Key activities

The Slovak Tourist Board is an institution receiving contributions from the State Budget, specialised on marketing and state promotion of tourism of the Slovak Republic. It markets tourism at the national level, provides information on travel opportunities in Slovakia, promotes Slovakia as a travel destination, contributes to creation of a positive image of Slovakia abroad and supports the sale of travel products of the Slovak Republic. SACR has been officially authorised to represent the country abroad and to establish detached offices both home and abroad.

At the same time, it ensures also the function of the Mediatory Body under the Managing Body of the Sector Operating Programme “Industry and Services" and activities connected with implementation of Structural Funds of the European Union in tourism.

In the field of the development of tourism, it ensures:

a) All forms of state promotion of tourism in Slovakia,

b) Marketing surveys of the market of tourism according to its key elements: development of needs and demand, analysis of the offer and competition, cooperation in creation of marketing strategy of tourism in the Slovak Republic,

c) Marketing and promotional activities aimed at the extension and improvement of presentation of travel opportunities of Slovakia and support of sale of travel products of Slovakia,

d) Creation, production and distribution of printed, audiovisual and multimedia promotion materials, creation of a positive image of Slovakia as a travel destination,

e) Coordination of national activities at home and abroad in order to interconnect the Slovak travel offer with demand from abroad, participation of the Slovak Republic in international exhibitions and fairs of tourism,

f) Creation of the travel information system,

g) Setup of a database of home and foreign travel entities,

h) Provision of up-to-date information for mass media, organisation of press conferences at home and abroad, organisation of info/famtrips around Slovakia for journalist from abroad,

i) Cooperation with business and non-business entities active in tourism, local state administration and local government bodies, involved ministries and central authorities, associations of entities, colleges, research and advisory organisations at home and abroad,

j) Processing and publishing of foreign surveys, studies and actual information on international tourism,

k) Advisory and consultancy services for travel entities, bodies of local state administration and territorial government,

l) Building its own official representation offices abroad and their effective activity,

m) International cooperation within the membership in international travel organisations,

n) Implementation of Structural Funds of the European Union for the public sector and business sphere in tourism.

Subject matter of activities

a) Marketing and promotional activities,

b) Editorial activities,

c) Advisory and consultancy services,

d) Implementation of Structural Funds of the European Union in tourism.