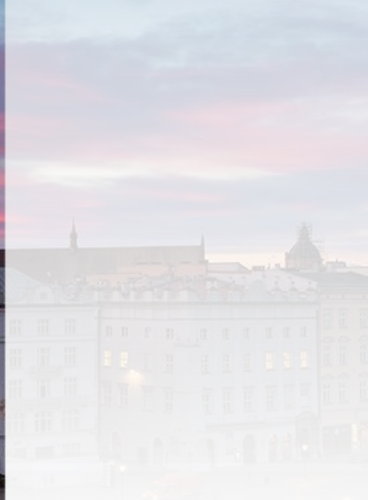




Kraków



# Historical cities in search of a premium tourist

Second International Conference



Historical  
Cities 3.0

**Alen Bošković**

General Secretary, DSA

**11-12 III 2020**

ICE Kraków Congress Centre

# Dubrovnik Sports Association

- 95 sport clubs
- 25 sport branches
- 5000 athletes





## Dubrovnik – popular tourist destination



- Population 30,000
- 4,000,000 room nights



## Dubrovnik – mass tourism





## Respect the City

- Number of cruise ships
- Number of visitors in Old Town
- Smart parking app

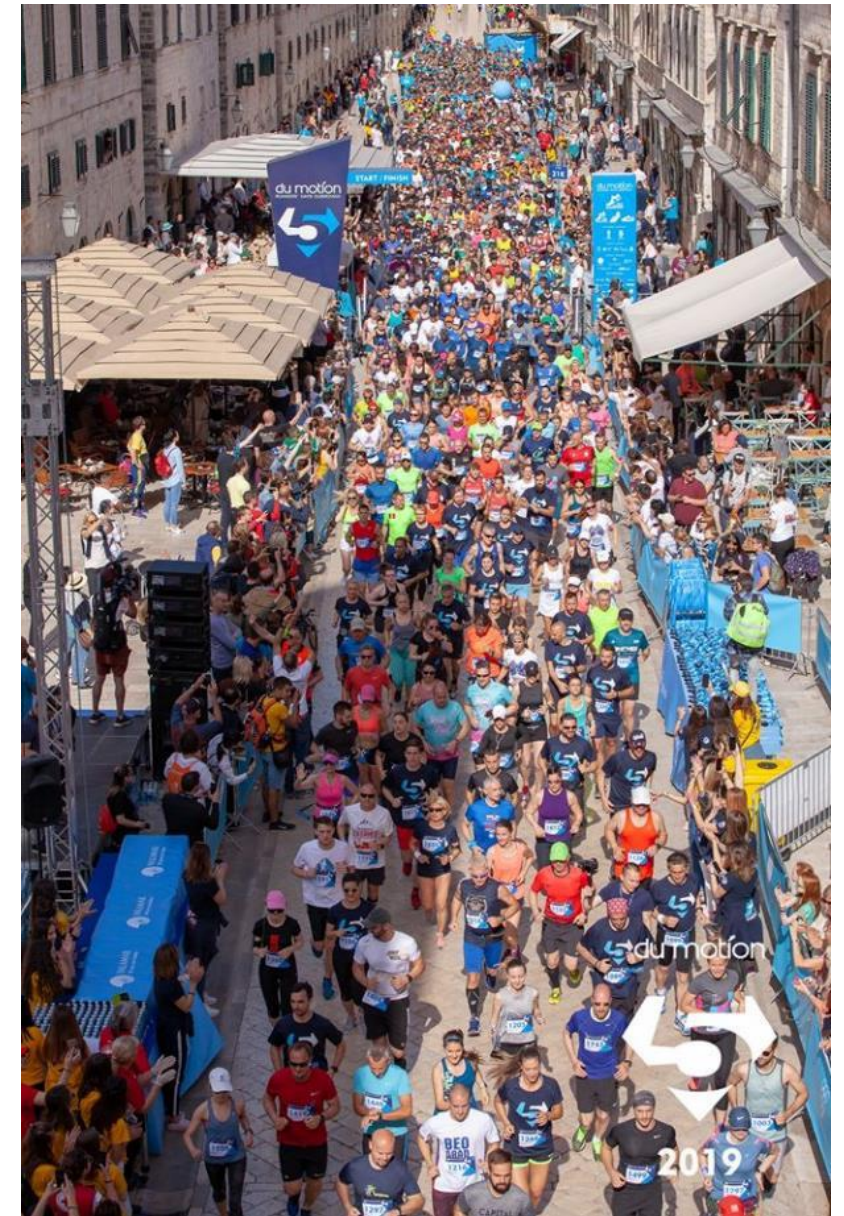


**RESPECT  
THE CITY  
POŠTUJMO  
GRAD**



## Tourist Board project & guidelines

- Symbiosis of sport & tourism
- Pre & Post season
- Sport events
- Tourist City Tax
- Sport strategy
- Financial effect



## Du Motion Runners' days Dubrovnik

- Example of good practice
- Du Motion story

**du motion**  
RUNNERS' DAYS DUBROVNIK



## Kids day



## Run The Wall





## 5K Charity race

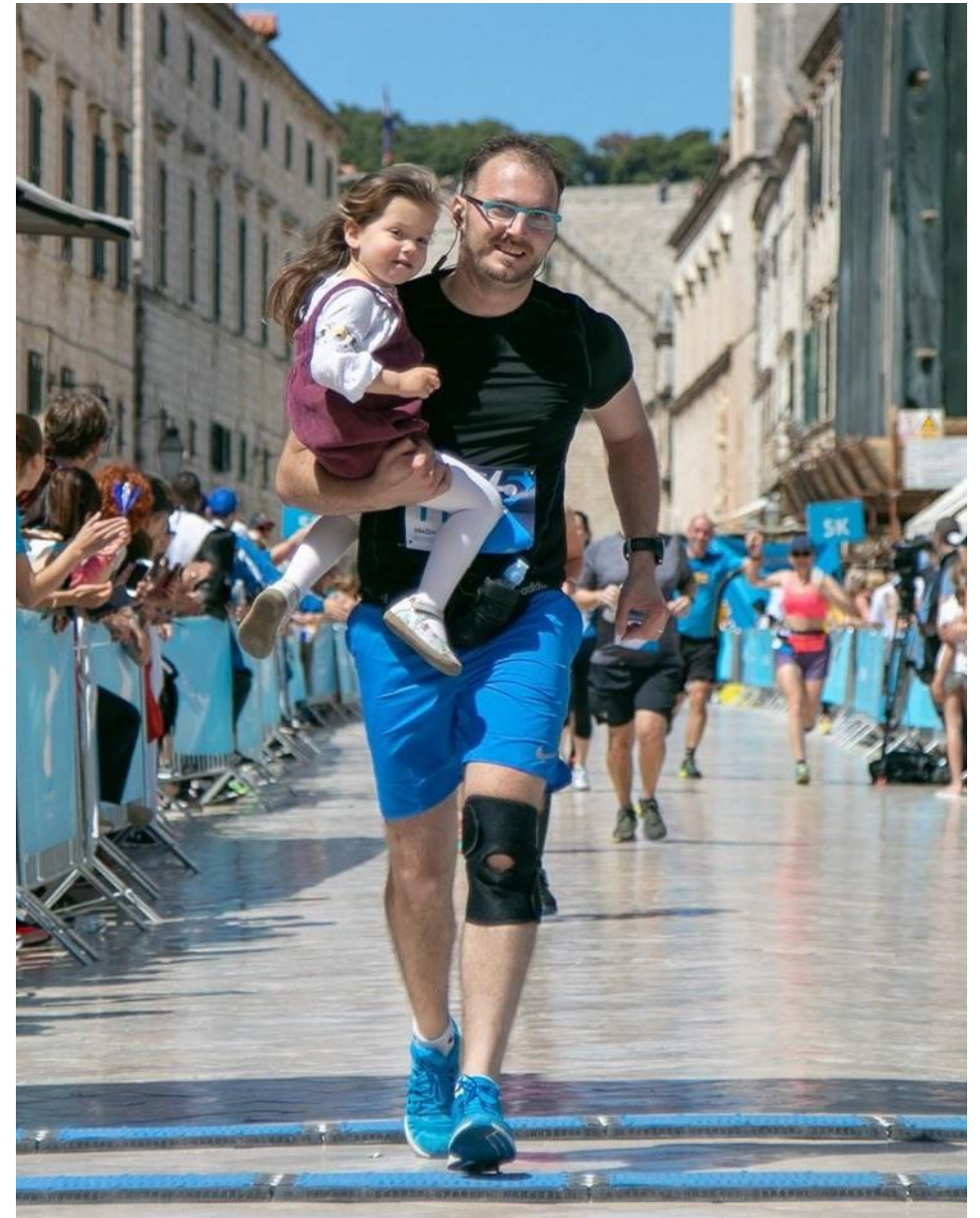


## Half Marathon



## Added social values

- Volunteering
- Charity character
- Raising awareness about sport
- Tourism & economic impacts on the local community
- Symbiosis of citizens and runners/tourists
- Du Motion pass
- Enhanced private accommodation





## Sport event in a historical city

- UNESCO
- Permits
- Cooperation with City
- Old Town squares
- Public services
- Challenging organization





## Communication with locals

- Informing the public
- Local media
- Charity work
- Young volunteers
- Kid's race
- Enhance local economy





## Economic Impact Study

- International runners – 85%
- Travel company – 87% more than 1 person
- Average stay – 4.25 days pp
- Arrivals – 2,700
- Total overnights – 11,475
- Avg daily spent – € 188.3 pp
- **TOTAL IMPACT – € 2.1 M**



| Services & Products | Consumption        |
|---------------------|--------------------|
| Accommodation       | € 854,000          |
| Gastronomy          | € 870,000          |
| Transportation      | € 128,000          |
| Culture             | € 107,000          |
| Shopping            | € 149,000          |
| Other               | € 21,500           |
| <b>TOTAL</b>        | <b>€ 2,129,500</b> |

## Du Motion as NGO project

- Organizational structure
- Financing
- Volunteering





**Thank you for your attention**

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RUNNERS' DAYS DUBROVNIK