



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-812-01-0002
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 and to promote responsible tourism by marketing natural and cultural objects and national tourism trails, tourism routes, cultural routes in the markets of Belarus, Poland, Russia, Ukraine, Latvia and Estonia.
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	873 800,03 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	31/08/2021

A short description of the project.

The project aims to promote responsible and inbound tourism and to promote responsible tourism by marketing natural and cultural objects and national tourism trails, tourism routes in the markets of Belarus, Poland, Russia, Ukraine, Latvia and Estonia.

Activities, implemented in the project:

1. The implementation of no less than 34 promotional campaigns in the markets of Poland, Russia, Ukraine, Latvia and Estonia to introduce and promote national tourism trails, routes, cultural routes and prioritized tourism products covering cultural and natural heritage objects to enhance their relevance, visibility, number of visits, public awareness of them;
2. The organization of no less than 22 tourism events in the markets of Belarus, Poland, Russia, Ukraine 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 sightseeing tours in Lithuania for the journalists and tourism specialists of Belarus, Poland, Russia and Ukraine 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 6 international tourism exhibitions in Belarus and Latvia 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.