

## TURISTIČKA AKTIVNOST STANOVNIŠTVA REPUBLIKE HRVATSKE U 2014. TOURIST ACTIVITY OF POPULATION OF REPUBLIC OF CROATIA, 2014

U 2014. na barem jednom privatnom višednevnom putovanju bilo je 1,8 milijuna ili 49,0% stanovništva Hrvatske u dobi od 15 i više godina. Ukupno je ostvareno 6,6 milijuna privatnih putovanja, od čega je 4,6 milijuna (69,5%) bilo u Hrvatskoj, a 2,0 milijuna (30,5%) u inozemstvu. U inozemstvo se najviše putovalo u Bosnu i Hercegovinu (23,2% putovanja), Austriju (12,6%), Sloveniju (12,5%), Italiju (8,9%) i Njemačku (7,7%). S obzirom na duljinu putovanja 3,9 milijuna putovanja (58,5%) putovanja bila su kraća, a 2,8 milijuna putovanja (41,5%) dulja.

Najčešći motivi odlaska na privatno višednevno putovanje jesu posjet rodbini i prijateljima (2,6 milijuna putovanja ili 39,2%), odmor na moru (1,3 milijuna putovanja ili 18,9%) te odmor u gradu (676 tisuća putovanja ili 10,2%).

Na privatnim višednevnim putovanjima stanovništvo Hrvatske ostvarilo je ukupno 37,4 milijuna noćenja, od čega je 24,6 milijuna noćenja (65,6%) ostvareno u Hrvatskoj, a 12,9 milijuna (34,4%) na putovanjima u inozemstvo. Na jednom putovanju ostvareno je prosječno 5,6 noćenja. Na putovanjima u Hrvatskoj ostvareno je prosječno 5,3 noćenja, a 6,3 noćenja na putovanjima u inozemstvo. S obzirom na duljinu putovanja, 7,4 milijuna noćenja (19,7%) ostvareno je na kraćim, a 30,0 milijuna (80,3%) na duljim putovanjima. Prema vrsti smještaja najviše noćenja ostvareno je u neplaćenim smještajnim objektima kod rodbine i prijatelja (15,8 milijuna ili 42,1%).

Ukupni izdaci na privatnim višednevnim putovanjima iznosili su 9,9 milijardi kuna, od čega 4,2 milijarde kuna (43,0%) u Hrvatskoj, a 5,6 milijardi (57,0%) u inozemstvu. Prosječni troškovi po putovanju iznosili su 1 482 kune. S obzirom na duljinu putovanja 3,3 milijarde kuna (33,2%) potrošeno je na kraćim, a 6,6 milijardi kuna (66,8%) na duljim putovanjima. Na kraćim putovanjima u prosjeku su se izdvajale 842 kune, a na duljim 2 386 kuna.

Na privatna višednevna putovanja u 2014. nije putovalo 1,9 milijuna ili 51,0% stanovništva Hrvatske u dobi od 15 i više godina. Najčešći razlozi neodlaska na privatna višednevna putovanja (mogućnost više odgovora) bili su: nedostatak financijskih sredstava (67,2%), zdravstveni razlozi (16,9%), ne vole putovati i nedostatak slobodnog vremena zbog obiteljskih obveza (12,9% svaki) te nedostatak slobodnog vremena zbog poslovnih obveza (9,1%).

U 2014. na barem jednom poslovnom višednevnom putovanju bilo je 371 tisuću stanovnika ili 10,2% stanovništva Hrvatske u dobi od 15 i više godina. Ukupno je ostvareno 1,5 milijuna poslovnih putovanja, od čega je 787 tisuća putovanja (51,6%) bilo u Hrvatskoj, a 737 tisuća (48,4%) u inozemstvo. U inozemstvo se najviše putovalo u Njemačku (20,8% putovanja), Italiju (10,4%), Sloveniju (8,2%), Bosnu i Hercegovinu (7,1%) i Austriju (6,8%). S obzirom na duljinu putovanja 1,1 milijun putovanja (71,1%) bilo je kraće, a 440 tisuća (28,9%) dulje.

U 2014. stanovništvo Hrvatske u dobi od 15 ili više godina ostvarilo je 13,0 milijuna jednodnevnih putovanja, od čega je 11,3 milijuna (87,2%) bilo privatnih, a 1,7 milijuna (12,8%) poslovnih.

*In 2014, there were 1.8 million or 49.0% of the total number of the population of the Republic of Croatia aged 15 and over who went on at least one private trip with overnight stays. A total of 6.6 million of private trips were realised, of which 4.6 million (69.5%) were realised in Croatia and 2.0 million (30.5%) were realised abroad. The most common international destinations were Bosnia and Herzegovina (23.2% of the total number of trips), Austria (12.6%), Slovenia (12.5%), Italy (8.9%) and Germany (7.7%). As regards the duration of the trip, 3.9 million (58.5%) of trips were short trips, while 2.8 million (41.5%) of trips were longer.*

*The most common reasons for going on a trip with overnight stays were visiting relatives and friends (2.6 million trips or 39.2%), seaside vacation (1.3 million trips or 18.9%) and city vacation (676 thousand trips or 10.2%).*

*The population of the Republic of Croatia realised a total of 37.4 million nights on trips with overnight stays, of which 24.6 million (65.6%) were realised in Croatia, while 12.9 million (34.4%) were realised abroad. An average of 5.6 nights were realised on a single trip. An average of 5.3 nights were realised on trips in Croatia, while for trips abroad the average amounted to 6.3 nights. As regards the duration of the trip, 7.4 million of nights (19.7%) were realised on short trips, while 30.0 million of nights (80.3%) were realised on longer trips. According to the type of accommodation, the largest number of nights were realised in non-commercial accommodation establishments owned by relatives and friends (15.8 million or 42.1%).*

*The total expenditure on private trips with overnight stays amounted to 9.9 billion kuna, of which 4.2 billion (43.0%) were spent in Croatia, while 5.6 billion (57.0%) were spent abroad. Average travel expenses amounted to 1 482 kuna. With regard to the duration of travel, 3.3 billion kuna (33.2%) were spent on short trips and 6.6 billion kuna (66.8%) were spent on longer trips. People spent an average of 842 kuna on short trips and 2 386 kuna on longer trips.*

*Out of the total population of the Republic of Croatia aged 15 and over, 1.9 million or 51.0% of them did not go on a private trip with overnight stays. The most common reasons for not going on private trips with overnight stays (multiple answers possible) were the lack of finances (67.2%), health reasons (16.9%), disliking traveling and the lack of free time due to family obligations (12.9% each), as well as the lack of free time due to business obligations (9.1%).*

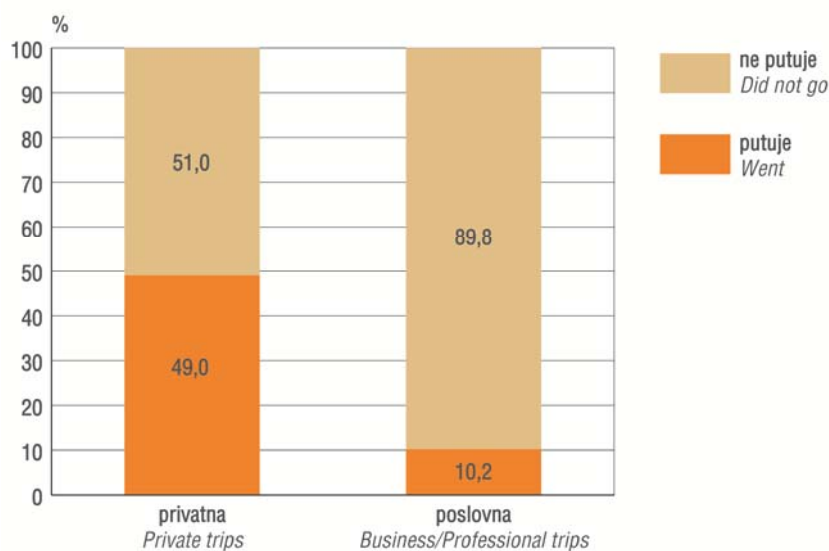
*In 2014, 371 thousand persons or 10.2% of the total population of the Republic of Croatia aged 15 and over went on at least one business/professional trip with overnight stays. A total of 1.5 million business/professional trips were realised, of which 787 thousand (51.6%) in the Republic of Croatia and 737 thousand (48.4%) abroad. The most visited countries were Germany (20.8% of the total number of trips), Italy (10.4%), Slovenia (8.2%), Bosnia and Herzegovina (7.1%) and Austria (6.8%). Concerning the duration of the trip, 1.1 million trips (71.1%) were short trips, while 440 thousand trips (28.9%) were longer trips.*

*In 2014, the population of the Republic of Croatia aged 15 and over realised 13.0 million same-day visits, of which 11.3 million (87.2%) were for private and 1.7 million (12.8%) were for business/professional purposes.*

**1. BROJ STANOVNIKA REPUBLIKE HRVATSKE KOJI SU ODLAZILI NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2014.  
PREMA ODREDIŠTU PUTOVANJA I DULJINI BORAVKA**  
*NUMBER OF CITIZENS OF REPUBLIC OF CROATIA WHO WENT ON PRIVATE TRIPS WITH OVERNIGHT STAYS,  
BY TRIP DESTINATION AND DURATION OF STAY, 2014*

	Ukupno <i>Total</i>	Broj osoba na privatnim višednevnim putovanjima <i>Number of persons on private trips with overnight stays</i>					<i>Total</i>
		prema odredištu putovanja <i>By trip destination</i>			prema duljini boravka <i>By duration of stay</i>		
		samo u Hrvatskoj <i>Only in Croatia</i>	samo u inozemstvo <i>Only abroad</i>	i u Hrvatsku i u inozemstvo <i>In Croatia and abroad</i>	barem na jednom putovanju s 1 – 3 noćenja <i>On one trip at least with 1 – 3 nights</i>	barem na jednom putovanju s 4 i više noćenja <i>On one trip at least with 4 and more nights</i>	
Ukupno	1 781 473	1 091 609	359 364	330 501	1 044 893	1 236 591	<i>Total</i>
Muški	841 562	520 790	158 304	162 467	523 950	556 044	<i>Men</i>
Ženski	939 911	570 818	201 059	168 033	520 943	680 547	<i>Women</i>
Dob							<i>Age</i>
15 – 24	422 990	236 142	98 832	88 017	286 971	265 756	<i>15 – 24</i>
25 – 34	210 322	119 681	36 171	54 470	135 700	158 110	<i>25 – 34</i>
35 – 44	333 841	203 568	50 469	79 804	186 580	250 638	<i>35 – 44</i>
45 – 54	323 695	195 629	74 933	53 133	207 563	202 963	<i>45 – 54</i>
55 – 64	242 638	164 386	44 092	34 160	123 841	178 320	<i>55 – 64</i>
65 i više	247 986	172 203	54 866	20 917	104 239	180 803	<i>65 and over</i>

**G-1. UDIO STANOVNIŠTVA KOJE JE ODLAZILO NA VIŠEDNEVNA PUTOVANJA U 2014.**  
*SHARE OF POPULATION WHO WENT ON TRIPS WITH OVERNIGHT STAYS, 2014*



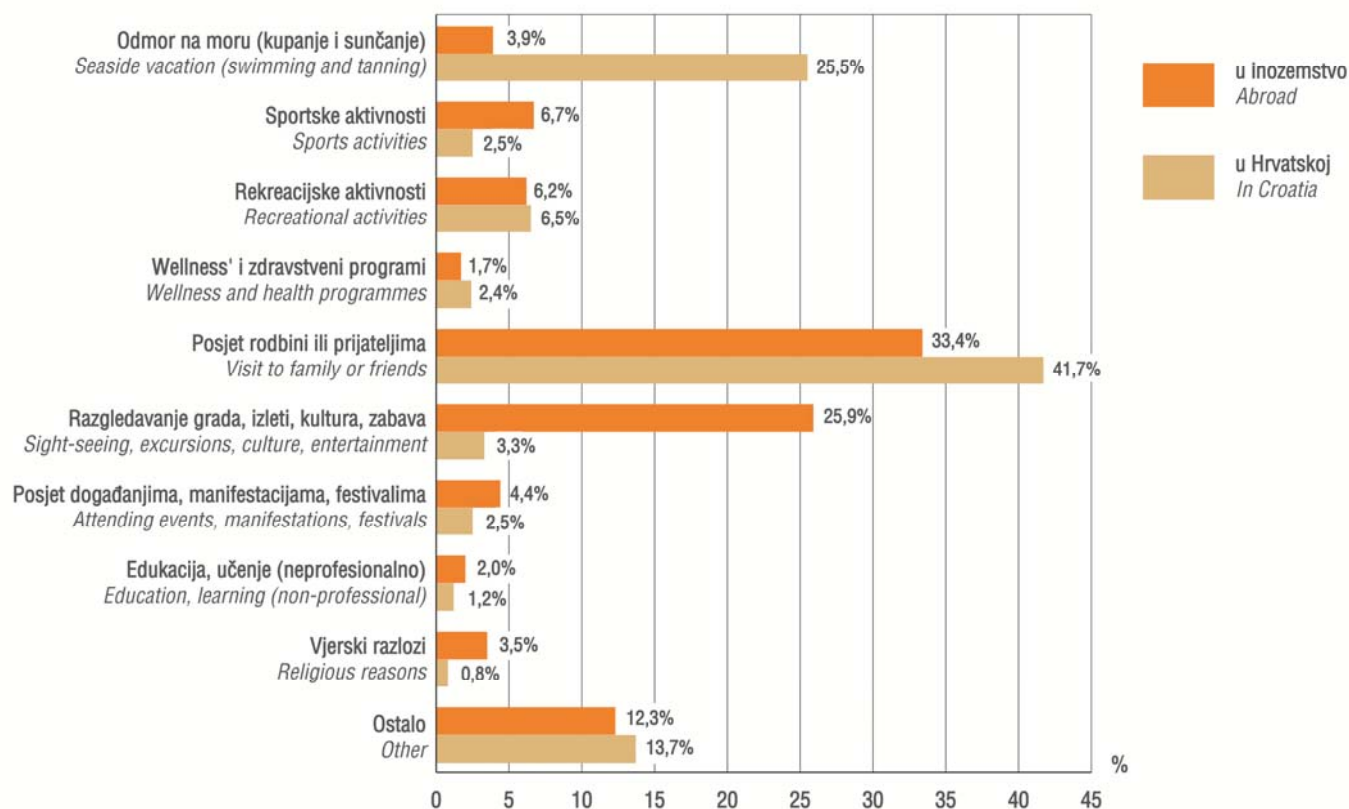
## 2. PRIVATNA I POSLOVNA VIŠEDNEVNA PUTOVANJA U 2014.

PRIVATE AND BUSINESS/PROFESSIONAL TRIPS WITH OVERNIGHT STAYS, 2014

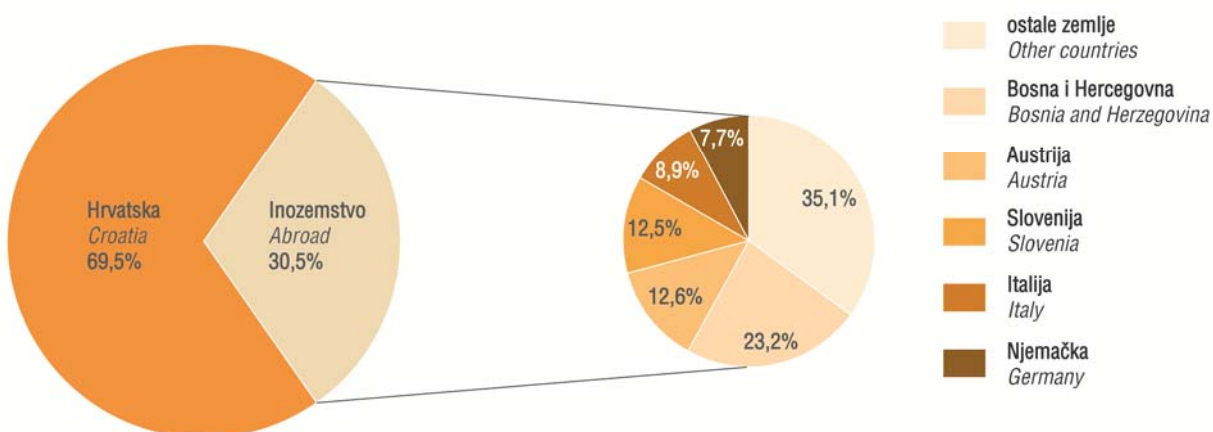
	Broj putovanja <i>Number of trips</i>		Broj noćenja <i>Number of nights</i>		Ukupni izdaci <i>Total expenditures</i>		Prosječan broj noćenja po putovanju 2014. <i>Average number of nights per trip in 2014</i>	Prosječni izdaci po putovanju 2014., kn <i>Average expenditures per trip in 2014, kuna</i>	Prosječni dnevni izdaci 2014., kn <i>Average expenditures per day in 2014, kuna</i>	
	tis. '000	indeksi <i>Indices</i> 2014./2013.	tis. '000	indeksi <i>Indices</i> 2014./2013.	mil. kn <i>Mln kuna</i>	indeksi <i>Indices</i> 2014./2013.				
Ukupno	8 173	112,0	47 940	93,1	14 489	85,9	5,9	1 773	302	<i>Total</i>
Privatna	6 650	115,9	37 422	85,6	9 858	78,7	5,6	1 482	263	<i>Private</i>
U Hrvatskoj	4 624	115,7	24 557	91,5	4 236	70,8	5,3	916	172	<i>In Croatia</i>
1 – 3 noćenja	2 863	110,7	5 328	93,0	1 799	83,5	1,9	628	338	<i>1 – 3 nights</i>
4 i više noćenja	1 761	123,9	19 229	91,1	2 437	63,6	10,9	1 384	127	<i>4 and more nights</i>
U inozemstvo	2 026	116,4	12 865	76,3	5 622	85,9	6,3	2 775	437	<i>Abroad</i>
1 – 3 noćenja	1 027	99,4	2 031	99,3	1 476	85,1	2,0	1 437	727	<i>1 – 3 nights</i>
4 i više noćenja	999	133,9	10 835	73,2	4 147	86,2	10,8	4 150	383	<i>4 and more nights</i>
Poslovna	1 524	94,6	10 518	135,2	4 631	106,6	6,9	3 039	440	<i>Business/Professional</i>
U Hrvatskoj	787	111,1	3 483	119,1	1 093	89,9	4,4	1 389	314	<i>In Croatia</i>
U inozemstvo	737	77,1	7 035	144,9	3 538	113,1	9,5	4 801	503	<i>Abroad</i>

### G-2. MOTIVI PRIVATNIH VIŠEDNEVNIH PUTOVANJA U 2014. PREMA GLAVNOM ODREDIŠTU PUTOVANJA

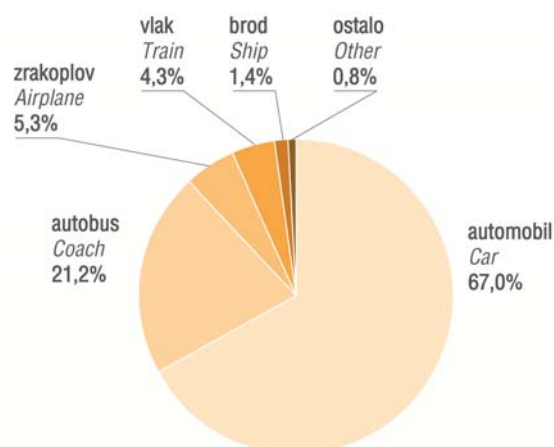
MOTIVES FOR PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN TRIP DESTINATION, 2014



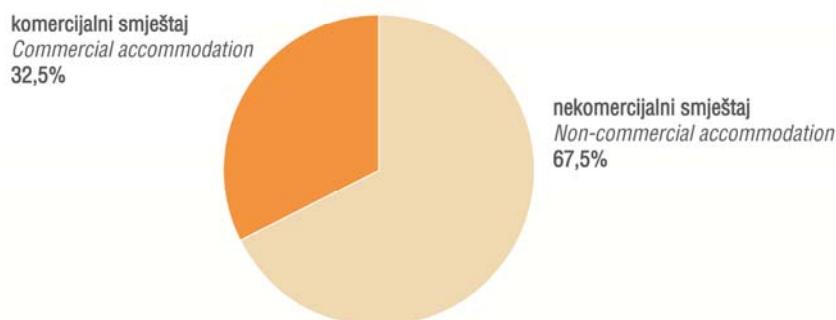
**G-3. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA ZEMLJI ODREDIŠTA U 2014.**  
*PRIVATE TRIPS WITH OVERNIGHT STAYS, BY COUNTRY OF DESTINATION, 2014*



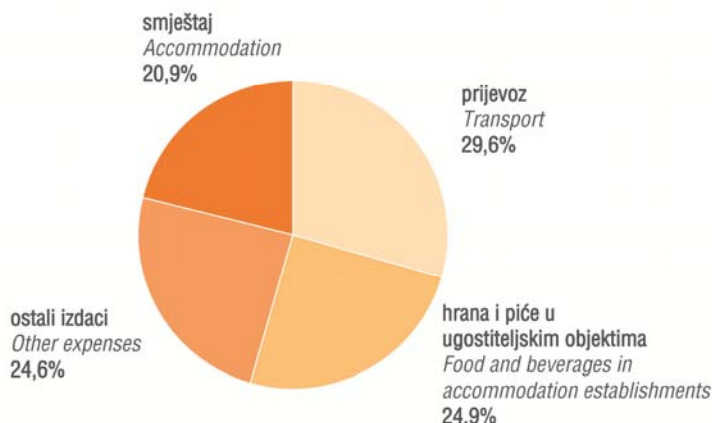
**G-4. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA GLAVNOM PRIJEVOZNOM SREDSTVU U 2014.**  
*PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN TRANSPORTATION MEAN, 2014*



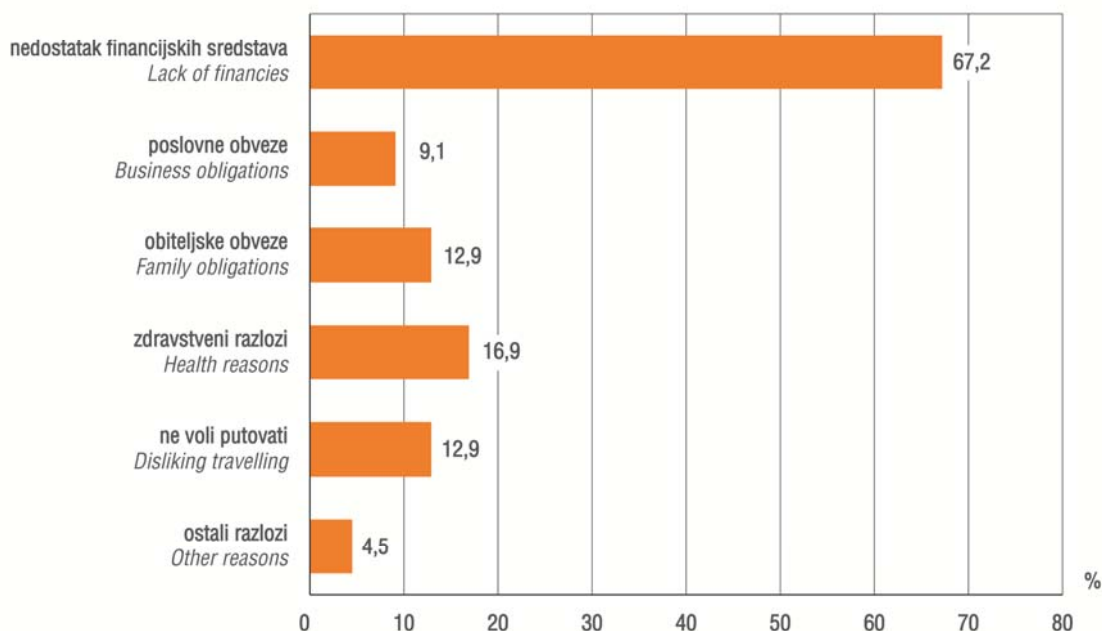
**G-5. NOĆENJA NA PRIVATNIM VIŠEDNEVNIM PUTOVANJIMA PREMA VRSTI SMJEŠTAJA U 2014.**  
*NIGHTS ON PRIVATE TRIPS WITH OVERNIGHT STAYS, BY TYPE OF ACCOMMODATION, 2014*



**G-6. STRUKTURA IZDATAKA NA PRIVATNIM VIŠEDNEVNIM PUTOVANJIMA U 2014.**  
**EXPENDITURE STRUCTURE ON PRIVATE TRIPS WITH OVERNIGHT STAYS, 2014**



**G-7. GLAVNI RAZLOZI NEODLASKA NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2014.<sup>1)</sup>**  
**MAIN REASONS FOR NOT GOING ON PRIVATE TRIPS WITH OVERNIGHT STAYS, 2014<sup>1)</sup>**



1) mogućnost više odgovora  
 1) Multiple answers possible

**3. PRIVATNA I POSLOVNA JEDNODNEVNA PUTOVANJA U 2014.**  
**PRIVATE AND BUSINESS/PROFESSIONAL SAME-DAY VISITS, 2014**

	Broj putovanja Number of visits		Ukupni izdaci Total expenditures		Prosječni izdaci po putovanju 2014., kn Average expenditures per visit in 2014, kuna	
	tis. '000	indeksi Indices 2014. 2013.	mil. kn Mln kuna	indeksi Indices 2014. 2013.		
Ukupno	12 979	107,0	5 483	105,9	422	Total
Privatna	11 320	113,0	4 743	119,5	419	Private
U Hrvatskoj	9 669	123,3	3 683	142,3	381	In Croatia
U inozemstvo	1 651	76,1	1 060	76,9	642	Abroad
Poslovna	1 659	78,2	740	61,1	446	Business/Professional
U Hrvatskoj	1 435	80,9	598	69,7	417	In Croatia
U inozemstvo	224	64,6	142	40,2	633	Abroad

**4. KOEFICIJENT VARIJACIJE I INTERVAL POUZDANOSTI U 2014.**  
*COEFFICIENT OF VARIATION AND RELIABILITY INTERVAL, 2014*

	Procijenjena vrijednost <i>Estimated value</i>	Koefficient varijacije, % <i>Coefficient of variation, %</i>	95%- tni interval pouzdanosti <i>95% reliability interval</i>		
			donja granica <i>Lower limit</i>	gornja granica <i>Higher limit</i>	

**Broj osoba na višednevnim putovanjima**  
*Number of persons on trips with overnight stays*

Broj osoba na privatnim putovanjima	1 781 473	1,68	1 722 838	1 840 108	<i>Number of persons on private trips</i>
samo u Hrvatskoj	1 091 609	2,07	1 047 310	1 135 907	<i>Only in Croatia</i>
samo u inozemstvo	359 364	3,92	331 648	387 079	<i>Only abroad</i>
i u Hrvatsku i u inozemstvo	330 501	4,08	303 973	357 028	<i>In Croatia and abroad</i>
na putovanjima s 1 – 3 noćenja	1 044 893	2,17	1 000 325	1 089 461	<i>With 1 – 3 nights</i>
na putovanjima s 4 i više noćenja	1 236 591	2,03	1 187 247	1 285 934	<i>With 4 and more nights</i>
Broj osoba na poslovnim putovanjima	370 966	3,22	347 480	394 452	<i>Number of persons on business/professional trips</i>

**Broj višednevnih putovanja**  
*Number of trips with overnight stays*

Privatna putovanja	6 649 823	1,26	6 485 060	6 814 586	<i>Private trips</i>
U Hrvatskoj	4 623 509	1,45	4 491 866	4 755 151	<i>In Croatia</i>
U inozemstvo	2 026 314	2,48	1 927 619	2 125 010	<i>Abroad</i>
Poslovna putovanja	1 523 610	4,14	1 399 754	1 647 466	<i>Business/Professional trips</i>
U Hrvatskoj	786 671	5,20	706 214	867 127	<i>In Croatia</i>
U inozemstvo	736 939	6,49	642 853	831 026	<i>Abroad</i>

**Broj noćenja na višednevnim putovanjima**  
*Number of nights on trips with overnight stays*

Noćenja na privatnim putovanjima	37 422 357	4,43	34 169 240	40 675 474	<i>Nights on private trips</i>
U Hrvatskoj	24 557 091	4,09	22 587 782	26 526 399	<i>In Croatia</i>
U inozemstvo	12 865 266	10,25	10 278 876	15 451 657	<i>Abroad</i>
Noćenja na poslovnim putovanjima	10 517 963	19,56	6 479 032	14 556 895	<i>Nights on business/professional trips</i>
U Hrvatskoj	3 482 571	15,96	2 389 939	4 575 202	<i>In Croatia</i>
U inozemstvo	7 035 392	28,08	3 149 650	10 921 135	<i>Abroad</i>

**Izdaci višednevnih putovanja**  
*Expenditures of trips with overnight stays*

Izdaci na privatnim putovanjima	9 858 268 375	4,58	8 972 750 128	10 743 786 622	<i>Expenditures on private trips</i>
U Hrvatskoj	4 235 845 757	5,25	3 800 345 791	4 671 345 722	<i>In Croatia</i>
U inozemstvo	5 622 422 618	6,81	4 871 688 304	6 373 156 932	<i>Abroad</i>
Izdaci na poslovnim putovanjima	4 630 558 461	7,97	3 906 756 992	5 354 359 930	<i>Expenditures on business/professional trips</i>
U Hrvatskoj	1 092 652 353	6,24	958 940 992	1 226 363 714	<i>In Croatia</i>
U inozemstvo	3 537 906 108	9,84	2 855 223 447	4 220 588 769	<i>Abroad</i>

**METODOLOŠKA OBJAŠNJENJA**

**Svrha statističkog istraživanja**

Svrha statističkog istraživanja Turistička aktivnost stanovništva Republike Hrvatske u 2014. jest prikupiti podatke o nacionalnom turizmu, tj. podatke o broju i obilježjima putovanja stanovništva Hrvatske izvan uobičajene sredine. Cilj je procijeniti koliko putuju stanovnici Hrvatske, zašto odlaze na putovanja, gdje i kada odlaze na putovanja, koliko traju putovanja te koliki su izdaci na putovanjima. Za ispitanike koji nisu odlazili na privatna višednevna putovanja prikupljaju se podaci o glavnim razlozima neodlaska na putovanja.

**NOTES ON METHODOLOGY**

**The purpose of the statistical survey**

The purpose of the statistical research Tourist Activity of the Population of the Republic of Croatia in 2014 is to gather data on national tourism, that is, the data on the number and characteristics of travels of the Croatian population outside their usual environment. The goal is to assess to what extent does the Croatian population travel, their reasons for going on a trip, where and when they travel, how long do the trips last and what the trip expenditures amount to. For the surveyed persons who did not go on a private trip with overnight stays, the data on the reasons for not going on a trip were gathered.

U ovom priopćenju prikazuju se glavni rezultati istraživanja te metode provođenja. U pojedinim tablicama ukupni zbroj ne odgovara zbroju pojedinačnih podataka zbog zaokruživanja.

## Pravna i metodološka osnova

Istraživanje se provodi prema Godišnjemu provedbenom planu statističkih aktivnosti Republike Hrvatske za 2014. godinu (NN, br. 21/14.) i prema Uredbi EU br. 692/2011. Europskog parlamenta i Vijeća o europskoj statistici turizma.

## Povjerljivost

Prema Zakonu o službenoj statistici (NN, br. 103/03., 75/09., 59/12. i 12/13. – pročišćeni tekst) i Uredbi EU br. 223/2009. o europskim statistikama zajamčena je tajnost svih podataka koje ispitanici daju o sebi i članovima svoga kućanstva. Prikupljeni podaci upotrebljavaju se isključivo za statističke svrhe i objavljuju u agregiranom obliku.

## Jedinice promatranja

Jedinica promatranja za broj osoba koje su bile na putovanju jest stanovnik Hrvatske u dobi od 15 i više godina. Jedinica promatranja za podatke o broju višednevnih i jednodnevnih putovanja i njihovim obilježjima jest putovanje stanovnika Hrvatske u dobi od 15 i više godina.

## Obuhvat

Okvir za izbor uzorka bila je baza svih fiksnih telefonskih linija u Republici Hrvatskoj. U istraživanju se koristio stratificirani slučajni uzorak, stratificiran s obzirom na županiju, veličinu naselja te spol i dob ispitanika. Stratifikacija je provedena na osnovi podataka iz Popisa stanovništva 2011. Ispitanik se u određenome slučajno izabranom kućanstvu birao metodom rođendanskog ključa. Okvir nije uključivao stanovništvo koje živi u institucijama (staračkim domovima, zatvorima i slično), državljane Republike Hrvatske koji žive u inozemstvu te strane državljane koji žive u Hrvatskoj.

## Izvori i metode prikupljanja podataka

Podaci o turističkoj aktivnosti stanovništva Hrvatske u 2014. prikupljeni su putem telefonskog intervjua uz podršku računala (CATI metoda) na reprezentativnom uzorku od ukupno 10 000 stanovnika Hrvatske u dobi od 15 i više godina.

Podaci su prikupljeni provođenjem četiri vala CATI istraživanja. Referentno razdoblje je tromjesečje. Putovanje mora završiti u referentnom razdoblju, a može započeti do 365 dana ranije.

Prvi val prikupljanja podataka proveden je u travnju 2014. i obuhvatio je turističku aktivnost stanovništva Hrvatske od siječnja do ožujka 2014. Drugi val proveden je u srpnju 2014. i obuhvatio je turističku aktivnost stanovništva Hrvatske od travnja do lipnja 2014. Treći val proveden je u listopadu 2014. obuhvaćajući turističku aktivnost stanovništva Hrvatske od srpnja do rujna 2014. Četvrti val proveden je u siječnju 2015. obuhvaćajući turističku aktivnost stanovništva Hrvatske od listopada do prosinca 2014.

Obilježja putovanja prate se na razini najviše tri višednevna i najviše tri jednodnevna putovanja. Za pojedino putovanje prikupljaju se sljedeći podaci: vrsta putovanja (privatno ili poslovno putovanje), glavni razlog odlaska na putovanje, mjesec odlaska na putovanje, trajanje putovanja za višednevna putovanja (broj noćenja), država odredišta za putovanja u inozemstvo, tip odredišta (grad, more, unutrašnjost, planine, kružno putovanje, ostalo), organizacija putovanja (samostalno, posredstvom agencije), korištenje interneta za rezervaciju prijevoza i smještaja, glavno prijevozno sredstvo, vrsta smještaja na višednevnim putovanjima, broj osoba za koju se iskazuju izdaci, izdaci na putovanju, struktura izdataka na višednevnim putovanjima.

*This first release presents the main research results and the methods according to which the research was carried out. In individual tables the total sum does not equal the sum of individual figures due to the rounding of the figures.*

## Legal basis

*The research is carried out according to the Annual Implementation Plan of Statistical Activities of the Republic of Croatia for 2014 (NN, No. 21/14) and the EU Regulation No. 692/2011 of the European parliament and the Council on European tourism statistics.*

## Confidentiality

*According to the Official Statistical Act (NN, Nos 103/03, 75/09, 59/12 and 12/13 – consolidated text) and the EU Regulation No 223/2009 on European statistics, the confidentiality of all personal data on the household and its members given by respondents is guaranteed. The collected data are used solely for statistical purposes and they are published at the aggregate level.*

## Observation units

*The observation units for the number of persons who went on a trip are Croatian citizens aged 15 and over. The observation unit for data on the number of trips with overnight stays and same-day visits and their characteristics is a trip of a Croatian citizen aged 15 and over.*

## Coverage

*The basis for the sampling frame was the database of all fixed telephone lines in the Republic of Croatia. A random sample stratified according to the county, size of settlement, sex and age of the surveyed persons was used in the survey. The stratification was carried out on the basis of the data from the 2011 Census. Surveyed persons were selected from a chosen household according to the birthday key method. The frame did not include persons living in institutions (homes for the elderly, prisons and the like), those citizens of the Republic of Croatia living abroad and foreign citizens living in Croatia.*

## Sources and methods of data collection

*The data on tourist activity of the Croatian population in 2014 were gathered through telephone interviews with computer support (CATI method) on a representative sample of a total of 10 000 Croatian citizens aged 15 and over.*

*The data were gathered by carrying out four waves of CATI research. A quarter is taken as the reference period. A travel had to end within the reference period and could have started up to 365 days prior to its end.*

*The first round of gathering data was carried out in April 2014 and included the tourist activity of the population of the Republic of Croatia in the period from January to March 2014. The second round was carried out in July 2014 and included the tourist activity of the population of the Republic of Croatia in the period from April to June 2014. The third round was carried out in October 2014 and included the tourist activity of the population of the Republic of Croatia in the period from July to September 2014. The fourth round was carried out in January 2015 and included the tourist activity of the population of the Republic of Croatia in the period from October to December 2014.*

*The characteristics of trips are monitored on the level of three overnight stays and three same-day visits as the upper limit. The following data are gathered for each individual trip: type of trip (private, business/professional), the main reason for going on the trip, the month in which the person went on the trip, the duration of the trip with overnight stays (the number of nights), the destination country for trips abroad, type of destination (city, sea, inner regions, mountains, cruise, other), the organisation of the trip (self-organised, through an agency), using the internet to make transport and accommodation reservations, the main transportation vehicle, the type of accommodation on trips with overnight stays, the number of persons for which expenditures are presented, the trip expenditures, the structure of expenditures on trips with overnight stays.*

Osim navedenih obilježja putovanja, prikupljaju se i podaci o sociodemografskom profilu populacije (spol, dob, stupanj obrazovanja, broj članova kućanstva, radni status, županija, veličina naselja).

S obzirom na to da se podaci o turističkoj aktivnosti stanovništva Hrvatske odnose na svako pojedino tromjesečno razdoblje, spajanjem rezultata četiriju tromjesečnih razdoblja nije moguće procijeniti broj/udio osoba koje su u promatranoj godini bile, ili nisu bile, na putovanju. Procjena broja osoba koje su putovale izračunana je na osnovi 2 500 ispitanika anketiranih u posljednjem (četvrtom) valu anketiranja u kojem su obuhvaćena i putovanja tijekom cijele 2014.

U analizi točnosti procjena prikazana je procjena zbroja, koeficijent varijacije u postotku te 95% interval pouzdanosti za procjenu zbroja.

## Neodgovor

Stopa odbijanja je 35,8% svih prihvatljivih jedinica.

Najviše neodgovora prisutno je na pitanjima o izdacima za putovanje. Ovaj problem neodgovora ublažen je stohastičkim metodama imputacije korištenjem IVEware softvera.

Stope imputacije: izdaci za prijevoz 4,4%, izdaci za smještaj 3,0%, izdaci za hranu i piće u ugostiteljskim objektima 3,4%, ostali izdaci 3,0%.

## Definicije

**Turizam** su aktivnosti osoba koje putuju i borave u mjestima izvan svoje uobičajene sredine, ne dulje od jedne godine, zbog odmora, posla ili drugih osobnih razloga, osim zapošljavanja kod poslovnog subjekta sa sjedištem u mjestu posjeta.

**Uobičajenu sredinu** (okruženje) neke osobe čini neposredna blizina doma i mjesto rada ili školovanja te ostala često posjećivana mjesta. Postoji samo jedna uobičajena sredina neke osobe. Uobičajenu sredinu određuju četiri kriterija: prelazak administrativne granice prebivališta, trajanje putovanja, učestalost odlaska na putovanja i razlog odlaska na putovanje.

**Prebivalište** je mjesto u kojem se osoba nastanila s namjerom da u njemu stalno živi.

**Nacionalni turizam** zemlje obuhvaća domaći turizam, tj. aktivnost stanovnika zemlje koji putuju i borave na mjestima unutar zemlje, ali izvan svog uobičajenog okruženja, i izlazni turizam, tj. aktivnost stanovnika zemlje koji putuju i borave na mjestima izvan granica zemlje i izvan svoga uobičajenog okruženja.

**Posjetitelj** je svaka osoba koja putuje u mjesto različito od svoga uobičajenog okruženja na vrijeme kraće od 12 mjeseci neprekidno i čija je glavna svrha putovanja različita od obavljanja određene aktivnosti koja se financira iz posjećenog mjesta, pri čemu postaje turist ako provede barem jednu noć u smještajnom objektu. Posjetitelje čine turisti i jednodnevni posjetitelji.

**Turist** je svaka osoba koja u mjestu izvan svojeg prebivališta provede najmanje jednu noć u ugostiteljskome ili drugom objektu za smještaj turista radi odmora ili rekreacije, zdravlja, studija, sporta, religije, porodice, poslova, javnih misija ili skupova. U turiste se ne uključuju migranti, pogranični radnici, diplomati, članovi vojnih snaga na redovitim zadacima, prognanici i nomadi.

**Jednodnevni posjetitelj** je svaka osoba koja putuje u mjesto različito od svoga uobičajenog okruženja i ne provede noć u ugostiteljskome ili drugom objektu za smještaj i čija je glavna svrha putovanja različita od obavljanja određene aktivnosti koja se financira iz posjećenog mjesta.

Prema kriteriju trajanja, putovanja mogu biti jednodnevna i višednevna.

*Except for the previously mentioned characteristics of trips, data are also gathered on the socio-demographic profile of the population (age, sex, level of education, number of persons in the household, status in employment, county, size of settlement).*

*Due to the fact that the data on tourist activity of the population of the Republic of Croatia refer to each individual quarterly period, merging the results of four quarterly periods does not allow for the assessment of the number/share of persons who went and who did not go on a trip in the observed year. The assessment of the number of persons who went on a trip was calculated on the basis of 2 500 surveyed persons who were surveyed in the last (fourth) survey wave in which the trips throughout the whole 2014 year were included.*

*In the analysis of the accuracy of estimates, the sum estimate, coefficient of variation expressed in percentage and a 95% reliability interval used in the sum estimate are presented.*

## Non-response rate

*The non-response rate was 35.8% of all eligible units.*

*The highest non-response rate was recorded for questions regarding trip expenditures. This non-response problem was mitigated by applying stochastic methods of imputation by using IVEware software.*

*Imputation rates: trip expenditures 4.4%, accommodation expenditures 3.0%, expenditures for food and drink in accommodation establishments 3.4%, other expenditures 3.0%.*

## Definitions

**Tourism** means the activity of visitors taking a trip to a main destination outside their usual environment for less than a year, for leisure, business or other personal purpose other than to be employed by a resident entity in the place visited.

**Usual environment** of a person is immediate vicinity of the person's home and place of work or schooling, or other places that the person regularly visits. Each person has only one usual environment. The following criteria define a usual environment: crossing of the administrative borders of the distance from the place of usual residence; duration of a trip; the frequency of going on a trip; the purpose of a trip.

**Place of usual residence** is considered a place where a person came with an intention of permanent residence.

**National tourism** of a country encompasses national tourism, which includes activities of citizens of a particular country who travel and accommodate in places within that country but outside their usual environment, and outbound tourism, which includes the activities of citizens of a particular country who travel and accommodate in places outside the borders of that country and outside their usual environment.

**Visitor** is every person who travels to a place different from his/her usual environment for a period shorter than 12 months without interruption and whose main purpose of travelling differs from performing a particular activity financed by a resident entity in the place visited, providing that he/she spends at least one night in an accommodation establishment. Visitors include tourists and same-day visitors.

**Tourist** is every person who, outside his/her place of permanent 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 tasks or meeting. Tourists exclude migrants, borderline workers, diplomats, military force members on their regular duties, displaced persons and nomads.

**Same-day visitor** is every person who travels to a place outside his/her usual environment, who does not spend a night in a hotel or some other tourist accommodation establishment and whose main purpose of travelling differs from performing a particular activity financed by a resident entity in the place visited.

*According to the duration criterion, there are same-day visits and trips with overnight stays.*



**Jednodnevna putovanja** su putovanja na kojima se u određitu provede minimalno tri sata.

**Višednevna putovanja** su putovanja na kojima je ostvareno barem jedno, a manje od 365 noćenja.

S obzirom na svrhu, putovanja mogu biti privatna i poslovna.

**Privatno putovanje** je putovanje čija je svrha odmor, rekreacija, kupnja, zdravlje, hodočašće, vjerski razlozi, posjet rodbini i prijateljima i slično. Privatna putovanja nisu: tjedne migracije ili odlazak na posao ili školovanje, sezonski rad, boravak u bolnicama ili lječilištima koji je plaćen preko socijalnog osiguranja, boravak u izbjeglištvu i azilu.

**Poslovno putovanje** je putovanje čija je svrha posao ili profesionalni razlozi, ali ne i svakodnevna lokalna putovanja i poslovno motivirana putovanja u uobičajenoj sredini. U poslovna putovanja ulaze putovanja na kongrese, konferencije, poslovne sastanke, sajmove, izložbe, učenje jezika i ostala obrazovna putovanja, kulturna, sportska i slična putovanja, ali ne i poslovna putovanja koja su plaćena iz posjećenog mjesta.

**Duljina boravka** za višednevno putovanje određuje se brojem provedenih noći u mjestu boravka. Razlikujemo kraća i dulja putovanja.

**Kraća putovanja** su putovanja na kojima turisti ostvare 1 – 3 noćenja.

**Dulja putovanja** su putovanja na kojima turisti ostvare 4 i više noćenja.

**Izdaci na putovanju** obuhvaćaju sve izdatke koje je posjetitelj imao za putovanje, a nastali su prije samog početka putovanja i za vrijeme putovanja. Navedene izdatke može načiniti i druga osoba u ime posjetitelja i na njegov trošak.

**Same-day visits** are trips on which a person spends at least three hours at a destination.

**Trips with overnight stays** are trips with at least one but less than 365 overnight stays realised.

As regards purpose, trips can be private and business/professional.

**Private trip** is a trip aiming at rest, recreation, shopping, health, pilgrimage, religious event, visit to relatives and friends, etc. Private trips do not include weekly migrations or departure for work or schooling, seasonal work, staying in hospitals or spas financed by social insurance contributions, staying in refugee camps and asylum.

**Business/Professional trip** is a trip aiming at business or professional reasons excluding daily local trips or business-motivated trips in usual environment. Business/Professional trips include trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, cultural, sports and similar trips. Trips financed by a resident entity in the place visited are excluded.

**Duration of a trip with overnight stays** is measured by nights spent at destination. There are shorter and longer trips.

**Shorter trips** are trips on which tourists realise 1 – 3 tourist nights.

**Longer trips** are trips on which tourists realise four or more tourist nights.

**Expenditures on tourism trips** include all travelling expenses that occurred before the beginning of the trip and during the trip. These expenditures may also be made by another person on behalf of the visitor or at the visitor's expense.

## Kratice

EU	Europska unija
Eurostat	Statistički ured Europske unije
Kn	kuna
mil.	milijun
NN	Narodne novine
tis.	tisuća

## Abbreviations

CATI	Computer Assisted Telephone Interview
EU	European Union
Eurostat	Statistical Office of the European Communities
mln	million
NN	Narodne novine, official gazette of the Republic of Croatia
'000	thousand

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Odgovara ravnatelj Marko Krištof.  
Person responsible: Marko Krištof, Director General

Priredile: Ivana Brozović i Marijana Kožul  
Prepared by: Ivana Brozović and Marijana Kožul

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