



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 Sweden, Norway, Finland and Denmark
Project No	05.4.1-LVPA-V-812-01-0006
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 encourage inbound tourism and promote responsible tourism by marketing natural and cultural objects and national tourism trails, routes, cultural routes in markets of Sweden, Norway, Finland and Denmark
Measure	No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure"
Project funds	1 021 091,90 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	30/11/2020

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

The project aims to encourage inbound tourism and promote responsible tourism by marketing natural and cultural objects and national tourism trails, routes, cultural routes in markets of Sweden, Norway, Finland and Denmark.

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

1. The implementation of no less than 16 comprehensive tourism marketing measures in Sweden and Norway 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 2 promotional campaigns in Finland 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 series of sightseeing tours in Lithuania for the journalists and tourism specialists of Sweden, Norway, Finland and Denmark 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 10 international tourism exhibitions in Sweden, Norway and Finland 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.