

TURISTIČKA AKTIVNOST STANOVNIŠTVA REPUBLIKE HRVATSKE U 2019. TOURIST ACTIVITY OF POPULATION OF REPUBLIC OF CROATIA, 2019

Na privatna višednevna putovanja odlazilo je 54% stanovništva Hrvatske u dobi od 15 i više godina

U 2019. na barem jednome privatnome višednevnom putovanju bilo je 1,9 milijuna osoba ili 54,0% stanovništva Hrvatske u dobi od 15 i više godina, što je 11,1% više nego u 2018.

U 2019. godini 5,1 milijun privatnih višednevnih putovanja, što je za 18,3% više nego u 2018.

Ukupno je ostvaren 5,1 milijun privatnih višednevnih putovanja, od toga 3,3 milijuna (64,4%) u Hrvatskoj, a 1,8 milijuna (35,6%) u inozemstvu. U inozemstvo se najviše putovalo u Bosnu i Hercegovinu (22,4%), Njemačku (12,6%), Italiju (10,2%), Austriju (8,7%), Sloveniju (8,6%) i Srbiju (8,2%).

U srpnju i kolovozu 2019. ostvareno je 1,5 milijuna privatnih višednevnih putovanja ili 29,7% od ukupno ostvarenih privatnih višednevnih putovanja u 2019. Najviše privatnih višednevnih putovanja u Hrvatskoj bilo je u srpnju 2019. (577 tisuća putovanja, što je 17,5% od ukupnih privatnih višednevnih putovanja u Hrvatskoj) i kolovozu (679 tisuća putovanja ili 20,6% od ukupno privatnih višednevnih putovanja u Hrvatskoj), dok je u inozemstvu najviše putovanja bilo u listopadu 2019. (187 tisuća putovanja, što je 10,2% od ukupnih privatnih višednevnih putovanja u inozemstvu) i prosincu (213 tisuća putovanja, što je 11,7% od ukupno ostvarenih privatnih višednevnih putovanja u inozemstvu).

Najčešći razlozi za odlazak na privatno višednevno putovanje bili su posjeti rodbini i prijateljima (1,7 milijuna putovanja ili 32,7% od ukupno ostvarenih privatnih višednevnih putovanja) i odmor na moru (1,5 milijuna putovanja ili 30,2% od ukupno ostvarenih privatnih višednevnih putovanja).

Najviše noćenja ostvareno u nekomercijalnom smještaju

Na privatnim višednevnim putovanjima stanovništvo Hrvatske u dobi od 15 i više godina ostvarilo je ukupno 28,2 milijuna noćenja, od toga 19,0 milijuna noćenja (67,3%) na putovanjima u Hrvatskoj, a 9,2 milijuna (32,7%) na putovanjima u inozemstvu. Na jednome privatnome višednevnom putovanju ostvareno je prosječno 5,5 noćenja. Na putovanjima u Hrvatskoj ostvareno je prosječno 5,8 noćenja, a 5,1 noćenje ostvareno je na putovanjima u inozemstvu.

Prema vrsti smještaja, najviše noćenja ostvareno je u nekomercijalnim smještajnim objektima (18,4 milijuna noćenja ili 65,3%), od toga u smještajnim objektima kod rodbine i prijatelja 11,1 milijun noćenja, a u vlastitim kućama i stanovima za odmor (vikendicama) 6,9 milijuna noćenja.

Prosječni izdaci po putovanju u Hrvatskoj iznosili su 1 300 kuna, a u inozemstvu 2 700 kuna

Ukupni izdaci na privatnim višednevnim putovanjima iznosili su 9,3 milijarde kuna, od toga 4,3 milijarde kuna (46,6%) u Hrvatskoj, a 5,0 milijardi (53,4%) u inozemstvu. Prosječni izdaci po privatnome višednevnom putovanju iznosili su 1 814 kuna, pri čemu su prosječni izdaci po privatnom putovanju u Hrvatskoj iznosili 1 314 kuna, a u inozemstvu 2 716 kuna.

54% of the population of the Republic of Croatia aged 15 and over went on private trips with overnight stays

In 2019, a total of 1.9 million persons or 54.0% of the population of the Republic of Croatia aged 15 and over went on at least one private trip with overnight stays, which was an increase of 11.1% compared to 2018.

In 2019, there were 5.1 million private trips with overnight stays, which was 18.3% more than in 2018

A total of 5.1 million private trips with overnight stays were realised, of which 3.3 million (64.4%) were realised in Croatia and 1.8 million (35.6%) abroad. The most common international destinations were Bosnia and Herzegovina (22.4%), Germany (12.6%), Italy (10.2%), Austria (8.7%), Slovenia (8.6%) and Serbia (8.2%).

In July and August 2019, a total of 1.5 million private trips with overnight stays were realised, or 29.7% of total realised private trips with overnight stays in 2019. The largest number of private trips with overnight stays in Croatia were realised in July 2019 (577 thousand trips or 17.5% of total private trips with overnight stays in Croatia) and in August (679 thousand trips or 20.6% of total private trips with overnight stays in Croatia), while the largest number of trips abroad were realised in October 2019 (187 thousand trips or 10.2% of total private trips with overnight stays abroad) and in December (213 thousand trips or 11.7% of total realised private trips with overnight stays abroad).

The most common reasons for going on a private trip with overnight stays were visiting relatives and friends (1.7 million trips or 32.7% of the total realised private trips with overnight stays) and seaside vacation (1.5 million trips or 30.2% of the total realised private trips with overnight stays).

The largest number of nights was realised in non-commercial accommodation establishments

The population of the Republic of Croatia aged 15 and over realised a total of 28.2 million nights on private trips with overnight stays, of which 19.0 million (67.3%) were realised in Croatia, while 9.2 million (32.7%) were realised abroad. An average of 5.5 nights were realised on a single private trip with overnight stays. An average of 5.8 nights were realised on trips in Croatia, while for trips abroad the average amounted to 5.1 nights.

By type of accommodation, the largest number of nights was realised in non-commercial accommodation establishments (18.4 million nights or 65.3%), of which 11.1 million nights were realised in accommodation establishments owned by relatives and friends and 6.9 million nights were realised in own vacation dwellings.

Average expenditure per trip amounted to 1 300 kuna for trips in Croatia and 2 700 kuna for trips abroad

The total expenditure on private trips with overnight stays amounted to 9.3 billion kuna, of which 4.3 billion (46.6%) were spent in Croatia, while 5.0 billion (53.4%) were spent abroad. Average travel expenditure per private trip with overnight stays amounted to 1 814 kuna, with average travel expenditure per private trip in Croatia amounting to 1 314 kuna and per private trip abroad to 2 716 kuna.

U 2019. nije putovalo 46% stanovništva Hrvatske, najčešće iz financijskih razloga

Na privatna višednevna putovanja u 2019. nije putovalo 1,6 milijuna ili 46,0% stanovništva Hrvatske u dobi od 15 i više godina. Najčešći razlozi neodlaska na privatna višednevna putovanja (mogućnost više odgovora) bili su nedostatak financijskih sredstava (44,1%) i zdravstveni razlozi (32,5%).

U 2019. poslovno se više putovalo u inozemstvo

U 2019. na barem jednome poslovnome višednevnom putovanju bilo je 320 tisuća osoba ili 9,2% stanovništva Hrvatske u dobi od 15 i više godina. Ukupno je ostvareno 837 tisuća poslovnih putovanja, od toga je 409 tisuća putovanja (48,9%) bilo ostvareno u Hrvatskoj, a 429 tisuća (51,1%) u inozemstvo. Najviše poslovnih višednevnih putovanja u inozemstvu bilo je u Njemačkoj.

Ostvareno 8,0 milijuna jednodnevnih putovanja

Stanovništvo Hrvatske u dobi od 15 i više godina u 2019. ostvarilo je 8,0 milijuna jednodnevnih putovanja, od toga je 7,1 milijun (89,4%) bio privatnih, a 845 tisuća (10,6%) poslovnih.

Ukupni izdaci na privatnim jednodnevnim putovanjima iznosili su 2,7 milijardi kuna (2,1 milijarda na putovanjima u Hrvatskoj i 637 milijuna na putovanjima u inozemstvo). Prosječni izdaci po privatnome jednodnevnom putovanju iznosili su 383 kune, pri čemu su prosječni izdaci po privatnome jednodnevnom putovanju u Hrvatskoj iznosili 348 kuna, a u inozemstvu 578 kuna.

A total of 46% of the population of the Republic of Croatia did not go on a trip in 2019, usually due to financial reasons

Out of the total population of the Republic of Croatia aged 15 and over, 1.6 million or 46.0% of them did not go on a private trip with overnight stays in 2019. The most common reasons for not going on private trips with overnight stays (multiple answers possible) were the lack of finances (44.1%) and health reasons (32.5%).

More business/professional trips realised abroad in 2019

A total of 320 thousand persons or 9.2% of the total population of the Republic of Croatia aged 15 and over went on at least one business/professional trip with overnight stays in 2019. A total of 837 thousand business/professional trips were realised, of which 409 thousand (48.9%) were realised in the Republic of Croatia and 429 thousand (51.1%) abroad. The most common international destination for business trips with overnight stays was Germany.

8.0 million same-day visits were realised

In 2019, the population of the Republic of Croatia aged 15 and over realised 8.0 million same-day visits, out of which 7.1 million (89.4%) were for private and 845 thousand (10.6%) for business/professional purposes.

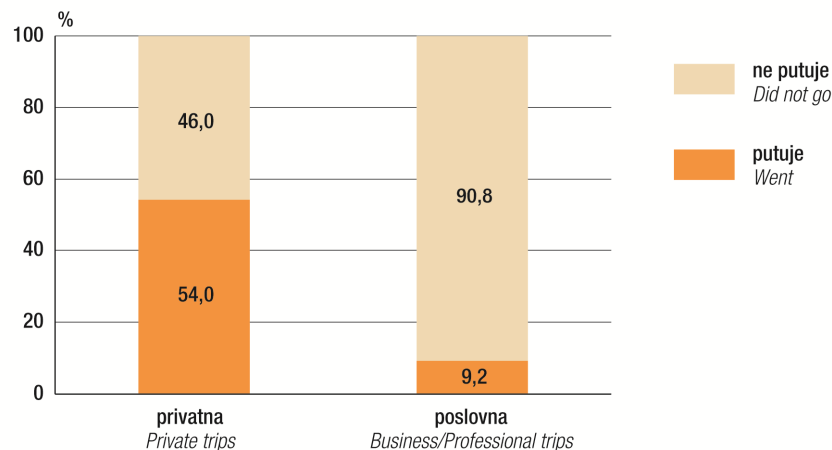
The total expenditure on private same-day visits amounted to 2.7 billion kuna (2.1 billion on same-day visits in Croatia and 637 million on same-day visits abroad). Average travel expenditure per private same-day visit amounted to 383 kuna, with average travel expenditure per private same-day visit in Croatia amounting to 348 kuna and per private same-day visit abroad to 578 kuna.

1. BROJ STANOVNIKA REPUBLIKE HRVATSKE KOJI SU ODLAZILI NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2019. 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, 2019

| | Ukupno Total | Broj osoba na privatnim višednevnim putovanjima Number of persons on private trips with overnight stays | | | | | Total |
|-----------|-----------------|--|----------------------------------|---|--|---|-------------|
| | | prema odredištu putovanja By trip destination | | | prema duljini boravka By duration of stay | | |
| | | samo u Hrvatskoj Only in Croatia | samo u inozemstvo Only abroad | u Hrvatskoj i inozemstvo In Croatia and abroad | barem na jednom putovanju s 1 – 3 noćenja On one trip at least with 1 – 3 nights | barem na jednom putovanju s 4 i više noćenja On one trip at least with 4 and more nights | |
| Ukupno | 1 875 589 | 1 048 876 | 350 139 | 476 573 | 1 035 265 | 1 362 663 | Total |
| Muškarci | 923 826 | 511 694 | 178 825 | 233 306 | 541 353 | 660 928 | Men |
| Žene | 951 763 | 537 182 | 171 314 | 243 267 | 493 912 | 701 735 | Women |
| Dob | | | | | | | Age |
| 15 – 24 | 359 561 | 189 915 | (83 358) | (86 288) | 165 495 | 276 324 | 15 – 24 |
| 25 – 34 | 288 342 | 137 405 | (46 546) | 104 391 | 178 626 | 214 875 | 25 – 34 |
| 35 – 44 | 395 737 | 235 134 | (56 181) | 104 422 | 229 660 | 290 698 | 35 – 44 |
| 45 – 54 | 321 130 | 181 180 | (55 806) | 84 144 | 185 545 | 232 097 | 45 – 54 |
| 55 – 64 | 268 266 | 151 270 | 62 055 | 54 941 | 155 316 | 178 518 | 55 – 64 |
| 65 i više | 242 553 | 153 972 | 46 194 | 42 387 | 120 623 | 170 153 | 65 and over |

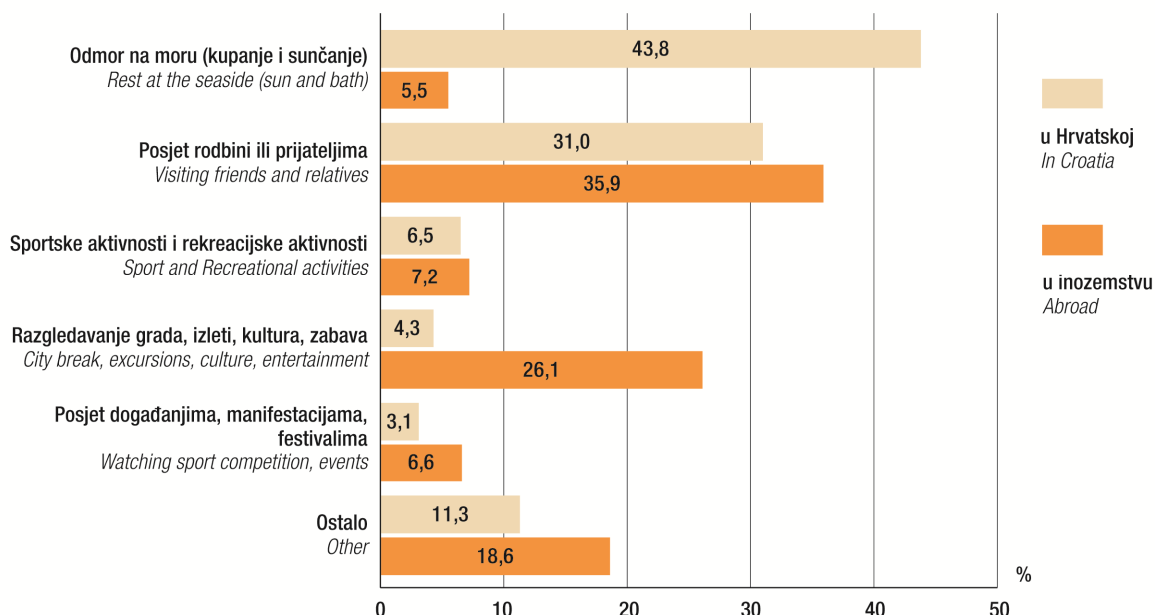
G-1. UDIO STANOVNIŠTVA KOJE JE ODLAZILO NA VIŠEDNEVNA PUTOVANJA U 2019.
SHARE OF POPULATION WHO WENT ON TRIPS WITH OVERNIGHT STAYS, 2019



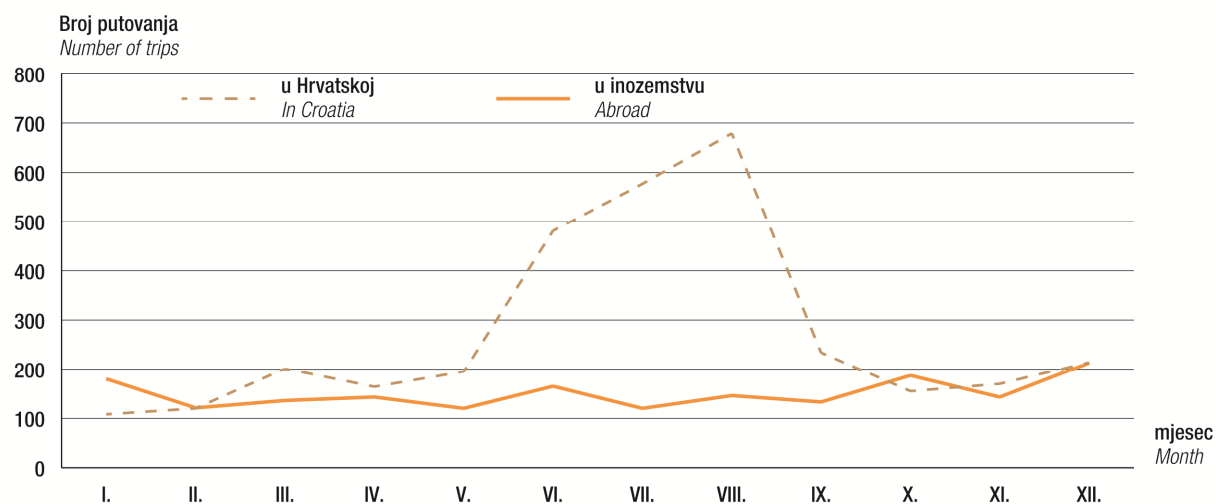
2. PRIVATNA I POSLOVNA VIŠEDNEVNA PUTOVANJA U 2019.
PRIVATE AND BUSINESS/PROFESSIONAL TRIPS WITH OVERNIGHT STAYS, 2019

| | 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 2019. 2018. | tis. '000 | indeksi Indices 2019. 2018. | mil. kn Mln kuna | indeksi Indices 2019. 2018. | | | | |
| Ukupno | 5 963 | 113,5 | 31 876 | 109,1 | 12 356 | 100,2 | 5,3 | 2 072 | 388 | Total |
| Privatna | 5 126 | 118,3 | 28 229 | 114,1 | 9 296 | 107,3 | 5,5 | 1 814 | 329 | Private |
| U Hrvatskoj | 3 330 | 119,0 | 19 007 | 118,2 | 4 336 | 112,0 | 5,8 | 1 314 | 228 | In Croatia |
| 1 – 3 noćenja | 1 753 | 126,9 | 3 311 | 118,0 | 1 512 | 123,6 | 1,9 | 862 | 457 | 1 – 3 nights |
| 4 i više noćenja | 1 547 | 111,2 | 15 696 | 118,2 | 2 824 | 106,7 | 10,1 | 1 826 | 180 | 4 and more nights |
| U inozemstvo | 1 826 | 117,2 | 9 222 | 106,6 | 4 960 | 103,5 | 5,1 | 2 716 | 538 | Abroad |
| 1 – 3 noćenja | 996 | 122,9 | 2 002 | 117,8 | 1 720 | 120,4 | 2,0 | 1 728 | 859 | 1 – 3 nights |
| 4 i više noćenja | 830 | 110,9 | 7 220 | 103,8 | 3 240 | 96,3 | 8,7 | 3 901 | 449 | 4 and more nights |
| Poslovna | 837 | 90,7 | (3 647) | (81,6) | 3 060 | 83,4 | (4,4) | 3 655 | (839) | Business/Professional |
| U Hrvatskoj | 409 | 96,3 | (1 705) | (113,9) | (916) | (104,8) | (4,2) | (2 243) | (537) | In Croatia |
| U inozemstvo | 429 | 85,9 | (1 942) | (65,4) | 2 144 | 76,7 | (4,5) | 5 000 | (1 104) | Abroad |

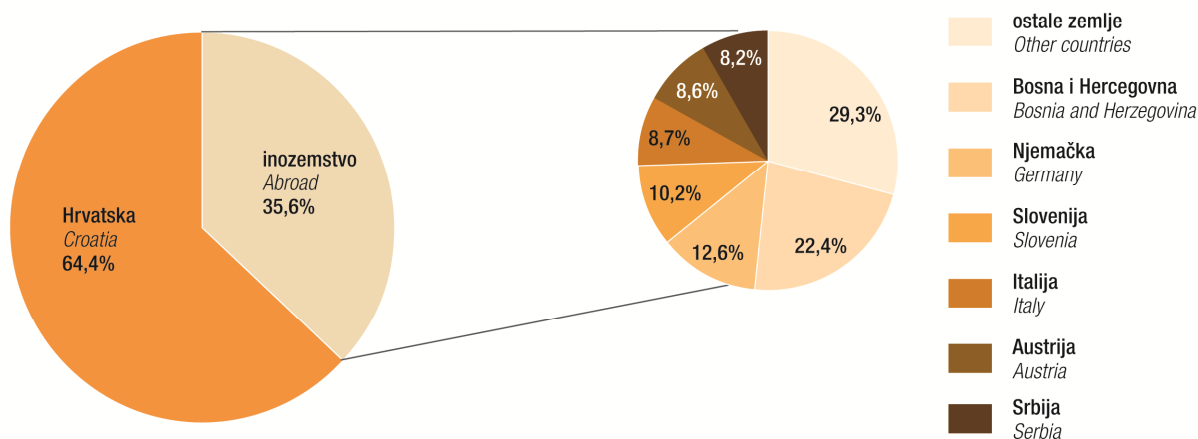
G-2. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA GLAVNOM RAZLOGU I GLAVNOM ODREDIŠTU PUTOVANJA U 2019.
PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN REASON AND MAIN DESTINATION, 2019



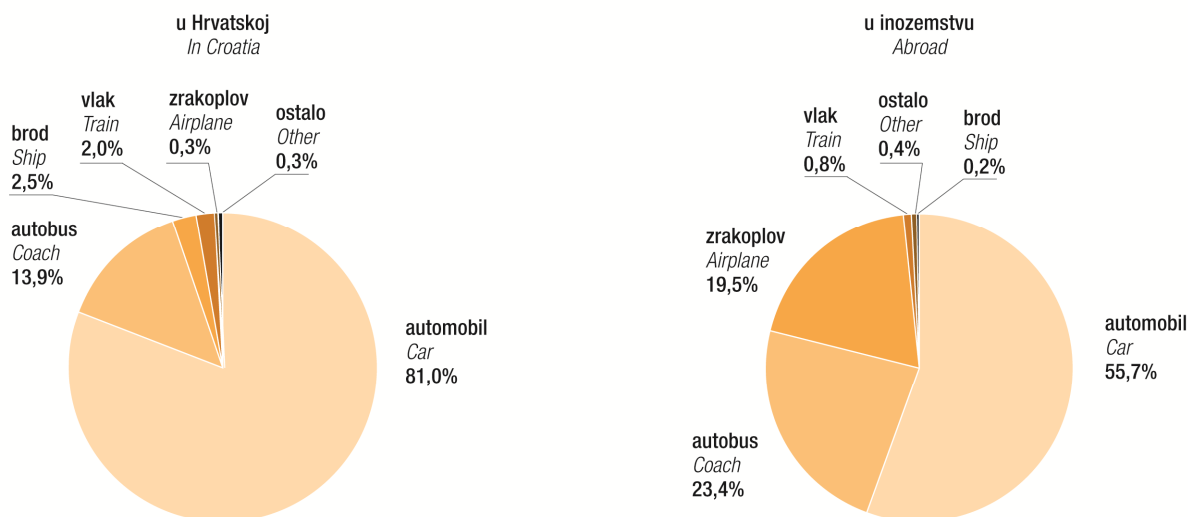
G-3. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA MJESECU ODLASKA NA PUTOVANJE U 2019.
PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MONTHS OF TRIP DEPARTURE 2019



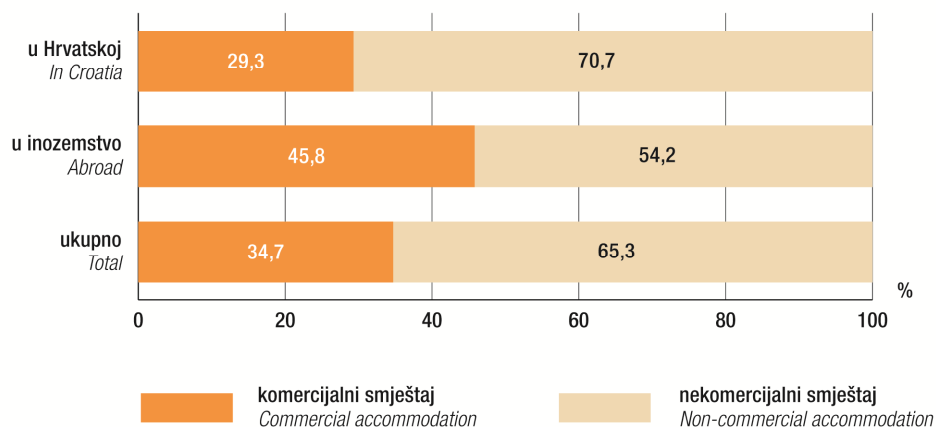
G-4. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA ZEMLJI ODREDIŠTA U 2019.
 PRIVATE TRIPS WITH OVERNIGHT STAYS, BY COUNTRY OF DESTINATION, 2019



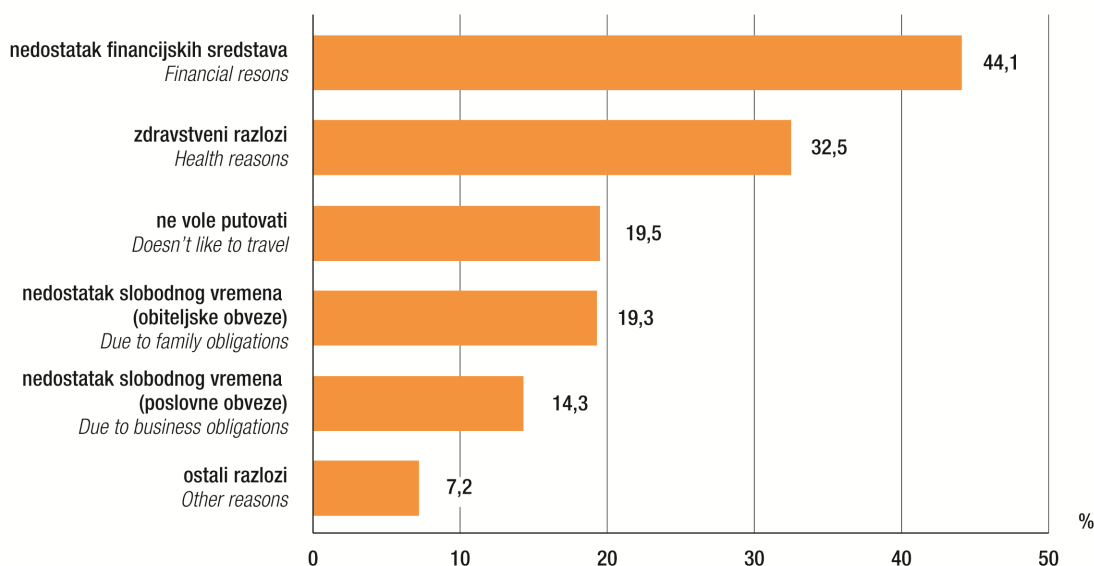
G-5. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA GLAVNOM PRIJEVOZNOM SREDSTVU U 2019.
 PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN TRANSPORTATION MEAN, 2019



G-6. NOĆENJA NA PRIVATNIM VIŠEDNEVNIM PUTOVANJIMA PREMA VRSTI SMJEŠTAJA I GLAVNOM ODREDIŠTU PUTOVANJA U 2019.
 NIGHTS ON PRIVATE TRIPS WITH OVERNIGHT STAYS, BY TYPE OF ACCOMMODATION AND MAIN DESTINATION, 2019



G-7. GLAVNI RAZLOZI NEODLASKA NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2019.¹⁾
MAIN REASONS FOR NOT GOING ON PRIVATE TRIPS WITH OVERNIGHT STAYS, 2019¹⁾



1) Mogućnost više odgovora
 1) Multiple answers possible.

3. PRIVATNA I POSLOVNA JEDNODNEVNA PUTOVANJA U 2019.
PRIVATE AND BUSINESS/PROFESSIONAL SAME-DAY VISITS, 2019

| | 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> 2019. 2018. | mil. kn <i>Mln kuna</i> | indeksi <i>Indices</i> 2019. 2018. | | |
| Ukupno | 7 983 | 135,5 | 3 294 | 131,9 | 413 | <i>Total</i> |
| Privatna | 7 137 | 146,9 | 2 736 | 136,1 | 383 | <i>Private</i> |
| U Hrvatskoj | 6 035 | 149,5 | 2 099 | 141,9 | 348 | <i>In Croatia</i> |
| U inozemstvo | 1 102 | 134,1 | 637 | 120,0 | 578 | <i>Abroad</i> |
| Poslovna | 845 | 81,9 | 559 | 114,5 | 661 | <i>Business/Professional</i> |
| U Hrvatskoj | 702 | 75,3 | 382 | 98,9 | 545 | <i>In Croatia</i> |
| U inozemstvo | (143) | (143,8) | (176) | (174,7) | (1 230) | <i>Abroad</i> |

4. KOEFICIJENT VARIJACIJE I INTERVAL POUZDANOSTI U 2019.
COEFFICIENT OF VARIATION AND RELIABILITY INTERVAL, 2019

| | Procijenjena vrijednost <i>Estimated value</i> | Koeficijent 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 | 1 875 589 | 2,1 | 1 799 201 | 1 953 639 | <i>Number of persons on private trips</i> |
| Samo u Hrvatskoj | 1 048 876 | 2,7 | 993 113 | 1 104 639 | <i>Only in Croatia</i> |
| Samo u inozemstvo | 350 139 | 5,5 | 312 404 | 387 874 | <i>Only abroad</i> |
| U Hrvatskoj i inozemstvo | 476 573 | 3,7 | 441 686 | 511 461 | <i>In Croatia and abroad</i> |
| Na putovanjima s 1 – 3 noćenja | 1 035 265 | 2,7 | 981 295 | 1 089 235 | <i>With 1 – 3 nights</i> |
| Na putovanjima s 4 i više noćenja | 1 362 663 | 2,4 | 1 297 390 | 1 427 936 | <i>With 4 and more nights</i> |
| Broj osoba na poslovnim putovanjima | 319 553 | 4,4 | 291 724 | 347 382 | <i>Number of persons on business/professional trips</i> |

4. KOEFICIJENT VARIJACIJE I INTERVAL POUZDANOSTI U 2019.
COEFFICIENT OF VARIATION AND RELIABILITY INTERVAL, 2019

(nastavak)
(continued)

| | Procijenjena vrijednost Estimated value | Koefficient varijacije, % Coefficient of variation, % | 95%-tni interval pouzdanosti 95% reliability interval | | |
|---|--|--|--|--------------------------------|---|
| | | | donja granica Lower limit | gornja granica Higher limit | |
| Broj višednevnih putovanja Number of trips with overnight stays | | | | | |
| Privatna putovanja | 5 125 888 | 1,4 | 4 982 703 | 5 269 072 | Private trips |
| U Hrvatskoj | 3 299 735 | 1,8 | 3 182 607 | 3 416 863 | In Croatia |
| U inozemstvo | 1 826 153 | 2,3 | 1 743 663 | 1 908 643 | Abroad |
| Poslovna putovanja | 837 319 | 4,9 | 757 271 | 917 367 | Business/Professional trips |
| U Hrvatskoj | 408 541 | 7,0 | 352 078 | 465 005 | In Croatia |
| U inozemstvo | 428 778 | 6,5 | 374 076 | 483 479 | Abroad |
| Broj noćenja na višednevnim putovanjima Number of nights on trips with overnight stays | | | | | |
| Noćenja na privatnim putovanjima | 28 229 018 | 2,7 | 26 750 688 | 29 707 349 | Nights on private trips |
| U Hrvatskoj | 19 006 880 | 3,3 | 17 777 777 | 20 235 982 | In Croatia |
| U inozemstvo | 9 222 139 | 4,5 | 8 407 961 | 10 036 317 | Abroad |
| Noćenja na poslovnim putovanjima | 3 646 832 | 10,9 | 2 865 998 | 4 427 667 | Nights on business/professional trips |
| U Hrvatskoj | 1 705 161 | 18,6 | 1 078 877 | 2 331 446 | In Croatia |
| U inozemstvo | 1 941 671 | 12,0 | 1 482 765 | 2 400 577 | Abroad |
| Izdaci višednevnih putovanja, u kunama Expenditures on trips with overnight stays, kuna | | | | | |
| Izdaci na privatnim putovanjima | 9 296 266 992 | 2,6 | 8 822 982 571 | 9 769 551 413 | Expenditures on private trips |
| U Hrvatskoj | 4 336 199 096 | 3,0 | 4 079 434 449 | 4 592 963 744 | In Croatia |
| U inozemstvo | 4 960 067 895 | 3,9 | 4 576 757 626 | 5 343 378 165 | Abroad |
| Izdaci na poslovnim putovanjima | 3 060 161 073 | 7,1 | 2 633 787 332 | 3 486 534 814 | Expenditures on business/professional trips |
| U Hrvatskoj | 916 238 022 | 11,3 | 712 472 043 | 1 120 004 000 | In Croatia |
| U inozemstvo | 2 143 923 051 | 8,4 | 1 788 070 621 | 2 499 775 482 | Abroad |
| Broj jednodnevnih putovanja Number of same-day visits | | | | | |
| Privatna putovanja | 7 137 290 | 1,8 | 6 878 874 | 7 395 707 | Private trips |
| U Hrvatskoj | 6 035 130 | 2,0 | 5 792 649 | 6 277 610 | In Croatia |
| U inozemstvo | 1 102 160 | 4,0 | 1 015 636 | 1 188 685 | Abroad |
| Poslovna putovanja | 845 426 | 8,8 | 698 537 | 992 315 | Business/Professional trips |
| U Hrvatskoj | 702 194 | 9,4 | 571 664 | 832 724 | In Croatia |
| U inozemstvo | 143 233 | 22,6 | 77 415 | 209 050 | Abroad |
| Izdaci jednodnevnih putovanja, u kunama Expenditures on same-day visits, kuna | | | | | |
| Izdaci na privatnim putovanjima | 2 735 777 086 | 3,6 | 2 541 660 492 | 2 929 893 680 | Expenditures on private trips |
| U Hrvatskoj | 2 098 782 305 | 4,3 | 1 921 679 779 | 2 275 884 830 | In Croatia |
| U inozemstvo | 636 994 782 | 6,0 | 561 462 050 | 712 527 513 | Abroad |
| Izdaci na poslovnim putovanjima | 558 589 598 | 9,8 | 450 946 721 | 666 232 476 | Expenditures on business/professional trips |
| U Hrvatskoj | 382 492 161 | 9,7 | 309 308 605 | 455 675 717 | In Croatia |
| U inozemstvo | 176 097 437 | 20,4 | 102 924 574 | 249 270 300 | Abroad |

METODOLOŠKA OBJAŠNJENJA

Svrha statističkog istraživanja

Svrha statističkog istraživanja Turistička aktivnost stanovništva Republike Hrvatske 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 njegova provođenja. U pojedinim tablicama ukupni zbroj ne odgovara zbroju pojedinačnih podataka zbog zaokruživanja. Indeksi su izračunani na bazi cijelih brojeva prije njihova iskazivanja u tisućama odnosno u milijunima.

Pravna i metodološka osnova

Istraživanje se provodi prema Zakonu o službenoj statistici (NN, br. 25/20.) i prema Uredbi (EU) br. 692/2011 Europskog parlamenta i Vijeća o europskoj statistici turizma.

Povjerljivost

Prema Zakonu o službenoj statistici (NN, br. 25/20.) 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 i obuhvat

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. Ovim istraživanjem obuhvaćena su putovanja s obzirom na glavni razlog putovanja (privatno i poslovno) i glavno odredište putovanja (u Hrvatskoj i u inozemstvu) koja su završila u izvještajnom razdoblju. Mjesec odlaska na višednevno putovanje može biti izvan izvještajnog razdoblja (npr. prosinac 2018. za putovanje koje je završilo u siječnju 2019.).

Izvori i metode prikupljanja podataka

Okvir za izbor uzorka jest imenik fiksnih i mobilnih telefonskih linija u Hrvatskoj. U istraživanju se koristio stratificirani slučajni uzorak, stratificiran s obzirom na županiju i vrstu telefonske linije (fiksna ili mobilna). Ciljana populacija u istraživanju jesu stanovnici 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 birao metodom rođendanskoga ključa.

Podaci o turističkoj aktivnosti stanovništva Hrvatske u 2019. prikupljeni su putem telefonskog intervjua uz podršku računala (metoda CATI) na reprezentativnom uzorku od ukupno 22 000 stanovnika Hrvatske u dobi od 15 i više godina.

Podaci su prikupljeni provođenjem četiri vala istraživanja CATI. Izvještajno razdoblje jest tromjesečje. Putovanje mora završiti u izvještajnom razdoblju, a može početi do 365 dana prije.

Prvi val prikupljanja podataka proveden je u travnju 2019. i obuhvatio je turističku aktivnost stanovništva Hrvatske od siječnja do ožujka 2019. Drugi val proveden je u srpnju 2019. i obuhvatio je turističku aktivnost stanovništva Hrvatske od travnja do lipnja 2019. Treći val proveden je u listopadu 2019. obuhvaćajući turističku aktivnost stanovništva Hrvatske od srpnja do rujna 2019. Četvrti val proveden je u ožujku 2020. obuhvaćajući turističku aktivnost stanovništva Hrvatske od listopada do prosinca 2019. i u cijeloj 2019.

NOTES ON METHODOLOGY

The purpose of the statistical survey

The purpose of the statistical survey *Tourist Activity of the Population of the Republic of Croatia* 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 survey results and the methods according to which the survey was carried out. In individual tables the total sum does not equal the sum of individual figures due to the rounding of the figures. Indices had been calculated as whole numbers before they were expressed in thousands or millions.

Legal basis

The survey is carried out according to the Official Statistical Act (NN, No. 25/20) and the Regulation (EU) No. 692/2011 of the European Parliament and of the Council concerning European statistics on tourism.

Confidentiality

According to the Official Statistics Act (NN, No. 25/20) and the Regulation (EU) No. 223/2009 concerning European statistics on tourism, 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 and coverage

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. This survey covers only trips with regard to the main reason for going on a trip (private and business/professional) and the main destination of a trip (in Croatia and abroad) that ended in the reporting period. The month of departure for a trip with overnight stays may be outside the reporting period (for example, December 2018 for a trip that ended in January 2019).

Sources and methods of data collection

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.

The data on tourist activity of the Croatian population in 2019 were gathered through telephone interviews with computer support (CATI method) on a representative sample of a total of 22 000 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 has to end within the reference period and may start up to 365 days prior to its end.

The first round of gathering data was carried out in April 2019 and included the tourist activity of the population of the Republic of Croatia in the period from January to March 2019. The second round was carried out in July 2019 and included the tourist activity of the population of the Republic of Croatia in the period from April to June 2019. The third round was carried out in October 2019 and included the tourist activity of the population of the Republic of Croatia in the period from July to September 2019. The fourth round was carried out in March 2020 and included the tourist activity of the population of the Republic of Croatia in the period from October to December 2019 and in whole 2019.

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, organizacija putovanja (samostalno, posredstvom agencije), glavno prijevozno sredstvo, vrsta smještaja na višednevnim putovanjima, broj osoba za koju se iskazuju izdaci, izdaci na putovanju i 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 2019.

U analizi točnosti procjena prikazana je procjena zbroja, koeficijent varijacije u postotku te 95% interval pouzdanosti za procjenu zbroja. Pokazatelji čiji se koeficijent varijacije kreće između vrijednosti od 10,0% do 29,9% stavljene su u zagrade, što znači da je riječ o manje preciznim procjenama.

Stopa odgovora

Stopa odgovora jest 61,3% svih prihvatljivih jedinica.

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

Stope imputacije čine izdaci za prijevoz (22,2%), izdaci za smještaj (20,2%), izdaci za hranu i piće u ugostiteljskim objektima (19,6%) te ostali izdaci (15,1%).

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 razloga nevezanih uz aktivnosti za koje bi primili ikakvu naknadu 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 svoga 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 svoje uobičajene sredine provede najmanje jednu noć u komercijalnome ili nekomercijalnome smještajnom objektu radi odmora, rekreacije, posjeta rodbini i prijateljima, očuvanja i unapređenja zdravlja, poslovnih, vjerskih i drugih razloga. U turiste se ne uključuju migranti, pogranični radnici, diplomati, članovi vojnih snaga na redovitim zadacima, prognanici i nomadi.

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, the organisation of the trip (self-organised, through an agency), 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 2019 were included.

In the analysis of the accuracy of estimates, the sum estimate, the coefficient of variation expressed in percentage and the 95% reliability interval used in the sum estimate are presented. The categories with the coefficient of variation value ranging between 10.0% and 29.9% are put in brackets, which means that the estimation is less accurate.

Response rate

The response rate was 61.3% of all eligible units.

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

Imputation rates include transportation expenditures (22.2%), accommodation expenditures (20.2%), expenditures on food and drinks in hotel and restaurant establishments (19.6%) and other expenditures (15.1%).

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 commercial or non-commercial accommodation establishment for reasons of rest, recreation, visit to family and friends, preservation and improvement of health, business, religious and other reasons. Tourists exclude migrants, borderline workers, diplomats, military force members on their regular duties, displaced persons and nomads.

Jednodnevni posjetitelj jest 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.

Trajanje turističkog putovanja jest vrijeme provedeno na putovanju i može trajati najviše 365 dana neprekidno. Prema kriteriju trajanja, putovanja mogu biti jednodnevna i višednevna.

Jednodnevna putovanja jesu putovanja izvan uobičajene sredine, na kojima se u određitu provede najmanje tri, a manje od 24 sata (nije ostvareno noćenje).

Višednevna putovanja jesu putovanja izvan uobičajene sredine, na kojima je ostvareno barem jedno, a manje od 365 noćenja.

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

Privatno putovanje jest 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 jest putovanje čija je svrha posao ili profesionalni razlozi, ali ne i svakodnevna lokalna putovanja i poslovno motivirana putovanja u uobičajenoj sredini. U poslovna putovanja ubrajaju se 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 jesu putovanja na kojima turisti ostvare 1 – 3 noćenja.

Dulja putovanja jesu 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 |
| kn | kuna |
| mil. | milijun |
| NN | Narodne novine |
| tis. | tisuća |

Znakovi

() manje precizan podatak

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.

Duration of a tourist trip is the time spent on the trip, which can last a maximum of 365 days continuously. According to the duration criterion, there are same-day visits and trips with overnight stays.

Same-day visits are trips outside the usual environment, on which a person spends at least three and less than 24 hours at a destination (a night is not realised).

Trips with overnight stays are trips outside the usual environment 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 the number of nights spent at a 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 a tourism trip 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 interviewing |
| EU | European Union |
| mln | million |
| NN | Narodne novine, official gazette of the Republic of Croatia |
| '000 | thousand |

Symbols

() less accurate data

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