How to plan and monitor long distance walking trails

By the president of the association Ms. Asnate Ziemele
About 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
Hiking – sustainable way of traveling

- Minimal Carbon Footprint
- Traveling to less known areas off seazon – preventing overtourism
- Beneficial to the local communities
- Protecting and enhancing opportunities for the future
- Valuing the environment and looking after natural resources
Motivating hikers to be sustainable

- Use re-usable water bottles / buy products with less packaging
- Carry your trash with you
- Leash your dogs
- Keep quiet and do not disturb the wild animals
- Pay attention to environment protection notices, stick to the path
- Use local services and accommodations
Forest trail Project

- Project *"Long distance cross-border hiking trail “The Forest trail”"* is part-financed by the European Union and European Regional Development Fund Central Baltic Programme.
- **Duration**: 01.04.2019.-30.06.2021.
- 9 project partners from LV and EE
- **Goal** – to develop a sustainable cross-border tourist attraction, promoting great biodiversity, beautiful forest landscapes, national parks and protected areas, meadows that represent ancient landscapes, birdwatching, mushrooming and hiking.

- **Financial support of EU programme Central Baltic programme**: € 960 418
  **Partners contribution**: € 255 301
Forest Trail ~1050km from Riga – Tallinn

https://baltictrails.eu/forest/

The Forest Trail is a long-distance hiking route from Riga, Latvia, to Tallinn, Estonia, passing through the most forested territories in both countries. The route is split up into approximately 50 one-day routes, each of them around 20 kilometres long. Some of the routes are more difficult than others, so please choose the ones that are most appropriate for you. The Forest Trail is planned as part of the E11 European long-distance hiking path.
Forest trail – Northern part of E11 long-distance hiking path

- Currently the trail is 2,070 km long
- E11 crosses The Netherlands, Germany and Poland
- Membership in ERA - European Ramblers Association

https://www.era-ewv-ferp.org
Project approach

- 3 crucially important stakeholder groups: **local people, local tourist service providers, local municipalities**

- Identification of the best route itinerary **relying on local knowledge**

- **Inspection trips**, open for public

- **Trail marking**, implementation of **small scale infrastructure elements**

- **Marketing and IT solutions**

- **Trade fares and travel fares**
Trail inspection hikes
Active social media profiles – important for the personal communication.

Instagram
www.instagram.com/meztaka
Social media – Facebook
www.facebook.com/meztaka
www.facebook.com/metsamatkarada
Previous experience with Baltic Coastal Hiking trail

coastalhiking.eu

- 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
Route marking
Infrastructure
Involving service providers, locals: handbook, network seminars, study tours, workshops

- Who is the long-distance hiking target audience?
- What are the hikers needs?
- How to create a new product for the hikers?
- How to organise group tours?
Examples of the printed materials:

>>> Baltic Coastal Hiking tourist brochure

- The brochure introduces the Baltic Coastal Hiking route along the Baltic Sea coast between Riga and Tallinn.
- Available in 5 languages (LV, EE, RU, DE, ENG)
Examples of the printed materials:

>>> Baltic Coastal Hiking Guide

- 60 one-day routes described in detail, including accommodations, services and practical information.
- Available in 5 languages (LV, EE, RU, DE, ENG)
...each day is downloadable/printable in web
Examples of the printed materials:

>>> Baltic Coastal Hiking Tour Manual

- **15 hiking tours** for one and multiple days (up to 16 days) in Latvia and Estonia, available in **2 languages** (DE, ENG)
- Includes the **most interesting and scenic coastal areas** of Latvia and Estonia
- Manual provides schematic **tour map**, information about the **mileage**, level of **difficulty**, outstanding **sightseeing objects**, **practical information** about the road surface and **starting / returning points**.
Baltic Coastal Hiking trail digital

**coastalhiking.eu**

<table>
<thead>
<tr>
<th>W</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**September 2019**

**Juri Jaanson Two Bridges Run**

Estonian food month

**MAP**

**DESTINATION**

**ABOUT US**
Open Street Map & Google maps use for coastalhiking.eu
Trade fairs
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.

Direct connection with the Coastalhiking.eu website
Hiking Waymarked Trails
(Open Street Map data)

Waymarked Trails: Hiking

European walking route E9

- Cabo de São Vicente (PT) - West Coast of Spain - Le Havre (FR) - Calais (FR) - Bruges (BE) - Rotterdam (NL) - Hamburg (DE) - Stralsund (DE) - Gdansk (PL) - border PL/RU - Narva-Jõesuu (EE)

Map data © OpenStreetMap under ODbL elevation

Map: relation 1254604

- Show on map
- GPX
- KML

- Wikipedia

- Description: Cabo de São Vicente (PT) - West Coast of Spain - Le Havre (FR) - Calais (FR) - Bruges (BE) - Rotterdam (NL) - Hamburg (DE) - Stralsund (DE) - Gdansk (PL) - border PL/RU - Narva-Jõesuu (EE)
- Distance: 5200 km
- Name: Chemin de randonnée Européen E9
How is the Baltic Coastal Hiking trail:
Romantic
Surprising
Pet and kids friendly