<table>
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<th>DESTINATION PROFILE</th>
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| 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\textsuperscript{rd} 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\textsuperscript{rd} 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 | Tourism sustainability in the destination was researched in academic purposes. Measurement process has been described in several scientific papers:  
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. |
| 8 | Are there strategies in place for sustainable development of the destination? | ☒ YES  
Name of those of relevance: Croatian Tourism Development Strategy until 2020 ([http://www.sd-network.eu/?k=country%20profiles&s=single%20country%20profile&country=Croatia](http://www.sd-network.eu/?k=country%20profiles&s=single%20country%20profile&country=Croatia))  
☐ 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 | ☒ 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)  
☐ NO |

* Tourist arrivals realized in commercial accommodation facilities.