



## “Explore HANSA” in ITB Berlin 2018

In March 7–11, 2018, the project will participate in one of the largest tourism trade fairs – ITB Berlin (Internationale Tourismus-Börse Berlin) in Germany to introduce the international audience to our cities and our products.

The power of the Hansa during medieval times is well-known. But it is kind of a secret gem that the Hansa is a living network today: 190 cities in 16 countries are members. The Hansa carries the label of certified Cultural Route of the Council of Europe and thus focuses on cultural tourism.

The project HANSA is also part of the activities of the modern Hansa network (die Hanse). It unites 9 small and enchanting Hanseatic cities, rich in heritage and tradition, – Visby in Sweden, Pärnu and Viljandi in Estonia and Cēsis, Koknese, Kuldīga, Limbaži, Straupe and Valmiera in Latvia.

The cities are real hidden treasures, worthwhile to experience and explore.

They offer various experiences:

- ✓ A cosy weekend to enjoy local specialities
- ✓ Active holiday by biking, walking or trekking
- ✓ Exciting authentic Hanseatic Festivals
- ✓ Splendid scenery for nature lovers

Anyone interested in experiencing the Hansa of modern times is most welcome to visit our "Explore HANSA" stand in **Hall 18/106**. The visitors will have a chance to test their knowledge about our cities and participate in a quiz game, and we will offer a small degustation of local specialities.

By visiting us at the stand, there will be also a possibility to sign up for one of our FAM-trips that will be organised for tour operators and media representatives during the summer 2018.

For more information or arrangement of an individual meeting at the ITB Berlin with the Project Manager, Vice President and Route Manager of the Hansa, **Inger Harlevi**, please send an e-mail to:

[inger.harlevi@balticness.se](mailto:inger.harlevi@balticness.se)



About the HANSA project:

From October 2015 to December 2018 11 partners from Latvia, Estonia and Sweden work on the project "Hanseatic Approach to New Sustainable Alliances" (HANSA). The project is implemented with the support from the European Regional Development Fund Central Baltic Programme 2014-2020. The aim of the project is to enhance the values of the historical Hanseatic League.

