



2014-2020 Operational  
Programme for the  
European Union Funds  
Investments in Lithuania

### Information about the project

Project promoter	Public institution "Keliauk Lietuvoje"
Project name	The promotion and advertisement of natural and cultural heritage objects of Lithuania in foreign websites, social websites and publications
Project No	05.4.1-LVPA-V-812-01-0007
Operational programme	Operational Programme for the European Union Funds' Investments in 2014-2020
Priority	Priority Axis 5: Environment, sustainable use of natural resources and adaptation to climate change
Goal	To promote domestic, inbound tourism and responsible tourism by marketing natural and cultural objects and national tourism trails, routes, cultural routes, by advertising in various communication channels in Lithuania and foreign countries, and by producing publications
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	860 123,82 Eur The project is funded by the European Regional Development Fund and the state budget of the Republic of Lithuania
The beginning of the project implementation	19/04/2016
The end of the project implementation	30/12/2020

#### **A short description of the project.**

The project aims to promote domestic, inbound tourism and responsible tourism by marketing natural and cultural objects and national tourism trails, routes, cultural routes, by advertising in various communication channels in Lithuania and foreign countries, and by producing publications.

#### **Activities, implemented in the project:**

1. The production of the concept of a tourism trademark, a logo (graphic image) and its usage book (guide), as well as no less than 2 slogans;
2. The creation and production of no less than 1 batch of representative souvenirs promoting the brand in order to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
3. The production of no less than 11 presentations for domestic and inbound tourism to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;

4. The implementation of marketing in social media and advertisement in websites and content marketing to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
5. The production of no less than 1 promotional video to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
6. The production of no less than 2 promotional videos for foreign markets to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
7. The production of no less than 4 promotional films for foreign markets and 1 video film introducing the active tourism opportunities in Lithuania to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
8. The production and hosting on websites of no less than 3 virtual reality videos to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
9. The implementation of marketing activities and measures aimed at spreading information about the natural and cultural heritage of Lithuania for people of Jewish descent in Israel, the USA and RSA;
10. The implementation of visual advertisements online and mobile marketing to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
11. No less than 1 idea of a video for a promotional campaign and management of its implementation to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
12. The production of no less than 1 video to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
13. The purchase of media tools in target foreign markets to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their visibility and number of visits;
14. The production and publishing of no less than 10 publications aimed at introducing and promoting trails, cultural routes, prioritized tourism products covering cultural and natural heritage objects in Lithuania.

The goal and the activities of the project are in line with objective 5.4.1 "Enhance relevance, number of visits and visibility of cultural and natural heritage objects, including public awareness on the surrounding environment" of the priority axis 5 "Environment, sustainable use of natural resources and adaptation to climate change" of the Operational Programme for the European Union Funds' Investments in 2014-2020, the goal of measure No 05.4.1-LVPA-V-812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure" – to enhance the number of visits and visibility of cultural and natural heritage objects.