

PRESS RELEASE

Croatia: ECTAA's Preferred Destination for 2021

While 2020 shook the whole tourism industry, 2021 will hopefully see the start of recovery for travel and tourism in Europe. To turn hopes into reality, the Croatian National Tourist Board and ECTAA signed an agreement to make Croatia for the second time the Preferred Destination of the European umbrella association of travel agents and tour operators. With this agreement ECTAA and CNTB will commit to actively work together to bring back tourism to Croatia in 2021.

Brussels, 20 January 2021. With the agreement, ECTAA pledges to promote Croatia as its Preferred Destination among the 70.000 travel agents and tour operators across Europe, highlighting the diversity of travel and tourism products that the country offers, providing visitors with beautiful nature, impressive heritage, fine gastronomy: #Croatiafullofmagic will become #CroatiaWishList2021 for many European travelers.

During the 12 coming months, ECTAA will become an essential partner in the travel and tourism promotion programme outside of Croatia by fostering relations between European travel agents and tour operators with the local destination management companies and other partners. CNTB and ECTAA will work hand in hand to not only promote Croatia as one of the most attractive destinations in Europe but also as one of the safest.

"We are proud that Croatia, after almost ten years, has been re-elected as the preferred destination of this important European association. It is a great program and an opportunity for Croatia to present itself as a safe and attractive destination in front of as many as 70,000 travel agencies and tour operators across Europe. At a time when the tourism sector and travellers around the world eagerly await 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 Croatian Tourist Board Director Kristjan Staničić."

Many actions are foreseen until the end of the year. These include actions aimed at positioning Croatia as an attractive destination, especially for digital nomads, and as a safe tourist destination. A new safety label for all tourism service providers will be implemented shortly and work alongside existing health and safety protocols. It will also include a webinar on the opportunities offered by the Croatian market. Moreover, ECTAA will hold its semi-annual meeting in Croatia in spring: an occasion for the national delegates of ECTAA to get acquainted with the measures aimed at making the tourist experience both safe and enjoyable at the destination and possibly start prospecting for future congresses of travel agents and tour operators in Croatia.

President of ECTAA, Mr. Pawel Niewiadomski, said: "I am pleased that ECTAA and Croatia are partners again. Almost 10 years ago, Croatia has been a Preferred Destination with as a result better and stronger relations between Croatian incoming agents and our Members. In the current difficult circumstances, we are confident that this cooperation will facilitate travels back to Croatia".

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About ECTAA

ECTAA represents some 70,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For more information, please contact:

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