

# Flows in Croatia

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## Abstracts

2015 saw positive development in the number of arrivals, reaching 13 million, increasing by 9% from 2014. Retail value sales increased by 7%, to reach HRK60.7 billion. Most growth came from traditional markets, which make up the bulk of arrivals, backed by favourable weather conditions, which prompted some last-minute decisions to come to Croatia.

Euromonitor International's Flows in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

the Sun Proves To Be the Strongest Ally for Croatian Tourism

Citizens Help in Digital Branding

Low-cost Carriers Keeps Growing

Short-term Rentals Increasingly Go Online

An Increasing Online Presence Is Crucial for Future Growth

SWOT

Summary 1 Destination Croatia: SWOT

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