

## Outputs

**2 new tourism routes – relaxation for families with children and for enjoying the national cuisine** – are developed through Estonia, Latvia and Russia (St. Petersburg and Leningrad Oblast)

**74 750 guidebooks** in English, Estonian, Latvian, Russian, German and **40 250 copies of route maps** produced and distributed

**204 tourism businesses** promoted in guidebook

**12 international tourism fairs** in Latvia, Estonia, Russia, Lithuania, Germany and the Netherlands attended with exposition

**2 seminars** organised for **local entrepreneurs** in Latvia and Russia

**2 seminars** organised for **tourism professionals** in Latvia and Estonia

**1 future cooperation agreement** between Latvian Camping Association, Regional Sports Federation of Sport Tourism of Region of Leningrad and Estonian Caravan Club concluded

**Project website** [www.enjoyler.com](http://www.enjoyler.com) **created**







**Tourism fair „TourEst”, Tallinn, Estonia, February, 2013**



**Project presentation by partners, promo tour „Visit Russia”**



**Tourism fair „Adventure”, Vilnius, Lithuania, February, 2013**



**Project seminar, St.Petersburg, Russia, May, 2012**

## RESULTS

**Cooperation network** between Estonian, Latvian and Russian tourism experts created and strengthened

**Camping concept** promoted in Estonia, Latvia and Russia

**At least 600 000 people informed** about 2 new tourism routes, recreation and camping possibilities in Programme territory in Estonia, Latvia and Russia via website, tourism fairs and printed materials

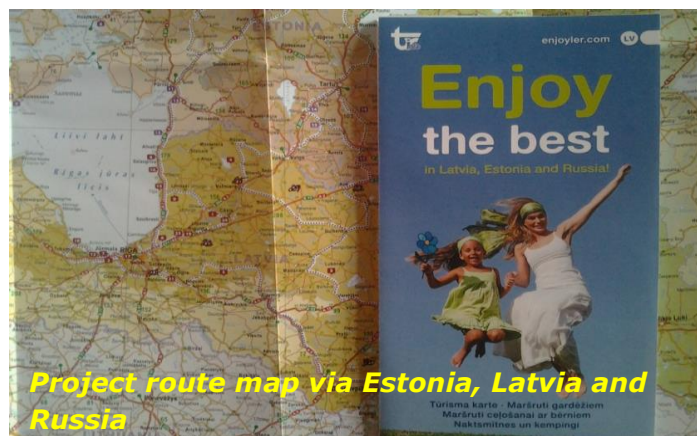
**Business opportunities of 531 local small tourism entrepreneurs in Estonia, Latvia and Russia developed** through increased number of visitors in region

**150 tourism professionals** in Estonia, Latvia and Russia informed about new created tourism routes via seminars

**Camping opportunities in three states continually promoted in tourism fairs in close cooperation in year 2014 and 2015** by Latvian Camping Association, Regional Sports Federation of Sport Tourism of Region of Leningrad and Estonian Caravan Club and **project website maintained**



**Camping site, Latvia, 2012**



**Project route map via Estonia, Latvia and Russia**