

I FEEL
SLOVENIA

ANNUAL PUBLICATION

TOURISM IN NUMBERS 2019

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#myway

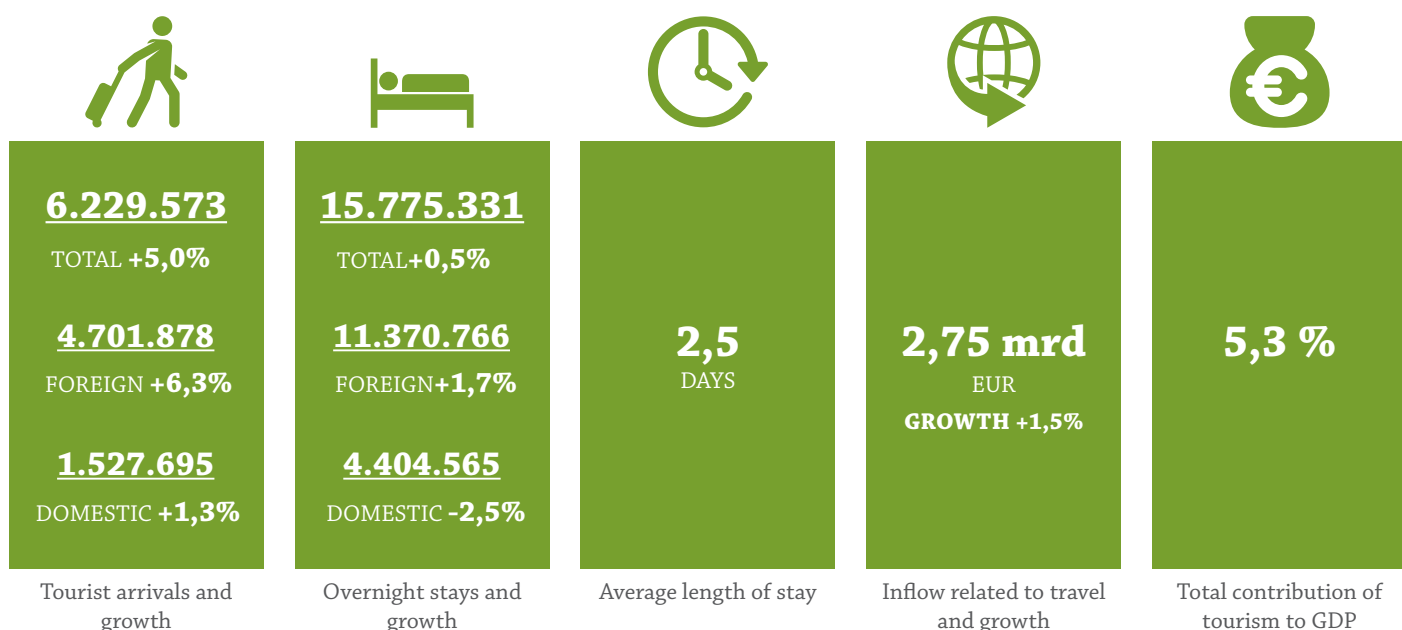


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TOURISM IN NUMBERS

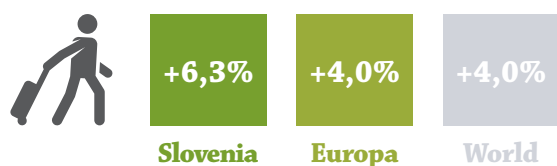
is a publication issued annually by the Slovenian Tourist Board. It includes statistical data and analyses which give an overview of Slovenian tourism in the past year. The main source of information for the publication is statistical data, gathered and published by the Statistical Office of the Republic of Slovenia. 2019 was another exceptional year for Slovenian tourism. We observed more than 15,7 million overnight stays, which is 0,5 % more than in 2018, and more than 6 million tourist arrivals, which represents a 5 % increase compared to the year before.

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2019, THE SIXTH CONSECUTIVE RECORD YEAR FOR SLOVENIAN TOURISM

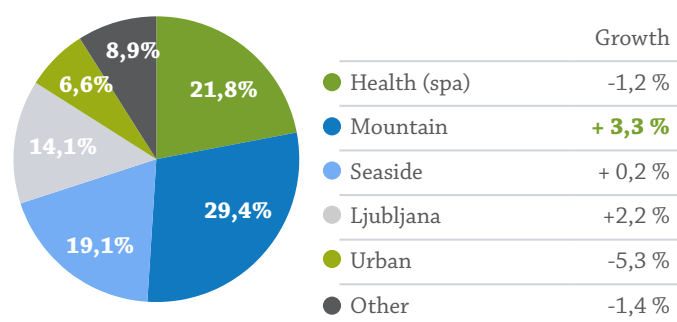
Increase in international tourist arrivals



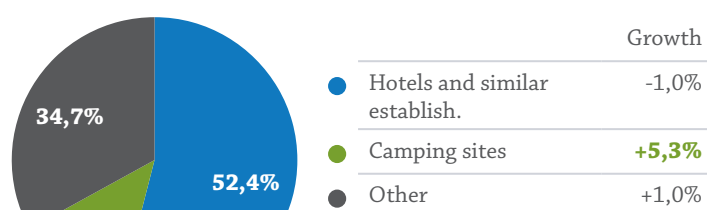
Number and share of employees in tourism sector



Municipality types by overnight stays and growth rate 2019/2018



Overnight stays by type of accommodation facility and growth rate 2019/2018



Municipalities with the highest number of overnight stays

1	Ljubljana	2.227.669
2	Piran	1.874.462
3	Bled	1.132.574

Countries with the highest number of overnight stays and growth 2019/2018

Germany	1.522.057	+11,7%
Italy	1.278.454	-4,2%
Austria	1.011.682	0%
Netherlands	583.274	-4,8%
Croatia	538.140	+2,1%

SLOVENIA AT A GLANCE

Basic data on Slovenia

Source: Government of the Republic of Slovenia., 2019; eKataster jam, 2019

Surface area	20.273 km ²
Length of coastline	46,6 km
Population and average age	2.076.595; 43,3
Population density (people per km ²)	102 people per km ²
Capital	Ljubljana
Number of settlements	5.978
Currency	Euro
Neighbouring countries	Italy, Austria, Croatia, Hungary
Type of government	Parliamentary republic
Official languages	Slovenian, Italian, Hungarian
Religion	Roman Catholic
Public holidays	1., 2. January, 8. February, 27. April, 1., 2. May, 25. June, 15. August, 31. October, 1. November, 25. December, 26. December
Highest point	Triglav 2.864 m
Number of Karstic caves, longest show cave	12.589 caves; Postojnska cave (24.120 m)
Largest natural lake	Lake Cerknica (intermittent), 26 km ²
Number of protected areas and their surface area	105 protected areas and 1.164 natural monuments; 269.475 ha protected in total (13,3 % of the surface of Slovenia)
Length of watercourses, longest river	26.600 km of watercourses; Sava (221 km)
Average monthly gross salary	1.855,25 EUR
GDP and GDP/per capita	45 billions EUR; 22.083 EUR GDP/per capita
International airports, length of railway network	3 international airports, 2.177.5 km = length of railway network
Tourist sights on the UNESCO World Heritage List	Škocjan Caves, Prehistoric Pile Dwellings around the Alps – Ljubljana Moors, heritage of Mercury – Idrija, Škofja Loka Passion Play, Ancient and Primeval Beech Forests of the Carpathians and other regions of Europe – Krokav and Snežnik-Ždrecle, dry-stone walling
European Destinations of Excellence in Slovenia	Soča Valley, Solčava region, Kolpa, Idrija, Laško, Brda, Koper

Top ten municipalities by population

Ljubljana	294.113
Maribor	112.095
Kranj	56.715
Koper	52.540
Celje	49.602
Novo mesto	37.280
Domžale	36.429
Velenje	33.506
Nova Gorica	31.932
Kamnik	29.847

Global image of Slovenia

The Travel & Tourism Competitiveness Index (WEF): **rank 36/136 countries**

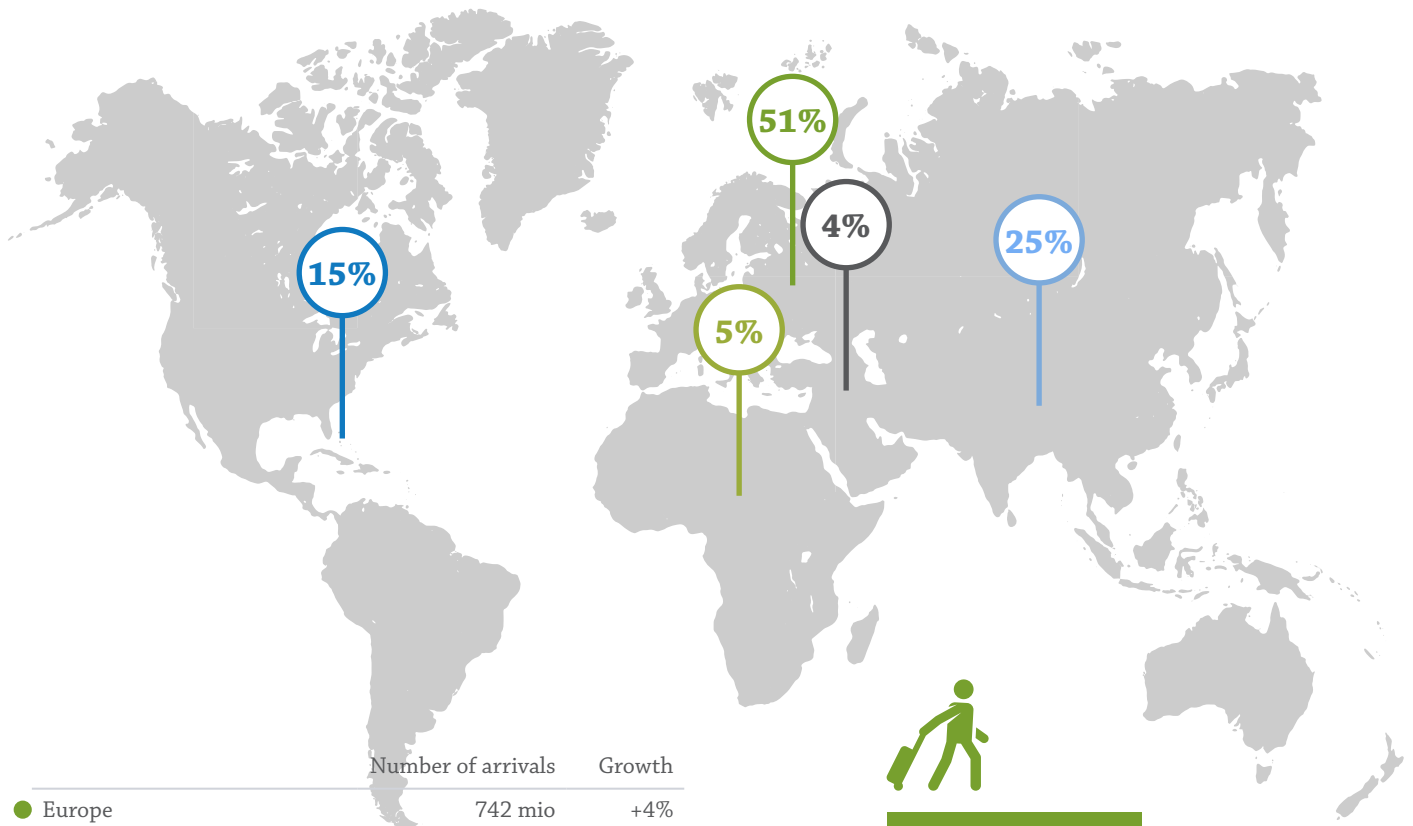
Global Peace Index: **ranked as 8th safest country in the world/163 countries**

Global Terrorism Index: **rank 138 (last place – no impact of terrorism)**

Source: Global Peace Index 2019; Global Terrorism Index 2019; WEF, 2019

Arrivals of international tourists in global regions

Share of international arrivals by region



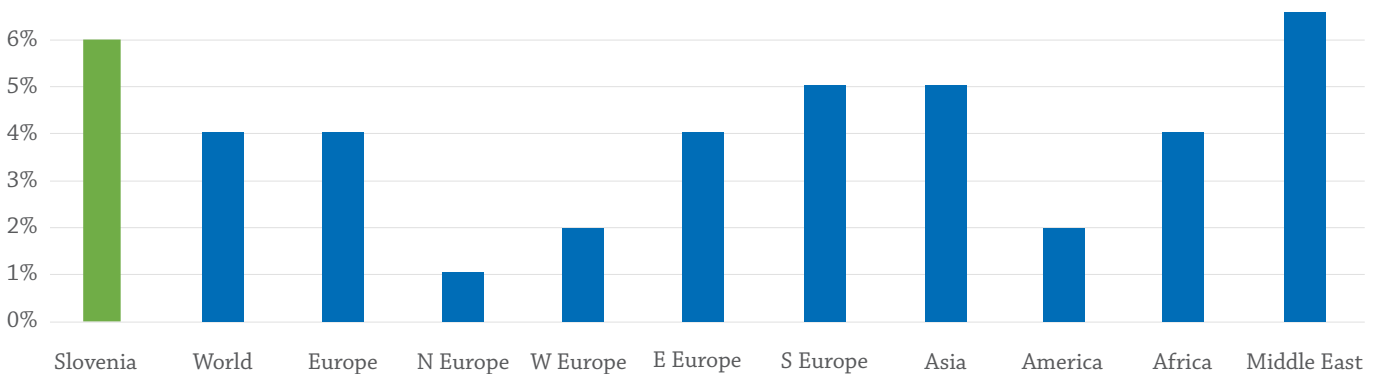
	Number of arrivals	Growth
● Europe	742 mio	+4%
● Asia-Pacific	364 mio	+5%
● North, Central, South America	220 mio	+2%
● Africa	71 mio	+4%
● Middle East	64 mio	+8%



1,46 mrd
Growth +4%

International tourist arrivals and growth 2019/2018

Increase in arrivals of international tourists



World top tourism spenders, USD



277 bn

CHINA



144 bn

USA



94 bn

GERMANY



76 bn

UNITED KINGDOM



48 bn

FRANCE

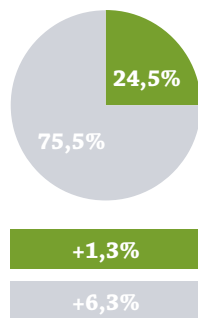
International expenditure on tourism

Source: UNWTO, 2020



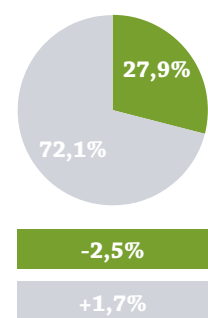
Tourist arrivals

Share and growth of tourist arrivals 2019/2018



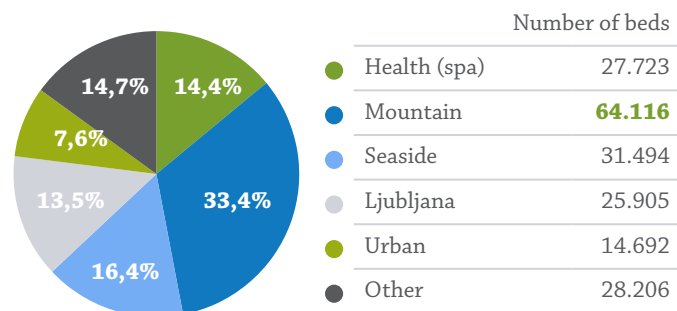
Overnight stays

Share and growth of overnight stays 2019/2018

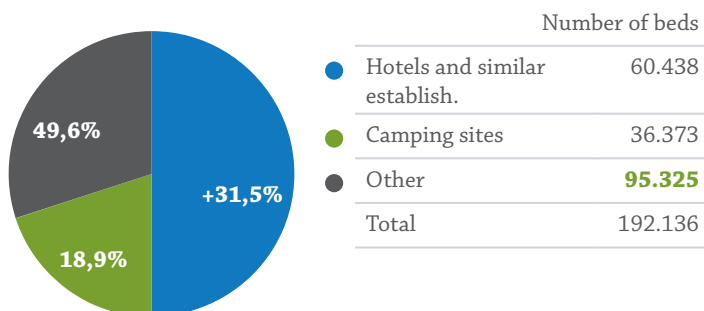


● Domestic
● Foreign

Share of beds by type of municipality



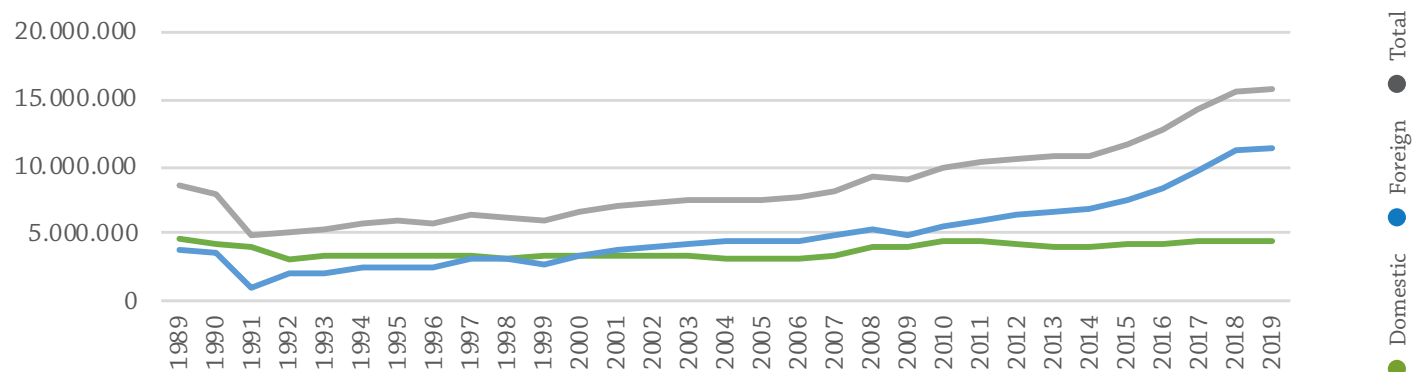
Share of beds by type of accommodation facilities



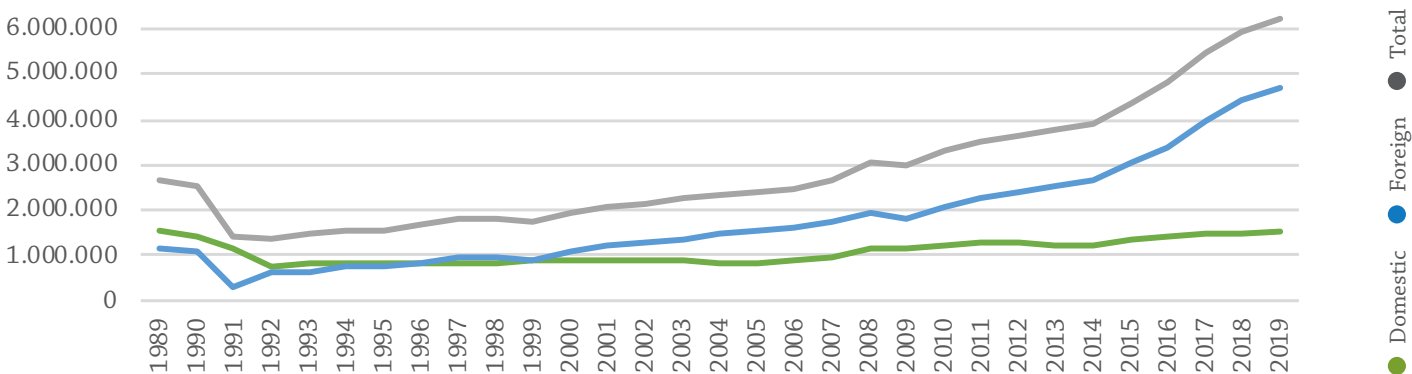
	Number of beds
Health (spa)	27.723
Mountain	64.116
Seaside	31.494
Ljubljana	25.905
Urban	14.692
Other	28.206

	Number of beds
Hotels and similar establish.	60.438
Camping sites	36.373
Other	95.325
Total	192.136

Overnight stays of domestic and foreign tourists 1989 - 2019



Arrivals of domestic and foreign tourists 1989 - 2019



Country	Tourist arrivals 2019	Share (%)	Index 2019/2018	Overnight stays 2019	Share (%)	Index 2019/2018
from Austria	396.464	8,43%	103,87	1.011.682	8,90%	100,05
from Belgium	113.872	2,42%	105,77	327.392	2,88%	100,47
from Bulgaria	37.996	0,81%	93,16	64.855	0,57%	90,66
from Bosnia and Herzegovina	72.049	1,53%	107,65	195.874	1,72%	100,18
from Cyprus	1.225	0,03%	83,16	3.833	0,03%	78,97
from Czeck Republic	189.802	4,04%	118,57	511.754	4,50%	118,64
from Montenegro	13.305	0,28%	106,13	33.807	0,30%	103,94
from Denmark	25.877	0,55%	111,35	73.415	0,65%	106,26
from Estonia	5.403	0,11%	89,13	13.245	0,12%	91,53
from Finland	25.538	0,54%	110,93	70.257	0,62%	102,66
from France	166.860	3,55%	112,62	370.188	3,26%	109,14
from Greece	12.362	0,26%	99,28	30.190	0,27%	95,10
from Croatia	234.980	5,00%	107,35	538.140	4,73%	102,09
from Ireland	21.359	0,45%	103,12	60.265	0,53%	103,91
from Island	2.952	0,06%	99,63	7.987	0,07%	73,64
from Italy	597.261	12,70%	99,74	1.278.454	11,24%	95,83
from Latvia	6.889	0,15%	102,84	16.462	0,14%	102,72
from Lithuania	8.182	0,17%	106,80	19.866	0,17%	94,28
from Luxemburg	3.940	0,08%	107,89	8.678	0,08%	94,32
from Hungary	190.944	4,06%	105,61	496.271	4,36%	102,34
from North Macedonia	22.515	0,48%	100,35	59.511	0,52%	90,65
from Malta	6.899	0,15%	99,12	28.546	0,25%	95,31
from Germany	584.831	12,44%	115,56	1.522.057	13,39%	111,73
from Netherlands	186.700	3,97%	100,78	583.274	5,13%	95,20
from Norway	14.433	0,31%	110,10	34.610	0,30%	103,39
from Poland	132.566	2,82%	105,88	312.763	2,75%	105,17
from Portugal	16.286	0,35%	112,96	40.401	0,36%	100,96
from Romania	57.060	1,21%	101,93	113.939	1,00%	84,21
from Russian Federation	69.881	1,49%	111,19	303.280	2,67%	101,62
from Slovakia	64.765	1,38%	109,99	164.025	1,44%	105,97
from Serbia	144.753	3,08%	105,26	379.755	3,34%	100,95
from Spain	88.132	1,87%	107,60	207.770	1,83%	101,85
from Sweden	36.871	0,78%	106,23	84.072	0,74%	96,92
from Switzerland	78.698	1,67%	116,16	165.301	1,45%	109,92
from Turkey	28.033	0,60%	93,22	58.997	0,52%	88,16
from Ukraine	44.101	0,94%	113,88	120.849	1,06%	102,22
from United Kingdom	159.767	3,40%	97,42	444.333	3,91%	94,42
from other European countries	25.648	0,55%	101,04	58.781	0,52%	95,75
from South Africa	4.496	0,10%	99,27	10.155	0,09%	94,49
from other African countries	8.922	0,19%	103,25	28.926	0,25%	95,76
from Australia	53.741	1,14%	107,53	112.535	0,99%	103,41
from New Zeland	10.002	0,21%	111,47	20.942	0,18%	117,07
from other countries of Oceania	396	0,01%	84,80	811	0,01%	71,90
from Israel	59.617	1,27%	84,74	202.351	1,78%	85,29
from Japan	33.916	0,72%	93,86	54.513	0,48%	79,77
from China	98.958	2,10%	113,52	159.767	1,41%	117,10
from Korea (Republic)	139.429	2,97%	95,67	159.714	1,40%	93,04
from other Assian countries	176.407	3,75%	117,95	321.604	2,83%	106,12
from Brasil	16.743	0,36%	118,77	32.439	0,29%	103,57
from other countries of South and Middle America	26.251	0,56%	102,33	55.101	0,48%	100,00
from Canada	35.055	0,75%	117,73	73.939	0,65%	108,91
from United States	148.739	3,16%	107,40	323.064	2,84%	102,60
from other countries of North America						



Total arrivals 2019	Total overnight stays 2019
2.214.854	5.459.708
Domestic arrivals 2019	Domestic overnight stays 2019
440.646	1.134.059
Foreign arrivals 2019	Foreign overnight stays 2019
1.774.208	4.325.649



Total arrivals 2019	Total overnight stays 2019
1.193.346	3.701.669
Domestic arrivals 2019	Domestic overnight stays 2019
550.397	1.737.105
Foreign arrivals 2019	Foreign overnight stays 2019
642.949	1.964.564



Total arrivals 2019	Total overnight stays 2019
1.396.995	3.744.602
Domestic arrivals 2019	Domestic overnight stays 2019
395.548	1.242.840
Foreign arrivals 2019	Foreign overnight stays 2019
1.001.447	2.501.762



Total arrivals 2019	Total overnight stays 2019
1.424.378	2.869.352
Domestic arrivals 2019	Domestic overnight stays 2019
141.104	290.561
Foreign arrivals 2019	Foreign overnight stays 2019
1.283.274	2.578.791

SPRING



2018	1.241.060	Growth +4,3%
2019	1.294.612	

Arrivals March-May



2018	2.981.438	Growth +1,4%
2019	3.020.355	

Overnight stays March-May

Consumption of domestic and foreign tourists

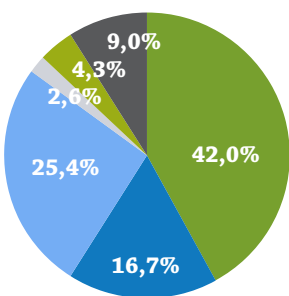
Domestic	42 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 2nd quarter (April - June)

Foreign	178 EUR/day
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Data from the Survey on Foreign Tourists, April - May

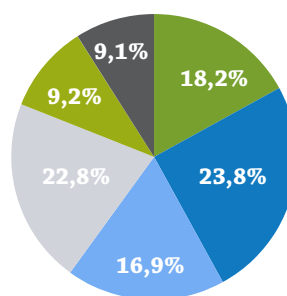
Overnight stays of domestic tourists



Domestic	
Health (spa)	376.420
Mountain	149.903
Seaside	227.187
Ljubljana	22.918
Urban	38.659
Other	80.417

● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists



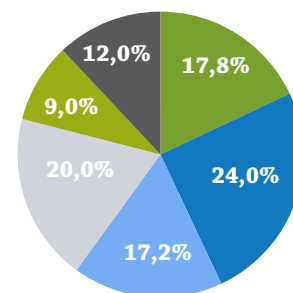
Foreign	
Health (spa)	385.801
Mountain	505.839
Seaside	359.128
Ljubljana	484.513
Urban	196.180
Other	193.390

● Ljubljana ● Urban ● Other

Source: SORS, 2020

Tourist arrivals by type of municipality

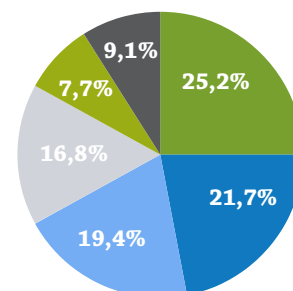
Type of municipality	March	April	May	Total
Health (spa)	77.709	78.968	74.342	231.019
Mountain	73.547	103.487	133.788	310.822
Seaside	57.527	82.293	82.787	222.607
Ljubljana	63.611	96.203	99.016	258.830
Urban	32.442	38.926	45.543	116.911
Other	36.344	53.613	64.466	154.423



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Number of overnight stays by type of municipality

Type of municipality	March	April	May	Total
Health (spa)	243823	263961	254437	762.221
Mountain	176675	207282	271785	655.742
Seaside	146359	223621	216335	586.315
Ljubljana	123148	184702	199581	507.431
Urban	67114	80318	87407	234.839
Other	68084	95237	110486	273.807



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	507.431
Piran	398.309
Bled	222.203
Moravske Toplice	133.971
Kranjska Gora	126.315
Brežice	125.624
Maribor	96.000
Izola	91.743
Podčetrtek	84.346
Bohinj	84.046

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	895.504	29,6%
Italy	288.414	9,5%
Austria	255.455	8,5%
Germany	225.032	7,5%
Croatia	98.346	3,3%
Serbia	88.588	2,9%
Hungary	86.204	2,9%
Other Asian Countries	79.448	2,6%
United Kingdom	78.689	2,6%
Russian Federation	77.071	2,6%
Other	847.604	28,1%

SUMMER



2018	2.467.441	Growth +7,4%
2019	2.650.573	

Arrivals June-August



2018	6.938.041	Growth +2,7%
2019	7.124.480	

Overnight stays June-August

Consumption of domestic and foreign tourists

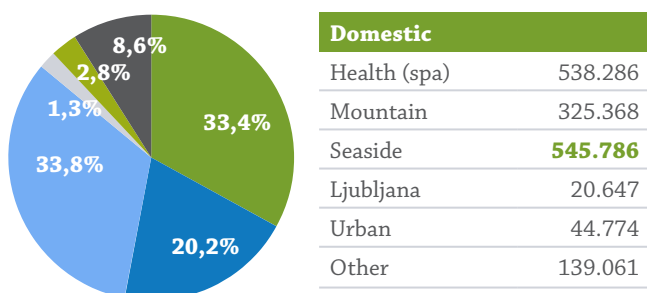
Domestic	38 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 3rd quarter (July - September)

Foreign	97 EUR/day
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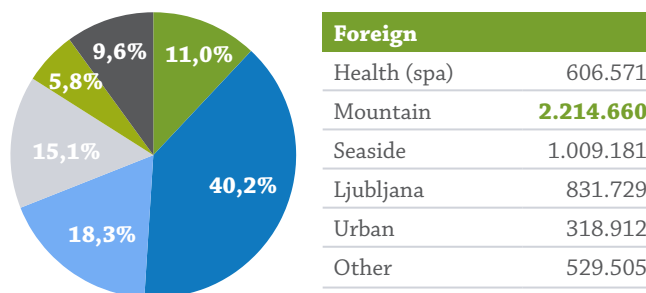
Data from the Survey on Foreign Tourists, July - August

Overnight stays of domestic tourists



● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists

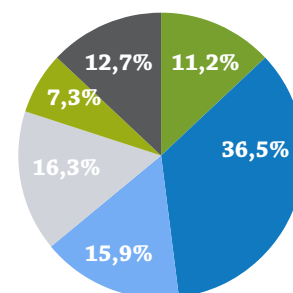


● Ljubljana ● Urban ● Other

Source: SORS, 2020

Tourist arrivals by type of municipality

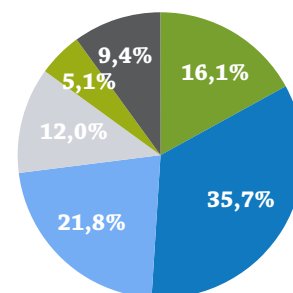
Type of municipality	June	July	August	Total
Health (spa)	82.568	93.858	121.178	297.604
Mountain	231.148	340.206	395.989	967.343
Seaside	119.858	142.705	159.942	422.505
Ljubljana	112.484	149.123	171.080	432.687
Urban	54.604	62.660	75.712	192.976
Other	82.180	111.763	143.515	337.458



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Number of overnight stays by type of municipality

Type of municipality	June	July	August	Total
Health (spa)	288.858	384.279	471.720	1.144.857
Mountain	532.515	932.961	1.074.552	2.540.028
Seaside	366.951	572.246	615.770	1.554.967
Ljubljana	217.019	300.225	335.132	852.376
Urban	104.612	121.045	138.029	363.686
Other	146.727	229.581	292.258	668.566



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Highest number of overnight stays

Municipality	Number of overnight stays
Piran	901.843
Ljubljana	852.376
Bled	551.448
Bohinj	437.101
Kranjska Gora	368.536
Bovec	354.261
Brežice	313.014
Izola	299.293
Radovljica	235.417
Ankaran	192.140

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	1.613.922	22,7%
Germany	881.285	12,4%
Italy	476.011	6,7%
Netherlands	471.382	6,6%
Czech Republic	350.754	4,9%
Austria	349.810	4,9%
Hungary	270.507	3,8%
Belgium	259.162	3,6%
France	243.897	3,4%
United Kingdom	230.875	3,2%
Other	1.976.875	27,7%

AUTUMN



2018	1.337.867	Growth +2.9%
2019	1.377.209	

Arrivals September-November



2018	3.349.248	Decrease -3,6%
2019	3.228.718	

Overnight stays September-November

Consumption of domestic and foreign tourists

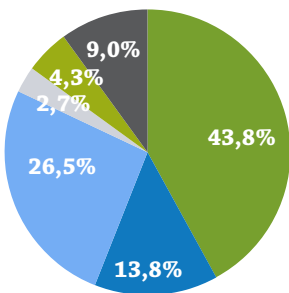
Domestic	46 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 4th quarter (October - December)

Foreign	157 EUR/day
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Data from the Survey on Foreign Tourists, September - October

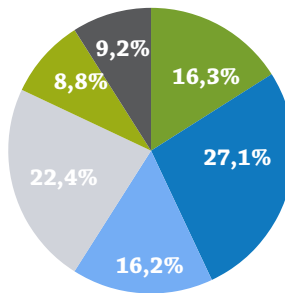
Overnight stays of domestic tourists



Domestic	
Health (spa)	403.742
Mountain	126.856
Seaside	244.608
Ljubljana	24.481
Urban	39.468
Other	82.969

● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists



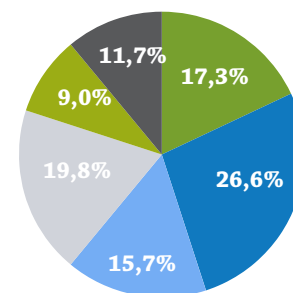
Foreign	
Health (spa)	376.801
Mountain	624.329
Seaside	373.921
Ljubljana	517.649
Urban	201.961
Other	211.933

● Ljubljana ● Urban ● Other

Source: SORS, 2020

Tourist arrivals by type of municipality

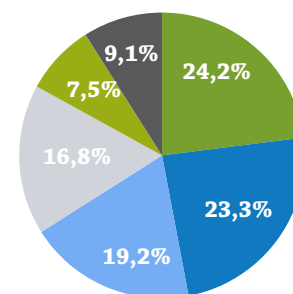
Type of municipality	September	October	November	Total
Health (spa)	72.554	88.186	77.590	238.330
Mountain	205.159	115.313	45.187	365.659
Seaside	103.955	75.514	37.064	216.533
Ljubljana	113.942	92.948	65.131	272.021
Urban	50.676	40.830	31.983	123.489
Other	76.453	51.497	33.227	161.177



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Number of overnight stays by type of municipality

Type of municipality	September	October	November	Total
Health (spa)	254.329	276.448	249.766	780.543
Mountain	433.472	227.133	90.580	751.185
Seaside	317.020	199.257	102.252	618.529
Ljubljana	229.044	187.190	125.896	542.130
Urban	89.597	82.602	69.230	241.429
Other	133.162	96.665	65.075	294.902



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	542.130
Piran	406.225
Bled	246.377
Moravske Toplice	139.412
Kranjska Gora	129.645
Brežice	121.557
Bohinj	111.727
Maribor	102.043
Izola	98.723
Podčetrtek	93.665

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	922.124	28,6%
Germany	351.162	10,9%
Austria	264.430	8,2%
Italy	236.078	7,3%
Croatia	109.788	3,4%
USA	92.197	2,9%
Other Asian Countries	88.969	2,8%
United Kingdom	88.663	2,7%
Serbia	84.056	2,6%
Czech Republic	77.507	2,4%
Other	913.744	28,3%

WINTER



2018	886.901	Growth +2,3%
2019	907.179	

Arrivals December-February



2018	2.425.978	Decrease -1%
2019	2.401.778	

Overnight stays December-February

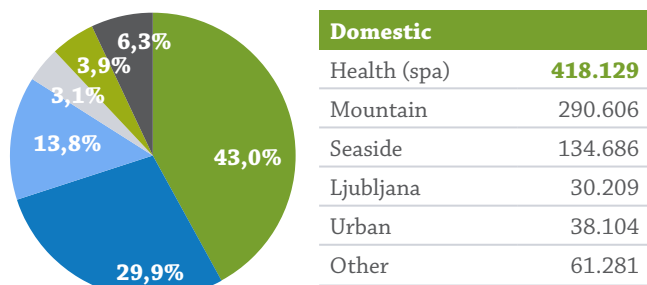
Consumption of domestic and foreign tourists

Domestic	48 EUR/day	Foreign	138 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 1st quarter (January - March)

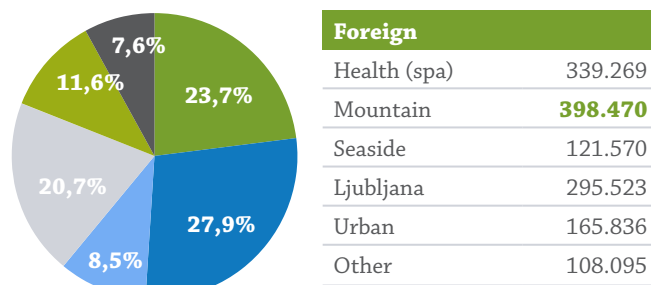
Data from the Survey on Foreign Tourists, December - January

Overnight stays of domestic tourists



● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists

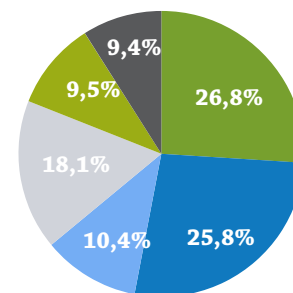


● Ljubljana ● Urban ● Other

Source: SORS, 2020

Tourist arrivals by type of municipality

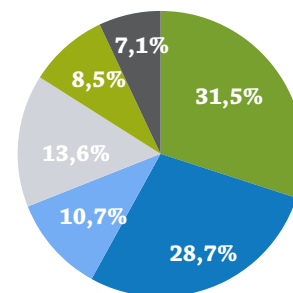
Type of municipality	December	January	February	Total
Health (spa)	74.652	88.852	79.689	243.193
Mountain	72.434	90.003	71.537	233.974
Seaside	20.581	36.340	37.223	94.144
Ljubljana	44.095	43.697	76.574	164.366
Urban	26.931	28.668	31.015	86.614
Other	26.460	27.461	30.967	84.888



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Number of overnight stays by type of municipality

Type of municipality	December	January	February	Total
Health (spa)	247.612	268.117	241.669	757.398
Mountain	235.176	276.482	177.418	689.076
Seaside	62.384	97.033	96.839	256.256
Ljubljana	93.427	89.222	143.083	325.732
Urban	65.790	70.514	67.636	203.940
Other	54.036	56.787	58.553	169.376



● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	325.732
Kranjska Gora	246.453
Piran	168.085
Brežice	126.674
Moravske Toplice	116.932
Bled	112.546
Zreče	112.526
Maribor	94.716
Bohinj	91.220
Podčetrtek	90.362

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	973.015	40,5%
Italy	277.951	11,6%
Croatia	220.764	9,2%
Austria	141.987	5,9%
Serbia	109.587	4,6%
Germany	64.578	2,7%
Hungary	63.862	2,7%
Bosnia and Herzegovina	52.045	2,2%
United Kingdom	46.106	1,9%
Russian Federation	45.670	1,9%
Other	406.213	16,9%

GREEN SCHEME OF SLOVENIAN TOURISM

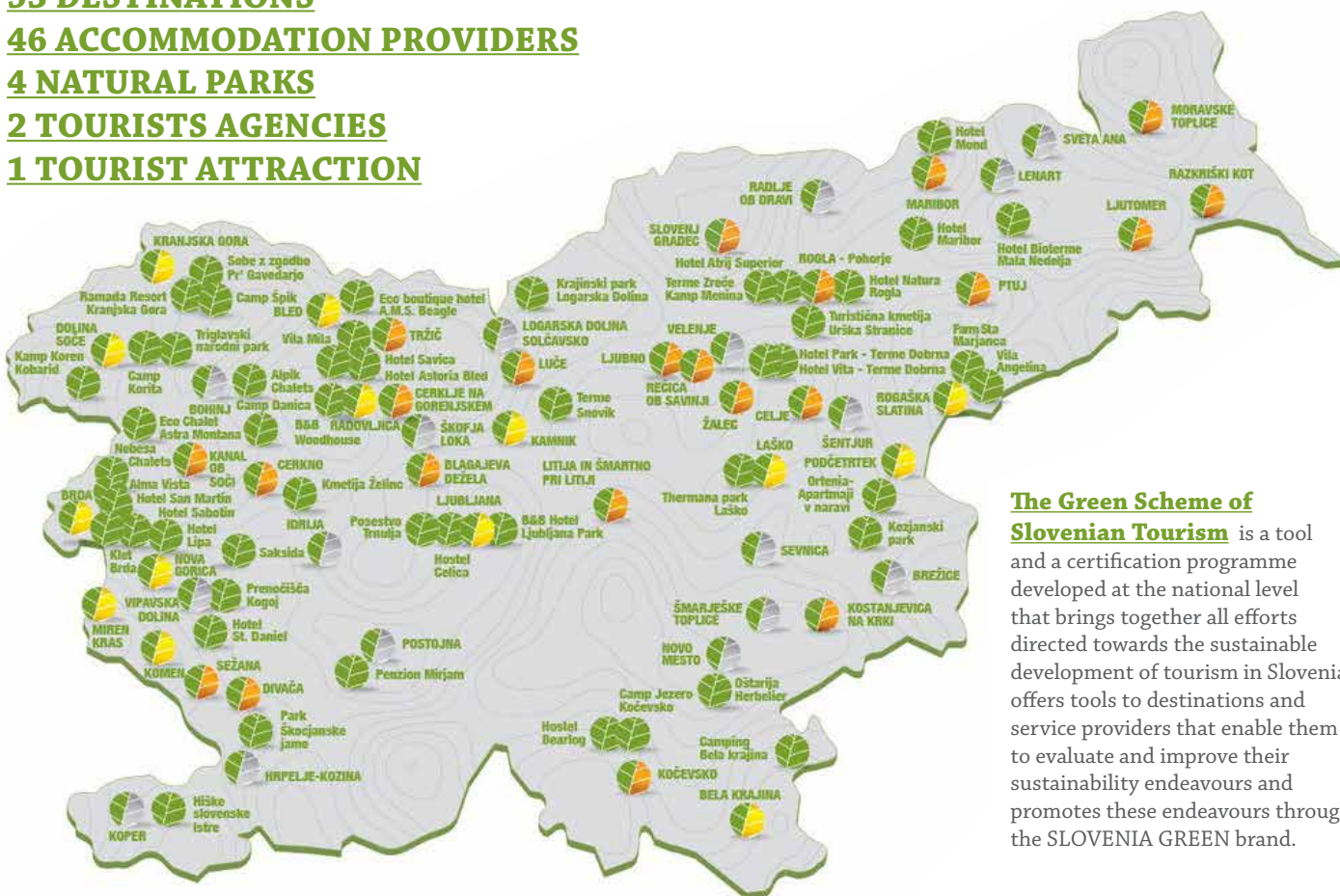
53 DESTINATIONS

46 ACCOMMODATION PROVIDERS

4 NATURAL PARKS

2 TOURISTS AGENCIES

1 TOURIST ATTRACTION



The Green Scheme of Slovenian Tourism is a tool and a certification programme developed at the national level that brings together all efforts directed towards the sustainable development of tourism in Slovenia, offers tools to destinations and service providers that enable them to evaluate and improve their sustainability endeavours and promotes these endeavours through the SLOVENIA GREEN brand.

Destinations



Ljubljana, Podčetrtek, Bled, Rogaška Slatina, Komen, Miren Kras, Kamnik, Laško, Bela krajina, Brda, Kranjska Gora, Nova Gorica, Dolina Soče, Radovljica.



Idrija, Radlje ob Dravi, Vipavska dolina, Logarska dolina Solčavsko, Šentjur, Novo mesto, Bohinj, Škofja Loka, Sevnica, Šmarješke Toplice, Koper, Hrpelje-Kozina, Lenart, Sveta Ana, Brežice, Postojna, Velenje.



Žalec, Celje, Kočevsko, Blagajeva dežela, Ljutomer, Litija in Šmartno pri Litiji, Sežana, Divača, Razkriški kot, Kostanjevica na Krki, Moravske Toplice, Ljubno, Rečica ob Savinji, Kanal ob Soči, Cerklje ob Rogli - Pohorje, Slovenj Gradec, Maribor, Ptuj, Luče, Trzin, Cerklje na Gorenjskem.

Accommodation providers



Hotel Thermana Park Laško, Kamp Koren Kobarid, Terme Snovik, Turistična kmetija Urška, Posestvo Trnulja, Ortenia-apartmaji v naravi, B&B Hotel Ljubljana Park, Sobe z zgodbo Pr' Gavedarjo, Hotel St. Daniel Štanjel, Hotel Savica, Hotel Astoria Bled, Hotel Bioterme Mala Nedelja, Ramada Resort Kranjska Gora, Hiške slovenske Istre, Turistična kmetija Marjanca, Eco boutique hotel A.M.S. Beagle, Hotel Atrij Superior Terme Zreče, Hotel Natura Rogla, Hotel Vita - Terme Dobrna, Vila Mila, Vila Angelina, Hotel Mond, Hostel Bearlog, Kamp Menina, Prenočišča Kogoj, Hostel Celica, Saksida, ALPIK Chalets, Camp Jezero Kočevsko, Hotel Park - Terme Dobrna, Camp Špič, Camp Danica, Camping Bela Krajina, Camp Korita, Oštarija Herbelier, Hotel Maribor, Penzion Mirjam, Turistična kmetija Želinc, Eco Chalet Astra Montana, Hotel Lipa, Hotel Sabotin, Alma Vista, Hotel San Martin, B&B Woodhouse, Nebesa Chalets, Sunrose 7.

Parks



Triglav National Park, Kozjansko Regional Park, Škocjan Caves Regional Park, Logar Valley Landscape Park.

Agencies



Roundboat Travel, Visit GoodPlace.

Attractions



Klet Brda.

In the process of evaluation

Kranj, Murska Sobota, Izola, Gorenja vas Poljane, Renče - Vogrsko.

Visitor frequency to the official Slovenian tourism portal

Source: Google Analytics, 2019



Social media activities

Source: Google Analytics, 2020; SocialBakers, 2020



Digital campaign MY WAY in 16 countries



Source: Slovenian Tourist Board, 2020; SocialBakers, 2020

EVENTS & ACTIVITIES

Important activities



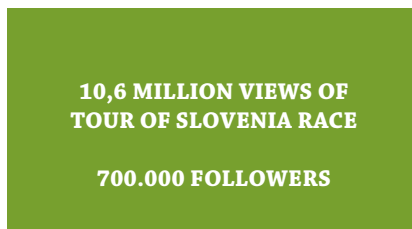
Slovenian Incoming Workshop 2019



Projects



Eurosport



European projects



Awards for Slovenian Tourist Board

Source: Eurosport 2020



Four golden and two silver Golden City Gate Awards at ITB Berlin in 2019.



Two prestigious CWT awards at ITB China.



ECTN Award: Destination of Sustainable Cultural Tourism.



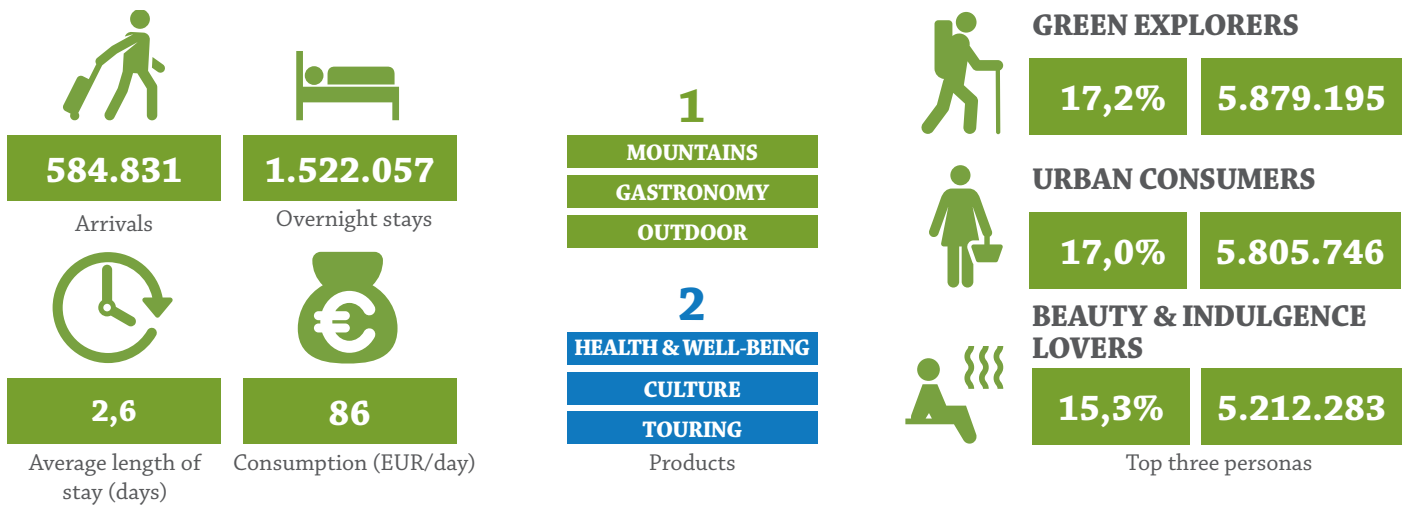
Virtuoso, the leading association in the field of luxury and boutique travel industry in the world, Declared Slovenia in August 2019, for the hottest destination of the year.



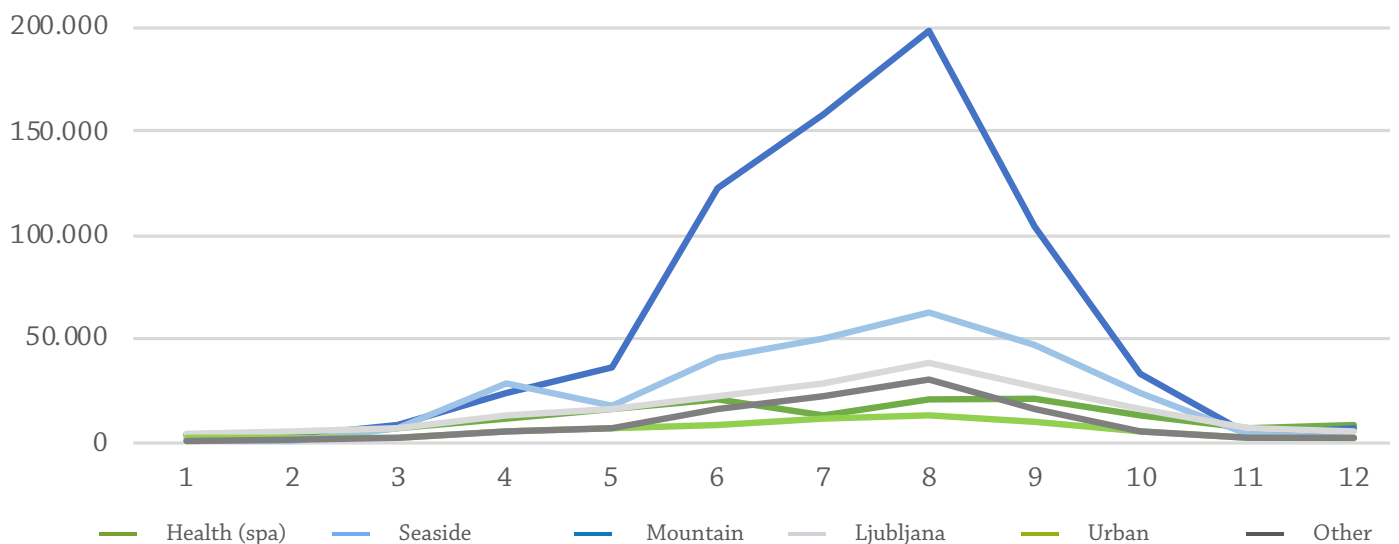
Virtuoso, the leading global association in luxury and boutique travel and tourism industry, nominated STB for a tourism organization of the year.

Source: Slovenian Tourist Board, 2020

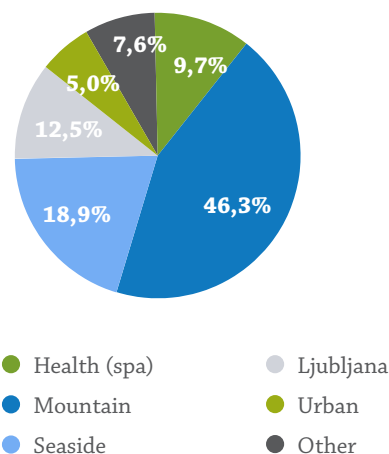
GERMANY - 12% OF OVERNIGHT STAYS, 12% GROWTH



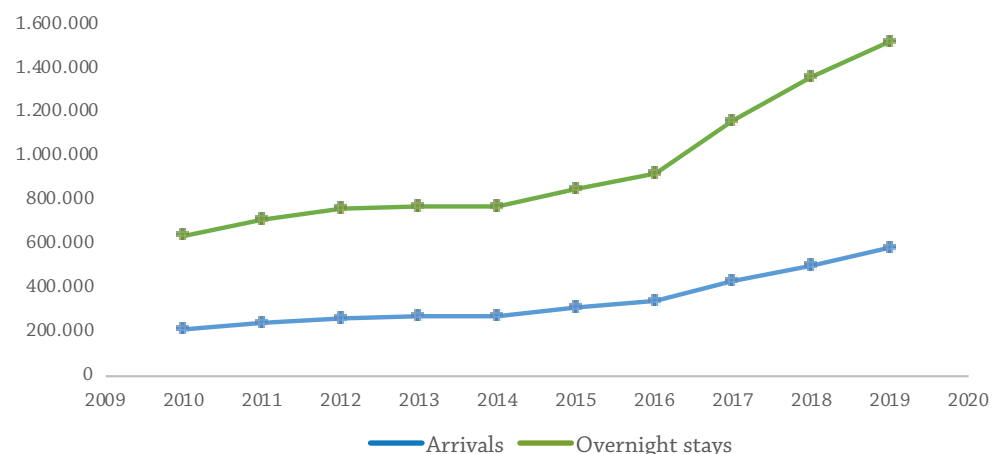
Number of overnight stays by type of municipality and month 2019



Overnight stays by type of municipality 2019



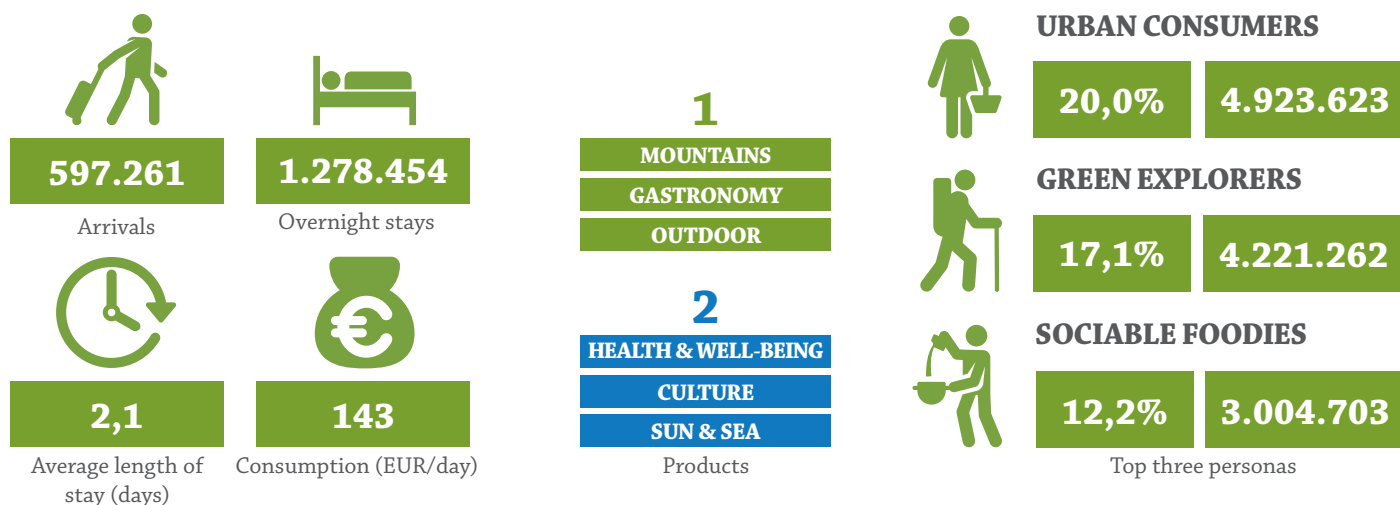
Trend of arrivals and overnight stays of tourists 2010 - 2019



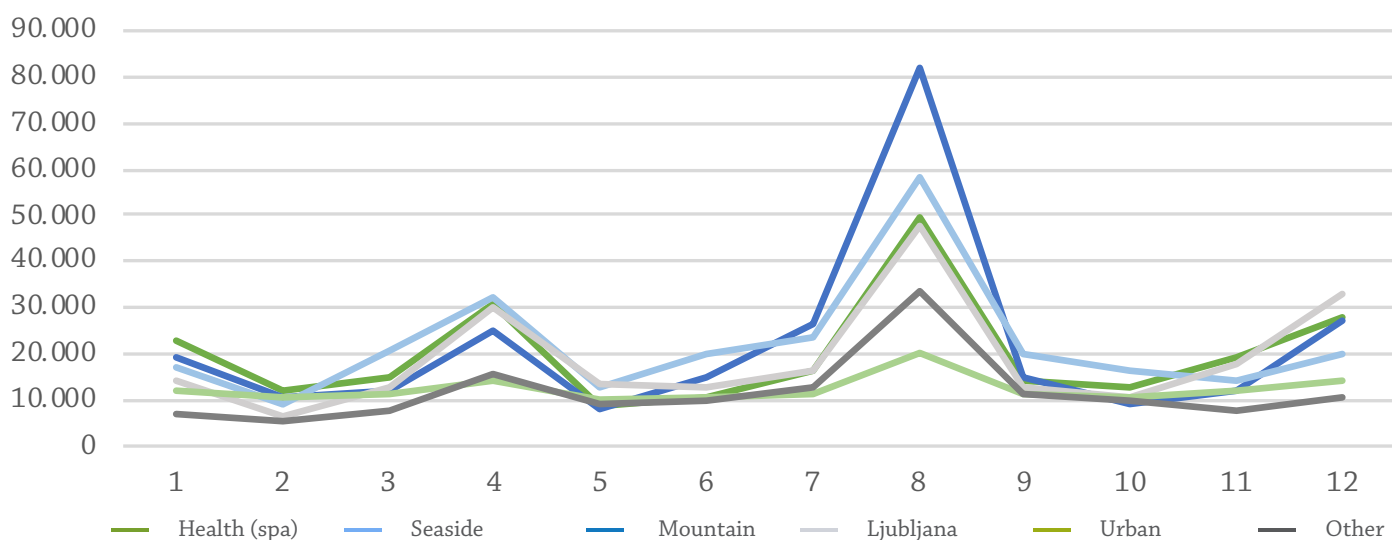
Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

KEY MARKETS

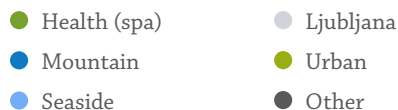
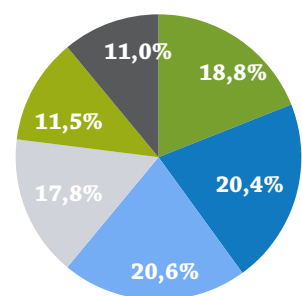
ITALY - 11% OF OVERNIGHT STAYS, 4% DECREASE



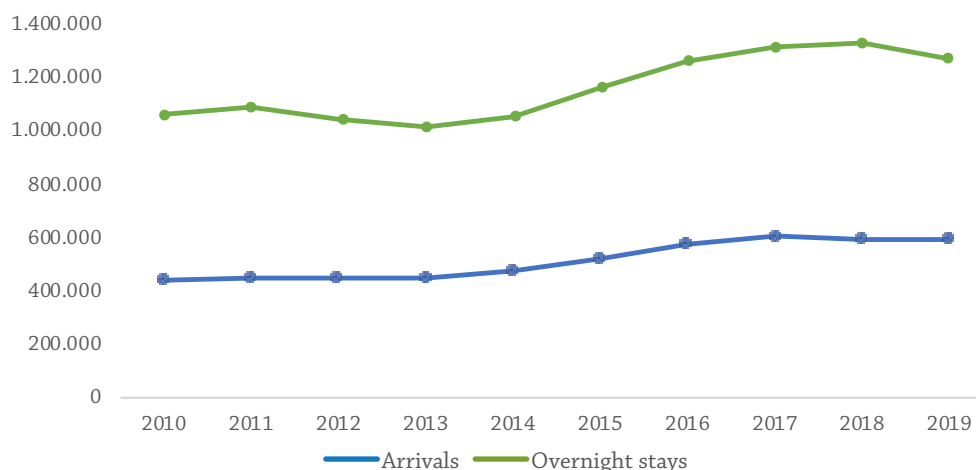
Number of overnight stays by type of municipality and month 2019



Overnight stays by type of municipality 2019

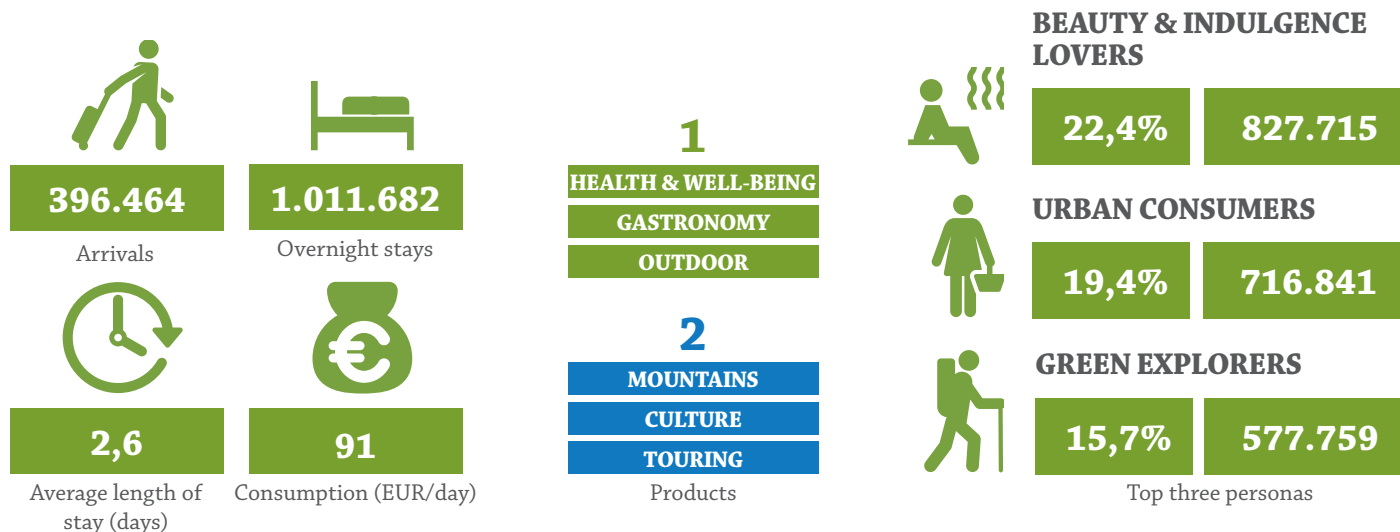


Trend of arrivals and overnight stays of tourists 2010 - 2019

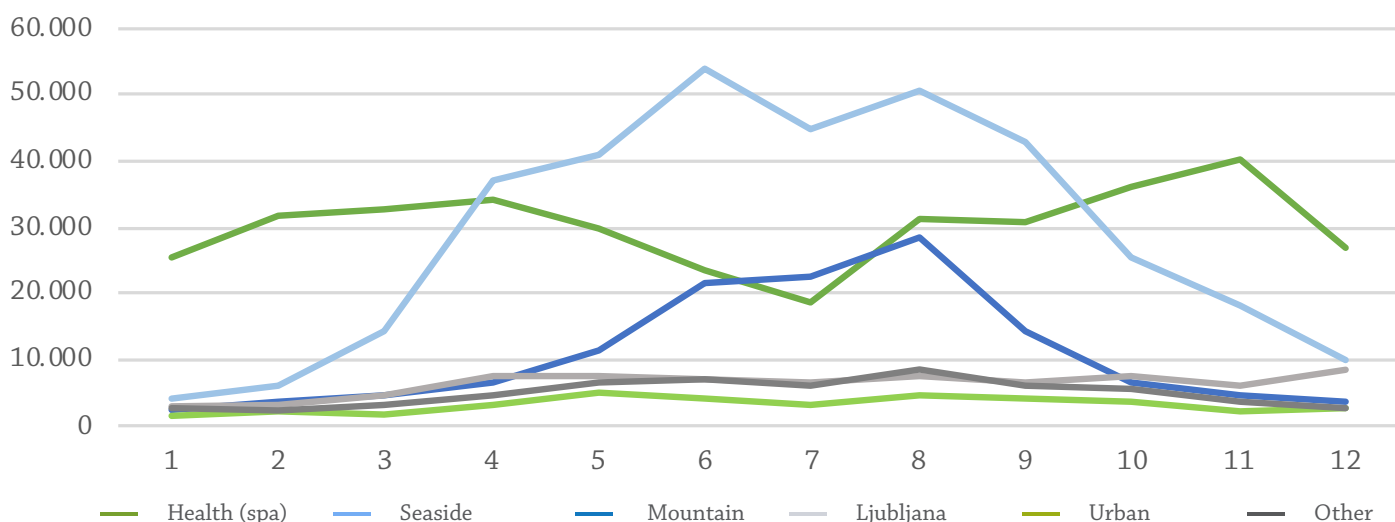


Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

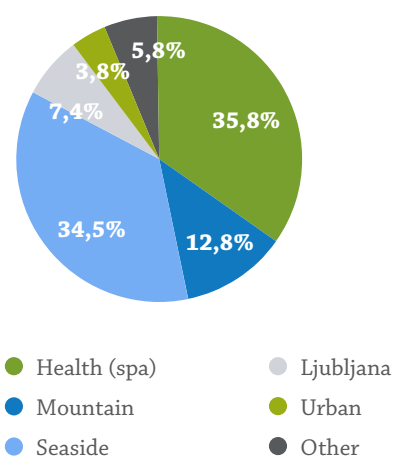
AUSTRIA - 9% OF OVERNIGHT STAYS, 0% GROWTH



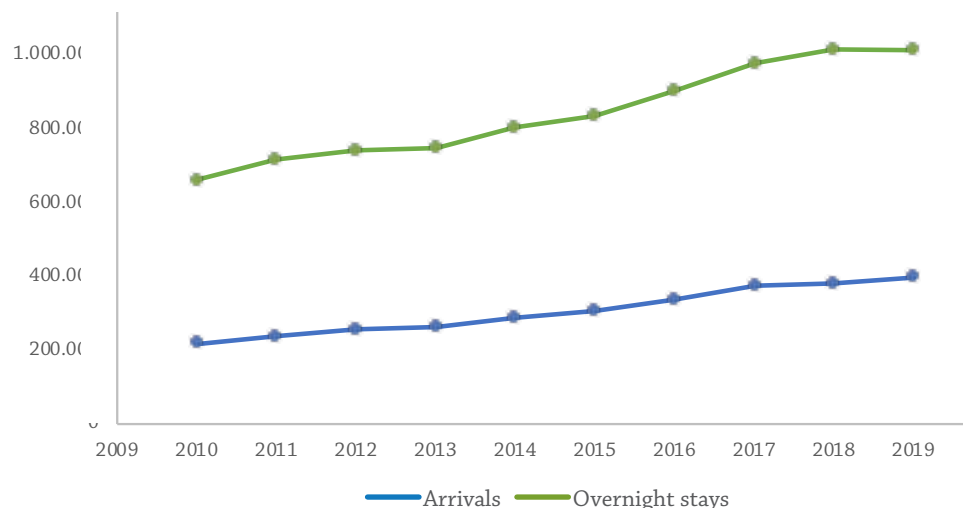
Number of overnight stays by type of municipality and month 2019



Overnight stays by type of municipality 2019



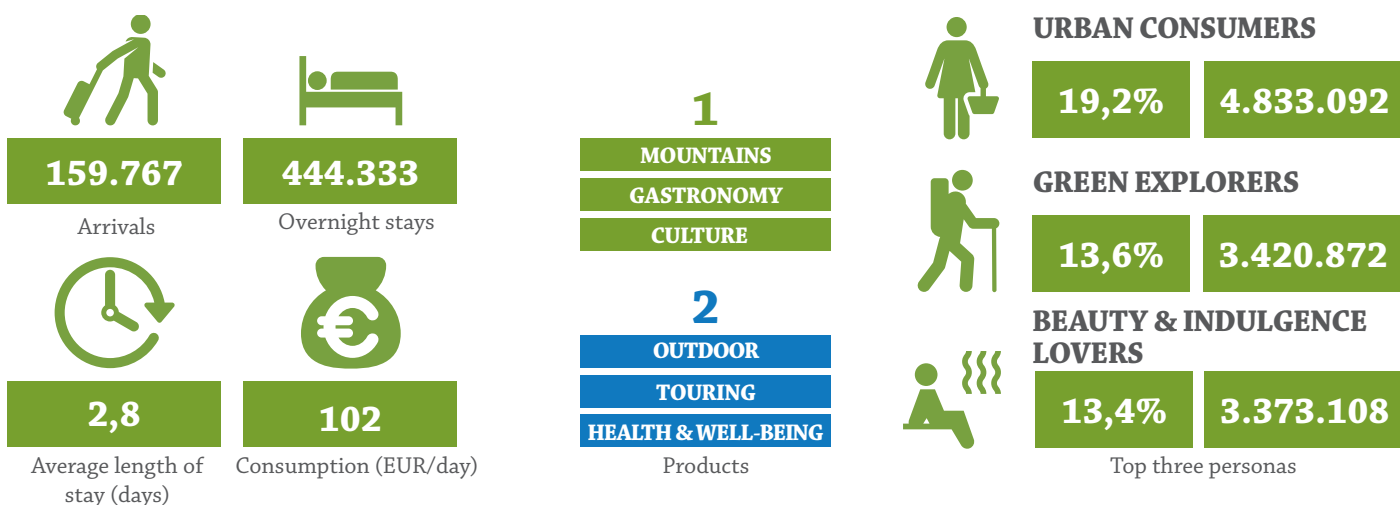
Trend of arrivals and overnight stays of tourists 2010 - 2019



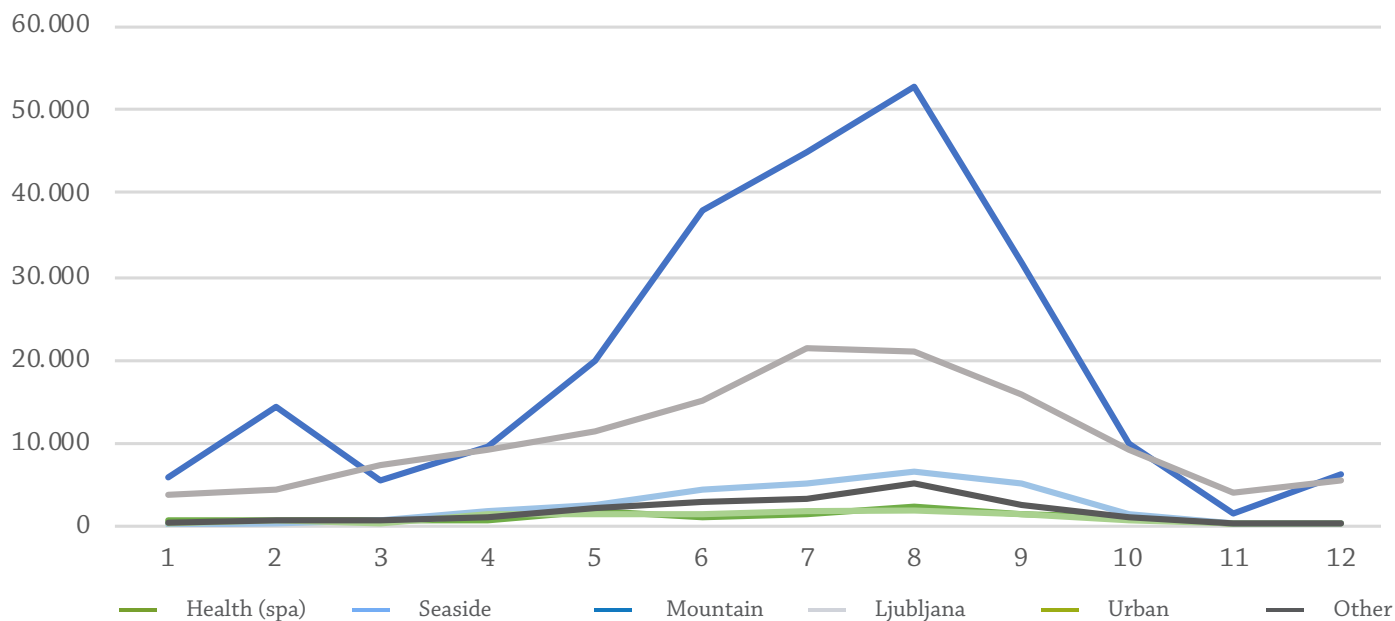
Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

KEY MARKETS

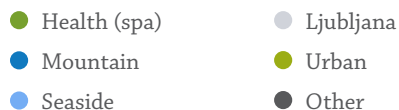
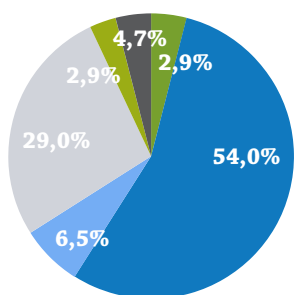
UNITED KINGDOM - 4% OF OVERNIGHT STAYS, 6% DECREASE



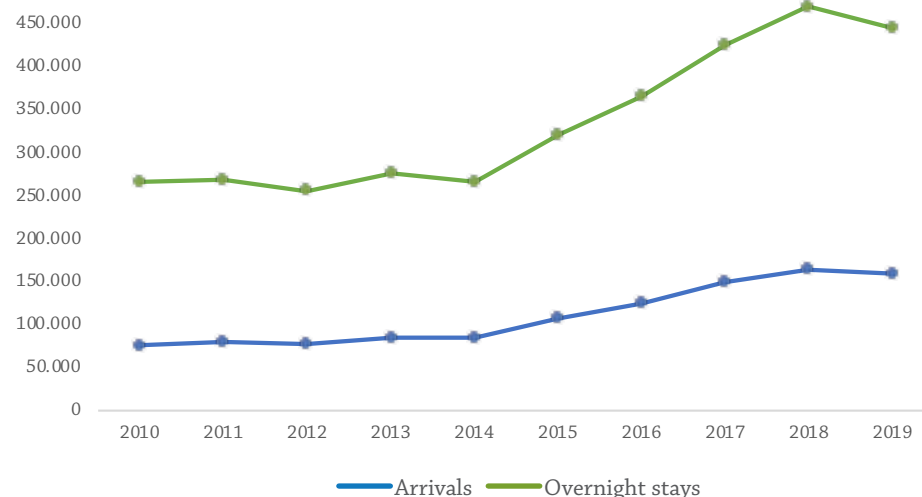
Number of overnight stays by type of municipality and month 2019



Overnight stays by type of municipality 2019

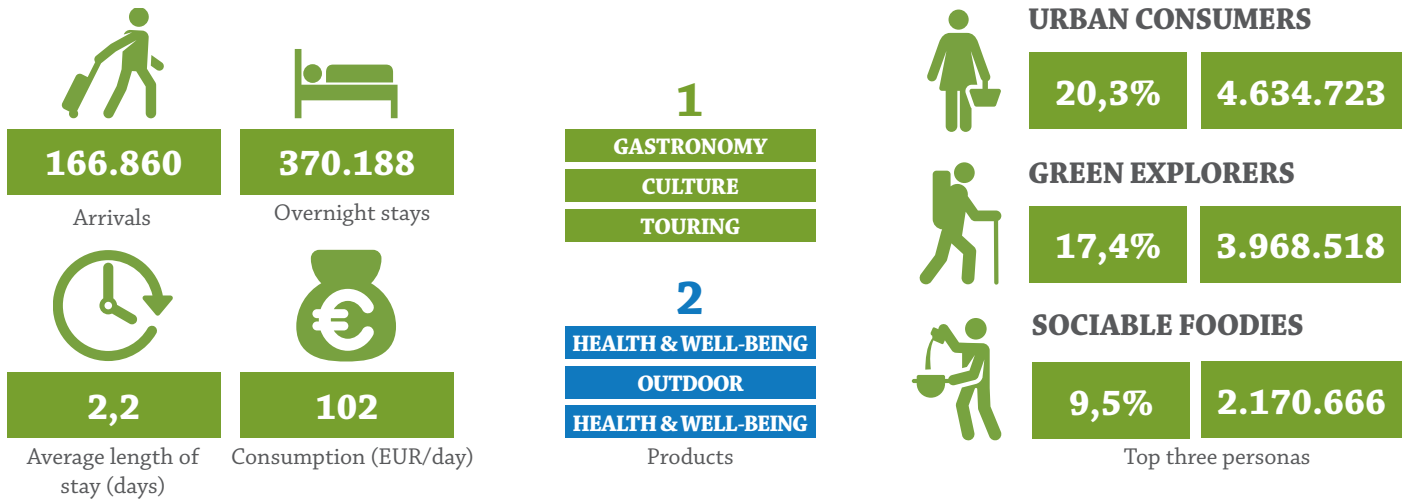


Trend of arrivals and overnight stays of tourists 2010 - 2019

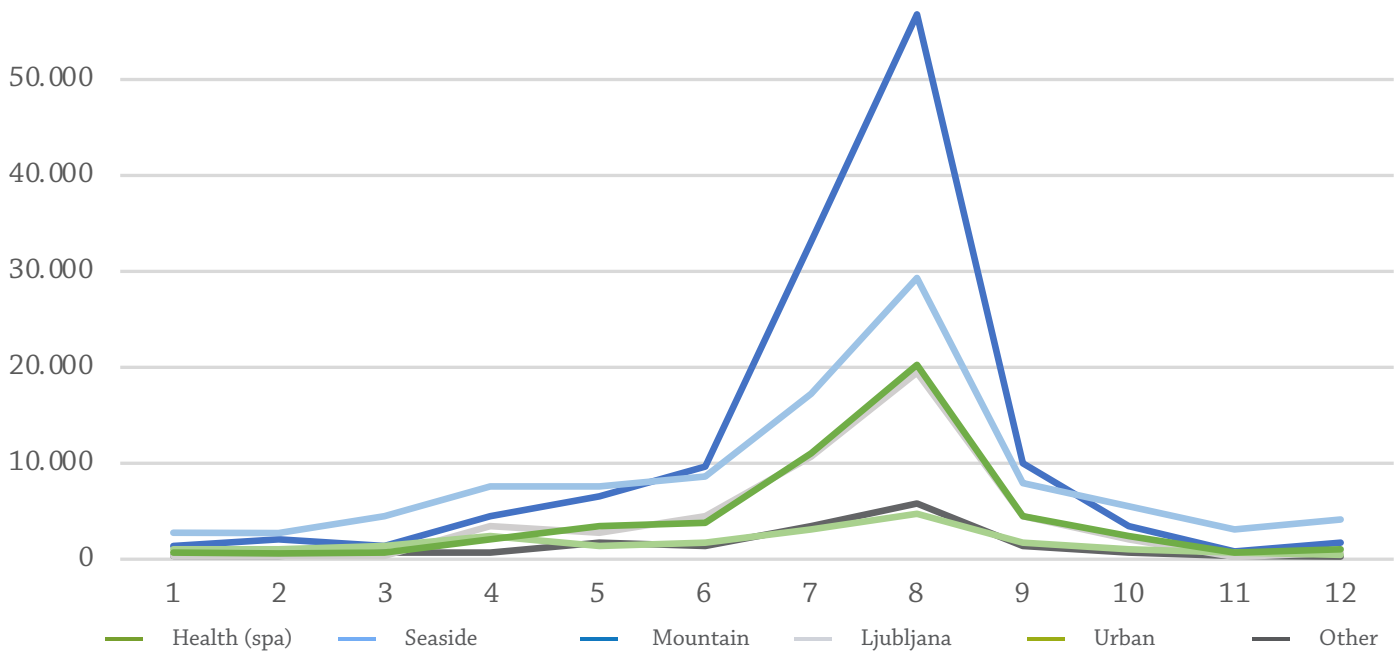


Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

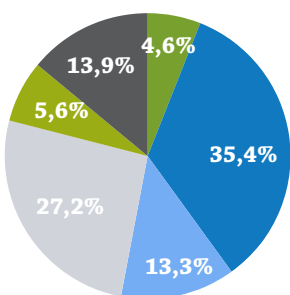
FRANCE - 3% OF OVERNIGHT STAYS, 9% GROWTH



Number of overnight stays by type of municipality and month 2019

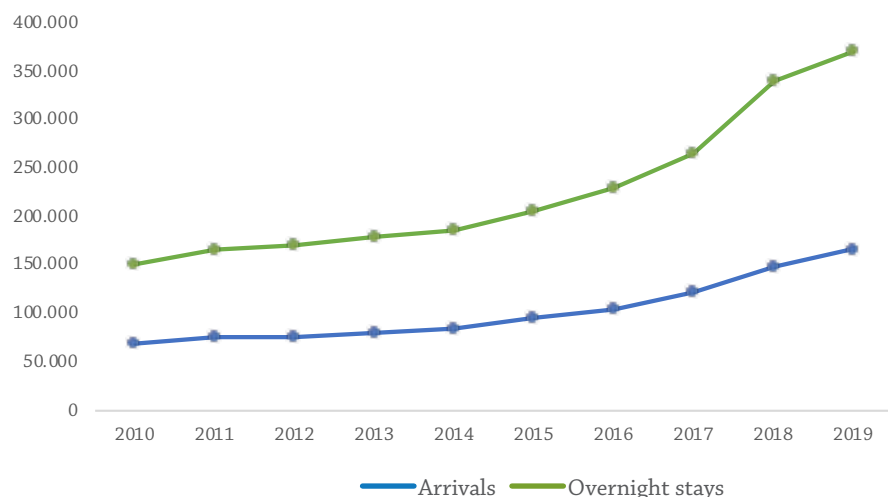


Overnight stays by type of municipality 2019



- Health (spa)
- Mountain
- Seaside
- Ljubljana
- Urban
- Other

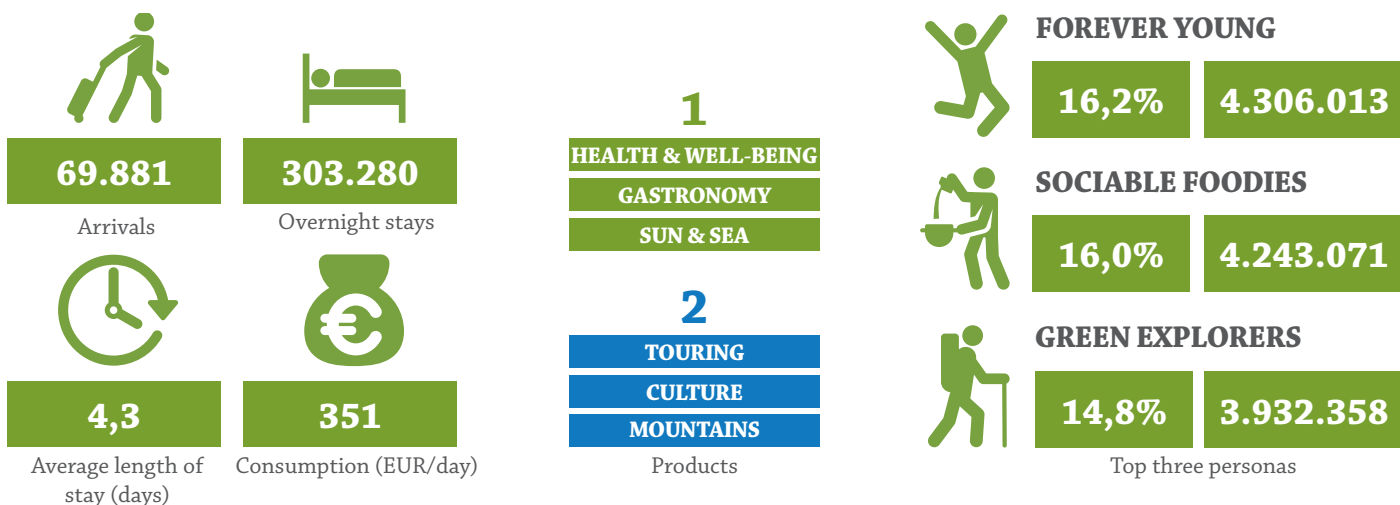
Trend of arrivals and overnight stays of tourists 2010 - 2019



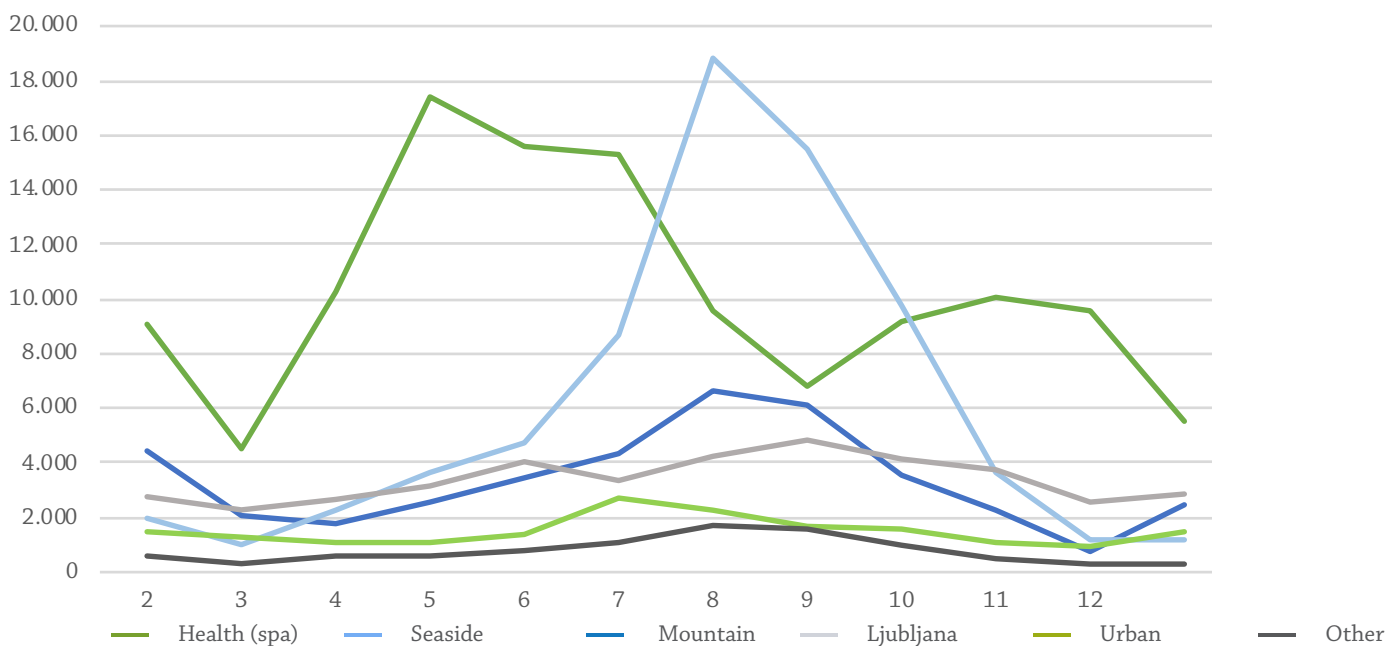
Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

KEY MARKETS

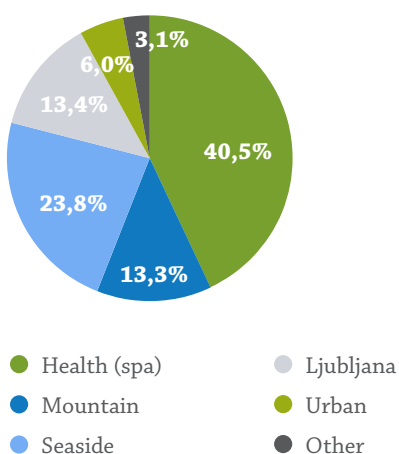
RUSSIAN FEDERATION - 3% OF OVERNIGHT STAYS, 2% GROWTH



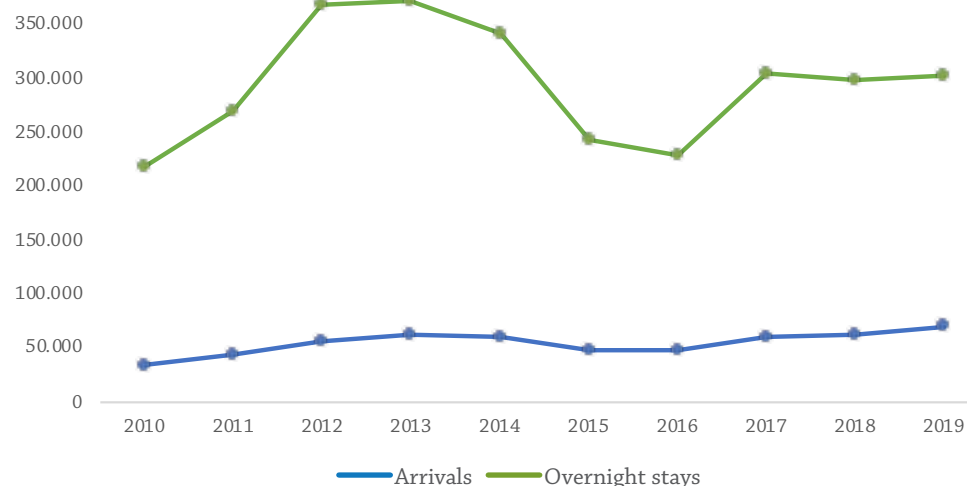
Number of overnight stays by type of municipality and month 2019



Overnight stays by type of municipality 2019

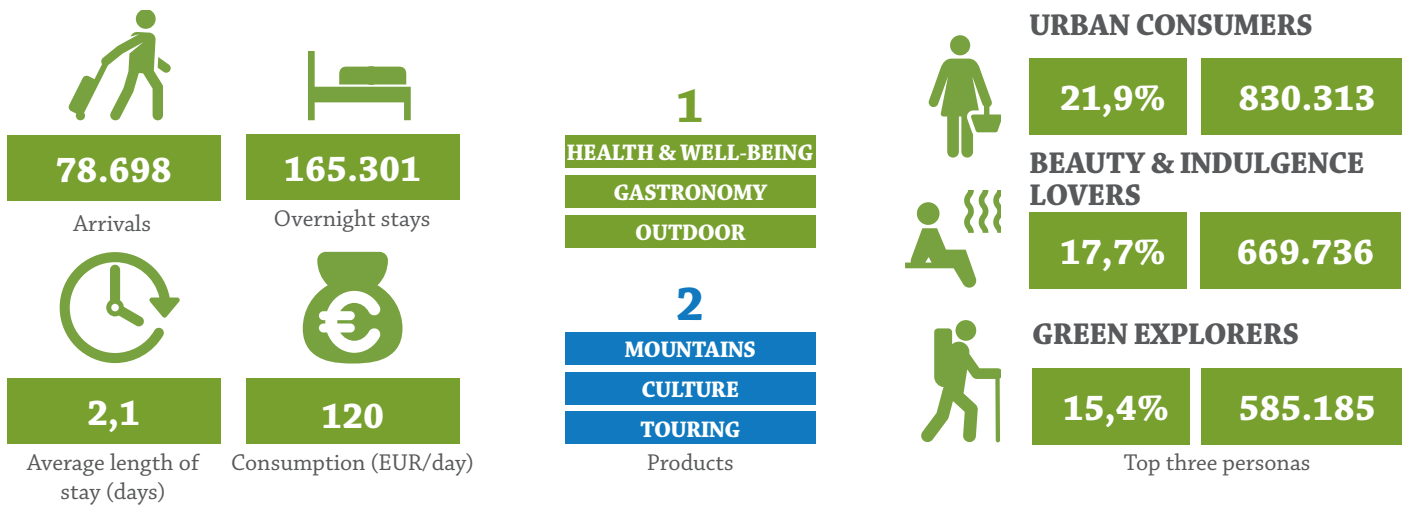


Trend of arrivals and overnight stays of tourists 2010 - 2019

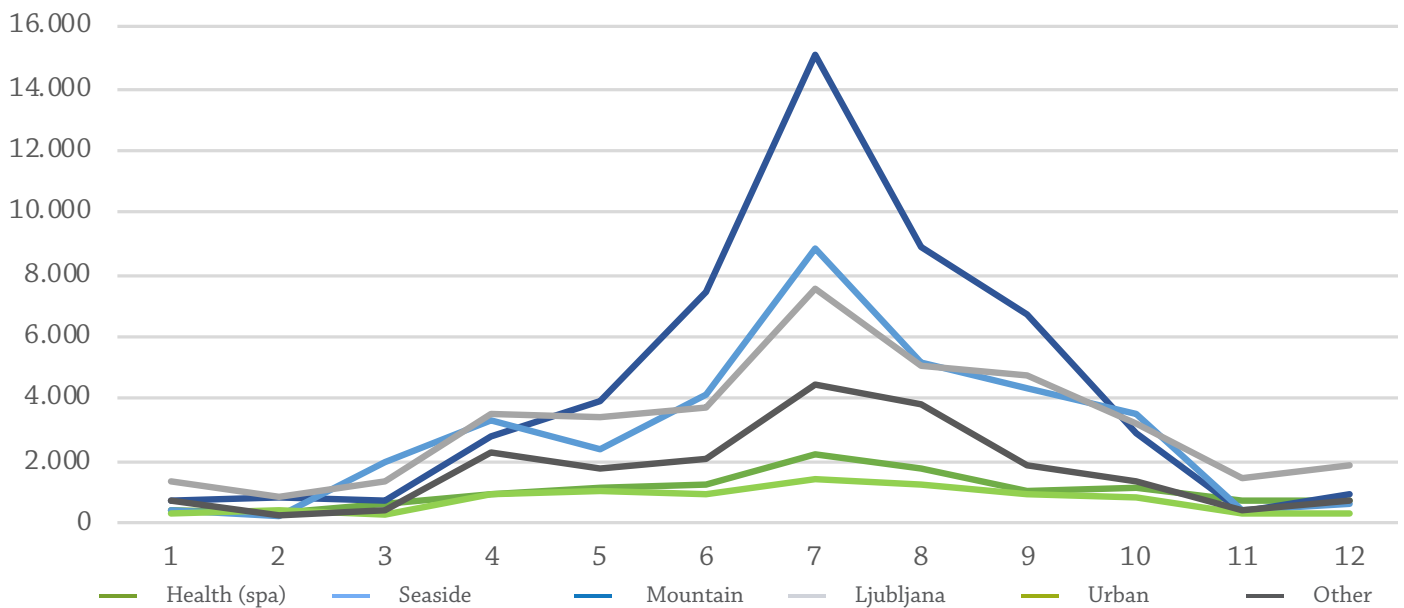


Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

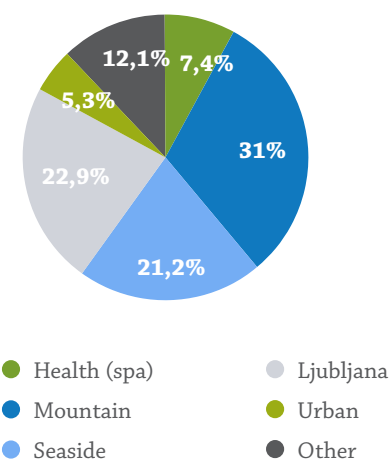
SWITZERLAND - 1,5% OF OVERNIGHT STAYS, 10% GROWTH



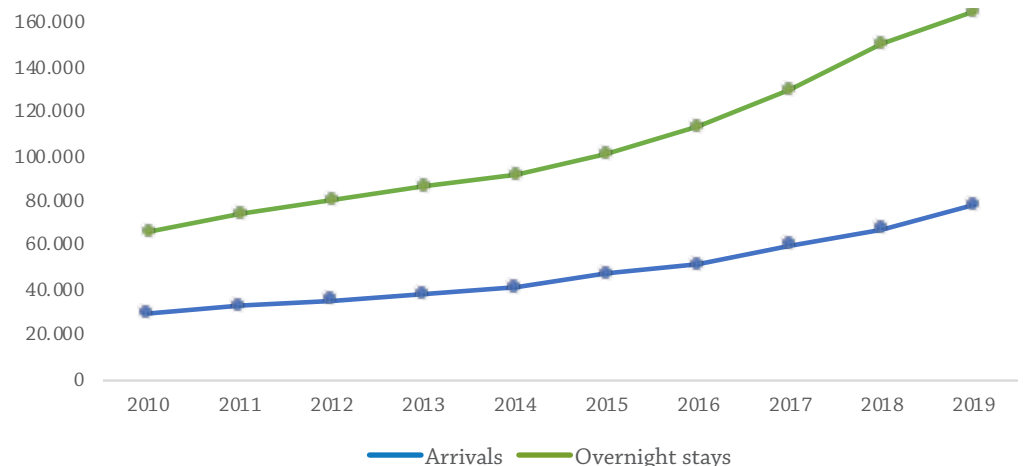
Number of overnight stays by type of municipality and month 2019



Overnight stays by type of municipality 2019



Trend of arrivals and overnight stays of tourists 2010 - 2019



Source: Slovenian Tourist Board - Valicon, 2017; Ministry of Economic Development and Technology, 2017; SORS, 2020

KEY MARKETS

SLOVENIJA - 28% OF OVERNIGHT STAYS; 2,5% DECREASE



1.527.695

Arrivals



4.404.565

Overnight stays



2,9

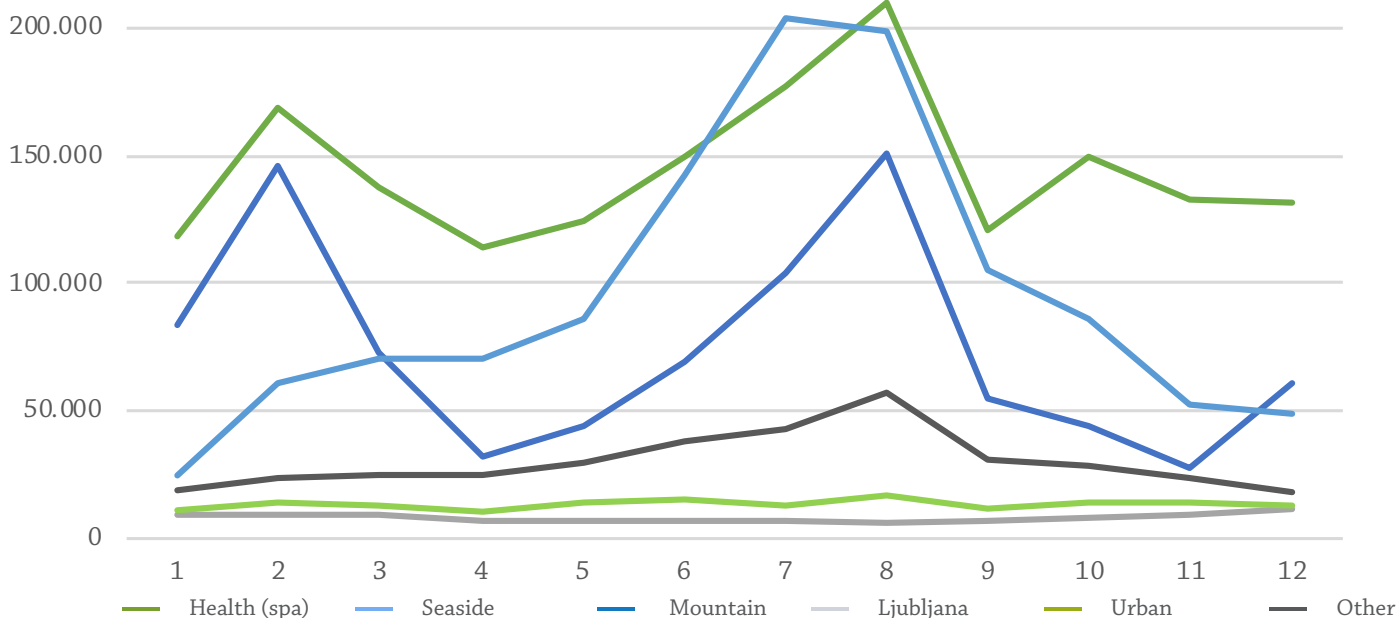
Average length of stay (days)



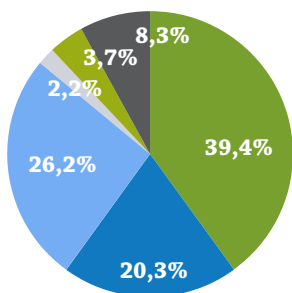
40 €

Consumption (EUR/day)

Number of overnight stays by type of municipality and month 2019

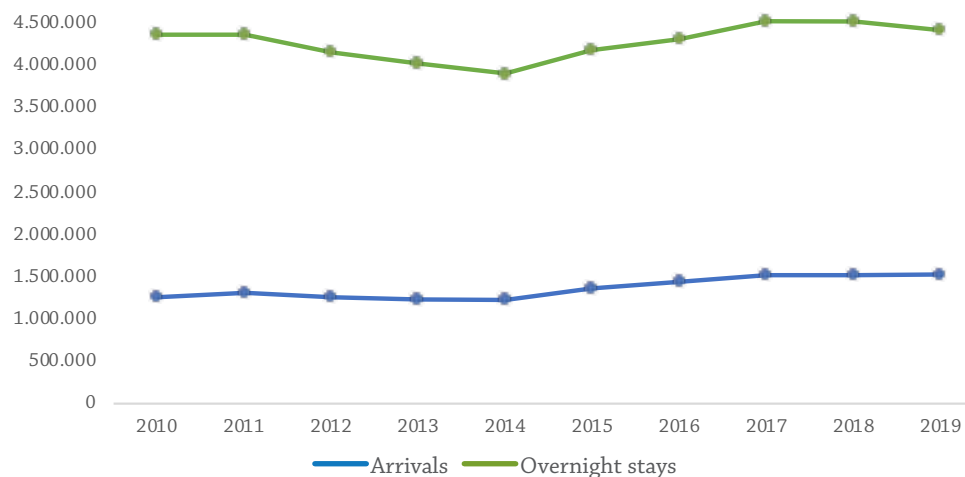


Overnight stays by type of municipality 2019



● Health (spa) ● Ljubljana
● Mountain ● Urban
● Seaside ● Other

Trend of arrivals and overnight stays of tourists 2010 - 2019



Source: SORS, 2020

Basic definitions of terms

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.

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).

Tourist arrivals 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).

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Images

Media Library STB. Found in May 2020.

Abbreviation

SORS Statistical Office of the Republic of Slovenia

STB

Slovenian Tourist Board

UNWTO UN World Tourism Organization





I FEEL
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