

# News from the Croatian National Tourist Board

## International Awards for Croatia as a Desirable Destination



Great news for Croatia from Lonely Planet, one of the leading global travel platforms and specialized media for travel. On the occasion of its 50<sup>th</sup> anniversary, Lonely Planet has published a list of the 50 best global destinations across five categories, with Croatia securing its place in the category of the top 10 countries to visit next year.

*“Lonely Planet’s choice confirms Croatia’s status as one of the highest quality, and simultaneously most beautiful, global countries, whose global visibility is increasingly significant. Its natural heritage, rich culture, the friendliness of its people, as well as strong drivers of progress in various aspects of tourism, are the cornerstone of our offer, which is becoming more and more recognisable throughout the year. I believe that our numerous guests have already been convinced of the attractiveness of the Croatian tourist offer and the dedication of the entire Croatian tourism sector, while those in the future will be convinced”,* emphasised **Kristjan Staničić**, Director of the Croatian Tourist Board.



**Lonely Planet** described **Croatia** as a country with a beautiful sun-drenched coastline, numerous islands, challenging mountains, and historic cities. The description also highlighted Croatia’s entry into the Schengen area, the opening of the Pelješac Bridge, and other infrastructure projects, all of which are just some of the synonyms for Croatia, which have placed it among the best countries in the world.

It is worth mentioning that alongside **Croatia**, countries such as **Mongolia, India, Morocco, Chile, Mexico**, and others have also secured their place on the list.

After prestigious Lonely Planet's accolade, another piece of exciting news is reported by yet another established British media specialised in travel. Wanderlust, one of the most reputable and long-lasting travel magazines globally, unveiled their readership voted Croatia as the most favourable destination in Europe at the grand ceremony of the Wanderlust Reader Travel Awards.

Wanderlust depicted Croatia as a jewel of the Adriatic ordained by the scenic island landscapes, rich cultural heritage, and a wonderful historic city of Dubrovnik, which won a title of the most desirable European city last year.