



Cross border tourism in Estonian-Latvian border region

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Estonia-Latvia border area

- Shared a 343-km. land border & Baltic sea border.
- Border area is mostly rural, sparsely populated; covered by forests, bogs, on coast fishing villages
- Unique cultural heritage, UNESCO cultural heritage

New economic opportunities through culture, nature tourism?

But..

- Main problems are the lack of local resources, connectivity
- No joint cross-border strategies and action plans



With the help of Interreg projects, national and local funds

- developing the existing natural and cultural resources for the diversified use of sites, making them visible for visitors & creating benefits for communities
- Investing both in tangible and intangible cultural heritage, increasing its attractiveness for visitors and improving the quality of the living environment.
- Increased awareness in sustainable ways of living, examples of using innovative technologies



For-runner for cross border cooperation: Valga-Valka twin town

Valga/Valka have very active cultural life: border fairs, marathons, joint new year celebration etc



Hiking, biking routes; nature tourism

- Recently developed several tourism routes, packages: Green railway, Riverways, Coastal Hiking
- Project related to sustainable tourism, green public events



Cultural cooperation

- UNESCO Tourism Development and promotion of small ethno-cultural regions as tourism destinations

