



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

announces the following

**CALL FOR THE EXPRESSION OF INTEREST
IN THE IMPLEMENTATION OF MARKETING
COOPERATION
WITH STRATEGIC PARTNERS IN 2024-2027**

Zagreb, October 2023

The Croatian National Tourist Board (CNTB), as the national tourist organisation, wants to use its 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.

In accordance with the Strategic Marketing and Operational Plan for Croatian Tourism for the period 2023-2027 and other strategic and operational documents, the CNTB plans to establish cooperation with partners from the tourism industry and actively promote the Croatian tourist offer, as well as attract target foreign visitors, based on the principle of general benefit for all tourism operators in the destination.

➤ **Eligible strategic partners – travel organisers**

Tour operators with package tours to Croatia and carriers in air, road, rail and/or sea transport to Croatia introducing new or expanding their existing programmes and/or the period of their programmes in 2024 and the subsequent years of the implementation period of the Strategic Marketing and Operational Plan for Croatian Tourism (summary attached to this Call).

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

➤ **Subject and implementation of the cooperation**

The subject of the cooperation are promotional activities with strategic partners in international markets in 2024 and the subsequent years of the implementation period of the Strategic Marketing and Operational Plan of Croatian Tourism.

Activities 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 activities are financed from the funds of all project partners. The maximum possible share of all tourist boards in the external costs/costs of media buying is up to 50% of the net costs.

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

➤ **Application and proposal submission**

Interested partners must submit the following as part of their application:

- **A filled-in programme form for Croatia 2023-2025** (attached to this Call),
- **The presentation of their programme for Croatia and their promotional activities proposal:**
 1. Information on their business plans regarding their programme for Croatia, planned changes in their programme, target groups, types of tourist products and services offered in their programmes for Croatia, examples of programmes that include special experiences, most common Croatian destinations in their programmes, information about sustainable practices used in their tourism business, etc.
 2. A proposal of promotional activities for 2024 (a list in the form of an attached table) and other information on every suggested activity from the table (short description, potential content, example, landing site, etc.).

If the partner plans a targeted campaign only for a specific Croatian destination, it must 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.

Partners must also deliver all other information relevant for the evaluation of the cooperation proposal.

In accordance with Article 13 of Regulation (EU) 2016/679 of the European Parliament and of the Council from 27 April 2016 with regard to the processing of personal data and on the free movement of such data, and on repealing Directive 95/46/EC (General Data Protection Regulation), all information enclosed in the application is considered confidential and is used to evaluate applications and cooperation. Personal data is stored for as long as it is necessary to fulfil the purpose for which it is processed.

The CNTB reserves the right to request additional information and clarifications at any stage.

Applications must be submitted exclusively in Croatian or English via email at oginfo@htz.hr no later than **31 October 2023**.

➤ **Decision on the selection of strategic partners**

A specially appointed committee will evaluate all received applications/proposals, and the Tourist Council of the CNTB will decide on the selection of strategic partners.

By deciding on the selection of strategic partners, the CNTB will select strategic partners for cooperation in 2024 and the subsequent years of the implementation period of the Strategic Marketing and Operational Plan for Croatian Tourism. The funds for cooperation and activities in 2024 that will be the basis for concluding contracts for 2024 will also be approved with this decision. An appropriate contract regulating the rights and obligations between both parties in detail will be made on the basis of the decision on the selection of strategic partners.

After considering the partner's future programme and proposal for future planned periods, the decision for continued cooperation with selected partners and the funds of the CNTB will be made by the Tourist Council of the CNTB or by other tourist boards according to the strategic interests and goals, and the conditions of this Call. New contracts on the continuation of cooperation will be concluded based on these decisions, or the cooperation will be terminated.

The compatibility of the partner's programme with the general strategic goals of the CNTB and tourist boards, proposed promotional activities, the partner's market position, openness to cooperation, and the possibility of establishing a fair partnership will be considered during the evaluation.

The CNTB and other tourist boards may accept only a part of the proposed activities and request necessary changes in accordance with their marketing goals, plans, and approved funds.

➤ **Implementation of cooperation**

The CNTB and other tourist boards will honour their share of the financing of activities after the delivery of the complete and appropriate evidentiary documentation relating to implemented advertising (report on the implemented advertising including photographic documentation, supplier invoices, proof of payment of external costs, campaign outcomes, etc.) and the report on outcomes of the strategic partner's programme for Croatia.

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

The CNTB and other tourist boards reserve the right to supervise the implementation of the activity/programme; mutual relations will be regulated by an individual agreement with the strategic partner. Selected partners will receive all other guidelines and instructions for the preparation and implementation of the cooperation.

➤ **Other provisions**

The CNTB and other tourist boards will not cooperate with strategic partners that do not fulfil their obligations towards the system of tourist boards or other Croatian entities, or that are in dispute with the system of tourist boards or other Croatian entities, or that, in the opinion of the CNTB/other tourist boards, 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/other tourist boards reserve the right to reduce or not disburse the funds allocated pursuant to the decision for each year of the cooperation until the fulfilment of the already assumed obligations. By responding to this Call, the partner guarantees the accuracy and veracity of all data delivered in their application documentation and confirms that they have no outstanding financial obligations to Croatian entities on the basis of any court decisions, and that they, as the legal entity and the person representing the entity, have not been finally convicted (for accepting a commercial bribe, for commercial bribery, for abuse of power and authority, for abuse of public office, for trading in influence, for accepting a bribe, for bribery, for fraud, for computer fraud, for commercial fraud, for money laundering, or for relevant crimes punishable by the law of the Republic of Croatia).

The CNTB and other tourist boards are 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 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.

Partners with whom cooperation is established based on this Call may not use this cooperation to finance project activities with other funding sources of the CNTB and other tourist boards, and by responding to this Call, they guarantee that there will be no double funding of the same costs.