



Lithuania-Poland-Russia ENPI
Cross-border Cooperation
Programme 2007-2013



Programme is co-financed
by the European Union

PRESS RELEASE

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TOURINFONET NETWORKS ENCOURAGES TOURISTS TO VISIT KALININGRAD AND SEASIDE RESORTS

Project “TourInfoNet” is implemented in Kaliningrad region jointly by tourist information centers located along the coastline of the Baltic Sea including Russian, Polish and Lithuanian institutions. This initiative, which is co-financed by the European Union, is aimed at further development of the Tour Info Centers in the area and to enhance cross-border system for collection, exchange and dissemination of information and promotion of joint tourism.

Before the project was launched in February 2013 local populations and guests of the cross-border region had very poor tourist information access. Since that time much was done to remedy this infamous situation.

In the frame of the project several information tours were provided for representatives of tourist industry and mass media presenting both renowned and new tourist attractions and accommodation places. Tours had wide media coverage – several newspaper articles and TV newsreels were done in three partner countries. The Event Calendar and Project Region Map were published and disseminated among Information Centers as well.

In the summer of 2013 transportable information stands were installed on the streets of Kaliningrad in most popular tourist downtown areas – near Kaliningrad Zoo, Museum of World Ocean and Amber Museum, on Pobedy Square. Each big cultural event has its stand. Later resort towns of Svetlogorsk and Zelenogradsk acquired their infostands too.

The so called “kiosks” are voluntarily serviced by students specifically trained for this purpose. They possess necessary history knowledge, know useful tourist locations and foreign languages to equally communicate with Russian and external tourists.

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Ministry of Economic Development
of the Republic of Poland

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The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

The Lithuania-Poland-Russia European Neighbourhood and Partnership Instrument Cross-border Cooperation Programme 2007-2013 aims at promoting economic and social development on both sides of the EU-Russian border, addressing common challenges and problems and promoting people to people co-operation. Under the Programme, legal non-profit entities from the Lithuanian and Polish border regions and the entire Kaliningrad oblast implement joint projects co-financed by the EU and the Russian Federation.



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They distribute free information leaflets, event data-sheets and maps of the region. 40 of such specialists were already trained for the season of 2014 by theory and in fields.

The total budget of the project is 352 585,50 EUR where EU co-financing to the project is 317 326,95 EUR.

The Lithuania-Poland-Russia European Neighbourhood and Partnership Instrument Cross-border Cooperation Programme 2007-2013 is co-financed by the European Union and Russian Federation. This Programme aims at promoting economic and social development on both sides of the border between EU countries (Lithuania and Poland) and Russia, addressing common challenges and problems, promoting people to people co-operation.

Within the Programme 60 joint projects from Lithuanian, Polish and Russian border regions are being implemented, which are mostly from the fields of infrastructure, environment, health, culture, tourism, sport and education.

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