



Croatian National Tourist Board, Iblerov trg 10/IV, 10000 Zagreb, PIN: 72501368180 hereby publishes the following

**CALL FOR EXPRESSIONS OF INTEREST IN THE IMPLEMENTATION OF
ADDITIONAL MARKETING AND PR ACTIVITIES IN OUTBOUND MARKETS
IN 2019**

The Croatian National Tourist Board (hereinafter: CNB), as the tourist organisation on the national level, in accordance with the 2014–2020 Strategic Marketing Plan for Croatian Tourism and other strategic documents, wants to use its promotional activities to raise awareness of Croatia as a year-round and attractive tourist destination thereby bringing about an increase in the demand for Croatian tourist products, driving tourist traffic and increasing general consumption.

Pursuant to the decision adopted at the 49th session of the CNB Tourist Council held on 26 February 2019, for the purpose of promoting the booking of tourism services and realising the strategic goals in outbound markets in 2019, the CNB hereby publishes a call for expressions of interest in the implementation of additional marketing and PR activities in outbound markets in 2019. In accordance with the adopted decision, the CNB is planning to establish cooperation with partners in the tourist industry, media, marketing and PR agencies and other entities as well as to actively promote the Croatian tourist offer with the aim of attracting a larger number of guests under the principle of realising general benefits for all holders of the tourist offer in the destination.

The total amount of funds planned for this activity is HRK 10,018,000.00 (VAT in amount of 25% is included) The amount concerned shall be distributed in the following ratio: 60% for additional marketing and PR projects and activities, and 40% for the programmes and projects planned by tour operators and tourist agencies.

The call includes projects and activities aimed at the following outbound markets: Germany, UK, Austria, Switzerland, Italy, France, Sweden, Norway, Netherlands, Belgium, Poland, Russia, Ukraine, Hungary, Czech Republic and Slovenia.

Budget distribution per activity type

Activity type		
Marketing projects and campaigns, PR activities	HRK 6,010,800.00	60%
Cooperation with domestic and foreign tour operators and agencies	HRK 4,007,200.00	40%
TOTAL	HRK 10,018,000.00	100%

The budget shall be used for the following activities:

- Organisation of promotional activities and events;
- Media advertising (online and offline advertising);
- Marketing projects in cooperation with domestic and foreign tour operators and agencies;
- Workshops, trainings and presentations with domestic and foreign buyers.

Project approval:

- Advantage shall be given to offers and proposals that are tailor-made according to the aforementioned activities, and such offers shall be evaluated in the order they are submitted
- Individual programmes and activities shall be realised in full by 30 June 2019
- All projects that have been agreed on shall be aligned with the goals defined in the Tourism Development Strategy and the 2014–2020 Strategic Marketing Plan for Croatian Tourism

Project financing:

- The CNB shall provide full financing to marketing projects, campaigns and PR activities that do not include joint promotion by the CNB and another entity;
- The CNB shall finance 50% of the project value for marketing projects that include joint promotion with one of the partners (whereby it shall be clearly visible that it is a joint promotional campaign in cooperation with the CNB)
- The partners shall propose and implement joint projects in cooperation with the CNB
- The submission of the report on the implemented activities and accompanying costs shall be a condition for the payment of the CNB share
- The CNB shall approve the production materials, which shall be aimed at promoting a specific destination, i.e. a tourist product category and shall contain the Croatian tourism mark/logotype ('Croatia Full of Life' in the corresponding language versions).

Offer selection

The potential partners shall submit a complete project proposal (descriptive and financial) including precisely defined KPIs in accordance with the prescribed goals for the allocated funds.

The Croatian National Tourist Board shall evaluate the received offers in the order they are submitted and shall decide as soon as possible on the selection of the offer, depending on its quality and compliance with the indicated goals and the budget.

The CNB can only accept a part of the activities offered and shall request necessary changes in accordance with its marketing goals, plans and approved funds. The results of all activities shall be monitored and recorded.

Advantage shall be given to offers and proposals that are tailor-made according to the aforementioned activities, and such offers shall be examined in the order they are submitted

After the approval of the activities plan, the partner shall submit to the CNB the proposal of all creative solutions as soon as possible and shall start implementing the project after the solutions have been approved by the CNB.

Registration and proposal submissions

Interested partners can send their cooperation proposals with the accompanying documentation in electronic form to marketing@htz.hr

All data shall be considered confidential and shall be used to evaluate the registration and cooperation. The cooperation proposal that is submitted shall contain:

- a completed form containing the data on the partner;
- a description of the project with clearly defined goals and KPIs;
- a media plan with all relevant information on leasing advertising space or buying advertising time;
- a financial plan for the project and/or proposal of shares in campaign financing (if it is a joint marketing project).

Zagreb, 6 March 2019

Submission Form – General information about the tenderer for the project

Name of the legal entity	
Registered office of the legal entity	
E-mail of the legal entity	
Tax number of the legal entity	
Authorised representative of the legal entity (name, surname and function)	

Signature of the authorised representative

Tenderers stamp

Place

Date
