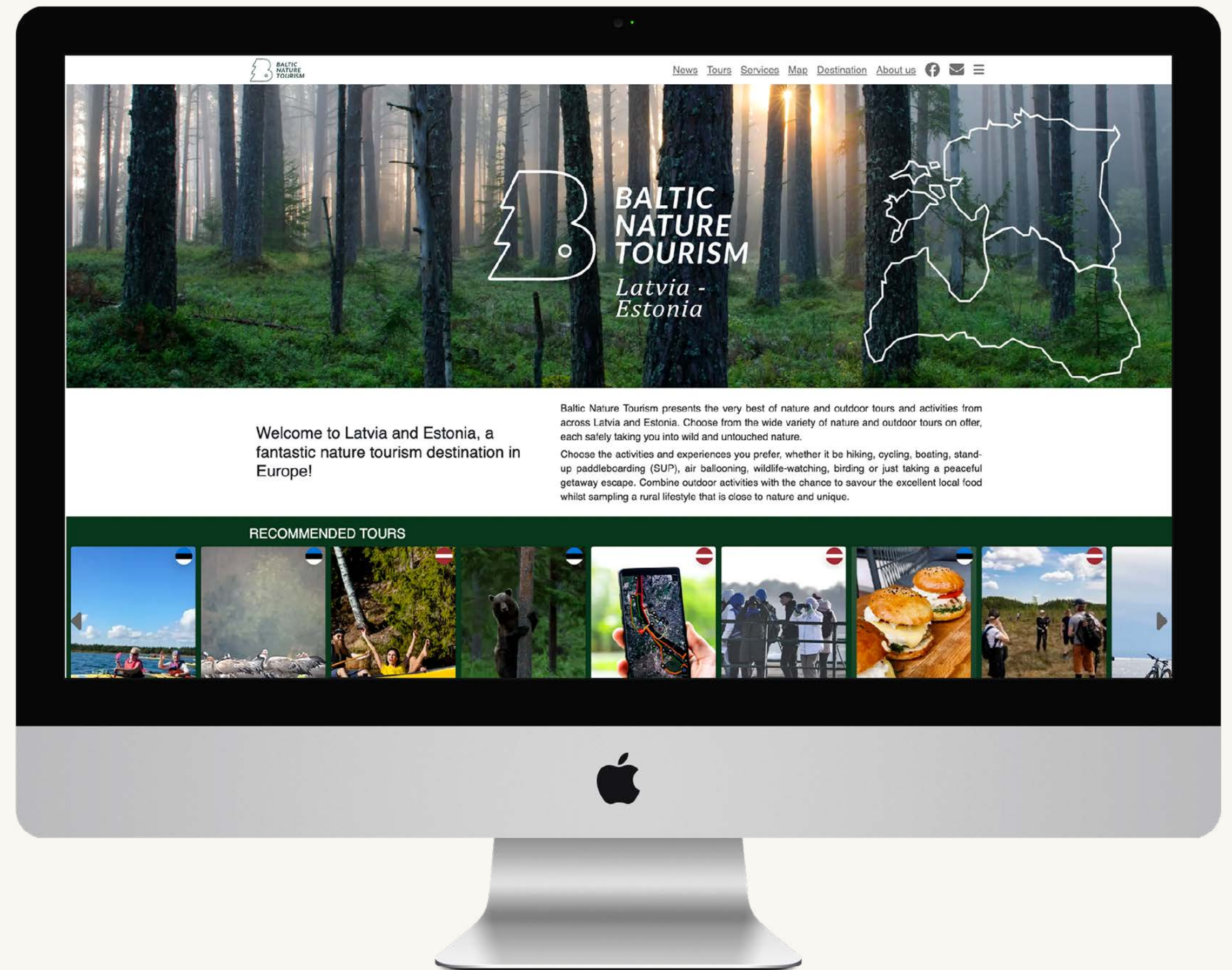
balticnaturetourism.com

Sign up now!



Products and services

| | |
|--|--------------------|
| | WILDLIFE WATCHING |
| | ACTIVE TOURISM |
| | SOUL TOURS |
| | FOOD AND FORAGING |
| | NATURE EDUCATIONAL |
| | NATURE CAPTURE |
| | NATURE EXTREME |
| | WATER ACTIVITIES |
| | PACKAGE TOURS |
| | SERVICES |



balticnaturetourism.com

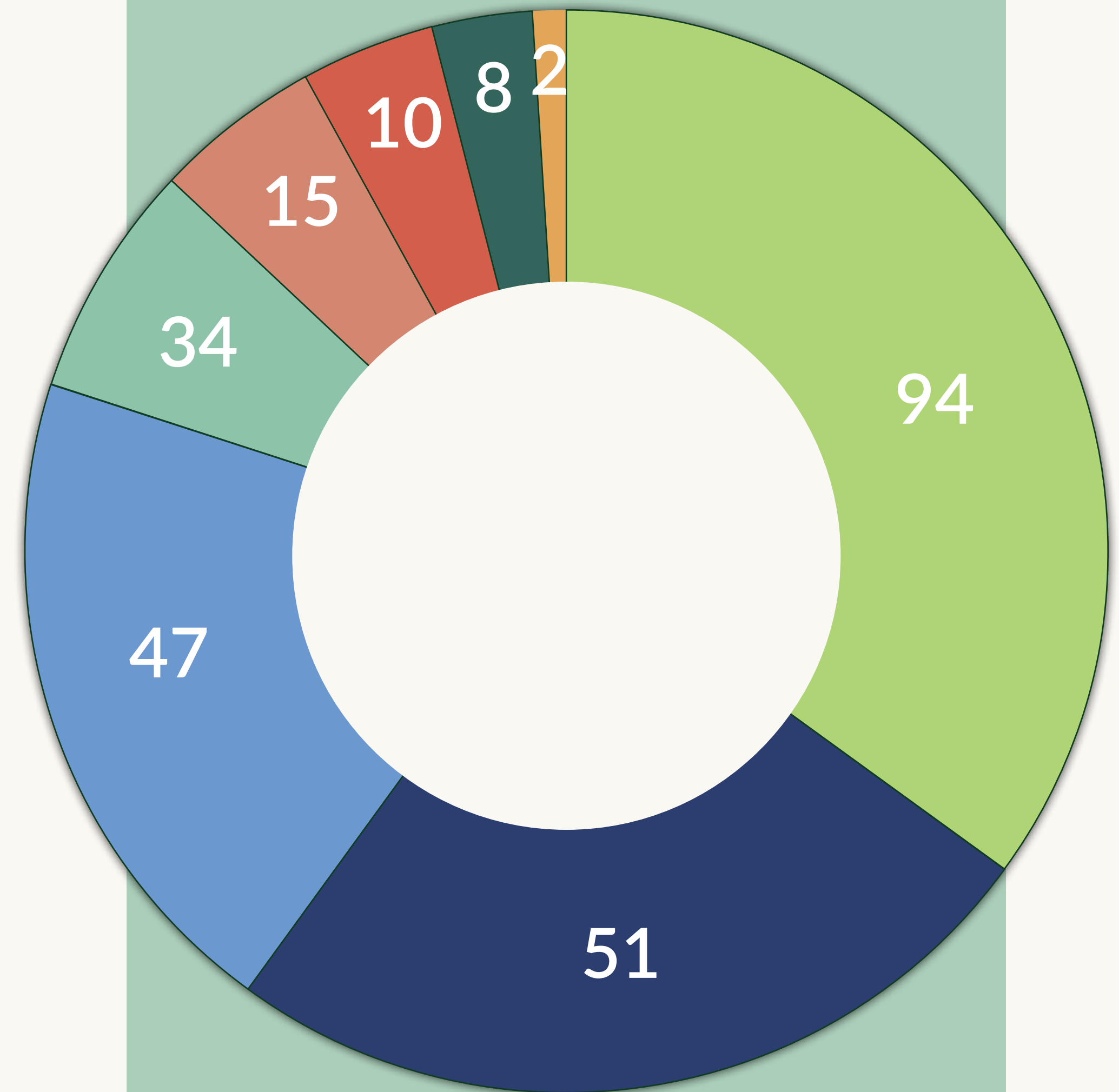
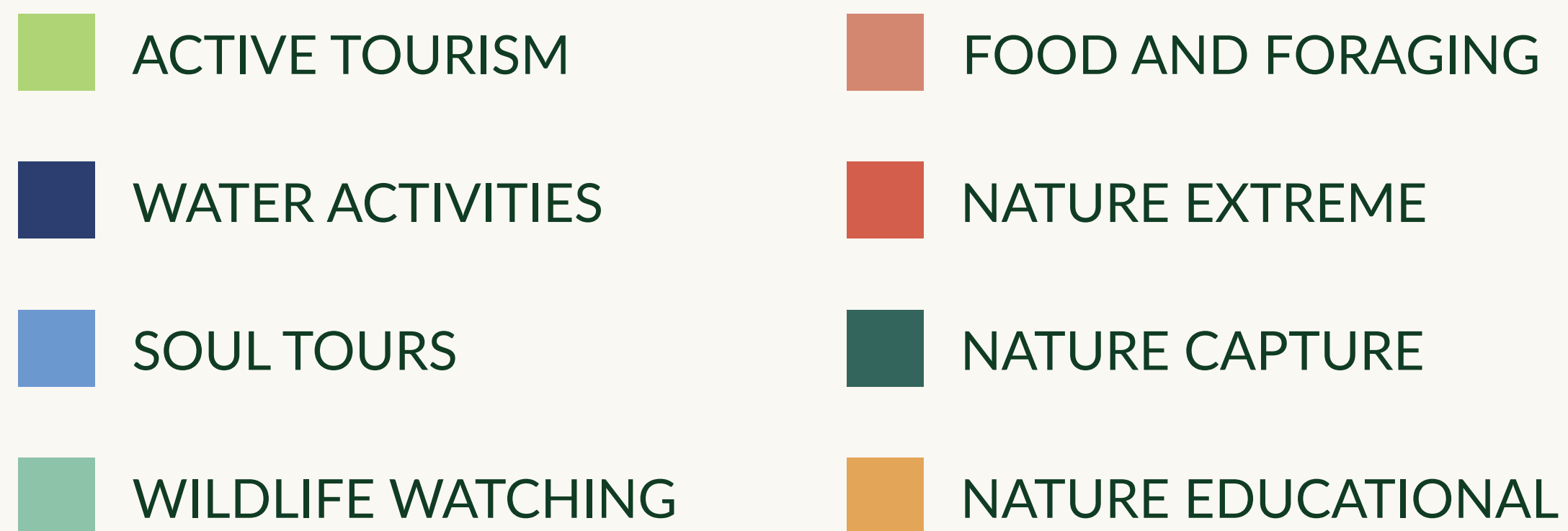
Cross-border collaboration examples between Latvian and Estonian SMEs



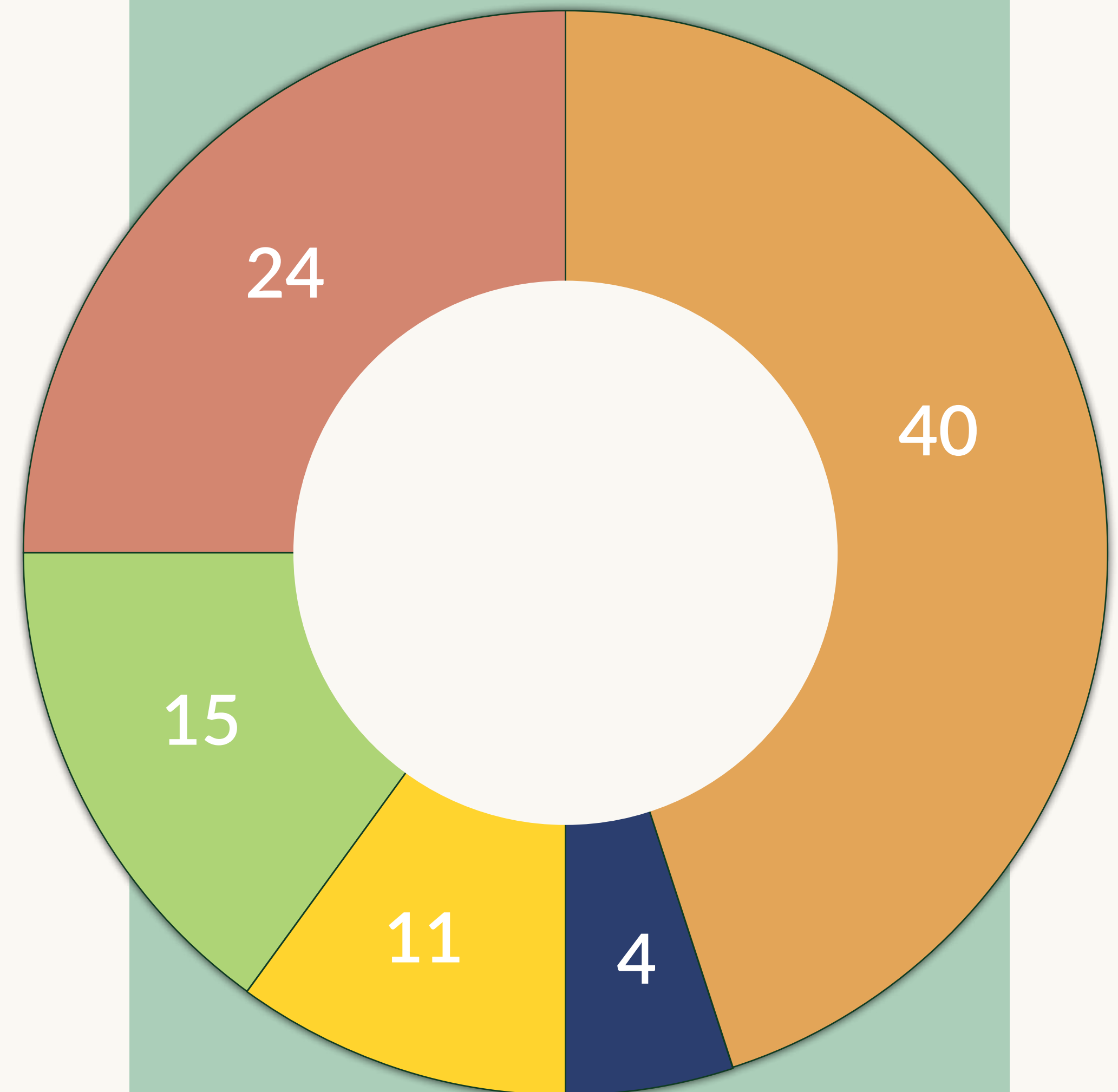
- Cooperation often begins through Facebook contacts and informal requests
- Growing collaboration between Latvian and Estonian nature tourism companies for package tours specifically for export markets
- Cycling tour and rental partnerships
- Pop-up dining collaborations



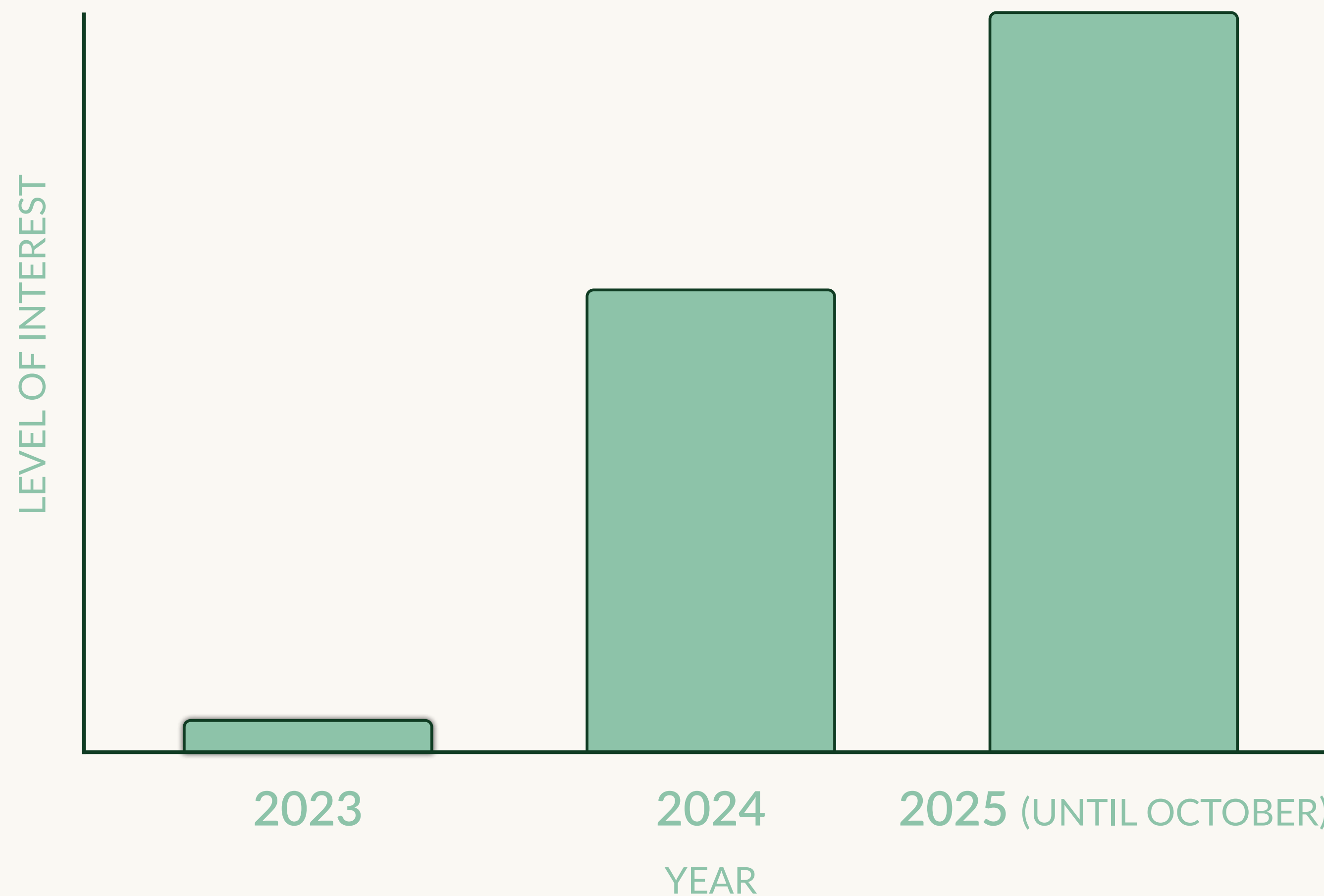
Number of products by type



Active tourism subcategory data



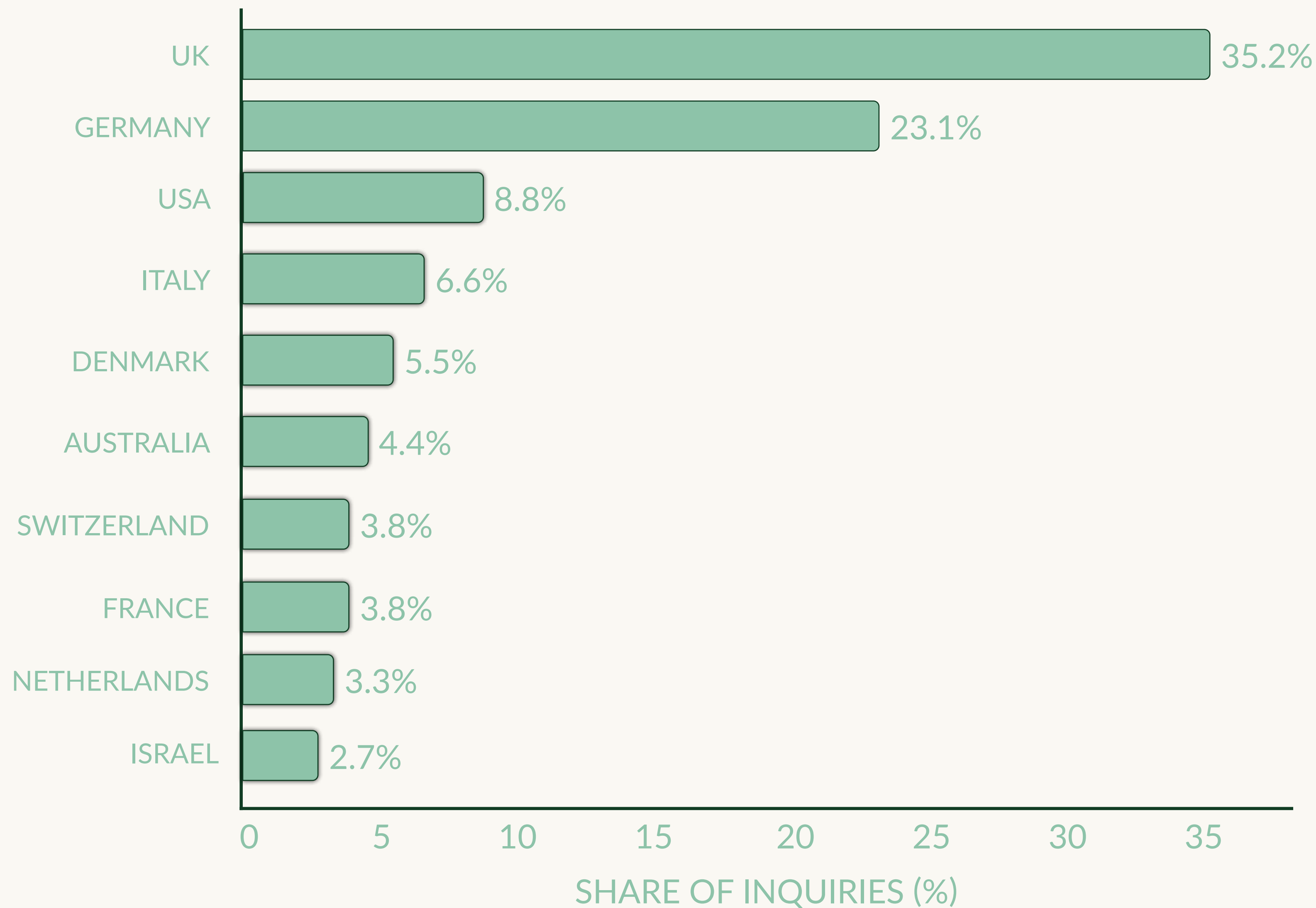
Growth in Received Requests (2023-2025)



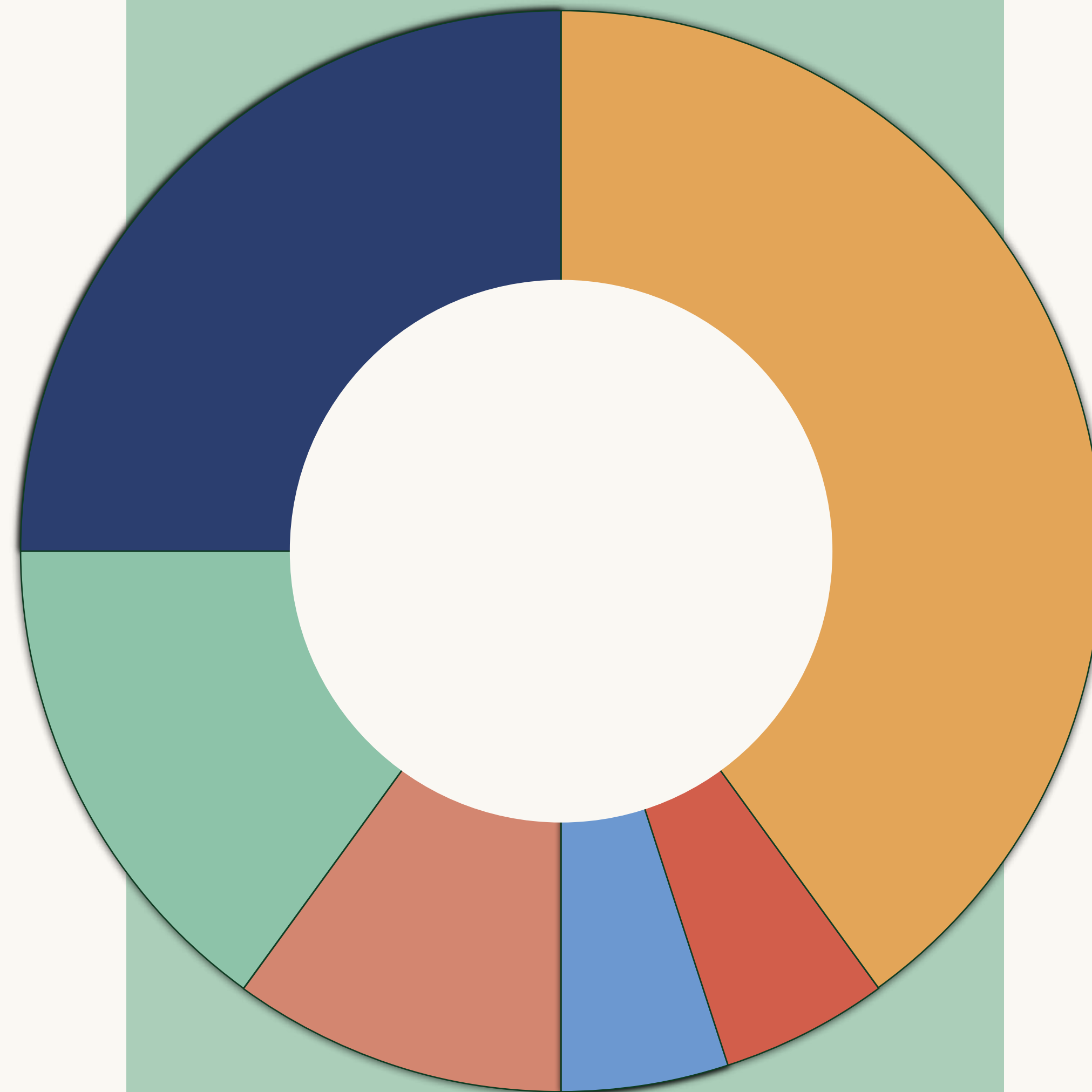


Tourist inquiries per country

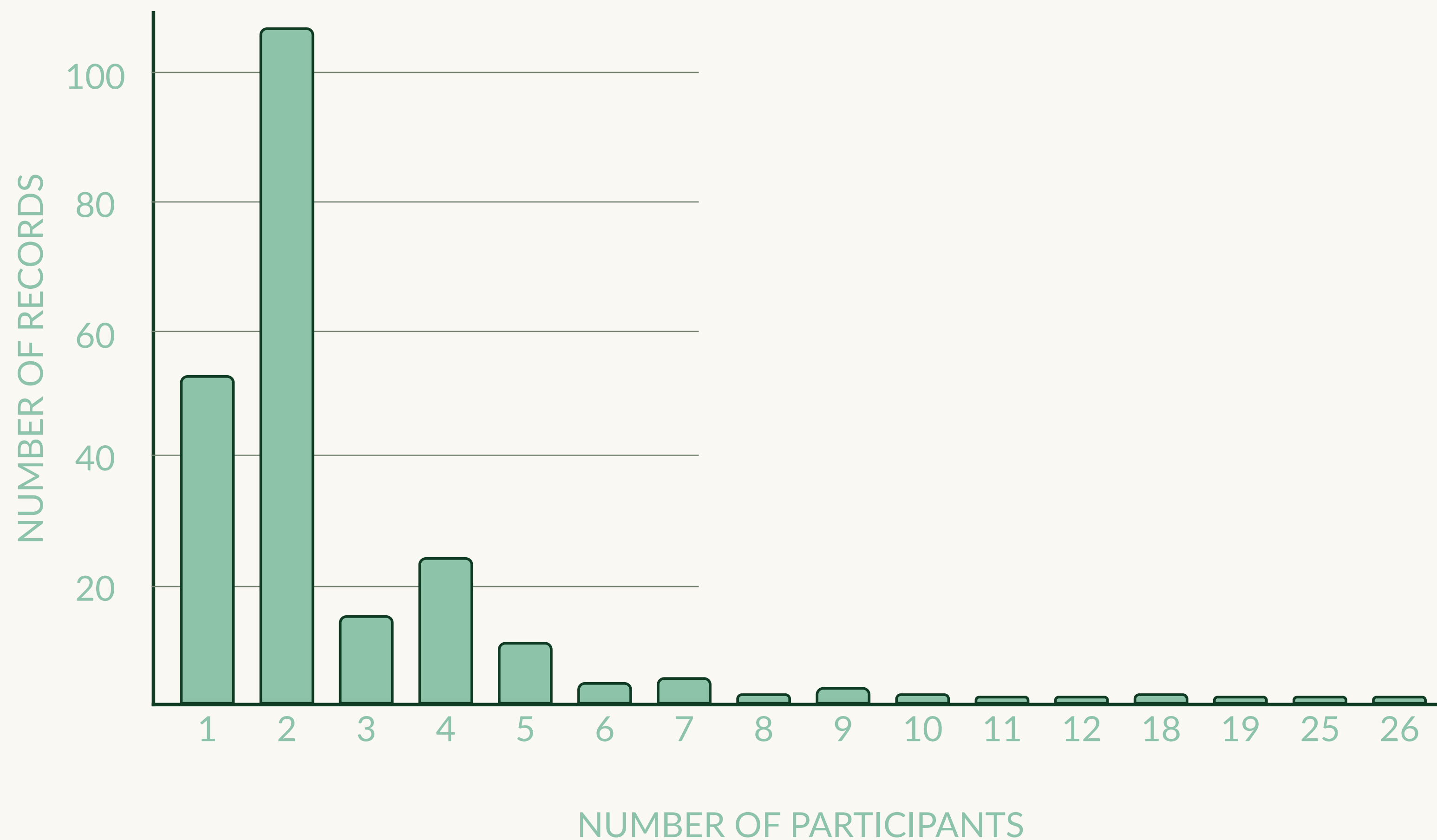
Top 10 Countries by Share of Inquiries



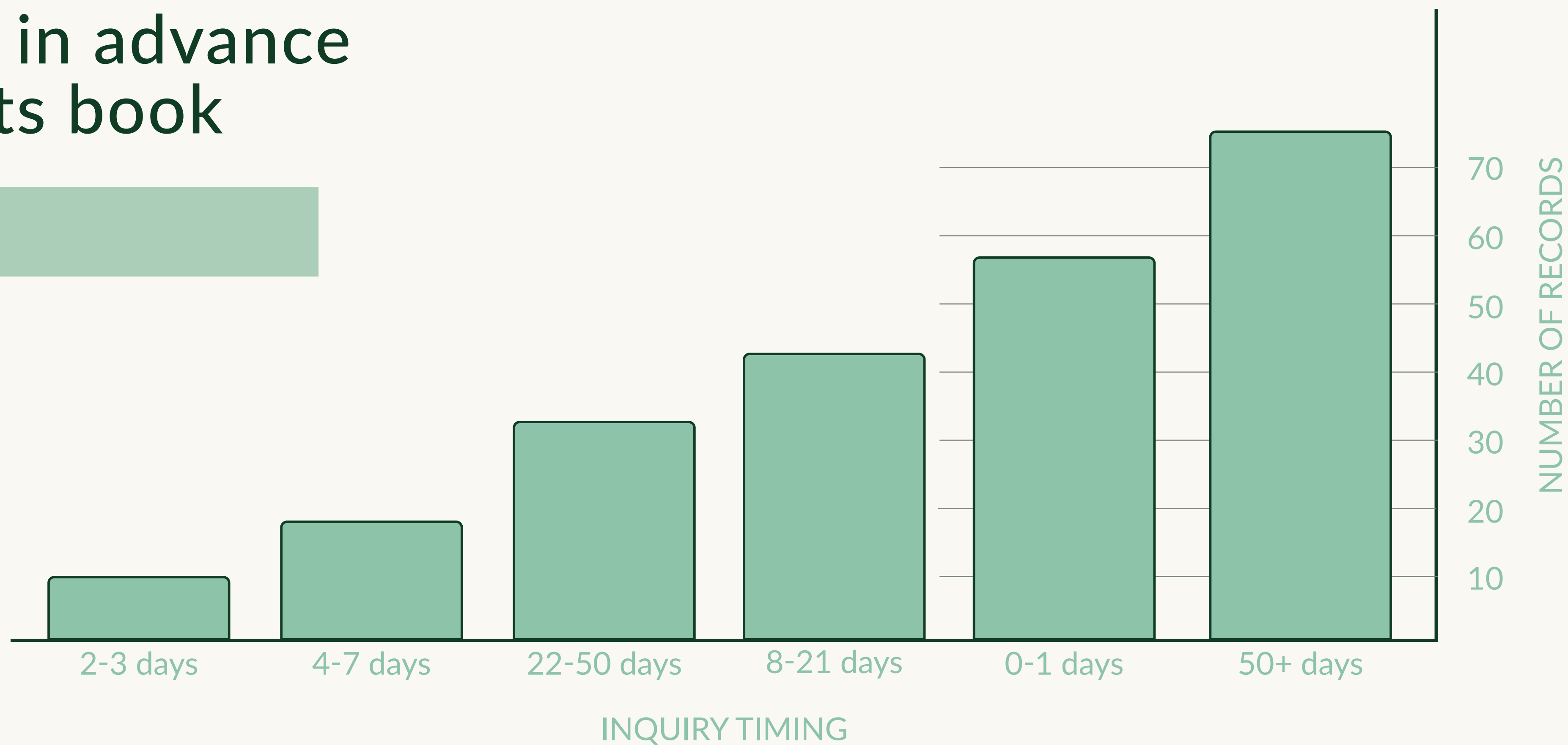
Most Requested Activity Types



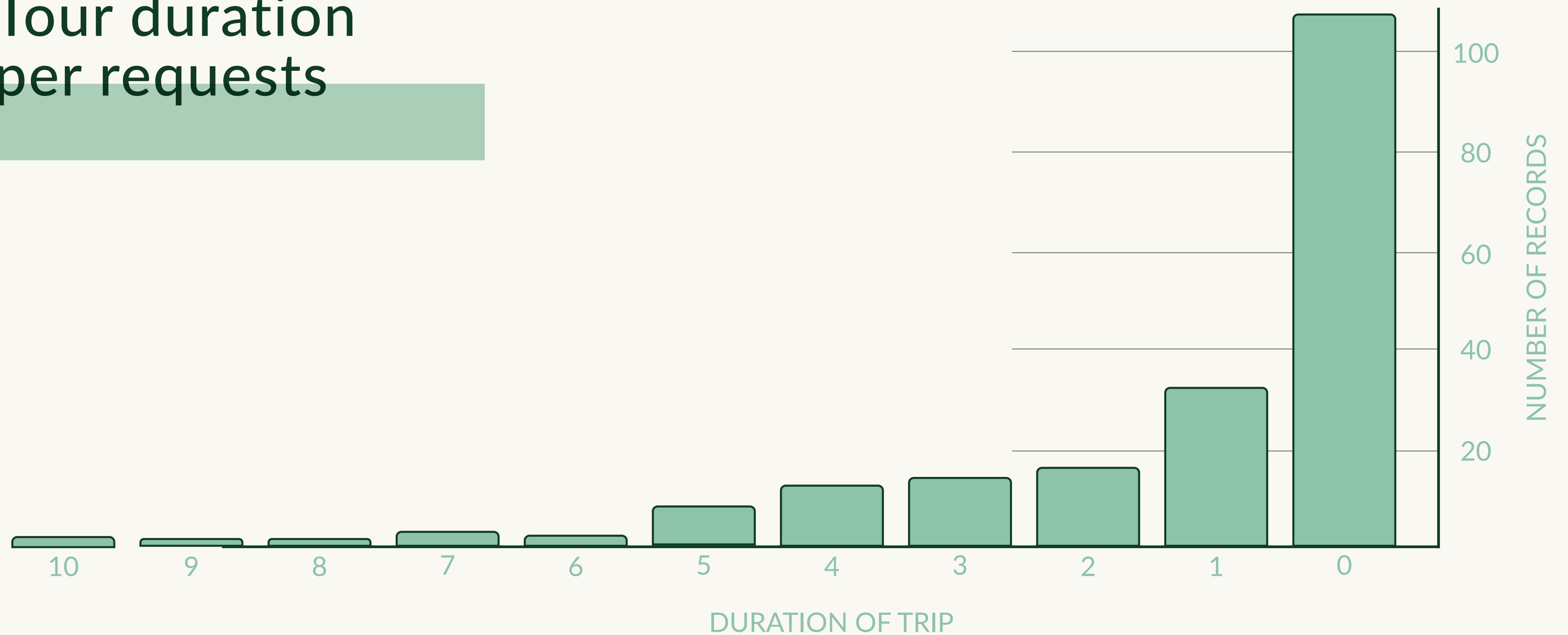
Number of participants



How far in advance do guests book tours?



Tour duration per requests





Thank you