

Zagreb – Already going 365



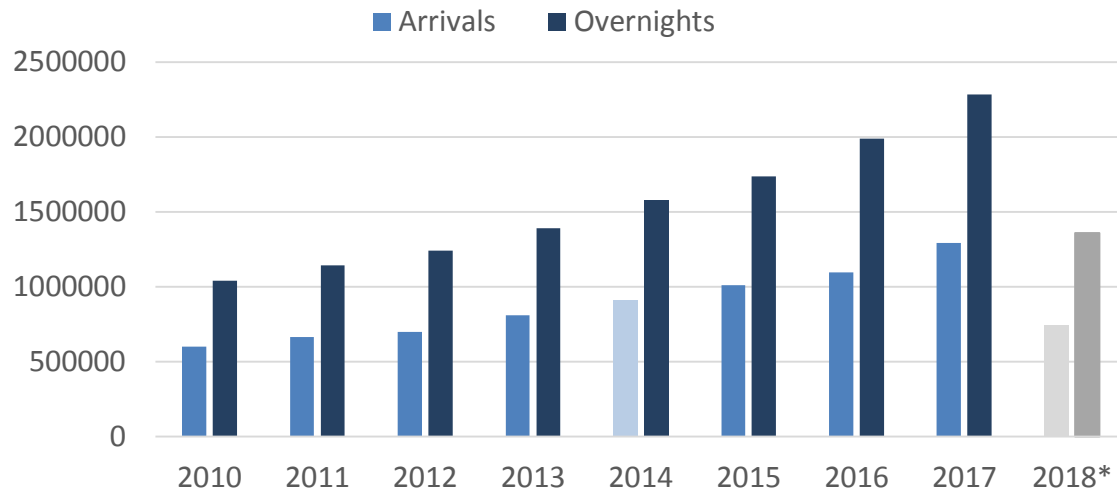
Ms Martina Bienenfeld, CEO
Zagreb Tourist Board
Zagreb, 25th September 2018



Starting with numbers



Continuous growth



Top 5 – overnights 2018:

1. SAD
2. Germany
3. South Korea
4. Italy
5. Spain

Top 5 – arrivals 2018:

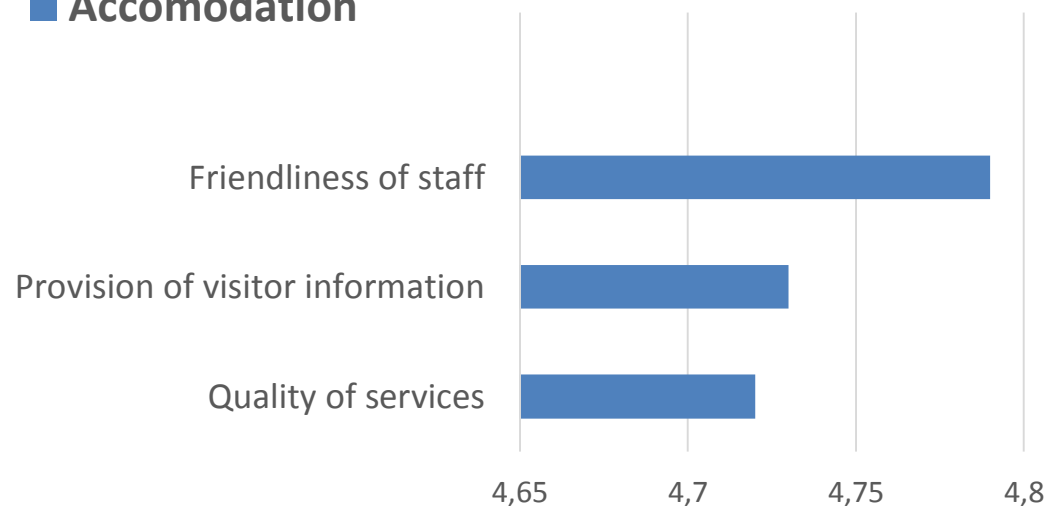
1. South Korea
2. SAD
3. Germany
4. Italy
5. China

YEAR	ARRIVALS	↗%	OVERNIGHTS	↗%
2014	911.260	13%	1.576.180	13%
2015	1.012.089	10%	1.734.004	9%
2016	1.102.662	8%	1.987.981	13%
2017	1.289.944	15%	2.283.478	13%
2018*	908.067	9%	1.638.061	11%

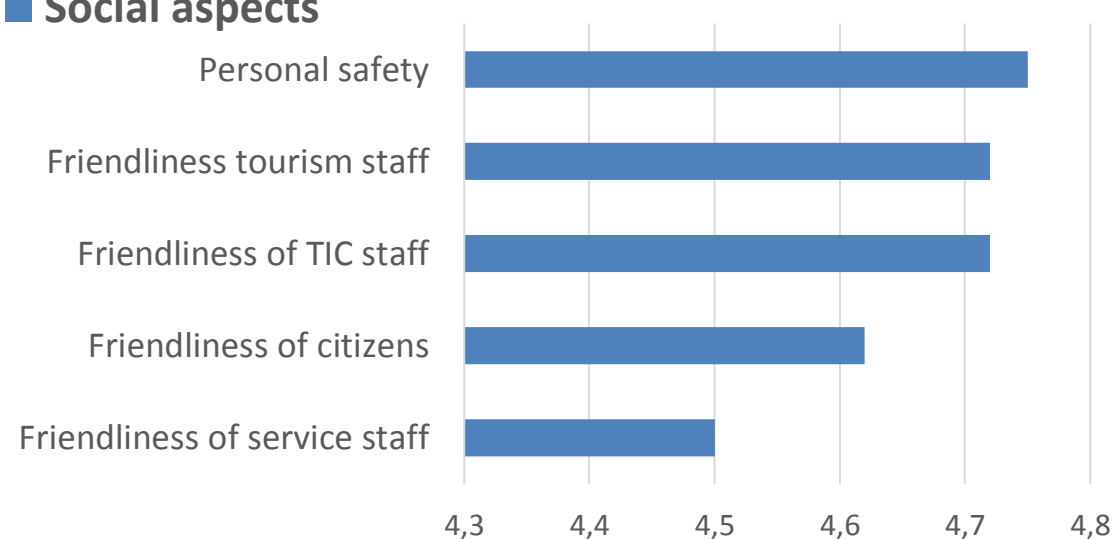
2018* increase:
+ 9% arrivals
+ 11% overnights

Visitor survey

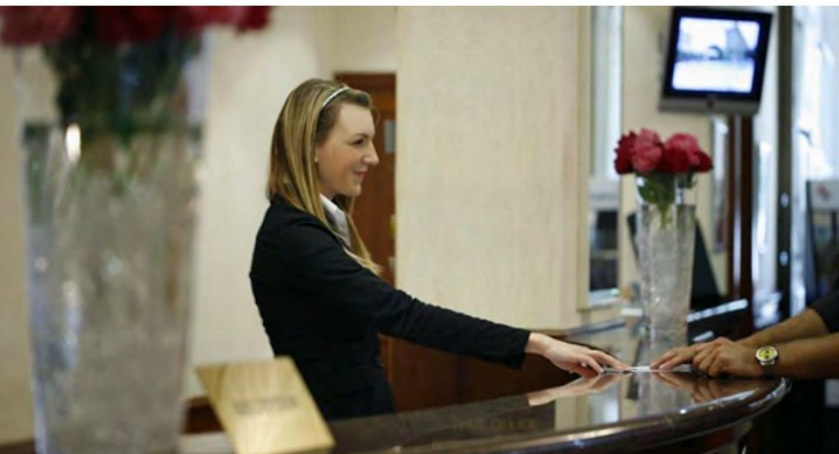
Accommodation



Social aspects



* STR – Zagreb Visitor Survey 2017/2018 – range 0 - 5

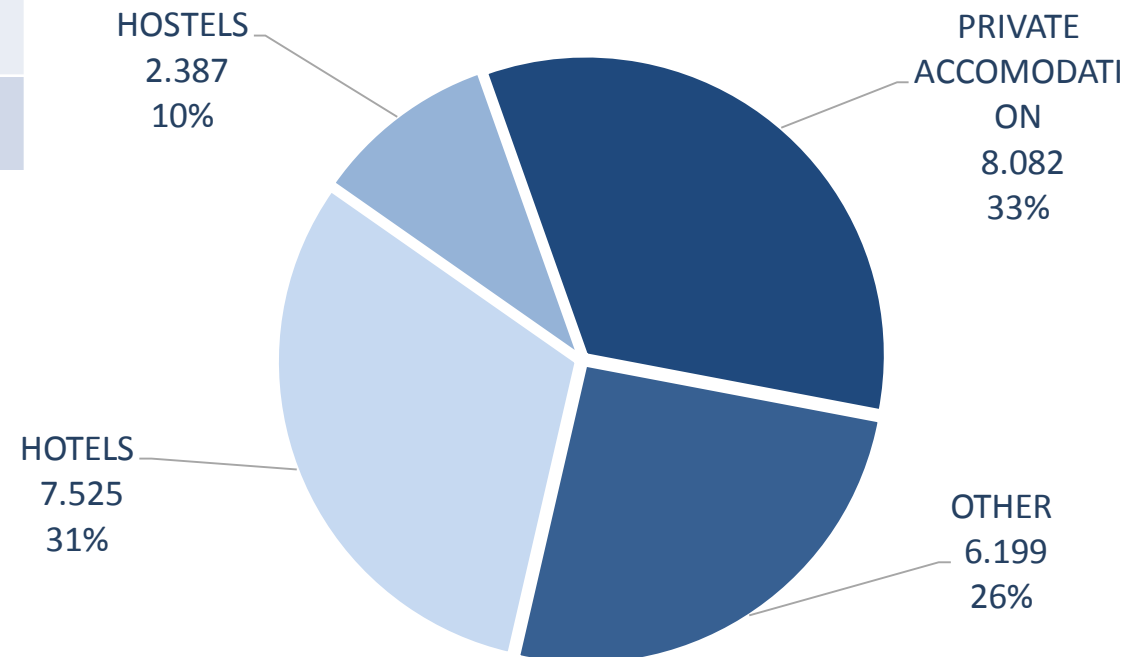


Accommodation

Accommodation type	Number	Beds
HOTELS	64	7.525
HOSTELS	53	2.387
PRIVATE ACCOMODATION	3.361	8.082
OTHER	13	6.199
TOTAL :	3.491	24.193

Hotels category	Number
HOTEL 5*	3
HOTEL 4*	18
HOTEL 4/3*	2
HOTEL 3*	35
HOTEL 2*	3
TBD HOTEL*	3

Beds per accommodation type



HRK
Dodajte svoj objekt
Registrirajte se
Prijavite se

Smještaj
Letovi
Najam auta
Taksi iz/do zračne luke

Traži

Ime odredišta/objekta:

Zagreb centar

Datum prijave

utorak, 25. rujna 2018.

Datum odjave

srijeda, 26. rujna 2018.

Boravak od 1 noći

2 odraslih

Bez djece

1 jedinica

☐ Putujem poslovno

Traži

Zagreb centar: Pronađena su 3 objekta

3 razloga za posjet: **zoološki vrt**, **božićni sajmovi** i zabava

Naši top izbori | Prvo najniža cijena | Ocjena gostiju i cijena | Broj zvjezdica | Najbolja ocjena

Savjet: [Otvorite kartu](#) i pronađite savršen smještaj.

Izvanredan **9,2**

1,981 recenzija

Položaj 9,4

Ovo trenutno pregledava još 6 drugih korisnika.

Rezervirano 5 puta u zadnjih 24 sata

94% gostiju koji su ostavili recenziju smatra da je objekt ispunio ili nadmašio njihova očekivanja

Suite – Prostranija od većine u gradu 'Zagreb'

Preostala je još 1 jedinica!

HRK 15.786

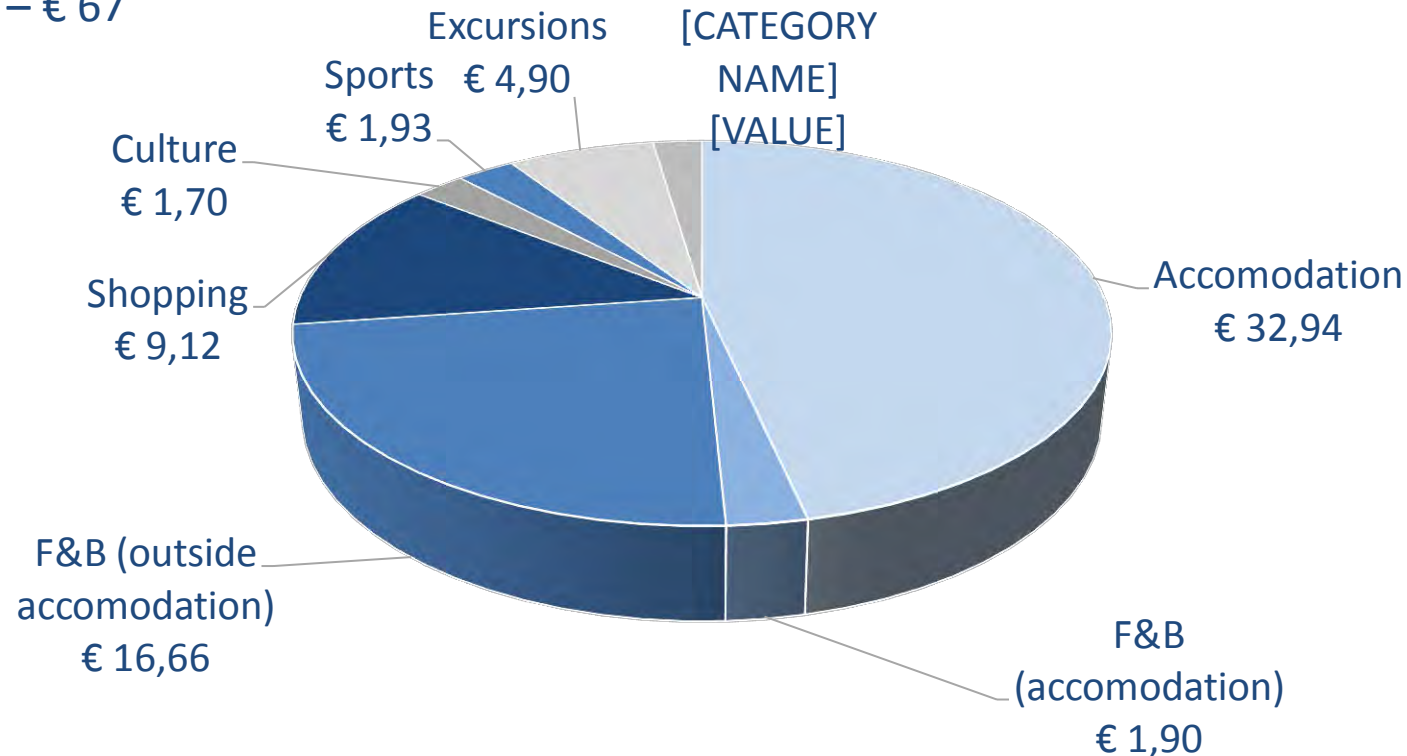
Odaberite svoju sobu >



Prices in destination

Price of hotel accomodation

- Average room price – € 75
- Average room price reffering to hotel type:
 - 5 * – € 91
 - 4 * – € 67



Average daily
expenditure of hotel
guests per person
€ 114

Accessibility generating growth

- New flight connections started operating in 2018: Dublin, Toronto, Atena, Seoul, Mostar
- Cooperations: Croatia Airlines, Turkish Airlines, Nowegian, Eurowings, Air Transat, LOT, Korean Air



Zagreb is...



Zagreb is a city of culture

- 35 museums, 79 galleries and art collections, 26 theatres, 12 cinema, 6 concert halls



Events and performances

- More than 1.500 events and performances annually



365 - events and performances

S P R I N G

- ✓ **Festival of Lights**
- ✓ Place 2 Go
- ✓ Passion Heritage
- ✓ Zagreb Guitar Festival
- ✓ Naj, Naj, Naj Festival
- ✓ Festival Of Tolerance
- ✓ Exhibition: Catherine The Great – empress of all the Rusians
- ✓ **St. Mark's Festival Timemachine**
- ✓ **Zagreb Design Week**
- ✓ Equal opportunities festival
- ✓ Floraart
- ✓ **Cest is d'Best**

S U M M E R

- ✓ Art Park
- ✓ Summer on Stross
- ✓ Summer at MSU
- ✓ Zagreb Picnic
- ✓ Animafest
- ✓ Pop up summer garden
- ✓ Design District
- ✓ **Zagreb Classic**
- ✓ **INmusic festival**
- ✓ EXIT theatre summer nights
- ✓ Evenings on Grič
- ✓ **See of books**
- ✓ **Plac Mljac**
- ✓ Around
- ✓ **Courtyards**
- ✓ **Int. Folklore festival**
- ✓ **Summer at Matoš's**
- ✓ Crossover festival

A U T U M N

- ✓ **Hanžeković memorial**
- ✓ Food Film Festival
- ✓ Int. Festival of Photography - Organ vida
- ✓ Zagreb Burger Festival
- ✓ **Int. Theatre Festival**
- ✓ **Int. Puppet Theatre Festival - PIF**
- ✓ Musica Maxima
- ✓ **Open Square Day**
- ✓ Zagreb Tour Film Festival
- ✓ Zagreb Kom
- ✓ **Zagreb Marathon**
- ✓ Zagreb Film Festival

W I N T E R

- ✓ Exhibition: Nikola Tesla - Mind from the future
- ✓ **Advent in Zagreb**
- ✓ The Golden Pirouette
- ✓ **Snow Queen Trophy**
- ✓ **European Men's Handball Championship**
- ✓ Night Of Museums
- ✓ Kino kino – Int. Film Festival For Children
- ✓ Zagreb Dox
- ✓ Concert: Rod Stewart
- ✓ Festival Of Olives
- ✓ Concert: Andrea Bocelli

New events

- Summer at Matoš's



- Around



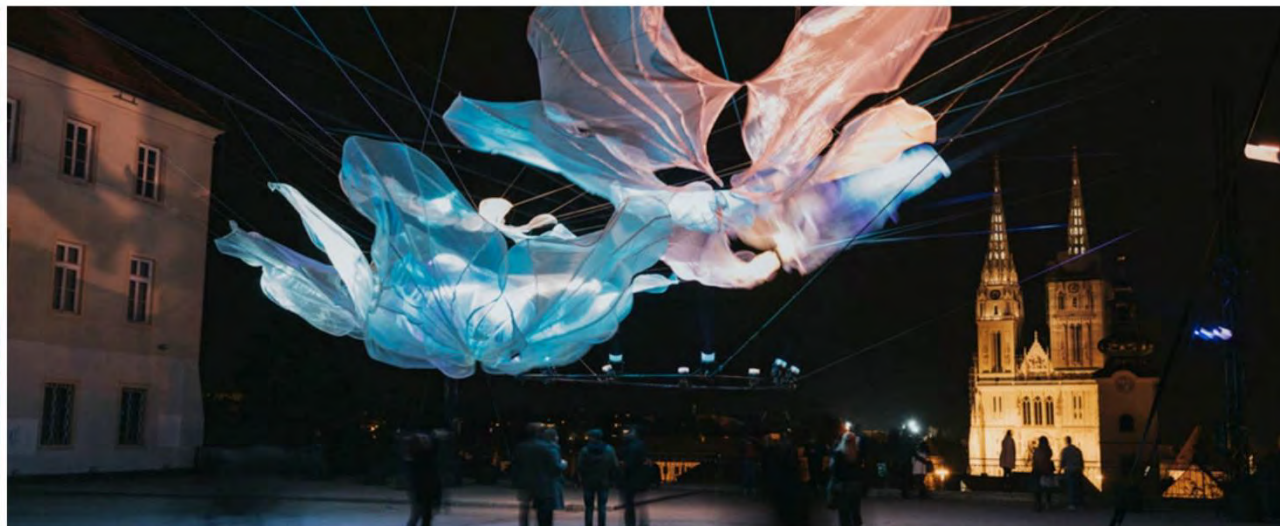
New events

- Plac mljac



- Pop up drama



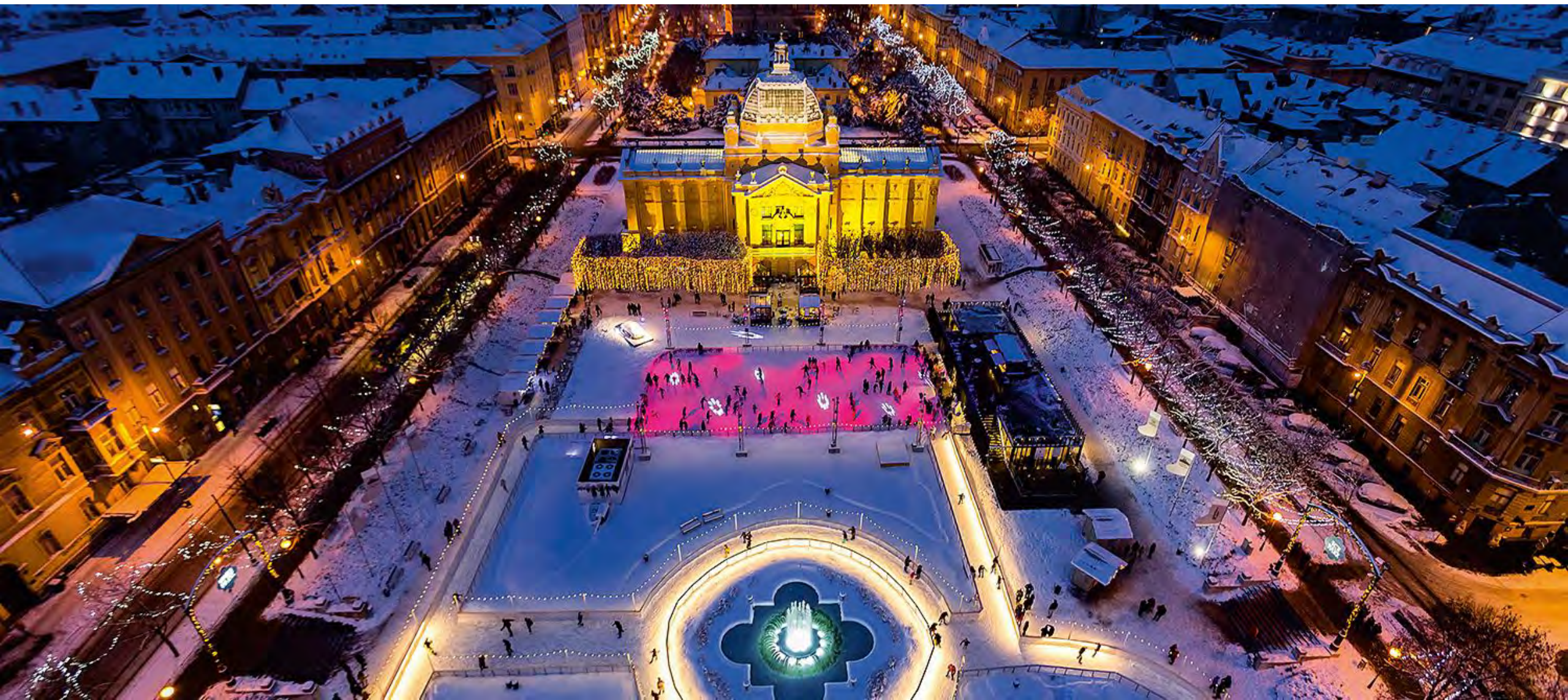




- 4 years in a row
- In cooperation with *City of Zagreb* – the best location in the city





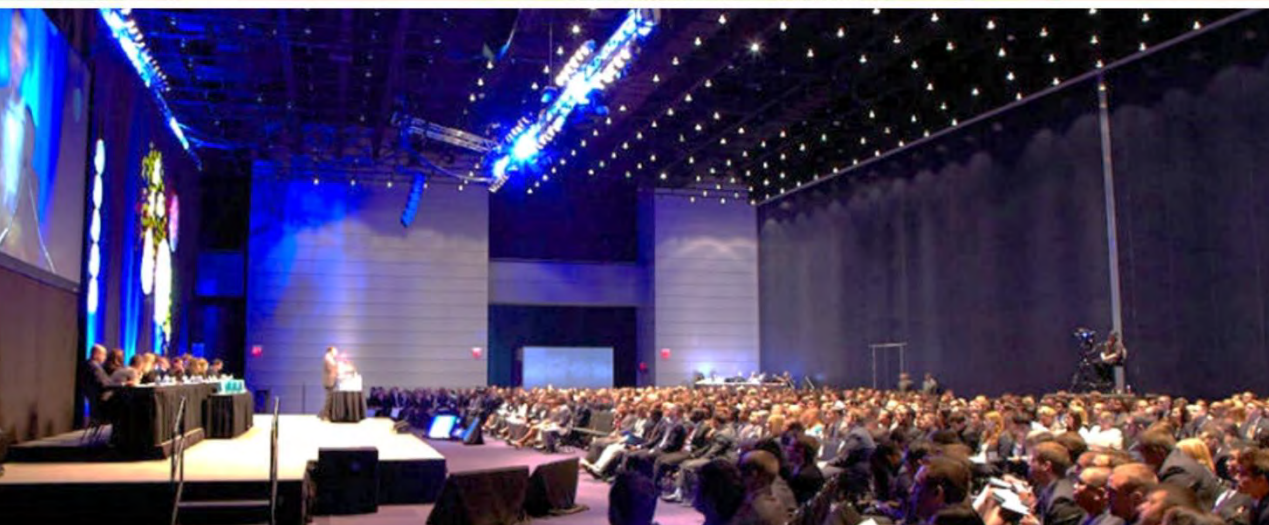


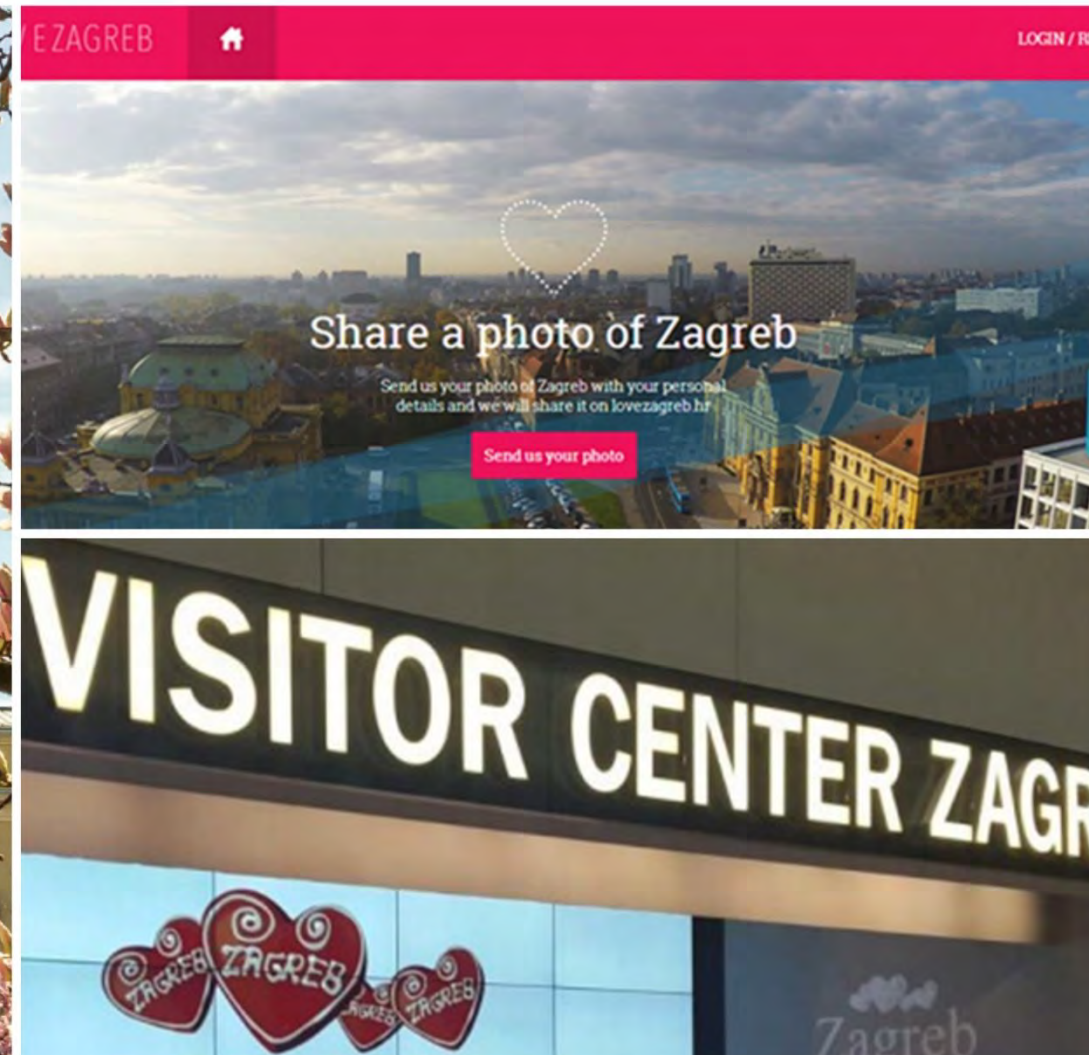
City of unique experience





Meet in Zagreb






Zagreb

Advertising and promotion



**ZAGREB
BE THERE.**



**Z A G R E B
S U M M E R
T O U R
2 0 1 8**

**Z A G R E B
S U M M E R
K U L
T O U R
2 0 1 8**



**Das INmusic in Zagreb
ist der Traum von einem
Festival**

Wenn wir jetzt hier einfach mal ganz locker das Wort „Festival“ in den Raum werfen, was wäre dann weiter das Erbe, das dir einflößt? Die Chaisson stehen hoch, dass du dir lauterst ein paar Klammern von Licht reich, weil du es die Adressen und persöhnliche Beziehungen dankst. Als nächstes verschmelzen wir wahrscheinlich in einer Assoziationsgrube auch all dem kroatischen Theater und Theater-Festival, eines kulturellen und touristischen Segments für die allgemeine Wahrnehmung gezeigt hat, dass du mit 4/4 Beat und Syntheschwebende beschallt wirst, sobald du einen Fuß auf kroatischem Boden setzt.



Ein Trugschluss! Die kroatische Festivalkultur hat tatsächlich mehr zu bieten. Bester Beleg: das Dubrovnik Festival in Zagreb. Relativ unbekanntes hat es in den letzten zwölf Jahren am Rande der üblich mediale Ereignisse kroatisches Musik Festival vor sich eine ganz eigene Identität, aber eben auch eine im Rahmen der Big Player konkurrensfähige Professionalität entwickelt. Jetzt, nur noch wenige Monate vor der dritten Ausgabe vom 25. Juni bis 27. Juli gibt es natürlich kein anderes Festival in Europa, das die folgenden Aussagen kategorisch belegen könnten.



Advent in Zagreb was ooit een goed bewaard geheim. Daarin is getuigd verandering gekomen toen het evenement in 2016 werd uitgeroepen tot 'Beste Kerstmarkt van Europa', een titel die het jaar nadien verlengd



Thank you for your attention!



Zagreb

