

Dubrovnik-Neretva County

Dubrovnik-Neretva County is the southernmost county of Adriatic Croatia, territorially organized into 22 units of local and self-government, consisting of 5 cities and 17 municipalities. It is known for its unique geography, rich cultural heritage, and exceptional natural beauty. Located between Bosnia and Herzegovina to the north, Montenegro to the southeast, and Italy along the maritime border, the county is characterized by its narrow and uneven coastline, separated from the hinterland by high mountain ranges. This natural phenomenon has created a unique landscape where coastal towns, fertile fields, and islands of exotic beauty intertwine. The county consists of two main functional and geographic zones: the narrow coastal strip with a promontory opening to the sea, encompassing the area of the city of Dubrovnik, the Pelješac Peninsula, and the most important islands - Korčula, Mljet, Lastovo, and the Elaphiti Islands - and the fertile Neretva Valley, which is known for its rich agriculture. With a total area of 9,272 km², of which 1,781 km² consists of terrestrial territory, Dubrovnik-Neretva County is one of the smaller Croatian counties, both in terms of size and population. According to the 2021 census, the county has 115,862 inhabitants. The coastline, which stretches for 1,024 km, is highly indented, with 306 islands, islets, rocks, and reefs. The diversity of the landscape is further enriched by the biological diversity of both land and sea, making this area unique throughout the entire Mediterranean.

Economy and Key Industries

Dubrovnik-Neretva County is one of the most developed Croatian regions when considering Gross Domestic Product (GDP) per capita. Its economy is primarily based on the tertiary sector, while primary and secondary sectors are less represented. Tourism is by far the most important economic sector. The city of Dubrovnik, known as the "Pearl of the Adriatic," is a world-renowned destination that attracts millions of tourists annually. However, other parts of the county are increasingly developing their tourist offerings - the islands of Korčula and Mljet, the Pelješac Peninsula, Konavle, and the towns of Cavtat and Ston are becoming more popular among both domestic and international visitors.

In addition to tourism, agriculture and aquaculture also play a significant role. The Neretva Valley, with its fertile alluvial soils, is the second most important agricultural area in Croatia. It is especially known for growing citrus fruits, particularly mandarins, which are exported throughout Europe. The Pelješac Peninsula and the island of Korčula are famous for their tradition of viticulture and olive cultivation, while the Mali Ston Bay is one of the most important centers for shellfish farming in Europe, especially oysters and mussels. In addition to agriculture, fishing is well-developed, particularly in the Neretva Channel and the waters around the islands of Mljet and Korčula.

The county is also developing a renewable energy sector, including solar and wind energy projects, thanks to favorable climatic conditions and a large number of sunny days throughout the year.

Transportation Connectivity and Infrastructure

Dubrovnik-Neretva County is connected to the rest of Croatia by the A1 highway to Ploče, regional and local roads, as well as maritime and air traffic. Dubrovnik Airport is a key entry point for international visitors, while the ports of Dubrovnik and Ploče are of great economic importance. The Pelješac Bridge, which opened in 2022, has improved transportation connectivity within the county, eliminating the need to cross through the territory of Bosnia and Herzegovina.

[Source: Regional Development Agency Dubrovnik-Neretva County DUNEA, February 2025]

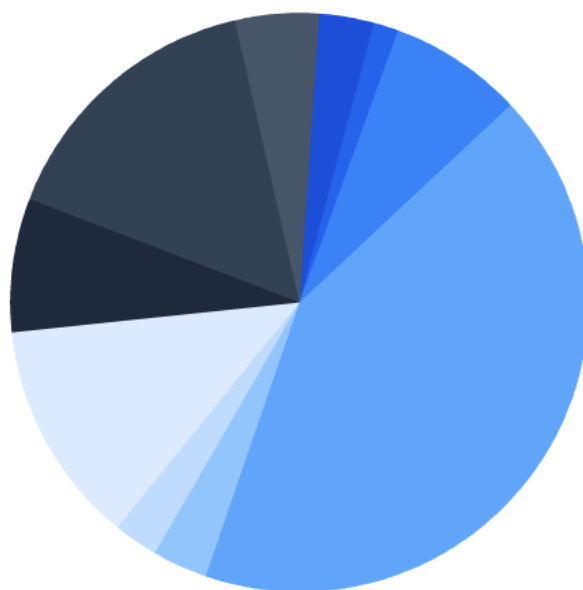
Main Indicators

GDP EUR	2.301.082.343
Population	115.912
Men	56.982
Women	58.930
Age 0-14	17.243
Age 15+	98.669
GDP Per Capita EUR	19.899,63
Area Size km ²	1.781

Source: Central Bureau of Statistics: GDP (2023), Population (2024, Estimate), Area size (2021)

Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 19497396.58666
- Mining and quarrying and other industries: 56896165.6
- Manufacturing: 24458012.819666
- Construction: 144109744.54187
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 812681483.34608
- Information and communication: 53918637.048538
- Financial and insurance activities: 43841357.056456
- Real estate activities: 239698535.78601
- Professional, scientific, technical, administrative and support service activities: 144172697.76972
- Public administration and defence, education, human health and social work activities: 298426654.5188
- Other service activities: 87493485.534118

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	19
Broadband Connections number and density	29.852 / 73%
Number of issued building permits	350

Source: Central Bureau of Statistics: Motorways (2024), Building permits (2023), Croatian Regulatory Agency for Network Industries: Broadband Connections (Q4 2024)

Investments

	Amount
Foreign Direct Investments million EUR	1.044

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Accommodation	504,37
Real estate activities	255,96
Real estate ownership investments	152,17
Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	90,65
Computer programming, consulting and related activities	22,22
Other	18,49

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Sweden	341,93
Luxembourg	223,61
Netherlands	77,84
Switzerland	66,56
United States	62,74

Country	Amount
Other	271,19

Source: Croatian National Bank, 1993 - 2025

Gross Investment in new Fixed Assets, by Location of Investment Constructions and Types of Assets

Asset type	Amount (EUR, 000)
Buildings, spaces and structures	198.867
Machinery and equipment with fittings	57.133
Transport equipment	11.705
Cultivated biological resources	1.946
Intellectual property products	5.258
Total	281.000

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
VODOVOD DUBROVNIK d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.vodovod-dubrovnik.hr
METKOVIĆ d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.vodovod-metkovic.hr
VILLA DUBROVNIK d.d.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://-
VODOVOD d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.vodovod-blato.hr
HOTEL LIBERTAS d.o.o.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://www.rixos.com
DŽAMONJA, d.o.o.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://-

Company	Activity	Website
IZVOR PLOČE d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.izvor.com.hr
BLATO 1902 d.d.	MANUFACTURING	http://www.blato1902.hr
HOTEL CROATIA d.d.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://www.adriaticluxuryhotels.hr
ZRAČNA LUKA DUBROVNIK d.o.o.	TRANSPORTATION AND STORAGE	http://www.airport-dubrovnik.hr

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

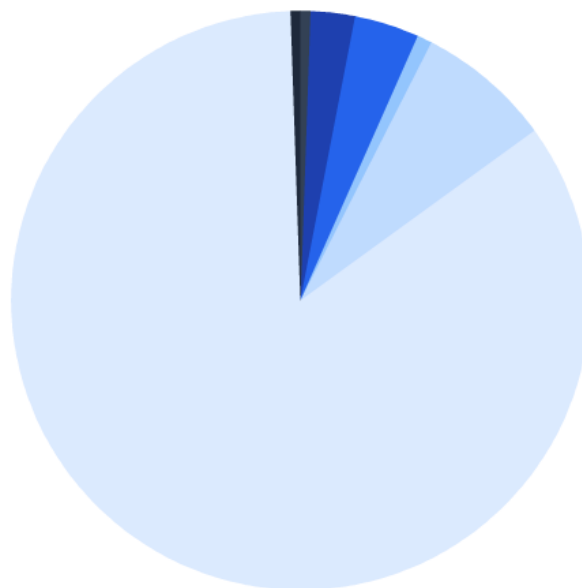
Large enterprises	Medium enterprises	Small and micro-enterprises
40%	50%	60%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

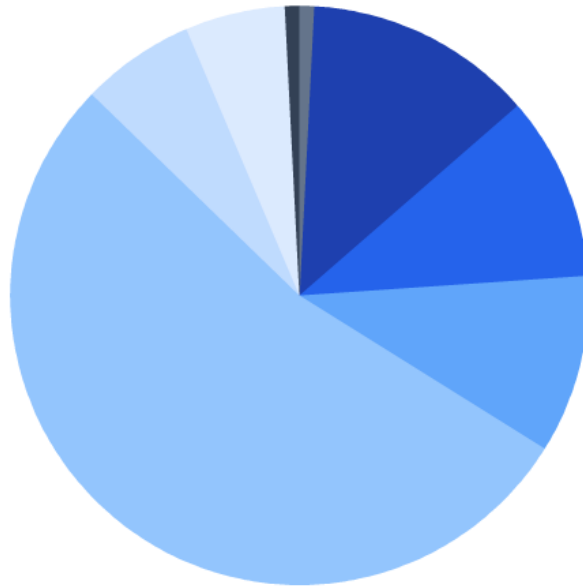


- Agriculture, forestry and fishing: 6022
- Mining and quarrying: 16
- Manufacturing: 6846
- Electricity, gas, steam and air conditioning supply: 11
- Water supply, sewerage, waste management and remediation activities: 368
- Construction: 1455
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 14701
- Transportation and storage: 170200
- Accommodation and food service activities: 814
- Information and communication: 709
- Professional, scientific and technical activities: 62
- Administrative and support service activities: 234
- Arts, entertainment and recreation: 10
- Other service activities: 46
- Not classified: 68

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

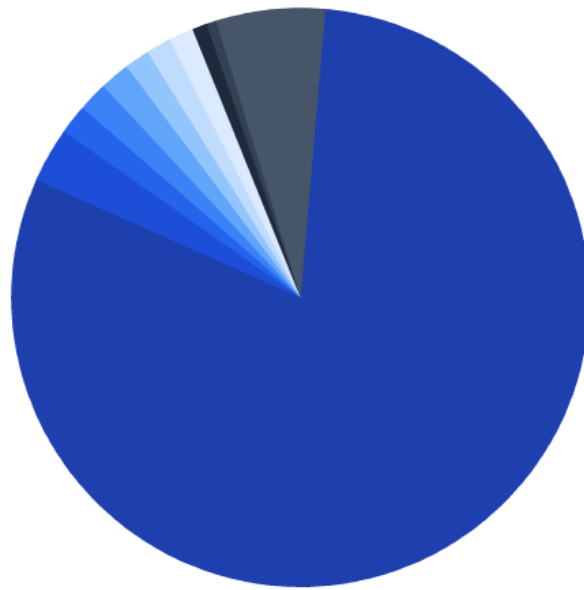


- Agriculture, forestry and fishing: 14226
- Mining and quarrying: 48
- Manufacturing: 10510
- Electricity, gas, steam and air conditioning supply: 24
- Construction: 10281
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 55828
- Transportation and storage: 6436
- Accommodation and food service activities: 5592
- Information and communication: 44
- Real estate activities: 820
- Professional, scientific and technical activities: 169
- Administrative and support service activities: 625
- Public administration and defence, compulsory social security: 33
- Education: 80
- Human health and social work activities: 4
- Arts, entertainment and recreation: 58
- Other service activities: 167
- Not classified: 9

Source: Central Bureau of Statistics, data for 2024

Export by Country

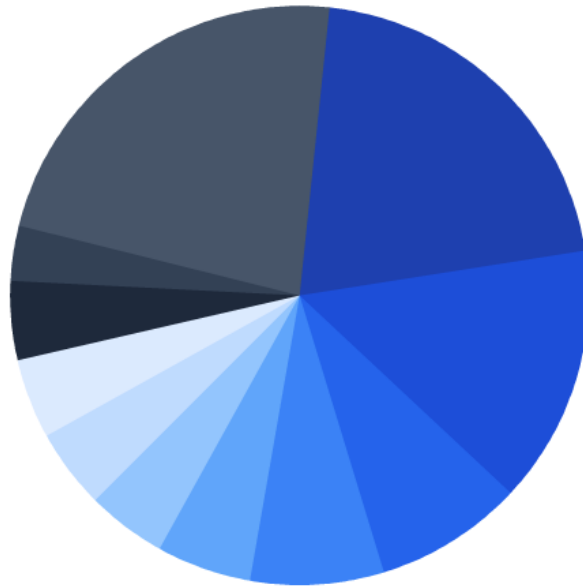
000 EUR



Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Italy: 23358
- Bosnia & Herzegovina: 15056
- Germany: 8543
- Slovenia: 7818
- Turkey: 5450
- Hungary: 4579
- Austria: 4554
- Poland: 4462
- Netherlands: 4376
- Albania: 3038
- Other: 23720

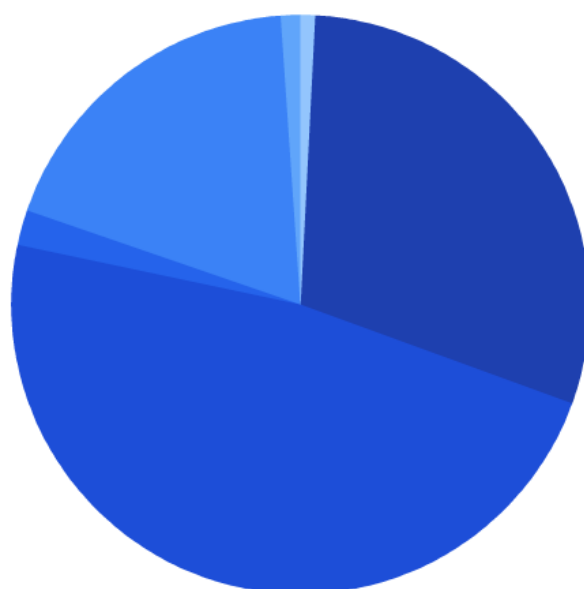
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	5.112
Basic Schools, Beginning of School Year	9.413
Upper Secondary Schools, Beginning of School Year	4.742
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	3.354

Source: Central Bureau of Statistics, data for 2024/2025

Number of High School Students Who Have Completed Their Education



- Grammar schools: 331
- Technical and related schools: 515
- Secondary art schools: 19
- Industrial and crafts schools: 200
- Special secondary schools: 12
- Special secondary schools: 7

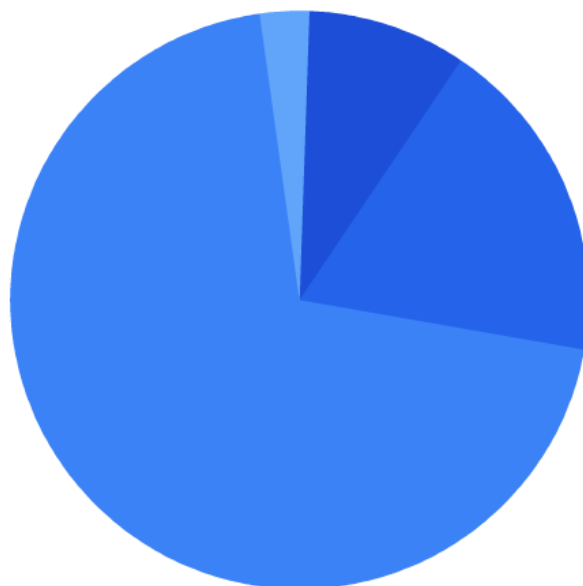
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Tourism and catering	5	985
Economics, trade and business administration	5	574
Mechanical engineering, shipbuilding and metallurgy	5	435
Electrical engineering and computing	6	395
Health and social work	1	219
Transport and logistics	2	210
Construction and geodesy	2	124
Graphic technology and audio-visual design	2	113
Personal, security and other services	1	94
Agriculture, food and veterinary	2	35
Textiles and leather	1	21

Source: Ministry of Science and Education, data for 2024/2025

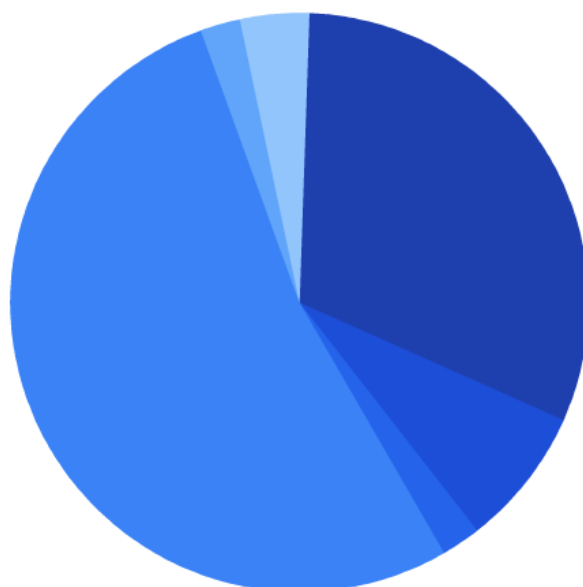
Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 0
- Polytechnics: 88
- Faculties - Professional Study: 171
- Faculties - University study: 655
- Art academies: 25

Source: Central Bureau of Statistics, data for 2024

Students Enrolled at Institutions of Higher Education, by Scientific and Artistic Fields of Study



Engineering: 401
Biomedicine and health: 98
Biotechnical sciences: 28
Social sciences: 668
Humanities: 25
Artistic field: 49

Source: Central Bureau of Statistics, data for 2022/2023

Institutions of Higher Education and Graduated Students

Name	Students who graduated from or completed university or professional study
RIT Croatia, Dubrovnik	168
Public university in Dubrovnik	326

Source: Central Bureau of Statistics, data for 2021

Business Indicators of Enterprises

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Agriculture, forestry and fishing	93	207	1.364
Mining and quarrying	7	147	1.757
Manufacturing	273	1.367	1.339
Electricity, gas, steam and air conditioning supply	33	347	1.995
Water supply, sewerage, waste management and remediation activities	49	1.067	1.410
Construction	642	3.500	1.279
Wholesale and retail trade, repair of motor vehicles and motorcycles	683	4.490	1.349
Transportation and storage	372	3.195	1.756
Accommodation and food service activities	922	6.299	1.534
Information and communication	160	632	1.802

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Financial and insurance activities	11	531	1.776
Real estate activities	404	329	1.463
Professional, scientific and technical activities	566	1.084	1.583
Administrative and support service activities	444	1.507	1.493
Public administration and defence, compulsory social security	144	3.494	2.197
Education	110	3.948	1.937
Human health and social work activities	142	2.706	2.527
Arts, entertainment and recreation	886	1.169	1.593
Other service activities	1.747	649	1.358

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	9,40%

Source: Central Bureau of Statistics, data for 2024

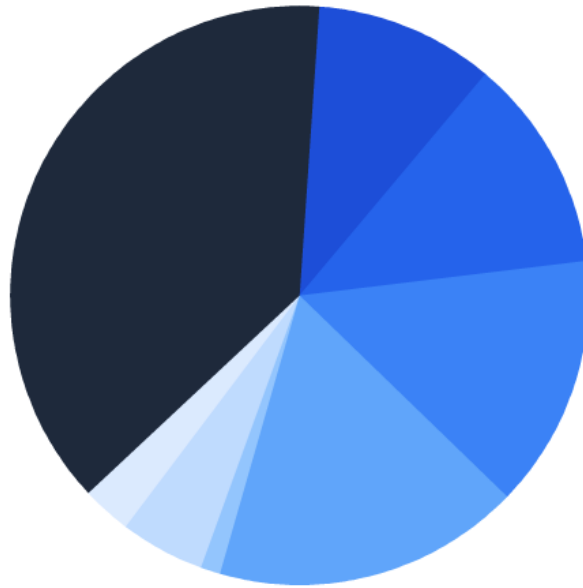
Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	117
Mining and quarrying	5
Manufacturing	234
Electricity, gas, steam and air conditioning supply	2
Water supply, sewerage, waste management and remediation activities	35

Activity	Number
Construction	200
Wholesale and retail trade, repair of motor vehicles and motorcycles	515
Transportation and storage	213
Accommodation and food service activities	912
Information and communication	32
Financial and insurance activities	20
Real estate activities	23
Professional, scientific and technical activities	119
Administrative and support service activities	192
Public administration and defence, compulsory social security	293
Education	154
Human health and social work activities	95
Arts, entertainment and recreation	49
Other service activities	175
Not classified	265
Total	3.650

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation



- Military occupations: 3
- Scientists, engineers and experts: 399
- Technicians and professional associates: 433
- Administrative officers: 516
- Service and trade occupations: 619
- Farmers, foresters, fishermen, hunters: 35
- Occupations in crafts and individual production: 170
- Plant and machinery operators, industrial manufacturers and product assemblers: 96
- Simple occupations: 1380

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
Regional Development Agency Dubrovnik-Neretva County DUNEA	info@dunea.hr	http://www.dunea.hr/en/
Center for Entrepreneurship of Dubrovnik Neretva County	czp@czp.hr	http://www.czp.hr
Development Agency of the City of Dubrovnik DURA	info@dura.hr	http://www.dura.hr
Island of Korčula Development Agency KORA	kora@korcula.hr	http://www.kora.hr
Development Agency of the City of Ploče PLORA	plorarazvojnagencija@gmail.com	https://plora.ploce.hr/

Name	Contact	Website
Development Agency of the Municipality of Orebić ORA	razvojna.ora@gmail.com	http://www.ra-orebic.hr
Development Agency of the Municipality of Blato BLARA	blara@blato.hr	https://www.blato.hr/opcina/blatska-razvojna-agencija-blara-d-o-o
Development Agency of the Municipality of Ston RAST	lora@ra-rast.hr	
Administrative Department for Entrepreneurship, Tourism and the Sea of Dubrovnik-Neretva County	020/351-400 (Pred Dvorom 1), This department provides support in the areas of entrepreneurship, tourism and maritime and is a key contact for investors interested in these sectors.	https://www.dnz.hr/services/upravni-odjel-za-poduzetnistvo-turizam-i-more/
Dubrovnik-Neretva County	pisarnica@dnz.hr	https://www.dnz.hr/
Croatian Chamber of Economy - Dubrovnik County Chamber	hgkdu@hgk.hr	http://www.hgk.hr/zupanijska-komora-dubrovnik