



Potential development solutions in rural border region for efficient passenger flows

Andžejs @ Vidzeme Planning Region

16.06.2021.

Example of VIA Hanseatica tourism and transport route



What is it?

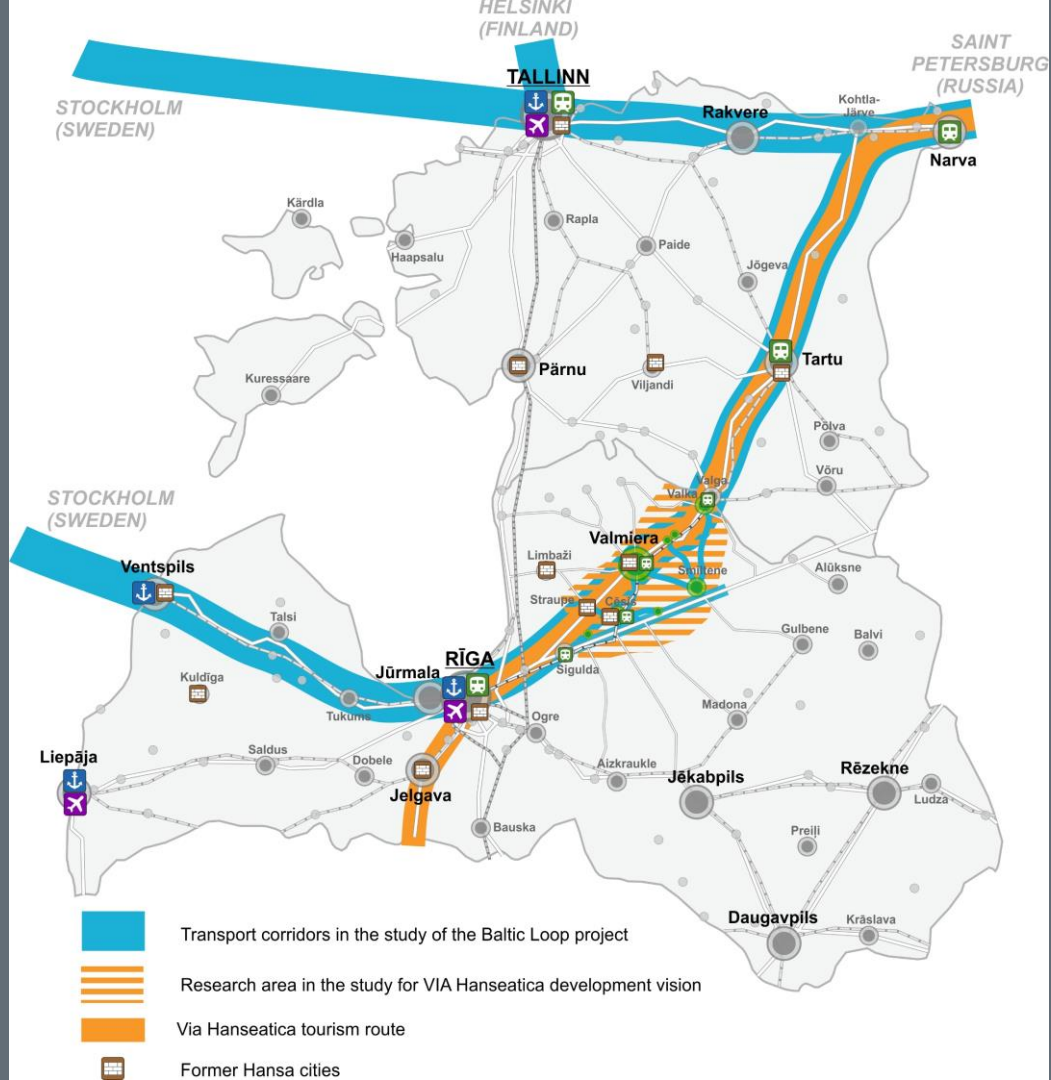
VIA Hanseatica is an old tourism route connecting Russia, Estonia and Latvia. This route is based on historic transport and trade routes from St. Petersburg through Tartu to Riga and further to Western Europe.



Why?

We have defined this route in our regions long term development strategy for year 2030 as tourism development corridor.





What we did?

During Baltic Loop project external experts developed Via Hanseatica tourism and transport corridor vision for 2030.

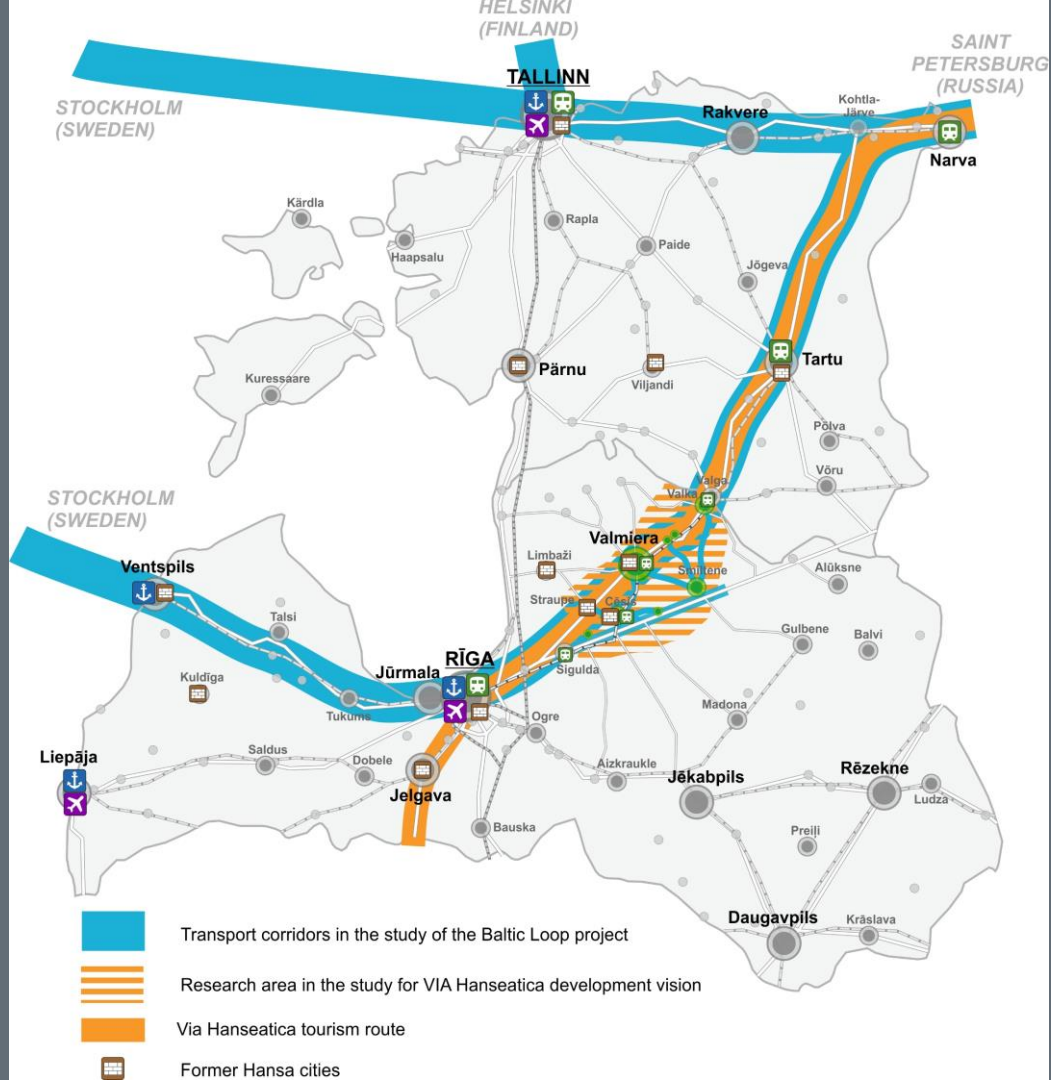


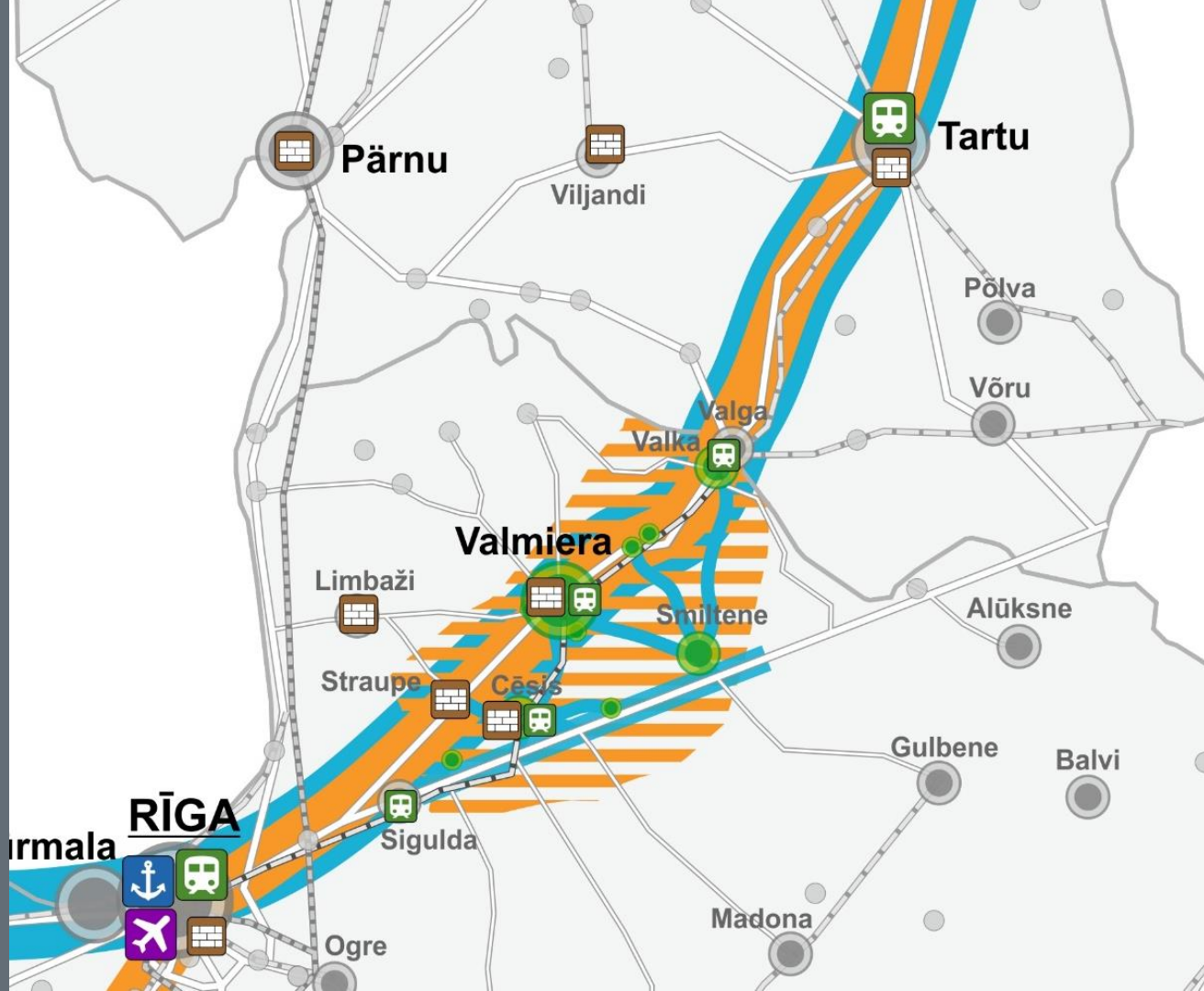


“Where are we now?”
=
“Current situation analysis”









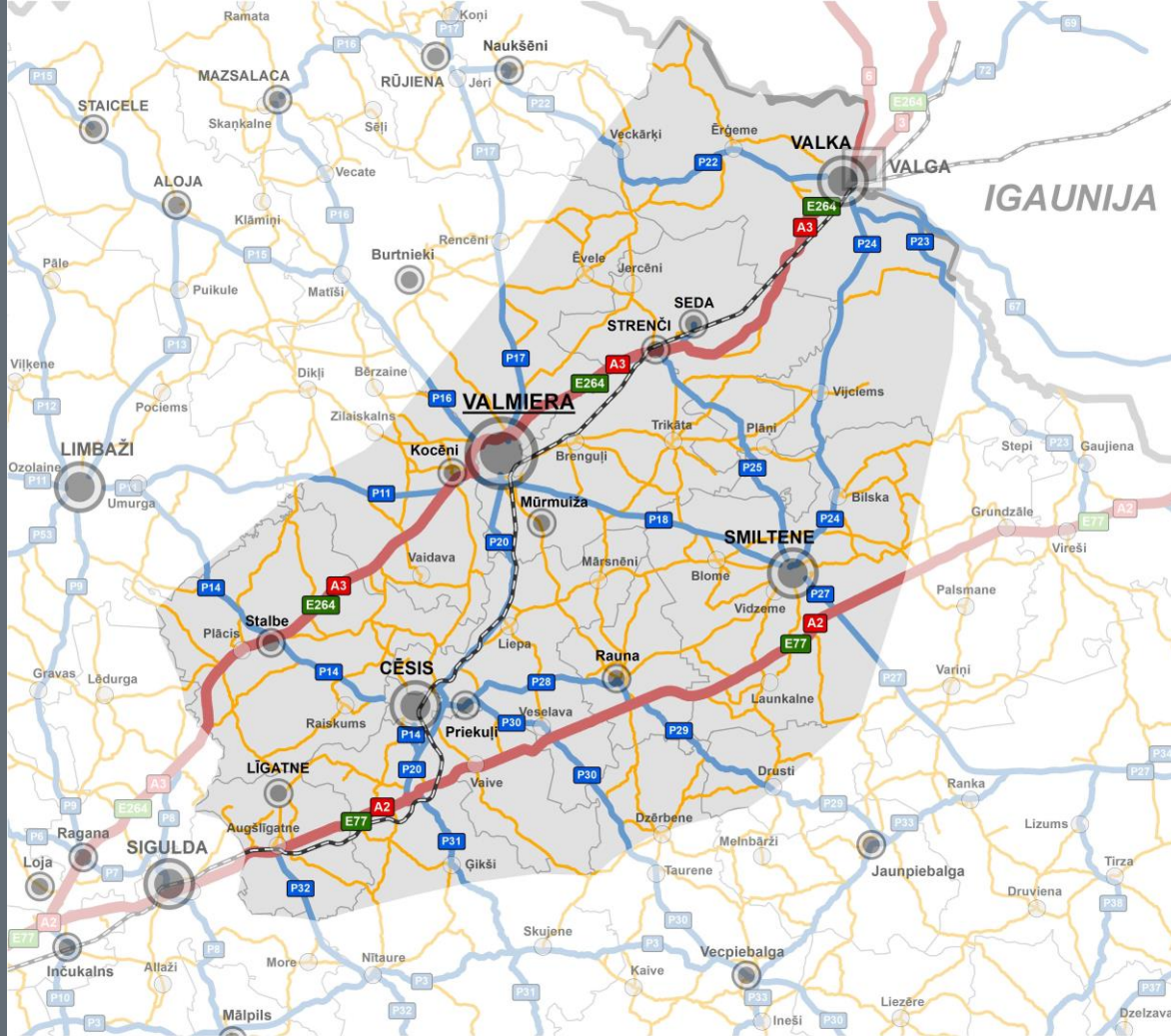
Methods / results

Desk study + interviews with experts and practitioners.

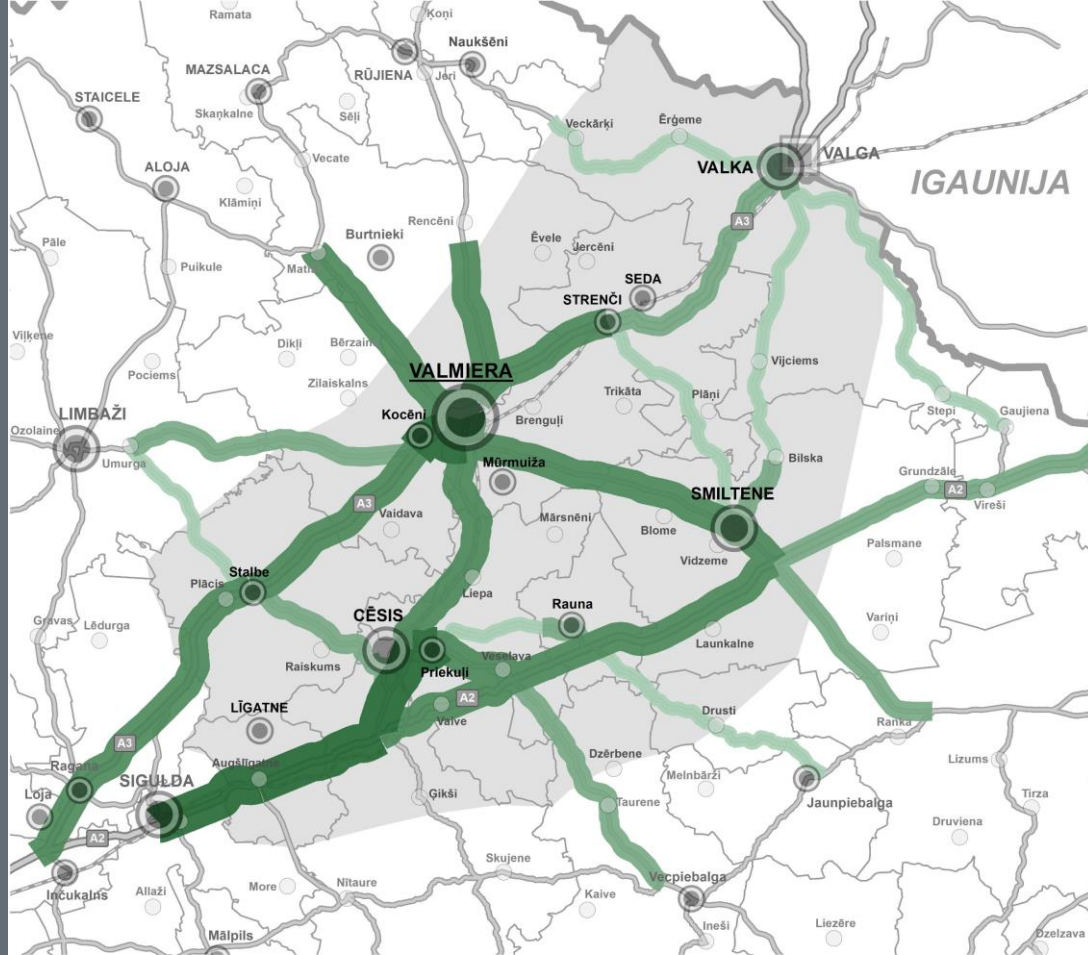


Current situation analysis with thematic maps.



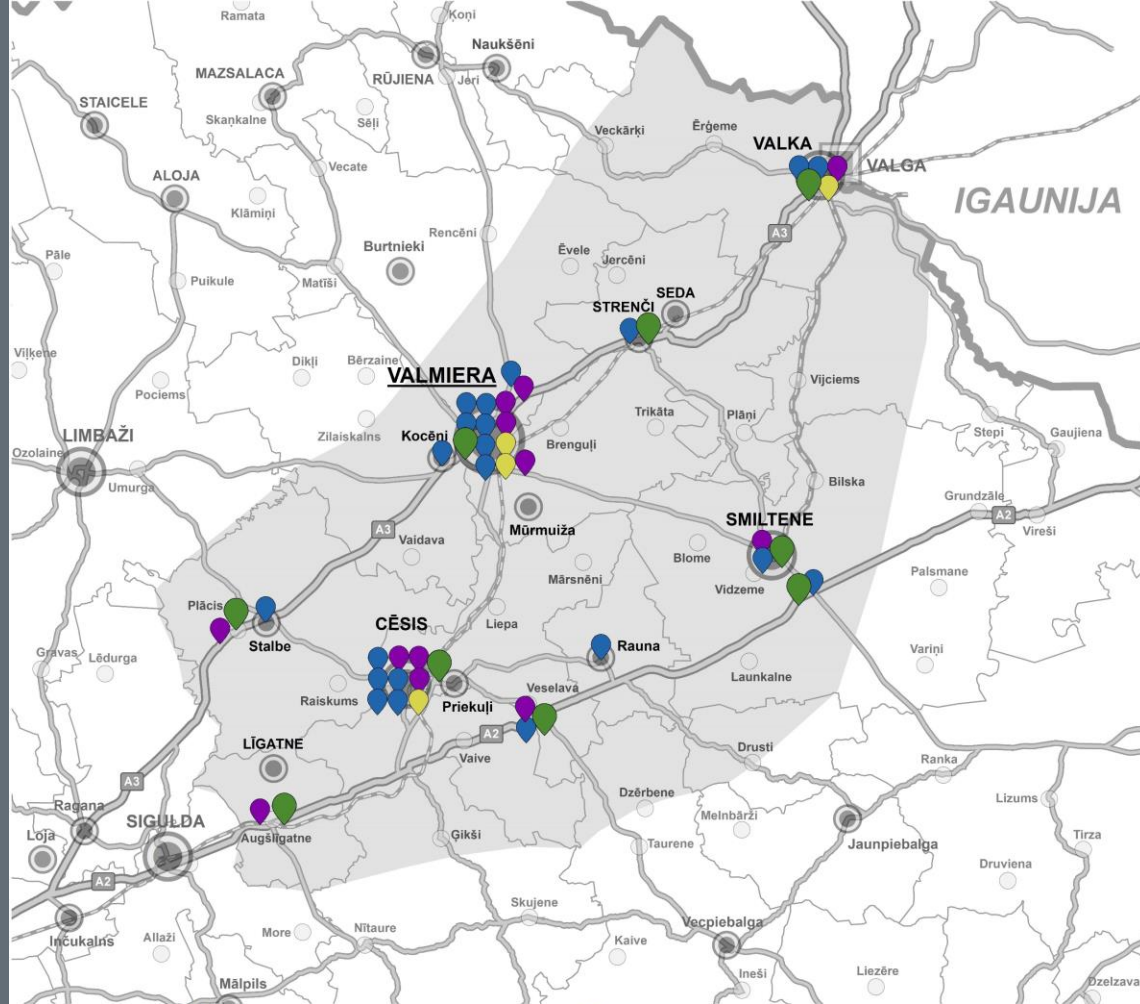


Valsts galvenais autoceļš Valsts reģionālais autoceļš Valsts vietējais autoceļš Dzelzceļš

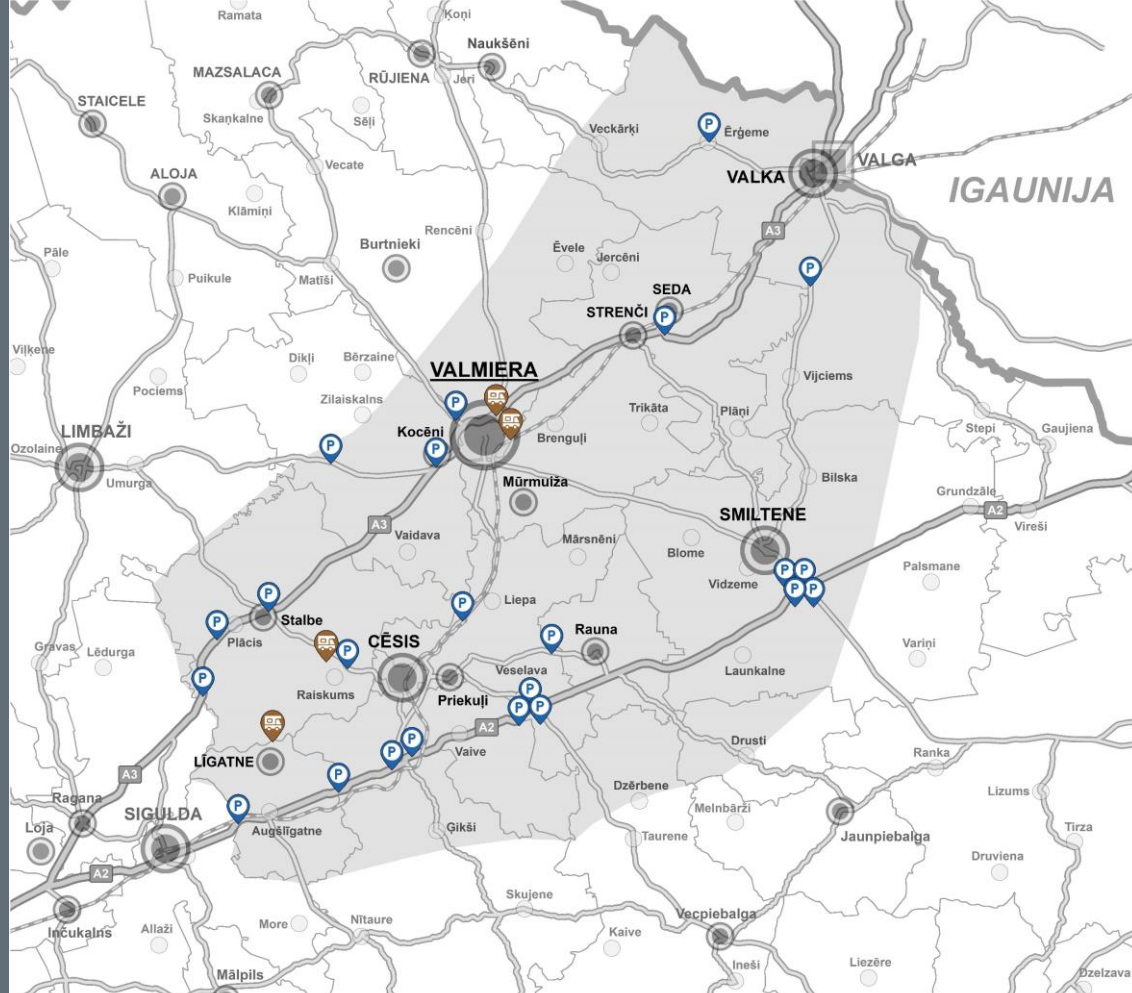


Vieglo automobiļu diennakts vidējā satiksmes intensitāte Via Hanseatica ietekmes areālā 2019.gadā:





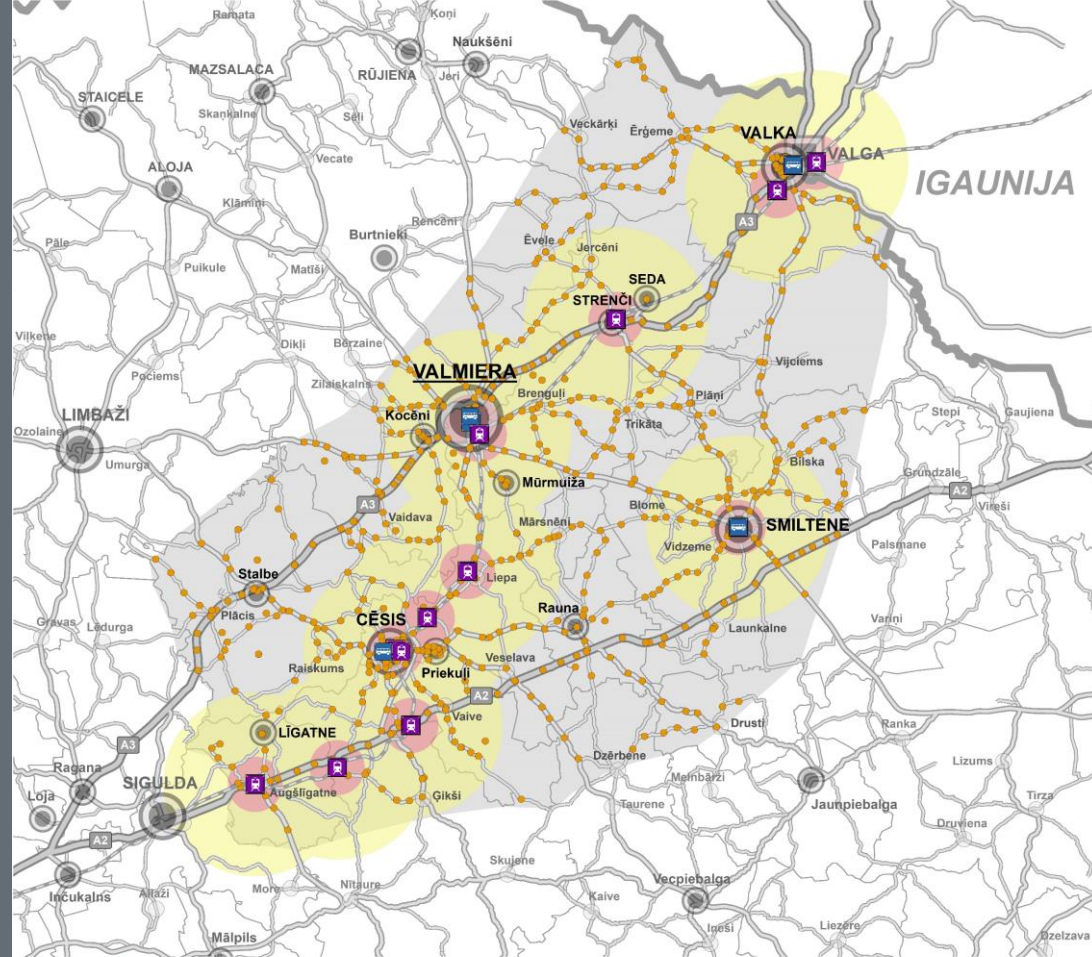
- Degvielas uzpildes stacija
- Gāzes uzpildes stacija
- Degvielas un gāzes uzpildes stacija
- Elektromobiļu uzlādes stacija



Pie valsts autoceļiem esošie stāvlaukumi / atpūtas vietas





Kemperiem / dzīvojamajiem traileriem piemēroti stāvlaukumi



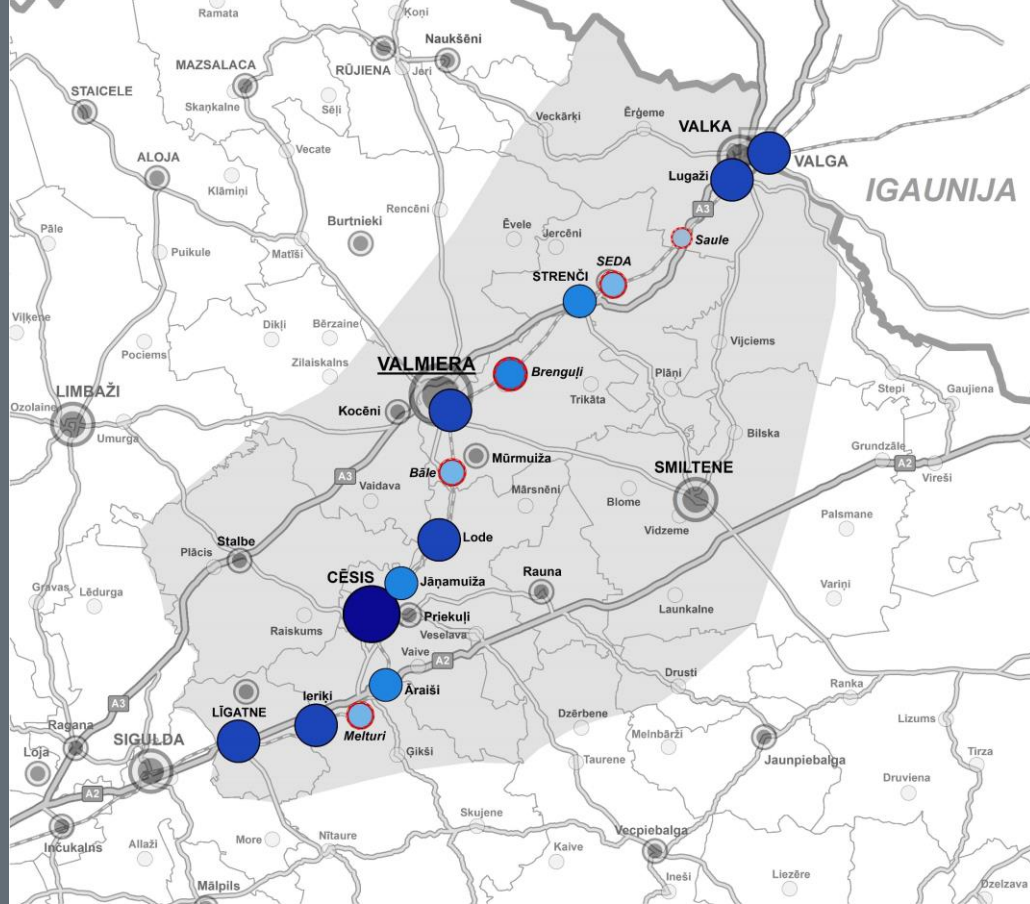
 Autoosta

 Dzelzceļa stacija

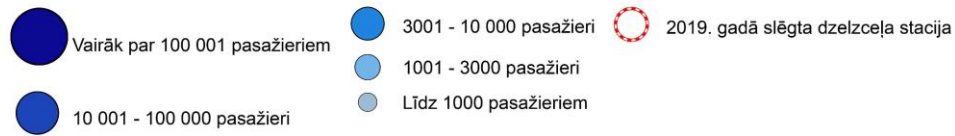
 Sabiedriskā transporta reģionālās nozīmes maršruta (autobusa) pieturvietas

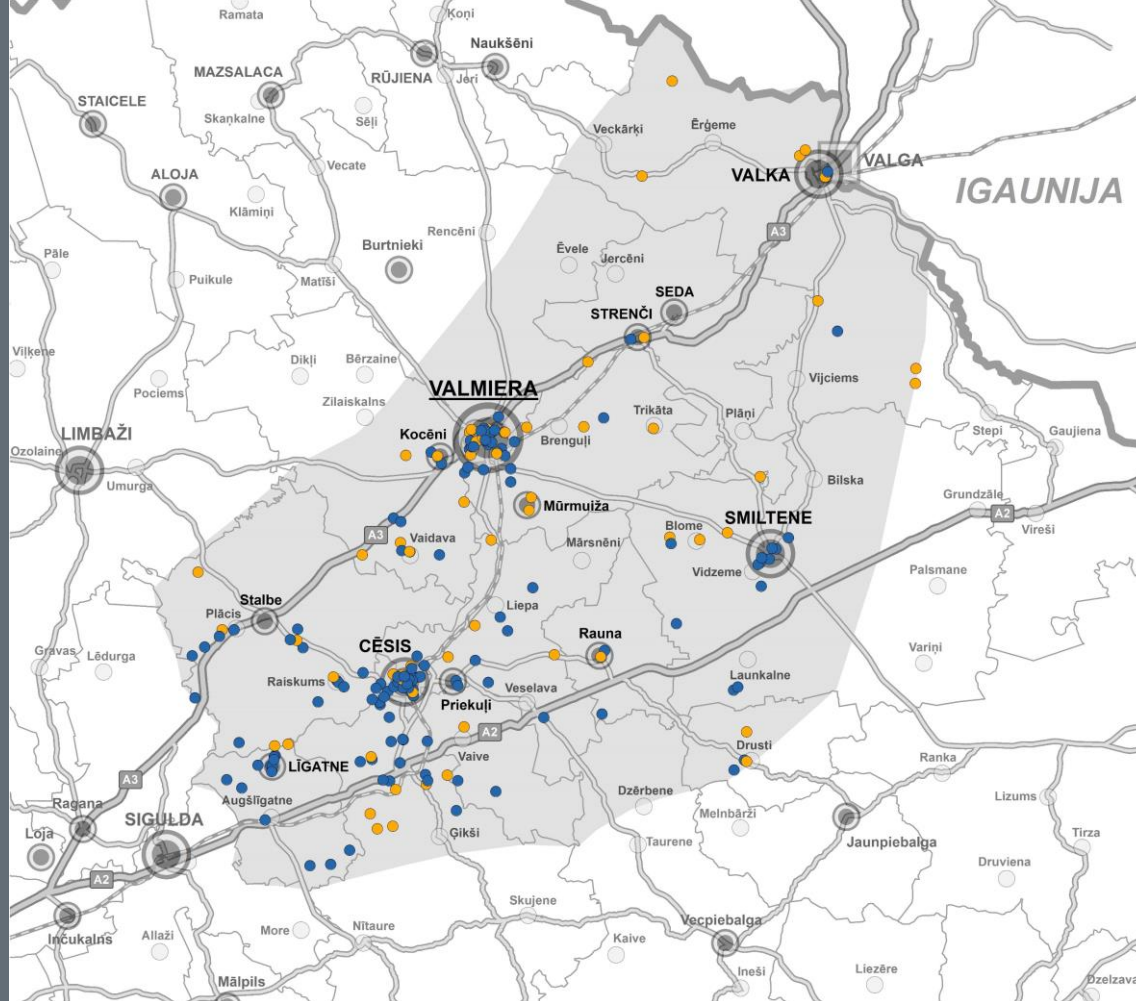
 3 kilometru sasniedzamība ap autoostu un dzelzceļa staciju

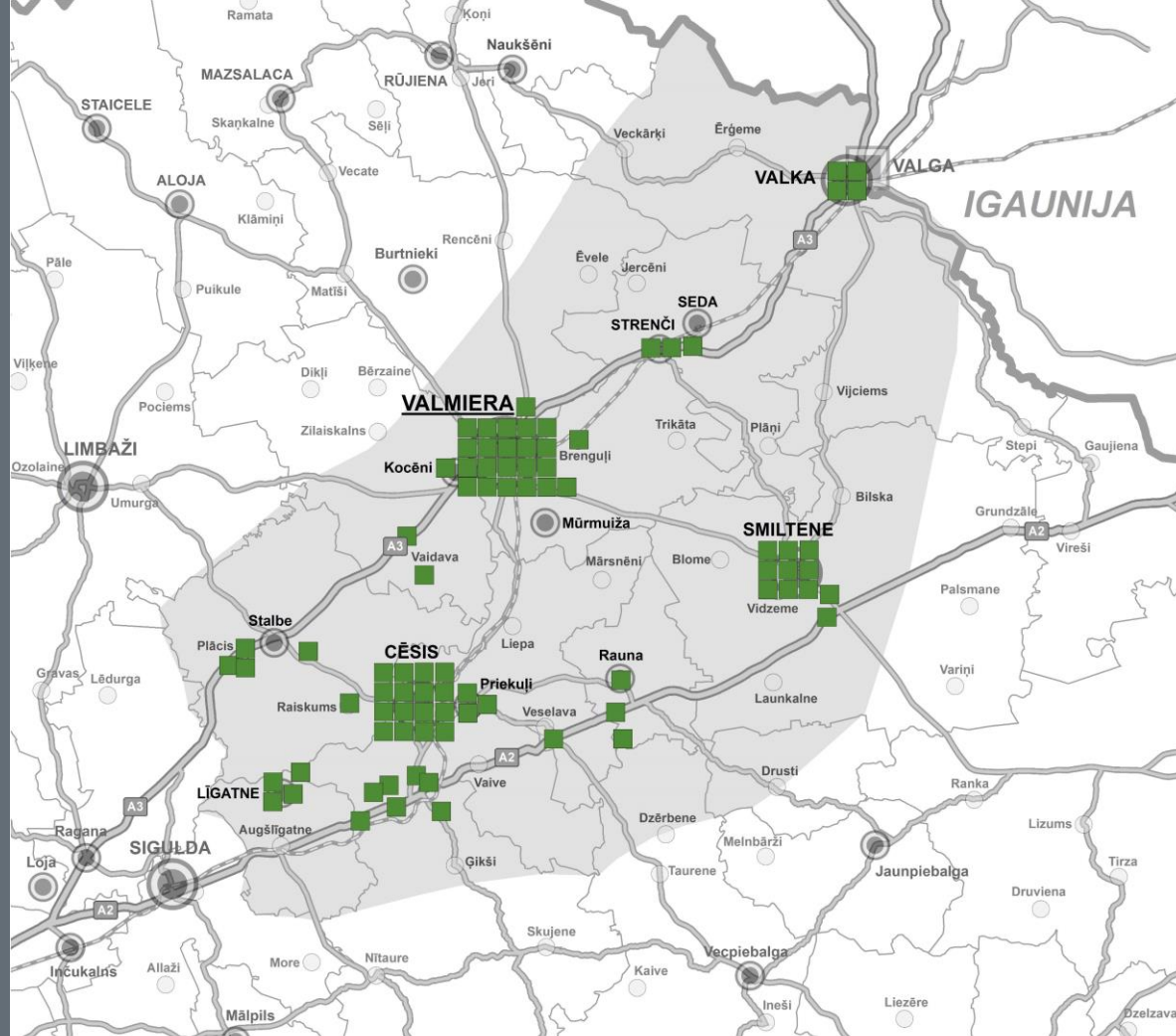
 10 kilometru sasniedzamība ap autoostu un dzelzceļa staciju



Dzelzceļa pasažieru skaits maršrutā Rīga-Lugaži-Valga VIA Hanseatica ietekmes areālā (Līgatne-Valga) 2019. gadā







Summary

VIA Hanseatica and its adjacent area serve as an important tourism development corridor, however, one of the limiting factors for achieving its full potential is the availability and quality of transport services.



Both local and foreign tourists, looking for an alternative means of transport for personal road transport, face the fragmentation of the proposed transport solutions, the lack of digitally available information, as well as the inconvenience of public transport use and the incompatibility of scheduling times, which restricts convenient movement between several tourism sites in the vicinity of the transport corridor.



When choosing personal road transport, tourists face different barriers, such as the quality of infrastructure (road condition, lack of road navigation signs).



“Where do we want to be?”

=

“Vision”



Method

Research + multiple workshops with stakeholders.



Vision: The VIA Hanseatica tourism corridor is the connecting wire between the most demanding destinations – Riga, Gauja National Park and Tartu, which provides extensive, convenient, efficient and environmentally friendly mobility opportunities

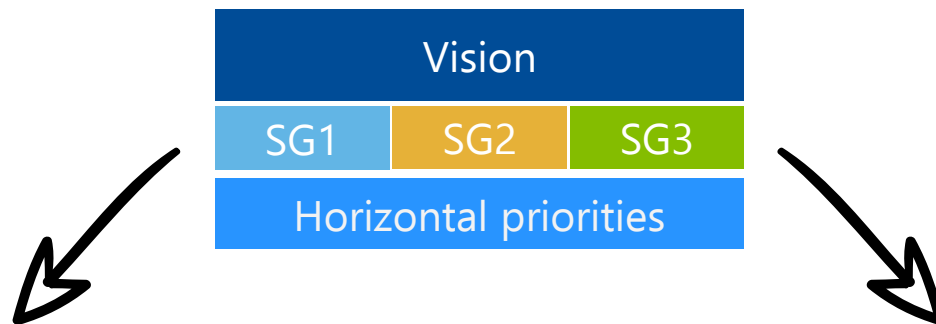
SG1: Improve the speed and efficiency of traffic flow

SG2: Develop information systems for tourism and mobility

SG3: Increase tourist flow in the VIA Hanseatica tourism corridor

Horizontal priorities: adaptation to climate change and environmental impact, environmental accessibility, cooperation, communication and management

SG – strategic goals



Technical solutions
(often hard investments)

Non-technical solutions
(often soft investments)

*Visit the project website – balticloop.eu to explore our in-depth research findings.



Accessibility of mobility services and infrastructure is one of the main prerequisites for the development of the tourism route VIA Hanseatica.



The overall traffic flow will be made more efficient by (...) enabling different modes of transport to be used for the first/last km and introducing new mobility opportunities in the area.





The key to public transport is its availability, both in terms of routes and number of journeys, and modern and environmentally friendly passenger services.



Convenient connections between different types of public transport and routes will also improve passenger traffic by strengthening the role of public transport and will allow to reduce travel time.



THANK YOU.

