



WHAT DOES A NATURE TOURIST NEED?

Accommodation and catering
services in nature tourism

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Interreg



Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO

Nature tourism in Baltics

205

NATURE TOURISM PRODUCTS:

106 Latvia

119 Estonia

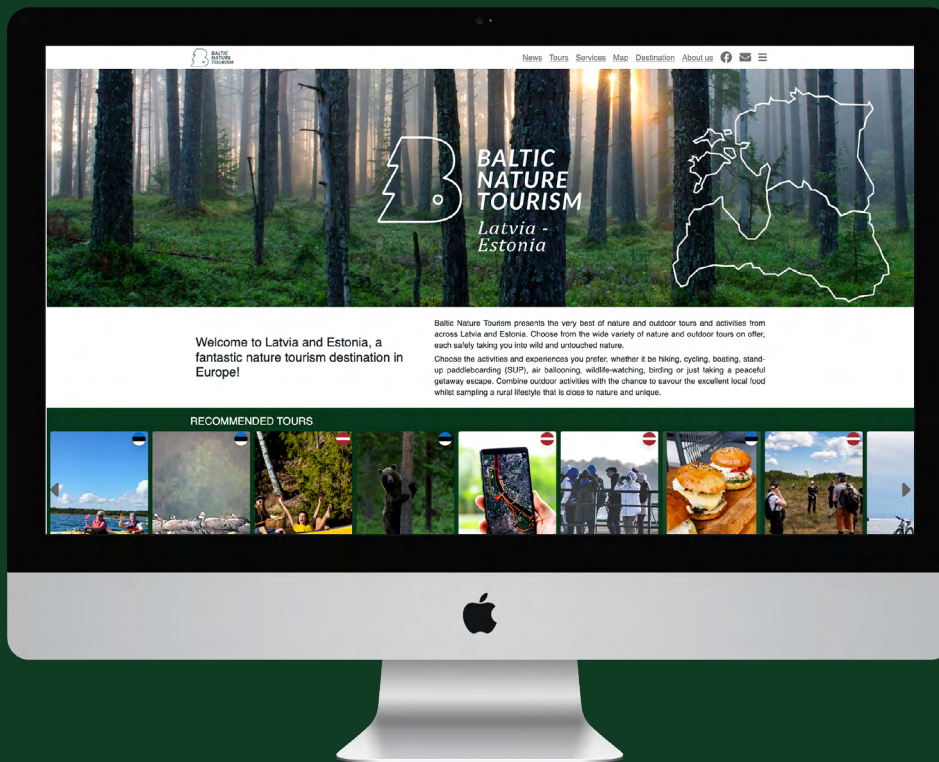
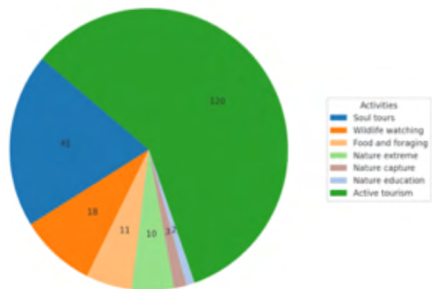
88

SMES:

54 - Latvia

44 - Estonia

NATURE TOURISM ACTIVITIES



www.balticnaturetourism.com

Nature Packaged Tours

- FROM A FEW HOURS TO SEVERAL DAYS
- INCLUDE VARIOUS NATURE TOURISM EXPERIENCES

Seasonal tours



ge hike

n



Winter Kayaking
2 days



Husky Sledding in Latvia -...
4 km tour 20-40 min...



Winter magic in the fores...
3 hours



Weekend Ski Camp
2 days



Bogshoe Hiking in Peipsiv...
Less than 1 day



Nature Survival Skills 50H...
50 hours



Adventure during the Spri...
2 days

Baltic Nature Tourism - Package tours

How can an accommodation or catering provider engage in nature tourism?

Evaluate the advantages of your location:

- National park, nature park, etc.
- Sparsely populated rural area
- Forests, rivers, lakes, meadows, bird migration routes

Familiarize yourself with and collaborate with specialized nature tourism businesses nearby to create joint offerings (e.g., nature tours + accommodation/catering).

Work with specialized nature tourism tour operators to become part of their programs.



What do tour operators require?

- Nature, culture, and culinary offerings - based on sustainability
- Harmony with nature
- Nature for well-being (including sauna experiences)
- Wildlife watching

- Individual trips
- Personalized programs
- Exclusive experiences
- Gastronomic experiences



Source: NORDIC TOURISM COLLECTIVE



Latvia is among the top five European countries receiving the most praise for value for money in guest reviews.

(European Travel Commission report, Q2 2024)

What can we learn from reviews:

Insights from the tour operators' trip, summer 2024:

Positive Feedback:

Ease of travel: The country is easy to explore due to well-developed infrastructure and accessibility of locations.

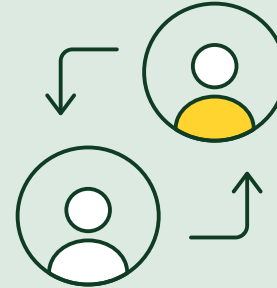
Communication: Hosts and guides can communicate effectively in good English, sharing information about their services, locations, and businesses while answering questions.

Hospitality and care: Guests feel the hosts' genuine concern for their well-being and comfort.

Quality and tasty food: Meals are not only delicious but also come with stories about the ingredients, their origin, and the preparation process.

Passionate hosts: Hosts display enthusiasm for their work and pride in their businesses and offerings.

Expert knowledge: Hosts and guides demonstrate in-depth expertise in their field (e.g., birdwatching, food from natural products, etc.).



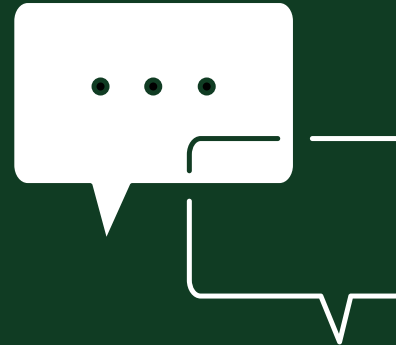
Feedback: *The tour helped me understand why a person should visit Latvia, not just a city break to Riga, but to stay additional days and experience the countryside!*

Conclusion:

British tourism industry representatives are impressed by hospitality, natural beauty, exceptional food, and professional service, fostering trust in Baltic nature tourism offerings.

Important services in accommodations for active nature tourism and wildlife watchers:

- Opportunity to dry clothes and shoes, a dedicated boot room
- Early breakfast
- Late dinner
- Takeaway meals
- Combustible packaging that can be used as fire starter or recycled
- Ability to receive/drop off accommodation keys at any time (digital reception)
- Free access to a kettle and water to boil, fill in your thermos, and take along
- Sauna - to warm up and recover after a long day in nature
- Transfer services for individuals
- Assistance in unforeseen situations, communication with emergency services
- Flexible adaptation to changes depending on natural conditions



NATURE TOURISM PRODUCT OPPORTUNITIES FOR ACCOMMODATIONS:

NATURE FOR WELL-BEING

Various practices in natural environments for the well-being of mind, soul, and body.

NATURE RETREATS:

Meditation, yoga, and other spiritual practices in rural or natural settings, or outdoors.

NATURE WELL-BEING EXPERIENCES:

Forest therapy, phyto sauna, nature spa, barefoot trails, herbal tea mandala workshops.

REJUVENATION IN NATURE:

Relaxation away from daily life, without smart devices, fostering harmony with nature. A combination of nature experiences and comfort.



NATURE TOURISM PRODUCT OPPORTUNITIES FOR ACCOMMODATIONS AND CATERING PROVIDERS:

NATURE'S TREASURES

FORAGING:

Mushroom and berry picking, herbal tea gathering with a guide. Joint cooking sessions using foraged ingredients and enjoying the prepared meals together.

WILD FOODS IN CUISINE:

Dishes made from foraged ingredients featured on restaurant menus and cooking masterclasses.



Challenges in collaboration between nature tourism entrepreneurs, accommodations, and catering providers:

- **INFORMATION:** Easily accessible information about accommodations and catering providers, such as in Facebook groups, is often lacking.
- **FLEXIBILITY:** Difficulty establishing year-round partnerships due to summer season rejections caused by high demand.
- **CATERING:** Adequate catering options are needed, such as campfire soup instead of banquet-style meals. Many caterers only offer standard banquet menus.
- **HOT TUB WATER TEMPERATURE:** Frequently either too hot or too cold, failing to meet guests' expectations.
- **HOST REJECTIONS:** Hosts may refuse collaboration due to past negative experiences with individual kayakers, misunderstanding the difference between those and organized groups led by nature tourism operators.
- **TRUST:** Building trust is essential. Finding local contacts who can vouch for the reliability of nature tourism operators opens doors for new partnerships and enables spontaneous arrangements.
- **PRICING:** Prices and hospitality are often more favorable in areas further away from Riga.

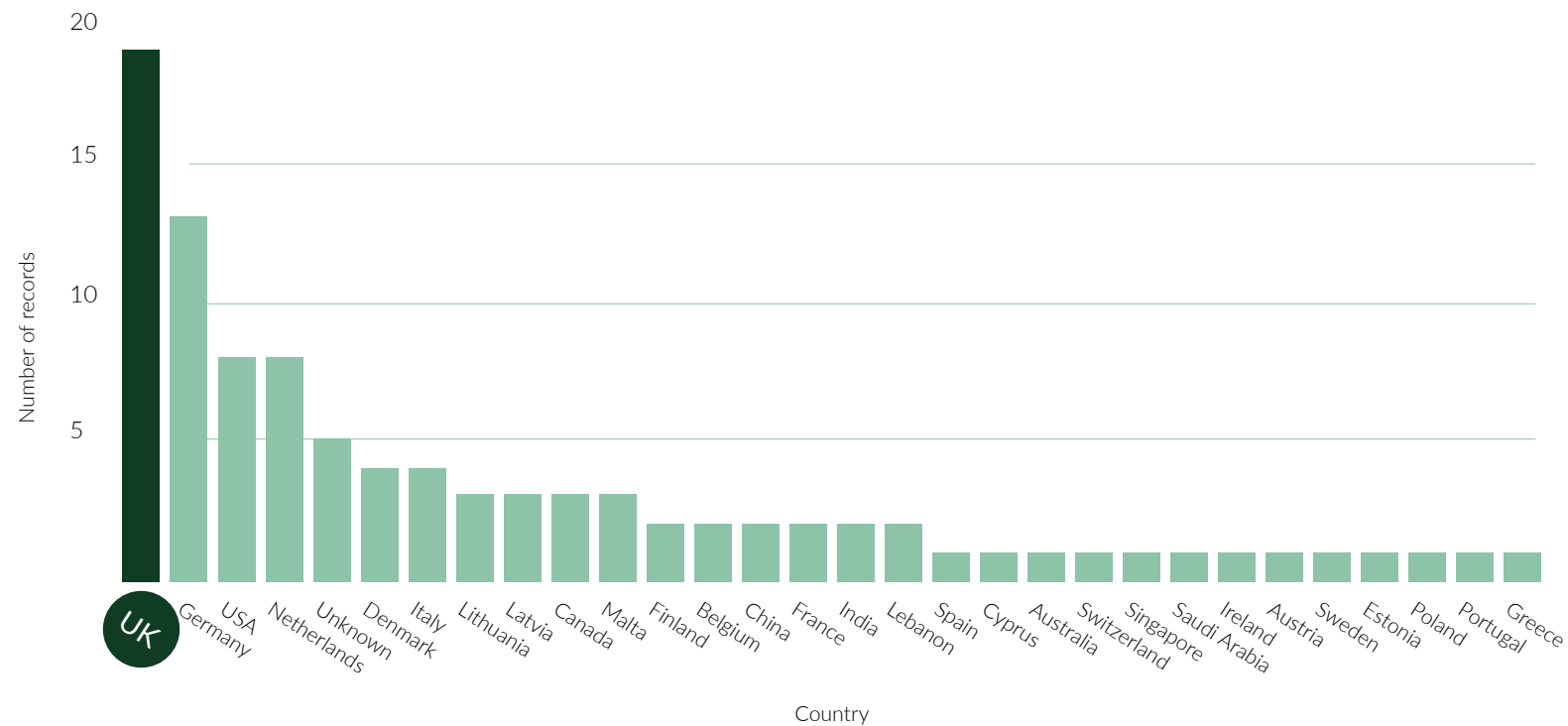


COLLABORATION WITH TOUR OPERATORS:

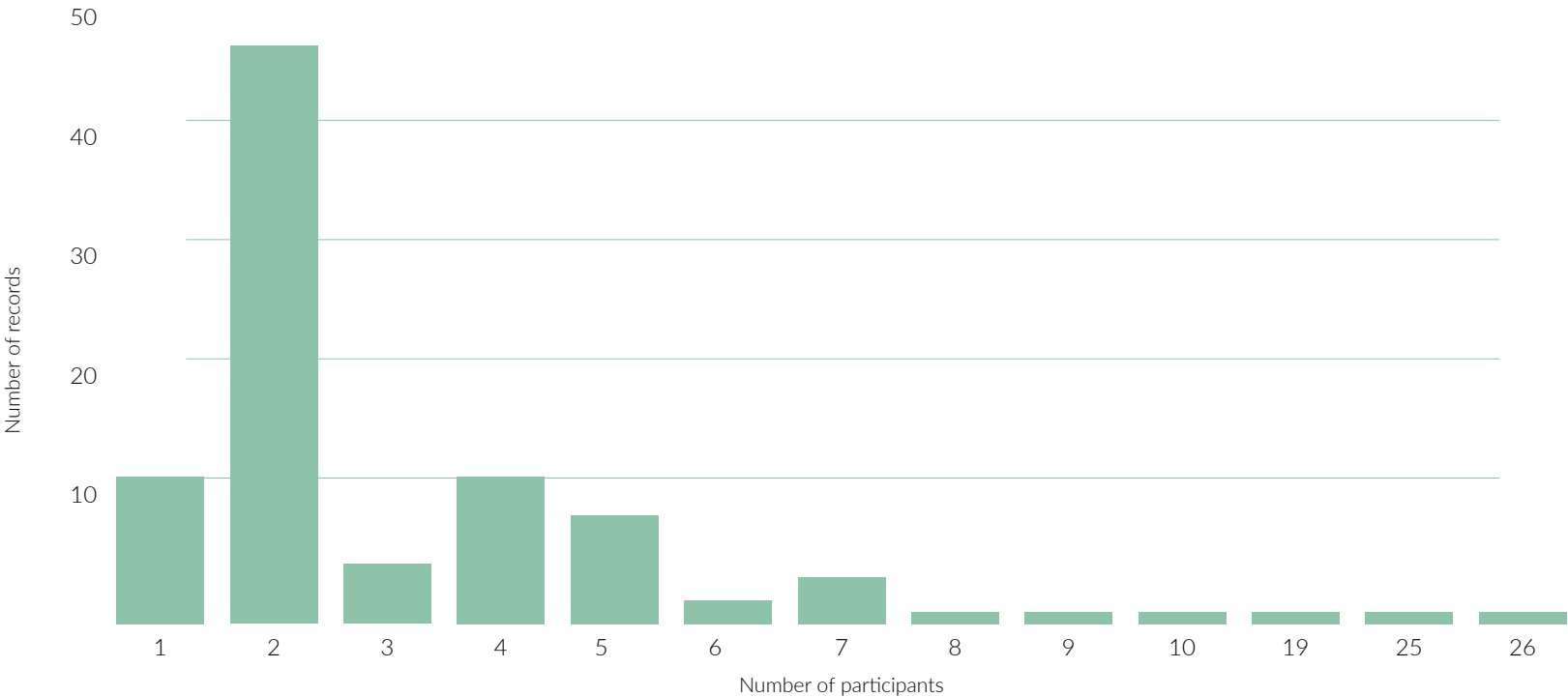
- REQUIREMENTS: Clarify the tour operator's needs and adapt your accommodation and catering services accordingly.
- ADAPTATION FACTORS: Consider the tour operator's target market (specific interest groups, seniors, cultural differences).
- CONSISTENT STANDARDS: Provide uniform services for all group members (room size and amenities).
- COMMUNICATION: Quick responses to tour operator inquiries are as important as providing accurate information.
- FLEXIBILITY: Service providers must be prepared for last-minute changes.
- COLLABORATION FLEXIBILITY: Especially important in off-season, offering tailored services for individuals and groups (e.g., coffee breaks during events or tours).
- RELIABILITY:
 - 100% fulfillment of contracts.
 - Adherence to your company's quality standards—maintaining consistent quality.
 - Guaranteed contract prices.
 - Adaptability to the client's budget.



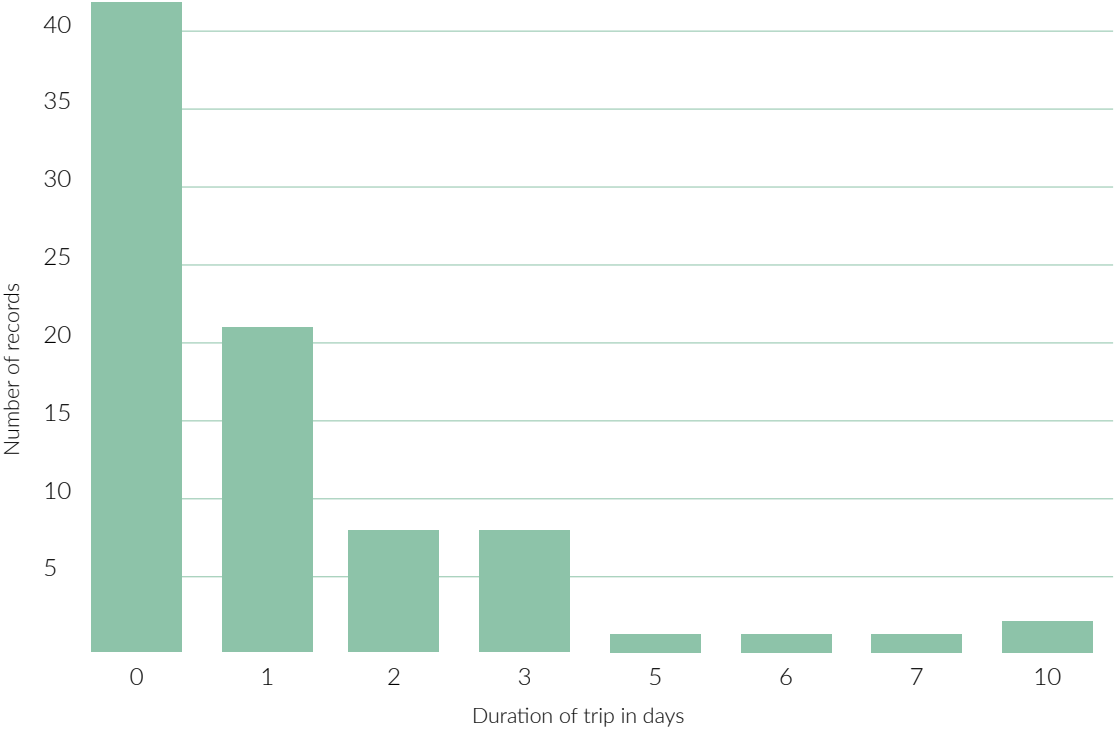
Tourist inquiries per country



Number of participants per booking

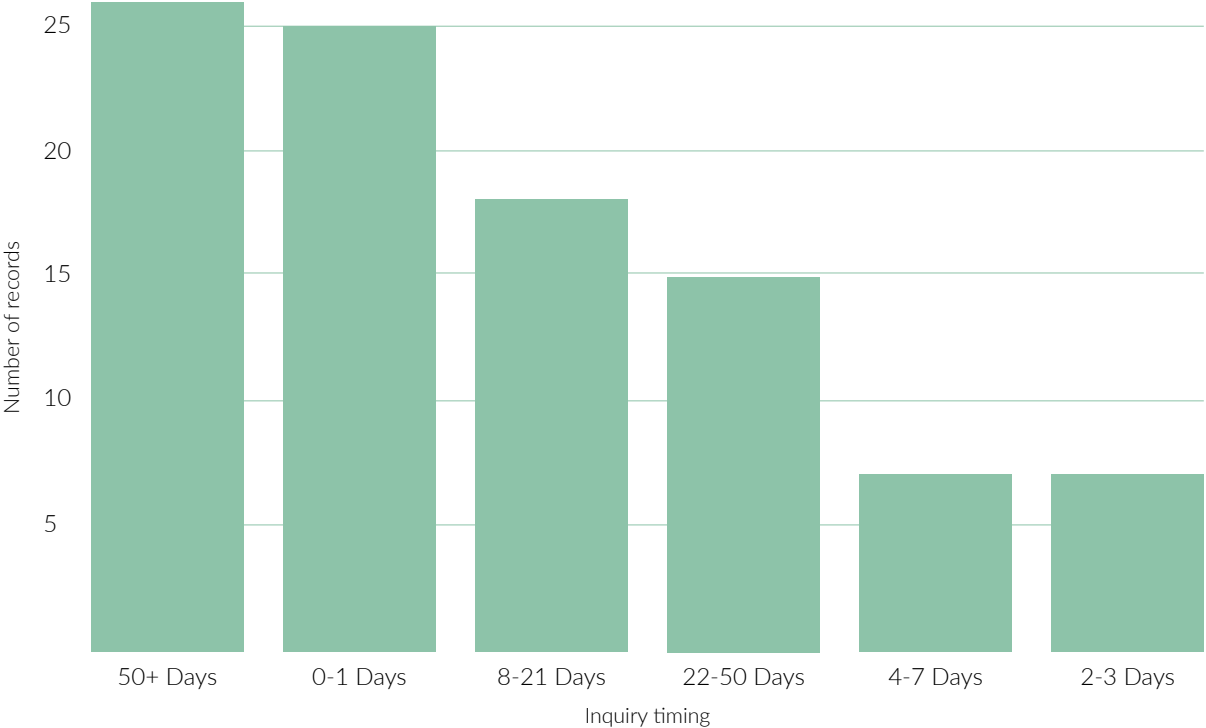


Tour duration per requests



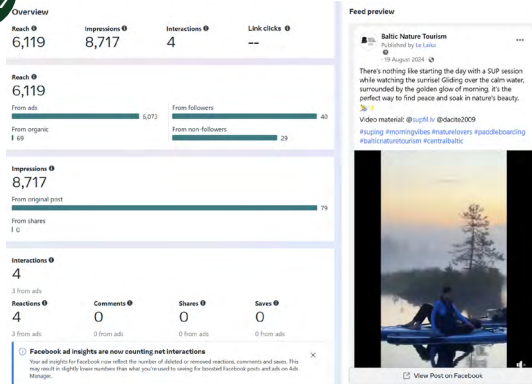
0 days = daytour
1 day = overnight

How Far in Advance Guests Book Tours?

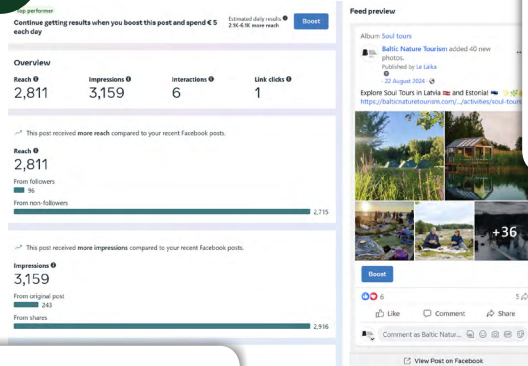


Top 4 Facebook posts

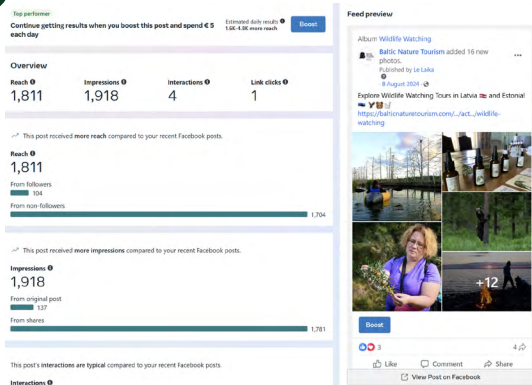
Reach
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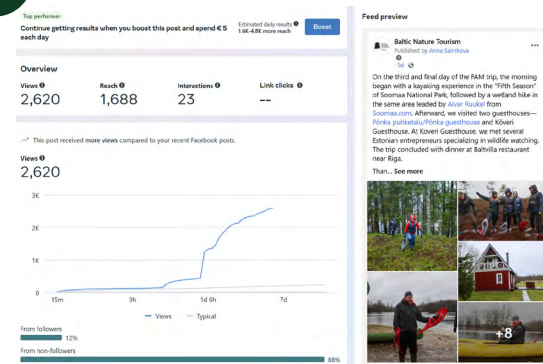
Reach
2,811



Reach
1,811



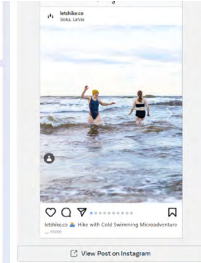
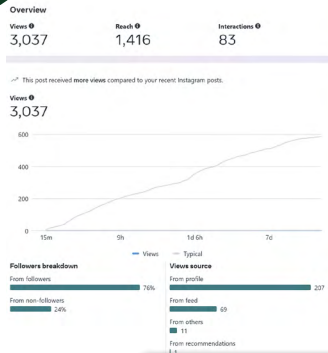
Views
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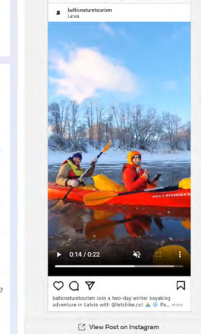
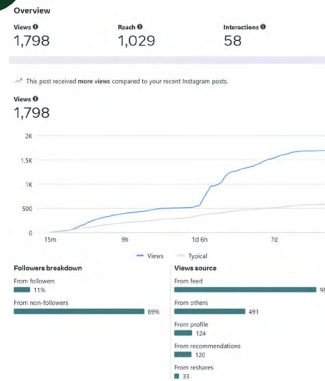
Baltic Nature Tourism

Top 4 Instagram posts

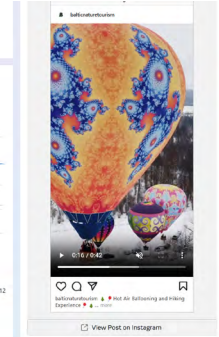
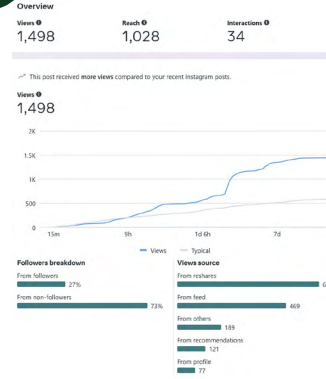
Views
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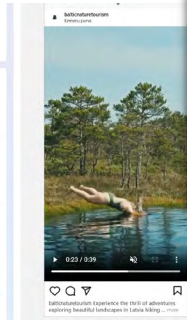
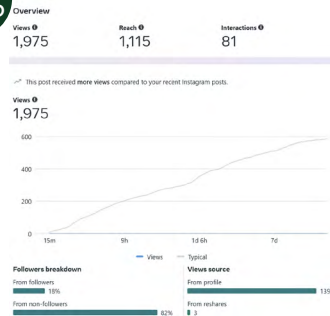
Views
1,798



Views
1,498



Views
1,975

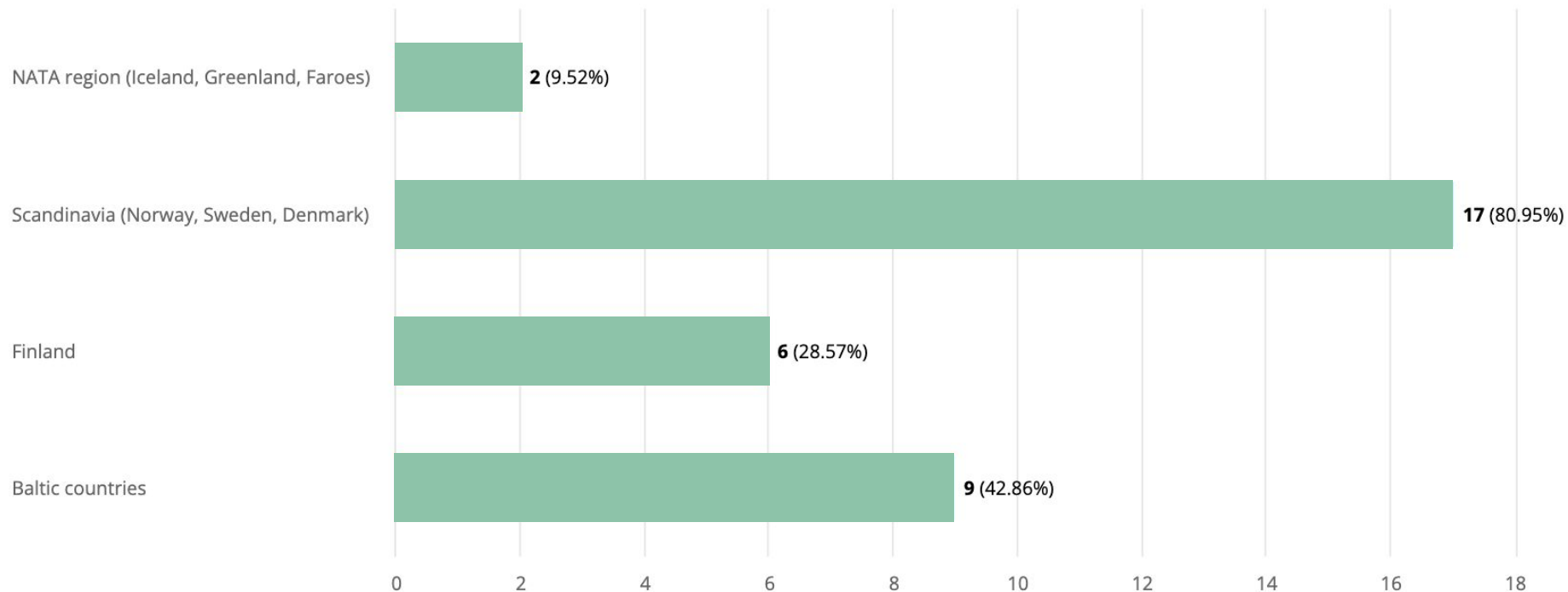


@balticnaturetourism

UK Operator survey

Which destinations are performing (selling) particularly well?

Number of responses: 21



Value for Money

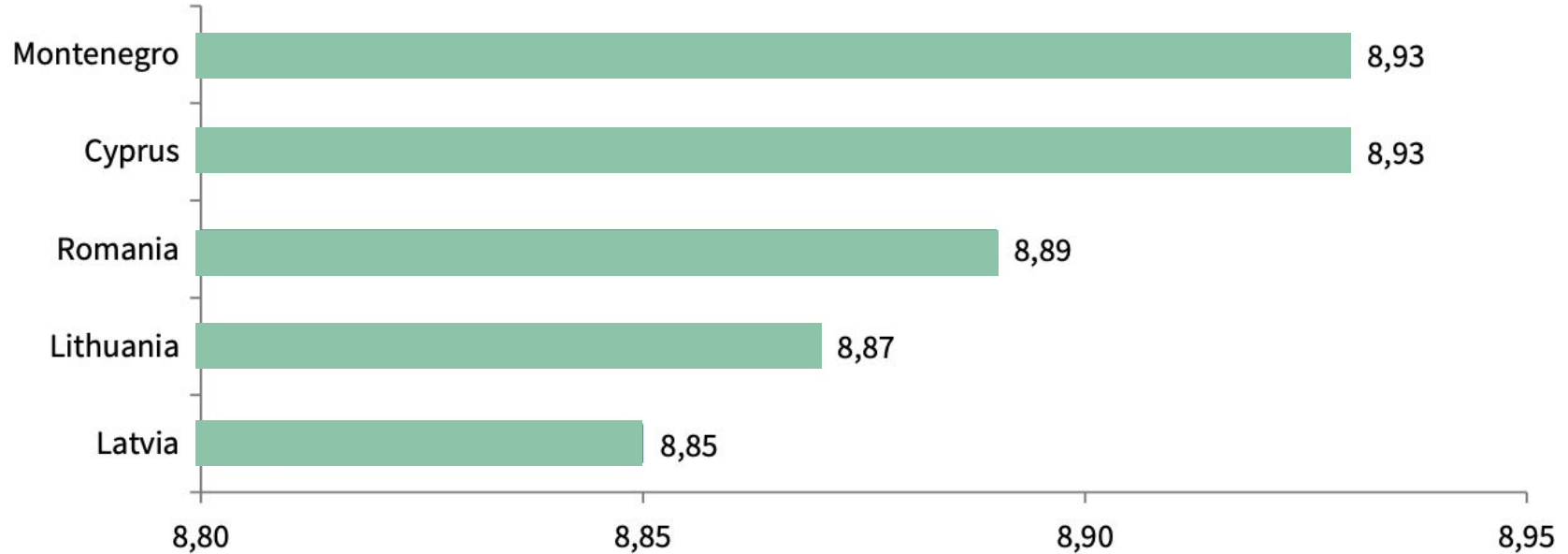
Cost is still key when booking a holiday
UK travellers are looking for value for money
Quality products and services at affordable prices



According to the ETC report in Q2 2024, Latvia is in the top 5 European countries for receiving most praise in terms of value for money in guests written reviews

Year to date - 2024

Destinations receiving the highest sentiment scores on the topic of value for money during April and May 2024



Source: MMGY TCI Research

Product Focus (what operators look for)

NATURE, CULTURE, CULINARY
(underpinned by sustainability)

Nature immersion experiences and activities

Natural wellness (including sauna)

Wildlife watching

Self drive and EV

Personalised programmes

Gastronomic and exclusive experiences



Adventure tourism

The United Kingdom is the largest adventure tourism market in Europe, according to the World Tourism Organization, with 19% of the world's adventure travel tourists. Adventure sports and water sports activities have increased by 75% in the last 10 years.

A recent Visit Britain survey concluded that 40% of British tourists prefer sports and active holidays.

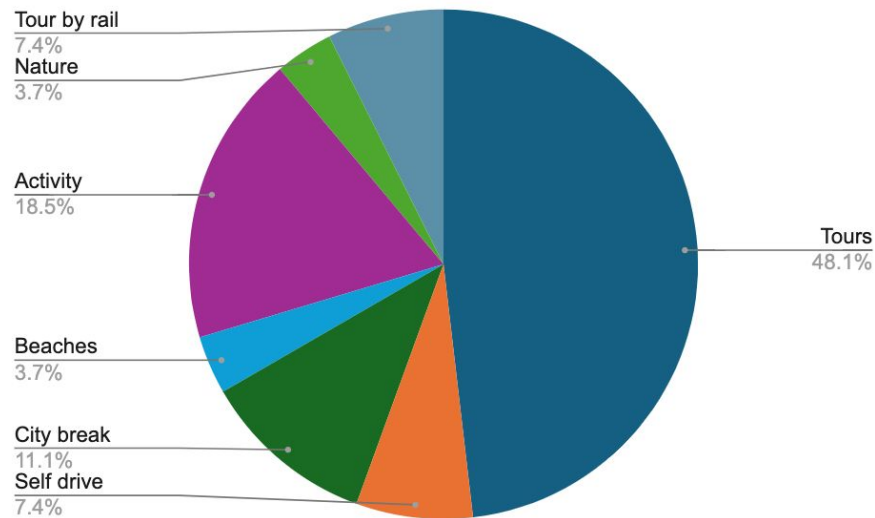
Interest in active and nature tourism is significantly growing among millennials as well as senior travelers.

When planning their trips, they are more often seeking to incorporate activities such as mountain biking and canoeing. In addition, the desire to try more adventurous activities.



Industry environment*

Holiday type



**based on the top 20 specialist tour operators to the Baltic region*



UK Market Assessment - summary

The UK market remains resilient

Holidays remain a priority for consumers

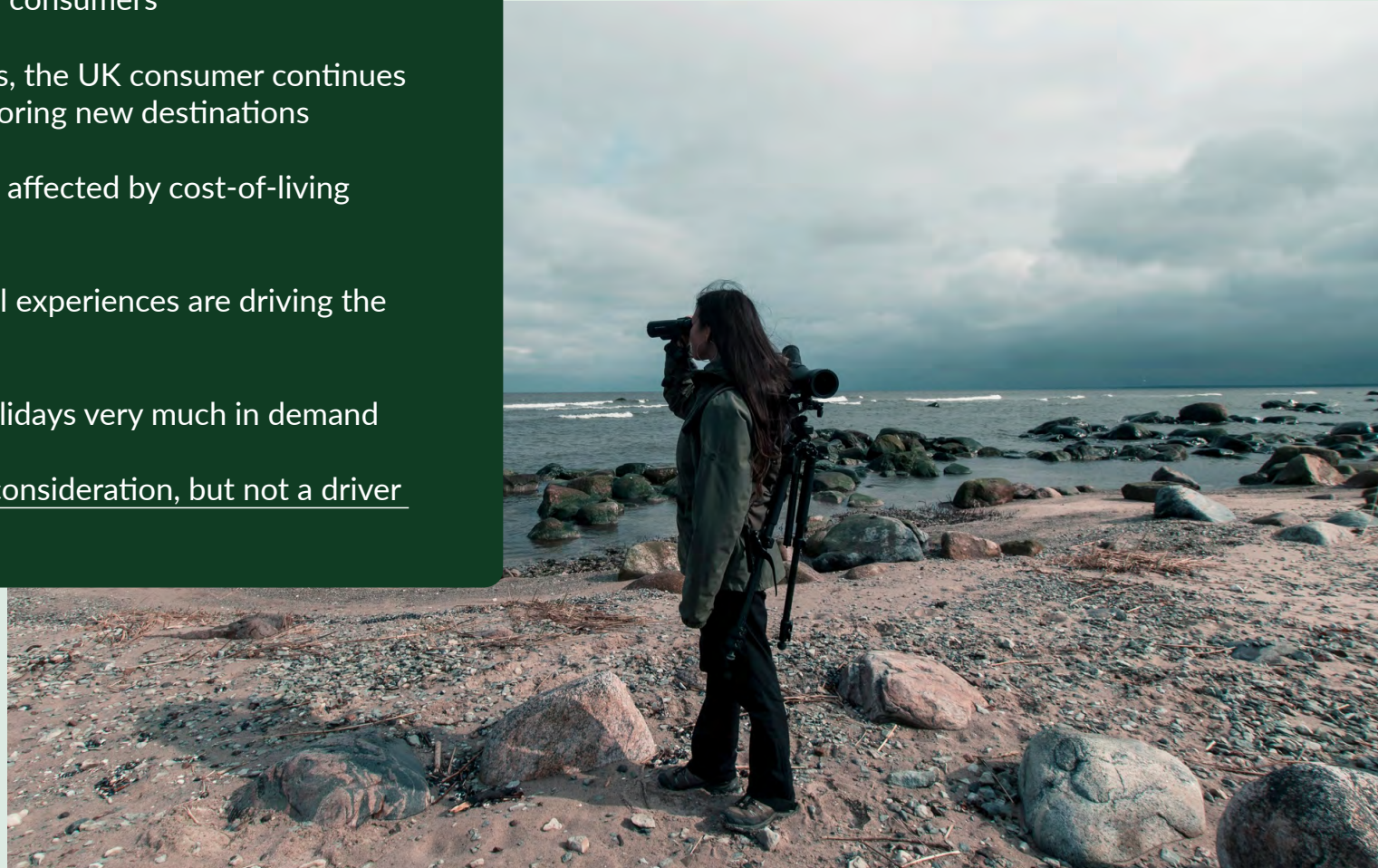
Despite economic constraints, the UK consumer continues to show keen interest in exploring new destinations

High income households less affected by cost-of-living increases

New experiences and cultural experiences are driving the UK Outbound market

Active and soft adventure holidays very much in demand

Sustainability is becoming a consideration, but not a driver of bookings





THANK YOU

*Asnate Ziemele,
Lauku Ceļotājs
2025*