VIDZEMES TŪRISMA ASOCIĀCIJA

CHARTS

Culture and Heritage Added Value to Region policies for Tourism Sustainability

Mr. Raitis Sijāts

European Union
European Regional Development Fund

Cultural and Heritage Added value to Regional policies for Tourism Sustainability

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

CHARTS

Project partners from Vidzeme (Northern Latvia)

1. CARNIKAVA
2. SAULKRASTI
3. LIMBAŽI
4. ALOJA
5. RAUNA
6. VECPIEBALGA
7. VALKA
8. GULBENE
9. ĒRGĻI
10. APE
11. VIDZEME University of Applied Sciences
12. Ogre and Ikšķile Tourism Development Agency

VIDZEME
NORTH LATVIA
www.vidzeme.com
Rīgas jūras līcis
no Tallinas
no Tartu
no Sanktpēterburgas no Pleskavas
no Vilnas
no Maskavas
RĪGA
JŪRMALA
Ainaži
Salacgrīva
Staicele
Aloja
Mazsalaca
Rūjiena
Valka
Valga
Seda
Strenči
Valmiera
Smiltene
Limbaži
Saulkrasti
Cēsis
Ligatne
Sigulda
Vangaži
Ogre
Ikšķile
Kegums
Lielvārde
Aizkraukle
Plavinas
Madona
Cesvaine
Gulbene
Alūksne
Ape
Lubāna
Varakļāni
Viļāni
Balvi
Jaunpiebalga
Dzērbene
Taurene
Vecpiebalga
Ērgļi
Kalnciems
Olaine
Baldone
Jaunjelgava
Daugava
0
15
30 km

How the visitors gets the Information?

1st: National level →

Latvian Tourism Development Agency

↓

2nd: Regional level →

Tourism Associations

(As e.g. Vidzeme Tourism Association)

↓

3rd: Local level →

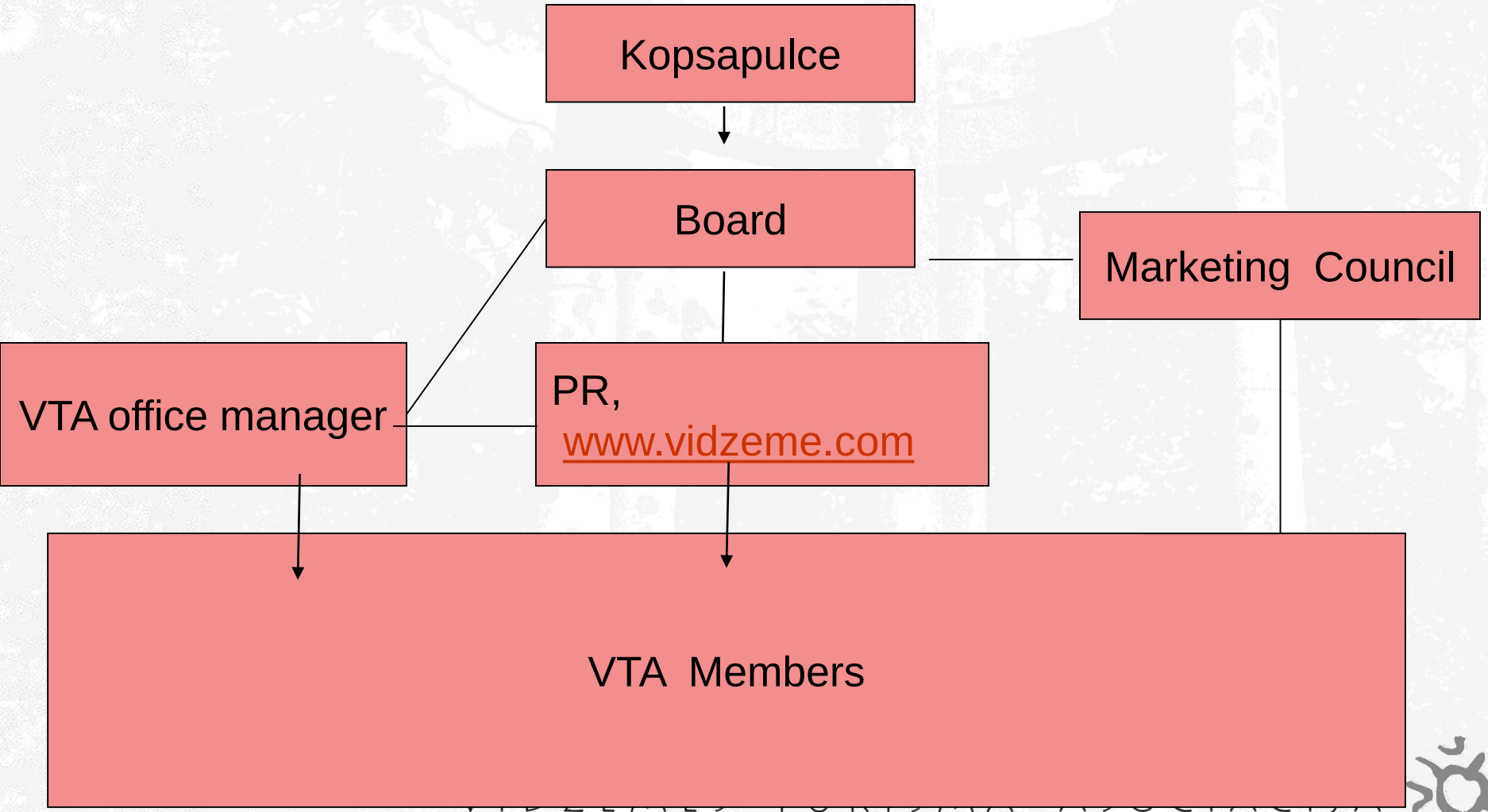
Local Municipalities –

Tourism information centres and offices

Regional Level: Tourism Associations

TIC, TIP, TIB Marketing Council

VTA struktūra



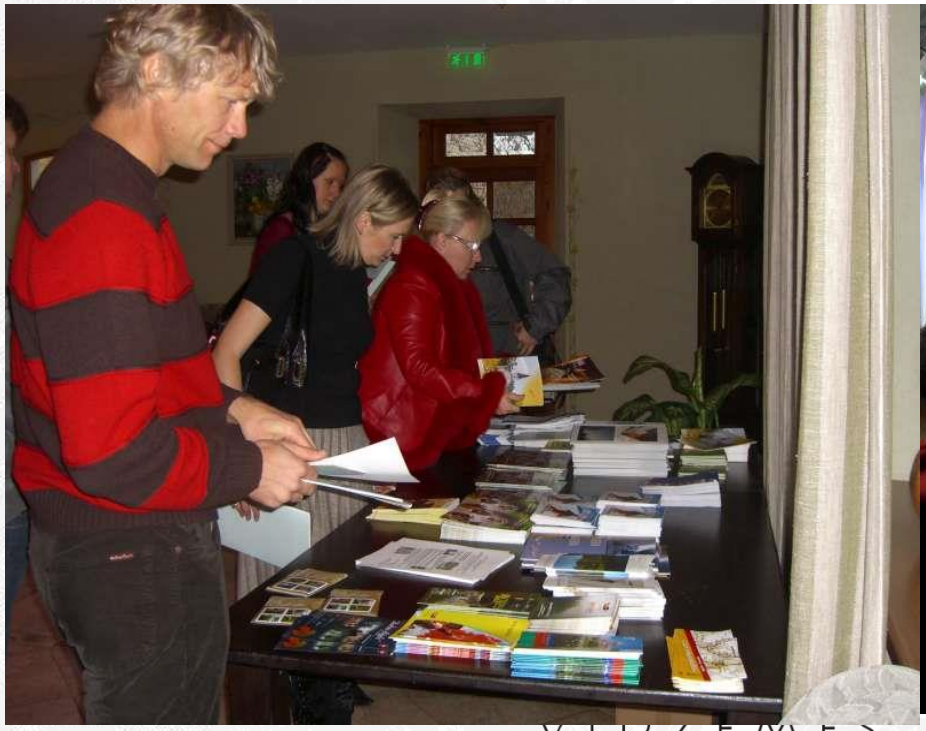
VTA Marketing Council

The Marketing Council is formed from the representatives of Vidzeme TIC specialists.

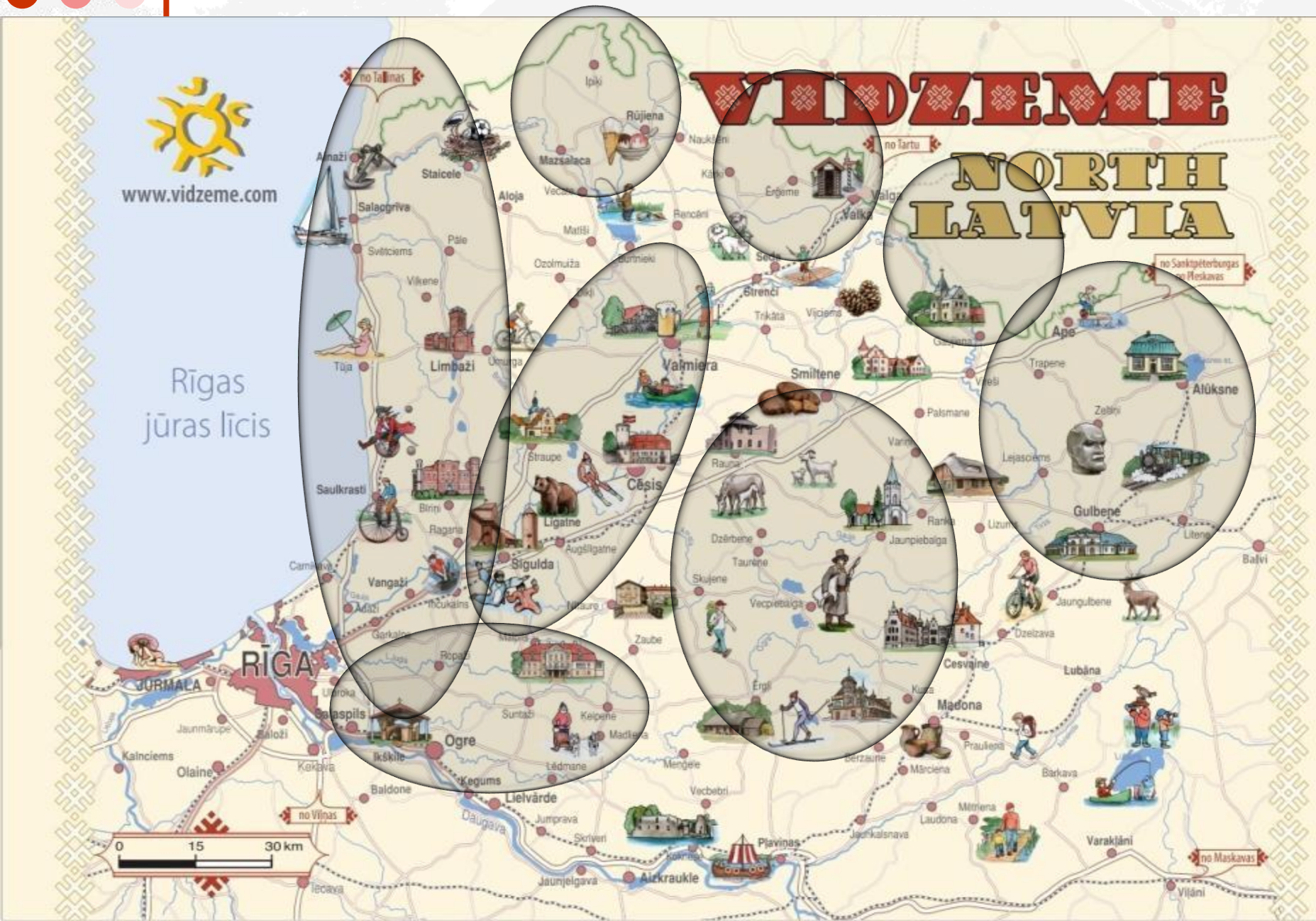
The main aims of the Marketing Coucil are Promotion of the Tourism Products in Latvian and foreign markets, suggestions for VTA how to improve the Region's marketing activities and implement the activities set by the Board

VTA Marketing Council

1. The analysis of the priority makets, participation in the international exhibitions.



⟷VTA⟷



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www.vidzeme.com
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no Tallinas
no Tartu
no Sanktpēterburgas no Pleskavas
no Vilnas
no Maskavas
RĪGA
JŪRMALA
Ogre
Valmiera
Cēsis
Smiltene
Ape
Alūksne
Gulbene
Madona
Cesvaine
Lubāna
Sigulda
Ligatne
Limbaži
Saulkrasti
Vangaži
Salaspils
Kegums
Lielvārde
Aizkraukle
Plavinas
Varakļāni
Viļāni
Balvi
Ipiki
Rūjiena
Mazsalaca
Staicele
Aloja
Salacgrīva
Valka
Strenči
Trapene
Palsmane
Lejasciems
Jaunpiebalga
Dzērbene
Taurene
Skujene
Vecpiebalga
Jaungulbene
Dzelzava
Lubāna
Mārciena
Barkava
Laudona
Mētriena
Jaunkalsnava
Vecbebri
Mengele
Lēdmane
Madliena
Kelpene
Suntaži
Ropaži
Ikšķile
Kalnciems
Olaine
Baldone
Jaunmārupe
Kekava
Daugava
Jumprava
Skriveri
Jaunjelgava
Iecava
Tūja
Vilkene
Pāle
Svētciems
Ozolmuiža
Matīši
Rencēni
Ērģeme
Trikāta
Vijciems
Straupe
Ragaria
Birini
Ilūkalns
Augšīlgatne
Zaube
Ērgli
Kuza
Prauliena
Berzaune
Zelāni
Lizuma
Litene
Ranka
Rauna
Varini
Vireši
Gaujiena
Ilūkalns
Adaži
Garkalne
Ularoka
Ilūkalns
Carnikava
Ūmurga
Dikļi
Bunnieki
Naukšēni
Kārķi
Vecate
Ipiki
0
15
30 km

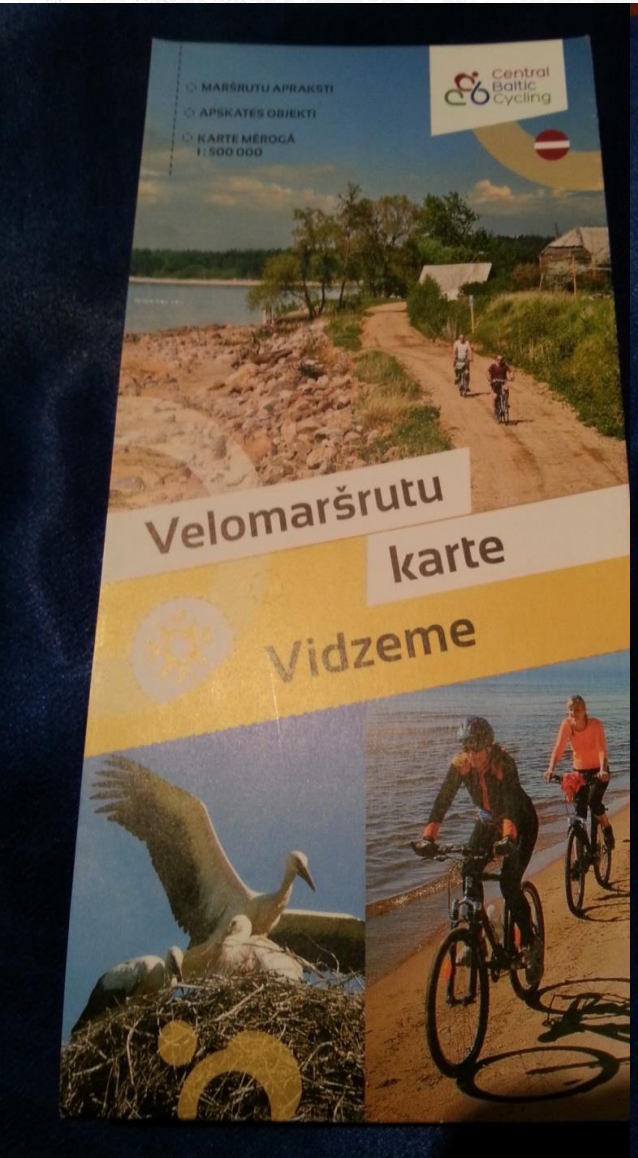
Marketing Council (January-May. September-December)

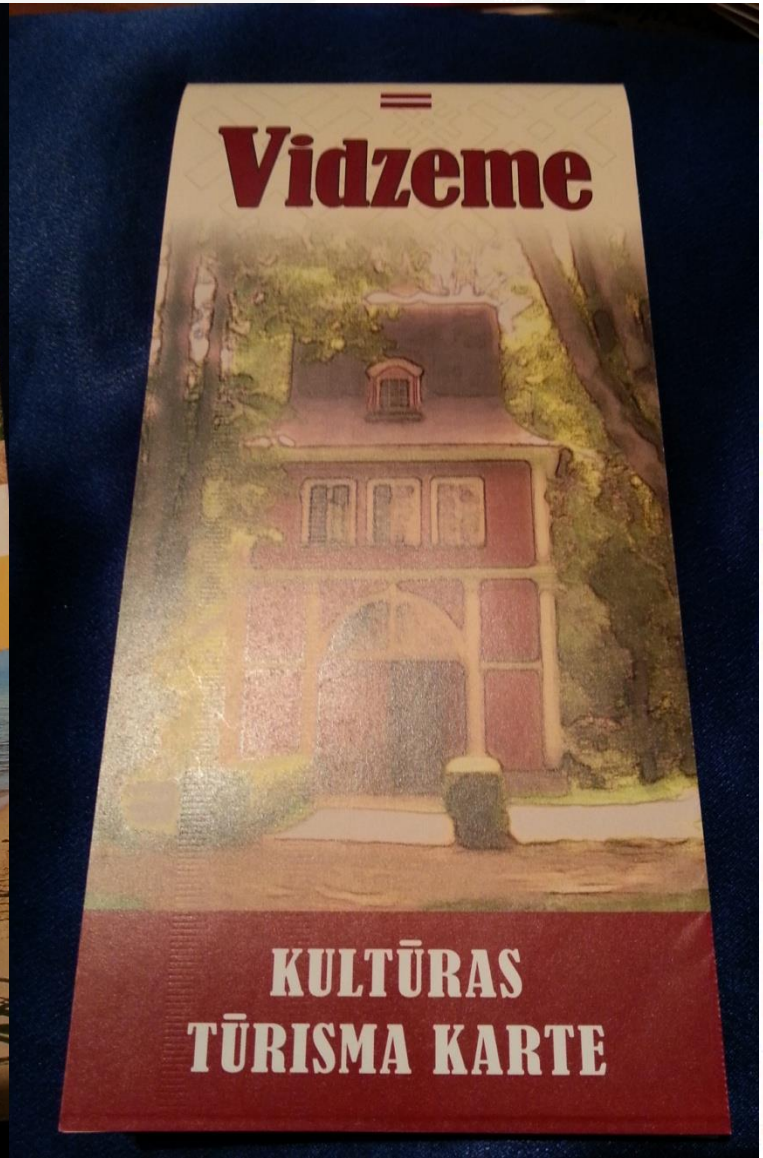
Marketing Council

Vidzeme Tourism Association:

- Vidzeme map – 6 languages;
- Regional map - Northern Latvia (Vidzeme) by LTDA; 4 languages
- Brochures, newsletters, foto, video (EDEN);
- Cycling maps and brochures; 8 languages
- Vidzeme website: www.vidzeme.com;
- Vidzeme in Facebook and Twitter;
- Vidzeme in Tourism Fairs;

VTA | maps


MARŠRUTU APRAKSTI
APSKATES OBJEKTI
KARTE MĒROGĀ 1:500 000
Central Baltic Cycling
Velomaršrutu karte
Vidzeme


Vidzeme
KULTŪRAS TŪRISMA KARTE

TŪRISMA KARTE
Latvia
BEST ENJOYED SLOWLY
Riga
ZIEMEĻLATVIJA
Vidzeme
92 tūrisma apskates objekti
Tūrisma maršruti
Tūrisma informācijas centri
Noderīga informācija ceļotājiem

SUVENĪRI

TŪRISMA INFORMĀCIJAS PUNKTS

Tourism Fairs – Balttour 2013

Tourism Fairs – Balttour 2013

Tourism Fairs – Balttour 2013

NORTH LATVIA
WWW.VIDZEME.COM
VIDZEME
NORTH LATVIA
www.vidzeme.com
THRILLING NEW BICYCLE ROUTE
ON THE BALTIC COAST
CARNIKAVA
STAICELE
WWW.VIDZEME.COM

Bānītim 110
GULBENE - ALŪKSN
ЛАТВ. Ж.Д.
ВАЙДАВА
№ 3.

Mare Baltikum Reisen
Estland Lettland Litauen Finnland
Estland und das Baltikum entdecken
DFDS SEAWAYS
Mare Baltikum
Estland

Tourism Fairs – Balttour 2013

BALTIKUM
Club ID

REISEN
HAMBURG
Sternschanze
Fernsehturm
Messeplatz
Eingang Mitte
A1
B1
B2
B3
B4
B5
B6
B7
Dammtor
Tiefgarage CCH
Stephansplatz
U1
St. Petersburger Str.
Parkhaus Mitte
Eingang Ost
Flora-Neumann-Str.
Karolinenstr.
Tiefgarage Ost
Bei den Kirchhöfen
Holstenglacis
Eingang Süd
U2
Messehallen
Stand: 12.2012, Änderungen vorbehalten
Urlaub
AUTOTAGE HAMBURG
Outdoor
Caravaning
Infocounter
Halle B1 EG
Italien, Österreich, Schweiz, REISEN BUCH-BÖRSE, Länder- und Reisevorträge
Halle B2 EG
Berlin, Brandenburg, Hessen, Mecklenburg-Vorpommern, Nordrhein-Westfalen, Sachsen, Sachsen-Anhalt, Harz
Halle B3 EG
Baden-Württemberg, Bayern
Halle B4 EG
Bremen, Hamburg, Niedersachsen, Nordrhein-Westfalen, Schleswig-Holstein
Halle B7
Afrika, Asien, Australien, Europa, Mittel-, Süd- und Nordamerika, Kreuzfahrten, Reiseveranstalter, Reisebüros
Halle B1-B4 OG
AUTOTAGE HAMBURG
Halle B5 Outdoor und Rad
Globetrotter Abenteuer-Camp, Räder & Radreisen, Outdoor-Ausrüstung, Sport- und Aktivurlaub, Wandern
Halle B5/B6 Caravaning
Ausbauteile, Campingausrüstung, Camping- und Stellplätze, Caravans, Fahrzeugteile, Faltboote, Klapp-, Zelt- und Faltcaravans, Finanzierung/Versicherung, Freizeitfahrzeuge, Mobilheime, Reisemobile, Reiseveranstalter, Vermietung von Reisemobilen und Caravans, Verbände/Vereine, Vorzelte, Zelte, Zubehör
Halle A1
Gebrauchtwagen Caravans und Reisemobile

Finland - January

Finland - Matka

The Netherlands – January

The Netherlands – January

Tourism fair	Vakantienbeurs (Netherlands)	Matka (Finland)	Reisen Hamburg (Germany)	Balttour (Latvia)	Tourest (Estonia)
ates of fairs	*8. - 13. 01.*	*17.- 20. 01.*	*06. -10. 02*	*08. -10. 02.*	*15. -17. 02.*
sponsible PP, who is ganizing the rticipation in fair	PP5 - Vidzeme	PP4 - Kurzeme	PP5 - Vidzeme	LP- Zemgale	LP- Zemgale, PP4 - Kurzeme, P3 - Estonia
PP, who is paying	PP5 - Vidzeme	PP4 - Kurzeme	PP5 - Vidzeme	LP- Zemgale	LP- Zemgale, P3 - Estonia, PP4 - Kurzeme
P, which are articipating (persons)	LP (3 persons), PP5 (2 persons)	LP (2 persons), PP3 (2 persons) PP4 (2 persons) PP5 (2 persons)	LP (3 persons), PP5 (2 persons)	LP (persons), PP4 (persons)	LP-(2 persons) P3 - (persons), PP4 - (2 persons) P5 - (2 persons)
Stand costs	P5, BL4 - rent of tourism stand-2500 EUR	P4, BL4- rent of the roll up for partic. In tourism fairs - 2000 EUR	P5, BL4 - rent of tourism stand-2500 EUR	LP- BL4, rent of stand&preparation of info &design - 5000 EUR	PP3 -BL4, roll-up stand - 200, P4, BL4- rent of the roll up for partic. In tourism fairs - 2000; LP- BL4, rent of stand&preparation of info &design - 5000

Enhanced Information to Visitors
Where?

- Airports;
- Harboura;
- Tourism Information centers and offices (points);
- Gas Stations;
- Accommodations, public catering places;
- Taxis;
- Tourism objects;
- Billboards, Advertisements;
- INTERNET!!!

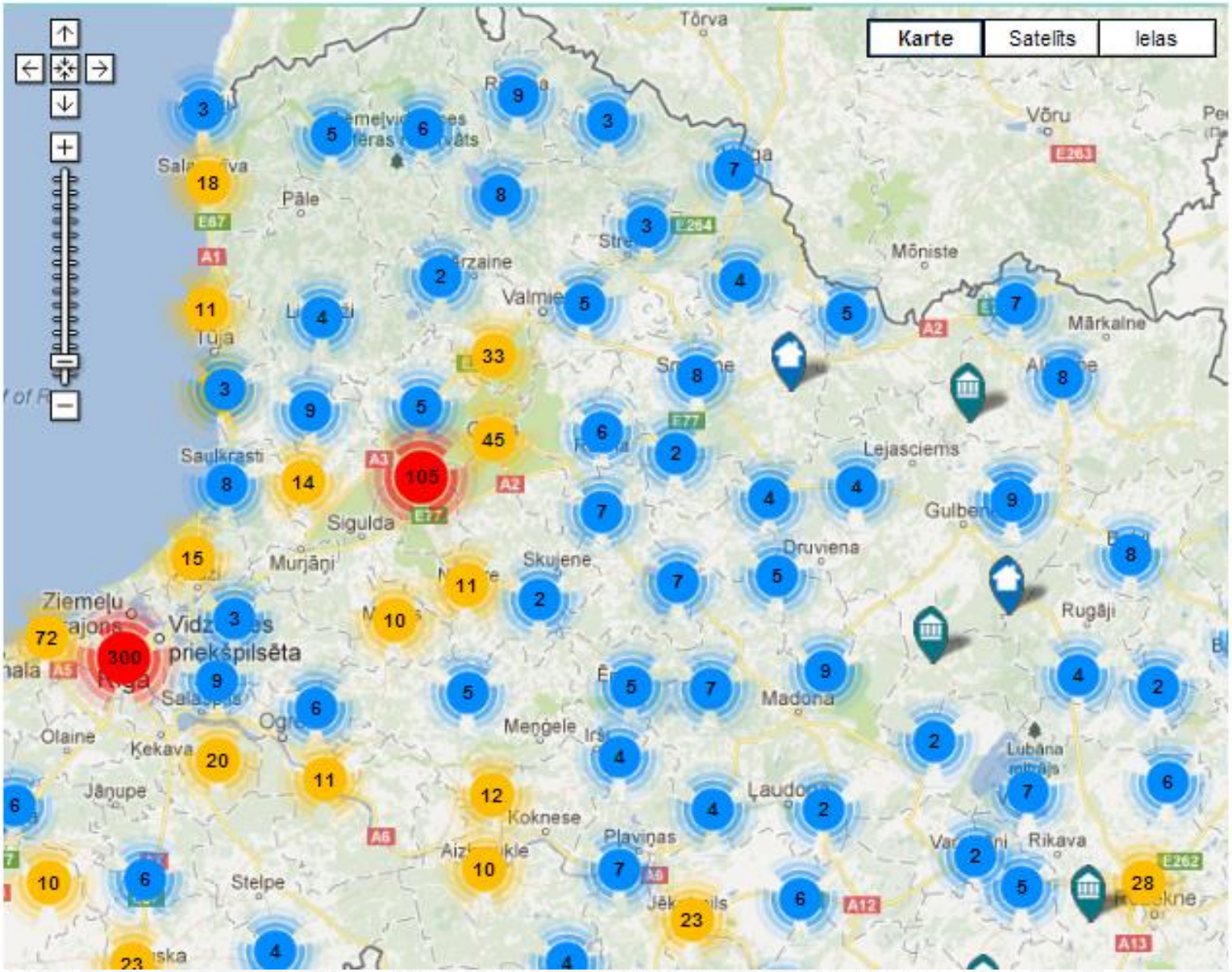
Enhanced Information to Visitors
How?

Using tehnologies (but not all of them yet):

- Internet sites: National websites, Local websites, reading feedbacks (Tripadvisor, FB, Twitter, Blogs etc.),
- Videos: YouTube, Vimeo etc.;
- Mobile Applications (Virtual Tours, GPS);

Vidzeme piedāvā!

16. Novembris



How is the visitor information working?

Enhanced Information to Visitors through:

- Visitor Info Centers and InfoKiosks (in Latvia – offices or points) – YES;
- DVDs, Video, Short movies etc. – YES
- Advertisements, billboards, media etc. - YES
- Social networks (FB, Twitter, 4q etc) – YES
- VR, 3D animation – NOT REALLY – time to explore and use in tourism;

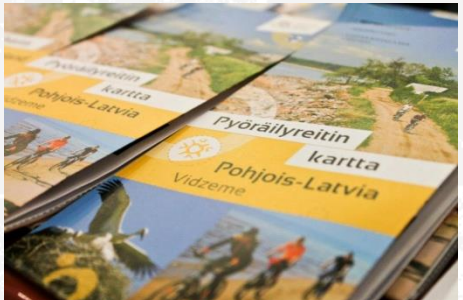
Good Practices:

- To involve more educational institutions- Vidzeme University of Applied Sciences;
- New Media Lab – interactive touchscreen tourism route designer, Virtual Reality Lab, 3D models, videos;
- Interactive and interesting Vidzeme tourism games trough internet (New !!!)
- Smart TV, Smart Phone Apps., GPS...

“Twitter”

Tweets
Following
Followers
Favorites
Lists
Tweet to Vidzeme.com
@vidzeme_com
Who to follow · Refresh · View all
Liva Reine @Liva_r
Follow
PAVILJONS @Paviljons
Followed by katrīna rīsmane ^^ an...
Follow
Dace Grimze @dacegrimze
Followed by Hotel "Rakši" and oth...
Follow
Vidzeme.com
@vidzeme_com FOLLOWS YOU
Vidzemes tūrisma asociācija par jaunumiem un aktuālajiem tūrisma piedāvājumiem Vidzemē
Cēsis · http://www.vidzeme.com
644 TWEETS
873 FOLLOWING
955 FOLLOWERS
Following
Tweets
Vidzeme.com @vidzeme_com 12 hrs
Šeit pieejami CHARTS Barselonas apmācību semināra video ar Vidzemes pārstāvjiem - Profesoru Jāni Kalnaču, Raitis...
fb.me/2b3QXaPaE
View summary
Rīgas jūras līci
Alūksne
no Sanktpēterburgas no Pleskavas

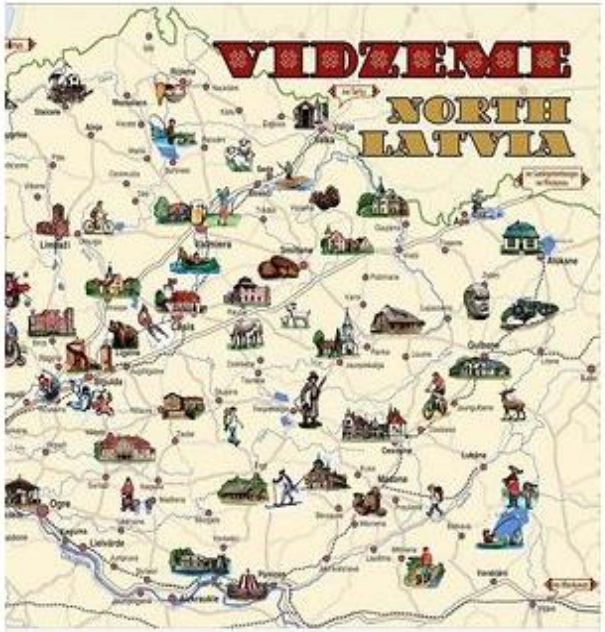
VIDZEMĒ
NORTH LATVIA


Pyöräilyreitin
kartta
Pohjois-Latvia
Vidzeme

“Vimeo”

Vidzemes Tūrisma Asociācija

Joined 10 months ago Cēsis, Latvija



9	0	0	0	1	0
Videos	Likes	Following	Groups	Channel	Albums

Follow Message

Sabiedriskā organizācija “Vidzemes tūrisma asociācija” ir dibināta 1997.gadā. Tās galvenais mērķis bija apvienot vienā organizācijā personas, kas darbojas

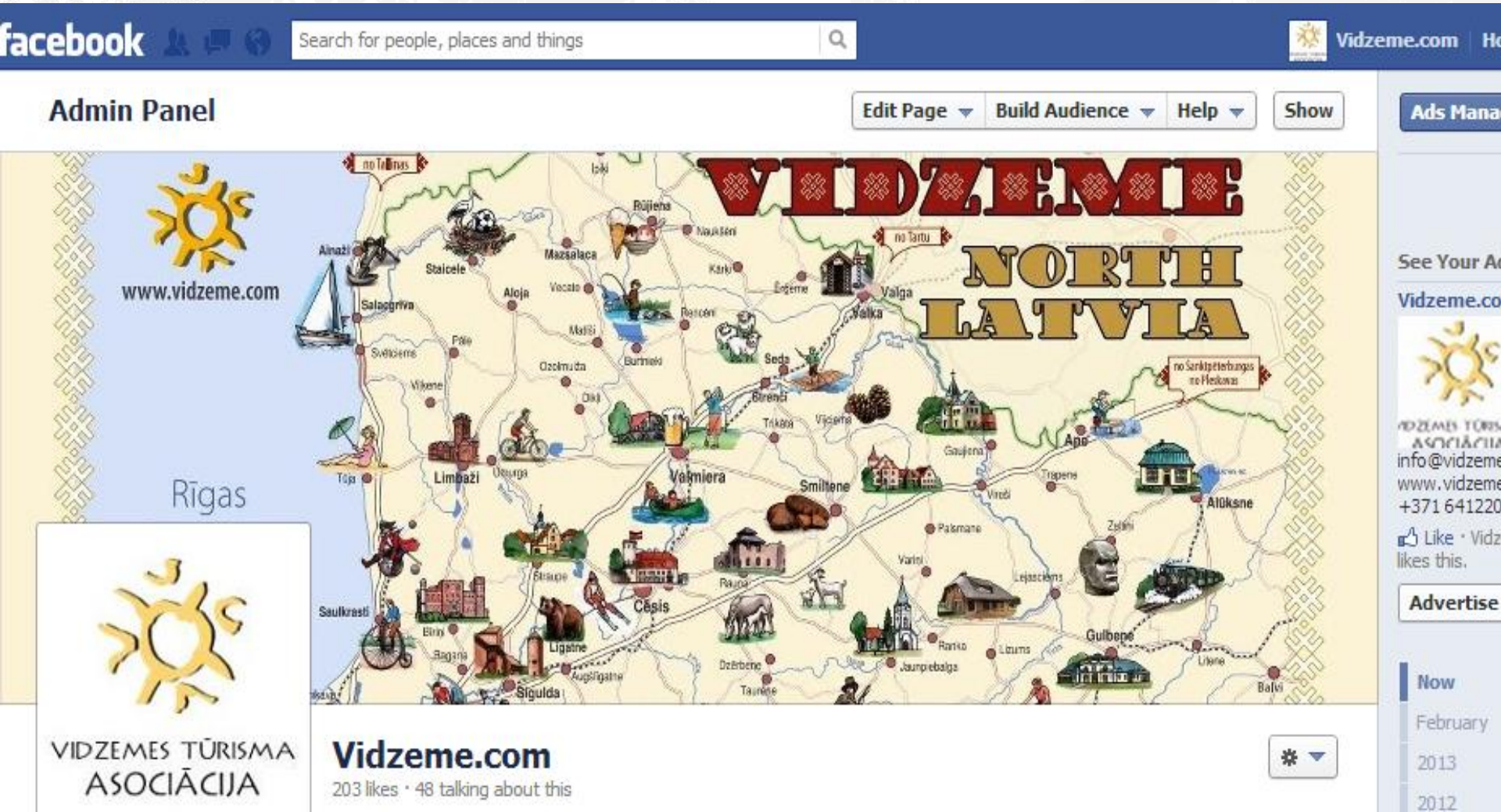
Recently Uploaded

+ See all 9 videos

Kempings "Krimalnieki"
6 months ago

"Iron Curtain Trail" izpētes brauciens no ...
9 months ago

“FACEBOOK”


facebook
Search for people, places and things
Vidzeme.com
Admin Panel
Edit Page
Build Audience
Help
Show
Ads Mana
www.vidzeme.com
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203 likes · 48 talking about this
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info@vidzeme
www.vidzeme
+371 641220
Like · Vidz
likes this.
Advertise
Now
February
2013
2012

“FACEBOOK”

Unlike · Comment · Share 3

Vidzeme.com, PRO Travel, Limbaži, Ilze Grīnfelde and 9 others like this.

Vidzeme.com Rīt saņemsim, ceturtdien. 7.marta VTA Kopsapulcē notiks prezentācija!
Tuesday at 11:25am · Like

Write a comment...

595 people saw this post Promote

Vidzeme.com
February 25

Atgādinājums:
*CBC velotūrisma seminārs Salacgrīvā 5.martā,
*VTA kopsapulce Igates pilī 7.martā,
*CHARTS kultūras seminārs Staicelē 12.martā!

Like · Comment · Share 3

PRO Travel, Vidzeme Coast, Inese Timermane and 4 others like this.

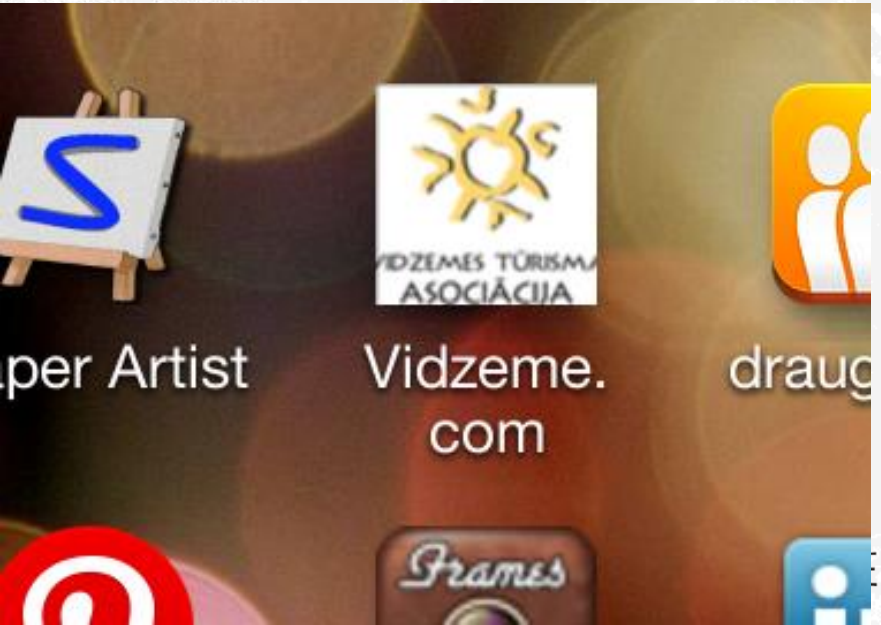
Write a comment...

192 people saw this post

Vidzeme.com
February 26

Saviļņojošā Vidzeme ieviļņojas (4 photos)

IJA



Vidzeme.com

Vidzeme Tourism Association

Description

Vidzeme Tourism Association was founded as a public organisation in 1997. The main aim of Vidzeme Tourism Association is to bring together people, governmental institutions and businesses working in tourism sector in order to collect...

Read more

Year 2012. Project CHARTS in Vidzeme (Northern Latvia)

1.	*Climate change + Railway Heritage*	**23rd – 25th September**	**VTA = Gulbene, Valka, Aloja, Anna**
	Vidzeme Workshop – Gulbene; 30. October		
2.	*Staff Exchange programme*	**7th – 15th November**	**A.Kupče, Tullamore (Ireland)**
3.	*Access to Heritage*	**12th – 13th November**	**VTA = Rauna, Ērgļi, Saulkrasti, Raitis, Anna**
	Local workshops		
4.		**01.2013-05.2013**	
5.	*Effective Partnerships*	05.-07.2012 Burgas (BL)	**VTA**

CHARTS

Partner – Vidzeme Tourism Association

8 Good praxis examples

Attended by specilists of Vidzeme TICs

1. Climate Change
2. Access to Heritage - **R**
3. Effective Partnerships - **D**
4. Host Communities
5. Quality Criteria - **R**
6. **Visitor Information – D**
7. Place marketing - **R**
8. Cultural Routes - **R**

Donor – has special knowledge

Recipients – receives the info from donor

Observers – observes the transfer process

VTA Board meeting

Vidzeme workshop in Gulben 30th of October, 2012

Vidzeme Workshop in Gulbene 30th of October, 2012

Vidzeme workshop in Ērgļi 27.11.2012.

VIDZEME
NORTH LATVIA

EGIONAL AUTHORITY
Midlandsireland.ie
4 apgabali: Līša, Ofalija, Longforda, Westmīta (Īrijā kopā 32 četrās provincēs)
(Vidzeme – 51 pašvaldība, LV – 110 novadi)
Platība: 6.524 km²
(Vidzeme - 25 683 km² liela)
(9.5 % kopējās Īrijas platības);
Iedzīvotāji: 282.195 (Vidzeme < 1 milj. ?)
5 darbinieki – ES fondi, reģionālā plānošana, materiāli, pasākumi (finansējums – 0.5 miljons Euro gadā)
Īrijā kopā 8 šāda veida institūcijas (lai gan platības ziņā nedaudz lielāka par LV)
VIDZEMES TŪRISMA ASOCIĀCIJA
VIDZEME
NORTH LATVIA
www.vidzeme.com

11. – 13 novembris, Tulamora, Īrija
CHARTS darba seminārs par intelektuālo un fizisko pieejamību, kuru rīkoja Midlendas reģionālā pašpārvalde.
VIDZEME
NORTH LATVIA

VIDZEME
NORTH LATVIA
VIDZEME
NORTH LATVIA

Vidzeme workshop in Valka 10.12.2012.

VIDZEME
TOURISM
ASSOCIATION

VIDZEME
TOURISM
ASSOCIATION

Vidzeme workshop in Staicele 12.03.2013

Vidzeme Workshop in Staicele 12.03.2013

Vidzeme Workshop in Staicele 12.03.2013

Vidzeme workshop in Staicele 12.03.2013

Ogre

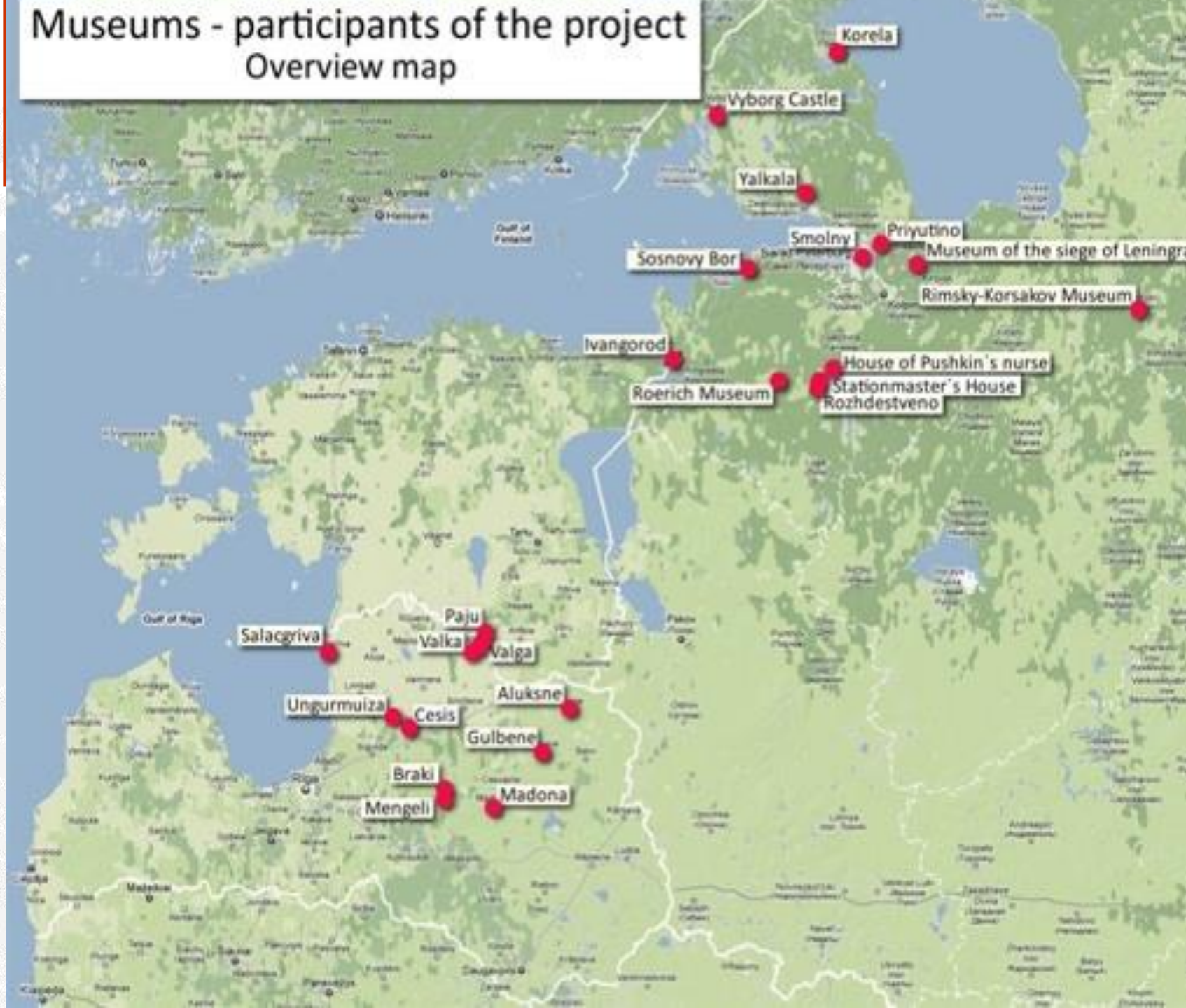
Q-Latvia un tās izmantošana kultūras tūrisma pakalpojumu uzlabošanā
Inese Širava
E-pasts: inese.sirava@latvia.travel
Tel. 26353560
05.04.2013.

Ogre

Muca Nr. 2
BIO bērzu sulas vīns
Libertu
bērzu sulas vīns

Regeneration of Parks as Integral Parts of Historical Heritage (2013-2014) EST-LAT-RUS

Museums - participants of the project
Overview map



VIDZEME TOURISM ASSOCIATION

www.vidzeme.com

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Jānis Sijāts – WEB administrator

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Anna Kupče – Office Manager

info@vidzeme.com

Vidzeme Tourism Associaton

Pils square 1, Cēsis, Latvia

Thank you very much for your attention!