



Development of Tourism Route „VIA HANSEATICA”

Title of the Project, Project number	Advancing remote areas by development of cross – border VH tourism route on basis of local resources (VIA HANSEATICA) No.: ELRI 113
Programme	Estonia – Latvia – Russia Cross – Border Cooperation Programme with European Neighborhood and Partnership Instrument 2007 – 2013
Total duration of the Project	1 st January 2012 till 31 st December 2014
Overall Objective of the Project	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 these adjacent areas.
Lead Partner of the Project	Vidzeme Planning Region
Project Partners	<ul style="list-style-type: none"> - Committee for Culture of the Leningrad Region Administration (Russia) - NCO International Centre for Social and Economic Research “Leontief Centre” (Russia) - Foundation Valga Country Development Agency (Estonia) - Foundation Tartu Country Tourism (Estonia) - Foundation Jogevea Country Development and Enterprise Centre (Estonia) - Foundation Ida – Viru Country Enterprise Centre (Estonia) - Koceni Municipality Council (Latvia) - Sigulda District Council (Latvia) - Valka Municipality Council (Latvia) - Strenci Municipality Council (Latvia) - Valmieras City Council (Latvia) - Municipal agency “Cesis Culture and Tourism Centre” (Latvia) - Palupera Municipality Council (Estonia) - Jogevea Municipality Council (Estonia) - Saare Municipality Council (Estonia) - Avinurme Municipality Council (Estonia) - Foundation “Luke Manor” (Estonia)

Associated Partners	More then 20 municipalities, non-governmental and tourism organizations from Latvia, Estonia and Russia
Specific Objectives of the Project	<ol style="list-style-type: none"> 1. Elaboration of joint VH tourism package and modules 2. Establish strong international partnership of regional and local authorities, entrepreneurs and tourism development organizations along VH area 3. Strengthen tourism development cooperation between EE, LV & Leningrad region in VH context 4. Raise awareness and visibility of VH tourism region, objects and services via targeted marketing actions 5. Advance accessibility of 65 VH objects / services and increase readiness for further infrastructure investments in VH territory – Reconstruction of parking place of Valka Local Historical Museum (parking place include driveway from Cimzes street to Museum and parking lot in front of museum)
Total Budget	Budget of Valka Municipality Council 31 889,89 EUR (Total Budget of the Project 1 803 966 EUR)
Estonia – Latvia – Russia Programme co – financing	28 700,90 EUR (90%)
National Budget Grant	1 594,48 EUR (5 %)
Valka Municipality Council co – financing	1 594,51 EUR (5 %)
Signed Contracts	<p>Limbažu ceļi Ltd. about Reconstruction of the Parking Place of Valka Local Historical Museum</p> <p>PRO VIA Ltd. about Construction Supervision of Reconstruction of the Parking Place of Valka Local Historical Museum</p> <p>Ceļu komforts Ltd. about Owner / Author Supervision of Reconstruction of the Parking Place of Valka Local Historical Museum</p>
Project coordinator, contact person	<p>Jana Putniņa</p> <p>Development and Planning Department</p> <p>Development and Project Unit</p> <p>Project Manager</p> <p>Phone: + 371 64722250</p> <p>Mobile: + 371 26414197</p> <p>E-mail: jana.putnina@valka.lv</p>