



**PROTOCOL**  
**on co-operation in the field of tourism between**  
**the Ministry of Transport and Construction 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 Slovak Republic as the President of the Visegrad Group in 2018-2019, has organised the High Level Tourism Meeting with the representatives of 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, hereinafter referred to as the Parties.

The State Secretary of the Ministry of Transport and Construction of the Slovak Republic, Mr. Peter Ďurček was the Chairman of the 2019 High Level Tourism Meeting.

The delegations met on 12<sup>th</sup> and 13<sup>th</sup> of March 2019 in the High Tatras, the Slovak Republic.

The Meeting was also attended by the Presidents and General Directors of the National Tourism Organisations of the aforementioned countries.

During the Meeting the Parties exchanged information on the current tourism policy issues in V4 countries (governance, statistics, strategies etc.) and information on current trends, priorities and strategic tourism documents with regard to new 2021 – 2027 financial perspective of the European Union. The Parties shared their opinions on various important issues affecting tourism development in the Visegrad Group, such as sustainable tourism development, changing customer habits and possible directions of joint product development.

Having regard to the significant contribution of the tourism industry to the economy of their countries, the Parties expressed their satisfaction with the intensive co-operation in the field of tourism among the Visegrad Group countries, and decided to undertake several steps and have agreed as follows:

1. The Parties shall meet regularly in order to exchange information concerning tourism-related activities and to strengthen their mutual relations, as well as to exchange good practices and knowledge about the latest developments in tourism.
2. The Parties shall co-operate in order to increase tourism flows, in particular from long-haul markets to the Visegrad Group countries by developing joint marketing plans as well as organising joint marketing activities on the target markets.

3. The Parties shall increase their marketing and promotional activities in the USA, Canada, the Russian Federation, CIS countries, South-East Asia, South Korea, Australia, the People's Republic of China, India, the Middle East and Latin-America.
4. The Parties shall continue their work in order to improve their joint website ([www.discover-ce.eu](http://www.discover-ce.eu)) and its language versions in English, Japanese, Chinese, Russian and Portuguese.
5. The Parties shall undertake activities aimed at increasing the mutual tourism exchange between their countries.
6. Detailed marketing activities are presented and attached as the Marketing Plan of the National Tourism Organisations for the year 2019.

Signed in the High Tatras, the Slovak Republic on the 13<sup>th</sup> of March 2019, in four original copies in English.

on behalf of  
the Ministry of Transport and  
Construction of the Slovak Republic

on behalf of  
the Ministry of Regional Development  
of the Czech Republic

on behalf of  
the Cabinet of the Prime Minister  
of Hungary

on behalf of  
the Ministry of Sport and Tourism  
of the Republic of Poland



MINISTRY  
OF REGIONAL  
DEVELOPMENT CZ



Ministry  
of Sport and Tourism  
of the Republic of Poland