



Enjoy the best in Latvia, Estonia and Russia

EBLER

Priority 1 Socio-economic development

Measure 1.3 Tourism development





Short summary of the project

The Estonia, Latvia and Russia border regions are rich in shared history and similar traditions, which could be interesting information for a tourist. The local as well as the foreign tourist is vital to the overall development of the area.

At the moment tourists avoid visiting the border regions for various reasons, instead they choose a particular destination, moreover, they only stay there for a relatively small period of time – 1-2 days.

Within the project it is planned to draft and offer ready thematic routes through 3 countries, including not only particular tourist sites but also all the necessary service offers. For the project implementation competent partners will be involved who are knowledgeable about options in their countries, experienced in drafting tours and routes, have a will to cooperate. Taking into account that tourists nowadays prefer ready routes, the proposed project will contribute to the development of the region as it will attract more tourists and will make them want to linger in the region for a longer time (2-3 days in each country). This will further the commercial activity of the local people.

Overall objective

The overall objective of the project is to improve competitiveness of the region set in the Estonia-Latvia-Russia Programme by using its potential and demonstrating its appeal to the local and foreign tourist. As well as creating a long-time cooperation between tourism organizations in Latvia, Estonia and Russia.

Specific objective

- ✚ Creation of 2 new tourism routes (National Cuisine and Recreation for Families with Children), cross-border work group for drafting and testing these routes;
- ✚ Promotion of cooperation between local people and businessmen of the region by organizing 3 seminars (one in each country) and involving them in the drafting of the routes;
- ✚ It is also planned to issue 2 booklets and 2 route maps and to create a webpage of the project and the routes;
- ✚ To popularize the routes during the time period of 2 winter seasons - it is planned to participate in 3 international fairs (in Latvia, Estonia, Lithuania) during first winter season, one fair in Russia (October) and 5 international fairs in second winter season -in Latvia, Estonia, Lithuania, Germany and the Netherlands - totally 9 tourism fairs;
- ✚ To popularize the routes amongst tour operators of all the 3 countries by organizing seminars for professionals.

Beneficiary

Latvian Campsite Association (Latvia)

Partners

1. **Regional Sports Federation of Sport tourism of Region of Leningrad** (Russia)
 2. **Estonian Caravan Club** (Estonia)
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Expected results

- ✚ **2 thematic routes** will be developed (for the relaxation of families with children and for enjoying the national cuisine), thus showing the appeal of the supporting region.
- ✚ The **developed routes** will be popularized **at 9 international tourism fairs** during which **115 000** copies of **booklets** in 5 languages (brochure (map) – 40250 copies and brochure (routes guide) – 74 750 copies) are distributed, thus increasing the potential tourists' interest in the Programme regions;
- ✚ **3 seminars** will be held for local entrepreneurs, thus involving them in the development of routes and a joint marketing strategy. This would contribute to their activity and willingness to enhance the quality of their services, thus increasing the appeal of the supporting region;
- ✚ **6 press releases** (in 4 languages: English, Latvian, Estonian, and Russian) published in at least 10 websites each. Produced and distributed **300 Route mark stickers** for the route location in to nature;
- ✚ A project **website** with a total of 30000 views will be created and developed thus increasing the viability of the products;
- ✚ A **contract for the further cooperation** between the partner organizations will be signed, thus ensuring the fulfillment of the aim of the programme – the establishment and consolidation of contacts between the tourism organizations.

Final beneficiaries

- ✚ Local people (according to the data of the strategic document about the influence on environment, it is over 9 million people);
- ✚ **Businessmen** of the region (camping sites, catering companies, various entertainment objects and food manufacturing companies that will be featured in the routes) because more tourists will be attracted who will need the services provided by the businessmen;
- ✚ Local and foreign tourists – families with children and tourists-gourmands that are interested in the peculiarities of the national cuisine, as they will be offered ready tourism routes with the necessary services included;
- ✚ The 3 project partners will also gain from the project because a long-term cooperation between confederates will be formed. This applies especially to Russia, because, in the country, camping sites are very few and do not comply with the requirements of European tourists.

Duration

18 months

Budget

Total budget: **289 440,00** EUR

Programme co-financing: 260 496,00 EUR (90%)

Project co-financing: 28 944,00 EUR (10%)

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