Making best use of major cultural and sporting events

16th July 2010, Vilnius
Vilnius – European Capital of Culture 2009

AMBITION:

Vilnius – a European capital that is open to people, cultures and innovation – CULTURE live
Oh Vilnius, I breathe in
Your green soul
In the dead silence of the night

Lina Augulytė, business-woman and poet
Goals

To turn Vilnius into a contemporary attractive center better known for its own unique and recognizable identity

To emphasize culture as a virtue in modern society and as the driving force in the city development

To enhance national pride, to promote cultural and community participation in establishing a culture within a modern society
Parts or the programme

- LET’S CELEBRATE - Special Events
- LET’S DISCUSS – Conferences and Conventions
- LET’S CREATE – European Art Programme
- LET’S REMEMBER – Living History Programme
- LET’S COMMUNICATE – Culture (Re)Discovery Programme
- LET’S REJOICE – People Programme
LET’S DISCUSS – Conferences and Conventions

- General Conference of “Les Rencontres” Association
- Eurozine. 22nd meeting of European Cultural Journals
- General Assembly and Conference of the European Festivals
- European Festivals Association
- Plenary Session of IETM (Informal European Theatre Meeting)
Best way to use

CREATE YOUR TEMPORARY SELLING POINT

and use it:

BEFORE, DURING, AFTER
What Vilnius has done:

- Advertisement

- Using events to combine with FAM Trips

- Using the message in promotional material, like a Meetings guide

- Using the message to present destination in EIBTM, IMEX
Experience EIBTM
the official Show Preview for EIBTM 2008


VILNIUS
Exceeding expectations

Vilnius City Tourist Office & Convention Bureau welcomes you to Lithuania’s stand (No.112).
We kindly invite you to experience brand new and modern destination presentation of Lithuania.
Make sure not to miss "happy hour!"

www.vilnius-convention.lt / convention@vilnius.lt

Together with our exhibiting partners:
- Baltic Cigars
- Centrum Hotels
- Crowne Plaza Vilnius
- ECI Events Baltic
- Estonian-Vilnius American Express Travel / Baltic Travel
- Le Meridien Villongo
- West Express

International Congress and Convention Association www.iccaworld.com
Meetings guide 2008

Word of Welcome

International Congress and Convention Association

www.iccaworld.com
Meetings guide 2009

Vilnius - European Capital of Culture 2009

If you still haven't made up your mind what to do in 2009...come to Lithuania, to a small country with a big heart in the heart of Europe...come to Vilnius - symbol of love, beauty and freedom.

From 2004, Vilnius has been selected by the European Union as one of the first European Capitals of Culture. In 2009, the city will celebrate its 700th anniversary and its status as European Capital of Culture. Vilnius is a major cultural and social events with over 500 one day events, concerts and other events throughout the year. The city offers a wide range of cultural and leisure activities, including music, theatre, art, and architecture. The city's rich history and culture make it an ideal destination for visitors from around the world.

Highlights: 2009, see page 77.

International Congress and Convention Association www.iccaworld.com
Meetings guide 2010

Meet in Vilnius

- Impressive... lovely... international...
- Unique... colourful... green... new... safe

- Easy to Access - Right in the Centre of Europe
- Worth to Discover - UNESCO Listed Medieval Old Town
- Ideal to Gather - Networking between East and West
- Rich in Experience - Traditions and Modernism
- Secure to Collaborate - Knowledge-based Society
- Exciting to Observe - Ballooning Above the City Center
- Important to Know - European Capital of Culture 2009
EIBTM 2007
EIBTM 2009
Anticipated results

• At least 3 million people will attend and participate in the Program events;

• At least 70 cultural, artistic and social projects will take place in 2009;

• At least 3-4 new cultural events will become a tradition of Vilnius;

• The tourism flow will increase by at least 15 % in Vilnius and Lithuania;

• Increase of awareness of Lithuania and Vilnius by 3 %;
Expected long term effect

The European Capital of Culture heritage: new, renovated and disability-friendly cultural infrastructure buildings

An extended and qualitatively developed tourist infrastructure

The beginning of a realistic cultural policy

Emergence of new cultural traditions
Negative circumstances for VILNIUS

- End of 2008 – first indications of financial crisis
- Reduced budget for the programme
- January 2009 – bankrupt of national air carrier company FLY LAL
- Local tax-reform: January 2009 increase of VAT tax for hotels from 5 till 19 %, September 2009 till 21 %
Results

• 1.5 million programme attendees

• 17.5 % less tourists compared to 2008 according to hotel statistics

• About 32 % increase in visitors of Vilnius Tourist Information Centres, according to VTIC statistics
# Results according ICCA statistics report

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Worldwide Ranking of Vilnius according ICCA Statistics Report

2009 Rank 53 (30 meetings)

2008 Rank 74 (21 meetings)
Europe Ranking of Vilnius according ICCA Statistics Report

2009 Rank 30 (30 Meetings)

2008 Rank 41 (21 Meetings)
Results in tourism promoting activities

- 13 International tourism fairs
- More than 500 journalists from 16 countries
- implemented public relations campaigns in 11 European countries
- 40 press conferences
Non-commercial result:

- Building community
- Higher self-esteem
- Reduction of social exclusion
- New-born sponsoring traditions
Conclusions

• Well known events have a great power to help to brand your destination – use it properly!

• Cooperate with local partners and be well informed – that is your key for success

• Meetings industry is more steady than leisure tourism and is less influenced by unexpected circumstances

• Look for the future and plan in advance
Highlights for the future

• EuroBasket 2011, Lithuania

• Lithuanian Presidency over the EU in 2013
Thank you!