

This publication has been produced with the financial assistance of the Estonia – Russia Cross Border Cooperation Programme 2014–2020.

Via Hanseatica is an international tourism route connecting Estonia, Latvia and Russia, highlighting the unique sights, history, culture, events and flavours of each country.

The route is based on the historic Hansa trade corridor and includes the part from St. Petersburg to Riga through Tartu and has been extended towards Rakvere and Viljandi in Estonia as well as towards Vyborg and Pskov in Russia as Plus regions.

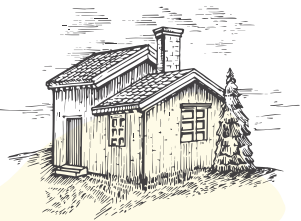
History of the route illustrates the history of the Baltic Sea region, being simultaneously a trade route, a postal route, an area of cultural exchange between European nations, and finally a route of invasions and military clashes between German and Russian armies.

There is a mixture of a number of cultures, offering unforgettable encounters with different people and cultural heritage on a single trip – several religions, variety of churches, changing architecture and history of manors, castles and fortresses.





Summer is perfect for spending time with family. One of the best ways of spending time together is travelling. New places and faces, experiences, delicacies – sharing all that connects and strengthens our ties.



What characterizes a family? Deep commitment, good communication, appreciating and looking out for one another.

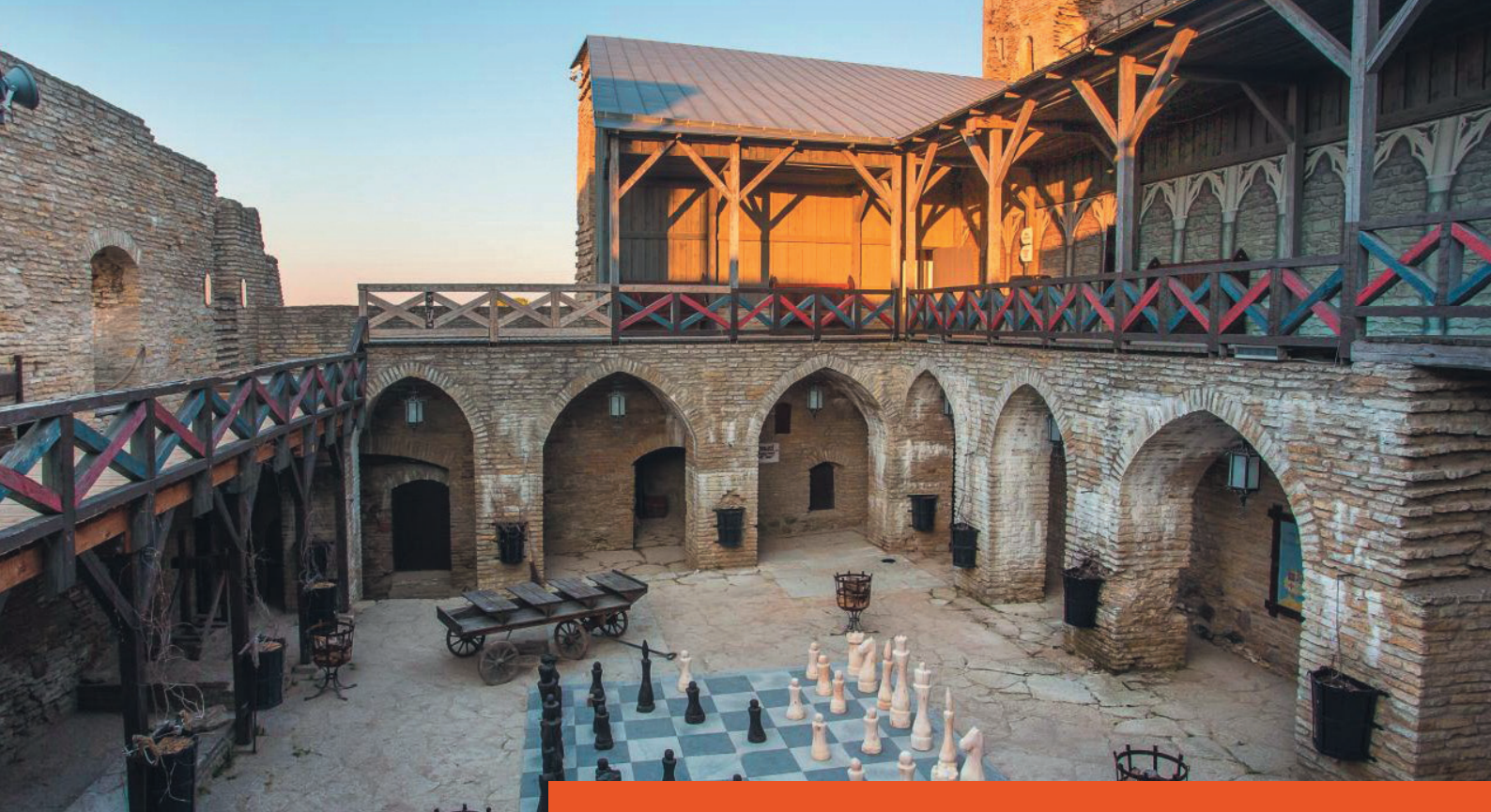
After 15 years of journey with Via Hanseatica I can wholeheartedly say that it has become my family. This summer our Via Hanseatica family is conquering another peak. We have successfully added to our route beautiful and interesting Plus regions and we can provide our visitors better experience, be it during planning or during the visit itself.

We have been forced to sit home for too long. It is time to go out again and Via Hanseatica places can ensure that we can do it safely, without jeopardizing our positive experience. Our nature, culture and people are waiting for visitors.

No matter who you are: travel agent, tourism entrepreneur or just a traveller – let's go out and invite others out. Great palaces, picturesque farmhouses, positively intriguing museums, hidden nature gems – Via Hanseatica has it all.

Have a nice summer with your family!

Project coordinator SILLE



Via Hanseatica Plus in Estonia



In Estonian side Via Hanseatica spreads through Valga, Tartu, Jõgeva and Ida-Viru County. With the Plus project we expanded the territory so the visitors will have more choices: Viljandi, Lääne-Viru County and some top objects on the way to Pskov plus route. Altogether we have 152 entrepreneurs from Estonia, but together with public attractions and nature sights there are more than 300 places of interest from Estonia in the new travel planner system.

A lot of great things were done during the two years: We learned together the social media skills in Elva and in Voore Guesthouse and also product development in Mäetaguse. We had international workshop in Gatchina and the second time we met online to create sustainable Via Hanseatica route. Family bloggers visited our Estonian route and they loved it. The study tour where we get to know the hidden treasures of Via Hanseatica we ended in Narva with the Final conference and with online video greetings to Russian partners.





Via Hanseatica Plus in Russia



Even though the past years didn't go easy on anyone, with the new territories added to Via Hanseatica, we all got a chance to experience new development opportunities, introduce more sights and attractions and meet amazing new people. And we are really happy that the cities of Pskov and Vyborg jumped into the VHPlus Project! Thanks to this opportunity 1,700 delegates from 86 cities of the Hanseatic Trade League were able to become our guests and enjoy International Hanseatic Days in Pskov. We achieved a lot during these years - 14 object signs are already installed on the Russian side, over 8000 print production materials (booklets, calendars, etc ...) printed to promote the VH Project as well as different types of souvenirs. In addition, during the 4th project period, 3 virtual tours have been created on the territory of Russia featuring the objects of the Via Hanseatica, including the Pskov Kremlin, Vyborg Castle and Sestroretsk Swamp. Now tourists who are planning their trip can have a virtual walk, zooming in and out the image of various sights.





Meanwhile 57 posts and over 100 stories have been written by the Russian bloggers who joined a promo blogger tour, whose outcome activity reached out to the audience of over 200000 people. We also had several articles published in travel magazines and filmed a promo VHPlus video clip to inspire our future travellers to hop on the Via Hanseatica journey. Over the past years more than 170 entrepreneurs became a part of Via Hanseatica, and we are extremely proud to have them onboard. Together we've organised multiple trainings, study visits, campaigns and seminars in Gatchina, Vyborg and Kronshtadt. For example, our recent workshop Tourism of the Future and Future Tourism took place in Vyborg and brought together Russian participants (representatives of city administration, info centres, tourist agencies, entrepreneurs) as well as connected us with our partners from Estonia and Latvia via Zoom – and we are grateful that we still manage to stay in touch with each other during these challenging times!





Introducing our souvenirs and brochures



We have produced some very lovely souvenirs and also good marketing materials. Touring map is a good helper while travelling - you can use the map and also get information about our top destinations and attractions. The Travel Guide booklet is more informative and helps to plan the next marvellous vacation. Souvenirs we have made are mostly for cooperation partners and also for the different prizes during the campaigns. We have produced nice thermo cups for hot beverages and sitting pads which are good to use while hiking. Some nice coffee mugs and notebooks were also produced and lovely stickers set carries the Via Hanseatica identity to the wider public.



Travel planner

One of the most important things was to renew our travel planner. With Tartu City Government GIS specialists we found, that the most effective is to use the ArcGIS as the data basics and the new planner is available for users since 1 of June 2021.

The new planner gives a great overview of our stakeholders and sights and it is a great helper for planning your next vacation on our routes. Of course it is a useful tool for travel agencies, all information is in one place and it is very comfortable. In addition to the map we added some functionalities to see information not only on the map views, but now it is also possible to use the view of objects. Planner is responsive and it is usable both on computers and smartphones. You can find it on travel.viahanseatica.info.



PLANNER

MAP

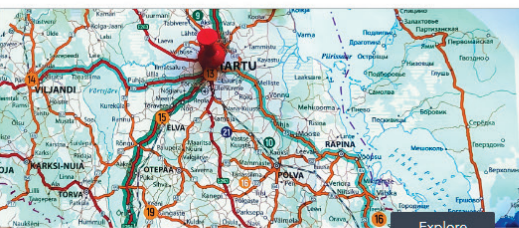
SITES

ROUTES

LV EN RU EE DE



Plan your next vacation on Via Hanseatica



Explore

Explore the Map

Via Hanseatica map helps to plan your next vacation through Estonia, Russia and Latvia.



Explore

Places to visit

Explore the full list of various tourist attractions on the route of three countries.



Explore

Discover thematic routes

Every route has been designed to take at least a week altogether to cover by car.

What our entrepreneurs and visitors think about Via Hanseatica



Helen Kalberg

*Tartu City Government, Marketing Manager,
Lead partner representative*

"I consider the great value of the project is the cooperation with Russian partners. We had the opportunity to get to know each other better and our relations are developed significantly. It gives hope that other great things can be done in future as cross-border cooperation."



Kairi Ustav

Estonian National Museum, Marketing manager

"Participation in the Via Hanseatica activities has broadened my horizons and over the years we have developed a network of partners from tourism companies. During the seminars and trainings I have met nice people and visited interesting places in Estonia and Russia. It is said, if you want to go fast, go alone; if you want to go far, cooperate. Via Hanseatica's cross-marketing has helped raise awareness of the attractions and made it easier for people to travel along the route. I am pleased that VH is paying more and more attention to the development of nature-friendly and sustainable tourism. The global health crisis and the accompanying travel restrictions have been going on for more than a year, but there are signs in the air that better times are coming soon. Hopefully we can visit the neighbors again in the

summer and there will be a lot of tourists on the Via Hanseatica route! However, I plan to participate in Russia's first Ironman in St. Petersburg on August 1. See you soon!»



Dmitry Shilov

Blogger from St. Petersburg

The Via Hanseatica Plus route is one of those tourist stories that even for a beginner opens up new possibilities for exploring a region where he has never been. Thanks to all the organizers for such a cool tour and the opportunity to look at the Pskov land from a new perspective.

Kiryakova Velta

Blogger from St. Petersburg

Thanks to Via Hanseatica: tours in Estonia, Latvia and Russia and the Pskov City Administration for an interesting trip. Subscribers of our group can use the already prepared and tested Pskov-Izborsk-Pechory route to have an informative and interesting rest.

Anna Tverdokhlebova

General director, St.Petersburg Travel Shop



It is very important to promote territories through bright and interesting brands that can be connected with history or impression or some taste or whatever else or a combination of all of them. Via Hanseatica is not a brand for only one territory but it is an international and interregional brand which makes it a very significant project. Visiting one location or country can be forwarded by visiting another or even a lot of locations. The project gives information to potential tourists of the whole route, tourist attractions and tourist infrastructure. It helps consumers as well as business that's why this project should be promoted further and also it should involve different participants such as local suppliers, horeca, farms, museums, touroperators - everyone interested and everyone who can make it more interesting, diverse and demanded.



Svetlana Bochkareva

*Restaurant "U Borkharda"
Vyborg*

For us, participation in this project opens up new opportunities for the development of our restaurant. This is not only an exchange of experience with fellow project partners, but also an opportunity to look at our business in a new way, as well as another reason to attract tourists.

The Hansa theme is closely related to Vyborg, although the city was not formally part of this trade union. In this regard, we try to emphasize the Hanseatic spirit of Vyborg in everything: in the interior, the menu. The building itself, where our restaurant is located, is located on the territory of the so-called «stone» or «Swedish» Vyborg. In the XVII century, the house of the enterprising merchant Antony Borchard stood on this place. He kept a beer cellar, where the burghers liked to gather and discuss their trade affairs.

Knowing the traditions of the past, we try to be their worthy successors. Participation in the project spurs us on and makes us proud!





How entrepreneurs can join VH+

Want to join Via Hanseatica?

In Estonia

If you want to see your information in our travel planner contact regional tourism cluster. All Southern Estonian entrepreneurs can contact viahanseatica@visittartu.com, in Ida Viru you have to contact info@ivek.ee.

In Latvia

Please contact to Vidzeme Planning Region: vidzeme@vidzeme.lv.

In Russia

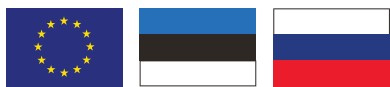
To join the route a company needs to contact the local partner of the Via Hanseatica.

Leningrad Region: lentravel@mail.ru

Pskov: pskov.tourism@mail.ru

St Petersburg: olga.iakimenko@yandex.ru

Vyborg: vyborg.lentravel@gmail.com



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Estonia–Russia Cross border Cooperation Programme 2014–2020

aims to foster crossborder cooperation across the borders between the Republic of Estonia and the Russian federation to promote socio-economic development in the regions on both sides of the common borders. The Programme web-site is www.estoniarussia.eu.

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www.viahanseatica.info

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