



UN Tourism Presents “Tourism Doing Business: Investing in Lithuania” During High-Level Visit to Madrid

Madrid, Spain, 10 December 2025 – UN Tourism has officially launched *Tourism Doing Business: Investing in Lithuania*, showcasing the country’s growing tourism sector and its strong potential for sustainable, high-value investment. The guidelines were formally presented to the Vice-Minister of the Economy and Innovation of Lithuania, Guoda Burokienė, during her official visit to the UN Tourism headquarters in Madrid.

With UN Tourism Secretary-General Zurab Pololikashvili, the Vice-Minister also reviewed progress under the Action Plan for Cooperation for the 2025–2027 Triennium. The Action Plan advances shared priorities in marketing and promotion, education and internships, innovation challenges, technology webinars, destination management, and investment promotion.

Secretary-General Pololikashvili said: *“Tourism is a powerful driver of inclusive and sustainable growth, and Lithuania has made remarkable progress in positioning the sector as a pillar of national development. At a time when investors seek stable and forward-looking destinations, Lithuania stands out for its strategic governance and open investment climate. This publication highlights the country’s growing opportunities, and I invite the global tourism community to explore them as we work together toward a more sustainable and competitive future for the sector.”*

Lithuania’s Tourism Potential Highlighted

Tourism Doing Business – Investing in Lithuania provides a comprehensive overview of Lithuania’s dynamic tourism landscape. It emphasizes how the country’s solid institutions, advanced digital infrastructure, and stable policy environment have created a strong foundation for investors seeking long-term, sustainable opportunities. The publication also showcases Lithuania’s diverse tourism offer, spanning cultural heritage, wellness, nature-based experiences, and innovation-driven products that attract both regional and international visitors.

Its final chapter identifies concrete investment opportunities across the country, including emerging niches such as wellness tourism, rural tourism, MICE (Meetings, Incentives, Conferences, and Exhibitions) and sustainable accommodation. The report features 14 public, private and mixed projects with a combined potential value of up to EUR 692.2 million and serves as a call to action for investors to engage with national institutions and tap into Lithuania’s expanding tourism potential.

Lithuania's Tourism Potential Highlighted

Lithuania is an active and valued Member of UN Tourism, contributing significantly to the Organization's governance and strategic direction. The country currently serves as Vice-President of the General Assembly (2025), is a Member of the Executive Council (2023–2027), Vice-Chair of the Commission for Europe (2023–2027), and a Member of the Working Group for the Agenda for Europe (2025–2027). This level of engagement reflects Lithuania's commitment to advancing tourism as a driver of sustainable development and innovation.

Vice-Minister Burokienė said: "Lithuania is honored to see our tourism sector recognized by UN Tourism as a pillar of sustainable growth and innovation. The Tourism Doing Business: Investing in Lithuania guidelines showcase not only our diverse cultural and natural heritage, but also our readiness to welcome responsible investment that strengthens communities and creates long-term value.

With projects worth nearly €700 million, Lithuania is opening new doors for investors who share our vision of sustainability and innovation. We warmly invite the global tourism community to partner with us in building a competitive, resilient, and inspiring tourism sector for the future."

Looking ahead, Lithuania and UN Tourism will further strengthen their partnership with the launch of the Startup Challenge "Discover Lithuania", to be unveiled during the International Tourism Forum: "Designing Travel – What's Next in 2026?" in Vilnius on 29 January 2026. The initiative will encourage bold, tech-driven solutions that enhance the visitor experience while supporting sustainability and competitiveness.

