

UNITED KINGDOM MARKET

B2B activities 2025

March 2025



Events 2025

10th April 2025 - Baltic Nature Tourism - B2B UK Market reception

- At the Latvian Embassy in London
- On the 10th April - Afternoon reception
- With a flavours and taste of Latvia
- UK tour operators, travel agencies and media partners
- Baltic Nature Tourism suppliers x 9 plus Air Baltic and British Airways
- Presentation of Latvian Baltic Nature suppliers with quiz
- Mingling and discussions between operators/agents and suppliers, prize giving!

Later in 2025 - Baltic Nature Tourism Roadshow

Reception - Breakfast, lunch or late afternoon drinks

- Destinations: Bristol, Birmingham or Manchester (2 out of the three)
- Suppliers to include Baltic Nature Tourism and overall project leaders - max 3 or 4
- 08-12 buyers from the region, interested in Nature tourism

Fam-trips from UK - 2025

Jan 28-31 - Fam-Trip 1

- Baltic Holidays
- Travelling Dreams
- Exodus Adventure Holidays
- Adventurous Ewe
- Travel Matters
- WWTDM
- Beaver and Grouse Ltd - Media

Later in 2025 - Fam Trip 2 - early October

- Including Bird Watching and wildlife but including interesting cultural activities
- Participants to include Travel Agents, Tour Ops, Media, and possibly Bird Watching experts

Other potential 3rd party activity - 2025

Competition with Equator Learning - 1st and 2nd Prize to join the Fam Trip in October - Travel Agents

- Agree a few questions (like the quiz) and we draw 2 of those agents with the correct answers - via Travel Weekly
- approx cost €2500

Travel Agent engagement - Via our partners at Jacobs Media (Travel Weekly)

- Agency competition (as above)
- Campaign to all travel agency members, solus emails
- Advertorial in travel trade papers
- approx cost €4500

Campaign with Expedia

- Display advertising on Expedia platform, engaging with huge UK travelling audience
- Produces immediate results and turnover
- approx cost €12000

3 month extension - Activities - 2026

Mid December- 31 March 2026- Ideas

- ❑ Dedicated Christmas Event/workshop in London for travel trade and media showcasing nature in winter
- ❑ 5 Countries Workshop in London - participation of Estonia Nature Tourism
- ❑ Nordic Marketplace 2026 - Workshop with UK and European buyers - February in Copenhagen

Thank you for your time



**BALTIC
NATURE
TOURISM**

*Latvia -
Estonia*



NORDIC TOURISM COLLECTIVE
LONDON | TALLINN