



Destination SMEs

Interreg Europe



European Union
European Regional
Development Fund

Destination strategies for the competitiveness of the local SMEs

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Good practice:

Gauja National Park Tourism Cluster

Gauja National Park Tourism Cluster with the brand name “Enter Gauja” is created to **strengthen tourism destination and enhance its competitiveness in international markets.**

Cluster was created in 2012 and today it combines more than 50 entrepreneurs, dominantly tourism Small and medium enterprises, 9 municipalities, Latvian Nature Conservation Agency and Vidzeme University of Applied Sciences.

The cluster received ERDF funding from **National cluster support program** which also supports the creation of tourism clusters.

At this moment it is the largest tourism Cluster in the Baltics.

Cluster members share a **common vision for the future:**

- to become the most competitive tourist destination in Latvia outside of the capital city;
- to provide high quality and specialized tourism product precisely segmented for foreign and domestic market throughout the year.

Advantages/innovativeness of the good practice

➤ BRAND

Strong strategic positioning and unified brand

➤ COOPERATION

Good cooperation between tourism entrepreneurs, local municipalities, tourism information centres, universities, non-governmental organizations

➤ KNOWLEDGE

Learning, exchange of experience and know-how

➤ PRODUCT DEVELOPMENT

Joint/combined tourism products, as well as new products development

➤ INTERNET AND TECHNOLOGIES

Developed online platform for entrepreneurs

Mobile app for the region tourism offers and events

➤ POWERFUL MARKETING

Joint marketing activities to promote destination and services of cluster members

Photo and Video portfolio for each member



- Since 2012, the overnight stays at «Enter Gauja» destination has grown by 30% both for local and foreign tourists.
- This increase was more rapid than the national average.
- Gauja National Park has become the second most visited tourist destination in Latvia after Riga, visited by more than 1,000,000 visitors a year.

Limitations of the good practice

➤ INITIATIVE FROM TOURISM ENTREPRENEURS

- Formation of cluster require the critical mass of enterprises who are ready for development and have ambitions to grow.

➤ COOPETITION CHALLENGES

- Cooperation with a competitor
- benefits of coopetition

➤ FINANCIAL CHALLENGES

- Cluster membership fee
- Interruption between cluster project calls
- capacity and resources for development of SMEs



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Questions welcome!



Project Destination SMEs