



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

announces

**CALL FOR EXPRESSION OF INTEREST
IN THE IMPLEMENTATION OF PROMOTIONAL
CAMPAIGNS
WITH STRATEGIC PARTNERS
IN INTERNATIONAL MARKETS IN 2022**

Zagreb, December 2021

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 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.

➤ **Subject of cooperation**

A promotional campaign with strategic partners in international markets in 2022.

➤ **Eligible strategic partners**

Travel organisers (tour operators and carriers) with all forms of organised programs for Croatia (transport by air, railway, bus or ship) which introduce new, broaden their existing programs and/or expand their operations period in 2022.

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

➤ **Implementation of the campaign in media buying**

The co-branded campaign within media buying (online, social media, press, OOH/DOOH, TV/radio etc.) will be conducted by strategic partners with the support of the tourist boards on all levels (CNTB, regional and local tourist boards) that will participate in the campaign.

If required and possible, the tourist boards will put at the disposal of the strategic partner and approve materials (logotypes, photos/video materials etc.) to realize the agreed promotional activities.

All selected activities must be compatible with CNTB communication campaigns in international markets. The tourist boards may accept only a part of offered activities and request necessary modifications according to their marketing goals, plans and funds approved.

After activity plan has been approved, the strategic partner is required to submit its proposals for all creative solutions to the tourist boards for approval as soon as possible, at the latest 5 days prior to publication. It is necessary to enable monitoring and recording of the outcomes of all the activities.

In all cases it must always be clear the activities refer to a joint promotional campaign.

➤ **Financing of the campaign in media buying**

Funding for joint promotional campaigns is provided from the joint funds of all project partners, in such a way that the maximum possible share of tourist boards in the joint campaign within media buying is up to 50% of the costs.

➤ **Organized programs for Croatia**

The strategic partner is required to submit in his application comparative data pertaining to the realization of its organized programs for Croatia (realization in 2021 and a plan for 2022).

Campaign co-financing is related to a strategic partner's nominated program for Croatia to which the content of joint advertising refers as well. The strategic partner is obliged to notify the tourist boards of any modifications to the program or the promotional plan that might affect their decision to continue cooperation.

➤ **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 realized advertising (photographic documentation on advertising, suppliers' invoices, proofs of related cost payment, reports on campaign outcomes and alike), and the report on outcomes of the strategic partner's program 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 program outcomes no later than 30 days after the completion of the program for Croatia that was the subject matter of cooperation.

The CNTB reserves the right to supervise the implementation of advertising/program and the mutual relations will be regulated by an individual agreement with strategic partner.

➤ **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 programs and headquarters of the strategic partner. All data shall be considered confidential and shall be used when evaluating applications and cooperation and the CNTB reserves the right to request additional information and clarification in any phase.

Interested partners in their application deliver:

- **all data relating to their programs for Croatia** in a form enclosed to this Call (realization in 2021 and a plan for 2022),
- **presentation of the proposed promotional activities including:**
 - description of strategy, campaign goals, target markets, groups,
 - suggestion of media/formats/timings of the advertising,
 - campaign landing sites,
 - examples of the advertisement/visuals,
 - value of marketing activities/planned budget etc.
- if a strategic partner plans to implement the targeted campaign relating to the program to a specific Croatian region/destination (or only partially as part of the plan for advertising the offer for entire Croatia), the strategic partner shall specify activities which refer to the promotion related to the program for that specific Croatian region/destination so that other tourist boards might express their interest and possibilities accordingly and so that plans for campaign contents could be made,
- any other piece of information relevant for the understanding, evaluation and selection of the cooperation proposal.

Interested partners may also submit an offer/proposal for destination advertising in their own channels or internal media which the tourist boards will further consider.

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

A specially appointed committee will evaluate all received applications/proposals. The evaluation will take into account the quality of the proposed promotional campaign, type of strategic partner (carrier, tour operator), type of strategic partner programs including special interest programs, period/season and volume of planned programs for Croatia (number of rotations, seat capacity) etc. and 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 a correct partner relationship.

➤ **Decision on strategic partner selection**

After the evaluation of all received applications, a specially appointed committee, based on the previously mentioned elements, will propose to the Tourist council of the CNTB a decision on strategic partner selection in response to this Call. The Tourist council of the CNTB will make the decision on selection of the strategic partners after which the CNTB will agree the cooperation details and enter into a cooperation agreement with the selected strategic partners.

➤ **Other provisions**

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

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 the previous campaign/program will be taken into account as well. 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 2022 until the fulfilment of the already assumed obligations.

Strategic partner guarantees the exactness and validity of all data delivered in its application documentation and also confirms 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 cooperation with the CNTB and other tourist boards related to advertising associated with the same program.

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

AUSTRIA AND SWITZERLAND	
office@kroatien.at	0043 1 585 3884
BELGIUM AND NETHERLANDS	
in@infocroatia.net	0032 488 163 048
CZECH REPUBLIC AND SLOVAKIA	
info@htz.cz	00420 222 211 821
FRANCE	
info@croatie-tourisme.fr	0033 1 45 00 99 57
ITALY AND SPAIN	
info@enteturismocroato.it	0039 02 8645 4497
SOUTH KOREA	
info@visitcroatia.kr	0082 2 779 5524
HUNGARY	
info@htz.hu	0036 1 267 55 88
GERMANY	
romeo.draghicchio@visitkroatien.de	0049 69 238 535 0
POLAND	
info@visitcroatia.pl	0048 22 828 51 93
RUSSIA AND UKRAINE	
info.ru@croatia.hr ; htzmoskva@mail.ru	007 495 258 1507
USA	
info.us@croatia.hr	001 212 279 8672
SKANDINAVIA	
vedran.susic.se@croatia.hr	0046 73 0224079
SLOVENIA	
info@hts-slovenija.si	00386 1 2307400
UK	
darija@croatia-london.co.uk	0044 743 253 5892

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