



The Croatian National Tourist Board, Iblerov Trg 10/IV, 10000 Zagreb, VAT No: 72501368180

announces the following

**CALL FOR THE EXPRESSION OF INTEREST  
IN THE IMPLEMENTATION OF PROMOTIONAL  
CAMPAIGNS  
WITH STRATEGIC PARTNERS  
IN INTERNATIONAL MARKETS IN 2023**

Zagreb, November 2022

The Croatian National Tourist Board (CNTB), as the national tourist organisation, wants to use promotional activities to raise awareness of Croatia as an attractive year-round tourist destination, simultaneously increasing demand for Croatian tourist products and improving tourist revenue and consumption in general.

Accordingly, the CNTB plans to establish cooperation with partners from the tourism 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 tourism operators.

➤ **Eligible strategic partners –travel organisers**

Tour operators with all types of organised travel programmes to Croatia and carriers in air, road, rail and/or sea transport introducing new or expanding their travel offerings and/or travel operations period in 2023.

The goal of cooperation with strategic partners is to increase awareness of the Croatian tourist brand in selected markets by targeting potential guests with joint campaigns that relate to strategic partners' travel programmes for Croatia and to use the promotional channels, tools, and experience of strategic partners in organised travel programmes.

➤ **Subject and implementation of the cooperation**

The subject of cooperation is a promotional campaign with strategic partners in international markets in 2023.

The campaign will be conducted by the strategic partners with the support and approval of the tourist boards on all levels (CNTB, regional and local tourist boards) that will participate in the campaign.

Joint campaigns are financed from the funds of all project partners. The maximum possible share of tourist boards in the joint campaign within media buying is up to 50% of the net costs.

All selected marketing activities must be compatible with the CNTB communication campaigns in international markets, in which it must be clear that it is a joint promotional campaign (the use of the Croatian tourism sign/logo).

➤ **Application and proposal submission**

Interested strategic partners may submit their proposals for cooperation with the accompanying documentation to the CNTB representative office in the respective market and the office of the CNTB for other markets, depending on the programmes and headquarters of the strategic partner. All data shall be considered confidential and shall be used when evaluating applications and cooperation. The CNTB reserves the right to request additional information and clarification in any phase.

Interested partners in their application should deliver:

- **all data relating to their travel/carrier programme for Croatia** in a form enclosed with this Call,
- **presentation of their travel/carrier programme and campaign media plan proposal, including:**
  - information on the type of travel programme to Croatia that the partner offers in its market (types of services offered in the travel programme, destinations, special offers, travel programme period, etc.)
  - description of the strategy, target markets, and campaign goals
  - suggestion of the proposed advertising types and timings and expected results
  - campaign landing sites
  - examples of the advertisement/visuals and possibilities of branding/logo application
  - planned budget, shares, etc.
- any other information relevant for the understanding, evaluation and selection of the cooperation proposal.

If the strategic partner plans to implement the targeted campaign relating to the travel programme to a specific Croatian destination, the strategic partner shall specify this separately so that regional/local tourist boards might express their interest and possibilities accordingly and so that the campaign content can be planned.

Interested partners may also submit an offer/proposal for destination advertising in their own channels or internal media which the tourist boards can further consider.  
The applications can be submitted exclusively in Croatian or English.

➤ **Decision on strategic partner selection**

A specially appointed committee will evaluate all received applications/proposals, and the Tourist Council of the CNTB will decide on a strategic partner selection. The CNTB will agree on the details of cooperation with the strategic partners and close the cooperation contract.

The evaluation will take into account the quality of the proposed promotional campaign, type of strategic partner (carrier, tour operator), type of strategic partner travel programmes including special interest travel programmes, period/season and volume of planned travel programmes for Croatia (number of rotations, seat capacity), etc. The compatibility of a partner's travel programme with the general strategic goals of the CNTB will also be taken into consideration, as well as its market placement, openness to cooperation and the likelihood of establishing a good partner relationship. The tourist boards may only accept a part of the proposed marketing activities and may ask for the necessary modifications in line with their marketing goals, plans and approved funds.

➤ **Disbursement of funds**

The requirement for the disbursement of funds by the tourist boards is the submission of complete and appropriate evidentiary documentation relating to implemented advertising (report including photographic documentation on advertising, suppliers' invoices, proof of related cost payment, campaign outcomes and the like) and the report on outcomes of the strategic partner's travel programme for Croatia.

A final report on implemented advertising must be submitted no later than 30 days after the completion of the campaign, and a report on travel programme outcomes no later than 30 days after the completion of the travel/flight programme for Croatia.

The CNTB reserves the right to supervise the implementation of the advertising/programme, and the mutual relations will be regulated by an individual agreement with the strategic partner. Selected partners will receive all other directions and instructions for the preparation and implementation of the cooperation.

➤ **Other provisions**

The CNTB will not cooperate with strategic partners which do not fulfil their obligations to the system of tourist boards or other Croatian entities, or with whom they are in a dispute, or which, in the opinion of the CNTB, have unfounded claims from previous years. The outcomes of previous campaigns/programmes will also be considered. Should the strategic partner fail to fulfil its obligations under the contracts for the previous periods prior to and/or after this decision has been announced, the CNTB reserves the right to reduce or not to disburse the funds allocated pursuant to the decision for 2023 until the fulfilment of the already assumed obligations.

The strategic partner guarantees the accuracy and validity of all data delivered in its application documentation and confirms that it has no outstanding financial obligations to Croatian entities on the basis of any court decisions.

The tourist boards are under no obligation to accept a strategic partner's offer. Submission of a proposal in response to this Call neither implies nor prejudices, in any way, the final decision on

strategic partner selection in keeping with the strategic goals and available budget for these types of activities in each market.

The CNTB and other tourist boards may conduct promotional activities with third parties. Strategic partners with whom cooperation is established may not participate in other calls in collaboration with the CNTB and other tourist boards related to advertising associated with the same programme.

➤ **Addresses of the CNTB representative offices for additional information and applications**

<b>AUSTRIA AND SWITZERLAND</b>	
<a href="mailto:office@kroatien.at">office@kroatien.at</a>	0043 1 585 3884
<b>BELGIUM AND NETHERLANDS</b>	
<a href="mailto:info@visitcroatia.be">info@visitcroatia.be</a>	0032 2 265 7917
<b>CZECH REPUBLIC AND SLOVAKIA</b>	
<a href="mailto:info@htz.cz">info@htz.cz</a>	00420 222 211 812
<b>FRANCE</b>	
<a href="mailto:info@croatie-tourisme.fr">info@croatie-tourisme.fr</a>	0033 1 4500 9957
<b>ITALY AND SPAIN</b>	
<a href="mailto:info@enteturismocroato.it">info@enteturismocroato.it</a>	0039 02 8645 4497
<b>GERMANY</b>	
<a href="mailto:info@visitkroatien.de">info@visitkroatien.de</a>	0049 69 238 5350
<b>POLAND</b>	
<a href="mailto:info@visitcroatia.pl">info@visitcroatia.pl</a>	0048 22 828 5193
<b>USA</b>	
<a href="mailto:info.us@croatia.hr">info.us@croatia.hr</a>	
<b>SCANDINAVIA</b>	
<a href="mailto:info.se@croatia.hr">info.se@croatia.hr</a>	0046 8 5348 2080
<b>SLOVENIA</b>	
<a href="mailto:info@hts-slovenija.si">info@hts-slovenija.si</a>	00386 1 230 7400
<b>UK</b>	
<a href="mailto:info@croatia-london.co.uk">info@croatia-london.co.uk</a>	0044 208 563 7979

CNTB: [oginfo@htz.hr](mailto:oginfo@htz.hr)