



# LET'S MEET IN PALANGA!

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# PRIORITY AXES FOR URBAN DEVELOPMENT OF PALANGA CITY MUNICIPALITY:

## ➤ Tourism:

- ❑ **Development of transport infrastructure:** (building and renewing bicycle roads), currently constructed >60 km of bicycle roads in Palanga, 2 bicycle routes EuroVelo 10 and 13; need to build an approximately 5 km bicycle road “Šventoji - Lithuania-Latvia border” (preliminary price: 1,5 million EUR); renew the paving of the current roads (road widening, second lane installation in certain segments, paving replacement - preliminary price: 2 million EUR);
- ❑ **Accessibility improvement: Palanga airport expansion** – preparation and implementation of flight routes attracting program with municipalities of Klaipeda region; **Development of Šventoji port** - creation of yacht port infrastructure (about 4 million EUR – II stage);



# PRIORITY AXES FOR URBAN DEVELOPMENT OF PALANGA CITY MUNICIPALITY:

## ➤ **Tourism:**

- Establishment of tourism information system** – creation of tourism graphical information system (Marking of bicycle roads and various tourism and cultural heritage objects – preliminary price 2 million EUR);
- Development accessibility to sea bathing areas** (installation of temporary showers and toilets, wooden pathways to the sea, barrages in the bathing areas, acquisition of heavier-duty wheelchairs) - preliminary price: 2 million EUR.



# PROJECTS IMPLEMENTED BY PALANGA CITY MUNICIPALITY

- **“Explore the West Coast” – the goal of this project is to enhance the popularity and awareness of the natural and cultural heritage in Klaipeda's region.**
  
- **Project activities and results:**
  - Web site
  - Mobile application
  - Educational entertaining game
  - Photos and publication
  - Films
  - Website marketing on social networks
  - Email advertising (newsletters)
  - Press releases
  - Promotional articles
  - Publications on travel blogs
  
- **The project is funded by the Operational Programme for EU Structural Funds Investments for 2014-2020**

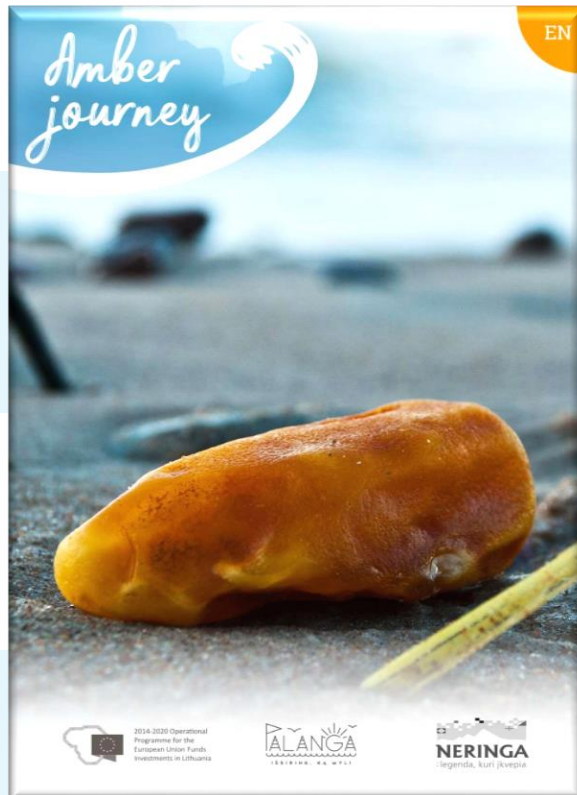


# PROJECTS IMPLEMENTED BY PALANGA CITY MUNICIPALITY

- **“Smart Heritage of Resorts ” – the goal of this project is to enhance awareness about cultural and natural heritage in Lithuanian resorts by using digital marketing.**
  
- **Project results:**
  - Video
  - Audio guides
  - Route for tourists
  - Interactive stands
  - Central resort portal
  - Mobile tourism application
  
- **The project is funded by the European Regional Development Fund.**



# PROJECTS IMPLEMENTED BY PALANGA CITY MUNICIPALITY



- **“Amber journey” – a joint project of Palanga and Neringa Municipalities aimed to increase the awareness and attendance of cultural and natural heritage objects related to amber.**
  
- **Project activities:**
  - 6 routes
  - Mobile application (route, objects, game)
  - Photos, videos
  - Electronic publication in 3 languages (Lithuanian, English, Russian)
  
- **The project is funded by the European Regional Development Fund.**



# PROJECTS IMPLEMENTED BY PALANGA CITY MUNICIPALITY

➤ **“Lithuanian architecture between wars (1918-1940)” - raise awareness and popularity of Lithuanian architectural between wars objects by using digital marketing.**

➤ **Project activities:**

Website

Video

Game (interactive colouring book, recognition of between wars architectural symbols for children, game “Legend about famous between wars heroes” (5-12 class schoolchildren)

Mobile application – tourist route, virtual guide.

➤ **The project is funded by the European Regional Development Fund.**



# PROJECTS IMPLEMENTED BY PALANGA TOURISM INFORMATION CENTER

- **“Preservation of historical and cultural heritage in Baltic Sea region and development of cultural tourism in West Lithuania and Kaliningrad district regions”**
  
- **The project will include:**
  - A joint film promoting the stories of both cities
  - Tourist routes (1 unique route, 2 options for adults and children)
  - Publications on urban history
  - 2 photo exhibitions
  - 2 conferences and 2 communication events.







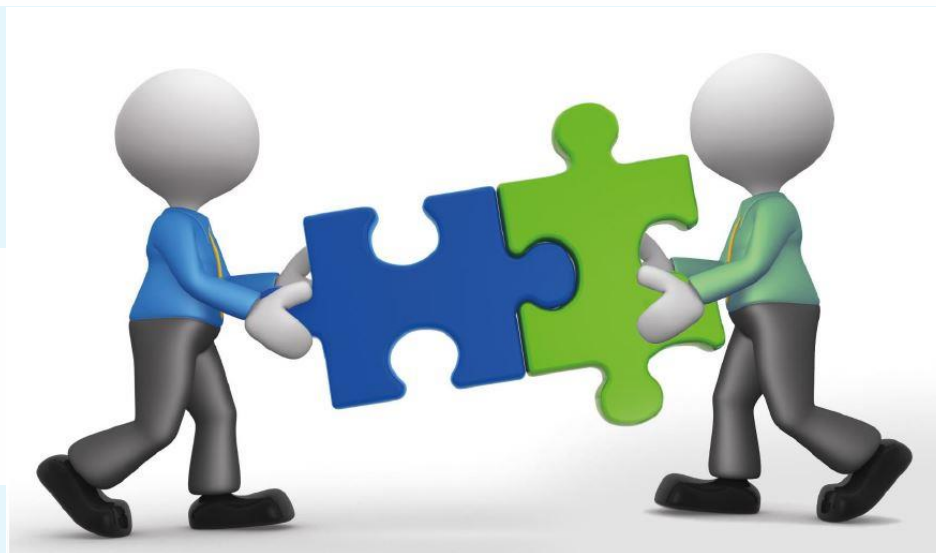
# PROJECTS IMPLEMENTED BY PALANGA TOURISM INFORMATION CENTER

- **“Amber Coast – promotion of interregional cultural and cognitive tourism development in Western Lithuania and Kaliningrad regions”**
  
- **The project will include:**
  - General tourist route (amber theme)
  - Study trip for tourism experts
  - Creating a general tour
  - Tour information material in 4 languages (Russian, Lithuanian, English, German)
  - Informational video tour in 4 languages (Russian, Lithuanian, English, German)
  - Conferences and communication events
  - Press release





# **Palanga Tourism Information Center always open for new projects and cooperation!**





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