

QUALITY REPORT FOR STATISTICAL SURVEY
Tourist Activity of the Population of the Republic of Croatia
for 2025

Organisational unit: Tourism Statistics Department
Prepared by: Ivana Brozović and Suzana Nujić

October 2026

0. Basic information

- Purpose, goal, and subject of the survey

The purpose of the statistical survey Tourist Activity of the Population of the Republic of Croatia is to collect data on national tourism, that is, the data on the number and characteristics of travels of the Croatian population outside their usual environment. The goal is to assess to what extent does the Croatian population travel, their reasons for going on a trip, where and when they travel, how long do the trips last and what the trip expenditure amount to. For the surveyed persons who did not go on a private trip with overnight stays, the data on the main reasons for not going on a trip were collected. The survey has been conducted continuously since 2007 and includes private and business/professional trips, trips with overnight stays, same-day visits, as well as trips within Croatia and trips abroad.

- Reference period

Calendar year

- Legal acts and other agreements

At the European level: Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism

At the national level: Official Statistics Act (NN, Nos 25/20, 155/23, 124/25 – corr. and 69/26) and Annual Implementation Plan of Statistical Activities of the Republic of Croatia for 2025 (NN, No. 29/25)

- Classification system

Classification of Spatial Units for Statistics

Code List of Countries

Currencies

- Statistical concepts and definitions

Same-day visitor is every person who travels to a place outside his/her usual environment, who does not spend a night in a hotel or some other tourist accommodation establishment and whose main purpose of travelling differs from performing a particular activity financed by a resident entity in the place visited. The duration of same-day visits is measured in hours. A person who commutes on a daily basis to another place to for work or schooling is not considered a same-day visitor.

Tourist is every person who, outside his/her place of permanent residence, spends at least one night in a commercial or non-commercial accommodation establishment (but not longer than 12 months without interruption) for reasons of rest, recreation, entertainment, visiting relatives or friends, preservation and improvement of health, business, religious and other reasons, but excluding trips financed by a resident entity in the place visited. All tourists are travellers, but not every traveller is a tourist. Tourists exclude migrants, borderline frontier workers, diplomats, military force members on their regular duties, displaced persons and nomads.

Usual environment of a person is the immediate vicinity of the person's home and place of work or schooling, or other places that the person regularly visits. Each person has only one usual environment. The following criteria define a usual environment: the crossing of the administrative borders of or the distance from the place of usual residence, the duration of a trip, the frequency of going on a trip and the purpose of a trip.

For example, a municipality may be seen as a person's usual environment in Croatia.

Purpose of the trip is a basic reason why a person goes on a trip, i.e. without which a given destination would not be visited. Tourist trips, depending on their purpose, can be: private (rest, recreation or leisure, including visits to relatives and friends) and business/professional (participation in congresses, conferences, business meetings, fairs, exhibitions, courses of foreign languages and other education-related trips, cultural, sports and similar trips).

Private trip is a tourist trip with the purpose of rest, recreation, shopping, health, pilgrimage, religious event, visit to relatives and friends, etc. Private trips do not include weekly migrations or departure for work or schooling, seasonal work, staying in hospitals or spas financed by social insurance contributions, staying in refugee camps and asylum.

Business/professional trip is a trip for business or professional reasons, excluding daily local trips or business-motivated trips in the usual environment. Business/professional trips include trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, as well as cultural, sports and similar trips. Trips financed by a resident entity in the place visited are excluded.

Duration of a tourist trip is the time spent on the trip, which can last a maximum of 365 days continuously.

Duration of a trip with overnight stays is measured by the number of nights spent at destination.

Expenditures on tourism trips include all travelling expenses that occurred before the beginning of the trip and during the trip. Total expenditures comprise all expenditures for transportation, accommodation, food and drinks in hotel and restaurant establishments, as well as expenditures for other services and products. These expenditures are made by a visitor or by another person on behalf of that visitor during the trip.

- **Statistical units**

Observation units for the number of persons who went on a trip are Croatian citizens aged 15 and over (a reporting unit is equal to a statistical unit). The observation unit for data on the number of overnights stays and same-day visits and their characteristics is a trip of a Croatian citizen aged 15 and over.

The statistical unit for tourist trips is a trip, and the reporting unit is a Croatian citizen aged 15 and over.

- **Statistical population**

The target population for the survey are citizens of the Republic of Croatia aged 15 and over who live in private households, excluding population living in institutional households (homes for the elderly, prisons and the like), citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia.

1. Relevance

1.1. Data users

National users: Ministry of Tourism and Sport, Institute for Tourism, economic analysts, scientists, the media and the public

International users: UN Tourism (The World Tourism Organization), OECD (The Organisation for Economic Co-operation and Development)

Internal users: National Accounts Aggregates Department

1.1.1. User needs

The survey is nationally relevant because it is one of the data sources for compiling the tourism satellite account. The survey meets the needs of our users.

1.1.2. User satisfaction

The first user satisfaction survey of the Croatian Bureau of Statistics was carried out in 2013, and since 2024, the survey has been conducted annually. The survey results are available on the Croatian Bureau of Statistics website under [User satisfaction surveys](#).

1.2. Completeness

The survey is carried out in accordance with Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism and recommendations in the Methodological Manual for Tourism Statistics and it covers all mandatory variables.

1.2.1 Data completeness rate

The indicator is not computed.

2. Accuracy and reliability

2.1. Sampling error

The sampling error shows the accuracy of estimating population parameters based on the sample. As it is a random sample, the assessment of the accuracy of estimate is given in the form of coefficients of variation, standard errors and confidence intervals for the most important variables.

The basis for the sampling frame has been a directory of fixed and mobile telephone lines in the Republic of Croatia, combined with the data from the Census of Population, Households and Dwellings in the Republic of Croatia in 2021 (2021 Census). A random sample stratified according to county and type of telephone line (fixed or mobile) has been used in the survey. The target population for the survey are citizens of the Republic of Croatia aged 15 and over who live in private households, excluding population living in institutional households (homes for the elderly, prisons and the like), citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia.

In case of a fixed telephone line, a respondent was selected from the randomly chosen household according to the birthday key method.

2.1.1. Sampling error indicators

Estimates and accuracy measurements of the most important indicators of tourist activity of the population of the Republic of Croatia in 2025.

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
	Number of persons on trips with overnight stays			
Number of persons on private trips	1 893 324	1,8	1 827 275	1 959 372
Only in Croatia	987 303	2,7	935 723	1 038 882
Only abroad	290 416	3,7	269 160	311 673
In Croatia and abroad	615 605	2,9	580 915	650 295
On trips with 1 – 3 nights	1 027 779	2,6	975 629	1 079 929
On trips with 4 and more nights	1 513 513	1,9	1 456 319	1 570 706
Number of persons on business/professional trips	286 732	3,0	269 575	303 889
	Number of trips with overnight stays			
Private trips	5 428 563	1,6	5 261 246	5 595 881
In Croatia	3 440 936	2,1	3 295 868	3 586 004
Abroad	1 987 627	2,1	1 905 568	2 069 687
Business/professional trips	588 920	4,9	531 901	645 938
In Croatia	298 947	4,2	274 249	323 644
Abroad	289 973	8,4	241 910	338 035
	Number of nights on trips with overnight stays			
Nights on private trips	29 863 409	3,1	28 023 392	31 703 427
In Croatia	20 293 817	4,3	18 581 241	22 006 394
Abroad	9 569 592	3,5	8 915 094	10 224 090
Nights on business/professional trips	2 562 620	14,7	1 820 550	3 304 691
In Croatia	1 221 245	28,4	536 759	1 905 732
Abroad	1 341 375	11,1	1 048 506	1 634 244

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
	Expenditure on trips with overnight stays, euro			
Expenditure on private trips	2 376 866 877	3,2	2 227 581 492	2 526 152 262
In Croatia	1 134 659 978	4,0	1 046 615 976	1 222 703 980
Abroad	1 242 206 899	4,7	1 126 479 943	1 357 933 855
Expenditure on business/professional trips	434 299 856	9,7	351 443 028	517 156 685
In Croatia	151 337 663	7,8	127 931 405	174 743 921
Abroad	282 962 193	14,1	203 937 360	361 987 027
	Number of same-day visits			
Private trips	5 286 942	2,1	5 067 258	5 506 627
In Croatia	4 349 429	2,5	4 139 838	4 559 021
Abroad	937 513	3,5	873 494	1 001 532
Business/professional trips	514 495	7,2	441 173	587 818
In Croatia	379 287	8,1	318 861	439 714
Abroad	135 208	6,1	118 635	151 781
	Expenditures on same-day visits, euro			
Expenditure on private trips	325 486 919	2,7	307 962 575	343 011 262
In Croatia	239 515 716	3,2	224 391 790	254 639 642
Abroad	85 971 203	5,0	77 592 454	94 349 952
Expenditure on business/professional trips	55 232 444	9,8	44 561 986	65 902 902
In Croatia	36 193 519	11,7	27 831 032	44 556 005
Abroad	19 038 925	11,6	14 577 069	23 500 782

2.2. Non-sampling error

Non-sampling errors include all other errors not related to the sample selection, such as the coverage error, the measurement error, the data processing error and the non-response error.

2.2.1. Coverage error

Coverage errors occur due to deviation from the sample selection frame. The sample selection frame is a publicly available telephone directory for 2025. The rate of valid units for the survey Tourist Activity of the Population of the Republic of Croatia, 2025, amounted to 84.6%. Deviation from the sample selection frame causes coverage errors to occur, namely the under-coverage error and the over-coverage error.

Under-coverage: the sample frame is a publicly available telephone directory for 2025 and the sample frame does not include the population (households) that do not have a publicly available telephone number.

Over-coverage: households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

2.2.2. Over-coverage rate

The over-coverage rate is the share of units that do not belong to the target population. The over-coverage of the sample of fixed telephone lines amounted to 21.7% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use). The over-coverage of the sample of mobile telephone lines amounted to 12.3% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use, the selected unit is under 15 years of age). Households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

Over-coverage rate amounted to 15.4%.

2.2.3. Measurement error

Measurement errors include all errors that may occur during a telephone interview and when entering data into the software application of the questionnaire. Such errors are minimised as much as possible by properly defining the survey questionnaire, implementing controls into the data entry programme during interviewing (e.g. setting logical connections between certain questions, etc.), regular training of interviewers and applying appropriate data collection methods. The control of the collected survey data includes detailed data editing, control of values according to defined ranges, control of the lowest and the highest values, control of possible answers, logical connections between individual answers, etc.

2.2.4. Non-response error

Non-response errors show the number of statistical units that did not respond to the questionnaire, that is, data on the number of persons who did not accept participation in the survey.

2.2.5. Unit non-response rate

In 2025, the unweighted non-response rate amounted to 41.5%.

2.2.6. Item non-response rate

The highest non-response rate was recorded for questions regarding trip expenditure. The non-response issue was mitigated by the sequential hot-deck imputation method.

2.2.7. Processing error

During data processing, detailed data editing is conducted, e.g. control of the values entered according to ranges and control of possible answers. These controls are carried out on the survey questionnaire.

2.2.8. Imputation rate

Unweighted imputation rate for certain:

- transportation expenditure: 14.63%
- accommodation expenditure: 15.74%
- expenditure on food and drinks in hotel and restaurant establishments: 15.60%
- other expenditure: 8.66%.

2.2.9. Model assumption error

The indicator for this survey is not computed.

2.3. Data revision

2.3.1. Data revision – policy

Provisional figures are not published in this survey and therefore regular revisions are not planned. The users of statistical data are informed about revisions on the website of the Croatian Bureau of Statistics, on the link – [General Revision Policy of the CBS](#).

2.3.2. Data revision – practice

Provisional data are not published in the survey; therefore, there are no planned data revisions. Unplanned revisions that are caused by events that could not be predicted and could not be influenced in advance (subsequent changes in data sources or subsequently identified errors in previously submitted data) are disseminated as soon as possible.

2.3.3. Data revision – average size

The indicator is not applicable.

2.4. Seasonal adjustment

Not applicable.

3. Timeliness and Punctuality

3.1. Timeliness

3.1.1. Time lag – first results

The indicator is not applicable.

3.1.2. Time lag – final results

Timeliness – final results is six months after the reference period (T +6).

3.2. Punctuality

3.2.1. Punctuality – delivery and publication

Data are published on the date specified in the Calendar of Statistical Data Issues. There is no time lag between the date when the data were sent to Eurostat and the time when they should have been submitted, that is, the data were sent within the set deadlines.

4. Accessibility and clarity

Data and notes on methodology are available in statistical publications in electronic form on the website of the Croatian Bureau of Statistics and by providing information/data by telephone and e-mail. Users can find these data and publications on the website of the Croatian Bureau of Statistics or request certain data and methodological explanations in writing. Publishing forms and deadlines are specified in the Calendar of Statistical Data Issues and the Publishing Programme of the Croatian Bureau of Statistics.

4.1. News release

[TUR-2026-4-1 Tourist Activity of Population of Republic of Croatia, 2025](#) and

[TUR-2026-4-1 – CORR Tourist Activity of Population of Republic of Croatia, 2025](#)

4.2. On-line database

Online databases for the survey Tourist Activity of the Population of the Republic of Croatia are published on the website of the Croatian Bureau of within Databases, Tourism, link: [PX-Axis databases](#).

Online databases are available on the website of Eurostat [Database - Eurostat](#).

4.3. Micro-data access

The conditions under which certain users can access microdata are regulated by the [Ordinance on Conditions and Terms of Access and Use of Confidential Statistical Data of the Croatian Bureau of Statistics for Scientific Purposes](#) (NN, No. 5/23).

Microdata are not published but delivered to Eurostat.

4.4. Documentation on methodology

The survey methodology is defined in Eurostat's Methodological Manual for Tourism Statistics. Notes on methodology, which include the purpose of the survey, legal and methodological basis, observation units, coverage, sources and methods of data collection, response rates and definitions, are published in First Releases and on the website of the Croatian Bureau of Statistics. The basic notes on methodology are a part every First Release. Eurostat's methodological documentation is available at [Methodological manual for tourism statistics](#).

5. Comparability over time

5.1. Asymmetry for mirror flows statistics

Not applicable for this survey.

5.2. Comparability - over time

The survey was introduced in 2007 and the data are available from 2007 to 2025. The data from 2012 are not fully comparable with data from previous years due to the implementation of Regulation (EU) No. 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism, while the data from 2016 are not fully comparable due to a change in the sample frame.

Data for 2025 have been estimated on the basis of the Census of Population, Households and Dwellings in the Republic of Croatia in 2021 (Census 2021).

The survey has been improved in accordance with Regulation (EU) No. 692/2011 by collecting detailed information on trips.

5.3. Coherence – subannual and annual statistics

The indicator for this survey is not applicable.

5.4. Coherence – national accounts

The indicator for this survey is not applicable.

5.5. Coherence – administrative sources

The indicator for this survey is not applicable.

6. Cost and burden

6.1. Cost

The costs of interviewers in the CATI centre of the Croatian Bureau of Statistics amounted to about 36 800 euro. This amount did not include the costs of methodological and technical preparation of the survey, data processing and publication of results.

6.2. Burden

The data were collected by computer-assisted telephone interviewing (CATI method). In order to reduce the burden on respondents who travel a lot, they were asked for a maximum of four trips with overnights stays and four same-day visits. The interview lasted an average of six minutes per household.