

The V4 Tourism Co-operation – joint promotion of 4 Central- European countries



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Content

Origin and background

Major areas of V4 co-operation

Tourism since 2004

European quartet – One melody

Main joint activities

Common budget

Results

Future developments



Where



- Total area: 533 000 km²
- Population: 64 million
- Density: 110 people/km²
- GMT+1
- Crown-Zloty-Forint-Euro
- Warsaw-Prague-Bratislava-Budapest

Common grounds

- **history,**
- **culture,**
- **religion,**
- **economics,**
- **traditions,**
- **approach to life - sense of humor**

Origin 1335 and renewal 1991



John of Luxembourg
King of Bohemia
Jan Lucemburský;



Charles I
King of Hungary
Károly Róbert



Casimir III the Great
King of Poland
Kazimierz Wielki



President Václav Havel
President Lech Walesa
Prime Minister József Antall
Slovakia in 1993

Main aims of the co-operation

Visegrad Declaration 15 February 1991

- Initial goals → supporting the three Central-Eastern-European countries' (Hungary, Czechoslovakia and Poland and from 1993 Czech and Slovak Republics) Euro-Atlantic integration → Free trade agreement
→ NATO and EU accessions

New Visegrad Declaration 12 May 2004

- joint actions focusing on the common interests
- political, sectoral co-operation and regular high-level summits
 - www.visegradgroup.org

New Visegrad co-operation

- intergovernmental cooperation on expert level on practical details and in an operative way
- daily contact of experts for defining practical tasks of the cooperation
- intensive consultations and co-operation in different issues

joint practice of issuing visas
environmental protection
energy security
cultural and civic dimensions
tourism

- most successful segment of the cooperation is the International Visegrad Fund (IVF)



International Visegrad Fund (IVF)

- Set up in June 2000, secretariat in Bratislava
- The single institutionalised element of the V4
- Enhance the interstate cooperation in culture, scientific exchange, education, exchanges between young people, tourism, cross-border cooperation, Visegrad Scholarship Programme
- Budget EUR 5 M → 2010 EUR 6 M
- Co-financing by the applicants needed
- Applications are submitted six times a year

<http://www.visegradfund.org/>

International Visegrad Fund (IVF)



- Small grants
 - Strategic program
 - Scholarship program
 - University Studies Grant
- [on-line application system.](#)

2010 priorities for the Visegrad Strategic Program:

- (1) *V4 Response to the Decade of Roma Inclusion*
- (2) *Building a Green Visegrad*
- (3) *Sharing V4 Know-how with Neighbouring Regions*
- (4) *V4 Promotion*

V4 Co-operation in tourism

- Initial contacts of State Secretaries in charge of tourism and the National Tourism Offices February 2003
- First joint programs from 2004
- Co-operating partners:
 - Government Offices (State Secretaries) responsible for tourism
 - National Tourism Marketing OrganisationCzechtourism, Hungarian National Tourist Office, Polish Tourist Office, Slovakian Tourist Board



State Secretary meetings

- Annual official meeting in the Presidency country
- Regular exchange of views on the tourism development
- Discussion on specific tourism related topics
 - Utilization of EU funds
 - Tourism development strategy
 - Crisis management practices and joint declaration
- Co-operation in international Organisations (UNWTO EC, EU TAC, EU presidency)



European Quartet – One Melody

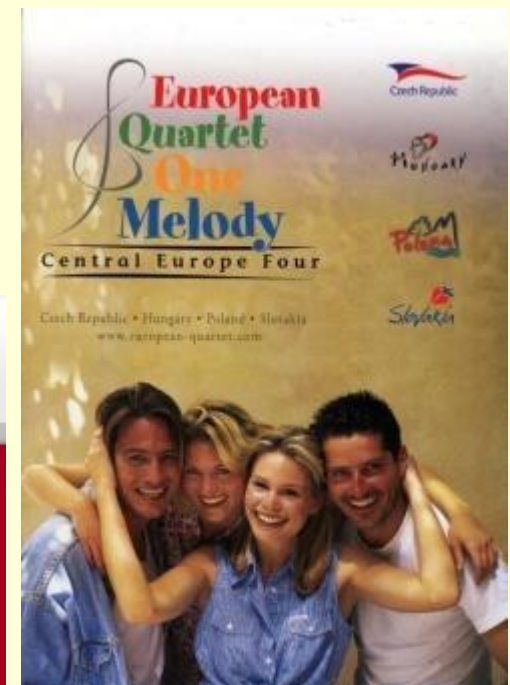
- The core issue → marketing co-operation
- Joint tourism promotion of the V4 countries outside Europe, mainly in USA, China, Japan, Brazil and since 2007 in Russia, 2009 India, Singapore, 2012 Gulf region
- Joint logo: 'european-quartet-one melody' ®



V4 - Joint Activities

1. *Promotional materials (4 languages)*

- Films, statistics, joint logo
- Image brochure with travel tips, V4 map
- www.european-quartet.com



V4 - Joint Activities

2. Communication, promotion

- Joint stands on travel fairs (IT&ME Chicago, ABAV Rio de Janeiro, CITM Kunming, COTTM Beijing, JATA Yokohama, ITM Moscow, ITB Asia)
- Road-shows (China, USA, Russia), presentations
- Fam-trips for the press and the travel trade (Japan, Brazil, USA, China, Russia)
- On-line education programme for overseas travel agencies

3. Research

- Joint research of long-haul markets
- Sharing of available market information



V4 promoted products


- In the focus of promotion:





Historic town and cities,
Spa tradition – health tourism
Unesco World Heritage sites
Jewish heritage
MICE

- Website in 4 languages



www.european-quartet.com




Tourist products


- Historical cities
- UNESCO heritage
- Spas
- Jewish culture
- Across Central Europe
- MICE


Marketing activities


- Common activities
- Promotional brochures
- Statistical Information
- Press corner
- Movie
- Roadshow
- Workshops


Members sites


CZECH REPUBLIC



HUNGARY


POLAND



SLOVAKIA


Historical cities


The Czech Republic, Hungary, Poland and Slovakia have always been part of a civilization that shares cultural and intellectual values as well as common religious traditions which they preserve and strengthen.


UNESCO heritage


Numerous sights registered in the UNESCO World Cultural heritage list, including those of breath-taking beauty and levied with the burden


Spas


The Visegrad group countries can boast of a large variety of spas. Thermal waters and muds have a long tradition in the region, many of them known for centuries as centers of spa treatment and praised all over Europe and the rest of the world...


Jewish culture

The countries in the Visegrad group have always been a haven for settlers, including those of Jewish decent. The history of Jewish settlement in the region goes back to the Middle Ages or even earlier...


Across central Europe

Discover the hidden treasures of the European Quartet and take a trip over the most remarkable sights of Czech Republic, Hungary, Poland and Slovakia. Here are some suggested routes across Central Europe...


MICE

Apart from sight-seeing, there are many opportunities to hold meetings and congresses in any of the Visegrad group members. Relatively inexpensive, the conference and congress facilities are at world-class standards...

Joint products on the web

Chinese, Japanese and Portuguese

European Quartet One Melody Central Europe Tour

観光名所

- 歴史の町
- ユネスコ文化遺産
- 温泉
- ユダヤ遺産
- 主な中欧観光ルート
- 会議等イベント・ツアー

マーケティング・計画

- 合同行事
- プレス・サービス

メンバーズ・サイト

- czechtourism.com
- hungary.com
- poland.travel
- slovakia.travel

ホーム

チェコ、ハンガリー、スロバキアの価値観、及びする一文化圏で保護、強化は4国です。

温泉

European Quartet One Melody Central Europe Tour

捷克共和国 匈牙利 波兰 斯洛伐克

主頁

历史名城

捷克共和国、匈牙利、波兰、斯洛伐克一直是同一个文化圈，共同文化和相同宗教的传统，希望保护而且加强的。

European Quartet One Melody Central Europe Tour

REPÚBLICA CHECA HUNGRIA POLÓLIA ESLOVÁQUIA

Home

Cidades Históricas

A República Checa, Hungria, Polónia e Eslováquia sempre fizeram parte da civilização...

Russian

European Quartet One Melody Central Europe Tour

Продукты туристические

- Города Исторические
- Патrimonio Cultural da UNESCO
- Estações Balneárias
- Herança judia
- Através da Europa central
- MICE

Стратегия маркетинга

- Atividades Comuns
- Espaço de imprensa

Сайты участников

- czechtourism.com
- hungary.com
- poland.travel
- slovakia.travel

European Quartet One Melody Central Europe Tour

Home

Патrimonio Cultural da UNESCO

Многочисленные сайты зарегистрированы на Списке Патrimonio cultural da humanidade, incluindo os de beleza nunca vista e os medidos de acordo...

Estações

Herança Judia

Itinaries



Tourist products

- Historical cities
- UNESCO heritage
- Spas
- Jewish culture
- Across Central Europe
- MICE

Marketing activities

- Common activities
- Promotional brochures
- Statistical Information
- Press corner
- Movie
- Roadshow
- Workshops

Members sites

- [czechtourism.com](#)
- [hungary.com](#)

[Home](#) / [Tourist products](#) / [Across Central Europe](#)

Across Central Europe

▢ **Route 1 (10 days)**

[Praha](#) - [Kutná Hora](#) - [Telč](#) - [Lednice](#) - [Valtice](#) - [Bratislava](#) - [Budapest](#) - [Visegrád](#) - [Esztergom](#) - [Banská Bystrica](#) - [Spišský hrad](#) - [Levoča](#) - [Krakow](#) - [Wieliczka](#) - [Warszawa](#)

▢ **Route 2 (10 days)**

[Praha](#) - [Český Krumlov](#) - [Kroměříž](#) - [Krakow](#) - [Wieliczka](#) - [Warszawa](#) - [Levoča](#) - [Spišský hrad](#) - [Banská Bystrica](#) - [Bratislava](#) - [Esztergom](#) - [Visegrad](#) - [Budapest](#)

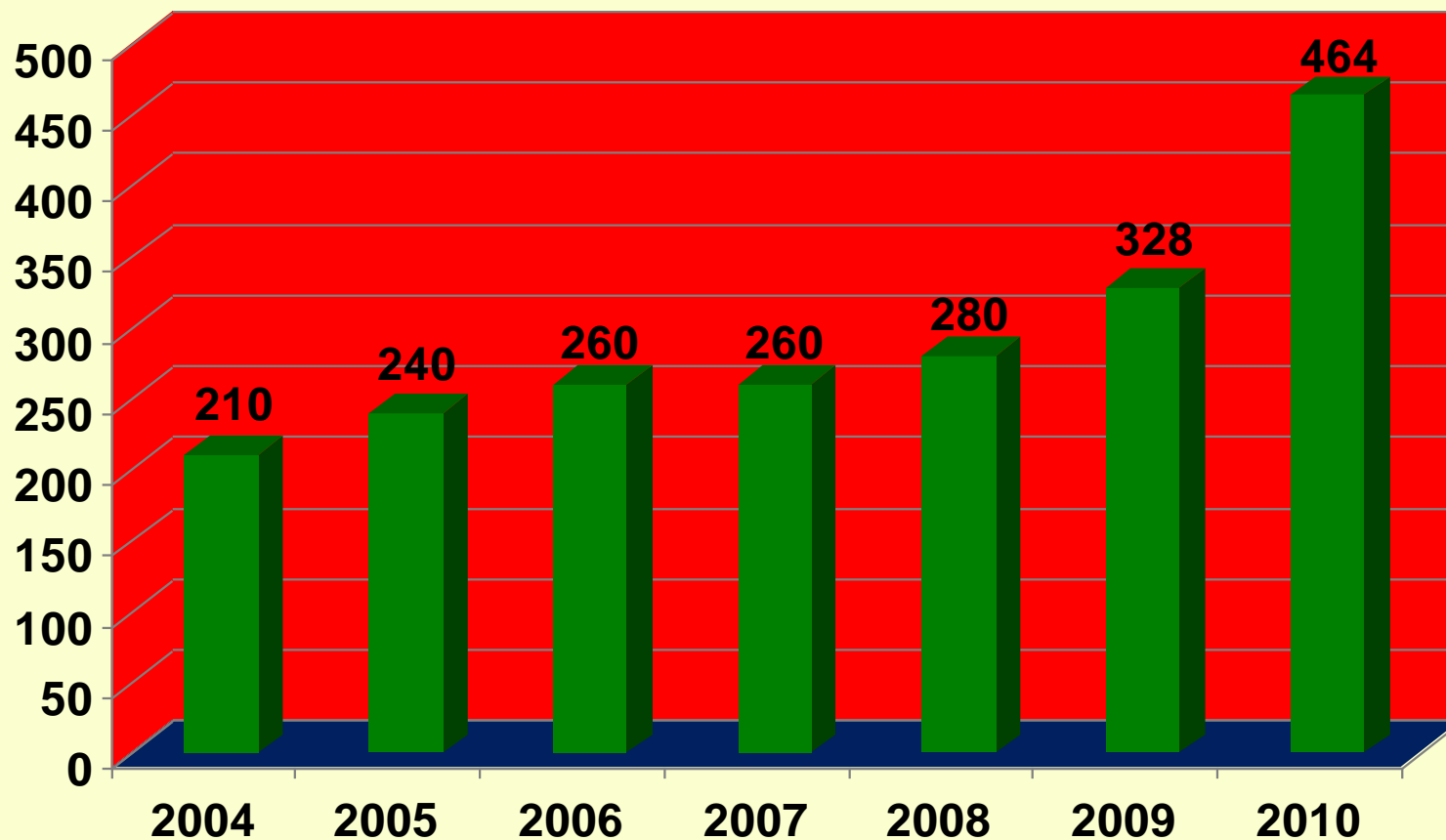
Common budget process

Marketing meetings in the presidency country

- Planning December
- Marketing plan approval by MD-s and State Secretaries February-March
- Overview of implementation August-September



V4 Joint Tourism Budget (in 1000 EUR)



Marketing Plan 2008

DESCRIPTION	PERFORMING PARTY	PLANNED DATE
Promotional website - further development (www.european-quartet.com) + new language version (Russian)	CzT	2008
Promotional movie (English, Chinese, Japanese, Russian)	STB	2008
Study Tour - Russia	HNTD	2008
Road Show USA	CzT	2008
ITB Asia Singapore	STB	October 2008
Touroperator Academy	PTD	2008
Educational Program US market	CzT	2008
Exhibition – JATA Tokyo	PTD	September 2008
Exhibition – CITM Shanghai	HNTD	November 2008
V4 map (English, Japanese, Chinese, Russian language) – 40.000 pcs	CzT	2008
Workshops:		
Krasnojarsk	STB	2008
Rostov nad Donem	STB	2008
Statistical brochure - 2007 (electronic version)	All parties	2008
TOTAL		



Marketing Plan for the year 2010

Schedule of the joint promotional activities in 2010

	Description	Performing party	Planned date
	UNITED STATES		
1.	E-learning promotion USA	CZT	January-December
2.	Roadshow USA in 3 cities	CzT	September
3.	Famtrip USA	PTO	October
	RUSSIA		
4.	Jekaterinburg workshop	HNTD	first half 2010
5.	Insert Magazine Doctor Travel	HNTD	April 2010
6.	Roadshow Niznij Novgorod, Kazan, Samara + Moscow	PTO	September
7.	Tour operator fam trip	STB	October
8.	E-learning program in Russian	HNTD	second half
	ASIA		
9.	Musical workshop and presentation In Tokyo	HNTD	September
10.	COTTM Beijing 120 m2	STB	28-30 April
11.	ITB Asia	CzT	October
12.	India Roadshow in 5 cities (Mumbai, Delhi, Bangalore Chennai and Kolkata) V4 fam. trip, Advertising	POT	April September 4th quarter

Marketing
Plan

2010

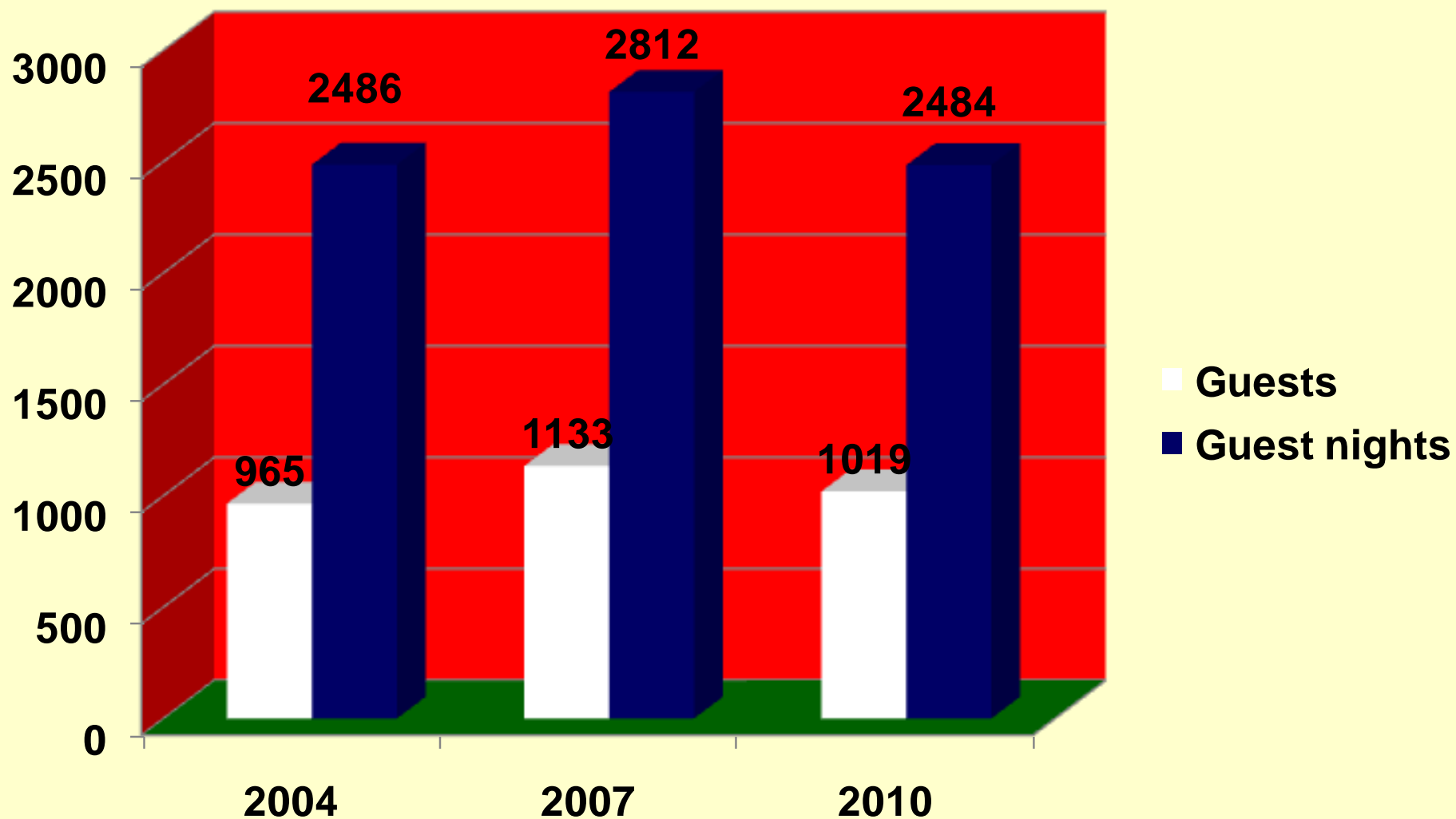
Marketing Plan



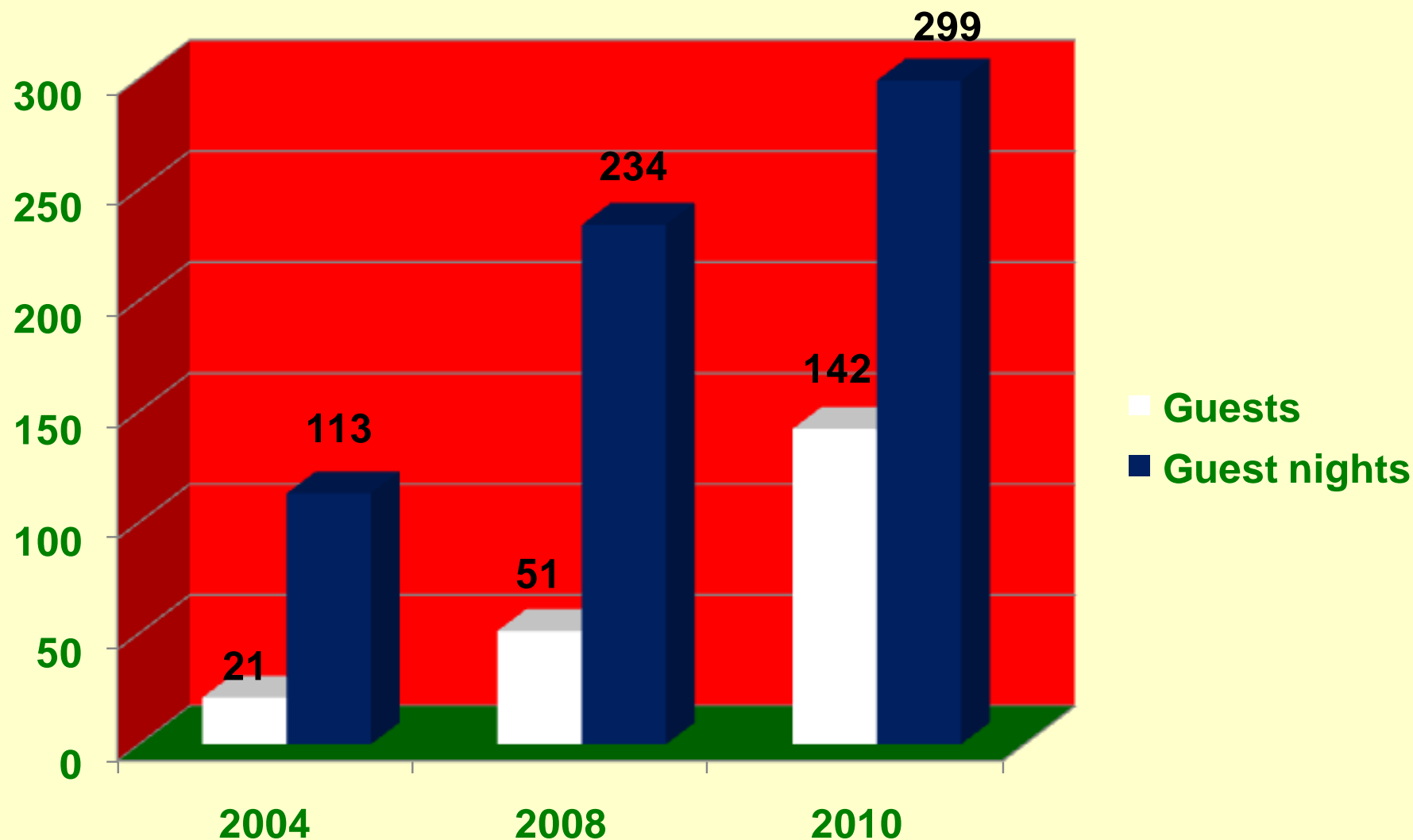
	OTHER MARKETS		
13.	Brasil V4 presentation in Sao Paulo brochure on Portuguese	CzT	second half 2010
	OTHER JOINT ISSUES		
14.	Website renewal	CzT	first half
15.	Statistics (electronic)	All	
	Total		

2010

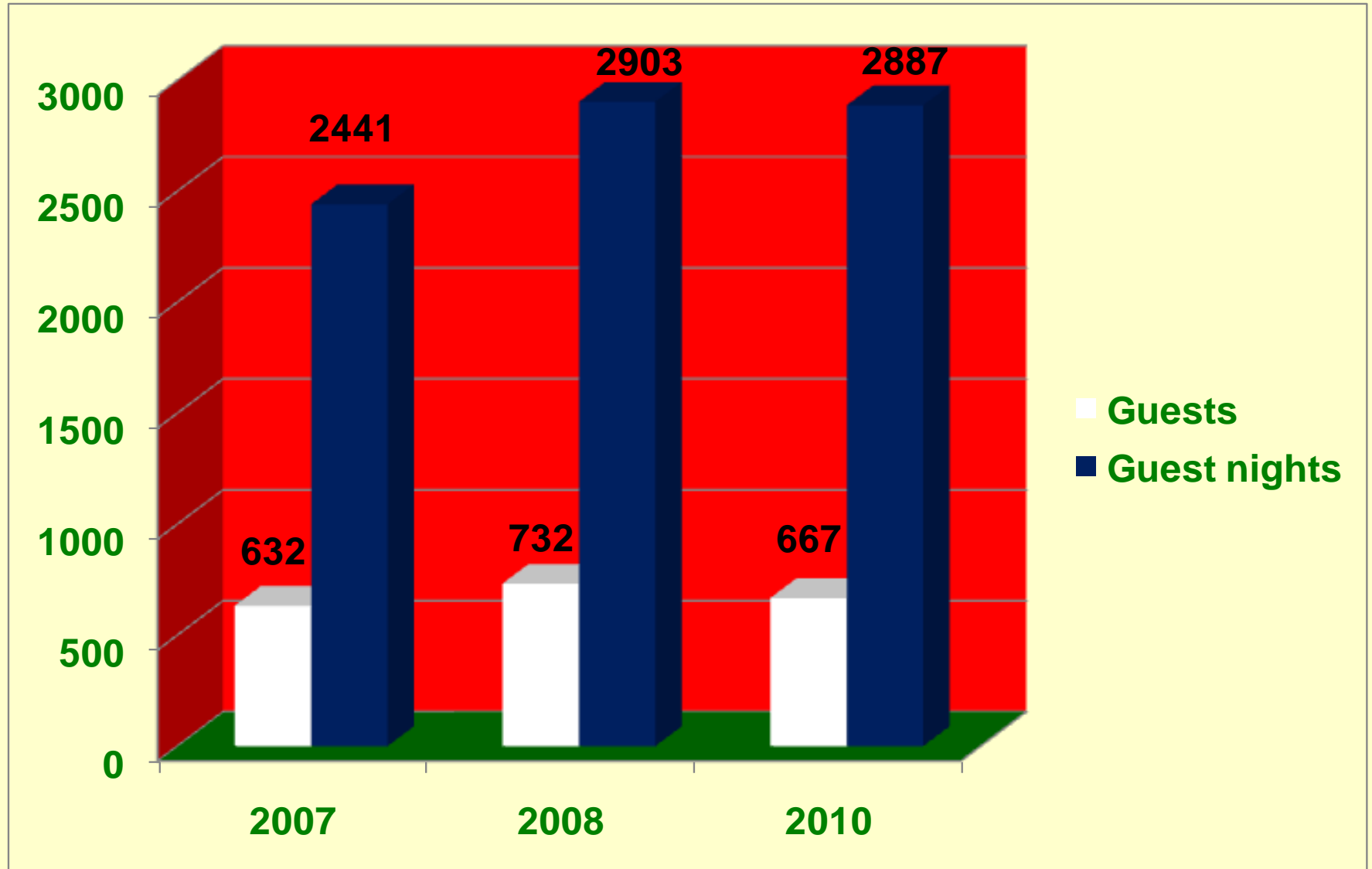
V4 guests and guest nights from USA, China, Japan (thousand)



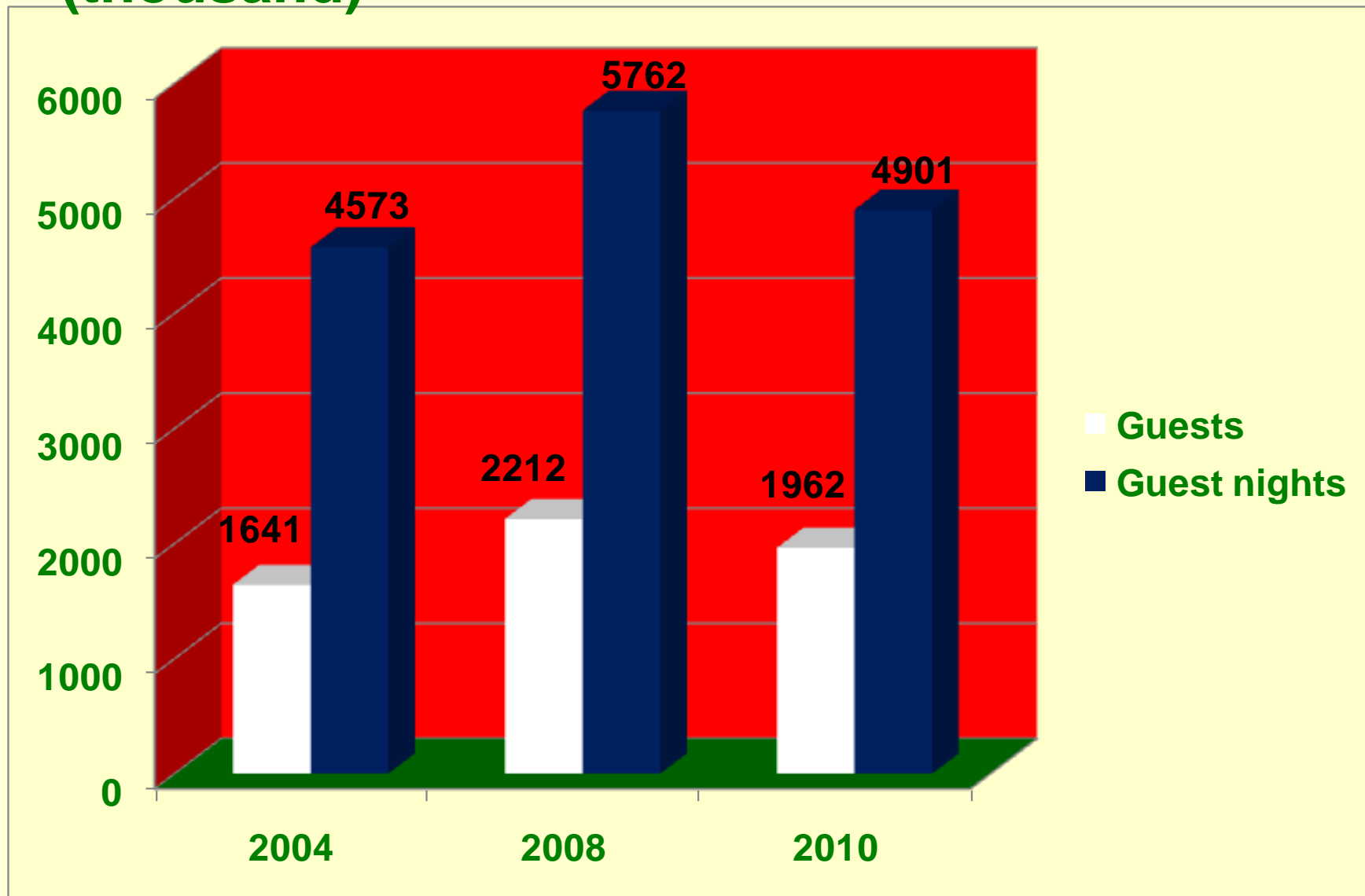
V4 guests and guest nights from from China (thousand)



V4 guests and guest nights from Russia (thousand)



V4 guests and guest nights from V4 countries (thousand)



Future

- **Potential new markets, new tools on traditional markets**
- **Some local co-operation even in Europe(SE,S)**
- **More focus on some specific products – health tourism, culture, events**
- **Adaptation of successful technics to other markets (on-line educational program combined with special rates offered by service providers)**
- **Social media**
- **Common representation offices**
- **Stronger co-operation with ETC**



„The world is a book and those who are not traveling are reading only one page of this book”. (Saint Augustine)

I hope you all will discover the V4 chapter of this exciting book.

Thank you for your attention!