

An aerial, black and white photograph of a coastal area. A large bay is visible, with a prominent peninsula on the right side. The land is covered in dense vegetation, and there are some structures and roads visible. The water is calm, and a few small boats are scattered in the bay.

# Tourism in vela luka

A look from the past to future

A color aerial photograph of a coastal town. The town is built on a peninsula and is surrounded by lush green hills. The water is a vibrant blue, and there are several boats in the bay. In the background, more hills and a larger bay are visible under a clear sky.

Aerial view of a coastal town and bay, showing the town built on a peninsula and the surrounding hills.

*“At the centre of Vela Luka”*

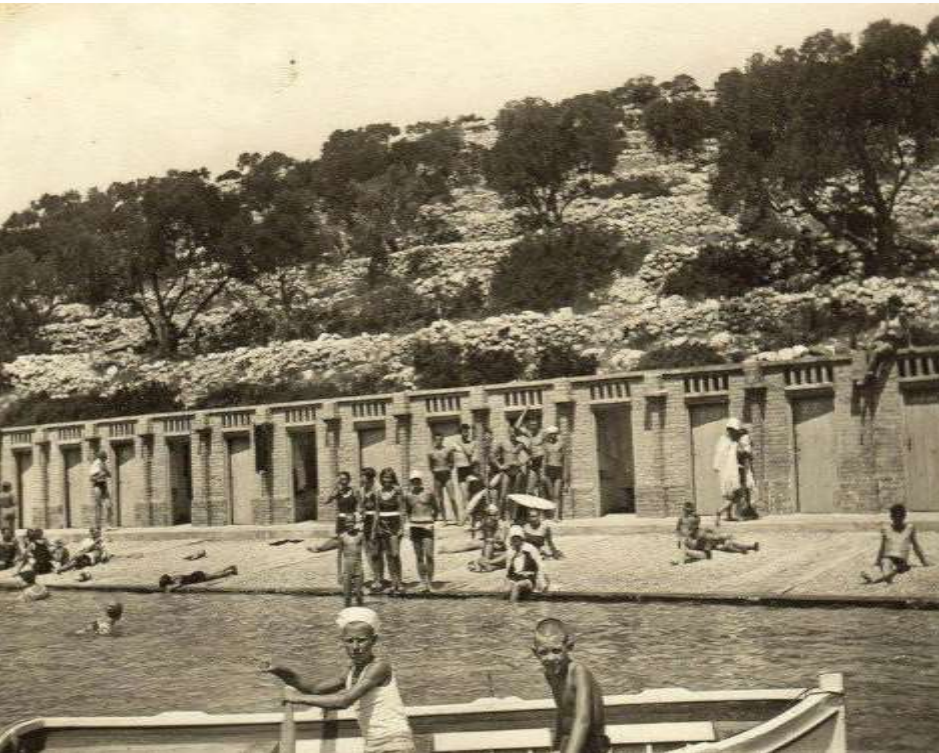


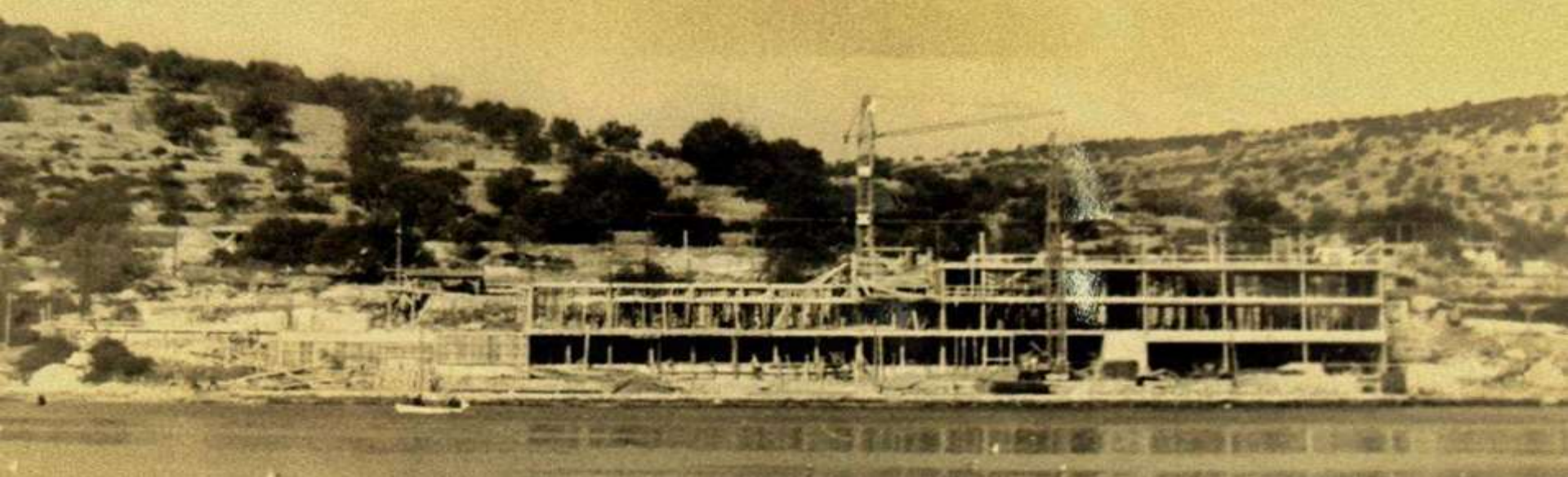
# Development of tourism in Vela Luka

- Since 1922....



# CITY BATHING RESORT VRANAC





# HOTEL POSEJDON



# HOTEL ISTRA/HOTEL KORKYRA





**FUTURE**

**PRESENT**

**PAST**

# NUMBER OF OVERNIGHTS IN VELALUKA

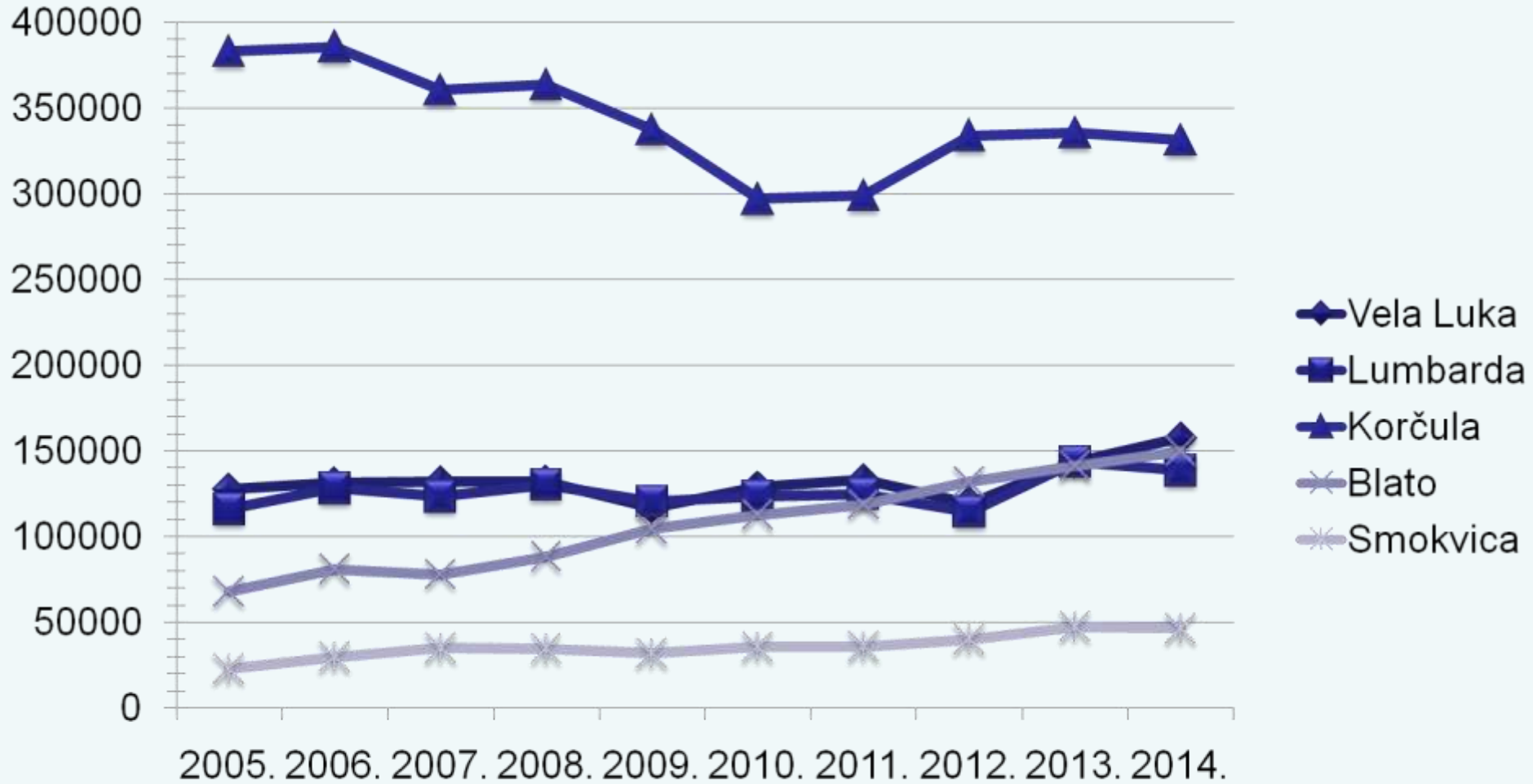
1986./TODAY/2025.



Year	Tourist season length	Total number of overnights	Guest structure				index
			Domestic	%	Foreign	%	
1986	June-September	308 779	183 366	59	125 413	41	196
2014	June - September	157 604	19 173	12	138 431	88	100
2025	April-October	450 000	220 000	49	230 000	51	286



# Number of overnights 2005 -2014



# STRENGTHS

- What are we doing well?
- What advantages do we have with regard to our competition?
- What do we have at our disposal?
- Do we have a good relationship with our guests?

# OPPORTUNITIES

- Is there any potential market need?
- Can we enter new markets and new market segments?

# WEAKNESSES

- What can we improve?
- Are we missing some key competences?
- Are we missing some market skills?

# THREATS

- What is the competition doing?
- Are law regulations changing?
- Are the needs and tastes of the guests changing?
- What is the economic situation in countries from which our guests are?

# SNAGE

- Prirodne ljepote
- Povoljna klima
- Bogata kulturna baština
- Već postojeći objekti  
(hoteli, restorani,...)
- Gostoljubivost domaćina
- Zdrava hrana
- Ekološki proizvodi
- Očuvana tradicija

# SLABOSTI

- Nebriga o okolišu i neuredan izgled mjesta
- Manjak komunikacije između pojedinih mjesta otoka
- Nedovoljna suradnja između svih dionika turizma na zajedničkoj viziji
- Niska integracija kulturne baštine u turistički proizvod
- Nedovoljna promocija
- Izražena sezonalnost potražnje i kratka sezona
- Nedovoljna primjena marketinških znanja općenito
- Ugostiteljska ponuda nedovoljno razvijena
- Zabavni sadržaji nedostatni
- Neiskorišteni resursi propadaju  
(bazen, stari Kalos, kino dvorana, Sokolana, Ožbalt)

# PRILIKE

- Sve više ljudi cijeni netaknutu prirodu, ekološke proizvode, zdravu hranu i zdrav način života
- Planira se poboljšanje prometnih veza: (Pelješki most, hidroavion te izgradnja marine)
- Razvoj specifičnih oblika turizma
  - Nautički turizam
  - Zdravstveni turizam
  - Sportsko – rekreacijski turizam
  - Gastronomski turizam
  - Manifestacijski turizam itd.
- Suradnja sa svim TZ otoka Korčule u osmišljavanju i stvaranju što kvalitetnije turističke ponude

# PRIJETNJE

- TZ grada Korčula nije zasad zainteresirana za veću suradnju s ostalim TZ otoka u smislu zajedničkog stvaranja bolje ponude
- Sporost u poboljšanju prometnih veza i prevelika cijena karte od Splita do Vele Luke
- Gosti su sve zahtjevniji, traže vrhunsku kvalitetu usluge
- Drugi otoci su napravili strategiju razvoja turizma već prije 10 godina
- Trendovi u zahtjevima gostiju su se promijenili
- Ekonomska kriza zadnjih godina u većini zemalja EU utječe na broj turista i noćenja



**FUTURE**  
NEXT EXIT 

Tourist season  
APRIL-OCTOBER

PRESERVED  
NATURE

EXCELLENT TRAFFIC  
CONNECTIONS

# A VISION OF TOURISM IN FUTURE

GREAT NUMBER OF  
TOURISTS

SPECIFIC TYPES OF  
TOURISM  
i.E. Precisely defined  
groups of tourists to whom  
our tourist offer suits

EMPLOYMENT INCREASE  
IN ALL SERVICES  
ACTIVITIES TO TOURISM



VELA SPILA  
2025

# WELNESS 2025







# THE ISLAND OF KORČULA

2025

# SPORT TOURISM 2025.



# THE ISLAND OF KORČULA

2025



# MANIFESTATION TOURISM 2025



KNIGHT GAMES  
FESTIVAL

ART WORKSHOPS

MASQUERADE  
RENT - A -  
COSTUME





# THE SILAND OF KORČULA 2030



*“Sidrin te u sreću...”*



*... vato Veloluška!”*





*Thank you for*  
*your attention!!*

VT ANKORA d.o.o