



Lauku Ceļotājs
www.celotajs.lv

Latvian Rural Tourism association
Lauku Ceļotājs &
Baltic Coastal Hiking trail

By the president of the association Ms **Asnate Ziemele**



Latvian Rural Tourism association

- Established in 1993;
- Today: ca 350 members (rural tourism entrepreneurs);
- **Main aims:**
 - » To develop & promote rural areas & sustainable tourism there;
 - » To represent & protect interests of its members on a national & international level;
 - » To control the quality of the environment and tourism services;
 - » To take a part in the development of legislation documents connected to tourism, development of rural areas and nature protection



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**Baltic Coastal hiking trail – northern part
of E9 path**






<https://youtu.be/pQAMYPnus2I>

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Baltic Coastal Hiking Project

- Project «Hiking route along Baltic Sea Coastline in Latvia and Estonia» within Estonia – Latvia programme from EU Regional Development Fund
- Duration: 01.02.2017.-31.01.2020.
- 8 project partners
- Financial support of EU programme Interreg Estonia – Latvia programme : EUR 926 277, partners contribution: EUR 163 460




What is Baltic Coastal hiking?



The map shows the route of the Baltic Coastal Hiking trail, which follows the coastline of both Latvia and Estonia. Key locations marked include Riga, Tallinn, and various coastal towns and villages along the way. The trail is indicated by a red line with pink markers.

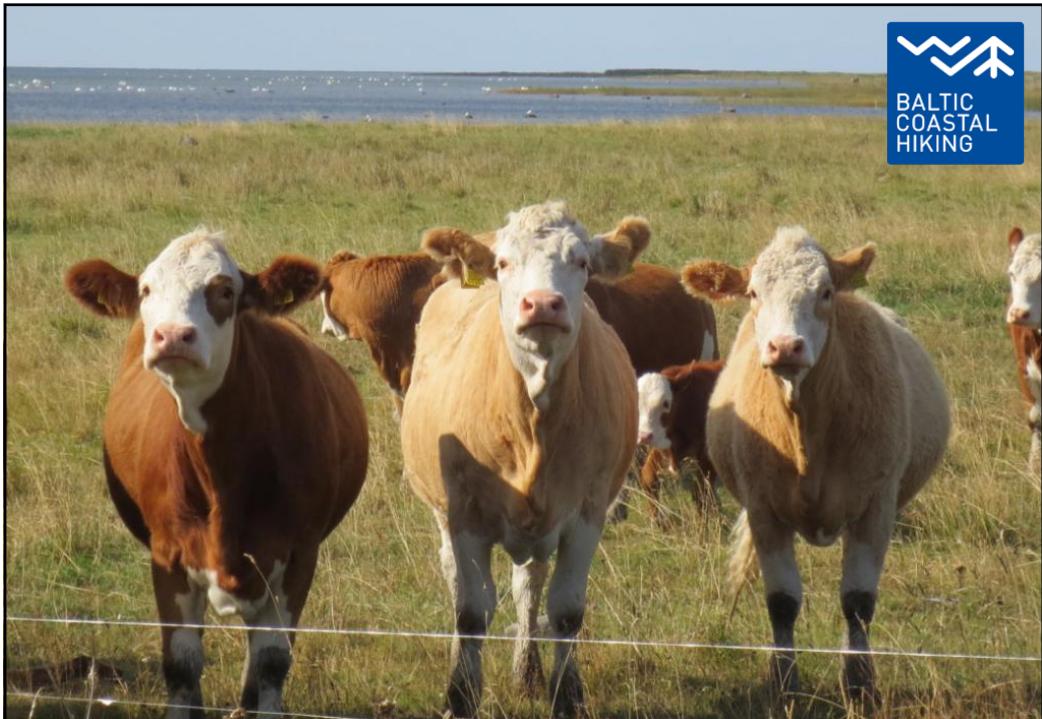
BALTIC COASTAL HIKING

- Latvia -Estonia
- 1200 km
- Sandy & stony beaches, cliffs & outcrops;
- 700 sights
- Historic coastal towns, fishermen villages & 2 capitals- Riga , Tallinn
- Complete tranquillity & remoteness <-> areas with cafes, pubs & souvenir shops

coastalhiking.eu

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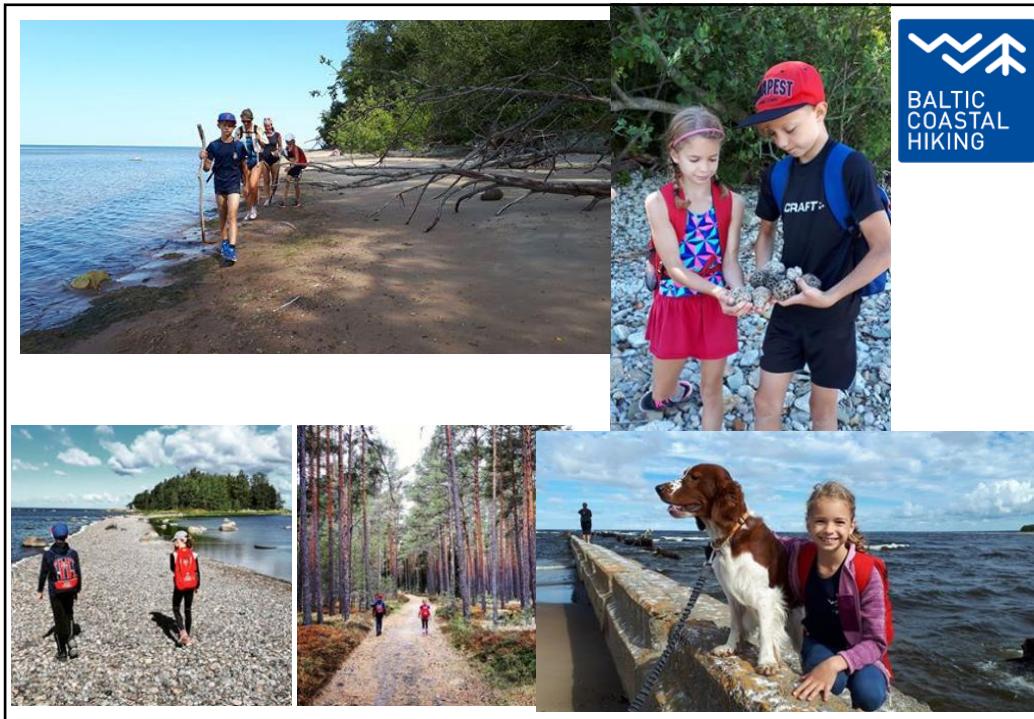












Visual identity

JŪRTAKA
PIEKRASTES GĀJĒJU CEĻŠ

RANNIKU
MATKARADA
BALTIK COASTAL
HIKING
BALTISCHER
KÜSTEN-WANDERWEG
ТРОПА
БАЛТИЙСКОГО ВЗМОРЬЯ

LV EE DE RUS ENG







Route marking



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Infrastructure

Investments in nature:

- resting places, hiking paths;
- info stands & signposts;
- route is marked in all length;
- watherproof outdoor info posters

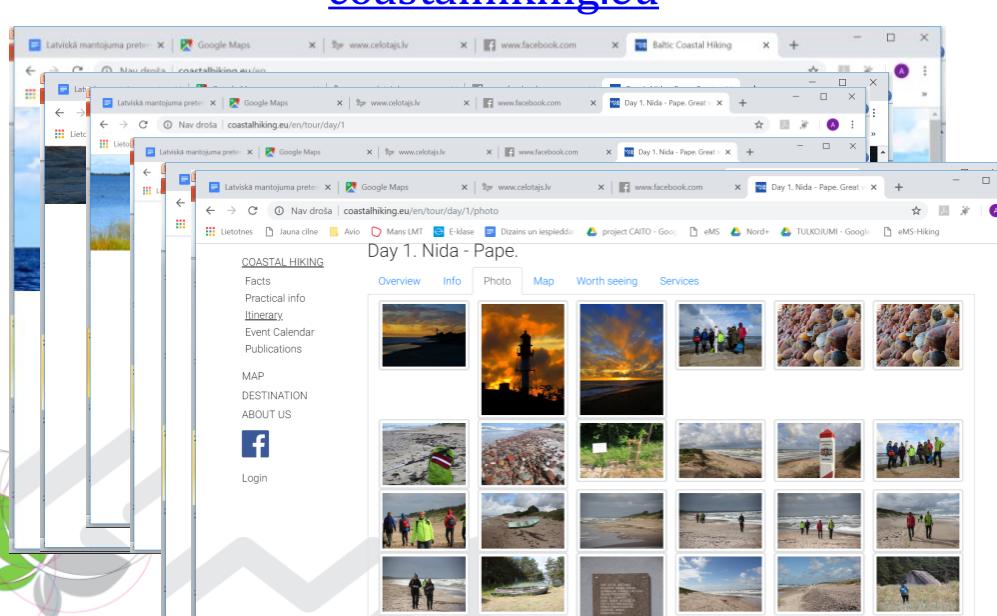


Marketing activities

- Project launching conference (2017);
- Event calendar 2018, 2019 +2020;
- www.coastalhiking.eu & [social networks](#);
- Linked with E9;
- Participation in international trade fairs – MATKA, ITB, TourEsT, etc.;
- Promotional videos & events;
- Printed materials: Image brochure, Baltic Coastal Hiking Tour Manual (DE & EN), Baltic coastal hiking guide (LV, EE, EN, DE, RU).
- Marketing campaign in cooperation with Road Transport Administration – 1 -2 day hiking routes reachable by public transportation:
<https://www.celotais.lv/lv/news/item/view/906>
 Media trips




Baltic Coastal Hiking trail digital coastalhiking.eu



Information in European Ramblers Association



ERA·EWV·FERP

Lauku celotajs is a member in ERA.

[https://www.era-ewv-ferp.org/latvia/
celotajs.lv](https://www.era-ewv-ferp.org/latvia/celotajs.lv)

Information in Wikipedia

E9 European long distance path

From Wikipedia, the free encyclopedia

The E9 European long distance path, E9 path or European Coastal Path (French: Sentier Européen du Littoral) is one of the European long-distance paths, running for 5,000 kilometres (3,100 mi) from Cabo de São Vicente in Portugal to Narva-Jõesuu in Estonia.

Contents [hide]
1 Portugal
2 Spain
3 France
4 England
5 Belgium
6 Netherlands
7 Germany
8 Poland
9 Latvia
10 Estonia
11 References
12 External links



https://en.wikipedia.org/wiki/E9_European_long_distance_path

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Printed materials:

>>> Baltic Coastal Hiking Guide

- 60 pages 1-day stretches ca 20km / day walk with map, sights, services, description;
- Available in languages: LV, EE, RU, DE

The image shows the front cover and several pages from the printed guidebook. The cover features a blue design with a map of the Baltic Sea and the text 'GUIDE HIKING ROUTE Latvia / Estonia 1200 km COASTALHIKING.EU'. Inside, the first page has a 'CONTENT' section with chapters like 'COASTAL NATURE', 'SERVICES AND INFRASTRUCTURE', and 'HOW TO GET THERE'. A sample page for 'DAY 1 Nida - Pape' shows a photo of a rocky beach, a map of the route, and sections for 'TIME', 'USEFUL INFORMATION', and 'SERVICES'.

https://www.celotajs.lv/en/p/view/CoastalHiking_Guidebook

[celotajs.lv](#)

>>> Baltic Coastal Hiking Tour Manual

- 15 hiking tours for one and multiple days (up to 16 days) in Latvia and Estonia;
- The most interesting, most scenic coastal areas of Latvia and Estonia;
- Every tour includes schematic tour map, provides information about the mileage to be covered within a day, level of difficulty, most outstanding sightseeing objects, as well as practical information about the road surface, getting to the starting point and returning from the finish back to the city.
- Available in languages: English, German

The image shows the front cover and several pages from the printed tour manual. The cover features a blue design with a map of the Baltic Sea and the text 'BALTIC COASTAL HIKING TOURS www.COASTALHIKING.EU LATVIA / ESTONIA'. Inside, the first page has a 'TABLE OF CONTENTS' with chapters like 'WHAT CAN YOU FIND IN THIS BROCHURE?', 'COASTAL NATURE PARKS', 'GETTING THERE', and 'TOURS'. A sample page for 'THE ROCKY BEACH OF VIDZEME: SAUKMĀSTI - ŠVĒTCEMI' shows a map of the route, a photo of hikers, and sections for 'TIME', 'USEFUL INFORMATION', and 'SERVICES'.

https://www.celotajs.lv/en/p/view/CoastalHiking_TourManual

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>>> Baltic Coastal Hiking tourist brochure

- The brochure introduces the Baltic Coastal Hiking route along the Baltic Sea coast between Riga and Tallinn.
- Available in languages: Latvian, English, Russian, German, Estonian, Finnish



https://www.celotajs.lv/en/p/view/Jurtaka_Image

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Media trip (LV) 28.05.2019

- 27 media representatives

