

Nautical tourism and product development in Latvia

Mārtiņš Eņģelis LIAA Tourism department



Services offered by LIAA

- Media visits
- Exhibition spaces
- Informative printed materials
- Seminars and particiation
- Statistics ?
- Consultation and networking
- Latvia.travel web presence

Issues and potential

- No information on ports on the way
- Prejudice toward the region
- No tourism marketing activities
- No side-kick events and products
- Low general visibility
- Segregation between local and tourist
- Climate change

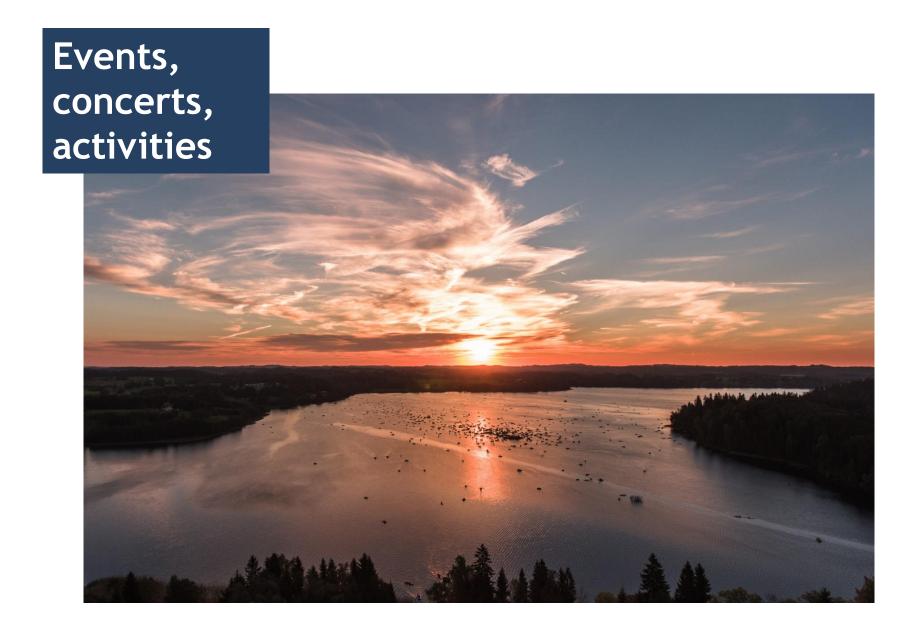




SMARTPORTS.NET

Visibility and tourism product development





Opportunities for the municipality

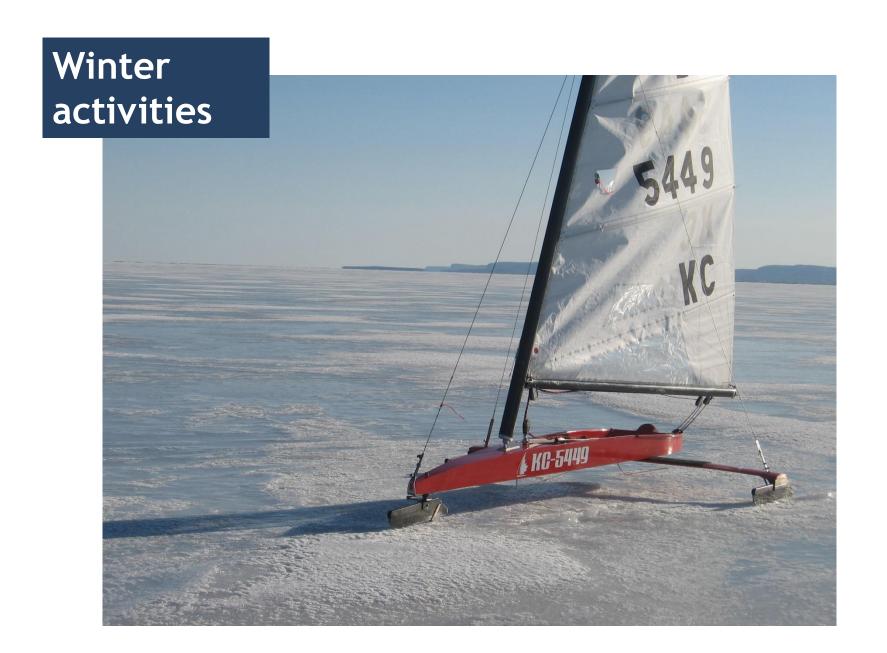




Good image and branding







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