

# VIA HANSEATICA PLUS

*Branding the historic trade route to develop business*



## PROJECT TITLE

**Via Hanseatica Plus – Extending, strengthening the network and smart marketing of Via Hanseatica**

## IMPLEMENTATION PERIOD

01.04.2019 – 30.06.2021

## ORGANISATIONS INVOLVED

Foundation Tartu County Tourism (EE); Foundation Museums of Virumaa (EE); Foundation Ida-Viru County Enterprise Centre (EE); Info-tourism Center of Leningrad Region (RU); Administration of Vyborg municipal district (RU); Committee of culture and tourism Gatchina municipal district of Leningrad region (RU); Committee of Cross-border Cooperation and Tourism Pskov City Administration (RU); St. Petersburg City Government State Geological Unitary Company «Mineral» (RU)

## PROGRAMME

Estonia – Russia  
CBC 2014-2020

## TOTAL BUDGET

510.068,00 €



Via Hanseatica is a tourist route based on the historic Hansa trade corridor: it runs from St Petersburg (RU) to Riga (LV) through Tartu (EE). The “Via Hanseatica Plus” project extends the existing route to Rakvere and Viljandi in Estonia, and to Vyborg and Pskov in Russia. The project partners ensure its success through improving cooperation between tourism entrepreneurs and stakeholders along the route and cross-marketing of the Via Hanseatica sites and attractions

**ENTREPRENEURSHIP**



Project co-funded by  
the European Union

**ECONOMIC DEVELOPMENT**