

NAT-TOUR-EXPO

**Project partner meeting
11th of March, 2024
Hotel L'Ermitage, Tallinn, Estonia**

The next project partner meeting is scheduled to take place on 4th of September, 2024. in Latvia.



First part of the project partner meeting – internal meeting of project partnership:

- Introduction of agenda and participants
- Greetings from Steering committee members (LV and EE), info on planned activities in UK market.
- Progress and news from project, statistics for 2023. *Asnate Ziemele (LC)*
- Web portal intro and updates <https://balticnaturetourism.com>. *Anna Saļņikova (LC) and Elin Priks (ERTO)*
- Video schedule plan confirmation for spring/summer reels. *Anna Salnikova (LC)*
- Study tour in Finland. *Anneli Kana (ERTO)*
- Overview on registration of nature tourism SMEs and their offered products, progress of product examples. *LNTA, ENTA*

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- Training events for SMEs in EE and LV. *LNTA, ENTA, LC, ERTO*

The secretariat informs that SMEs from Latgale region can be worked with within the project, in connection to the changes of the RUS program.

Activity 1.2, Training support to SMES for product development and improvement

Estonian partners have translated the guidelines into Estonian, the latest corrections will have to be corrected in the pdf document.

10 training events (5 in EST, 5 in LAT) which include a seminar and a practical outdoor part guided by nature tourism professionals.

If a training events is a one-day event instead of a two-day event as planned in the application form, then it can be placed under small deviations and such a change does not need to be coordinated.

ERTO PP2 will do a training event on 9th of April, not sure if 1 or 2 day event.

Activity 1.4, Nature tourism product development

The BNT filming schedule -

https://docs.google.com/spreadsheets/d/18wXqaS_EPHK7w6n5Lk4XIFbb-kpdJxQ8CO4YCF_2pcA/edit?usp=sharing

Spring 2024 filming activities are next in line. Anna from LDTA PP4 is the person responsible for the organization.

Activity 1.6, Estonian-Latvian nature tourism product promo materials

Summer season newsletter should be prepared and sent out in April.

The project steering group should be added to newsletter recipient list.

Activity 1.7, National dissemination events

National dissemination event organized by LP1 LC took place on 13.02.2024., in Liepāja, Latvia.

ERTO PP2 organized a national event on 29th of November, 2023.

ENTA PP3 should plan their national event.

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Activity 2.2, FAM trips for UK tour operators, travel companies and media

On October 5-6, 2023, LP1 LC organized a FAM trip for UK tour operators, travel companies and media.

The plan is that another FAM trip could be organized in spring or autumn 2024.

Activity 2.4, Estonian-Latvian nature tourism product presentation to nature organisations in the UK

Raili ERTO organized an event, where 119 tourism service providers participated.

The business breakfast on 23rd of November had 40 participants.

Activity 2.8, Review of other sales and marketing platforms

Questions about tripadvisor platform have been received from SMEs involved in the project. More in-depth research should be done.

Second part of the project partner meeting – Hybrid info session

Youtube link (unlisted – only available with link) –
<https://youtu.be/gjNIjP-1Tog?si=dEuO7wmEs78lsfg>

- Project news for SMEs, Web portal <http://balticnaturetourism.com> improvements
Asnate Ziemele, Anna Saņņikova (LC)
- UK Market introduction event with UK market experts to channel hands-on info to SMEs. Overview of marketing activities 2023 and plans for sales and marketing events to take part in 2024.
UK market experts Paul Wagner and Andrew Fairburn

Made by Toms Ziemelis.