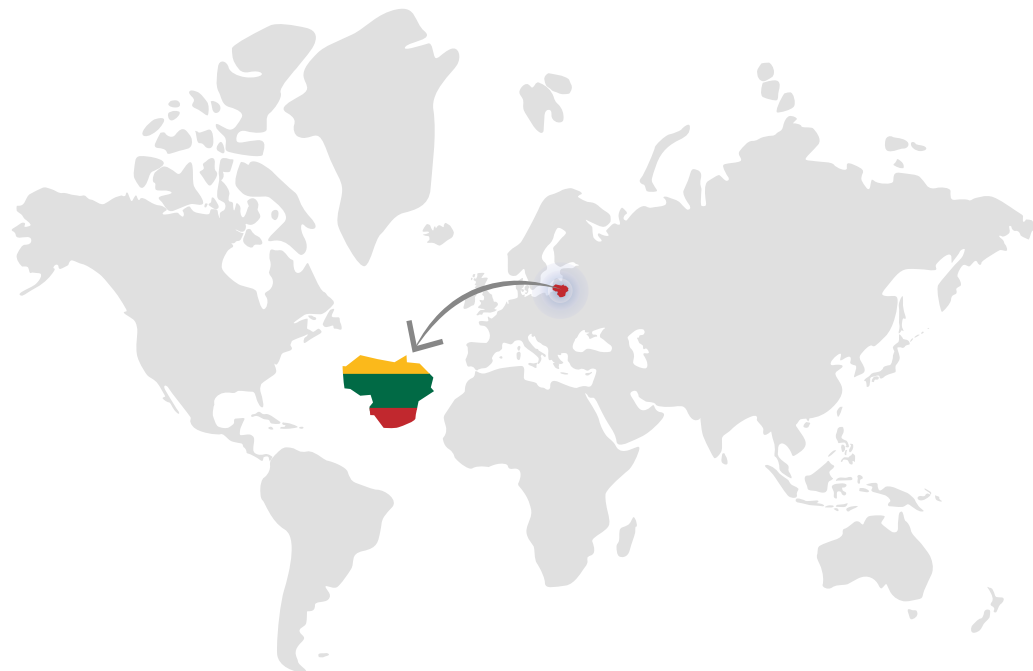




UN Tourism

## TOURISM DOING BUSINESS INVESTING IN





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# TOURISM DOING BUSINESS INVESTING IN



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# Inga Ruginienė

PRIME MINISTER  
REPUBLIC OF LITHUANIA





Tourism is among the priorities of the Government of the Republic of Lithuania. We are working to ensure that tourism becomes a key driver of inclusive growth, regional development, and international competitiveness. Lithuania's tourism sector is growing rapidly. **In 2024, our country welcomed more than 1.45 million international tourists, a 5.8% increase compared to the previous year.** A figure that reflect the resilience, potential, and strategic importance of tourism to Lithuania's economy.

Investing in tourism means investing in people, culture, and communities. Tourism creates jobs, supports small and medium-sized enterprises, strengthens regions, and contributes to the preservation of cultural heritage. It is a sector that connects economic development with social well-being - fostering intercultural dialogue, enhancing Lithuania's visibility globally, and reinforcing national identity. Tourism is also one of the most inclusive sectors, encompassing accommodation, food services, transport, culture, wellness, technology, and innovation.

The Government of Lithuania has taken decisive steps to accelerate tourism investment. We are building a strong ecosystem that supports investors from concept to implementation. Lithuania's **Investment Highway** - Europe's fastest route to growth - offers unparalleled support for strategic projects. Construction permit timelines have been reduced by up to **90%**, a **0% corporate tax rate for up to 20 years** is available, and **over EUR 1 billion in subsidies** have been allocated to attract **EUR 10 billion in strategic investments by 2030**. Investors benefit from faster permitting, access to state land, tailored training programs, and a business-friendly EU environment with advanced digital infrastructure and stability.

Lithuania's advantages are clear:

- A **strategic location** at the crossroads of Northern, Central, and Eastern Europe;
- A **highly qualified workforce**, with 56% of 25–34-year-olds holding a university degree;
- **World-class digital infrastructure**, including 90% 5G coverage and the fastest public Wi-Fi globally;
- A **rich and diverse tourism offering** — from UNESCO World Heritage Sites to world-class wellness centers, alongside a rapidly expanding business tourism sector and immersive nature experiences.

Investing in tourism in Lithuania is not just a business opportunity—it is a chance to shape the future of a sector that touches every region, every community, and every visitor. I invite you to join us on this journey. Together, we can build a tourism ecosystem that is resilient, innovative, and globally competitive.

**Inga Ruginienė**  
Prime Minister  
Republic of Lithuania



# Edvinas Grikšas

MINISTER OF THE ECONOMY AND INNOVATION  
REPUBLIC OF LITHUANIA





Dear Investors and Friends,

Lithuania offers a stable, innovative, and open environment for business growth - and today, our global recognition speaks louder than ever.

As Minister of the Economy and Innovation, I warmly invite you to explore Lithuania's dynamic investment landscape, shaped by ambition, talent, and a clear focus on sustainable development. Our strategic location, highly skilled workforce, and forward-thinking policies make Lithuania an ideal destination for foreign direct investment. We are committed to supporting international companies with tailored guidance, transparent procedures, and a business-friendly environment that exceeds expectations.

Among our many strengths, tourism stands out as a sector of immense potential. Lithuania's rich cultural heritage, pristine nature, and growing reputation as a sustainable travel destination offer unique opportunities for investment in hospitality, wellness, cultural and nature tourism, and experiential travel.

In 2025, Lithuania was named the second-best travel destination in the world by Lonely Planet - and the top country to visit in Europe. This recognition highlights our vibrant culture, natural beauty, and commitment to sustainability. From the baroque charm of Vilnius to the serene Baltic coastline, Lithuania is ready to welcome the world.

We also became the first Baltic country to receive MICHELIN Key hotel awards, with several Lithuanian properties recognized for exceptional hospitality. This milestone positions Lithuania as a top-tier destination for both gourmet dining and world-class lodging.

Lithuania has been named one of Skyscanner's Top Trending Travel Destinations for 2026, with Kaunas, the country's second-largest city, earning special recognition for its unique blend of culture, nature, and hospitality.

Tourism continues to thrive, with a 2% increase in tourist flows in 2025, reflecting growing global interest and confidence in Lithuania as a travel destination.

Our capital city, Vilnius, has been designated the European Green Capital for 2025, honoring its leadership in sustainability, climate action, and innovative urban development. This accolade reinforces our commitment to building a greener, smarter future.

Air connectivity is also expanding rapidly. Lithuanian Airports have seen record passenger flows in recent months, with new routes enhancing access for both business and leisure travellers. In 2024, Airports Council International acknowledged Lithuania as one of Europe's leaders in connectivity growth — a testament to our commitment to accessibility and global reach.

Whether you are looking to expand your business, launch a new venture, or invest in transformative experiences, Lithuania is ready to partner with you. Let us build the future of tourism together — one that is prosperous, innovative, and open to the world.

**Edvinas Grikšas**  
Minister of the Economy and Innovation  
Republic of Lithuania




# Zurab Pololikashvili

SECRETARY-GENERAL  
UN TOURISM







Tourism stands as one of the best enablers for inclusive and sustainable growth. When efficiently managed, it can create jobs, drive investment and innovation, and connect communities and cultures internally and across borders. In a world of uncertainty, the capacity of tourism to foster stability, understanding, and economic and social cohesion is more valuable than ever.

Lithuania has advanced significantly in positioning tourism as a key pillar of its national development, supported by strong institutions, robust digital infrastructure, and a solid commitment to sustainability and innovation. Its diverse offer, spanning heritage, wellness, nature, and modern urban experiences, reflects a vision of tourism that values authenticity and creativity.

At the global level, tourism investment is becoming more selective, focusing on destinations that combine competitiveness with long-term stability and impact. Lithuania's proactive policies and open investment climate demonstrate how strategic governance can turn tourism into a catalyst for prosperity, inclusion, and resilience.

This publication offers valuable insights into the country's tourism economy, its legal framework, and the opportunities that are arising.


UN Tourism remains fully engaged in supporting its Member States in shaping a future where tourism empowers people, protects the planet, and generates shared prosperity. I invite the global tourism community to explore the opportunities Lithuania presents and to partner in building a more sustainable and competitive tourism sector for generations to come.

**Zurab Pololikashvili**  
Secretary-General  
UN Tourism



# Natalia Bayona

EXECUTIVE DIRECTOR  
UN TOURISM



Tourism investment is evolving towards innovation, sustainability, and measurable impact. Destinations that combine policy stability, digital readiness, and a forward-looking business environment are the ones attracting the most dynamic investors. Lithuania is clearly laying the ground to become one of them.

With sound macroeconomic fundamentals and a clear vision, Lithuania has made tourism a strategic pillar of its economic diversification. The country's institutions work hand in hand to simplify procedures, strengthen infrastructure, and promote an ecosystem that encourages entrepreneurship and technological advancement. This approach positions Lithuania as an agile, competitive, and innovation-driven destination for tourism investment.

Tourism in Lithuania is growing fast. On the domestic side, 2024 closed with around 5.5 million overnight stays by local travellers, about 15.3% more than in 2019. Internationally, the momentum is even stronger. According to the latest UN Tourism Barometer, Lithuania was Europe's best performer in the first half of 2025, with arrivals up by 39%.

This surge is linked to a more diverse tourism offer: culture, wellness, gastronomy, medical tourism, nature-based experiences, and more. Global rankings are starting to recognize that progress, giving Lithuania greater visibility and credibility.

Policies are also moving in the right direction. The Tourism Roadmap 2030 and the "Investment Highway" initiative show a very concrete will to make life easier for investors, entrepreneurs, and the ecosystem around them.

This publication serves as a practical reference for companies and investors seeking to understand Lithuania's investment climate, incentives, and opportunities. It highlights how the country's tourism strategy aligns competitiveness with sustainability and long-term value creation.

At UN Tourism, we are proud to accompany Lithuania in its efforts to promote tourism as a catalyst for innovation, green transition, and inclusive prosperity. I invite investors and stakeholders to explore Lithuania's tourism potential and to join us in shaping a new generation of sustainable and high-value tourism projects.

**Natalia Bayona**  
Executive Director  
UN Tourism






# **Cordula** **Wohlmuther**

DIRECTOR A.I., REGIONAL DEPARTMENT FOR EUROPE  
UN TOURISM





Lithuania offers a growing range of opportunities for sustainable tourism development. This is supported by strong institutions and an advanced digital infrastructure, with 95% of businesses in Lithuania actively engaging with digital technologies. The country also benefits from a strategic location at the crossroads of Northern, Central, and Eastern Europe.

In 2024, global foreign direct investment (FDI) flows experienced a drop of 11%, showcasing the impact of the trade tensions, geopolitical conflicts and economic volatility, making investors more cautious about their decisions. This situation showcases the relevance of stability, confidence and predictability for creating a favorable environment to attract sustainable and innovative investments, particularly in dynamic sectors such as tourism. With a stable investment climate and a strong commitment to innovation and sustainability, Lithuania is well positioned to attract interest from a wide spectrum of tourism stakeholders.

The country is forecasted to achieve a robust economic growth rate of 2.7% in 2025, followed by a 2.9% growth in 2026, according to the International Monetary Fund. Tourism is increasingly recognized as a key sector for economic growth and diversification in Lithuania. The government's Tourism Sector Pathway and related policy initiatives reflect a clear ambition to strengthen the sector's contribution to the national economy and promote inclusive development across regions.

Lithuania's diverse tourism offer includes cultural and heritage sites, nature-based and wellness experiences, and modern urban destinations. From UNESCO-listed landmarks to medical and health tourism services, the country continues to expand its potential to attract both international and domestic visitors.

The publication *Tourism Doing Business – Investing in Lithuania* provides an overview of the country's investment climate, regulatory environment, and priority areas for development. It aims to serve as a practical tool for investors and stakeholders interested in contributing to the growth of Lithuania's tourism sector in a way that aligns with sustainability, innovation, and quality.

UN Tourism remains committed to supporting Member States in advancing tourism as a driver of inclusive and resilient development. We trust that this report will support informed decision-making and foster productive collaboration in Lithuania's evolving tourism landscape.

**Cordula Wohlmuther**  
Director a.i., Regional Department for Europe  
UN Tourism





The Gediminas' Tower, Vilnius



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## Acronyms

**AI** – Artificial Intelligence

**AW** – Average wage

**B2B** – Business to Business

**CAGR** - Compound Annual Growth Rate

**CAPEX** – Capital Expenditure

**CIT** – Corporate Income Tax

**DMO** – Destination Management Organizations

**EIA** – Environmental Impact Assessment

**ECB** – European Central Bank

**EEA** – European Economic Area

**EIB** – European Investment Bank

**EIF** – European Investment Fund

**ERDF** – European Regional Development Fund

**ESG** – Environmental, Social and Governance

**EU** – European Union

**EUR** – Euro

**FDI** – Foreign Direct Investment

**FEZ's** – Free Economic Zones

**GDP** – Gross Domestic Product

**GVA** – Gross Value Added

**ICT** – Information and Communication Technology

**IMF** – International Monetary Fund

**IT** – Information Technology

**MICE** – Meetings, Incentives, Conferences, and Exhibitions

**NCPD** – National Energy and Climate Plan

**OECD** – Organisation for Economic Co-operation and Development

**OSP** – Official Statistics Portal

**PIT** – Personal Income Tax

**R&D** – Research and Development

**SDG's** – United Nations' Sustainable Development Goals

**SGP** – Stability and Growth Pact

**SME** – Small and Medium sized- Enterprises

**SSC** – Social Security Contributions

**STEAM** – Science, Technology, Engineering, Art and Math

**S3** – Smart Specialisation

**TTDI** – Travel and Tourism Development Index

**T&T** – Travel and Tourism

**UNCTAD** – United Nations Conference on Trade and Development

**UNESCO** – United Nations Educational, Scientific and Cultural Organization

**USD** – United States Dollar

**VAT** – Value Added Tax

**VC** – Venture Capital

**WHT** – Withholding Tax

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# INTRODUCTION

**Tourism Doing Business – Investing in Lithuania** provides a comprehensive overview of Lithuania's growing tourism sector and its potential as a destination for sustainable and high-value investments. The publication explores how the country's **strong institutions, digital infrastructure, and policy stability create a fertile ground for investors**, while outlining Lithuania's unique tourism assets—from cultural heritage to wellness and innovation-driven experiences.

**Chapter 1** sets the global and national economic context. It examines current macroeconomic trends, Lithuania's steady GDP growth, and the role of tourism in the national economy. It highlights how the sector has rebounded from the pandemic, the contribution of domestic and international tourism, and the policy frameworks guiding its sustainable development.

**Chapter 2** focuses on foreign direct investment (FDI) dynamics, both globally and nationally, detailing Lithuania's rising inflows, sectoral composition, and origins of investment. It also reviews greenfield tourism projects, the growing role of startups, and the country's innovation ecosystem.

**Chapter 3** explains why Lithuania is an emerging tourism investment destination. It presents key competitive advantages such as stability, government support, connectivity, innovation, and a skilled workforce.

The chapter connects Lithuania's tourism vision of Co-creating Experiences with opportunities across eco-tourism, wellness, gastronomy, and cultural segments.

**Chapter 4** outlines Lithuania's transparent and business-friendly legal environment, detailing relevant legislation, investment laws, and incentives. It provides a practical guide for investors, including procedures for company establishment, investment protection, land acquisition, and the benefits of operating within Free Economic Zones (FEZs).

**Chapter 5** positions Lithuania within the European tourism landscape using key benchmarking indicators like the Travel & Tourism Development Index. It analyses competitiveness factors—workforce, infrastructure, innovation, and sustainability—showing how Lithuania stands out as a digitally advanced, safe, and affordable destination.

**Chapter 6** identifies specific areas for investment across the country, highlighting emerging niches such as wellness, rural tourism, MICE (Meetings, Incentives, Conferences, and Exhibitions), and sustainable accommodation projects. The section concludes with a call to action, inviting stakeholders to engage with national institutions to unlock Lithuania's tourism potential.



Old Town, Vilnius





# OVERVIEW OF LITHUANIA

The Republic of Lithuania (hereafter Lithuania) is the largest and most populous of the Baltic States. With a territory of 65,300 km<sup>2</sup> and a population of 2.9 million people,<sup>1</sup> the country is **strategically located at the crossroads of Northern, Central, and Eastern Europe**. As a member of the European Union (EU), eurozone, and the Organisation for Economic Co-operation and Development (OECD), it has access to a market of over 450 million consumers with excellent connectivity and is one of the EU's most digitalized public administrations.<sup>2</sup>

Since regaining its independence in 1990, Lithuania has transformed into one of the fastest-growing digital economies in the EU, with a strong emphasis on innovation, sustainability, and open investment policies. **Its well-developed infrastructure, ease of doing business, and commitment to green transformation make it an emerging attractive destination for tourism and investment.**

Lithuania's broader national vision reinforces this openness. The country defines itself as a space for co-creation — an open platform where innovation, governance, and culture converge to address global challenges. Its ability to connect government, business, and science has made Lithuania a recognized testbed for digital and sustainable solutions, translating national values into tangible growth.

Lithuania's tourism vision — Co-create Experiences — captures this openness, positioning the country as a safe, authentic, and innovative destination for meaningful travel.

## Stable growth and emerging tourism potential

Lithuania is steadily increasing its visibility as a destination for nature-based, cultural, and wellness tourism. **In 2024, the country registered 1.45 million inbound tourist arrivals at accommodation establishments (+5.8% vs 2023) with numbers expected to continue rising in 2025 and beyond.**

As the world continues to discover Lithuania, we see growing interest from long-haul markets. One of our key advantages is our seamless integration with the other Baltic States. For travelers from third countries, we offer a compelling regional experience — a unified destination with rich cultural diversity and shared infrastructure, unlocking additional growth potential.

**Domestic tourism remains a key strength, with Lithuanians generating around 5.5 million overnight stays annually (+15.3 vs 2019).**

This extends beyond economics. Lithuania's governance model and national culture emphasize collaboration and shared progress — a reflection of its long-standing principle that challenges are best addressed collectively. In practice, this means a government that encourages experimentation, open data, and public-private cooperation to accelerate smart and green growth, including the development of the tourism sector.

## Key drivers of Lithuania's tourism sector growth

Lithuania's tourism vision is framed by the idea of co-creation. The country positions itself as a Northern European destination where visitors are not just observers, but active participants in creating meaningful and authentic experiences. This approach builds on Lithuania's history and culture of openness, collaboration, and innovation, while aligning with modern travellers' expectations for safety, sustainability, and genuine connection.

That spirit underpins the country's diversified tourism offer, which integrates natural assets, cultural heritage, and innovation-driven services into experiences that leave a lasting impact. This approach has earned international recognition, including Lithuania's inclusion in Lonely Planet's Best in Travel 2025 as the top **European country to visit and the second worldwide**.<sup>3</sup>



### Cultural & heritage tourism:

**Lithuania has a rich natural and cultural heritage to be discovered including five UNESCO listed sites.** From the historic charm of Vilnius Old Town to the distinctive modernist architecture of Kaunas, Lithuania presents a diverse architectural and historical landscape. Visitors can explore the ancient archaeological site of Kernave, marvel at the precision of the Struve Geodetic Arc, and be captivated by the dramatic shifting dunes of the Curonian Spit.<sup>4</sup>

**Beyond its physical landmarks, Lithuania also preserves a vibrant intangible heritage recognised by UNESCO.** This includes traditional expressions such as the multipart singing style of sutartinės, the intricate art of cross-crafting, the nationwide Song Festival, and the delicate craft of straw garden-making. These elements not only enrich the visitor experience but also serve as key drivers of growth in Lithuania's tourism sector.<sup>5</sup>



### Nature & wellness tourism:

Lithuania is renowned for its pristine natural landscapes, which serve as a haven for nature lovers and those who are seeking relaxation. The country's dense forests which cover approximately 33% of its land area,<sup>6</sup> making it **one of the most forested countries in Europe, crystal-clear lakes, and serene rivers offer perfect settings for outdoor activities.** Going from hiking to cycling, kayaking and birdwatching. Lithuania's numerous spa resorts and wellness centres have become increasingly popular, offering rejuvenating experiences that combine ancient traditions with modern treatments. Visitors seeking tranquillity can immerse themselves in the calming atmosphere of Lithuania's rural retreats, making it an emerging hub for wellness tourism in Europe.

Lithuania is increasingly recognised as a top-tier wellness destination. In 2025, it was named one of the world's best health tourism destinations, reinforcing the country's strong position in spa, therapeutic and wellness services.

Lithuania's strong environmental stewardship is also rooted in its national identity — the connection between people and nature is seen as a foundation of well-being and balance. This respect for natural surroundings, central to Lithuania's "Connection to Nature" value, guides its sustainable tourism model and green investment priorities.



### Vibrant cities:

**Vilnius, Kaunas and Klaipėda stand out as dynamic urban centres combining cultural heritage with modern infrastructure.** Each city contributes uniquely to Lithuania's attractiveness as a destination for business, study and tourism.

The capital, Vilnius, consistently ranks among Europe's most liveable cities and leads in digital innovation and startup development, while Kaunas, a UNESCO City of Design, offers a vibrant creative and student community. Klaipėda, Lithuania's main port city, connects trade, tourism and culture with a growing maritime economy.

These cities also mirror Lithuania's broader creative ethos. The country's cultural and artistic communities operate as open laboratories for co-creation — from design and music to theatre and film. This Co-create Culture spirit not only enriches urban life but also strengthens Lithuania's appeal for creative industries, cultural tourism, and international collaborations.

Beyond their individual strengths, these cities together form a network of creative and sustainable urban destinations that enhance Lithuania's overall tourism value proposition. Their investment in smart mobility, green public spaces, and innovation-friendly ecosystems supports both residents' quality of life and the visitor experience.

### **Gastronomy:**

Lithuania is rapidly securing its place on the world's gastronomic map. Here, visitors can savour both authentic national dishes – such as *cepelinai* or the refreshing cold beetroot soup *šaltibarščiai* – as well as modern culinary innovations that have earned international recognition. **The Michelin Guide Lithuania 2025 recommends as many as 37 restaurants, with four of them retaining their prestigious stars for the second consecutive year.**<sup>7</sup> This clearly shows that Lithuanian cuisine is stepping boldly onto the global stage and becoming one of the country's most distinctive experiences.

### **Medical & health tourism:**

Lithuania is rapidly becoming a leading destination for health tourism, offering high quality healthcare services at affordable prices. The country is home to modern health resorts, hospitals, state of the art clinics and a growing number of specialized wellness centres. They attract international patients seeking dental treatments, cosmetic

surgeries and advanced medical procedures. With its well-developed infrastructure and highly trained medical professionals, **Lithuania is positioning itself as a cost-effective yet reliable healthcare hub.** In addition, the country's natural thermal mineral water springs and mud baths are increasingly sought for therapeutic purposes, further boosting its status as a destination for health tourism.

### **Attractive investment climate**

Lithuania offers an open and investor-friendly environment focused on innovation, green transition and tourism diversification.

- Government commitment: The Ministry of the Economy and Innovation and the national tourism promotional agency, Lithuania Travel, have placed **tourism as a priority within national development plans.**
- Strong infrastructure: **Three international airports**, modern highways and rail networks, and digital connectivity ranked among the best in Europe.
- EU + national incentives: Access to **EU structural funds, investment grants, tax benefits for strategic projects**, and targeted national support for a wide range of industries and sectors, including tourism.

**Lithuania's business environment operates much like a startup: agile, transparent, and open to experimentation.** In this country, businesses and public institutions work together to prototype and scale new ideas. The result is an innovation-friendly setting that enables tourism investors to test models and grow sustainably.

### Key economic and investment indicators<sup>8,9</sup>

- Average GDP growth (2015 – 2024): **3.2%**
- Expected GDP growth 2025 and 2026: **2.7%** and **2.9%**
- Average inflation (2015 – 2024): **4.4%**
- Expected inflation 2025 and 2026: **3.7%** and **2.8%**
- Currency: **Euro (EUR)**, issued by the European Central Bank (ECB) and Central Bank of Lithuania.
- Inbound tourist arrivals at accommodation establishments in 2024: **1.45 million** (+5.8% vs 2023), 74.8% of the level registered in 2019.
- According to the UN Tourism Barometer (September 2025), **Lithuania is the best-performing destination in Europe, recording a +39% increase in international tourist arrivals compared to the same period in 2024.**
- Domestic tourist overnights 2024: **5.5 million** (+15.3% vs 2019)

Lithuania's **strategic location, strong institutions, digital-first approach, and untapped tourism assets present a compelling case for sustainable and high-value tourism investment.** As the country keeps attracting international visitors and becoming attractive to domestic travellers, it is well-positioned to capitalize investment aligned with nature, culture, and innovation.



*Hot air ballooning experience, Trakai*





# 5 REASONS TO INVEST IN LITHUANIA'S TOURISM SECTOR

Lithuania's tourism sector is gaining momentum: policy is aligned, demand is growing, and the ground is being laid for long-term value.

*Kurtuvėnai Regional Park, Šiauliai*

1



## REAL GOVERNMENT BACKING, STABILITY, AND A FORWARD-LOOKING ROADMAP

Lithuania combines robust macroeconomic discipline with a strong institutional commitment to make tourism a pillar of its development and growth model. The country is aligning strategy with concrete action:

- **Robust GDP growth with good projections ahead:** Between 2015 – 2024, on average GDP grew **3.2%**, above the European Union average.
  - Expected GDP growth for 2025 and 2026: **2.7%** and **2.9%** (greater than the 1.4% expected for the EU in both years).<sup>10</sup>
- **Solid public finances:**
  - By 2025Q1 the **public debt remains at 40.6%**, lower than the EU average.<sup>11</sup>
  - By 2024 the **fiscal deficit was 1.3% of GDP**, one of the lowest among the EU member states and within the threshold defined by the Stability and Growth Pact (SGP).<sup>12</sup>
- **Clear strategic direction:** Tourism currently accounts for 2.7% of the country's GDP, and by 2030 it is expected to reach **4.5%**.
- **Active government support:** The Ministry of the Economy and Innovation, Lithuania Travel, and Invest Lithuania work coordinated to guide the whole process of establishment and business development.

2



## ROBUST PHYSICAL AND DIGITAL INFRASTRUCTURE

Though small in size, Lithuania is incredibly well-connected. **Three international airports** (Vilnius, Kaunas, and Palanga) link the country to Europe's main cities. **The Rail Baltica project** is about to plug Lithuania directly into the high-speed train grid. And the **Port of Klaipėda—already the Baltic's main ice-free seaport**—is doubling down on cruise traffic, with over 60 ships scheduled for 2025. Plus, **Lithuania is a leader in public Wi-Fi speeds and has extensive 5G coverage.**



3



### A DIVERSE, FOUR-SEASON TOURISM OFFERING WITH GROWING DEMAND

Lithuania offers a four-season mix: **forests, lakes, historical towns, and authentic rural experiences**. It's home to five UNESCO World Heritage Sites, has a growing medical and wellness tourism niche, and is ranked as one of the most affordable European destinations. **Domestic tourism is thriving and international arrivals are climbing too. For investors, it means a healthy blend of local demand and international potential.**

4



### HIGHLY EDUCATED, TECH-SAVVY TALENT POOL

The human capital is well prepared with over half of 25–34 year-old holding a university degree, and multilingualism is common—English, German, and Nordic languages are widely spoken. But it's not just about academic strength. Lithuania has become a tech hotspot, with more than 1,240 startups and a reputation for innovation in areas like fintech, AI, and travel tech. **If you're investing in smart tourism, digital customer experience, or platforms—this is one of the places in Europe where you'll find the right people to build and the ecosystem you need to thrive.**

5



### ROOM TO GROW: AN UNDEREXPLORED MARKET WITH NICHE POTENTIAL

**Unlike many European destinations where tourism infrastructure is saturated, Lithuania still has room to grow.** Investment flows are increasing but not overcrowded. There's clear space in wellness and medical tourism, eco and rural tourism, gastronomy, and MICE infrastructure. Support from EU funds and national incentives are available—especially for green and innovative projects. For those looking for long-term projects in a stable EU regulated market, this is one of the places that ticks all the boxes.





Trakai Castle, Trakai



# 1

# ECONOMIC OUTLOOK

## 1.1. Global economic outlook

According to the International Monetary Fund (IMF), the global economy is now projected to grow by **3.2% in 2025 and 3.1% in 2026** (down from the 3.3% forecasted for both years in January). These figures remain below the historical average of 3.7% recorded between 2000 and 2019.<sup>13</sup>

After years of overlapping and unexpected shocks, the global economy seemed to be settling into a phase of relative stability, with inflation easing and unemployment returning to pre-pandemic levels in many countries. But **the landscape is shifting again. Alongside rising geopolitical tensions and conflicts, new disruptions led by policy choices and a growing trend towards protectionist trade measures are starting to affect not only global trade but also financial markets.**<sup>14</sup>

It's a complicated picture, one that underscores the urgent need for economies to address domestic policy gaps and structural imbalances, both fiscal and monetary, while also pushing forward on the path to sustainable development.<sup>15</sup> That means accelerating digital transformation and the energy transition, a difficult task under tight fiscal constraints and a global context that makes constructive, cooperative action harder to achieve. **Restoring confidence, predictability, and sustainability remains essential to secure long-term development.**<sup>16</sup>

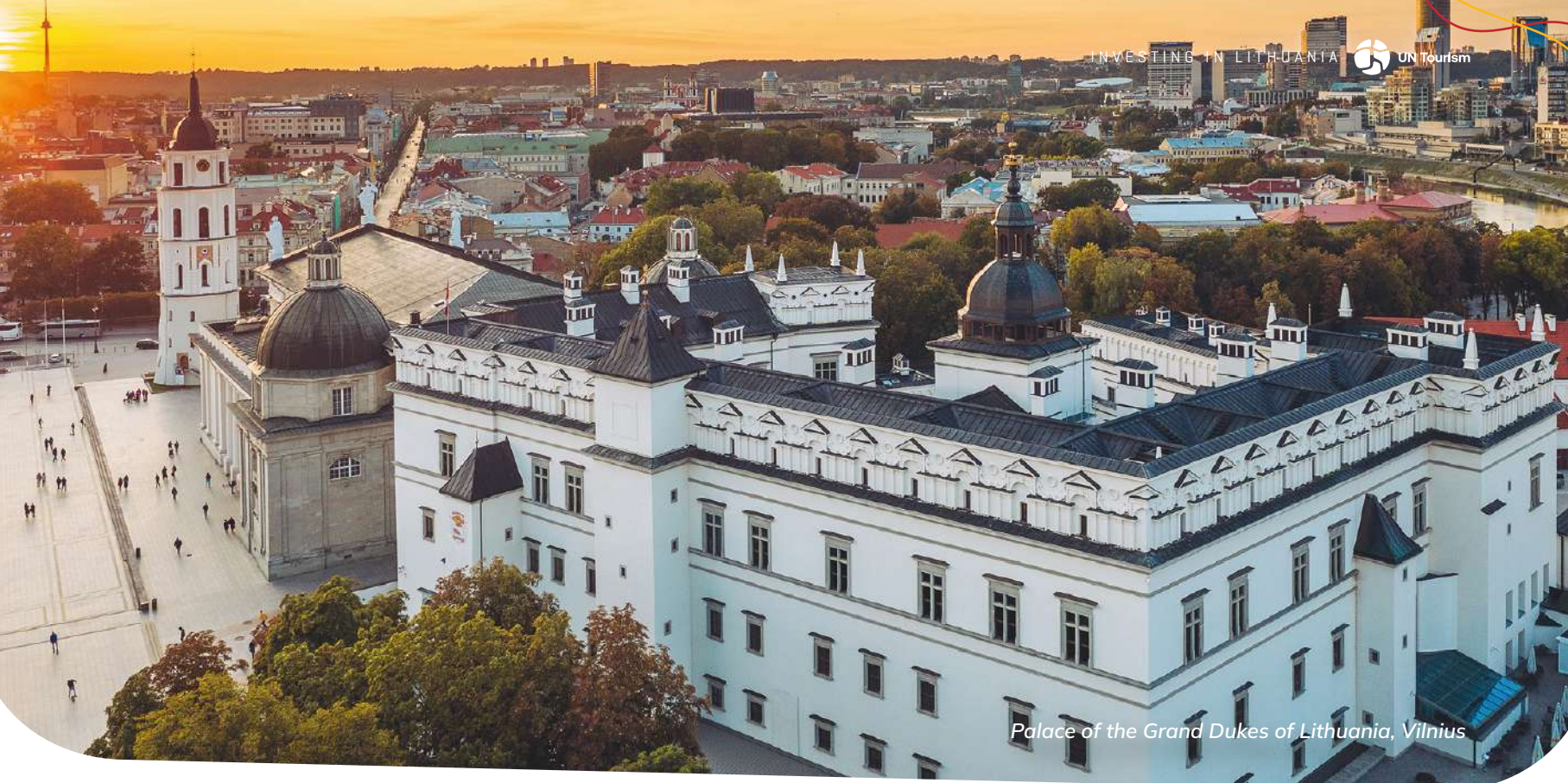


The European Union is not immune to this complex international situation. After expanding **1.1%** in 2024, the IMF projects growth of **1.4%** for 2025 and 2026.<sup>17</sup> This scenario presents both great challenges and opportunities for a region that must address structural issues like an aging population, productivity slowdowns, and competitiveness gaps, but also holds significant strengths with a highly educated workforce, solid capital markets, and lead initiatives for fighting climate change and effectively regulate AI technologies, that can be leveraged to drive green and digital transitions, enhance regional resilience, and position Europe as a global standard-setter in sustainable development and more than that as a trustworthy long standing stable partner.

**Tourism must be prioritised in this scenario.** In many countries, tourism is already a key activity and in some it offers a great opportunity, since it is an integrative economic sector that generates significant positive externalities contributing to the economic, social, and cultural development of national, subnational, and local territories.



Cathedral Square, Vilnius



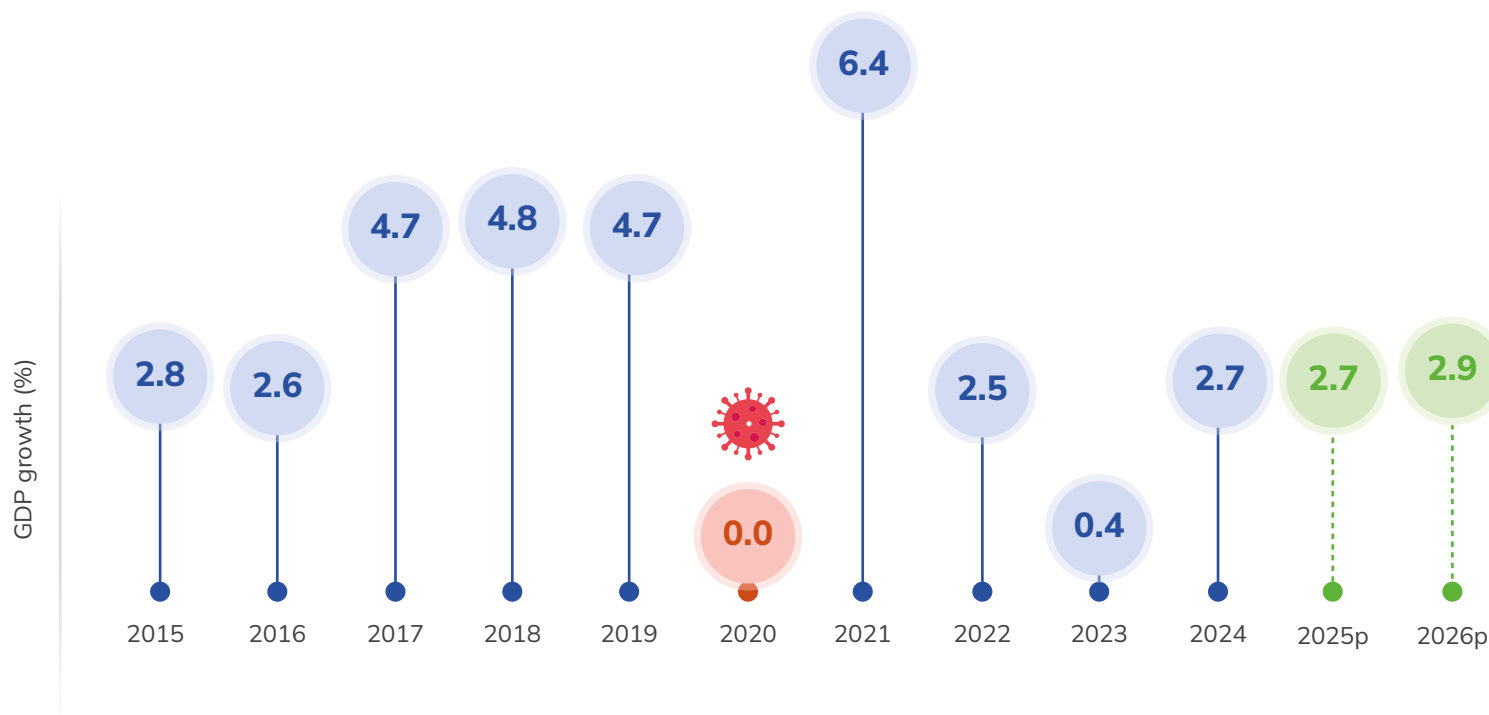
*Palace of the Grand Dukes of Lithuania, Vilnius*

## 1.2. Lithuania's macroeconomic overview

Lithuania has experienced an average real GDP growth of 3.2% and inflation of 4.4% during the last 10 years.<sup>18</sup> **Looking ahead, the economic outlook remains positive, with forecasts pointing to GDP growth of 2.7% in 2025 and 2.9% in 2026.** This positions Lithuania to outpace the average growth rate of the wider European region.<sup>19</sup>

**The country is showing great resilience in spite of the headwinds and increased volatility on global trade and financial markets, driven by a rebound in private consumption, investments and exports.** Additionally, the government is focused on finding a pathway to finance the increased ageing-related costs while maintaining the fiscal stability.<sup>20</sup> Boosting tourism can help to alleviate some pressure by promoting the economic activity, diversifying income sources and supporting social services.

**Figure 1.1: Gross Domestic Product (GDP) growth, 2015 – 2026p**



p: projection

Source: International Monetary Fund (2025), World Economic Outlook, October 2025 Edition, FMI, Washington, D.C., available at: <https://www.imf.org/en/Publications/WEO/Issues/2025/10/14/world-economic-outlook-october-2025> [24-10-2025]

The Lithuanian economy leans heavily on the service sector. In terms of Gross Value Added (GVA), in 2024, wholesale and retail trade, transport, accommodation and food service activities, contributed 26.8%, followed by industry with 18.7% (including manufacturing), while public administration, defence, education, human health and social work activities made up 16.9%.<sup>21</sup>

**When it comes to tourism, wholesale and retail trade, transport, accommodation and food service activities still have not recovered the relative importance it had in 2019, but it is still the most relevant sector in terms of GVA.<sup>22</sup>**

**Figure 1.2: Contribution to Gross Value Added (GVA) by sectors, 2024**



**Source:** Official Statistics Portal (2025), 'Gross Value Added, at current prices, 2024', available at: [https://osp.stat.gov.lt/en\\_GB/nacionalines-saskaitos](https://osp.stat.gov.lt/en_GB/nacionalines-saskaitos) [24-04-2025]



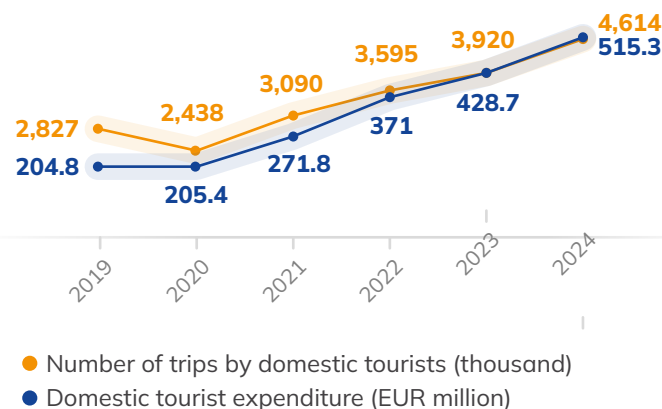
In the tourism sector, Lithuania demonstrated dynamic growth in international tourists arrivals at accommodation establishments, **reaching a peak of 1.94 million in 2019**.

However, the pandemic and mobility restrictions severely impacted the sector. Following the resumption of international travel, Lithuania has been steadily recovering its 2019 levels of international tourist arrivals going from 0.51 million in 2021 to 1.45 million in 2024, showing a compound annual growth rate (CAGR) of 23.2%. Nevertheless, by the

end of 2024, international arrivals were still 25.2% below 2019 levels. The impact of nearby conflicts has slowed the post-pandemic recovery compared to the rest of the region. However, the long-term outlook remains positive, with a full recovery expected in the coming years.<sup>23</sup>

In 2024, most international tourists arriving to Lithuania came from Poland, accounting for 11.6% of the total, followed by Germany and Latvia, each contributing 10.4% and 9.7% respectively.<sup>24</sup>

**Figure 1.3: Tourism data and economic impact, 2019-2024**



**Source:** Lithuania Travel (2025), 'Tourism Dashboard', available at: <https://lithuania.travel/en/trade/research-and-data/tourism-statistics> [24-04-2025], International Monetary Fund (2025), 'Balance of Payments and International Investment Position Statistics', available at: <https://legacydata.imf.org/?s-k=7a51304b-6426-40c0-83dd-ca473ca1fd52&sid=1390030341854> [29-04-2025]; and Official Statistics Portal (2025), 'Number of domestic tourists, number of nights spent, tourists' trips and tourists expenditure', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize/> [24-04-2025]



Vilnius Cathedral, Vilnius

On the other hand, **domestic tourism has recovered at a faster pace, rising from a record of 2.8 million domestic tourist trips in 2019 to 4.6 million in 2024 (+63.2% vs 2019)<sup>25</sup>**. Spending per trip has also increased, from EUR 72.5 in 2019 to EUR 111.7 in 2024 (+54.1%).<sup>26</sup>

**Domestic same-day visitors are growing as well, reaching 10.7 million in 2024 (+8.2% vs 2023).<sup>27</sup>**

These results highlight the positive impact of government efforts, driven by national strategies implemented by Lithuania's national tourism agency, Lithuania Travel, which has launched several campaigns targeting both local and international markets, including initiatives to encourage residents to explore their own country.

Lithuania, often ranked as one of Europe's most affordable destinations, offers a rich mix of history, culture, and gastronomy, and was recently recognized as a top travel destination for 2025 by Lonely Planet's Best in Travel list.<sup>28</sup> **In 2024, domestic tourism contributed EUR 515.3 million.<sup>29</sup>**

**In comparison, international tourism receipts in 2024 totalled USD 2 billion.<sup>30</sup>** This means that, in economic terms, domestic visitors expenditure accounted for around 25% of the sector's income while international visitor expenditure represented around 75%. This distribution presents an opportunity to leverage both domestic and international markets.

In 2023, the tourism sector employed approximately 49,800 people, accounting for around 3.4% of total formal employment in the economy.<sup>31</sup> Of these workers, 33.3% were employed in restaurants and similar establishments, 30.3% in hotels or similar accommodations, 11.0% in road passenger transport, 7.4% in cultural activities, 5.8% in travel agencies, and 5.2% in sporting or other recreational activities.<sup>32</sup>

The tourism workforce continues to recover from the impacts of the pandemic and is now approaching the employment levels recorded in 2019, despite international arrivals not yet having fully rebounded.

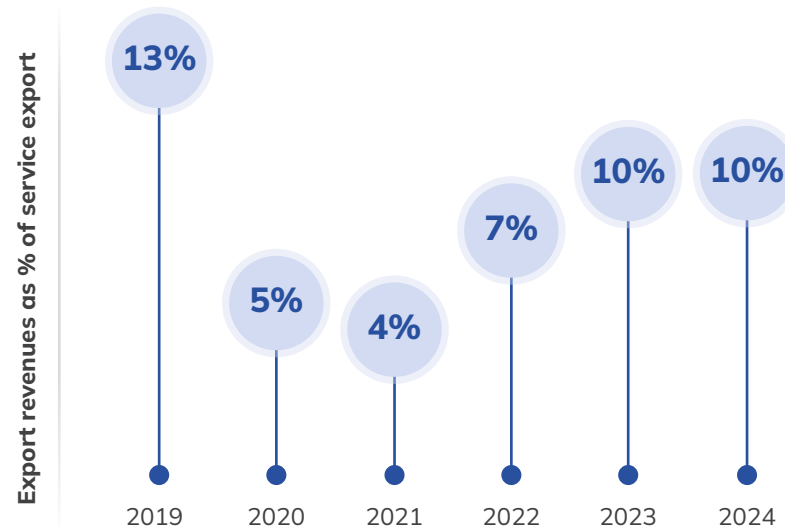
**Figure 1.4: Employment in tourism-related activities, 2017 – 2023**



**Source:** Official Statistics Portal (2025), 'Tourism specific economic activities 2009 – 2023', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize/> [24-04-2025]

The share of tourism exports in the country's total service exports has surged from 4% in 2021 to 10% in 2024. Although still below the pre-pandemic level of 13% in 2019, tourism is steadily regaining its significance within Lithuania's service export matrix.<sup>33</sup>

**Figure 1.5: Export revenue from international tourism as % of service exports, 2019 – 2024**



**Source:** IMF (2025), 'Balance of Payments and International Investment Position Statistics', available at: <https://data.imf.org/?sk=7a51304b-6426-40c0-83-dd-ca473ca1fd52&sid=1390030341854>



Over the past few years, the Lithuanian government has strategically directed EU funding toward tourism development, focusing on improving infrastructure, promoting sustainable practices, and enhancing the sector's overall competitiveness. **This long-term approach is now reinforced by the recently approved Lithuanian Tourism Roadmap 2030, which sets ambitious targets to increase tourism's share of national value added from 2.2% in 2022 to 4.5% by 2030.**<sup>34</sup>

Strong intergovernmental coordination supports these efforts. The Ministry of the Economy and Innovation, through its Tourism and Resort Development Division, leads national tourism policy, international representation, and diplomatic engagement, while Lithuania Travel, the national tourism promotion agency under the Ministry of Economy and Innovation, is tasked with raising Lithuania's visibility abroad and boosting inbound and domestic tourism. Working closely with businesses and organizations, Lithuania Travel promotes the country through digital platforms, media outreach, and international events. Together, these aligned efforts strengthen

Lithuania's sustainable tourism ecosystem, position it as a leading Baltic destination, and aim to ensure that tourism becomes a more resilient and significant contributor to the national economy.<sup>35</sup>

In 2023, Lithuania adopted the Law on the Sustainable Development of Resorts and Resort Territories underlining the importance of health and wellness for the country's tourism development and the need to support their green transition.

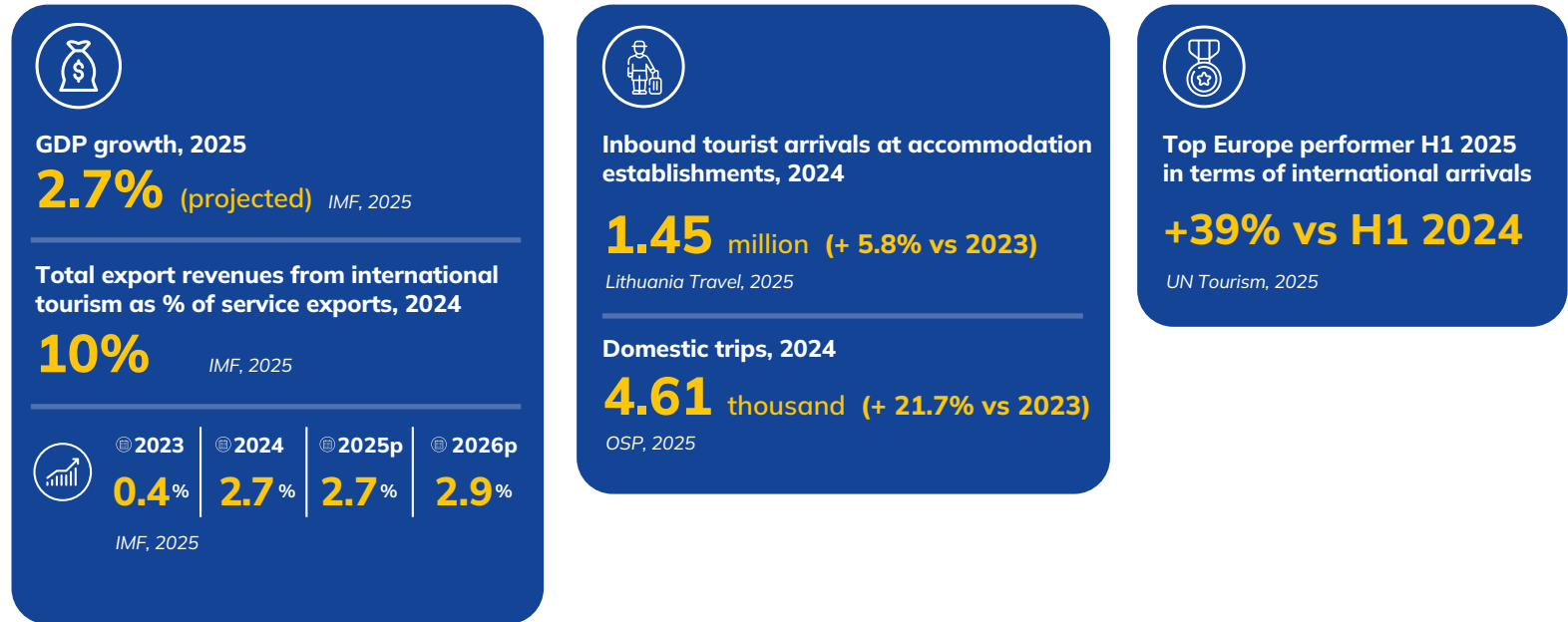
The law aims to provide the legal framework and the economic conditions necessary to ensure the sustainability of resorts and spa areas in the long-term. This includes the responsible use of natural resources, mainly water springs, and conditions to reduce resort areas' strong seasonality, fostering domestic tourism year-round. Lithuania currently has four resorts and five resort territories that have been designated under the law. There is a possibility to apply for the status of the resort or resort territory.



*Ventė Cape Ornithological Station, Šilutė*

Finally, below is a summary of the key variables of Lithuania's competitive economic environment, both in general terms and specifically for tourism:

**Figure 1.6: Competitive macroeconomic context of Lithuania**





TV tower, Vilnius



# 2

# INVESTMENT OUTLOOK

## 2.1 Foreign direct investment (FDI) flows and stock

The most recent data of UNCTAD shows that the **global FDI grew by 4%, reaching USD 1.5 trillion in 2024, but in reality, dropped 11% when excluding flows through European conduit economies** (conduit economies are jurisdictions that facilitate capital flows by serving as intermediaries for investments, often benefiting from favourable tax regimes and regulatory frameworks).<sup>36</sup>

The escalation of **trade tensions, geopolitical conflicts and economic volatility** is making **investors more cautious, often delaying their decisions**. In fact, early data of 2025 show a **record-low deal and project activity**<sup>37</sup> highlighting the **importance of stability and security when taking investment choices**. In this regard, it is safe to assume that the scenario seems blurry unless international cooperation and stable agreements are met.

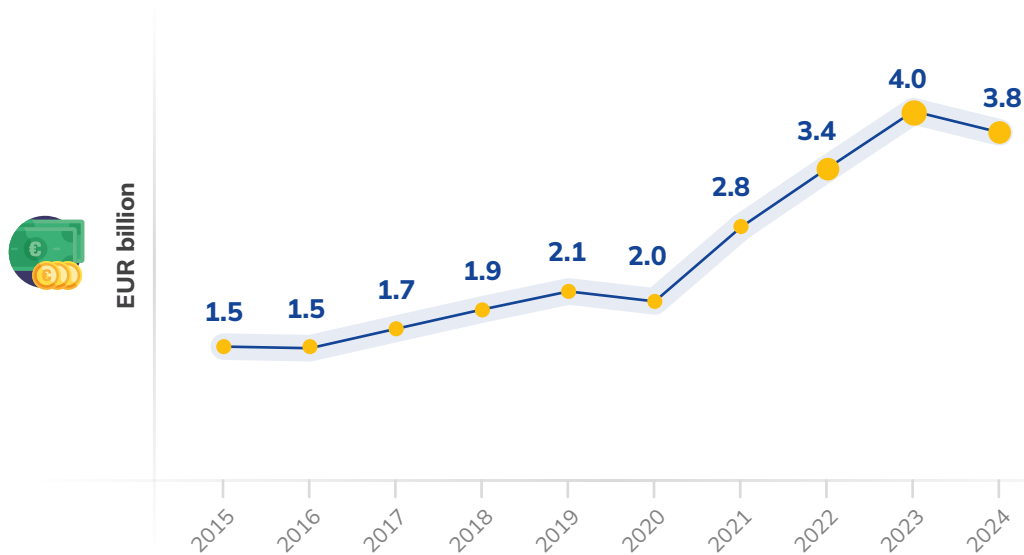
In Europe, inward FDI flows fell by 10.4% in 2024, down to USD 198 billion, as **tensions and uncertainty continued to weigh on investment sentiment**.<sup>38</sup>

In the case of Lithuania, **FDI reached EUR 3.8 billion in 2024, a number that is higher than the average inflows of the last 5 years of around EUR 2.9 billion**.<sup>39</sup> Despite a challenging international environment, factors such as the EU funding support schemes combined with the legislative advances to speed up the implementation of major investment projects in the country such as the **Tourism Roadmap 2030** and the **Investment Highway framework**<sup>40</sup>, improved conditions and created significant incentives to promote investment, boosting investor confidence.<sup>41</sup>

Early data from 2025 keep suggesting a positive result from the measures applies even in a complicated international scenario as during the first half of the year, Lithuania has received **EUR 1.9 billion of FDI (+ 10% vs H1 2024)**.<sup>42</sup>



**Figure 2.1: Evolution of the inflows of foreign direct investment (FDI) in the country, 2015 – 2024**



**Source:** Official Statistics Portal (2025), 'Foreign Direct Investment Income', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S7R253#/> [24-04-2025]

According to data from the Office of Statistics of Lithuania, between 2015 and 2024, manufacturing attracted the highest average share of foreign direct investment (FDI), accounting for 32.8% of total inflows. This was followed by financial services, which accounted for 21.9% and wholesale and retail trade, repair of motor vehicles and motorcycles with 13.1%. **In relation to tourism, the accommodation and food services activities attracted 0.3% of total FDI inflows during this period, equivalent to approximately EUR 83 million. Nevertheless, EUR 56.6 million have been allocated over the last three years so the tendency seems positive.**<sup>43</sup>

Early data from 2025 show a growing interest of FDI in accommodation and food service activities, sectors traditionally

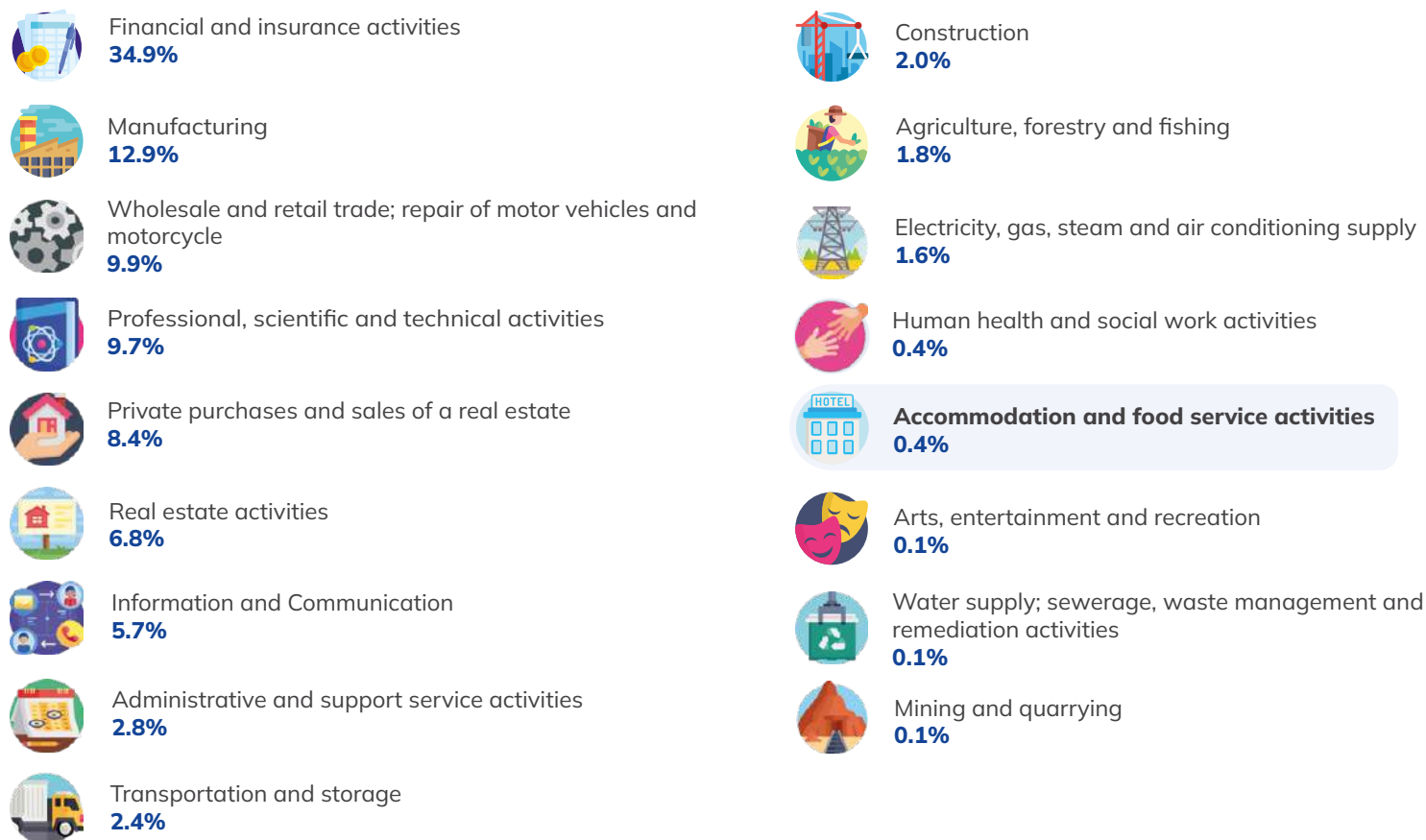
closely linked to tourism. During the first half of the year, Lithuania attracted **EUR 12.2 million in FDI (+ 475.5% compared to H1 2024), a clear sign of the strengthening appetite for tourism investment in the country.**<sup>44</sup>

Regarding the stock of FDI, in 2024 the sector with the highest level of foreign investment allocated in the country was the financial and insurance activities with EUR 13.8 billion (34.9% of the total stock of FDI), followed by manufacturing with EUR 5.1 billion (12.9%) and wholesale and retail trade, repair of motor vehicles and motorcycles with EUR 3.9 billion (9.9%). **Accommodation and food service activities had EUR 150 million (0.4% of the total stock of FDI) allocated.**<sup>45</sup>



Pažaislis Monastery, Kaunas

**Figure 2.2: Stock of foreign direct investment (FDI) by sector, 2024**

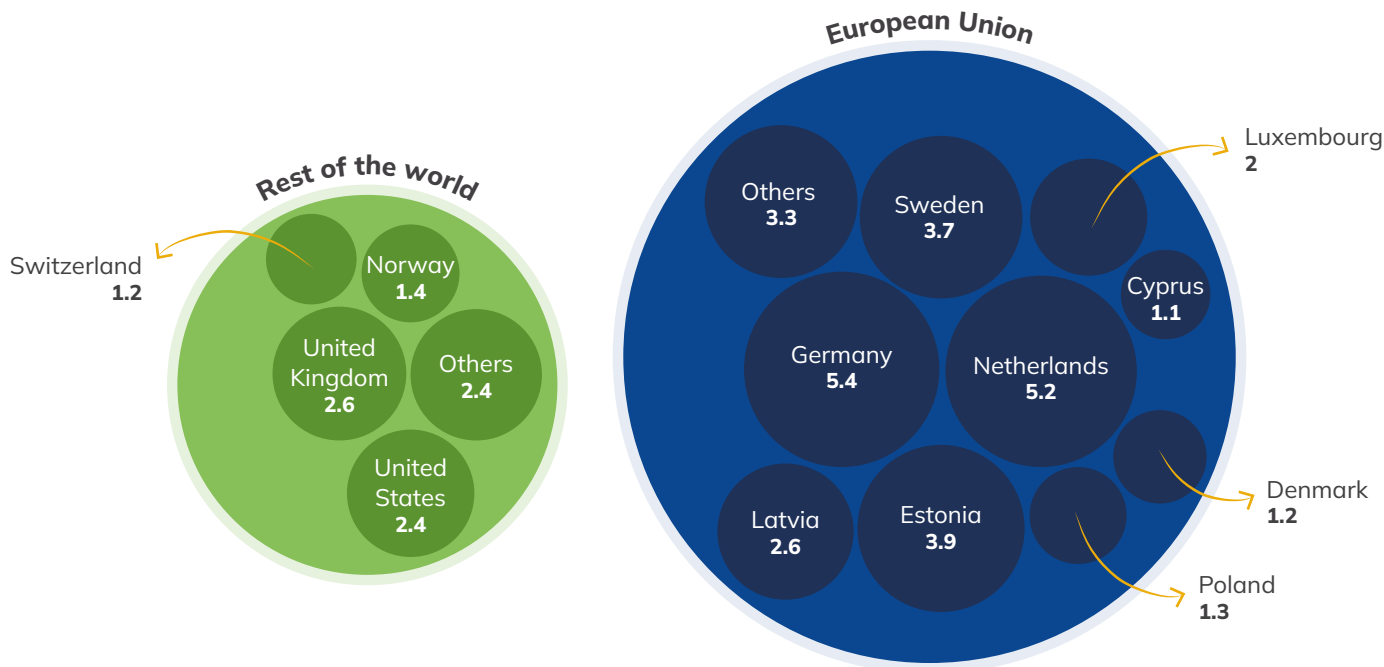


**Source:** Official Statistics Portal (2025), 'Foreign Direct Investment at the end of the period, 2024', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S7R103#/> [24-04-2025]

Regarding the origin of stock of FDI across all sectors for 2024, most of the investment allocated in the country came from EU members with EUR 29.7 billion (78% of the total stock allocated in the country). Germany is the main investor with EUR 5.4 billion (13.6%), followed by the Netherlands with EUR 5.2 billion (13.1%), Estonia with EUR 3.9 billion (9.8%) and Sweden with EUR 3.7 billion (9.4%), outside the EU the main investor are the United Kingdom with EUR 2.6 billion (6.5%) and the United States of America with EUR 2.4 billion (6.0%).<sup>46</sup>

**Specifically in the accommodation and food and service activities companies from countries such as Poland, the Netherlands, Germany, the United States of America, and China, have strong presence.<sup>47</sup>**

**Figure 2.3: Origin of foreign direct investment (FDI) stock, 2024**  
(EUR billion)



**Source:** Official Statistics Portal (2025), 'Foreign Direct Investment at the end of the period, 2024', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S7R103#/> [24-04-2025]





*The Treetop Walking Path, Anykščiai Regional Park, Anykščiai*

## 2.2 Tourism investment

Investment in tourism is a multidimensional concept involving multiple stakeholders, each playing a crucial role in the development and promotion of the sector. Tourism holds significant importance for the economic growth of countries, as it generates positive externalities and spillover effects across various subsectors within the ecosystem, such as hospitality, food services, transportation, construction, and commerce, among others.

Between 2020 and H1 2025, in terms of greenfield FDI investments in the tourism cluster in the Baltic Sea countries, 141 projects were announced with a total combined investment of USD 2.4 billion and the expectation to generate around 6,014 new jobs. Most of these

investment announcements were directed to Germany with USD 1.1 billion, Poland with USD 0.8 billion and Denmark with USD 0.3 billion.<sup>48</sup>

In terms of greenfield FDI investors, most of the amount announced came from the United Kingdom with 19 for a total of USD 487 million, followed by France with 7 projects for a total of USD 275 million, Belgium with 5 for a total of USD 178 million and United States with 12 for a total investment of 157 million.<sup>49</sup>

**Figure 2.4: Ranking of tourism cluster greenfield investment destinations in the Baltic Sea by announced investment amount, 2020 - H1 2025**

Country		Number of projects	Capex (USD million)
Germany		<b>81</b>	<b>1,052</b>
Poland		<b>22</b>	<b>812</b>
Denmark		<b>16</b>	<b>309</b>
Sweden		<b>9</b>	<b>84.7</b>
Lithuania		<b>2</b>	<b>61.1</b>
Finland		<b>8</b>	<b>52.2</b>
Estonia		<b>1</b>	<b>1.3</b>
Latvia		<b>2</b>	<b>14</b>

**Note:** fDi Intelligence, Financial Times (2025), 'fDi Markets' available at: <https://app.fdimarkets.com/index.cfm> [09-10-2025]



Old Town, Klaipėda

**Lithuania's performance in attracting greenfield FDI into its tourism sector ranking fifth in the Baltic Sea region with USD 61.1 million across just two projects<sup>50</sup> may appear modest in volume.**

Nevertheless, across the whole Europe, instead of new-build megaprojects, between 2019 – 2025, well renowned brands and hotel chains have engaged through rebrands and management agreements, a tendency that is dominant due to high interest rates and elevated build costs.

In the case of Lithuania several international hotel groups have entered or expanded its operations, despite relatively modest openings of entirely new (greenfield) investments. **From 2019 through 2025, many globally renowned chains (Hilton, Accor, Radisson, Marriot, AC Hotels, among others) either debuted in the market or expanded their portfolios mainly by rebranding and management of existing assets.** This strategy of partnering with or acquiring existing properties has allowed rapid expansion with lower risk. It also signals that owners of Lithuanian assets are seeking the marketing reach and standards of international brands, a strong sign of confidence in the sector's future.

**Table 2.1: Major international hotel groups entries in the Lithuanian market, 2019 – 2025**

### **Hilton Garden Inn<sup>51</sup>**

**Location:** Vilnius

**Year:** 2019

**Operation:** Greenfield (constructed between 2018-2019) for EUR 49 million

**Description:**

Four-star hotel with 164 rooms as part of a mixed-use project covering the hotel, offices and apartments. First Hilton-branded hotel in the country.



### **Moxy Kaunas Center<sup>52</sup>**

**Location:** Kaunas

**Year:** 2020

**Operation:** Brownfield + rebranding for around EUR 8 million

**Description:**

Developed on a former shopping center. The hotel is managed by Apex Alliance under a franchise from Marriott.





## Park Inn by Radisson Vilnius Airport

**Location:** Vilnius

**Year:** 2020

**Operation:** Greenfield

### Description:

Four-star hotel with 120 rooms with meeting facilities and a restaurant. By that time was the fifth Radisson hotel in Lithuania.



## Grand Hotel Vilnius, Curio Collection by Hilton

**Location:** Vilnius

**Year:** 2024

**Operation:** Brownfield + rebranding

### Description:

The owner, Marius Jakulis, signed a contract agreement with Hilton. The hotel underwent upgrades and is managed by Apex Alliance Hotel Management.



## Radisson Collection Astorija Hotel<sup>53</sup>

**Location:** Vilnius

**Year:** 2023

**Operation:** Brownfield + rebranding

### Description:

Radisson Hotel Group reopened and reformed the historic Astorija (since 1901), a 5-star level hotel, with 119 rooms.



## AC Hotel by Marriot<sup>54</sup>

**Location:** Vilnius

**Year:** 2025

**Operation:** Brownfield + rebranding

### Description:

Four-star hotel, converted a historic complex into a modern hotel.



## Mercure Palanga Vanagupe Resort<sup>55</sup>

**Location:** Palanga

**Year:** 2025

**Operation:** Brownfield + rebranding

### Description:

Accor opened this establishment after major renovation of an independent resort. With 98 rooms it became the sixth Accor hotel/resort in Lithuania.



## Radisson Hotel Kaunas<sup>56</sup>

**Location:** Kaunas

**Year:** 2025

**Operation:** Brownfield + rebranding

### Description:

The 206 rooms Radisson Hotel Kaunas (the city's largest hotel) completed EUR 2.5 million renovation.



What makes Lithuania increasingly relevant as a tourism investment destination is the clear strategic direction the country has adopted, particularly, as stated before, following the adoption of the **Tourism Roadmap 2030**.<sup>57</sup>

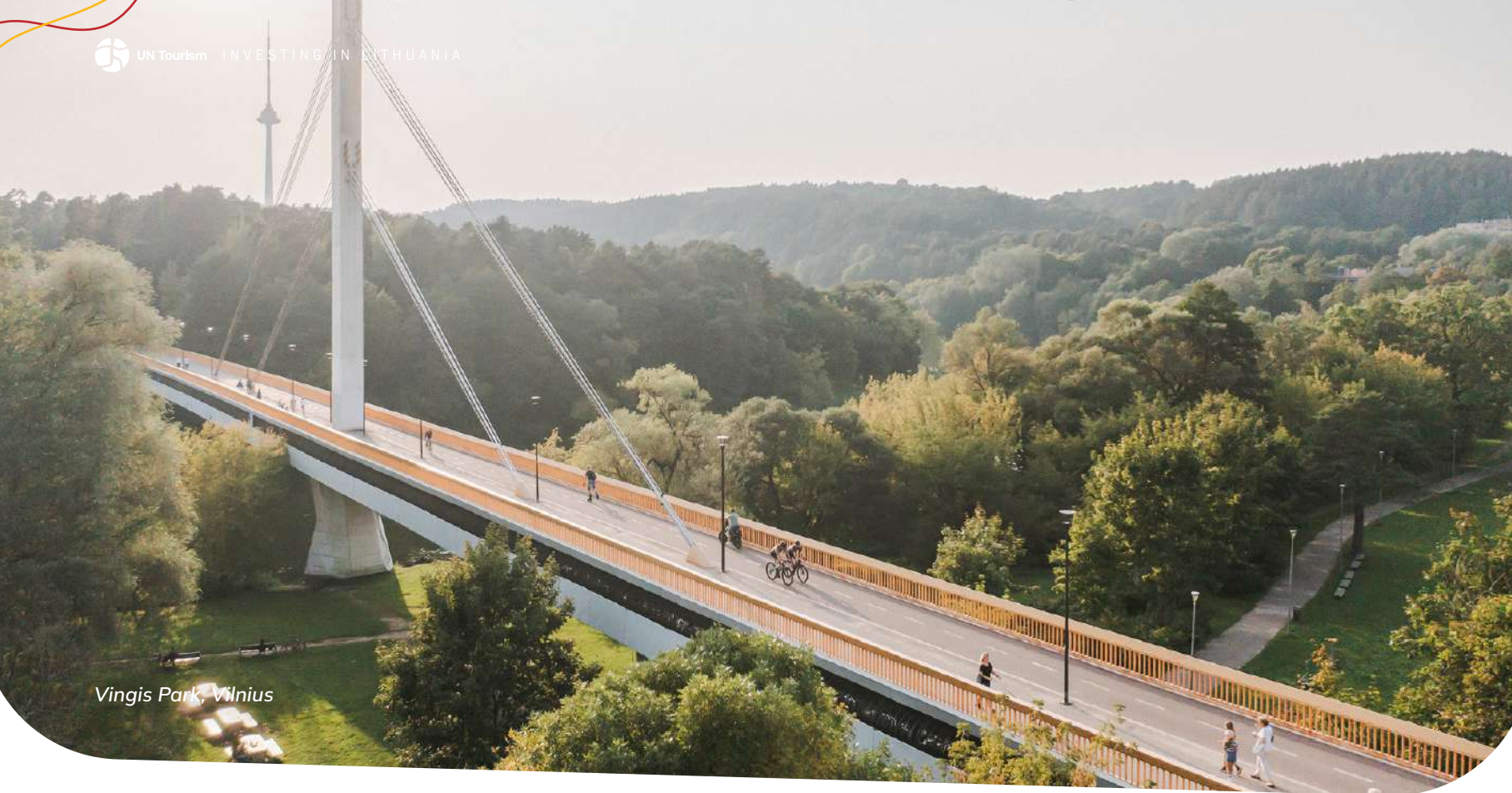
**Approved in 2024, this policy framework aims to nearly double the sector's contribution to GDP by 2030**,<sup>58</sup> by fostering a favourable environment for sustainable, resilient, and innovation-led tourism. Key policy priorities include the promotion of sustainable business practices, modernization of data systems, improved air connectivity, and the diversification of the tourism offer. These efforts are complemented by a proactive marketing strategy that positions Lithuania as an attractive and authentic destination within the Baltic region.

One of the most significant reforms under this strategy is the launch of the **National Tourism Information System**, a digital platform designed to replace manual reporting by accommodation providers with automated processes. This initiative not only reduces administrative burdens but also enhances transparency, data quality,

and ultimately, the ability of businesses and policymakers to make informed decisions in real time.<sup>59</sup>

At the operational level, **Invest Lithuania, the country's Investment Promotion Agency, serves as the main body for international promotion and business engagement. It plays a central role in connecting investors and businesses with opportunities and guiding them throughout the investment process**.<sup>60</sup> Together with Lithuania Travel, the national tourism promotion agency, these institutions are the primary points of contact for understanding and investing in Lithuania's tourism ecosystem.<sup>61</sup>

**This combination of strategic policymaking, digital transformation, financial incentives, and coordinated marketing is helping to position Lithuania not only as a destination worth visiting but increasingly, as a destination worth investing in.**



Vingis Park, Vilnius

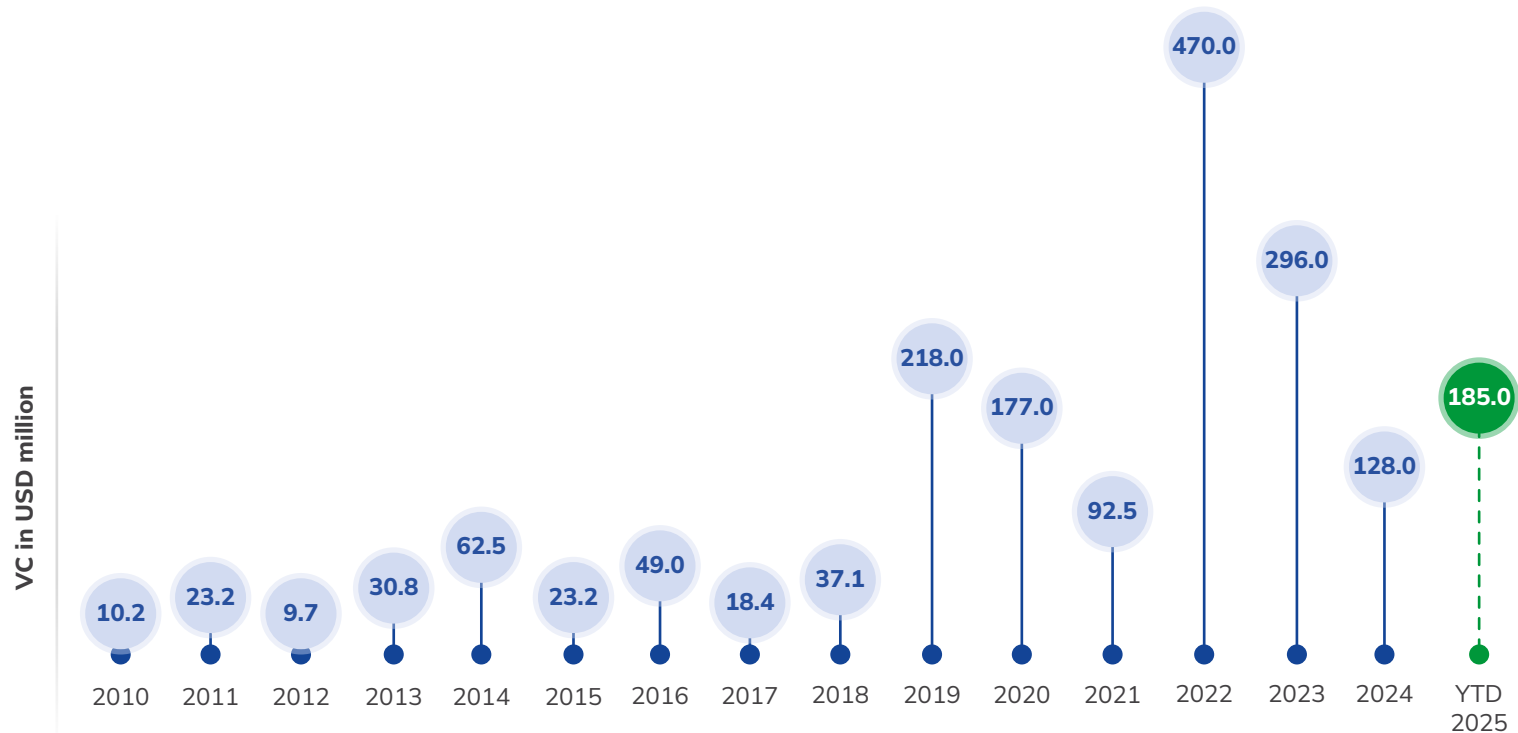
## 2.3 Investment in innovation and startups ecosystem

Lithuania has rapidly emerged as a dynamic player in Europe's innovation landscape. With a population of under 3 million, the country boasts a startup ecosystem valued at over EUR 16 billion as of 2024, marking a 39-fold increase over the past decade. This growth is fuelled by a tech-savvy population, robust digital infrastructure, and proactive government policies aimed at fostering entrepreneurship and innovation.<sup>62</sup>

This innovation ecosystem reflects a national philosophy: **Lithuania is not only open to new ideas but eager to co-develop them. Collaboration between government, academia, and entrepreneurs is encouraged by design, making the country a real-world sandbox for emerging technologies in sectors from fintech to travel tech.**

Since 2010, around 1,000 funding rounds have taken place in the country. As shown in Figure 2.5, 2021 marked the peak in startup funding, a trend aligned with the global surge in digitalization following the COVID-19 pandemic. While funding has slightly declined since then, it remains high even in a complicated international scenario, reflecting Lithuania's ongoing efforts to position itself as a growing startup hub within the EU. **As of year-to-date 2025, funding has already reached EUR 185 million (+45% vs. 2024).**<sup>63</sup>

**Figure 2.5: VC funding in Lithuania's startup ecosystem, 2010 – YTD 2025**



**Source:** Startup Lithuania (2025), 'database dashboard', available at: [Dealroom database - Everyone is here - Startup Lithuania](#) [10-10-2025]



**Table 2.2: Key programs for fostering innovation and entrepreneurship, led by the government, 2020 – 2025**

### **InoPažanga and Inobranda<sup>64</sup>**

These initiatives, under the Ministry of the Economy and Innovation, within the framework of EU's investment programme for 2021 - 2027, allocated nearly EUR 114 million to 133 projects in Lithuania. InoPažanga targets advanced innovators, while Inobranda supports mature innovators, both aiming to enhance business-science collaboration and innovation capacity.

### **Accelerator 2 Venture Capital Facility<sup>65</sup>**

Established in 2020, this fund supports early-stage startups with EUR 18 million in financing, focusing on micro and small enterprises. By 2023, it had invested approximately EUR 2.8 million in 24 startups, emphasizing product development and market entry.

### **Mission-Based Science and Innovation Programs<sup>66</sup>**

With a budget of EUR 77.7 million, these programs address themes like "Smart and Climate-Neutral Lithuania", "Safe and Inclusive e-Society", and "Innovations for Health". They promote joint Research and Development (R&D) projects between academia and industry, aiming to produce prototypes, products, or spin-offs.


### **National Education Policy (2021–2030)<sup>67</sup>**

The strategy emphasizes innovation-driven, future-ready education by prioritizing digital transformation, information and communication technology (ICT) literacy for all learners, and integration of science, technology, engineering, art and math (STEAM) education in schools. It supports creative teaching methods, fosters entrepreneurship through vocational training and career guidance, and aims to create a strong research and R&D ecosystem with sustained investment. The policy promotes collaboration between education, science, and startups, alongside reforms in funding and skills recognition to encourage a lifelong, inclusive learning culture aligned with market needs.

The technology sector has been at the forefront of Lithuania's startup ecosystem. **The country boasts a growing list of unicorn startups, currently 15, including Revolut, Visma, Vinted, Kayak, among others,** which have revolutionised industries such as financial technology, wellness, travel, e-commerce, and IT solutions.

**The tourism ecosystem in Lithuania is emerging as a fertile ground for venture capital investment, leveraging the country's vast natural beauty, cultural richness, culinary delights and vibrant cities.** Startups in this sector are innovating to enhance travel experiences and promote sustainable tourism. Platforms such as Kayak with a market value of EUR 1.6 billion have already gained international recognition, but a new wave of startups like Infare (market value of EUR 455 million), FatMap (EUR 22 million), TripCreator (EUR 13 million) Eddy Travels (EUR 3 million), among others, are addressing travel market demands like solutions for personalised travel planning, digital maps, and personal chats to solve any travel requirement services powered by artificial intelligence (AI) and data analytics.<sup>68</sup>

Lithuania's participates in the **Interreg Baltic Sea Region project "Light in the Dark", supporting SMEs to co-create solutions to reduce seasonality** providing a tool to develop new, sustainable, and locally rooted tourism experiences for the darker, typically low season months.



Vilkakalnis observation tower, Ignalina





*Nemunas and Neris confluence, Kaunas*

## 2.4 Green investments

Lithuania is actively integrating sustainability into its tourism sector, aligning with global environmental goals and the United Nations' Sustainable Development Goals (SDGs). The country's commitment is evident through its strategic policies, financial instruments, and collaborative projects aimed at fostering eco-friendly tourism practices.

**The country pioneered the issuance of sovereign green bonds in the Baltic region in 2018, allocating the resources to energy**

**efficiency projects and nature-based solutions**<sup>69</sup> and effectively use resources from the European Investment Bank (EIB) and the European Investment Fund (EIF) to accelerate and support the country's green transition. Since 1994 the EIB has financed 80 projects, totalling around EUR 5.4 billion, focused mainly on green infrastructure and energy development.<sup>70</sup> Specifically in 2024, EUR 449 million were allocated in the country, bolstering business and green investment nationwide.<sup>71</sup>

Lithuania has developed a highly integrated and sustainable system of protected areas, with national and regional parks working alongside strict nature reserves to conserve biodiversity, landscapes, and cultural values. National and regional parks serve a dual role (conservation and education/tourism) while strict nature reserves are dedicated exclusively to nature protection and scientific education. For over 30 years, Lithuania has successfully demonstrated this approach, especially in **Dzukija National Park and Čepkeliai Strict Nature Reserve**.

**Dzukija National Park**, features a diverse natural landscape of rivers, dunes, forests, meadows, and ethnographic villages. The park promotes **sustainable tourism** through an interconnected system of hiking, biking, and water routes, visitor centres, a nature school, and observation towers. All the infrastructure is designed to be eco-friendly and to regulate visitor flow, protecting sensitive habitats. Community involvement is central—local farmers help manage meadows through traditional grazing, local guides lead tours, and residents benefit from the sign of “Dzukija National Park Product”, recognizing nature-friendly businesses.

In contrast, **Čepkeliai Strict Nature Reserve** is a protected raised bog ecosystem with minimal human access, limited to one educational trail. This reserve serves educational and conservation purposes without tourism infrastructure.

Key conservation measures include **active nature management**, such as grazing and mowing, species monitoring, and sustainable forest practices. Restoration projects like the revitalization of the **Grūda River Valley** involve reintroducing traditional agriculture to support both biodiversity and local livelihoods.<sup>72</sup>

Moreover, Lithuanian nature guides are certified professionals who connect visitors with the country’s rich ecosystems through immersive, sustainable experiences. Blending ecological knowledge with cultural storytelling, they lead tours across forests, wetlands, and coastal dunes, fostering deep respect for nature. Their work supports biodiversity, educates travellers, and strengthens local communities. As Europe embraces green tourism, Lithuania’s guides stand out for their commitment to low-impact travel and environmental stewardship. They are not just trail leaders—they are ambassadors of a greener, more conscious future, helping Lithuania contribute meaningfully to Europe’s sustainability goals.

Lithuania’s green tourism ecosystem is emerging, with untapped potential for private investment, digital solution, and rural innovation.

Another remarkable achievement is the **global recognition of Plateliai – awarded the title of Best Tourism Village in the World**, it showcases Lithuania’s unique rural charm and sustainable tourism practices.

Some green tourism projects to highlight in Lithuania are listed in Table 2.3.



**Table 2.3: Key green tourism projects in Lithuania**

### Rambynas Regional Park Development<sup>73</sup>

Rambynas Regional Park has undergone significant enhancements to promote sustainable tourism. Initiatives include the adaptation of heritage sites for visitors, establishment of a modern visitor center in Bitėnai village, and the development of eco-tourism walking trails. These efforts aim to facilitate public access while preserving the natural and cultural heritage of the area.



**Focus:** Eco-tourism, heritage preservation and nature-based solutions.



**Objective:** Integrate tourism infrastructure with conservation goals. A model for balancing visitor access with environmental sensitivity.

### Eco – Tourism Solutions<sup>74</sup>

Implemented in the regions of Šilutė, Palanga, and Šventoji, this project aimed to support small rural entrepreneurs along the European Green Belt in Lithuania. It provided methodologies for developing sustainable tourism products, created a database of eco-tourism services and sites, and conducted publicity campaigns to promote the Green Belt as a sustainable tourism destination.



**Focus:** Empowering rural, coastal communities through sustainable tourism.



**Objective:** Attend both environmental sustainability and inclusive local development along fragile coastal zones.

## Bird Trails<sup>75</sup>

The Bird Trail is a unique educational hiking route through the Tyrai swamp in the Kliošiai landscape reserve, offering a safe and environmentally friendly way to explore protected nature areas. Open from Dreverna port, the trail winds through the village, forest, swamp, and meadow ecosystems before reaching an observation tower with stunning views of the Curonian Lagoon and sand dunes. Along the way, visitors can identify coastal bird songs using QR codes and the BirdNET app, making the experience both immersive and interactive.

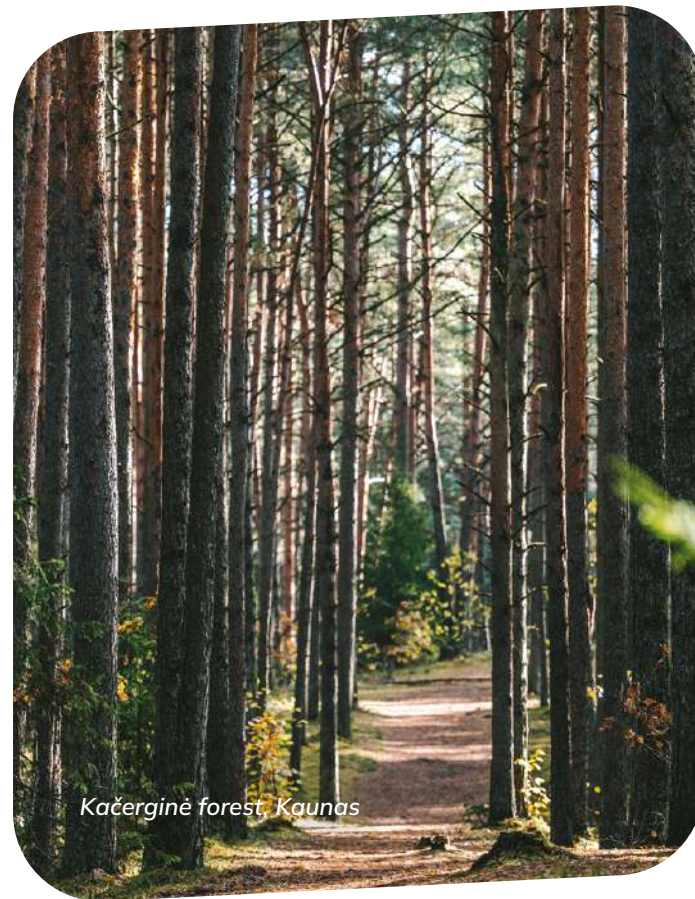


**Focus:** To provide safe access to protected ecosystems while educating visitors about local bird species and natural habitats.



**Objective:** To promote environmental awareness, encourage sustainable tourism, and offer an engaging way to experience the biodiversity of the Tyrai swamp and surrounding landscapes.

These efforts underline Lithuania's belief that progress, and sustainability go hand in hand. The country's approach to green investment is not just about environmental protection, but about creating an innovation ecosystem where economic resilience, social inclusion, and ecological balance reinforce each other.



*Kačerginė forest, Kaunas*





*Kirkilai Observation Tower, Biržai*





3

# VALUE PROPOSITION





Druskininkai City Museum, Druskininkai

### 3.1 Why invest in Lithuania's tourism sector?

Lithuania is not typically the first country people think of when it comes to tourism investment in Europe, but that's part of the opportunity. It's a small country in terms of population, but it's remarkably well-connected. Positioned between Western Europe and the Nordics, with direct access to Eastern markets, it sits in a strategic spot that is hard to ignore for business.

Since regaining its independence in 1990, Lithuania has moved fast. It is part of the EU, uses the euro, and has built up one of the most digitized public systems in Europe. The economy is stable, with good fundamentals, and the country ranks high on ease of doing business. For both tourist and tourism investors, this means you're looking at a reliable environment, with the legal clarity and infrastructure that offer great opportunities.

Lithuania's approach to tourism development mirrors its national character — driven, creative, and forward-looking. The country's drive and freedom to create are evident in its rapid digital transformation, thriving startup ecosystem, and openness to experiment with new governance and business models. This makes Lithuania a partner for investors seeking both predictability and innovation.

**The country has 5 UNESCO Cultural World Heritage Sites, national parks, and a clean, well-preserved coastline. Domestic tourism is strong, and international arrivals are rising. The government has made it clear they want to double tourism's GDP contribution by 2030. They've set out a strategy, and they're backing it with policy and resources.<sup>76</sup>**

## 5 UNESCO World Heritage Sites: <sup>77</sup>

- Curonian Spit (2000)
- Kernavė Archaeological Site (Cultural Reserve of Kernavė) (2004)
- Modernist Kaunas: Architecture of Optimism, 1919-1939 (2023)
- Struve Geodetic Arc (2005)
- Vilnius Historic Centre (1994)

For someone looking to invest in tourism, particularly in areas like eco-tourism, health and wellness, or cultural infrastructure, Lithuania offers a mix of access, incentives, and relatively low saturation, supported by a highly educated workforce and a robust logistics network. With strong ICT capabilities, competitive tax rates, and government support for innovation and entrepreneurship.

In summary, Lithuania stands out as a strategic destination for both domestic and foreign investors. There are many reasons to invest in Lithuania's tourism sector, among them, it is important to highlight:



*Kernavė Archaeological Site, Širvintos*



### 3.1.1

## Strategic planning, policy support and inter-institutional coordination



The Lithuanian government has recognized the strategic importance of tourism as a **key driver of economic growth, regional development, and cultural integration**.

The Lithuanian Tourism Roadmap 2030 outlines strategic goals to increase the tourism sector's contribution to the national economy, focusing on sustainability, digitalization, and resilience. It aims to ensure the growth of the tourism sector, the efficient use of funds, the improvement of data gathering and analysis to promote timely manner effective decisions, and to increase the transparency of the tourism sector and its importance to the national economy.<sup>78</sup>

Major initiatives support green transformation, improved data use and crisis preparedness through regional cooperation and workforce training. The launch of the **National Tourism information system** will modernize data collection and reduce administrative burdens. Additional priorities include **strengthening “Lithuania Travel” and its interconnection with “Invest Lithuania”**, promoting domestic tourism, enhancing air connectivity, investing in wellness and rural tourism.

The roadmap serves as a forward-looking blueprint that positions tourism industry as a **strategic sector for national development**. It addresses global challenges while considering local opportunities. This is working through clear policy direction, targeted investment and community involvement. **Lithuania is shaping a tourism ecosystem that is resilient, sustainable and economically impactful**.

In addition, the Ministry of the Economy and Innovation is working on various financial instruments to support tourism-related investments. These programs provide grants and co-financing options for projects that enhance tourism enabler infrastructure, promote cultural heritage, and develop innovative tourism products. The aim is to stimulate private investment and improve the overall competitiveness of the tourism sector.<sup>79</sup>

## 3.1.2

## A rising hub for tourism innovation and tech-enabled growth



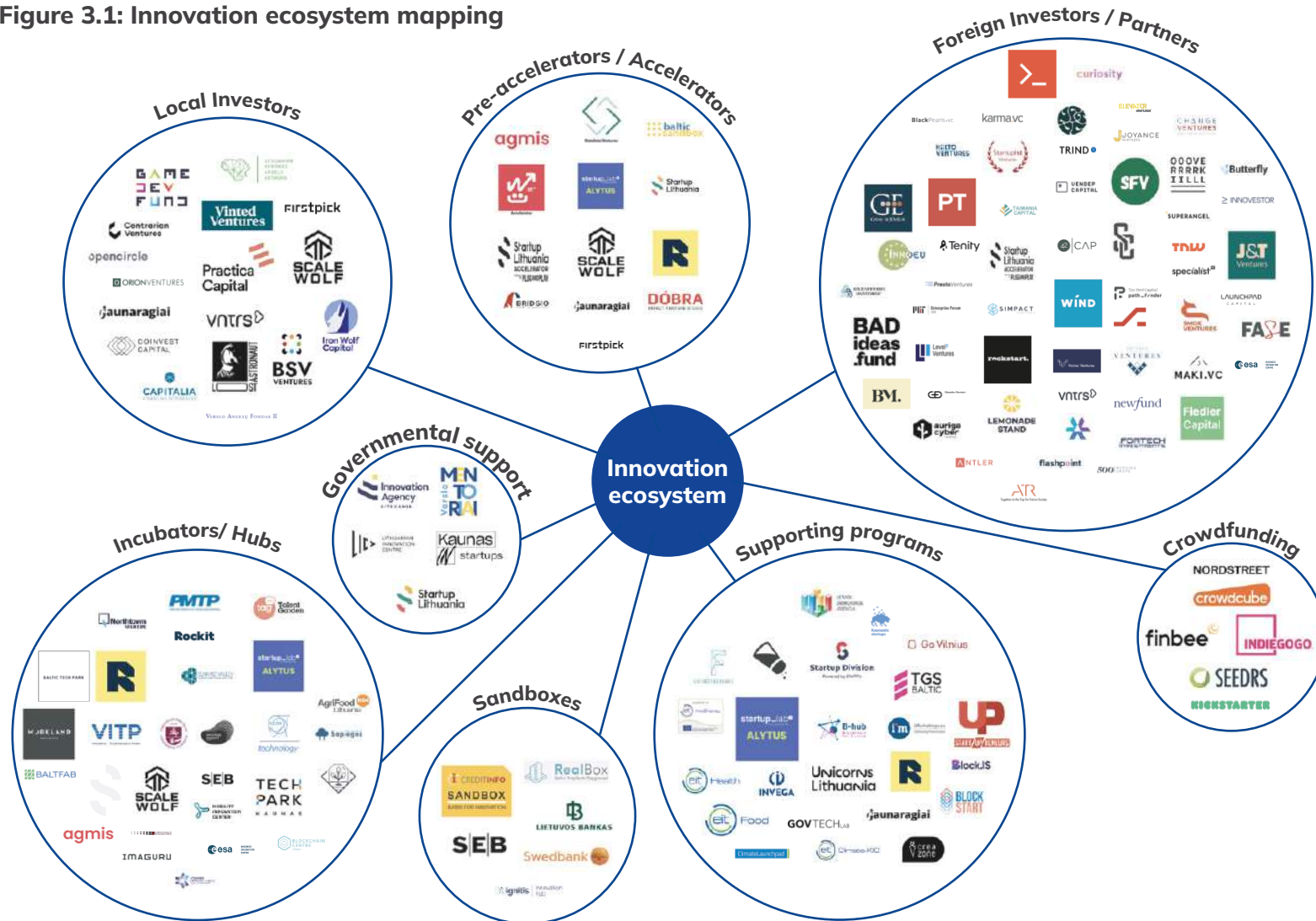
**Lithuania is becoming one of the places where tourism and technology truly meet. It is not just about beautiful cities or nature; it is about the tools behind how people travel today.** The country's growing business services sector, with strengths in data analytics, cybersecurity, and digital customer experience, can directly support the tourism industry. From secure booking platforms to smarter infrastructure and AI-based trip planning, the support system is already there.

That means companies can grow faster, find the needed expertise to get the job done more easily, and test ideas in a relatively controlled market to, in a later stage, jump to the full EU market and worldwide.

The government's efforts to foster a creative environment is increasingly making Lithuania a major European hub for advanced tech and startups. The country has a tech ecosystem that has now more than 1,240 startups, 15 of them already Unicorns, and a full developed ecosystem of pre-accelerators, accelerators, local investors incubators, sandboxes, crowdfunding platforms, foreign investors and governmental support in perfect sync.<sup>80</sup>



Figure 3.1: Innovation ecosystem mapping



Source: Startup Lithuania (2025), startup ecosystem, available at: <https://www.startuplithuania.com/ecosystem/#ecosystem-map>

## 3.1.3

## A year-round destination for every kind of traveller



**Lithuania is a four in one destination in a single country. Each season brings its own scenery and type of traveller.** Winters turn the landscape into a quiet snow-covered escape, perfect for skiing, ice skating or discovering Christmas markets with wine tastings and local crafts. Spring brings colour and local flavour—seasonal street markets in Vilnius, fish festivals on the coast, and the reawakening of nature. By summer, the lakes and rivers fill with swimmers, kayakers and families looking to relax or explore the wild. And in autumn, the forests turn golden, with locals and visitors enjoying nature, celebrating traditional festivals and taking part in All Saints Day, a uniquely Lithuanian experience.

Lithuania typically highlighted a nature-based tourism destination. It is also home to vibrant, walkable cities with layered histories, distinct architecture, and a growing number of cultural events. Places like Vilnius, Kaunas, and Klaipėda offer historical depth, world-class museums, and thriving contemporary scenes.

In addition, Lithuania is emerging as a reliable **health tourism hub**, offering high-quality healthcare services at more accessible costs than in much of Western Europe. The LitCare cluster brings together leading clinics, spas, dental practices and travel facilitators, making it easy for visitors to combine treatment with relaxation and discovery.<sup>81</sup>

On another note, Lithuania is putting sustainability and community at the heart of its tourism model. Initiatives like the *Atrask.eu* project help channel interest toward lesser-known regions, encouraging deeper engagement with local traditions, while distributing economic benefits more fairly. It's a model that fosters inclusion, cultural preservation, and long-term resilience.<sup>82</sup>

These community-based initiatives echo Lithuania's broader idea of Co-create Life: a country where progress is shared and personal growth aligns with collective well-being. Tourism here is not only an industry but a platform for people to connect, learn, and grow — professionally and personally.

Whether it's for nature, wellness, history, or new cultural experiences, Lithuania is open year-round, and ready to welcome visitors who value both authenticity and quality.



*Aukštumala Marsh Educational Trail*

## Strengthening Lithuania's Year-Round Tourism through “Light in the Dark”

Lithuania is evolving into a year-round destination where cultural richness meets pristine nature, not just in summer, but across all seasons. A key part of this transformation is Lithuania's active participation in the Interreg Baltic Sea Region project “**Light in the Dark**”. This initiative directly addresses one of the country's longstanding challenges: tourism seasonality. While Lithuania boasts a strong summer offering, its rural and coastal regions such as the Curonian Spit, Neringa, and Klaipėda see a sharp decline in visitors during the fall, winter, and spring. The project provides a powerful framework to develop new, sustainable, and locally rooted tourism experiences for the darker months.

Through “Light in the Dark,” Lithuanian tourism SMEs have been supported to co-create innovative experiences in three categories: **Nourished by Nature, Local Lifestyle, and Active Adventure**. These experiences tap into the growing European demand for sustainable, off-season travel and are developed in close collaboration with Destination Management Organisations (DMOs) and international partners. This cross-border approach helps position Lithuania within a larger, recognisable concept of year-round, nature-based tourism in the Baltic Sea region enhancing its visibility and competitiveness.

The project also equips local businesses and tourism bodies with valuable tools, including **market insights, service design methodologies, training programmes, and a shared media and product development bank**. These resources not only enable SMEs to adapt their offerings to the needs of off-season travellers but also support long-term resilience and innovation in Lithuania's tourism sector. By building capacity at the local level and encouraging community-based development, the project aligns with Lithuania's national tourism goals of **regional diversification, sustainability, and economic inclusion**.

## 3.1.4

## Strategic connectivity enabling tourism sector development



Lithuania's infrastructure landscape has been meticulously developed to meet the needs of diverse industries. With a future-ready approach, investors benefit from:

- **Extensive transport networks:** Seamlessly connecting businesses via highways, rail, ports, and air links. Lithuania's network of airports, anchored by its 3 international airports (Vilnius, Kaunas and Palanga), providing extensive connections to major European and global destinations. This easy access is crucial for businesses reliant on efficient international travel and air cargo services. Lithuania offers an extensive, well-maintained road network that facilitates efficient domestic and international transportation. Modern highways connect key cities and neighbouring countries, ensuring smooth logistics operations and reliable transit times.
- **The Rail Baltica Project** will integrate Lithuania with the European rail network, facilitating high-speed, energy-efficient freight and passenger connections from Finland to Poland and beyond. This modern rail corridor will strengthen supply chain reliability and enhance continental connectivity.<sup>83</sup>
- The Port of Klaipeda, **the largest ice-free seaport in the Baltic region**, serves as a vital maritime link to global markets. Its modern terminals, efficient cargo processing, and advanced supply chain management capabilities make it a premier choice for international trade and cruise tourism. The Port of Klaipeda holds a potential as a cruise tourism destination as **is the only city in Lithuania with a port capable of accommodating various size of visiting cruise ships**. The cruise seasons this year 2025 anticipates 63 cruise ships arrivals which is a 19% increase compared to last year.<sup>84</sup> To satisfy the crescent demand a new terminal is under development which will increase the capacity and enhance the port attractiveness as a cruise destination.<sup>85</sup>



- **Advanced digital infrastructure:** Cutting-edge connectivity with one of the EU's fastest internet speeds. Lithuania's digital landscape leads European standards, with +90% 5G coverage. Offering some of the fastest broadband speeds in the EU, the country supports a wide range of industries, from fintech to logistics, with robust digital connectivity.
- EU-wide recognition of Lithuania's acceleration in e-government solutions offers a one-stop-shop for public information and services for business, a fast online system for the registration and payment of taxes, allowing the taxpayers to file all tax returns electronically. An IT-based tax administration system ("i.MAS") contributes to an effective and modern tax administration in Lithuania which in addition to 58 bilateral double taxation avoidance treaties ensures that business environment is both convenient and cost-effective.<sup>86</sup>
- Investors benefit from state of the art data centre facilities and scalable cloud services. The country's commitment to data privacy, cybersecurity, and advanced IT infrastructure empowers companies to implement digital transformation efficiently.<sup>87</sup>
- **Sustainable energy solutions:** Strong focus on renewable energy and green investments. In its National Energy and Climate Plan 2021-2030 (NECP), Lithuania sets a goal of achieving 100% renewable electricity by 2028, demonstrating strong commitment to sustainable energy development. The country offers extensive support for renewable energy infrastructure projects, including wind and solar investments.<sup>88</sup>
- Lithuania global rankings in connectivity present attractive opportunities for business. Companies looking to expand into the Lithuanian market can leverage robust infrastructure and eco-friendly workspaces to foster both business growth and corporate social responsibility. With its focus on connectivity, security, and sustainability, Lithuania offers a well-rounded ecosystem that encourages innovation and growth, positioning it as a prime location for international business expansion.



**1<sup>st</sup> globally for public Wi-Fi speed.<sup>89</sup>**

**5<sup>th</sup> globally for fiber coverage.<sup>90</sup>**

**6<sup>th</sup> in the Global Cybersecurity Index.<sup>91</sup>**

## 3.1.5

## Strategic advantages of Lithuania for business services like tourism



Lithuania, with a highly skilled, multilingual and adaptable talent pool is strategically positioned to overcome the challenges of workforce shortages in tourism and the new global trends on sustainability, circular economy and innovation.



**Highly educated workforce:** Lithuania boasts a highly educated and diverse workforce, ranking among the top countries globally for gender parity and in the **tertiary education attainment**.<sup>92</sup> The country is producing new professionals with strong academic and technical capabilities which are essential for both digital transformation and highly quality service sectors like tourism.

- **4<sup>th</sup> in the EU for the share of the 25–34-year-old population with a tertiary degree (56%).**<sup>93</sup>



**Multilingual capabilities:** The country's talent pool **is proficient in multiple languages**, providing a significant advantage in tourism and global business. A quarter of global business service centres in Lithuania operate in five or more languages (English, German, Swedish, French, Norwegian), which, makes it an asset for international tourism services.



**Strong gender parity and inclusion:** Ranked 19<sup>th</sup> in the Global Gender Gap Index.<sup>94</sup> Lithuania fosters inclusive work environments, helping to attract and retain a balanced workforce across sectors.



**Digital readiness:** Lithuania's workforce is not only highly educated but also digitally train. It is ready to support the ongoing digitalisation in industries ranging from e-commerce and fintech to smart tourism platforms.

Lithuania's highly educated and diverse workforce makes it a great spot for companies looking for talent. Lithuania's labour force is well-equipped to meet the demands of the industry as well as technology, finance and customer service. Business can take advantage of a talent pool that is not only academically strong but also capable of meeting the global demands of the modern economy.



Old Town Street, Kaunas





Old Town Street





Kaunas City Hall, Kaunas

# 4

## TAX AND LEGAL FRAMEWORK

Lithuania is a unitary state divided into **10 counties**, further subdivided into **60 municipalities**. The primary responsibility for designing and granting investment incentives lies with the central State, while municipalities can offer some local-level incentives.

Lithuania's legal system is based on civil law, with legislation serving as its primary source. The Constitution of the Republic of Lithuania is

the supreme legal document, establishing the framework for governance and the protection of human rights. **As a member of the European Union, Lithuania aligns its laws with EU directives and regulations and as a member of the OECD it aligns with its principles and recommendations.**

**Table 4.1: Guiding principles of investment and investment law**

### Law on Investments No. VII-1312 of 1999 amended in 2004 No. IX-2527<sup>95</sup>



- The primary legislation governing investment in Lithuania is Law No. VIII-1312 of 1999 on Investment and its amendment No. IX-2527 of 2004. This law establishes a comprehensive legal framework for both domestic and foreign investments, aiming to create a favourable investment climate and promote sustainable economic growth. Key guiding principles of the Investment Law include:
- **Equal Treatment:** Foreign and domestic investors are granted the same rights and obligations.
- **Legal Certainty:** Clear and transparent regulations provide a stable investment climate.
- **Investment Protection:** Safeguards against expropriation without due process and fair compensation.
- **Sustainability:** Encouragement of environmentally responsible investments.
- **Corporate Social Responsibility:** Promotion of practices that support community welfare and social development.

Other investment regulation that lay the ground for the investment activity in the country are:

### Law on Companies, No. VIII-1835 of 2000 amended in 2014. No. XII-1224<sup>96</sup>



#### Policy overview

Sets the legal foundation about forming, operating, and governing business entities in Lithuania. Applies to both domestic and foreign investors.

#### Business impact

- Defines corporate structures (e.g., UAB – Private Limited Liability Company), shareholder rights, minimum capital, and governance requirements.
- Provides a clear framework for corporate compliance, protecting both investors and the market.
- Simplifies incorporation and offers flexibility in ownership, enabling 100% foreign shareholding.

### Law on Land, No. I-446 of 1994, amended in 2016. No. XII-2362<sup>97</sup>



#### Policy overview

Regulates land ownership, use, acquisition, lease, and protection. Establishes procedures for acquiring state-owned or private land and sets out land use zoning rules.

#### Business impact

Enables foreign investors (EU/EEA citizens or entities) to acquire land under the same conditions as locals. Non-EU entities may lease land long-term (up to 99 years). Clarifies land classification (agricultural, industrial, recreational), affecting project viability. Provides legal certainty for tourism and infrastructure development.

## Law on the Fundamentals of Free Economic Zones<sup>98</sup>



### Policy overview

Defines rules for operating within free economic zones (FEZs)—special zones with tax exemptions, infrastructure support, and simplified administration. Zones are overseen by managing companies with delegated authority.

### Business impact

Offers 0% Corporate Income Tax for up to 10 years and 50% reduction for the next 6. Provides customs and value added tax (VAT) exemptions and streamlined permitting. Popular with logistics, manufacturing, and tech—but also applicable to tourism and leisure developments in eligible areas.

## Law on Territorial Planning of 1995 No. I-1120, amended in 2016. No. XII-2359<sup>99</sup>



### Policy overview

Governs land use, spatial development, and infrastructure siting. Requires regional and local master plans to guide public and private development. Planning documents must be approved at municipal or national level.

### Business impact

Investors must align tourism developments with zoning regulations and municipal plans. Simplifies project feasibility when areas are pre-zoned for tourism or mixed-use. Projects in rural, coastal, or protected areas require more rigorous approvals.

## Law on Environmental Impact Assessment of 1996 No. I-1495, amended in 2020 No. XIII-3166<sup>100</sup>



### Policy overview

Requires environmental assessments for projects likely to impact the environment. Applies to hotels, resorts, infrastructure in natural, coastal or protected areas. Aligns with EU EIA Directive 2011/92/EU.

### Business impact

Tourism investors must account for environmental permitting timelines, especially in Natura 2000 areas or coastal zones. Well-structured environmental impact assessment (EIA) can enhance credibility and unlock green finance or EU co-funding.



**Table 4.2: Key investment incentives across all sectors**

## Fiscal Incentives<sup>101</sup>

### Corporate Income Tax (CIT)

- Standard CIT is 16% increasing to **17%** from January 2026.
- 0% CIT for 10 years and 50% discount CIT for 6 additional years for qualifying investments in FEZs.
- 0% CIT for 20 years for qualifying large investment projects (eg. Investment thresholds, job creation, sectors, etc.).

### Real estate and land tax exemptions

- In FEZs, real estate tax exemptions are granted.
- Municipalities may reduce or exempt investors from land or real estate taxes holidays for strategic projects that create employment or develop infrastructure.

### Training deductions

Special deductions available for employee training and education initiatives.

### Accelerated Depreciation

From 1 January 2026, it will be possible to apply instant depreciation to certain fixed assets (e.g. plant and machinery, installations, computer and communications equipment, etc.)

### VAT incentives<sup>102</sup>

- Standard rate: **21%**
- Reduced VAT rates: **Between 5% - 12%** for books, heating, transport, accommodation services, and certain events.

### Dividends Tax exemptions

- Standard rate: **16%**. Since 2026 it will be **17%**.
- No dividend tax for foreign corporate shareholders (non-resident companies) that hold at least 10% of shares for +12 months provided they are not registered in a targeted territory.





## Non – fiscal incentives

### Fast-track permitting and licensing

Large-scale projects receive support from The Ministry of Economy and Innovation and Invest Lithuania, including facilitation of permits, land acquisition, and municipal approvals.

### Land allocation and leasing

Municipalities may lease or sell land at reduced prices or even **symbolic value (EUR 1)** for strategic investment projects, including in tourism, healthcare, or education.

### Workforce support programs

Wage subsidies, retraining programs, and talent matching support for investors creating new jobs.

### Residence and immigration fast track

Simplified immigration procedures for non-EU investors and specialists. Lithuania offers **Startup Visa** and **Blue Card options**.

**Table 4.3: Key investment incentives in the tourism sector**

### Reduced VAT for accommodation and cultural services



- **Until December 31<sup>st</sup> of 2025: 9% VAT** rate applies to accommodation services, including hotels, hostels, and rural tourism homesteads, for organized cultural events, improving the affordability of bundled tourism products
- **From January 1<sup>st</sup> of 2026: the reduced VAT** rate will be increased to **12%** and applied for domestic passenger transport, hotel accommodation, for visiting all kinds of art and culture institutions, art and culture events.

### Access to FEZs for leisure and hospitality projects



While FEZs are often industrial, some zones (like **Kaunas FEZ**) accept **mixed-use developments**, including MICE venues, recreational, wellness, hotels and hospitality facilities.

### Municipal Tax relief and land incentives



Local governments (e.g., Druskininkai, Palanga, Neringa) actively offer tailored investment packages for wellness and cultural tourism, may reduce or exempt investors from land and **real estate tax holidays** or **in-kind infrastructure contributions**.

### Lower CIT in rural areas



Rural tourism businesses (e.g., agro-tourism, ecotourism, guesthouses) may apply a 0% CIT rate in their first tax period, and, from 1 January 2026, also in the second tax period, provided they meet the criteria applicable to small enterprises. In addition, a reduced CIT rate of 6% (**7%** as of 1 January 2026) applies for qualified small agriculture entities, and this reduced rate may also be available to cooperatives.

### Tourism promotion support



- National tourism marketing campaigns and co-branding with the Lithuania Travel help international investors reach visibility.
- Participation in global expos and B2B platforms is co-financed for tourism operators.

## EU Co-financing for Green and Smart tourism



Projects aligned with **Green Deal, Digital Lithuania, or Smart Specialization (S3)** strategies (e.g., sustainable resorts, smart cities, health tourism) may obtain grants from:

- European Regional Development Fund (ERDF).
- LIFE Programme for environmental projects.
- Horizon Europe for innovation in tourism.

## Tourism in priority zones and revitalization areas<sup>103</sup>



Investments in depressed or remote municipalities (e.g., Švenčionys, Zarasai) receive additional points during funding competitions and may be prioritized for:

- National budget incentives.
- Regional development subsidies.
- Training reimbursements for hiring local labor.

## Climate-adapted infrastructure<sup>104</sup>



Tourism investments that integrate **climate adaptation or nature-based solutions** (e.g., flood-proof buildings, biosphere tourism, carbon-neutral resorts) may get additional incentives and ESG-linked financing.





## 4.1 Tax system overview

### Corporate Tax Income (CIT)<sup>105</sup>



- Standard rate: 16%; increasing to **17%** from 1 January 2026.
- Reduced rates:
  - 5% for small companies meeting specific criteria; increasing to **7%** from 1 January 2026.
- 0% for small companies meeting specific criteria in their first tax period (from 1 January 2026, also in the second tax period).

### Value -Added Tax (VAT)<sup>106</sup>



- Standard Rate: **21%**.
- Reduced Rates:
  - **12%** for domestic passenger transport, hotel accommodation for visiting all kinds of art and culture events.
  - **5%** for pharmaceutical products, medical equipment for disabled persons, books (including e-books) and certain newspapers and periodicals.

## Personal Income Tax (PIT)

From 1 January 2026

- Progressive rates:
  - **20% on annual income not exceeding 36 average wages (AW);**
  - **25% on annual income exceeding 36 but not exceeding 60 AW;**
  - **32% on annual income exceeding 60 AW.**

## Withholding Tax (WHT)<sup>107</sup>

From 1 January 2026

- Dividends: **17%** (may be reduced or 0% under applicable tax treaties).
- There is no WHT on dividend paid to foreign corporate shareholders (non-resident companies) that hold at least 10% of shares for +12 months provided they are not registered in a targeted territory.

## Social Security Contributions (SSC)<sup>108</sup>

- Employer Contributions:
  - **1.77%** for permanent employees.
  - **2.49%** for fixed-term employees.
- Employee Contributions: **12.52%-15.52%** of gross salary, comprising:
  - Health Insurance: **6.98%**.

## Real Estate and Land Taxes<sup>109</sup>

- Real Estate Tax:
  - Between **0.5%** to **3%**, defined by municipality.
  - From 2026 an additional **0.2 %** rate will be applied on the taxable value of immovable property used for the commercial purposes.
- Land Tax:
  - Between **0.01%** to **4%**, defined by municipality.

## 4.2 Setting up a business in Lithuania

Table 4.4: Step by step guide to set-up a business in Lithuania

### STEP 01

Prepare articles of association, along with founding act/founding agreement

**You will need:**

A Lithuanian business address (required for the company registration documents):

To appoint a general manager.



**Duration: 1 Day** after receiving all required information and documents.



**Cost:** Only legal costs, if carried out by legal advisor.

### STEP 02

Reserve a temporary company name (optional)

**Submit an application** (form JAR-5) to the Register of Legal Entities.

**This name will be reserved for 6 months.**



**Duration: 1 Day.**



**Cost:** Approx. **EUR 16.**

### STEP 03

Open an accumulative bank account

This accumulative bank account is only used for depositing share capital. Later any bank can be chosen for operations.

**Minimum required share capital - EUR 1,000**



**Duration: Varies** depending on the business model.



**Cost: Free** or bank fees.

### STEP 04

Transfer share capital to that accumulative account

After establishing the company, each co-founder must transfer at least 25% of their share value to the company's accumulative account, and the remaining part - within 12 months.



**Duration: 1 Day.**



**Cost: Free** or bank fees.

**STEP  
05****Notarise the founding documents at a registered notary's office**

If your country has joined the 1961 Hague Convention, your documents need to be certified by an Apostille.

In countries that are not listed, documents issued by foreign institutions should be legalized.

In Lithuania, legalization or certification by Apostille is not required for documents issued in Russia, Ukraine, Moldova, Estonia and Latvia.



**Duration: 1-2 days.**



**Cost: Between EUR 85 to EUR 338**  
depending on the amount of share capital.

**STEP  
06****Register the company in the Register of Legal Entities**

The documents may be submitted to the register only after they have been notarised. (step 5).



**Duration: Up to 3 business days.**



**Cost: Approx. EUR 32.**

**STEP  
07****Convert the accumulative bank account into a settlement account**

**Duration: 2-7 days** depends on the bank.



**Cost:** Depends on the bank.



## Most popular types of legal entities

	Minimum amount of share capital	Registration procedure	Shareholder's liability	Residence requirement	Corporate governance	
Private limited liability company (UAB)	≥EUR <b>1,000</b>	Registration in <b>1-2</b> weeks	A shareholder may be held liable for the obligations of a company only when the company fails to fulfill its obligations because that shareholder has acted unfairly	There are no residence requirements for the general manager or the other members or other bodies	General meeting of shareholders (sole shareholder) and general manager (single-member management body) are mandatory bodies	Private limited liability companies (UAB) are considered most common among foreign-based enterprises.
Branch office	No share capital requirements		Not a separate legal entity, but a structural unit of its mother company. The founder is liable for the obligations of a branch	If the founder of a branch is a non-EEA company, at least one person acting on behalf of the branch should reside in Lithuania	General manager is a mandatory management body	

## Coming to Lithuania

### Residence permits For EU/EEA citizens

To stay in Lithuania for up to 90 days, you simply need your ID card or passport. If you want to stay longer, you need to register and get a residence permit at the Migration Department.

### For Non-EU/EEA citizens

#### Get a Schengen Visa

A Schengen Visa allows you stay in Lithuania for a total period of 90 days.

These days need to be utilised within a 180-day period. A Schengen visa is relatively easy and quick to get.

or

#### Get an EU Blue Card

##### What is an EU Blue Card?

- 2-in-1 (work and residence) permit, that's specifically designed for highly-skilled non-EU citizens.
- It will be valid for up to 3 years and it can be extended for up to 3 years also.
- You will have right to bring family members.
- You will get eligibility for permanent residence after 5 years.

or

#### Get a "Startup visa"

##### What is a "Startup visa"?

- Temporary residence and work permits for startup founders.
- It will be valid for up to 1 year, with the possibility to extend for an additional year, after which you must meet general immigration requirements.
- You will have right to bring family members.

### For business owners / shareholders

#### Residence permit issued for 2 years

(can be extended for up to 2 years indefinitely)

##### Key requirements:

- The company must have been active for at least 6 months prior to the application for a residence permit.
- The company must have equity of at least EUR 28,000.
- Foreign investors need to have invested a minimum of EUR 14,000.

Source: Invest Lithuania, available at: <https://investlithuania.com/business-setup-guide/>





*Kayaking in Aukštaitija National Park, Aukštaitija*



# 5

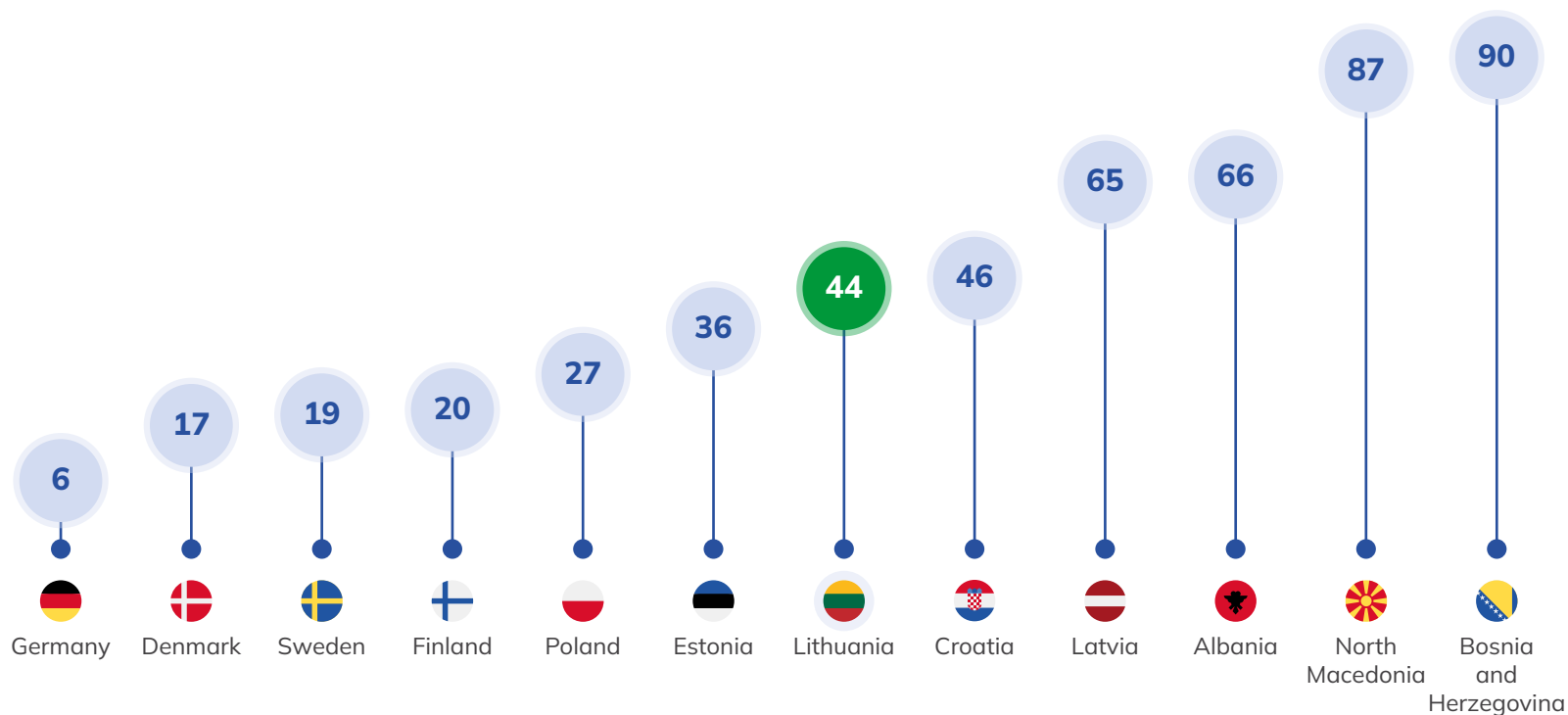
## COMPETITIVE OUTLOOK

### 5.1 Country benchmarking

**According to the World Economic Forum's 2024 Travel & Tourism Development Index (TTDI), Lithuania ranked 44 out of 119 countries.** The TTDI measures the set of factors and policies that enable the sustainable and resilient development of the T&T sector, which in turn contributes to the development of a country. Lithuania's rise from 48<sup>th</sup> place in 2019 to 44<sup>th</sup> in 2024 reflects its strengthening global position in tourism and travel. This progress highlights the positive impact of government measures to build a strong, sustainable, and resilient tourism sector.<sup>110</sup>



**Figure 5.1: Comparison of selected european countries according to the Travel & Tourism Development Index, 2024** (Positioning 1 -119)




**Source:** World Economic Forum. (2024, May 21). 'Travel & Tourism Development Index 2024', available at <https://www.weforum.org/reports/travel-tourism-development-index-2024>



Skywalk at the TV tower, Vilnius

**Delving into the different dimensions, safety and security, hygiene and health, digital infrastructure and environmental efforts stands out as Lithuania's strongest areas,** all of which are essential foundations for a growing and sustainable tourism sector. This ranking reflects the government's unwavering commitment to positioning tourism as a central driver of economic growth. Policies supporting tourism investment, partnerships with the private sector, and high-profile marketing campaigns have created a robust foundation for the sector's development. These efforts are crucial in ensuring tourism remains a top priority in national planning.

**Figure 5.2: Score heat map for selected european countries. Travel & Tourism Development Index, 2024**

	T&T Rank	Business Environment	Safety and Security	Health and Hygiene	Human Resources and Labour Market	ICT Readiness	Prioritization of Travel and Tourism	Openness to Travel and Tourism	Price Competitiveness	Air Transport Infrastructure	Ground and Port Infrastructure	Tourist Service and Infrastructure	Natural Resources	Cultural Resources	Non Leisure Resources	Environmental Sustainability	T&T Socioeconomic Impact	T&T Demand Sustainability
Germany	6	5.58	5.75	6.86	5.09	6.12	5.19	5.05	3.65	5.35	5.34	3.56	3.47	6.27	5.27	5.62	3.41	3.35
Denmark	17	5.77	6.51	5.81	5.52	6.6	3.77	5.16	2.88	4.76	5.53	4.9	2.76	2.03	3.37	5.69	4.31	3.34
Sweden	19	5.85	6.14	5.9	5.44	6.27	4.54	4.88	3.38	4.21	4.63	4.18	2.87	2.34	4.2	5.89	3.92	3.1
Finland	20	6	6.56	6.05	5.54	6.38	4.48	4.71	3.29	4.26	4.41	3.44	2.41	1.81	3.56	5.84	5.19	2.92
Poland	27	4.46	5.98	6.14	4.59	5.89	4.73	4.9	5.03	3.66	4.71	2.95	2.84	3.3	3.6	4.97	3.75	3.38
Estonia	36	5.55	6.29	5.86	5.32	6.42	5.7	4.15	4.29	2.83	4.63	3.9	1.6	1.85	1.43	5.31	4.45	3.1
 <b>Lithuania</b>	44	5.08	5.94	6.45	5.25	6.06	4.35	4.09	4.94	2.94	4.47	3.56	1.6	1.66	1.58	5.26	4.5	3.16
Croatia	46	4.27	6.25	6.01	4.17	5.67	4.84	4.7	2.96	3.68	3.85	5.17	3.54	2.25	1.67	5.22	3.44	2.61
Latvia	65	4.57	6.05	5.79	4.8	5.9	4.39	4.33	4.73	3.08	3.75	3.2	1.59	1.25	1.53	5.04	3.19	2.76
Albania	66	4.55	5.98	4.9	4.54	4.9	5.19	4.56	5	3.23	3.33	3.01	2.17	1.29	1.52	4.91	3.27	3.43
North Macedonia	87	3.93	5.98	5.51	3.67	4.88	3.43	3.68	5.41	2.56	2.72	2.56	1.84	1.53	1.26	4	4.04	3.03
Bosnia and Herzegovina	90	3.31	6	5.1	3.62	4.88	2.82	4.63	5.1	2.52	2.57	2.85	1.74	1.59	1.33	4.07	4.5	2.98

**Source:** World Economic Forum. (2024, May 21). 'Travel & Tourism Development Index 2024', available at: <https://www.weforum.org/reports/travel-tourism-development-index-2024>

In health and hygiene, **Lithuania has one of the highest scores among all the countries listed.** This indicates excellent public health infrastructure, sanitation and healthcare services. In addition, ICT readiness demonstrates that Lithuania is known for its fast and widespread internet access. It is important for supporting digital tourism services, e-visas and smart travel tools.

In safety and security Lithuania has a **relatively high level of safety for travellers.** The country has low crime rates and political stability.

In addition, the country reflects a well-educated and capable workforce in the tourism sector. That means better trained staff that improves not only the overall tourist experience but also the efficiency and competitiveness of the tourism industry.

On top of that, another aspect to highlight is its **score in price competitiveness (4.94).** One of the highest in Western Europe among the countries listed, outperforming well-established destinations like **Sweden (3.38), Finland (3.29), and Denmark (2.88).** This makes Lithuania particularly attractive for traveller's seeking high-quality experiences at more affordable prices, and for investors looking to operate efficiently in a cost-effective environment.

In terms of **openness to travel and tourism (4.09),** Lithuania performs on par with regional peers, such as **Estonia (4.15)** and **Latvia (4.33),** suggesting a relatively open and accessible market for international tourism and investment.

Regarding **government prioritization of the tourism sector (4.35),** Lithuania shows a growing commitment, showing that the country is clearly taking steps to develop and support the tourism sector.

**Lithuania shows strong results in tourism services and infrastructure,** even when compared with neighbouring countries like Latvia and Poland. This highlights a well-established ecosystem of services—from accommodation to transport—that supports a competitive tourism sector.

Moving to the resources, it suggests that Lithuania **has a significant untapped potential.** With its rich history, unique traditions and enormous and diverse natural landscapes, the country can greatly benefit from strategic branding and development of its tourist assets. There is a significant opportunity to grow on **business travel, conferences, medical tourism, and digital nomad infrastructure,** especially considering the country's strengths in tech and business services.

Lithuania combines a strong environmental governance with high socio-economic returns from tourism. This creates a solid foundation for sustainable and ethical tourism development.

In terms of environmental sustainability, it is close to leaders like Estonia, **indicating that it maintains a strong environmental protection standard and green policies.** It makes it ideal for sustainable projects. Moreover, it scores among the highest in the group, behind Finland, on socioeconomic impact of tourism. It shows us that the sector benefits local communities, supports jobs and contributes meaningfully to the economy.

**The scores positioned Lithuania as a model for inclusive and responsible tourism development.**



On Lithuania's demand sustainability, scores suggests that **the country maintains a stable, resilient tourism demand base making it attractive for long-term investments.**

Lithuania presents a **compelling, underexplored opportunity for tourism investment in Europe**, combining cost competitiveness, a supportive policy environment, and strong sustainability credentials in a non-saturated market that creates an ideal destination for future investments that are looking for long term growth opportunities in a stable EU environment.



*Tauragė City*





*Druskininkai Fountain, Druskininkai*

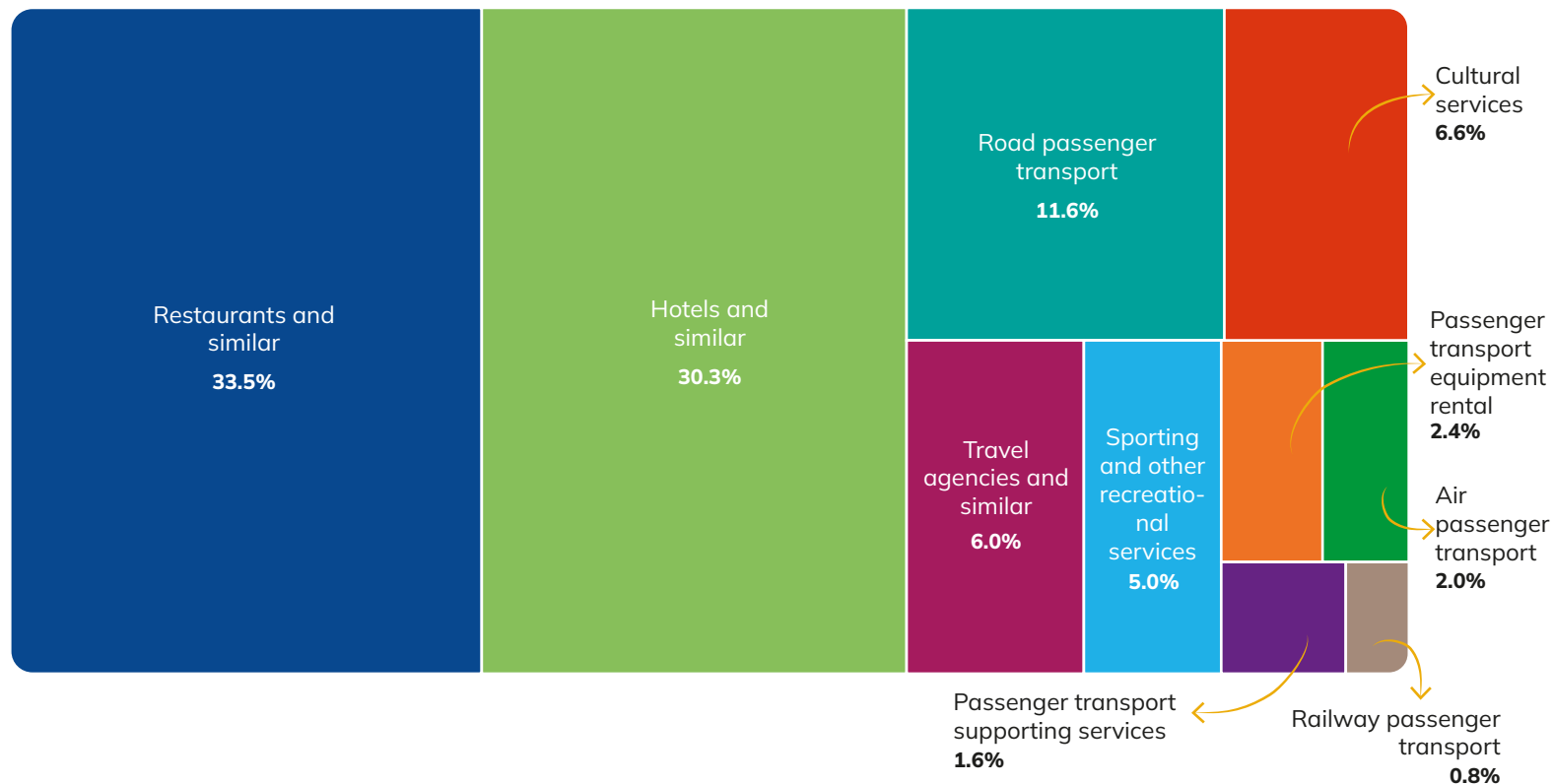
## 5.2 Tourism cluster overview

Over the past years, Lithuania has demonstrated remarkable economic resilience and growth, thanks to solid macroeconomic fundamentals, **prudent fiscal management**, supportive government policies, competitive tax incentives **and forward-looking innovation agenda**. Lithuania is emerging as a regional leader in investment attraction and a strategic hub for startup development in Northern and Eastern Europe.

Tourism in Lithuania is a growing and increasingly strategic sector of the national economy. Although its current contribution to GDP remains modest at around 2.7%,<sup>111</sup> the government has a clear intention to develop this sector to increase its relevance in the development of the economy, so it is expected that this will account for approximately 4.5% of GDP by 2030.<sup>112</sup> Beyond its direct economic contribution, tourism plays a vital cross-cutting role, supporting a range of related industries such as transport, hospitality, and retail, and driving job creation and regional development.

In 2023, **tourism-related activities employed 49,800 people in Lithuania, about 3.5% of the total workforce**, reflecting a 5.1% increase over 2022 levels.<sup>113</sup> While official 2024 data is pending, early signs suggest continued growth. The largest share of tourism employment is concentrated in food and beverage services (33.5%), followed by accommodation (30.3%), road passenger transport (11.6%), and cultural services (6.6%), among others.<sup>114</sup>

**Figure 5.3: Tourism workforce by subsector, 2023**



**Source:** Official Statistics Portal (2025), Number of persons employed in tourism, available online: <https://osp.stat.gov.lt/en/statistiniu-rodikliu-analize?has-h=6ed137a4-7979-48a1-ae18-aad89e2763b1#/>





Rokiškis city

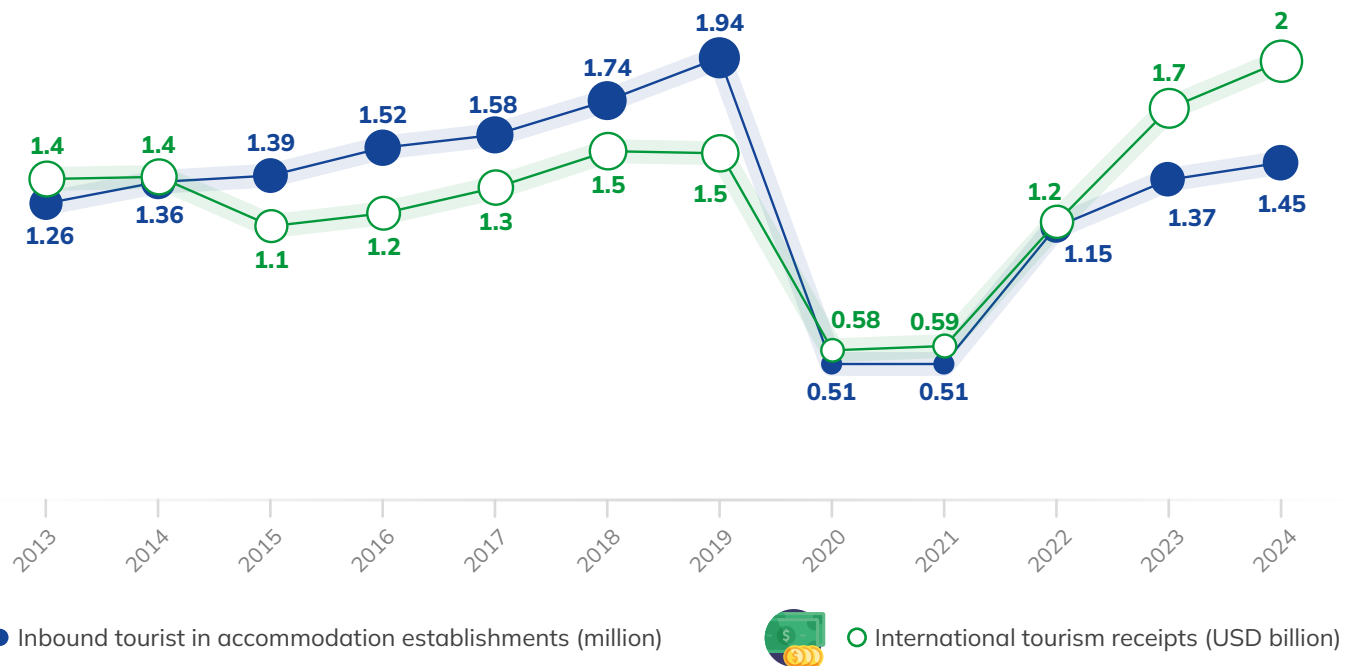
One of the main challenges in the tourism sector is the global shortage of skilled workers for the sector and its interconnected industries. A situation that combined with the growing demand for digitalisation and service innovation, threatens the quality and sustainability of tourism offerings.

To address these challenges, **Lithuania is actively advancing a comprehensive strategy built on international cooperation, workforce development, and innovation.** The country benefits from a skilled, multilingual talent pool and advanced infrastructure, with top global rankings in Wi-Fi speed, fiber coverage, and cybersecurity. These factors position Lithuania as a competitive and secure destination for tourism investment and service delivery. Furthermore, Lithuania's access to the wider European labor market and the government's strategic focus on training and innovation are key pillars to reinforce the resilience and competitiveness of the tourism cluster.

Like the rest of the world, Lithuania's tourism sector was severely affected by the COVID-19 pandemic. Before the pandemic, Lithuania was seeing strong growth in international visitor arrivals in accommodation establishments, reaching 1.94 million visitors in 2019.<sup>115</sup> But in 2020, numbers dropped down to 0.51 million, while revenues barely reached USD 574 million. Since then, the sector has been on a recovery path, and by 2024, international arrivals are just 25.2% below 2019 levels, standing at 1.45 million.<sup>116</sup> It is estimated that the country will surpass 2019 levels in both visitors received and income generated in the near future.



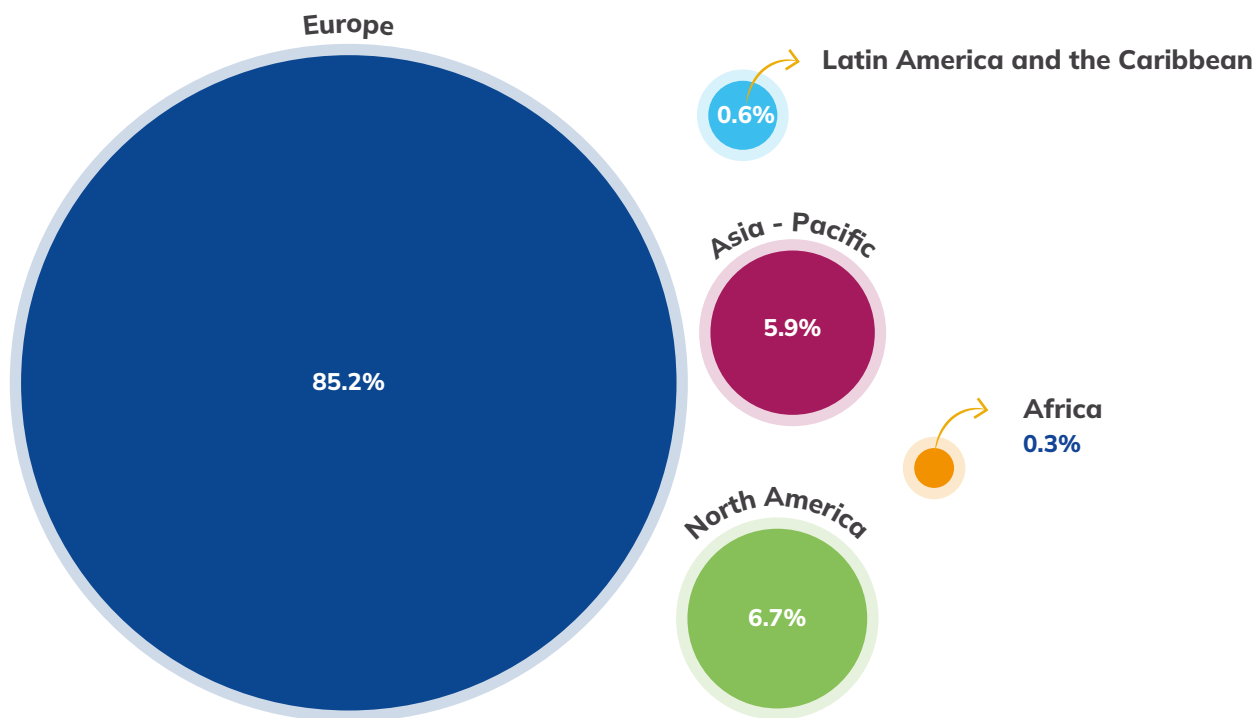
Figure 5.4: International visitors and tourism receipts, 2013 - 2024



**Source:** Lithuania Travel (2025), Tourism Dashboard, available online: <https://lithuania.travel/en/trade/research-and-data/tourism-statistics> [24-04-2025], IMF (2025), Balance of Payments and International Investment Position Statistics, available online: <https://legacydata.imf.org/?sk=7a51304b-6426-40c0-83dd-ca473-ca1fd52&sid=1390030341854> [29-04-2025]

In 2024, 85.2% of the international tourists came from Europe, highlighting the country's strong appeal its region and in particular neighbouring and nearby countries. Visitors from Asia - Pacific and North America also show great interest in this country, representing jointly 12.6% of the total international tourists. At a country level, most of the visitors came from Poland with 12% of the total, followed by Germany with 10.7%, Latvia with 10% and Belarus with 7.5%. These markets alone represented over 40.3% of total visitors, driven by proximity and strong travel links. In comparison, long-haul markets such as the United States of America (6.3%) and China (0.5%), showed more modest contributions, reflecting the need to strengthen appeal in these markets.<sup>117</sup>

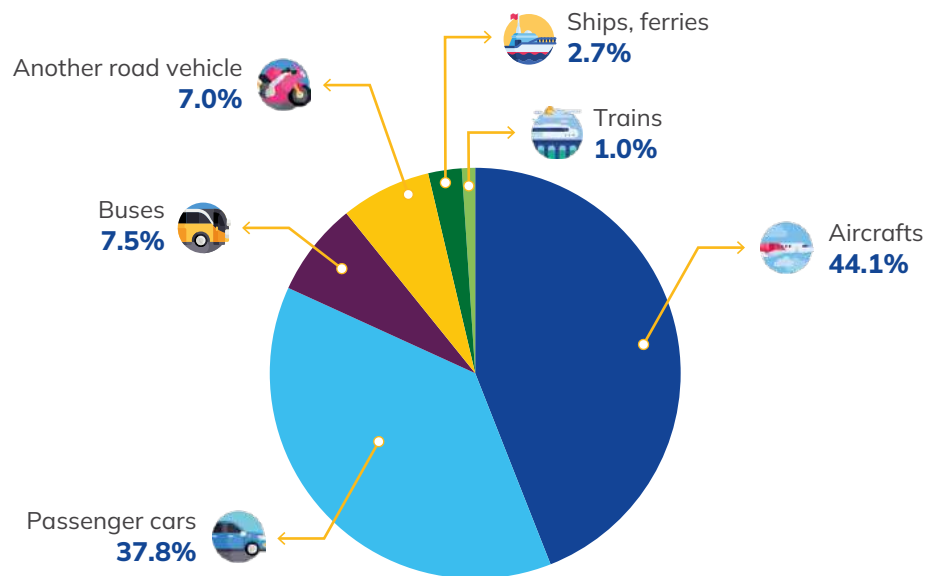
**Figure 5.5: Tourist arrivals by region of origin, 2024**



**Source:** Lithuania Travel (2025), Tourism dashboard, available online: <https://lithuania.travel/lt/profesionalams/tyrimai-ir-duomenys/turizmo-statistika>

Regarding transportation modes, 52.3% of international tourist entered using road transportation (passenger cars, buses, etc) reflecting the importance of road infrastructure connectivity, where shared borders facilitate frequent travel, while air transport represented 44.1%, showcasing the importance of international airports, such as Vilnius International Airport, Kaunas International Airport and Palanga International Airport, as primary gateways for long-haul and regional travellers.<sup>118</sup>

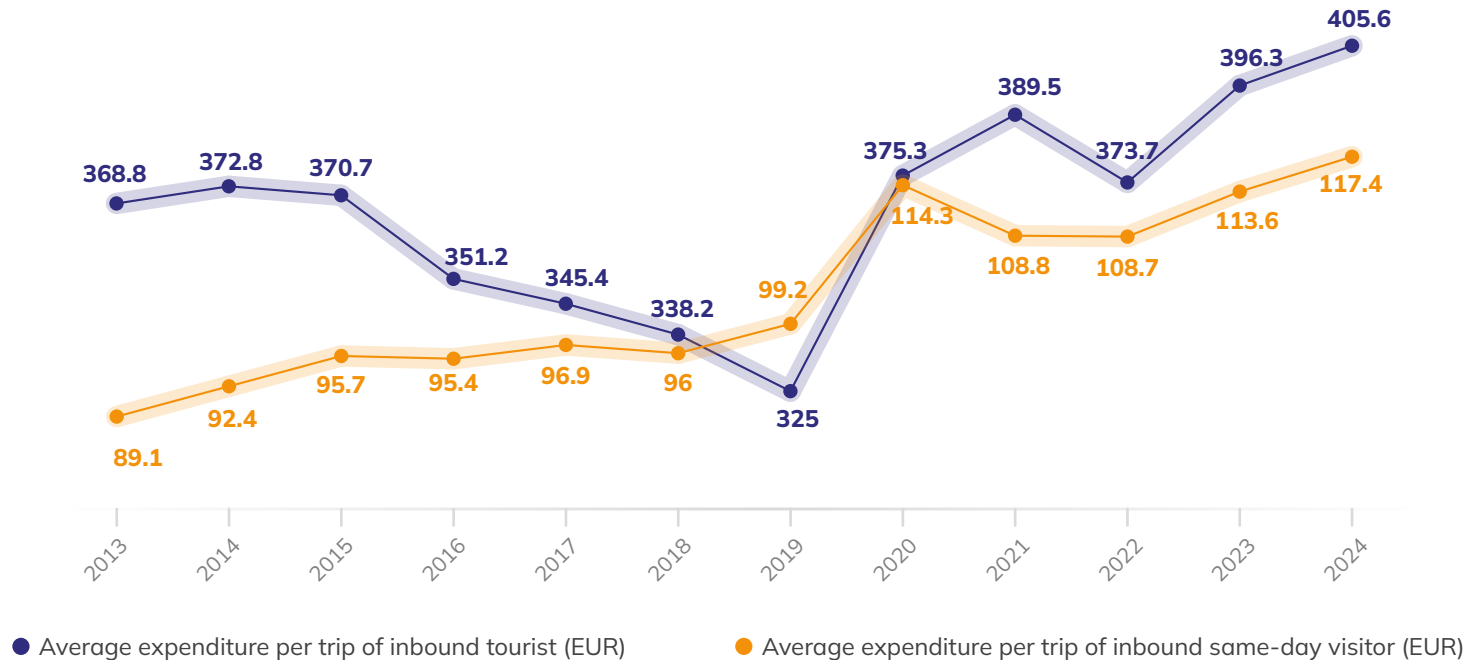
**Figure 5.6: International tourist arrivals and day visitors by mode of transport, 2024**



**Source:** Official Statistics Portal (2025), 'Number of inbound tourists trips', available at: <https://osp.stat.gov.lt/en/statistiniu-rodikliu-analize?has-h=4c6dedb0-0bf0-4128-959d-112b8c8ea7f2#/> [10-10-2025]

Inbound tourist expenditure has shown a sustained upward trend, increasing from EUR 325 per trip in 2019 to EUR 405.6 in 2024.<sup>119</sup> This growth is evident across both tourism segments. Notably, same-day visitor expenditure also rose, from EUR 99.2 in 2019 to EUR 117.4 in 2024.<sup>120</sup>

**Figure 5.7: Average expenditure per trip of inbound tourist and same-day visitors, 2013 – 2024**

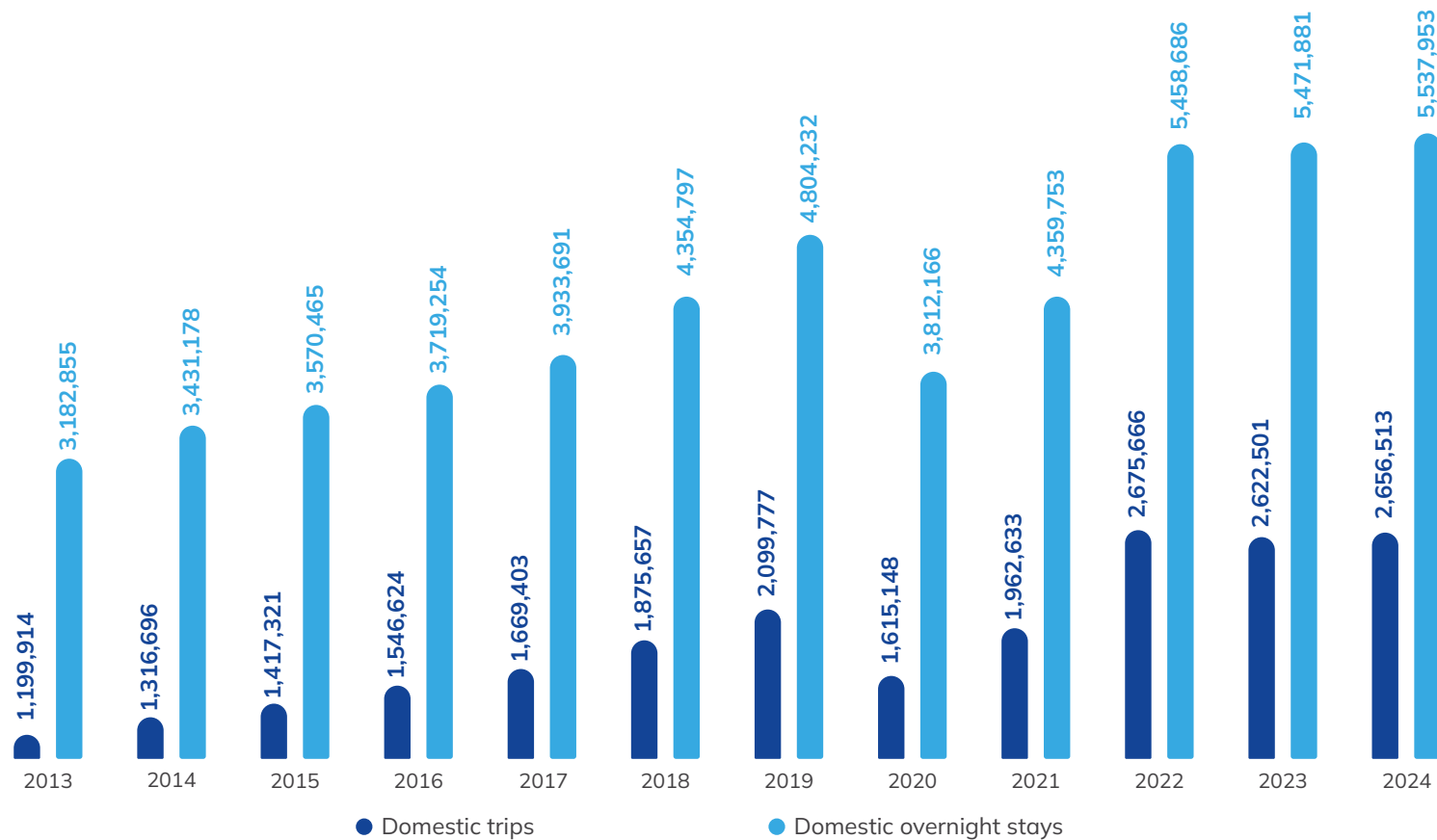


**Source:** Official Statistics Portal (2025), 'Average expenditure per trip of inbound tourist', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R697#/> [10-10-2025] and Official Statistics Portal (2025), 'Average expenditure per trip of inbound same-day visitor', available at: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R699#/> [10-10-2025]



The country offers a diverse portfolio of activities and experiences that attracts both domestic and international visitors. The country's tourism infrastructure has seen significant improvements over the years, which have contributed to its growing reputation as a travel destination, especially in the domestic tourism market, which is expanding in terms of trips (+26.5% vs. 2019) and also domestic overnight stays (+15.3% vs. 2019).<sup>121</sup>




**Figure 5.8: Domestic tourism trips and overnight stays at accommodation establishments, 2013 – 2024**



**Source:** Lithuania Travel (2025), Tourism dashboard, available online: <https://lithuania.travel/lt/profesionalams/tyrimai-ir-duomenys/turizmo-statistika>

Lithuania has experienced a positive trend in accommodation capacity over the past five years, with notable growth across all key indicators. The number of accommodation establishments increased from 3,754 in 2019 to 4,407 in 2024, marking a 17.4% increase. During the same period, the total number of rooms grew by 6.3%, from 40,941 to 43,512, while the number of available beds increased by 3.6%, from 108,488 to 112,425.<sup>122</sup>

**Table 5.1: Establishments, rooms and beds, 2019 and 2024**

	2019	2024	growth %
 Number of establishments	3,754	4,407	17.4%
 Number of rooms	40,941	43,512	6.3%
 Number of beds	108,488	112,425	3.6%

**Source:** Official Statistics Portal (2025), Indicators of accommodation establishments, available online: <https://osp.stat.gov.lt/turizmas#>

**Note:** this includes hotels and similar accommodation; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks and trailer parks

This growing tendency was seen across every county except for Vilnius, which still has not recovered the number of establishments it has registered in 2019.<sup>123</sup>

**Table 5.2: Number of accommodation establishments by county, 2019 and 2024**

	2019	2024
<b>Republic of Lithuania</b>	<b>3,754</b>	<b>4,407</b>
<b>Capital Region</b>	<b>905</b>	<b>851</b>
Vilnius county	905	851
<b>Central and Western Lithuania Region</b>	<b>2,849</b>	<b>3,556</b>
Alytus county	454	473
Kaunas county	457	563
Klaipėda county	1,015	1,229
Marijampolė county	88	125
Panevėžys county	126	171
Šiauliai county	162	218
Tauragė county	65	97
Telšiai county	134	162
Utena county	348	518



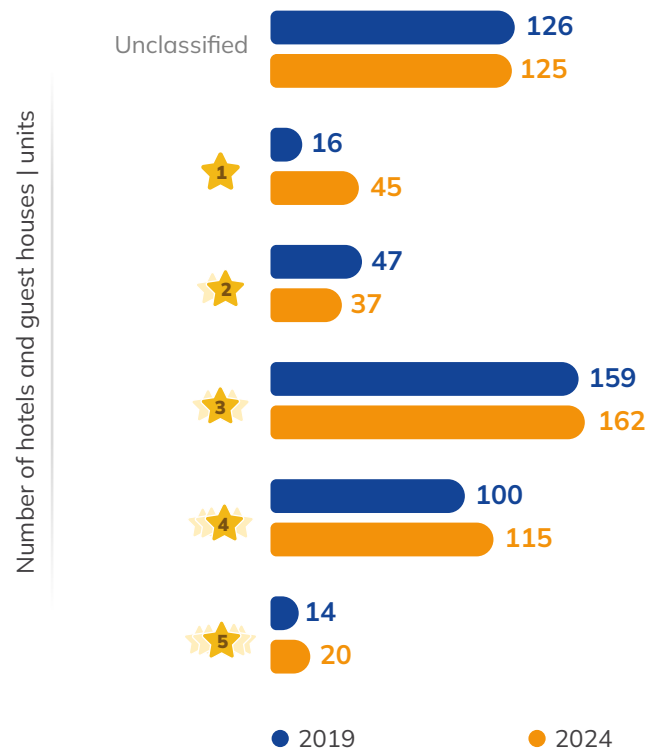
**Hotels and similar accommodation; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks and trailer parks**

**Source:** Official Statistics Portal (2025), Indicators of accommodation establishments, available online: <https://osp.stat.gov.lt/turizmas#>

**Note:** this includes hotels and similar accommodation; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks and trailer parks

According to the 2024 accommodation register, Lithuania recorded 20 five-star hotels and guest houses, reflecting a 42.9% increase compared to 2019. The number of four-star establishments also grew, reaching 115 (+15% vs 2019). Additionally the one-star segment grew from 16 to 45 (+181.3% vs 2019). Meanwhile, two and three stars categories have been in decline, likely indicating a shift in market demand focused on both budget segment and higher-quality luxury offerings.<sup>124</sup>

**Figure 5.9: Number of hotels and guest houses by category, 2019 and 2024**



**Source:** Official Statistics Portal (2025), Number of hotels and guest houses by units, available online: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R868#/> [10-10-2025]



During the years 2019-2024, the country's accommodation sector experienced some notable changes. This reflects broader trends in tourism behaviour, economic conditions and national development efforts. The most significant growth is observed in rural tourism farmsteads which more than doubled in this period from 679 in 2019 to 1,372 in 2024. This increase points out a growing demand for nature-based tourism, sustainability-focused travel, and rural experiences. This can be partly attributed to the impact of the global pandemic, which encouraged travellers to seek less crowded destinations and more meaningful connections with local culture. This shift is also linked to the rise of domestic tourism, as Lithuanians increasingly look to reconnect with their culture, traditions, and natural landscapes. Moreover, these evolving preferences align with Lithuania's strategic investments in regional and eco-tourism infrastructure.

Hotels and similar accommodations saw a strong recovery and growth, increasing by nearly 9% from 494 in 2018 to 537 in 2024. Within this group, hotels and guest houses grew steadily, indicating a regained confidence in traditional, professionally managed lodging. This rebound reflects both the return of international tourists and the resilience of domestic travel, supported by national tourism campaigns and improved service standards.





Other types of accommodation also continued to grow, although at a slower rate, particularly short-stay options. This trend reflects travellers' increasing preference for flexibility and independence, as well as shorter stays — a pattern influenced by rising travel costs and global inflation.

These changes reflect that Lithuania is adopting a more balanced approach, with a diversified portfolio of accommodations and tourism infrastructure that fosters economic development in rural areas. The growing presence of farmsteads and small-scale accommodations supports local businesses and helps distribute tourist flows more evenly across the country. This demonstrates the adaptability and dynamism of the tourism industry as it continues to evolve in response to travellers' preferences. With strategic planning and sustained investment, these shifts can contribute to building a more resilient, inclusive, and sustainable tourism future.



*Lake Asveja, Dubingiai*

**Table 5.3: Tourism sector, number of establishments, 2019, 2023 and 2024**

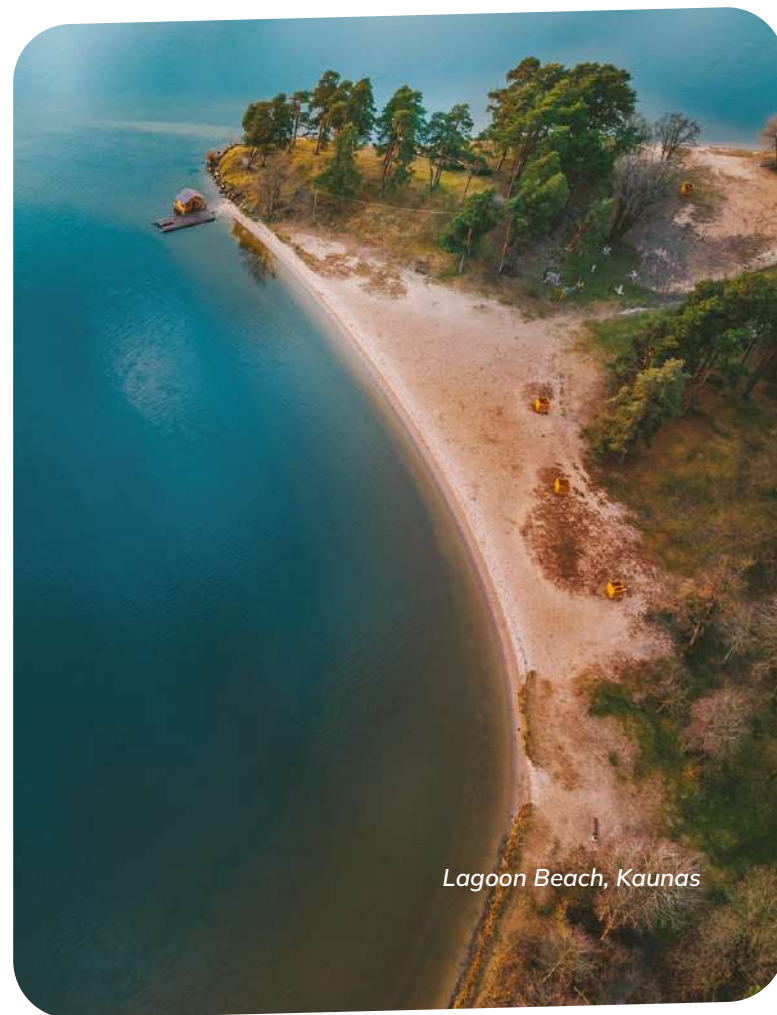
	2019	2023	2024
<b>Hotels and similar accommodation; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks and trailer parks</b>	<b>3,754</b>	<b>4,793</b>	<b>4,407</b>
 <b>Hotels and similar accommodation</b>	<b>494</b>	<b>525</b>	<b>537</b>
• Hotels and guest houses	462	493	504
• Motels	32	32	33
 <b>Holiday and other short-stay accommodation</b>	<b>3,226</b>	<b>4,238</b>	<b>3,835</b>
• Rest establishments	154	139	155
• Hostels, apartments complexes	281	424	406
• Sanatoriums, rehabilitation centres	23	18	11
• Children's recreational summer camps	15	12	13
• Private accommodation	2,074	2,319	1,878
• Rural tourism farmsteads	679	1,326	1,372
 <b>Camping grounds, recreational vehicle parks and trailer parks</b>	<b>34</b>	<b>30</b>	<b>35</b>
 <b>Travel agencies and tour operators</b>	<b>337</b>	<b>362</b>	<b>375</b>
Food and beverage service activities	<b>3,985</b>	<b>4,269</b>	<b>4,410</b>
Creative, arts and entertainment activities	<b>8,054</b>	<b>10,385</b>	<b>11,069</b>
Museums activities	<b>15</b>	<b>18</b>	<b>19</b>
Operation of historical sites and buildings and similar visitor attractions	<b>8</b>	<b>6</b>	<b>5</b>
Botanical and zoological gardens and nature reserves activities	<b>3</b>	<b>3</b>	<b>2</b>
Amusement and recreation activities	<b>1,880</b>	<b>2,587</b>	<b>2,761</b>

**Source:** Statistics Lithuania. (n.d.). Indicators database. Official Statistics Portal. Retrieved May 12, 2025, from <https://osp.stat.gov.lt/en/statistiniu-rodikliu-analize?hash=4febe6a3-1a11-4157-9c13-72aacef2114a#/> , Statistics Lithuania. (n.d.). Indicators database. Official Statistics Portal. Retrieved May 12, 2025, from <https://osp.stat.gov.lt/en/statistiniu-rodikliu-analize?hash=c132bb1f-b695-4512-a0f6-3c09e35ee41f#/> and Statistics Lithuania. (n.d.). Indicators database. Official Statistics Portal. Retrieved May 12, 2025, from <https://osp.stat.gov.lt/en/statistiniu-rodikliu-analize?hash=a613fe01-2f85-48ec-88af-4890f31c12d8#/>

There has been an increase of the number of establishments across the culture and leisure related sectors indicating growth in these industries. The most significant rise occurred in amusement and recreation activities, which from 2019 to 2024 grew by 46.9%, and creative, arts and entertainment activities, which increased by 37.4%. This major increase in these types of activities reflects an expanding demand for cultural and recreational services. Tourists are increasingly seeking engaging in immersive leisure options rather than solely traditional cultural experiences. Food and beverage service activities also showed a moderate growth of 10.7% compared to 2019, reflecting a consistent demand for local dining and social experiences, which are typically integral in the tourism experience.

Overall, the evolution reflects a trend toward diversification and expansion in entertainment and service-oriented establishments in Lithuania.


Between 2019 and 2024, Lithuania experienced concurrent growth in occupancy rates and bed capacity, underscoring the sustained appeal of the country to both international and domestic visitors. Room occupancy rose from 55.9% to 57.8%, and bed occupancy from 44.0% to 45.3%, reflecting not only recovery but also renewed growth in travel demand. Meaning that occupancy rate is growing while the offering and available capacity is also growing, showing a balanced expansion where rising demand is being met without compromising quality or oversupply. This trend signals strong investment potential not only in accommodation establishments but across the entire tourism value chain.<sup>125</sup>



*Lagoon Beach, Kaunas*

The increasing volume of overnight stays generates positive spillover effects in various sectors: food and beverage services, cultural and creative industries, transport, retail, wellness, and business services. As visitors stay longer, their spending patterns deepen and diversify, creating multiplier effects that benefit local communities and small enterprises. Moreover, the expansion of tourism infrastructure enhances the attractiveness of Lithuania for hosting events, business tourism, and niche segments like eco-tourism and wellness. In short, the steady growth in occupancy and capacity is more than a sectoral trend—it is a gateway to broader economic dynamism, offering a fertile environment for sustainable and diversified tourism investments.

**Table 5.4: Occupancy rates, 2019 - 2024**

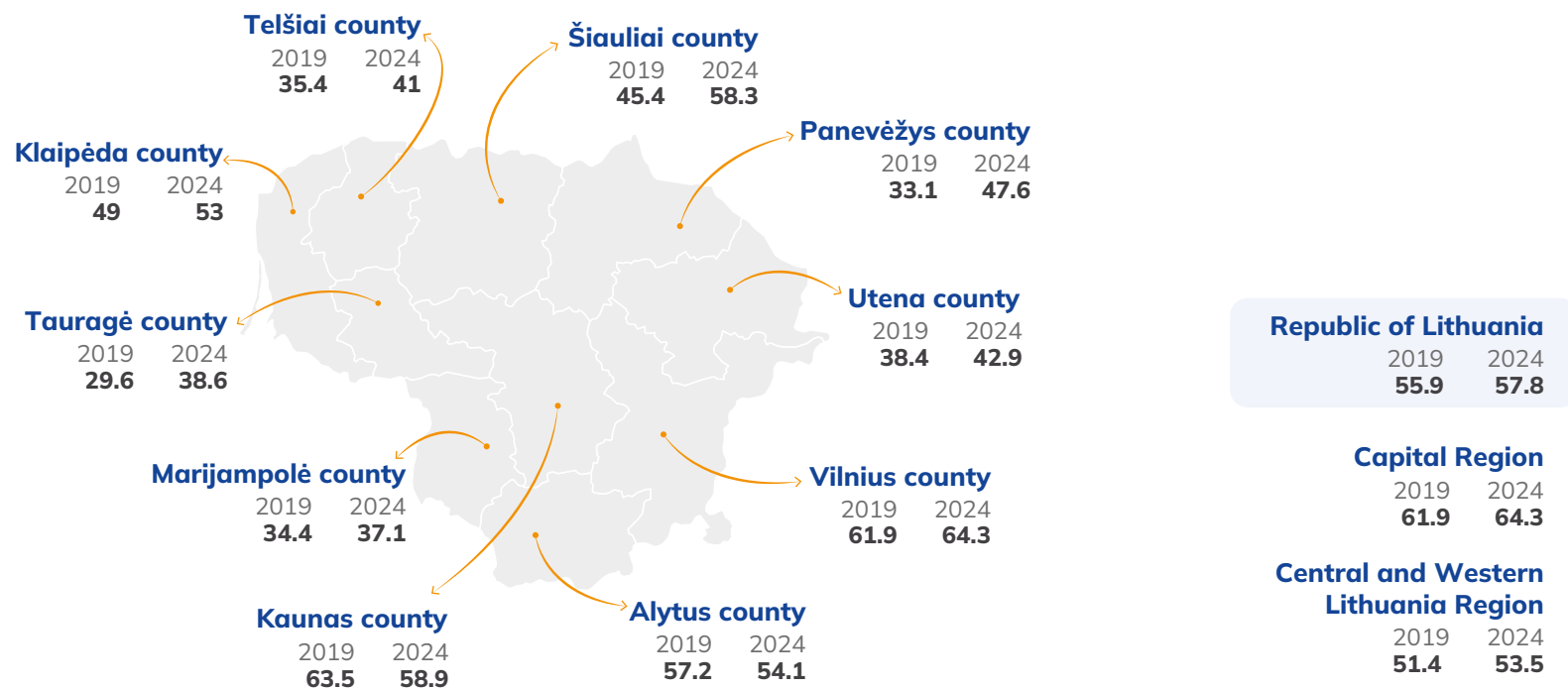
	2019	2020	2021	2022	2023	2024
 Occupancy rate / rooms (%)	55.9	29.1	34.2	54.2	57.2	57.8
 Occupancy rate / beds (%)	44	23.3	26.8	42.4	43.9	45.3

**Source:** Official Statistics Portal (2025), Room and bed occupancy rate, available online: [https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R866#\[10-10-2025\]](https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R866#[10-10-2025])



Compared with 2019 levels, rooms occupancy rates have increased in almost every county, except for Alytus and Kaunas, which have not yet recovered 2019 levels.

**Figure 5.10: Occupancy rates of rooms by county, 2019 vs 2024 (%)**



**Source:** Official Statistics Portal (2025), Room and bed occupancy rate, available online: [https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R866#\[10-10-2025\]](https://osp.stat.gov.lt/statistiniu-rodikliu-analize?indicator=S8R866#[10-10-2025])



Ferry Station, Klaipėda





*Green Lithuania*



6

# **TOURISM INVESTMENT OPPORTUNITIES**



## Indoor sea wave pool

# Mizarai, **Druskininkai** municipality, Alytus region

01

### Description

The only year-round artificial wave pool in Europe. This surf wave pool is designed for both amateur and professional surfers, as well as for anyone who enjoys water activities. The height, shape, and frequency of the waves can be adjusted according to individual needs. The water and leisure center will feature swimming pools, relaxation oases, padel courts, a freestyle skiing track, climbing walls, a beach, an artificial sea, a hotel, and other entertainment facilities. The complex will be able to accommodate around 5,000 visitors at a time.



### Total investment and project status

**EUR 50 million** (Private)

Land documentation is currently under processing.



### Contact

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02

# Preservation and adaptation of the satellite city identity, material and immaterial heritage of the nuclear object to the development of sustainable tourism, transferring good practice and experience

## Visaginas municipality, Utena region

### Description

The project aims to preserve and adapt the material and immaterial heritage of the Ignalina Nuclear Power Plant and its satellite city, Visaginas, to support sustainable tourism development. Built in 1975 as a settlement for plant workers, Visaginas represents a unique example of industrial and cultural heritage linked to nuclear energy.

The initiative seeks to bring together the public sector, academia, local communities, and private companies to invest in both infrastructure and human capital. It focused on archiving, digitizing, and visualizing the tangible and intangible legacy of the nuclear industry through visitor centers, museums, and outdoor exhibitions across the city.

Given the global rise of interest in nuclear-related tourism, the project positions Visaginas as a potential destination for “peaceful nuclear tourism,” linking it with cultural, heritage, and educational tourism. It also explores digital approaches such as virtual tours, serious games, and nuclear tourism routes to promote nuclear literacy and STEM education.



### Total investment and project status

**EUR 4 million** (PPP)

Prepared concept



### Contact



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# Adaptation of the Rokiškis Manor House and the Kriaunos Museum for tourism purposes

## Rokiškis city, Panevėžys region

03

### Description

The project addresses the lack of high-quality tourism facilities in Rokiškis District, including accommodation, catering, and cultural or leisure infrastructure. The Rokiškis Regional Museum, located in the historic Rokiškis Manor complex—one of Lithuania's most valuable Classicism–Historicism estates—was unable to offer commercial tourism services. Several buildings within the manor remained unused due to their deteriorated condition.

The plan foresees transferring three manor buildings to private investors under long-term concessions:

- Farmhouse (Tyzenhauzu St. 5, 676 m<sup>2</sup>) – cultural use;
- Brewery/Workshop (Satrijos St. 1, 938 m<sup>2</sup>) – manufacturing use;
- Housekeeper's House (Tyzenhauzu St. 5, 502 m<sup>2</sup>) – residential use.

Once restored, these structures could host tourism-related services such as accommodation, catering, and cultural or recreational activities complementing the museum's functions. Additionally, the Kriaunos Museum building (498 m<sup>2</sup>, Sartu St. 12, Kriaunos village) has been identified as suitable for conversion into a tourist base or artist residence offering lodging and dining. As it is not a cultural heritage site, renovation would face no major restrictions. This property has also been foreseen for concession to private investors for a period exceeding 35 years.



### Contact

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### Total investment and project status

**EUR 10 million** (PPP)

Conceptual level (no documentation (only old technical designs available), technical documentation is being prepared for one building (bravoras Šatrijos g. 1, Rokiškis) in order to change it to cultural use and to adapt it to the Aukštaitijos History and Crafts Centre, documentation preparation is being planned to finish by the end of 2025.



# Renovation of the A. Žmuidzinavičius Memorial Homestead, Balkūnai village

## Alytus district municipality, **Alytus region**

04

### Description

The project focuses on preserving and revitalizing the homestead of the artist Antanas Žmuidzinavičius, built in 1892 and recognized as an important cultural heritage site. The site, which includes a house-museum, granary, and barn listed in the Register of Immovable Cultural Properties, has served as both the artist's birthplace and a former hub of rural cultural life.

The initiative seeks to restore the authentic heritage of the homestead, renew its exhibition, and enhance its role in local cultural tourism by transforming it into an educational center promoting Lithuanian art and theater history. The concept has received first prize in the "Smart City 11" architectural competition.



### Contact

 **Tel.: +370 315 55 537**

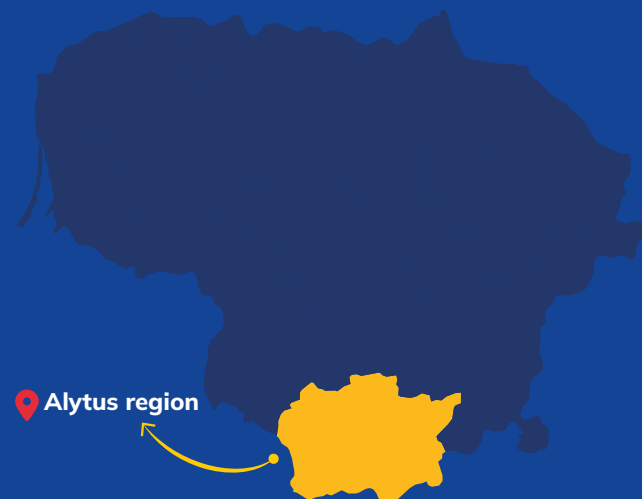
 **e-mail: [andre.zeneviciene@arsa.lt](mailto:andre.zeneviciene@arsa.lt)**



### Total investment and project status

**EUR 3 million** (Public)

Planning, searching for investments



 **Alytus region**



# The Arch of Šakiai

## Šakiai, Marijampolė County, Marijampolė region

05

### Description

The project centres on repurposing two unused water towers located on the premises of the municipal company UAB Šakių vandenys. One of the towers holds significant historical value as the site where students from Šakiai “Žiburys” Gymnasium raised the Lithuanian tricolor flag on 15 February 1952—an act for which they were later arrested and accused of treason.

A museum exhibition was planned inside a newly designed bridge connected to the tower to commemorate these events. The exhibition and event hall, open to visitors on working days, was conceived as a multifunctional cultural space located more than 33 meters above ground, offering visitors a symbolic view toward the horizon beside the national flag.



### Contact



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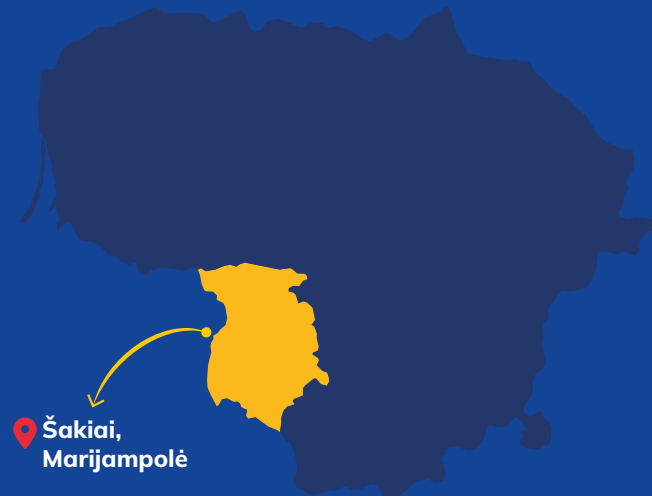


### Total investment and project status

**EUR 0.6 million** (PPP)

A fully developed technical and design concept has already been prepared, including:

- Detailed blueprints and architectural drawings,
- Cost estimates and budget plans,
- Implementation-ready documentation.



06

## Palevenė Dominican monastery

# Palėvenė, **Kupiškis** district municipality, Panevėžys region

### Description

The project focuses on restoring and repurposing a unique 17th-century Dominican monastery, one of the most significant in the Baltic region. The Baroque-style ensemble, listed in the Lithuanian Cultural Heritage Register and protected by the state, represents a site of exceptional historical and cultural value.

The initiative envisioned developing the complex into a multifunctional destination for cultural, religious, and conference tourism, with potential investments in a hotel, conference and event center, arts and crafts hub, educational spaces, and long-term artist residencies.



### Contact

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### Total investment and project status

**EUR 5 million** (all types)



## Investment area, Liepojos pl. 10

# Palanga Municipality, Klaipėda region

07

### Description

This area offers excellent transport accessibility, being located next to the Palanga bypass. Covering approximately 35 hectares in total, the territory holds significant development potential for commercial, recreational, innovation, logistics, tourism, and mixed-use projects, depending on city zoning and investor proposals.

Key features of the area:

- Designated for commercial or multifunctional development (depending on final planning decisions)
- Located near the main entrance road to Palanga, close to the airport
- Flat, undeveloped land, ready for construction
- Engineering communications and infrastructure connections are nearby or planned

Investors are sought for the development of a tourist attraction — proposals include an amusement or water park with geothermal pools. The specific plot covers 2.18 ha, while the entire territory spans around 35 ha. Strategically located next to the Palanga bypass. Potential zones include:

- 2.8 ha for a shopping and entertainment center (21,600 m<sup>2</sup>)
- 3.6 ha water park (~7,500 m<sup>2</sup>)
- 2.8 ha event zone
- 9.2 ha amusement park
- 8.5 ha innovation and logistics center
- Various accommodation complexes



### Total investment and project status

The total expected investment needs are high, and the opportunities in individual zones will be implemented in phases. Based on preliminary concepts, the total investment is expected to exceed **EUR 100 million**.

The area can be developed using various models, including:

- Long-term land lease to private investors
- Public-Private Partnership (PPP)

Detailed plan of the territory is being refined. Investment proposals and development plans are currently open. Palanga City Municipality is looking for potential partners or investors to develop this strategic land plot. Palanga has conducted a study of geothermal waters and it is located in this location.



### Contact

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# Restored Klaipėda Bastion Complex and Castle Building

## Klaipėda City Municipality, Klaipėda region

08

### Description

The project focuses on the restoration and adaptive reuse of the Klaipėda Castle and Bastion Complex, one of the most important cultural heritage sites on Lithuania's coast. The long-term strategy of the City of Klaipėda aimed to preserve and revitalize this historic site by reconstructing lost defensive structures and adapting them to modern urban and social functions.

Completed works include landscaping of the castle courtyard, reconstruction of the eastern and northern curtain walls (with underground spaces adapted for a conference hall and museums), restoration of the Prince Karl and Prince Friedrich bastion casemates, renovation of Priešpilio Street, and near-completion of the castle's main tower.

The next development stages encompass the reconstruction of the southern bastions and curtain wall, and the full restoration of the castle (approx. 7,300 m<sup>2</sup>). The project also envisages integrating a hotel complex and representative conference hall within the castle structure to enhance site functionality, extend the tourism season, and attract business and cultural visitors.

This integration is expected to stimulate investment, create jobs, support local service development, and strengthen Klaipėda's position as a leading destination for cultural, heritage, and business tourism. Once completed, the site would form part of the Baltic Region Castles Route, becoming a central element of the city's identity and tourism offering.



### Total investment and project status

**EUR 35 - 50 million** (PPP, private)



### Contact



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## Hotel to enhance sports tourism

# Jonava distric municipality, Kaunas region

### Description

The hotel is planned next to the Joninių slėnis – a well-known area for cultural events, festivals, and active tourism. The area is renowned for its diverse attractions, including a winter skiing center, a multi-level mountain biking trail, a disk golf park, a modern swimming pool, and a nearby sports arena that regularly hosts professional sporting events.

In the immediate vicinity, visitors can also enjoy well-maintained biking and walking trails, recreational parks, and scenic ponds suitable for swimming and water sports. Additionally, there are plans to develop a skate park nearby, further enhancing the area's appeal to active youth and families.

The hotel is envisioned as a modern, functional accommodation facility catering to sports tourists, families, event attendees, and recreational visitors. It will complement the existing infrastructure and meet the growing demand for quality lodging in a dynamic and fast-developing leisure zone.

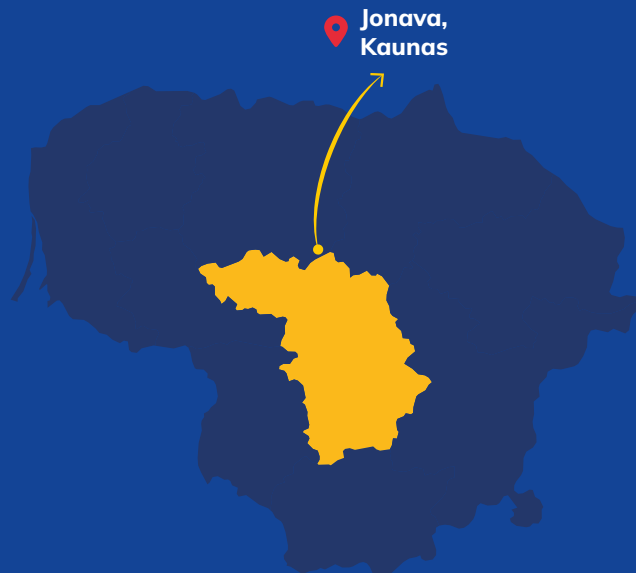


### Contact

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Mob.: 8 68217029

e-mail: [agne.salomske@jonava.lt](mailto:agne.salomske@jonava.lt)



### Total investment and project status

**EUR 20 million** (PPP)

Anykščiai Kurhauz SPA

## Anykščiai district municipality, Utena region

10

### Description

Hotel 80-110 rooms, Restaurant/Food court, SPA, Co-working areas, Public Areas, Apartment buildings.



### Contact

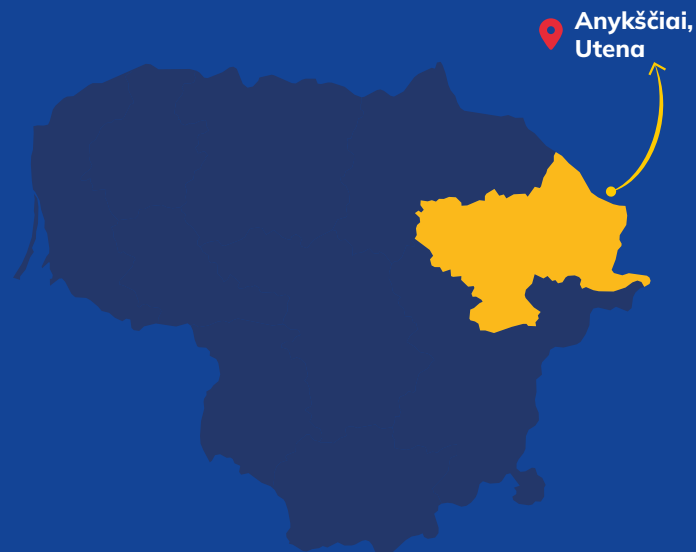
 Tel.: +37068742984

 e-mail: edgaras@e77.lt



### Total investment and project status

**EUR 8 - 15 million** (Private)



# Sports and wellness center "Šuolis" ("Jump") Ignalina district municipality, Utena region

11

## Description

The Sports and Wellness Center, embodying the allegory of a jump with its volumetric and spatial composition, combines three elements - sky, earth and water. The complex was created as a continuation of Vilkakalnis hill, a landmark and a center of attraction of international importance.

It is from the knowledge of the historical context that the main idea of the project arose and the concept developed - to revive this coast for active life.

The 15,000 sq m, eight-floor complex consists of a composition of three volumes: an amphitheater designed on the water, a ski jumping structure, and the main building of the complex, which begins as a continuation of the mountain and grows into an observation tower.

The first floor could settle down a visitor center - a museum, a water entertainment center (SPA) with jacuzzies of locally extracted mineral water, a swimming pool and saunas, cafes and restaurants, a kitchen, a bowling alley, and a multi-purpose hall for various events.

On the other floors of the complex, conference halls, administrative rooms, apartments with shared terraces for relaxation and active activities, and a strength training hall have been designed. The eighth floor is designed as the beginning of the access to the downhill skiing track. There is a cafe, shop, rental point. The downhill skiing track starting on this floor and can be accessed both indoors and outdoors. The vertical points of thermally treated pine used for decoration provide warmth, coziness, and materially give meaning to the idea of old wooden ski jumping ramps (although the structure is steel and reinforced concrete). Wood dominates the exterior of the building. The glass showcases provide light to the building, the excess light is regulated with the help of blinds.



## Total investment and project status

**EUR 20 million** (PPP)



## Contact

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**e-mail: ramune.slapsiene@ignalina.lt**



# Camping ground

## Druskininkai municipality, Alytus region

12

### Description

Druskininkai Campground is located in an attractive location – 3A Gardino Street – in the city center, near a forest, the Karolis Dineika Wellness Park, and the bus station, which in 2026 will become one of the city's key attraction hubs. In 2024, the campground welcomed 3,023 tourists who spent a total of 5,546 overnight stays. With investment in campground renovation, the number of tourists could increase 5–8 times. The campground currently covers 2 hectares, with the potential to expand to 4 hectares.



### Total investment and project status

**EUR 2 - 7 million** (Public investment/ Private investment)

The campground has been operating since 2005 and is in need of reconstruction. It is currently managed by the Druskininkai Tourism and Business Information Center (a public institution).



### Contact

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# Adaptation of the Land Plot by the lake Galadusys for tourism purposes

## Lazdijai district municipality, Alytus region

13

### Description

5,45 ha site on the shore of lake Galadusys, near Polish border (500 metres). Site is divided by a local road.

The goal is to repurpose the area and the existing buildings (or partially demolish them), creating attractive and functional spaces for tourism-related activities (camp site, spa centre, hotel). The site could also host children's and youth camps, as well as other similar activities. The lakeshore should be adapted for recreation and leisure, including water-based activities such as kayaking and canoeing.



### Contact

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### Total investment and project status

**EUR 1.5 million** (Public)



# Motorsport Park

## Jonava District Municipality, Kaunas Region

14

### Description

Design phase. Project description Lithuanian Motorsport Park

Planned results:

1. Race track: motor bike of 3,3 km length and compliant with FIA and FIM regulations
2. 7 Hectares event area (largest in Lithuania)
3. FIA homologated kartodrome
4. Hotel and resort area
5. Paddock area with commercial buildings
6. Expo center"



### Total investment and project status

**EUR 60 million** (Public)



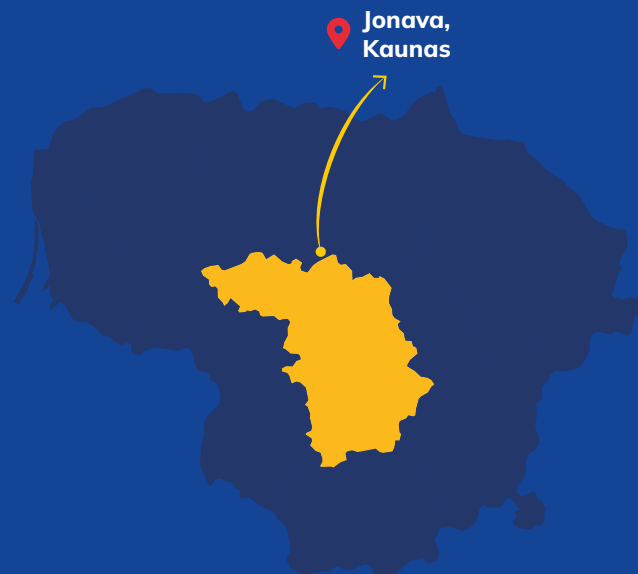
### Contact

**Karolis Matulaitis**

**CEO**

**UAB Kartu ratu**

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**Table 6.1: Get in touch with us, we are waiting for you to invest in Lithuania**

### Lithuania Travel

National tourism promotion agency, reporting to the Ministry of the Economy and Innovation. The agency is focused on business development, business insights, product development and marketing



#### Contact

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General Manager

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### Invest Lithuania

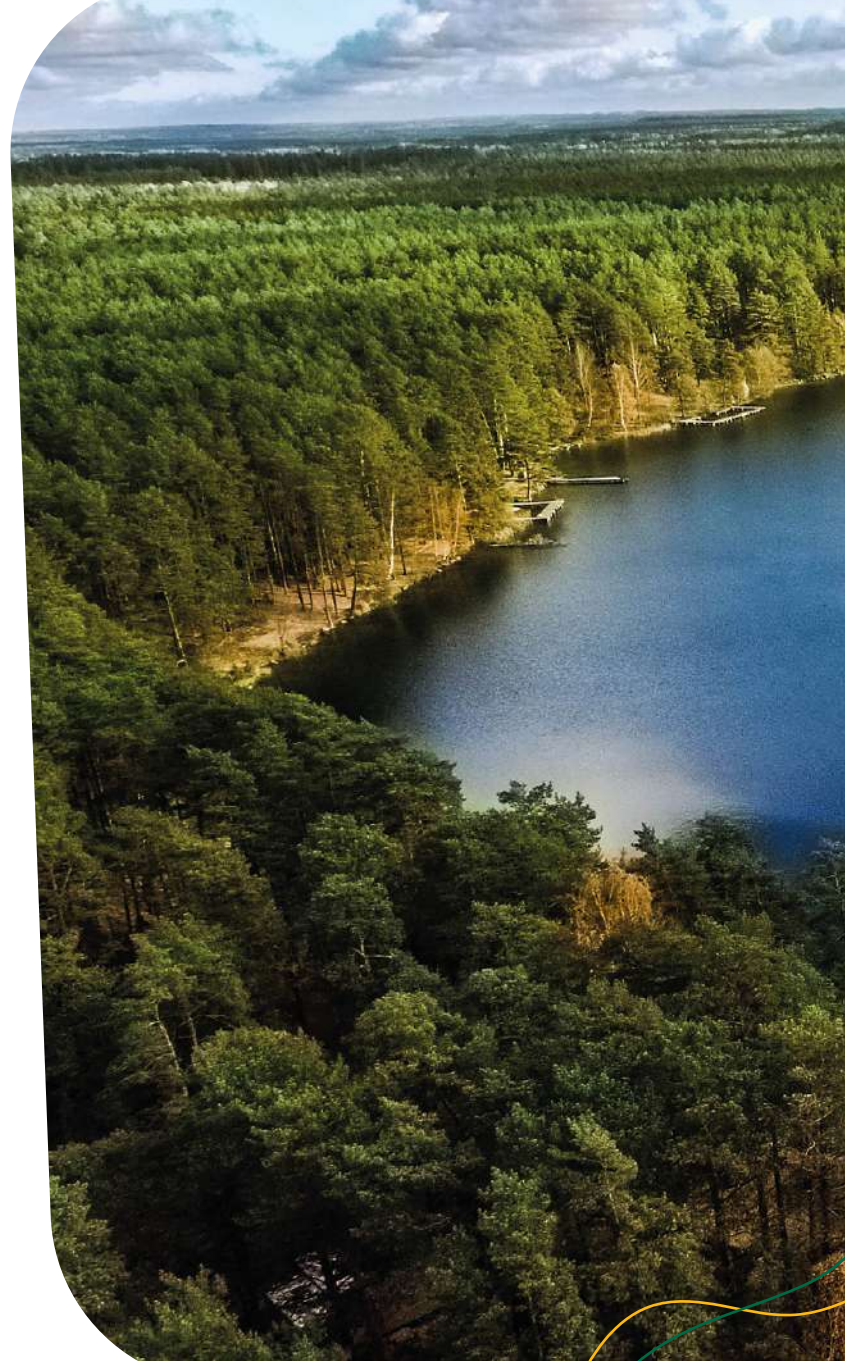
National investment promotion agency. One-stop shop that informs, connects and supports foreign companies in Lithuania



#### Contact

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*Balsys Lake, Vilnius*





Užutrakis



# 7

## CONCLUSIONS

Lithuania is consolidating a clear proposition for tourism investment: an open, collaborative country with strong democratic institutions, EU market access, advanced digital infrastructure, and a distinctive blend of cultural depth and nature. The national values of openness, freedom to create and connection to nature translate into a tourism offer that is authentic, innovation-ready and aligned with ESG expectations—an attractive platform for investors seeking resilient, future-proof assets.

Policy and institutions are pulling in the same direction. The Tourism Roadmap 2030 sets a measurable ambition to lift tourism's weight in the economy and diversify products, backed by coordinated delivery between the Ministry of the Economy and Innovation, Lithuania Travel and Invest Lithuania. A clear, stable legal environment, access to EU instruments, targeted incentives (including eligibility for large-scale projects and PPPs) and the rollout of the National Tourism Information System strengthen transparency, reduce administrative burden and improve decision-making. Progress on the green transition and smart governance further supports bankability and the mobilisation of sustainable finance.

Demand fundamentals are improving. International arrivals are recovering while domestic travel grows at a fast pace, providing a balanced base for investment. Product strengths span UNESCO heritage, urban culture, wellness and medical services, and nature-based experiences across a genuinely year-round offer. Connectivity and smart-city capabilities—alongside a highly educated, multilingual talent pool—enable digital customer journeys and data-driven operations, reinforcing competitiveness at destination and asset level.

For investors, the opportunities are defined by under-supplied, high-value niches: wellness and spa resorts, low-impact eco and rural accommodation, heritage reuse and cultural venues, MICE infrastructure and cruise-related facilities, as well as smart/digital tourism solutions that enhance yield and sustainability. Grounded in EU standards, strong institutional partnership and a co-creation mindset that invites piloting and scaling, Lithuania offers room to grow and deliver long-term returns on investments.

## Institutional Relations

**Working meeting with H.E. Lukas Savickas, former Minister of the Economy and Innovation of Lithuania** to address the current state of the tourism sector and our upcoming joint initiatives to boost sustainability towards education, innovation and investments in the sector, Vilnius, Lithuania, April 2025.



**Working meeting with H.E. Julius Pranevičius, Vice-Minister of Foreign Affairs of Lithuania** on the role of tourism in diplomacy and global cooperation, Vilnius, Lithuania, April 2025.





**Presentation of UN Tourism's Programme of Work to the Economy Committee of the Lithuanian Parliament, Vilnius, Lithuania, April 2025.**



**Working meeting with H.E. Mr. Tomas Irnius, Ambassador of Lithuania** focused on strengthening cooperation in education, innovation and investment, and reaffirming Lithuania's strong commitment to multilateralism, Madrid, Spain, October 2025.



**Plateliai** was recognized as one of the **Best Tourism Villages** by UN Tourism on this 5th edition of the initiative (2025).



Lithuania serving as the Vice-President of the 26th session of the UN Tourism General Assembly, Riyadh, Saudi Arabia, November 2025.





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