

## Communication trends in rural tourism. Lithuanian countryside tourism association experience

Linus Zabaliunas  
Lithuanian countryside tourism association

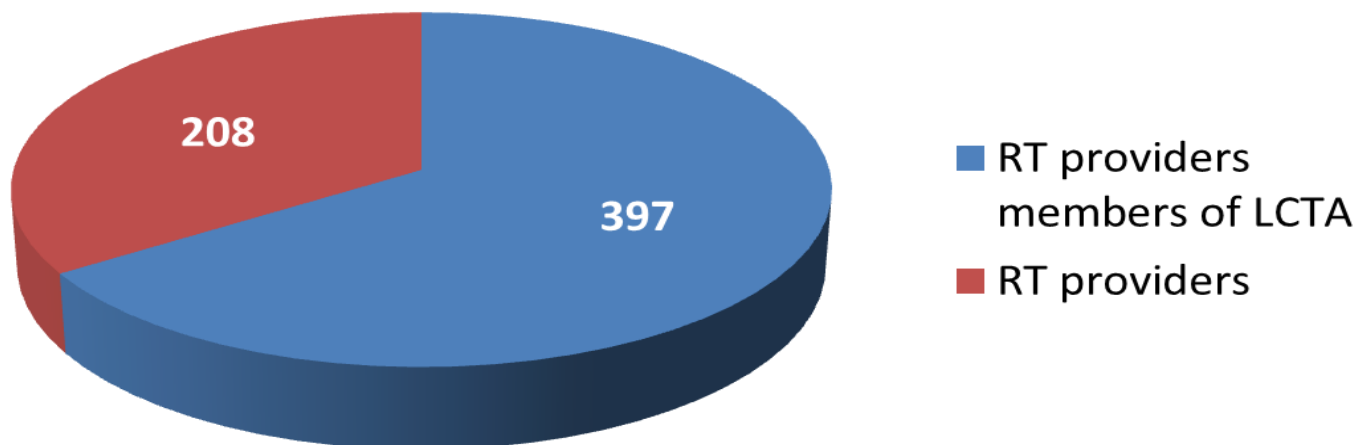
[www.countryside.lt](http://www.countryside.lt)

linas@atostogoskaime.lt



## Rural tourism in Lithuania

LCTA unites 397 members – 65% of RT sector in Lithuania(31.12.12)



- RT providers members of LCTA
- RT providers



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## Communication for Rural Tourism Organisations ?

### Internal – RT providers

#### Tools:

Direct contact – like to talk!

Average conversation - > 2 min.

Internal forum

Became silent – in 6 months

Newsletter - monthly

Budget; Time; 20% not opened

Online surveys – Google form

3 reminders ; Response rate 30%

### External – RT clients

#### Tools:

[www.atostogoskaime.lt](http://www.atostogoskaime.lt)

Unique Visitors

337,464

31.62% ↑

Avg. Visit Duration

00:04:28

6.35% ↑

[Facebook.com/atsotogoskaime](https://www.facebook.com/atsotogoskaime)

Followers

8863

19.15% ↑

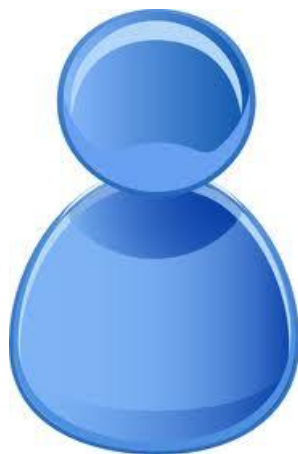
(2012 – 2013)



## User profile

### RT provider

- Rural area;
- Average age 53,5;
- RT alternative activity ;
- Checks e-mails 3 times a week;



### RT client

- University education;
- Age 21 – 50;
- Having average income;
- Traveling with family and kids;

Some use – **Explorer 5!**

Android Browser usage

**181, 36%↑**

(2012 – 2013)



## Personal service and hospitality – great advantage!



**ICT is a challenge!**



## ICT in RT– challenges for RT providers!

- Strength is a personal contact not ICT;
- ICT requires know how and time – both are limited;
- RT provider have neither reception(-ist) nor ICT specialist ;
- Very dynamic market, a lot of attractive offers – what is the best solution;
- Who offers best (and which?) support for me? - younger generation, RTO, new partner or other?



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