

*For immediate release*



## **Svencelė, Lithuania: New Spot Emerges in the Baltics to Entice Kitesurfing Tourism**



Svencelė © Jordis Šatūnas — Tuk tuk, Lietuva

***Over the last few years, the town of Svencelė, situated on the Curonian Lagoon in Lithuania, is being discovered by local and international kitesurfing enthusiasts. The place offers shallow waters, constant winds from April to October, and an increasing number of kitesurfing schools. The government is undertaking a number of infrastructure projects,***

***from walking paths and cycling routes, and real estate developers are eyeing the area as well.***

**August 31, 2021.** Kitesurfing is the right kind of sport for those willing to look for ideal spots while exploring the world. Top kitesurfing destinations — such as Fuerteventura or Tarifa in Southern Spain — usually boast consistent winds and pleasant climate but are often overcrowded by huge numbers of those practicing the sports. Now, the global kitesurfing community is discovering another previously well-hidden spot: Svencelė, located on the Curonian Lagoon, next to the Baltic Sea in Lithuania. It has been under the radar for some years, previously known only to local kites.

"I believe Svencelė could easily be among top 10 kitesurfing spots globally — in large part, because of the shallow waters far from the shore and smooth water surface with soft bottom without any rocks," said Gabrielė Pioraitė, a world record-holder and the founder of "[GSPOT Kiteboarding](#)" school in Svencelė. "It means that we do not have any high waves here, which is especially attractive to beginners, easing their learning process. Also, the water is not salty, which does not damage the eyes, face, or equipment. On the shore, we have a meadow that is better than the sand."

When it comes to wind conditions, experts at [Kitesurf Culture](#) say one can expect at least 60-70% of good rideable days from April to October, and when the wind changes and starts coming in from the land, local schools take kites to the other side of the lagoon.

There are enough local training facilities for kites, as Svencelė, with a population of just over 100 people, is already packed with seven kitesurfing schools and even a kitesurfer's [bar](#) with a view of the Curonian Lagoon.

According to Pioraitė, the number of kitesurfing enthusiasts in Svencelė is growing exponentially. "Last year, we had up to 40% more kitesurfing students compared to the year before, most of the locals in search of active leisure during the pandemic. This season, the numbers are similarly higher yet again. In addition, we see more foreign tourists as word of mouth about Svencelė spreads. The local government has been initiating various projects to boost other types of activities in the area as well, including walking paths, cycling routes, tennis courts, and more," said Pioraitė.

To make the area even more attractive, the construction of a luxury Svencelė Islands development is underway. The project will be finished by 2023 and will offer comfortable apartments and houses scattered amongst water canals, offering breathtaking views of the Curonian lagoon.

There are several options for stylish lodging for those not looking for a second house in Svencelė but desiring a complete kitesurfing immersion. Enthusiasts of glamping can stay at [Kiteboarding base "Svencelė"](#), which offers three types of comfortably furnished containers with a full view of the Curonian Lagoon. Additional campsites or rural tourism homesteads are available nearby as well.

In addition, a small boat port in Svencelė should open next year and the concept of sustainable development of Dreverna and Svencelė is being prepared.

The kitesurfing and sailing season in Lithuania continues until the 1st of October, so those looking to experience a different country and explore a new kitesurfing spot, will be heading to Svencelė.

**-END-**

## **ABOUT LITHUANIA TRAVEL**

*Lithuania Travel is a national tourism development agency responsible for Lithuania's tourism marketing and promotion, acting under the Ministry of Economy and Innovation. Its strategic goal—to raise awareness of Lithuania as an attractive tourism destination and to encourage inbound and domestic travel. The agency closely collaborates with tourism businesses and organizations, presents Lithuanian tourism products, services and experiences on social and digital media, press trips, in international travel exhibitions and B2B events.*

More information available at [www.Lithuania.travel](http://www.Lithuania.travel).

### **Media contact:**

Greta Skridailaitė, [greta.s@blueoceanspr.com](mailto:greta.s@blueoceanspr.com)