



# Heritage based agritourism product development in Latvia and Lithuania

AGRIHERITAGE  
LLI-65

*Sustainable and clean environment*

Lead Partner *Latvian Country Tourism Organisation*

Duration *24 months (20.03.2017 - 19.03.2019)*

# Summary of the project

LLI-65

**AGRIHERITAGE** seeks to tackle the challenge of sustainable preservation of cultural heritage, while aiming to increase the amount of visitors in the programme area. In many rural farms, inherited traditions are still maintained. The project sees potential for cross-border heritage agritourism in the form of farm museums, guided excursions and master classes to demonstrate the state of contemporary traditional heritage farming, while also providing on-site tourist accommodation. The project will ensure that farms are linked in cross-border tour itineraries, highlighting the rich variety of agricultural heritage in different regions. Groups and individual travellers are encouraged to visit and stay in the programme area.

## PROJECT OUTPUT

- **100 AGRITOURISM FARMS IN LATVIA AND LITHUANIA**
- **THREE HANDBOOKS, INFO SEMINARS, PRODUCT ACCREDITATION FOR FARMS**
- **PROMOTIONAL AND MARKETING CAMPAIGN**

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# Project partners

## LATVIAN COUNTRY TOURISM ASSOCIATION

Lead partner (LV)

**"To build and promote a sustainable cross-border heritage based agritourism product covering all programme areas in Latvia and Lithuania"**

## COUNTRYSIDE TOURISM ASSOCIATION OF LITHUANIA

Project partner (LT)

AGRIHERITAGE, overall objective

## BUDGET

Total budget

€ 235 880,95

Programme co-financing

€ 200 498,80

National co-financing

€ 35 382,15



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