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DESTINATION

Croatia crackdowns on party tourism

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Croatia is once again tightening its approach to party tourism along its Adriatic coast as local authorities move to rein in late-night alcohol consumption, street disorder and noise complaints in popular summer destinations.

Cities such as Split, Hvar and Novalja, long associated with vibrant nightlife and beach parties, are introducing or expanding control measures. They aimed at shifting the country's image from mass party destination to a more balanced, higher-value tourism model. In Split, officials are proposing restrictions on retail alcohol sales during late evening and early morning hours, targeting convenience stores and supermarkets while allowing licensed hospitality venues such as bars and restaurants to continue serving.

The move is part of a broader strategy to reduce disruptive behavior in historic city centers, particularly around UNESCO-listed sites where summer crowds have increasingly strained infrastructure and local tolerance. Authorities argue that excessive street drinking has contributed to rising complaints from residents and pressure on public services during peak season.

On **Hvar**, known for its upscale yet energetic nightlife scene, local rules on noise and public conduct have already been strengthened in recent seasons. Meanwhile, Novalja on **Pag Island**, home to major beach clubs and music festivals, has also introduced tighter controls on alcohol availability and nighttime behavior in an effort to better manage seasonal surges in visitors.

Tourism officials stress that Croatia is not attempting to discourage visitors, but rather to diversify its appeal. The country continues to welcome record numbers of international arrivals each summer, but policymakers are increasingly focused on sustainability, community impact and maintaining quality of life for residents.

Travel industry observers note that **Croatia's evolving approach reflects a wider Mediterranean trend**, where destinations heavily reliant on summer tourism are seeking **to move away from uncontrolled nightlife economies toward more regulated, family-friendly experiences.**

Industry stakeholders say the coming summer will be a test. How effectively Croatia can balance its booming tourism economy with local expectations as enforcement begins to intensify across key coastal hubs. Operators must now adapt to earlier closing times, stricter alcohol rules and a shift toward more controlled experience-driven nightlife offerings overall. **"Croatia acts again" basically reflects a continuing policy trend, not a one-off temporary decision.**

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