



# FEASIBILITY STUDY OF THE DEVELOPMENT OF ANGLING TOURISM AND FISHING SECTOR IN LITHUANIAN SEASIDE MUNICIPALITIES

SUMMARY

2019 06 28

# Introduction

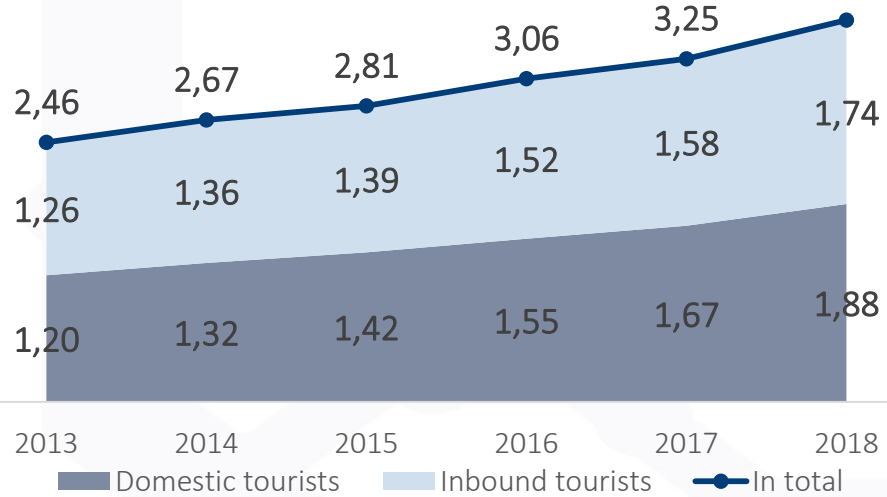
- Changing consumer behavior and lifestyles lead to increasing needs of tourists. The desire to get to know other cultures, gain unique experiences or acquire new skills encourages people to travel to other countries and gives opportunity for tour operators to offer new niche or personalized products. Tourism promotion campaigns also change over time - the growing importance of information technology in travel planning is leading to better and more comprehensive tourism promotion tools.
- Recreational fishing is also gaining in popularity as one of the categories of niche tourism - inshore and maritime tourism is a major maritime activity in Europe, and many local fishing companies are also active in tourism sector.
- Lithuania as a country is attractive for its geographical location and tourism resources. However, the potential of tourism is still not fully exploited due to the lack of awareness and recognition of the country and the lack of information on basic and niche tourism products, including angling tourism.
- The aim of the study is to systematically review the current tourism situation in Lithuania and its seaside, assess the supply and demand of niche tourism, including angling tourism, in the overall context of tourism products. In addition, the study reviews the best fishing tourism practices in Baltic region countries and offer recommendations for co-operation between countries as well as promotion of niche tourism products and recreational fishing in Lithuania.
- This summary in English includes the overview of the tourism situation in Lithuania, the analysis of three best foreign practices of angling tourism and the main findings of the whole study. The remaining sections of the study can be found in a full version of study in Lithuanian language.

An aerial photograph of a coastline. The top half of the image shows a vast, clear blue ocean extending to the horizon. The bottom half shows a sandy beach with gentle waves washing onto the shore, creating white foam. The sky is a pale, clear blue.

**OVERVIEW OF THE TOURSIM SITUATION IN LITHUANIA AND IN THE MUNICIPALITIES OF THE SEASIDE REGION**

# Number of tourists and trips in Lithuania is growing

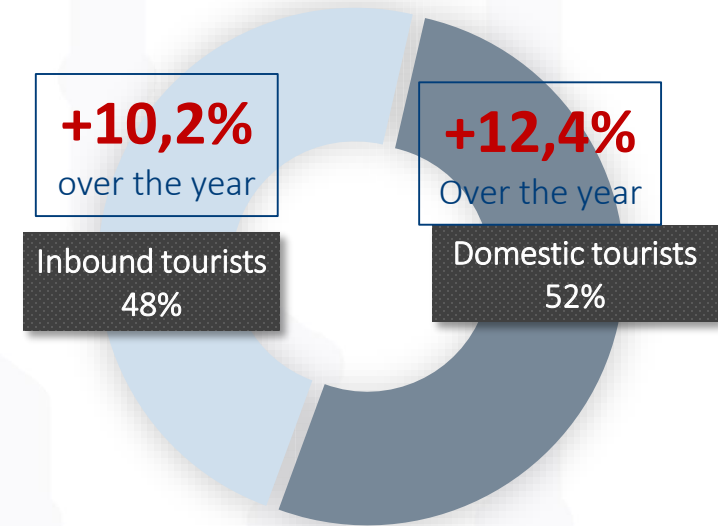
Number of tourists accommodated in accommodation establishments, million



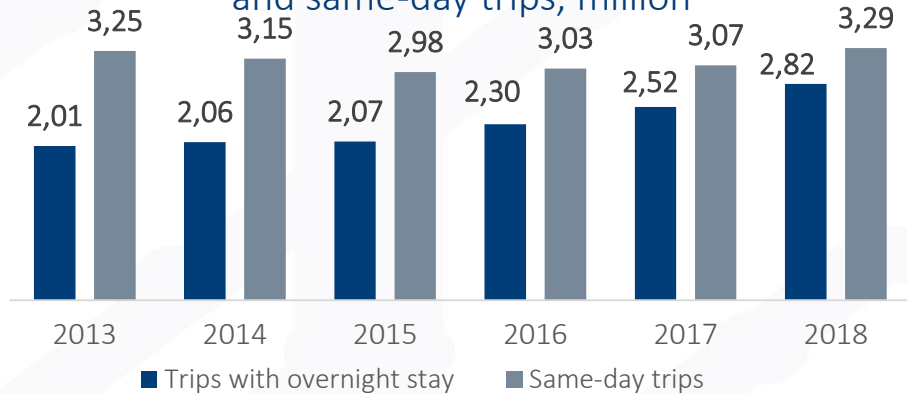
The total number of tourists increased by 47% in comparison with 2013.

Over the period 2013-2018, the number of domestic tourists increased by 56%, foreign tourists – by more than 38%.

Share of domestic and inbound tourists, 2018, %



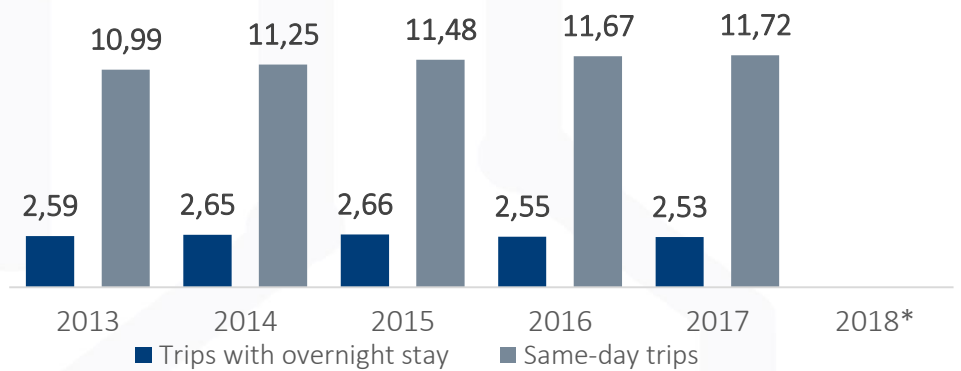
Number of inbound tourists' trips with overnight stay and same-day trips, million



The number of inbound tourists' trips with overnight stay, over the period 2013-2017 increased by 25%, domestic trips with overnight stay decreased by 2%.

Compared to 2013, the number of same-day trips by domestic tourist increased by 7%. The number of same-day trips in 2017 was 4,65 times higher than number of trips with overnight stay.

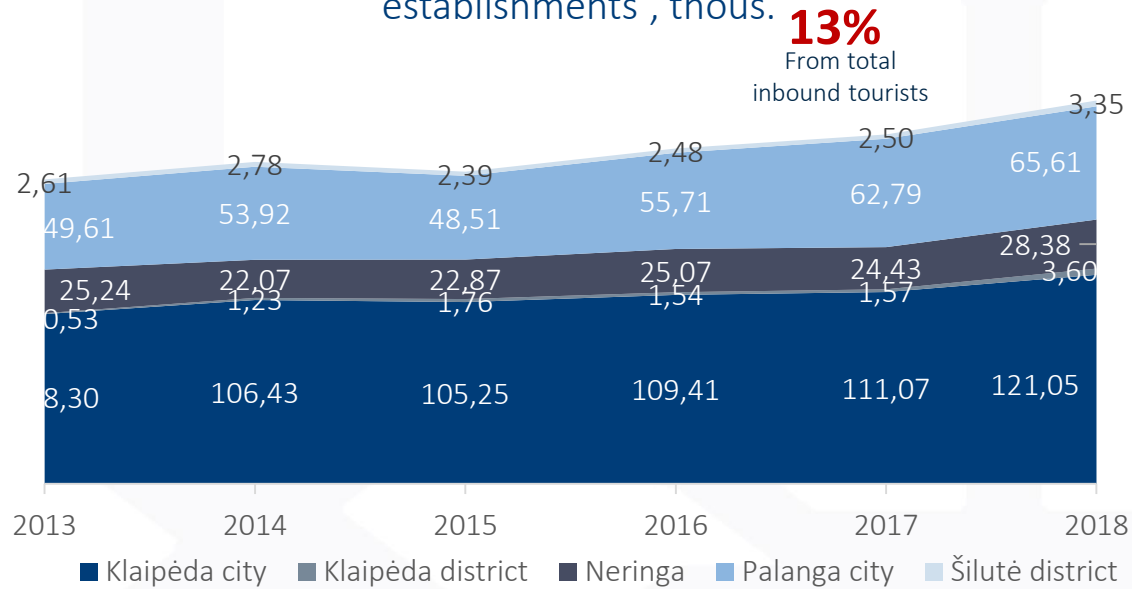
Number of domestic tourists' trips with overnight stay and same-day trips, million



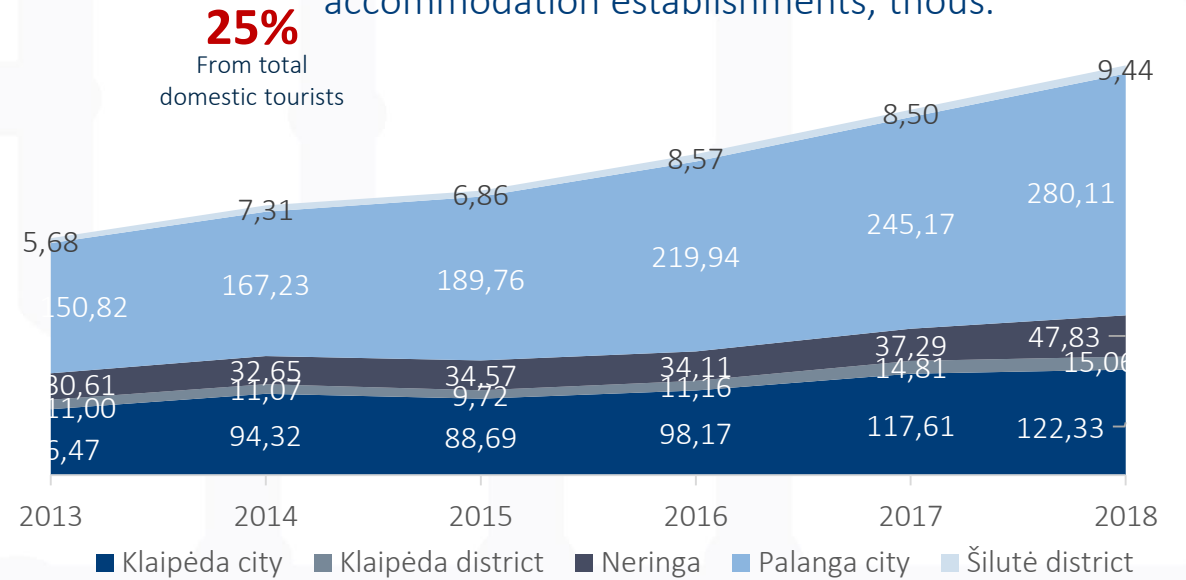
Source: Statistics Lithuania, \* n.d.

# Number of tourists in the Seaside region is increasing

Number of inbound tourists in the Seaside region's accommodation establishments, thous.



Number of domestic tourists in the Seaside region's accommodation establishments, thous.



In 2018, the number of foreign tourists in the Seaside region reached 222,0 thousand and accounted for 13% of all foreign tourists.

In 2018, the number of domestic tourists in the Seaside region reached 474,8 thousand (25% of all local tourists).

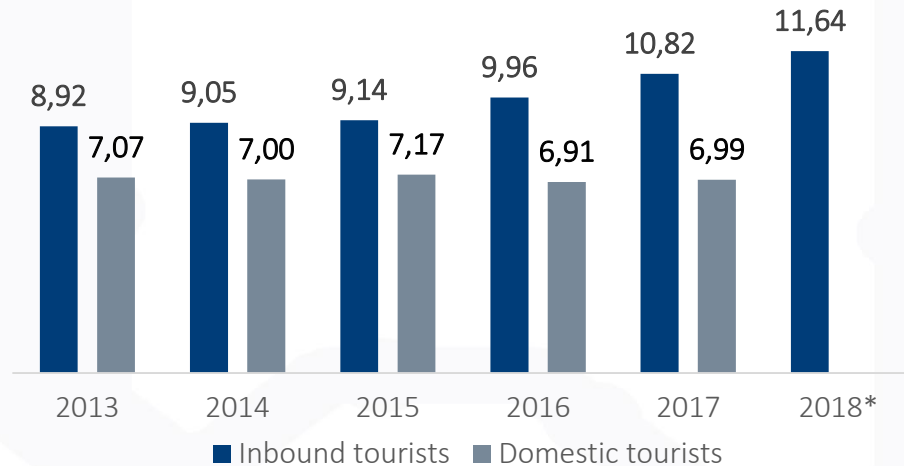
In 2018, the largest number of inbound tourists was in Klaipėda (25% of all inbound tourists) and Palanga (14%).

Compared to 2013, the number of local tourists to the Seaside region increased by 73%. The largest number of domestic tourists was in Palanga (55% of all domestic tourists), Klaipėda (28%) and Neringa (11%).

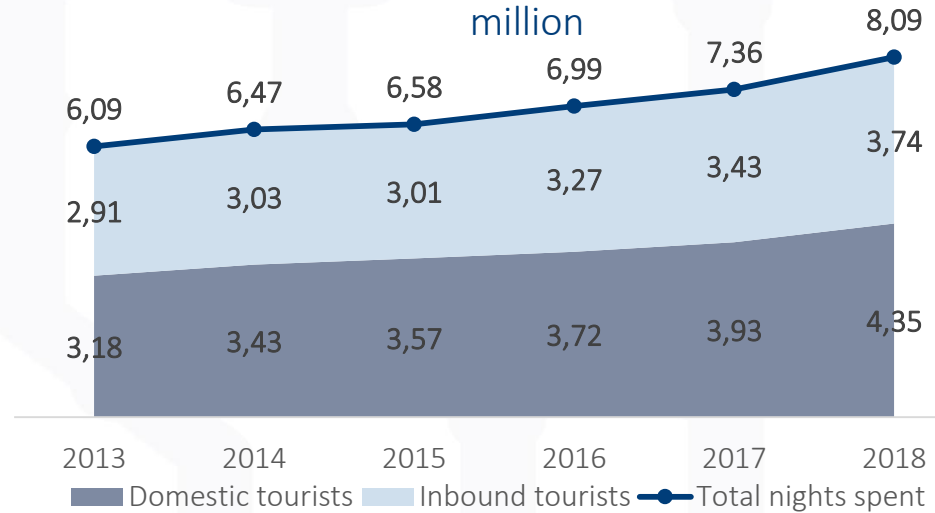
Source: Statistics Lithuania

# Number of nights spent is growing

Number of nights spent by domestic and inbound tourists, million

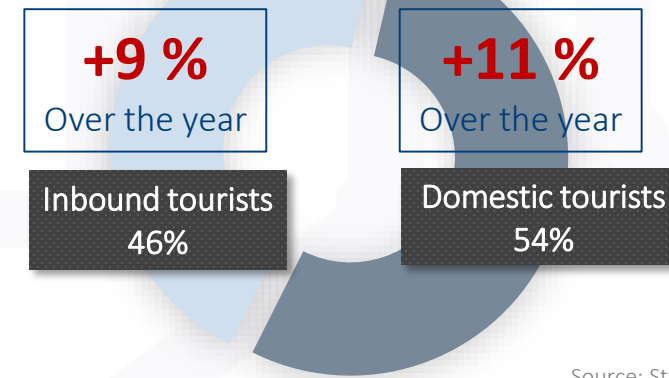


Number of nights spent in accommodation establishments, million



- Over the period 2013-2018, the total number of nights spent by inbound tourists increased by 30%.
- Over the period 2013-2017, the total number of nights spent by domestic tourists decreased by 1%.
- Compared to 2013, the total number of nights spent in accommodation establishments increased by 33%.
- Over the period 2013-2018, the number of nights spent by domestic tourists in accommodation establishments increased by 37%, inbound tourists – by 29%.
- The number of nights spent by domestic tourists in accommodation establishments comprise 54% of total number of nights spent, inbound tourists – 46%.

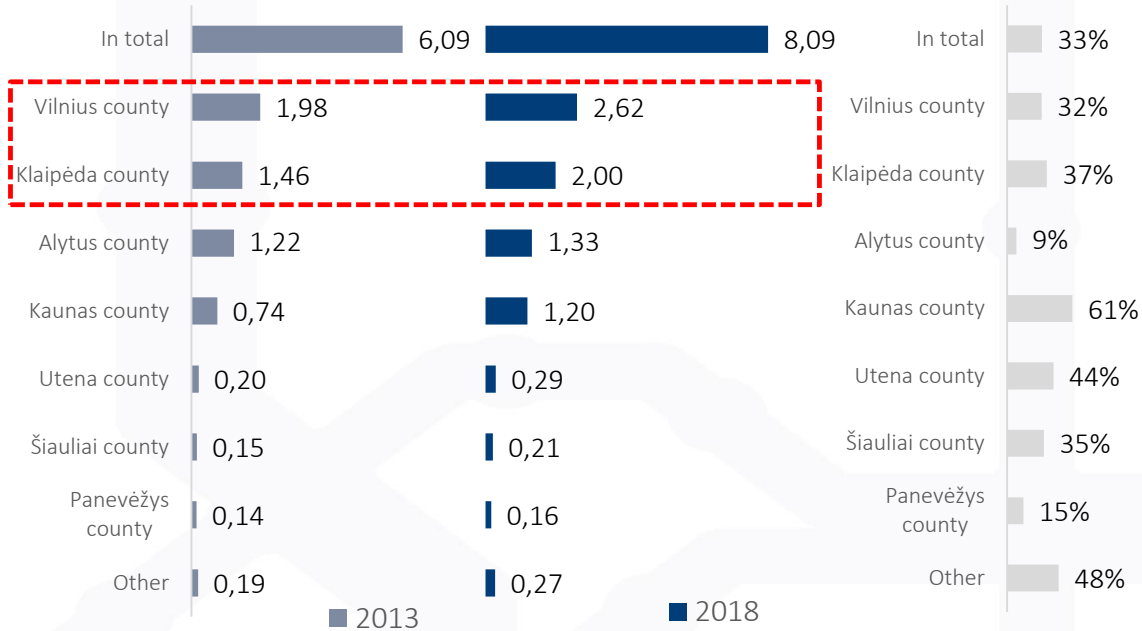
Share of nights spent by domestic and inbound tourists in accommodation establishments, 2018, %



Source: Statistics Lithuania, \* n.d.

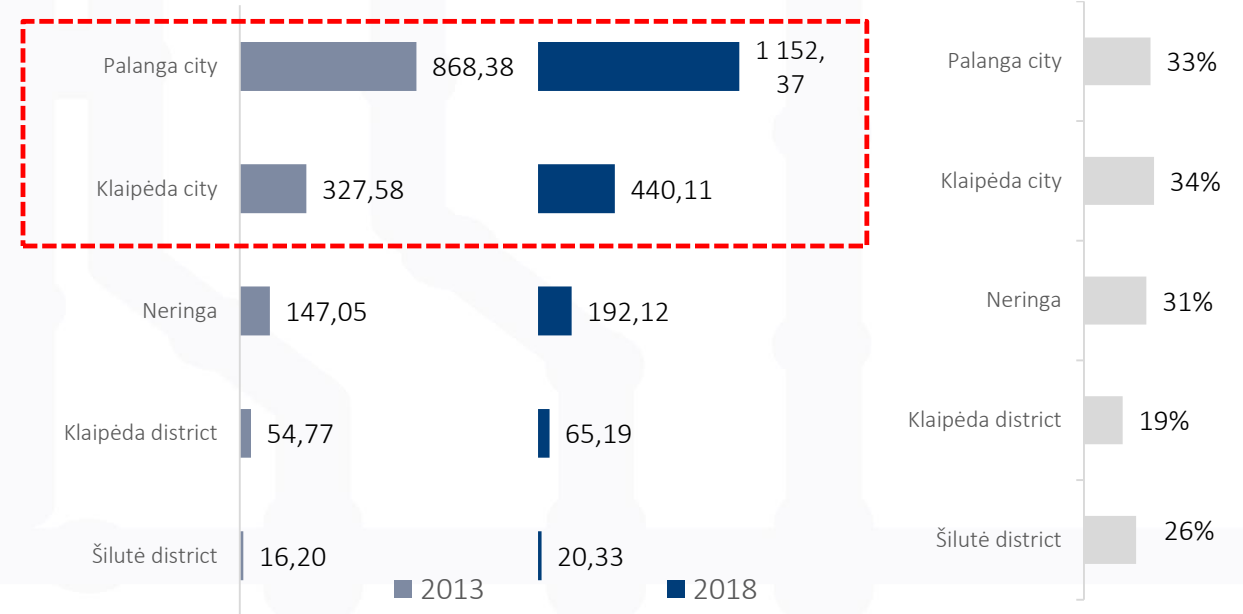
# Number of nights spent in the Seaside region is growing

Number of nights spent in accommodation establishments by counties, million and change over 2013-2018, %



- Over the period 2013-2018, the number of nights spent in accommodation establishments increased by 33%.
- The utmost growth of nights spent, over the period 2013-2018, was in Kaunas county accommodation establishments – the number of nights spent grew up by 61%, in Utenos county – by 44%, in Klaipėdos county – by 37%.
- In 2018, the share of nights spent in accommodation establishments in Vilnius county comprised 32%, Klaipėdos county – 25%, Alytus county – 16%, Kaunas county – 15% of the total number of nights spent in accommodation establishments.

Number of nights spent in the Seaside region, thous. and change over 2013-2018, %

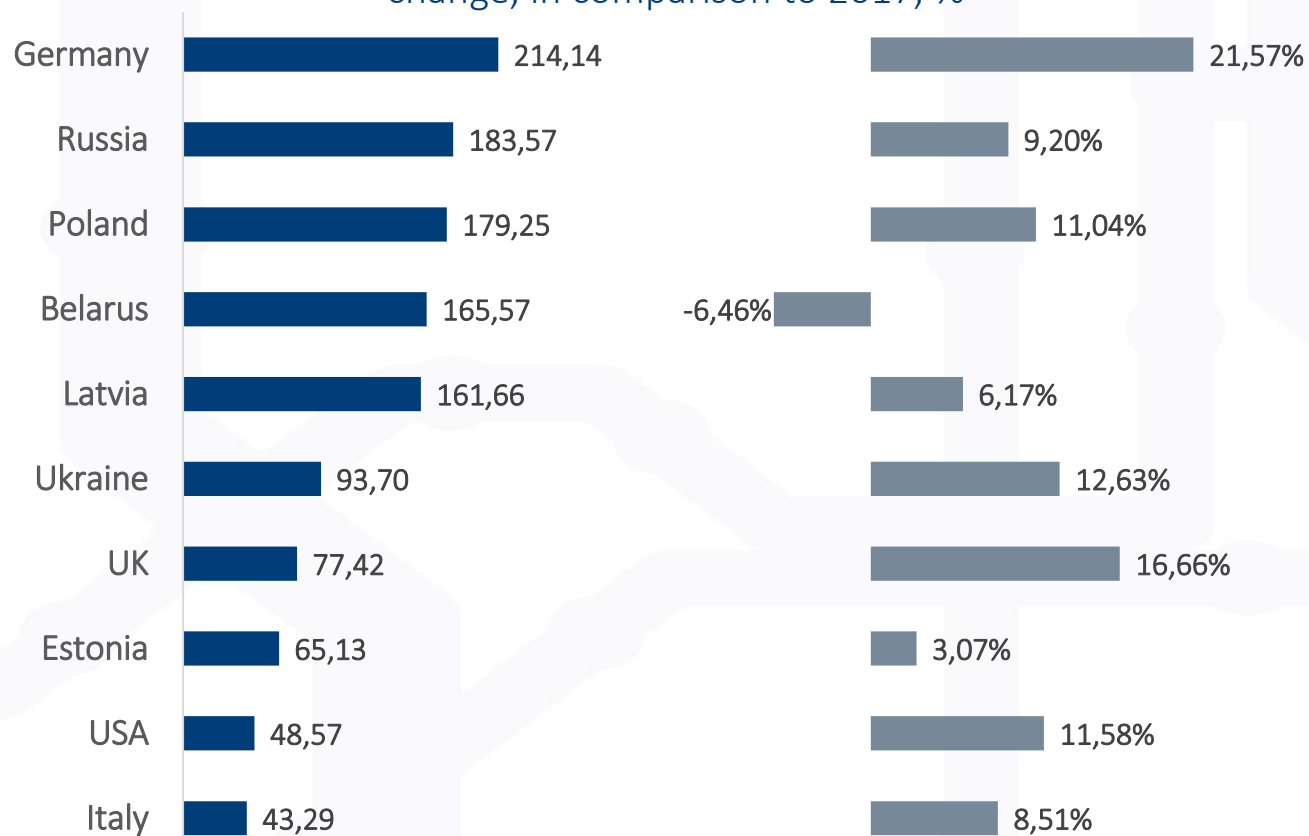


- In 2018, as in 2013, the largest number of nights spent in the Seaside region was in Palanga and Klaipėda municipalities. In 2018, the number of nights spent in Palanga municipality accommodation establishments amounted to 1,152 thousand; in Klaipėda municipality – 440 thousand.
- Over the period 2013-2018, the number of nights spent in accommodation establishments in Klaipėda increased by 34%, in Palanga – by 33%, in Neringa – by 31%.

Source: Statistics Lithuania

# Major inbound tourism markets

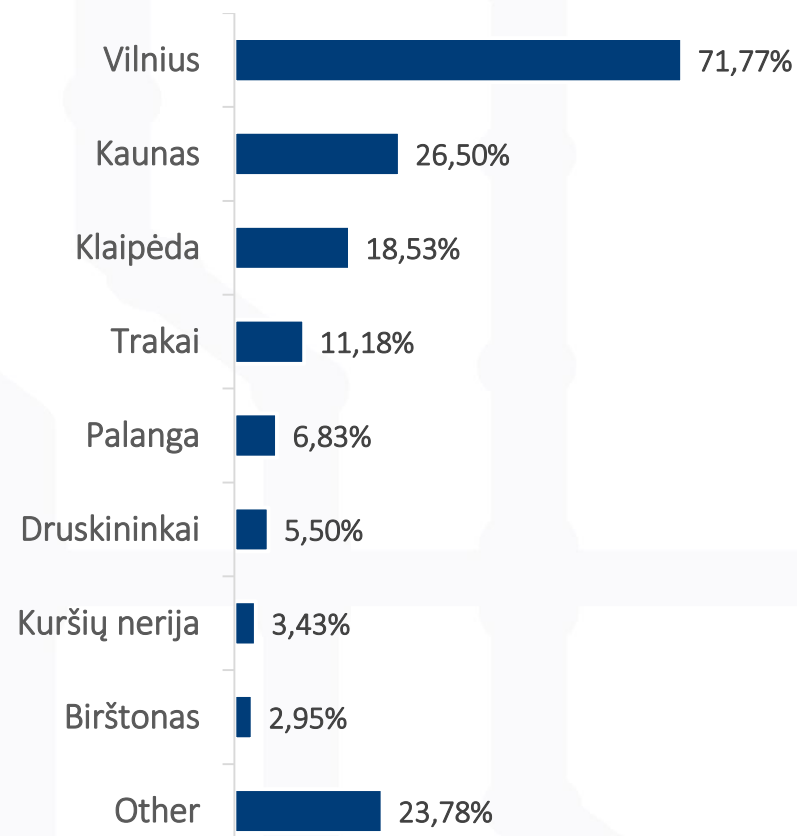
Number of tourist from TOP 10 inbound tourism countries, 2018, thous. and change, in comparison to 2017, %



In 2018, the number of inbound tourists in accommodation establishments amounted to 1,7 million. Number of inbound tourist over the year increased by 10,2%.

Compared to 2017, the number of inbound tourists from Germany increased by 21,6%, from UK – by 16,7%, from Ukraine – by 12,6%, from USA – by 11,6%, from Poland – by 11%.

Most visited places in Lithuania, 2018, %



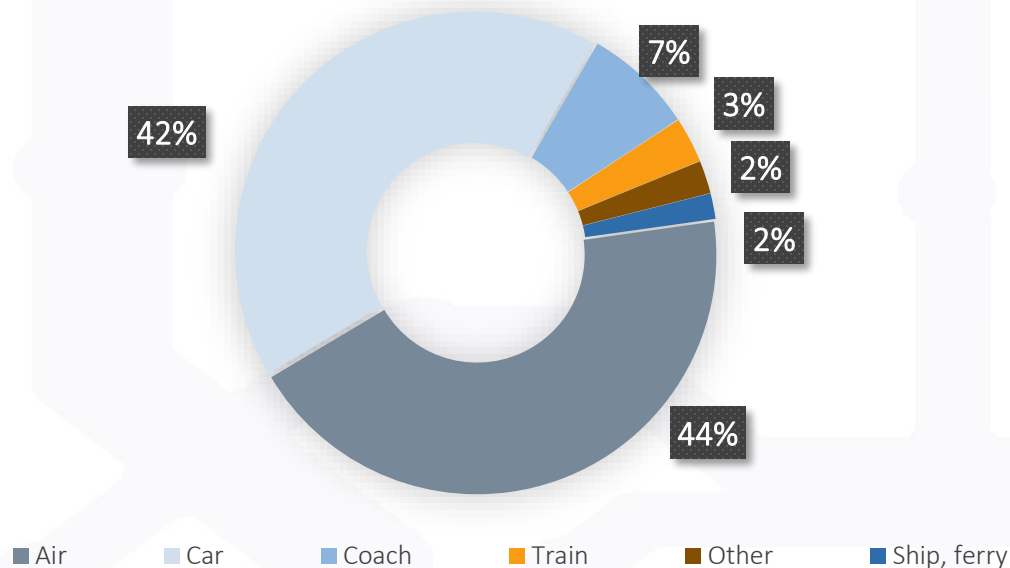
The most popular Lithuanian city for foreign tourists remains Vilnius – the capital is visited by 72% of inbound tourists, Kaunas – by 26%, Klaipėda - by 19% of inbound tourists.

Source: Statistics Lithuania

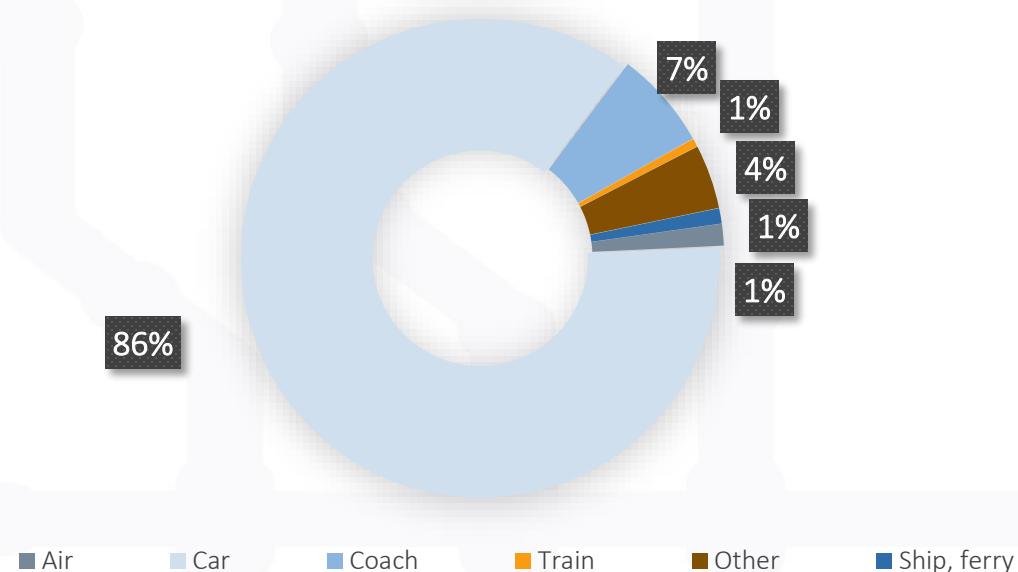


# Foreign tourists usually come by car and plane

Number of trips by inbound tourists by means of transport, 2018, %



Number of trips by the the same-day inbound tourists by means of transport, 2018, %



The main markets for inbound tourism are the neighbor countries, from which is also the best accessibility. Tourists arriving in Lithuania with overnight stay mostly choose car (42%) and air (44%) as means of transport. Therefore, increasing country's accessibility by air is an important factor for growth of inbound tourism flows.

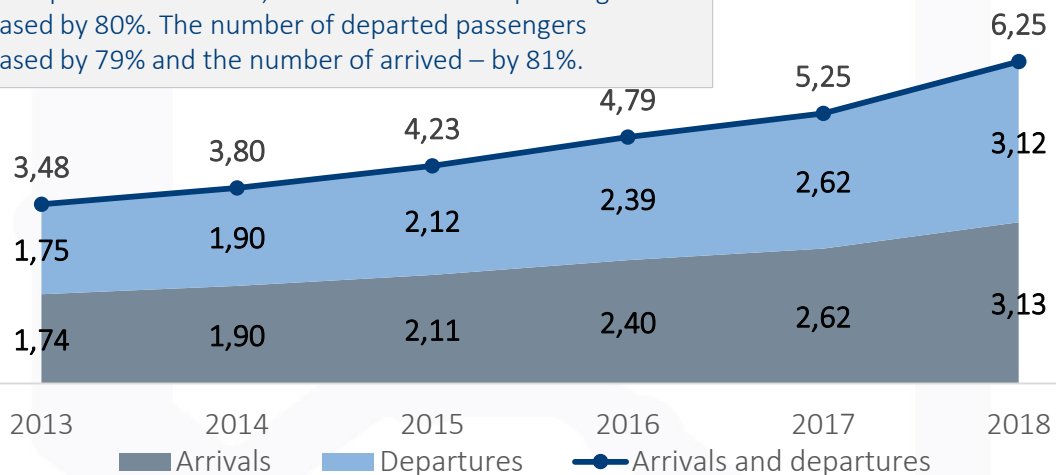
The same-day inbound tourists arrive in Lithuania mostly by car (86%), by bus (7%) and by ship/ferry (4%). Air travel accounts for only 1% of the total number of the same-day trips by inbound tourists.

Source: Statistics Lithuania

# Number of passengers and flights at Lithuanian airports is constantly increasing

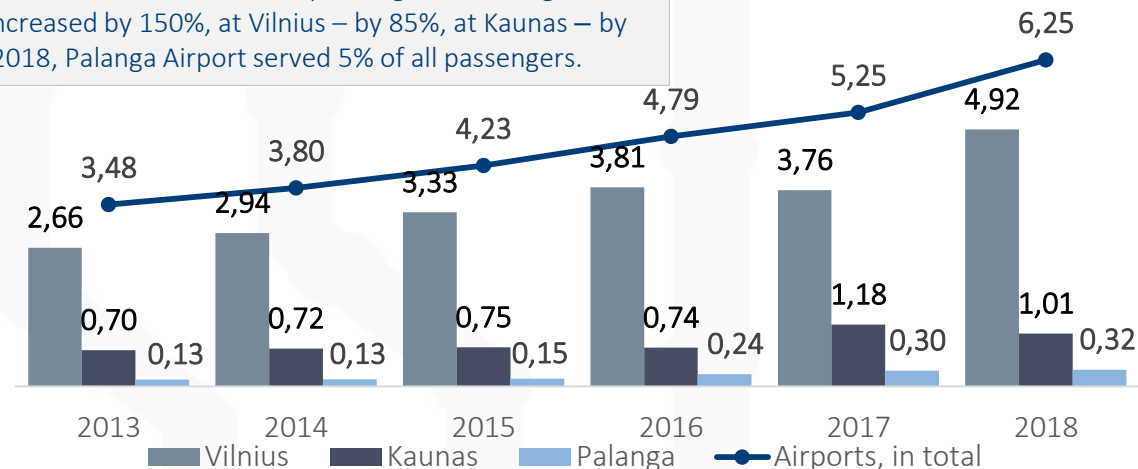
## Number of passengers arrived and departed at airports, million

Over the period 2013-2018, the total number of passengers increased by 80%. The number of departed passengers increased by 79% and the number of arrived – by 81%.



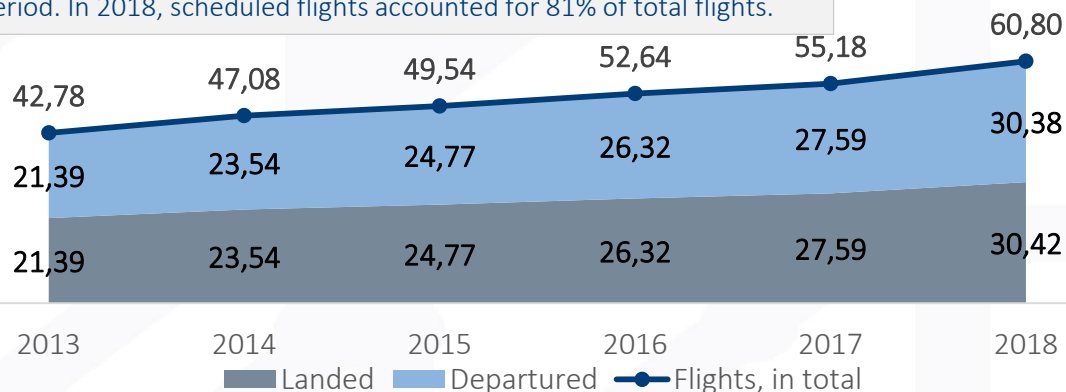
## Number of passengers by airport, million

Compared to 2013, the number of passengers at Palanga airport increased by 150%, at Vilnius – by 85%, at Kaunas – by 45%. In 2018, Palanga Airport served 5% of all passengers.



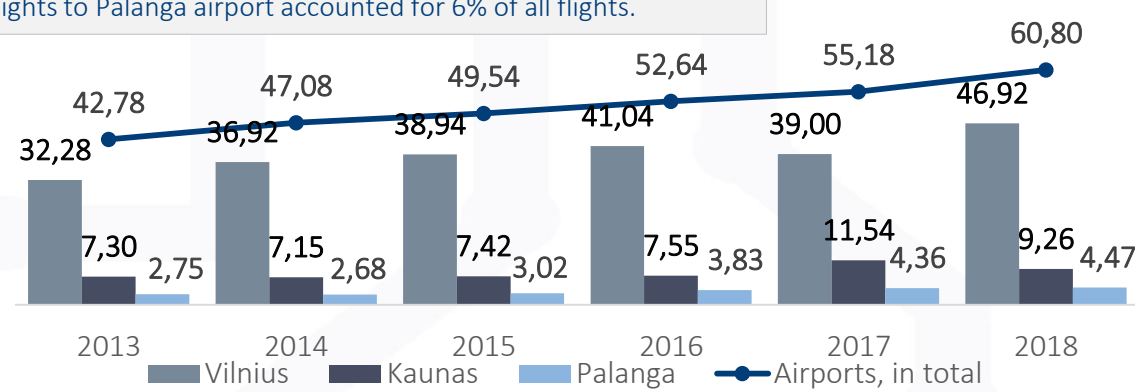
## Number of flights at airports, thous.

Over the period 2013-2018, the number of flights increased by 42%, while the number of scheduled flights increased by 154% during this period. In 2018, scheduled flights accounted for 81% of total flights.



## Number of flights by airport, thous.

Over the period 2013-2018, the number of flights at Palanga airport increased by 63%, at Vilnius – by 45%, at Kaunas – by 27%. In 2018, the flights to Palanga airport accounted for 6% of all flights.

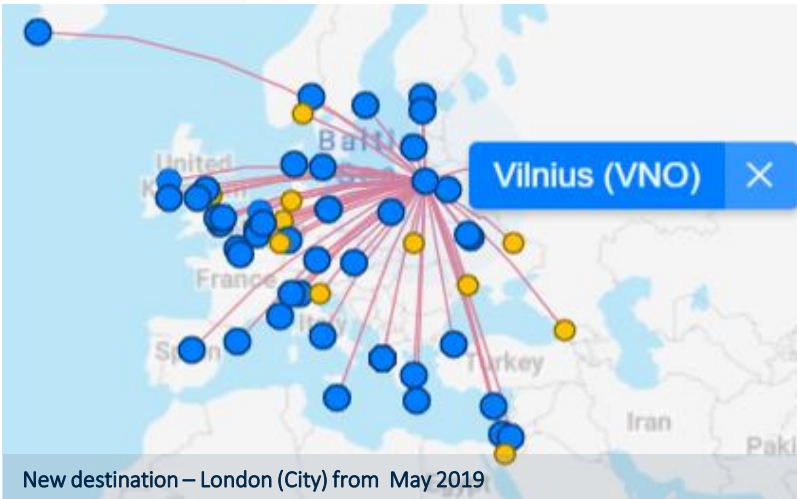


Source: Statistics Lithuania

# Number of destinations at Lithuanian airports is increasing

THE MAIN OBJECTIVE OF THE LITHUANIAN AIRPORTS IS TO IMPROVE THE COUNTRY'S ACCESSIBILITY BY INCREASING THE NUMBER OF NEW DIRECT FLIGHTS AND AIR PASSENGER TRAFFIC.

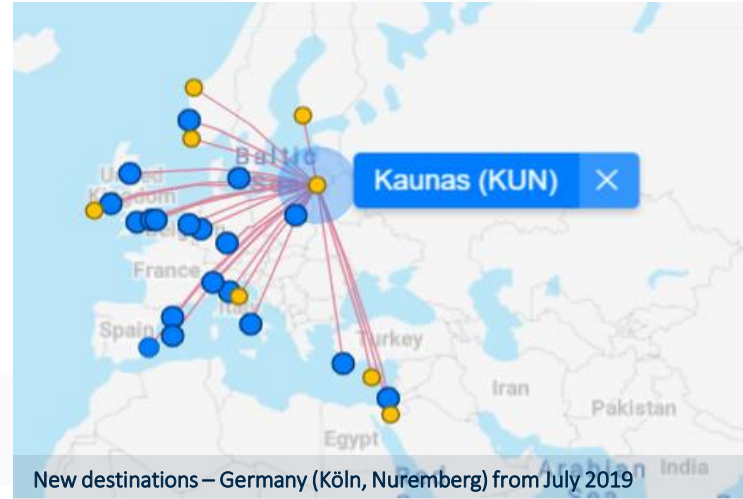
## Vilnius airport



### Main results in 2018:

- Number of passengers served – 4,8 million.
- Number of flights – 47,2 thous.
- In total 15 scheduled air carriers.
- In total **62 destinations**. The most popular – London Luton, Warsaw, Frankfurt, Riga, Oslo.

## Kaunas airport



### Main results in 2018:

- Number of passengers served – 1 million.
- Number of flights – 9,2 thous.
- In total 3 air carriers.
- In total **20 destinations**. The most popular – London Luton, Copenhagen, London Stansted, Dublin, Alicante.

## Palanga airport



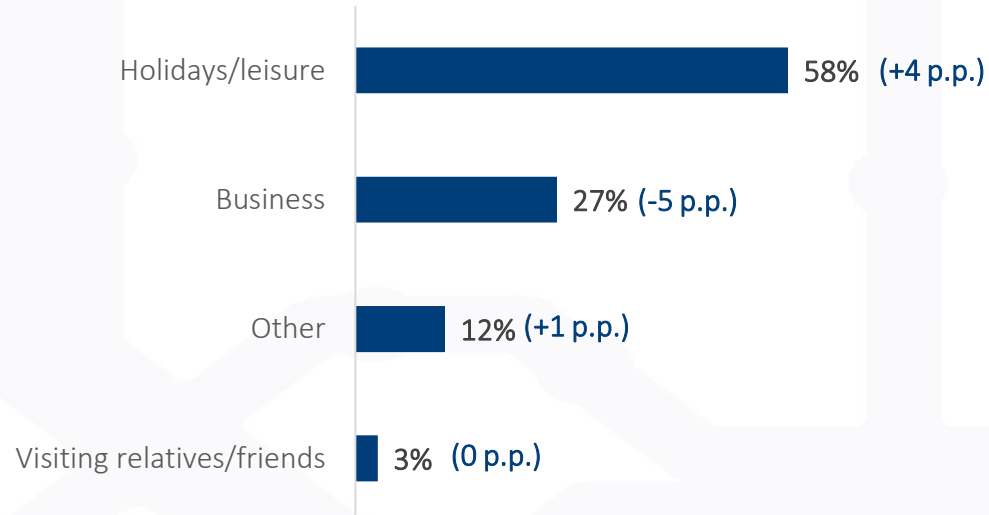
### Main results in 2018:

- Number of passengers served – 0,3 million.
- Number of flights – 4,4 thous.
- In total 9 air carriers.
- In total **9 destinations**: Copenhagen, Riga, London Luton, Oslo, London Stansted, Minsk, Warsaw, Bergen, Dortmund.

Source: <https://www.ltou.lt/>; Valstybės įmonės Lietuvos oro uostai Strateginis veiklos planas 2019-2022 metams

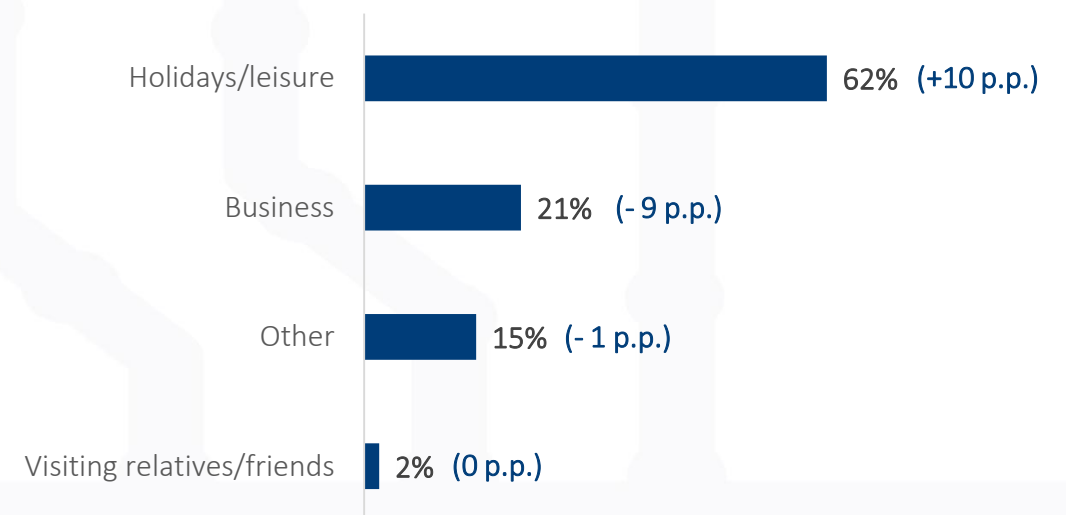
# Leisure and business are the main travel purposes

Number of inbound tourists in accommodation establishments by travel purpose 2018 m., % and change, in comparison to 2014, p.p.



Holidays and leisure is the main purpose of inbound tourism. The share of inbound tourist travelling for holidays and leisure increased by +4 pp versus 2014.

Number of domestic tourists in accommodation establishments by travel purpose, 2018 m., % and change, in comparison to 2014, p.p.



The share of domestic tourists travelling for leisure and holidays has been increasing (+10 pp versus 2014).

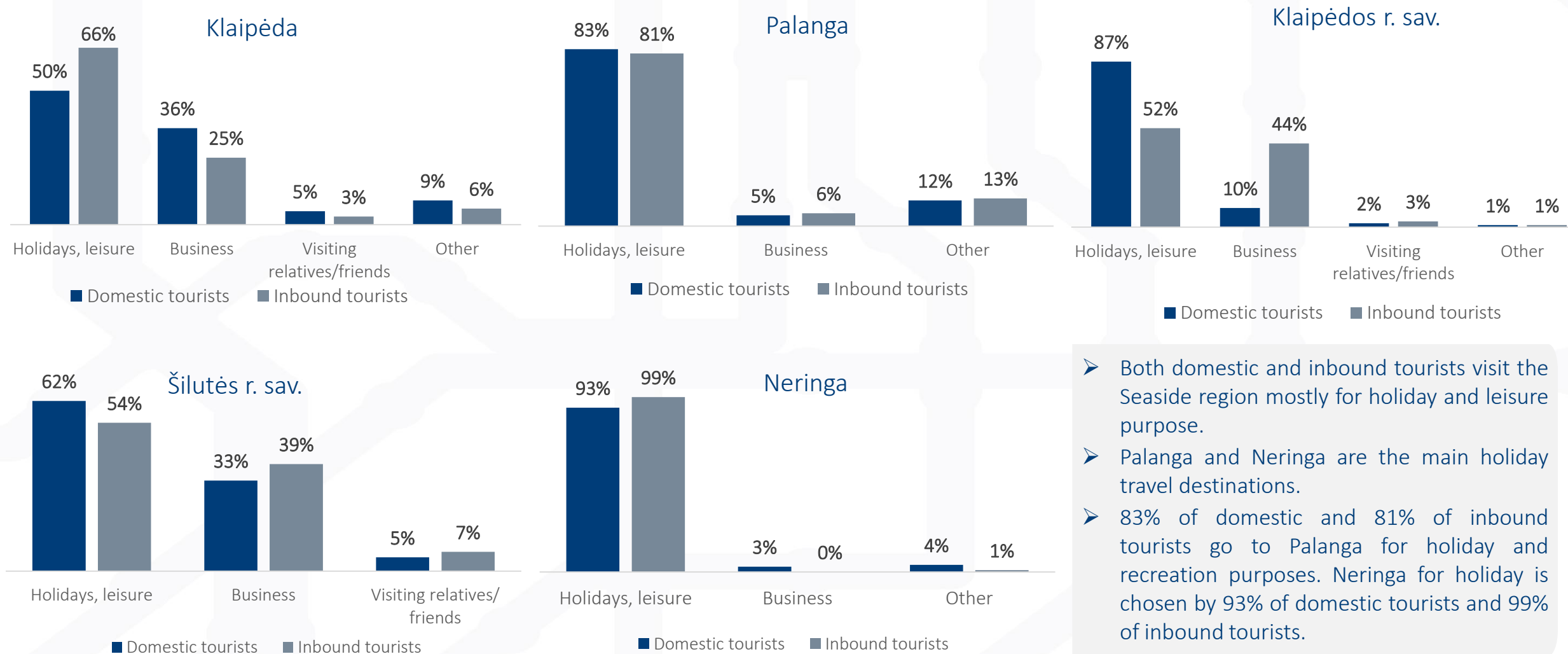
The share of inbound tourists coming to Lithuania for business purposes has been decreasing (-5 pp versus 2014).

The share of domestic tourists traveling for business purposes has been decreasing (-9 pp versus 2014).

Source: Statistics Lithuania

# Holiday and leisure is the main purpose for visiting the Seaside region

Number of tourists by purpose of trip in the Seaside region, 2018, %

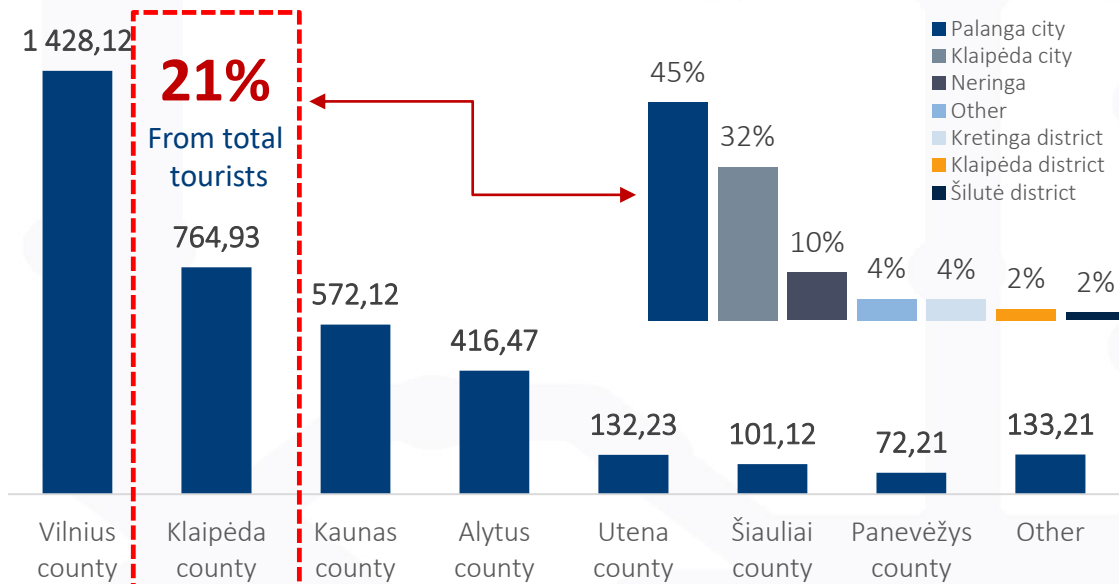


- Both domestic and inbound tourists visit the Seaside region mostly for holiday and leisure purpose.
- Palanga and Neringa are the main holiday travel destinations.
- 83% of domestic and 81% of inbound tourists go to Palanga for holiday and recreation purposes. Neringa for holiday is chosen by 93% of domestic tourists and 99% of inbound tourists.

Source: Statistics Lithuania

# High concentration of accommodation, catering facilities in the Seaside region

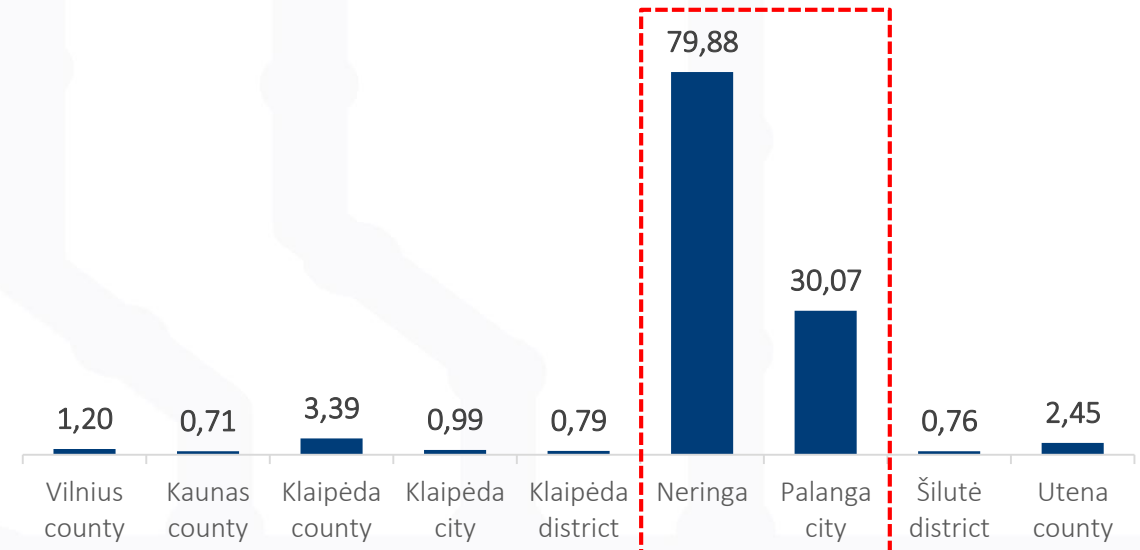
Number of tourists accommodated, 2018, thous.



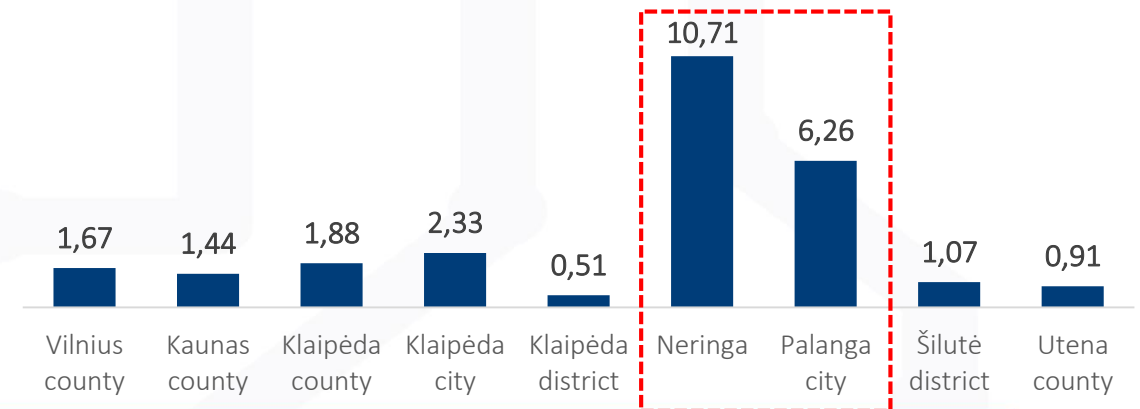
- In 2018, accommodated tourists in Klaipėda county accounted for 21%, in Vilnius county – 39%, in Kaunas county – 16% of all domestic and inbound tourists.
- The majority of tourists, staying in Klaipėda county, settled in Palanga and Klaipėda – 77% of all tourists, in Neringa – 10%.
- The Seaside tourists have the largest selection of accommodation and catering establishments in Lithuania.
- The large concentration of accommodation and catering establishments (compared to the size of cities) in Palanga and Neringa, distinguishes the Seaside region across the whole of Lithuania.

Source: Statistics Lithuania

Number of accommodation establishments per thousand inhabitants, 2018, units

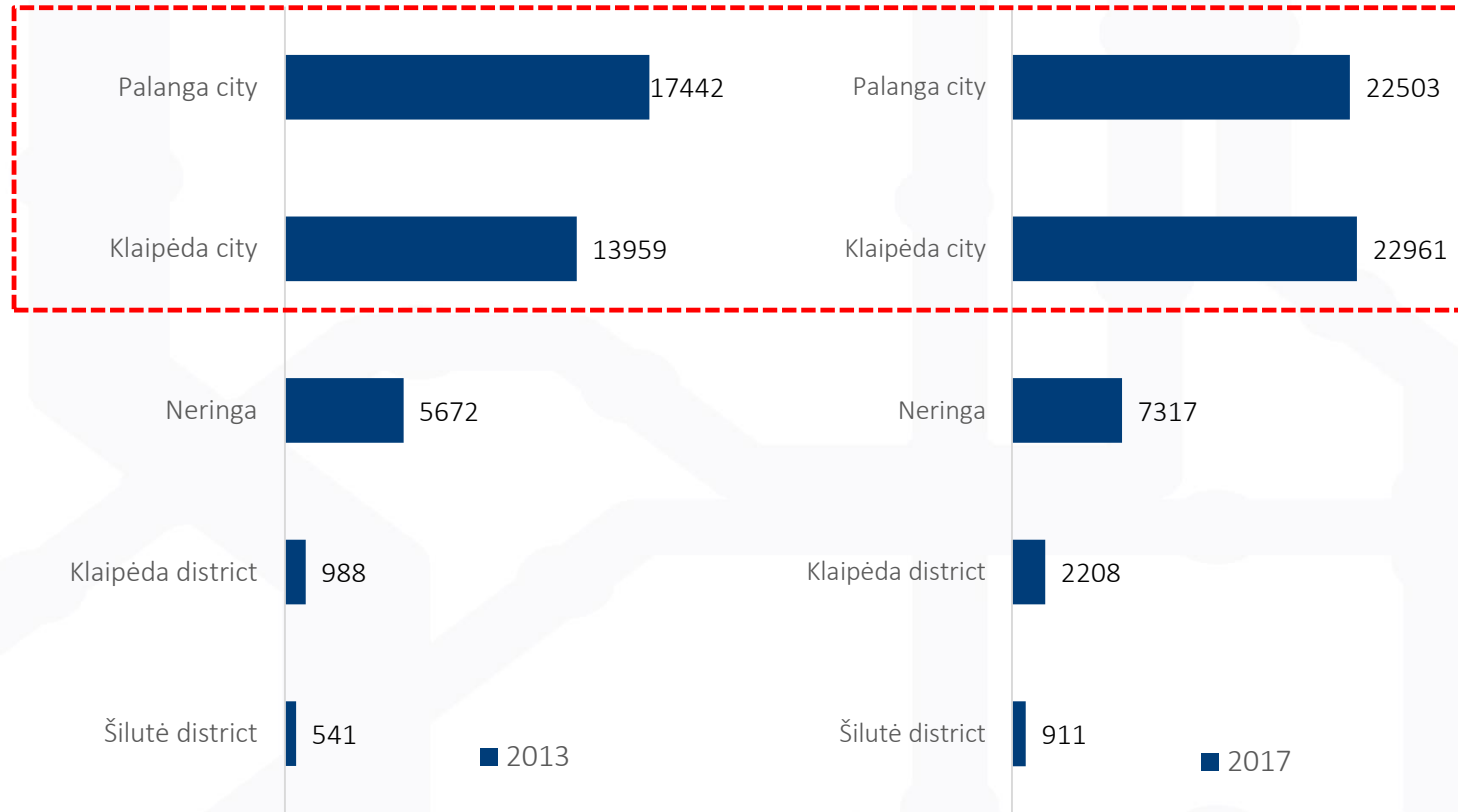


Number of catering units in catering and beverage service companies per thousand inhabitants, 2018, units

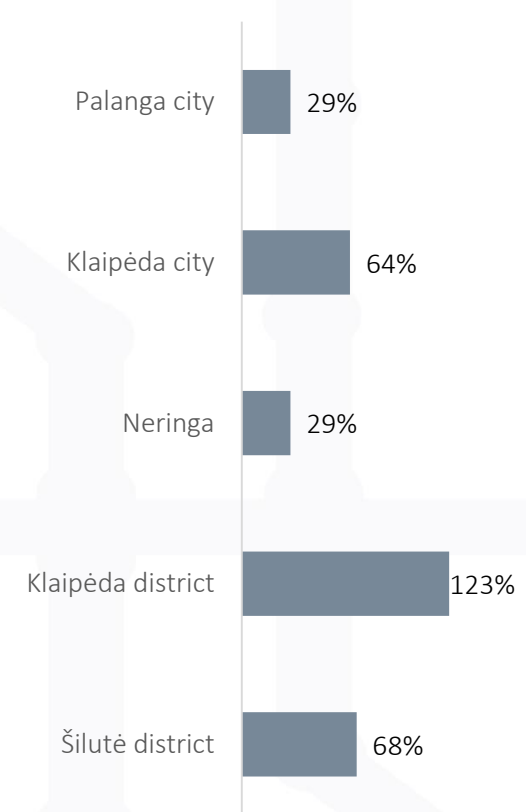


# Income of accommodation establishments in the Seaside region

Income of accommodation establishments in the municipalities of the Seaside region, Eur thous.



Change of income of accommodation establishments in comparison with 2013, %



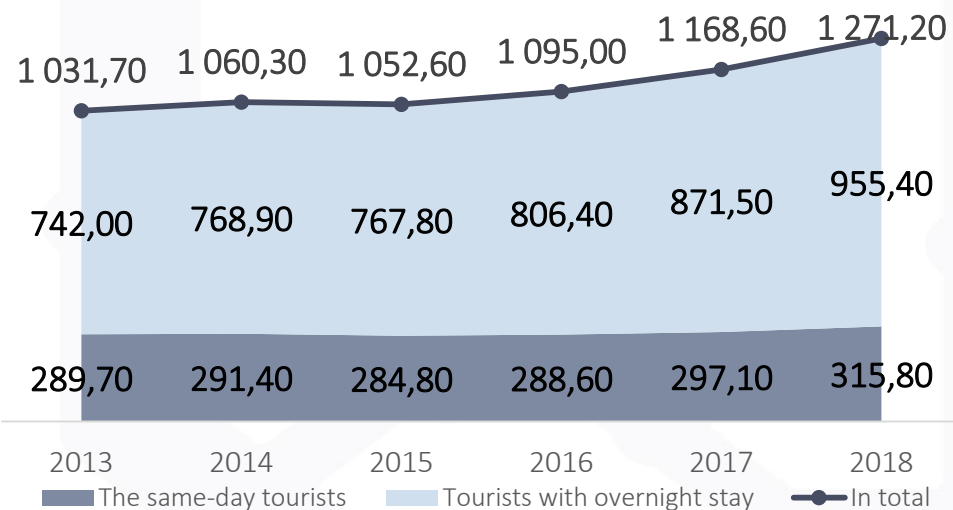
➤ The municipalities of Palanga and Klaipėda receive the most revenue from the accommodation sector.

➤ Over the period 2013-2018, income of accommodation establishments grew the most in the municipality of Klaipėda district.

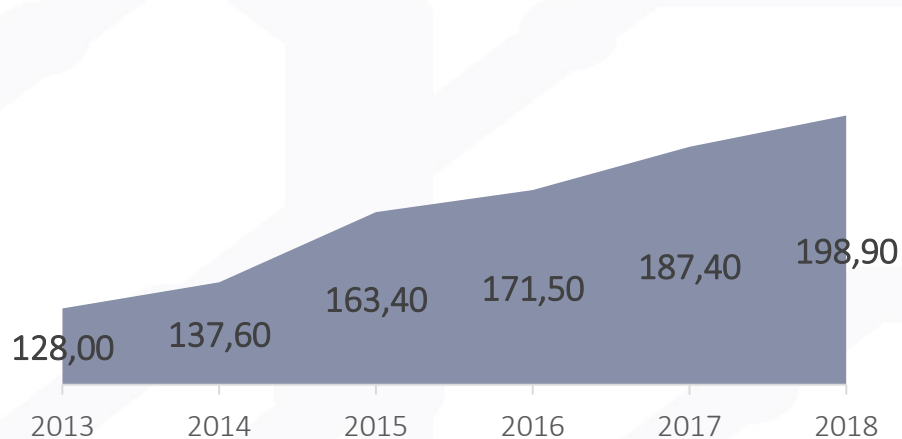
Source: Klaipėdos regiono turizmo ir žemės ūkio sektorių plėtros studija, 2019

# Expenditure of inbound and domestic tourists

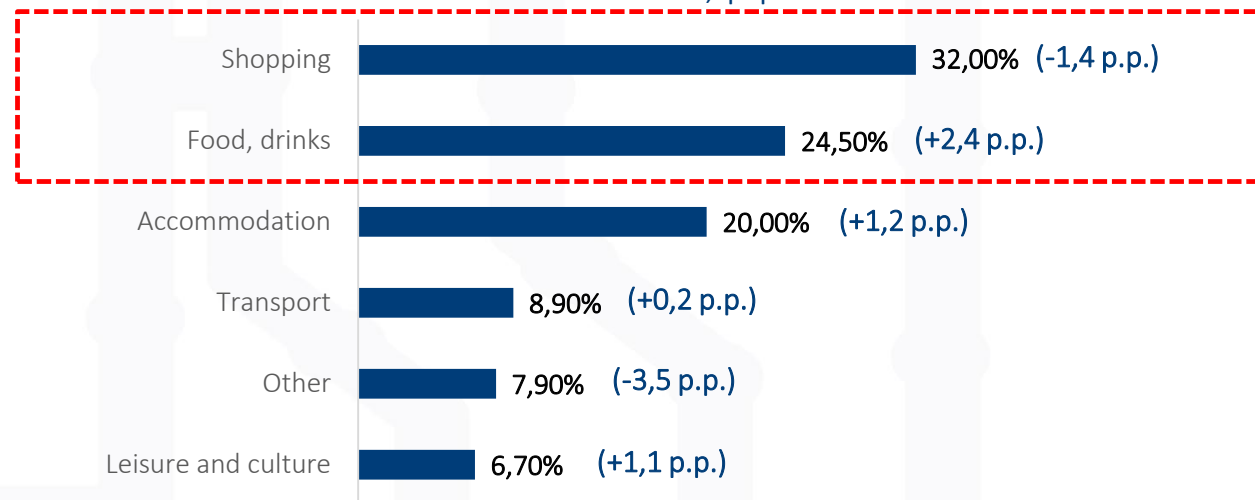
Expenditure of inbound and the same-day inbound tourists, EUR mill.



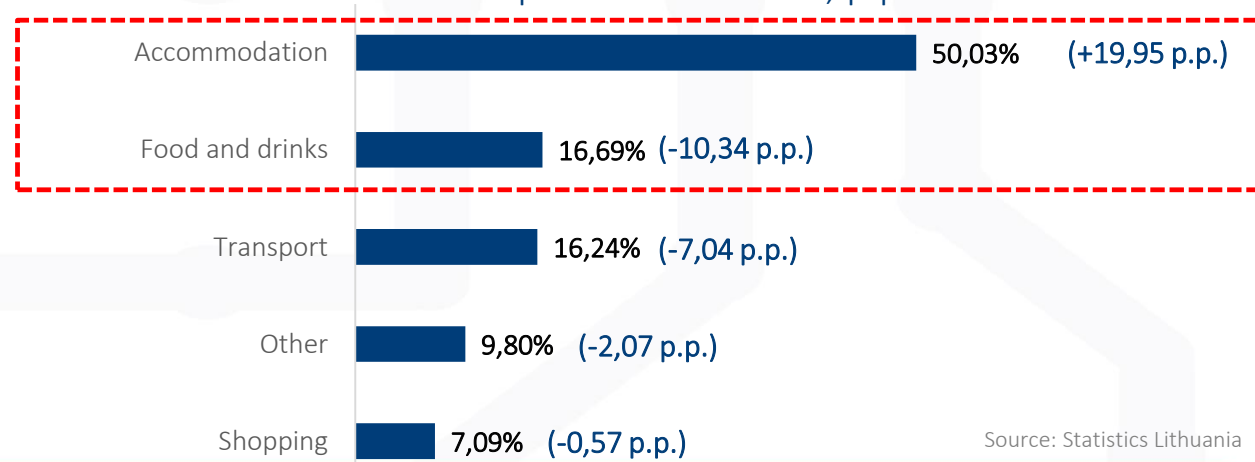
Expenditure of domestic tourists, EUR mill.



Expenditure of inbound tourists, 2018, % and change in comparison with 2013, p.p.



Expenditure of domestic tourists, 2018, % and change in comparison with 2013, p.p.



Source: Statistics Lithuania





**AN OVERVIEW OF BEST PRACTICES IN ANGLING TOURISM IN EUROPEAN COUNTRIES, THE BALTIC REGION**



# The best practices: Methodics

Three cases have been analyzed in order to fully disclose the best practices of angling tourism in foreign countries:

## Finland

Aland Islands,  
Lägerelden

## Finland

Aland Islands,  
Mariehamn

## Poland

Wladyslawowo  
& Gdansk

The analysis of best foreign practices **focuses on the set of fishing tourism packages offered, the availability of information, the level of detail**, not to mention the functionality of the websites themselves and the positioning of the angling services in there.

**The sources of the analytical information** include the websites of the Tourist Information Centers (TIC) and the websites of the providers of niche tourism services.

When analyzing angling tourism packages, **several key aspects were taken into account:** travel time, transportation, lodging and food services, basic fishing information (duration, equipment, clothing, licenses, etc.) and additional services, minimum price per person and extra night cost.



# The best practices: Finland – Åland Islands, Lägeröden

	Package No. 1	Package No. 2
Number of stays	1 night	2 nights
Transport	Ferry trip	Ferry trip
Accommodation	Shared double room	Shared double room
Food	Breakfast	Breakfast
Fishing information	Half day (4 h) Fishing license Fishing equipment Clothes / life vest Coffee	Whole day (7 h) Fishing license Fishing equipment Clothes / life vest Lunch and coffee
Additional services	<i>Not specified</i>	<i>Not specified</i>
Price per person (from)	138 EUR	242 EUR
Price for extra night	54 EUR	54 EUR

## Key features:

The structure of the information on the Åland Islands page is similar to the Lithuanian TIC pages – it contains such sections as “What to do”, “Where to stay”, “Where to go”, etc. Also there is a **high level of integration between different service providers**: transport, accommodation and tourism products. With the click of a few buttons you can assemble and book a tourism package. For example, when you buy a ticket to a museum, event, etc., you have the option of booking an overnight stay or a ferry to the islands.

**There is no information on fishing packages on the main Åland Islands website**, but links to several different sites where you can book various fishing tourism services are provided.

One of the referral links ([www.alandhotels.fi](http://www.alandhotels.fi)) **provides information on fishing packages in a concise but clear way**, listing only the most important aspects. The website offers two packages - for 1 or 2 nights. For reservations and additional information on these and smaller packages, necessary contacts are given.

Source: <https://www.visitaland.com/en/do/sport-fishing/>

# The best practices: Finland – Åland Islands, Mariehamn

	„Basic“		„Pro“	
	From Sweden	From Finland	From Sweden	From Finland
Number of stays	2 nights		2 nights	
Transport	Ferry	Ferry & bus to the hotel	Ferry Viking-buffet-dinner Pre-booked taxi Brunch onboard on departure	Flight on a plane
Accommodation	Single or double rooms (with own balconies)		Single or double rooms (with own balconies)	
Food	Breakfast		Breakfast Three course archipelago dinner (on a second day)	Breakfast Three course archipelago dinner (on a second day)
Fishing information	Full day Askeladden rental boat (suitable for 2-3 persons) with 10 hp outboard motor + full tank of petrol Fishing license Life jackets		Full day Boat driven by a professional fishing guide Fishing gear and warm floating overalls Fishing license fees Fishing for pike, perch and / or salmon trout in best available fishing grounds Lunch, coffee and fishing hut	
Additional services	Sauna & pool in the hotel relax department Admission to nightlife (bar, casino & night club)		Sauna & pool in the hotel relax department Admission to nightlife (bar, casino & night club)	
Price per person (from)	374 EUR (single room) 280 EUR (double room)	379 EUR (single room) 280 EUR (double room)	632 EUR (single room) 550 EUR (double room)	877 EUR (single room) 795 EUR (double room)
Price for extra night	216 EUR (single room + fishing + breakfast) 169 EUR (double room + fishing + breakfast)		<i>Not specified</i>	

## Key features:

The information on the page is classified by individual packages of **tourism services**: wellness, family vacations, **sport fishing**, short weekend outings and more.

When choosing a sport fishing package, you can also choose between **"Basic"** or **"Pro"** as well as from which country to come to the Åland Islands - Sweden or Finland. **The general travel route and structure depends on the options selected.**

The information on angling tourism is presented in a **very clear, broad and consistent way**, describing the contents of the package. Each package can be adjusted - **customized to the customer's needs.**

Source: <https://www.turist-konferens.ax/en/packages>

# The best practices: Poland – Wladyslawowo & Gdansk

	Cod fishing	Salmon fishing	Herring fishing	Belones fishing
Number of stays	<i>Optionally</i>			
Transport	<i>Optionally (bus)</i>			
Accommodation	<i>Optionally (from single to dormitory rooms)</i>			
Food	<i>Optionally (breakfast, lunch, dinner)</i>			
Fishing information	6-12 h trip Fishing equipment Hot drinks packed lunches (not served hot meals) Insurance	10-12 h trip Fishing equipment Hot drinks packed lunches (not served hot meals) Insurance Max 4 people	4-6 h trip Fishing equipment Hot drinks packed lunches (not served hot meals) Insurance	6-9 h trip Fishing equipment Hot drinks Insurance Min 4 people, Max 5 people
Additional services	<i>Not specified</i>			
Price per person (from)	54 EUR (fishing cutter) 86 EUR (speedboat)	109 EUR	36 EUR (12 people) 40 EUR (5 people)	67 EUR
Price for extra night	<i>Not specified</i>			

## Key features:

Aktiv Tours Reisen is an organization focused on niche tourism (folklore and cultural programs, healing trips, active tourism) in Poland and other countries.

Fishing tourism offers are featured in the "Huntings" section of the internet page. Fishing services include four different packages in the Baltic Sea according to the species of fish you choose.

Fishing trip duration is only 1 day, so accommodation, meals and transportation are not included in the basic price. These services can be selected by clicking the "Request" button and filling out the form.

Source: <http://aktivtours.com.pl/en/offer/fishing-in-the-baltic-sea-wladyslawowo-and-gdansk/#>

# The best practices: Comparison of information presentation

	Finland Lägerelden	Finland Mariehamn	Poland Wladyslawowo & Gdansk
Number of stays	+	+	-
Transport	+	+	-
Accommodation	+	+	-
Food	+	+	-
Fishing information	+	+	+
Additional services	-	+	-
Price per person (from)	+	+	+
Price for extra night	+	+ / -	-

## Comparison:

The most detailed information on the angling tourism packages can be found on the Mariehamn Fishing website. The packages described here clearly indicate the entire journey from arrival to departure, specifying what is included in the price of the service. The information on the other websites is more concentrated but clear enough to get to know the main features of the packages. All the websites contain contacts for more details.

Fishing packages are grouped according to different criteria: duration of trip (1 or 2 nights), level of skills (basic or professional), species of fish (cod, salmon, herring or belones).

Additional services included in the price are listed only in one of the websites (Mariehamn) – which is sauna, pool and nightlife entertainment. The page also emphasizes that the packages can be adjusted according to the client's needs.



## SUMMARY



# Summary: current tourism situation in Lithuania and in the Seaside region

- **Global tourism growth tendencies are noticeable in the Lithuanian tourism market.** Tourists number in Lithuania reached 3,62 million in 2018. The number of tourists increased by 47% in comparison to 2013. Domestic tourists account for 52% of the tourism market.
- Although the number of foreign and local tourists in the Seaside region is constantly increasing, **the number of foreign and local tourists in the region is still not high enough.** In 2018, the Seaside region was visited by 13% of all inbound tourists and by 25% of all domestic tourists. Palanga and Klaipėda remain the main areas of attraction in this region.
- **The main Lithuanian inbound tourism markets have been the same for several years** – the biggest number of tourists come from Germany and Russia. The rapid growth in tourist numbers has been recorded for visitors from the United Kingdom (+16,7%), Ukraine (+12,6%) and USA (+11,6%). The number of tourists from the neighboring country of Belarus has been decreasing (-6.5%).
- **The majority of Lithuania for foreign tourists is still undiscovered area.** The biggest Lithuanian cities Vilnius and Kaunas remain most popular areas for foreign tourists.
- **The majority of domestic and inbound tourists travel for holiday and leisure purpose** (58% of all inbound tourists, 62% of all domestic tourists). **However, the potential of the country's historical, cultural and other tourism resources is not fully exploited** – spending on leisure and culture compound less than 7% of the total spenditure. Expenditure on shopping, food and accommodation makes up the majority of all expenditure.
- **The share of both domestic and inbound tourists going to the Seaside region for holiday and leisure purposes is fairly even.** The majority of tourists go to Neringa (93% of all domestic and 99% of all inbound tourists) and to Palanga (83% of all domestic and 81% of all local tourists). Other areas of the Seaside region for holidays are chosen less frequently.
- Tourists coming to Lithuania with overnight stay most often choose to travel by car (42%) and by plane (44%), therefore, **increasing the country's accessibility by air is an important factor for the growth of inbound tourism flows.**
- **Palanga Airport**, which operates in the Seaside region, **has the highest passenger volume growth** compared to other airports in the country, however, **the share of passengers handled remains still very small** – in 2018 airport served only up to 5% of all passengers. Therefore, seeking to improve the Seaside region's international accessibility, **development of new flight directions is very important.**
- **Access to the Baltic Sea and the Curonian Lagoon, predominant seaside and water tourism system, high concentration of accommodation and catering facilities** in Palanga and Neringa, and **the highest revenue generated in the accommodation sector** in Klaipėda and Palanga, distinguishes the Seaside region across the whole of Lithuania.



# Summary: niche tourism products, their demand and supply

- Changes in consumer lifestyles and behavior, the desire to learn about other cultures and gain unique experiences influence the needs of tourists. **The focus shifts from traditional tourism products to new tourism services** – unusual travel directions, original tourism products, travel packages that include activities related to art, culture, history, sports, leisure, etc., **including angling tourism**.
- Due to its natural geographic location and the large number of tourism attractions, **the seaside region of Lithuania has every opportunity to offer tourists not only traditional tourism products, but also to increase the supply of niche tourism services** adjusted to individual consumers' needs and to **develop a market for fishing services**.
- City / District Tourism Information Centers (TIC) and their websites continue to be one of the main sources of information on tourism products for local and foreign tourists. **In most of the seaside TIC websites, fishing or angling tourism is not mentioned as a separate category of tourism product**.
- **However, information on angling tourism exists on all web pages** of the seaside Tourist Information Centers, even though it is not available on the first level of websites. **You can find information about fishing services in the "Activities", "Water tourism" or "Entertainment" sections** of the TIC Internet pages.
- **The needs of foreign tourists vary from country to country**, their expectations for the Lithuanian seaside region differ from each other. The keyword analysis used in Google's search engine reveals **existing differences in consumer behavior and new marketing opportunities when investing in fishing-related keywords**.

# Summary: an overview of the best angling tourism practices

- **Fishing tourism bases in the analyzed countries (Finland, Poland) focus on a complete set of services** including transportation, accommodation, food, equipment and guide services. Additional services that increase the value and attractiveness of the fishing base include recreation (sauna, pool), entertainment (bar, nightclub, casino) and other services.
- **The webpage of Aland Islands Lägerelden (Finland) fishing base has user-friendly interface and good integration between different transportation, accommodation, food and niche tourism providers.** The optional service basket containing all the tourism related services can be created with a few clicks. The page contains two types of angling tourism – one day and two days duration. Both packages only include basic services (no additional services).
- **The webpage of Aland Islands Mariehamn (Finland) fishing base offers a variety of conveniently packaged tourism sets covering a wide range of niche tourism areas – wellness, sport fishing, gastronomy, etc. The prices of sport fishing packages are segmented** according to the type of accommodation and the number of additional services. **Basic services usually include accommodation, breakfast, boat and equipment rental.** Advanced tour packages are positioned as an entertainment for professionals, including catering (throughout the trip), professional guide services, special clothing, etc. The website emphasizes that the **packages can be adjusted** according to the customer's needs by including additional services.
- **The Aktiv Tours Reisen (Poland) website lists fishing tourism packages by fish species: cod, salmon, herring, belones.** The need for fishing equipment, transport and the duration of the trip depends on the fish type selected, so the price varies accordingly. These packages do not include accommodation, food, transportation and other additional services (since the duration of the trip is only 1 day) – these services can be ordered by filling in the electronic request form on the same web page.

# Summary: stakeholders in tourism sector and promotion possibilities

- **The dialogue and partnership between stakeholders in the tourism sector (government authorities, public organisations, business and community) is of mutual benefit** – by cooperating and contributing financially and with other available resources, **opportunities to develop country's tourism sector, to create new job places, to attract new investment, to increase economic growth and awareness of the country's cities and regions** are created.
- **Clustering, development of joint projects** by bringing together tourism service providers, institutions, individuals and government authorities, **enables to offer exceptional tourism packages, angling tourism products, to attract larger tourist flows, which benefits business, public institutions and increase country's or regional awareness.**
- **The quality of tourism products and services, seasonality assessment, proper planning and timing assessment are key aspects for the development of both conventional and niche (e.g. angling) tourism products.**
- When **developing new angling tourism projects, it is important to conduct a detailed regional analysis, to evaluate potential links between angling tourism and tourism, to identify assets for niche tourism, to identify impact of angling tourism development and to ensure the support of tourism sector stakeholders** (local community, tourism professionals, representatives of business and government authorities).
- **The integration of travel packages (combining both tourism and angling tourism products and services), the availability of niche tourism products** have an increasing influence choosing travel. Lithuania can offer such products and services because of sufficient tourism resources, well-developed tourism infrastructure and high-quality services.
- **Availability, dissemination and completeness of information on niche product and target area** is particularly important for niche tourism products. It is important to promote not only the niche (angling) tourism product, but also the target area, to shape the favourable image and the recognition of the area.
- In order to ensure the dissemination of information on tourism opportunities, niche (angling) tourism products, **the combination of offline and online promotional tools methods can be developed and used.**
- The role of information technology in travel decision-making is growing. This leads to **the need for innovation to meet the changing needs of tourism service users.** The rapid development of information technology provides new opportunities to reach potential users of angling tourism products more easily and efficiently.
- **The Seaside region, with its favorable geographic location, developed infrastructure and number of places to visit, would benefit from the development of integrated tourism, focusing on innovative tourism products and increasing the use of digital marketing tools.**



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