

Interreg



Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO

Estonian Nature Tourism Association ETNA Partner meeting 27.03.25

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project coordinator

2024 activities

Seminars and Events

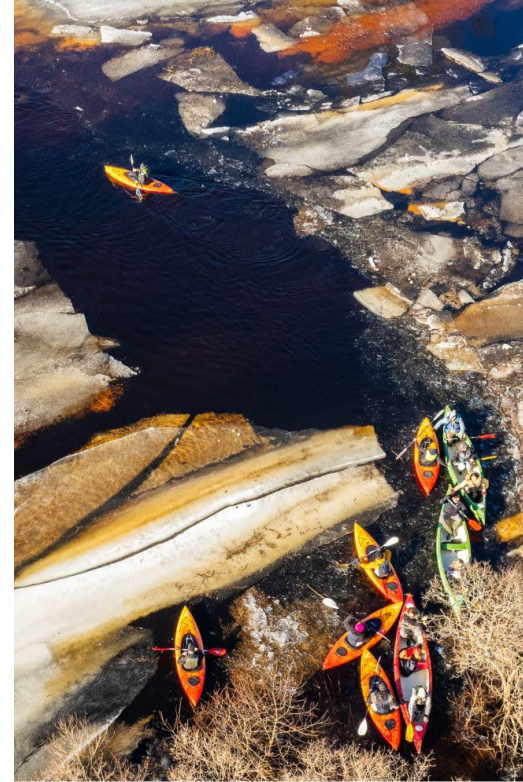
- 9 April – Nature Tourism Strategy Day
- 15 October – Autumn Seminar on Nature Tourism

Fairs and B2B Meetings

- 8 February – B2B meeting at Tourest Hosted Buyer Programme B2B Workshop 2024
- 13 February – B2B meeting at the "Five Countries Workshop" in London
- 5–7 March – ITB Fair in Germany in cooperation with VisitEstonia
- 12–14 July – Participation at Global BirdFair in Oakham, in cooperation with VisitEstonia
- 17 September – Travel Bulletin Road Show in Manchester
- 5–7 November 2024 – *Where Travel & Tourism Meet* | World Travel Market London

Newsletters and Social Media

- Seasonal updates sent directly to contacts via email
- Promotion of new services and products to VisitEstonia and DMOs



Project Achievements up today 2025

- **16–19 January** – Travel Fair in Finland
- **30 January** – B2B Tourest Hosted Buyers Meeting
- **28 February** – Strategy meeting with VisitEstonia on future topics (*see attached presentation*)
- **4–6 March** – ITB Berlin (the largest tourism trade fair)
 - Summary in progress, but links to ELTÜ's English profile were sent to **20 contacts** via the fair's online platform
 - On-site, information about ELTÜ members was shared with **83 B2B contacts**



Upcoming Events and Activities

- 28 March** – *Study Trip and Workshop in Latvia* (within the UK project)
Focus: Developing a cross-border Estonia–Latvia nature tourism package/tour.
- 1 April** – *Nature Tourism Spring Seminar – Inspiration Day* at Nelijärve
Tickets available via Fienta: *Loodusturismi inspiratsioonipäev 1. aprillil Nelijärvel*
- 14 May** – *Baltic Connecting B2B Event in Latvia*
ELTÜ will take part in B2B meetings with representatives from Japan, South Korea, UAE, Australia, USA, and Canada.
- 31 May** – *Aegviidu Hiking Festival*
Invitation to join Estonia’s “Hiking Capital” event. ELTÜ will host a shared tent, offering members the chance to present themselves.
Joint Panel Discussion: “*What is the role of a hiking guide?*” (tentative speakers: Mart Reimann, Jarek Jõepera, Mariell Jüssi, and others)
- 11–13 July** – *Global Birdfair 2025*
ELTÜ will host a welcome stand and present:
“*Weekend Escape into Estonia’s Wild – A Family Adventure Beyond Birdwatching*”
Exploring how the whole family can enjoy Estonia’s nature, even when one member is a passionate birder.
- 4–6 November** – *World Travel Market London (WTM)*
In cooperation with Toolbox and Reisiekspert.
- 10 November** – *B2B Workshop in Helsinki, Finland*



Further activities to be carried out under the project budget include:

- Website updates and improvements tailored to English-speaking visitors
- FAM trip for UK tour operators (2–5 September 2025)
- Advertisements and articles in relevant magazines and online portals
- Digital ads for web platforms and campaign visibility
- Technical improvements to the website to support international promotion





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