



# Seminar for tourism entrepreneurs in

## Užava



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On March 4th at 10:00 AM in Užava, at the gathering house “Tautas dārzs,” a seminar organized by the Ventspils Municipality for tourism and tourism-related industries will begin, titled “Step Forward: Successful Business and Tourism 2025.”

The goal of the event is to help attendees achieve success by leveraging the latest trends and effective communication tools, fostering growth with a forward-looking perspective, and adapting to the evolving tourism industry landscape

The seminar will be opened by Andis Zariņš, Deputy Chairman of Ventspils Municipality Council for Investment and Development. Dace Kolāte, a specialist in business support and tourism at Ventspils Municipality, will discuss the latest tourism trends.

Filipis Rubenis, a representative of SIA “Soulcraft”, will share the company’s experience. Sintija Pusaudze, Head of the Liepāja Region Tourism Information Bureau, will explore the topic “From First Questions to Destination: How Tourists Make Decisions.”

Video content expert Ainārs Krauklis will lead a masterclass on creating engaging video content with a smartphone to attract customers and enhance business visibility. Agris Locs-Dārznieks, founder and developer of the “NOTRE” agency, will explain how Google, UX, and video content can turn viewers into paying customers.

Eco-tourism enthusiast Edgars Ražinskis, board member of the Nature Tourism Association and lecturer at Vidzeme University of Applied Sciences, will highlight collaboration opportunities in tourism and outline a potential tourism development roadmap, introducing the concept of a French café for tourism growth.

After the seminar concludes, attendees will have the opportunity for informal discussions, sharing with each other how they have managed to apply their newly acquired skills.

Registration is open until February 28: [Registration Form]

Tue, 04.03.2025

09:30-16:00

+37163 629 450

info@ventspilsnd.lv

ventspilsnovads.lv

Užavas saietu nams “Tautas dārzs”

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