

# CROATIAN TOURISM REPORTS 28 M OVERNIGHT STAYS IN THE FIRST HALF OF THE YEAR



Croatian tourism is experiencing a peak season with positive trends and results. The excellent quality of bathing water on the coasts has contributed to this success.

The latest data from the eVisitor system reveals a significant surge in Croatian tourism. With over 7.2 million arrivals and 28.1 million overnight stays from January to the end of June, **the country has seen a remarkable 6% increase in arrivals and a 2% increase in overnight stays compared to last year.** This upward trend underscores the growing appeal of Croatia as a tourist destination.

The first quarter of the year saw Croatian tourism achieve a 24.61% increase in revenues from foreign visitors, surpassing the record year of 2023. The diversity of the visitors is also worth noting, with most overnight stays in the first six months coming from guests from Germany (5.7 million) and domestic visitors (3.7 million). This was followed by visitors from Slovenia (2.7 million), Austria (2.6 million), Poland (1.8 million), and the United Kingdom (1.3 million), demonstrating the broad international appeal of Croatian tourism.

In terms of accommodation, most overnight stays were in hotels (9.2 million), followed by private accommodation (over 8 million) and camping sites (5.5 million).

According to EU Commission and European Environment Agency research, Croatia is Europe's leader in bathing water quality along its coasts. Croatia ranks third after Cyprus and Austria in the overall ranking, including inland waters. The 2023 report, which examined 22,081 sites in the EU, Switzerland, and Albania, confirms that coastal waters are cleaner than inland waters.

**Croatia has once again emerged as the frontrunner in this comparison and offers holidaymakers the cleanest bathing waters in Europe. Over 95% of Croatian waters are certified as having excellent water quality, including coastal waters and inland lakes and rivers.** Notably, 886 out of 894 locations (99.1%) of the coastal waters were rated "excellent." Additionally, not one tested body of water in Croatia performed poorly.

The European Environment Agency monitors water quality under the EU Bathing Water Directive. This directive aims to protect the environment and people's health by ensuring good water quality for bathing. Croatia consistently meets these strict quality standards. Thanks to these excellent results, Croatia has become a first-class destination for European beach holidaymakers.

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