

EXECUTIVE SUMMARY

TRAVEL PATTERN OF CROATIAN POPULATION IN 2004	<ul style="list-style-type: none"> • First comprehensive research on volume and characteristics of trips made by Croatian residents (pilot survey conducted in 2002, covering only the first nine months). • Sponsored by the Croatian Chamber of Commerce.
SURVEY METHODOLOGY	
Research goals	<ul style="list-style-type: none"> • To obtain information on national tourism - domestic (involving residents of the country traveling only within country) and outbound tourism (involving residents traveling to another country). • To estimate trip volume, proportion of residents traveling, travel motives, reasons for non-travel, monthly distribution of trips, duration of trips and trip expenditures. • To continuously track national tourism trends.
Time and area frame	<ul style="list-style-type: none"> • Republic of Croatia • January to December 2004
Method of data collection	<ul style="list-style-type: none"> • National household survey - OMNIBUS (personal interview). • Three rounds of OMNIBUS survey covering the following time periods: January-April, May-August and September-December.
Scope of research	<ul style="list-style-type: none"> • Based on recommendations by the European Commission for Tourism Statistics (Council Directive 95/97/EC). • Covering overnight trips (private and business) and same-day visits (private and business) within Croatia and abroad.
Survey instrument	<ul style="list-style-type: none"> • Questionnaire
Population	<ul style="list-style-type: none"> • 15+ population
Sample size	<ul style="list-style-type: none"> • 1000 households/respondents in each round.
Sample design	<ul style="list-style-type: none"> • Two-stage stratified random household sample; • Strata: geographical regions (6 regions) and size of settlements (4 groups of settlements based on the population size); • Sample frame – Census 2001;
Post stratification	<ul style="list-style-type: none"> • The sample was post-stratified and balanced by education level.
Data dissemination	<ul style="list-style-type: none"> • The main research results are presented in graphs and tables as well as shortly commented in Section 3, in Croatian language. The complete results are given in tables in Section 4, in Croatian and English. All of the analysed variables are presented in total, on the level of Croatia, as well as by region of permanent residence, size of settlement, level of education, monthly household income and age.

RESULTS	
Total trips of Croatian population in 2004	<ul style="list-style-type: none"> Croatian residents realised 26,221,822 trips in 2004, or 7.1 trips per capita (15+). Out of total trips: 59% were same-day visits, 41% were overnight trips; 85% were private trips, 15% were business trips; 84% were trips within Croatia, 16% were outbound trips. Regarding the region of permanent residence, residents of Dalmatia realised the most trips (10.2 trips per capita), followed by residents of Slavonia (7.6 trips per capita) and residents of Zagreb and its surroundings (7.3 trips per capita). Number of trips was proportional to the size of settlement (residents of larger towns and cities were traveling more on average), level of education and monthly household income.
Private trips	<ul style="list-style-type: none"> 58% were same-day visits, 42% were overnight trips; among private overnight trips the short trips (1 to 3 overnights) are dominant (75%) while longer trips (4 and more overnights) comprised about 25% of total private overnight trips. 59% trips with 4 overnights and more were realised in period May-August; 85% of these were trips made within the country while the reminder were outbound trips.
Business trips	<ul style="list-style-type: none"> 67% were same-day visits, 33% were overnight trips. 79% were trips made within country, 21% were outbound trips.
Proportion of residents traveling	<ul style="list-style-type: none"> 53% of residents took at least one private overnight trip in 2004 while 39% reported at least one longer private overnight trip (4 and more nights). Regarding the number of trips for those who traveled, there were 4.9 private overnight trips and 1.6 longer private overnight trips per person, on average.
Main reason for non-travel	<ul style="list-style-type: none"> Financial reason was the main reason for non-travel in 2004 (the most noticeable in summer season when mentioned by 47% of those not traveling), followed by lack of time and health reasons.
Characteristics of private overnight trips in 2004	<ul style="list-style-type: none"> Croatian residents realised 9,442,291 private overnight trips in 2004.
Main motive	<ul style="list-style-type: none"> The rest and relaxation (76%), followed by visiting friends and relatives (11%) and entertainment (4%) were main motives for travel in 2004.
Trip organisation	<ul style="list-style-type: none"> The majority of trips were independently organised (94%); 3% were full package holidays. The proportion of full package holidays were higher on average on longer trips with 4 and more nights (7%) as well as on outbound trips (9%).
Travel party	<ul style="list-style-type: none"> Croatian residents were mostly traveling with family members (36% of all trips), followed by trips without travel party (24%), with partner (22%) and with friends (19%).

<p>Travel destinations</p>	<ul style="list-style-type: none"> • 47% of domestic trips were trips to destinations in Dalmatia (47%) while 15% travel to Istria, Kvarner and Gorski Kotar. • Bosnia and Herzegovina (33%), Italy (18%) and Germany (11%) were the most popular destination countries.
<p>Accommodation type</p>	<ul style="list-style-type: none"> • 85% of all private overnight trips were realised in non-commercial types of accommodation, predominantly in second home (42%) and 38% with friends and relatives. • Out of commercial accommodation facilities, the most frequently used were hotel accommodation (7%) and private accommodation (6%). • Commercial accommodation was on average more frequently used on trips with 4 and more overnights (38%).
<p>Length of stay and average daily expenditure</p>	<ul style="list-style-type: none"> • The average number of nights realised on private overnight trips was 4 (3.8 nights on domestic trips and 4.6 nights on outbound trips); longer trips (4 and more nights) lasted, on average, 9.6 nights. • The average daily expenditure per person per trip was estimated to 28 Euro; 22 Euro on domestic trips and 49 Euro on outbound trips.
<p>Characteristics of private same day visits in 2004</p>	<ul style="list-style-type: none"> • Dominant motives for taking same-day visits were rest and relaxation and visiting friends and relatives; highly ranked were also shopping and entertainment. • Primary motive for outbound same-day visits was shopping, more prevalent in first (67%) and third survey period (56%). • Destination of domestic same-day visits were mostly within the region of permanent residence, with the exception of residents of Zagreb and its surroundings who mostly traveled to Northern Croatia, as well as residents of Lika, Kordun and Banija whose top destination was Zagreb. • Following the region of permanent residence, domestic same-day visits were directed to the capital city of Zagreb. • The average expenditure on the last same-day visit was estimated to 37 Euro per person. The expenditure was higher on outbound (77 Euro per person) than on domestic same-day visits (32 Euro per person).
<p>Characteristics of overnight business trips in 2004</p>	<ul style="list-style-type: none"> • Croatian residents realised 1,330,337 overnight business trips in 2004, 69% domestically and 31% outbound. • The average number of nights realised on business trips was 2.9 (3.2 nights on domestic business trips and 2.6 nights on outbound business trips).
<p>Use of Internet in trip planning</p>	<ul style="list-style-type: none"> • 21% of Croatian residents used Internet for the trip planning in 2004. • The vast majority (99%) used Internet for information collection, about 20% for accommodation booking and 10% for transport reservation.