



PRESS RELEASE

Re-starting tourism amid the pandemic: Croatia an example in Europe

With almost 14 million tourists in 2021, Croatia experienced a successful year reaching 75% of figures of 2019, which was a record year for Croatian tourism. As ECTAA's preferred destination for 2021, the travel agents and tour operators organisation is pleased to have contributed to this success.

Brussels, 7 January 2022. There were 77 percent more arrivals in 2021 than in 2020, whilst overnights were up 55 percent, stated the Croatian National Tourism Board. The most popular destinations were Zagreb (638,000 arrivals), Rovinj (549,000), Dubrovnik (543,000), Split (529,000) and Poreč (431,000). Moreover, Croatia also generated more revenue from foreign tourists during the summer months of 2021 than it ever has in the past.

Obviously the dedicated and quality work of all travel companies in Croatia ensured that the country kept its status of a high-quality, safe and well-prepared destination. In parallel, with the agreement signed last year, ECTAA promoted Croatia among the 70.000 travel agents and tour operators across Europe, highlighting the diversity of travel and tourism products that the country offers, providing visitors with beautiful nature, impressive heritage, fine gastronomy.

Thanks to the preferred destination's ECTAA supported in many ways the CNTB initiatives to position Croatia as an attractive and as a safe tourist destination. Moreover, ECTAA held a successful conference in Zagreb: an occasion for the national delegates of ECTAA to get acquainted with the measures aimed at making the tourist experience both safe and enjoyable at the destination and start prospecting for future activities of travel agents and tour operators in Croatia.

According to Eric Drésin, secretary general of ECTAA, "this success is not a surprise. We have seen a genuine commitment from all the stakeholders to provide the best services to the customers and it paid off. In addition people want today both to travel and to be reassured that they can enjoy a safe journey. Croatia completely understood this new need. The clarity and quality of the information provided lead the path to these exceptional results".

* * *

About ECTAA

ECTAA represents some 70,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For more information, please contact:

Mr Eric Drésin, Secretary General

ECTAA - Group of National Travel Agents' and Tour Operators' Associations within the EU

Rue Dautzenberg 36, B-1050 Brussels - tel: +32 2 644 34 50 / e-mail: edresin@ectaa.eu