



1st International Webinar of the Global Network of Water Museums

Session 1 – Virtual Walks, Online Training and Educational Videos

EMBRACING CHANGES



AQUATIKA – FRESHWATER AQUARIUM KARLOVAC

Ivana Kaleb Vuletić, Head of Marketing



AQUATIKA – FRESHWATER AQUARIUM KARLOVAC

- due to COVID epidemic aquarium has been closed whole April
- May and June reduced attendance
- peak of the season -> school groups

period	visitors
Apr-May-Jun 2019	30.718
Apr-May-Jun 2020	4.804 (index 16% vs 2019)
Jan-Dec 2019	73.222
Jan-Dec 2020	28.203 (index 39% vs 2019)

- income at index 44%



AQUATIKA – FRESHWATER AQUARIUM KARLOVAC

- summer months very active
 - six various exhibitions
 - two concerts on the aquarium square
 - several educational workshops for visitors
 - two photo contests
- 25 different activities throughout the COVID year
 - complying with all protection measures and recommendations
 - kept the interest of public
 - gave additional content for media -> gained good media exposure
- souvenir shop with only local products made by local artists and craftsmen, handicrafts, family farms -> promoted them to encourage local economy



AQUATIKA – FRESHWATER AQUARIUM KARLOVAC

1

Virtual walk
through the
aquarium
exhibition

2

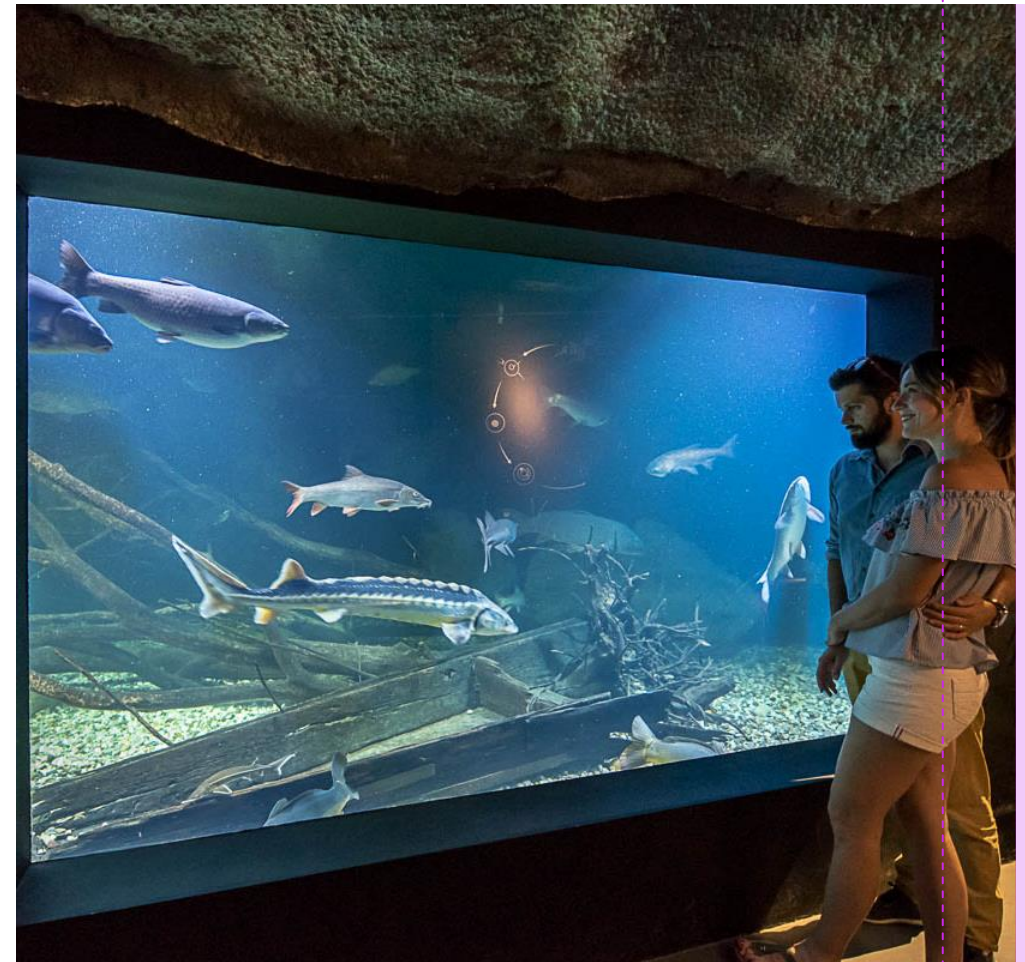
Audio guide
through the
freshwater world

3

Live stream of
the largest
aquarium

1) Virtual walk through the aquarium exhibition

- available free on our website (<https://www.aquariumkarlovac.com/en/virtual-tour/>)
- 10 points throughout the aquarium to get the impression of what a typical karst river looks like
- advantages:
 - keeping up with the new trends
 - keeping the public interested
 - making our content available for those who can not attend on site



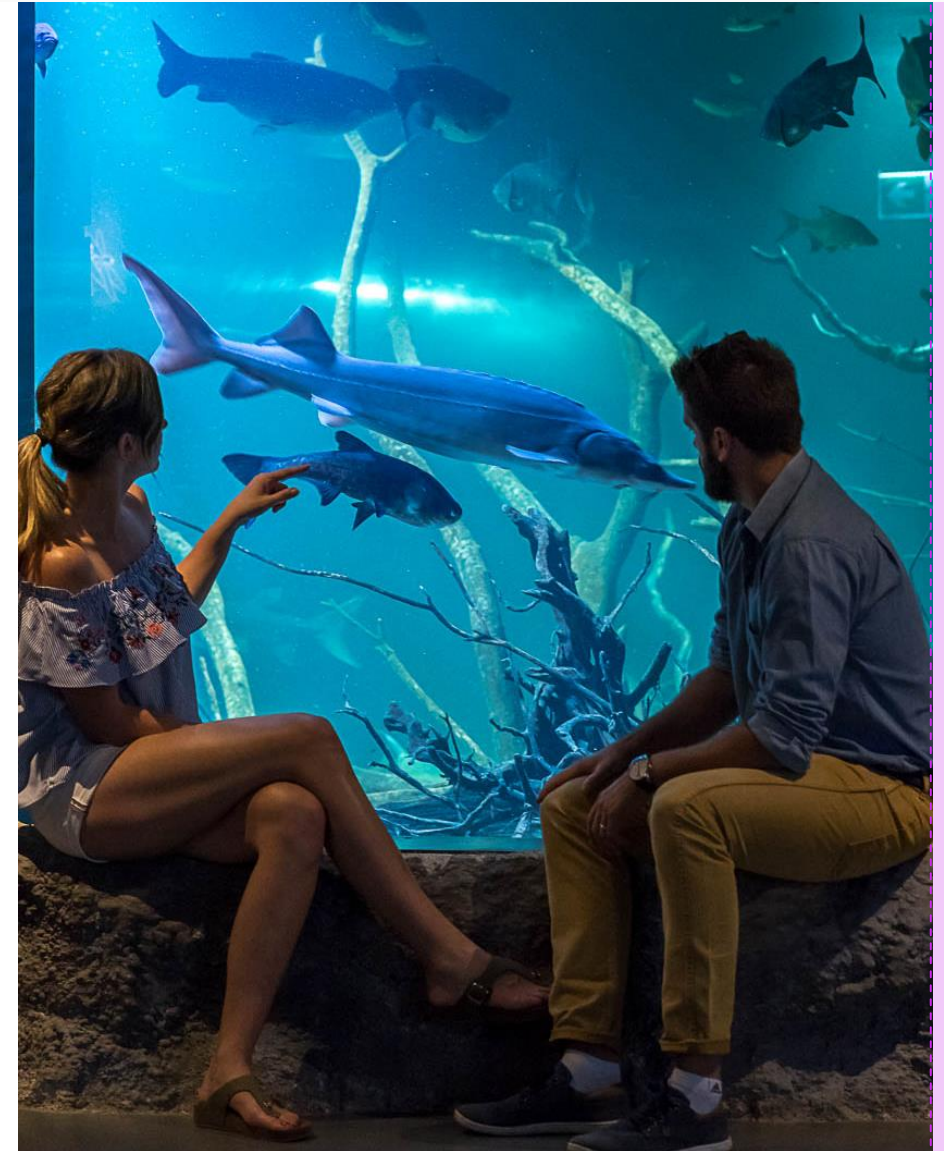
2) Audio guide through the freshwater world

- available free on our website (<https://www.aquariumkarlovac.com/en/virtual-tour/>)
- in Croatian and in English for now
- in progress adding German, Italian, French, Chinese
- great addition to the virtual walk → educational facts
- advantages:
 - giving additional information about our content
 - educating visitors and bringing them closer to the mysterious world of rivers and lakes
 - making our content available for those who cannot attend on site



3) Live stream of the largest aquarium

- available free on our homepage (<https://www.whatsupcams.com/hr/webcams/hrvatska/karlovacka/karlovac-hr/aquatika-karlovac-slatkovodni-akvarij-web-kamera/>)
- the biggest aquarium shows the most attractive fish species
 - fish from the sturgeon family (5 types of sturgeons) → look like sharks!
 - sturgeons are one of the oldest fish species and date back to the time of the dinosaurs
 - at the time of spawning, some forms set out on a long journey from the sea to the freshwater
- advantages:
 - keeping up with the new trends
 - keeping the public interested
 - making our content available for those who can not attend on site





Thank you for
your attention

Any questions?

