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**GOVERNMENT OF REPUBLIC OF MACEDONIA**

Pursuant to Article 5 of the Law on Establishment of the Agency for Promotion and Support of Tourism in the Republic of Macedonia ("Official Gazette of the Republic of Macedonia" No. 103/08, 156/10, 59/12, 187/13 and 41/14), the Government of the Republic of Macedonia, at the session held on 30.1.2018, adopted the

**2018 TOURISM PROMOTION AND SUPPORT PROGRAMME**

**Article 1**

This programme is aimed at promoting and supporting the tourism of the Republic of Macedonia for 2018. The necessary funds for the implementation of the Programme are envisaged in the Budget of the Republic of Macedonia for 2018 and amount to 162,374,000.00 Denars, out of which 119,660,000.00 to the account 637, 40,500,000.00 Denars to the account 631 and 2,214,000.00 Denars to the account 787 and they are planned in the budget section 10003 - Agency for promotion and support of tourism category 42 - goods and services, 46 - subsidies and transfers and 48 - capital expenditures.

**Article 2**

The funds referred to in Article 1, paragraph 2 of this Programme shall be allocated for promotional activities and activities for support of tourism, as follows:

a) For promotional activities, marketing and international cooperation, a total of 28,390,000.00 Denars are allocated as follows:

1. Participation in international, regional and local tourist fairs in Utrecht, Istanbul, Brussels, Sofia, Belgrade, Berlin, London, Zagreb, Izmir, Warsaw, Helsinki, Tirana, Tel Aviv, Skopje and other, as well as participation and organization of international, regional, and local investment and other seminars, conferences and forums in the field of tourism in Skopje and other cities, in accordance with the needs and requirements of the tourism economy and the Government of the Republic of Macedonia, 13,000,000.00 Denars;

2. For the purpose of organizing presentations and meetings with foreign tour operators and days of Macedonian tourism abroad, organizing information trips in the Republic of Macedonia for foreign tour operators and journalists (activities that are currently arising from meetings and business contacts, requests of promoters and embassies of the Republic of Macedonia), as well as organization of presentations and events in Macedonia, 1.500.000,00 Denars shall be allocated.

3. Organizing promotional campaigns to be conducted in Serbia, Slovenia, Croatia, Bulgaria, Albania, Kosovo, Poland, Bosnia and Herzegovina, Montenegro, Austria, Germany, France, Turkey, Macedonia and other. Promotional campaigns will include:

- Outdoors campaigns (billboards, mobile and immovable advertisements),
- Advertisements in printed media,

- Electronic promotion,
- Promotion through bloggers and
- Promotion through vloggers 3.000.000,00 Denars shall be allocated.

4. Production, design, creation, printing and distribution of new promotional content, as well as procurement of small promotional material, as follows:

- procurement of road map in electronic form,
- production of video material,
- creation of photo archive,
- design of the stands at the fairs where the Republic of Macedonia performs as a tourist destination organized by the Agency for Promotion and Support of Tourism,

Design and printing of promotional material (brochures, guides, flyers, maps, business cards, etc.) and

For small promotional material (pens, glasses/mugs, USB, Ohrid pearl, filigree, small promotional packages with ajvar, honey and comfiture and other) 9.000.000,00 Denars shall be allocated.

5. For redesign of existing web sites of the Agency for Promotion and Support of the Tourism of the Republic of Macedonia, their mapping, implementation of banners, photos, information, their hosting and technical support for their smooth functioning 590.000,00 Denars shall be allocated.

6. For Project "E75" - Preparation and printing of a promotional leaflet for the tourist potentials of the Republic of Macedonia that are located along the E75 motorway, as well as its distribution at the border crossings Tabanovce and Bogorodica in the summer season for one sole purpose, conversion of transit passengers into tourists 1.300.000,00 Denars shall be allocated.

b) A total of 8.770.000,00 Denars shall be allocated for tourism support activities, as follows:

1. Project "Mountain Hiking Trails" - arrangement, marking and indicating of new mountain hiking trails, as well as their promotion, in order to enrich the tourist offer of the Republic of Macedonia and develop active tourism and rural areas;

2. Project "Mountain Run Trails" - arrangement, marking and indicating of new mountain run trails, as well as their promotion, in order to enrich the tourist offer of the Republic of Macedonia and develop active tourism and rural areas;

3. Project "Development of sports climbing and its putting in function of tourism" - development of recreational sports tourism, by arranging new and remodeling of existing training locations for rock climbing;

4. Project "Development of alpinism and its putting in function of tourism" - arranging locations for alpine climbing in order to increase the safety and attractiveness of the locations and attract more tourists from one of the fastest growing markets;

5. Independent traveler platform - mapping of the tourist potentials on the territory of the Republic of Macedonia and creating a platform designed for tourists who do not use services from travel agencies

and organize their own travel themselves. The platform will enable the development of small and family businesses on the territory of the Republic of Macedonia, their promotion and strengthening of the local economies;

6. Arrangement of a paragliding flying site in Krusevo - placement of artificial turf on the flying site in order to increase the safety of paragliders and fulfill the standards for holding international competitions in order to promote the Republic of Macedonia as a paragliding destination;

7. Establishment of auto camps and their promotion - increase of the tourist offer, development of auto camp tourism, their promotion and attraction of foreign and domestic capital for the establishment of auto camps;

8. Creation, development, bordering and marking of tourist development zones;

9. Establishment of international cooperation with various international tourism organizations, joining them, and involvement in joint projects for promotion and development of tourism;

10. Strengthening and development of the tourist offer of the Republic of Macedonia - organizing informative workshops and trainings intended for the workers in the tourism industry, in the function of creating new tourist products and their promotion, as well as improving the services by the involvement of domestic and foreign renowned experts and tour operators;

11. Financial support to recognizable cultural, entertainment, sports, gastronomic and ecological manifestations of locally organized tourist events selected through the publication of a public call, in order to increase and promote the tourist offer of the Republic of Macedonia;

12. Application to European funds, funds from donor organizations and other.

c) For financial means intended for the operation of the Agency for Promotion and Support of Tourism of the Republic of Macedonia (rent, utilities, repair and maintenance, office supplies, equipment and machines, training, legal and accounting services, etc.) 6,500,000.00 Denars shall be allocated.

### Article 3

A total of 76,000,000.00 Denars shall be allocated for subsidizing the organized foreign tourism operations, while the rest of the funds in the amount of 40,500,000.00 Denars shall be provided from games of chance.

### Article 4

The funds in the amount of 2.214.000,00 Denars from the account 787 are intended for organizing presentations and meetings with foreign tour operators and days of Macedonian tourism abroad, as well as for the organization of presentations and events in Macedonia.

### Article 5

The Agency for Support and Promotion of Tourism of the Republic of Macedonia shall be in charge of the manner and the timescales for the implementation of this programme.

#### Article 6

The Agency for Promotion and Support of Tourism of the Republic of Macedonia shall submit a report to the Government of the Republic of Macedonia for the implemented activities, as well as the achieved results, with an explanation regarding the possible deviations from the planned activities by 31 June 2019.

#### Article 7

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

No. 44-97/1

30 January 2018, Skopje

Prime Minister

of the Republic of Macedonia

**Zoran Zaev**, personal signature