Kicking off Cross-Re-Tour: Shaping Sustainable Tourism Together

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The Cross-Re-Tour project is member of the SECreTour Network of Common Interest.

From May 6 to 8, 2025, Cross-Re-Tour hosted the workshop "Kicking off Cross-Re-Tour: Shaping Sustainable Tourism Together" in Riga, Latvia.



This event was part of the Cross-Re-Tour series of capacity-building workshops but especially dedicated to fostering knowledge sharing and collaboration opportunities between the beneficiaries of the Open Innovation Programme, where 87 SMEs were awarded financial support and mentoring to implement their innovative projects, transforming their tourism businesses towards the twin transition.

The encounter provided a valuable platform for exchange, throughout its various sessions, which accounted for an inspiring keynote speech from Nicholas Hall, founder of the Digital Tourism Think Tank (UK). The event represented a practical workshop on Client and Staff Nudging, where participants were encouraged to share their challenges and find innovative solutions.

On the last day, participants visited five different site of the most groundbreaking tourism businesses in Latvia.

You can look below at some pictures of the event.


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