



# eVisitor – Data Sharing

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Croatian National Tourist Board

- 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.

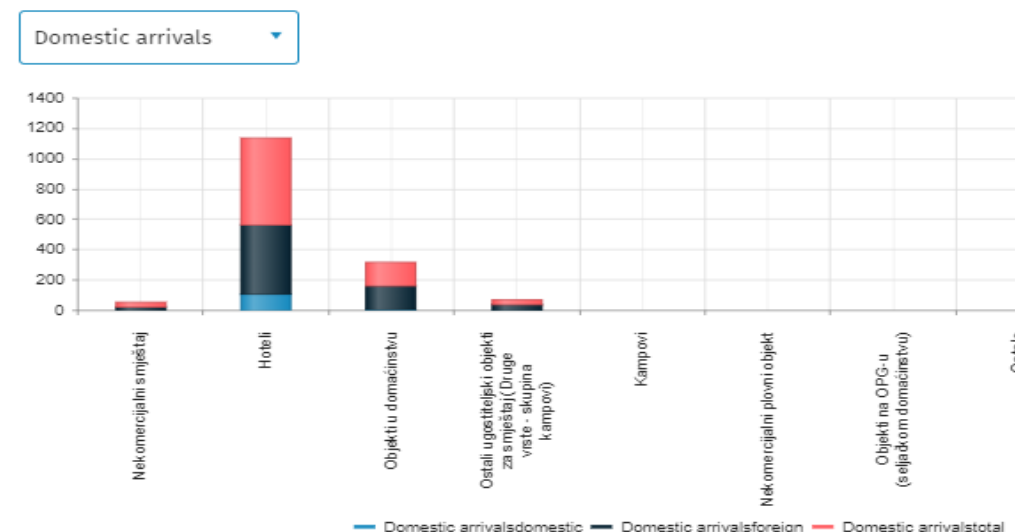


## Data insights:

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 traffic 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:	668	8.712	1.802	84,77 %
Domestic tourists:	120	1.360	292	15,23 %
TOTAL:	788	10.072	2.094	100,00 %

# 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](http://www.htz.hr)), etc.





# THANK YOU



Photos by: Zoran Jelača, Luka Esenko

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