

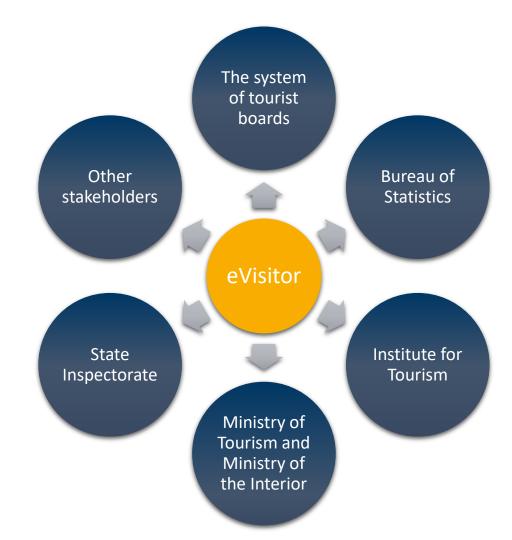
eVisitor - Data Sharing

Igor Borojević
Croatian National Tourist Board

Data Sharing



- The eVisitor platform collaborates (provides data access in various forms) with various institutions:
 - The system of tourist boards (regional & local tourist boards)
 - Ministries, State Inspectorate, Bureau of Statistics, Institute of Tourism, etc.
- Real-time access to the dashboard (24/7) and custom reports (daily or periodical) enabled for different stakeholders.



Data Insights & Analysis

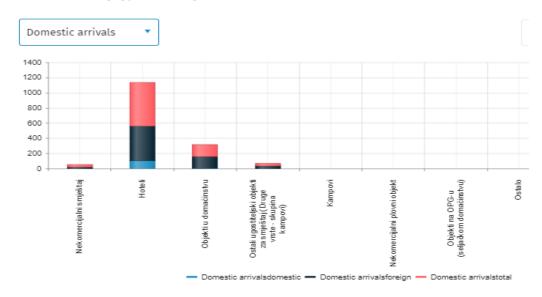


Data insights:

The eVisitor platform provides various reports, helping the different types of stakeholders:

- to monitor and evaluate the changes in accommodation capacity at a national level.
- to evaluate the tourism flows, from different perspectives (accommodation type, nationality, place of stay, demographic characteristics, etc.)
- to improve the decision-making processes, or to measure the success of different actions/measures, etc.

Tourist traffic by type of facility



Tourist tra	mc by	country

Country	▼ Arrivals	▼ overnight stays	Number of tourists	Arrivals ratio	
Slovenija	92	3.813	544	11,68 %	
Njemačka	317	2.770	668	40,23 %	
Hrvatska	120	1.360	292	15,23 %	
Austrija	76	830	238	9,64 %	
Švicarska	78	356	116	9,90 %	
Italija	30	187	44	3,81 %	
Poljska	7	143	21	0,89 %	
Makedonija	0	90	10	0,00 %	
Mađarska	15	89	28	1,90 %	
Ostale azijske zemlje	11	79	13	1,40 %	
Foreign tourists: Domestic tourists: TOTAL:	668 120 788	8.712 1.360 10.072	1.802 292 2.094	84,77 % 15,23 % 100,00 %	
	M				

Data Insights & Analysis



Data insights & analysis from the perspective of the CNTB:

eVisitor is among the most important data sources used by the CNTB for different types of analysis, reports, or research programs:

- for internal purposes (planning, evaluation, research)
- as support to the activities of the external stakeholders
- for the creation of the various reports and analysis, available to the public (www.htz.hr), etc.



Uvodne napomene

Profili tržišta

Informacije o tijeku sezone

S ciljem pružanja podrške u procesu donošenja odluka i strateškog planiranja subjekata javnog i privatnog sektora u turističkom gospodarstvu Hrvatske, HTZ će kontinuirano objavljivati informacije vezane uz tržišna kretanja i trendove, analize postignutih receptivnih rezultata, kao i rezultate programa tržišnih istraživanja vezanih uz različite segmente turističkog prometa ili poslovanja.

Na mjesečnoj osnovi objavljivat će se ažurne "Informacije o tijeku sezone i stanju na emitivnim tržištima", dok će se na periodičkoj osnovi objavljivati i ažurirati različita izvješća i analize tržišta te turističke ponude i potražnje.

Sukcesivno će se proširivati i ažurirati baza izvješća/analiza vezanih uz tržišne profile svih za Hrvatsku značajnih emitivnih tržišta, kao i baza tematskih infografika, kao i relevantne poslovne informacije s područja turizma.

