Enjoy the best in Latvia, Estonia and Russia
ELRI-224
outputs and results

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 created

European Cooperation Day, Limbaži, Latvia, September 2012

Tourism fair „Vakantiebeurs”, Utrecht, the Netherlands, January, 2013

Tourism fair “das Reisesesse CMT”, Stuttgart, Germany, January, 2013

Tourism fair „Balttour 2013” Riga, Latvia, February 2013
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