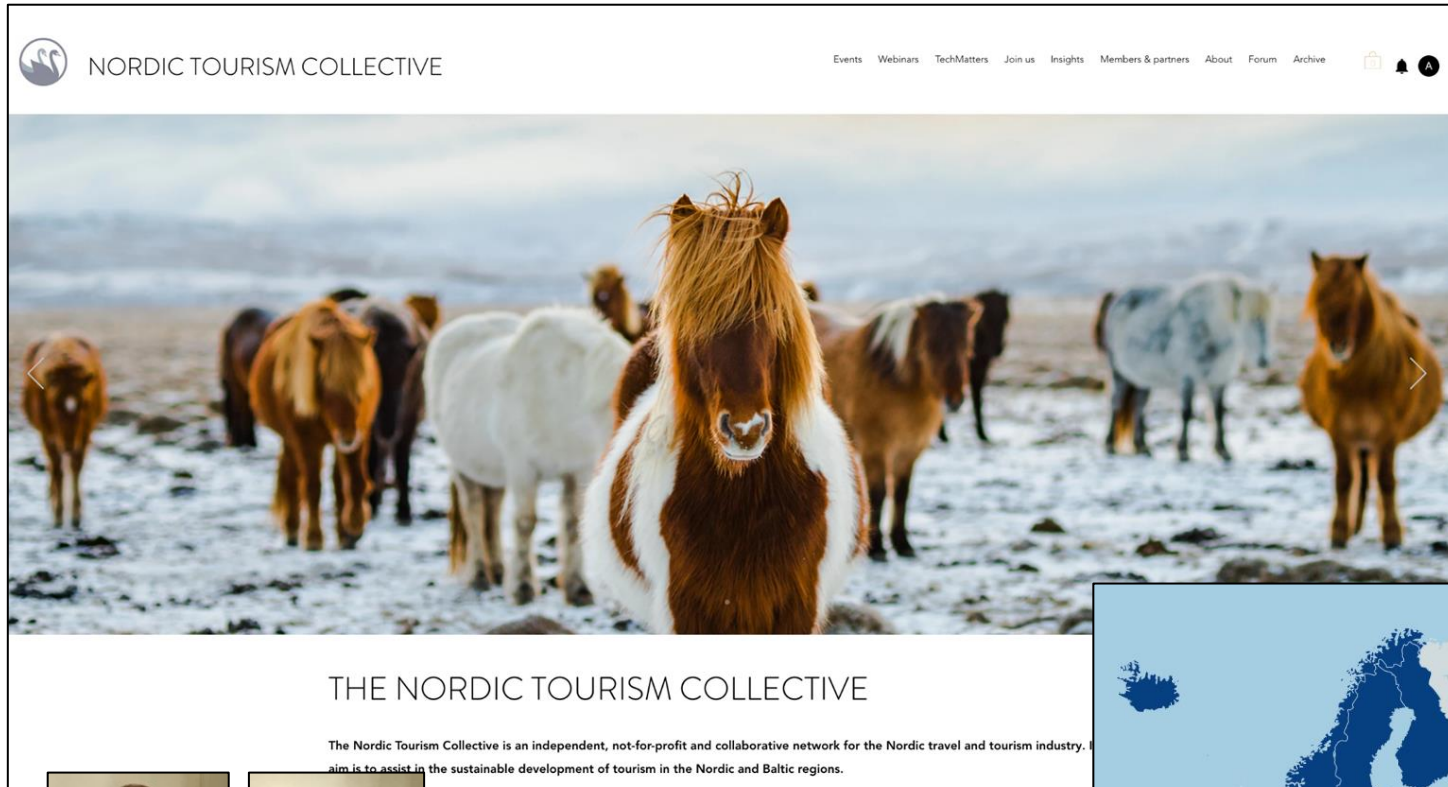


# UNITED KINGDOM MARKET B2B activities 2023 and 2024



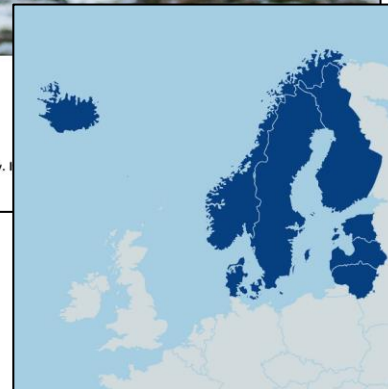
# NORDIC TOURISM COLLECTIVE



Andy  
Fairburn



Paul  
Wagner



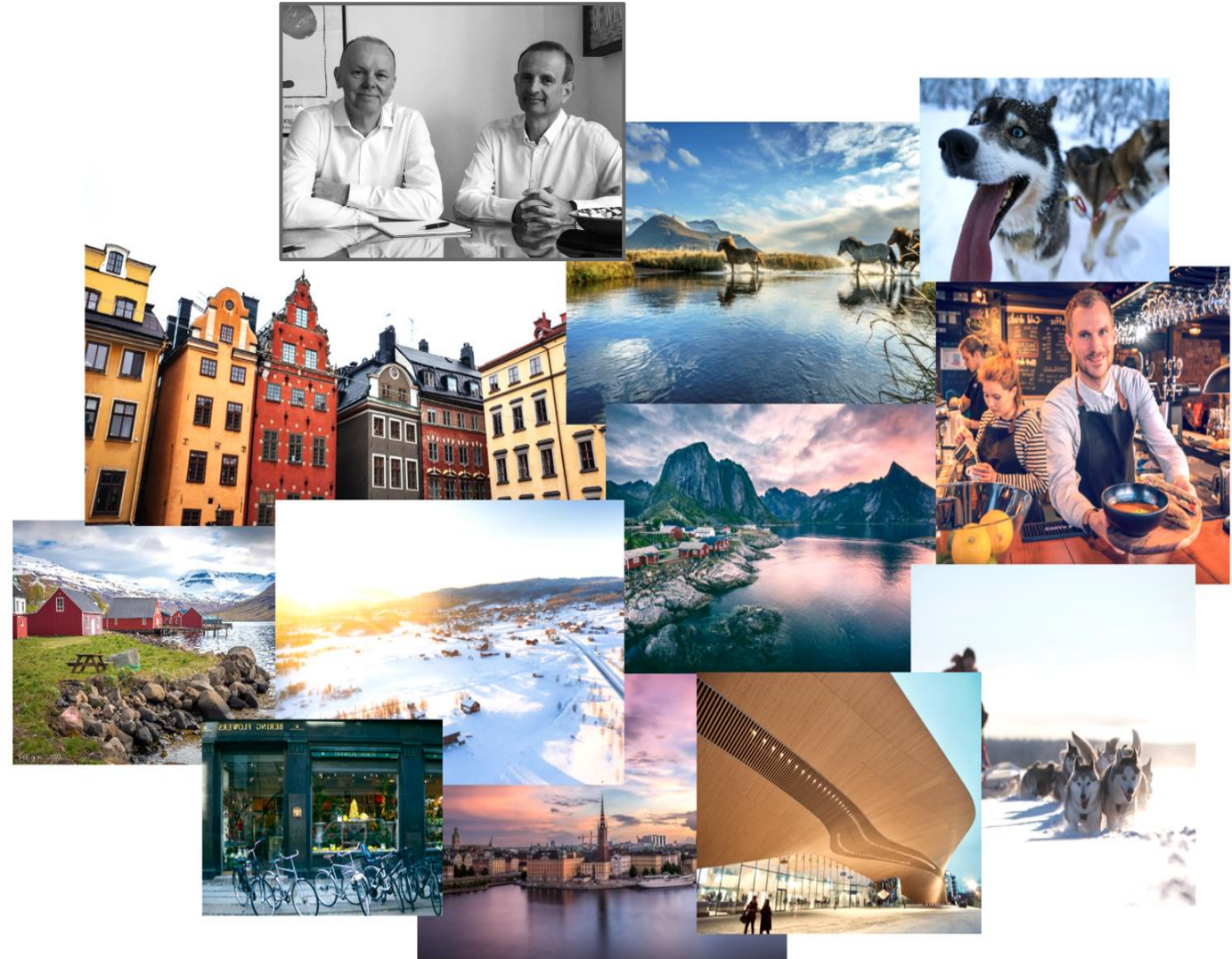
- In cooperation with the National Tourist Offices, destinations DMOs, hotels, DMC 's and transportation companies
- Encourage collaboration opportunities for members in the Baltic and Nordic region
- Promote the sustainable development of the Baltic and Nordic region
- Specialise in representation services for the Nordic and Baltic region in the UK Market
- Providing networking, communication and business opportunities.



# About us - UK Market Experts

- Many years of experience developing sustainable tourism in the Nordic and Baltic region
- Champions of promoting nature tourism and sustainability in the region
- Long working history and engagement on the UK B2B market. Well connected with UK industry, tour operators, agencies and other associations
- Andy - Marketing and communications
- Paul - Procurement/Product development
- Passionate about the region, the people and the cultures in the Baltics

Close collaboration with Visit Estonia and LIAA



# Agenda

NORDIC TOURISM COLLECTIVE - Who?

Baltic Nature Tourism activity 2023

- Newsletters & Trade communications
- Fam trips
- Webinar
- UK receptions
- Nordic Workshops

UK Market Update

- Trends and observations

Baltic Nature Tourism Activity 2024


- Marketing
- UK reception
- Events
- Other activities





# Activity 2023 - Newsletters & trade communication

**BALTIC NATURE TOURISM**  
NORDIC TOURISM COLLECTIVE



Dear

Welcome to the first of our updates from Baltic Nature Tourism. For the next couple of months we will bring you regular and fascinating insights that showcase the finest nature and outdoor tours and activities from Latvia and Estonia and tailor-made for the UK market. The Baltic countries are ideal nature tourism destinations as it's all so readily accessible with well and unspoiled nature less than an hour's drive from the capital cities of Tallinn or Riga.

**Nature experiences and adventures**

Baltic Nature Tourism is a consortium of over 120 individual nature and outdoor specialists across Latvia and Estonia. These are grouped by topic: Active Tourism, Wildlife Watching, Food & Foraging, Soul Tours, Photography, Extreme Sports and other nature experiences such as Geo Tourism and Astronomical Tours. There is a range of options, from a few hours of guided or independent nature experiences to multi-day packages that include all services with a diverse range from 1/2 hr of nature and a comfortable stay to thrilling extreme outdoor adventures. All nature experiences can be easily combined with visits to the Latvian capital, Riga, or the Estonian capital, Tallinn.

**Nature highlights**

Our forests provide home to deer, elk, moose, badgers, and a variety of other wildlife, including wolves and bears. Forests also offer us berries, mushrooms, and Christmas trees.

The coastline is predominantly covered with the white sand providing countless stretches for hikers and birdwatchers to enjoy.

**Biggs, swamps, and meadows** present captivating landscapes and a vibrant array of colours. They can be explored safely using wooden trails and bog shoes.

There are also excellent opportunities for canoeing and boating, featuring mostly calm waters, occasional rapids.

**Islands** are Estonia's specialty - numerous, small, and diverse.


**Four seasons** bring distinct experiences: nature awakens in spring, summer blooms with warmth, autumn displays vibrant colours, and winter blankets everything in cold and white.

**Sea Kayaking**

See Kayaking and wild camping expeditions and tours with British Canoeing certified leaders on the stunning archipelago of Estonia. Two days of kayaking and wild camping in the bird and seal paradise of western Estonian archipelago. Fully guided with transfers.

Meret Juss, +372 56626115  
info@balticnaturetourism.com

See Kayaking Estonia




**Seal watching tour**

Join a seal-watching tour near the Matsalu islands, a natural retreat for seals. To encourage the seals to come out and meet us we use a cheer line. Classic music. On our trip we will talk about the smaller Estonian islands and about the seals' everyday life. It is possible to embark on a day trip or a tour that includes an overnight stay on the island as well.

Anneli Prangli, +372 53413108  
anneli@balticnaturetourism.com

Seal Watching Tips



**Interreg** Co-funded by the European Union


**Central Baltic Programme**

**NAT-TOUR-EXPO**

You have received this email because you have subscribed to the former. Register to receive updates on a member of the CTP or also subscribe to the CTP website or our other newsletters. Register now to receive information. For more information, please click [here](#) or [here](#).

June 2023

**BALTIC NATURE TOURISM**  
NORDIC TOURISM COLLECTIVE



Dear

Welcome to our regular updates from Baltic Nature Tourism bringing you fascinating insights that showcase the finest nature and outdoor tours and activities in Latvia and Estonia for the UK market.

Baltic Nature Tourism is a consortium of individual nature and outdoor specialists across Latvia and Estonia with tours that range from a few hours of guided or independent nature experiences to multi-day packages that include all services with a diverse range from 1/2 hr of nature and a comfortable stay to thrilling extreme outdoor adventures. All nature experiences can be easily combined with visits to the Latvian capital, Riga, or the Estonian capital, Tallinn.

**Wildlife Watching** - bird migration, Europe's largest reindeer and brown bear and botanical tours.

**Active Tourism** - hiking, water based, cycling, bog shooting, horseback, and water activities.

**Soul Tours** - nature retreats with yoga and meditation, nature wellness with forest bathing and nature SPA and nature guided ecotour holidays.

**Food and Foraging** - mushroom hunting, berry picking, herb gathering, and seed foods using the restaurant menu.

**Nature Educational** - astronomy, geo nature and other processes in nature.

**Nature explore** - wildlife photography, videography, painting and drawing.

**Nature extreme** - hot air ballooning, bungee jumping, expeditions, sampling, kayaking, mountaineering, and nature survival skills improvement.

**Baltic Nature Tourism webinar 19th Oct**

Join us for a lively and insightful webinar on **Nature Tourism**, one of tourism's fastest growing sectors. The session will take place on **Thursday 19th October at 09:00 BST / 16:00 CEST / 11:00 EDT.**

Our nature tourism experts from across the Baltic and Nordic region will discuss the emergence and development of nature based holidays and how experiential travel is now such an important and often overlooked sector for customers today. We will be able to see and hear of the latest products to emerge in the sector and expected developments in the future, all part of the journey towards sustainable travel.

**Presented by:**

- Anneli Zemele, President, Baltic Nature Tourism, Latvia & Estonia
- Matti Bakk, President, Latvian Nature Tourism Association
- Sylvia Adams, Founder, Amazing Nature Scandinavia, Sweden
- Arminas Bakas, Owner, Fotoglims Glasier, team

This webinar will be moderated by Andrew Fairburn and Paul Wagner, Directors of the Nordic Tourism Collective.

**09THOCTOBER19**  
Brown Bear Watching from a Hide ([balticnaturetourism.com](http://balticnaturetourism.com))

**Mushroom and fungi foraging**


Fungi tours and mushroom hunting tours are available from mid-August to early September. There are at least 4000 fungi varieties in the forests, with the most popular edible mushrooms being various Boletus and Chanterelles. Over 100 fungi varieties can be spotted on a guided tour with knowledgeable mycologists.

**Tour Example - Mushroom Foraging Tour**

A guided mushroom foraging tour in the forests and bog islands of Peipusjärvi Nature Reserve, experience a scenic landscape free from artificial noises and other people. At the end of the hike, we'll build a campfire and serve dishes made from local food, including mushrooms.

**NATURE TOURS ESTONIA**  
Kristina Traks, +372 5188860  
info@naturetours.com

**Mushrooms Foraging Tour** ([balticnaturetourism.com](http://balticnaturetourism.com))



**Italy Sky**


**PIZA**  
Taty Frasser, +371 2636303  
info@piza.lv  
True Wilderness Experience ([balticnaturetourism.com](http://balticnaturetourism.com))

**Nature extreme**

From late August to early October, there is still time to say goodbye to summer and if your adrenaline levels are high, try some heights, depths, speed, water-related activities, or nature survival experiences. Guided by professional instructors, you can discover the beauty of nature from an unusual and adventurous perspective.

**Tour Example - a Zipline Ride over the Gauja River Valley**

This is a world's first and currently the only attraction of its kind, where the zipline ride takes place on a cable car track 95 meters above the river Gauja, reaching 'rapid' level, which developed the zip in extreme sports and ended in high



Sept 2023

**BALTIC NATURE TOURISM**  
NORDIC TOURISM COLLECTIVE



Dear

Welcome to the third edition of Baltic Nature Tourism's updates, where we are excited to present to you the finest nature and outdoor activities in Latvia and Estonia. Baltic Nature Tourism is a collaborative consortium comprising over 120 individual nature and outdoor specialists across Latvia and Estonia.

A selection of nature and outdoor activities is shown below or download the complete newsletter!

**ACTIVE TOURISM**

The world's famous travel guide publisher Lonely Planet has included the Baltic, both in its latest guidebooks, **Best of Europe 2024** and **Best of the Baltic 2024**. The Baltic region and the extensive opportunities for hiking and outdoor activities in an exciting destination for those who want to explore the continent's natural beauty. As you may have heard, the Baltic region has long been a hiking hot spot. The Forest Trail (1-220km) and The Coastal Trail (1-120km).

You will find all the help (GPS, maps, guides etc.) to plan the hiking holidays on our new [hiking.balticnaturetourism.com](http://hiking.balticnaturetourism.com)

**Hiking**

Hiking has become increasingly popular, offering a perfect way to explore the abundance of nature. With a variety of trail sections from The Coastal Trail to The Forest Trail, there's something for every adventure. Along these trails, you can enjoy in their scenic quiet houses or take a break and recharge in a cozy cafe. This is an ideal opportunity to explore scenic landscapes and enjoy the peace and tranquillity of the natural world.

**Best in Travel 2024**  
BALTIC TRAILS OF EUROPE  
LITHUANIA

**NATURE RETREAT**

**Nature retreat**

The sauna, or 'grilla', is a beloved tradition enjoyed year-round, but it becomes particularly special in winter when the warmth of the sauna offers a peaceful escape. Followed by a gentle dip in icy water for full experience. This blend of hot and cold in the winter season provides a special way to find relaxation and refreshment, making it a memorable part of experiencing the local culture.

**Tour Example -**

**Sauna Retreat in Ziedonis**

At Ziedonis, you have a variety of traditional sauna experiences with comfortable accommodation, making it possible to extend your experience in nature and tradition, all within a setting that promotes relaxation and a deep sense of well-being.



Thank you for reading. If you would like any further information, please get in touch. Our next update will be with you in October. The team from

**NORDIC TOURISM COLLECTIVE and BALTIC NATURE TOURISM**

This activity is supported as part of an Interreg Central Baltic Programme 2021-2027 project, co-funded by the European Union.

**Interreg** Co-funded by the European Union

**Central Baltic Programme**

Dec 2023

**Delivery statistics**  
This email was sent to 93 contacts. Check how they interact with it. [How to read this data](#)

<b>91</b> Delivered Delivery rate: 93%	<b>50</b> Opened Open rate: 55%	<b>10</b> Clicked Click rate: 11%
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BOUNCED: 2 ⓘ SPAM COMPLAINTS: 0 ⓘ

**Delivery statistics**  
This email was sent to 129 contacts. Check how they interact with it. [How to read this data](#)

<b>121</b> Delivered Delivery rate: 94%	<b>67</b> Opened Open rate: 55%	<b>12</b> Clicked Click rate: 10%
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BOUNCED: 8 ⓘ SPAM COMPLAINTS: 0 ⓘ

**Delivery statistics**  
This email was sent to 230 contacts. Check how they interact with it. [How to read this data](#)


<b>220</b> Delivered Delivery rate: 96%	<b>120</b> Opened Open rate: 55%	<b>21</b> Clicked Click rate: 10%
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BOUNCED: 10 ⓘ SPAM COMPLAINTS: 0 ⓘ

**Unique clicks by device**  
Check what devices recipients are using to click the links in this email.

<b>71%</b>	<b>25%</b>
DESKTOP	OTHER

# Activity 2023 - Fam trip Oct 2023



**Baltic Nature Tourism**  
NAT-TOUR-EXPO  
[balticnaturetourism.com](http://balticnaturetourism.com)

Baltic Nature Tourism presents the very best of nature and outdoor tours and activities from across Latvia and Estonia. Choose from the wide variety of nature and outdoor tours on offer, each safely taking you into wild and untouched nature.

**TOUR OPERATOR/MEDIA FAM TRIP**  
October 5 – 6, 2023

Meeting point: lobby AC Marriott

Lead guide: Valdis Ceics ph. +371 20302261

Equipment: Rain jackets, waterproof shoes. Those who fly with Zērglis – please wear shoes that would not fall to the ground. If a person's weight exceeds 115 kg, a system with a seat is used.

Weather forecast: Possible rain and wind, with temperatures ranging from 10 to 11 degrees Celsius. You will feel the autumn in the air.

**October 5th, 2023**

08:00 - 09:00	<p><b>Departure from Marriott for Gauja National Park. Meeting Valdis Ceics, nature tourism guide.</b></p> <p><b>Guided walk on a scenic nature trail in the ancient valley of the Gauja River.</b> A one-hour-long (3 km) walk along the bank of the ancient valley of the Gauja River, offering a view of a medieval castle and the up to 90 m deep river valley. The walk provides some of the most beautiful sights in the national park, opening up from Paradise Hill over the wild ravine of the rivulet Vējupīte and sandstone cliffs. The landscape is dominated by sloping forests, ferns, oaks, and broadleaf forests. The area is a popular site for observing the coloured leaves in autumn. We recommend wearing hiking shoes and outdoor clothing.</p>
10:00	<p><b>"Zērglis" – a zipline ride over the Gauja River valley.</b> A zipline ride on a cable car track 55 meters above the Gauja River, reaching speeds of up to 60 km/h. The "Bungee Sigulda" team, which developed the attraction, has over 26 years of experience in extreme sports and excels in high safety standards and professionalism. The flight takes place in pairs and lasts about 10 minutes. Passengers are placed in a horizontal harness system. If the weight exceeds 115 kg - in a seated system. Weather-appropriate clothing and shoes that do not fall to the ground should be worn. <a href="https://siguldaadventures.com/en/zipline">https://siguldaadventures.com/en/zipline</a></p> <p>Alternatively:</p>

	<p><b>Sigulda cable car over the Gauja River valley.</b> The Sigulda cable car offers a journey over the Gauja River valley, allowing passengers to admire the magnificent landscape. Suspended 43 meters above the ground, the Sigulda cable car connects both banks of the River Gauja, spanning a width of 1020 meters. <a href="https://siguldaadventures.com/cablecar">https://siguldaadventures.com/cablecar</a></p>
13:00 – 14:00	<p><b>Lunch at the restaurant "Zeit" in Līgatne.</b> <a href="https://zeit.lv/">https://zeit.lv/</a> Restaurant ZEIT is located within renovated quarters of the former Līgatne Paper Mill which is a popular industrial heritage site now housing a hotel and facilities for concerts, team building and other events.</p> <p>After lunch, departure for accommodation at the "Kārjamiņa" country hotel, a charmingly renovated 18th-century manor surrounded by a landscape park and an old apple orchard. The hotel is situated on the bank of the deep Amata river valley, and the river is a popular water tourism destination in spring with high waters and rapids. The hotel owners also offer hikes, Nordic walking, and other nature activities. <a href="http://karjamiņa.countryhotel">Kārjamiņa country hotel</a></p> <p>Free time.</p>
16:00 – 17:30	<p><b>Guided hike along the Amata River in the landscape park.</b> A ca3km guided walk through Kārjamiņa Landscape Park along the River Amata offers inspiring views of some of the largest Devonian rock formations and cliffs in the ancient Gauja River valley. On the banks of the Amata River, mighty slope forests spread, which are protected biotopes of European importance. The river serves as a salmon run-through for migrating salmon and trout during autumn. Interesting fossils of Devonian armadillos can be found in the river sands. Protected plant species can be found on the river banks. In autumn, you can see a protected plant - perennial Honesty, as well as various species of mushrooms. The Amata trail is a good spot for mushrooming.</p> <p>Return to "Kārjamiņa" country hotel. Free time.</p>
19:00	<p><b>Dinner with "Gatavo dabā" / Cooking in Nature</b> Preparing a dinner meal using wild ingredients with Renārs Pūrmalis, a chef specialised in wild foods. With a deep connection to nature and a desire to go beyond traditional camping meals, he brings delicious and aesthetically pleasing dishes to nature locations, making every adventure a memorable gastronomic journey.</p> <p>Seasonal menu: meat or fish with vegetables, mushrooms, salads, and apples picked in the hotel apple orchard. Home-baked bread with hemp butter and gray pea lecho. The meal will be accompanied by the chef's story about the local foods.</p> <p>Accommodation in "Kārjamiņa" country hotel</p>
<b>October 6th, 2023</b>	
8:00 – 8:30	<b>Breakfast in the hotel</b>
08:50	<b>Departure</b>

9:15 – 11:30	<p><b>Animal watching in Gauja National Park nature trails with nature guide Arta Krūmiņa.</b> A 3-4 km long walk through the park, where lynxes, wolves, bears, moose, foxes, beavers, and other animals characteristic of Latvian nature live in open-air enclosures. Ca 2.5 hours of animal observation, photography, visitor centre, Gauja river banks.</p>
12:00 – 14:00	<p><b>Lunch at the restaurant "Pavāru māja" / The Chefs' House in Līgatne.</b> The restaurant builds its menu around the slow food philosophy and the seasonality of products by collaborating with local farmers and using herbs from its own garden. The chef also utilises wild ingredients from the surrounding nature, such as mushrooms, nuts, and wild herbs. The restaurant building is an industrial heritage site, and a tour of the house will be provided. <a href="http://pavarumaja.lv">Pavāru māja Līgatnē (pavarumaja.lv)</a></p>
15:00 – 17:00	<p><b>Sauna ritual / Mandala workshop at the specialised nature wellness resort "Ziedlejas".</b></p> <p><b>Sauna ritual</b> The wellness resort blends modern architecture with authentic sauna traditions. Sauna rituals carry on authentic knowledge to relax, invigorate, and nurture one's body and soul. Led by an experienced sauna master, the ritual uses locally gathered wild plants. <a href="http://balticnaturetourism.com">Latvian Sauna Ritual (balticnaturetourism.com)</a></p> <p>The visit includes:</p> <ul style="list-style-type: none"> <li>• A 1.5 hour introduction of the place and the sauna ritual by sauna masters.</li> <li>• Opportunity to experience the sauna ritual using specially prepared herbs.</li> </ul> <p><b>Tea mandala workshop</b> Sauna rituals are often concluded with drinking herbal teas to enhance the effects. Workshop participants will get to know the healing properties of plants and create a tea mandala, each making their own tea to take home. <a href="http://www.ozolini.lv">www.ozolini.lv - Home</a></p>
18:00 - ~21:00	<p>Dinner in the restaurant Baltvilla, in a pine forest near Lake Baltezers is a real find for every lover of nature. <a href="https://www.baltvilla.lv/restorans/">https://www.baltvilla.lv/restorans/</a> Return to Riga, AC Marriott End of the tour</p>
<p><b>Interreg</b> Co-funded by the European Union</p> <p>Central Baltic Programme</p> <p><b>NAT-TOUR-EXPO</b></p> <p><b>Latvia travel</b></p> <p><b>Lauku Ceļotājs</b> Baltic Country Holidays</p>	
<p><i>This activity was supported as part of CB0100030, an Interreg Central Baltic Programme 2021-2027 project co-funded by the European Union and Latvian Tourism board.</i></p>	

**OPERATOR & MEDIA  
FAM TRIP**  
October 5 – 6, 2023

The Group Company  
Nature Travels Ltd  
Baltic Travel Group  
ANWB Reizen  
Jacobs Media Group  
Travelbee



# Activity 2023 - Webinar October 2023



## WEBINAR Nature tourism

Online, Thursday 19th October 2023, 09:00 GMT / 10:00 CET

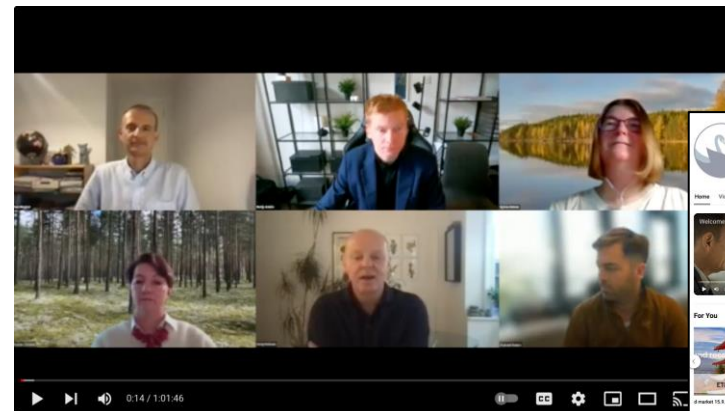
Our nature tourism experts from across the Baltic and Nordic region discuss the emergence and development of nature-based holidays and how experiential travel is now such an important and often-requested option for our customers today. We see and hear of the latest products to emerge in the sector and expected developments in the future, all part of the journey towards sustainable travel.

### Panelists:

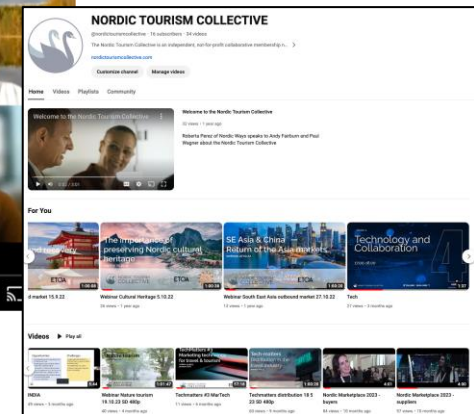
- Asnate Ziemele, President, Baltic Nature Tourism, Latvia & Estonia
- Matijis Babris, President, Latvian Nature Tourism Association
- Sylvia Adams, Founder, Amazing Nature Scandinavia, Sweden
- Åsmund Bakke, Owner, Folgefonna Glacier Team

Andrew Fairburn - Nordic Tourism Collective, Moderator

Paul Wagner - Nordic Tourism Collective, Moderator



NATURE TOURISM  
WEBINAR  
19th October 2023  
200+ Registrations



# Activity 2023 - UK trade reception - Sept 2023

## Breakfast reception London 21st Sept 2023

Invitations were extended to UK tour operators and travel agents with an interest in learning more about and selling nature-based and experiential holidays. A central London venue was arranged with presentations given over breakfast. This was then followed by an open workshop where tour operators and agents could meet with Latvian nature-suppliers individually.



Kārļamuiža - North Latvia (Gauja National Park)  
Liepupe Manor  
Pizā - West Latvia  
Baltic Nature Tourism

Angela Shanley Associates  
Baltic Holidays  
Baltic Travel Company  
Charitable Travel  
Crescent Associates  
Darrell James Travel  
Expedia  
Happytours  
International Rail  
Jules Verne  
Kew Bridge Travel  
Mail Metro Media  
Malton Inflight Ltd  
Miki  
Ramblers  
Reliance Tours  
S N Travel  
Secret Escapes  
The Ultimate Travel  
Company  
Travco  
Travel Agenda  
Travel Mole  
Travel Weekly  
Trotting Sole Travel  
Webbeds

TRADE RECEPTION  
London  
21st Sept 2023

'Town & Country'

35 UK operators  
8 Latvia suppliers  
4 Nature tourism



# Activity 2023 - UK trade reception - Nov 2023



## Christmas reception

Christmas breakfast reception for tour operators and travel agents at Browns restaurant in Covent Garden, London

Combining Tallinn with activities in the Estonian countryside and coastal regions. With nature and the forests within easy reach, there are many ways to enjoy a Tallinn-Plus experience!

Estonian Nature Tourism participated and was represented by Marilyn Pehka



Visit Estonia  
TRADE RECEPTION  
London  
18th Nov 2023

'Tallinn & beyond'

32 UK operators  
Estonian Nature  
Tourism

# Activity 2023 - Nordic Marketplace Feb 2024



One of the most important B2B workshops in the Nordic and Baltic tourism calendar.



Key suppliers from the Nordic and Baltic region and leading buyers including European and global tour operators, agents, wholesalers, OTA's and DMC's

NORDIC TOURISM  
COLLECTIVE  
Nordic Marketplace  
Copenhagen  
19th Feb 2024

250+ delegates  
All Nordic & Baltics  
European &  
International buyers



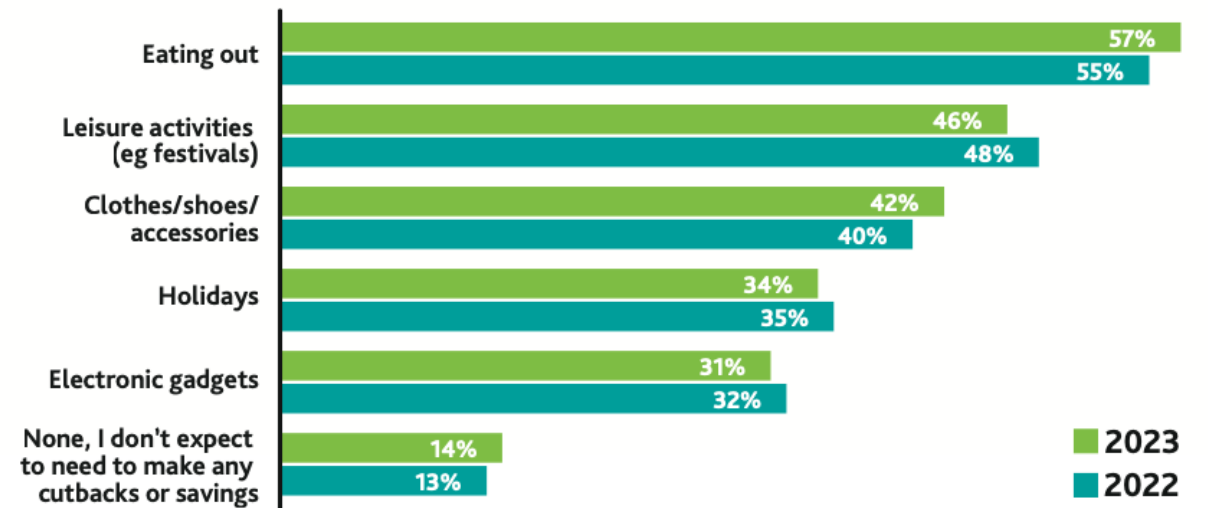
# UK Market update 2024-2025



# UK barometer

- The UK market remains resilient
- Despite economic constraints, the UK consumer continues to show keen interest in exploring new destinations
- New experiences and cultural experiences are driving the UK Outbound market
- Holidays remain a priority for consumers again in 2024
- Consumers are cutting down on their leisure activity at home but not so much on travel

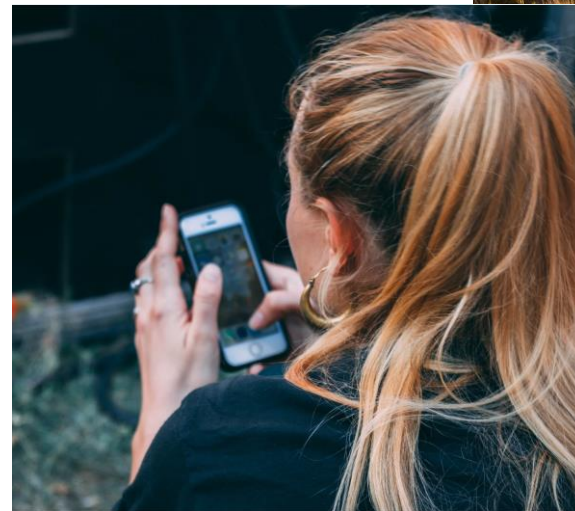
## WHERE PEOPLE PLAN TO REDUCE THEIR SPENDING TO COVER THE RISING COST OF LIVING





# UK trends

- Travel companies are increasingly offering personalised travel experiences, tailoring trips to individual interests
- Health and wellness-focused travel experiences have gained popularity as travellers seek activities that promote physical and mental wellbeing
- The demand for adventure and experiential travel continues to rise. Travellers seek adrenaline activities and immersive experiences
- **National Trust**, the UK Charity promoting the preservation of land of historic interest including parks, gardens and Nature Reserves  
**Membership is: 5.95m people in the UK**





# Nature & soft activity specialists - Product

There are many operators and agents that promote and specialise in soft adventure products and programmes

- Small specialist operators
- Mainstream holiday operators

These have wide appeal, including

- Hiking/bog walking
- Cycling
- Kayaking
- Sailing
- Fishing
- Bird watching
- Winter touring
- Kids adventure
- Yoga



And attract several target markets:

- \* Families
- \* Multi-generational
- \* Walking/cycling communities
- \* Nature/birdwatching affiliations & groups
- \* Younger couples and friends



# SWOT Analysis of UK Market

S

## Strengths

- Strong travel culture
- Well established structure of tour ops and travel agencies
- Really strong tourism connection in Europe and beyond

## Weaknesses

- Geopolitical sensitivities
- Currency volatility
- Environmental impact

W

O

## Opportunities

- Emerging destinations
- Sustainable travel initiatives
- Technological advancements

## Threats

- Global pandemic
- Economic downturns
- Intense competition

T

# Seeking value-for-money

- Cost is still key when booking a holiday, UK travellers are looking for value for money
- Quality products and services at affordable prices
- Over a quarter of UK travellers have budgeted to spend more on travel in 2024 compared to 2023
- 41% will spend the same
- High-income households still have disposable income
- Impact on the environment is increasingly a concern but the rising cost of living is hampering consumers' good intentions





# The UK search for escapism & authentic experiences

- Expected growth in adventure travel between 2019 to 2026 is 13.3%
- Walking tourism has high potential with Adventure seekers increasingly opt for walking activities in itineraries.
- The United Kingdom, Germany, and France are the most important European source countries for wildlife tourism
- Wildlife watching is becoming increasingly popular among British tourists.
- The United Kingdom is the largest European wildlife tourism source country.
- The length of stay for the average British international traveller is 10 nights.
- The most profitable age-group is between 25 and 55 years old, with little difference in expenditure within this age range.
- There is a decreased demand for luxury goods and services regarding accommodation
- Accommodation for tourists needs to provide necessities, basic hygienic standards and free of bugs.!
- Tourists want to be taken off the beaten track and look out for wildlife in alternative ways.



# Seasoned travellers and sustainable holidays

Why would Baltic Nature holidays be attractive to many UK travellers?

- Away from the crowds
- Away from the heat
- Cold Tourism = Looking North
- Too hot, safety concerns
- Locally sourced foods
- Better value for money
- Away from the media
- At one with nature
- A healthier holiday





# The UK market - to sum up

- Both consumers and the travel trade are confident about travel prospects in 2024 despite the economic challenges.
- The recession is having a lesser effect on the high-end market and so there are opportunities for quality, specialist and high-end products and programmes.
- Ukraine conflict has little impact on customers intentions however there is still plenty of media coverage
- The most popular types of non-beach holidays are nature, soft adventure and gastronomy.







Baltic Nature Tourism activity 2024



# Newsletters & trade communication

- Q1 included Easter, bird and bear watching, birding tour, Dviete floodplains, 5th Season Sooma, birch and maple, hiking and cooking..
- Q2 ideas? - A guide to the Latvian and Estonian nature regions?
- Q3 ideas? - Sustainable Baltics, including biodiversity and local community?
- Q4 ideas? - Nature accommodation options, hard adventure options?

What are your views?

# Events 2024

## **Baltic Nature Tourism and LIAA B2B UK Market reception**

- At the Latvian Embassy in London
- On the 18th April - Afternoon reception
- With a taste of Latvia (LIAA)
- UK tour operators, travel agencies
- Baltic Nature Tourism suppliers, Air Baltic, couple of LIAA suppliers
- Presentation of Latvian Baltic Nature suppliers
- Mingling and discussions between operators and suppliers

## **Baltic Nature Tourism and LIAA B2B Media breakfast**

- At intimate Central London venue on 16th May
- 3 or 4 journalists
- Representatives from Baltic Nature Tourism and LIAA
- Couple of Nature suppliers



# Fam-trips from UK - 2024

## **Fam Trip 1**

- Spring
- 4-6 UK operators/agents
- Destination: Latvia?
- Theme? - Soft adventure

## **Fam Trip 2**

- Summer/autumn
- 4-6 UK operators/agents
- Destination: Estonia?
- Theme? - Wild adventure

# Dedicated Nature Tourism Webinar

- Traditional webinar where Baltic Nature Tourism is on the panel with other Nordic suppliers

Or

- Pre-recorded virtual Fam-Trip, or more Nature Tourism suppliers showcase their products, followed by discussions on the importance of the Nature tourism sector

Your feedback and thoughts welcome!



# Other potential activity 2024

## Tour Operator Office visits

- Prearranged visits to key operators 1 hour presentation and discussion, 3 per day
- Have the ears and full concentration of the operator
- Multiple team members from the operator can join
- Focus on main product interest of each operator

## Roadshows to meet local travel agents and tour operators with Travel Bulletin or Travel Gossip

- Visit other areas in the UK apart from London area to introduce products face to face
- 1 to 1 meetings for maximum engagements, up to 20 meetings in a day

## Travel Agent engagement - Via our partners at Jacobs Media and Advantage Travel

- Advertorial in travel trade papers
- Agency competitions
- Campaign to all travel agency members, solus emails

## Media Solution Creative Campaigns with Expedia or Kayak

- Engaging with a huge UK traveller audience
- Produces immediate results in terms of bookings and turnover

Any thoughts?

# US & Asian operator engagement

Most of the international incoming operators have their European head office in London

Markets operated through London:

- US - Market - extremely strong in 2024
- South America - Some markets now developing strongly
- India - Continues to grow with impressive numbers
- South Korea/Malaysia/Singapore/ Thailand - Performing well
- Japan - Slow recovery
- China - Different signals but will start to return in 2024
- Australia - steady

All markets have FIT production and have interest in the Baltic and Nordic region



# UK Market and Collaboration with NTO's

**NORDIC TOURISM COLLECTIVE** enjoys a close collaboration with the Baltic NTO's:

- Represents Visit Estonia on the UK Market
- Works closely with LIAA on UK market projects
- Co-hosted the Baltic Sea Forum and Workshop together



Any questions?







**BALTIC  
NATURE  
TOURISM**

*Latvia -  
Estonia*







NORDIC TOURISM COLLECTIVE

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**Thank you for your time!**