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TOURIST ARRIVALS AND NIGHTS IN COMMERCIAL ACCOMMODATION, JANUARY 2025

In January 2025, there were 11.3% more tourist arrivals and 9.4% more tourist nights than in January 2024

In January 2025, there were 257 thousand tourist arrivals and **650 thousand** tourist nights realised in commercial accommodation establishments, which was an increase of 11.3% in tourist arrivals and of **9.4%** in tourist nights compared to January 2024. Concerning the total realised tourist nights in commercial accommodation establishments, 41.2% of them were realised by domestic tourists and 58.8% by foreign tourists in January 2025.

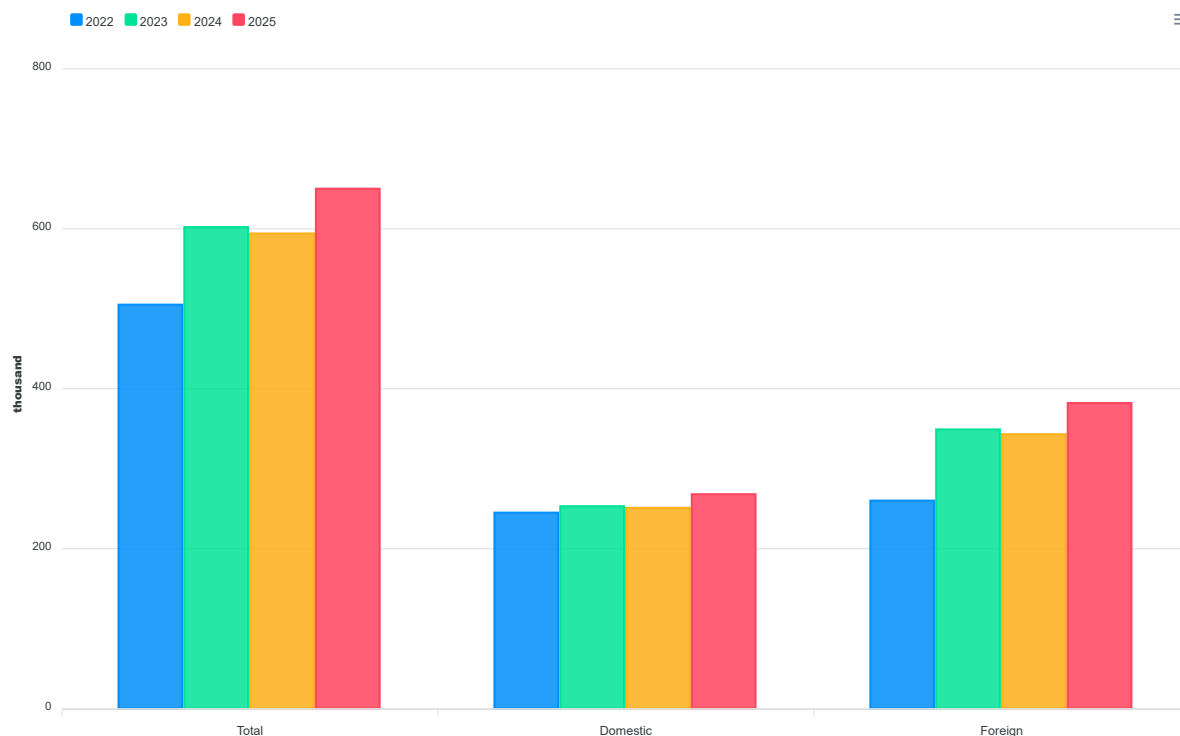
Domestic tourists realised 125 thousand arrivals and 268 thousand nights, which was 10.2% more arrivals and 6.6% more nights than in January 2024. On average, domestic tourists spent 2.1 nights per arrival.

Foreign tourists realised 132 thousand arrivals and 382 thousand nights, which was 12.4% more arrivals and 11.4% more nights compared to January 2024. On average, foreign tourists spent 2.9 nights per arrival.

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 at the monthly basis.

G-1 TOURIST NIGHTS IN JANUARY, 2022 - 2025

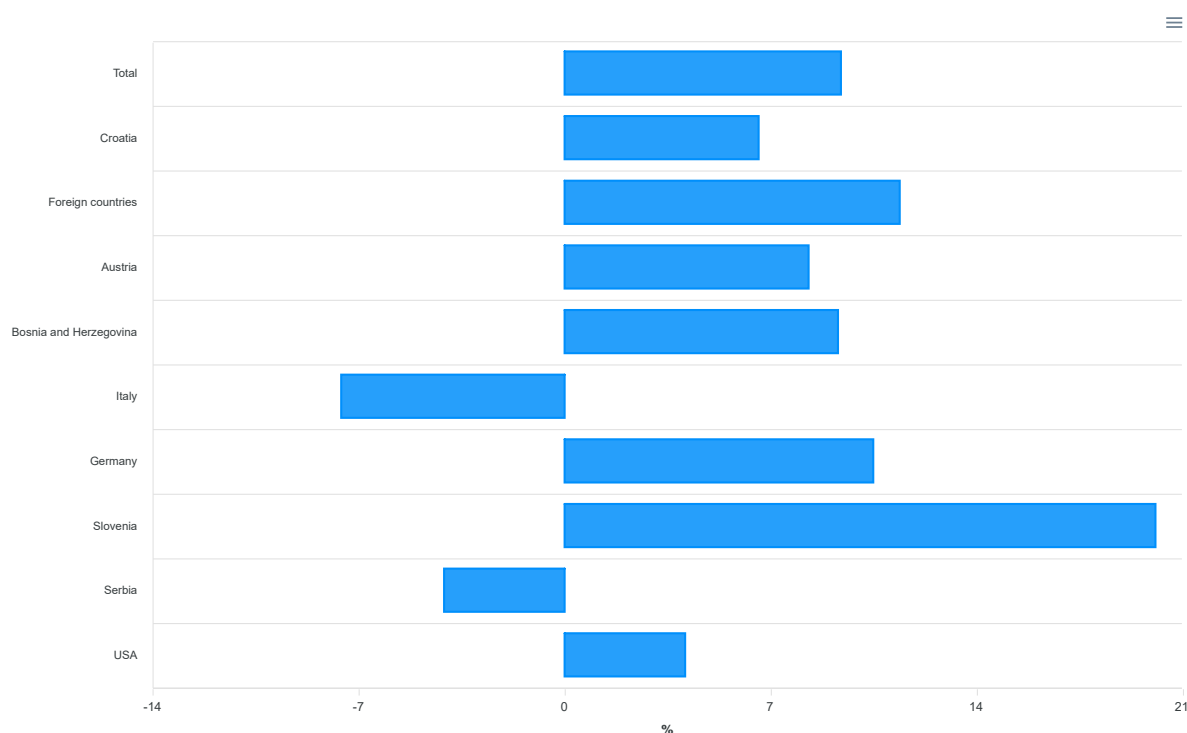


Tourists from the neighbouring country of Slovenia realised 14.6% of all foreign tourist nights

The most foreign tourist nights were realised by tourists from Slovenia, as many as 56 thousand of them, which accounted for 14.6% of the total realised foreign tourist nights. Compared to January 2024, Slovenian tourists realised 20.1% more nights. The most nights of Slovenian tourists were realised in the geographically closest counties, i.e., the County of Istria and the County of Primorje-Gorski kotar. In the County of Istria they realised 27 thousand of nights (which accounted for 48.0% of the total nights realised by tourists from Slovenia), whereas they realised 11 thousand nights in the County of Primorje-Gorski kotar (which accounted for 19.3% of the total nights realised by tourists from Slovenia). Compared to January 2024, Slovenian tourists realised an increase in the nights of 13.5% in the County of Istria and of 42.2% in the County of Primorje-Gorski kotar.

These were followed by nights realised by tourists from Germany (10.3%), Austria (10.1%), Italy (7.4%), Bosnia and Herzegovina (7.2%), and finally from Serbia and the USA (4.5% each). Compared to January 2024, Italian and Serbian tourists realised a decrease in the number of nights, whereas tourists from the remaining countries realised an increase in the number of nights.

G-2 CHANGE RATES OF TOURIST NIGHTS, JANUARY 2025/JANUARY 2024

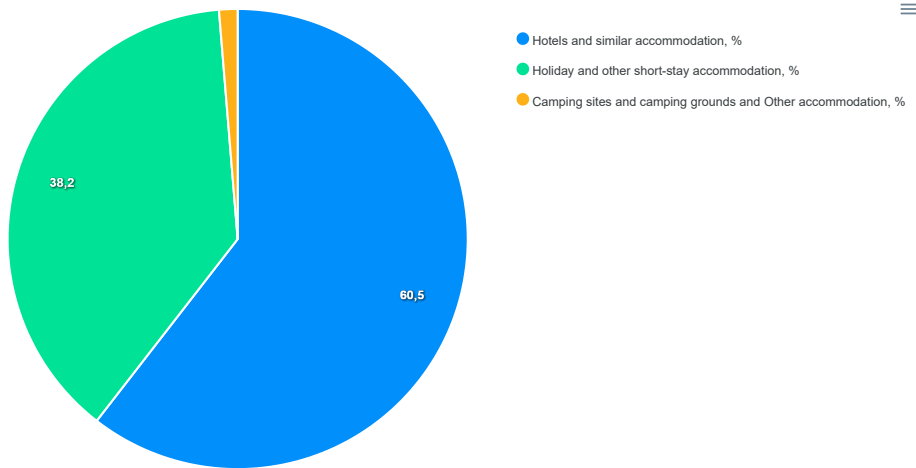


Tourists prefer to accommodate in hotels

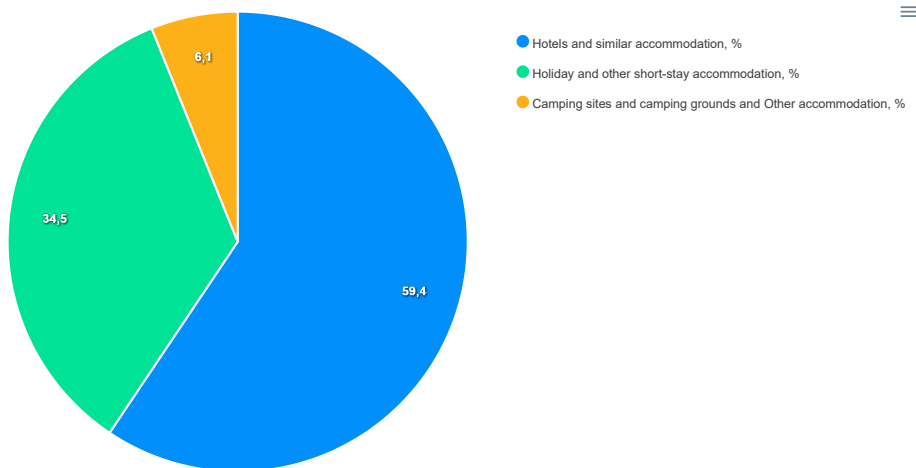
The highest number of tourist nights in January 2025 was recorded in hotels, as many as 381 thousand of them, which was 58.6% of the total nights realised in commercial accommodation establishments. Compared to January 2024, there were 5.6% more tourist nights realised in this type of accommodation. On average, tourists spent in hotels 2.2 nights per arrival.

These were followed by tourist nights realised in rooms, apartments, studio-type apartments and summer houses (31.8% of the total nights realised in the commercial accommodation establishments). A total of 207 thousand tourist nights were spent in these types of accommodation, which was an increase of 17.7% compared to January 2024. On average, tourists spent in rooms, apartments, studio-type apartments and summer houses 3.1 nights per arrival.

G-3 STRUCTURE OF DOMESTIC TOURIST NIGHTS ACCORDING TO DIVISION 55 OF NKD 2007, JANUARY 2025



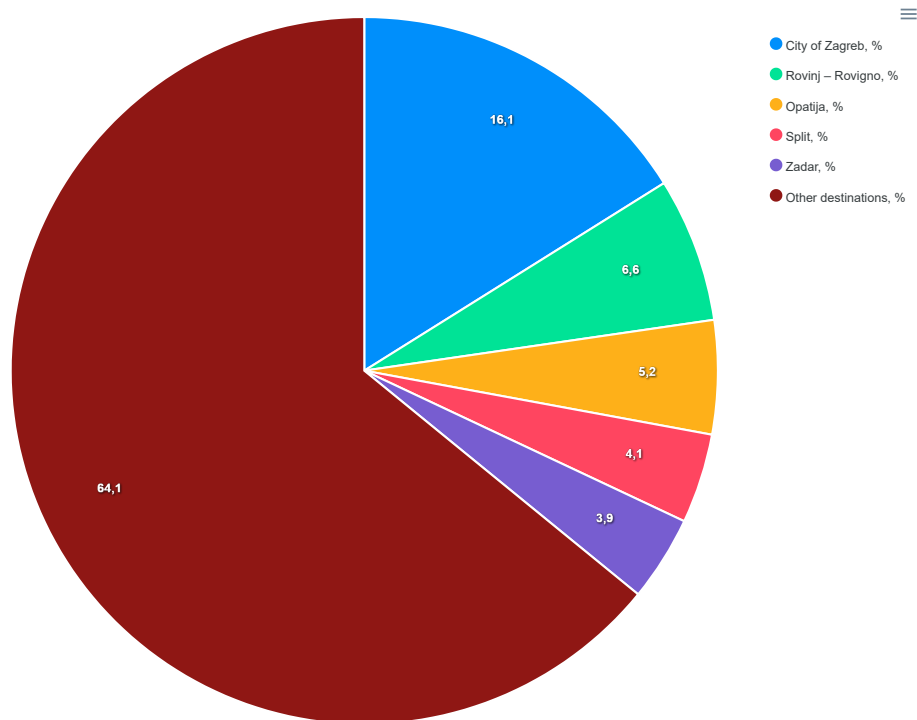
G-4 STRUCTURE OF FOREIGN TOURIST NIGHTS ACCORDING TO DIVISION 55 OF NKD 2007, JANUARY 2025



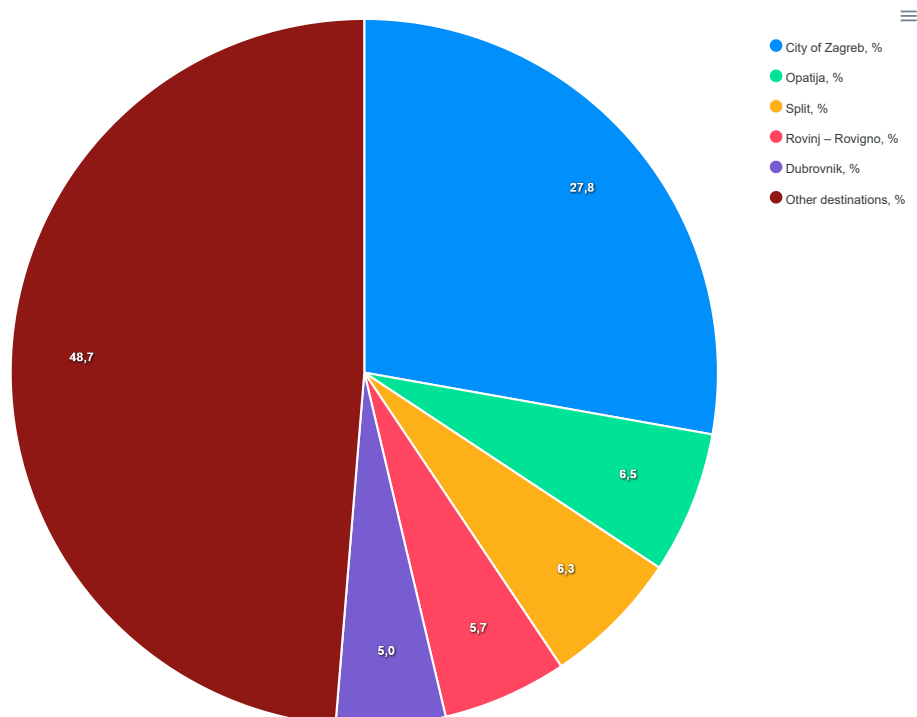
The City of Zagreb recorded the highest number of tourist nights in January 2025

The City of Zagreb realised the highest number of tourist nights in the first month this year, as many as 149 thousand of them, which accounted for 23.0% of the total number of tourist nights realised in Croatia. Compared to January 2024, there were 12.0% more tourist nights realised in the City of Zagreb. Of the total tourist nights recorded in the City of Zagreb, domestic tourists realised 43 thousand and foreign tourists 106 thousand of them. The most foreign tourist nights were realised from tourists from Germany (8.5%), Italy (8.2%), Bosnia and Herzegovina (6.8%), Serbia (5.5%), the USA (4.7%), Iceland (4.2%) and Slovenia (3.9%). Italian and American tourists realised a decrease in the number of nights compared to January 2024, whereas tourists from the remaining countries realised an increase in the number of nights in the City of Zagreb.

G-5 DESTINATIONS WITH THE MOST REALISED DOMESTIC TOURIST NIGHTS, JANUARY 2025



G-6 DESTINATIONS WITH THE MOST REALISED FOREIGN TOURIST NIGHTS, JANUARY 2025



In January 2025, tourists had a total of 72 thousand rooms, apartments and camping grounds at their disposal

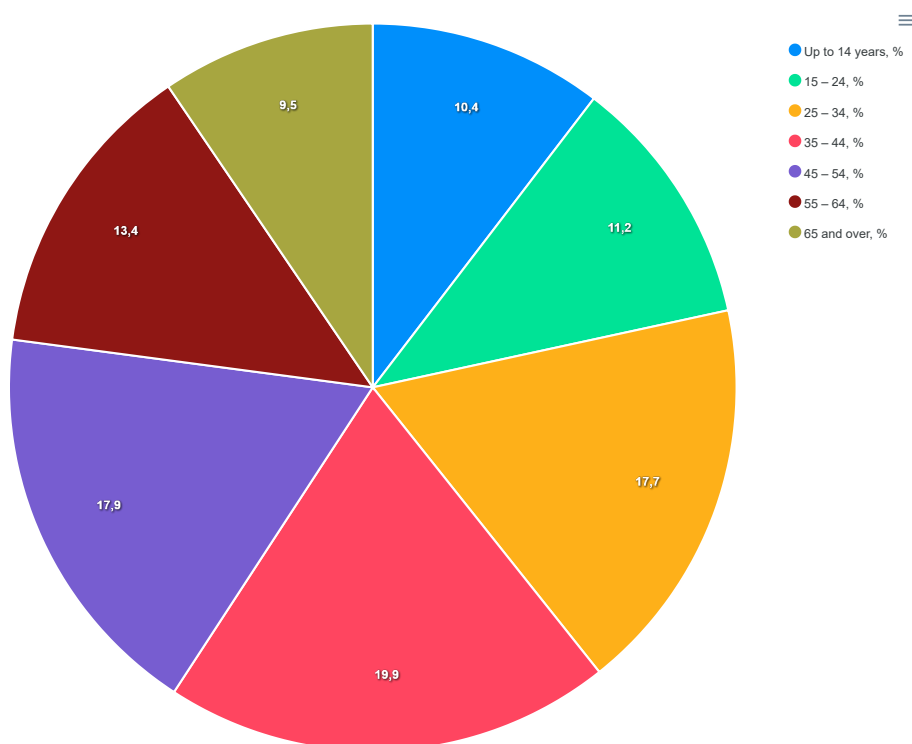
In January 2025, there were 72 thousand rooms, apartments and camping sites with a total of 167 thousand permanent beds available to tourists.

Tourists had the largest number of rooms and apartments at their disposal in the group Hotels and similar accommodation, as many as 35 thousand of them (which was 48.8% of the total number of available rooms and apartments), with 69 thousand permanent beds (which was 41.4% of the total number of available permanent beds). In January 2025, the average (net) occupancy rate of bedrooms in the group Hotels and similar accommodation was 25.4% and of permanent beds it was 21.9%, whereas in January 2024, the average (net) occupancy of bedrooms was 24.1% and of permanent beds it was 20.8%.

Tourists aged 35 to 44 years realised the most nights

As in January 2024, tourists aged 35 to 44 years realised the most tourist nights in January 2025, as many as 129 thousand of them (which accounted for 19.9% of the total realised nights). These were followed by tourist nights realised by tourists aged 45 to 54 years, with 117 thousand nights (which accounted for 17.9% of the total realised nights).

G-7 TOURIST NIGHTS BY AGE GROUPS, JANUARY 2025



1 TOURIST ARRIVALS AND NIGHTS

	Arrivals			Nights				
	I 2024	I 2025	Indices I 2025 I 2024	I 2024	I 2025	Indices I 2025 I 2024	Structure of nights, %	Average number of nights per arrival
Total	231 187	257 305	111,3	594 373	650 315	109,4	100,0	2,5
Domestic tourists	113 329	124 887	110,2	251 190	267 891	106,6	41,2	2,1
Foreign tourists	117 858	132 418	112,4	343 183	382 424	111,4	58,8	2,9

2 TOURIST ARRIVALS AND NIGHTS, BY COUNTIES, JANUARY 2025

		Total	Domestic	Foreign	Indices I 2025 I 2024		
					Total	Domestic	Foreign
Republic of Croatia	Arrivals	257 305	124 887	132 418	111,3	110,2	112,4
	Nights	650 315	267 891	382 424	109,4	106,6	111,4
County of Zagreb	Arrivals	7 250	3 587	3 663	107,8	111,3	104,6
	Nights	13 320	7 012	6 308	105,0	111,5	98,7
County of Krapina-Zagorje	Arrivals	12 188	8 969	3 219	106,8	103,5	117,5
	Nights	28 626	21 115	7 511	103,5	101,4	109,8
County of Sisak-Moslavina	Arrivals	1 927	1 229	698	130,6	132,2	128,1
	Nights	6 072	4 456	1 616	155,7	163,8	136,8
County of Karlovac	Arrivals	5 623	3 291	2 332	115,0	114,1	116,3
	Nights	10 867	7 296	3 571	111,2	121,9	94,3
County of Varaždin	Arrivals	6 348	3 477	2 871	132,6	100,6	215,5
	Nights	16 989	9 185	7 804	136,0	96,8	260,3
County of Koprivnica-Križevci	Arrivals	810	425	385	75,6	64,3	93,7
	Nights	1 919	871	1 048	63,5	46,5	91,3
County of Bjelovar-Bilogora	Arrivals	1 771	1 342	429	92,1	95,6	82,8
	Nights	5 022	3 789	1 233	81,8	83,8	76,3
County of Primorje-Gorski kotar	Arrivals	34 795	19 134	15 661	117,2	120,0	113,9
	Nights	100 942	41 813	59 129	109,2	112,1	107,3
County of Lika-Senj	Arrivals	7 066	4 632	2 434	124,4	169,7	82,4
	Nights	12 574	8 883	3 691	125,5	151,4	88,8
County of Virovitica-Podravina	Arrivals	974	676	298	124,2	123,6	125,7
	Nights	2 160	1 532	628	109,8	105,5	121,9
County of Požega-Slavonia	Arrivals	1 216	961	255	112,4	109,5	125,0
	Nights	3 865	3 325	540	107,5	106,6	113,4
County of Slavonski Brod-Posavina	Arrivals	2 317	816	1 501	109,3	116,1	105,9
	Nights	3 499	1 301	2 198	107,4	109,3	106,3
County of Zadar	Arrivals	9 916	5 243	4 673	102,4	101,1	104,0
	Nights	26 937	11 580	15 357	108,7	102,6	113,8
County of Osijek-Baranja	Arrivals	6 998	5 131	1 867	121,9	125,5	113,0
	Nights	14 186	9 505	4 681	128,1	130,6	123,4
County of Šibenik-Knin	Arrivals	6 237	4 507	1 730	190,2	208,7	154,5
	Nights	16 173	10 453	5 720	156,9	172,4	134,7
County of Vukovar-Srijem	Arrivals	6 434	5 778	656	100,5	98,9	116,1
	Nights	9 067	7 781	1 286	104,9	105,5	101,5
County of Split-Dalmatia	Arrivals	19 670	8 879	10 791	104,4	96,4	112,0
	Nights	54 163	16 667	37 496	106,1	90,9	114,6
County of Istria	Arrivals	38 938	15 973	22 965	108,3	101,4	113,7
	Nights	129 654	41 823	87 831	105,8	99,2	109,3
County of Dubrovnik-Neretva	Arrivals	11 606	3 699	7 907	100,4	88,5	107,2
	Nights	29 642	7 891	21 751	91,3	78,8	96,9
County of Međimurje	Arrivals	6 001	3 875	2 126	103,8	91,8	136,2
	Nights	15 319	8 566	6 753	115,8	91,4	175,0
City of Zagreb	Arrivals	69 220	23 263	45 957	111,1	112,6	110,4
	Nights	149 319	43 047	106 272	112,0	111,4	112,2

NOTES ON METHODOLOGY

The purpose of the statistical survey

The purpose of the statistical survey Tourist Arrivals and Nights is to monitor the tourist 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 ensure 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 and 155/23) and the 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 establishments 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 75/08, 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 the 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 the NKD 2007, division 55, groups 55.1 Hotels and similar accommodation, 55.2 Holiday and other short-stay accommodation and 55.3 Camping sites and camping grounds 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). The mentioned data are published on the Eurostat's 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 and 33/23). 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 and their 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 and 155/23) and with the Regulation (EC) No 223/2009 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism 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 the nautical tourism (charter, cruising), as well as accommodation services in households and rural households.

Checking in and checking out 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.

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 are actually available for use during the reference period. The data is 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 is expressed as a percentage.

Division 55 of the NKD 2007 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.

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 sites and camping grounds 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 County, City and Municipality Areas 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 2007	National Classification of Activities, 2007 version
NN	Narodne novine, official gazette of the Republic of Croatia
USA	United States of America

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