



Partners' Meeting Autumn 2024

04.09.2024. Riga, Latvia

Interreg  Co-funded by
the European Union

Central Baltic Programme

NAT-TOUR-EXPO



Content for today

1. In Person activities
2. Updates on Baltic Nature tourism
3. SME & Product statistics
4. Client requests
5. Feedback from SMEs
6. Social media statistics
 - Facebook
 - Instagram
 - Website
7. Planned activities

In Person Activities and Meetings

**Visit at the Embassy of Republic
Latvia to the United Kingdom**



Visit at the Embassy

5 SMEs presented their products and connected with numerous UK travel companies.

Participating SMEs:

- Baltic Nature Travel
- SPALVA
- Movement Spontaneous
- Gatavo Dabā
- Baltic Travel Group



Study trip to Finland

(25 to 28th of April)



Study trip to Finland

- A 4-day trip with Latvian and Estonian SMEs and project partners
- Visits to local Finnish SMEs to explore diverse nature tourism activities
- Participation:

10 SMEs from Latvia

10 SMEs from Estonia



FAM trip (10-13th June)



FAM Trip in Latvia

7 tour operators invited

3-day package tour showcasing local attractions

Some of the feedback:

Yes, the trip met my expectations in full. The tour helped my understand why a person should visit Latvia, not just a city break to Riga, but to stay additional days and experience the countryside. The tour showed me how easy it is to travel around the country. It is a pleasant, easy accessible county, which I am happy to promote to my clients.



Global Birdfair



Birdfair “Conserving Nature Worldwide”

~3 days

~15000 visitors

Estonian entrepreneurs/stand for ~15 years

Loodustaju for bird and nature watching trips in South-Estonia

NaTourEst with bird and mammal watching, bear and photography hides, self-guided apps and nature guides

Birding Haapsalu with exceptional bird and mammal watching trips

Wild Nature Estonia with photography hides, wildlife tours, trailer hide rental, animal watching

Metsarestoran with local Estonian nature food

Main questions:

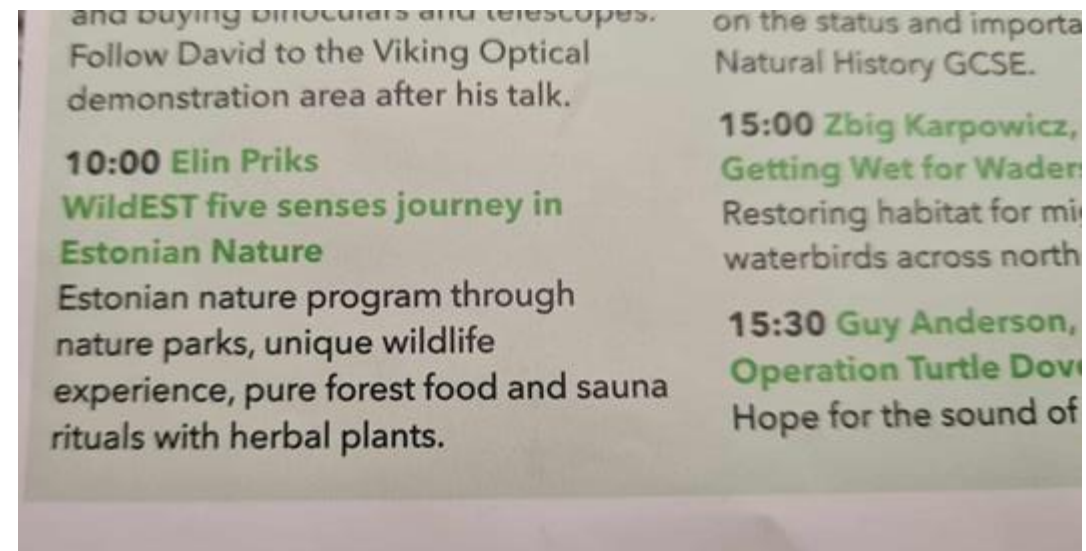
- Is it possible to come by train?
- all about Steller Eider's
- What is the best time to visit for max possibilities in nature
- lynx
- many have visited, very satisfied





Reception and presentation

- 12.07 Estonian reception with presentations and introduction of Estonian nature entrepreneurs. Estonian forest food catering.
~15 participants
- 13.07 presentation in big hall
~60 participants



Nordic Captain's Cruise (28 to 29th of Aug)

TALLINK | SILJA LINE



interreg  Ex-funded by the European Union  NAT-TOUR-EXPO 
Central Baltic Programme <https://nat-tour-expo.com/>

The project Exporting Baltic Nature Tourism to UK (Natour-Expo) aims at:
developing a joint Latvian-Estonian nature tourism product tailored for the UK market, and to launch it through a dedicated marketing campaign, and to achieve sales.

This is done with 890,875,42 euros from the European Union through the Central Baltic Programme.

The project Natour-Expo will result in:

- Skills 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;
- Marketing innovation and achievement of sales by SMEs.



The project is a joint cooperation of:
Baltic Country Holidays, Latvia | Latvian Nature Tourism Association, Latvia | Estonian Rural Tourism Organization, Estonia | Estonian Nature Tourism

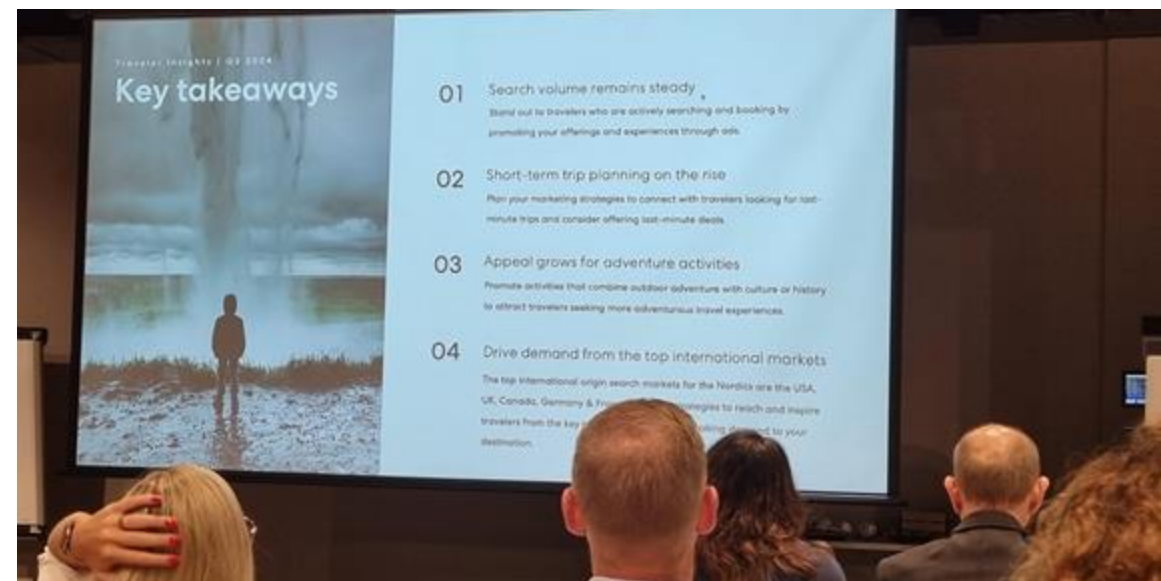


Ersti Loodusturismi OÜ



- 99 participants
- B2B meetings
- market prognosis and updates
(USA, Asia, UK, Spain, Italy, China, India, Japan)

- Search and market trends based on Expedia
- Discussions on AI, travel sustainability, long-haul markets
- Baltics on rise
- Nature and culture interest on rise



Updates on balticnaturetourism.com

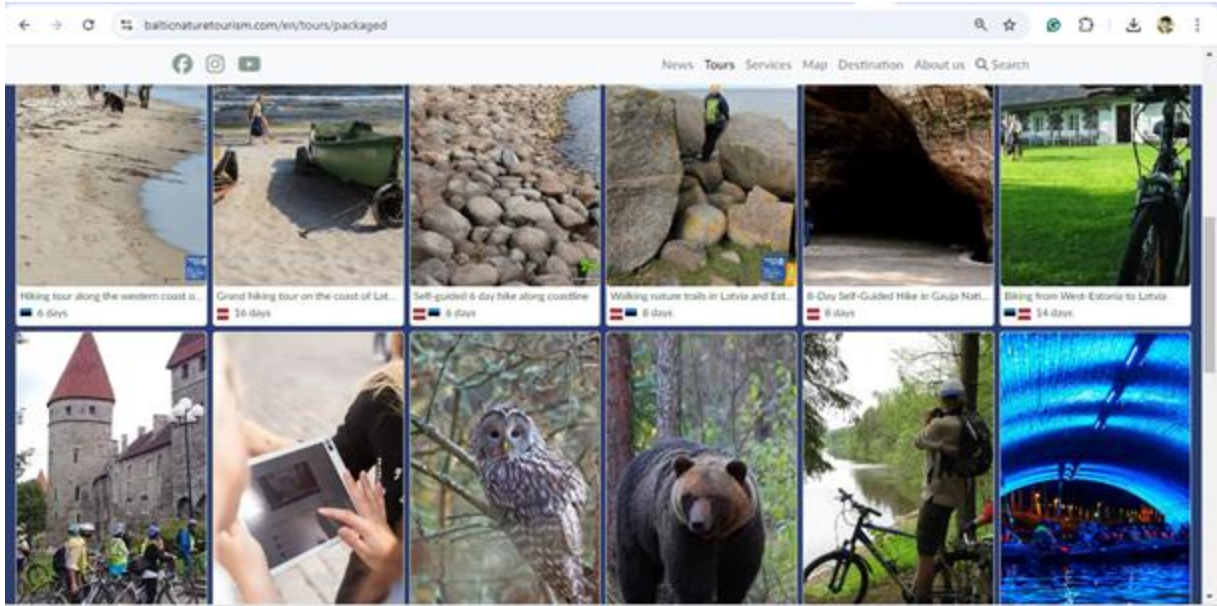
New category

Package tours

Created for Latvian embassy event

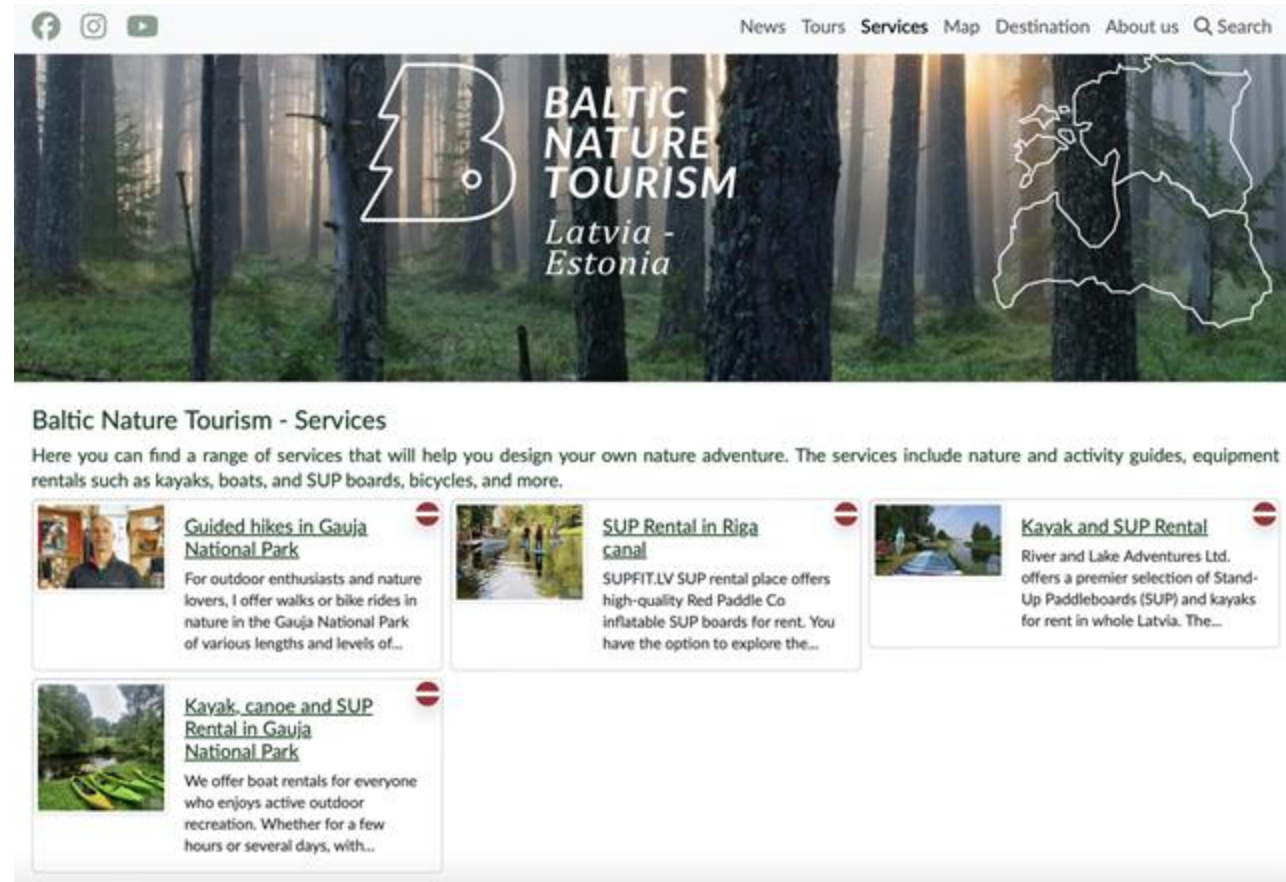
Easier for travel trade and professionals

Inspiration for creating packages, combinations



Services

- Fixed services section
- More SMEs joining after summer due to busy summer season



The screenshot shows the website for Baltic Nature Tourism. The header includes social media icons for Facebook, Instagram, and YouTube, and a navigation menu with links for News, Tours, Services, Map, Destination, About us, and a search icon. The main banner features a forest scene with the text "BALTIC NATURE TOURISM Latvia - Estonia" and a map outline of the Baltic region. Below the banner, the "Services" section is titled "Baltic Nature Tourism - Services" and includes a descriptive paragraph: "Here you can find a range of services that will help you design your own nature adventure. The services include nature and activity guides, equipment rentals such as kayaks, boats, and SUP boards, bicycles, and more." Three service cards are displayed, each with a thumbnail image, a title, and a brief description:

- Guided hikes in Gauja National Park**: For outdoor enthusiasts and nature lovers, I offer walks or bike rides in nature in the Gauja National Park of various lengths and levels of...
- SUP Rental in Riga canal**: SUPFIT.LV SUP rental place offers high-quality Red Paddle Co inflatable SUP boards for rent. You have the option to explore the...
- Kayak and SUP Rental**: River and Lake Adventures Ltd. offers a premier selection of Stand-Up Paddleboards (SUP) and kayaks for rent in whole Latvia. The...

Below these, a fourth card is partially visible:

- Kayak, canoe and SUP Rental in Gauja National Park**: We offer boat rentals for everyone who enjoys active outdoor recreation. Whether for a few hours or several days, with...

Video filming Summer - done

- Seal watching + sea kayaking
- Bogshoe hiking



Seal watching and kayaking in the Baltics ...

70 views

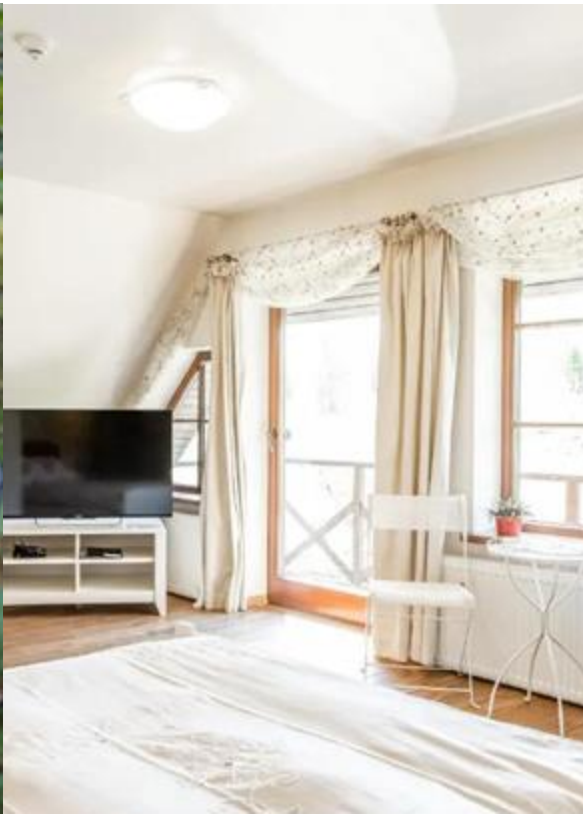


Bogshoes in the Baltics #balticoutdoors ...

45 views

Video filming Autumn

- Accommodation and mushroom picking at Karlamuiza + accommodation at Ööd Hotels (18.07. + 04.09.) Ööd hotels have houses also in England and Latvia
- Bearwatching from a hide (05/06.09.)



Product and service manual (EST)

- free to download



Interreg  Co-funded by the European Union

Central Baltic Programme

NAT-TOUR-EXPO

Tegemist viimase etapi projekti "Exporting Baltic Nature Tourism to UK" (CB100000) raames. Projekti toetab Euroopa Liit ja Euroopa Regioonidearengu Fondi Interreg Kesk-Lääne mere piirkonna programme 2014 - 2020.

Seasonal newsletters



BALTIC NATURE TOURISM
Latvia - Estonia

BALTIC NATURE TOURISM

NEWSLETTER
Nr 6
SUMMER activities

What's new this summer on balticnaturetourism.com?

Baltic people often say,
“What kind of summer is it if we don't rent a kayak, paddle down the river for several days, sleep in tents, make a bonfire, and enjoy the green surroundings?”

Explore over 150 nature tourism destinations across Latvia and Estonia with our detailed Baltic Nature Tourism Map. Perfect for planning your next vacation, this map highlights the best spots for experiencing the natural beauty of the Baltic States. Start your adventure today!

See detail information on Baltic Nature Tourism web site balticnaturetourism.com

The newsletter cover features a blue header with the logo and title. Below the header is a photograph of a man in a hat and jacket sitting in a field of purple flowers. A quote is overlaid on the left side of the photo. Below the photo is a paragraph of text. At the bottom, there is a map of the Baltic region with various icons, and a small inset photo of a bonfire and people kayaking.

Autumn 2024 in process

Effective Online Sales Platforms for Advertising

- Airbnb
- Dāvanu serviss
- Trip Advisor
- Google ads
- Facebook ads
- Instagram ads
- Kingitus.ee
- Google my business
- Latvia travel
- Visit Estonia

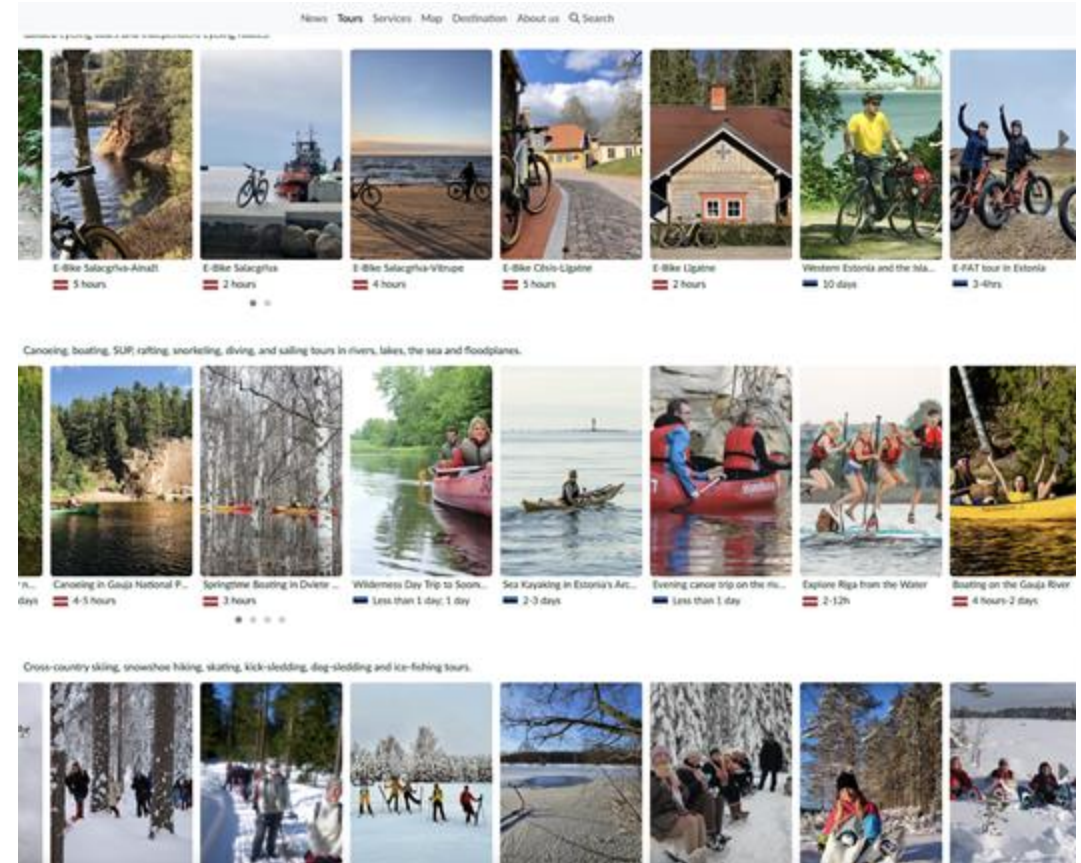
3.	<p>Trip advisor</p>	<p>Services. Businesses in the travel, hospitality, and leisure industries advertise their services like accommodations, restaurants and cafes, attractions and activities.</p>	<p>Free to add any listings.</p> <p>Commission-based price for bookings made through the platform. These fees are applied to the total booking value and are usually deducted from the payments made to the business.</p> <ul style="list-style-type: none"> • Hotels. 12-15% on the booking amount. • Experiences. 20% on the total booking amount. <p>Fixed fee for advertising and promotional services.</p> <ul style="list-style-type: none"> • Business Advantage: Starts around €185 to €555 per month, depending on the business size and location. • Sponsored Placements: Range from approximately €0.45 to €1.85 per click. • Promoted Listings: Starting around €0.90 to €2.75 per click. 	<p>Creating a listing.</p> <ol style="list-style-type: none"> 1. Sign Up or Log In: Create a TripAdvisor account or log in to an existing one. 2. Claim Your Business: Instead of creating a new listing from scratch, businesses typically need to claim an existing listing if it's already on TripAdvisor. If the business doesn't have a listing yet, you might need to provide detailed information about your business. tripadvisor.com/Owners 3. Provide Business Details: Enter comprehensive details about your business, including the name, address, contact information, and category. 4. Verification Process: TripAdvisor will review the submitted information. They may contact you for additional verification or to ensure accuracy. For certain business types or higher visibility, there might be a more rigorous review process. 5. Publish and Manage: Once the listing is approved, it will go live on TripAdvisor. You can then manage the listing, respond to reviews, and update information as needed.
4.	<p>Google Ads</p>	<p>Services and activities. Wide range of services, including local</p>	<p>Free to add any listings.</p> <p>Daily Budget. You set a daily budget for your campaigns.</p>	<p>Creating a listing. ads.google.com</p> <ol style="list-style-type: none"> 1. Set Up Account: Go to Google Ads, sign in with a Google account, and create a new account. Enter your business website and contact details to

New SMEs & Products

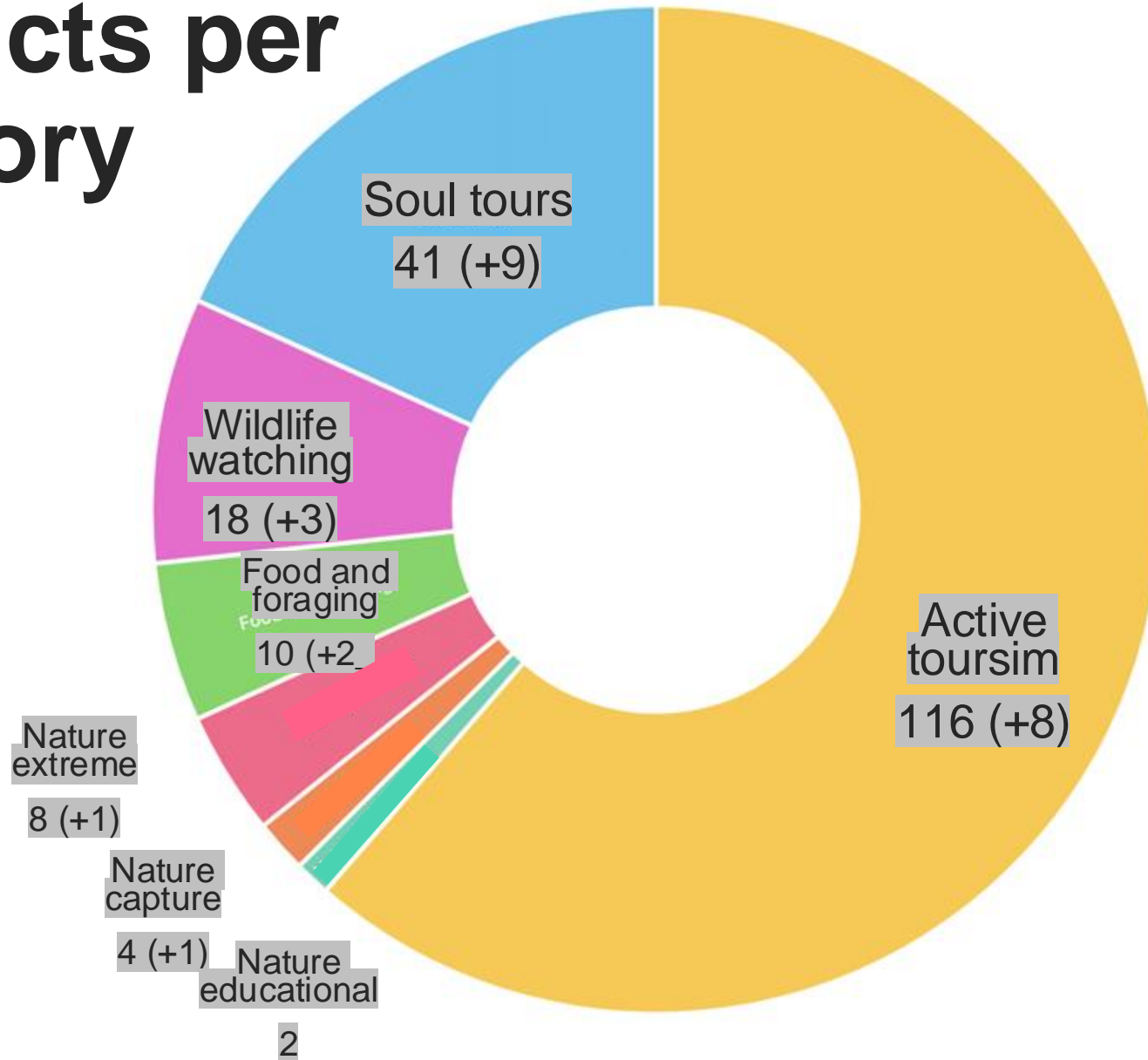
Statistics

- 53 SMEs from Latvia (+7)
- 29 SMEs from Estonia
- 194 products in total online, 91 in Estonia (+7), 103 in Latvian (+19)

*only products and SMEs that are published online



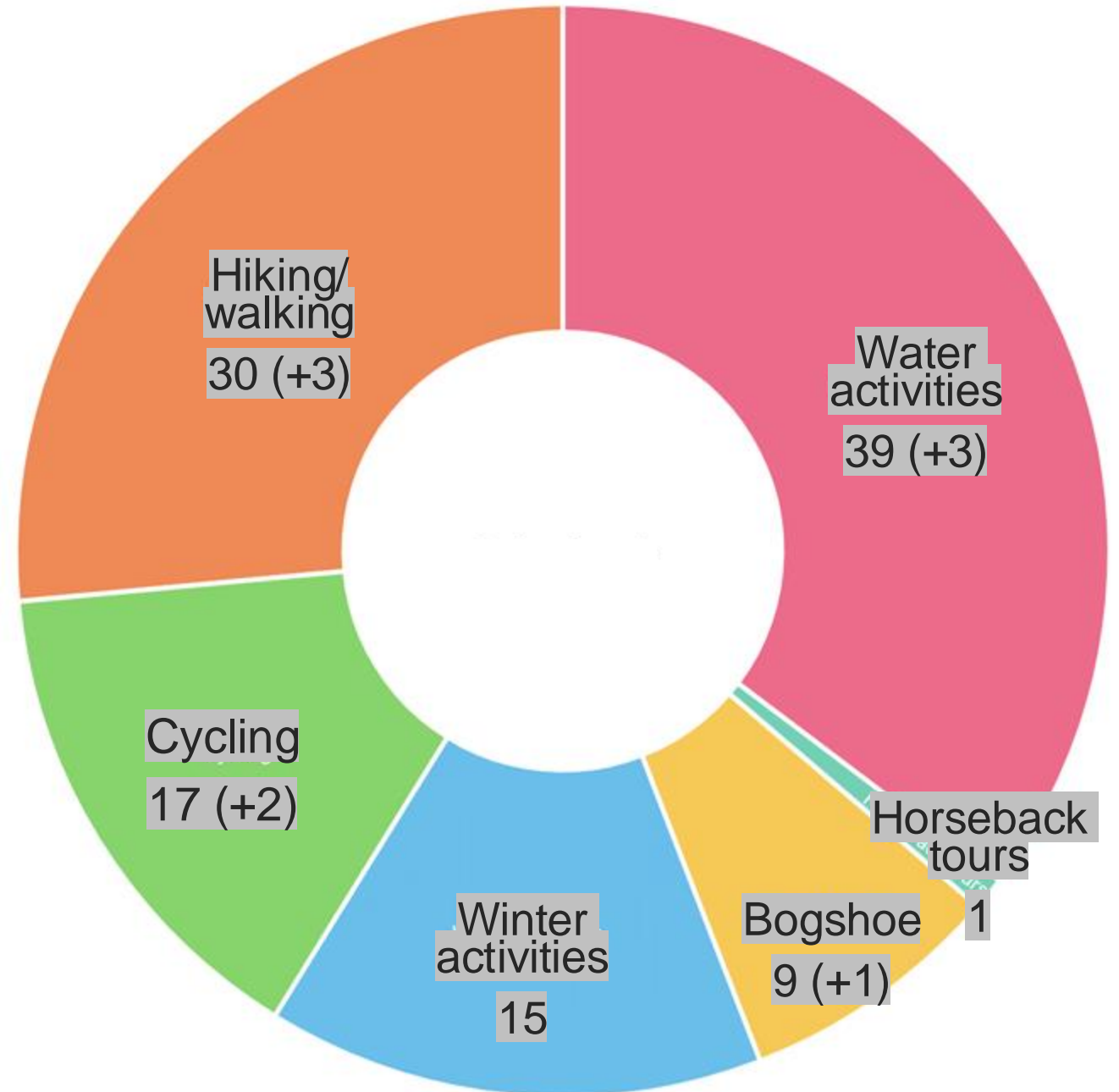
Products per category



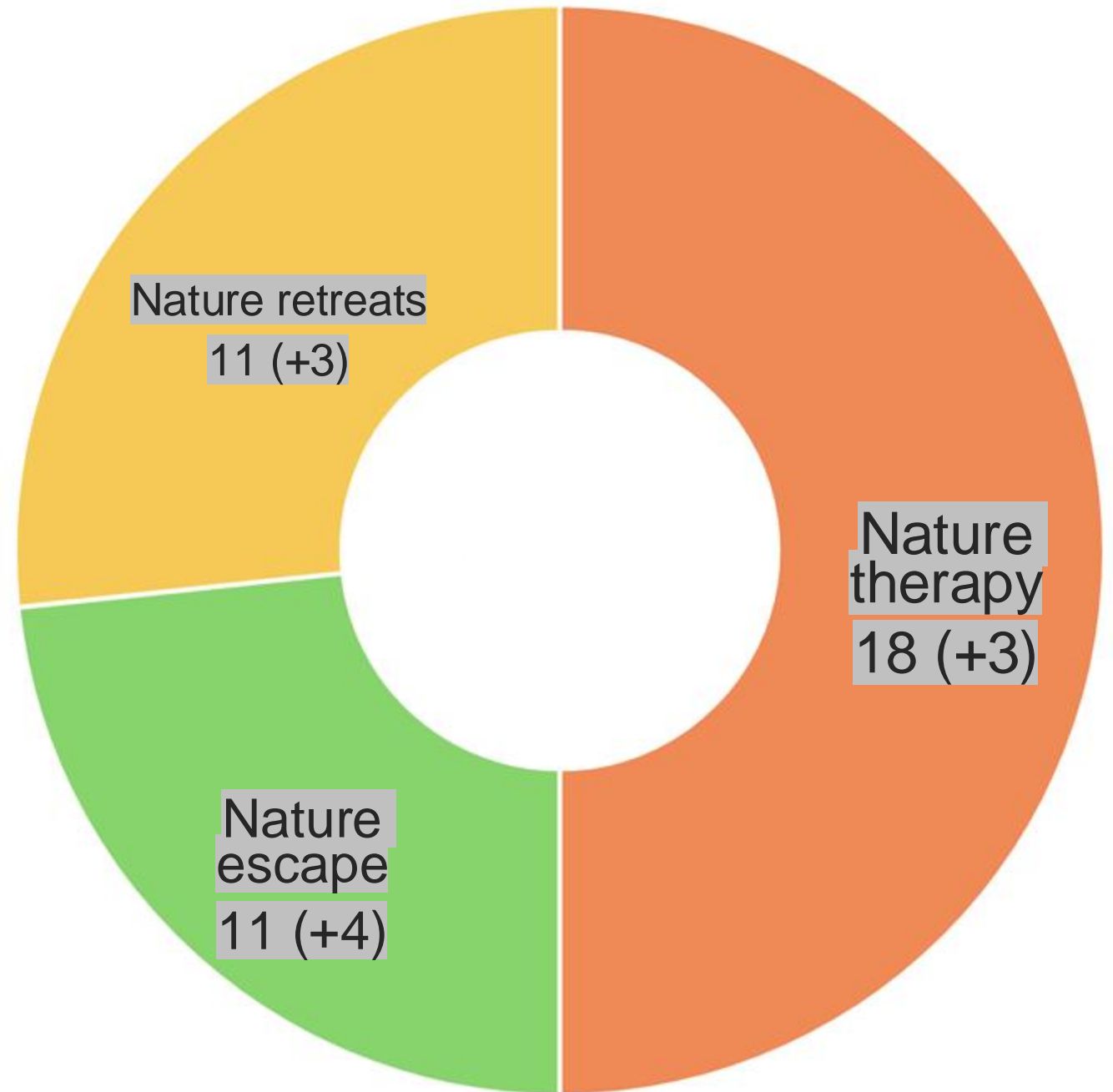
Active tourism

Suggestion

- *Water has the most offers compared to other categories.*
- *A dedicated "Water" category will improve customer navigation and make it easier for customers to find these products.*

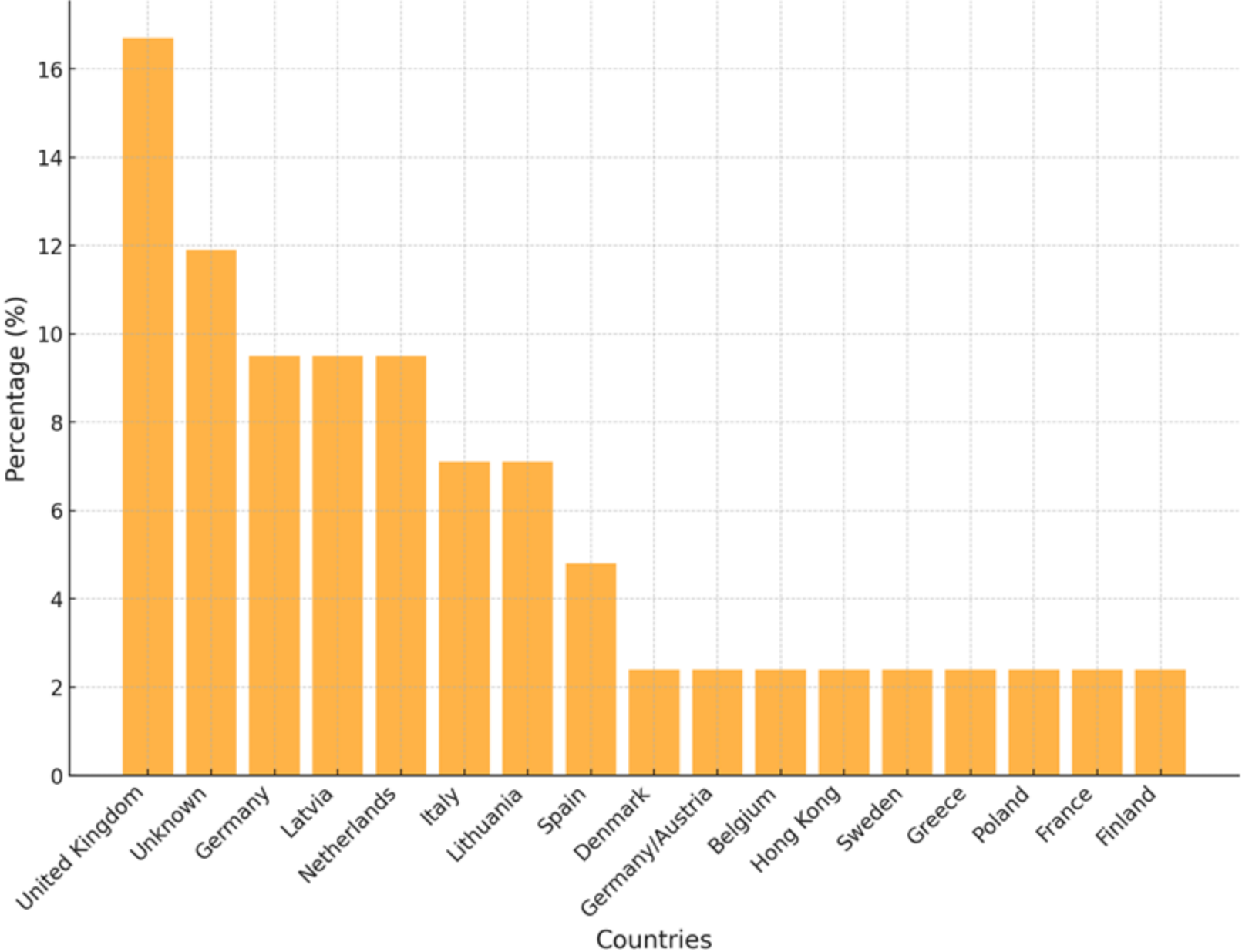


Soul tours

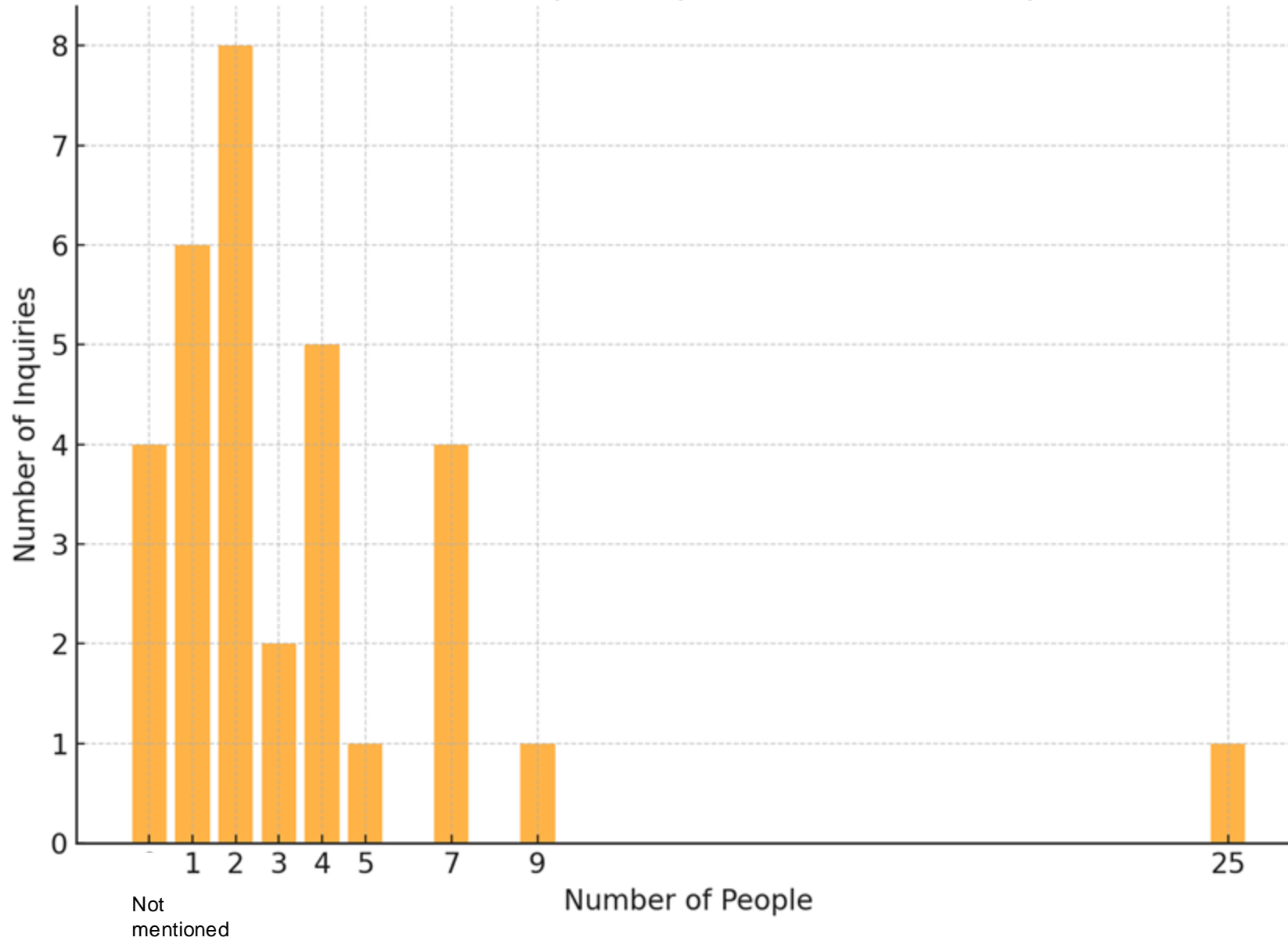


**What do we know from the
email requests?**

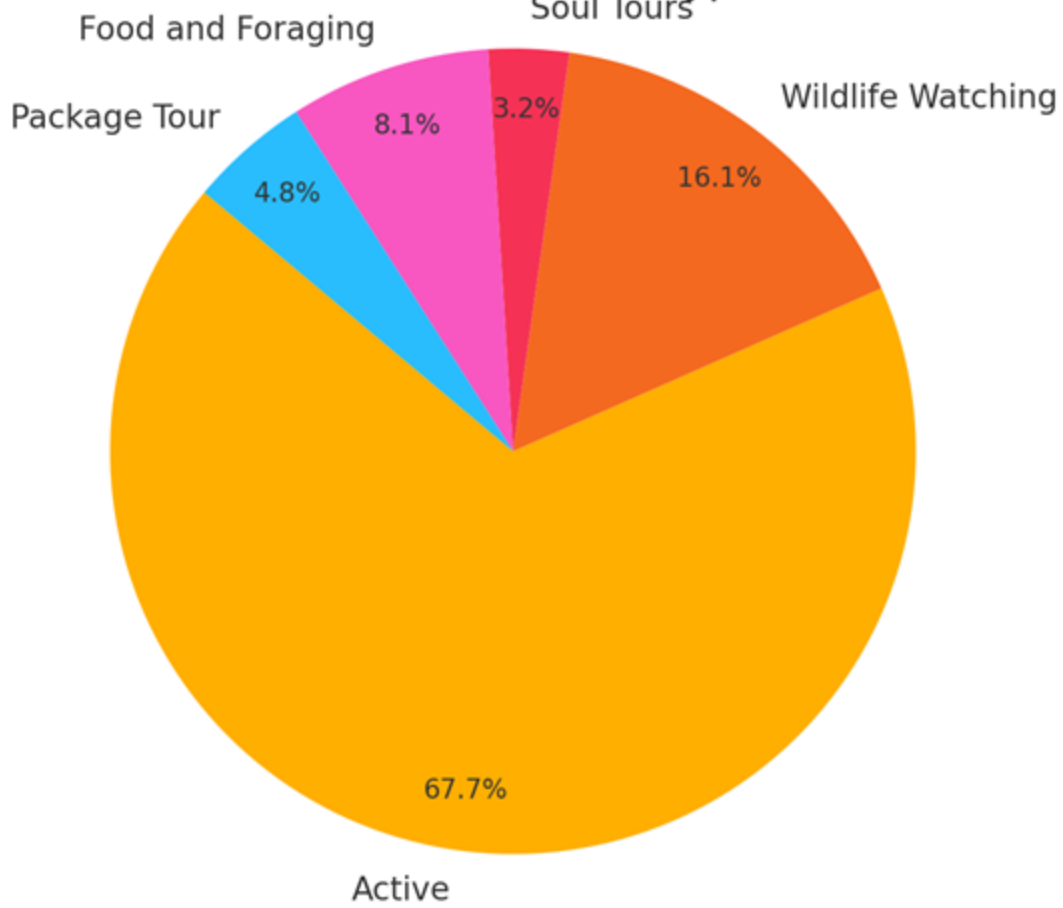
Tourists per Country



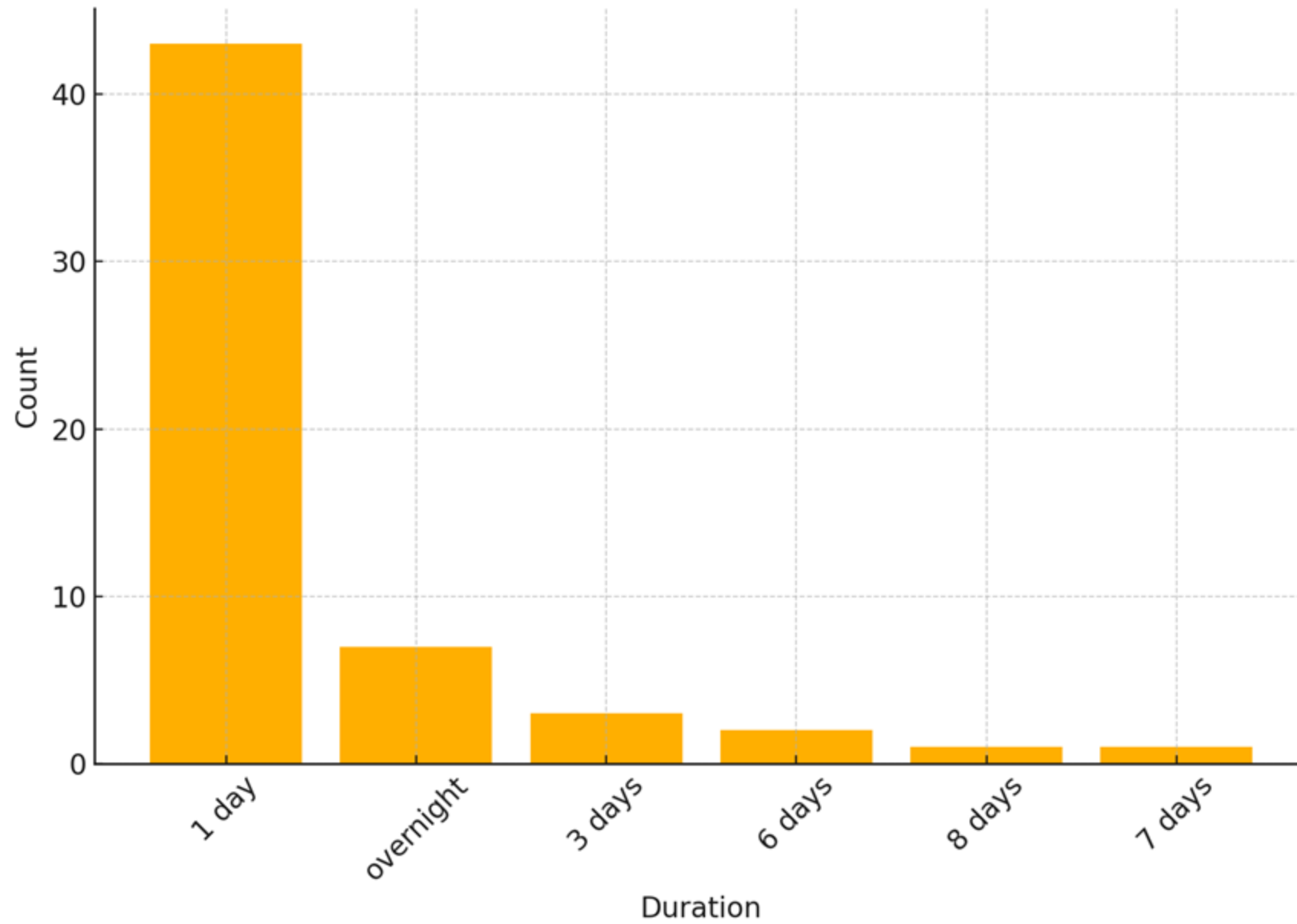
Number of Inquiries per Number of People



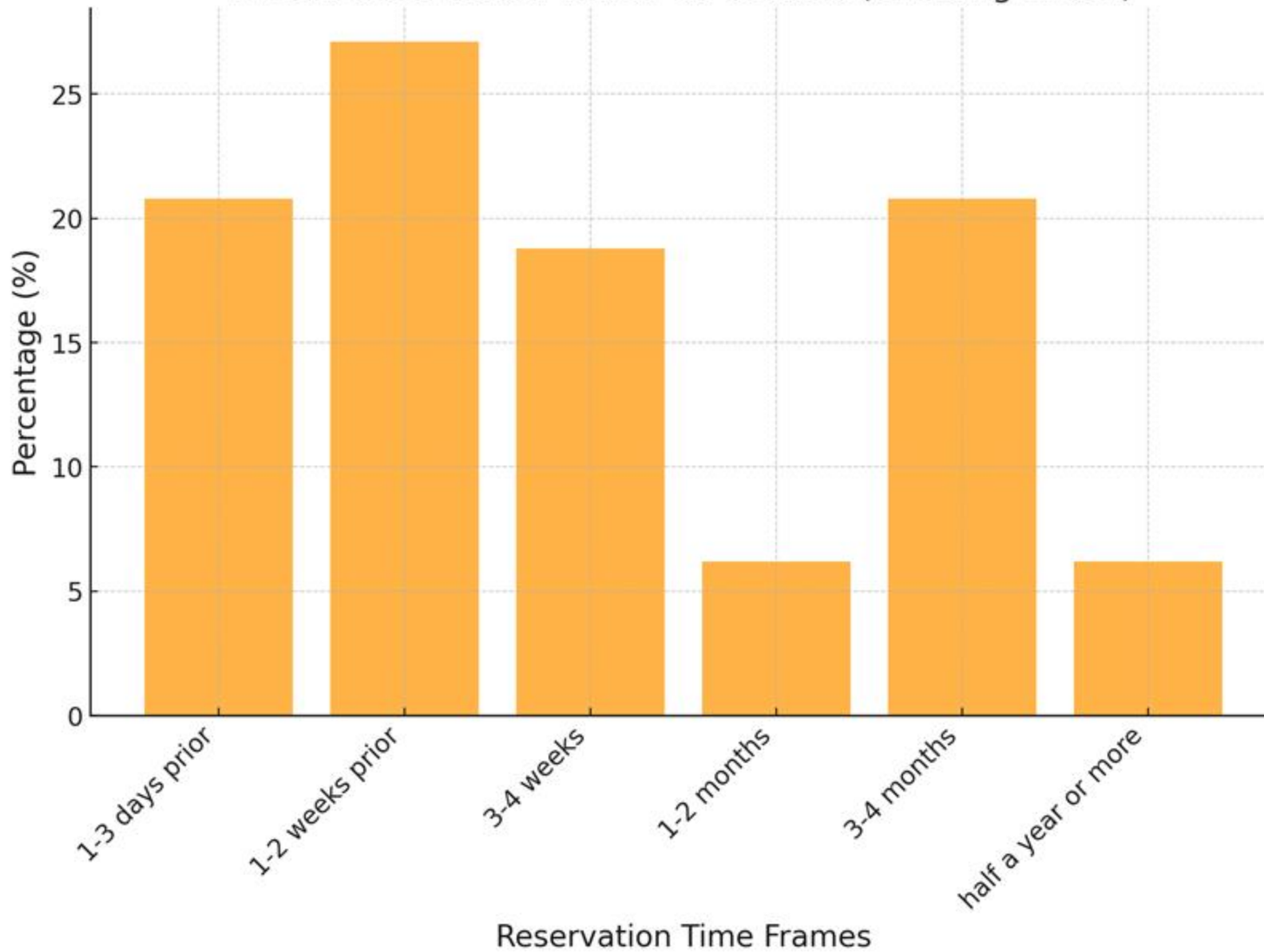
Distribution of Tour Types



Distribution of Tour Duration



Reservation Time Frames of Tourists (Growing Order)



Feedback from SME

Hi, Anna

I received it, but it's *quite unrealistic among other tasks*. You could try asking X again by email, but the *time for consideration is too short*.

Is there a way to set a restriction in the application *system that requires applying 1 week in advance*? That would make it a bit more manageable, although I have to say that from now until mid-October, there are practically no free days...

P.S. *I checked with X, and they also can't*.
Best,

...



Feedback from SME

Hi Anna,

We have observed that last-minute bookings are becoming increasingly common. However, these bookings are also the most likely to be cancelled at the very last moment.

When a customer peaks in the window 2 minutes before closing time



Feedback from SME

Hi,

We received a request from a group of Dutch ladies who want to go paddle boarding in Riga tomorrow. Unfortunately, I have a large group scheduled for the same day, so I can only refer them to another rental place. I will call the other company to check if they have availability.

Who should be responsible to reschedule or refer to another company?



Feedback from SME

We have noticed that some inquiries are being sent multiple times (such as the original, through a forwarder, and a reminder from you).

We usually receive and respond to the initial inquiry, so multiple emails can be a bit overwhelming and may cause some confusion. We appreciate your understanding in this matter.



Feedback from SME

Latvian and Estonian SMEs have indicated that they have made a close collaboration between countries. The collaboration have been in forest restaurant packages and bicycle tours.

These SMEs were in touch with ERTO/ENTA.

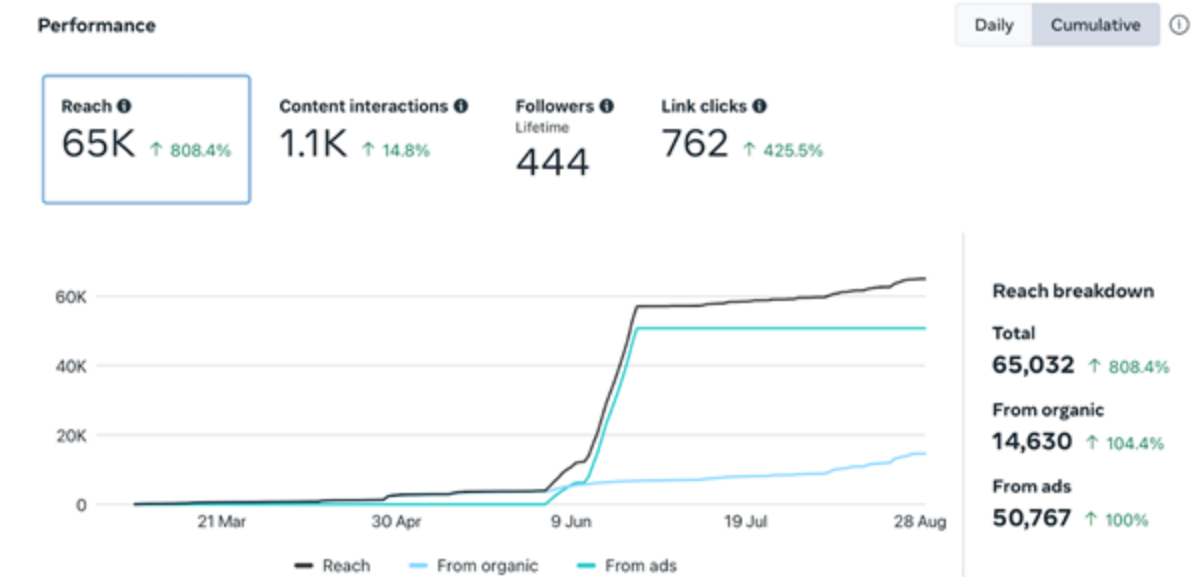
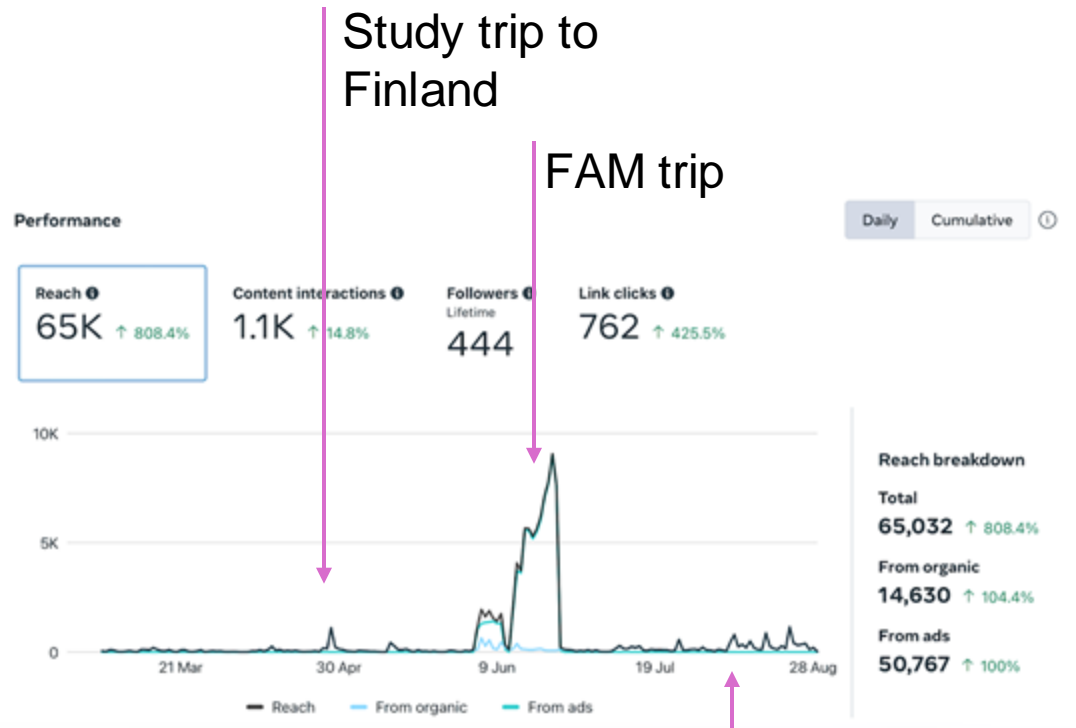


Social media statistics

(March – August)

Facebook

Daily & Cumulative Reach

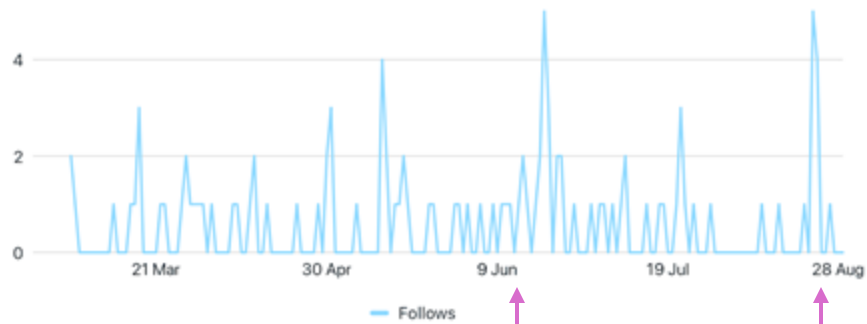


Started posting galleries

Daily & Cumulative Followers

Performance

Reach 65K ↑ 808.4%
Content interactions 1.1K ↑ 14.8%
Followers Lifetime 444
Link clicks 762 ↑ 425.5%



FAM trip

Captains Cruise

Daily Cumulative

Performance

Reach 65K ↑ 808.4%
Content interactions 1.1K ↑ 14.8%
Followers Lifetime 444
Link clicks 762 ↑ 425.5%



Daily Cumulative

Audience breakdown

1 Mar - 29 Aug

Net follows 101 ↓ 31.8%

Follows 103 ↓ 31.3%

Unfollows 2 0%

Page likes 316 --

316 --

Paid Ads

PAID ADS ON FB

WITH THE AIM OF REACHING MORE WEBSITE VISITORS

On June 2024 2 facebook ads were active.

04.06.2024 - 11.06.2024

Reel: **Hiking with a Taste With a Taste**

- **4169** video plays;
- 1170 post engagements;
- **344** link clicks;
- **6219** reached people.



United Kingdom:
London (+80 km) England

England



Wales

4



PAID ADS ON FB

WITH THE AIM OF REACHING MORE WEBSITE VISITORS

13.06.2024 - 25.06.2024

Video: **Baltic nature across all four seasons**

- 278 link clicks;
- 8247 post engagements
- 45950 reached people.



United Kingdom





2 ACTIVE PAID ADS ON FB

WITH THE AIM OF REACHING MORE WEBSITE VISITORS

29.08.-12.09.2024

- Reel: Bogshoe hiking in Latvia
- 81 link cliks - to website;
- 554 reel plays
- 5334 reached people.



United Kingdom





2 ACTIVE PAID ADS ON FB

WITH THE AIM OF REACHING MORE WEBSITE VISITORS

29.08.-04.09.2024

Reel: SUP session while watching the sunrise!

- 432 link clicks - to website;
- 2141 reel plays
- 1275 post engagements
- 5334 reached people.



United Kingdom

England



Scotland



Wales



Northern Ireland



Campaign name	Delivery	Reach	Impressions
Post: "Hiking with a Taste in Latvia!"	● Completed Campaign	6,219	10,758
[06/13/2024] Promoting https://balticnaturetourism.com/en	● Completed Campaign	45,950	74,507
Post: "There's nothing like starting the day with a SUP..."	● Active Campaign	5,017	6,877
[08/29/2024] Promoting https://balticnaturetourism.com/en...	● Active Campaign	2,285	2,812
Total results 4/4 rows displayed		59,084 Accounts Centre accounts	94,954 Total

POSTS ON FB INTEREST GROUPS

Group	Date	Post type	Theme	link to the post
Hiking, Adventure, Trekking, Mountain & lakes	02.09.2024	Photos	Baltic Coastal Hiking	https://www.facebook.com/groups/337438856848588/permalink/1553212311937897/
Feel The Baltics Travel Forum Estonia - Latvia - Lithuania	29.08.2024	Photos	Baltic Coastal Hiking	https://www.facebook.com/groups/visitbaltics/permalink/1727230301149711/
Baltic Travel in Lithuania, Latvia, Estonia	29.08.2024	Photos	Active tourism - tours	https://www.facebook.com/groups/baltictravelgroup/permalink/1176684190283274/
Baltic Travel in Lithuania, Latvia, Estonia	02.09.2024	Reel	Bogshoe Hiking	https://www.facebook.com/reel/1035726217994039
Feel The Baltics Travel Forum Estonia - Latvia - Lithuania	02.09.2024	Reel	Bogshoe Hiking	https://www.facebook.com/reel/3632486673670813
Hiking and Travel	02.09.2024	Reel	Bogshoe Hiking	https://www.facebook.com/groups/hikingandtravel/permalink/2763895957118293/



Group by Austra Paukšte

Baltic Travel in Lithuania, Latvia, Estonia

Public group · 33.3K members



Share

Joined

About Discussion Featured People Events Media Files



Baltic Nature Tourism

Explore Active tourism in Latvia and Estonia
<https://balticnaturetourism.com/active-tourism>

The Baltic States are known for their diverse landscapes, including forests, lakes, rivers, bogs and coastlines, which offer a wide range of outdoor activities such as hiking, biking, kayaking, including winter activities.



16

About

The locals and tourists share the experience and tips on how to travel in the Baltic region.

Lithuania, Latvia, and Estonia easy and interesti... See more

Public

Anyone can see who's in the group and what they post.

Visible

Anyone can find this group.

Riga, Latvia · Tallinn, Estonia · Vilnius, Lithuania

Recent media



See all

Top 3 posts

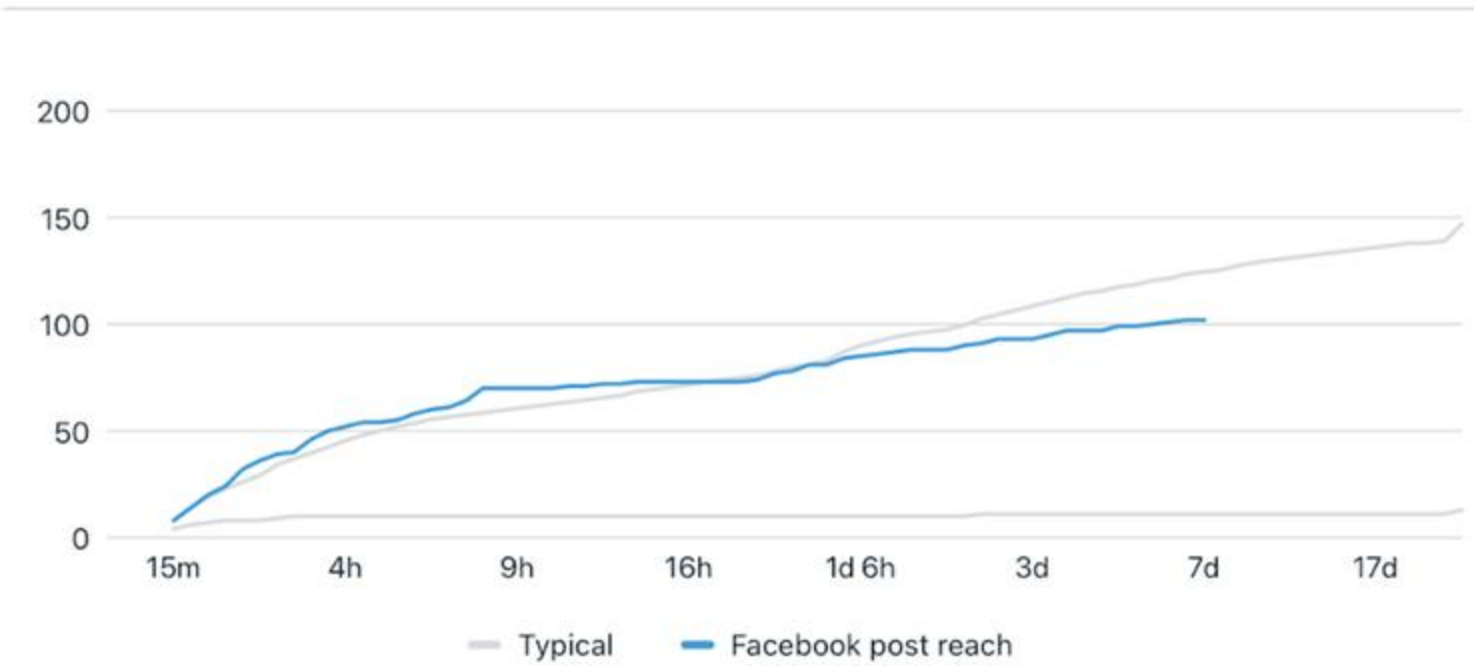
Continue getting results when you boost this post and spend \$1 each day

Estimated daily results 370-1.1K more reach

Boost

Reach ⁱ	Impressions ⁱ	Interactions ⁱ	Link clicks ⁱ
1,770	1,906	5	1

This post received more reach compared to your recent Facebook posts.



From followers

89

From non-followers

1,673

Album Soul tours



Baltic Nature Tourism

Published by Le Laika

6 d

Explore Soul Tours in Latvia 🇱🇻 and Estonia! 🇪🇪 🌿 🍃 🌻
<https://balticnaturetourism.com/.../activities/soul-tours>



See insights and ads

Boost

Pazust Priedēs and 4 others

5

Top performer

Continue getting results when you boost this post and spend \$1 each day

Estimated daily results 254-735 more reach

Boost

Reach ⓘ

1,707

Impressions ⓘ

1,788

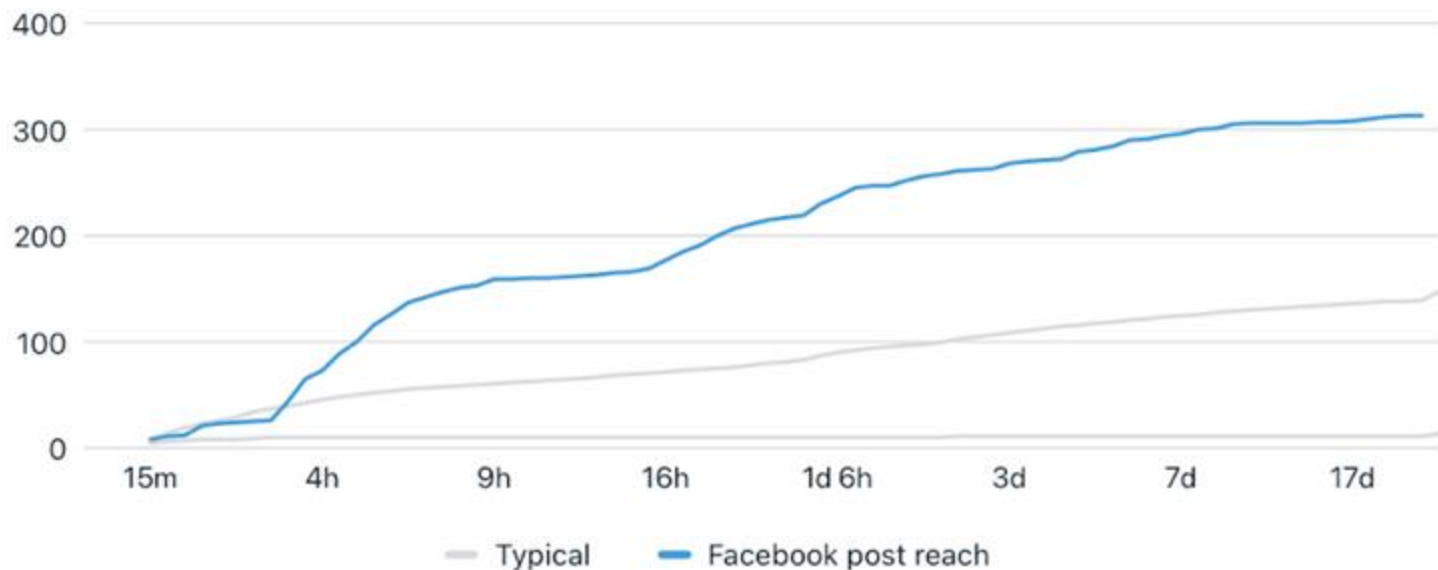
Interactions ⓘ

4

Link clicks ⓘ

1

This post received more reach compared to your recent Facebook posts.



From followers

99

From non-followers

1,604

Feed preview

Album Wildlife Watching



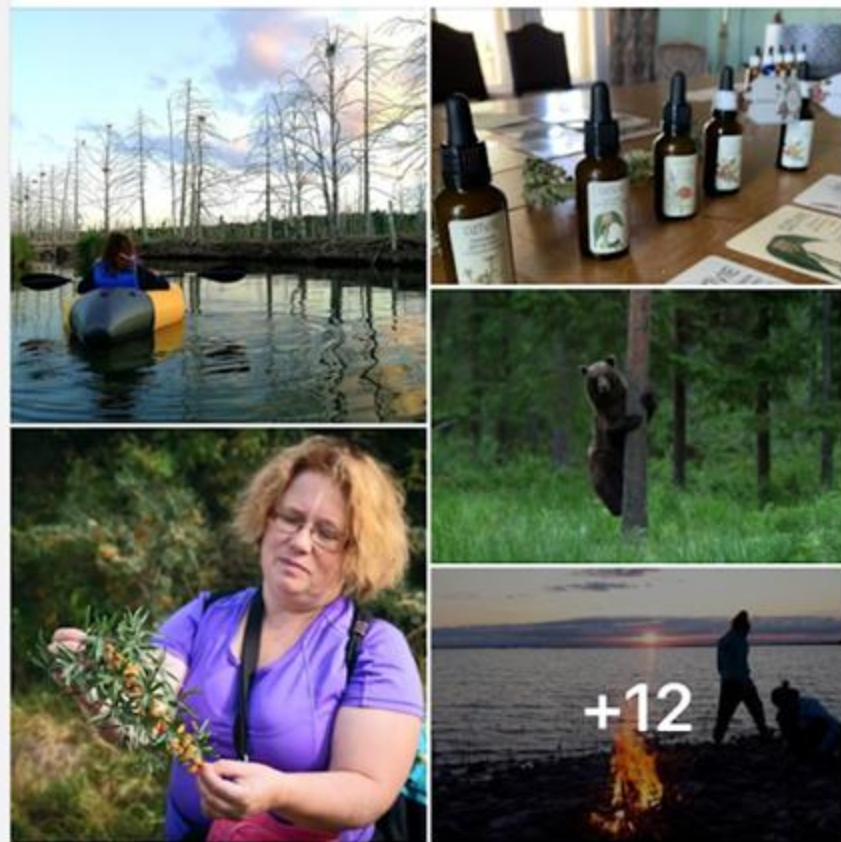
Baltic Nature Tourism

Published by Le Laika

8 August at 16:35 · 🌐

Explore Wildlife Watching Tours in Latvia 🇱🇻 and Estonia! 🇪🇪 🐻 🐾 🐿

<https://balticnaturetourism.com/.../act.../wildlife-watching>



See insights and ads

Boost

Top performer

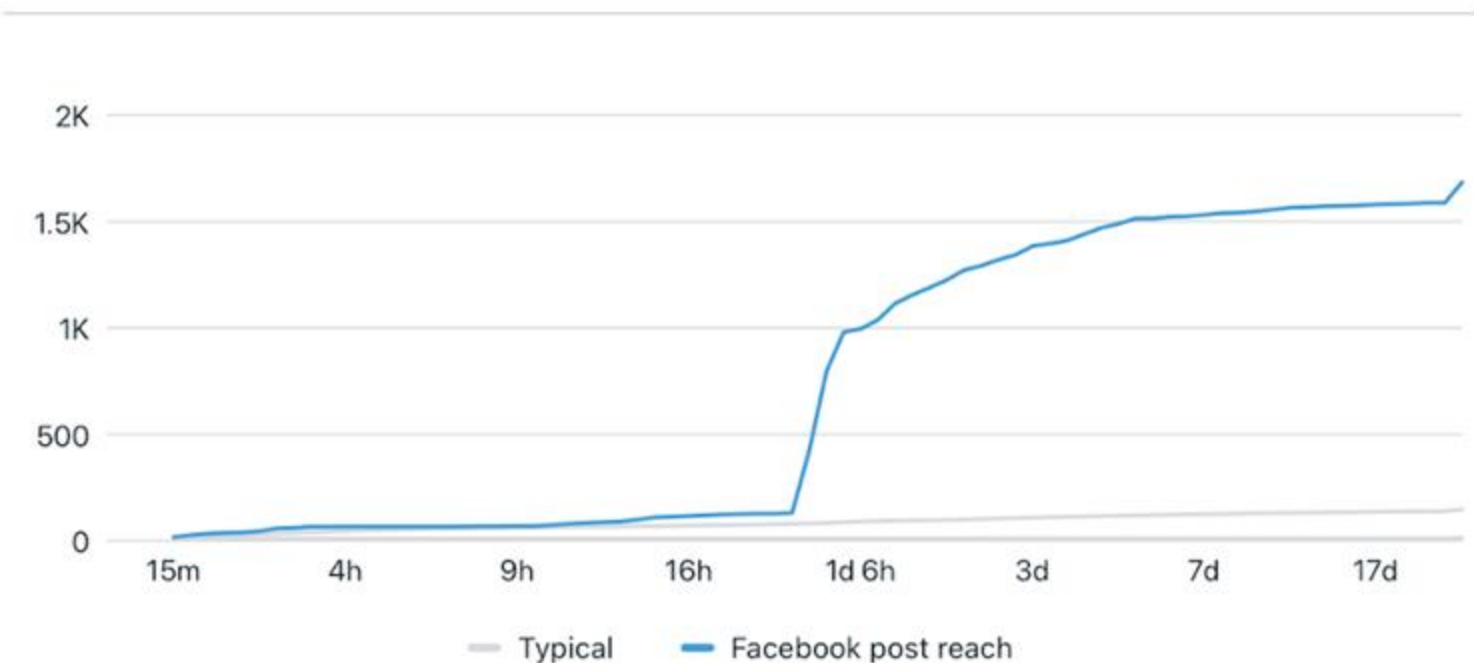
Continue getting results when you boost this post and spend \$1 each day

Estimated daily results 254-735 more reach

Boost

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
1,684	1,782	20	--

This post received more reach compared to your recent Facebook posts.



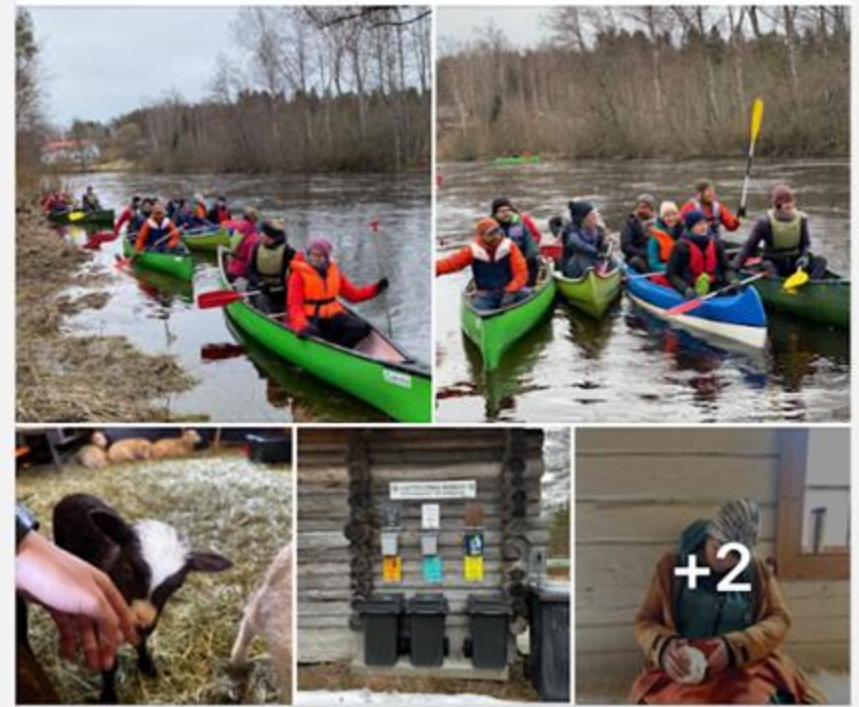
From followers 174

From non-followers 1,516

Feed preview

Baltic Nature Tourism
 Published by Anna Salnikova
 · 27 April · 🌐

Visit at the farm [Koivuniemen Herra](#) was truly inspiring and full of surprises starting with a warm welcome from owners and a sheep Matti. Feeding the pigs, sheeps, seeing cows and horses and turtles and no less importantly seeing how the hostel and hotel accommodations and 4 different saunas are operated within the farm was very valuable for the Latvian and Estonian SMEs and project partners 🐷🐑🐾
 And in the evening despite the rainy weather we enjoyed the boating in Syylöönstr... [See more](#)



Top 3 reels

Reach ⓘ

6,347

Impressions ⓘ

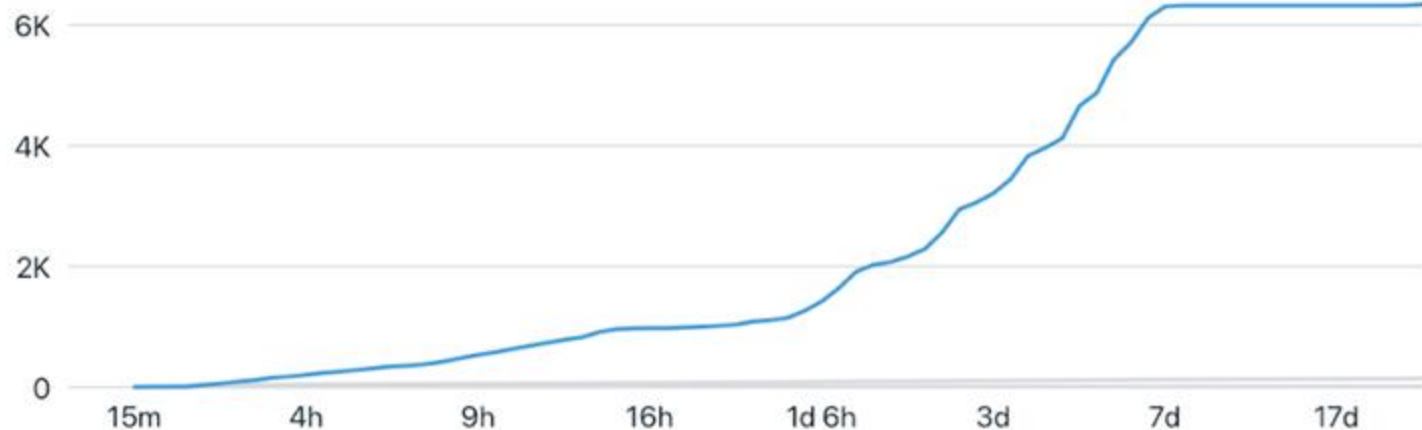
10,872

Interactions ⓘ

11

Link clicks ⓘ

--



— Typical — Facebook post reach

From ads



From organic

85

From followers



From non-followers



Feed preview



Baltic Nature Tourism

Published by [Anna Paleione](#)



· 4 June · 🌐

Hiking with a Taste in Latvia!

Join for a 6-hour culinary adventure in nature! We'll start the day with a delicious breakfast and coffee an hour away from Riga. After hiking for 2-3 hours, taking in the stunning scenery and enjoying a picnic if we feel like it, we'll find a spot in nature to cook up 5-6 different dishes and a mouth-watering dessert. With the guidance of our skilled chef, we'll use the natural surroundings to create a unique culinary experience. This adventur... **See more**



Reach ⓘ

5,293

Impressions ⓘ

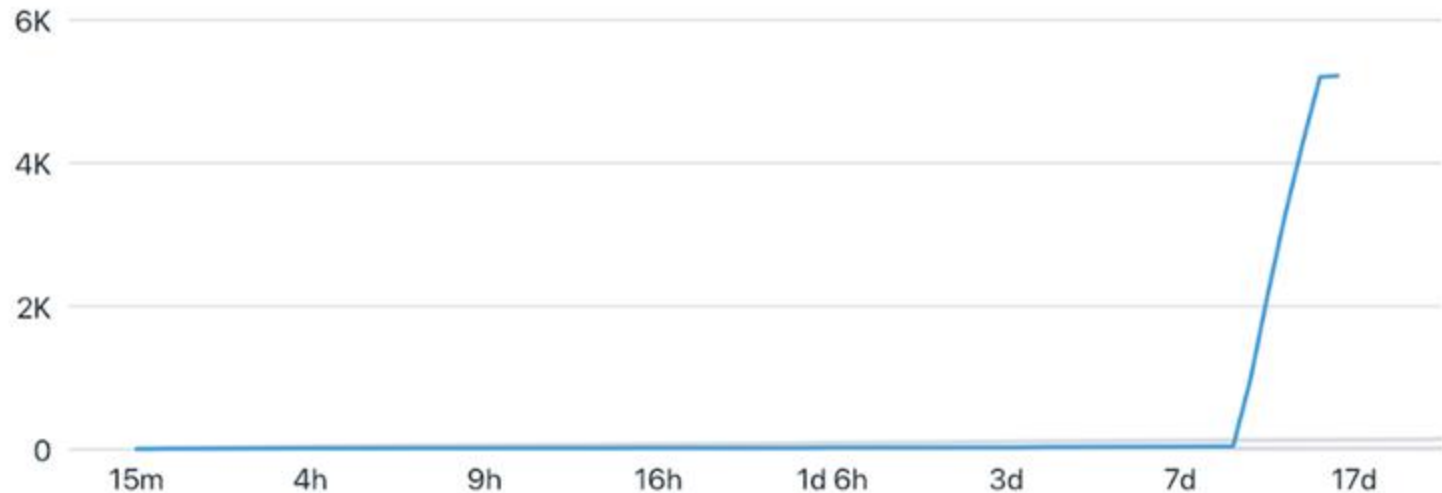
7,184

Interactions ⓘ

2

Link clicks ⓘ

--



— Typical — Facebook post reach

From ads



From organic

| 47

From followers



From non-followers



Feed preview



Baltic Nature Tourism

Published by [Le Laika](#)

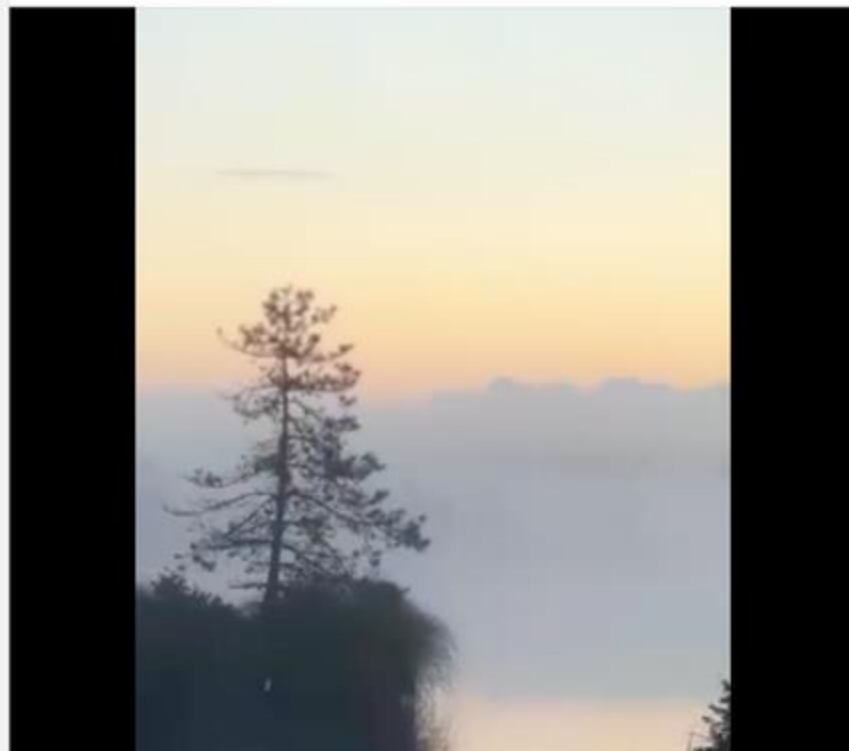


· 19 August at 09:01 · 🌐

There's nothing like starting the day with a SUP session while watching the sunrise! Gliding over the calm water, surrounded by the golden glow of morning, it's the perfect way to find peace and soak in nature's beauty. 🌊🌅

Video material: [@supfil.lv](#) [@dacite2009](#)

[#suping](#) [#morningvibes](#) [#naturelovers](#)
[#paddleboarding](#) [#balticnaturetourism](#) [#centralbaltic](#)



Continue getting results when you boost this post and spend \$1 each day

Estimated daily results 247-715 more reach

Boost

Reach ⓘ

975

Impressions ⓘ

1,060

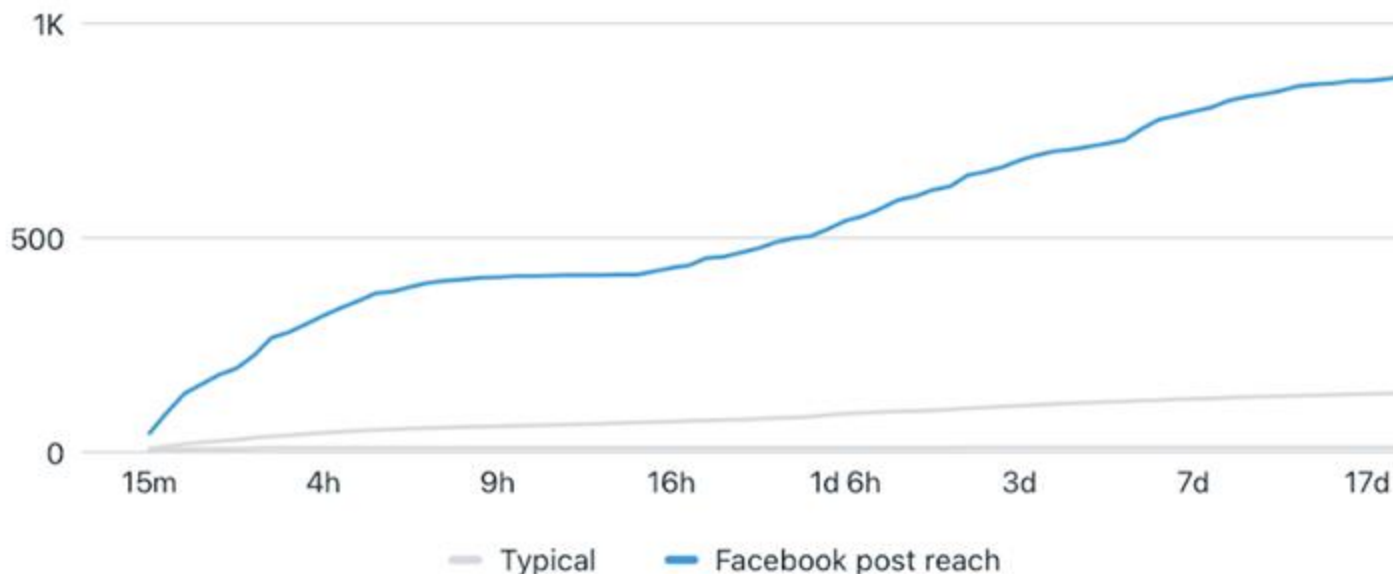
Interactions ⓘ

21

Link clicks ⓘ

4

📈 This post received more reach compared to your recent Facebook posts.



From followers

90

From non-followers

883



Baltic Nature Tourism is 🥳 feeling fantastic at Soomaa National Park.

Published by Anna Salnikova



· 8 January · Suure-Jaani vald, Estonia · 🌐

Greetings from Aivar Ruukel, Soomaa.com, a local guide from Soomaa National park! Explore what is kick sledding and try one day by yourself! 🥰

Explore more winter activities in Latvia and Estonia here -

<https://balticnaturetourism.com/en/tours/winter-activities>

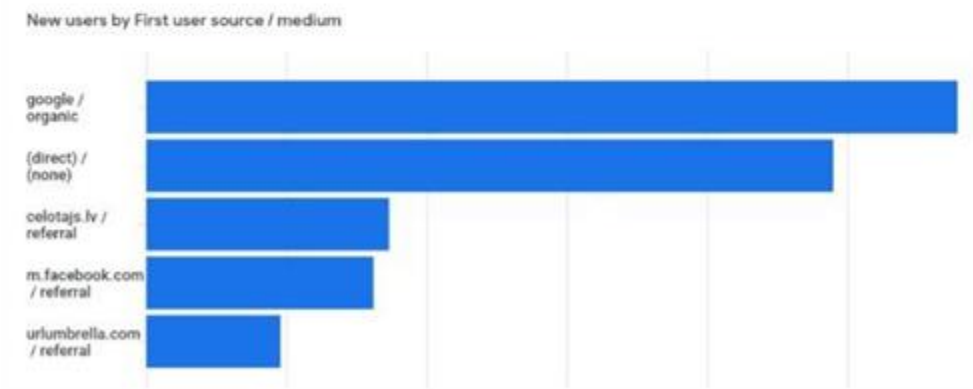
Warm thanks to Juris Smajinskis and Toms Ziemelis for the photo and video!



Website

PAID ADS RESULTS ON WEBPAGE HTTPS://BALTICNATURETOURISM.COM

01.05.-31.07.2024



August, 2024

Paid adverts start



Totals	3,854
1 /en	1,409
2 /en/tour/boards-you-sup-kayak-rent	165
3 /en/tours/bogshoe-hiking	83
4 /en/tour/sigulda-adventures-cable-car-gauja-valley	77
5 /en/map-e	69
6 /en/tours/activities/active-tourism	67
7 /en/news	63
8 /en/tour/prangli-reisid-seal-watching-tour	58
9 /en/tour/sigulda-adventures-boat-tour	58
10 /en/map	50
11 /en/aboutus	46
12 /en/tours/activities/wildlife-watching	41
13 /en/tour/boards-you-sup-adventure-riga-canal	40
14 /en/tour/ozolaivas-kayaking-sunrise-kemeri-national-park	37
15 /en/destination	35
16 /en/tour/baltic-nature-travel-self-guided-hike	35
17 /en/tours/activities/food-and-foraging	29
18 /en/tour/taevaskoja-meejaam-mushroom-foraging-berries-southern-estonia	28
19 /en/tour/baltic-nature-travel-hiking-gauja-national-park	27
20 /en/tour/sea-kayaking-open-canoeing-soomaa-national-park	26
21 /en/tour/karlamuiza-country-hotel-canoeing-in-	25
22 /en/tour/baltic-nature-travel-walking-nature-trails-latvia-estonia-2	24
23 /en/tour/easy-ride-ebike-cesis-ligatne	24
24 /en/tour/mooska-sauna-session-traditional-smoke-sauna	22
25 /en/tour/indietours-pirita-sunset-kayak-tour	20

2nd of June - 2nd of Sep



Paid ads



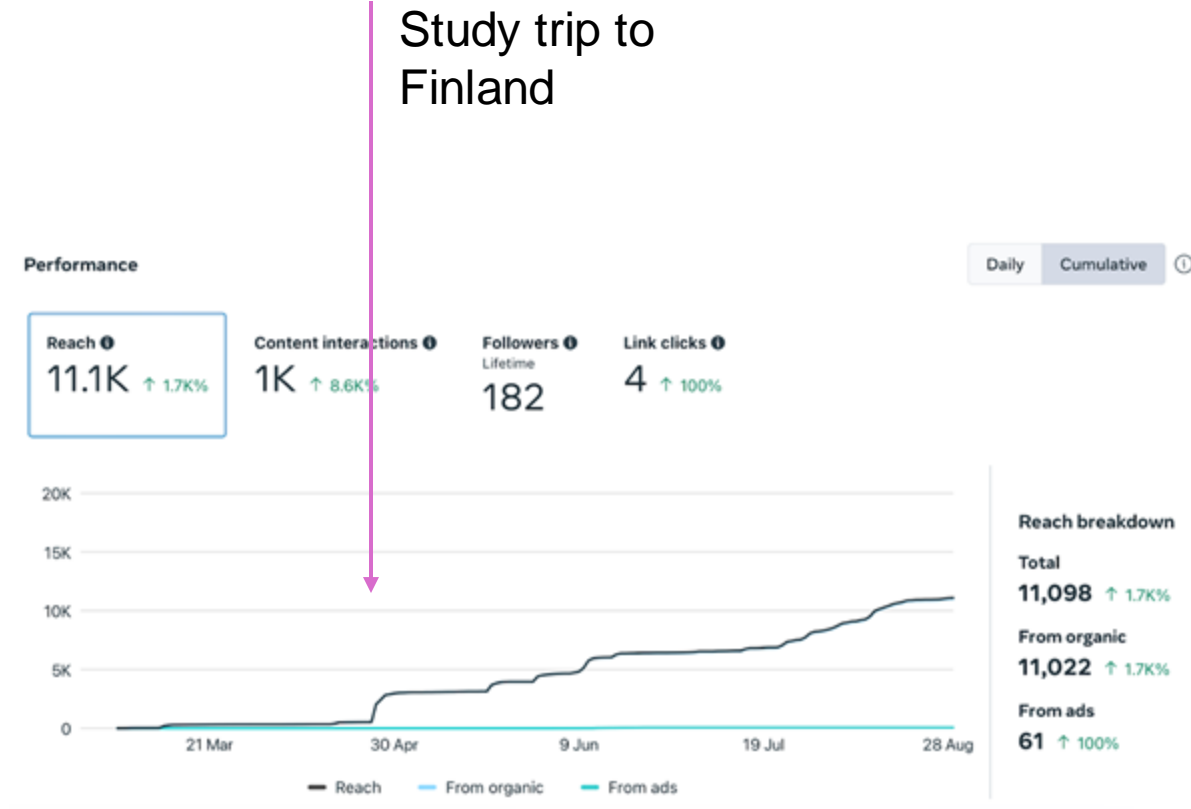
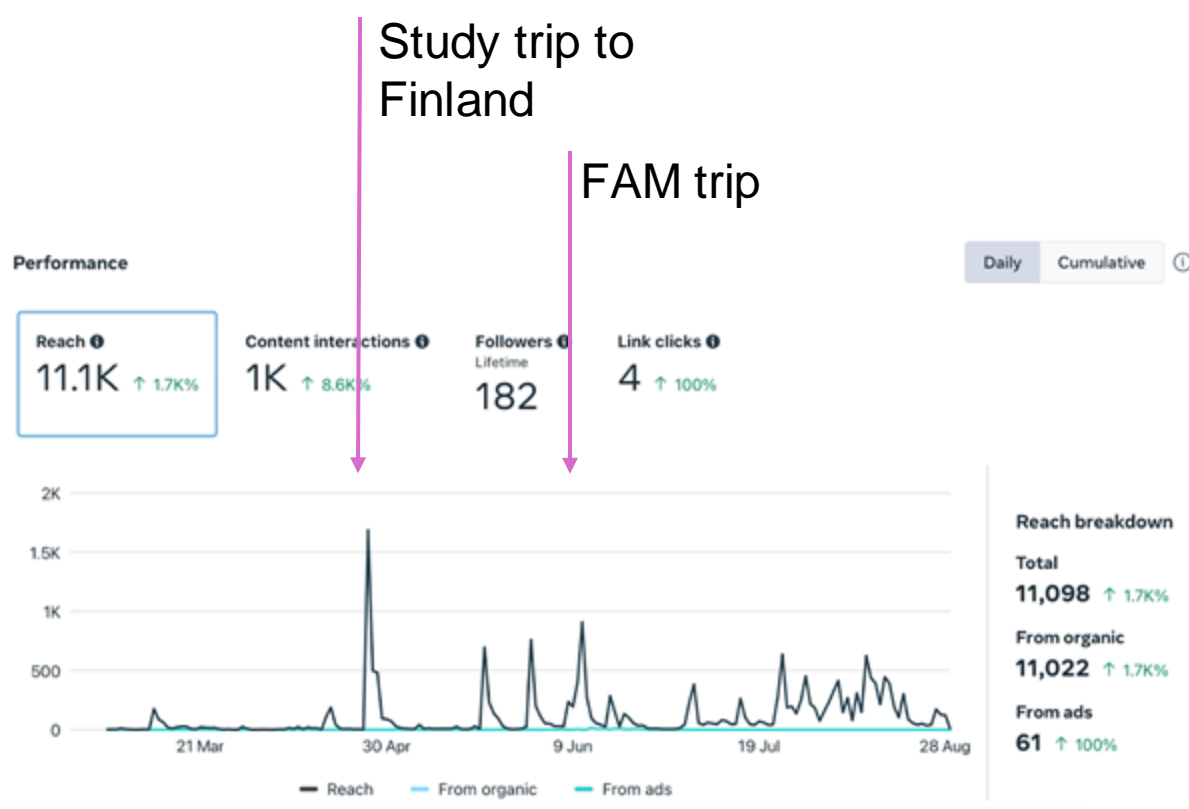
Posts in interest groups



Inquiries received

Instagram

Daily & Cumulative Reach



Daily & Cumulative Followers

Performance

Reach 11.1K ↑ 1.7K% Content interactions 1K ↑ 8.6K% Followers Lifetime 182 Link clicks 4 ↑ 100%



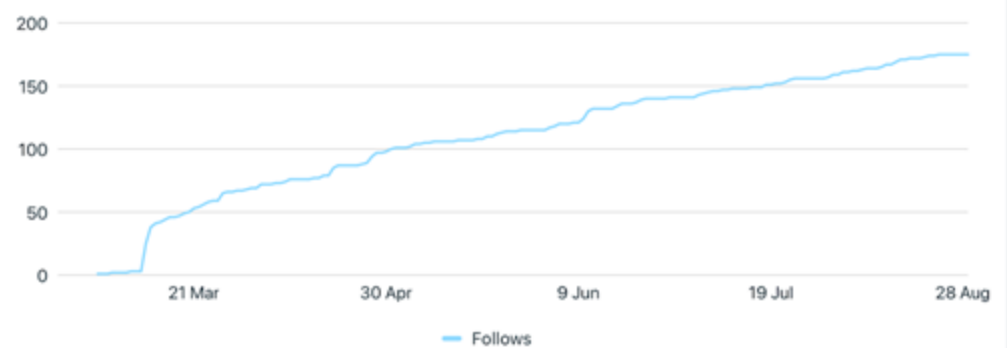
Daily

Cumulative



Performance

Reach 11.1K ↑ 1.7K% Content interactions 1K ↑ 8.6K% Followers Lifetime 182 Link clicks 4 ↑ 100%



Daily

Cumulative



Audience breakdown 1 Mar - 29 Aug

Follows 175 ↑ 695.5%
Unfollows 21 ↑ 2.0K%

Audience breakdown 1 Mar - 29 Aug

Follows 175 ↑ 695.5%
Unfollows 21 ↑ 2.0K%

Top 3 posts

Reach ⓘ

525

Impressions ⓘ

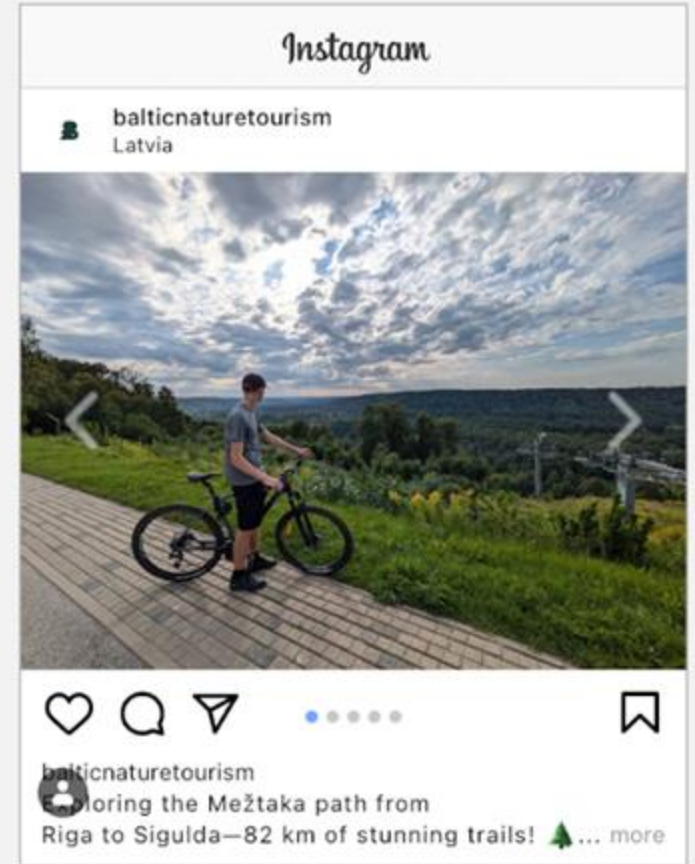
605

Interactions ⓘ

31

📈 This post received **more reach** compared to your recent Instagram posts.

Feed preview



[View Post on Instagram](#)

Top performer

Continue getting results when you boost this post and spend \$2 each day

Estimated daily results 401-1.2K more reach

Boost

Reach

460

Impressions

619

Interactions

15

This post received more reach compared to your recent Instagram posts.

Feed preview



View Post on Instagram

Reach ⓘ

396

Impressions ⓘ

451

Interactions ⓘ

27

📈 This post received **more reach** compared to your recent Instagram posts.

Feed preview



Top 3 reels

Reach ⓘ

2,967

Impressions ⓘ

3,447

Interactions ⓘ

180

📈 This post received **more reach** compared to your recent Instagram posts.

Feed preview



Reach ⓘ

1,049

Impressions ⓘ

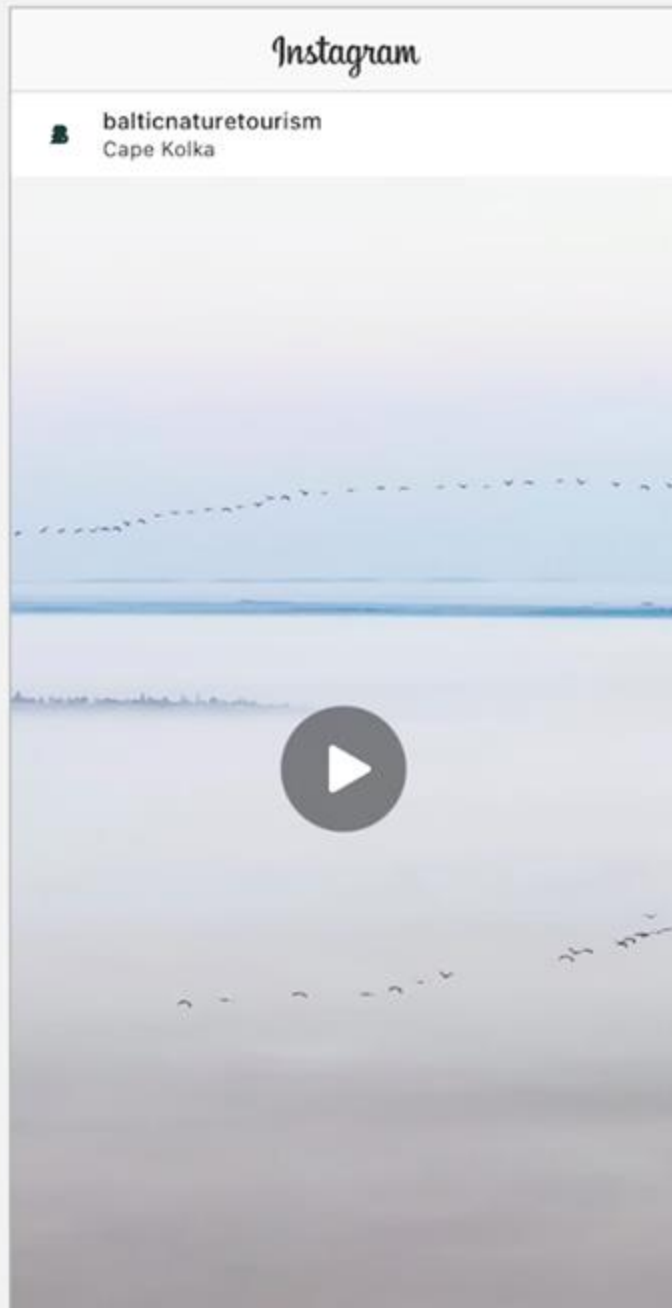
1,271

Interactions ⓘ

49

📈 This post received **more reach** compared to your recent Instagram posts.

Feed preview



Top performer

Continue getting results when you boost this post and spend \$2 each day

Estimated daily results ⓘ
401-1.2K more reach

Boost

Reach ⓘ

943

Impressions ⓘ

1,035

Interactions ⓘ

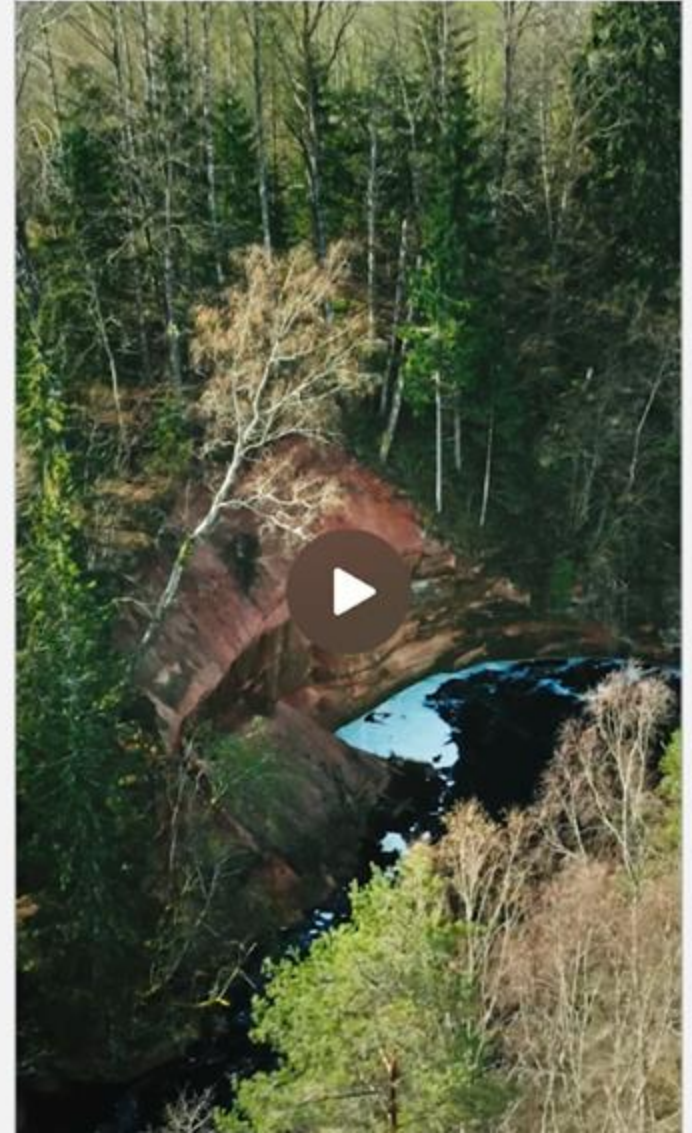
29

↗ This post received **more reach** compared to your recent Instagram posts.

Feed preview

Instagram

👤 balticnaturetourism



Planned activities in 2024

- Travel Bulletin Activity and Adventure Showcase, Manchester, 17th Sep 2024
- Adventure Europe, Online, 25th Sep 2024
- WTM London, Latvia and Estonia stands, 5-7th Nov 2024
- Arrival Activate, Edinburgh, 23-25th Nov 2024
- Fam trip to Estonia in November for Christmas (to be confirmed)
- Estonian Embassy event with VisitEstonia (to be confirmed)
- cooperation with university of life sciences-nature conference and studies
- 19.11 ELTÜ nature tourism seminar
- Content article in National Geographic
- Adding SMEs and services on airtable/website

Baltic's nature coverage in media

- Baltic coast [Express.co.uk](https://www.express.co.uk)
- Lonely planet [TOP 15 for Estonia](#)
- The Guardian [Estonian northern coast](#)
- The guardian [about cycling](#)
- Forbes [The most walkable cities](#)
- Outdoor swimwear [Glorious swims in cola-color bogs](#)
- Wanderlust [Travel Green](#)
- BBC [Estonian naked wellness tradition](#)

Thank you!

Elin Priks, Anna Palelione, Anna Salnikova