

Kurzeme - a tourism destination: overall overview of the tourism products and destinations



Networking workshop:
Tourism as economic potential of cross-border regions

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Culture Heritage

- Balt's road
- Industrial heritage
- Military heritage
- Castles and manors
- Local producers

Nature trails

- Accessible nature trails
- Foresttrail
- Coastal Hiking Trail

Network of Marinas



Fishing tourism

Watertourism

Cycling

Industrial Heritage www.industrialheritage.travel

YouTube Industrial Heritage in Latvia and Estonia

f Industrialheritagefortourism





MILITĀRAIS
MANTOJUMS
MILITARY
HERITAGE

Military heritage

www.militarais.celotais.lv

1914 - 1920

 World War I/ Wars of Independence I

Description

Timeline 1914 - 1918

Timeline 1918 - 1920

1939 - 1945

 World War II

Description

Timeline


1944 - 1957

 National partisan movement - forest brothers

Description

Timeline

1945 - 1991

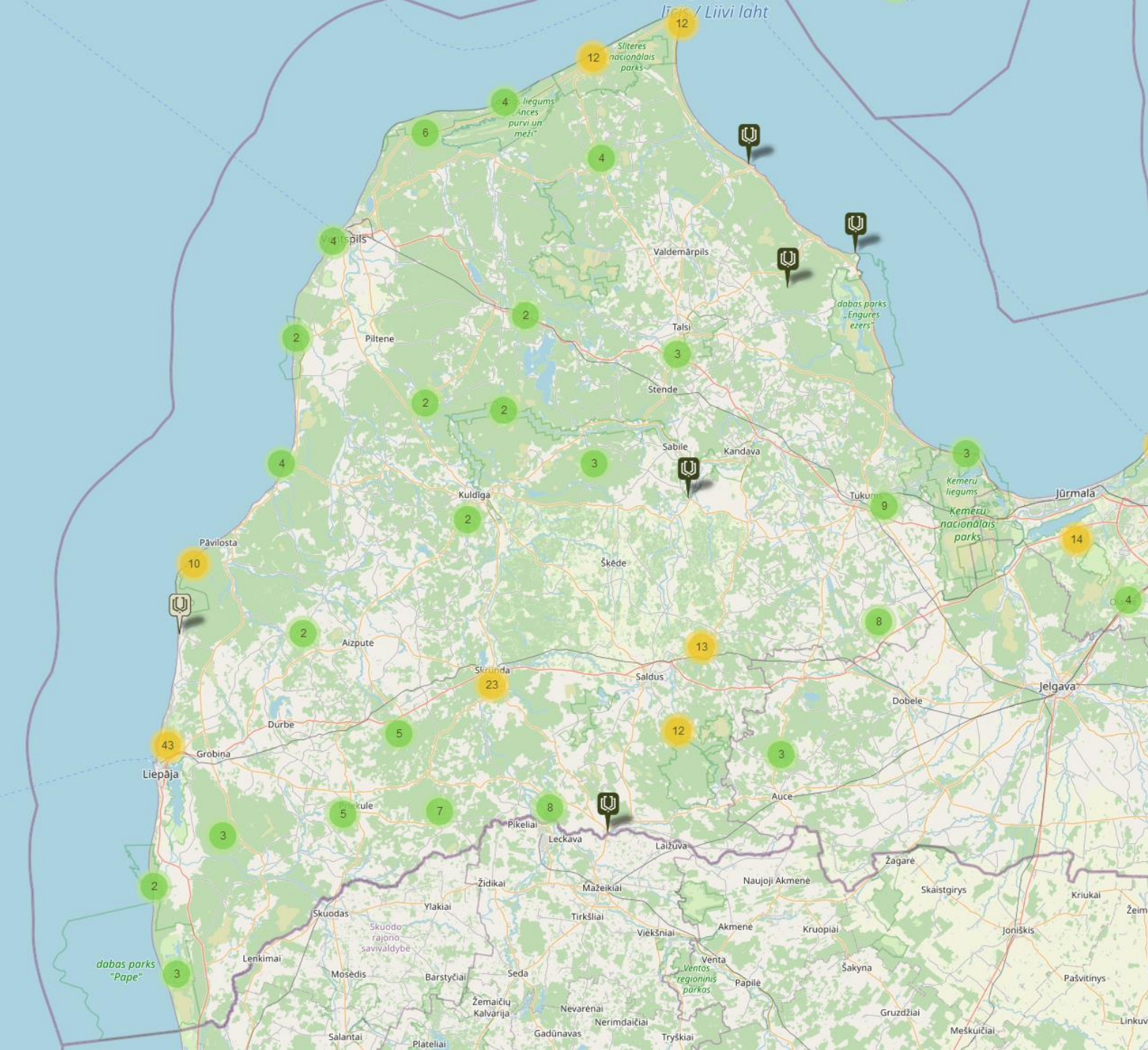
 Under Soviet occupation/ On the way to the restoration of Independence

Description

Timeline

- Sites used for military purposes in the last 100 years (belonging to at least one of the 4 historical periods)
- Former military airfields, towns, border guards and counter-intelligence bases;
- Former fortifications, coastal batteries, fortresses, dug-outs, trenches, bunkers;
- Private collections, museums and exhibitions telling about wars and military happenings, soviet or nazi occupation;
- Significant battle places as places for visiting - equipped for tourists and made safe;
- Weapons, for example cannons;
- Stories, memories told by people, organized events showing traditions related to the military heritage;





Military Heritage in Kurzeme:

~ 120 objects/sites out of 600 objects in Latvia&Estonia

77 objects (descriptions, pictures, historical info):

17 objects – Independence Wars

30 objects – WW2

7 objects – Partisan War

23 objects – Soviet Occupation

Most common sites: Military infrastructure, fortifications and museums

~ **50 sites** – less known, not safe for visitors, but a significant story, memorials, for example, Skrunda radars military town, Pilsblīdene manor etc.

MILITĀRAIS MANTOJUMS TŪRISMS

LATVIJA IGAUNIJA 1914-1991

Stipri vakar, brīvi šodien!

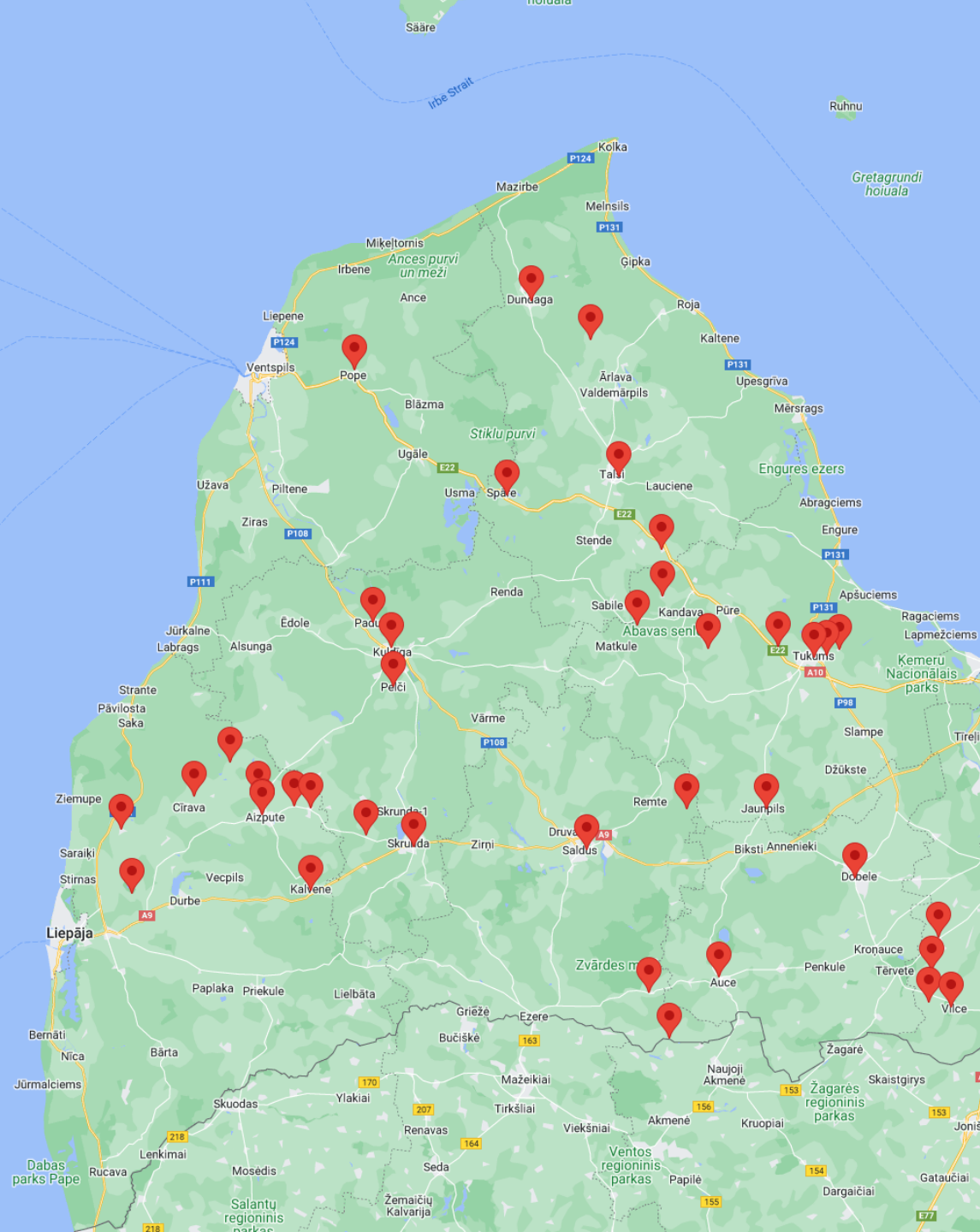


Military heritage tourism

www.militaryheritagetourism.info

Castles and manors

- 40-50 manors
- Schools, community building, Culture houses
- Museums
- Luxury Hotels and venue places
- Creative places
- On very different segments





HONEY

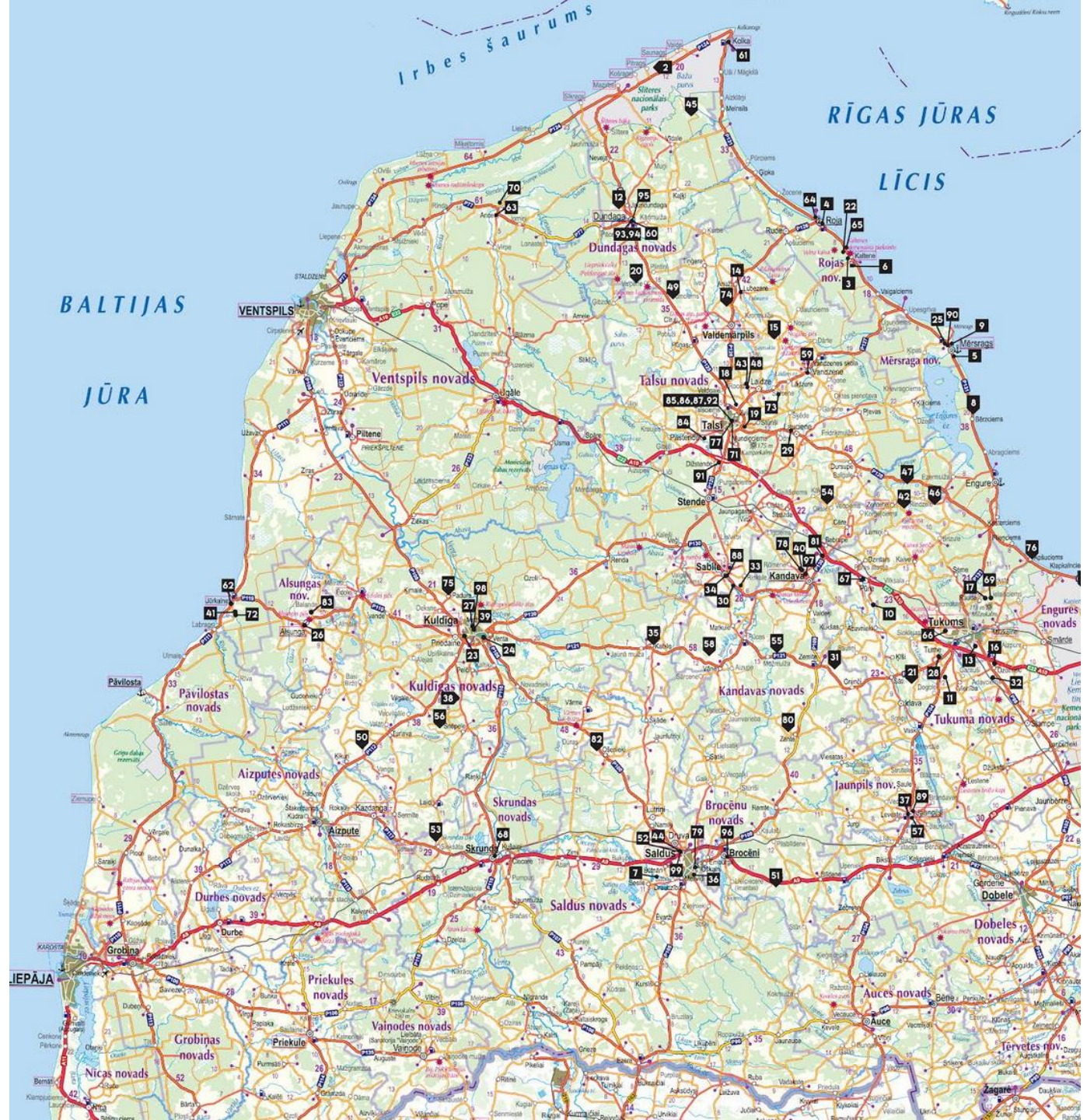


BREAD

MADE IN KURZEME

RAZOTSKURZEME.LV

- 100 various local producers
- Workshops, tasting, masterclasses, purchase of products



Culture road in Kurzeme, Zemgale, Selonia



BALTU CEĻŠ

www.baltucels.lv



Route "Balt's road":

- **Distance** ~ 2145 km with 3 loops of historical regions – Curonian, Semigallian, Selonian – 250 sites, incl. 100 sites in Curonian loop (~50 in LT/ ~ 50 in LV)

- **Ancient cult sites** (springs, trees, forests, lakes, hills, stones and caves)
- **Museums**, which keep archeological evidences and knowledge on our ancestors' - curonian, semigallian, selonian life cycle, traditions, historical events
- **Craft centres** with master classes and creative workshops;
- **Nature trails**, open-air, historical and educational parks;
- **Culinary heritage objects** (bread, fish, beer, honey, other rural goods)

Video:

<https://youtu.be/JOofD041pz9k>

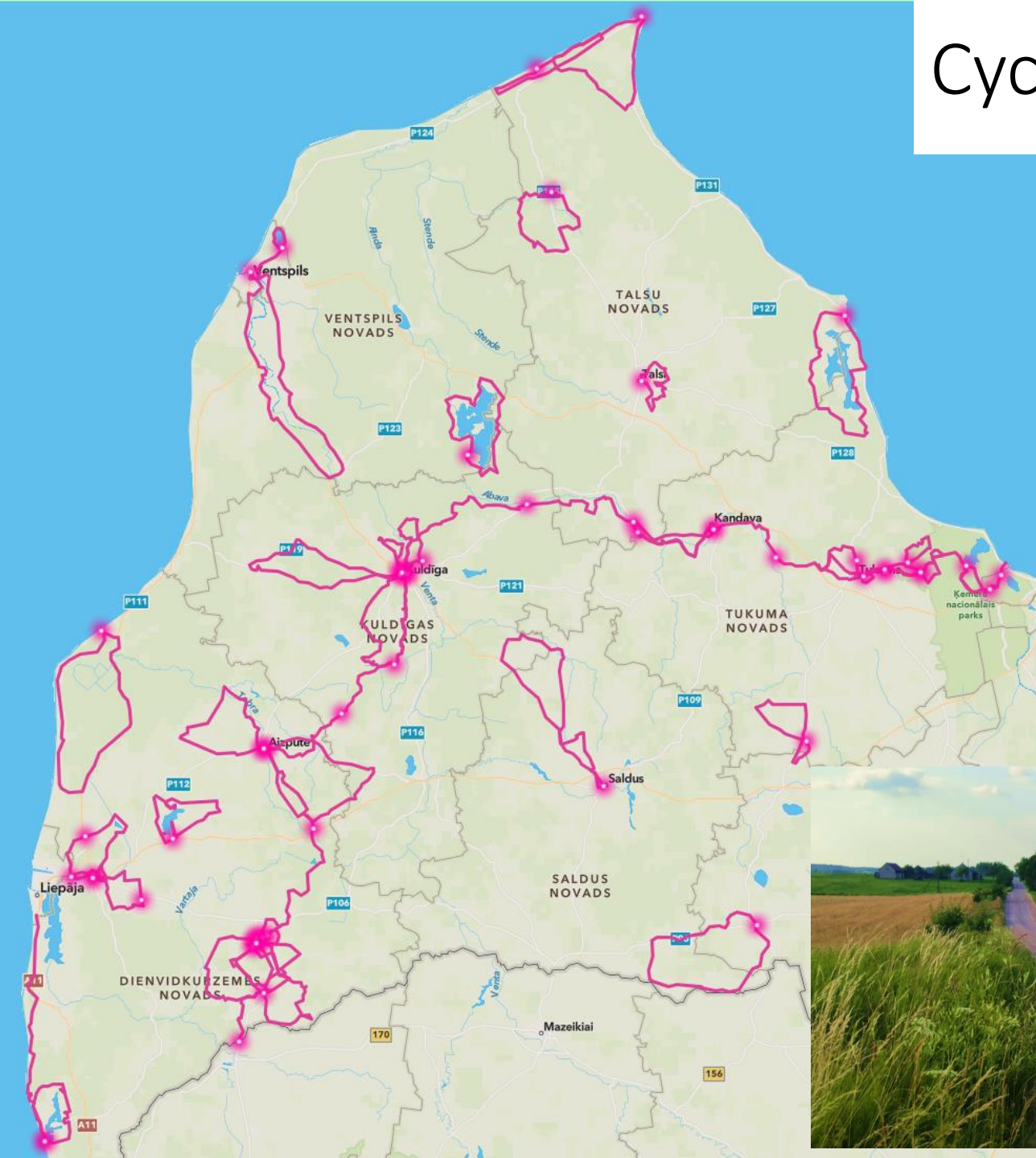
<https://youtu.be/TriGHCVAws4>

Cycling routes network in Kurzeme

- Eurovelo 10 (476 km) and Eurvelo 13 (375 km)



- 1 regional route – Nr.55 Foresttrail by bicycle in Kurzeme Kurzeme (290km)
- 32 local cycling routes (20-85km, in average 50 km)
- All routes are found on international apps and maps





Watertourism www.upesoga.lv

www.riverways.eu



- ~ 18 rivers for kayaking, incl. 10 in ice free season
- Laivojamo upju tīkls vienmērīgi noklāts pa visu Kurzemi;
- ~ 20-25 rental companies with ~ 1500 «boat park» – canoes, kayaks, SUP, SOT, rafts
- Sea kayaking– 1-2 companies
- SUP – sea, lakes, rivers
- Problems – waste management,
- Trends – 1 day trips vs weekend trips; comfort trips with accommodation services

EAST BALTIC COAST
SAIL IN ESTONIA
AND LATVIA

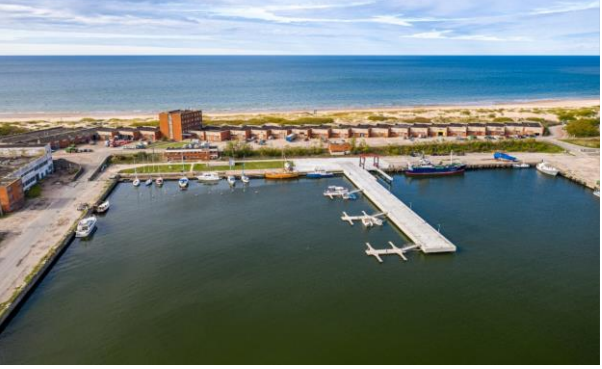


HARBOURS GUIDE
www.eastbaltic.eu

EAST BALTIC – network of yacht marinas in Latvia and Estonia



6 yacht marinas in Kurzeme: Liepāja, Pāvilosta, Ventspils, Roja, Mērsrags, Engure





Fishing

www.balticseafishing.com



Makšķerēšanas liegumi un labākie makšķerēšanas laiki

	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	Min. izmērs	Paturamo zivju skaits
Lasis													60 cm	1 gab.
Taimiņš													50 cm	1 gab.
Forele													35 cm	1 gab.
Vimba													30 cm	5 gab.
Līdaka													50 cm	5 gab.
Asaris													19 cm	5 kg
Zandarts													45 cm	5 gab.
Salaka													Nav	10 kg
Bute													Nav	10 kg
Āte													30 cm	5 gab.
Karpa													25 cm	5 gab.
Linis													25 cm	5 gab.
Sapals													30 cm	5 gab.
Rauda													Nav	Nav
Zutis													50 cm	3 gab.
Vējzivis													35 cm	10 gab.
Vēdzele													35 cm	5 gab.
Sams													60 cm	3 gab.

Labākā sezona
 Ķeršanai piemērota sezona
 Drīkst ķert bez paturēšanas lomā
 Liegums
 Ķeršanai nepiemērota sezona



Strictly regulated hobby – licencing, fishing cards, restricted areas and periods, Code of Conduct .

In Kurzeme ~ 42 spots with boat rental services:

- **19 lakes** – Usma, Pape, Engure u.c.
- **3 rivers** – Bārta, Roja, Venta and countless others, incl. Sea trout rivers - Letiža, Ciecere, Šķēde, Šķervelis, Ēda, Koja, arī Rīva, Rinda, Užava
- **16 water bodies, fishing ponds**
- **Sea coast**– most popular– Pape, Liepaja, Pāvilosta, Jūrkalne, Mazirbe, Roja, Mērsrags
- At least **7 fishing guides**
- At least **25 other various «on fish» based offers** – fishing in the sea, smoking the fish, local fish in restaurants, tasting, museum expositions

- **Video:**
<https://www.youtube.com/watch?v=QZdHXusQmGk>

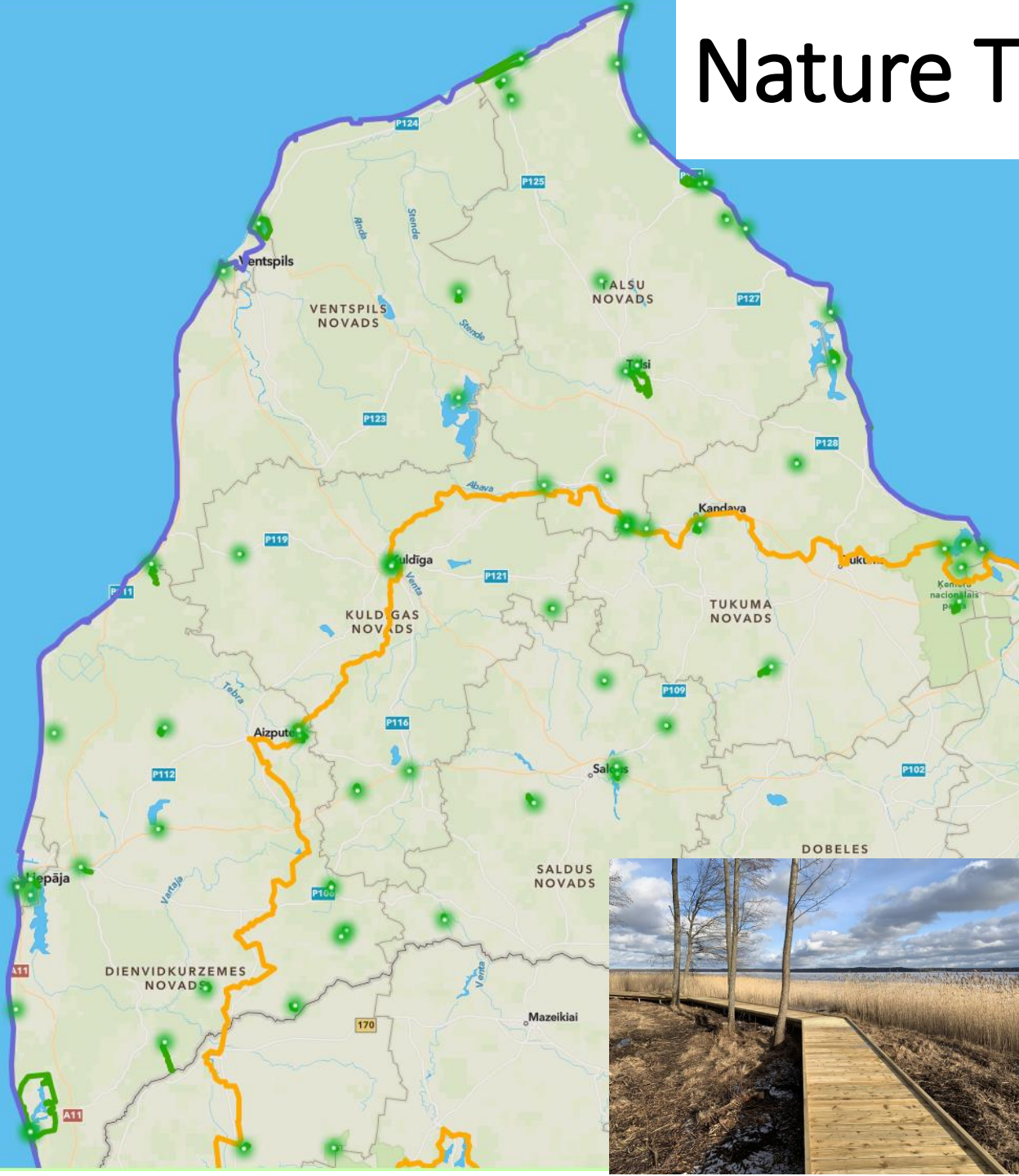
Nature Trails in Kurzeme

- More than **60 nature trails**
- **0,5 – 40 km +** long-distance Coastal Hiking Trail and Forest Trail
- **~ 400 km** total length

A good and popular nature trail:

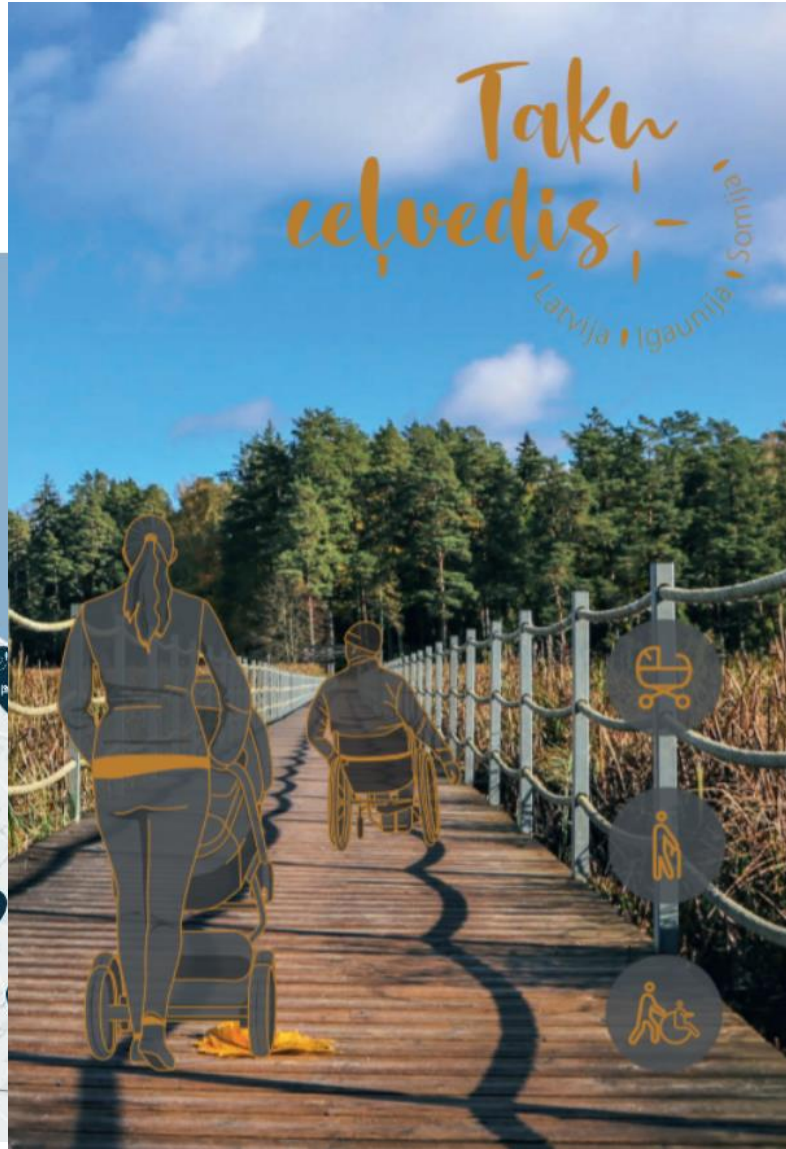
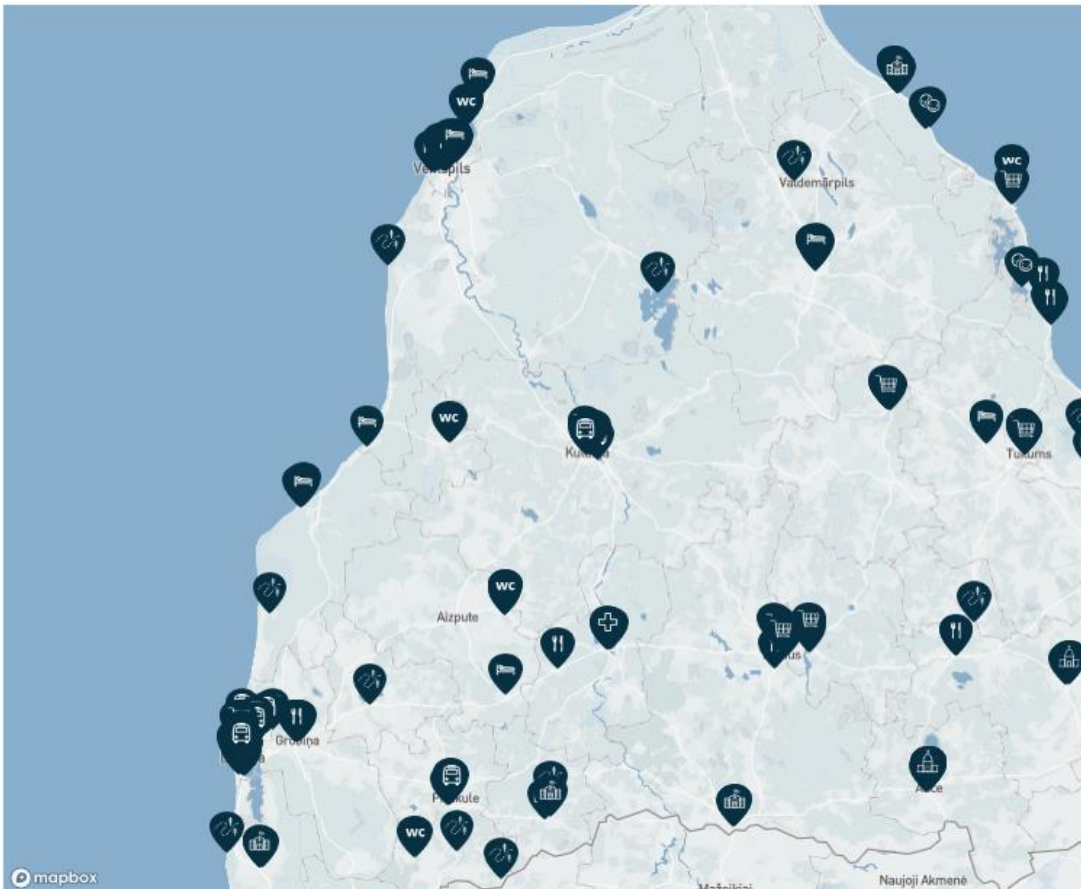
1. Regularly **maintained**
2. **Parking lot, toilet, resting area** with picnic options
3. At least **partly accessible** – adapted at least for baby-strollers or wheelchairs with an assistant
4. Smth **interesting for families** with children – e.g., as in Kalēti forest park: thematic paths with animal/plant sculptures
5. An «**instagrammy**» pic – *a sculpture* (new wooden fish group at Lake Būšnieki, Liepāja Zirgu island outdoor nature class with benches in the form of horse herd or Jūrtaka signs), *boardwalk* (as in Kazdanga), some special nature value/view
6. Ideally – **a tower**

#tako Kurzemē



Whom accessibility is important to?

- People with disabilities (wheelchair users, people with visual/hearing problems, mental disorders)
- Seniors
- Parents with baby-strollers
- People with temporary traumas
- Pregnant women



Out of 60 trails in Kurzeme
~ **1/3** – are fully or partly
accessible

- **General requirement:**
accessible parking lot, toilet
- **Path surface:** Dense, even, at
least 120 cm wide, space
between wooden planks does
not exceed 1 cm, exchange
areas and benches installed
- **Info and signs:** simple and
understandable system of
direction signs with
accessibility pictogramms, info
stand with tactile info or QR
code and audio info



Baltic Coastal Hiking Route

RU/LT border in Nida – Tallinn (EE)

 1419 km



293 km in Kurzeme / 21 day



Forest Trail

PL/LT border in Lazdijai – Tallinn (EE)

 2141 km



290 km in Kurzeme / 13 days

Southern part: Lazdijai (LT) - Riga
Northern part: Riga - Tallinn



Stakeholders in Tourism sector in Kurzeme

01

Municipalities

Owners of basic infrastructure

Culture services, Museums

Tourist Information Centres - DMO

02

Kurzeme Tourism Association

Unites Municipalities and private enterprises

Regular regional level marketing initiatives

«Voice» of the sector on the national level

03

Entrepreneurs

04

Nature protection agency

National parks

Nature parks

Nature infrastructure

05

Other

Varios small local tourism associations

Kurzeme planning region

Sectoral associations



Thank you!



Aiga Meri
Kurzeme Planning Region

***Balts' Road – Curonian loop – connecting route via common history**



