

**GLAVNI PODACI O HRVATSKOM TURIZMU
MAIN DATA ON CROATIAN TOURISM**

2009

2010

2010/2009

GRANIČNI PROMET

Strani putnici (u 000) Foreign Arrivals (000s)	47.356	48.778	+3,0%
Hrvatski putnici izvan zemlje (u 000) Croatian Travelling Abroad (000s)	22.745	22.311	-1,9%

**DOLASCI I NOĆENJA TURISTA U REPUBLICI HRVATSKOJ
ARRIVALS AND OVERNIGHTS OF TOURIST IN REPUBLIC OF CROATIA**

**DOMAĆI
DOMESTIC**

Dolasci (u 000) Arrivals (000s)	1.577	1.493	-5,3%
Noćenja (u 000) Overnights (000s)	5.759	5.424	-5,8%
Prosječni broj dana boravka Average number of overnights per arrival	3,7	3,6	

**STRANI
FOREIGN**

Dolasci (u 000) Arrivals (000s)	8.694	9.111	+4,8%
Noćenja (u 000) Overnights (000s)	49.229	50.992	+3,6%
Prosječni broj dana boravka Average number of overnights per arrival	5,7	5,6	

**UKUPNO
TOTAL**

Dolasci (u 000) Arrivals (000s)	10.270	10.604	+3,2%
Noćenja (u 000) Overnights (000s)	54.988	56.416	+2,6%
Prosječni broj dana boravka Average number of overnights per arrival	5,4	5,3	

**HOTELSKI SMJEŠTAJ
HOTELS ACCOMMODATION**

**DOMAĆI
DOMESTIC**

Dolasci (u 000) Arrivals (000s)	853	804	-5,8%
Noćenja (u 000) Overnights (000s)	2.071	1.913	-7,2%
Prosječni broj dana boravka Average number of overnights per arrival	2,4	2,4	

**STRANI
FOREIGN**

Dolasci (u 000) Arrivals (000s)	3.072	3.329	+8,4%
Noćenja (u 000) Overnights (000s)	12.105	12.990	+7,3%
Prosječni broj dana boravka Average number of overnights per arrival	3,9	3,9	

**UKUPNO
TOTAL**

Dolasci (u 000) Arrivals (000s)	3.925	4.132	+5,3%
Noćenja (u 000) Overnights (000s)	14.176	14.911	+5,2%
Prosječni broj dana boravka Average number of overnights per arrival	3,6	3,6	

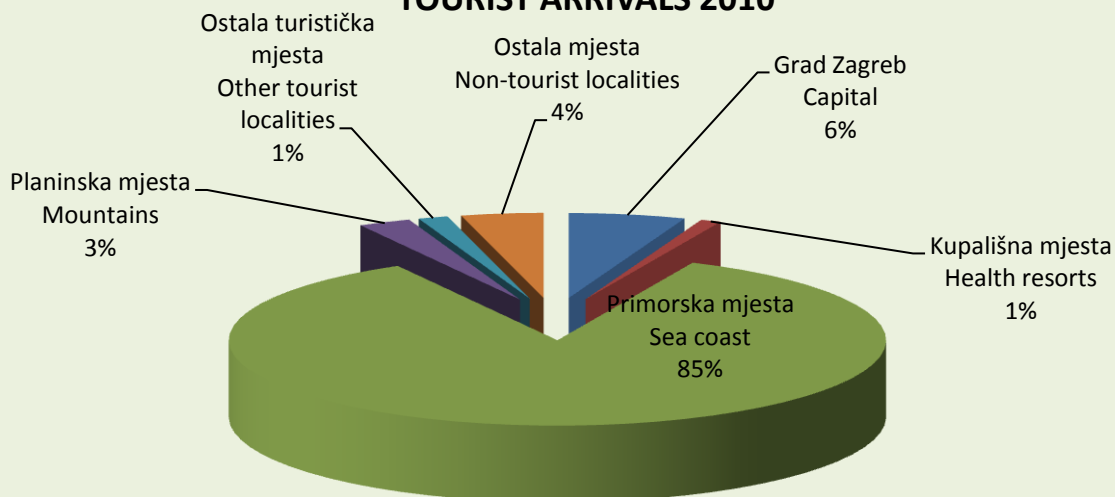
SMJEŠTAJNI KAPACITETI (BROJ KREVETA - stanje 31. kolovoza)
ACCOMMODATION CAPACITIES (NUMBER OF BEDS - as of August 31)

	2009	2010	2010/2009
Hoteli i aparthoteli Hotels and Apartment hotels	121.086	122.879	+1,5%
Turistička naselja Tourist resorts	31.678	31.891	+0,7%
Kampovi Camping sites	229.004	232.134	+1,4%
Privatne sobe Private rooms	435.295	428.464	-1,6%
Ostali objekti Others	91.705	94.583	+3,1%
UKUPNO TOTAL	908.768	909.951	+0,1%

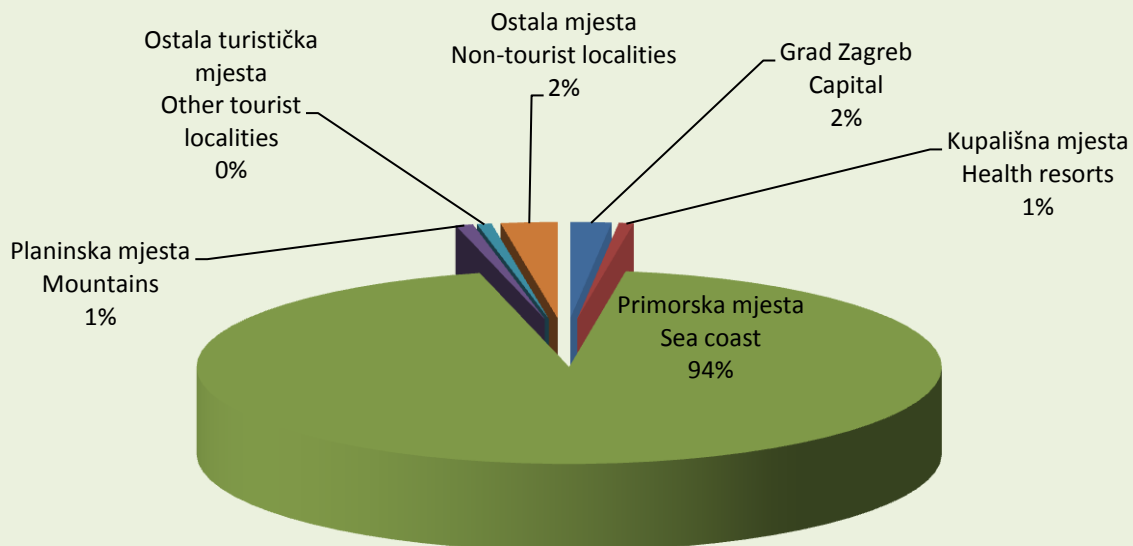
NOĆENJA PO VRSTAMA OBJEKATA
TOURIST OVERNIGHTS PER TYPE OF ACCOMMODATION

	2009	2010	2010/2009
Hoteli s 5* 5 star hotels	1.022.020	1.221.743	+19,5%
Hoteli s 4* 4 star hotels	4.556.725	5.212.855	+14,4%
Hoteli s 3* 3 star hotels	6.935.242	6.851.143	-1,2%
Hoteli s 2* 2 star hotels	1.662.474	1.625.628	-2,2%
Hoteli ukupno Hotels total	14.176.461	14.911.372	+5,2%
Turistička naselja Tourist resorts	2.833.101	2.790.433	-1,5%
Kampovi Camping sites	13.795.352	13.792.635	0,0%
Privatne sobe Private rooms	18.408.178	19.397.899	+3,2%
Ostali objekti Others	5.775.340	5.524.040	+5,2%
UKUPNO TOTAL	54.988.432	56.416.379	+2,6%

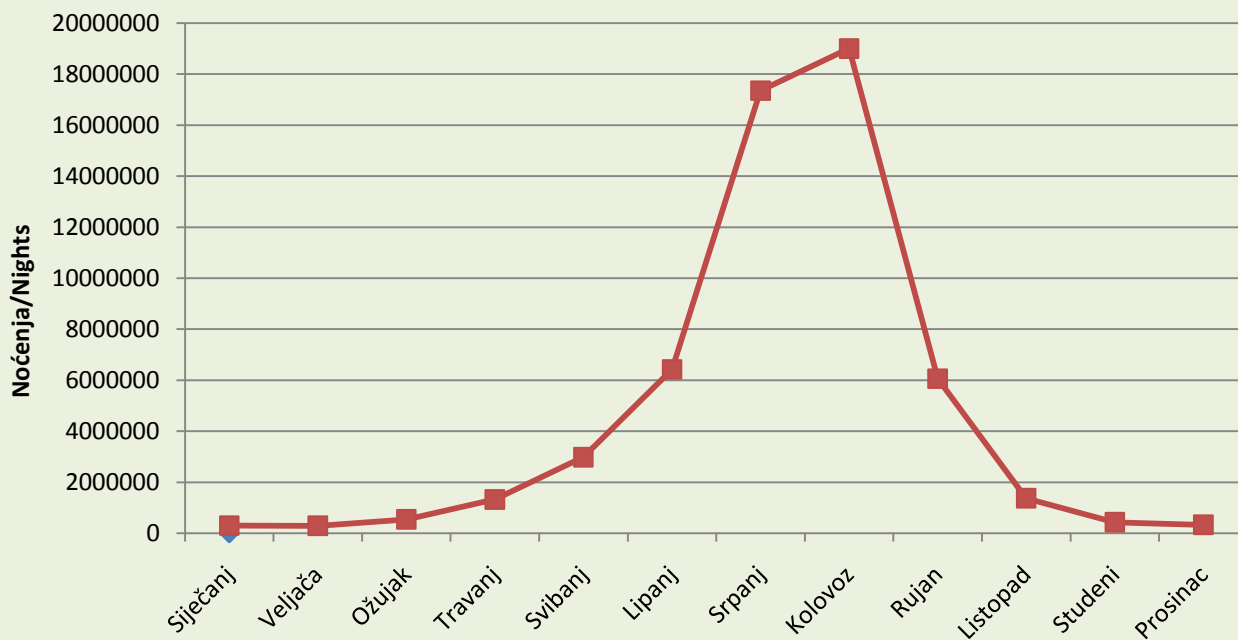
DOLASCI TURISTA 2010.
TOURIST ARRIVALS 2010



NOĆENJA TURISTA 2010. TOURIST OVERNIGHTS 2010



NOĆENJA TURISTA PO MJESECIMA 2010. TOURIST OVERNIGHTS PER MONTHS 2010



TURISTIČKI PROMET PO ŽUPANIJAMA
TOURIST TRAFFIC BY COUNTIES

ŽUPANIJE COUNTY OF	TURISTI TOURIST ARRIVALS		NOĆENJA TOURISTA OVERNIGHTS	
	2010	2010/2009	2010	2010/2009
	ZAGREBACKA ZUPANIJA ZAGREB	35	-5,4	62
KRAPINSKO-ZAGORSKA KRAPINA-ZAGORJE	55	-1,8	145	-8,8
SISACKO-MOSLAVACKA SISAK-MOSLAVINA	27	-6,9	87	-13,9
KARLOVACKA ZUPANIJA KARLOVAC	164	+1,9	282	+4,8
VARAZDINSKA ZUPANIJA VARAŽDIN	38	-2,6	117	-3,3
KOPRIVNICKO-KRIZEVACKA KOPRIVNICA-KEIŽEVCI	12	-25,0	20	-28,6
BJELOVARSKO-BILOGORSKA BJELOVAR-BILOGORA	11	-15,4	24	-25,0
PRIMORSKO-GORANSKA PRIMORJE-GORSKI KOTAR	2.151	-0,2	10.938	-0,5
LICKO-SENJSKA LIKA-SENJ	404	+4,4	1.619	+6,5
VIROVITICKO-PODRAVSKA VIROVOTICA-PODRAVINA	13	-7,1	34	-12,8
POZESKO-SLAVONSKA POŽEGA-SLAVONIJA	9	-10,0	19	-5,0
BRODSKO-POSAVSKA BROD-POSAVINA	18	-21,7	32	-17,9
ZADARSKA ZADAR	971	+8,6	6.224	+6,7
OSJECKO-BARANJSKA OSIJEK-BARANJA	72	-7,7	159	-15,0
ŠIBENSKO-KNINSKA ŠIBENIK-KNIN	635	+8	3.784	+9,2
VUKOVARSKO-SRIJEMSKA VUKOVAR-SRIJEM	36	+5,9	68	-12,8
SPLITSKO-DALMATINSKA SPLIT-DALMACIJA	1.638	+7,6	9.364	+6,3
ISTARSKA ZUPANIJA ISTRIA	2.628	-1,0	17.732	-0,9
DUBROVACKO-NERETVANSKA DUBROVNIK-NERETVA	983	+10	4.538	+7,4
MEĐIMURSKA ZUPANIJA MEĐIMURJE	38	+18,8	82	+22,4
GRAD ZAGREB CITY OF ZAGREB	666	+5,2	1.086	+3,6
UKUPNO ZUPANIJE TOTAL	10.604	+3,3	56.416	+2,6

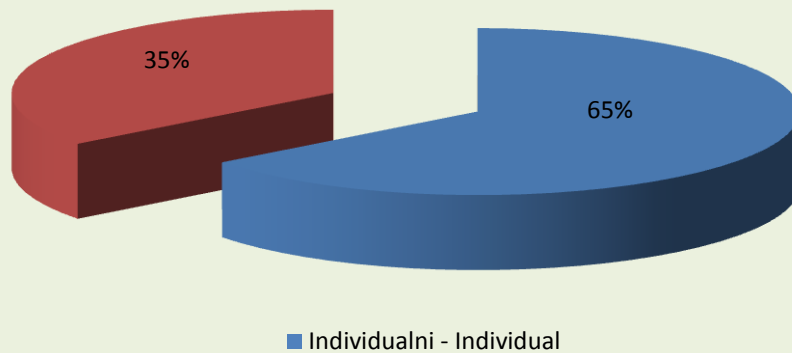
STRANI TURISTI I NOĆENJA PO ZEMLJAMA DOLASKA
TOURIST ARRIVALS AND OVERNIGHTS BY COUNTRIES OF ORIGIN

	TURISTI		NOĆENJA	
	TOURIST ARRIVALS		TOURIST OVERNIGHTS	
	2010	2010/2009	2010	2010/2009
Austrija / Austria	810.340	+4,4%	4.420.058	+3,8%
Belgija / Belgium	103.341	+10,0%	545.342	+6,9%
Bugarska / Bulgaria	29.586	-14,7%	58.791	-17,1%
Češka / Czech Republic	605.732	+4,7%	4.170.084	+5,3%
Danska / Denmark	77.412	+1,8%	567.053	+0,8%
Estonija / Estonia	5.464	-26%	19.860	-17,8%
Finska / Finland	27.145	+10,3%	108.557	+14,1%
Francuska / France	388.320	-1,2%	1.464.114	-3,1%
Grčka / GreeceGreece	32.567	+75,4%	70.697	+66,3%
Irska / Ireland	28.933	-1,1%	124.131	-2,2%
Italija / Italy	1.018.375	-3,7%	4.731.832	-3,9%
Letonija / Latvia	7.142	-6,7%	23.749	-2,9%
Litva / Lithuania	20.029	-14,8%	70.692	-14,5%
Luksemburg / Luxemborg	4.152	+10,9%	17.345	+11%
Mađarska / Hungary	297.667	-0,2%	1.604.753	+0,6%
Nizozemska / Netherlands	285.257	-3,7%	2.244.521	-7,4%
Njemačka / Germany	1.525.133	+4,2%	11.476.383	+2,8%
Poljska / Poland	454.445	+8,8%	2.895.162	+7,8%
Rumunjska / Romania	57.761	-10,5%	253.556	-13,9%
Slovačka / Slovakia	310.031	+6,0%	2.084.013	+5,6%
Slovenija / Slovenia	1.016.572	+5,6%	5.885.315	+6,8%
Španjolska / Spain	211.094	+17,3%	423.468	+17,6%
Švedska / Sweden	118.682	+5,4%	637.408	+1,5%
Ujedinjena Kraljevina United Kingdom	241.217	+5,3%	1.172.720	-1,6%
Ukupno zemlje EU Total countries from EU	7.676.397	+0,5%	45.069.604	+1,1%
Ostale europske zemlje Other European countries	883.189	-8%	4.712.651	-11%
Japan / Japan	147.119	-9,8%	204.422	-7,5%
SAD / USA	132.751	+11,6%	341.398	+8,69%
Ostale izvaneuropske zemlje Other non-European countries	271.286	+25,5%	664.246	+23,1%
UKUPNO STRANI TOTAL FOREIGN	9.110.742	+4,8%	50.992.321	+3,6%

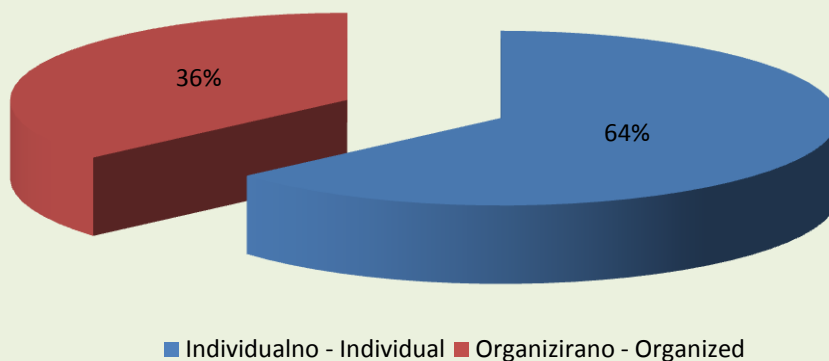
DESET GRADOVA/OPĆINA S NAJVEĆIM TURISTIČKIM PROMETOM
TEN CITIES/MUNICIPALITES WITH HIGHEST INTENSITY OF TOURIST TRAFFIC

	TURISTI u 000		NOĆENJA u 000	
	TOURIST ARRIVALS in 000		TOURIST OVERNIGHTS in 000	
	2010	2010/2009	2010	2010/2009
Rovinj	363	+0,8%	2.590	+1,5%
Poreč	360	-2,7%	2.313	-3,20%
Dubrovnik	567	+13,0%	2.037	+11,8%
Medulin	256	-1,5%	1.823	-3,2%
Mali Lošinj	241	+0,4%	1.723	+0,8%
Umag	331	+1,5%	1.678	-2,9%
Tar - Vabriga	169	-5,6%	1.340	-4,3%
Vrsar	157	-4,3%	1.297	-2,3%
Funtana	159	-4,8%	1.264	-3,8%
Crikvenica	221	-1,8%	1.229	-3,2%

**NOĆENJA TURISTA PREMA NAČINU DOLASKA 2009.
TOURIST OVERNIGHTS - TOURIST TRAFFIC FLOW 2009**



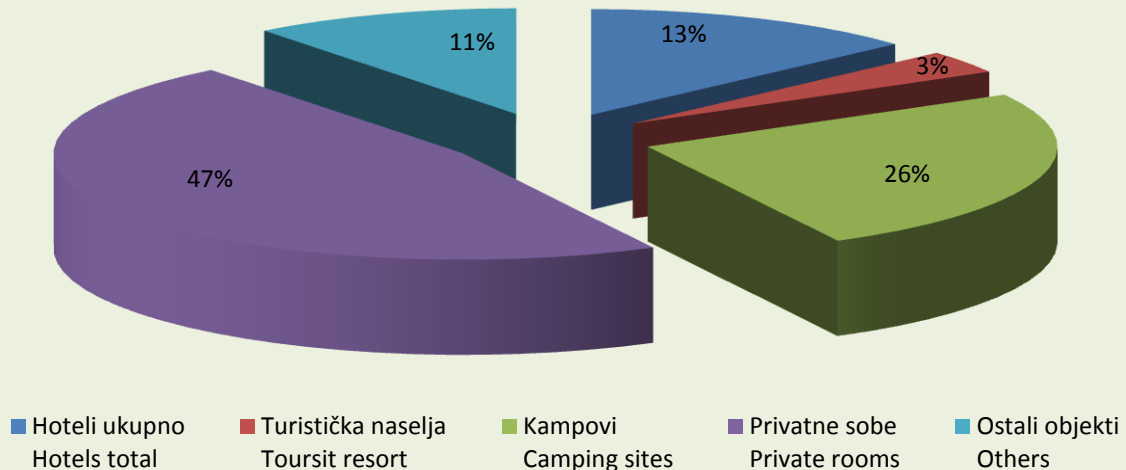
**NOĆENJA TURISTA PREMA NAČINU DOLASKA 2010.
TOURIST OVERNIGHTS - TOURIST TRAFFIC FLOW 2010.**



**ISKORIŠTENOST KAPACITETA PO VRSTAMA OBJEKATA ZA SMJEŠTAJ
(u danima)
ACCOMMODATION STOCK OCCUPANCY, BY TYPES OF ESTABLISHMENT
(in number of days)**

	2009	2010	2010/2009
Hoteli i aparthoteli Hotels and Apartment hotels	123	128	+4,1%
Turistička naselja Tourist resorts	54	58	+7,4%
Turistički apartmani Tourist apartments	82	78	-4,9%
Kampovi Camps	61	62	+1,6%
Privatne sobe Private rooms	43	44	+2,3%
Lječilišta Health resorts	71	66	-7,0%
Hosteli Hostels	76	87	+14,5%
Ostalo Other	34	53	+55,9%
UKUPNO TOTAL	58	58	0%

**STRUKTURA SMJEŠTAJNIH KAPACITETA
STRUCTURE TYPE OF ACCOMMODATION**



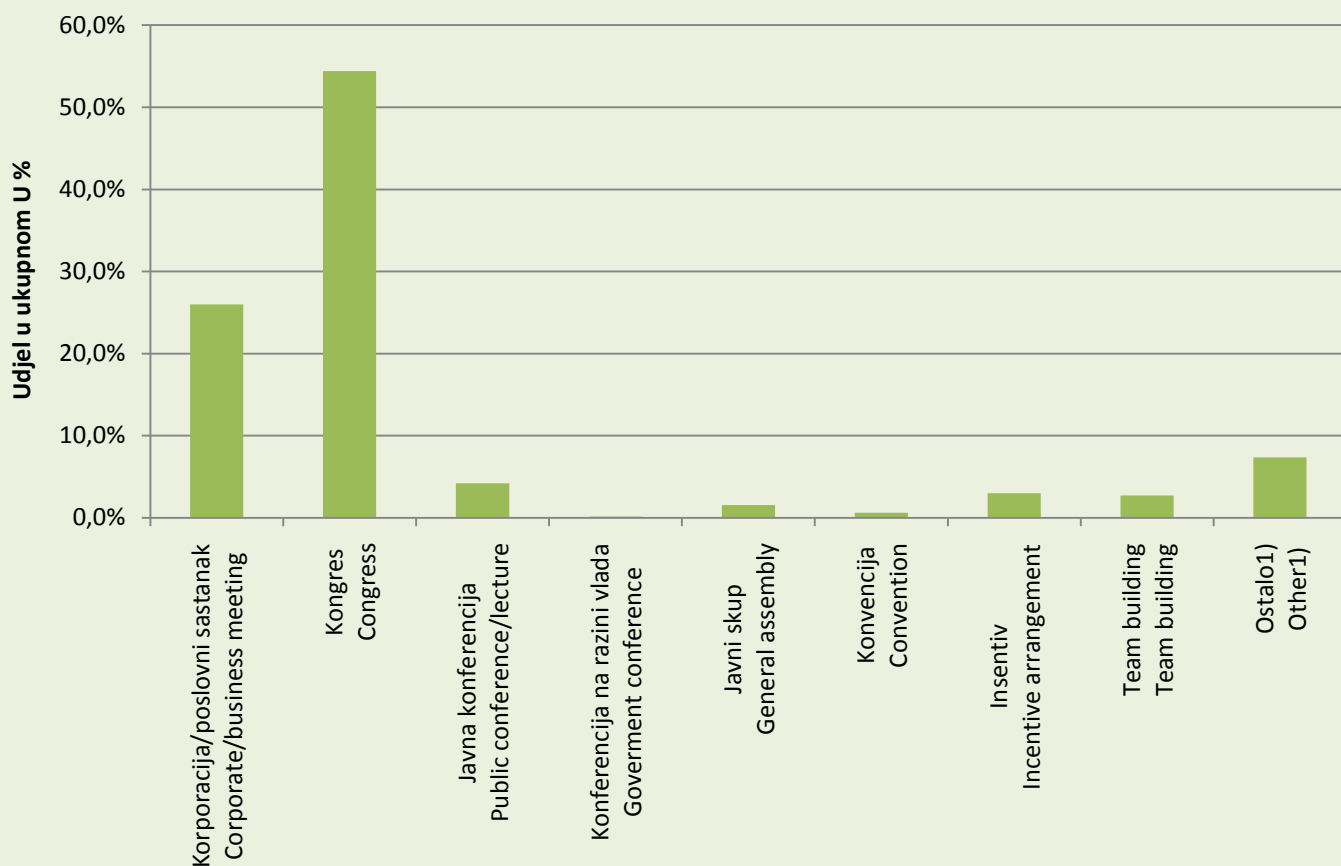
**POSLOVNI SKUPOVI PREMA VRSTAMA OBJEKATA U KOJIMA SU ODRŽANI U 2010. GODINI
BUSINESS MEETINGS, BY TYPE OF FACILITY IN WHICH BUSINESS MEETINGS WERE HELD - YEAR 2010**

	SKUPOVI MEETINGS	SUDIONICI PARTICIPANTS	Promet od poslovnig skupa u kunama s PDV-om Turnover generated by meeting, in kuna, incl. VAT
UKUPNO TOTAL	4.820	394.895	235.678.769
Hoteli i slično1) Hotels and similar facilities1)	4.525	334.876	232.852.008
Sveučilišta, velesajam, kulturne ustanove i ostale vrste objekata u kojima se održavaju poslovni skupovi Universities, fairs, cultural institutions and other types of facilities in which business meetings are held	295	60.019	2.826.761

1) Hoteli i slično obuhvaćaju hotele s 5, 4, 3 i 2 zvjezdice, hotelsko naselje, turističke apartmane, quest house, sobe za iznajmljivanje i nekategorizirane objekte

1) Hotels and similar facilities include 5, 4, 3 i 2- star rated hotels, hotel resorts, tourist apartment, guest houses, rooms to let and uncategorised facilities

**POSLOVNI SKUPOVI PREMA VRSTI POSLOVNOG SKUPA 2010.
BUSINESS MEETING BY TYPE, YEAR 2010**



1) Ostale vrste poslovnih skupova jesu prezentacije, testiranje kandidata, promidžbene kampanje, vjerski skupovi i sl.

1) Other types of business meetings are presentations, candidate testing, promoting campaigns, religious congresses and similar meetings.

**BROJ POSJETITELJA U NACIONALNIM PARKOVIMA 2010. GODINE
NUMBER OF VISITORS TO NATIONAL PARKS - YEAR 2010**

	Broj posjetitelja Number of visitors	Indeks 2010./2009. Index 2010/2009
Ukupno / total	2.103.093	102,1
Brijuni	145.152	89,2
Kornati	86.130	96,5
Krka	668.027	105,6
Mljet	96.391	109,0
Paklenica	112.898	102,3
Plitvička jezera Plitvice lakes	962.322	102,4
Risnjak	17.005	79,4
Sjeverni Velebit Northern Velebit	15.168	94,5

**PROMET DOMAĆIH TURISTA REALIZIRAN POSREDOVANJEM PUTNIČKIH AGENCIJA 2010.
TRAVELS OF DOMESTIC TOURISTS IN ORGANISATION OF TRAVEL AGENCIES 2010**

Putovanja Travels			
	u zemlji in country	u inozemstvo foreign countries	ukupno total
Višednevni boravak More than day stay			
- broj turista - tourist arrivals	315132	252270	567402
- broj noćenja - tourist overnights	1350904	1126662	2477566
Jednodnevni boravak One day stay	307079	43494	350573

**KRUŽNA PUTOVANJA STRANIH BRODOVA
CRUISES OF FOREIGN VESSELS**

	2009	2010	2010/2009
Putovanja Cruises	769	856	+11,3%
Dani boravka Sojourns	1.681	1.786	+6,3%
Putnici Passengers	1.017.521	1.093.923	+7,5%

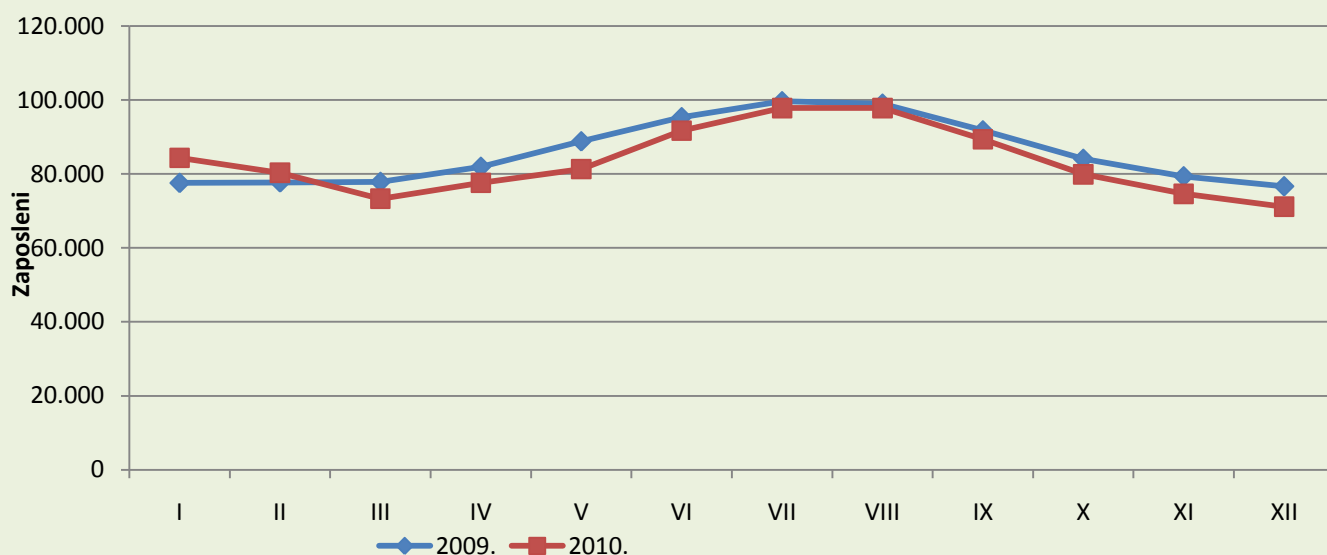
KAPACITET MARINA

	2009	2010
Broj marina Marinas	54	54
Luke nautickog turizma (sidrista, privežišta, suhe marine) Nautical ports (Anchorage, Mooring, Land marina)	44	44
Površina akvatorija (m2) Water surface area, m2	3.293.558	3.313.110
Broj vezova u moru Number of moorings in see	16.848	16.913
Ukupna dužina razvijene obale za privez (m) Lenght of shoreline equipped for mooring, m	63.824	64.715
Ukupna površina prostora na kopnu (m2) Total surface area on land, m2	5.209	5.125

**ZAPOSLENI U HOTELIMA I RESTORANIMA
NUMBER OF PERSONS EMPLOYED IN HOTELS AND RESTAURANTS**

	2009	2010	2010/2009
Ukupno zaposleni Total employed	85.835	83.279	-3,0%
U pravnim osobama Persons in paid employment in legal entities	46.389	46.336	-0,1%
U obrtu i slobodnim profesijama Employed in crafts and trades and free lances	39.446	36.943	-6,3%

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



UGOSTITELJSTVO

Pravne i fizičke osobe - promet, tis. kuna

HOTELS AND RESTAURANTS

Legal entities and natural persons - turnover, thousand kuna

	2010	Indeks Index 2010/2009
UKUPNO TOTAL	16.220.735	+0,7%
Objekti iz skupine hoteli Hotel-type facilities	7.393.726	+3,5%
Kmpovi i druge vrste ugostiteljskih objekata Camping sites and other types of hotel and restaurant facilities for accommodation	1.741.284	+5,6%
Ostali smještajni objekti Other accommodation facilities	253.886	+1,6%
Objekti iz skupine restorani Restaurant-type facilities	3.001.371	-5,9%
Objekti iz skuine barovi Bar-type facilities	3.463.292	-0,1%
Ketering objekti Catering facilities	326.644	-10,7%
Objekti jednostavnih usluga Simple food service facilities	40.532	-10,3%

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	5 835,3 km
- Dužina kopnenog dijela obale - Coastline length of mainland	1 777,3 km
- Dužina otočkog dijela obale - Coastline length of islands	4 058 km
Broj otoka Number of islands	1 244 (48 naseljenih) 1.244 (48 inhabited)
Hridi Rocks	389
Grebeni Reefs	78
Stanovništvo Population	4,44 mln
Glavni grad Capital	Zagreb (0,8 mln stanovnika) Zagreb (0.8 mln 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 Holidays	1. siječnja, 6. siječnja, 4. travnja USKRŠ I USKRŠNI ponedjeljak, 1. svibnja, 23. lipnja Tijelovo, 22. lipnja, 25. lipnja, 5. kolovoza, 15. kolovoza, 8. listopada, 1. studenoga, 25. - 26. prosinca 1st January, 6th January, 4. april Easter and Easter Monday, 1st May, 23. 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) 2010. GDP (million EUR, current prices) 2010	45.917
BDP 2010/2009 GDP 2010/2009	+0,5%
BDP po stanovniku (u EUR) 2010. GDP per capita (in EUR) 2010	10.396
Prosječna godišnja stopa inflacije 2010. Average year-on-year inflation rate 2010	1,1
PRIHODI OD TURIZMA TRAVEL RELATED REVENUE	
	Indeks Indeks
	2009 2010 2009/2008
Prihodi od turizma (u mil EUR)* Revenue from tourism (in mln EUR)*	6.379,7 6.236,8 -2,2%
Udjel turizma u BDP-u Tourism share in GDP	14,0% 13,6% -2,9%

* IZVOR: Hrvatska Narodna Banka

* SOURCE: Croatian National Bank

IZVOR PODATAKA: Državni zavod za statistiku

SOURCE: Central Bureau of Statistics

IZDAVAČ: Ministarstvo turizma Republike
Hrvatske

Prisavlje 14, 10000 Zagreb, tel: +385 1
6169 111, fax: +385 1 6169 181, www.mint.hr

PUBLISHED BY: Ministry of Tourism

Prisavlje 14, 10000 zagreb, tel:
++385 1 6169 111, fax: ++385 1 6169 181,
www.mint.hr