



The Head Office of the Croatian National Tourist Board, Iblerov Trg 10/IV, 10000 Zagreb, VAT no.: 72501368180

is launching the

**CALL FOR EXPRESSION OF INTEREST  
IN THE IMPLEMENTATION OF  
STRATEGIC PROMOTIONAL CAMPAIGNS  
IN SOURCE MARKETS IN 2018**

Zagreb, August 2017

In accordance with the Strategic Marketing Plan for Croatian Tourism 2014-2020 and other strategic documents, the Croatian National Tourist Board (CNTB), as the national tourist organization, wants to use promotional activities to raise awareness of Croatia as an attractive year-round tourist destination, simultaneously increasing demand for Croatian tourist products, improving tourist turnover and consumption in general.

Accordingly, the CNTB plans to establish cooperation with partners from the tourist industry, and actively promote the Croatian tourist offer for the express purpose of attracting a greater number of visitors at a given destination, based on the principle of the general benefit for all tourist operators.

➤ **ACTIVITY**

A strategic marketing campaign in 2018 in selected strategic emissive markets.

➤ **ELIGIBLE PARTNERS**

Airlines and tour operators that offer organized programs for Croatia, encouraging them to broaden their programs or expand their operations period in the pre- and post-season with the aim of further growth over the next three years.

The goal of cooperation with selected partners is to increase awareness of the Croatia brand in selected strategic markets by targeting potential guests with joint campaigns, and to use the promotional channels, tools and experience of these partners in the organized tourism program segment. If required, the CNTB will put at the disposal of the partners all the necessary materials to realize these activities (logotypes, etc.).

During the selection process, the compatibility of a partner's program with the general strategic goals of the CNTB will be taken into consideration, as well as its market placement, openness to cooperation, and the likelihood of establishing an equitable partner relationship.

➤ **TERMS OF COOPERATION**

Interested partners must submit a proposed media plan for a joint campaign in public media on emissive markets linked to the partner's program for Croatia. The media plan should be accompanied by a presentation containing advertising strategy and examples of the proposed activities.

Potential partners may also submit price lists for advertising in their own channels, i.e. internal media.

The co-branded campaign in public media will be conducted by partners with the support of the CNTB.

The maximum possible Croatian share in campaign expenses is 50%, i.e. the expenses will be equally divided between the brands. The CNTB will approve the media plan and request any modifications necessary in keeping with its marketing goals and plans.

The proposed activities may not include any form of regular promotion independently conducted by the partners, and as a rule, should primarily encourage the pre- and post-season offer (i.e., exclude the peak season of 15 June – 15 September).

All of the activities must be compatible with CNTB campaigns on emissive markets.

➤ **ORGANIZED PROGRAMS FOR CROATIA**

The partner is required to supplement his application with comparative data pertaining to the realization of programs for Croatia (realization in 2016, projected final realization in 2017 and a plan for 2018).

Criteria for evaluation of partner programs for Croatia:

- program execution period/season,
- type of partner (airline, tour operator),
- types of organized transportation with overnights (plane, bus, etc.),
- types of partner programs and products, including special interest programs,
- minimum number of rotations,
- minimum capacity/number of seats,
- targeted strategic geo-zones,
- a partner's growth potential over the next 3 years,
- expansion of existing or the introduction of new programs, etc.

Campaign co-financing is tied exclusively to a partner's nominated program for Croatia. The partner is required to notify the CNTB of any modifications to the program or the marketing plan that might affect CNTB's decision on continued cooperation.

➤ **MINIMUM PARTNER PARTICIPATION**

Partners who wish to conduct and participate in joint campaigns are required to do so with a minimum amount of EUR 50,000 net of their own funds.

As an exception, smaller partners introducing new programs for Croatia who have not yet participated in joint campaigns with the CNTB, are required to invest a minimum of EUR 20,000 net of their own funds.

➤ **ACCEPTABLE MARKETING ACTIVITIES:**

- Online marketing, including social network campaigns
- Press
- Billboards
- TV/radio

Having established contractual cooperation, partners are required to submit any prepared visual advertising proposals to the CNTB for approval at least 3-5 days prior to publication, and the outcomes of all activities must be traceable.

In any case, it must always be clearly stated that any activity is a joint promotional campaign with the CNTB.

The requirement for the disbursement of funds by the Croatian side is the submission of complete evidentiary documentation relating to realized advertising (photographic documentation, invoice copies, payment copies, etc.), report on campaign outcomes and the report on outcomes of the partner's program for Croatia (number of realized lines, rotations, guests, overnights, etc.). A final overall report must be submitted no later than 30 days after completion of the campaign/program.

The CNTB may conclude other contracts on joint promotional activities with third parties.

➤ **APPLICATION AND PROPOSAL SUBMISSION**

Interested parties may submit their proposals for cooperation and the accompanying documentation to the CNTB representative office in their respective markets (the Head office of the CNTB for other markets depending on the programs and the headquarters of the partner).

The CNTB will not cooperate with partners who do not satisfy their obligations to the system of tourist boards or other Croatian entities, or with whom they are in a dispute, or who in the opinion of the CNTB have unfounded claims from previous years.

Partners guarantee the exactness and validity of all data that they deliver in their application documentation and also confirm that they have no outstanding financial obligations to Croatian entities on the basis of any court decisions.

The CNTB is under no obligation to accept a partner's offer. Submission of a proposal in response to this call neither implies nor prejudices, in any way, the manner or the form of the final decision on partner selection in keeping with the strategic goals and available budget of the CNTB for these types of activities in each market.

The final decision on the selection of partners for the implementation of strategic promotional campaigns will be made by the Tourist Council of the CNTB.

Partners who are approved funds within the framework of these strategic projects may not have the same programs, advertising expenses and accompanying documentation accepted under other modules or contracts with the CNTB and other tourist boards.

CNTB representative offices:

Country	Address	Telephone
<b>AUSTRIA</b> <a href="mailto:office@kroatien.at">office@kroatien.at</a>	<b>Kroatische Zentrale für Tourismus</b> Liechtensteinstrasse 22a, 1/1/7 1090 Wien	0043 1 585 3884
<b>BELGIUM</b> <a href="mailto:info@visitcroatia.be">info@visitcroatia.be</a>	<b>Croatian National Tourist Board</b> Cours Saint-Michel 100/X 1040 Brussels	0032 2 265 79 17
<b>CZECH REPUBLIC</b> <a href="mailto:info@htz.cz">info@htz.cz</a>	<b>Chorvatske Turisticke Sdruzeni</b> Krackovska 25 110 00 Praha 1	00420 2 2221 1812 00420 2 2221 0793
<b>FRANCE</b> <a href="mailto:info@croatie-tourisme.fr">info@croatie-tourisme.fr</a>	<b>Office National Croate de Tourisme</b> 8 rue de la Michodière 75002 Paris	0033 1 4500 9955 0033 1 4500 9957
<b>ITALY</b> <a href="mailto:info@enteturismocroato.it">info@enteturismocroato.it</a>	<b>Ente Nazionale Croato per il Turismo</b> Via G. Leopardi 19 20123 Milano	0039 02 8645 4497
<b>HUNGARY</b> <a href="mailto:info@htz.hu">info@htz.hu</a>	<b>Horvat Idegenforgalmi Község</b> Akademia u. 1 1054 Budapest	0036 1 267 5588 0036 1 267 5599
<b>THE NETHERLANDS</b> <a href="mailto:kroatie-info@planet.nl">kroatie-info@planet.nl</a>	<b>Kroatisch Nationaal Bureau Voor Toerisme</b> A.J.Ernststraat 199 1083 GV Amsterdam	0031 20 661 6422
<b>GERMANY</b> <a href="mailto:info@visitkroatien.de">info@visitkroatien.de</a>	<b>Kroatische Zentrale für Tourismus</b> Stephanstrasse 13 60313 Frankfurt/M	0049 69 238 5350
<b>GERMANY</b> <a href="mailto:office@visitkroatien.de">office@visitkroatien.de</a>	<b>Kroatische Zentrale für Tourismus</b> Sonnenstraße 8 80331 München	0049 89 22 33 44
<b>POLAND</b> <a href="mailto:info@chorwacja.home.pl">info@chorwacja.home.pl</a>	<b>Narodowy ośrodek informacji</b> turystycznej Republiki Chorwacji ul. Nowogrodzka 50 00-695 Warszawa	0048 22 828 5193 0048 22 828 5194
<b>RUSSIA</b> <a href="mailto:htzmoskva@mail.ru">htzmoskva@mail.ru</a> <a href="mailto:htz1@mail.ru">htz1@mail.ru</a>	<b>Horvatskoe Turističeskoe Soobdjestvo</b> Krasnopresnenskaya emb., 12 office 304, entrance 6 123610 Moscow	007 495 258 1507 007 495 258 1593
<b>USA</b> <a href="mailto:cntony@earthlink.net">cntony@earthlink.net</a>	<b>Croatian National Tourist Office</b> PO Box 2651 New York, NY 10108	00019176154029
<b>SLOVAKIA</b> <a href="mailto:infohtz@chello.sk">infohtz@chello.sk</a>	<b>Chorvátske turistické združenie</b> Trenčianska 5 821 09 Bratislava	00421 255 562 054 00421 255 415 415
<b>SLOVENIA</b> <a href="mailto:info@hts-slovenija.si">info@hts-slovenija.si</a>	<b>Hrvaška turistična skupnost</b> Miklošičeva cesta 30 1000 Ljubljana	00386 1 230 7400
<b>SWEDEN</b> <a href="mailto:croinfo@telia.com">croinfo@telia.com</a>	<b>Kroatiska turistbyran</b> Jungfrugatan 24 11444 Stockholm	0046 8 5348 2080 0046 8 5348 2081
<b>UNITED KINGDOM</b> <a href="mailto:info@croatia-london.co.uk">info@croatia-london.co.uk</a>	<b>Croatian National Tourist Office</b> 3rd Floor, No. 1 Farrier's Yard 77-85 Fulham Palace Road Assembly London, London W6 8JA	0044 208 563 7979

Contact of the Head office of the CNTB: [oginfo@htz.hr](mailto:oginfo@htz.hr)