

TURISTIČKA AKTIVNOST STANOVNIŠTVA REPUBLIKE HRVATSKE U 2017.¹⁾

TOURIST ACTIVITY OF POPULATION OF REPUBLIC OF CROATIA, 2017¹⁾

U 2017. na privatna putovanja odlazilo je 43% stanovništva Hrvatske

U 2017. na barem jednome privatnom višednevnom putovanju bilo je 1,6 milijuna osoba ili 43,1% stanovništva Hrvatske u dobi od 15 i više godina.

Ukupno je ostvaren 4,1 milijun privatnih putovanja, od toga je 2,6 milijuna (62,9%) bilo u Hrvatskoj, a 1,5 milijuna (37,1%) u inozemstvu. U inozemstvo se najviše putovalo u Bosnu i Hercegovinu (20,8%), Italiju (11,6%), Njemačku (10,9%), Austriju (9,6%) i Sloveniju (9,5%).

Najčešći motivi odlaska na privatno višednevno putovanje jesu odmor na moru (1,3 milijuna putovanja ili 32,1%) te posjet rodbini i prijateljima (1,1 milijun putovanja ili 28,3%).

Najviše noćenja ostvareno u nekomercijalnom smještaju

Na privatnim višednevnim putovanjima stanovništvo Hrvatske ostvarilo je ukupno 26,6 milijuna noćenja, od toga su 17,4 milijuna noćenja (65,2%) ostvarena u Hrvatskoj, a 9,3 milijuna (34,8%) na putovanjima u inozemstvo. Na jednom putovanju ostvareno je prosječno 6,6 noćenja. Na putovanjima u Hrvatskoj ostvareno je prosječno 6,8 noćenja, a 6,2 noćenja na putovanjima u inozemstvo.

Prema vrsti smještaja, najviše noćenja ostvareno je u nekomercijalnim smještajnim objektima (18,2 milijuna noćenja ili 68,3%), od toga kod rodbine i prijatelja 9,5 milijuna noćenja, a u vlastitim kućama i stanovima za odmor (vikendicama) 8,3 milijuna noćenja.

Prosječni troškovi po putovanju iznosili su 1 972 kune

Ukupni izdaci na privatnim višednevnim putovanjima iznosili su 8,0 milijardi kuna, od toga 3,5 milijardi kuna (43,7%) u Hrvatskoj, a 4,5 milijardi (56,3%) u inozemstvo. Prosječni troškovi po putovanju iznosili su 1 972 kune.

U 2017. nije putovalo 57% stanovništva Hrvatske, najčešće iz financijskih razloga

Na privatna višednevna putovanja u 2017. nije putovao 2,1 milijun ili 56,9% stanovništva Hrvatske u dobi od 15 i više godina. Najčešći razlozi neodlaska na privatna višednevna putovanja (mogućnost više odgovora) bili su: nedostatak financijskih sredstava (55,2%), zdravstveni razlozi (25,6%) te nedostatak slobodnog vremena zbog obiteljskih obveza (19,9%).

U 2017. na poslovna putovanja odlazilo je 8% stanovništva Hrvatske

U 2017. na barem jednome poslovnom višednevnom putovanju bila je 301 tisuća osoba ili 8,3% stanovništva Hrvatske u dobi od 15 i više godina. Ukupno su ostvarene 842 tisuće poslovnih putovanja, od toga je 424 tisuće putovanja (50,4%) bilo u Hrvatskoj, a 418 tisuća (49,6%) u inozemstvo.

Ostvareno 4,3 milijuna jednodnevnih putovanja

U 2017. stanovništvo Hrvatske u dobi od 15 i više godina ostvarilo je 4,3 milijuna jednodnevnih putovanja, od toga je 3,8 milijuna (88,8%) bilo privatnih, a 485 tisuća (11,2%) poslovnih.

2017 saw 43% of the population of the Republic of Croatia that went on private trips

In 2017, there were 1.6 million persons or 43.1% 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 4.1 million of private trips were realised, of which 2.6 million (62.9%) were realised in Croatia and 1.5 million (37.1%) were realised abroad. The most common international destinations were Bosnia and Herzegovina (20.8%), Italy (11.6%), Germany (10.9%), Austria (9.6%) and Slovenia (9.5%).

The most common reasons for going on a private trip with overnight stays were seaside vacation (1.3 million trips or 32.1%) and visiting relatives and friends (1.1 million trips or 28.3%).

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

The population of the Republic of Croatia realised a total of 26.6 million nights on trips with overnight stays, of which 17.4 million (65.2%) were realised in Croatia, while 9.3 million (34.8%) were realised abroad. An average of 6.6 nights were realised on a single trip. An average of 6.8 nights were realised on trips in Croatia, while for trips abroad the average amounted to 6.2 nights.

By type of accommodation, the largest number of nights was realised in non-commercial accommodation establishments (18.2 million nights or 68.3%), of which 9.5 million nights were realised in non-commercial accommodation establishments owned by relatives and friends and 8.3 million nights were realised in own vacation dwellings.

Average travel expenses amounted to 1 972 kuna

The total expenditure on private trips with overnight stays amounted to 8.0 billion kuna, of which 3.5 billion (43.7%) were spent in Croatia, while 4.5 billion (56.3%) were spent abroad. Average travel expenses amounted to 1 972 kuna.

2017 saw 57% of the population of the Republic of Croatia that did not go on a trip, usually due to financial reasons

Out of the total population of the Republic of Croatia aged 15 and over, 2.1 million or 56.9% of them did not go on a private trip with overnight stays in 2017. The most common reasons for not going on private trips with overnight stays (multiple answers possible) were the lack of finances (55.2%), health reasons (25.6%) and lack of free time due to family obligations (19.9%).

2017 saw 8% of the population of the Republic of Croatia that went on business trips

There were 301 thousand persons or 8.3% of the total population of the Republic of Croatia aged 15 and over in 2017 that went on at least one business/professional trip with overnight stays. A total of 842 thousand business/professional trips were realised, of which 424 thousand (50.4%) in the Republic of Croatia and 418 thousand (49.6%) abroad.

4.3 million same-day visits were realised

In 2017, the population of the Republic of Croatia aged 15 and over realised 4.3 million same-day visits, out of which 3.8 million (88.8%) were for private and 485 thousand (11.2%) were for business/professional purposes.

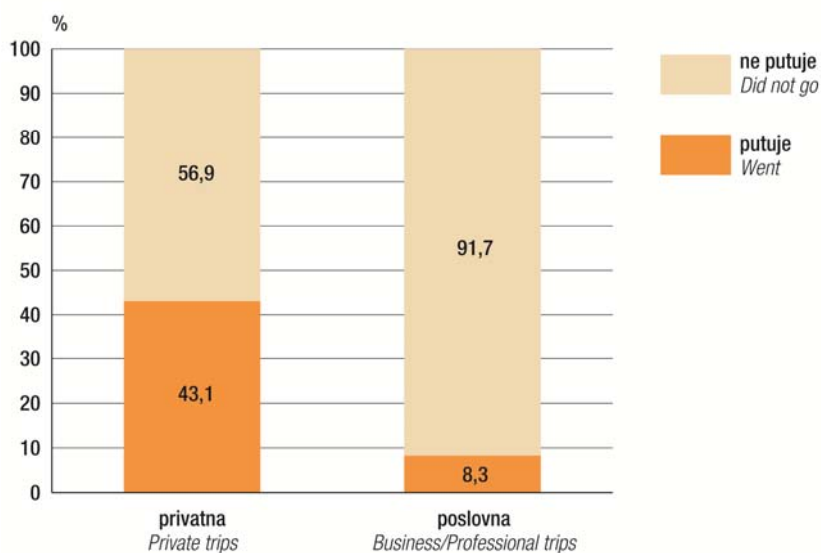
1) Privremeni podaci
 1) Provisional data.

1. BROJ STANOVNIKA REPUBLIKE HRVATSKE KOJI SU ODLAZILI NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2017. 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, 2017

	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	1 564 984	903 998	350 107	310 880	752 541	1 235 242	<i>Total</i>
Muški	764 320	449 232	158 174	156 913	368 675	586 192	<i>Men</i>
Ženski	800 664	454 765	191 933	153 966	383 866	649 050	<i>Women</i>
Dob							<i>Age</i>
15 – 24	306 741	145 213	83 156	78 371	143 266	231 144	<i>15 – 24</i>
25 – 34	292 723	152 749	63 366	76 608	152 692	235 773	<i>25 – 34</i>
35 – 44	323 125	204 620	62 054	56 451	153 212	259 396	<i>35 – 44</i>
45 – 54	260 462	182 686	31 377	46 398	136 652	208 009	<i>45 – 54</i>
55 – 64	217 444	121 633	66 918	28 894	92 909	167 723	<i>55 – 64</i>
65 i više	164 490	97 096	43 235	24 158	73 810	133 197	<i>65 and over</i>

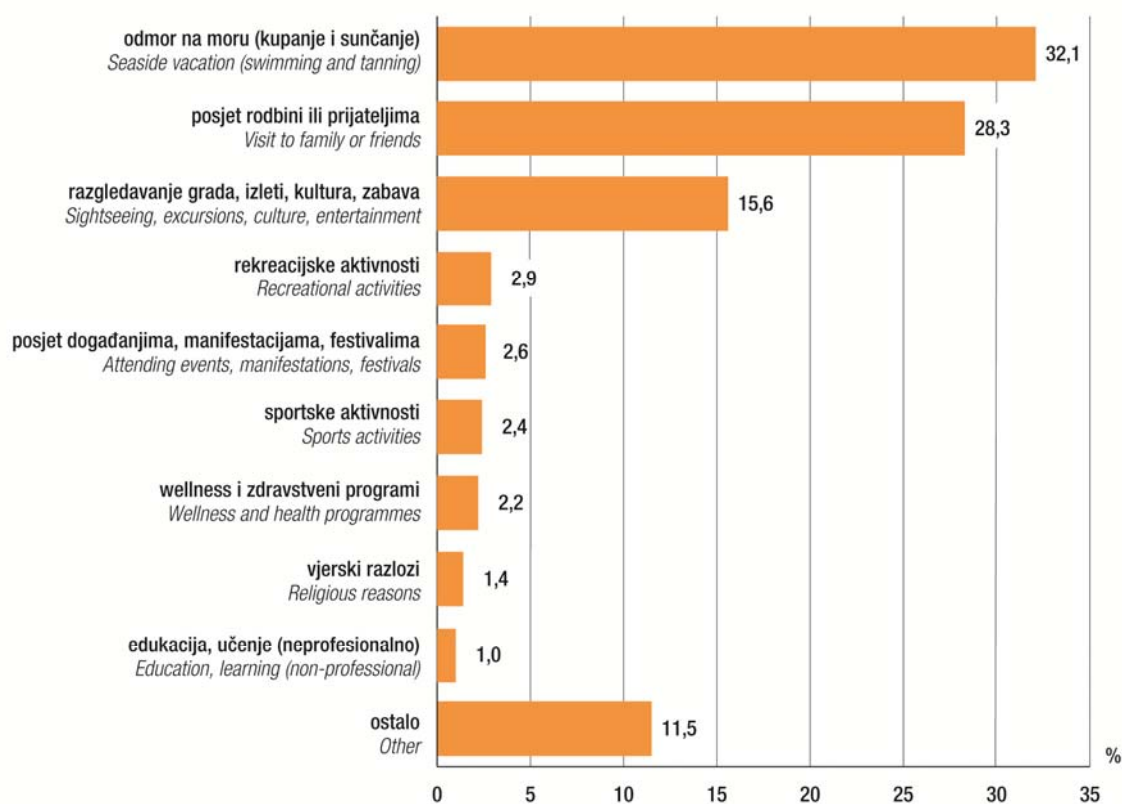
G-1. UDIO STANOVNIŠTVA KOJE JE ODLAZILO NA VIŠEDNEVNA PUTOVANJA U 2017.
SHARE OF POPULATION WHO WENT ON TRIPS WITH OVERNIGHT STAYS, 2017



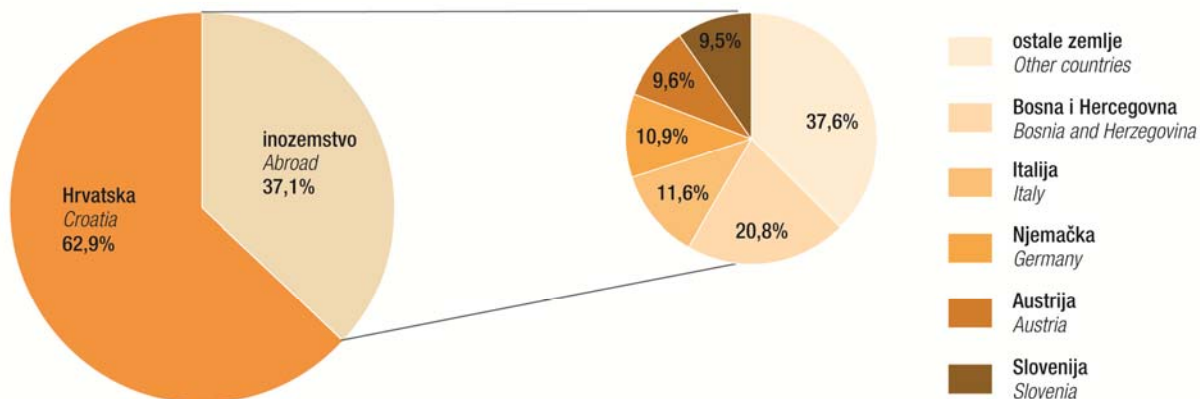
2. PRIVATNA I POSLOVNA VIŠEDNEVNA PUTOVANJA U 2017.
PRIVATE AND BUSINESS/PROFESSIONAL TRIPS WITH OVERNIGHT STAYS, 2017

	Broj putovanja, tis. <i>Number of trips, '000</i>	Broj noćenja, tis. <i>Number of nights, '000</i>	Ukupni izdaci, mil. kn <i>Total expenditures, mln kuna</i>	Prosječan broj noćenja po putovanju <i>Average number of nights per trip</i>	Prosječni izdaci po putovanju, kn <i>Average expenditures per trip, kuna</i>	Prosječni dnevni izdaci, kn <i>Average expenditures per day, kuna</i>	
Ukupno	4 899	31 433	11 735	6,4	2 395	373	<i>Total</i>
Privatna	4 057	26 629	7 999	6,6	1 972	300	<i>Private</i>
U Hrvatskoj	2 552	17 362	3 498	6,8	1 371	202	<i>In Croatia</i>
1 – 3 noćenja	1 233	2 482	1 021	2,0	828	411	<i>1 – 3 nights</i>
4 i više noćenja	1 320	14 880	2 478	10,9	1 878	167	<i>4 and more nights</i>
U inozemstvo	1 505	9 267	4 501	6,2	2 991	486	<i>Abrooa</i>
1 – 3 noćenja	759	1 576	1 343	2,1	1 769	852	<i>1 – 3 nights</i>
4 i više noćenja	746	7 691	3 158	10,3	4 236	411	<i>4 and more nights</i>
Poslovna	842	4 804	3 736	5,7	4 436	778	<i>Business/Professional</i>
U Hrvatskoj	424	2 380	1 116	5,6	2 632	469	<i>In Croatia</i>
U inozemstvo	418	2 424	2 619	5,8	6 269	1 080	<i>Abrooa</i>

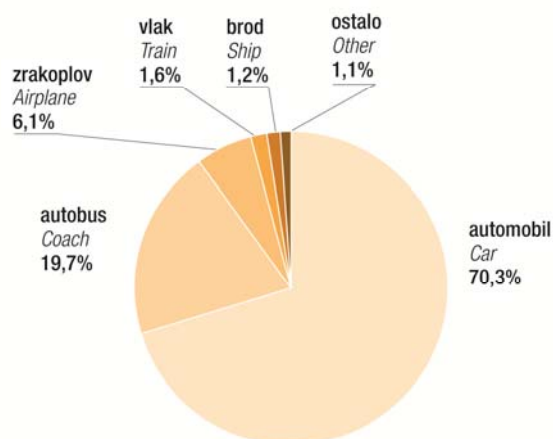
G-2. MOTIVI PRIVATNIH VIŠEDNEVNIH PUTOVANJA U 2017.
MOTIVES FOR PRIVATE TRIPS WITH OVERNIGHT STAYS, 2017



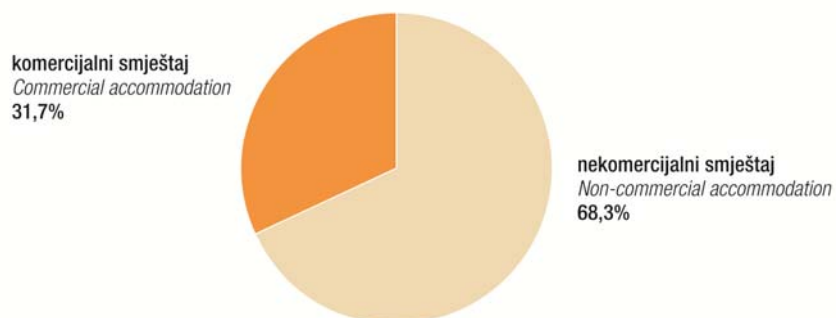
G-3. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA ZEMLJI ODREDIŠTA U 2017.
PRIVATE TRIPS WITH OVERNIGHT STAYS, BY COUNTRY OF DESTINATION, 2017



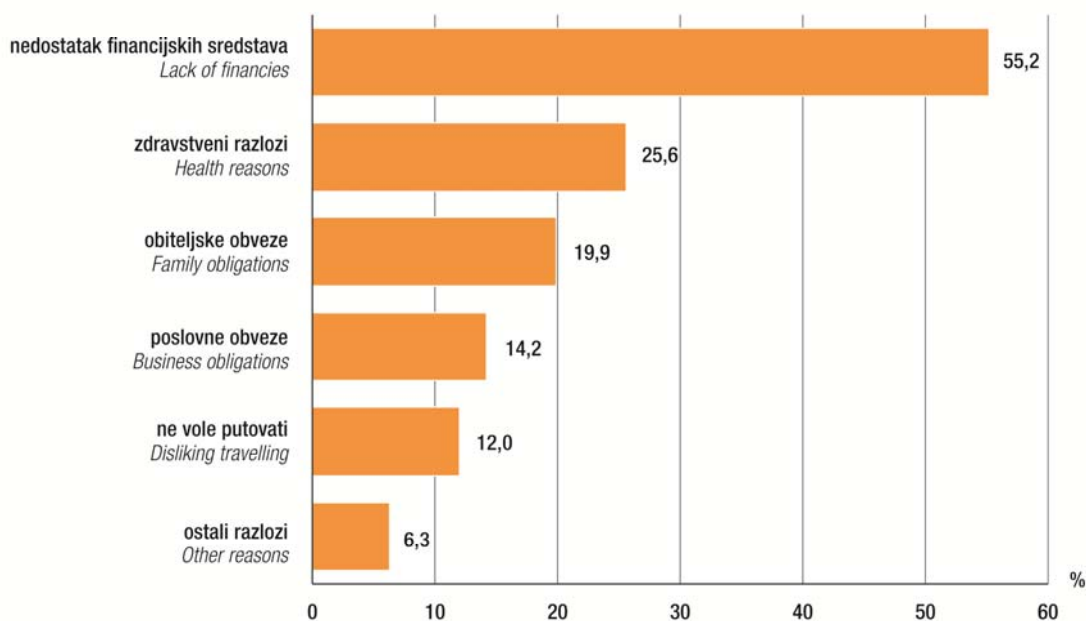
G-4. PRIVATNA VIŠEDNEVNA PUTOVANJA PREMA GLAVNOM PRIJEVOZOM SREDSTVU U 2017.
PRIVATE TRIPS WITH OVERNIGHT STAYS, BY MAIN TRANSPORTATION MEAN, 2017



G-5. NOĆENJA NA PRIVATNIM VIŠEDNEVNIM PUTOVANJIMA PREMA VRSTI SMJEŠTAJA U 2017.
NIGHTS ON PRIVATE TRIPS WITH OVERNIGHT STAYS, BY TYPE OF ACCOMMODATION, 2017



G-6. GLAVNI RAZLOZI NEODLASKA NA PRIVATNA VIŠEDNEVNA PUTOVANJA U 2017.¹⁾
MAIN REASONS FOR NOT GOING ON PRIVATE TRIPS WITH OVERNIGHT STAYS, 2017¹⁾



1) Mogućnost više odgovora
 1) Multiple answers possible

3. PRIVATNA I POSLOVNA JEDNODNEVNA PUTOVANJA U 2017.
PRIVATE AND BUSINESS/PROFESSIONAL SAME-DAY VISITS, 2017

	Broj putovanja, tis. <i>Number of visits, '000</i>	Ukupni izdaci, mil. kn <i>Total expenditures, mln kuna</i>	Prosječni izdaci po putovanju, kn <i>Average expenditures per visit, kuna</i>	
Ukupno	4 313	1 806	419	<i>Total</i>
Privatna	3 828	1 507	394	<i>Private</i>
U Hrvatskoj	3 238	1 110	343	<i>In Croatia</i>
U inozemstvu	589	396	672	<i>Abroad</i>
Poslovna	485	299	616	<i>Business/Professional</i>
U Hrvatskoj	400	229	571	<i>In Croatia</i>
U inozemstvu	85	70	827	<i>Abroad</i>

4. KOEFICIJENT VARIJACIJE I INTERVAL POUZDANOSTI U 2017.
COEFFICIENT OF VARIATION AND RELIABILITY INTERVAL, 2017

	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	1 564 984	2,3	1 494 296	1 635 672	<i>Number of persons on private trips</i>
Samo u Hrvatskoj	903 998	3,0	850 963	957 032	<i>Only in Croatia</i>
Samo u inozemstvo	350 107	4,9	316 422	383 791	<i>Only abroad</i>
I u Hrvatskoj i u inozemstvo	310 880	5,4	278 123	343 636	<i>In Croatia and abroad</i>
Na putovanjima s 1 – 3 noćenja	752 541	3,2	705 587	799 495	<i>With 1 – 3 nights</i>
Na putovanjima s 4 i više noćenja	1 235 242	2,6	1 173 339	1 297 145	<i>With 4 and more nights</i>
Broj osoba na poslovnim putovanjima	300 693	4,7	273 253	328 133	<i>Number of persons on business/professional trips</i>

4. KOEFICIJENT VARIJACIJE I INTERVAL POUZDANOSTI U 2017.
COEFFICIENT OF VARIATION AND RELIABILITY INTERVAL, 2017

(nastavak)
(continued)

	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 višednevnih putovanja <i>Number of trips with overnight stays</i>					
Privatna putovanja	4 056 838	1,7	3 924 186	4 191 316	<i>Private trips</i>
U Hrvatskoj	2 552 193	2,1	2 445 391	2 658 996	<i>In Croatia</i>
U inozemstvo	1 504 645	2,7	1 425 487	1 585 628	<i>Abroad</i>
Poslovna putovanja	842 028	5,7	747 355	936 701	<i>Business/Professional trips</i>
U Hrvatskoj	424 228	8,4	354 029	494 427	<i>In Croatia</i>
U inozemstvo	417 800	6,2	366 702	468 898	<i>Abroad</i>
Broj noćenja na višednevnim putovanjima <i>Number of nights on trips with overnight stays</i>					
Noćenja na privatnim putovanjima	26 628 620	3,6	24 745 783	28 520 586	<i>Nights on private trips</i>
U Hrvatskoj	17 361 812	4,3	15 896 307	18 827 317	<i>In Croatia</i>
U inozemstvo	9 266 808	6,5	8 090 135	10 452 610	<i>Abroad</i>
Noćenja na poslovnim putovanjima	4 804 040	12,3	3 643 694	5 964 385	<i>Nights on business/professional trips</i>
U Hrvatskoj	2 379 842	18,5	1 515 125	3 244 560	<i>In Croatia</i>
U inozemstvo	2 424 197	12,6	1 825 264	3 023 130	<i>Abroad</i>
Izdaci višednevnih putovanja, u kunama <i>Expenditures of trips with overnight stays, kuna</i>					
Izdaci na privatnim putovanjima	7 999 283 782	3,4	7 474 054 235	8 527 641 564	<i>Expenditures on private trips</i>
U Hrvatskoj	3 498 480 829	3,8	3 238 596 726	3 758 364 931	<i>In Croatia</i>
U inozemstvo	4 500 802 954	5,0	4 058 858 158	4 945 875 984	<i>Abroad</i>
Izdaci na poslovnim putovanjima	3 735 607 017	8,0	3 147 229 197	4 323 984 836	<i>Expenditures on business/professional trips</i>
U Hrvatskoj	1 116 360 818	9,4	910 241 069	1 322 480 567	<i>In Croatia</i>
U inozemstvo	2 619 246 199	10,2	2 096 113 533	3 142 378 864	<i>Abroad</i>

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 privremeni 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 Zakonu o službenoj statistici (NN, br. 103/03., 75/09., 59/12. i 12/13. – pročišćeni tekst) i prema Uredbi (EU) br. 692/2011 Europskog parlamenta i Vijeća o europskoj statistici turizma.

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 provisional 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.

Legal basis

The survey is carried out according to the Official Statistical Act (NN, Nos 103/03, 75/09, 59/12 and 12/13 – consolidated text) and the Regulation (EU) No. 692/2011 of the European Parliament and of the Council concerning European statistics on tourism.

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 rođendanskoga ključa.

Izvori i metode prikupljanja podataka

Podaci o turističkoj aktivnosti stanovništva Hrvatske u 2017. 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. 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 2017. i obuhvatio je turističku aktivnost stanovništva Hrvatske od siječnja do ožujka 2017. Drugi val proveden je u srpnju 2017. i obuhvatio je turističku aktivnost stanovništva Hrvatske od travnja do lipnja 2017. Treći val proveden je u listopadu 2017. obuhvaćajući turističku aktivnost stanovništva Hrvatske od srpnja do rujna 2017. Četvrti val proveden je u siječnju i veljači 2018. obuhvaćajući turističku aktivnost stanovništva Hrvatske od listopada do prosinca 2017. i u cijeloj 2017.

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), glavno prijevozno sredstvo, vrsta smještaja na višednevnim putovanjima, broj osoba za koju se iskazuju izdaci, izdaci na putovanju, 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 2017.

Confidentiality

According to the Official Statistics Act (NN, Nos 103/03, 75/09, 59/12 and 12/13 – consolidated text) 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

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 2017 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 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 2017 and included the tourist activity of the population of the Republic of Croatia in the period from January to March 2017. The second round was carried out in July 2017 and included the tourist activity of the population of the Republic of Croatia in the period from April to June 2017. The third round was carried out in October 2017 and included the tourist activity of the population of the Republic of Croatia in the period from July to September 2017. The fourth round was carried out in January and February 2018 and included the tourist activity of the population of the Republic of Croatia in the period from October to December 2017 and in whole 2017.

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), 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 2017 year were included.

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

Stopa odgovora

Stopa odgovora je 77,8% 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: izdaci za prijevoz, 18,2%, izdaci za smještaj, 17,4%, izdaci za hranu i piće u ugostiteljskim objektima, 17,5%, ostali izdaci, 12,6%.

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 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 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 svoje uobičajene sredine provede najmanje jednu noć u komercijalnom ili nekomercijalnom 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.

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.

Prema kriteriju trajanja, putovanja mogu biti jednodnevna i višednevna.

Jednodnevna putovanja jesu putovanja izvan uobičajene sredine, na kojima se u određitu provede minimalno 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.

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.

Response rate

The response rate was 77.8% of all eligible units.

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

Imputation rates: transportation expenditures 18.2%, accommodation expenditures 17.4%, expenditures for food and drink in hotel and restaurant establishments 17.5%, other expenditures 12.6%.

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 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.

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.

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.

Poslovno putovanje jest putovanje čija je svrha posao ili profesionalni razlozi, ali ne i svakodnevna lokalna putovanja i poslovna 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 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.

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 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.

Kratice

EU Europska unija
kn kuna
mil. milijun
NN Narodne novine
tis. tisuća

Abbreviations

CATI computer-Assisted telephone interviewing
EU European Union
mln million
NN Narodne novine, official gazette of the Republic of Croatia
'000 thousand

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Person responsible: Marko Krištof, Director General

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

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Služba za komunikaciju s korisnicima
User Communication Department

- Informacije i korisnički zahtjevi
Information and user requests

Telefon/ Phone:
+385 (0) 1 4806-138, 4806-154, 4811-212
Elektronička pošta/ E-mail:
stat.info@dzs.hr
Telefaks/ Fax:
+385 (0) 1 4806-148

- Pretplata publikacija
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prodaja@dzs.hr
Telefaks/ Fax:
+385 (0) 1 4806-148

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Press corner

Telefon/ Phone:
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Elektronička pošta/ E-mail:
press@dzs.hr
Telefaks/ Fax:
+385 (0) 1 4806-148