

Local cooperation for joint marketing of the tourism in the Gauja National Park

28 .09.2017, LÄÄNEMAA LAG REGION



NACIONĀLAIS
ATTĪSTĪBAS
PLĀNS 2020



EIROPAS SAVIENĪBA
EIROPA INVESTĒ LAUKU APVIDOS
Eiropas Lauksaimniecības fonds
lauku attīstībai

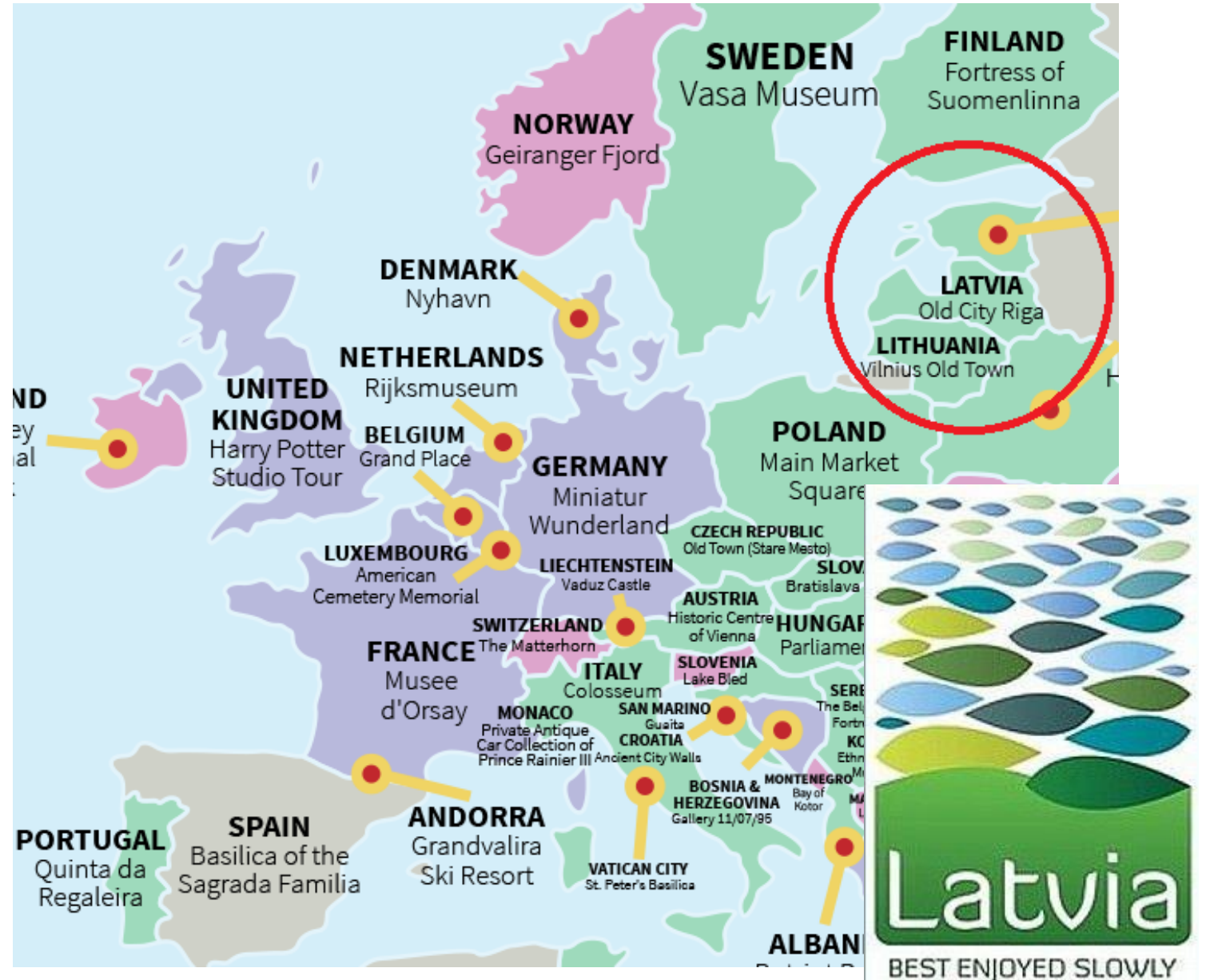


“Atbalsta Zemkopības ministrija un Lauku atbalsta dienests”

Promotion video

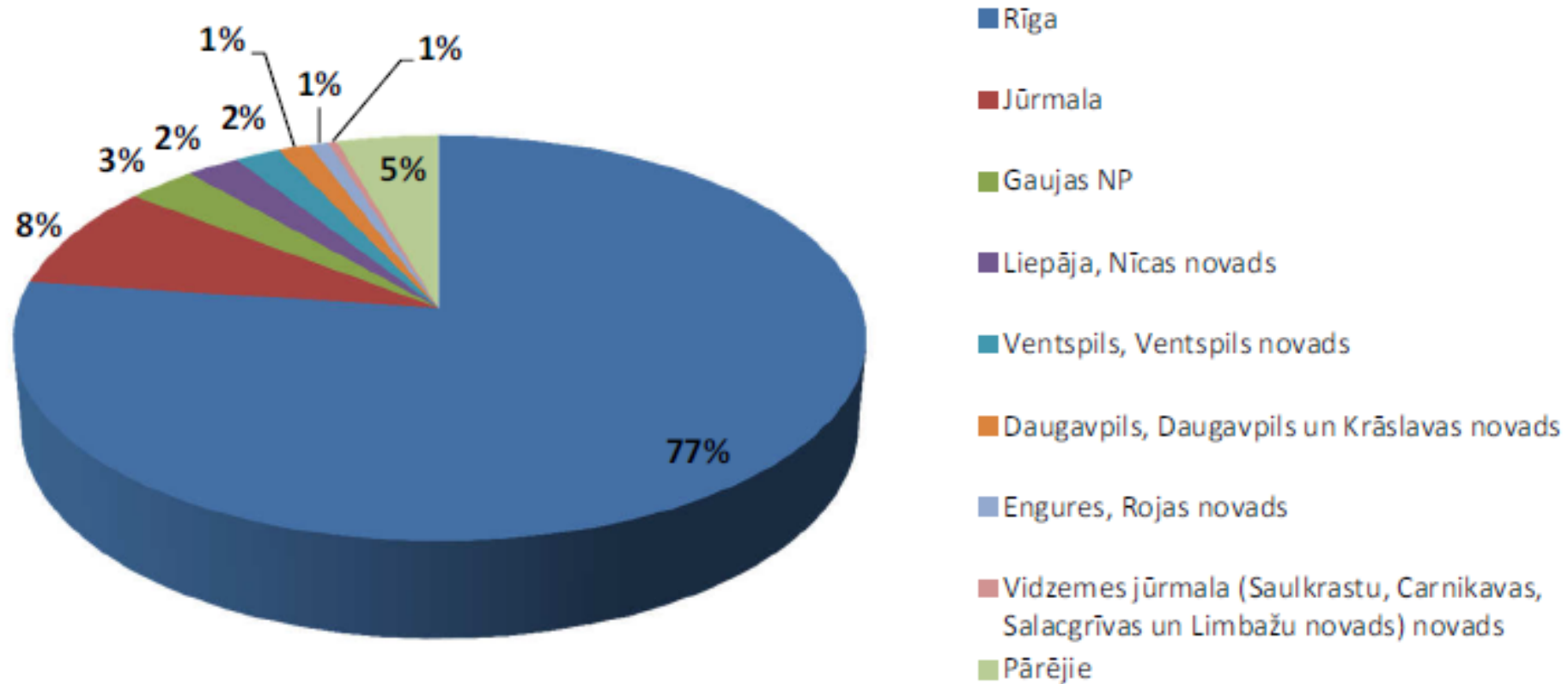
- <http://www.entergauja.com/en/>

Since 2010 the tourism export in Latvia has been growing: the average expenditure of foreign tourists per overnight has reached 68 euros



Latvian tourism export market share

2012 (Guest-nights, CSP, 2013)



Cēsis district rural partnership area



Cesis district rural partnership and the Gauja National park area



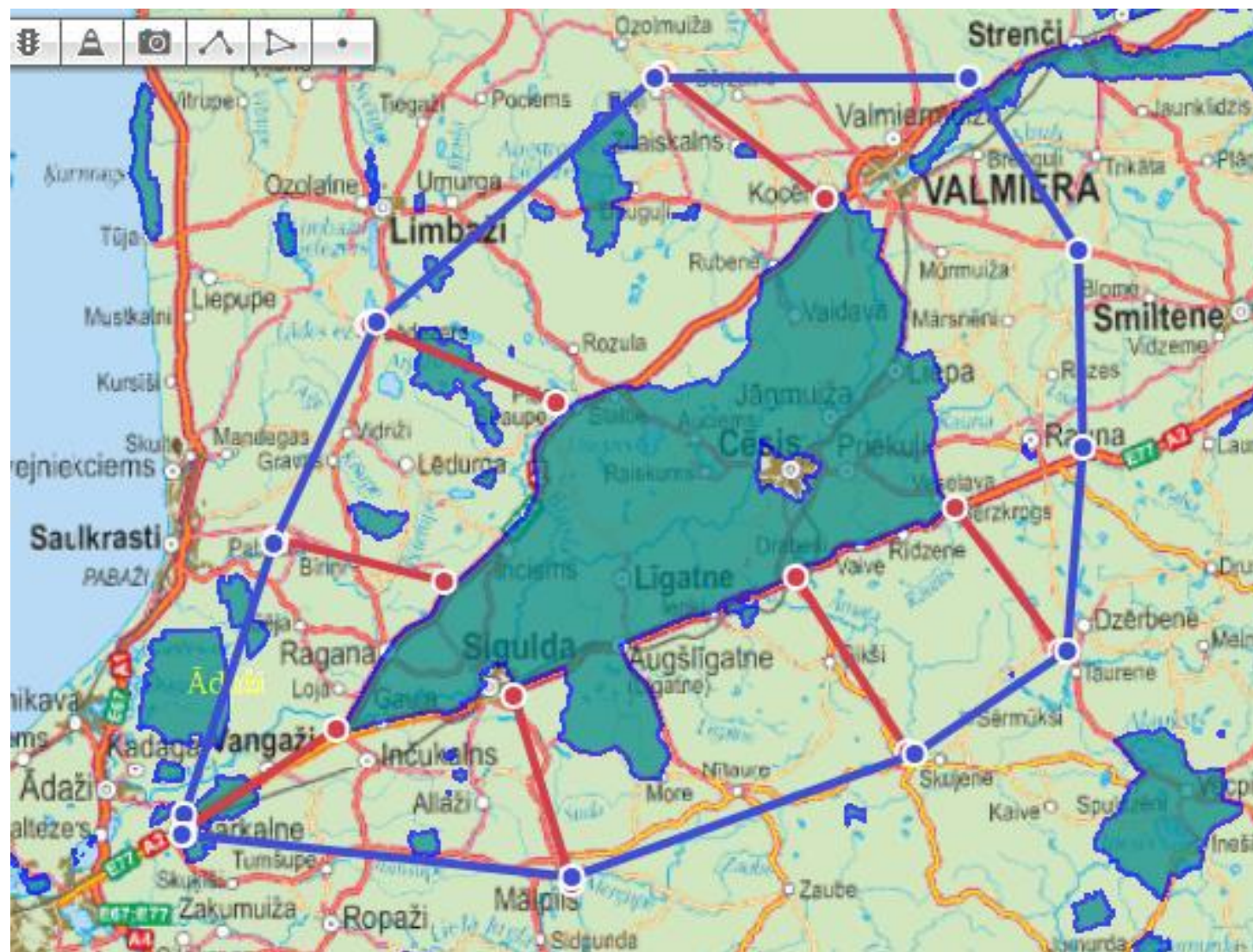
The Travel Guide issued in 1895, which includes the present Gauja NP territory

The Gauja
National
park's
territory –
strong
potential for
joint tourism
offer *(encompasses 11
municipalities and 4 towns)*



The Gauja National park's area and the tourism cluster region

In 2012,
6 municipalities along
with 50 entrepreneurs,
the Gauja National park
administration and
Vidzeme University
founded the Gauja
National park
tourism cluster



Karte: A.Klepers / Balticmaps.eu / SiA Jāņa Sēta kartogrāfiskā pamatne

The aim of the cluster – to develop the territory of the Gauja National Park into a first-choice tourism destination outside Riga



The operation scope of the cluster is tourism with a focus on activities and recreation in the wild nature

and historical environment.

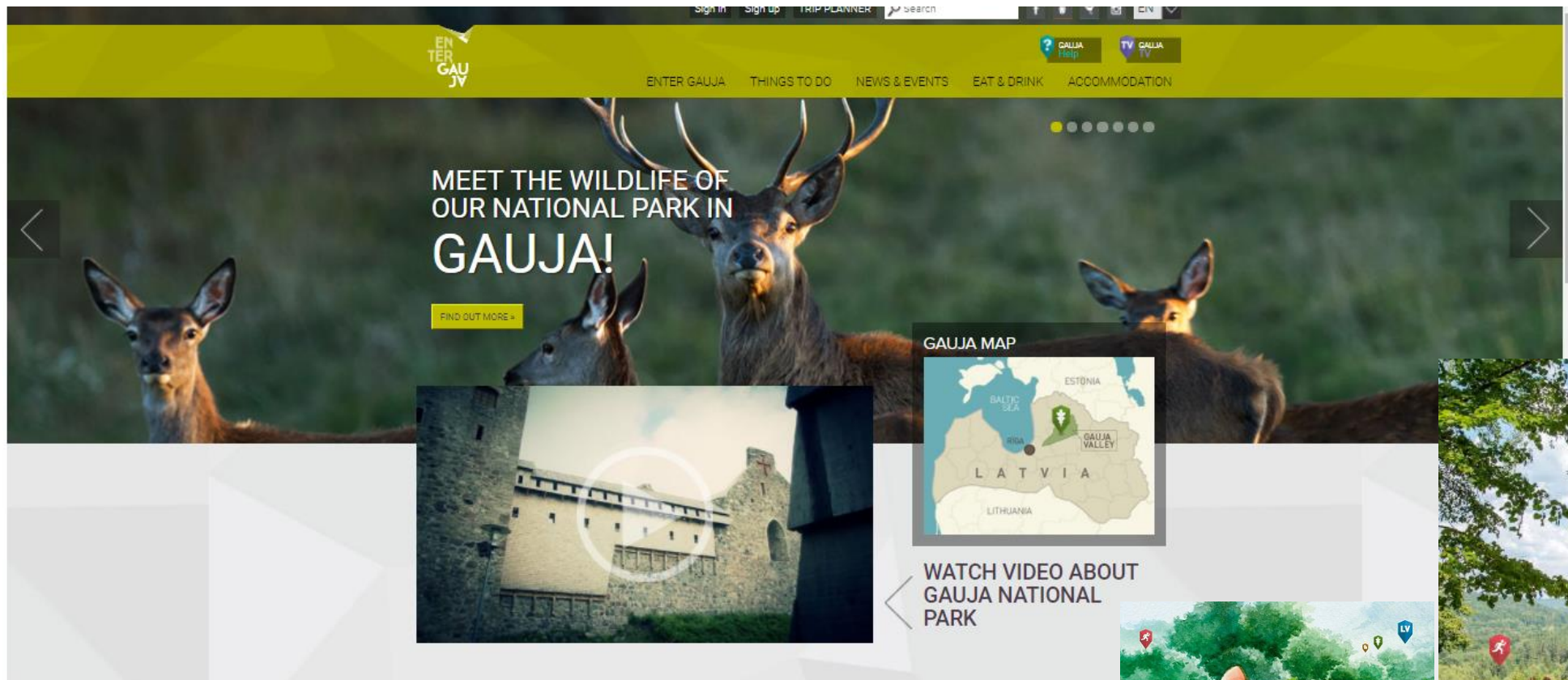


The Gauja National Park Tourism Cluster initiatives are focused on five strategic directions:

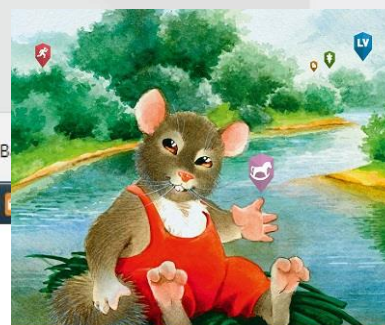
- to form and strengthen a Gauja NP **tourism brand**;
- to consolidate the Gauja NP as a **single and competitive tourist destination**;
- to enhance **the quality** of the tourism services of the destination;
- to introduce **new solutions** for energy efficiency, information and communication technologies and eco-innovation;
- to **preserve biodiversity**, cultural heritage and landscape values of the Gauja NP, while contributing to the **socio-economic development** and quality of life of the region.

The new
brand of the
Gauja
National
Park's tourism

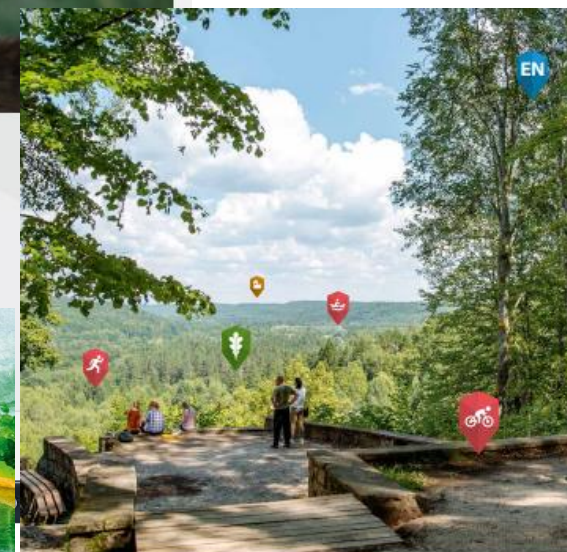




www.entergauja.lv



ENTER GAUJA
ADVENTURES OF THE DORMOUSE AT THE GAUJA NATIONAL PARK
TRAVEL GUIDE FOR FAMILIES AND CHILDREN



ENTER GAUJA
TOURIST GUIDE
GAUJA NATIONAL PARK
SIGULDA, LĪGATNE, CĒSIS, VALMIERA, PĀRGAUJA, AMATA, INČUKALNS, KOCĒNI, PRIEKULI
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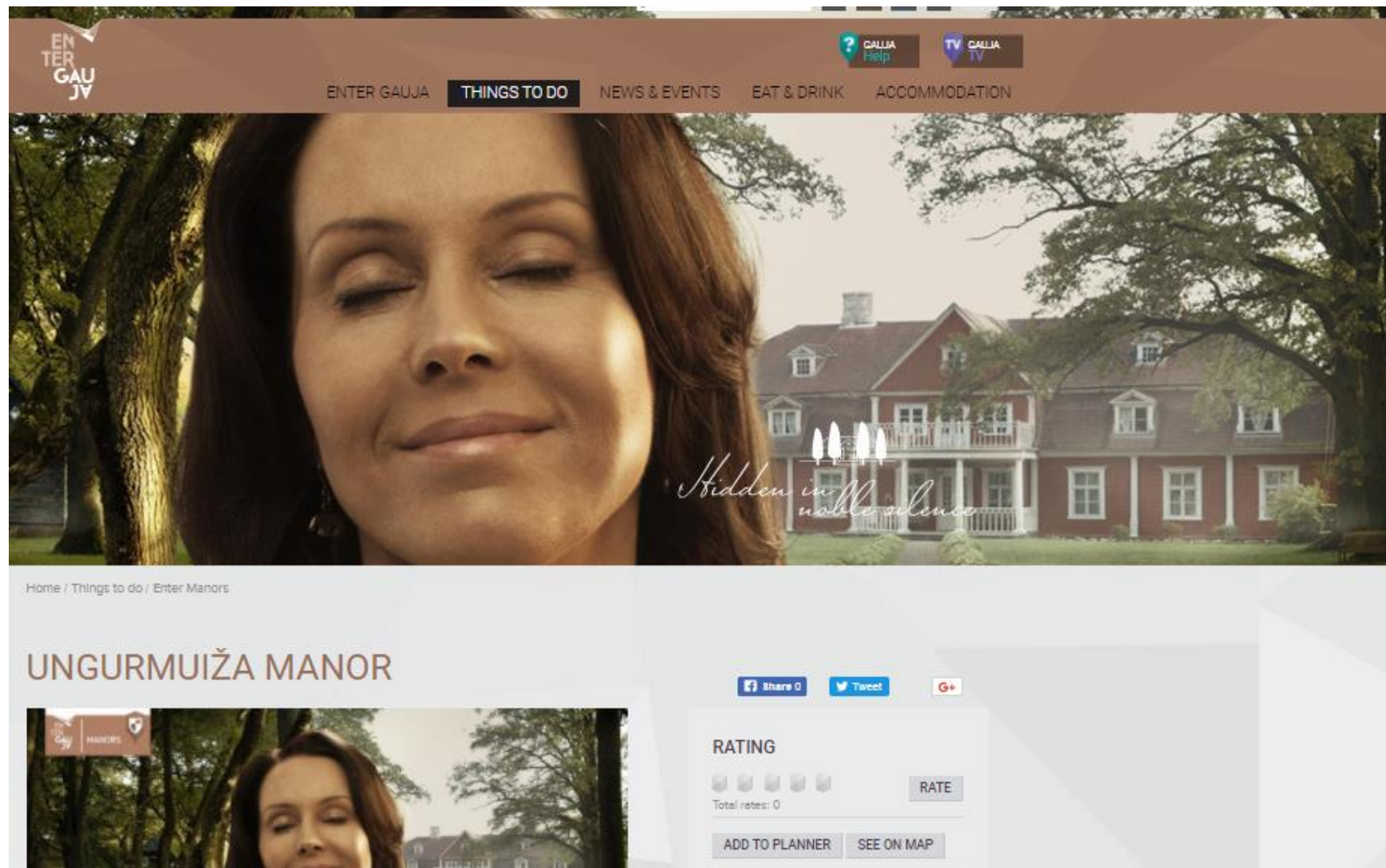
The story necklace



Participation in the international fairs



A new brand for joint offer of manors and palaces - "Hidden in Noble Silence"



The screenshot shows a website header with the logo 'ENTER GAUJA' on the left and navigation links 'ENTER GAUJA', 'THINGS TO DO', 'NEWS & EVENTS', 'EAT & DRINK', and 'ACCOMMODATION' on the right. There are also icons for 'CALLIA Help' and 'CALLIA TV'. The main banner features a close-up of a woman's face on the left and a large red manor house on the right, with the text 'Hidden in noble silence' overlaid in a script font. Below the banner, the breadcrumb 'Home / Things to do / Enter Manors' is visible. The main heading is 'UNGURMUIŽA MANOR'. To the right of the heading are social sharing buttons for Facebook, Twitter, and Google+. Below this is a 'RATING' section with five empty star icons, a 'RATE' button, and the text 'Total rates: 0'. At the bottom of the rating section are buttons for 'ADD TO PLANNER' and 'SEE ON MAP'. A small thumbnail image of the woman's face is also present in the lower-left corner of the main content area.

30 new routes for walkers, cyclists and car drivers



LEFT BANK OF GAUJA

RĀMKALNI – SIGULDA – LĪGATNE – CĒSIS – VESELAVA – VALMIERA





View from Mound Paradizes (Gleznotājkalns)

Erņģu (Erņģu) Cliffs

Photo Baltic Pictures and Enter Gauja

Brewery "Valmiermuiža alus" and Beer Kitchen

Description
The route (between the left bank of the River Gauja and road A2) crosses the whole Gauja National Park in the direction from southwest to northeast. It covers the most excellent nature monuments, best views, and most scenic spots. To diversify the route includes also the most significant culture and history monuments, which are often closely related to the nature. For example, Līgatne is not only a village of the paper mill, but also a place where people have made artificial caves in sandstone outcrops, and where interesting and protected habitats are found. The Castle of Livonian Order in Sigulda is a man-made object, while its construction materials —boulders —

have been "brought" by a glacier from Scandinavia.

Route
Leisure Park "Rāmkalni" – Sigulda – Līgatne – Skaļupes – Zvārte Rock – Āraiši – Veselava – Ozolkalns – Cēsis – Liepa – Valmiera – Valmiermuiža.

Distance
– 150 km.

Duration
2–3 days.

Road pavement
The section Līgatne–Zvārte Rock–Kārļi (up to road P20) is a gravel road. The rest of the route runs on asphalt.

Starting point 24.65910, 57.12462
Leisure Park "Rāmkalni".

Destination 25.43228, 57.55605
Valmiermuiža.

Worth knowing!
Following long rainy periods, the gravel road can be of poor quality at some places. Prior to the trip, check the working hours of museums and other sites. Visit to the local Tourism Information Centres is recommended (for information and local maps). The activity is at one's own risk. Emergency services: 112.

SERVICE

 Sigulda Municipality Tourism Information Centre


 Leisure Park "Rāmkalni", "Vītņkalni", Inčūkalns rural territory

SIGHTSEEING OBJECTS

- 1 | Leisure Park "Rāmkalni" 24.65910, 57.12462
- 2 | Sigulda New Castle
- 3 | Castle of Livonian Order in Sigulda 24.84896, 57.16681
- 4 | Mound Paradizes (Gleznotājkalns) 24.86578, 57.17513
One of the most scenic places in Sigulda, which has been painted (reference to its name as Gleznatājkalns means the Hill of Painters in Latvian) and photo-shoot since long ago!
- 5 | Vējupīte Ravine 24.87634, 57.17115
The wooden stairs on its steep slopes lead from Mound Paradizes along the banks of the River Vējupīte to Kraukļu Ravine, Kraukļu Cave, Satezele Hillfort, and Pētera Cave.
- 6 | Vienkoču Park
- 7 | Līgatne Tourism Information Centre 225.03968, 57.23348
- 8 | Līgatne Village
- 9 | Līgatne Paper Mill
- 10 | River Līgatne (Līgāte)
The most rapid tributary of the River Gauja, which forms an explicit valley beneath the road A2 Rīga-Veclaicene with 45–60 m high banks with a lot of sandstone outcrops. A path leading from Ānfabrika Cliff to Lustūzis is a great place to watch the autumn migration of salmon-like fish.
- 11 | Lustūzis or Ālu Rock 25.0411, 57.23341
Very scenic sandstone outcrop on the right bank of the River Līgatne, in the centre of town Līgatne; on the other bank there is a viewing platform for better visibility of the outcrop.
- 12 | Mound Remdenkalns 25.04315, 57.24285
- 13 | Līgatne Ferry Crossing 25.04528, 57.25441
- 14 | Jumpravu Rock 25.02872, 57.24986

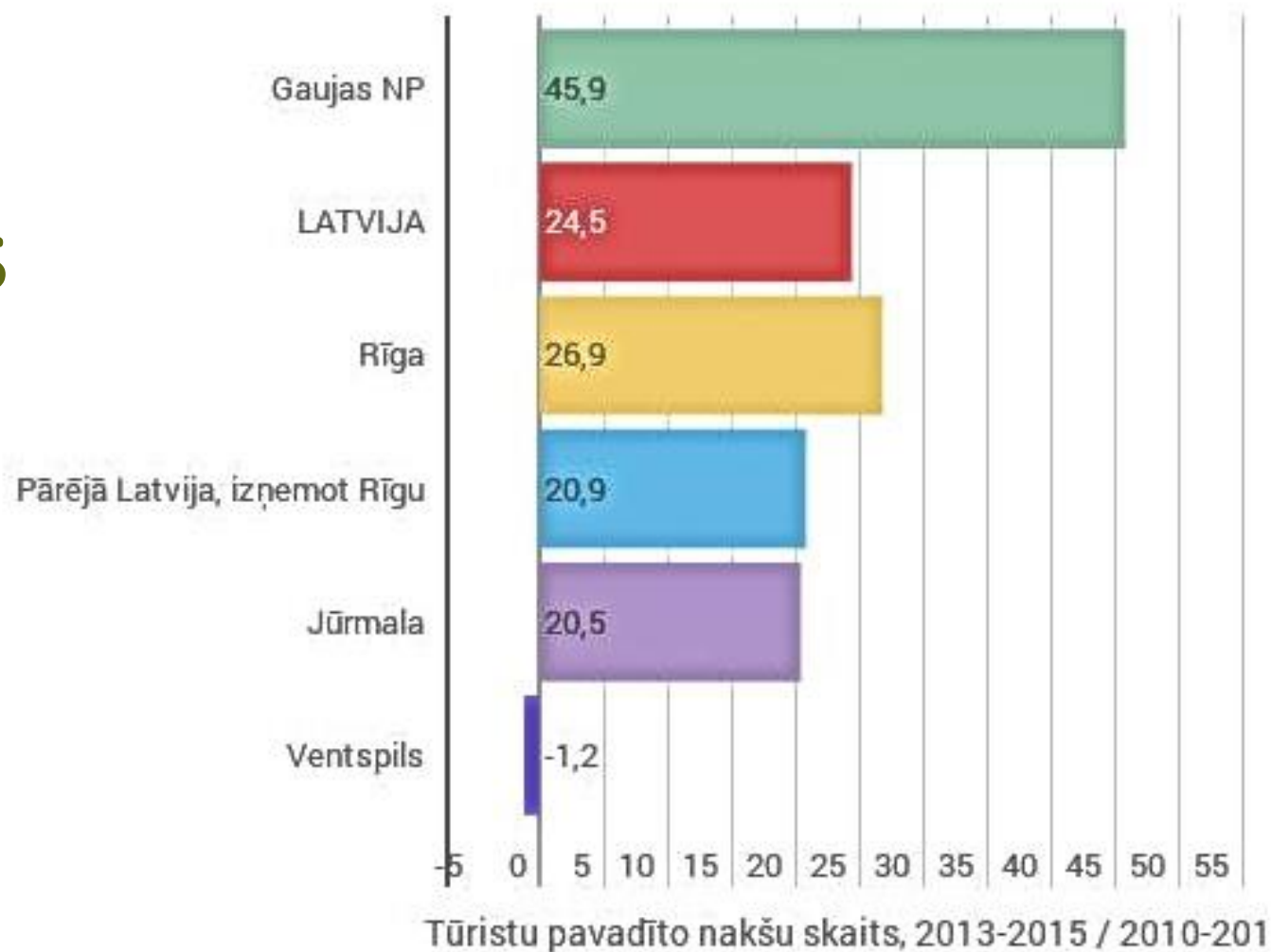
beautiful banks of the River Amata.

- 23 | Āraiši Lake Fortress
- 24 | Zviedru Pine 25.27167, 57.25016
Located 250 m north of Āraiši Windmill on the roadside. Its circumference is close to 2 m.
- 25 | Āraiši Windmill
- 26 | Veselava Manor
- 27 | Leisure park & camping "Ozolkalns" 25.22259, 57.29462



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Stastu_krelle

The growth of
tourist destinations
according to the
total number of
nights spent there



Opportunities to be used:

- Incorporating **the digital single market** (an on-line booking system)
- Establishing a strong cluster office for **sales and marketing activities**
- Encouraging **further cooperation** between local tourism companies

A cluster is a business of cooperation and trust



www.entergauja.lv

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Welcome!

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