



ENTREPRENEURS POINT OF VIEW



Interreg
Estonia-Latvia
European Regional Development Fund



EUROPEAN UNION

WELCOME THE
HIKERS WARMLY
AND GIVE THEM
A CHANCE TO
EXPLORE THE
AREA!





BETTER UNDERSTANDING ...

- ... hikers customer profile
- ... the importance of food (for example availability of snacks)
- ... that a hiker can also be a profitable customer
- ... networking - how it should work (for example during luggage transfer)
- ... the importance of readiness and creativity to provide added value



BETTER VISIBILITY THROUGH DIFFERENT
MARKETING CHANNELS AND MATERIALS



RANNIKU
MATKARADA

BALTIC COASTAL HIKING

TOURISM
SELLS
DREAMS





SMALL SURPRISES ARE WELCOME –
morning with pancakes at the hiking route!





TAKING GOOD CARE OF HIKER

HOSPITALITY IS NEEDED☺



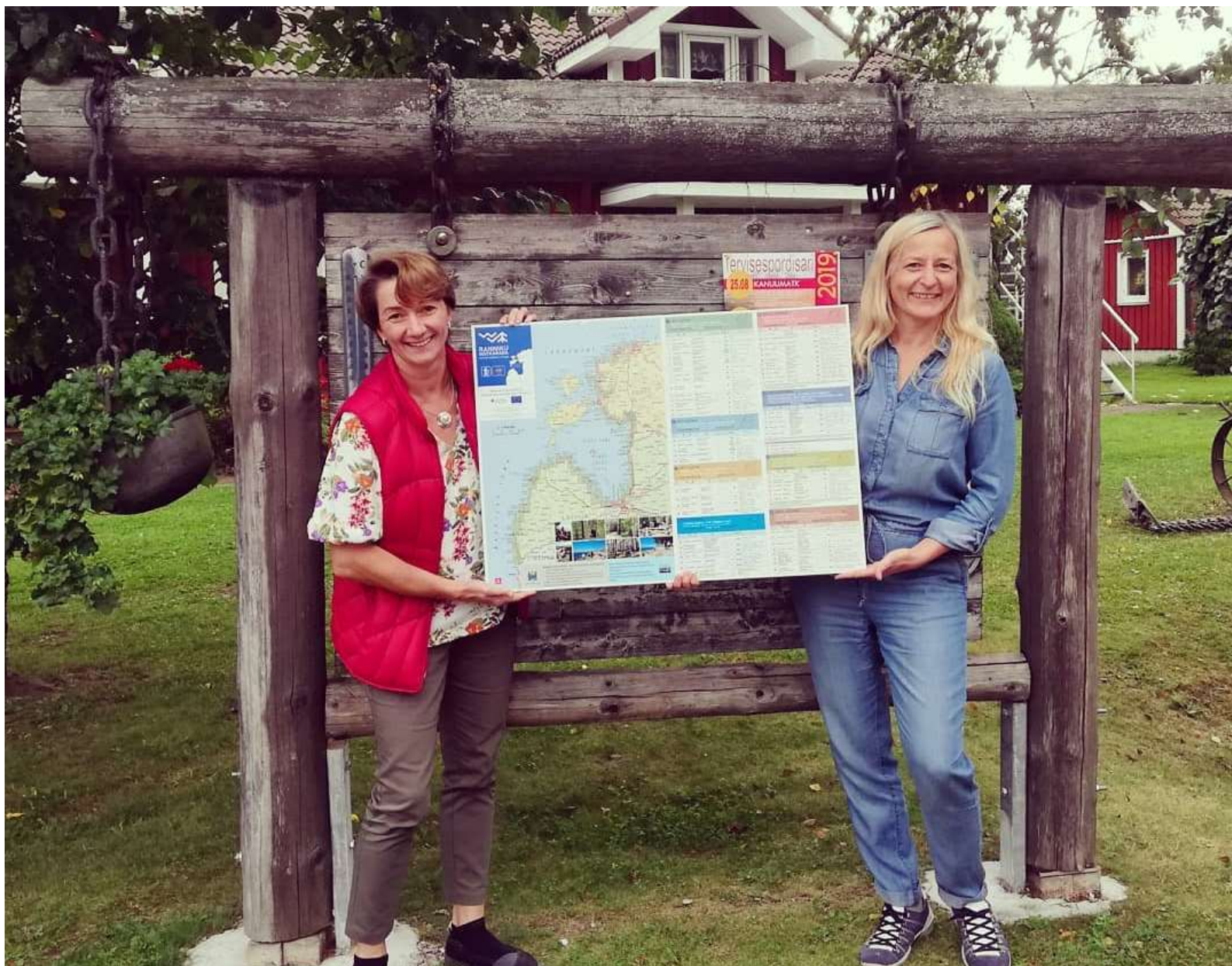


SIMPLE
LUXURIES AT
THE END OF
THE HIKING
DAY





COASTAL HIKING – IS IT REALLY FOR US?



THANK YOU!