

Tour de Latgale & Pskov

ELRI-129

outputs and results

5 new tourism routes– Sacral, Crafts, Rural, Nature, and Culture created

Tourism infrastructure sites improved in Baltinava, Balvi (2) and Viļaka, Latvia

Kinder playground installed at Kovsu Lake in Rēzekne, Latvia

Equipment and supplies in tourism spots installed in Pitalovo, Palkino, Ostrow, Pehcorey, Pskov Municipality in Russia (7 places in total) and Aglona, Dagda, Ludza, Riebiņi, Cibla, Zilupe in Latvia (in total 16 places)

Website www.visitpskov.ru created

8 workshops for tourism professionals, municipal representatives and others involved in tourism sector held

2 five-day promo tours for tour operators and mass media of Saintpetersburg (Russia) were organized

1100 copies of brochures „Russia begins here” in 5 languages produced and distributed

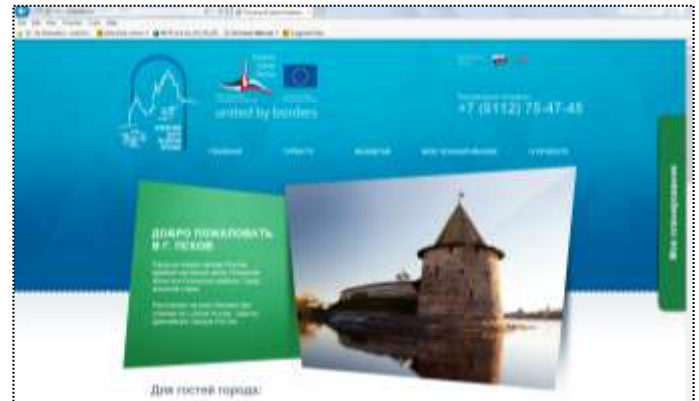
49 500 copies of brochures „Latgale unites” produced and distributed; among them 20 000 on the board of Air Baltic – more than 3100 flights to 41 destinations

7000 maps with TOP 10 tourism objects of Latgale and Pskov produced and distributed through 9 international tourism trade fairs

Mobile Augmented Reality application „Ludza castle” (Latvia) created

Marketing campaign „Sirsniņi” performed

Tourism development marketing plans for Latgale and Pskov Oblast elaborated



Newsletter and Map



Svātūne Lake, Baltinava, Latgale, 2012



Baltinava, Latgale, 2012



Brochures

RESULTS

Cooperation network between Latgale and Pskov Region in tourism created and strengthened during the project life time

Joint management body for further cooperation in tourism established

Capacity of Pskov Tourism Development Centre increased and tourism promotion activities are more effective

At least 192 tourism professionals and municipality representatives gained new knowledge about new tourism routes and interregional tourism marketing activities

3 million inhabitants informed about joint Latgale and Pskov tourism routes

500 followers in Facebook, Twitter and LinkedIn

Increase of visitors to the sites by 3% **and tourists in Latgale** in the first half of 2014 by 30%

Increased safety on 15 water sites (10% less injuries and fatalities already in the second year of project implementation)

www.visitpskov.ru functional



Ludza Castle, Mobile Augmented Reality Application, 2014