

CROATIAN TOURISM SOON TO REACH RECORD FIGURES OF 2019



Croatia has recorded encouraging results approaching the levels of 2019, the record year for the country in terms of tourist arrivals.

In 2022, Croatian tourism achieved 97% of overnight stays compared to the record of 2019.

According to data from the Croatian National Bank (CNB), **during the second quarter of 2022, foreign tourist revenues amounted to 2.68 billion euros, which is 121% growth compared to the same period in 2021 and 16% more than in 2019.**

This data is an excellent indicator of Croatia's recognition as a year-round tourist destination. According to the trends and projections, the director of the Croatian National Tourist Board, Kristijan Staničić, announced that the numbers are expected to grow up to 5% per year.

"Next year, Croatia will be even more competitive due to its entry into the Schengen area and the eurozone," Kristijan Staničić stressed. It was confirmed at a conference that the trend towards more sustainable tourism is growing and the demand for more responsible travel is increasing.

Croatian Minister of Tourism and Sports Nikolina Brnjac presented the strategy for sustainable Croatian tourism development until 2030. **"With the development of sustainable tourism until 2030, we want to achieve a balance between three elements of sustainability: economic, social and environmental," said the minister.** All this is in line with the objective of preserving the national identity, ensuring the positioning of Croatia as an authentic destination with a rich cultural and historical heritage and, above all, guaranteeing security for tourism professionals.

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