



TOURISM 365

5–7 October 2026 | Zagreb, Croatia | Live & Online

PARTNERSHIP OPPORTUNITIES 2026



One platform. 365 days.

**THE NEXT DECADE
OF TOURISM** 5 - 7 October 2026
Zagreb & online
STARTS HERE.

TOURISM 365

A leading regional platform for tourism development

TOURISM 365 is one of the most influential annual gatherings of tourism leaders in Croatia and South-East Europe.

It brings together decision-makers, institutions, destinations, hospitality leaders, entrepreneurs, buyers, innovators and experts to discuss the key challenges and opportunities shaping the future of tourism.

The conference connects strategic dialogue, practical knowledge, business networking and international cooperation — with a clear focus on tourism that creates value **365 days a year**.



REACH AND CREDIBILITY

A recognised platform with international visibility

Over the years, TOURISM 365 has built strong credibility, institutional support and media visibility.



Conference highlights:

- 10th anniversary edition in 2026
- One of the leading tourism development conferences in Croatia and SE Europe
- Regularly more than 350 in-person participants
- More than 1,000 participants from 30+ countries at the previous edition (on-site and on-line)
- Strong institutional and professional support
- Communication reach through partner networks to more than 20,000 industry professionals
- National and regional media coverage
- Permanent post-event visibility through recorded sessions and YouTube content

WHY TOURISM 365 ?

Tourism is entering a new decade

Tourism is no longer defined only by arrivals, overnight stays and peak-season performance.

The future belongs to destinations and companies that can create **value throughout the entire year** — through smarter products, stronger partnerships, better use of data, sustainable development, health and wellness tourism, business events, local experiences and responsible destination management.

TOURISM 365 exists to open this conversation.

For its 10th anniversary edition, the conference will focus on one central question:

How do we design the next decade of year-round, sustainable and high-value tourism?



THE 10TH ANNIVERSARY EDITION

More than a conference — a moment to define the next decade

The 2026 edition marks the **10th anniversary of TOURISM 365**.

This milestone edition will bring together high-level speakers, public and private sector leaders, international buyers, tourism boards, hotels, health and wellness providers, investors, technology companies and media representatives.

Key programme segments include:

Strategic Conference	Ministerial Forum
T365 B2B Marketplace	National Directors Dialogue
Smart Tourism Meet Up	TOURISM 365 Awards
Educational Workshops	Networking and partner experiences
Student Hackathon	Study trip



HIGH-LEVEL DIALOGUE

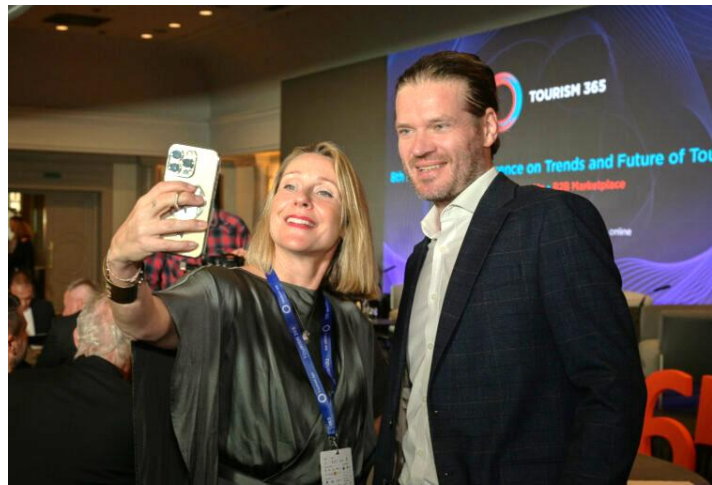
Where tourism leaders meet

TOURISM 365 has established itself as a platform for strategic dialogue between policymakers, tourism institutions, destinations and the private sector.

Over the years, the conference has hosted high-level speakers and decision-makers from Croatia, Slovenia, Austria, Italy, Spain, Hungary, Montenegro, Albania and other European and international markets.

The event has welcomed prime ministers, ministers of tourism, national tourism board directors, industry leaders, entrepreneurs, innovators and experts shaping the future of the sector.

TOURISM 365 is where strategic tourism conversations become partnerships, projects and new opportunities.



WHO WILL BE IN THE ROOM?

A high-value audience of decision-makers and tourism professionals

TOURISM 365 gathers representatives from all key segments of the tourism ecosystem.

PARTICIPANTS INCLUDE:

- Ministers, Ambassadors and public institutions
- National, regional and local tourist boards
- Hotels, resorts, camps and hospitality companies
- Health, wellness, spa and medical tourism providers
- Tour operators, travel agencies and DMCs
- International buyers and hosted guests
- Investors, banks, consultants and development agencies
- Technology, AI and smart tourism companies
- Professional associations and chambers
- Media, academia and education institutions
- Local entrepreneurs and experience providers



WHY PARTNER WITH TOURISM 365?

Partnership, not just sponsorship

Partnering with TOURISM 365 is not only about brand visibility.

It is an opportunity to position your organisation within one of the most relevant conversations on the future of tourism — and to connect directly with the people who influence, develop and invest in the sector.

By joining us as a **partner or sponsor**, you will:

✓ Engage with Key Tourism Stakeholders

Connect with decision-makers, entrepreneurs, and tourism professionals from Croatia, the wider region, and beyond, including representatives from government institutions, tourism boards, professional associations, and major tourism businesses.

✓ Expand Your Network on an International Level

Gain direct access to leading companies, institutions, government representatives, and global tour operators, opening doors for cross-border collaborations and new business opportunities.

✓ Enhance Your Brand Visibility

Showcase your company in front of top industry players, media representatives, and high-quality buyers, ensuring maximum exposure in the tourism sector.

✓ Foster New Partnerships and Business Opportunities

Meet and establish connections with potential clients, partners, and agencies from various international markets, helping drive growth and long-term success.

✓ Contribute to the Future of Tourism

Be part of shaping industry trends and policies, influencing tourism development through high-level discussions and strategic networking.

✓ Leverage Exclusive Promotion and Presentation Options

Choose from a variety of promotional and branding opportunities, including:

- Digital marketing and social media exposure
- On-stage presence through short presentations or panel participation
- Showcasing your products/services at the promotional desk
- Brand placement in conference materials and the official magazine

WHAT PARTNERS CAN ACHIEVE

Visibility. Access. Influence. Business value.

TOURISM 365 offers partners a platform for meaningful engagement with a highly relevant professional audience.

Position your brand within the conversation on the next decade of tourism.

Connect with decision-makers from tourism, government, destinations and business.

Build thought leadership around the themes that matter to your sector.

Generate business opportunities through networking, B2B and curated introductions.

Extend visibility beyond the event through content, video, media and post-event communication.

SIGNATURE PARTNERSHIP OPPORTUNITIES

Choose the role that best fits your brand

For the 10th anniversary edition, TOURISM 365 offers several partnership formats designed to create visibility, relevance and business value.

Strategic partnership options:

- Strategic Partner
- Gold Partner
- Silver Partner
- Supporting Partner
- Theme Partner
- B2B Marketplace Partner
- TOURISM 365 Awards Partner
- Experience / FAM Trip Partner



PARTNERSHIP OPTIONS

Position your brand where it matters! Join TOURISM 365 as a **partner or sponsor** and take advantage of this exclusive opportunity to connect, collaborate, and lead the conversation on the future of tourism.



✓ STRATEGIC PARTNER

Premium positioning for the 10th anniversary edition

The Strategic Partner package is designed for organisations that want to be positioned at the forefront of the TOURISM 365 platform and strongly associated with the future of tourism development.

Includes:

- ◆ **Strategic partner status of TOURISM 365 v10**
- ◆ **Elite Branding & Visibility**
 - Company name/logo integrated into the official conference title
 - Comprehensive brand visibility on stage, digital screens, website, newsletter and conference materials
- ◆ **Exclusive Speaking & Presentation Opportunities**
 - 5-minute speaking session or 2-minute video showcase during the official programme or participation in a high-level panel discussion
 - Industry exclusivity, subject to agreement

◆ Strategic Promotion & Media Exposure

- Promotional mentions across social media, media outlets, and direct mailing
- Featured in the printed T365 Conference Magazine – 2 pages
- Post-event visibility through video, photo and digital communication

◆ High-Impact Engagement & Networking

- Dedicated presentation stand in a prime location
- Gift bag inserts, sample distribution, and brochure placement
- Opt-in networking list, in line with GDPR
- Facilitated networking & personal introductions to at least 2 key participants
- Opportunity to organize a prize draw, quiz, or interactive brand engagement

◆ VIP Access & Hospitality

- ✓ 10 full conference accreditations for your team or guests

Investment: from € 10,000 + VAT



✓ GOLD PARTNER

Premium visibility and targeted engagement

Gold Partner is designed for organisations seeking strong brand presence, high-quality visibility and direct engagement with conference participants.

◆ Video & Brand Presentation

- Premium logo visibility on the conference website, newsletter and event materials
- 1-minute video showcase during the conference programme
- Industry exclusivity, subject to agreement

◆ Premium On-site Exposure

- Special placement of your presentation stand
- Gift bag inclusion and sample/brochure distribution

◆ Strategic Media Visibility

- Company profile in the Conference Magazine – 1 page
- Logo and profile on the conference website and in a special e-newsletter
- Logo on conference video recordings shared via web, YouTube, and social channels
- At least 5 announcements via social media, media, and mailing

◆ Engagement & Lead Generation

- Opportunity to organize a prize game or quiz
- Opt-in networking list, in line with GDPR
- Facilitated networking & introduction to 2 selected participants

◆ Team Access

- 8 full conference accreditations

Investment: € 6,000 + VAT



✓ SILVER PARTNER

Strong brand presence in a high-value professional environment

◆ Video & Brand Presentation

- 30 sec video during the conference programme
- Logo visibility on the conference website and selected event materials

◆ On-site Visibility

- Prime presentation stand near the conference hall
- Gift bag and sample distribution

◆ Media & Digital Presence

- Company profile in the Conference Magazine – 1/2 page
- Logo on the conference website and in a special e-newsletter
- Logo featured in official video recordings across all platforms
- Social and media exposure through event channels

◆ Access & Engagement

- Option to organize a prize game or quiz
- Opt-in networking list, in line with GDPR
- 4 full conference accreditations

Investment: € 3,800 + VAT



✓ SUPPORTING PARTNER

Essential branding and visibility in a high-impact environment

◆ Visibility & Promotion

- Logo visibility in the printed Conference Magazine
- Logo presence on the conference website and in a special e-newsletter
- Logo featured in event recordings/videos across all channels
- Social media and media exposure

◆ Access & Networking

- Access to selected opt-in networking opportunities, in line with GDPR
- 2 full conference accreditations

Investment: € 2,800 + VAT



✓ **THEME PARTNER**

Own a topic that matters to the future of tourism

Theme Partnership allows your brand to be connected with one of the key topics of the 2026 programme.

This format is ideal for companies and institutions that want more than visibility - they want thought-leadership positioning.

Available themes may include:

- Health, Wellness & Longevity Tourism
- AI, Data & Smart Destinations
- Sustainable and Regenerative Tourism
- Destination Development
- Experience Economy and Local Value Chains
- & more

- ✓ “Theme presented by [Partner]” visibility
- ✓ Logo and brand presence within the selected programme segment
- ✓ Speaking, moderation or panel opportunity, subject to editorial fit
- ✓ Profile in the Conference Magazine - 1 page
- ✓ Website and newsletter visibility
- ✓ Social media mentions connected with the selected theme
- ✓ Curated networking opportunities
- ✓ 5 full conference accreditations

Investment: from € 5,000 + VAT



✓ T365 B2B MARKETPLACE PARTNER

Connect your brand with business opportunities

T365 B2B Marketplace brings together destinations, suppliers, tourism companies, buyers, travel professionals and media representatives.

As B2B Marketplace Partner, your brand is positioned directly within the most business-oriented part of the event.

Includes:

- ✓ Partner visibility within the B2B Marketplace communication
- ✓ Branding in the matchmaking / B2B area
- ✓ Short welcome address at the beginning of the B2B segment or 8 min presentation or 3 min video
- ✓ Logo on buyer and supplier communication materials
- ✓ Website, newsletter and social media visibility
- ✓ Opportunity to support hosted buyer activities
- ✓ Curated introductions to selected participants
- ✓ Post-event B2B summary visibility
- ✓ 4 full conference accreditations

Investment: from € 5,000 + VAT



✓ TOURISM 365 AWARDS PARTNER

Celebrate excellence in year-round and sustainable tourism

The 10th anniversary edition introduces the TOURISM 365 Awards, recognising outstanding destinations, projects, experiences, partnerships and leaders contributing to the future of tourism.

Partnership options:

- Main Awards Partner
- Individual Award Category Partner

Includes:

- Brand association with the TOURISM 365 Awards
- Visibility during the awards ceremony
- Logo on awards-related communication
- Opportunity to present one award category
- Social media and newsletter visibility
- Mention in post-event communication
- Conference accreditations, depending on package level

Investment: from € 3,000 + VAT

Main Awards Partner: from € 5,000 + VAT



✓ EXPERIENCE / FAM TRIP PARTNER

Turn your destination or product into a memorable experience

This partnership is ideal for destinations, hotels, wellness providers, wineries, cultural institutions, DMCs and experience providers who want to present their offer directly to selected participants, buyers or media representatives.

Includes:

- Visibility as Experience / FAM Trip Partner
- Presentation of your destination, product or experience
- Inclusion in official programme communication
- Opportunity to host selected participants, buyers or media
- Social media and photo/video visibility
- Post-event mention in recap communication
- Possibility to combine with B2B Marketplace activities

Investment: tailor-made, depending on programme scope



PARTNERSHIP PACKAGES AT A GLANCE

Benefit+B5:G19	Strategic Partner	Theme Partner	Gold Partner	Silver Partner	Supporting Partner
Strategic positioning	✓	✓			
Theme ownership	Optional	✓			
Speaking / panel opportunity	✓	✓	Optional		
Video showcase	✓	Optional	✓	✓	
Website visibility	✓	✓	✓	✓	✓
Newsletter visibility	✓	✓	✓	✓	✓
Social media visibility	✓	✓	✓	✓	Selected
Conference Magazine profile	2 pages	1 page	1 page	½ page	Basic
Presentation stand	Premium	Optional	Premium	Standard	
Gift bag insert	✓	Optional	✓	✓	
Curated introductions	✓	✓	✓	Optional	
Opt-in networking list	✓	✓	✓	✓	Optional
Accreditations	10	5	8	4	2
Investment	from €10,000	from €5,000	€ 6,00	€ 3,80	€ 2,80

All prices are subject to VAT. Packages can be tailored depending on partner objectives, programme alignment and availability.

Additional partnership opportunities:

T365 B2B Marketplace Partner
Experience / FAM Trip Partner

T365 Awards Partner
& more

T365 CONFERENCE MAGAZINE & CONTENT VISIBILITY

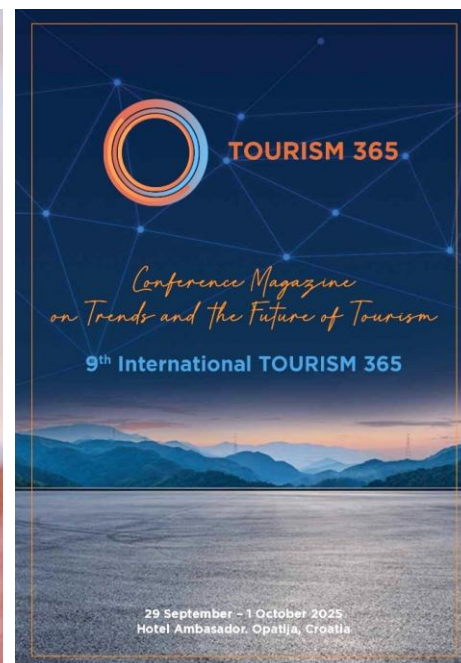
Extend your visibility beyond the event

TOURISM 365 partners benefit not only from on-site presence, but also from content and post-event visibility.

Content opportunities include:

- ✓ Company profile in the Conference Magazine
- ✓ Partner interview or expert comment
- ✓ Sponsored insight or thought-leadership article
- ✓ LinkedIn partner announcement
- ✓ Newsletter feature
- ✓ Video mention or post-event highlight
- ✓ Inclusion in post-event recap communication
- ✓ YouTube visibility through recorded conference sessions

Your visibility continues after the conference ends.



WHY THIS IS THE RIGHT MOMENT

The 10th edition creates a unique partnership opportunity

The 10th anniversary of TOURISM 365 is not just another edition.

It is a moment to bring together the people and organisations who want to shape the next decade of tourism development — with a clear focus on value, sustainability, innovation, health, experiences and business cooperation.

By partnering with TOURISM 365 v10, your brand becomes part of a high-level platform with strong credibility, relevant audience, international reach and long-term content visibility.

Be part of the conversation that defines the next decade of tourism.



NEXT STEPS

Be part of the next decade of tourism.

The 10th anniversary of TOURISM 365 is a unique opportunity to position your brand within a high-level platform dedicated to year-round, sustainable and high-value tourism.

Let's design a partnership that supports your visibility, business goals and strategic positioning.

Julius Rose d.o.o.

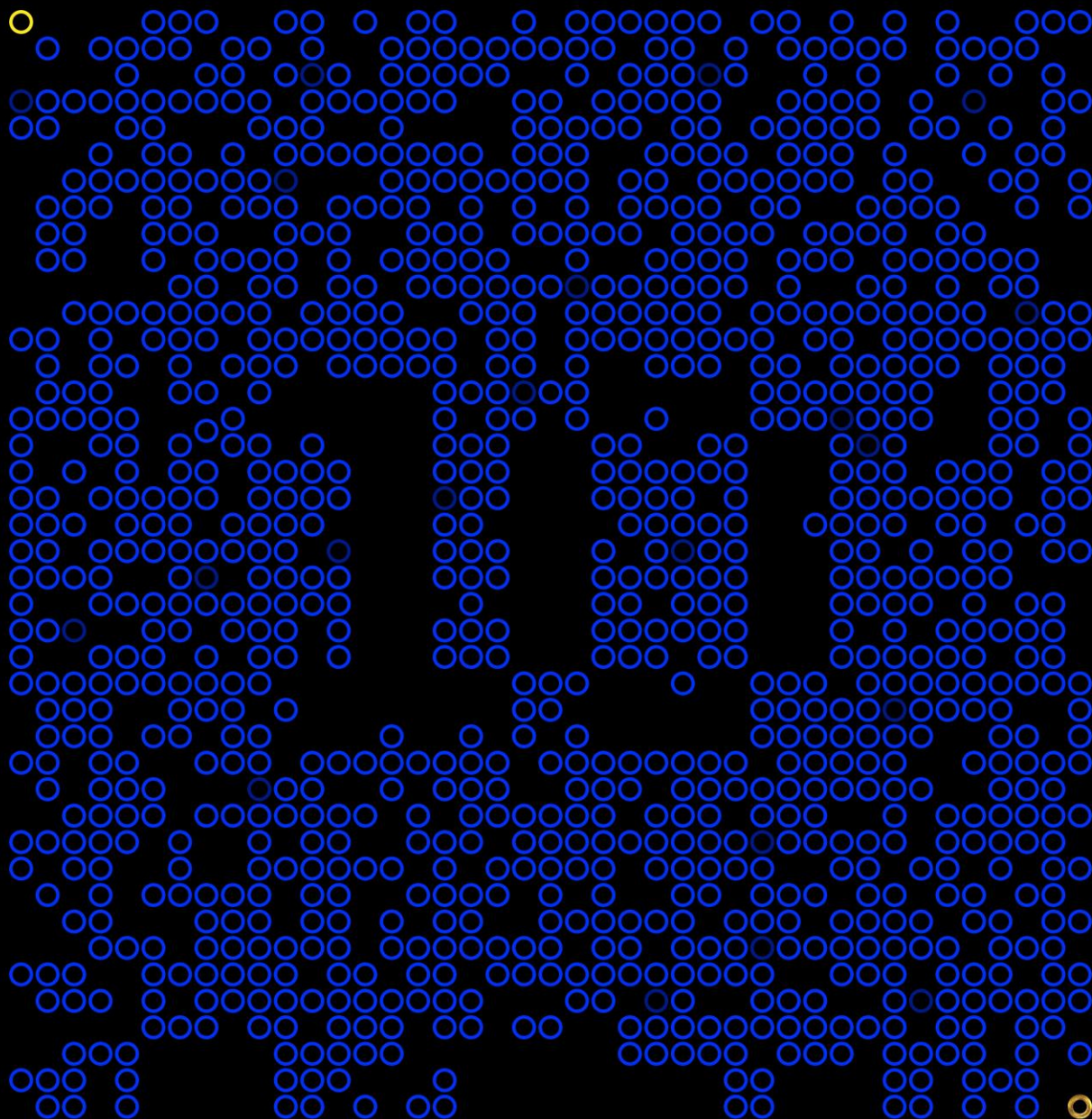
TOURISM 365 Conference Organiser

E-mail: info@turizam365.com

Phone: +385 98 9832 358

Web: www.turizam365.com





One platform. 365 days.

THE NEXT DECADE OF TOURISM STARTS HERE.

5 - 7 October 2026
Zagreb & online



TOURISM 365