

News from the Croatian National Tourist Board

Thanks to the Quality Offer, Croatia is the Most Desirable Destination in the Mediterranean



The Croatian National Tourist Board has launched its brand campaign "Your Life, Your Time, Your Experience" across 14 markets, which aims to promote the high season, that is to encourage foreign guests to visit Croatia during the upcoming summer months. The campaign, which will be active until the end of July, is being implemented in Germany, Slovenia, Austria, Italy, Poland, the United Kingdom, the Czech Republic, Hungary, France, the Netherlands, Slovakia, Sweden, Switzerland and Belgium.

"Activities within the campaign are being carried out on the most watched TV channels and the most read portals and newspapers in each market, but also via social networks, outdoor advertising on billboards, digital panels and public transport. Through May and June, we expect press conferences and special presentations in Bratislava, Vienna and New York that will provide additional visibility and promotion to Croatia in the run-up to the summer, along with the main brand campaign", said Croatian Tourist Board Director **Kristjan Stanicic**.

Tourist products advertised through the campaign are specially adjusted to the preferences of each individual market, i.e. these are the most common motives for coming to Croatia. For example, in addition to the **sun and the sea**, **culture** and **nautical** are especially emphasized on the French market, **nature** and **active holidays** in Poland, **camping** in the Netherlands, **eno-gastronomy** and nautical in Sweden, etc. A special sustainability label will be highlighted throughout the campaign - **Croatia, naturally yours**. The shape of the logo represents the rings on the tree, i.e. the harmony and interweaving of blue and green Croatia through sustainable tourism.



That things are going in the right direction and that tourists recognize the tourist offer of Croatia is indicated by the fact that Croatia is again positioned as one of the most desirable tourist destinations in the Mediterranean, and this is confirmed by numerous announcements from airlines that will connect Croatian destinations with key emitting markets during the main summer months.

According to the information collected by the **Croatian National Tourist Board** from **Croatian airports**, Croatia will be connected with more than **460 unique airline routes** during the summer flight schedule.

“During the last two years marked by the COVID pandemic, there was a significant decline in air traffic, which is why tourist trips in that period were mostly realised with their own means of transport. However, this year the recovery of air traffic has continued successfully as we are witnessing a significant increase in the number of flights. Thus, more than 460 airline routes with more than 34,000 rotations will operate towards our country during the summer, which is almost equal to the number of flights and rotations from the record 2019,” said the **Director of the Croatian National Tourist Board Kristijan Staničić**, adding that compared to previous years, there was a significant increase in rotation in the segment of low cost flights, even 17 percent more than the record 2019.

Looking at the available data and announcements by airports, overall the largest number of rotations is expected in **Zagreb** and **Split** (about 10,000 rotations), and the largest increase in the number of rotations compared to 2019 is expected in **Zadar** (+63 percent) and **Rijeka** (+8 percent).

Also, during the summer season, Croatia will be connected to **131 foreign cities**, which is slightly less than the 134 cities Croatia was connected to in 2019. Most overall rotational connections will come with the markets of **Germany, Great Britain, France, Italy** and the **Netherlands**.

Croatia is a real example of how many years of effort, repeated investment, expanding the offer and listening to the pulse of consumers can create an inviolable brand that is getting stronger every year.

