Croatian National Tourist Board

Digital nomads:
Remote work – combining work and long-stay travel; year-round tourism and off-season guests
How did we start?
What prompted Croatia to aim to become a digital nomad friendly destination?
What have we learned over the past two years?
What have we achieved?
What do we anticipate in the upcoming period?
Will this niche help the development of year-round tourism in connection to remote work? A case study of a non-coastal region working on this (Central Istria)
How did we start? & What prompted Croatia to aim to become a digital nomad friendly destination?

A trend was emerging even prior to the pandemic – but an open letter to the Prime Minister helped jumpstart the process.

Multiple Ministries were involved, while the project was led by the Ministry of the Interior.

Multiple laws changed to ensure that Croatia could attract remote workers from outside of the EU/EEA.

All together this enabled us to easily promote the destination to a growing population of remote workers.

Allowing non EU/EEA nationals to apply for a stay permit, w/o Croatian tax obligations for up to 12 months – amongst other benefits.

Our first promotional campaign started in Q1 2021.

Benefits

- Spend up to 12 months living and working in Croatia
- Communicate easily – English is widely spoken
- Excellent internet speed and connectivity across most urban areas, with excellent mobile connectivity throughout the country
- Friendly people and great hospitality
- A Nature lovers paradise
- Centrally located and well connected to other European hubs
- High-quality healthcare available
What have we learned over the past two years?

Over 1500 applications were received to-date? What have we learned?

- Changing the laws and promotion has just scratched the surface.
- Limited budgets require more creative solutions to grow this area.
- Do we really understand the needs of the digital nomad?
What have we achieved?

Croatia was one of the first European countries to implement a Digital Nomad Stay Permit (a.k.a. Digital Nomad Visa – a misnomer)

The Croatian National Tourist Board and the Ministry of Tourism and Sports cannot promote this alone

Partnering with digital nomads and DNA Croatia has proven worthwhile

Supporting local and regional tourist boards in developing their offer for digital nomads is important

Some regions are more receptive to digital nomads and naturally attract them, while others are starting from scratch
Croatia’s image as a favourite digital nomad destination is on the rise

According to NomadList – Croatia is the most liked country in the world among digital nomads!

We anticipate:
More destinations in Croatia choosing to develop products and services to cater to digital nomads
Will this niche help the development of year-round tourism in connection to remote work? A case study of a non-coastal region working on this (Central Istria)

Some topics covered and discussed during the DN-I-R:
- Intentional Nomadism
- Accommodating Nomads
- Nomads in Rural/Regional Areas + Off-Season Appeal
  - Workations
  - Etc.
Thank you!

Luci Jerković – Head of Global PR at the Croatian National Tourist Board