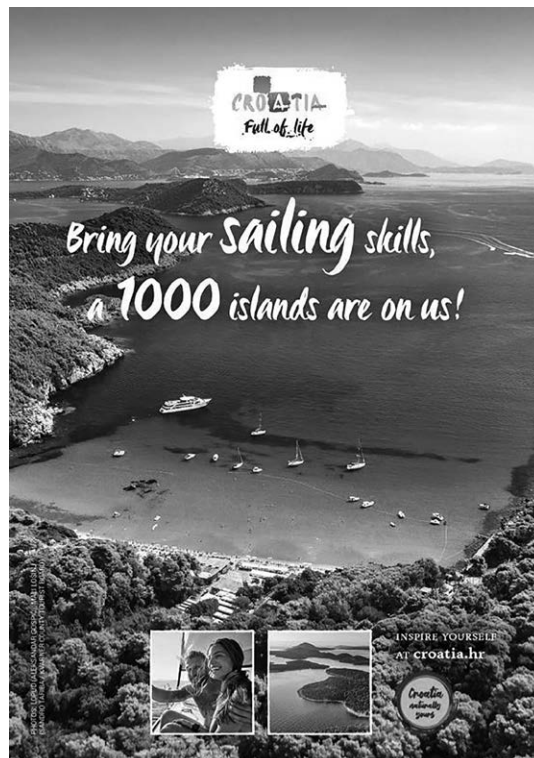


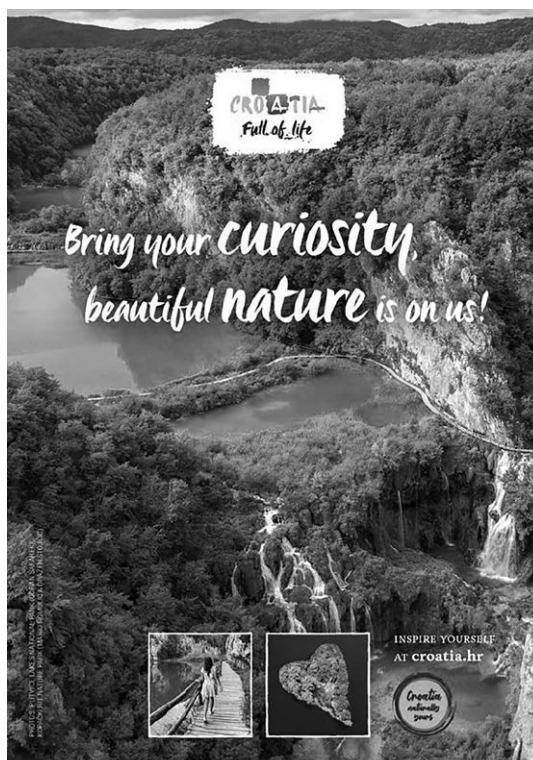
News from the Croatian National Tourist Board

Promotion of Croatia Across 14 Markets Through the New CNTB Campaign



To maintain the current positive trends but also to achieve the best possible results in the upcoming high season, the **Croatian National Tourist Board** has launched a new campaign, "Experience Croatia....your memories are on us!" across 14 markets. Activities as part of the campaign will be carried out from April to July across online and offline communication channels and social networks. Those tourist products that are the key motive for coming to Croatia for tourists in each market are included.





"This year's main campaign aims to attract visitors and present Croatia as one of the most beautiful and attractive tourist destinations in the Mediterranean. At the same time, we want to highlight the unique combination of our natural beauty and numerous tourist products, which make our overall offer recognizable, rich, and interesting in numerous emitting markets. I believe that travel lovers will respond positively to our specially created promotional and invitational messages, that is, that this year we will be among the most sought-after and most successful tourist destinations", said **Kristijan Staničić**, Director of the Croatian National Tourist Board, adding that the campaign is only part of the activities that are carried out to position Croatia across international markets. Let us add that as part of the campaign.

Special promotional messages were created for each product and market, so products such as active vacations, natural beauty, eno-gastro and culture will be more intensively promoted in markets such as **Germany, Austria and Slovenia**. Among other included markets are **Italy, Hungary, Poland, Great Britain, Czech Republic, France, Netherlands, Slovakia, Sweden, Switzerland and Belgium**.

For the campaign, creative visuals, as well as video materials, were specially created and shows Croatia's diverse tourist offer, which those interested in traveling to our country can also find out about on the website Croatia.hr, which includes several informative features, maps, and tips for traveling and staying in Croatia.