



Advancing remote areas by development of cross-border VH tourism route on basis of local resources

Via Hanseatica

Priority 1 Socio-economic development

Measure 1.3 Tourism development



Short summary of the project

Via Hanseatica (VH) is a tourism route connecting St Petersburg, Narva/Ivangorod, Tartu, Valga/Valka, Valmiera and Sigulda in the Programme territory and its potential is based on the diversity of these countries, the most efficient and beneficial way to promote VH is doing it via cross-border cooperation creating tourism package and modules based on the VH route, promoting of the VH and marking the VH route.

In addition to the abovementioned towns the route passes through areas rich in nature and cultural heritage.

Overall objective

Making maximum use of the international Via Hanseatica (VH) tourism route in the territories of Estonia, Latvia and Russia to apply the potential of pre-defined cross-border tourism product and provide an incentive for sustainable regional and local development of those adjacent areas.

Specific objective

- ✚ Elaboration of joint VH tourism package and modules including at least 90 VH tourism products/objects/services;
- ✚ Establish strong international partnership of regional and local authorities, entrepreneurs and tourism development organizations along VH area in EE, LV & RUS for enabling coordinated product development and tourism service provision. Network will involve at least 115 institutions;
- ✚ Strengthen tourism development cooperation between EST, LAT & RUS (Leningrad region) in VH context to guarantee their involvement in VH development also in future;
- ✚ Raise awareness and visibility of VH tourism region, objects and services via targeted marketing actions leading to increase in tourism sector income (min 8% raise by 2016) and amount of tourists (min 5% raise by 2016) in VH regions;
- ✚ Advance accessibility of 65 VH objects/services, and increase readiness for further infrastructure investments in VH territory in EE, LV & RUS (min 5.5 mill EUR investments within 5 years after project end).

Beneficiary

Vidzeme Planning Region (Latvia)

Partners

1. **Committee for Culture of the Leningrad region Administration** (Russia)
2. **NCO "International Centre for Social and Economic Research "Leontief Centre"** (Russia)
3. **Foundation Valga County Development Agency** (Estonia)
4. **Foundation Tartu County Tourism** (Estonia)
5. **Foundation Jõgeva County Development and Enterprise Centre** (Estonia)
6. **Foundation Ida-Viru County Enterprise Centre** (Estonia)
7. **Koceni Municipality Council** (Latvia)
8. **Municipal agency "Cēsis Culture and Tourism center"** (Latvia)
9. **Sigulda district council** (Latvia)
10. **Strenči Municipality Council** (Latvia)
11. **Valka Municipality Council** (Latvia)
12. **Valmieras City Council** (Latvia)
13. **Palupera Municipality Council** (Estonia)
14. **Foundation Luke Manor** (Estonia)
15. **Jõgeva Municipality Council** (Estonia)
16. **Saare Municipality Council** (Estonia)
17. **Avinurme Municipality Council** (Estonia)

Expected results

- ✚ Offering **VH as tourism product** has significantly improved, as concrete VH package and modules are being offered, which include at least 30 objects & services from RUS, EST and LAT (at least 90 altogether);
- ✚ The quality of travel experience on the VH route has been raised, as attractiveness and/or **accessibility of 12 objects** along the VH route is improved;
- ✚ **Visibility and availability of VH information** for people travelling on VH route has significantly increased due to installation of ca 280 road signs, ca 41 object signs, ca 22 road information-boards and 9 information terminals set up along the VH route
- ✚ **Increased investments** into tourism infrastructure on VH route;
- ✚ **Increased professional knowledge** of specialists and decision makers for planning and supporting tourism and regional development in Programme area;
- ✚ Coordinated Via Hanseatica **promotion activities** throughout VH by at least 90 tourism stakeholders;
- ✚ **Raised awareness** among travellers and tourism professionals visiting the VH booth at the tourism fairs (approx 1000 persons per fair, total ~ 3000 persons);
- ✚ Improved **availability of VH virtual information** with the help of interactive multilingual webpage www.viahanseatica.info;
- ✚ Improved **availability of VH traveller's materials**, which are distributed by stakeholders on the VH route to facilitate trip planning and improve the travel experience (maps 22 500), travel guides (6000), audio guide for at least 45 VH objects,(ca 15 per country);
- ✚ VH is backed by strong **cooperation network** of tourism stakeholders, consisting of at least 115 stakeholders (tourism entrepreneurs, public, 3rd institutions, etc).

Final beneficiaries

- ✚ **Tourists:**
 - ✓ Foreign tourists visiting VH regions in EE, LV and RUS interested in cultural, historical and nature experience. Main target countries for VH regions are: Germany, Finland, Sweden, other EU countries, and new emerging countries such as China.
 - ✓ Domestic tourists of EE, LV and RUS (outside of VH regions).
 - ✓ Internal VH region tourists, interested in VH sites.
- ✚ **Tourism entrepreneurs, travel agencies and tour-operators** providing organized tours or facilitating holiday planning in EE, LV and RUS.
- ✚ **Tourism developers /service providers/entrepreneurs/tour guides/specialists** of VH regions are benefitting from cooperation network enabling planning and implementation of faster and cost-efficient development activities.
- ✚ **Decision making level officials/politicians, municipalities, regional authorities** of VH.
- ✚ **Local people.**

Duration **36** months

Budget

Total budget: 1 803 966,30 EUR

Programme co-financing: 1 623 569,66 EUR (90%)

Project co-financing: 180 396,64 EUR (10%)

Contact Person

Ms. Dagnija Ūdre dagnija.udre@vidzeme.lv / + 371 29219477