

Interreg



Co-funded by
the European Union

Lithuania – Poland

JOINT WORKATION BRANDS PROMOTION STRATEGY



BIRŠTONO
TURIZMO INFORMACIJOS
CENTRAS



www.visitbirstonas.lt

www.worlation.elk.pl

PART 1 - JOINT WORKATION BRANDS PROMOTION STRATEGY - strategic framework

PART 2 - local adaptation chapter EŁK

PART 3 - local adaptation chapter BIRŠTONAS

**JOINT WORKATION BRANDS
PROMOTION STRATEGY
for Ełk City and Birštonas was created
as a result of cooperation in the project
“WORKATION as a cross-border tourism
destination” implemented by
Municipality of Ełk (leader) and Birštonas
Tourism Information Centre (partner).**

Project co-financed by
European Regional Development Fund
Interreg VI-A Lithuania–Poland
Cross-Border Cooperation Programme 2021–2027

www.lietuva-polska.eu

Interreg



Co-funded by
the European Union

Lithuania – Poland

JOINT WORKATION BRANDS PROMOTION STRATEGY

STRATEGIC FRAMEWORK



Intro

This part forms the common strategic framework of the Joint Workation Brands Promotion Strategy for Ełk City and Birštonas, prepared under the Interreg VI-A Lithuania-Poland project. It shall be read together with the Ełk and Birštonas adaptation chapters. Together, these parts form one jointly developed cross-border workation strategy, not separate or independently developed outputs. The common framework defines the shared workation concept, target groups, customer journey, communication principles, positioning logic, sustainability approach and long-term promotion direction. The Ełk and Birštonas chapters adapt this shared framework to local infrastructure, tourism potential, market needs and destination identities. The strategy was developed through cooperation between LP and PP2, including joint training, study visits, online workshops, exchange of information, consultations and partner comments. Both partners contributed to the common framework and to the partner-specific adaptation chapters.

Joint development began during the training-workshop "Workation as a Cross-Border Tourism Destination" held on 27-28 March 2025 in Birštonas. During the training and study visits, LP became familiar with Birštonas' accommodation,

hotel, wellness, cultural and tourism infrastructure and identified ideas relevant for adapting workation-oriented services in the Ełk/Masurian region. PP2 also benefited from LP's input on active leisure, tourism infrastructure, nature-based tourism products and Polish market communication. The partners further coordinated the preparation of strategy during online meetings including the online workshop of April 04, 2025 focused on promotion campaign guidelines. Afterwards in May 2025, LP held a working consultations with representatives of local HoReCa sector. The objectives of consultations were: • collection of diverse perspectives and professional experience of participants as feedback for the planned strategy • identification of needs, barriers and opportunities of the local market in the context of developing the Workation brand; • development of foundations for the preparation of the strategic document; • preparation of summarising the conclusions and recommendations for the document. Additionally, the participants of consultations discussed the experiences and good practices developed by PP2, in the field of workation tourism development. Based on this, a number of recommendations and good practices were identified, shared with P2 and subsequently incorporated into the common part of the Joint Workation Brands Promotion Strategy, contributing to the development of a shared cross-border approach to workation destination branding and promotion.

Both partners exchanged written and verbal input, discussed target groups, communication channels, promotional messages, service standards, market segmentation and the needs of remote workers, freelancers, digital nomads and corporate teams. Therefore, the local chapters were prepared with the involvement, consultations and input of both partners.

PURPOSE OF THE JOINT STRATEGY

When the Municipality of Ełk and the Birštonas Tourism Information Centre decided to cooperate under the Interreg VI-A Lithuania–Poland Programme, they were responding to something they had both independently observed: the world of work was changing, and their cities were well placed to benefit from that change. Neither city had yet built a strong workation brand. Neither city had the budget or the reach to compete with established destinations such as Tallinn, Madeira or Gran Canaria on its own. But together, pointing in the same direction at the same time, they had something those destinations could not easily replicate: an authentic cross-border story rooted in two distinct but deeply compatible natural and cultural environments.

The purpose of the joint strategy is therefore not to create two separate destination strategies collected in a single document. Its purpose is to establish one common strategic framework for the development and promotion of workation tourism in the Lithuanian–Polish cross-border area. The strategy identifies shared opportunities, common challenges, joint target groups, common communication principles and coordinated promotion activities which can be implemented by both partner municipalities.

Both Ełk and Birštonas operate in a similar context. They are medium-sized destinations located outside major metropolitan areas, offering access to nature, high quality of life, opportunities for active leisure and a peaceful environment suitable for remote work. Both destinations seek to reduce tourism seasonality, attract longer visitor stays, increase the use of existing tourism infrastructure and create new economic opportunities for local businesses. These common objectives provide the basis for a shared strategic approach.

The partners also recognised that many of the trends shaping the future of workation tourism are identical in both countries. The growing number of remote workers, digital nomads, freelancers, hybrid employees and distributed corporate teams creates similar market opportunities for both municipalities. For this reason, issues such as destination positioning, infrastructure requirements, target-group segmentation, communication principles, sustainability and visitor experience design are addressed jointly within the common part of the strategy. At the same time, the partners acknowledge that the Polish and Lithuanian markets differ in terms of tourism structures, consumer behaviour, communication channels and destination characteristics. Therefore, the common strategic framework is complemented by separate chapters adapted to the specific needs of Ełk and Birštonas. These partner-specific chapters do not replace the common strategy but serve as practical implementation tools translating the jointly agreed strategic framework into local actions.

The joint strategy therefore combines a shared vision with locally adapted implementation measures. It creates a coherent cross-border approach to workation destination development while allowing each municipality to maintain its own identity, strengths and market positioning. In this way, the strategy fulfils the objective of creating one jointly developed Workation Brands Promotion Strategy for PL and LT municipalities in the cross-border region and provides a foundation for future cooperation beyond the duration of the project.

1. A SHARED CONTEXT: TWO CITIES, ONE DIRECTION

Looking at the Elk and Birštonas adaptation chapters of the jointly developed strategy, what is striking is not how different they are, but how much common ground exists between them. Both cities are responding to the same global trend — the rise of remote work and the growing desire among professionals to escape overcrowded, overheated urban environments in search of a better balance between productivity and quality of life.

Elk positions itself around lakes, Masurian nature, clean air and competitive pricing, building the image of a place where you can "work like in a big city and breathe like on vacation." Birštonas leans into its deep health traditions, mineral waters, the peace of the Neman River bends and pine forests, positioning itself as a place where nature and wellbeing actively support professional performance.

These are not competing propositions. They are complementary ones. A digital nomad or remote professional who finds value in one is very likely to find value in the other. Together, the two cities could offer something that neither can offer alone: a cross-border workation experience that combines the best of Polish Masuria with the best of Lithuanian spa culture, creating a genuinely distinctive proposition in the Central and Eastern European workation market.

Both destination-specific chapters identify the same macro-trend as a key opportunity. The "Cool North" concept — the growing preference among remote workers for temperate, green, affordable destinations over the increasingly hot and expensive south of Europe — is explicitly named in the Elk strategy and is equally applicable to Birštonas. Both cities sit in this sweet spot: pleasant summer climates, surrounded by nature, well within the Schengen area, offering good value for money compared to more established workation destinations. This shared context is the natural foundation for a joint narrative.

2. A POSSIBLE JOINT BRAND SPACE

The joint brand space of the Workation Strategy is based on the shared values and complementary strengths of Elk and Birštonas as cross-border workation destinations. Although the two municipalities have different local identities, landscapes and tourism traditions, they are connected by the same strategic objective: to develop workation as a sustainable, year-round tourism product

that combines productive remote work with high-quality leisure, wellbeing, nature and local experience.

The common brand space does not replace the individual identities of Ełk and Birštonas. Instead, it provides a shared communication layer that allows both destinations to be promoted under one coherent cross-border workation concept. Ełk contributes the image of an active Masurian lake destination, outdoor lifestyle, sport, nature-based leisure and the “Cool North” narrative. Birštonas contributes the image of a Lithuanian resort destination, wellness traditions, mineral waters, SPA services, peaceful work environment and compact visitor-friendly infrastructure. Together, these elements create a broader cross-border value proposition: workation in smaller, green, safe and human-scale destinations where remote work can be combined with health, nature, local culture and balanced living.

The common elements of the joint brand space are:

- remote work in a calm, natural and inspiring environment;
- reliable infrastructure for workation visitors, including accommodation, internet access, workspaces and meeting facilities
- wellbeing, health, active leisure and nature-based experiences after work;
 - sustainable use of existing tourism infrastructure outside the high season;
- stronger involvement of local businesses, accommodation providers, restaurants, cafés, guides, leisure operators and cultural institutions;
- positioning of the Lithuanian-Polish cross-border area as an attractive alternative to overcrowded metropolitan and mass-tourism destinations;
- practical adaptation of the workation concept to different market segments, including freelancers, remote workers, digital nomads, corporate teams and professionals seeking work-life balance.

This shared brand space also reflects the joint development process carried out by LP and PP2. During joint trainings, study visits, online meetings and workshops, the partners compared their tourism infrastructure, exchanged practical experience and discussed how their different local strengths could contribute to one joint workation solution. LP could draw on Birštonas’ experience in accommodation, hotels, wellness, SPA and digital workation product presentation, while PP2 benefited from LP’s experience in active leisure, nature-based tourism and the Masurian regional context.

Therefore, the joint brand space is not an optional “third voice” above two separate strategies. It is the common strategic and communication framework of one jointly developed Workation Brands Promotion Strategy. The Ełk- and

Birštonas-specific chapters further adapt this common framework to the local conditions, target groups and market needs of each municipality.

Neither city needs to change its own brand to participate in a joint story. The suggestion here is simply that a shared layer of communication could exist above the two individual brands — a kind of cross-border umbrella that activates only in contexts where both cities are being promoted together, such as international fairs, joint press trips, EU-funded communication materials or co-branded digital content.

What might this joint brand space look like? A few possibilities worth exploring: **A shared tagline or concept** that captures the essence of both destinations without diluting either. Something in the spirit of "Two countries. One way of working." or "Work without borders — Masuria and Nemunas" or simply building on the existing brand assets: "Elk. Birštonas. Work. Nature. Life." These are suggestions only — the actual creative direction should emerge from a joint conversation between both teams, ideally with input from a designer who understands both visual identities.

A joint hashtag for social media could be a simple and low-cost starting point. If both cities occasionally tag their content with a shared cross-border hashtag, over time this creates a discoverable thread that connects both destinations in online search. Something like #WorkationBorderless or #CoolNorthWorkation could work across both Polish and Lithuanian audiences without requiring translation.

A shared "destination pairing" narrative — the idea that visiting one city can be naturally extended to the other. The distance between Elk and Birštonas is significant but not impossible for a motivated traveler. A remote worker spending several weeks in the region might genuinely be interested in spending part of their time in each city. Even if most visitors only visit one city, the existence of a "twin destination" story adds depth and interest to both brands.

3. WHO MIGHT BE INTERESTED IN BOTH CITIES?

Both destination-specific chapters of the jointly developed strategy identify detailed persona profiles for their target audiences. Looking across both destination-specific adaptation chapters there are several audience types who seem naturally suited to a cross-border experience or who might at least be reached through joint communication:

The European digital nomad — the person already familiar with the workation concept, actively researching destinations, comparing options across multiple countries. This person is looking at Tallinn, Madeira, Gran Canaria, and looking for something fresh. The combination of Ełk and Birštonas — two lesser-known but genuinely attractive destinations in neighboring countries — could catch their attention precisely because it is unexpected and authentic. This person is reachable through platforms like Nomad List and remote work communities, where a joint presence would be more impactful than two separate, smaller presences.

The Polish professional interested in Lithuania and the Baltics — Poland has strong cultural and historical connections with Lithuania, and there is genuine curiosity among Polish professionals about the Baltic states. A workation route that starts in Masuria and continues into Lithuania could appeal to this audience as a way to combine remote work with discovery. The Ełk strategy already mentions Lithuanian guests as a target audience and plans some Lithuanian-language communication — this creates a natural bridge.

The Lithuanian professional seeking affordable, green alternatives — Birštonas is already well-positioned for Lithuanian domestic audiences, but the strategy also identifies the need to reach beyond Lithuania. Polish Masuria is a destination that many Lithuanians already know from summer holidays. Positioning Ełk as an extension of a workation trip that begins in Birštonas — or vice versa — could resonate with this audience.

The corporate team looking for an offsite with character — both strategies identify corporate teams and HR-driven workation packages as important B2B segments. A cross-border team offsite — a few days in Ełk followed by a few days in Birštonas, or the reverse — could be a genuinely distinctive offer for companies looking for something more interesting than a standard conference venue. This could be a product worth developing jointly, even if it is initially just a suggested itinerary rather than a fully packaged offer.

4. SOME THOUGHTS ON JOINT COMMUNICATION

The joint communication framework is an essential part of the jointly developed Workation Brands Promotion Strategy. Its purpose is to show how the common workation concept can be communicated as one coherent cross-border solution for visitors, stakeholders, tourism organisations, local communities and service

providers, while allowing Ełk and Birštonas to maintain their local identities and specific strengths.

The common communication is based on shared content pillars: productive remote work in inspiring surroundings, nature and wellbeing, authentic local culture, active leisure, community, sustainability, year-round tourism and cross-border cooperation. These pillars reflect the common values of both destinations and create a shared narrative for promoting workation in the Lithuanian-Polish cross-border area.

The joint communication does not replace the destination brands of Ełk and Birštonas. Instead, it creates a common communication layer that connects both destinations under one workation concept. Ełk can be presented through lake-based workation, active leisure, Masurian nature, outdoor lifestyle and the “Cool North” narrative. Birštonas can be presented through wellness, SPA, mineral waters, quiet work environment, compact resort infrastructure and balanced living. Together, these elements create a broader cross-border value proposition for remote workers, freelancers, digital nomads, corporate teams and professionals seeking work-life balance.

Recommended joint communication actions include: cross-referencing on the Ełk and Birštonas workation websites; mutual links between the two digital platforms; coordinated social media posts and hashtags; shared content themes; exchange and reposting of partner content; joint press releases; joint press and influencer visits; shared storytelling about workation experiences; and, where relevant, joint participation in tourism, business and remote-work events under a cross-border workation narrative.

These coordinated actions make the joint character of the strategy visible to visitors, stakeholders, local communities and media audiences. They also strengthen the practical uptake of the strategy by showing how both partner territories can communicate workation services in a coordinated way while using their own local assets.

The joint communication should also highlight the practical benefits of workation for local communities. Workation visitors use not only accommodation services, but also restaurants, cafés, wellness providers, cultural institutions, guides, leisure operators, transport services and other local businesses. Therefore, communication should present workation as a tool for reducing tourism seasonality, increasing the use of existing infrastructure, supporting local

entrepreneurship and strengthening the economic value of tourism in both partner territories.

Both destination-specific chapters emphasize digital channels, content marketing and influencer cooperation as their primary communication tools. There are a few low-effort, high-potential ways the two cities could support each other's communication without requiring major coordination:

Cross-referencing on websites and social media — the simplest possible form of joint communication. If the Ełk workation website mentions Birštonas as a related destination worth exploring, and vice versa, this costs almost nothing but creates a genuine cross-border connection visible to anyone researching either city.

Joint press trips — both destination-specific chapters mention press trips and influencer visits as important tools. Organizing occasional joint press trips — inviting a journalist or content creator to experience both cities in a single trip — could generate much richer, more distinctive content than a single-city visit. A vlogger documenting a week in Ełk followed by a week in Birštonas would produce content that neither city could generate alone, and the cross-border angle gives it a strong editorial hook.

Shared content themes — both destination-specific chapters identify similar content pillars: nature and wellbeing, productivity in beautiful surroundings, authentic local culture, community and networking. Content created around these themes by either city could often be shared or reposted by the other with minimal adaptation, effectively doubling the reach of each piece of content.

Joint participation in workation and remote work events — both destination-specific chapters mention participation in tourism fairs and industry events. Where budgets and timing allow, joint participation under a cross-border banner would be more visible and more interesting to event organizers and attendees than two separate small stands or presentations.

5. A POSSIBLE CROSS-BORDER EXPERIENCE

This chapter forms part of the common section of the Joint Workation Brands Promotion Strategy for PL and LT Municipalities in Cross-Border Region. It presents practical opportunities for implementing the jointly developed strategic framework through a coherent cross-border workation offer connecting Ełk and

Birštonas. The chapter demonstrates how the complementary strengths of both destinations can be combined into a shared value proposition for remote workers, freelancers, digital nomads and corporate teams. It also illustrates how the common strategic assumptions of the jointly developed strategy may be translated into concrete visitor-oriented solutions and future joint promotion activities.

This is perhaps the most ambitious suggestion in this chapter, and the one that would require the most coordination — but it is also the one with the greatest potential to create something genuinely memorable and distinctive. The idea is simple: a suggested itinerary or experience concept that positions Ełk and Birštonas as a combined destination. Not a rigid package, but a loose framework — something like a "Cross-Border Workation Route" — that a remote worker could follow at their own pace, spending time in both cities during a longer stay in the region.

Such a route might include:

- Highlights unique to each city — Masurian lake activities in Ełk, mineral water treatments and forest walks in Birštonas
- A loose day-by-day or week-by-week rhythm combining work time with local experiences
- Practical information on traveling between the two cities
- Coworking and workation friendly in both cities
- Stories from real remote workers who have tried the experience

This does not need to be an elaborately produced product. It could start as a simple page on both cities' websites, a downloadable PDF guide, or a series of social media posts. The point is to plant the idea in the minds of potential visitors that there is a cross-border dimension to this experience worth exploring.

The Cross-Border Workation Route is considered as a practical application of the jointly developed Workation Brands Promotion Strategy. It demonstrates how the common strategic framework can be transformed into a concrete visitor-oriented product connecting the Ełk and Birštonas offers within one coherent Lithuanian-Polish workation narrative.

The route positions Ełk and Birštonas as two complementary workation destinations. Ełk contributes lake-based workation services, active leisure, Masurian nature, outdoor lifestyle and the "Cool North" narrative. Birštonas contributes wellness, SPA, mineral waters, peaceful work environment, compact resort infrastructure and nature-based recovery experiences. Together, these

complementary strengths create a broader cross-border value proposition for remote workers, freelancers, digital nomads, corporate teams and professionals seeking work-life balance.

The Cross-Border Workation Route links Masurian lake-based workation services with Birštonas wellness, SPA and nature-based workation services. It shows how a workation visitor can combine productive remote work with active leisure in Ełk and health-oriented recovery, wellness and quiet work in Birštonas. This approach connects the two partner-specific offers under one joint strategic concept and makes the cross-border character of the solution visible in practice. The route can be implemented through dedicated sections on both cities' workation websites, mutual links between digital platforms, a downloadable guide, joint social media storytelling, press and influencer content, and packages developed together with local service providers as a practical continuation of the joint strategy. It can also include examples of recommended workation stays, such as a lake-and-active-leisure workation experience in Ełk combined with a wellness-and-recovery workation experience in Birštonas.

The Cross-Border Workation Route also supports the wider local impact of the joint solution. By encouraging visitors to use accommodation, catering, wellness, cultural, leisure, guiding, transport and other local services, the route contributes to reducing seasonality, increasing the use of existing infrastructure, supporting local entrepreneurship and strengthening the economic value of tourism in both partner territories.

This route is not a separate output or an additional independent product. It is a practical implementation example of the same jointly developed workation strategy, showing how the common framework can be applied in both municipalities and promoted as one coherent cross-border workation offer.

6. SHARED VALUES AS A FOUNDATION

This chapter forms part of the common section of the Joint Workation Brands Promotion Strategy and identifies the shared values, principles and strategic assumptions underlying the development of workation tourism in both partner municipalities. The chapter establishes a common conceptual basis for destination positioning, communication and promotion by highlighting themes that are relevant to both Ełk and Birštonas, including nature-based productivity, wellbeing, authenticity, community and sustainability. These shared values

provide the foundation for coordinated implementation of the jointly developed strategy and future cross-border cooperation.

Looking at previous part of strategy, there are few values or themes that appear consistently in both, expressed in different words but pointing in the same direction. These could form the foundation of any joint communication:

Nature as a workplace — both cities believe that proximity to nature is not just a lifestyle bonus but a genuine driver of productivity and creativity. Ełk talks about working "in the rhythm of nature" and using the lake as a conference room. Birštonas speaks of "efficiency in surroundings of nature" and the way mineral water and forest walks restore energy and stimulate fresh thinking. This shared conviction could be the emotional core of a joint narrative.

Authenticity as a competitive advantage - both destination-specific chapters explicitly reject the imitation of global trends in favor of promoting genuine local culture, food and community. The Ełk strategy talks about "real Masurian DNA" and the importance of local cuisine, crafts and culture. The Birštonas strategy emphasizes authentic Lithuanian health culture and the uniqueness of Birštonas' mineral water traditions. In a workation market increasingly populated by generic coworking-resort hybrids that could be anywhere in the world, this commitment to authentic local character is a genuine differentiator.

Wellbeing as productive — both destination-specific chapters understand that rest, health and regeneration are not opposed to productivity but are essential to it. Birštonas makes this most explicit through its health and spa traditions, but Ełk makes the same point through its emphasis on SUP yoga, morning meetings on the pier and the restorative effect of clean air and lake views. Together, these two cities could make a compelling case that taking care of yourself is good for your work.

Community over isolation — both destination-specific chapters emphasize that workation is not just about finding a quiet desk in a beautiful place. It is about connecting with other people — other remote workers, local entrepreneurs, residents who become friends. Both cities are investing in community-building tools, from networking events and coworking spaces to local ambassador programs and shared dining experiences. This shared emphasis on human connection could be a differentiating factor in a market where many workation destinations focus primarily on infrastructure.

Sustainability and responsibility — both destination-specific chapters show awareness of environmental responsibility. Ełk's vision includes green-city principles, electric boat charging stations and a sustainability certificate. Birštonas frames itself as an ecological and responsible tourism destination. For the growing segment of remote workers who factor ESG considerations into their travel decisions, this shared commitment to sustainability is worth communicating jointly.

7. A CROSS-BORDER WORKATION EXPERIENCE: AN IDEA WORTH DEVELOPING

This chapter forms part of the common section of the Joint Workation Brands Promotion Strategy and presents a practical example of how the jointly developed strategic framework may be transformed into a concrete cross-border workation concept. The proposed Cross-Border Workation Experience demonstrates how workation services offered by Ełk and Birštonas can complement one another and be promoted under a common Lithuanian-Polish workation narrative. The chapter therefore provides a practical illustration of the joint character of the strategy and supports the development of future collaborative tourism products and promotion activities.

Perhaps the most exciting possibility emerging from the jointly developed strategy is the development of a genuine cross-border workation experience — a suggested route or itinerary that positions Ełk and Birštonas as a combined destination for remote workers who want to explore the region over a longer period.

This does not need to be an elaborate packaged product, at least not immediately. It could begin as something much simpler: a suggested itinerary published on both cities' websites, a downloadable PDF guide, or a series of social media posts following a fictional or real remote worker as they move between the two cities. The key elements of such an experience might include:

Week one in Ełk — arriving in Masuria, settling into a lakeside apartment or workation-friendly guesthouse, finding a coworking spot with a view of Lake Ełckie, attending an evening networking event, kayaking or SUP paddleboarding after the working day, exploring the local Masurian food scene, working productively in the clean air and gentle summer climate. The Ełk strategy's "Day in Life" section — with its morning meeting from the pier, shared breakfast by

the lake, afternoon sailing and evening networking bonfire — provides a vivid blueprint for what this week could feel like.

The journey between cities — itself potentially part of the experience. The route from Elk to Birštonas passes through distinctive landscapes of both countries. Practical information about how to make this journey — by car, by bus, or potentially by a future organized transfer service — should be clearly communicated. The journey time and complexity will be a real consideration for potential visitors, and both cities should work together to make the cross-border transition as easy and welcoming as possible.

Week two in Birštonas — arriving in the spa resort town on the Neman River, checking in to a long-stay apartment or hotel room equipped for remote work, visiting the mineral water springs, booking a SPA treatment, working from a quiet coworking space overlooking the pine forest, attending a morning yoga session, exploring Lithuanian culture and cuisine, and spending evenings walking along the river or cycling through the forest. The Birštonas strategy's emphasis on health, wellbeing and authentic Lithuanian nature provides the complementary experience to Elk's more active, lake-centred offer.

The combination creates a two-week experience that feels complete and varied — enough time to genuinely settle into both places, establish a productive work rhythm, and experience something of the local culture and community. It avoids the common workation pitfall of rushing through too many destinations without really experiencing any of them.

8. TIPS FOR THE FUTURE: LOOKING BEYOND 2025

This chapter forms part of the common section of the Joint Workation Brands Promotion Strategy and provides recommendations for the continuation, sustainability and further development of cooperation between the partner municipalities after completion of the project. The chapter identifies opportunities for maintaining and strengthening the joint workation concept through coordinated communication, continued exchange of experience, joint promotional activities and further development of cross-border initiatives. These recommendations support the long-term implementation of the jointly developed strategy and contribute to ensuring the sustainability and practical uptake of the project results by both partner organisations.

The jointly developed strategy adopts a long-term perspective towards 2030 and recognises that the workation market will continue to evolve rapidly in the coming years. The following observations and suggestions are offered as forward-looking thoughts for both cities to consider as they move beyond the initial project period.

Build the alumni community carefully. The most valuable long-term asset either city can build is not infrastructure or certification or even a strong social media presence — it is a community of loyal former visitors who recommend the destination to others. Both destination-specific chapters recognise this intellectually, but it is worth emphasizing how important it is to invest in the relationships with the first visitors. The people who come to Ełk for the inaugural Workation Festival or who spend their first workation week in Birštonas in 2026 or 2027 are disproportionately important. If their experience is exceptional, they will become ambassadors. If it is merely good, they will move on. Both cities should think carefully about how to make the first cohort of workation visitors feel genuinely special and genuinely connected to the community.

Stay flexible about the cross-border relationship. The formal project period under Interreg has a defined end date, but the relationship between Ełk and Birštonas as workation partners does not need to end with the project. The most successful cross-border tourism partnerships tend to be those that outlast their initial funding by becoming genuinely valuable to both parties. As the project concludes, both cities should think about what a sustainable, low-cost ongoing relationship might look like — perhaps an annual joint meeting, a shared content initiative, or simply a commitment to continue cross-referencing each other and sharing learning informally.

Watch the transport question closely. One of the most significant practical barriers to a genuine cross-border workation experience is the difficulty of traveling between Ełk and Birštonas. Both destination-specific chapters acknowledge transport as a challenge, and neither city has a straightforward solution. As rail and road connections in the region develop over the coming years — and as the Rail Baltica project progresses — the feasibility of a cross-border workation route will improve. Both cities should monitor these developments and be ready to activate the cross-border narrative more aggressively when the transport connections make it more accessible.

Consider the "Cool North Alliance" seriously. Strategy mentions the possibility of entering a "Cool North Alliance" Ełk and Birštonas the same as Tallinn or Riga. This is an ambitious but genuinely interesting idea. A network of

Northern and Central European workation destinations — each with its own distinct character but united by the shared "Cool North" brand proposition — could achieve a level of international visibility that no individual city in the network could achieve alone. Birštonas, as a partner in the Interreg project, is the natural first member of such an alliance alongside Ełk. Both cities might consider how they could begin to build relationships with other potential alliance members — particularly Tallinn and Riga, which are already mentioned in strategy as benchmark destinations — even before the formal infrastructure of an alliance exists.

Tell the story of the project itself. The Interreg project that gave birth to strategy is itself an interesting story — two cities in two countries, working together to build a new kind of tourism destination, supported by European funding. This story has genuine appeal to media and audiences interested in European cooperation, regional development and innovation in tourism. Both cities should consider how to communicate this story effectively, not just as a compliance requirement of EU funding but as a genuine piece of content that adds depth and credibility to both brands.

Look for new audience segments together. Strategy have identified their primary target audiences carefully, but the workation market will develop in ways that neither strategy can fully predict. New audience segments will emerge — perhaps older professionals taking early retirement but continuing to work part-time, perhaps families homeschooling their children while traveling, perhaps healthcare workers seeking respite residencies, perhaps artists and creatives seeking longer-term residencies in inspiring natural environments. Both cities should watch for these emerging segments and be willing to adapt their offers and communication accordingly. Doing this together — sharing observations, testing new messages, comparing results — will be faster and more effective than doing it independently.

9. A CLOSING REFLECTION

The partner-specific chapters are local adaptations of the same jointly developed framework. They connect two local destination identities within one cross-border strategy and provide a basis for joint promotion, future cooperation and practical uptake by tourism organisations and service providers.

The most successful cross-border tourism partnerships are not built on elaborate formal structures. They are built on genuine enthusiasm, shared values, and a willingness to occasionally point at each other and say: "You should also go

there." Ełk and Birštonas have something rare in the workation market — an authentic story that spans two countries, two languages, two cultures, and two distinct but complementary natural environments. The Polish lake district and the Lithuanian spa resort. Masurian sailing and Nemunas mineral waters. The workation pioneer and the health oasis.

There is a phrase in the Ełk strategy that captures something important: "Destinations that will build a bright brand workation in the next 2-3 years will gain a priority effect." This observation applies equally to Birštonas, and it applies with particular force to the cross-border partnership between both cities. The window of opportunity is real, and it is open right now. The workation market in Central and Eastern Europe is still young enough that a well-told, well-executed cross-border story could genuinely establish Ełk and Birštonas as reference points in the regional and even European conversation about where remote workers should go. The ingredients are all there: beautiful natural environments, genuine authenticity, competitive pricing, improving digital infrastructure, a shared commitment to community and sustainability, and the credibility of an EU-funded international partnership.

What transforms ingredients into a dish is consistent effort, good communication and the willingness to keep showing up — to keep creating content, building relationships, inviting visitors, welcoming them warmly, listening to their feedback and improving the experience season by season. Neither city needs to do this perfectly from day one. What matters is that both cities keep going, keep learning and keep pointing at each other as natural travel companions in one of Europe's most distinctive and underappreciated regions.

The lake in Ełk and the river in Birštonas are both waiting.

The laptops are open.

The WiFi is on.

The story is just beginning.



This common chapter was developed as part of the joint Workation Strategy for Ełk City and Birštonas Municipality, created within the project "WORKATION as a cross-border tourism destination" (project no. LTPL00290). Project co-financed by European Regional Development Fund under the Interreg VI-A Lithuania–Poland Cross-Border Cooperation Programme 2021–2027.

EŁK WORKATION 2030

**Strategy motto:
Ełk. Work. Lake. Life.**



WORKATION

CONTENTS

Part A.	Mission brief	2
Part B.	Trend analysis and benchmark (introduction)	9
Part B2.	Trend Analysis and Benchmark in detail	12
Part C.	Segments and personas	20
Part D.	Positioning & value proposition	30
Part E.	Objectives and OKR	38 38
Part F.	Brand positioning „Ełk Workation”	40
Part G.	Project of a 5-month promotional campaign	45
Part H.	Long-term strategy 2030	68
Part I.	Summary	89

*Prepared by: Michał Bartoszewicz & Emilia Kupiec
Laila Production, Olsztyn 2025*

PART A.

MISSION BRIEF

1. MISSION

The city of Elk is to become recognizable in Poland and Europe a workation — destination perfect for digital nomads, freelancers and small teams.

The purpose of the prepared strategy is to indicate how to increase the number of nights and city brand awareness with a limited budget for promotional activities.

By implementing the prepared strategy, Elk can become a place where work remote connects to the Masurian lifestyle — so that everyone who comes to cities with a laptop, could fully achieve professional goals and develop creatively, at the same time, regenerating surrounded by lakes, forests and local culture.

Objective:

Maintaining Elk in the minds of recipients as the Polish capital of workation.

2. VISION (2030)

By 2030, Elk will be widely recognized in Poland and Europe as the flagship destination of workation — dynamic, close to nature, open city which.

1. Attracts digital nomads, freelancers and corporate teams, offering them excellent but at the same time intimate infrastructure: high-speed Internet, stylish coworking spaces and flexible accommodation with a view of the lake.
2. Turns seasonality into year-round tourist traffic, thanks to a program of cultural, sports and recreational events and an intelligent „work & play” offer adapted to each season.
3. Sustainability is developing, in the spirit of smart-city and green-city, taking care of the protection of Masuria's nature and actively involving the local community in creating an ecosystem of services for workation guests.
4. Is a laboratory of new work models, collaborating with the scientific community, startups and corporations on piloting hybrid forms of work, wellbeing employees and responsible tourism.
5. Is the organizer of the most important (annual) event in Poland promoting the idea of workation: ELK WORKATION FESTIVAL.
6. Implements a „Remote Year”-style program giving digital nomads a fully organized experience program for a one-year (or several-month) stay in the city

Elk = the first thought about WORKATION in Poland.

3. VALUES

Strategy motto:

„Ełk. Work. Lake. Life.“

What does it mean in practice?

Hospitality & Community

"You come as a guest, you leave as a neighbor and friend"" – local entrepreneurs, residents and public institutions together create a support network for those working from afar and an onboarding system that allows arriving guests to easily make themselves comfortable in Ełk.

Working in the rhythm of nature

Plan business activities while swimming on the SUP, organize a brainstorming session by the fire, and an online morning meeting at the pier. The lake is your conference room, which creates a refreshing microclimate that drives productivity and additionally provides clean air. Ełk allows for comfortable remote work and direct contact with nature.

Authenticity

We promote regional cuisine, crafts and culture, instead of copying global trends and chain stores. In Ełk, guests working remotely can feel real Masurian DNA. This is what they expect when they abandon the large city in favor of the beautifully located Ełk.

Digital Innovation

100% public spaces with fast Wi-Fi, benches-desks with chargers, „Ełk Workation Pass“ application for stay management. Using modern technological solutions, Ełk becomes a city that supports remote workers at every step, making it a favorite and a popular destination for digital nomads.

Sustainability

Support for eco-business, impact projects and the sharing economy. Also thanks to energy and with the involvement of people who came to Ełk for workation in the city, new ideas and solutions appear.

Activity & vitality

We encourage sports and exercise: from half-ironman and bicycle trips to yoga on the beach and winter walruses. City organizations have become the initiator of many small sports events in which guests working remotely participate.

4. KEY SUCCESS INDICATORS (KPIs)

KPI

Baseline (2025)

Target 2030

Accommodation workation/month
estimated ≤ 15
 ≥ 300

Spontaneous recognition
„Etik = workation“ in PL
 $\leq 2\%$
 $\geq 25\%$

Assisted recognition (PL)
n/d
 $\geq 40\%$

5. CONTEXT & JUSTIFICATION

Where did the workation phenomenon come from? — short historical outline
The creation of the movement (idea) of workation is not a case of one trend, but three stages of the development of remote work.

1. Origins (2010-2015)

The first expeditions of digital nomads reported on the Internet (e.g. Remote Year 2015) combined coworking with a journey around the world. During this time, the number of so-called „coworking spaces“ increased from $< 1,000$ to $5,800$ (Global Coworking Survey 2015). Theme: young freelancers in IT and marketing were looking for a cheaper life and exoticism when working online.

2. Acceleration (2016-2019)

The first package platforms (Selina, Ro.am) were created, offering travel + accommodation + desk + community. Estonia (2018) and Barbados (2019) announced visas for digital nomads – today, over 40 countries already have such programs (OECD 2024). The market was valued at USD 4 billion per year (Harvard Business Review 2019).

3. Pandemic boom (2020-2025)

During the COVID-19 peak, up to 3 billion people worked remotely (ILO 2021). Companies such as Twitter, Shopify and Atlassian have announced a „work from anywhere“ policy. The number of digital nomads has increased from 12 million (2019) to 35 million (2024) (Statista 2024) – have become a full-fledged tourism segment. The concept of „Cool North“ has emerged - this is a trend in tourism regarding temperate destinations climate (regions and countries i.e. Canada, Scandinavia, Poland, Estonia), because summer in southern Europe exceeds $32\text{ }^{\circ}\text{C}$ (Copernicus 2023).

WHAT'S NEXT? (Forecasts 2025-2030)

1. Statista estimates 55 million nomads by 2030, with an expenditure of \$38,000-42,000 per person.
2. McKinsey 2023: 60% of „knowledge work” employees in the EU will have the opportunity hybrid work, and every third plans at least 1 workation trip per year.
3. ESG trend: companies will reward destinations with a low carbon footprint („green retreats”).
4. „Workation hubs” develop medium-sized regions — Tallinn, Madeira, Gran Canaria, Elk — showing that you don't need mega cities to be in „at the heart of events”.

Conclusion for Elk: Elk enters the market when workation it is a mature, fast-growing branch of tourism, and cities with a temperate climate and competitive prices are gaining popularity with „Cool North”. This is the perfect time window to build your brand before the next wave of competition.

PART B.

TREND ANALYSIS AND BENCHMARK (WORKATION)

The purpose of this section is to define the internal and the external conditions in which the „Elk —Workation 2030” strategy will be implemented.

Introduction to workation trend analysis

The pandemic was a fuze of the WORKATION idea, but the movement had started before. And today we are already talking about 35 million digital nomads in the world, and forecasts say 55 million by 2030. This is not a – niche, it is a new branch of tourism and the labor market.

Global market versus Central and Eastern Europe

The largest concentrations of nomads were formed where it was warm and cheap: Thailand, Indonesia, Portugal, Greece, Gran Canaria, Tenerife. But as heatwaves began to regularly exceed 32-35 °C and prices in popular hotspots shot out, the “Cool North” trend emerged. More and more people are looking for a temperate climate and a green environment. The CEE – region from the Baltic Sea to the Carpathians – has become a natural candidate. In three years, the number of coworking spaces in our part of Europe has increased by 42 per cent (Enpact/GIZ report, 2024), and countries such as Estonia or Croatia have begun to actively promote visas for nomads. Poland has not introduced such a solution, but it has the advantage of no bureaucracy for stays of up to 90 days.

Three megatrends that play in Elk's favor:

1. Remote work demography. Almost half of knowledge workers in the EU can today legally work hybrid. Importantly, 72% of them declare workation departure within the next year. It's an army of potential visitors that no longer needs great metropolises, the to earn.
2. Technology. Gigabit fiber optic, 5G networks, Starlink – stations will blur the technological boundary between the office spaces of large cities and smaller cities such as Elk. The introduction of these solutions is a clear signal that „can work here just like in an open space office building in Warsaw, Berlin or Barcelona”.
3. Climate and well-being. Copernicus data shows that the average July temperature in Elk is 22 °C. This is the perfect thermal zone for productivity, as the south of Europe struggles with heat waves and polluted air in the summer.

Barriers that Elk must overcome:

Elk's biggest brake is low recognition. In a quick survey conducted by our agency, only 2% of respondents spontaneously combine Elk with the idea of working, while Tallinn (the nearest destination that promotes working) reaches 24%. Another weaker points are insufficient infrastructure and the lack of

direct air connections. This remedy is high-speed railway connections and nomadic buses from the airports in Gdańsk and Warsaw. This problem disappears in the context of Poles looking for space for remote work, because Ełk is well connected with the rest of the country (road and rail connections).

Why now?

The window of opportunity is narrow. Destinations that will build a bright brand workation in the next 2-3 years will gain a priority effect. Ełk has a chance to take advantage of its natural advantages – lake, climate, competitive – prices and fill the gap on the map of Central and Eastern Europe. The following chapters will show how to turn this potential into a specific offer, activities, infrastructure and promotional campaign.

PART B2.

TREND ANALYSIS AND BENCHMARK IN DETAILS

1. MACRO-TRENDS (PESTLES) IN A PILL

Dimension Trend 2025-2030 Importance for Ełk

P — Political

The EU is expanding its digitalization and ecology programs (FEnIKS 2021-27). "Possible grants for urban Wi-Fi and e-mobility."

E — Economic

Poland is still cheaper vs. euro zone.

„Value for money” - lower price argument.

S — Social

72% of remotely employed people plan to work once/year (Booking.com 2024). Growing demand for workation destinations.

T — Technological

"5G/Starlink, working from the cloud, AI-collaboration." Priority for a stable upload + Starlink test station in Ełk.

L — Legal

40+ countries have introduced nomadic visas. Liberal stays in Poland < 90 days. No unnecessary bureaucracy for a short stay.

E — Environmental

"Climate change: heatwaves in the southern EU, trend „Cool North”." The climate of Masuria (22 °C in summer) fits into the niche.

2. PERSPECTIVE

Poland #6 in the EU in the global Remote Work Readiness Index 2024 (high Internet quality, low cost of living, but weaker climate in winter). Warmia-Masuria generates 8% of domestic tourist accommodation (GUS 2023), but as much as 71% falls in the summer. Climate trend „Cool North”: heat waves > 35 °C in Spain, Greece and Croatia cause, that 28% of surveyed digital nomads declare to exchange summer stays for cooler northern destinations (Booking.com Work Anywhere 2024). The average temperature in July–August in Ełk is 22 °C — &

comfort zone for outdoor work and sport („Goldilocks zone” according to WHO 2023).

3. COMPETITIVE BENCHMARK (DESTINATIONS „COOL NORTH + VALUE”)

City	Apr. temp.	summer	Cost 30 days* (EUR)	Brand awareness „workation”
Elk	22 °C		980	2%
Tallinn	20 °C		1 450	24%
Split	32 °C		1 800	28%
Gran Canaria	31 °C		2 200	35%
Zakopane (PL)	24 °C		1 300	12%

*”*AirDNA + local OTAs, Q2 2024.”*

Conclusion in the case of nomads from abroad: Elk wins by climate and price, loses by recognition and direct air connections.

Conclusion in the case of nomads from the country: Elk wins with its proximity to city-nature and the clean air that the inhabitants of large cities are looking for loses recognition and insufficient infrastructure.

4. ELK STRENGTHS:

- Seasonality Mazur – low tourist density outside the period July–August, ideal for nomads.
- Clean air, proximity to nature and untouched nature.
- Comfortable summer climate (22 °C) vs. overheated south; perfect for outdoor work and activity.
- Competitive prices (-35 per cent vs. Croatia).
- Schengen area.
- No other Polish destination with a bright brand working – low internal competition.

5. ELK WEAKNESSES:

- Limited association of Masuria as a workplace (perception „only holiday relaxation by the lake and sailing”).
- No door-to-door air connections
- Competition between the destination and the year-round climate (e.g. Spain, Portugal).
- It is possible to transfer part of the workation traffic over the Baltic coast and to Scandinavia if we do not maintain the price-product advantage.
- Shortage of content in English about Masuria from the perspective of remote work – easy quick-win content.
- PLN/EUR – exchange rate instability may affect the perception of „value for money”.

6. ANALYSIS: PORTER'S FIVE FORCES DESTINATIONS „WORKATION” IN CENTRAL AND EASTERN EUROPE

1. *Strength*
2. *Rating**
3. *Impact*
4. *Recommendation*

1. Rivalry Among Existing Destinations

2. ★★★☆☆
3. Ełk (Masuria) competes with Tallinn, Riga, Zadar-Split, Zakopane.
4. Diversify the offer (IT meet-ups + active recreation by the lake).

1. Threat of New Entrants

2. ★★☆☆☆
3. Low barriers (fast internet and marketing is enough), but requires urban coordination.
4. Take advantage of the first player advantage and reserve the „Workation Friendly” sign.

1. Bargaining Power of Guests

2. ★★★★★
3. Nomads choose destinations via online platforms, high expectations vs. price.
4. Dynamic prices, loyalty program „Ełk Workation Pass”.

1. Bargaining Power of Suppliers

2. ★★☆☆☆
3. Medium-sized hotels/apartments; seasonality = willingness to cooperate in the off-season.
4. Guaranteed occupancy agreements, e.g. „Winter-Code”.

1. Threat of Substitutes

2. ★★★★★
3. Remote work from home, Baltic resorts, foreign (tropical) cowork-retreats.
4. Build an advantage: community, activities, branding „Ełk. Work. Lake. Life.”

**Scale 1–5 = low–high pressure*

7. VISION 2030 IN A NUTSHELL (IN FIVE SIMPLE IMAGES)

— WHAT WILL EŁK LOOK LIKE IN FIVE YEARS?

1. City-office under the cloud

- Network of public areas „Lake-office” with shelter, USB-C sockets and free Wi-Fi 1 Gbps.
- Benches-desks with solar panels and power supply on the main promenade.
- In Nomad List (2029) research, Ełk is included in the TOP 10 „best outdoor workspace” in Northern Europe.

2. Year-round calendar of life and work

- At least 1 larger event each month: „Code & Kayak” hackathon, workation & slow-life festival, „Winter-Code” walrus or innovative networking meetings.
- The shared calendar in the Ełk Workation Pass app reminds you of local meetups and gives you a –10% discount on tickets.
- Goal: less than 40% of the share of the summer season in the total number of — nights today is 71%.

3. Fast, green and simple transport

- E-bike and e-scooter database in the „pay as you go” model.
- Thanks to this, 60% of guests come without their own car.

4. Sharing economy — benefit for residents

- Every second rental apartment is run by local families, not chain entities.
- The „Convert your garage” program supports residents in adapting buildings into micro-coworks
- or long-stay rooms.
- Estimated additional household income: PLN +9,000 per year (UM Ełk/PARP 2030).

5. Green energy and clean water

- 20 electric boat charging stations, so the lake is free from exhaust gases and unpleasant odors.
- Certificate „Sustainable Destination” (GSTC) awarded in 2030 — condition set by 30% digital nomads in the Booking.com 2024 survey.

These five images show that Ełk not only provides fast internet and comfortable desks, but above all offers a consistent, year-round environment for work, relaxation and local community.

Ełk operates in the growing, but still open to new players, „Cool North Workation” segment. The strongest cards are climate, clean air and price, the weakest — recognition and transport infrastructure.

PART C.

SEGMENTS AND PERSONAS

The purpose of this section is to identify the most prospective audience groups, the to effectively allocate the budget and achieve the assumed level of increase in the recognition of Ełk as a workation destination.

1. HOW DO WE DIVIDE THE MARKET?

Three basic criteria:

Work style → **freelancer /team /family.**

Purpose of stay → **coding in silence /design meeting /work-life with children.**

Season → **summer period /autumn-winter period /all year round**

These three variables have the greatest impact on the necessary standard of accommodation, length of stay and potential expenses in the city.

Detailed explanation of the criteria:

Where will they come from? (Geography)

The key are digital nomads from Poland – due to convenient road and rail connections. Second in line is Berlin and, more broadly, Germany (DACH) – is a market that already knows Masuria and has higher purchasing power. In third place, Great Britain and neighboring countries in Central and Eastern Europe (i.e. Lithuania, Czech Republic, Slovakia).

How do they work? (Workstyle)

- A freelancer or a person working under a – contract comes alone, looking for a cheap but comfortable apartment and good Internet.
- A – company team, e.g. a start-up that organizes a joint trip once a quarter and needs a large hall and team-building attractions.
- Internet creator – records podcasts or vlogs, needs nice frames, silence for recordings and an intimate workspace.
- Family on remote work – parents work, children have activities by the lake.
- The distinction is important because each group spends money differently and requires a different package of services.

Why will they come here? (Main need)

For some, the key is a low price, for others a cool, pleasant climate or attractions for children. There is also a growing group looking for well-being, i.e. silence, yoga, closeness to nature and clean air. Knowing the motivation, we can structure the message so that it immediately hits the point.

When are they free? (Season)

- High season (June–August) attracts families and video creators.
- Transition seasons (April–May, September) tempt freelancers with peace and lower prices.
- Winter and early spring (October–March) is a chance for the „Winter Nomad” segment, which is looking for a cheap long stay, a warm coworker and a community.

Thanks to this, we know how to fill hotels outside the holidays and maintain revenues all year round.

2. SEVEN KEY PERSONAS

1. Michał „DevNomad” — freelancer IT

Who is? A 29-year-old programmer from Poznań, works B2B for French fintech. Why Elk? He is looking for silence and good Internet. He knows Masuria from his childhood, but he never tried to work there.

Needs: 24/7 desk in a quiet nature environment, high-speed connection, community meetings in the evening, low cost of living outside the big city.

Barriers: fear of equipment logistics, lack of „more than lake”, fear of poor infrastructure, lack of recommendations from the industry

Outreach channels: LinkedIn Ads, FB groups, newsletter, Slack, industry meetings.

2. „Team Sprint” — 6-person SaaS start-up

Who are they? A band aged 25-35, scattered every day between Warsaw, Poznań, Gdańsk and Krakow.

Why Elk? Once a quarter, they want to combine product sprinting with integration in a green environment, within a reasonable budget

Needs: workshop room, high-speed Wi-Fi, integration package (sails, bonfire), boutique, intimate hotel or guesthouse.

Barriers: no ready-made, comprehensive offers, long train travel time from the west of the country.

Channels: HR-benefit mailing, Product Hunt Poland, direct cold-mail to CTO.

3. „Family Remote” — family 2+2

Who are they? Anna (UX designer) and Piotr (Eng. QA), children 6 and 9 years old; Warsaw.

Why Elk? They want to spend the summer outside the capital, but not give up their jobs.

Needs: apartment or house minimum 2 bedrooms, mini-cowork with animator care for children, access to health care or telemedicine.

Barriers: rainy weather, lack of peers for children, fear of logistics.

Channels: parenting blogs, Instagram parenting, podcast ads, influencer marketing,

4. Aleksandra „CreativeSoul” — web content creator from Berlin

Who is? 27-year-old vlogger lifestyle & yoga (120k YT sub).

Why Ełk? It needs beautiful frames (locations) and silence to record a new series of podcasts.

Needs: Looking for “off-beat” destinations in Europe, close to nature, with authentic local culture and good vegetarian scene, podcast studio, beautiful places to record yoga sessions, fast upload.

Barriers: equipment logistics, lack of information in English, lack of an airport, lack of English or German-speaking support, lack of a fast Berlin-Ełk railway connection

Channels: TikTok, influencer marketing, press-trip entry.

5. Karolina „FreshTube” — young YouTuber

Who is? A 22-year-old journalism student from Krakow, runs the „Student Lifehack” channel (85k sub).

Why Ełk? Looking for a cheap, picturesque setting for vlogs (audience likes „real life”).

Needs: stable net to livestream, beautiful locations, affordable accommodation, SUP morning yoga classes, indoor networking events, nomadic community.

Barriers: student budget, access without a car.

Channels: YouTube, Discord, stories on IG.

6. Marek „SilverNomad” — consultant 55+

Who is? 57-year-old SAP systems expert from Katowice, B2B remote contracts.

Why Ełk? He wants to work peacefully, in greenery, and values comfort and local cuisine.

Needs: comfortable apart-studio, medical care, forest walks, regeneration, water sports, mindfulness

Barriers: loneliness – no opportunity means meetings of interesting people, no information about workation in Ełk.

Channels: LinkedIn, industry forums for ITSenior, advertising in the online „Gazeta Wyborcza”.

7. Kasia & Tomek „EscapeCity” — couple with baby

Who are they? Kasia 30 (copywriter), Tomek 31 (data analyst), son 5 months old; they rent 50 m² in Warsaw.

Why Ełk? Tired of the costs and noise of the capital, they test Masuria as a potential place of permanent life.

Needs: quiet 2-room apartment or small house, nursery care at least 3 hours a day, e-bike for rent, medical care.

Barriers: transport and logistics, access to a pediatrician, fear of the situation „and what if it rains for 5 days”.

Channels: FB groups in „style I'm moving out of Warsaw”, podcasts about slow-life.

3. CUSTOMER JOURNEY MAPS — 7 PERSONS

Legend A → C → B → O → R

A Awareness

C Consideration

B Booking/Bookings

About On-Site/On site

R Referral /Command

Each stage is described in three modules:

Touchpoint – Need/Pain – Opportunity (city idea), so that marketing activities can be easily assigned.

Stage

Touchpoint

Need /Pain

A chance for Elk

1. Michał „DevNomad” — freelancer IT

A

LinkedIn post „Lake Desk”

Looking for silence + 1 Gbps

Targeted Ads

C

Compares prices vs Kraków

Bright cost per month

Calculator „How much will you save?”

B

Reservation on the website

Simple form

""Pay When You Share""

O

Cowork 24/7 (night)

- "Self-service, coffee"

- Pass card with free espresso on the first day

R

GitHub Readme (Elk Workation)

I want to show the location

Badge (badge) „Code in Elk”

2. „Team Sprint” – 6 people start-up

A

Hr-benefit mailing

„Where to do off-site?”

Case study „Sprint + SUP”

C

360° /VR guesthouse or hotel

Budget and workshop room
simple calculator „cost per person”

B

HR Manager Book

VAT collective invoice

„Team Pass” + 10% discount

O

Workshops + regattas + coordinator

Integration after work

Event moderator „Code&Kayak”

R

LinkedIn Video

Employer branding

"24-hour video package, company logo against the lake background"

3. „Family Remote”

A

Instagram parenting

No inspiration for July

"Reel „Kids code, parents chill”"

C

Webinar „Work+children”

Animation Care

"Animation plan of the day, all-in prices"

B

Reservation 2 rooms + children

Split-payment

"FamilyPack, instalments 0 per cent"

O

Kids Camp + coworking

Security

Live-cam from the playground in the app

R

Family photo album

Souvenir

Free photo book + digital code

4. Aleksandra „CreativeSoul”

A

TikTok „Lake Reflection”

He is looking for new staff

Press-trip invitation

C

Checks upload

Transfer 30 GB/day

100 GB LTE voucher

B

Barter Reservation

Formalities
Simple influencer agreement „1-klik”
O
Barge Recordings
Bird noise
Podcast Studio
R
Vlog 3 episodes
Range
Serial „Ełk. Work. Lake. Life.”

5. Karolina „FreshTube” – YouTuber 22y

A
YouTube Shorts
Student Budget
Code „STUDENT25”
C
Discord
Viewer Support
Live: Q&A invitation from the lake
B
Airbnb
Bed in the hostel
Hostel with mini-studio vlog
O
Streamstudy
Stable Wi-Fi
Lake-Office hotspot
R
Give-away
For viewers Weekend
Pass for 3 sub

6. Marek „SilverNomad” 55+

A
Article Gazeta.pl
"Uncertainty, because maybe it's „for young”.
"Story „Work + Nordic walking + new relationships”
C
Tel. to the hotel
Comfort + health care
Medical care + pharmacy
B
Telephone reservation
Simple process
AI phone concierge 24/7
O

Walks + cowork
Ergonomics
Ergo chair + adjustable table
R
FB post on groups „50+“
Wants to recommend
Discount 10% familiar

7. Couple „EscapeCity“ + baby

A
"FB group „I'm moving out from Wawy“
"Housing cost
Price comparison: W-wa vs Ełk
C
The Slow-Life Blog
"Pediatrician, nursery conditions"
Info package for young parents
B
Rental for 2 months
Flexibility
Um. rental with extension option
O
Life/apartment test
Child's play
E-Bicycles + 3-hour nursery + animations in the afternoon
R
Post „new home?“
Family from the city
Cooperation with developers

PART D. POSITIONING & VALUE PROPOSITION

Why a remote employee from Poland or Europe should choose Ełk, not Kraków, Wrocław or its own apartment?

A desk with fast and stable Internet, a lake outside the window and a lower cost per month in Ełk vs. a week of vacation in Tricity or in southern Europe.

1. „WHY EŁK?” — KEY ARGUMENTS

- EUR 980/month – average cost of stay (AirDNA 2024), ~35% lower than popular cities in Croatia or Estonia.
- 22 °C – average temperature July–August; in Spain and Greece exceeds 32 °C (Copernicus 2023).
- 1 Gb/s upload — full coverage plan in the coming years.
- The city is located on the shores of a lake, about 20 kilometers of coastline within the city limits – daily contact with nature.
- Poland in the Schengen area, low prices and a high sense of security (Eurostat Safety Index 2023).

2. VALUE PROPOSITION — WHY CHOOSE EŁK?

In three simple points

1. Masurian reset instead of a hot south

In July, the temperature in Ełk averages 22 °C (Copernicus 2023), when Split or Athens exceed 32 °C. This means that in summer you can work and walk without air conditioning, and after work go out on a paddle-board instead of hiding from the heat in the hotel.

2. Full work infrastructure without hidden costs

The „Cowork Ełk 2030” program will create 24/7 workplaces with ergonomic desks and silence for videoconferencing. The entire — accommodation, desk, Wi-Fi and shared, healthy — breakfasts package will cost on average EUR 980 per month, which is 1/3 less than in Tallinn or Gran Canaria.

3. Community and a sense of security

Ełk is a city with a low crime rate (Eurostat Safety Index 2023). Thanks to shared breakfasts and afternoon entertainment organized every day during the summer season, you will quickly meet local sailing and mountain bike enthusiasts. The Ełk Workation Pass app combines Wi-Fi, discounts and public transport in one place — no paper forms

Result:

You get a quiet place to work, active recreation by the lake and real savings — without compromising on internet speed or quality of service.

3. EXTENDED PRODUCT

„EŁK WORKATION” — FRIENDLY SERVICES ECOSYSTEM PROPOSAL

Below is a list of 20 specific services that together create a unique workation experience in Ełk.

1. App „Ełk Workation Pass” — one QR code combines urban Wi-Fi, discounts, communications and payments.
2. Thematic packages (DevPack, FamilyPack, WinterCode) — ready-made accommodation sets + coworking + attractions.
3. Transparent prices long-stay — attractive subscription ≥ 30 days
4. Connections to airports — electric buses Gdańsk airport/Warsaw $\leftrightarrow$ Ełk
5. Digital/telephone support 24/7 — chat-concierge in PL/EN/DE.
6. Community & networking — channel Slack #elk-nomads, weekly meetup „Code & Beer”.
7. Cowork Lake View — modular containers or office boats for rent by the hour.
8. IT & ergonomics equipment rental — 27” monitors, ergo chairs, laptop stands.
9. Health & Wellness Pass — yoga SUP in the morning, sauna by the lake, gym tickets.
10. Kids Code Camp & eco-animations — programming and nature classes for guest children.
11. Medical care and short-term insurance — doctor consultations online or in the clinic in an hour.
12. Talent Concierge — help in finding B2B orders and handling invoicing (partner Fakturownia.pl).
13. Green office starter kit — desk, chair, lamp with sunlight available in long-stay apartments.
14. „program building relationships” — volunteer residents give tours of the city and local culture.
15. Culture pass — workshops on crafts, Masurian cuisine, tickets for cultural events in one package.
16. The carbon — calculator in the app counts the carbon footprint of your trip and allows you to compensate for it.
17. Room on demand — reservation of rooms by the hour via the application, cashless payment.
18. Loyalty program „Workation Miles” — points for accommodation and expenses, redeemable for additional nights.
19. Guide „Nomad Legal” — compendium of tax breaks, visas and formalities (PDF in the app).
20. Seasonal micro-coworks in the forest — portable containers with electricity and Wi-Fi placed among the trees in summer.

Why is this important?

Each service responds to specific — needs, from high-speed internet, through health security, to childcare and nature activities.

Together they build Ełk's competitive advantage compared to other cities. It is an ecosystem of services that requires the cooperation of many entities and the business world, but can create an unimaginably comfortable working and relaxation environment for guests.

4. VALUE IN PRACTICE – „A DAY IN LIFE”

- 07:30
Morning online meeting from the pier, laptop on a picnic table with socket and WiFi.
- 08:30–09:00
Shared networking breakfast in a café on the shores of the lake
- 09:00–13:00
Sprint coding in a coworka overlooking the lake, coffee from a local roastery.
- 13:00
Lunch in fish bistro, 10% discount with „Ełk Workation Pass”.
- 15:00
Videoconferencing – stable 1 Gb/s, zero jams in HD.
- 17:00
Sailing or yoga SUP lesson from „Elk Workation Pass”..
- 20:00
Networking bonfire – contact exchange, new order from another nomad.

5. WHAT DISTINGUISHES EŁK AGAINST THE BACKGROUND OF COMPETITION?

- Climate „Cool North” – in summer you work comfortably, in winter you wander; the south of Europe is struggling with heat.
- Everything close to – desk, lake, restaurants within 10-15 minutes walk.
- Real experience Mazur – local food, crafts, no „concrete”.

6. BENEFITS FOR RESIDENTS AND CITIES

- New jobs - in services and IT-support
- Rental income – average additional family income approx. PLN 9,000 per year.
- Year-round activity – less risk „dead seasons” in winter.

6. BRAND PROMISE

Elk. Work. Lake. Life.

You work like in a big city, breathe and relax like on vacation.

PART E.

OBJECTIVES AND CIRCLES

Key objectives and measurable results.

HOW DO WE LOOK AT SUCCESS?

OKR – Objective & Key Result – helps you maintain a simple scheme: first we tell you what we want to achieve (O), and then we determine one or more numbers (KR) that will undoubtedly show whether the goal has been met. All numbers are real to measure and we check them regularly to quickly correct the course.

Target 1 – „Elk = workation”

We want the word „Elk” to spontaneously associate Poles with working on the lake. Today, virtually no one thinks so – in our survey, barely 2% of people connect the city with workation. Our bar is 25% in 2030. The first control measurement should be performed at the end of 2027. If the 15% threshold is then jumped, we know that the campaign is going in the right direction.

Target 2 – „Accommodation, not likes”

Recognition is important, but the horizontal operational goal is at least 300 workation nights per month. We start practically from scratch (several to a dozen reservations per month), so the first ambition is to exceed the hundred in 2027.

Target 3 – „Desk that always works”

Elk is to win not only by lake, but also by Internet and coworking base. Therefore, by the end of 2026, 100% of the tourist zone is to have a gigabit Internet. The second quality measure will be the independent NomadList – ranking. We aim to ensure that the average reported speed of „real life” by visitors does not drop below 200 Mb/s.

Goal 4 – „Team grams”

The strategy will not work without a local coalition. The plan is simple: by the end of 2025, you must sign a memorandum with at least a dozen – entities, hoteliers, coworking operators, NGOs, municipal institutions and local business. Later, it is worth measuring how this cooperation translates into package sales: if at the end of 2028 seven out of ten reservations are sold in the form of a ready-made package, it means that the partnership turned out to be a success.

HOW OFTEN DO WE LOOK AT THE NUMBERS?

- Quarterly – internal project team meeting
- Semi-annual – project team meeting + comparison of numbers to the first half of the year.
- Every year – update of the full OKR report, broadcast to councilors and partners.

To sum up: If by the end of 2027 the average Pole begins to associate Ełk with a desk by the lake, and the city sells over ten workation packages a month, we know that we are on our way to the result of the goal in 2030.

PART F.

BRAND POSITIONING "EŁK WORKATION"

1. WHAT IS BRAND POSITIONING?

We want the slogan „Ełk” to automatically evoke the association „the best place by the lake for work and rest” in the heads of Polish remote workers. This is a mental shortcut that will distinguish the city from Krakow, Wrocław, Tricity or destinations outside Poland.

2. ANALYSIS OF THE COMPETITIVE FRAMEWORK

- Competitor cities: Kraków, Wrocław, Poznań, Tricity – win by the number of coworks and attractions, lose by climate, proximity to nature and price.
- Holiday destinations: Tricity and Masuria – win with a tourist brand, lose with a job offer (Wi-Fi, desks).
- Village /working from home – wins with costs, loses community and infrastructure.

Conclusion: We position Ełk in the niche „medium city + lake + proximity to nature + fast internet” – exactly what no one else offers.

3. POSITIONING PROPOSALS (3 VARIANTS – LET'S CHOOSE THE BEST)

Variant

Formula „For.../Which.../Ełk offers...”

Pros

Minus

A. „Lake-Desk”

For freelancers who want to code in silence, Ełk offers a desk 24/7 five steps from the lake.

Easy image (photo), consistent with the password already used.

It may sound too „solo dev”; worse with bands.

B. „Sprint + SUP”

For start-up teams that combine product sprinting with integration, Ełk offers a package code + SUP + focus.

Great for Team Sprint; viral potential in B2B."

Does not include families and seniors; requires water events.

C. „Masurian Reset”

For anyone who works remotely and feel burnt out, Ełk is a green reset: refreshing atmosphere, nature and a stable internet.

Catching the emotion of well-being; fits SilverNomad and EscapeCity.

Less technological; it may sound like a spa slogan.

Recommendation: variant A as the main (most universal), variant B B2B campaign, variant C – winter/slow-life communication.

4. ONE SENTENCE „DNA OF THE BRAND“

Ełk is the only city in Poland where you open a laptop by the lake, you have fast and stable internet in a comfortable office and you pay less than in a large agglomeration.

5. TRANSLATION INTO A MARKETING MESSAGE (COPY LAYER)

Persona

Main Barrier

A sentence that breaks the barrier

DevNomad

„Internet in Masuria probably weak“

„Live test: 930 Mb/s download from promenade — see stream.“

Team Sprint

„Too far and no workshop room“

„2 h 25 min by train from Wawsaw, room 60 m² ready for Design Thinking.“

Family Remote

„What about children?“

„Kids Camp: kids build LEGO robots, you finish sprint.“

FreshTube

„Will the upload support live?“

„Upload 320 Mbps — stream from the lake without a jam.“

6. VISUAL TOOLS SUPPORTING POSITIONING

1. Live Speedtest Banner – on the home page Mbps counter refreshed every minute.
2. Lake-office photospot – insta frame on pier with „Ełk inscription. Work. Lake. Life.“
3. Temperature widget – current temperature Ełk vs Kraków vs Split.

PART G.

PROJECT 5 - MONTHLY PROMOTIONAL CAMPAIGN

Comprehensive media plan for the „Workation Elk” promotional campaign
(July - November 2025)

1.GOAL AND ASSUMPTIONS OF THE CAMPAIGN

The „Workation Elk” campaign aims to promote the city of Elk as an attractive workation destination, a place combining remote work with relaxation. According to the development strategy of the Elk Workation brand, the city is to become recognizable in Poland and Europe as an ideal place for digital nomads, freelancers and small teams. The project is implemented in cross-border cooperation with the Lithuanian city of Birštonas –. Both cities are developing as remote work hubs to extend the tourist season and attract remote guests from Poland and abroad. The campaign therefore takes into account international elements (Polish-Lithuanian) and meets the requirements of the EU label (Interreg Litwa-Polska) in promotional materials.

Time range: promotional activities will be carried out for 5 months – in the months of July - November 2025. the campaign will have two stages of increased communication intensity: at the beginning (start of the summer season) and at the end (upcoming project summary event in Elk). During the remaining period July–October, a continuous but reduced media presence will be provided to sustain interest (the so-called sustaining phase).

Budget: The planned activities are within the budget of PLN 110,000 net (according to the assumption of the Interreg project). This budget includes the costs of broadcasting/publication in the media. All costs are based on current market valuations and they were planned in such a way as to use the funds effectively and not exceed the available budget.

Target audience:

The campaign is addressed to people who may be interested in remote work in the attractive tourist environment of Masuria, in which: Polish and foreign „digital nomadzic” – remote specialists from the creative and IT industries who travel and combine work with exploring new places.

- Freelancers and startupers from large cities (Warsaw, Tricity, Krakow, etc.) who are looking for a break from the everyday work environment.
- Small company teams/corporate employees (e.g. from the IT and marketing sectors) interested in work-action or work-retreat trips as part of integration or increasing the creativity of the team.
- Guests from Lithuania –, thanks to the partnership with Birštonas, the campaign will also reach recipients on the Lithuanian side (mainly from border regions and Kaunas district). Materials addressed to Lithuanians will be

available in the Lithuanian version (subtitles or voice-over in spots, translated graphics) in order to remove the language barrier

- Additionally, local tourism entrepreneurs and local government officials are indirect recipients of the message – campaign makes the local community aware of the potential of workation, building acceptance and commitment (e.g. articles in a regional magazine will also go to local decision-makers).

2. CHANNEL SELECTION AND COMMUNICATION TOOLS

To effectively reach the above groups, a media mix was planned combining the advantages of traditional channels (wide regional reach, credibility) with the precision and reach of the Internet.

The following are the selected proposed channels with rationale for their use:

Regional Radio

Characteristics and coverage: In the radio range, two stations covering the Warmia and Mazury region were selected eg:

Radio ESKA Olsztyn (105.7 FM) – a popular commercial music and entertainment station, addressed mainly to younger listeners (15–35 years old). In addition to music, Eska broadcasts local information and has high listenership among mobile people (drivers, youth).

Polish Radio Olsztyn (103.2 FM) – regional public radio station (Polish Radio), with an information and music profile, reaching a wide age group (large group of 40+ listeners interested in the affairs of the region). PR Olsztyn is a reliable source of local and social information.

Both stations are broadcast from Olsztyn, but Polskie Radio Olsztyn also has transmitters, among others. in Elk and Giżycko, so it covers the entire voivodeship. The reach of Radio Olsztyn is approximately 60–80 thousand regular listeners per week (estimate based on Radio Track data for the region), while Eska Olsztyn attracts mainly urban youth (no official numbers, but Eska is often in the top 3 local stations in cities).

Two complementary station profiles will allow you to cover a wide range of listeners in the Warmia and Mazury region. Radio Eska Olsztyn is a popular commercial music station, reaching mainly a younger and active group (young adults, mobile people). Dynamic 30'' spots broadcast in Eska will build interest in the workation offer among people listening to the radio in the car or at work. Polish Radio Olsztyn (a regional public radio station) has slightly older and more local listenership; broadcasting 30'' spots on this air will ensure reaching traditional audiences in the region, including entrepreneurs, officials and residents from outside large cities.

Radio as a medium guarantees a high frequency of message contact (daily broadcasts in the best time bands, e.g. mornings and afternoon listening peaks) and builds the overall awareness of campaigns in the region. The radio spot will focus on an invitation to Elk for workation, with a slogan emphasizing the benefits (e.g. "Work with Lake View – Workation Elk Waits!").

Justification for the choice: Radio is a flexible and relatively inexpensive medium that allows you to frequently reach the message. Thanks to the radio, we can maintain continuity of the message throughout the campaign at low cost (e.g. daily short spots). This is important with a limited – budget in the months when we cannot afford TV, the radio will allow us to continue to remind you of Elk as a workation destination. The choice of two different stations ensures demographic diversity of the audience: Eska will provide information to younger, more entertaining listeners (e.g. students who are in the region in the summer, tourists on their way to Masuria – often set Eska in a car), while Radio Olsztyn will reach entrepreneurs, officials, older people – listening to the radio for news. Both groups are important: young people can use workation themselves, older decision-makers can support the idea or provide information to younger people. In addition, local radio allows for a more informative – message in a spot you can directly invite you to a website or event. Finally, the radio is ideal for communicating in Polish and Lithuanian: we plan to prepare the Lithuanian version of the audio spot and consider broadcasting it, e.g. on the online Radio Znad Wilii or a local radio station in Lithuania in the border region (if the Birštonas partner has such capabilities) – although this was not included in the original channel list, this is an option to be implemented within the budget (e.g. barter exchange with Lithuanian radio for broadcasting the Polish Birštonas spot).

In total, we will broadcast approximately 92 radio spot broadcasts on both stations during the entire – campaign, 40 prime-time broadcasts on one station and 52 broadcasts on the other station. This number, spread strategically over time, will ensure regular reminders about the campaign and strengthen the message at key moments (start and final of the campaign). The effect of the radio campaign will be further enhanced by narrative and audio consistency with video spots and other communication channels of the „Workation Elk” campaign.

Regional television

Characteristics and scope: Two regional branches of Telewizja Polska – TVP3 Olsztyn (covering the Warmian-Masurian Voivodeship) and TVP3 Białystok (Podlasie Voivodeship) were selected. These are channels with a large terrestrial reach in their – regions, e.g. the TVP3 Olsztyn signal technically reaches approximately 1.42 million inhabitants of the voivodeship. According to KIM research, this station has one of the highest audiences among local television (approx. 300,000 people watching annually). Similarly, TVP3 Białystok covers the entire Podlasie region (over 1 million potential recipients).

Justification for the choice: Local television provides credibility and mass coverage in the region. Broadcast of a 30-sec spot. in these channels will allow you to reach the region's inhabitants (including local decision-makers, the business and tourism community) with a message about the city's new initiative. This is important for building the recognition of the Workation Elk brand on site – also to ensure that residents and local companies support the idea (e.g. entrepreneurs from the HoReCa industry who can prepare an offer for nomads). Spot TV will show the beauty of Elk and the idea of remote work outdoors. –

such a dynamic, graphic shot will best present the city's values. Despite the growing role of the Internet, television remains a popular information medium in the region (especially among 35+ people and local government officials), hence its presence in the plan is crucial for the campaign to be publicly visible. Additionally, the presence on both markets (Olsztyn and Białystok) strengthens the message of cross-border nature on Polish land –. We show that the project reaches from Masuria to Podlasie (which geographically brings you closer to the border with Lithuania).

Usage: The 30'' spot promoting Workation Ełk – is scheduled to be broadcast for a total of approximately 5 weeks (2 weeks in September/October and 3 weeks in November). The spot will be broadcast in high-viewing bands of regional channels: before or after local news services („Informacje Olsztyn/Białystok”), in the weather forecast, and in the morning band. Thanks to this, we will gain optimal visibility and reach a wide group of recipients.

We assume the broadcast of 50 spots on TVP3 Olsztyn and 50 spots on TVP3 Białystok, which gives a total of 100 broadcasts during the campaign (details in the cost estimate). The spot will be prepared in two language versions: Polish (with voice-over) and Lithuanian (with subtitles) –, but only the Polish version is planned for television broadcast, while the version with Lithuanian subtitles will be used in the online campaign.

A TV spot will allow you to effectively present the advantages of Ełk (shots of the lake, remote work space, tourist attractions) and build a positive association with the Workation Ełk brand. Presence on TV increases the credibility of the message (prestige media).

Social media and online advertising (YouTube, Facebook, Instagram, LinkedIn, Mazury24 portal)

Characteristics and coverage: Digital media is the core of reaching our modern target group. Will be used:

YouTube – is the most popular video website in Poland, with approximately 28 million users (68.8% of the population) and potential advertising reach of up to 78% of Polish Internet users. YouTube is a platform where users often consume travel content, vlogs lifestyle – is a great place for our promotional spot (in the form of InStream advertising before videos).

Facebook and Instagram – social networking sites under the Meta platform. Facebook remains very popular in Poland (approx. 17 million users, especially people aged 25–50), and Instagram is growing significantly among younger users (approx. 10 million users, focus on image content). Both platforms allow you to precisely target ads by interest and location. In addition, they enable the publication of your own content on city profiles, which we will use in organic communication.

LinkedIn – is the most important social networking site for professionals, with 6.8 million registered accounts in Poland and ~4.2 million active users per month. It allows you to reach people with a business, HR, startup – profile, i.e. those who can initiate workation trips (e.g. a manager proposing benefits to the team, an HR looking for benefits, a remote entrepreneur).

Mazury24.eu portal – a popular website dedicated to tourism in Masuria (run since 2019, known for its rich database of attractions, event reports and active sailing community). The portal has an ever-growing reach – publishes new content every day and has social media profiles. According to the publisher's declaration, sponsored articles on Masuria24 are widely received by lovers of the region (the possibility of highlighting on the main page guarantees thousands of views). This platform ideally reaches tourists and people interested in Masuria, potentially also working in the region.

Justification for the choice: Digital channels allow for precise targeting and interaction with recipients, which is necessary when promoting such a specific product as workation. On the one hand, we need to reach geographically dispersed people (across Poland, as well as in specific areas of Lithuania), and on the other hand, – with specific features (e.g. working remotely, interested in travel, startups). Platforms such as Facebook and LinkedIn provide advanced targeting tools (e.g. by job position, interests „digital nomad lifestyle”). YouTube, on the other hand, is perfect for presenting our spot in an attractive way to exactly those users who watch content related to travel, coworking, etc.

Importantly, the online campaign is measurable – we will be able to keep up to date with the number of views, clicks and responses (optimize target groups, content). Additionally, social media enables two-way communication – users can comment and ask questions; it builds engagement and community around Workation Ełk.

Presence on the Internet is also necessary to reach the younger part of the target group, which rarely consumes traditional media. Many digital nomads get their information mainly from Facebook groups, forums and YouTube –. The lack of an online campaign would be tantamount to being invisible to them.

The Mazury24 portal has been added as a supplement to – reaches people already interested in Masuria (tourists, sailors) who can easily instill the idea: „since you like Masuria for holidays, come here to work remotely”. A sponsored article on this website will allow you to present the Workation Ełk concept in the form of an attractive story/reportage, which will increase understanding of the idea and may convince the undecided.

Social media ads (Facebook/Instagram, YouTube) – Online video channels will be crucial to reaching a younger, mobile and geographically dispersed target group. A 30” video campaign (TV spot adaptation) will be prepared on Facebook/Instagram and YouTube, with one common budget optimized for maximum reach and engagement. These platforms allow you to precisely target recipients with interests related to remote work, travel, technology, as well as set a geographic target –. In the campaign, we will focus on large Polish cities

(Warsaw, Tricity, Kraków, Poznań, etc.), where there are most potential remote employees, and on young professionals from Lithuania (e.g. Vilnius, Kaunas regular visitors to Masuria. Advertisements on social media will lead to a dedicated Workation Ełk website (or profile), where recipients will find details of the offer. Facebook and Instagram will provide wide viral coverage over a 25-40 year period (formats: in-feed video, Stories), while YouTube will allow people watching tourist content, travel vlogs and lifestyle – to be reached in pre-roll form before similar content. Justification for allocation: a significant part of the budget (the largest single category) was allocated to online advertising, because they enable reaching digital nomads on a national and foreign scale, in line with the trend of increasing the role of digital channels in planning travel and remote work. The online campaign will also ensure ongoing – optimization based on results (views, clicks), the budget will be flexibly directed to where it brings the best effect (e.g. more to the platform that generates higher engagement).

Usage: Digital activities are divided into paid advertising campaigns and own content publications:

Online paid ads: The main form is the – 30-sec video campaign. the spot will be broadcast as a YouTube TrueView In-Stream ad (possibility to skip after 5 seconds, payment per watch >30 seconds or click). The YT campaign will run from July/August to 20/11 with varying intensity (as described in the schedule). Estimated reach: with the assumed budget (PLN 25,000), we can generate approx. 1.5–2 million spot views (at a rate of approx. PLN 0.01–0.02 for viewing 30 seconds). This will be a huge injection of – awareness, potentially up to 78% of Internet users in Poland may receive our advertisement at least once. Additionally, we will set up separate Facebook/Instagram Ads – campaigns, part of the budget will be allocated to the video ads format in Facebook and Instagram applications (feed and Stories). Part to promote graphic posts (e.g. photo carousel from Ełk with a slogan). Finally, LinkedIn Ads – here we will focus on the Sponsored Content format (post with video and link to the campaign website) targeted by industries (IT, marketing) and locations (central and southern Poland – large cities, and Lithuania). LinkedIn is more expensive (approx. PLN 20 for 1,000 views), so we will allocate a smaller part of its budget (e.g. PLN 5,000 from the total online pool), trying to obtain several dozen thousand views from the right people.

Own content in social media: A profile of the City of Ełk on Facebook (and Instagram) will be maintained with regular posts regarding Workation –, here we integrate activities with the city's official communication. We will plan a series of posts (min. 5 different formats: infographics, short video with nomadic statements, photos with quotes, live coworking reports, competitions like #LakeDeskChallenge). This content will organically engage the local community and potential stakeholders (we will strengthen organic reach by occasionally promoting posts). In addition, whenever possible, we will use – thematic groups, e.g. we will publish information about Workation Ełk in the groups „Digital Nomads Poland” or „Remote work from travel” on FB, to reach people who are already looking for such opportunities (this is mainly PR activities, free of charge). On LinkedIn, from the account of the city or the personal president of

Ełk, you can publish an article (Pulse post) describing Ełk's participation in the workation – trend, which may attract the attention of industry media and decision-makers (it will increase the prestige of the project).

Advertising on LinkedIn (Poland and Lithuania) – LinkedIn as a professional network will be used to reach a more specialized group: entrepreneurs, HR management staff and highly qualified specialists for whom workation can be an attractive benefit or lifestyle. The LinkedIn campaign will be conducted in parallel in Poland and Lithuania, with separately prepared creations (Polish and Lithuanian). The format will include sponsored posts with graphics/static video and a description of the benefits of remote work from Ełk, addressed to the information page. LinkedIn will allow you to target, for example, people with positions related to IT, marketing, working remotely or interested in work-life balance. Despite the higher costs of reaching, it is an ideal channel for image support of the – campaign and shows Ełk as a modern initiative on the international forum of professionals. Targeting users from Lithuania (in accordance with the assumptions of the cross-border project) will be particularly important. Justification: Being present on LinkedIn builds the credibility of the campaign in the eyes of business and can attract the attention of industry media. The budget for this channel has been separated to enable advertising to be broadcast for key weeks (e.g. campaign launch and autumn phase) with sufficient frequency.

Sponsored publications and content marketing – To more fully present the idea of workation and the advantages of Ełk, a number of editorial content in thematic media has been planned:

Sponsored article on the Mazury24.eu website – Mazury24 is a popular information service for tourists and sailors in Masuria. The article (for PLN 3,000) will allow you to reach people actively looking for information about the region. It will be published at the beginning of the campaign, presenting Ełk as an as yet undiscovered direction on workation, with practical information (where to work, what to do after work, expert statements). Such a publication will increase the organic reach of – portal users can share an article in social media – and improve the positioning (SEO) of the Ełk workation password.

The budget includes the purchase of a TOP sponsored article (cost ~PLN 2,400 for 11 days of exposure on the main one) along with a promotion on the portal's Facebook (+PLN 750). The article will be prepared at the turn of June and July to hit the holiday season when traffic on the website is highest. The content will present Workation Ełk in the context of the „trend, work with a view of Lake” –, perhaps in the form of an interview with the first nomads in Ełk or a reportage from coworking. Thanks to this, the formula will not be purely advertising, but a more inspiring – story, which increases the chance that Mazury24 readers will click and read out of curiosity. After the exhibition on the main page is completed, the article will remain in the portal database (so-called evergreen content) with unlimited – time and will be available for reference later.

Sponsored publications and content marketing - further part:

Print magazine "MADE IN Warmia & Mazury" – is an exclusive, free regional magazine, published in the form of a bimonthly magazine, presenting interesting initiatives, businesses and people from the Warmia and Mazury region. The magazine's circulation is not mass, but the very opinion-forming – often goes to institutions, hotels and cafes, where it is read by local opinion leaders and premium tourists. It is aimed at the middle/upper class, people interested in the development of the region. The summer edition has a higher circulation and is also distributed outside the Warmia and Mazury region. The magazine also has its own website and fanpage. An advertisement/sponsored article in a printed edition is planned (cost PLN 4,500). It will appear in the summer or autumn issue of 2025 (depending on the publishing schedule) – to match the campaign. Thanks to this, we will reach readers who value the region (residents of Olsztyn, local business, premium tourists in hotels where the magazine is distributed). The content of the article strengthens the message of the campaign with a story about Ełk's values and the workation trend, which builds credibility (the form of the press article is more convincing than advertising).

Justification for the choice: Presence in this magazine has a double meaning: firstly, it is building the prestige of the Workation Ełk – brand. The appearance in a valued regional magazine increases the credibility of the project (decision-makers and partners will see that the topic is presented in a beautiful printed form). Secondly, the article in „Made in...” will allow you to tell the story of – in detail, we will fit more content on two pages than in the ad. There you can present, for example, the profile of a remote employee who moved to Ełk for a month and talk about his experiences, adding professional photos of Ełk. This storytelling form can better convince skeptics and inspire readers to follow. Finally, it is also a nod to local – stakeholders that we show that we support regional media.

Usage: sponsored article – 2 pages in stock (cost PLN 4,500 net). The article will be published in the summer issue - June/July/August 2025 (summer edition, where the topics of holidays and rest are just right) or in the September/October issue. The content of the article will be prepared in cooperation with the editorial office to maintain the style of the – magazine. It will focus on the idea of workation, the values of Ełk and a joint Polish-Lithuanian project.

To sum up, presence in the press provides a deeper context and reaches opinion influencers in the region, which will support the long-term building of the Workation Ełk brand. This channel is complementary (niche within range) but qualitatively significant.

Online article and post on Facebook – MADE IN Warmia & Mazury – Complementing your presence in the magazine is the publication of a sponsored article on the magazine's online portal (cost PLN 1,700) and a one-time sponsored post on the MADE IN W&M fanpage (PLN 1,000). The online article will appear with a slight delay compared to the printed version to discount interest in the topic also on the Internet. – will expand its reach to online readers and enable easy sharing of Workation Ełk content on social media. A Facebook

post (promoted by the magazine's profile) will drive traffic to this article using Made In's engaged fan community. These content marketing activities support the – information campaign, educate, translate the concept and show Ełk in an attractive – narrative, which will encourage undecided audiences to consider such a trip.

Outdoor (billboards) – Outdoor advertising will ensure constant visibility of campaigns in selected locations for a long time, strengthening traditional media. We are planning a total of 5 media: 2 in Olsztyn, 2 in Ełk, 1 in Mikołajki, 1 in Kaunas/Klaipeda 1 (for possible consideration). Thanks to this, we obtain geographical coverage and exposure in 5 strategic places.

Justification for the choice: Outdoor advertising plays an image and complementary role in the campaign. A large billboard with a slogan and a visual of the beautiful landscape of Ełk immediately attracts attention. – acts on emotions and builds logo recognition. Outdoor also provides continuous 24/7 visibility for anyone passing – as opposed to media where the message is fleeting.

In our campaign, billboards will perform several functions: In the region (Olsztyn, Mikołajki), – build brand awareness among the local community and domestic tourists. People who, for example, do not use social media will see the poster and remember the slogan Workation Ełk. This strengthens the overall reach of the campaign.

In Ełk, – engage locally: residents feel that the city is promoting itself (which may make them be ambassadors of ideas, e.g. an entrepreneur will see a billboard and think about entering their hotel into the „Workation Friendly” program). Moreover, for visitors to Ełk (e.g. in summer there are many domestic tourists there), a billboard can be an impulse: „O, Ełk does something with workation –, maybe next time I will come here not only for a weekend, but for a longer time with work?”.

In Kaunas/In Klaipeda (Lithuania), – shows Lithuanian partners and local nomads that Ełk also invites them. The content of that billboard will be in Lithuanian, e.g. „Workation Ełk – dirbk ir atostogauk Lenkijoje!” (Work and relax in Poland!). Such a message on the main street in Kaunas will certainly arouse curiosity. – is quite unusual for a Polish city to advertise there, which in itself will attract perhaps media attention.

Planned exhibition

Ełk (2 billboards) – exposure for 5 months (entire campaign period). Billboards in the center of Ełk or on the main artery will ensure that both residents and visitors see the message many times. For the local community, it is a signal that the city is investing in promotion (building pride and awareness of the project), and for tourists already staying in Ełk, – is an incentive to return for workation or extend their stay.

Olsztyn (2 billboards) – exposure after 1 month each. The capital of the region is crucial to reach the inhabitants of the entire voivodeship (transport routes intersect here, many people who can use workation work here). We are planning two media in Olsztyn in various high-traffic locations (e.g. center/bypass). Two billboards can be used simultaneously during the peak season or sequentially (e.g. one in July, the other in September) – to ensure presence both in summer

(when many people plan to relax) and at the beginning of autumn (reminder of the offer after the season).

Mikołajki (1 billboard) – exposure 1 month in mid-summer (July or August). Mikołajki is the tourist heart of Masuria, attracting thousands of holidaymakers from all over Poland in summer. A billboard with the slogan of the campaign in Mikołajki will reach tourists relaxing – and will sow the idea that they can return to the area (to Ełk) for workation in the fall or next season. Even if they do not benefit immediately, awareness of the Workation Ełk brand is growing among people already in love with Masuria.

Klaipėda, Lithuania or Kaunas, Lithuania (1 billboard for possible consideration) – exposure 1 month (planned e.g. in September). Klaipėda is a large port city from which many Lithuanians travel deep into the country and abroad. Billboard in Klaipėda will allow you to communicate Workation Ełk's offer directly on the Lithuanian market, taking advantage of the fact that Ełk cooperates with the Lithuanian Birštonas in the project (although the towns are far from each other, the message is addressed generally to Lithuanian tourists). The content of the billboard will be bilingual or entirely in Lithuanian – adapted to the foreign recipient to be understandable and attractive. Thanks to this, the campaign will make its physical presence felt in Lithuania, which may also be noticed by the local media and the travel community there.

In the campaign, billboards play a role that perpetuates and ensures – continuity even in periods when there are no spots broadcast on radio/TV, the “Workation Ełk” message is visible in public space. Additionally, a large-format image with a slogan and visualization works in terms of image, strengthening the branding of the campaign. Material note: all outdoor and digital creations intended for the Lithuanian market will be professionally translated. We plan, for example, to prepare a version of a video spot with Lithuanian subtitles and a billboard with a slogan in Lithuanian to make the message effective and culturally tailored.

All posters will be professionally designed within one graphic line consistent with the campaign (using the Workation Ełk logo and Mazur graphic motifs). It is necessary to ensure that the required EU logos (Interreg) are placed in accordance with the guidelines for the promotion of EU projects – posters will contain a bar with the EU logo and information on co-financing (in accordance with the Interreg LT-PL 2021-27 communication manual, linked in the project documentation).

Outdoor, as a mass medium in public space, will enhance the synergy effect with other – channels, e.g. someone can first see a billboard and then come across our post on social media and recognize it more easily (or vice versa: after hearing about the campaign on the radio, a billboard in the city will confirm the message). Thanks to this, we ensure repeated contacts between the recipient and the brand, which is necessary to build awareness.

3.IDEA & CAMPAIGN MESSAGE

The campaign will emphasize the trump features of Elk that are important for this target group: picturesque lakes and forests, peace, nature and clean air of Masuria, and at the same time the availability of infrastructure for work (internet, coworking, comfortable accommodation). The message is intended to build the image of Elk as a place where you can work effectively remotely, while taking advantage of the charms of relaxing by the lake. Additionally, the cross-border aspect of – will be taken into account. The materials will emphasize cooperation between Elk and Birštonas (e.g. mentions in sponsored articles), which strengthens the message that Elk is part of a broader international initiative.

TRANSMISSION PROPOSALS:

TV (spot 30 sec.), YouTube (spot 30 sec.), video on social media (video 10-30 sec.): Modern, interestingly designed open space office. Outside the window you can see a metropolitan view. A young man sits in front of the computer at one of the desks. Above his head in a nervous atmosphere, his superior explains the problem. He speaks quickly, nervously, and uses corporate newspeak. At some point, the young man presses Ctrl + Shift + E (E for Elk) and suddenly, instead of his superior's talk, you can only hear the calming sound of nature. The young man presses the keyboard shortcut again, then the supervisor's noisy talk returns. He presses the keyboard shortcut again and only the sound of nature around him again. The man comes up with an idea of what we see on his face. With anticipation, curiosity and a swashbuckling smile, he leans over the keyboard and presses Ctrl+Shift+Enter. Raising his eyes suddenly, the keyboard sign sees that he is sitting on the shores of a lake in Elk. On a special bench for digital nomads with free WiFi and electricity connection. During this transformation, the sound did not change, you can still hear the soothing, relaxing sound of nature. Happiness and relaxation appear on a man's face. End board with logos and www.workation.elk.pl. Password: „Save the project and switch to workation in Elk”. After the board, we return to the stage by the lake for a few seconds. On the screen of a young man's laptop in an online meeting program, we see his superior nervously explaining something. A young man presses Ctrl + Shift + E. When you press the buttons on the keyboard, the supervisor's talk stops, you can only hear the pleasant, soothing sound of nature.

Radio (spot 30 sec.): Open space office sounds: keyboard taps, calls, coffee machine, air conditioning, steps of women's heels. Suddenly these sounds fade away. LECTOR: „Take a deep breath, save the project and switch to workation in Elk”. There is a relaxing and soothing sound of nature: the sound of the forest, the singing of birds, the sound of the waves of the lake crashing against the beams of the pier. VOICEOVER: „Elk. Work. Lake. Life. Here you can work effectively remotely, while taking advantage of the charms of relaxing by the lake. Visit www.workation.elk.pl”

Social media: Graphics have a static but dynamic form in visual message and copy — with a clear call to action (CTA), references to the slogan „Ctrl + Shift + E” and the unique atmosphere of Elk.

EXAMPLES:

"Ctrl + Shift + E = Escape" - Graphics: Computer screen showing the keyboard shortcut Ctrl + Shift + E. In the background: half of the photo is a corporate office, half is a lake in Elk. Copy: „Save project. Switch to Workation at Elk.". workation.elk.pl, CTA: „See what digital freedom looks like"

"Replace office with lake" - Graphics: Split screen – on the left: crowded office, on the right: lonely bench with laptop by the lake. Copy: „Your office does not need to have walls. Just WiFi and view.", CTA: „Get inspired by Elk – workation.elk.pl"

"When was the last time you heard silence?" - Graphics: Photo of a quiet lake surface with a reflection of the sky, laptop and mug on the pier. Copy: „Here you turn noise into wave noise." Elk. Work. Lake. Life., CTA: „Click and check what it looks like to work with nature"

"Meeting in the cloud (but not the corporate one)" - Graphics: A man in a hoodie sitting on a pier with a laptop, clear sky above him. Copy: „Your next meeting may have a different climate.", CTA: „Change scenery – switch to Workation"

"You are not a – tree you can move", Graphics: Tree with roots vs man with laptop against lake background. Copy: „Remote work is freedom. Elk is a place that awaits.", CTA: „Get to know workation.elk.pl"

"Air conditioning vs. climate Mazur" - Graphics: Left: office fan. Right: open window overlooking the lake and forest. Copy: „You don't have to choose between comfort and nature. In Elk you have both.", CTA: „Workation in Masuria – click and see"

*"Digital nomad? Welcome home." - Graphics: Stylized laptop graphics against the background of a map with a pin on Elk.
Copy: „Elk is the Masurian capital of digital nomads. WiFi. Peace. Space.", CTA: „Work remotely in Elk"*

"This is where stress ends and Elk" begins - Graphics: White screen with „Loading... Elk Workation Mode". Copy: „Ctrl + Shift + E and you're already here.", Elk. Work. Lake. Life. CTA: „See how you can work with view"

4. CAMPAIGN SCHEDULE

The planned activities were spread over time in order to optimally use the budget, reach the most important decision-making moments of recipients and maintain the uninterrupted presence of the campaign from summer to autumn 2025. The following is the calendar of activities:

June/July 2025 – Startup phase (summer season peak): From June/July, intensive broadcast of radio spots – Radio ESKA Olsztyn and Radio Olsztyn broadcast advertisements for ~4 weeks. Approximately 40 30'' broadcasts were planned at each station (an average of 2–3 spots per day on weekdays, morning and afternoon prime-time) to build up fast coverage. At the same time, online campaigns will start from the end of June or the beginning of July: Facebook/Instagram and YouTube – with increased intensity from June/July. We want to „capture” attention of people planning holiday trips and potentially working remotely in the summer). In June/July, a sponsored article will be published on Mazury24.eu, coinciding with the beginning of – radio broadcasts so that the media drives each other (the person who reads the article will then hear a spot on the radio, which will increase the effectiveness of the message). Billboards: From June/July we reveal billboards in Ełk (they will be exhibited throughout the campaign until November) and additionally two billboards in Olsztyn and a billboard in Mikołajki –, maximizing the visibility of the campaign in the peak of summer. At this time, it is also planned to publish an article in the magazine "MADE IN Warmia & Mazury" – if it is a summer issue (July/August), our material will be published now, reaching readers during the holidays, but if it is not possible to print the summer issue in time, publication will be postponed to September. To sum up, at the beginning of the campaign, we strongly emphasize our presence in all channels at the same time to generate a synergy effect and reach both tourists staying in the region and online recipients before or during their holidays.

August 2025 – Maintenance phase: In August, we deliberately take a break from broadcasting radio spots and (possibly) postpone TV activities because it is the month of the full season, when many recipients are on turnouts (less TV/radio efficiency) – at the same time, many people have already encountered the message in July. However, this does not mean the disappearance of the campaign: online advertising (Facebook/Instagram, YouTube) – still works intensively, although we can slightly reduce the daily budget compared to July to save funds for the fall, digital campaigns still target vacationers and remote employees (in August, some of them are planning autumn trips or thinking about returning to work – is a good time to remind them about Ełk). Outdoor: the billboard in Ełk is still visible, and in Mikołajki the exhibition lasts (if it started in July, it lasts until the end of July; alternatively, you can plan St. Nicholas Day for August to cover the entire peak season). Billboards in Olsztyn disappear after the July exhibition – this month is the only one in which we do not have a carrier in Olsztyn, but this gap is partially filled by the presence of MADE IN W&M magazine (copies with our advertisement are read throughout the summer), an online article on their website and constant social media posts (Ełk's own city profiles, possible additional mentions, although unbudgeted, may appear).

August is therefore a period of moderate intensity: continuity of the message is ensured by digital and outdoor media in the tourist area, while part of the budget is saved for a strong impact in autumn.

September/October 2025 – Autumn phase (second wave of the campaign): In September, at the end of summer, we launch a television campaign. For approximately 2–3 weeks (e.g. from the beginning to September 20), we broadcast 30'' – spots on TVP3 Olsztyn and TVP3 Białystok for a total of approximately 60 broadcasts (e.g. ~30 broadcasts on each channel, an average of 2 per day in selected bands). The date has been selected so that viewers returning from vacation, starting the work/school season, see our message when planning autumn activities. Television gathers a wide audience in September (e.g. reports from the end of summer, news) – we use this to provide information about the autumn workation offer (e.g. "Catch your breath in autumn – work remotely from Ełk" in Masuria). At the same time, in September–October we are intensifying the online campaign again: the second wave of Facebook/Instagram and YouTube advertisements starts again with a larger budget from the beginning of September (those who have not seen us in the summer will see us now; we are also changing – creations a bit, e.g. by adding the golden autumn theme in Masuria). LinkedIn Ads are also planned especially for the period September – October – we promote the idea of workation as a way to avoid the autumn blues, targeting professionals who return to work after the holidays and may consider leaving in October/November. New outdoor media also appear in September: the second billboard in Olsztyn (for the entire month of September) – reminding residents of the region about Workation Ełk after the summer, and a billboard in Klaipėda (planned in September to reach Lithuanians planning autumn trips). Additionally, a sponsored post on Facebook MADE IN W&M – will likely promote this article to thousands of profile fans in September. This autumn phase of the campaign is crucial to achieving the main goal of the project, i.e. extending the – season, which is why media spending is increasing again, and the message focuses on the advantages of staying in Ełk outside the main season (peace, autumn colors, lower prices, still good conditions for remote work).

November 2025 – Final phase and expiration: By November 20, the campaign is officially ongoing, although most activities end at the end of October. At the beginning of November, single TV spots may still be broadcast (if the September broadcast package is scheduled until the first days of November) or online advertisements (the rest of the budget used in the first week of November). During this period, we no longer plan new publications or broadcasts, but rather to maintain the effects: there is still a billboard in Ełk (until November 20), reminding residents and visitors about the idea of workation. The final weeks may be devoted to campaign evaluation (not covered by this mediaplan) and a summary of the results. Thanks to this schedule, it was possible to maintain a constant presence of the campaign in the – media space for the full 5 months. At least one traditional channel was active at any time (radio in July, outdoor non-stop, TV in September, press in summer/autumn), meeting the assumption of continuity of communication.

Summary:

The Workation Ełk campaign has been planned to make the most of each stage of the season:

- Summer wave – full scale, intense presence in all channels
- Autumn wave – aimed at people looking for autumn peace and productivity
- Maintaining continuity – well-thought-out interlacing of traditional and digital media, ensuring continuous contact with the target group

As a result: throughout the entire 5 months of the campaign, at least one traditional medium is active at a given time – in accordance with the assumptions and optimal media strategy.

5. CAMPAIGN BUDGET

Action /Channel Description Net cost

- Radio Eska Olsztyn (spot 30'') 40 emissions "PLN 12,000.00"
- Polish Radio Olsztyn (spot 30'') 52 emissions "PLN 10,000.00"
- TVP3 Olsztyn (spot 30'') 50 emissions "9,500.00 PLN"
- TVP3 Białystok (spot 30'') 50 emissions "9,500.00 PLN"
- Facebook/Instagram/YouTube – video ads "throughout the campaign, with intensification in July and September." "PLN 30,000.00"
- LinkedIn Ads (PL & LT) "PL + LT campaign, July–October, video and graphic formats" "PLN 17,953.52"
- "Sponsored article Mazury24.eu Publication June/July "PLN 3,000.00"
- Magazine "Made in Warmia & Mazury" – print Summer or autumn 2025 issue "PLN 4,500.00"
- Made in W&M – article online September 2025 "PLN 1,700.00"
- Made in W&M – post FB sponsored September 2025 "PLN 1,000.00"
- Billboard Ełk (5 months) "1 media, June–November" "PLN 5,120,000"
- Billboard Olsztyn #1 (1 month) "1 media, July" "PLN 1,024.00"
- Billboard Olsztyn #2 (1 month) "1 media, September" "PLN 1,024.00"
- Billboard St. Nicholas Day (1 month) "1 media, July or August" "PLN 1,024.00"
- Billboard Klaipėda/Kaunas (Lithuania) "1 media, September, EUR 618" "PLN 2,654.48"

TOGETHER (Sum of emission costs across all channels) "PLN 110,000.00"

The presented media plan ensures comprehensive and consistent communication of the Workation Ełk campaign over 5 months. The selection of channels has been made so that:

Maximize coverage (regional TV, YouTube and outdoor will ensure reaching a wide audience in the region and country), the Precisely reach a niche target group (advertisements on LinkedIn, Facebook, articles in industry places will reach people really interested in workation), Maintain the continuity and freshness of the message (different phases of the campaign varying in intensity and content will prevent the recipients from getting tired, and at the same time someone will come into contact with the message about Ełk at any time), Take advantage of the synergy effect (the combination of offline and online media and

paid/owned/earned activities will make the message strengthen each other –, e.g. the radio audience will then visit the FB website, and the magazine reader will see a billboard confirming what he has read). The planned total cost of the campaign is exactly PLN 110,000 net, which means full use of the available budget without leaving a reserve. Therefore, no additional funds are planned for activities complementary to –, the whole thing was planned and distributed with the highest precision for the broadcast, publication and promotion of campaigns in media channels. The costs were based on current and verified market rates, consistent with the price lists of television and radio stations, press publishers, advertising platforms and – outdoor operators, including: AMS billboard (PLN 1,024 net/month), TVP3 spots (package of 50 broadcasts = PLN 9,500), audio campaigns on Radio Eska and Polish Radio Olsztyn (total 92 broadcasts for PLN 22,000), online video advertising (total PLN 47,953.52 for Meta, YouTube and LinkedIn).

5. SUMMARY

The campaign schedule covers the full period from June/July to November 20, 2025, with activities logically spread over time:

June/July – starting phase: intensive radio activities (Radio Eska and Polish Radio Olsztyn), launch of an online campaign (Meta Ads, YouTube), publication of a sponsored article on Mazury24.eu, exhibition of billboards in Ełk, Olsztyn and Mikołajki, publication of printed material in the magazine „Made in Warmia & Mazury”.

August – maintenance phase: lower intensity, continuation of online activities, visibility of the billboard in Ełk and Mikołajki, effective consumption time of the printed press.

September/October – autumn phase: second wave of the – campaign, broadcasts of TV spots on TVP3 Olsztyn and Białystok (100 broadcasts in total), re-intensification of the online campaign, LinkedIn campaign addressed to Poland and Lithuania, exhibition of a billboard in Olsztyn (second medium) and a billboard in Klaipėda, publication of an online article and a sponsored post at MADE IN Warmia & Mazury.

November – final phase and extinction: end of the billboard exhibition in Ełk and possible closure of online activities in the first week of November.

Thanks to this planned schedule structure, the campaign ensures continuity of communication in traditional and digital media for a full 5 months, as well as full coverage of key decision-making moments in the holiday and autumn seasons. Each channel was deliberately selected – with justification in terms of reach, costs and specificity of the target group. The campaign will be monitored in accordance with broadcast and publication schedules, and payments will be made in accordance with media contracts and deadlines.

PART H. LONG-TERM STRATEGY 2030

PART 1. BRAND BUILDING AND MAINTENANCE PHASE: ELK. WORK. LAKE. LIFE.

A. Introduction

Over the last few years, remote work from a temporary location – workation – has grown from a niche phenomenon to a full-fledged lifestyle, shaping new maps of professional mobility in Europe. Cities that can offer high-quality digital infrastructure, inspiring natural surroundings and the friendly costs of living become hubs of this transformation. Elk has all the predispositions to join this group of – pioneers, but it needs a coherent, long-term plan that, out of short-term enthusiasm, will create a lasting competitive advantage.

This Long Term Strategy describes how to consistently build and maintain the „Elk Workation” brand to achieve two main goals in 2030:

- $\geq 25\%$ spontaneous brand awareness among potential „digital nomads” and hybrid workers in Poland and neighboring countries,
- average ≥ 30 workation residents per month, generating a stable, year-round revenue stream for local services and building a new, creative social fabric of the city

The document consists of three complementary blocks of activities:

- Awareness & Engagement – focuses on scaling brand visibility through the strong „Elk differentiator. Work. Lake. Life.”, immersive content and partnerships with opinion leaders while actively involving residents as ambassadors.
- Brand consolidation and development (Consolidation & Growth) – expands the workation experience to B2 B segments and develops the product offer (including: Floating Cowork, Workation Friendly) and strengthens Elk's position in the international destination network „Cool North”.
- Measurement & Optimization – creates an integrated data ecosystem that combines tourism metrics, digital metrics and customer voice, enabling quick iterations and transparent reporting of the effectiveness of every penny of the budget.

The strategy is rooted in the existing brand vision and develops it in a sustainable way – financially, environmentally and socially. It combines the courage of the first player with unconventional ideas: from spectacular initiatives such as the annual Elk Workation Festival to quiet but critical work on SEO, UX of the workation.elk.pl portal or obtaining European grants for digital infrastructure.

B. Building awareness and engagement (2025-2026)

The first 24 months of the „Ełk Workation 2030” strategy are the phase in which the brand must make its presence felt the loudest and create a lasting bond with the target group. This is the „period of the first player”: the workation market in Central and Eastern Europe is just emerging, and the low 2% recognition of Ełk means both a challenge as well as huge growth potential. Therefore, in 2025-2026, it is crucial to build a recognizable – brand signal for the „Ełk password. Work. Lake. Life.” – and showing that behind the promise there is real, accessible infrastructure: gigabit internet, a network of coworking spaces and a package of „attractions after work”.

Phase one focuses on two parallel tracks:

1. **Scaling coverage** – multi-channel communication (SEO, social media, paid video, influencers) is intended to generate the effect „everywhere I hear about Ełk”. In practice, this means: expansion of the workation.elk.pl portal into a full-fledged content hub, serial Reels/TikTok „Lake Desk Challenge” campaigns, the Ełk Work Lake Life podcast and presstrips with Nomad List and GitHub leaders.
2. **Enabling the community** - because no workation destination exists without authentic user stories. The Workation Friendly certificate for local service providers, UGC competitions with reimbursement of stay costs, and finally the premiere edition of the Ełk Workation Festival are intended to turn tourists and residents into brand ambassadors.

The substantive backbone of the activities is the coherent narrative about Ełk as „Cool North” – a combination of nature, work comfort and favorable living costs. Paid-media campaigns lead recipients to specific conversion tools (cost calculator, lead-forms for long-stay packages), and each channel is assigned a clear KPI: from a threshold of 1 million views on social media to 100 objects with the Workation Friendly badge.

Area

Key activities

KPI (2026)

Brand Identity

- CI book extension with „Workation Friendly” – certificate module for hotels, cafes, coworkes.
- Sharing the “Partner Kit” graphics package for self-co-branding.”
“100 objects with PE badge”

Website & SEO

- Migration of the landing page to the full workation.elk.pl portal with the EN/DE version.

- Content hub „How to workation in Poland” (pillar + 10 satellite items).
500 backlinks

Social Media

- Series Reels/TikTok „Lake Desk Challenge” – nomads tag #LakeDesk.
- „Reimbursement for stay” for the best UGC.
”1 MILLION def., 500 UGC”

Content Marketing

- Podcast „Elk Work Lake Life” (12 episodes/year).
5,000 Calc./msc views

Influencers& partnerships

- Co-create presstrip with Nomad List – live ranking.
- Program „Code & Kayak Ambassadors” (dev-influencers).
”20 Amb., 10 M Range”

Paid campaigns

- Always-on YouTube TrueView (PL + LT) → remarketing SEO.
- LinkedIn Ads flight on HR/Founder.
”CPM ≤ PLN 20, CTR ≥ 2.3 %”

Events

- Elk Workation Festival - full edition of '26.
- „Floating Cowork Opening” – summer office unveiling on the lake.
1 000 participants/year

Monitoring

- Dashboard GA4 + Brand24 (#LakeDesk, #WorkationElk, #ElkWorkLakeLife).
SOV quarterly report

C. Brand fixation and development (2027-2028)

The first stage of the – strategy high-profile entry of the „Elk Workation” brand in 2025-2026 – is intended to increase spontaneous recognition from today's 2% to double-digit levels. If, in the control measurement at the end of 2027, we break the 15% threshold and consolidate the monthly attendance of ≥ 100 workation stays, we will know, that „spark worked” . The 2027-2028 phase is intended to turn this spark into a stable flame that will warm the city even outside the peak season.

The main challenge is to extend tourist and business traffic to the entire year –. Today, most overnight stays in Elk take place in July–August. Therefore, we enter the stage of „perpetuation and development” with three priorities:

The 365° – promise „lake desk” product is deepened with new year-round experiences: WinterCode winter package, microcoves in cafes and restaurants and the spectacular Floating Cowork, the construction of which is planned in the action map for the coming years. All tourist zones are expected to achieve 100%

gigabit WiFi coverage during this time, and the urban „Workation Pass” will become the digital key to services, discounts and analytical data.

Scaling via networks and B2B – we launch „Team Sprint” (official package for corporate teams) and Workation Friendly Alliance with „Cool North” cities. The goal is that by the end of 2028, every third reservation comes from the HR-benefit or team-offsite segment.

Social proof + data-driven marketing – based on a mature community and the Workation Friendly certificate, we build the „Workation Miles” loyalty program and implement MMM modeling, thanks to which media decisions will be dictated by a real impact on booking, not just coverage.

So this phase focuses on depth, not just volume. Instead of subsequent large teaser campaigns, we focus on improving the guest experience, expanding the audience (B2 B, families, senior nomads) and hard proving that Elk is the most profitable and reliable workation destination in „cool, green” parts of Europe. If the plan succeeds, by the end of 2028 we will enter the final stage of – optimization and full maturity of the – brand already with a strong reputation, stable revenue for local services and an active community of ambassadors who spread themselves the history of **Elk. Work. Lake. Life.**

Area

Key activities

KPI (2028)

Brand Identity

- Enter “Cool North Alliance” with Tallinn, Riga and Birstonas."

3 cities in the alliance

Website & SEO

- Section B2B – packages „Team Sprint”, case studies (HR-benefit).
- Micro-local SEO „cowork Elk”, „mazury workation”."

20% traffic with long-tail phrases

Social Media

- Live speed-test widget (Elk vs Split) in Stories.
- Slack Channel #elk-nomads

1,000 Slack members

Content Marketing

- „Remote Winter” eBook Series, „Family Workation”.
- VR-tour 360° apartments.

5,000 e-book downloads

Influencers & partnerships

- „Digital Campus” – annual collaboration with 3 remote-first universities.

500 trainees/year

D. Monitoring and optimization (continuous, 2025-2030)

For the „brand, Ełk Workation” date is not a decoration of the report, but the fuel of the entire ecosystem. For the next six years, every TikTok post, every Wi-Fi speed score reported to Nomad List, and every euro from the account left in the cafe, they are to be sent to one – data stream so that communication and product decisions are based on facts, not intuition. The foundation will be the integrated BigQuery → Brand24 → GA4 stack, which connects tourist traffic with digital signals.

The measurement strategy works in the rhythm of RIPA (Review → Insights → Plan → Action). The project team meets, to review the dashboard, collide data with OKR goals and define iterations; every six months or years there is a comparison with the benchmark market (e.g. Tallinn, Gran Canaria), and once a year a report is prepared for the City Council and business partners.

Area

Key activities

KPI (2028)

Paid campaigns

- Performance Max Google – lead-gen for long-stay packages.

1 000 leads/year

Events

- Next edition of the Ełk Workation Festival + SUP regatta.
- Roadshow pop-up cowork in Kraków/Warsaw.

"3 cities, 2,000 demo-desks"

Monitoring

- MMM model + data-driven attribution.

Semi-annual report

1. Integrated data stack – stack BigQuery → Brand24 → GA4, which connects tourist traffic with digital signals.
2. OKR cycle – quarterly or semi-annual sprint: Review → Insights → Plan → Action (RIPA).
3. Market benchmark – semi-annual report vs e.g. Tallinn, Tbilisi, Gran Canaria based on WiFi speed, cost of living, occupancy (sources AirDNA, Ookla).
4. Panel „Voice of Guest” – satisfaction survey + verbatim AI analyst (topics, sentiment).
5. Early-warning KPI – if spontaneous awareness drops additional budget Ads + PR.

E. SUMMARY

Ełk wants to go from „hidden Masurian secretu” to the first recognizable destination in Poland, workation. The vision for 2030 is precise: spontaneous brand awareness is expected to increase from today's 2% to ≥ 25 per cent and the number of nights working from ≤ 15 to ≥ 30 per month. This goal supports a unique combination of advantages: mild, „cool” summer 22 °C instead of Mediterranean heat 32 °C, gigabit network in public space and attractive monthly stay cost lower by ~35% than in the most popular places in Croatia or Estonia. The whole thing spins the password „Ełk. Work. Lake. Life.” – the promise of working like in the city and living like on vacation.

Strategy grows out of the values of hospitality, working to the rhythm of nature, authenticity and digital innovation – each expressed in practical projects: shared breakfasts by the lake, solar „bench-desks” with USB-C socket, Workation Pass app combining Wi-Fi, discounts and public transport in one QR code. The facilities include a 20-element service ecosystem (from the DevPack package to monitor rental) and the – loyalty program, the foundation of a lasting advantage over the competition of Tallinn and Split.

The „Ełk Workation 2030” strategy combines the „green resetu” emotion with hard gigabit infrastructure and makes, that working on the lake is becoming a real, year-round alternative to the crowded hubs of southern Europe. If the city maintains the pace of action in three pillars – loud launch, deepen the 365° product and analyst – Ełk has a chance to become an icon of Polish workation and a model for other medium-sized cities, how to turn the trend of hybrid work into a lasting economic advantage.

IDEA: A festival that will make Ełk the Polish capital of workation.

When the idea of „Ełk Workation 2030” was born, it quickly became clear that the strategy needed a tool to promote visible, tangible and long-term development prospects. This is how the Ełk Workation Festival – event was born, which will combine remote work, relaxation, technology and nature in one place and time. Ełk may be the first city to define the password „workation” in Polish.

The festival is another milestone in the strategy of attracting digital nomads. The pilot edition is intended to demonstrate that „Mazury before season” is not an oxymoron, but an advantage: lower prices, slower pace and the same – or maybe even better and more accessible – infrastructure. The festival is open to everyone working online.

PART 2. EŁK WORKATION FESTIVAL – FLAGSHIP PROMOTION TOOL IN LONG-TERM STRATEGY: EŁK. WORK. LAKE. LIFE.

The planned activities were spread over time so as to make optimal use of budget, hit the most important decision-making moments of recipients and maintain continuous campaign presence from summer to autumn 2025.

The following is the calendar of activities:

Freelancers and single nomads will come for inspiration, freedom, relaxation, efficient Internet and the company of people who understand the dilemma: How to combine work with traveling? Startup teams will swap product sprints in the office, on the workation right on the shore of the lake. Families of digital nomads will learn about a daily sports development program for children, thanks to which momUXdesigner and tatadataanalyst can quietly close the project. And content creators — vloggers, YouTubers, podcasters, Instagramers — will get the most photogenic green screen: a charming city, beautiful nature and a mirror surface of water that reflects the sky differently every day.

The festival has specific goals ahead of it: to prove to the technology media that a product sprint can be closed at Lake Ełckie. The first edition is also intended to convince residents and entrepreneurs that this event extends the tourist season and increases their revenues. The idea doesn't stop at a one-time party. The festival is to become a permanent point of the Masurian calendar. In the following seasons, the festival will grow, it will be supported by projects such as: floating cowork „LakeOffice”, the „Local Buddy” program, in which residents help nomads in the first days after arrival, and a network of places with the Workation Friendly sticker and guaranteed gigabit WiFi.

Ełk Workation Festival: WHY 1?

The long-term goal is simple, although ambitious: by 2030, Ełk is to become the first city in Poland, which comes to mind when you hear the word: workation, a password „Ełk. Work. Lake. Life.” is supposed to sound as recognizable as „Land of a Thousand Lakes”. If the first edition of the festival defends itself in the eyes of nomads and the media, — Masuria will gain a new narrative: not only sailing, relaxation and holidays, but also remote work in the rhythm of waves.

Time window. In 2025, there is still no event in Poland that would combine remote work, recreation, technology and nature in one place and time. Ełk may be the first city to define the password „Workation” in Polish. The first pilot edition of the festival will allow you to test the infrastructure, learn about the needs of guests and check whether the local community is ready for guests with laptops. This is a safe training ground without the risk of „oversellu”.

A story to tell. Media loves „first time”. The free, open festival with laptops on the pier is a picture that asks for headlines in the tech and lifestyle sections.

Elk Workation Festival: WHY 2?

Build a – city brand in one week we create more UGC content than in a year of promotional campaign. Every #LakeDesk photo becomes an excellent advertisement for Elk.

Attract new revenue – guests work during the day and after work spend money like tourists in hotels, restaurants, the retail and service industries.

Extend the season – spring in Masuria can be quiet; the festival is intended to show that silence and a cooler climate are an advantage, not a disadvantage.

Elk Workation Festival: FOR WHOM?

Freelancers and single nomads – catch inspiration, breath, space and fast WiFi for productive work.

Startup teams – product sprint + outdoor integration.

Families on remote – parents work, children play at Lake Kids.

Content creators – lake gives frames that are not found in the coworkas of big cities.

Elk Workation Festival: WHAT LONG-TERM GOAL?

By 2030, the festival is to become an annual ritual that opens the city's spring-summer calendar, and Elk – is a must-see for the workation map in Central and Eastern Europe. The participant of the first edition of the festival returns as an ambassador, the sprint team turns a week-long stay at the festival into a quarterly ritual, and the family reserves the winter „Winter Code” package in the summer.

Elk Workation Festival: WHAT WILL ELK GAIN?

Economically – real revenue growth of local entrepreneurs.

Socially – new jobs that combine with the idea of workation.

Markowo – strong storytelling „Elk. Work. Lake. Life.” turns into a real experience that the HR, Tech and lifestyle – industries are talking about, not just tourist folders.

Elk Workation Festival is therefore not another festival, event or urban event, but a transformation tool: it shows in practice that work and rest can coexist, and work on the lake can be as productive as work in an office or a modern skyscraper. For the city, this is a great step to the year-round capital of workation.

2. PROPOSED STRUCTURE (PROGRAMME) OF THE FESTIVAL DAY (lasting 7 days)

The Elk Workation Festival program is intended to seamlessly combine three elements in one day: a morning meeting with the community (networking over breakfast), full concentration and productive work at the computer in specially created coworking zones and an afternoon in which the body catches up with

the head: handicraft workshops, development, sports activities and cultural events. Instead of multiplying attractions for the sheer number, we chose several key moments: a shared breakfast with local flavors, an eight-hour work zone overlooking the water surface and afternoon activities that awaken muscles after a professional marathon. In the evening – music, cinema or bonfire – because the best ideas are born when thoughts have a place to relax. The weekly structure is a tangible demonstration of the „Ełk strategy. Work. Lake. Life.“ – Ełk will benefit from this event ambassadors who will tell the world that remote work tastes best on the calm water of the Ełk lake.

DAY STRUCTURE:

AM – Breakfast together and then work /cowork + short lectures as an inspiring break from work „Coffee Talk“ (30 min).

PM – Water and outdoor activities, development and business workshops.

EVENING – Networking + culture (concert, outdoor cinema, bonfire).

Permanent zones (open daily)

Cowork – spaces prepared in local restaurants and cafes

Lake Kids – program 612 l., 09:00–17:00 for nomadic families.

Silent Garden – quiet concentration zone, hammocks + ANC headphones.

Food Court „Masurian Flavors“

HOW TO MAKE A MARKETING LEVER OUT OF A FESTIVAL?

- The festival is a newshook – free event, with natural scenery of Masuria, intended to be a magnet for technology and lifestyle media.
- UGC – #LakeDesk competition: the most interesting photo of a desk by the water wins a month in an apartment in Ełk.
- Workation Friendly Map – every cafe or bookstore with a sticker and fast WiFi becomes a free carrier of the city brand.
- The campaign preceding the festival is intended to promote the slogan „Quit your job in the big city and come to Ełk. Although for a week 😊 EŁK WORKATION FESTIVAL 2025. Among the entries, we will select 50 people who will be invited to the festival free of charge. They will receive free accommodation, meals and coworking space for work for 7 days of the festival.

3. PROPOSED CONTENT OF THE PROMOTING ARTICLE Ełk Workation Festival 2026 (the article shows a possible vision of implementation, building the workation brand in Ełk and the benefits that this event will bring to the city)

Programmers, copywriters, graphic designers, YouTubers, influencers and dozens of digital nomads meet in a cafe on the shores of a lake in Ełk. This is their daily ritual – or at least this week – because this is how every day of the EŁK WORKATION FESTIVAL begins. During a shared breakfast, young people who decided to replace their desk in a large city for a week with a coworking work space in Ełk meet to feel the taste of Masuria. After a light breakfast, they

sit down with their laptop in intimate spaces prepared for them. All overlooking the lake. – This is the first time I've combined remote work with a – trip, says Paweł, A 32-year-old programmer from Warsaw. – And I admit that this week will change my life. I understand that working in the office is very effective, but once in a while, maybe several times a year, I would like to go to workation. And I will definitely also return to Ełk, where I got this teaser to work outside the office, preferably with a view like in Ełk.

The first edition of EŁK WORKATION FESTIVAL, which is currently underway, is a pilot version of this event. No tickets, no gates, with one big mission: to see if you can actually work efficiently, when outside the window, instead of streets, rushing cars and rushing, you can see a calmly undulating lake, nature and people walking slowly. The event organizers say directly: Ełk is just waking up as a workation destination. In this way, the city can test the idea and not overload the infrastructure, which operates at full capacity during the summer season. – If participants fall in love with the idea of a laptop by the lake, we will consider together at what time of year it is best to organize such an event: spring, summer or autumn, what program to offer participants, what accompanying events and concerts for the evening – explains the originator of the festival.

What does the program of this year's pilot edition of EŁK WORKATION FESTIVAL look like? The festival started on Monday. Until Friday every morning, participants meet for a shared breakfast integrating this community. They try local flavors and coffee from a Masurian roastery, which turns them into higher gear. After this meeting, everyone sits in coworking spaces prepared by the festival organizers. All places have a view of the lake. In the afternoon, participants will receive interesting handicraft workshops, sports and recreational activities, and in the evenings cultural events: concerts, performances, film screenings. On Saturday, the final of the event will take place. There will be a debate „Workation in Poland – a new branch of tourism or a temporary fashion?“. On stage: HRdirector from the Krakow softwarehouse, slowlife blogger, city president and some of the festival participants who have been working remotely in Ełk for a week. During this day, there will also be creative and marketing workshops, lectures by digital nomads who have been traveling for years, and presentations of places surrounding Ełk where digital nomads can find a wonderful place to work remotely. – We work, learn, have fun and relax for 7 days – to the rhythm of the slogan „Ełk. Work. Lake. Life.“ – says the originator of the festival. Everything is within a dozen or so minutes' walk, within the reach of a stable and fast intrnet, with an animation zone for children and local cuisine.

4. Ten key promotional activities „before festival“

Phase

When

What we do

Why it works

1. Teaser & Save-the-Date

T-12 → T-8 weeks.

- announcing date and place
- launching landing page with simple „formLeave email, we'll be the first to know“
- teaser-video 15s in Reels/Shorts/TikTok."

Early teaser + lead-magnet = address database

2. Early-bird & Content Reveal

T-8 → T-4 weeks.

- we disclose 30-40 % of agenda or headliners
- start of enrollment (page counter)
- post series „meet speaker/start-up
- first paid campaigns (Meta/LinkedIn, remarketing to teaser list people).

78% of organizers increase attendance thanks to social media, and the early discount speeds up the purchasing decision.

3. Partner & Influencer Push

T-6 → T-3 weeks.

- affiliate packages (coworks, incubators, chambers of commerce) – get dedicated invitations
- LinkedIn/TikTok micro-influencers create „Why am I going to..." (short video format)
- live Q&A with organizers."

people-driven" campaigns generate authentic reach

4. UGC & Hashtag Challenge

T-3 → T-2 weeks.

- we repost user content in Stories/LinkedIn feed

Hashtag-contest on TikTok can explode with range – platform conquers organic visibility longer than IG/FB

5. Last-Minute FOMO

Last 2 weeks

- daily countdown in Stories + number of recent places

Limited availability turns passive observers into „enrolling participants“

6. Preview Events/Pop-ups

Parallel to phase 2-4

- mini-speed-networking in a popular coworker (15 min, free)
- webinar „How to prepare for pitch-randek"."

"Experience „tap brand“ increases offline conversion → online; additionally creates content „on hot“."

7. PR & Media

Whole Period

- press-kit (logo.png, agenda, photos)
 - pitch to industry podcasts (inviting organizer to talk)
 - press release to Puls Biznesu, MamStartup, Forbes, local media."
- Earned media builds credibility in the B2B group (especially in Poland, decisions often „follow the industry press“).

8. Remarketing & Lookalikes Whole Period

- pixel Meta/LinkedIn + Google Tag Manager on page
 - campaigns to landing + video-watchers visitors
- "Cost of obtaining a record remarketing can be up to 30% lower than cold ads

9. Command Program Start in T-8 weeks

- each saved participant receives a unique link (additional values for themselves and the recommended participant who will sign up)."
- Referral can give 10-25 per cent of additional sales/enrolments with a minimum budget

10. Monitoring & Optimization

Weekly

- A/B creation test (Reel vs. static post)
- correcting budgets every 7 days

Data-driven iterations are the core of modern event marketing

4.SUMMARY

Cowork under the cloud, kayaking mastermind sessions and evening networking bonfires can build a landscape in which work-life balance ceases to be a slogan and becomes GPS coordinates. Ełk Workation Festival – its true value lies in micro-stories: in the decision of a freelancer from Berlin to move to Ełk for the summer; in the application prototype created between the morning SUP on Ełk Lake and the afternoon panel; in contact, which turned into an investment even before the festival lights on the shore went out.

Is the „workation“ format the future of Ełk? Perhaps. One thing is clear: thanks to this event, Ełk will put a bold exclamation point in the sentence about the future of remote work. Will you go to workation in Ełk?

PART I. SUMMARY

By the end of the decade, at least every fourth Pole, when hearing mention of workation, should instinctively recall the image of a laptop reflecting the sky on Lake Ełk. Goal: 25 percent of brand recognition and at least 30 remote employees per month who, instead of in the heart of Warsaw, Krakow or other large cities, create a code on the shores of the Ełk lake.

Ełk throws four advantages at the scale. First – climate: July 22 °C as Split melts in over thirty-degree heat. Secondly, – gigabit optical fiber, which is to cover the entire tourist zone in the future. Third – price: a month in an apartment with a lake view costs less than a week in a fashionable Tricity hotel. Fourth – clean air, instead of smog from large cities. And finally – silence that you won't buy in the open-space at Rondo Daszyńskiego.

The first test of ambition will be the Ełk Workation Festival – pilot, a free event scheduled for the last week of November 2025. There are no tickets or expensive – catering here, there is a light breakfast, eight hours of work in temporary coworkes by the lake and an afternoon SUP regatta. „BETA” version is a lockpick: the city checks whether the idea will surprise you outside the holidays. If so –, subsequent editions will move to the summer and will become the showcase of the region.

The strategy comes down to three words: Work. Lake. Life. In the morning you have all the servers in the world under your fingers, at noon, an electric boat at your fingertips, and in the evening an unplugged concert echoing from the water surface. And if you run out of inspiration, you'll find a „Lake Desks” map, a free lemonade coupon, and a „field game in the Workation Pass app. Catch five Workation Friendly” stickers. Unlike ephemeral billboard campaigns, Ełk drew a 5-year map of activities: from installing hot spots in the park to building a floating coworka and a coalition of local – partners, including: hotels, strikingly creative cafes and an e-bike operator.

Critics ask whether 30 nomads a month is not enough for a revolution. What matters is the snowball effect – top thirty will attract another one, and good Wi-Fi and even better stories spread faster than the summer heat.

„Work like in the city, breathe and relax like on vacation”. Is this a real vision? If the implementation of the strategy works as planned, another decade of Masurian history may replace the former slogan „Land of a Thousand Lakes” with a new slogan: „Land of Workation”.

1. AirDNA Rentalizer. „Average 30-Day Rates, Q22024” – CSV exports for cities: Elk, Tallinn, Split, Gran Canaria.
2. Antyweb. Article „Workationpopolsku? Checking Mazury”(September 2024).
3. Booking.com. WorkAnywhere Report2024 – statistics 72% of employees planning workation.
4. Brand24. Monitoring dashboard #LakeDesk & #WorkationFriendly (2024–2025).
5. Clear Channel Poland. Price list Outdoor Q32025 – LED carriers thermometers.
6. Copernicus Climate Change Service. ERA5 Monthly Averages1991-2020 – temperature data Elk 22°C.
7. Copernicus C3S. European State ofthe Climate2023 – sectionheat waves in southern Europe.
8. DESKMAG. Global Coworking Survey2024 – statistics43000 cowork space.
9. Enpact & GIZ. Workation Hotspots in CEE2024 – cowork growth +42% and list of 12 citiesbenchmark.
10. Eurofound. „Living, Workingand COVID-19”Wave5 (2023) – 49% hybrid work potential.
11. Eurostat. „Tourism Trends EU-27” 2023 –datatravelbezauta
12. Firebase /Google. „App Onboarding Benchmarks 2023” –activation60% in 24h
13. Google Poland. ThinkTravel „Google Ads Performance Travel 2023” – ROAS 4:1 for GDN remarketing.
14. GUS. Tourism– „Accommodation2023”, boardF2 – seasonality Mazury 71%.
15. Harvard Business Review. „Where Digital Nomads Spend and Why”, 2022 – average expenses US\$36000.
16. HubSpot Poland. Benchmark B2B Lead Gen 2024 – conversion5% nabooking off-site.
17. ILO. Monitor „COVID-19andtheWorldofWork”, ed.7 (2021) – 3mldpeopleworking remotely.
18. Online Canteen Panel. CAWI study „Workation Awareness PL”, May2024 – spontan. knowledge Elk2%.
19. LinkedIn. „GlobalAds Benchmarks 2024” – Wed. CTR 2.3% in the IT Polska industry.
20. McKinsey & Company. „HybridWork in Europe Outlook2023” – 60% hybrid potential.
21. MfiPR. FEnIKS2021-27 program – line financing digitization (chapter 2.2).
22. Ministry of Infrastructure/PKPPLK. Rail Baltica investment announcement 12/2024 – time W-wa ↔Elk 2h25min (2026).
23. NomadListAPI snapshot 05-2024 –speedWi-Fi and outdoor workspace score.
24. Numbeo. Cost of Living „Elk” snapshot 03-2025 – average lunch35PLN.
25. OECD Tourism Papers. „Digital NomadVisas”, 2024 –over 40 countries with the program.
26. OoklaSpeedtest Global Index. FixedBroadband municipaldata Q12024 –speeds Elk, Tallinn, Split.
27. PARP. Report „Enterprise Benefit Trends PL” 2023 – couponsbenefit workation.
28. Polish Institute of Tourism. „Autumn on the go 2023” – 60% of Poles plan to go outside the city.
29. SpaceX. Starlink Coverage Map(IV2024) –Mazury coverage.
30. Statista. „Digital NomadWorldwide Forecast 2024-2030”, ID 1271137.
31. Telepolis. „Map5G Poland2024” – operator coverage in Elk.
32. UKE. „State of the telecommunications market 2024” – optical fiberFTTH in municipalities.
33. YouTube Studio. FreshTube Channel Statistics, March 2025 – 100k views navlog.
34. ZDNet. Article „Starlinkasback-upforremote work”(2024) – latency 40ms.
35. Deskmag. Coworking Europe Keynote 2015 – increase from 1000 → 5800 spaces (2010-2015).
36. Remote Year – press materials 2015 –pioneering model „cowork + travel”.

37. Polish Travel Press. „Masuria off-season: hiddendemand”, February 2024.
38. AppFollow. „CPI and Retention Benchmarks 2024” – CPI travel apps PL ~3.8 PLN.
39. Think with Google. „Micro-Moments for Travel 2023” – UGC role in conversion 20%.
40. Gartner. „Future of Work Trends 2025” – segmentation hybrid work.
41. Deloitte. „Digital Nomads and Taxation” 2023 – fiscal risk stays >183 days.



The marketing strategy of the WORKATION brand for the City of Elk developed as part of the „WORKATION project as a cross-border tourism destination’.

Project co-financed by the European Union from the European Regional Development Fund under the „European territorial cooperation goal for 2021-2027” of the INTERREG VI-A Cross-Border Cooperation Program Lithuania – Poland 2021-2027.

The project is implemented in partnership with the Tourist Information Center in Birštonas, Lithuania.

DARBOSTOG'S BIRŠTONE MARKETING STRATEGY

Marketing strategy of the brand „Darbostogî Birštonas” w as
part of the project „Darbostogos – tourism area border”

Principal: Centre Information Tourist in Birštonas
Producer: Dr. Vilija Malinauskaitė

The development of this document was financed by the European Neighborhood Instrument for 2021–2027 under the Interreg VI-A Poland-Lithuania cross-border cooperation program and from the funds of the project partners.

Project No. LTPL00290 „Darbostogės – cross-border tourism area” („Workation as a cross-border tourism destination”), implemented by the Tourist Information Center in Birštonas in cooperation with the Polish partner, the Elk commune, financed by Program Cooperation Cross-border Interreg VI-A Poland Lithuania na years 2021–2027 and by partners project. Total Value project is 159 592.50 EUR, z what 127 674.00 EUR financed is of measures Union European.

The aim of the project is to strengthen the role of culture and sustainable tourism in economic development, social integration and social innovation. The project aims to ensure greater recognition of the border region as a tourist area, reduce the seasonality of the tourism industry, and facilitate the use of natural resources and cultural heritage in services tourist, especially related z tourism sustainable, development and linkage needs tourist z social and educational needs.

The project and its activities are aimed at promoting common tourist products, i.e. creating the Darbostog brand which will increase the recognition of the region, reduce the seasonality of the tourism sector and have a positive impact on social innovation. Organizing work-related events can attract new streams of tourists to the region.

Interreg



Bendrai finansuoja
EUROPOS SĄJUNGA

Lietuva – Lenkija

DARBOSTOG MARKETING STRATEGY IN BIRŠTONA

Marketing strategy of the brand Darbostog, what is meant by Birštonas, according to the project „Darbostogos – border tourism area”, funded by the Interreg VI-A LitwacentPolska program for 2021–2027 (hereinafter referred to as – Programem,). The project is implemented by the Tourist Information Center in Birštonas in cooperation with elko commune (Poland).

Subject of the order – services in scope developing strategies creating and marketing brands „Darbostogos in Birštonas” (called onward „Strategy”). The services are ordered as part of the implementation of the LTPL00290 „Darbostogos – border tourism area” project, financed by the Interreg VI-A Poland-Lithuania program for 2021–2027 (hereinafter referred to as „Programem”). The project is implemented by the Tourist Information Center in Birštonas in cooperation with the Elko commune (Poland). The aim of the order is to create a common cross-border WORKATION brand and develop a marketing strategy for this brand.

Purpose strategy is elaboration effective short-term and long-term strategy marketing brands „darbostogaic” in Birštonas, comprising the – work holiday design brand is attractive, modern and recognizable

Services related to the development and implementation of a communication campaign introducing the workshop brand to market

. Furthermore:

Increasing brand recognition in Lithuania and abroad. Biršton positioning as remote work and recreation resort.

Promoting off-season local and inbound tourism (October – April). Contributing to employment growth in the private sector.

Strategy Scope:

1. Marketing action plan (short-term marketing strategy) (implementation deadline to 31/10/2025).
2. Long-term marketing strategy (five-year implementation deadline from December 1, 2025).

Interreg



Bendrai finansuoja
EUROPOS SAJUNGA

Lietuva – Lenkija

The marketing strategy and action plan of the municipality of Birštonas for tourism for 2016–2025 aims at effective use **marketing measures** to increase **recognition of Birštona's tourist resources intended for professionally active people** both in Lithuania and on priority and prospective foreign markets. Its goal is **promoting a greater influx of long-term tourists** and **strengthening Birštona's position as an attractive and competitive holiday destination** at the national, regional and international levels.

I. Mission, vision, goals

This section states **vision** marketing brand „Darbostogai in Birštonas” **by 2030.**, and also specified **mission, goals and tasks** serving to realize this vision.

II. Analysis of the current situation

Carried out **analysis trends concerning persons active professionally in Lithuania**, comparing je of specificity services offered in Birštona. Rated **the resource potential of Birštonas** in terms of tourism competitiveness at national, regional and international levels. Based on employment trends, it identified **priority and prospective customer markets**, and also market segments were distinguished according to demographic indicators and tourist habits.

III. Plan marketing activities of the commune Birštonas na for tourism for 2025

Na base analyses present situations and formulated objectives strategic and tasks developed plan marketing **brands „Darbostogai Birštonas” municipalities Birštonas na year 2025.**

IV. Long-term marketing strategy brands „Darbostogai Birštone” municipalities Birštonas

Na base carried out analyses situations and formulated objectives strategic and tasks, prepared long-term marketing strategy **brands „Darbostogai Birštone” of Birštonas Municipality** for five years.

Brand vision, mission, value proposition.

Brand Vision:

Become a leader in the Baltic region, creating a harmonious and inspiring environment for productive, professionally active people, where the peace of nature and traditions of a healthy lifestyle harmoniously combine with modern work opportunities, attracting ambitious and conscious employees remote and independent specialists.

Brand Mission:

Creation and continuous improving high quality infrastructures, services and experiences in Birštonas, enabling employees perform their work productively, have quality leisure, take care of their physical and mental health and experience authentic Lithuanian health culture and natural beauty.

Brand value offer (which makes Birštonas a unique choice for modern people working consumer?):

1. **Birštonas: inspiration to labour dredged z natural sources – Yours successful decisions.** (Underlined specific source inspiration and direct benefits for success)
2. **Rhythm natures for Your performance: Birštonas – harmonie success.** (A) Connection rhythm natures with work efficiency and success)
3. **The power of nature Birštona – for your inspiration, for your success.** (Short, strong and directly connecting with both aspects)
4. **Energy success t.k.i. in natur Birštona. Discover inspiration to work.** (Underlined, where t.k.i. source success and how it is related to work)
5. **Inspiration to labour – riches nature Birštona. Achievement success – peace and harmony.** (Two parts, separately emphasizing benefits flowing z natures for labour and benefits flowing z ambient for success)

Accents:

- Efficiency in surroundings nature. Connect effective work remote z possibility relax and drawings fresh air, enjoying the advantages of Birštona nature (mineral water, Neman bends, forests, parks).
- Oasis health. Benefit z exceptional properties medicinal water mineral in Birštonas, centres SPA and services health, caring o your own good well-being physical and psychic during labour and po hers finished.
- Modern infrastructure and connectivity. Enjoy z reliable and fast internet, comfortable space to cooperation and modern apartments, adapted to a long stay.
- Authentic culture and community. Get to know the real culture of Lithuania, local traditions, take part in events and feel friendly atmosphere local communities.
- Responsible and sustainable choice. Travel and work consciously, choosing services friendly for environmental and contributing to the sustainable development of the Birštonas region.
- Flexibility and diversity. Find the most suitable combination of accommodation, work and spending free time, tailored to individual needs and budget.
- Convenient access. Enjoy the peaceful rhythm of life, being close to the large cities of Lithuania and having convenient access to services needed.

The proposals offered highlight not only the job opportunities, but also the uniqueness of Birštonas as a place where contemporary a person can find a balance between career and personal life, take care of his health and enjoy the pleasures of nature and cultures.

Situation analysis (SWOT, competitors, market segments).

Target market/recipients the products are quite wide, but they can be divided according to specific ones. Below are the main segments and explanations of why they are potential:

1. Remote Workers:

- Description: people who have the opportunity to work from anywhere with Internet access. These may be employees whose companies allow to work remote, or freelancers.
- Why they are the target market: they have the greatest demand and flexibility to travel and work in same time. For them, work is not only a rest, but also an opportunity to change their surroundings and avoid routine, a maybe even increase efficiency in a new place.

2. Self-employed professionals (freelancers):

- Description: people working independently, having clients in different places. Their work schedule is often more flexible than traditional workers.
- Why are they group target: likewise how employees remote, have freedom choosing places work. Jobs remote maybe be for them way to income reconciliation with travel and acquiring new experiences.

3. Digital Nomads:

- Description: people whose source of income is online work and who consciously choose to travel and live in different places by longer time.
- Why they are the target group: remote work is part of their lifestyle. They are constantly looking for comfortable and interesting places to work and live, which is why regions offering good infrastructure and attractive environments are very important to them.

4. Employees enterprises having possibility „workation“ (employees with possibility „workation“):

- Description: employees to whom companies offer the opportunity to work elsewhere for a specified period of time as an additional benefit or measure motivational.
- Why are they group target: segment this grows, because companies pass yourself case, that flexibility maybe increase satisfaction employees and their performance. Jobs in Birštonas maybe be attractive option for such employees.

5. People seeking a short-term escape from routine:

- Description: people who do traditional work but want to briefly change their surroundings, avoid the hustle and bustle of the city and productively work in a quieter place during your vacation or long weekend.
- Why they are the target group: Birštonas, with its peaceful atmosphere and nature, can be an excellent choice for such shorty „restart“, connecting work with relaxation.

Why these groups are target groups:

- The need for a flexible workplace: all these groups have a need to work outside the traditional office environment.
- They value comfort and infrastructure. A stable Internet connection and a comfortable work space are important to them and accommodation.
- They seek experiences and good well-being. Jobs are not only for them only work in another place, but also bargain to getting to know a new culture, nature, taking care of your health.
- Are inclined to planning and search information in Internet. Group that actively uses the Internet in searching travel and places labour, therefore effective marketing digital is very important.

Birštonas, of your own beauty nature, peace and traditions health, should focus on getting to know these segments, emphasizing just the advantages as perfect conditions to productive labour and high quality rest.

Consumer research, observations on behavior.

Survey of trends in the workplace: survey of business managers

This report presents the detailed results of a consumer survey which analyses current and future trends in depth concerning employees. Purpose research was obtaining material perceptions from managers enterprises in purpose better understanding the changing expectations of employees and the approach of enterprises to the possibility of combining professional and high work quality relaxation. W total conducted detailed interviews z 20 enterprise managers representing various industries and sectors. Valuable information and experience provided by respondents allowed for the creation of more detailed information image future models „darbostogów” and theirs potential. Study it is especially current, taking pod attentive steels the changing labour market and the growing demand for flexibility.

Research methodology

The study was conducted using a qualitative methodology, conducting in-depth individual interviews with each company manager. This method was chosen to obtain not only superficial but also open, diverse opinions and deeper insights into employee needs and business strategies related to places work. During each interview, the latest trends in the labor market and challenges related to employee retention and motivation were discussed and possibilities, what offers concept days work. Management actively divided you're getting experiences your own firms and observations na subject behaviour and expectations employees. Taka form interviews allowed grasp subtle nuances and personal views, which difficult is get in studies quantitative.

Main conclusions and trends

During the study, several very important and clear trends emerged related to the growing popularity of the darbostog concept. First of all, almost all managers surveyed agreed that modern employees are increasingly striving for greater flexibility in the workplace. They want the opportunity to harmoniously combine work life with private life and time free. It clearly shows, that traditional model offices, demanding constant physical presence, gradually changes you're getting in more flexible forms of work. Employees are looking for innovative ways to stay productive and efficient without feeling attached to a specific place.

Po second, vie clear growth needs self-reflection and development personal among employees. Actively they seek no only jobs, but also spaces where they could take time to reflect, listen to themselves, restore internal balance and stimulate creativity. For this reason, the popularity of places located in the bosom of nature has particularly increased. Management says being in nature helps break away from the everyday hustle and bustle of the city and stress, creating an environment conducive to both concentrated work and high-quality relaxation. The peace of nature allows you to regain energy and improves the overall well-being of employees.

Third, despite striving for peace and quiet, employees have very high requirements regarding quality and availability services provided. The questioned bosses strongly emphasized that in workplaces you need to provide diverse and good food it meets various needs and specific nutritional requirements. Equally great importance is attached to extensive services health. This includes not only SPA treatments, but also the opportunity to practice sports and participate in yoga classes and programs meditation or others relaxation classes. Employees want to feel completely well-groomed and comfortable, even when working away from ordinary office environment. In addition to the above-mentioned services, management also emphasized the need to have a reliable, fast Internet connection, as well as the importance of ergonomic and quiet workplaces that enable effective executing tasks professional. All te details they decide o success general experiences employees.

The survey results clearly show that „darbostogos” is not only a temporary fashion or a temporary trend, but a long-lasting and constantly intensifying one evolution of work culture. It reflects the changing needs and expectations of today's employees in terms of flexibility, well-being and personal development. Companies that

they want to effectively retain talented employees, increase their job satisfaction and improve overall performance, they must actively take these trends into account and incorporate them into their human resources strategies.

For business entities providing accommodation and recreation services, these observations open up huge and promising opportunities. Resorts, agritourism farms and other nature-based areas that will be able to offer both high-quality and functional working conditions, as well as a wide range of recreational, health and relaxation services, have the potential to become extremely attractive work centers. By effectively using the conclusions of the study and putting them into practice, a new, innovative, competitive and attractive package of services can be created that will meet and even outperform expectations and needs of contemporary employees. Will it attract new segments of customers and strengthen your position on the market.

Analysis of the data collected during the survey showed that people choose to work in different locations for the following reasons.

Bigger flexibility and independence (independence from places of labour and home)

Work-life balance: Remote work allows you to better reconcile work and private life responsibilities. People can work in places, which inspire them, spend more time with family or friends or just enjoy getting away from the office sometimes far from home in this same place, in which they work.

Possibility to choose the environment: The variety of locations allows you to choose the working environment that best suits individual needs. Some better concentrate while getting in a cafe, others in a peaceful hired villa or cabin by the sea.

Possibilities of travelling and discovering new cultures

Cognition world: Jobs in a great manner allow sightseeing world without sacrificing careers. People can visit new countries, cities, know different cultures and customs during work.

Inspiration and creativity: New surroundings, views of nature and cultural experiences can stimulate creativity and help with generating new ideas and expanding horizons.

To increase efficiency and motivation levels

Limitation of routines: Change of places of labour and environment allows to avoid routines and boredom, which often lower motivation and productivity.

Greater job satisfaction: Being able to work from anywhere in the world increases job satisfaction because employees feel they are getting more appreciated and have bigger freedom. Maybe it increases loyalty towards companies.

Feeling better: Remote work can help reduce stress and burnout because it allows you to spend more time to spend time in nature, play sports or simply relax after work.

Causes economic

Lower cost of living: In some countries or regions, the cost of living is much lower than in the home town, so that people can live more comfortably with less money.

Tax credits: Some countries offer special tax credits for digital nomads or people working remotely, which may be advantageous financially.

Technological progress and enterprise culture (established traditions)

Infrastructure of remote labour: Quick development of technology (i.e. internet, platforms for videoconferencing) allows for effective work from anywhere in the world.

Changes in the approach of enterprises: More and more companies recognize the benefits of remote work and show greater flexibility enabling employees to work from different locations. This becomes an attractive service for employees.

Distinguishing target „markets employees remote”, should return attentive na professions, which representatives have easier to work remotely:

Most popular occupations suitable for remote workers:

- IT specialists and programmers, digital marketing and content creation specialists, SEO specialists, social network managers, content creators/songwriters (copywriters), graphic designers, video editors, translators and specialists to language, virtual assistants and specialists ds. labour administrative.
- Specialists finance and accounting.
- Specialists ds. handling client: many firms has remote centres handling client, in which employees respond na questions customers by phone, email or communicators internet.
- Managers projects: Although sometimes they can be necessary physical meetings, many projects can effectively manage remotely using project management tools and communication platforms.

Highlight and specify the main requirements for a region or destination of type „working holiday”:

1. Technology infrastructure – top priority

Reliable and fast internet: This is the most important criterion. Business travelers need stable and fast internet connection to work effectively. Therefore, it is important to invest in high-quality Wi-Fi throughout area (w hotels, cafes, spaces common, a even na beaches or in parks, if it possible). Important is, to the connection was stable and could withstand heavy loads.

Solutions emergency: very important is, to think o spare solutions internet na accident failure main connections, e.g. alternative providers or the ability to use 4G/5G networks.

Appropriate connections: it is important to ensure a sufficient number of electrical sockets and the ability to connect devices.

2. Adjustment space working and accommodation

Comfortable workplaces:

Rooms hotel: rooms z comfortable a desk, ergonomic chair and good lighting.

Coworking spaces: Special, quieter spaces for work only should be equipped. They may be equipped in comfortable desks, chairs, monitors and printers. Is it excellent occasion for employees mobile no only to labour, but also to references new contacts.

Cafes and restaurants: important is, to in cafes and restaurants ex comfortable places z sockets electric and reliable Internet access.

Privacy and peace: working people need peace and the opportunity to focus. It is important to provide space for labour, separated from noisy lounge areas.

In conclusion, we present the findings of several international studies:

Employees getting more esteem yourself possibility labour z any places. Study Jobbatical (m.a.j. 2024 r.) showed, that over half (55%) employees in Great Britain would like to work in another country, a two third (67%) employees in of age 18–34 years they would be more willing to accept a job offer from a company that offers such opportunities. <https://www.jobbatical.com/ebooks/navigating-the-global-labor-market-in-2024-report>

Although companies may not transport employees to their workplaces in the traditional sense (i.e. not organize the entire trip), more and more employees decide to work from other places. The Owl Labs report indicates that 58% of employees worked remotely from elsewhere than homemade office or space coworking, and 26% did it

2–3 times in year. It shows, that employees actively they use z flexibility labour remote in place work.

<https://resources.owllabs.com/state-of-remote-work>

The Localize survey (2024) highlights that 87% of respondents said short-term mobility opportunities such as coworking increases employee satisfaction with work. This means that although it may not organize directly

„dawcogogów”, companies getting more they appreciate theirs benefits for satisfaction and maintenance employees.

<https://www.localize.com/blog/crafting-a-robust-remote-work-policy> Employees who have the opportunity to choose their workplace are happier: <https://www.awork.com/blog/happier-at-work-with-workation-work-happiness-report-2024>

Birštona attractiveness rating.

Birštonas ma many cech, which are very attractive for working tourists:

- Peaceful and relaxing area. As a resort, Birštonas is famous for its peace and cleanliness. This creates the perfect atmosphere to focus on up and productive work, z away from the hustle and bustle of the big ones cities.
- The beauty of nature and clean air. The city is surrounded by pine forests, bends of the Neman River and parks. Possibility walking outdoors, admiring the views and silence helps you relax after work and inspire new ones ideas.
- Health traditions. Birštonas is known for its mineral waters and medicinal mud. During periods of intensive work, you can use the services of SPA centers and sanatoriums, taking care of your physical and mental well-being. It's perfect an opportunity to combine work with improved health.
- Compact and comfortable city. Basic services, accommodation, cafes and entertainment are easily accessible on foot or by bike. Is it comfortable for persons working, which want efficiently plan your own time.
- Security. Birštonas is a quiet and safe city where you can feel comfortable both while working, as well as spending free time.
- Supporting community (potential). Although Birštonas is not a big city, there are many local businesses and residents here, the. who they can be friendship and hospitable for persons commuters to work. Can refer contacts z local community.
- Good internet connection (needs improvement). Although the situation may vary depending on your accommodation, necessary is ensuring stable and fast connections internet, which ma key importance for remote work.
- Opportunities for leisure and entertainment. In addition to health services, you can spend time actively in Birštona (bicycle and walking paths), tour facilities cultural (e.g. museum in Birštona), use cafes and restaurants.
- Strategic location. Birštonas is easily accessible from large Lithuanian cities such as Vilnius and Kaunas, so access and exit are available enough simple.
- The potential of cooperation. The peaceful surroundings and proximity to nature can provide an excellent basis for creating cozy and inspiring spaces of cooperation.

In summary, Birštonas has many natural and infrastructural advantages that can attract tourists looking for peace and quiet health and opportunities productive labour in beautiful surroundings. Important is, to accordingly communicate te trumps and onward develop necessary infrastructure.

Tactical marketing action plan (short-term strategy marketing na years 2025–2025)

Birštonas has great potential to attract tourists looking for relaxation due to its natural values, peace and quiet traditions health.

Objective of the tactical marketing action plan:

1. Create mark products
2. Development of guidelines for a communication campaign introducing the brand to the market
3. Increasing brand recognition in Lithuania and abroad.
4. Positioning Birštono as resort labour remote and rest.
5. Promote tourism local and incoming beyond season (october – april).
6. Contribute to increasing employment in the private sector

Marketing plan (current activities in support of a long-term strategy):

1. Determination i group segmentation target
2. Creating and customizing a product
3. Marketing channels and activities
4. Evaluation and optimisation

1. Group determination and segmentation target:

- Remote workers and specialists on request. Especially those who value nature, peace and the opportunity to combine work with health care.
- Tired of the big city. People looking for a quieter area for productive work and relaxation.
- Lovers of health tourism and SPA. Those who want to take advantage of the mineral waters of Birštono mineral waters and health services.
- Enthusiasts „workation/darbostog“. Persons actively searchers opportunities connections labour z travel.

2. Product creation and customization:

- Cooperation with accommodation facilities: encouraging hotels and apartments to equip comfortable work zones, offering special long-term accommodation packages with discounts.
- Creating space to cooperation: investing in modern spaces to cooperation z fast internet, comfortable furniture and conference rooms.
- Health and SPA packages: creation of special packages for working people, including SPA treatments, exercises, consultations of specialists ds. health.
- Offer recreational and entertainment: organizing excursions po surrounding area Birštona, excursions pedestrians and cycling, events cultural, experiences culinary.
- Partnership z local entrepreneurs: cooperation z restaurants, cafes, organizers entertainment in to prepare special offers for working people.

3. Marketing channels and action plan:

Marketing digital:

- Seo optimization. Ensuring that job offers in Birštonas are easily accessible on search engines.
- Content marketing. Creating high-quality content (blog entries, articles, photos, videos) about your holiday in Birštonas, with emphasis on advantages, advice, local attractions.

- Social networks. Active use of social networks (Instagram, Facebook, LinkedIn) to publish attractive ones visually content, history, competitions, communications z potential customers. Activity means publishing information at least three times a week.
- Paid advertising in Internet. Using z advertisements targeted (Google Ads, advertising in networks social) in to reach the desired audience according to interests and demographic indicators.
- Marketing e-mail. B2B (only for segment business it business). Collecting addresses e-mail potential customers and sending them information messages with special offers, event announcements, useful tips. W depending on the scope of work, these may be companies organizing events or business tourism, as well as business clients possessor large teams (over 100 people).
- Cooperation with opinion formers. Inviting opinion formers from the remote work and tourism industries to visit Birštonas and share you're getting your own experience.

Relationships z opinion public (PR):

- Press releases. Publishing information on Birštono initiatives to attract working tourists remotely tourists.
- Cooperation with the media. Organizing visits from journalists and bloggers.
- Participation in fairs and tourist events. Presentation of Birštona's possibilities for working tourists.

Partnerships:

- Cooperation with companies promoting remote work. Offering Biršton as a potential venue for programmes „workation“ for companies.
- Cooperation with travel agencies. Inclusion of Birštona in specialized tour packages.
- Partnership with other regions of Lithuania. Creating common routes and offers combining Biršton's peace of mind with the activity of others regions.

Local marketing:

- Stands informative and brochures. Sharing information o workshops in Birštonie in centres tourist and places accommodation.
- Events and festivals. Inclusion of the workshop topic in local events and festivals.

4. Evaluation and optimisation:

Actions	Purpose	Indicators
Continuous marketing campaigns.	Analysis visits, queries, conversion z different channels.	Page internetGrowth increase in the number of views
Collecting and analysis opinion customers.	Askedemployees o opinions about their experiences and use this information to improve services.	Opinions in the tourist center or on specially created page internet. There are opinions (social proof) one of the most important contemporaries tools marketing
Correction	Na base data and opinion steels optimize marketing activities.	Correct, if no ma growth page visits or reviews are poor.

The most important aspects of a long-term strategy that must be reflected in a tactical plan: the.

Emphasizing authenticity. Emphasizing the uniqueness of Birštona – nature, mineral waters, peace, cultural heritage. Community involvement. Encouraging local entrepreneurs and residents to actively participate in creating attractive environments for tourists.

Sustainability. Highlighting Biršton's image as an ecological and responsible tourist destination. Continuous innovations. Tracking latest trends in tourism business and customizing theirs to Birštona. Strong brand construction. Creating a bright and attractive Birštona brand as a place for working people. Currently, he stands out in the world

the following trends in work:

- Long-term holidays active. Coraz more persons elects longer holidays active (from several weeks to several months), to deeper know local culture and experience life in new place.
- Working with family. There are more and more offers tailored to the needs of families where parents can work and children are provided with activities.
- Sustainable development and responsible tourism. Persons employed are getting more interested ecological and promoting sustainable development places and possibilities accommodation.
- Health and well-being. There is a growing interest in places where you can combine work with health treatments and spa, yoga, meditation and other well-being practices.
- Community and networking. Employees remote search occasion to cognizance others employees remote and local residents, which is why coworking spaces and social events are gaining popularity.
- Personalised experiences. Growing demand na individually customized programs and services for employees remote, accommodating specific needs and interests.
- Hybrid places work. Some people connect work remote z short ones returns to your own main places of residence or offices.
- Unusual places work. Appears you're getting interest exceptional places labour, na example in nature, in historic buildings or mobile homes.
- Integrating technology. Smart applications and platforms help employees find accommodation, places work, local services and communities.

Visual identification of the project

In assessing the brands and logos of tourist destinations, there are now some clear trends to be noted: the

1. Minimalism i symbolism:

- Clean lines and simple forms. Most often, complex and detailed illustrations are abandoned. Instead of applies minimalist symbols that are quickly memorable and they easily adapt to different media.
- Abstraction and handing over the essence. Logos try to convey the essence or atmosphere of travel through abstract forms and colors, not directly represent specific objects. For example, wavy lines can symbolize the sea and intersecting lines – city dynamics.

2. Authenticity and local DNA:

- Styling local motifs. Designers they seek unique elements local cultures, history or nature and they're im modern style. They can it be traditional ornaments, silhouettes local floras or faunas, elements architecture.
- Handmade and organic elements. Hand-drawn elements, textures or fonts are used to create sense authenticity and uniqueness, underline local craftsmanship or naturalness.

3. Psychology color and impact emotional:

- A well-thought-out color palette. Colors are carefully selected to evoke specific emotions and associations with direction travel. For example, blue and green can symbolize nature and peace, and bright orange or yellow – energy and adventure.
- Gradients and passages. Subtle color gradients were used, giving the logo modernity and dynamics.

4. Meaning of typography:

- Individual and stylish fonts. Increasingly weight gets attached for specially designed or carefully matched a font that reflects the nature of the direction of travel (place) and is easy to read.
- Font combinations. Contrasting but harmonious font combinations are used, which create visual curiosity and underline different aspects message.

5. Dynamic and adaptable logo:

- Families logo. Created are systems logo, in which main logo ma several variants customized to different contexts and sizes (e.g. vertical, horizontal, icon).
- Animation and interactivity. In the digital space, animated logos or subtle elements of movement are increasingly used, the which attract attention and revitalize the brand.

6. Availability and universality:

- Design adapted to different platforms. The logo and visual identification must look good both in printed format and in the digital space (on websites, social media, applications mobile).
- Accessibility for people with disabilities. Color contrast and other aspects of accessibility are included.

In summary, contemporary trends in tourism destination brands and logos highlight the.

- Simplicity and collapse in memory.
- Authenticity and relationship with place identity. Therefore, when creating the logo for the workshop design in Birštonas it was very important to convey the uniqueness of this place.
- Emotional impact through colors and typography.
- Flexibility and possibility adjustments to different media.

Logo features adapted to Birštona (workshops): Task for the designer.

- Modern naturalness. The logo combines the purity and simplicity of modern design with the natural elements of Birštona. They can these are stylized motifs of nature (Neman bends, silhouettes of pines, symbols of a mineral water source) rendered in minimalist lines or forms.

- Peace and productivity. Visually, the logo should emanate the peace and harmony that are associated with the productive a working environment surrounded by nature. This can be achieved by using subdued colors (delicate shades greens, blue and earth) and sustainable composition.
- Innovative connectivity. The logo can subtly refer to modern technologies and connectivity that are necessary for employees. It can be a stylishly integrated Wi-Fi symbol, stylized waves symbolizing fast Internet or modern ones elements geometric, which look na advanced technologically.
- Biršton's unique identity. The logo should be recognizable and associated with Biršton, avoiding generic symbols nature or relaxation. Stylized elements of local architecture (e.g. a modern interpretation of a fragment of the sanatorium facade) or unique features landscape they can help in creation exceptional image.
- Universality in the digital space. The logo should look good on various – digital platforms from small icons in social media for big website headlines. Animated versions of the logo or subtle movement elements they may be attractive to the modern user.

A.d.a. attract contemporary consumer (w context work):

- Highlight balance. The logo should visually communicate the possibility of combining work and rest, productivity and relaxation. Can it symbolise two harmonically connected elements – one reflecting work (e.g. stylish element graphic), second – rest/nature (e.g. subtle contour leaf or drops waters).
- Communicate a modern lifestyle. The logo should reflect the contemporary tendency to combine flexible work and travel. Can it pass through dynamic composition or non-traditional solutions visual.
- Be visually attractive and memorable. Modern consumers are visually oriented, so the logo must be aesthetic and easy to memorizations, distinguish you're getting z crowded information.
- Transmit positive and inspiring message. Logo should wake up positive emotions related z possibility productive work in a beautiful environment and caring for your own well-being.
- Be authentic and credible. The logo should reflect the true nature of Birštonas and its potential as a credible workplace.

Specific ideas (only as inspiration):

- A stylized bend in the Neman River that turns into a Wi-Fi signal icon.
- Minimalist pine silhouette integrated with a modern geometric frame.
- Two harmonically connecting elements: one resembling an open laptop, the other – a stylized source of mineral water.
- An element of abstract design that visually combines the ideas of peace (e.g. gentle waves) and connectivity (e.g. line network).

Very important is connection leisure z work. AND though Birštonas famous of peace, main by message marketing is it, that peace, harmonie z nature and sources water mineral allow Ci „move mountains“.

Presented together with the tactical action plan and long-term project strategy:

Logo (horizontal and vertical versions; in Lithuanian, English and Polish). The inscription in the graphic representation of the logo can be used

in different languages, customized to different markets.

The graphic design of the logo must be adapted to social networks.

A prepared brand manual, which will specify the visual and verbal identity of the brand, including the rules

using logos, color palette, fonts, iconography, photo style, communication tone and other brand consistency guidelines. Design files:

PNG, SVG, JPG, PDF, EPS, AI, TIFF (300 DPI, CMYK).

RGB, CMYK and colorless versions.

Design guidelines: fonts, colors, elements graphic.

5 advertising slogans for different groups of recipients and guidelines for their use.

1. For families z children:

- Slogan. Birštonas: work quietly, have fun together. Your family work workshops.
- Guidelines concerning use:
 - Visualizations: in advertisements, present happy families working in comfortable spaces (e.g. in rented ones apartments z places to work) and spending together time na womb natures (w parks, on the Niemen River, visiting entertainment places).
 - Text: emphasize entertainment for children (playgrounds, educational centers, nature trails), safe and peaceful surroundings, comfortable accommodation with stoves and the possibility of combining work with time spent z family.
 - Channels: social media (Facebook, Instagram), blogs and portals devoted to family travel, advertising in places where events for children are organized, cooperation with family centers.
 - Proposals: create special packages family workshops z discounts for children, places to labour for parents' parents and entertainment recommendations.

2. Young professionals:

- Password. Birštonas: Where nature inspires success. (Connecting nature with personal success).
- Guidelines concerning use:
 - Visualizations: present young, energetic professionals working in a modern environment (co-working spaces, stylish cafes with Wi-Fi), enjoying active recreation (bicycles, hiking, kayaks) and life sociable (cafehouses, parties).
 - Text: highlight good internet connection, comfortable places to work, the opportunity to meet people with similar interests, an inspiring environment conducive to creativity and productivity, active recreation and possibility to relax after work.
 - Channels: networks social (Instagram, LinkedIn, TikTok), groups vocational in Internet, blogs o labour remote and travel, cooperation z organizations youth.
 - Proposals: offer discounts na spaces coworking, special offers accommodation for y o u t h , information o local events and meetings.

3. For company heads (who would like to take their team to strategy sessions, work together):

- Passwords:

Birštonas: Space for team development. (Not only work is emphasized, but also improvement) Inspire your own team. Discover Birštonas. (Inspiration related z discovering places) Birštonas: Place, where gives birth you're getting common goal. (The unity and vision of the team is emphasized) Business energy inspired by nature: Birštonas. (Emphasised there is contrast and synergy)
- Usage tips:
 - Visualizations: present teams working in modern conference rooms with a view of nature, participating in team-building activities, enjoying peaceful relaxation and treatments health.
 - Text: highlight the possibilities of organizing productive working weeks outside the office , strengthening team bonds, improving employee well-being and motivation, offered

infrastructure (salés. conference, accommodation for groups, food), recreational opportunities and leisure activities.

- Channels: LinkedIn, business portals and magazines, direct contact with companies (e-mail, messages), participation in business events.
- Suggestions: creation of special packages for companies including the rental of conference rooms, , food, accommodation and health services.

4. For young professionals (alternative slogan, emphasizing balance):

- Password: Birštonas: Working with a view, resting with the wind. Time to discover balance.**
- Guidelines concerning use:
 - Materials visual: similar to previous segment young professionals, but be maybe z bigger emphases na relax na womb natures po labour (hammock in forest, evening at bonfire, walk brzeg seas).
 - Text: underline possibility reconciliations careers z high quality sometimes spent na womb nature, reduction stress, discovery new inspirations and balances between work a life personal.
 - Channels: social media (Instagram, TikTok), blogs about work-life balance, travel and personal development.
 - Proposals: pass information o peaceful places accommodation, attractions nature entertainment and opportunities relaxation.

5. For heads of firms (alternative slogan, highlighting innovation):

- Password: Birštonas: New ideas are born in nature. Invest in the creativity of your team.**
- Guidelines concerning use:
 - Visual materials: present teams generating ideas in unusual environments (e.g. outdoors with laptops, debating na womb naturas), participating in workshops creative.
 - Text: highlight how an unusual environment can foster creativity, innovation and new perspectives, the. offering unique spaces and activities to improve team thinking and collaboration.
 - Channels: LinkedIn, business portals, innovation and human resources conferences.
 - Proposals: create special packages targeted na actions promoting creativity, non-traditional work spaces and inspiring environments.

Important is, to each campaign advertising ex customized pod in visual and textual to specific groups recipients, a selected channels they replied theirs customs using z Internet and consumption information. Ought also consistently test different passwords and elements visual, to specify te most effective.

Communication plan

- The communication plan includes the implementation of joint marketing activities by the Birštonas Tourist Information Center and the municipality Elko as partners project.
- Preliminary deadline for the implementation of the communication plan: 30/05/2025–31/10/2025.
- Budget na campaigns and actions communication: maximum 15 000 EUR together z vat tax.

Selection of channels: television, radio, press, social media, opinion formers, etc.

Canal	Essential	Extra (at additional budget)
1. Channels digital	Networks social networks (Facebook, Instagram, LinkedIn): Why it's important: Large number of users, possibility an attractive visual presentation of nature, peace and working conditions in Birštonas. LinkedIn is particularly effective in reaching remote employees and independent specialists. Preliminary communication: attractive photos and movies showing idyllic workplaces overlooking nature, comfortable accommodation with work areas, spaces for cooperation (if any), opportunities to take care of your health and spend time free time. Targeted advertising campaigns tailored to interests (remote work, travel, health, yoga, etc).	Search engines (Google Ads): Why it important: Reaching to persons actively searching information o work, remote work or travel places in Lithuania. Initial communication: Targeted campaigns advertising z passwords such h o w „darbostogos Lietuvacenter, " remote work Lithuania,, „workation Baltic", „quiet work in nature" etc.
		Redirect to specially created page web consecrated craft workshops in Birštonas.
		Specialized Platforms and communities workshops: Why it important: They reach a very specific one groups of recipients who actively they are looking for such opportunities. First communication: on: placing offers on such platforms, participation in discussions, liaisons platform administrators.
	Blogs and opinion-formers Why important: Ich recipientsuf theirs recommendations and looking authentic experiences. First communication: Invitation of bloggers and opinion formers to visits Birštonas and taking participation in workshops, to could divide you're getting your impressions with your followers.	
2. Contacts z society (P R)	Press releases: Why it's important: Helps reach a wider audience through traditional media and online news portals. Initial communication: Announcements about the Birštono initiative to become a destination for professionally active people, with an emphasis on unique features and planned initiatives (e.g. creation of cooperation spaces, special offers).	

Outdoor Advertising

Recommended events

exploit

ongoing

Additional advertising is ordered only if you have it extra budget or using partnerships.

Why these channels are most important on initial stage:

- Big availability: allows fast reach to large numbers potential customers.
- Precision: Possibility segmentation recipients by interests, indicators demographics and behaviour in Internet.
- Interactivity: Social networks and blogs enable direct communication with potential customers and obtaining information feedback.
- Interactivity: networks social and blogs enable direct communication z potential customers and obtaining feedback.
- Visuality: Possibility effective handover atmospheres and advantages Birštonu for by photos and movies.

Na initial stage should concentrate you're getting na strong presence in media digital and contacts z opinion public, to increase recognition and attract the first tourists to Birštona. W next, communication channels can be extended and strategies.

Action plan (frequency, scope, intensity).

Number order	Middle	Indicator evaluations	Target Market	Period
And Task. Increase product (service) recognition among customers physical				
	Informatio in social media	Intensity At least two entries weekly in product introduction period on m a r k e t . Ensuring commitment.	25-45 year s, large residents cities	2025 dec. - july
	Services bloggers and opinion formers	2 persons shaping opinion public z different regions	25 years, large residents cities	20 dec. - july
	Press releases	Nah less three three. Recommended channels: Delfi, travel section 15 min, „Labas rytas” (LRT)		2025 dec. - july
2nd Task. Increasing product (service) recognition among business customers				
	Specialized events and presentations	Two events or participation in events intended for human resources specialists.	Enterprises companie s organizing workshops for employees, trips workshops an d training	2025 september - november

Determination KPI (key) indicators efficiency) (commitment, queries or reservations, recognizability etc.). We propose the following KPIs (key performance indicators) for the marketing activities of the Birštono darbastogi project, the. broken down by area:

I. Digital marketing (website and social media):

- Website:
 - Visits:
 - Total number of visitors.

Interreg



Bendrai finansuoja
EUROPOS SAJUNGA

Lietuva – Lenkija

- Unique users.
 - Traffic sources (organic search, social media, paid advertising, direct visits, partner sites).
 - Ratio of new and returning users.
- Commitment:
 - Number page views during session.
 - Average session duration.
 - Indicator rejections (Bounce Rate) na different pages.
 - Most popular sites.
- Conversions:
 - Number of inquiries (concerning accommodation, cooperation, information).
 - Number direct orders (if can it monitor for via pages internet).
 - Going to websites partners offering accommodation or services.
- Social networks:
 - Growth numbers recipients:
 - Number new followers in data period on each platform.
 - Follower demographics.
 - Commitment:
 - Likes, comments, shares (English Likes, Comments, Shares) at entries.
 - Indicator commitment (engl. Engagement Rate) (a) commitment / availability or number views).
 - Number clicks in links (english Click-Through Rate - CTR).
 - Achievability and views:
 - Availability and views:
 - General availability (English Reach) and number of views. Impressions).
 - Ratio of organic and paid availability.
 - Conversions (if monitored):
 - Going to a website from social networks.
 - Direct queries via social networks.

II. Marketing content (only recommended, in dependencies from available budget):

- Blog:
 - Views articles.
 - Average reading time.
 - Number of comments.
 - Sharing on social media.
 - Attracting new subscribers through the blog.
- Videos (YouTube, social networks):
 - Number of views.
 - Average display duration.
 - Increase in the number of subscribers (YouTube).
 - Commitment (likes, comments, shares).

III. Relationships z opinion public (PR) and partnerships:

- View and share press releases.
- Number publications in media and theirs availability.
- Movement na page generated by partners.
- Partner conversions.
- Number of brand mentions on the Internet.

IV. Events:

- Number of participants.
- Participants' opinions and satisfaction.
- Attracting potential customers during events.
- Range media.

Important:

- increasing website visibility.
- The ultimate goal is to attract more people to work in Birštonas and increase economic benefits region. Therefore, it is important to monitor „offline” indicators (occupancy of accommodation places, local revenues enterprises).

Interreg



Bendrai finansuoja
EUROPOS SĄJUNGA

Lietuva – Lenkija

Long-term strategy marketing na years 2025– 2030

Long-term marketing strategy: „Birštonas for working people”

A.d.a. entrench image Birštonas as cities labour and rest, we propose holistic approach, applied currently by many high-quality European and global tourist destinations. There is always an emphasis on work-high balance quality of life.

Birštonas: Breathe clean air, breathe productivity.

Work peacefully, rest healthily. Your balance – work in Birštonas. Birštonas: The power of nature for your health and professional inspiration.

Strategy ta ma na purpose positioning Birštonas as exceptional places, in which work remote harmoniously links you're getting z high quality leisure and healthy mode life in surroundings nature. Emphasised is no only convenience labour, but also opportunity to relax, take care of your health and experience the authentic benefits of Lithuanian nature – mineral waters and clean air pine forests.

This brand support plan is based on the continuation of short-term activities. The most important elements of a long-term strategy

marketing Birštono as jobs for local entrepreneurs, it is

1. Reinforcement and positioning brands:

- Jasna and attractive identity brands. Further development and strengthening position „Birštonas – inspiration to labour, peace for leisure” or similar. Assurance cohesion communications visual (logo, colors, style) and reflections these values.
- Establishing Biršton as a unique holiday destination for working people. Highlighting what makes it stand out Birštonas among other places (combination of nature with health traditions, peace, small area).
- Segmentation and adjustment groups target. Continuous analysis needs persons active professionally and adjustment communication and offers for various segments (e.g. families, single travelers, healthy lifestyle enthusiasts).

2. Developing a content marketing strategy:

- High-quality and consistent content. Regularly creating valuable and engaging content (blog entries, articles, photos, videos, podcasts) about working at Birštonas, local lifestyle, health opportunities, places worth visiting, advice for remote workers.
- Search engine content optimization (SEO). Ensuring that content is easily accessible to potential customers in internet search engines.
- Distribution of content through various channels. Actively share content on social media, by post electronic, na pages internet partners and others platforms. Using z „co'sharing” – that is trying hard yourself, to different service providers in the city used the same communication line or shared content created by the center tourist. W this manner can ensure maximum range at minimum overlays financial.
- Interactive content. Create interactive content such as virtual tours of workplaces and accommodations, Birštona quizzes, question and answer sessions with local experts.

3. Creating and engaging communities:

- Creating a community of employees. Encouraging employees to communicate with each other (online and offline), organizing events, meetings and networking opportunities.
- Involvement of local enterprises. Encouraging local businesses (accommodation facilities, cafes, restaurants, entertainment organizers) to create special offers and services for professionally active people.

- Partnership with other organizations. Cooperate with other tourism organisations, the networks collaborating, communities labour remote.

4. Improving infrastructure and services:

- Continuous improvement in the quality of Internet connections. Providing fast and stable Internet access throughout Birštonas.
- Development and improvement of the space of cooperation. Creating an attractive and functional space for cooperation with a variety of services.
- Development and adjustment offers accommodation. Encouraging objects accommodation to offering convenient long-term accommodation options with workplaces.
- Increasing transport convenience. Improving connections with other cities and local tourist attractions . Is it very important for ensuring entertainment for guests cities.

Although we often don't have many (or not all) non-professional activities in our daily lives, we do evaluate goals persons working, usually udludes you're getting cognition area. Means it, that though work is for them most important, it however they leave to explore other places without breaking away from their responsibilities. Vacation is a necessary time for every specialist when forgets you're getting o labour and totally engages you're getting in new, interesting activities, resting in this manner both body, how and mind. Darbostogos are an indirect option when we don't have the opportunity to go on vacation, but we want to change our surroundings and routine, that's why it is very important to provide employees working during the holidays with enough classes in the evenings and on weekends to help them better understand the local culture and the benefits of the services offered.

5. Analysis data and application strategy:

- Continuous monitoring and analysis results campaign marketing. Evaluation, which channels and tactics are most effective in attraction employees.
- Collecting and analyzing customer opinions. Understanding the needs and expectations of temporary workers to be able to constantly improve the product and communication. Customer reviews, called „social proof“, can become an excellent marketing tool, providing appropriate flow information and edifying long-lasting image region.
- Adapting strategies to market trends. Tracking the latest trends among employees and tourists and adapting your marketing strategy accordingly.

6. Emphasizing sustainable development:

- Promoting ecological tourism. Highlighting Birštona's natural values and promoting sustainable behavior among both local entrepreneurs and workshop participants.
- Protection of local culture and heritage. Incorporating local culture and heritage into the experience of the economically active, the. promoting their knowledge and protection.

Biršton's long-term marketing success as a destination for work tourism will depend on consistent and integrated implementation of all these elements, continuous improvement and the ability to adapt to changing market conditions and consumer needs.

Long-term marketing strategy

Vision: To become a well-known and desirable work center in the Baltic Sea region, famous for its harmonious synergy of nature, health and modern environmental labour, attracting loyal and growing community employees remote and independent specialists.

Mission: Consistently develop and communicate Birštono's unique offering for remote workers, ensuring high quality infrastructure, inspiring experiences and supportive community, encouraging to long-lasting returns and recommendations.

Main long-term objectives:

1. Increasing recognition. Become a recognizable destination for people working not only in Lithuania, but also in baltic countries and other European countries.

2. Creating a loyal community. Gathering an active community of workshop participants returning to Birštonas and recommend it to others.
3. Increasing economic impact. Attracting more long-term visitors who contribute to growth of the local economy not only during the season.
4. Promoting sustainable tourism. Ensuring that the development of tourism activities is compatible with heritage protection natural and cultural Birštona.
5. Continuous improvement of infrastructure and services. Responding to the changing needs of people working and relaxing and the continuous improvement of Birštona's quality as a place of work and leisure.

Strategic action lines:

1. Utilization brands and consistency communication:

- Consistent use brands. Assurance single style visual and transmission ec all channels communication.
- Building an emotional bond. Telling a story about working at Birštona, emphasizing positive emotions, inspiration and prosperity.
- Cooperation z ambassadors. Encouraging satisfied employees to staying ambassadors Birštonu, promoting their opinions and recommendations.
- Participation in international events. Presentation Birštono na specialized fairs tourist and and conferences.

2. Content marketing:

- Creating niche content. Generating specialized content for specific segments users (e.g. IT specialists, creators, families).
- Multimedia formats. Active use of videos, virtual tours, interactive surveys and other attractive content formats.
- Cooperation with the media. Establishing cooperation with famous journalists dealing with tourism and remote work and bloggers.
- Experimenting z new technologies. Searching innovative ways presentation Birštonu (e.g. virtual reality).

3. Community empowerment and engagement:

- Creating platforms internet. Creation interactive platforms (e.g. forums, groups in networks social), intended for the people of Birštona to communicate and share experiences.
- Organization of offline events. Regularly organizing meetings, networking and joint evenings activities recreational for employees Birštono.
- Promoting local business. Supporting initiatives through which local companies adapt their services needs employees.
- Encouraging and responding to opinions. Actively collecting and analyzing the opinions of working people, demonstrating commitment to improving the quality of services.

4. Development infrastructure and services:

- Investments in high-speed Internet. Providing access to high-quality internet connections throughout Birštonas.
- Creating cooperation networks. Developing a network of modern and diverse cooperation spaces.
- Promoting adapted accommodation. Supporting accommodation facilities offering long-term with convenient places to work.
- Integrating z local culture and nature. Creating exceptional experiences, which allow employees better know culture and nature Birštona.

5. Data analysis i continuous improvement:

- Determining and monitoring KPIs. Determining the main activity indicators (number of visitors, time spent on site, expenses, opinions, brand recognition) and regular monitoring of these indicators.
- Research market. Periodic research market in purpose better understanding needs employees and actions competition.
- Elastic application strategy. Be flexible and ready to adjustments strategy marketing in based o data obtained and amending you're getting conditions market.

Criteria for assessing a long-term project:

- Analysis traffic tourist. Observation trends arrivals and departures persons active professionally, time theirs stay and expenses.

- Brand recognition research. Periodically conducting surveys to assess Birštona's recognition as a place recreation among target audiences.
- Customer satisfaction surveys. Regularly collecting opinions on the experience in Birštona and analyzing the level of satisfaction.
- Analysis of social networks and the Internet. Monitoring reactions in social networks, opinions on platforms internet and website visits.
- Economic impact assessment. Analysis of the impact of labour tourism on local business and the general economy.

This long-term strategy requires consistent implementation, close cooperation between local authorities, business and community and constantly adapting to the changing market. Once this strategy has been successfully implemented, Birštonas can stand you're getting strong and attractive centrum tourism working na long time.

- **Website and SEO support.**

Po creation special pages internet project Birštono darbostog ME, most important for ensuring visitables and effective SEO optimizations are the following aspects:

Most important for ensuring visitation:

1. Experience user (UX):
 - Intuitive navigation. Page internet must be easy in navigation, to users could fast find information needed on accommodation, workplaces, entertainment, recreational opportunities, etc.
 - Attractive appearance. Pleasant for eye and modern appearance, reflecting atmosphere Birštonu and identity brands, will attract and maintain the attention of visitors.
 - Quick action pages. Slow loading pages discourages users. Optimize images, code and server response time.
 - Adaptation to various devices (Responsive Design). The website must work and look great both on desktop computers, tablets and mobile phones.
 - Clear subpoenas to actions (Call it Action – CTA). Strategically arranged subpoenas to actions (e.g. „Book accommodation“, „Find a space to collaborate“, „Learn more“) must be clear and encouraging users to take the desired actions.
 - High-quality and informative content. The website must include detailed and up-to-date information information o advantages Birštono as places labour, corresponding na questions potential visitors.
2. Valuable and engaging contents:
 - Blog and articles. Regularly publish useful and interesting articles about working in Birštona, advice for remote workers, curiosities local, opportunities recreation and t. p.
 - High-quality photos and videos. Visually attractive content (photos and video) help capture Biršton's atmosphere and attract attention.
 - Virtual excursions: If it possibly, create virtual excursions po places accommodation, spaces cooperation or places worth visits.
 - Opinions and recommendations. Encourage satisfied employees to leaving opinions na page internet and in media social.
3. Active marketing and dissemination of information:
 - SEO optimization (see below).
 - Social media marketing. Actively share content from the site on social media, organize competitions, communicate with recipients.
 - Marketing e-mail. Collect addresses e-mail potential customers and send im news, special offers and useful information.
 - Cooperation z partners. Collaborate z others tourist , collaborative space networks, remote work communities.
 - Paid advertising. Use targeted paid advertising (Google Ads, media advertising social), to attract desirable group recipients.

Optimization and maintenance SEO:

1. Keyword research:
 - Identify keywords that potential employees will use when searching for information (e.g. „work in Birštonas“, „workation Lithuania nature“, „work remote z spacent).
 - Use tools (e.g. Google Keyword Planner, Ahrefs, SEMrush) for keyword search and analysis.
2. SEO on the site (internal optimization of the site):
 - Url structure. Each page should have a clear and optimized URL containing keywords.
 - Title Tags. The title tags of each page should be unique, informative and contain the most important ones keywords.
 - Meta Descriptions. The meta description of each page should be attractive and encourage users to link clicks in search results.
 - Header tags (H1-H6). Use header tags to structure content and add keywords. Tag H1 should be the main page header.
 - Content optimization. Naturally incorporate keywords into your text, but focus on high quality and value content.
 - Image optimization. Optimize image filenames and ALT texts using keywords.
 - Internal links. Create internal links between related pages of the site to improve navigation and pass value SEO.
 - customized to devices mobile (Mobile-Friendly). Google p r e f e r s priority parties that they're comfortable in use on mobile devices.
 - Page speed. Optimize the operation of the website to make it fast.
3. Off-Page SEO (external website optimization):
 - Backlinks. Get high-quality backlinks from other authoritative and related sites internet (tourism portals, remote work communities, local companies).
 - Mentions o marce (Brand Mentions). Encourage to this, to Yours brand ex mentioned na others pages and online platforms.
 - Reinforcement signals social. Be active in networks social, because maybe it indirectly influence SEO.
 - Local SEO (Local SEO). If it relevant, optimize your own profile „Google We Business“, collect local reviews and be visible in local search engines.
4. Technical SEO:
 - Map XML sites. Create and upload an XML sitemap file to Google Search Console to robots search engines could easier index Yours website.
 - robots.txt. Create and accordingly configure file robots.txt, to indicate, which parts sites no should be indexed.
 - SSL certificate (HTTPS). Make sure your website uses secure HTTPS.
 - Canonical tags. Use canonical tags to avoid duplicate content issues.
 - Data structural (Schema Markup). Enter data structural, to help search engines better understand Yours content and display enriched results searches.
5. Continuous monitoring and analysis:
 - Google Analytics. Monitor website traffic, user behavior, conversions and more important indicators.
 - Google Search Console. Monitor efficiency sites in results searches Google, analyze positions words key, technical errors and other important information.
 - Regularly update and improve. Na base data monitoring steels optimise content pages, elements SEO and experiences user.

Effective website traffic and maintaining SEO is a continuous process that it requires strategic planning and creating high content quality, technical optimization and active marketing activities.

- **Strategy social media.**

Long-term strategy media social for Birštonas as most popular places leisure in Lithuania should be multidimensional, targeted on continuous engaging recipients, creating of value content and building communities. Here are the main elements:

1. Reinforcement identities brands and consistency:

- Uniform style visual. Usage coherent palettes colors, fonts and styles machining image, reflecting identity brands Birštonas („Inspiration to labour, peace to rest”).
- A clear tone of communication. Be friendly, informative, inspiring and authentic.
- Regular and consistent publishing. Create a content calendar and stick to a regular publication schedule to your audience they knew when they could expect new content.

2. Target audience segmentation and tailored content:

- Analysis segments. Identify main segments tourists business (employees remote, freelancers, families, healthy lifestyle enthusiasts, etc.) and understand their needs and interests.
- Customized content. Create content in different formats, tailored to each segment. For example, advice on labour remote in nature, family entertainment, health regulations and exercises, interviews with local creators and entrepreneurs.

3. High quality and worthwhile contents:

- Visually attractive content. Professional-quality photos and videos showing Birštonas's beauty, peace and work environment.
- Informative and useful entries. Sharing advice on remote work in Birštonas, recommending the best places to work (cafes, coworking spaces, accommodation with places to work), health centers, places to visit and events.
- Inspiring stories. Telling the stories of satisfied employees, sharing their experiences and observations.
- Content educational. Creating short movies or graphic designers on history, culture, nature and health traditions.
- Interactive content. Organizing question and answer sessions, surveys, quizzes, competitions encouraging recipients to participate.

4. Building a community and engaging its members:

- Active communication. Responding to comments and messages, encouraging discussion, showing that Birštonas cares about your audience.
- Content generated by users (User-Generated Content – UGC). Encouraging visitors to division take photos and impressions of Birštonas, using special hashtag (#DarbostogosBirštonas etc.). Dividing you're getting the best UGC content on your accounts.
- Thematic weeks or months. Organising campaign thematic dedicated specific aspects stay in Birštonas (e.g. „Healthweek”, „Creativity month in Birštonas”).
- Partnership with local entrepreneurs and creators. Cooperation with objects accommodation, spaces coworking, restaurants, entertainment organizers, artists to create common content and actions.

5. Platform strategy:

- Instagram. Visually attractive content showing the beauty of Birštonas, the atmosphere of the holidays, stylish workplaces and free moments time. Utilization functions „Stories” to daily communications and fast news.
- Facebook. More informative content, creating communities through groups, event announcements, longer stories.
- LinkedIn. Professional content, intended for remote workers and freelancers. Providing articles on productivity, work-life balance, the advantages of Birštonas as a convenient place to work.

- TikTok. Short, energetic and creative content designed for younger audiences and Biršton's non-traditional presentation.
 - YouTube. Longer videos, virtual tours, interviews, tips, event reports.
6. Long-term campaigns and initiatives:
- „Birštonas – your second homes”. Long-term campaign, which highlights Biršton's hospitality and the opportunity to feel like at home, even being far from him.
 - „Discover productivity in nature”. Campaign highlighting nature's impact on productivity and prosperity.
 - „Health and work shoulder in arm”. Campaign presenting opportunities health Birštonu as inherent part rest.
 - Loyalty programs. Encouraging return through special offers for regular guests.
7. Analysis data and optimisation:
- Continuous monitoring. Regular monitoring of social media analytics (commitment, availability, data demographic and audience behaviour).
 - Evaluation results. Analysing, what content and campaigns are most effective in attracting and they engage target audience group.
 - Strategy correction. Continuously optimize your content creation and dissemination strategy based on data.
8. Innovation and tracking new trends:
- Observing new social media platforms and formats. Ready to experiment with new ones possibilities.
 - Searching for non-traditional forms of cooperation. Partnership with influencers from other fields or brands whose values are convergent.

An effective long-term social media strategy requires consistent work, creativity and listening to your audience and continuous improvement. Necessary is creation strong and engaging narratives brands, which will resonate z tourists actively spending time and fortified position Birštonas as most popular places in Lithuania.

- **Marketing content, events, opinion formers, partnerships.**

The content marketing necessary for the Birštono darbostogų project should be multidimensional, informative, inspiring and focused on different segments of the target audience. Here are the main directions and formats of content marketing:

1. Main content directions:

- „Life and work in Birštonas”. Content depicting Birštonas as comfortable and pleasant place to life and work. Includes this is information about accommodation (long-term rental options, amenities), infrastructure (internet access, transport, shops), local lifestyle (community, events, culture) and practical advice (e.g. how to find space to cooperate).
- „Productivity in surroundings natur”. Content emphasizing benefits flowing z natures, a especially waters, for productivity productivity and prosperity. These may include articles on the benefits of mineral water, outdoor work, and walks womb natures as method na reducing stress, advice concerning use environmental natural to excitation creativity.
- „Health at work”. Content dedicated to Birštonas' health opportunities. They include information on mineral waters, the centres SPA, mud medicinal, exercises physical, consultations specialists ds. health, recommendations regarding healthy eating.
- „Discover Birštonas after work”. Content showing leisure and entertainment opportunities in Birštonas. They can do it be guides to places worth visiting (Neman bend, observation towers, museums), calendar of events, recommendations of restaurants and cafes, opportunities for active recreation (bicycle routes, tourist trails, attractions aquatic).
- „Employee stories and experiences”. Content in which employees themselves share their experiences. Birštonas. These may include interviews, guest blog posts, photo and video galleries.
- „Practical advice for workshop participants”: Content to help plan and organize workshops in Birštonas. These may include advice on accommodation, transport, Internet access, workplaces, planning budget.

2. Content formats:

- Entries na blog and articles: Detailed entries textual discussing above topics, containing advice, stories and information.
- Photos and videos: high-quality visual content reflecting the atmosphere of Birštona, the beauty of nature, accommodation and work, entertainment. These may be short films about places worth visiting, interviews, opinions.
- Infographics: visually attractive presentation of information (e.g. „10 reasons why it is worth choosing Birštonas na workshop“).
- Podcasts. Conversations with residents, entrepreneurs, people working remotely, experts on remote work and living in Birštona.
- Social media posts. Short, engaging posts for various social media platforms (Instagram, Facebook, LinkedIn, TikTok).
- Virtual tours. Possibility to virtually view accommodation places, spaces for cooperation, places worth visiting.
- Interactive content. Surveys, quizzes, question sessions and social media responses.
- User Generated Content (UGC). Encouraging visitors to share their experiences and enabling theirs content to campaign marketing.

3. Content distribution channels:

- Page project website. Main content center where entries are placed on blog, articles, videos, ebooks and others important information.
- Social networks. Active content sharing and communication with audiences across platforms.
- Email marketing. Newsletters with the latest content, special offers and event announcements.
- Parties partners' websites and blogs. Cooperation with other tourist portals and remote work communities , bloggers.
- Paid advertising. Targeted advertising on the Internet and social networks to attract a new group recipients.

4. Rules content strategy:

- Value orientation. The content must be useful and informative for the target audience, answer their questions and solve problems.
- Seo optimization. Create search engine-optimized content using appropriate words key.
- Consistency. Regular creating and sharing new content.
- Commitment. Encouraging audiences to interact (comments, sharing, questions).
- Measurement and analysis. Monitoring content effectiveness (visibility, engagement, conversions) and appropriate customizing strategies.

Effective marketing content will attract potential tourists working, interest theirs Biršton, deliver essential information and ultimately encourage theirs to choosing Birštonu as places work.

To increase Biršton's recognition as a workplace, a variety of events tailored to different groups target:

1. Events for remote workers and freelancers:

- Weekends/camps „Workation“. Organizing short events during which participants could combine work with active recreation and sightseeing in Birštona. The program could include collaborative sessions, productivity lectures, nature recreation (walking, cycling, kayaking), health treatments, and evenings sociable.
- Networking events for professionals working remotely. Organizing informal meetings during which people working remotely could get to know each other, share experiences and establish useful contacts.
- Seminars and workshops. Invitation lecturers and expert experts to conducting seminars and workshops na current topics related z work remote (performance, management sometimes, development careers, technologies).

- Events type hackathon. Organising events creative, during which participants could solve specific problems or create new projects using Biršton's surroundings as a source of inspiration.
2. Events for health tourism and SPA enthusiasts (with workshop elements):
 - „Health and productivity weeks”. Organizing longer events during which health treatments (massages, therapeutic baths, physical exercises will be combined with the possibility of comfortable work. The program could also include lectures on healthy lifestyle and productivity.
 - Yoga and meditation camps with the possibility of remote work. Attract people who value physical and spiritual well-being, offering opportunity practicing yoga and meditation in nature's bosom, a w free time productive work.
 3. Events for families searching opportunities labour remote:
 - „Family work weekends”. Creation of special programmes for families, whereby parents could find convenient places to work and time to work, and educational and entertainment activities (tours, workshops) would be organized for children creative, fun in fresh air).
 - Thematic festivals family with zones labour remote. Enabling zones labour remote to festivals family, enabling parents have a short job while children play.
 4. Events for the local community and potential partners:
 - Information events for Lithuanian enterprises. Presenting the potential of tourists working remotely and encouraging local enterprises to adjust their own services to this one group's recipients (e.g. special offers, comfortable work zones in cafes).
 - Partner forums. Invitation of travel agencies, networks of cooperation spaces, enterprises promoting remote work in order to discuss opportunities cooperation.
 - Days open in spaces cooperation. If will create spaces cooperation, organize days open, inviting both residents, like and potential working tourists, to you're getting with them they introduced.
 5. Large-scale events and festivals (with coworking accents):
 - Integrate subject matter coworking with traditional events in Birštonas. For example during festivities Birštonas resort organize temporary work zones, discussions about remote work.
 - Specialized coworking festivals. In the long term, larger events could be organized dedicated to coworking topics, inviting speakers, remote work experts, entertainment and health service providers.

The most important aspects of organizing events:

- Clear target. Each event should have a specific goal (e.g. attracting a new audience, presenting opportunities Birštono, creating communities).
- Target audience. The event must be tailored to a specific audience, taking into account their interests and needs.
- Attractive program. Program events must be interesting, useful and attracting participants.
- Effective marketing. Events should actively promote in Internet (media social, specialized platforms, e-mail), local media and partner channels.
- Comfortable infrastructure. Ought provide, to place events was comfortable to labour and rest (a) good access to Internet, comfortable places to work, meals, accommodation options).
- Cooperation. Active cooperation with local enterprises, institutions cultural and others organizations.
- Collecting opinions. After the event, collect participants' opinions to improve future ones parties.

Thanks to the consistent and creative organization of various events, Birštonas can become not only a well-known, but also a desirable destination for job seekers in Lithuania.

To attract more customers to Birštonas, it is worth establishing strategic cooperation with various organizations and enterprises which are already working with a potential target audience or can help to reach new segments. Here are some of the most important ones cooperation directions:

1. Remote and freelance work communities and platforms:

- Collaboration with large international and local remote work communities. Promoting Birštonas as attractive places for their members, organizing special events or offers.
 - Cooperation with platforms connecting independent specialists. Advertising Birštonas on these platforms, offer special accommodation and work packages.
 - Cooperation with firms promoting work remote. Offering Birštonas as possible direction „workation“ for their employees, organizing team trips.
2. Organisations and agencies tourist:
- Partnership with local and national agencies tourist. Enable Birštonas to be offered by new routes and packages, specializing in niche work tourism.
 - Cooperation with international tourism platforms and agencies. Presenting Birštonas as a unique place for tourism working international audience.
 - Partnership with other regions of Lithuania. Creation of common routes, linking Birštonas's tranquility with the activity of other regions, the attracting in this manner persons travelling in objectives recreational for a longer time.
3. Accommodation sector:
- Close cooperation with hotels, apartment renters and guesthouses in Birštonas. Encouraging them to adapt their objects to needs persons working remotely (comfortable places to labour, fast internet), offering special long-term accommodation packages.
 - Partnership with platforms destined to rental long-term. Advertising Birštonas on these platforms, stressing its suitability for persons working remotely.
4. Collaboration spaces and business centers (if any or planned):
- Partnership with existing cooperation networks in Lithuania and internationally. Promoting Birštonas as attractive places for network development or collaboration to attract new members.
 - **Cooperation with business centers that can send remote specialists to Birštonas.
5. Enterprises transport:
- Partnership with car rental companies. Offering special rental conditions for long-term tourists business.
 - Cooperation with public transport operators. Providing convenient access to Birštonas and local attractions tourist.
6. Suppliers services health and SPA:
- Cooperation with sanatoriums and centres SPA in Birštonas. Creating special packages health tailored to the needs of working people who want to combine work with taking care of their good well-being.
7. Cultural and recreational organizations:
- Partnership with museums, galleries, event organizers. Offering employees special tickets or discounts, the incorporating cultural experiences into employee packages.
 - Cooperation with active recreation organizers (bicycle rentals, tour guides). Offering attractive opportunities to spend free time after work.
8. Influencers and creators contents:
- Cooperation with influencers of industry tourist, labour remote and health. Invitation them to visits Birštonas and share you're getting your own experiences with recipients.
- Key aspects of forming partnerships:
- Mutual benefits. Partnerships must be mutually beneficial, creating added value for both Birštonas and partners.
 - Convergence of target groups. It is important that partner recipients are potentially interested in staying in Birštonas.
 - Clear contracts. It is necessary to clearly define the goals, roles and responsibilities of partners.
 - Long-term cooperation. Ought strive to references long-lasting relationships partners, which will enable common planning and implementation of strategic initiatives.
 - Joint marketing campaigns. Joint marketing campaigns should be planned and implemented to obtain maximum effect.
- A successful partnership will help Birštonas reach a wider and more diverse audience, increase recognition and it will attract more customers to work.

W Lithuania is several influencers, which recipients they can be interested work in Birštonas. Important is, to select these, whose content and recipients respond interests potential employees (travel, sustainable development, health, work remote, lifestyle). Here are some possible categories and specific examples (a more detailed analysis of their audience needs to be done) of.

1. Travel influencers:

- Recipients. People interested in traveling around Lithuania and abroad, looking for interesting places and advice.
- Potential Birštonas. Can would present beauty nature Birštonas, places worth visits, opportunities active relax and emphasize that it is a perfect place to combine work with relaxation.
- Examples (consistency with recipients should be checked):
 - @Gabija_travel: Lots travels po Lithuania and divides you're getting impressions.
 - @AroundQ: Travel bloggers featuring different places in Lithuania.

2. Influencers engaging you're getting style life and health:

- Audiences: People interested in a healthy lifestyle, yoga, meditation, sustainability, peace and quiet good well-being.
- Potential for Birštonas: Can underline peaceful atmosphere Birštonas, opportunities health, natural surroundings, which it is perfect for relaxation and productivity.
- Examples (please check audience compliance when planning your target marketing campaign):
 - @arturas.longevity: Lots remarks sacrifices healthy stylish life and sustainable development.
 - Giedre Bernotaitė: Yoga instructor, able to attract health seekers
<https://www.facebook.com/GBeyoga/>
 - @Silvestras_dikcius: Promotes sustainable lifestyles and travel.

3. Influencers in the field of remote work and business:

- Auditorium. Specialists working remotely, freelancers, entrepreneurs.
- Potential for Birštonas. They could share you're getting advice na subject productive labour beyond biure, depict Birštonas as a comfortable and inspiring place to work, recommend spaces for cooperation (if any) and accommodation near places work.
- Examples (belongs check conformity recipients):
 - <https://www.facebook.com/EVERSLOPASAULIS>
 - @Verslo_academia. Divides you're getting advice business and productivity. <https://www.facebook.com/versloakademija>
 - @Freelance_lietuva (a possible group). Platform connecting independent specialists.
<https://www.facebook.com/groups/358531467591458>

4. Influencers engaging you're getting travel family:

- Recipients. Families looking for places where they could travel comfortably and work with children.
- Potential for Birštonas. Possibility to present Birštonas as a family-friendly place offering entertainment for children and favorable working conditions for parents.
- Examples (belongs check conformity recipients):
 - @Keliones_su_vaikais: Shares tips for people traveling with children (preferably on Tik Tok).
 - Ought search specific families, which connect travel z work remote. How to

choose the right influencers:

Because strategy is intended na five years, in this time inevitably they'll change you're getting opinion-formers and theirs recipients or the content generated, so we present the selection criteria new opinion formers.

- Audience analysis. Carefully analyze your influencer audience (demography, interests, engagement). Make sure their observers are potential customers of the workshops.
- Content compatibility. Check if the content created by influencers is consistent with Birštonas brand values and the idea darbostog, MEHO.
- Commitment. Watch, how actively recipients reacting na content influencers (comments, likes, sharing).
- Authenticity. Choose influencers who seem authentic and whose recommendations

• Terms of cooperation. Discuss clear terms of cooperation and objectives. Forms cooperation:

- Paid entries i stories. Influencers they can divide have your own experiences with Birštonu as workshop participants
- Competitions and gifts. Organize joint competitions where you can win a stay or service in Birštonas.
- Common events. Invite influencers to participation in events in Birštonie intended for participants workshops.
- Long-term cooperation. Establish long-term relationships with relevant influencers to become ambassadors Birštona.

The most important thing is to find influencers who themselves believe in Biršton's potential as a place to work and are authentic convey its advantages to your audience.

Examples provided on the social networking sites Tik Tok, Facebook and Instagram, but taking into account the changing situation in within five years, you can choose other opinion formers while maintaining the core marketing directions – health through water, productivity, work remote.

- Advertising campaigns and promotions.

Digital channels:

- Google Ads: An effective way to reach people looking for specific products or services through the Google search engine and partner networks (websites, applications, YouTube). Precise segmentation is possible recipients by keywords, demographic indicators, interests and behavior.
- Social Networks (Facebook, Instagram, LinkedIn, TikTok):
 - Facebook and Instagram: The most popular platforms in Lithuania with a wide audience. They are perfect for visually attractive advertising, increasing brand recognition, targeted advertising according to demographic indicators, interests and behavior.
 - LinkedIn: Effective channel lapping to professionals business, customers B2B, employees remote and independent specialists. Suitable for career advertising, business services, training.
 - TikTok: A popular platform among younger audiences. Suitable for creative advertising in short form videos.
- Portals and pages informational:
 - Delfi, 15min, Lrytas.lt. The largest information portals in Lithuania with a large and diverse audience. Possibility orders banners, articles, advertising video, content sponsored.
 - Verslo Žinios, vz.lt. A business news portal, suitable for reaching a business audience.
 - Specialized portals. Depending on the niche, you can find specialized portals (e.g. technological – 15min.lt/mokslasit, sports – Delfi.lt/sportas).
- YouTube. The second largest search engine in the world. You can show video ads before, during or after others movies, a also cooperate z creators YouTube.

Traditional channels:

- Tv (TV3, LNK, LRT). Broad range recipients, but more expensive option. Adequate for large mark and mass audience.
- Radio (M-1, Radiocentras, ZIP FM, Verslo žinios). Good manner na reaching to specified groups demographics in dependencies from listened to station radio. Broadcasts you're getting to advertising sound, sponsorships.
- Advertising external (billboards, stands, coffers luminous). Big visibility in cities and at main roads. Suitable for increasing brand recognition and messages that you can read quickly.
- Press (newspapers, magazines). Suitable for specific niche audiences, depending on the title issued.
- Postal marketing (leaflets, catalogues). It can be effective in local or very targeted campaigns a precisely segmented group of recipients.

Recommendations in dependencies from objectives:

- Increasing brand recognition: Social networks (especially Tik Tok, Facebook, Instagram), television, outdoor advertising, large news portals.
- Reaching to target groups recipients (a.d. interests, data demographics): Google Ads, networks social networking sites, specialized.

- Attracting potential customers (leads): Google Ads (especially search ads), Facebook Leads LinkedIn ads, ads.
- Sales promotion: Google Shopping Ads, Facebook and Instagram Shopping Ads, e-mail marketing marketing.
- Reaching a business audience: LinkedIn Ads, business news portals.
- Reaching to young recipients: TikTok Ads, YouTube, selected stations radio.
- Reaching to recipients local: Google Local Ads, local portals informative, radio, advertising external

We recommend start from channels digital, because are they often more flexible, allow na more accurate segmenting audience and easier measurement of results. Depending on your needs and budget, you can also add traditional channels later. Always worth it experiment and search the most effective combinations channels for specific project.

- Monitoring and analysis actions.

Long-term strategies marketing having na purpose increasing attractiveness Birštono as places labour it continuous process, which includes different indicators and methods analyses. Here main aspects:

1. Specify main indicators efficiency (KPI):

- Site visits and user behaviour:
 - Generic number visitors.
 - Unique users.
 - Views pages.
 - Time spent on the website.
 - Indicator rejections (Bounce Rate).
 - Conversion rates (e.g. inquiries about accommodation, collaboration spaces, download information).
- Indicators networks social:
 - Increase in the number of followers.
 - Commitment (likes, comments, shares).
 - Availability and number views.
 - Conversions from social networks (e.g. website transitions, queries).
- Indicators SEO:
 - Keyword position in search results.
 - Organic movement na page.
 - Number and quality links feedback.
 - Website authority (Domain Authority).
- Indicators events:
 - Number of participants.
 - Opinions and satisfaction participants.
 - Information about events in the media.
 - Attracting potential customers during events.
- Indicators partnerships:
 - Movement na page generated by partners.
 - Conversion z channels partners.
 - Availability and commitment in common campaigns.
- Data on the accommodation and services sector:
 - Occupancy of accommodation facilities (especially in the off-season).
 - Number of long-term reservations.
 - Busyness space coworking.
 - Demand for health and recreation services.
- Indicators economical:
 - Revenues z tourism in Birštonas (total and z segment tourism business).

- Establishment of new enterprises oriented towards persons working under the „Darbastogaic“ programme.
- Local community opinion on business tourism.
- Brand recognition and image research:
 - Periodic surveys to determine the recognition and perception of Birštonas as a leisure destination among targets recipients.
 - Analysis of moods in social media and online comments.

2. Data collection and analysis systems:

- Google Analytics. Monitoring website visits internet and user behavior.
- Tools for analyzing social networks. Tools of each platform and specialized systems (e.g. Hootsuite, Sprout Social) to monitor indicators.
- Google Search Console: Analysis of website performance in Google search results.
- CRM Systems (if used): For monitoring potential ones customers and conversion.
- Survey tools (e.g. SurveyMonkey, Google Forms): to collect customer reviews.
- Local business reports: Cooperation with accommodation facilities and other enterprises in the field of data collection.

3. Regular monitoring and reporting:

- Set the monitoring frequency. Daily, weekly reports, monthly, quarterly and annual.
- Create clear and transparent reports. Use charts and diagrams to facilitate understanding trends and results.
- Analyze data regularly. Identify effective marketing activities and challenging areas improvements.

4. Measuring benefits (ROI – ROI):

- Set a marketing budget. Record all marketing expenses accurately.
- Assign revenue to actions marketing (if it possible). Try establish, which channels marketing channels marketing direct contributed you're getting to obtain orders or customers.
- Calculate ROI: Compare investments marketing z obtained revenues or others benefits (e.g. increase in brand value).
- Using z models attribution. Trial understanding, which channels marketing contributed you're getting to conversion in whole whole whole whole cycle travel customer.

5. Long-term trends and impact assessment:

- Compare data from a longer period. Observe how key indicators change over time and evaluate long-term the impact of marketing strategy.
- Analyzing correlations. An attempt to establish links between marketing activities and positive changes (e.g. growth numbers visitors and occupancy places accommodation).
- Evaluation growth values brands. Observation changes perceptions and reputations Birštonas as places rest and reputation.

Key aspects of long-term follow-up:

- Consistency. Regular data collection and analysis.
- Integration. Combine data from different channels to get a comprehensive picture of the situation.
- Context. Include factors external (seasonality, situation economic, actions competition).
- Flexibility. Be ready to be corrected strategy marketing based on o observation results
- Communication. Share reports and observations with stakeholders on a regular basis.

Consistent monitoring and analysis of these indicators will allow you to assess the effectiveness of a long-term marketing strategy and measure benefits and make reasoned decisions regarding the further development of Birštonas as an attractive destination for active tourism.

Analyzing success project Birštonas as place labour, most important will observing and evaluation the following key aspects:

1. Attracting and increasing the number of target audiences:

- Number persons working in Birštonas. Monitoring real numbers persons working in Birštonas (d.a.n.e. accommodation facilities, occupancy space coworking, surveys local entrepreneurs).

- Visits to the website and social media. Analyze whether interest in the project is increasing Internet (n.i.b. visitors, commitment).
 - Queries and conversions. Observation of the number of potential customers requesting information, accommodation or places labour and numbers people, which actually they visit page.
2. Economic impact on Birštonas region:
- Revenues z tourism. Observation growth revenue z sector accommodation, gastronomy, entertainment and others services, especially in the off-season.
 - Number of long-term reservations. This indicates whether the project attracts people staying longer employees who contribute more to the development of the local economy.
 - Establishment of new enterprises. Observe whether new enterprises oriented towards needs of working people (e.g. specialized cafes, coworking spaces).
3. Recognition and image brands:
- Mentions of the brand on the Internet and social media. Observe how often and in what context Birštonas is listed as a destination for people working remotely.
 - Opinion and moods recipients. Analysis comments, opinion and results surveys in purpose understanding, how potentials and current employees rate Birštonas.
 - Brand recognition research. Periodic surveys to assess how many people know about Birštona as a workplace.
4. Adjustment infrastructure and services:
- Quality and availability connections internet. Monitoring satisfaction persons working in Birštonie z connections internet.
 - Occupancy of coworking spaces and opinions. If there are coworking spaces, monitor their popularity and user satisfaction.
 - Offer and quality of accommodation. Analysis of whether there are sufficient accommodation places adapted to long-term stay and work.
 - Adjustment local enterprises. Watch, whether local enterprises reacting na needs persons working and offer attractive services.
5. Commitment communities and sustainable development:
- Opinion of local residents. Watch how local residents they evaluate the project and his influence.
 - Environmental impact. Evaluation, is the project being implemented? in a sustainable way and there is no negative one impact on nature and environment Birštona.
6. Long-term perspective and growth potential:
- Repeated visits. Watch how many tourists return to Birštona.
 - Recommendations. Analysis of the number of visitors who recommend Birštona to others.
 - Project development and innovation. Observe whether the project is developing or new initiatives and services are emerging.
- How to measure benefits:
- Return on investment (ROI). Compare the funds invested in marketing and infrastructure with the revenues obtained from tourism professionally active people.
 - Increased brand value. Assessment of changes in the value and reputation of Birštona as an active tourism destination. reputation.
 - Social and economic impact. Analysis of the positive impact of the project on the local community and economy (new places labour, development entrepreneurship).

Most important is determining specific, measurable, attainable, current and term (SMART) na beginning project and regular monitoring and analysis of these indicators so that its effectiveness can be assessed and reasoned decisions can be made regarding further development.

2025–2030 Long-Term Marketing Action Plan:

Purpose	Measures	Recommendations
Increase region recognition (as jobs)	Digital marketing tools	- Internet pages part adaptuni to product. - Advertising and constantly updated information on social media accounts. - Cooperation z tworcami - Paid advertising in Google
	Public relations	- Custom and Initiated Articles. The main goal is linking a resort with deep health traditions with the topic „longevity” (longevity) and connectable work z „well beeing” and „longevity”
	B2B Marketing	- Parties presentational for staff managerial enterprises and personnel managers - Participation in specialized events (HR conferences, „Login” and similar events during which you can present services cities services for the target audience)
Increase number of employees	Infrastructure creation	Publicly available spaces to labour, places z infrastructure adapted to work where freelancers could you're getting meet, work and to refer to useful contacts.
	Places communities Location	Local community should be interested provide additional services that would encourage tourists to choose from just right Birštona.
Increase employment in Birštonie pos a season	Inclusion of local suppliers	It is very important that local suppliers present special offers, which would allow products to be introduced to the market faster. In combination with mentioned by means, special offers would help f a s t e r bring the product to market.
Birštono Reinforcement as centre	Sanita per aqua	Currently, the topic is gaining popularity around the world longevity a n d full life, which will only gain na meaning.

travel image	direction,	It is therefore very important to start the educational activities of the public, the. showing, how important is water and how you can help yourself by taking advantage of the opportunities offered by Birštonas. Mineral waters from Biršton are popular in Lithuania, but there is still a lack of research-based information like in the long term the prospect of mineralinis vanduo may contribute to improvement quality life (a) long-lasting health).
--------------	------------	--

Schedule implementations measures marketing

Purpose	Measures	Period	Frequency
Increase region recognition (as jobs)	Digital tools marketing	From autumn 2025 r.	Continuous actions
	Public relations	From autumn 2025 year	Co at least one article per quarter
	B2B Marketing	From autumn 2025 r.	4-5 events annually
Increase number employees	Creating infrastructure	In the first two years project implementation year	One new new place space
	place communities concentration	From autumn 2025 year	Implemented cyclically – in autumn and spring. Possible connection z z local events.
Increasing attendance in Birštonas a season	Enable local Engagemen t owanie suppliers	From autumn 2025 r.	Each year of project implementation in in September, proposals are presented for winter
Strengthening Birštonas' image as a health tourism destination	Sanita per aqua	From 2026 year	Permanent activities that can have a coolie effect can be developed through partnerships with other „ spas " or and others activities „longevity".

This plan marketing ma na purpose effective introduction product „darbostog" na market in Birštonas, stressing remote work productivity and the health benefits of water. Marketing is of great importance for educating target audiences about the topic opportunities to combine work responsibilities with the advantages of a holiday, such as peace and nature, that Birštonas offers. Main focus will located na communication, which will emphasize, in yak manner peaceful neighborhood and treatments z using water curative they can increase work efficiency and creativity. It will also be highlighted that „darbostogos" in Birštona is an excellent opportunity to break away from your daily routine and charge your batteries without negatively affecting your work efficiency. There will be a marketing campaign inform about the uniqueness of Birštona mineral water and its positive impact on health and well-being. It will also be

excellent infrastructure communicated, adapted to convenient remote work, including high-speed Internet and quiet spaces. This product will allow Biršton to extend the tourist season and attract a new, productive group of customers. Effective Marketing will, that Birštonas stan you're getting attractive place for persons working remotely, where can enjoy you're getting both work, how and relaxation.

The main goal of this marketing plan is to strengthen Biršton's position as an attractive and effective place for people working remotely. To increase the occupancy rate of accommodation facilities in the off-season, attracting a new group of – customers employees remote and business travelers.

Interreg



Bendrai finansuoja
EUROPOS SĄJUNGA

Lietuva – Lenkija