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TRAVEL AGENCIES, 2025

This survey includes 1 476 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 2025.

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, 2025

	Total
Number of travel agencies and their offices in the Republic of Croatia	1 476
Persons in employment – total (situation as on 31 August)	5 772
Of that, full-time	4 276

Domestic tourists still prefer Croatia for trips with overnight stays, but there is also a growing interest in foreign destinations

Domestic tourists still prefer Croatia for trips with overnight stays, but at the same time, there is a growing interest in foreign destinations. In 2025, Croatian travel agencies organised trips with overnight stays for a total of **752 thousand** domestic tourists. Of that number, 400 thousand (**53.3%**) travelled **within Croatia**, while 351 thousand (46.7%) chose foreign destinations.

Compared to 2024, the number of domestic tourists on trips with overnight stays increased by 2.6% (their number increased by 1.0% on trips within Croatia, and by 4.5% on trips abroad).

An increase in the number of domestic tourists and their nights on trips in Croatia

In 2025, Croatian travel agencies organised trips with overnight stays in Croatia for 400 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 2025, which was on the same level as in the previous year. Compared to 2024, there were 1.0% more domestic tourists on trips with overnight stays in Croatia, and 1.8% more tourist nights.

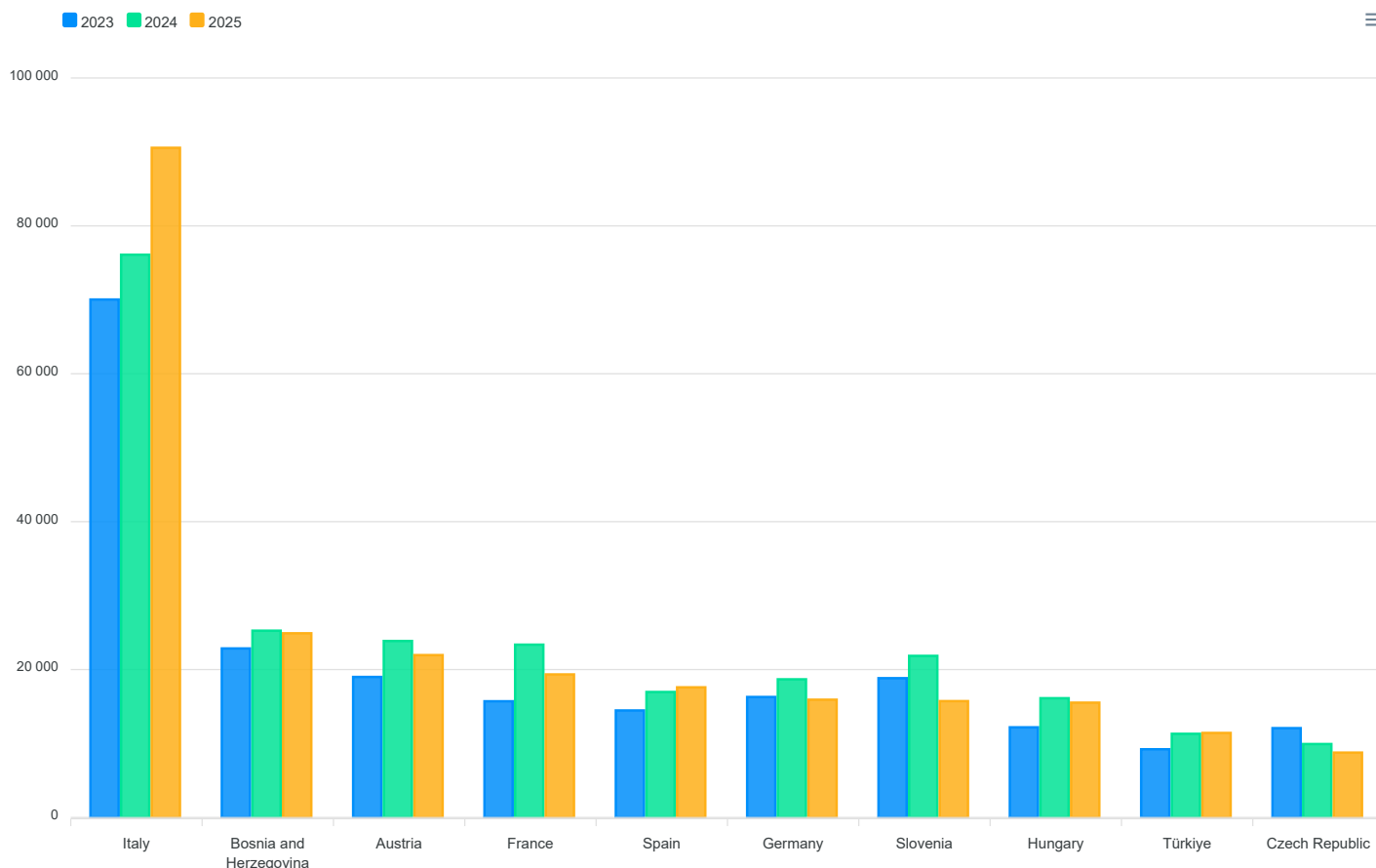
Italy – the most popular destination for domestic tourists in 2025

In 2025, the number of domestic tourists whose trips with overnight stays abroad were organised by Croatian travel agencies amounted to 351 thousand, and they realised 1.3 million nights. They spent an average of four tourist nights per trip abroad.

The most popular destination was Italy, with a share of 25.8%, followed by Bosnia and Herzegovina (7.1%), Austria (6.2%), France (5.5%), Spain (5.0%), Germany and Slovenia (4.5% each), Hungary (4.4%), Türkiye (3.3%), and the Czech Republic (2.5%). Compared to 2024, there was an increase in the number of domestic tourists on trips to Italy, Spain, and Türkiye, while there were fewer domestic tourists travelling to the other destinations mentioned.

Compared to 2024, domestic tourists on trips with overnight stays abroad realised 9.1% more tourist nights in 2025. The highest increase in the number of domestic tourist nights was realised in destinations such as Malta (101.8%), Mainland China (92.4%), Cyprus (81.9%), Australia (62.6%), and Japan (61.6%). Among other non-European countries with the highest number of nights realised, most notable were Brazil, Mauritius, and the Seychelles. There was still a significant increase in the number of domestic tourists on cruises abroad, of 28.0%, while the number of tourist nights on these trips increased by 30.6%.

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



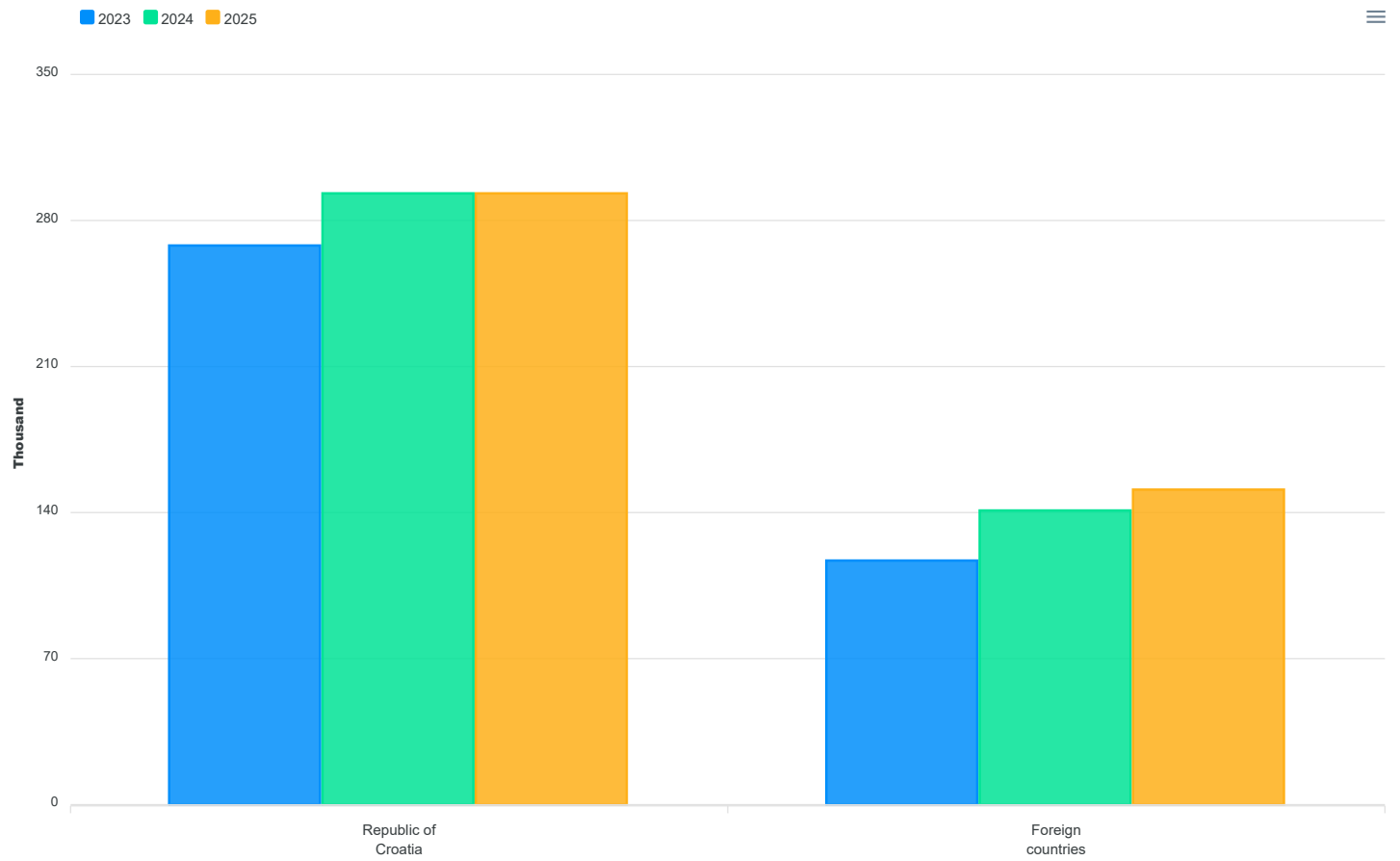
Domestic visitors prefer same-day trips within Croatia, and among foreign destinations, they prefer Austria

In 2025, Croatian travel agencies organised same-day trips for 445 thousand domestic visitors. Of that, 293 thousand domestic visitors travelled within Croatia (66.0%), while 151 thousand domestic visitors decided on same-day trips abroad (34.0%).

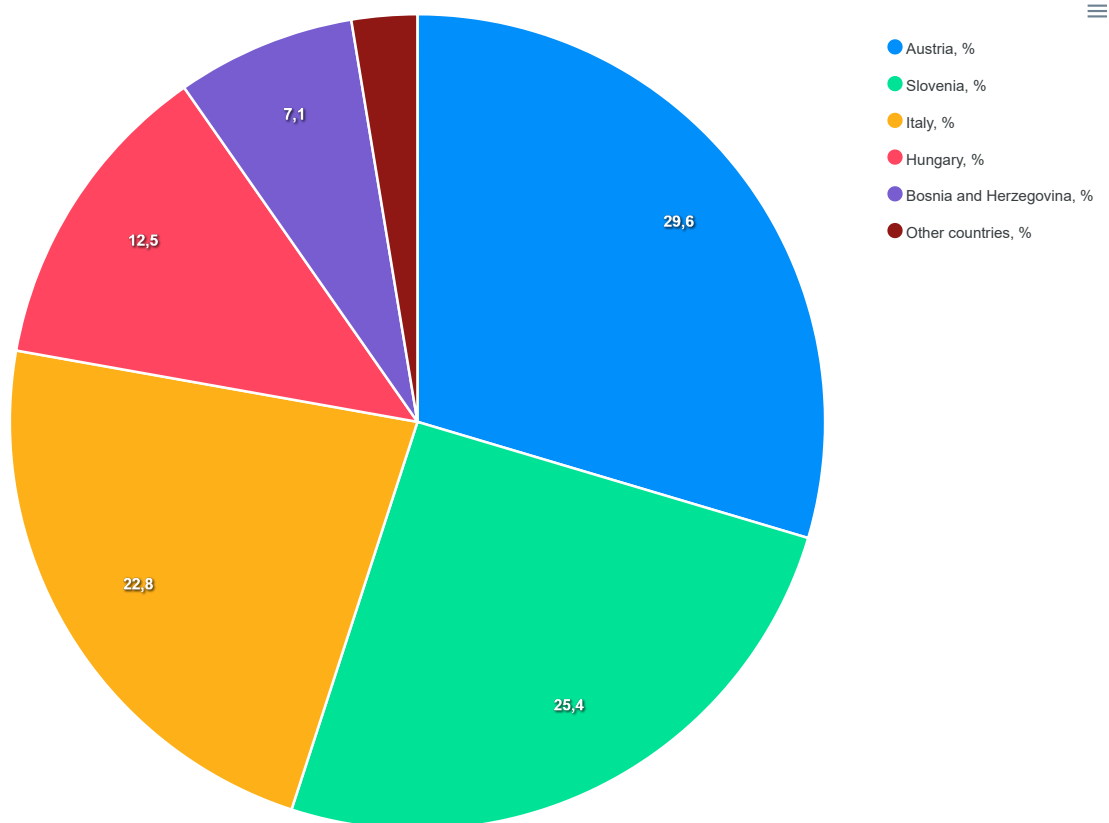
Compared to 2024, the number of domestic visitors on same-day trips in Croatia remained on the same level, while the number of domestic visitors on same-day trips abroad increased by 7.3%.

For same-day trips abroad, domestic visitors preferred Austria (29.6%), followed by Slovenia (25.4%), Italy (22.8%), Hungary (12.5%), and Bosnia and Herzegovina (7.1%). Compared to 2024, there was an increase in the number of domestic visitors on same-day trips to Austria, Slovenia, and Hungary.

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, 2025



Germans remain in the leading position among tourists on trips organised by Croatian travel agencies

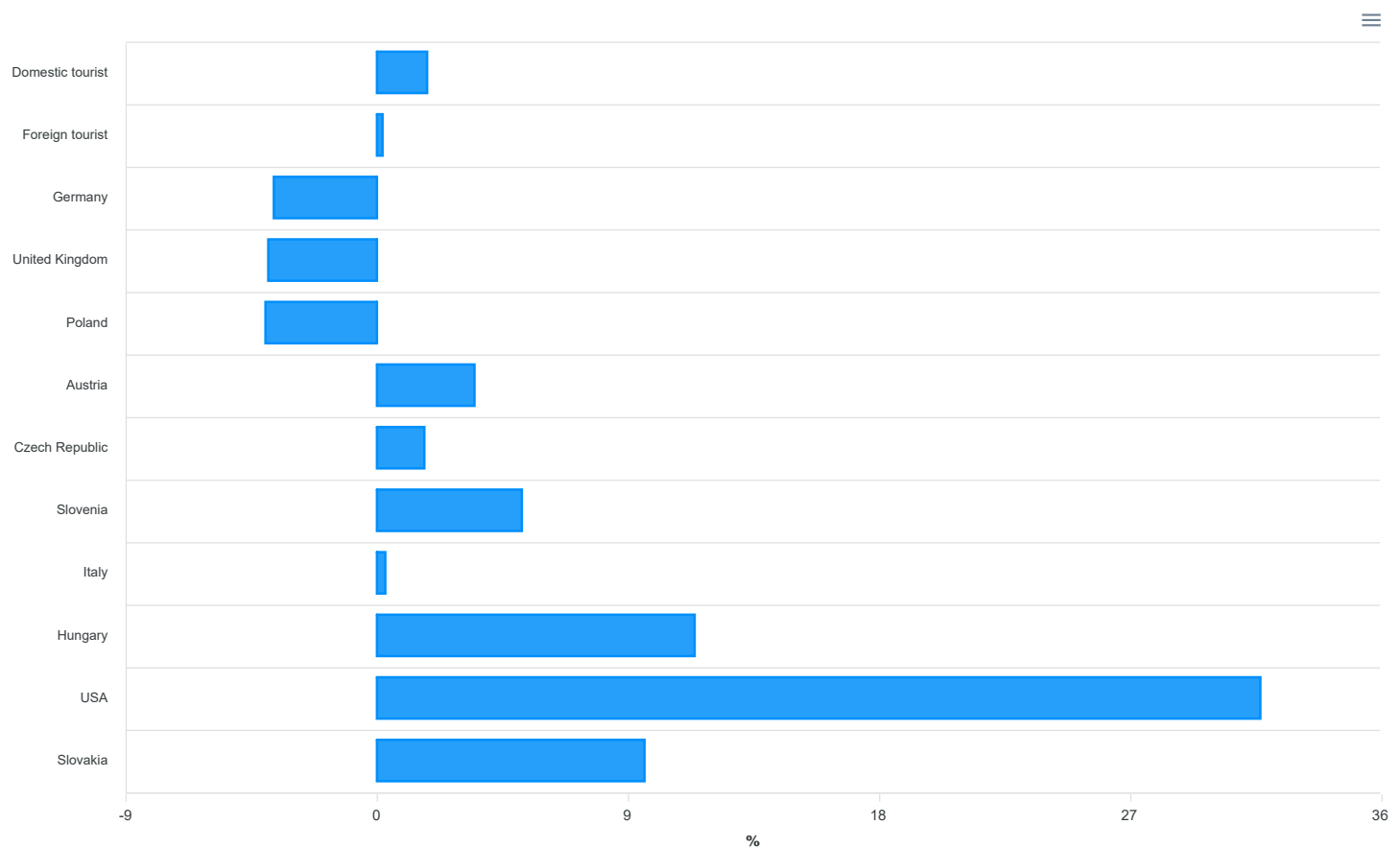
In 2025, Croatian travel agencies organised trips with overnight stays in Croatia for 2.3 million foreign tourists, who realised 12.5 million nights. Foreign tourists realised six nights on average on trips in Croatia. Compared to 2024, there were 1.8% more foreign tourists in Croatia, who realised 0.2% more nights.

Tourists from Germany realised the most foreign tourist nights in Croatia in the organisation of Croatian travel agencies, with a share of 27.0%. These were followed by nights realised by tourists from the United Kingdom (10.9%), Poland (7.9%), Austria (7.4%), the Czech Republic (6.0%), Slovenia (5.1%), Italy (4.5%), Hungary (4.3%), the USA (3.6%), and Slovakia (3.0%).

Compared to 2024, an increase in the number of nights was realised by tourists from the USA (31.7%), Hungary (11.4%), Slovakia (9.6%), Slovenia (5.2%), Austria (3.5%), the Czech Republic (1.7%), and Italy (0.3%). On the other hand, there were fewer nights realised by tourists from Germany, the United Kingdom, and Poland compared to 2024.

Of the total number of nights realised by foreign tourists in Croatia in 2025, 852 thousand nights were realised on cruises, which was 6.8% of the total number of nights realised by foreign tourists. Compared to 2024, foreign tourists realised 6.4% more nights on cruises. The most nights on cruises in Croatia organised by Croatian travel agencies in 2025, as compared to 2024, were realised by tourists from the USA (198 thousand nights, representing an increase of 35.1%), tourists from Germany (145 thousand nights, representing a decrease of 19.6%), and tourists from the United Kingdom (143 thousand nights, representing an increase of 23.4%).

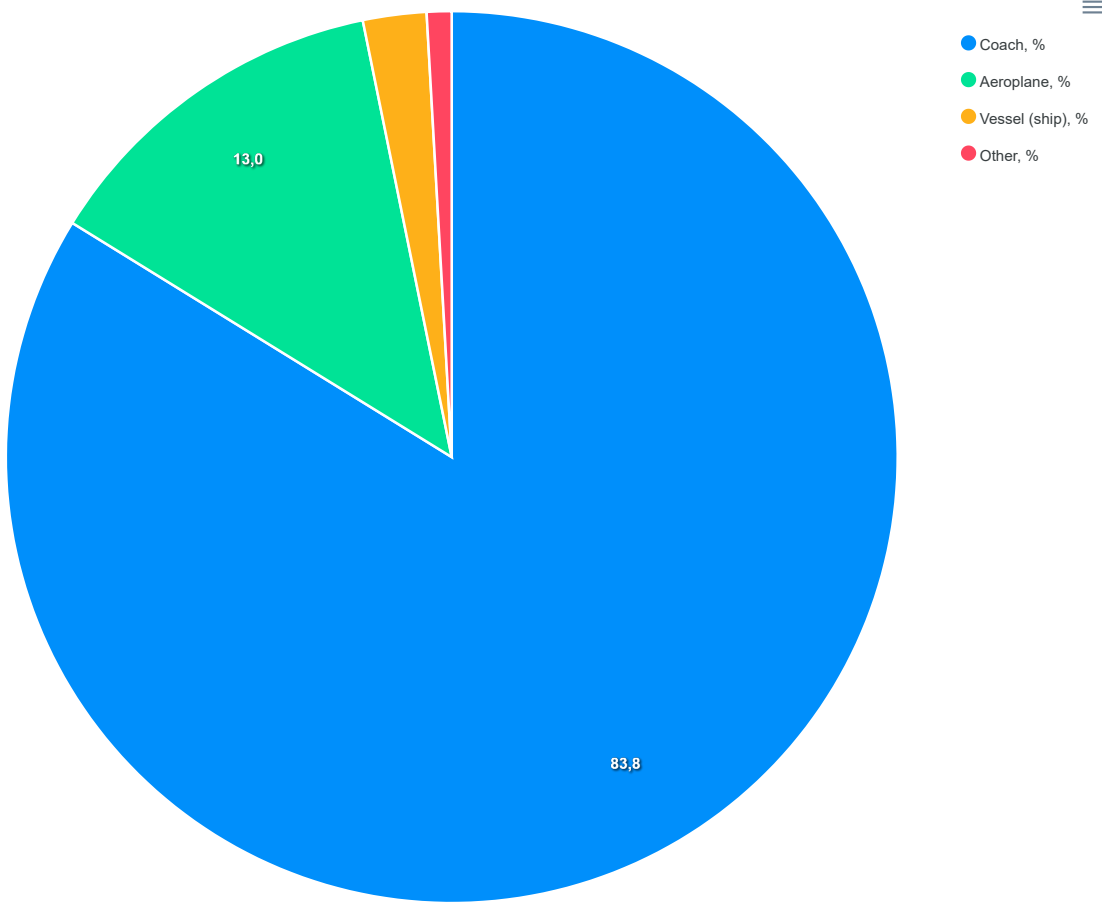
G-4 RATES OF CHANGE IN TOURIST NIGHTS ON TRIPS WITH OVERNIGHT STAYS IN CROATIA ARRANGED BY CROATIAN TRAVEL AGENCIES, BY COUNTRY OF ORIGIN, 2025



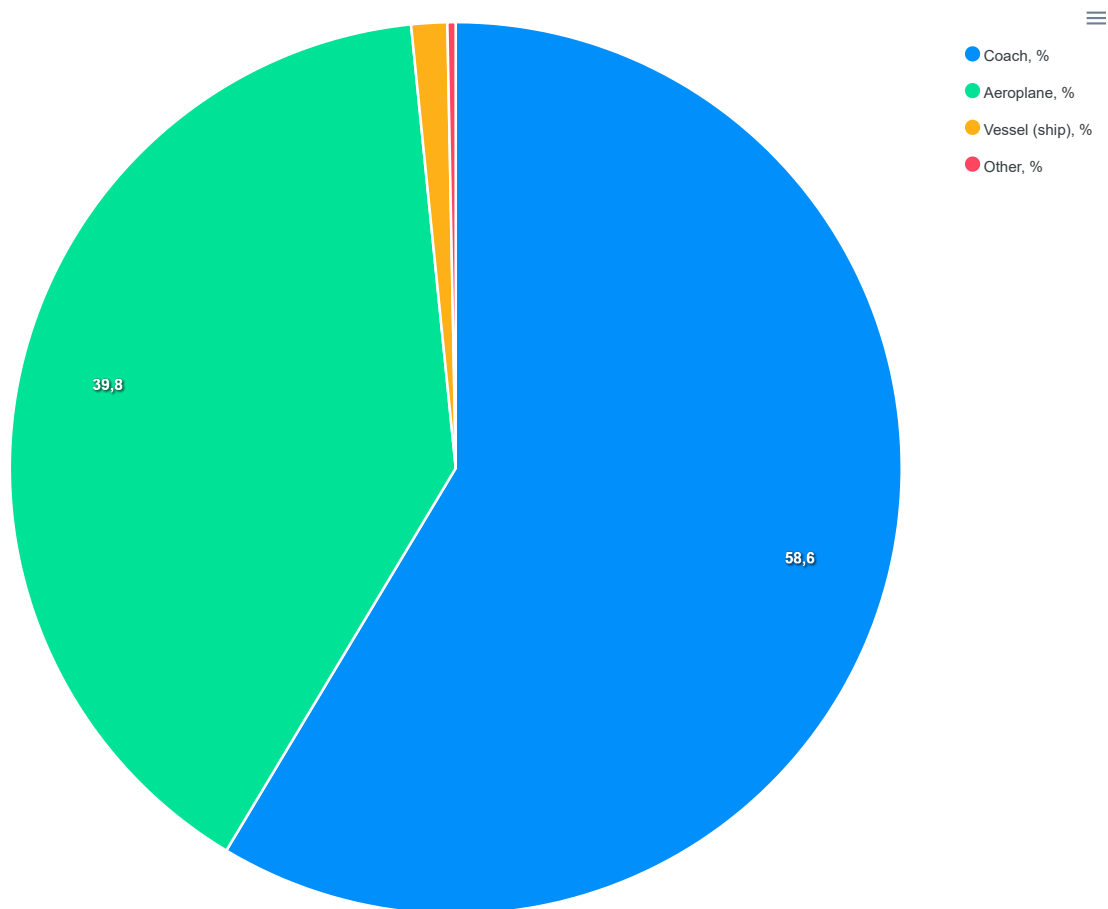
Coaches – the most common choice of domestic tourists on trips organised by agencies

In 2025, domestic tourists on trips with overnight stays in Croatia mostly travelled to their main destination by personally organised means of transport (68.3%), while 85.4% of domestic tourists travelled to foreign countries by means of transport organised by Croatian travel agencies. On trips organised by Croatian travel agencies, domestic tourists mostly travelled by coaches, 83.8% of them on trips within Croatia, and 58.6% of them on trips to foreign countries. Domestic tourists, 39.8% of them, travelled to foreign countries by aircraft, which was an increase of 20.5% compared to 2024.

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, 2025



G-6 STRUCTURE OF DOMESTIC TOURISTS ON TRIPS ARRANGED BY CROATIAN TRAVEL AGENCIES, IN RESPECT OF MEANS OF TRANSPORT THEY USED TO TRAVEL ABROAD, 2025

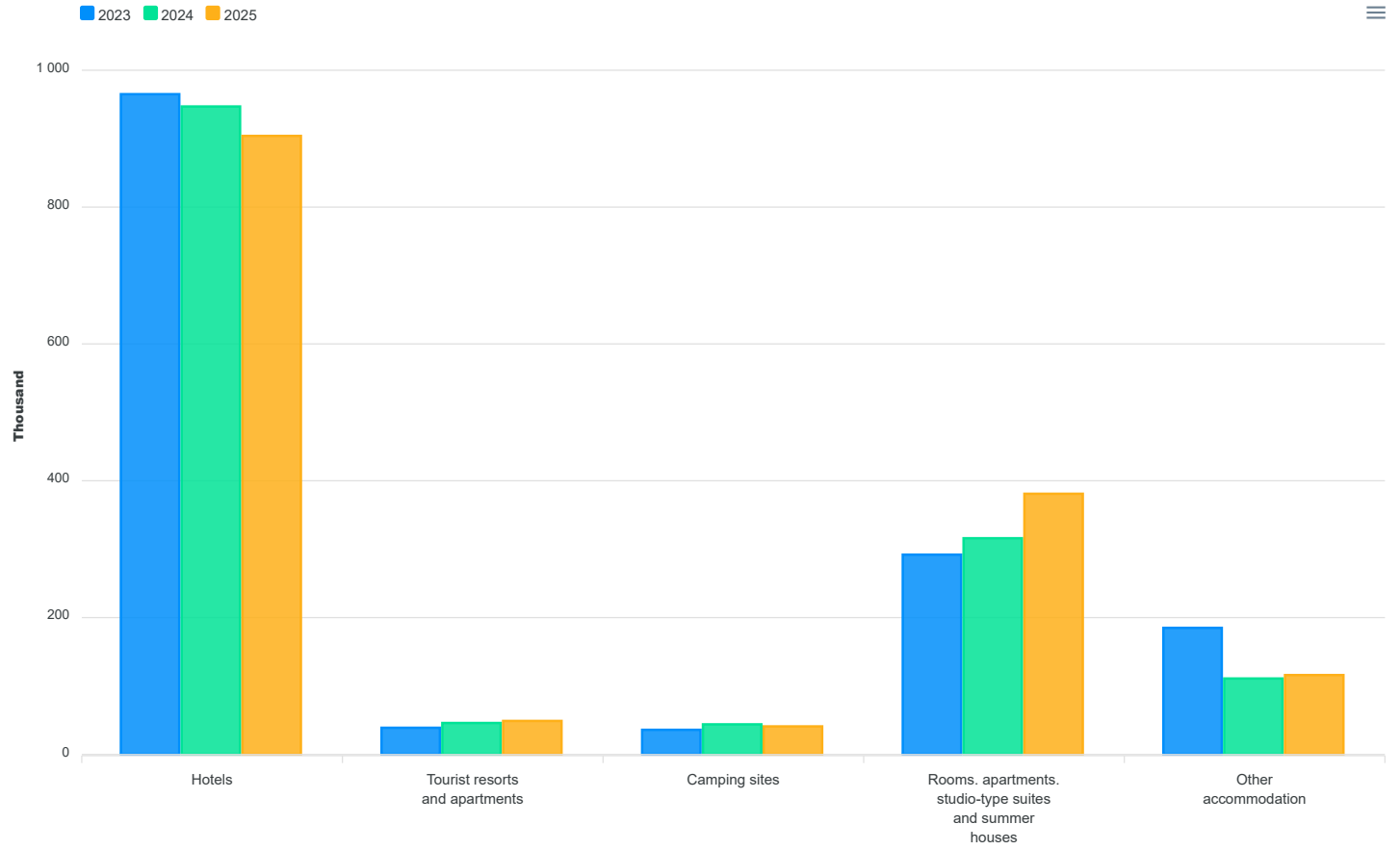


Domestic tourists spent the most nights in hotels, and foreign tourists in rooms, apartments and summer houses

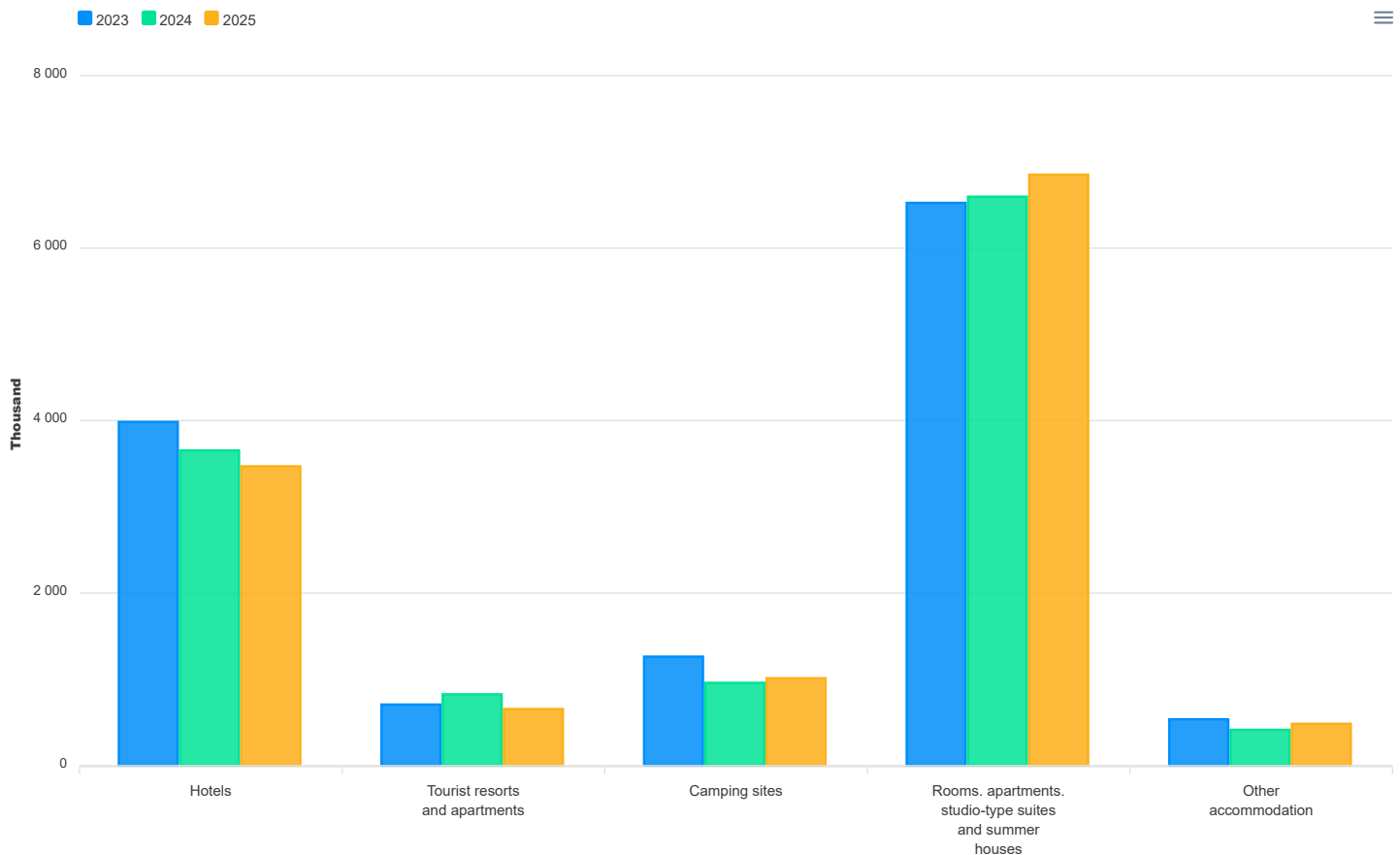
In 2025, domestic tourists realised the most nights in hotels, namely 904 thousand nights, which accounted for 60.6% out of the total nights realised by domestic tourists on trips in Croatia organised by Croatian travel agencies. Compared to 2024, domestic tourists realised 4.6% fewer nights in hotels, while an increase was recorded in nights realised in rooms, apartments, studio-type suites and summer houses, of 20.6%, and in tourist resorts and apartments, of 7.3%.

Foreign tourists mostly spent their nights in rooms, apartments, studio-type suites and summer houses, where they realised 6.9 million nights, which accounted for 54.9% of the total nights realised by foreign tourists on trips in Croatia organised by Croatian travel agencies. Compared to 2024, foreign tourists realised 3.9% more nights in rooms, apartments, studio-type suites and summer houses, and 5.5% more nights in camping sites.

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.

For certain indicators in the First Release, the total sum does not equal the sum of individual figures due to the rounding of figures. Indices had been calculated as whole numbers before they were expressed in thousands.

Legal basis

The survey is conducted on the basis of the Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.) and the Annual Implementation Plan of Statistical Activities of the Republic of Croatia for 2025 (NN, No. 29/25).

Confidentiality

The confidentiality of the collected data is guaranteed by the Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.) 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, 2025 version. The reporting units also include travel agencies from the List of Travel Agencies, for which the Ministry of Tourism and Sport is responsible.

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, 2025 version. Travel agencies from the List 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 premises 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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