



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 Germany and the United Kingdom
Project No	05.4.1-LVPA-V-812-02-0001
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 and inbound tourism, enhance the number of visits and visibility of cultural and natural heritage objects (resources) in Lithuania by marketing these objects (resources) and national tourism trails, routes, cultural routes in markets of the United Kingdom and Germany.
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	855 116,69 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	30/09/2022

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

The project aims to promote responsible and inbound tourism by marketing natural and cultural objects and national tourism trails, tourism routes, cultural routes in target markets of the United Kingdom and Germany.

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

1. The implementation of no less than 9 tourism marketing measures in Germany and the United Kingdom 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 5 promotional campaigns in the markets of the United Kingdom and Germany;
3. 2 studies of the efficiency of promotional activities in the markets of Germany and the United Kingdom by surveying 150 respondents in each study;
4. The organization of no less than 8 sightseeing tours in Lithuania for the journalists, tourism influencers and tourism specialists of Germany and the United Kingdom to introduce and promote national tourism trails, routes, cultural routes, natural and cultural 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.