



REPUBLIC OF CROATIA



CROATIAN BUREAU OF STATISTICS

QUALITY REPORT FOR STATISTICAL SURVEY
Tourist Activity of the Population of the Republic of Croatia
For 2017

Organisational unit: Tourism Statistics Department
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0. Basic information

- Purpose, goal, and subject of the survey

The purpose of the statistical survey Tourist Activity of the Population of the Republic of Croatia is to collect 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 expenditure amount to. For the surveyed persons who did not go on a private trip with overnight stays, the data on the main reasons for not going on a trip were collected.

The survey has been conducted continuously since 2007 and it includes private and business/professional trips, trips with overnight stays, same-day visits, as well as trips within Croatia and trips abroad.

- Reference period

Calendar year

- Legal acts and other agreements

At European level: Regulation (EU) No 692/2011 of the European Parliament and of the Council concerning European statistics on tourism

At the national level: Official Statistics Act (NN, Nos 103/03, 75/09, 59/12 and 12/13 – consolidated text)

- Classification system

Classification of Spatial Units for Statistics

Code List of Countries

Currencies

- Concepts and definitions

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. The duration of same-day visits is measured in hours. A person who travels in another place for work or education on a daily basis is not considered a visitor.

Tourist is every person who, outside his/her place of usual environment, spends at least one night in a commercial or non-commercial accommodation establishment (but less than 12 months continuously) for reasons of rest, recreation, entertainment, visit to family or friends, preservation and improvement of health, business, religious and other reasons, other than performing a particular activity financed by a resident entity in the place visited. All tourists are travellers, but not every traveller is a tourist. Migrants, cross-border workers, diplomats, military members at regular missions, refugees and nomads are not considered tourists.

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

on a trip and the reason for going on a trip. For example, in Croatia, the usual environment can be the area of a municipality.

Purpose of the trip is the main reason for going on a trip, that is, without which a given destination would not be visited. Depending on the purpose, tourist trips may be: private (rest, recreation or entertainment, including visits to relatives and friends) and business/professional (trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, cultural, sports and similar trips).

Private trip is a tourist trip with the purpose of 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 tourist trip is the time spent on the trip, which can last a maximum of 365 days continuously.

Duration of a trip with overnight stays is measured by the number of nights spent at destination.

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

- **Statistical units**

Observation units for the number of persons who went on a trip are Croatian citizens aged 15 and over (a reporting unit is equal to a statistical unit). 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.

The statistical unit for tourist trips is a trip, and the reporting unit is a Croatian citizen aged 15 and over.

- **Statistical population**

The target population for the survey are Croatian citizens aged 15 and over who live in private households, excluding the population living in institutional households (homes for the elderly, prisons and the like), Croatian citizens living abroad and foreign citizens living in Croatia.

1. Relevance

1.1. Data users

National users: Ministry of Tourism, Institute for Tourism, economic analysts, scientists, the media and the public

International users: UNWTO, OECD

Internal users: National Accounts Directorate

1.1.1 User needs

The survey is nationally relevant because it is one of the data sources for compiling the tourism satellite account. The survey meets the needs of our users. International users: Eurostat uses the survey data for a systematic and user-oriented presentation of internationally comparable indicators of the survey on national tourism (for all EU Member States).

1.1.2 User satisfaction

The first user satisfaction survey was carried out in 2013, and the second one in 2015. The survey results can be found on the website of the Croatian Bureau of Statistics at www.dzs.hr.

1.2 Completeness

The survey is carried out in accordance with Regulation (EU) No 692/2011 of the European Parliament and of the Council concerning European statistics on tourism and recommendations in the Methodological Manual for Tourism Statistics and it covers all mandatory variables.

1.2.1 Data completeness rate

The indicator for this survey is not computed.

2. Accuracy and reliability

2.1. Sampling error

The sampling error shows the accuracy of estimating population parameters based on the sample. As it is a random sample, the assessment of the accuracy of estimate is given in the form of coefficients of variation, standard errors and confidence intervals for the most important variables.

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 the survey are Croatian citizens aged 15 and over who live in private households, excluding the population living in institutional households (homes for the elderly, prisons and the like), Croatian citizens living abroad and foreign citizens living in Croatia.

In case of a fixed telephone line, a respondent was selected from the randomly chosen household according to the birthday key method.

Since the population frame consists of fixed and mobile telephones, there is an error of non-coverage of the population for persons whose telephone numbers are not in the telephone directory. It is estimated that 86% of households in the Republic of Croatia have a fixed telephone. It is assumed that the absence of a fixed telephone is correlated with the sociodemographic variables collected by the survey. This under-coverage was offset by the post-stratification process (according to the demographic structure of the entire population).

2.1.1 Sampling error indicators

Estimates and accuracy measurements of the most important indicators of tourist activity of the population of the Republic of Croatia in 2017.

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
Number of persons on trips with overnight stays				
Number of persons on trips with overnight stays	1 564 984	2.3	1 494 296	1 635 672
Only in Croatia	903 998	3.0	850 963	957 032
Only abroad	350 107	4.9	316 422	383 791
In Croatia and abroad	310 880	5.4	278 123	343 636
On trips with 1 – 3 nights	752 541	3.2	705 587	799 495
On trips with 4 and more nights	1 235 242	2.6	1 173 339	1 297 145
Number of persons on business/professional trips	300 693	4.7	273 253	328 133
Number of trips with overnight stays				
Private trips	4 056 838	1.7	3 924 186	4 191 316
In Croatia	2 552 193	2.1	2 445 391	2 658 996
Abroad	1 504 645	2.7	1 425 487	1 585 628
Business/professional trips	842 028	5.7	747 355	936 701
In Croatia	424 228	8.4	354 029	494 427
Abroad	417 800	6.2	366 702	468 898
Number of nights on trips with overnight stays				
Nights on private trips	26 628 620	3.6	24 745 783	28 520 586
In Croatia	17 361 812	4.3	15 896 307	18 827 317
Abroad	9 266 808	6.5	8 090 135	10 452 610
Nights on business/professional trips	4 804 040	12.3	3 643 694	5 964 385
In Croatia	2 379 842	18.5	1 515 125	3 244 560
Abroad	2 424 197	12.6	1 825 264	3 023 130
Expenditure on trips with overnight stays, kuna				
Expenditure on private trips	7 999 283 782	3.4	7 474 054 235	8 527 641 564
In Croatia	3 498 480 829	3.8	3 238 596 726	3 758 364 931
Abroad	4 500 802 954	5.0	4 058 858 158	4 945 875 984
Expenditure on business/professional trips	3 735 607 017	8.0	3 147 229 197	4 323 984 836
In Croatia	1 116 360 818	9.4	910 241 069	1 322 480 567
Abroad	2 619 246 199	10.2	2 096 113 533	3 142 378 864

2.1.2. Bias in sample selection process

The indicator for this survey is not computed.

2.2. Non-sampling error

Non-sampling errors include all other errors not related to the sample selection, such as the coverage error, the measurement error, the data processing error and the non-response error.

2.2.1 Coverage error

Coverage errors occur due to deviation from the sample selection frame. The sample selection frame is a publicly available telephone directory for 2017. The rate of valid units for the survey Tourist Activity of the Population of the Republic of Croatia, 2017, amounted to 84.12%. Deviation from the sample selection frame causes coverage errors to occur, namely the under-coverage error and the over-coverage error.

Under-coverage: the sample frame is a publicly available telephone directory for 2017 and the sample frame does not include the population (households) that do not have a publicly available telephone number.

Over-coverage: households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

2.2.2 Over-coverage rate

The over-coverage rate is the share of units that do not belong to the target population. The over-coverage of the sample of fixed telephone lines amounted to 12% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use). The over-coverage of the sample of mobile telephone lines amounted to 23% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use, the selected unit is under 15 years of age). Households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia). Over-coverage rate amounted to 15.9%.

2.2.3 Measurement errors

Measurement errors include all errors that may occur during a telephone interview and when entering data into the software application of the questionnaire. Such errors are minimised as much as possible by properly defining the survey questionnaire, implementing controls into the data entry programme during interviewing (e.g. setting logical connections between certain questions, etc.), regular training of interviewers and applying appropriate data collection methods.

The control of the collected survey data includes detailed data editing, control of values according to defined ranges, control of the lowest and the highest values, control of possible answers, logical connections between individual answers, etc.

2.2.4 Non-response errors

Non-response errors show the number of statistical units that did not respond to the questionnaire, that is, data on the number of persons who did not accept participation in the survey.

2.2.5 Unit non-response rate

In 2017, the unweighted non-response rate amounted to 33.3%.

2.2.6 Item non-response rate

The highest non-response rate was recorded for questions regarding trip expenditure. The non-response issue was mitigated by the sequential hot-deck imputation method.

2.2.7 Processing errors

During data processing, detailed data editing is conducted, e.g. control of the values entered according to ranges and control of possible answers. These controls are carried out on the survey questionnaire.

2.2.8 Imputation rate

Unweighted imputation rate for certain variables:

- transportation expenditure: 18.2%
- accommodation expenditure: 17.4%
- expenditure on food and drinks in hotel and restaurant establishments: 17.5%
- other expenditure: 12.6%

2.2.9 Editing rate

The indicator for this survey is not computed.

2.2.10 Hit rate

The indicator for this survey is not computed.

2.2.11 Model assumption error

The indicator for this survey is not computed.

2.3. Data revision

2.3.1 Data revision – policy

The users of statistical data are informed about revisions (provisional data, final data) on the website of the Croatian Bureau of Statistics www.dzs.hr.

2.3.2 Data revision – practice

Provisional and final data are published in First Releases.

2.3.3 Data revision – average size

The indicator for this survey is not applicable.

2.4. Seasonal adjustment

Not applicable.

3. Timeliness and punctuality

3.1. Timeliness

3.1.1 Time lag – first results

Time lag – first results is six months after the reference period (T + 6).

Time lag – final results

3.1.2

Time lag – first results is ten months after the reference period (T + 10).

3.2. Punctuality

3.2.1 Punctuality – delivery and publication

Data are published on the date specified in the Calendar of Statistical Data Issues. There is no time lag between the date when the data were sent to Eurostat and the time when they should have been submitted, that is, the data were sent within the set deadlines.

4. Accessibility and clarity

Data and notes on methodology are available in statistical publications in electronic and printed form, on the website of the Croatian Bureau of Statistics www.dzs.hr and by providing information/data by telephone and e-mail. Users can find these data and publications on the website of the Croatian Bureau of Statistics www.dzs.hr or request certain data and methodological explanations in writing. Publishing forms and deadlines are specified in the Calendar of Statistical Data Issues and the Publishing Programme of the Croatian Bureau of Statistics.

4.1. News release

First Release Tourist Activity of Population of Republic of Croatia, 2017 – Provisional Data
First Release Tourist Activity of Population of Republic of Croatia, 2017 – Final Data

4.2. Other publications

The survey results are regularly presented in the Statistical Yearbook.

4.3. Online database

Online databases for the survey Tourist Activity of the Population of the Republic of Croatia are published on the website of the Croatian Bureau of Statistics www.dzs.hr in the section Databases, Tourism.

Online databases are available on the website of Eurostat
<https://ec.europa.eu/eurostat/web/tourism/data/database>.

4.4. Micro-data access

The conditions under which certain users can access microdata are regulated by the Ordinance on the Conditions and Manner of Using Confidential Statistical Data for Scientific Purposes (NN, No. 137/13). Microdata are not published, but delivered to Eurostat.

4.5. Documentation on methodology

The survey methodology is defined in Eurostat's Methodological Manual for Tourism Statistics. Notes on methodology, which include the purpose of the survey, legal and methodological basis, observation units, coverage, sources and methods of data collection, response rates and definitions, are published in First Releases and on the website of the Croatian Bureau of Statistics www.dzs.hr. The basic notes on methodology are a part every First Release. Eurostat's methodological documentation is available at <http://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/KS-GQ-14-013>.

5. Comparability

5.1. Asymmetry for mirror flows statistics

Not applicable.

5.2. Comparability over time

5.2.1 Length of comparable time series

The indicator for this survey is not applicable.

5.2.2 Reasons for break in time series

The indicator for this survey is not applicable.

6. Coherence

6.1. Coherence – short-term and structural data

The indicator for this survey is not applicable.

6.2. Coherence – national accounts

The indicator for this survey is not applicable.

6.3. Coherence – administrative sources

The indicator for this survey is not applicable.

7. Cost and burden

7.1. Cost

The costs of interviewers in the CATI centre of the Croatian Bureau of Statistics amounted to 190 000 kuna. This amount did not include the costs of methodological and technical preparation of the survey, training of interviewers, data processing and publication of results.

7.2. Burden

Data were collected by computer-assisted telephone interviewing (CATI method). In order to reduce the burden on respondents who travel a lot, they were asked for a maximum of three trips with overnights stays and three same-day visits. An interview lasted an average of five minutes in total, and eight minutes for persons who travelled.