

LITHUANIA TRAVEL

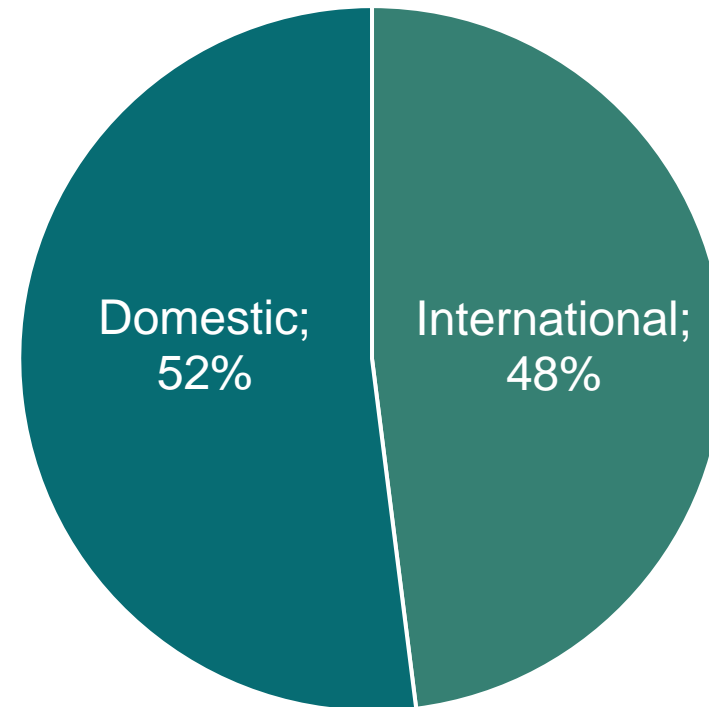
Dealing with shifting travel
behaviour

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Domestic tourism 2019

- Historically Lithuania has a strong market share in domestic travel
- Rural tourism, seaside and main resorts have lower seasonality fluctuations due to domestic travel

Tourist arrivals



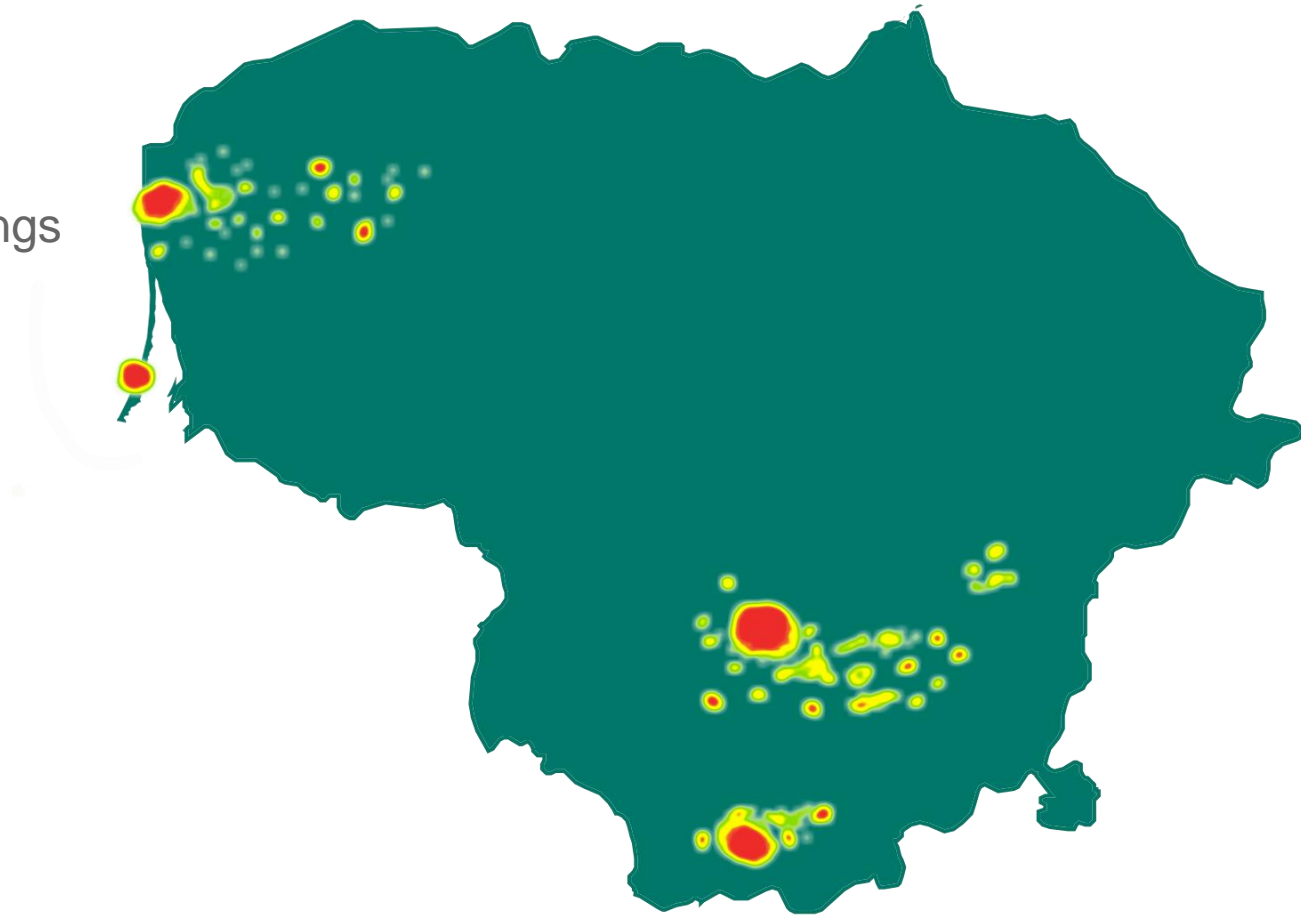
International and domestic travel expenses

- In 2019, citizens of Lithuania have purchased travel services from foreign companies for 1,2 billions euros.
- At the same time, Lithuanian travel businesses have received over 1,3 billions euros from international tourists.
- An export of travel services exceed an import by 93 million euros.



Summer 2020: High Season

- Domestic travel increased
- Seaside, resorts, rural accommodations, campings received increased numbers of local tourists
- Regions, nature spots had historical highs of visitors
- Adjusted domestic marketing: new spots, new experiences, new services



Autumn 2020: Medics

State funded holiday for healthcare employees

- 65 000 people
- 200 EUR coupon
- 10 m EUR aid fund
- Accomodation suppliers, tour operators and travel agents services are eligible to participate
- September 1st – November 30th



Yet to be solved 2020: Cities

- Domestic travel has little impact in Vilnius Kaunas Klaipėda
- Tour operators and hospitality sector are in crisis
- New ideas and solutions needed



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