



Lauku Ceļotājs
Baltic Country Holidays

Project “Heritage based agritourism product development in Latvia – Lithuania” (AGRI – HERITAGE, LLI- 65)

3rd meeting, 21st February 2018

Kalneciema street 40, Rīga



The project “Heritage based agritourism product development in Latvia – Lithuania” (AGRI-HERITAGE, LLI -65) is co-financed by the EU Interreg Latvia – Lithuania programme 2014-2020.

AGENDA

9.00. Arrival Morning coffee.

9:15 Project realised actions– short info by partners on achieved results:

- Activity T.1.4. Product training handbooks. Handbook: “How to open your heritage agritourism farm”, “Guide to heritage agritourism product criteria”, “Heritage agritourism marketing handbook”.
- Activity C.5. – Postcards
- Activity T.1.6. Heritage agritourism tour itineraries - LV/LT.
- Activity T.1.5. 3+3 Info-training seminars for heritage agritourism providers.
- Activity T.1.2. Heritage agritourism farm accreditation against product criteria (50+50).
- Activity T.1.3. Heritage agritourism product database - specialized section in each partner site.
- Statistics gathering – “Number of visitors 50 000 after end of project. Sustainable tourism: increase in expected number of visits to supported sites of cultural and natural heritage and attractions. It is planned to achieve ca. 300 000 tourist visits in new Heritage Agritourism farms by the end of the Project. The baseline at the start of



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the Project is 250 000 tourist visits on 2016, the growth is +15 – 20% in 2 years. The achievement will be measured by counting visitors yearly.

10:30 Planned project activities:

- Activity C.2. Heritage Agritourism map
- Activity “Open days 2018” – marketing plan, deadlines, materials etc.

12:00 Lunch

13:00 Planned project activities:

- Tour operator manual – content proposal

14:00 Coffee break

14:30 Planned project activities:

- Activity C.8. Public events – participation in exhibitions: Agribalt 2018 (LT), Lauki ienāk pilsētā 2018 (previous planned Rāmava), Rīga Food 2018 (LV)
- Activity C.3. Heritage agritourism theme sections in partner webpages – present whole product, farms, map, farming heritage information, other promotional materials.
- Next reporting period – deadlines for report, lessons learned from previous report.
- Are there foreseen changes in the budget?

17:00 End of the meeting