

**I FEEL
SLOVENIA**

	SLOVENIA	EUROPE	WORLD
TOURISM EXPORT	2,480 MRD €	447,3 MRD €	1.401,5 MRD \$
SHARE OF TOURISM EXPORT IN TOTAL EXPORT	8.10%	6.10%	6.60%
SHARE OF TOTAL EFFECTS OF TOURISM IN GDP	12.60%	9.90 %	10.20%
EMPLOYMENT IN TOURISM	12.90%	9.70%	9.60%

*Source: WTTC Travel & Tourism Economic
Impact 2017: Slovenia, Europe, World*

TOURISM IN NUMBERS 2016

SLOVENIA

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Editorial.	3	Arrivals and overnight stays of domestic and foreign tourists 2006 - 2016.	14
Slovenian Tourism in 2016.	3		
Slovenia at a glance 2016	4	Digital image of Slovenian Tourist Board	15
Basic data on Slovenia 2016	4	Frequency of visitors to the slovenian website www.slovenia.info and presence on social network in 2016 . . .	15
Facts and figures on Slovenian tourism 2016.	4	Integrated Innovative Digital Campaign STB 2016 SLOVENIA - MAKE NEW MEMORIES	15
11 million overnight stays exceeded.	4		
International tourism	5	Guidelines, events and activities in 2016.	16
Arrivals of international tourists in global regions 2016 . .	5	Major events and activities that marked year 2016.	16
Increase in arrivals of international tourists - Europe and Slovenia.	5	New website slovenia.info and the media library	16
Arrivals of foreign tourists in Slovenia - indices with their basis in 1995.	5	Awards and certificates	16
Tourism in Slovenia	6	Countries with the highest number of overnight stays 2016	17
Tourist arrivals and overnight stays 2015, 2016.	6	Italy	17
Growth of tourist arrivals and overnight stays 2016/2015 and 2015/2014	6	Austria	18
Arrivals and overnight stays of foreign tourists according to countries of origin 2016.	7	Germany	19
Arrivals of foreign tourists and growth according to region of origin 2016.	8	Croatia	20
10 countries with the highest number of overnight stays in 2016 with their share in 2016/2015 . . .	8	Netherlands	21
Number of overnight stays of domestic and foreign tourists by months in 2008, 2015 and 2016	9	United Kingdom	22
Overnight stays by the statistical regions 2016	9	Hungary	23
Overnight stays of tourists by type of municipality 2016. . .	10	Serbia	24
Number of tourist overnight stays by types of municipalities 2008 - 2016	10	Israel	25
Top 15 municipalities by the number of overnight stays of foreign tourists 2016	10	Czech Republic	26
Overnight stays of foreign tourists by type of municipality and country of origin 2016	11	Definition on terms, abbreviations	27
Accommodation capacities and number of overnight stays by the type of accommodation facilities 2016	12	Sources and images.	27
Accommodation capacities by the type of municipalities in 2016.	12		
Specialised accommodation facilities in 2016	12		
The Green Scheme of Slovenian tourism.	13		
Occupancy of hotels and camps by months 2016	13		
Growth in overnight stays in health resorts included in the Slovenian Spas Association, g.i.z. 2016/2015	14		

Slovenian Tourism in Numbers is a publication issued annually by the Slovenian Tourist Board

The publication was first issued in 2002. The basic sources for the publication include statistical data on tourism turnover obtained and published by the Statistical Office of the Republic of Slovenia (SURS)

In 2016, tourism employed 12.9% of all employees and generated 8.1% of the total amount of Slovenian exports, contributing 12.6% to GDP.

For the first time, over 11 million overnight stays of tourists were recorded, of which there were over 6 million in hotels.

Foreign tourists generated 12.0% more revenue and 11.0% of overnight stays of tourists as in 2015. Growth was also recorded in overnight stays of domestic tourists, namely by 3.0%.

The key markets relating to the number of overnight stays of tourists in Slovenia were: Italy, Austria, Germany, Croatia, the Netherlands, the United Kingdom, Hungary, Serbia, Israel and the Czech Republic, which generated 42.6% of overnight stays of tourists in total, or 64.9% of overnight stays of the top 10 markets. The number of overnight stays of tourists from the Israel (+28.3%), the Hungary and the Czech Republic (+17.3%) increased the most.

Overnight stays of tourists from remote markets also increased, although growth was not as high as in previous years. Overnight stays of Korean guests increased by 25.3%, Canadians by 11.4% and Americans by 10.6%. The number overnight stays of Japanese guests decreased by 16.9%.

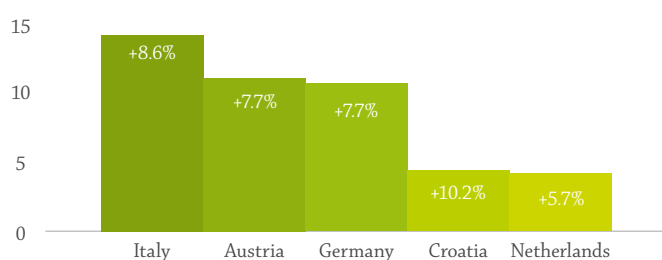
Again, the locations with the highest number of overnight stays were Ljubljana, Piran and Bled. In terms of overnight stays by types of municipality, those with spa facilities were again predominant. The number of overnight stays in these municipalities increased by 4.3%. At the most popular tourist accommodation, i.e. hotels, 6.6 million guests stayed overnight, which is the highest number so far, and compared to 2015 it increased by 7.2%. The number of overnight stays of tourists in camps also increased (+3.9%)

Source: SURS, 2017; WTTC, 2017*

Tourists overnight stays and their share in 2016/2015



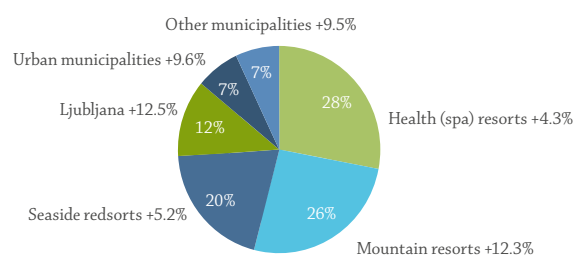
Countries with the highest number of overnight stays and their share in 2016/2015



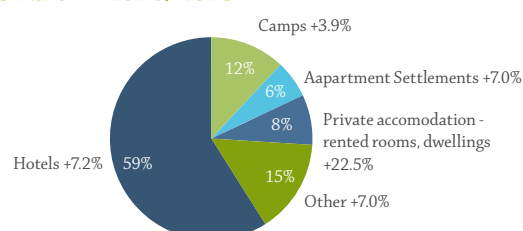
Tourist arrivals and their share in 2016/2015



Overnight stays by types of municipalities and their share in 2016/2015



Overnight stays by types of accommodation facilities and their share in 2016/2015



Source: SURS 2017, Banka Slovenije 2017

Basic data on Slovenia 2016

Surface area	20,273 km ²
Length of coastline	46,6 km
Population	2,064,188 inhabitants
Capital	Ljubljana
Population of the capital	359,949 prebivalcev
Currency	the euro
Neighbouring countries	Italy, Austria, Croatia, Hungary
Type of government	parliamentary republic
Official languages	Slovenian, Italian, Hungarian
Religion	58% Roman Catholic (Population Census 2002)
Public holidays	1 January, 8 February, 27 April, 1 and 2 May, 25 June, 15 August, 31 October, 1 November, 25 December, 26 December
Highest mountain	Triglav, 2,864 m
Longest Karst show cave	Postojna Cave, 24 km
Largest natural lake	Lake Cerknica (intermittent), 26 km ²
Largest protected natural area	Triglav National Park, 83,982 ha
Longest river	Sava, 221 km
Average monthly gross salary	1,584,66 EUR
GDP (current prices)	39,769 mio EUR
EUR GDP per capita	19,262 eur
International airports	Aerodrom Ljubljana-Jožeta Pučnika Ljubljana Airport, Aerodrom Portorož, Aerodrom Maribor – Edvard Rusjan Airport
Tourist sights on the UNESCO World Heritage List	Škocjan Caves, prehistoric pile-dwellings in the vicinity of the Alps – Ljubljana Marshes, mercury mining tradition – Idrija, Processio Locopolitana (Škofjeloški pasijon)
Slovenian EDEN destinations	Soča Valley (2008), Solčavsko (2009), Kolpa River (2010), Idrija (2011), Laško (2013), Brda (2015)

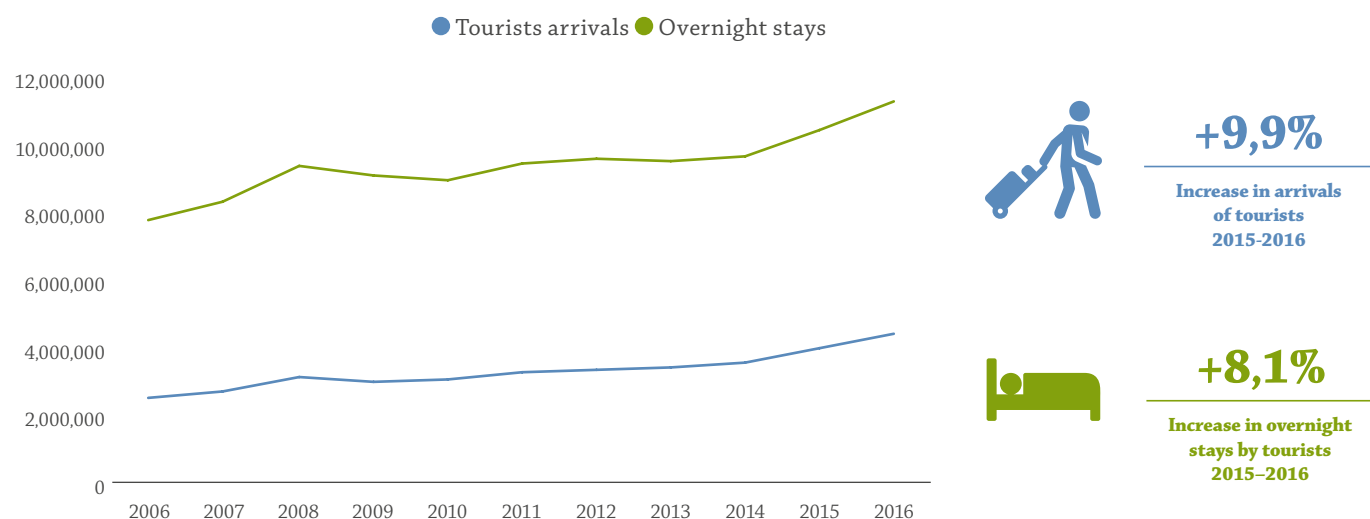
Source: SURS, 2017; Government of RS (b.l.); Postojna Cave (b.l.); portal Slovenia.info (b.l.)

Facts and figures on Slovenian tourism 2016

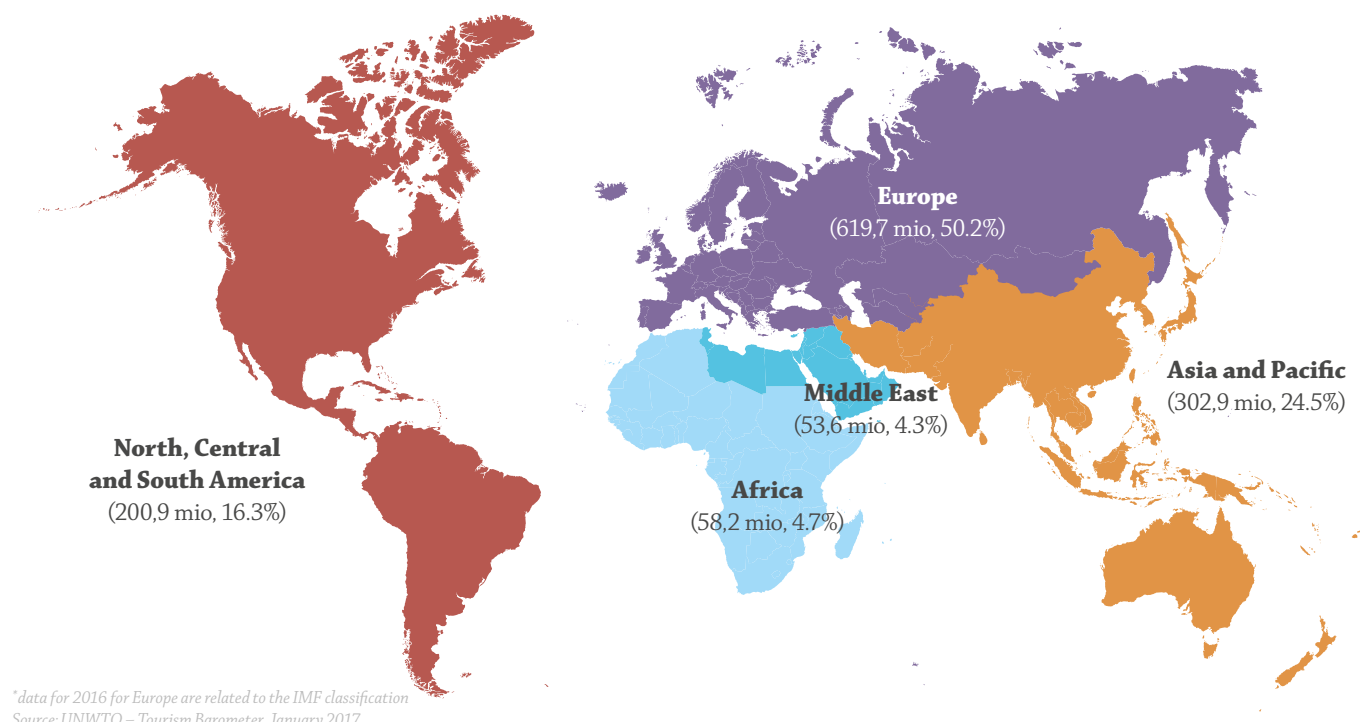
Number of arrivals	4.317.504
Number of overnight stays	11,179,879
Increase in number of overnight stays by tourists 2016/2015	8.1
Share of overnight stays of foreign tourists	65.7
Index of national trademarks	41 st place/136 countries
Global Peace Index	7 th place/163 countries (june 2017)
Global Terrorism Index	Sharing of the last 124 th place => countries without any detected terrorism impact

Source: SURS, 2017; Global Peace Index, 2016; Global Terrorism Index, 2016; WEF, 2016

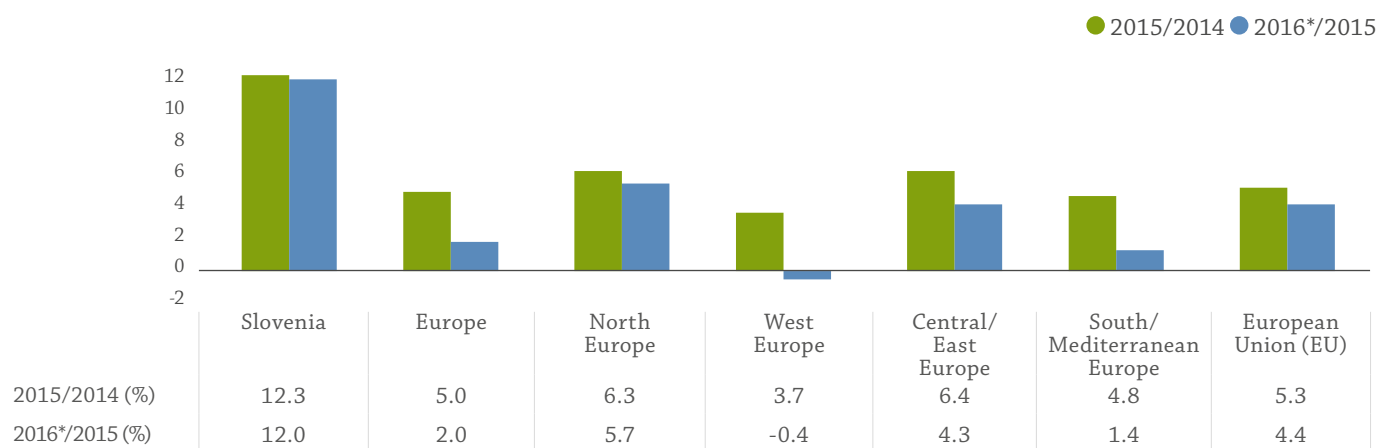
11 million overnight stays exceeded



Source: WTTC, 2017

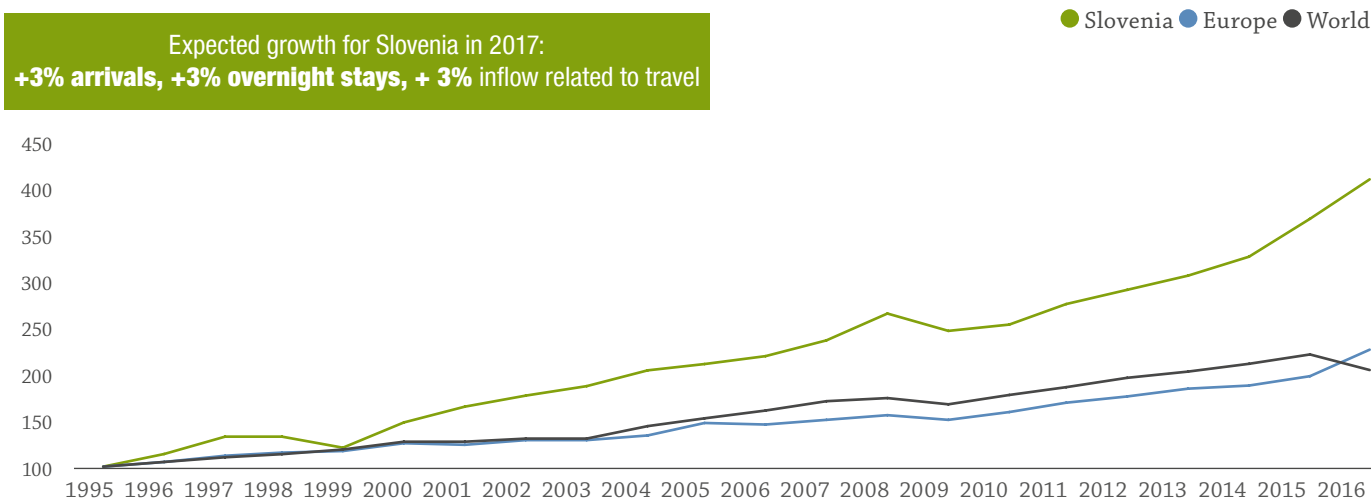


Increase in arrivals of international tourists – Europe and Slovenia



*podatki 2016 za Evropo so vezani na klasifikacijo IMF
Source: SURS, 2017; UNWTO Turistični barometer, januar 2017

Arrivals of foreign tourists in Slovenia –indices with their basis in 1995



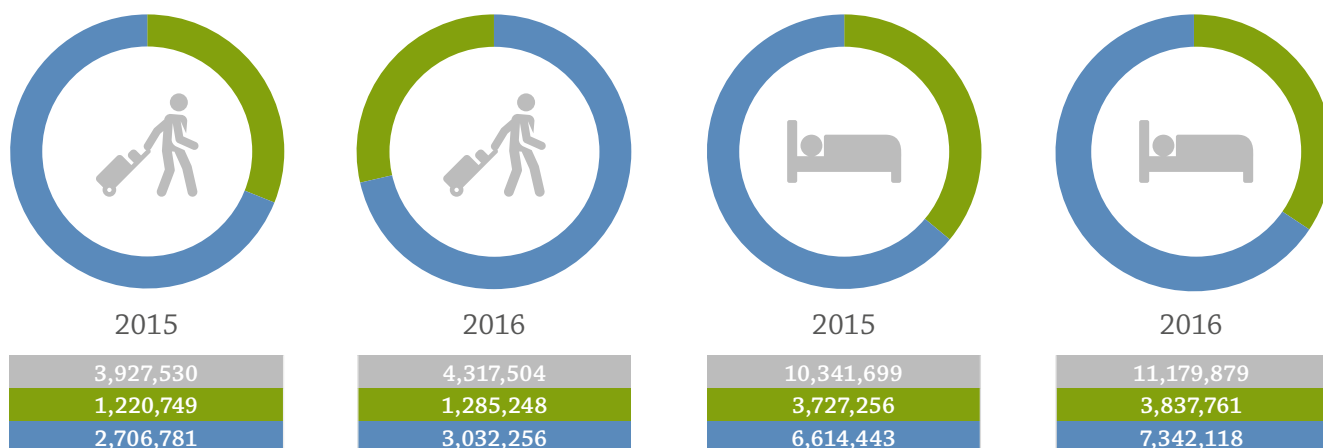
Source: SURS, 2017; UNWTO-Tourism Barometer; UNWTO-Tourism Highlights 2016

Tourist arrivals and overnight stays 2015, 2016

● Total ● Domestic ● Foreign

Number of tourist arrivals

Number of overnight stays

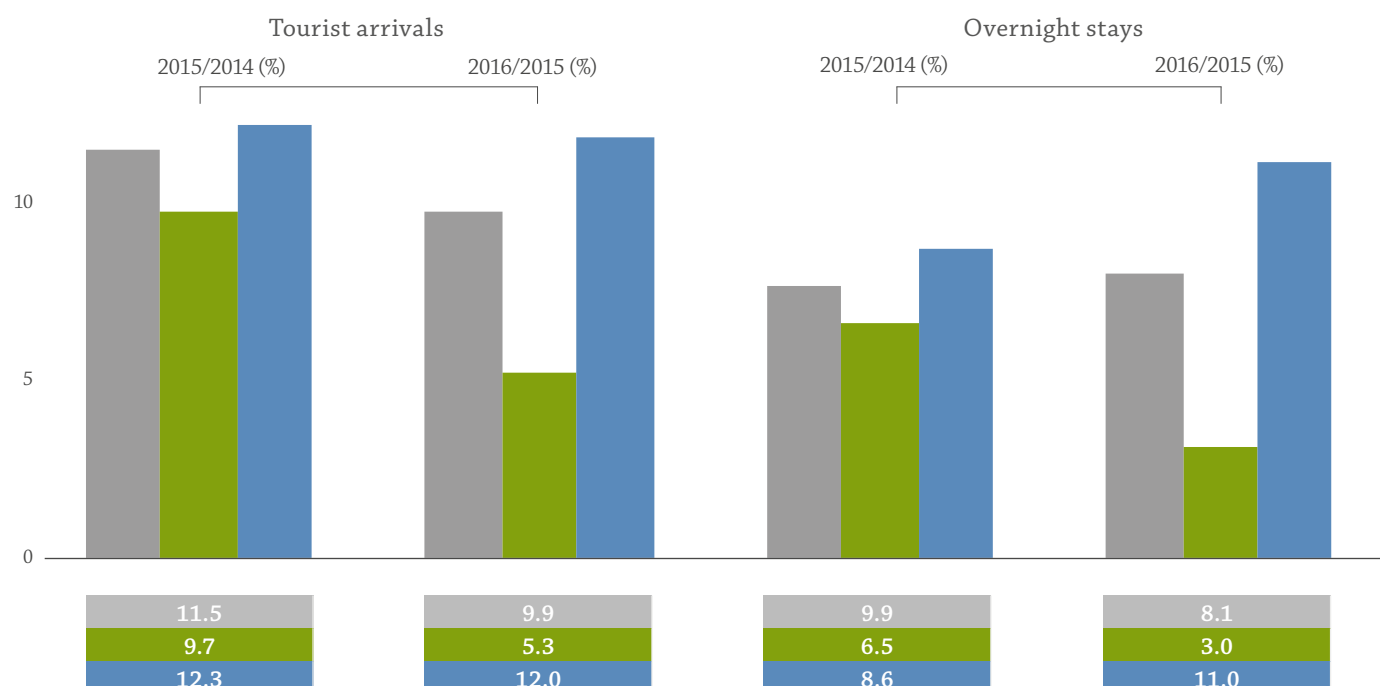


Source: SURS, 2017

Number of overnight stays in 2016 exceeded **11 million** for the first time.

Growth of tourist arrivals and overnight stays 2016/2015 and 2015/2014

● Total ● Domestic ● Foreign



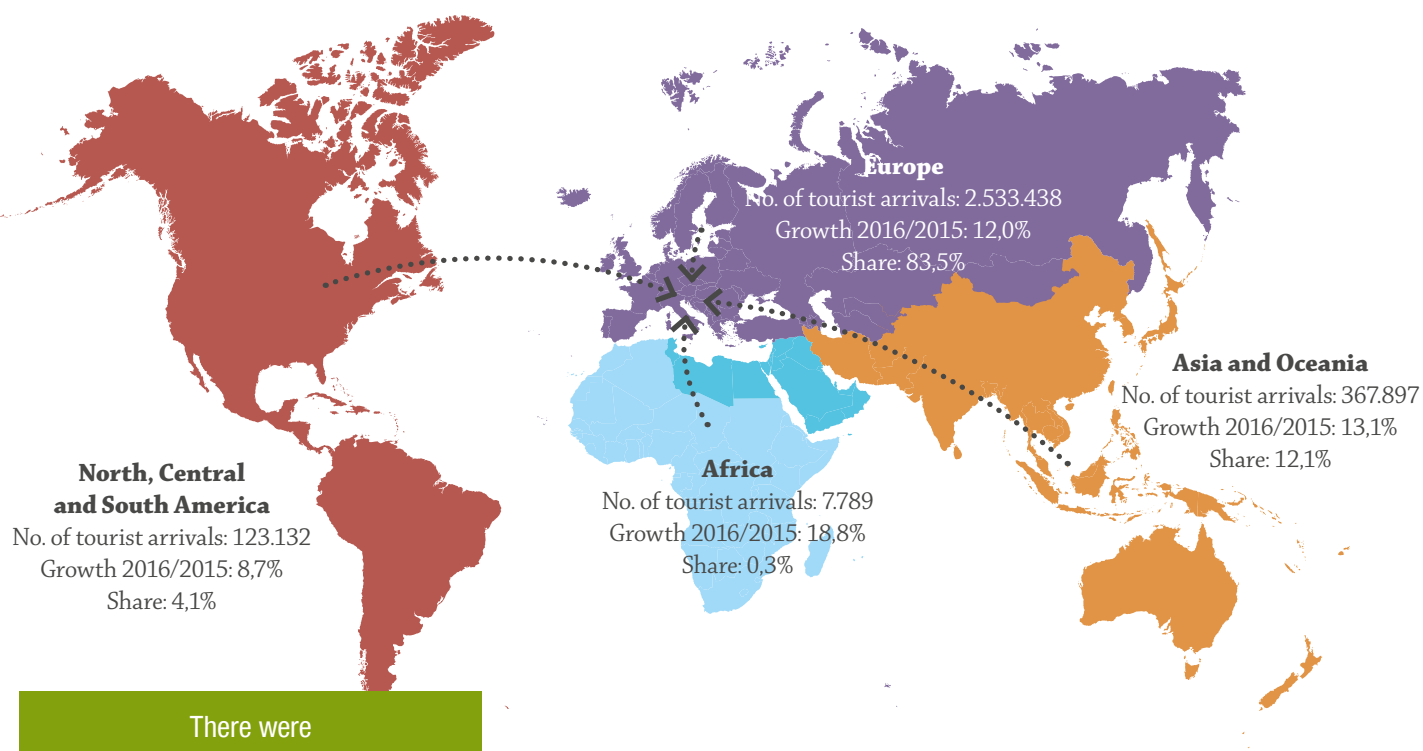
Source: SURS, 2017

Arrivals and overnight stays of foreign tourists according to countries of origin 2016

Country/region	Number of arrivals	Growth rate 2016/2015 (%)	Number of overnight stays	Growth rate 2016/2015 (%)
Austria	311,183	10.1	834,307	7.7
Belgium	63,724	13.9	189,700	11.1
Bulgaria	34,722	15.5	52,502	15.8
Bosnia and Herzegovina	43,197	14.3	95,360	11.7
Cyprus	1,108	31.0	3,834	74.0
Czech Republic	91,596	16.7	230,356	17.3
Montenegro	9,879	3.8	22,442	7.3
Denmark	17,502	17.5	55,268	22.2
Estonia	3,790	9.7	8,952	-11.3
Finland	17,332	10.6	45,778	11.0
France	91,202	9.3	195,171	11.0
Greece	10,564	39.6	21,652	44.4
Croatia	152,981	12.1	352,042	10.2
Ireland	13,794	23.1	35,188	15.5
Iceland	2,497	13.0	8,076	14.3
Italy	523,779	8.1	1,144,556	8.6
Latvia	6,029	35.4	13,216	33.3
Lithuania	5,443	10.2	11,440	-8.8
Luxembourg	2,051	13.5	4,866	20.5
Hungary	101,180	19.7	261,348	22.4
Macedonia	17,398	18.7	35,847	16.9
Malta	4,947	2.3	21,822	-1.2
Germany	307,410	8.9	820,628	7.7
Netherlands	95,490	12.4	320,219	5.7
Norway	10,240	7.0	27,334	12.7
Poland	73,462	16.6	162,212	15.7
Portugal	8,680	4.8	18,937	16.5
Romania	36,280	16.9	73,807	17.2
Russian Federation	43,609	-1.9	210,305	-6.5
Slovakia	36,019	23.7	88,685	25.3
Serbia	102,850	18.3	249,105	12.9
Spain	45,222	20.5	97,729	24.3
Sweden	22,019	12.5	49,947	10.6
Switzerland	47,031	8.6	102,076	11.8
Turkey	22,420	38.8	40,280	26.2
Ukraine	27,028	18.3	74,565	12.3
United Kingdom	109,420	16.5	318,656	13.9
Other European countries	20,360	6.7	50,390	1.3
Europe	2,533,438	12.0	6,348,598	10.3
South Africa	2,252	-2.3	5,319	16.9
Other African countries	5,537	30.4	19,364	41.2
Africa	7,789	18.8	24,683	35.1
Australia	29,766	8.9	57,836	11.8
New Zealand	5,674	15.2	11,753	13.6
Other countries and territories in Oceania	449	64.5	807	62.4
Israel	67,055	22.6	236,466	28.3
Japan	29,474	-20.8	46,347	-16.9
China	45,324	19.9	65,038	19.0
Korea (Republic)	113,615	22.9	125,089	25.3
Other Asian countries	76,540	8.4	155,415	12.3
Asia and Oceania	367,897	13.1	698,751	17.3
Brazil	9,602	-10.4	19,327	-7.6
Other countries of South and Central America	15,256	20.7	31,444	16.0
Canada	17,100	10.7	36,598	11.4
United States of America (USA)	81,167	9.2	182,700	10.6
Countries of North America	7	-80.6	17	-69.6
North, Central and South America	123,132	8.7	270,086	9.7
Total	3,032,256	12.0	7,342,118	11.0

Source: SURS, 2017

Arrivals of foreign tourists, shares and growth according to region of origin 2016



There were

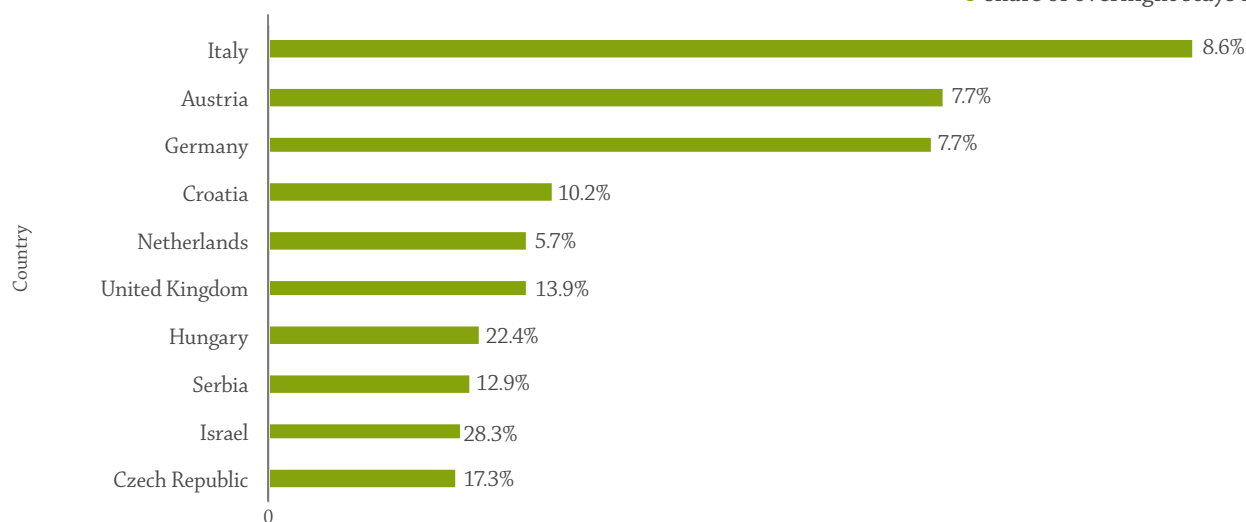
70.2%

of foreign tourists in Slovenia in 2016.

Source: SURS, 2016

10 countries with the highest number of overnight stays in 2016 with their share in 2016/2015

● share of overnight stays 2016/2015 (%)

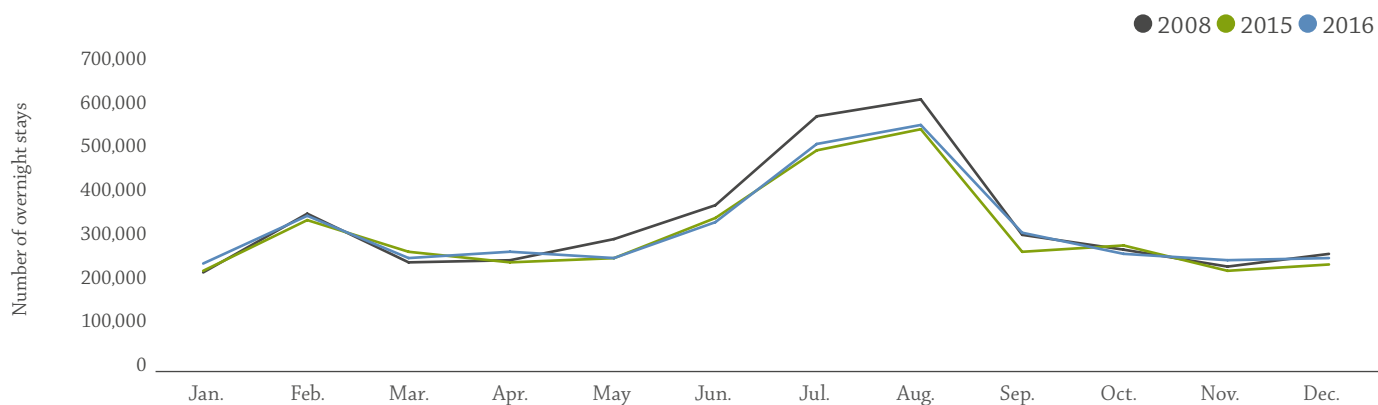


Country	No. of tourist overnight stays	Growth 2016/2015 (%)	Share in foreign overnight stays (%)
Italy	1,144,556	8.6	15.6
Austria	834,307	7.7	11.4
Germany	820,628	7.7	11.2
Croatia	352,042	10.2	4.8
Netherlands	320,219	5.7	4.4

Country	No. of tourist overnight stays	Growth 2016/2015 (%)	Share in foreign overnight stays (%)
United Kingdom	318,656	13.9	4.3
Hungary	261,348	22.4	3.6
Serbia	249,105	12.9	3.4
Israel	236,466	28.3	3.2
Czech Republic	230,356	17.3	3.2

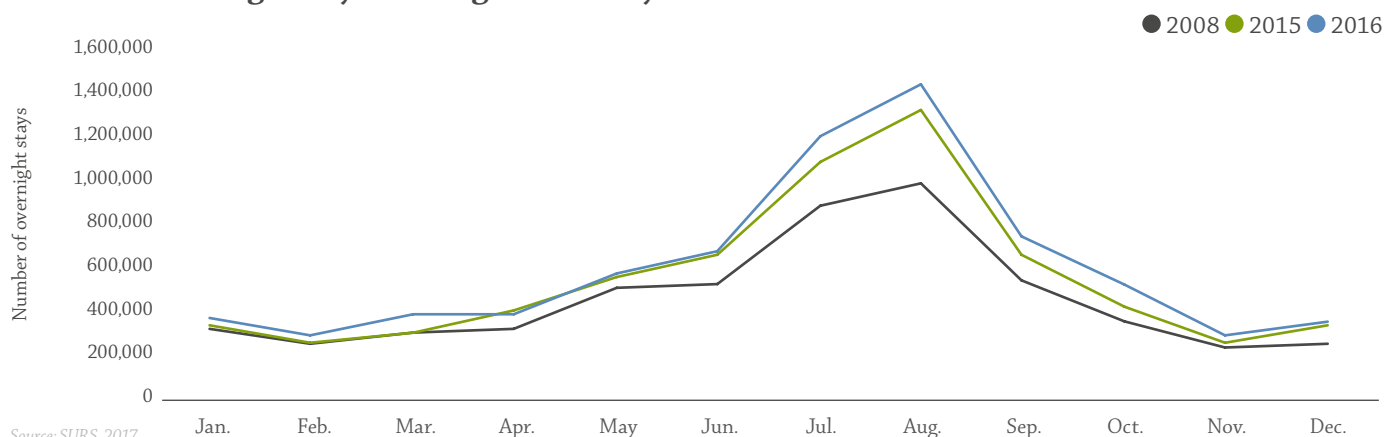
Source: SURS, 2017

Number of overnight stays of domestic tourists by months in 2008, 2015 and 2016



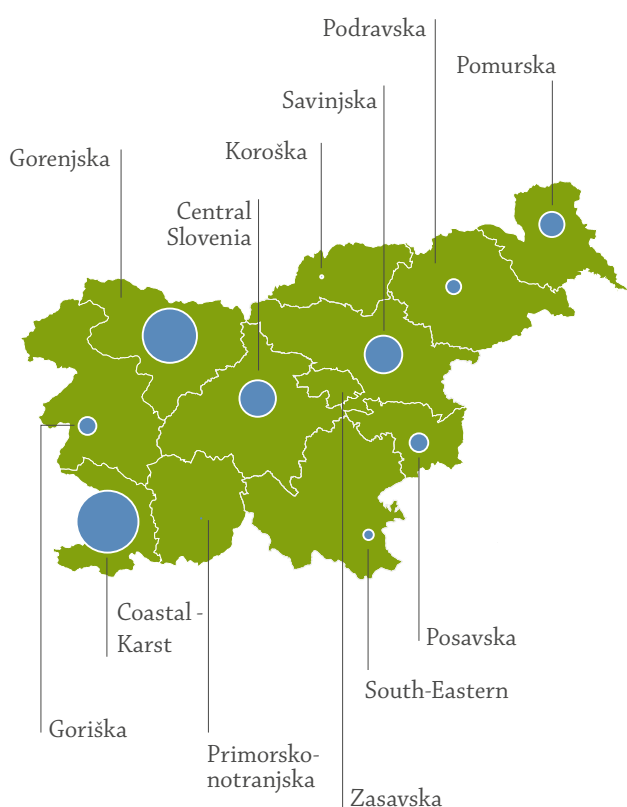
Source: SURS, 2017

Number of overnight stays of foreign tourists by months in 2008, 2015 and 2016



Source: SURS, 2017

Overnight stays by statistical regions 2016



Region	No. of tourist overnight stays	Share (%)
Obalno-kraška	2,384,693	21.3
Gorenjska	2,224,930	19.9
Osrednjeslovenska	1,498,447	13.4
Savinjska	1,464,601	13.1
Pomurska	966,884	8.6
Goriška	773,246	6.9
Posavska	661,364	5.9
Podravska	579,782	5.2
Jugovzhodna	400,742	3.6
Koroška	116,816	1.1
Primorsko-notranjska	100,628	0.9
Zasavska	7,746	0.1
Skupaj	11,179,879	100.0

Regions by the level of growth	Growth 2016/2015 (%)
Goriška	13.2
Primorsko-notranjska	16.1
Central Slovenia	12.4
Gorenjska	12.0
Podravska	6.5
Koroška	3.7
South-Eastern	5.4
Coastal - Karst	5.1
Posavska	1.6
Savinjska	6.5
Pomurska	5.0
Zasavska	12.5

Source: SURS, 2017

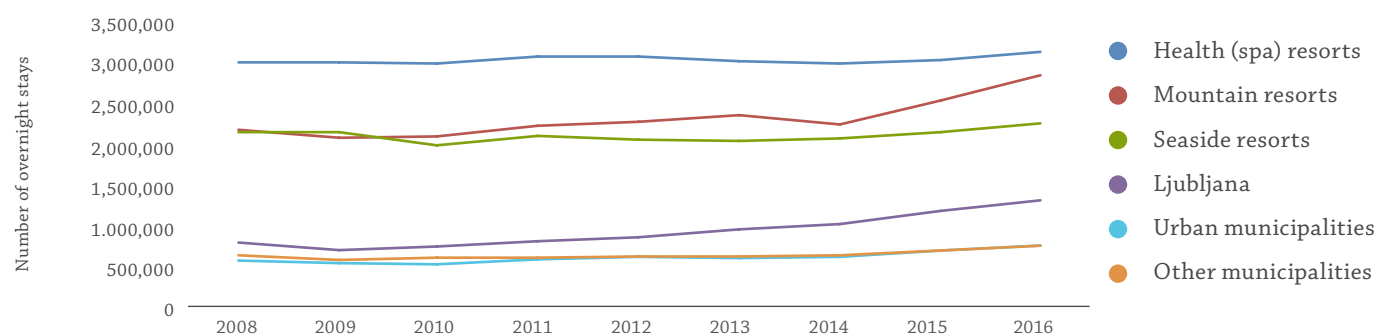
Overnight stays of tourists by type of municipality 2016

	Domestic	Share (%)	Foreign	Share (%)
Health (spa) resorts	1,744,708	45.5	1,420,853	19.5
Mountain resorts	704,551	18.4	2,162,842	29.4
Seaside resorts	953,495	24.8	1,322,543	18.0
Ljubljana	57,615	1.5	1,276,988	17.3
Urban municipalities	127,069	3.3	641,793	8.8
Other municipalities	250,323	6.5	517,099	7.0
Total	3,837,761	100.0	7,342,118	100.0

Most overnight stays in health (spa) resorts. In 2016 domestic tourists most frequently stayed at health (spa) resorts and foreign tourists in mountain resorts.

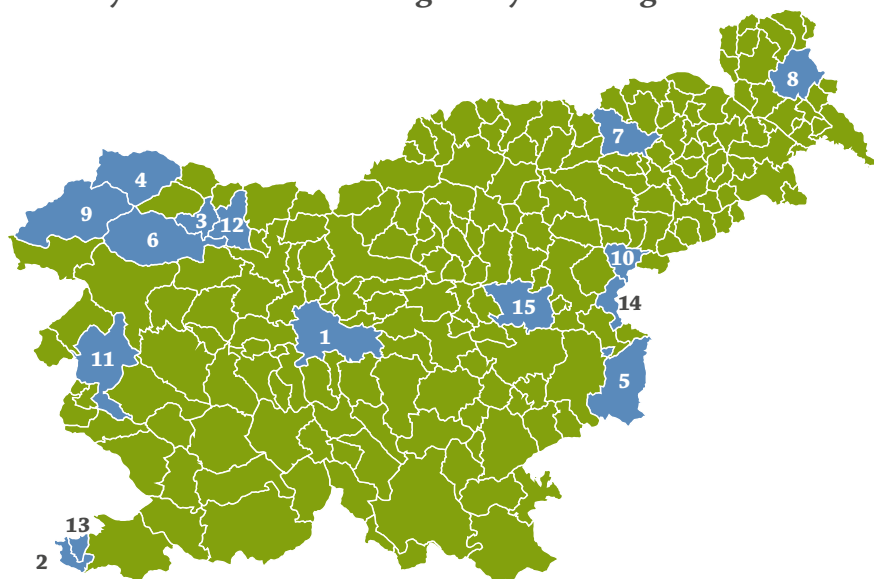
Source: SURS, 2017

Number of tourist overnight stays by types of municipalities 2008 - 2016



Source: SURS, 2017

Top 15 municipalities by the number of overnight stays of foreign tourists 2016



Source: SURS, 2017

Rank	Municipality	Number of foreign tourists overnight stays	The total number of overnight stays (%)	Share of foreign tourists overnight stays according to 2016/2015 (%)
1.	Ljubljana	1,276,988	22.6	12.3
2.	Piran	998,466	17.8	8.7
3.	Bled	760,356	13.5	10.5
4.	Kranjska Gora	368,890	6.6	13.6
5.	Brežice	334,508	5.9	7.6
6.	Bohinj	291,433	5.2	19.6
7.	Maribor	265,620	4.7	9.1
8.	Moravske Toplice	241,735	4.3	10.5
9.	Bovec	207,157	3.7	26.8
10.	Rogaška Slatina	184,498	3.2	0.2
11.	Nova Gorica	160,244	2.9	5.8
12.	Radovljica	149,461	2.7	15.8
13.	Izola	139,443	2.5	3.0
14.	Podčetrtek	131,988	2.3	11.8
15.	Laško	123,508	2.1	14.1
Total		5,634,295	100.0	11.1

Overnight stays of foreign tourists by type of municipality and country of origin 2016

Share of tourist overnight stays by the type of municipalities (%)							
Coutry/Region	No. of over-night stays	Health (spa) resorts	Mountain resorts	Seaside resorts	Ljubljana	Urban municipalities	Other municipalities
Austria	834,307	41.8	11.3	33.2	5.7	3.8	3.8
Belgium	189,700	13.5	41.6	20.5	14.7	3.3	6.0
Bulgaria	52,502	8.0	17.5	6.2	35.5	14.2	18.5
Bosnia and Herzegovina	95,360	20.0	19.1	9.9	21.2	14.7	14.8
Cyprus	3,834	2.4	13.6	3.4	33.4	44.2	2.6
Czech Republic	230,356	14.4	48.0	18.5	6.5	6.1	6.2
Montenegro	22,442	16.9	18.8	4.3	32.9	17.8	9.1
Denmark	55,268	29.8	27.4	14.0	18.4	5.8	4.3
Estonia	8,952	6.0	24.1	17.4	26.9	17.0	8.3
Finland	45,778	3.2	23.7	19.5	42.4	6.5	4.4
France	195,171	7.3	32.3	14.5	25.5	8.0	12.1
Greece	21,652	5.8	10.5	6.4	51.7	9.0	16.4
Croatia	352,042	31.5	34.5	4.7	12.2	10.0	6.9
Ireland	35,188	4.6	52.6	6.5	22.5	10.1	3.4
Iceland	8,076	2.2	14.0	20.9	45.3	13.8	3.5
Italy	1,144,556	22.1	18.5	23.6	13.3	13.4	8.7
Latvia	13,216	14.0	35.8	8.1	21.0	8.1	12.8
Lithuania	11,440	9.4	32.8	15.2	22.7	11.2	8.4
Luxembourg	4,866	9.0	43.8	10.8	19.3	9.6	7.2
Hungary	261,348	8.4	38.5	25.3	8.3	12.9	6.2
Macedonia	35,847	18.0	12.4	9.3	33.4	13.2	13.5
Malta	21,822	0.2	72.8	2.1	19.7	3.2	1.7
Germany	820,628	13.9	39.1	22.1	10.9	7.2	6.6
Netherlands	320,219	22.7	44.0	7.9	10.4	4.8	9.8
Norway	27,334	4.5	24.0	26.6	28.4	10.7	5.6
Poland	162,212	13.1	32.3	18.7	12.1	13.6	10.0
Portugal	18,937	4.7	12.1	10.6	54.1	12.6	5.7
Romania	73,807	11.2	16.3	10.3	22.3	22.9	16.6
Russian Federation	210,305	44.0	11.0	27.2	10.3	5.0	2.3
Slovakia	88,685	8.5	29.2	36.3	11.6	7.8	6.3
Serbia	249,105	22.5	20.8	15.5	17.4	14.9	8.7
Spain	97,729	3.2	25.2	9.3	45.7	8.7	7.6
Sweden	49,947	9.3	25.4	19.9	28.3	11.0	5.9
Switzerland	102,076	8.2	26.7	25.7	22.1	7.1	9.9
Turkey	40,280	3.2	34.5	5.1	38.8	6.9	11.2
Ukrainian	74,565	29.8	15.5	22.4	12.3	9.5	10.3
United Kingdom	318,656	3.3	55.2	8.2	26.2	3.6	3.2
Other European countries	50,390	28.9	16.3	10.9	22.0	11.3	10.3
Europe	6,348,598	20.8	28.4	19.9	14.7	8.9	7.3
South Africa	5,319	13.0	25.6	10.3	37.6	6.1	7.0
Other African countries	19,364	24.7	11.2	11.7	34.5	12.2	5.4
Africa	24,683	22.3	14.3	11.4	35.2	10.9	5.9
Australia	57,836	2.8	39.5	4.9	46.3	2.6	3.6
New Zealand	11,753	1.3	51.1	5.0	35.8	2.4	4.2
Other countries and territories in Oceania	807	6.8	32.3	14.8	25.4	10.0	10.5
Israel	236,466	28.1	42.1	2.0	18.0	3.7	5.7
Japan	46,347	1.9	39.0	4.7	46.7	4.8	2.6
People's Republic of China	65,038	3.1	19.6	7.3	53.3	12.2	4.3
Korea (Republic)	125,089	1.2	43.4	2.3	17.5	25.1	10.3
Other Asian countries	155,415	13.0	34.8	6.5	37.1	6.0	2.3
Asia and Oceania	698,751	13.4	38.3	4.1	30.1	8.8	5.3
Brazil	19,327	6.2	14.8	5.9	62.9	6.3	3.7
Other countries of South and C. America	31,444	4.5	11.2	8.3	59.1	10.6	6.1
Canada	36,598	8.7	31.5	8.4	41.5	3.9	5.8
United States of America (USA)	182,700	4.0	36.6	10.2	40.5	4.1	4.3
Other countries and territories of N. America	17	23.5	11.8	35.3	29.4	-	-
North, Central and South America	270,086	4.9	31.4	9.4	44.5	5.1	4.7
Total	7,342,118	19.4	29.4	18.1	17.3	8.7	7.1

Source: SURS, 2017

Accommodation capacities and number of overnight stays by the type of accommodation facilities 2016

Type of accommodation facility	Number of beds – total	Share of all beds (%)	Number of overnight stays	Share of overnight stays (%)
Hotels	42,682	32.8	6,625,214	59.3
Motels	290	0.2	15,058	0.1
Boarding houses	2,602	2.0	198,129	1.8
Inns	3,581	2.8	160,838	1.4
Overnight accommodation	1,839	1.4	81,955	0.7
Apartment Settlements	6,253	4.8	621,833	5.6
Camping sites	25,199	19.3	1,396,801	12.5
Tourist farms with accommodation	5,008	3.8	151,261	1.4
Youth hostels	3,662	2.8	338,545	3
Private accommodation-rented rooms, dwellings	18,743	14.4	908,470	8.1
Mountain huts	6,711	5.2	101,022	0.9
Company vacation facilities and vacation facilities for youth	6,454	4.9	437,196	3.9
Other accommodation facilities	920	0.7	21,409	0.2
Temporary accommodation facilities and marinas	6,411	4.9	122,148	1.1
Total	130,355	100.0	11,179,879	100.0

Source: SURS, 2017

There were **59,3% of overnight stays** of tourists in hotels with a total of **42.682 beds**.

Accommodation capacities by the type of municipality in 2016

Type of municipality	Number of beds-total	Share (%)
Health (spa) resorts	22,436	17.2
Mountain resorts	43,222	33.2
Seaside resorts	24,938	19.1
Ljubljana	10,726	8.2
Urban municipalities	10,131	7.8
Other municipalities	18,902	14.5
Total	130,355	100.0

Source: SURS, 2017

Specialised accommodation facilities in 2016

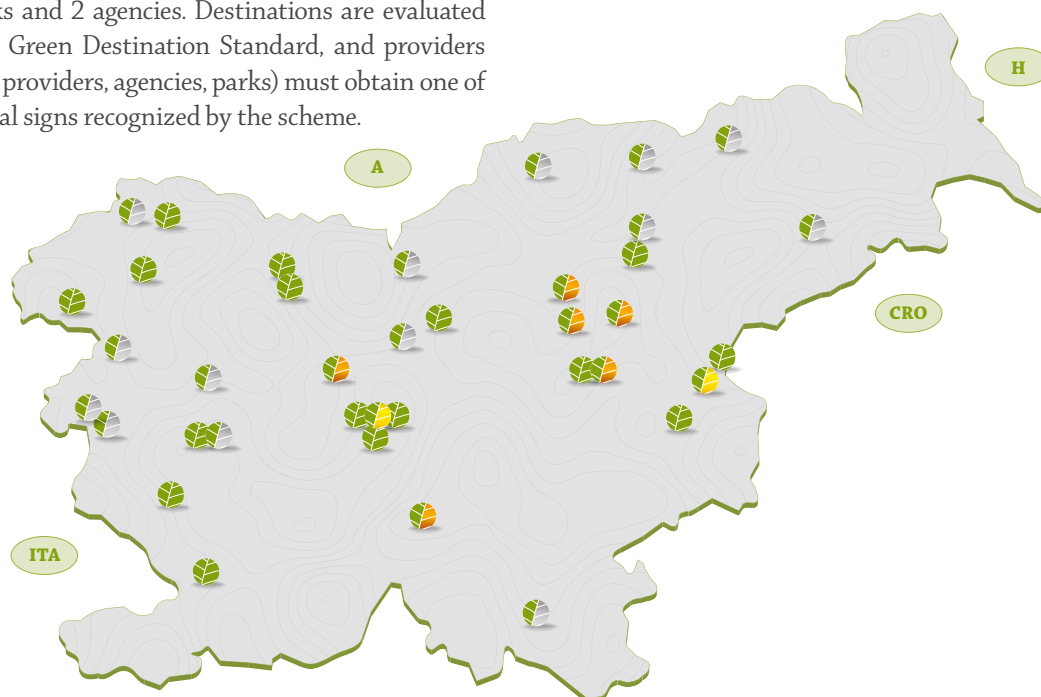
Type of accommodation facility	Number of facilities
Hiking hotels	92
Cycling hotels	63
Mountain huts with cycling specialization	5
Ecological tourist farms	75
Facilities with certificate "disability friendly"	14
With the Green Scheme of Slovenian tourism certificate - »SLOVENIA GREEN« (acquired until June 2017): Ortenia-Apartments in nature, Urška Tourist Farm, Estate Trnulja, Spa Snovik, Thermana park Laško, Koren Camp Kobarid, Hotel Park Ljubljana, Hostel Celica, Pr' Gavedarjo, Hotel Jožef Idrija, Hotel St. Daniel, Hotel Savica, Hotel Astoria Bled.	13
Facilities with Travelife Certification: Hotel Park Ljubljana, Hostel Celica, Pr' Gavedarjo.	3
Facilities with the environment logo, EU Eco-label: Spa Snovik, Urška Tourist Farm, Koren Camp Kobarid, Terme Dobrna d.d., Hotel Astoria Bled, Thermana Park Laško, Hotel Jožef Idrija, Hotel Savica.	8
Facilities with Green Globe Certification: Ortenia-Apartments in nature.	1
Facilities with the Bio hotels logo: Estate Trnulja, Hotel St. Daniel.	2

Highest occupancy in hotels and camps: **avgust**. Lowest occupancy: **januar**.

Source: Green Globe (b.l.); Premiki-zavod in turistična agencija za dostopni turizem (2015); Portal Slovenia.info (b.l.), Travelife, 2016

The Green Scheme of Slovenian tourism

The scheme includes 22 destinations, 13 accommodation providers, 3 parks and 2 agencies. Destinations are evaluated according to the Green Destination Standard, and providers (accommodation providers, agencies, parks) must obtain one of the environmental signs recognized by the scheme.



DESTINACIJE:



Ljubljana, Podčetrtek.



Idrija, Kamnik, Radlje ob Dravi, Rogla-Zreče, Cerklje, Nova Gorica, Brda, Kranjska Gora, Maribor, Ptuj, Slovenj Gradec, Bela Krajina (Črnomelj, Metlika, Semič), Vipavska dolina (Ajdovščina, Vipava), Logarska dolina Solčavsko.



Laško, Žalec, Celje, Velenje, Polhov Gradec, Kočevsko (Kočevje, Osilnica, Kostel).

PONUDBNIKI:



Ortenia-Apartments in nature (Green Globe), Urška Tourist Farm (EU Eco-label), Estate Trnulja (Bio Hotels), Spa Snovik (EU Eco-label), Thermans park Laško (EU Eco-label), Koren Camp, Kobarid (EU Eco-label), Hotel Park Ljubljana (Travelife), Hostel Celica (Travelife), Pr Gavedarjo (Travelife), Hotel Jožef (EU Eco-label), Hotel St. Daniel (Bio Hotels), Hotel Astoria Bled (EU Eco-label), Hotel Savica (EU Eco-label).

AGENCIJE:



Roundabout Travel, Visit GoodPlace.

PARKI:



Triglav National Park, Kozjanski park, the Škocjan caves Park.

IN THE EVALUATION PROCESS

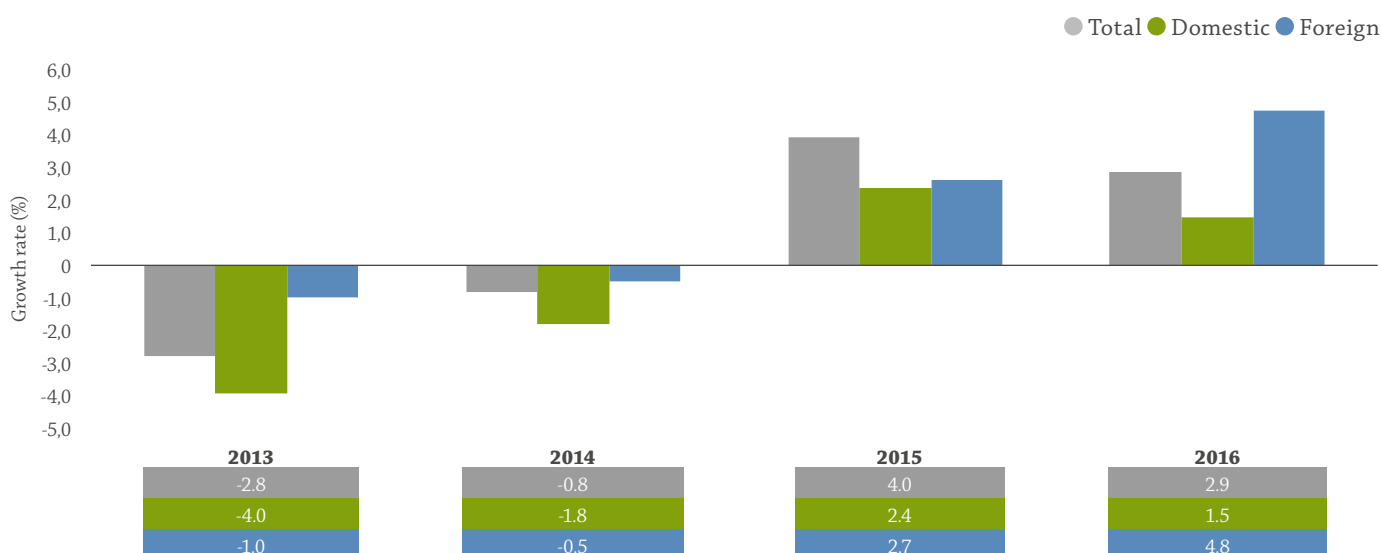
1. Koper, 2. Novo mesto, 3. Bled, 4. Litija in Šmartno ob Litiji, 5. Šentjur, 6. Ljutomer, 7. Rogaska Slatina, 8. Sevnica, 9. Bohinj, 10. Šmarješke Toplice, 11. Škofja Loka, 12. Divača, 13. Sežana, 14. Hrpelje-Kozina, 15. Komen, 16. Razkrižje

Occupancy of hotels and camps by months 2016

2016	Hotels			Camps		
Month	No. of permanent beds	No. of overnight stays	Occupancy (%) [*]	No. of permanent beds	No. of overnight stays	Occupancy (%) [*]
January	34,874	429,581	39.7	9,564	18,915	6.3
February	33,168	438,859	45.6	7,524	22,375	10.2
March	35,266	456,205	41.7	12,676	26,633	6.7
April	35,322	451,078	42.5	19,087	45,186	7.8
May	36,501	522,863	46.2	22,522	96,528	13.8
June	36,834	600,211	54.3	23,313	130,341	18.6
July	36,915	794,374	69.4	24,109	374,268	50.0
August	36,946	896,140	78.2	24,519	454,135	59.7
September	36,888	631,419	57.0	23,981	134,709	18.7
October	36,646	559,613	49.2	17,948	44,122	7.9
November	35,014	406,320	38.6	10,179	24,314	7.9
December	36,482	438,551	38.7	9,209	25,275	8.8
Total	38,061	6,625,214	45.3	24,887	1,396,801	15.5

^{*}Gross occupancy: the calculation of gross occupancy takes into account the annual data on overnight stays for all units (also below the threshold); however, the denominator contains monthly data on permanent beds only for the units above the threshold. Source: SURS, 2017

Growth in overnight stays in health resorts included in the Slovenian Spas Association, g.i.z. 2016/2015



Source: SSNZ-Obajve za medije, 2017; STO interni vir, 2012-2016

Arrivals of domestic and foreign tourists 2006 - 2016

Year	Arrivals					
	Domestic	Growth (%)	Foreign	Growth (%)	Total	Growth (%)
2006	867,955	3.3	1,616,650	4.0	2,484,605	3.7
2007	929,846	7.1	1,751,332	8.3	2,681,178	7.9
2008*	1,126,022	21.1	1,957,691	11.8	3,083,713	15.0
2009	1,160,897	3.1	1,823,931	-6.8	2,984,828	-3.2
2010	1,137,166	-2.0	1,869,106	2.5	3,006,272	0.7
2011	1,181,314	3.9	2,036,652	9.0	3,217,966	7.0
2012	1,141,944	-3.3	2,155,612	5.8	3,297,556	2.5
2013	1,125,921	-1.4	2,258,570	4.8	3,384,491	2.6
2014	1,113,196	-1.1	2,410,824	6.7	3,524,020	4.1
2015	1,220,749	9.7	2,706,781	12.3	3,927,530	11.5
2016	1,285,248	5.2	3,032,256	12.1	4,317,504	9.9

*Since 2008, the data has been published in accordance with a different methodology
Source: SURS, 2017

Overnight stays of domestic and foreign tourists 2006 - 2016

Year	Overnight stays					
	Domestic	Growth (%)	Foreign	Growth (%)	Total	Growth (%)
2006	3,233,438	1.9	4,488,829	2.0	7,722,267	2.0
2007	3,393,408	4.9	4,867,900	8.4	8,261,308	7.0
2008*	3,962,756	16.8	5,351,282	9.9	9,314,038	12.7
2009	4,077,480	2.9	4,936,293	-7.8	9,013,773	-3.2
2010	3,909,368	-4.1	4,997,031	1.2	8,906,399	-1.2
2011	3,924,164	0.4	5,463,931	9.3	9,388,095	5.4
2012	3,733,459	-4.9	5,777,204	5.7	9,510,663	1.3
2013	3,616,782	-3.1	5,962,251	3.2	9,579,033	0.7
2014	3,500,233	-3.2	6,090,409	2.1	9,590,642	0.1
2015	3,727,256	6.5	6,614,443	8.6	10,341,699	7.8
2016	3,837,761	3.0	7,342,118	11.0	11,179,879	8.1

*Since 2008, the data has been published in accordance with a different methodology
Source: SURS, 2017

Visitor frequency to the website www.slovenia.info and presence on social network in 2016



Number of portal users:
3,955,120 (42.8% increase)



Views via mobile devices (sessions):
30% of all sessions



Number of pages reviewed:
11,441,012 (4.6% increase)



Number of new YouTube views
3,398,875



Number of new followers and growth of followers on Facebook:
246,612 followers
growth 2016/2015: 170%



Number of new followers and growth of followers on Instagram:
30,766 followers
growth 2016/2015: 531%



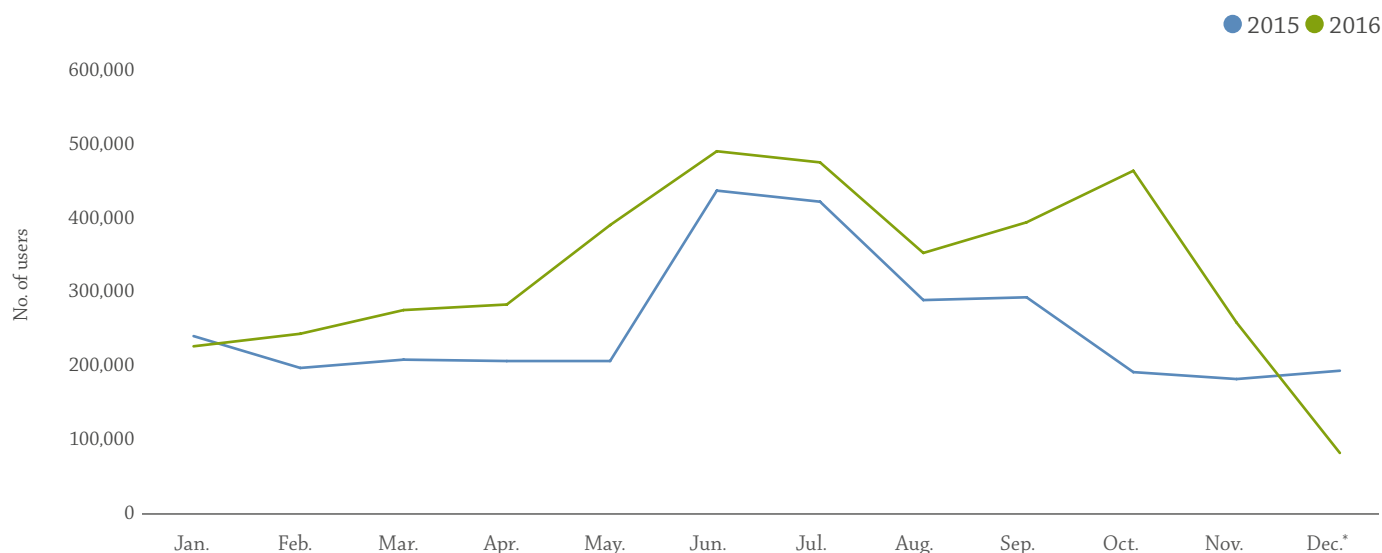
Number of new followers and growth of followers on LinkedIn:
1,624 followers
growth 2016/2015: 96%



Number of new followers and growth of followers on Twitter:
16,797 followers
growth 2016/2015: 105%

Source: Google Analytics, 2017, Socialbakers 2017

Visitor frequency to the website www.slovenia.info in 2016



* 12.12.2016 STB published a new website

Source: Google Analytics, 2017

Integrated Innovative Digital Campaign STB 2016: SLOVENIA – MAKE NEW MEMORIES



13
international markets ; 19 countries



12
languages



Reach **42 mio**
unique users



230.000
FB page likes



15 mio
YouTube views



Instagram
Reach 2 mio users

Major events and activities that marked year 2016



48

fair and workshop presentations under the umbrella brand of Slovenian...



111

study trips for 365 foreign journalists from different countries



10

overseas workshops



18

workshops on the european markets



5 new promotional publications in seven languages and 7 2nd editions of publications

important European projects

T-LAB & EDEN



awards for innovation: Snovalec and Sejalec

New website Slovenia.info and on-line media library



- **12.12.2016** STB published a new and inspiring Slovenia.info website in seven language versions, with a transparent structure and with over **900 new web pages** that provide user-friendly experience.
- More than 5000 photos and 100 own videos have been included into the new online media library, which are available for further use of partners in the promotional activities of Slovenia

Awards and certificates

Index EPI

(February 2016)

Environmental Performance Index Green, active and healthy Slovenia is strengthening its reputation of being one of the greenest countries in the world. Slovenia was placed fifth of 180 countries on the Environmental Performance Index – EPI, which is prepared by Yale University in cooperation with Columbia University and the World Economic Forum. The country is developing its own “Slovenia Green” certificates within the Slovenian Green Scheme.

PATWA Award for the Best Emerging Destination

(March 2016)

PATWA Award for the Best Emerging Destination (March 2016)) awarded Slovenia for being the fastest- developing tourist destination.

Sustainable Tourism Award MITT

(March 2016)

Moscow exhibition (March 2016), Slovenia received a special award for its development and promotion as a sustainable destination.

Slovenia is the first green country in the World

(September 2016)

Slovenia was withn the Global Green Destination Day (GGDD), which took place in Ljubljana, the European Green Capital, declared a green destination, based on an assessment by the Netherlands-based organisation Green Destinations which established 96%-compliance across 100 criteria. As such, Slovenia has become a model for the whole world. It was also ranked in TOP 100 sustainable destinations (Sustainable Destinations Top 100).

World Travel Market in London 2016 (WTM)

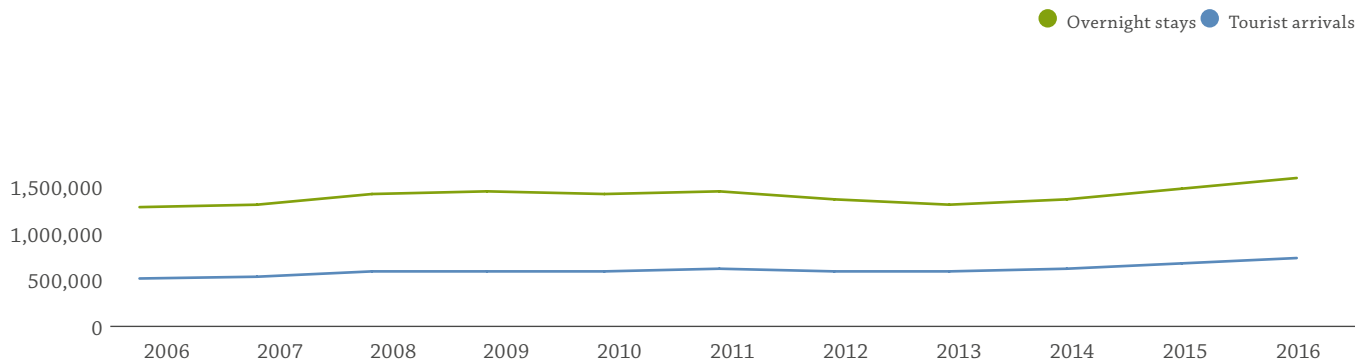
(November 2016)

At the World Travel Market in London 2016 (WTM), within a Sport Tourism Award Competition,, Bled was amongst more than 100 applicants selected as the best Sport Tourism Town for 2017.

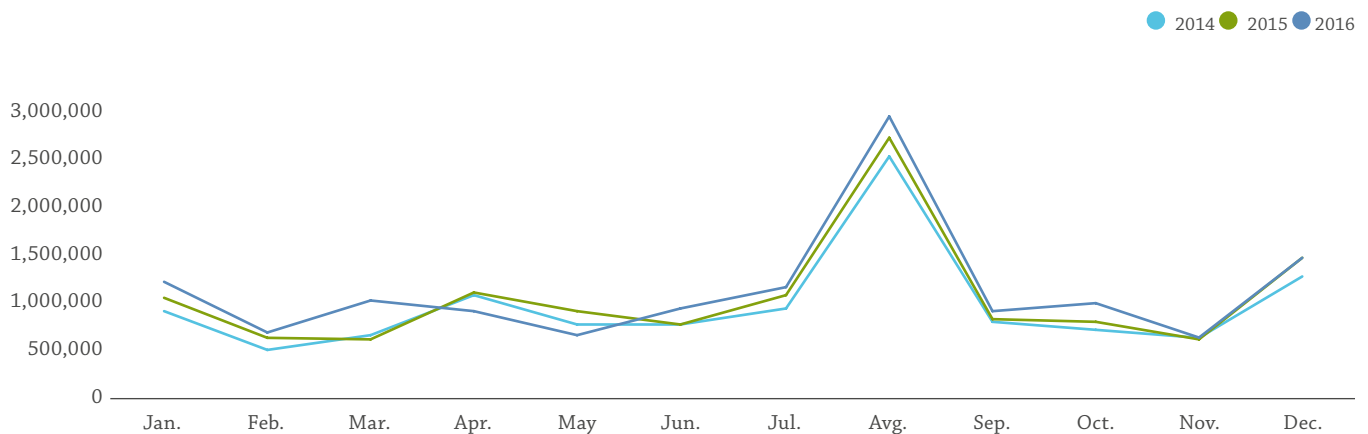
Italy - tourist market overview

Italian Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	523,779	1074	1.	1740%
Overnight stays	1,144,556	107.9	1.	15.80%
Average length of stay	2.18			

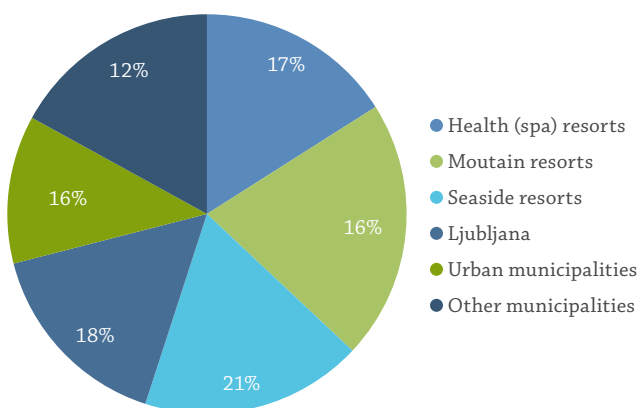
Tourist arrivals and overnight stays 2006 - 2016



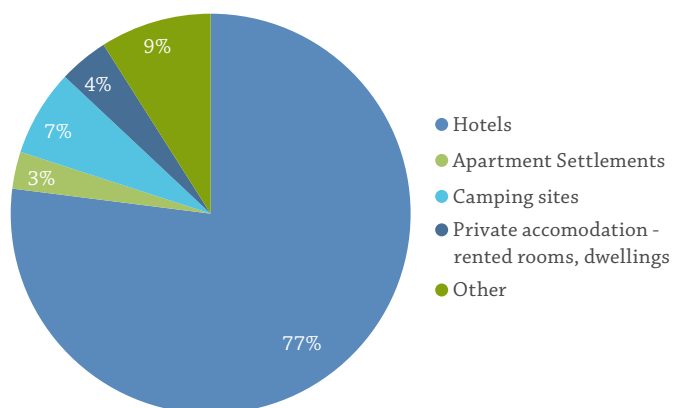
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



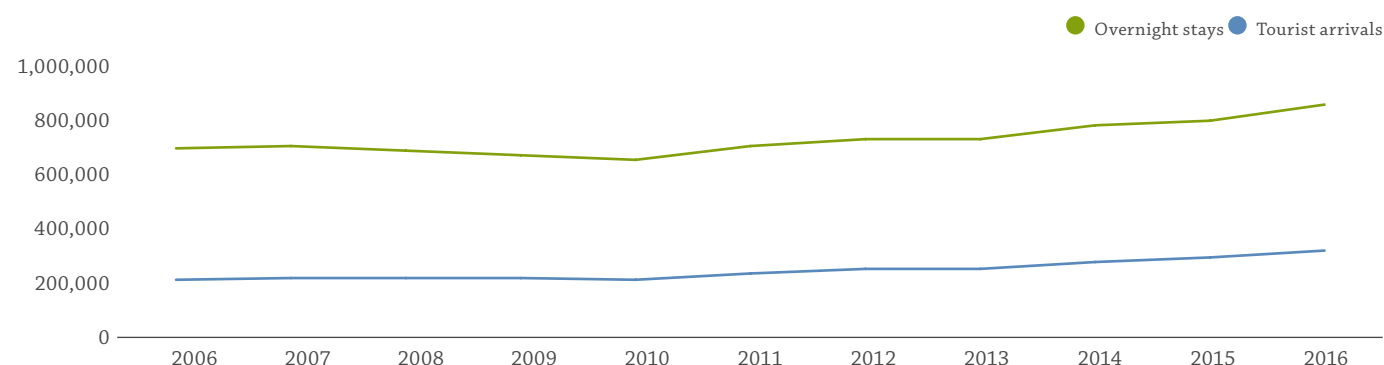
Overnight stays by types of accommodation facilities 2016



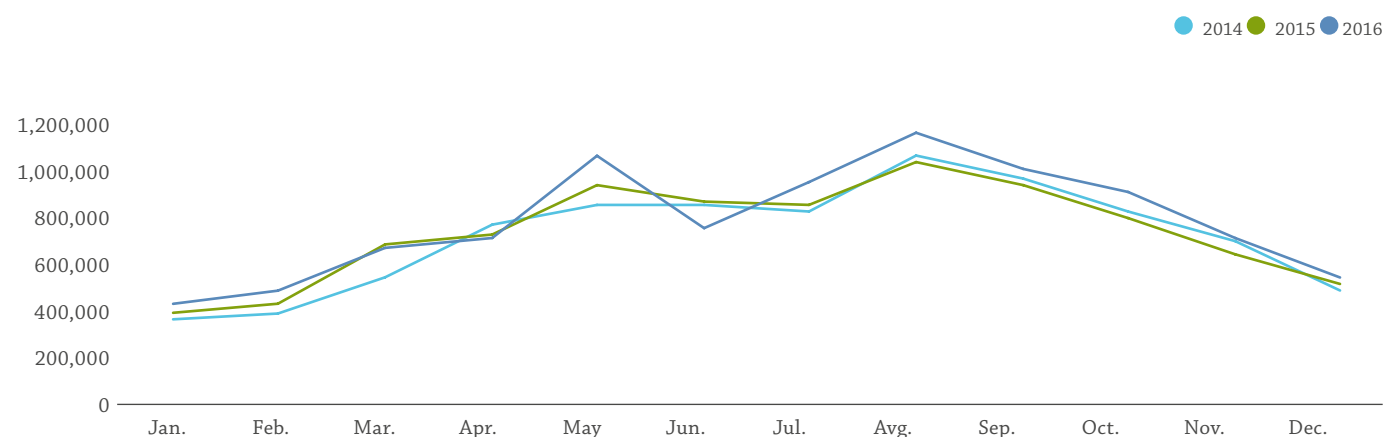
Austria - tourist market overview

Austrian Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	311,183	109.7	2.	10.10%
Overnight stays	834,307	107.3	2.	7.70%
Average length of stay	2.69			

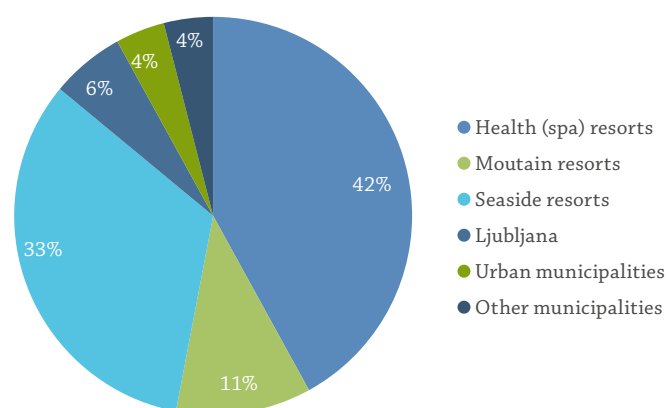
Tourist arrivals and overnight stays 2006 - 2016



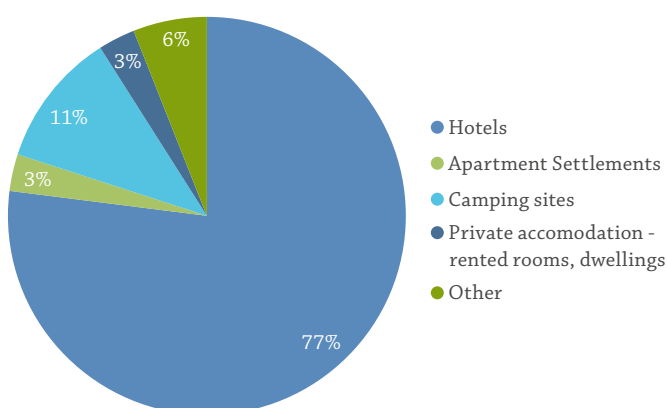
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



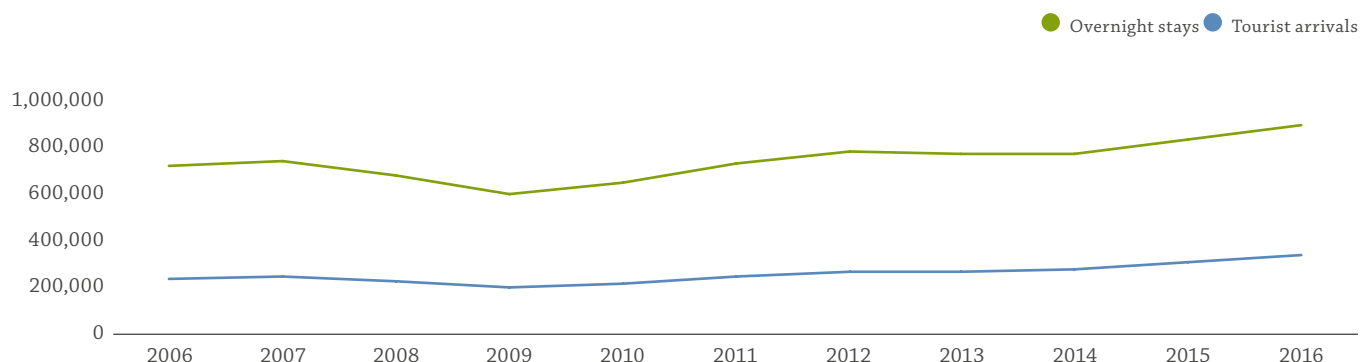
Overnight stays by types of accommodation facilities 2016



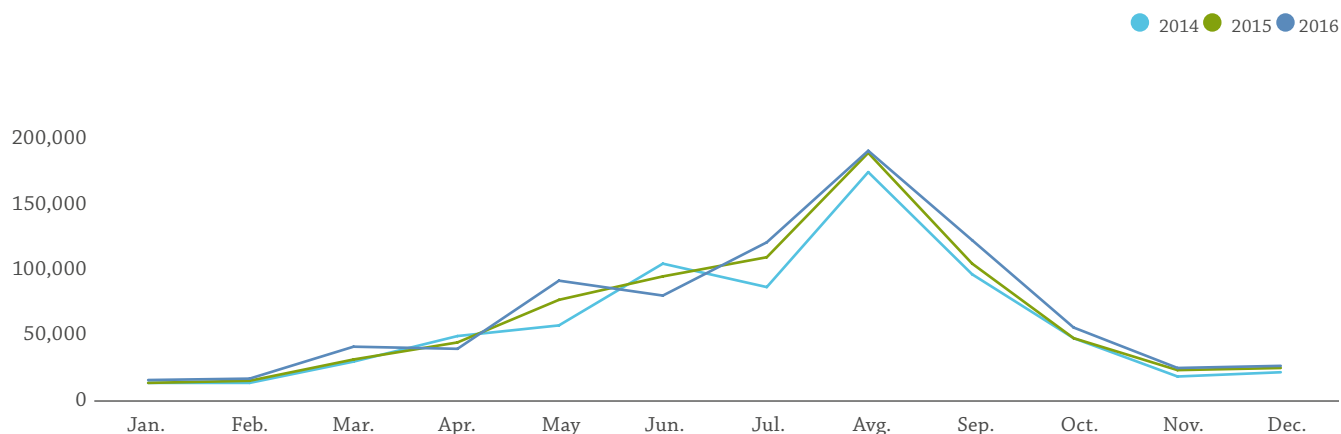
Germany - tourist market overview

Germany Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	307,410	108.6	3.	10.10%
Overnight stays	820,628	107.1	3.	11.00%
Average length of stay	2.67			

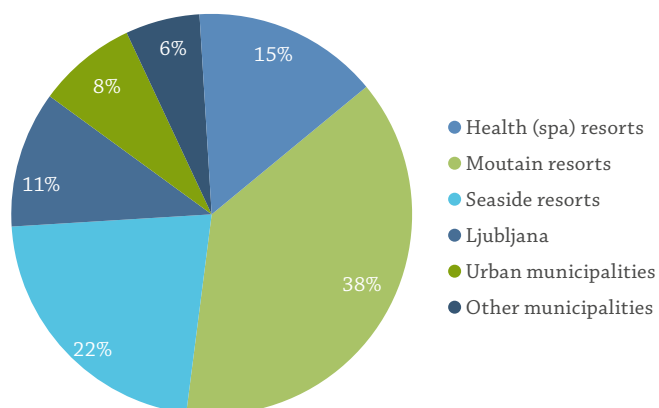
Tourist arrivals and overnight stays 2006 - 2016



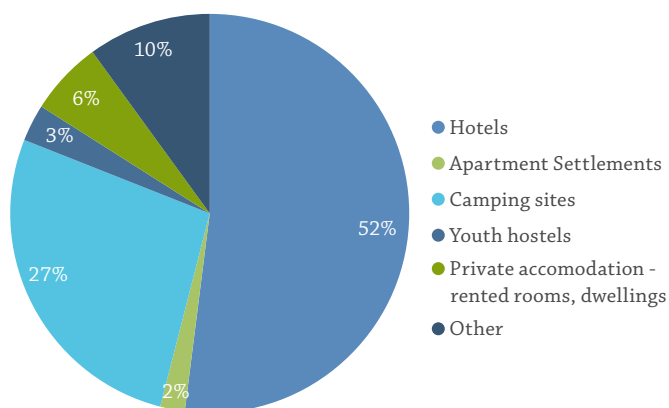
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



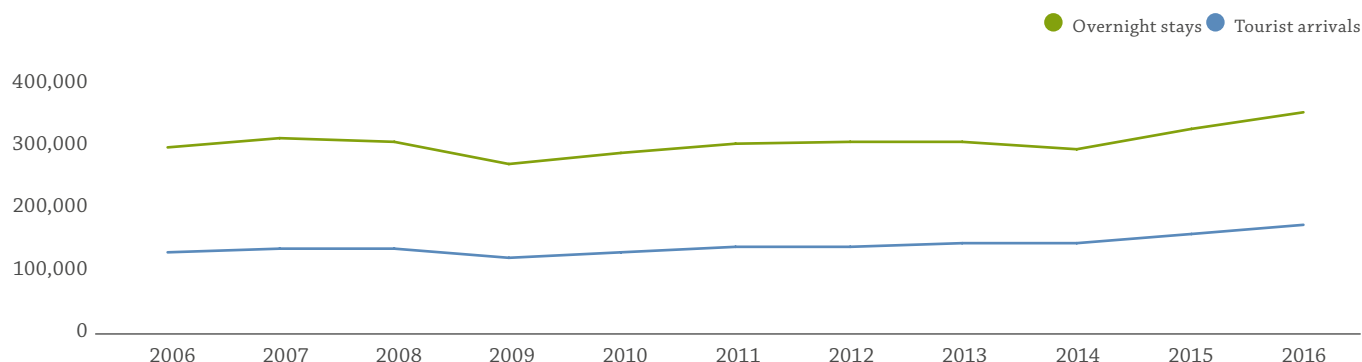
Overnight stays by types of accommodation facilities 2016



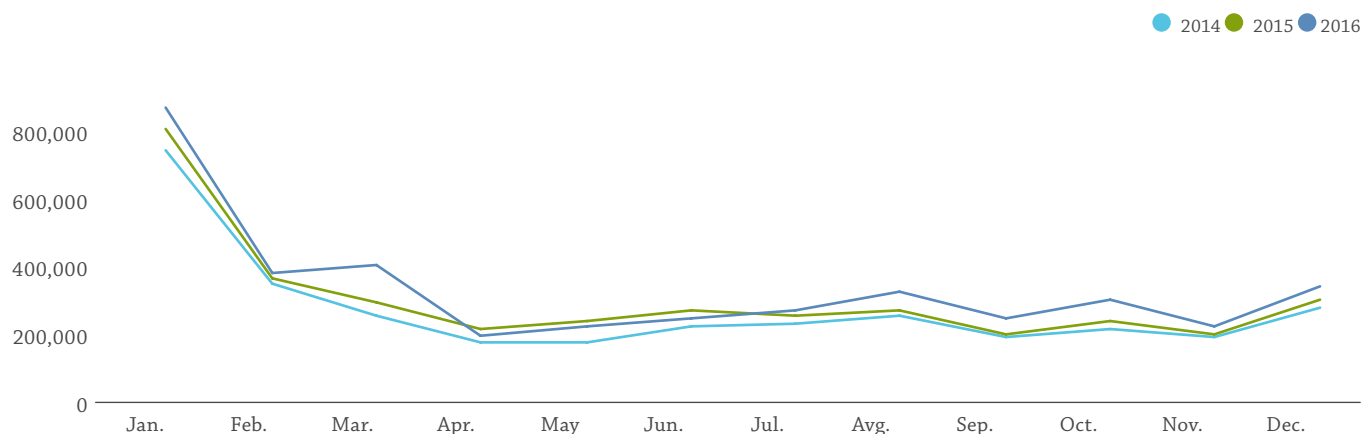
Croatia - tourist market overview

Croatian Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	152,981	111.5	4.	5.10%
Overnight stays	352,042	109.7	4.	4.90%
Average length of stay	2.30			

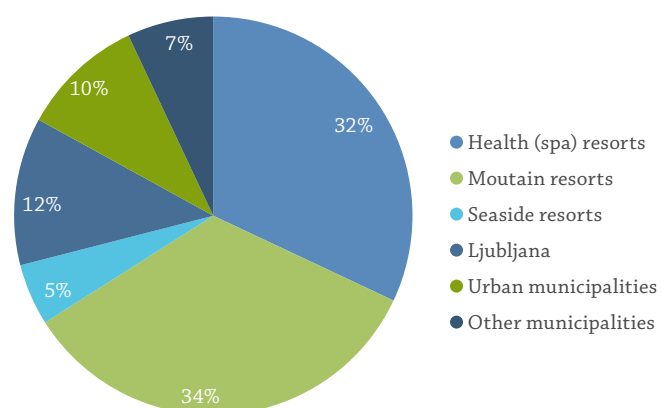
Tourist arrivals and overnight stays 2006 - 2016



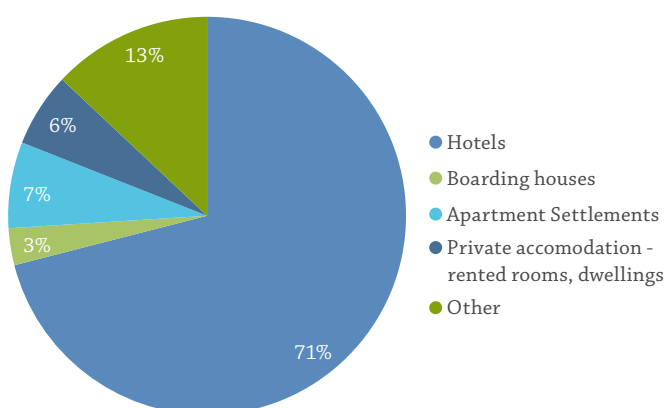
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



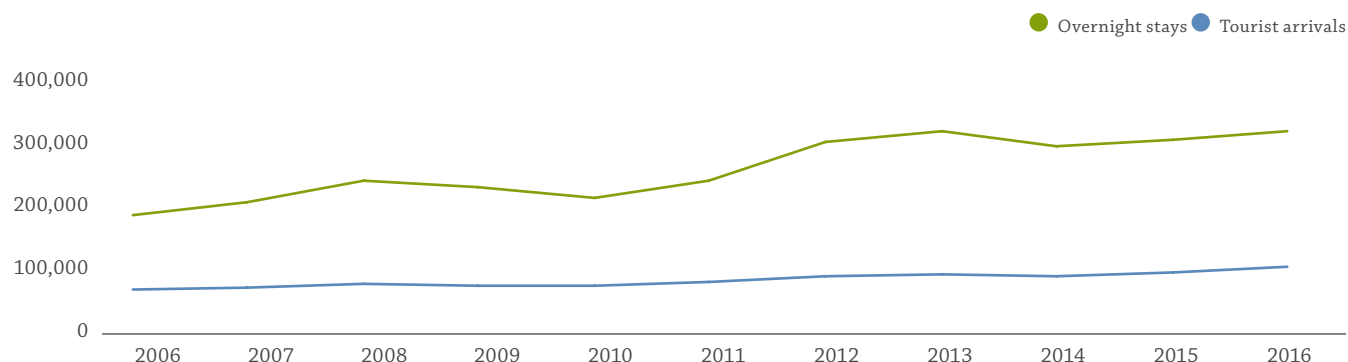
Overnight stays by types of accommodation facilities 2016



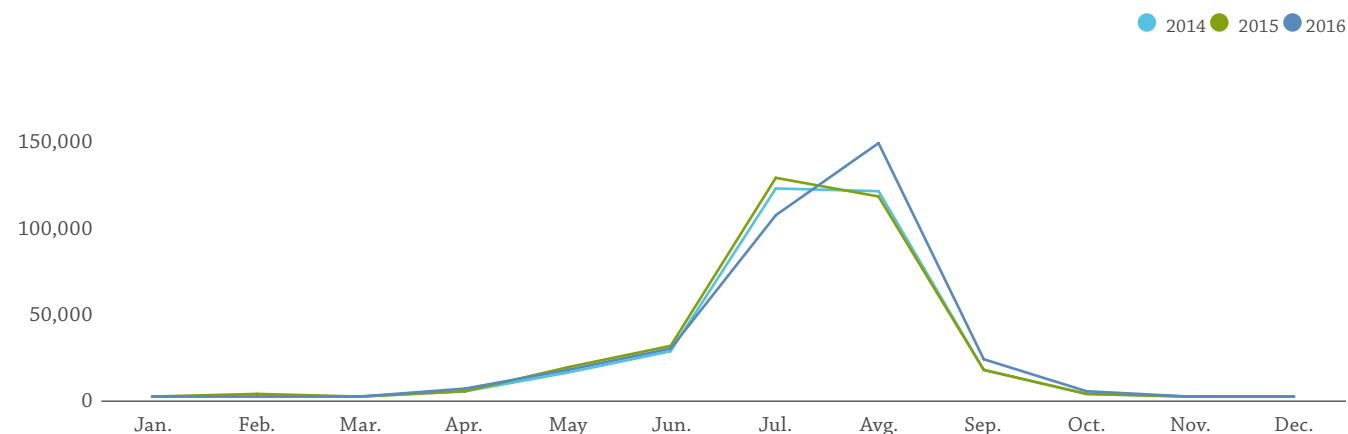
Netherlands - tourist market overview

Netherland Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	95,490	111.6	9.	3.10%
Overnight stays	320,219	104.8	5.	4.40%
Average length of stay	3.35			

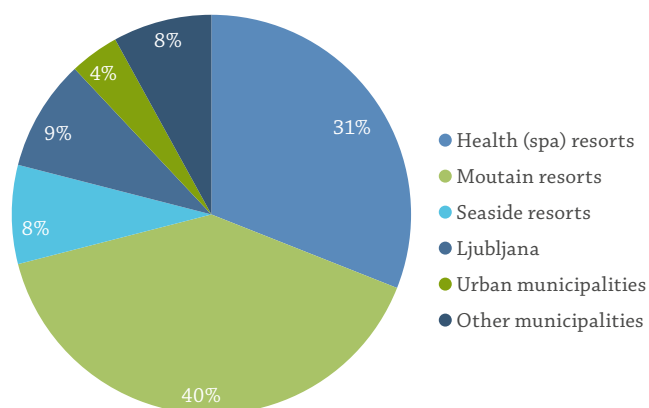
Tourist arrivals and overnight stays 2006 - 2016



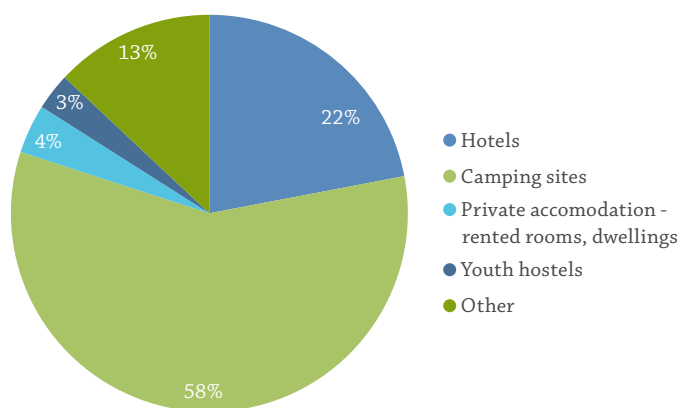
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



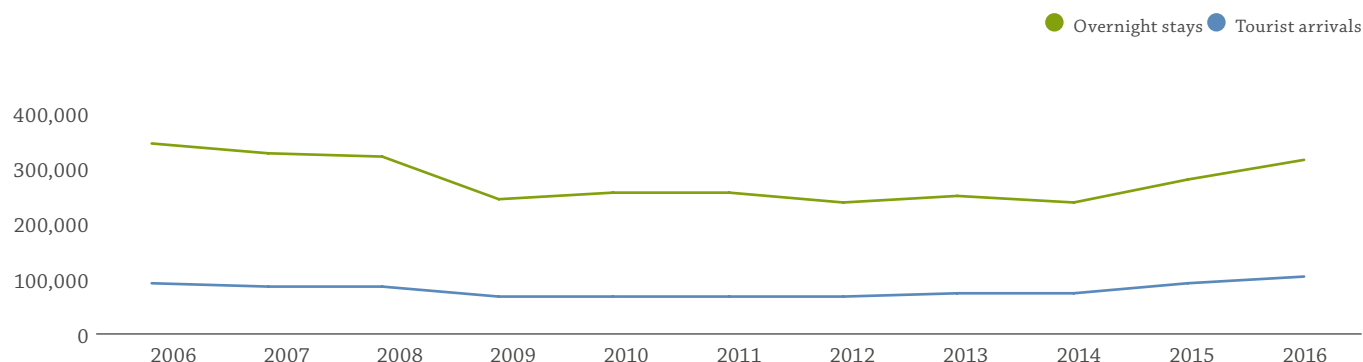
Overnight stays by types of accommodation facilities 2016



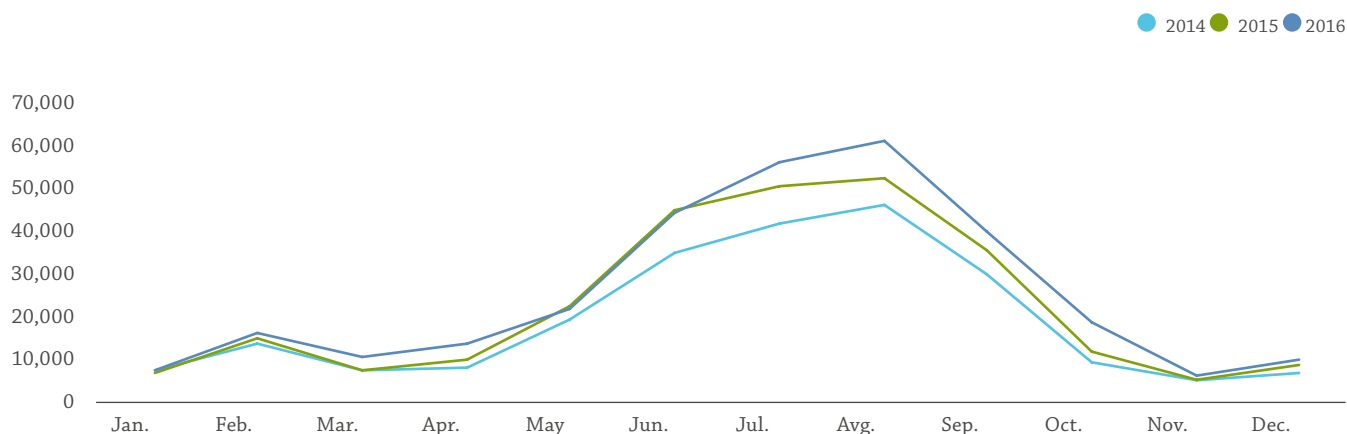
United Kingdom - tourist market overview

English Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	109,420	115.3	6.	3.50%
Overnight stays	318,656	113.0	6.	4.20%
Average length of stay	2.92			

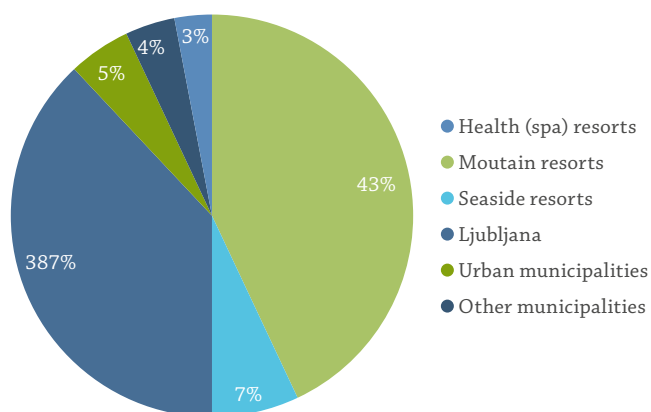
Tourist arrivals and overnight stays 2006 - 2016



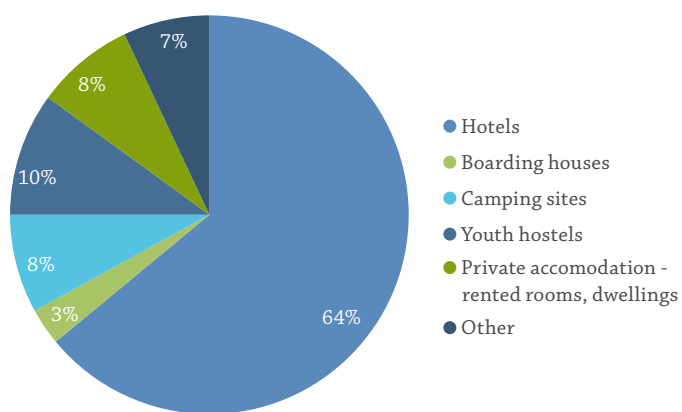
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



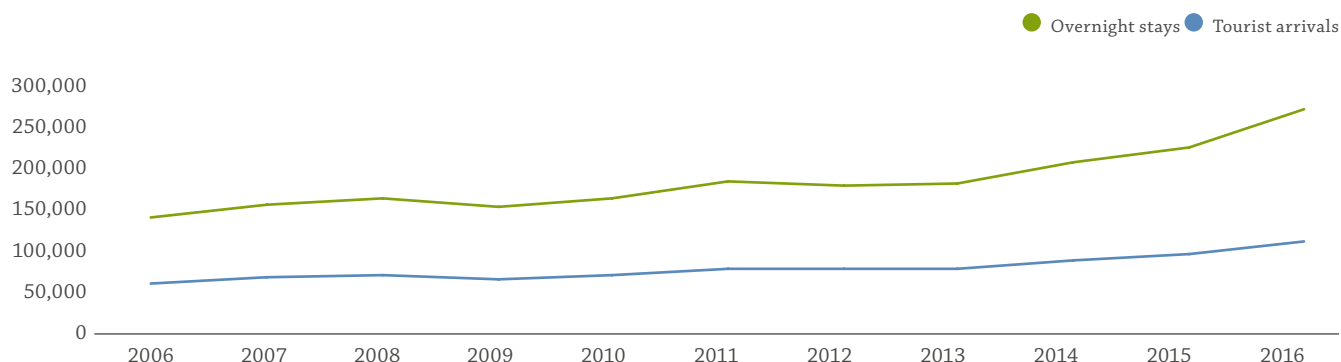
Overnight stays by types of accommodation facilities 2016



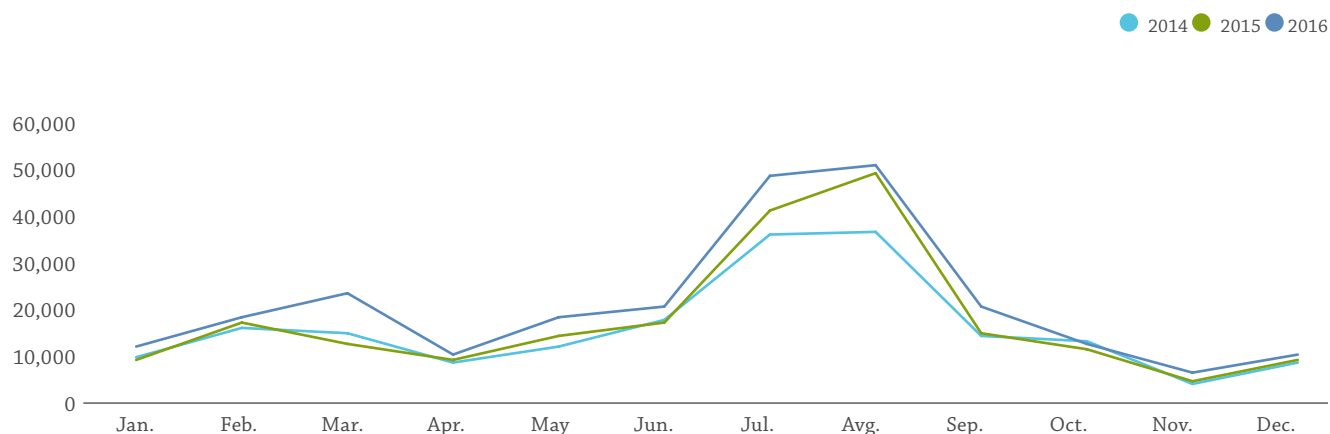
Hungary - tourist market overview

Hungarian Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	101,180	117.9	8.	3.20%
Overnight stays	261,348	120.7	7.	3.40%
Average length of stay	2.58			

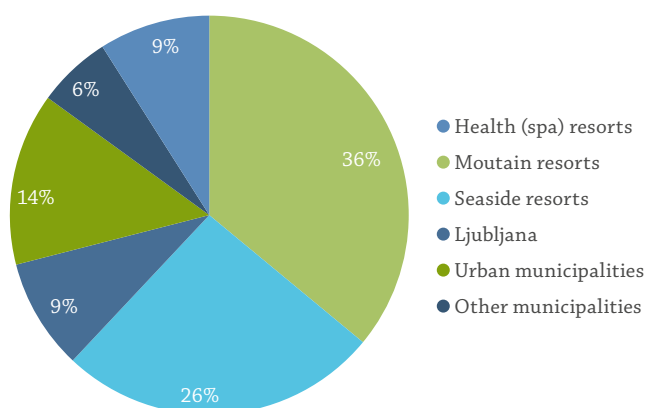
Tourist arrivals and overnight stays 2006 - 2016



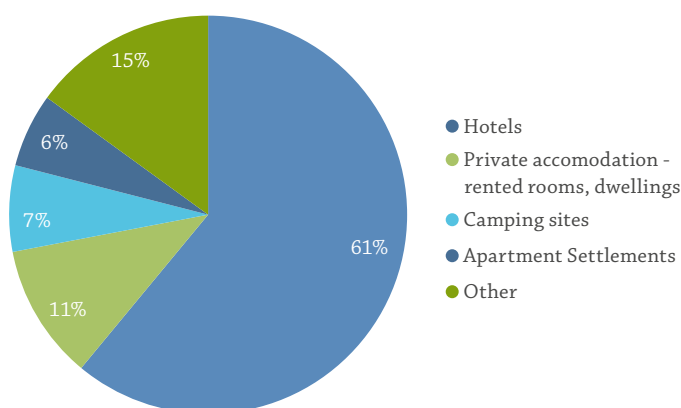
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



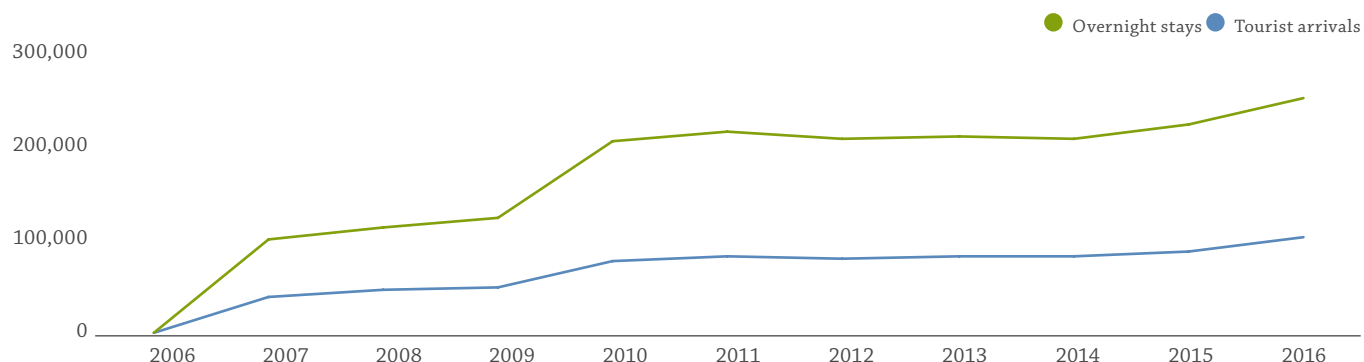
Overnight stays by types of accommodation facilities 2016



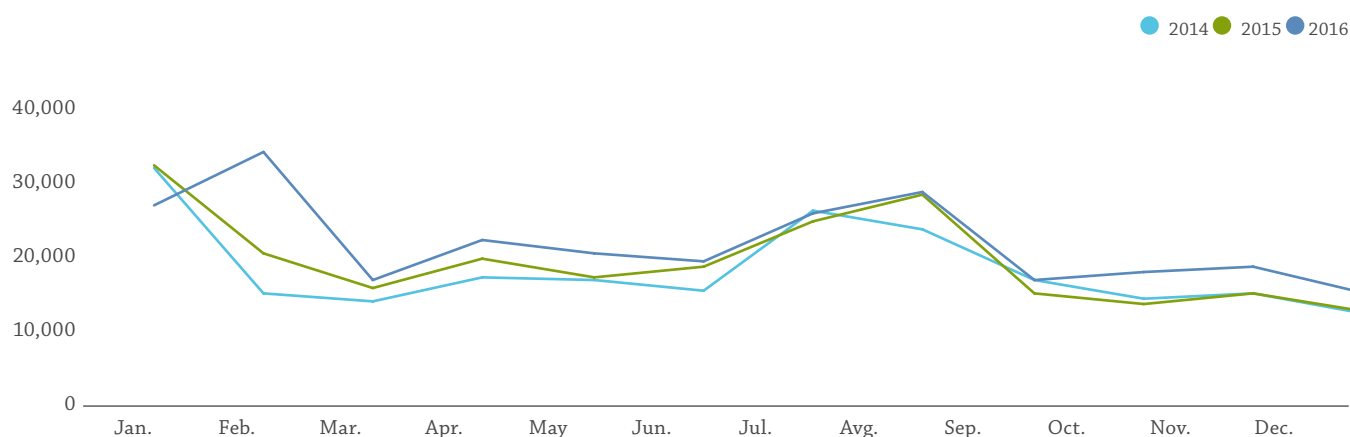
Serbia - tourist market overview

Serbian Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	102,850	118.0	7.	3.40%
Overnight stays	249,105	112.5	8.	3.50%
Average length of stay	2.42			

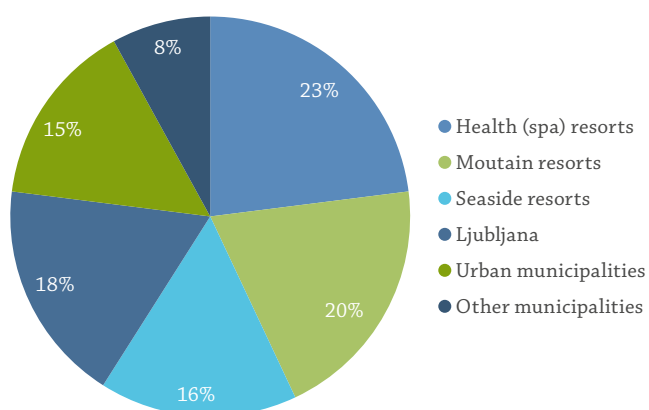
Tourist arrivals and overnight stays 2006 - 2016



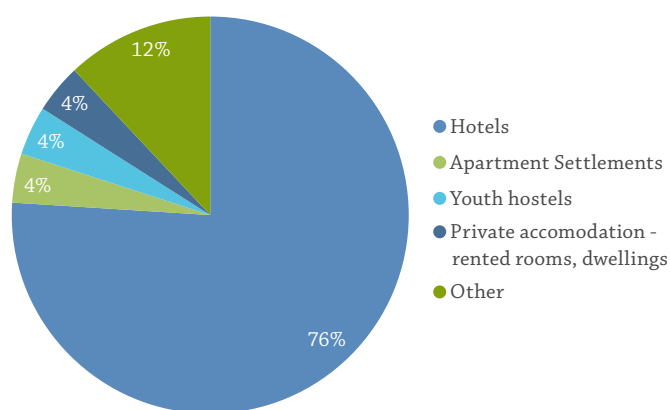
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



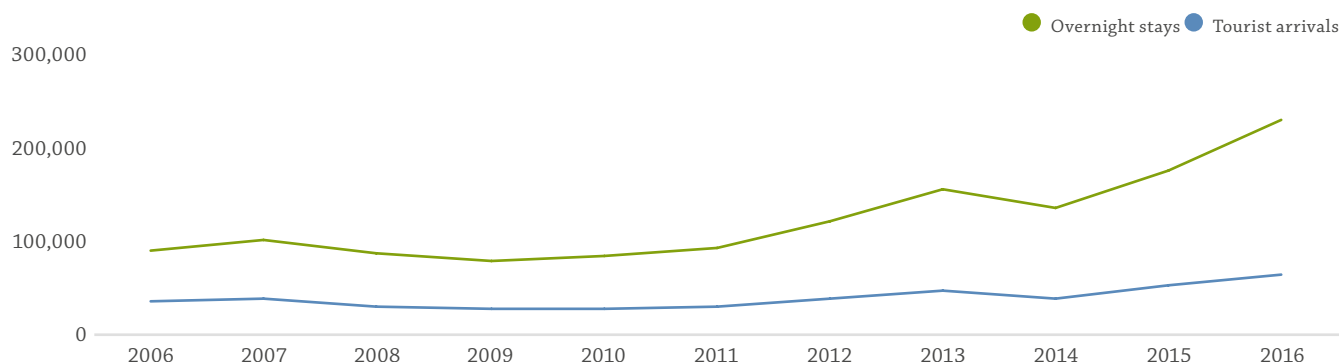
Overnight stays by types of accommodation facilities 2016



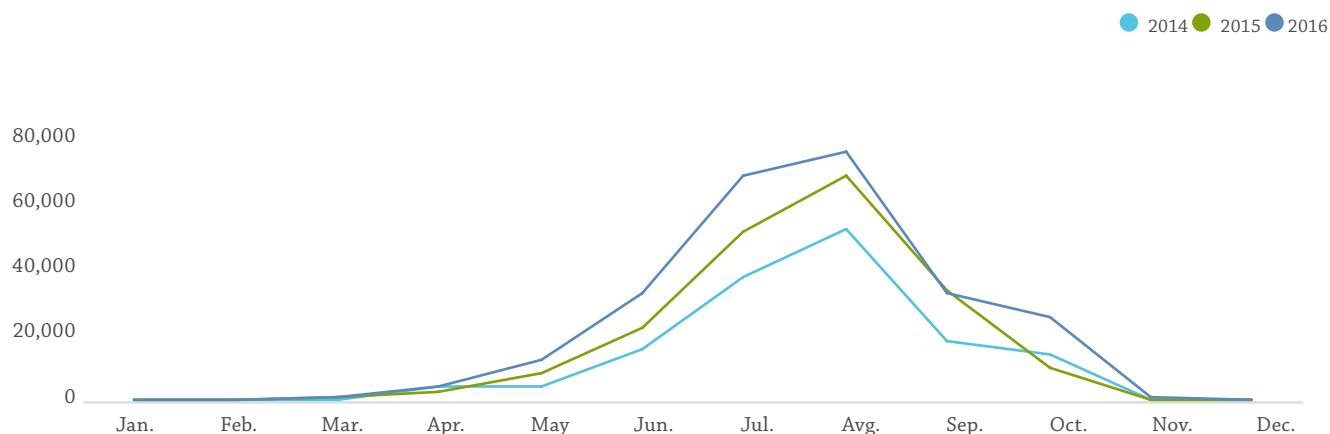
Israel - tourist market overview

Israeli Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	67,055	122.6	14.	2.10%
Overnight stays	236,466	128.3	9.	3.10%
Average length of stay	3.53			

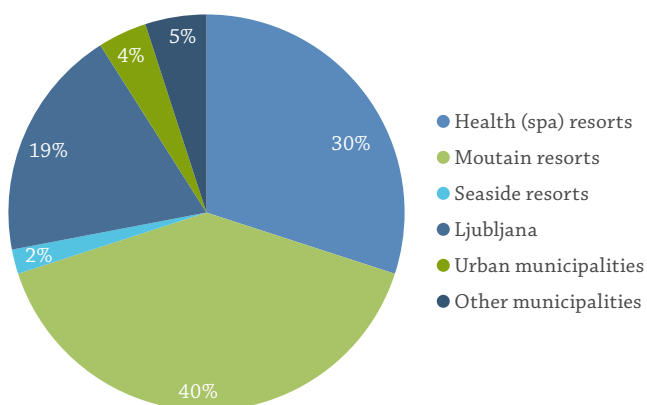
Tourist arrivals and overnight stays 2006 - 2016



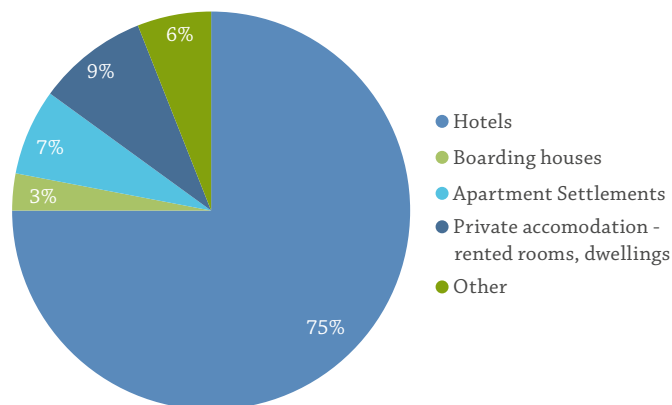
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



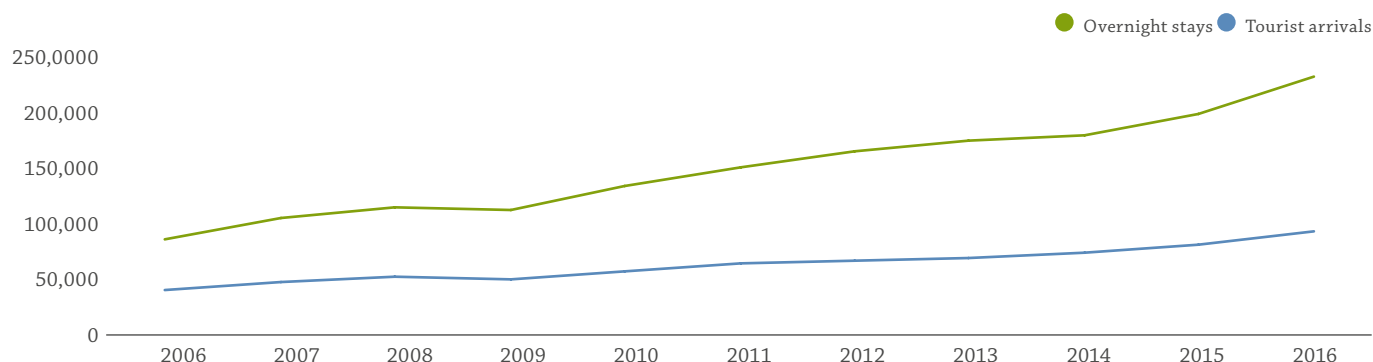
Overnight stays by types of accommodation facilities 2016



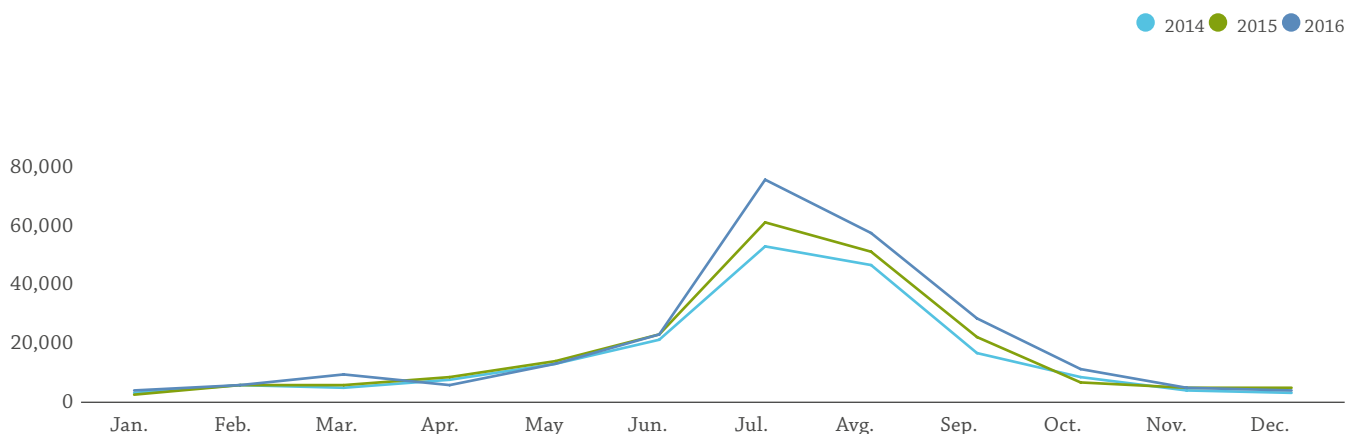
Czech Republic - tourist market overview

Czech Tourists in Slovenia	2016	Index 2016/2015	Rank among foreign tourists	Share among foreign tourists
Tourist arrivals	91,596	115.6	11.	2.90%
Overnight stays	230,356	116.1	10.	3.00%
Average length of stay	2.52			

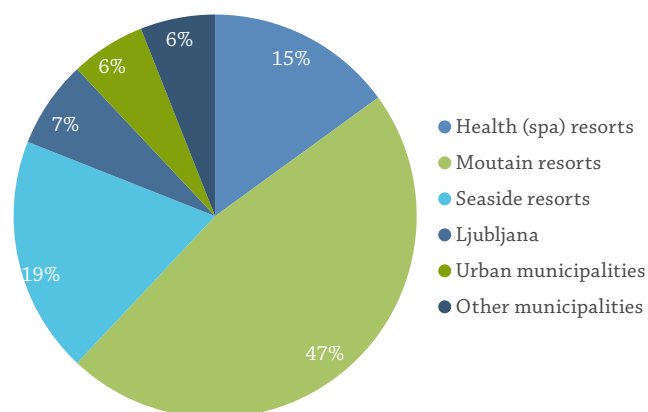
Tourist arrivals and overnight stays 2006 - 2016



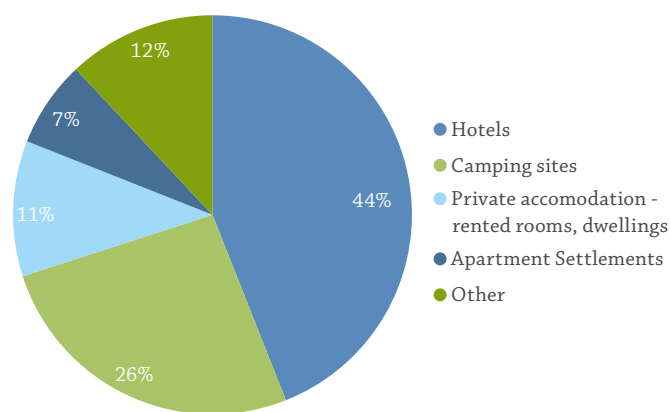
Seasonality: monthly overnight stays



Overnight stays by types of municipalities 2016



Overnight stays by types of accommodation facilities 2016



Basic definitions in tourism

Tourism is a combination of activities of people who travel and stay in a place outside their everyday environment to spend their free time, for relaxation, business or other reasons for no less than one day (with at least one overnight stay) and no more than one year (365 days) without interruption.

Source: SURS, 2016

Tourist is a person who travels due to their free time, relaxation and business, or reasons other than making profit (a tourist does not receive payment, award), and stays at least one night (but not more than 365 times consecutively) in a catering or any other accommodation facility in a place outside of their everyday environment.

Overnight stay denotes every night which a tourist actually spends at an accommodation facility (overnight or only spends some time there) or if only checked-in (person's physical presence is not necessary).

Arrivals of tourists to an accommodation facility are defined with a number of persons arriving to the accommodation facility and checking in. Arrivals include all persons irrespective of their age (including children whose accommodation is free of charge).

Abbreviations

SURS	Statistični urad Republike Slovenije/ Statistical Office of the Republic of Slovenia
SSNZ	Skupnost slovenskih naravnih zdravilišč/ Slovenian Natural Spas
UNWTO	Svetovna turistična organizacija/ UN World Tourism Organization
WTTC	Svetovni potovalni in turistični svet/ World Travel & Tourism Council
WEF	Svetovni gospodarski forum/ World Economic Forum
IMF	Mednarodni denarni sklad/ International Monetary Fund
STO	Slovenska turistična organizacija/ Slovenian Tourist Board
TourMIS	informacijski sistem avstrijske nacionalne turistične pisarne za turistične managerje/ Marketing Information System for tourism managers-from Austrian National Tourist Office

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Images

Source: Media Library STB. Found in June 2017



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