

GODINA HRVATSKE STATISTIKE
YEARS OF CROATIAN STATISTICS

INTERESTING POINTS

Zagreb, September, 25th 2015

World Tourism Day

World Tourism Day is celebrated on the 27 September each year. In 1970, on that same day, the Statutes of the [United Nations World Tourism Organisation](#) (UNWTO) were adopted. Their purpose was to raise the awareness of the importance of tourism and its effects in the cultural, social, political and economic sense. Each year's topic is determined by the General Assembly of the UNWTO and this year's topic „A billion tourists, a billion opportunities“ was chosen because, according to the data of the UNWTO, the number of tourists that travelled abroad reached one billion in 2012. The estimation of this umbrella corporation is that the total number of international tourists will have amounted to 1.8 billion by 2030. Each year, a different host country is selected. The choice depends on the geographical location. More specifically, a country from a different continent is selected, and this year's official celebration is being held in Burkina Faso where a conference will be held as well and during which the importance of tourism for the global economy will be promoted.

According to the methodology of the [Croatian Bureau of Statistics](#), which is harmonised with the methodology used by other EU Member States, tourism is defined as the activity of persons that travel and stay in places outside of their usual place of residence for a period shorter than one year and for the purposes of leisure, business and other personal reasons, except for employment with business entities situated in the place the person is visiting. A tourist is defined as any person that spends at least one night outside their place of usual residence in an accommodation establishment or other establishments which offer accommodation to tourists for leisure, recreation, health, study, religion, family, work, public missions and public gathering purposes. Migrants, cross-border workers, diplomats and members of military forces on regular assignments, exiled persons and nomadic persons are not considered to be tourists.

Europe has a large role in global tourism, which is evident from the fact that 52% of international arrivals of tourists in 2013 were realised in that region, which amounts to 563 million tourists. According to [Eurostat](#)'s data, Croatia was the third EU Member State in 2013 according to the total number of nights per capita, with an average of 15.1 nights per capita, with only Malta (20.2 nights per capita) and Cyprus (16.2 nights per capita) having a higher average.

Also, Croatia had the highest share of profit from international tourism in relation to GDP in the whole of EU in 2013 and it amounted to 16.7% of the national GDP. Malta and Cyprus were behind Croatia with 14.5% and 13.2%, respectively.

Tourist arrivals in commercial accommodation in Croatia noted an increase from 9.2 million arrivals in 2005, to 13.1 million arrivals in 2014, which is an average yearly increase of 3.9%. An increase in the number of nights was also noted during the same period and it rose from 50.3 million in 2005 to 66.5 million in 2014, which is an average yearly increase of 3.2%.

If one looks at tourist arrivals and nights according to the types of tourist places, places located near the sea were the most visited places in 2014 with 11.1 million of arrivals and 62.6 million nights. In other words, places near the sea are far ahead of other types of tourist places since they account for 84.4% of arrivals and 94.1% of the total number of arrivals and nights.

The most visited town in Adriatic Croatia in 2014 was Dubrovnik with 818 017 recorded tourist arrivals. It is followed by Rovinj with 465 731 and Poreč with 403 342 arrivals. It is interesting to note that the city of Zagreb, as the most visited town in Continental Croatia, had 967 902 tourist arrivals in 2014, which is an even higher number than for Dubrovnik.

Foreign tourists in commercial accommodation establishments realised 11.6 million arrivals in 2014 (88.5% of the total number of arrivals) and 61.3 million nights (92.2% of the total number of nights), which shows that Croatia is an attractive tourist destination for a large number of foreign tourists. The highest number of foreign tourists in 2014 came from Germany, then from Slovenia, Italy, Austria and The Czech Republic. According to the number of nights, the highest number of nights were realised by tourists from Germany, Slovenia, Austria, The Czech Republic and Italy. When choosing their type of accommodation, foreign tourists most often rent rooms, apartments, studio apartments and vacation houses. These account for 41.4% of the total number of nights, followed by camp sites (25.4%) and hotels (24.2%).

Croatian tourists in commercial accommodation establishments realised 1.5 million arrivals and 5.2 million nights in the same period. Regarding the choice of the type of accommodation, Croatian tourists most often decide on renting rooms, apartments, studio apartments and vacation houses, which account for 38.2% of nights, followed by hotels (35.5%) and camp sites (7.6%).

A comparison of the number of arrivals and nights in the last twenty years, i.e. since The Republic of Croatia became an independent country, shows that the year 2014 had the highest number of arrivals and nights. There were 13 128 416 arrivals and 66 483 948 nights of foreign tourists realised in that year.

WORLD TOURISM DAY, 27 SEPTEMBER



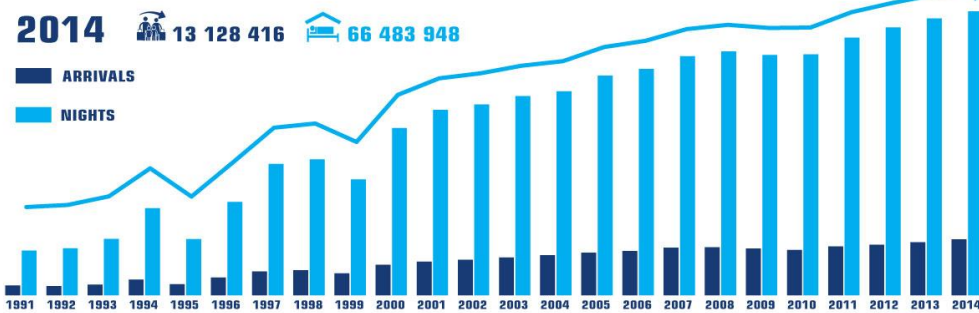
Passed milestone of 1 billion tourists who travelled abroad in a single year



Largest share of arrivals of foreign tourists in 2013 by region achieved by Europe (52%)

source: UNWTO

TOURIST ARRIVALS AND NIGHTS IN COMMERCIAL ACCOMMODATION ESTABLISHMENTS



Data for last 24 years show that largest number of tourist arrivals and nights was achieved in 2014



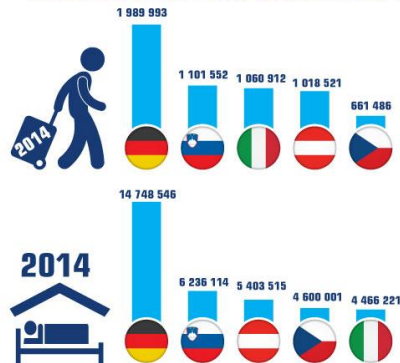
Seaside resorts are most popular among tourist resorts – they account for 84.4% of total number of arrivals and for 94.1% of total number of nights in 2014



City with highest number of tourist arrivals in Continental Croatia in 2014 was **City of Zagreb**; in Adriatic Croatia it was **Dubrovnik**.

*A billion tourists,
a billion opportunities*

ARRIVALS, NIGHTS AND STRUCTURE OF NIGHTS OF FOREIGN TOURISTS, BY TYPE OF ACCOMMODATION



ROOMS TO LET, APARTMENTS, STUDIO-TYPE SUITES, SUMMER HOUSES

41.4%

CAMPING SITES

25.4%

HOTELS

24.2%

