



REPUBLIC OF CROATIA



CROATIAN BUREAU OF STATISTICS

**QUALITY REPORT FOR STATISTICAL SURVEY**  
**Tourist Activity of the Population of the Republic of Croatia**  
**For 2020**

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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 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 the 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, No 25/20)

- 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.

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

- **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 overnights 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 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 the Republic of Croatia.

## **1. Relevance**

### **1.1. Data users**

National users: Ministry of Tourism and Sport, 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.

### 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](http://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 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 the Republic of 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 2020

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
<b>Number of persons on trips with overnight stays</b>				
Number of persons on private trips	1 297 936	2.6	1 231 231	1 364 641
Only in Croatia	1 067 373	3.0	1 005 526	1 129 219
Only abroad	123 687	7.2	105 956	141 418
In Croatia and abroad	106 876	5.8	94 655	119 097
On trips with 1 – 3 nights	545 535	3.9	503 596	587 474
On trips with 4 and more nights	962 066	2.9	906 831	1 017 300
Number of persons on business/professional trips	162 425	5.7	144 175	180 676
<b>Number of trips with overnight stays</b>				
Private trips	2 787 062	2.0	2 680 127	2 893 998
In Croatia	2 356 501	2.2	2 256 653	2 456 348
Abroad	430 562	4.3	394 083	467 040
Business/professional trips	216 307	6.0	190 743	241 871
In Croatia	153 750	7.2	131 764	175 736
Abroad	62 557	8.2	52 152	72 963
<b>Number of nights on trips with overnight stays</b>				
Nights on private trips	18 566 244	4.2	17 051 853	20 080 636
In Croatia	14 804 930	4.2	13 585 914	16 023 946
Abroad	3 761 315	12.0	2 875 700	4 646 929
Nights on business/professional trips	881 775	8.9	727 183	1 036 367
In Croatia	535 717	9.2	437 966	633 467
Abroad	346 058	13.7	249 835	442 281
<b>Expenditure on trips with overnight stays, kuna</b>				
Expenditure on private trips	4 653 377 932	6.5	4 059 798 381	5 246 957 483
In Croatia	3 195 246 104	4.0	2 946 359 666	3 444 132 541
Abroad	1 458 131 828	18.5	927 092 987	1 989 170 669
Expenditure on business/professional trips	703 303 817	10.2	561 672 733	844 934 900
In Croatia	314 869 161	6.2	276 100 176	353 638 145
Abroad	388 434 656	15.4	267 292 454	509 576 858

Estimates and accuracy measurements of the most important indicators of tourist activity of the population of the Republic of Croatia in 2020

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
<b>Number of same-day visits</b>				
Private trips	3 291 132	3,1	3 089 887	3 492 377
In Croatia	3 160 185	3,2	2 960 351	3 360 019
Abroad	130 947	6,1	115 222	146 672
Business/professional trips	566 453	6,2	497 149	635 758
In Croatia	512 474	6,3	448 875	576 073
Abroad	53 979	20,9	27 268	80 690
<b>Expenditures on same-day visits, kuna</b>				
Expenditure on private trips	1 020 818 397	5,7	906 462 367	1 135 174 428
In Croatia	955 122 058	6,0	841 854 832	1 068 389 284
Abroad	65 696 339	11,3	50 904 176	80 488 502
Expenditure on business/professional trips	334 668 442	12,6	251 405 300	417 931 583
In Croatia	306 114 372	13,3	225 732 941	386 495 802
Abroad	28 554 070	20,7	14 590 556	42 517 583

### 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 2020. The rate of valid units for the survey Tourist Activity of the Population of the Republic of Croatia, 2020, amounted to 85.6%. 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 2020 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 13.5% (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 15.4% (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 14.4%.

### 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 2020, the unweighted non-response rate amounted to 39.2%.

### 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: 10.5%
- accommodation expenditure: 8.8%
- expenditure on food and drinks in hotel and restaurant establishments: 10.5%
- other expenditure: 7.5%

#### 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

Provisional data are not published in the survey; therefore, there are no planned data revisions.

The users of statistical data are informed about revisions on the website of the Croatian Bureau of Statistics [https://www.dzs.hr/Opća revizijska politika DZS-a](https://www.dzs.hr/Opća%20revizijska%20politika%20DZS-a).

#### 2.3.2. Data revision – practice

Provisional data are not published in the survey; therefore, there are no planned data revisions. Unplanned revisions that are caused by events that could not be predicted and could not be influenced in advance (subsequent changes in data sources or subsequently identified errors in previously submitted data) are disseminated as soon as possible.

#### 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

The indicator for this survey is not applicable.

#### 3.1.2. Time lag – final results

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

### 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](http://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](http://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 the Population of the Republic of Croatia, 2020

### **4.2. Other publications**

The survey results are published in Croatia in Figures.

### **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](http://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](http://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 about 140 000 kuna. This amount did not include the costs of methodological and technical preparation of the survey, data processing and publication of results.

#### **7.2. Burden**

The 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 four trips with overnights stays and four same-day visits. The interview lasted an average of four minutes per household.