

Call: COS-TFLOWS-2014-3-15

Title of the project: Hansatour

Acronym: *Hansatour*

Project duration and start date: 13 months, 1st September 2015

Short description of project

- The project is about to use the heritage of the Medieval HansaLeague to attract senior cultural tourists to the Hansatowns in Lithuania, Latvia, Germany and the Netherlands in the mid and low season. We want to create attractive Hansa tourism offers with a strong storytelling element and market and monitor that.
- Main objectives:
 - 1. Creating more attractive Hanseatic tourism offers for seniors in the low /mid season through improved public private cooperation
 - 2. Enforce the brand experience and brand awareness of the Hansa brand through public private cooperation
 - 3. Enforce the tourism cooperation in the New Hansa with best practice examples and ready to implement tourism concepts

Lead partner/coordinator: MarketingOost, Henry Zwiers and Elizabeth Stoit (*The Netherlands*)

Partners:

- 1 Wesel Marketing GmbH (for Rheinische Hanse) (Germany)
- 2 Kuldiga Active Recreation Centre (Latvia)
- 3 Kaunas city municipal administration (Lithuania)
- 4 Rederij Eureka (The Netherlands)
- 5 National Foundation for the Elderly (The Netherlands)

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www.hanse.org

www.hanzesteden.info