

I FEEL  
SLOVENIA

ANNUAL PUBLICATION

# TOURISM IN NUMBERS 2022

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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.

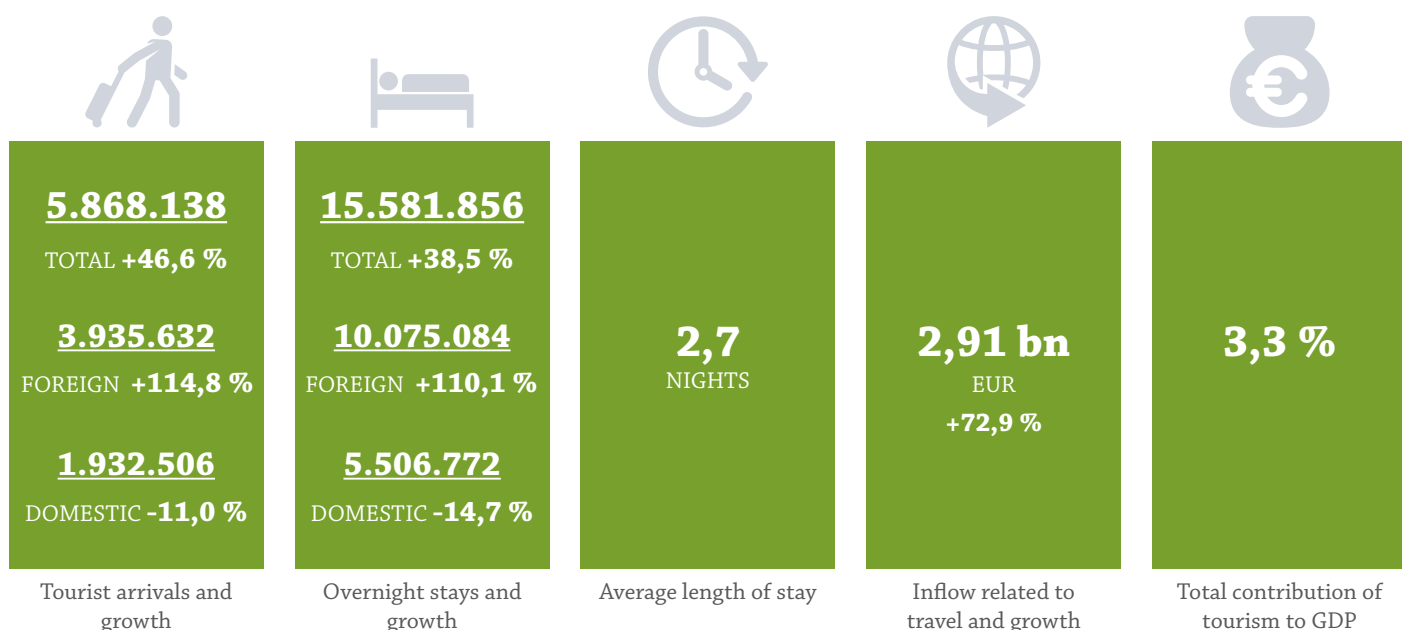
We recorded 15,6 million overnight stays, which is 39 % more than in 2021, and almost six million arrivals, which represents a 47 % increase compared to the previous year.

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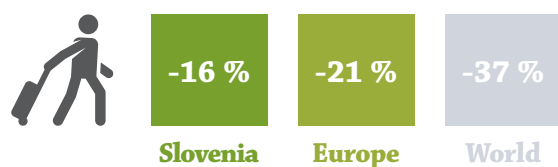
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### Decline of international tourist arrivals

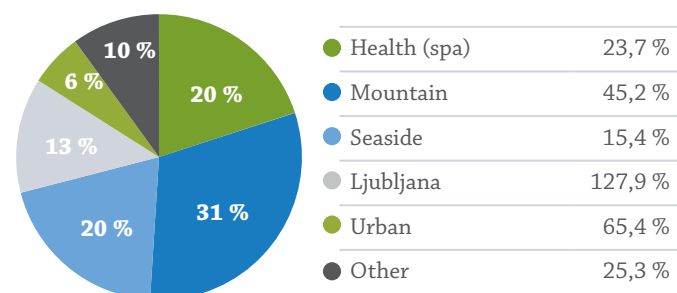
\*in comparison to 2019



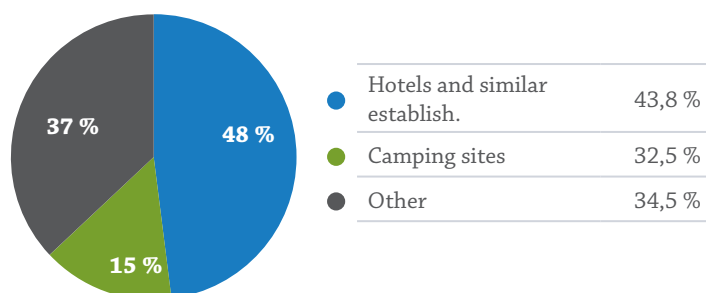
### Number and share of employees in tourism sector



### Municipality types by overnight stays and growth rates 2022/2021



### Overnight stays by type of accommodation facility and growth rates 2022/2021



### Municipalities with the highest number of overnight stays

<b>1</b>	<b>Ljubljana</b>	<b>1.973.981</b>
<b>2</b>	<b>Piran/Pirano</b>	<b>1.824.898</b>
<b>3</b>	<b>Bled</b>	<b>959.084</b>

### Countries with the highest number of overnight stays and growth rates 2022/2021

Germany	1.797.858	<b>67,9</b>
Italy	916.262	159,2
Austria	885.286	104,2
Netherlands	627.815	98,8
Czech Republic	569.200	71,9
Top foreign markets total	4.796.421	

# SLOVENIA AT A GLANCE

## Basic data on Slovenia

Source: Government of the Republic of Slovenia, 2022; eKataster jam, 2022

Surface area	20.273 km <sup>2</sup>
Length of coastline	46,6 km
Population and average age	2.111.461; 43,6
Population density (people per km <sup>2</sup> )	104,1 people per km <sup>2</sup>
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	58 % 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. Decembe
Highest point	Triglav 2.864 m
Number of Karstic caves, longest show cave	14.851 caves, Postojna cave (24.120 m)
Largest natural lake	Lake Cerknica (intermittent), 26 km <sup>2</sup>
Number of protected areas and their surface area	1 national park, 3 regional parks, 46 landscape parks, 1 strict natural reserve, 56 natural reserves and 1164 natural monuments; protected areas of nature include 13 % of the surface area of the country
Lenght of watercourses, longest river	26.600 km of watercourses; Sava (221 km)
Average monthly gross salary	1.969,59 EUR
GDP and GDP/per capita	48 billions EUR; 23.165 EUR GDP/per capita
International airports, length of railway network	3 international airports, 10 sports airports, 2.177,5 km = length of railway network, 38.990,19 km of maintained roads
Tourist sights on the UNESCO World Heritage	Natural heritage: Škocjan Caves, Ancient and Primeval Beech Forests of the Carpathians and otherregions of Europe – Krokav and SnežnikŽdrocle, Cultural heritage: Heritage of Mercury – Idrija, Prehistoric Pile Dwellings around the Alps – Ljubljana Moors, The works of Jože Plečnik in Ljubljana – Human Centred Urban Design, Intangible Heritage of Humanity: Škofja Loka Passion Play, Bobbin lacemaking in Slovenia, The door-to-door rounds of Kurenti, Dry-stone walling
European Destinations of Excellence in Slovenia	Soča Valley, Solčava region, Kolpa, Idrija, Laško, Brda, Koper, Podčetrtek, Kranj

## Top ten municipalities by population

Ljubljana	293.845
Maribor	112.564
Kranj	56.888
Koper/Capodistria	53.563
Celje	48.777
Novo mesto	37.746
Domžale	37.179
Velenje	33.575
Nova Gorica	31.841
Kamnik	29.856

## Global image of Slovenia

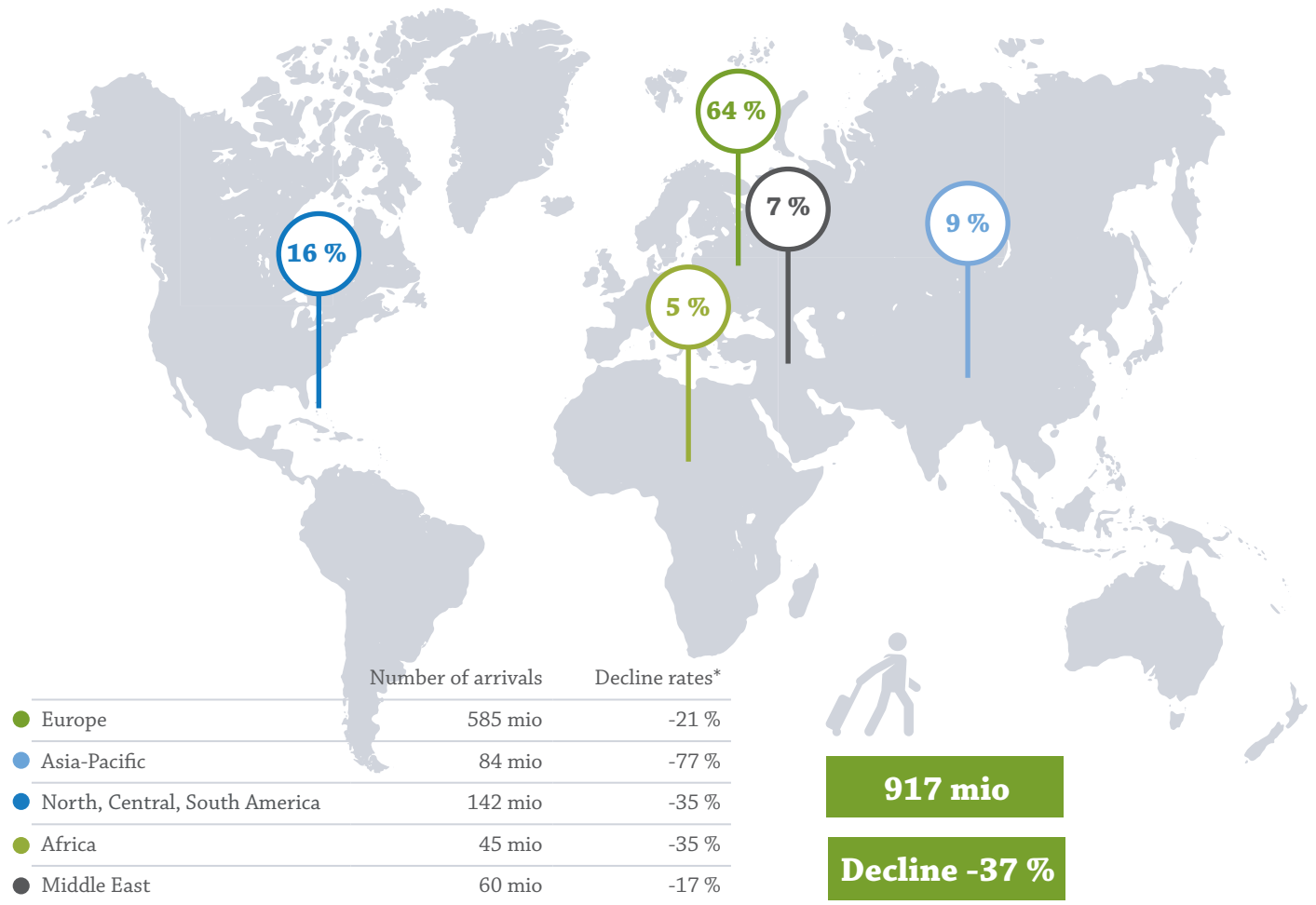
Travel & Tourism Development Index: **rank 39/136 countries**

Global Peace Index: **ranked as 7<sup>th</sup> safest country in the world/163 countries**

Global Terrorism Index: **rank 93 (last place – no impact of terrorism)**

Source: Global Peace Index 2021; Global Terrorism Index 2022; The Travel & Tourism Development Report 2022.

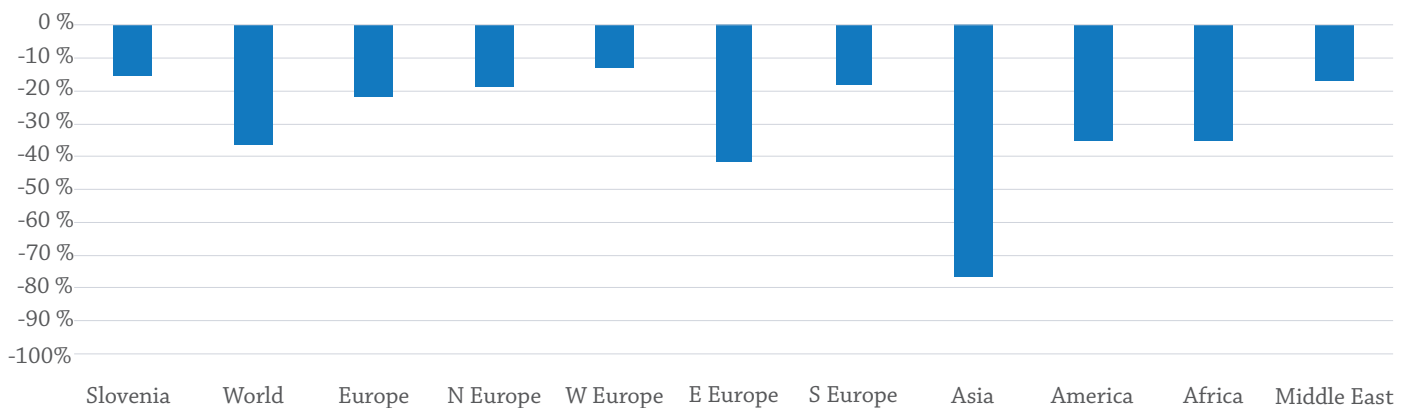
## Arrivals of international tourists in global regions



\*comparison of decline of international arrivals 2022/2019

International tourist arrivals and decline 2022/2019

## Decline in arrivals of international tourists\*



\*comparison of decline of international arrivals 2022/2019

## The main factors contributing to an effective recovery of international tourism

increased trust among tourists

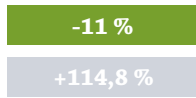
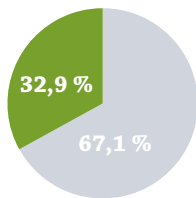
lifting of travel restrictions





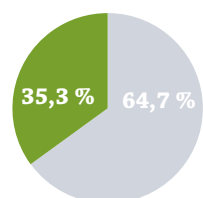
Tourist arrivals

Share and growth of tourist arrivals 2022/2021



Overnight stays

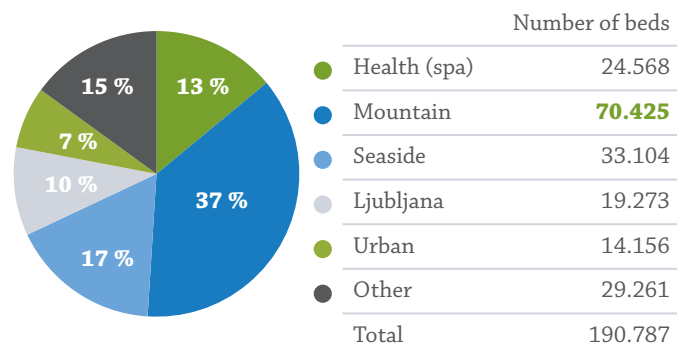
Share and growth of overnight stays 2022/2021



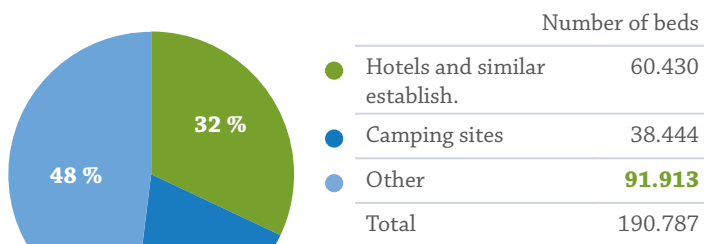
● Foreign  
● Domestic

Source: SORS, 2023.

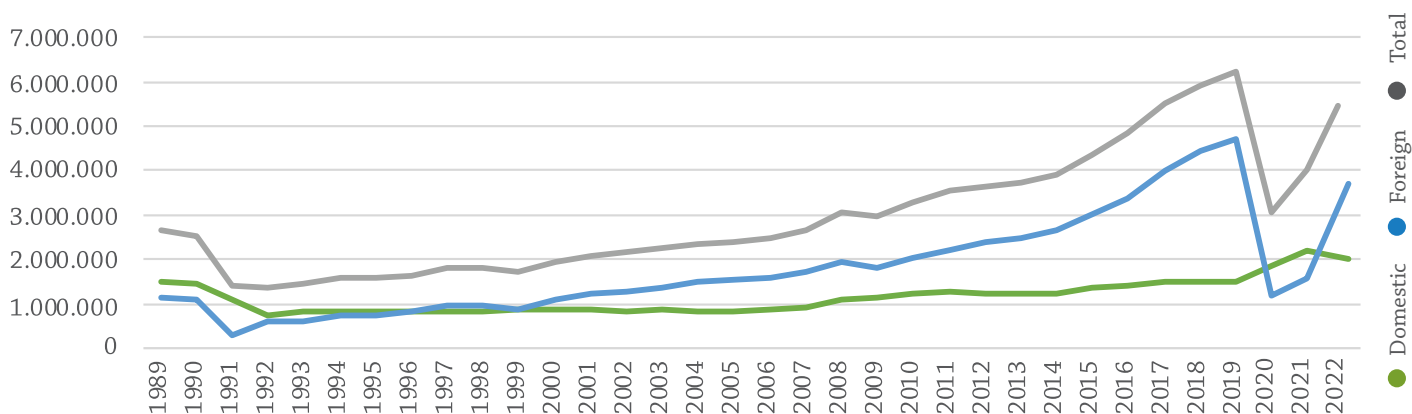
## Share of beds by type of municipality



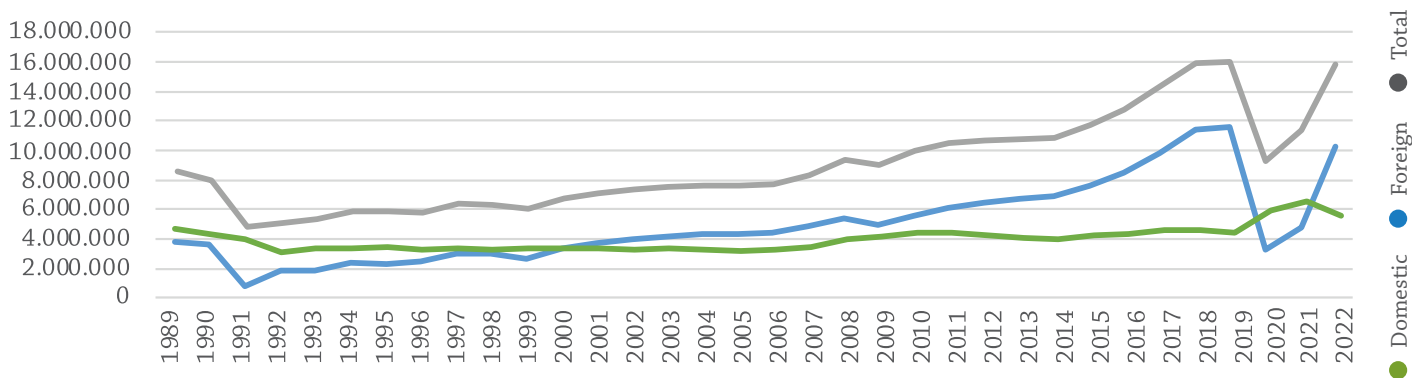
## Share of beds by type of accommodation facilities



## Arrivals of tourists in total 1989 - 2022



## Overnight stays of tourists in total 1989 - 2022





# TOURISM IN SLOVENIA

## Expenditure of domestic and foreign tourists

**Domestic**

**104 EUR/day**

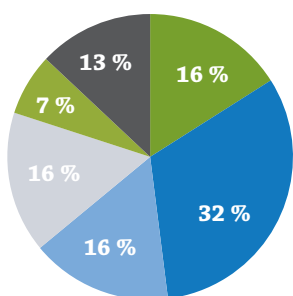
**Foreign**

**187 EUR/day**

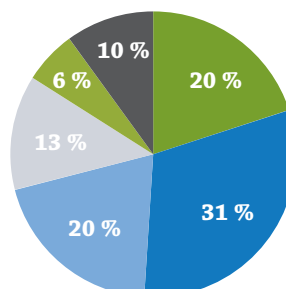
Data from the Survey on Tourism Travels of Domestic Population, 2022\*

Data from the Survey on Foreign Tourists, 2021/2022\*

### Arrivals and overnight stays by type of municipality

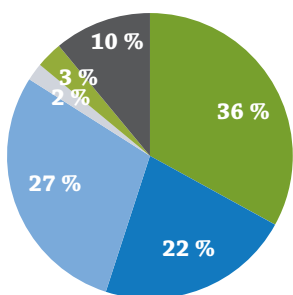


Number of arrivals	
Health (spa)	944.633
Mountain	<b>1.864.192</b>
Seaside	959.719
Ljubljana	922.673
Urban	437.258
Other	739.663
Total	5.868.138

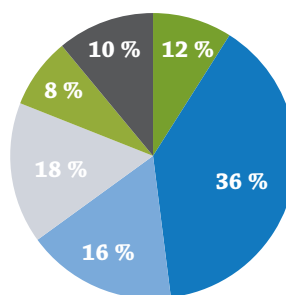


Number of overnight stays	
Health (spa)	3.160.232
Mountain	<b>4.856.700</b>
Seaside	3.081.684
Ljubljana	1.973.981
Urban	968.325
Other	1.540.934
Total	15.581.856

### Overnight stays of domestic and foreign tourists by type of municipality



Domestic	
Health (spa)	<b>1.958.578</b>
Mountain	1.192.498
Seaside	1.484.126
Ljubljana	130.315
Urban	181.312
Other	559.943
Total	5.506.772



Foreign	
Health (spa)	1.201.654
Mountain	<b>3.664.202</b>
Seaside	1.597.558
Ljubljana	1.843.666
Urban	787.013
Other	9.80.991
Total	10.075.084

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



### Highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	<b>1.973.981</b>
Piran/Pirano	<b>1.824.898</b>
Bled	<b>959.084</b>
Kranjska Gora	905.347
Bohinj	820.939
Brežice	666.698
Izola/Isola	566.449
Bovec	547.961
Moravske Toplice	537.719
Radovljica	440.480



### Overnight stays by country

Country	Number of overnight stays	Share
Domestic	<b>5.509.126</b>	<b>35,3 %</b>
Germany	<b>1.797.858</b>	<b>11,5 %</b>
Italy	<b>916.262</b>	<b>5,9 %</b>
Austria	<b>885.286</b>	<b>5,7 %</b>
Netherlands	627.815	4,0 %
Czech Republic	569.200	3,7 %
Hungary	513.759	3,3 %
Croatia	489.990	3,1 %
France	371.836	2,4 %
Poland	358.753	2,3 %
Other countries	3.545.926	22,8 %

Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
More information in the [interactive report](#).

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Moja Slovenija

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Arrivals and overnights of foreign tourists by country	Tourist arrivals 2022	Share (%)	Index 2022/2021	Overnight stays 2022	Share (%)	Index 2022/2021
from Austria	362.566	<b>9,21 %</b>	211,70	885.285	<b>8,79 %</b>	204,21
from Belgium	118.906	<b>3,02 %</b>	161,78	335.121	<b>3,33 %</b>	174,87
from Bulgaria	24.630	<b>0,63 %</b>	219,79	48.214	<b>0,48 %</b>	190,26
from Bosnia and Herzegovina	62.488	<b>1,59 %</b>	176,14	170.934	<b>1,70 %</b>	156,58
from Cyprus	1.829	<b>0,05 %</b>	283,13	5.174	<b>0,05 %</b>	244,75
from Czech Republic	208.096	<b>5,29 %</b>	171,60	569.146	<b>5,65 %</b>	171,93
from Montenegro	10.738	<b>0,27 %</b>	232,78	30.914	<b>0,31 %</b>	207,59
from Denmark	25.605	<b>0,65 %</b>	264,79	74.315	<b>0,74 %</b>	275,15
from Estonia	4.664	<b>0,12 %</b>	169,60	12.240	<b>0,12 %</b>	173,10
from Finland	11.547	<b>0,29 %</b>	458,40	30.907	<b>0,31 %</b>	373,14
from France	159.695	<b>4,06 %</b>	182,65	371.804	<b>3,69 %</b>	192,86
from Greece	12.490	<b>0,32 %</b>	263,22	49.415	<b>0,49 %</b>	284,75
from Croatia	213.822	<b>5,43 %</b>	338,62	490.034	<b>4,86 %</b>	296,83
from Ireland	18.837	<b>0,48 %</b>	565,00	49.684	<b>0,49 %</b>	537,41
from Iceland	2.207	<b>0,06 %</b>	462,68	7.766	<b>0,08 %</b>	456,55
from Italy	434.000	<b>11,03 %</b>	268,24	916.305	<b>9,09 %</b>	259,16
from Latvia	6.480	<b>0,16 %</b>	198,71	15.857	<b>0,16 %</b>	167,16
from Lithuania	9.194	<b>0,23 %</b>	194,38	21.834	<b>0,22 %</b>	193,98
from Luxembourg	4.605	<b>0,12 %</b>	147,03	9.685	<b>0,10 %</b>	143,97
from Hungary	193.536	<b>4,92 %</b>	186,39	513.556	<b>5,10 %</b>	179,20
from Macedonia	20.880	<b>0,53 %</b>	182,21	68.423	<b>0,68 %</b>	162,42
from Malta	8.013	<b>0,20 %</b>	323,76	30.584	<b>0,30 %</b>	378,61
from Germany	681.288	<b>17,31 %</b>	164,47	1.797.872	<b>17,84 %</b>	167,94
from Netherlands	203.320	<b>5,17 %</b>	188,86	627.815	<b>6,23 %</b>	198,78
from Norway	11.541	<b>0,29 %</b>	485,32	30.283	<b>0,30 %</b>	406,92
from Poland	148.297	<b>3,77 %</b>	179,55	358.753	<b>3,56 %</b>	184,56
from Portugal	13.084	<b>0,33 %</b>	245,16	41.731	<b>0,41 %</b>	209,19
from Romania	56.687	<b>1,44 %</b>	218,64	111.524	<b>1,11 %</b>	202,99
from Russian Federation	25.685	<b>0,65 %</b>	148,41	83.930	<b>0,83 %</b>	145,71
from Slovakia	70.290	<b>1,79 %</b>	190,12	186.430	<b>1,85 %</b>	174,74
from Serbia	118.115	<b>3,00 %</b>	266,11	326.392	<b>3,24 %</b>	214,58
from Spain	63.260	<b>1,61 %</b>	220,33	156.485	<b>1,55 %</b>	214,67
from Sweden	27.326	<b>0,69 %</b>	381,70	61.741	<b>0,61 %</b>	351,34
from Switzerland	73.662	<b>1,87 %</b>	212,00	155.200	<b>1,54 %</b>	217,93
from Turkey	17.855	<b>0,45 %</b>	326,84	54.618	<b>0,54 %</b>	250,56
from Ukraine	56.637	<b>1,44 %</b>	408,72	216.271	<b>2,15 %</b>	494,77
from United Kingdom	112.567	<b>2,86 %</b>	534,81	301.595	<b>2,99 %</b>	516,89
from other European countries	24.668	<b>0,63 %</b>	175,95	61.380	<b>0,61 %</b>	168,82
from South Africa	2.983	<b>0,08 %</b>	607,54	6.610	<b>0,07 %</b>	525,02
from other African countries	6.911	<b>0,18 %</b>	232,85	23.988	<b>0,24 %</b>	238,19
from Australia	19.965	<b>0,51 %</b>	853,21	44.985	<b>0,45 %</b>	775,60
from New Zealand	3.329	<b>0,08 %</b>	516,93	7.243	<b>0,07 %</b>	405,09
from other countries of Oceania	329	<b>0,01 %</b>	313,33	823	<b>0,01 %</b>	326,59
from Israel	38.674	<b>0,98 %</b>	431,29	125.601	<b>1,25 %</b>	507,99
from Japan	4.599	<b>0,12 %</b>	269,74	13.477	<b>0,13 %</b>	248,42
from China	12.182	<b>0,31 %</b>	228,08	29.853	<b>0,30 %</b>	188,95
from Korea (Republic of)	14.372	<b>0,37 %</b>	700,39	22.283	<b>0,22 %</b>	500,63
from other Asian countries	51.567	<b>1,31 %</b>	384,17	148.948	<b>1,48 %</b>	346,08
from Brazil	9.215	<b>0,23 %</b>	376,43	21.547	<b>0,21 %</b>	323,92
from other countries of South and Middle America	17.346	<b>0,44 %</b>	327,53	42.085	<b>0,42 %</b>	278,12
from Canada	18.097	<b>0,46 %</b>	551,91	41.250	<b>0,41 %</b>	444,55
from United States	116.943	<b>2,97 %</b>	300,93	267.128	<b>2,65 %</b>	280,33



## MACRO DESTINATIONS



Total arrivals 2022	Total overnight stays 2022
<b>2.173.068</b>	<b>5.666.740</b>
Domestic arrivals 2022	Domestic overnight stays 2022
565.308	1.452.249
Foreign arrivals 2022	Foreign overnight stays 2022
1.607.760	4.214.491



Total arrivals 2022	Total overnight stays 2022
<b>1.149.189</b>	<b>3.506.236</b>
Domestic arrivals 2022	Domestic overnight stays 2022
647.254	2.026.128
Foreign arrivals 2022	Foreign overnight stays 2022
501.935	1.480.108



Total arrivals 2022	Total overnight stays 2022
<b>1.343.629</b>	<b>3.784.715</b>
Domestic arrivals 2022	Domestic overnight stays 2022
530.782	1.627.712
Foreign arrivals 2022	Foreign overnight stays 2022
812.847	2.157.003



Total arrivals 2022	Total overnight stays 2022
<b>1.202.252</b>	<b>2.624.165</b>
Domestic arrivals 2022	Domestic overnight stays 2022
189.162	400.683
Foreign arrivals 2022	Foreign overnight stays 2022
1.013.090	2.223.482

Source: SORS, 2023.



# SPRING



2021	167.043	Growth +560,0 %
2022	1.102.560	

Arrivals March – May



2021	532.780	Growth +423,4 %
2022	2.788.512	

Overnight stays March – May

## Expenditure of domestic and foreign tourists

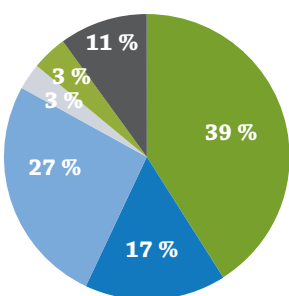
Domestic	99,6 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 2nd quarter (April – June) 2022

Foreign	176 EUR/day
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Data from the Survey on Foreign Tourists, April – May 2022

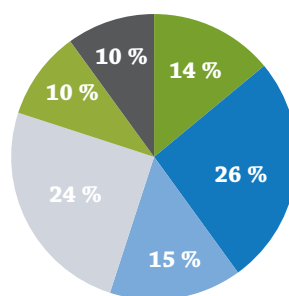
## Overnight stays of domestic tourists



Domestic	
Health (spa)	494.549
Mountain	218.895
Seaside	340.141
Ljubljana	34.054
Urban	42.985
Other	132.689
Total	1.263.313

● Health (spa) ● Mountain ● Seaside

## Overnight stays of foreign tourists



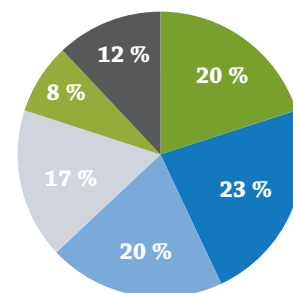
Foreign	
Health (spa)	213.962
Mountain	392.934
Seaside	235.840
Ljubljana	371.530
Urban	158.699
Other	152.234
Total	1.525.199

● Ljubljana ● Urban ● Other

Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
More information in the [interactive report](#).

## Tourist arrivals by type of municipality

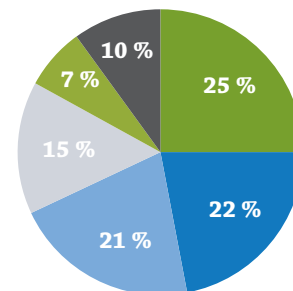
Type of municipality	March	April	May	Total
Health (spa)	64.507	82.257	78.898	<b>225.662</b>
Mountain	61.367	75.180	118.247	<b>254.794</b>
Seaside	44.999	81.264	91.502	<b>217.765</b>
Ljubljana	42.189	65.650	76.915	<b>184.754</b>
Urban	23.444	27.590	34.750	<b>85.784</b>
Other	27.466	45.468	60.867	<b>133.801</b>



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

## Number of overnight stays by type of municipality

Vrsta občin	March	April	May	Total
Health (spa)	214.067	242.823	251.621	<b>708.511</b>
Mountain	172.628	171.791	267.410	<b>611.829</b>
Seaside	122.102	213.575	240.304	<b>575.981</b>
Ljubljana	91.758	142.503	171.323	<b>405.584</b>
Urban	58.956	62.861	79.867	<b>201.684</b>
Other	65.284	94.195	125.444	<b>284.923</b>



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

## Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	<b>405.584</b>
Piran/Pirano	<b>362.209</b>
Bled	<b>150.808</b>
Moravske Toplice	132.637
Brežice	122.778
Kranjska Gora	122.000
Izola/Isola	103.142
Bohinj	99.282
Podčetrtek	92.646
Maribor	88.382

## Overnight stays by country

Country	Number of overnight stays	Share
Domestic	<b>1.263.313</b>	<b>45,3 %</b>
Germany	<b>209.309</b>	<b>7,5 %</b>
Austria	<b>197.978</b>	<b>7,1 %</b>
Italy	<b>146.835</b>	<b>5,3 %</b>
Hungary	89.939	3,2 %
Croatia	87.303	3,1 %
Serbia	78.536	2,8 %
Ukraine	77.198	2,8 %
Czech Republic	53.073	1,9 %
USA	46.864	1,7 %
Other countries	538.164	19,3 %



# SUMMER



2021	2.164.861	Growth +29,3 %
2022	2.799.846	

Arrivals June – August



2021	6.268.471	Growth +22,4 %
2022	7.673.333	

Overnight stays June – August

## Expenditure of domestic and foreign tourists

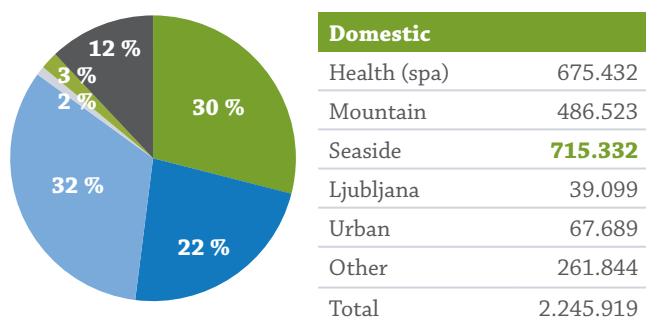
Domestic	88 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 3rd quarter (July – September) 2022\*

Foreign	180 EUR/day
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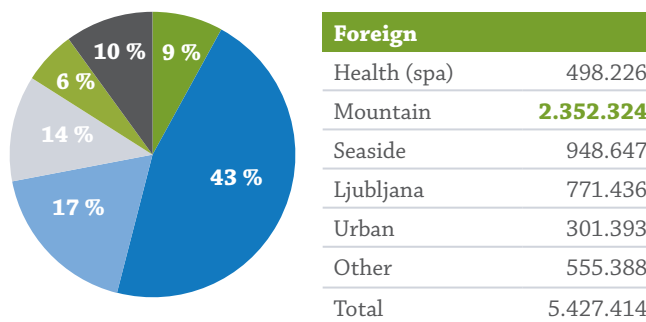
Data from the Survey on Foreign Tourists, July – August 2021\*

## Overnight stays of domestic tourists



● Health (spa) ● Mountain ● Seaside

## Overnight stays of foreign tourists

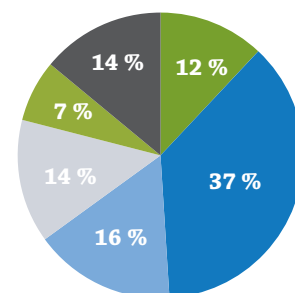


● Ljubljana ● Urban ● Other

Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
More information in the [interactive report](#).

## Tourist arrivals by type of municipality

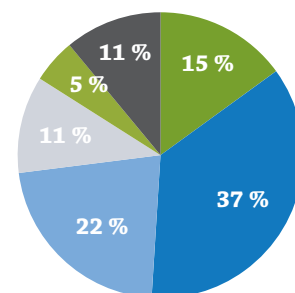
Type of municipality	June	July	August	Total
Health (spa)	117.030	94.097	116.149	<b>327.276</b>
Mountain	263.960	385.218	399.794	<b>1.048.972</b>
Seaside	148.730	150.937	161.745	<b>461.412</b>
Ljubljana	100.245	137.692	152.610	<b>390.547</b>
Urban	52.471	61.691	71.836	<b>185.998</b>
Other	112.547	122.311	150.783	<b>385.641</b>



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

## Number of overnight stays by type of municipality

Type of municipality	June	July	August	Total
Health (spa)	358.699	366.336	448.623	<b>1.173.658</b>
Mountain	632.138	1.056.948	1.149.761	<b>2.838.847</b>
Seaside	432.105	584.976	646.898	<b>1.663.979</b>
Ljubljana	206.755	278.456	325.324	<b>810.535</b>
Urban	111.585	119.747	137.750	<b>369.082</b>
Other	231.891	257.827	327.514	<b>817.232</b>



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

## Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Piran/Pirano	<b>936.166</b>
Ljubljana	<b>810.535</b>
Bled	<b>525.871</b>
Bohinj	482.373
Kranjska Gora	403.590
Bovec	402.731
Radovljica	347.832
Brežice	326.092
Izola/Isola	321.911
Koper/Capodistria	208.531

## Overnight stays by country

Country	Number of overnight stays	Share
Domestic	<b>2.245.919</b>	<b>29,3 %</b>
Germany	<b>1.142.337</b>	<b>14,9 %</b>
Netherlands	<b>506.836</b>	<b>6,6 %</b>
Italy	<b>412.183</b>	<b>5,4 %</b>
Czech Republic	410.831	5,4 %
Austria	350.607	4,6 %
Hungary	286.646	3,7 %
Belgium	270.908	3,5 %
France	253.998	3,3 %
Poland	239.317	3,1 %
Other countries	1.553.751	20,2 %



# AUTUMN



2021	1.346.067	Decline -8,4 %
2022	1.232.447	

Arrivals September – November



2021	3.532.648	Decline -11,5 %
2022	3.127.499	

Overnight stays September – November

## Expenditure of domestic and foreign tourists

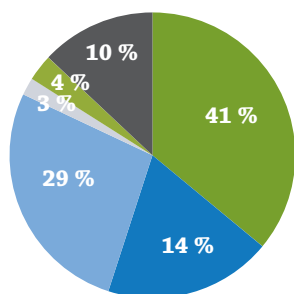
Domestic	103 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 4th quarter (October – December) 2022\*

Foreign	214 EUR/day
---------	-------------

Data from the Survey on Foreign Tourists, September – October 2021\*

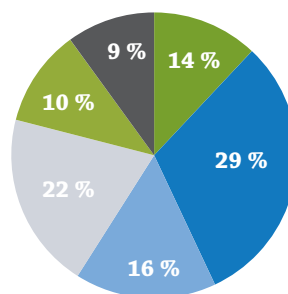
## Overnight stays of domestic tourists



Domestic	
Health (spa)	415.685
Mountain	141.307
Seaside	292.443
Ljubljana	26.886
Urban	36.984
Other	98.913
Total	1.012.218

● Health (spa) ● Mountain ● Seaside

## Overnight stays of foreign tourists



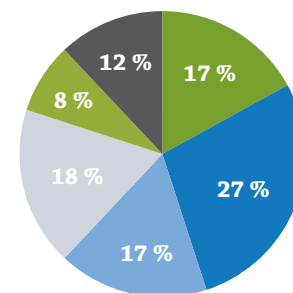
Foreign	
Health (spa)	293.717
Mountain	611.282
Seaside	340.910
Ljubljana	474.446
Urban	201.384
Other	193.542
Total	2.115.281

● Ljubljana ● Urban ● Other

Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
More information in the [interactive report](#).

## Tourist arrivals by type of municipality

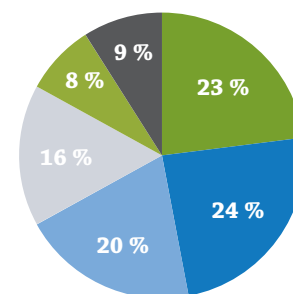
Type of municipality	September	October	November	Total
Health (spa)	70.732	74.143	67.299	<b>212.174</b>
Mountain	200.951	94.799	36.262	<b>332.012</b>
Seaside	95.706	72.899	35.731	<b>204.336</b>
Ljubljana	99.969	75.893	49.684	<b>225.546</b>
Urban	47.453	32.771	24.263	<b>104.487</b>
Other	74.713	49.037	30.142	<b>153.892</b>



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

## Number of overnight stays by type of municipality

Type of municipality	September	October	November	Total
Health (spa)	246.603	245.304	217.495	<b>709.402</b>
Mountain	466.501	206.802	79.286	<b>752.589</b>
Seaside	315.608	211.991	105.754	<b>633.353</b>
Ljubljana	220.029	163.755	117.548	<b>501.332</b>
Urban	91.356	81.418	65.594	<b>238.368</b>
Other	136.785	95.559	60.111	<b>292.455</b>



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

## Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	<b>501.332</b>
Piran/Pirano	<b>387.769</b>
Bled	<b>206.394</b>
Moravske Toplice	137.208
Kranjska Gora	132.004
Brežice	125.048
Bohinj	121.910
Maribor	109.633
Izola/Isola	108.571
Podčetrtek	92.593

## Overnight stays by country

Country	Number of overnight stays	Share
Domestic	<b>1.012.218</b>	<b>32,4 %</b>
Germany	<b>395.713</b>	<b>12,7 %</b>
Austria	<b>243.835</b>	<b>7,8 %</b>
Italy	<b>191.727</b>	<b>6,1 %</b>
Croatia	112.770	3,6 %
Serbia	89.072	2,8 %
Czech Republic	83.079	2,7 %
USA	83.048	2,7 %
Hungary	71.247	2,3 %
UK	70.304	2,2 %
Other countries	774.486	24,8 %



# WINTER



2021	325.711	Growth +125,1 %
2022	733.285	

Arrivals December – February

2021	917.259	Growth +117,2 %
2022	1.992.512	

Overnight stays December – February

## Expenditure of domestic and foreign tourists

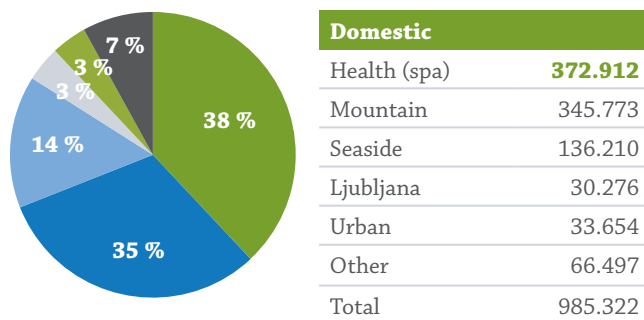
Domestic	102 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 1st quarter (January – March) 2022\*

Foreign	172 EUR/day
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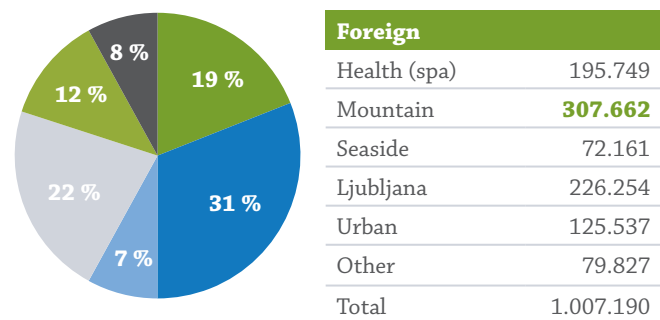
Data from the Survey on Foreign Tourists, December 2021 – January 2022\*

## Overnight stays of domestic tourists



● Health (spa) ● Mountain ● Seaside

## Overnight stays of foreign tourists



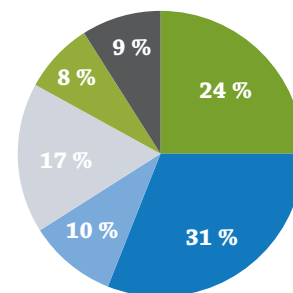
● Ljubljana ● Urban ● Other

Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
More information in the [interactive report](#).



## Tourist arrivals by type of municipality

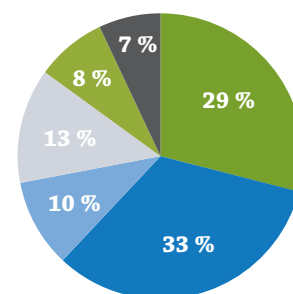
Type of municipality	December	January	February	Total
Health (spa)	43.312	64.359	71.850	<b>179.521</b>
Mountain	71.096	87.049	70.269	<b>228.414</b>
Seaside	15.919	31.154	29.133	<b>76.206</b>
Ljubljana	22.720	27.340	71.766	<b>121.826</b>
Urban	16.080	18.758	26.151	<b>60.989</b>
Other	17.459	20.275	28.595	<b>66.329</b>



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

## Number of overnight stays by type of municipality

Type of municipality	December	January	February	Total
Health (spa)	150.337	196.472	221.852	<b>568.661</b>
Mountain	224.346	260.730	168.359	<b>653.435</b>
Seaside	45.757	82.195	80.419	<b>208.371</b>
Ljubljana	54.717	62.273	139.540	<b>256.530</b>
Urban	47.183	47.820	64.188	<b>159.191</b>
Other	42.245	47.392	56.687	<b>146.324</b>



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

## Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	<b>256.530</b>
Kranjska Gora	<b>247.753</b>
Piran/Pirano	<b>138.754</b>
Bohinj	117.374
Zreče	95.640
Brežice	92.780
Podčetrtek	80.953
Moravske Toplice	80.829
Maribor	77.654
Bled	76.011

## Overnight stays by country

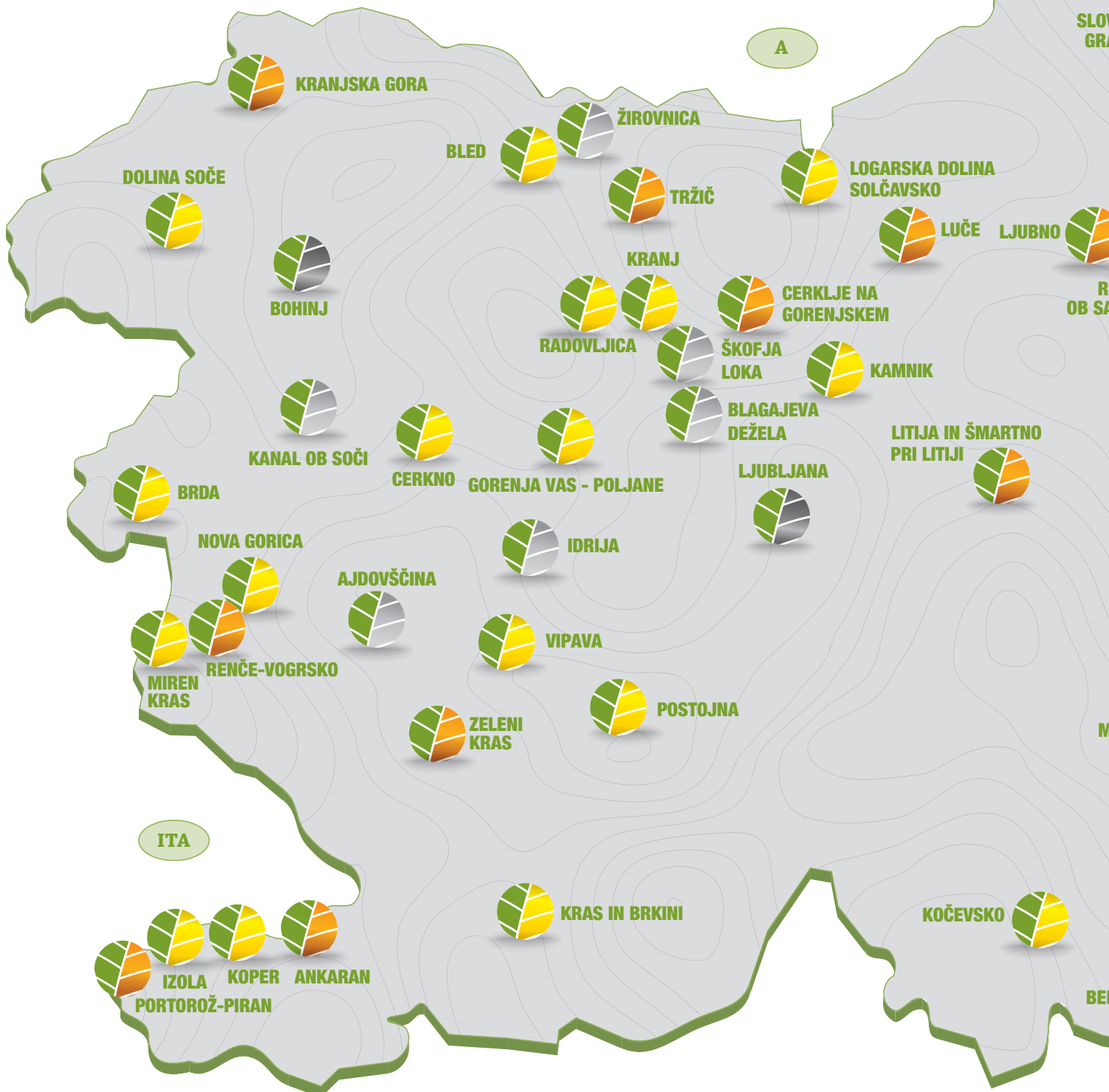
Country	Number of overnight stays	Share
Domestic	<b>985.322</b>	<b>49,5 %</b>
Croatia	<b>185.588</b>	<b>9,3 %</b>
Italy	<b>165.560</b>	<b>8,3 %</b>
Austria	<b>92.865</b>	<b>4,7 %</b>
Serbia	71.467	3,6 %
Hungary	65.724	3,3 %
Germany	50.513	2,5 %
Bosnia and Herzegovina	38.298	1,9 %
Russian Federation	34.186	1,7 %
Czech Republic	22.163	1,1 %
Other countries	280.826	14,1 %

## 62 DESTINATIONS

### 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
- promotes these endeavours through the SLOVENIA GREEN brand





## Destinacije



Bohinj, Ljubljana, Čatež in Brežice, Laško, Kranj



Bled, Cerklje na Gorenjskem, Kranjska Gora, Litija, Šmartno pri Litiji, Ljubno, Ljutomer, Luče, Maribor, Murska Sobota, Nova Gorica, Podčetrtek, Portorož-Piran, Postojna, Radovljica, Rogaška Slatina, Rogla - Pohorje, Sevnica, Vipava, Velenje



Ajdovščina, Count Blagaj's land, Celje, Kanal ob Soči, Kostanjevica na Krki, Lenart, Radlje ob Dravi, Sveta Ana, Šentjur, Škofja Loka, Žalec, Žirovnica



Ankaran, Bela krajina, Cerklje na Gorenjskem, Kranjska Gora, Litija in Šmartno pri Litiji, Ljubno, Ljutomer, Luče, Maribor, Murska Sobota, Novo mesto, Ptuj, Razkriški kot, Rečica ob Savinji, Renče-Vogrsko, Slovenj Gradec, Šmarje pri Jelšah, Tržič, Zeleni kras

## Visitor frequency on the official Slovenian tourism portal



6.095.539

Number of users



14.017.453

Number of page views



77 %

Share of views via mobile devices



41  
59

Number of new and renovated contents on the tourist sites



310  
50

Number of new photographs in the media library

## Total number of posts



960.000

Total number of posts



7.462

Total number of interactions



3.709.314

Total number of followers



585.516

Number of followers on Facebook



253.254

Number of followers on Instagram

## Publications



21

Number of printed thematic publications



3

Number of interactive digital publications



19

Number of language versions of the tourist map of Slovenia



more than  
150

Number of tourist distribution points throughout Slovenia



260.000

Number of distributed publications





## Social Media

### STB 2022

960.000 followers



Facebook



Twitter



Instagram



LinkedIn



Business Twitter



TikTok  
feel.slovenia & turizemjezakon



Pinterest

**more than 7.462 posts**  
on social media

**more than 34.000**  
new followers

**3.7 million interactions**  
on organic posts

**2.8 million Story impressions**

Source: Slovenian tourist board, 2023.



# EVENTS & ACTIVITIES

## Important activities

130 webinars, virtual business events and live workshops	20 fairs
10 study trips for foreign tour operators and travel agencies (TO & TA)	More than 97 study trips for 186 journalists and more than 2.166 publications in foreign media worth almost 5 million euros and reaching over 7 billion people
journalists from 16 countries	52 press releases for foreign media 26 newsletters News from Slovenia



**58.708**

Number of visitors on a website



**134.409**

Number of page visits



### Innovation

1 award for innovation Sejalec, 2 finalists  
26 5\* experiences (12 new, 5 recertified)

### Michelin

9 x 1 star, 1 x 2 star, 6 x Green star  
41 Michelin Recommended  
7 BIB Gourmand

## AWARDS IN 2022



**The Golden City Gate**  
*ITB Berlin, Germany*  
1x diamond award,  
3x gold award  
4x silver award



**Food Film Menu**  
**IGCAT**  
Taste Slovenia winner  
in foodie website



**Websi - digitalni presežki Slovenije**  
*Slovenia*  
2nd place for Feel Sloveni@ On-line trainings



**National Geographic**  
**»Best of the world 2023«**  
Slovenia among 25 inspiring countries to visit in 2023 in »nature category«



**Conventa Best Event Awards**  
*Slovenija*  
zmagovalec





I FEEL  
SLOVENIA

# ENJOYING THE FLAVOURS OF SLOVENIA. MY WAY.

#ifeelsLOVEnia  
#myway





## TOP MARKETS

### SLOVENIA 35,3% OVERNIGHTS, -14,7 % DECLINE



1.932.506

Arrivals



5.506.772

Overnight stays



2,8

Average length of stay (nights)



104

Expenditure (EUR/day)

### Top three personas



**BEAUTY &  
INDULGENCE  
LOVERS**

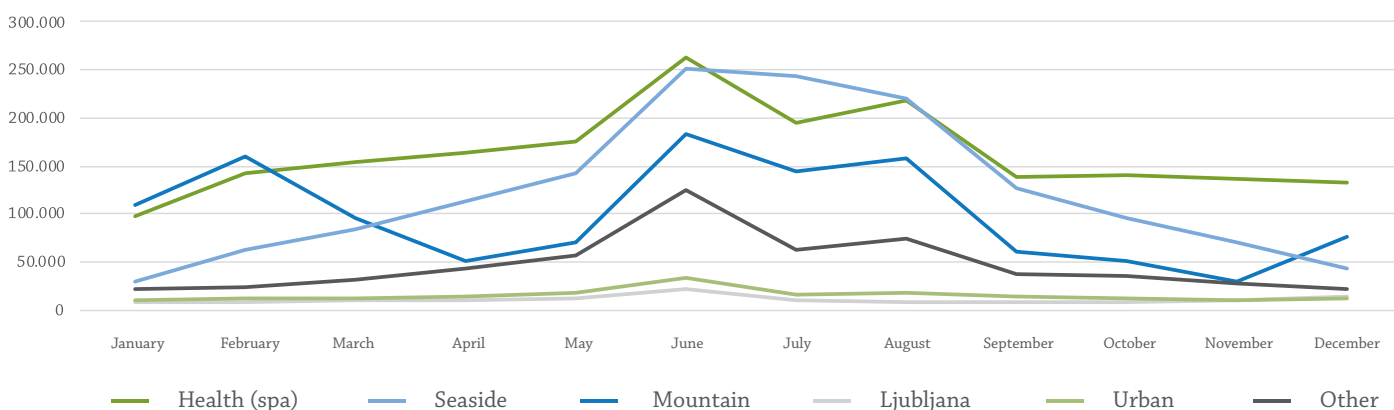


**FOREVER  
YOUNG**

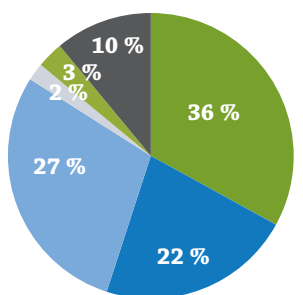


**GREEN  
EXPLORERS**

### Number of overnight stays by type of municipality and month 2022

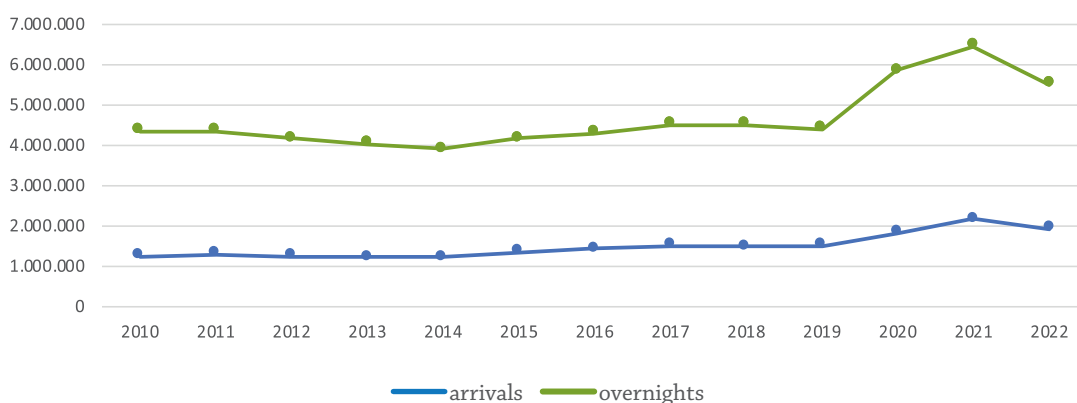


### Overnight stays by type of municipality 2022



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

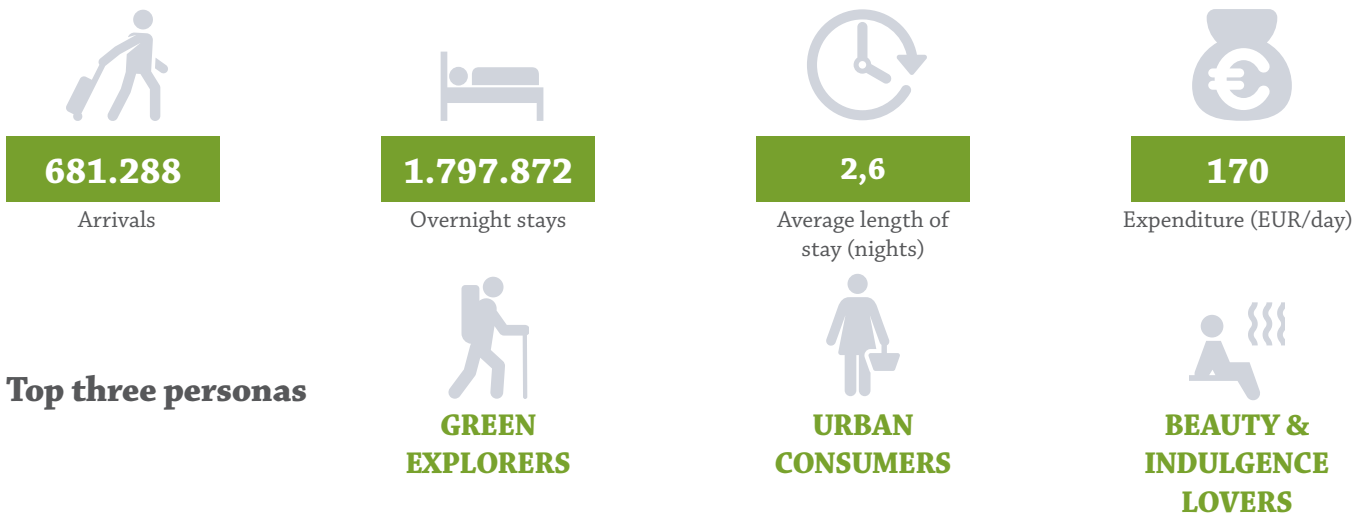
### Trend of arrivals and overnight stays of tourists 2010-2022



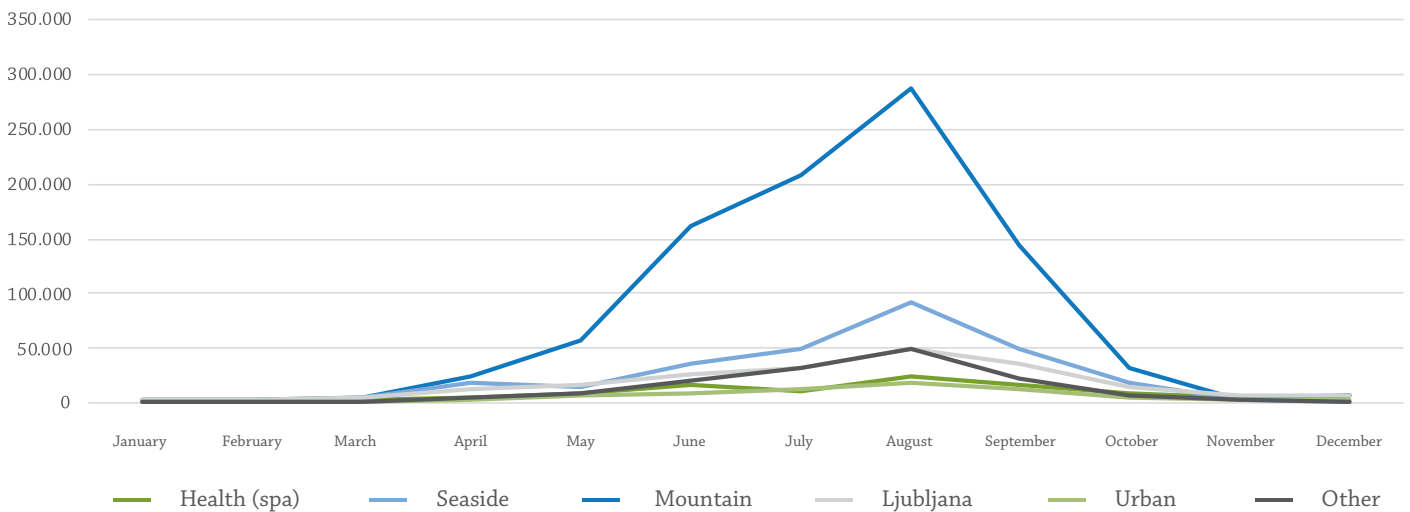
Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
 More information in the [interactive report](#).



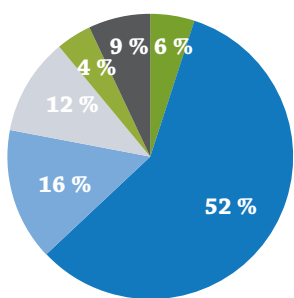
**GERMANY 11,5 % OVERNIGHTS, +67,9 % GROWTH**



**Number of overnight stays by type of municipality and month 2022**

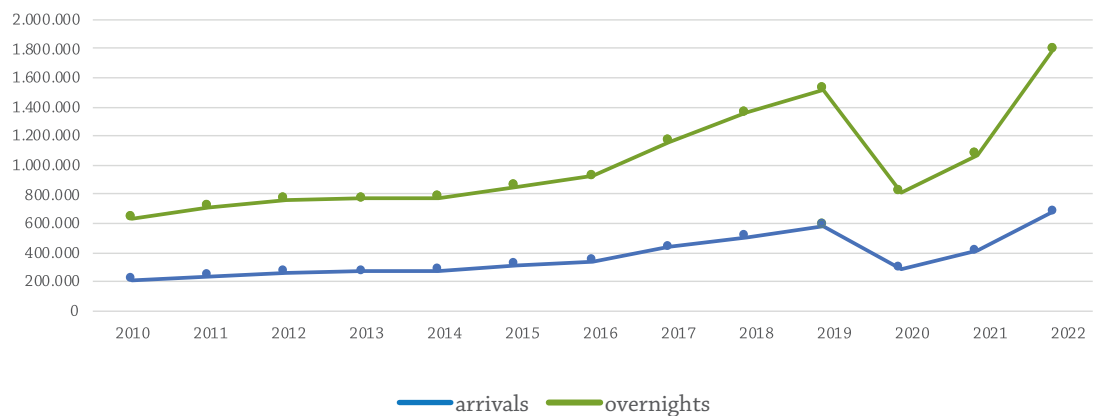


**Overnight stays by type of municipality 2022**



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

**Trend of arrivals and overnight stays of tourists 2010-2022**



Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR). More information in the [interactive report](#).

## TOP MARKETS

### AUSTRIA 5,7 % OVERNIGHTS, +104,2 % GROWTH



362.566

Arrivals



885.285

Overnight stays



2,4

Average length of stay (nights)



196

Expenditure (EUR/day)

### Top three personas



**BEAUTY &  
INDULGENCE  
LOVERS**

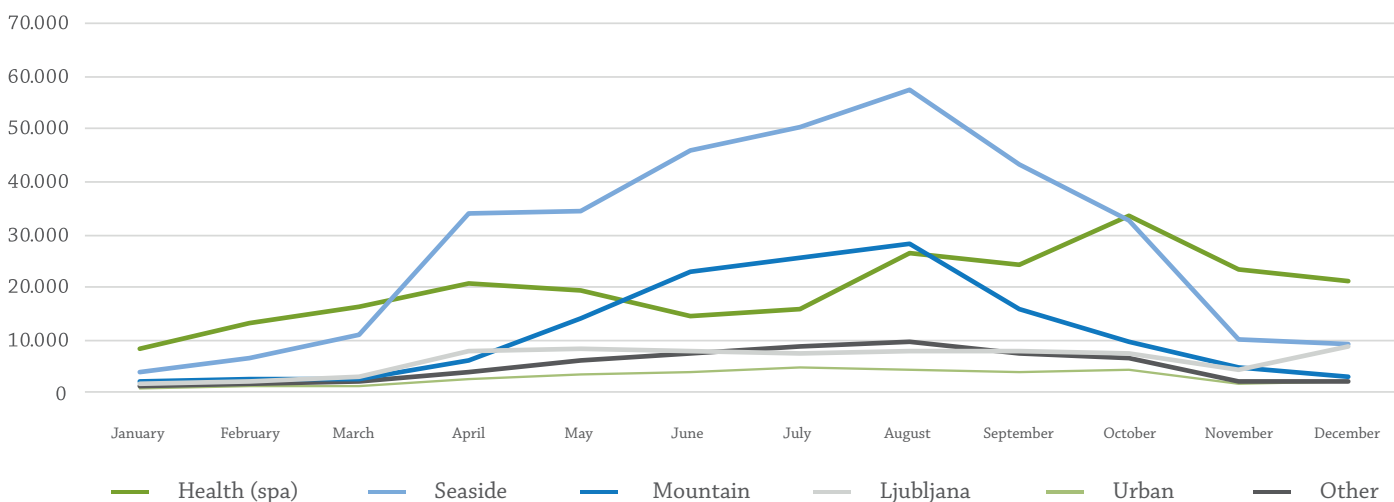


**URBAN  
CONSUMERS**

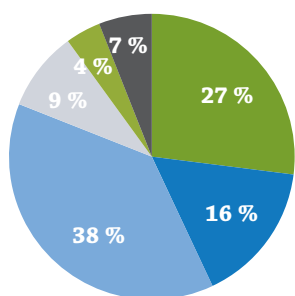


**GREEN  
EXPLORERS**

### Number of overnight stays by type of municipality and month 2022

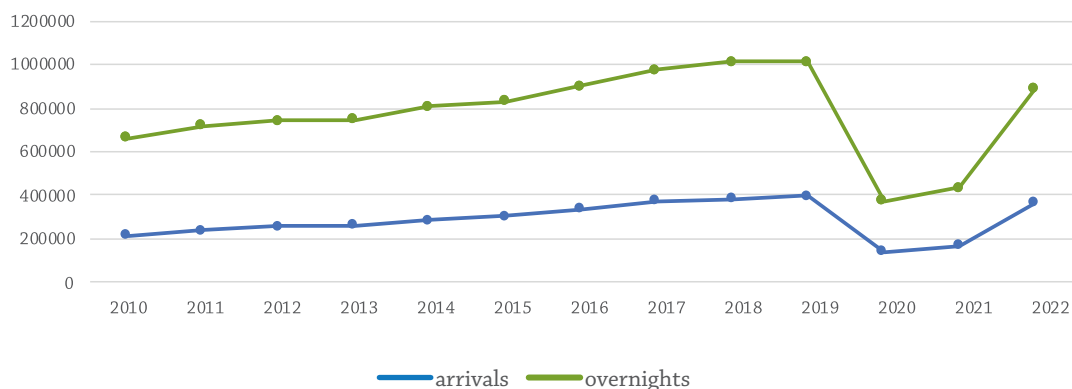


### Overnight stays by type of municipality 2022



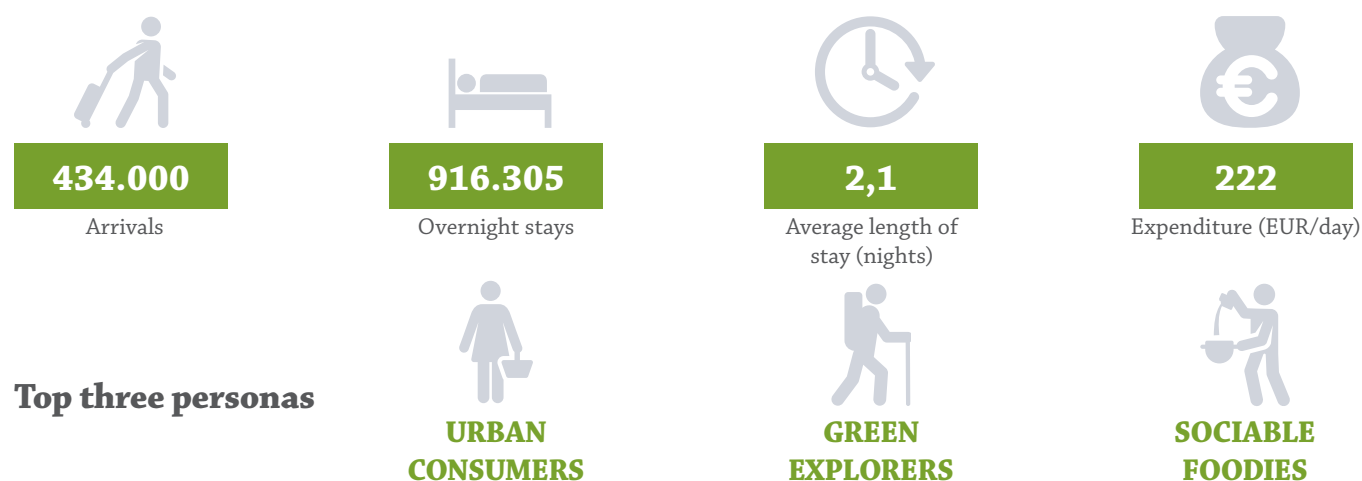
● Health (spa) ● Ljubljana  
● Mountain ● Urban  
● Seaside ● Other

### Trend of arrivals and overnight stays of tourists 2010-2022

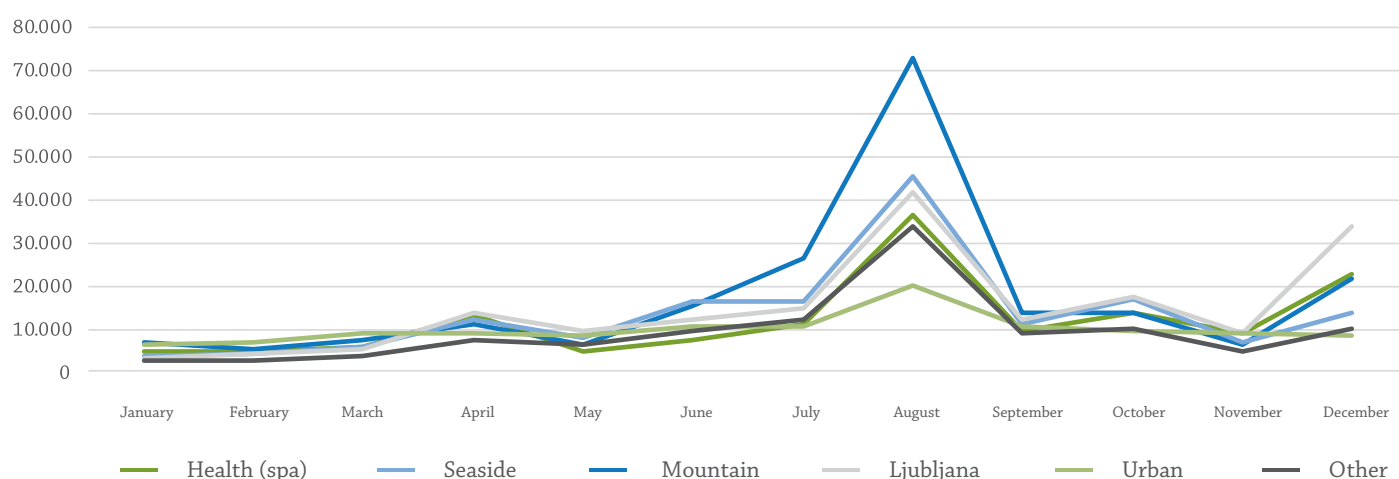


Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
 More information in the [interactive report](#).

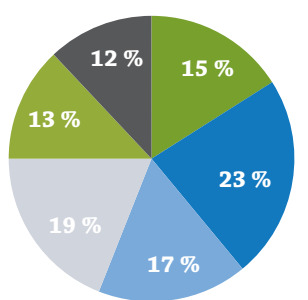
**ITALY 5,9 % OVERNIGHTS, +159,2 % GROWTH**



**Number of overnight stays by type of municipality and month 2022**

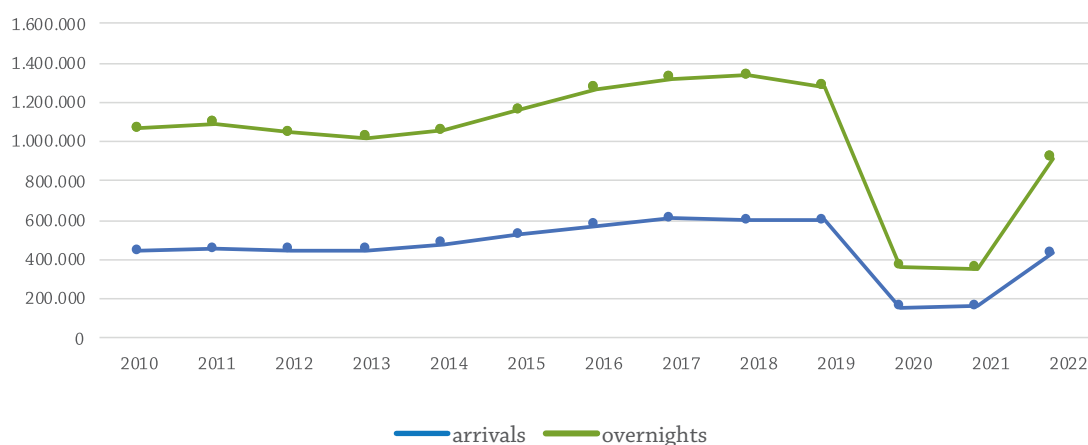


**Overnight stays by type of municipality 2022**



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

**Trend of arrivals and overnight stays of tourists 2010-2022**



Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR). More information in the [interactive report](#).

## TOP MARKETS

### CZECH REPUBLIC 3,7 % OVERNIGHTS, +71,9 % GROWTH



208.096

Arrivals



569.146

Overnight stays



2,7

Average length of stay (nights)



177

Expenditure (EUR/day)

### Top three personas



**BEAUTY &  
INDULGENCE  
LOVERS**

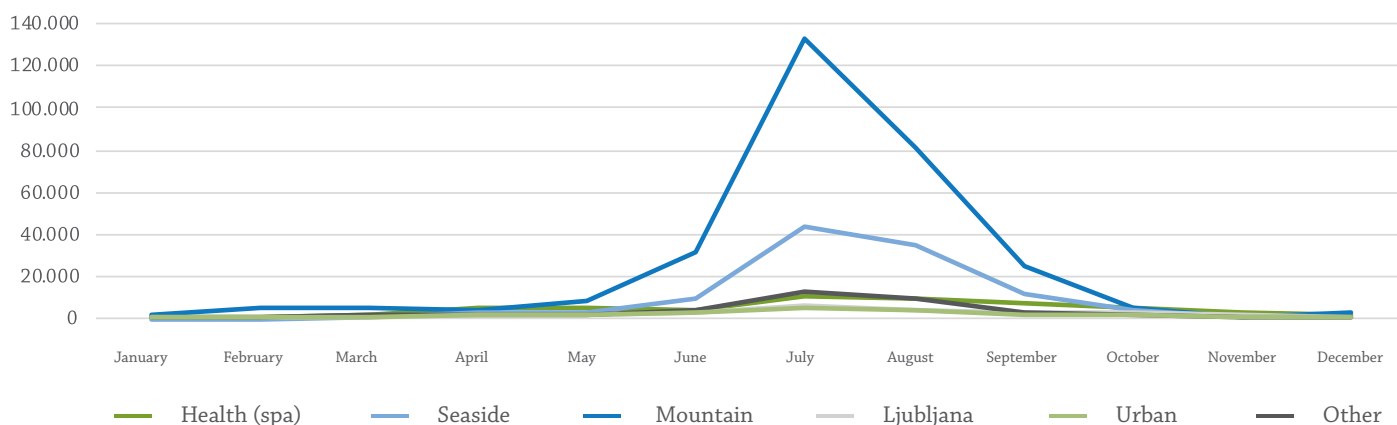


**GREEN  
EXPLORERS**

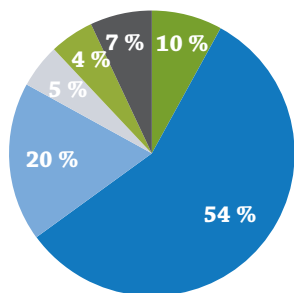


**FOREVER  
YOUNG**

### Number of overnight stays by type of municipality and month 2022

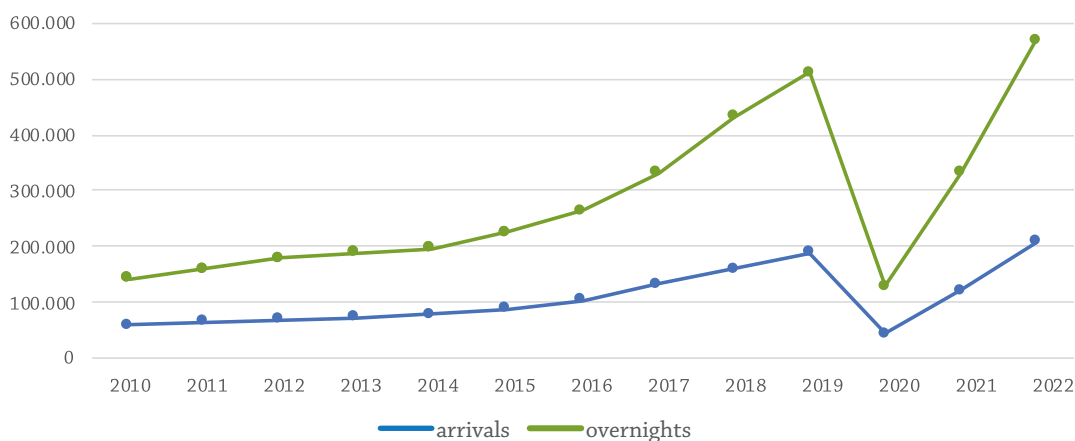


### Overnight stays by type of municipality 2022



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

### Trend of arrivals and overnight stays of tourists 2010-2022

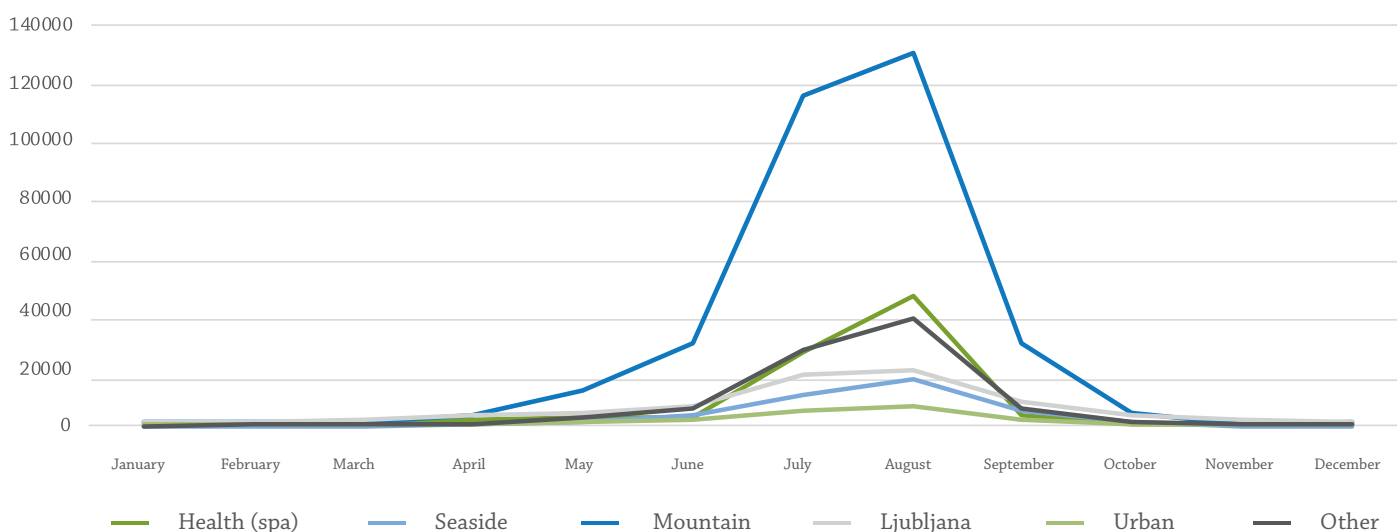


Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR).  
 More information in the [interactive report](#).

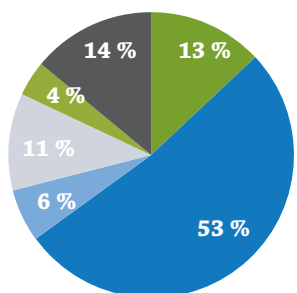
**NETHERLANDS 4 % OVERNIGHTS, +98,8 % GROWTH**



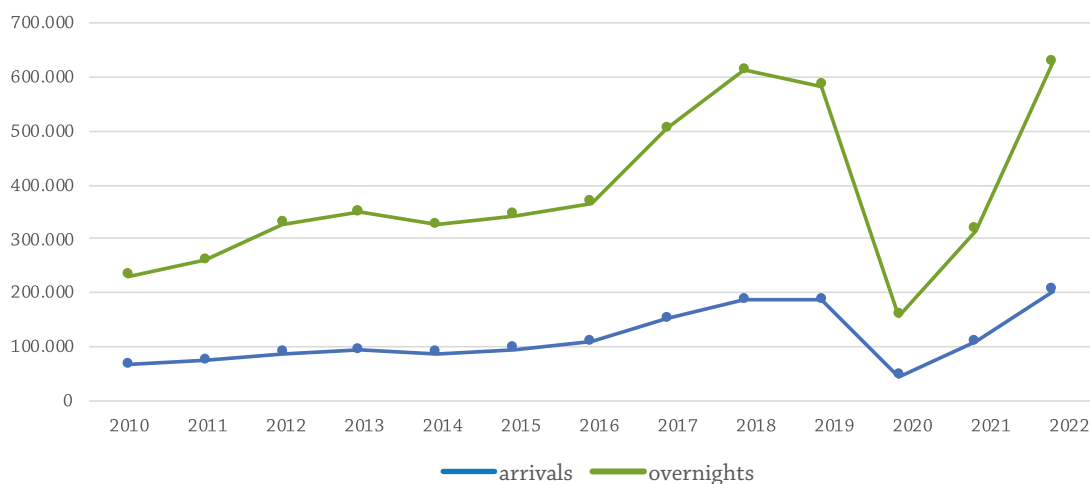
**Number of overnight stays by type of municipality and month 2022**



**Overnight stays by type of municipality 2022**



**Trend of arrivals and overnight stays of tourists 2010-2022**



Source: SORS, 2023. \*Data only for tourists staying in hotels and similar establishments (EUR). More information in the [interactive report](#).



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## 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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## Abbreviation

**SORS** Statistical Office of the Republic of Slovenia  
**UNWTO** UN World Tourism Organization

**STB** Slovenian Tourist Board  
**PDB** Average length of stay (nights)





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