

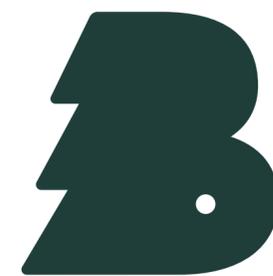
Baltic Nature Tourism

Project activities
Statistics
Upcoming Activities

31.10.2024.

ANNA SAŁŃNIKOVA

BALTIC COUNTRY HOLIDAYS



**BALTIC
NATURE
TOURISM**

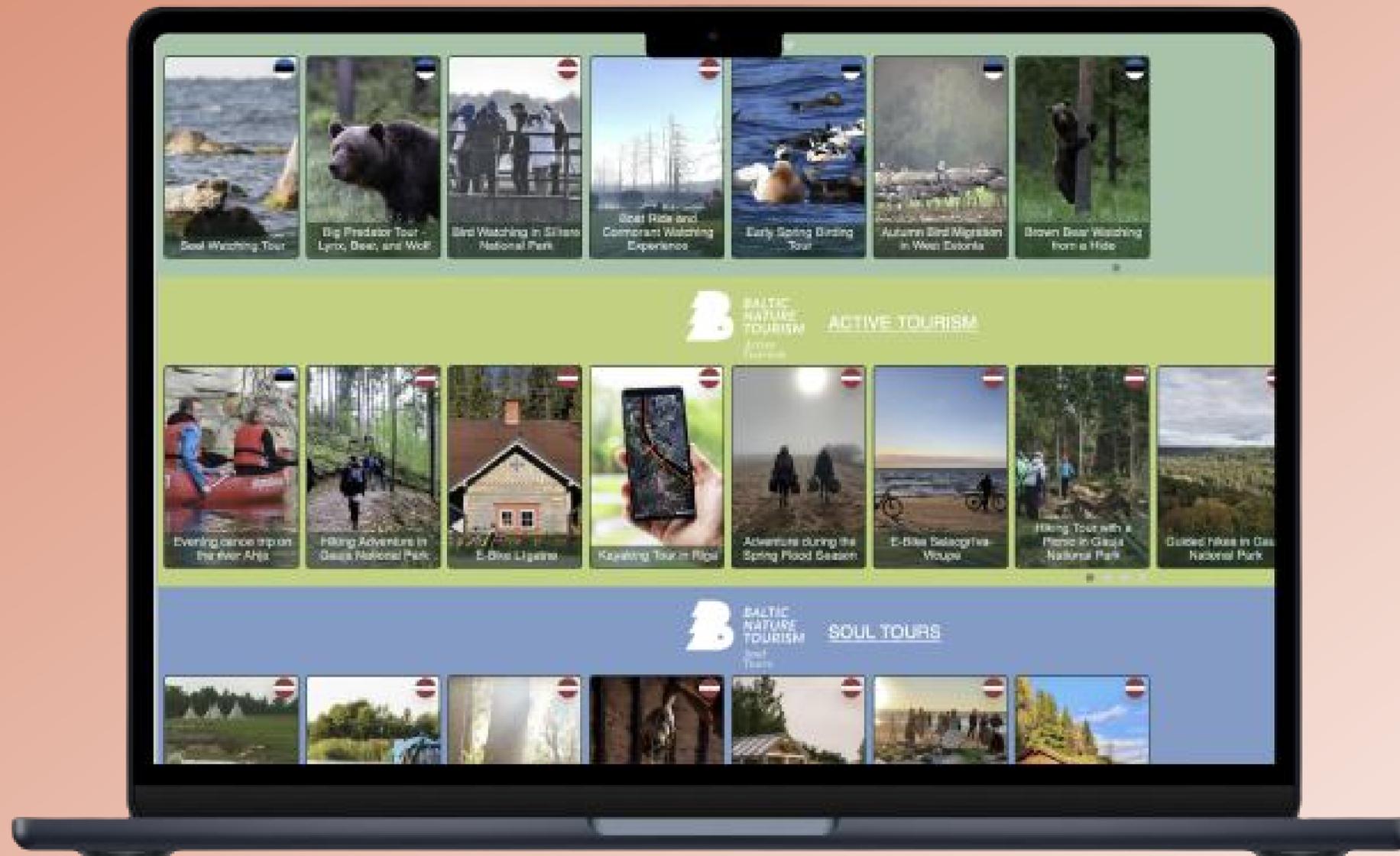
Interreg



Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO



balticnaturetourism.com

Visit at the Embassy of Republic Latvia to the United Kingdom

5 SMEs presented their products and connected with numerous UK travel companies.

Participating SMEs:

- Baltic Nature Travel
- SPALVA
- Movement Spontaneous
- Gatavo Dabā
- Baltic Travel Group



Study trip to Finland

- A 4-day trip with Latvian and Estonian SMEs and project partners
- Visits to local Finnish SMEs to explore diverse nature tourism activities
- Participation:
 - 10 SMEs from Latvia
 - 10 SMEs from Estonia



FAM Trip in Latvia

7 tour operators invited
3-day package tour
showcasing local attractions

Some of the feedback:

Yes, the trip met my expectations in full. 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.



Birdfair “Conserving Nature Worldwide”

~3 days

~15000 visitors

Estonian entrepreneurs/stand for ~15 years

Loodustaju, NaTourEst, Birding Haapsalu, Wild Nature Estonia, Metsarestoran

Main questions from visitors:

-Is it possible to come by train?

-all about Steller Eider's

-What is the best time to visit for max possibilities in nature

-lynx

-many have visited, very satisfied



Nordic Captain's Cruise

- 99 participants
- B2B meetings
- market prognosis and updates (USA, Asia, UK, Spain, Italy, China, India, Japan)
- Search and market trends based on Expedia
- Discussions on AI, travel sustainability, long-haul markets
- Baltics on rise
- Nature and culture interest on rise



Product service manual

Available in 3 languages (ENG, LV, EST) on celotajs.lv and dabaturisms.lv websites

The guidelines are for nature tourism providers to increase the quality of nature tourism services and products.

[Nature-Tourism-Development-Guidelines_ee-1](#) [Lejupielādēt](#)



BALTIC NATURE TOURISM
Latvia - Estonia

**BALTIC NATURE TOURISM
PRODUCT DEVELOPMENT
GUIDELINES**

www.balticnaturetourism.com

Interreg Co-funded by

[Nature-Tourism-Development-Guidelines_en](#) [Lejupielādēt](#)

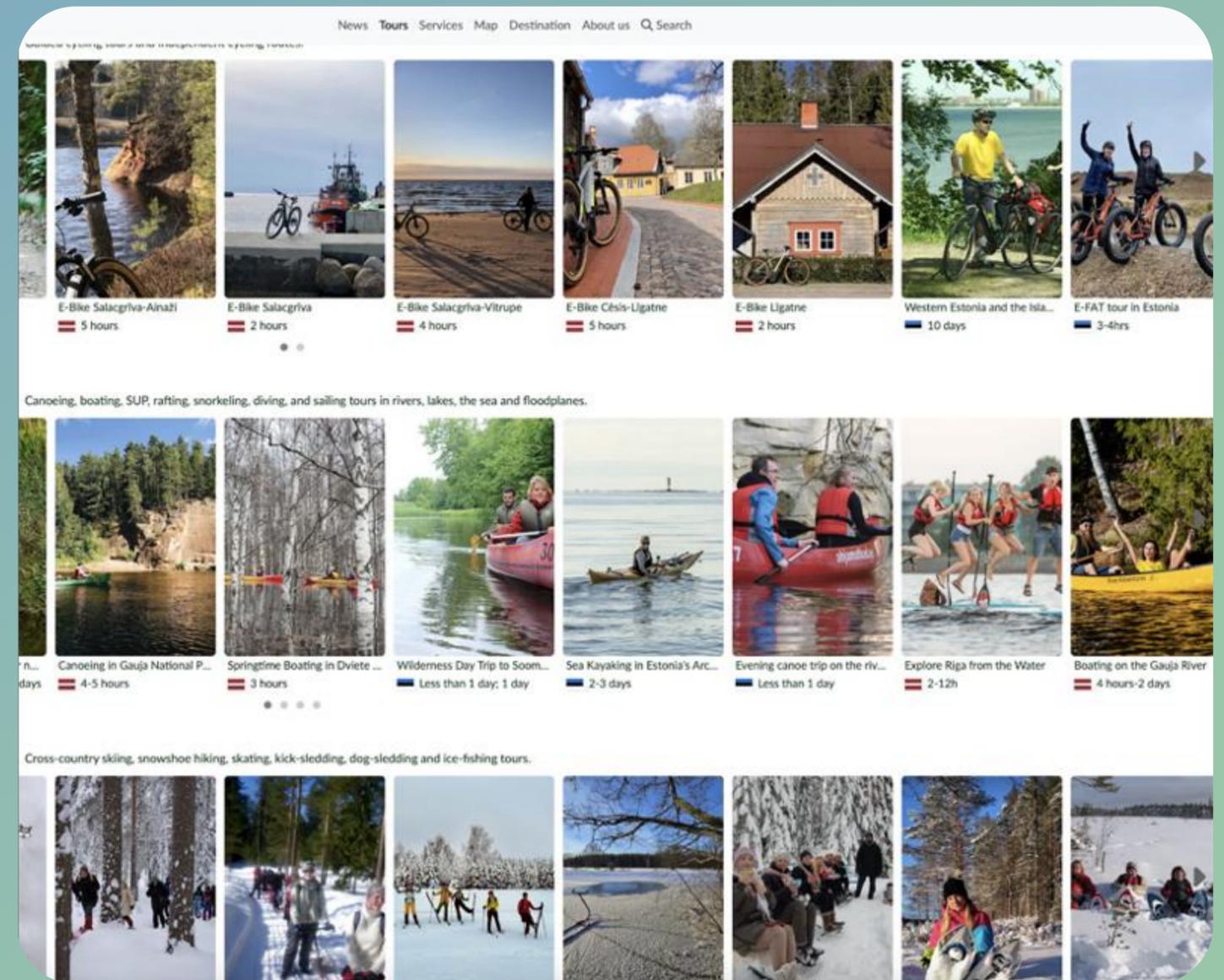
Statistics

53 SMEs from Latvia

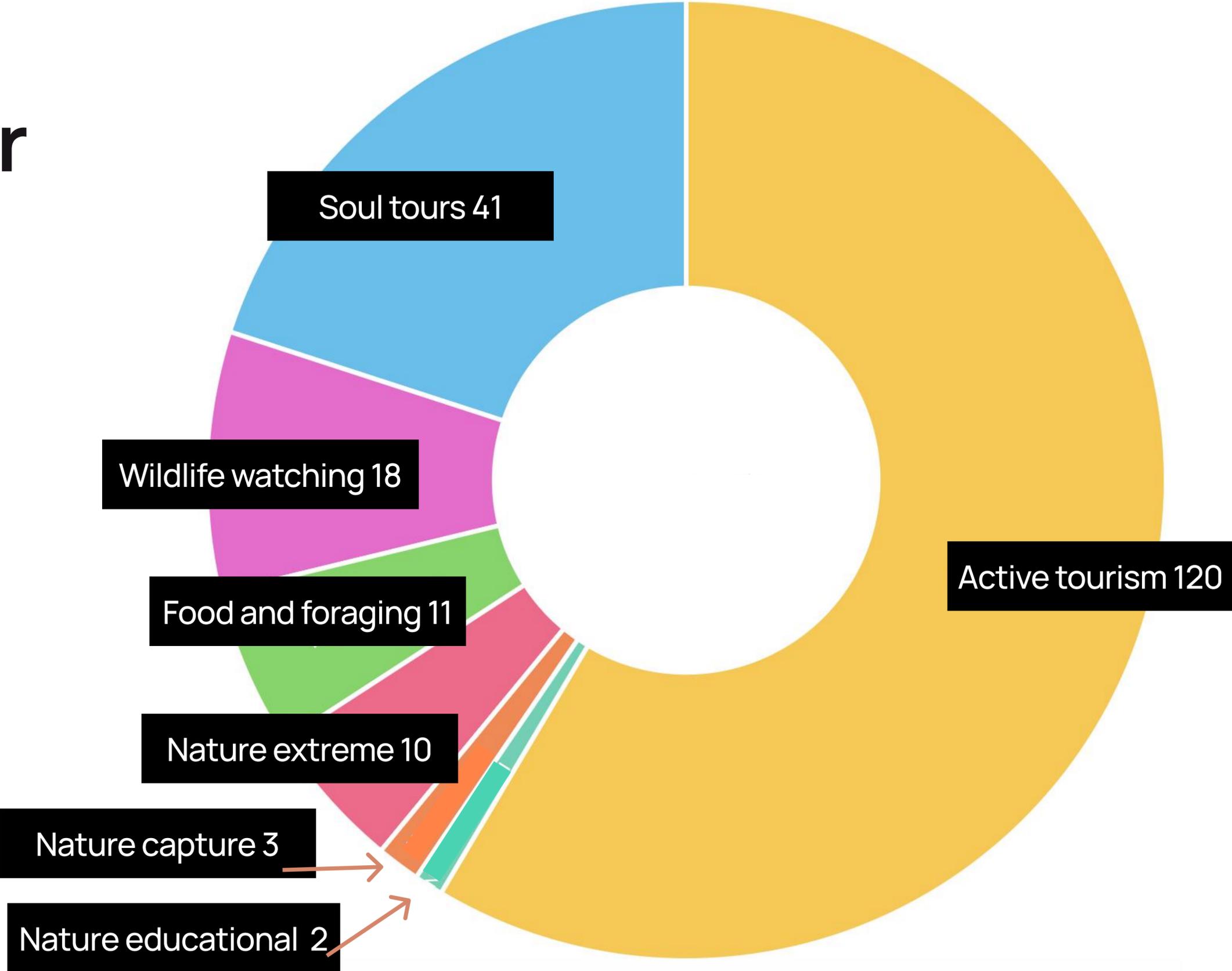
-35 SMEs from Estonia

-205 products in total online,

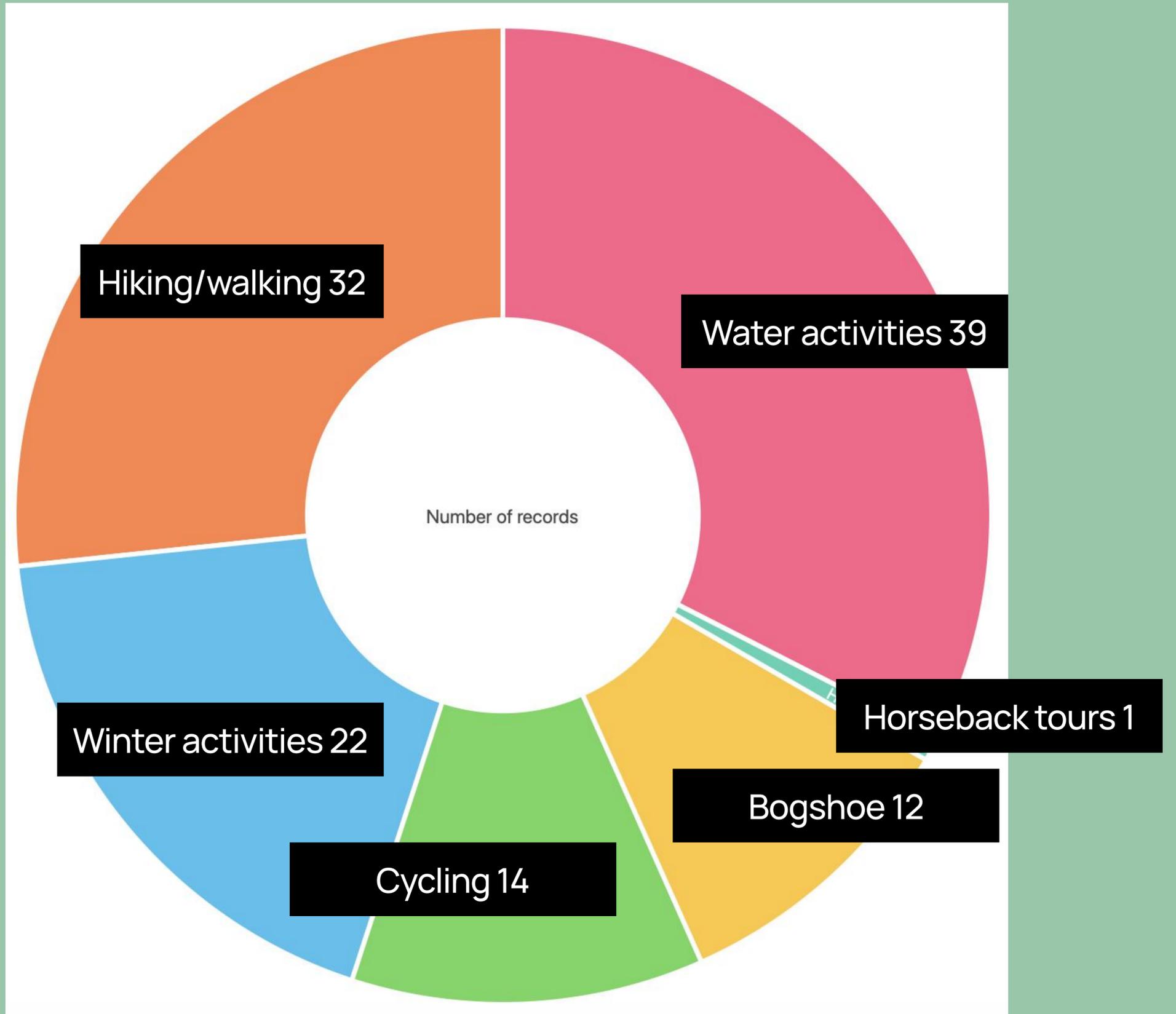
102 in Estonia, 106 in Latvian



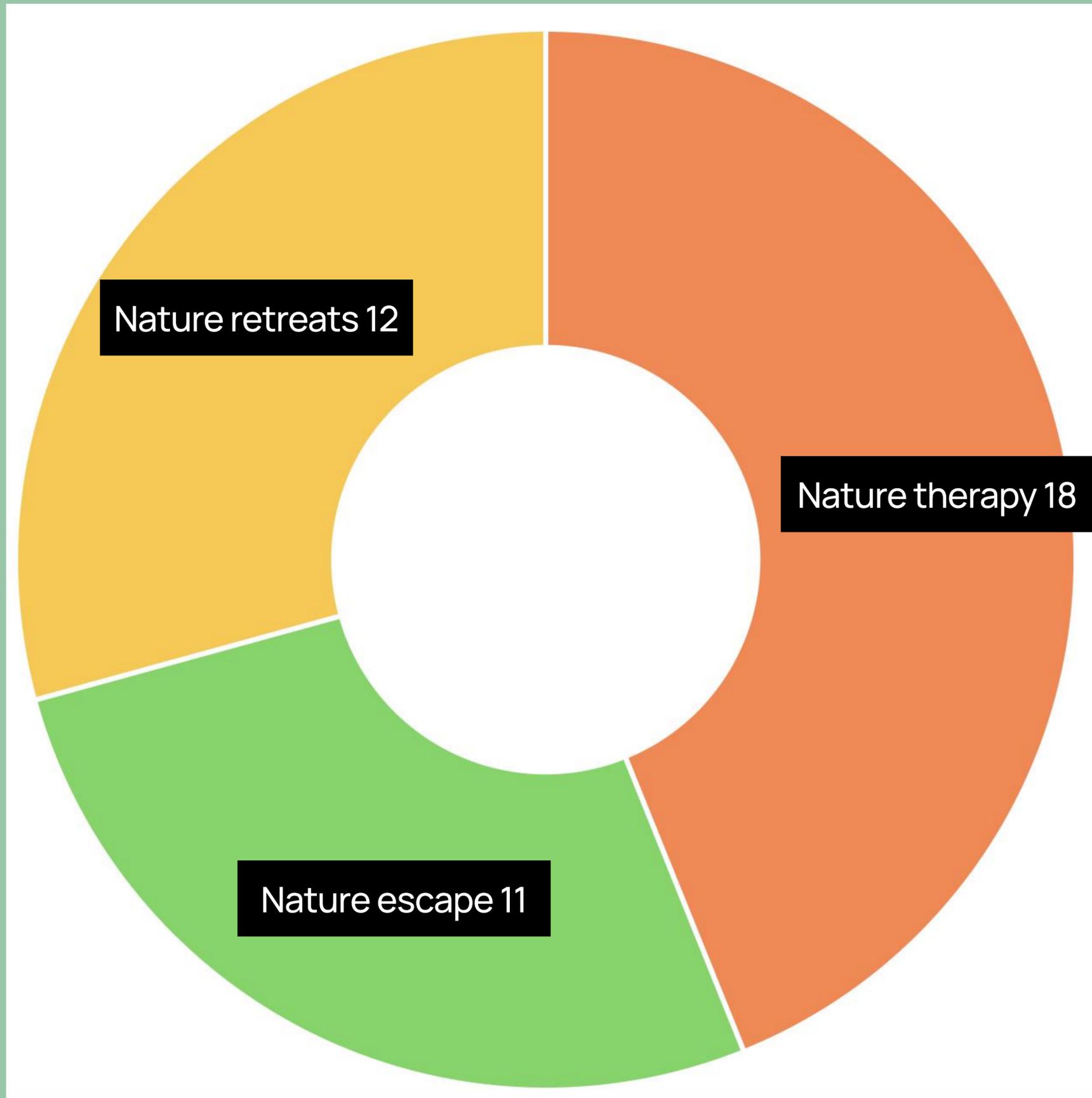
Products per category



Active tourism

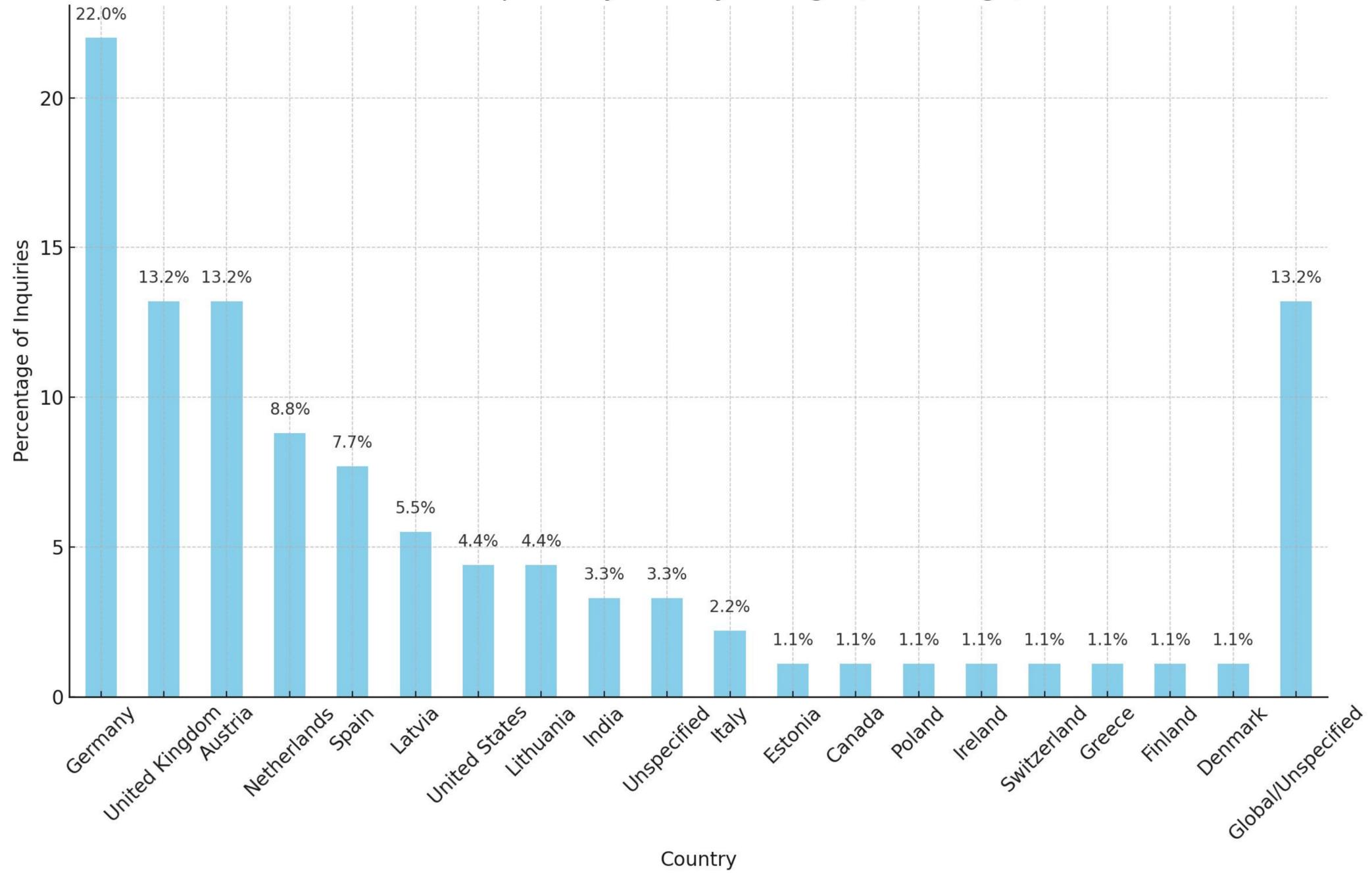


Soul Tours

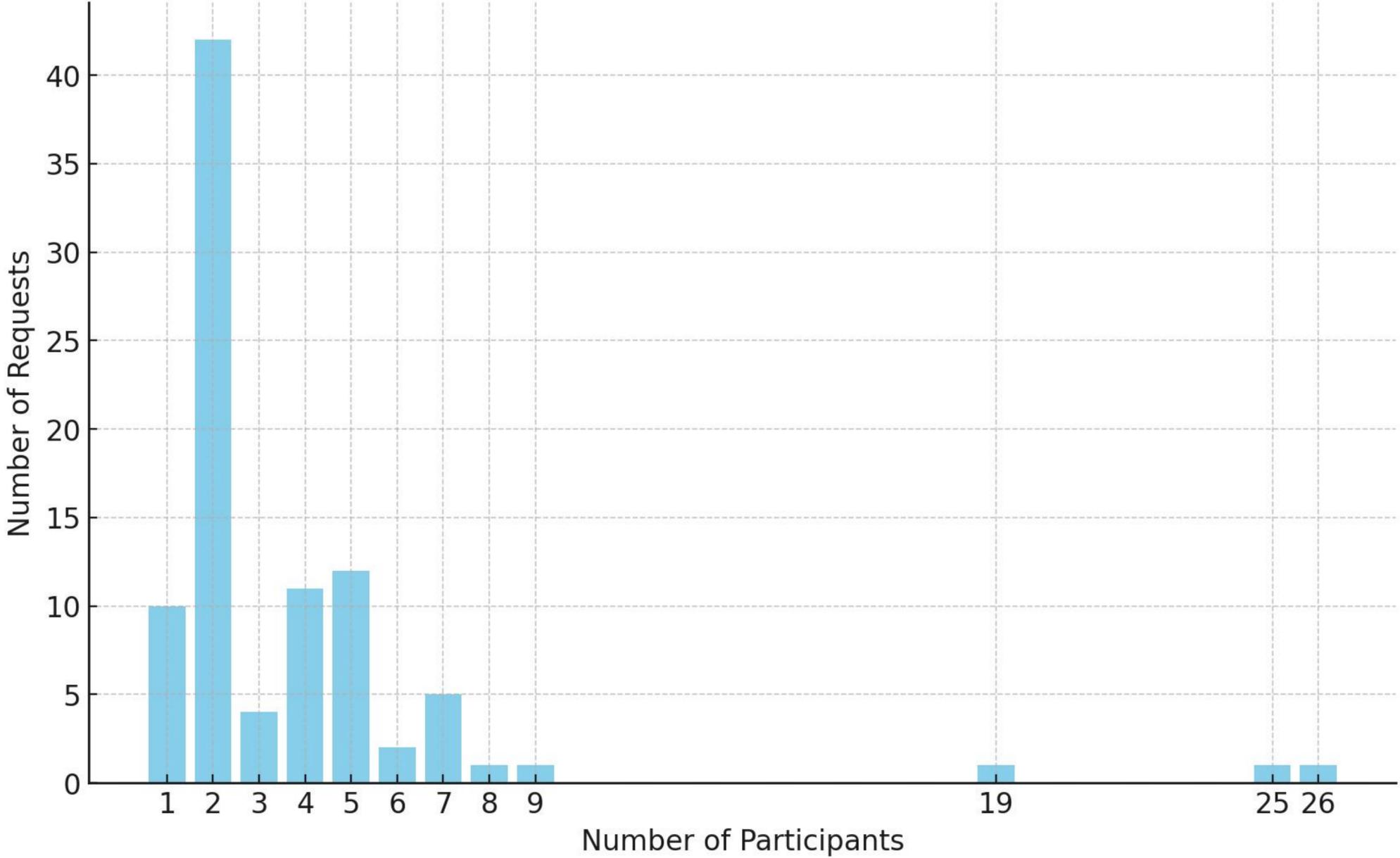


Email requests

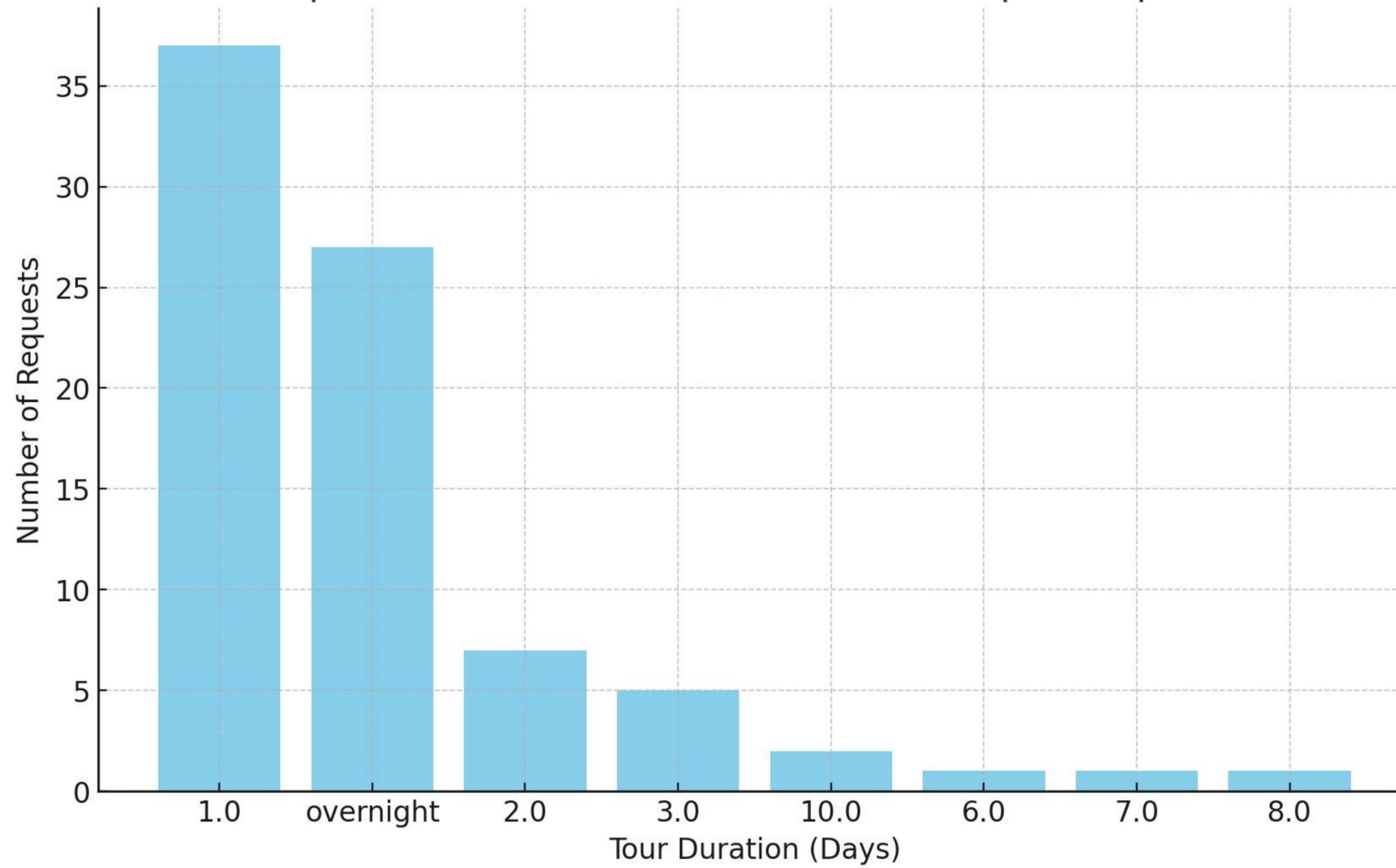
Tourist Inquiries by Country of Origin (Percentage)



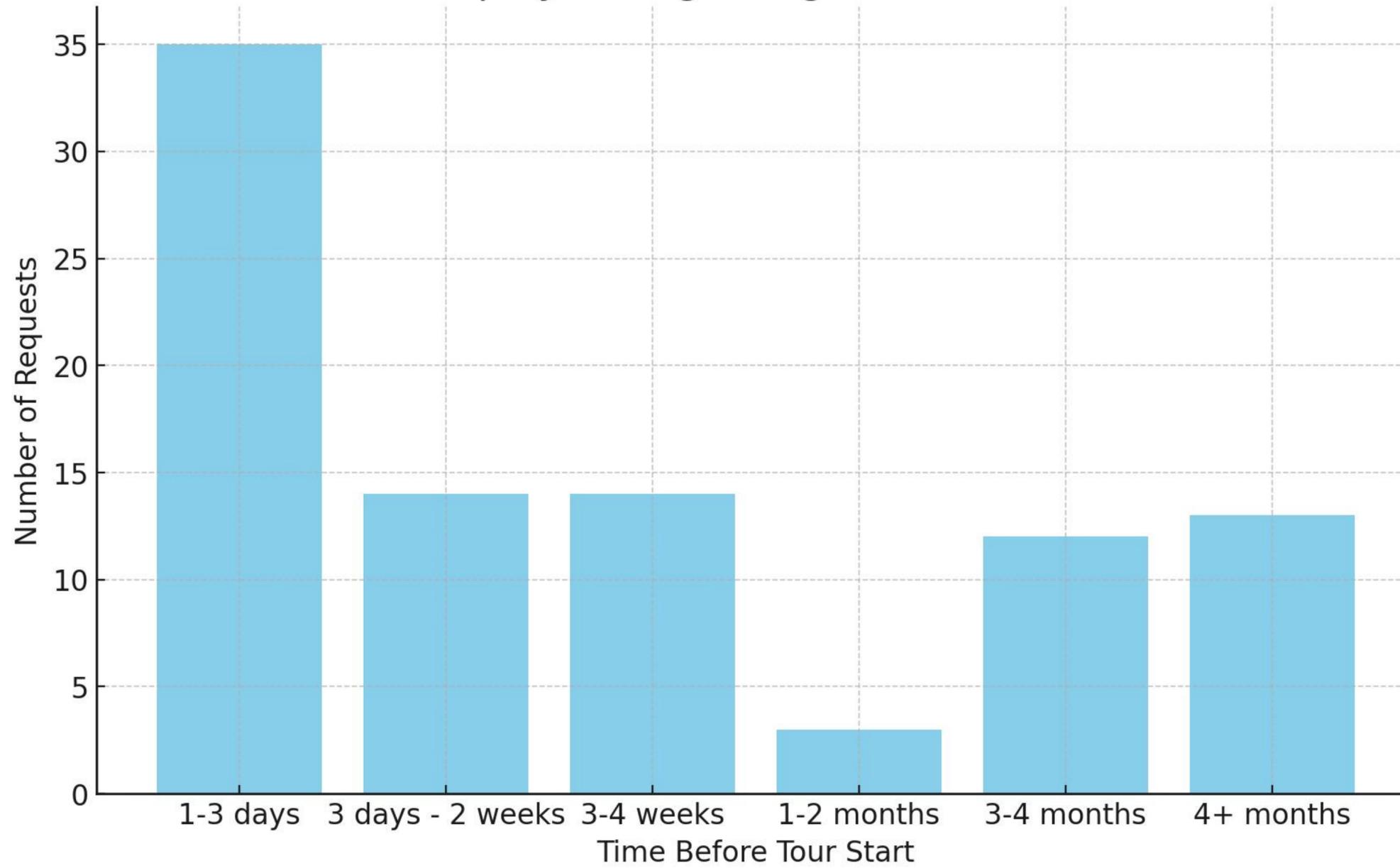
Distribution of Requests by Number of Participants



Updated Distribution of Tour Duration per Request



Distribution of Inquiry Timing Categories Prior to Tour Start Date



Statistics for each SME on request

Page path and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events
Total	122 0.01% of total	30 <0.01% of total	4.07 Avg +39.58%	59s Avg +1.08%	278 0.01% of total
1 /lv/e/dabalaba	48	23	2.09	29s	121
2 /lv/e/cert/appl/resp/edit/dabalaba/284/COMM	13	1	13.00	4m 23s	26
3 /lv/e/glry/dabalaba	11	7	1.57	31s	22
4 /lv/e/cert/appl/view/dabalaba/284	9	1	9.00	1m 11s	18
5 /lv/e/info/dabalaba	6	4	1.50	5s	15
6 /lv/e/map/dabalaba	5	4	1.25	1m 14s	15
7 /lv/entity/list/active/true/excludeObjectType/false/locale/lv/name/dabalaba	5	3	1.67	2s	9
8 /lv/e/feedback/list/dabalaba	4	4	1.00	6s	12
9 /lv/e/glry/admin/dabalaba	4	1	4.00	1m 40s	8
10 /lv/e/specialization/list/dabalaba	4	3	1.33	3s	7
11 /en/e/dabalaba	3	1	3.00	20s	6
12 /lv/e/special/dabalaba	3	2	1.50	1s	4
13 /lv/e/contact/dabalaba	2	2	1.00	17s	4
14 /de/e/dabalaba	1	1	1.00	6s	4
15 /en/e/description/list/dabalaba	1	1	1.00	0s	1
16 /lv/e/cert/appl/edit/dabalaba	1	1	1.00	9s	2
17 /lv/e/cert/appl/list/dabalaba	1	1	1.00	4s	2
18 /lv/entity/list/active/true/excludeObjectType/false/locale/lv/name/Dabalaba	1	1	1.00	1s	2

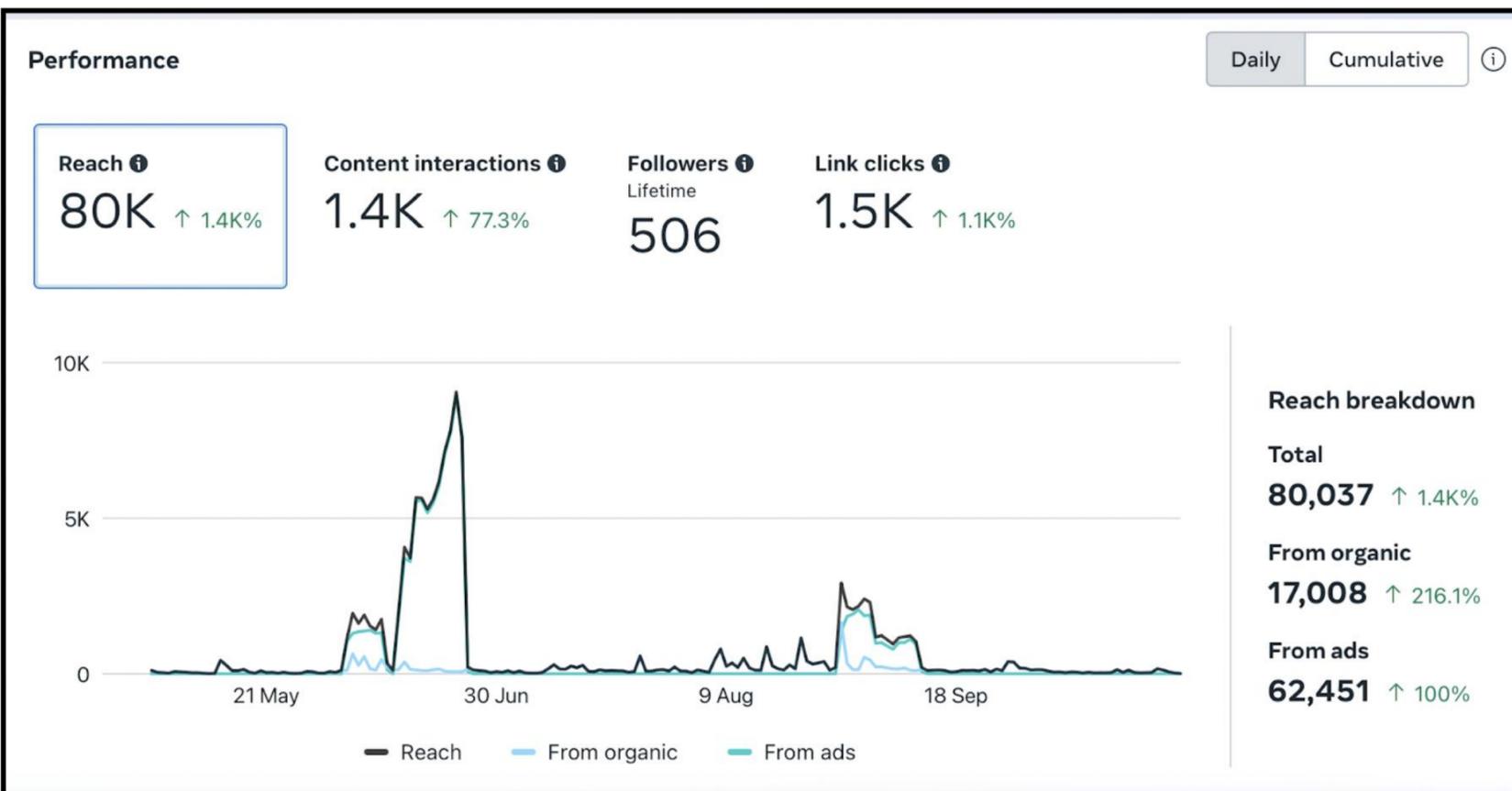
Social media May-Oct

Facebook - Baltic Nature Tourism

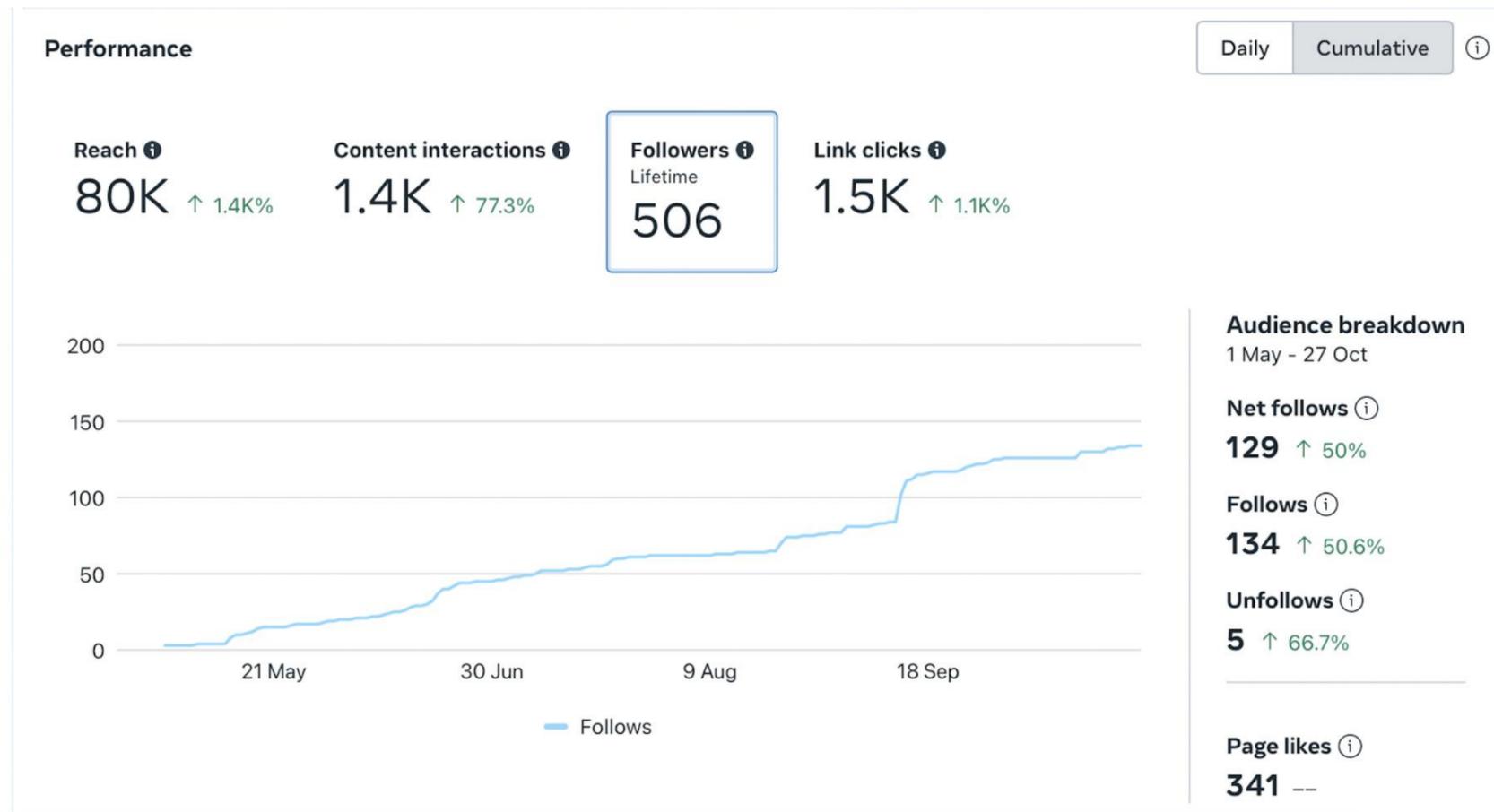
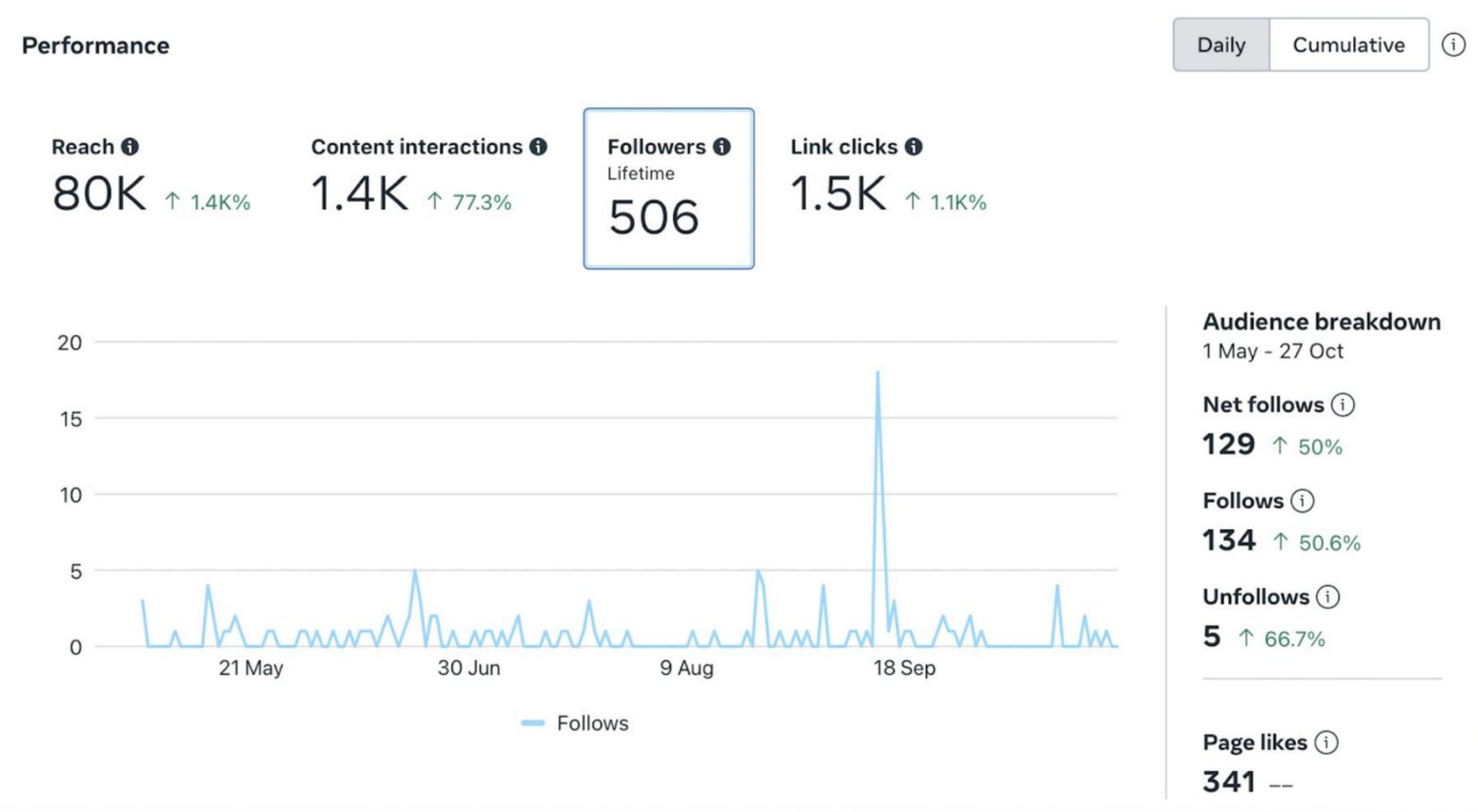
Instagram - @balticnaturetourism

Website - balticnaturetourism.com

Facebook reach daily and cumulative



Facebook followers daily and cumulative



Facebook top 3 posts

Explore Soul Tours in Latvia and Estonia! <https://balticnaturetourism.com/en/tours/activities/soul-tours> Post · Published on: 22 August 13:51

Top performer
Continue getting results when you boost this post and spend \$7 each day. Estimated daily results: 2.5K-7.3K more reach. [Boost](#)

Overview

Reach	Impressions	Interactions	Link clicks
2,525	2,799	6	1
Higher than typical	Higher than typical	Typical	Typical

Reach

Interactions

Reactions	Comments	Shares	Saves
6	0	5	0
Typical	Typical	Higher than typical	Typical

Feed preview

Album Soul tours

Baltic Nature Tourism
Published by Le Laika
· 22 August ·

Explore Soul Tours in Latvia and Estonia!
<https://balticnaturetourism.com/.../activities/soul-tours>

[See insights and ads](#) [Boost](#)

6 reactions · 5 shares

Like Comment Share

Comment as Baltic Nat... [View Post on Facebook](#)

Explore Wildlife Watching Tours in Latvia and Estonia! <https://balticnaturetourism.com/en/tours/activiti...> Post · Published on: 8 August 16:35

Top performer
Continue getting results when you boost this post and spend \$7 each day. Estimated daily results: 1.7K-4.9K more reach. [Boost](#)

Overview

Reach	Impressions	Interactions	Link clicks
1,789	1,875	4	1
Higher than typical	Higher than typical	Typical	Typical

Reach

Interactions

Reactions	Comments	Shares	Saves
3	0	4	0
Typical	Typical	Higher than typical	Typical

Feed preview

Album Wildlife Watching

Baltic Nature Tourism
Published by Le Laika
· 8 August ·

Explore Wildlife Watching Tours in Latvia and Estonia!
<https://balticnaturetourism.com/.../act.../wildlife-watching>

[See insights and ads](#) [Boost](#)

3 reactions · 4 shares

Like Comment Share

[View Post on Facebook](#)

Visit at the farm Koivuniemen Herra was truly inspiring and full of surprises starting with a warm welcome from owners an... Post · Published on: 27 April 21:56

Top performer
Continue getting results when you boost this post and spend \$7 each day. Estimated daily results: 1.7K-4.9K more reach. [Boost](#)

Overview

Reach	Impressions	Interactions	Link clicks
1,686	1,794	20	--
Higher than typical	Higher than typical	Higher than typical	--

Reach

Interactions

Reactions	Comments	Shares	Saves
19	0	1	0
Higher than typical	Typical	Higher than typical	Typical

Feed preview

Baltic Nature Tourism
Published by Anna Sainikova
· 27 April ·

Visit at the farm Koivuniemen Herra was truly inspiring and full of surprises starting with a warm welcome from owners and a sheep Matti. Feeding the pigs, sheeps, seeing cows and horses and turtles and no less importantly seeing how the hostel and hotel accommodations and 4 different saunas are operated within the farm was very valuable for the Latvian and Estonian SMEs and project partners. And in the evening despite the rainy weather we enjoyed the boating in Syylöönstr... [See more](#)

[See insights and ads](#) [Boost](#)

19 reactions · 1 share

Like Comment Share

[View Post on Facebook](#)

Facebook top 3 reels

Overview

Reach **6,347** Higher than typical Impressions **10,876** Higher than typical Interactions **11** Higher than typical Link clicks **--**

Reach

From ads **6,289**

From organic **87**

Plays and minutes viewed

Plays **4,538** Higher than typical Average minutes viewed **0:03** Lower than typical Minutes viewed **223** Higher than typical

Interactions

Reactions **9** Higher than typical Comments **0** Typical Shares **1** Higher than typical Saves **1** Higher than typical

Feed preview

Baltic Nature Tourism
Published by Anna Palejone
· 4 June · 🌐

Hiking with a Taste in Latvia!
Join for a 6-hour culinary adventure in nature! We'll start the day with a delicious breakfast and coffee an hour away from Riga. After hiking for 2-3 hours, taking in the stunning scenery and enjoying a picnic if we feel like it, we'll find a spot in nature to cook up 5-6 different dishes and a mouth-watering dessert. With the guidance of our skilled chef, we'll use the natural surroundings to create a unique culinary experience. This adventur... [See more](#)

[View Post on Facebook](#)

Overview

Reach **6,119** Higher than typical Impressions **8,710** Higher than typical Interactions **4** Typical Link clicks **--**

Reach

From ads **6,073**

From organic **66**

Plays and minutes viewed

Plays **2,523** Higher than typical Average minutes viewed **0:04** Typical Minutes viewed **183** Higher than typical

Interactions

Reactions **4** Typical Comments **0** Typical Shares **0** Typical Saves **0** Typical

Feed preview

Baltic Nature Tourism
Published by Le Laika
· 19 August · 🌐

There's nothing like starting the day with a SUP session while watching the sunrise! Gliding over the calm water, surrounded by the golden glow of morning, it's the perfect way to find peace and soak in nature's beauty. 🌅🌊

Video material: @supfil.lv @dacite2009
#suping #moringvibes #naturelovers #paddleboarding #balticnaturetourism #centralbaltic

[View Post on Facebook](#)

Top performer Continue getting results when you boost this post and spend \$7 each day Estimated daily results **1.7K-4.9K more reach** [Boost](#)

Overview

Reach **449** Higher than typical Impressions **514** Higher than typical Interactions **21** Higher than typical Link clicks **--**

Reach

Plays and minutes viewed

Plays **587** Higher than typical Average minutes viewed **0:08** Typical Minutes viewed **66** Higher than typical

Interactions

Reactions **20** Higher than typical Comments **0** Typical Shares **1** Higher than typical Saves **0** Typical

Feed preview

Baltic Nature Tourism
Published by Anna Sainikova
· 14 March · 🌐

Your video is muted in certain countries where Meta does not have music rights. Only you can see this.

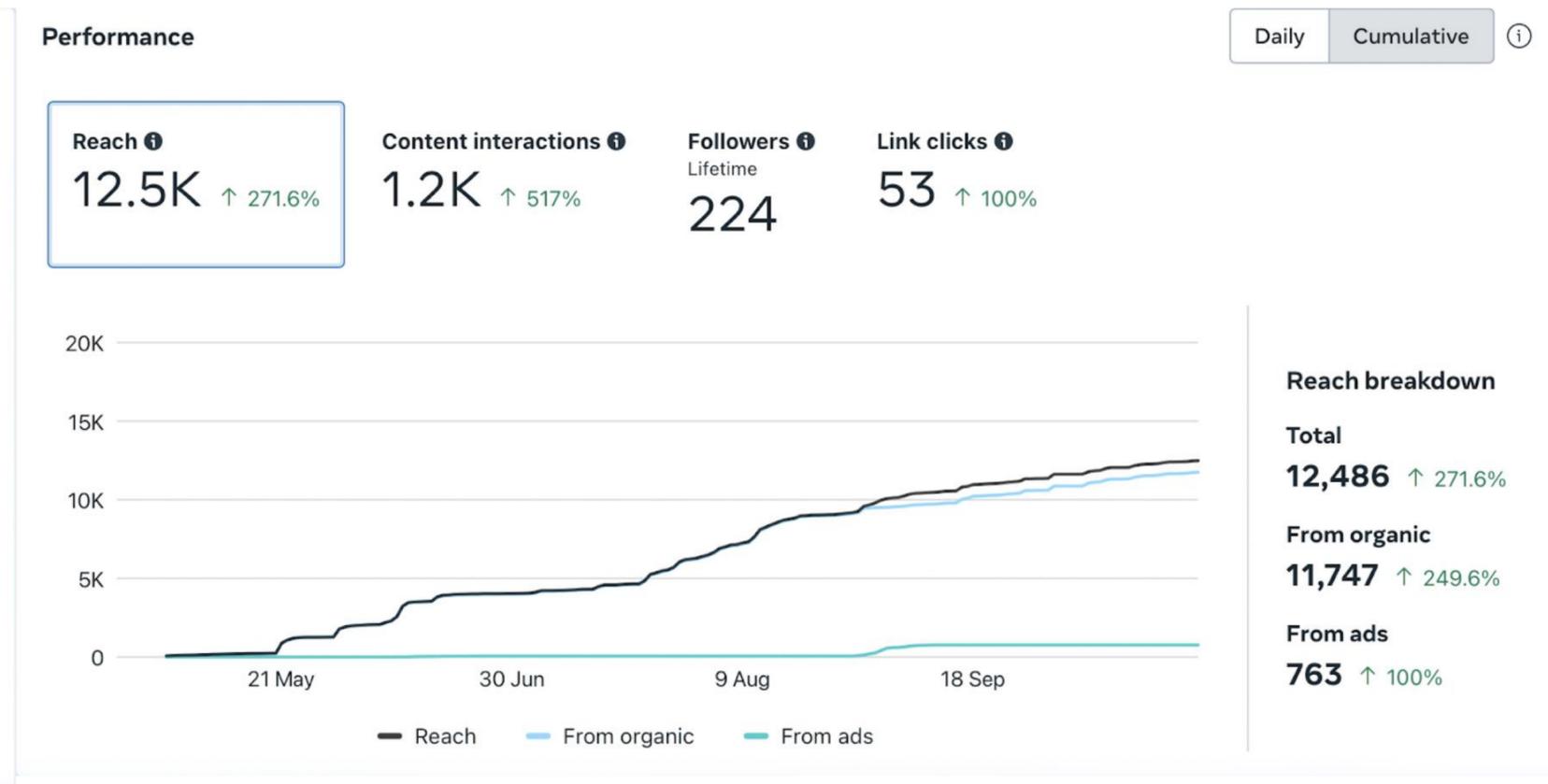
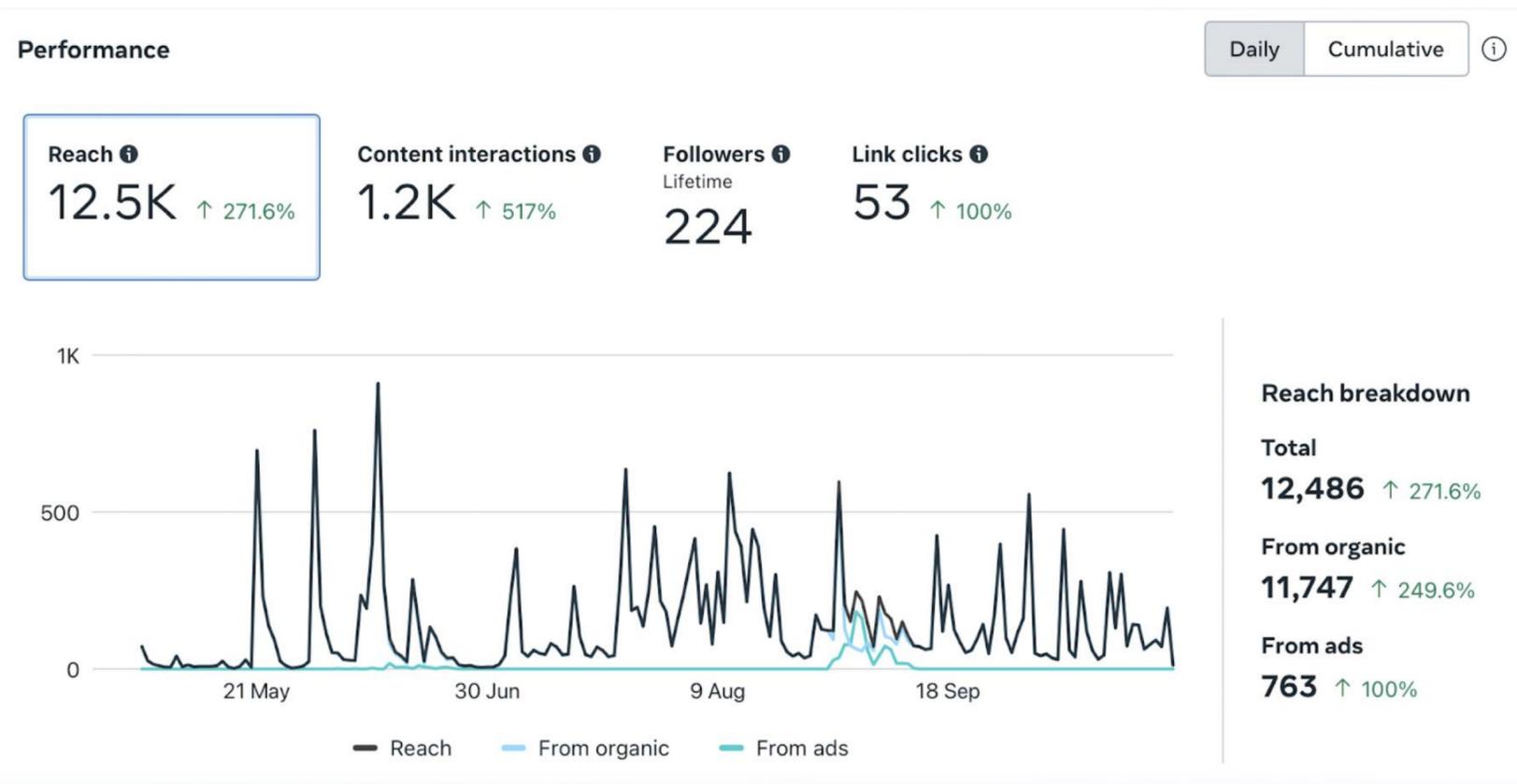
Soomaa (Soomaa, Soo Maa) national park in Estonia with the so-called "Finnish sledges" or "kicksleds". Lauku Ceļotājs / Baltic Country Holidays and Dabas Turisms with Estonian partners Puhkus Maal and Eesti Loodusturismi Ūhing on a sled across floodplain meadows frozen by floods. Such a rare sunny day. Now the ice rink is finished and soon boats will be on offer!

Lūzumpunkts - Piedzīvojumu Organizācija
Soomaa.com
Ozolaivas... [See more](#)

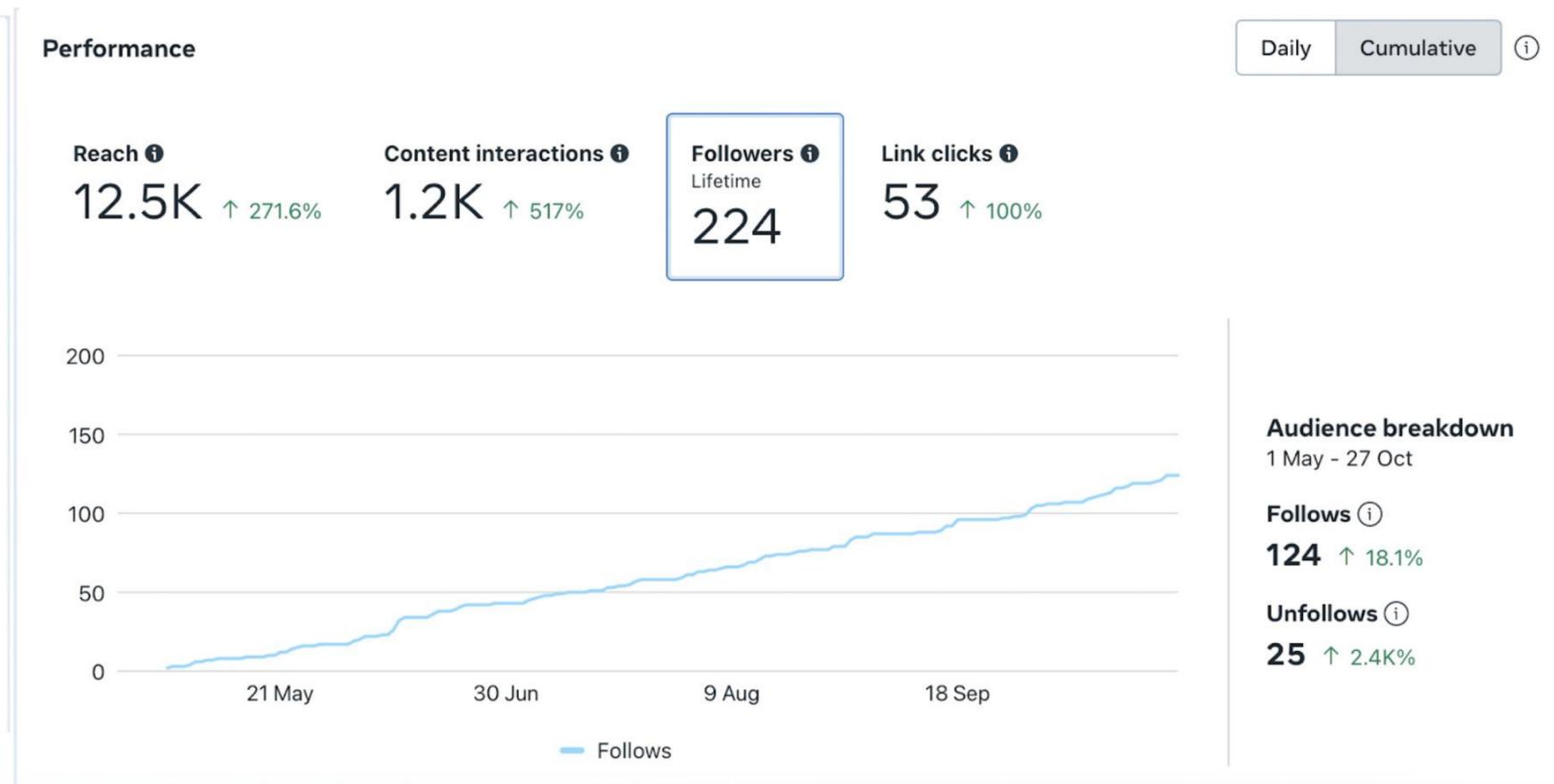
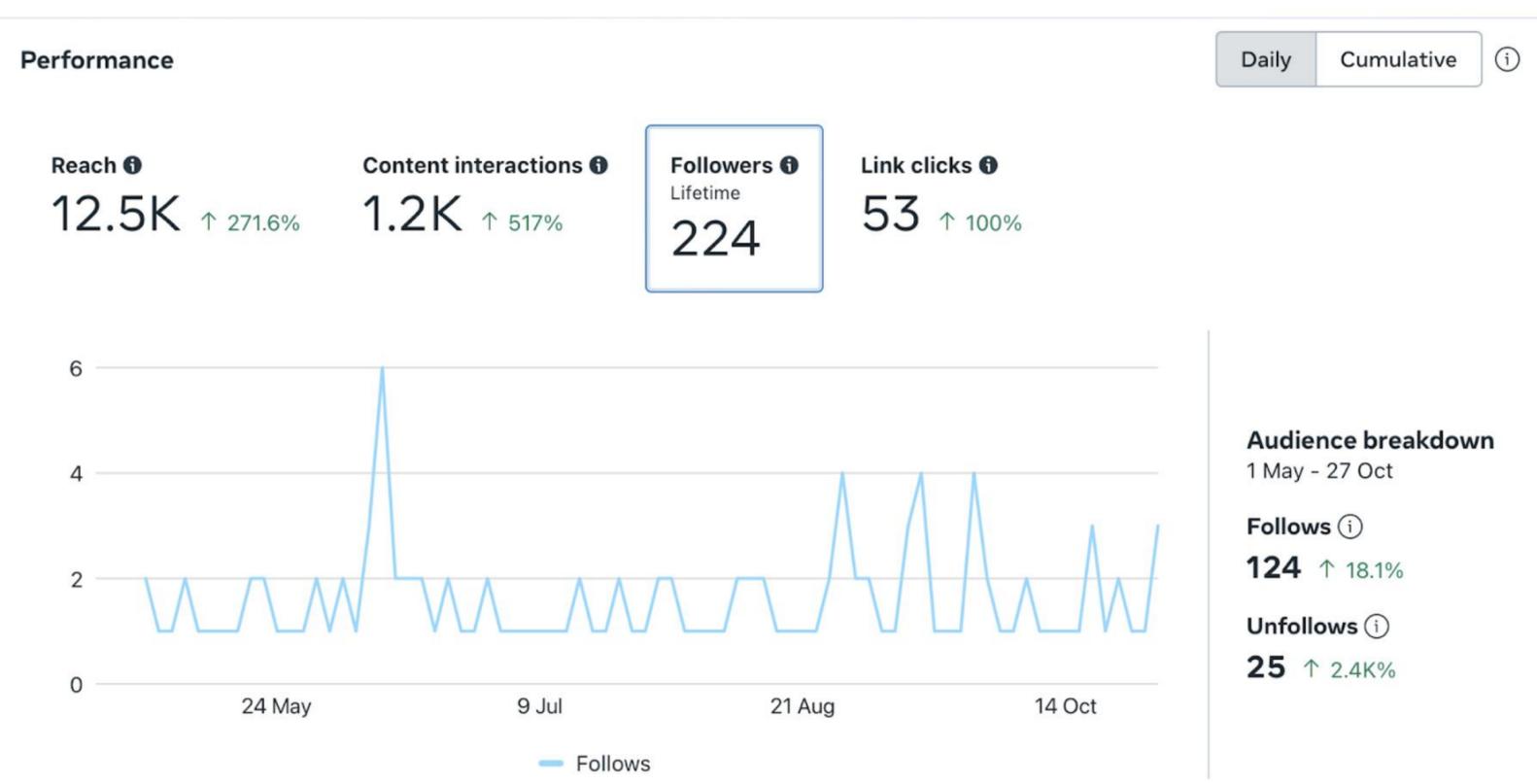
[See insights and ads](#) [Boost](#)

[View Post on Facebook](#)

Instagram reach daily and cumulative



Instagram **followers** daily and cumulative



Instagram top 3 posts

Hike with Cold Swimming Microadventure This Sunday, 6.10.2024. 9:00-14:00 🧊 Begin your winter swimmi...
 Post · Published on: 4 October 18:07

Overview

Views	Reach	Impressions	Interactions
2,873	1,309	2,256	82
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Interactions

Likes	Comments	Shares	Saves
76	0	5	1
Higher than typical	Typical	Higher than typical	Higher than typical

Audience

Age & gender

Age Group	Women	Men
18-24	~10%	~5%
25-34	~35%	~20%
35-44	~15%	~10%
45-54	~5%	~2%
55-64	~1%	~1%
65+	~1%	~1%

Feed preview

letshike.co
 Slika, Latvia

letshike.co Hike with Cold Swimming Microadventure ... more

View Post on Instagram

Join a 6-hour food adventure in nature! 🌿 The day starts with breakfast and coffee, followed by a beautiful ...
 Post · Published on: 16 October 10:16

Overview

Views	Reach	Impressions	Interactions
962	552	651	28
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Interactions

Likes	Comments	Shares	Saves
28	0	0	0
Higher than typical	Typical	Typical	Typical

Audience

Age & gender

Age Group	Women	Men
18-24	~5%	~5%
25-34	~20%	~15%
35-44	~25%	~20%
45-54	~10%	~5%
55-64	~2%	~1%
65+	~1%	~1%

Feed preview

balticnaturetourism

balticnaturetourism Join a 6-hour food adventure in nature! 🌿 The day starts with breakfast and ... more

View Post on Instagram

Exploring the Mežtaka path from Riga to Sigulda—82 km of stunning trails! 🌲 While it is mainly designed for ...
 Post · Published on: 5 August 09:00

Overview

Views	Reach	Impressions	Interactions
968	547	625	31
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Interactions

Likes	Comments	Shares	Saves
30	0	0	1
Higher than typical	Typical	Typical	Higher than typical

Audience

Age & gender

Age Group	Women	Men
18-24	~5%	~2%
25-34	~25%	~10%
35-44	~25%	~10%
45-54	~10%	~5%
55-64	~2%	~1%
65+	~1%	~1%

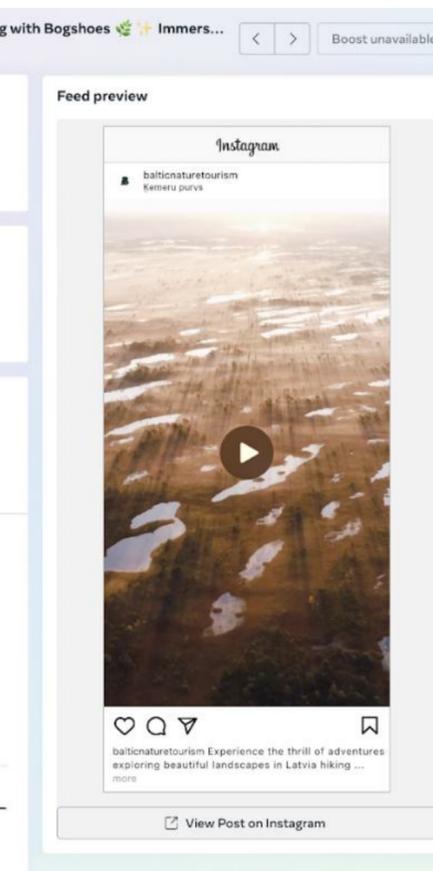
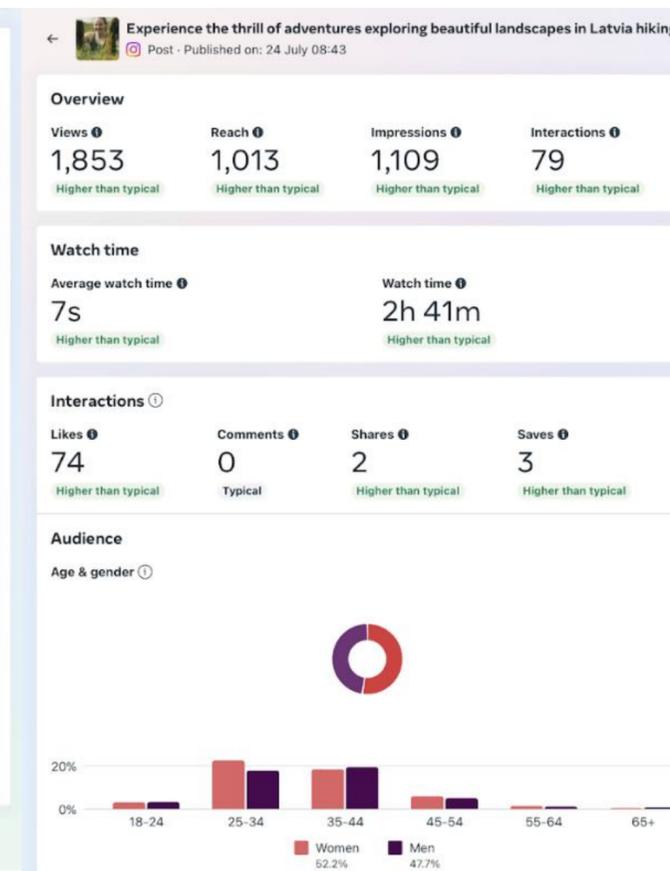
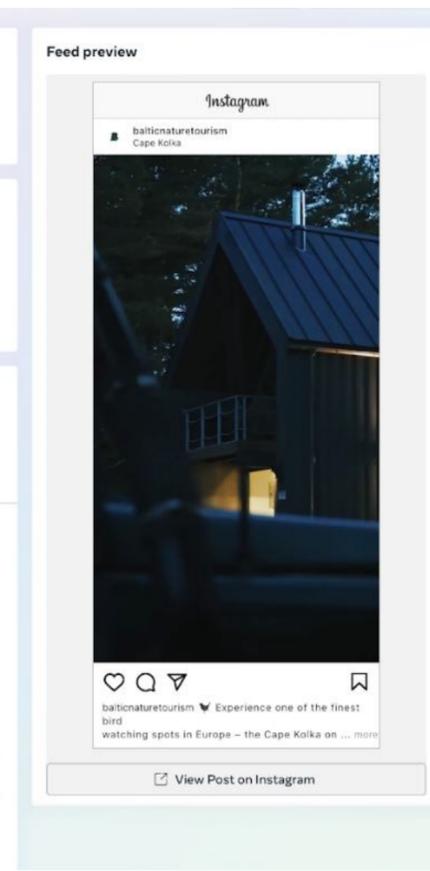
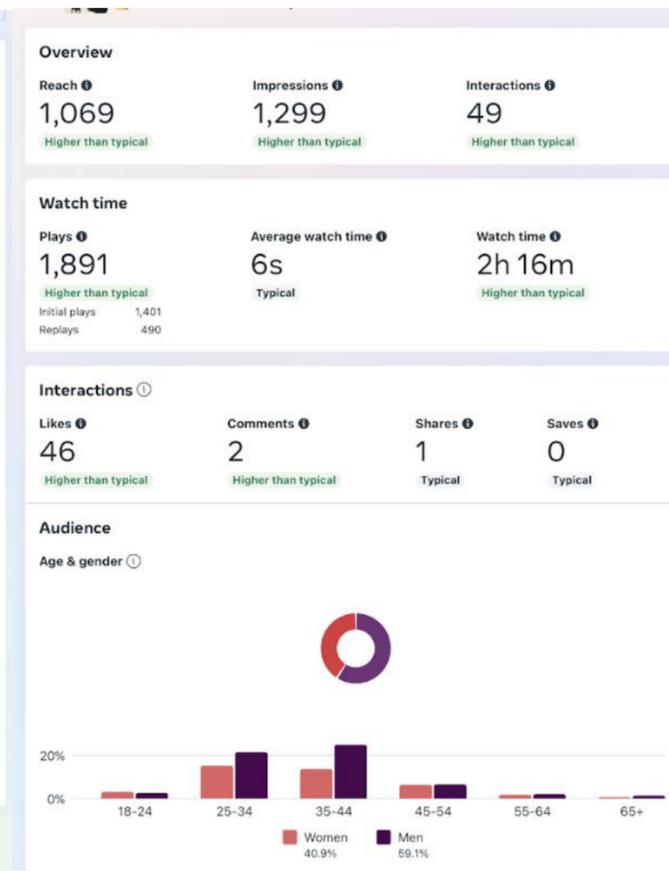
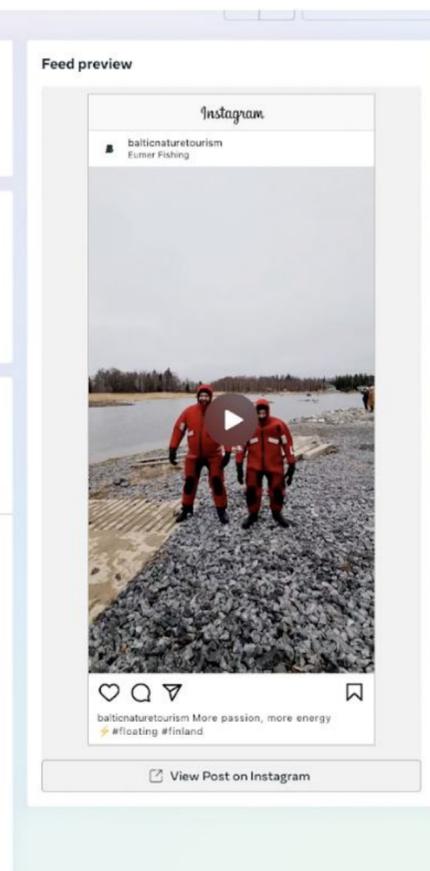
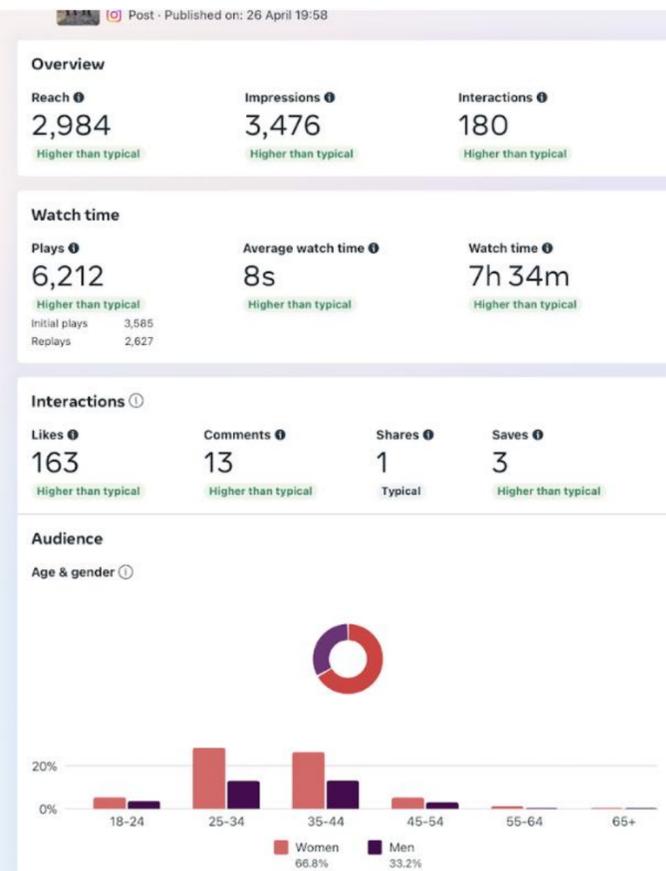
Feed preview

balticnaturetourism
 Latvia

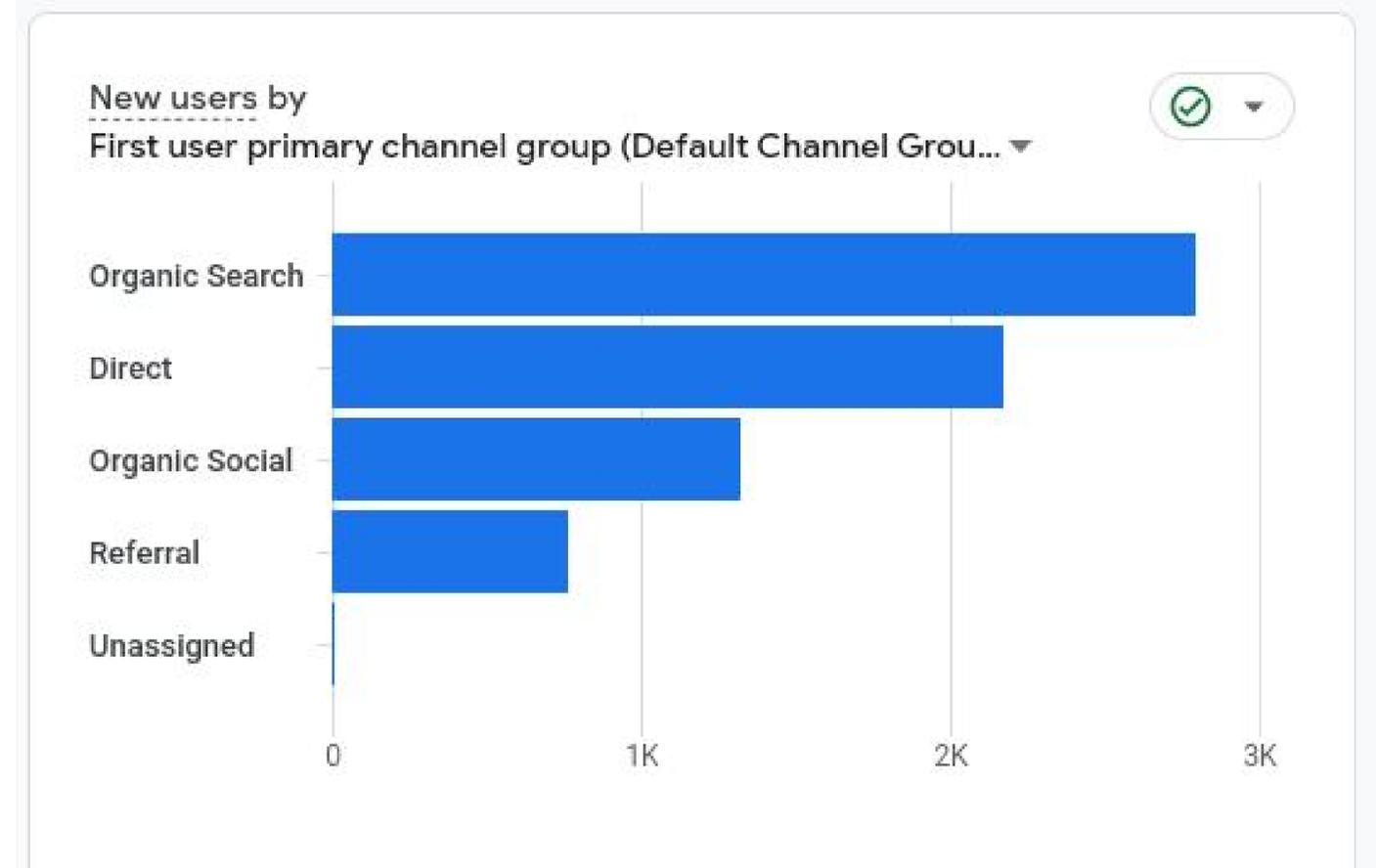
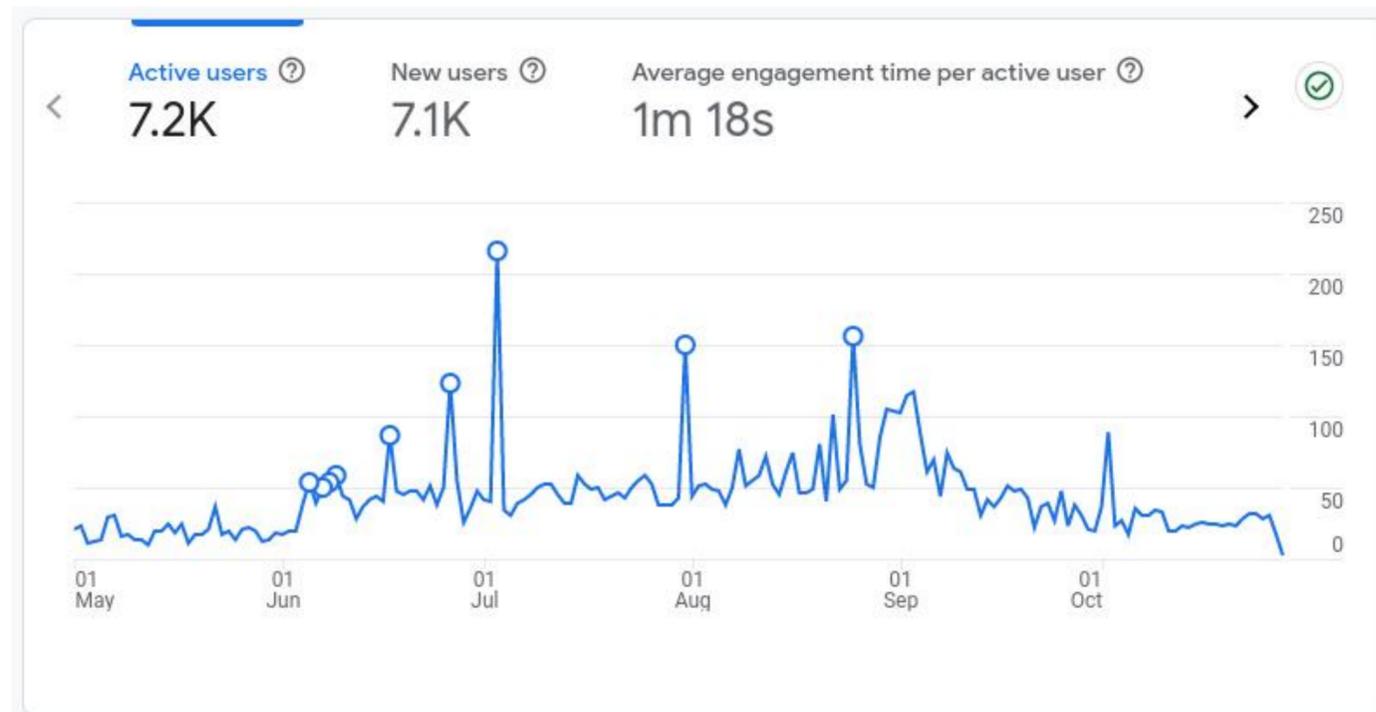
balticnaturetourism Exploring the Mežtaka path from Riga to Sigulda—82 km of stunning trails! 🌲 ... more

View Post on Instagram

Instagram top 3 reels



Website active users

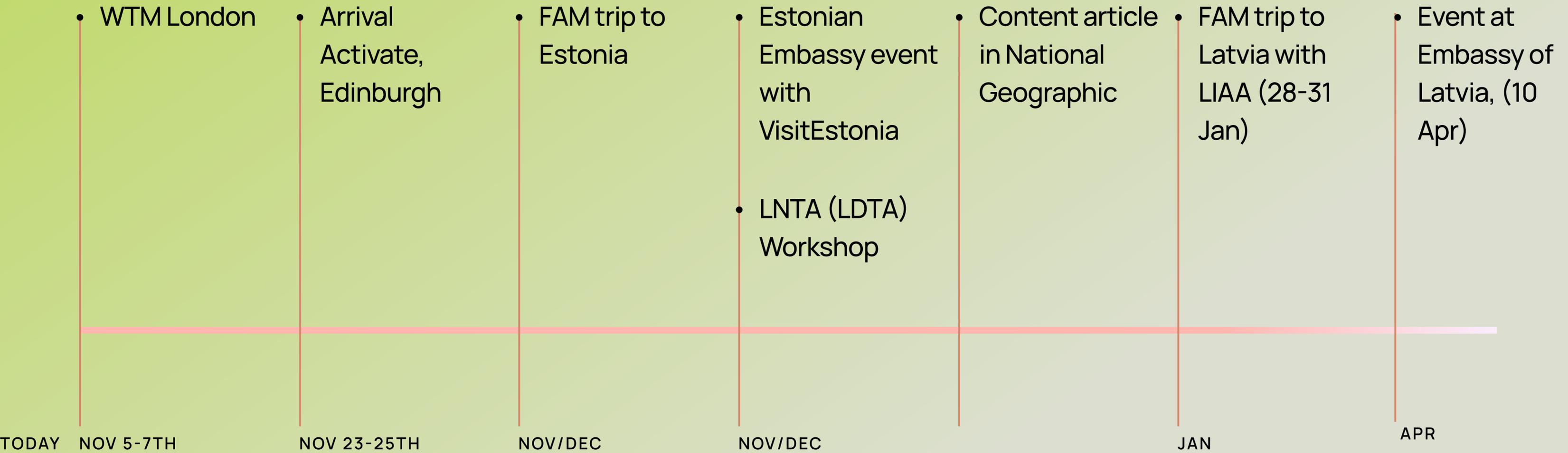


Most searched pages

<input type="checkbox"/>	Page path and screen class +	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▼
<input type="checkbox"/>	Total	32,599 100% of total	7,167 100% of total	4.55 Avg 0%	1m 18s Avg 0%	72,675 100% of total
<input type="checkbox"/>	1 /	8,845	275	32.16	9m 24s	9,433
<input type="checkbox"/>	2 /en	5,491	3,305	1.66	14s	15,772
<input type="checkbox"/>	3 /en/tours/activities/active-tourism	1,296	361	3.59	58s	2,756
<input type="checkbox"/>	4 /en/tours/activities/wildlife-watching	672	299	2.25	36s	1,575
<input type="checkbox"/>	5 /en/map	553	195	2.84	1m 15s	1,221
<input type="checkbox"/>	6 /en/tour/boards-you-sup-kayak-rent	529	350	1.51	33s	1,784
<input type="checkbox"/>	7 /en/aboutus	480	198	2.42	59s	1,200
<input type="checkbox"/>	8 /en/tours/activities/soul-tours	465	182	2.55	39s	1,077
<input type="checkbox"/>	9 /en/services	445	215	2.07	21s	1,082
<input type="checkbox"/>	10 /en/news	429	154	2.79	1m 05s	1,192
<input type="checkbox"/>	11 /en/tours/activities/food-and-foraging	397	137	2.90	39s	899
<input type="checkbox"/>	12 /en/search	370	63	5.87	1m 00s	893
<input type="checkbox"/>	13 /en/tours/boqshoe-hiking	339	259	1.31	11s	1,009

<input type="checkbox"/>	11	/en/tours/activities/food-and-foraging	337	137	2.38	57s	337
<input type="checkbox"/>	12	/en/search	370	63	5.87	1m 00s	893
<input type="checkbox"/>	13	/en/tours/bogshoe-hiking	339	259	1.31	11s	1,009
<input type="checkbox"/>	14	/en/tours/packaged	295	127	2.32	36s	665
<input type="checkbox"/>	15	/en/destination	290	210	1.38	34s	799
<input type="checkbox"/>	16	/en/tours/activities/nature-extreme	222	105	2.11	28s	521
<input type="checkbox"/>	17	/en/map-e	217	121	1.79	7s	667
<input type="checkbox"/>	18	/en/tour/sigulda-adventures-cable-car-gauja-valley	212	173	1.23	32s	756
<input type="checkbox"/>	19	/en/tour/prangli-reisid-seal-watching-tour	208	118	1.76	42s	585
<input type="checkbox"/>	20	/en/tours/water-activities	174	74	2.35	53s	383
<input type="checkbox"/>	21	/en/tour/natourest-brown-bear-watching	167	114	1.46	33s	390
<input type="checkbox"/>	22	/en/tour/sigulda-adventures-boat-tour	166	110	1.51	35s	517
<input type="checkbox"/>	23	/en/tour/mooska-sauna-session-traditional-smoke-sauna	154	117	1.32	39s	545
<input type="checkbox"/>	24	/en/tours/activities/nature-capture	138	75	1.84	20s	320
<input type="checkbox"/>	25	/en/tours/walking-hiking	138	79	1.75	38s	332
<input type="checkbox"/>	26	/en/tour/taevaskoja-meejaam-mushroom-foraging-berries-southern-estonia	137	87	1.57	27s	394
<input type="checkbox"/>	27	/en/tour/baltic-nature-travel-hiking-gauja-national-park	129	102	1.26	22s	424
<input type="checkbox"/>	28	/en/tours/activities/nature-educational	128	77	1.66	17s	306
<input type="checkbox"/>	29	/en/tour/latvian-mycological-society-mushrooming-gauja-national-park	126	83	1.52	23s	317

Coming up





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:
Valdis Čeičs
Baltic Nature Travel
+371 20302261

Organization:
Asnate Ziemele
Baltic Country Holidays
+371 29285756
asnate@celotajs.lv

DAY 1 January 28th, Tuesday

14:05 arrival at airport

14:30-15:45 Transfer from airport to Ezeri Hotel, Sigulda. Baggage drop at a hotel.

16:00 Transfer to Ziedlejas

16:30-19:30 Ziedlejas, Pirts ritual

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

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

9:00 Breakfast at Hotel Ezeri and check out

10:00 Departure

IF FROST AND SNOW

WHEN SNOW IS ABSENT

10:30 - 12:30 Dog sledge adventure in Amatiems
www.balticnaturetourism.com/husky

Hiking with Huskies in Amatiems
www.balticnaturetourism.com

Husky sledding in a group setting allows participants to explore nature trails, such as those around Amatiems 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 Amatiems, 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

"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. During the tour you will also have an opportunity to visit 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.

19:00 Dinner and accommodation at Soomaa

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 and snowshoeing, meandering rivers and beautiful meadows await guests. At the place participants will learn about sauna traditions that are present at Soomaa.

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

Bogshoe/snowshoe hike in Soomaa National park
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

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

15:00 Introduction to Estonian wildlife and birdwatching possibilities.

Visiting Wild Nature Estonia- trailer hide, photography trips.

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. From Estonia's nearly 3,800 kilometers of coastline, you might spot grey and ringed seals or rare seabirds. Wild Nature Estonia provides an opportunity to explore the wildlife trailer hide in detail. This tour includes an overview of wildlife observation and photography options, as well as an introduction to the species that can be seen throughout different seasons.

17:00 Return to Latvia

19:30 Dinner at Baltvilla hotel

www.baltvilla.lv

21:00 Arrival at hotel in Riga - Wellton Riverside SPA Hotel

www.wellton.com

DAY 4 January 31th, Friday

9.30 Flight from Riga - to London

Latvia travel

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Thank you and see you outdoors! 🌞

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