

# WHO VISITS CROATIA?

getbybus°

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Plitvice Lakes



Zagreb Cathedral

# WHICH **NATIONALITIES VISIT CROATIA** THE MOST?

Croatia is a small country in the Balkans with a total population of around 4 million people and over 4 times more visitors per year. Croatia is a country of pleasant Mediterranean climate, long Adriatic coast and delicious cuisine.

### How to get to Croatia?

Situated in Southeast Europe, Croatia is well connected to the rest of Europe. Getting to Croatia is easily done by car, bus, train or boat. With its four international airports, it is also connected to even further destinations.

### When to visit Croatia?

Croatia offers different experiences depending on the time of the year. Summer season starts in April, reaches its peak in July and August, and finishes in October. Therefore, May and September are the best months to visit Croatia in summer as the weather is still pleasant and sunny, but it is far less crowded. Winters in Croatia are mild which lets you easily explore the country and find many outdoor activities. The highlight of the winter season are the Christmas Markets scattered all over the country, the most visited one being in Zagreb, the capital.

### Who visits Croatia?

If curious to find out who visits Croatia, maybe you would like to know where most of your fellow countrymen spend their holidays in Croatia. We collected the data of the most visited cities and islands in Croatia's tourist regions: Istria, Kvarner and Dalmatia.

Collected data represents official tourist statistic for the first nine months of 2019. Therefore, we sorted the top 10 nationalities visiting Croatian destinations in 2019, and compared it with the data from 2018.

# Istria

Istria is the westernmost region in Croatia, situated on the Istrian peninsula. Its coastal towns are among the most attractive destinations in the country. Cities such as Pula, Rovinj, Porec and Umag burst with tourists during the summer season.

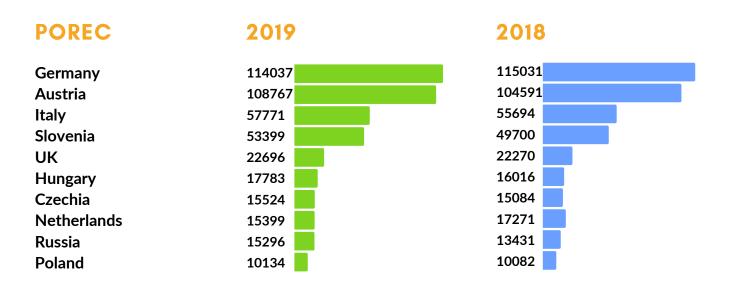
Istria is a well-known region for its great offer of beaches, Roman ruins and a warm Mediterranean climate. Above all, Istria boasts its authentic cuisine and homemade products that include Istrian olive oil, wine and truffles.

Most visitors in Istria come from the nearby countries such as Austria, Slovenia and Italy, along with Germans as a top nationality visiting Istria.



Pula Arena

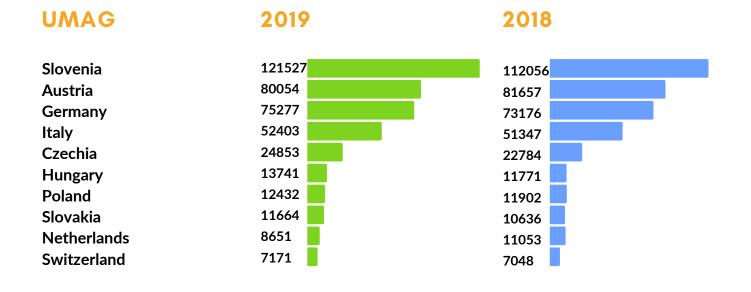
### PULA 2019 2018 73333 71772 Germany 42899 40950 Italy UK 35576 31416 23748 24026 Austria 22718 20768 Slovenia 16513 15842 **Poland** 14221 12024 France 13403 13146 Hungary 13305 12366 **Netherlands** 9649 8373 USA



### **ROVINJ** Germany **Austria** Italy Slovenia **Netherlands** Hungary UK **Poland USA** Czechia



Rovinj Old Town



# **Kvarner**

Kvarner Gulf is a region stretching from the Istrian peninsula all the way to the North Dalmatia. The main city of the region is Rijeka, the busiest port on the Adriatic and a third-largest city in Croatia.

Kvarner Gulf is a combination of coastal towns and a large number of islands. The climate is Mediterranean on the coast and islands, and moderately continental inlands. The best-known holiday resort is Opatija, and the largest islands are Krk, Cres, Rab, Losinj and Pag.

Among the top visiting nationalities are visitors from the nearby countries such as Italy, Austria, Slovenia and Germany.

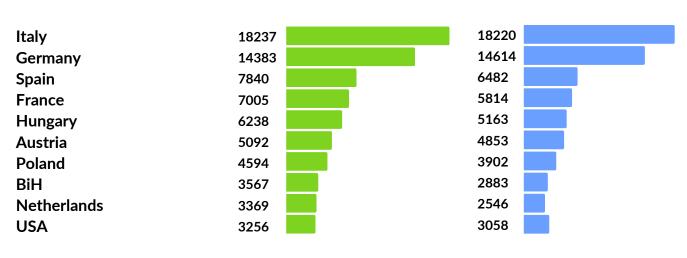


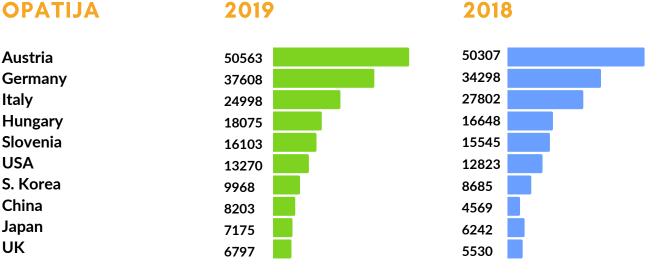
Maiden With The Seagull, Opatija

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# 2019

# 2018

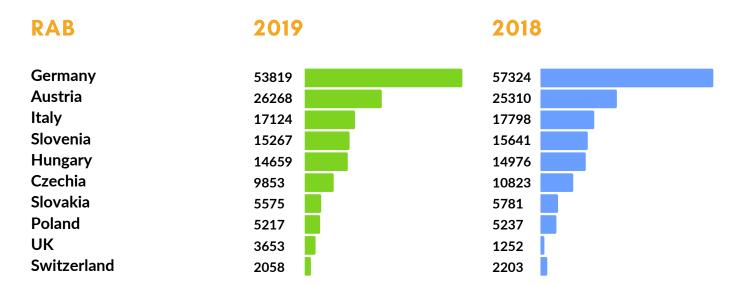






Krk Old Town

KRK	2019	2018
Germany	218867	215758
Slovenia	115871	115220
Austria	109724	102552
Italy	85142	81924
Hungary	56347	52543
Czechia	39241	40721
Poland	31968	33115
Slovakia	30607	29301
Netherlands	20637	21280
Switzerland	14588	13881
CRES	2019	2018
Germany	35776	36834
Slovenia	23161	22617
Italy	22737	22582
Austria	13720	13677
Czechia	5863	5933
Switerland	2270	2512
France	2022	1908
Netherlands	1941	1857
Hungary	1540	1479
Poland	1417	1485





Rab Old Town

LOSINJ*	2019	2018
Slovenia	70291	69899
Germany	55466	56897
Italy	35606	38160
Austria	36133	37929
Czechia	7783	8163
Hungary	4998	4728
France	4708	4123
Switzerland	4172	4029
Poland	4153	4561
Netherlands	4225	4869

<sup>\*</sup>Includes: Mali Losinj

### **NOVALJA** 2019 2018 Germany 54705 49660 Italy 43944 40350 Slovenia 33242 32172 **Austria** 19051 19238 Czechia 13152 13394 UK 10894 13597 **Poland** 10255 10184 Slovakia 6882 7035 Hungary 6218 5849 **France** 6128 6315



Zrce is the most famous beach in Croatia among the partygoers. It is situated in **Novalja**, on the island of **Pag**. In the summer season, the beach is a party hub with allday clubs, hosting worldfamous DJs.

Zrce Beach, Novalja



Novalja Old Town

# **North Dalmatia**

Dalmatia is a large Croatian region stretching from Kvarner Gulf all the way to Dubrovnik area.

Therefore, Northern Dalmatia is a region stretching to Split and surrounding area. The biggest coastal towns include **Zadar** and **Sibenik** along with several smaller tourist resorts such as Rogoznica and Primosten. Several islands belong to this area of which the biggest ones are **Ugljan** and **Pasman**.

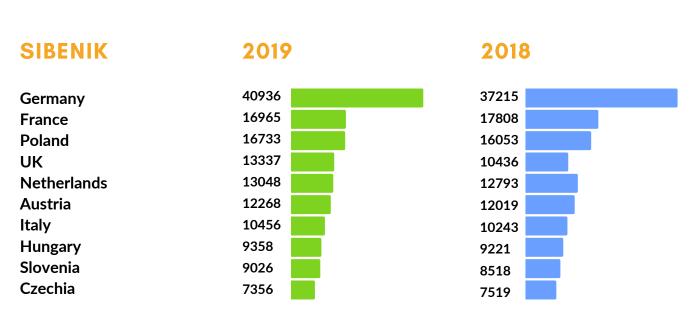
Krka Waterfalls, one of the most visited national parks in Croatia also belongs to this area.

Germans are top visitors in most places in Northern Dalmatia. They are closely followed by visitors from Slavic countries such as Poland and Czechia.



Zadar Sunset

ZADAR	2019	2018
Germany	66605	64802
Austria	33029	31599
Italy	28552	28144
France	27914	25799
S. Korea	27613	26987
Spain	24470	22878
Poland	23393	22635
UK	18723	16747
Slovenia	18119	18247
USA	17127	15796

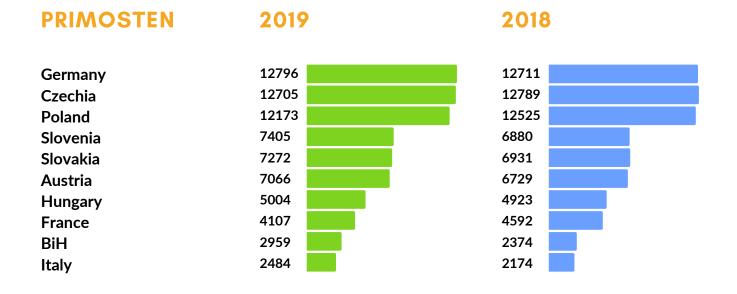


### **ROGOZNICA Poland** Czechia **Germany** Slovakia Hungary Slovenia **Austria** BiH **Norway**

**Sweden** 



Primosten

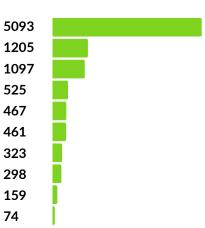


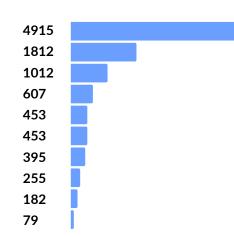


Bridge connecting Ugljan and Pasman



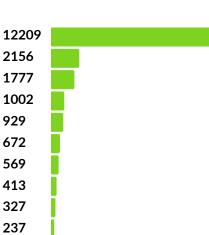
Slovenia
Slovakia
Germany
Austria
Italy
Czechia
Poland
Hungary
BiH
Sweden

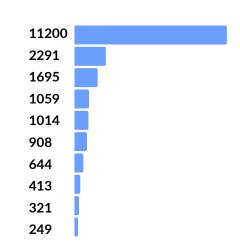




# PASMAN 2019 2018

Slovenia
Germany
Czechia
Austria
Slovakia
Poland
Italy
Hungary
BiH
Serbia





# **Central Dalmatia**

Central Dalmatia is an area of Split-Dalmatia County that stretches all the way down to Dubrovnik area. The main city is **Split**, also the second largest city in the country. Its Diocletian Palace is the top visited sight in Croatia. Split wider urban area includes towns and settlements between **Trogir** and **Omis**.

Central Dalmatia consists of many islands including **Solta**, Brac, Hvar and Vis as the biggest ones.

The area is well-known for its products such as olive oil, wine and herbs.

The area of Central Dalmatia is mostly visited by residents of nearby countries, Slavic nationalities, as well as English-speaking countries.



Split Cathedral

TROGIR	2019	2018
Germany	14902	14512
Poland	13373	14129
France	12012	10439
UK	9608	9208
USA	7241	6437
Hungary	6738	6928
Sweden	5253	5081
Norway	4956	4999
Italy	4658	4932
S. Korea	3930	4531
CDLIT	2010	2019
SPLIT	2019	2018
USA	91935	83238
USA UK	91935 86056	83238 84244
USA UK France	91935	83238 84244 49676
USA UK	91935 86056	83238 84244
USA UK France	91935 86056 55691	83238 84244 49676
USA UK France Germany	91935 86056 55691 51278	83238 84244 49676 46703
USA UK France Germany Australia	91935 86056 55691 51278 40686	83238 84244 49676 46703 41364
USA UK France Germany Australia Spain	91935 86056 55691 51278 40686 35802	83238 84244 49676 46703 41364 32812
USA UK France Germany Australia Spain Italy	91935 86056 55691 51278 40686 35802 29519	83238 84244 49676 46703 41364 32812 27713

### **OMIS** 2019 2018 **Poland** 15575 16289 Germany 11760 11635 Czechia 7789 7921 Hungary 4926 5140 Slovakia 3558 3256 Austria 3044 2919 Slovenia 2972 3017 UK 2967 3477 S. Korea 2667 1295



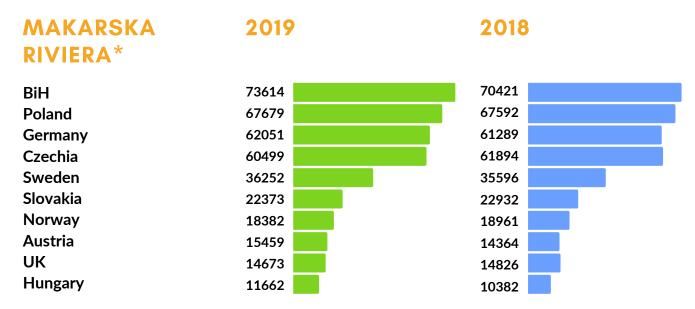
2299

BiH

Makarska Riviera is one of the most famous Croatian tourist destinations. It stretches for 60 km; between the towns Brela and Gradac with the main town being Makarska.

2027

Makarska



<sup>\*</sup>Includes: Makarska, Brela, Podgora, Zivogosce and Drvenik



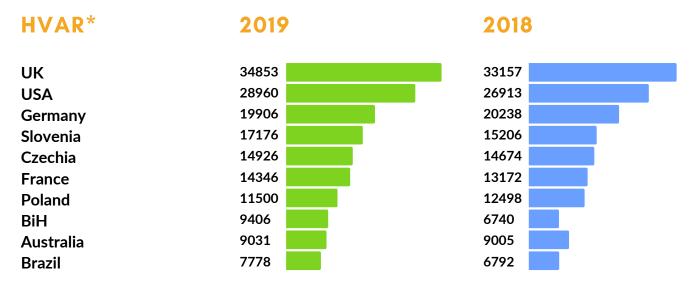
Splitska Village, Brac



Slovenia	3220	3007
Germany	2383	2528
Czechia	1821	1943
Poland	1635	1853
UK	1127	1123
BiH	973	825
Austria	723	782
Sweden	632	601
Slovakia	546	491
Hungary	537	548



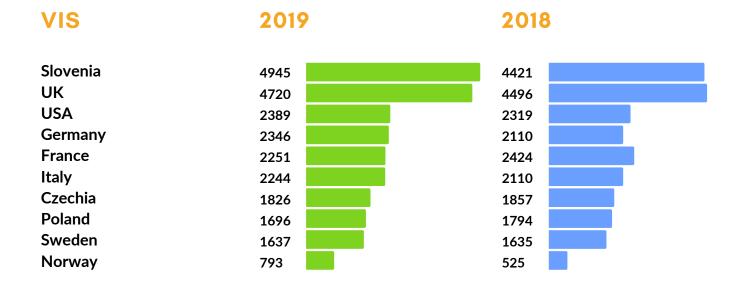
Germany	22672	21910
France	18150	22018
UK	16373	16080
Sweden	15877	18213
Slovenia	12079	11265
Austria	10048	10984
Hungary	8527	8978
Italy	7247	5775
Norway	6808	7471
Poland	5880	6692



<sup>\*</sup>Includes: Hvar Town, Jelsa and Starigrad



Vis Old Town



# **South Dalmatia**

Southern Dalmatia is an area around **Dubrovnik**, one of the most visited cities in Croatia.

Besides being a famous filming location, Dubrovnik Old Town and City Walls are among the top visited sights in Croatia.

South Dalmatia has plenty of islands as well, including Korcula, Lastovo, Mljet and Peljesac peninsula.

The area is also known for its unique Neum Corrdior, the 9 km of Bosnia and Herzegovina territory that separates South Dalmatia from the rest of the country.

Dubrovnik is mostly popular among Anglosphere population. Next to them, the area is mostly visited by Germans, Slovenians and Czechs.



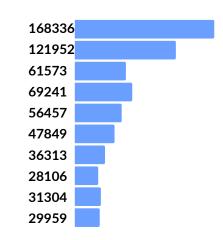
Dubrovnik

# **DUBROVNIK**

# 2019

UK	174571
USA	141051
Germany	87439
France	78389
Spain	60259
Australia	47628
Italy	36934
China	35563
Canada	33861
S. Korea	33280

# 2018





Dubrovnik Walls

Dubrovnik Old Town and its City Walls were the main filming location for the famous **King's Landing** in the mega-popular series Game of Thrones.

In general, Croatia was the country which appears in most episodes of the series. Besides Dubrovnik, more locations can be found in Split, Klis, Trogir and Sibenik.



Korcula Old Town

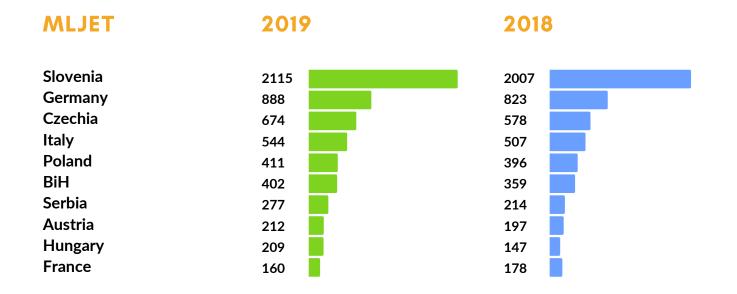
KORCULA	2019	2018
UK	12249	12520
USA	12161	10667
France	8800	7094
Germany	4595	4523
Australia	3989	3871
Slovenia	3849	3805
Canada	3036	2651
China	2859	2353
Spain	2829	2622
Italy	2693	2692
PELJESAC*	2019	2018
Poland	24591	27039
BiH	23959	23690
Germany	20974	21931
Czechia	16949	18616
Slovenia	12223	11509
France	6511	5812
UK	5638	5390
	5088	5567
Austria		
Austria Slovakia	3094	3379

<sup>\*</sup>Includes: Orebic, Trpanj and Ston

### **LASTOVO** Slovenia Italy Germany Czechia **Poland** France Serbia BiH **Austria** Hungary



Mljet Island



# **Zagreb**

The capital and the largest city of Croatia is the only continental city on our list. Zagreb is a combination of European metropolis and a charming inland city bursting with culture and history.

Zagreb is becoming more popular each year, its historical Upper and Lower Town are among the top visited sights in Croatia.

Unlike in the coastal regions, the largest number of visitors in Zagreb are from South Korea, closely followed by Americans.



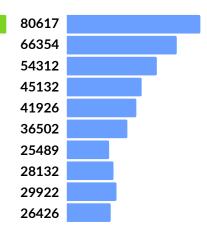
Church of Saint Mark, Zagreb

# NATIONALITY

# 2019

S. Korea	79130
USA	67347
Germany	56189
Italy	47907
China	46473
Spain	36430
France	28631
BiH	28563
UK	28098
Canada	27142

# 2018





Advent in Zagreb

Zagreb is a proud host of one of the leading Christmas Markets in Europe. In fact, **Advent in Zagreb** got an award for the best Christmas Market three years in a row! Every year, Zagreb is expanding its offer bringing magic to its visitors on every corner.

# CONCLUSION

Thanks to Tourist Boards all over Croatia, we managed to answer the question who visits Croatia the most.

Gathering data from all the countries above, the top visiting nationality in Croatia are **Germans** with more than a million arrivals in 2019.

Nationalities that ranked on the second and third place are visitors from **Austria** and **Italy** with more than 650 000 arrivals in the last year. They are closely followed by visitors from **Slovenia** and **the UK**.



Motovun

