



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 important inbound tourism markets
Project No	05.4.1-LVPA-V-812-01-0003
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 domestic tourism by marketing natural and cultural heritage objects and national tourism trails, routes, cultural routes
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	883 058,71 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	20/04/2016
The end of the project implementation	30/11/2020

A short description of the project.

The project aims to promote responsible and domestic tourism by marketing natural and cultural heritage objects and national tourism trails, routes, cultural routes.

Activities, implemented in the project:

1. The implementation of no less than 3 promotional radio campaigns 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;
2. No less than 4 series of television shows 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;
3. The development and production of no less than 3 promotional 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;
4. The implementation of the production and broadcasting of no less than 3 marketing activities in television 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;
5. The organization of no less than 8 domestic tourism promotional events 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;

6. The organization of no less than 4 tourism expertise improvement seminars for the specialists of the domestic tourism market 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 organization of no less than 7 series of sightseeing tours in Lithuania for the journalists of 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 organization of the promotion of no less than 12 tourism possibilities in major events 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;
9. No less than 4 domestic tourism studies.

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.