



REPUBLIKA HRVATSKA
DRŽAVNI ZAVOD ZA STATISTIKU



QUALITY REPORT FOR STATISTICAL SURVEY

Travel Agencies for 2025

Organisational unit: Tourism Statistics Department

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0. Basic information

- Purpose, goal, and subject of the survey

The purpose of the statistical survey is to monitor the travels of domestic and foreign tourists organised by Croatian travel agencies. These data provide insight into the activity of travel agencies providing the services of organising, selling and conducting package travels, enabling the purchase of travels in a related travel arrangement, organising, selling and conducting excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services (accommodation services).

- Reference period

Calendar year

- Legal acts and other agreements

At the national level:

- Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.)
- Implementation Plan of Statistical Activities of the Republic of Croatia for 2025 (NN, No. 29/25)
- Act on the Provision of Tourism Services – unofficial consolidated text (NN, Nos 130/17, 25/19, 98/19, 42/20 and 70/21)
- Decision on the National Classification of Activities – NKD 2025 (NN, No. 47/24)
- Ordinance on the Register of Tourist Agencies (NN, No. 30/08)
- List of tourist agencies (Ministry of Tourism and Sports)

- Classification system

The following classifications/code lists are applied in the survey:

- Codebook of Countries
- Territorial constitution in compliance with the Act on the Territories of Counties, Towns and Municipalities in the Republic of Croatia (NN, Nos 86/06, 125/06, 16/07 and 145/10)

- Statistical concepts and definitions

Travel agency is a trade company, a tradesman, or their organisational unit that can provide services as a trader, organiser or retailer within the meaning of the Act on the Provision of Tourism Services (NN, Nos 130/17, 25/19, 98/19, 42/20 and 70/21), as well as organise, intermediate or provide other services connected with the trip and stay of tourists. Travel agency operates in business premises, or, exceptionally, it may provide its services and conclude contracts via a website or similar online sales system, including a telephone service, without the physical presence of the service user in the business premise where the travel agency carries out its activity. A travel agency may also carry out its business activity in residential premises, which must meet the occupational safety requirements laid down by special regulations governing occupational safety.

Tourist is every person who, outside his or her place of usual residence, spends at least one night in an accommodation establishment or in another establishment intended for accommodating tourists for rest or recreation, health, studying, sports, religion, family, business, public missions or gatherings. Migrants, cross-border workers, diplomats, military members at regular missions, refugees and nomads are not considered tourists.

Same-day visitor is every person who goes for a same-day trip outside his place of usual residence and comes back the same day (he does not spend a night in the place he visits).

Same-day visit is a pre-arranged combination of at least two individual services consisting of transportation and other tourist and hospitality services, which last less than 24 hours and do not include an overnight stay.

Trip with overnight stays is trip with at list one but less than 365 overnight stays realised.

Tour or cruise is a tourist journey between more destinations within one or more countries lasting for several days according to a specific tour (cruise) itinerary (elaborated plan of the journey). Tours or cruises include cruises of vessels in Croatia and foreign countries.

- **Statistical units**

The survey covers travel agencies that provide the services of organising, selling and conducting package travels, enabling the purchase of travels in a related travel arrangement, organising, selling and conducting excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services (accommodation services) with their seat in the Republic of Croatia or in another Contracting State to the Agreement on the European Economic Area and the Swiss Confederation, which have a registered branch office in the Republic of Croatia.

The survey also covers web sites that provide services of travel agencies (organising, selling and conducting package travels and excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services and transport services) for a fee (advertising and marketing), by remote access, by using electronic means and on personal request of service users, the aim of which is to connect service providers and users, as regulated by the Act on the Provision of Tourism Services (NN, Nos 130/17, 25/19, 98/19, 42/20 and 70/21) as well as by a special legal act that regulates hotel and restaurant activities.

- **Statistical population**

The reporting units in this survey are travel agencies, that is, all business entities (legal entities and tradesmen) and parts thereof that perform the activities of travel agencies and tour operators according to the records of the Croatian Bureau of Statistics and the National Classification of Activities, 2025 version. The reporting units also include travel agencies from the Register of Travel Agencies of the Ministry of Tourism and Sports.

1. Relevance

1.1. Data users

National users: Ministry of Tourism and Sports, Croatian National Tourist Board, Institute for Tourism, Association of Croatian Travel Agencies, Croatian Economic Chamber, travel agencies, economic analysts, scientists, the media and general public

1.1.1. User needs

The survey satisfies our users' needs.

1.1.2. User satisfaction

The first user satisfaction survey of the Croatian Bureau of Statistics was conducted in 2013, then in 2015 and 2022, and the last one at the end of 2024. The results of the survey are available on the website of the Croatian Bureau of Statistics – [User satisfaction surveys](#).

1.2. Completeness

The survey covers all variables determined in the legal basis.

1.2.1. Data completeness rate

Data completeness rate is 100%.

2. Accuracy and reliability

2.1. Sampling error

The indicator for this survey is not applicable.

2.1.1. Sampling error indicators

The indicator is not applicable.

2.2. Non-sampling error

Non-sampling error occurs in the form of measurement error, processing error and non-response error.

2.2.1. Coverage error

The survey is based on full coverage. Data are obtained directly from reporting units engaged in the travel agency activity or tour operator activity according to the records of the Croatian Bureau of Statistics and the National Classification of Activities 2025. Travel agencies from the Register of Travel Agencies of the Ministry of Tourism and Sports are also considered reporting units.

2.2.2. Over-coverage rate

Over-coverage rate was 5.9%.

Over-coverage rate is a share of units that do not meet conditions for participation in the survey (e.g., they are engaged in another activity, operated exclusively as charter agencies, provide only services of selling, intermediating and booking tickets, selling of plane tickets, card operations and exchange services in line with special regulations, selling, intermediating and booking of rent-a-car, aircraft and vessels services, selling, intermediating and booking of tourist guides' and tour conductors' services, services of managing boaters' vessels, services of tourist information to visitors or tourism promotion services).

2.2.3. Measurement error

During the statistical analysis of received filled-in forms, data validation is implemented according to the established algorithms for particular types of errors. Potential errors during data entry and calculation are checked and corrected by running data validation according to the established algorithms for particular types of errors.

2.2.4. Non-response error

Non-response errors refer to information on how many statistical units did not fill in the form, i.e. on the number of agencies that did not accept participation in the survey.

2.2.5. Unit non-response rate

The non-response rate was 2.6%.

2.2.6. Item non-response rate

The indicator for this survey is not applicable.

2.2.7. Processing error

During the statistical analysis of data received by reporting units, data validation is implemented according to the established algorithms for particular types of errors. Potential processing errors are checked by comparing data to previous periods.

2.2.8. Imputation rate

The indicator for this survey is not applicable.

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 figures are not published in this survey and therefore regular revisions are not planned. As a rule, unplanned revisions caused by events that could not be foreseen and prevented (later changes in data sources or errors in already submitted data that were detected only later) 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 for this survey is not applicable.

3.1.2. Time lag – final results

Timeliness of final results is five months after the reference period (T + 5).

3.2. Punctuality

3.2.1. Punctuality – delivery and publication

Data are released on the exact date as announced in the Calendar of Statistical Data Issues.

4. Accessibility and clarity

The data and notes on methodology are available in statistical publications and in electronic format on the website of the Croatian Bureau of Statistics <https://dzs.gov.hr> as well as by providing information/data by phone or e-mail. Dissemination methods 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

First Release: [Travel agencies, 2025](#)

4.2. On-line database

Online databases available for the survey on travel agencies are issued on the website of the Croatian Bureau of Statistics within PC-Axis databases, Tourism, link: [PX-Web - Choose table \(dzs.hr\)](#).

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 released.

4.4. Documentation on methodology

The First Releases include Notes on Methodology that contain information on the survey purpose, legal and methodological bases, observation units, coverage, sources and methods of data collection and definitions. Basic Notes on Methodology are included in every First Release.

5. Comparability over time

5.1. Asymmetry for mirror flows statistics

Not applicable for this survey.

5.2. Comparability - over time

The data series released on the website of the Croatian Bureau of Statistics has been available since 2004, so the length of comparable data series is 21 years.

5.3. Coherence – subannual and annual statistics

The indicator is not applicable.

5.4. Coherence – national accounts

The indicator is not applicable.

5.5. Coherence – administrative sources

The indicator is not applicable.

6. Cost and burden

6.1. Cost

The indicator for this survey is not computed. Data are collected on the website applying the computer-assisted web questionnaire and processed in the Survey Processor application. Costs of collection and processing are minimal compared to the quantity of processed data.

6.2. Burden

Data are collected on the website applying the computer-assisted web questionnaire. The mean time for collection of necessary data and filling in the forms performed by reporting units was 35 minutes.