

TURISTIČKA AKTIVNOST STANOVNIŠTVA REPUBLIKE HRVATSKE U 2015.¹⁾ TOURIST ACTIVITY OF POPULATION OF REPUBLIC OF CROATIA, 2015¹⁾

U 2015. na barem jednom privatnom višednevnom putovanju bilo je 1,6 milijuna ili 42,9% stanovništva Hrvatske u dobi od 15 i više godina. Ukupno je ostvareno 5,7 milijuna privatnih putovanja, od čega je 3,6 milijuna (63,5%) bilo u Hrvatskoj, a 2,1 milijun (36,5%) u inozemstvo. U inozemstvo se najviše putovalo u Italiju (19,7% putovanja), Bosnu i Hercegovinu (18,3%), Austriju (10,2%), Njemačku (9,9%) i Sloveniju (7,5%). S obzirom na duljinu boravka na putovanju 2,8 milijuna putovanja (49,2%) bila su kraća, a 2,9 milijuna (50,8%) dulja.

Najčešći motivi odlaska na privatno višednevno putovanje jesu posjet rodbini i prijateljima (1,9 milijuna putovanja ili 33,0%), odmor na moru (1,6 milijuna putovanja ili 29,2%) te odmor u gradu (471 tisuća putovanja ili 8,3%).

Na privatnim višednevnim putovanjima stanovništvo Hrvatske ostvarilo je ukupno 37,6 milijuna noćenja, od čega je 22,2 milijuna noćenja (59,0%) ostvareno u Hrvatskoj, a 15,4 milijuna (41,0%) na putovanjima u inozemstvo. Na jednom putovanju ostvareno je prosječno 6,6 noćenja. Na putovanjima u Hrvatskoj ostvareno je prosječno 6,2 noćenja, a 7,5 noćenja na putovanjima u inozemstvo. S obzirom na duljinu boravka na putovanju, 5,6 milijuna noćenja (15,0%) ostvareno je na kraćim, a 32,0 milijuna (85,0%) na duljim putovanjima. Prema vrsti smještaja najviše noćenja ostvareno je u neplaćenim smještajnim objektima kod rodbine i prijatelja (16,7 milijuna ili 44,4%).

Ukupni izdaci na privatnim višednevnim putovanjima iznosili su 12,6 milijardi kuna, od čega 5,1 milijardi kuna (40,4%) u Hrvatskoj, a 7,5 milijardi (59,6%) u inozemstvu. Prosječni troškovi po putovanju iznosili su 2 228 kuna. S obzirom na duljinu boravka na putovanju, 3,5 milijardi kuna (27,5%) potrošeno je na kraćim, a 9,1 milijarda kuna (72,5%) na duljim putovanjima. Na kraćim putovanjima, u prosjeku se izdvajalo 1 247 kuna, a na duljim 3 177 kune.

Na privatna višednevna putovanja u 2015. nije putovalo 2,1 milijun ili 57,1% stanovništva Hrvatske u dobi od 15 i više godina. Najčešći razlozi ne odlaska na privatna višednevna putovanja (mogućnost više odgovora) bili su: nedostatak financijskih sredstava (69,5%), zdravstveni razlozi (20,8%), nedostatak slobodnog vremena zbog obiteljskih obveza (18,2%) te nedostatak slobodnog vremena zbog poslovnih obveza (11,6%).

U 2015. na barem jednom poslovnom višednevnom putovanju bilo je 355 tisuća stanovnika ili 9,8% stanovništva Hrvatske u dobi od 15 i više godina. Ukupno je ostvareno 964 tisuće poslovnih putovanja, od čega je 452 tisuće putovanja (46,9%) bilo u Hrvatskoj, a 512 tisuća (53,1%) u inozemstvo. S obzirom na duljinu boravka na putovanju, 653 tisuće putovanja (67,7%) bilo je kraće, a 311 tisuća (32,3%) dulje.

U 2015. stanovništvo Hrvatske u dobi od 15 ili više godina ostvarilo je 9,8 milijuna jednodnevnih putovanja, od čega je 8,4 milijuna (86,2%) bilo privatnih, a 1,3 milijuna (13,8%) poslovnih.

In 2015, there were 1.6 million or 42.9% 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 5.7 million of private trips were realised, of which 3.6 million (63.5%) were realised in Croatia and 2.1 million (36.5%) were realised abroad. The most common international destinations were Italy (19.7% of the total number of trips), Bosnia and Herzegovina (18.3%), Austria (10.2%), Germany (9.9%) and Slovenia (7.5%). As regards the duration of the trip, 2.8 million (49.2%) of trips were short trips, while 2.9 million (50.8%) of trips were longer.

The most common reasons for going on a trip with overnight stays were visiting relatives and friends (1.9 million trips or 33.0%), seaside vacation (1.6 million trips or 29.2%) and city vacation (471 thousand trips or 8.3%).

The population of the Republic of Croatia realised a total of 37.6 million nights on trips with overnight stays, of which 22.2 million (59.0%) were realised in Croatia, while 15.4 million (41.0%) were realised abroad. An average of 6.6 nights were realised on a single trip. An average of 6.2 nights were realised on trips in Croatia, while for trips abroad the average amounted to 7.5 nights. As regards the duration of the trip, 5.6 million nights (15.0%) were realised on short trips, while 32.0 million nights (85.0%) 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 (16.7 million or 44.4%).

The total expenditure on private trips with overnight stays amounted to 12.6 billion kuna, of which 5.1 billion (40.4%) were spent in Croatia, while 7.5 billion (59.6%) were spent abroad. Average travel expenses amounted to 2 228 kuna. With regard to the duration of travel, 3.5 billion kuna (27.5%) were spent on short trips and 9.1 billion kuna (72.5%) were spent on longer trips. People spent an average of 1 247 kuna on short trips and 3 177 kuna on longer trips.

Out of the total population of the Republic of Croatia aged 15 and over, 2.1 million or 57.1% of them did not go on a private trip with overnight stays in 2015. The most common reasons for not going on private trips with overnight stays (multiple answers possible) were the lack of finances (69.5%), health reasons (20.8%), the lack of free time due to family obligations (18.2%) and the lack of free time due to business obligations (11.6%).

There were 355 thousand persons or 9.8% of the total population of the Republic of Croatia aged 15 and over in 2015 who went on at least one business/professional trip with overnight stays. A total of 964 thousand business/professional trips were realised, of which 452 thousand (46.9%) in the Republic of Croatia and 512 thousand (53.1%) abroad. Concerning the duration of the trip, 653 thousand trips (67.7%) were short trips, while 311 thousand trips (32.3%) were longer trips.

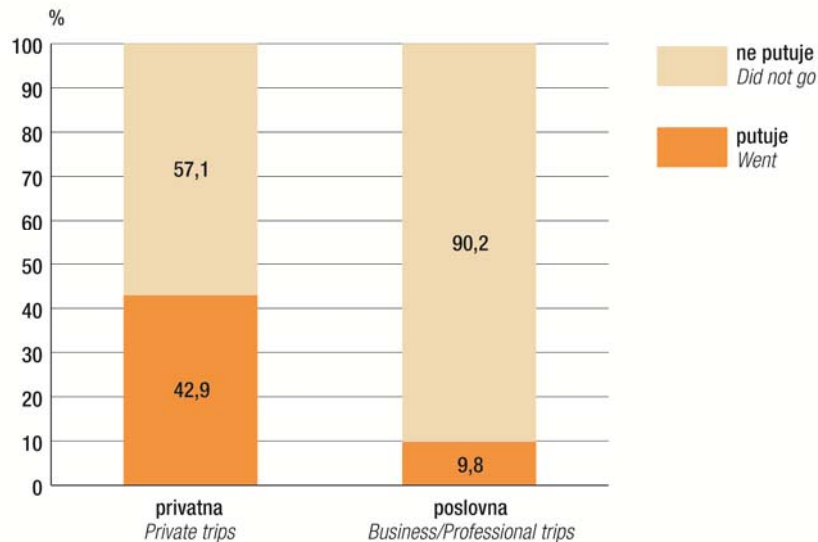
In 2015, the population of the Republic of Croatia aged 15 and over realised 9.8 million same-day visits, of which 8.4 million (86.2%) were for private and 1.3 million (13.8%) were for business/professional purposes.

1) Privremeni podaci.
1) Provisional data.

**1. BROJ STANOVNIKA REPUBLIKE HRVATSKE KOJI SU ODLAZILI NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2015.
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, 2015**

	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	1 559 333	1 038 738	220 556	300 039	799 160	1 084 727	<i>Total</i>
Muški	820 889	542 082	104 897	173 910	442 491	554 261	<i>Men</i>
Ženski	738 444	496 656	115 659	126 129	356 669	530 465	<i>Women</i>
Dob							<i>Age</i>
15 – 24	339 392	224 062	38 867	76 463	165 287	259 599	<i>15 – 24</i>
25 – 34	243 632	150 237	37 826	55 569	139 211	159 270	<i>25 – 34</i>
35 – 44	317 262	217 370	36 526	63 366	160 841	220 983	<i>35 – 44</i>
45 – 54	293 881	207 775	37 052	49 054	162 011	199 644	<i>45 – 54</i>
55 – 64	213 128	137 860	43 636	31 632	103 284	133 320	<i>55 – 64</i>
65 i više	152 039	101 434	26 650	23 954	68 526	111 909	<i>65 and over</i>

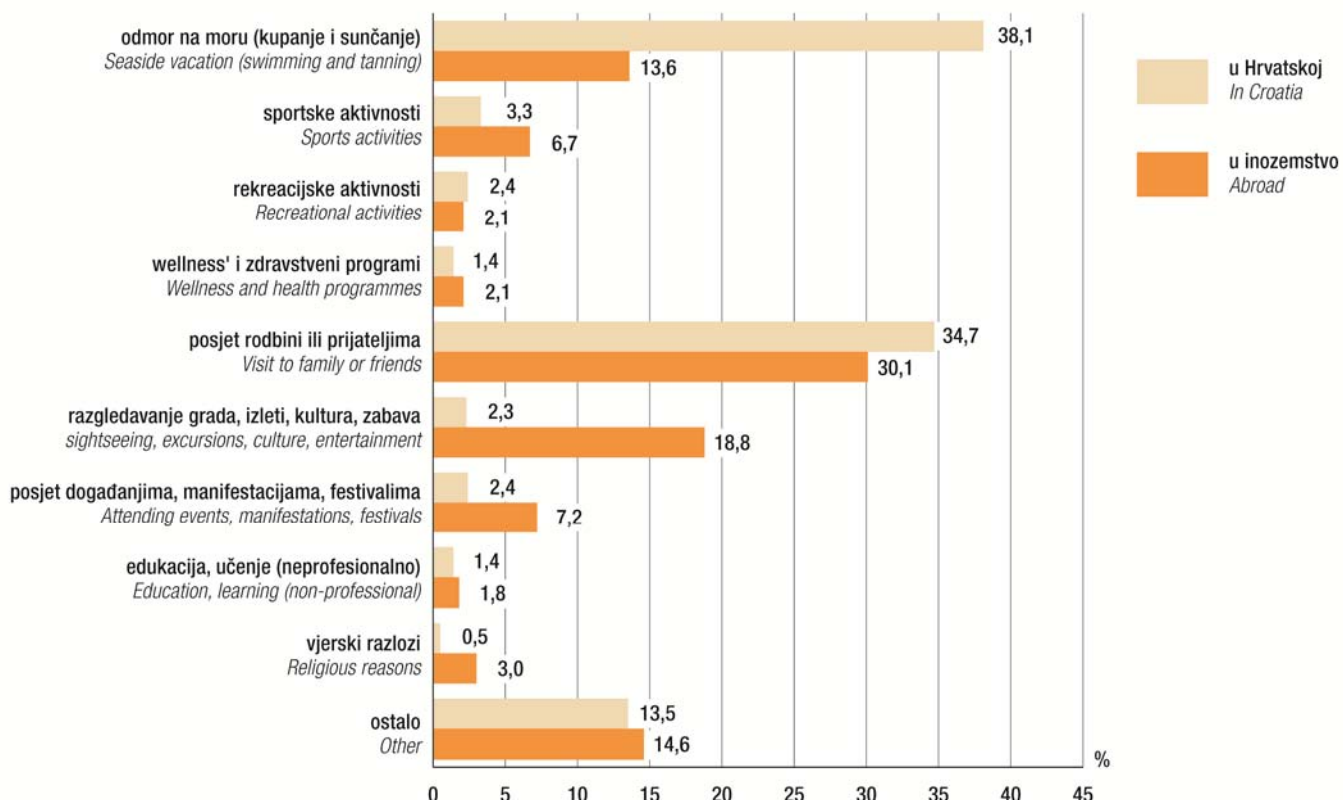
**G-1. UDIO STANOVNIŠTVA KOJE JE ODLAZILO NA VIŠEDNEVNA PUTOVANJA U 2015.
SHARE OF POPULATION WHO WENT ON TRIPS WITH OVERNIGHT STAYS, 2015**



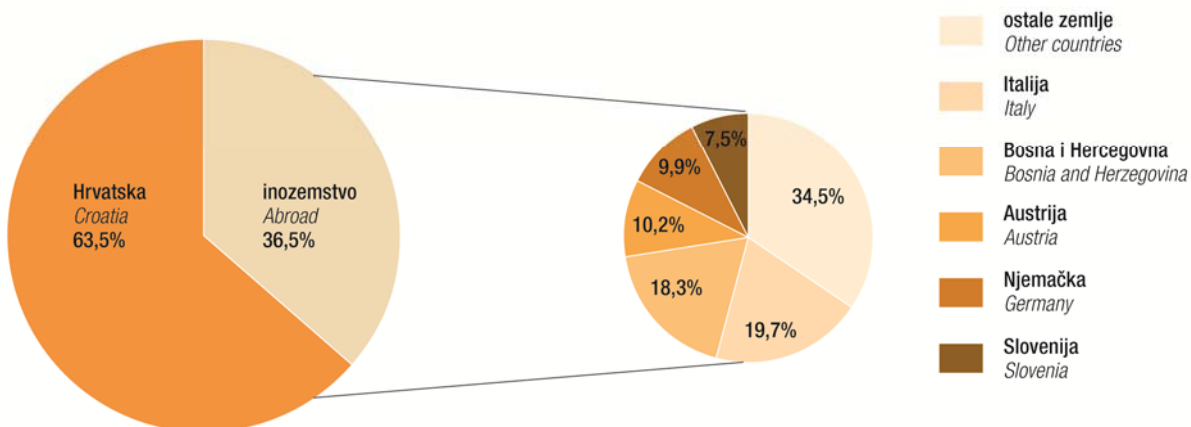
2. PRIVATNA I POSLOVNA VIŠEDNEVNA PUTOVANJA U 2015.
PRIVATE AND BUSINESS/PROFESSIONAL TRIPS WITH OVERNIGHT STAYS, 2015

	Broj putovanja Number of trips		Broj noćenja Number of nights		Ukupni izdaci Total expenditures		Prosječan broj noćenja po putovanju Average number of nights per trip	Prosječni izdaci po putovanju, kn Average expenditures per trip, kuna	Prosječni dnevni izdaci, kn Average expenditures per day, kuna	
	tis. '000	indeksi Indices 2015. 2014.	tis. '000	indeksi Indices 2015. 2014.	mil. kn Mln kuna	indeksi Indices 2015. 2014.				
Ukupno	6 617	81,0	42 224	88,1	17 798	122,8	6,4	2 690	422	Total
Privatna	5 653	85,0	37 593	100,5	12 599	127,8	6,6	2 228	335	Private
U Hrvatskoj	3 588	77,6	22 163	90,2	5 086	120,1	6,2	1 418	229	In Croatia
1 – 3 noćenja	1 859	64,9	3 645	68,4	1 486	82,6	2,0	800	408	1 – 3 nights
4 i više noćenja	1 729	98,2	18 518	96,3	3 599	147,7	10,7	2 082	194	4 and more nights
U inozemstvo	2 066	101,9	15 430	119,9	7 513	133,6	7,5	3 637	487	Abroad
1 – 3 noćenja	920	89,6	1 994	98,2	1 978	134,1	2,2	2 150	992	1 – 3 nights
4 i više noćenja	1 146	114,7	13 436	124,0	5 535	133,5	11,7	4 830	412	4 and more nights
Poslovna	964	63,2	4 631	44,0	5 199	112,3	4,8	5 395	1 123	Business/Professional
U Hrvatskoj	452	57,4	2 051	58,9	1 090	99,7	4,5	2 411	531	In Croatia
U inozemstvo	512	69,4	2 580	36,7	4 110	116,2	5,0	8 031	1 593	Abroad

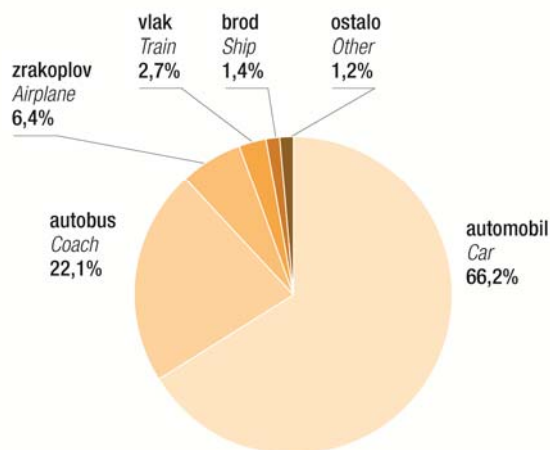
G-2. MOTIVI PRIVATNIH VIŠEDNEVNIH PUTOVANJA U 2015. PREMA GLAVNOM ODREDIŠTU PUTOVANJA
MOTIVES FOR PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN TRIP DESTINATION, 2015



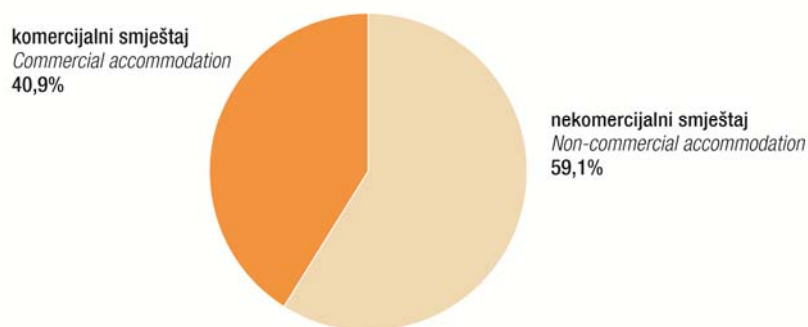
G-3. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA ZEMLJI ODREDIŠTA U 2015.
PRIVATE TRIPS WITH OVERNIGHT STAYS, BY COUNTRY OF DESTINATION, 2015



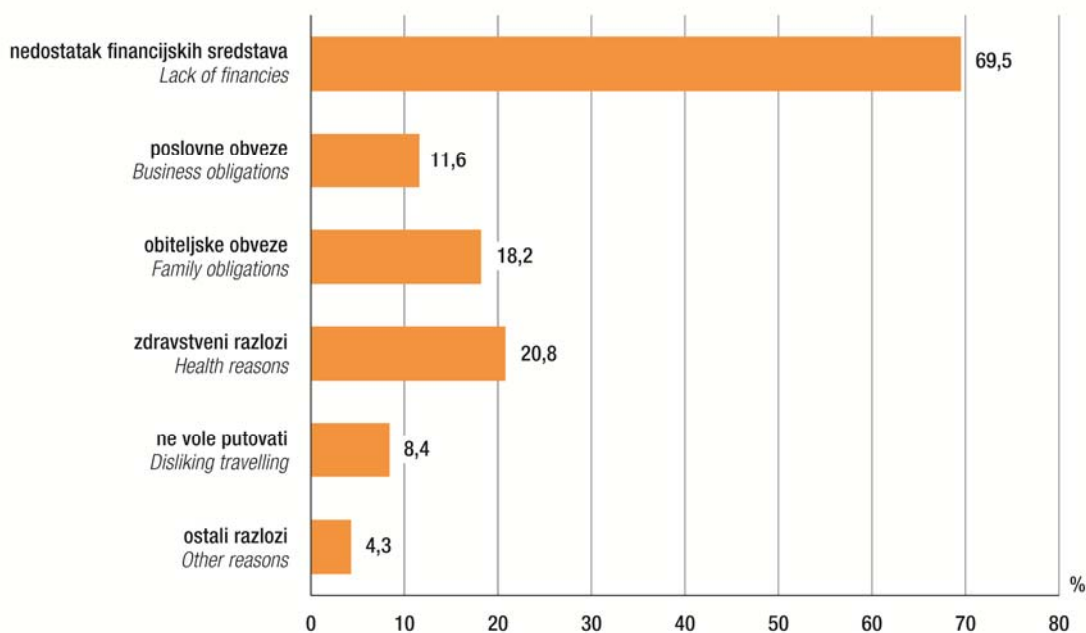
G-4. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA GLAVNOM PRIJEVOZNOM SREDSTVU U 2015.
PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN TRANSPORTATION MEAN, 2015



G-5. NOĆENJA NA PRIVATNIM VIŠEDNEVNIM PUTOVANJIMA PREMA VRSTI SMJEŠTAJA U 2015.
NIGHTS ON PRIVATE TRIPS WITH OVERNIGHT STAYS, BY TYPE OF ACCOMMODATION, 2015



G-6. GLAVNI RAZLOZI NEODLASKA NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2015.¹⁾
MAIN REASONS FOR NOT GOING ON PRIVATE TRIPS WITH OVERNIGHT STAYS, 2015¹⁾



1) Mogućnost više odgovora
 1) Multiple answers possible

3. PRIVATNA I POSLOVNA JEDNODNEVNA PUTOVANJA U 2015.
PRIVATE AND BUSINESS/PROFESSIONAL SAME-DAY VISITS, 2015

	Broj putovanja <i>Number of visits</i>		Ukupni izdaci <i>Total expenditures</i>		Prosječni izdaci po putovanju, kn <i>Average expenditures per visit, kuna</i>	
	tis. '000	indeksi <i>Indices</i> 2015. 2014.	mil. kn <i>Mln kuna</i>	indeksi <i>Indices</i> 2015. 2014.		
Ukupno	9 762	75,2	4 013	73,2	411	<i>Total</i>
Privatna	8 419	74,4	3 260	68,7	387	<i>Private</i>
U Hrvatskoj	6 969	72,1	2 113	57,4	303	<i>In Croatia</i>
U inozemstvo	1 449	87,8	1 147	108,2	792	<i>Abroad</i>
Poslovna	1 344	81,0	753	101,8	560	<i>Business/Professional</i>
U Hrvatskoj	1 153	80,3	532	89,0	461	<i>In Croatia</i>
U inozemstvo	191	85,3	221	155,6	1 159	<i>Abroad</i>

4. KOEFICIJENT VARIJACIJE I INTERVAL POUZDANOSTI U 2015.
COEFFICIENT OF VARIATION AND RELIABILITY INTERVAL, 2015

	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	1 559 333	2,36	1 487 267	1 631 399	<i>Number of persons on private trips</i>
samo u Hrvatskoj	1 038 738	2,87	980 174	1 097 303	<i>Only in Croatia</i>
samo u inozemstvo	220 556	6,92	190 459	250 653	<i>Only abroad</i>
i u Hrvatsku i u inozemstvo	300 039	5,11	269 900	330 177	<i>In Croatia and abroad</i>
na putovanjima s 1 – 3 noćenja	799 160	2,99	752 226	846 094	<i>With 1 – 3 nights</i>
na putovanjima s 4 i više noćenja	1 084 727	2,96	1 021 665	1 147 789	<i>With 4 and more nights</i>
Broj osoba na poslovnim putovanjima	355 059	3,71	329 172	380 947	<i>Number of persons on business/professional trips</i>

METODOLOŠKA OBJAŠNJENJA

Svrha statističkog istraživanja

Svrha statističkog istraživanja Turistička aktivnost stanovništva Republike Hrvatske u 2015. 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.

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 2015. godinu (NN, br. 21/15.) 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 je imenik fiksnih i mobilnih telefonskih linija u Republici Hrvatskoj. U istraživanju se koristio stratificirani slučajni uzorak, stratificiran s obzirom na županiju i vrstu telefonske linije (fiksna ili mobilna). Ciljana populacija u istraživanju su stanovnici Republike Hrvatske u dobi od 15 i više godina koji žive u privatnim kućanstvima. Nije uključeno stanovništvo koje živi u institucijama (staračkim domovima, zatvorima i slično), državljani Republike Hrvatske koji žive u inozemstvu i strani državljani koji žive u Hrvatskoj. Ako se u uzorku radilo o fiksnoj telefonskoj liniji, ispitanik se u pripadajućem slučajno izabranom kućanstvu biraio metodom rođendanskog ključa.

Izvori i metode prikupljanja podataka

Podaci o turističkoj aktivnosti stanovništva Hrvatske u 2015. prikupljeni su putem telefonskog intervjua uz podršku računala (CATI metoda) na reprezentativnom uzorku od ukupno 21 000 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 2015. i obuhvatio je turističku aktivnost stanovništva Hrvatske od siječnja do ožujka 2015. Drugi val proveden je u srpnju 2015. i obuhvatio je turističku aktivnost stanovništva Hrvatske od travnja do lipnja 2015. Treći val proveden je u listopadu 2015. obuhvaćajući turističku aktivnost stanovništva Hrvatske od srpnja do rujna 2015. Četvrti val proveden je u siječnju i veljači 2016. obuhvaćajući turističku aktivnost stanovništva Hrvatske od listopada do prosinca 2015. i u cijelosti 2015.

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 2015 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.

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 2015 (NN, No. 21/15) 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 is a directory of fixed and mobile telephone lines in the Republic of Croatia. A random sample stratified according to the county and type of telephone line (fixed or mobile) was used in the survey. The target population for a survey are citizens of the Republic of Croatia aged 15 and over who live in private households, excluding population living in institutional households (homes for the elderly, prisons and the like), citizens of the Republic of Croatia living abroad and foreign citizens living in Croatia. In case of a fixed telephone line, a surveyed person was selected from a chosen household according to the birthday key method.

Sources and methods of data collection

The data on tourist activity of the Croatian population in 2015 were gathered through telephone interviews with computer support (CATI method) on a representative sample of a total of 21 000 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 2015 and included the tourist activity of the population of the Republic of Croatia in the period from January to March 2015. The second round was carried out in July 2015 and included the tourist activity of the population of the Republic of Croatia in the period from April to June 2015. The third round was carried out in October 2015 and included the tourist activity of the population of the Republic of Croatia in the period from July to September 2015. The fourth round was carried out in January and February 2016 and included the tourist activity of the population of the Republic of Croatia in the period from October to December 2015 and in whole 2015.

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 putovanje, struktura izdataka na višednevnim putovanjima.

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

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 7 000 ispitanika anketiranih u posljednjem (četvrtom) valu anketiranja u kojem su obuhvaćena i putovanja tijekom cijele 2015.

Neodgovor

Stopa odbijanja je 50,9% svih prihvatljivih jedinica.

Najviše neodgovora prisutno je na pitanjima o izdacima za putovanje. Ovaj problem neodgovora ublažen je sekvencijalnom hot-deck metodom imputacije.

Stope imputacije: izdaci za prijevoz 20,4%, izdaci za smještaj 21,4%, izdaci za hranu i piće u ugostiteljskim objektima 15,0%, ostali izdaci 16,6%.

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.

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.

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).

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 7 000 surveyed persons who were surveyed in the last (fourth) survey wave in which the trips throughout the whole 2015 year were included.

Non-response rate

The non-response rate was 50.9% of all eligible units.

The highest non-response rate was recorded for questions regarding trip expenditures. This non-response problem was mitigated by applying a sequential hot-deck imputation method.

Imputation rates: transportation expenditures 20.4%, accommodation expenditures 21.4%, expenditures for food and drink in hotel and restaurant establishments 15.0%, other expenditures 16.6%.

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.*

Prema kriteriju trajanja, putovanja mogu biti jednodnevna i višednevna.

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.

Kratice

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

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

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.

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

Objavljuje i tiska Državni zavod za statistiku Republike Hrvatske, Zagreb, Ilica 3, p. p. 80.
Published and printed by the Croatian Bureau of Statistics, Zagreb, Ilica 3, P. O. B. 80
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Naklada: 25 primjeraka
25 copies printed

Podaci iz ovog priopćenja objavljuju se i na internetu.
First Release data are also published on the Internet.

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