

## **Project title and number**

**“Sustainable cross border cooperation for winter tourism development”  
SnowPower / No.LL-00123**

## **Project partners**

Lead partner – **Daugavpils City Government, Latvia**  
Partner – **Visaginas municipality, Lithuania**

## **Priority**

Priority 4 - Economic potential of tourism and heritage

## **Specific objective:**

4.1 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

## **Common territorial challenge(s) that project tackles**

Latvia and Lithuania have a pronounced seasonality of tourism: the large influx of tourists in both countries is observed in the period from July to September. As statistical data for the overnight stays in accommodation establishments of Daugavpils (Latvia) and Visaginas (Lithuania) has shown - tourists visit both cities more often in June, July and August. Less tourists use the opportunities to stay in Daugavpils or Visaginas accommodation establishments in winter months, which means that winter is our low tourism season.

## **Project objective**

**To enhance the low tourism season – winter**, thus contributing to economic development and sustainability **of Daugavpils (Latvia) and Visaginas (Lithuania) cross-border region** as a sustainable tourism destination.

## **Planned activities**

Project SnowPower will use the opportunity to enhance tourism through cross-border cooperation. By establishing a cooperation network between Daugavpils and Visaginas municipalities, it will implement joint activities that are directed to motivating more tourists to come to this area, and stay longer. Project SnowPower will use this cross-border cooperation to promote the diversification of tourism offers.

1. Investments will be made in development of tourism offers - ski tracks both in Visaginas (ski track repair in the forest in Visaginas) and in Daugavpils (installation of the artificial snow blanket creation system in the Stropi forest).
2. Purchase of sleds for people with special needs in Daugavpils and skis and roller skates in Visaginas.

2. Cross-border marketing tourism activities to promote Daugavpils and Visaginas cross-border region as destination for active winter tourism activities – (videos, media trips, ski track opening events).

3. Capacity building for tourism professionals - training «Green and digital skills in tourism supporting winter tourism season», study visits, brainstorm sessions.

As the result of the implemented activities, both Daugavpils and Visaginas cross-border region will have become more sustainable and more inclusive tourism destination.

### **The project is financed by Interreg VI-A Latvia–Lithuania Programme 2021–2027**

Project budget: 740 414.43 EUR

ERDF co-financing 80%: 592 331.54 EUR

The planned value of the project is EUR 227 226,93 (to the municipality of Visaginas).

Of which EU funds - EUR 181 781,54 (80%).

Partner's own contribution - EUR 45 445,39 (20%), of which Public budget contribution - EUR 22 722,69 (10%).

### **Project implementation period**

24 months: 01.02.2024 - 31.01.2026

### **Find more about the project on Programme's website:**

<https://latlit.eu/theprojects/sustainable-cross-border-cooperation-for-winter-tourism-development/>

Contact Us:

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