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# TOURIST ARRIVALS AND NIGHTS IN COMMERCIAL ACCOMMODATION, MARCH 2025

## Fewer tourist arrivals and nights in March 2025 compared to March 2024

In March 2025, there were 433 thousand tourist arrivals and 1.0 million tourist nights realised in commercial accommodation establishments, which was a decrease of 19.2% in tourist arrivals and of 24.2% in tourist nights compared to March 2024. Concerning the total realised tourist nights in commercial accommodation establishments, **34.6%** of them were realised by domestic tourists and **65.4%** by foreign tourists in March 2025.

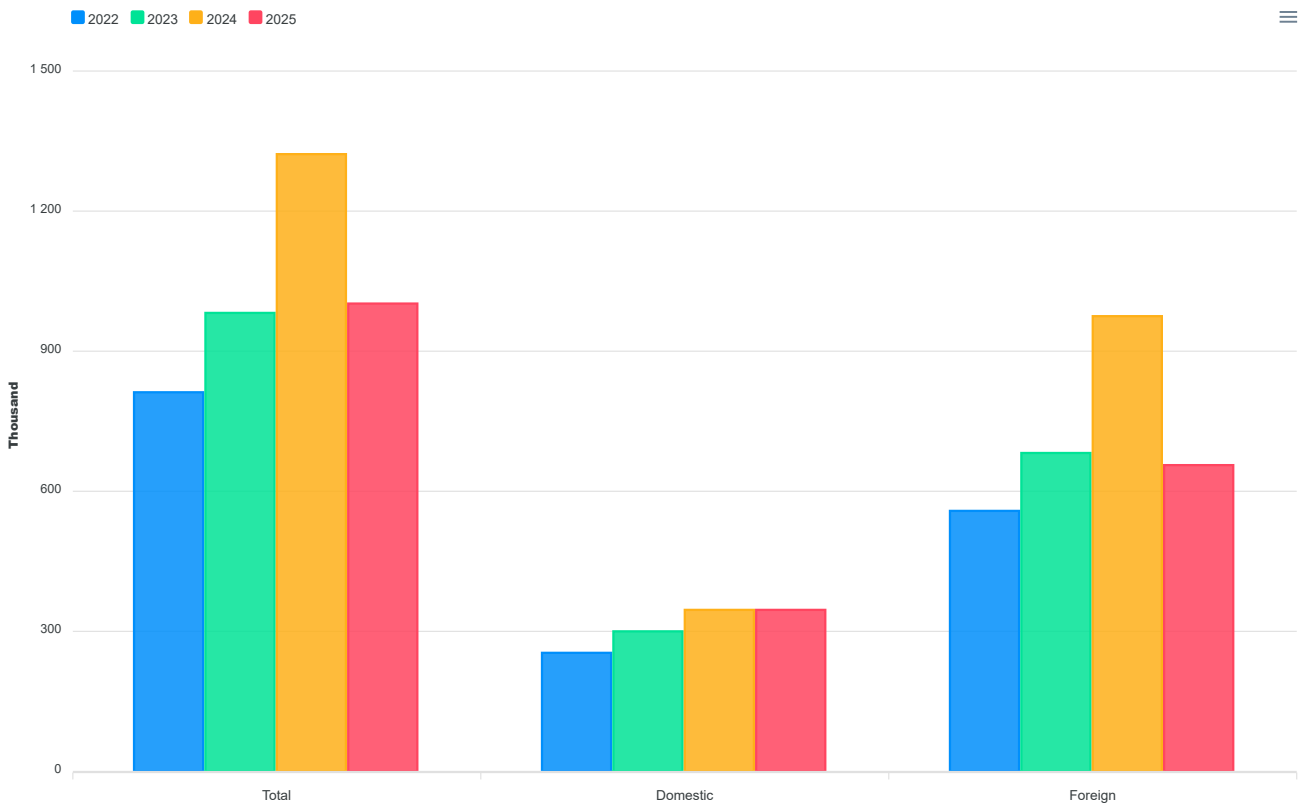
Domestic tourists realised 174 thousand arrivals and 346 thousand nights, which was 4.7% more arrivals, while the number of nights remained at the same level as in March 2024.

Foreign tourists realised 260 thousand arrivals and 656 thousand nights, which was 29.9% less arrivals and 32.8% less nights compared to March 2024.

## 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 MARCH, 2022 – 2025



Tourists from Slovenia the most numerous for the third month in a row

In March 2025, tourists from Slovenia realised the most tourist nights, as many as 115 thousand of them, which accounted for 17.6% of the total realised foreign tourist nights. Compared to March 2024, Slovenian tourists realised 7.6% less nights. The most nights of Slovenian tourists were realised in the County of Istria, 68 thousand nights (which accounted for 58.9% of the total nights realised by tourists from Slovenia). Slovenian tourists realised 5.5% less nights in the County of Istria compared to March 2024.

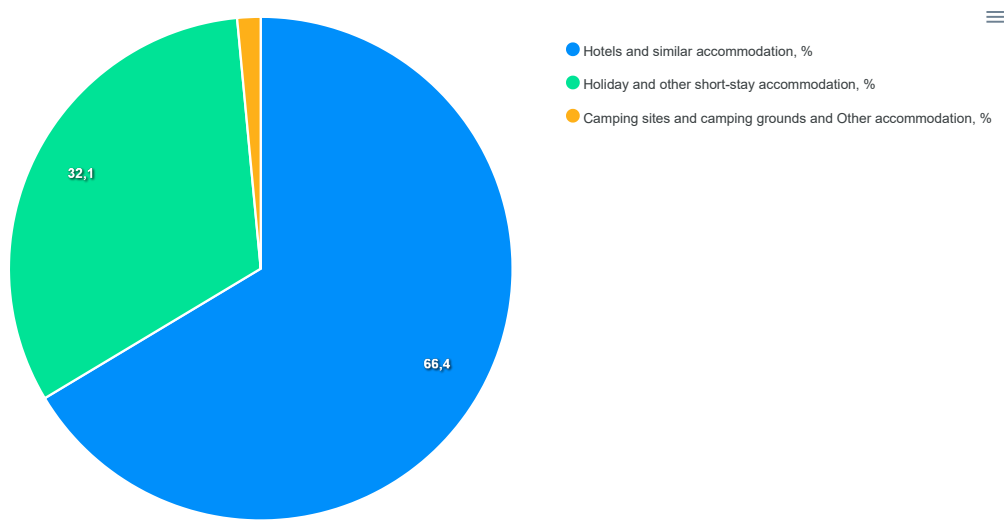
These were followed by nights realised by tourists from Germany (12.3%), Austria (10.3%), Italy (6.2%), the USA (5.7%). Bosnia and Herzegovina (4.2%), Serbia (3.7%) and the United Kingdom (3.6%). Of all the aforementioned countries, tourists from Serbia (6.3%), the USA (9.5%) and the United Kingdom (19.9%) realised more nights in March 2025 than in March 2024. In contrast, tourists from the other mentioned countries realised fewer nights. The largest decrease in the number of nights was recorded among tourists from Germany (57.5%) and Austria (56.2%), Italy (37.0%), and Bosnia and Hercegovina (30.1%).

Accommodation in hotels again the most popular in March 2025

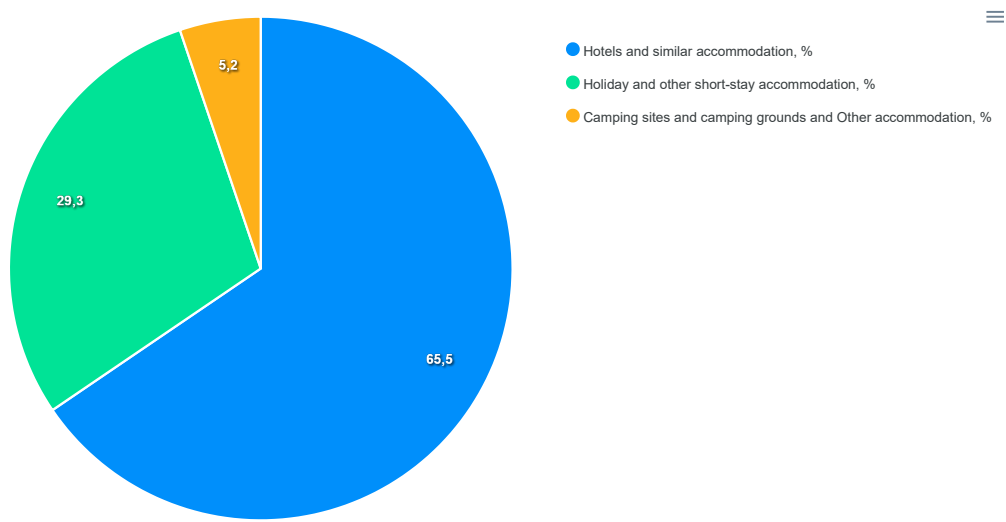
In March 2025, tourists realised the most nights in hotel accommodation, as many as 639 thousand, which accounted for 63.8% of the total nights realised in commercial accommodation establishments. Compared to March 2024, there were 17.9% fewer tourist nights realised in hotel accommodation.

These were followed by tourist nights realised in rooms, apartments, studio-type apartments and summer houses, which accounted for 25.7% of the total nights realised in commercial accommodation establishments. A total of 258 thousand tourist nights were realised in these types of accommodation, which was a decrease of 23.9% compared to March 2024.

G-2 STRUCTURE OF DOMESTIC TOURIST NIGHTS ACCORDING TO DIVISION 55 OF NKD 2007, MARCH 2025



G-3 STRUCTURE OF FOREIGN TOURIST NIGHTS ACCORDING TO DIVISION 55 OF NKD 2007, MARCH 2025



**The County of Istria recorded the highest number of tourist nights in March 2025**

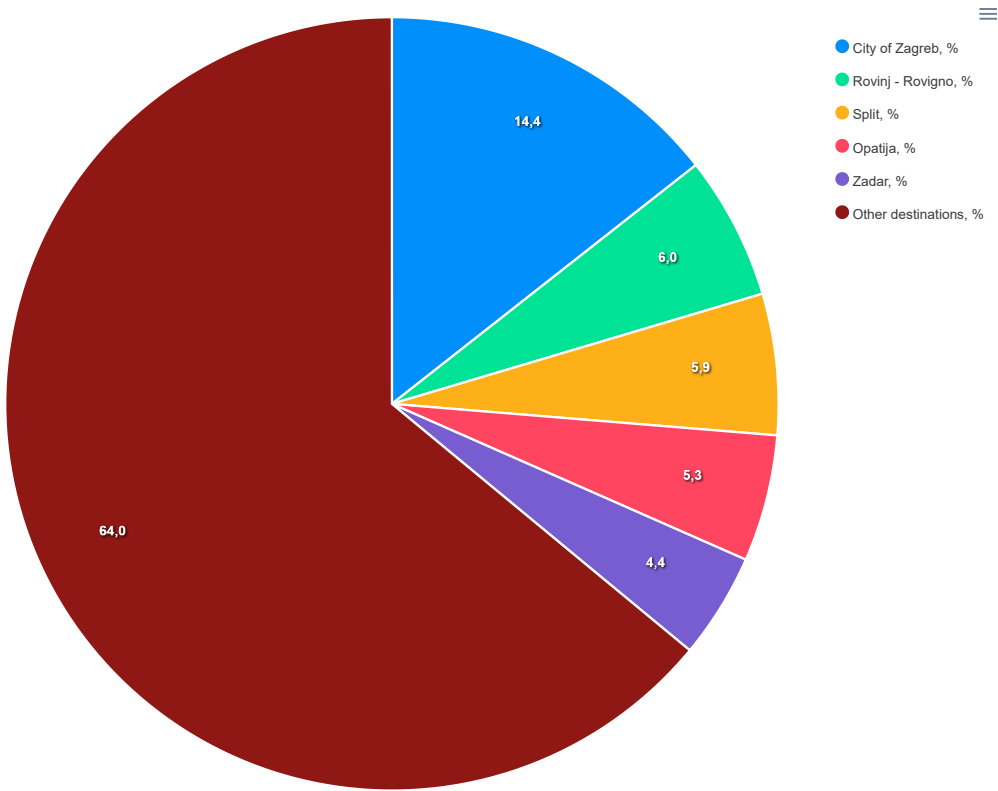
In March 2025, the County of Istria realised the highest number of tourist nights, as many as 253 thousand, which accounted for 25.2% of the total number of tourist nights realised in Croatia. Compared to March 2024, there were 38.2% fewer tourist nights realised in the County of Istria. The most foreign tourist nights in the County of Istria were realised by tourists from Slovenia (35.5%). They were followed by tourist nights realised by the tourists from Germany (17.0%), Austria (14.8%), Italy (7.5%), and Serbia (4.0%).

**The City of Zagreb as the most popular destination for both domestic and foreign tourists in March 2025**

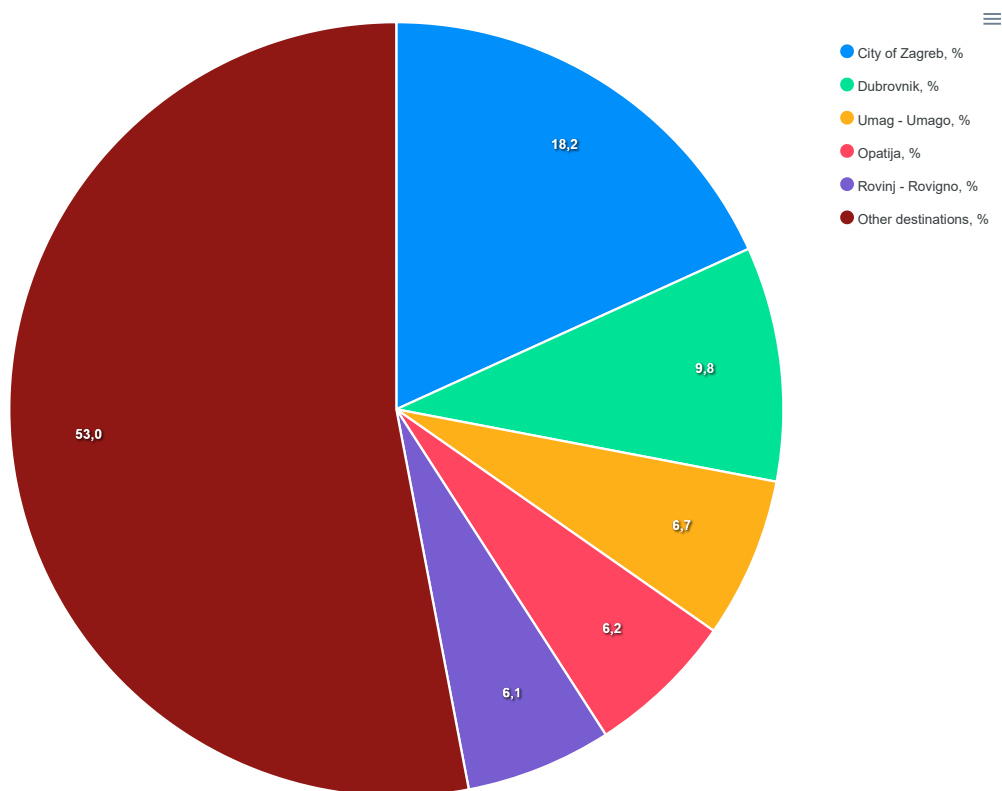
In March 2025, both domestic and foreign tourists realised the largest number of nights in the City of Zagreb. Domestic tourists realised a total of 50 thousand nights, which accounted for 14.4% of the total nights realised by domestic tourists in Croatia, while foreign tourists realised a total 120 thousand nights in Zagreb, which accounted for 18.2% of the total nights realised by foreign tourists.

Compared to March 2024, domestic tourists realised a 21.4% increase in the number of nights in the City of Zageb, while foreign tourists recorded a decrease of 5.0%.

**G-4 DESTINATIONS WITH THE MOST REALISED DOMESTIC TOURIST NIGHTS, MARCH 2025**



## G-5 DESTINATIONS WITH THE MOST REALISED FOREIGN TOURIST NIGHTS, MARCH 2025



### The highest number of permanent beds available in the group Hotels and similar accommodation

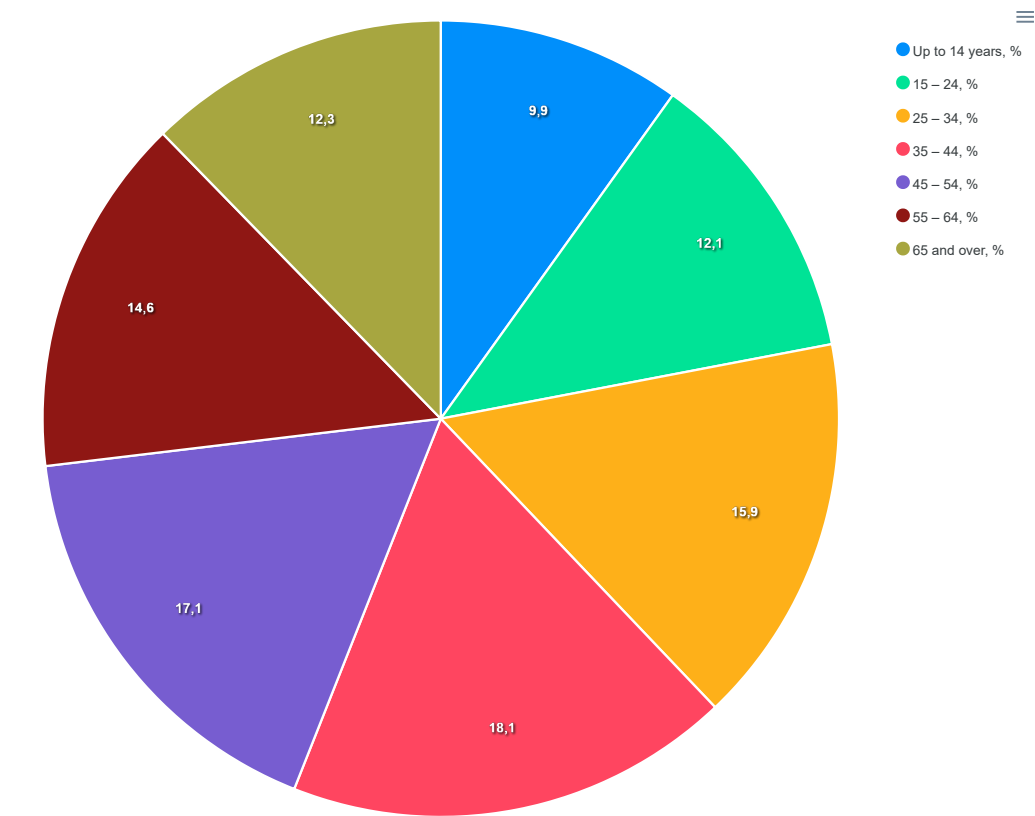
In March 2025, there were 87 thousand rooms, apartments and camping sites with a total of 208 thousand permanent beds available to tourists.

In the group Hotels and similar accommodation, tourists had as many as 40 thousand rooms and apartments at their disposal (which accounted for 46.1% of the total number of available rooms and apartments), with 80 thousand permanent beds (which accounted for 38.5% of the total number of available permanent beds). In March 2025, the average (net) occupancy rate of rooms in the group Hotels and similar accommodation was 35.1% and of permanent beds 29.7%, whereas in March 2024, the average occupancy of rooms was 36.6% and of permanent beds 32.9%.

### Tourists aged 35 to 44 years realised the most nights

Tourists aged 35 to 44 years realised the most tourist nights in March 2025, as many as 181 thousand of them (which accounted for 18.1% of the total realised nights). These were followed by tourist nights realised by tourists aged 45 to 54 years, with 171 thousand nights (which accounted for 17.1% of the total realised nights).

G-6 TOURIST NIGHTS BY AGE GROUPS, MARCH 2025



The first quarter of 2025 saw a 7.1% decrease in the number of tourist arrivals and a 9.9% decrease in the number of tourist nights compared to the same period of 2024

In the first quarter of 2025, a total of 1.0 million arrivals and 2.4 million nights were realised in commercial accommodation establishments, which was a decrease of 7.1% in the number of tourist arrivals and of 9.9% in the number of tourist nights compared to the same period of 2024.

In the first quarter of 2025, domestic tourists realised a total of 453 thousand arrivals and 916 thousand nights, which was an increase of 7.3% in the number of arrivals and of 3.4% in the number of nights compared to the first quarter of 2024.

Foreign tourists realised a total of 551 thousand arrivals and 1.4 million nights in the first quarter of 2025, which was a 16.3% decrease in the number of arrivals and a 16.7% decrease in the number of nights compared to the same period of 2024.

1 TOURIST ARRIVALS AND NIGHTS

	Arrivals				Nights			
	III 2025	I – III 2025	Indices III 2025 III 2024	Indices I – III 2025 I – III 2024	III 2025	I – III 2025	Indices III 2025 III 2024	Indices I – III 2025 I – III 2024
Total	433 403	1 003 714	80,8	92,9	1 002 274	2 360 397	75,8	90,1
Domestic tourists	173 547	452 843	104,7	107,3	346 377	915 527	100,0	103,4
Foreign tourists	259 856	550 871	70,1	83,7	655 897	1 444 870	67,2	83,3

## 2 TOURIST ARRIVALS AND NIGHTS, BY COUNTIES, MARCH 2025

		Total	Domestic	Foreign	Indices III 2025 III 2024		
					Total	Domestic	Foreign
Republic of Croatia	Arrivals	433 403	173 547	259 856	80,8	104,7	70,1
	Nights	1 002 274	346 377	655 897	75,8	100,0	67,2
County of Zagreb	Arrivals	7 979	3 504	4 475	92,8	103,7	85,7
	Nights	14 869	7 486	7 383	94,2	106,9	84,0
County of Krapina-Zagorje	Arrivals	12 051	7 856	4 195	94,3	95,5	92,2
	Nights	27 272	18 317	8 955	100,1	107,4	87,8
County of Sisak-Moslavina	Arrivals	1 455	914	541	93,6	109,1	75,6
	Nights	3 570	2 675	895	82,9	94,8	60,3
County of Karlovac	Arrivals	5 609	2 309	3 300	56,9	79,7	47,4
	Nights	9 043	4 150	4 893	56,9	82,3	45,1
County of Varaždin	Arrivals	5 484	3 592	1 892	81,7	90,6	68,9
	Nights	9 438	5 834	3 604	60,4	57,7	65,2
County of Koprivnica-Križevci	Arrivals	1 244	741	503	97,3	104,7	88,1
	Nights	2 498	1 247	1 251	91,2	93,6	89,0
County of Bjelovar-Bilogora	Arrivals	1 600	1 125	475	84,6	80,4	96,5
	Nights	4 305	3 106	1 199	70,6	63,8	97,3
County of Primorje-Gorski Kotar	Arrivals	70 088	29 336	40 752	80,5	99,1	71,0
	Nights	177 264	66 080	111 184	75,2	100,1	65,5
County of Lika-Senj	Arrivals	8 747	2 791	5 956	63,4	88,8	55,9
	Nights	12 932	4 733	8 199	58,6	84,3	49,9
County of Virovitica-Podravina	Arrivals	1 626	1 232	394	117,5	141,3	77,0
	Nights	4 266	3 494	772	123,5	148,7	70,0
County of Požega-Slavonia	Arrivals	1 795	1 497	298	98,4	100,1	90,6
	Nights	3 878	3 155	723	83,9	79,2	112,6
County of Slavonski Brod-Posavina	Arrivals	2 821	1 474	1 347	108,5	124,4	95,1
	Nights	4 646	2 359	2 287	115,9	125,4	107,5
County of Zadar	Arrivals	20 790	9 388	11 402	72,4	85,0	64,5
	Nights	44 816	17 567	27 249	64,6	81,0	57,2
County of Osijek-Baranja	Arrivals	9 517	6 203	3 314	114,4	105,3	136,3
	Nights	21 550	11 022	10 528	140,2	105,8	212,5
County of Šibenik-Knin	Arrivals	12 684	8 223	4 461	86,6	102,3	67,6
	Nights	27 692	14 909	12 783	77,9	94,2	64,9
County of Vukovar-Srijem	Arrivals	7 666	4 890	2 776	124,6	177,5	81,7
	Nights	14 276	8 410	5 866	130,0	170,2	97,2
County of Split-Dalmatia	Arrivals	42 086	19 293	22 793	72,5	105,5	57,3
	Nights	95 339	34 458	60 881	66,3	97,1	56,1
County of Istria	Arrivals	89 867	27 273	62 594	67,9	103,2	59,0
	Nights	252 767	61 581	191 186	61,8	98,5	55,2
County of Dubrovnik-Neretva	Arrivals	37 006	9 120	27 886	75,3	98,3	70,0
	Nights	89 468	18 208	71 260	89,6	93,8	88,6
County of Međimurje	Arrivals	6 588	4 374	2 214	103,7	119,3	82,4
	Nights	13 120	7 851	5 269	97,8	113,2	81,3
City of Zagreb	Arrivals	86 700	28 412	58 288	103,8	125,4	95,7
	Nights	169 265	49 735	119 530	101,5	121,4	95,0

## 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 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, 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 and 155/23) 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 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 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 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 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**

EC	European Community
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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