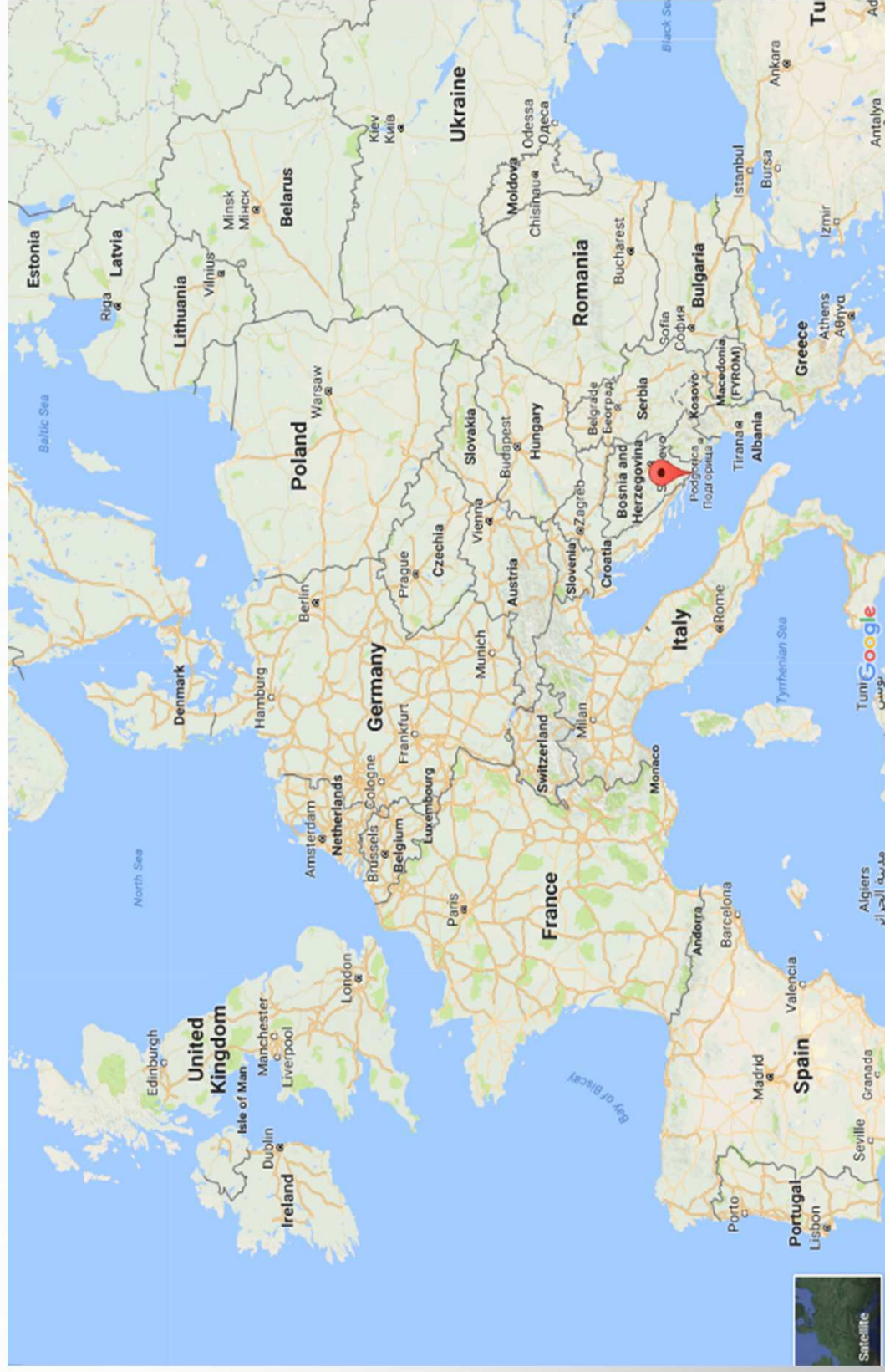


# **City of Dubrovnik Development Agency DURA**

Imola, December 2018



**DURA**  
Razvojna agencija Grada Dubrovnika  
City of Dubrovnik Development Agency



# The City of Dubrovnik

- Tourist-attractive and tourism-oriented location
- UNESCO World Heritage listed city
- Population: 42.615 (2011)
- Arrivals: 1.174.878 (2017)
- Employment in tourism and related industries: 37,6%
- 211 civil servants
- Unemployment: 9,9%
- City budget for 2018.
  - 94.2 mil. Eur



# About DURA

- DURA (City of Dubrovnik Development Agency) is a professional, non-profit organization established by the City of Dubrovnik in 2007;
- Supporting institution aimed towards economic, cultural, social and technological development of the City of Dubrovnik.

## OUR VISION

*To become a leading institution for the development of the City of Dubrovnik that will, in close cooperation with business entities, public sector and other relevant stakeholders, support local development, as well as plan, elaborate and implement social responsible, environmentally sustainable and developmental projects.*



# DURA - EU funded projects



SMILE



ECO-NautiNET



# DURA - Nationally funded projects

Lazareti – kreativna četvrt Dubrovnika





# Dubrovnik - place branding

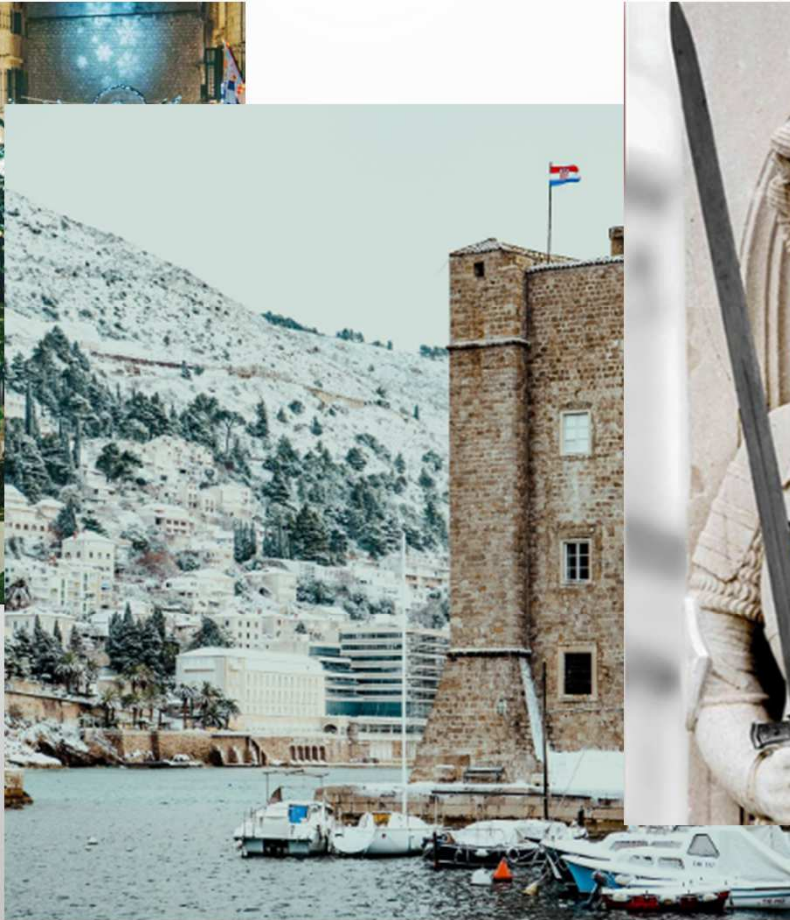
## The City of history and culture - Dubrovnik Summer Festival





# Dubrovnik - place branding

## Winter tourism in Dubrovnik



- 20.633 arrivals in December 2017  
(13% more than in December 2016)  
  
(28% more for New Year celebration)



# Dubrovnik - place branding

## Exquisite gastro-enologic offer





# Dubrovnik - place branding

## Filming in Dubrovnik

**Game of Thrones**



**Robin Hood**



**Borgia**





# Croatia & Dubrovnik - place branding

## Sustainable development in Dubrovnik



# Croatia & Dubrovnik – Respect the City

- Destination suffering overtourism
- 57.6 mil. tourists in 2016
- 2016 10.388 tourists in one moment in Dubrovnik historic centre
- RTC – limiting the number of cruise ships to max of 4.000 at any one time during the day
- A series of measures to be taken to reduce seasonal crowds
- Sustainable tourism and development
- Valorisation of cultural and natural resources
- High quality of life for residents
- Nice experience for all visitors
- Stable profits for the economy and tourist industry
- Empower authenticity of people, business and society





# Croatia & Dubrovnik – Respect the City

- Monitor and limit the number of visitors at cultural heritage hotspots
  - Coordinate and manage traffic and parking places
  - Develop alternative visiting modes and excursion offers
  - The return of forgotten destinations
  - Adventure travel, trying something new
- 
- Integrate smart solutions
  - Smart visiting and transportation
  - Public – private civic partnership
  - The use of IT technology
  - Permanent open space for new cooperation, social innovation and impact business models



# THANK YOU!

[www.dura.hr](http://www.dura.hr)  
avlastic@dura.hr