

## First Release

Year: LXI.

Zagreb, 31 March 2025

TUR-2024-1-3

ISSN 1334-0557



# NON-COMMERCIAL TOURISM ACTIVITY, 2024

## A total of 466 thousand arrivals and 10.5 million tourist nights recorded in non-commercial accommodation in 2024

There were **466** thousand tourist arrivals and **10.5** million tourist nights in non-commercial accommodation establishments in 2024, which was 3.9% less tourist arrivals and 3.2% less tourist nights, as compared to 2023. Of the total of 10.5 million tourist nights, 39.7% of nights were realised by domestic tourists, while 60.3% were realised by foreign tourists. Tourists realised 22.6 nights on average.

Domestic tourists realised 102 thousand arrivals and 4.2 million nights in non-commercial accommodation, which was a decrease in tourist arrivals of 7.9% and in tourist nights of 7.0%, as compared to 2023. Domestic tourists realised 41.1 nights on average.

Foreign tourists realised 364 thousand arrivals and 6.4 million nights in non-commercial accommodation, which was 2.8% less tourist arrivals and 0.5% less tourist nights than in 2023. Foreign tourists realised 17.5 nights on average.

## The highest number of foreign tourist nights in non-commercial accommodation realised by tourists from Slovenia

Tourists from Slovenia realised the most foreign tourist arrivals and nights in 2024 in non-commercial accommodation, that is, **109** thousand tourist arrivals (which accounted for 29.8% of the total realised foreign tourist arrivals) and **2.7** million nights (which accounted for 43.1% of the total realised foreign tourist nights). As compared to 2023, tourists from Slovenia realised 4.2% less arrivals and 0.5% more nights.

Those were followed by the nights realised by tourists from Bosnia and Herzegovina (12.7%), Germany (10.1%), Serbia (8.3%), Austria (4.3%), the Czech Republic (3.2%) and Hungary (2.8%). The nights realised by tourists from these countries together make up 84.6% of the total nights realised by foreign tourists in non-commercial accommodation. Tourists from other countries realised 15.4% of nights.

## The County of Zadar recorded the most tourist nights in non-commercial accommodation establishments

In 2024, the highest number of tourist nights in non-commercial accommodation establishments was recorded in the County of Zadar, as much as 4.1 million nights (which was 38.8% of the total realised tourist nights), followed by the County of Primorje-Gorski kotar with 2.5 million nights (which was 23.7% of the total realised tourist nights) and the County of Istria with 1.6 million nights (which was 14.9% of the total realised tourist nights).

## The highest number of tourist nights realised by tourists in the age group of 65 and over

In 2024, the most tourist nights were realised by tourists in the age group of 65 and over, as much as 2.3 million, which accounted for 22.2% of the total realised nights. These were followed by the tourists in the age group from 45 to 54, with a total of 1,6 million realised nights, which accounted for 15.6% of the total realised nights.

## 1 TOURIST ARRIVALS AND NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, 2024

	Arrivals			Nights			2024	
	2023	2024	Indices 2024 2023	2023	2024	Indices 2024 2023	Structure of nights, %	Average number of nights per arrival
Total	485 134	466 032	96,1	10 898 576	10 549 150	96,8	100,0	22,6
Domestic tourists	110 585	101 871	92,1	4 501 605	4 187 062	93,0	39,7	41,1
Foreign tourists	374 549	364 161	97,2	6 396 971	6 362 088	99,5	60,3	17,5

## 2 FOREIGN TOURIST ARRIVALS AND NIGHTS, BY COUNTRY OF RESIDENCE, 2024

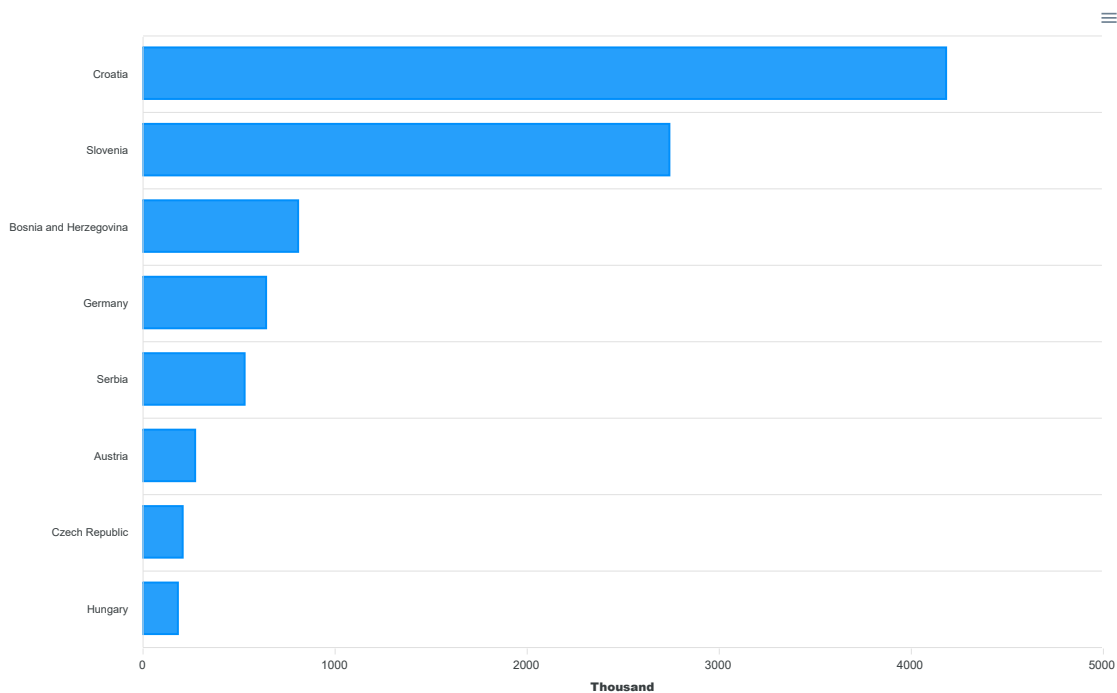
	Arrivals	Nights	Structure of nights, %	Average number of nights per arrival
Total – foreign tourists	364 161	6 362 088	100,0	17,5
Albania	197	4 151	0,1	21,1
Austria	15 854	271 309	4,3	17,1
Belgium	982	16 987	0,3	17,3
Belarus	108	1 653	0,0	15,3
Bosnia and Herzegovina	76 396	807 654	12,7	10,6
Bulgaria	192	2 875	0,0	15,0
Cyprus	17	397	0,0	23,4
Montenegro	1 077	19 022	0,3	17,7
Czech Republic	14 726	206 482	3,2	14,0
Denmark	781	14 502	0,2	18,6
Estonia	66	656	0,0	9,9
Finland	245	2 963	0,0	12,1
France	2 114	26 965	0,4	12,8
Greece	50	429	0,0	8,6
Ireland	480	7 060	0,1	14,7
Iceland	14	144	0,0	10,3
Italy	7 885	123 061	1,9	15,6
Kosovo	742	14 900	0,2	20,1
Latvia	67	759	0,0	11,3
Liechtenstein	17	393	0,0	23,1
Lithuania	152	1 671	0,0	11,0
Luxembourg	123	2 771	0,0	22,5
Hungary	15 543	180 930	2,8	11,6
North Macedonia <sup>1)</sup>	4 000	105 399	1,7	26,3
Malta	12	134	0,0	11,2
Netherlands	1 964	29 424	0,5	15,0
Norway	1 602	28 970	0,5	18,1
Germany	38 166	641 360	10,1	16,8
Poland	6 928	65 617	1,0	9,5
Portugal	112	1 815	0,0	16,2
Romania	650	5 943	0,1	9,1
Russian Federation	988	23 487	0,4	23,8
Slovakia	10 367	146 751	2,3	14,2
Slovenia	108 667	2 744 407	43,1	25,3
Serbia	32 710	529 128	8,3	16,2
Spain	468	4 775	0,1	10,2
Sweden	3 359	65 251	1,0	19,4
Switzerland	3 114	63 556	1,0	20,4
Turkey	117	1 794	0,0	15,3
United Kingdom	3 439	41 748	0,7	12,1
Ukraine	2 291	30 382	0,5	13,3
Other European countries	42	762	0,0	18,1
South Africa	89	1 593	0,0	17,9
Morocco	23	286	0,0	12,4
Tunisia	28	221	0,0	7,9
Other African countries	159	2 471	0,0	15,5
Canada	1 317	25 179	0,4	19,1
USA	3 071	50 202	0,8	16,3
Other North American countries	38	692	0,0	18,2
Argentina	156	3 154	0,0	20,2
Brazil	111	1 909	0,0	17,2
Chile	83	1 053	0,0	12,7
Mexico	50	841	0,0	16,8
Other South and Central American countries	144	3 383	0,1	23,5
India	109	1 168	0,0	10,7
Indonesia	17	212	0,0	12,5
Israel	86	2 258	0,0	26,3
Japan	75	792	0,0	10,6

Jordan	13	151	0,0	11,6
Qatar	2	22	0,0	11,0
Kazakhstan	36	377	0,0	10,5
China <sup>2)</sup>	106	921	0,0	8,7
Korea, Republic of	77	557	0,0	7,2
Kuwait	5	18	0,0	3,6
Malaysia	20	62	0,0	3,1
Oman	2	10	0,0	5,0
Singapore	11	60	0,0	5,5
Thailand	24	375	0,0	15,6
United Arab Emirates	40	871	0,0	21,8
Other Asian countries	210	2 387	0,0	11,4
Australia	1 058	19 804	0,3	18,7
New Zealand	175	2 611	0,0	14,9
Other countries of Oceania	2	11	0,0	5,5

1) As of 15 February 2019, the Republic of Croatia uses the name Republic of North Macedonia in all forms of public communication.

2) Data include Hong Kong, Macao and Taiwan.

#### G-1 TOURIST NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, BY COUNTRY OF RESIDENCE, 2024

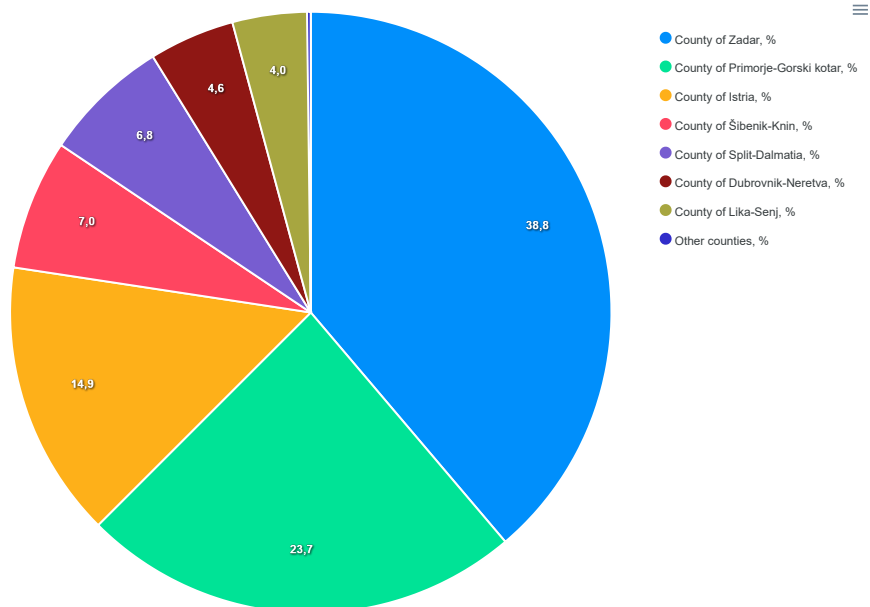


3 TOURIST ARRIVALS AND NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, BY COUNTIES,  
2024

	Arrivals	Nights
Republic of Croatia	466 032	10 549 150
Domestic tourists	101 871	4 187 062
Foreign tourists	364 161	6 362 088
County of Zagreb	180	4 257
Domestic tourists	76	2 739
Foreign tourists	104	1 518
County of Krapina-Zagorje	29	405
Domestic tourists	9	164
Foreign tourists	20	241
County of Sisak-Moslavina	205	1 431
Domestic tourists	42	265
Foreign tourists	163	1 166
County of Karlovac	75	864
Domestic tourists	11	86
Foreign tourists	64	778
County of Varaždin	13	26
Domestic tourists	3	6
Foreign tourists	10	20
County of Koprivnica-Križevci	295	740
Domestic tourists	183	352
Foreign tourists	112	388
County of Bjelovar-Bilogora	-	-
Domestic tourists	-	-
Foreign tourists	-	-
County of Primorje-Gorski kotar	100 773	2 501 484
Domestic tourists	22 579	886 989
Foreign tourists	78 194	1 614 495
County of Lika-Senj	16 016	420 564
Domestic tourists	4 398	194 029
Foreign tourists	11 618	226 535
County of Virovitica-Podravina	55	207
Domestic tourists	7	11
Foreign tourists	48	196
County of Požega-Slavonia	-	-
Domestic tourists	-	-
Foreign tourists	-	-
County of Slavonski Brod-Posavina	-	-
Domestic tourists	-	-
Foreign tourists	-	-
County of Zadar	134 073	4 098 250
Domestic tourists	53 887	2 434 847
Foreign tourists	80 186	1 663 403
County of Osijek-Baranja	163	1 883
Domestic tourists	20	50
Foreign tourists	143	1 833
County of Šibenik-Knin	31 550	735 555
Domestic tourists	10 200	408 814
Foreign tourists	21 350	326 741
County of Vukovar-Srijem	74	145
Domestic tourists	31	71
Foreign tourists	43	74
County of Split-Dalmatia	54 852	718 066
Domestic tourists	3 977	115 868
Foreign tourists	50 875	602 198
County of Istria	84 501	1 577 021
Domestic tourists	4 096	105 477
Foreign tourists	80 405	1 471 544
County of Dubrovnik-Neretva	42 865	484 279
Domestic tourists	2 343	37 170
Foreign tourists	40 522	447 109

County of Međimurje	-	-
Domestic tourists	-	-
Foreign tourists	-	-
City of Zagreb	313	3 973
Domestic tourists	9	124
Foreign tourists	304	3 849

## G-2 STRUCTURE OF TOURIST NIGHTS IN NON-COMMERCIAL ACCOMMODATION ESTABLISHMENTS, BY COUNTIES, 2024



## NOTES ON METHODOLOGY

### Purpose of the statistical survey

The statistical survey is aimed at monitoring the tourism activity in non-commercial accommodation establishments in the Republic of Croatia and providing internationally comparable data in line with the European standards concerning tourism statistics. The results of this survey provide the basic indicators necessary for the analysis of tourism in the Republic of Croatia.

### Legal basis

The survey is carried out 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.

### Sources and methods of data collection

Until 2016, data on tourism activity in non-commercial accommodation establishments were collected in a regular survey (TU-11v form – the Report on Tourist Arrivals and Nights in Non-Commercial Accommodation Establishments).

Since 2016, the Croatian Bureau of Statistics has been extracting the data on non-commercial tourism activity from the eVisitor system, the administrative data source of the Croatian National Tourist Board, after which they are further processed statistically.

Data on non-commercial tourism activity for 2024 were extracted from the eVisitor system with the situation as on 3 March 2025.

The owner of a summer house or apartment, regarding himself/herself and all persons who spend the night in his/her house or apartment, as well as a resident of a tourist municipality or a town who is obligated, according to the Ordinance on the eVisitor System (NN, No. 43/20), to register persons staying in his/her house or apartment, can execute check-ins and check-outs of tourists in the eVisitor system, as the central electronic system of check-ins and check-outs of tourists in the Republic of Croatia.

### Coverage and comparability

Since 1996, the Croatian Bureau of Statistics has carried out a special survey on non-commercial tourism activity called the Report on Tourists and Realised Tourist Nights in Apartments and Summer Houses (TU-11v form).

The subjects of this survey are the owners of summer houses and apartments, members of their families, other relatives and friends who stay in summer houses and apartments, specifically, in parts of summer houses and apartments that are not intended for renting. Since 2014, this survey has also included tourists who stay in other establishments that are not intended for renting (e.g., with citizens of a particular tourist town/municipality).

According to the Tourist Tax Act (NN, Nos 52/19, 32/20 and 42/20), the owner of a summer house, apartment or flat is obligated to check in all persons staying in his/her house, apartment or flat in the eVisitor system within 24 hours of their arrival as well as to check them out on the last day of their stay. Exceptionally, the owner of a summer house, apartment or flat, who pays the tourist tax as an annual lump-sum, checks in and out himself/herself and members of his/her immediate family at the tourist board for the first time when paying the lump-sum tourist tax. A person residing in the municipality or town for which the local tourist board was established is

obligated to check in all persons staying in that house, apartment or flat in the eVisitor system within 24 hours of their arrival and check them out on the last day of their stay, except immediate family members.

The quality of the survey results depends greatly on the discipline of checking in and checking out the persons staying in non-commercial accommodation establishments, as prescribed by legal provisions, as well as on the operation of authorities supervising this practise.

## Definitions

**Tourist tax** is the income of tourist boards. Tourist tax in non-commercial accommodation establishments is paid for every realised night or, exceptionally, as a package deal (sojourn tax decreased by 70%). Paying the sojourn tax as a package deal is applied to the owners of summer houses and apartments and immediate family members who are citizens of the Republic of Croatia or the countries who signed the Agreement on the European Economic Area.

**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 the internet without the need for special installation on a computer.

The tourist registry in the eVisitor system is kept separately for every legal entity and natural person offering accommodation services as part of the hotel and restaurant 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.

Also, the tourist registry in the eVisitor system is kept for the owners of summer houses and apartments, for all persons spending nights in that house or apartment, as well as for the citizens of a tourist town/municipality who have an obligation of checking in persons staying in their house or apartment.

Establishing and running the eVisitor system is the responsibility of the Croatian National Tourist Board.

**The Croatian National Tourist Board (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 conception of its promotion, to propose and perform the 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.

**Summer house, apartment or holiday flat** is every building or apartment that is used seasonally or temporarily, but which is not an accommodation establishment in which accommodation services are rendered by legal entities and natural persons engaged in the hotel and restaurant activity.

**Tourist nights** in the observed period are calculated by the eVisitor system as the difference between the date and time of actual departure (check-out) and the date and time of arrival (check-in) of tourists.

**Tourist** is every person who, outside his/her place of permanent residence, spends at least one night in a commercial or non-commercial accommodation establishment. Excluded are persons staying in a certain place for longer than 12 months in succession, persons whose main reason for visiting is an activity that is financed in 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, borderline workers, diplomats, consular representatives and military force members on their regular duties, displaced persons, nomads and persons in transit.

**Tourist boards** are organisations that operate on the principle of destination management. They are established in order to promote and develop tourism in the Republic of Croatia and the economic interests of legal entities and natural persons that provide hotel and restaurant as well as tourism services or perform other activities directly related to tourism by managing the destination at the level for which they were established.

According to the Act on Tourist Boards and the Promotion of Croatian Tourism (NN, Nos 52/19 and 42/20), the system of tourist boards, established according to the model of destination management organisation, consists of the following: a local tourist board, a regional tourist board, the Zagreb Tourist Board for the area of the City of Zagreb and the Croatian National Tourist Board for the territory of the Republic of Croatia.

## Abbreviations

NN	Narodne novine, official gazette of the Republic of Croatia
USA	United States of America

## Symbols

-	no occurrence
0,0	value not zero but less than 0.05 of the unit of measure used



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