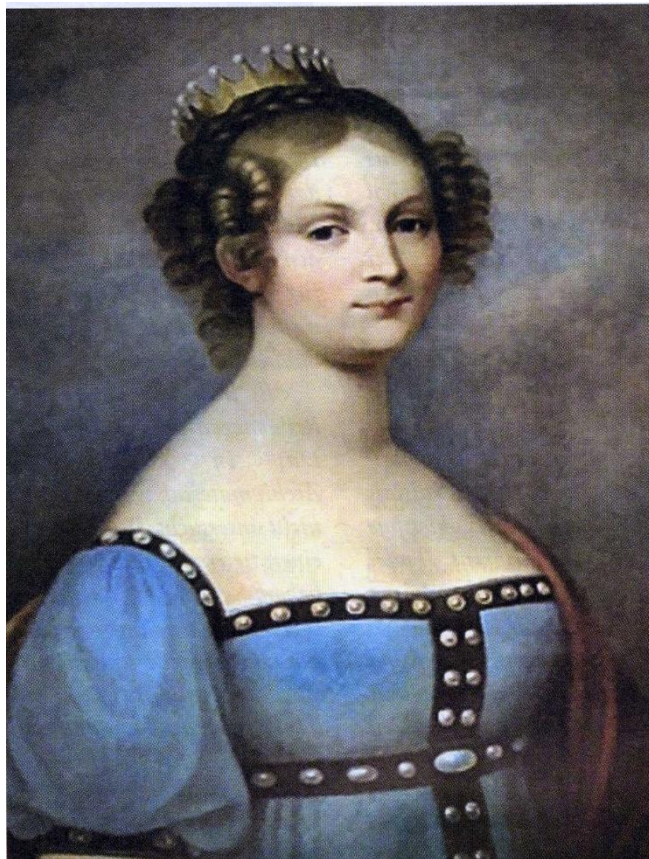




The International Queen Louise route marketing strategy plan



2021-2026

The International Queen Louise route

MARKETING STRATEGY PLAN UNTIL 2026

1. THE AIM, VISION AND OBJECTIVES OF THE ROUTE

THE AIM OF THE QUEEN LOUISE ROUTE

With the help of the historical personality of Queen Louise of Prussia, to reveal the historical identity of Lithuania Minor and to maintain the historical memory of the country.

THE VISION OF THE QUEEN LOUISE ROUTE UNTIL 2026

The Queen Louise route is a well-known cultural route in Europe, which combines historical and cultural objects of Lithuania, Kaliningrad region and Germany, reflects on Prussian history and personalities, and through the multiculturalism, customs and traditions of local people, attracts tourists of various nationalities and segments.

THE OBJECTIVES OF THE QUEEN LOUISE ROUTE

1. Basing on historical memory, to form the image of Lithuania Minor.
2. To attract local and foreign tourists to the region of Lithuania Minor.
3. To reveal the historical identity and memory of Lithuania Minor to the citizens of Lithuania and foreign countries.
4. To uphold the pride of the people of Lithuania Minor with their history, heritage and multiculturalism.
5. To improve the economic situation of the country by providing opportunities for local communities to earn money from supply of tourism services and products to tourists.

6. To promote cooperation between cultural and scientific institutions as well as private business through the maintenance of tourism services and historical memory in Lithuania Minor.
7. To reduce the seasonality of tourism in Lithuania Minor.

2. TARGET SEGMENTS OF TOURISTS

Having analysed the marketing plans of the districts in the region of Lithuania Minor (Klaipėda, Jurbarkas, Pagėgiai, Šilutė), that are based on the data of "Travel in Lithuania" surveys conducted in 2019 - 2020 and including local, German and Polish tourists, we present proposals for promising tourist segments of the route. Table 10 provides segment descriptions with tourism product offerings and communication tools to reach them.

There is a lack of information about the travel habits of foreign tourists in Lithuania Minor, therefore, after the recovery of tourism after the Covid-19 pandemic, it is necessary to conduct surveys. This will allow to more precisely shape the needs of foreign tourist segments.

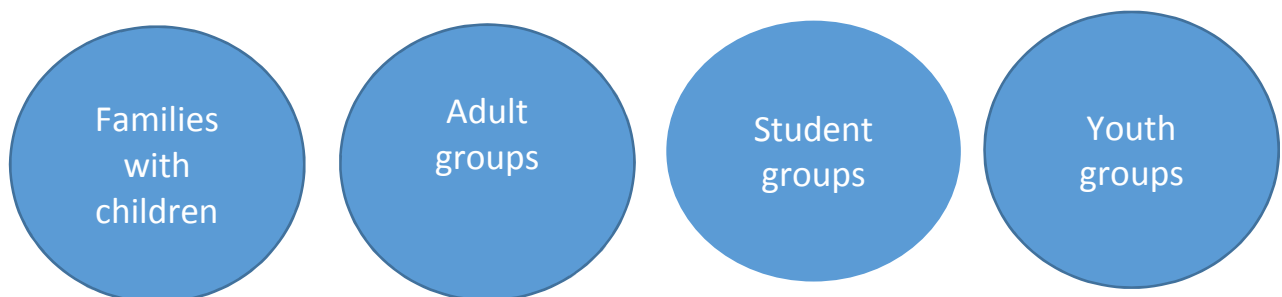


Table 10. Suggested tourist segments

	Families with children	Adult groups	Student groups	Youth groups
Age	Parents 30-55 years old, children 0-16 years old	From 40 years	7- 18 years old	From 25 years
Country	Lithuania, Latvia, Estonia, Poland, Russia, Germany, Holland	Lithuania, Latvia, Estonia, Poland, Russia, Germany	Lithuania, Latvia, Estonia, Poland, Russia	Lithuania, Latvia
Family status	Married, with children	Married, without children	Children accompanied by teachers and / or parents	Single, couples, unmarried
Types of tourism	Active tourism, cultural tourism, nature tourism.	Slow tourism, gastronomic tourism, cultural tourism, nature tourism, low-intensity active tourism, roots tourism (Germans).	Active tourism, cultural tourism, nature tourism.	Active tourism, entertainment.
The aim of the trip	Relaxing with family in nature, cultural cognition, visiting friends and relatives.	Exploration of local nature and culture.	Exploration of local nature and culture.	Active recreation in nature with friends.
Mode of travelling	By car	By bus	By bus	By car
Duration of the trip	Weekend trip Vacation (7-14 days)	Weekend trip, vacation	1–2-day trip	
Potential tourism products	Inclusive educational activities, celebrations, events, festivals, horse riding, fishing, bike rental,	Excursions, food and drink tastings, educational activities, celebrations, events, traditional craft	Excursions, water transport entertainment, observation towers, education of traditional	Cycling tours, hiking, kayaking, boating, fishing, kitesurfing, surfing, windsurfing, climbing parks,

	kayak rental, climbing parks, cognitive paths, observation towers, bird watching, animal farms / zoos, interactive museums, winter events, toboggan runs.	education, bicycle tours, kayak rentals, bird watching, spring flood observation.	crafts (candle casting, bread baking, etc.), climbing parks, summer camps for students.	celebrations, events, music festivals, themed parties (bachelorette parties, etc.), cross-country ski runs, winter events.
Accommodation	Campsites, guest houses, rural tourism homesteads, apartments for rent.	Guest house, hotel, rural tourism homestead.	Day trips / guest houses / rural tourism homesteads.	Campsites, rural tourism homesteads providing entertainment, apartments for rent.
Trip planning/booking method	Individual planning	Trips planned by trade unions, travel agencies, other organizations.	Trip planned by school	Individual planning
Catering	The need for healthy food; own food products are often taken with, which raises the need for spots where food can be prepared in nature (fireplaces), medium-priced food, bakeries.	Catering is ordered for the whole group, so there is a need to provide food services for groups; willing to buy local food products for gifts.	Catering is ordered for the whole group, so there is a need to provide food services for groups.	Cafes, pubs, pizzerias, the need for quality coffee ("cafes on wheels"), bakeries.
Where the travel information is searched for / where to place	Google search, websites of Tourism Information Centres, Lithuanian tourism websites (Lithuania Travel,		Offer services directly to schools; tourism information websites	Instagram, Facebook, influencers.



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targeted
advertising

etc.), Facebook groups,
influencers' blogs / videos,
news portals delfi.lt and
15min.lt, friends'
recommendations.

3. STAGES IN THE ROUTE DEVELOPMENT

Marketing actions are presented in two ways: actions by project stages and a table of marketing actions that includes route objectives and their deadlines, responsibilities and outcomes.

STAGE I, 2021-2023

Management

- ✚ Engagement of stakeholders (representatives of community, business, education, municipalities, etc.) for cooperation. Compiling a list of potential route service providers.
- ✚ Establishment of a route association, formation of a route scientific commission and administrative team, distribution of responsibilities.
- ✚ Ensuring long-term financing (writing project proposals, agreements with municipal administration).
- ✚ Establishment of a volunteer program (route assistance / organization of events). Appointment of the person in responsibility.
- ✚ Contacting the historians of Klaipėda University and cooperation with German historians in order to promote the route in Germany (to encourage German tourists to come to Lithuania and Kaliningrad).

Infrastructure

- ✚ Improvement of infrastructure in the territory of the route: construction of bicycle paths, establishment of rest areas, outdoor toilets, etc.
- ✚ Marking of route objects with the route logo, as well as providing QR codes on them.

Tourism services








- ✚ In discussion with the community, selecting traditional events for the route (see the section on route administration).
- ✚ To provide residents with the opportunity to try local tourism services (at a lower price or free of charge) so that they can recommend them to relatives and friends.
- ✚ Development of unique thematic tourism services (gastronomic tourism, dark tourism, water tourism, cycling tourism, walking routes, etc.) together with businesses and community:
 - to organize a lecture introducing possible tourism products and services (e.g., bird and livestock farms can receive visitors; demonstration of traditional crafts (beekeeping, etc.), selling food / souvenirs / traditional crafts directly from the yard and so on);
 - a leaflet for the community about potential tourism services;
 - presentation at a community event.
- ✚ To contact administrators of the Queen Louise Route in Germany and offer cooperation.
- ✚ To offer rural tourism homesteads in the region of Lithuania Minor to join the route, offering such thematic tourism products as catering, accommodation, entertainment.
- ✚ To offer cooperation to the Hotel and Restaurant Association.

Marketing

- ✚ Presentation of the cultural route for the Lithuanian market (2021).
- ✚ Moderate advertising of the route for the markets of Germany, Latvia, Estonia, Kaliningrad.
- ✚ Route certification in Lithuania.
- ✚ Providing route information on websites and social networks.





-  To carry out detailed annual surveys of tourists visiting Lithuania Minor, according to the results of which it will be possible to plan further actions.
-  To integrate activities of the route and educational programmes into the school syllabus for studying the history of Lithuania Minor (send proposals to schools).
-  To participate in history TV programs and educational programs for children.
-  Organize a meeting with historians who study the culture of Lithuania Minor and their students who could prepare articles about this area and Queen Louise in Lithuanian, German and English. Publish articles on the website and news portals, and share them on social networks.
-  Regularly inform the community about news related to the route (what has been done, what is being planned) through local events, newspapers, website, social networks.

STAGE II, 2024-2026

Management

-  International certification of the route.

Tourism services and products

-  Community training on tourist services.
-  To prepare souvenirs representing the route (necklaces, pendants, bracelets with the Queen's logo, textile bags with the Queen's portrait, etc.). It is recommended to produce quality souvenirs.



- ✚ To create a website for route providing information in Lithuanian, Russian, German, and English.
- ✚ To support and develop route tourism services.

Marketing

- ✚ Presentation and communication of the cultural route to Europe: <https://visiteurope.com/>, www.tripadvisor.com. Based on market research and market situation, to select relevant new target markets.
- ✚ To invite travel influencers from foreign countries to experience the route so that they make the information public to citizens of their countries.
- ✚ Commissioned articles on German, Latvian, Estonian news portals.
- ✚ To produce new route maps and booklets in languages of the target markets.
- ✚ To participate in trade shows and exhibitions in Lithuania:
 - ADVENTUR, Vilnius
- ✚ Participation in international trade shows and exhibitions in target markets - Germany, Latvia, Estonia
 - BALTTOUR, Latvia (Riga) (<http://www.balttour.lv/>);
 - TOUREST, Tallin (Estonia) (<http://tourest.eu/>);
 - ITB, Berlin (Germany) (<http://www.itb-berlin.de/en/>).



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Contacts

Project manager Aušrinė Černiauskienė, ausrine.cerniauskiene@gmail.com, mob. tel. +370 659 231 99