



## NON-COMMERCIAL TOURISM ACTIVITY, 2025

### **Tourism activity in non-commercial accommodation in 2025: a total of 459 thousand tourist arrivals and 10.6 million tourist nights**

There were **459** thousand tourist arrivals and **10.6** million tourist nights in non-commercial accommodation establishments in 2025. Compared to 2024, there was a decrease of 1.6% in tourist arrivals and an increase of 0.1% in tourist nights. Of the total of 10.6 million tourist nights, 38.6% were realised by domestic tourists, while 61.4% were realised by foreign tourists. Tourists realised 23.0 nights on average.

Domestic tourists realised 96 thousand arrivals and 4.1 million nights in non-commercial accommodation in 2025, which was a decrease in tourist arrivals of 5.5% and in tourist nights of 2.8%, as compared to 2024. Domestic tourists realised 42.3 nights on average.

Foreign tourists realised 362 thousand arrivals and 6.5 million nights in non-commercial accommodation in 2025, which was 0.5% fewer tourist arrivals, but 2.0% more tourist nights than in 2024. Foreign tourists realised 17.9 nights on average.

### **Slovenian tourists still the most numerous in non-commercial accommodation in 2025**

Tourists from Slovenia continue to occupy the top position among foreign tourists in non-commercial accommodation in 2025, with 106 thousand tourist arrivals (which accounted for 29.4% of the total realised foreign tourist arrivals) and 2.8 million nights (which accounted for 43.3% of the total realised foreign tourist nights). As compared to 2024, tourists from Slovenia realised 2.1% fewer arrivals and 2.5% more nights.

Those were followed by the nights realised by tourists from Bosnia and Herzegovina (13.0%), Germany (9.9%), Serbia (9.1%), Austria (4.2%), the Czech Republic (3.0%) and Hungary (2.7%). The nights realised by tourists from these countries together make up 85.3% of the total nights realised by foreign tourists in non-commercial accommodation. Tourists from other countries realised the remaining 14.7% of nights.

## The County of Zadar ranked first in terms of tourist nights realised in non-commercial accommodation

In 2025, the highest number of tourist nights in non-commercial accommodation establishments was recorded in the County of Zadar, as many as 4.0 million nights (which was 38.1% of the total realised tourist nights), followed by the County of Primorje-Gorski Kotar, with 2.6 million nights (which was 24.4% of the total realised tourist nights), and the County of Istria, with 1.5 million nights (which was 14.6% of the total realised tourist nights).

## The highest number of tourist nights realised by tourists in the age group of 65 and over

In 2025, the most tourist nights were realised by tourists in the age group of 65 and over, as many as 2.4 million, which accounted for 22.5% of the total realised nights. These were followed by the tourists in the age group from 45 to 54, with a total of 1.7 million realised nights, which accounted for 15.9% of the total realised nights.

### 1 TOURIST ARRIVALS AND NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, 2025

	Arrivals			Nights			2025	
	2024	2025	Indices <u>2025</u> 2024	2024	2025	Indices <u>2025</u> 2024	Structure of nights, %	Average number of nights per arrival
Total	466 032	458 709	98,4	10 549 150	10 562 138	100,1	100,0	23,0
Domestic tourists	101 871	96 231	94,5	4 187 062	4 071 894	97,2	38,6	42,3
Foreign tourists	364 161	362 478	99,5	6 362 088	6 490 244	102,0	61,4	17,9

## 2 FOREIGN TOURIST ARRIVALS AND NIGHTS, BY COUNTRY OF RESIDENCE, 2025

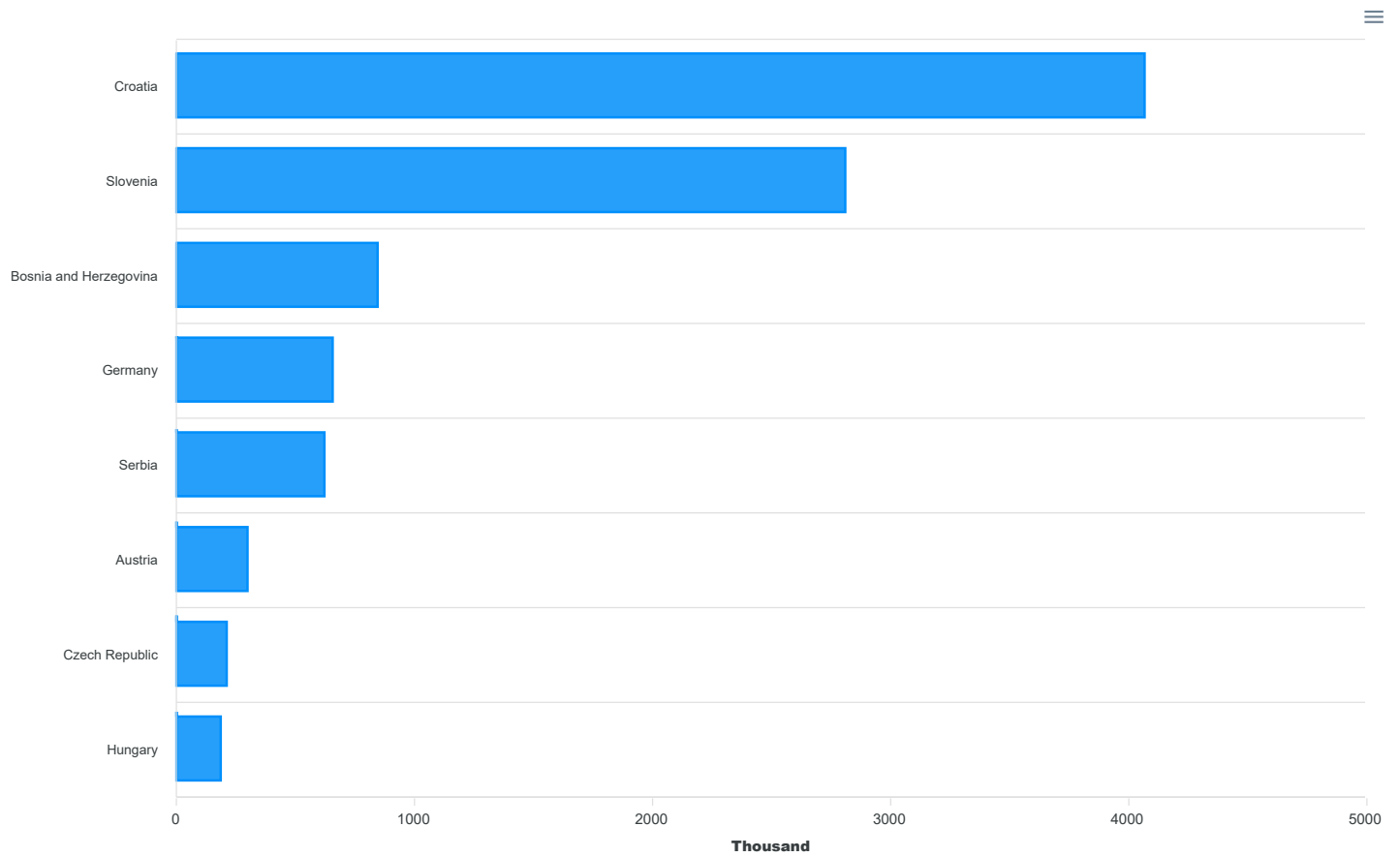
	Arrivals	Nights	Structure of nights, % <sup>1)</sup>	Average number of nights per arrival
Total – foreign tourists	362 478	6 490 244	100,0	17,9
Albania	196	4 005	0,1	20,4
Austria	15 572	275 444	4,2	17,7
Belgium	862	14 898	0,2	17,3
Belarus	87	884	0,0	10,2
Bosnia and Herzegovina	81 228	846 489	13,0	10,4
Bulgaria	165	2 581	0,0	15,6
Cyprus	10	330	0,0	33,0
Montenegro	1 129	18 664	0,3	16,5
Czech Republic	13 435	191 638	3,0	14,3
Denmark	738	13 631	0,2	18,5
Estonia	55	601	0,0	10,9
Finland	154	1 654	0,0	10,7
France	1 741	24 163	0,4	13,9
Greece	40	318	0,0	8,0
Ireland	401	5 606	0,1	14,0
Iceland	15	351	0,0	23,4
Italy	7 387	115 640	1,8	15,7
Kosovo	698	14 230	0,2	20,4
Latvia	71	746	0,0	10,5
Liechtenstein	8	301	0,0	37,6
Lithuania	125	1 206	0,0	9,6
Luxembourg	141	3 157	0,0	22,4
Hungary	14 328	173 475	2,7	12,1
North Macedonia	4 301	114 627	1,8	26,7
Malta	18	178	0,0	9,9
Netherlands	1 802	28 397	0,4	15,8
Norway	1 471	25 959	0,4	17,6
Germany	36 508	645 057	9,9	17,7
Poland	7 399	69 701	1,1	9,4
Portugal	70	721	0,0	10,3
Romania	580	5 312	0,1	9,2
Russian Federation	963	20 818	0,3	21,6
Slovakia	10 013	146 379	2,3	14,6
Slovenia	106 396	2 812 943	43,3	26,4
Serbia	35 246	592 820	9,1	16,8
Spain	374	4 920	0,1	13,2
Sweden	3 247	60 032	0,9	18,5
Switzerland	3 060	63 719	1,0	20,8
Turkey	104	1 654	0,0	15,9
United Kingdom	2 928	36 137	0,6	12,3
Ukraine	2 611	32 975	0,5	12,6
Other European countries	72	803	0,0	11,2
South Africa	64	1 038	0,0	16,2
Morocco	20	199	0,0	9,9

Tunisia	7	27	0,0	3,9
Other African countries	89	1 372	0,0	15,4
Canada	1 187	23 094	0,4	19,5
USA	3 123	52 033	0,8	16,7
Other North American countries	35	388	0,0	11,1
Argentina	114	3 573	0,1	31,3
Brazil	81	1 564	0,0	19,3
Chile	35	708	0,0	20,2
Mexico	57	828	0,0	14,5
Other South and Central American countries	127	2 337	0,0	18,4
India	79	1 028	0,0	13,0
Indonesia	14	117	0,0	8,4
Israel	109	1 938	0,0	17,8
Japan	41	390	0,0	9,5
Jordan	4	76	0,0	19,0
Qatar	4	152	0,0	38,0
Kazakhstan	31	411	0,0	13,3
China <sup>2)</sup>	54	859	0,0	15,9
Korea, Republic of	39	346	0,0	8,9
Kuwait	4	21	0,0	5,3
Malaysia	4	17	0,0	4,3
Singapore	15	150	0,0	10,0
Thailand	27	706	0,0	26,1
United Arab Emirates	46	847	0,0	18,4
Other Asian countries	145	2 016	0,0	13,9
Australia	1 031	19 141	0,3	18,6
New Zealand	139	1 676	0,0	12,1
Other countries of Oceania	4	28	0,0	7,0

1) Due to rounding to one decimal place, the sum of shares may differ from 100%.

2) Data include Hong Kong, Macao and Taiwan.

## G-1 TOURIST NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, BY COUNTRY OF RESIDENCE, 2025

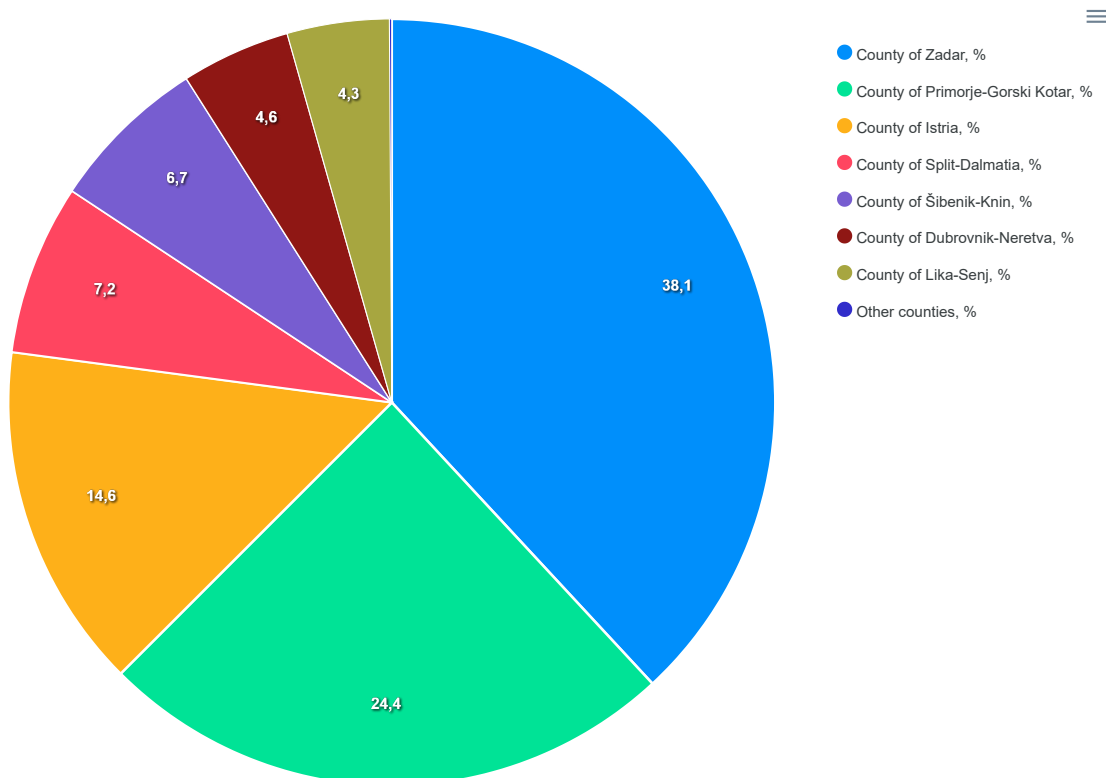


## 3 TOURIST ARRIVALS AND NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, BY COUNTIES, 2025

	Arrivals	Nights
Republic of Croatia	458 709	10 562 138
Domestic tourists	96 231	4 071 894
Foreign tourists	362 478	6 490 244
County of Zagreb	163	2 508
Domestic tourists	76	1 854
Foreign tourists	87	654
County of Krapina-Zagorje	12	298
Domestic tourists	7	192
Foreign tourists	5	106
County of Sisak-Moslavina	259	1 186
Domestic tourists	38	170
Foreign tourists	221	1 016
County of Karlovac	59	588
Domestic tourists	17	40
Foreign tourists	42	548
County of Varaždin	6	74
Domestic tourists	-	-
Foreign tourists	6	74
County of Koprivnica-Križevci	131	412
Domestic tourists	46	118
Foreign tourists	85	294
County of Bjelovar-Bilogora	-	-
Domestic tourists	-	-
Foreign tourists	-	-
County of Primorje-Gorski Kotar	98 976	2 577 269
Domestic tourists	21 501	879 581
Foreign tourists	77 475	1 697 688
County of Lika-Senj	15 946	455 814
Domestic tourists	4 276	197 870
Foreign tourists	11 670	257 944
County of Virovitica-Podravina	70	440
Domestic tourists	-	-
Foreign tourists	70	440
County of Požega-Slavonia	-	-
Domestic tourists	-	-
Foreign tourists	-	-
County of Slavonski Brod-Posavina	12	54
Domestic tourists	4	10
Foreign tourists	8	44
County of Zadar	127 734	4 023 591
Domestic tourists	50 790	2 381 237
Foreign tourists	76 944	1 642 354
County of Osijek-Baranja	197	2 352
Domestic tourists	17	112
Foreign tourists	180	2 240
County of Šibenik-Knin	31 748	706 790
Domestic tourists	9 491	369 088

Foreign tourists	22 257	337 702
County of Vukovar-Srijem	44	69
Domestic tourists	27	46
Foreign tourists	17	23
County of Split-Dalmatia	59 306	759 630
Domestic tourists	3 747	102 680
Foreign tourists	55 559	656 950
County of Istria	81 561	1 543 124
Domestic tourists	3 948	104 249
Foreign tourists	77 613	1 438 875
County of Dubrovnik-Neretva	42 072	483 432
Domestic tourists	2 213	34 405
Foreign tourists	39 859	449 027
County of Međimurje	-	-
Domestic tourists	-	-
Foreign tourists	-	-
City of Zagreb	413	4 507
Domestic tourists	33	242
Foreign tourists	380	4 265

**G-2 STRUCTURE OF TOURIST NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, BY COUNTIES, 2025**



## **NOTES ON METHODOLOGY**

### **Purpose of the statistical survey**

The statistical survey is aimed at monitoring the tourism activity in non-commercial accommodation establishments in the Republic of Croatia and providing internationally comparable data in line with the European standards concerning tourism statistics. The results of this survey provide the basic indicators necessary for the analysis of tourism in the Republic of Croatia.

### **Legal basis**

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

### **Sources and methods of data collection**

Until 2016, data on tourism activity in non-commercial accommodation establishments were collected in a regular survey (TU-11v form – the Report on Tourist Arrivals and Nights in Non-Commercial Accommodation Establishments).

Since 2016, the Croatian Bureau of Statistics has been extracting the data on non-commercial tourism activity from the eVisitor system, the administrative data source of the Croatian National Tourist Board, after which they are further processed statistically.

Data on non-commercial tourism activity for 2025 were extracted from the eVisitor system with the situation as on 5 March 2026.

The owner of a summer house or apartment, regarding himself/herself and all persons who spend the night in his/her house or apartment, as well as a resident of a tourist municipality or a town who is obligated, according to the Ordinance on the eVisitor System (NN, No. 43/20), to register persons staying in his/her house or apartment, can execute check-ins and check-outs of tourists in the eVisitor system, as the central electronic system of check-ins and check-outs of tourists in the Republic of Croatia.

### **Coverage and comparability**

Since 1996, the Croatian Bureau of Statistics has carried out a special survey on non-commercial tourism activity called the Report on Tourists and Realised Tourist Nights in Apartments and Summer Houses (TU-11v form).

The subjects of this survey are the owners of summer houses and apartments, members of their families, other relatives and friends who stay in summer houses and apartments, specifically, in parts of summer houses and apartments that are not intended for renting. Since 2014, this survey has also included tourists who stay in other establishments that are not intended for renting (e.g., with citizens of a particular tourist town/municipality).

According to the Tourist Tax Act (NN, Nos 52/19, 32/20 and 42/20), the owner of a summer house, apartment or flat is obligated to check in all persons staying in his/her house, apartment or flat in the eVisitor system within 24 hours of their arrival as well as to check them out on the last day of their stay. Exceptionally, the owner of a summer house, apartment or flat, who pays the tourist tax as an annual lump-sum, checks in and out himself/herself and members of his/her immediate family at the tourist board for the first time when paying the lump-sum tourist tax. A person residing in the municipality or town for which the local tourist board was established is obligated to check in all persons staying in that house, apartment or flat in the eVisitor system within 24 hours of their arrival and check them out on the last day of their stay, except immediate family members.

**The quality of the survey results depends greatly on the discipline of checking in and checking out the persons staying in non-commercial accommodation establishments, as prescribed by legal provisions, as well as on the operation of authorities supervising this practise.**

## Definitions

**Tourist tax** is the income of tourist boards. Tourist tax in non-commercial accommodation establishments is paid for every realised night or, exceptionally, as a package deal (sojourn tax decreased by 70%). Paying the sojourn tax as a package deal is applied to the owners of summer houses and apartments and immediate family members who are citizens of the Republic of Croatia or the countries who signed the Agreement on the European Economic Area.

**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 the internet without the need for special installation on a computer.

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

Also, the tourist registry in the eVisitor system is kept for the owners of summer houses and apartments, for all persons spending nights in that house or apartment, as well as for the citizens of a tourist town/municipality who have an obligation of checking in persons staying in their house or apartment.

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

**The Croatian National Tourist Board (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 conception of its promotion, to propose and perform the 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.

**Summer house, apartment or holiday flat** is every building or apartment that is used seasonally or temporarily, but which is not an accommodation establishment in which accommodation services are rendered by legal entities and natural persons engaged in the hotel and restaurant activity.

**Tourist nights** in the observed period are calculated by the eVisitor system as the difference between the date and time of actual departure (check-out) and the date and time of arrival (check-in) of tourists.

**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. Excluded are persons staying in a certain place for longer than 12 months in succession, persons whose main reason for visiting is an activity that is financed in 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, borderline workers, diplomats, consular representatives and military force members on their regular duties, displaced persons, nomads and persons in transit.

**Tourist boards** are organisations that operate on the principle of destination management. They are established in order to promote and develop tourism in the Republic of Croatia and the economic interests of legal entities and natural persons that provide hotel and restaurant as well as tourism services or perform other activities directly related to tourism by managing the destination at the level for which they were established.

According to the Act on Tourist Boards and the Promotion of Croatian Tourism (NN, Nos 52/19 and 42/20), the system of tourist boards, established according to the model of destination management organisation, consists of the following: a local tourist board, a regional tourist board, the Zagreb Tourist Board for the area of the City of Zagreb and the Croatian National Tourist Board for the territory of the Republic of Croatia.

## Abbreviations

NN	Narodne novine, official gazette of the Republic of Croatia
USA	United States of America

## Symbols

-	no occurrence
0,0	value not zero but less than 0.05 of the unit of measure used

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