

# CROATIAN TOURISM RECORDED A STRONG START OF THE YEAR



Croatian tourism industry is on course for success. According to figures from the National Statistical Office, the country recorded a total of 1.35 million arrivals from January to April 2016. This represents an increase of 7.5 percent compared to last year's inflow.

The number of overnight stays increased by 6.1 percent to a total of 3.35 million. **This accounts for 967,125 foreign tourists (+6.9%) and 2.47 million overnight stays (+7%).**

In terms of overnight stays in the first four months of 2016, Austria holds the third position with 8.3%. Slovenia (12.5%) is in the lead ahead of Germany (11.5%). Behind Austria there is Italy (6.2%) and Korea (2.7%).

Croatian tourism industry has been growing for several years as it is one of the most popular summer destinations. However, the latest data show that during the winter and spring the coast of the Adriatic Sea is also a top destination. Thus, the region recorded a total inflow of 935,445 tourist arrivals in the first four months of 2016 - an increase of 6.7%. Two thirds of all these tourists visited the Croatian coast at this time.

Istria tourism numbers increased the most with 295,094 arrivals (+12.7%) and a share of 21.8% as the most popular destination in the Adriatic. But the biggest piece of cake belongs to continental Croatia with a share of 30.8% and 415,855 guests (+9.4%). **The capital Zagreb has registered 251,094 tourist arrivals (+8.6%) and a share of 18.6%.**

"People worldwide have long known that Croatia is worth a visit in the summer," said Ratomir Ivicic, director of the Croatian Tourism Board: "The latest figures show, however, that more and more guests will also appreciate the low season in our country. This time provides a fantastic opportunity to experience Croatia's peaceful, quiet and relaxing side."

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