The paper deals with the analysis of pilgrimage management structure in Lithuania. The author presents the network of sacred places in Lithuania and traditions of pilgrimages. The historic and contemporary religious pilgrimage routes in Lithuania are presented. Analysis includes historic background, and contemporary challenges of pilgrimage management in relation to the themes of tourism marketing and heritage maintenance. Despite diversification, phenomenon of religious tourism and pilgrimage becomes more and more important, it involves people to consume narratives of places, which encapsulate their values. Community of Lithuanian Pilgrims and other pilgrimage centers have important role in promoting and organizing pilgrimages and journeys of religious tourism. In order to evaluate perspectives of religious tourism in Lithuania SWOT analysis was done. The results of the research could be important not only to scientific community, but also to the policy makers, and tourism practitioners.