

I FEEL
SLOVENIA

ANNUAL PUBLICATION

TOURISM IN NUMBERS 2023

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TOURISM IN NUMBERS

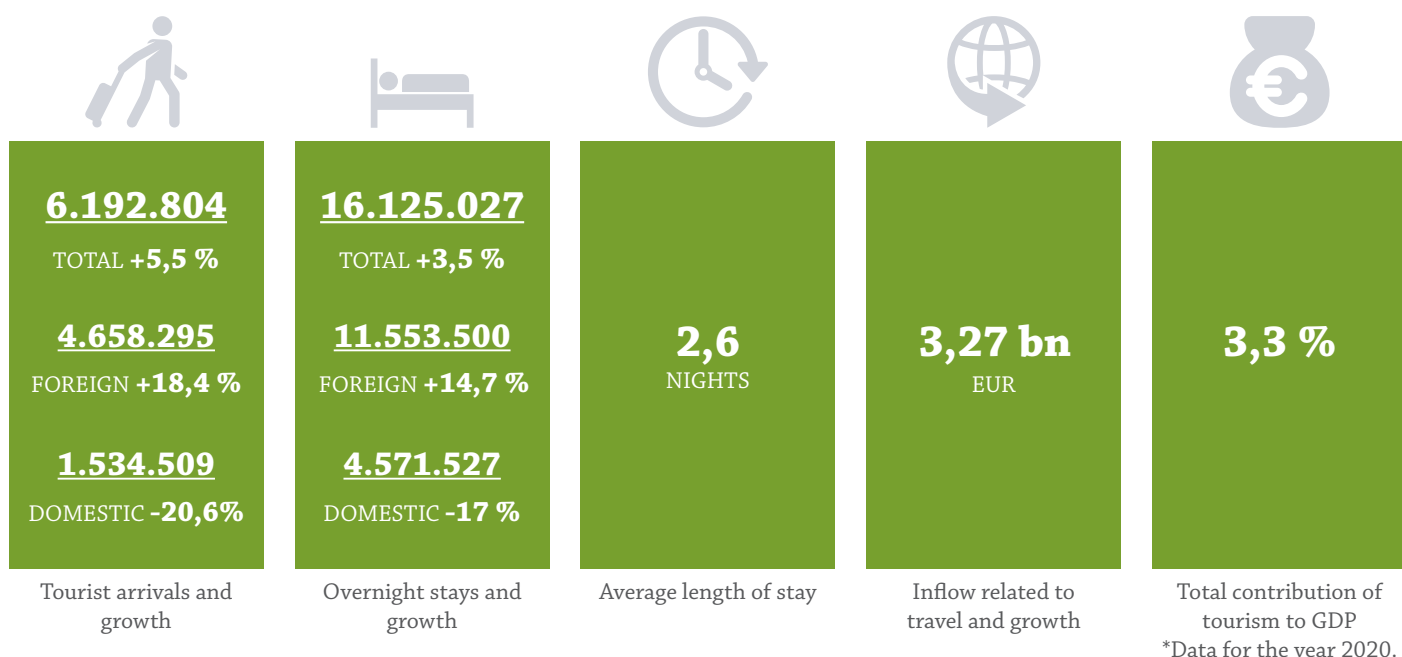
is an annual publication issued by the Slovenian Tourist Board. It includes statistical data and analyses that provide an overview of Slovenian tourism for the past year. The main source of information for this publication is statistical data gathered and published by the Statistical Office of the Republic of Slovenia.

We recorded just over 16.1 million overnight stays, which is 4% more than in 2022 and 2% more than in the most successful tourism year to date, 2019. In 2023, we recorded 6.2 million tourist arrivals at accommodation establishments, representing a 6% increase compared to the previous year.

The publication offers a general overview of the tourism year in Slovenia, providing a broad picture by season and macro-destination.

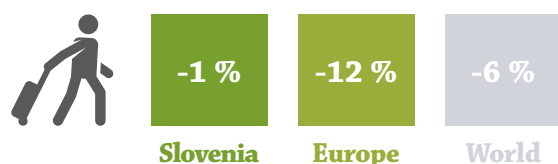
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Decline of international tourist arrivals

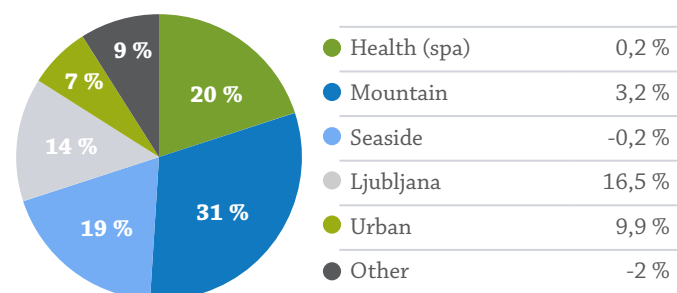
*in comparison to 2019



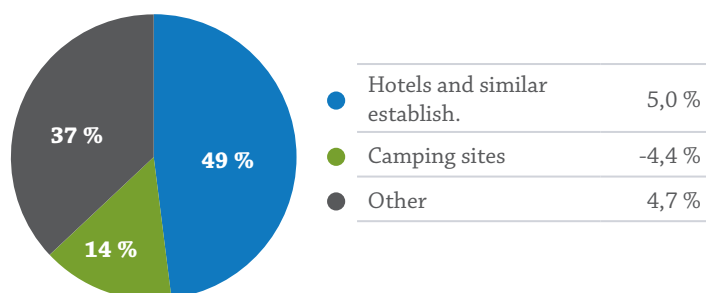
Number and share of employees in tourism sector



Municipality types by overnight stays and growth rates 2023/2022



Overnight stays by type of accommodation facility and growth rates 2023/2022



Municipalities with the highest number of overnight stays

1	Ljubljana	2.299.336
2	Piran/Pirano	1.818.936
3	Bled	1.082.546

Countries with the highest number of overnight stays and growth rates 2023/2022

Germany	1.894.039	5,35 %
Italy	1.079.587	17,82 %
Austria	977.901	10,46 %
Netherlands	659.039	15,79 %
Czech Republic	640.821	2,07 %
Top foreign markets total	5.251.387	

SLOVENIA AT A GLANCE 2023

Basic data on Slovenia

Source: Government of the Republic of Slovenia, 2024; eKataster jam, 2024; ARSO, 2024; SORS, 2024.

Surface area	20.273 km ²
Length of coastline	46,6 km
Population and average age	2.123.949 average age = 44,2 years
Population density (people per km ²)	104,8 people per km ²
Capital	Ljubljana
Number of settlements	6.035
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	15.479 caves , 24.120 m = Postojna cave
Largest natural lake	Lake Cerknica (intermittent), 26 km ²
Number of protected areas and their surface area	1 national park, 4 regional parks, 34 landscape parks, 1 strict natural reserve, 66 natural reserves and 1.200 natural monuments; protected areas of nature include 13 % of the surface area of the country
Lenght of watercourses, longest river	41.071 km of watercourses; Sava (221 km)
Average monthly gross salary	2.220,95 EUR
GDP and GDP/per capita	63.090 million EUR; 29.753 EUR GDP/per capita
International airports, length of railway network	3 international airports, 12 sports airports, 2.169 km = length of railway network
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, Lipizzaner horse breeding tradition, Beekeeping, Midwifery
European Destinations of Excellence in Slovenia	Soča Valley, Solčava region, Kolpa, Idrija, Laško, Brda, Koper, Podčetrtek, Kranj

Top ten municipalities by population

Ljubljana	297.432
Maribor	113.245
Kranj	57.081
Koper/Capodistria	53.915
Celje	49.104
Novo mesto	38.189
Domžale	37.697
Velenje	33.675
Nova Gorica	32.013
Kamnik	30.093

Global image of Slovenia

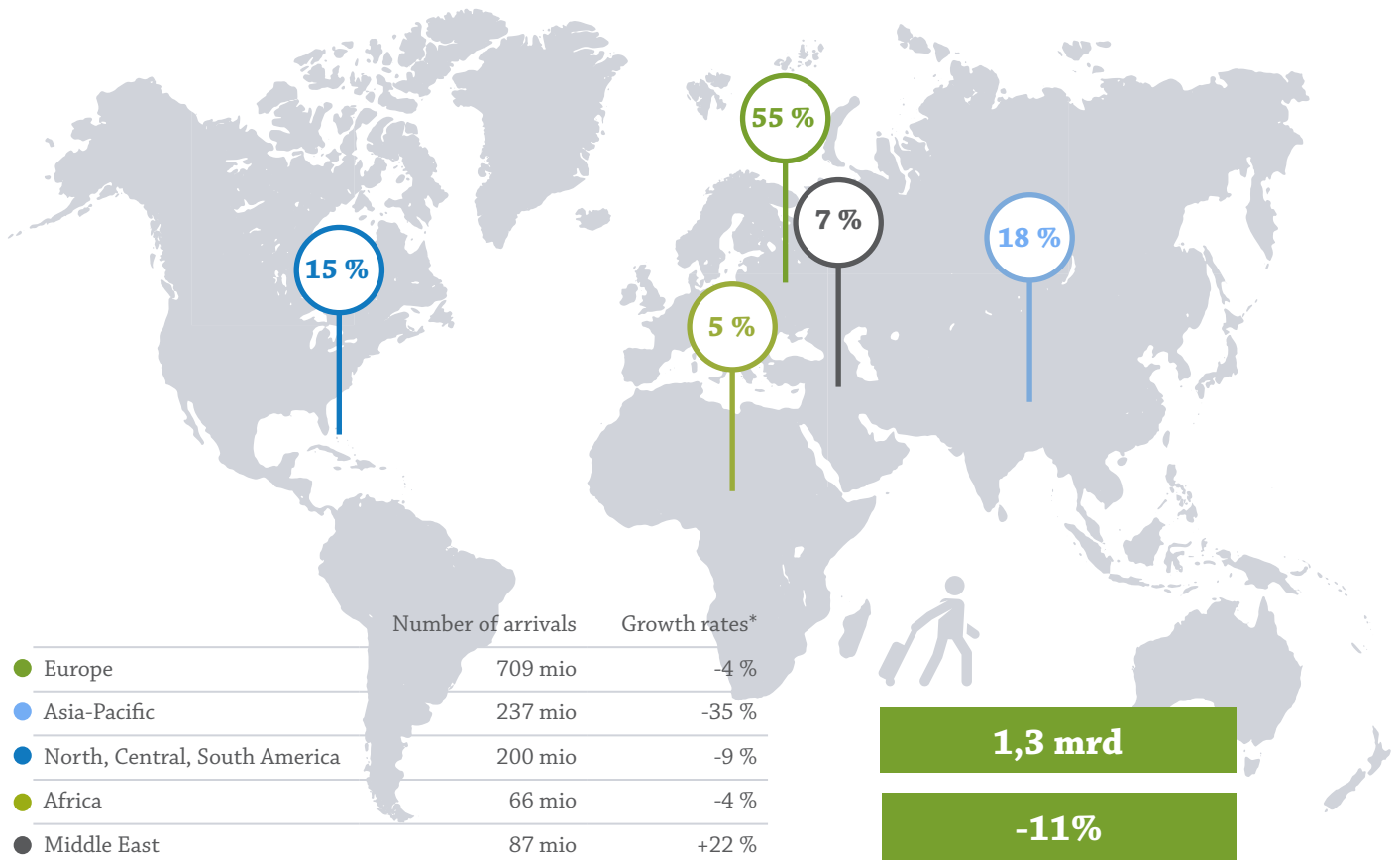
Travel & Tourism Development Index: **rank 42/119 countries**

Global Peace Index: **ranked as 9th safest country in the world/163 countries**

Global Terrorism Index: **89th place (sharing last place - no impact of terrorism)**

Source: The Travel & Tourism Development Report 2024; Global Peace Index 2024; Global Terrorism Index 2024.

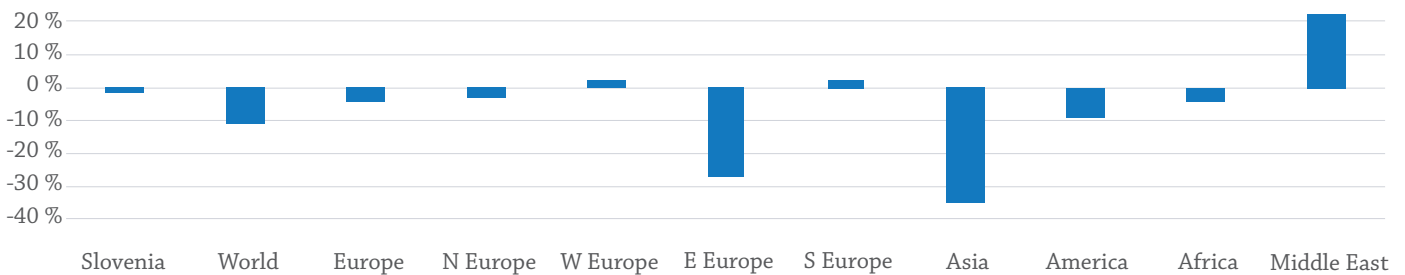
Arrivals of international tourists in global regions



*Comparison of international arrival growth rates 2023/2019

International tourist arrivals and growth rate 2023/2019

Decline in arrivals of international tourists 2023/2019

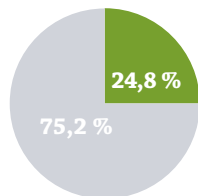


Source: UN Tourism: Global tourism dashboard, 2024.



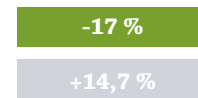
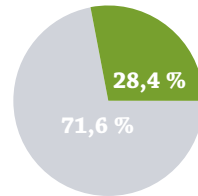
Tourist arrivals

Share and growth rate of tourist arrivals 2023/2022



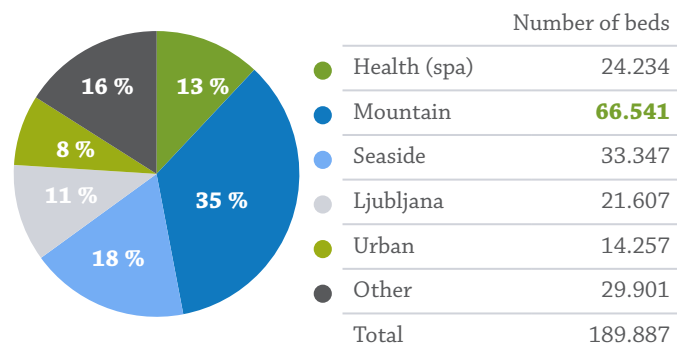
Overnight stays

Share and growth rate of overnight stays 2023/2022

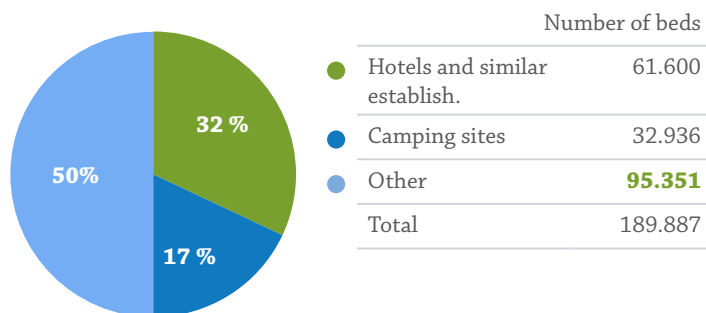


● Domestic
● Foreign

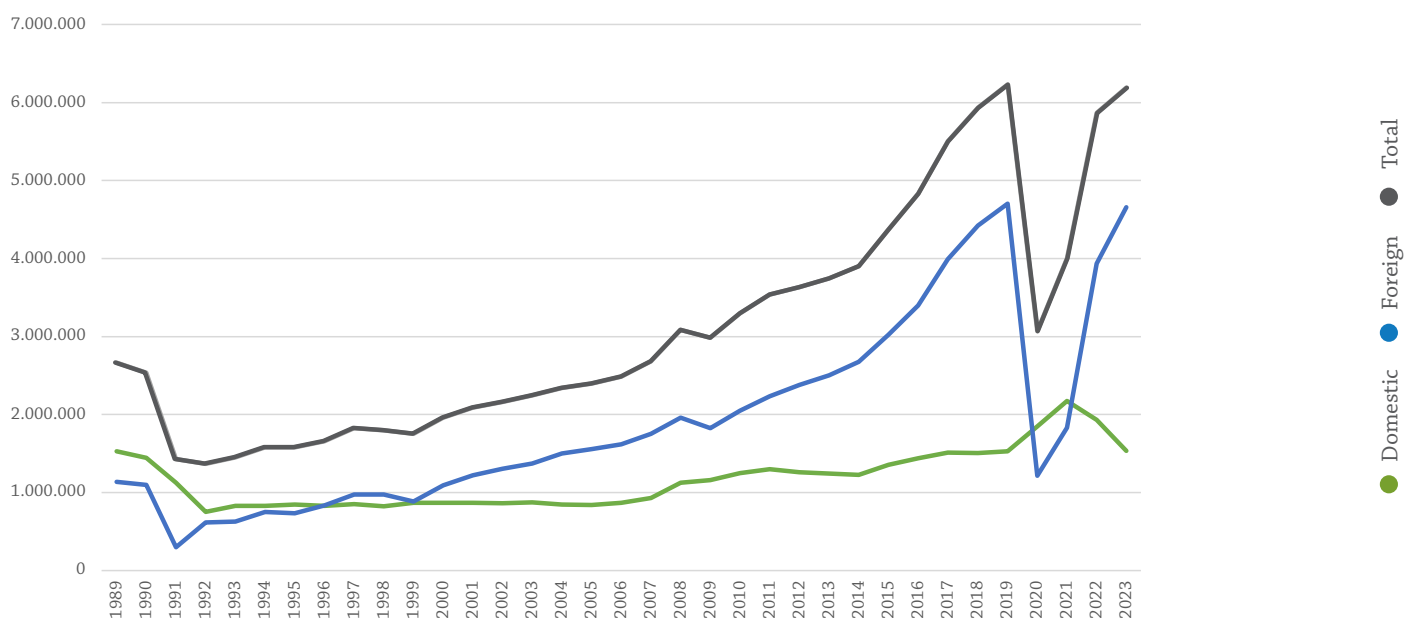
Share of beds by type of municipality



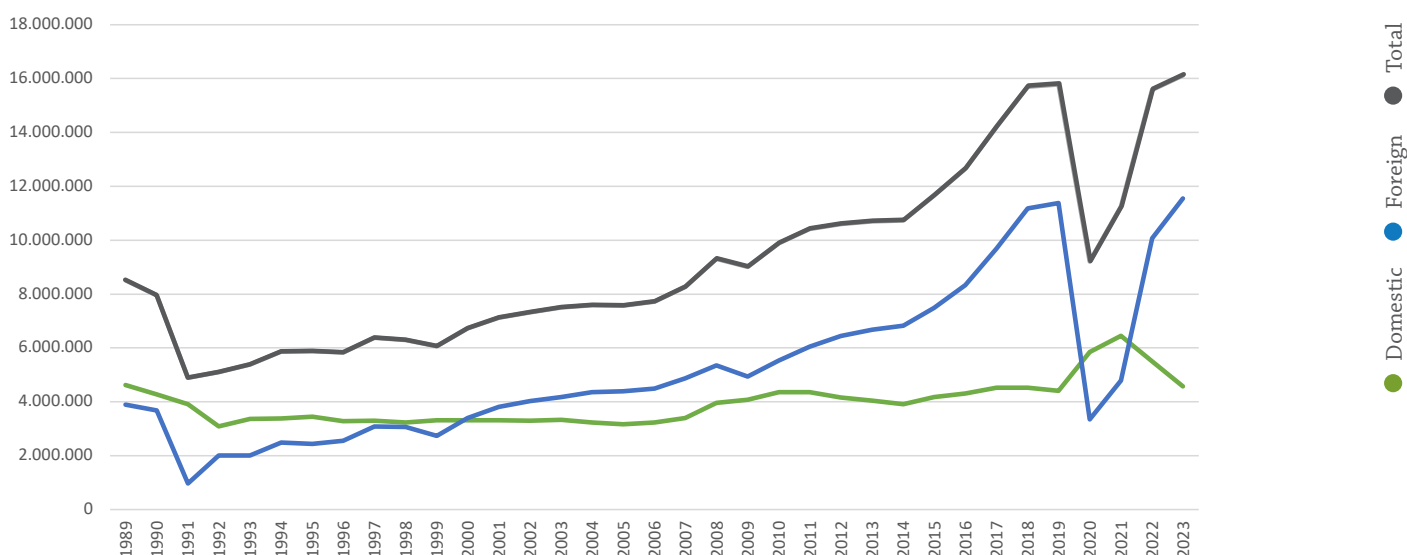
Share of beds by type of accommodation facilities



Arrivals of tourists in total 1989 - 2023



Overnight stays of tourists in total 1989 - 2023



TOURISM IN SLOVENIA

Expenditure of domestic and foreign tourists

Domestic

118 EUR/day

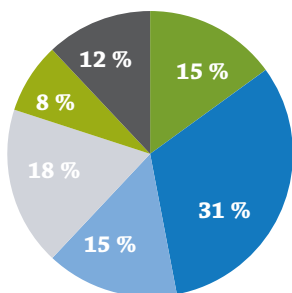
Foreign

187 EUR/day

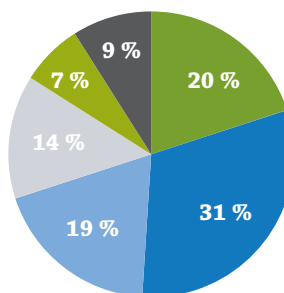
Data from the Survey on Tourism Travels of Domestic Population, 2023*

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

Arrivals and overnight stays by type of municipality

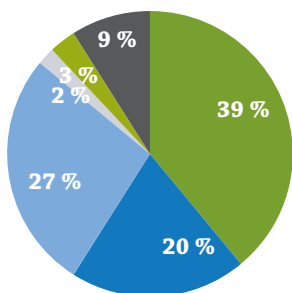


Number of arrivals	
Health (spa)	929.302
Mountain	1.937.854
Seaside	954.327
Ljubljana	1.113.510
Urban	497.589
Other	760.222
Total	6.192.804

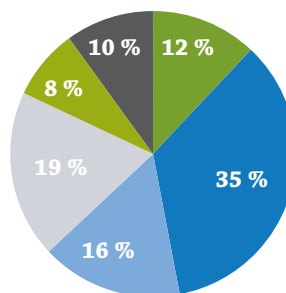


Number of overnight stays	
Health (spa)	3.166.847
Mountain	5.010.227
Seaside	3.074.899
Ljubljana	2.299.336
Urban	1.064.012
Other	1.509.706
Total	16.125.027

Overnight stays of domestic and foreign tourists by type of municipality



Domestic	
Health (spa)	1.764.143
Mountain	910.674
Seaside	1.235.237
Ljubljana	107.274
Urban	148.605
Other	405.594
Total	4.571.527



Foreign	
Health (spa)	1.402.704
Mountain	4.099.553
Seaside	1.839.662
Ljubljana	2.192.062
Urban	915.407
Other	1.104.112
Total	11.553.500

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



Highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	2.299.336
Piran/Pirano	1.818.936
Bled	1.082.546
Kranjska Gora	961.144
Bohinj	823.190
Brežice	646.625
Bovec	557.872
Izola/Isola	556.636
Maribor	531.614
Moravske Toplice	529.544



Overnight stays by country

Country	Number of overnight stays	Share
Domestic	4.571.527	28,4 %
Germany	1.894.039	11,7 %
Italy	1.079.587	6,7 %
Austria	977.901	6,1 %
Czech Republic	659.039	4,1 %
Netherlands	640.821	4,0 %
Croatia	621.546	3,9 %
Hungary	566.217	3,5 %
France	477.162	3,0 %
Poland	411.003	2,5 %
Other countries	4.226.185	26,2 %

Source: SORS, 2024. *Data only for tourists staying in hotels and similar establishments (EUR).
More information in the [interactive report](#).

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Arrivals and overnights of foreign tourists by country 2023	Tourist arrivals 2023	Share among foreign (%)	Index 2023/2022	Overnight stays 2023	Share among foreign (%)	Index 2023/2022
from Austria	399.364	8,57 %	110,15	977.901	8,46 %	110,46
from Belgium	126.071	2,71 %	106,03	350.540	3,03 %	104,60
from Bulgaria	36.565	0,78 %	148,46	63.093	0,55 %	130,86
from Bosnia and Herzegovina	67.581	1,45 %	108,15	168.313	1,46 %	98,47
from Cyprus	2.365	0,05 %	129,31	7.230	0,06 %	139,74
from Czech Republic	233.068	5,00 %	112,00	659.039	5,70 %	115,79
from Montenegro	12.826	0,28 %	119,44	34.838	0,30 %	112,69
from Denmark	29.161	0,63 %	113,89	84.768	0,73 %	114,07
from Estonia	5.838	0,13 %	125,17	15.494	0,13 %	126,58
from Finland	22.084	0,47 %	191,25	61.943	0,54 %	200,42
from France	203.173	4,36 %	127,23	477.162	4,13 %	128,34
from Greece	15.156	0,33 %	121,35	39.529	0,34 %	79,99
from Croatia	285.500	6,13 %	133,52	621.546	5,38 %	126,84
from Ireland	23.628	0,51 %	125,43	61.865	0,54 %	124,52
from Iceland	2.431	0,05 %	110,15	7.676	0,07 %	98,84
from Italy	509.409	10,94 %	117,38	1.079.587	9,34 %	117,82
from Latvia	7.030	0,15 %	108,49	16.892	0,15 %	106,53
from Lithuania	9.878	0,21 %	107,44	22.341	0,19 %	102,32
from Luxembourg	4.879	0,10 %	105,95	11.363	0,10 %	117,33
from Hungary	219.915	4,72 %	113,63	566.217	4,90 %	110,25
from Macedonia	24.450	0,52 %	117,10	71.563	0,62 %	104,59
from Malta	9.702	0,21 %	121,08	33.874	0,29 %	110,76
from Germany	700.810	15,04 %	102,87	1.894.039	16,39 %	105,35
from Netherlands	207.254	4,45 %	101,93	640.821	5,55 %	102,07
from Norway	13.451	0,29 %	116,55	35.968	0,31 %	118,77
from Poland	168.582	3,62 %	113,68	411.003	3,56 %	114,56
from Portugal	14.380	0,31 %	109,91	45.043	0,39 %	107,94
from Romania	74.063	1,59 %	130,65	140.888	1,22 %	126,33
from Russian Federation	21.265	0,46 %	82,79	65.993	0,57 %	78,63
from Slovakia	84.329	1,81 %	119,97	223.928	1,94 %	120,11
from Serbia	137.492	2,95 %	116,41	362.660	3,14 %	111,11
from Spain	85.255	1,83 %	134,77	208.198	1,80 %	133,05
from Sweden	30.278	0,65 %	110,80	68.321	0,59 %	110,66
from Switzerland	84.062	1,80 %	114,12	179.025	1,55 %	115,35
from Turkey	22.916	0,49 %	128,35	56.826	0,49 %	104,04
from Ukraine	51.442	1,10 %	90,83	151.138	1,31 %	69,88
from United Kingdom	150.430	3,23 %	133,64	383.769	3,32 %	127,25
from other European countries	26.496	0,57 %	107,41	62.947	0,54 %	102,55
from South Africa	3.361	0,07 %	112,67	7.299	0,06 %	110,42
from other African countries	8.433	0,18 %	122,02	27.712	0,24 %	115,52
from Australia	46.686	1,00 %	233,84	102.736	0,89 %	228,38
from New Zealand	8.077	0,17 %	242,63	16.121	0,14 %	222,57
from other countries of Oceania	468	0,01 %	142,25	951	0,01 %	115,55
from Israel	50.539	1,08 %	130,68	162.379	1,41 %	129,28
from Japan	9.428	0,20 %	205,00	20.862	0,18 %	154,80
from China	34.767	0,75 %	285,40	66.570	0,58 %	222,99
from Korea (Republic of)	54.816	1,18 %	381,41	66.461	0,58 %	298,26
from other Asian countries	103.090	2,21 %	199,91	233.408	2,02 %	156,70
from Brazil	12.806	0,27 %	138,97	28.828	0,25 %	133,79
from other countries of South and Middle America	21.594	0,46 %	124,49	50.241	0,43 %	119,38
from Canada	28.024	0,60 %	154,85	63.995	0,55 %	155,14
from United States	153.616	3,30 %	131,36	342.573	2,97 %	128,24



Total arrivals 2023	Total overnight stays 2023
2.299.920	5.921.142
Domestic arrivals 2023	Domestic overnight stays 2023
437.386	1.149.461
Foreign arrivals 2023	Foreign overnight stays 2023
1.862.534	4.771.681



Total arrivals 2023	Total overnight stays 2023
1.137.890	3.466.888
Domestic arrivals 2023	Domestic overnight stays 2023
531.416	1.774.268
Foreign arrivals 2023	Foreign overnight stays 2023
606.474	1.692.620



Total arrivals 2023	Total overnight stays 2023
1.372.853	3.821.671
Domestic arrivals 2023	Domestic overnight stays 2023
419.257	1.341.210
Foreign arrivals 2023	Foreign overnight stays 2023
953.596	2.480.461



Total arrivals 2023	Total overnight stays 2023
1.382.141	2.915.326
Domestic arrivals 2023	Domestic overnight stays 2023
146.450	306.588
Foreign arrivals 2023	Foreign overnight stays 2023
1.235.691	2.608.738

Source: SORS, 2024.

SPRING



Arrivals March – May

2022	1.102.560	Growth rate +11,3 %
2023	1.227.484	



Overnight stays March – May

2022	2.788.512	Growth rate +6,8 %
2023	2.977.994	

Expenditure of domestic and foreign tourists

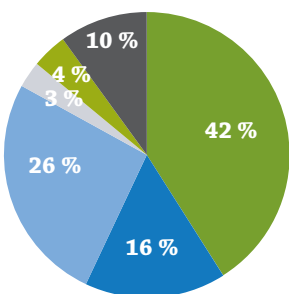
Domestic	66,2 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 2nd quarter (April – June) 2023*

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

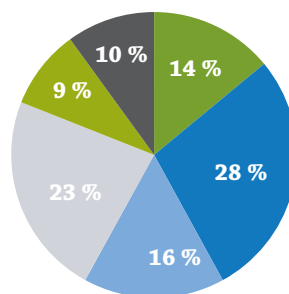
Overnight stays of domestic tourists



Domestic	
Health (spa)	392.194
Mountain	152.826
Seaside	240.515
Ljubljana	24.202
Urban	32.997
Other	91.319
Total	934.053

● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists



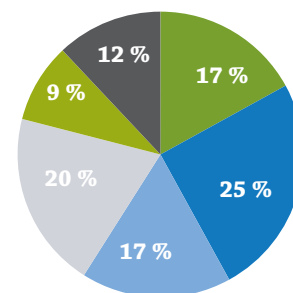
Foreign	
Health (spa)	283.924
Mountain	563.046
Seaside	331.501
Ljubljana	476.632
Urban	188.927
Other	199.911
Total	2.043.941

● Ljubljana ● Urban ● Other

Source: SORS, 2024. *Data only for tourists staying in hotels and similar establishments (EUR).

Tourist arrivals by type of municipality

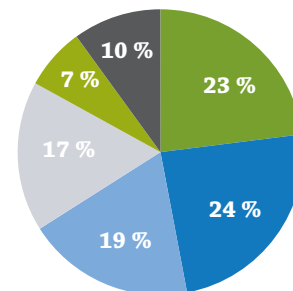
Type of municipality	March	April	May	Total
Health (spa)	64.268	76.330	64.437	205.035
Mountain	57.114	97.823	154.136	309.073
Seaside	44.115	83.759	86.527	214.401
Ljubljana	54.792	91.445	93.820	240.057
Urban	26.392	36.024	43.539	105.955
Other	30.648	54.678	67.637	152.963



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

Number of overnight stays by type of municipality

Type of municipality	March	April	May	Total
Health (spa)	212.551	238.734	224.833	676.118
Mountain	144.136	222.724	349.012	715.872
Seaside	115.767	223.853	232.396	572.016
Ljubljana	115.516	187.612	197.706	500.834
Urban	61.623	72.523	87.778	221.924
Other	65.620	101.690	123.920	291.230



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

Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	500.834
Piran/Pirano	363.425
Bled	197.813
Kranjska Gora	138.819
Moravske Toplice	123.863
Brežice	111.463
Bohinj	107.826
Maribor	106.559
Izola/Isola	103.452
Podčetrtek	88.852

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	934.053	31,4 %
Germany	313.170	10,5 %
Austria	250.071	8,4 %
Italy	223.722	7,5 %
Croatia	113.595	3,8 %
Hungary	108.173	3,6 %
Serbia	86.077	2,9 %
USA	73.004	2,5 %
Czech Republic	71.223	2,4 %
Poland	68.816	2,3 %
Other countries	736.090	24,7 %

SUMMER



Arrivals June – August

2022	2.799.846	Growth rate -2,7 %
2023	2.725.593	



Overnight stays June – August

2022	7.673.333	Growth rate -2,5 %
2023	7.479.413	

Expenditure of domestic and foreign tourists

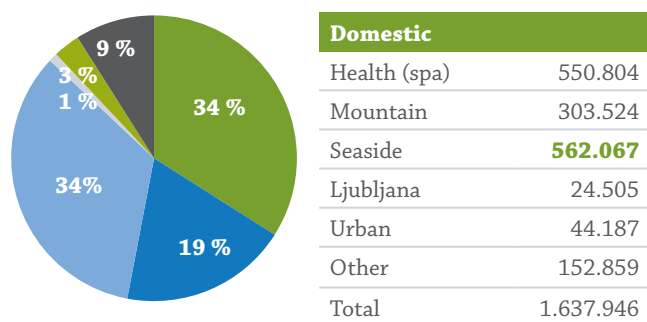
Domestic	71,9 EUR/day
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Foreign	180 EUR/day
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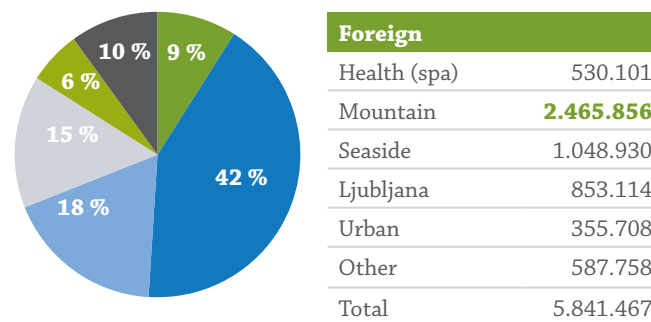
Data from the Survey on Tourism Travels of Domestic Population, 3rd quarter (July – September) 2023*

Data from the Survey on Foreign Tourists, July – August 2021*

Overnight stays of domestic tourists



Overnight stays of foreign tourists

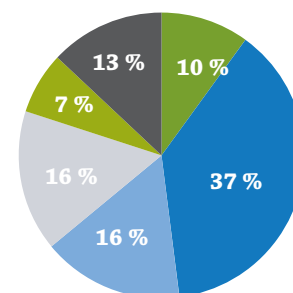


● Health (spa) ● Mountain ● Seaside ● Ljubljana ● Urban ● Other

Source: SORS, 2024. *Data only for tourists staying in hotels and similar establishments (EUR).

Tourist arrivals by type of municipality

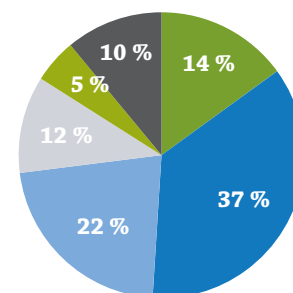
Type of municipality	June	July	August	Total
Health (spa)	79.846	101.069	103.653	284.568
Mountain	237.498	409.391	365.593	1.012.482
Seaside	115.887	160.693	161.076	437.656
Ljubljana	109.194	159.625	162.717	431.536
Urban	54.476	70.441	70.895	195.812
Other	88.574	138.067	136.898	363.539



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

Number of overnight stays by type of municipality

Type of municipality	June	July	August	Total
Health (spa)	273.323	394.539	413.043	1.080.905
Mountain	577.013	1.129.657	1.062.710	2.769.380
Seaside	362.437	609.755	638.805	1.610.997
Ljubljana	227.101	321.311	329.207	877.619
Urban	104.138	159.434	136.323	399.895
Other	164.690	289.048	286.879	740.617



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

Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Piran/Pirano	901.965
Ljubljana	877.619
Bled	552.253
Bohinj	464.814
Kranjska Gora	409.491
Bovec	383.791
Radovljica	332.708
Izola/Isola	301.291
Brežice	293.577
Koper/Capodistria	215.899

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	1.637.946	21,9 %
Germany	1.120.028	15,0 %
Netherlands	510.637	6,8 %
Czech Republic	465.606	6,2 %
Italy	416.665	5,6 %
Austria	344.468	4,6 %
France	322.471	4,3 %
Hungary	300.422	4,0 %
Belgium	276.712	3,7 %
Poland	258.840	3,5 %
Other countries	1.825.618	24,4 %

AUTUMN



Arrivals September – November

2022	1.232.447	Growth rate +9,6
2023	1.351.125	



Overnight stays September – November

2022	3.127.499	Growth rate +5,5
2023	3.299.657	

Expenditure of domestic and foreign tourists

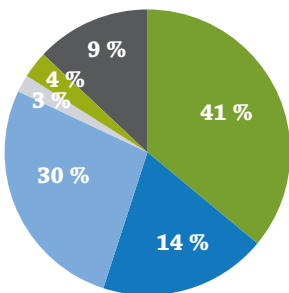
Domestic	86,5 EUR/day
----------	--------------

Data from the Survey on Tourism Travels of Domestic Population, 4th quarter (October – December) 2023*

Foreign	214 EUR/day
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Data from the Survey on Foreign Tourists, September – October 2021*

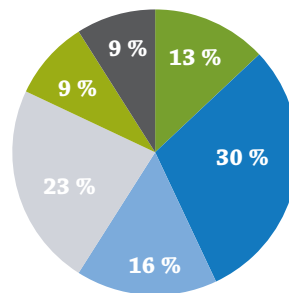
Overnight stays of domestic tourists



Domestic	
Health (spa)	421.627
Mountain	142.272
Seaside	306.635
Ljubljana	27.562
Urban	38.113
Other	98.050
Total	1.034.259

● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists



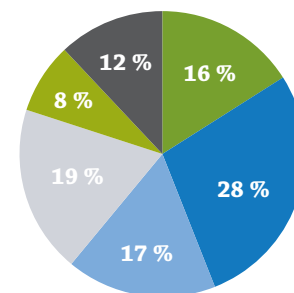
Foreign	
Health (spa)	292.045
Mountain	668.978
Seaside	359.666
Ljubljana	523.067
Urban	207.534
Other	214.108
Total	2.265.398

● Ljubljana ● Urban ● Other

Source: SORS, 2024. *Data only for tourists staying in hotels and similar establishments (EUR).

Tourist arrivals by type of municipality

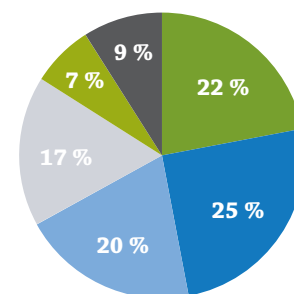
Type of municipality	September	October	November	Total
Health (spa)	71.278	78.327	68.004	217.609
Mountain	236.751	96.812	38.989	372.552
Seaside	112.019	73.010	38.173	223.202
Ljubljana	116.015	87.371	57.290	260.676
Urban	50.452	38.009	26.106	114.567
Other	81.249	49.652	31.618	162.519



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

Number of overnight stays by type of municipality

Type of municipality	September	October	November	Total
Health (spa)	245.527	249.631	218.514	713.672
Mountain	523.211	205.704	82.335	811.250
Seaside	344.722	212.739	108.840	666.301
Ljubljana	237.917	188.630	124.082	550.629
Urban	94.628	85.573	65.446	245.647
Other	148.905	101.156	62.097	312.158



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

Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	550.629
Piran/Pirano	406.288
Bled	232.257
Moravske Toplice	139.185
Kranjska Gora	131.784
Brežice	131.212
Bohinj	120.771
Maribor	115.285
Izola/Isola	114.505
Podčetrtek	95.594

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	1.034.259	31,3 %
Germany	388.735	11,8 %
Austria	252.646	7,7 %
Italy	173.690	5,3 %
Croatia	118.953	3,6 %
USA	103.259	3,1 %
Czech Republic	95.289	2,9 %
Hungary	90.132	2,7 %
Serbia	81.389	2,5 %
UK	81.041	2,5 %
Other countries	880.264	26,7 %

WINTER



Arrivals December – February

2022	733.285	Growth rate +21,2 %
2023	888.602	



Overnight stays December – February

2022	1.992.512	Growth rate +18,8 %
2023	2.367.963	

Expenditure of domestic and foreign tourists

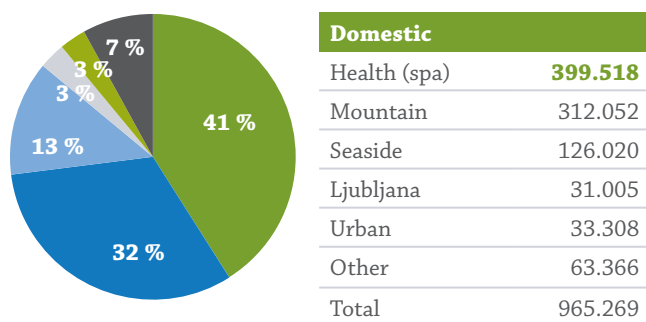
Domestic	66,6 EUR/day
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Data from the Survey on Tourism Travels of Domestic Population, 1st quarter (January – March) 2023*

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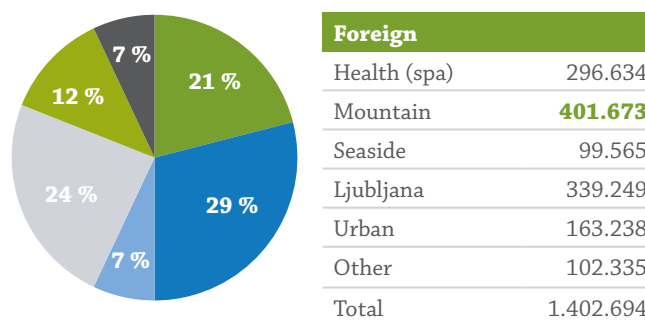
Data from the Survey on Foreign Tourists, December 2021 – January 2022*

Overnight stays of domestic tourists



● Health (spa) ● Mountain ● Seaside

Overnight stays of foreign tourists

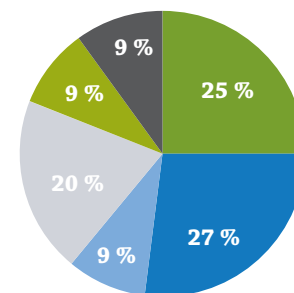


● Ljubljana ● Urban ● Other

Source: SORS, 2024. *Data only for tourists staying in hotels and similar establishments (EUR).

Tourist arrivals by type of municipality

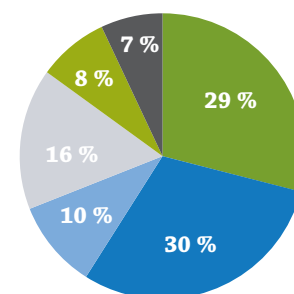
Type of municipality	December	January	February	Total
Health (spa)	70.279	76.668	75.143	222.090
Mountain	83.173	86.068	74.506	243.747
Seaside	21.237	25.482	32.349	79.068
Ljubljana	52.638	43.923	84.680	181.241
Urban	25.310	26.256	29.689	81.255
Other	24.388	23.998	32.815	81.201



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

Number of overnight stays by type of municipality

Type of municipality	December	January	February	Total
Health (spa)	228.203	239.993	227.956	696.152
Mountain	262.381	269.620	181.724	713.725
Seaside	60.933	72.970	91.682	225.585
Ljubljana	110.668	94.646	164.940	370.254
Urban	65.771	63.903	66.872	196.546
Druge občine	52.738	51.211	61.752	165.701



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

Municipalities with the highest number of overnight stays

Municipality	Number of overnight stays
Ljubljana	370.254
Kranjska Gora	273.649
Piran/Pirano	147.258
Brežice	120.814
Bohinj	119.338
Zreče	106.682
Maribor	106.185
Moravske Toplice	102.343
Bled	100.223
Podčetrtek	98.872

Overnight stays by country

Country	Number of overnight stays	Share
Domestic	965.269	40,8 %
Croatia	272.591	11,5 %
Italy	265.510	11,2 %
Austria	130.716	5,5 %
Serbia	109.721	4,6 %
Germany	72.106	3,0 %
Hungary	67.490	2,9 %
Bosnia and Herzegovina	45.636	1,9 %
Other Asian countries	28.037	1,2 %
Ukraine	28.018	1,2 %
Other countries	382.869	16,2 %

EVENTS & ACTIVITIES

Important activities

145 webinars, virtual business events and live workshops

30 study trips for foreign tour operators and travel agencies (TO & TA)

51.277 visitors on a website tasteslovenia.si

Innovation

1 award for innovation Sejalac, 2 finalists
26 5* experiences (4 new)

36 fairs

More than 134 study trips for 269 journalists and more than 3.677 publications in foreign media worth almost 5 million euros and reaching over 12 billion people

30 press releases for foreign media
25 newsletters News from Slovenia

Michelin

1 x 3 star, 1 x 2 star, 7 x1 star
7 x green star
43 Michelin Recommended
7 x BIB Gourmand

AWARDS IN 2023



Twitter Amplify Tour de France, part of the STB Global Digital Campaign

- **Gold Award at the Sempale Festival** (in the category Best Social Media Campaign)
- **Gold Award at the World media Festivals Hamburg** (in the category Intermedia - globe, Tourism and travel media)
- **Gold Award SoMo Advertising** SoMo Global
- **Silver Award at the BalCannes Festival** (in the tourism, culture and leisure category)
- **featured as a success story on the official Twitter page.**

The Golden City Gate - ITB Berlin 2024, Germany

- **4x Gold Award** (Slovenia-Connecting sports and tourism business event, Slovenia Travel Guide, Slovenia Green promotional documentary and FeelSlovenia podcast)
- **1x Silver Award** (video Tadej Pogačar: This is my way of freedom. My Way of enjoying life.)



Documentary "Slovenia Green"

- **5th World Tourism Film Festival 2023, Japan:** gold award in the tourism documentary category
- **Terres Travel Festival, Spain:** Award for Best Sustainability Promotion Film (Terres del' Ebre Award) and Best Short Film Award
- **US International Awards:** Silver Award
- **International Tourism Film Festival Africa (ITFFA):** Gold Award
- **Zagreb Tourfilm Festival:** 1st prize for portrayal of sustainability

More information on the awards and prizes in 2023 is available [here](#).



THE GREEN SCHEME OF SLOVENIAN TOURISM

The Green Scheme is a tool developed at the national level and a certification programme that carries out the following tasks:

- brings together all efforts directed towards the sustainable development of tourism in Slovenia,
- provides destinations and providers with concrete tools to assess and improve their sustainability performance,
- and promotes these endeavours through the Slovenia Green brand.

MEMBERS OF SLOVENIA GREEN FAMILY



THE GREEN SCHEME OF Slovenian Tourism 2023:

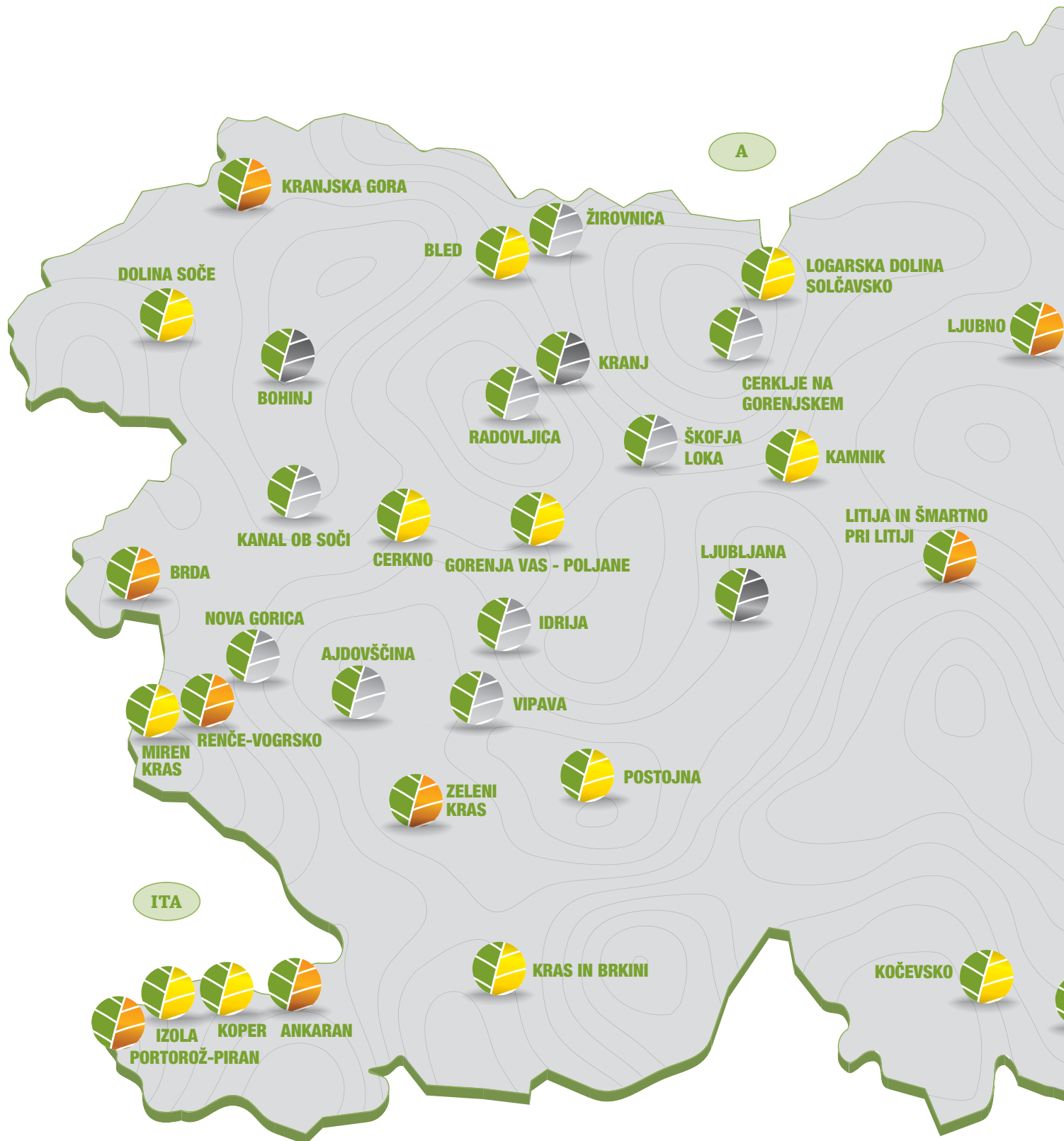
59	destinations
155	accommodations
4	parks
8	travel agencies
13	attractions
68	restaurants
2	beaches

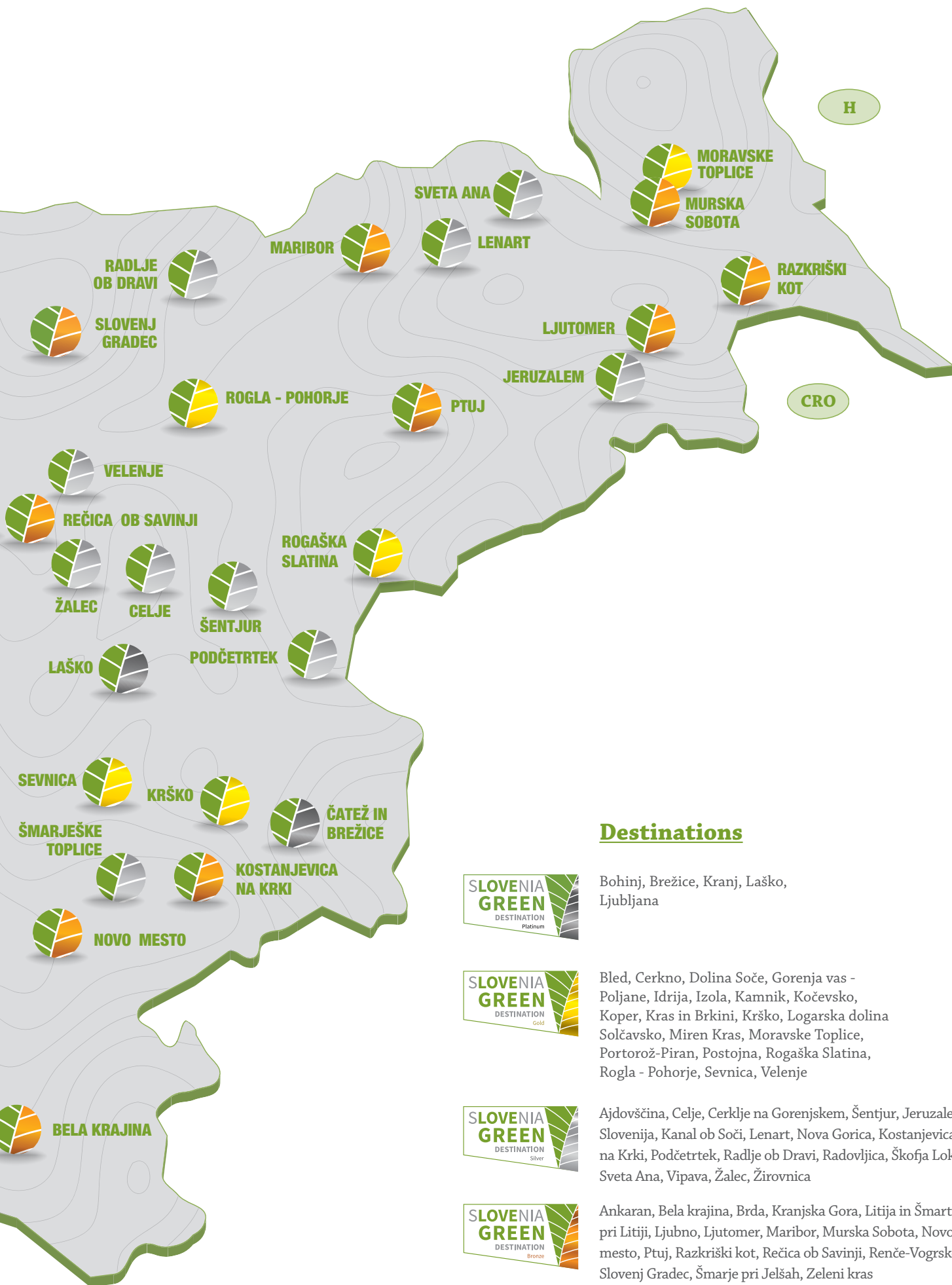


To find out more check out the current list of [Slovenia Green label members](#).



59 DESTINATIONS





Destinations



Bohinj, Brežice, Kranj, Laško, Ljubljana



Bled, Cerkno, Dolina Soče, Gorenja vas - Poljane, Idrija, Izola, Kamnik, Kočevsko, Koper, Kras in Brkini, Krško, Logarska dolina, Solčavsko, Miren Kras, Moravske Toplice, Portorož-Piran, Postojna, Rogaška Slatina, Rogla - Pohorje, Sevnica, Velenje



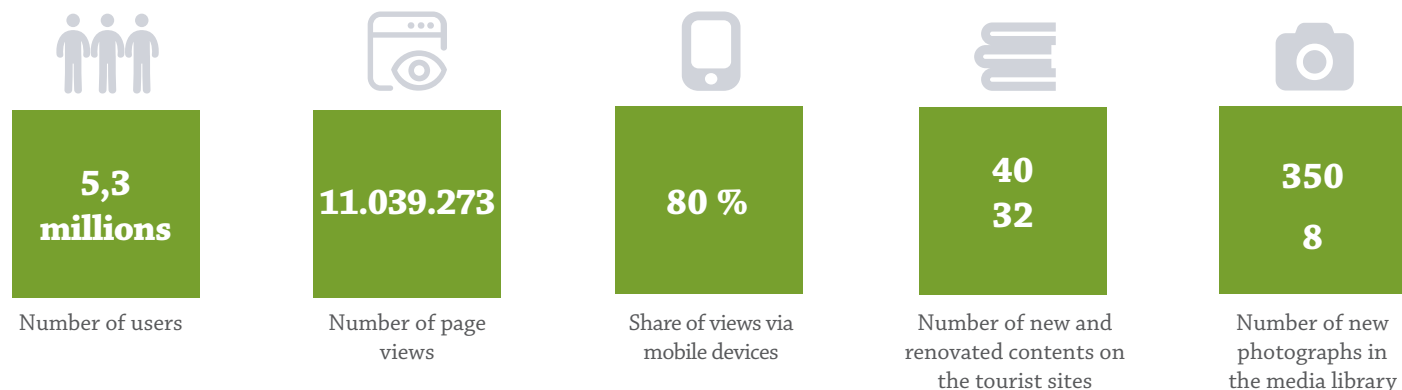
Ajdovščina, Celje, Cerklje na Gorenjskem, Šentjur, Jeruzalem Slovenija, Kanal ob Soči, Lenart, Nova Gorica, Kostanjevica na Krki, Podčetrtek, Radlje ob Dravi, Radovljica, Škofja Loka, Sveta Ana, Vipava, Žalec, Žirovnica



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

Source: Slovenia.info website. Destination status as of 31st December 2023.

Visitor frequency on the official Slovenian tourism portal



Since the end of March 2023, due to stricter GDPR regulations prohibiting the further recording of visitors in statistics without their explicit consent through agreement to statistical cookies, a different method of recording visitors has been implemented on the portal

Total number of posts



Publications



Markets
Germany, Switzerland, Austria, Italy, Hungary, Poland, Slovakia, Czech Republic, Spain, France, Denmark, Finland, Sweden, United Kingdom, Croatia, Serbia, Benelux, USA and Canada

55.288 ads
in 12 languages

Google
5.922.256 clicks on Search, Discovery and Performance Max ads

Reach

Social Networks
778.890.873 impressions of ads on Facebook, Instagram and X
59.872.087 views of Youtube and Tiktok videos
83.864 clicks on LinkedIn and Pinterest ads

Awards in 2023
Twitter Amplify Tour de France
World media festivals Hamburg (gold award Intermedia – globe, Tourism and travel media)
Balcannes (silver award in category Tourism, culture and leisure)
Semple – Marketing Media Innovation (gold award for the best social media campaign)

GLOBAL DIGITAL CAMPAIGN 2022/23
1. 1. – 31. 5. 2023

GLOBAL DIGITAL CAMPAIGN 2023/24
21. 8. – 28. 12. 2023

Social Media
STB 2023
1.619.063 followers

Facebook Instagram X (Twitter) LinkedIn Pinterest TikTok Youtube VKontakte X (Business) TikTok (turizemjezakon) WeChat Weibo Little Red Book

more than 8.280 posts on social media

more than 48.663 new followers

12 million interactions on organic posts

2,7 million Story impressions

TOP MARKETS

SLOVENIA 28,4 % OVERNIGHTS, -17,0 % DECLINE



1.534.509

Arrivals



4.571.527

Overnight stays



3,0

Average length of stay (nights)



118 EUR

Expenditure (EUR/day)*

Top three personas



**BEAUTY &
INDULGENCE
LOVERS**

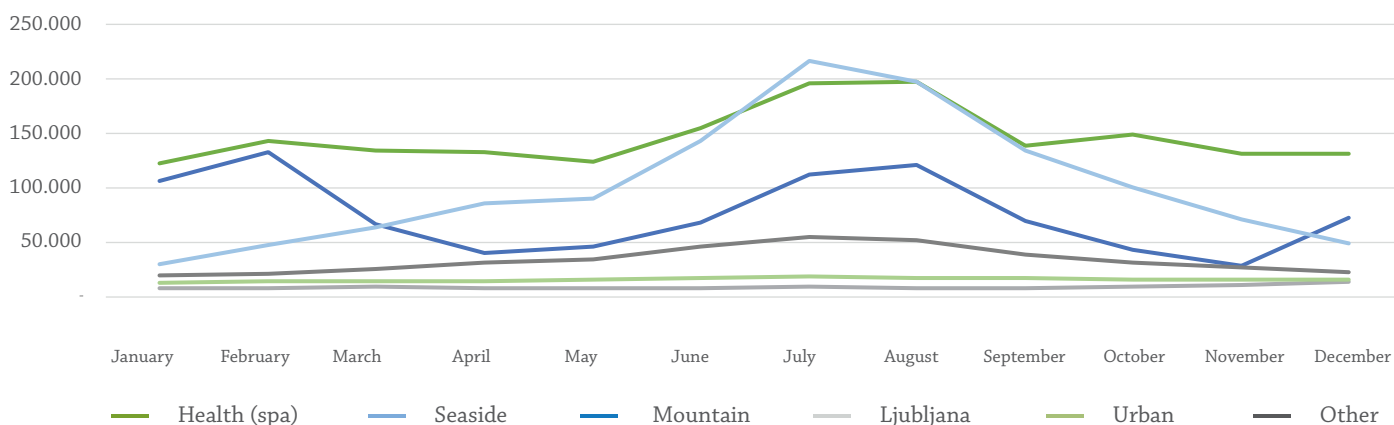


**FOREVER
YOUNG**

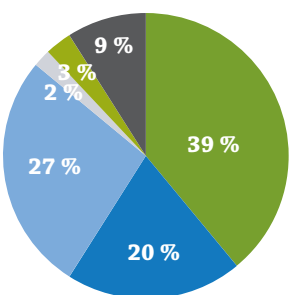


**GREEN
EXPLORERS**

Number of overnight stays by type of municipality and month 2023

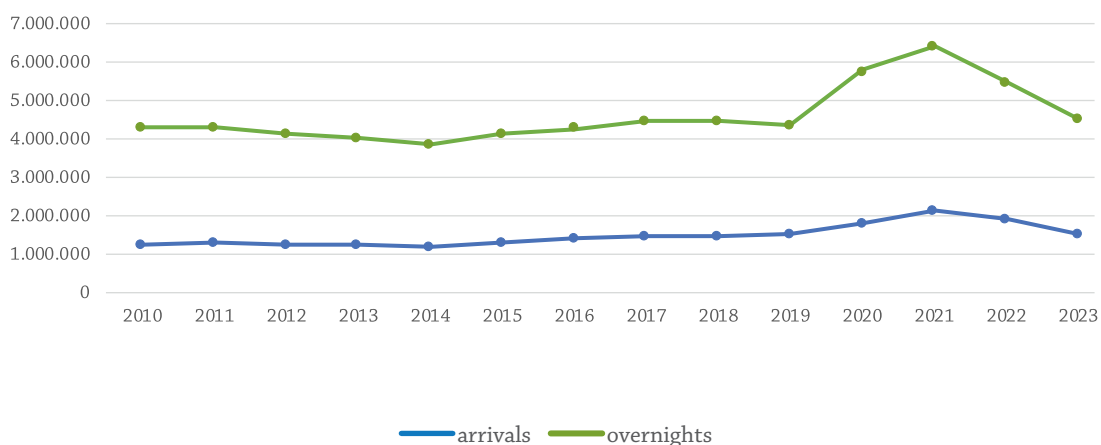


Overnight stays by type of municipality 2023



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

Trend of arrivals and overnight stays of tourists 2010-2023



Source: SORS, 2024. Accommodation statistics, Domestic tourist trips and Survey of foreign tourists.

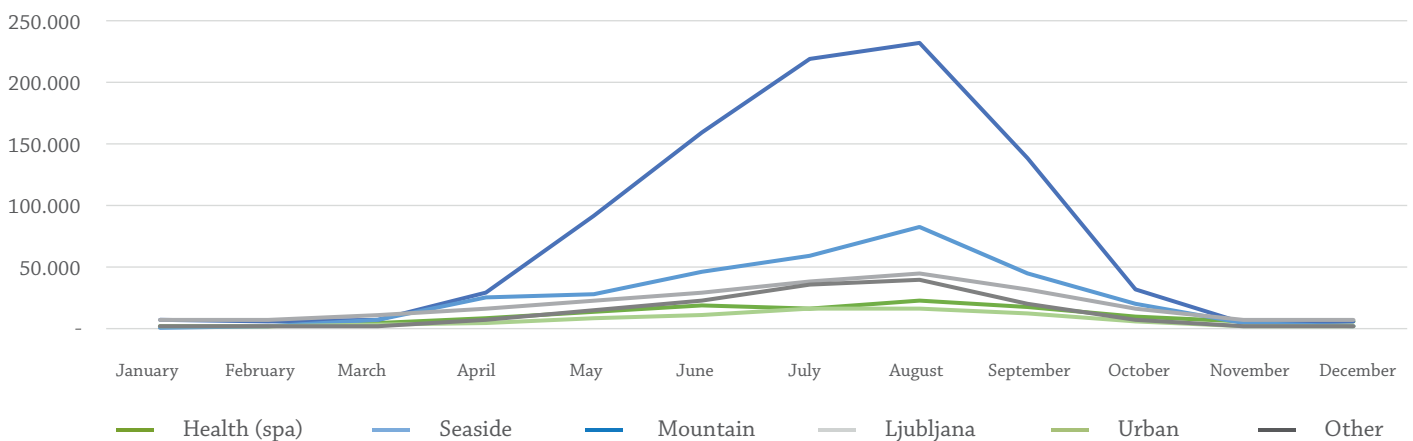
*Data of a total expenditure by a domestic tourist staying in a hotel or similar accommodation establishment in 2023.

More information in the [interactive report](#).

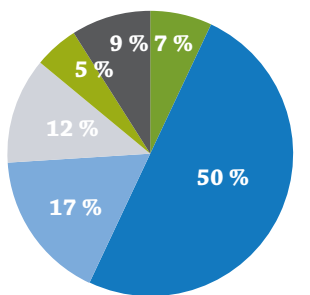
GERMANY 11,8 % OVERNIGHTS, +5,3 % GROWTH



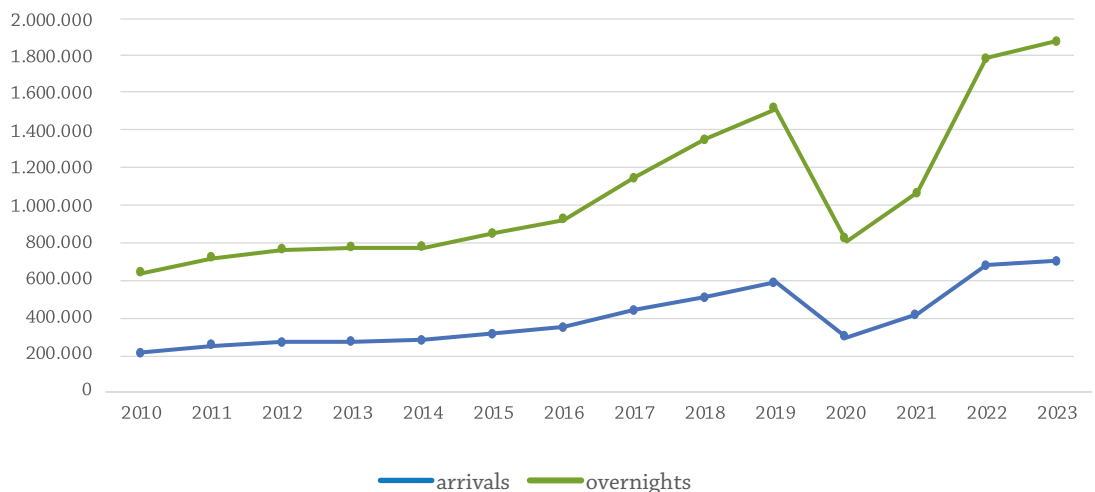
Number of overnight stays by type of municipality and month 2023



Overnight stays by type of municipality 2023



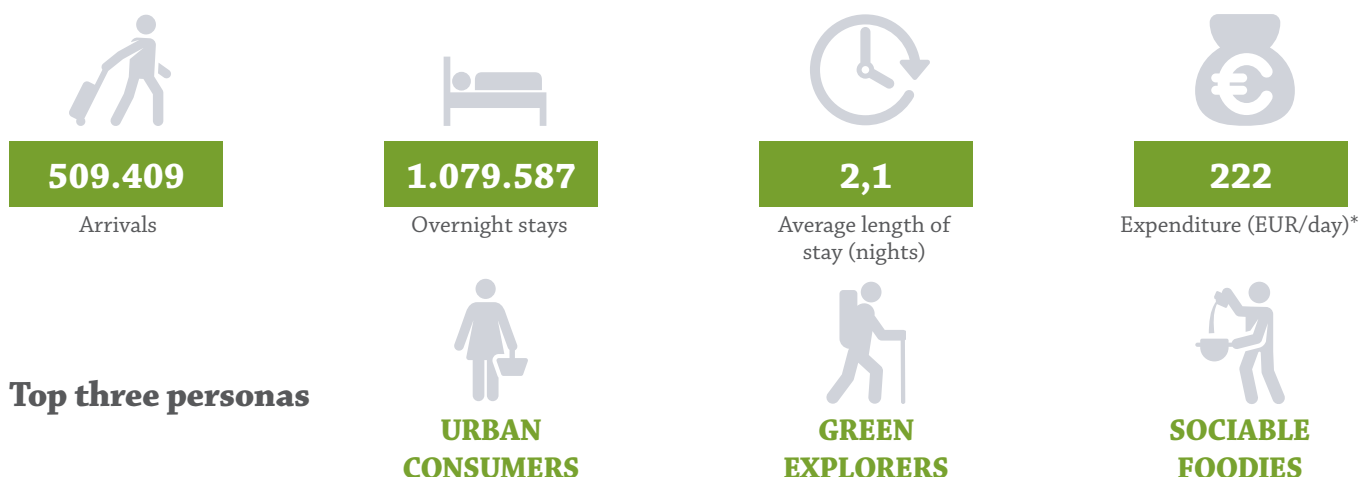
Trend of arrivals and overnight stays of tourists 2010-2023



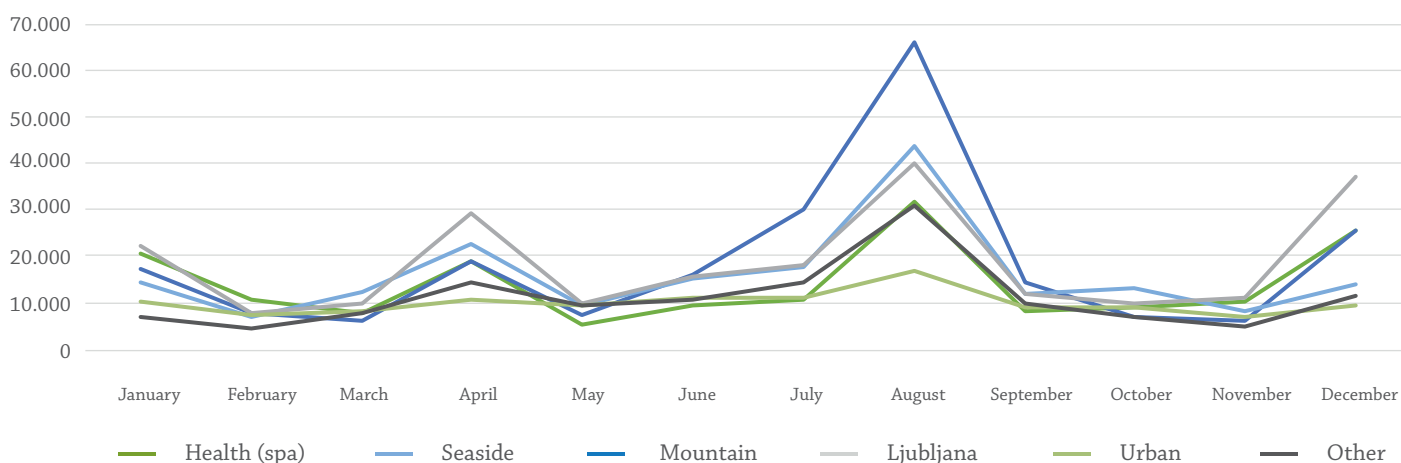
Source: SORS, 2024. Accommodation statistics and Survey of foreign tourists. *Average expenditure per tourist staying in hotels (EUR) in the period June 2021-May 2022. More information in the [interactive report](#).

TOP MARKETS

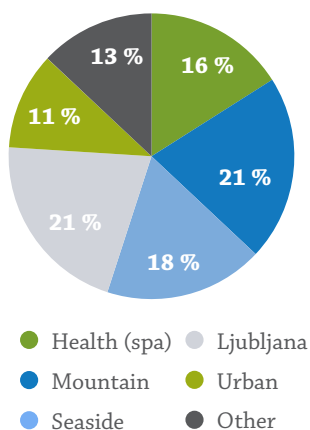
ITALY 6,7 % OVERNIGHTS, +17,8 % GROWTH



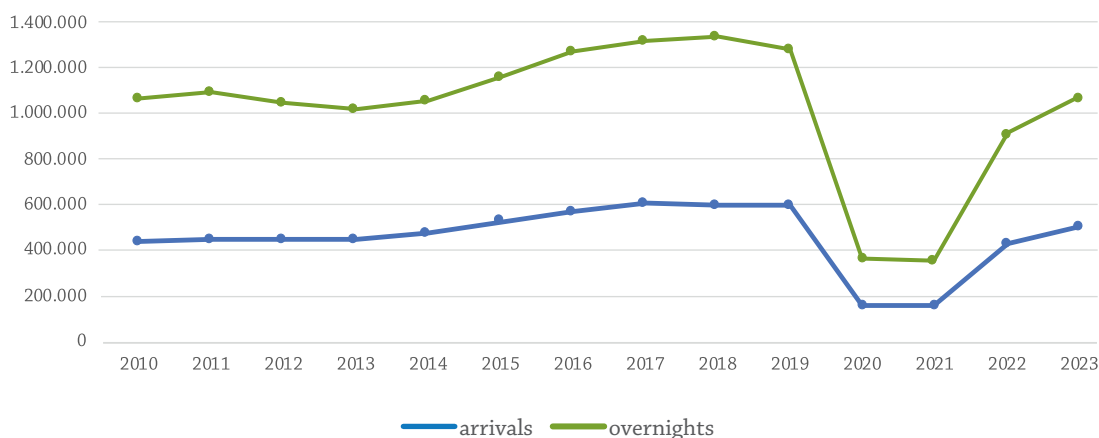
Number of overnight stays by type of municipality and month 2023



Overnight stays by type of municipality 2023

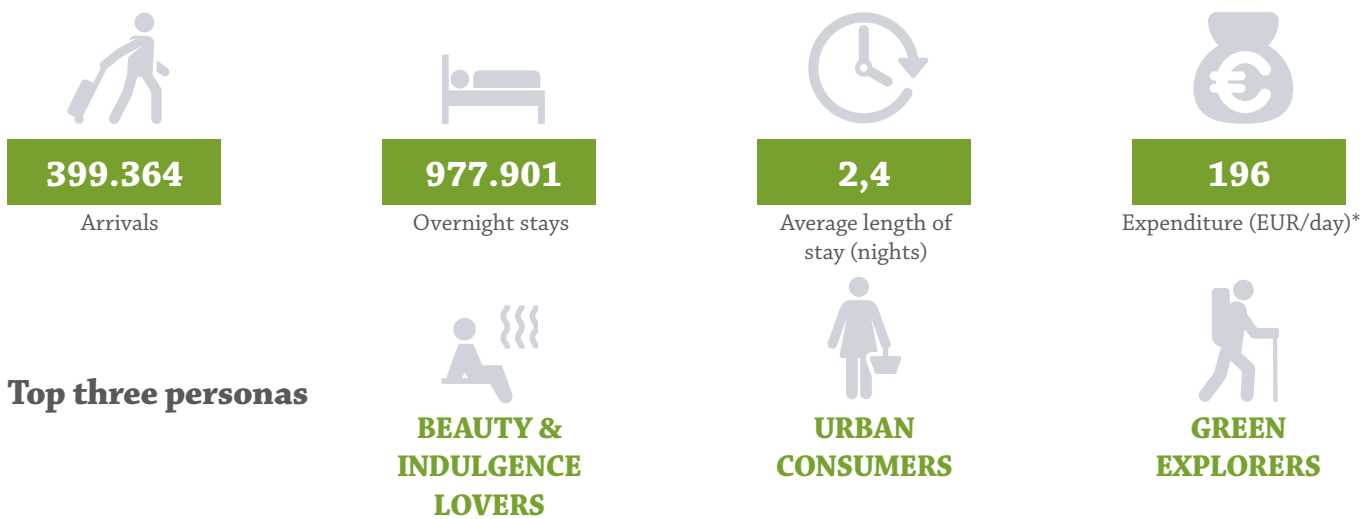


Trend of arrivals and overnight stays of tourists 2010-2023

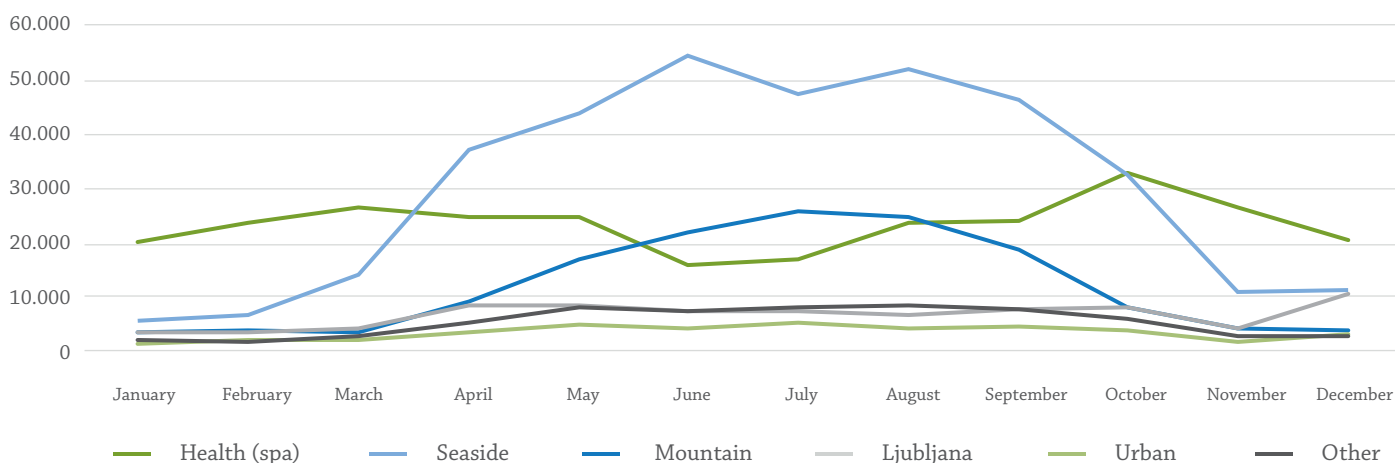


Source: SORS, 2024. Accommodation statistics and Survey of foreign tourists. *Average expenditure per tourist staying in hotels (EUR) in the period June 2021-May 2022. More information in the [interactive report](#).

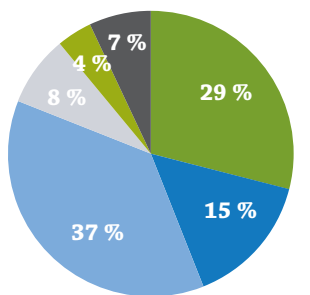
AUSTRIA 6,1 % OVERNIGHTS, +10,5 % GROWTH



Number of overnight stays by type of municipality and month 2023

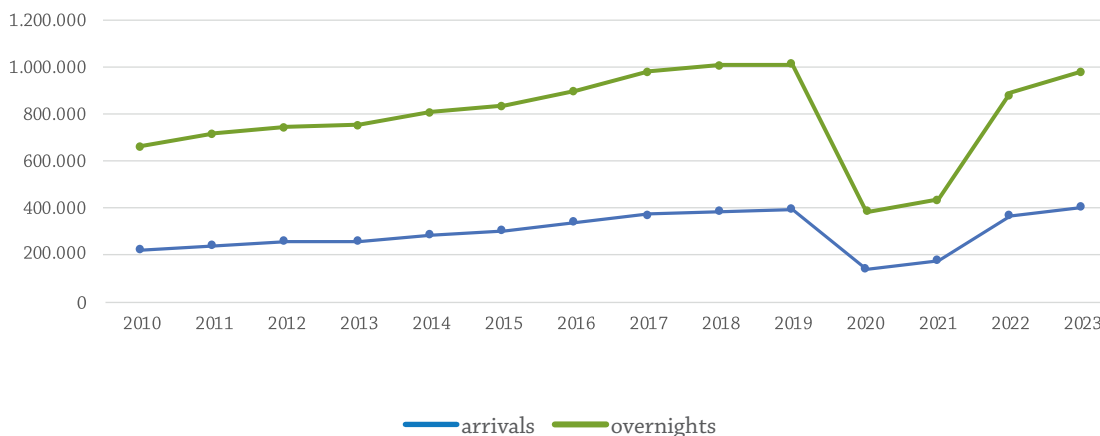


Overnight stays by type of municipality 2023



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

Trend of arrivals and overnight stays of tourists 2010-2023



Source: SORS, 2024. Accommodation statistics and Survey of foreign tourists. *Average expenditure per tourist staying in hotels (EUR) in the period June 2021-May 2022. More information in the [interactive report](#).

TOP MARKETS

CZECH REPUBLIC 4,1 % OVERNIGHTS, +15,8 % GROWTH



233.068

Arrivals



659.039

Overnight stays



2,8

Average length of stay (nights)



177

Expenditure (EUR/day)*

Top three personas



**BEAUTY &
INDULGENCE
LOVERS**

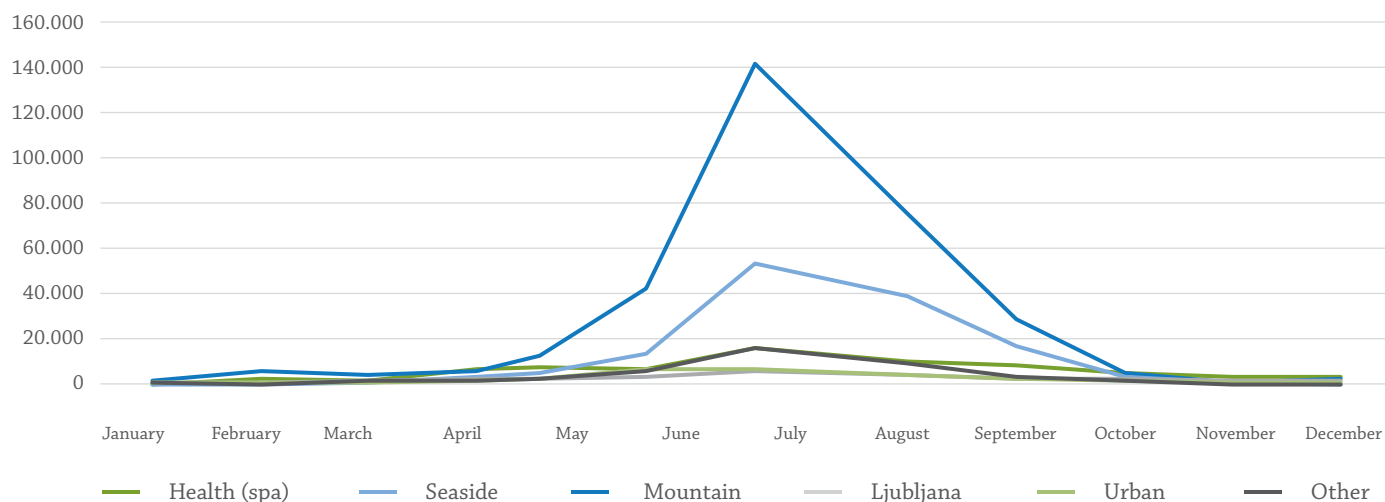


**GREEN
EXPLORERS**

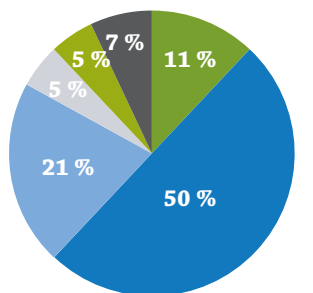


**FOREVER
YOUNG**

Number of overnight stays by type of municipality and month 2023

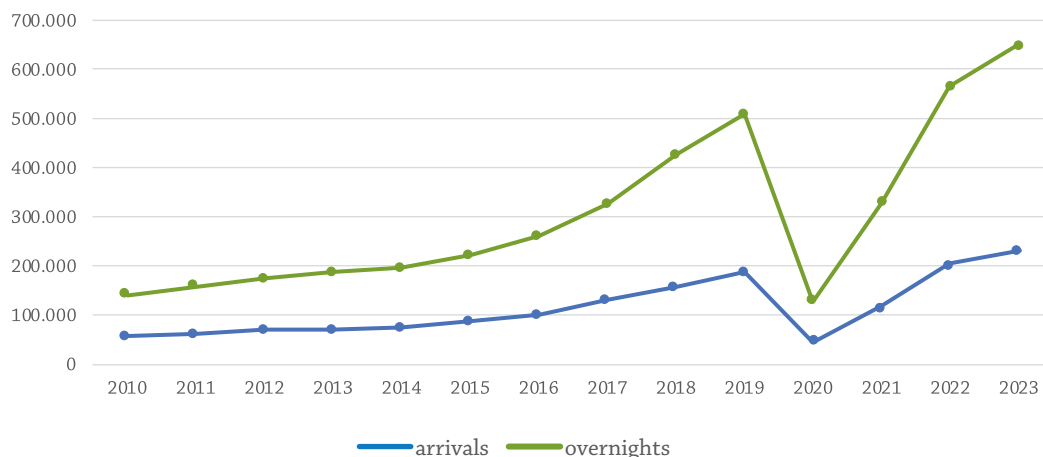


Overnight stays by type of municipality 2023



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

Trend of arrivals and overnight stays of tourists 2010-2023

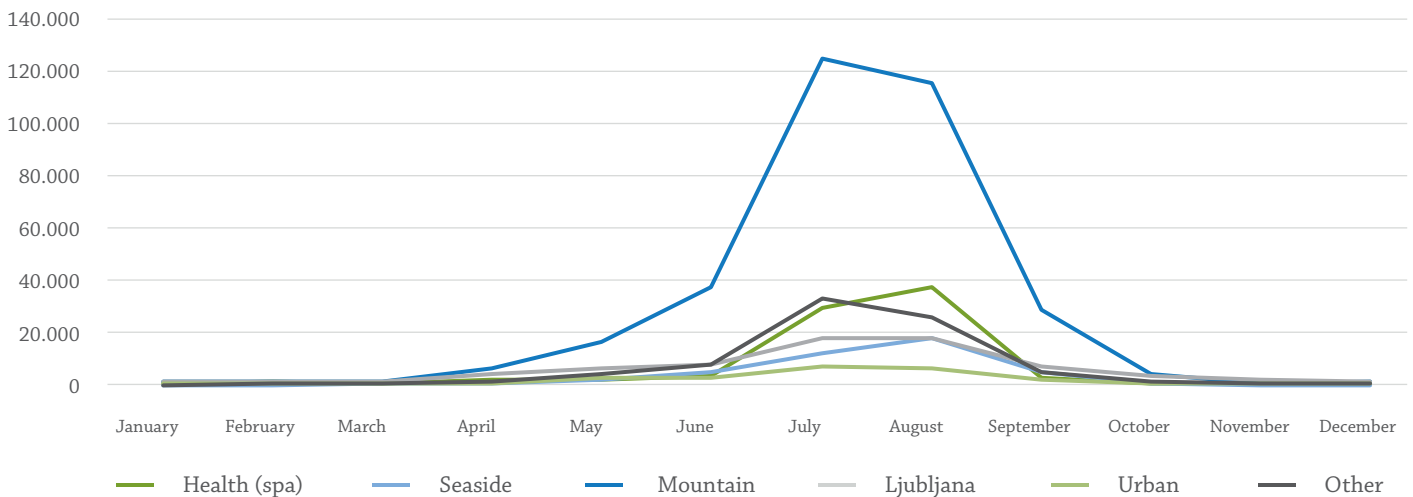


Source: SORS, 2024. Accommodation statistics and Survey of foreign tourists. *Average expenditure per tourist staying in hotels (EUR) in the period June 2021-May 2022. More information in the [interactive report](#).

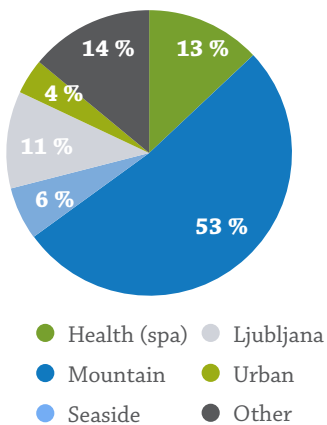
NETHERLANDS 4 % OVERNIGHTS, +2,1 % GROWTH



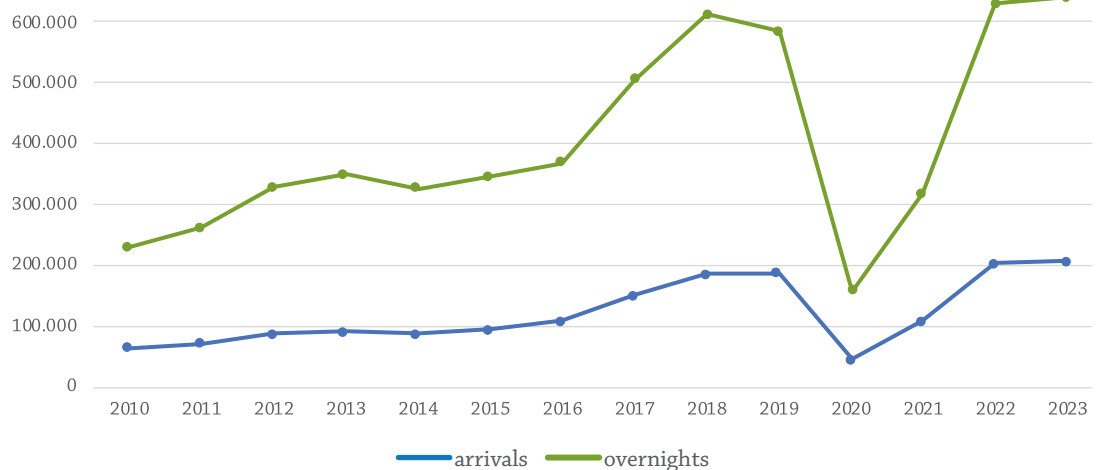
Number of overnight stays by type of municipality and month 2023



Overnight stays by type of municipality 2023



Trend of arrivals and overnight stays of tourists 2010-2023



Source: SORS, 2024. Accommodation statistics and Survey of foreign tourists. *Average expenditure per tourist staying in hotels (EUR) in the period June 2021-May 2022. More information in the [interactive report](#).

I FEEL
SLOVENIA

MY WAY OF EMBRACING NATURE.

#ifeelsLOVEnia
#myway



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

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Abbreviation

SORS Statistical Office of the Republic of Slovenia

UN Tourism UN World Tourism Organization

STB Slovenian Tourist Board

PDB Average length of stay (nights)





Slovenian Tourist Board

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