



Lauku Ceļotājs

www.celotajs.lv

How to plan and monitor long distance walking trails

By the president of the association Ms. **Asnate Ziemele**



EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic

About Latvian Rural Tourism association

- **Established in 1993;**
- **Today: ca 350 members – rural tourism entrepreneurs;**
- **Main aims:**
 - » To develop & promote rural areas & sustainable tourism there;
 - » To represent & protect interests of its members on a national & international level;
 - » To control the quality of the environment and tourism services;
 - » To take a part in the development of legislation documents connected to tourism, development of rural areas and nature protection



Hiking – sustainable way of traveling

- **Minimal Carbon Footprint**
- Traveling to less known areas
off season – preventing overtourism
- Beneficial to the **local communities**
- Protecting and enhancing
opportunities for the future
- Valuing the environment and looking after **natural resources**



Motivating hikers to be sustainable

- Use re-usable water bottles / buy products with less packaging
- Carry your trash with you
- Leash your dogs
- Keep quiet and do not disturb the wild animals
- Pay attention to environment protection notices, stick to the path
- Use local services and accommodations



Forest trail Project

- Project "**Long distance cross-border hiking trail "The Forest trail"**" is part-financed by the European Union and European Regional Development Fund **Central Baltic Programme.**
- **Duration:** 01.04.2019.-30.06.2021.
- **9 project partners from LV and EE**
- **Goal – to develop a sustainable cross-border tourist attraction,** promoting great biodiversity, beautiful forest landscapes, national parks and protected areas, meadows that represent ancient landscapes, birdwatching, mushrooming and hiking.
- **Financial support of EU programme Central Baltic programme: € 960 418**
Partners contribution: € 255 301





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Forest Trail ~1050km from Riga – Tallinn

<https://baltictrails.eu/forest/>



FOREST TRAIL
long-distance forest hiking trail in
Latvia and Estonia

The Forest Trail is a long-distance hiking route from Riga, Latvia, to Tallinn, Estonia, passing through the most afforested territories in both countries. The route is split up into approximately 50 one-day routes, each of them around 20 kilometres long. Some of the routes are more difficult than others, so please choose the ones that are most appropriate for you. The Forest Trail is planned as part of the E11 European long-distance hiking path.



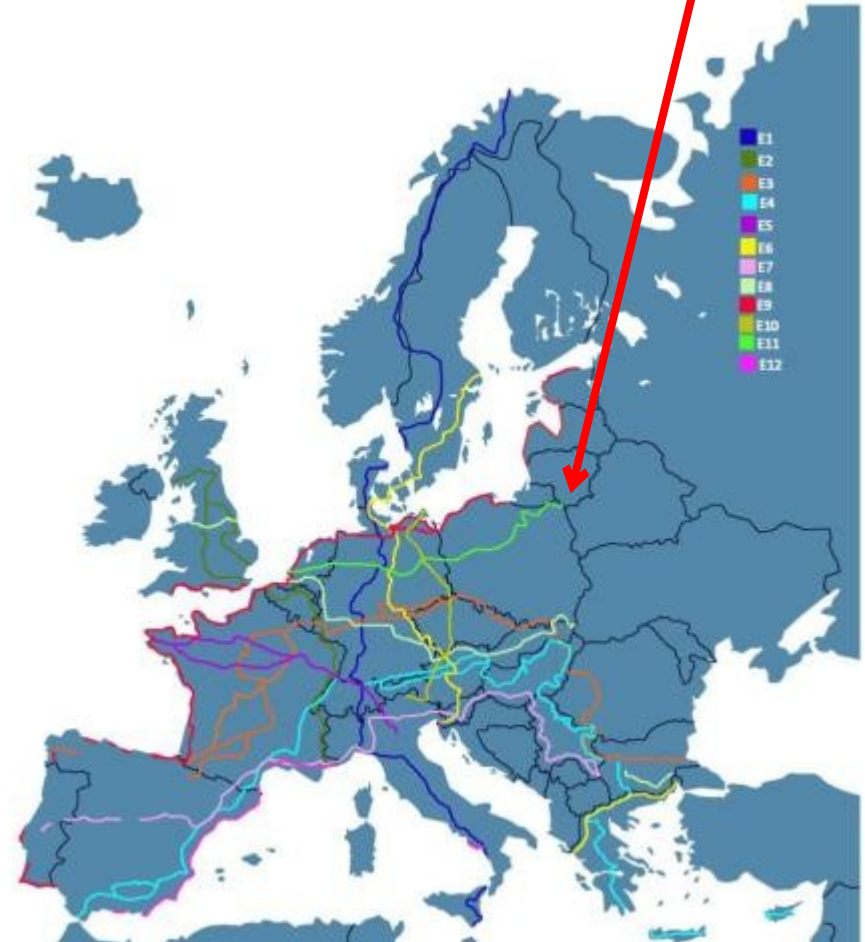
LATVIA / ESTONIA



Forest trail – Northern part of E11 long-distance hiking path

- Currently the trail is 2,070 km long
- E11 crosses The Netherlands, Germany and Poland
- Membership in ERA - European Ramblers Association

<https://www.era-ewv-ferp.org>



ERA·EWV·FERP

celotajs.lv



Project approach

- 3 crucially important stakeholder groups: **local people, local tourist service providers, local municipalities**
- Identification of the best route itinerary **relying on local knowledge**
- **Inspection trips**, open for public
- **Trail marking**, implementation of **small scale infrastructure elements**
- **Marketing and IT solutions**
- **Trade fares and travel fares**

Trail inspection hikes





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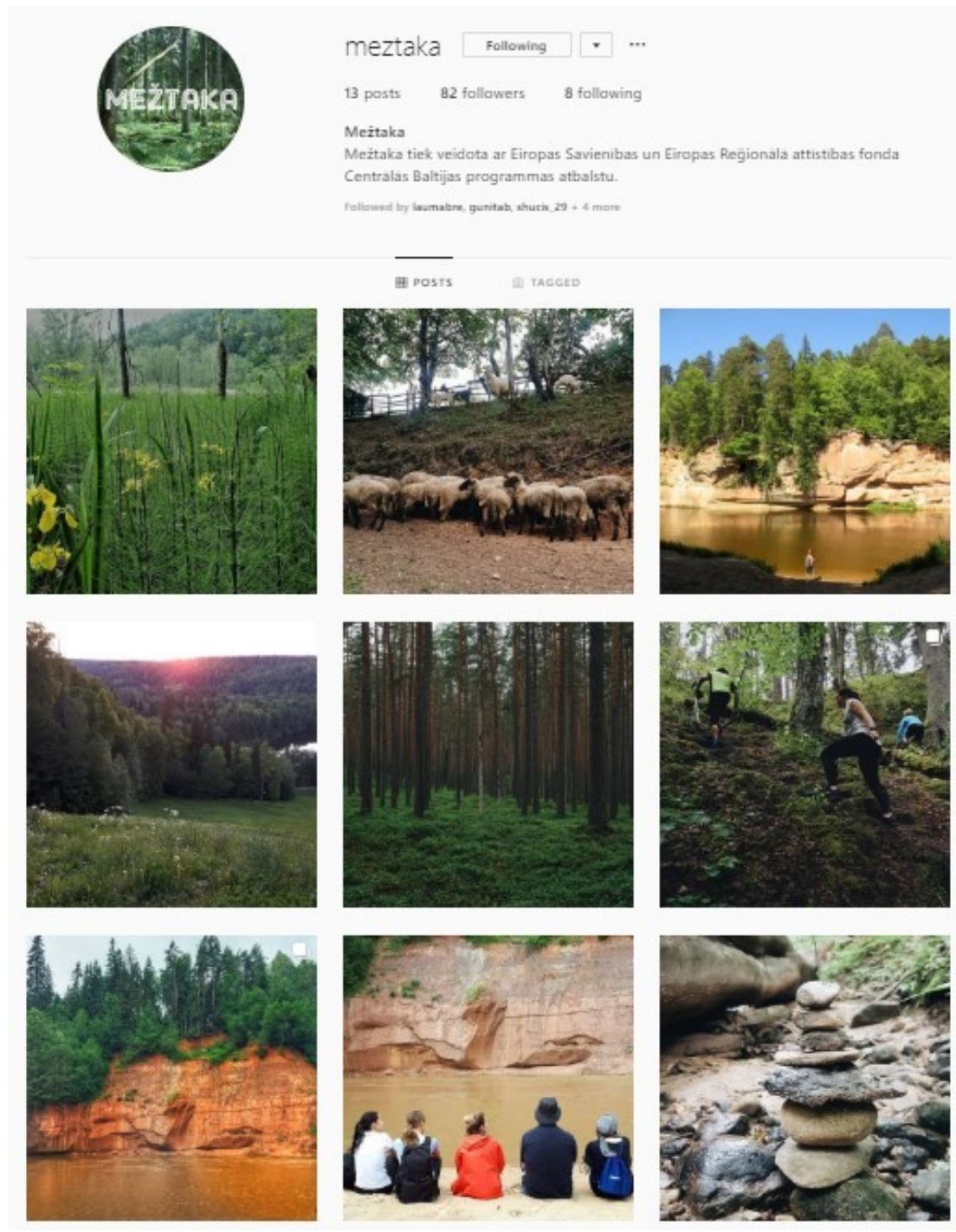


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Active social
media profiles –
important for
the personal
communication.

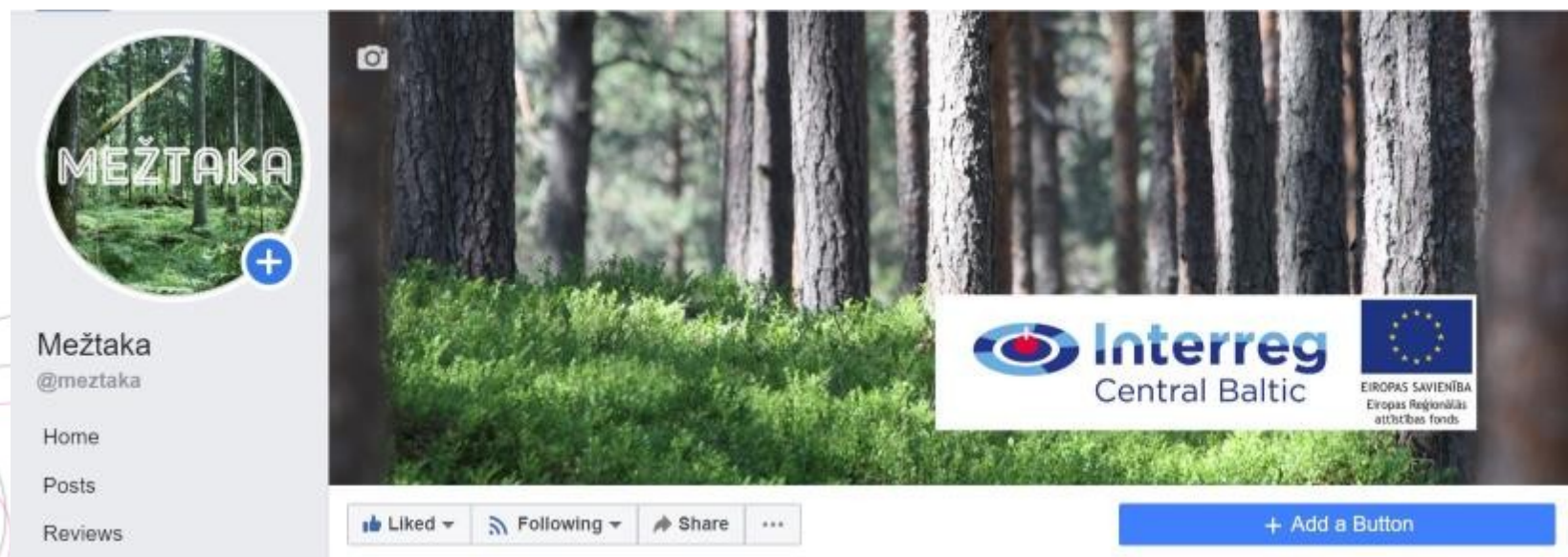
Instagram

www.instagram.com/meztaka



Social media – Facebook

www.facebook.com/meztaka
www.facebook.com/metsamatkarada



Previous experience with Baltic Coastal Hiking trail

coastalhiking.eu



- **Latvia -Estonia**
- **1200 km**
- Sandy & stony beaches, cliffs & outcrops;
- **700 sights**
- Historic coastal towns, fishermen villages & 2 capitals- Riga , Tallinn
- Complete tranquillity & remoteness <-> areas with cafes, pubs & souvenir shops



EUROPEAN UNION

Route marking



Infrastructure



Involving service providers, locals: handbook, network seminars, study tours, workshops



- Who is the long-distance hiking target audience?
- What are the hikers needs?
- How to create a new product for the hikers?
- How to organise group tours?



Examples of the printed materials:

>>> Baltic Coastal Hiking tourist brochure

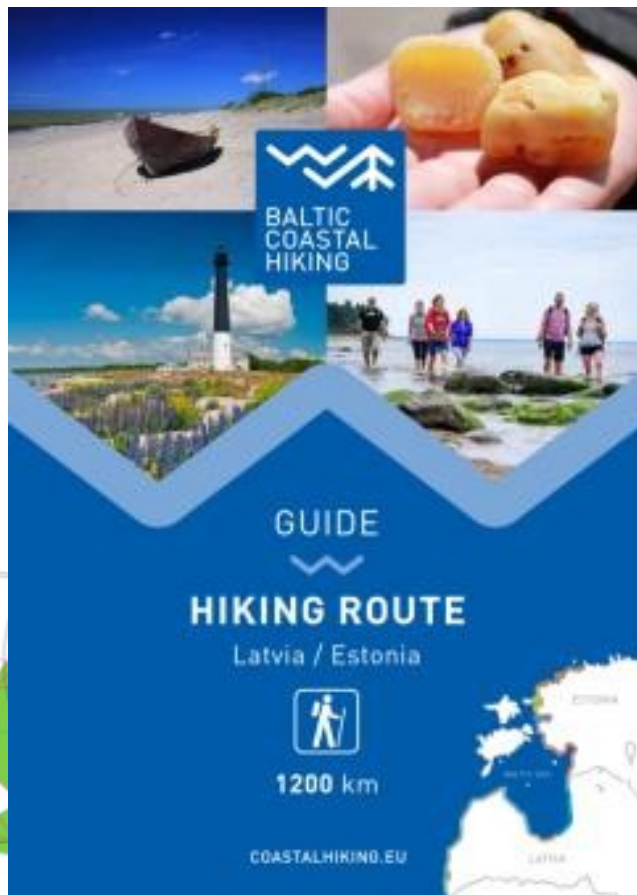
- The brochure introduces the Baltic Coastal Hiking route along the Baltic Sea coast between Riga and Tallinn.
- Available in 5 languages (LV, EE, RU, DE, ENG)

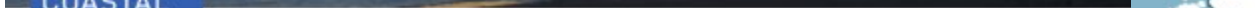


Examples of the printed materials:

>>> Baltic Coastal Hiking Guide

- 60 one-day routes described in detail, including accommodations, services and practical information.
- Available in 5 languages (LV, EE, RU, DE, ENG)





Examples of the printed materials:

>>> Baltic Coastal Hiking Tour Manual

- **15 hiking tours** for one and multiple days (up to 16 days) in Latvia and Estonia, available in **2 languages** (DE, ENG)
- Includes the **most interesting and scenic coastal areas** of Latvia and Estonia
- Manual provides schematic **tour map**, information about **the mileage**, level of **difficulty**, outstanding **sightseeing objects**, **practical information** about the road surface and **starting / returning points**.



Baltic Coastal Hiking trail digital

coastalhiking.eu

The screenshot displays the website coastalhiking.eu with a focus on the 'Calendar of Coastal Events' for September 2019. The website's navigation menu includes links for EN, ET, LV, DE, and RU, as well as sections for NEWS, COASTAL HIKING (with sub-links for Facts, Practical info, Itinerary, Tours, Event Calendar, Publications, and Marketing), MAP, DESTINATION, and ABOUT US.

The main content area features the Baltic Coastal Hiking logo and a calendar for September 2019. The calendar shows events for various dates, including:

- 9-11: Krima drausenu un 33 diegu svētku "Māra mēness" līdri ierašanās svētku Pērnavā
- 14-15: Zīgo jūras sacensības sarīkošanā "Marja"
- 15: Poodi līdri
- 21: Saeima, Pērnavas vēstari
- 21: Vasara Saigrieļi
- 21: Saigrieļu svētki Jūrkalā
- 22: Pērnavas apriņķa maršruts par godu izvešanai
- 22: Līgo svētku ballīte
- 23: Līgošana 11. novembra krastmalā un Drogulskalnā
- 23: Līgo svētku Mēlsu brīvdabas estrādē

The calendar also includes a table for the month of September 2019, showing the days of the week and the dates of the events.

W	Mon	Tue	Wed	Thu	Fri
35	26	27	28	29	
					Summer end
36	2	3	4	5	
37	9	10	11	12	

The website also features a sidebar with a list of events for June 2019, including:

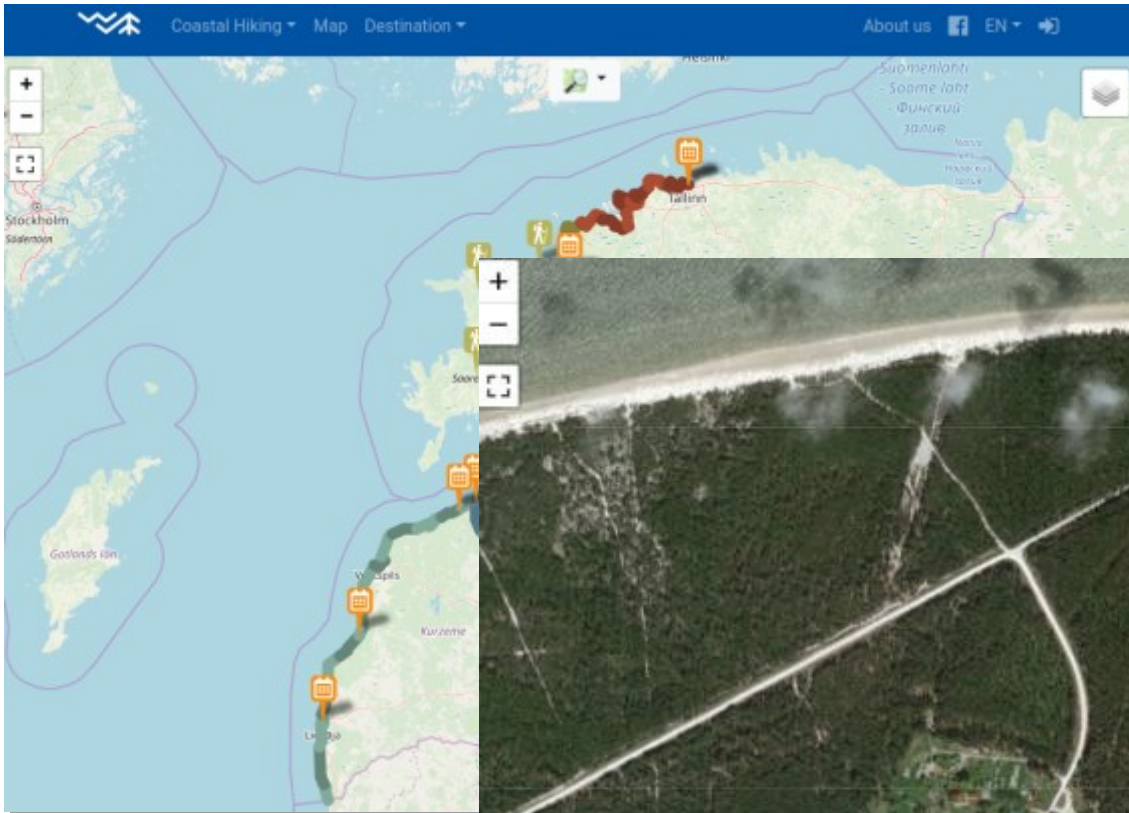
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The website is designed with a clean, modern layout, featuring a blue and white color scheme. The navigation menu is located on the left side, and the main content area is on the right. The calendar is a central feature, providing a clear overview of the events for the month of September 2019.

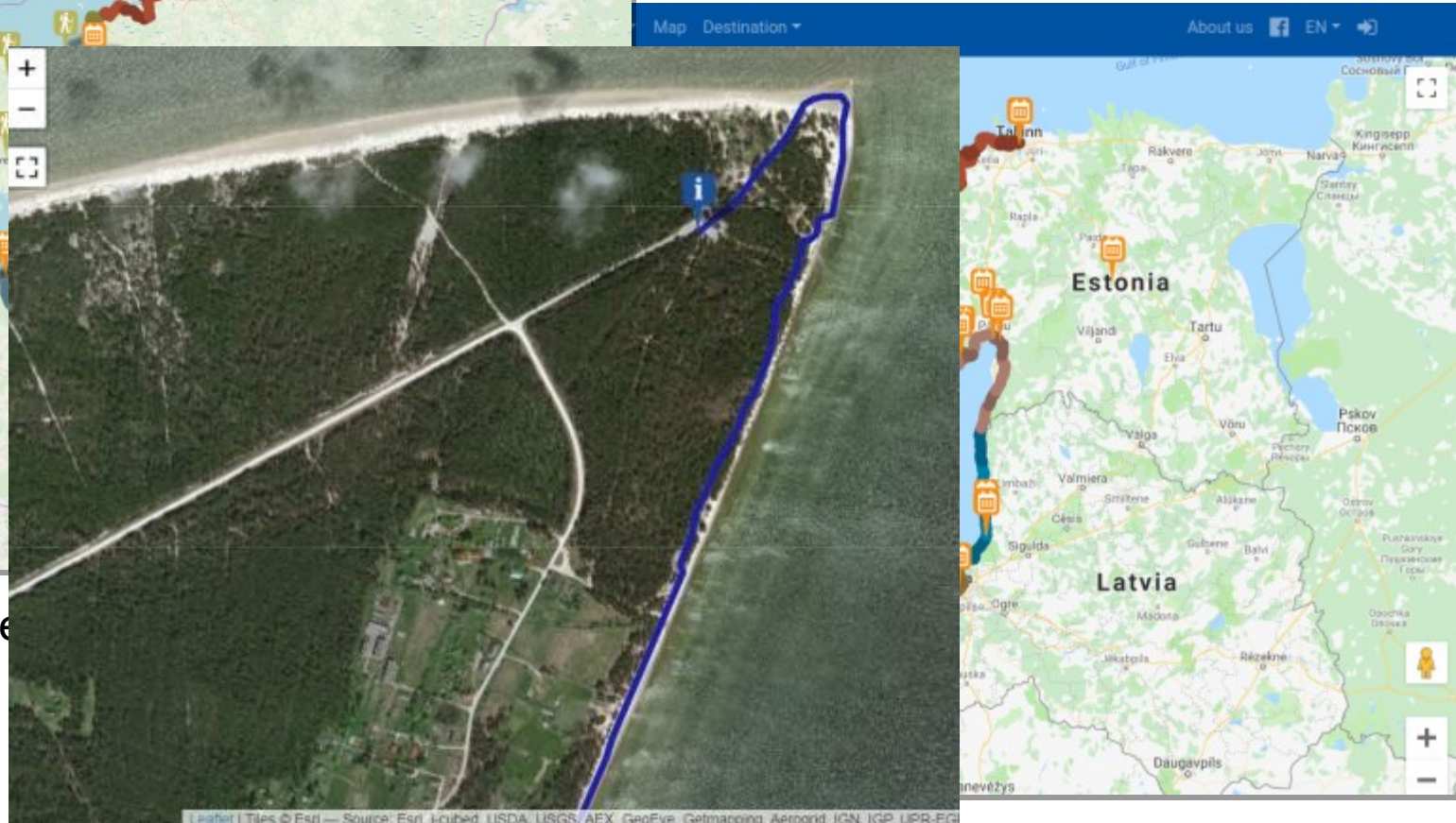
Open Street Map & Google maps use for coastalhiking.eu



Google Maps



Open Street



Trade fairs



E9 on Wikipedia

E9 European long distance path

From Wikipedia, the free encyclopedia

The **E9 European long distance path**, **E9 path** or **European Coastal Path** (French: *Sentier Européen du Littoral*) is one of the European long-distance paths, running for 5,000 kilometres (3,100 mi) from Cabo de São Vicente in Portugal to Narva-Jõesuu in Estonia.

Contents [hide]

- 1 Portugal
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- 4 England
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- 9 Latvia
- 10 Estonia
- 11 References
- 12 External links

E9



Length 5000 km (3107 mi)

Trailheads Cabo de São Vicente, Narva-Jõesuu

Use Hiking

Direct connection with the Coastalhiking.eu website

Hiking Waymarked Trails (Open Street Map data)

Waymarked Trails



Waymarked Trails: Hiking

Last update: 9/2/2019, 1:36:02 PM

Map data © OpenStreetMap under ODbL elevation



relation 1254604

E9 European walking route E9

Show on map GPX KML

Cabo de São Vicente (PT) - West Coast of Spain - Le Havre (FR) - Calais (FR) - Bruges (BE) - Rotterdam (NL) - Hamburg (DE) - Stralsund (DE) - Gdańsk (PL) - border PL/RU - Narva-Jõesuu (EE)

Mapped length: 6365 km

Official length: 5200 km

Operator: European Ramblers Association

Wikipedia

Elevation profile

Sections

European long distance path E9 - part alternative Great Bri...
European long distance path E9 - part Belgium
Europe wandelroute E9, België
European long distance path E9 - part Estonia
Euroopa matkanäide E9, Eesti
European long distance path E9 - part France
Chemin de randonnée Européen E9, France
European long distance path E9 - part Germany
European long distance path E9 / International coastal route - part Germany
European long distance path E9 - part Latvia
Euroopa Jõutähe E9, Lätvia
European long distance path E9 - part Poland
European long distance path E9 - part Spain
European walking route E9 - Nederland
Europe wandelroute E9, Nederland

OpenStreetMap tags

contact:website http://www.era-eww-ferp.com/index.php?topmenu_id
description Cabo de São Vicente (PT) - West Coast of Spain - Le Havre (FR) - Calais (FR) - Bruges (BE) - Rotterdam (NL) - Hamburg (DE) - Stralsund (DE) - Gdańsk (PL) - border PL/RU - Narva-Jõesuu (EE)
distance 5200
name Chemin de randonnée Européen E9

How is the Baltic Coastal Hiking trail:



Social



Tasty



BALTIC
COASTAL
HIKING



Rough



Romantic



BALTIC
COASTAL
HIKING



Surprising



BALTIC
COASTAL
HIKING



Mysterious



Versatile



Emotional



Pet and kids friendly





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