

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

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Project summary, outputs and duration

The general common Latvian-Estonian cross-border challenge is resilience of SMEs in tourism to cope with the market changes and enter new markets, especially in the context of the global pandemic.

The objectives of the project are therefore to develop a joint Latvian-Estonian nature tourism product tailored for the UK market, to launch it through a dedicated marketing campaign, and to achieve sales. The nature tourism product will be based on individual SME nature tourism products, professionally packaged and accessible from an innovative specialized nature tourism web platform linking directly product providers with the market - free independent travellers, specialized interest groups, and tour operator companies specialized in Baltic countries. The nature tourism product will include wildlife and birding holidays, nature photography, soft adventure: **hiking, walking, cycling, boating, and also touring programs to include elements and values of nature, e.g., botanical, wildlife spotting, wellness/Spa, food and foraging.** This concept meets the current demand in the UK market where nature tourism, escape to nature, rural holidays, outdoors wildlife are on-trend words.

Linking the existing product potential, SME up-skilling, training and guidance, and project partner experience with the UK market expertise and targeted marketing campaign will result in 50 SMEs achieving sales and contracts to UK as a new market. Innovation value - this is the first joint and diverse Latvian-Estonian nature tourism product on a specialized nature tourism web platform.

The new nature tourism product development will bring up the quality of nature tourism products in Latvia and Estonia to approach Scandinavian levels and potentially think about developing Central Baltic region as a common nature tourism destination for far markets.

Output Title	Output target value
SMEs supported with training and market knowledge to develop nature tourism products and services tailored for the UK market, and to be presented on the specialised nature tourism web platform.	100,00
Marketing innovation and achievement of sales by SMEs	50,00

Project duration

Project duration in months	/	Default period length in months	=	Number of periods
36		6		6

Project partnership

- Latvian Country Tourism Association "Lauku celotajs" (LP)
- NGO Estonian Rural Tourism
- Estonian Nature Tourism Association
- Latvian Nature Tourism Association

Organisation abbreviation

LC

ERTO

ENTA

LDTA

Project management

The lead partner will assume responsibility for overall project management, coordination and reporting. Each partner will have a project manager or coordinator.

The Project Management Group (2 persons representing LV partners, and 2 persons representing EE partners), and the project **Steering group** (2+2 person) will be set up in the starting phase of the project. The project management group will be composed of the project partner staff to ensure overall project coordination and management, operational decision taking. The Steering Group will be composed from strategic stakeholders representing LV and EE proportionally, outside the project partnership. Latvian Investment and Development Agency and Visit Estonia will be invited to the Steering Group, as well as Touroperators or other travel trade association from both countries.

3 steering Group meetings will take place – 1 of them in Estonia, and 2 in Latvia. The first steering group meeting will be organized not later than one month after signing the contract. The Joint Secretariat will be informed and the contact person will be invited to participate in the meeting.

Joint implementation of the project will be coordinated by means of partner meetings and communication. **6 project partner meetings will take place** – 3 of them in Estonia, and 3 in Latvia. The meeting programs will include an Estonian-Latvian experience exchange part where partners, together with ca 5 key product providers (Latvians to Estonia and otherwise) will visit nature tourism products on-site.

Project work plan

WP1 Nature tourism product development

The objective of this WP is to support SMEs with product and market knowledge to produce the joint Estonian-Latvian nature tourism product for the UK market and run it on a specialized nature tourism web platform.

The communication objective is to reach and involve SMEs in Estonia and Latvia that are potentially interested to develop and sell nature based tourism products to the UK market. They will be convinced to participate in training and product development according to the product specification. They will see the marketing opportunities provided by the project with the goal to reach more exports to the UK market. Publicity rules will be respected, and EU support acknowledged and promoted.

WP2 Product marketing and sales for UK

To promote and market the Estonian-Latvian nature tourism product and the specialised nature tourism web platform to the UK market leading to marketing innovation and achievement of sales by SMEs.

The objective is to communicate project results and outcomes to society at large, and to raise awareness about the CB programme and benefits.

The communication contents will highlight the results of the marketing activities bringing sales to SMEs from the UK such as participation in trade fairs, trade missions, and fam trips.

Project communication will be integrated in product marketing activities. Publicity rules will be respected, and EU support acknowledged and promoted.

Project activities

Activity 1.1

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

The partners will **review the nature tourism products on the market in Latvia and Estonia. Together with nature experts the project team will define the unused potential.** UK tourism market experts will be contracted to give recommendations for product development. Nature tourism **product categories will be defined** (wildlife and birding holidays, nature photography, soft adventure: hiking, walking, cycling, boating, and also touring programs to include elements and values of nature, e.g., botanical, wildlife spotting, wellness/Spa, food and foraging), with input from experts, matching the product potential and UK market demand. **Product outline – a template structure with examples for product description will be created.**

https://docs.google.com/document/d/1Vegate9ha5KRwRGsBeOHg6_MIOtK1te1L8-B5ThRG9g/edit

Deadline:

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:**

Deliverables

Add deliverables to your activity - see programme rules

Running number	Deliverable title	Description	Delivery period
D.1.1.1	Deliverable title Nature tourism product categories and outline.	Description A list of nature tourism product categories that will be developed and marketed. Product outline - a structured template with at least one description example for each product category (e.g., hiking, bird watching, etc.). Available in English, Estonian and Latvian languages, on-line and 299/ 300 characters	Delivery period Period 1, month 1 - 6
D.1.1.2	Deliverable title Estonia-Latvia nature tourism destination description.	Description Descriptions of product image, nature values, practical information for travelers, etc. Description texts in English language.	Delivery period Period 1, month 1 - 6

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 1.5

Visual identity and web design for presentation of the nature tourism product

Partners will involve professional services to develop **visual identity of the Estonian-Latvian nature tourism product** recognition and produce the **product stylebook** to include all relevant technical information regarding, e.g., colour schemes, sizes, various application possibilities - web design, printing, etc. The stylebook will be made available to nature tourism product and service providers for use in their individual marketing initiatives and product visualisation. Partners will use the stylebook as a reference for their communication activities.

The visual identity stylebook will be used in integration of the Estonian-Latvian nature tourism product into the nature tourism web platform. Design documents will be created and stylesheets developed enabling the product contents to be filled in the system.

Running number	Deliverable title	Description	Delivery period
D.1.5.1	Deliverable title Visual identity of the nature tourism product.	Description Visual identity stylebook in English.	Delivery period Period 2, month 7 - 12

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 -

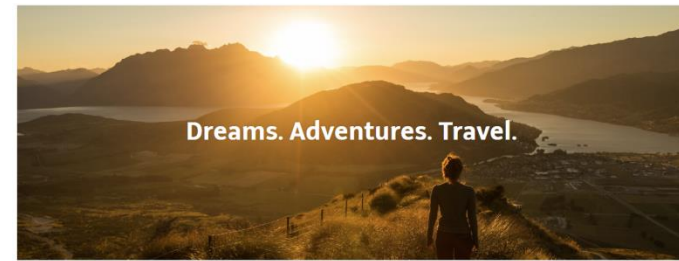
<https://www.ramblersholidays.co.uk>

www.explore.co.uk

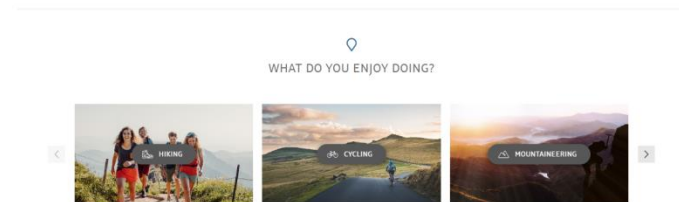
Bird watching -

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

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



Where do you want to go?



Activity 1.9

Project communication to SME target audience

This communication activity is targeted at SMEs. Project communication will be implemented by all partners, the lead partner being responsible for the coordination. The project team will produce a **communication plan** with a view of equal opportunities to receive project information.

The lead partner will be responsible for the **project web page to make the project news, results and outcomes publicly available** during and after the project.

All partners will ensure basic **information about the project in their web sites and to link with common platform**. Partners will also use social networks to reach SMEs. All partners will do PR activities to achieve media coverage - **press releases, articles, interviews in printed and online media, radio and TV**. Partners will disseminate project information in their member networks through their web sites, news and other established means of communication. All communication activities will be implemented according to CB programme communication guidelines (<https://centralbaltic.eu/for-applicants/key-documents>).

Running number	Deliverable title	Description	Delivery period
D.1.9.1	Deliverable title Project communication plan.	Description The plan will put up in the first period to be monitored, evaluated and updated in each partner meeting. The partners will set communication tasks for every next period between meetings and will specify the communication contents.	Delivery period Period 5, month 25 - 30
D.1.9.2	Deliverable title Project info in partner web page sections	Description The lead partner will set up the web page with sections in 1st period. The lead partner will regularly update information about project activities. Partners will create a section in their websites for project communication and linking common web platform.	Delivery period Period 1, month 1 - 6

Activity 2.1

Estonian-Latvian nature tourism product presentation at specialised travel trade events

The product will be presented to **UK travel trade** at presumably **6 trade events** such as **trade missions, travel workshops, and similar addressing UK tour operators/travel trade/interest groups and media.**

This may include events such as the Nordic Marketplace, one of the important B2B workshops in the Nordic and Baltic tourism calendar and taking place in Nordic/Baltic destination countries. Most of event participation will be organised in cooperation with EE and LV national tourism boards, embassies, UK market experts and other stakeholders such as AirBaltic, etc. The intended schedule is twice a year as will be set in the marketing plan, updated each project year in project meetings and with input from UK market experts. Specific events and dates will be coordinated during the project.

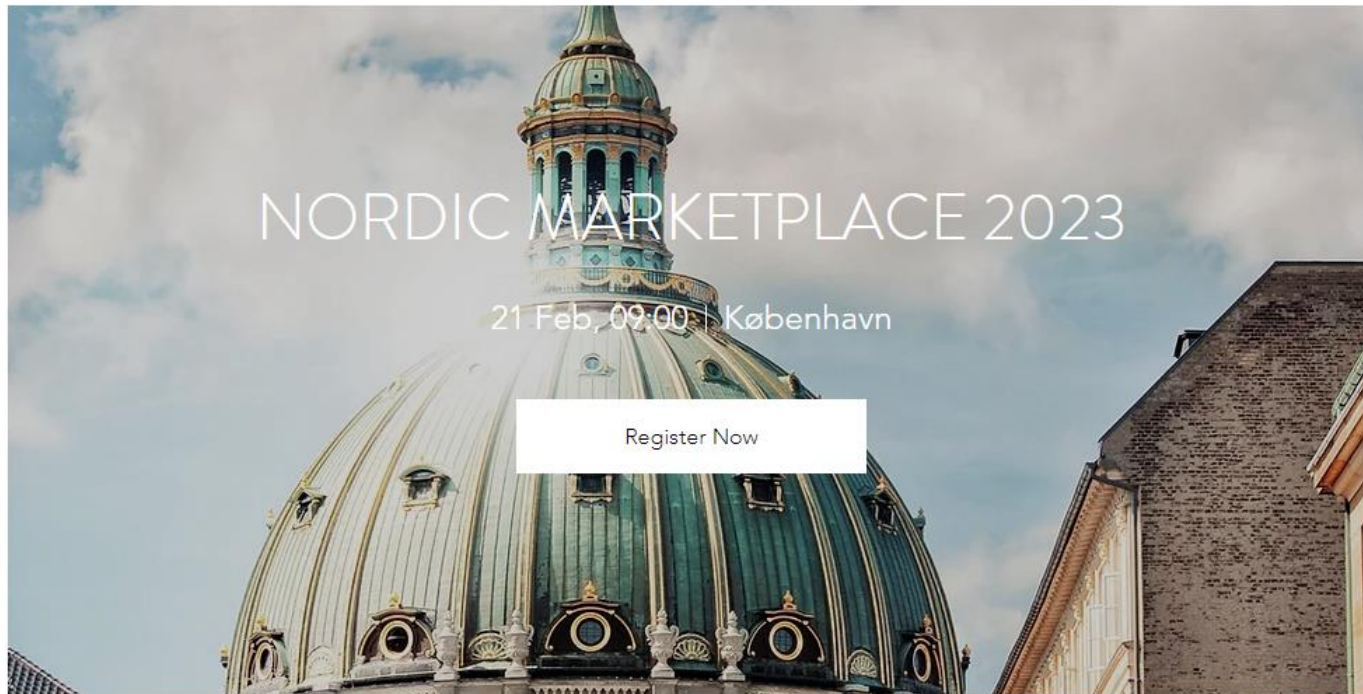
This activity will establish regular contacts with the UK travel trade specialised in nature based tourism products and will enable participation in regular travel trade events after project lifetime.

Running number	Deliverable title	Description	Delivery period
D.2.1.1	Deliverable title Product presentation at travel trade events	Description 6 event programmes , photos , participant lists (ca 15-40 participants per event), presentation file.	Delivery period Period 6, month 31 - 36

NORDIC MARKETPLACE 2023 B2B workshop

<https://www.nordictourismcollective.com/nordicmarketplace2023>

LC is attending the NORDIC MARKETPLACE 2023 B2B workshop on February 21st.



Now recognised as one of the most important B2B workshops in the Nordic and Baltic tourism calendar, the Nordic Marketplace 2023 will take place in Copenhagen on Tuesday 21st February 2023. The Nordic Marketplace is committed to bringing those key suppliers from across the whole Nordic and Baltic region together with leading buyers including European and global tour operators, agents, wholesalers, OTA's as well as DMC's, all looking for products in the region.

Activity 2.2

FAM trips for UK tour operators, travel companies and media

This activity will familiarise **UK tour operators, travel companies** and media with the Estonian-Latvian nature tourism product.

4 fam trips will be organised (2 in EE and 2 in LV or combined countries) for small groups of **tour operator companies, media, bloggers, influencers**, etc. The media audience comprises print and online media, both, nature tourism specialised and also general interest as the product is suitable for family holidays, seniors and other general interest target groups. Fam trips will be organised in cooperation with national tourist boards when possible.

Fam tour programmes will be designed by the partners in consultation with the UK market experts to highlight the diversity of nature tourism products in terms of product variety and seasonality.

Fam trip participants will be asked to give their feedback and/or report media publications they have produced. The feedback will be passed on to the involved SMEs and used for further improvement of the product.

Running number	Deliverable title	Description	Delivery period
D.2.2.1	Deliverable title Fam trips	Description Fam trip programmes, participant lists, summary of feedback and/or media publications. Ca 4 groups per project (ca 4-6 participants per group).	Delivery period Period 6, month 31 - 36

Activity 2.3

Estonian-Latvian nature tourism product presentation at travel markets

This activity will launch the Estonian-Latvian nature tourism product at specialised B2B and **B2C travel markets and travel shows in the UK**, if possible in cooperation with Tourism boards and/or other Est-Lat tourism representatives.

The following events will be considered as examples: **The Adventure Show, WTM, The BirdFair, The RHS garden shows**. Participation and product presentation will be consulted with the UK market experts to develop business contacts for eventual uptake of the Estonian-Latvian nature tourism product in tour operator programmes and direct business with SMEs.

Estonian and Latvian SMEs and experts, involved in the product, will participate in marketing activities to present the product for the specialised nature tourism target audience where high level nature expertise is required to answer specific questions about the nature experiences offered by the product, species that can be observed, etc.

Running number	Deliverable title	Description	Delivery period
D.2.3.1	Deliverable title Participation in trade fairs	Description Photo gallery, agenda, stand visuals for ca 4 trade fairs.	Delivery period Period 6, month 31 - 36

Activity 2.4

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

This activity will promote the Estonian-Latvian nature tourism product to nature organisations in the UK.

As part of the marketing plan, this activity will **initiate contacts and present the product to nature organisations in the UK, such as The Wildlife Trust, RSPB, The National Trust, The Woodland Trust, and others.**

To reach a specialised target audience, the project team will initiate cooperation with membership organisations, NGOs, interest groups, specialised magazines focussing on nature holidays and distributing information to their members in the form of **articles, ads, etc.** This activity will be planned and implemented with input from the UK market experts.

Running number	Deliverable title	Description	Delivery period
D.2.4.1	Deliverable title List of cooperation nature organisations	Description Printed or online publications, ads.	Delivery period Period 6, month 31 - 36

Activity 2.5

Sales calls to specialised companies in UK

As part of the marketing plan, this activity will initiate contacts and present the product to **specialised travel companies**.

The project team will **individually approach UK travel companies selling nature holidays in the Baltics**. The UK market experts will assist with the choice of companies and with the appointments. The product and its availability on the digital platform directly from the product providers will be presented. Based on the results of these business meetings and visits, the project team will customise the product to the specification of the interested travel companies, e.g., adapting services, group sizes, tour geography, seasonality, etc. This will facilitate the uptake of the Estonian-Latvian nature tourism product in tour operator programmes which should lead to more exports by Estonian and Latvian SMEs.

Running number	Deliverable title	Description	Delivery period
D.2.5.1	<small>Deliverable title</small> Sales calls to UK companies	<small>Description</small> List of the companies addressed/visited.	<small>Delivery period</small> Period 6, month 31 - 36

Activity 2.6

Digital marketing

Social media activities by project partners (**Fb, Instagram, YouTube etc.**) will serve to reach the target audience and initiate interactive communication. **Estonian-Latvian nature tourism product profile** will be created and product/nature news will be regularly posted. The contents will be written and posted by PR experts, the factual information will be provided by nature experts. The posts will **highlight attractive processes in nature and nature tourism experiences**. Social network activities will be linked with the news section in the digital platform

Digital promotion and marketing for the **web platform** will ensure visibility of the web platform online. Banners, links, digital headers and other solutions will be developed for product visualisation on the web and linking from other web sites. Partners will update their web sites or will create web site sections for nature tourism product. The web platform will also be promoted by placing ads on Social Networks, search engines, etc.

Running number	Deliverable title	Description	Delivery period
D.2.6.1	Deliverable title Social media campaign	Description Set up social media platforms for UK, summary of the social media activities and results for each project period.	Delivery period Period 6, month 31 - 36
D.2.6.2	Deliverable title Advertisements in social networks, search engines and platforms	Description Result statistics after advertisement activities for particular project period	Delivery period Period 6, month 31 - 36

Activity 2.7

E-newsletters and press releases

E-newsletters will be produced 4 times a year (for the last 2 project years) to highlight seasonal nature tourism products. The aim is to promote the nature tourism product to the target audience explaining what and how can be experienced at a particular season of a year.

The e-newsletters will serve as a compact guide to seasonal nature tourism experiences, they will feature high quality photos and also practical information for travellers. The e-newsletters will be published on the web platform, linked from social media, disseminated to UK travel trade and nature organisations reached during other activities in this WP, and used in other PR activities. The contents will be written by PR and checked by UK market experts, the factual information will be provided by nature experts.

Press releases will be based on e-newsletter contents and project results reached.

Running number	Deliverable title	Description	Delivery period
D.2.7.1	Deliverable title E-newsletters	Description 8 e-newsletters in English from 2nd period regularly.	Delivery period Period 6, month 31 - 36

Activity 2.8

Review of other sales and marketing platforms

The project team and UK market experts will **review the web platforms promoting and offering Baltic nature tourism products**. They will summarise the opportunities, conditions and costs to put the product on such platforms. Relevance criteria will include: affordability for SMEs, flexibility to update product information, flexibility of commercial contract conditions, etc. According to previous experience, commercial platforms are not an appropriate solution for newly developed products as they do not provide for flexibility in the first stage while the products need to undergo certain adaptation and fine-tuning before final commercialisation. The SMEs will be able to approach relevant commercial platforms after they have experienced market reactions on the project platform.

Running number	Deliverable title	Description	Delivery period
D.2.8.1	<small>Deliverable title</small> Summary of commercial sales web platforms	<small>Description</small> Summary list of commercial sales and marketing web platforms and their conditions, promoting and selling nature based tourism products from the Baltic region. The platforms will be monitored regularly throughout the project to cooperate where possible.	<small>Delivery period</small> Period 6, month 31 - 36

Activity 2.9

Project communication to general public

This activity will raise awareness about the project activities, results and outcomes, as well as about the CB programme funding support.

All partners will implement communication activities, the lead partner will be responsible for coordination. **Project achievements, such as nature tourism products ready for the UK market, product presentation at marketing events in the UK, UK travel trade and media fam trips, and similar, will be communicated to the public at large in partner websites, and by means of press releases, social media posts, and media coverage - radio, TV, news portals, etc.** Communication activities will precede and/or follow the respective project activities in due time as topical news.

Project communication will also take place at all events in the UK. Project and programme references and visual identity will be included in all materials. All communication activities will be implemented according to CB programme communication guidelines.

<https://centralbaltic.eu/for-applicants/key-documents>

Running number	Deliverable title	Description	Delivery period
D.2.9.1	Deliverable title Media and social network coverage	Description A summary of media and social network coverage - online, printed, broadcasting, posts in partner organisation profiles in social networks, etc. will be produced each project period.	Delivery period Period 6, month 31 - 36

WEBINAR

United Kingdom: market expectations for 2023

<https://youtu.be/Xyalgu2tN7U>

https://www.nordictourismcollective.com/webinar-uk?utm_campaign=fa574812-dc1e-4c5b-a127-d703dacf7e79&utm_source=so&utm_medium=mail&cid=79cc4730-21df-4aec-89dd-18752922ff1c



Lifted restrictions result in positive international travel demand

Search Growth
↑ **60%**
Search growth for major Japanese cities as restrictions ease in Q3

Traveler Intent
↑ **12%**
Nearly half of consumers are likely to book or have already booked an international trip, up from mid-2021

Traveler Confidence
1 in 3
Nearly a third (30%) of people report confidence in booking travel more than year in advance

Katja Ahola | Exped...

UK market 29nov22 SD 480p



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The UK is the second largest overseas travel market in Europe with over 93 million visits overseas by UK residents in 2019.

How is the UK market for travel shaping up for 2023? How resilient is the market, are UK travellers prioritising travel over other discretionary spend? What markets will feel the effect of the economic downturn; what markets will be immune to financial pressure. What do destinations and suppliers need to offer to attract UK visitors? [Show more](#)

UK expert activities menu

Activity in Project	Comments	per item	Cost over two years
Online discussion group with UK market representatives to provide qualitative information on potential for rural tourism - to be done in each year for benchmarking	Zoom discussion (to enable Latvian/Estonian suppliers to listen-in and/or participate)	€1000 per meeting	€2,000
Further Research - quantitative research, market evaluation and sector report - to be done in each year for benchmarking		€1000 per survey	€2,000
Marketing plan and presentation of action plan to reach the UK market for each year, with updates each year (according to actual situation, plans and opportunities/alternatives). Analyses of project activities in UK, marketing events feedback and suggestions for next year	Preparation of UK marketing and activity plan covering two years	€1,700	€3,400
Membership of NORDIC TOURISM COLLECTIVE and ETOA		€1,200	€2,400
Events (B2B) - Global Travel Week participation cost		€1,750	€3,500
Representation at Global Travel Week (2 days), if required		€1000/day	€4,000
Events (B2B) - Nordic Marketplace participation cost		€800	€1,600
Representation at Nordic Marketplace (1 day), if required		€1000/day	€2,000
UK FAM trips (TO, media) to LV/EE 2 trips per country - 4 groups per project. For Press trips - media who target specialist audiences either in print or online, and more general audience (families, retired), in cooperation with TB	invitation, contacts	€2000 per trip	€8,000
Events (B2C - specialist) research and advice on most suitable fairs (Birdworld, RHS etc)		€1,000	€1,000
Collaborate and negotiate with UK nature organisations, e.g., The Wildlife Trusts, RSPB, National Trust, The Woodland Trust, and many smaller ones - a lot of these advertise nature holidays or work with companies as they get a % commission donation to the charity. They also have magazines for members that have articles and advertising.	Difficult to assess costs. As this may deliver quick results or it might not	€2000 for one year (to be evaluated)	€2000 tbc
Sales calls: Cooperate to existing Latvian/Estonian nature holiday providers in the UK to do marketing together - visits/meetings in UK along other events (5 individual meetings/year)	advice, contacts, arrange meetings on or around the events above	€1,500	€3,000
Dedicated reception/workshop - inviting existing and potential Latvian/Estonian nature holiday providers with Embassy participation.	Summer picnic?	€2,500	€5,000
Cost of reception/workshop venue (above) 2 events in 2 years		€3000 cost per venue event	€6,000
B2B marketing - Re-engineer content provided, design and broadcast newsletter to B2B customers. 4x per year for two years (total 8 newsletters) and post on websites	Re-write copy and then create a newsletter and send out and post on website (4 per year)	€1000 per newsletter	€8,000
PR - Research, Re-engineer content provided. (2/year x 3 years - total 6 releases)	Re-write copy and then to create a press release and send out etc	€750 per release	€4,500

Extra options

Social media management	Would recommend a dedicated SM manager	approx €1000/month	€24,000
Collateral- Visual identity, mini-brochure, stand visuals		€5,000	€5,000

Project Time Plan

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
▼ WP1 Nature tourism product development	[Orange bar]					
A1.1 Matching the nature and tourist serv...	D1.1.1					
	D1.1.2					
A1.2 Training support to SMES for produc...		D1.2.3			D1.2.1	D1.2.4
A1.3 Best practice study trip for SMES - n...			D1.3.1			
A1.4 Nature tourism product development	[Orange bar]				D1.4.1	
A1.5 Visual identity and web design for pr...		D1.5.1				
A1.6 Estonian-Latvian nature tourism pro...		[Orange bar]		D1.6.2	D1.6.1	
				D1.6.3		
A1.7 National dissemination events	[Orange bar]					D1.7.1
A1.8 Nature tourism web platform	[Orange bar]					D1.8.1
A1.9 Project communication to SME targ...	D1.9.2	[Orange bar]			D1.9.1	
PO101						O1.1
▼ WP2 Product marketing and sales for UK	[Dark Blue bar]					
A2.1 Estonian-Latvian nature tourism pro...	[Dark Blue bar]					D2.1.1
A2.2 FAM trips for UK tour operators, trav...			[Dark Blue bar]			D2.2.1
A2.3 Estonian-Latvian nature tourism pro...		[Dark Blue bar]				D2.3.1
A2.4 Estonian-Latvian nature tourism pro...		[Dark Blue bar]				D2.4.1
A2.5 Sales calls to specialised companie...		[Dark Blue bar]				D2.5.1
A2.6 Digital marketing	[Dark Blue bar]					D2.6.1
	[Dark Blue bar]					D2.6.2
A2.7 E-newsletters and press releases		[Dark Blue bar]				D2.7.1
A2.8 Review of other sales and marketing...		[Dark Blue bar]				D2.8.1
A2.9 Project communication to general p...	[Dark Blue bar]					D2.9.1
PO102						O2.1
▼ Result indicator	[Light Blue bar]					
PO1R1						R.1

Project budget - overview per partner / per cost category

Partner	Organisation abbreviation	Country	Staff costs	Office and administration	Travel and accommodation	External expertise and services	Equipment	Lump sum	Total
LP1	LC	Latvija (LV)	273.024,00	40.953,60	40.953,60	131.226,00	1.186,80	13.550,00	500.894,00
PP2	ERTO	Eesti (EE)	201.700,80	30.255,12	30.255,12	111.650,00	1.186,80	0,00	375.047,84
PP3	ENTA	Eesti (EE)	52.617,60	7.892,64	7.892,64	60.430,00	417,31	0,00	129.250,19
PP4	LDTA	Latvija (LV)	48.000,00	7.200,00	7.200,00	44.540,00	460,00	0,00	107.400,00
Total			575.342,40	86.301,36	86.301,36	347.846,00	3.250,91	13.550,00	1.112.592,03

Partner	Organisation abbreviation	Country	Preparation	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Closure	Total eligible budget
LP1	LC	Latvija (LV)	13.550,00	109.413,00	81.196,80	95.124,20	93.379,20	79.947,20	28.283,60	0,00	500.894,00
PP2	ERTO	Eesti (EE)	0,00	53.718,26	61.348,26	76.568,26	72.048,26	63.518,26	47.846,54	0,00	375.047,84
PP3	ENTA	Eesti (EE)	0,00	13.170,75	15.795,75	23.975,75	28.795,75	32.670,75	14.841,44	0,00	129.250,19
PP4	LDTA	Latvija (LV)	0,00	11.189,79	16.764,79	17.999,79	29.819,79	13.564,79	18.061,05	0,00	107.400,00
Total			13.550,00	187.491,80	175.105,60	213.668,00	224.043,00	189.701,00	109.032,63	0,00	1.112.592,03
% of Total budget			1,22 %	16,85 %	15,74 %	19,20 %	20,14 %	17,05 %	9,80 %	0,00 %	100,00 %

Next steps

Activities that have to be completed in the first period.

- [Activity 1.1, Matching the nature and tourist service potential with the UK market needs](#)
- [Deliverable D.1.9.2, Project info in partner web page sections](#)

Activities that have to be started in the first period.

- [Activity 1.4, Nature tourism product development](#)
- [Activity 1.5, Visual identity and web design for presentation of the nature tourism product](#)
- [Activity 1.7, National dissemination events](#)
- [Activity 1.8, Nature tourism web platform](#)
- [Activity 1.9, Project communication to SME target audience](#)
- [Activity 2.1, Estonian-Latvian nature tourism product presentation at specialised travel trade events](#)
- [Activity 2.6, Digital marketing](#)
- [Activity 2.9, Project communication to general public](#)



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