Project «Hiking route along Baltic Sea Coastline in Latvia and Estonia»


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Partners:

1. The Latvian Country Tourism Association "Lauku ceļotājs"
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2. Ķarnikava municipality
3. Kurzeme planning region
4. NGO Estonian Rural Tourism
5. NGO West-Estonia Tourism
6. Salacgrīva County Municipality
7. Saulkrasti municipality
8. Vidzeme Tourism Association

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About the route coastalhiking.eu

Coastline of 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

Investments in nature * resting places, hiking paths * info stands & signposts * route is marked in all length * waterprooof outdoor info posters

Marketing activities:
- Project launching conference (2017)
- Event calendar 2018, 2019 +2020
- www.coastalhiking.eu & social networks
- Linked with E9 / European Ramblers Association
- Participation in international trade fairs – MATKA, ITB, TourEsT, etc.
- Promotional videos & events
- Printed materials: Image brochure, Baltic Coastal Hiking Tour Manual (DE & DE), Baltic coastal hiking guide (LV, EE, EN, DE, RU).
- Marketing campaign in cooperation with Road Transport Administration – 1-2 day hiking routed reachable by public transportation: https://www.celotajs.lv/lv/news/item/view/906
- Medi trip for LV media.

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