



Extending, strengthening the network and smart marketing of Via Hanseatica

“Via Hanseatica Plus” ER48



BENEFICIARIES AND BUDGETS

- **Foundation Tartu County Tourism - EUR 136 700,00**
- Foundation Museums of Virumaa - EUR 44 520,00
- Foundation Ida-Viru County Enterprise Centre - EUR 59 730,00
- Info-tourist Centre of Leningrad Region - EUR 69 525,00
- Administration of Vyborg municipal district - EUR 40 180,00
- Committee of Cross-border Cooperation and Tourism Pskov City Administration - EUR 37 693,00
- Committee of culture and tourism Gatchina municipal district of Leningrad region - EUR 36 730,00
- St. Petersburg City Government State Geological Unitary Company «Mineral» - EUR 84 990,00

ASSOCIATES

- Foundation North Estonia Tourism
- Pskov Region State Committee for Culture



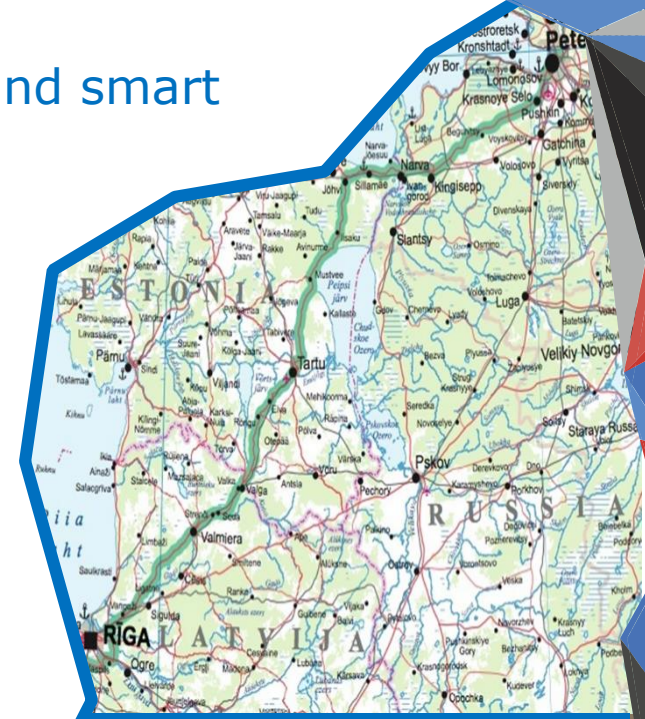
BUDGET

Total: EUR 510 068,00
Programme co-financing: EUR 459 061,20



DURATION

24 months
01.04.2019-31.03.2021



T01 Business and SME development



Co-funded by the European Union,
the Republic of Estonia and the Russian Federation



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SUMMARY OF THE PROJECT

The Project will focus on enhanced development of tourism and tourism SMEs along the expanded Via Hanseatica (VH) route due to smart marketing of Via Hanseatica and strong network of Via Hanseatica entrepreneurs.

The project will provide needed changes in the current situation of expanded VH route in cooperation with VH entrepreneurs and tourism developers.

VH route from St. Petersburg to Riga will be expanded with detours to Vyborg (RUS), Rakvere (EE), Viljandi (EE) and Pskov (RUS).

The project within the course of 24 months will extend the VH route by adding four new destinations and improved cross-border cooperation of public and private sector from project area, form reinforced network of VH entrepreneurs and other stakeholders.

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