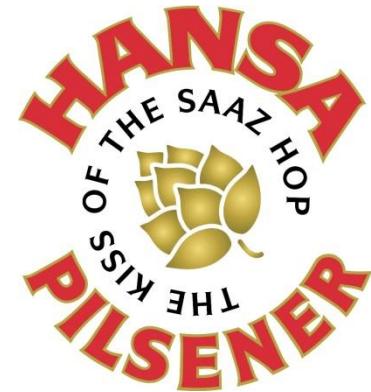


Potential of the Brand “Hansa”

***Ēriks Lingebērziņš, managing director Balticvision Riga (Via
Hansa Hospitality Collection)***

ANNUAL EVENT
***“Enjoy the Hansa route
through Latvia, Estonia and Russia!”***
*Conference Centre “White Grand Piano” and
Sigulda Castle of the Livonian Order*

SIGULDA, LATVIA
10-11 June, 2013



Potential of the brand “Hansa”

- Hansa brand is the most powerful, recognized and positive image brand of the region
- It's potential is within **East-West dimension connections**, **Baltic-German connection** and **Baltic-Scandinavian perspective**
- And even from contemporary business perspective not much has changed – Baltic and North sea countries are among core Latvian business sources



Via Hansa development

- **New Baltic Tour Operator, 1994-1995** – established own office in Riga (1994), Vilnius and Tallinn (1995): being the first pan-Baltic company
- **Baltic/Russian Tour Operator and Destination Management Company, 1996-1999** – established own office St. Petersburg (1996) and service offices in Kaliningrad (1997) and Moscow (1999)
- **The Baltic Sea Hospitality group, 2007** – A new company concept was launched (introduction below) and the period until 2010 is supposed to be characterized by growth in both quantity and quality, by establishing new companies and brands and re-integrating the companies and brands into one strong hospitality concept



VIA HANSA

Hanseatic Lifestyle

VIA HANSA TOURS, VIA HANSA ESTONIA, VIA HANSA VILNIUS,
VIA HANSA MOSCOW, VIA HANSA ST. PETERSBURG, VIA HANSA WARSAW,
VIA HANSA COPENHAGEN, VIA HANSA HELSINKI, VIA HANSA MINSK,
VIA HANSA SHANGAI, VIA HANSA DMC&PCO, VIA HANSA WELLNESS,
BALTCIVISION, LA BOHEME DELUXE TOURS, SEAGULL-ONLINE,
VIHULA MANOR, UNIQUE HOTELS, LA BOHEME CATERING,
RESTAURANTS KAVAL-ANTS, VIHULA MANOR LIFESTYLE AND MUCH MORE...



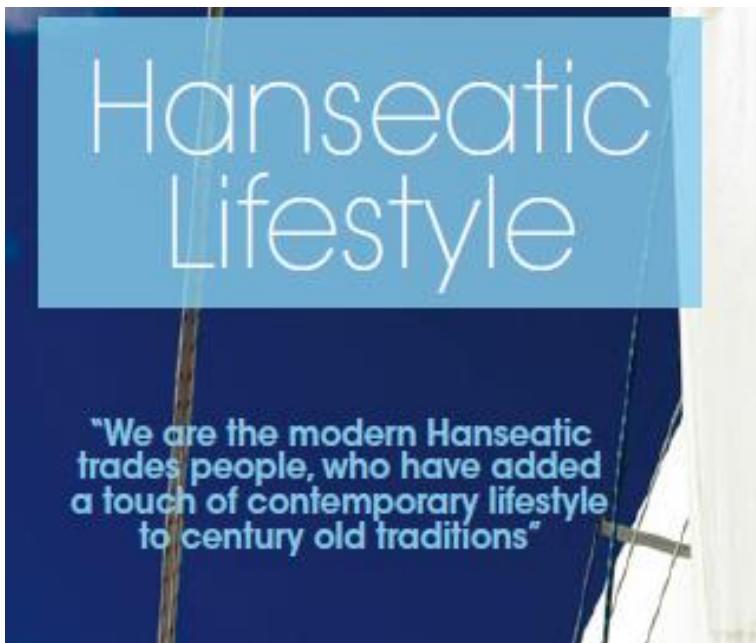
Style in life

Basic Via Hansa true values

- * *Ships to confirm commitment to history, cultural heritage and mobility*
- * *Opera to confirm commitment to music, culture and intellect*
- * *IT tools to confirm commitment to new technology, progress and efficiency*
- * *Active tourism to confirm commitment to ecology, health and nature*
- * *Charity to confirm commitment to social responsibility and community concern*

“Hansa” brand potential

- Regionally recognized entrepreneurship
- High value and strong tradition service
- Changing existing borders of viewing the map
- It is international, existing brand...



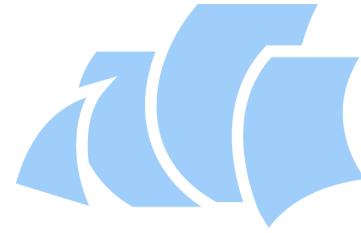
We see Hansa brand as contemporary and progressive brand with medieval origins, representing trade, people, culture and heritage

Hanseatic origin of Via Hansa brand



St. Petersburg - Tallinn -Riga
Vilnius - Kaliningrad - Moscow

Until 2005



Presently



The World of Via Hansa



Brand in product development

- Cross-border products: Pskov, Novgorod & Polotsk (Russia as emerging destination nearby: potential in re-drawing existing international tourism routes)
- Polish-Baltic itineraries: Central Europe – Northern international tourism route
Hanseatic style



But there are also some difficulties

- Presently former Hansa destinations are weakly positioning themselves as *Hanseatic* destinations
- Lack of contemporary *Hansa* concept as such
- Competition with other local, regional and cross-border projects



Thank you!

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