

Skyrocketing density – good, bad or just a number?

Goran Pavlović
Opatija Tourist Board

15th TOURMIS USERS' WORKSHOP

Vienna, September 13th, 2019

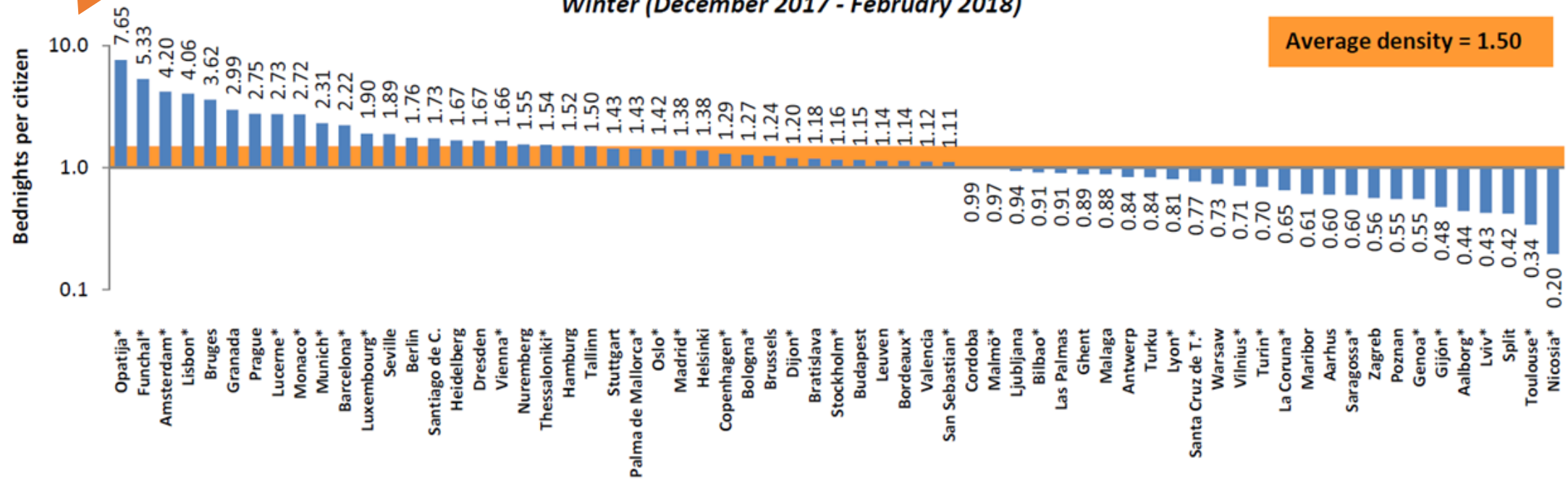


ECM Benchmarking report – Tourism Density

5x

ECM Report Cities' Tourism Density - Total Bednights per Citizen

Winter (December 2017 - February 2018)



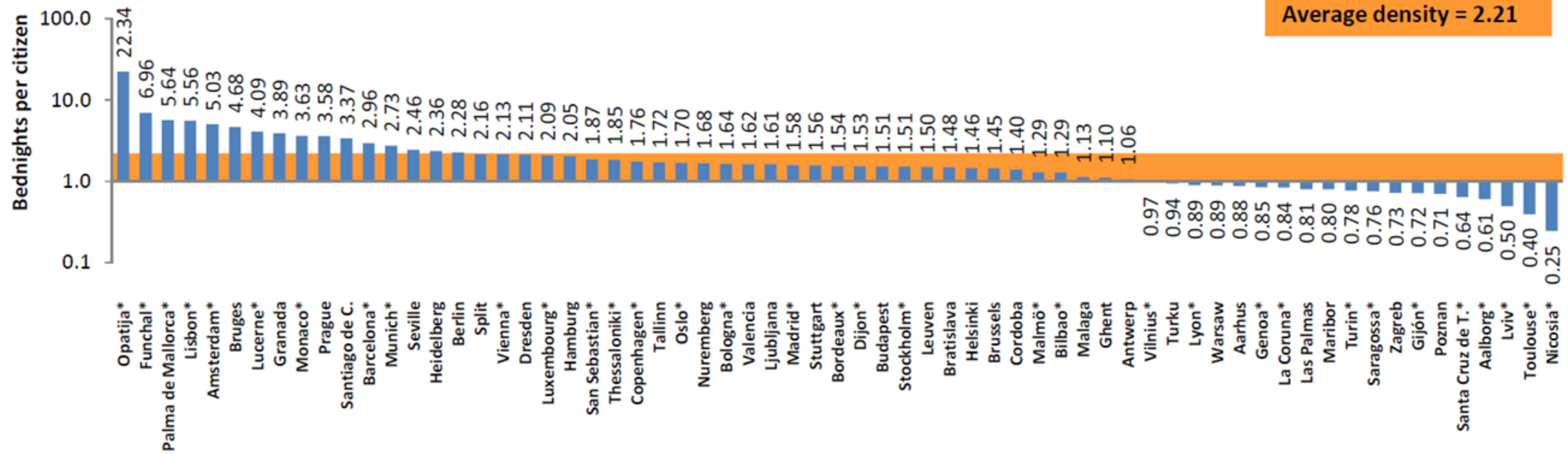
ECM Benchmarking report – Tourism Density

10x

ECM Report Cities' Tourism Density - Total Bednights per Citizen

Spring (March - May 2018)

Average density = 2.21



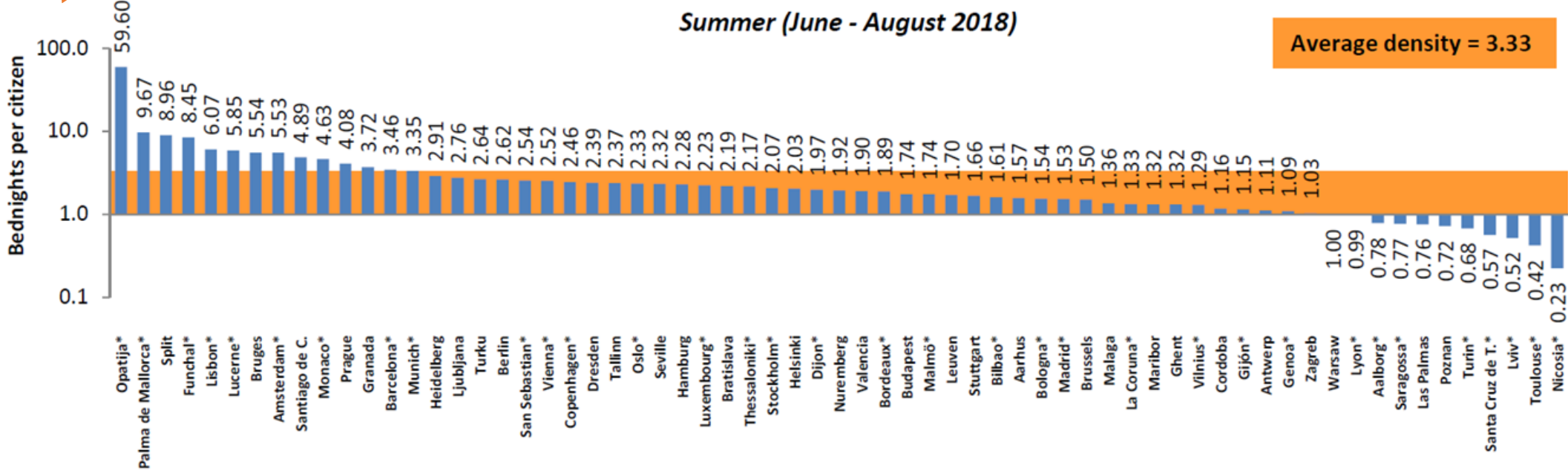
ECM Benchmarking report – Tourism Density

18x

ECM Report Cities' Tourism Density - Total Bednights per Citizen

Summer (June - August 2018)

Average density = 3.33



Content



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 - What we do?

History of Opatija

- **Benedictine Abbey in 15th century**
- **Green field investment of Southern Railroads company in 19th century**

History of Opatija

- **1844 construction of Villa Angiolina**
- **cradle of Croatian tourism**

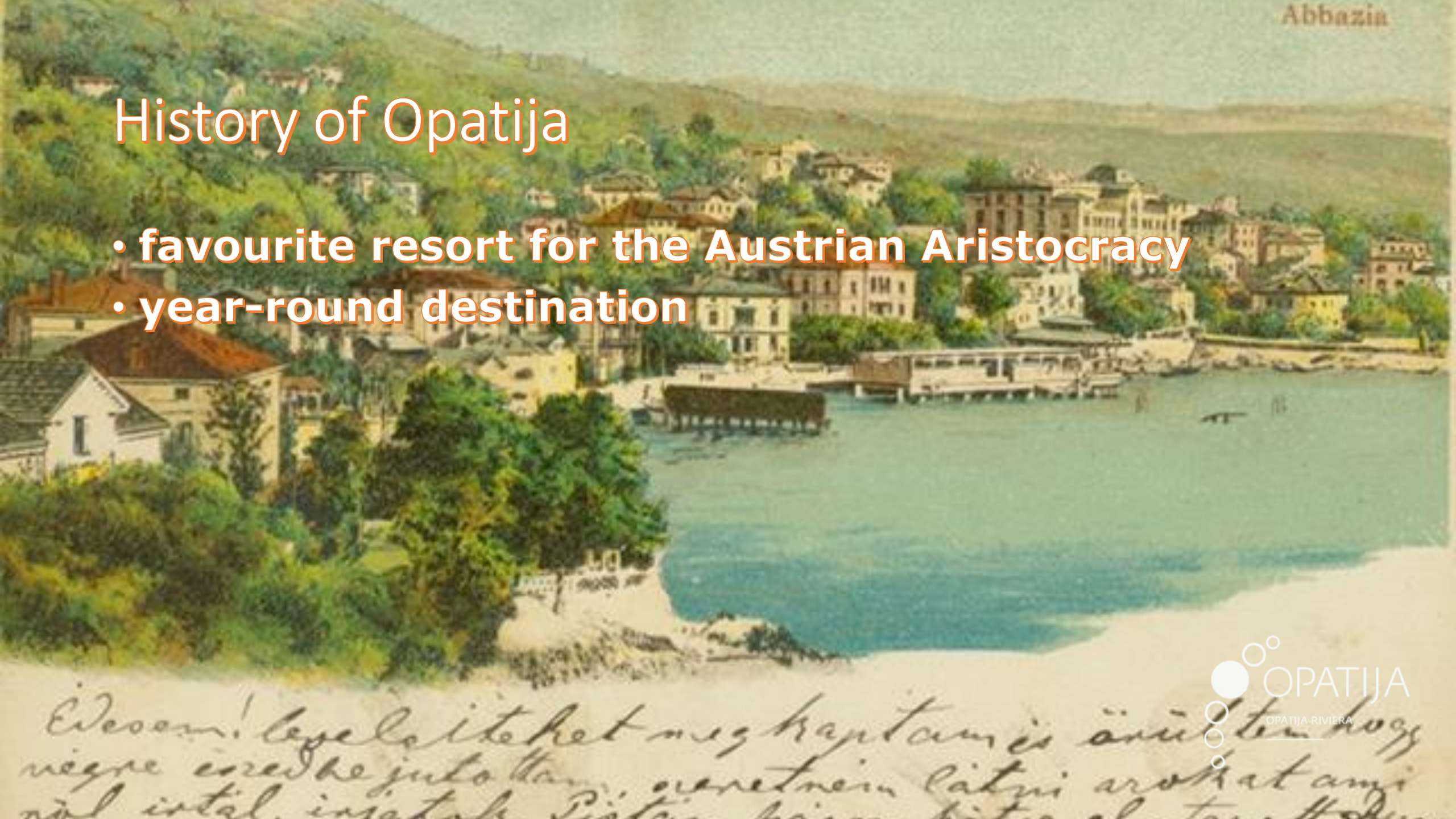


History of Opatija

- **1884 opening of Hotel Kvarner**
- **in 1889 officially proclaimed as winter health resort**

History of Opatija

- favourite resort for the Austrian Aristocracy
- year-round destination



*Edelem! legelő itélet megkaptam is annál ten hogy
négyre ered be jutottam, overetnem látni arókat ami
nál istal, insatok Pieter hárs bita al ten...*

History of Opatija

An aerial photograph of Opatija, Croatia, showing a large, ornate hotel building on the left, a promenade with palm trees in the middle, and a beach with many umbrellas on the right. The text is overlaid on the left side of the image.

After WWII

- construction of new hotels
- music festivals
- moto GP
- casino

Opatija today

- Population: 11.659 (census 2011) – 10.988 (projection 2018, CBS)
- Area: 54 m²



Opatija today

Tourist offer:

- accommodation
- wellness & health
- conventions
- gastronomy
- events
- activities
- excursions

Opatija today

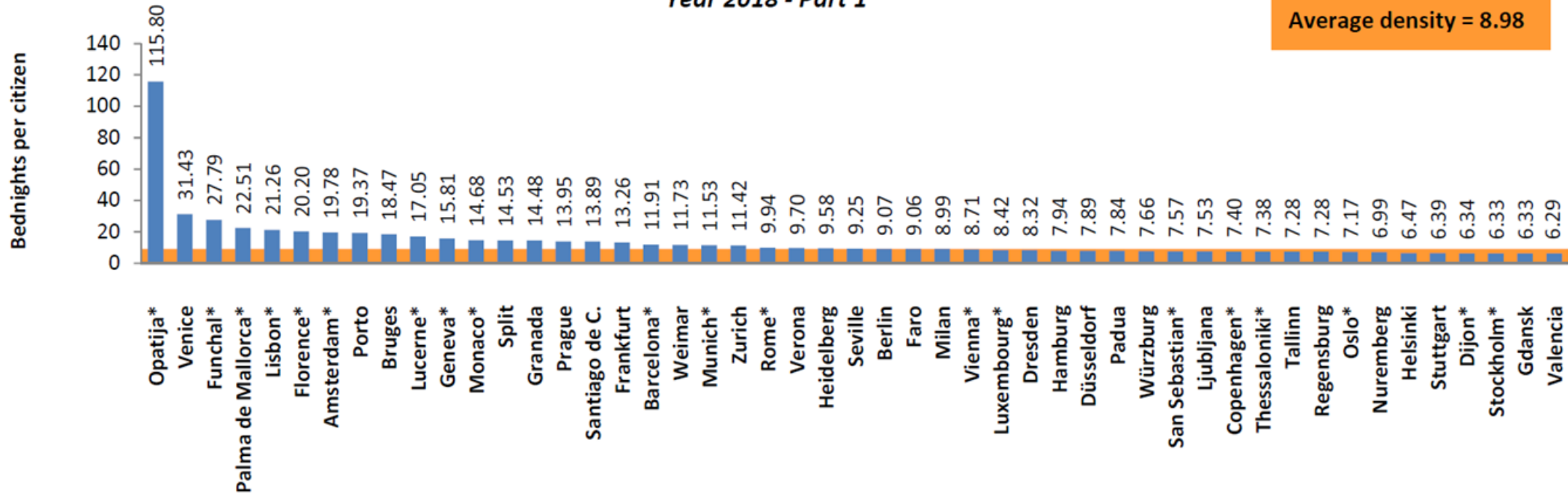
- Accommodation capacity:
- 33 hotels – 2.700 rooms, 5.100 beds
 - 25 4*&5* - 2.100 rooms
 - 4.700+ beds in private accommodation

Tourism Density facts & figures

ECM Report Cities' Tourism Density - Total Bednights per Citizen 2018

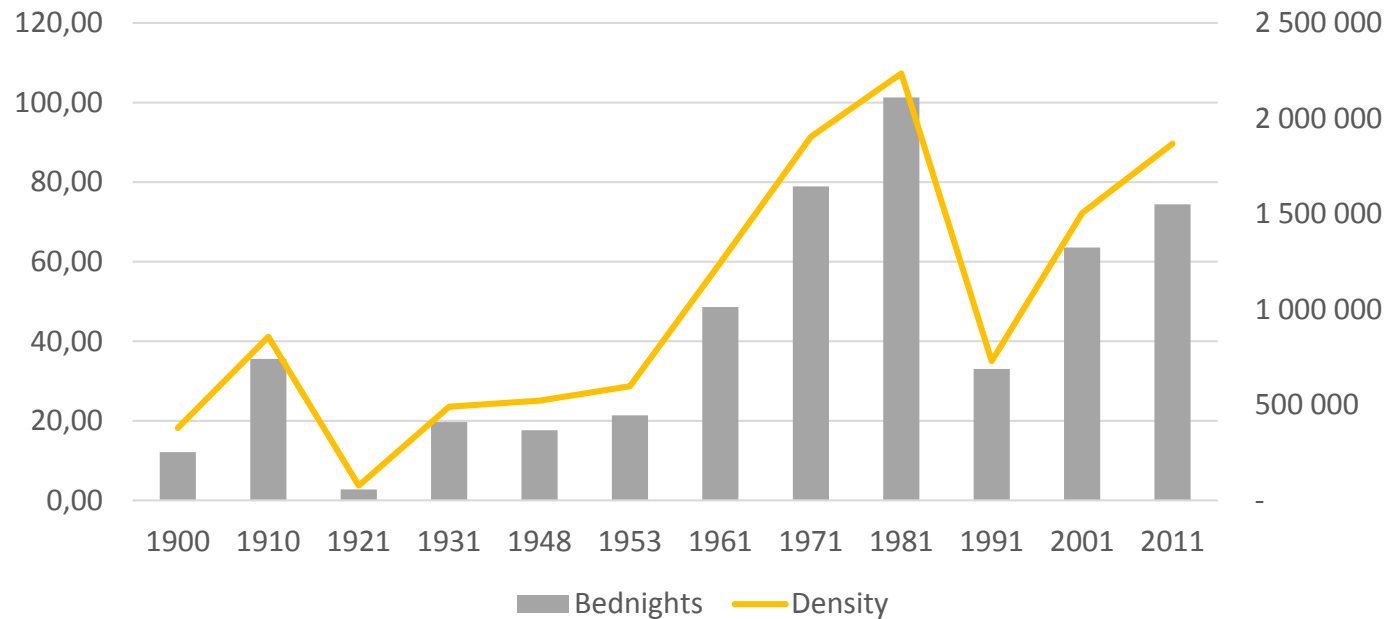
Year 2018 - Part 1

Average density = 8.98



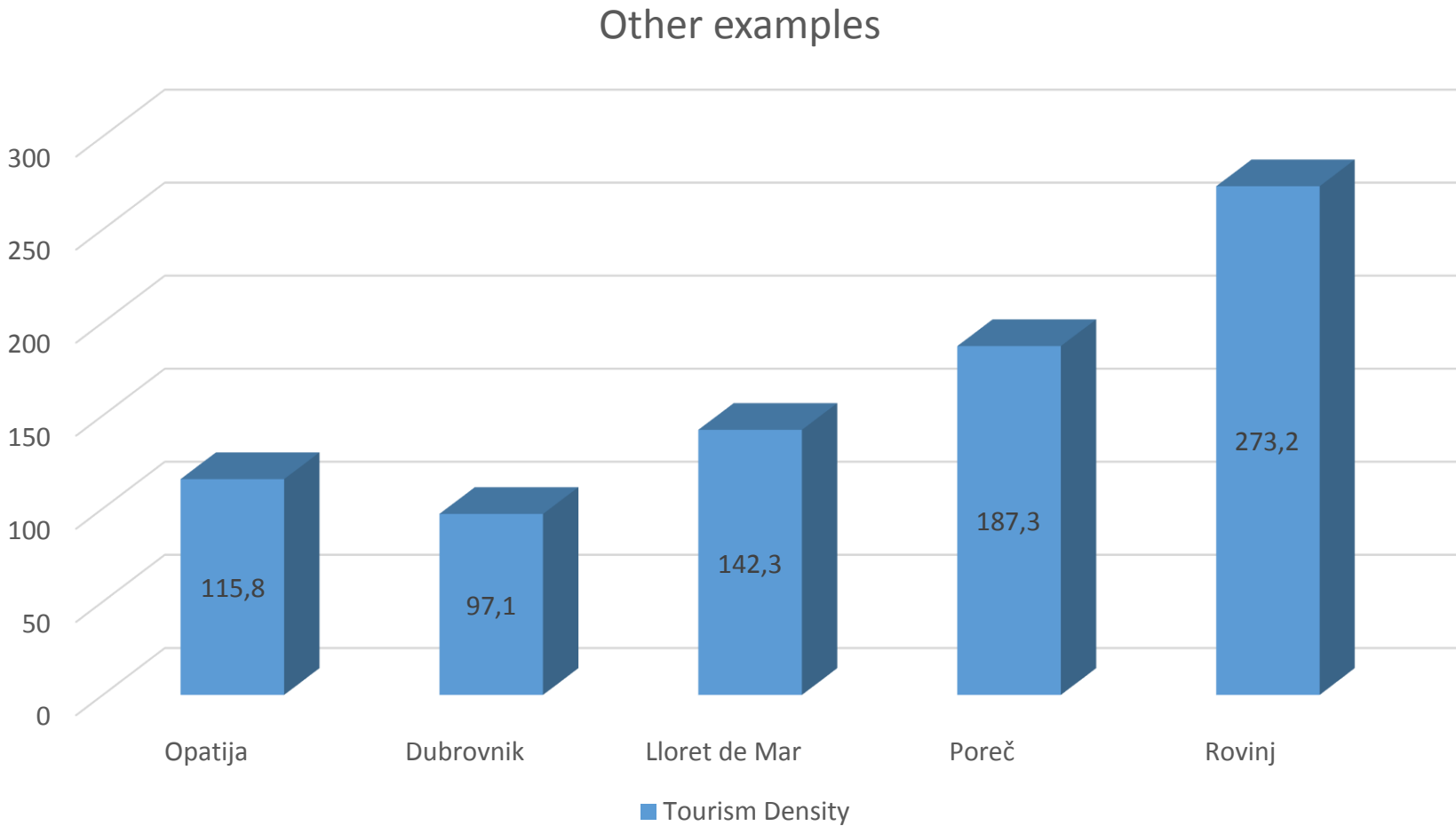
Tourism Density facts & figures

Year	1900	1910	1921	1931	1948	1953	1961	1971	1981	1991	2001	2011
Inhabitants	13.889	18.025	15.279	17.401	14.652	15.507	16.947	17.994	19.663	19.675	18.347	17.295
Bednights	253.000	741.218	57.015	409.807	367.508	445.043	1.012.438	1.644.750	2.110.565	688.656	1.324.569	1.550.817
Density	18,22	41,12	3,73	23,55	25,08	28,70	59,74	91,41	107,34	35,00	72,20	89,67



*Opatija Riviera data

Tourism Density facts & figures



Tourism Density and Citizens

- tourism – main industry
- average number of guests daily: 3.700 guests
- 1/3 of population

Tourism Density and Citizens

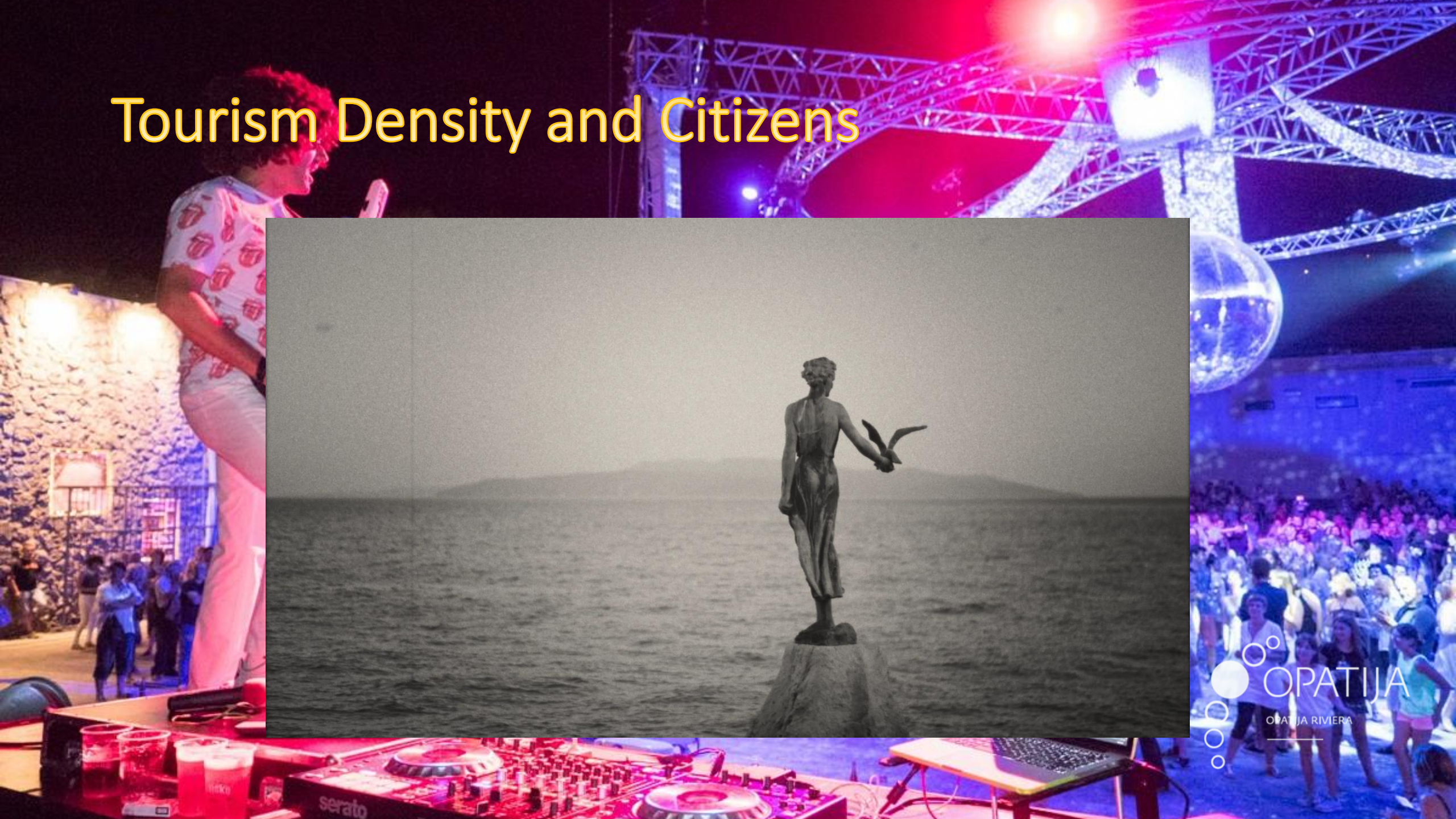
- greater city area
- citizens live for tourism and from tourism

Tourism Density and Citizens



- inclusion in major events

Tourism Density and Citizens



OPATIJA
OPATIJA RIVIERA

Conclusion

- tourism is in the core of Opatija DNA
- high tourism density in our case is not a sign of overtourism
- great to be small city 😊

Thank you for your attention!

www.visitOpatija.com

