



Local Guide — Palanga & Šventoji

Your complete insider guide to Lithuania's Baltic Coast



Beach & Outdoors



Palanga Beach — 18km of White Sand

Palanga's beach is one of the longest in the Baltics — 18km of fine white sand stretching from the town northward to Šventoji and beyond. The sand is remarkably soft and clean. Access is via wooden boardwalks over the dunes, so you don't fill your shoes. Blue Flag quality. Lifeguards on duty in summer.



Šventoji Beach — Quieter & More Natural

Our Šventoji villa guests are just minutes from this quieter, more relaxed beach. Wide sands, clean Baltic waters, and a more local feel. The Šventoji River suspension bridge (it wobbles and sways — great fun for kids!) connects the town to the beach. Hidden coves further north towards Latvia are accessible by bike.



Birutė Park & Birutė Hill — Must-Visit

A magnificent 100-hectare botanical park in the heart of Palanga, designed by French landscape architect Édouard André. Inside: the Amber Museum (one of the world's largest amber collections, housed in a 19th-century palace), a rose garden, ponds, ancient pine forest, sculptures, and Birutė Hill — an ancient pagan sacred site with sweeping views of the Baltic. Entry to the park is free.



Palanga Pier — Iconic Landmark

The iconic 470-metre wooden pier stretching into the Baltic Sea is the heart of Palanga. Perfect for a romantic sunset stroll, watching fishermen, or admiring the vast Baltic horizon. A Ferris wheel at the pier base offers panoramic views (especially beautiful at sunset). Piano music often plays in the background.



Šventoji Lighthouse

A historic red metal lighthouse standing near the Šventoji River mouth, about 780 metres from the beach. An easy and beautiful walk from the villas. Great photo opportunity and one of Šventoji's most recognisable landmarks.



Coastal Pine Forests — Walking & Cycling

One of the most distinctive features of this coastline is the fragrant pine forest running along the dunes. The 6km Labrytys wellness trail loops through coastal pine forest with five active recreation areas. Walking and cycling trails connect Šventoji to Palanga (15km, flat and very pleasant) and continue all the way to Klaipėda.



Biking from Šventoji to Palanga along the coastal trail is one of our favourite things to do — take a packed lunch or stop in Palanga for lunch and bike back.

Baltic Sea Swimming

The Baltic is refreshing rather than warm — water temperatures peak around 18–22°C in July–August. The sea is relatively shallow near the shore and very calm on most days. It's energising and wonderfully clean. Jellyfish appear occasionally in late summer — not dangerous but noticeable.

Wildlife

The coastal forests and dunes are home to hedgehogs, deer, and rich birdlife. Keep an eye out at dusk in the pine forests. The Seaside Regional Park protects the dunes, forests, and coastal landscape — stick to designated paths.