

Outputs

786 tourism objects, services and attractions included in the Via Hanseatica (VH) route

VH partners have **improved 12 objects** and created **11 new opportunities for infrastructure investments**

12 thematic routes created and included in the VH travel planner. Among them **3 thematic routes** – “Family Fun”, “People to meet and Culture to greet”, “Adventure in Nature”

314 road signs, 56 object signs and 22 road information-boards installed along the route

Developed **VH mobile application** and **audio guide** that support travelling in the VH territory

VH traveller's materials (7000 copies of maps, 108 000 copies of flyers) issued and distributed to facilitate trip planning and improve the travel experience

E-book format of VH travel guide (in five languages) is published and available for free download in one of biggest e-book store “Rahva Raamat” in Estonia

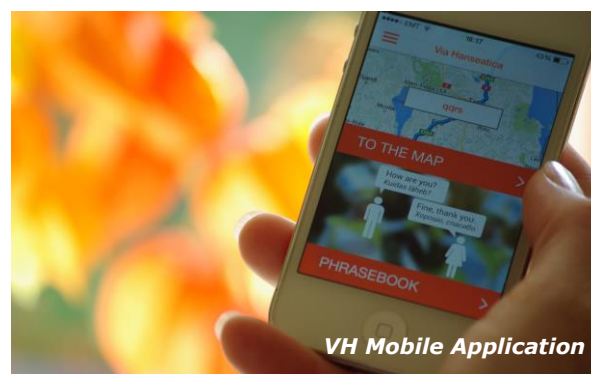
General TOR for guides' trainings is prepared for use in all 3 countries ensuring a homogeneous approach of training

Created **database of VH service providers**, tour operators, guides, tourism specialists Estonia, Latvia, Russia

VH has participated in **4 international tourism fairs** in Helsinki, Finland, Tallinn, Estonia and in Hamburg, Germany

8 VH promotional video clips prepared including 5 thematic and 3 country-specific for use in media, social media, fairs, presentations

Project website: www.viahanseatica.info/





VH maps in hands of travelers



VH Exhibition Stand



VH Publications



*VH touch-screen
Information Terminals*

RESULTS

Developed VH tourism package that covers tourism objects/services in Estonia, Russia and Latvia. The objects are included in the **interactive web map** and **travel planner**

Established **strong international partnership** of regional and local authorities, entrepreneurs and tourism development organisations along VH area in Estonia, Latvia, Russia

VH is promoted by **70 well-trained guides**, who regularly lead tourism groups to VH objects.

Strengthened **tourism development cooperation** between Estonia, Latvia, Russia

Raised awareness and visibility of VH tourism region, objects and services via targeted marketing actions leading to **increase in tourism sector income**

Advanced **accessibility** of VH objects and services

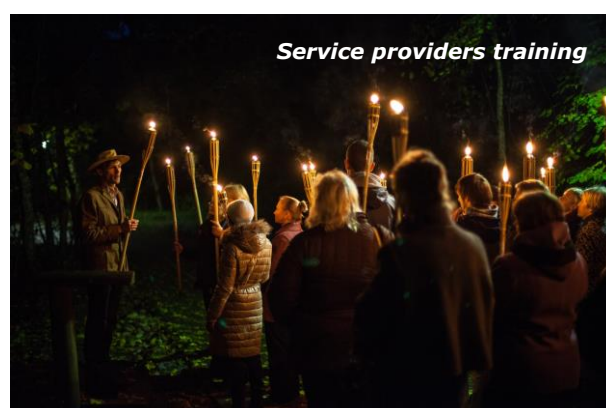
Increased **investments into tourism infrastructure** on VH route

Increased **professional knowledge of specialists and decision makers** for planning and supporting tourism and regional development

During VH final conference representatives of Russia, Estonia and Latvia authorities signed the **Cooperation Framework Agreement** and promised to continue development of Via Hanseatica

Improved availability of VH virtual information with help of **interactive multilingual webpage** and **mobile application**

Registration of **Via Hanseatica trademark** finalised



Service providers training