



# ADRIATIC

YOUR REGIONAL DESTINATION SPECIALIST



## Who are we?

Born out of 25 years of experience in the travel industry in this region, our company has grown from a travel agency to a leading regional DMC.





# Dubrovnik 'Pearl of the Adriatic'







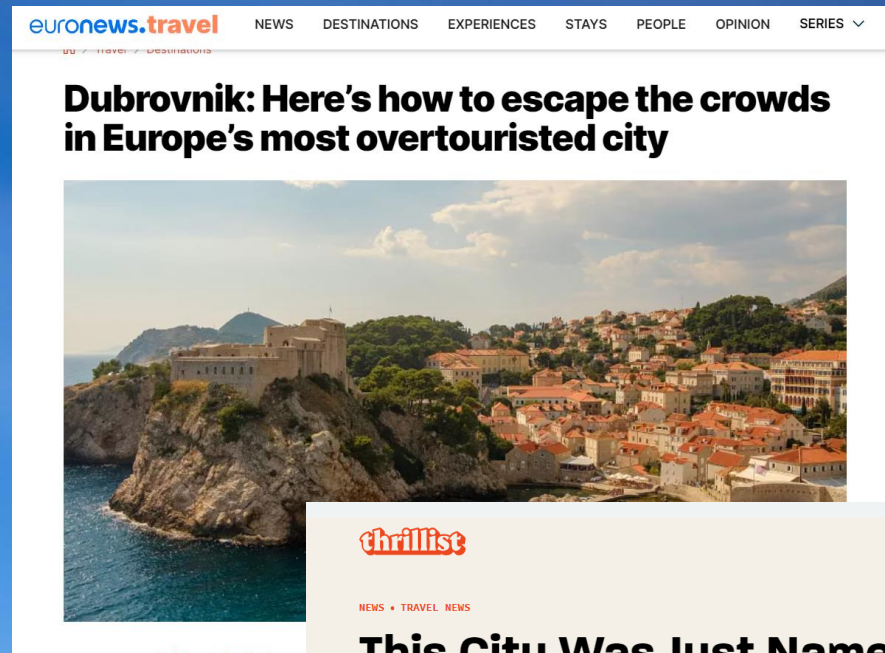
TRAVEL **The New York Times** SUBSCRIBE FOR €0.50/WEEK

(DON'T) JOIN THE CROWD

## Six Ways to Find a Little Elbow Room in Dubrovnik

Visitors can get through the stone gates of this medieval city and meander through its cobbled streets without logjams, even in the high season. They can also get far from fellow travelers with easy jaunts to nearby islands.

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thrillist

NEWS • TRAVEL NEWS

## This City Was Just Named the Most Overcrowded Tourist Spot in Europe

HBO hit show "Game of Thrones" is partially to blame.

By Serena Tara

Published on 6/6/2023 at 4:55 PM

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# Painting by Numbers

## Croatia

- Population of 4.02 million
- 18.9 million tourists in 2022

## Dubrovnik

- Population of 41,000
- 1.03 million tourists in 2022



## Challenges

1. Lack of education/awareness
2. Not enough resources to dedicate to projects
3. Regulation that isn't enforced or doesn't exist.





Three men in business suits are standing in front of a light-colored wall. The man on the left is wearing a dark suit and a light blue shirt. The man in the center is wearing a dark suit and a light blue shirt, and he is smiling. The man on the right is wearing a dark suit and a light blue shirt. A blue semi-transparent box is overlaid on the left side of the image, containing text.

## Boardroom Buy-In

With support from the executive team, companies can do more than meet regulatory requirements in sustainability.



# Insulated Water Bottles

- Keep liquids cool
- Easy to refill
- Lightweight.





## Cotton Reusable Bags

- Foldable and fit into a handbag
- Washable
- Perfect size for documents.

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# EU-Funded Shore Excursion Sustainability Training

Excursion sustainability training  
Dubrovnik

Naut Kusters, June 2, 2023



Co-funded by the ERDF programme  
of the European Union



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# Future workforce

Vukovar Tour Guide Training

Recognising the need to invest in communities to secure a destination's viability long term.



# Outcomes

- Decreased negative impact on the environment
- Corporate culture of responsibility
- Upskilled workforce
- Reputation as a top employer.



# THANK YOU

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