



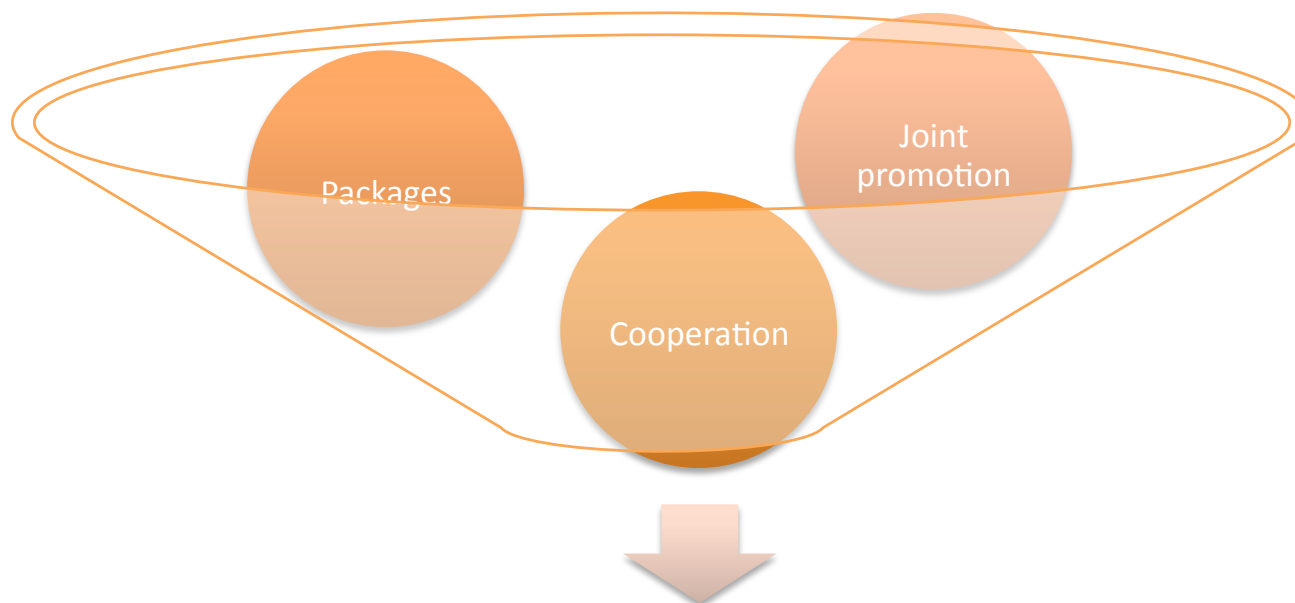
Project "Via Hanseatica"

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Future of Via Hanseatica



Via Hanseatica is a well-known route and destination to tourists coming to Estonia, Latvia and north-west part of Russia AND productive income source for regions.

“Advancing remote areas by development of cross-border Via Hanseatica tourism route on basis of local resources”

- Lead partner: **Vidzeme Planning Region**
- Funded by Estonia – Latvia – Russia Cross-Border Cooperation Programme
- Total budget 1 803 966 EUR
- Duration 1.01.2012-31.12.2014

Communication, marketing

- Updated object database
- Modern and easily usable www.viahanseatica.info
- 7 video clips presenting VH and its assets
- Travel guide (as a story book) in ENG, RUS, GER
- Audio guide with at least 15 most attractive objects from each country
- VH map
- VH newsletters to stakeholders
- Articles in professional newspapers
- Press releases and contacts

Package development and networking

- Network of stakeholders: developers, officials, entrepreneurs
- Package development: themes, routes
- Training for service providers
- Training for guides
- Thematic and contact making seminars
- New branding concept
- Cooperation strategy for future

- VH road signs
- VH object signs
- VH information boards
- VH information terminals
- Small-scale investments to Latvian and Estonian objects
- Preparation of technical documentations for Estonian and Russian objects

Partnership



- Lead partner: **Vidzeme Planning Region**
- 18 partners
 - 9 from Estonia
 - 7 from Latvia
 - 2 from Russia (Committee for Culture of Leningrad Region, International Centre for Social and Economic Research “Leontief Centre”)
- 27 associated partners
 - 21 from Estonia
 - 2 from Latvia
 - 4 from Russia



THANK YOU!

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