



Project "Greenways Product"
Workshop on creating tourism products in Latvia

Dear friends,

Hereby we kindly invite you to participate in the Project GreenWays Product Workshop on Creating Tourism Product in Latvia, which will take place in Riga on May 21st, 2014. The seminar will be held in Hotel Astor Riga and attended by Members of Parliament, municipality planning experts and tourism experts and entrepreneurs.

The concept of GreenWays as well as the necessary infrastructure in Latvia is still in its first steps, but we are looking forward to the seminar to inform wider audiences, including policy makers at the highest levels, about the benefits and economic impact that GreenWays can generate in the future.

Thus, your attendance and contribution via presentations and active discussions would be greatly appreciated.

We hope that the Workshop will be a successful panel for you to establish new contacts within the GW-related topics, and also to create new opportunities to cooperate on international level in the future.

We are looking forward to seeing you in Latvia!

Yours sincerely,

Mr. Raitis Sijāts
Chairman of the Board

Vidzeme Tourism Association
Project GreenWays Product partner in Latvia



Project "Greenways Product" Workshop on Creating Tourism Product in Latvia EVENT PROGRAMME MAY 20-21, 2014

TUE, May 20	
- 16:00	Arrival of Participants in Riga (Capital of Latvia, Cultural Capital of Europe 2014)
16:00–18:00	Guided Tour in Riga Old Town organized by Vidzeme Tourism Association (VTA)
19:00 –	Welcome Dinner at a Restaurant in Hotel Astor Riga
WED, May 21 Workshop Venue - Hotel Astor Riga	
8:30 – 9:00	Registration of participants, coffee
9:00	Opening of the Workshop
9:05	Welcome speech – Representative from the JSC Latvian Railway
9:10	Welcome speech – Member of Parliament of the Republic of Latvia
9:15	Welcome speech – Mr. Raitis Sijāts , Project GreenWays Product coordinator in Latvia – VTA
9:20	Ms. Carmen Aycart , Greenways Product Project coordinator - Spanish Railways Foundation <i>Welcome speech and Project activities report</i>
9:35	Ms. Mercedes Muñoz , Director of European Greenways Association <i>Greenways and sustainable tourism in Europe</i>
9:50	Ms. Arantxa Hernández , Spanish Railways Foundation - <i>Spanish Greenways Program (1993-2014)</i>
10:05	Mr. Raitis Sijāts , Project coordinator in Latvia – <i>Greenways Product Project activities in Latvia</i>
10:20	Ms. Anna Kupče, Mr. Jānis Sijāts , VTA – <i>New Latvia GreenWays and EuroVelo Map</i>
10:40	Ms. Giulia Cortesi - Federazione Italiana Amici della Bicicletta - <i>Greenways and EuroVelo Map in Italy</i>
11:00 Coffee Break	
11:30	Mr. Toms Altbergs , Chief specialist of the the Latvian Railway History Museum Ms. Ilze Sauša - Vidzeme University of Applied Sciences <i>Research work about GreenWays in Latvia</i>
12:00	Mr. Miguel Pereira - Associação Portuguesa de Corredores Verdes Mr. Jose Carlos Almeida - CIM Dão Lafões <i>Greenways in Portugal, the case of Greenways of Dão</i>
12:20	Mr. Jesús Blázquez – Pangea (SME) – First steps to create a product on Greenways
12:35	Mr. Richard Weston - University of Central Lancashire, Institute of Transport& Tourism (UK) <i>Cycling in Europe – economic impact of the cycling tourism (from local – to international)</i>
12:50	Panel Discussions, questions
13:00 Lunch	
14:30	Study visit to Rīga–Ērgļi GreenWay line . Departure to Keipene railway station by bus.
15:30	Visit to Keipene Railway Station and Cinema Museum. Drive with bus to Kangari
17:30	Visit to Kangari Railway station. Short cycling tour
19:30	Return by bus back to hotel in Riga
Informal farewell dinner at a restaurant in Riga Old Town	

PRACTICALITIES



ARRIVAL: RIGA INTERNATIONAL AIRPORT

Riga International Airport (RIX) is the only international airport in Latvia. The national airline is airBaltic (direct flights to more than 50 destinations), other airlines: Lufthansa, Finnair, LOT Polish, Norwegian, Ryanair etc. (low cost airlines land at the same airport as others).

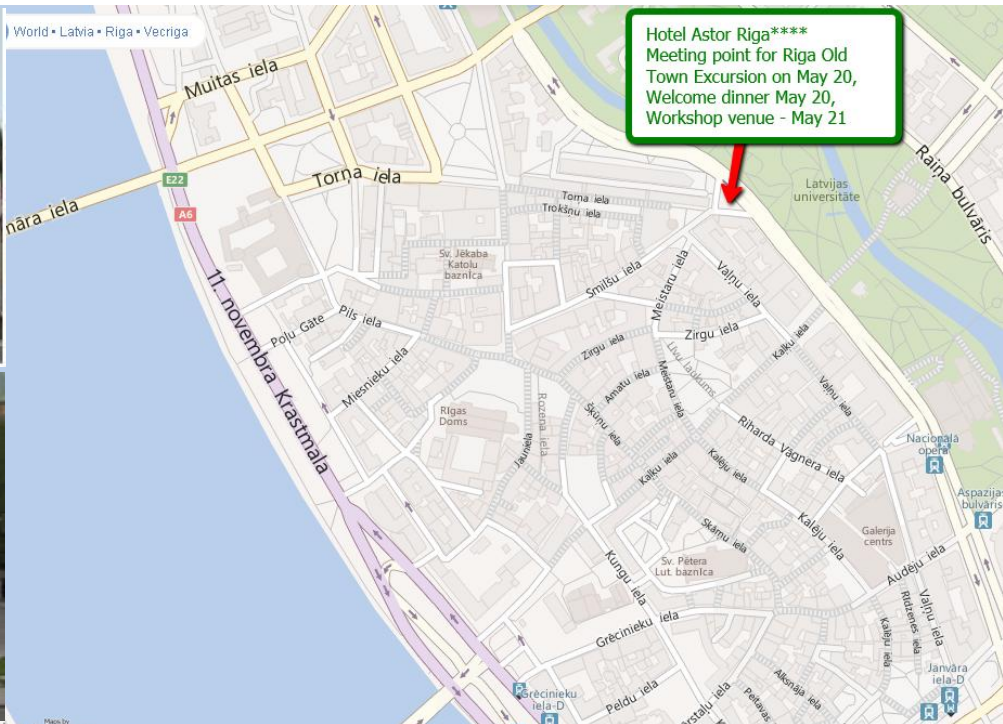


Taxi to hotel: we recommend taking the green Baltic Taxi (cost to the hotel ~ 10 EUR)

Hotel Astor Riga also offer airport transfer for 18 EUR, please contact the hotel directly

MAP: RIGA CITY CENTER (THE OLD TOWN) AND HOTEL LOCATION

Astor Riga Hotel**** is located in Riga Old Town, and the Welcome Dinner as well as Workshop on May 21 will be held here. **Special price** for Project GreenWays Product attendees: 70 EUR for single room (with breakfast) and 80 EUR for a double room with breakfast. To book the rooms with discount, please, fill out the form (attached to the e-mail) and send it directly to the hotel till April 20.



MAP: VISIT TO GREENWAYS LINE NEAR RIGA (May 21)

