

# Water Tourism in Lithuania: Trends, Challenges and Opportunities

An aerial photograph capturing a serene landscape at dawn or dusk. A large, curved wooden structure, resembling a boat hull or a modern architectural element, arches over a calm body of water. The water is still, reflecting the soft light and the surrounding greenery. A thick layer of mist hangs over the lake, partially obscuring the trees and the structure. The forest is dense and lush, with trees in various shades of green and yellow. In the background, rolling green hills and fields are visible under a pale sky. The overall atmosphere is peaceful and natural.

Something in the water

Today's travelers are tired of crowds and noise



**Where Western Europe faces over-tourism**



**Lithuania offers quiet luxury**



# What Travelers choose today?



Authenticity, tranquility, clean and uncrowded places.



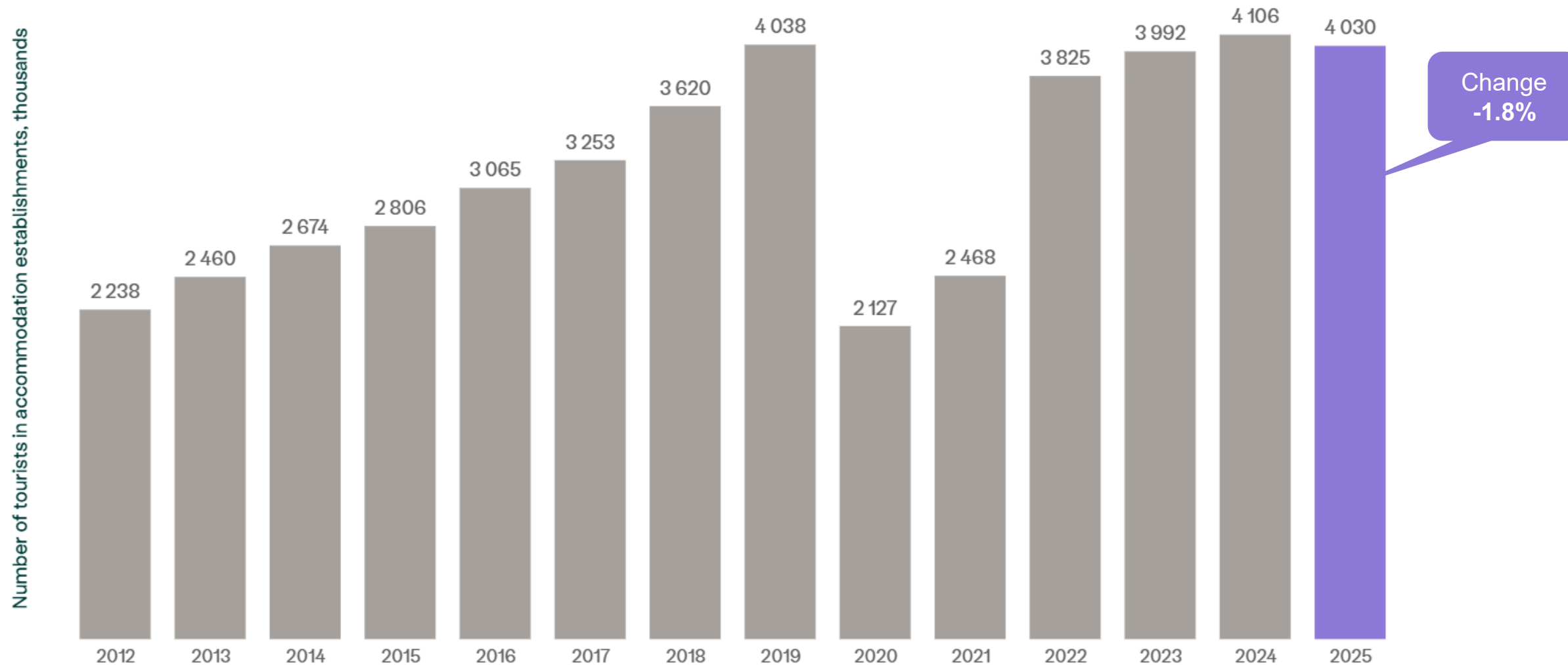
Uniqueness, privacy, and a sense of space.



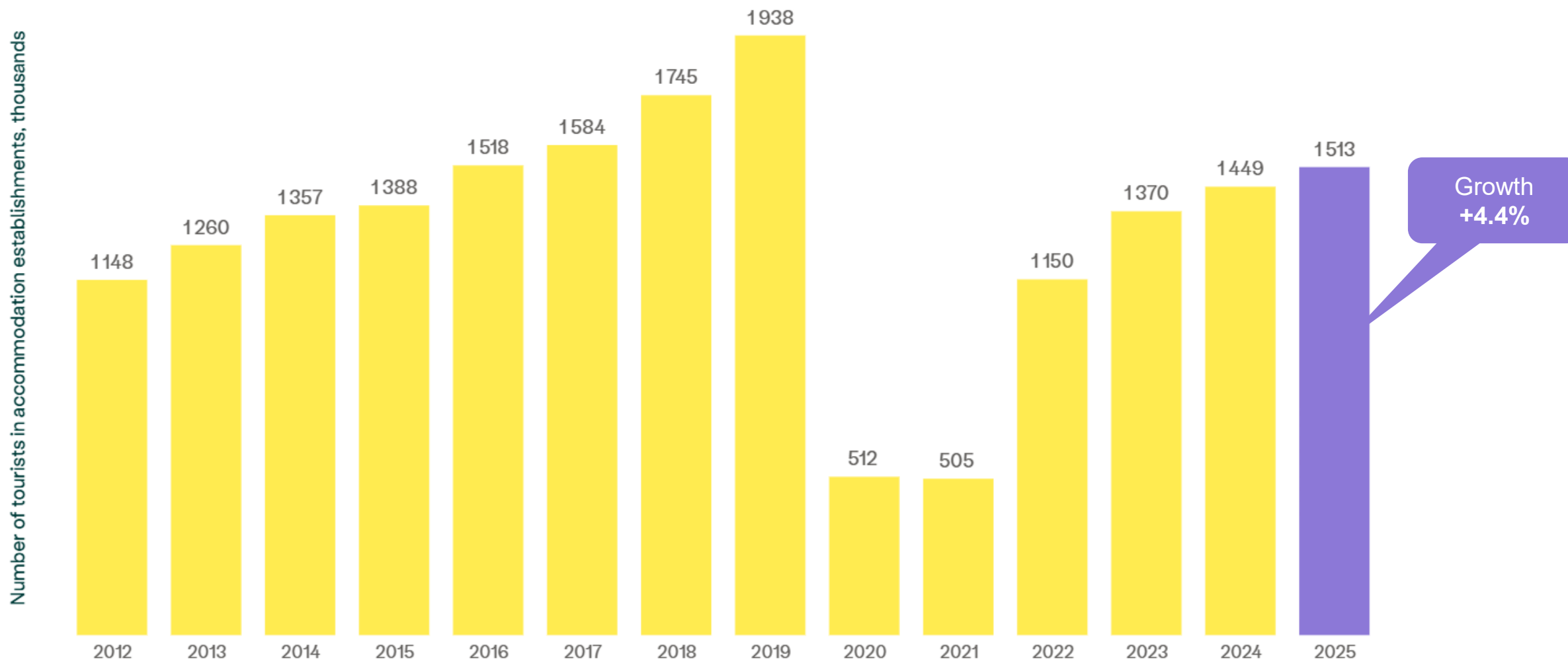
Safety, cleanliness, peace, and meaningful experiences.

# Tourism in Lithuania by the Numbers

# Tourism in Lithuania remains stable and resilient

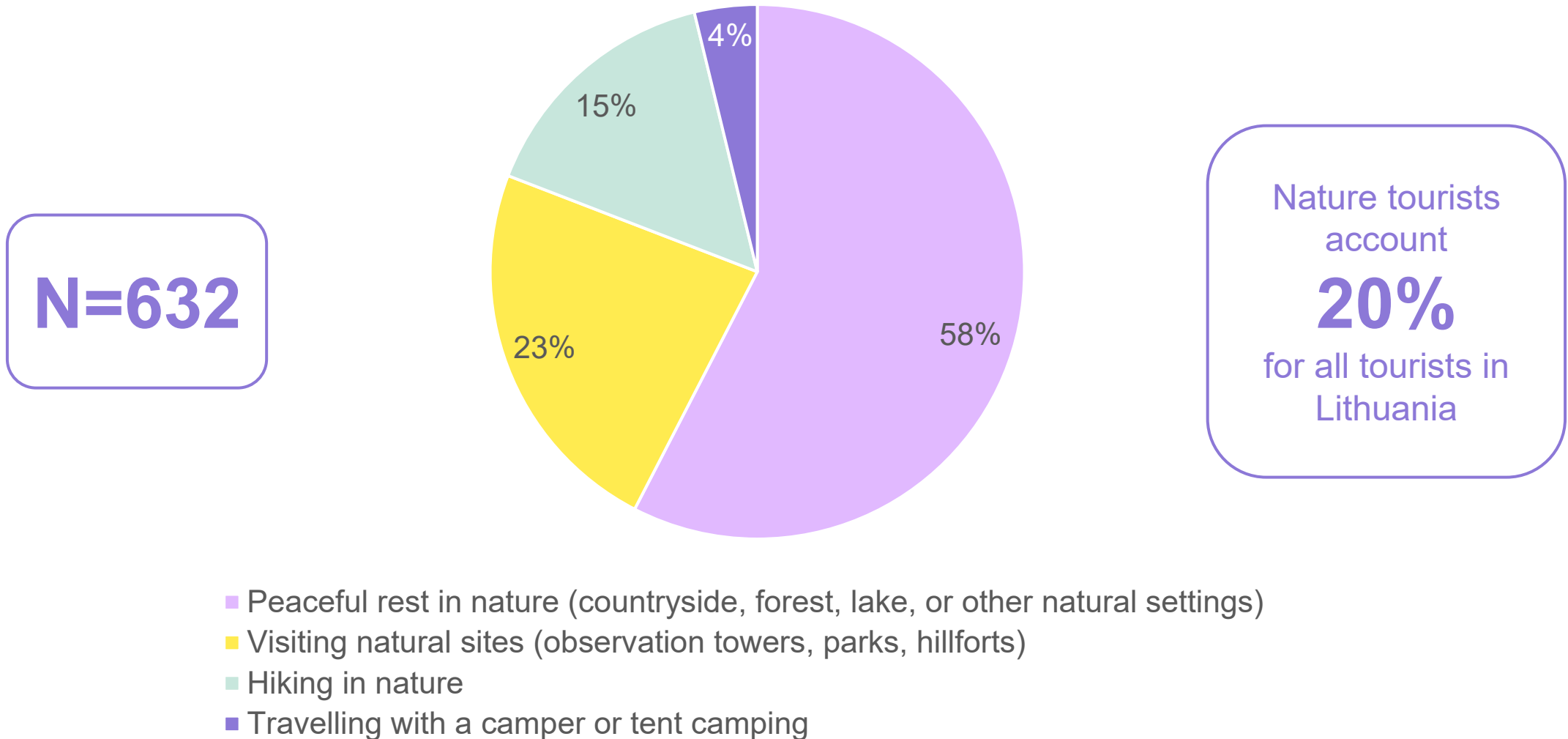


# Number of foreign tourists in 2025 increased by 4.4%

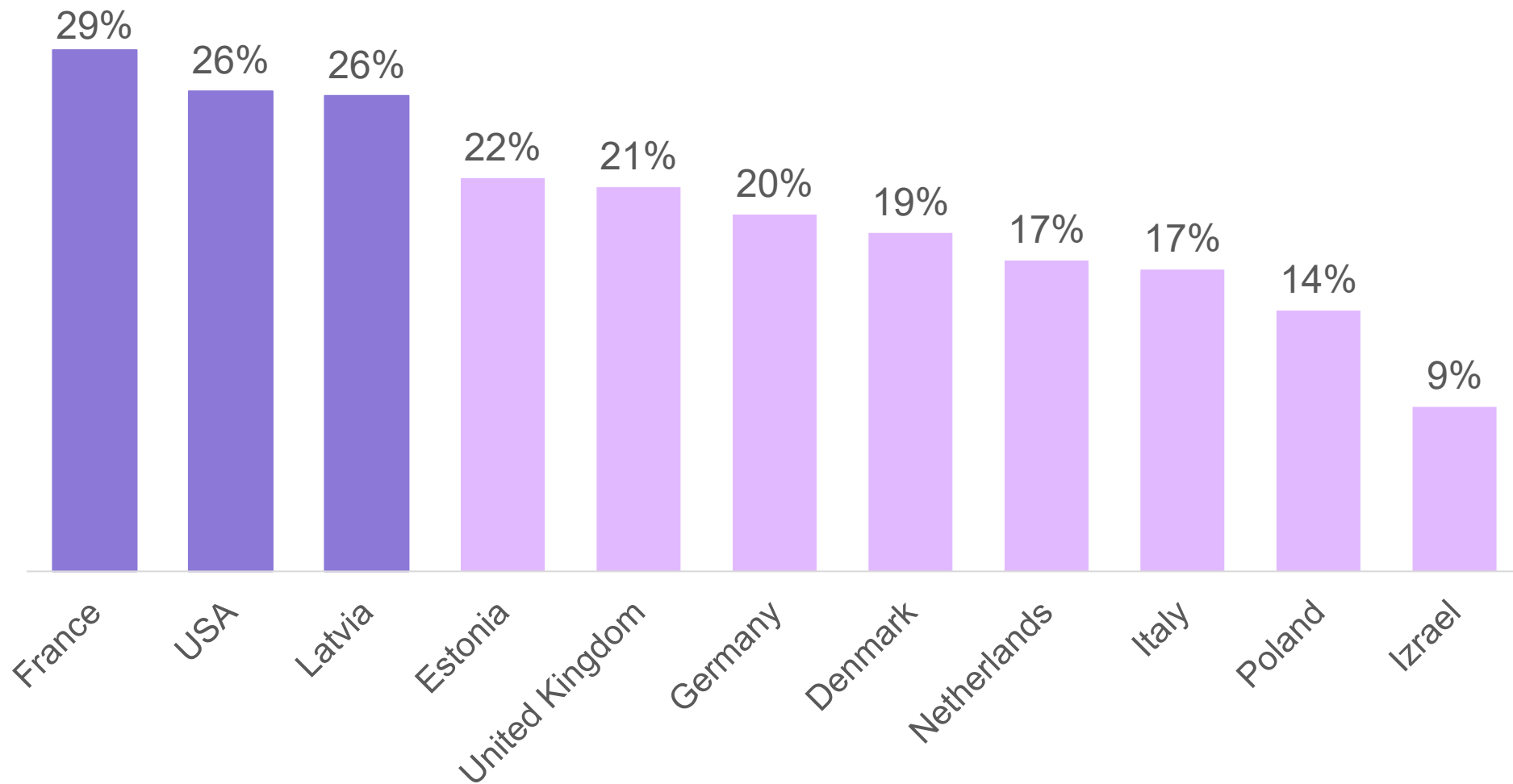


# International Nature Travelers in Lithuania

# Nature Tourists – Travelers Who Choose Nature Activities as Their Main Travel Experience



# The largest part of nature tourists comes from France, USA and Latvia



N=632

Lithuania's inbound tourism survey by "Lithuania Travel", 2025

# Nature Alone Is No Longer Enough



# Nature tourists appreciate attending cultural events and peaceful rest in nature the most

Please rate the activities you took part in during your current visit to Lithuania on a scale from “VERY GOOD” to “VERY POOR”



Share of respondents who answered “Good” or “Very good”, N=632

Lithuania’s inbound tourism survey by “Lithuania Travel”, 2025

# Nature Tourist Profile



**Organize their trips independently**

Get information from friends and acquaintances



**Arrive not only by plane, but also by car**

Travel with family or alone



Stay **longer** and spend **average** or **above-average** amounts of money



**54 % are women, ages varying widely**

Largest shares among tourists from France, USA and Latvia



The most popular activity – **peaceful rest in nature**



Overall impression of Lithuania – **very positive**



# Domestic tourism

# Domestic travellers are primarily drawn to nature, relaxation and cultural heritage



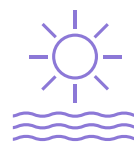
Nature & relaxation

**72%**



Cultural heritage

**64%**



Restful holidays by water

**59%**

# Domestic travelers increasingly choose wellbeing and relaxation-focused experiences



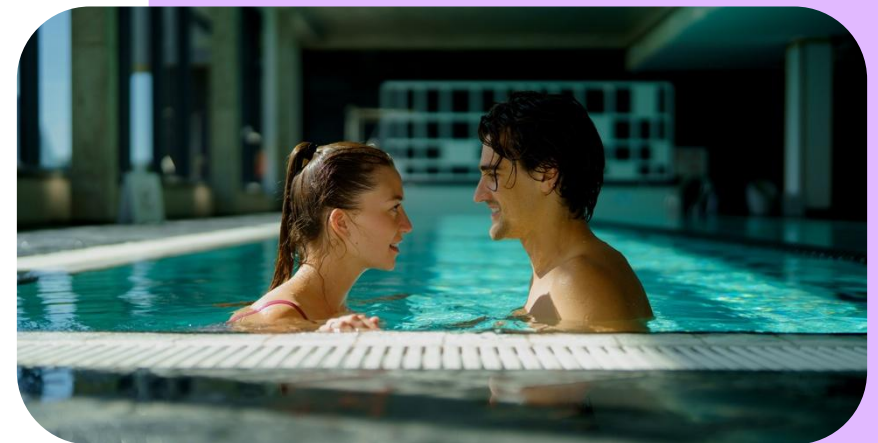
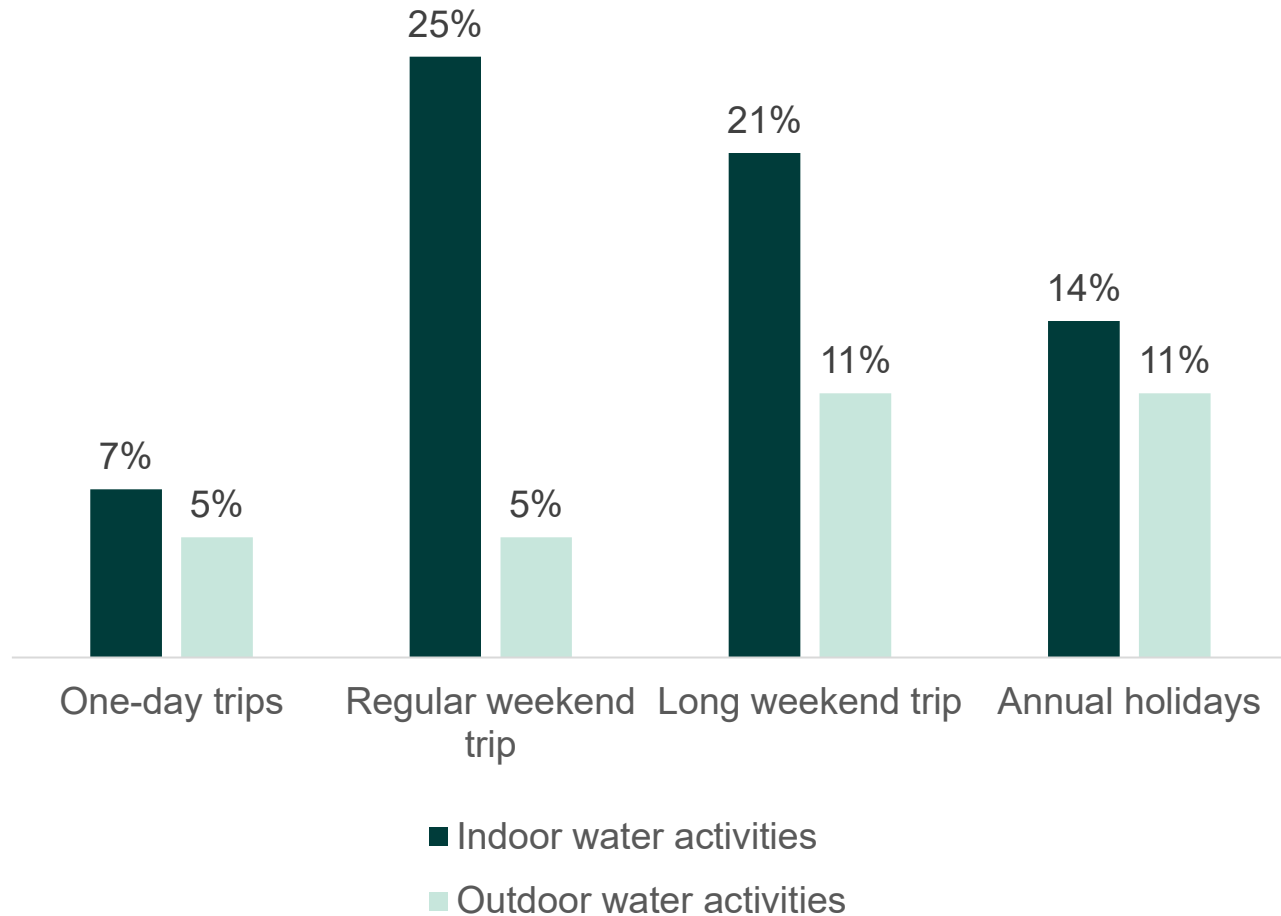
Peaceful relaxation in nature



Indoor water experiences

Outdoor water activities

# Indoor water activities lead on short trips; outdoor activities rise on longer stays



# Latvian travel in figures

# Latvians combine water activities with wellness, nature and local experiences in Lithuania

**26%**

Indoor water experiences

**24%**

Relaxation in nature

**22%**

Wellness tourism

**16%**

Outdoor water activities



Do we really need  
the sea?

# What Makes Lithuania Unique?



Niche Authenticity



Peace and Quiet, Away from Mass Tourism



Diverse Nature



Authentic Countryside Experiences



Meaningful Connections with Locals



Affordable Prices and Premium Experiences for Less

# Lithuania is turning water tourism into experience tourism

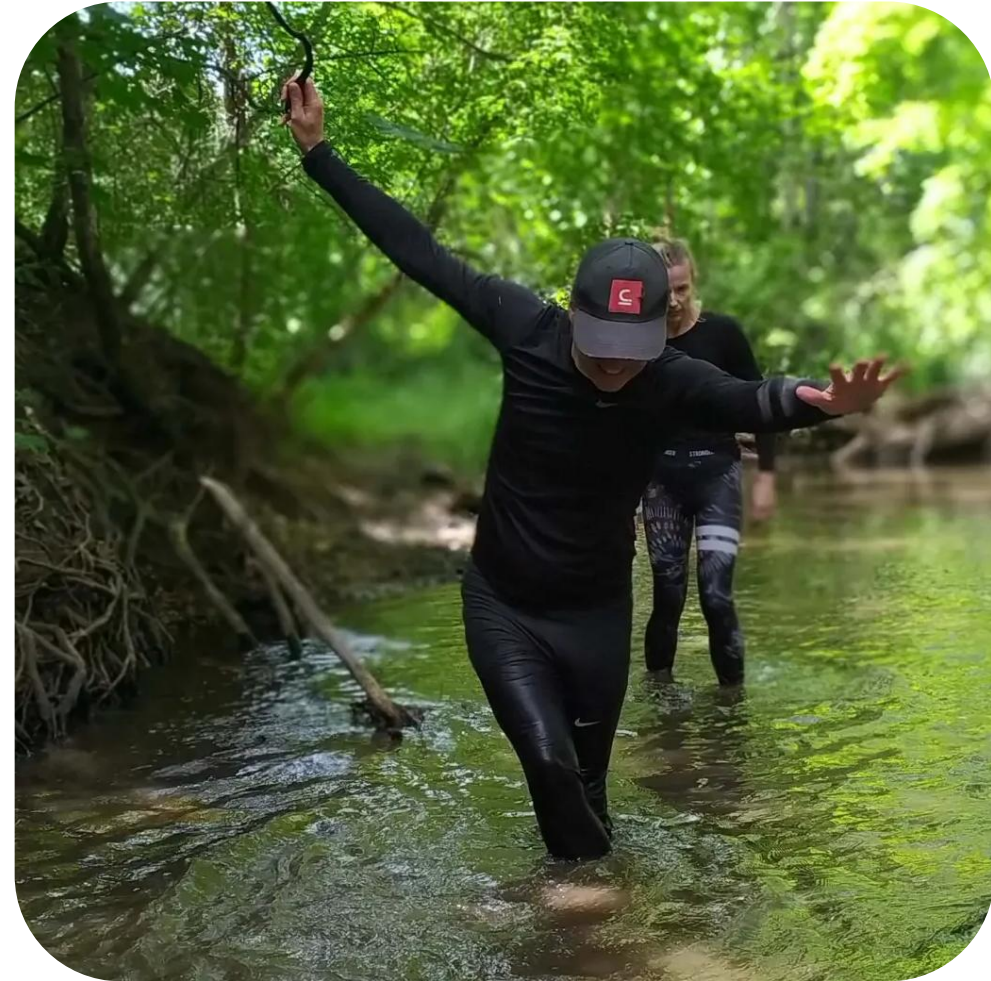


A Raft Journey Along the Nemunas River

# Far beyond the traditional kayak



Kiting at Svencelė



River hiking



## Immersive Water Experiences in Lithuania

# The reality check

Our Challenges

# Our challenges



Seasonal Limits



Infrastructure Gaps



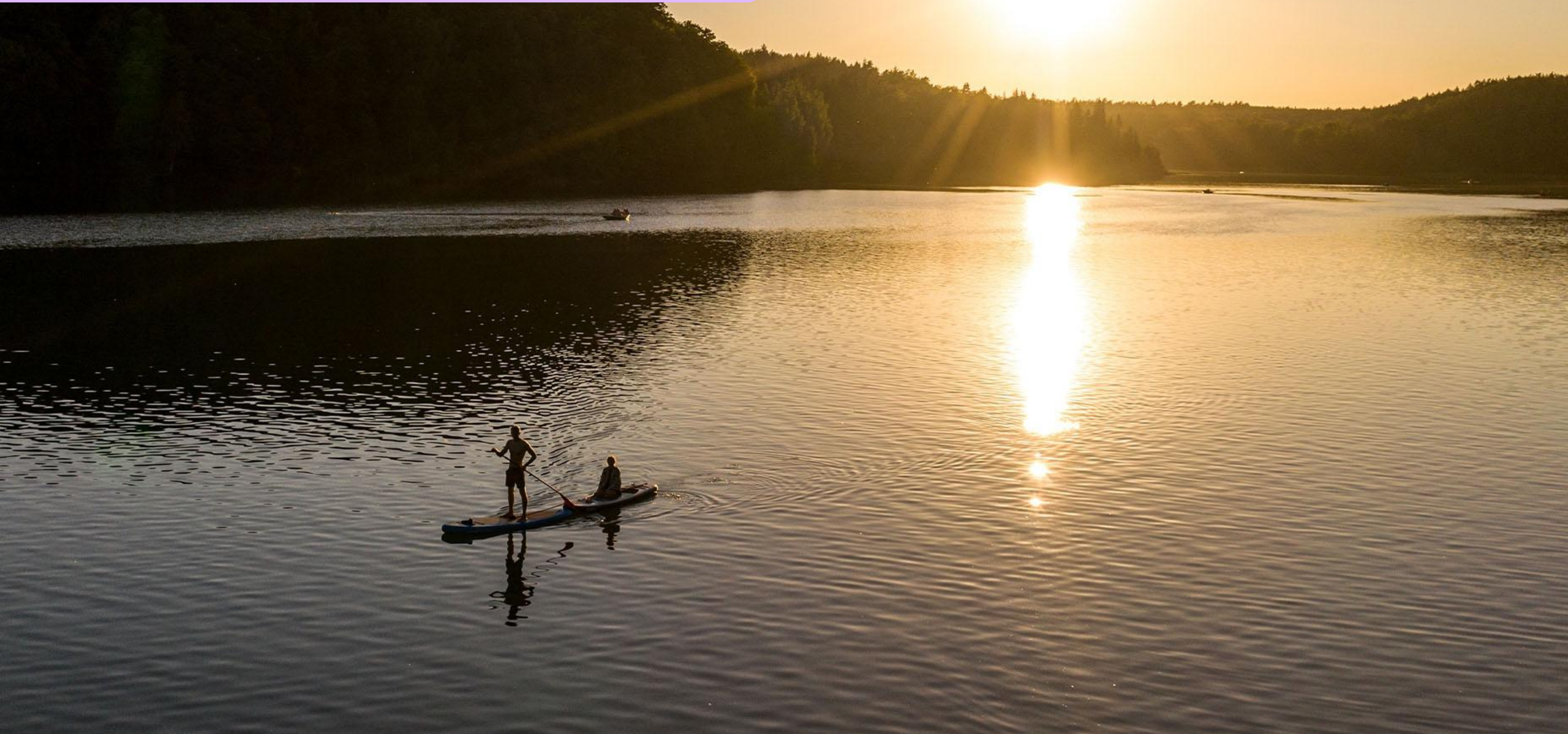
Fragmented Awareness



Lack of cooperation

# The Water Experiences That Surprise Foreign Media

Do Travelers really need the sea?





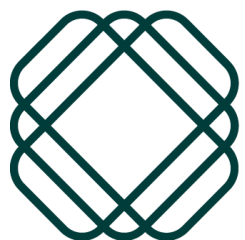
Let's make some noise on the water, together



Thank you

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