

Interreg



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## Central Baltic Programme

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# NAT-TOUR-EXPO

<b>Project:</b>	<b>Exporting Baltic Nature Tourism to UK</b>
<b>Project ID and acronym:</b>	CB0100030 – NAT-TOUR-EXPO
<b>Project Partners:</b>	Latvian Country Tourism Association "Lauku celotajs" (Lead Partner) NGO Estonian Rural Tourism Estonian Nature Tourism Association Latvian Nature Tourism Association

### PROJECT PARTNER MEETING AGENDA

27-28<sup>th</sup> of March 2025,  
Baltezers/Carnikava,  
Latvia

Registration:

<https://airtable.com/appMVwhk6wVorBgXB/shr2hsGktMNhsgJLR>

### Day 1

12:00 - 13:00	Lunch at Baltvilla
13:00-17:00	<b>PROJECT PARTNERS MEETING</b> (coffee break at 15:00) <ul style="list-style-type: none"><li>- <b>Opening, updates and news</b> Info from UK external experts - Paul Wagner and Andy Fairburn (14:00 PM) Former and upcoming sales events, newsletters statistics/indicators to be reached (SMEs trained and sales reached)</li></ul>

	Possible project prolongation
18:00	Dinner, closing of day 1 (together with SMEs)
	<p>Accommodation in Carnikava (<a href="#">Carnikavas piestātne</a> and <a href="#">GaujaUpe</a>)</p> <p><i>Note: Accommodation costs for SMEs from Latvia are to be covered by the participants themselves.</i></p> <ul style="list-style-type: none"> <li>- <b>Inflatable sauna in the evening</b></li> </ul> <p>An inflatable sauna offers a unique and flexible way to experience sauna in different locations. This mobile sauna can be set up in various outdoor settings, providing a different perspective on relaxation and wellness. The participants will be able to try it out!</p>

## Day 2

9:00	<p>Breakfast</p> <p><a href="#">Location</a></p>
10:00-13:00	<p>Around 7 km Seaside Pizza hike, fisherman boat experience, followed by pizza masterclass, hot drink or tea.</p> <p>Movement Spontaneous is an experience-focused NGO that organizes outdoor events in Latvia, along with expeditions abroad. One of their most popular events is the Pizza Hike, combining hiking with a social dining experience.</p> <p>After the hike the participants will be brought back by boat to the pizza baking masterclass.</p>
Around 13:00	Start of pizza masterclass
13:00-15:00	<ul style="list-style-type: none"> <li>- <b>Betriton camper-trike</b></li> </ul> <p>BeTriton is a fully electric amphibious camper-trike that combines cycling, boating, and camping in one vehicle, allowing travel across both land and water. With space for two people and basic sleeping and storage facilities, it offers a compact, sustainable option for short outdoor trips.</p> <p>SMEs may explore the possibility of integrating BeTriton rentals into their tourism packages. This could include options such as guided or self-guided tours, combining cycling and water travel, or multi-day itineraries with overnight stays. Discussions may also cover route planning, rental logistics, and potential customer demand.</p> <ul style="list-style-type: none"> <li>- <b>SUPs and Kayaks</b></li> </ul> <p>Boards You offers one of the largest SUP rental points in Latvia, also offering kayak and boat rental, as well as guided nature tours in Latvia.</p> <p>You will be able to try different water activities in Gauja river as well as visit</p>

	the rental place.
15:00-18:00	<p>Workshop (with coffee break) B2B for SMEs - <b>Cross-Border Nature Tourism Collaboration</b></p> <p>The workshop is aimed to bring together Latvian and Estonian SMEs offering various outdoor and nature-based activities to develop new tourism packages. Participants will introduce their businesses, exchange ideas on unique experiences, and discuss challenges in creating package tours. Key topics include identifying market interests, clarifying roles in sales and marketing, and exploring collaboration opportunities to strengthen cross-border tourism.</p> <p><a href="#">Location</a></p>
18:00	Closing of the day 2.