

Case Study: Zadar

A historic old town of the Croatian Adriatic

The ancient capital of Dalmatia is combining ancient and medieval heritage with a bustling and vibrant life scene. Almost entirely surrounded by the warm waters of the Adriatic, Zadar is full of rich architecture and offers some of the best sailing around its archipelago and along the western coast of Croatia's Dalmatia region.

When partnering up with ArrivalGuides in 2014, Zadar got an opportunity to publish their destination information in ArrivalGuides' global network. Using updated information, high-definition videos and amazing pictures, they made an exciting city guide. The results were better than expected: from average two visitors per hour to twelve. By the end of the year, Zadar guide was the second most viewed in the whole Croatia.



"I enjoy the satisfaction of promoting and supporting our destination because I truly believe in its ever-growing potential and its quality offer. When it comes to working on ArrivalGuides as an administrator and managing its contents, I find it very user-friendly due to an efficient and prompt customer service. The flexibility to update the contents gives me the freedom and spontaneity to work on the guide when and where ever I want. There is nothing more rewarding than to see the growing statistics showing significantly more interest in Zadar as a destination" said Morana Cipek from Zadar Tourist Board.

With their information up on Google travel apps, flight companies and even on television, ArrivalGuides works towards growing their distribution network even further and give partners such as Zadar a change to be a successful tourism destination .