

You will find the Navicup 'From the Capital to the Russian Border' map in the Navicup mobile phone app. Use the QR code to access the map.
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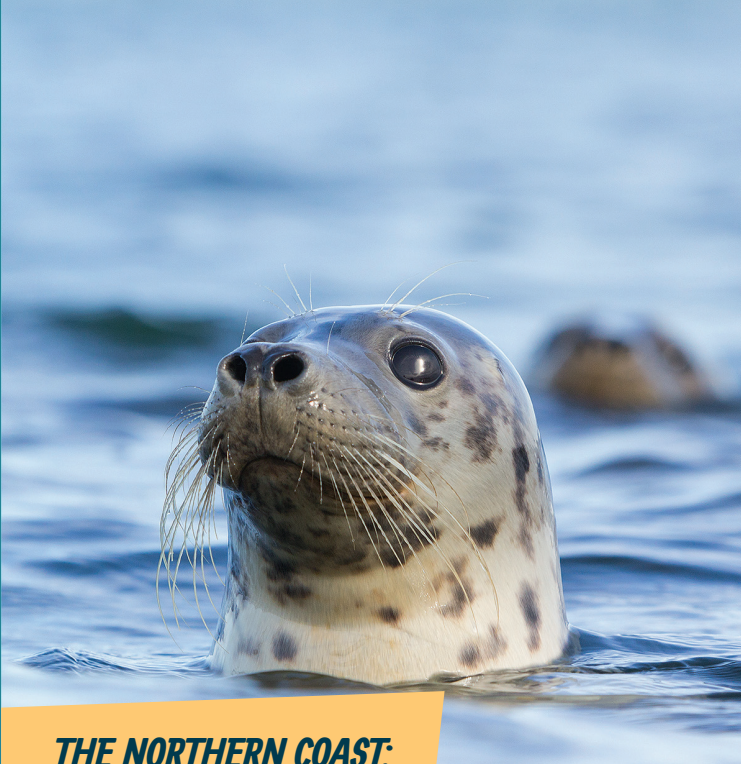


You will find the Navicup 'From the Capital to the Russian Border' map in the NAVICUP mobile phone app. Use the QR code to access the map. In the app you will find the latest information on attractions and events and you can also browse photos and read comments. The app can also guide you there.



THE NORTHERN COAST: FULL OF SECRETS AND UNEXPLORED PLACES

The northern coast runs along the Gulf of Finland – and by car you can get from the capital to the Russian border in as little as two-and-a-half hours. The most enjoyable vistas definitely open up when you turn off the highway. Take the time to come and explore the beautiful nature that the northern edge of Estonia has to offer. You will find high-quality local food, the best wine producers, exciting adventure parks, an enjoyable and relaxing time in the great outdoors, hiking trails and the once-prominent manor culture. Come in good company – by bike, on a hike, by train, by car or on the water. The north coast is worth exploring!



THE FORGOTTEN POSTAL ROAD OF THE NORTHERN COAST



One of the most important postal routes in times past ran from Reval (now Tallinn) to St Petersburg. Tracing the road all the way to the border of the Petersburg Governorate, there were eleven postal stations within Estonian territory: Reval, Jõelähtme, Kahala, Loobu, Põdruse, Pikaristi, Varja, Jõhvi, Voka, Vaivara and Narva. Between the postal stations moved both mail and people – these were major arteries, close to which lodgings and inns sprang up. Inn-keeping was an important source of income and was among one of the privileges of the nobility. The inn was rented to an entrepreneurial farmer who was not inclined to drink. The inn-keeper offered drinks, but simpler food was also available: potatoes, fried meat, herring and sauce. Among Estonians, the so-called merchant class developed. Times have changed, demands have grown and the modern traveller wants the best food, the best accommodation, a relaxing natural environment, exciting adventures and much more – all of which can be found along the northern coast.



TRAVEL FROM THE CAPITAL TO THE RUSSIAN BORDER!

This project is designed to boost the popularity of the northern coast as a key tourism destination. This collaborative effort will give entrepreneurs along the northern coast more opportunities to work together. It emphasises the importance of the historic postal road, thanks to which people with initiative were able to get into business and start working together in the first place. The beneficiaries of the project are the entrepreneurs and tourists who use the area's services. The project invites people to make stops on their journeys and discover a range of flavours, experiences and sights.

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RURAL LIFE IS DEVELOPED WITH THE SUPPORT OF THE LEADER MEASURE AND THE EUROPEAN MARITIME AND FISHERIES FUND.

The partners in the project are five action groups and one fishing initiative group.

The project's chair is the NGO North-Harju Collaborative Assembly - www.leaderph.ee and the partners are the NGO Development Centre - www.arenduskoda.ee, the NGO Partners - www.mtupartnerid.eu, the NGO Viru County Collaborative Assembly - www.viko.ee, the NGO North-East Coast Collaborative Assembly - www.kirderannik.ee and the fishing initiative group Viru County Coastal Fisheries Association - www.vrky.ee.



FROM THE CAPITAL TO THE BORDER TOWN



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