

Travel and Tourism - Lithuania - February 2015

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“Listed as a top ten destination to visit in 2015 by Lonely Planet, Lithuania is getting media coverage that will inevitably fuel its popularity as an interesting place for Europeans seeking new destinations for city breaks or alternative holiday destinations.”

This report looks at the following areas:

- What is the current socio-economic context in Lithuania and where is the role of tourism for its economy?
- What is the state of tourism services and infrastructure, including capacity and performance?
- What can we expect from Lithuania's tourism in the future?
- What are the current and future developments that are likely to impact the tourism sector in Lithuania?

Frequently described as one of 'Europe's best kept secrets', Lithuania has a modest reputation but a great deal to offer to its rising number of visitors. With a rich and preserved nature and an interesting mix of cultural heritage sites, including some from its Socialist period, it is attractive for a wide variety of travellers from Europe and the rest of the world. Lithuania is home to four UNESCO World Heritage List sites: Vilnius Historic Centre; Curonian Spit; Kernavė Archaeological Site (Cultural Reserve of Kernavė); and Struve Geodetic Arc.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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