



PROTOCOL

on co-operation in the field of tourism between the Ministry of Transport of the Slovak Republic, the Ministry of Regional Development of the Czech Republic, the Cabinet Office of the Prime Minister of Hungary and the Ministry of Sport and Tourism of the Republic of Poland

Slovakia, as the President country of the Visegrad Group in 2022 – 2023, organized the 2023 High-Level Tourism Meeting of the representatives of the Ministry of Transport of the Slovak Republic, the Ministry of Regional Development of the Czech Republic, the Cabinet Office of the Prime Minister of Hungary and the Ministry of Sport and Tourism of the Republic of Poland.

The State Secretary of the Ministry of Transport of the Slovak Republic, Ms. Katarína Bruncková, acted as the Chairman of the 2023 High-Level Tourism Meeting.

The High-Level Meeting was held in Palace Arthotel Pezinok, Slovakia, on March 2nd, 2023.

The Meeting was also attended by the General Directors, Vice President and Deputy CEO of the National Tourist Organizations of the Visegrad Group countries.

During the High-Level Meeting, the Parties exchanged information on the following agenda items: Main challenges of the tourism ecosystem in Central Europe today, factors that influence the sector the most in the V4 space and after crisis measurements to make the sector grow; Action plans of each individual V4 country for the maintenance and further development of tourism and the Success of the Central European tourism defined by countries' reputation – what is the state of image of the Central European tourism compared to other regions.

In regard to the particular importance of the tourism industry to the economy of each country, the Parties expressed their gratification with the intensive cooperation in the field of tourism among the Visegrad Group countries and decided to take active measures, and have agreed as follows:

1. The Parties will meet regularly in order to exchange information concerning tourism-related activities and to strengthen their mutual relations, as well as to exchange examples of good practice and knowledge on current factors influencing the development of tourism.
2. The Parties agreed to co-operate in order to increase tourism flows to the Visegrad Group countries by developing joint marketing plans, as well as organizing joint marketing activities aimed at the target markets.
3. In 2023, the marketing activities of the joint marketing communication of the V4 countries – Discover Central Europe will be primarily focused on long haul markets in the regions of the Middle East, Asia and the USA. B2B workshops will be organized in Israel, Dubai and South Korea, Japan and Germany. The digital campaign aimed at the US market will be implemented in cooperation with the European Travel Commission.
4. Detailed marketing activities are attached hereto as the V4 Marketing Plan of the National Tourism Organizations for the year 2023.

Adopted by acclamation on March 2nd, 2023.