CROATIAN TOURISM DAYS



tourism days 2026.

November 19 - 20, POREČ

REPUBLIC OF CROATIA
Ministry of Tourism and Sport

CROATIA Full of life

HGK CROATIAN CHAMBER OF ECONOMY

HRT

Wednesday, November 18

9:00 PM – 1:00 AM **Warm-up**
*Pical resort, **Pical rooftop bar by Laurent Perrier** (9th floor)*

Thursday, November 19

12:00 PM – 1:30 PM **Welcome reception with Istrian bites**
*Pical resort, **More and Quattro Terre restaurants***

1:00 PM – 1:30 PM **Coffee break and networking by ACI**
*Pical resort, **Mozaik lobby bar***

1:30 PM – 1:45 PM **A New European Vision for Tourism: Competitive, Sustainable and Resilient**
Apostolos Tzitzikostas, European Commissioner
*Pical resort, Pical Event Center, **Parenzo Hall***

1:45 PM – 3:00 PM **Tourism on the agenda**
Ministry of Tourism and Sport
*Pical resort, Pical Event Center, **Parenzo Hall***

3:30 PM – 5:30 PM **Study tours and workshops**

5:00 PM – 6:00 PM **Meet the Markets – in conversation with the directors of the Croatian National Tourist Board's representative offices**
*Pical resort, **Pical rooftop bar by Laurent Perrier** (9th floor)*

7:20 PM – 7:30 PM **"Dobar Tech by Metro" award presentation**
*Pical resort, Pical Event Center, **Parenzo Hall***

7:30 PM – 9:00 PM **Annual Croatian Tourism Awards ceremony**
*Pical resort, Pical Event Center, **Parenzo Hall***

9:00 PM – 11:30 PM **Dinner**
*Pical resort, **Parenzana restaurant and Nota Piano bar***

11:30 PM - **DJ entertainment**
*Pical resort, **Fogo by Bekal***

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Friday, November 20

10:00 AM – 11:15 AM **Sun, sea... & John Malkovich by Dalibor Šumiga & Making of video by Peter Radovich**
Croatian National Tourist Board
*Pical resort, Pical Event Center, **Parenzo Hall***

11:15 AM – 11:45 AM **Coffee break and networking by Jadrolinija**
*Pical resort, Pical Event Center, **Forum bar***

11:45 AM – 12:45 PM **What's the key?**
Croatian Chamber of Economy
*Pical resort, Pical Event Center, **Parenzo Hall***

1:30 PM – 5:30 PM **Study tours and workshops**
The departure time depends on the selected study tour. Please check the scheduled departure time.

6:00 PM – 8:00 PM **Dinner**
*Pical resort, **More and Quattro Terre restaurants***

8:15 PM – 9:45 PM **Annual Croatian Tourism Awards ceremony – broadcast on HRT1**
*Pical resort, Pical Event Center, **Parenzo Hall***

9:45 PM – 4:00 PM **Entertainment**
*Pical resort, **Mozaik lobby bar***

The program is subject to change – The organiser reserves the right to change the program.

Get real-time updates straight to your phone! Scan the code and chat with the AI WhatsApp Assistant.

Sponsors: METRO, JADROLINIJA, Adriatic Croatia International Club, FESTIGIA, THEARTISAN, ERSTE

Study tours and Istrian experiences

tourism days 2026.

Thursday, November 19

1. LA MULA DE PARENZO – Poreč through the stories of its residents (1 coach, up to 49 people)

Step back in time on "La Mula de Parenzo", an interactive guided walk organised in cooperation with the Poreč Heritage Museum – "Museo del territorio parentino". Guides in character as ordinary townsfolk and notable residents of Poreč from the late 19th and early 20th centuries bring the town's rich history, fishing traditions and local customs to life, sharing stories behind the famous song "La mula de Parenzo". The route takes in some of the most interesting spots in town, from the North Tower and Marafor Square, via the Poreč waterfront and Fishermen's Square, to the "La mula de Parenzo" Centre. This interactive walk weaves together history, culture and the stories that give Poreč its distinctive character.

Departure from outside Hotel Pical at 3:30 PM and return at around 5:30 PM

2. AGROLAGUNA WINERY – A selection of Istrian wines and delicacies (1 coach, up to 49 people)

Discover Istria's wine tradition through a tasting of five wines from the Agrolaguna range. The line-up includes Perla Alba sparkling wine, Festigia Istrian Malvasia, Festigia Rosé, Festigia Castello and Festigia Rose Muscat. The wines will be paired with a selection of Istrian delicacies – cow's and sheep's milk cheese, truffle cheese, homemade prosciutto, pancetta and salami with four kinds of pepper. Relax and mingle as you savour the distinctive flavours of Istria's terroir.

Departure from outside Hotel Pical at 3:30 PM and return at around 5:30 PM

Friday, November 20

1. TRUFFLE HUNTING IN MOTOVUN – In search of Istrian treasure (1 coach, up to 49 people)

Experience Istria through one of its most prized gastronomic treasures – truffles. Participants will split into three smaller groups, each led by an experienced guide and trained truffle-hunting dogs. Two groups will search for black truffles and one for white. November is an especially rewarding time to visit, as both are in season. A friendly competition adds to the fun, followed by a gathering in the tasting room overlooking the forest and Motovun. Guests can look forward to a selection of Istrian cheeses and cured meats, along with spreads, honey, olive oils, hot sauces and other truffle products. A highlight of the visit is a demonstration of how to make a traditional Istrian fritaja (omelette) with truffles, with a short introduction and the chance to join in. The program ends with warm fritule (small doughnuts) filled with truffle-infused chocolate, served with local wines, Malvasia, water and juices.

Departure from outside Hotel Pical at 1:30 PM and return by 5:30 PM

2. DEKLIĆ WINERY – Flavours of Istria with a panoramic view (1 coach, up to 49 people)

Visit Deklić Winery to discover the authentic flavours of Istria with a tasting of five carefully selected wines: Istrian Malvasia, Chardonnay, Cabernet Sauvignon, Teran and Yellow Muscat. The wines are served with Istrian cheeses and cured meats from local producers, homemade bread and extra virgin olive oil. The tasting concludes on the winery's rooftop, where you can enjoy a glass of wine and panoramic views of the Istrian vineyards, the sea and the Alps. The wines included in the tasting may vary depending on the season.

Departure from outside Hotel Pical at 2:00 PM and return by 5:30 PM

3. DAMJANIĆ WINERY – Wine, tradition and family heritage (1 coach, up to 49 people)

Discover Istria's winemaking tradition at Damjanić Winery with a guided tasting and cellar tour. The program includes a tasting of four wines, accompanied by a selection of local Istrian produce – cheeses, cured meats, olives, olive oil and bread. A sommelier will introduce guests to the Damjanić family's history and winemaking traditions, and explain how the wines they are tasting are made.

Departure from outside Hotel Pical at 2:00 PM and return by 5:30 PM

4. BAREDINE CAVE and the TRACTOR MUSEUM – Istria underground and in the open air (1 coach, up to 49 people)

Explore two aspects of Istria's heritage: the fascinating underground world of Baredine Cave and the region's farming traditions at the Tractor Museum. A licensed guide will lead visitors through one of Istria's best-known caves, followed by a tasting of three wines and traditional Istrian fritule. Enjoy prosciutto, cheese and sausages, with music adding to the relaxed atmosphere.

Departure from outside Hotel Pical at 2:00 PM and return by 5:30 PM

5. VIŠNJAN OBSERVATORY – Looking to the stars (1 coach, up to 49 people)

Visit Višnjan Observatory to discover one of Istria's best-known centres for astronomy and scientific research. Korado Korlević will introduce guests to the observatory's work, share insights into astronomy and explain its international significance. This visit offers a different perspective on Istria, exploring science, space and the stars.

Departure from outside Hotel Pical at 2:00 PM and return by 5:30 PM

6. ROSSI WINERY – A taste of Istria's winemaking tradition (1 coach, up to 49 people)

Located in Bajkini near Vižinada, Rossi is a family winery that combines Istrian tradition, modern winemaking and a passion for creating premium wines and spirits. Discover the Rossi family's winemaking story and sample selected wines and spirits, served with a platter of local Istrian delicacies and a special house cocktail. An authentic food and wine experience in the heart of Istria!

Partners: Podravka Grupa, Istria, Poreč

Places on each study tour are limited; registration remains open until all available places are filled.