



CROATIA SUMMER CAMP

Društveno odgovorna inicijativa održivog obiteljskog turizma

Croatia Summer Camp je osmišljen kako bi **redefinirao i unaprijedio obiteljsku turističku ponudu**, a istovremeno **poboljšao kvalitetu života u destinaciji**.

Projekt se **fokusira na održivost** kroz aktivno uključivanje lokalne zajednice, **poticanje razvoja novih sadržaja** u destinaciji, **očuvanje kulturne baštine**, te **promicanje odgovornih praksi** u turizmu.

Projekt podrazumijeva atraktivnu **web platformu koja okuplja organizatore kampova u Hrvatskoj namijenjene djeci** i nudi im novu mogućnost za prezentaciju sadržaja. To je prva takva inicijativa u Hrvatskoj i cilj joj je omogućiti lokalnom stanovništvu, gostima i turistima da lako i jednostavno pronađu zanimljive aktivnosti za djecu i tinejdžere tijekom ljetnih mjeseci, a lokalnim organizatorima, klubovima i udrugama, **besplatno oglašavanje i put do novih korisnika**.

CILJEVI PROJEKTA



CILJEVI PROJEKTA

- Poboľšati iskustvo gostiju s fokusom na obitelji s djecom
- Okupiti specijalizirane ljetne kampove u različitim destinacijama u Hrvatskoj
- Razvijati nekomercijalnu inkluzivnu web stranicu koja će prikazivati odabrane kvalitetne ponude ljetnih kampova u Hrvatskoj
- Poticati međukulturno razumijevanje, stvarati prijateljstva među djecom, zagovarati jednakost i objediniti raznolike ideje
- Predstaviti bogatstvo hrvatskog sporta, obrazovanja, kulture, baštine i vrijednosti
- Poboľšati kvalitetu života unutar lokalne zajednice
- Razvijati održivi turizam



CILJANE SKUPINE

Fokus na dvije temeljne dobne skupine djece i mladih:

- od 6 do 13 godina
- od 14 do 17 godina

POTENCIJAL TRŽIŠTA U HRVATSKOJ

- Procjenjuje se da u visokoj sezoni u Hrvatskoj u komercijalnom smještaju boravi preko 1,5 milijuna djece u dobi od 6 do 17 godina.
- Dodatno ovome procjenjuje se da u svim Hrvatskim destinacijama na Jadranu živi oko 150.000 djece u dobi od 6 do 17 godina.



KOME JE PROJEKT CROATIA SUMMER CAMP VAŽAN?



HRVATSKOM TURIZMU

- Daljnja izgradnja pozicije Hrvatske kao idealne turističke destinacije za obitelji s djecom
- Konkurentska prednost Hrvatske zbog dodatnog visoko kvalitetnog sadržaja za djecu u turističkim destinacijama
- Dječji kampovi se pozicioniraju kao sigurno i ugodno okruženje u kojem djeca mogu učiti i pritom se zabavljati



LOKALNOJ ZAJEDNICI

- Lokalne udruge i klubovi koji organiziraju ljetne kampove imaju pristup podršci i resursima koje osigurava platforma: smjernice za unapređenje kvalitete usluga, marketinške strategije, promocija i vidljivost, širok doseg te razmjena znanja
- Djeca iz lokalnih zajednica tijekom ljetnih mjeseci dobivaju širu i kvalitetniju ponudu edukativnih i zabavnih aktivnosti



GOSTIMA

- Jednostavan pristup, kvalitetna, objedinjena i provjerena ponuda dodatnog sadržaja za djecu tijekom boravka u destinaciji



**KAKO JE PROŠLA
PRVA „PILOT”
GODINA?**



KLJUČNI POKAZATELJI PRVE SEZONE

- **Inicijativa je okupila 55 kampova**
- **15 lokacija u Hrvatskoj**
- **3222 polaznika kampova**
- 15 kampova s noćenjem: potpuno 7-dnevno iskustvo kampa
- 18 dnevnih kampova: trajanje između 4 do 8 sati dnevno, rezervacije na tjednoj bazi
- 22 radionice: trajanje između 1 do 3 sata dnevno





LETCI & PLAKATI

How to book a summer camp for your children?

ABOUT CROATIA SUMMER CAMP

Croatia Summer Camp is an umbrella initiative, bringing together carefully selected summer camps for families planning a holiday in Croatia.

Through various educational and entertainment programmes, we encourage children and teenagers aged 6 to 18 to learn about Croatian culture, develop important skills, and create new long-lasting friendships.

How it works:

- EXPLORE**
Explore summer camps in many destinations through croatiasummercamp.com web platform.
- CHOOSE**
Choose the ideal camp for your kids.
- APPLY**
Apply directly through the camp's profile page and get in touch with the camp organizer.

Find us on:   

croatiasummercamp.com

Looking for an unforgettable summer for your children?

Join the fun!



MEERESFORSCHER WERKSTATT

„Hale sind Helden“ Workshop - geeignetes Alter: 6-12 Jahre
„Mikroskopier Labor“ - geeignetes Alter: 12-18 Jahre

MARINE EXPLORER WORKSHOP
BY MAREMUNDI

Buchen Sie jetzt!



Warum nicht die Unterwasserwelt der Adria erkunden?

TAUCHFERIENLAGER FÜR KINDER

Buchen Sie jetzt!



Tenniscamp für Kinder und Jugendliche
von Hannes Zischka



Step inside & let us unveil who we are!



This is where summer begins!



Discover the exciting journey we've had this year!



Croatia Summer Camp

Inspiring Youth

croatiasummercamp.com



Croatia Summer Camp

Inspiring youth at the best art & music summer camps!

croatiasummercamp.com



Croatia Summer Camp

Inspiring youth at the best sport summer camps!

croatiasummercamp.com



Croatia Summer Camp

Inspiring youth at the best educational summer camps!

croatiasummercamp.com




PROMOTIVNI MATERIJALI



VALAMAR NEWSLETTER & WEB

reservations@valamar.com | +385 52 465 000

VALAMAR
All you can holiday



Otkrijte najbolje ljetne kampove

Dear Mrs. Dorcic,

summer at sea is more exciting with our new initiative [Croatia Summer Camp](#), with an offer of unforgettable camps for children from 6 to 18 years of age!

Encourage your children's sporting, musical, artistic and scientific talents in the surroundings of enchanting landscapes. This is an opportunity for them to be taught personally by Juventus football coaches or to meet our famous athletes such as Luka Cindrić.

Summer is getting closer, so hurry up and secure a place for your child!

[DISCOVER MORE](#)

Croatia Summer Camp: tailored adventures for kids and teens



This summer, Croatia Summer Camp provides children and young people with the skills and friendships that will last a lifetime!

Discover adventures, and create extraordinary memories in exceptional settings, each camp is a special story – one designed to delight our young guests. This summer, there are our **Brand Name Camps** guaranteed that build character, foster independence and healthy habits, inspire imagination and make the most of 2024's unforgettable!

Sports camps with famous world names

The summer in Croatia is full of activities, but the most exciting are the ones that offer young people the chance to learn from the world's best. This summer, we have teamed up with some of the world's most famous athletes to offer young people the chance to learn from the world's best. This summer, we have teamed up with some of the world's most famous athletes to offer young people the chance to learn from the world's best.

Education, STEM and creative problem-solving

With the spirit of adventure, physical development and cognitive stimulation, the educational camps offer the best of the world of imagination, learning, innovation and personal development.

Musical and melodious Gondolieri

Music is an art form, and it is a powerful way to express emotions and tell stories. Our musical camps offer the best of the world of music, from classical to contemporary, and from traditional to modern.

An unforgettable summer for promising youth – only with Valamar!

Our summer camps are designed to be unforgettable. They are designed to be unforgettable. They are designed to be unforgettable. They are designed to be unforgettable.





Valamar Collection | **VALAMAR** | **PLACES!** | **VALAMAR ADRIATIC** by Valamar

YOUR CHOICE OF THE BEST CAMPS!



HANDBALL CAMP LUKE CINDRIČA

- Eight-day overnight camp for advanced players + does not require the presence of parents
- For children from 12 to 18 years of age
- Available from July 6 to 20 in Poreč

[DISCOVER MORE](#)



JUVENTUS TRAINING CAMP

- Football excellence + family vacation
- For children from 7 to 12 years of age
- Available from July 1 to 5 in Poreč, Kirk and Rabac

[DISCOVER MORE](#)



MODERN DANCE AND THEATER WORKSHOP

- Dance marathon camp with an overnight stay in the music center of Istria
- For children from 8 to 18 years of age
- Available from June 22 to 30 in Grožnjan

[DISCOVER MORE](#)



CAMP TINKER LABS

- Five-day STEM workshops in small groups + family vacation
- For children from 6 to 12 years of age
- Available from July 8 to August 2 in Poreč, Labin, Makarska or Dubrovnik

[DISCOVER MORE](#)



EXPERIENCES

Croatia Summer Camp for Kids and Teens

17.06.2024 | 3 min

Looking into summer camps for kids and teens? Croatia Summer Camp offers an extraordinary blend of fun, education and personal growth. From June to September, these camps provide a rich tapestry of experiences that build skills,

blog.valamar.com

SOCIAL MEDIA



Croatia Summer Camp

741 oznake "svida mi se" • 817 pratitelji

Svida vam se

Poruka



Objave

Informacije

Fotografije

Više ▾

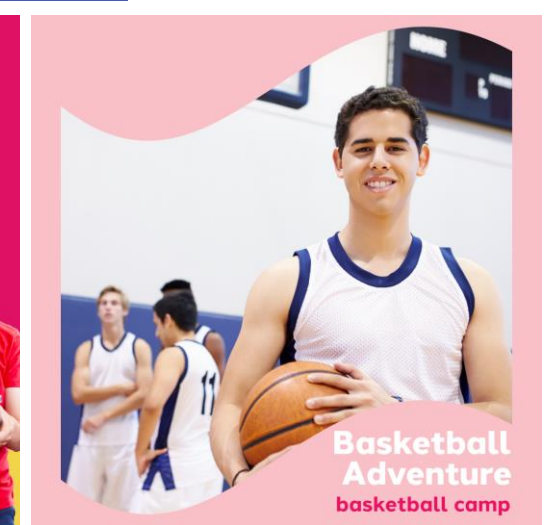
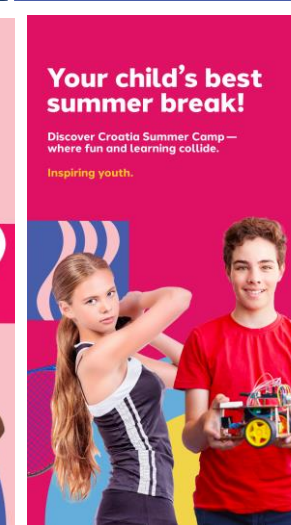
Pojedinosti

Stranica · Lokalna i turistička stranica

Još nije ocijenjeno (0 osvrta)

Pogledajte informacije o Croatia Summer Camp

Objave Croatia Summer Camp



PREDSTAVLJANJE PROJEKTA MEDIJIMA NA SPORT FESTU



Danko Cvjetičanin - Basketball adventure camp

- Dvostruki srebrni Olimpijski medalist
- Osvojio European Club Championship
- Igrao profesionalno u Španjolskoj i Italiji
- Trenutno scout za NBA team - New Jersey Nets



Predstavljanje projekta 19. listopada 2024. na Sport Festu u Poreču

Zanimljiva panel rasprava s odabranim uspješnim organizatorima kampova i predstavnikom Valamara:

- Miha Rojina- Juventus football academy kamp
- Danko Cvjetičanin – Basketball adventure kamp
- Valentina Trandafilović – Tinker Labs STEM kampovi
- Tonči Bilić – programski direktor glazbenih kampova u Grožnjanu
- Ivica Vrkić, direktor sektora marketinga Valamara



VIDEO - Kako je to izgledalo prve godine....



PR aktivacija

IZVRSNA POKRIVENOST
KROZ MEDIJE



TELEGRAM

FASHION.HR

 **TURIZAM**
.media

**REGIONAL
EXPRESS**

 **ISTARSKI.HR**

istra24

**Večernji
list**

 hrturizam.hr

poreština.info
news portal Poreča i okolice

Daily News Caffe
vaša dnevna doza novosti

JutarnjiLIST

 miss7

PARENTIUM.COM
Nezavisni portal grada Poreča



HVALA