


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	<b>Gauja River Tram: Water Bus (P11)</b>
2.	Precise theme / issue of the practice	"Dedicated" mobility initiatives: social, leisure, tourism.
3.	Objectives of the practice	To offer a chance for the residents of Valmiera and tourists to move in an interesting and attractive way – to take a drive by Gauja river with Gauja tram and look at the most beautiful sights of Valmiera.
4.	Location	<ul style="list-style-type: none"> <li>- Country: Latvia</li> <li>- Area or district, or municipal territory: Valmiera</li> </ul>
5.	<b>Detailed description of the practice</b>	
<p><u>Origin:</u> The project is realized by private initiative. Its developer - Active Tourism Centre „Ezi” Ltd.</p> <p><u>Timescale:</u> Chance to go for a drive by Gauja river with Gauja tram was offered on 12th of May, 2012. Journeys take place from May to September.</p> <p><u>Bodies involved / implementation:</u></p> <ul style="list-style-type: none"> <li>• Active tourism Centre „Ezi” Ltd</li> <li>• Valmiera City Council</li> </ul> <p><u>Process and detailed content of the practice:</u></p> <p>With the opening of summer tourism season in Valmiera in May 12, the first water tram line in Latvia starts to run by Gauja river in the heart of the city. Gauja tram runs in the city center at certain times, allowing both city dwellers and guests of the city to explore notable sights of Valmiera from Gauja. One journey takes 30-40 minutes.</p> <p>Tram was not bought abroad, but thanks to Valmieras manufacturing companies, made right here in Valmiera. Tram is modern, eco-friendly, accessible to people with disabilities. This mode significantly facilitates movement for guests, who are able to get to the various attractions and tourist sites easily and quickly.</p>		

	<p><u>Legal framework:</u></p> <p>Project has been implemented, obtaining all necessary approvals in Valmiera City Council and the Nature Conservation organisations.</p> <p><u>Financial conditions:</u></p> <p>Project has been implemented on the basis of private initiatives for private funds. The extent use of results (%):</p> <ul style="list-style-type: none"> <li>• Users of the total population (if is it possible) 4678 persons including 73 groups (20 persons per group) have used Gauja tram in 2012.</li> <li>• 50% of the individual passengers used it in various events in Valmiera but others just on the weekends.</li> </ul>	
6.	<p><b>Evaluation</b></p>	<p><u>Possible demonstrated results (through indicators):</u></p> <p>The project has justified itself. Gauja tram is in one of the top 3 most visited tourism sites in 2012. A great benefit is the name of the city, as a tourist destination, promotion.</p> <p><u>Possible success factors:</u></p> <p>This is the first river tram in Latvia. With its uniqueness and appeal it attracts tourists in Valmiera. By implementation of the project Gauja, that is located in the heart of Valmiera, was not available in an interesting way to city dwellers and visitors. Gauja tram lets to look at the city from a different perspective. One of the biggest success factors - the title contains the word TRAM.</p> <p><u>Difficulties encountered:</u></p> <p>The relatively short season - from May to September.</p> <p>Variable weather.</p> <p>Journeys are possible just outside Gauja NP, because, in order to move against the stream, the engine is used and in the Gauja NP area that is prohibited.</p>
7.	<p><b>Lessons learnt from te practice</b></p>	<p>Spontaneous idea with a unique vision can become a top item and a "hit", and start new traditions.</p>
8.	<p><b>Contact information</b></p>	<p>Active Tourism Centre "Ezi" Ltd  VAT number: LV 44103021242  Address: Beate street 30a  Valmiera, LV – 4201  Phone: + 371 64207263  Fax: + 371 64281763  E- mail: <a href="mailto:ezi@ezi.lv">ezi@ezi.lv</a></p>

9.	<b>More interesting information</b>	<ul style="list-style-type: none"><li>• Additional information provided by the respondent <a href="http://www.valmiera24.lv/zinas/48/136526">http://www.valmiera24.lv/zinas/48/136526</a> <a href="http://www.ezi.lv/lv/notikumi/saturs/gaujas-tramvajs?page=lv/notikumi/saturs/gaujas-tramvajs">http://www.ezi.lv/lv/notikumi/saturs/gaujas-tramvajs?page=lv/notikumi/saturs/gaujas-tramvajs</a></li><li>• Various documents (reports, presentations)</li></ul>
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