



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 tourism markets of Lithuania and Poland and content production
Project No	05.4.1-LVPA-V-812-02-0004
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 tourism, domestic and inbound tourism, enhance the number of visits and visibility of cultural and natural heritage objects (resources) in Lithuania by marketing these objects (resources) in markets of Lithuania and Poland and by producing content for domestic and inbound tourism markets.
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	642 156,96 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	24/10/2018
The end of the project implementation	31/01/2022

A short description of the project.

The project aims to promote responsible tourism, domestic and inbound tourism, enhance the number of visits and visibility of cultural and natural heritage objects (resources) in Lithuania by marketing these objects (resources) in markets of Lithuania and Poland and by producing content for domestic and inbound tourism markets.

Activities, implemented in the project:

1. An evaluation study of the attractiveness of tourist areas in Lithuania;
2. A domestic tourism study;
3. The organization of 2 promotional events with sightseeing tours for the specialists of Lithuanian tourism;
4. The organization of no less than 2 sightseeing tours for the journalists of Lithuania;
5. The participation in no less than 6 major events in Lithuania;
6. The organization of no less than 1 expertise improvement seminar for the tourism specialists of Lithuania;
7. The implementation of an e-marketing campaign in Poland;

8. A study of the efficiency of promotional activities by surveying 150 respondents in the market of Poland;
9. The organization of no less than 2 sightseeing tours in Lithuania for media representatives of Poland;
10. The production and distribution of no less than 4 newsletters (electronic publications) aimed at the markets of inbound tourism;
11. The production of no less than 4 promotional videos representing tourism opportunities in Lithuania, covering natural and cultural heritage objects;
12. The implementation of no less than 4 promotional/communication campaigns in 4 social media accounts.

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.