

BALTIC MILITARY HERITAGE TOURISM PROJECT ACHIEVEMENTS AND FUTURE OUTLOOK

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Lithuanian Countryside Tourism Association
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Interreg



Co-funded by
the European Union

Latvia – Lithuania



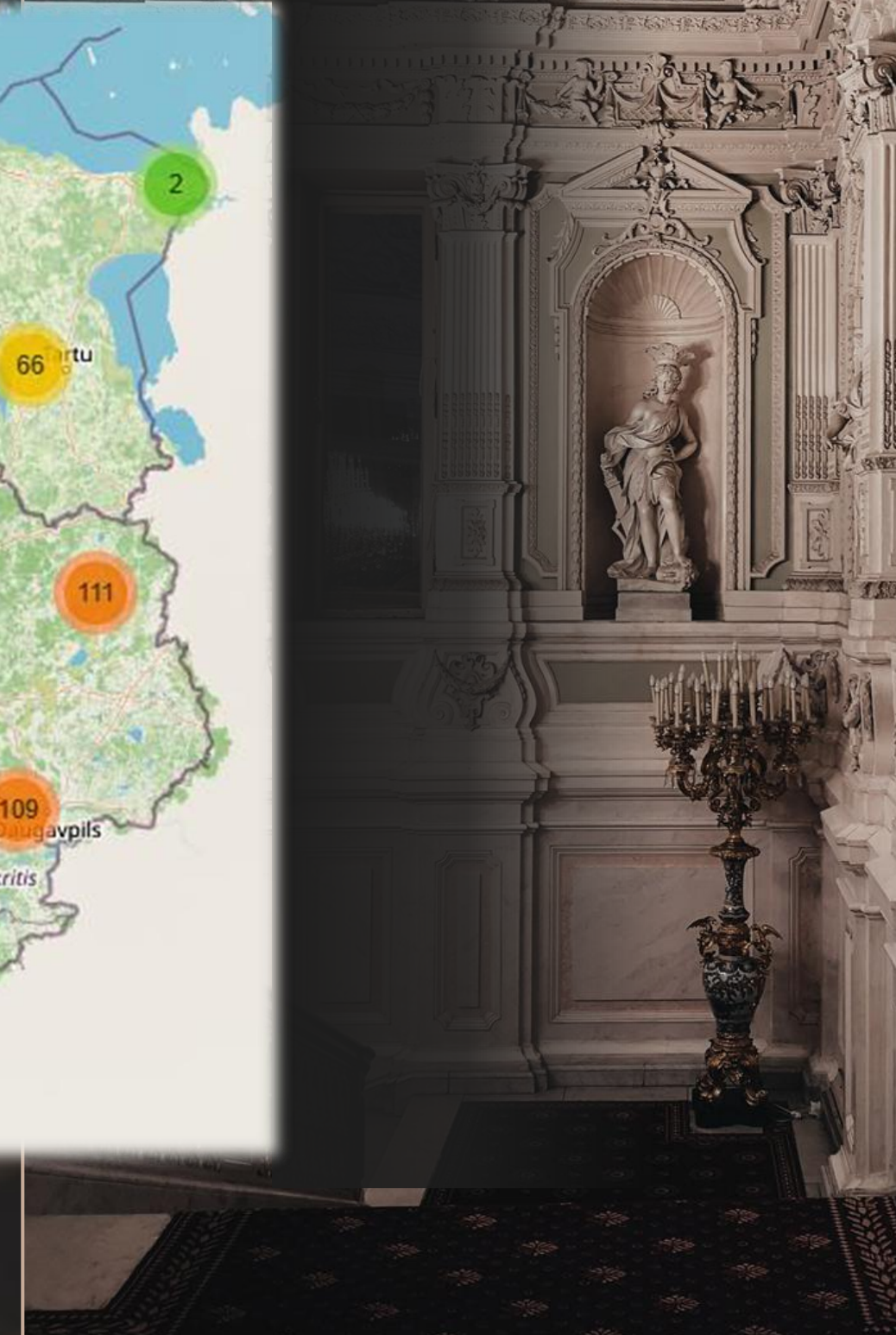
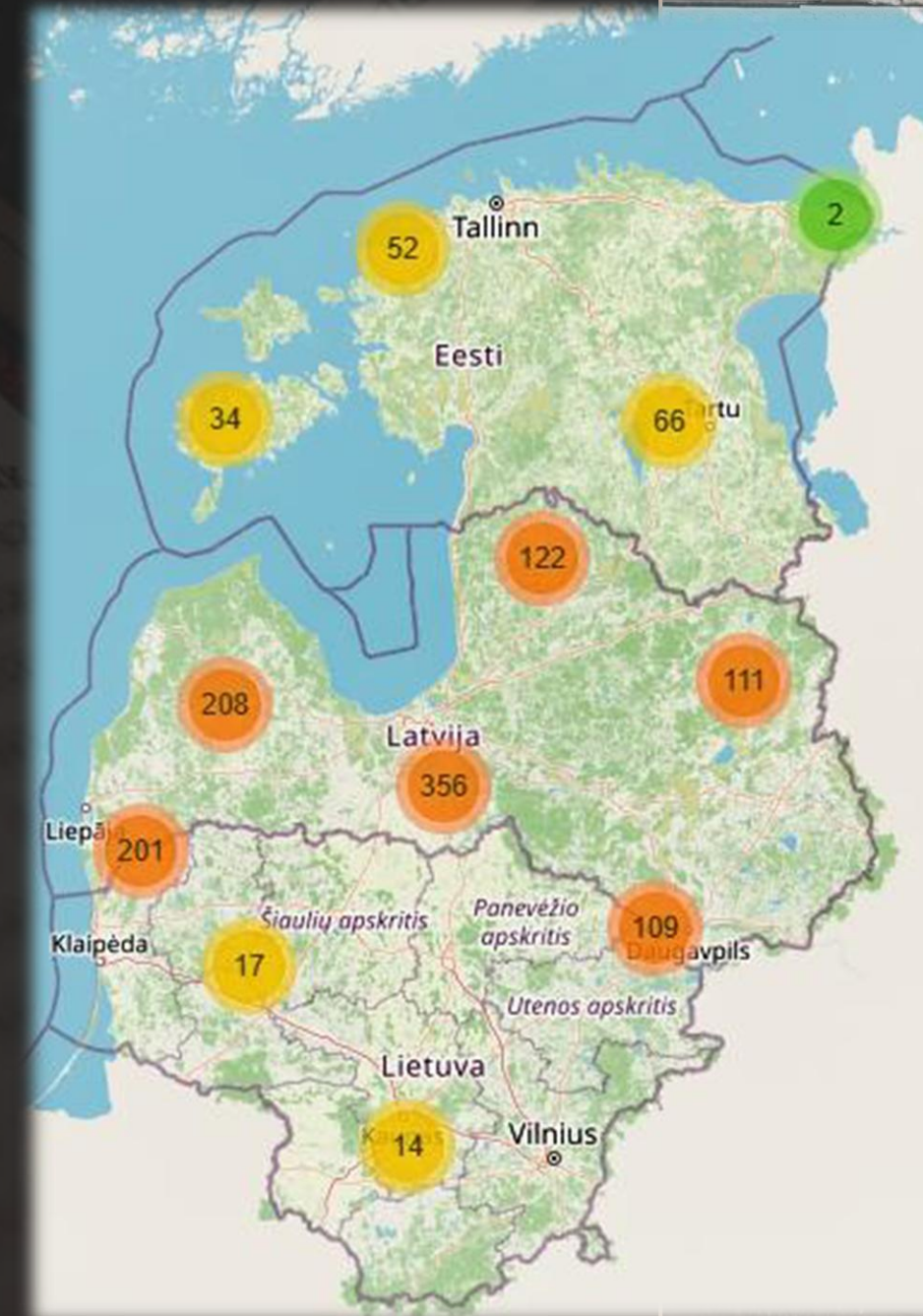
WHY MILITARY HERITAGE TOURISM - WHY NOW?



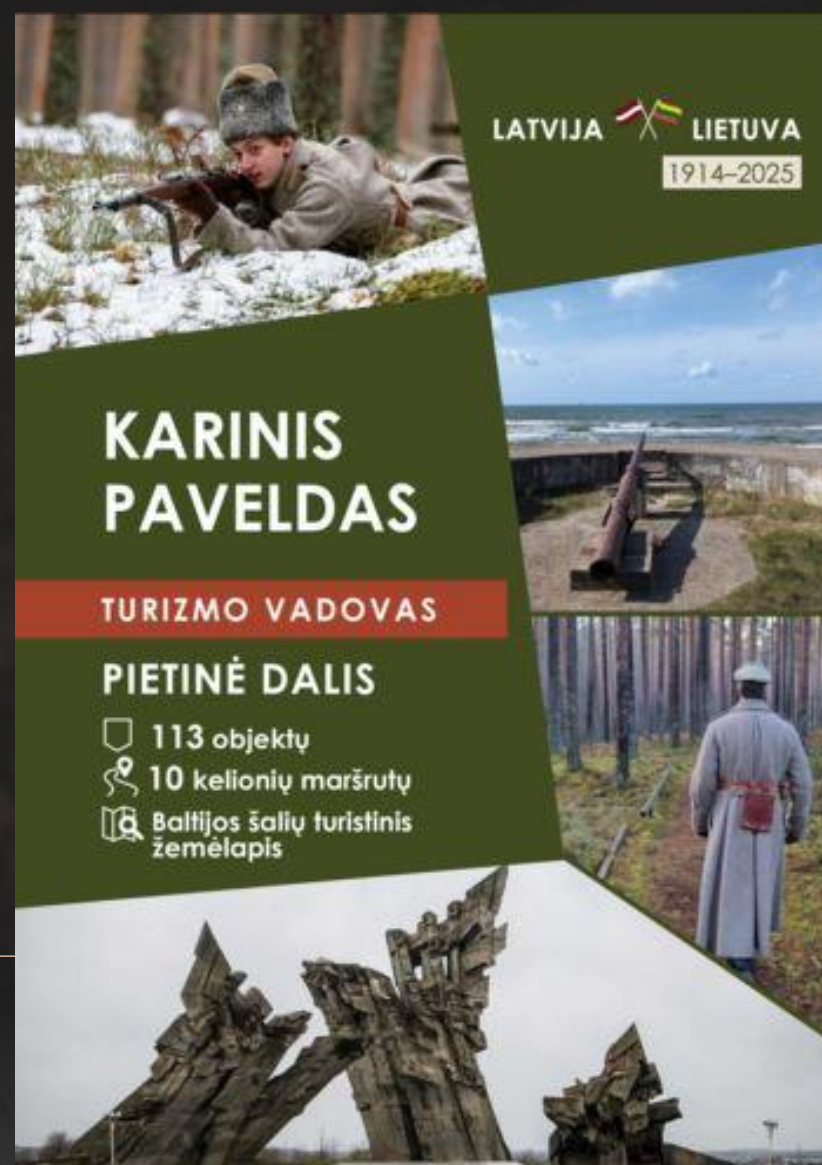
- Military heritage is becoming increasingly relevant in today's geopolitical context
- Understanding history helps societies resist misinformation and propaganda
- Tourism is a powerful tool to communicate complex historical narratives
- It allows visitors to connect emotionally with real places and stories

ONE STORY – THREE COUNTRIES

- Lithuania, Latvia and Estonia share a common historical experience
- Key periods: World War I and independence movements
- World War II occupations
- Soviet occupation period
- Restoration of independence
- These events form a shared Baltic narrative



FROM IDEA TO CROSS-BORDER PRODUCT



- The Baltic region lacked a unified military heritage tourism product
- Latvia and Estonia already had strong visibility
- Lithuania was missing from the story
- The project aimed to create a joint cross-border tourism experience



FROM INDIVIDUAL SITES TO A STRUCTURED PRODUCT

Identification and mapping of military heritage sites

Collection of historical information and local stories

Creation of a common database and tourism platform

Integration into: militaryheritagetourism.info

MILITARY HERITAGE TOURISM

EN LV ET LT DE RU

- START
- HISTORY
- MAP
- MILITARY ▾
- TOURING ROUTES
- EVENTS
- INFO ▾
- ABOUT US
- SEARCH
- LOGIN

Interreg Co-funded by the European Union Latvia - Lithuania

Visitors of Lithuania, Latvia and Estonia have access to military heritage locations such as museums, fortifications, military equipment, trails, bunkers, battle sites, military towns, infrastructural objects, as well as memorial sites which speak to the era from the beginning of World War I in 1914 and the establishment of all three countries' independence in 1918, till the period of restoration of independence in 1990/1991.

Military heritage locations have descriptions, related memory stories, historical and present-day photographs, tourism services and recommendations on travel routes. There is also information about a great many lesser known and less often visited sites that nevertheless are important historical locations of military heritage in Lithuania, Latvia and Estonia.

HISTORY **SITES** **TOURING ROUTES**

1919

29

- Audio guides for selected objects
- Printed and digital maps in multiple languages
- Installation of information stands and signage



KEY PROJECT RESULTS

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Product Development

- Military heritage sites identified, inspected and described in Lithuania
- Historical content, local stories and visual material collected
- Integration of Lithuanian sites into the joint Baltic platform

Platform & Content

- Content created and uploaded to militaryheritagetourism.info
- Lithuanian translations and historical timeline content prepared
- Continuous expansion with new sites, photos and stories

Tourism Product Creation

- 10 thematic routes developed (including routes in Lithuania)
- Military heritage objects integrated into multi-day travel experiences
- Product development guidelines adapted and translated for stakeholders

Marketing & Promotion

- National media tour in Lithuania (journalists and tour operators)
- Travel maps and guides produced in 4 languages
- Active communication via social media, press and tourism events

FROM PASSIVE VIEWING TO EXPERIENCE

SEMINARAS  **KARINIS PAVELDAS TURIZMAS**

KAIP SUKURTI ĮTRAUKIANČIAS KARINIO PAVELDO TURIZMO PASLAUGAS LIETUVOJE?



Registracija iki 12.01 BŪTINA.
Daugiau informacijos el. paštu:
info@atostogoskaime.lt

Data: Gruodžio 3 d.
Pradžia: 11:30 val.

Vieta: Petrutės Račkauskienės sodyba (Kantvainų k., Agluonėnų sen., LT-96251 Klaipėdos r.).

  **Bendrai finansuoja EUROPOS SĄJUNGA**
Lietuva – Lenkija

- Museums and exhibitions
- Preserved and restored bunkers
- Guided tours and educational programs
- Historical reconstructions and events
- Interactive solutions (escape rooms, multimedia)

THEMATIC ROUTES AS A CORE PRODUCT

- Multi-day travel routes across Lithuania and Latvia
- Connecting sites, stories and landscapes
- Encouraging longer stays in rural regions
- Integrating tourism services (accommodation, food, guides)

I Wars of Independence, Independence of the Baltic States, II World War II, IV

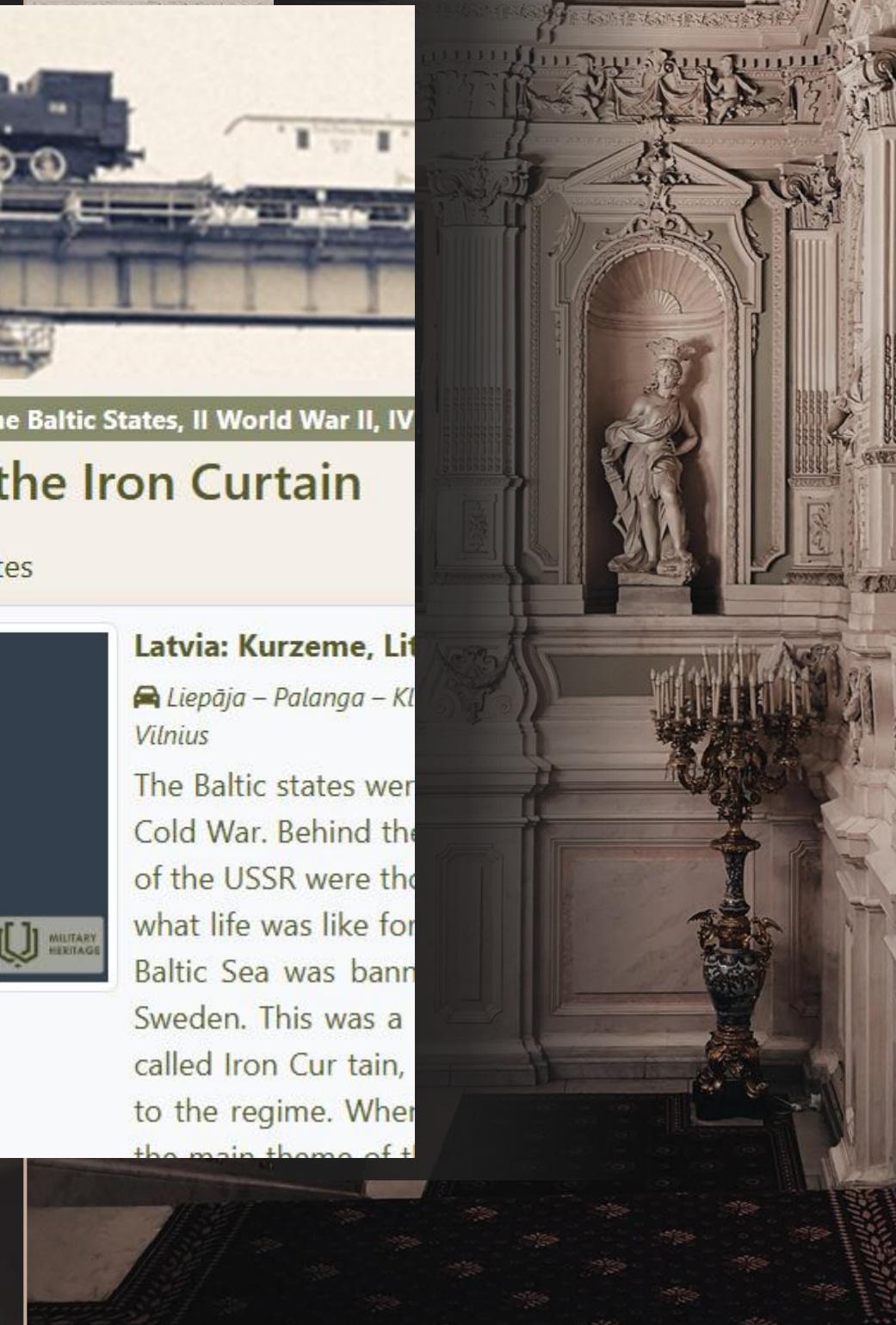
Military heritage along the Iron Curtain

Overview Map Itinerary Sites

Latvia: Kurzeme, Liepāja - Palanga - Klaipėda - Vilnius

🚗 Liepāja – Palanga – Klaipėda – Vilnius

The Baltic states were part of the Soviet Union during the Cold War. Behind the Iron Curtain, life was very different. The Baltic Sea was banned for ships from Sweden. This was a time called the Iron Curtain, when the Baltic states were under the regime. When the main theme of the



IMPACT ON RURAL AREAS

- Most military heritage sites are located outside major cities
- Tourism brings visitors to less-visited regions
- Supports local businesses (accommodation, catering, guides)
- Creates new tourism products and services



LESSONS LEARNED

- Strong storytelling is essential
- Military history is sensitive and requires careful interpretation
- Cooperation between historians and tourism professionals is key
- Authentic experiences are more valuable than static exhibitions



FUTURE OUTLOOK

- Development of digital tools (audio, AR, mobile apps)
- Stronger positioning in international tourism markets
- Integration into education and youth programs
- Expansion of experiences and cross-border cooperation



STRONG
YESTERDAY
- FREE TODAY



<https://militaryheritagetourism.info>

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