



European Union
European Regional
Development Fund

Lessons learned from SHARE case studies: ŠIBENIK, CROATIA

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SHARE – IN ŠIBENIK



2 UNESCO WORLD HERITAGE CITES
2 NATIONAL PARKS
4 FOTRESS
CITY OF FESTIVALS

SHARE IN ŠIBENIK



SHARE – IN ŠIBENIK



Rich cultural heritage

Growing number of tourists

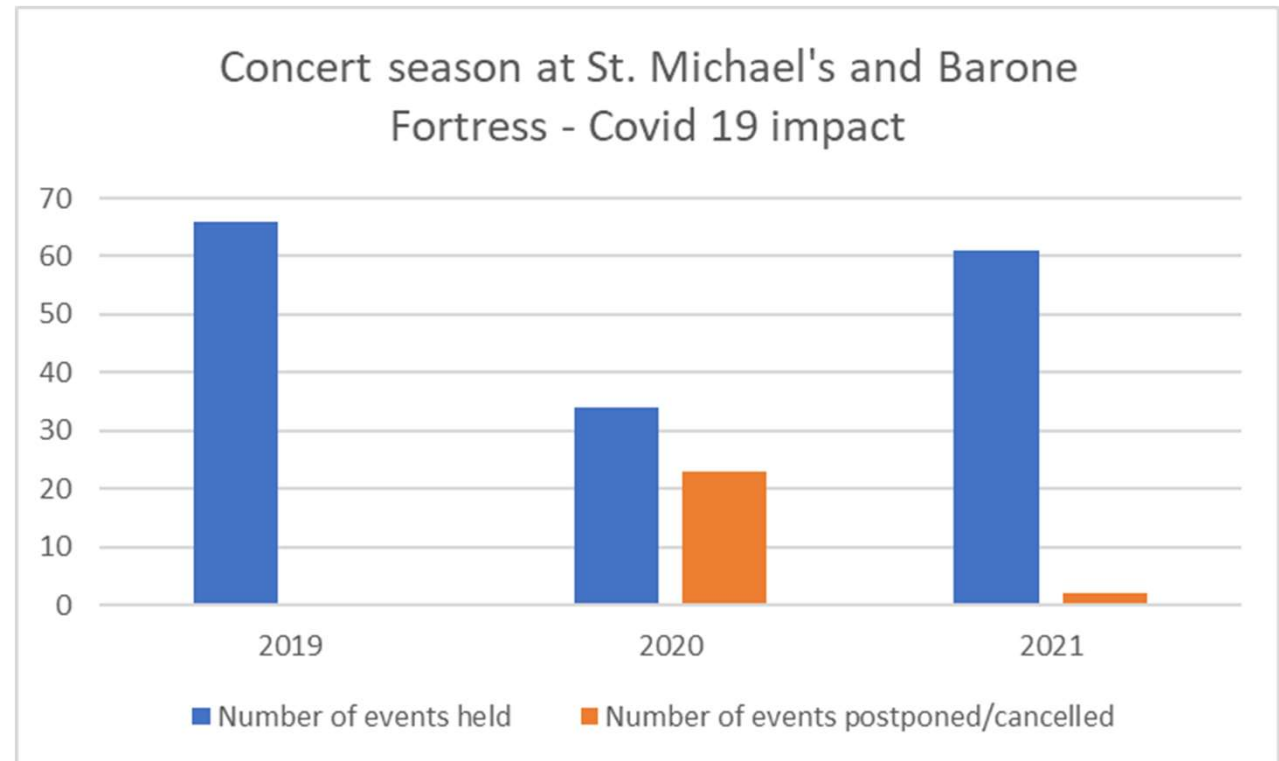
Depopulation in city core

Lack of strategic documents

High seasonality

Apartmentisation

Šibenik FESTIVALS – COVID 19



General evaluation

2020

- BIG FALL
- budget cuts, cancellations of events, lock-downs, work from home and social distancing
- Šibenik ended 2020. with circa 35% of tourism results from 2019.

2021

- Recovery beyond expectations
- negative Covid-19 test or passport
- Same number of events fewer visitors

2022

- On the old new level
- Almost normal
- Change in the structure of guests and performers

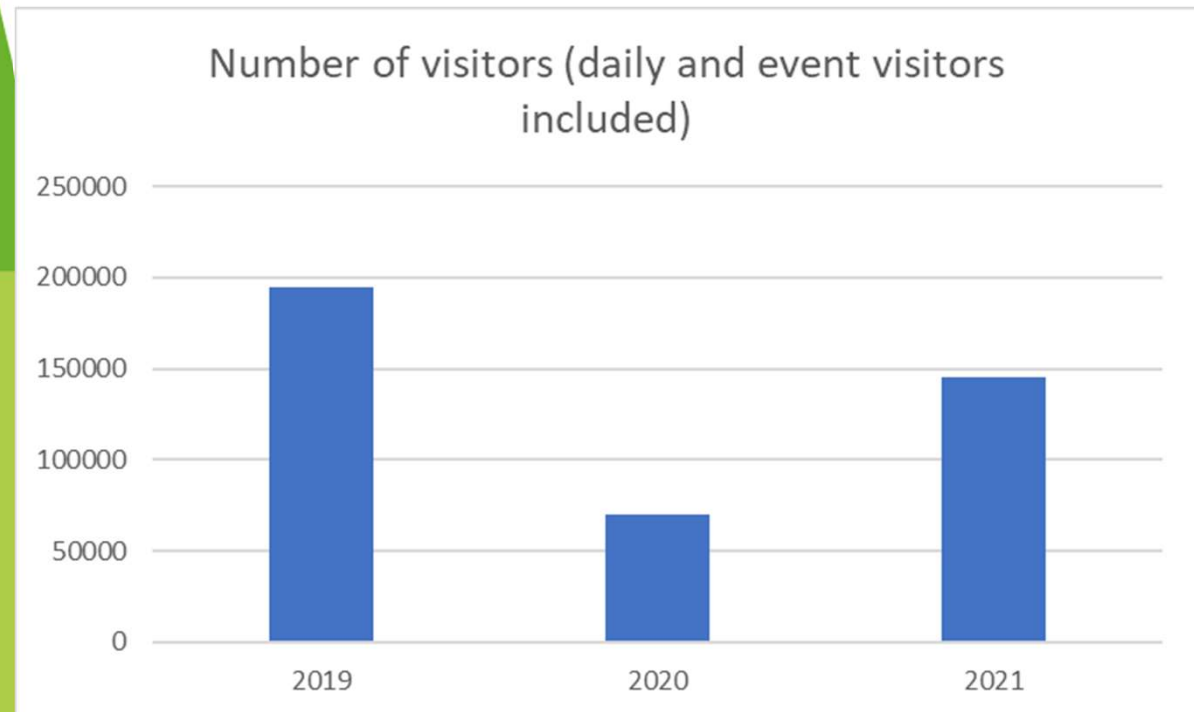
PUBLIC CULTURAL INSTITUTION FORTRESS OF CULTURE ŠIBENIK

- **Flexibility**



Covid 19 impact

In 2022 we are back!



PUBLIC INSTITUTION - NATURE

- Online campaign „Take a walk with us”



PUBLIC INSTITUTION - NATURE

The number of visitors was diminished by 66% regarding the 2019.

The number of visitors 2021 was diminished by cca. 15 % regarding the 2019 and augmented by 154% regarding the 2020.

The online campaign is held in 2020. and in 2021. named "Take a walk with us". It is the project that promotes the natural and cultural beauties of the Šibenik-Knin County, concept of walking through the videos and storytelling. Collaborators on the project are key stakeholders in our destination: Šibenik Tourist Board, Šibenik-Knin Tourist Bord, Vodice Tourist Board, Krka National Park, Kornati National Park, Šibenik Fortress of Culture. So it got the prestigious European Excellence Award in the category of the best marketing online campaign from Southeast Europe

ŠIBENIK TOURIST BOARD & GUIDE ASSOCIATION

- **Smaller groups**
- **Outdoor stays**
- **Seasonality, no matter covid crisis. From start of Covid problems,**
- **Traveller right now more focus on private accommodation (outside of big, crowded resorts), boats and rural accommodation.**



Questions and conclusions

How to make profit and at the same time preserve natural and cultural heritage?

Even stronger seasonality

EU market dominates, Asian market collapsed

More local and regional performers

Outdoor festivals – advantage?

Reduction instead of cancellation

Digitalization

Flexibility instead of specialization

What we learned? - Resilience

Thank you!

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More information

<https://projects2014-2020.interregeurope.eu/share/>

