

Lodging (Destination) in Croatia

September 2023

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[Lodging \(Destination\) in Croatia - Category analysis](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher costs and rising prices put pressure on lodging operators as the cost of living increases
A huge amount of development on the Adriatic Coast as demand continues to rise

PROSPECTS AND OPPORTUNITIES

Short-term rentals set to outperform hotels as travellers prefer more affordable options
Rising costs ahead as rising prices and inflation push operating costs even higher

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DISCLAIMER

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