

Interreg



Co-funded by
the European Union

Latvia – Lithuania

Novelties and challenges in tourism & information for inspiration

Thematic seminar on
Priority IV “Economic potential of tourism and heritage”
for the potential applicants

Tourism novelties and awards

“Go Vilnius” and “Google Street View” project

The Observatory of the Loud Silence



Lukiskes prison 2.0



Tourism novelties and awards

Livani glass and craft center



Former railway station Airīte



Success of advertising

Interreg



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Lithuania and Vilnius once again achieved worldwide recognition for their tourism marketing campaigns. The tourism promoting video "Lithuania. Discover colors you never knew existed" was announced as a winner in the countries category at the prestigious tourism film festival

https://www.youtube.com/watch?v=vnj8fpNQJgk&ab_channel=LithuaniaTravel

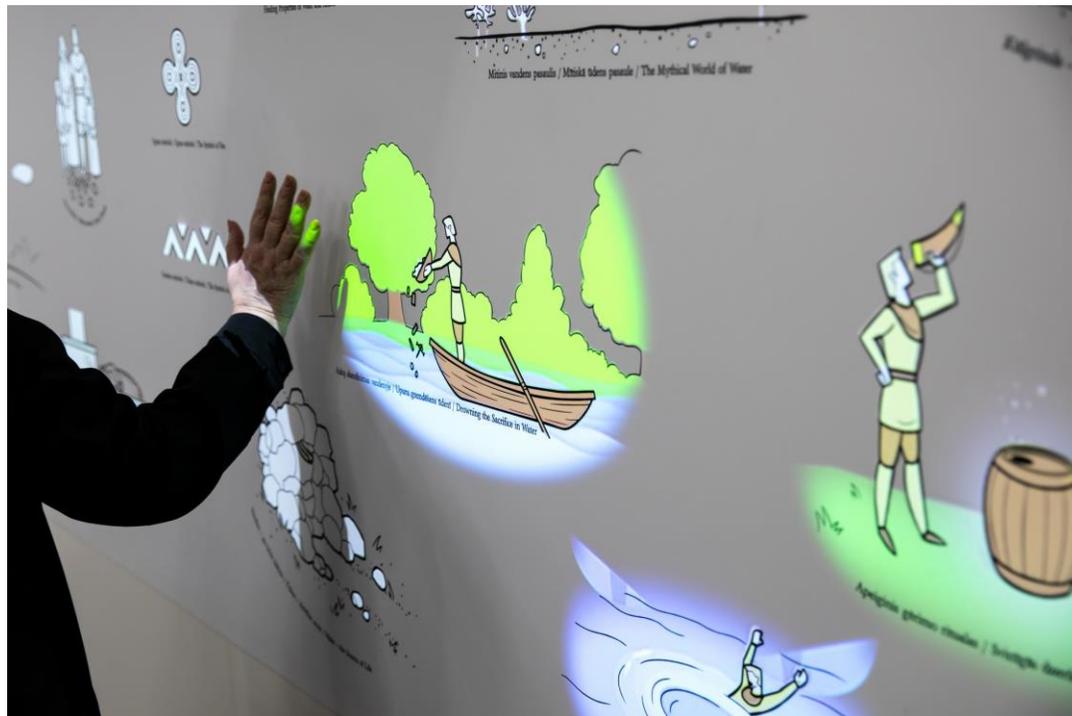
Latest series of advertisements are targeted at tourists from Latvia

https://www.youtube.com/watch?v=s2_ci17o7Rl&ab_channel=LithuaniaTravel



Supported results in tourism field in 2014-2020 period

LLI-187 International cultural route "Balts' Road" (Balts' Road)



Project has created a cross-border itinerary "Balts' Road" and promoted. The attractiveness of the routes is presented in a brochure with more than 100 objects and stories related with ancient times and maps with 140 objects.

https://www.youtube.com/watch?v=6_1mDUmz53A&ab_channel=Balt%C5%B3kelias

Supported results in tourism field in 2014-2020 period

LLI-448 Development of Forest trail In Latvia and Lithuania and expanding the Baltic Coastal Hiking route in Lithuania (Hiking project)



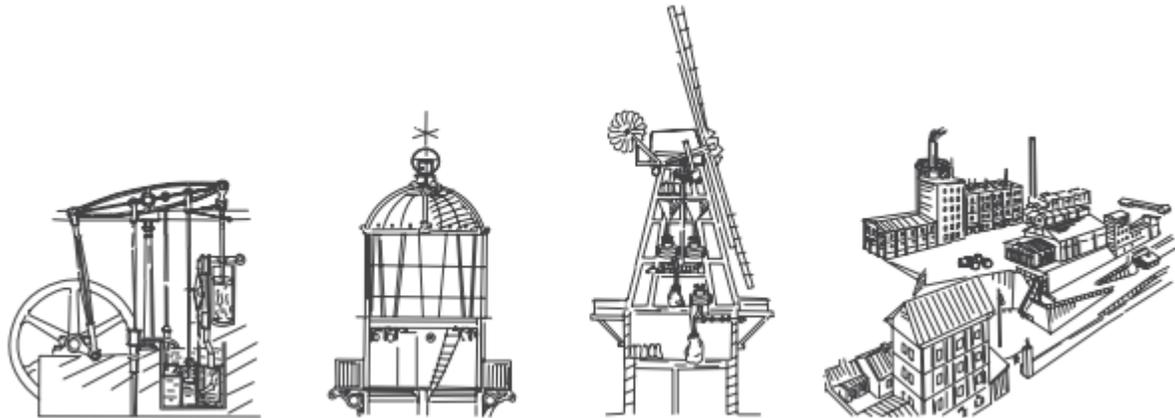
The Forest Trail in Latvia and Lithuania, and The Baltic Coastal Hiking Route in Lithuania were developed and promoted. Both link with the existing long distance hiking trails and fill the gap in long-distance hiking trail network.

https://www.youtube.com/watch?v=EmdjpMGul1w&t=69s&ab_channel=ForestTrail

Results in tourism field in Interreg

Industrial Heritage

A new tourism product - [Industrial heritage route](#) was created, which has 5 thematic sub-routes - mills and hydroelectric power stations, old manufacturing sites, railway heritage, lighthouses, and water towers and route maps cover in total 85 sites.



https://www.youtube.com/watch?v=SpIGLcK2xTI&t=3s&ab_channel=IndustrialHeritageinLatviaandEstonia

Results in tourism field in Interreg

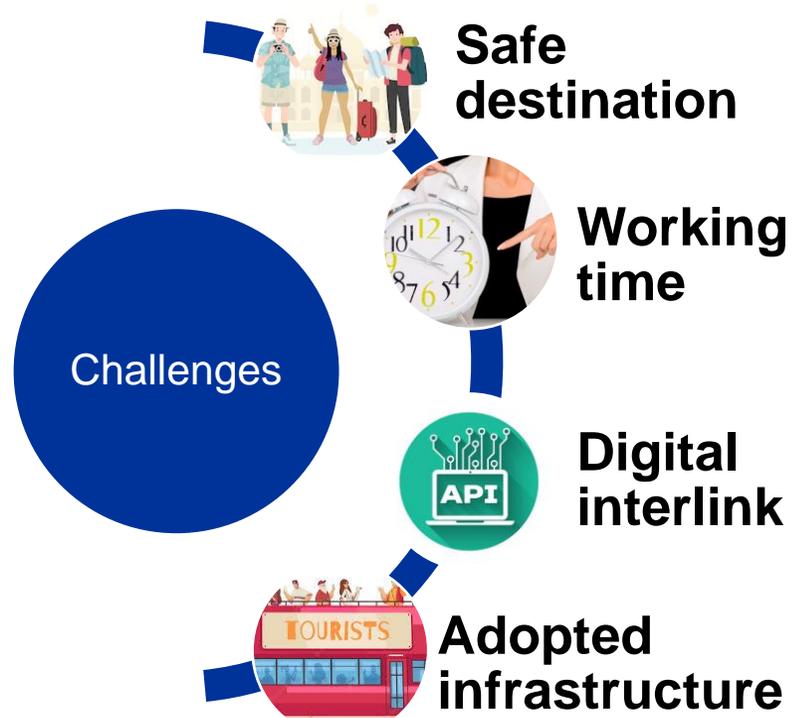
Green Pilgrimage

The increased popularity of long-distance routes highlighted the challenge to protect natural and cultural heritage faced by those responsible for Europe's major pilgrimage routes. Project worked with policy makers on how to protect natural and cultural heritage by developing low impact tourism.



https://www.youtube.com/watch?v=reSeiBiFIZI&ab_channel=KentDownsAONB

Challenges



- Informative campaigns
- International exhibitions

- Longer working hours
- Working when everybody else is not working
- Availability without prior registration

- Application Programming Interface
- Website = Application = Info terminal

- Sufficient place for activities of group of tourists (56 people)
- Sufficient facilities, adopted for different seasons and weather conditions

Trends in tourism

EURONEWS. TRAVEL 2023

Regenerative
Travel 1



The focus will move towards **nature positive** and carbon neutral/ positive travel. This means eco-friendly solution, environmentally friendly transport and actively helping to save the places and wildlife.

2 Virtually
Enhanced
Destinations



Virtual and augmented reality (VR) can transport travelers back in time, reconstruct important relics or even suggest what they might come to look like in the future. VR is seen as a complementary to an actual visit, adding a new perspective on the destination.

Trends in tourism

EURONEWS. TRAVEL 2023



As travelers look for ways to be more ecofriendly, a handful of private companies are reviving night **trains** across Europe: **rail travel** hasn't looked this exciting for decades.



Digital assets are about to break into the travel industry. And while they could be more relevant to the luxury travel market, providing an extra tier of exclusivity, they can also be used to support fundraising and sustainability of the objects.

Trends in tourism

EURONEWS. TRAVEL 2023



Electric transport technology is changing the way tourists can experience a destination. Following the recent global e-bike boom, electrically powered scooter tours, sledging, boat trips and safaris are all starting to take off.



A growing number of people prefer staying in the **huts and cabins** instead of hotels as they desire to be closer to the nature. High demand for **traveling with campers and vans** requires investments in relevant infrastructure.

Trends in tourism

EURONEWS. TRAVEL 2023

Journeys with
Momentum

7



Remote and hybrid workers want more **exercise and movement** in their lives to regain balance they've lost in the daily routine by staying at home instead of travelling to work.



8

Hyper
Personalisation

Personalised service has always been a marker of luxury travel, but now switched-on travel businesses are going the extra mile with unique, one-off experiences for guests. Travelers are beginning to demand **more personalised travel regardless of budget.**

Where to inspire for project ideas?

Latvia-Lithuania Programme 2014-2020

- <https://2014-2020.latlit.eu/>

Latvia-Lithuania Programme 2014-2020 Capitalisation database

- <https://2014-2020.latlit.eu/project-results/>

Databases on projects of Interreg programmes

- <https://www.interreg.lv/>
- <https://keep.eu/>



DREAMS
DON'T WORK
UNLESS
YOU DO