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TRAVEL AGENCIES, 2023

This survey includes 1 484 Croatian travel agencies and their offices that arranged trips with overnight stays and/or mediated the sale and carrying out of package travels and/or same-day trips for domestic and foreign tourists and visitors in 2023.

Compared to the previous years, when travelling was limited, in 2023, there were more travels organised by Croatian travel agencies.

Notice

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

1 TRAVEL AGENCIES SEATED IN REPUBLIC OF CROATIA AND THEIR OFFICES, 2023

	Total
Number of travel agencies and their offices in the Republic of Croatia	1 484
Persons in employment – total (situation as on 31 August)	5 569
Of that, full-time	4 002

Increase in the number of domestic tourists on trips with overnight stays organised by Croatian travel agencies

In 2023, Croatian travel agencies organised trips with overnight stays for 708 thousand domestic tourists. Of that number, 412 thousand, or 58.2% of domestic tourists went on a trip in Croatia, while 296 thousand, or 41.8% of them went on a trip abroad.

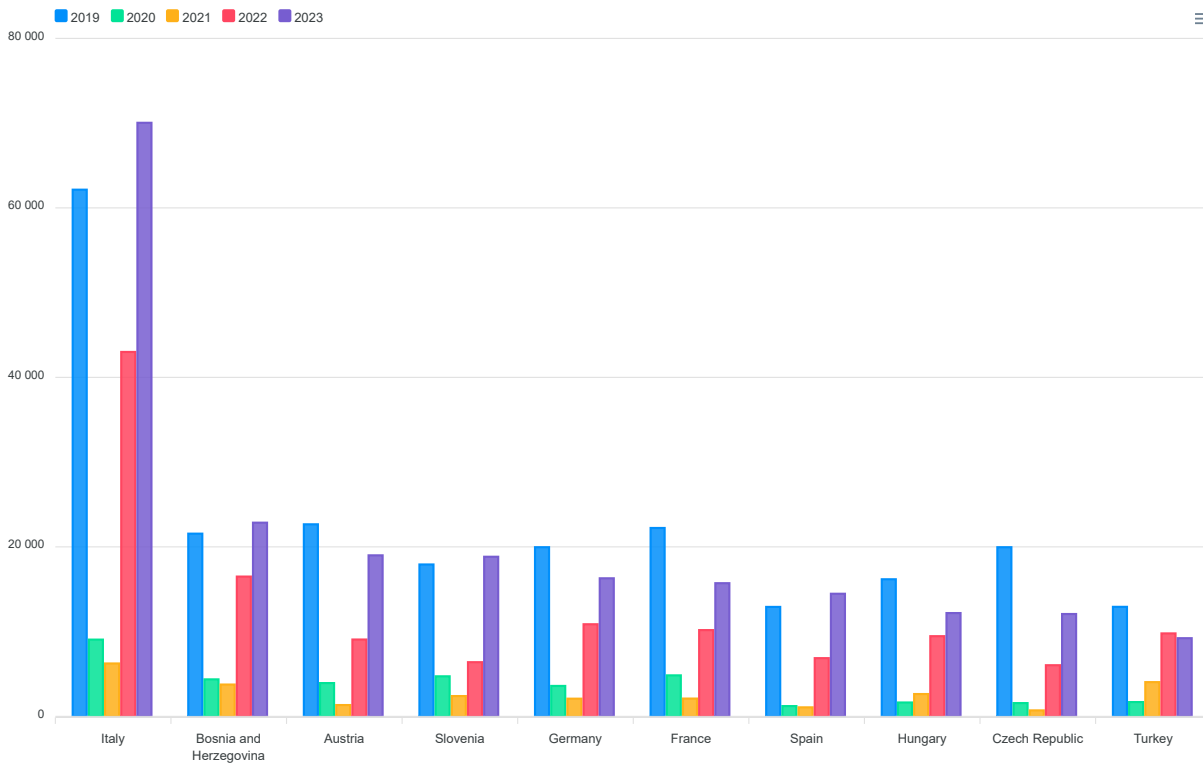
The largest number of overnight stays of domestic tourists in Croatia in the last five years

In 2023, Croatian travel agencies organised trips with overnight stays in Croatia for 412 thousand domestic tourists, who realised 1.5 million tourist nights on these trips. Domestic tourists spent an average of four nights in Croatia. Compared to 2022, the number of domestic tourists on trips with overnight stays in Croatia increased by 2.1% and the number of their nights by 2.8%. Compared to 2019, the number of domestic tourists on trips with overnight stays in Croatia increased by 8.6% and the number of their nights by 8.9%.

Domestic tourists mostly travelled to Italy in 2023

In 2023, the number of domestic tourists whose trips abroad were organised by Croatian travel agencies amounted to 296 thousand, and they realised 1.1 million tourist nights. They spent an average of four nights on trips abroad. Of foreign countries, domestic tourists mostly travelled to Italy (23.7%), followed by Bosnia and Herzegovina (7.7%), Austria and Slovenia (6.4% each), Germany (5.5%), France (5.3%), Spain (4.9%), Hungary and the Czech Republic (4.1% each). Compared to 2022, there were 65.7% more domestic tourists on trips abroad and they realised 63.3% more tourist nights on these trips. The largest increase was recorded in the number of nights spent by domestic tourists in distant destinations, such as Japan, Sri Lanka, Australia and China. Compared to 2019, the number of domestic tourists who travelled abroad decreased by 13.2% and they realised 13.5% less nights.

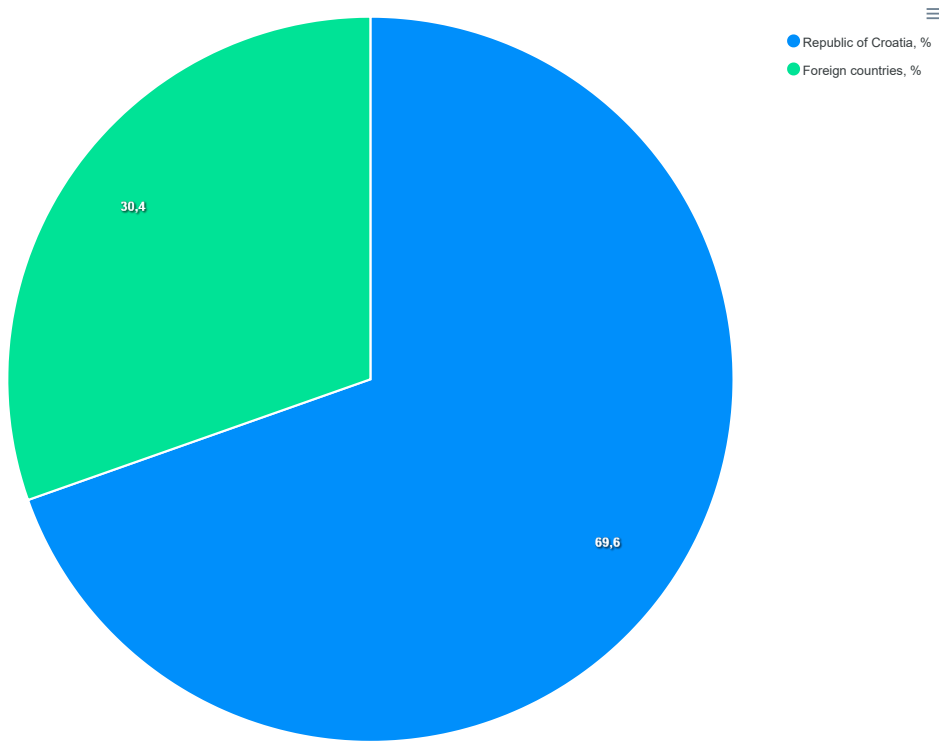
G-1 DOMESTIC TOURISTS ON TRIPS WITH OVERNIGHT STAYS ARRANGED BY CROATIAN TRAVEL AGENCIES, BY COUNTRY OF DESTINATION



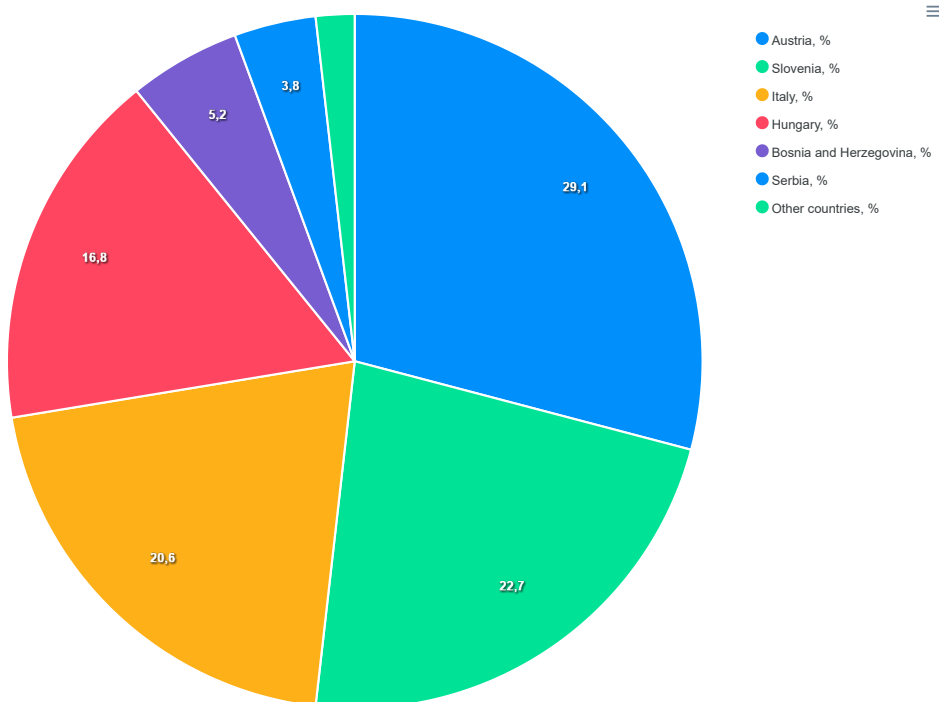
Domestic visitors on same-day trips travelled the most in Croatia, and of foreign countries, to Austria

In 2023, Croatian travel agencies organised same-day trips for 385 thousand domestic visitors, namely for 268 thousand visitors a trip in Croatia, and for 117 thousand a trip abroad. In 2023 compared to 2022, the number of domestic visitors on same-day trips in Croatia increased by 4.6%, while the number of domestic visitors on same-day trips abroad increased by 72.9%. Domestic same-day visitors whose trips abroad were organised by Croatian travel agencies travelled the most to Austria (29.1%), followed by Slovenia (22.7%), Italy (20.6%), Hungary (16.8%), Bosnia and Herzegovina (5.2%) and Serbia (3.8%). In all these countries, the number of domestic same-day visitors increased in 2023 compared to 2022, except the number of those travelling to Bosnia and Herzegovina, which decreased by 27.1%. Compared to 2019, the number of domestic same-day visitors on trips in Croatia increased by 1.6%, while the number of those who travelled abroad increased by 16.9%.

G-2 DOMESTIC VISITORS ON SAME-DAY TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, BY COUNTRY OF DESTINATION, 2023



G-3 DOMESTIC VISITORS ON SAME-DAY TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, BY FOREIGN COUNTRY OF DESTINATION, 2023



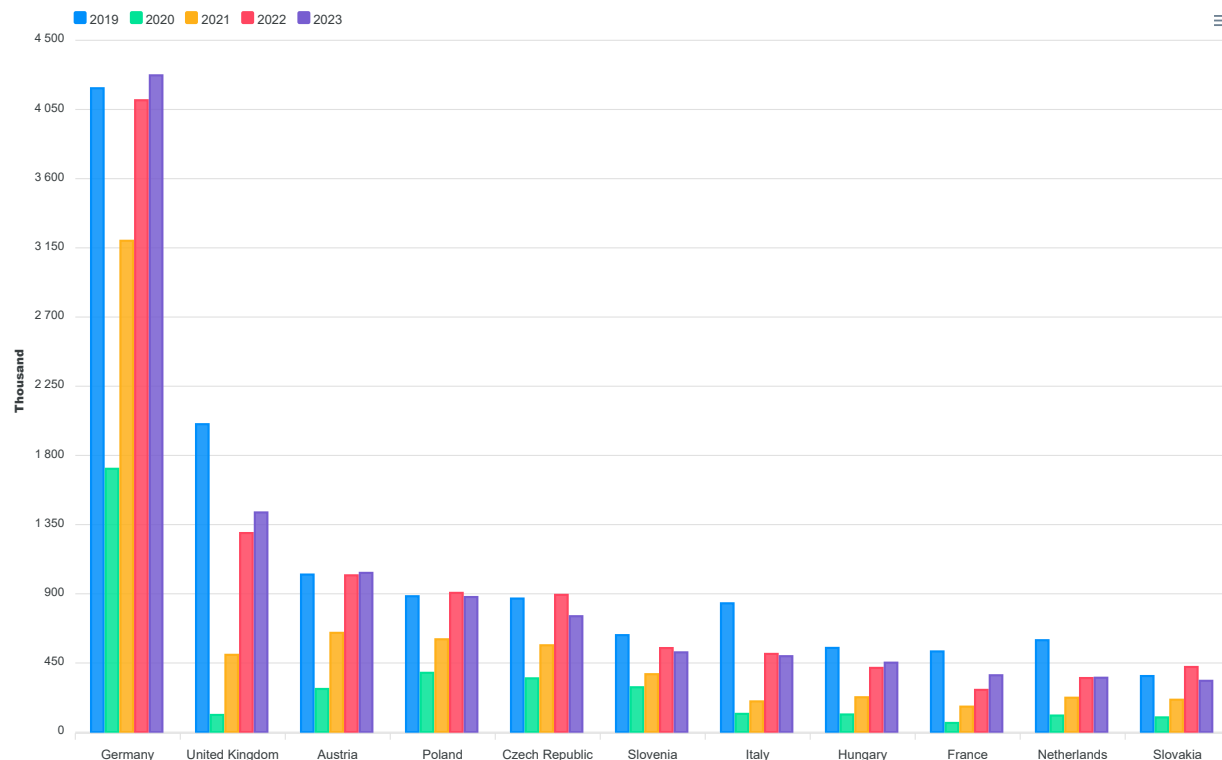
Traditionally, most tourists on trips organised by Croatian travel agencies came from Germany

In 2023, Croatian travel agencies organised trips with overnight stays in Croatia for 2.2 million foreign tourists, who realised 13.0 million tourist nights. Foreign tourists realised six nights on average on trips organised by Croatian travel agencies in Croatia in 2023. Compared to 2022, there were 3.5% more foreign tourists in Croatia, who realised 4.7% more nights. Compared to 2019, the number of foreign tourists decreased by 19.8% and they realised 19.3% less nights.

Concerning the structure of tourist nights realised by foreign tourists who travelled to Croatia in the organisation of Croatian travel agencies, most of these nights were realised by tourists from Germany (32.8%). These were followed by nights realised by tourists from the United Kingdom (11.0%), Austria (8.0%), Poland (6.8%), the Czech Republic (5.8%), Slovenia (4.0%), Italy (3.8%), Hungary (3.5%), France (2.8%), the Netherlands (2.7%) and Slovakia (2.6%). Of these countries, the number of nights on trips

organised by Croatian travel agencies spent by tourists from Poland, the Czech Republic, Slovenia, Italy and Slovakia fell compared to 2022. Compared to 2019, only the following of the mentioned countries realised an increase in the number of nights spent by tourists on trips organised by Croatian travel agencies: Germany (an increase of 2.0%) and Austria (an increase of 1.0%). Of the total number of nights spent by foreign tourists in 2023 in Croatia, 848 thousand nights were realised on cruises, which is 6.5% of the total number of nights spent by foreign tourists. Compared to 2022, foreign tourists spent 40.9% more nights on cruises. The most nights on cruises in Croatia in 2023 were spent by tourists from Germany (220 thousand nights, an increase of 84.1% compared to 2022) and tourists from the United Kingdom (128 thousand nights, an increase of 84.7%).

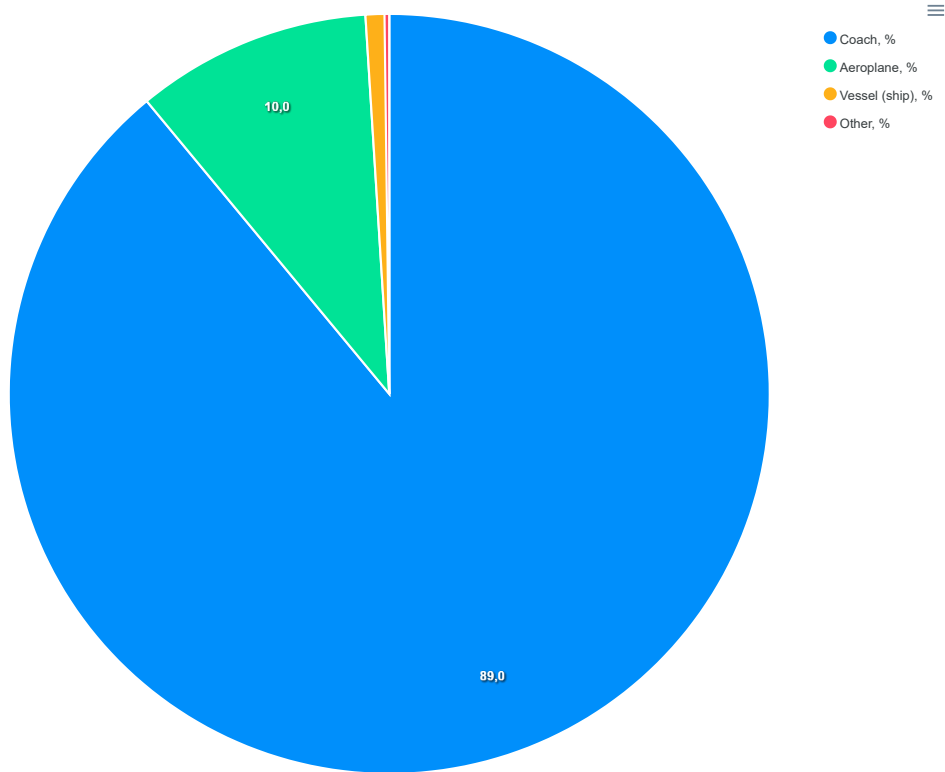
G-4 FOREIGN TOURIST NIGHTS ON TRIPS WITH OVERNIGHT STAYS IN CROATIA ARRANGED BY CROATIAN TRAVEL AGENCIES, BY COUNTRY OF ORIGIN



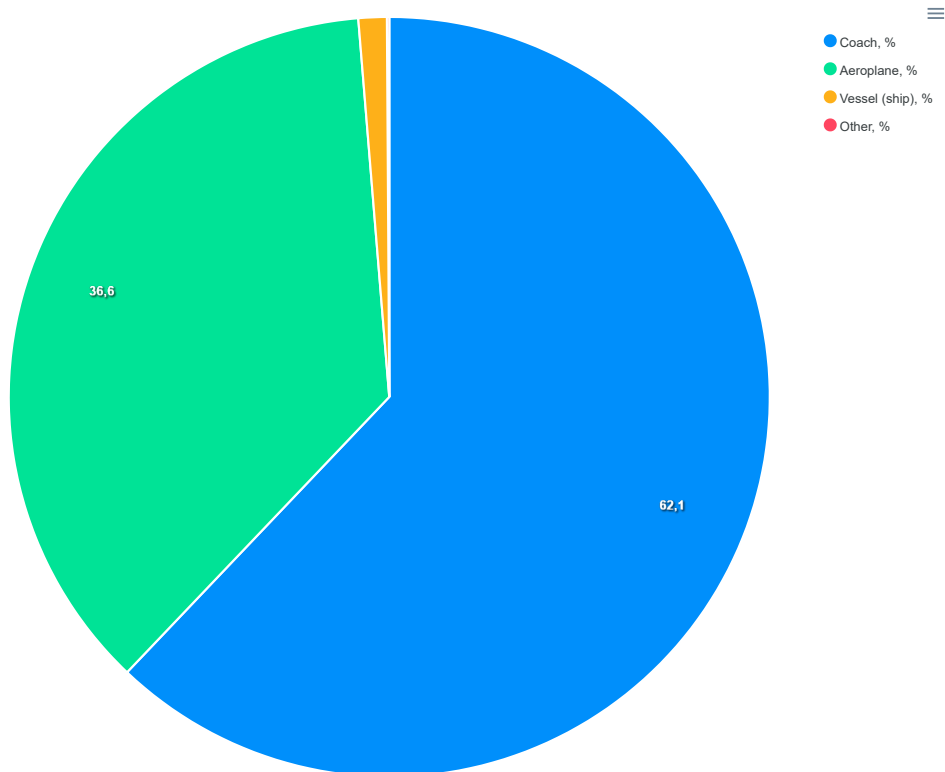
Tourists on trips with overnight stays mostly travelled by coaches

With regard to the way of organising transport to the main destination, domestic tourists on trips with overnight stays in Croatia mostly travelled by personally organised means of transport (59.0%), while to foreign countries they mostly travelled by means of transport organised by travel agencies (85.5%). On trips with overnight stays organised by Croatian travel agencies, domestic tourists mostly travelled to the main destination by coaches, 88.9% of them in Croatia, and 62.1% of them to foreign countries. They also travelled to foreign countries by aircraft, namely 36.6% of them.

G-5 STRUCTURE OF DOMESTIC TOURISTS ON TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, IN RESPECT OF MEANS OF TRANSPORT THEY USED TO TRAVEL IN CROATIA, 2023



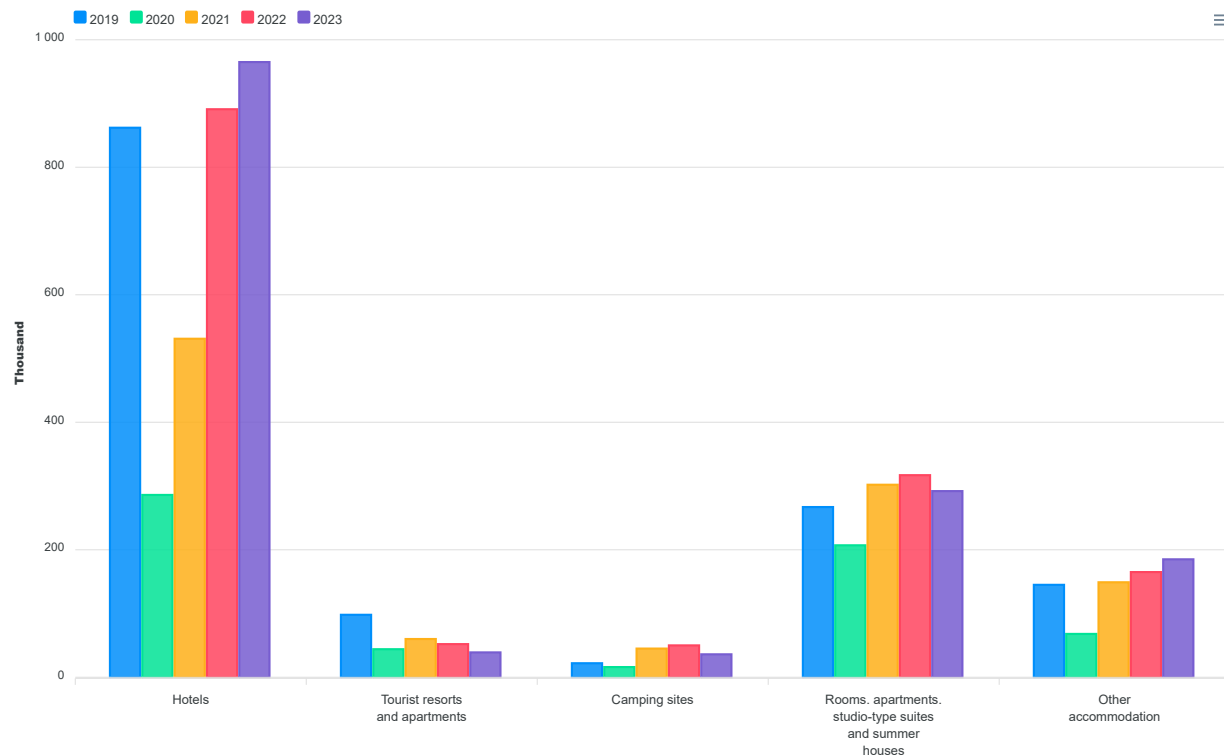
G-6 STRUCTURE OF DOMESTIC TOURISTS ON TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, IN RESPECT OF MEANS OF TRANSPORT THEY USED TO TRAVEL ABROAD, 2023



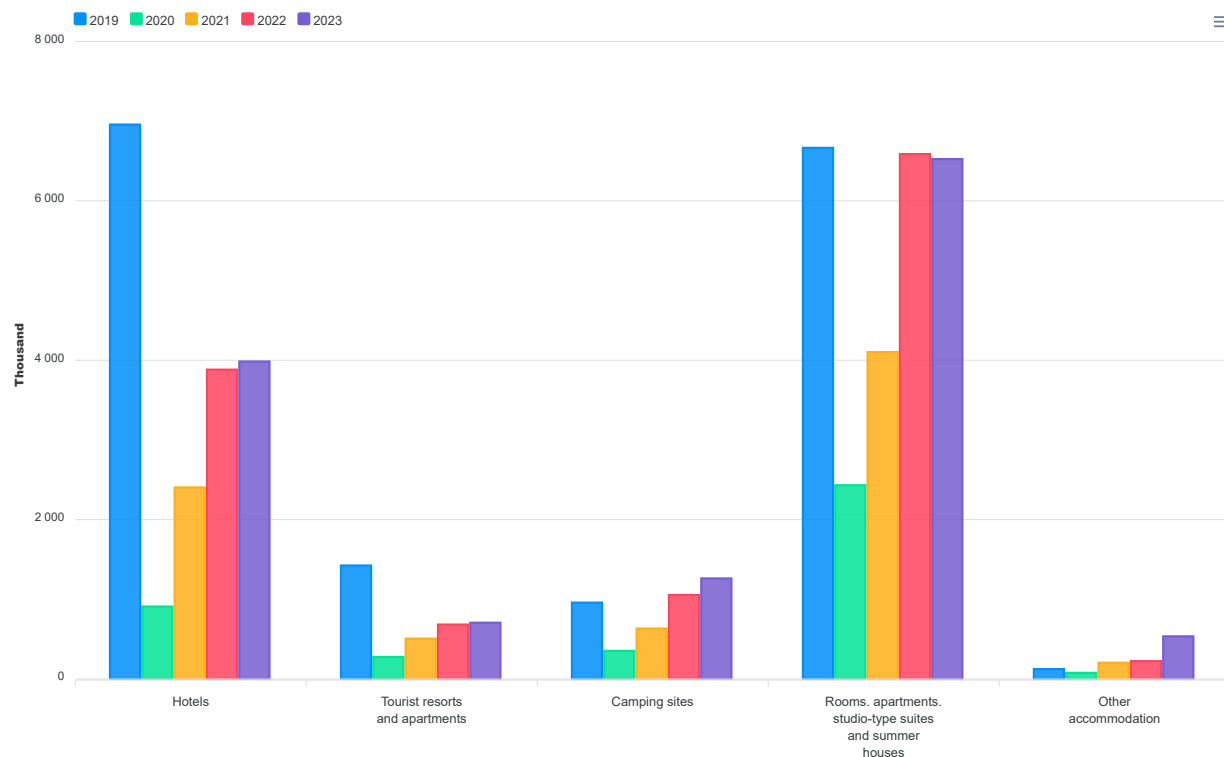
In 2023, domestic tourists on trips in Croatia spent the most nights in hotels

In 2023, domestic tourists spent the most nights in hotels, namely 965 thousand nights, which accounted for 63.6% of the total nights spent by domestic tourists on trips in Croatia organised by Croatian travel agencies. On the other hand, foreign tourists mostly spent their nights in rooms, apartments, studio-type suites and summer houses, namely 6.5 million nights, which accounted for 50.1% of the total nights spent by foreign tourists on trips in Croatia organised by Croatian travel agencies.

G-7 DOMESTIC TOURIST NIGHTS ON TRIPS WITH OVERNIGHT STAYS IN CROATIA ARRANGED BY CROATIAN TRAVEL AGENCIES, BY TYPE OF TOURIST ACCOMMODATION ESTABLISHMENTS



G-8 FOREIGN TOURIST NIGHTS ON TRIPS WITH OVERNIGHT STAYS IN CROATIA ARRANGED BY CROATIAN TRAVEL AGENCIES, BY TYPE OF TOURIST ACCOMMODATION ESTABLISHMENTS



NOTES ON METHODOLOGY

Purpose of the statistical survey

The purpose of the statistical survey is to monitor the travels of domestic and foreign tourists organised by Croatian travel agencies. These data provide insight into the activity of travel agencies providing the services of organising, selling and conducting package travels, enabling the purchase of travels in a related travel arrangement, organising, selling and conducting excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services (accommodation services). The basic indicators are the number of domestic tourists and nights by the country of destination, the number of foreign tourists and nights by the country of origin, the number of domestic and foreign tourists and their nights by types of accommodation and the number of same-day trips organised by travel agencies.

Legal basis

The survey is conducted on the basis of the Official Statistics Act (NN, No. 25/20) and the Annual Implementation Plan of Statistical Activities of the Republic of Croatia 2023.

Confidentiality

The confidentiality of the collected data is guaranteed by the Official Statistics Act (NN, No. 25/20) and the Regulation (EU) No. 223/2009 concerning European statistics on tourism. The collected data are used solely for statistical purposes. The Croatian Bureau of Statistics processes the collected data and issues the results in aggregate form on the website of the Croatian Bureau of Statistics <https://podaci.dzs.hr/en/>.

Reporting units

The reporting units in this survey are travel agencies, that is, all business entities (legal entities and tradesmen) that perform the activities of travel agencies and tour operators according to the records of the Croatian Bureau of Statistics and the National Classification of Activities, 2007 version. The reporting units also include travel agencies from the Register of Travel Agencies of the Ministry of Tourism and Sport.

Sources and methods of data collection

The data are collected via a web-based application. The reporting units entered annual data for the whole travel agency, irrespective of where its offices may be located, directly into the TU-14 e-form (Report on Travel Agencies), which is available on the website of the Croatian Bureau of Statistics at <https://podaci.dzs.hr/en/>.

Coverage

The survey covers travel agencies that provide the services of organising, selling and conducting package travels, enabling the purchase of travels in a related travel arrangement, organising, selling and conducting excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services (accommodation services) with their seat in the Republic of Croatia.

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

This survey does not include travel agencies that provide only the services of sale, intermediation and reservation of tickets for all kinds of events, visits to museums, historic or cultural attractions, the sale of airline tickets, card transaction services and exchange services in accordance with special regulations, the sale, intermediation and reservation of services of renting vehicles, aircraft and vessels, the sale, intermediation and reservation of services provided by tourist guides and travel managers, as well as services of operating vessels of yachtsmen, tourist information services to visitors or tourist promotion services.

Furthermore, this survey does not include travel agencies engaged in charter activity defined by the Ordinance on the Conditions for Conducting the Activity of Chartering of Vessels with or without Crew and the Provision of Guest Accommodation Services on Vessels (NN, No. 42/17).

Definitions

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

Travel service includes passenger transport, accommodation that is not an inseparable part of passenger transport and is not intended for residential purposes, renting of cars or other motor vehicles and any other tourist service that is not an inseparable part of the travel service.

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

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

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

Same-day visit or trip is a combination of at least two individual services for the purpose of the same trip or vacation, consisting of transportation and other tourist and hospitality services, which lasts less than 24 hours and does not include an overnight stay.

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

Tour or cruise is a tourist journey lasting for several days according to a specific tour (cruise) itinerary (elaborated plan of the journey). It is an inclusive tour that comprises various means of transport and all tourist services during the journey, including a guide and a tour conductor.

Charter activity refers to the chartering of vessels with or without crew and the provision of guest accommodation services on vessels in inland sea waters and territorial sea according to the Ordinance on the Conditions for Conducting the Activity of Chartering of Vessels with or without Crew and the Provision of Guest Accommodation Services on Vessels (NN, No. 42/17).

Graphs 7 and 8 show domestic and foreign tourist nights by types of accommodation establishments in Croatia: hotels, camping sites, rooms, apartments, studio-type suites and summer houses, and other accommodation.

Hotels includes the following types of accommodation establishments: hotels, heritage hotels, all-suite hotels, integral hotels, spa hotels and special-standard hotels.

Camping sites includes the following types of accommodation establishments: camping sites, small camps, quickstop camping, Robinson-type quickstop camping in which accommodation services were rendered by hotel and restaurant entrepreneurs (legal entity or natural person), households and private family farms as well as organised off-site camping sites.

Rooms, apartments, studio-type sites and summer houses include the following types of accommodation establishments: rooms, apartments, studio-type suites, summer houses in which accommodation services were rendered by hotel and restaurant entrepreneurs (legal entity or natural person), households and private family farms.

Other accommodation includes the following types of accommodation establishments: hostels, mountain and hunting lodges and accommodation on vessels on cruise.

Abbreviations

EU European Union
NN Narodne novine, official gazette of the Republic of Croatia

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