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# **Tourism**

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In addition to the significant increase in food, beverage, and energy prices in the last few years, rising accommodation prices could contribute to the weakening of the price competitiveness of Croatian tourism. This could ultimately accelerate the process of slowing down the tourism activity in the coming period.



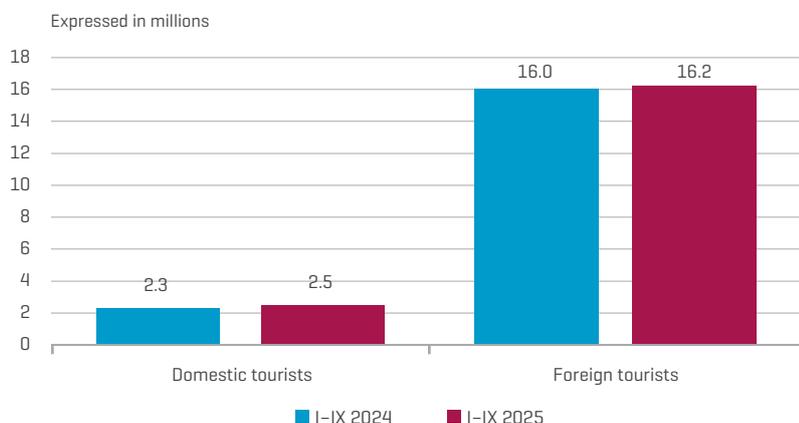
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# Tourism in Croatia in 2025

Tourism is of exceptional importance to the Croatian economy. In addition to the direct effects on gross domestic product (GDP), value added, and employment, tourism also has indirect and induced effects on the economy. Through indirect effects, tourism contributes to the growth of activity and employment in other sectors such as trade, transport, construction, furniture manufacturing, transport vehicle manufacturing, etc. (Buturac & Rašić, 2024, p. 3). Persons employed in all these industries use their income to create additional demand in other sectors, thereby producing an induced effect on the economy. One of the most commonly used introductory indicators of the state and trends in tourism is data on the number of arrivals and overnight stays. Therefore, we begin this research on tourism activity in Croatia by analyzing the number of arrivals and overnight stays.

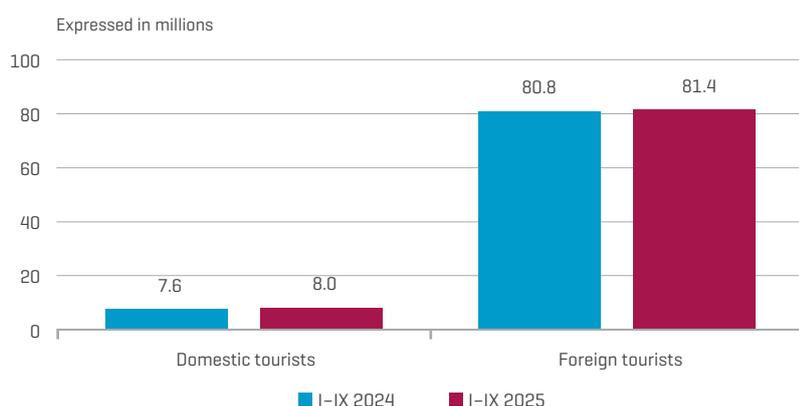
**Figure 1**  
Domestic and foreign tourist arrivals in the period from January to September 2024 and 2025, in millions

Source: Croatian Bureau of Statistics.



**Figure 2**  
Domestic and foreign tourist overnight stays in the period from January to September 2024 and 2025, in millions

Source: Croatian Bureau of Statistics.



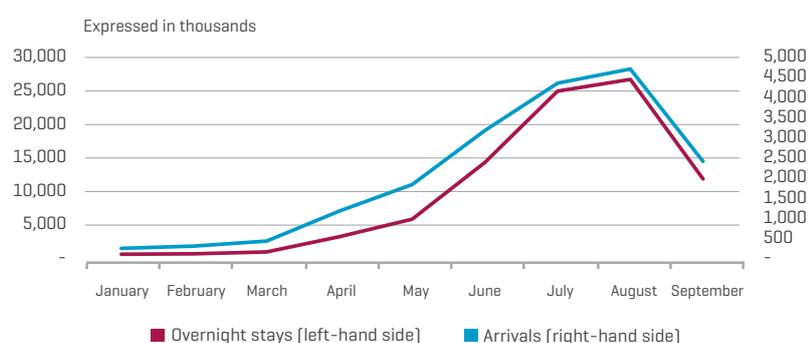
“In the first nine months of 2025, 89.4 million tourist overnight stays were recorded in Croatia, which is 1.2 percent more overnight stays than during the same period last year.

According to the latest available data from the Croatian Bureau of Statistics, in the first nine months of this year, Croatia recorded 18.7 million tourist arrivals, resulting in 89.4 million overnight stays (Figures 1 and 2). Compared to the same period in 2024, the number of tourist arrivals increased by 2.3 percent, and the number of overnight stays increased by 1.2 percent. The increase in the number of arrivals and overnight stays was more pronounced among domestic tourists than among foreign tourists. This can be attributed to the relatively small base of domestic tourists, as well as to increased competitive pressure from other international tourist destinations. Furthermore, the slowdown in the increase in arrivals and overnight stays of foreign guests was certainly contributed to by the slower economic growth recorded in the main source markets. Domestic guests achieved year-on-year growth in the number of arrivals of 8.6 percent and overnight stays of 6.1 percent in the first nine months of this year. At the same time, arrivals of foreign guests increased by 1.4 percent, while overnight stays increased by 0.7 percent. Of the total number of tourist overnight stays from January to September this year, foreign guests accounted for 91.0 percent and domestic guests accounted for 9.0 percent.

An analysis of the dynamics of the number of arrivals and the number of tourist overnight stays in the first nine months of this year confirms that arrivals and overnight stays intensify during the summer months. They reach their peak in August (Figure 3). Of the total number of overnight stays achieved in the first nine months of this year, 71.1 percent were cumulatively achieved during the summer months (June, July, August).

**Figure 3**  
Trends in arrivals and number of tourist overnight stays from January to September 2025

Source: Croatian Bureau of Statistics.



Given the fact that, as a result of the circumstances caused by the COVID-19 pandemic, a significant decrease in both the number of arrivals and the number of tourist overnight stays was recorded in 2020 compared to 2019, the analysis below will show a comparison of the annual change in tourist flows by month in 2025 compared to the same months in 2019 (Figure 4).

If we analyze the trend in overnight stays of domestic tourists, it is evident that during the peak tourist season (July–August) this year, a significant increase of 22.9 percent in overnight stays of domestic tourists was recorded

compared to the same months of 2019. At the same time, other months also bring an increase in the number of overnight stays of domestic tourists. Unlike domestic tourists, foreign tourists have not yet reached the level of overnight stays recorded in the summer months in pre-pandemic 2019. Except for March, a characteristic of foreign tourist overnight stays is an increase in overnight stays in months outside the main summer season. Compared to the same periods in 2019, the increase in overnight stays of foreign tourists in January this year was 29.1 percent, and in February it was 14.0 percent, in April 8.7 percent, in May 15.6 percent, in June 8.7 percent, and in September 13.2 percent.

**Figure 4**  
**Indices of change in the number of overnight stays of domestic and foreign tourists by month, from January to September 2025, compared to the period from January to September 2019**

Source: Croatian Bureau of Statistics.



A trend of a gradual decrease in the stay of foreign guests in Croatian tourist destinations has been observed. Measured according to the indicator of overnight stays per tourist arrival, it can be stated that in the first nine months of 2025, foreign tourists stayed an average of 5.0 nights. At the same time, in 2024 they stayed an average of 5.1 nights, in 2023 they stayed 5.2 nights, and in 2022 they stayed 5.5 nights.

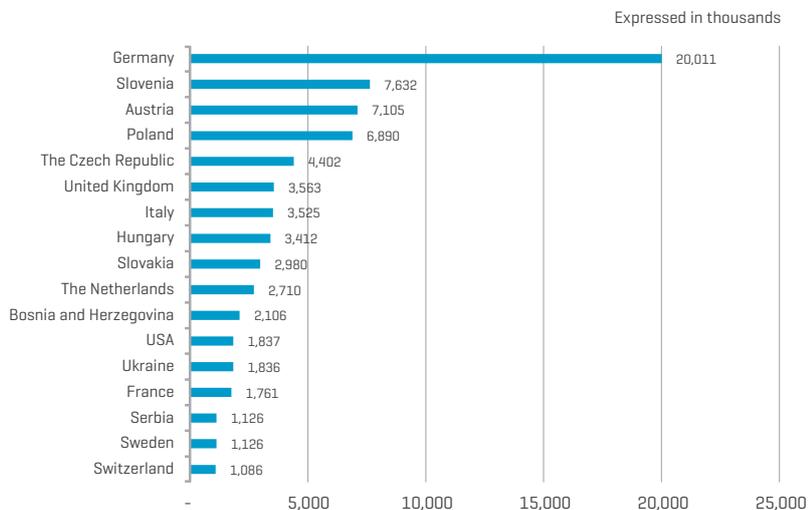
Compared to foreign guests, domestic guests stay significantly shorter in Croatian tourist destinations. There is also a noticeable trend among domestic guests to shorten their stays at tourist destinations. In the first nine months of this year, domestic tourists stayed an average of 3.3 nights at tourist destinations. At the same time, in 2024, domestic tourists likewise stayed 3.3 nights per arrival, whereas in 2023 and 2022, they stayed 3.4 nights per arrival. An analysis of overnight stays by type of accommodation shows that, in the period from January to September this year, of the total number of overnight stays, most were recorded in resorts and similar facilities for short-stay accommodation (50.2 percent). At the same time, hotel accommodation accounted for 26.0 percent, while camping grounds, recreational vehicle parks, and trailer parks accounted for 23.8 percent of total overnight stays in commercial accommodation. Compared to the same period last year, the share of overnight stays in resorts and similar facilities for short-stay accommodation has increased significantly (from 46.4 percent to 50.2 percent).

## Main source markets of foreign visitors by country of origin in the first nine months of 2025

By analyzing the structure of the source markets of foreign guests by country of origin, a pronounced degree of concentration can be observed, with tourists from Germany being the dominant ones. Given the market's relative proximity, this is expected, as it is the leading economic structure in the European Union. Of the total number of overnight stays by foreign guests in the first nine months of this year, 24.6 percent were from Germany (Figure 5). This is followed by overnight stays of tourists from Slovenia (9.4 percent), Austria (8.7 percent), Poland (8.5 percent), the Czech Republic (5.4 percent), and the United Kingdom (4.4 percent). An increase in the number of overnight stays in the first nine months of this year, compared to the same period last year, was recorded by tourists from Slovenia (1.2 percent), Poland and United Kingdom (3.2 percent each), Bosnia and Herzegovina (9.5 percent), USA (10.3 percent), Ukraine (19.8 percent), Serbia (9.8 percent), Sweden (1.3 percent), and Switzerland (0.3 percent). In contrast, a decrease in the number of overnight stays was recorded by tourists from Germany (0.3 percent), Austria (0.1 percent), the Czech Republic (3.8 percent), Italy (0.4 percent), Hungary (3.4 percent), Slovakia (2.0 percent), the Netherlands (5.1 percent), and France (5.6 percent) (Figure 6).

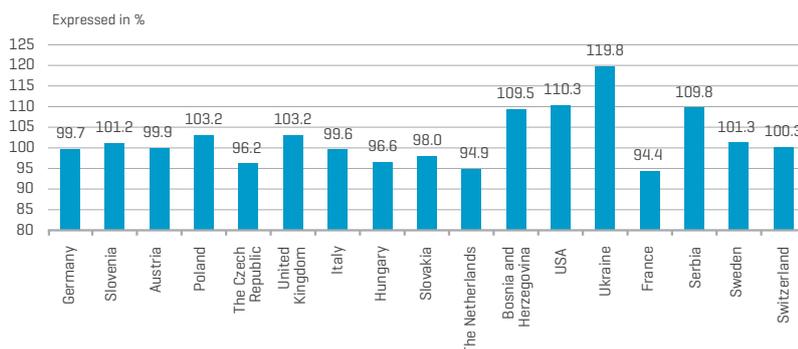
**Figure 5**  
Overnight stays by foreign tourists from the main source markets from January to September 2025

Source: Croatian Bureau of Statistics.



**Figure 6**  
Indices of change in overnight stays of foreign tourists from the main source markets achieved during the period from January to September 2025 (January to September 2024 = 100)

Source: Croatian Bureau of Statistics.



## Tourism in 2025 by county

An analysis of tourism activity by county shows that the highest number of overnight stays and tourist arrivals in the period from January to September 2025 was achieved in seven coastal counties (Istria, Split-Dalmatia, Primorje-Gorski Kotar, Zadar, Dubrovnik-Neretva, Šibenik-Knin, Lika-Senj). A cumulative total of 85.2 million overnight stays and 16.5 million arrivals were realized in these counties. This accounts for 95.3 percent of the total overnight stays and 88.5 percent of the total tourist arrivals recorded in Croatia during the observed period.

Table 1  
Tourist overnight stays and arrivals by county, January–September 2025

	Tourist overnight stays	Index Jan–Sep 2025 Jan–Sep 2024	Tourist arrivals	Index Jan–Sep 2025 Jan–Sep 2024
Istria County	27,257,142	101.5	4,685,323	102.4
Split-Dalmatia County	17,508,649	100.9	3,578,983	102.8
Primorje-Gorski Kotar County	14,700,255	100.5	2,896,833	102.6
Zadar County	10,232,110	101.3	1,839,366	102.6
Dubrovnik-Neretva County	7,682,271	101.5	1,936,159	101.7
Šibenik-Knin County	4,976,188	100.8	896,671	103.7
Lika-Senj County	2,864,970	100.7	710,344	99.4
City of Zagreb	2,038,539	103.2	1,065,860	100.8
Karlovac County	528,693	97.6	296,821	99.1
Krapina-Zagorje County	370,826	107.1	165,780	102.6
Zagreb County	236,938	99.6	139,525	105.3
Osijek-Baranja County	228,207	115.8	111,508	112.9
Varaždin County	194,115	94.7	89,480	101.5
Međimurje County	187,779	106.1	80,867	105.0
Vukovar-Srijem County	119,392	102.6	70,495	101.6
Brod-Posavina County	63,209	112.9	42,061	111.8
Bjelovar-Bilogora County	51,873	78.1	18,686	86.2
Požega-Slavonia County	50,375	96.6	21,530	110.5
Sisak-Moslavina County	46,829	83.6	20,681	90.7
Koprivnica-Križevci County	37,415	110.0	14,933	106.8
Virovitica-Podravina County	36,589	108.4	16,061	112.2
<b>Republic of Croatia</b>	<b>89,412,364</b>	<b>101.2</b>	<b>18,697,967</b>	<b>102.3</b>

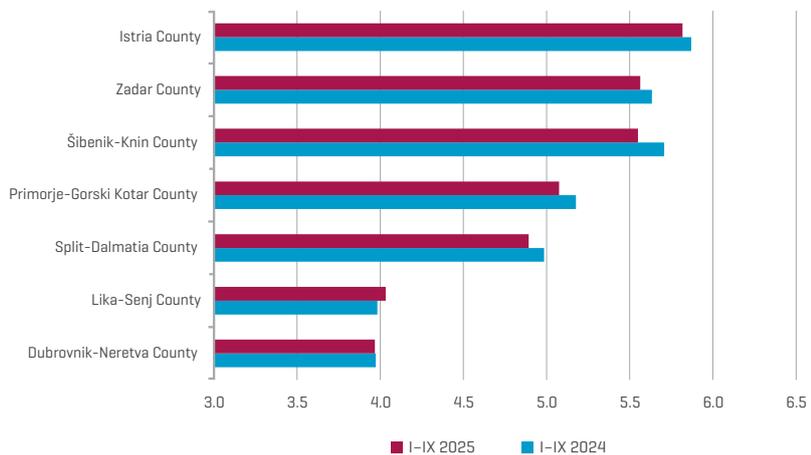
Source: Systematization by the authors, based on data from the Croatian Bureau of Statistics.

The highest number of overnight stays was recorded in the Istria County, i.e., 27.3 million. This is followed by Split-Dalmatia County with 17.5 million, Primorje-Gorski Kotar County with 14.7 million, Zadar County with 10.2 million, and Dubrovnik-Neretva County with 7.7 million overnight stays (Table 1). Apart from the coastal counties, the City of Zagreb continues to stand out in terms of tourism results, recording around 2 million overnight stays and 1.1 million arrivals in the first nine months of this year. Most counties recorded an increase in the number of overnight stays during the first nine months of this year compared to the same period in 2024. A slight decrease in overnight stays was recorded in Karlovac County (2.4 percent), Zagreb County (0.4 percent), and Požega-Slavonia County (3.4 percent). At the same time, more significant decreases in overnight stays were recorded in Varaždin County (5.3 percent), Bjelovar-Bilogora County (21.9 percent), and Sisak-Moslavina County (16.4 percent).

Taking into account growth dynamics, the best results on a year-on-year basis in the first nine months of 2025 were achieved by Osijek-Baranja County, which recorded 15.8 percent more overnight stays. It is followed by Brod-Posavina County with 12.9 percent, Koprivnica-Križevci County with 10.0 percent, Virovitica-Podravina County with 8.4 percent, and Krapina-Zagorje County with 7.1 percent more tourist overnight stays than in the first nine months of 2024. At the same time, among the coastal counties, the highest increase in the number of overnight stays was recorded by the Istria County and the Dubrovnik-Neretva County, with increases of 1.5 percent.

**Figure 7**  
Average number of overnight stays per tourist arrival in the coastal counties of the Republic of Croatia from January to September 2024 and 2025

Source: Croatian Bureau of Statistics.



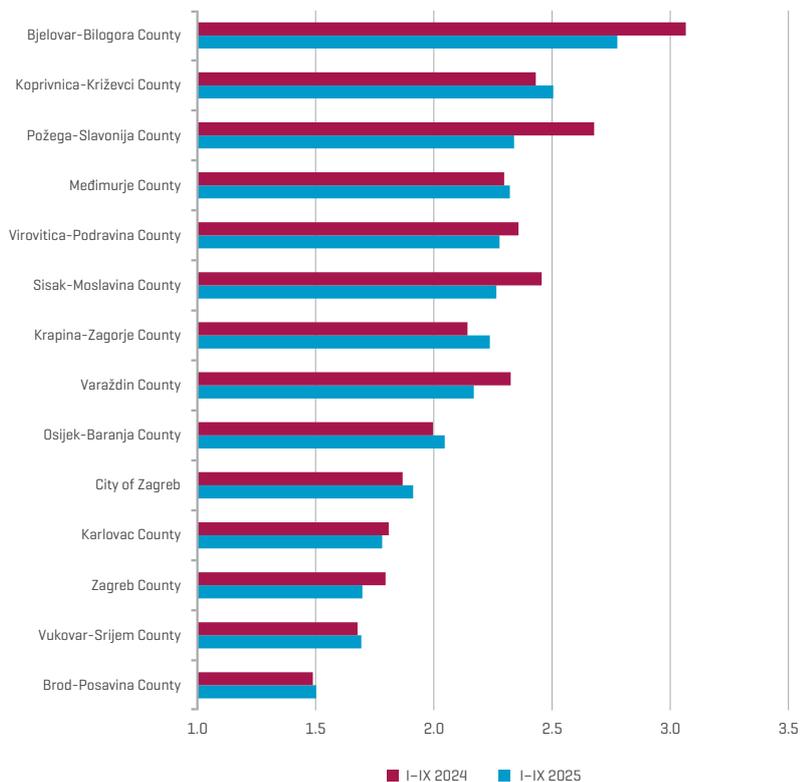
If we look at the average length of stay of tourists in coastal counties during the first nine months of this year, it is noticeable that tourists stayed in Dubrovnik-Neretva and Lika-Senj counties the shortest (4 nights each). In contrast, the longest stays of tourists were recorded in Istria (5.8 overnight stays), Zadar (5.6 overnight stays), and Šibenik-Knin County (5.5 overnight stays) (Figure 7). If these indicators are compared

year-on-year, it is evident that, on average, tourists are staying somewhat shorter. In the first nine months of last year, an average of 5.9 overnight stays were realized in Istria County, and 5.7 overnight stays were realized in Šibenik-Knin County.

If we analyze the value of this indicator for counties in the continental part of the country, we notice that, on average, tourists stay in these destinations significantly shorter than in coastal counties (Figure 8). On average, during the first nine months of 2025, tourists stayed the longest at tourist destinations in Bjelovar-Bilogora County [2.8 nights], followed by Koprivnica-Križevci County with 2.5 overnight stays per tourist arrival. Slightly more than 2 overnight stays per tourist arrival were also recorded by the Požega-Slavonia, Međimurje, Virovitica-Podravina, Sisak-Moslavina, Krapina-Zagorje, and Varaždin counties. On average, tourists stayed the shortest in Brod-Posavina County, i.e., 1.5 nights.

**Figure 8**  
Average number of overnight stays per tourist arrival in the counties of the continental part of the Republic of Croatia from January to September 2024 and 2025

Source: Croatian Bureau of Statistics.



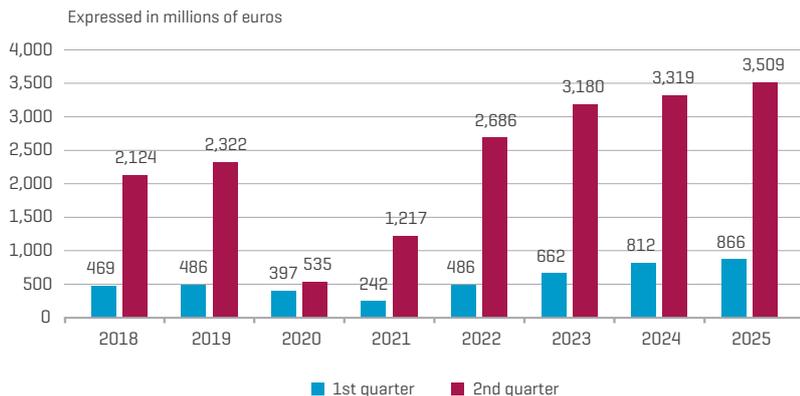
FOREIGN EXCHANGE REVENUE FROM TOURISM IN THE FIRST TWO QUARTERS OF 2025 RECORDED AN INCREASE OF 5.9 PERCENT COMPARED TO THE SAME PERIOD LAST YEAR.

### Foreign exchange revenue from tourism in the first two quarters of 2025

According to Croatian National Bank (CNB) data, foreign exchange revenue from tourism increased by 5.9 percent year-on-year in the first two quarters of 2025 (Figure 9). Compared to the same period in 2019, foreign exchange revenue from tourism increased by 55.8 percent during the first six months of this year. Given the year-on-year growth in foreign tourist arrivals and overnight stays during the first nine months of this year, it is expected that total international tourism revenue in 2025 will exceed that of last year.

**Figure 9**  
Foreign exchange revenue from tourism for the 1st and 2nd quarters from 2018 to 2025

Source: Croatian National Bank.



### Average monthly net wages per person employed in key tourism industries

The latest data from the Croatian Bureau of Statistics on average monthly net wages per person employed in legal entities show that positive trends in tourism turnover during the first two quarters of this year were reflected in the level of wages paid in key tourism activities, accommodation activities (I-55), and food and beverage service activities (I-56). The average monthly net wage per person employed in accommodation activities and food and beverage service activities (I) paid in August this year amounted to 1,192 euros, which is 10.6 percent more nominally than in the same month last year. Observed separately for both activities, the average monthly net wage per person employed in the accommodation sector (I-55) in August this year amounted to 1,314 euros and recorded a nominal increase of 10.1 percent on an annual basis. At the same time, the average monthly net wage per person employed in the food and beverage service sector (I-56)

amounted to 1,060 euros, which is a nominal increase of 12.3 percent compared to August 2024. Figure 10 shows the trends in net wages per person employed in the period from January to August 2025, at the level of the entire economy and at the level of the accommodation and food and beverage service industries. At the level of the entire economy, the average monthly net wage reached its lowest value in January of this year (1,392 euros). Net wages paid in the food and beverage service industry (I-56) also reached their lowest level in January (984 euros), while average net wages paid in the accommodation industry (I-55) recorded their lowest amount in February this year (1,232 euros). During the following months, especially the summer months, they recovered. Thus, the average net wage in the accommodation sector (I-55) increased by 5.7 percent nominally from January to August. At the same time, the average net wage paid in the food and beverage service sector (I-56) increased by 7.7 percent.

**Figure 10**  
Average net wages per person employed in the accommodation industry and food and beverage service industry – I, division I-55 and division I-56, from January to August 2025

Source: Croatian Bureau of Statistics.



**Table 2**  
Average monthly net wage per person employed in legal entities in Croatia, accommodation and food and beverage service activities, 2019 – (I-VIII) 2025

	2019	2020	2021	2022	2023	2024	I-VIII 2025
<b>Republic of Croatia [in euros]</b>	857	898	946	1,016	1,148	1,318	1,434
<b>I – Accommodation and food and beverage service activities</b>	708	695	739	831	944	1,062	1,151
<b>RH = 100</b>	82.6	77.4	78.1	81.8	82.2	80.6	80.3
<b>I-55 – Accommodation</b>	799	797	857	952	1,065	1,189	1,285
<b>I = 100</b>	112.9	114.7	116.0	114.6	112.8	112.0	111.6
<b>RH = 100</b>	93.2	88.8	90.6	93.7	92.8	90.2	89.6
<b>I-56 – Food and beverage service activities</b>	577	596	623	698	808	929	1,022
<b>I = 100</b>	81.5	85.8	84.3	84.0	85.6	87.5	88.8
<b>RH = 100</b>	67.3	66.4	65.9	68.7	70.4	70.5	71.3

Source: Croatian Bureau of Statistics.

In 2024, the average monthly net wage per person employed paid in the accommodation and food and beverage service sector (I) was 1,062 euros, which was 19.4 percent lower than the average for the Croatian economy (Table 2). In 2024, the average monthly net wage per person employed in the accommodation sector (I-55) was 1,189 euros, which was 12.0 percent above the average monthly net wages paid at the level of the accommodation and food and beverage service sector (I) and 9.8 percent below the average net wage per person employed at the level of the Croatian economy. At the same time, average net wages of 929 euros per person employed were paid in the food and beverage service sector (I-56), which was below the average for the two observed tourism sectors (by 12.5 percent) and below the average for the economy (29.5 percent).

In 2024, average monthly net wages per person employed at the level of the overall economy increased by 14.8 percent year-on-year. At the same time, average monthly net wages per person employed in the accommodation sector (I-55) increased by 11.6 percent, while wages in the accommodation and food and beverage service sector (I) increased by 15.0 percent.

# Tourism in Croatia in 2024

“In Croatia, 93.7 million overnight stays were recorded in 2024, which is 1.4 percent more than in 2023.

After 2020, which was marked by a significant decline in tourism activity caused by the coronavirus pandemic, in the period 2021–2024, recovery followed. 20.2 million arrivals and 93.7 million tourist overnight stays were realized last year, which represents a year-on-year increase of 3.9 percent in tourist arrivals and of 1.4 percent in overnight stays (Figure 11). In 2024, domestic guests realized a greater increase in the number of arrivals and overnight stays. Domestic tourist arrivals recorded a year-on-year increase of 8.7 percent, and foreign arrivals recorded an increase of 3.1 percent. At the same time, domestic tourists realized a 7.5 percent increase in overnight stays, while overnight stays of foreign tourists recorded an increase of 0.8 percent. This only tentatively confirms the findings from the previous parts of the analysis about the continuation of the trend of shorter stays by foreign tourists in Croatian tourist destinations.

Despite the increase in overnight stays, it should be noted that in 2024, tourism activity slowed. In 2024, the year-on-year increase in overnight stays was 1.4 percent; in 2023, 2.6 percent; in 2022, 28.3 percent, and in 2021, 72.1 percent. Judging by the number of overnight stays at least, it is interesting how 2024 managed to exceed the results from pre-pandemic 2019. In 2024, the number of overnight stays was 2.7 percent higher than in 2019 (Figure 11).

Table 3  
Main sector indicators, 2019–2024

	2019	2020	2021	2022	2023	2024
<b>Number of overnight stays (in millions)</b>	91.2	40.8	70.2	90.0	92.4	93.7
<b>Number of arrivals (in millions)</b>	19.6	7.0	12.8	17.8	19.5	20.2
<b>Tourism revenue (in billions of euros)</b>	10.5	4.8	9.1	13.1	14.6	15.0
<b>Share of activity in GDP (in %)</b>	11.8	N/A	N/A	11.3	N/A	N/A
<b>Share of activity in exports (in %)</b>	37.3	22.7	31.4	32.6	35.1	34.8
<b>Share of overnight stays in Istria [% of overnight stays]</b>	28.9	28.1	31	30.8	30.4	29.8
<b>Number of permanent beds (in thousands)</b>	1,160.1	1,049.1	1,086.6	1,128.5	1,150.4	1,179.1

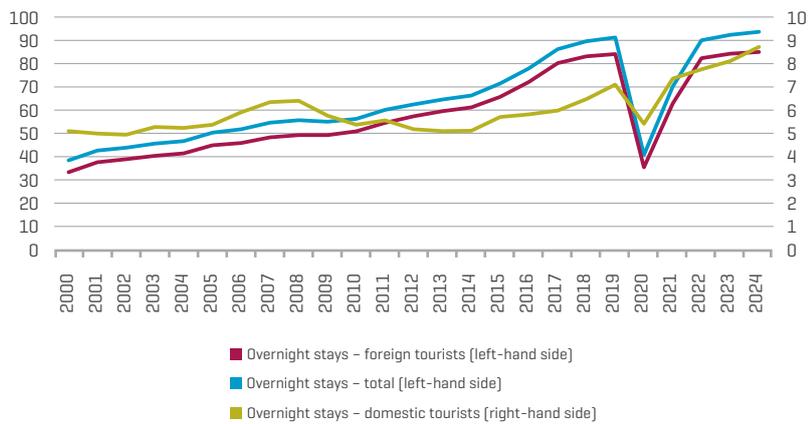
Sources: Croatian Bureau of Statistics and Croatian National Bank.

In 2024, in the structure of total arrivals and overnight stays, foreign tourists predominate, accounting for 85.8 percent of arrivals and 90.7 percent of overnight stays. In 2024, a total of 1.18 million permanent beds were available to tourists, which is 2.5 percent more than in 2023.

The trend of shorter stays of domestic and foreign guests at tourist destinations continued. In 2024, the average number of overnight stays per arrival of foreign tourists was 4.6, and that of domestic tourists was 3.0. In 2023, this indicator was 5.0 for foreign tourists and 3.1 for domestic tourists.

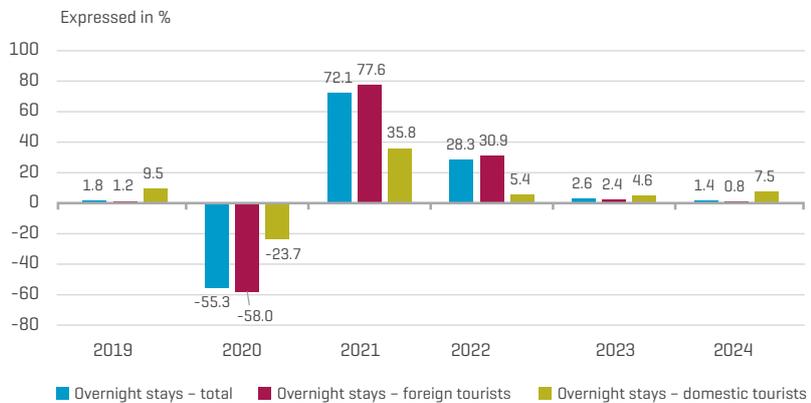
**Figure 11**  
Tourist overnight stays in Croatia, in millions, 2000–2024

Source: Croatian Bureau of Statistics.



**Figure 12**  
Year-on-year rates of change in the total number of overnight stays, and the number of overnight stays of domestic and foreign tourists from 2019 to 2024

Source: Croatian Bureau of Statistics.



Positive trends in tourism in Croatia in 2024 are also confirmed by financial indicators. Total tourism revenue from foreign guests amounted to 15.0 billion euros last year, which is 42.4 percent above the 2019 level [10.5 billion euros]. Compared to 2023, total tourism revenue from foreign guests increased by 2.8 percent. In the structure of foreign exchange revenue from tourism, private travel revenue predominates [97.3 percent], while business trip revenue from foreign guests accounts for only 2.7 percent of total foreign exchange revenue in tourism.

Table 4

**Structure of accommodation facilities by number of beds\*, 2023 and 2024**

	Total number of beds*		Structure (total = 100)	
	2023	2024	2023	2024
<b>Hotels and similar accommodation</b>	179,611	178,601	14.2%	13.7%
<b>Holiday and other short-stay accommodation</b>	822,438	850,027	64.9%	65.2%
<b>Camping grounds, recreational vehicle parks and trailer parks</b>	264,767	273,196	20.9%	21.0%
<b>Other accommodation</b>	1,108	1,097	0.1%	0.1%
<b>Total</b>	1,267,924	1,302,921	100.0%	100.0%

Note: \* Total number of beds includes permanent and auxiliary beds.

Source: Croatian Bureau of Statistics.

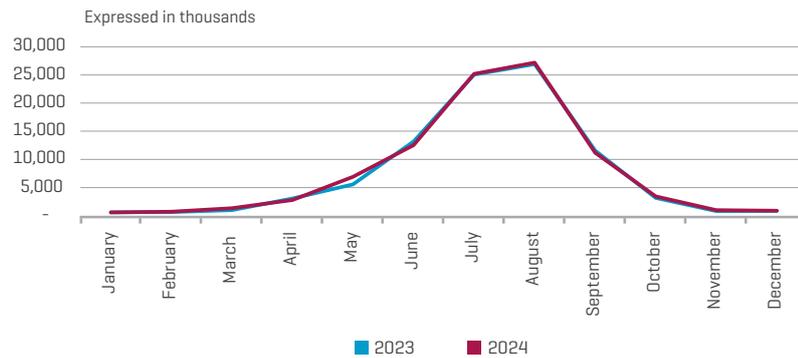
Tourism in Croatia is characterized by pronounced seasonality, which, in addition to climate factors, is also determined by the structure of accommodation capacities, the number and schedule of school and public holidays, as well as annual vacations [Rašić, 2022, p. 15]. The largest part of tourist accommodation in Croatia is private accommodation, together with campsites, and they generate most of their business during the summer season [Table 4]. Private accommodation accounts for 65.2 percent of the total number of beds, while camping grounds, recreational vehicle parks, and trailer parks account for 21.0 percent. Private accommodation includes rooms, apartments, studio apartments, and short-stay holiday homes. In 2024, hotel accommodation capacities<sup>1</sup> accounted for only 13.7 percent of the total number of beds.

The pronounced seasonality of tourism in Croatia is confirmed by monthly data on the number of tourist overnight stays. In 2024, more than three-quarters (81.2 percent) of the total annual number of tourist overnight stays occurred during the summer months of June, July, August, and September, with August accounting for 29.0 percent and July for 26.9 percent of the total number of overnight stays [Figure 13]. Interestingly, compared to 2023, the largest relative increase in overnight stays was recorded in the months outside the summer season, i.e., in March by 34.6 percent, in May by 23.9 percent, in November by 20.2 percent, in October by 9.0 percent, and in February by 8.0 percent. At the same time, in July and August, there was only a slight increase in the number of overnight stays on an annual basis. The number of overnight stays increased by 0.5 percent in July and by 1.1 percent in August. This supports the fact that the seasonality of Croatian tourism decreased in 2024.

<sup>1</sup> The category of "hotels" includes heritage hotels, aparthotels, integrated hotels, diffuse hotels, spa hotels, and hotels of a special standard, while the category of "similar accommodation" includes tourist resorts, tourist apartments, boarding houses, and guest houses.

**Figure 13**  
**Trends in tourist overnight stays in Croatia by month, 2023 and 2024**

Source: Croatian Bureau of Statistics.



### Tourism results at the county level in 2024

Adriatic Croatia is the most important Croatian tourist region in terms of both arrivals and overnight stays. In 2024, 94.4 percent of all overnight stays and 86.5 percent of all tourist arrivals in Croatia were realized in the seven coastal counties. As much as 65.7 percent of all tourist overnight stays in 2024 were achieved in three counties, Istria [27.9 million overnight stays], Split-Dalmatia [18.3 million overnight stays], and Primorje-Gorski Kotar [15.4 million overnight stays].

In 2024, Istria, Primorje-Gorski Kotar, Karlovac, and Koprivnica-Križevci counties recorded a decrease in the number of overnight stays on an annual basis. At the same time, all other counties (including the City of Zagreb) achieved an increase in the number of overnight stays (Table 5). Among the counties of Adriatic Croatia, the highest year-on-year growth was recorded in Dubrovnik-Neretva County, at 6.8 percent, followed by Zadar County with a growth of 3.3 percent, and Split-Dalmatia County, which recorded a year-on-year growth in the number of tourist overnight stays of 2.8 percent. Among the counties in the continental part of the country, the highest year-on-year growth in the number of tourist overnight stays was recorded in Sisak-Moslavina County (26.4 percent), followed by Virovitica-Podravina County with a year-on-year growth of 19.1 percent, and Zagreb County with 12.8 percent. In 2024, the City of Zagreb also recorded above-average year-on-year growth in overnight stays of 5.5 percent.

As expected, on average, tourists stay longer at tourist destinations in coastal counties (Figures 14 and 15). In 2024, at tourist destinations of Adriatic Croatia, the average number of overnight stays per arrival of foreign tourists was 5.1, while in Northern Croatia it was significantly lower, i.e., 2.3 overnight stays. This is followed by the Pannonian Croatia with 2.1 overnight stays per tourist arrival and the City of Zagreb with 1.9 overnight stays per tourist arrival.

IN ADDITION TO CLIMATE FACTORS, THE SEASONALITY OF CROATIAN TOURISM IS DETERMINED BY THE STRUCTURE OF ACCOMMODATION CAPACITIES, THE NUMBER AND SCHEDULE OF SCHOOL AND PUBLIC HOLIDAYS, AS WELL AS ANNUAL VACATIONS.

**Table 5**  
**Number of tourist overnight stays by county, 2023 and 2024**

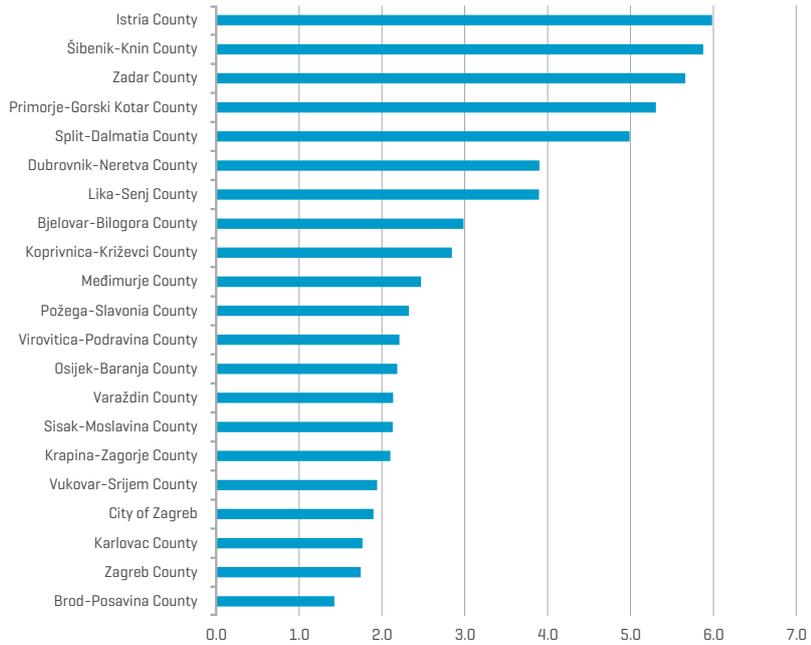
Source: Croatian Bureau of Statistics.

County	Overnight stays		
	2023	2024	Index of change 2024 2023
Istria County	28,121,131	27,907,047	99.2
Split-Dalmatia County	17,774,875	18,270,528	102.8
Primorje-Gorski Kotar County	15,599,876	15,416,334	98.8
Zadar County	10,122,050	10,461,110	103.3
Dubrovnik-Neretva County	7,762,485	8,293,708	106.8
Šibenik-Knin County	5,067,586	5,130,465	101.2
Lika-Senj County	2,903,811	2,940,355	101.3
City of Zagreb	2,507,454	2,646,443	105.5
Karlovac County	622,764	599,607	96.3
Krapina-Zagorje County	414,222	435,659	105.2
Zagreb County	265,018	298,810	112.8
Osijek-Baranja County	253,118	265,554	104.9
Varaždin County	241,220	254,952	105.7
Međimurje County	215,597	224,739	104.2
Vukovar-Srijem County	150,735	158,101	104.9
Bjelovar-Bilogora County	83,102	84,258	101.4
Sisak-Moslavina County	68,137	73,167	126.4
Brod-Posavina County	64,782	71,509	104.9
Požega-Slavonia County	57,887	66,678	102.9
Virovitica-Podravina County	44,950	42,920	119.1
Koprivnica-Križevci County	36,032	41,870	93.1

In Croatian tourist destinations, shorter guest stays are being recorded. This process is particularly pronounced in Adriatic Croatia. In this region, the average stay of foreign tourists was 6.5 nights in 2020, and 5.1 nights in 2024. If we analyze the average length of stay of tourists according to tourist residency, the characteristic of Adriatic Croatia is that, on average, foreign guests stay significantly longer than domestic guests (5.1 versus 3.5 overnight stays), while this difference is insignificant at tourist destinations in continental regions (2.2 versus 2.1 overnight stays).

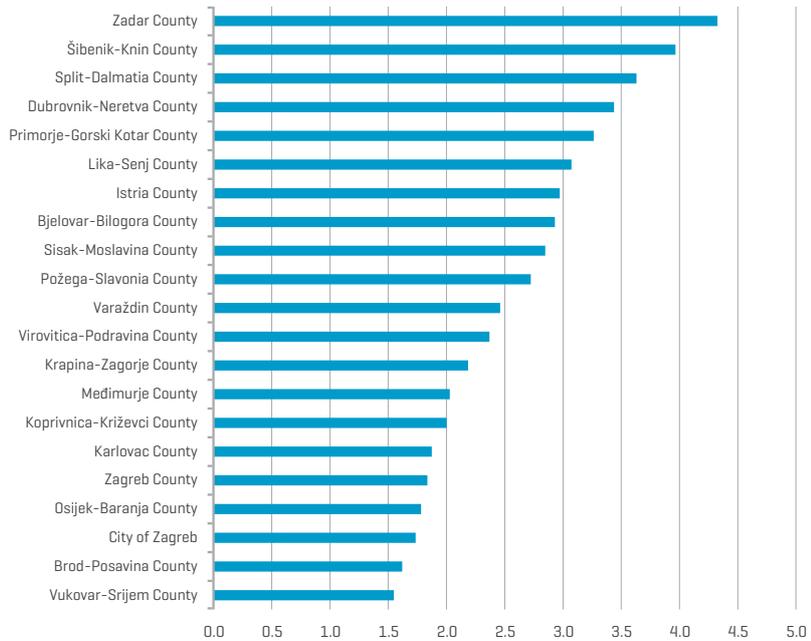
**Figure 14**  
Average number of overnight stays per arrival of foreign tourists by county, 2024

Source: Croatian Bureau of Statistics.



**Figure 15**  
Average number of overnight stays per arrival of domestic tourists by county, 2024

Source: Croatian Bureau of Statistics.



Analyzed by county, the largest difference in length of stay between foreign and domestic tourists was recorded in 2024 at tourist destinations in Istria County, where foreign tourists stay twice as long as domestic tourists on average and record 6 overnight stays upon arrival, while domestic tourists record 3 overnight stays. In 2024, foreign tourists stayed the longest in Istria [6 overnight stays], Šibenik-Knin [5.9 overnight stays], and Zadar counties [5.7 overnight stays]. Similarly, on average, domestic tourists stayed the longest in Zadar County [4.3 overnight stays], followed by Šibenik-Knin County with 4.0 overnight stays and Split-Dalmatia County with 3.6 overnight stays. Among the coastal counties, the lowest average number of overnight stays per foreign tourist arrival was recorded in

Dubrovnik-Neretva County [3.9 overnight stays], while on average, domestic tourists stayed the shortest in Istria County [3 overnight stays].

It is interesting to note that, on average, domestic tourists stay slightly longer than foreign tourists in some continental tourist destinations. These include destinations in the areas of Zagreb, Krapina-Zagorje, Varaždin, Virovitica-Podravina, Požega-Slavonia, and Brod-Posavina counties.

**Table 6**  
**Destinations in Adriatic Croatia with more than a million tourist overnight stays recorded in 2024**

	Overnight stays	Arrivals	Index of change of overnight stays 2024 2023	Average number of overnight stays per arrival
<b>Dubrovnik</b>	4,192,151	1,347,526	110.2	3.1
<b>Rovinj</b>	4,068,712	724,475	98.5	5.6
<b>Poreč</b>	3,216,077	625,098	99.0	5.1
<b>Split</b>	3,070,825	1,032,208	105.6	3.0
<b>Umag</b>	2,666,930	543,592	99.2	4.9
<b>Medulin</b>	2,615,538	434,457	98.4	6.0
<b>Zadar</b>	2,299,125	668,243	107.2	3.4
<b>Funtana</b>	2,098,664	321,417	101.9	6.5
<b>Pula</b>	2,020,931	460,777	101.2	4.4
<b>Mali Lošinj</b>	1,944,428	292,698	102.2	6.6
<b>Novalja</b>	1,839,322	295,223	101.4	6.2
<b>Tar-Vabriga</b>	1,816,694	260,567	95.6	7.0
<b>Crikvenica</b>	1,756,740	361,310	96.0	4.9
<b>Vrsar</b>	1,746,579	244,188	100.0	7.2
<b>Makarska</b>	1,672,925	316,894	103.6	5.3
<b>Šibenik</b>	1,383,353	317,290	104.1	4.4
<b>Krk</b>	1,364,729	246,789	95.9	5.5
<b>Opatija</b>	1,361,164	446,747	100.9	3.0
<b>Labin</b>	1,227,637	226,407	95.9	5.4
<b>Rab</b>	1,219,101	183,297	99.1	6.7
<b>Novigrad</b>	1,184,012	240,066	97.9	4.9
<b>Vodice</b>	1,179,308	229,128	100.4	5.1
<b>Nin</b>	1,172,559	168,436	100.2	7.0
<b>Fažana</b>	1,097,627	157,370	98.8	7.0
<b>Omiš</b>	1,049,693	175,032	104.7	6.0

Source: Systematization and calculation by the authors, based on data from the Croatian Bureau of Statistics.

“In 2024, the most popular tourist destinations in Croatia were Dubrovnik with 4.2 million overnight stays, Rovinj with 4.1 million, and Poreč with 3.2 million overnight stays.

At the level of individual tourist destinations in Adriatic Croatia, more than a million overnight stays in 2024 were recorded in 25 coastal destinations and the City of Zagreb [Table 6]. For comparison, in 2023, 26 coastal destinations realized this figure. In 2024, the most popular tourist destinations in Croatia were Dubrovnik with 4.2 million overnight stays, Rovinj with 4.1 million, and Poreč with 3.2 million overnight stays. The slowdown in the increase of overnight stays in a large number of coastal destinations, or even a slight decline, is worth noting. In contrast, the largest contribution to positive trends in 2024 comes from Dubrovnik, with a year-on-year growth in overnight stays of 10.2 percent. This is followed by Zadar, with an increase of 7.2 percent, and Split, with an increase of 5.6 percent.

At the same time, the largest decreases in overnight stays were recorded in Tar-Vabriga [4.4 percent], Labin [4.1 percent], Krk [4.1 percent], and Crikvenica [4.0 percent]. Last year, in the coastal and island destinations observed, on average, tourists stayed the shortest in Split and Opatija [3 nights each], and the longest in Vrsar [7.2 nights], followed by Nin, Tar-Vabriga and Fažana [7 nights each], and Rab [6.7 nights]. By observing tourist turnover achieved at the level of destinations in the continental part of the country<sup>2</sup>, as expected, the City of Zagreb recorded the highest number of overnight stays in 2024 – 2.6 million [Table 7]. This is followed by Tuhelj with 172,583 overnight stays and Osijek with 157,599 overnight stays.

In 2024, out of a total of 336 local destinations in the continental counties of Croatia, only four recorded more than 100,000 overnight stays. These include: the City of Zagreb, Tuhelj, Osijek, and Sveti Martin na Muri. There is a high concentration of tourist activity in the continental part of Croatia, with more than half of the total number of overnight stays recorded in the City of Zagreb [50.3 percent]. At the same time, nine destinations recorded more than 50,000 and fewer than 100,000 overnight stays, while 12 of them achieved between 20,000 and 50,000 overnight stays. If the number of overnight stays achieved in 2024 is compared on a year-on-year basis, growth is visible in almost all observed destinations, with the exceptions of Tuhelj, Vukovar, Stubičke Toplice, and Daruvar. The largest year-on-year growth in the number of tourist overnight stays was recorded in Donja Stubica [35.5 percent], followed by Velika Gorica, with a year-on-year growth of 21.3 percent, and Marija Bistrica, with a growth of 15.6 percent. In 2024, tourists stayed the shortest on average in Velika Gorica, Jastrebarsko, Slavonski Brod, and Marija Bistrica [1.5 nights each], while they stayed the longest in Lipik [8.1 nights], followed by Varaždinske Toplice [4.3 nights], and Daruvar [3.5 nights].

<sup>2</sup> Destinations located in the area of the former NUTS2 region of Continental Croatia, or in the area of the currently valid NUTS2 regions of Pannonian Croatia, Northern Croatia, and the City of Zagreb.

Table 7

**Destinations in the continental part of the country with more than 20,000 recorded tourist overnight stays in 2024**

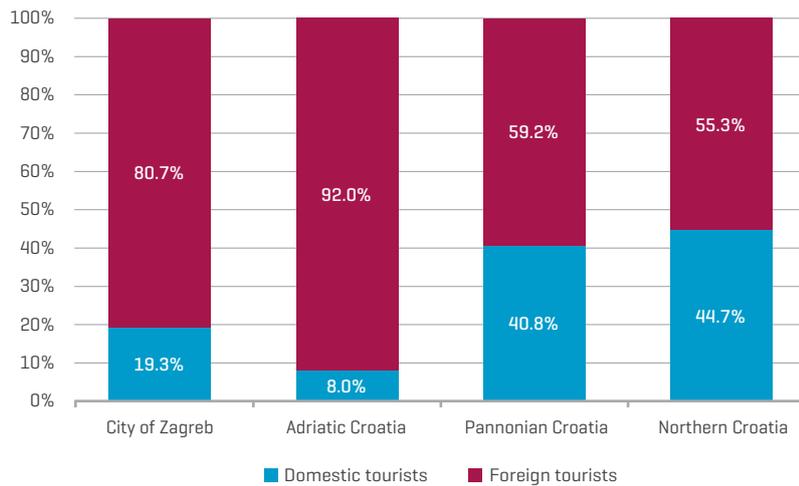
	Overnight stays	Arrivals	Index of change of overnight stays 2024 2023	Average number of overnight stays per arrival
<b>City of Zagreb</b>	2,646,443	1,419,929	105.5	1.9
<b>Tuhelj</b>	172,583	69,363	97.2	2.5
<b>Osijek</b>	157,599	81,396	101.2	1.9
<b>Sveti Martin na Muri</b>	148,160	63,290	101.1	2.3
<b>Slunj</b>	90,703	50,558	105.0	1.8
<b>Velika Gorica</b>	90,074	60,946	121.3	1.5
<b>Varaždin</b>	81,186	44,566	101.1	1.8
<b>Vukovar</b>	80,201	51,325	99.0	1.6
<b>Stubičke Toplice</b>	74,126	29,247	96.9	2.5
<b>Varaždinske Toplice</b>	64,149	15,087	114.6	4.3
<b>Daruvar</b>	52,250	15,020	94.4	3.5
<b>Vinkovci</b>	51,108	28,560	111.0	1.8
<b>Jastrebarsko</b>	50,203	33,366	114.6	1.5
<b>Donja Stubica</b>	49,282	23,667	135.5	2.1
<b>Duga Resa</b>	49,048	22,815	103.9	2.1
<b>Sveta Nedelja</b>	47,473	28,801	112.7	1.6
<b>Slavonski Brod</b>	46,498	30,693	103.9	1.5
<b>Ogulin</b>	40,374	25,378	101.8	1.6
<b>Samobor</b>	36,352	19,421	109.7	1.9
<b>Krapinske Toplice</b>	36,332	15,370	110.3	2.4
<b>Ivanić-Grad</b>	34,311	10,096	102.4	3.4
<b>Čakovec</b>	31,046	17,435	107.1	1.8
<b>Lipik</b>	22,287	2,739	112.2	8.1
<b>Đakovo</b>	22,153	11,517	102.4	1.9
<b>Marija Bistrica</b>	20,917	14,242	115.6	1.5

Source: Systematization and calculation by the authors, based on data from the Croatian Bureau of Statistics.

Figure 16 shows the structure of tourism demand at the level of the spatial units of Adriatic Croatia, Pannonian Croatia, Northern Croatia, and the City of Zagreb (NUTS2 regions). Foreign tourists are significantly predominant in the structure of overnight stays and tourist arrivals in Adriatic Croatia (92.0 percent of total overnight stays) and the City of Zagreb (80.7 percent). Although more than half of tourist overnight stays in destinations in Pannonian and Northern Croatia are made up of foreign tourists, they still rely on domestic tourist demand to a significant extent. Last year, domestic tourists accounted for 44.7 percent of the total number of tourist overnight stays in Northern Croatia, and 40.8 percent of the total number of tourist overnight stays in Pannonian Croatia.

**Figure 16**  
**Tourist overnight stays, City of Zagreb, Adriatic Croatia, Pannonian Croatia, and Northern Croatia, 2024**

Source: Croatian Bureau of Statistics.



### Main source markets of foreign visitors by country of origin in 2024

“In 2024, the highest number of arrivals and overnight stays was realized by tourists from Germany, i.e., they achieved 17.7 percent of total foreign arrivals and 24.8 percent of total foreign tourist overnight stays.

Analyzed by source markets, in 2024, the highest number of arrivals and overnight stays was realized by tourists from Germany, with 3.1 million arrivals [17.7 percent of total foreign arrivals] and 22.3 million overnight stays [24.8 percent of total foreign tourist overnight stays] (Table 8). Then, according to the share in the total number of overnight stays by foreign tourists, they are followed by tourists from Slovenia with 9.3 percent, Austria with 8.9 percent, Poland with 8.0 percent, and the Czech Republic with 5.5 percent. Overnight stays by tourists from the above five countries accounted for 56.5 percent of total overnight stays by foreign tourists in Croatia in 2024. If we add the overnight stays of tourists from the United Kingdom, Italy, Hungary, Slovakia, and the Netherlands, it is clear that tourists from just ten countries accounted for 76.5 percent of the total tourist turnover of foreign tourists in Croatia last year.

An analysis of the trend’s dynamics shows that in 2024, tourists from the leading source market – Germany – recorded a 5.5 percent year-on-year decrease in overnight stays. In addition to tourists from Germany, a decrease in overnight stays was recorded among tourists from Austria [1.6 percent], the Czech Republic [7.6 percent], Italy [6.4 percent], the Netherlands [2.9 percent], and Switzerland [1.8 percent]. Other leading source markets recorded year-on-year growth in overnight stays. The largest growth was recorded among tourists from Serbia [20.6 percent], Ukraine [15.5 percent], and Bosnia and Herzegovina [14.7 percent]. Last year, in Croatian tourist destinations, tourists from Slovakia [6.4 nights] and the Netherlands [6.1 nights] stayed the longest on average, while tourists from the United Kingdom stayed the shortest [2.1 nights].

IN 2024, THE LARGEST ABSOLUTE INCREASE IN NUMBER OF OVERNIGHT STAYS WAS ACHIEVED BY GUESTS FROM THE UNITED KINGDOM. AT THE SAME TIME, THE NUMBER OF OVERNIGHT STAYS BY TOURISTS FROM THE UNITED KINGDOM INCREASED BY 298 THOUSAND COMPARED TO 2023.

**Table 8**  
**Main source markets of foreign visitors by country of origin in 2024**

Source: Croatian Bureau of Statistics.

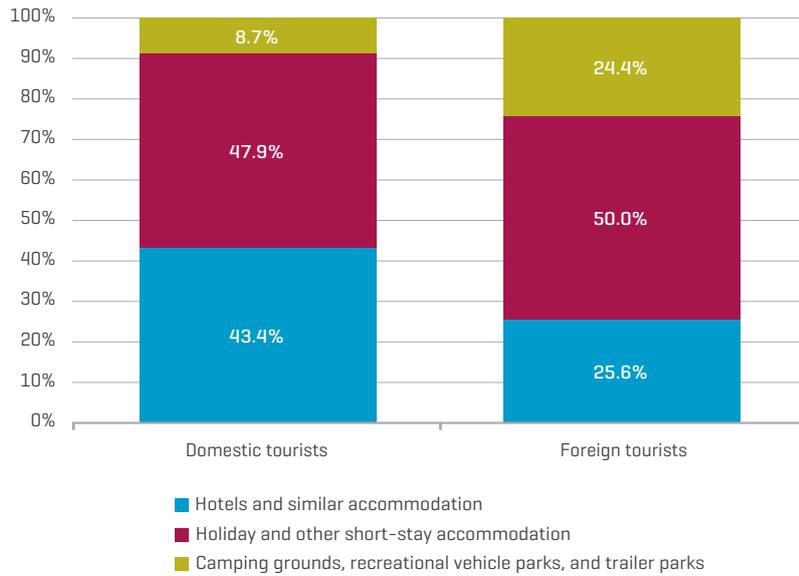
	Number of overnight stays 2023	Number of overnight stays 2024	Index of change of overnight stays 2024/2023	Structure of overnight stays 2024, %	Number of overnight stays upon arrival 2024
<b>Germany</b>	22,329,473	21,101,453	94.5	24.8	4.9
<b>Slovenia</b>	7,684,254	7,934,845	103.3	9.3	5.0
<b>Austria</b>	7,640,145	7,520,947	98.4	8.9	4.3
<b>Poland</b>	6,359,514	6,787,380	106.7	8.0	4.8
<b>The Czech Republic</b>	5,010,620	4,632,254	92.4	5.5	3.9
<b>United Kingdom</b>	3,466,794	3,764,978	108.6	4.4	2.1
<b>Italy</b>	3,932,149	3,682,278	93.6	4.3	2.7
<b>Hungary</b>	3,326,048	3,608,041	108.5	4.2	2.4
<b>Slovakia</b>	3,031,928	3,074,695	101.4	3.6	6.4
<b>The Netherlands</b>	3,009,590	2,921,014	97.1	3.4	6.1
<b>Bosnia and Herzegovina</b>	1,768,600	2,028,752	114.7	2.4	4.1
<b>France</b>	1,890,220	2,003,963	106.0	2.4	4.5
<b>USA</b>	1,733,959	1,885,296	108.7	2.2	3.4
<b>Ukraine</b>	1,364,440	1,575,899	115.5	1.9	2.2
<b>Switzerland</b>	1,202,045	1,179,974	98.2	1.4	4.4
<b>Sweden</b>	1,048,308	1,154,139	110.1	1.4	4.6
<b>Serbia</b>	913,493	1,101,775	120.6	1.3	4.0

Figure 17 shows a comparison of the structure of overnight stays of foreign and domestic tourists by type of accommodation facility in 2024. Accommodation facilities are classified according to the NACE Rev. 2 into four groups within division 55, "Accommodation": group 55.1 "Hotels and similar accommodation", group 55.2 "Holiday and other short-stay accommodation", group 55.3 "Camping grounds, recreational vehicle parks and trailer parks", and group 55.9 "Other accommodation".

The highest number of foreign tourist overnight stays, i.e., 42.5 million, was achieved in holiday and other short-stay accommodation [50.0 percent of total foreign tourist overnight stays]. This is followed by hotels and similar accommodation, with 21.8 million overnight stays by foreign tourists, i.e.,

**Figure 17**  
**Structure of overnight stays of foreign and domestic tourists by type of accommodation facilities in 2024**

Source: Croatian Bureau of Statistics.



25.6 percent. The smallest share of the total number of overnight stays by foreign tourists last year was realized in camping grounds, recreational vehicle parks, and trailer parks, i.e., 20.7 million, which accounts for 24.4 percent of the total number of overnight stays by foreign guests. It is worth highlighting the growing trend in the share of overnight stays by foreign guests in hotels and similar accommodation. This share was 20.5 percent in 2021, 24 percent in 2022, 25.2 percent in 2023, and continued to grow in 2024, reaching 25.6 percent.

If this structure is compared with the structure of overnight stays of domestic tourists, the biggest difference is observed in hotels and similar accommodation, as well as in camping grounds, recreational vehicle parks, and trailer parks. Thus, 43.4 percent of total overnight stays by domestic tourists was achieved in hotels and similar accommodation last year, which is above the 25.6 percent share of foreign tourists. On the other hand, only 8.7 percent of total overnight stays by domestic tourists was realized in camping grounds, recreational vehicle parks, and trailer parks, which is significantly below the 24.4 percent share in the structure of overnight stays by foreign tourists.

# The importance of tourism in the economy of the Republic of Croatia

When it comes to statistical monitoring of tourism, it is important to note that tourism is not defined as a separate category (area, division, group of activities, or class) within the European Classification of Economic Activities (NACE Rev. 2), but rather a set of different activities, making it difficult to assess its significance for the entire economy. When estimating the direct economic contribution of tourism to the national economy, the tourism satellite account is used. The tourism satellite account is a supplement to the System of National Accounts (SNA) and is designed to enable better inclusion of tourism statistics in national accounts statistics. In March 2025, for the third time, the Croatian Bureau of Statistics published the results of calculating the economic importance of tourism for the Croatian economy in accordance with the tourism satellite account methodology. The previous calculation of the economic importance of tourism based on the tourism satellite account methodology was published by the Croatian Bureau of Statistics in January 2019 for 2016, and the first calculation was published by the Institute for Tourism in 2014 for 2011.

According to the tourism satellite account, the tourism sector's share of Croatia's gross domestic product (GDP) in 2022 was 11.3 percent (Table 9). For comparison, in 2011, the tourism sector accounted for 10.4 percent of Croatia's GDP (Institute for Tourism, 2014). In addition to the share of tourism in the GDP of the national economy, the most important indicators derived from the tourism satellite account are: the value of internal tourism consumption, inbound tourism expenditure, domestic tourism expenditure, gross value added (GVA) of tourism activities, and direct gross value added of tourism.

THE TOURISM SECTOR'S SHARE IN CROATIA'S GROSS DOMESTIC PRODUCT IN 2022 WAS 11.3 PERCENT.

**Table 9**  
**Gross value added of tourism activities, direct gross value added of tourism activities, and direct gross domestic product of tourism in 2016, 2019, and 2022**

Note: p.p. = percentage point.

Source: Croatian Bureau of Statistics.

	2016	2019	2022	Index 2022/2019
<b>Gross value added of tourism activities, in millions of kuna</b>	69,948	82,840	104,069	125.6
<b>Share of gross value added of tourism activities in total gross value added</b>	24.0%	24.4%	24.5%	0.1 p.p.
<b>Direct gross value added of tourism, in millions of kuna</b>	31,734	38,509	44,734	116.2
<b>Share of direct gross value added of tourism in total gross value added</b>	10.9%	11.4%	10.5%	-0.9 p.p.
<b>Direct GDP from tourism, in millions of kuna</b>	40,040	48,739	57,676	118.3
<b>Share of tourism in GDP</b>	11.4%	11.8%	11.3%	-0.5 p.p.

According to estimates for 2022, domestic tourism spending amounted to 115.1 billion kuna, of which domestic tourism expenditure amounted to 112.8 billion kuna (98.0 percent), while other components of spending amounted to 2.3 billion kuna (2.0 percent) (Table 10). If we look at the structure of domestic tourism consumption by tourist residency, it is evident that foreign tourist consumption predominates with a share of 87.6 percent (98.8 billion kuna), while domestic tourist expenditures account for only 12.4 percent (13.99 billion kuna) of tourism consumption. Total expenditure by foreign tourists is dominated by the expenditure by tourists with at least one overnight stay, accounting for 94.0 percent of total expenditure, while same-day visitors account for 6.0 percent of incoming tourist expenditure. Furthermore, according to estimates for 2022, tourism activities generated gross value added of 104.0 billion kuna, or 24.5 percent of the total gross value added (GVA) that year (Table 9). In this way, the estimated gross value added represents the sum of the total gross value added of all business units belonging to tourism activities, regardless of whether all manufacturing is provided to visitors and regardless of the degree of specialization of the manufacturing process. In 2022, the gross value added of tourism activities recorded a nominal increase of 25.6 percent compared to 2019. Direct gross value added of tourism, which is calculated as the sum of the part of gross value added generated in the economy by tourism activities or other activities that directly serve visitors in response to domestic tourism consumption, was lower and amounted to 44.7 billion kuna and accounted for 10.5 percent of total GVA (Table 9). For comparison, in 2019, the direct gross value added of tourism amounted to

38.5 billion kuna, or 11.4 percent of total GVA. In 2022, the tourism ratio [the ratio of domestic tourism consumption to the total supply of goods and services] was 0.0872, meaning that 8.7 percent of the total supply of goods and services was used to meet tourism demand.

**Table 10**  
**Domestic tourism spending in 2016, 2019, and 2022, in millions of kuna**

Source: Croatian Bureau of Statistics.

	2016	2019	2022	Index 2022/2019
<b>Domestic tourism expenditure</b>	76,955	89,642	112,799	125.8
<b>Inbound tourism expenditure</b>	66,433	77,968	98,806	126.7
<b>Domestic tourism expenditure</b>	10,523	11,674	13,993	119.9
<b>Other components of tourism consumption</b>	1,661	2,081	2,323	111.6
<b>Total domestic tourism consumption</b>	78,616	91,724	115,122	125.5

Eurostat methodology was used to estimate the contribution of the tourism sector to the number of companies and total employment in the Croatian economy. According to this methodology, the tourism sector is composed of five activities: transport activities, accommodation activities, food and beverage service activities, motor vehicle rental and leasing activities, and travel agency activities. The coverage of activities is based on the European Classification of Economic Activities (NACE Rev. 2), at the level of divisions, groups, and classes (4 digits). The transport activity includes the following classes: 4910 – Passenger rail transport, interurban, 4932 – Taxi passenger transport, 4939 – Other passenger land transport, n.e.c., 5010 – Sea passenger transport, 5030 – Inland passenger water transport, and 5110 – Air passenger transport. The activity of providing accommodation includes classes from area H, division 55 (Accommodation): 5510 – Hotels and similar accommodation, 5520 – Holiday and other short-stay accommodation, and 5530 – Camping grounds, recreational vehicle parks and trailer parks. The food and beverage service activities include class 5610 – Restaurants and mobile food service activities and class 5630 – Beverage serving activities. The activity of renting and leasing of motor vehicles consists of class 7721 – Renting and leasing of recreational and sports goods, and group N771 – Renting and leasing of motor vehicles. The activity of travel agencies covers the entire division 79 – Travel agency, tour operator and other reservation service and related activities.

The latest data on the number of persons employed and the number of enterprises at this level of the NACE Rev. 2 are available for 2023 from the Structural Business Statistics database of the Croatian Bureau of Statistics.<sup>3</sup>

<sup>3</sup> Structural Business Statistics (SBS) provide information on income and expenditure, employment, productivity, national and regional specialization, enterprise size, investments, etc. Data are presented according to areas and divisions of the European Classification of Economic Activities (NACE Rev. 2). Active companies – legal and natural persons – are included, which, according to their main activity, are classified in areas B to N, and in division 95 of area S of the NACE Rev. 2.

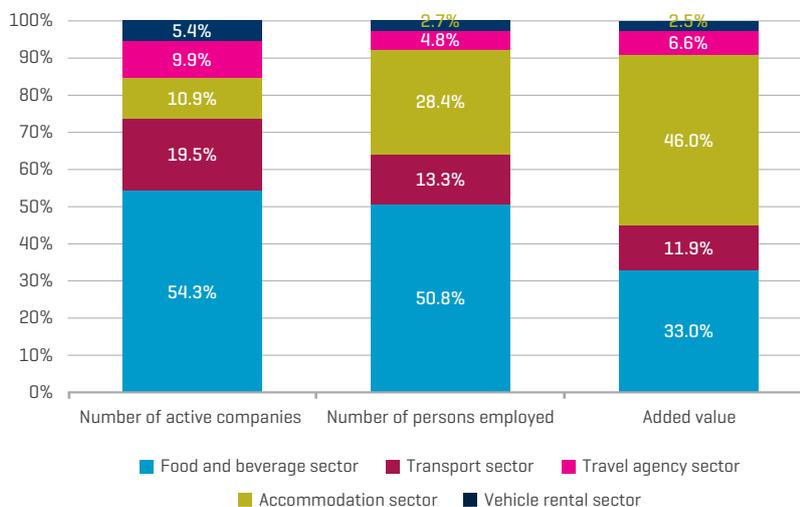
In 2023, 31,557 companies were active in tourism in Croatia, employing 151,338 employees. Tourism sector companies accounted for 13.1 percent of the total number of companies in Croatia in 2023 and 12.9 percent of total employment in the entrepreneurial sector. The tourism sector is characterized by a below-average number of persons employed per company, i.e., 4.8 employees, while the average at the level of the Croatian economy is 4.9 persons employed per company. If this indicator is analyzed by individual tourism activity, the accommodation sector stands out as an extremely labor-intensive activity, with 12.5 persons employed per company. In other activities, the average number of persons employed per company ranged from 2.3 in the travel agency industry to 4.5 in the food and beverage industry.

An analysis of the structure of the number of business entities by tourism activity shows that more than half of the companies, i.e., 17,133 (54.3 percent), are companies that provide food and beverages, followed by companies registered in the transport industry (6,145 or 19.5 percent) and companies that provide accommodation (3,439 or 10.9 percent) (Figure 18). The vehicle rental industry records the fewest business entities, i.e., 1,704 (5.4 percent), while travel agencies account for 9.9 percent of the total number of tourism sector companies in Croatia.

The structure of employment by activity shows the extent to which individual activities contribute to total employment in the tourism sector (Figure 18). Tourism activities with a higher share in the total number of companies are also those with a higher contribution to employment: food and beverage service activities (50.8 percent), accommodation activities (28.4 percent), transport (13.3 percent), travel agencies (4.8 percent), and vehicle rental activities (2.7 percent).

**Figure 18**  
**Structure of companies, employment, and added value by tourism sector activities, 2023**

Source: Croatian Bureau of Statistics.



**Figure 19**  
**Foreign exchange revenue from tourism in Croatia, 2013–2024**

Sources: Croatian National Bank and Croatian Bureau of Statistics.



“The largest contribution to the added value of the tourism sector comes from the accommodation sector, which accounted for 46.0 percent of the total added value of tourism in 2023.

“In 2024, tourism generated foreign exchange revenue of 15.0 billion euros, accounting for 17.5 percent of the gross domestic product of the Republic of Croatia.

The accommodation sector makes the largest contribution to the added value of the overall tourism sector. In 2023, this industry generated 1.8 billion euros in added value, accounting for 46.0 percent of the total added value of tourism. At the same time, according to the size of the contribution to the added value of the total tourism sector, the food and beverage service sector is next, with 1.3 billion euros of added value, accounting for 33.0 percent of the total added value of the tourism sector. The transport sector accounted for 11.9 percent of the total added value of tourism, the travel agency sector accounted for 6.6 percent, while the vehicle rental sector accounted for 2.5 percent of the total added value of tourism in the Republic of Croatia.

In 2024, Croatian tourism generated foreign exchange revenue of 15.0 billion euros, accounting for 17.5 percent of gross domestic product<sup>4</sup> (Figure 19). In 2024, foreign exchange revenue from foreign tourists exceeded that from the pre-pandemic year of 2019, when it amounted to 10.5 billion euros.

<sup>4</sup> Estimate based on data from the Croatian National Bank.

# Largest companies

According to FINA data, in 2024, 1,626 business entities<sup>5</sup> were active in activity 55.10 “Hotels and similar accommodation” which achieved a total revenue of 3.0 billion euros, which represents an increase of 10.5 percent compared to 2023. Considering the size<sup>6</sup> of business entities in 2024, there were 1,241 micro, 18 small, 85 medium-sized, and 282 large enterprises. An analysis of the financial indicators of the ten leading companies in the “Hotels and similar accommodation” sector indicates positive developments in the sector during 2024 [Table 11]. The basic characteristics of the business operations of the ten leading companies are an increase in revenue and employment, and profitable operations. In 2024, the total revenue of the ten leading companies in this sector amounted to 1.4 billion euros, an increase of 8.7 percent compared to the previous year. The number of persons employed increased from a total of 13,561 in 2023 to 13,576 in 2024. All ten leading companies in the “Hotels and similar accommodation” sector concluded 2024 with a positive business result and cumulatively achieved a profit of 193.8 million euros. The highest gross profit was achieved by Plava laguna d.d. in the amount of 59.9 million euros, followed by Maistra d.d. with a gross profit of 40.1 million euros, and then Valamar Riviera d.d., which achieved a gross profit of 31 million euros. Stronger growth in total revenue than employment growth led to an increase in labor productivity at the level of the group of ten leading companies in this sector from 4.5 thousand euros in 2023 to 4.8 thousand euros in 2024. In 2024, the value of the debt ratio, which measures the ability of leading hotel companies to meet short-term liabilities on the balance sheet date, amounted to 1.03, which is slightly more favorable compared to 2023, when it amounted to 0.96. It is interesting to note that the ten leading companies in 2024 generated as much as 41.2 percent of the total revenue from the “Hotels and similar accommodation” sector.

<sup>5</sup> The coverage applies only to entities that submit annual financial statements.

<sup>6</sup> According to the Accounting Act (OG 85/24, 145/24), entrepreneurs are classified into four categories depending on indicators [total assets, revenue and average number of persons employed]: micro, small, medium-sized, and large entrepreneurs. Micro-entrepreneurs are entities with assets of up to 450,000.00 euros, revenue of up to 900,000.00 euros, and an annual average of 10 persons employed. Small entrepreneurs are those that do not fall into the category of micro-entrepreneurs and whose assets amount to up to 5 million euros, revenue up to 10 million euros, and employ an average of 50 people annually. Medium-sized entrepreneurs are those that do not fall into the first two categories and have assets of up to 25 million euros, revenue of up to 50 million euros, and an average number of persons employed during the business year of 250. Large entrepreneurs exceed the indicators for medium-sized entrepreneurs in 2 out of 3 criteria.

Table 11

**Average values of selected performance indicators of ten leading companies in the accommodation and food and beverage service activities in 2023 and 2024**

Notes: Gross margin = gross profit/total revenue\*100; current ratio = current assets/current liabilities; debt ratio = total liabilities/total assets; productivity = total revenue/number of persons employed; p.p. = percentage point.

Source: FINA.

	2023	2024	2024/2023
<b>Total revenue (in millions of euros)</b>	1,254.86	1,363.42	108.7
<b>Profit before tax (in millions of euros)</b>	162.75	193.81	119.1
<b>Number of persons employed</b>	13,561	13,576	100.1
<b>Gross margin (in %)</b>	13.0	14.2	1.2 p.p.
<b>Labor productivity (revenue in thousands of euros per person employed)</b>	4.5	4.8	0.3 p.p.
<b>Asset turnover ratio</b>	92.5	100.4	108.5
<b>Current ratio</b>	0.38	0.38	99.9
<b>Debt ratio</b>	0.96	1.03	107.6

Table 12 shows the key performance indicators of the ten leading companies in the Croatian tourism sector. Measured by total revenue, in 2024, the top ten leading companies in the tourism sector are Valamar Riviera d.d., Maistra d.d., Plava laguna d.d., Imperial Riviera d.d., Arena Hospitality Group d.d., Sunce hoteli d.d., HUP-Zagreb d.d., Jadranski luksuzni hoteli d.d., Jadranka turizam d.o.o., and Liburnia Riviera Hoteli d.d.

“In 2024, the highest revenues were achieved by the companies Valamar Riviera d.d. [331 million euros] and Maistra d.d. [244.6 million euros].

In 2024, all ten leading companies in the Croatian hotel sector achieved an increase in revenue compared to 2023. The largest year-on-year increase in total revenue was recorded by Imperial Riviera d.d. [24.4 percent], followed by Valamar Riviera d.d. with an increase of 10.5 percent. In other companies, the year-on-year increase in total revenue ranged from 2.8 percent [HUP-Zagreb d.d.] to 9.4 percent [Jadranka turizam d.o.o.]. The majority of the companies also achieved positive trends when it comes to the number of persons employed. Three leading hotel companies are recording a decrease in the number of persons employed compared to 2023: Plava laguna d.d., HUP-Zagreb d.d., and Jadranski luksuzni hoteli d.d. If we look at the debt ratio, only HUP-Zagreb d.d. recorded an unfavorable value [0.56], which means that the assets of that company are 1.8 times greater than its liabilities. At the same time, the highest liquidity was achieved by Jadranski luksuzni hoteli d.d. [2.4] and Sunce hoteli d.d. [2.0].

Of the ten largest companies in the tourism sector, Maistra d.d. [100 percent domestic capital], Plava laguna d.d. [85 percent foreign capital], Jadranka turizam d.o.o. [100 percent domestic capital], Sunce hoteli d.d. [100 percent domestic capital], Jadranski luksuzni hoteli d.d. [100 percent domestic capital], and HUP-Zagreb d.d. [100 percent domestic capital] are 100 percent privately owned. Valamar Riviera d.d. [47 percent foreign capital], Arena Hospitality Group d.d. [1 percent foreign capital], Imperial Riviera d.d. [100 percent domestic capital], and Liburnia Riviera Hoteli d.d. [71 percent foreign capital] have mixed ownership, with a private ownership share of more than 50 percent.

IN 2024, THE TEN LEADING COMPANIES IN THE “HOTELS AND SIMILAR ACCOMMODATION” SECTOR ACHIEVED A TOTAL REVENUE OF 1.3 BILLION EUROS, WHICH IS 4.8 PERCENT MORE THAN THE PREVIOUS YEAR.

Table 12  
Selected indicators of the ten largest companies by revenue in 2024

	Total revenue (in millions of euros)	Gross profit (in millions of euros)	Debt ratio	Current ratio	Gross margin (in %)	Productivity (in thousands of euros)
<b>Valamar Riviera d.d.</b>	331.0	31.0	0.46	0.6	9.4	93.3
<b>Maistra d.d.</b>	244.6	40.1	0.32	1.3	16.4	99.7
<b>Plava laguna d.d.</b>	225.6	59.9	0.36	1.4	26.6	128.8
<b>Imperial Riviera d.d.</b>	114.1	11.8	0.35	0.6	10.3	109.7
<b>Arena Hospitality Group d.d.</b>	100.4	10.6	0.29	1.4	10.6	104.8
<b>Sunce hoteli d.d.</b>	81.0	9.3	0.24	2.0	11.5	89.1
<b>HUP-Zagreb d.d.</b>	70.0	2.3	0.56	1.2	3.3	82.6
<b>Jadranski luksuzni hoteli d.d.</b>	67.0	19.0	0.42	2.4	28.4	116.9
<b>Jadranka turizam d.o.o.</b>	65.4	4.8	0.35	0.9	7.4	80.2
<b>Liburnia Riviera Hoteli d.d.</b>	64.4	4.9	0.37	1.1	7.6	94.2

Notes: Gross margin = gross profit/total revenue\*100; current ratio = current assets/current liabilities; debt ratio = total liabilities/total assets; productivity = total revenue/number of persons employed.

Source: Poslovna Hrvatska.

Table 13  
Ten leading companies in the accommodation and food and beverage service activities in 2024 by origin of capital and type of ownership

	Origin of capital	Ownership
<b>Valamar Riviera d.d.</b>	47% foreign capital	mixed, > 50% private ownership
<b>Maistra d.d.</b>	100% domestic capital	private ownership
<b>Plava laguna d.d.</b>	85% foreign capital	private ownership
<b>Arena Hospitality Group d.d.</b>	1% foreign capital	mixed, > 50% private ownership
<b>Imperial Riviera d.d.</b>	100% domestic capital	mixed, > 50% private ownership
<b>Sunce hoteli d.d.</b>	100% domestic capital	private ownership
<b>HUP-Zagreb d.d.</b>	100% domestic capital	private ownership after conversion
<b>Jadranski luksuzni hoteli d.d.</b>	100% domestic capital	private ownership
<b>Jadranka turizam d.o.o.</b>	100% domestic capital	private ownership
<b>Liburnia Riviera Hoteli d.d.</b>	71% foreign capital	mixed, > 90% private ownership

Source: Poslovna Hrvatska.

# Zagreb Stock Exchange report

A total of 14 joint-stock companies from the accommodation and food and beverage service activities were included on the Zagreb Stock Exchange<sup>7</sup>. Of the ten leading companies in this industry, six are listed on the Zagreb Stock Exchange. These include Arena Hospitality Group d.d., Imperial Riviera d.d., Liburnia Riviera Hoteli d.d., Maistra d.d., Plava laguna d.d., and Valamar Riviera d.d.

The Zagreb Stock Exchange CROBEX stock index includes three companies from the hotel sector: Arena Hospitality Group d.d., with a weight in the index of 1.72 percent, Valamar Riviera d.d., with a weight in the index of 10.63 percent, and Plava laguna d.d., with a weight in the index of 3 percent.

“The CROBEXtulist index recorded a year-on-year decline of 0.16 percent in 2024 and an increase of 14 percent in the first half of this year.

In order to facilitate monitoring market trends and making investment decisions, sector indices, which are common on major global stock exchanges, were introduced to the Zagreb Stock Exchange on February 22, 2013. One such index is CROBEXtulist, which monitors returns and risks in the tourism sector. It is a price index, and the conditions for inclusion in the index are at least 60 percent of trade days and free float market capitalization greater than 1.3 million euros, while the number of components is unlimited (with each component having equal weight in the index)<sup>8</sup>. The base date is February 21, 2013, and the base value is 1,000. This index currently includes shares of Arena Hospitality Group d.d., Helios Faros d.d., Plava laguna d.d., and Valamar Riviera d.d. In 2024, the CROBEXtulist index recorded a decline of 0.16 percent compared to the previous year, while a year earlier it achieved a year-on-year growth of 16.7 percent. In 2024, the share of Valamar Riviera d.d. was the seventh most traded share on the Zagreb Stock Exchange and it achieved a year-on-year growth in turnover of 11 percent. According to trade data on the Zagreb Stock Exchange, from January to June of this year, the CROBEXtulist index

<sup>7</sup> Information retrieved from the Zagreb Stock Exchange, <https://www.zse.hr>

<sup>8</sup> According to the Decision on the CROBEXplus® index and sector indices of December 16, 2022. Downloaded from: [https://zse.hr/UserDocsImages/index\\_documents/2022-CROBEXplus-Odluka-EUR.pdf](https://zse.hr/UserDocsImages/index_documents/2022-CROBEXplus-Odluka-EUR.pdf)

recorded a year-on-year growth of 14 percent, and the share of Valamar Riviera d.d. remains the seventh most traded stock. At the same time, the share of Liburnia Riviera Hoteli d.d. is the third in line for the largest year-on-year price increase [170.5 percent], while the share of Helios Faros d.d. had the largest year-on-year price decrease [-42.2 percent].

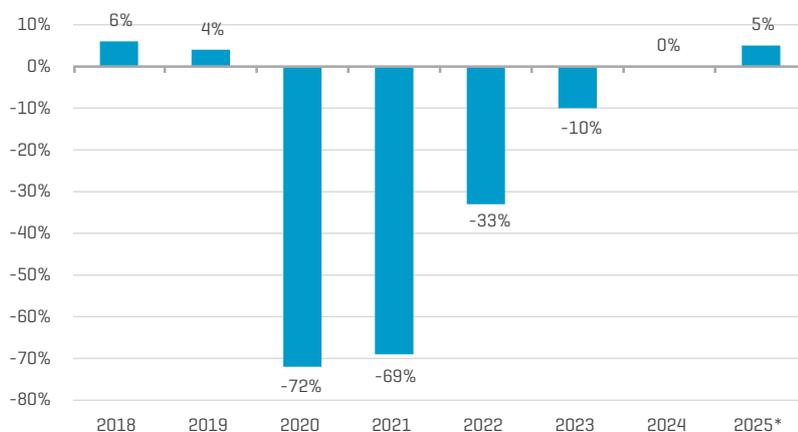
# World tourism in 2025 and 2024<sup>9</sup>

In the period from January to September of this year, 1.1 billion international tourist arrivals (visitors with at least one overnight stay) were recorded, which is around 50 million (5 percent) more compared to the same period in 2024. Compared to the same period in pre-pandemic 2019, the number of international tourist arrivals recorded an increase of 3 percent. These trends indicate stable global travel demand throughout the year, despite high inflation in tourism prices and traveler caution due to geopolitical and trade tensions. Moreover, the third quarter of this year recorded a year-on-year growth of 4 percent in international arrivals, with a strong summer season in the Northern Hemisphere.

**Figure 20**  
**Year-on-year rates of change in the number of international tourist arrivals at the global level, 2018–2025\***

Note: \* The data for 2025 refer to the year-on-year rate of change in the period from January to September.

Source: UN Tourism (2025).



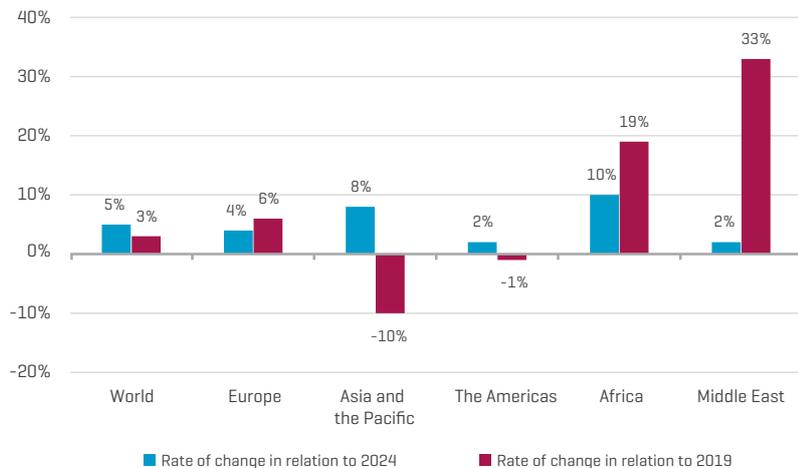
During the first nine months of 2025, international travel increased in most regions of the world, both compared to the same period in 2024 and compared to the same period in pre-pandemic 2019 (Figure 21). The best tourism results were achieved by Europe, Africa, and Asia. In 2025, Africa saw a 10 percent year-on-year increase in international travel. With 625 million international arrivals from January to September this year, Europe is the world's most visited tourist destination (65 percent of world tourism). Compared to the same period in 2024, Europe experienced an

<sup>9</sup> This section was written based on data retrieved from UN Tourism (United Nations World Tourism Organization).

increase of 4 percent, and compared to 2019, the increase amounted to as much as 6 percent. The strong summer season was confirmed by good results in all European sub-regions. The strongest year-on-year increase in international tourist arrivals was achieved by Central and Eastern Europe (8 percent), followed by Western Europe with an increase of 5 percent, while Southern Mediterranean Europe achieved an increase of 3 percent. At the same time, the number of international tourist arrivals in the Americas recorded a year-on-year increase of 2 percent. The strongest increase, by 9 percent, was achieved by South America, while Central America recorded an increase of 3 percent, and the Caribbean achieved a modest increase of 1 percent. On the other hand, North America saw 1 percent fewer international tourist arrivals in the period from January to September 2025 compared to the same period of the previous year. The Middle East also recorded an increase in international travel (2 percent compared to 2024). This represents as much as 33 percent more arrivals compared to 2019, making the Middle East the world region with the strongest results compared to the pre-pandemic year. Although Asia and the Pacific achieved a significant increase in the first nine months compared to the same period in 2024 (8 percent), the level of tourist turnover from 2019 has not yet been reached.

**Figure 21**  
**Year-on-year rates of change in international tourist arrivals by world region, in %, 2025/2024 and 2025/2019, January to September**

Source: UN Tourism (2025).



According to the International Air Transport Association (IATA), international air traffic increased by 7 percent in the period from January to September 2025 compared to the same period in 2024.

According to projections by UN Tourism from January this year, in 2025, international tourist arrivals should increase by 3 to 5 percent. Although global tourism results for the period from January to September of this year are in line with this forecast, key risks remain high travel prices and geopolitical uncertainty.

# Conclusion and expectations

*The tourism sector in Croatia continues to show positive trends, with indications that there has been a continued slowdown in activity in 2024. Thus, in 2024, the year-on-year increase in overnight stays was 1.4 percent, in 2023 it was 2.6 percent, in 2022 it was 28.3 percent, and in 2021 it was 72.1 percent. The slowdown in activity can be attributed to increased competitive pressure from other international tourist destinations, but also to the slowdown in economic growth in the main source markets.*

Judging by the number of overnight stays at least, it is interesting how *2024 managed to surpass the results of pre-pandemic 2019*. In 2024, overnight stays were 2.7 percent higher than in 2019. Positive trends continued in the first nine months of this year, when Croatia was visited by 18.7 million guests, resulting in 89.4 million overnight stays. Compared to the same period in 2024, tourist arrivals increased by 2.3 percent and overnight stays increased by 1.2 percent. Of the total number of tourist overnight stays from January to September this year, foreign guests accounted for 91.0 percent and domestic guests accounted for 9.0 percent.

*Interestingly, in 2024, the largest relative year-on-year increase in overnight stays was recorded in the months outside the summer season, i.e., in March by 34.6 percent, in May by 23.9 percent, in November by 20.2 percent, in October by 9.0 percent, and in February by 8.0 percent. At the same time, in July and August, there was only a slight increase in the number of overnight stays on an annual basis. The number of overnight stays increased by 0.5 percent in July and by 1.1 percent in August. This supports the fact that the seasonality of Croatian tourism decreased in 2024.*

Although holiday and other short-stay accommodation remains the most desirable type of accommodation for tourists, accounting for almost half of total overnight stays, *there is a noticeable growth trend in the share of overnight stays by foreign guests in hotels and similar accommodation*. This share was 20.5 percent in 2021, 24 percent in 2022, 25.2 percent in 2023, and continued to grow in 2024, reaching 25.6 percent.

*The trend of shorter tourist stays in Croatian tourist destinations continued.* Measured according to the indicator of overnight stays per tourist arrival, it can be stated that in the first nine months of 2025, foreign tourists stayed an average of 5.0 nights. At the same time, in 2024 they stayed an average of 5.1 nights, in 2023 they stayed 5.2 nights, and in 2022 they stayed 5.5 nights. Compared to foreign guests, domestic guests stay significantly shorter in Croatian tourist destinations. In the first nine months of this year, domestic tourists stayed at tourist destinations for an average of 3.3 nights. At the same time, in 2024, domestic tourists also stayed 3.3 nights per arrival, whereas in 2023 and 2022, they stayed 3.4 nights per arrival.

*The structure of guests in the coastal and continental parts of Croatia is dominated by foreign tourists, with the continental part of Croatia relying significantly more on domestic guests than the coastal part. In 2024, the most popular tourist destinations in Croatia were Dubrovnik with 4.2 million overnight stays, Rovinj with 4.1 million, and Poreč with 3.2 million overnight stays.*

An analysis of arrivals and overnight stays by source markets shows that, in 2024, tourists from Germany still accounted for the most arrivals and overnight stays, with 3.1 million arrivals [17.7 percent of total foreign arrivals] and 22.3 million overnight stays [24.8 percent of total foreign tourist overnight stays]. This is followed by tourists from Slovenia [9.3 percent], Austria [8.9 percent], Poland [8.0 percent], and the Czech Republic [5.5 percent]. An analysis of the trend's dynamics shows that, in 2024, tourists from the leading source market – Germany – recorded a 5.5 percent year-on-year decline in overnight stays.

An analysis of net wages paid indicates that the tourism sector lags behind the average of the Croatian economy. This may be reflected in difficulties in attracting qualified labor to this sector, and consequently in the quality of service provision and the productivity of the sector itself.

*Foreign exchange revenue from tourism continues to increase.* It was 5.9 percent higher in the first two quarters of 2025 compared to the same period in 2024. Also, compared to the same period in pre-pandemic 2019, foreign exchange revenue from tourism was higher by 55.8 percent. The importance of tourism for the Croatian economy is indicated by the fact that, in 2022, the tourism sector accounted for 11.3 percent of Croatia's gross domestic product [GDP]. For comparison, in 2011, the tourism sector accounted for 10.4 percent of GDP, and in 2014 it accounted for 11.4 percent [Rašić, 2023, p. 25].

According to the latest available data from the Croatian Bureau of Statistics, *in 2023, the largest contribution to the total added value of the tourism sector came from the accommodation sector.* This activity generated an added value of 1.8 billion euros, accounting for 46.0 percent of the tourism sector's total added value. The introduced real estate tax could limit the supply of accommodation services on the market, which could lead to price increases. In addition to the significant increase in food, beverage, and energy prices in the last few years, rising accommodation prices could contribute to the weakening of the price competitiveness of Croatian tourism. This could ultimately accelerate the process of slowing down the tourism activity in the coming period.

Positive trends in tourist turnover have also been recorded at the global level. Thus, in the first nine months of this year, 1.1 billion international tourist arrivals (visitors with at least one overnight stay) were achieved, which is around 50 million (5 percent) more compared to the same period in 2024. These trends indicate stable global travel demand throughout the year, despite high inflation in tourism prices and traveler caution due to geopolitical and trade tensions. Moreover, the third quarter of this year recorded a year-on-year growth of 4 percent in international arrivals, with a strong summer season in the Northern Hemisphere. According to projections by UN Tourism from January this year, in 2025, international tourist arrivals should increase by 3 to 5 percent. Although global tourism results for the period from January to September of this year are in line with this forecast, key risks remain high travel prices and geopolitical uncertainty.

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