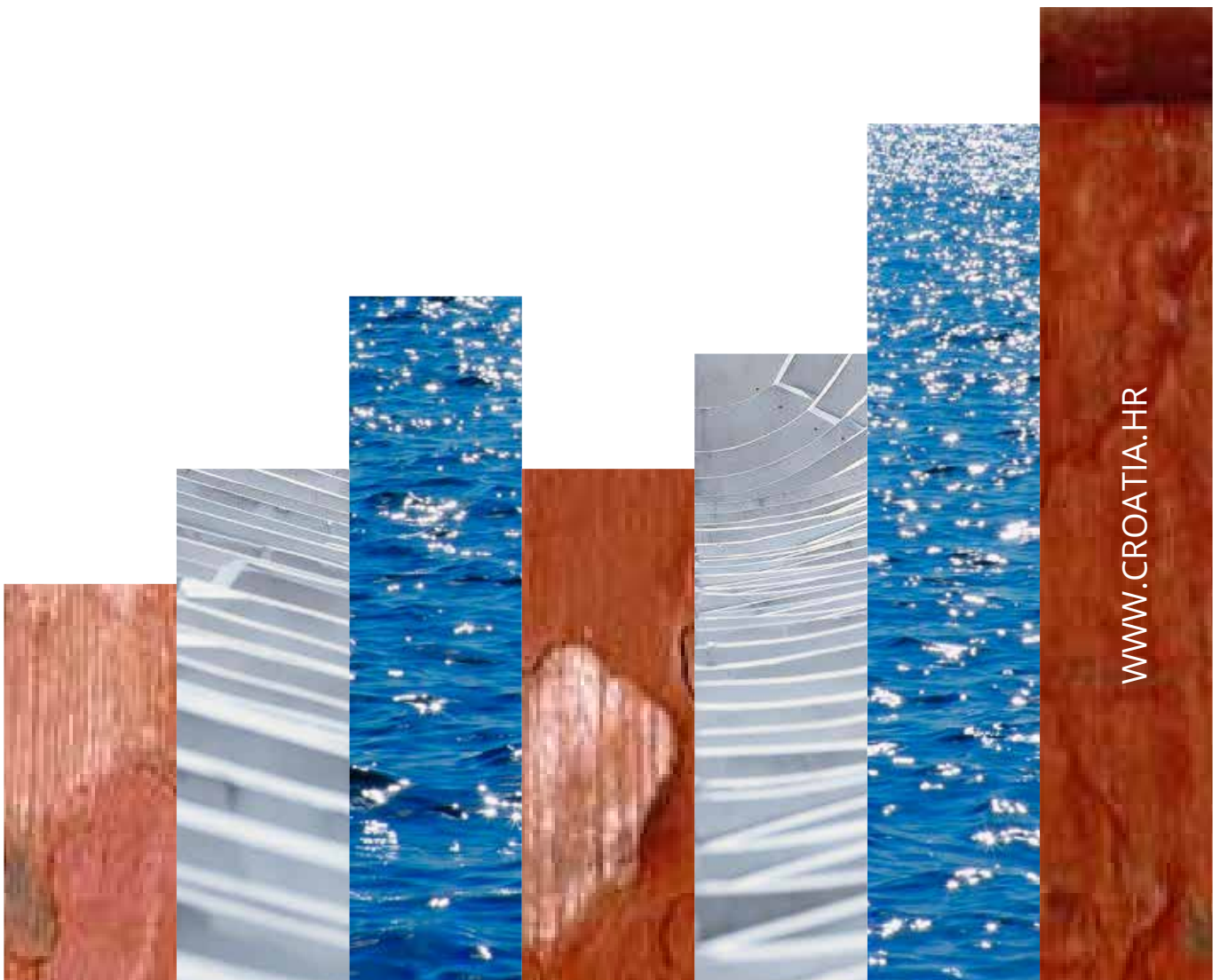


TURIZAM U BROJKAMA TOURISM IN FIGURES 2012



Glavni podaci o hrvatskom turizmu Main data on Croatian tourism

2011 2012 2012/2011

GRANIČNI PROMET / VISITORS AT FRONTIERS

Strani putnici / Foreign Arrivals	49,670	46,777	94.2
Hrvatski putnici izvan zemlje Croatian Travelling Abroad	20,947	19,504	93.1

Dolasci i noćenja turista u Republici Hrvatskoj Arrivals and overnights of tourist in Republic of Croatia

DOMAĆI / DOMESTIC

Dolasci / Arrivals	1,529	1,466	-4.1%
Noćenja / Overnights	5,603	5,221	-6.8%
Prosječni broj dana boravka Average number of overnights per arrival	3,7	3,6	

STRANI / FOREIGN

Dolasci / Arrivals	9,927	10,369	+4,5%
Noćenja / Overnights	54,751	57,522	+5,1%
Prosječni broj dana boravka Average number of overnights per arrival	5,5	5,5	

UKUPNO / TOTAL

Dolasci / Arrivals	11,456	11,835	+3,3%
Noćenja / Overnights	60,354	62,743	+4,0%
Prosječni broj dana boravka Average number of overnights per arrival	5,3	5,3	

Hotelski smještaj Hotel accommodation

DOMAĆI / DOMESTIC

Dolasci (u 000) / Arrivals (000s)	842	801	-4,9%
Noćenja (u 000) / Overnights (000s)	2,017	1,913	-5.1%
Prosječni broj dana boravka Average number of overnights per arrival	2,4	2,4	

STRANI / FOREIGN

Dolasci (u 000) / Arrivals (000s)	3,656	3,836	+4,9%
Noćenja (u 000) / Overnights (000s)	13,919	14,463	+3,9%
Prosječni broj dana boravka Average number of overnights per arrival	3,8	3,8	

UKUPNO / TOTAL

Dolasci (u 000) / Arrivals (000s)	4,499	4,637	+3,1%
Noćenja (u 000) / Overnights (000s)	15,937	16,377	+2,8%
Prosječni broj dana boravka Average number of overnights per arrival	3,6	3,5	

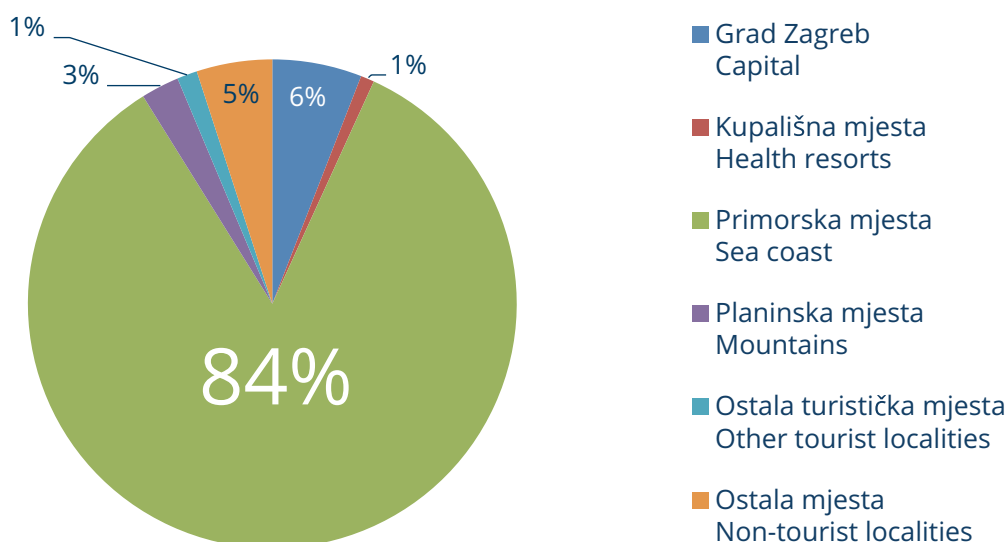
Smještajni kapaciteti (broj kreveta - stanje 31. kolovoza) Accommodation capacities (number of beds - as of August 31)

	2011	2012	2012/2011
Hoteli i aparthoteli Hotels and Apartment hotels	128,003	129,151	+0,9%
Turistička naselja / Tourist resorts	29,862	29,144	-2.4%
Kampovi / Camping sites	231,105	226,785	-1.9%
Privatne sobe / Private rooms	452,182	401,137	-11.3%
Ostali objekti / Others	93,412	93,953	+0,6%
UKUPNO / TOTAL	934,564	880,170	-5.8%

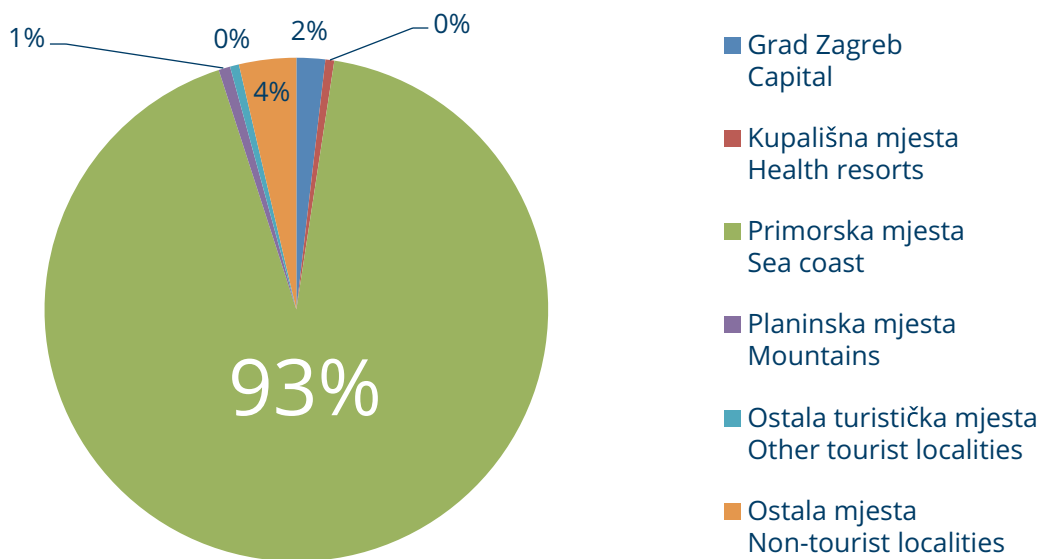
Noćenja po vrstama objekata Tourist overnights per type of accommodation

	2011	2012	2012/2011
Hoteli s 5* 5 star hotels	1,391,544	1,528,767	+9,9%
Hoteli s 4* / 4 star hotels	5,790,269	6,060,563	+4,7%
Hoteli s 3* / 3 star hotels	6,931,743	7,013,851	+1,2%
Hoteli s 2* / 2 star hotels	1,823,191	1,774,214	-3%
Hoteli ukupno / Hotels total	15,936,747	16,377,395	+2,8%
Turistička naselja / Tourist resorts	2,716,803	2,740,025	+0,9
Kampovi / Camping sites	15,189,291	16,241,740	+6,9%
Privatne sobe / Private rooms	20,740,252	21,401,119	+3,2%
Ostali objekti / Others	5,771,182	5,983,184	+3,7%
UKUPNO / TOTAL	60,354,275	62,743,463	+3,6%

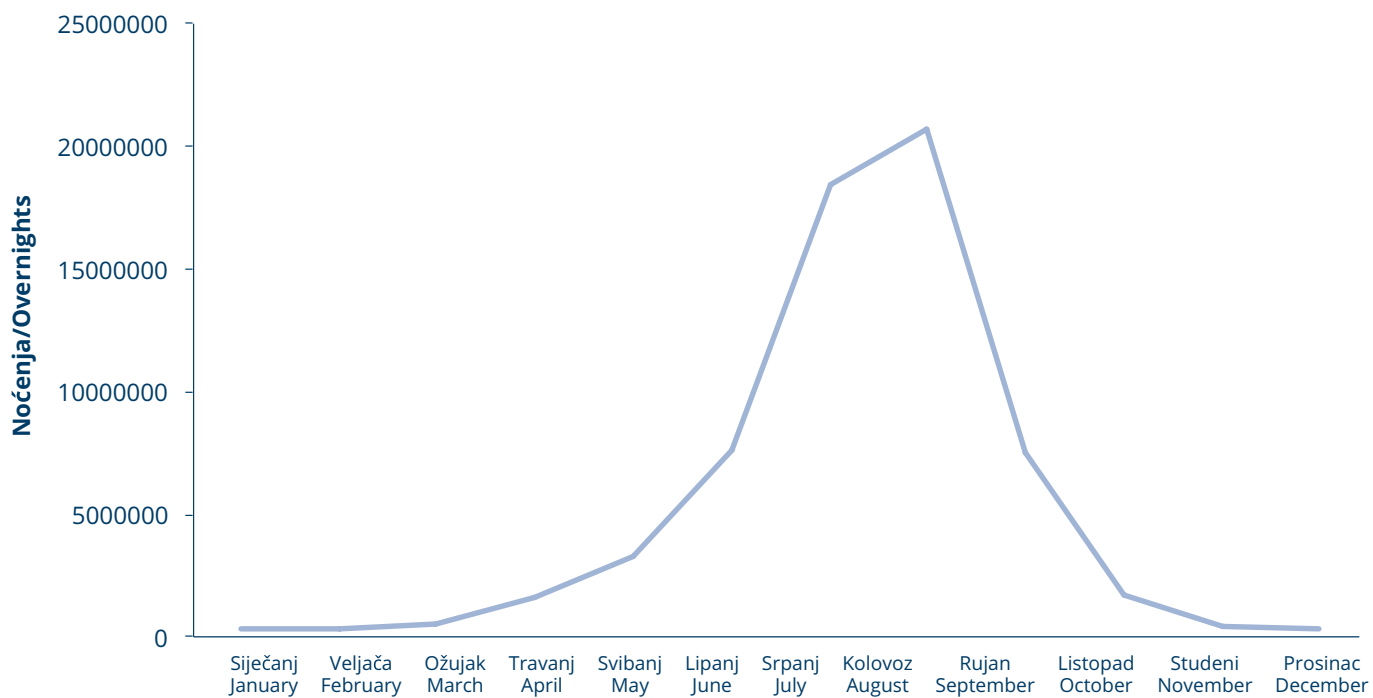
DOLASCI TURISTA 2012. TOURIST ARRIVALS 2012



NOĆENJA TURISTA 2012. TOURIST OVERNIGHTS 2012



NOĆENJA TURISTA PO MJESECIMA 2012. TOURIST OVERNIGHTS PER MONTHS 2012



Turistički promet po županijama Tourist traffic by counties

ŽUPANIJE COUNTY OF	TURISTI (U 000) TOURIST ARRIVALS (IN 000)		NOĆENJA TOURISTA (U 000) OVERNIGHTS (IN 000)	
	2012	2012/2011	2012	2012/2011
ZAGREBAČKA ŽUPANIJA ZAGREB	39	+12,8	68	+1,8
KRAPINSKO-ZAGORSKA KRAPINA-ZAGORJE	63	+4,5	162	+5,7
SISAČKO-MOSLAVAČKA SISAK-MOSLAVINA	24	-9.1	82	-5.7
KARLOVAČKA ŽUPANIJA KARLOVAC	186	+12,7	304	+12,7
VARAŽDINSKA ŽUPANIJA VARAŽDIN	43	+12,1	115	-3.0
KOPRIVNIČKO-KRIŽEVAČKA KOPRIVNICA-KRIŽEVCI	15	+12,6	29	+14,5
BJELOVARSKO-BILOGORSKA BJELOVAR-BILOGORA	14	+3,6	32	+4,8
PRIMORSKO-GORANSKA PRIMORJE-GORSKI KOTAR	2,353	-0.3	11,973	+2,0
LIČKO-SENJSKA LIKA-SENJ	467	+9,7	1,824	+7,4
VIROVITIČKO-PODRAVSKA VIROVITICA-PODRAVINA	12	-10.4	29	-11.1
POŽEŠKO-SLAVONSKA POŽEGA-SLAVONIA	9	-9.5	19	-18.3
BRODSKO-POSAVSKA BROD-POSAVINA	20	+8,7	36	+7,4
ZADARSKA ZADAR	1,074	+5,1	6,783	+4,7
OSJEČKO-BARANJSKA OSIJEK-BARANJA	74	-4.2	168	-3.3
ŠIBENSKO-KNINSKA ŠIBENIK-KNIN	657	+1,1	4,139	+4,1
VUKOVARSKO-SRIJEMSKA VUKOVAR-SRIJEM	34	-7.8	61	-3.0
SPLITSKO-DALMATINSKA SPLIT-DALMATIA	1,834	+3,2	10,517	+2,6
ISTARSKA ŽUPANIJA ISTRIA	2,985	+3,1	19,877	+4,1
DUBROVAČKO-NERETVANSKA DUBROVNIK-NERETVA	1,122	+7,2	5,188	+8,6
MEĐIMURSKA ŽUPANIJA MEĐIMURJE	39	+4,1	89	+13,3
GRAD ZAGREB CITY OF ZAGREB	767	+5,0	1,245	+5,2
UKUPNO ŽUPANIJE TOTAL	11,834	+3,3	62,743	+4,0

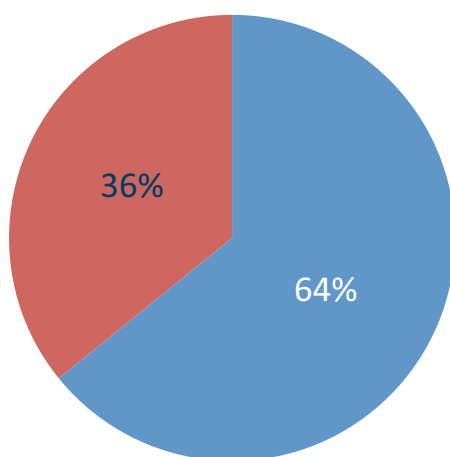
Strani turisti i noćenja po zemljama dolaska Tourist arrivals and overnights by countries of origin

	TURISTI (U 000) TOURIST ARRIVALS (IN 000)		NOĆENJA (U 000) TOURIST OVERNIGHTS (IN 000)	
	2012	2012/2011	2012	2012/2011
AUSTRIJA / AUSTRIA	945	+4,5%	5,103	+5,5%
BELGIJA / BELGIUM	137	+14,5%	687	+13,7%
BUGARSKA / BULGARIA	37	-0,4%	68	-10,2%
ČEŠKA / CZECH REPUBLIC	647	+1,4%	4,519	+3,0%
DANSKA / DENMARK	85	+16,1%	625	+16,4%
ESTONIJA / ESTONIA	9	+40,5%	35	+44,3%
FINSKA / FINLAND	38	+12,2%	172	+13,7%
FRANCUSKA / FRANCE	418	+6,1%	1,538	+3,7%
GRČKA / GREECE	21	-35,6%	43	-32%
IRSKA / IRELAND	28	-0,4%	127	+6,8%
ITALIJA / ITALY	1,050	-8,7%	4,534	-9,2%
LETONIJA / LATVIA	11	+20,7%	34	+9,6%
LITVA / LITHUANIA	24	+14,6%	91	+23,8%
LUKSEMBURG / LUXEMBORG	4	+5,4%	21	+11,7%
MAĐARSKA / HUNGARY	308	-6,2%	1,629	-6,7%
NIZOZEMSKA / THE NETHERLANDS	335	+16,8%	2,565	+15,4%
NJEMAČKA / GERMANY	1,852	+11,5%	13,946	+11,7%
POLJSKA / POLAND	544	+10,0%	3,407	+8,7%
RUMUNJSKA / ROMANIA	61	-3,5%	251	-7,1%
SLOVAČKA / SLOVAKIA	337	+0,7%	2,294	+0,5%
SLOVENIJA / SLOVENIA	1,053	-4,2%	6,239	-2,3%
ŠPANJOLSKA / SPAIN	166	-24,8%	334	-23,7%
ŠVEDSKA / SWEDEN	135	+10,5%	730	+11,9%
UJEDINJENA KRALJEVINA UNITED KINGDOM	307	+19,8%	1,505	+21,7%
UKUPNO ZEMLJE EU TOTAL COUNTRIES FROM EU	8,552	+2,9%	50,497	+4,6%
OSTALE EUROPSKE ZEMLJE OTHER EUROPEAN COUNTRIES	995	+4,2%	5,377	+6,2%
JAPAN / JAPAN	155	+17,8%	220	+18,7%
SAD / USA	173	+15,0%	433	+9,7%
OSTALE IZVANEUROPSKE ZEMLJE OTHER NON-EUROPEAN COUNTRIES	494	+30,3%	995	+17,6%
UKUPNO STRANI / TOTAL FOREIGN	10,369	+4,4%	57,522	+5,1%

Deset gradova/općina s najvećim turističkim prometom Ten cities/municipalities with highest intensity of tourist traffic

	TURISTI (U 000) TOURIST ARRIVALS (IN 000)		NOĆENJA (U 000) TOURIST OVERNIGHTS (IN 000)	
	2012	2012/2011	2012	2012/2011
ROVINJ	428	+1,9%	2,981	+2,2%
POREČ	410	+2,0%	2,625	+2,3%
DUBROVNIK	657	+8,4%	2,374	+10,2%
MEDULIN	284	-0.4%	1,920	-2.2%
MALI LOŠINJ	249	-5.7%	1,774	-3.5%
UMAG	340	-2.6%	1,726	-1.5%
TAR - VABRIGA	197	+8,8%	1,544	+10,7%
FUNTANA	175	+5,4%	1,388	+5,3%
CRIKVENICA	244	+3,0%	1,366	+3,0%
PULA	230	+0,9%	1,259	+5,2%

NOĆENJA TURISTA PREMA NAČINU DOLASKA 2012. TOURIST OVERNIGHTS - TOURIST TRAFFIC FLOW 2012

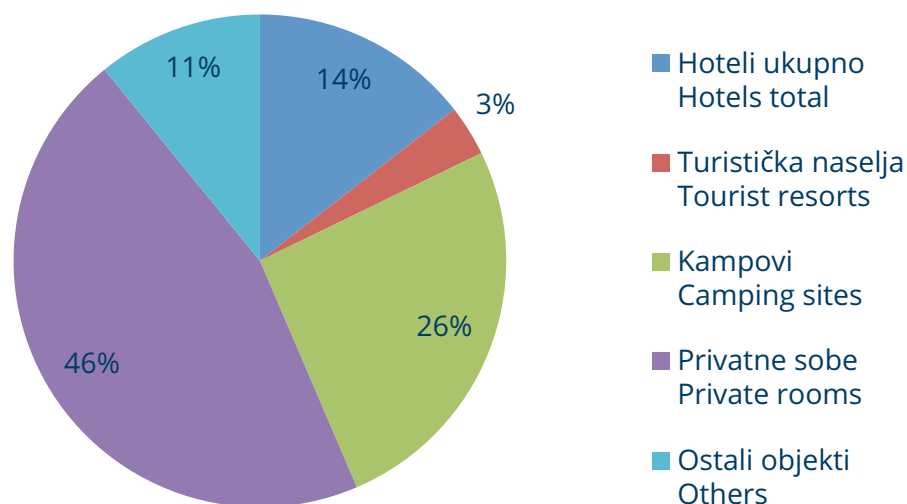


■ Individualni - Individual ■ Organizirani - Organized

Iskorištenost kapaciteta po vrstama objekata za smještaj (u danima)
Capacity utilisation by types of accommodation facilities
(in number of days)

	2011	2012	2012/2011
HOTELI I APARTHOTELI HOTELS AND APARTMENT HOTELS	126	128	102%
TURISTIČKA NASELJA TOURIST RESORTS	91	94	103%
TURISTIČKI APARTMANI TOURIST APARTMENTS	86	85	99%
KAMPOVI CAMPS	66	72	109%
PRIVATNE SOBE PRIVATE ROOMS	46	53	115%
LJEČILIŠTA HEALTH RESORTS	66	80	121%
HOSTELI HOSTELS	77	69	90%
OSTALO OTHER	58	58	100%
UKUPNO /TOTAL	65	71	109%

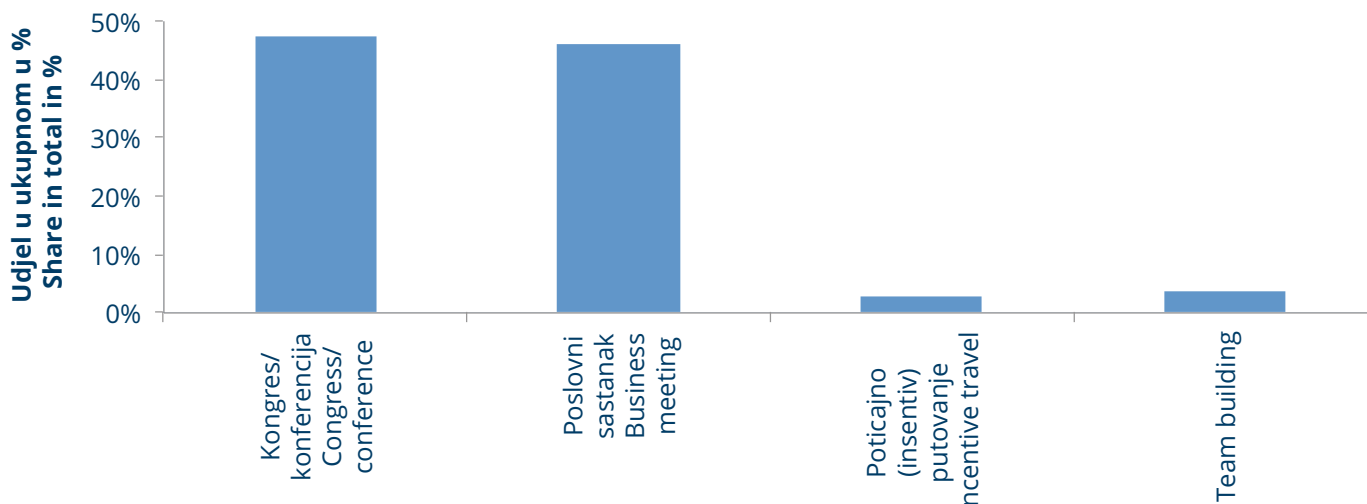
STRUKTURA SMJEŠTAJNIH KAPACITETA
ACCOMMODATION CAPACITY STRUCTURE



Poslovni skupovi prema vrstama objekata u kojima su održani u 2012. godini Business meetings, by types and by participants, 2012

	BROJ POSLOVNIH SKUPOVA BUSINESS MEETINGS	BROJ SUDIONIKA PARTICIPANTS
Kongres/konferencija Congress/conference	3,201	303,345
Poslovni sastanak Business meeting	3,120	156,374
Poticajno (insentiv) putovanje Incentive travel	198	15,210
Team building	236	16,644
UKUPNO / TOTAL	6,755	491,573
Nacionalni / National	5,168	350,281
Međunarodni / International	2,845	141,292

POSLOVNI SKUPOVI PREMA VRSTI POSLOVNOG SKUPA 2012. BUSINESS MEETING BY TYPE, YEAR 2012



Broj posjetitelja u nacionalnim parkovima 2012. godine Number of visitors to National parks - year 2012

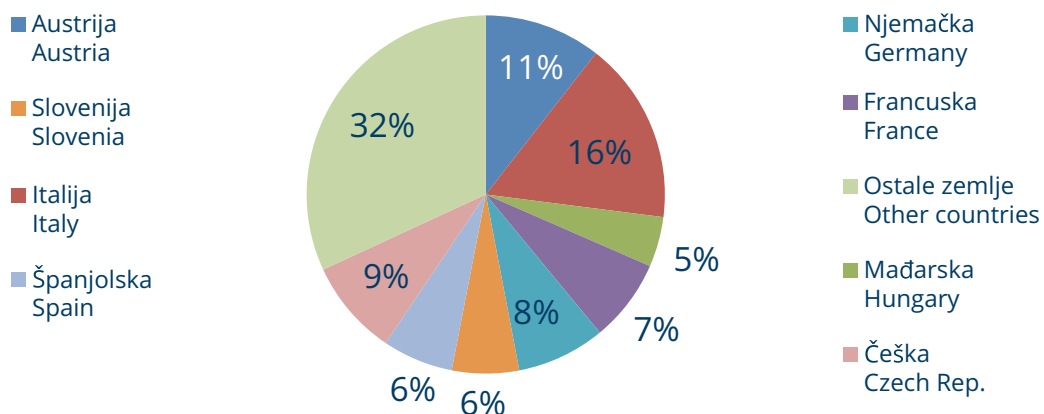
	Broj posjetitelja Number of visitors	Indeks 2012./2011. Index 2012/2011
UKUPNO / TOTAL	2,382,143	105.1
BRIJUNI	150,943	96.4
KORNATI	96,736	105.4
KRKA	732,999	107.2
MLJET	97,148	101.7
PAKLENICA	114,321	96.6
PLITVIČKA JEZERA PLITVICE LAKES	1,157,019	106.8
RISNJAK	16,359	89.8
SJEVERNI VELEBIT NORTHERN VELEBIT	16,618	85.8

Promet domaćih turista realiziran posredovanjem putničkih agencija 2012. Travels of domestic tourists in organisation of travel agencies, 2012

	Putovanja / Travels		
	u zemlji in country	u inozemstvo to foreign countries	ukupno total
Višednevni boravak Multyday sojourn			
- broj turista - tourist arrivals	280,551	271,949	552,500
- broj noćenja - tourist overnights	1,481,030	1,139,018	2,620,048
Jednodnevni boravak One day stay	233,313	46,627	279,940

VIŠEDNEVNA PUTOVANJA DOMAĆIH TURISTA PREMA ZEMLJAMA POSJETA OSTVARENA POSREDOVANJEM PUTNIČKIH AGENCIJA 2012.

TRAVELS OF DOMESTIC TOURISTS IN ORGANISATION OF TRAVEL AGENCIES, BY COUNTRY OF DESTINATION, 2012



Kružna putovanja stranih brodova Cruises of foreign vessels

	2011	2012	INDEKS / INDEX 2012/2011
Putovanja Cruises	830	802	-3.4%
Dani boravka Sojourns	1,659	1,486	-10.4%
Putnici Passengers	1,141,454	1,154,814	+1,2%

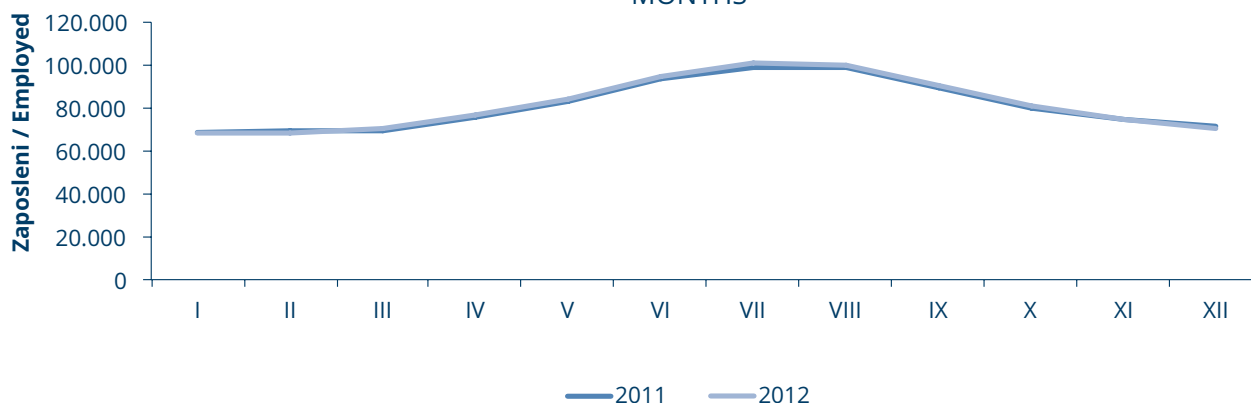
Kapacitet marina Marinas capacity

	2011	2012
Broj marina Marinas	54	53
Luke nautičkog turizma (sidrišta, privezišta, suhe marine) Nautical ports (anchorage, mooring, land marina)	44	45
Površina akvatorija, m ² Water surface area, m ²	3,293,891	3,266,746
Broj vezova u moru Number of moorings in see	11,828	17,454
Ukupna dužina razvijene obale za privez (m) Length of shoreline equipped for mooring, m	64,345	58,634
Ukupna površina prostora na kopnu (m ²) Total surface area on land, m ²	772,338	783,168

Zaposleni u hotelima i restoranima Number of persons employed in hotels and restaurants

	2011	2012	INDEKS / INDEX 2012/2011
Ukupno zaposleni Total employed	81,221	81,733	+0,6%
U pravnim osobama Persons in paid employment in legal entities	45,223	46,721	+3,3%
U obrtu i slobodnim profesijama Employed in crafts and trades and free lances	35,988	35,011	-2.7%

ZAPOSLENI U HOTELIMA I RESTORANIMA PO MJESECIMA
NUMBER OF PERSONS EMPLOYED IN HOTELS AND RESTAURANTS PER
MONTHS



Posjetitelji muzeja i galerija 2012. godine Visitors to museum and galleries 2012

BROJ JEDINICA NUMBER OF UNITS	UKUPNO TOTAL	DOMAĆI DOMESTIC VISITORS	STRANI FOREIGN VISITORS
204	2,914.322	1,622.849	1,291.456



Opći podaci o Republici Hrvatskoj General data on the Republic of Croatia

Površina ukupno / Total Area	87,661 km ²
Površina kopna / Land area	56,594 km ²
Površina mora / Coastal area	31,067 km ²
Dužina obale / Coastline length	6,278 km
- Dužina kopnenog dijela obale - Coastline length of mainland	1,880 km
- Dužina otočkog dijela obale - Coastline length of islands	4,398 km
Broj otoka / Number of islands	1.244 (48 naseljenih) 1,244 (48 inhabited)
Hridi / Rocks	389
Grebeni / Reefs	78
Stanovništvo / Population	4,28 mln stanovnika / inhabitants
Glavni grad / Capital	Zagreb (0,8 mln stanovnika / inhabitants)
Službeni jezik / Official Language	Hrvatski / Croatian
Stanovništvo prema vjeroispovjedi Nation's religious make-up	87,8% Katolička crkva, 4,4% Pravoslavna crkva, 1,3% Islamska vjerska zajednica, 4,3% ostale vjere i neizjašnjeni, 2,2% nisu vjernici 87,8% Catholics, 4,4% Orthodox adherents, 1,3% Muslims, 4,3% Adherents of other religions and the uncommitted, 2,2% atheists
Praznici 2012. Holidays 2012	1. siječnja, 6. siječnja, 08. i 09. travnja Uskrs i uskršnji ponedjeljak, 1. svibnja, 07. lipnja Tijelovo, 22. lipnja, 25. lipnja, 5. kolovoza, 15. kolovoza, 8. listopada, 1. studenoga, 25. - 26. prosinca 1st January, 6th January, 8th - 9th april Easter and Easter Monday, 1st May, 22nd June, 7th June Corpus Christi Day, 22nd June, 25th June, 5th August, 15th August, 8th October, 1st November, 25th - 26th December
Valuta / Currency	Kuna (KN)
BDP (u mil. EUR, tekuće cijene) 2012. GDP (million EUR, current prices) 2012	44, 223
BDP 2012/2011 / GDP 2012/2011	9, 636
BDP po stanovniku (u EUR) 2012. GDP per capita (in EUR) 2012	10, 295
Prosječna godišnja stopa inflacije 2012. Average year-on-year inflation rate 2012	3.4%

Prihodi od turizma Travel related revenue

	2011	2012	Indeks / Index 2012/2011
Prihodi od turizma (u mil EUR)* Revenue from tourism (in mln EUR)*	6,598.6	6,829.0	103.5
Udjel turizma u BDP-u TOURISM SHARE IN GDP	14.4%	15.4%	