



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



ECO-NautiNET





DURA - Nationally funded projects

Lazareti – kreativna četvrt Dubrovnika



Pomoćnici u nastavi
u osnovnim školama
Grada Dubrovnika II

ŠKOLSKA GODINA 2016./2017.



www.esf.hr



Projekt je sufinancirala Europska unija iz Europskog socijalnog fonda.



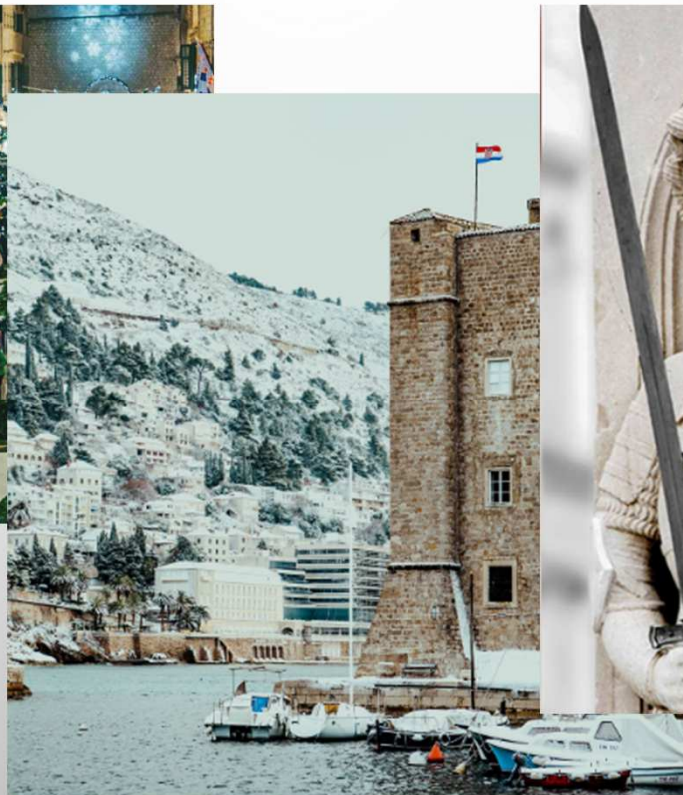
Dubrovnik - place branding

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, businnes 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
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- 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!

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