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BOSNIA-HERZEGOVINA

SUCCESS STORY

Attracting Dutch Tourists

A stand at Utrecht Tourism Fair showcases beautiful destinations

For the first time, a Dutch tourism agency will include excursions to Bosnia and Herzegovina as part of its summer tour offerings. “The agreement will bring groups of 50 tourists at a time from Holland to Bosnia and Herzegovina as soon as this summer,”

said Ermin Lipovic of Bihac-based Una-Kiro Rafting. “Five more Dutch tour operators agreed to visit Bosnia and Herzegovina to see what is available and design tourist trips for their customers,” added Lipovic.

The agreements were forged at the Utrecht, Holland “Vakantiebeurs” Tourism Fair, where USAID sponsored a joint exhibition by tourism firms from Bosnia and Herzegovina as part of its effort to develop industry “clusters” to increase the competitiveness of the country’s tourism industry.



Photo: EMG

Tour operator Harry Braam, right, plans excursions to Bihac, Cazin, Mostar and Sarajevo for his Dutch clients.

“I was pleasantly surprised by the Bosnian stand in Utrecht. Yours is a marvelous country,” said Harry Braam of the Nederlandse Christelijke Reisvereniging travel agency.

“I have been trying to put together an organized trip to Bosnia and Herzegovina ever since 1996. And this year, thanks to the information I received at the Bosnian stand, I will finally do it,” said Harry Braam of the Nederlandse Christelijke Reisvereniging travel agency.

Fairs like this one are an excellent opportunity for Bosnia and Herzegovina’s tourism operators to inform the global tourism community about the country and what it offers to tourists. With help from USAID, these tourism firms were able to showcase the country and get the word out that Bosnia and Herzegovina is a fine destination for tourists from all over the world.

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