

GOVERNMENT OF THE REPUBLIC OF MACEDONIA

Pursuant to Article 5 of the Law on Establishment of the Agency for Promotion and Support of Tourism ("Official Gazette of the Republic of Macedonia" no. 103/2008, 156/10, 59/12, 187/13, and 41/14), the Government of the Republic of Macedonia held a session on 5.1.2016 to adopt the following

2016 PROGRAM FOR PROMOTION AND SUPPORT OF TOURISM

Article 1

This program is aimed at promotion and support for tourism in the Republic of Macedonia in 2016.

The funds required for realization of the program amount to 205,950,000.00 denars, of which 158,490,000.00 on account no. 637, 45,000,000.00 denars on account no. 631, and 2,460,000.00 denars on account no. 787; the funds have been planned in the budget under item 10003 – Agency for Promotion and Support of Tourism, category 42 – goods and services, category 46 – subsidies and transfers, and category 48 – capital expenses.

Article 2

The funds of Article 1 paragraph 2 of this program are intended for promotional activities and activities of support of tourism, as follows:

a) A total of 48,250,000.00 denars are intended for promotional activities, marketing, and international cooperation, as follows:

1. Preparation, printing, and distribution of printed promotional material, 6 brochures with various thematic contents (Nature and Adventure, Tradition and Events, Rural Beauties, Hunting and Fishing, Archeological History and Culture, Wine and Food) on a high-quality material prepared in 11 foreign languages, as follows: English, French, German, Italian, Spanish, Japanese, Russian, Turkish, Bulgarian, Serbian, and Albanian, as well as preparation, printing, and distribution of guides, maps, and other small promotional material (pens, scarves, ties, key chains, various glass products, etc.).

5,000,000.00 denars have been set aside for this purpose.

2. Participation at international, regional, and local tourist fairs: Utrecht, Istanbul, Brussels, Sofia, Belgrade, Ljubljana, Budapest, Berlin, Moscow, London, Helsinki, Tokyo, Rimini, Madrid, Paris, Warsaw, Koln, Geneva, Nish, Skopje, and other places in line with the needs and requirements of the tourist industry and the Government of the Republic of Macedonia;

22,000,000.00 denars have been set aside for this.

3. Organizing presentations and meetings with foreign tour operators and days of the Macedonian tourism abroad and organizing informative trips to the Republic of Macedonia for foreign tour operators and journalists (these include activities that from time to time arise out of the meetings held and presentations at fairs, requests of the promoters, and the embassies of the Republic of Macedonia);

4,500,000.00 denars have been set aside for this purpose.

4. Outdoor campaigns (billboards, movable and fixed ads), advertisements in printed media, electronic promotion and TV campaigns (in the Republic of Serbia, Slovenia, Croatia, Bulgaria, Albania, Kosovo, France, England, Belgium, Poland, the Czech Republic, Austria, Germany) and other countries;

13,000,000.00 denars have been set aside for this.

5. Development of IOS, Android, and Windows based software programs, applications for mobile phones – tourist guides and their distribution via appropriate electronic markets for applications, as well as hosting such guides;

600.000.00 denars have been set aside for this.

6. A tourist slogan, trend in the tourist industry – organizing a public call to select a tourist slogan currently missing in the Macedonian tourist brand, in order to complete the entire picture of branding tourism in the Republic of Macedonia,

150,000.00 denars have been set aside for this.

7. Tourist advertisement videos, documentaries, locations for shooting tourist and movie productions, and other media advertisements and organization of a tourist film festival,

3,000,000.00 denars have been set aside for this.

b) A total of 10,949,000.00 denars have been set aside for activities of support for tourism, as follows:

1. The "Active Tourism" Project in cooperation with USAID (United States Agency for International Development) and ATTA (Active Tourism Association) envisages the organization of the first regional conference and an Active Tourism Balkan Summit, with international participation of more than 300 tour operators in the Republic of Macedonia;

2. Participation at investment forums for tourism, hospitality, and hotels, as well as organization of and participation at the first national investment forum for 2016.

3. The "Development of Alpinism and Placing It in the Function of Tourism" Project – development of recreational sports tourism by setting up rock climbing training sites, alpinism, and high forest climbing. Marking old and development of new training sites and development of promotional material.

4. The "Flying in Nature" Project envisages the development of project documentation in the form of a basic design for construction of trails for descending with the help of cables, to create new tourist products in the tourist industry;

5. The "Mountain Trails" Project – development and marking the existing and creation of new mountain trails. Promotion of those trails by creation of a guide and an e-guide, with the aim of enriching the tourist offer of the Republic of Macedonia and development of the rural tourism, in cooperation with the Agency for Financial Support of Agriculture and Rural Development;

6. The "Mountain Biking Trails" Project- development and marking the existing and creation of new mountain biking trails. Promotion of those trails by creation of a guide and an e-guide, with the aim of enriching the tourist offer of the Republic of Macedonia and development of the rural tourism, in cooperation with the Agency for Financial Support of Agriculture and Rural Development;

7. The "Marking of Recognizable Products, Sites, Facilities, and Events of Significance for Tourism in the Republic of Macedonia" Project – making records and marking recognizable products, sites, facilities, and events of significance for the tourist offer, development of printed promotional material and publications of such material on the web page Macedonia Timeless under the title "Did You Know";

8. The "Mapping of the Via Egnatia Road" Project – development and marking of the Roman regional road Via Egnatia, to enrich the tourist offer of the Republic of Macedonia in the area of cultural tourism and activities in the nature;

9. The "Improvement of Conditions for Accommodation in Mountain and Hunting Cabins/Houses" Project, aimed at inclusion of such places in the tourist offer of the Republic of Macedonia, as well as creation of a network of facilities as the main prerequisite for development of the mountain an hunting tourism;

10. Setting up, development, fencing off, and marking tourism development zones;

11. Strengthening and development of the tourist offer of the Republic of Macedonia – organizing informative workshops and trainings intended for foreign tour operators, in the function of strengthening the existing cooperation, as well as creation of conditions for opening and attraction of new markets;

12. Establishment of international cooperation with the various international organizations, membership in such organizations, as well as inclusion in joint projects for promotion and support of tourism;

13. Setting up and promotion of auto camps – increasing the tourist offer, development and promotion of auto camping tourism, and attraction of foreign and domestic capital for setting up auto camps;

14. The "Creation of a Network of Clusters for Development of Tourist Products in the Republic of Macedonia" Project, applied under the new EU program "BALKANMED" for development of wine routes and other types of tourism related to wine and organic processing, with participation of 15% as co-financing the funds proposed for the project.

15. Development of a sub-strategy for development of active tourism, and

- other tourism supporting projects.

c) The financial assets set aside for operation of the Agency (rents, utility services, repairs and maintenance, office supplies, equipment and machines, etc.) amount to 8,291,000.00 denars.

Article 3

91,000,000.00 denars have been set aside for subsidizing the foreign organized tourist turnover, and the remaining funds in the amount of 45,000,000.00 denars shall be provided from hazard games.

Article 4

The payment of the funds stated in Article 2 item 2 of this Program shall be executed at least three months prior to the start of the international fair manifestations.

Article 5

The Agency for Promotion and Support of Tourism shall ensure the manner and dynamics of the implementation of this Program.

Article 6

The Agency for Promotion and Support of Tourism shall submit a report to the Government of the Republic of Macedonia on the activities completed and the results achieved, including an explanation for any deviations from the activities planned, not later than by June 31, 2017.

Article 7

This Program shall enter into force on the day following its publication in the "Official Gazette of the Republic of Macedonia".

No. 42-13041/1-15

5 January 2016

Skopje

Deputy President of
the Government of the Republic
Macedonia,

Zoran Stavrevski, MSc. manu propria