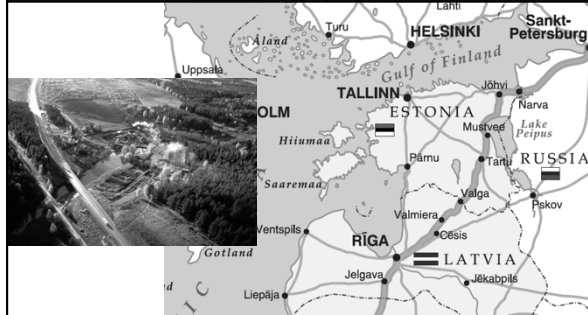


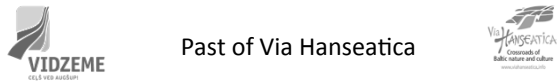


**Local resources and international tourism:  
Opportunities arising from cooperation**  
23<sup>rd</sup> of October 2012

Sille Talvet  
Project Coordinator  
Vidzeme Planning Region / Gravitass Consult LLC


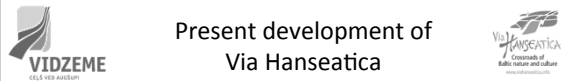


- Transnational tourism route connecting Russia, Estonia and Latvia
- Rich in attractive locations and unique objects




**Past of Via Hanseatica**

- First ideas for joint development of the region already expressed in **2001**.
- Not only about tourism development (also logistics, transport etc.).
- Official cooperation started between Estonia, Latvia and Lithuania in **2004**.
- Cooperation memorandum between regional partners of Estonia, Latvia and Lithuania on VH development in **2007**.
- Baltic Assembly (parliamentary body) appeal on joint development of Via Hanseatica in **2007**.
- Cooperation with Russia started in **2009** (Forum presentation in **2010**).

**Present development of Via Hanseatica**

- 3 years (2012-2014) funding from Estonia – Latvia – Russia Cross-border Cooperation Programme for:
  - Increasing attractiveness and accessibility of VH objects
  - Increasing the quality of service provision (trainings)
  - Creation of strong and sustainable network of VH stakeholders with special attention to private sector involvement
  - Creation VH products (thematic & territorial packages)
  - Promoting VH through various channels



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**Package development and networking**

**VIA HANSEATICA**  
Cooperation of Baltic nature and culture  
www.viahanseatica.lv

Network of stakeholders: developers, officials, entrepreneurs

Package development: themes, routes

Training for service providers and guides

↓

Cooperation structure and strategy for future

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**Supporting marketing actions**

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- Modern and easily usable travel planner [www.viahanseatica.info](http://www.viahanseatica.info) - including over 700 identified VH objects
- Promotional video clips presenting VH and its assets.
- Travel guide (as a story book) and audio guide.
- Promoting Via Hanseatica and its regions in international fairs.

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**Supporting physical visibility and investment actions**

- VH road signs
- VH object signs
- VH information boards
- VH information terminals
- Small-scale investments to objects
- Preparation of technical documentations (design, construction) for objects with high development potential

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Historical Latvia Region  
EUROPEAN UNION  
UNITED BY BORDERS



**Future of Via Hanseatica**

2015

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

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**THANK YOU!**

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