

DEVELOPMENT VISION 2030 FOR TOURISM AND TRANSPORT CORRIDOR OF THE VIA HANSEATICA ROUTE

SUMMARY

The research aims at identifying the necessary improvements of the transport infrastructure and of the services and information system in order to ensure a more convenient and efficient passenger flow on the VIA Hanseatica tourism route, contributing to the development of tourism in Vidzeme and Latvia.

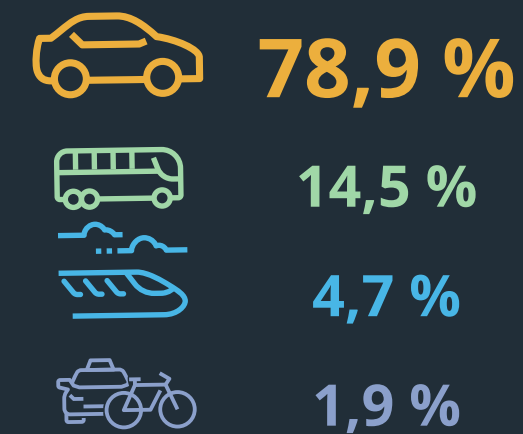
VIA HANSEATICA RESEARCH AREA AND ITS IMPACT ZONE



VIA Hanseatica is a historical tourism route connecting Estonia, Latvia and Russia.

- 580 km long route
- 200+ sights
- Special interest for tourists in the age of group 55+

1-day trips

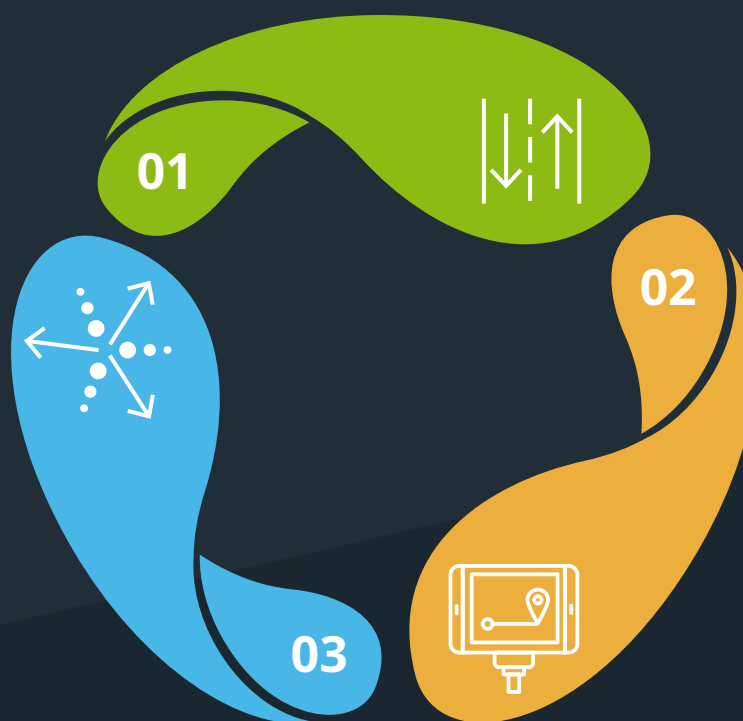


Modes of transport used in trips around Latvia in 2019



Vision

The VIA Hanseatica tourism corridor is a connecting link between the most popular destinations: Riga, Gauja National Park and Tartu. It provides extensive, convenient, efficient and environmentally friendly mobility opportunities.



01
IMPROVING
TRAFFIC
FLOW AND
SPEED

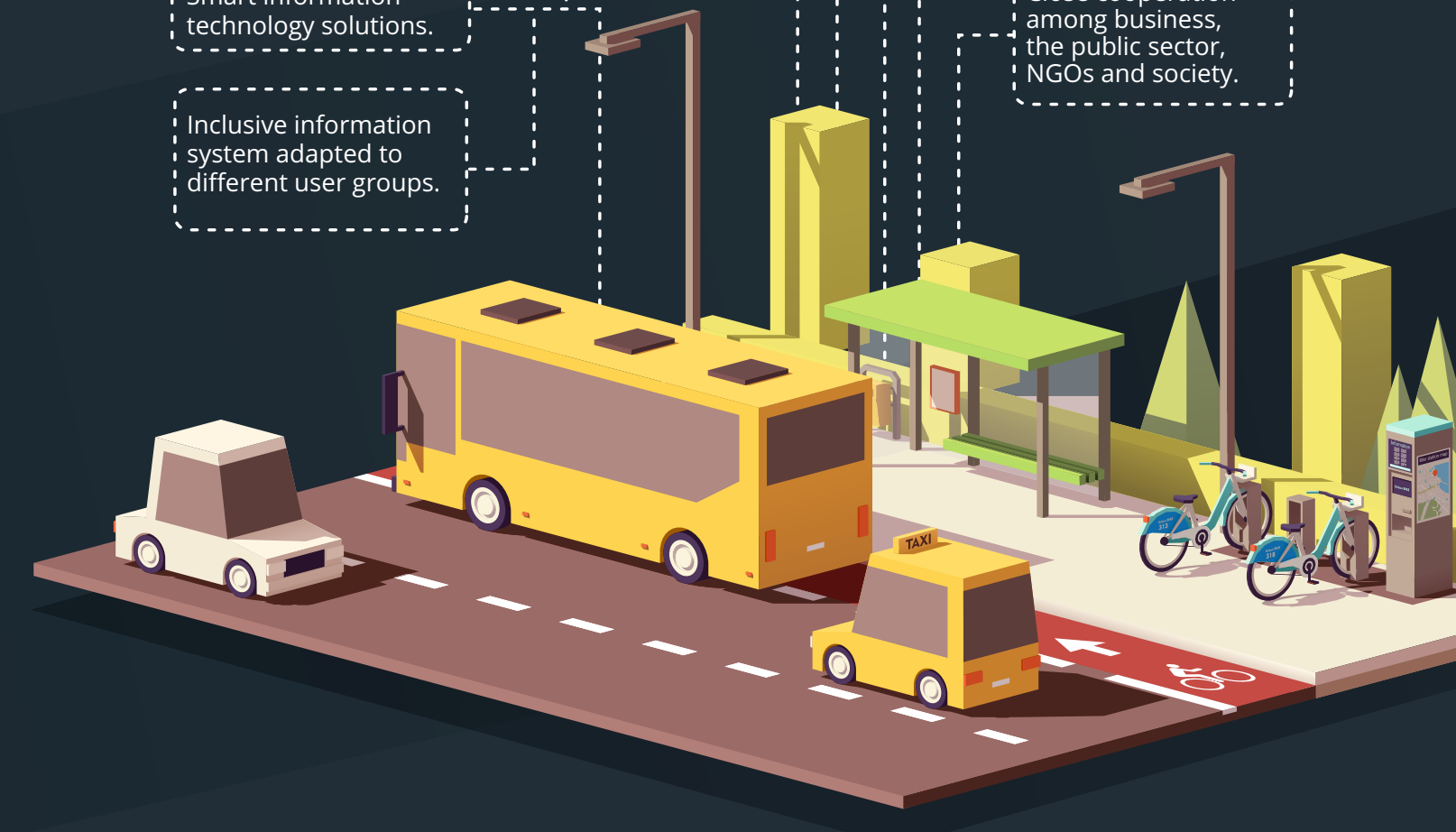
02
DEVELOPING
TOURISM AND
MOBILITY
INFORMATION
SYSTEMS

03
INCREASING
FLOW OF
TOURISTS
THROUGH THE
VIA HANSEATICA
TOURISM CORRIDOR

ELEMENTS OF THE MOBILITY AND INFRASTRUCTURE SYSTEM IN 2030:

- Multimodal mobility system;
- Possibility to combine modes of transport;
- Innovative mobility solutions.

- Quality roads and developed parking lots
- Safe bicycle traffic, separated from pedestrians and vehicles
- Improved public transport stops.
- Convenient single ticket purchase system
- Convenient transfer points.
- Convenient Park&Ride infrastructure.
- Versatile last mile solutions.
- Extensive vehicle sharing options.
- Modern micromobility ecosystem: infrastructure, rent, sharing, parking spaces and maintenance.
- Close cooperation among business, the public sector, NGOs and society.



IMPORTANT

- CREATING AN UNDERSTANDABLE ROAD SIGN AND INFORMATION SYSTEM
- INTEGRATING THE CYCLING INFRASTRUCTURE INTO THE COMMON TRANSPORT SYSTEM
- PROVIDING A SUITABLE INFRASTRUCTURE FOR CAMPER VANS
- IMPROVING THE ACCESSIBILITY OF COACH AND TRAIN STATIONS

Baltic Loop is a Project under the Interreg Central Baltic Programme 2014 – 2020 running from April 2019 until June 2021. It includes 7 partners from 4 countries: Finland, Estonia, Latvia and Sweden.

Read more: www.balticloop.eu / www.vidzeme.lv @projectBALTICLOOP