

Exporting Baltic Nature Tourism to UK (NAT-TOUR-EXPO)

2nd meeting 10th May 2023, Prangli Estonia

Interreg



Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO

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Project next tasks

- Sales and marketing events for UK market for 2023
- LV/EE SMEs products on <https://balticnaturetourism.com> platform – state of art - Anna
- Product types defined
https://docs.google.com/document/d/1Vegate9ha5KRwRGsBeOHg6_MIOtK1te1L8-B5ThRG9g/edit
- Product definition process = Antra
<https://www.youtube.com/watch?v=RBtiQt9F1pg>
- Visual identity
- Communication strategy and criteria
https://docs.google.com/document/d/17Q15lqT2lgtSDjwXPzrq5AZf_VF9gg43K/edit
- Next date for on-line meeting for partners in June
- Next date for partner meeting in LV + SMEs
- Study tour to Finland – Spring 2024
- Partner web page sections for project info
<https://www.celotajs.lv/en/project/36>
- FB <https://www.facebook.com/balticnaturetourism> and other SN accounts

Documents

- Guide for Project Implementation has now been published and can be found from our website at <https://centralbaltic.eu/for-projects/documents/>
- New logos! https://centralbaltic.eu/for-projects/project_logos

Project activities

Activity 1.1

Matching the nature and tourist service potential with the UK market needs

Destination descriptions will be produced, with input from nature experts, to present Estonia and Latvia as an excellent joint nature tourism destination. It will cover nature values, unique selling points, rules and regulations concerning nature and outdoor activities, practical information for travellers, etc. The destination description will be adapted for use in the Estonian-Latvian nature tourism web platform (result of Activity 1.8), social networks, product brochure, and other marketing means. **Deadline: 30.03.23**

Activity 1.2

Training support to SMES for product development and improvement

- **On-line market introduction** event once a year with **UK market experts** to channel hands-on info to SMEs. 1st project year: general overview and recommendations. 2nd and 3rd year: including feedback on the product and marketing activities.
- **On-site visits to SMEs** to inspect their nature tourism products and services . The challenges found and the most common mistakes will be summarized for training needs, updated as necessary.
- **Product development guidelines for SMEs** with a checklist for self-assessment will be produced. The contents will cover the required preconditions for nature tourism development, specific requirements by product categories, service aspects, customer profiles, etc.
- **10 training events (5 in EST, 5 in LAT)** which include a seminar and a practical outdoor part guided by nature tourism professionals.
- Key product providers will participate in the **experience exchange** part of the project meetings visiting nature tourism products on site (LV to EE and vice versa).

Deliverables

Add deliverables to your activity - see programme rules

Running number	Deliverable title	Description	Delivery period
D.1.2.1	Deliverable title 3 UK market introduction events online.	Description enabling them to tailor the products up to the UK market needs. Event programmes, on-line presentations, list of participants. 215/ 300 characters	Delivery period Period 5, month 25 - 30
D.1.2.2	Deliverable title A summary of challenges and mistakes found in on-site visits and customer feedback.	Description A presentation file with photo illustrations and explanations, highlighting the most common mistakes and challenges, suggesting improvements. Latvian, Estonian languages. Updates regularly.	Delivery period Period 5, month 25 - 30
D.1.2.3	Deliverable title Nature tourism product guidelines.	Description The guidelines will be produced in Latvian, Estonian and English languages, designed, and available on-line and printable.	Delivery period Period 3, month 13 - 18
D.1.2.4	Deliverable title 10 Training events	Description 10 (5+5) 2-days event programs, participant lists (ca 25 participants per training event estimated), presentations.	Delivery period Period 6, month 31 - 36

Activity 1.3

Best practice study trip for SMES - nature tourism product providers

The project team will organize a **study trip for Estonian and Latvian nature tourism product providers (ca 10 SMEs per country) and partner representatives (ca 5 partners per country) to Finland and/or Sweden** where nature tourism products are far more advanced.

The aim is to approximate the product levels for possible cooperation as a single nature tourism destination in future. The programme will include visits to successful nature tourism product providers. They will be asked to share their experiences in developing and running nature tourism products. The study visit is aimed to inspire Estonian and Latvian SMEs to adapt the best practices in their products. Learning from best experience, they will avoid mistakes and save time in building excellent quality nature tourism products. The study trip will be guided by nature tourism professionals to draw attention to important product issues while visiting, and to initiate discussions and opinion exchange among group members.

Running number	Deliverable title	Description	Delivery period
D.1.3.1	Deliverable title Best practice study trip	Description Study trip program, participant list (ca 30 pers. group).	Delivery period Period 3, month 13 - 18

Activity 1.4

Nature tourism product development

SMEs will design their products and services according to the product outline. The project team is responsible for fine-tuning the descriptions.

Product variety may include **programs/packages/tours/nature experiences/single tourism services** etc. Product descriptions will be created in national languages and translated in English. High quality photo and short video material will be obtained for marketing purposes featuring nature image and product experiences (10-15 reels vertical 15-30` for representation of the product in social networks and on the specialized web platform). All nature tourism products developed under this activity will be included in the **product web platform for marketing and sales**.

The product development process will be continuously open to ensure equal opportunities for all interested - new participants can join and receive knowledge support (product development guideline with the checklist, product description template, on-line training event materials).

Running number	Deliverable title	Description	Delivery period
D.1.4.1	Deliverable title Nature tourism products	Description Nature tourism product descriptions in English, and visuals (10-15 reels vertical 15-30` and photos). The first set of products will be ready by the end of the 2nd project period to start marketing activities. Improvements and further product development will continue by the end of	Delivery period Period 5, month 25 - 30

Activity 1.6

Estonian-Latvian nature tourism product promo materials

- A **product brochure** will be produced as a handy demo material for use at business meetings, sales calls, travel markets, public events, etc. It will contain representative examples of all product categories (birding, mushrooming, outdoor activities, etc.), and will promote the specialised web platform. The product brochure will be updated yearly according to market feedback and product improvements.
- Professional quality **promo video** for online use and at promotional events will be produced featuring nature values and product experiences.
- Product **promo materials** for distribution will be produced in partner consultation with the UK market experts. Examples: **posters, postcards, small souvenir gifts, lunch boxes, cleaning wipes for cameras**, etc. Promo materials will be used in travel trade events, sales calls, and as small prizes for, e.g., filling in product questionnaires, giving feedback on product experiences and similar.

Promo materials will support project communication activities.

Running number	Deliverable title	Description	Delivery period
D.1.6.1	Deliverable title Product brochure	Description 3 annual editions. On-line and print versions in English. Ca 6000 copies a year.	Delivery period Period 5, month 25 - 30
D.1.6.2	Deliverable title Promo video	Description Promo video clip ca 3-5 min.	Delivery period Period 4, month 19 - 24
D.1.6.3	Deliverable title Set of promo materials	Description Print materials and small business gifts carrying nature tourism product visual identity for distribution in the sales and marketing events/channels. Will be supplemented according to the project needs.	Delivery period Period 4, month 19 - 24

Activity 1.7

National dissemination events

Project partners will disseminate the project information to their members in their **yearly national dissemination events**.

Target audience: nature tourism product providers, nature guides, active tourism companies, small tourism businesses, food and accommodation service providers, tourism organisations, and other potential providers of nature tourism products and accompanying services. The aim is to address SMEs, giving them an opportunity to join the Estonian-Latvian nature tourism product, and to generate new initiatives and cooperation for development of nature based tourism products.

The national dissemination events will also reach bodies that influence development of nature tourism, such as nature protection organisations, agricultural organisations, municipalities, NGOs, state agencies and others involved in management of nature resources. The aim is to support the existing dialogue between tourism and other sectors in Estonia and Latvia to support nature tourism development.

Running number	Deliverable title	Description	Delivery period
D.1.7.1	<small>Deliverable title</small> 12 national dissemination events	<small>Description</small> Event programmes, project presentations, participant lists (ca 20 (NAT partners) - 80 (tourism partners)participants per country per event).	<small>Delivery period</small> Period 6, month 31 - 36

Activity 1.8

Nature tourism web platform

The **specialised web platform** will serve as a key channel to expose the product online and achieve sales in the UK market. It will offer flexibility to test the product on the market and make improvements. The platform will connect product and service providers with clients (individual travellers and travel companies) and will have the following functionality:

- database of nature tourism product and service providers for designing tailored packages and tours;
- registers client requests and provides information to product providers;
- verifies that requests are processed by product providers and/or operators;
- optional additional services to product providers (invoice generation, correspondence, booking requests, etc.);
- product provider interface to configure platform functions;
- feedback of the processed requests to supply statistics on bookings and sales by SMEs.

The platform will be synchronised with external web sites, ensuring automatically updated product information.

Running number	Deliverable title	Description	Delivery period
D.1.8.1	Specialised nature tourism web platform.	Web platform structure and functionality will be defined in the 1st project period. Base platform running live in the 2nd period. Full platform functionality implemented and continuously improved by the end of the 5th period and finalized for sustainability in the 6th period.	Period 6, month 31 - 36

Examples of Nature tourism web platforms

Nordic Travel (AU) - <https://nordictravel.com.au/tours/baltics-poland/travel-to-baltics-poland>

The Natural Travel Company (UK) - <https://www.thenaturaltravelcollection.com/#who>

Baltic Nature Travel (LV) - <https://www.balticnaturetravel.com/adventure-tours/winter-tours/>

Veltra (JP) - <https://www.veltra.com/en/>

Nature Tour Estonia (EE) - <https://naturetoursestonia.com> ; <https://natourest.ee/>

BBC Wildlife (UK) - <https://www.discoverwildlife.com/>

Outdooractive - <https://www.outdooractive.com/en/>

UK companies:

Tour operators -

<https://www.ramblersholidays.co.uk>

www.explore.co.uk

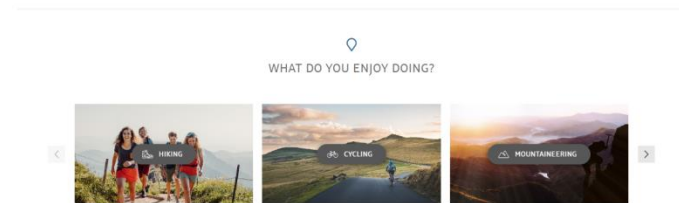
Bird watching -

<http://www.birdwatchingtrips.co.uk/bird-blog>

<https://www.birdwatching.co.uk/><https://www.naturalist.co.uk>



Where do you want to go?





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