



European Union  
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# Sustainable heritage management of WAterway REgions

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Good practice:  
Riverways. Development of water tourism  
as nature and active tourism component  
in Latvia and Estonia

## Main facts

- **24 months** period:  
15.01.2012–14.01.2015

- **39 partners:**  
regional institutions and  
municipalities

- **2 168 674, 70 EUR**  
total budget

- **Interreg Estonia–Latvia**  
Programme



## 3 main activities:

- ✓ **infrastructure** (~57 % from the total budget)
- ✓ **competence and product development** (~6 %)
- ✓ **marketing** (~21 %)

# Advantages/innovativeness of the good practice

## **Success:**

- 15 joint tourism products or services (new or improved)
- Improved business environment for 300 local entrepreneurs
- 107 resting spots created for water tourists
- Rivers vitalized and made suitable for boating
- Promotion of water tourism in domestic markets (Latvia and Estonia), and also abroad in Lithuania, Russia, Germany, Finland

## **Innovativeness / potential transfer:**

- Public and private cooperation
- Individual approach and direct communication
- «Secret customer» activity and entrepreneur certification ceremony
- Cross-border aspect in marketing
- Detailed brochures (for both tourists and service providers)

# Water tourism marketing videos

- ✓ Humorous for friends
- ✓ Inspirational for families
- ✓ Educational about safety on water



# Limitations of the good practice

- **Nature restrictions**  
(for ex., fish spawning)
- **Communication with private property owners**  
(time and energy consuming)
- **Enthusiasm of individuals**  
(the project results are closely related to professional knowledge and enthusiasm of people involved)



# Nature protection vs. tourism development

- **Infrastructure**
  - to protect environment and natural monuments
  - to move tourists to designated resting spots
- **Waste management:**
  - educating tourists;
  - providing trash bag together with the rented boat
- **Marketing of autumn boating:**
  - reducing overtourism in summer and tackling seasonality for boat rentals
- **Marketing of smaller rivers:**
  - splitting the tourist flow and reducing overtourism in one river by sidetracking tourists from the main river Gauja to other beautiful rivers



# Beneficiaries of the good practice

- Municipalities
- Boating tourism entrepreneurs
- Water tourists
- Fishermen
- Other local entrepreneurs



Thank you!



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More info:  
<http://www.riverways.eu>

Questions welcome!



*SWARE in social media*