



*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.



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

### Group guide:

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## DAY 1 January 28th, Tuesday

**14:05 arrival** at Riga airport. Direct flight from London (BT652 LGWRIX 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. Light lunch.

**16:30** Transfer to Ziedlejas

**17:00-19:30** 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

**8:30** Breakfast at Hotel Ezeri and check out

**9:15** Short tour around the hotel

**10:00** Departure

### IF FROST AND SNOW

### WHEN SNOW IS ABSENT

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

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

Husky sledding in a group setting allows participants to explore nature trails, such as those around Amatsciems 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 Amatsciems, 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. Visiting the hotel, tasting menu of farm grown meat (vegetarian option foreseen) [www.pernigele.lv/garsu-celojums/](http://www.pernigele.lv/garsu-celojums/), presentation and story about 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.

**18:00** 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.

**19:00** Bonfire at the tent with herb workshop that we use in sauna, **20:00** guided sauna with herbs

## 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 Põnka Holiday

Lunch

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

Põnka 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.wildnatureestonia.com](http://www.wildnatureestonia.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.

**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

**13:30** Transfer from Hotel Riverside to airport

Departure. Direct flight to London

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

**Latvia**  
travel

[www.latvia.travel](http://www.latvia.travel)

**Interreg**



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