

Living Strategy: How We Make It a Two-Way Street

October 1, 2025



Unlock an Unexpected Upgrade



Travel off-season



Go offbeat



Travel green



Love local



Whether you explore off-season, go offbeat, travel green or love local, responsible travel can upscale your stay in ways you'd never imagine

DATA ROCKS KEEP TOURISM SMART



 **Know your visitors** – who they are, what they want, and how they travel

 **Forecast trends** – anticipate demand, seasonality, and market shifts

 **Personalize experiences** – tailor offers for higher satisfaction

 **Maximize impact** – boost competitiveness and growth

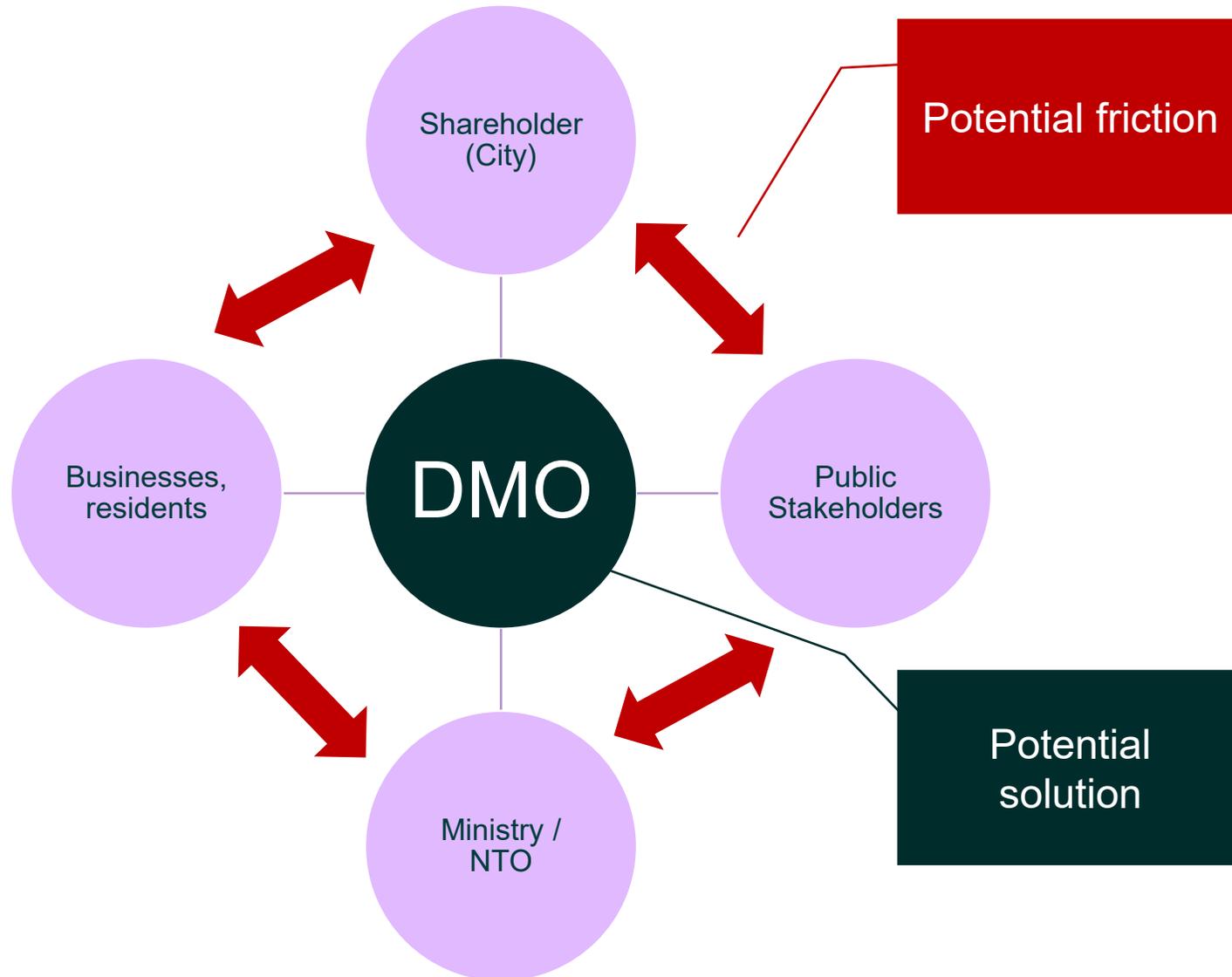
 **Drive sustainability** – balance visitor flows & protect destinations

Lithuania. Co-create experiences



Collaborative marketing
involving cities, regions, and
communities

Typical DMO interests' map



4 R's

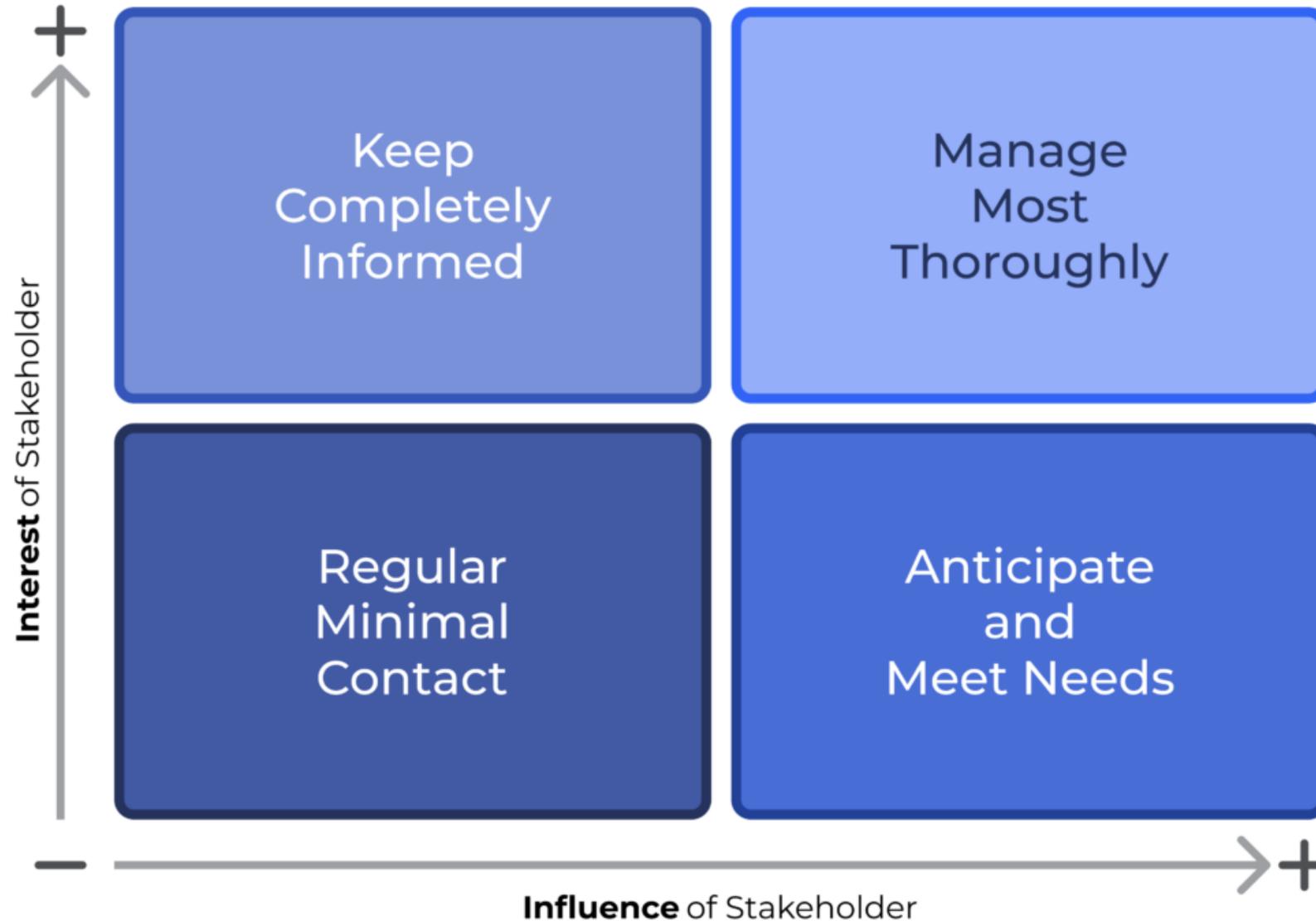
Reputation to deliver

Resources to execute

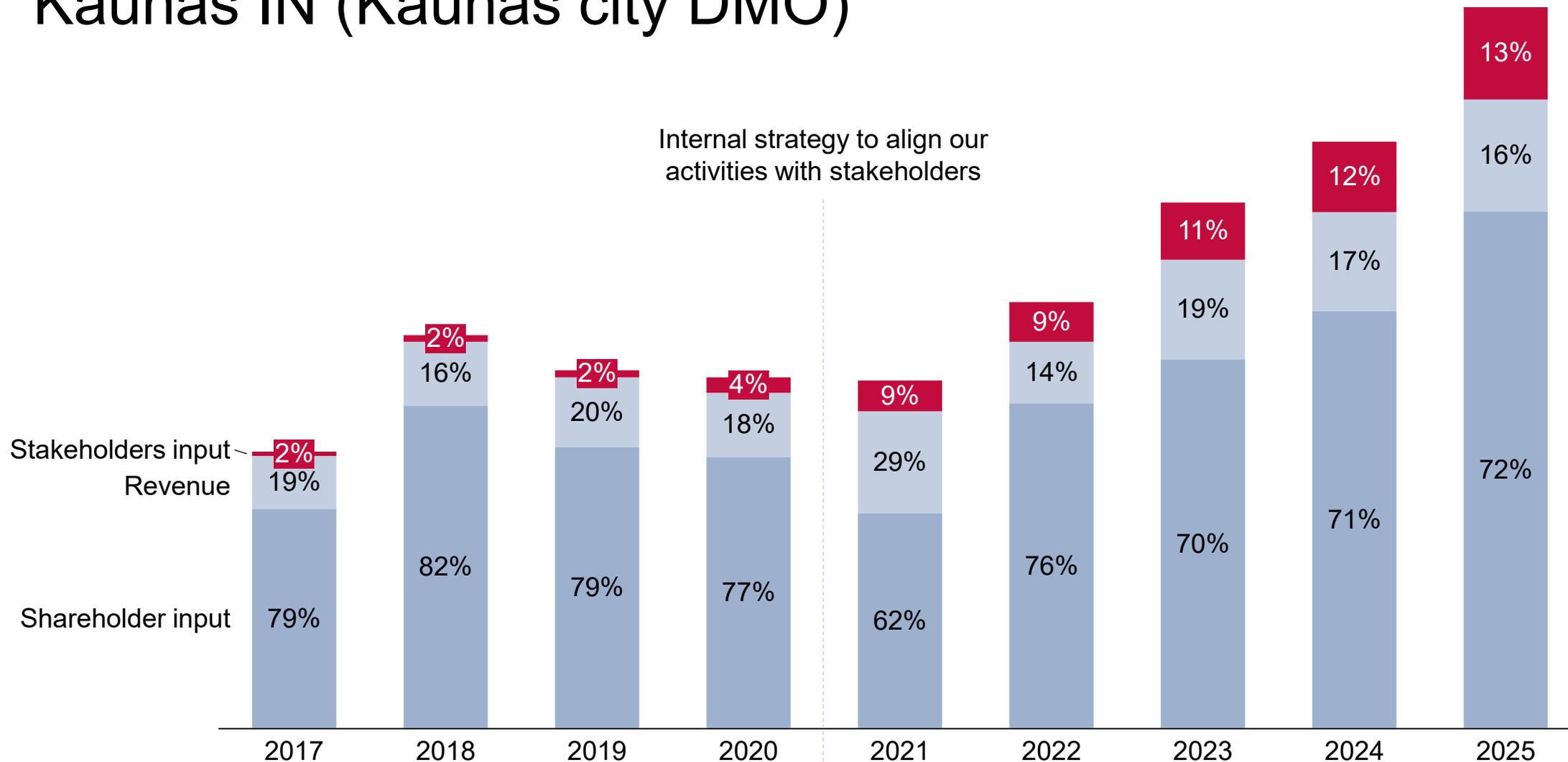
Roadmap for all stakeholders

ROI calculations for different players in action

Stakeholder Map: Who Needs What?



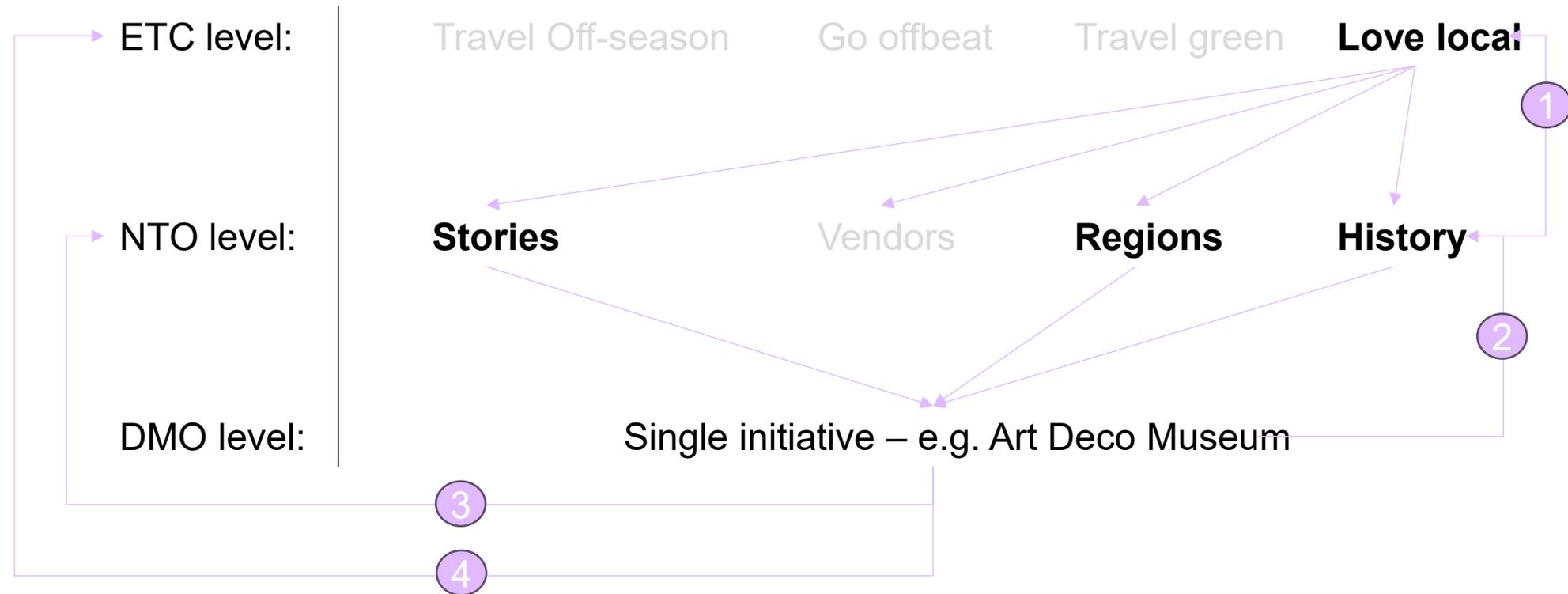
Budget contributions by source for Kaunas IN (Kaunas city DMO)



Goals Kaunas DMO has:

- For any activity (both, tourism or investment attraction) – have at least 1 stakeholder on board – idea and/or financial;
- Have a separate line in the budget for ad-hoc initiatives with stakeholders;
- Cannot be good at everything – identify 2 key strategic goals and let your stakeholders know repeatedly (bottom-up approach with NTO, Ministry, and ETC)





1. Observing how NTO forms their priorities based on ETC guidelines
2. Pinpointing a local initiative to tap into the NTO strategic choice
3. Advocating for the idea on a national level to become face of the policy
4. Continuing developing depth/width of the initiative to show-case on ETC level



INTERNATIONAL TOURISM FORUM

DESIGNING TRAVEL: WHAT'S NEXT IN 2026?

WHEN: January 29, 2026

WHERE: Vilnius, Lithuania

PRICE: 100 EUR per person

KEY TOPICS OF THE FORUM



BIG DATA FOR TRAVELER
BEHAVIOR INSIGHTS



TECH'S ROLE IN
TRIP PLANNING



HYPER-PERSONALIZATION &
IDENTITY-DRIVEN TRAVEL



STARTUP PITCHES &
INNOVATION SHOWCASE



SAVE THE DATE

SAVE THE DATE

Thank you

