

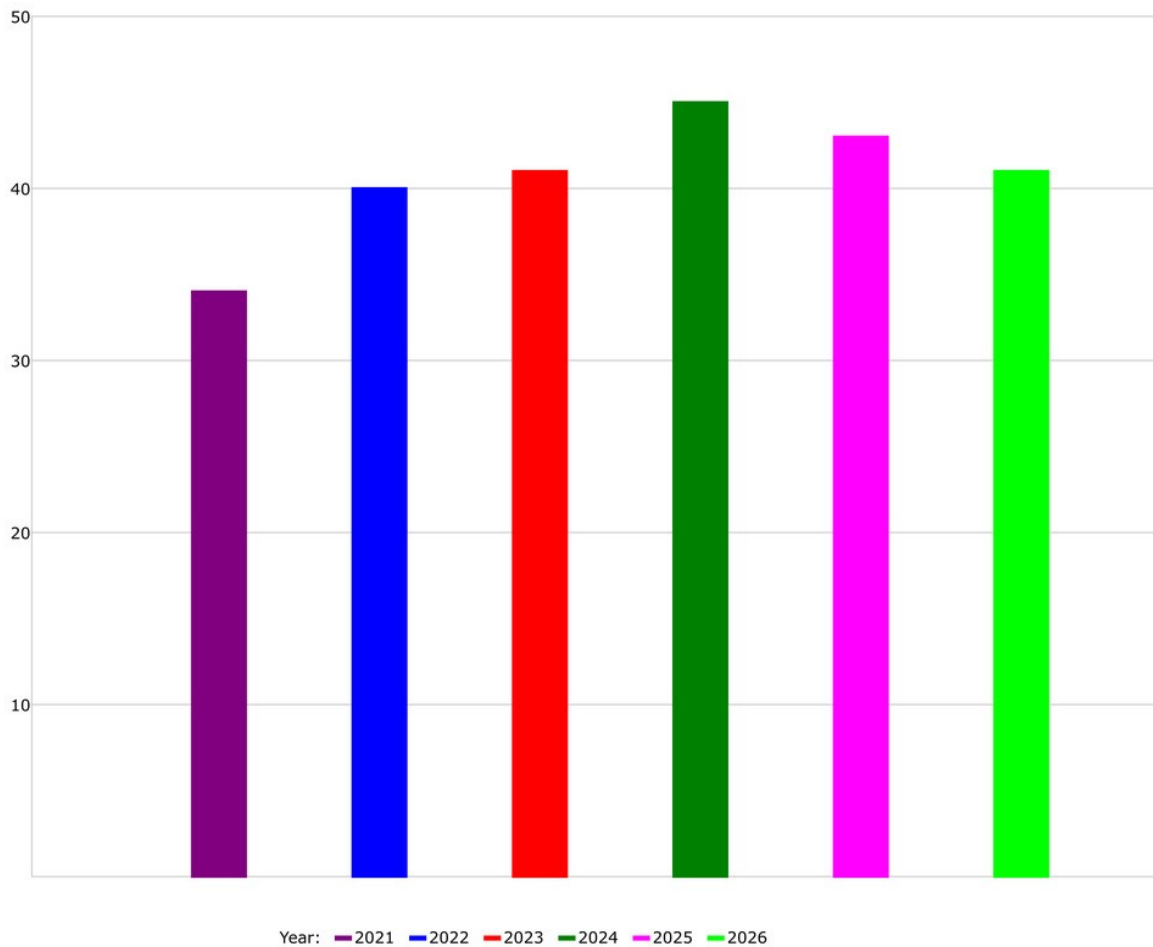
Charter Offer Analysis in ACI Marina Jezera 2021 – 2026

As a tourist board with a special interest in monitoring the development of the charter offer in Jezera on the island of Murter, we continuously analyze data for vessels based in ACI Marina Jezera. By tracking fleet size, average weekly charter price, and occupancy rates, we gain a clear insight into charter offer dynamics from 2021 through the current year 2026.

Growth and Stabilization of the Fleet Size

According to data from [Yacht-Rent, a platform for yacht charter in Croatia](#), the number of charter vessels in Jezera increased from 34 in 2021 to 40 in 2022, then to 41 in 2023, reaching its peak in 2024 with a total of 45 vessels. In 2025, a slight decline was recorded to 43, followed by 41 vessels in 2026.

This trend clearly shows a phase of stronger post-2021 growth, followed by gradual market stabilization. Part of the fleet naturally ages, which lowers its market value, while new, technologically advanced and more expensive vessels raise the overall average. The key factor is the balance between older vessels leaving the fleet and new ones entering it — current data suggests that the market is now balancing rather than continuing expansive growth.

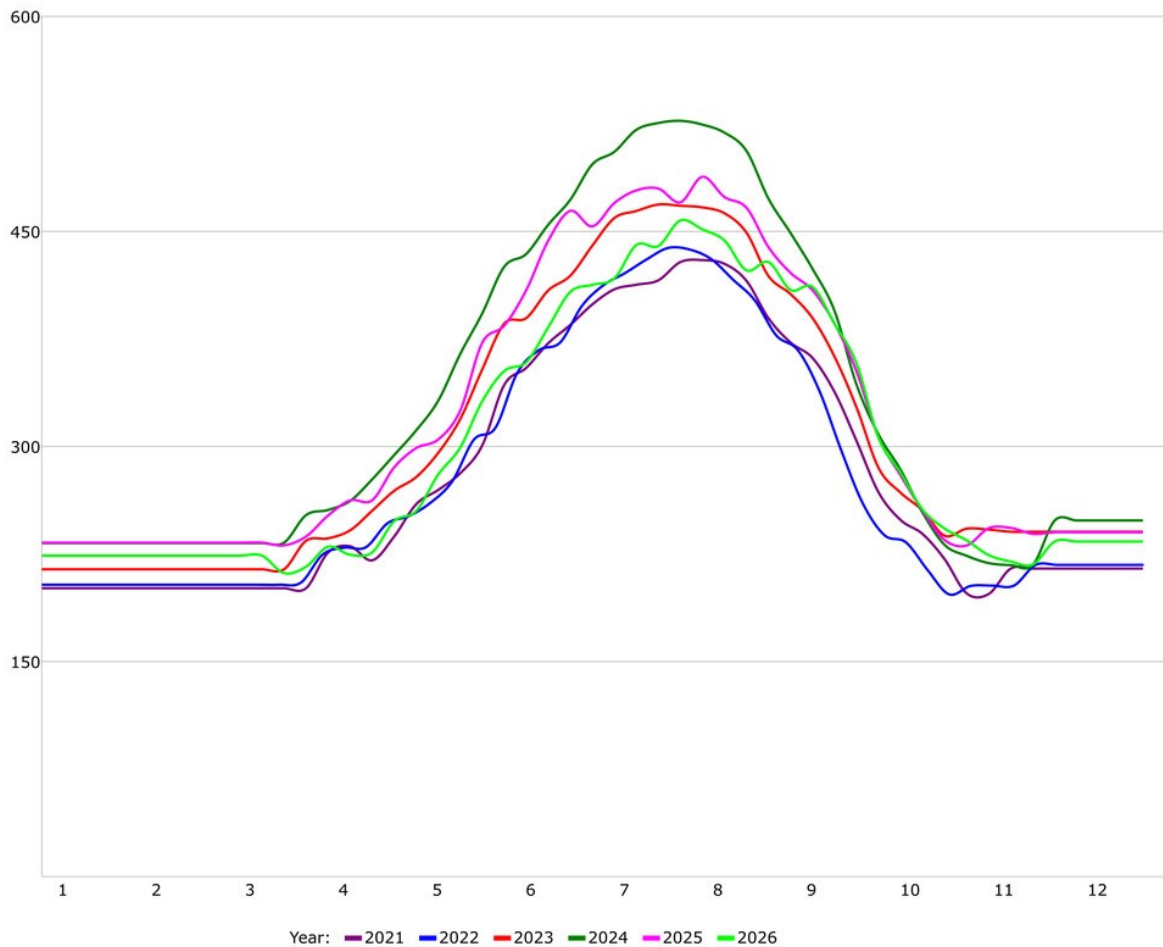


Movement of the Average Weekly Price per Person

Analysis of the average weekly price per person, calculated by dividing the entire vessel price by its maximum capacity, shows a clear seasonal pattern within the operational period from April 1 to November 1.

In 2021, the peak reached approximately €430 at the end of July. In 2022, this maximum rose to around €439, while in 2023 it exceeded €460 and reached €469. The highest level was recorded in 2024, when the price reached €527 per person at the end of July, representing a record within the observed period.

In 2025, a mild correction became visible — the summer maximum was around €488, while 2026 currently shows a peak of approximately €455. This decline does not necessarily indicate a weakening of the destination, but rather an adjustment between supply and demand. As part of the fleet ages and the number of new vessels did not grow at the pace seen in 2022 and 2024, the average has stabilized. Additionally, slightly higher supply relative to actual demand may be creating moderate price pressure.



Occupancy – The Real Picture of the Operational Season

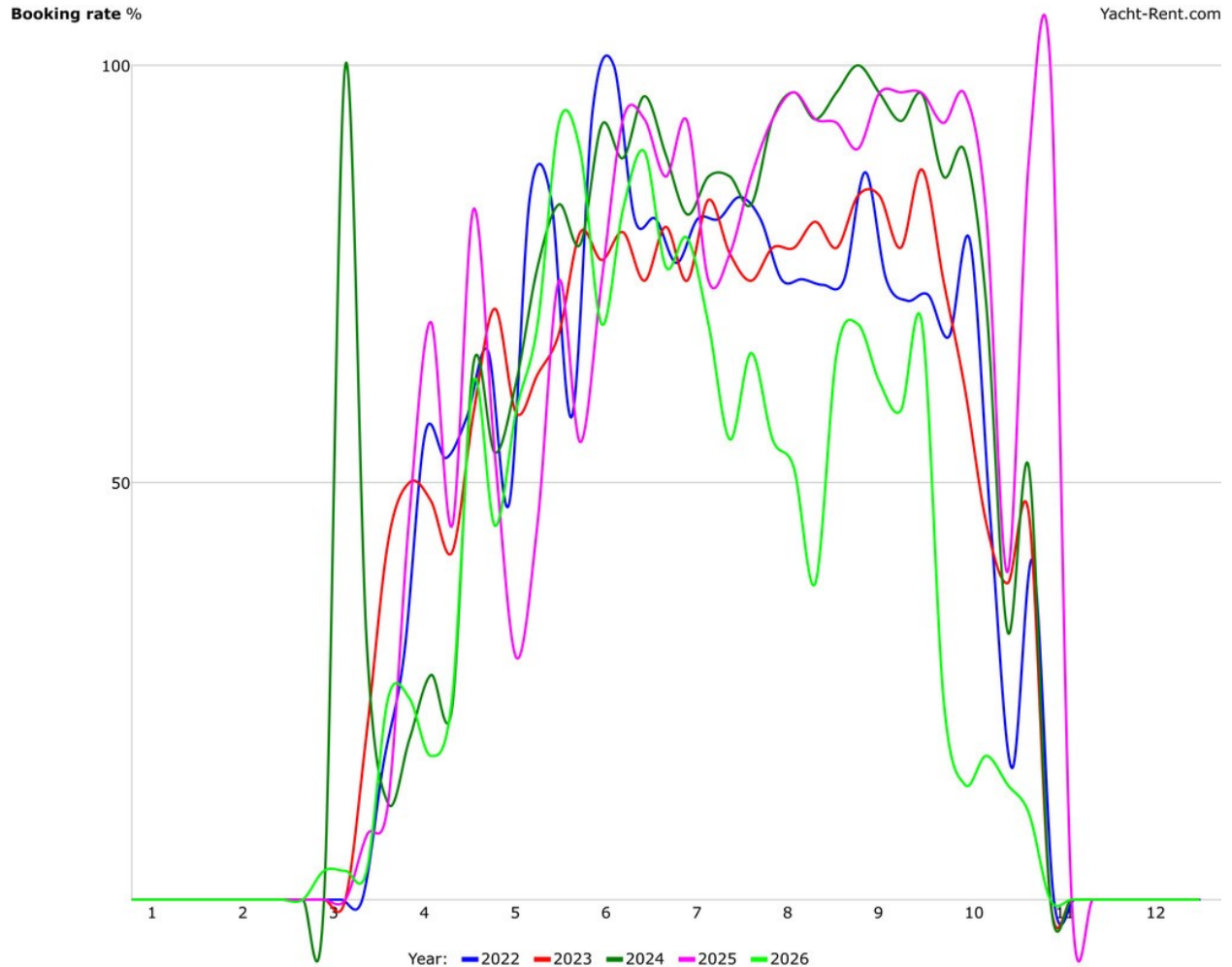
When analyzing occupancy, it is essential to consider only the operational part of the year. Although data often show averages based on all 52 weeks, the actual charter season lasts approximately 30 weeks. For example, if the average annual occupancy is 41% (equivalent to about 22 weeks), compared to the 30 operational weeks this corresponds to approximately 73% actual seasonal occupancy.

The year 2022 showed strong momentum — already in May occupancy exceeded 80%, and in June it reached 100%. In 2023, high levels were maintained with frequent summer weeks above 80%, while 2024 delivered an exceptionally strong August with nearly continuous occupancy above 95% and one week reaching 100% at the end of the month.

In 2025, we observed an extension of strong demand into September and early October, with numerous weeks above 90%, confirming the trend of season extension. It is important to note that occasional spikes in occupancy at the very edges of the season do not reflect actual market demand. In many cases, they result from situations where

boat owners mistakenly or inadvertently mark periods when vessels are not operational — for example due to maintenance or dry dock — as “booked” instead of correctly indicating them as “under maintenance”.

The current year 2026 is still ongoing, and the graph is continuously updated. So far, we see solid pre-season growth and good results in May and June, although summer percentages are more moderate compared to record years. Since the season is still in progress, the final picture will only become clear at the end of the operational period.



Conclusion: A Market in a Phase of Mature Balance

Data for Jezera shows a clear cycle: strong growth in vessel numbers and prices until 2024, record occupancy in peak years, followed by stabilization in 2025 and 2026. Today, we are witnessing a market that has reached a mature level — no longer relying solely on fleet growth, but increasingly on quality of offer and optimal capacity management.

As a destination, we can be satisfied with the achieved results. Over recent years, Jezera has positioned itself as a stable and competitive charter base, with high summer occupancy and an increasingly extended season, providing a strong foundation for further sustainable development.

Yacht charter data source: [Yacht-Rent statistics Jezera](#)