

POST SHOW REPORT

CroTOUR '09

2nd International Tourism Fair



The second edition of International Tourism Fair CROTOUR '09 proved itself as a highly potential networking tourist platform in the Region

SUPPORTERS & SPONSORS

- ▲ MINISTRY OF TOURISM OF THE REPUBLIC OF CROATIA
- ▲ CROATIAN NATIONAL TOURIST BOARD
- ▲ WTO – WORLD TOURISM ORGANIZATION
- ▲ ZAGREB TOURIST BOARD AND CONVENTION BUREAU

CROTOUR '09 in FIGURES

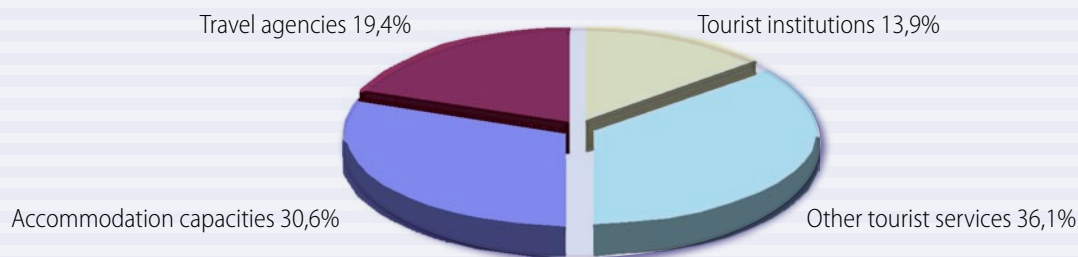
Despite the unfavorable economic trends and tourist forecasts, this year' figures are showing:

- ▲ 12 % increase in exhibition space
- ▲ 25 % increase in number of visitors
- ▲ 282 companies represented (exhibitors and tour operators)
- ▲ 9,000 m2 exhibition space
- ▲ more than 15,000 visitors

EXHIBITOR PROFILE:

- ▲ Tourist offices and associations
- ▲ Accommodation capacities
- ▲ Travel agencies
- ▲ Air, land and maritime transport companies
- ▲ Special forms of tourism
- ▲ Theme – Golf and Tourism
- ▲ MICE
- ▲ Booking and telecommunications systems
- ▲ Finances, consulting and training in tourism
- ▲ Media and publications
- ▲ Other

STRUCTURE of CROTOUR '09 EXHIBITORS



PARTICIPANT COUNTRIES / exhibitors and tour operators

- ▲ Austria
- ▲ Belgium
- ▲ Bosnia and Herzegovina
- ▲ Canada
- ▲ Croatia
- ▲ Czech Republic
- ▲ Denmark
- ▲ Egypt
- ▲ France
- ▲ Hungary
- ▲ Italy
- ▲ Japan
- ▲ Monaco
- ▲ Netherland
- ▲ Portugal
- ▲ Russia
- ▲ Serbia
- ▲ Slovenia
- ▲ Spain
- ▲ Sweden
- ▲ Switzerland
- ▲ Thailand
- ▲ Tunisia
- ▲ Turkey
- ▲ USA

VISITORS PROFILE / registered

Tour operators, agencies, tourist boards, congress tourism, hotel owners, spas, resorts, wellness, adventure tourism, organizers of group and individual trips, golfers, entrepreneurs in tourism, transporters, investors, journalists in tourism and the general public

TOURIST EXCHANGE

From 1-3 April during the fair CROTOUR there were traditional meetings of foreign tour operators with the home tourist supply, the "last minute booking for 2009" and negotiations of capacities for 2010.

BUY CROATIA

On 4 April 2009 the CROATIAN NATIONAL TOURIST BOARD organized a business workshop for foreign tour operators with the emphasis on the continental tourism.

MAJOR ACCOMPANYING EVENTS at CROTOUR '09

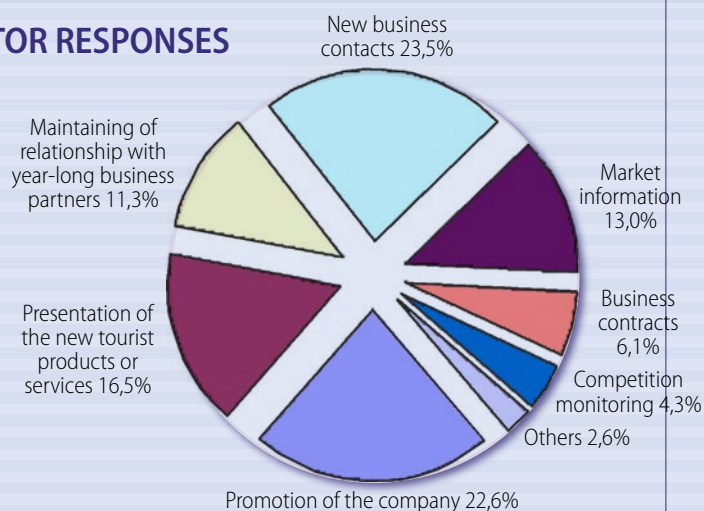
- ▲ **UNWTO** – World Tourism Organization – professional gathering "Developing competitiveness at a moment of crisis and after the crisis"
Organizer: Ministry of Tourism of the Republic of Croatia, Croatian Chamber of Economy (HGK)
- ▲ **2nd CROATIAN TOURIST FORUM "DESTINATION MANAGEMENT"**
Organizers: Croatian Employers' Association (HUP), Ministry of Tourism of the Republic of Croatia, Association of Croatian Travel Agencies (UHPA) and Croatian Chamber of Economy (HGK)
- ▲ **Tourism in Zagreb**
Organizer: Zagreb Tourist Board (TZGZ)
- ▲ **Tourist season 2009**
Organizers: Croatian Association of Hoteliers (HUH), Croatian National Tourist Board (HTZ), Association of Croatian Travel Agencies (UHPA), Ministry of Tourism of the Republic of Croatia
- ▲ **Exchange of seasonal workers**
Organizers: Emporion Integra d.o.o., Moj Posao, Croatian Employment Service (HZZ) and CroTOUR

MEDIA SUPPORT

- ▲ HTV (TV station)
- ▲ Otvorena televizija (TV station)
- ▲ Trade journals (Traveller, Croatian Tourist Guide, Pools & sauna, Hotels & restaurants)
- ▲ Daily journals (Jutarnji list, Vjesnik, Slobodna Dalmacija)
- ▲ Magazines (Gloria, Lider)
- ▲ Radio (Hrvatski radio, Sljeme, Kaj, Trsat, Jadranska mreža, Dalmacija)

RESULTS of SURVEY – EXHIBITOR AND VISITOR RESPONSES

- ▲ Major motives for participation:
- ▲ New tourism products were presented by 50% of interviewees
- ▲ Significant business deals with home or foreign business partners were concluded by 63% of interviewees.
- ▲ 76% of exhibitors evaluate the participation in the fair to have positive effects on future business results.
- ▲ Satisfaction with the fair was shown by 83% of trade visitors.



STATEMENTS

In anticipation of the Tourism Fair CroTOUR 2010!

As a result of systematic work and improvement, Croatia is striving to profile itself as a high-quality destination in all areas of tourism. Our future activities will proceed in three main directions: environmental protection, optimizing of capacities through building of additional infrastructure and new accommodation and accompanying facilities, along with the simultaneous renovation of the existing capacities, as well as the development of the culture of experience – for modern guests, who have every right to demand contents that will turn their holiday into a discovery and a happening.

In the achievement of set goals significant assistance is offered by the tourism fair CroTOUR, which that took place in 2009 for the second time in a row. We are proud to emphasize that the fair was again supported by the Ministry of Tourism. Owing to a good response of the branch and a large interest of the public, this fair has become the region's leader in its sector.

We kindly invite you to join us and take an active part in CroTOUR 2010. It will give you yet another opportunity to present your own tourist supply in a successful manner, make new acquaintances and exchange information, but also to discover and evaluate all interesting features offered by the competition.

Yours sincerely, Mr. Damir Bajsi, Minister of Tourism and President of the Croatian National Tourist Board

Croatian National Tourist Board provided its support to the organization of this year's Tourism Fair CroTOUR. The International Tourism Fair was characterized by a rich programme, a large number of co-exhibitors and a wide range of professional and educational gatherings. It must be mentioned that the Croatian National Tourist Board organized a business workshop called Buy Croatia emphasizing the tourist supply of the continental Croatia. The mentioned workshop Buy Croatia brought together Croatian and foreign economic subjects with the aim to ensure a better connection of the Croatian economic subjects in the field of tourist trade with the most significant foreign travel agencies and tour operators. The workshop was attended by 50 foreign tourism subjects from Europe, Russia, Japan, USA and Canada. During the run of the fair CroTOUR the directors of foreign representative offices of the Croatian National Tourist Board took part in the gathering called "In anticipation of the tourist season 2009" informing the participants on the current situation at the outgoing tourism markets of Austria, Germany, UK, Czech Republic, Scandinavia and Russia.

Mr. Niko Bulić, MSc, Director of Croatian National Tourist Board

Dear Mr Grgurić,

The United States Embassy in Zagreb and particularly the U.S. Commercial Service would like to express its great appreciation to you and the CroTOUR team for the outstanding event you hosted and the wonderful support that helped make the "Discover USA!" exhibit such a great success at CroTOUR '09. From the offer of booth space, the design and preparation advice, the accommodation of our reception schedule needs and the cooperation and assistance throughout the show itself, you and your staff made this first-time participation by the U.S. Embassy a smooth process and a truly exceptional experience.

We would also like to commend you for the overall success of CroTOUR '09. It was easy to see why CroTOUR has become the premier travel and tourism show in this region and we were all very impressed by the professionalism and excellence of the show organization and the many exhibitors. It was an exciting event to be a part of and we look forward to our continued cooperation with CroTOUR to promote Croatian tourism to the United States.

Thank you again for all that you did to make our experience so positive. We will continue to spread the word about CroTOUR among our travel industry contacts and we hope to attract even more U.S. participants next year.

Mrs. Pamela Ward,
Commercial Counselor, American Embassy

We at the American Embassy in Zagreb were very pleased to participate in the CroTOUR '09. Our "Discover USA!" exhibit was a great success. Tourism is an important industry sector in the United States and CroTOUR was an excellent venue to remind Croatian travel organizers and individuals of the attractiveness of our numerous destinations. We were happy to host many important visitors at our booth and have shared with them catalogs, videos, as well as personal experiences of the 33 U.S. travel destinations participating in our exhibit. CroTOUR '09 was a well-organized show, abundant with attractive events. We truly enjoyed working with you! We will continue to spread the word about CroTOUR among our travel industry contacts and we hope to attract even more U.S. participants next year.

Mr. Damjan Benčić,
Commercial Specialist, American Embassy

We enjoyed the fair very much. That was a big interests for Thailand, so we spoke with a lot of guests there! I expect the real feedbacks will come in September, because now the people stay in Croatia and do not go for other countries, but in the winter time they will go to Thailand.

So the fair was good and hopefully we will have chance to be there in the future!

Mr. Peter Csajaghy,
Representative Manager, Koh Samui, Thailand

As regards our participation in the fair, our assessment is positive: it was our intention to get in contact with Croatian professional operators and journalists and we succeeded in beginning to establish some contacts we hope to develop in the future organizing other specific actions for Croatia. It is important for us that Croatian tourism professional operators may know that we are at their disposal for everything regarding Spain.

We are also enough satisfied of the contacts with general public and the possibility to distribute promotional material about Spain different regions, also the ones that are not yet well known in this market. We hope the fair is going to become larger in the future and hold more exhibitors and visitors to increase the chances to make our country known in Croatia.

Spanish Tourist Board