



CROATIAN
TOURISM
DAYS



tourism days 2025.

November 19 - 21, DUBROVNIK



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Wednesday, November 19

2:00 PM - 4:00 PM

DMC Forum

President Valamar Collection Hotel, Olipa Hall

9:00 PM - 1:00 AM

Warm-Up Gin&Jazz Party

Valamar Lacroma Hotel, Vero Bar

Thursday, November, 20

11:30 AM - 1:00 PM

Tourism leaders session:

Ongoing industry (R)evolution

Ministry of Tourism and Sport

Valamar Lacroma Hotel, Elafiti Hall

The roundtable will be held in English

1:00 PM - 1:20 PM

Coffee and networking break

Valamar Lacroma Hotel

1:20 PM - 2:00 PM

Dubrovnik – Where Heritage Shapes the Future

Valamar Lacroma Hotel, Elafiti Hall

2:00 PM - 4:00 PM

Dubrovnik Bites – Lunch

President Valamar Collection Hotel

4:00 PM - 5:00 PM

Croatia's Next Chapter: A Data Driven Look at Evolving Traveller Behaviour by Skyscanner

Valamar Lacroma Hotel, Elafiti Hall

The presentation will be held in English

7:30 PM - 9:00 PM

Welcome Cocktail

Revelin Culture Club

*The organizer provides transfers on the route
Lacroma Hotel – Ploče Gate – Lacroma Hotel*

9:00 PM - 10:30 PM

Annual Croatian Tourism Awards Ceremony, Opening Night

Revelin Culture Club

10:30 PM

Party

Revelin Culture Club

10:30 PM

Party

Valamar Lacroma Hotel

Friday, November 21

- 10:30 AM - 11:15 AM **Travel with AI: Intelligent Support, Human Touch**
*Croatian National Tourist Board
Valamar Lacroma Hotel, Elafiti Hall
The presentation will be held in English*
- 11:15 AM - 11:45 AM **Coffee and networking break**
Valamar Lacroma Hotel
- 11:45 AM - 12:45 PM **What do today's tourists want that Croatia (still) isn't serving?**
*Croatian Chamber of Economy
Valamar Lacroma Hotel, Elafiti Hall*
- 1:30 PM - 5:30 PM **Study Tours and Workshops**
- 8:15 PM - 9:45 PM **Annual Croatian Tourism Awards Ceremony - Live Broadcast on HRT 1**
Valamar Lacroma Hotel, Elafiti Hall
- 10:00 PM - 00:00 AM **Dinner**
Valamar Lacroma Hotel
- 10:00 PM **Sips&Sweets by Stories**
Valamar Lacroma Hotel
- 00:00 AM **Party**
Valamar Lacroma Hotel

The registration fee covers participation for the period 20 - 21 November 2025.

*The program is subject to change.
The organizer reserves the right to make modifications.*

tourism
days
2025.

EVENT PROGRAM

Sponsors:



Study tours

Friday, November 21

tourism
days
2025.

REVIVED HISTORY OF STON – Costumed Tour (1 coach, up to 49 participants)

A panoramic drive leads to the medieval town of Ston, famous for its 5.5 km-long defensive walls and the oldest saltworks in Europe. Modelled after Dubrovnik, the town hides within its walls the Rector's Palace, the Bishop's Palace, the Main Guard, the cathedral, and a rich Lapidarium featuring medieval artworks. Guided by a noblewoman dressed in the attire of the Dubrovnik Republic, you'll stroll through the town's streets to the Veliki Kašio Fortress, whose terraces offer views of the saltworks and the Mali Ston Bay, famous for its shellfish. For a complete experience, participants will enjoy a tasting of Ston oysters accompanied by a glass of wine.

Departure: 1:30 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

CAVAT AND WINE TASTING IN KONAVLE (1 coach, up to 49 participants)

A panoramic drive will take you to Konavle and the enchanting town of Cavtat, rich in heritage and birthplace of the painter Vlaho Bukovac, whose family home today stands as a valuable monument. A special attraction is the Račić family mausoleum, the work of Ivan Meštrović, honored with an award in Paris in 1925. From Cavtat, the journey continues to Komaji and the Crvik family winery, whose winemaking tradition dates back to the 15th century. The winery has been producing wines since 1897, including the indigenous Dubrovnik Malvasia. At the winery, you will enjoy a wine tasting accompanied by light bites before returning to the hotel.

Departure: 1:30 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

ART & WINE - Modern Art in the Dubrovnik Art Gallery and the Old Town (1 coach, up to 49 participants)

This guided city tour focuses on art and cultural heritage. It includes visits to the Art Gallery, the Dominican Monastery, the Marin Držić Theatre featuring Bukovac's painted ceiling, and monuments and works by Ivan Meštrović and Ivo Dulčić. The tour ends at Pile Gate, where the guide will explain Meštrović's vision for the transformation of the town entrance, followed by a tasting of local wines and snacks.

Departure: 1:30 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

THE STORY OF THE CITY'S DEFENSE (1 coach, up to 49 participants)

The excursion begins with a cable car ride to Mount Srđ, offering an unforgettable panoramic view of Dubrovnik, with a short break for photos. At the Imperial Fortress, you will visit the Homeland War Museum, featuring authentic exhibits depicting the heroic defense of the city. The return trip by cable car is followed by a walk to Stradun, with visits to Sponza Palace and the Memorial Room of the Fallen Defenders. Afterwards, there will be free time before returning to the hotel by coach (in case of bad weather, vans from the hotel will operate to Srđ instead of the cable car.)

Departure: 1:30 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

CULTURAL MEMORY OF DUBROVNIK (1 coach, up to 49 participants)

After a short drive to Pile Gate, the tour continues with a visit to the most important historical and cultural landmarks of Dubrovnik, a city under UNESCO protection. A stroll down Stradun offers a glimpse into the daily life of Dubrovnik's people over the centuries, introduces the city's Statute – one of the oldest legal texts in Europe – and highlights the tradition of caroling and the splendor of St. Blaise's Church. The tour concludes at the Rector's Palace, the former seat of the Republic's government, where visitors can explore the palace, its dungeons, and various collections. At the end, guests will enjoy a tasting of traditional Dubrovnik sweets and liqueurs, followed by free time for personal exploration before returning to the hotel.

Departure: 2:00 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

GAME OF THRONES TOUR (1 coach, up to 49 participants)

This excursion takes you through Dubrovnik's most famous filming locations from the series Game of Thrones, where the city stood in for King's Landing. You'll visit Lovrić Fortress, portrayed in the series as the Red Keep, as well as Blackwater Bay at Pile – the Kingdom's main port. The tour also includes Pile Gate, the site of the rebellion against King Joffrey, and Jesuit Street, where the iconic Cersei "Walk of Shame" scene was filmed. The tour concludes with a visit to the Rector's Palace and Luža Square.

Departure: 2:00 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

DUBROVNIK CITY WALLS AND FORTRESS (1 coach, up to 49 participants)

The excursion begins with a walk along the Dubrovnik city walls, a symbol of the Republic's centuries-long struggle to preserve its freedom and maintain balance among the great powers. During the two-hour tour, you will hear stories about the city's renowned builders, craftsmen, and the defense system that is today considered one of the best preserved in Europe. Guests will also get a glimpse of life within the city walls today, discovering how residents balance daily life with the challenges of living alongside tourism. After the tour, participants will descend to Stradun and have some free time.

Departure: 2:00 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

DOLCE TUP – AN URBAN TOUR WITH A TASTE OF TRADITIONAL SWEETS (1 coach, up to 49 participants)

This tour takes you to Gruž and the former Carbon Graphite Factory, now a symbol of creative transformation under the slogan From carbon to creative footprint. Recognized by the European Commission as one of the 20 best projects in Europe, it develops cultural and creative industries through spaces such as a library, gallery, coworking spaces, and hubs for digital nomads. The visit features a tour of the Red History Museum and a presentation of a green project that transforms recycled plastic into product design pieces. The tour concludes in the "Sweet Corner" of Dubrovnik House, where guests can enjoy traditional sweets such as mantala, kotonjata (quince cheese), and arancini (candied orange peel) paired with a glass of prošek wine, followed by free time and return to the hotel.

Departure: 2:00 PM Return: 5:30 PM (in front of the Valamar Lacroma Hotel)

Partners:



Dubrovnik RIVIERA
DUBROVNIK AND HERZEGOVINA COUNTY TOURIST BOARD



Turistička zajednica
grada Dubrovnika
Dubrovnik
Tourist Board