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TRAVEL AGENCIES, 2024

This survey includes 1 494 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 2024.

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 on an annual basis.

1 TRAVEL AGENCIES SEATED IN THE REPUBLIC OF CROATIA AND THEIR OFFICES, 2024

	Total
Number of travel agencies and their offices in the Republic of Croatia	1 494
Persons in employment – total (situation as on 31 August)	5 800
Of that, full-time	4 196

Domestic tourists still prefer Croatia for trips with overnight stays

In 2024, Croatian travel agencies organised trips with overnight stays for **733 thousand** domestic tourists. Of that number, 397 thousand (54.1%) travelled within Croatia, while 336 thousand (45.9%) chose foreign destinations, which confirms the attractiveness of Croatia as a destination for trips with overnight stays, but also the growing interest in travelling to foreign countries. Compared to 2023, the number of domestic tourists on trips with overnight stays increased by **3.6%**, while compared to 2019 that number increased by 1.8%.

Fewer domestic tourists and their nights on trips with overnight stays in Croatia

In 2024, Croatian travel agencies organised trips with overnight stays in Croatia for 397 thousand domestic tourists, who realised 1.5 million nights on these trips. Domestic tourists spent an average of four tourist nights on trips in Croatia in 2024, which was on the same level as in the previous year. Compared to 2023, there were 3.7% fewer domestic tourists on trips with overnight stays in Croatia and 3.4% fewer tourist nights. However, compared to 2019, the number of domestic tourists on such trips increased by 4.6% and the number of their nights by 5.1%.

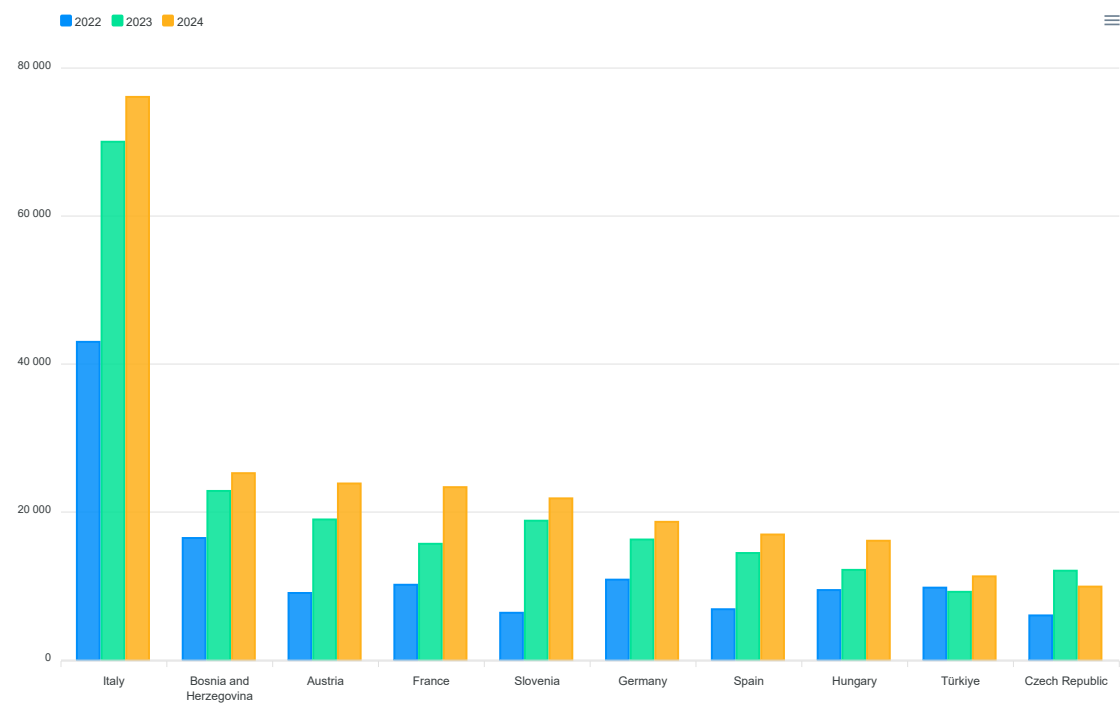
Italy – the most popular destination for domestic tourists on trips with overnight stays in 2024

In 2024, the number of domestic tourists whose trips with overnight stays abroad were organised by Croatian travel agencies amounted to 336 thousand, and they realised 1.2 million nights. They spent an average of four tourist nights per trip abroad.

The most popular destination was Italy, with a share of 22.6%, followed by Bosnia and Herzegovina (7.5%), Austria (7.1%), France (6.9%), Slovenia (6.5%), Germany (5.6%), Spain (5.0%), Hungary (4.8%), Türkiye (3.4%) and the Czech Republic (3.0%). Compared to 2023, an increase in the number of domestic tourists was recorded in almost all mentioned destinations, except in the Czech Republic, where a decrease of 17.8% in the number of domestic tourists was recorded.

There were 13.6% more domestic tourists on trips with overnight stays abroad and, compared to 2023, they realised 10.8% more tourist nights on these trips. A notable increase of 45.4% in the number of domestic tourists on cruises to foreign countries was recorded, while the number of tourist nights on these trips increased by 30.2%. The largest increase in the number of tourist nights was recorded in distant destinations, such as Mainland China, Sri Lanka and Australia.

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

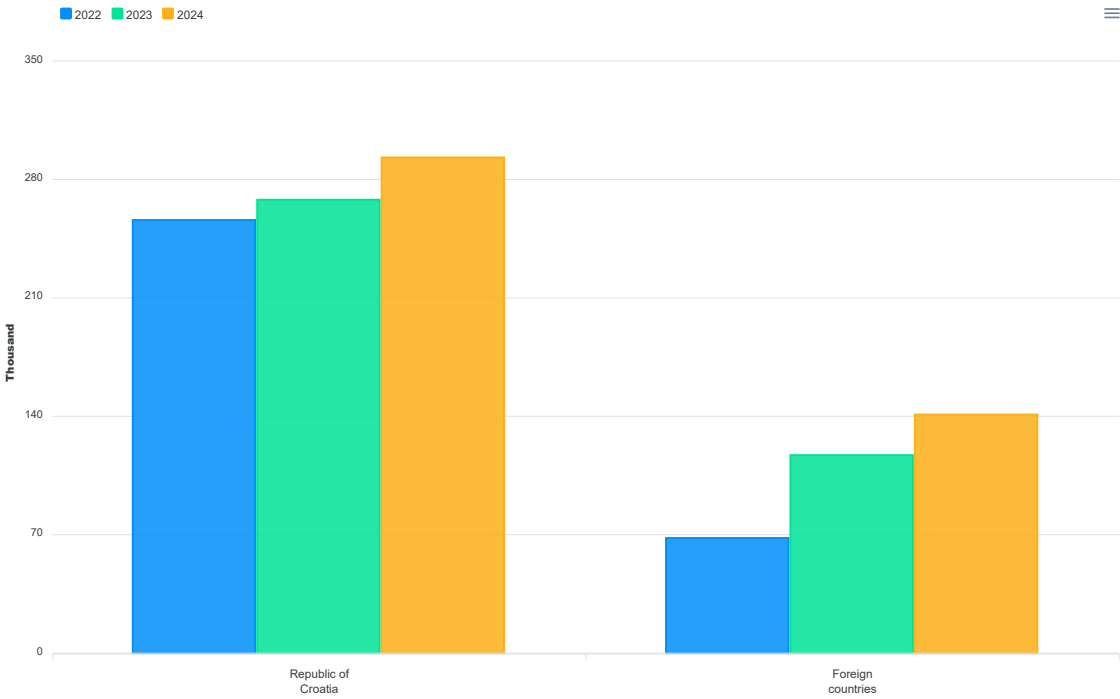


Domestic visitors preferred same-day trips within Croatia, and among foreign destinations, they preferred Austria

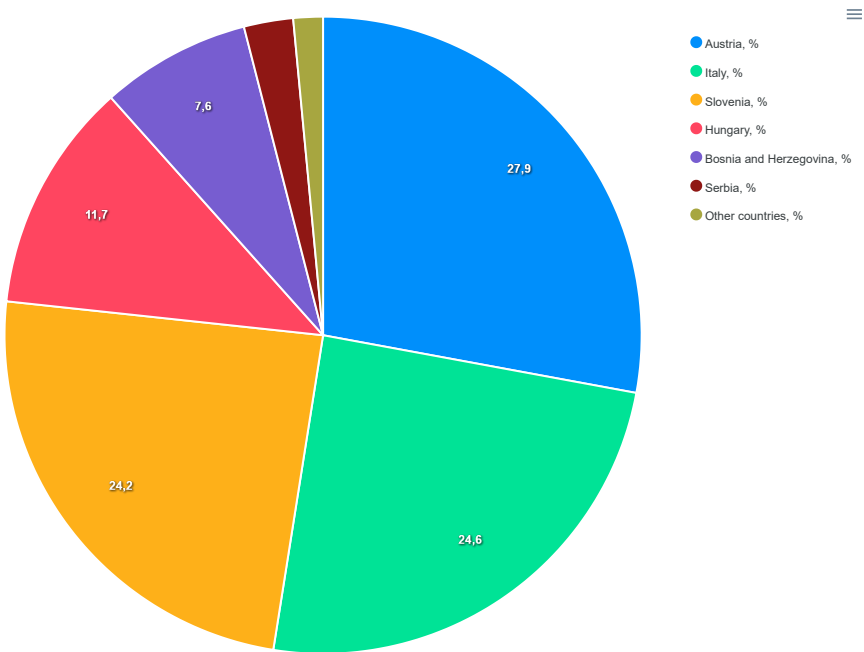
In 2024, Croatian travel agencies organised same-day trips for 434 thousand domestic visitors. Of that, 293 thousand domestic visitors travelled within Croatia, while 141 thousand domestic visitors decided on same-day trips abroad. Compared to 2023, the number of domestic visitors on same-day trips in Croatia increased by 9.4%, while the number of domestic visitors on same-day trips abroad increased by 20.6%.

Domestic same-day visitors whose trips abroad were organised by Croatian travel agencies travelled the most to Austria (27.9%), followed by Italy (24.6%), Slovenia (24.2%), Hungary (11.7%), Bosnia and Herzegovina (7.6%) and Serbia (2.5%). In all these countries, the number of domestic same-day visitors increased in 2024 compared to 2023, except in Hungary and Serbia, where that number decreased. Compared to the pre-pandemic 2019, the number of domestic same-day visitors on trips within Croatia increased by 11.2%, while the number of those who travelled abroad increased by as much as 41.0%.

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



G-3 DOMESTIC VISITORS ON SAME-DAY TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, BY FOREIGN COUNTRY OF DESTINATION, 2024



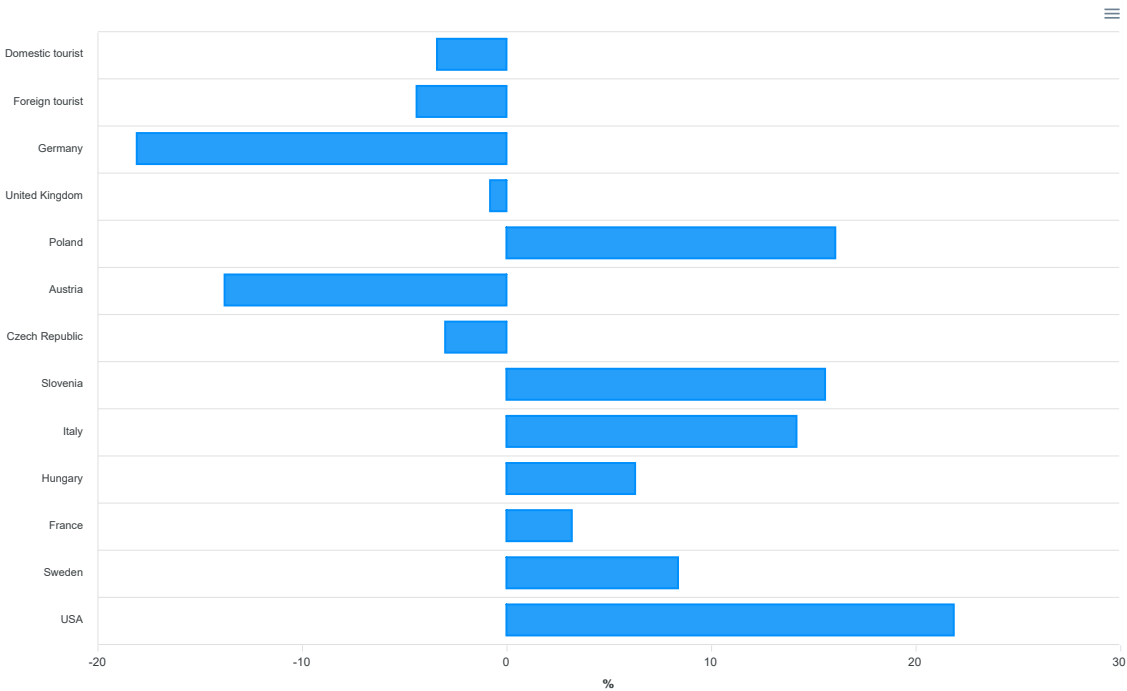
Most tourists on trips organised by Croatian travel agencies came from Germany

In 2024, Croatian travel agencies organised trips with overnight stays in Croatia for 2.2 million foreign tourists, who realised 12.4 million nights. Foreign tourists realised six nights on average on trips in Croatia. Compared to 2023, there were 0.3% fewer foreign tourists in Croatia, who realised 4.4% fewer nights. Compared to the pre-pandemic 2019, their decrease is much more pronounced – the number of foreign tourists decreased by 20.0% and they realised 22.8% fewer nights.

Tourists from Germany realised the most nights spent by foreign tourists in Croatia in the organisation of Croatian travel agencies, with a share of 28.1%. These were followed by nights realised by tourists from the United Kingdom (11.4%), Poland (8.2%), Austria (7.2%), the Czech Republic (5.9%), Slovenia (4.8%), Italy (4.5%), Hungary (3.9%), France (3.1%), Sweden and the USA (2.8% each) and Slovakia (2.7%). Compared to 2023, of these countries, the number of nights spent by tourists from Germany, United Kingdom, Austria and the Czech Republic noticeably decreased. Compared to 2019, of the mentioned countries, an increase of 15.4% in the number of nights spent by tourists on trips organised by Croatian travel agencies was realised by tourists from Poland.

Of the total number of nights spent by foreign tourists in 2024 in Croatia, 801 thousand nights were realised on cruises, which is 6.4% of the total number of nights spent by foreign tourists. Compared to 2023, foreign tourists spent 5.6% fewer nights on cruises. The most nights on cruises in Croatia in the organisation of Croatian travel agencies in 2024 were spent by tourists from Germany (181 thousand nights, a decrease of 17.9% compared to 2023) and by tourists from the USA (147 thousand nights, an increase of 29.2% compared to 2023).

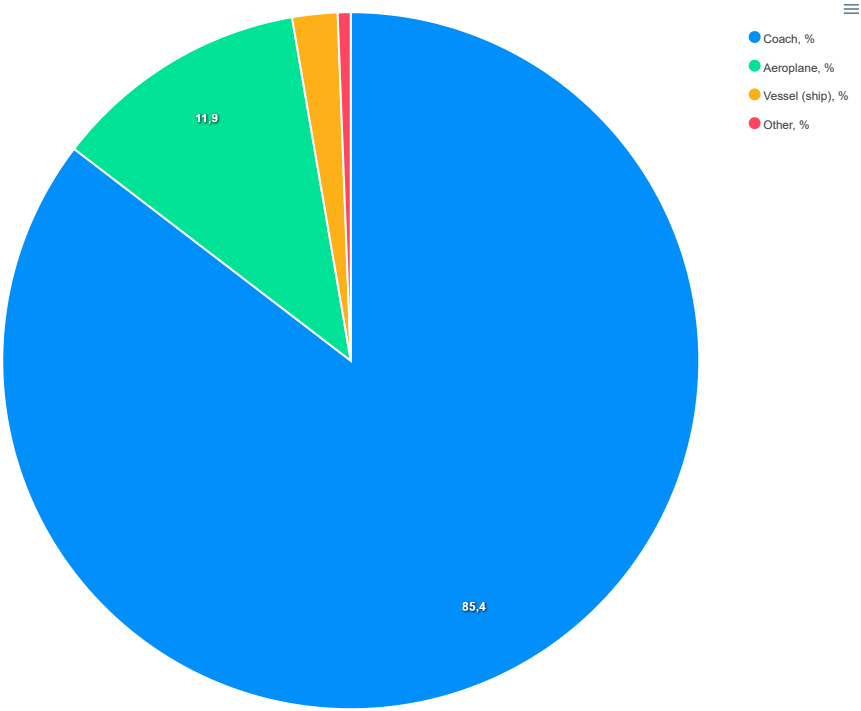
G-4 RATES OF CHANGE IN TOURIST NIGHTS ON TRIPS WITH OVERNIGHT STAYS IN CROATIA ARRANGED BY CROATIAN TRAVEL AGENCIES, BY COUNTRY OF ORIGIN, 2024



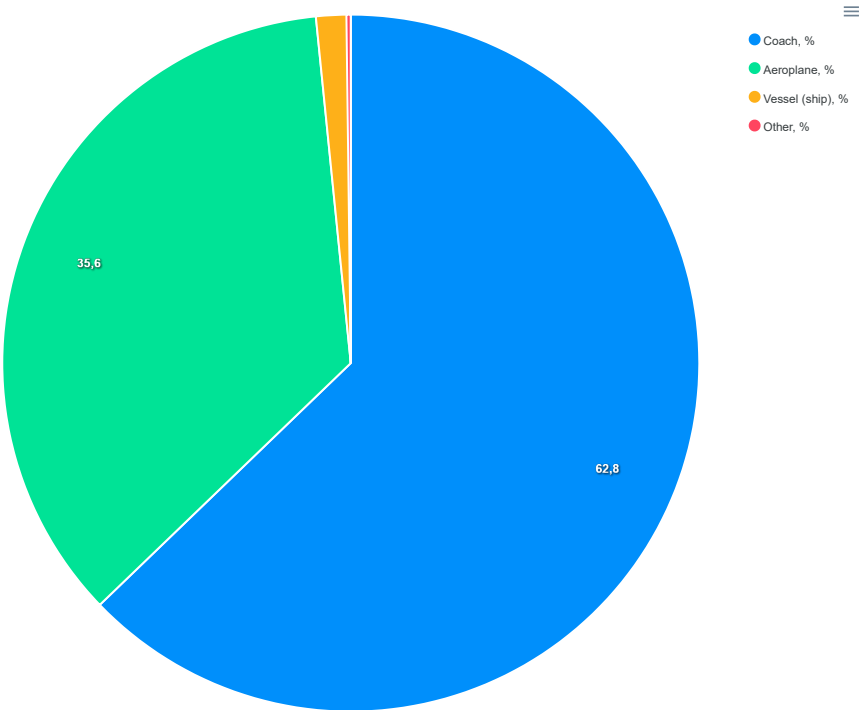
Coaches are the most common choice on trips with overnight stays organised by agencies

In 2024, domestic tourists on trips with overnight stays in Croatia mostly travelled to their main destination by personally organised means of transport (63.7%), while 82.8% of domestic tourists travelled to foreign countries by means of transport organised by a travel agency. On trips organised by Croatian travel agencies, domestic tourists mostly travelled by coaches, 85.4% of them on trips within Croatia, and 62.8% of them on trips to foreign countries. Domestic tourists, 35.6% of them, also travelled to foreign countries by aircraft.

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, 2024



G-6 STRUCTURE OF DOMESTIC TOURISTS ON TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, IN RESPECT OF MEANS OF TRANSPORT THEY USED TO TRAVEL ABROAD, 2024

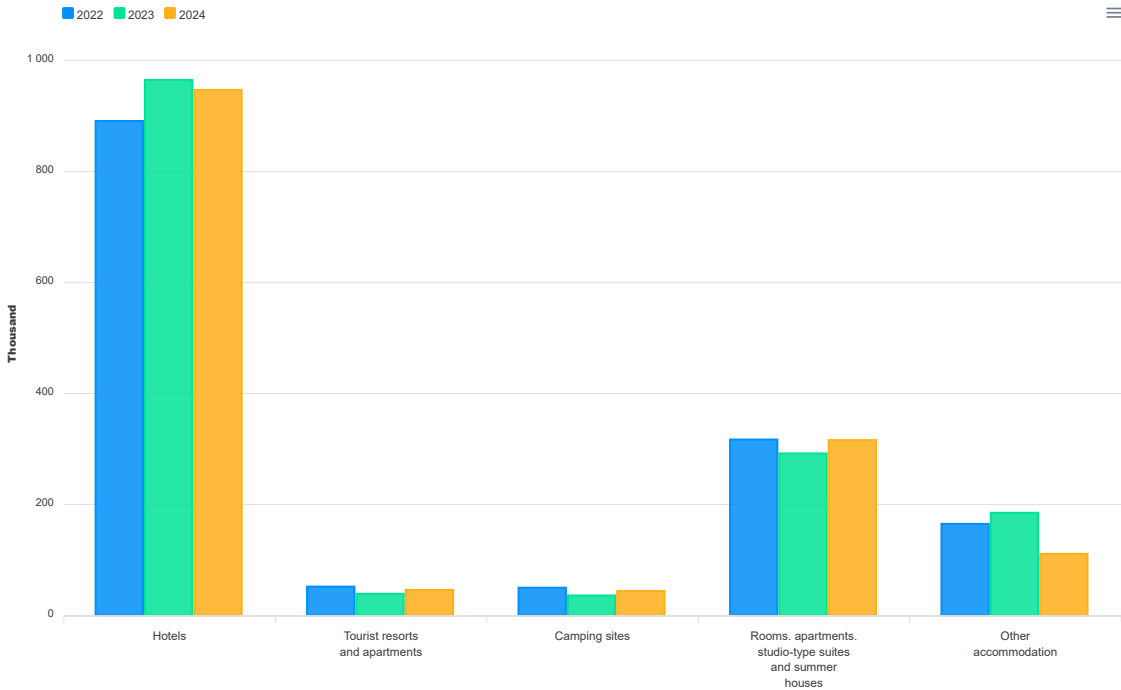


Domestic tourists spent the most nights in hotels, and foreign tourists in apartments and summer houses

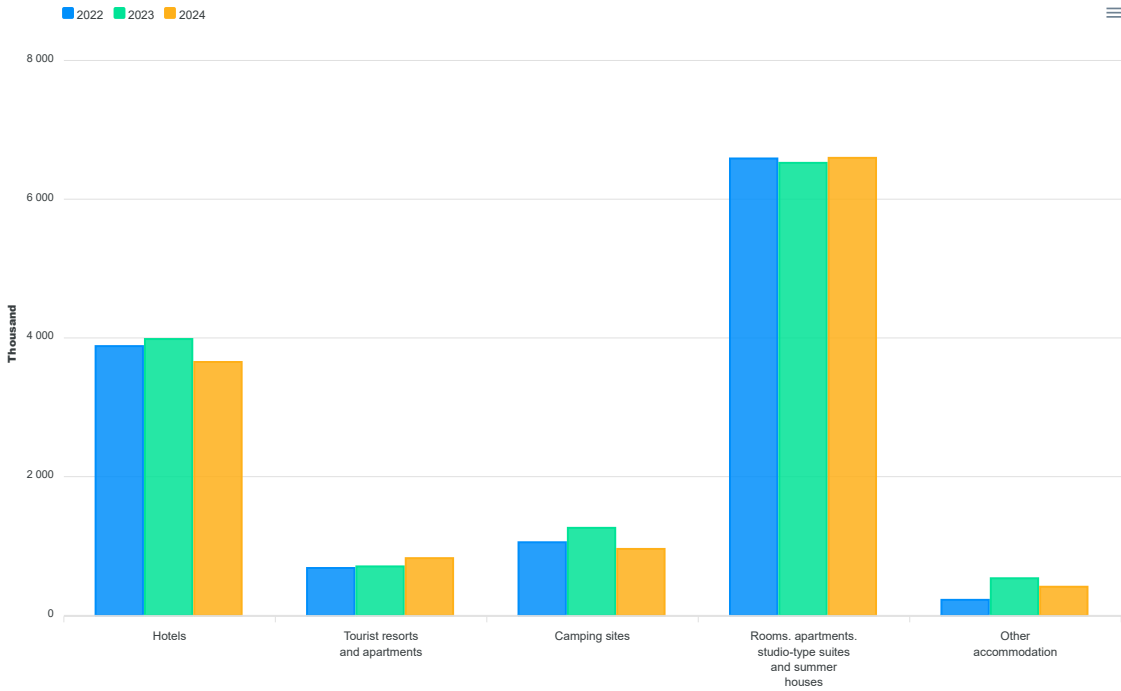
In 2024, domestic tourists spent the most nights in hotels, namely 947 thousand nights, which accounted for 64.7% out of the total nights spent by domestic tourists on trips in Croatia organised by Croatian travel agencies. Compared to 2023, domestic tourists realised 1.8% fewer nights in hotels, while an increase was recorded in nights spent in camping sites, of 23.7%, and in tourist resorts and apartments, of 16.2%

Foreign tourists mostly spent their nights in rooms, apartments, studio-type suites and summer houses, where they realised 6.6 million nights, which accounted for 53.0% of the total nights spent by foreign tourists on trips in Croatia organised by Croatian travel agencies. Compared to 2023, foreign tourists realised 1.1% more nights in rooms, apartments, studio-type suites and summer houses, and 16.8% more nights in tourist resorts and apartments.

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



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



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, Nos 25/20 and 155/23) and the Annual Implementation Plan of Statistical Activities of the Republic of Croatia for 2024 (NN, No. 29/25).

Confidentiality

The confidentiality of the collected data is guaranteed by the Official Statistics Act (NN, Nos 25/20 and 155/23) and the Regulation (EC) No 223/2009 of the European Parliament and of the Council of 11 March 2009 on European statistics. 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](#).

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 through a reporting method via a web-based application (the so-called CAWI). The reporting units entered data directly into the TU-14 e-form (Report on Travel Agencies), which is available on the Data Dissemination and Collection Portal of the [Croatian Bureau of Statistics](#).

Coverage

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. Travel agencies from the Register of Travel Agencies of the Ministry of Tourism and Sport are also included.

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 and a registered branch office in the Republic of Croatia.

The survey also covers websites 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 on 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 on the business premise where the travel agency carries out its activity. A travel agency may also carry out its business activity on 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 between more destinations within one or more countries lasting for several days according to a specific tour (cruise) itinerary (elaborated plan of the journey). Tours or cruises include cruises of vessels in Croatia and foreign countries.

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 accommodation type in Croatia: hotels, camping sites, rooms, apartments, studio-type suites and summer houses, and other accommodation.

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

Camping sites include 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

CAWI	computer-assisted web interview
EU	European Union
NN	Narodne novine, official gazette of the Republic of Croatia
USA	United States of America

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