

Dubrovnik Tourist Board

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Turistička zajednica
grada Dubrovnika
Dubrovnik
Tourist Board

DUBROVNIK

History is alive in every part of this city – as a museum city and at the same time a live stage, it represents the perfect harmony between the past and the present. Every nook and cranny of this Pearl of the Adriatic, as it is known, hides a treasure. The Old City of 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 international tourism markets. Dubrovnik is Croatia's undisputed convention center with more conventions, congresses, and corporate incentive programs and better figures in this segment of tourism than any other location in the country. The city is a destination of culture, as witnessed by its many festivals, prestigious art happenings, major open-air events, excellent artists and athletes, and, last but not least, its architectural treasures.

Come to Dubrovnik, a City for all seasons!

During the winter, under the rays of the glorious sun, the cold northern wind blows, and even the wet sirocco, however, Dubrovnik provides its visitors with unforgettable emotions and pleasure. Throughout the winter months you can enjoy a truly tranquil and relaxing city, away from the summer crowds, lose yourself in the cobbled backstreets and soak up this historic gem at your own pace and make every moment count. Dubrovnik is a city for all seasons.

Each season in Dubrovnik has its distinctive charm. Dubrovnik always offers you ample opportunities to explore and enjoy. Inspire yourself with the astonishing architecture of this historic city, get lost in the interesting side streets, spend part of your time in one of the many art galleries and museums, relax in a café, or pamper yourself dining at one of the restaurants. Surrender to your rhythm so that you can truly get to know Dubrovnik. During autumn and winter, Dubrovnik has direct flights to major European cities, such as Rome, London, and Istanbul and to United States of America.



Short history

More than a thousand years of history have made Dubrovnik a European cultural center. In the beginning, Dubrovnik was just a small community, but soon the town flourished and became the Seat of the independent Dubrovnik Republic. The Republic mastered the art of seafaring and had a fleet, which on the South Adriatic could be compared to Venice on the North. History is present everywhere in this town, which is at the same time a museum and a lively stage displaying a mixture of cultural heritage and contemporary life. Every building and every monument has a unique value. The historical city is encompassed by a monumental wall, 1940 meters in length, which is still to this day preserved to its original appearance and is open to visitors and is the main attraction of Dubrovnik. Since 1979 Dubrovnik has been placed on the UNESCO register as a protected World Heritage Site.

Position

Dubrovnik is a city in the south of the eastern Adriatic coast, the seat of the Dubrovnik and Neretva County, the cultural and administrative centre.

Climate

Dubrovnik's climate is mild Mediterranean, mostly warm and dry. The average annual temperature is 18°C and it has an average of 2600 annual sun hours. Days without sun days are very rare, even in the winter. The temperature never falls below freezing, and snow is an exception.

Vegetation

All these features of climate have resulted in a variety and profusion of subtropical flora. Both the coastal belt and the islands are covered with Mediterranean evergreen, pinewoods, and cypresses. A large portion is covered by vineyards, olive groves, and fruit trees.

Population

Dubrovnik is the administrative, cultural, and economic center of the Dubrovnik – Neretva County with a population of around 41,562. According to demographic experts up to around 1200 people live inside the ancient city walls.



Dubrovnik – accommodation facilities

1897 – the beginning of organized tourism – opening of Grand Imperial hotel with modern facilities (electricity, elevator etc.)

In 2025, 51 hotels are operating in Dubrovnik, and breaking this down by category, there are 16*****, 16****, 13*** (+6 others)

Total tourist arrivals in 2024 – 1,355,619 tourists

Total tourist overnights in 2024 – 4,269,065 overnight stays



How to get here

Dubrovnik Airport is located 22 km from the city. It is served by many international airlines and the approximate air distance from European capitals is 1 to 2 hours.

Croatian ferries link Dubrovnik along the Adriatic with the port of Rijeka. Both Italian and Croatian ferries connect Dubrovnik with Italian ports.

You can arrive and visit Dubrovnik if you book a holiday on a cruise ship with one of the cruise companies that call in Dubrovnik. Dubrovnik is a very well-known port of call, and also a home port. For example, in 2015 Dubrovnik was the home port for M/V Thomson Celebration.

Dubrovnik as an incentive and meeting destination

Dubrovnik as a conference and incentive destination offers numerous options for the organization of unique and truly unforgettable corporate, scientific, professional and social events. Its uniqueness is reflected in its rich historical and cultural heritage combined with beautiful nature – the Mediterranean hinterland and the blue of the Adriatic Sea. In combination with high-quality congress and accommodation infrastructure and top-quality and professional DMC and PCO offers, they make Dubrovnik an unmissable destination for event organizers. This is evident from the fact that Dubrovnik has a large share in the Croatian meetings industry and that it hosts a large number of congresses, conferences, incentive programs, sports events, and festivals held in Croatia. Five-star hotels, as well as other four-star hotels, are excellent hosts for larger or smaller meetings. Premises, like the Fort of Revelin, the Marin Drzic Theatre, Sponza Palace, Rector's Palace, the International Centre of Croatian Universities, the St. Clare Convent, and others, have generally been, thanks to their special ambiances, the favorite choices for meetings and events.

Dubrovnik as a film destination

Rich historical legacies, and diverse cultural content, the offer of film tourism is based on the fact that in recent years Dubrovnik has been a favorite in the world of well-known locations for capturing attractive serials and films, a cosmopolitan spirit – all of these tourists recognize as attractive reasons for discovering one of the most beautiful Mediterranean cities. The most well-known HBO production and the most watched series ever, Game of Thrones, was filmed in Dubrovnik from 2011 to 2018, from the 2nd to the final 8th season, and according to the executive producers, David Benioff and D.B. Weiss, the main reasons for coming to film in Dubrovnik was the description of King's Landing from the books of George R.R. Martin which coincided exactly with the image and position of Dubrovnik. Throughout the world Dubrovnik is more and more recognizable as King's Landing, special tours are organized for the "Games of the Thrones Route", journalists from the world explore historic sites and more and more of the world's media recognize Dubrovnik as an ideal film destination.



The attractiveness of Dubrovnik as a filming location is confirmed with the increasing interest from the world's film production companies for shooting in Dubrovnik. And they often cite the fact that Dubrovnik, and indeed the surroundings, offer excellent light as well as flexibility. In addition to the mega popular Game of Thrones, filming by the Indian film industry, or Bollywood, in Dubrovnik including the movie Fan which starred one of India's most popular actors, Shah Rukh Khan, triggered the interest of Indian film audiences. This was followed by the shooting of the world's most popular movie hits, such as Star Wars and Robin Hood. These globally popular productions have firmly placed Dubrovnik on the map of unique and desirable destinations for filmmaking. Also the History Channel serial Knightfall used the Old City as well as the Adriatic to produce episodes. In October 2020 Dubrovnik was also a location for the filming of the "Islander 2" and "The Unbearable Weight of Massive Talent" with Nicholas Cage and Pedro Pascal. And again in 2022, Dubrovnik was on the radar of filmmakers with the latest series of the Amazon serial "Jack Ryan" starring John Krasinski shooting throughout the city.

Things you didn't know about

Dubrovnik's Franciscan Monastery of the Friars Minor harbours the Friars Minor Pharmacy, the world's third oldest and the only one in continuous existence to provide pharmaceutical services since its inception in 1317. Recipes used to prepare some of the balms and ointments are more than two hundred years old. In 1192 Richard the Lionheart is said to have been shipwrecked and cast ashore on the island of Lokrum on his homeward voyage from one of the crusades. In 1875 emperor Francis Joseph of Austria spent no less than 10 days in Dubrovnik during his tour of Croatia. He stayed in the palace adjoining the Cathedral. Marin Getaldić Bete, a mathematician and physicist, was a contemporary of Galileo's and from Dubrovnik. Venetians called him "an angel at heart, a devil at math". He was known to experiment in the Betina cave downhill from his house by using optical lenses to burn the sails on enemy vessels offshore.

Places of Interest



City Walls - The most recognizable feature which defines the history of Dubrovnik and gives it its characteristics are its intact city walls with five fortresses that offer an unforgettable view over the city, the island of Lokrum and the open sea. The City Walls are the main attraction for visitors.

The Old City - Dubrovnik is not built in a way to be admired from a car or bus. This is a place for pedestrians. Every spot and hidden corner has its own unique flavour which will make memories to last a lifetime



Cable Car - panoramic views of Dubrovnik - Glide through the air on a scenic adventure. The ride offers breathtaking views of the Old City of Dubrovnik, coastal sights with islands, and magnificent sunsets

Museums - Housing the materials from prehistoric artifacts to recent documents from the not-so-distant past during the time of the Croatian War of Independence in the 1990s, the Dubrovnik Museums - conceptualized as specialized institutions - offer information on all segments of the public, and private, trade, seafaring and every-day life of Dubrovnik.



Island of Lokrum and Elaphiti Islands - If you set to explore Dubrovnik's vicinity by sea, you will be enraptured by the beauty of its islands. The island of Lokrum is often described as the back garden of Dubrovnik and at its closest point is only 600 metres from the historic walls. Whilst the nearby Elaphiti islands can be easily reached by ferry and are great for island-hopping.

Trsteno Arboretum is a protected monument of nature. The Arboretum which was established on the summer estate of the aristocratic family Gucetic is famous for its rich and ancient collection of exotic plants in the Renaissance park from 1502.

Lazareti - Once a Quarantine, Today a Creative Hub

Lazareti is the only fully preserved quarantine complex on the European side of the Mediterranean, and has been under the protection of UNESCO since 1994. In 1590, the Senate of the Dubrovnik Republic decided to situate it by the eastern City gate near the City Walls, at the intersection of the mainland and naval trade routes. Lazareti was built from 1627 until 1647, and the significance for the protection of the City from dangerous invisible enemies: plagues and other infectious diseases, was confirmed in 1724 when they were declared an integral part of the City's fortifications. The complex resembles the City Walls, and consists of the plateau and ten naves (halls) with five inner courtyards.

Today, Lazareti is the creative hub of Dubrovnik: various exhibitions, concerts, workshops, lectures, congresses and other events are organized in five western naves of the complex. Two naves are home to the Lindo Folk Music Ensemble and in the three eastern naves Art Workshop Lazareti, Deša and Lero Student Theatre organize their activities.

The World's media loves Dubrovnik

Dubrovnik is very much the darling of the world's media and the column inches that have been written about the city would stretch around the walls many times over. Online media, printed magazines, TV stations, radio shows, and podcasts from all over the world: the USA, Brazil, Mexico, Great Britain, Germany, Switzerland, Spain, the Netherlands, Turkey, France, Italy and Japan (to name just a few) have reported on all aspects of Dubrovnik, as a quality tourist destination, recommending it to their readers as a desirable place take a vacation, with a great offer of special programs.

Lifestyle and culture destination

Dubrovnik treasures such a wide plethora of unique sites that making a selection is a perpetual challenge. The Museum of the Franciscans (1317) hosts the inventory of the third oldest pharmacy in Europe (1317). Precise goldsmith's works from the 11th until the 19th century can be found in the Treasury of the Cathedral. There is a collection of the Dubrovnik School of Art from the 15th and 16th centuries in the Museum of Dominicans. The Rector's Palace hosts an art collection, furniture, porcelain, and inventory of the Domus Christ Pharmacy from 1420.



The Maritime Museum offers the history of Dubrovnik's maritime tradition. Among the private galleries, there is the Modern Art Gallery which hosts works of Croatian and international artists.

Festivals / Events

The Dubrovnik Summer Festival is one of the most prestigious events held from the 10th of July till the 25th of August. The city's palaces, churches, and squares are transferred into unique stages for dramas and concerts. Theatre and folklore performances are held from May till the end of October. And the traditionally popular Good Food Festival, which is held every October, is a magnet for food and wine lovers.

Dalmatian singing, a cappella or klapa, concerts are held in open-air venues during the whole season. The Christmas market transforms the city and surroundings into a winter wonderland, with traditional Christmas carols echoing around the stone façades. And the Christmas and New Year celebrations on the stone streets of the historic city center are truly a magical time to be in Dubrovnik.

There is also a street carnival, fancy-dress balls, and religious ceremonies for the day of the patron saint, St. Blaise, which are held in February. For Easter time a special Easter fair is always organized. The Dubrovnik Tourist Board hands out Easter eggs to visitors on the main street on Easter morning.



Sport and Leisure

Dubrovnik is a perfect place for those who seek challenges and an active type of holiday. With so many options and so many natural benefits, all those looking for a burst of adrenaline can find their fun. Entertainment, recreation and sports are available throughout the year. Experience a jeep safari, horse riding, hiking and cycling in Konavle valley, canoe safari, kayaking tour on the Adriatic, sailing to the Elaphiti Islands or visit the National Park on the island of Mljet.

Dubrovnik is also very well known as a destination for international sports events such as DuMotion with four races, one of which is the Dubrovnik Half Marathon and which takes place in April. And the Dubrovnik Triathlon – Earth, Sea and Fire, takes place every October in venues across the city. Imagine a sporting event with the backdrops that the pearl of the Adriatic offers.

Gastronomic Delight

Plain, ecological, seasoned with olive oil...

If you wish to experience how a nation lives, you should go to the marketplace, the very stomach of the city, and smell, touch and taste the food that people consume every day.

Even the finest chefs who visit Dubrovnik and prepare international dishes in some of the city restaurants cannot resist the taste of courgettes from Župa Dubrovačka, cabbage from Konavle and aubergines and tomatoes grown in the fertile and unpolluted surroundings of Dubrovnik.

The gastronomy of an area is based on the fruits that grow on ecologically- preserved land, and that is still the case in the Dubrovnik region. The delicacies of Dubrovnik are plain and without many spices. Prepared simply, they are seasoned with plenty of olive oil, which accentuates the juicy taste of natural foods.

The gastronomic choice on offer at the Dubrovnik restaurants is heterogeneous, varied, and in compliance with the guest's wishes. Those visiting local taverns wish to taste authentic national food, good smoked ham, cheese matured in oil, octopus salad, zelena menestra (smoked meat and cabbage stew), sporchi macaroni, fried sprats and grilled sardines.

Visitors to top-class restaurants, on the other hand, are served the freshest fish from the depths of the Adriatic, shellfish from the unpolluted sea, and other delicacies prepared to meet the requests of the most demanding clients. Restaurants also serve internationally popular sushi, which has become an integral part of Western cuisine.



In the attractive ambience of the Dubrovnik restaurants one can also enjoy French cuisine and excellent steaks would do credit to the finest Argentine restaurants. In compliance with the wishes and adventurous way of life of younger visitors, fast food restaurants, pizzerias and smaller restaurants serve simple Dalmatian food and dishes of other cuisines.

The wine was highly valued in the Dubrovnik Republic when dessert wines were sold on prescription as medicine. The tradition of growing grapes and wine production goes back to the time of the Dubrovnik Republic. A provision from 1424 determined the prices of particular wine varieties, except Malvasia wine from Konavle, the price of which was not limited.

The best-known wines of the Dubrovnik region include red wines of the Pelješac Peninsula, the Plavac Mali variety, white wines – Pošip from the island of Korčula, the aforementioned Malvasia called the nectar of gods, and the wines of the Konavle area with the characteristic flavour of the south.

Celebrities in Dubrovnik

Dubrovnik has long been a magnet for the glitterati and every year brings a new host of celebrities. The list of celebrities who have walked the ancient streets looks like a guest list for the Oscars. From A-listed Hollywood stars to the world's royalty, sporting aces and world leaders and business people, all have been in Dubrovnik. You just never know who you'll bump into on Stradun!

From Richard the Lionheart, Wallis Simpson, Prince Edward, Demi Moore, Elisabeth Taylor, Richard Burton, Michael Douglas, Catharine Zeta Jones, Goldie Hawn, Tina Turner, Kurt Russell, Richard Gere, Christiano Ronaldo, Bono Vox, Harrison Ford, Magic Johnson, Nick Nolte, Beyoncé and Tom Cruise, how's that for a starter? Every summer the polished stone slabs on Stradun reflect the shadow of world-famous people. Dubrovnik hosted the Academy Award winner Kevin Spacey and the fashion king Valentino. The City was also visited by the Norwegian royal couple King Harald and Queen Sonia, who were sailing in the South Adriatic on their yacht. The most well-known James Bond 007 Roger Moore and his friend John Malkovich were well-known guests in our city in years gone by. Kevin Spacey visited Dubrovnik as a participant of the Dubrovnik Film Meeting, the prestigious manifestation organized in collaboration with the Sarajevo Film Festival and the Adriatic Luxury Hotel Group. In a memorable evening of film and glamour the film *The Usual Suspects* was shown, which won Spacey his first Oscar. And also in this former festival Dubrovnik was visited by Morgan Freeman, Mickey Rourke and Gillian Anderson, now that's quite an impressive list.

And while sailing the Adriatic the fashion magician Valentino never fails to visit Dubrovnik, and every summer one can see him and his company enjoying the summer night atmosphere. And he isn't the only designer to arrive in the city as Tommy Hilfiger also loves the city. Croatian football stars who have also forged international careers are often spotted in the city, as well as Premier League stars such as Jack Grealish and Harry Maguire. The list of famous actors continues with Rupert Grint from the Harry Potter franchise, Jonny Galecki from the Big Bang Theory, as well as Jamie Foxx, Jamie Dornan and Taron Egerton who were all here on "working holidays". In recent decades Dubrovnik has hosted a large number of celebrities and royalty, the majority of whom come to the city on their luxurious yachts anchored in front of the romantic Island of Lokrum, including Roman Abramovich, Michael Jordan, Paul Getty, Bill Gates, Caroline of Monaco, the Prince of Hanover, the King of Jordan and the Prince of Oman.



A recommendation from the Dubrovnik Tourist Board – AUTHENTICALLY CROATIAN

"Authentically Croatian" is a project that has been implemented by the Tourist Board of the city of Dubrovnik for many years. This project involves awarding the AC (Authentically Croatian) label to stores that exclusively offer Croatian or typically Dubrovnik-specific products and souvenirs in the Dubrovnik, Konavle, Ston, and Slano areas.

In 2012, the Tourist Board of Dubrovnik received support from the Ministry of Tourism based on the "Innovative Tourism" program, encouraging the Authentically Croatian project. The project has since evolved, including the redesign and creation of a label awarded to participating stores. A professional committee visits all stores, which are marked on a city plan with stores that are part of the project. Currently, around 40 stores are involved in the project, and the number continues to grow each year, expanding beyond the old town to other parts of the city.

The project's goal is to encourage stores to offer high-quality, authentic Croatian and Dubrovnik products. This enhances the overall quality of the city's tourist offerings while promoting the preservation of traditional crafts and skills, contributing to the creation of a distinctive tourist product.



Respect the City

Respect the City for a sustainable future of Dubrovnik. Respect the City (RTC) is a multidisciplinary strategic destination management project with an action plan. It is comprised of a set of short-term, medium-term, and long-term measures and activities focused on Dubrovnik as the leader in sustainable and responsible tourism in the Mediterranean. Having recognized the need for both urgent and systematic action based on sustainable models of development of the city and of tourism as its primary economic activity, the City of Dubrovnik launched the initiative Respect the City. It aims to reduce the negative effects of over-tourism through the continued cooperation of stakeholders and a combination of measures and solutions.

The conservation of cultural heritage, the quality of citizens' daily lives, and ensuring the best possible experience of Dubrovnik as a destination for its visitors – all are motives for this shift in destination management. Since the launch of the project Respect the City has attracted the attention of the international media and the global tourist sector, where Dubrovnik is increasingly becoming perceived as a city that has started sustainably managing its tourism.

CONTACT

Dubrovnik Tourist Board, Department for Promotion,
Public and International Relations
press@tzdubrovnik.hr

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