

Croatia Tourism Report Q1 2016

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Abstracts

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BMI View: Croatia's tourism market is growing rapidly as the country benefits from its position as an affordable destination for European travellers and raises awareness of its attractions to source markets further afield, including affluent Middle East and Asia Pacific states. Croatia is well placed to support growth in the tourism industry given its relatively extensive transport infrastructure network, which includes a growing range of international air travel connections. A weak investment environment has hindered development of the hotel sector in recent years; however, changes following EU membership are gradually improving the attractiveness of the market for foreign investors, and we expect to see a greater range of hotel developments entering the pipeline moving forward.

Key Updates And Forecasts

Croatia is becoming increasingly accessible, and in expectation of an increase in tourism in 2016, several airlines are expanding flight routes to the country. These include Aer Lingus and Aegean, which are increasing direct flights to the popular coastline via Pula.

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