



XXI. KONGRES HOTELIJERA

REZULTATI POSLOVANJA HOTELA SIJEČANJ – RUJAN 2018

Prof. dr. sc. Sandra Janković
Prof. dr. sc. Dora Smolčić Jurdana

ZAGREB, HOTEL SHERATON 28.11.2018.



UVOD

- RH bilježi u 2018. godine ponovno rast fizičkih pokazatelja u turizmu
- Kakav utjecaj ima na rast dolazaka i noćenja u hotelima odnosno na iskorištenost kapaciteta i ostvarene cijene u mjesecima glavne sezone / pred i posezone?
- **USPOREDBA POKAZATELJA UPRAVLJANJA PRIHODIMA 2018. vs. 2017.:**
 - **PO REGIJAMA I KATEGORIJAMA**
 - **PO MJESECIMA 01.- 09. 2018. vs. 01.- 09. 2017.**



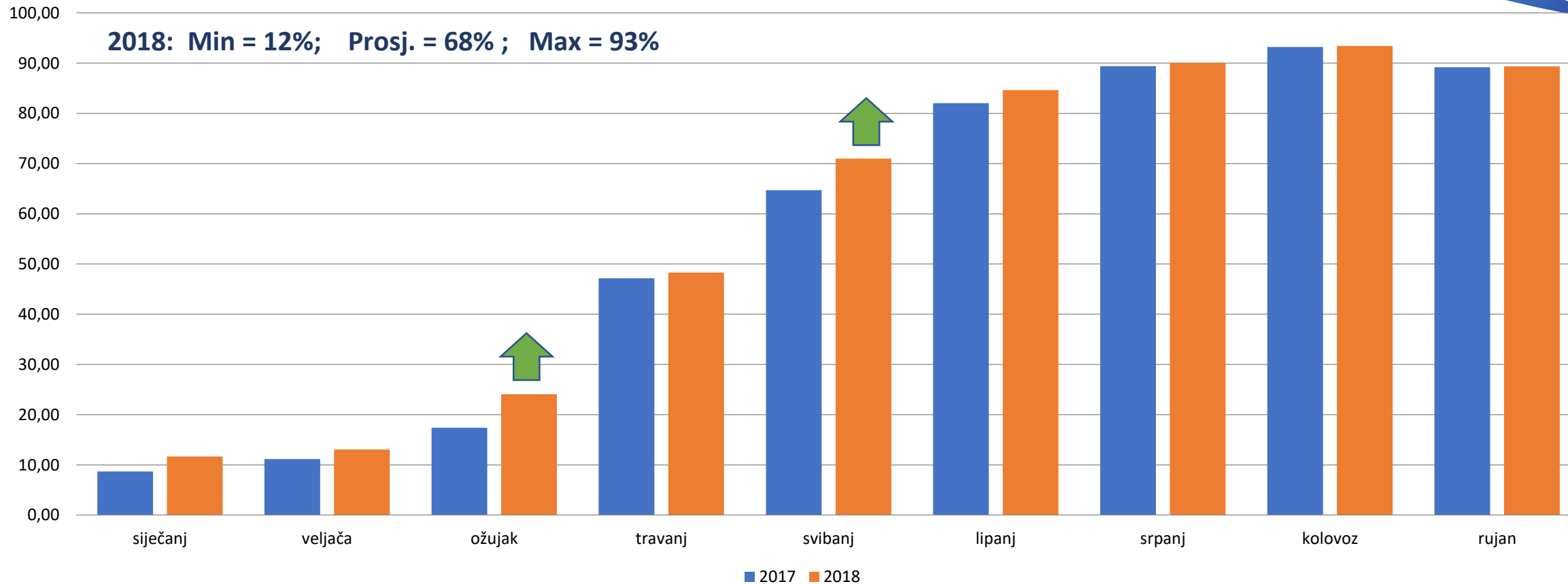
DEFINIRANJE UZORKA

- **UZORAK:** 100 HOTELA- Istra 24, Kvarner 25, Dalmacija 38, Kontinent 13;
20.325 soba - 39% ukupnog smještajnog kapaciteta hotela u Hrvatskoj
- **IZVOR PODATAKA:** BHH PROJEKT FAKULTETA ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
- **PROJEKT SUFINANCIRAN OD STRANE HGK I HTZ**





ISKORIŠTENOST KAPACITETA u % u RH 2018. vs. 2017.

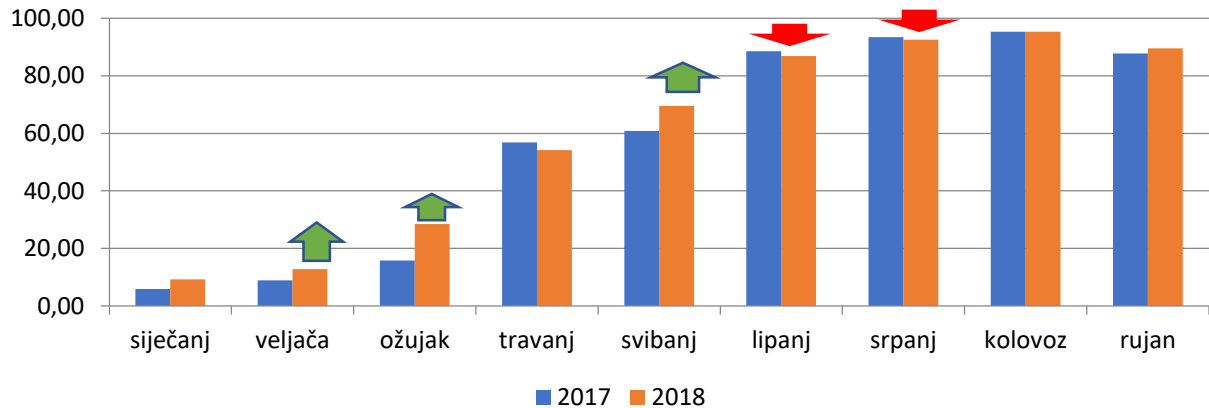




ISKORIŠTENOST KAPACITETA PO REGIJAMA

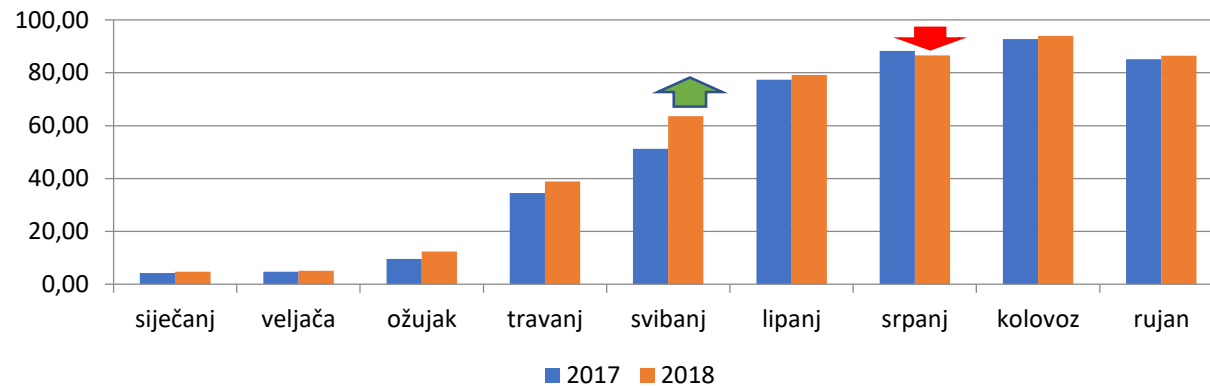
Istra

Min = 9%; Prosj. = 87%; Max = 95%



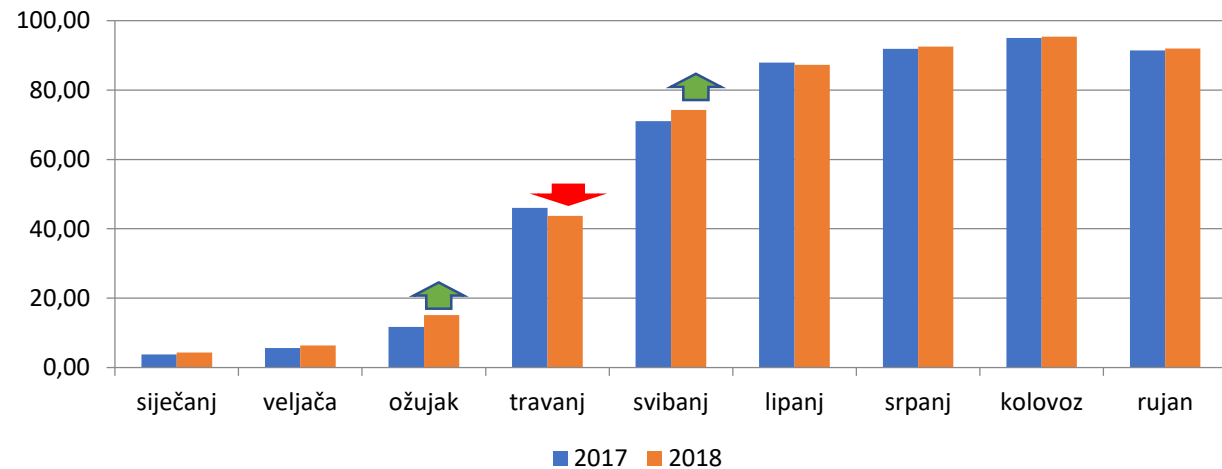
Kvarner

Min = 5%; Prosj.=78%; Max = 94%



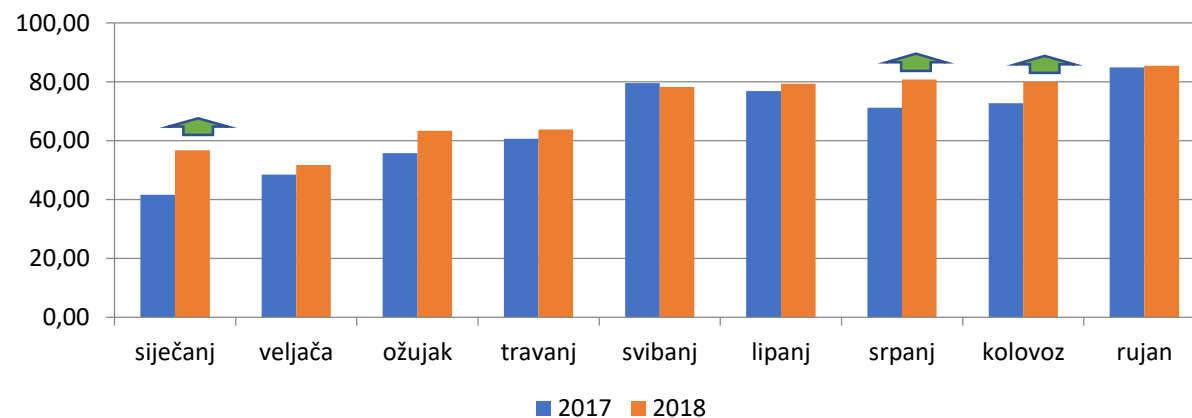
Dalmacija

Min = 4%; Prosj.= 89%; Max = 95%



Kontinent

Min = 52%; Prosj.=83%; Max = 86%

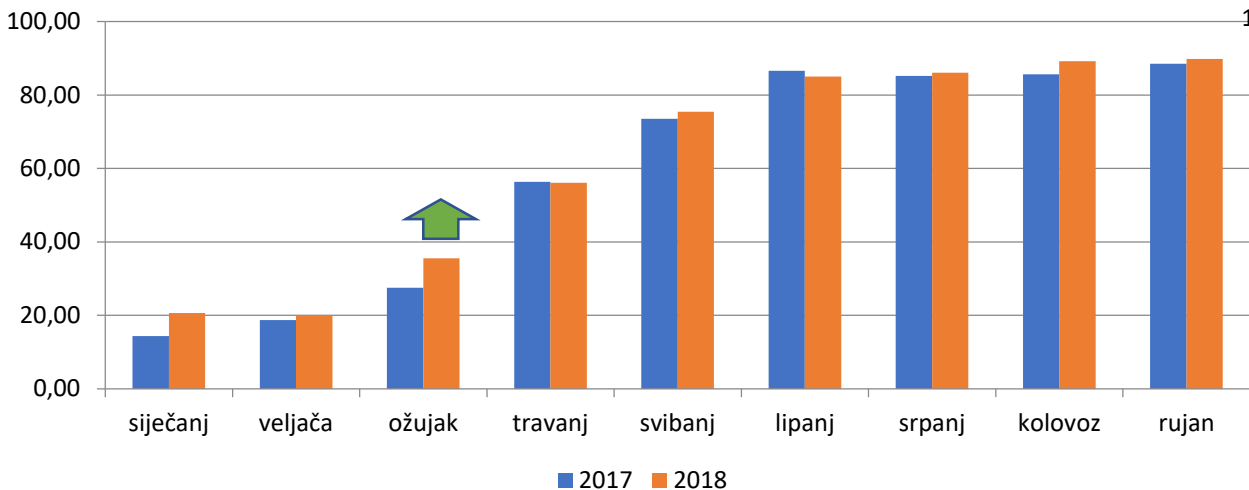




ISKORIŠTENOST KAPACITETA PO KATEGORIJAMA

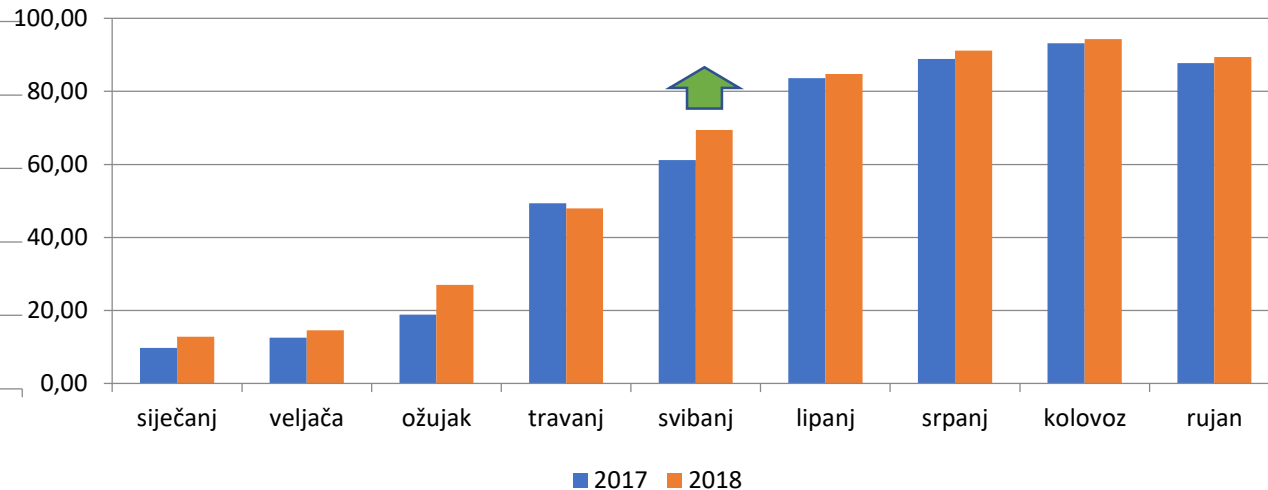
5*

Min =20%; Prosj.=85%; Max=90%



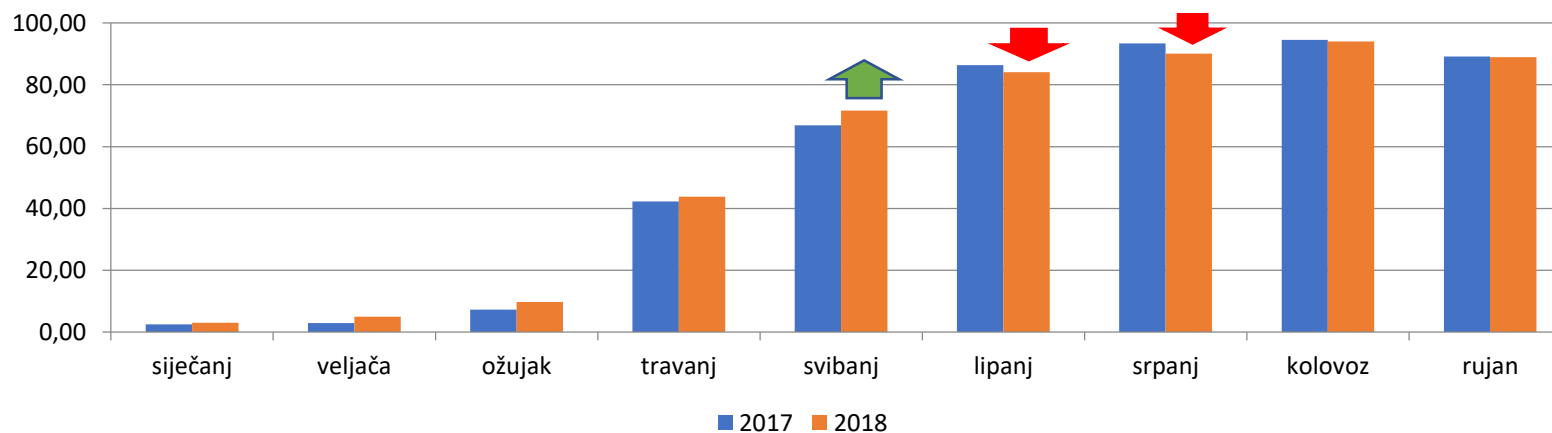
4*

Min =13%; Prosj.=86%; Max=94%

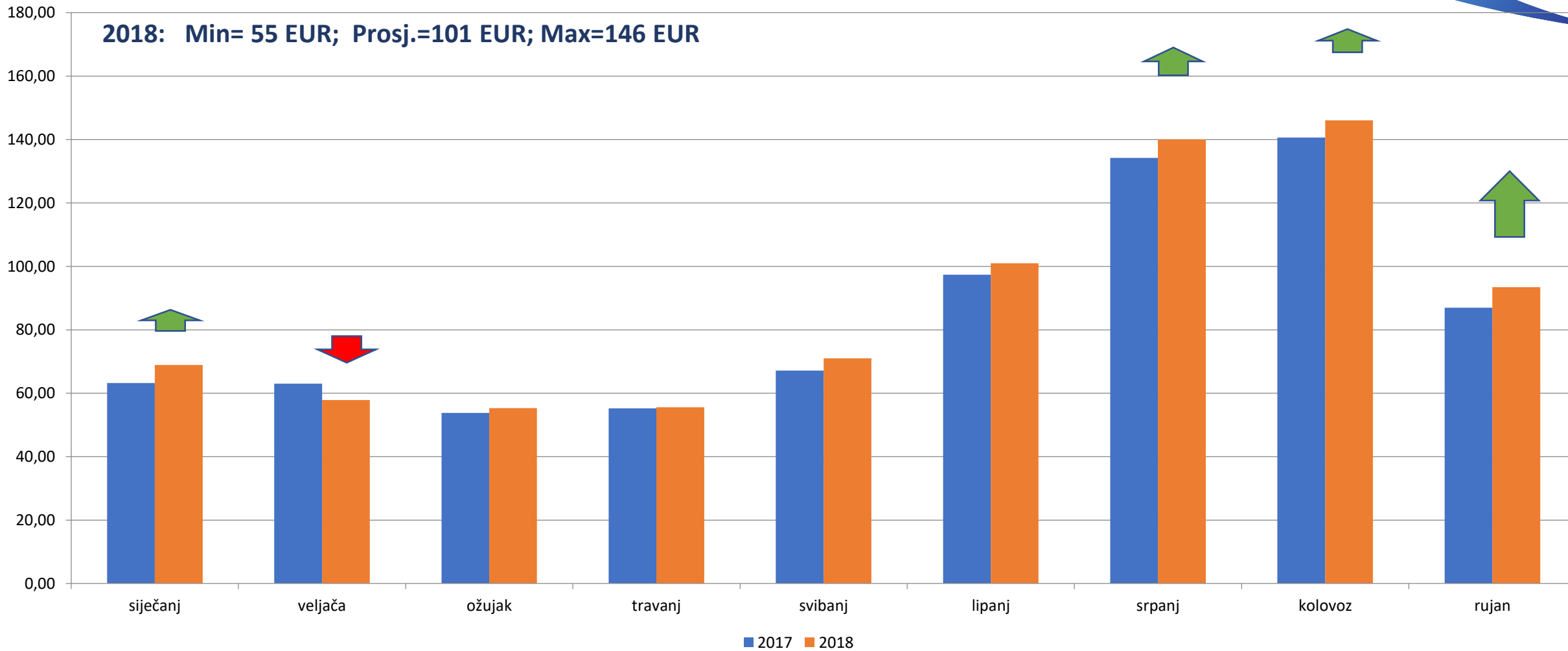


3*

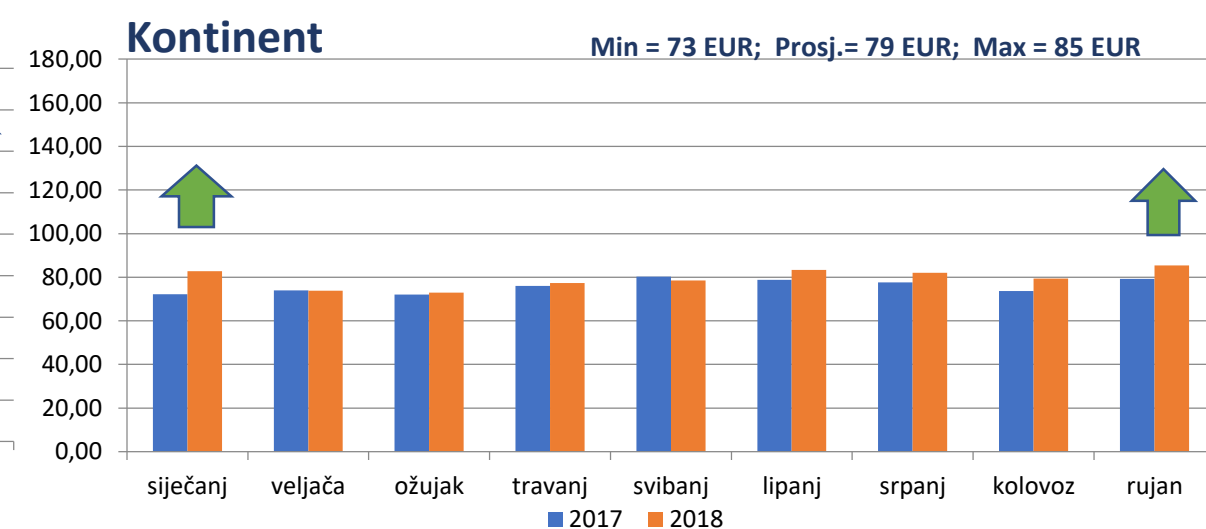
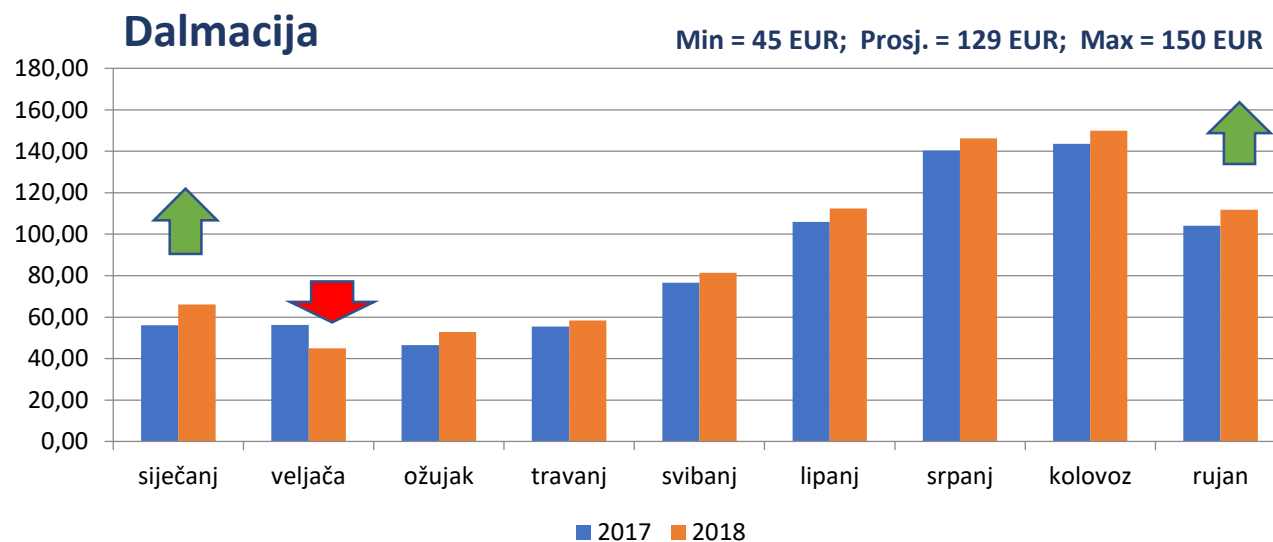
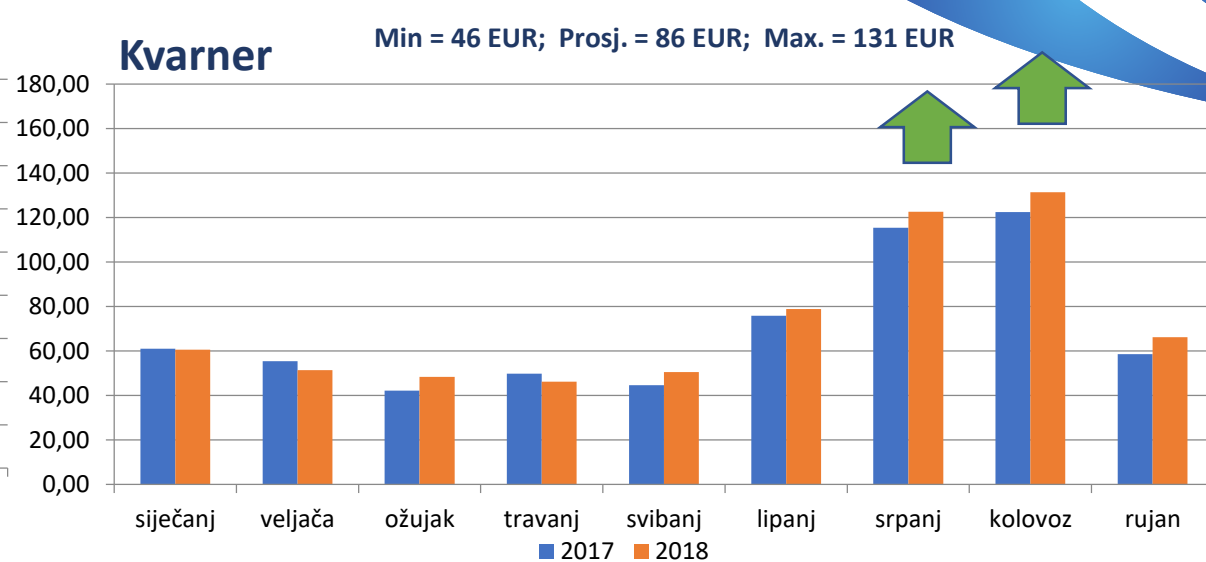
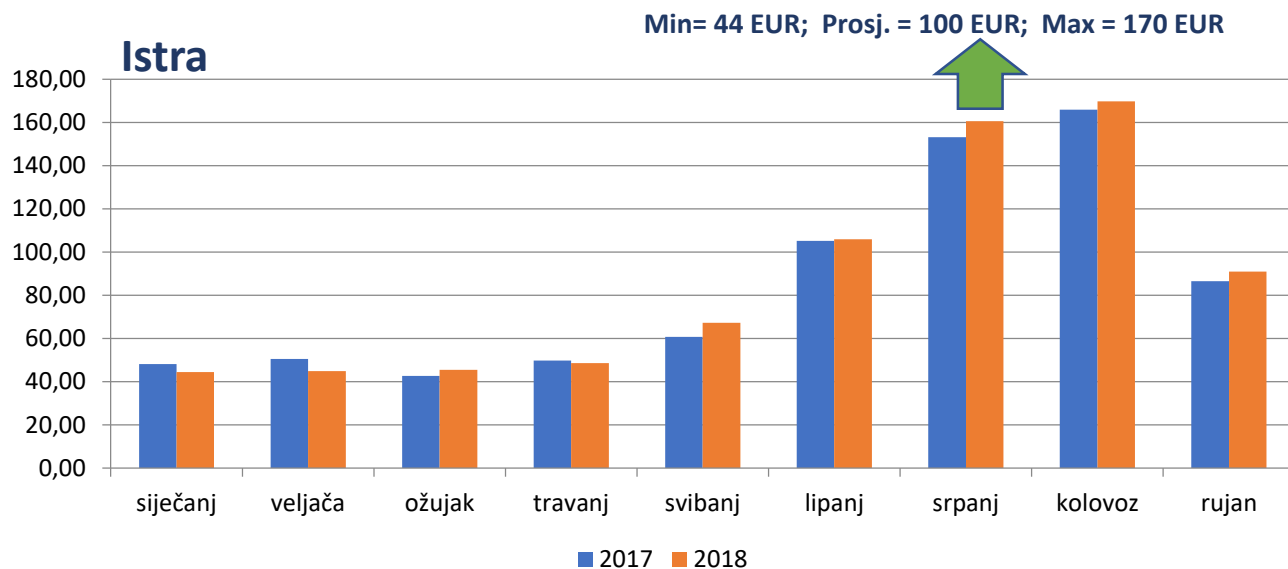
Min =3%; Prosj.= 87%; Max =94%



PROSJEČNA CIJENA SOBE (ADR) u EUR u RH 2018. vs. 2017.



ADR PO REGIJAMA

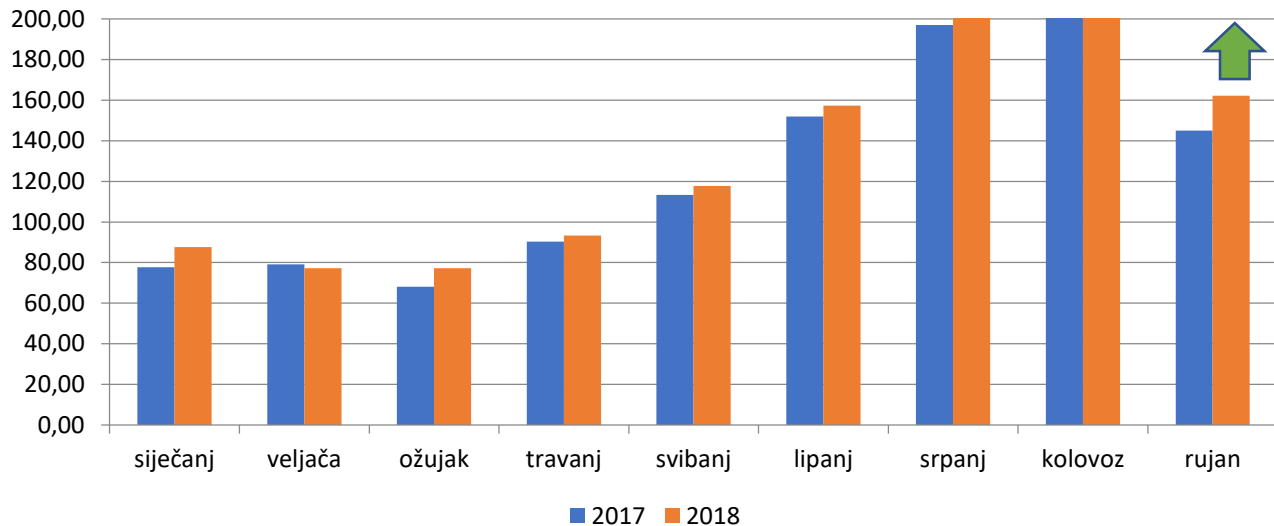




ADR PO KATEGORIJAMA

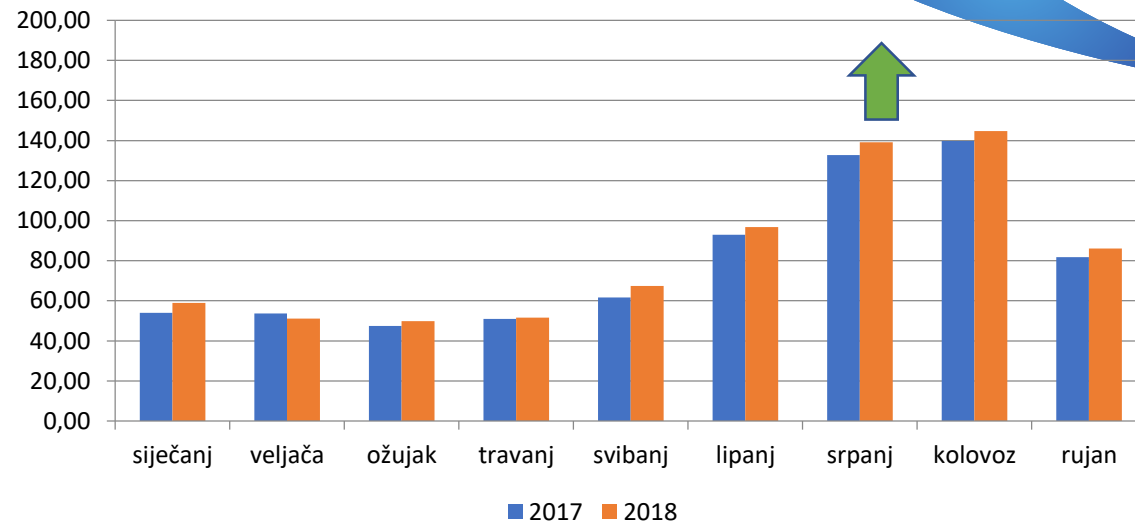
5*

Min = 77 EUR; Prosj.= 199 EUR; Max = 212 EUR



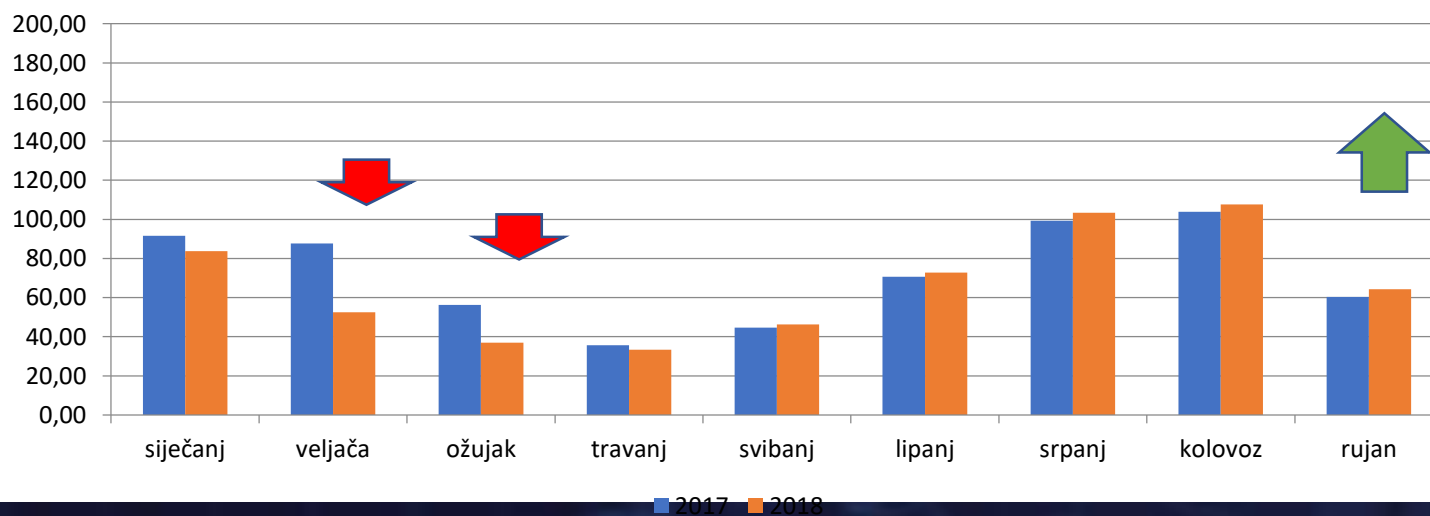
4*

Min = 50 EUR; Prosj.= 94 EUR; Max = 145 EUR



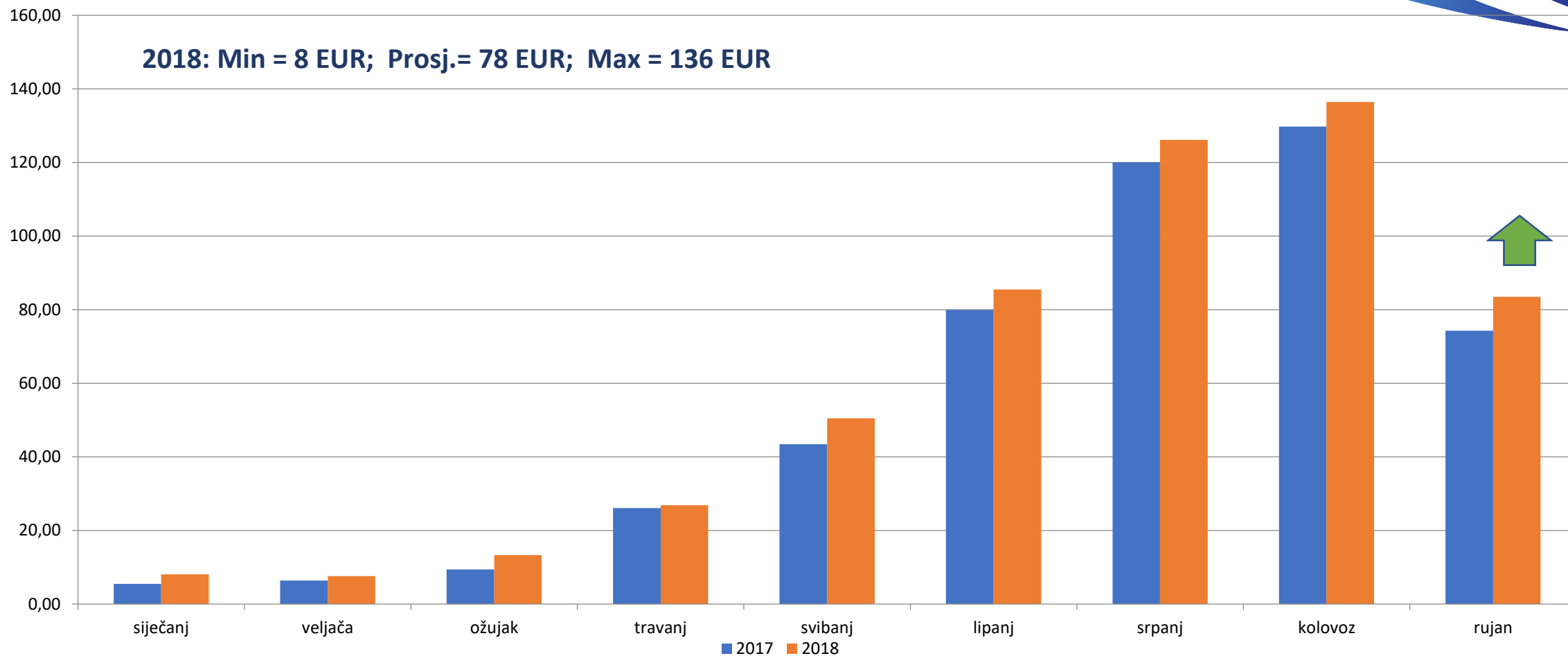
3*

Min = 33 EUR; Prosj. = 73 EUR; Max = 108 EUR





RevPAR u EUR u RH 2018. vs. 2017.

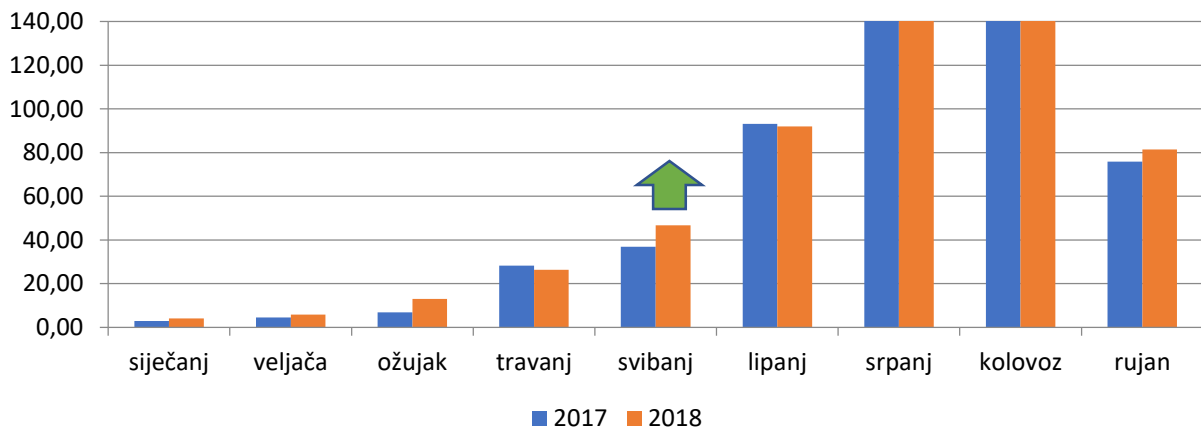




RevPAR PO REGIJAMA

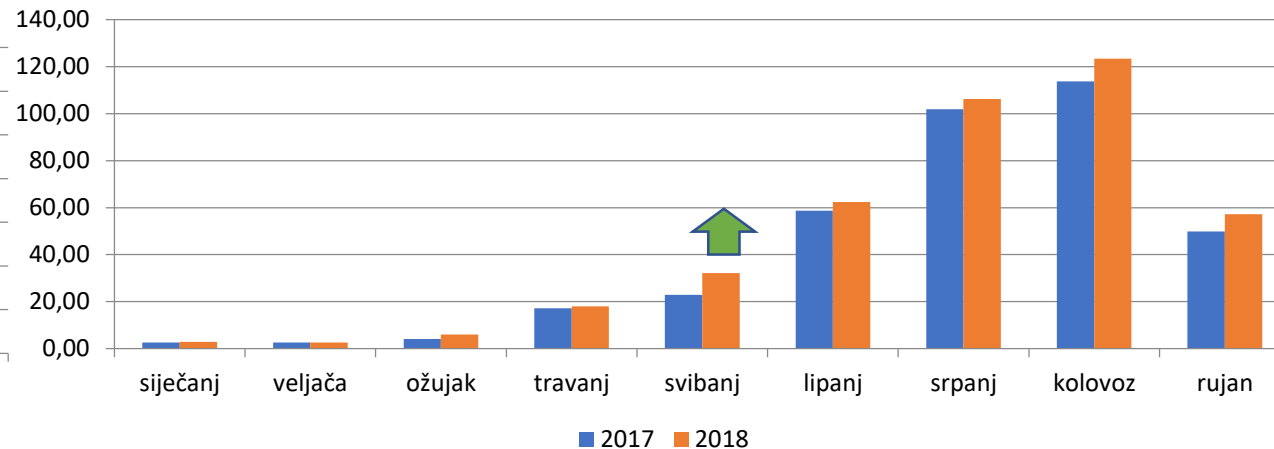
Istra

Min = 4 EUR; Prosj.= 87 EUR; Max = 162 EUR



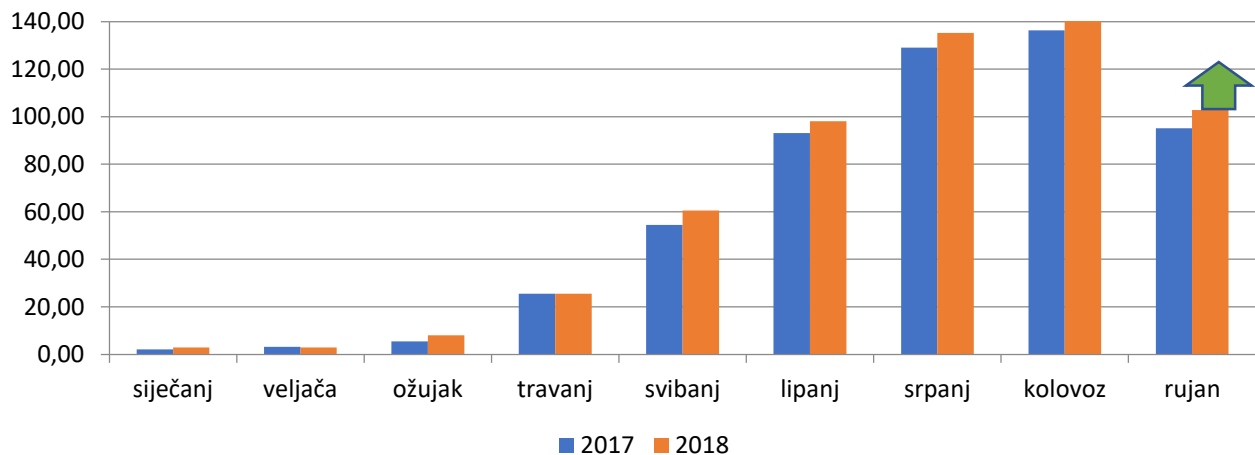
Kvarner

Min = 3 EUR; Prosj. = 64 EUR; Max = 123 EUR



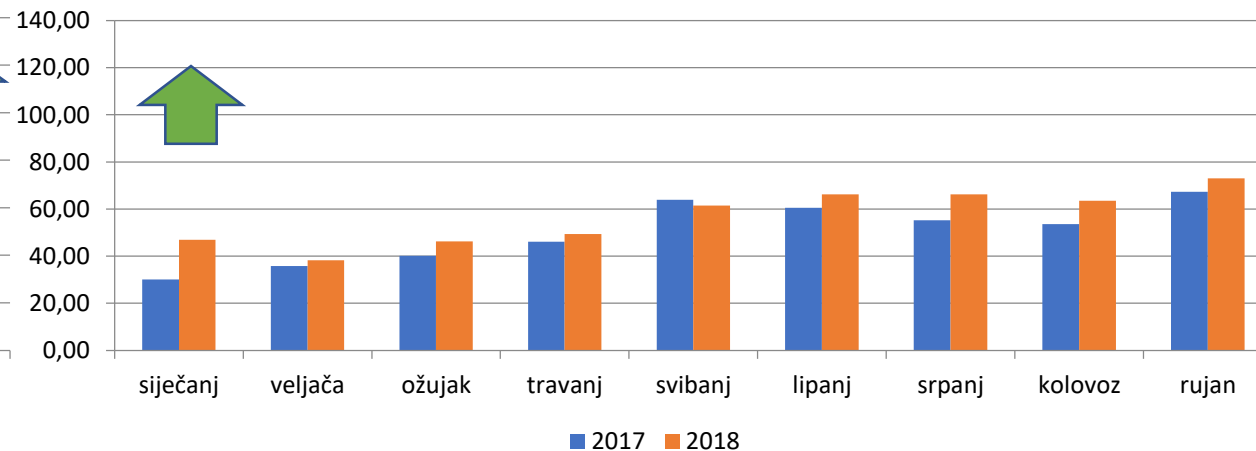
Dalmacija

Min = 3 EUR; Prosj.= 116 EUR; Max = 143 EUR



Kontinent

Min = 38 EUR; Prosj.= 57 EUR; Max= 73 EUR

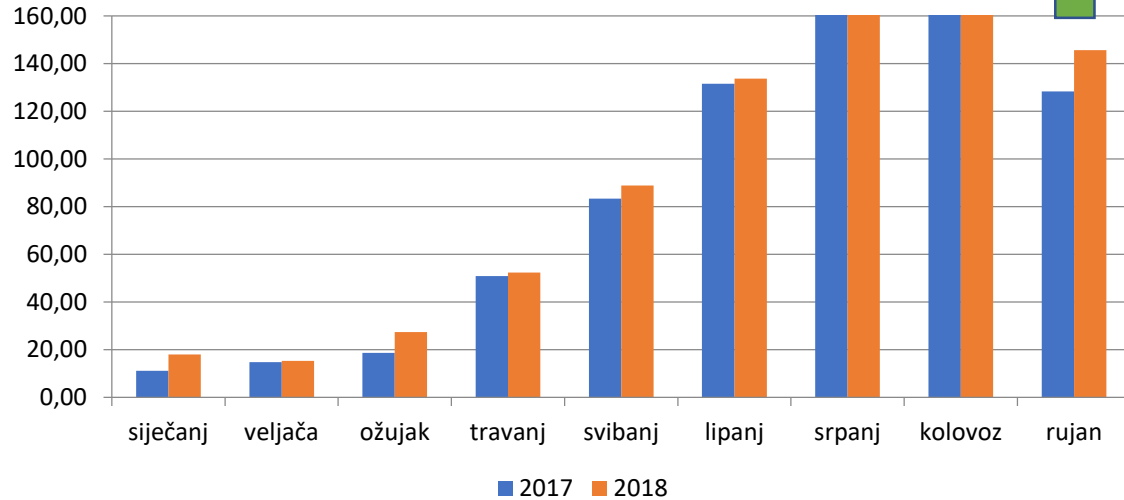




RevPAR PO KATEGORIJAMA

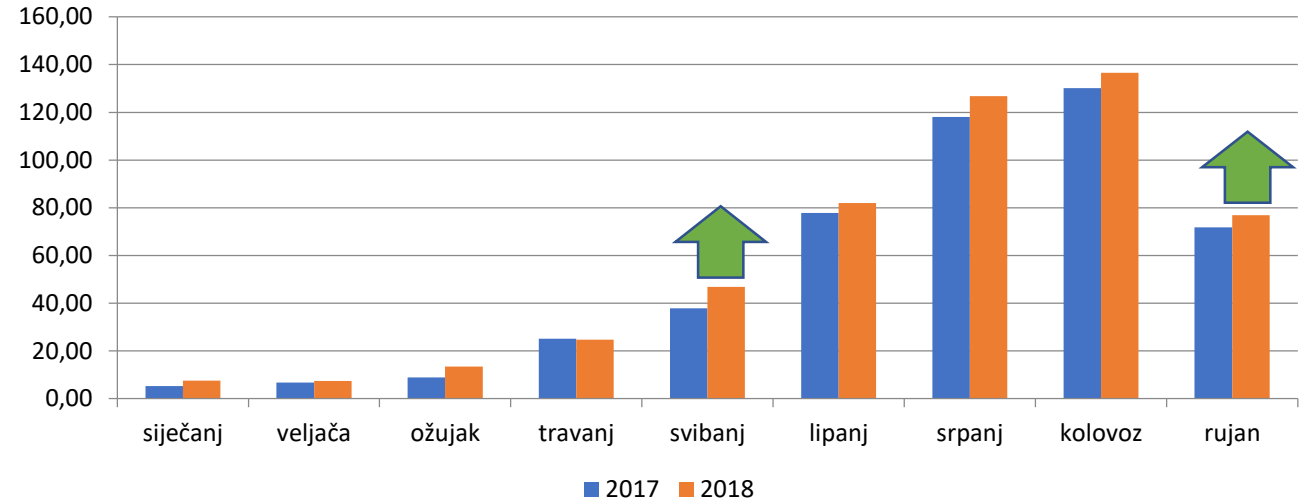
5*

Min = 15 EUR; Prosj.= 167 EUR; Max = 189 EUR



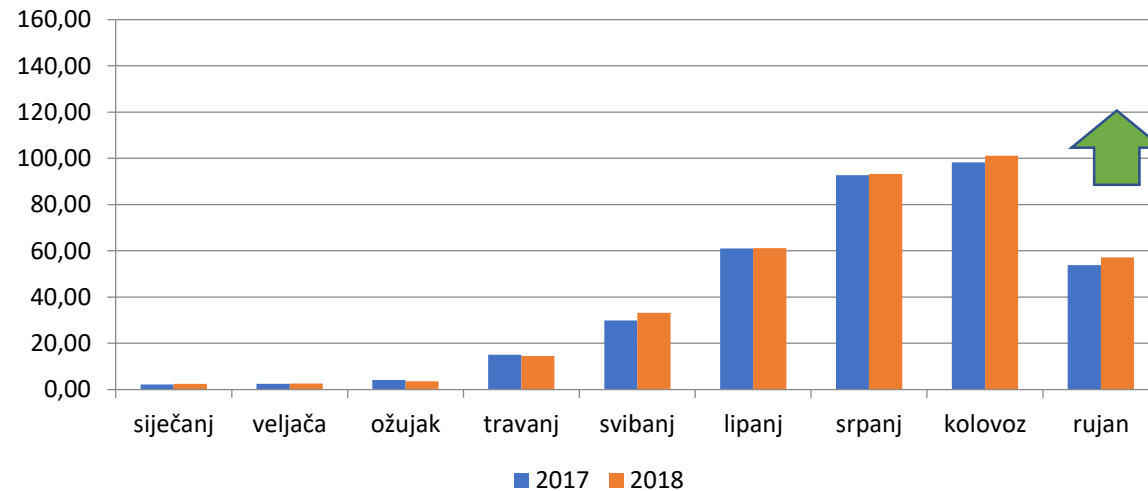
4*

Min = 7 EUR; Prosj.= 81 EUR; Max = 137 EUR



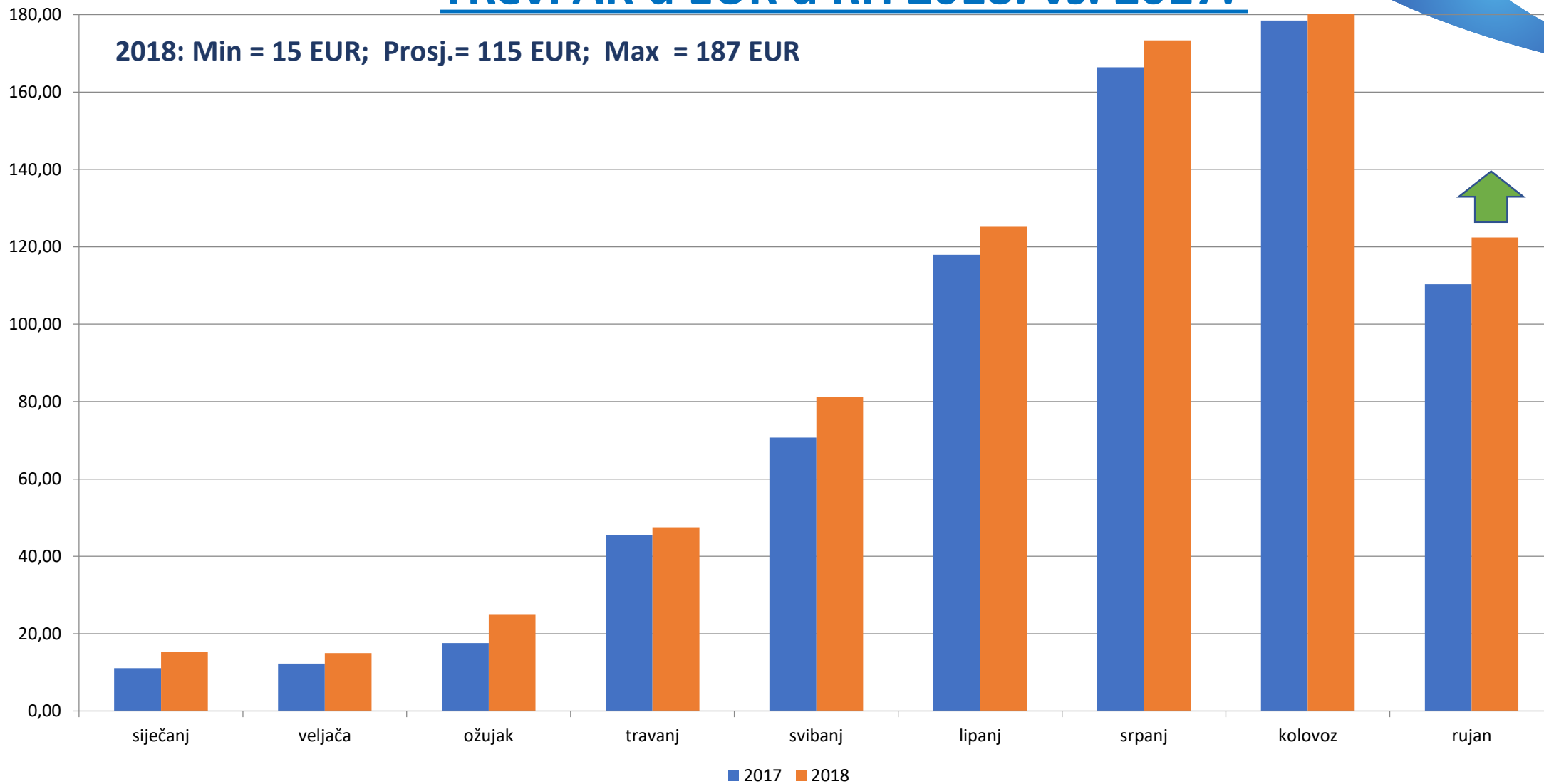
3*

Min = 3 EUR; Prosj.= 65 EUR; Max = 101 EUR





TRevPAR u EUR u RH 2018. vs. 2017.



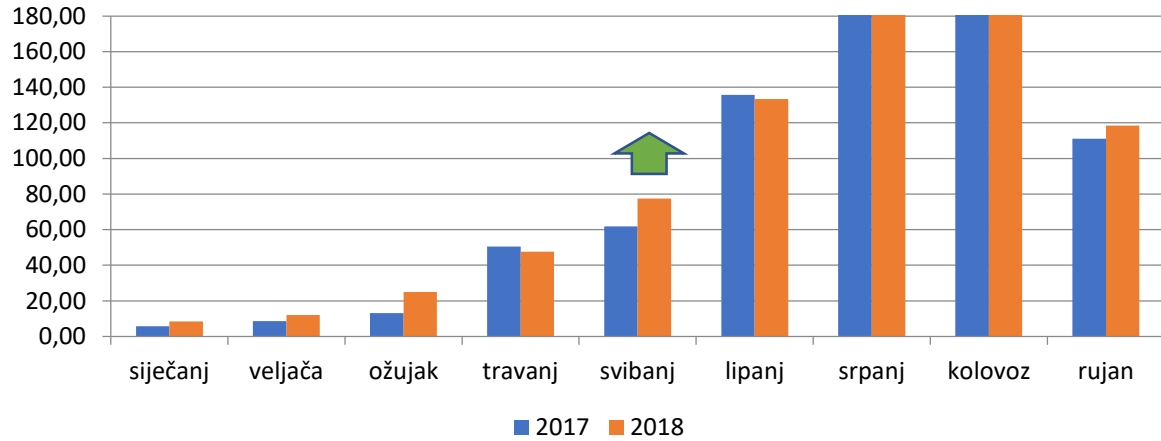


TRevPAR PO REGIJAMA

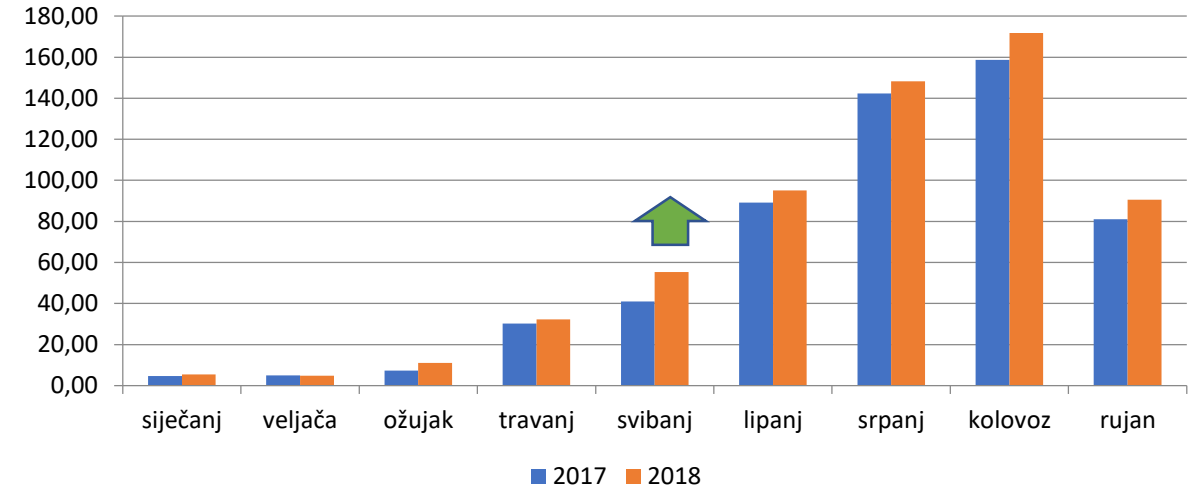
Min = 5 EUR; Prosj.= 95 EUR; Max = 172 EUR

Istra

Min = 8 EUR; Prosj. = 126 EUR; Max = 214 EUR

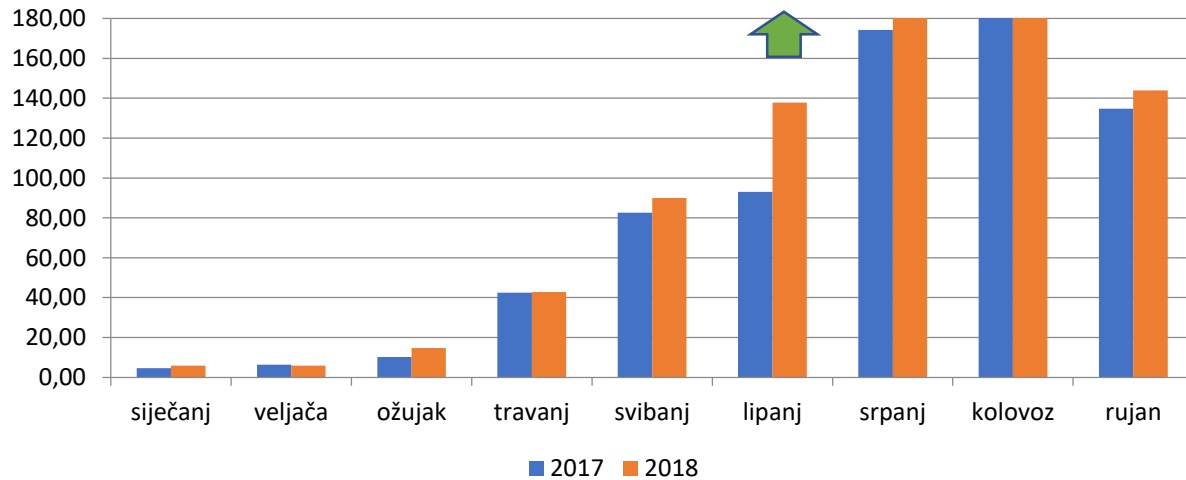


Kvarner



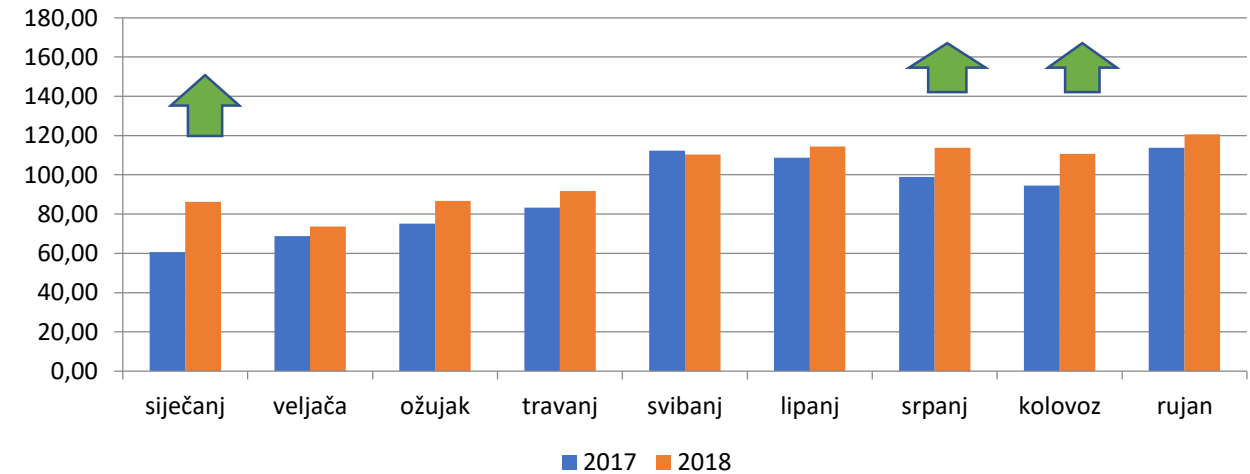
Dalmacija

Min = 6 EUR; Prosj. = 158 EUR; Max = 194 EUR



Kontinent

Min = 74 EUR; Prosj.= 121 EUR; Max = 132 EUR

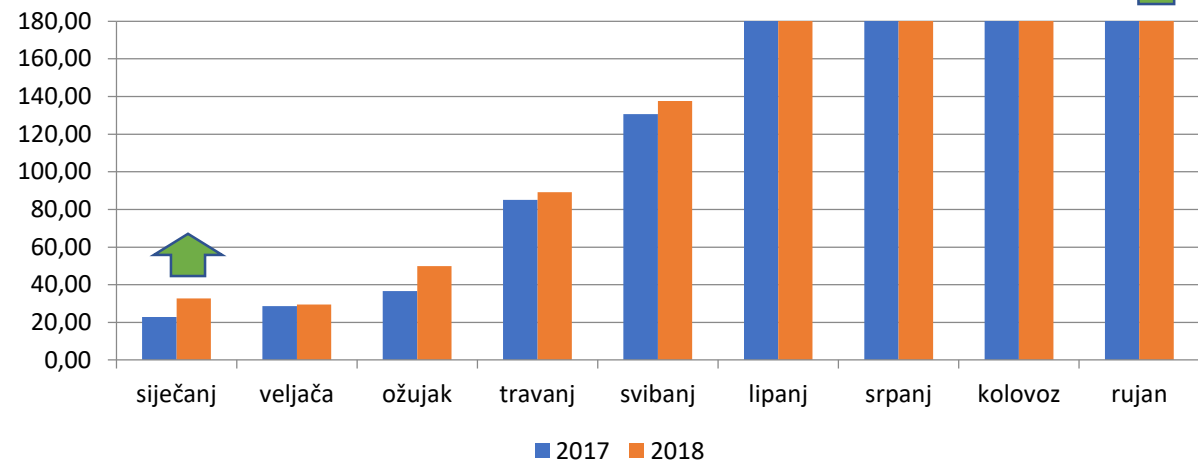




TRevPAR PO KATEGORIJAMA

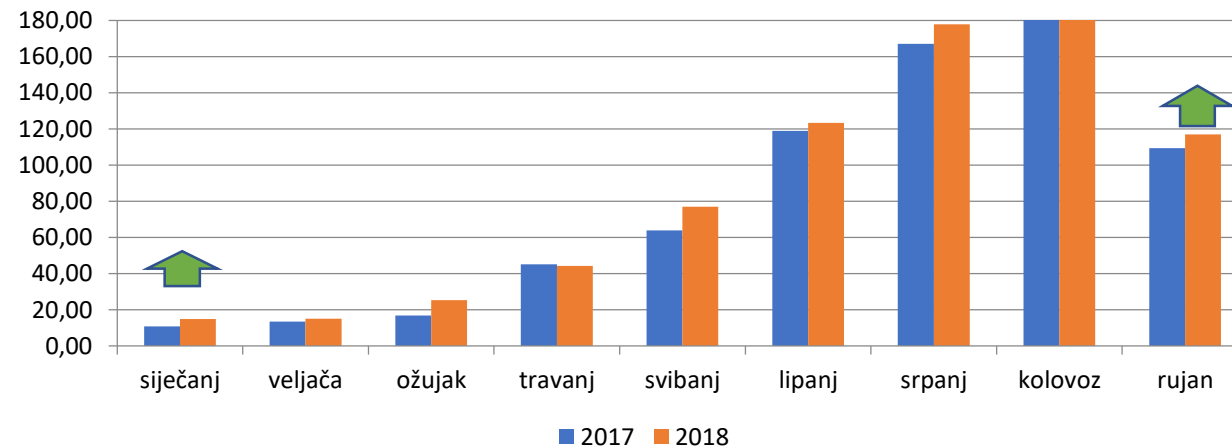
5*

Min = 29 EUR; Prosj. = 232 EUR; Max = 255 EUR



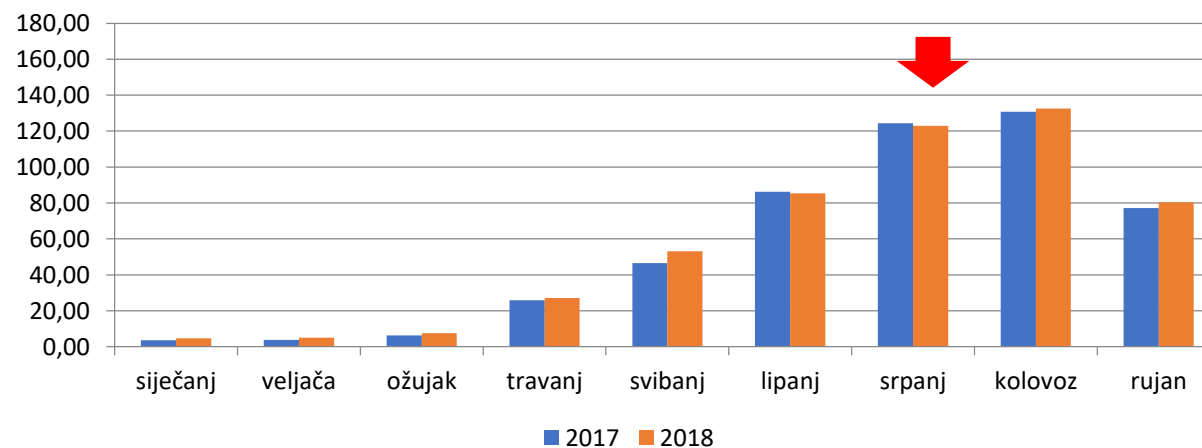
4*

Min = 15 EUR; Prosj. = 119 EUR; Max = 190 EUR



3*

Min = 5 EUR; Prosj. = 91 EUR; Max = 132 EUR





Zahvaljujemo se na pažnji!

