



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 inbound tourism markets of Italy, France, Spain, Belgium and the Netherlands
Project No	05.4.1-LVPA-V-812-01-0004
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 and inbound tourism by marketing natural and cultural objects and tourism trails, routes, cultural routes in markets of Italy, France, Spain, Belgium and the Netherlands by organizing tourism events in Lithuania for the representatives of all 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	1 123 861,91 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	04/07/2016
The end of the project implementation	26/12/2021

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

The project aims to promote responsible and inbound tourism by marketing natural and cultural objects and tourism trails, routes, cultural routes in markets of Italy, France, Spain, Belgium and the Netherlands by organizing tourism events in Lithuania for the representatives of all inbound tourism markets.

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

1. The implementation of no less than 17 comprehensive tourism marketing measures in the tourism markets of Italy and France 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;
2. The implementation of no less than 7 promotional campaigns in the markets of Spain, Belgium and the Netherlands 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 9 series of sightseeing tours in Lithuania for the journalists and tourism specialists of Italy, France, Spain, Belgium and the Netherlands to introduce and promote national tourism trails, routes, cultural routes, natural and cultural heritage objects to enhance their visibility and number of visits;

4. The organization of the participation in no less than 3 international tourism exhibitions in France 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 organization of 2 tourism events in the market of Spain 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 organization of tourism event for the representatives of inbound tourism markets of Germany, the United Kingdom, Sweden, Italy, France, Norway and others 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.