



TOURIST ARRIVALS AND NIGHTS IN COMMERCIAL ACCOMMODATION, JANUARY 2026

January 2026 brings a slight increase in tourist nights, with a rise in domestic tourist nights

In January 2026, there were 264 thousand tourist arrivals and 667 thousand tourist nights in commercial accommodation establishments, which was an increase of **2.6%** in tourist arrivals and of **2.5%** in tourist nights compared to January 2025. Concerning the structure of the total realised tourist nights, 46.4% of them were domestic tourist nights, and 53.6% were foreign tourist nights.

Domestic tourists realised 140 thousand arrivals and 309 thousand nights, which was 12.3% more arrivals and 15.4% more nights than in January 2025.

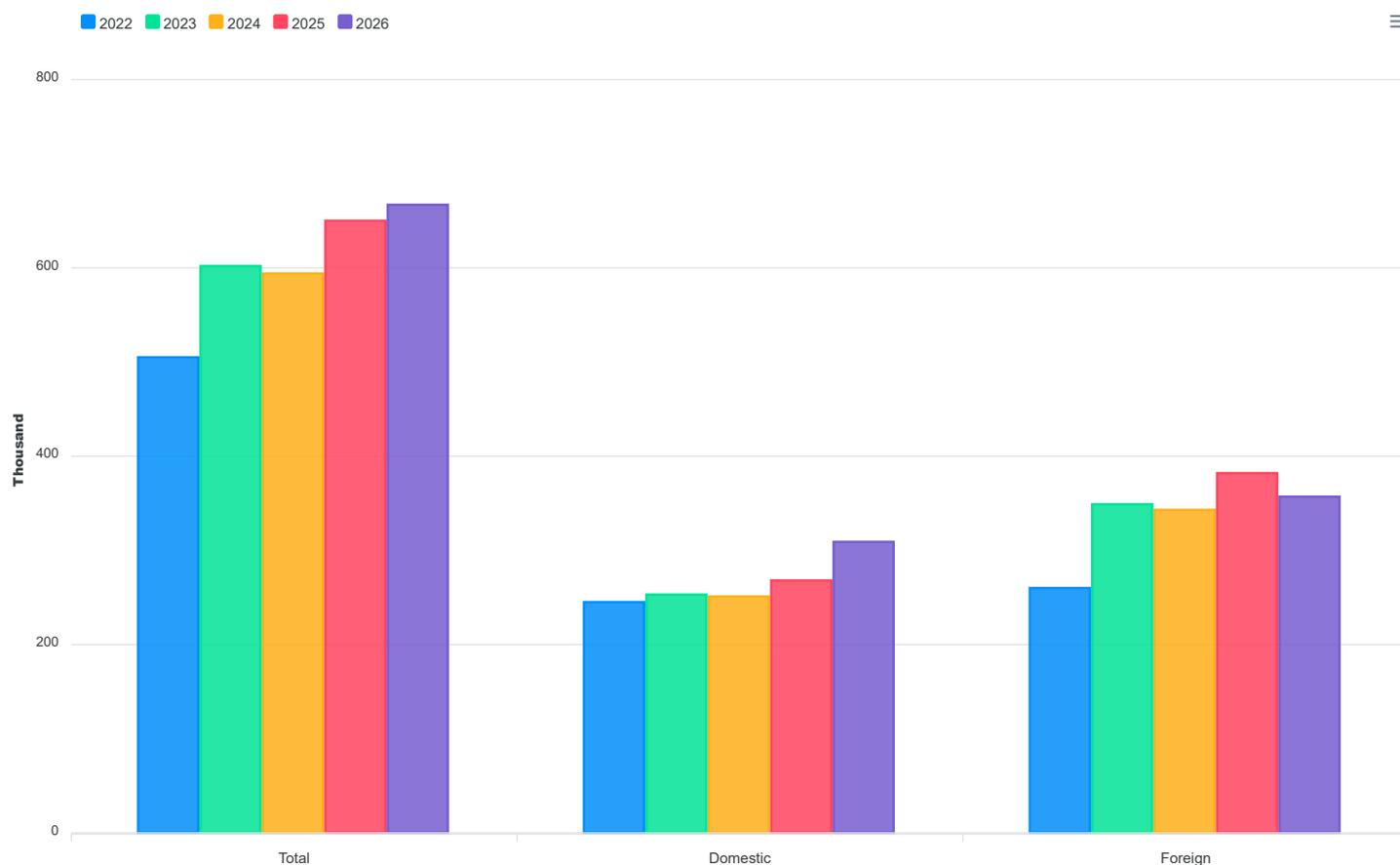
Foreign tourists realised 124 thousand arrivals and 357 thousand nights, which was 6.5% fewer arrivals and 6.6% fewer nights than in January 2025.

The total increase in tourist nights in January 2026 compared to January 2025 was the result of the increase in domestic tourist nights (41 thousand nights), which compensated for the decrease of foreign tourist nights (25 thousand nights).

Notice

Detailed monthly data are available on the website of the [Croatian Bureau of Statistics](#), under "[PC-Axis databases](#)", where it is possible to browse and print data in various forms. Databases are updated on a monthly basis.

G-1 TOURIST NIGHTS IN JANUARY, 2022 – 2026



Among foreign tourists, tourists from Slovenia realised the most nights

Among foreign tourists, the most tourist nights in January 2026 were realised by tourists from neighbouring Slovenia, as many as 58 thousand, which accounted for 16.3% of the total realised foreign tourist nights. Compared to January 2025, tourists from Slovenia realised 4.4% more nights. As in January 2025, Slovenian tourists realised the most nights in the counties of Istria and Primorje-Gorski Kotar. Compared to January 2025, tourists from Slovenia realised 0.1% fewer nights in the County of Istria, and 3.3% more nights in the County of Primorje-Gorski Kotar.

Tourists from Germany held second place when it comes to realised tourist nights, of which there were as many as 41 thousand, which accounted for 11.5% of the total realised foreign tourist nights. Compared to January 2025, tourists from Germany realised 3.9% more nights.

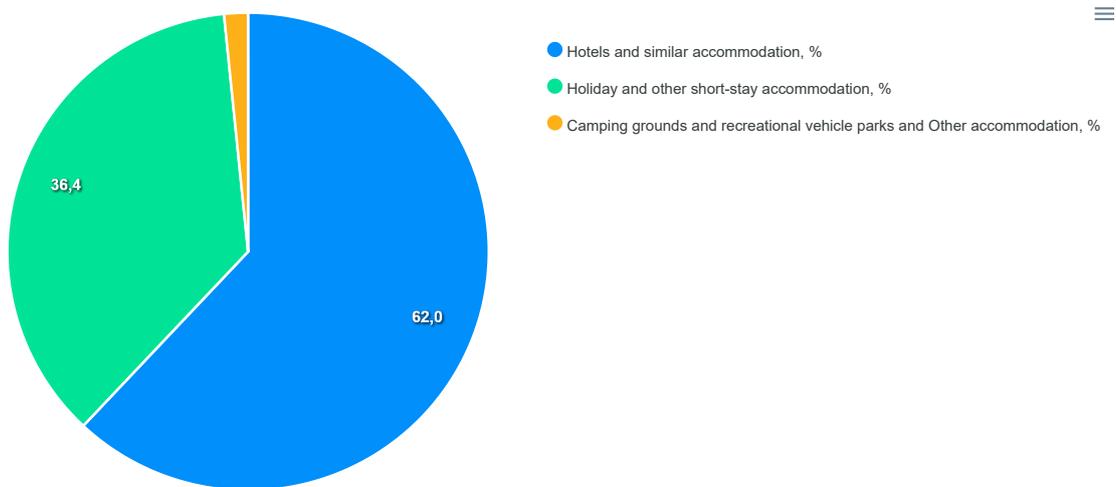
The nights realised by tourists from Slovenia and Germany were followed by nights realised by tourists from Austria (10.8%), Bosnia and Herzegovina (8.5%), Italy (8.0%), Serbia (4.5%), and the USA (3.2%). Compared to January 2025, tourists from Serbia and the USA realised fewer nights, while tourists from other mentioned countries realised more nights.

The most tourist nights realised in hotels

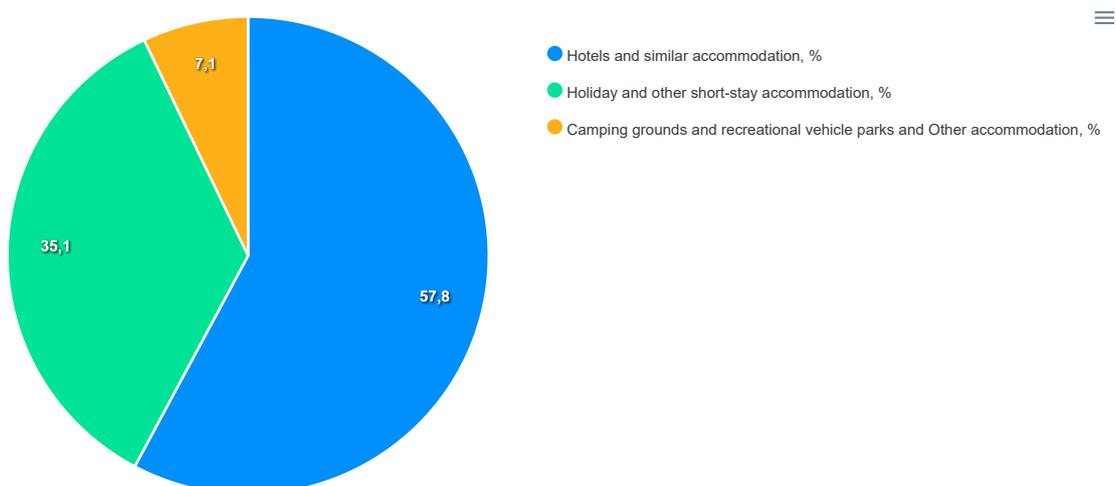
In January 2026, tourists realised the most nights in hotels, as many as 389 thousand, which accounted for 58.3% of the total realised nights. Compared to January 2025, there was a 2.0% increase in tourist nights realised in hotels.

The second place was held by tourist nights realised in rooms, apartments, studio-type suites and summer houses, with 211 thousand nights, which accounted for 31.7% of the total realised tourist nights. There was a 2.3% increase in tourist nights realised in this type of accommodation compared to January 2025.

G-2 STRUCTURE OF DOMESTIC TOURIST NIGHTS ACCORDING TO DIVISION 55 OF NKD 2025, JANUARY 2026



G-3 STRUCTURE OF FOREIGN TOURIST NIGHTS ACCORDING TO DIVISION 55 OF NKD 2025, JANUARY 2026



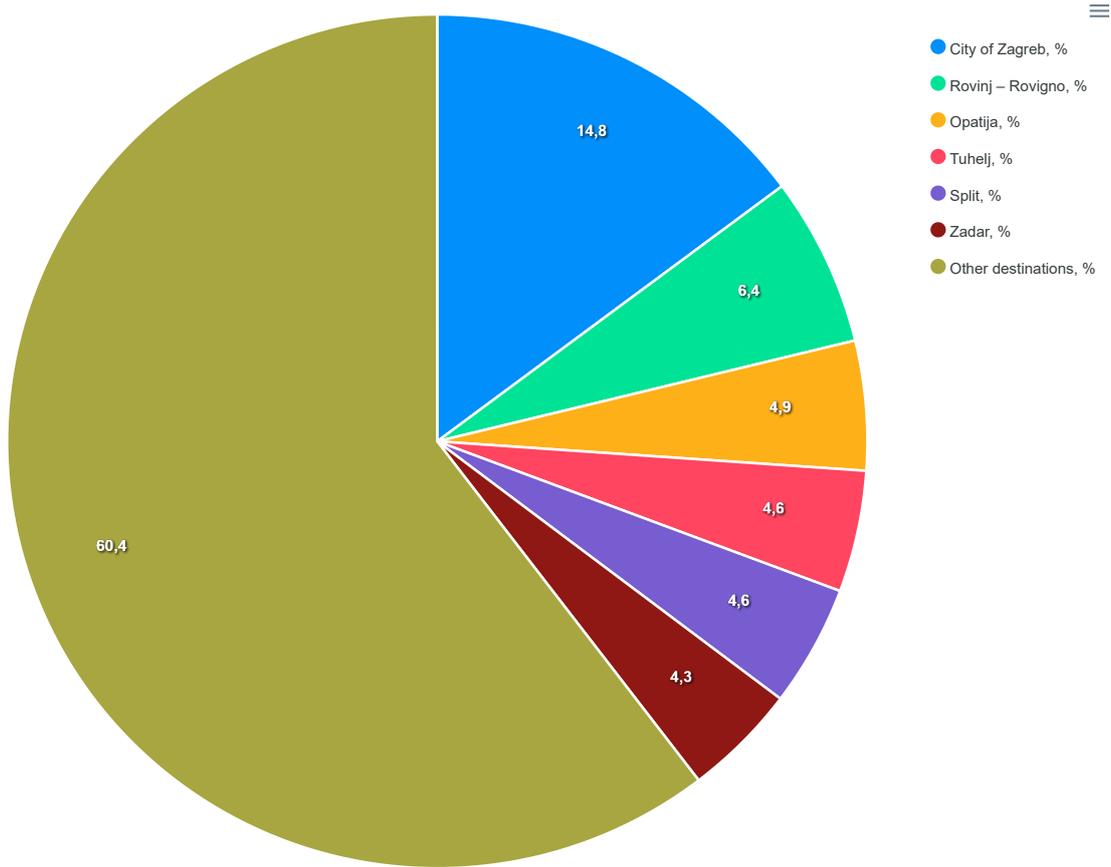
The most tourist nights realised in the City of Zagreb

In January 2026, the most tourist nights were realised in the City of Zagreb, as many as 139 thousand, which accounted for 20.9% of the total tourist nights realised in Croatia. Despite the highest number of realised nights, there were 6.6% fewer nights than in January 2025. Domestic tourists realised 46 thousand nights (32.9% of the total nights realised in the City of Zagreb), which was an increase of 6.6% compared to January 2025, whereas foreign tourists realised 94 thousand nights (67.1%), which was 12.0% fewer nights than in January 2025.

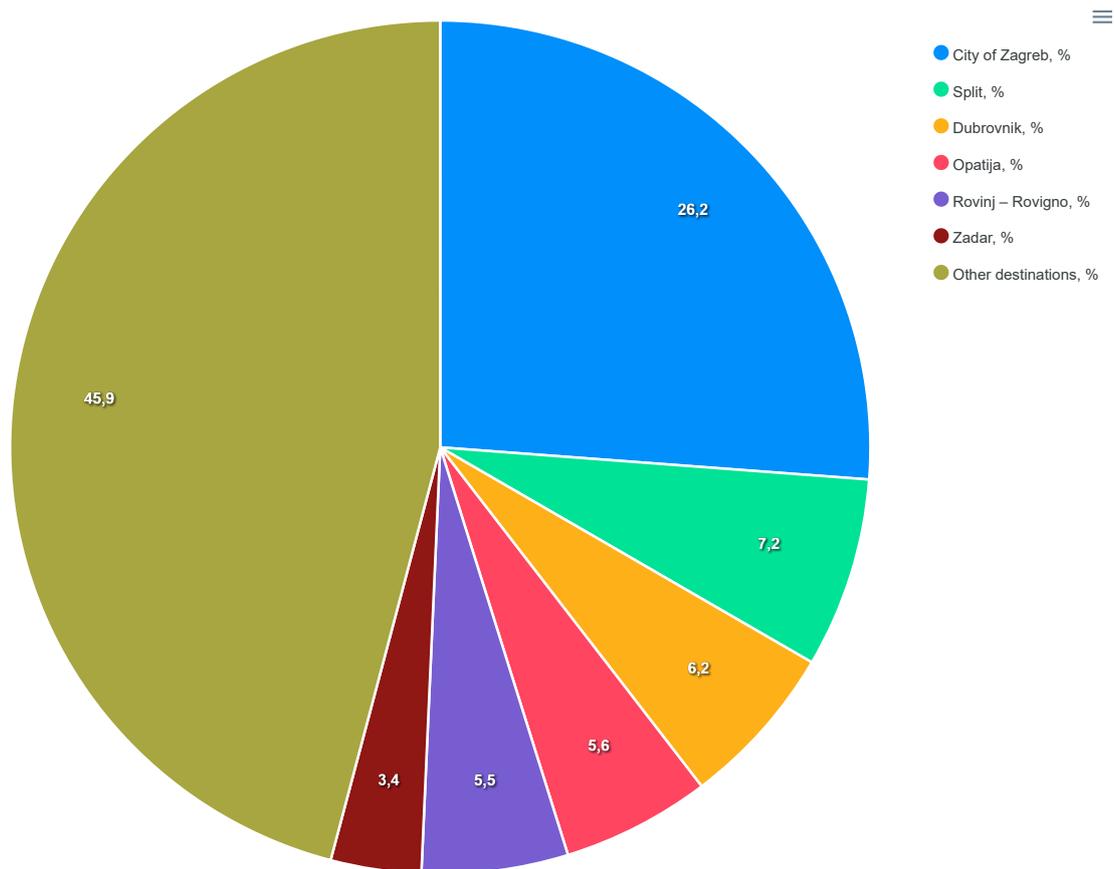
The most foreign tourist nights realised in the City of Zagreb were realised by tourists from Germany (9.5%), Italy (9.3%), Bosnia and Herzegovina (7.5%), Serbia (6.6%), the USA (5.9%), Austria (3.8%), Slovenia (3.7%) and the United Kingdom (3.0%). Among them, an increase in nights was realised by tourists from Austria (5.7%), Serbia (6.5%) and the USA (10.7%), while the tourists from other mentioned countries realised fewer nights compared to January 2025, namely, tourists from Italy (0.4%), from Germany (1.6%), from Bosnia and Herzegovina (2.3%), from the United Kingdom (14.6%), and from Slovenia (16.2%).

Following the City of Zagreb, the most tourist nights were realised in the County of Istria (126 thousand nights, which accounted for 18.9% of the total nights realised in Croatia) and the County of Primorje-Gorski Kotar (102 thousand nights, which accounted for 15.3%). Compared to January 2025, there were 2.8% fewer nights realised in the County of Istria, and 1.3% more nights realised in the County of Primorje-Gorski Kotar.

G-4 DESTINATIONS WITH THE MOST REALISED DOMESTIC TOURIST NIGHTS, JANUARY 2026



G-5 DESTINATIONS WITH THE MOST REALISED FOREIGN TOURIST NIGHTS, JANUARY 2026



In January 2026, tourists had 183 thousand permanent beds at their disposal

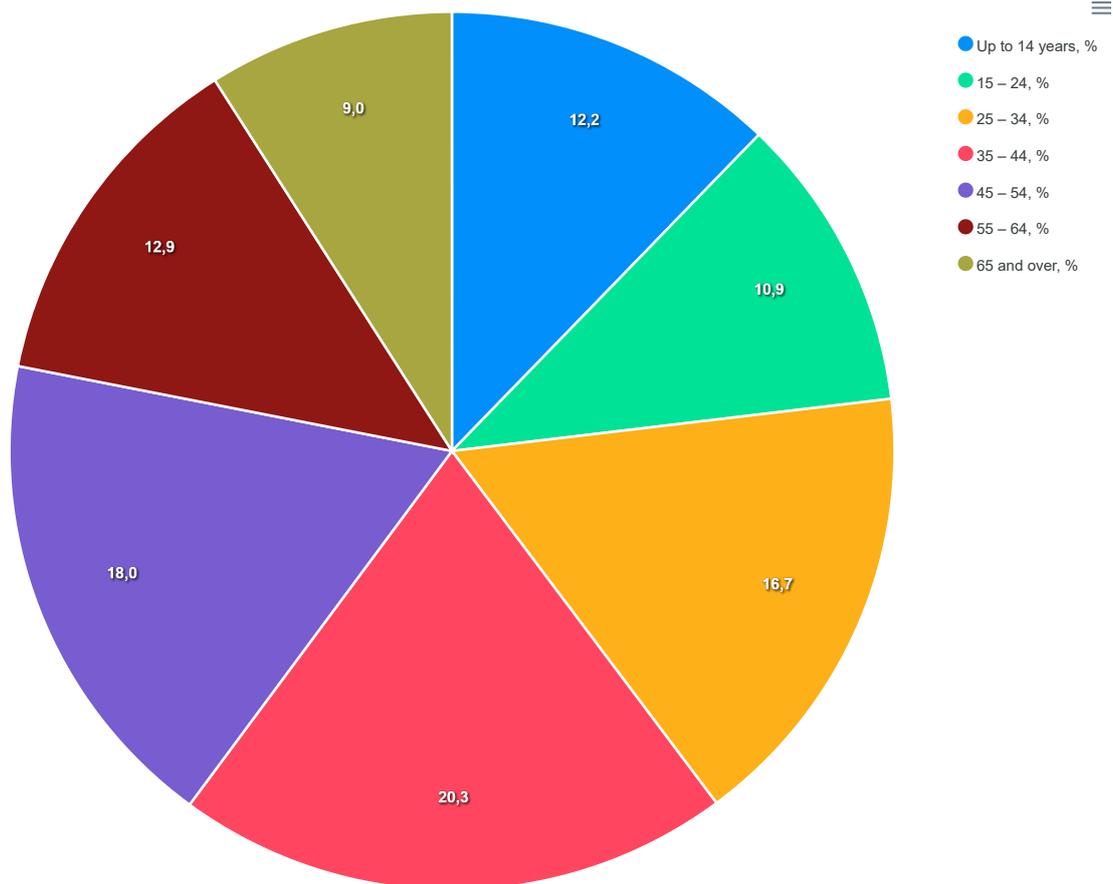
In January 2026, there were 78 thousand rooms, apartments and camping sites available to tourists, with a total of 183 thousand permanent beds.

The group Hotels and similar accommodation had the largest accommodation capacity in January 2026, with as many as 36 thousand rooms and apartments (which accounted for 47.0% of the total number of available rooms, apartments and camping sites) and 72 thousand permanent beds (which accounted for 39.6% of the total number of available permanent beds). The average (net) occupancy rate of rooms in January 2026 was 24.6%, while for permanent beds it was 22.5%, whereas in January 2025, the average (net) occupancy rate of rooms was 25.4%, and of permanent beds 21.9%.

Tourists aged 35 to 44 realised the most nights in January 2026

In January 2026, tourists aged 35 to 44 realised the most nights, as many as 135 thousand (which accounted for 20.3% of the total realised nights). These were followed by tourist nights realised by tourists aged 45 to 54, with 120 thousand nights (which accounted for 18.0% of the total realised nights).

G-6 TOURIST NIGHTS BY AGE GROUPS, JANUARY 2026



1 TOURIST ARRIVALS AND NIGHTS

	Arrivals			Nights				
	I 2025	I 2026	Indices I 2026 I 2025	I 2025	I 2026	Indices I 2026 I 2025	Structure of nights, %	Average number of nights per arrival
Total	257 305	264 105	102,6	650 315	666 511	102,5	100,0	2,5
Domestic tourists	124 887	140 262	112,3	267 891	309 161	115,4	46,4	2,2
Foreign tourists	132 418	123 843	93,5	382 424	357 350	93,4	53,6	2,9

2 TOURIST ARRIVALS AND NIGHTS, BY COUNTIES, JANUARY 2026

		Total	Domestic	Foreign	Indices I 2026 I 2025		
					Total	Domestic	Foreign
Republic of Croatia	Arrivals	264 105	140 262	123 843	102,6	112,3	93,5
	Nights	666 511	309 161	357 350	102,5	115,4	93,4
County of Zagreb	Arrivals	7 965	3 976	3 989	109,9	110,8	108,9
	Nights	13 961	7 253	6 708	104,8	103,4	106,3
County of Krapina-Zagorje	Arrivals	15 994	12 414	3 580	131,2	138,4	111,2
	Nights	40 243	30 827	9 416	140,6	146,0	125,4
County of Sisak-Moslavina	Arrivals	1 390	659	731	72,1	53,6	104,7
	Nights	3 787	2 138	1 649	62,4	48,0	102,0
County of Karlovac	Arrivals	5 521	3 896	1 625	98,2	118,4	69,7
	Nights	11 408	8 693	2 715	105,0	119,1	76,0
County of Varaždin	Arrivals	5 107	3 672	1 435	80,5	105,6	50,0
	Nights	11 391	7 736	3 655	67,0	84,2	46,8
County of Koprivnica-Križevci	Arrivals	953	591	362	117,7	139,1	94,0
	Nights	2 413	1 278	1 135	125,7	146,7	108,3
County of Bjelovar-Bilogora	Arrivals	1 147	741	406	64,8	55,2	94,6
	Nights	3 057	1 889	1 168	60,9	49,9	94,7
County of Primorje-Gorski Kotar	Arrivals	36 265	21 161	15 104	104,2	110,6	96,4
	Nights	102 289	49 680	52 609	101,3	118,8	89,0
County of Lika-Senj	Arrivals	8 015	5 442	2 573	113,4	117,5	105,7
	Nights	15 352	11 671	3 681	122,1	131,4	99,7
County of Virovitica-Podravina	Arrivals	995	702	293	102,2	103,8	98,3
	Nights	2 226	1 550	676	103,1	101,2	107,6
County of Požega-Slavonia	Arrivals	1 338	1 138	200	110,0	118,4	78,4
	Nights	3 330	2 932	398	86,2	88,2	73,7
County of Slavonski Brod-Posavina	Arrivals	2 626	927	1 699	113,3	113,6	113,2
	Nights	4 072	1 551	2 521	116,4	119,2	114,7
County of Zadar	Arrivals	11 649	7 343	4 306	117,5	140,1	92,1
	Nights	31 587	15 966	15 621	117,3	137,9	101,7
County of Osijek-Baranja	Arrivals	7 153	5 461	1 692	102,2	106,4	90,6
	Nights	14 578	10 524	4 054	102,8	110,7	86,6
County of Šibenik-Knin	Arrivals	6 933	5 407	1 526	111,2	120,0	88,2
	Nights	19 895	13 477	6 418	123,0	128,9	112,2
County of Vukovar-Srijem	Arrivals	5 892	5 191	701	91,6	89,8	106,9
	Nights	8 354	7 018	1 336	92,1	90,2	103,9
County of Split-Dalmatia	Arrivals	21 362	10 224	11 138	108,6	115,1	103,2
	Nights	61 727	22 232	39 495	114,0	133,4	105,3
County of Istria	Arrivals	36 078	16 733	19 345	92,7	104,8	84,2
	Nights	125 971	45 112	80 859	97,2	107,9	92,1
County of Dubrovnik-Neretva	Arrivals	11 012	3 734	7 278	94,9	100,9	92,0
	Nights	34 674	9 665	25 009	117,0	122,5	115,0
County of Međimurje	Arrivals	7 276	5 351	1 925	121,2	138,1	90,5
	Nights	16 784	12 096	4 688	109,6	141,2	69,4
City of Zagreb	Arrivals	69 434	25 499	43 935	100,3	109,6	95,6
	Nights	139 412	45 873	93 539	93,4	106,6	88,0

NOTES ON METHODOLOGY

The purpose of the statistical survey

The purpose of the statistical survey Tourist Arrivals and Nights is to monitor the tourism activity realised in commercial accommodation establishments and to provide internationally comparable data in accordance with European standards for tourism statistics. The results of this survey provide the basic indicators necessary for the analysis of tourism in the Republic of Croatia. The basic indicators are the following: tourist arrivals and nights by country of residence, types of accommodation establishments, tourists by sex and age groups, mode of arrival as well as the number of rooms and permanent beds.

Legal basis

The survey is implemented on the basis of the Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.) and Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism.

Observation units

The observation units are all legal entities and natural persons that provide overnight accommodation services, as well as natural persons who provide hospitality services in households and on private family farms.

The Hospitality and Catering Industry Act (NN, Nos 85/15, 121/16, 99/18, 25/19, 98/19, 32/20, 42/20, 126/21 and 152/24) defines the manner and conditions under which legal entities and natural persons can provide overnight accommodation in an accommodation establishment.

Sources and methods of data collection

The data source for the statistical survey on tourism activity (the number of tourist arrivals and nights) and accommodation capacities is the eVisitor system. The Croatian Bureau of Statistics takes over the data from the administrative source eVisitor system from the Croatian National Tourist Board on a monthly basis and further processes them statistically. Monthly data are downloaded on the seventh day of the month for the previous month.

All legal entities and natural persons that provide overnight accommodation services in an accommodation establishment, as well as natural persons who provide hospitality services in households and on private family farms, according to the Ordinance on the eVisitor system (NN, No. 43/20), check in and check out tourists via the eVisitor system, as the central electronic system for checking in and checking out tourists in the Republic of Croatia.

Coverage and comparability

This statistical survey covers accommodation establishments that are categorised in the groups Hotels, Camping sites and Other accommodation establishments pursuant to the Hospitality and Catering Industry Act (NN, Nos 85/15, 121/16, 99/18, 25/19, 98/19, 32/20, 42/20, 126/21 and 152/24). The Minister of Tourism prescribes the types of accommodation establishments within these groups in an ordinance.

According to the Ordinance on the Classification, Categorisation and Special Standards of Accommodation Establishments in the group Hotels (NN, Nos 56/16 and 120/19), the types of accommodation establishments are the following: hotels, heritage hotels, all-suite hotels, integral hotels, diffuse hotels, special-standard hotels, spa-type accommodation, tourist resorts, tourist apartments, boarding houses and guest houses.

According to the Ordinance on the Classification and Categorisation of Accommodation Establishments in the group Camping sites (NN, Nos 54/16, 68/19 and 120/19), the types of accommodation establishments are the following: camping sites, glamping, small camps and quickstop camping.

According to the Ordinance on the Classification and Categorisation of Accommodation Establishments in the group Other accommodation establishments (NN, Nos 54/16 and 69/17), the types of accommodation establishments are the following: rooms, apartments, studio-type suites, holiday houses, overnight accommodations, vacation establishments for children, hostels, mountain lodges, hunting lodges, pupils' homes or students' homes or akademis and Robinson-type accommodation establishments.

According to the Ordinance on the Classification and Categorisation of Establishments Providing Hospitality and Catering Services in Households (NN, Nos 9/16, 54/16, 61/16, 69/17 and 120/19), accommodation establishments in households are the following: rooms, suites, studio-type suites, holiday houses, camping sites, quickstop camping and Robinson-type accommodation (quickstop camping – Robinson-type accommodation).

According to the Ordinance on the Classification and Categorisation of Establishments Providing Hospitality and Catering Services on Private Family Farms (NN, Nos 54/16, 69/17 and 120/19), these are the following: rooms, suites, rural holiday houses, camping sites, quickstop camping and Robinson-type accommodation (quickstop camping – Robinson-type accommodation).

Pursuant to Article 29 of the Hospitality and Catering Industry Act (NN, Nos 85/15, 121/16, 99/18, 25/19, 98/19, 32/20, 42/20, 126/21 and 152/24), this statistical survey also covers organised off-site camping sites. During sports, scout, cultural/artistic and similar events as well as during organised trips in canoes and similar vessels on sea, rivers and lakes, or by bikes etc., organised off-site camping is allowed on spaces provided for it.

This statistical survey also covers the following establishments providing accommodation services: spas, inns offering accommodation services and uncategorised establishments.

Pursuant to Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism, data on tourist arrivals and nights in the Republic of Croatia according to NKD 2025, division 55, groups 55.1 Hotels and similar accommodation, 55.2 Holiday and other short-stay accommodation and 55.3 Camping grounds and recreational vehicle parks are submitted to Eurostat on a monthly basis. Data submitted for the group 55.1 Hotels and similar accommodation also include information on occupancy rates of permanent beds and rooms (net). According to the new version of the NKD, division 55 also includes a new group 55.4 Intermediation service activities for accommodation, which is excluded from the scope according to Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism and repealing Council Directive 95/57/EC. The mentioned data are published on the Eurostat website <http://ec.europa.eu/eurostat> and are comparable to EU Member States data.

Pursuant to the Decision of the Government of the Republic of Croatia on the Introduction of Temporary Protection in the Republic of Croatia for Displaced Persons from Ukraine of 7 March 2022, the citizens of Ukraine are granted temporary protection in accordance with the Act on International and Temporary Protection (NN, Nos 70/15, 127/17, 33/23 and 17/25). Persons from Ukraine who have not requested temporary protection in the Republic of Croatia use the service of accommodation in a short-stay accommodation establishment and pay for the accommodation service. Therefore, they are registered in the eVisitor system and are considered tourists.

The data do not include non-commercial tourist traffic (the stay of owners, their family members, and other relatives and friends in apartments and holiday houses as well as of tourists in other establishments where accommodation service is not charged, e.g., when they are accommodated by citizens of a tourist town/municipality). Non-commercial tourist traffic is covered by a separate statistical survey.

Confidentiality

Aggregate data for which there are reasons for keeping their confidentiality in line with the Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.) and Regulation (EC) No 223/2009 of the European Parliament and of the Council of 11 March 2009 on European statistics are treated as confidential and are not published.

Definitions

Tourism means the activity of visitors taking a trip to or staying in a main destination outside their usual environment for less than a year, for the purposes of leisure, business or other personal purposes other than to be employed by a resident entity in the place visited.

eVisitor is the central electronic system for checking in and checking out tourists that serves to link all tourist boards in the Republic of Croatia. It is available via internet with no need for any additional software installations.

The tourist registry in the eVisitor system is kept separately for each individual legal entity and natural person offering accommodation services as part of the hospitality and catering activity (boarding houses, hotels, hostels, etc.), or on a sea vessel as part of nautical tourism (charter, cruising), as well as accommodation services in households and rural households.

Checking in and checking out of the tourists who are entered into the eVisitor system is authorised on the basis of a secure access to the eVisitor authentication protocol which ensures the conditions for a safe and correct electronic check-in and check-out.

Establishing and running the eVisitor system is the responsibility of the Croatian National Tourist Board (CNTB).

CNTB is a national tourist organisation founded in order to create and promote the identity and reputation of Croatian tourism, to plan and implement a common strategy and concept of its promotion, to propose and perform promotional activities of mutual interest for all entities in tourism in the country and abroad, as well as to raise the overall quality of the entire tourist offer in the Republic of Croatia. The head office of the CNTB is situated in Zagreb. The duties of the President of the Croatian National Tourist Board are undertaken by the Minister of Tourism and Sport.

Tourist is any person who, outside his/her place of usual residence, spends at least one night in a hotel or some other tourist accommodation establishment for reasons of rest, recreation, health, study, sport, religion, family, business, public missions or meetings. Excluded are persons residing at a place for longer than 12 consecutive months, persons whose main reason for visiting is an activity that is financed from the place of visit, persons who travel to their work place or an education institution on a daily or weekly basis, persons coming into or going out of the country as migrants, frontier workers, diplomats, consular representatives and military force members on their regular duties, displaced persons, nomads and persons in transit.

Domestic tourist is any person permanently residing in the Republic of Croatia who spends at least one night in a hotel or some other tourist accommodation establishment outside his/her place of permanent residence.

Foreign tourist is any person permanently residing outside the Republic of Croatia who temporarily resides in the Republic of Croatia and who spends at least one night in a hotel or some other tourist accommodation establishment.

Tourist arrival is the number of persons (tourists) who were registered and stayed overnight in an accommodation establishment. Consequently, in case tourists change the accommodation establishment they stay in, they are re-registered, which results in data ambiguity. Statistics thus registers the number of tourist arrivals and not the number of tourists.

Tourist nights refer to every registered overnight stay of a person (tourist) in an accommodation establishment.

Residence is the place where a person settles with the intention of a permanent stay.

Age group of tourists is presented according to the years of age at the time of stay in a tourist accommodation establishment.

Accommodation capacities are presented as the number of rooms, apartments and camping sites, and the number of permanent beds. The application of the Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism means that the capacity of an accommodation establishment presented is taken over from the month when it reached its maximum.

Permanent beds are those that are regularly available to guests.

Occupancy rate of permanent beds (net) in the reference period is obtained by dividing the total number of nights by the number of beds on offer and the number of days when the beds were actually available for use during the reference period. The data are expressed as a percentage.

Occupancy rate of bedrooms (net) in the reference period is obtained by dividing the total number of bedrooms used during the reference period by the number of bedrooms available for use during the reference period. The data are expressed as a percentage.

Division 55 of NKD 2025 includes the provision of short-stay accommodation services to tourists. Particular units may only provide accommodation services, while others may combine the services of accommodation, catering and/or recreation equipment. Tourist accommodation establishments listed in this division are broken down into four groups.

As of 1 January 2025, a new version of the NKD is applied, that is, the National Classification of Activities 2025 – NKD 2025. According to the new version of the NKD, division 55 also includes a new group 55.4 Intermediation service activities for accommodation, which is not a reporting unit in this survey.

Group 55.1 Hotels and similar accommodation includes the following types of accommodation establishments: hotels, heritage hotels, all-suite hotels, integral hotels, diffuse hotels, spa-type accommodation, special standard hotels, tourist resorts, tourist apartments, boarding houses and guest houses.

Group 55.2 Holiday and other short-stay accommodation includes rooms, apartments, studio-type suites, summer houses, rural summer houses, hostels, spas, overnight accommodation, vacation establishments for children, inns offering accommodation services, mountain lodges, hunting lodges, pupils' homes or students' homes and Robinson-type accommodation establishment.

Group 55.3 Camping grounds and recreational vehicle parks include camping sites, glamping, small camps, quickstop camping, quickstop camping in households – Robinson-type accommodation, quickstop camping on private family farms – Robinson-type accommodation, and organised off-site camping sites.

Group 55.9 Other accommodation includes uncategorised establishments.

Territorial constitution

Data by counties, cities and municipalities are given by the territorial constitution according to the Act on the Territories of Counties, Towns and Municipalities in the Republic of Croatia (NN, Nos 86/06, 125/06, 16/07, 95/08, 46/10, 145/10, 37/13, 44/13, 45/13 and 110/15).

Abbreviations

EU	European Union
Eurostat	Statistical Office of the European Union
NKD 2025	National Classification of Activities, 2025 version
NN	Narodne novine, official gazette of the Republic of Croatia
USA	United States of America

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