

## Destination Profile: Adriatic Croatia (EU NUTS-2 region)

DESTINATION PROFILE			
1	Is/Are there Tourism Satellite Account/s (TSA) in the destination country/ies, measuring the economic dimensions of tourism at national level?	<input checked="" type="checkbox"/> YES TSA for Croatia was conducted last time in 2014 (on 2011 data)	<input type="checkbox"/> NO
2	Local GDP (US\$) – for current and last three years	2014: 18,242 million US\$ 2013: 18,442 million US\$ 2012: 17,896 million US\$ 2011: 19,585 million US\$	
2.1	Sector relevance: Contribution of (a) tourism and (b) other economic sectors to the local GDP (%) – latest figures	a) direct contribution of tourism to local GDP: N/A b) direct contribution of tourism to local GVA: N/A Contribution of other economic sectors to local GVA: c) Manufacturing: 15.2% d) Real estate activities: 14.9% e) Public administration and defense, education, human health and social work activities: 14.9%	
3	Arrivals of inbound (non-resident) visitors for last three years – Thousands	Inbound tourist arrivals*: 11,379 in 2015; 10,472 in 2014; 9,923 in 2013 Same-day visitors: N/A Total: N/A	
3.1	Percentage of inbound (non-resident) visitors occurring in peak month and in peak quarter (please indicate which month and quarter)	29.8% of total inbound tourist arrivals* in 2015 was realized in August; 67.1% of total inbound tourist arrivals* in 2015 was realized in 3 <sup>rd</sup> quarter (July, August and September)	
4	Arrivals of domestic visitors for the last three years – Thousands	Domestic tourist arrivals*: 1,130 in 2015; 1,022 in 2014; 1,014 in 2013 Same-day visitors: N/A Total: N/A	
4.1	Percentage of total annual arrivals of domestic visitors occurring in peak month and in peak quarter (please indicate which month and quarter)	18.8% of total domestic tourist arrivals* in 2015 was realized in August; 44.3% of total domestic tourist arrivals* in 2015 was realized in 3 <sup>rd</sup> quarter (July, August and September)	
5	Tourism industries: accommodation for visitors in hotel and similar establishments – Units	Number of establishments: 711 Total rooms: 56,938 Total bed-places: 170,087	
6	Top 5 primary source markets for the destination	Germany, Slovenia, Austria, Czech Republic, Italy	

7	Please describe the destination's experience with other monitoring initiatives/systems	<p>Tourism sustainability in the destination was researched in academic purposes. Measurement process has been described in several scientific papers:</p> <ul style="list-style-type: none"> <li>• Kožić, I., Mikulić, J. (2014) Research note: Measuring tourism sustainability – an empirical comparison of different weighting procedures used in modelling composite indicators, <i>Tourism economics</i>, 20 (2), 429-439. (<a href="http://dx.doi.org/10.5367/te.2013.0283">http://dx.doi.org/10.5367/te.2013.0283</a>)</li> <li>• Kožić, I., Mikulić, J. (2011) Possibilities of Implementing an Indicator System for Evaluating and Monitoring the Sustainability of Tourism in Croatia, <i>Privredna kretanja i ekonomska politika</i>, 21 (127), 57-81. (<a href="http://hrcak.srce.hr/index.php?show=clanak&amp;id_clanak_jezik=105632">http://hrcak.srce.hr/index.php?show=clanak&amp;id_clanak_jezik=105632</a>)</li> <li>• Kožić, I., Mikulić, J. (2011) An exploratory assessment of tourism sustainability in Croatian coastal destinations, <i>EFZG Working Papers Series 1104</i>, Faculty of Economics and Business, University of Zagreb. (<a href="http://hrcak.srce.hr/136804?lang=en">http://hrcak.srce.hr/136804?lang=en</a>)</li> </ul> <p>In addition, the Institute for Tourism launched a longitudinal survey on tourists' profile, satisfaction and consumption in Adriatic Croatia in 1987, under the name TOMAS Summer survey. Since then, the survey has been conducted nine times, monitoring tourist satisfaction indicators. Furthermore, the Institute for Tourism has developed a number of strategic documents on local and regional level that include research on sustainability indicators.</p>	
8	Are there strategies in place for sustainable development of the destination?	<input checked="" type="checkbox"/> YES Name of those of relevance: Croatian Tourism Development Strategy until 2020 ( <a href="http://www.sd-network.eu/?k=country%20profiles&amp;s=single%20country%20profile&amp;country=Croatia">http://www.sd-network.eu/?k=country%20profiles&amp;s=single%20country%20profile&amp;country=Croatia</a> )	<input type="checkbox"/> NO
9	Please specify if there are any other initiatives/ projects of relevance for the Observatory in the destination (and which)?	ETIS pilot projects were conducted in towns of Mali Lošinj (winner of the top sustainable and accessible tourism prizes at EU's first ETIS Tourism Awards), Split and Crikvenica.	
11	DMO(s) in monitoring area: Yes/No and year of establishment	<input checked="" type="checkbox"/> YES Year of establishment: Croatian National Tourist Board (1992) Istria County Tourist Board (1994) Primorje-Gorski Kotar County Tourist Board (1994) Lika-Senj County Tourist Board (1995) Zadar County Tourist Board (1995) Sibenik-Knin County Tourist Board (1995) Split-Dalmatia County Tourist Board (1995) Dubrovnik-Neretva County Tourist Board (1995)	<input type="checkbox"/> NO

\* Tourist arrivals realized in commercial accommodation facilities.