



WaterWays project final conference: 2026 05 26-27

“From Rivers to Lakes: Water Tourism Opportunities & Experiences in Latvia and Lithuania”

We are pleased to invite you to the final conference of the “WaterWays” project, dedicated to exploring water tourism opportunities and experiences in Latvia and Lithuania. Throughout the project, partners from both countries have worked together to unlock the potential of rivers and lakes, improve accessibility, enhance infrastructure, and create engaging and sustainable tourism experiences.

The conference, “From Rivers to Lakes: Water Tourism Opportunities & Experiences in Latvia and Lithuania,” will bring together experts, tourism professionals, and stakeholders to share knowledge, exchange best practices, and discuss future directions for water tourism development. It offers a valuable platform to reflect on achievements, gain inspiration, and strengthen cross-border cooperation in building a more attractive and competitive water tourism sector in the region.



Dreverna, Lithuania



26-27.05.2026



[REGISTRATION](#)

More Information:



info@atostogoskaime.lt

www.riverways.eu





Day 1, May 26, Tuesday

- 11:30-12:00 Registration and Welcome Coffe
- 12:00-12:15 Welcome and Opening Remarks
- Session I – New Perspectives in Water Tourism**
- 12:15-12:55 WaterWays: Project Achievements and Future Outlook (*Lead partner, Kurzeme Planning Region*)
- 12:55-13:30 Water Tourism in Lithuania: Trends, Challenges and Opportunities (*Jolanta Masiulienė, Lithuania Travel*)
- 13:30-14:00 Keynote Speech “Organising Nature-Based Tourism: The Experience of Gîtes de France” (*Bruno Bernabe, France*)
- 14:00-14:15 Q&A and Reflections
- 14:15-15:15 **Lunch**
- Session II – Success Stories & Practical Examples**
- 15:15-15:45 The Most Successful Water Tourism Examples in Lithuania (*Simonas Rudaminas, We Love Lithuania*)
- 15:45-16:05 Opening the Akmena River in Kretinga to the Public (*Albertas Barauskas, Kretinga Municipality*)
- 16:05-16:25 “Fish Road” Cluster: Opportunities and Benefits for Local Businesses (*Gintarė Atkočiūnė, Head of the J. Gižas Ethnographic Homestead*)
- 16:25-16:45 Coffee Break, Networking
- Session III – Towards Safe & Green Water Tourism**
- 16:45-17:30 Panel Discussion: Unlocking the Full Potential of Water Tourism in Green and Safe concept (*Moderator: TBA. Panelists: Evaldas Makrickas, Marijus Rindzevičius, Aija Neilande, Aiga Meri*)
- 17:30-17:50 Presentation “Light in Dark” Project: Developing Off-Season Tourism Offers” (*Anna Elizabete Upsava, Kurzeme Planning Region*)
- 17:50-18:10 Final Discussion, Conclusions
- ~19:00 Dinner

Note: All conference will be held in English.





Day 2, May 27, Wednesday

8:55	Meeting next to the ship (<u>at Dreverna port</u>)
9:00-10:00	Trip with a ship (Dreverna port – Dunes – Dreverna port)
10:20-11:20	Excursion and education in Strykys (2 km from Dreverna port) (<u>Dzūkų g. 21, Dreverna, 96240 Klaipėdos r. sav.</u>)
11:50-12:10	Project site visit - Agluonėnai pond
13:10-14:10	Lunch and stories in Cable park 313
14:30-14:45	Project site visit - Lazdininkai pond
15:00-15:30	Site visit „Darbėnai glowing swings park“
~16:00	End

Note: Participants travel by their own transport!



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Latvia – Lithuania

This event is organised within the project Nr. LL-00011 “Development of the water routes network in Latvia and Lithuania by further expanding the cross-border tourism product www.riverways.eu” (WaterWays), which is co-funded by the European Union under the Interreg VI-A Latvia–Lithuania Programme 2021-2027. Its contents are the sole responsibility of Lithuanian countryside tourism association and do not necessarily reflect the views of the European Union.

Project partners:



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