



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 of natural and cultural heritage objects (resources) of Lithuania to remote inbound tourism markets
Project No	05.4.1-LVPA-V-812-01-0005
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 responsible and inbound tourism from Japan, China, the United States of America (USA) and Israel by marketing natural and cultural heritage objects and national tourism trails, routes and cultural routes
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	1 240 096,95 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	29/12/2015
The end of the project implementation	30/11/2020

A short description of the project.

The project aims to promote responsible and inbound tourism from Japan, China, the United States of America (USA) and Israel by marketing natural and cultural heritage objects and national tourism trails, routes and cultural routes.

Activities, implemented in the project:

1. The implementation of no less than 19 comprehensive tourism marketing measures in Japan, China and the USA to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their relevance, number of visits, visibility, public awareness of them;
2. The implementation of no less than 4 promotional campaigns in the market of Israel 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 organization of no less than 10 tourism events in the markets of China, the USA and Israel 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 organization of no less than 7 sightseeing tours in Lithuania for the journalists and tourism specialists of Japan, China, the USA and Israel to introduce and promote national

tourism trails, routes, cultural routes, natural and cultural heritage objects to enhance their visibility and number of visits;

5. The organization of the participation in no less than 9 international tourism exhibitions in China, the USA and Israel 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.

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.