

Activities in the project

Estonian Rural Tourism Organisation

- Hiker Friendly sign (4 new applications):
 - Värskä Kuurortravikeskus – <https://spavarska.ee/>, Võru County
 - Piilsi Külade Selts - <https://piilsi.ee/>, Ida-Viru County
 - von Rosen SPA hotell, <https://vonrosen.ee>, Ida-Viru County
 - Freiberg Haus, <https://freiberghaus.ee/>, Põlva County

Currently, 49 companies hold the label.

- Social media posts (on the Coastal and Forest Hiking Trail accounts).
- Printed maps: at the Estonian–Latvian border, Tallinn Tourist Information Centre, and for hiking tour guides
- Support for Estonian partners with advice and practical assistance

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Regional seminar for Entrepreneurs

(incl a guided sensory hike through the forest focusing on the sounds, smells, and textures of nature, demonstrating how nature experiences can be adapted for different target groups and Accessibility Training)

18 November 2025, Valga County

- Hike was led by Tuuli Merimaa, Nature and Outdoor Guide
- Training was led by Jakob Rosin, Accessibility Consultant, Ligipääsuke OÜ



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15 December 2025, Tallinn

Participation in the seminar of the project

“Social Innovations and Digital Education for Community-based Tourism Promotion,”
where the *“Guide’s Handbook – Principles and Recommendations”* was introduced.

Presenter: Marika Kose

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Training Day for Guides

10.02.2026, Pärnu, Pärnu County

Presentation of the handbook "*Guide's Handbook – Principles and Recommendations*" and the supporting video materials.

Presenter:

Liina Käär, co-author of the handbook, guide and lecturer



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13 February 2026, Tallinn

Presentation on various tourism topics, **including hiking trails**,
at a **B2B event for tour operators** (39 participants).



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COMING UP:

- Training videos for social target groups with the involvement of guides
 - School youth
 - Seniors
- Regional seminars introducing accessibility solutions:
 - May/June in Pärnumaa (together with Häädemeeste Municipality)
- FAM together with Peipsimaa (tbc)
- Promotional items

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