

Sustainable Financing
Brijuni MPA
Croatia



Internal revenues (self generated revenue mechanism)



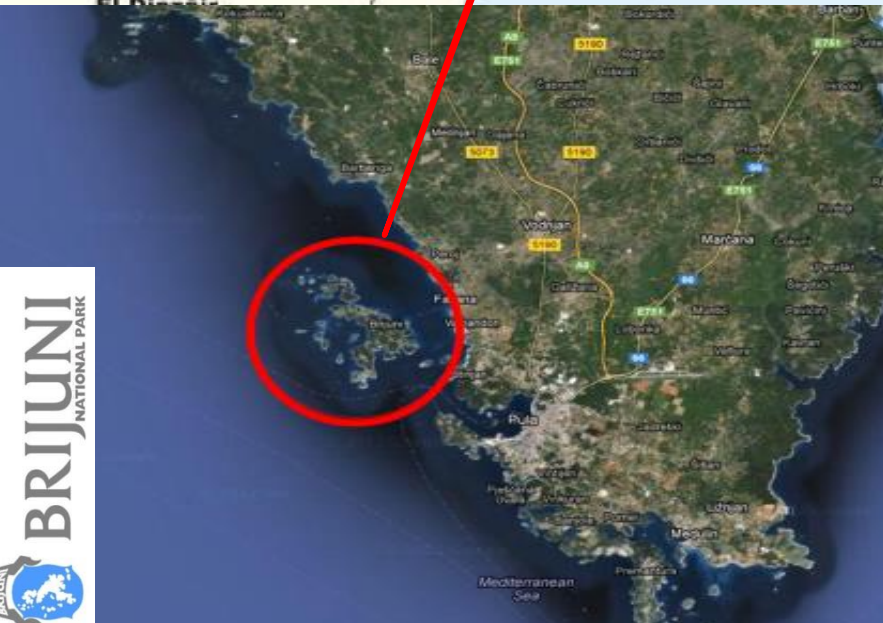
Sandro Dujmović





Brijuni National Park



- + MPA from 1983.
- + 14 islands and islets with total area of 3395 ha (80% sea)
- + cca 240 employees, in summer 300
- + 150 000 visitors annually
- + annual budget cca 7 mil euro
- + 100% owned by the state, no inhabitants from 1961.





Structure of revenues

Revenues	2011 %	2012 %
Sales of goods	3,24	2,91
Revenues from services	76,99	79,81
- Hotel services	39,08	40,10
- Excursions services	26,87	27,18
- Other services	11,04	12,53
Income from property	3,58	4,88
Donations	13,05	8,33
Others	3,14	4,07
Total	100	100



Why we „succeed”

- + There is no competition on V. Brijun
- + Marketing, tradition (celebrities), history, nature
- + All the agencies sells our programs
- + We sell the whole package (ferry, guide, train, museums...)
- + Expensive tickets in high season
- + Unusual stuff (elephant, cadillac, underwater trail, Tito, Koki, villas, special events, theater...)
- + Donations and projects
- + People!!! (good handling with money and DIY)



Recommendations

- + Charge the entrance (visitors, boats, cars...)
- + Brand your MPA (marketing, TV, radio, papers...)
- + Be different
- + Have a good souvenirs program
- + Easy, „fast” round trips (sustainable money maker)
- + Everything what is not core business give in concession (hotels, restaurants...)
- + Handle carefully and wisely with money
- + Good projects
- + DIY

www.brijuni.hr

 npbrijuni

s.dujmovic@brijuni.hr



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