

Interreg



Co-funded by
the European Union

Latvia – Lithuania



INTERNATIONAL CONFERENCE

“From Rivers to Lakes:
Water Tourism
Opportunities & Experiences
in Latvia and Lithuania”

WaterWays Project Achievements and Future Outlook

Aiga Meri | Aija Neilande
Kurzeme Planning Region
Dreverna, Lithuania, 26.-27.05.2026



Interreg  Līdzfinansē
EIROPAS SAVIENĪBA

Latvija – Lietuva

WaterWays

WaterWays

LL-00011 **Read more** 

Development of the water routes network in Latvia and Lithuania by further expanding the cross-border tourism product www.riverways.eu

WaterWays | #WaterWays #upesoga

01.03.2024 – 31.08.2026

Partners:

LP Kurzeme Planning region

PP2 Saldus municipality

PP3 Kuldīga municipality

PP4 Liepāja municipality

PP5 Klaipeda district municipality

PP6 Kretinga district municipality

PP7 Lithuanian Countryside Tourism Association

Total budget: 719.581,20 incl. 575 664,96 EUR ERDF

110 316,24 EUR co-financing

WATERWAYS – WORK PACKAGES

Capacity building & networking of water tourism destinations

2 experience exchange visits
Events for tourism stakeholders

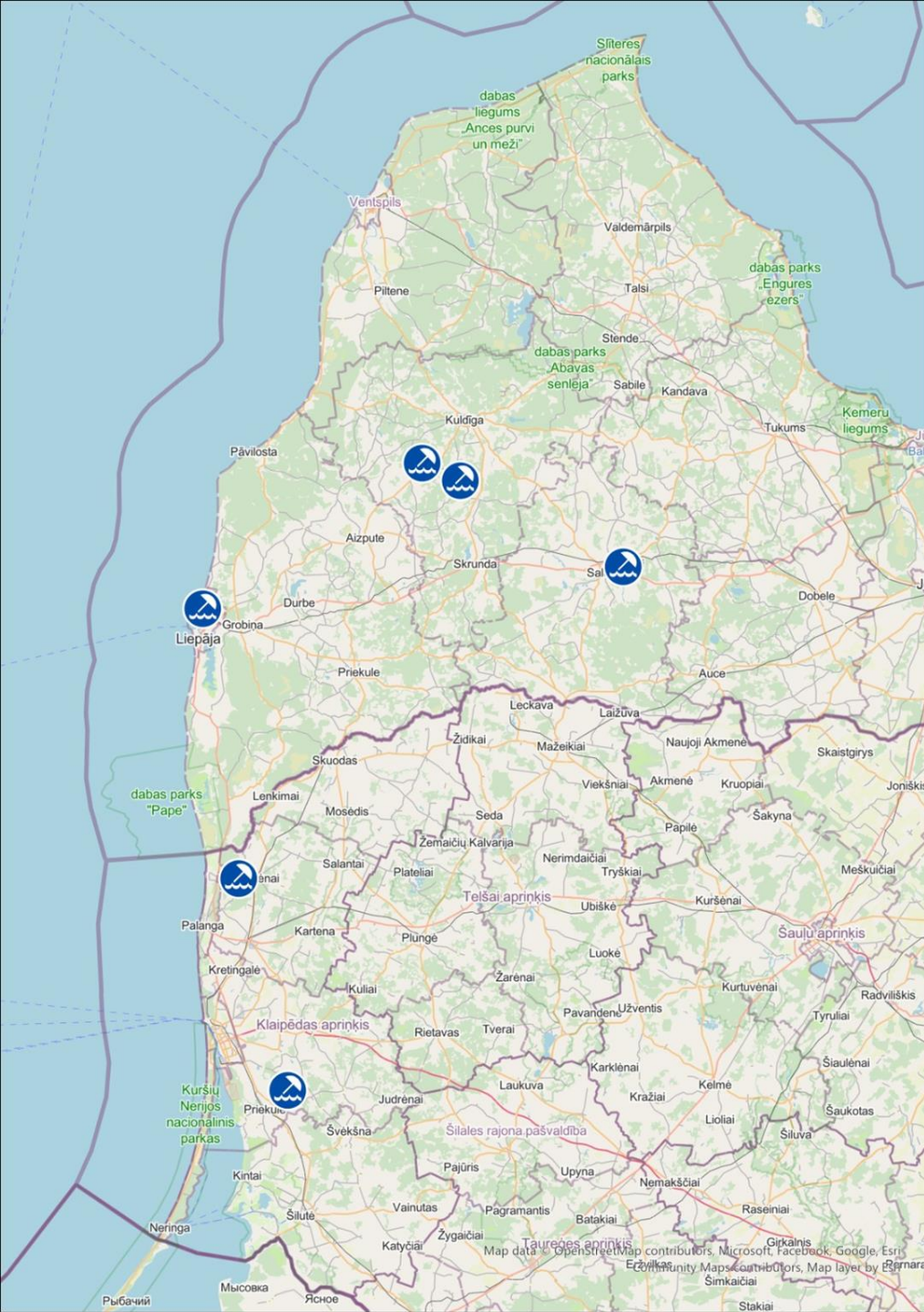
Marketing & promotion

Watertourism portal
Guide about lakes
2 Media trips
Publicity campaign (articles, influencers, FB and Google add)

Water tourism route and destinations' network development

«Safe&Green» concept
Lake sides improvements



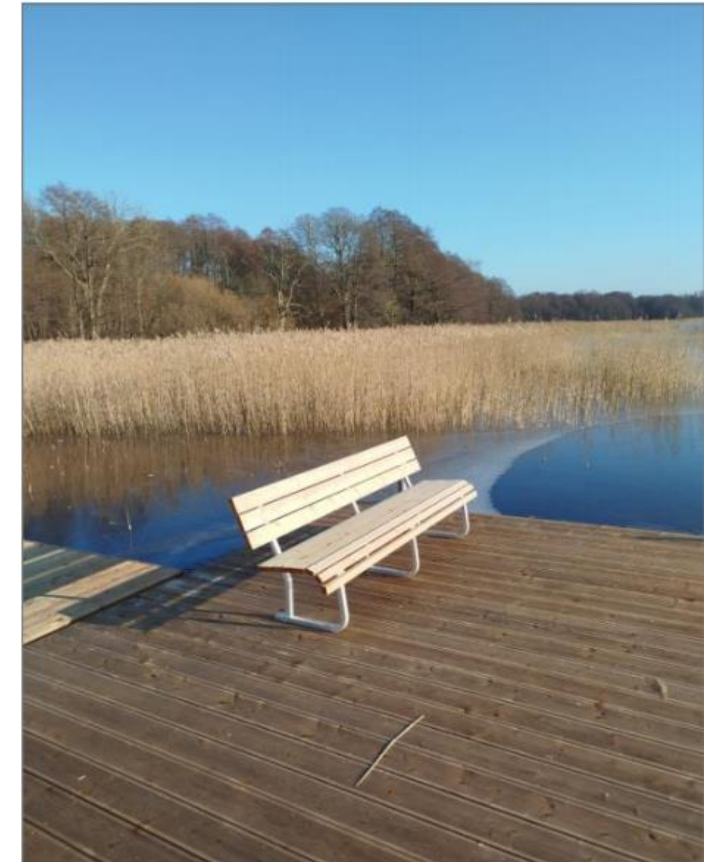
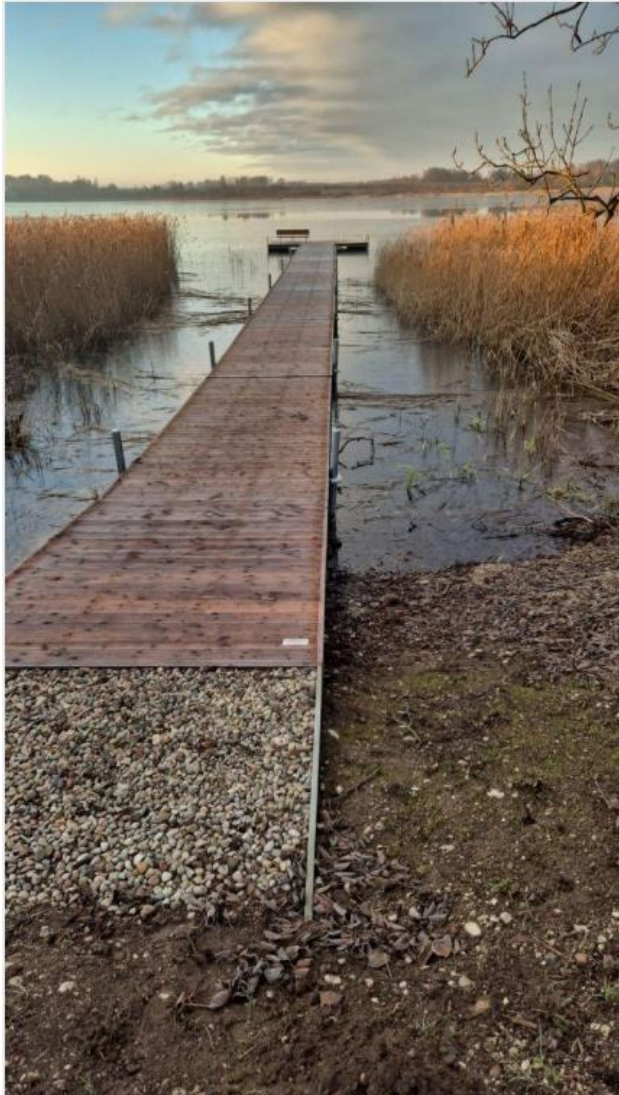
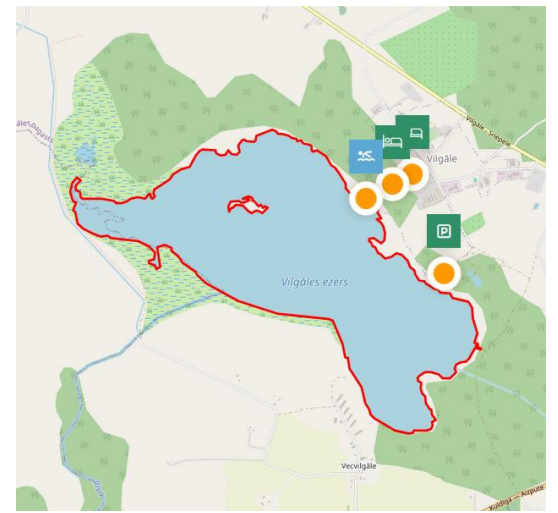


Lakesides small infrastructure

- Vilgāle Lake | Kuldīga County
- Snēpele pond | Kuldīga County
- Ciecere Lake | Saldus County
- Beberliņi water reservoir | Liepāja City
- Agluonas water reservoir | Klaipeda County
- Lazdininkai water reservoir | Kretinga County

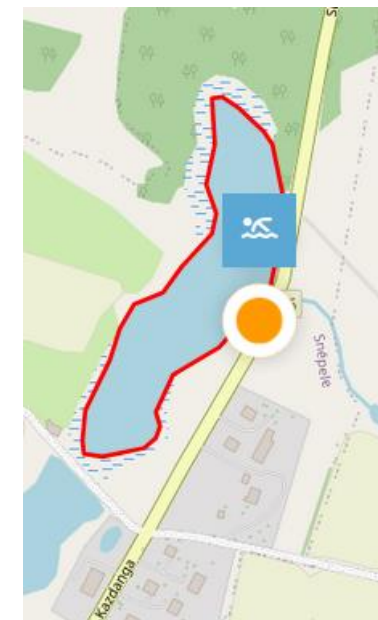
Vilgāle Lake – Kuldīga County

- Improved and cleaned waterfront
- Pontoon and changing cabin



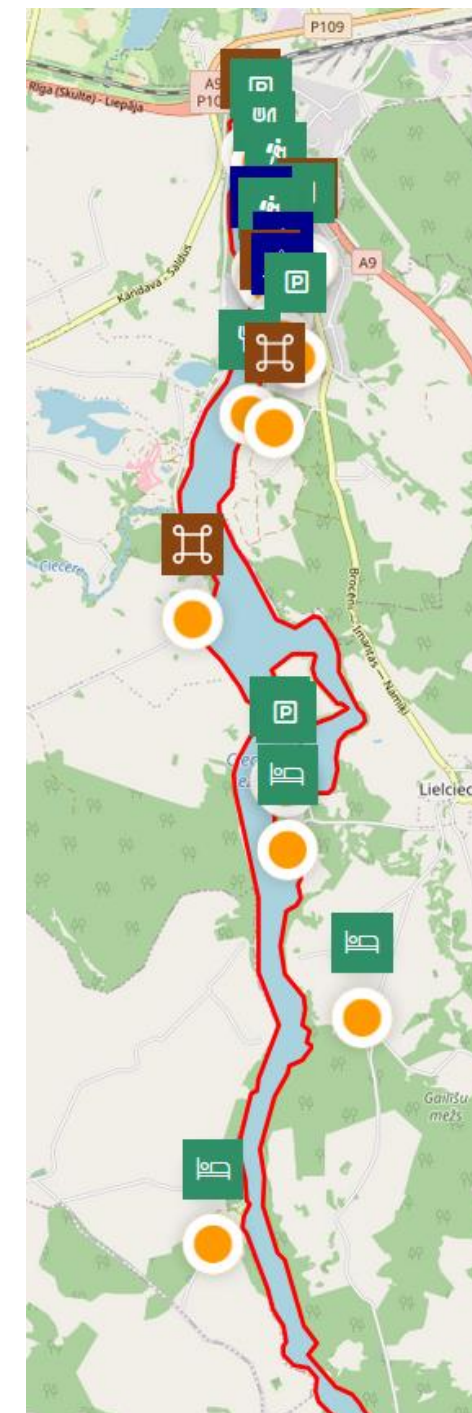
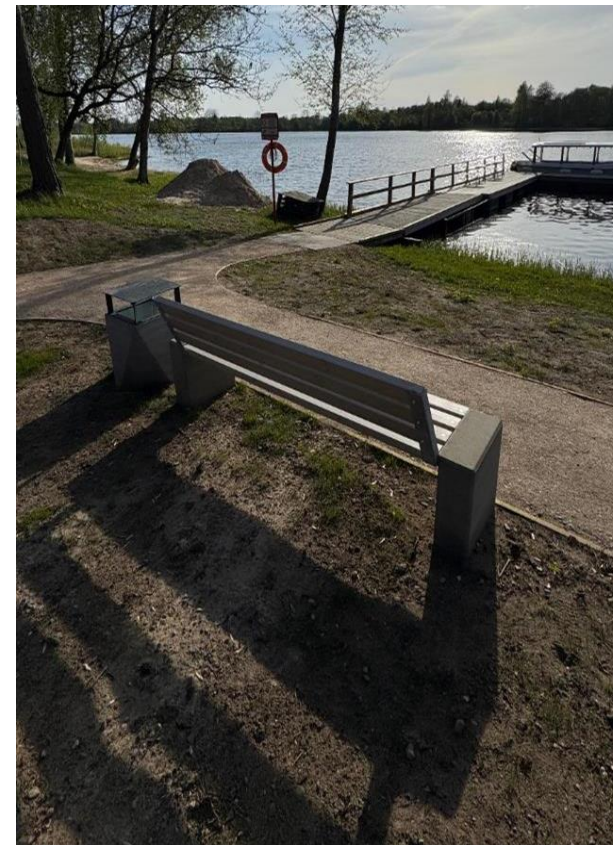
Snēpele pond in Kuldīga County

- Path to pond
- Pontoon and benches
- Changing cabin



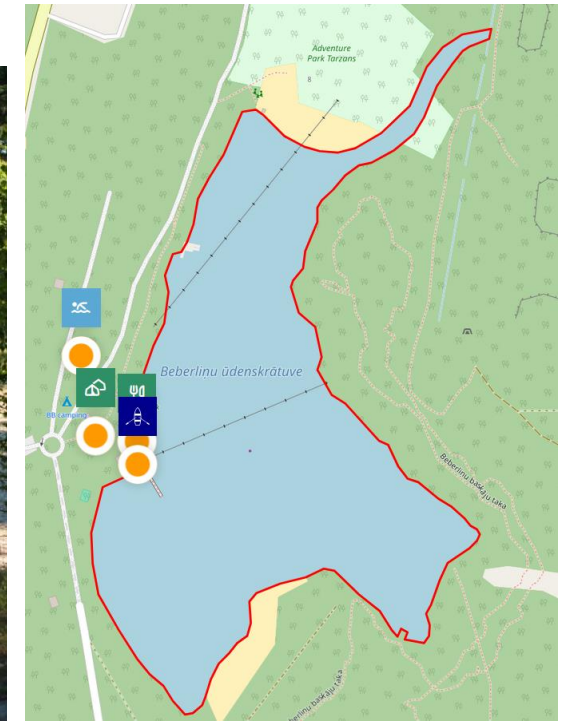
Ciecere Lake in Saldus County

- Gravel path
- Changing cabin
- Benches
- Bicycle parking
- Rescue point and info stand



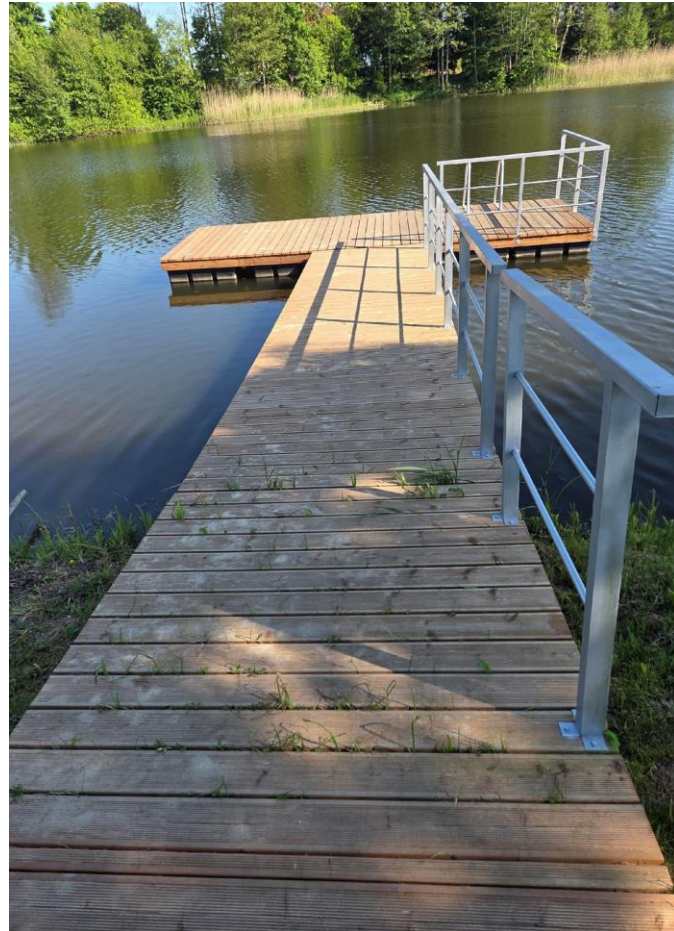
Beberliņi Water Reservoir in Liepāja

- Benches
- Waste bins
- Changing cabins
- Information stand
- Bicycle parking stand
- Solar lantern,
- Visitor counter
- Signposting



Agluona water reservoir in Klaipeda District

- Swimming place
- Pontoon
- Benches



Lazdininkai water reservoir in Kretinga District

- Swimming place
- Paths for hiking
- Parking
- Volleyball court
- Kids' playground
- Pergola and pontoon.



PADDLING IS AN AMAZING ADVENTURE AS LONG AS YOU STAY SAFE!



PLAN

WWW.RIVERWAYS.EU



YOUR ROUTE, MARK YOUR CAMPING SPOTS



CHECK THE WEATHER FORECAST

LET SOMEONE KNOW ABOUT YOUR PLANS



BRING ESSENTIALS:

FOOD, WATER AND A FIRST AID KIT



ALWAYS REMEMBER TO WEAR A LIFE JACKET



DON'T JUST SIT ON IT!



LISTEN TO THE SAFETY INSTRUCTIONS



CHECK YOUR EQUIPMENT



KEEP YOUR PHONE SAFE

REMEMBER!

ALCOHOL AND WATER ACTIVITIES DON'T MIX



KNOW YOUR LIMITS AND THE SURROUNDINGS!



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Latvia – Lithuania



#RIVERWAYS



WWW.RIVERWAYS.EU

This visualization has been produced as part of the project No. 01-00011 "Development of the water routes network in Latvia and Lithuania by further expanding the cross-border tourism product www.riverways.eu" (RiverWays), which is cofunded by the European Union under the Interreg VLA Latvia-Lithuania Programme 2021-2027. Its contents are the sole responsibility of European Planning Region and do not necessarily reflect the views of the European Union.

Safe & Green

- Different size posters
- 2 infographics (online)

PADDLING IS A GREAT ADVENTURE, ESPECIALLY WHEN DONE IN A NATURE-FRIENDLY WAY!



RESPECT

PRIVATE PROPERTY

PROTECTED AREAS



STOP ONLY AT DESIGNATED AREAS

COOK

IN A PROPER AREA AND ENVIRONMENTALLY FRIENDLY MANNER



PUT OUT THE CAMPFIRE BEFORE YOU LEAVE!

LEAVE NO TRACE!



NATURE CALLS?



PROTECT

THE NATURE, ANIMALS AND THE ENVIRONMENT



DON'T PICK



DON'T DAMAGE



DON'T CARVE INTO ANYTHING

KEEP YOUR DISTANCE



IN SILENCE, YOU WILL SEE AND HEAR MORE

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Latvia – Lithuania



#RIVERWAYS



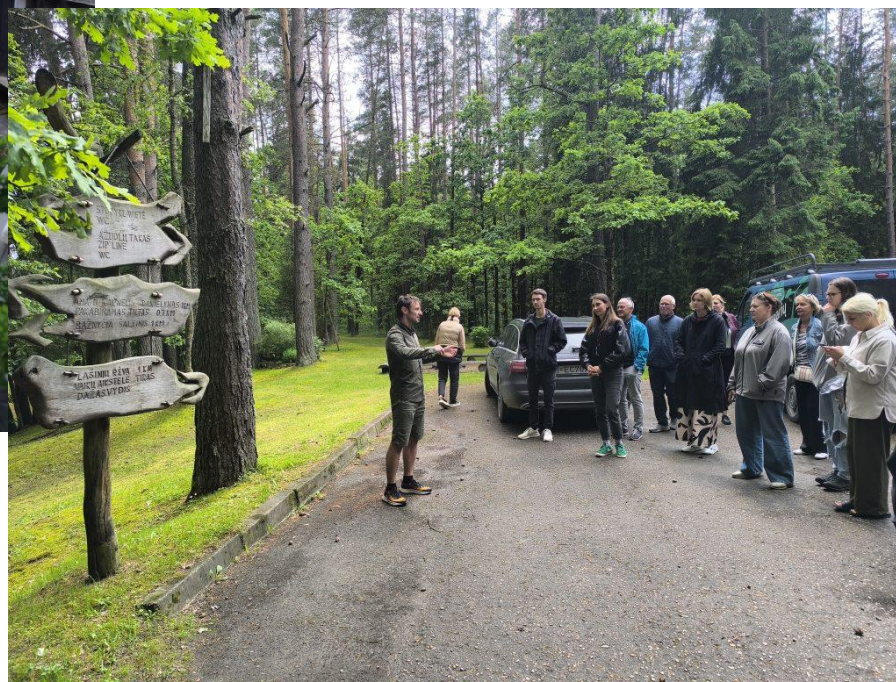
WWW.RIVERWAYS.EU

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Experience exchange visits – for tourism stakeholders – entrepreneurs, municipal tourism specialists, developers, project partners

In Latvia - visit in Grobiņa, Kuldīga and Usma lake area – June, 2024

In Lithuania - visit in Molėtai region – June, 2025



Workshops for watertourism entrepreneurs and tourism stakeholders

- 2 workshops in Kurzeme (June, 2025; May, 2026»):
 - Rivers (June, 2025, Usma)
 - Lakes (May, 2026, Broceni)
- 2 events in Zemgale (2024 and 2026)
- 4 workhops in Lithuania (2025, Anykščiai, Radviliškis, Šilutė and Šiauliai Districts)

To bring together tourism stakeholders, entrepreneurs, learn best practises, network and inspire



Watertourism portal



www.upesoga.lv



www.upesezerai.lt




www.seikleveel.ee



www.riverways.eu

The screenshot shows the homepage of the Watertourism portal. At the top, there is a dark navigation bar with a search icon, a user profile icon, and 'Settings EN'. Below this is a white navigation bar with a 'River ways' logo and menu items: 'Home Page', 'Rivers and canals', 'Lakes', 'Sea', 'Boat rental operators', 'Offers from operators', and 'Useful info'. The main content area has a dark background with a photo of a person kayaking. The headline reads 'Discover Your Next Destination!'. Below the headline is a sub-headline: 'Explore the most beautiful water bodies of Latvia, Estonia and Lithuania – from serene lakes and winding rivers to the majestic Baltic Sea. Find a place for relaxation, adventure, and nature appreciation!'. There are four circular icons with text: 'Rivers' (boat icon), 'Lakes' (fish icon), 'Sea' (waves icon), and 'Show full map' (map icon). At the bottom left, there is an 'Interreg' logo and text: 'Co-funded by the European Union' and 'Latvia – Lithuania'.

More than 110 rivers in Latvia, Estonia, Lithuania




Latvia Kurzeme Zemgale Saldus Dobeles

Vadakste

Zemgale - Auce Venta - Lietuva

4 days




Latvia Kurzeme Saldus Skrunda 57.4

Ciecere

Kurzeme - Venta Cieceres ezers

3 days




Latvia Kurzeme 33.8 km Season

Irbe

Kurzeme Ventspils County

2 days



Latvia Kurzeme Ventspils 29 km

Rinda

Kurzeme - Puzes ezers Irbe

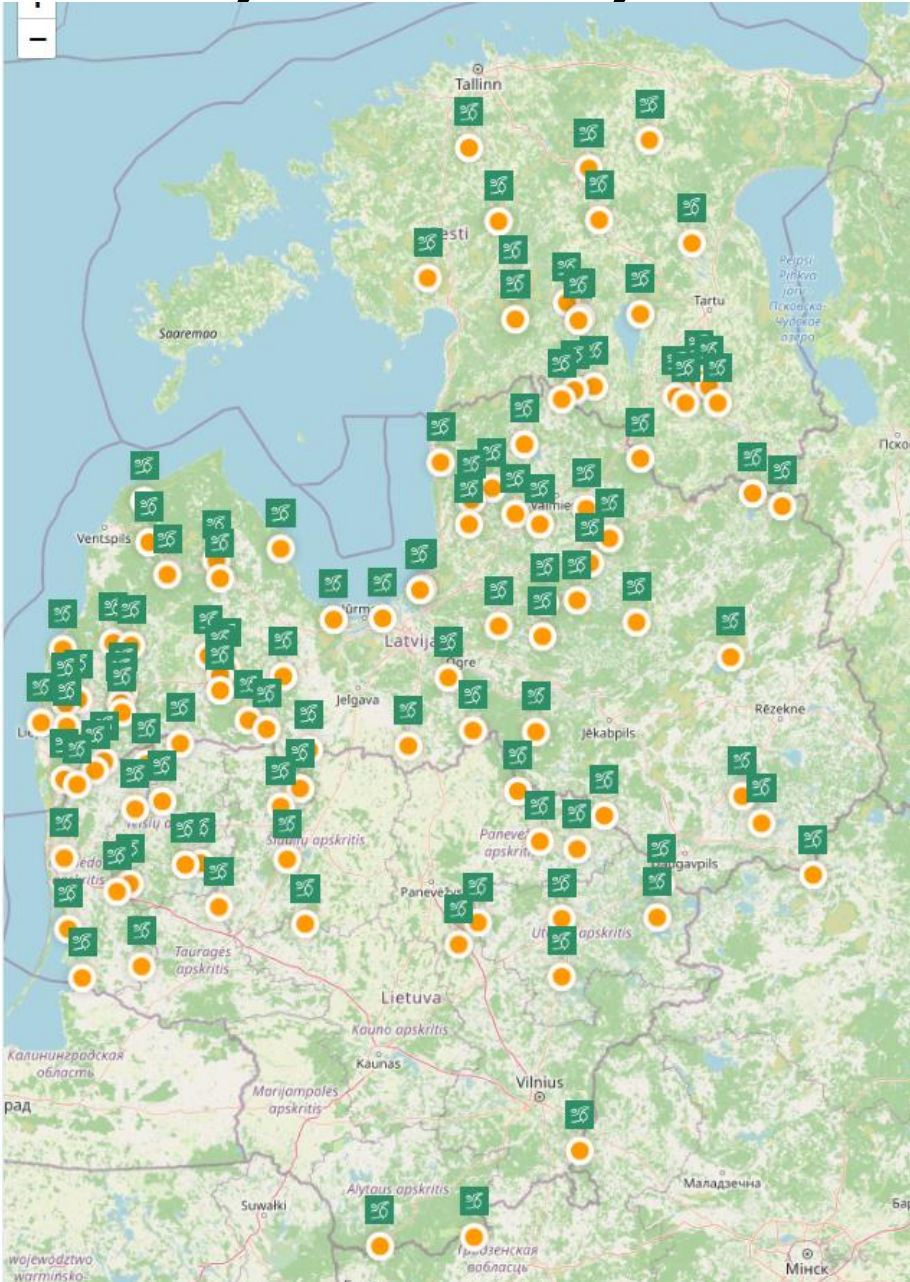
2 days




Latvia Kurzeme Priekule 64 km

Vārtāja

Kurzeme - Sepenes ezers Bārta





Skrunda Ventspils 176.5 km Without ice


Venta

Lietuva - Kuršēni - Kuldīga - Ventspils - Baltijas jūra

4 days



Description **Routes** Places Boat rental Pay attention!



31.9 km 2 days Without ice

Nīgrande - Skrunda



44.3 km 2 days Without ice

Latvian / Lithuanian border - Skrunda



Rental companies – more than 300 in Latvia, Estonia, Lithuania



Sākums Upes un kanāli Ezeri Jūra Laivu nomas operatori Piedāvājumi no operatoriem Noderīgi

nomas nosacījumiem.



2airi

info@2airi.lv
+371 22066443

Aprīkojums nomā: kanoe, SUP, kajaks

Valsts: Latvija

Valodas:



@Piedzivojumi.lv

info@piedzivojumi.lv
+371 29343132

Aprīkojums nomā: kanoe, SUP, ūdens velosipēds - katamarāns, kajaks, ūdens velosipēds

Valsts: Latvija

Valodas:



ARlaivu.lv

info@arlaivu.lv
+371 27127638

Aprīkojums nomā: kanoe, kajaks

Valsts: Latvija

Valodas:



Filtrēt pēc

Laivu noma, upe, kanāls, ezers vai jūra

Laivas veidi

Tukšs

Valoda

Tukšs

Valsts

Latvija

Reģioni (vispirms izvēlies valsti!)

Kurzeme

Laivu transportēšana / piegāde

Nofiltrēt filtrus



Ventas

Home Page Rivers and canals Lakes Sea Boat rental operators Offers from operators Useful info

Kayak, canoe and rubber boat rental, as well as SUP boards. Routes along the Venta and Ciecere rivers. Holiday house, tent sites, sauna, hot tub. Car and trailer parking, bicycle rental

Rivers and routes: Ciecere, Venta

+371 29133570
jan.jaunzems@gmail.com

Language:



Boat types



canoe



rowing boat



SUP



kayak



Abavas laivas

info@abavaslaivas.lv
+371 29286489

Aprīkojums nomā: kanoe, motorlaiva (elektromotors), kajaks

Valsts: Latvija



Advaita Adventures

hello@advaitaadventures.lv
+371 26767222

Aprīkojums nomā: SUP, kajaks

Valsts: Latvija



Airē pats

vecalksn@gmail.com
+371 26405065

Aprīkojums nomā: kanoe, SUP

Valsts: Latvija

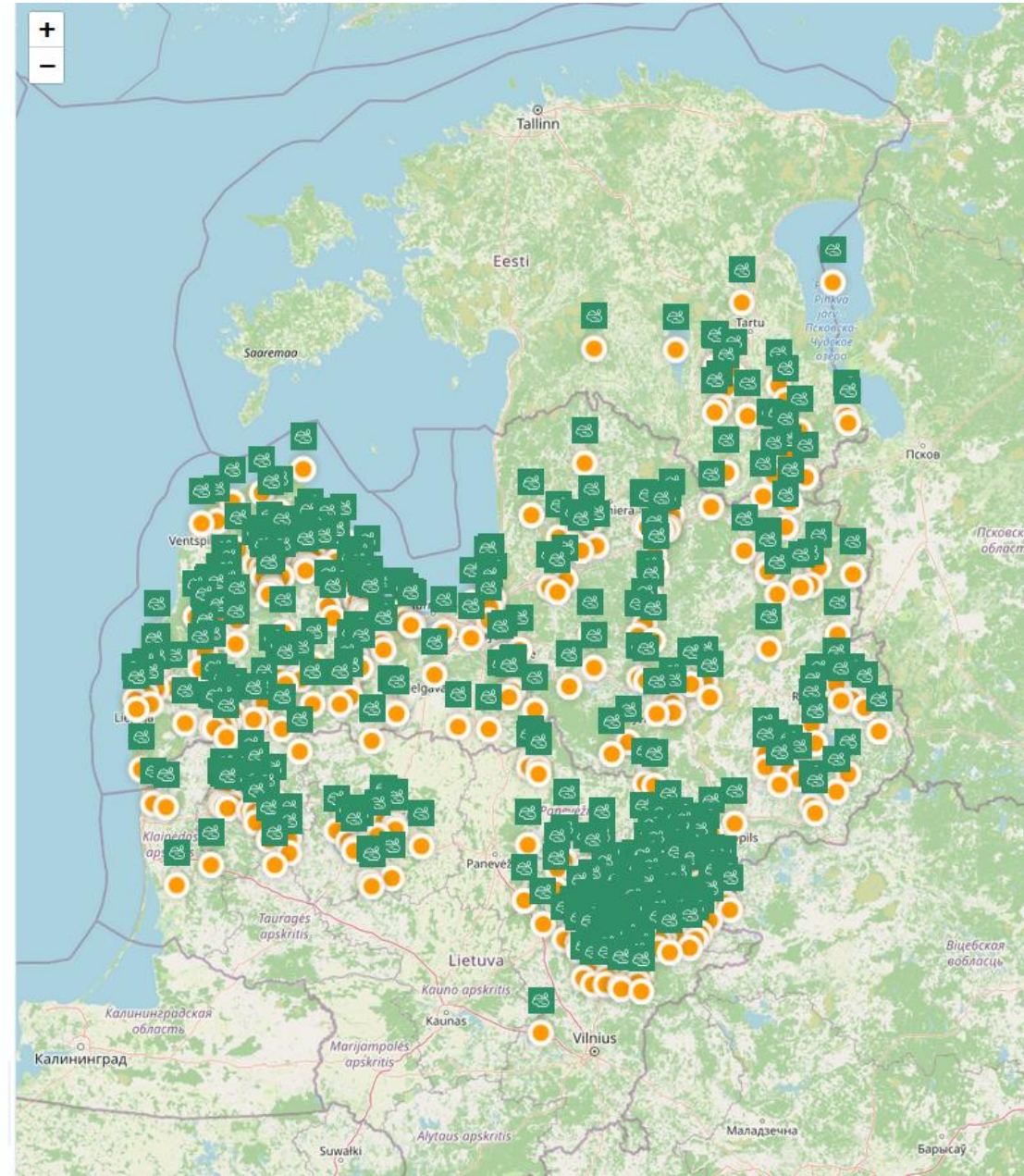
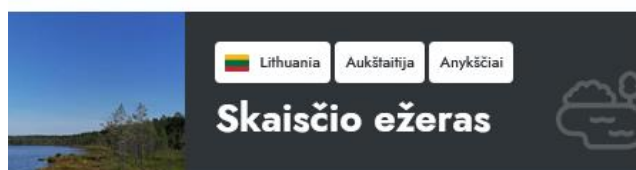
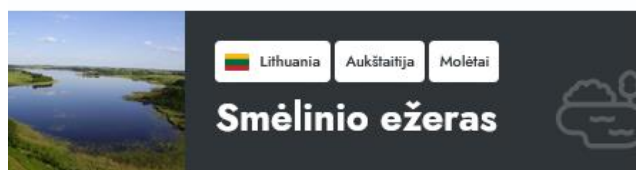
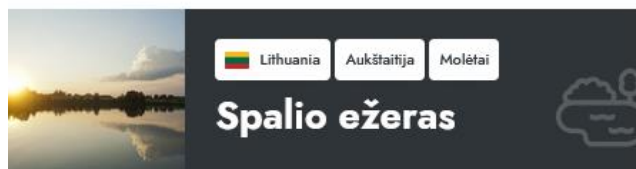
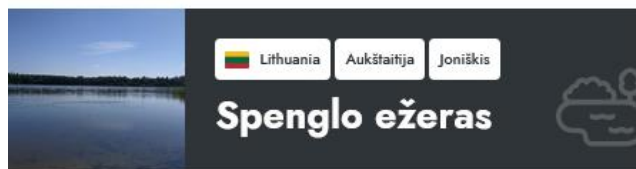
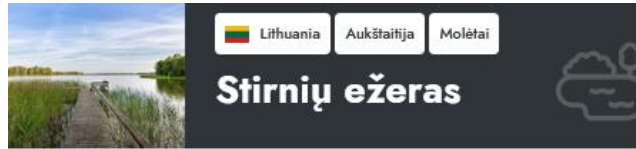


Alate – aprīkojums atpūtai uz ūdens

alatesia@inbox.lv
+ 371 22088804
+ 371 29422884

Aprīkojums nomā: SUP, ūdens velosipēds, katamarāns

Lakes – more than 450 in Latvia, Lithuania, Estonia





Back

Lithuania Aukštaitija Ignalina

Sravinaičio ežeras



Description

Places

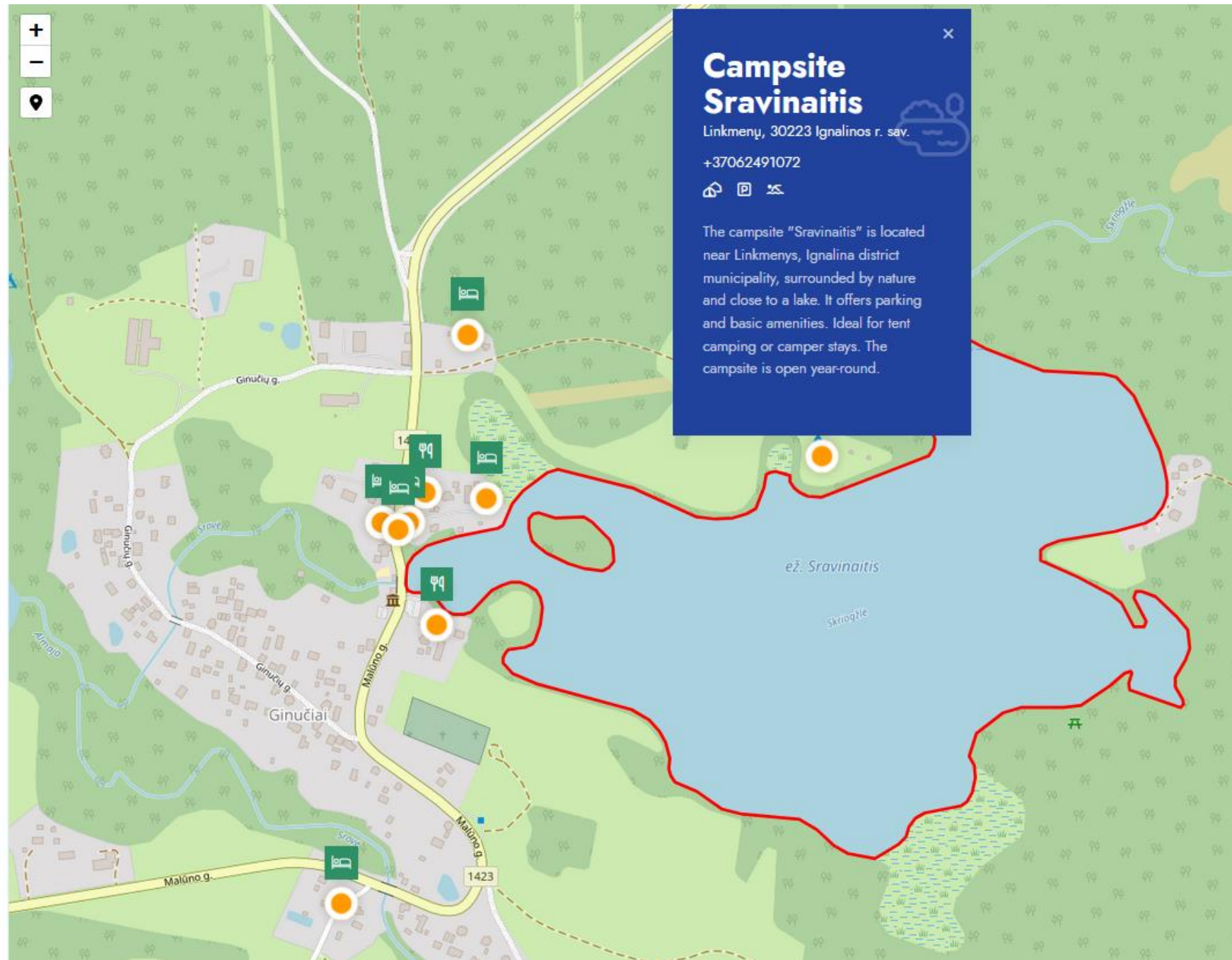
Boat rental

Pay attention!

Lake Sravinaičio is a cozy and charming little lake in the Ignalina district, within the territory of Aukštaitija National Park. Located near the village of Ginučiai, it is distinguished by its winding shoreline, calm waters, and natural surroundings. The lake's shores are flat and marshy in places, and in the middle of the lake is a wooded island that gives the landscape a special charm. Sravinaitis is surrounded on all sides by the Linkmenų forests, which not only protect this body of water from the wind, but also create a unique natural refuge. Here you can swim, fish, or simply relax while listening to the birds singing. It is an ideal place for peace, quiet, and closeness to authentic Lithuanian nature.

Active leisure opportunities:

- Kayak and canoe rental.
- Fishing!



Guide «Lakes»

176 lakes included from Kurzeme, Zemgale, Latgale, Aukštaitija, Samogotia and Lithuania Minor.

- 7142 copies in Latvian
- 5000 copies in English
- 5000 copies in Lithuanian

TELŠIAI COUNTY

10 Lake Beržoras



Location: Plungė District, Telšiai County
GPS: 56.023834, 21.81371

Lake Beržoras is located in western Lithuania, approx. 2 km north of Plateliai in Samogitia National Park. Beržoras Village is located on the northern shore of the lake, famous for its Calvary Chapels. It also offers inventory rentals for active leisure; however, the lake is more suitable for quiet recreation.

ACTIVE LEISURE

Kayak and paddle board rental,
+370 69882700, www.baidare.com

Fishing. In the summer, perch can be caught in the lake, however, it accommodates a lot of roach, bream, pike, and rudd

Although there is no well-equipped beach on the lakeshore, both bathing and recreation are allowed on its shores

DISCOVER THE SURROUNDINGS OF THE LAKE:

Beržoras Village with the St. Stanislav Church complex

Siberian Watchtower (15 m high)

Beržoras Resting Place with a nearby parking area (Plungės Street)

Birškus big beech, which is over 100 years old

ATTENTION!

Lake Beržoras is located in the territory of Samogitia National Park, where enhanced nature protection regulations apply



Photo: Aurimas Barkauskas



KLAIPĖDA COUNTY

11 Lazdininkai Pond



Location: Kretinga District, Klaipėda County
GPS: 56.019967, 21.193351

Lazdininkai Pond is located in western Lithuania, in Kretinga District, 2 km to the west of Darbėnai. It was created by damming the River Darba 7.9 km from its estuary. Lazdininkai Recreation Area, the Japanese Garden or Baltic Mythological Park is located nearby. There is a small beach near Lazdininkai Pond, with walking bridges, recreation areas, a playground, and a volleyball court.

DISCOVER THE SURROUNDINGS OF THE LAKE:

Japanese Garden – the largest in Europe (16 ha). The garden has an impressive collection of dwarf trees, a stone garden with sakuras and a pond, +370 61618530, www.japangarden.lt

ACTIVE LEISURE

A small beach with wooden plank pathways, resting places, a playground, and a volleyball court

Lazdininkai Resting Place – paddle board and boat rental, a bathing, fishing, resting place, fire place and

(Educational) trail in the Baltic Mythological Park with wooden sculptures, altars – between Darbėnai and Sventoji

Lazdininkai Windmill,
+370 60480977

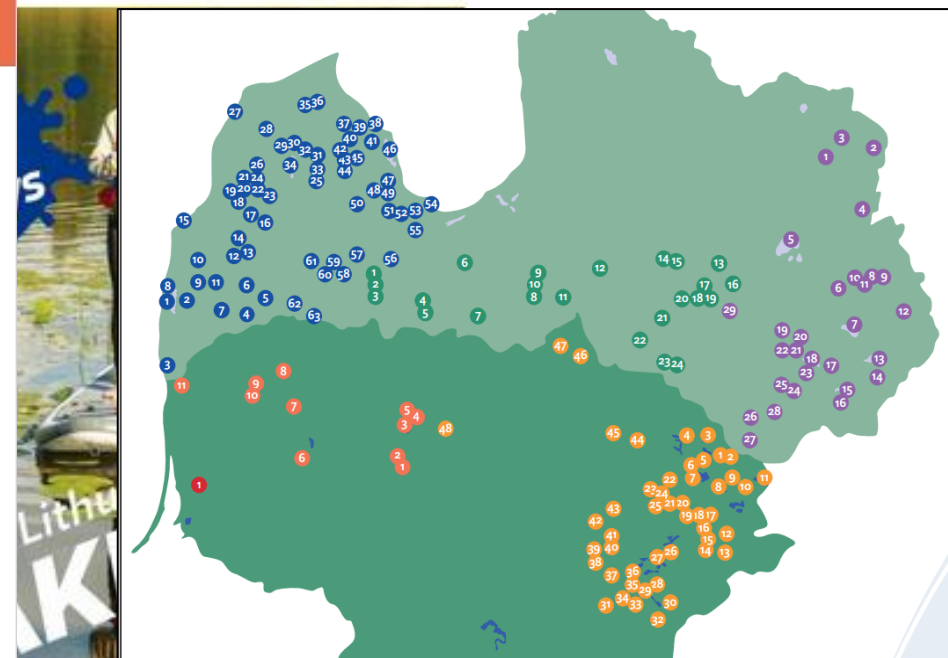
playground. Tent and camper places, holiday houses are available,
+370 64497490

"Kul Pakrantė" Private Recreation Area – pedal boating rental, resting place, camper places, +370 67239490

Lazdininkai Pond



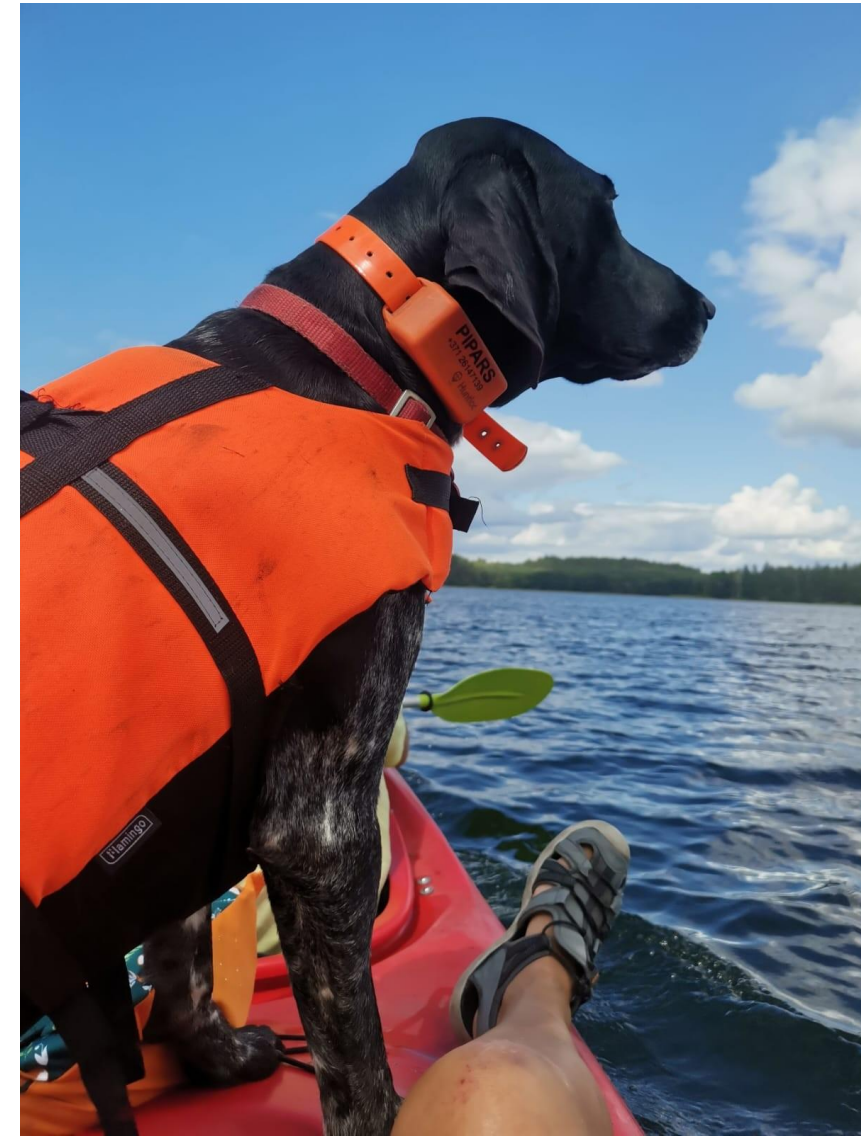
Photo: Recreation area of Lazdininkai





Watertourism key challenges

- **Equipment** - power, technologies, innovation, varyties
- **Safety on/in/by waters** and how to share interests (respect, politness)
- **Nature friendly behavior, waste issues**
- **Skills and knowledge in nature**
- **Change in kayaking habits** (1 day trip vs several days; comfort (tent vs bed; dynamics (2-4 hours vs 1-2 days trips), active holidays vs InstagramHolidays (sunrise/sunset tours, excellent landscapes)
- **Seasonality.** «Is it the only month July for kayaking?»
- **Very diverse target groups**
- **Private property** – is «saint»
- **Cooperation between rental companies and tourism service providers**
- **Development of infrustructure** (swimming spots, pontoons, recreatioanal public space, waterfront developments, accessibility)





KURZEMES
PLĀNOŠANAS
REĢIONS



Thank you!

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