

# Hvar

## Market

Named one of the most beautiful islands in the world, Hvar experiences its beauty as a comparative advantage on the tourist market. Having collected the impressions of visitors for years, it got this title from expert circles.

Hvar displays the quality of its brand on the market as a part of the natural Mediterranean tradition and a place that has a lot of experience in holidaymaking. The traditions of Hvar catering and tourism, which have been woven into the Hvar brand, have enabled the emitting markets to remain the traditional visitors of the town and of the island. They know its competitive advantages as well as the specificities that are offered here, which reduce the risks of the tourists when choosing ideal destinations for their holidays.

The target groups include young people who recognise the double life that the town and the island leads: in the day, it is relaxed and aimed at enjoying the sun and the sea, as well as at taking in the rich cultural and architectural tradition that the town offers; and in the rich night life the town turns into a large dance podium.

When asked in questionnaires, one of the most important reasons why tourists say they return to Hvar is because of the many hidden coves on the island and on the Pakleni

Islands, which gives them a sense of exclusive Robinson tourism in one of the most popular and most visited tourist destinations in the region. Our advantage in this type of tourism is recognised by many world famous people, the world business elite, and families who are not disturbed by the full tourist capacity during the summer period. The ecological focus on local agricultural products such as lavender oil is part of this offer.

All the same, the Hvar market needs to promote its winter offer, which is how Hvar became a tourist destination 139 years ago.

## Achievements

Hvar is an area that has a large investment in its brand. The basic priorities of the large investment in tourist capacity need to be that of viability, which will allow it to maintain all of the brand's quality. All the investors in additional amenities in the town and the island have this vision of the future. It is expected that alongside this



approach, there will be a continuation of the tradition of winning important tourist awards every year. Also, local authorities should have better control over resources, which will instil the belief that the value of the brand will only grow through the joint effort of all of those who live from tourism and related

activities. The renovation of the oldest public theatre in Europe is in full swing and one of the largest projects of this type in Croatia.

## History

The richness of Hvar's history has resulted in the aforementioned comparative advantages. Numerous historical events have contributed to this, among

which the most important is the nautical position of the Hvar port, which in the past made it one of the most rich island communities in the Adriatic. Also, Hvar was witness to the most significant folk uprisings against nobility in 1510 in Europe.

It entered a new era when in 1868 a group of distinguished inhabitants of Hvar founded a professional tourist association under the title of "Hygienic Association of Hvar". Their aim was to promote and develop the catering offer in the town. This is the year that is taken to be the beginning of organised tourism in Hvar.

## Product

Hvar is a popular destination for elite tourism, Mediterranean traditions, hidden coves, nightlife, local and good-quality ecological products and food. It is also a memorial to the worthy hands of its inhabitants through the century. It induces a feeling of great preference and loyalty in its visitors.

The features that attract the wider public are shared. Hvar is a destination that has the largest number of sunshine hours in Europe. The numerous bays of this rich island and of the nearby islands guarantee relaxation, solitariness and undisturbed enjoyment in the sun and sea during the height of the season. Hvar is a town with a rich cultural tradition and the oldest public theatre in Europe.

## Recent developments

The start of organised tourism in Hvar in 1868, according to historical data, was a milestone in the development of contemporary European tourism. This was the first time that hospitality was spoken about on the basis of public concern, support, and supervision, and



similar associations in Europe in this period did not exist. Tourism at this time was based on the climatic research by two inhabitants of Hvar, Grgur Bučić and Fra Bonagraco Maroević, who demonstrated the excellent properties of the Hvar climate for the healing of respiratory organs.

Unlike other Mediterranean countries, where modern tourism was developed on the basis of historical heritage, Hvar's plan for tourism was based on its gentle Mediterranean climate that is today the main reason for the majority of visits by tourists. As well as the professional direction of this project, professional even by the most modern standards, and the whole hearted financial support of the then Austrian Empress Elizabeth, Hvar in the 20th century opened its doors to tourists in the curative hotel of Queen Elizabeth that was built on the foundations of the Prince's palace - today's Hotel Palace. The people of Hvar started a direct tourist initiative as much in Hvar as on Hvar - which resulted in the building of new hotels, the creation of promotional materials, the grooming of areas, and the improvement of ship connections, forestry, the foundation of associations for tidying up the town, the bringing in of council decisions about peace and quiet.

Between the two world wars the hotel capacity and other amenities enlarged, which in turn widened the tourism industry and number of employees. The arrival of an ever increasing number of guests from various social strata for health-winter tourism expanded to swimming-summer tourism.

In 1930 Hvar had 4 hotels, and 44 registered persons who rented accommodation, which made a total of 30,000 nights. The personal investment of Dr Joseph Avelini and the huge effort of the local community ensured the development of tourism services and offers as well as the huge promotion of Hvar. At this time, the town swimming area was built; during this period it was said to be the most beautiful in the Adriatic.

After the Second World War tourism in Hvar and Croatia became a state concern that opened the way for workers holidays and their families. At the end of the fifties in the last century, and the opening of the tourism market towards the west, tourism in Hvar got another approach with the founding of the Hvar Hotel Company which managed three hotels. This was a successful return for Hvar onto the tourist



scene, and the improved conditions in the following years were the preconditions for the huge expansion of tourism that resulted in massive summer recreational tourism.

Hvar then became a well known European tourist destination and also experienced a blossoming of private initiatives - cultural events, private renters, restaurants, boats, cafes, sales of souvenirs and jewellery, independent artists as well as other tourist related activities.

This was the image of Hvar when democratic changes arrived in our country at the end of the 1980s, as well as during the later aggression on Croatia and the Homeland War when Hvar was host to many exiles and their families. In this time, which was difficult for the entire country, the citizens of Hvar suspended all tourist activities.

After the cessation of war events, a variety of promotional activities were hurriedly carried out throughout the world and this resulted in a gradual return of guests. They hastily grasped contemporary academic discourses that had in the meantime greatly advanced.

In relation to other areas, Hvar has more quickly

returned to the pre-war number of visitors. Hvar has become an "in" destination for young tourists in Europe so that their numbers have stimulated a new wave of private accommodation.

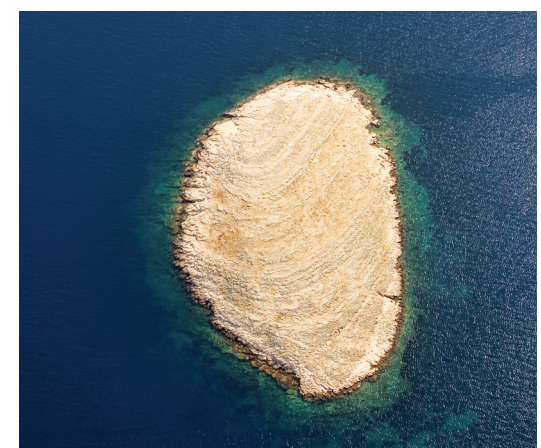
### Promotion

By using expert knowledge and good marketing traditions, Hvar wants to ensure its place in the hearts of those who have been its guests and those who will be its guests, by maintaining its presence on its traditional markets through holding events in those places from where the largest numbers of guests come.

### Valuable brands

Valuable brands are: long tradition of tourism and hospitality, a world destination for young people, a popular destination for the business elite, ecological products, hidden coves, Mediterranean values, rich history and tradition.

**[www.tzhvar.hr](http://www.tzhvar.hr)**



### THINGS YOU DIDN'T KNOW ABOUT...

#### Hvar

- According to the selection made by the Traveller Magazine, Hvar was chosen as one of the ten most beautiful islands in the world.
- The oldest public theatre in Europe is on Hvar.
- Hvar is one of the places with the largest number of sunshine hours in Europe.