



**Euromonitor
International**

Tourism Flows in Croatia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Expanded air connectivity and US demand support inbound growth
Destination promotion strengthens inbound appeal and visitor quality
Purpose-led travel extends demand beyond the summer peak
Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Regional airports expected to support broader tourism growth
Music festivals set to extend tourism beyond the peak season
Rising costs projected to increase focus on quality and value
Chart 1 Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Experiential and sustainable travel trends reshape Croatia's tourism offer
New trails, routes and immersive experiences broaden the offer
Product innovation strengthens season extension and value growth

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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