



Lithuania Stand No. A023

Lithuania: the Jewel of the Baltics

Ambitions. It's high time that Lithuania took its rightful position on the world tourism map. As Lonely Planet has acknowledged, Lithuania's capital Vilnius is the most criminally overlooked capital city in Europe and there's never been a better time to discover it.

Ready to be discovered. Last year was a record-breaking year for Lithuanian tourism. In 2018, 3.6 million tourists travelled to the country. This represents an increase of 11.3% compared to 2017. The growth of incoming tourism was double the initial forecasts of the United Nations World Tourism Organisation. In 2018, more than ever Chinese people visited Lithuania: there was an increase of 20,6% Chinese tourists discovering Lithuania compared to 2017.

Strongest magnets. Why have Chinese tourists suddenly began to discover Lithuania? The reasons are numerous – clean and green environment, security, a wish to explore a new destination in Europe, its authentic traditions and natural cuisine. Besides its rich history and culture, unspoilt nature and resorts, Lithuania provides travelers with unforgettable experiences and memories that linger long after they have returned home. Visitors to Lithuania can gather amber from the sea, take a hot air balloon ride over the city, or bake traditional rye bread in an authentic homestead. It's no coincidence, after all, that the country's slogan is "real is beautiful".

Start planning your visit to the country by visiting stand no A023. There you will have the chance to discover the real taste of Lithuania and receive a little Lithuanian amber gift.

www.Lithuania.travel

**LITHUANIA
TRAVEL**