



TOURISM 365 – SUSTAINABILITY AND THE NEW FUTURE

October 8th 2021, Terme Tuhelj / live & on-line

CONFERENCE AND COOPERATION OPPORTUNITIES INFORMATION 2021



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The first conference on year-round tourism TOURISM 365 become **one of the most important annual gatherings of tourism professionals in Croatia**. This year it will be organized for the fifth time.

The conference will take place on Friday, October 8, 2021., as a hybrid event – live and online. It will bring current analyses, discussions, initiatives and plans for **postCOVID tourism, smart and sustainable operations, new technologies and the new future of tourism**.

The project brings together eminent tourism experts from Croatia and EU, attracts significant public and media attention and a large number of participants from the tourism sector. The selection of topics and speakers and the excellent organization of past conferences have resulted in numerous praises and announcements of participations this year as well.

The conference is held under the patronage of the Ministry of Tourism and Sports of Republic of Croatia, Croatian Chamber of Commerce and Croatian Tourist Board. It is a great opportunity to meet with colleagues, tourism professionals and tourism leaders and to promote your business.

The last 4 conferences have hosted top tourism experts from Croatia, Slovenia, Bosnia and Herzegovina, Austria, Germany, Hungary, Spain, Portugal, Germany, United Kingdom, Ireland and UAE/Dubai. We are especially proud of the 2 Ministerial Forums with participation of Ministers of Tourism from Slovenia, Austria, Spain, Montenegro, Albania and Croatia.

CONFERENCE TOURISM 365 BRINGS CURRENT ANALYSIS, DISCUSSIONS, BEST PRACTICE CASES AND SUGGESTIONS ON HOW TO DO BUSINESS IN THE POSTCOVID PERIOD, DEVELOP SUSTAINABLE TOURISM AND CREATE NEW TOURISM FUTURE

The conference is a great opportunity for promotion

The TOURISM 365 conference is an opportunity to promote your company and brand at a top international event that deals with the issues of actual tourism trends and year-round business and which:

- brings together key actors of Croatian and Regional tourism - representatives of tourism companies, entrepreneurs and craftsmen participating in the tourism process, representatives of tourism and economic institutions and the government, representatives of tourist boards and professional and other associations, as well as representatives of tourism companies and institutions from the wider Region
- is an excellent platform for promotion - in front of key participants and creators of Croatian tourism and the media
- is an opportunity to directly influence the development of Croatian tourism
- offers a wide range of promotion and presentation opportunities - e-marketing, social networks, presentation at the conference through short presentations, participation in panel discussion, product / service display at the promotional desk, applications on materials, etc.

Panellists and speakers

Panellists and speakers at the conference are prominent tourism professionals and experts from Croatia, the EU and the world, who are recognized as creators of policies and strategic considerations on today's tourism.

So far, the conference has hosted top tourism experts from Croatia, Slovenia, Bosnia and Herzegovina, Austria, Germany, Hungary, Spain, Portugal, Germany, Great Britain, Ireland and the UAE / Dubai. We are especially proud of the 2 Ministerial Forums with participation of tourism ministers from Slovenia, Austria, Spain, Montenegro, Albania and Croatia.

Event attendance and participants

Until the appearance of Covid19, the conference was regularly attended by about 300 tourism professionals, and last year's event was attended by 100 participants on site (due to prescribed epidemiological restrictions for events and gatherings) and almost 1,400 participants (unique users) on-line from 16 countries.

Conference participants are representatives of private and public entities of all types of tourism (hotels, camps, travel agencies, institutions, tourist boards, tourist and economic institutions, private entrepreneurs and investors and others).

More information about past events can be found at www.turizam365.com/en/

Media and mailing

The conference is supported by the most important Croatian tourism institutions and professional associations, such as the Croatian National Tourist Board, Croatian Chamber of Economy, Croatian Employers' Association, Croatian Tourism Association, Croatian Travel Agencies Association, Croatian Hotel Employers Association, Croatian Campers Association and others through which we perform institutional mailing to their members.

We send several newsletters before and after the event to more than 6,000 contacts and subscribers.

We follow the conference with intensive PR activities in all relevant media in Croatia and on social networks, where we perform thousands of views per publication.

Every year, a report from the conference is published by the central news called *Dnevnik* on National Television, and the statements of the speakers are often published by other thematic TV shows, such as *Otvoreno*.

Media list section (agency address):

- TV: HRT *Dobro Jutro Hrvatska*, HRT *Vijesti*, HRT *Regionalni dnevnik*, HRT *Klub 7*, RTL *Direkt*
- Press and portals: *Večernji List*, *Jutarnji List*, *Like Croatia*, *Poslovni Dnevnik*, *Poduzetnik.hr*, *Glas istre*, *Novi list*, *Glas Slavonije*, *Slobodna Dalmacija*, *Dubrovački List*, *Međimurske novine*, *Varaždinske novine*, *In Bar*, *Ja trgovac*, *Progressiv*, *Restaurants and hotels*, *Hedonist magazine*, *Nova TV / Pun Kufer*, *Turizmoteka*, *Regional Expres*, *Ordinacija.hr*, *24 sata.hr*, *Total Croatia News*, *Kult plave kamenice*, *Naturala.hr*, *Hina*, *hrturizam.hr*
- Radio stations: *Radio Sljeme*, *Croatian Radio*, etc.

The recording of the conference will remain permanently available on the YouTube channel via www.turizam365.com

SPONSORSHIP OPTIONS

Exclusive partner / gold - 3.800 euro

- video at the beginning of the conference, up to 1 min
- the opportunity to participate in the panel discussion
- exclusivity within the industry sector
- a special place for presentation in front of the hall, the possibility of sharing samples and brochures
- logo, presentation and description of business in the printed program of the conference
- logo and presentation on the conference website
- logo and presentation in special e-newsletter
- Chat posts during the event
- 5 accreditations
- min 5 posts on social networks, in the media and direct mailing
- logo on the video wall of the event with the announcement on various channels (web, YouTube, social networks)
- the possibility of organizing a "prize game" or a quiz / test
- list of all conference participants
- networking and personal recommendation to at least 2 conf. participants

Partner sponsor - 1.900 euro

- a special place for presentation in front of the hall, the possibility of sharing samples and brochures
- logo in the printed program of the conference
- logo on the conference website
- Chat posts during the event
- 2 accreditations
- posts on social networks, in the media and direct mailing
- logo on the video wall of the event with the announcement on various channels (web, YouTube, social networks)
- list of all conference participants

General partner / silver - 2.700 euro

- video during the conference up to 1 min
- a special place for presentation in front of the hall, the possibility of sharing samples and brochures
- logo, presentation and description of business in the printed program of the conference
- logo and presentation on the conference website
- Chat posts during the event
- 3 accreditations
- posts on social networks, in the media and direct mailing
- logo on the video wall of the event with the announcement on various channels (web, YouTube, social networks)
- the possibility of organizing a "prize game" or a quiz / test
- list of all conference participants

Sponsor - 1.350 euro

- logo in the printed program of the conference
- logo on the conference website
- Chat posts during the event
- 2 accreditations
- posts on social networks, in the media and direct mailing
- logo on the video wall of the event with the announcement on various channels (web, YouTube, social networks)
- list of all conference participants

VAT is charged on all listed prices.