

Workshop

Doing business on the US Market: Promotion opportunities 2023-2025



Croatian National Tourist Board, Representative Office North America
Crikvenica International Health Tourism – CIHT Conference, 21 October 2022



US Travelers in Croatia (Jan 1 – Oct 20, 2022)

509,305 Arrivals (81% compared to 2019, +90% compared to 2021)

1,567,648 Overnights (91% compared to 2019, +69% compared to 2021)

Overnights: agencies 24% & individuals 76%; 42% overnights in hotels

Major growth: nautical tourism 196,940 overnights (+18% compared to 2019, +63% compared to 2021)

Most visited regions by overnights (approx.):

Split-Dalmatia Region 568,000

Dubrovnik-Neretva Region 486,000

Zagreb 129,000

Total Croatia: 17.9 mio arrivals & 102 mio overnights (91% and 96%, compared to 2019)

Most Relevant Activities in 2022

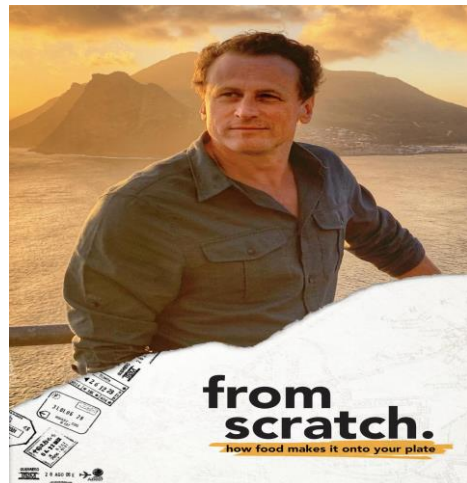
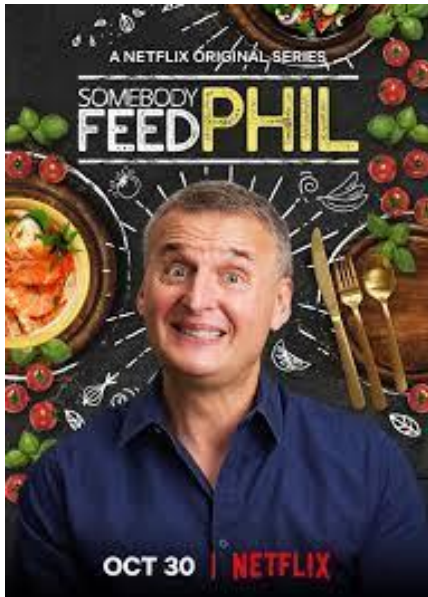
- Webinars on demand (touroperators, continuously): destination presentations and segments (outdoors, cycling, hiking, food travel, wine travel, sailing, etc.)
- Preferred Partner of **Signature Travel Network** of 10,000 high-level travel agents and advisors: webinars, B2B workshops, B2B meetings at annual conference
- Preferred Partner of **Virtuoso Travel Network** of 20,000 luxury travel agents and advisors: ads & digital promotion, webinars, B2B meetings at annual conference
- Fam & Press trips, and presentations at diverse events accross the US

Most Relevant Partners in 2022

- Promotional campaigns: European Travel Commission (with 10 countries), Expedia (5 mil USD revenues), Air Transat & Zagreb Tourist Board, Fox Group (TV streaming)
- United Airlines – seasonal direct flights NY-Dubrovnik from May to Sept
- Strategic partnership with Turkish Airlines in promoting off-season
- USTOA Annual Congress (US Tour-Operators Association)
- **Internova** – Travel Leaders Group: new partnership with the largest US network of +65,000 travel agents and advisors (leisure, luxury, MICE, hotels)
- **TA Connect** (segmentation of +100,000 travel agents and advisors)

Film industry promoting Croatia...

Iva Bahunek,
Los Angeles Office
CNTB



What do US travelers want?

- ✓ Outdoors & Well-being
- ✓ Luxury Segment
- ✓ Sports Events
- ✓ Romance & Weddings

Virtuoso advisors ask for:
Off-season in Croatia
Well-being in Croatia
Dalmatia & Split

Behavioral targeting:

- Affluent Travelers
- International Travelers
- Likely to Spend 5+ Nights Traveling
- Household Income +250,000 USD

The leading US source markets for Croatia:

- New York
- Los Angeles
- Texas
- Florida

What are you doing to promote your health travel and tourism offer?

In Croatia?

On European markets / other markets / US market?

Which segments?

Best practices?

Promotional investments?

Opportunities – Food for thought

Promoting wellbeing concepts packaged with food travel and outdoors

Segmentation & building data base of specialized & verified travel agents

Webinars with agents

B2B meetings in the US

Fam trips and Press trips to Croatia

Pilot projects

Accessing medical facilitators

Establishing collaboration with insurers

Promotional priorities 2023-2025 - discussion?

Contact

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