



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

announces

**CALL FOR EXPRESSION OF INTEREST
IN THE IMPLEMENTATION OF
STRATEGIC PROMOTIONAL CAMPAIGNS
IN SOURCE MARKETS IN 2020**

Zagreb, August 2019

In accordance with the Strategic Marketing Plan for Croatian Tourism 2014-2020 and other strategic documents, the Croatian National Tourist Board, 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.

➤ **Subject of cooperation**

A strategic promotional campaign in 2020 in selected strategic source markets.

➤ **Eligible partners**

Tour organisers (tour operators and carriers) with all forms of organised programs for Croatia (transport by plane, bus or ship) who introduce/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 from the program introduction.

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 that relate to partners' programs for Croatia, and to use the promotional channels, tools and experience of these partners in the organized tourism program segment.

➤ **Terms of cooperation**

The co-branded campaign within public media buying will be conducted by partners with the support of the CNTB (the Croatian side – the Croatian National Tourist Board and all other tourist boards that will participate in the campaign based on partners' applications).

All promotional activities require the obligatory use of the logotype of Croatian tourism.

If required and possible, the CNTB will put at the disposal of the partners all the necessary materials to realize the agreed activities (logotypes, photos/video materials etc.) which may be used in the said campaigns with the prior approval of the CNTB. Both brands (partner and the CNTB) have to be equally represented.

➤ **Campaign financing**

The maximum possible CNTB share in the joint campaign within media buying is 50% of campaign expenses.

Applications by partners who wish to conduct and participate in joint campaigns with the minimum of € 50,000 of their own net funds will have advantage over other applications.

➤ **Acceptable marketing activities**

- Online marketing
- Social network campaigns
- Press
- Billboards
- TV/radio.

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 and its advertising (i.e., exclude the peak season of 1 June – 30 September).

All selected activities must be compatible with CNTB campaigns on source markets. The CNTB may accept only a part of offered activities and request necessary modifications according to its marketing goals, plans and funds approved.

After activity plans have been approved, partners are required to submit their proposals for all creative solutions to the CNTB for approval as soon as possible, however at least 5 days prior to publication. 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.

➤ **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 2018, projected final realization in 2019 and a plan for 2020).

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, the likelihood of establishing an equitable partner relationship and submitted proposal.

When evaluating partner's programs for Croatia the following will be taken into account as well - program execution period/season, type of partner (carrier, tour operator), type of package tours with overnights (plane, bus, etc.) from individual markets, types of partner programs and products, including special interest programs, 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 to which the contents of joint advertising are tied as well. The partner is required to notify the Croatian partners of any modifications to the program or the marketing plan that might affect their decision on continued cooperation.

➤ **Disbursement of funds**

The requirement for the disbursement of funds by the Croatian side is the submission of complete evidentiary documentation relating to realized advertising (photographic documentation on advertising, suppliers' invoices/proofs of related cost payment and alike), reports 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 on implemented advertising must be submitted no later than 30 days after the completion of the campaign and a report on program outcomes no later than 30 days after the completion of the program for Croatia that was the subject matter of cooperation/advertising.

The CNTB reserves the right to supervise the implementation of advertising/program and the mutual relations will be regulated by a special agreement.

➤ **Application and proposal submission**

Interested partners 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 partners' programs and their headquarters). All data shall be considered confidential and shall be used when evaluating applications and cooperation.

Interested partners shall submit their **proposals for the joint campaign in the public media** in source markets together with all **data relating to their programs for Croatia**.

The submitted cooperation proposal shall include:

- **completed application forms** (containing information on the respective partner, the proposal for mutual shares in campaign financing, the media plan with all relevant and requested data, the program for Croatia),
- if a partner plans to implement the targeted campaign for encouraging programs in respect to a specific Croatian region/destination only (or only partially as part of the plan for advertising the offer for entire Croatia), the partner shall specify this in particular when stating the amount and description of activities (deliver the media plan/ specify in the media plan activities relating to the promotion tied to the program for such specific Croatian region/destination) so that tourist boards on the county and local levels might express their interest and demonstrate their possibilities accordingly and so that plans for campaign contents could be made,
- **cooperation proposal presentation** (strategy, campaign goals, target markets, target groups, selection of the media/formats/times in relation to the respective markets and groups, example of the advertisement/visual, deadline for the confirmation of the proposed activity selection - at the earliest in January 2020, deadline making the creative solution to be prepared by the partner, technical specifications and the deadline for submitting materials that the partner requires from the CNTB)
- any other piece of information relevant for the selection and evaluation of the cooperation proposal.

Together with the proposal for the campaign in the public media partners may also submit an offer for CNTB advertising in their own channels or in the inhouse media with the same data and specifications for advertising selection and preparation which the CNTB may/may not accept.

The applications can be submitted exclusively in Croatian or English language.

➤ **Other provisions**

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. The outcomes of the ongoing 2019 campaign/program will be taken into account as well. Should the partner fail to fulfill 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 2020 until the fulfilment of the already assumed obligations.

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 of CNTB will be made by the Tourist Council of the CNTB.

The CNTB may conduct promotional activities with third parties.

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 models or contracts with the CNTB and other tourist boards. Such partners cannot be applicants or participate in other joint advertising models with the CNTB.

➤ **Addresses of CNTB representative offices for additional information and instructions:**

| Country | Address | Telephone |
|--|--|--|
| AUSTRIA office@kroatien.at | Kroatische Zentrale für Tourismus Liechtensteinstrasse 22a, 1/1/7 1090 Wien | 0043 1 585 3884 |
| BELGIUM info@visitcroatia.be | Croatian National Tourist Board Cours Saint-Michel 100/X 1040 Brussels | 0032 2 265 79 17 |
| CZECH REPUBLIC info@htz.cz | Chorvatske Turisticke Sdruzeni Krakovska 25 110 00 Praha 1 | 00420 2 2221 1812 00420 2 2221 0793 |
| FRANCE info@croatie-tourisme.fr | Office National Croate de Tourisme 37 Rue des Mathurins 75008 Paris | 0033 1 4500 9955 0033 1 4500 9957 |
| ITALY info@enteturismocroato.it | Ente Nazionale Croato per il Turismo Via G. Leopardi 19 20123 Milano | 0039 02 8645 4497 |
| CHINA info@cntbsh.cn | Croatian National Tourist Board Shanghai Representative Office The Place, Tower B, Room 2713 100 Zunyi Lu Changning District 200051 Shanghai | |
| HUNGARY info@htz.hu | Horvat Idegenforgalmi Község Akademia u. 1 1054 Budapest | 0036 1 267 5588 0036 1 267 5599 |
| THE NETHERLANDS nl@infocroatia.net | Kroatisch Nationaal Bureau Voor Toerisme A.J.Ernststraat 199 1083 GV Amsterdam | 0031 20 661 6422 |
| GERMANY info@visitkroatien.de | Kroatische Zentrale für Tourismus Stephanstrasse 13 60313 Frankfurt/M | 0049 69 238 5350 |
| GERMANY office@visitkroatien.de | Kroatische Zentrale für Tourismus Hesselohrstrasse 9 80802 München | 0049 89 22 33 44 0049 89 228 02 998 |
| POLAND info@visitcroatia.pl | Chorwacka Wspólnota Turystyczna przedstawicielstwo w Polsce ul. Nowogrodzka 50 00-695 Warszawa | 0048 22 828 5193 |
| RUSSIA htzmoskva@mail.ru htz1@mail.ru | Horvatskoe Turističeskoe Soobdjestvo Krasnopresnenskaya emb., 12 office 304, entrance 6 123610 Moscow | 007 495 258 1507 007 495 258 1593 |
| USA cntony@earthlink.net - trade & media only info@htz.hr - individual requests & info | Croatian National Tourist Office Irving Pl 33, Office 5029 NY, 10003 New York PO Box 2651, New York, NY, 10108 | 00019176154029 |
| SLOVAKIA info@htz.sk | Chorvátske turistické združenie Trenčianska 5 821 09 Bratislava | 00421 255 415 415 |
| SLOVENIA info@hts-slovenija.si | Hrvaška turistična skupnost Miklošičeva cesta 30 1000 Ljubljana | 00386 1 230 7400 |
| SWEDEN croinfo@telia.com | Kroatiska turistbyran Jungfrugatan 24 11444 Stockholm | 0046 8 5348 2080 0046 8 5348 2081 |
| UNITED KINGDOM info@croatia-london.co.uk | Croatian National Tourist Office 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