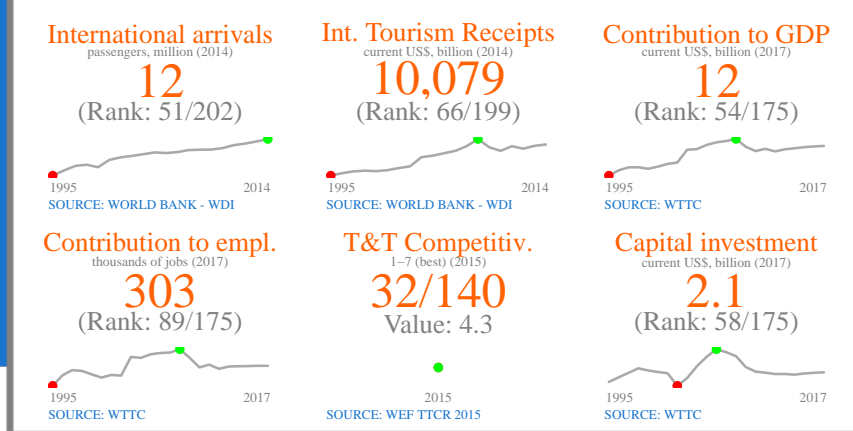


# Tourism 360

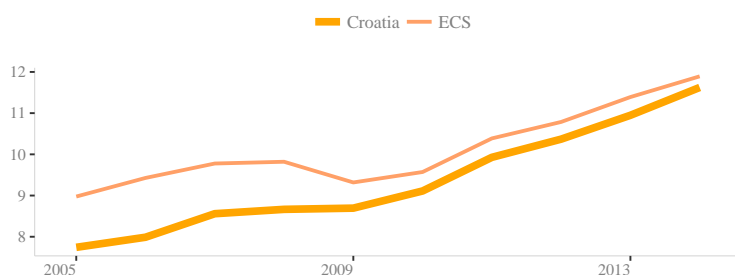
## Croatia

### Country Snapshot



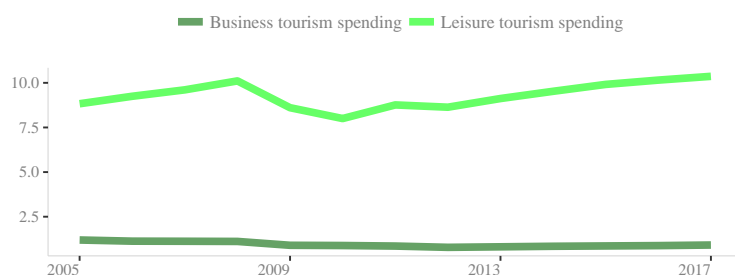
## TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

## RESOURCE BASE

CULTURAL RESOURCES

**Tourist service infrast.** **6/140** Value: 6.3  
1-7 (best) (2015)

**Cultural resour. & business travel** **35/139** Value: 2.7  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

**Natural resources** **33/140** Value: 3.8  
1-7 (best) (2015)

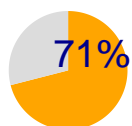
**Natural and cultural res. subindex** **31/140** Value: 3.2  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

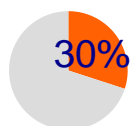
## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Croatia (2015)

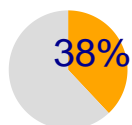


ECS (average, 2015)



INTERNATIONAL TOURISM RECEIPTS, % of total exports

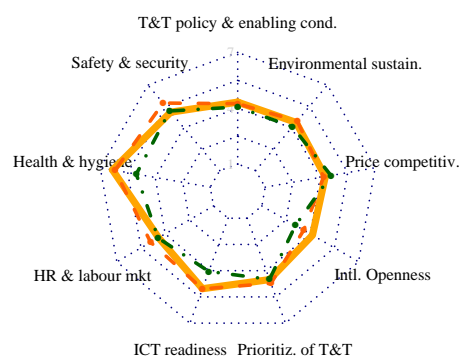
Croatia (2014)



ECS (average, 2014)



SOURCE: WORLD BANK - WDI



● Croatia ● ECS ● World

SOURCE: WEF TTCR 2015

# TOURISM ECONOMIC INDICATORS

## DIRECT v. TOTAL CONTRIBUTION

Total contribution to GDP, current US\$, billion- (2017)	11.7	12.4%
Total contribution to employment, thousands of jobs (2017)	303.0	16.4%
Direct contribution to GDP, current US\$, billion- (2017)	5.2	5.4%
Direct contribution to employment, thousands of jobs (2017)	132.3	7.2%

SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)

International tourism, receipts for travel items- (2014)	9,863
International tourism, receipts for passenger-transport items (2014)	216
International tourism, expenditures for travel items- (2014)	846
International tourism, expenditures for passenger-transport items (2014)	19

SOURCE: WORLD BANK - WDI

## CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	3.2	(Rank: 71/175)
Domestic tourism spending (2017)	0.9	(Rank: 81/175)
Capital investment (2017)	2.1	(Rank: 59/175)

SOURCE: WTTC

## ACCESS AND TRANSPORT

Air transport infrast. 1-7 (best) (2015)	51/139	Value: 3.1
Ground & port infrast. 1-7 (best) (2015)	39/140	Value: 4.2

SOURCE: WEF TTCR 2015

# OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1-7 (best) (2015)	97/140	Value: 4.3
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Business envmnt 1-7 (best) (2015)	124/139	Value: 3.6
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SOURCE: WEF TTCR 2015

Prioritiz. of T&T 1-7 (best) (2015)	72/139	Value: 4.5
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HR & labour mkt 1-7 (best) (2015)	79/140	Value: 4.4
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SOURCE: WEF TTCR 2015

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.