



Tourism Flows in Croatia

September 2023

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Tourism Flows in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong rebound in arrivals as outbound and domestic travel increases more modestly
Croatia's entry into the Schengen visa system provides a huge boost to inbound arrivals

PROSPECTS AND OPPORTUNITIES

New sustainable tourism development plan to mitigate negative impacts of mass tourism
A more robust approach to tourism marketing as Croatia is poised to hit the big time

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DISCLAIMER

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