

# “Go cycling through Vidzeme and Southern Estonia”

## ViSoEst by bike

**Raitis Sijāts,**

**Board Chairman of Vidzeme  
Tourism Association**

**The Iron Curtain Trail,**

**Workshop, 19.11.2009, Warsaw**

# Vidzeme Tourism Association

- Non-governmental organisation
- Founded in 1997 by Vidzeme tourism entrepreneurs, municipalities and Vidzeme University College

Members: currently more than 130



# EV10 and EV11 and NV1



# 3 cycling routes around Vidzeme



# The present



# The future



# Objective of the project

- To promote competitiveness of Vidzeme and South Estonia regions in the European tourism market by expanding tourism product offer in these regions.

## Target audience

- Local inhabitants;
- Tourism entrepreneurs;
- Tourism planners and experts;
- Bicycle tourists from Baltics and Europe

# Project duration and budget

- Project implementation - 18 months  
April 1, 2009 – September 30, 2010
- Budget

<b>Total Project budget, incl.:</b>	<b>1 703 138,98 EUR</b>
ERDF un Estonia – Latvia crossborder cooperation programme 2007 – 2013 co-financing	<b>1 447 668,13 EUR</b>
National co-financing	<b>255 470,85 EUR</b>

# Partnership

- **Lead partner – Vidzeme tourism association**
- **Partner from Estonia:**
  - Valga County Government (covering also 4 counties – Tartu, Viljandi, Jogevea, Valga)
- **Partners from Latvia:**
  - Alūksne district council
  - Cēsis district council
  - Gulbene municipality council
  - Madona district council
  - Mālpils municipality council
  - Ogre district council
  - Sigulda district council
  - Valkas district council
  - Latvian tourism development agency

# Project objectives:

- To promote long-term cooperation and planning between public and private sectors regarding development of tourism and cycling tourism;
- To improve infrastructure of cycling tourism and lay ground for further development of cyclist-friendly infrastructure;
- To promote Vidzeme and South Estonia as joint tourist destination

# WP3 Development of infrastructure

- **Technical projects** for the cycle roads – distance in total - 46,4 km;
- **Technical projects** for 2 small bridges and recreation places;
- **Marking** of established route with 979 signs in distance of ~ 1000km;
- Information **stands** - 58;
- Different type and size **bicycle parking stands** - 222;
- **Recreation places** - 41;

# Bicycle stands - 222

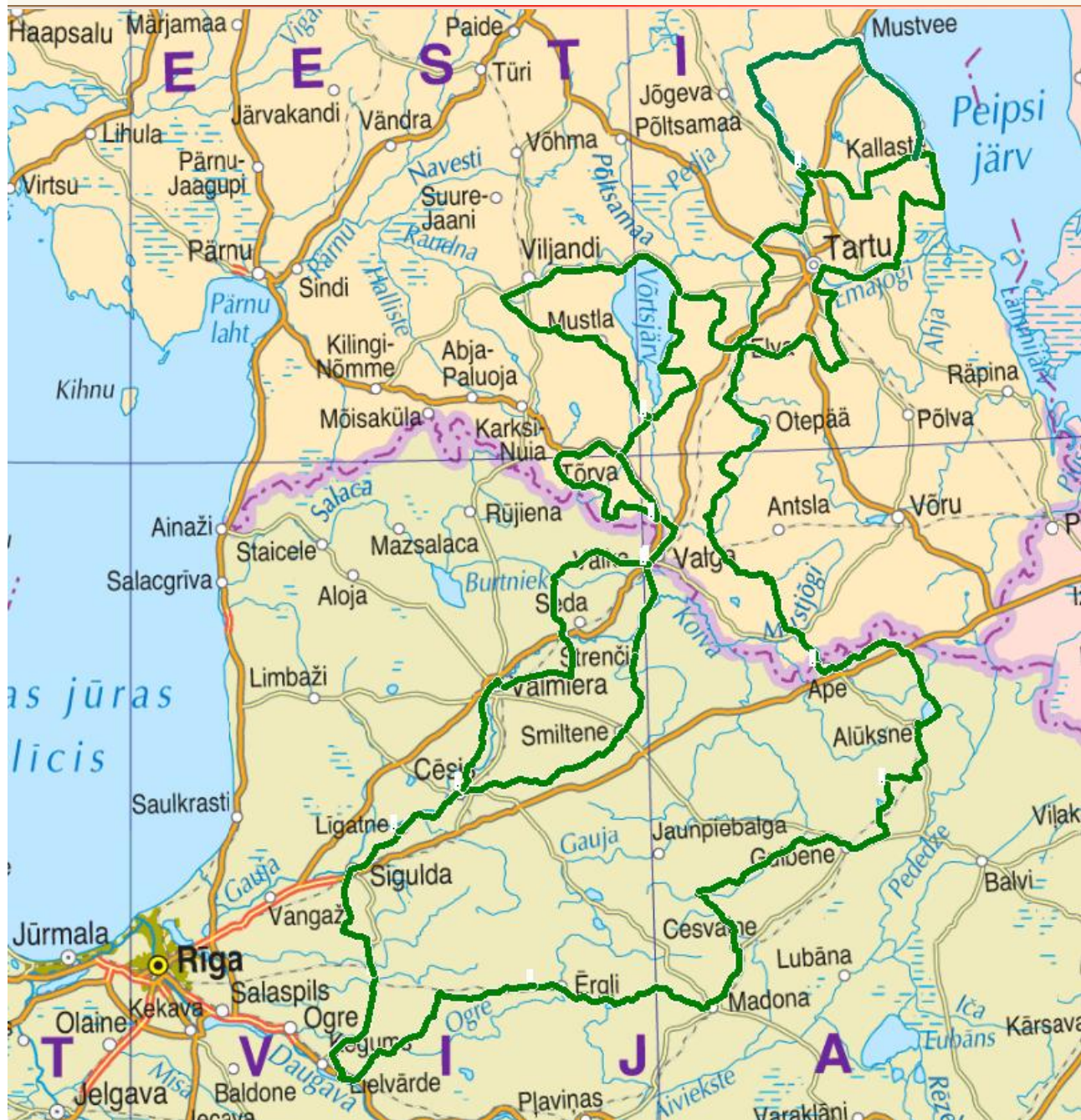


# Info stands with maps and tourism information (examples) -58



# WP4 Marketing and promotion

- Improvement of **web pages** - ([www.vidzeme.com](http://www.vidzeme.com) / [www.visitestonia.com](http://www.visitestonia.com)) containing information for cycling tourism
- Participation in the **tourism exhibitions** in Latvia, Estonia, Lithuania, Finland, Germany and in the Netherlands;
- **Route map** in LV, EE, ENG, RUS, GER, LT, FIN languages with a circulation of 92 000 copies;
- **Route guide** in LV, EE, ENG, RUS, GER, LT, FIN languages with a circulation of 44 000 copies.



- Tour de LatEst
- ~1000 km in Latvia and Estonia

# WP4 Marketing and promotion

- **Cycling marathon** to promote the route:  
**11th – 25th July, 2010**
- Start: in Sigulda, Latvia
- from Sunday till Sunday – 14 days in total
- getting to know Latvia and Estonia at a time
- Everybody welcome!



# Thank you!



## **Raitis Sijāts**

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