

News from the Croatian National Tourist Board



Croatia is ECTAA's "Preferred Destination" in 2021

The Croatian National Tourist Board and the European Travel Agents and Tour Operators Association (ECTAA) signed an agreement in which in 2021 Croatia has the status of "Preferred Destination", i.e. the "Selected Destination" of the umbrella European association of travel agents and tour operators. This agreement obliges the two sides to cooperate actively with each other with the aim of returning and strengthening tourism in Croatia in 2021.

"I am pleased that ECTAA and Croatia are partners again. Croatia was ECTAA's favourite destination almost ten years ago, which resulted in better and stronger connections between Croatian agents and our members. In the current difficult circumstances, we are confident that this co-operation will facilitate new trips to Croatia", said ECTAA's president Pawel Niewiadomski.

Over the next 12 months, the ECTAA will be a key international partner in the promotion of Croatian tourism and travel through strengthening the relations between European travel agencies and tour operators with destination management organizations and other partners in Croatia. By the end of the year, numerous activities are planned aimed at positioning Croatia as a safe and attractive destination, especially for digital nomads. A new safety label for all tourism service providers will soon be implemented in Croatia,

which will work together with existing health and safety protocols. A special webinar will be organized on the topic of opportunities offered on the Croatian market, and ECTAA will hold its semi-annual meeting in Croatia this spring, so the national delegates of this association will get to know first-hand the safety measures and tourist offer of Croatia.

"We are proud that Croatia, after almost ten years, has been re-elected as the preferred destination of this significant European association. This is a great program and an opportunity to present Croatia as a safe and attractive destination to 70,000 travel agencies and tour operators across the Europe. At a time when the tourism sector and travellers around the world are eagerly awaiting the return of travel, we will emphasize the safety and proximity of Croatia as a tourist destination, the richness of Croatian tourist offer, beautiful nature, unique heritage and diverse gastronomy", said the Director of the Croatian National Tourist Board Kristjan Staničić.

ECTAA brings together national associations of travel agencies and tour operators from 30 European countries, including 27 countries from the European Union and represents about 70 thousand travel agencies and tour operators in Europe which provide advisory services, transport, accommodation and other tourist services and activities.