



***Dubrovnik Tops UK Travel Charts Once Again: Over 73,000 Brits Welcomed in 2025 as City Unveils World-Class Summer and Autumn Events Line-up***

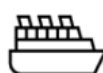
***From Jazz Festivals to Foodie Feasts – Croatia’s Crown Jewel proves it is more than a summer fling for British Travellers***

London, 3 July 2025 – From 1 January to date, Dubrovnik has welcomed 73,794 UK visitors, and generated 316,181 overnight stays, confirming the city’s continued popularity among British travellers. While tourism numbers are growing steadily, Dubrovnik remains firmly committed to responsible and sustainable tourism practices, ensuring the preservation of its unique cultural heritage and the wellbeing of its residents.

**Sustainability at the Heart of Growth**

Despite increased visitor numbers, Dubrovnik has been internationally recognised as a model for sustainable destination management. The city continues to implement its [Respect the City](#) initiative, supported by a suite of Smart City tools including the Dubrovnik Pass, BUS Web Shop, and real-time visitor counters.

Cruise tourism is now regulated through stricter disembarkation limits, and traffic management measures have been enhanced to ease pressure on the Old City. As of 1 June 2025, vehicle access in the protected city zone is controlled via a newly implemented camera system, software platform, and BUS+ digital system, supported by the Pobrežje Park & Ride scheme.





*Miro Drašković, Director of the Dubrovnik Tourist Board*



*Dubrovnik, Credit: Julien Duval*

Miro Drašković, Director of the Dubrovnik Tourist Board, underlined sustainable developments in the most popular Croatian destination for the UK travellers: “Dubrovnik in 2025 continues to grow as a year-round, responsible destination. We’re proud of our progress in sustainability, smart solutions, and meaningful collaboration with our local community. Our goal is to provide every visitor with an exceptional and authentic experience while protecting the city’s identity and preserving quality of life for residents. We’re also focused on encouraging longer stays, allowing guests to truly immerse themselves in the rich cultural, gastronomic and natural offerings of Dubrovnik.”

#### **Great Value for Visitors**

Dubrovnik continues to offer strong value for money. The Dubrovnik Pass, a digital city card, provides access to the city’s major attractions — including the UNESCO-protected City Walls, museums, and galleries — as well as free public transport during its validity. Over 50 local partners, including restaurants, tour providers, and experience operators, offer exclusive discounts to Pass holders.

In 2024, the Dubrovnik Pass was used by 453,921 visitors, generating over €16.6 million in revenue — funds that are reinvested into heritage protection, cultural programming and community projects. This model enhances visitor experience while reinforcing local sustainability. Travelling outside of peak summer months is also more affordable, with lower accommodation rates and a rich calendar of events, allowing visitors to experience authentic Dubrovnik at exceptional value.



## Autumn 2025 – Culture, Cuisine and Community

This year, Dubrovnik offers a packed late summer and autumn programme that celebrates local culture, cuisine, and creativity:

[Good Food Festival](#) (6–19 October): A regional culinary highlight, featuring street food, wine tastings, chef demos and the lively “FOODravanje” nights at Lazareti.

The Dubrovnik Symphony Orchestra (DSO), celebrating 100th anniversary this year, offers a high-quality programme to Dubrovnik visitors including [Dubrovnik Musical Autumn](#).

[Folklore Evenings & Klapa Serenades](#): Weekly cultural concerts by traditional ensembles (Lindŏ, Osojnik) and vocal groups (Kaše, Ragusa, Amfora).

[Ponta Lopud Book Bridge Festival](#) (18–20 September): Celebrating literature and art on the idyllic island of Lopud.

## Active Tourism Highlights:

[DU Motion](#) & [Dubrovnik Spartan Trail](#) (24–26 October)

[Earth, Sea & Fire Triathlon](#) (26 October)

[Lumiart](#) – Festival of Light (7–9 November)

[Jazz Outbreak](#) (7–9 November): A celebration of top international jazz talent.

-End-

## About Dubrovnik Tourist Board

Dubrovnik Tourist Board Dubrovnik Tourist Board is a non-profit organization, a DMO responsible for the promotion of Dubrovnik as a tourist destination worldwide. As a museum city and at the same time a live stage, it represents the perfect harmony between the past and the present. Dubrovnik is surrounded by 1940 meters of unique medieval ramparts preserved in their original form and open to visitors as the city's flagship attraction. Protected by UNESCO World Heritage Site status since 1979, Dubrovnik can boast one of the first such listings



in Croatia. Its rich history, geographic location, mild climate, traditional hospitality, and excellence in tourism make Dubrovnik a recognized high-quality product in the tourism markets world-wide.

### About AVIAREPS

AVIAREPS is the world's leading international sales, marketing and communications company for travel and lifestyle brands. Since the company's founding in Germany in 1994, its talented team of local travel experts has helped more than 250 clients grow their business around the world. The AVIAREPS global network now spans 71 owned offices in 69 countries and on six continents. For more information about how our local expertise and global reach can help your business grow around the world, please visit [www.aviareps.com](http://www.aviareps.com).

For high-resolution images, logos and more information about Dubrovnik please contact Ivana Shiell, PR Manager: [IShiell@aviareps.com](mailto:IShiell@aviareps.com)

PRESS RELEASE

