

Croatia Tourism Report Q4 2016

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Abstracts

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BMI View: Croatia's tourism industry is one of the smaller markets in the region. For some time the country has lost out to other destinations in the region, such as Italy and Greece, which offer more developed transport and accommodation infrastructure. The country is investing in the tourism industry, expanding the range of transport connections on offer and developing far-reaching marketing campaigns in order to highlight Croatia's many attractions. These investments are expected to yield tangible results, and we are forecasting steady increases in tourism arrivals over the medium term.

Key Updates And Forecasts

Rising visitor numbers and steady improvements in the economic environment will support significant investment in Croatia's tourism industry over the coming years. The Tourism Ministry reported in July 2016 that around 50 new and refurbished hotels are under development in the country and are expected to be completed by the summer holiday season in 2017.

As well as developing the range and quality of hotels available in the market, Croatia is also expanding air travel capacity. In July 2016 domestic airline Trade Air launched a number of domestic flights across the country to destinations including Osijek, Zagreb, Rijeka, Pula, Split and Dubrovnik.

Overall we are forecasting healthy growth in the Croatian inbound tourism market in 2016, with international arrivals currently forecast to increase by 5.7% to reach just under 13mn, followed by further growth over the remainder of the forecast period through to 2020. This will provide a valuable boost to tourism-

related spending and hotel industry value.

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