



IDENTIFICATION OF MARKET POTENTIAL

Comparative research report among the surveyed countries:

Austria, France, Germany, Italy, the Netherlands, Poland, United Kingdom, Russia, Belgium, Czech Republic, Denmark, Hungary, Spain, Sweden, Switzerland

November 2018



Contracting Authority

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STATEMENT ON THE PROTECTION OF RESPONDENTS' PERSONAL DATA

As per ESOMAR and AAPOR codes, the Valicon company is obliged to protect the personal data of respondents. Valicon thus takes all measures to prevent the possibility of recognising the identity of the respondents. All variables or fields which could directly reveal the identity of the respondent were removed from databases and reports. Respondents' replies were also physically separated from their data. Every attempt by the Contracting Authority or the Valicon company to deliberately identify a respondent or disclose the respondent's identity denotes a violation of the above codes.

INTRODUCTION





15
countries

SWEDEN

RUSSIA

UK

DENMARK

THE NETHERLANDS

POLAND

BELGIUM

GERMANY

CZECH REPUBLIC

HUNGARY

SWITZERLAND

AUSTRIA

SPAIN

FRANCE

ITALY

REPRESENTATIVE SAMPLE

47.244

respondents



23.296

representatives of
the target group



4.990

tourists and visitors to
Slovenia

12
PERSONAS



T = 19:34

Average duration of the survey



14 November – 5 December 2017

27 September – 17 October 2018

Period of data collection

Team of 10 EXPERTS FROM VALICON
WORKING ON THE PROJECT

VALICON

Global providers of web panels:

research
now

SSI



About the project

VALICON conducted a global online survey, '**Identification of market potential**', for the Slovenian Tourist Board, which took place on 15 target markets within two measurements:

2017

- United Kingdom
- the Netherlands
- France
- Germany
- Austria
- Poland
- Italy
- Russia

2018

- Belgium
- Czech Republic
- Denmark
- Hungary
- Spain
- Sweden
- Switzerland





Content of the survey

The survey was used to examine:

- **structure of the market** and **market potential**
 - presence of 12 personas (segments) identified in the market research, 'Segmentation – identification of target groups of Slovenian tourism,' and structure of the target population according to the segments
 - identification of key segments (the largest or the one with the largest economic potential)
- **travel motives** and **the purchase decision process** for travelling within the region (Europe)
- **perception** and **competitive positioning of** the destination of Slovenia
- **knowledge of,** and **experience with,** visiting Slovenia, including the **degree of recommendation**



Substantive sets according to the level of analysis

The data obtained were analysed for each individual market at the level of the entire target group and at the level of various subsamples.

ENTIRE TARGET GROUP

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday **at least once a year** and **spend at least two nights** there.

VISITORS TO SLOVENIA (subsample 1)

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday **at least once a year** and **spend at least two nights** there. They know **Slovenia** and have already **visited** it, whereby short and non-tourist visits were also included.

TOURISTS IN SLOVENIA (subsample 2)

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday at least once a year and **spend at least two nights** there. The **destinations** where they have spent at least two nights also include **Slovenia**.

DISPLAY OF RESULTS:

- general **travel habits** and **motives**
- **elements of the purchase journey** and **consumption**

- **image** and **perception** of Slovenia

- **market structure** (personas)

- **knowledge, experience** and **NPS scale**

- **image** and **perception** of Slovenia



About the Contractor

VALICON

Valicon is a company operating in the field of marketing consulting with 20 years of rich experience dealing with market research. We adapt regional strategies to local markets and believe in long-term partnerships with our clients.

We do not merely conduct market research or collect data by means of surveys. Our **advanced technologies** differentiate us from others, while our services **add value to the business operations and brands** of our clients. We combine various approaches, such as market research, analytics and automation, marketing consulting and data collection in order to provide the highest level of quality and applicability in further steps of marketing processes and activities.

We rely on a proven structure where all our solutions observe the cycle of activities of your brand, product or company.



Panel presentation

The research was conducted in cooperation with the renowned **provider of web panels, Research Now**. The company is active globally when collecting data in Europe, the Middle East, America and the Asia-Pacific area, and is a **leading expert** in developing programme solutions for collecting data in multiple languages. It **holds the ISO 20252 certificate** and has **received** several **awards**. All their web **panels** are **actively controlled, protected** and generated on the basis of ten years' experience and enable **the implementation of projects on a high quality level**. Web panels are locally managed and provide support in the local language, while observing differences between countries and enabling adjusted awarding of members of the web panel. To obtain respondents, various programmes are used (eRewards®, Valued Opinions® and Peanut Labs®), which **enable access to** the most **representative** and **high-quality target groups** in various branches.

With its panels, **the company provided a sample of respondents**, who completed the survey in their languages **within the Valicon survey system**, with which **supervision of the sample structure** and **data quality** was maintained simultaneously.



Source: 2016 Annual Survey of Market Research Professionals (MarketResearchCareers.com)



2017 TOP 50
INNOVATIVE
COMPANY

RESEARCH NOW
RANKED #6

METHODOLOGY



Methodological framework of the survey 2017

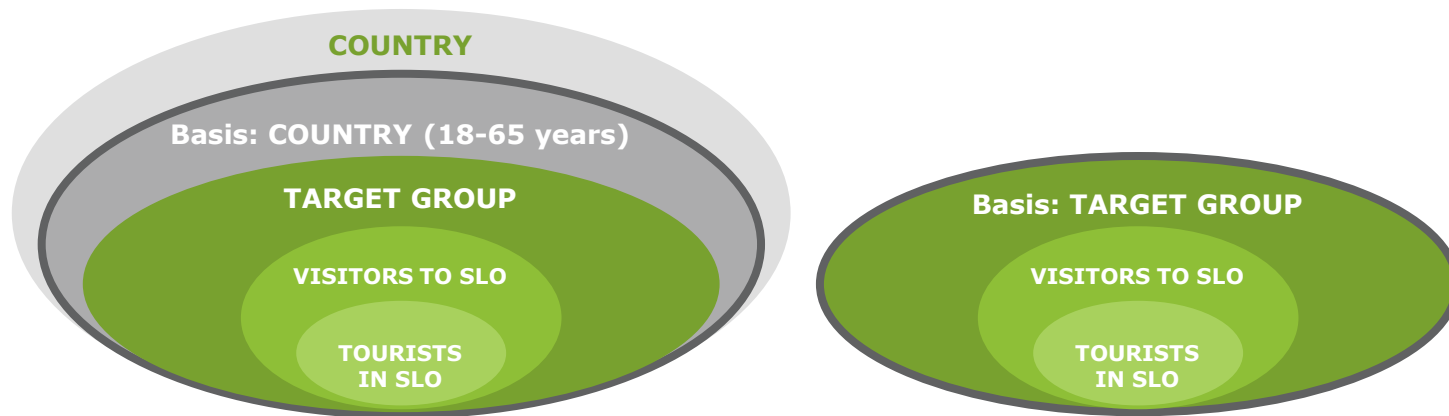
Method of implementation	Web survey, the CAWI method (Computer Assisted Web Interviewing), Valicon in cooperation with web panels of the Research Now company.								
Country of implementation	Austria, France, Germany, Italy, the Netherlands, Poland, United Kingdom, Russia								
Implementation period	17 November – 24 November 2017								
Target group	Citizens of a certain country, who travel abroad <u>at least once a year for a break, holiday or a trip and spend at least two nights there.</u>								
Sample		Austria	France	Germany	Italy	the Netherlands	Poland	United Kingdom	Russia
	Entire sample:	2.337	2.670	2.330	2.323	2.472	3.228	2.458	5.829
	Target group:	1.547	1.533	1.542	1.529	1.575	1.528	1.543	1.583
	Visitors to Slovenia:	653	229	294	482	285	420	278	131
	Tourists in Slovenia:	233	38	45	123	95	55	49	29
Representativeness	A target person was selected from the sample framework, which was representative of the population aged between 18 and 65. The data were weighted according to gender, age and region.								
Length of the questionnaire	Average duration of the survey: t=19:15.								

Methodological framework of the survey 2018

Method of implementation	Web survey, the CAWI method (Computer Assisted Web Interviewing), Valicon in cooperation with web panels of the Research Now company.							
Country of implementation	Belgium, Czech Republic, Denmark, Hungary, Spain, Sweden, Switzerland							
Implementation period	27 September – 17 October 2018							
Target group	Citizens of a certain country, who travel abroad <u>at least once a year for a break, holiday or a trip and spend at least two nights there.</u>							
Sample		Czech						
		Belgium	Republic	Denmark	Hungary	Spain	Sweden	Switzerland
	Entire sample:	2.744	3.564	3.016	5.911	2.812	3.343	2.189
	Target group:	1.519	1.715	1.518	1.560	1.551	1.516	1.516
	Visitors to Slovenia:	222	536	244	605	205	242	236
	Tourists in Slovenia:	67	149	53	202	31	53	31
Representativeness	A target person was selected from the sample framework, which was representative of the population aged between 18 and 65. The data were weighted according to gender, age and region.							
Length of the questionnaire	Average duration of the survey: t=19:52.							



Basis for share calculations



Bounded ellipses indicate the basis for calculating shares (shown on the following page):

- **Basis 1:** Population of the country aged 18 – 65 years.
- **Basis 2:** Target group (people who travel abroad at least once a year for a break, holiday or a trip and spend at least two nights there)

Sample shares and sizes 2017

Basis 1: POPULATION OF THE COUNTRY AGED 18 – 65 YEARS.

	AUSTRIA	FRANCE	GERMANY	ITALY	THE NETHERLANDS	POLAND	UNITED KINGDOM	RUSSIA
POPULATION (18–65 YEARS)	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
TARGET GROUP	66,2%	58,1%	66,1%	66,2%	64,3%	47,5%	63,1%	27,2%
VISITORS TO SLOVENIA	27,9%	8,6%	12,6%	20,8%	11,5%	13,0%	11,3%	2,2%
TOURISTS IN SLOVENIA	10,0%	1,4%	1,9%	5,3%	3,8%	1,7%	2,0%	0,5%

Basis 2: TARGET GROUP

	AUSTRIA	FRANCE	GERMANY	ITALY	THE NETHERLANDS	POLAND	UNITED KINGDOM	RUSSIA
POPULATION (18–65 YEARS)	/	/	/	/	/	/	/	/
TARGET GROUP	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
VISITORS TO SLOVENIA	43,0%	16,0%	19,0%	32,0%	18,0%	27,0%	18,0%	8,0%
TOURISTS IN SLOVENIA	15,1%	2,5%	2,9%	8,0%	6,0%	3,6%	3,2%	1,8%

	AUSTRIA	FRANCE	GERMANY	ITALY	THE NETHERLANDS	POLAND	UNITED KINGDOM	RUSSIA
POPULATION (18–65 YEARS)	5.574.356	39.372.128	51.549.829	37.287.764	10.477.231	25.060.599	39.850.721	97.436.838
TARGET GROUP	3.691.730	22.866.512	34.095.184	24.672.253	6.736.400	11.898.743	25.132.814	26.540.211
VISITORS TO SLOVENIA	1.557.660	3.375.079	6.509.176	7.742.854	1.205.857	3.258.119	4.507.249	2.183.667
TOURISTS IN SLOVENIA	555.678	557.482	991.753	1.971.693	403.165	424.321	796.848	486.324

*The absolute size is always calculated according to the population in a country aged between 18 and 65.



Sample shares and sizes 2018

Basis 1: POPULATION OF THE COUNTRY AGED 18 – 65 YEARS.

	BELGIUM	CZECH REPUBLIC	DENMARK	HUNGARY	SPAIN	SWEDEN	SWITZERLAND
POPULATION (18–65 YEARS)	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
TARGET GROUP	56,2 %	49,6%	51,6%	26,4%	56,3%	47,7%	69,3%
VISITORS TO SLOVENIA	8,2%	15,5%	8,3%	10,2%	7,4%	7,6%	10,8%
TOURISTS IN SLOVENIA	2,5%	4,3%	1,8%	3,4%	1,1%	1,7%	2,3%

Basis 2: TARGET GROUP

	BELGIUM	CZECH REPUBLIC	DENMARK	HUNGARY	SPAIN	SWEDEN	SWITZERLAND
POPULATION (18–65 YEARS)	/	/	/	/	/	/	/
TARGET GROUP	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
VISITORS TO SLOVENIA	14,6%	31,2%	16,1%	38,8%	13,2%	16,0%	15,6%
TOURISTS IN SLOVENIA	4,4%	8,7%	3,5%	13,0%	2,0%	3,5%	3,4%

	BELGIUM	CZECH REPUBLIC	DENMARK	HUNGARY	SPAIN	SWEDEN	SWITZERLAND
POPULATION (18–65 YEARS)	7.075.878	6.811.816	3.549.649	6.382.651	29.823.712	6.050.551	5.472.750
TARGET GROUP	3.977.733	3.380.532	1.833.308	1.686.633	7.880.997	2.884.414	3.792.205
VISITORS TO SLOVENIA	580.092	1.055.655	295.045	653.837	3.055.135	460.266	590.838
TOURISTS IN SLOVENIA	175.266	293.990	63.422	218.462	1.020.788	101.127	127.199

*The absolute size is always calculated according to the population in a country aged between 18 and 65.

KEY FINDINGS OF RESEARCH AND ORIENTATION





Key findings

(1/3)

- Slovenia is, above all, **perceived** as a destination **different from mass tourism**. It is seen as a destination **for explorers** that enables **relaxation in nature** and **adventurous holidays**. **Wellness and (beauty) spa offer** is the most recognised in Austrian and Italian market. On the contrary Slovenia is not a destination, known for its culture and art, rich culinary offer and nor as a destination interesting for demanding tourists, romantic holidays for couples or urban tourists.
- **Proximity** represents an **important factor** of Slovenia's potential as a tourist destination, being slightly higher in neighboring countries, most notably in **Austria and Hungary**, followed by the **Czech Republic**. In other markets the potential is smaller.



Key findings

(2/3)

- **Among the top three, in all 15 countries, are five segments:** Green explorers, Urban consumers, Beauty and indulgence lovers, Forever young and Sociable foodies. **Green explorers** represent the most important segment in terms of size, and they appear in all markets, with the exception of Denmark. **Urban consumers** are among the three most important segments in 12 countries (except Poland, Czech Republic and Russia). **Beauty and indulgence lovers** are the largest segment in Austria and the Czech Republic. In terms of size, **Forever young** (Poland, Russia, the Netherlands) and **Sociable foodies** (Spain, France, Italy and Russia) are important for individual markets.
- **The lowest price sensitivity** is detected among the **Danish** and **Polish** visitors, while **Russians, Spaniards and Hungarians** are perceived as the most price-sensitive guests, but (on average) spend more in Slovenia than on other European destinations. The biggest spenders when it comes to **costs of accommodation** in Slovenia are **Danish** visitors, while **Spaniards** spend the most on the **costs of transportation**.



Key findings

(3/3)

- **Boutique hotels** are the most interesting accommodation for **Italian** and **British** guests. **Polish** and **Italian** visitors choose **tourist farms** as their accommodation to a greater extent than visitors from other markets. **Camping** is the most interesting for **Czechs**, **Hungarians**, **the Dutch** and **French**. **Polish** and **Hungarians** mostly choose **hostels**, and besides the **French**, most commonly use **private accommodations**, and least of all hotels as their type of accommodation.
- **Booking.com** is the **leading way of booking** in most markets – standing out in Italian, Spanish, French and Austrian market. **Russians** and **Czechs** mostly book their vacation, holidays or travel through **agencies**. **Airbnb** is most commonly used by the **French**, while **Austrians** make their reservations directly at the accommodation provider.



Recommendations

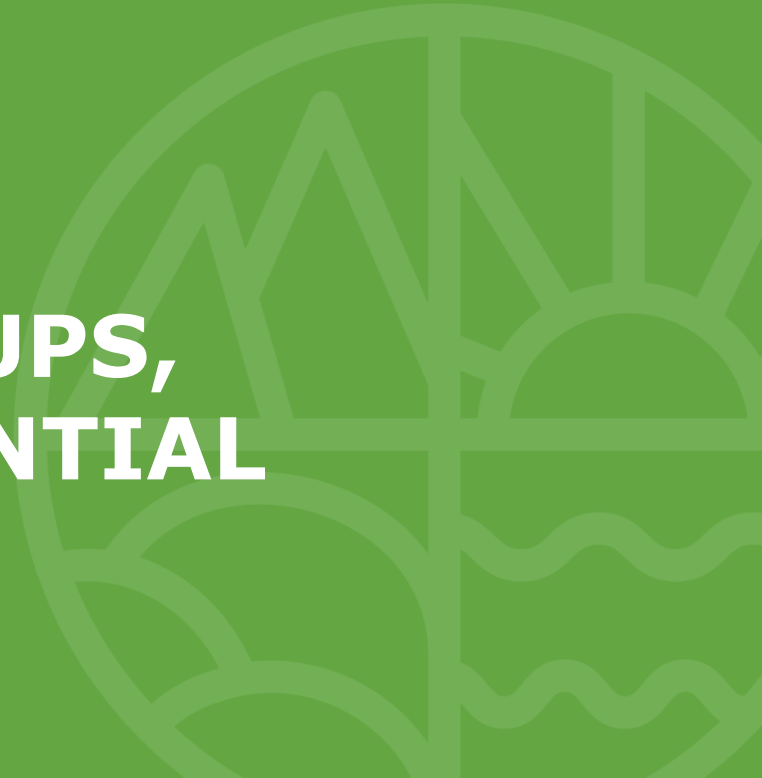
Based on the analysis of all 15 markets, **Slovenia is perceived** as a destination that is **different from mass tourism**. Slovenia is particularly interesting for **neighboring countries** and the **Czech Republic**. Beauty and indulgence lovers are, with the exception of Italy, among the top three segments in these countries. That can be associated with greater **interest in wellness and spa tourism**.

Slovenia as a tourist destination, should focus on **being boutique** and on **maximizing existing segments**, with an important focus on some of the **key strategic products**, that will offer the possibility of spending quality time for the more **demanding guests**.

The opportunity lies in developing three markets, which are dominated by the segment of Urban consumers - **Sweden, Switzerland and Spain**. Recognition of Slovenia as a tourist destination could be increased with the offer of urban tourism. That creates the first experience for target groups from said markets and opens the possibilities to present Slovenia as a destination with rich offer of green, sustainable tourism, wellness and spa.

Comparative data

**SIZE OF TARGET GROUPS,
SEGMENTS AND POTENTIAL
(VISIT AND CHOICE)**



Size of the target group by market



Target group:	63,1%	25.132.814
Visitors:	11,3%	4.507.249
Tourists:	2,0%	796.848



Target group:	64,3%	6.736.400
Visitors:	11,5%	1.205.857
Tourists:	3,8%	403.165



Target group:	66,1%	34.095.184
Visitors:	12,6%	6.509.176
Tourists:	1,9%	991.753



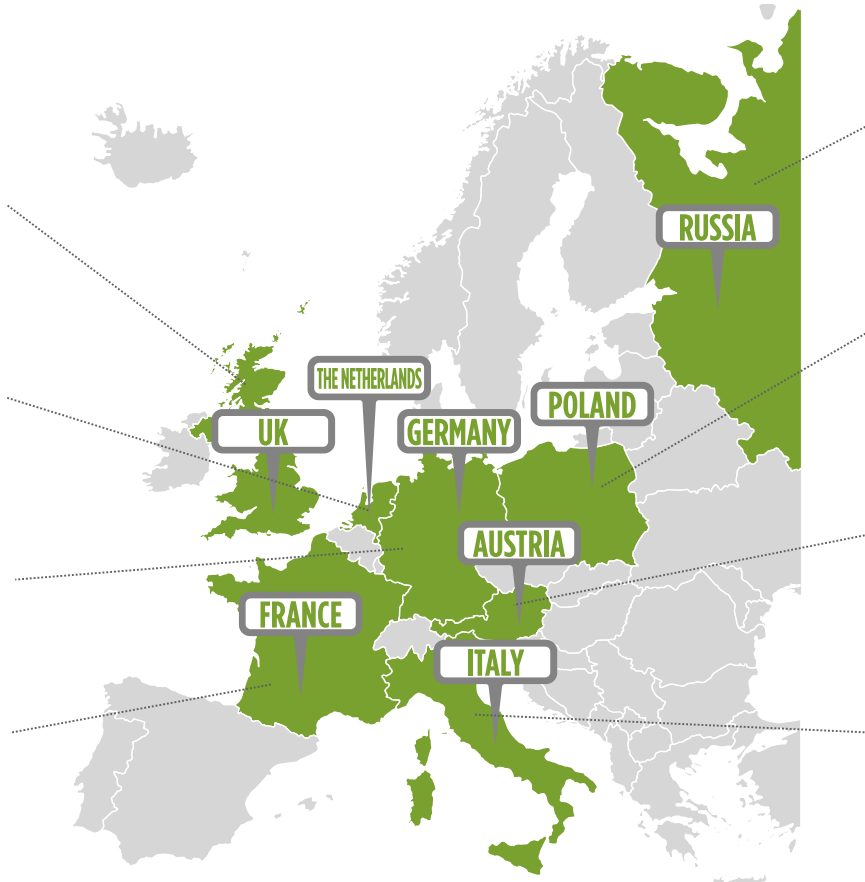
Target group:	58,1%	22.866.512
Visitors:	8,6%	3.375.079
Tourists:	1,4%	557.482

UNITED KINGDOM:

THE NETHERLANDS:

GERMANY:

FRANCE:



Target group:	27,2%	26.540.211
Visitors:	2,2%	2.183.667
Tourists:	0,5%	486.324



Target group:	47,5%	11.898.743
Visitors:	13,0%	3.258.119
Tourists:	1,7%	424.321



Target group:	66,2%	3.691.730
Visitors:	27,9%	1.557.660
Tourists:	10,0%	555.678



Target group:	66,2%	24.672.253
Visitors:	20,8%	7.742.854
Tourists:	5,3%	1.971.693

RUSSIA:

POLAND:

AUSTRIA:

ITALY:

NOTES:

The percentage shown represent the size of the target group (they travel abroad at least once a year for a break or holiday) and subsample „Visitors“ (they have already visited Slovenia, whereby short and non-tourist visits are also included) and „Tourists“ (destinations they choose for a break or holiday include Slovenia). The size and share of target groups show the size of the segment according to the country population aged between 18 and 65

Size of the target group by market



Target group:
Visitors:
Tourists:

SWEDEN:

47,7%	2.884.414
7,6%	460.266
1,7%	101.127



Target group:
Visitors:
Tourists:

DENMARK:

51,6%	1.833.308
8,3%	295.045
1,8%	63.422



Target group:
Visitors:
Tourists:

BELGIUM:

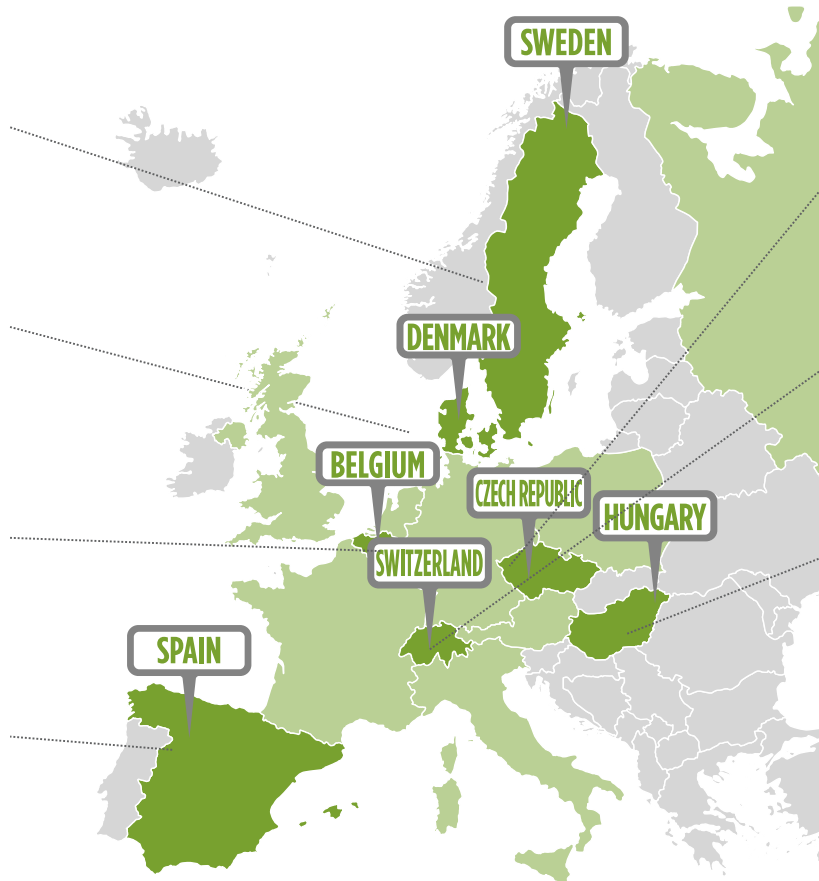
56,2%	3.977.733
8,2%	580.092
2,5%	175.266



Target group:
Visitors:
Tourists:

SPAIN:

56,3%	7.880.997
7,4%	3.055.135
1,1%	1.020.788



Target group:
Visitors:
Tourists:

CZECH REPUBLIC:

49,6%	3.380.532
15,5%	1.055.655
4,3%	293.990



Target group:
Visitors:
Tourists:

SWITZERLAND:

69,3%	3.792.205
10,8%	590.838
2,3%	127.199



Target group:
Visitors:
Tourists:

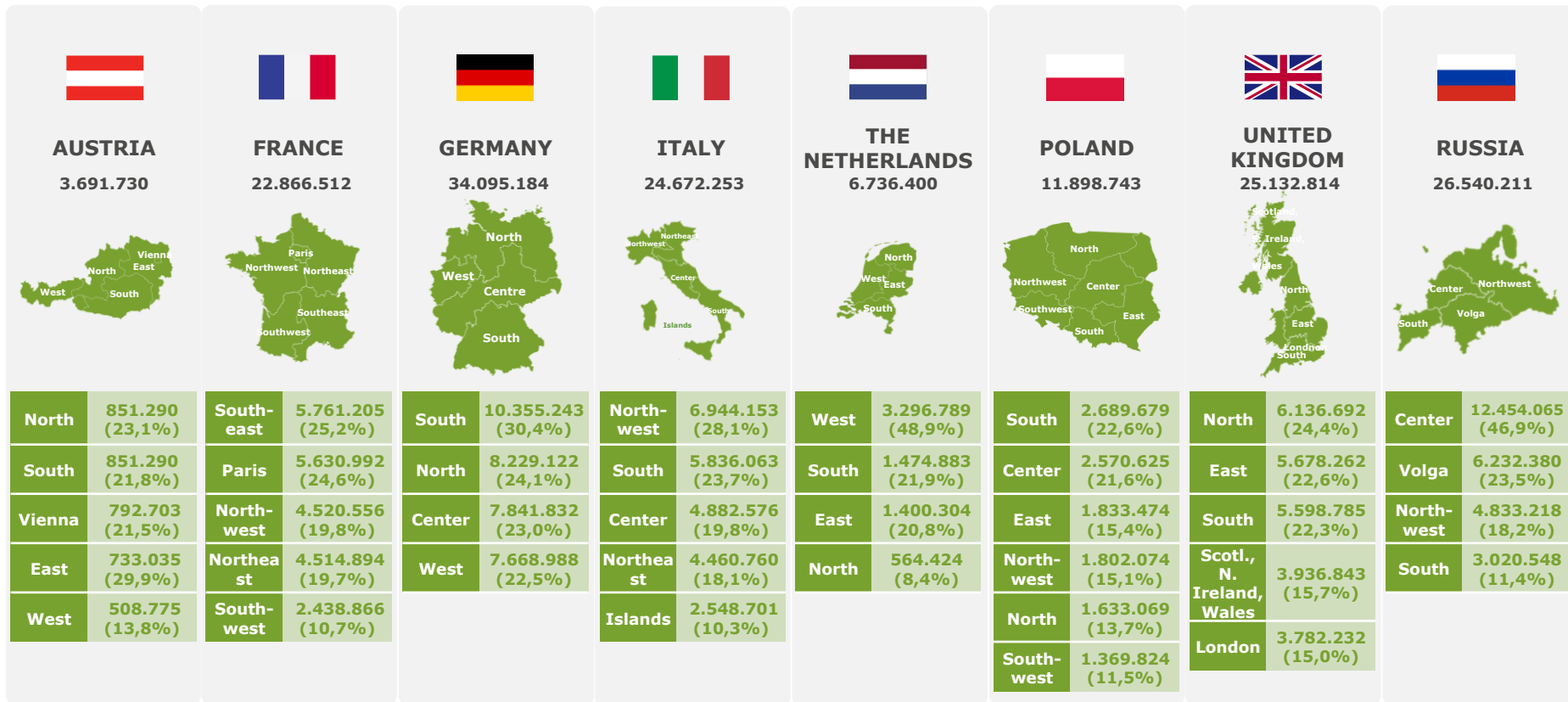
HUNGARY:

26,4%	1.686.633
10,2%	653.837
3,4%	218.462

NOTES:

The percentage shown represent the size of the target group (they travel abroad at least once a year for a break or holiday) and subsample „Visitors“ (they have already visited Slovenia, whereby short and non-tourist visits are also included) and „Tourists“ (destinations they choose for a break or holiday include Slovenia). The size and share of target groups show the size of the segment according to the country population aged between 18 and 65

Size of the target group by market regions



NOTES:

Percentages show the distribution of the entire target group (they travel abroad for a break or holiday) by regions of the market. The size and the share in the target group is defined for each region, calculated on the basis of the size of the entire population of the country aged between 18 and 65.

Size of the target group by market regions



BELGIUM

3.691.730



CZECH REPUBLIC

3.380.532



DENMARK

1.833.308



HUNGARY

1.686.633



SPAIN

7.880.997



SWEDEN

2.884.414



SWITZERLAND

3.792.205



Brussels	487.628 (12,3%)
Northeast	1.388.715 (34,9%)
Northeast	956.205 (24,0%)
Southeast	611.393 (15,4%)
Southwest	533.793 (13,4%)

Center	547.172 (16,2%)
East	816.829 (24,2%)
North	474.889 (14,0%)
Prague	562.908 (16,7%)
South	534.513 (15,8%)

Hovedstaden	694.590 (37,9%)
Center	385.334 (21,0%)
North	167.002 (9,1%)
West	249.699 (13,6%)
South	336.683 (18,4%)

Budapest	397.776 (23,6%)
Center	351.343 (20,8%)
Northeast	378.418 (22,4%)
Northeast	270.846 (18,1%)
South	288.251 (17,1%)

Center	2.194.239 (27,8%)
East	1.250.126 (15,9%)
North	1.299.866 (16,5%)
Northeast	1.637.329 (20,8%)
South	1.499.438 (19,0%)

Center	519.649 (18,0%)
North	244.829 (8,5%)
South	776.389 (26,9%)
Stockholm	813.490 (28,2%)
West	530.056 (18,4%)

Alps & the Pre-Alpine part	887.301 (23,4%)
French speaking east	608.303 (16,0%)
French speaking west	824.514 (21,7%)
Northeast	866.471 (22,8%)
Northeast	605.615 (16,0%)

NOTES:

Percentages show the distribution of the entire target group (they travel abroad for a break or holiday) by regions of the market. The size and the share in the target group is defined for each region, calculated on the basis of the size of the entire population of the country aged between 18 and 65.

The three largest segments in the markets



AUSTRIA

BEAUTY AND INDULGENCE LOVERS:

22,4% 827.715



URBAN CONSUMERS:

19,4% 716.841



GREEN EXPLORERS:

15,7% 577.759



FRANCE

URBAN CONSUMERS:

20,3% 4.634.723



GREEN EXPLORERS:

17,4% 3.968.518



SOCIABLE FOODIES:

9,5% 2.170.666



GERMANY

GREEN EXPLORERS:

17,2% 5.879.195



URBAN CONSUMERS:

17,0% 5.805.746



BEAUTY AND INDULGENCE LOVERS:

15,3% 5.212.283



ITALY

URBAN CONSUMERS:

20,0% 4.923.623



GREEN EXPLORERS:

17,1% 4.221.262



SOCIABLE FOODIES:

12,2% 3.004.703



THE NETHERLANDS

GREEN EXPLORERS:

22,4% 1.510.132



URBAN CONSUMERS:

15,9% 1.073.834



FOREVER YOUNG:

15,9% 1.068.282



POLAND

FOREVER YOUNG:

15,1% 1.801.146



GREEN EXPLORERS:

15,0% 1.780.315



BEAUTY AND INDULGENCE LOVERS:

14,9% 1.773.865



UNITED KINGDOM

URBAN CONSUMERS:

19,2% 4.833.092



GREEN EXPLORERS:

13,6% 3.420.872



BEAUTY AND INDULGENCE LOVERS:

13,4% 3.373.108



RUSSIA

FOREVER YOUNG:

16,2% 4.306.013



SOCIABLE FOODIES:

16,0% 4.243.071



GREEN EXPLORERS:

14,8% 3.932.358



NOTES:

Percentages show the biggest three segments (personas) on each market. The sizes of individual segments in the target group are calculated on the basis of the size of the entire population of a country aged between 18 and 65.

The three largest segments in the markets



BELGIUM



GREEN EXPLORERS:

17,1% 681.898



URBAN CONSUMERS:

15,6% 622.138



BEAUTY AND INDULGENCE LOVERS:

15,6% 620.721



CZECH REPUBLIC



BEAUTY AND INDULGENCE LOVERS:

28,9% 978.451



GREEN EXPLORERS:

14,8% 499.465



FOREVER YOUNG:

13,7% 464.686



DENMARK



URBAN CONSUMERS:

19,8% 362.330



BEAUTY AND INDULGENCE LOVERS:

17,0% 311.316



FOREVER YOUNG:

11,4% 208.465



HUNGARY



GREEN EXPLORERS:

18,4% 309.499



URBAN CONSUMERS:

14,1% 238.054



BEAUTY AND INDULGENCE LOVERS:

13,8% 233.024



SPAIN



URBAN CONSUMERS:

21,6% 1.705.283



GREEN EXPLORERS:

14,4% 1.135.418



SOCIABLE FOODIES:

13,4% 1.055.499



SWEDEN



URBAN CONSUMERS:

19,2% 553.018



BEAUTY AND INDULGENCE LOVERS:

19,1% 550.869



GREEN EXPLORERS:

12,2% 351.197



SWITZERLAND



URBAN CONSUMERS:

21,9% 830.313



BEAUTY AND INDULGENCE LOVERS:

17,7% 669.736



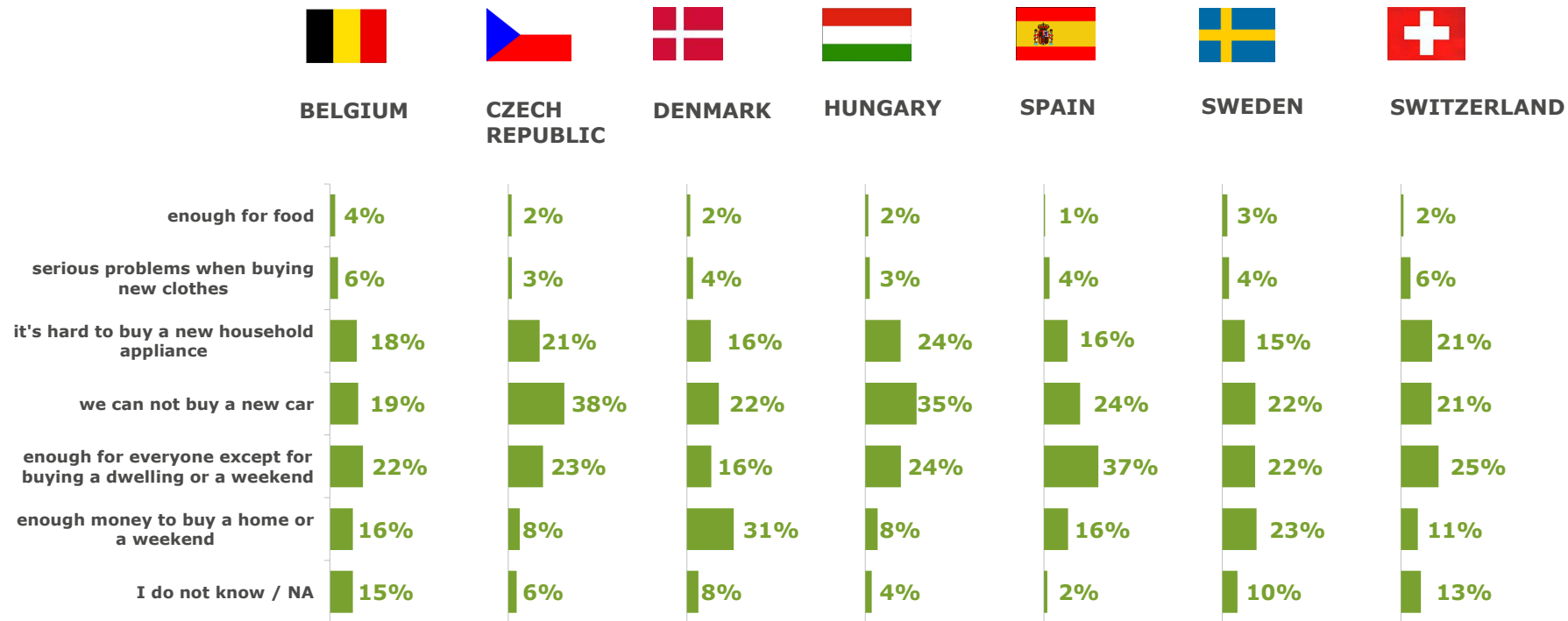
GREEN EXPLORERS:

15,4% 585.185

NOTES:

Percentages show the biggest three segments (personas) on each market. The sizes of individual segments in the target group are calculated on the basis of the size of the entire population of a country aged between 18 and 65.

Household financial position by market



Visit of, and experience with, Slovenia



NOTES:

The pyramid shows the choice of Slovenia as a tourist destination and is divided into three stages: **1. ALL VISITORS OF SLOVENIA:** The share in the target group (TG) that have visited Slovenia, including non-tourist visits. **2. VISIT FOR A BREAK OR A HOLIDAY:** The share in TG who chose Slovenia as a break or holiday destination or who have stayed in Slovenia at least two nights. The green circle on the right represents the share of those, that visited Slovenia with the same purpose in the last 12 months. **3. REPEATED VISIT:** The share in TG, who would visit Slovenia (as a tourist destination) again.

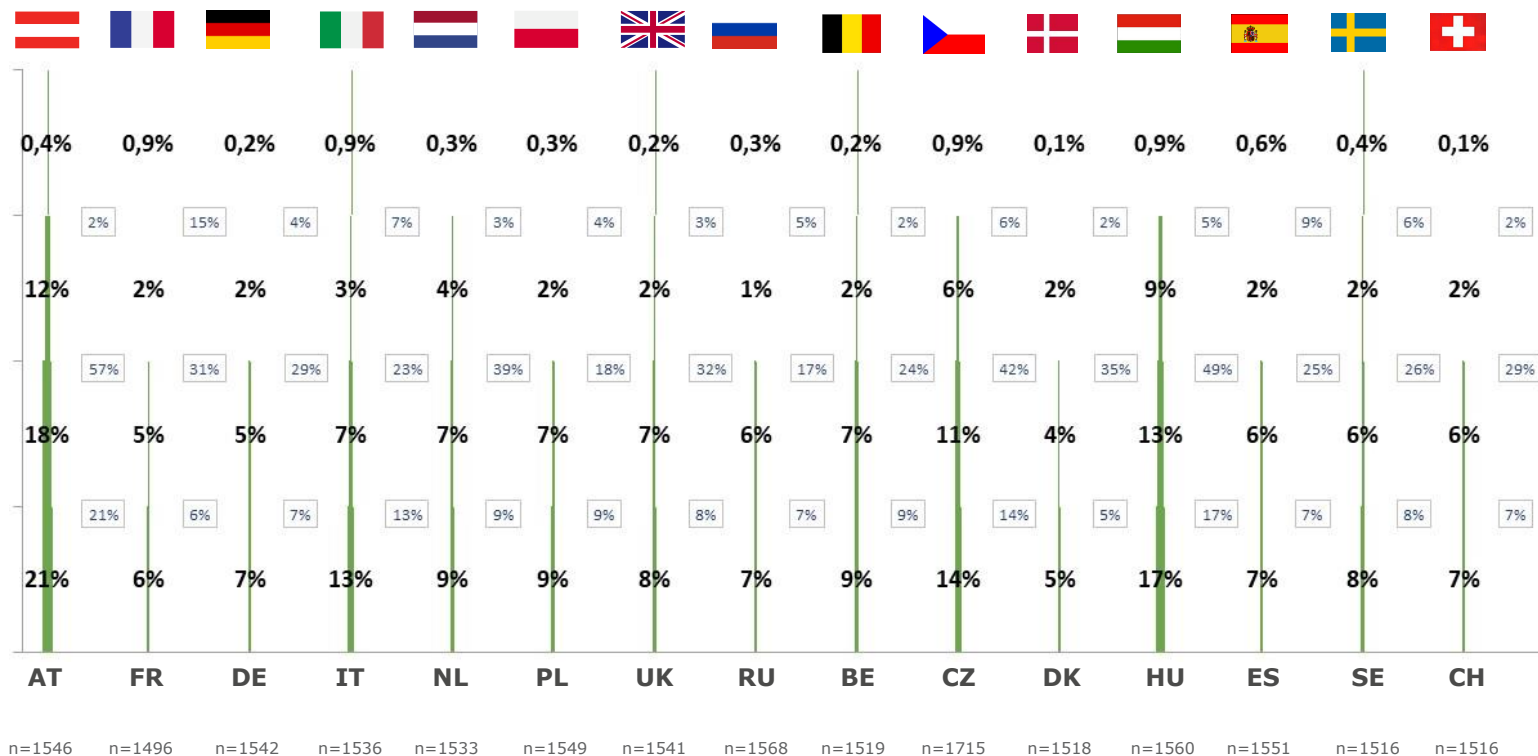
Potential of Slovenia as a destination for a holiday or a break

Top choice

NARROW POTENTIAL:
TOP choice + repeated visit

BROAD POTENTIAL:
Choice (including repeated visit)

Visit or choice



NOTES:

The pyramid shows the choice of Slovenia as a tourist destination and is divided into four stages: **1. VISIT OR CHOICE:** The share in the target group (TG) who have stayed in Slovenia at least two nights for a break, holiday or trip or who would choose Slovenia as a tourist destination in the future (the first and other choices). **2. CHOICE:** The share in TG who would choose Slovenia as a tourist destination in the future (the first and other choices) or who have already been to Slovenia and would visit it again. **3. REPEATED VISIT AND TOP CHOICE:** The share in TG who have already been to Slovenia and would visit it again OR would choose Slovenia as their next tourist destination (top choice). **4. TOP CHOICE:** The share in TG who would choose Slovenia as their next tourist destination (first choice).

Size of Slovenia's potential as a tourist destination



AT



FR



DE



IT



NL



PL



UK



RU

NARROW POTENTIAL:

Tourists whose first choice for a tourist visit would be Slovenia (narrow interest – top choice) OR those who have already been to Slovenia and would visit it again.

Share*:	12%	2%	2%	3%	4%	2%	2%	1%
Size*:	437.562	431.120	648.441	722.370	236.649	192.145	606.800	293.820
REGION WITH THE GREATEST POTENTIAL:	South 45%	Southeast 37%	South 49%	Northwest 32% Northeast 32%	West 57%	South 37%	North 26%	Central 62%

BROAD POTENTIAL:

Tourists who would visit Slovenia in the future (broad interest) OR those who have already been to Slovenia and would visit it again.

Share*:	18%	5%	5%	7%	7%	7%	7%	6%
Size*:	646.981	1.134.692	1.839.065	1.841.143	446.813	806.356	1.723.589	1.485.158
REGION WITH THE GREATEST POTENTIAL:	South 42%	Southeast 27%	South 44%	Northwest 32%	West 57%	South 28% Central 28%	North 29%	Central 58%

NOTES:

*Percentages for regions show the absolute share of the region according to the entire target group (narrow or broad).

DETAILED DEFINITION OF OUTSTANDING REGIONS: **AT**: South (Carinthia and Styria); **FR**: Southeast (Auvergne, Corse, Languedoc-Roussillon, Provansa, Alps, Côte d'Azur, Rhône-Alpes); **DE**: South (Baden-Württemberg, Bavaria); **ITA**: Northeast (Emilia Romagna, Friuli - Venezia Giulia, Trentino Alto Adige, Veneto), Northwest (Liguria, Lombardy, Piedmont, Valle d'Aosta); **NL**: West (Flevoland, North and South Holland, Utrecht); **PL**: South (Małopolskie, Śląskie), Central (łódzkie, Mazowieckie); **UK**: North (Northeast and Northwest Yorkshire and Humber); **RU**: Central (Central Federal District).

Size of Slovenia's potential as a tourist destination



BE



CZ



DK



HU



ES



SE



CH

NARROW POTENTIAL:

Tourists whose first choice for a tourist visit would be Slovenia (narrow interest – top choice) OR those who have already been to Slovenia and would visit it again.

Share*:	2%	6%	2%	9%	2%	2%	2%
Size*:	87.993	194.577	34.592	143.461	132.201	57.148	83.195
REGION WITH THE GREATEST POTENTIAL:	Northeast 52%	Prague 25%	Hovedstaden 49%	Budapest 37%	Northeast 31%	Center 37%	Alps & the Pre-Alpine part 27%

BROAD POTENTIAL :

Tourists who would visit Slovenia in the future (broad interest) OR those who have already been to Slovenia and would visit it again.

Share*:	7%	11%	4%	13%	6%	6%	6%
Size*:	275.535	356.591	68.606	214.391	481.768	168.948	236.601
REGION WITH THE GREATEST POTENTIAL:	Northeast 41%	Prague 23%	Hovedstaden 42%	Budapest 33%	Northeast 24% North 24%	Center 33%	Alps & the Pre-Alpine part 33%

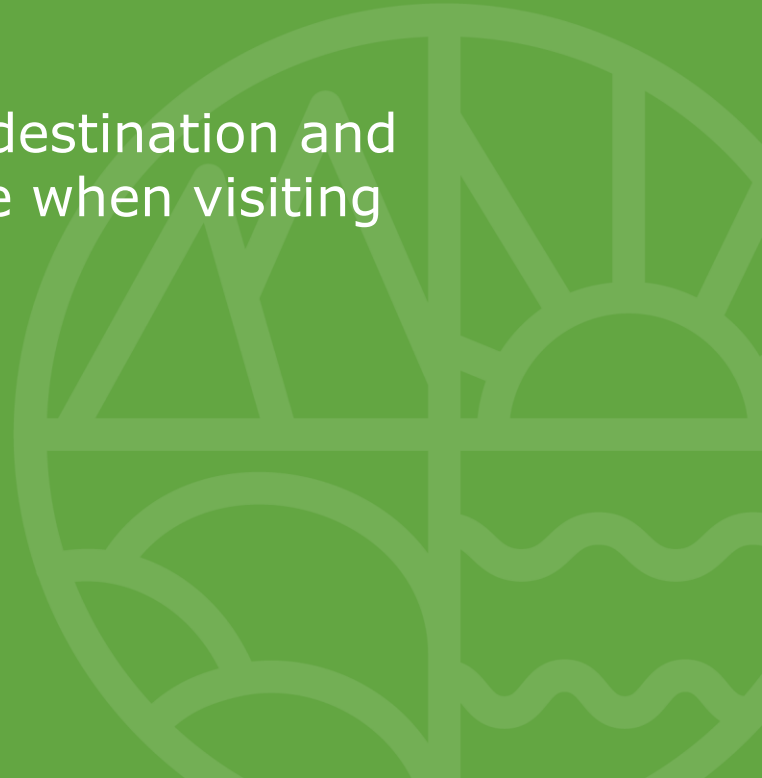
NOTES:

Percentages for regions show the absolute share of the region according to the entire target group (narrow or broad).

DETAILED DEFINITION OF OUTSTANDING REGIONS: **BE**: Northwest (East in West Flanders); **CZ**: Prague; **DK**: Hovedstaden; **HU**: Budapest; **ES**: Northeast (Aragón, Catalonia), North (Asturias, Cantabria, Galicia, Navarra, País Vasco, Rioja); **SE**: Central (Dalarnas, Örebro, East Götland, South and West Manlands, Uppsala, Värmland District); **CH**: Alps & the Pre-Alpine part (Appenzell Outer Rhodes and Inner Rhodes, Glarus, Graubünden, Luzern, Nidwalden, Obwalden, St. Gallen, Schwyz, Ticino, Uri, Zug).

Segments, travel and activity motives, destination and destination types that one would choose when visiting Slovenia

FOCUS BY MARKET



Segments

Tabular overview

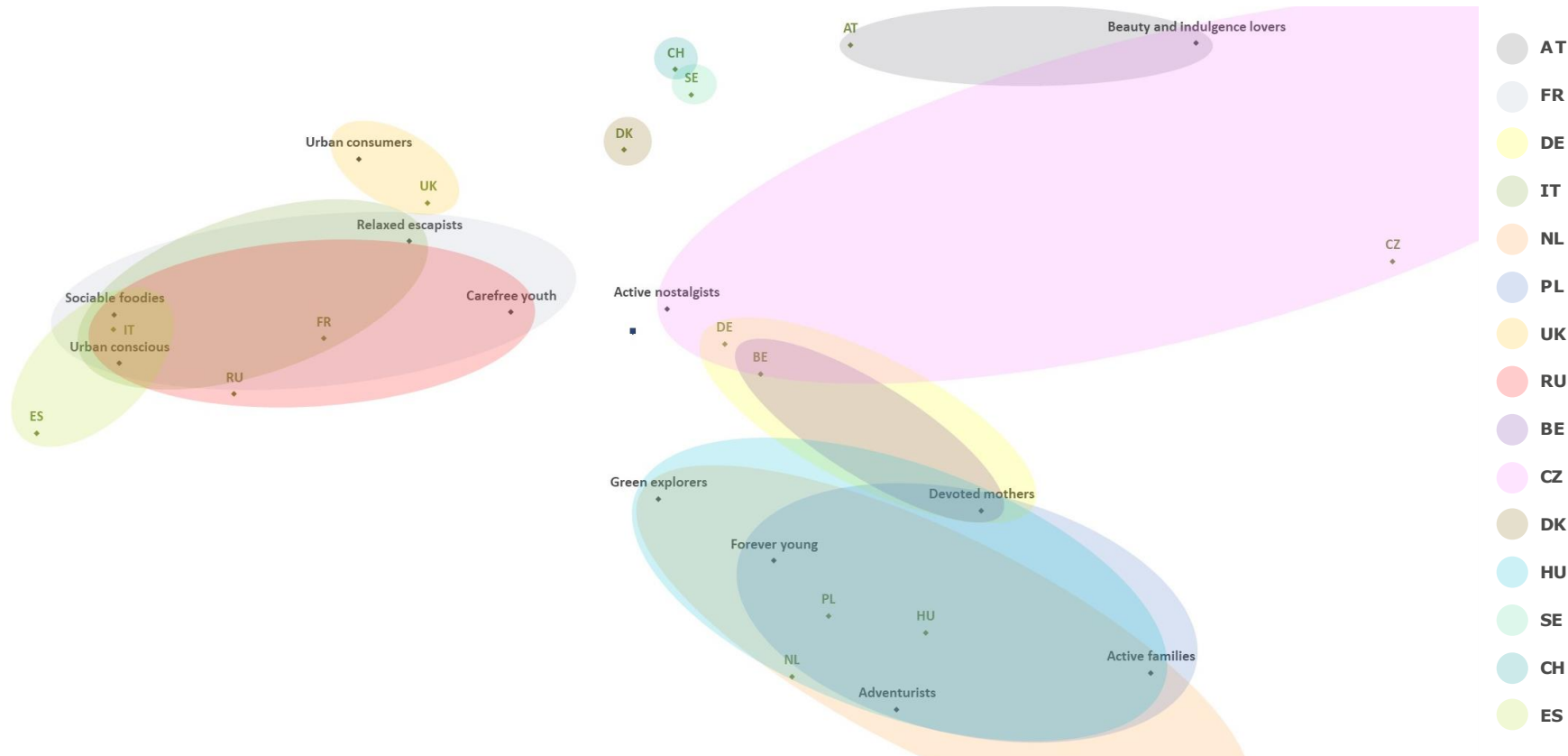
	n=	%	AT	FR	DE	IT	NL	PL	UK	RU	BE	CZ	DK	HU	SE	CH	ES
Total	23204	100,0%	6,7%	6,4%	6,6%	6,6%	6,6%	6,7%	6,6%	6,8%	6,5%	7,4%	6,5%	6,7%	6,5%	6,5%	6,7%
Segments	23204	100,0%															
Green explorers	3671	15,8%	15,7%	17,6%	17,2%	17,2%	22,6%	15,0%	13,7%	14,9%	17,1%	14,8%	11,3%	18,4%	12,2%	15,4%	14,4%
Sociable foodies	2024	8,7%	6,0%	9,6%	7,2%	12,2%	5,3%	6,9%	13,2%	16,0%	8,0%	5,6%	9,1%	5,6%	7,1%	5,9%	13,4%
Urban consumers	3948	17,0%	19,4%	20,5%	17,0%	20,1%	16,1%	10,0%	19,3%	14,6%	15,6%	7,4%	19,8%	14,1%	19,2%	21,9%	21,6%
Urban conscious	1303	5,6%	5,2%	6,9%	4,9%	9,6%	3,2%	8,0%	4,6%	7,3%	3,8%	2,6%	5,4%	3,1%	5,5%	4,6%	9,9%
Relaxed escapists	1734	7,5%	6,4%	8,3%	7,4%	9,4%	4,9%	6,2%	7,5%	9,9%	7,0%	5,7%	8,1%	6,9%	8,0%	8,5%	8,2%
Active nostalgists	1511	6,5%	5,0%	7,2%	7,3%	7,3%	7,3%	6,6%	8,3%	2,6%	7,5%	7,2%	6,9%	5,0%	6,2%	6,8%	6,6%
Adventurists	723	3,1%	1,8%	3,7%	3,5%	1,9%	4,6%	4,8%	2,9%	1,4%	2,9%	4,1%	2,6%	4,7%	2,6%	1,9%	3,3%
Forever young	2686	11,6%	9,6%	8,6%	10,0%	7,6%	16,0%	15,2%	9,1%	16,3%	12,1%	13,7%	11,4%	13,2%	12,0%	7,7%	10,7%
Beauty and indulgence lovers	3460	14,9%	22,4%	9,6%	15,3%	7,2%	11,4%	14,9%	13,5%	10,8%	15,6%	28,9%	17,0%	13,8%	19,1%	17,7%	4,9%
Devoted mothers	686	3,0%	2,9%	1,9%	4,9%	2,8%	2,5%	4,0%	2,8%	1,2%	3,6%	3,5%	2,8%	5,1%	2,0%	2,5%	1,7%
Active families	713	3,1%	2,6%	1,9%	2,8%	1,8%	3,7%	4,8%	1,9%	1,4%	3,5%	4,9%	2,9%	6,2%	1,9%	3,1%	2,5%
Carefree youth	745	3,2%	2,8%	4,1%	2,6%	2,9%	2,4%	3,6%	3,3%	3,7%	3,3%	1,7%	2,8%	4,0%	4,3%	4,1%	2,9%

NOTES:

The table shows the deviation of elements (segments) by individual markets. Green color indicates statistically more typical elements for an individual market, while gray is statistically less characteristic for an individual market. Darker shades of colors indicate a stronger (positive/negative) deviation of the element on the market. The analysis can serve as an orientation on focusing on individual elements within one country.

Segments

Correspondence analysis

















































NOTES:

The connection between elements (segments) and markets is shown on the two-dimensional graph with the method of correspondence analysis. Colored circles combine elements that are more specific for a particular market. The analysis, in comparison with the tabular display, additionally shrinks the set of elements, as the ratios between and comparison with all countries, that are a part of this research are taken into account. The analysis can serve as an orientation when focusing on individual markets by elements.

Segments

Summary of correspondence analysis

		Green explorers	Sociable foodies	Urban consumers	Urban concious	Relaxed escapists	Active nostalgists	Adventurists	Forever young	Beauty and indulgence lovers	Devoted mothers	Active families	Carefree youth
Austria													
France													
Germany													
Italy													
the Netherlands													
Poland													
United Kingdom													
Russia													
Belgium													
Czech Republic													
Denmark													
Hungary													
Spain													
Sweden													
Switzerland													

NOTES:

In each country the images show those segments (personas) that are more typical for the market. If there is no persona displayed for an individual country, this means that no segment is more specific for the market.

Travelling motives

Tabular overview

	n=	%	AT	FR	DE	IT	NL	PL	UK	RU	BE	CZ	DK	HU	SE	CH	ES
Total	23204	100,0%	6,7%	6,4%	6,6%	6,6%	6,6%	6,7%	6,6%	6,8%	6,5%	7,4%	6,5%	6,7%	6,5%	6,5%	6,7%
Motives	23204																
Actively spending time	2667	11,5%	12,0%	7,8%	11,4%	11,5%	8,8%	20,9%	8,4%	14,5%	7,5%	15,9%	9,9%	17,5%	7,5%	9,8%	8,0%
Experience another culture	6524	28,1%	25,7%	34,4%	26,1%	33,9%	25,3%	33,6%	27,2%	38,4%	19,2%	21,3%	29,6%	24,0%	21,9%	23,6%	37,9%
To experience diversity	3165	13,6%	15,8%	12,9%	15,3%	16,7%	8,8%	16,9%	10,0%	26,1%	7,4%	12,5%	8,5%	13,9%	7,8%	13,5%	17,9%
Spending time with friends	2572	11,1%	12,3%	10,9%	11,0%	9,3%	10,2%	9,4%	13,3%	5,5%	12,8%	10,3%	12,0%	12,3%	15,2%	14,1%	7,9%
To clear one's head, gather thoughts	3064	13,2%	13,9%	12,6%	14,9%	16,6%	12,1%	10,5%	9,8%	9,6%	15,4%	21,7%	8,7%	7,3%	13,0%	14,7%	16,2%
Visit a beautiful destination	8022	34,6%	23,8%	41,1%	25,3%	31,0%	34,5%	30,0%	35,4%	53,2%	35,3%	36,7%	26,6%	48,7%	30,5%	29,3%	36,6%
Visit a town, the capital	5229	22,5%	20,4%	34,0%	16,2%	40,2%	21,0%	14,3%	20,7%	31,7%	22,1%	13,3%	19,0%	17,3%	15,9%	19,0%	34,0%
Taking care of her health	841	3,6%	3,0%	3,3%	3,7%	4,6%	1,8%	2,6%	4,3%	7,6%	3,4%	4,1%	2,5%	2,7%	2,6%	4,4%	3,8%
Take care of oneself, be restored	2526	10,9%	13,1%	8,4%	14,9%	10,4%	7,3%	6,6%	10,1%	15,6%	10,6%	7,3%	10,9%	8,1%	18,5%	15,3%	6,7%
Spend time with partner	5327	23,0%	30,5%	22,9%	27,1%	20,2%	27,3%	19,5%	27,3%	14,7%	28,4%	26,0%	23,5%	3,3%	23,2%	26,5%	24,1%
Spend time with family, strengthen the bonds	4806	20,7%	25,0%	14,3%	19,0%	13,7%	18,7%	23,8%	22,4%	16,4%	20,0%	22,6%	25,5%	23,5%	23,8%	24,0%	17,7%
Rest, slow down the pace of life	5704	24,6%	29,7%	13,5%	29,9%	24,2%	21,8%	33,7%	21,5%	26,5%	22,7%	29,1%	20,1%	38,3%	11,7%	25,4%	19,3%
To learn something new	8827	38,0%	40,3%	42,5%	33,0%	41,0%	32,5%	41,8%	31,2%	54,1%	32,2%	39,2%	28,8%	33,0%	35,7%	37,3%	47,3%
Relaxation	7377	31,8%	34,6%	20,3%	34,8%	20,8%	54,4%	38,2%	30,2%	9,9%	40,9%	37,6%	33,5%	37,3%	40,2%	29,3%	14,8%
Contact with nature	2978	12,8%	13,7%	9,1%	18,2%	9,3%	16,8%	15,2%	6,6%	9,0%	16,4%	17,7%	11,0%	15,7%	10,0%	13,8%	9,5%
Retreat from the everyday	6488	28,0%	25,5%	29,0%	24,5%	27,8%	30,5%	20,0%	33,4%	12,0%	34,1%	39,4%	31,4%	18,1%	37,4%	27,9%	27,8%
Enjoy good food, drinks	5797	25,0%	31,0%	20,2%	23,6%	17,7%	21,4%	25,6%	29,2%	27,2%	24,2%	18,9%	29,6%	20,9%	35,7%	33,2%	17,2%
Fun at clubs, bars	933	4,0%	3,5%	3,3%	4,3%	4,0%	3,9%	4,4%	4,7%	3,6%	3,8%	2,1%	3,3%	4,2%	6,0%	5,4%	4,1%
Live like a local	1091	4,7%	4,4%	7,1%	4,0%	6,8%	3,1%	3,6%	6,5%	3,7%	3,8%	3,8%	4,6%	6,1%	4,2%	3,6%	5,4%

NOTES:

The table shows the deviation of elements (travelling motives) by individual markets. Green color indicates statistically more typical elements for an individual market, while gray is statistically less characteristic for an individual market. Darker shades of colors indicate a stronger (positive/negative) deviation of the element on the market. The analysis can serve as an orientation on focusing on individual elements within one country.

Travelling motives

Correspondence analysis



NOTES:

The connection between elements (travelling motives) and markets is shown on the two-dimensional graph with the method of correspondence analysis. Colored circles combine elements that are more specific for a particular market. The analysis, in comparison with the tabular display, additionally shrinks the set of elements, as the ratios between and comparison with all countries, that are a part of this research are taken into account. The analysis can serve as an orientation when focusing on individual markets by elements.

Travelling motives

Summary of correspondence analysis

AT		Spend time with friends; Spend time with family, strengthen the bonds; Relaxation; Enjoy good food, drinks	BE		Spend time with friends; Spend time with partner; Retreat from the everyday
FR		Visit a town, the capital; Live like a local	CZ		Spend time with family, strengthen the bonds; Relaxation; Contact with nature
DE		Relaxation; Contact with nature	DK		Spend time with friends; Retreat from the everyday; Enjoy good food, drinks
IT		Experience another culture; Visit a town, the capital; Take care of one's health; To learn something new; Live like a local	HU		Spend time actively; Rest, slow down the pace of life
NL		Relaxation	ES		Experience another culture; Visit a town, the capital; To learn something new; Live like a local
PL		Spend time actively; Rest, slow down the pace of life	SE		Spend time with friends; Take care of one self, be restored; Retreat from the everyday; Enjoy good food, drinks; Parties in bars, clubs
UK		Spend time with partner; Retreat from the everyday; Parties in bars, clubs	CH		Spend time with friends; Spend time with partner; Enjoy good food, drinks; Parties in bars, clubs
RU		Experience another culture; Experience diversity; Visit a beautiful destination; Take care of one's health; To learn something new			

Activities by market

Tabular overview

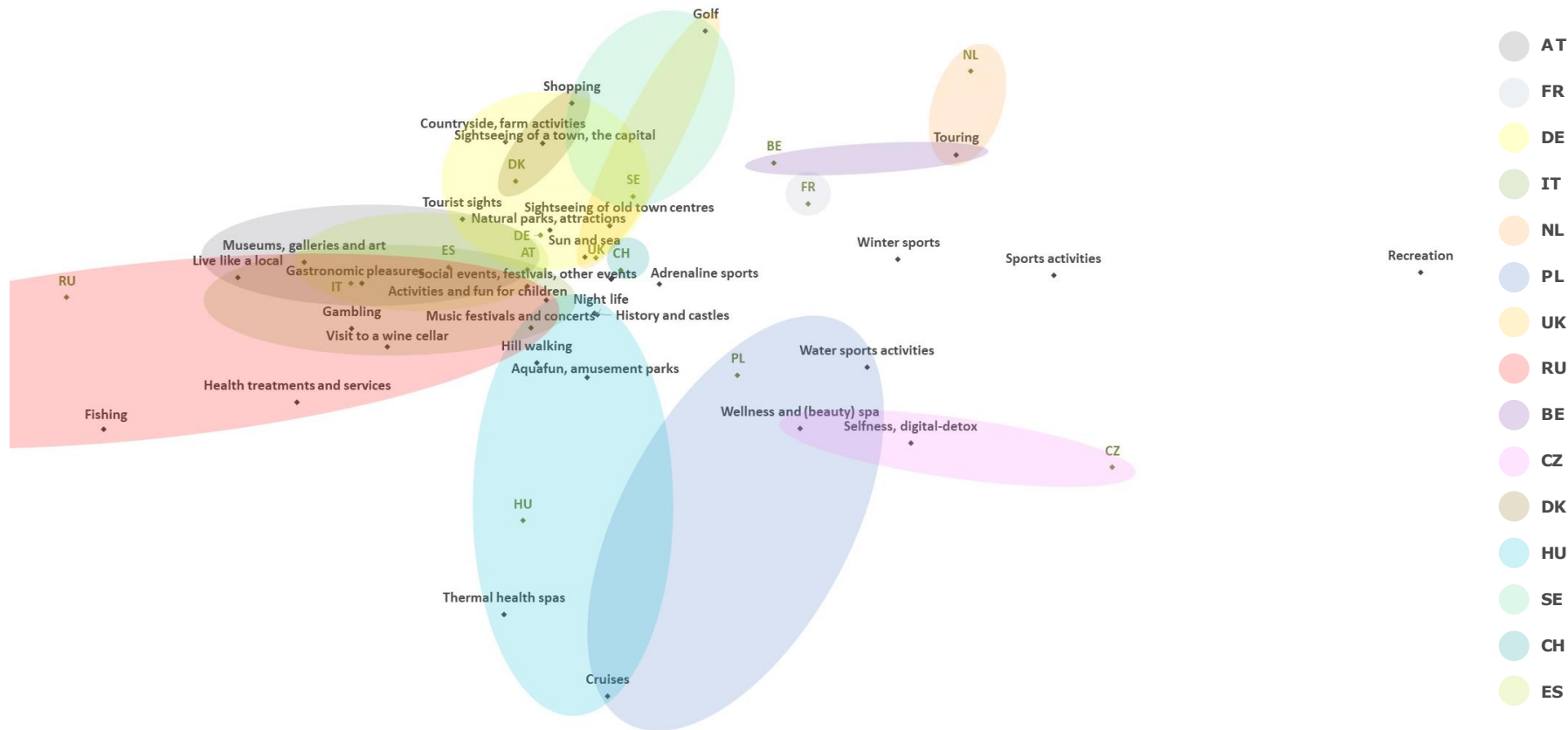
	n=	%	AT	FR	DE	IT	NL	PL	UK	RU	BE	CZ	DK	HU	SE	CH	ES
Total	23204	100,0%	6,7%	6,4%	6,6%	6,6%	6,6%	6,7%	6,6%	6,8%	6,5%	7,4%	6,5%	6,7%	6,5%	6,5%	6,7%
Activities	23204																
Sports activities	6246	26,9%	31,9%	31,8%	30,6%	22,4%	33,0%	29,0%	19,7%	15,9%	33,0%	39,7%	15,1%	27,7%	18,9%	30,9%	22,5%
Water sports activities	3693	15,9%	18,2%	16,3%	18,9%	11,9%	12,2%	29,9%	15,1%	8,4%	16,0%	16,7%	9,1%	19,7%	12,2%	18,6%	15,4%
Winter sports	3286	14,2%	18,2%	14,1%	15,9%	13,7%	15,5%	16,4%	13,4%	10,4%	11,5%	19,7%	10,7%	10,6%	13,0%	17,2%	11,5%
Adrenaline sports	1728	7,4%	5,4%	9,3%	6,3%	8,7%	4,9%	8,3%	9,9%	5,0%	6,8%	7,1%	7,8%	9,0%	8,0%	5,3%	10,0%
Hill walking	1648	7,1%	8,9%	5,7%	9,7%	6,1%	6,7%	5,6%	7,5%	2,3%	3,2%	4,7%	6,2%	14,3%	5,5%	6,4%	13,8%
Recreation	8281	35,7%	24,8%	53,0%	26,0%	24,5%	48,8%	56,9%	40,2%	11,0%	37,8%	69,0%	26,1%	22,1%	31,0%	33,3%	28,1%
Natural parks, attractions	11892	51,2%	54,2%	49,6%	50,0%	60,2%	49,9%	47,8%	47,6%	64,5%	51,8%	51,4%	47,1%	45,6%	38,2%	54,4%	55,9%
Activities and fun for children	3762	16,2%	18,2%	12,4%	17,4%	14,3%	10,9%	16,3%	20,4%	23,4%	13,0%	21,4%	16,2%	12,4%	14,2%	16,1%	15,7%
Aquafun, amusement parks	5376	23,2%	19,3%	19,7%	17,9%	14,6%	20,8%	27,7%	22,4%	37,0%	23,0%	27,7%	19,7%	34,8%	21,9%	20,6%	19,3%
Countryside, farm activities	2186	9,4%	10,1%	11,9%	15,0%	13,9%	7,5%	10,8%	9,7%	4,3%	9,8%	3,2%	6,7%	7,9%	7,3%	9,1%	14,8%
Gastronomic pleasures	7354	31,7%	35,1%	37,6%	36,8%	47,1%	18,6%	29,3%	22,2%	33,5%	30,5%	21,0%	27,6%	39,2%	18,6%	35,5%	43,8%
Visit to a wine cellar	3193	13,8%	10,7%	11,2%	11,7%	15,6%	8,9%	19,2%	15,7%	18,7%	11,2%	11,0%	13,5%	18,7%	13,8%	10,5%	16,0%
Sun and sea	14009	60,4%	70,8%	49,0%	64,9%	53,1%	56,8%	58,2%	59,4%	80,6%	57,9%	64,7%	55,0%	61,5%	64,3%	64,7%	43,6%
Cruises	3869	16,7%	11,5%	9,5%	13,8%	20,7%	6,6%	27,4%	13,7%	20,4%	7,8%	28,9%	7,7%	35,9%	14,0%	12,6%	17,2%
Touring	4404	19,0%	14,2%	17,5%	18,9%	19,5%	34,0%	15,9%	6,6%	10,3%	24,3%	19,7%	15,6%	25,4%	26,2%	14,0%	22,9%
Fishing	976	4,2%	2,2%	2,4%	2,9%	3,5%	3,3%	6,3%	3,3%	11,4%	2,1%	3,8%	4,1%	6,9%	6,3%	1,7%	2,6%
Golf	371	1,6%	1,6%	1,5%	2,5%	1,6%	1,7%	0,9%	2,8%	0,4%	1,0%	1,0%	1,7%	1,0%	3,4%	1,4%	1,7%
Wellness and (beauty) spa	6079	26,2%	43,1%	23,6%	30,7%	31,7%	13,2%	19,7%	18,6%	9,4%	22,7%	39,2%	21,2%	39,1%	18,8%	37,2%	23,2%
Thermal health spas	4031	17,4%	21,1%	13,3%	14,7%	20,6%	5,3%	19,2%	11,8%	23,8%	13,1%	27,6%	8,5%	33,5%	7,9%	19,8%	18,4%
Health treatments and services	2621	11,3%	10,5%	11,0%	9,8%	9,7%	4,4%	14,4%	13,1%	21,8%	7,6%	11,5%	6,3%	13,4%	11,5%	11,4%	12,5%
Selfness, digital-detox	1496	6,4%	2,2%	5,9%	5,5%	7,7%	3,9%	5,5%	10,0%	2,3%	4,5%	11,6%	8,4%	9,7%	5,7%	5,3%	7,9%
History and castles	10315	44,5%	32,8%	39,6%	36,5%	51,3%	44,2%	51,2%	46,3%	57,6%	39,9%	53,0%	38,5%	49,7%	35,7%	32,6%	56,0%
Sightseeing of old town centres	13044	56,2%	57,1%	55,9%	50,9%	61,0%	60,7%	57,0%	56,5%	64,8%	56,0%	55,3%	49,8%	53,7%	48,3%	49,0%	66,8%
Sightseeing of a town, the capital	12661	54,6%	54,6%	64,3%	52,3%	64,3%	60,3%	53,2%	52,0%	59,4%	58,3%	34,2%	50,5%	47,6%	51,9%	55,4%	62,9%
Tourist sights	10453	45,0%	51,2%	41,5%	48,3%	45,5%	41,9%	46,0%	45,7%	66,2%	42,8%	39,9%	40,8%	36,7%	35,1%	45,7%	48,2%
Live like a local	6085	26,2%	40,5%	19,7%	36,8%	42,9%	13,7%	34,4%	23,1%	33,7%	15,5%	16,5%	22,1%	20,7%	19,4%	31,4%	23,6%
Museums, galleries and art	7379	31,8%	24,1%	33,8%	26,4%	47,3%	23,6%	34,8%	32,5%	48,0%	26,4%	23,2%	25,8%	31,6%	28,9%	25,7%	45,4%
Social events, festivals, other events	5468	23,6%	21,1%	22,6%	22,0%	28,8%	19,9%	23,7%	27,8%	22,9%	21,7%	19,4%	18,1%	30,1%	21,3%	24,1%	30,2%
Music festivals and concerts	4214	18,2%	17,6%	17,2%	15,3%	18,8%	13,9%	22,1%	17,6%	19,2%	14,2%	15,9%	15,1%	24,4%	18,9%	19,5%	22,4%
Shopping	8478	36,5%	40,0%	32,5%	40,5%	34,6%	42,5%	27,0%	37,4%	41,4%	40,4%	26,4%	38,2%	27,4%	44,2%	43,6%	33,5%
Night life	4050	17,5%	19,1%	16,1%	15,4%	21,2%	13,9%	17,3%	20,4%	14,7%	11,8%	18,2%	10,9%	19,8%	18,3%	20,2%	24,3%
Gambling	369	1,6%	1,5%	1,1%	1,4%	2,4%	0,8%	0,6%	1,7%	1,3%	1,0%	1,1%	2,0%	2,7%	1,8%	3,3%	1,4%
Other	270	1,2%	2,0%	0,1%	0,5%	0,4%	2,1%	0,1%	1,1%	0,3%	1,7%	1,0%	3,5%	0,4%	2,1%	1,7%	0,4%
None	126	0,5%	0,6%	0,2%	1,4%	0,3%	0,8%	0,2%	1,0%	0,2%	0,6%	0,1%	1,3%	0,2%	0,8%	0,4%	0,1%

NOTES:

The table shows the deviation of elements (activities) by individual markets. Green color indicates statistically more typical elements for an individual market, while gray is statistically less characteristic for an individual market. Darker shades of colors indicate a stronger (positive/negative) deviation of the element on the market. The analysis can serve as an orientation on focusing on individual elements within one country.

Activities by market

Correspondence analysis



NOTES:

The connection between elements (activities) and markets is shown on the two-dimensional graph with the method of correspondence analysis. Colored circles combine elements that are more specific for a particular market. The analysis, in comparison with the tabular display, additionally shrinks the set of elements, as the ratios between and comparison with all countries, that are a part of this research are taken into account. The analysis can serve as an orientation when focusing on individual markets by elements.

Activities by market

Summary of correspondence analysis

AT		Gastronomic delights; Tourist sights; Live like a local	BE		Touring
FR			CZ		Wellness and (beauty) spa; Selfness, digital-detox
DE		Countryside, farm activities; Sun and sea; Tourist sights; Shopping	DK		Shopping
IT		Gastronomic delights; Visit to a wine cellar; Live like a local; Museums, galleries, art; Social events, festivals; Gambling	HU		Gorništvo; Aquafun, amusement parks; Cruise; Thermal health spa; History and castles; Music festivals and concerts; Nightlife
NL		Touring	ES		Gastronomic delights; Tourist sights; Museums, galleries, art; Social events, festivals
PL		Water sports activities; Cruise	SE		Golf; Shopping
UK		Golf	CH		
RU		Activities and fun for children; Gastronomic delights; Visit to a wine cellar; Ribolov; Live like a local; Museums, galleries, art			

NOTES:

The table shows activities by market, that are more typical for an individual market. If there is no element displayed for an individual country, this means that no element is more specific for the market.

Destinations by market

Tabular overview

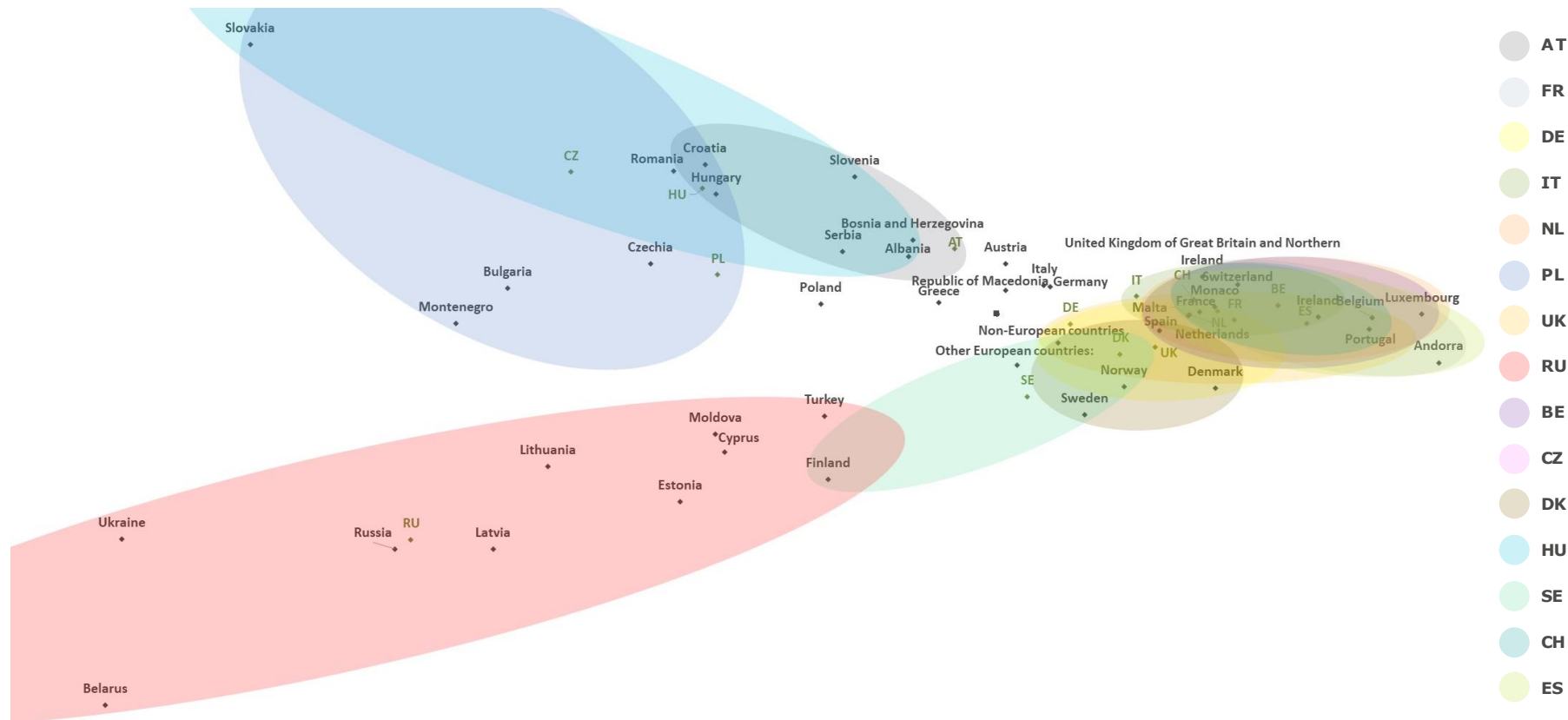
		n=	%	AT	FR	DE	IT	NL	PL	UK	RU	BE	CZ	DK	HU	SE	CH	ES
Total		23204	100,0%	6,7%	6,4%	6,6%	6,6%	6,6%	6,7%	6,6%	6,8%	6,5%	7,4%	6,5%	6,7%	6,5%	6,5%	6,7%
Destinations		23204																
Slovenia	1269	5,5%	15,1%	2,5%	2,9%	8,0%	6,0%	3,6%	3,2%	1,8%	4,4%	8,7%	3,5%	13,0%	3,5%	3,4%	2,0%	
	Italy	9529	41,1%	60,3%	43,9%	42,6%	0,0%	50,3%	37,1%	40,7%	27,9%	45,2%	47,4%	39,6%	40,7%	41,7%	53,2%	45,1%
	Croatia	5139	22,1%	47,7%	8,7%	18,4%	21,7%	16,1%	30,9%	9,7%	8,6%	14,0%	54,7%	14,3%	45,0%	17,6%	13,1%	7,1%
	Austria	5854	25,2%	0,0%	12,2%	44,1%	29,1%	43,3%	17,4%	17,6%	12,6%	24,4%	38,1%	30,6%	40,0%	24,1%	32,9%	10,7%
	Switzerland	3936	17,0%	17,8%	15,7%	21,8%	26,4%	25,7%	7,5%	15,8%	6,0%	20,7%	11,7%	11,1%	11,7%	11,8%	39,6%	12,3%
	Hungary	3387	14,6%	25,9%	6,4%	10,2%	10,4%	14,7%	21,9%	8,6%	9,2%	9,0%	27,7%	10,9%	35,9%	12,4%	7,6%	5,8%
	Czechia	4759	20,5%	20,5%	8,9%	17,1%	17,4%	21,1%	30,6%	13,2%	29,8%	10,8%	55,5%	20,0%	20,6%	17,3%	8,7%	11,4%
	Germany	9054	39,0%	55,6%	23,4%	0,0%	39,8%	66,9%	35,1%	33,1%	26,3%	42,3%	40,0%	53,3%	41,3%	48,0%	52,3%	28,2%
	Estonia	919	4,0%	2,6%	2,2%	2,7%	3,1%	3,1%	2,8%	3,4%	13,5%	1,3%	2,6%	3,7%	2,6%	12,0%	1,5%	2,5%
	Slovakia	2379	10,3%	8,6%	2,5%	3,7%	4,4%	3,5%	21,3%	3,7%	4,0%	2,3%	57,9%	3,5%	25,2%	3,2%	1,9%	2,0%
	France	9137	39,4%	31,5%	0,0%	39,0%	57,8%	63,6%	25,4%	50,9%	23,5%	67,8%	30,2%	39,9%	23,2%	37,6%	47,3%	53,9%
	Ireland	2300	9,9%	9,7%	13,0%	9,2%	15,3%	10,9%	5,4%	28,8%	1,0%	7,3%	4,0%	10,0%	4,9%	9,3%	7,6%	13,2%
	Albania	570	2,5%	1,3%	2,6%	1,7%	4,3%	1,3%	7,0%	2,1%	0,6%	1,3%	3,0%	2,6%	2,5%	3,3%	2,0%	1,1%
	Andorra	845	3,6%	0,5%	8,4%	1,1%	2,6%	2,6%	1,9%	3,9%	2,7%	3,4%	1,0%	2,6%	1,5%	2,5%	0,6%	19,8%
	Belgium	4249	18,3%	7,8%	24,1%	11,2%	16,3%	56,4%	7,5%	24,7%	7,2%	49,1%	8,1%	14,2%	9,8%	12,9%	9,9%	17,6%
	Belarus	617	2,7%	0,3%	1,0%	1,8%	1,9%	1,0%	2,4%	1,8%	21,0%	1,1%	1,2%	1,5%	1,1%	1,8%	0,8%	0,9%
	Bulgaria	2413	10,4%	5,2%	3,7%	9,6%	3,7%	6,1%	19,7%	7,7%	19,7%	5,4%	27,1%	10,0%	16,1%	13,0%	3,2%	3,1%
	Bosnia and Herzegovina	653	2,8%	4,8%	0,9%	1,6%	3,6%	3,2%	5,2%	2,2%	0,8%	1,8%	3,4%	2,7%	4,0%	4,2%	2,7%	1,2%
	Cyprus	2320	10,0%	7,1%	3,5%	6,4%	3,7%	5,8%	10,0%	19,9%	27,7%	5,3%	6,8%	11,5%	9,4%	23,3%	8,3%	1,4%
	Montenegro	1057	4,6%	2,7%	2,2%	1,9%	3,9%	2,5%	8,6%	2,5%	12,0%	2,4%	9,3%	2,2%	8,6%	4,7%	2,2%	1,7%
	Denmark	3507	15,1%	7,3%	8,6%	19,3%	11,1%	21,9%	7,6%	10,2%	3,6%	8,9%	5,4%	49,9%	6,1%	52,8%	8,4%	7,9%
	Finland	1868	8,1%	4,6%	5,7%	6,3%	7,4%	7,3%	4,9%	6,3%	21,1%	2,9%	2,8%	8,0%	6,2%	28,7%	4,0%	5,1%
	Greece	7693	33,2%	39,0%	23,8%	28,7%	36,2%	40,5%	37,3%	34,9%	30,8%	29,0%	38,3%	36,1%	36,8%	48,7%	22,7%	13,9%
	Latvia	705	3,0%	1,4%	0,9%	2,4%	1,9%	2,9%	2,6%	2,9%	14,5%	1,4%	2,3%	2,6%	1,7%	5,4%	1,3%	1,3%
	Lithuania	716	3,1%	1,0%	1,2%	2,0%	1,7%	2,1%	9,2%	2,5%	10,2%	1,5%	2,3%	2,2%	1,3%	6,4%	0,5%	2,0%
	Luxembourg	1523	6,6%	2,2%	7,9%	6,1%	5,6%	28,1%	2,5%	4,8%	2,0%	19,8%	2,4%	5,8%	2,4%	3,4%	2,6%	3,6%
	Malta	1728	7,4%	6,5%	6,1%	6,8%	12,6%	7,9%	5,8%	16,0%	3,0%	7,9%	3,7%	8,9%	6,3%	8,8%	6,3%	5,7%
	Moldova	254	1,1%	0,2%	1,0%	0,6%	1,9%	1,0%	1,8%	1,5%	3,3%	0,6%	0,8%	0,7%	0,9%	1,3%	0,2%	0,7%
	Monaco	989	4,3%	3,4%	7,9%	3,3%	10,4%	3,6%	2,7%	5,1%	2,4%	4,1%	2,8%	3,5%	2,6%	3,1%	4,8%	4,6%
	Netherlands	4352	18,8%	17,5%	17,0%	25,0%	20,7%	0,0%	14,7%	26,1%	8,9%	47,0%	11,3%	24,4%	13,8%	22,7%	18,4%	15,3%
	Norway	2604	11,2%	6,5%	5,5%	10,2%	8,1%	15,1%	8,7%	7,9%	6,5%	4,9%	6,6%	33,8%	4,4%	36,3%	7,0%	8,1%
	Poland	2599	11,2%	6,5%	5,4%	11,3%	8,0%	12,5%	0,0%	11,9%	14,3%	6,7%	23,6%	15,6%	18,2%	20,5%	4,4%	7,4%
	Portugal	4279	18,4%	12,2%	28,9%	14,8%	18,6%	29,1%	11,7%	29,7%	5,2%	19,5%	6,1%	17,2%	6,1%	17,9%	21,5%	40,1%
	Republic of Macedonia	306	1,3%	1,1%	0,9%	0,8%	1,8%	2,4%	1,9%	1,4%	0,8%	0,9%	1,3%	1,4%	1,5%	1,8%	1,1%	0,7%
	Romania	1385	6,0%	4,2%	3,5%	3,2%	6,7%	3,7%	6,2%	3,6%	4,1%	3,4%	7,6%	3,8%	28,2%	4,5%	1,9%	4,3%
	Russia	1948	8,4%	3,9%	5,0%	5,5%	8,6%	5,6%	6,3%	5,4%	45,5%	3,7%	8,2%	3,9%	5,9%	7,5%	4,0%	5,9%
	Serbia	630	2,7%	3,4%	1,6%	2,0%	2,7%	3,0%	2,6%	1,9%	2,2%	1,3%	2,6%	1,1%	7,4%	4,4%	3,1%	1,3%
	Spain	10634	45,8%	41,4%	45,1%	47,9%	52,2%	61,1%	33,3%	66,5%	32,2%	55,4%	31,8%	48,9%	25,4%	60,7%	46,6%	41,5%
	Sweden	3318	14,3%	9,7%	6,2%	14,1%	10,1%	17,0%	9,9%	8,9%	11,9%	5,2%	5,5%	39,7%	6,1%	55,7%	9,2%	7,0%
	Turkey	5256	22,7%	26,3%	11,8%	27,9%	9,5%	30,6%	19,4%	24,1%	57,0%	23,9%	17,7%	25,1%	12,6%	30,1%	15,4%	8,4%
	Ukraine	1068	4,6%	1,4%	1,5%	2,3%	2,0%	1,8%	10,7%	1,9%	27,1%	1,3%	5,6%	2,6%	4,7%	2,8%	1,0%	1,5%
	United Kingdom of Great Britain and Northern Ireland	6070	26,2%	27,1%	31,7%	23,4%	39,7%	45,6%	20,4%	0,0%	5,5%	32,3%	20,6%	34,7%	24,2%	30,3%	23,7%	34,6%
Other European countries:		826	3,6%	4,9%	4,0%	1,8%	1,7%	2,9%	2,0%	3,6%	5,4%	4,5%	2,8%	5,8%	2,2%	4,8%	4,0%	3,0%
Non-European countries		6132	26,4%	34,8%	24,9%	28,3%	18,7%	34,1%	17,7%	28,0%	30,8%	27,8%	24,1%	25,4%	11,0%	35,8%	35,0%	20,7%
Did not travel abroad		2	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,1%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

NOTES:

The table shows the deviation of elements (destinations) by individual markets. Green color indicates statistically more typical elements for an individual market, while gray is statistically less characteristic for an individual market. Darker shades of colors indicate a stronger (positive/negative) deviation of the element on the market. The analysis can serve as an orientation on focusing on individual elements within one country.

Destinations by market

Correspondence analysis



NOTES:

The connection between elements (destinations) and markets is shown on the two-dimensional graph with the method of correspondence analysis. Colored circles combine elements that are more specific for a particular market. The analysis, in comparison with the tabular display, additionally shrinks the set of elements, as the ratios between and comparison with all countries, that are a part of this research are taken into account. The analysis can serve as an orientation when focusing on individual markets by elements.

Destination type

Tabular overview

Subsample: interested in visiting Slovenia

	n=	%	AT	FR	DE	IT	NL	PL	UK	RU	BE	CZ	DK	HU	SE	CH	ES
Total	23204	100,0%	6,7%	6,4%	6,6%	6,6%	6,6%	6,7%	6,6%	6,8%	6,5%	7,4%	6,5%	6,7%	6,5%	6,5%	6,7%
Destination type	7256																
Destination by the sea	2714	37,4%	50,3%	35,4%	38,0%	34,8%	26,4%	40,1%	35,5%	39,9%	30,5%	35,9%	36,0%	43,9%	43,7%	47,6%	22,4%
Destination in the mountains	2544	35,1%	24,5%	30,0%	37,6%	32,7%	36,3%	42,9%	43,0%	33,1%	28,4%	48,4%	32,5%	42,5%	34,2%	22,8%	29,5%
Destination by a lake	2056	28,3%	20,7%	33,2%	25,6%	17,9%	32,3%	28,1%	40,7%	36,4%	31,2%	38,6%	23,9%	33,7%	25,2%	22,8%	23,0%
Destination elsewhere in nature	1775	24,5%	21,2%	22,4%	20,5%	34,7%	32,4%	38,0%	26,6%	11,8%	25,0%	24,2%	17,1%	30,9%	19,1%	23,4%	17,3%
Countryside	1064	14,7%	13,0%	18,6%	22,7%	12,4%	14,8%	17,3%	23,2%	26,6%	12,6%	15,5%	10,8%	16,6%	15,3%	12,7%	10,1%
Cities	1521	21,0%	22,2%	24,3%	19,2%	19,7%	19,1%	17,3%	24,7%	32,8%	18,2%	7,4%	23,1%	15,6%	27,9%	25,3%	31,8%
The capital	1396	19,2%	20,7%	22,6%	18,0%	19,7%	22,9%	15,4%	16,6%	21,8%	17,4%	8,7%	23,1%	12,1%	26,5%	22,9%	28,5%
Cultural and historical centres	1273	17,5%	13,2%	15,1%	10,9%	19,4%	19,6%	12,5%	11,6%	21,7%	20,2%	17,2%	18,7%	13,5%	18,0%	16,7%	26,8%
Spas (wellness and spa)	871	12,0%	33,0%	10,1%	6,2%	16,9%	4,8%	11,0%	6,8%	22,2%	7,0%	14,8%	8,9%	11,2%	8,2%	10,9%	8,4%
Health resort	278	3,8%	3,9%	2,3%	3,1%	6,1%	2,8%	3,2%	2,7%	11,5%	3,3%	3,2%	4,1%	4,8%	5,7%	2,7%	2,4%
Don't know	217	3,0%	1,6%	0,4%	3,0%	0,5%	4,9%	1,4%	1,2%	0,0%	7,0%	2,4%	4,7%	1,3%	3,5%	5,7%	3,8%

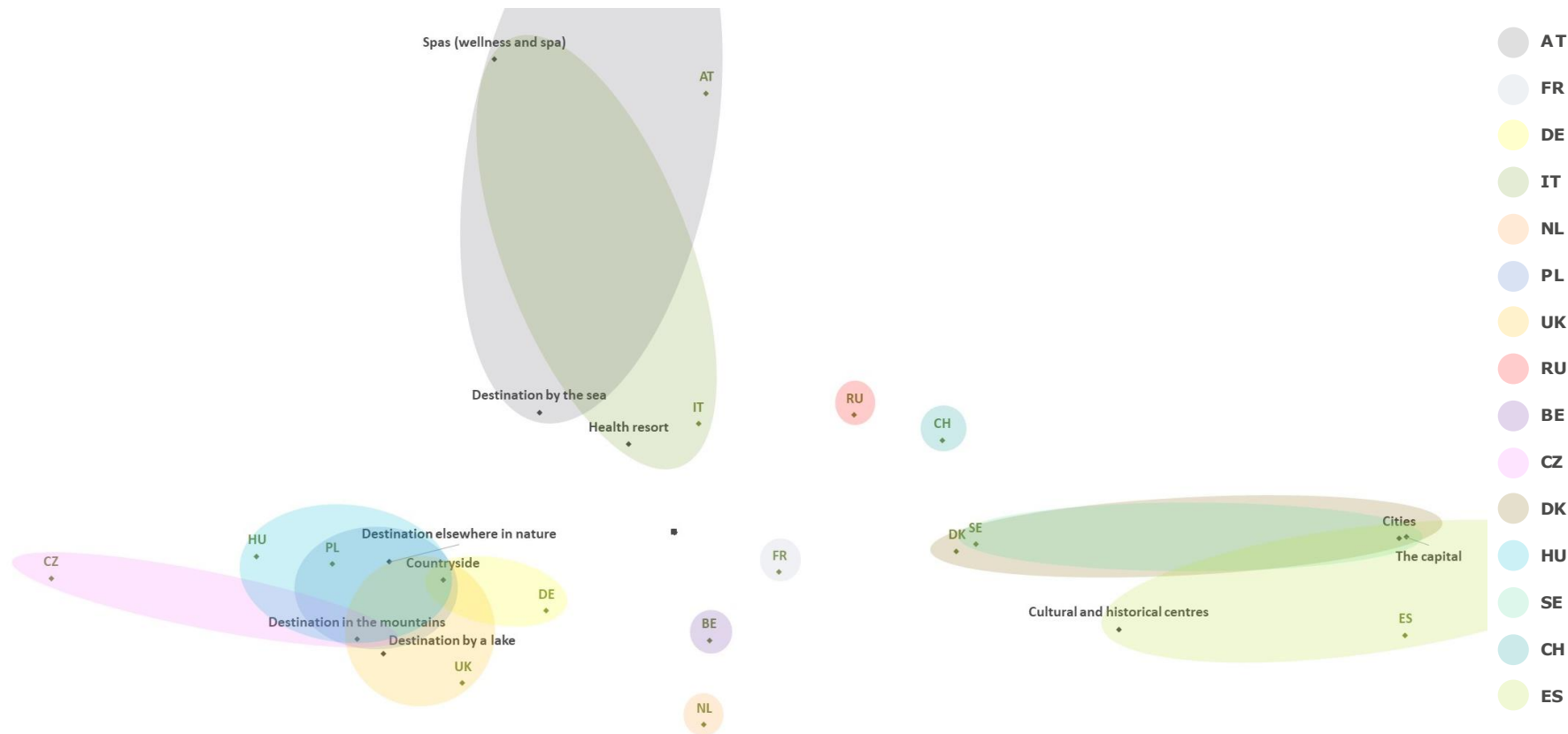
NOTES:

The table shows the deviation of elements (destination type on the subsample of people interested in visiting Slovenia) by individual markets. Green color indicates statistically more typical elements for an individual market, while gray is statistically less characteristic for an individual market. Darker shades of colors indicate a stronger (positive/negative) deviation of the element on the market. The analysis can serve as an orientation on focusing on individual elements within one country.

Interest in destination type in Slovenia

Correspondence analysis

Subsample: interested in visiting Slovenia


















NOTES:

The connection between elements (interest in destination type on the subsample of people interested in visiting Slovenia) and markets is shown on the two-dimensional graph with the method of correspondence analysis. Colored circles combine elements that are more specific for a particular market. The analysis, in comparison with the tabular display, additionally shrinks the set of elements, as the ratios between and comparison with all countries, that are a part of this research are taken into account. The analysis can serve as an orientation when focusing on individual markets by elements.

Destinations and interest in destination type in Slovenia

Summary of correspondence analysis

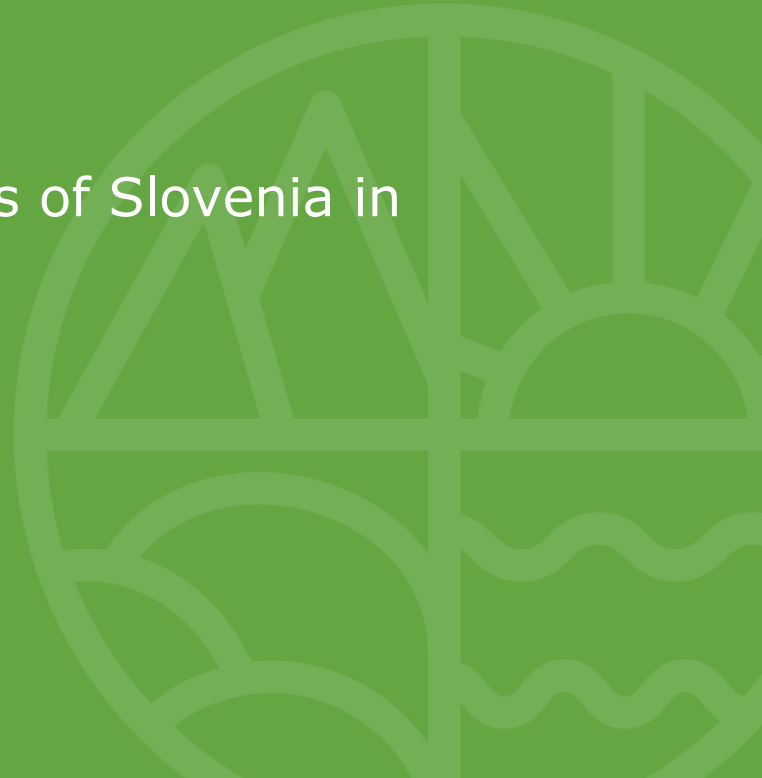
Destinacije			Tipi destinacij		Destinacija			Tipi destinacij	
AT		Slovenia; Croatia; Hungary; Bosnia and Herzegovina; Serbia	Destination by the sea; Terme (Wellness and Spa)		BE		Switzerland; France; Belgium; Luxembourg; the Netherlands; Portugal; Spain; United Kingdom of Great Britain and Northern Ireland		
FR		Ireland; Andorra; Belgium; Luxembourg; Monaco; Portugal; United Kingdom of Great Britain and Northern Ireland			CZ		Slovenia; Croatia; Hungary; Czech Republic; Slovakia; Albania; Bosnia and Herzegovina; Romania		Destination in the mountains
DE		Denmark; the Netherlands; Spain; Non-European countries	Countryside		DK		Denmark; Norway; Spain; Sweden		Towns; Capital
IT		Switzerland; France; Ireland; Malta; Monaco; the Netherlands; United Kingdom of Great Britain and Northern Ireland	Terme (Wellness and Spa); Health resorts		HU		Slovenia; Croatia; Hungary; Slovakia; Bosnia and Herzegovina; Romania; Serbia		Destination in the mountains; Destination elsewhere in nature; Countryside
NL		Switzerland; France; Ireland; Belgium; Luxembourg; Portugal; Spain; United Kingdom of Great Britain and Northern Ireland			ES		Finland; Norway; Sweden; Other European countries; Non-European countries		Towns; Capital; Cultural and historical centres
PL		Croatia; Hungary; Czech Republic; Slovakia; Bulgaria; Montenegro	Destination in the mountains; Destination elsewhere in nature; Countryside		SE		Switzerland; France; Monaco; Portugal		Towns; Capital
UK		France; Ireland; Belgium; Malta; the Netherlands; Portugal; Spain; Non-European countries	Destination in the mountains; Destination by a lake; Countryside		CH		France; Ireland; Andorra; Portugal; United Kingdom of Great Britain and Northern Ireland		
RU		Estonia; Belarus; Cyprus; Finland; Latvia; Lithuania; Moldova; Russia; Turkey; Ukraine			NOTES: The table shows destinations and destination type, that are more typical for an individual market. If there is no element displayed for an individual country, this means that no element is more specific for the market.				

NOTES:

The table shows destinations and destination type, that are more typical for an individual market. If there is no element displayed for an individual country, this means that no element is more specific for the market.

Comparison of the outstanding elements of Slovenia in
the markets

SLOVENIA'S IMAGE



Elements of the image of destination Slovenia

5 most frequently listed elements for Slovenia



AUSTRIA:

wellness and spa offer	45%
gaining popularity	32%
offers value for money	31%
peace and relaxation	28%
easy walks in nature	28%



FRANCE:

different from mass tourism	25%
for explorers	22%
adventurous holidays	21%
gaining in popularity	19%
offers value for money	18%



GERMANY:

different from mass tourism	18%
for explorers	17%
losing popularity	15%
adventurous holidays	14%
gaining popularity	14%



ITALY:

losing popularity	22%
different from mass tourism	20%
offers value for money	18%
for explorers	17%
adventurous holidays	15%



THE NETHERLANDS:

different from mass tourism	32%
for explorers	27%
gaining popularity	25%
offers value for money	17%
losing popularity	15%



POLAND:

gaining popularity	26%
relaxation in nature	22%
peace and relaxation	21%
easy walks in nature	20%
different from mass tourism	19%



UNITED KINGDOM:

different from mass tourism	25%
gaining popularity	22%
offers value for money	17%
for explorers	17%
unique experiences	14%



RUSSIA:

losing popularity	21%
offers value for money	19%
easy walks in nature	16%
gaining popularity	16%
different from mass tourism	15%

NOTES:

Percentages of statements for destination Slovenia by elements are shown. The elements are classified according to the share of statements for Slovenia, stated are the top 5 elements that apply to Slovenia on a particular market.

Elements of the image of destination Slovenia

5 most frequently listed elements for Slovenia



BELGIUM:



CZECH REPUBLIC:



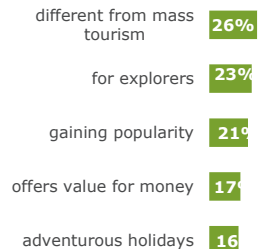
DENMARK:



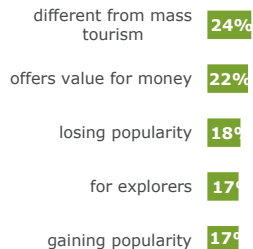
HUNGARY:



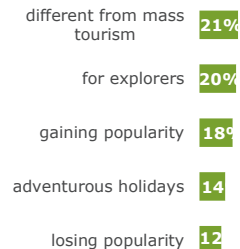
SPAIN:



SWEDEN:



SWITZERLAND:



NOTES:

Percentages of statements for destination Slovenia by elements are shown. The elements are classified according to the share of statements for Slovenia, stated are the top 5 elements that apply to Slovenia on a particular market.

Elements that apply to the destination of Slovenia

5 most positive statistically significant elements in comparison to other destinations*



AUSTRIA:



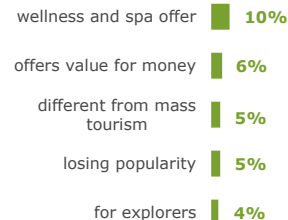
FRANCE:



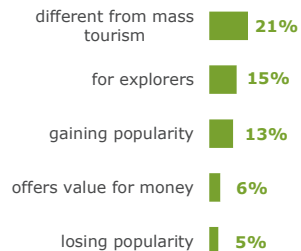
GERMANY:



ITALY:



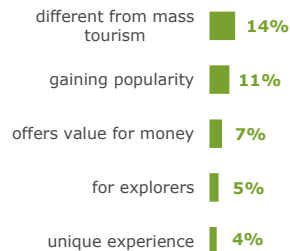
THE NETHERLANDS:



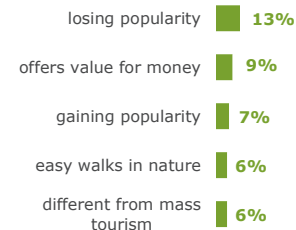
POLAND:



UNITED KINGDOM:



RUSSIA:



NOTES:

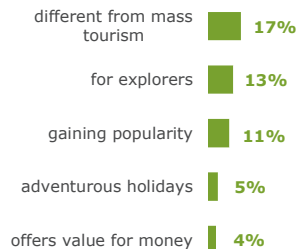
Positive deviations from the theoretical value for top 5 elements are shown. Positive deviation means that the element is more typical for Slovenia as per the remaining destinations. / *Respondents could attribute each element as typical for the tourist destination to Slovenia and to three of the following destinations: Italy, Germany, Croatia, France, Hungary, Czech Republic, Switzerland, Ireland, Slovakia, Estonia.

Elements, that apply to the destination of Slovenia

5 most positive statistically significant elements in comparison to other destinations*



BELGIUM:



CZECH REPUBLIC:



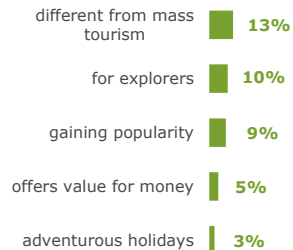
DENMARK:



HUNGARY:



SPAIN:



SWEDEN:



SWITZERLAND:



NOTES:

Positive deviations from the theoretical value for top 5 elements are shown. Positive deviation means that the element is more typical for Slovenia as per the remaining destinations. / *Respondents could attribute each element as typical for the tourist destination to Slovenia and to three of the following destinations: Italy, Germany, Croatia, France, Hungary, Czech Republic, Switzerland, Ireland, Slovakia, Estonia.

Elements, that don't apply to the destination of Slovenia

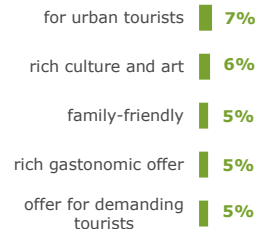
5 most negative statistically significant elements in comparison to other destinations*



AUSTRIA:



FRANCE:



GERMANY:



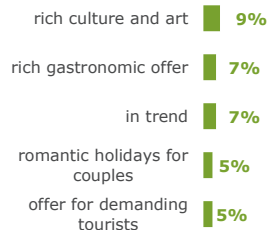
ITALY:



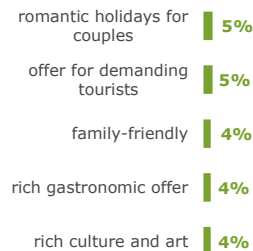
THE NETHERLANDS:



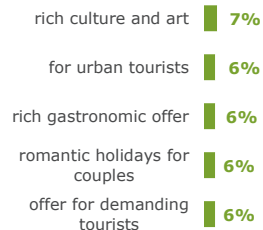
POLAND:



UNITED KINGDOM:



RUSSIA:



NOTES:

Positive deviations from the theoretical value for top 5 elements are shown. Positive deviation means that the element is more typical for Slovenia as per the remaining destinations. / *Respondents could attribute each element as typical for the tourist destination to Slovenia and to three of the following destinations: Italy, Germany, Croatia, France, Hungary, Czech Republic, Switzerland, Ireland, Slovakia, Estonia.

Elements, that don't apply to the destination of Slovenia

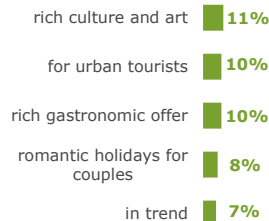
5 most negative statistically significant elements in comparison to other destinations*



BELGIUM:



CZECH REPUBLIC:



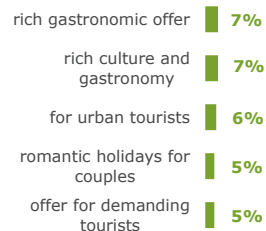
DENMARK:



HUNGARY:



SPAIN:



SWEDEN:



SWITZERLAND:

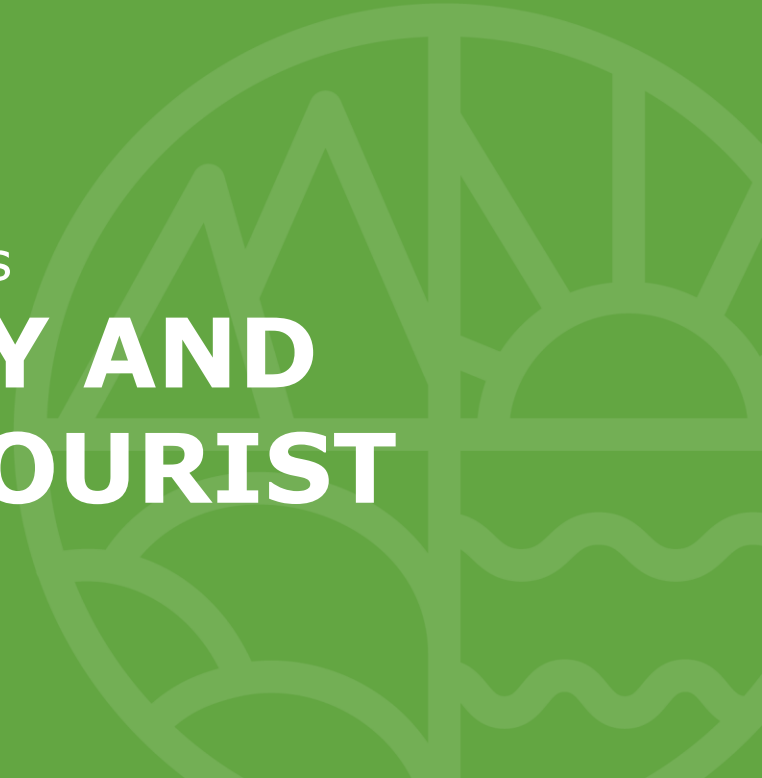


NOTES:

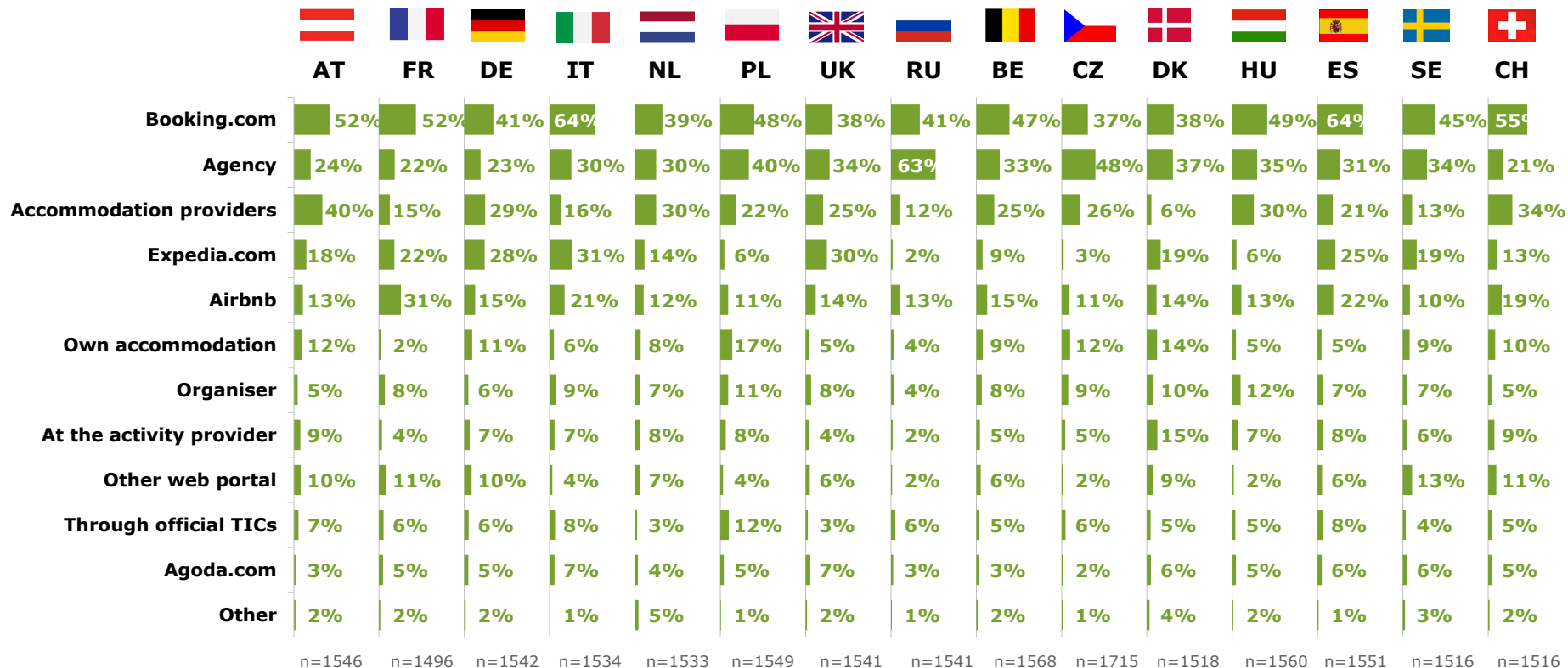
Positive deviations from the theoretical value for top 5 elements are shown. Positive deviation means that the element is more typical for Slovenia as per the remaining destinations. / *Respondents could attribute each element as typical for the tourist destination to Slovenia and to three of the following destinations: Italy, Germany, Croatia, France, Hungary, Czech Republic, Switzerland, Ireland, Slovakia, Estonia.

Characteristics of all tourists by markets

PURCHASE JOURNEY AND EXPENDITURE OF TOURIST TRAVEL



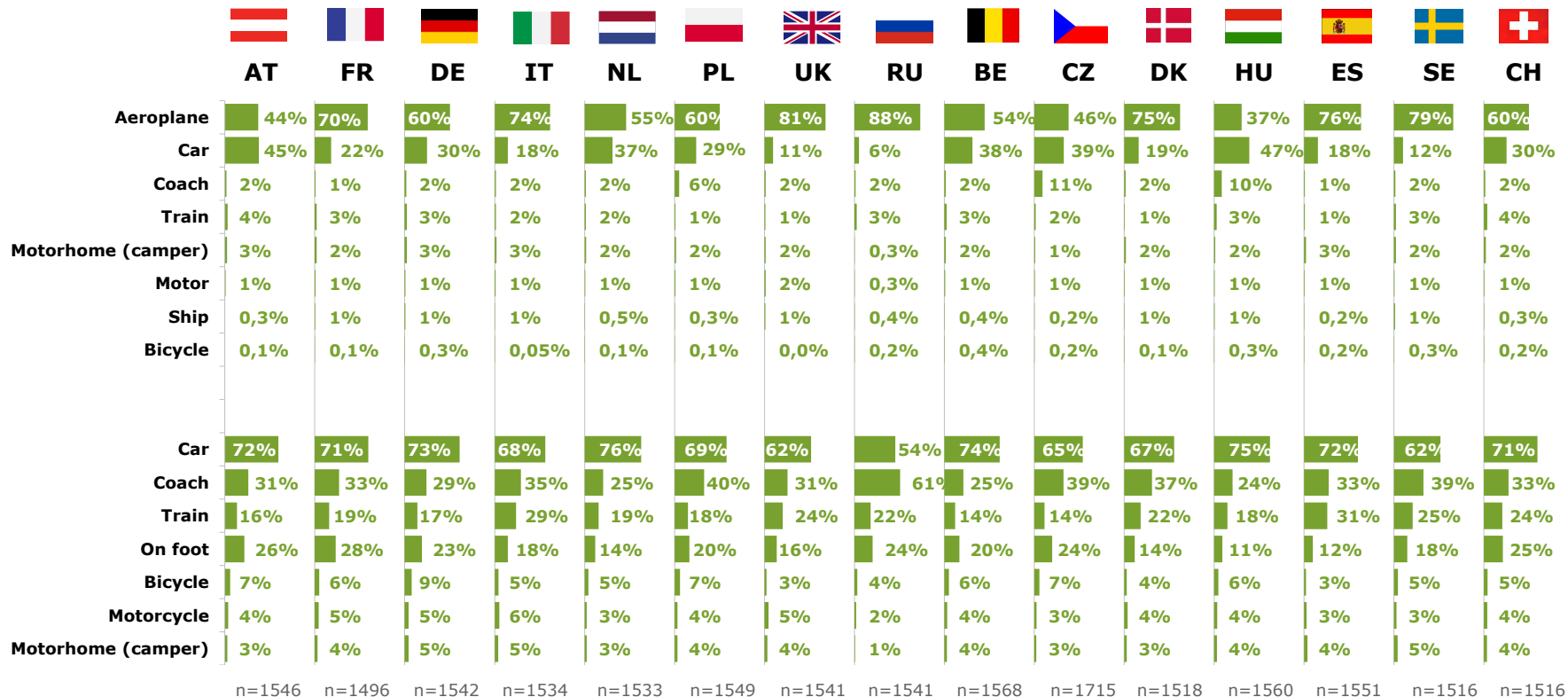
Reservation method



Transport to and at the destination

Transport TO
the destination

Transport AT
the destination



n=1546

n=1496

n=1542

n=1534

n=1533

n=1549

n=1541

n=1541

n=1568

n=1715

n=1518

n=1560

n=1551

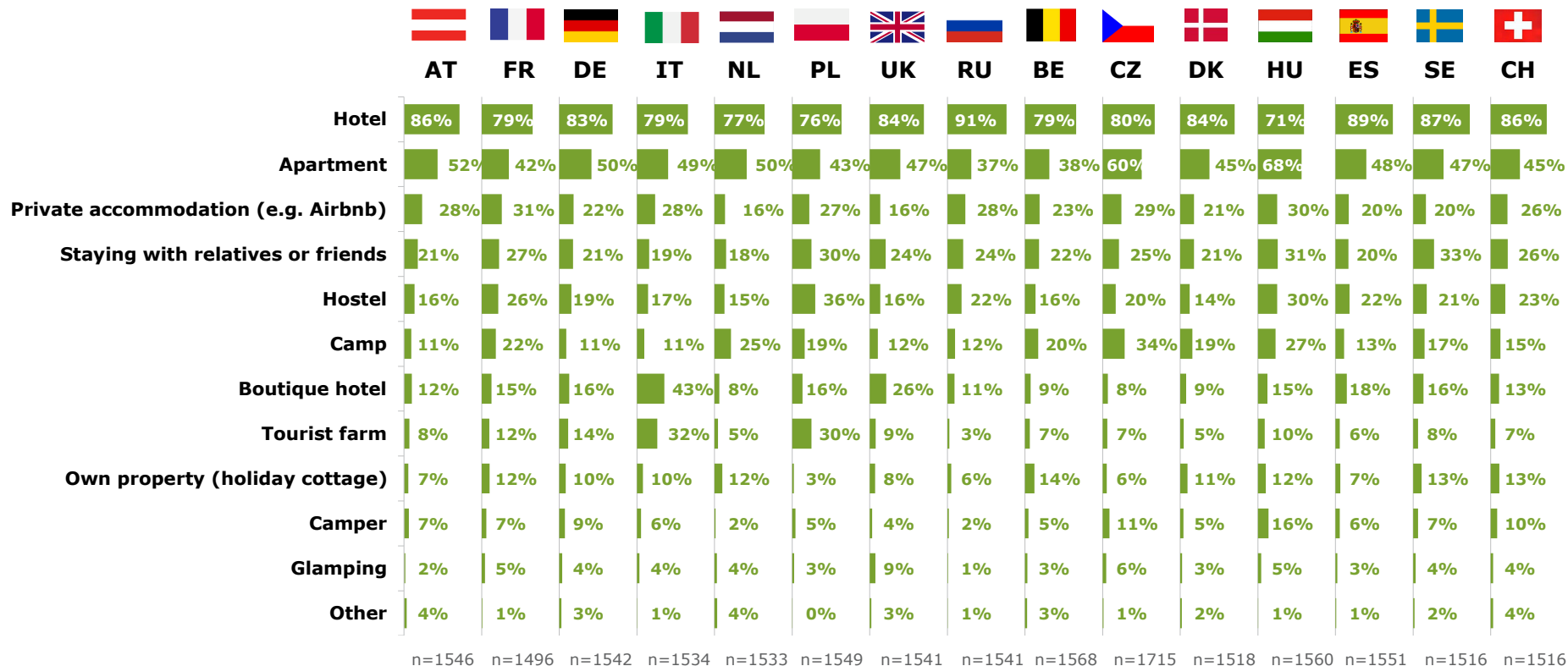
n=1516

n=1516

NOTES:

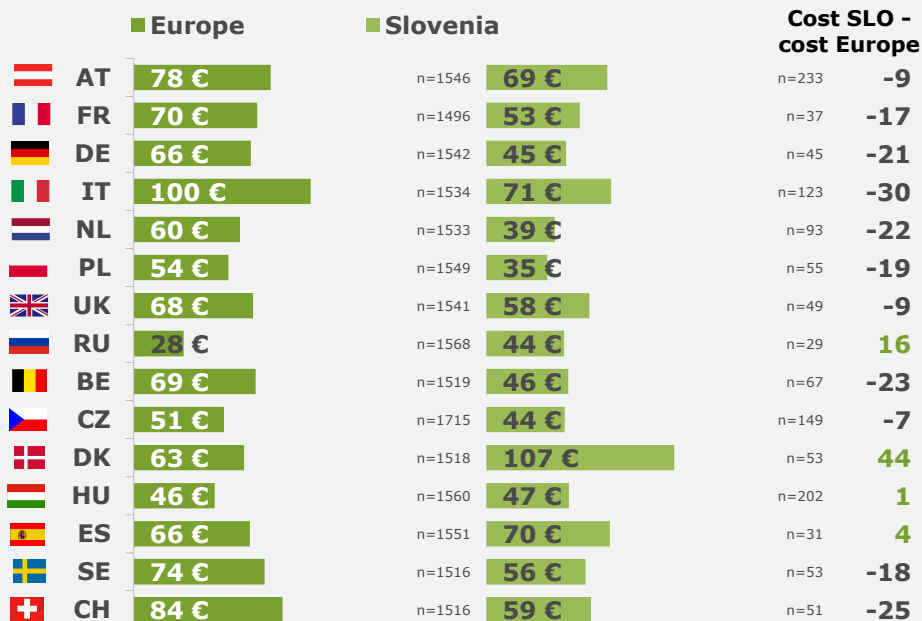
The graphs show modes of transport, that the target group usually uses for coming to the destination (Transport TO the destination) and for moving around the destination (Transport AT the destination).

Accommodation type

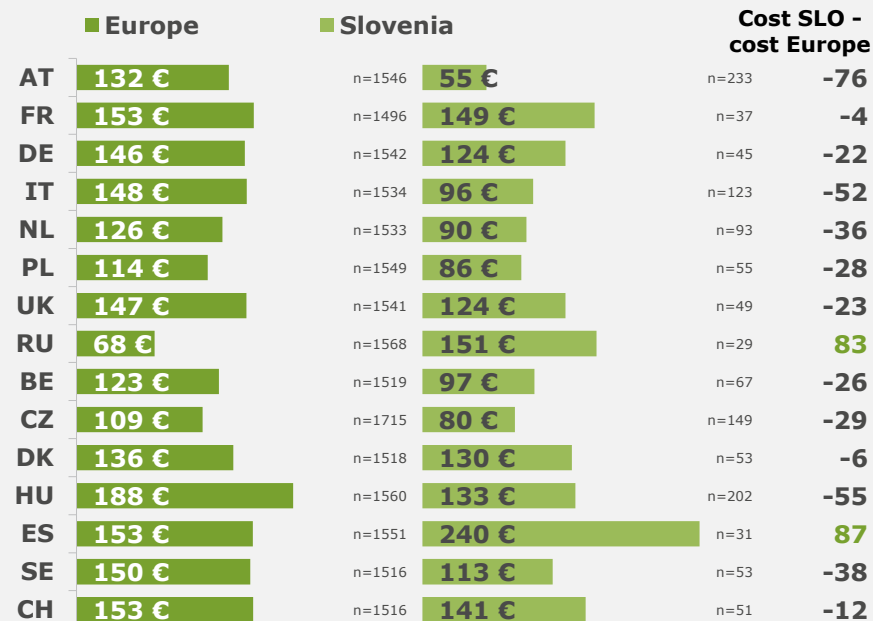


Accommodation and transportation costs

Accommodation, food and other costs per person/day



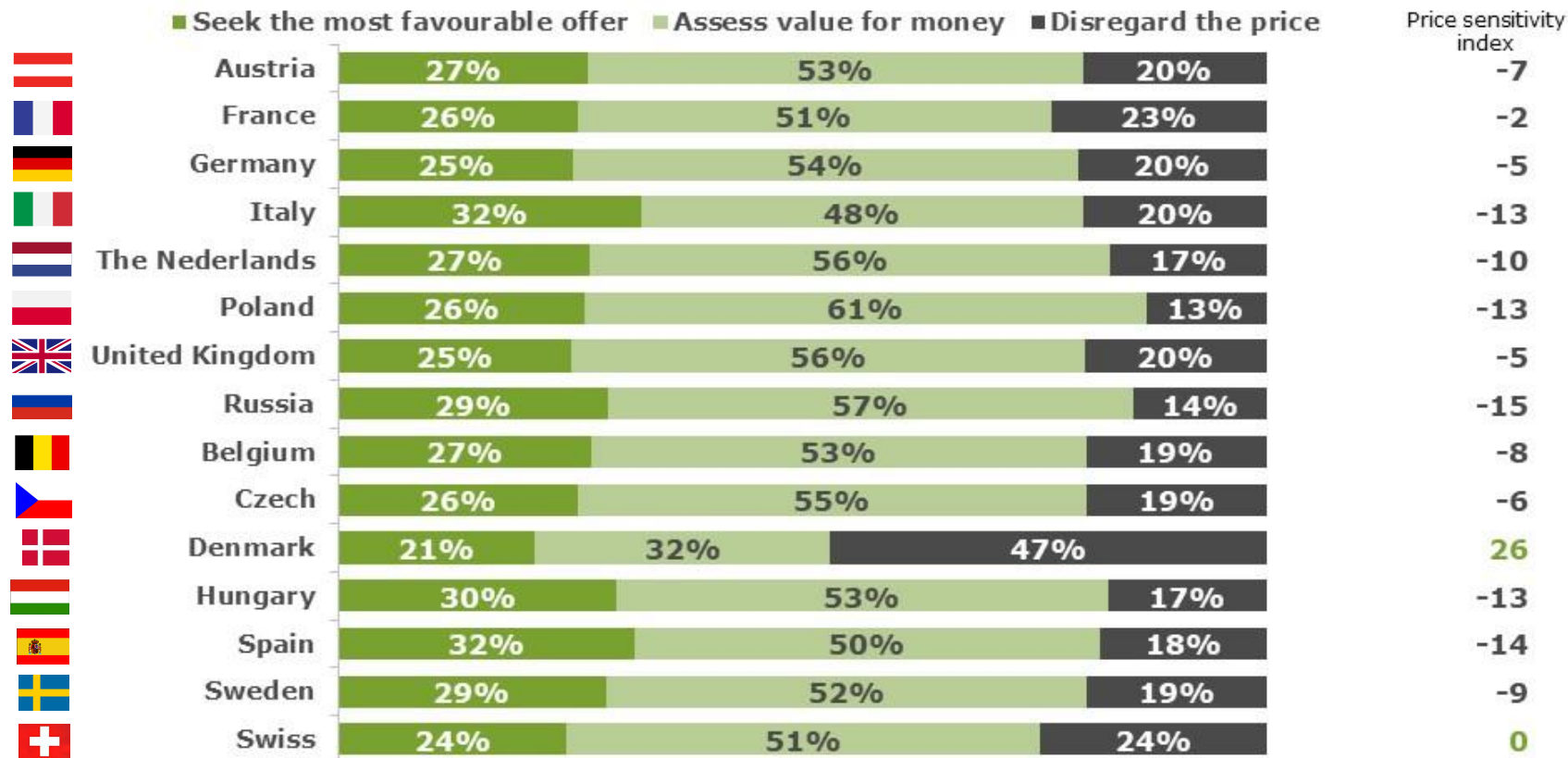
Transport costs per person/day



NOTES:

The graph shows actual costs (consumption) for accommodation, food, etc. and actual transportation costs. The value "in Europe" refers to the consumption of the target group that applies to travel across Europe. The value "in SLO" refers to the consumption of tourists in Slovenia (consumption in Slovenia). The comparison of both values shows the differences in consumption while travelling across Slovenia and European destination.

Price sensitivity

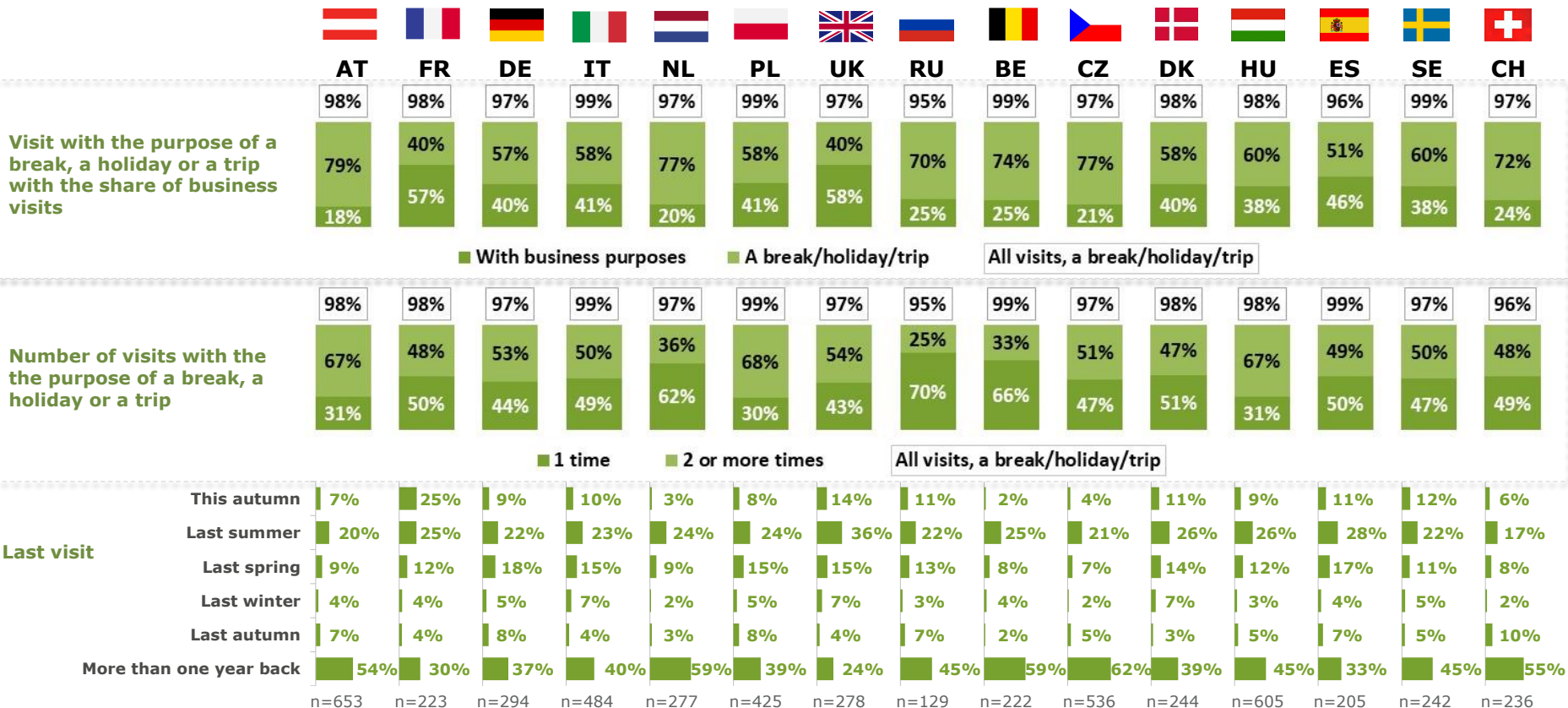


NOTES:

PRICE SENSITIVITY represents a general level of attention to the price (it combines the attention to the price when choosing accommodation, destination, transportation, additional activities, food and shopping). PRICE SENSITIVITY INDEX: negative values reflect higher price sensitivity (finding the most favorable price), while positive values reflect lower price sensitivity (price is a less important).

Visit to Slovenia

Subsample: Visitors to Slovenia



NOTES:

The results represent the subsample in the target group "Visitors to Slovenia", where all those who have visited Slovenia at any time are included, including non-tourist visits. The first graph shows the share of visits with the purpose of a break or a holiday, with the share of those who also visit Slovenia for business. The following two graphs show the number of visits to Slovenia and the period of last visit. The display excludes those who visited Slovenia for business purposes only.

Comparison between countries

PERSONAS IN ALL MARKETS



All markets

DESTINATION TYPE

By the sea	70%
Towns	47%
In the mountains	37%
Capital	34%
Cultural and historical centres	34%

TYPE OF ACCOMODATION

Hotel	82%
Apartment	48%
Private accommodation (e.g. Airbnb)	24%
Staying with relatives or friends	24%
Hostel	21%

TRANSPORT TO THE DEST.

Aeroplane	64%
Car	27%
Coach	3%
Train	2%
Motorhome (camper)	2%

TRANSPORT AT THE DEST.

Car	69%
Coach	34%
Train	21%
On foot	19%
Bicycle	5%

ACTIVITIES

Sun and sea	60%
Sightseeing of old town centres	56%
Sightseeing of a town, the capital	55%
Natural parks, attractions	51%
Tourist sights	45%

STIMULATION

Past experiences	48%
Recommendations from friends	44%
Price	38%
Articles online	29%
Popularity of the destination	22%

SOURCE OF INFORMATION

Articles online	50%
Friends, family	47%
Web portals (Tripadvisor, etc.)	30%
Traveling literature	24%
Online forums	21%

RESERVATION METHOD

Booking.com	47%
Agency	34%
Accommodation providers	23%
Expedia.com	16%
Airbnb	16%

TRAVELLING WITH

In a couple	43%
With family	34%
With friends	14%
Alone	7%
With relatives	2%

All markets: Visitors to Slovenia (21,8%)

DESTINATION TYPE

<u>In the mountains</u>	<u>45%</u>	<u>+8</u>
<u>By a lake</u>	<u>37%</u>	<u>+8</u>
<u>Elsewhere in nature</u>	<u>37%</u>	<u>+4</u>
By the sea	67%	-3
<u>Countryside</u>	<u>24%</u>	<u>+4</u>

TYPE OF ACCOMODATION

<u>Hostel</u>	<u>26%</u>	<u>+5</u>
<u>Apartment</u>	<u>52%</u>	<u>+4</u>
<u>Boutique hotel</u>	<u>21%</u>	<u>+6</u>
<u>Tourist farm</u>	<u>16%</u>	<u>+5</u>
<u>Camp</u>	<u>23%</u>	<u>+4</u>

TRANSPORT TO THE DEST.

<u>Car</u>	<u>31%</u>	<u>+5</u>
<u>Motorhome (camper)</u>	<u>4%</u>	<u>+2</u>
<u>Coach</u>	<u>4%</u>	<u>+1</u>
Aeroplane	57%	-7
<u>Motorcycle</u>	<u>2%</u>	<u>+1</u>

TRANSPORT AT THE DEST.

<u>Car</u>	<u>72%</u>	<u>+3</u>
<u>Motorcycle</u>	<u>8%</u>	<u>+4</u>
<u>Motorhome (camper)</u>	<u>7%</u>	<u>+4</u>
Coach	28%	-6
Train	19%	-2

ACTIVITIES

<u>Sport activities</u>	<u>35%</u>	<u>+8</u>
<u>Wellness in spa</u>	<u>31%</u>	<u>+5</u>
<u>Winter sports</u>	<u>21%</u>	<u>+7</u>
<u>Living like a local</u>	<u>30%</u>	<u>+4</u>
<u>Thermal health spa</u>	<u>23%</u>	<u>+5</u>

STIMULATION

<u>Traveling literature</u>	<u>25%</u>	<u>+6</u>
<u>Articles in print media</u>	<u>18%</u>	<u>+5</u>
<u>Travel lectures</u>	<u>19%</u>	<u>+5</u>
<u>Articles online</u>	<u>31%</u>	<u>+2</u>
Past experiences	47%	-1

SOURCE OF INFORMATION

<u>Traveling literature</u>	<u>29%</u>	<u>+5</u>
Articles online	51%	+1
<u>Articles in print media</u>	<u>20%</u>	<u>+5</u>
<u>Online forums</u>	<u>22%</u>	<u>+1</u>
<u>Blogs</u>	<u>22%</u>	<u>+2</u>

RESERVATION METHOD

<u>Booking.com</u>	<u>52%</u>	<u>+5</u>
<u>Expedia.com</u>	<u>20%</u>	<u>+4</u>
<u>Organiser</u>	<u>12%</u>	<u>+4</u>
<u>Agoda.com</u>	<u>9%</u>	<u>+4</u>
<u>Accommodation providers</u>	<u>26%</u>	<u>+3</u>

TRAVELLING WITH

<u>In a couple</u>	<u>44%</u>	<u>+1</u>
<u>With friends</u>	<u>15%</u>	<u>+1</u>
<u>Alone</u>	<u>8%</u>	<u>+2</u>
With family	32%	-3
With relatives	1%	-1

NOTES:

Percentages in the title show the share of the segment according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country.

All markets: Tourists in Slovenia (5,5%)

DESTINATION TYPE

<u>In the mountains</u>	<u>48%</u>	<u>+11</u>
<u>Elsewhere in nature</u>	<u>40%</u>	<u>+8</u>
<u>By a lake</u>	<u>39%</u>	<u>+9</u>
Towns	48%	+1
By the sea	70%	+0

TYPE OF ACCOMODATION

<u>Apartment</u>	<u>60%</u>	<u>+11</u>
Private accommodation (e.g. Airbnb)	35%	+11
Hostel	26%	+6
<u>Camp</u>	<u>23%</u>	<u>+5</u>
Hotel	82%	+0

TRANSPORT TO THE DEST.

<u>Car</u>	<u>38%</u>	<u>+11</u>
<u>Motorhome (camper)</u>	<u>3%</u>	<u>+1</u>
Coach	4%	+0
<u>Motorcycle</u>	<u>2%</u>	<u>+1</u>
Aeroplane	51%	-13

TRANSPORT AT THE DEST.

<u>Car</u>	<u>74%</u>	<u>+5</u>
Train	23%	+2
<u>Motorcycle</u>	<u>6%</u>	<u>+2</u>
Coach	29%	-5
On foot	16%	-3

ACTIVITIES

<u>Sightseeing of old town centres</u>	<u>69%</u>	<u>+13</u>
Natural parks, attractions	60%	+9
<u>Tourist sights</u>	<u>54%</u>	<u>+9</u>
<u>Sport activities</u>	<u>38%</u>	<u>+11</u>
<u>Sightseeing of a town, the capital</u>	<u>61%</u>	<u>+7</u>

STIMULATION

<u>Articles online</u>	<u>36%</u>	<u>+7</u>
<u>Traveling literature</u>	<u>27%</u>	<u>+8</u>
<u>Past experiences</u>	<u>53%</u>	<u>+5</u>
<u>Recommendations from friends</u>	<u>47%</u>	<u>+3</u>
<u>Proximity of the destination</u>	<u>22%</u>	<u>+4</u>

SOURCE OF INFORMATION

<u>Articles online</u>	<u>60%</u>	<u>+10</u>
<u>Traveling literature</u>	<u>31%</u>	<u>+7</u>
<u>Web portals (Tripadvisor, etc.)</u>	<u>34%</u>	<u>+5</u>
<u>Articles in print media</u>	<u>19%</u>	<u>+5</u>
Friends, family	48%	+1

RESERVATION METHOD

<u>Booking.com</u>	<u>59%</u>	<u>+12</u>
<u>Accommodation providers</u>	<u>33%</u>	<u>+10</u>
<u>Airbnb</u>	<u>23%</u>	<u>+7</u>
<u>Own accommodation</u>	<u>11%</u>	<u>+2</u>
<u>At the activity provider</u>	<u>9%</u>	<u>+3</u>

TRAVELLING WITH

In a couple	45%	+2
With friends	15%	+1
With family	32%	-2
Alone	6%	+0
With relatives	1%	+0

NOTES:

Percentages in the title show the share of the segment according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country.

All markets: Urban consumers (17,0%)



DESTINATION TYPE

Towns	74%	+26
Capital	39%	+5
By the sea	63%	-7
Cultural and historical centres	26%	-8
Spas (wellness and spa)	11%	-4

TYPE OF ACCOMODATION

Hotel	92%	+10
Staying with relatives or friends	22%	-2
Private accommodation (e.g. Airbnb)	22%	-3
Own property (holiday cottage)	9%	-1
Apartment	42%	-6

TRANSPORT TO THE DEST.

Aeroplane	72%	+8
Coach	3%	-1
Train	2%	+0
Car	21%	-6
Ferry	0%	+0

TRANSPORT AT THE DEST.

Train	24%	+3
Car	67%	-2
Coach	35%	+1
On foot	21%	+1
Bicycle	4%	-2

ACTIVITIES

Sightseeing of a town, the capital	69%	+14
Shopping	63%	+26
Night life	37%	+20
Tourist sights	53%	+8
Gastronomic pleasures	43%	+12

STIMULATION

Price	39%	+1
Recommendations from friends	44%	+1
Popularity of the destination	27%	+5
Past experiences	46%	-1
Posts in social media, blogs	17%	+0

SOURCE OF INFORMATION

Friends, family	49%	+2
Web portals (Tripadvisor, etc.)	31%	+2
Opinions in social media	21%	+1
Articles online	48%	-3
Online forums	20%	-1

RESERVATION METHOD

Booking.com	51%	+4
Expedia.com	18%	+1
Other web portals	8%	+1
Airbnb	16%	+0
Agency	31%	-2

TRAVELLING WITH

In a couple	46%	+3
With friends	18%	+4
With family	29%	-6
Alone	6%	+0
With relatives	1%	+0

NOTES:

Percentages in the title show the share of the segment according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country.

All markets: Green Explorers (15,8%)



DESTINATION TYPE

In the mountains	65%	<u>+28</u>
Cultural and historical centres	62%	<u>+28</u>
By the sea	85%	<u>+16</u>
Towns	66%	<u>+19</u>
Elsewhere in nature	55%	<u>+23</u>

TYPE OF ACCOMODATION

Apartment	72%	<u>+23</u>
Private accommodation (e.g. Airbnb)	33%	<u>+9</u>
Staying with relatives or friends	28%	<u>+3</u>
Hostel	25%	<u>+4</u>
Camp	23%	<u>+5</u>

TRANSPORT TO THE DEST.

Car	28%	<u>+1</u>
Train	3%	<u>+1</u>
Aeroplane	63%	-1
Coach	3%	+0
Ferry	1%	+0

TRANSPORT AT THE DEST.

Train	27%	<u>+6</u>
Coach	40%	<u>+5</u>
Car	71%	<u>+2</u>
On foot	25%	<u>+5</u>
Bicycle	7%	<u>+2</u>

ACTIVITIES

Sightseeing of old town centres	81%	<u>+24</u>
Natural parks, attractions	75%	<u>+24</u>
Sightseeing of a town, the capital	74%	<u>+19</u>
Sport activities	47%	<u>+20</u>
History and castles	53%	<u>+9</u>

STIMULATION

Recommendations from friends	50%	<u>+7</u>
Articles online	35%	<u>+6</u>
Price	43%	<u>+5</u>
Past experiences	51%	<u>+4</u>
Traveling literature	24%	<u>+5</u>

SOURCE OF INFORMATION

Articles online	60%	<u>+10</u>
Web portals (Tripadvisor, etc.)	35%	<u>+6</u>
Traveling literature	30%	<u>+6</u>
Friends, family	50%	<u>+2</u>
Online forums	24%	<u>+3</u>

RESERVATION METHOD

Booking.com	56%	<u>+9</u>
Airbnb	22%	<u>+7</u>
Accommodation providers	28%	<u>+5</u>
Expedia.com	17%	<u>+1</u>
Agency	30%	-3

TRAVELLING WITH

In a couple	46%	<u>+3</u>
With friends	15%	<u>+1</u>
With family	30%	-4
Alone	7%	+0
With relatives	2%	+0

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All markets: Beauty and indulgence lovers (14,9%)



DESTINATION TYPE

By the sea	94%	+25
<u>Spas (wellness and spa)</u>	36%	+21
In the mountains	26%	-10
By a lake	25%	-5
Towns	29%	-18

TYPE OF ACCOMODATION

Hotel	89%	+7
Apartment	47%	-1
Staying with relatives or friends	23%	-1
Own property (holiday cottage)	10%	+0
Camper	7%	+0

TRANSPORT TO THE DEST.

<u>Aeroplane</u>	65%	+1
<u>Car</u>	30%	+3
Coach	3%	-1
Train	1%	-1
Ferry	0%	+0

TRANSPORT AT THE DEST.

<u>Car</u>	74%	+6
On foot	20%	+0
Coach	30%	-4
Bicycle	4%	-2
Train	11%	-10

ACTIVITIES

Sun and sea	87%	+27
Wellness in spa	48%	+22
Shopping	54%	+17
Recreation	53%	+18
<u>Activities and fun for children</u>	34%	+18

STIMULATION

<u>Past experiences</u>	51%	+4
<u>Price</u>	44%	+7
<u>Recommendations from friends</u>	46%	+2
<u>Popularity of the destination</u>	27%	+5
Proximity of the destination	18%	+0

SOURCE OF INFORMATION

<u>Friends, family</u>	53%	+5
<u>Agencies</u>	28%	+8
Web portals (Tripadvisor, etc.)	29%	-1
Articles online	48%	-2
Opinions in social media	20%	-1

RESERVATION METHOD

<u>Agency</u>	44%	+11
Accommodation providers	24%	+0
Own accommodation	9%	+0
<u>Other web portals</u>	8%	+1
Booking.com	38%	-9

TRAVELLING WITH

<u>With family</u>	55%	+20
In a couple	34%	-9
Alone	3%	-4
With relatives	1%	+0
With friends	7%	-8

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All markets: Forever young (11,6%)



DESTINATION TYPE

Cultural and historical centres	30%	-4
By the sea	61%	-9
Capital	22%	-12
Health resorts	5%	+0
Countryside	14%	-6

TYPE OF ACCOMODATION

<u>Hotel</u>	87%	+5
Camp	17%	-1
Staying with relatives or friends	21%	-3
Camper	6%	+0
Apartment	39%	-9

TRANSPORT TO THE DEST.

Aeroplane	64%	+0
<u>Coach</u>	5%	+2
Train	2%	+0
Car	26%	-1
Bicycle	0%	+0

TRANSPORT AT THE DEST.

<u>Coach</u>	36%	+2
Car	65%	-3
Bicycle	4%	-1
Motorcycle	3%	-1
Train	17%	-3

ACTIVITIES

<u>Sightseeing of old town centres</u>	76%	+20
<u>History and castles</u>	67%	+23
<u>Touring</u>	38%	+19
<u>Sightseeing of a town, the capital</u>	59%	+4
<u>Tourist sights</u>	55%	+10

STIMULATION

Price	37%	-1
Traveling literature	20%	+1
Proximity of the destination	18%	+0
TV shows	17%	+0
Past experiences	44%	-3

SOURCE OF INFORMATION

Articles online	50%	-1
<u>Agencies</u>	23%	+3
Traveling literature	24%	+1
Friends, family	43%	-5
Web portals (Tripadvisor, etc.)	26%	-4

RESERVATION METHOD

<u>Agency</u>	40%	+6
Organiser	8%	+0
Own accommodation	8%	+0
Accommodation providers	20%	-3
Booking.com	40%	-7

TRAVELLING WITH

<u>In a couple</u>	45%	+2
<u>Alone</u>	8%	+1
With family	33%	-2
With friends	13%	-2
<u>With relatives</u>	2%	+0

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All markets: Sociable foodies (8,7%)



DESTINATION TYPE

Cultural and historical centres	<u>77%</u>	<u>+43</u>
Towns	73%	<u>+26</u>
Capital	65%	<u>+31</u>
By the sea	83%	<u>+14</u>
Elsewhere in nature	47%	<u>+15</u>

TYPE OF ACCOMODATION

Hotel	94%	<u>+12</u>
Boutique hotel	33%	<u>+18</u>
Private accommodation (e.g. Airbnb)	33%	<u>+8</u>
Apartment	50%	<u>+2</u>
Staying with relatives or friends	29%	<u>+5</u>

TRANSPORT TO THE DEST.

Aeroplane	73%	<u>+9</u>
Train	3%	<u>+0</u>
Ferry	0%	+0
Car	21%	-6
Coach	2%	-1

TRANSPORT AT THE DEST.

Coach	43%	<u>+9</u>
Train	31%	<u>+10</u>
Car	73%	<u>+4</u>
On foot	25%	<u>+6</u>
Bicycle	5%	-1

ACTIVITIES

History and castles	85%	<u>+41</u>
Sightseeing of old town centres	90%	<u>+34</u>
Tourist sights	83%	<u>+38</u>
Natural parks, attractions	84%	<u>+32</u>
Sightseeing of a town, the capital	85%	<u>+30</u>

STIMULATION

Popularity of the destination	32%	<u>+10</u>
Suitability of dest. in all seasons	30%	<u>+12</u>
Price	49%	<u>+11</u>
Articles online	39%	<u>+10</u>
Past experiences	57%	<u>+9</u>

SOURCE OF INFORMATION

Articles online	63%	<u>+13</u>
Web portals (Tripadvisor, etc.)	46%	<u>+16</u>
Online forums	29%	+8
Traveling literature	31%	+8
Agencies	27%	<u>+7</u>

RESERVATION METHOD

Booking.com	57%	<u>+10</u>
Agency	38%	+4
Accommodation providers	29%	<u>+6</u>
Expedia.com	21%	<u>+5</u>
Other web portals	10%	<u>+3</u>

TRAVELLING WITH

In a couple	45%	<u>+2</u>
With family	43%	<u>+8</u>
With friends	8%	-7
Alone	3%	-4
With relatives	1%	+0

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All markets: Relaxed escapists (7,5%)



DESTINATION TYPE

Towns	27%	-21
Countryside	20%	-1
Elsewhere in nature	21%	-11
By the sea	52%	-18
In the mountains	22%	-15

TYPE OF ACCOMODATION

Hotel	83%	+1
Tourist farm	11%	+0
Staying with relatives or friends	19%	-5
Glamping	5%	+1
Own property (holiday cottage)	10%	+0

TRANSPORT TO THE DEST.

Motorhome (camper)	3%	+1
Coach	4%	+0
Aeroplane	62%	-1
Motorcycle	2%	+1
Car	25%	-2

TRANSPORT AT THE DEST.

Car	65%	-4
Motorcycle	6%	+2
Coach	30%	-5
Motorhome (camper)	5%	+2
Train	16%	-5

ACTIVITIES

Natural parks, attractions	58%	+7
Thermal health spa	33%	+15
Gastronomic pleasures	34%	+2
Selfness, digital-detox	20%	+14
Sightseeing of a town, the capital	47%	-8

STIMULATION

Recommendations from friends	35%	-8
Travel lectures	16%	+1
Posts in social media, blogs	14%	-3
Past experiences	38%	-9
Traveling literature	15%	-4

SOURCE OF INFORMATION

Articles online	41%	-9
Opinions in social media	18%	-2
Traveling literature	20%	-3
Travel lectures	15%	+2
Friends, family	40%	-8

RESERVATION METHOD

Agency	33%	+0
Expedia.com	17%	+0
Organiser	9%	+2
Agoda.com	7%	+2
Booking.com	43%	-5

TRAVELLING WITH

In a couple	44%	+1
With friends	16%	+2
Alone	8%	+2
With family	30%	-5
With relatives	2%	+0

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All markets: Active nostalgists (6,5%)



DESTINATION TYPE

<u>In the mountains</u>	65%	+28
<u>Elsewhere in nature</u>	61%	+29
<u>By a lake</u>	52%	+23
By the sea	52%	-18
<u>Countryside</u>	28%	+7

TYPE OF ACCOMODATION

<u>Boutique hotel</u>	31%	+16
<u>Camp</u>	22%	+4
Hotel	82%	+0
<u>Tourist farm</u>	15%	+4
Apartment	38%	-10

TRANSPORT TO THE DEST.

<u>Car</u>	36%	+9
<u>Motorhome (camper)</u>	3%	+1
Aeroplane	54%	-10
Coach	3%	-1
Motorcycle	2%	+1

TRANSPORT AT THE DEST.

<u>Car</u>	74%	+5
<u>Motorhome (camper)</u>	7%	+4
On foot	13%	-7
<u>Motorcycle</u>	7%	+3
Coach	22%	-13

ACTIVITIES

<u>Sport activities</u>	49%	+22
<u>Visit to a wine cellar</u>	26%	+12
<u>Gastronomic pleasures</u>	33%	+2
Natural parks, attractions	51%	-1
<u>Winter sports</u>	20%	+6

STIMULATION

<u>Travel lectures</u>	16%	+2
Traveling literature	19%	+0
Past experiences	43%	-5
Recommendations from friends	38%	-5
TV shows	14%	-3

SOURCE OF INFORMATION

Traveling literature	24%	+0
Friends, family	41%	-6
<u>Travel lectures</u>	16%	+2
Blogs	15%	-4
Articles in print media	15%	+0

RESERVATION METHOD

Agency	32%	-1
Accommodation providers	23%	+0
<u>Organiser</u>	12%	+4
Expedia.com	16%	+0
Booking.com	42%	-5

TRAVELLING WITH

<u>In a couple</u>	57%	+14
With family	23%	-11
With friends	11%	-4
<u>Alone</u>	7%	+1
With relatives	1%	+0

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All markets: Urban conscious (5,6%)



DESTINATION TYPE

Towns	67%	+20
Capital	62%	+28
Cultural and historical centres	50%	+16
Elsewhere in nature	22%	-10
Countryside	14%	-6

TYPE OF ACCOMODATION

Hostel	50%	+29
Private accommodation (e.g. Airbnb)	38%	+13
Staying with relatives or friends	32%	+7
Boutique hotel	18%	+3
Tourist farm	14%	+3

TRANSPORT TO THE DEST.

Aeroplane	71%	+7
Train	4%	+2
Coach	4%	+0
Motorhome (camper)	2%	+0
Motorcycle	1%	+0

TRANSPORT AT THE DEST.

Coach	47%	+13
Train	38%	+18
Car	56%	-13
On foot	27%	+7
Bicycle	5%	+0

ACTIVITIES

Museums, galleries and art	72%	+40
Living like a local	66%	+40
Sightseeing of old town centres	80%	+24
Sightseeing of a town, the capital	75%	+20
Gastronomic pleasures	56%	+24

STIMULATION

Recommendations from friends	40%	-3
Traveling literature	27%	+8
Posts in social media, blogs	23%	+6
Articles online	34%	+5
Price	41%	+3

SOURCE OF INFORMATION

Blogs	30%	+11
Articles online	56%	+6
Web portals (Tripadvisor, etc.)	36%	+7
Traveling literature	29%	+6
Articles in print media	20%	+5

RESERVATION METHOD

Booking.com	56%	+9
Airbnb	28%	+12
Expedia.com	21%	+4
Accommodation providers	25%	+2
At the activity provider	8%	+2

TRAVELLING WITH

In a couple	40%	-3
With friends	21%	+7
Alone	12%	+6
With family	24%	-10
With relatives	2%	+0

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All markets: Carefree youth (3,2%)



DESTINATION TYPE

<u>By the sea</u>	81%	+11
<u>Towns</u>	67%	+20
Capital	34%	-1
In the mountains	23%	-14
By a lake	20%	-9

TYPE OF ACCOMODATION

<u>Hostel</u>	57%	+36
<u>Camp</u>	25%	+7
<u>Staying with relatives or friends</u>	29%	+5
Private accommodation (e.g. Airbnb)	24%	+0
Hotel	56%	-26

TRANSPORT TO THE DEST.

<u>Train</u>	4%	+2
<u>Motorhome (camper)</u>	4%	+2
<u>Motorcycle</u>	2%	+1
Aeroplane	62%	-2
Coach	4%	+0

TRANSPORT AT THE DEST.

Coach	34%	-1
Train	21%	+0
Car	58%	-11
<u>Bicycle</u>	8%	+2
<u>Motorcycle</u>	7%	+3

ACTIVITIES

<u>Music festivals and concerts</u>	50%	+32
<u>Night life</u>	45%	+27
Sightseeing of a town, the capital	56%	+1
<u>Social events, festivals, other events</u>	38%	+15
Sun and sea	60%	-1

STIMULATION

<u>Recommendations from friends</u>	46%	+3
Popularity of the destination	23%	+1
Videos online	15%	+1
Articles online	27%	-2
Posts in social media, blogs	17%	+1

SOURCE OF INFORMATION

Friends, family	48%	+1
<u>Opinions in social media</u>	22%	+2
Blogs	20%	+1
Web portals (Tripadvisor, etc.)	24%	-5
Articles online	42%	-9

RESERVATION METHOD

<u>Airbnb</u>	20%	+4
<u>Expedia.com</u>	19%	+3
<u>Own accommodation</u>	12%	+3
Booking.com	44%	-4
<u>Agoda.com</u>	7%	+2

TRAVELLING WITH

<u>With friends</u>	31%	+17
In a couple	33%	-10
<u>Alone</u>	10%	+4
With family	23%	-11
<u>With relatives</u>	2%	+1

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All markets: Adventurists (3,1%)



DESTINATION TYPE

Elsewhere in nature	60%	+27
<u>In the mountains</u>	<u>59%</u>	<u>+22</u>
<u>By a lake</u>	<u>50%</u>	<u>+21</u>
<u>Countryside</u>	<u>29%</u>	<u>+9</u>
By the sea	44%	-26

TYPE OF ACCOMODATION

<u>Camp</u>	<u>31%</u>	<u>+13</u>
<u>Hostel</u>	<u>28%</u>	<u>+7</u>
<u>Tourist farm</u>	<u>21%</u>	<u>+10</u>
<u>Glamping</u>	<u>13%</u>	<u>+9</u>
<u>Camper</u>	<u>15%</u>	<u>+8</u>

TRANSPORT TO THE DEST.

<u>Motorhome (camper)</u>	<u>10%</u>	<u>+7</u>
<u>Car</u>	<u>35%</u>	<u>+8</u>
<u>Motorcycle</u>	<u>3%</u>	<u>+2</u>
Aeroplane	44%	-19
<u>Coach</u>	<u>4%</u>	<u>+1</u>

TRANSPORT AT THE DEST.

<u>Motorcycle</u>	<u>14%</u>	<u>+10</u>
Car	63%	-6
<u>Motorhome (camper)</u>	<u>13%</u>	<u>+9</u>
Coach	21%	-13
Train	12%	-9

ACTIVITIES

History and castles	66%	+22
<u>Adrenaline sports</u>	<u>35%</u>	<u>+28</u>
<u>Water sports activities</u>	<u>39%</u>	<u>+23</u>
<u>Hill walking</u>	<u>32%</u>	<u>+25</u>
<u>Winter sports</u>	<u>23%</u>	<u>+9</u>

STIMULATION

<u>Traveling literature</u>	<u>23%</u>	<u>+4</u>
<u>Travel lectures</u>	<u>17%</u>	<u>+3</u>
Past experiences	42%	-6
<u>Videos online</u>	<u>16%</u>	<u>+2</u>
<u>Articles in print media</u>	<u>15%</u>	<u>+2</u>

SOURCE OF INFORMATION

<u>Articles in print media</u>	<u>19%</u>	<u>+4</u>
Traveling literature	24%	+0
Articles online	43%	-7
<u>Travel lectures</u>	<u>16%</u>	<u>+2</u>
Friends, family	39%	-8

RESERVATION METHOD

<u>Expedia.com</u>	<u>20%</u>	<u>+4</u>
<u>Organiser</u>	<u>12%</u>	<u>+5</u>
<u>Agoda.com</u>	<u>11%</u>	<u>+6</u>
Agency	27%	-6
Accommodation providers	20%	-3

TRAVELLING WITH

<u>With friends</u>	<u>24%</u>	<u>+9</u>
In a couple	36%	-7
With family	30%	-5
<u>Alone</u>	<u>8%</u>	<u>+1</u>
<u>With relatives</u>	<u>3%</u>	<u>+1</u>

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All markets: Active families (3,1%)



DESTINATION TYPE

<u>In the mountains</u>	72%	+35
<u>Elsewhere in nature</u>	66%	+34
<u>By a lake</u>	51%	+21
<u>Countryside</u>	28%	+7
By the sea	59%	-10

TYPE OF ACCOMMODATION

<u>Apartment</u>	74%	+26
<u>Camp</u>	32%	+14
<u>Hostel</u>	28%	+7
Staying with relatives or friends	24%	-1
Hotel	62%	-20

TRANSPORT TO THE DEST.

<u>Car</u>	40%	+13
Coach	4%	+0
<u>Motorhome (camper)</u>	3%	+1
Aeroplane	48%	-16
Train	3%	+0

TRANSPORT AT THE DEST.

<u>Car</u>	73%	+4
<u>Bicycle</u>	10%	+5
<u>Motorhome (camper)</u>	8%	+4
On foot	18%	-2
Coach	27%	-7

ACTIVITIES

<u>Sport activities</u>	66%	+39
<u>Water sports activities</u>	48%	+32
<u>Hill walking</u>	36%	+29
<u>Natural parks, attractions</u>	55%	+4
<u>Touring</u>	29%	+10

STIMULATION

<u>Videos online</u>	20%	+6
<u>Posts in social media, blogs</u>	20%	+3
<u>Past experiences</u>	50%	+3
<u>Articles online</u>	32%	+3
<u>Traveling literature</u>	22%	+3

SOURCE OF INFORMATION

<u>Traveling literature</u>	27%	+3
<u>Blogs</u>	23%	+4
Articles online	51%	+1
Online forums	22%	+1
<u>Travel lectures</u>	17%	+3

RESERVATION METHOD

<u>Accommodation providers</u>	30%	+7
<u>Organiser</u>	15%	+7
Booking.com	49%	+2
<u>Airbnb</u>	19%	+3
<u>At the activity provider</u>	11%	+4

TRAVELLING WITH

In a couple	43%	+0
With friends	15%	+0
<u>Alone</u>	9%	+2
With family	33%	-1
With relatives	1%	+0

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All markets: Devoted mothers (3,0%)



DESTINATION TYPE

<u>In the mountains</u>	56%	+19
<u>By a lake</u>	48%	+19
<u>Countryside</u>	32%	+12
By the sea	50%	-20
Elsewhere in nature	30%	-2

TYPE OF ACCOMODATION

<u>Apartment</u>	67%	+19
<u>Tourist farm</u>	39%	+29
<u>Camp</u>	25%	+7
Staying with relatives or friends	26%	+1
Hotel	48%	-34

TRANSPORT TO THE DEST.

<u>Car</u>	44%	+17
<u>Motorhome (camper)</u>	5%	+3
<u>Coach</u>	5%	+2
<u>Motorcycle</u>	2%	+1
Aeroplane	41%	-23

TRANSPORT AT THE DEST.

<u>Car</u>	74%	+5
<u>Motorcycle</u>	9%	+5
Coach	22%	-13
Train	11%	-10
On foot	11%	-9

ACTIVITIES

<u>Sport activities</u>	44%	+17
<u>Activities and fun for children</u>	38%	+22
<u>Countryside, farm activities</u>	31%	+21
Natural parks, attractions	47%	-4
<u>Winter sports</u>	20%	+5

STIMULATION

Recommendations from friends	40%	-4
Videos online	15%	+1
Past experiences	44%	-4
<u>TV advertising</u>	9%	+2
Articles online	24%	-5

SOURCE OF INFORMATION

Friends, family	49%	+1
Traveling literature	21%	-2
<u>Articles in print media</u>	17%	+2
Blogs	18%	-2
Opinions in social media	18%	-2

RESERVATION METHOD

<u>Own accommodation</u>	14%	+5
<u>Accommodation providers</u>	25%	+2
<u>Organiser</u>	10%	+3
<u>Agoda.com</u>	10%	+5
Expedia.com	15%	-1

TRAVELLING WITH

<u>With family</u>	44%	+9
Alone	7%	+0
In a couple	34%	-9
With friends	14%	-1
With relatives	1%	+0

NOTES:

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Comparison of country of destination with all other countries

COMPARISON OF THE PURCHASE JOURNEY BETWEEN COUNTRIES

All markets

DESTINATION TYPE

By the sea	70%
Towns	47%
In the mountains	37%
Capital	34%
Cultural and historical centres	34%

TYPE OF ACCOMODATION

Hotel	82%
Apartment	48%
Private accommodation (e.g. Airbnb)	24%
Staying with relatives or friends	24%
Hostel	21%

TRANSPORT TO THE DEST.

Aeroplane	64%
Car	27%
Coach	3%
Train	2%
Motorhome (camper)	2%

TRANSPORT AT THE DEST.

Car	69%
Coach	34%
Train	21%
On foot	19%
Bicycle	5%

ACTIVITIES

Sun and sea	60%
Sightseeing of old town centres	56%
Sightseeing of a town, the capital	55%
Natural parks, attractions	51%
Tourist sights	45%

STIMULATION

Past experiences	48%
Recommendations from friends	44%
Price	38%
Articles online	29%
Popularity of the destination	22%

SOURCE OF INFORMATION

Articles online	50%
Friends, family	47%
Web portals (Tripadvisor, etc.)	30%
Traveling literature	24%
Online forums	21%

RESERVATION METHOD

Booking.com	47%
Agency	34%
Accommodation providers	23%
Expedia.com	16%
Airbnb	16%

TRAVELLING WITH

In a couple	43%
With family	34%
With friends	14%
Alone	7%
With relatives	2%

All markets: Austria (6,7%)



DESTINATION TYPE

<u>By the sea</u>	80%	+11
<u>Towns</u>	53%	+6
<u>By a lake</u>	37%	+8
<u>Spas (wellness and spa)</u>	31%	+16
In the mountains	33%	-3

TYPE OF ACCOMODATION

Hotel	86%	+3
Apartment	52%	+4
Private accommodation (e.g. Airbnb)	28%	+4
Staying with relatives or friends	21%	-3
Other	4%	+2

TRANSPORT TO THE DEST.

Car	45%	+18
Train	4%	+1
Motorhome (camper)	3%	+1
Aeroplane	44%	-19
Motorcycle	1%	+0

TRANSPORT AT THE DEST.

Car	72%	+3
On foot	26%	+7
Bicycle	7%	+2
Coach	31%	-3
Motorcycle	4%	+0

ACTIVITIES

<u>Sun and sea</u>	71%	+10
Sightseeing of old town centres	57%	+1
<u>Wellness in spa</u>	43%	+17
<u>Tourist sights</u>	51%	+6
<u>Living like a local</u>	40%	+14

STIMULATION

<u>Recommendations from friends</u>	51%	+8
<u>Past experiences</u>	51%	+4
<u>Articles online</u>	32%	+3
<u>TV shows</u>	19%	+2
Popularity of the destination	21%	-1

SOURCE OF INFORMATION

Articles online	64%	+13
Friends, family	54%	+7
<u>Traveling literature</u>	28%	+4
Web portals (Tripadvisor, etc.)	28%	-2
Online forums	18%	-2

RESERVATION METHOD

<u>Accommodation providers</u>	40%	+17
<u>Booking.com</u>	52%	+4
<u>Other web portals</u>	10%	+3
<u>Expedia.com</u>	18%	+1
<u>Own accommodation</u>	12%	+3

TRAVELLING WITH

<u>In a couple</u>	46%	+3
With family	33%	-2
With friends	15%	+1
Alone	5%	-1
With relatives	0%	-1

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All markets: France (6,4%)



DESTINATION TYPE

Cultural and historical centres	42%	+8
Towns	52%	+5
Capital	42%	+8
By the sea	61%	-9
Elsewhere in nature	33%	+1

TYPE OF ACCOMODATION

Private accommodation (e.g. Airbnb)	31%	+7
Hostel	26%	+5
Staying with relatives or friends	27%	+3
Camp	22%	+4
Hotel	79%	-3

TRANSPORT TO THE DEST.

Aeroplane	70%	+7
Train	3%	+0
Motorhome (camper)	2%	+0
Car	22%	-5
Motorcycle	1%	+0

TRANSPORT AT THE DEST.

Car	71%	+3
On foot	28%	+8
Coach	33%	-2
Bicycle	6%	+1
Motorcycle	5%	+1

ACTIVITIES

Sightseeing of a town, the capital	64%	+10
Recreation	53%	+17
Gastronomic pleasures	38%	+6
Sightseeing of old town centres	56%	+0
Sport activities	32%	+5

STIMULATION

Travel lectures	30%	+15
Price	39%	+1
Recommendations from friends	43%	+0
Articles online	31%	+2
Traveling literature	30%	+11

SOURCE OF INFORMATION

Friends, family	52%	+4
Traveling literature	35%	+11
Travel lectures	24%	+11
Blogs	17%	-3
Articles in print media	16%	+1

RESERVATION METHOD

Airbnb	31%	+15
Booking.com	52%	+5
Expedia.com	22%	+6
Other web portals	11%	+4
Agency	22%	-12

TRAVELLING WITH

In a couple	54%	+11
With family	25%	-10
With friends	11%	-3
With relatives	2%	+0
Alone	8%	+1

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All markets: Germany (6,6%)



DESTINATION TYPE

By the sea	77%	+8
By a lake	42%	+13
Towns	49%	+1
<u>Elsewhere in nature</u>	<u>37%</u>	<u>+4</u>
<u>In the mountains</u>	<u>38%</u>	<u>+1</u>

TYPE OF ACCOMODATION

Hotel	83%	+0
Apartment	50%	+2
Tourist farm	14%	+3
Private accommodation (e.g. Airbnb)	22%	-2
Hostel	19%	-2

TRANSPORT TO THE DEST.

Car	30%	+3
Train	3%	+1
Motorhome (camper)	3%	+1
Ferry	1%	+0
Aeroplane	60%	-3

TRANSPORT AT THE DEST.

Car	73%	+5
On foot	23%	+3
Bicycle	9%	+4
Coach	29%	-5
Train	17%	-4

ACTIVITIES

Sun and sea	65%	+4
Living like a local	37%	+11
<u>Gastronomic pleasures</u>	<u>37%</u>	<u>+5</u>
Shopping	40%	+4
Wellness in spa	31%	+5

STIMULATION

Articles online	31%	+2
TV shows	23%	+6
<u>Past experiences</u>	<u>49%</u>	<u>+1</u>
<u>Traveling literature</u>	<u>22%</u>	<u>+3</u>
Recommendations from friends	41%	-3

SOURCE OF INFORMATION

Articles online	54%	+3
Traveling literature	29%	+6
Friends, family	46%	-1
Articles in print media	16%	+2
Web portals (Tripadvisor, etc.)	22%	-7

RESERVATION METHOD

<u>Accommodation providers</u>	<u>29%</u>	<u>+6</u>
Expedia.com	28%	+12
Own accommodation	11%	+2
Other web portals	10%	+3
Booking.com	41%	-6

TRAVELLING WITH

In a couple	48%	+5
With family	32%	-3
Alone	8%	+2
With friends	12%	-3
With relatives	0%	-1

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All markets: Italy (6,6%)



DESTINATION TYPE

Capital	59%	+25
In the mountains	39%	+2
Cultural and historical centres	38%	+4
By the sea	64%	-6
Towns	46%	-2

TYPE OF ACCOMODATION

Boutique hotel	43%	+27
Apartment	49%	+0
Tourist farm	32%	+21
Hotel	79%	-3
Private accommodation (e.g. Airbnb)	28%	+4

TRANSPORT TO THE DEST.

Aeroplane	74%	+10
Motorhome (camper)	3%	+1
Motorcycle	1%	+1
Car	18%	-9
Coach	2%	-1

TRANSPORT AT THE DEST.

Train	29%	+8
Coach	35%	+1
Car	68%	-1
Motorcycle	6%	+2
Motorhome (camper)	5%	+1

ACTIVITIES

Sightseeing of a town, the capital	64%	+10
Natural parks, attractions	60%	+9
Museums, galleries and art	47%	+15
Gastronomic pleasures	47%	+15
Living like a local	43%	+17

STIMULATION

Travel lectures	25%	+11
Articles online	32%	+3
Videos online	19%	+5
Price	37%	-1
Traveling literature	21%	+2

SOURCE OF INFORMATION

Web portals (Tripadvisor, etc.)	39%	+9
Articles online	53%	+2
Travel lectures	22%	+8
Opinions in social media	23%	+3
Blogs	23%	+4

RESERVATION METHOD

Booking.com	64%	+17
Expedia.com	31%	+15
Airbnb	21%	+5
Agency	30%	-3
Organiser	9%	+1

TRAVELLING WITH

In a couple	44%	+1
With friends	20%	+6
With family	30%	-5
Alone	5%	-2
With relatives	1%	-1

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All markets: the Netherlands (6,6%)



DESTINATION TYPE

<u>Elsewhere in nature</u>	41%	+9
<u>In the mountains</u>	38%	+1
<u>Cultural and historical centres</u>	36%	+2
Towns	46%	-1
By the sea	59%	-11

TYPE OF ACCOMMODATION

<u>Camp</u>	25%	+7
<u>Apartment</u>	50%	+2
Hotel	77%	-5
<u>Own property (holiday cottage)</u>	12%	+3
Staying with relatives or friends	18%	-6

TRANSPORT TO THE DEST.

<u>Car</u>	37%	+10
Motorhome (camper)	2%	+0
Motorcycle	1%	+0
Aeroplane	55%	-8
Train	2%	-1

TRANSPORT AT THE DEST.

<u>Car</u>	76%	+7
Train	19%	-2
Bicycle	5%	+0
Coach	25%	-10
Motorhome (camper)	3%	-1

ACTIVITIES

<u>Sightseeing of old town centres</u>	61%	+4
<u>Sightseeing of a town, the capital</u>	60%	+6
<u>Recreation</u>	49%	+13
<u>Touring</u>	34%	+15
<u>Shopping</u>	43%	+6

STIMULATION

<u>Price</u>	40%	+2
<u>Proximity of the destination</u>	28%	+10
Past experiences	43%	-5
Popularity of the destination	21%	-1
TV shows	23%	+6

SOURCE OF INFORMATION

Articles online	51%	+1
<u>Agencies</u>	23%	+3
Web portals (Tripadvisor, etc.)	28%	-2
Travelling literature	21%	-2
<u>Other</u>	8%	+6

RESERVATION METHOD

<u>Accommodation providers</u>	30%	+7
Agency	30%	-4
<u>At the activity provider</u>	8%	+1
Expedia.com	14%	-3
Own accommodation	8%	-1

TRAVELLING WITH

In a couple	39%	-4
With family	32%	-3
With friends	14%	+0
<u>Alone</u>	8%	+1
<u>With relatives</u>	7%	+6

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All markets: Poland (6,7%)



DESTINATION TYPE

<u>In the mountains</u>	46%	+10
By the sea	70%	+0
<u>Elsewhere in nature</u>	36%	+3
By a lake	33%	+4
<u>Spas (wellness and spa)</u>	19%	+4

TYPE OF ACCOMODATION

<u>Hostel</u>	36%	+15
<u>Tourist farm</u>	30%	+19
<u>Staying with relatives or friends</u>	30%	+6
<u>Private accommodation (e.g. Airbnb)</u>	27%	+2
Apartment	43%	-5

TRANSPORT TO THE DEST.

<u>Car</u>	29%	+2
Coach	6%	+3
Motorhome (camper)	2%	+0
Aeroplane	60%	-4
<u>Motorcycle</u>	1%	+0

TRANSPORT AT THE DEST.

Car	69%	+1
<u>Coach</u>	40%	+5
On foot	20%	+0
<u>Bicycle</u>	7%	+2
<u>Motorhome (camper)</u>	4%	+0

ACTIVITIES

Recreation	57%	+21
<u>History and castles</u>	51%	+7
<u>Water sports activities</u>	30%	+14
<u>Living like a local</u>	34%	+8
<u>Cruise</u>	27%	+11

STIMULATION

<u>Articles online</u>	38%	+9
<u>Recommendations from friends</u>	45%	+1
<u>Traveling literature</u>	22%	+3
Past experiences	48%	+1
Price	39%	+1

SOURCE OF INFORMATION

<u>Online forums</u>	32%	+11
<u>Blogs</u>	30%	+11
<u>Articles online</u>	54%	+4
<u>Friends, family</u>	52%	+4
<u>Articles in print media</u>	19%	+4

RESERVATION METHOD

<u>Agency</u>	40%	+6
<u>Own accommodation</u>	17%	+8
<u>Through official TICs</u>	12%	+6
Booking.com	48%	+1
Accommodation providers	22%	-1

TRAVELLING WITH

<u>In a couple</u>	49%	+6
With family	34%	-1
With friends	14%	+0
Alone	3%	-3
With relatives	0%	-1

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All markets: United Kingdom(6,6%)



DESTINATION TYPE

Towns	57%	+10
Countryside	34%	+14
Capital	39%	+5
By the sea	69%	-1
By a lake	33%	+4

TYPE OF ACCOMODATION

Hotel	84%	+2
Boutique hotel	26%	+10
Apartment	47%	-1
Staying with relatives or friends	24%	+0
Glamping	9%	+5

TRANSPORT TO THE DEST.

Aeroplane	81%	+17
Motorcycle	2%	+1
Motorhome (camper)	2%	+0
Ferry	1%	+1
Car	11%	-15

TRANSPORT AT THE DEST.

Train	24%	+4
Coach	31%	-4
Motorcycle	5%	+1
Car	62%	-6
On foot	16%	-3

ACTIVITIES

Recreation	40%	+4
Social events, festivals, other events	28%	+4
History and castles	46%	+2
Activities and fun for children	20%	+4
Sightseeing of old town centres	56%	+0

STIMULATION

Traveling literature	27%	+8
Recommendations from friends	46%	+3
Past experiences	49%	+1
TV shows	20%	+3
Posts in social media, blogs	19%	+2

SOURCE OF INFORMATION

Friends, family	53%	+6
Traveling literature	32%	+9
Web portals (Tripadvisor, etc.)	30%	+1
Articles in print media	17%	+3
Agencies	19%	-1

RESERVATION METHOD

Expedia.com	30%	+14
Agency	34%	+0
Accommodation providers	25%	+2
Agoda.com	7%	+2
Organiser	8%	+0

TRAVELLING WITH

In a couple	43%	+0
With friends	15%	+0
Alone	7%	+1
With family	34%	-1
With relatives	1%	+0

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All markets: Russia (6,8%)



DESTINATION TYPE

By the sea	86%	+17
Towns	51%	+4
Cultural and historical centres	50%	+16
In the mountains	39%	+2
Health resorts	11%	+7

TYPE OF ACCOMODATION

Hotel	91%	+9
Private accommodation (e.g. Airbnb)	28%	+3
Staying with relatives or friends	24%	+0
Hostel	22%	+1
Apartment	37%	-11

TRANSPORT TO THE DEST.

Aeroplane	88%	+24
Train	3%	+1
Ferry	0%	+0
Car	6%	-21
Coach	2%	-2

TRANSPORT AT THE DEST.

Coach	61%	+27
On foot	24%	+5
Train	22%	+1
Car	54%	-14
Bicycle	4%	-2

ACTIVITIES

Sun and sea	81%	+20
Tourist sights	66%	+21
Natural parks, attractions	65%	+13
Museums, galleries and art	48%	+16
Sightseeing of old town centres	65%	+9

STIMULATION

Price	55%	+17
Past experiences	58%	+11
Articles online	40%	+11
Recommendations from friends	51%	+7
Suitability of dest. in all seasons	26%	+8

SOURCE OF INFORMATION

Articles online	68%	+18
Online forums	42%	+21
Opinions in social media	32%	+12
Friends, family	47%	+0
Web portals (Tripadvisor, etc.)	35%	+5

RESERVATION METHOD

Agency	63%	+29
Airbnb	13%	-3
Booking.com	41%	-6
Through official TICs	6%	+0
Organiser	4%	-3

TRAVELLING WITH

With family	41%	+7
Alone	10%	+3
In a couple	32%	-11
With friends	14%	-1
With relatives	2%	+1

All markets: Belgium (6,5%)



DESTINATION TYPE

<u>Elsewhere in nature</u>	37%	+5
<u>Cultural and historical centres</u>	36%	+2
Towns	46%	-1
By the sea	68%	-2
By a lake	28%	-1

TYPE OF ACCOMODATION

Private accommodation (e.g. Airbnb)	23%	-2
<u>Camp</u>	20%	+2
<u>Own property (holiday cottage)</u>	14%	+5
Hotel	79%	-3
Staying with relatives or friends	22%	-3

TRANSPORT TO THE DEST.

<u>Car</u>	38%	+11
<u>Train</u>	3%	+1
Aeroplane	54%	-10
Motorhome (camper)	2%	+0
Motorcycle	1%	+0

TRANSPORT AT THE DEST.

<u>Car</u>	74%	+5
On foot	20%	+1
<u>Bicycle</u>	6%	+1
Coach	25%	-9
Train	14%	-6

ACTIVITIES

Sun and sea	58%	-2
<u>Sightseeing of a town, the capital</u>	58%	+4
<u>Shopping</u>	40%	+4
<u>Sport activities</u>	33%	+6
Natural parks, attractions	52%	+1

STIMULATION

<u>Price</u>	43%	+5
<u>Proximity of the destination</u>	25%	+7
<u>Suitability of dest. in all seasons</u>	21%	+3
Popularity of the destination	23%	+1
<u>Traveling literature</u>	20%	+1

SOURCE OF INFORMATION

<u>Friends, family</u>	49%	+1
<u>Traveling literature</u>	26%	+2
<u>Agencies</u>	21%	+2
Articles online	44%	-7
Web portals (Tripadvisor, etc.)	25%	-5

RESERVATION METHOD

<u>Accommodation providers</u>	25%	+2
Booking.com	47%	-1
Own accommodation	9%	+1
Agency	33%	-1
Airbnb	15%	+0

TRAVELLING WITH

In a couple	42%	-1
With friends	14%	+0
Alone	7%	+1
<u>With relatives</u>	4%	+2
With family	32%	-2

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All markets: Czech Republic (7,4%)



DESTINATION TYPE

By the sea	78%	+8
Elsewhere in nature	41%	+9
In the mountains	44%	+7
Spas (wellness and spa)	28%	+13
Cultural and historical centres	34%	+0

TYPE OF ACCOMMODATION

Apartment	60%	+12
Camp	34%	+16
Private accommodation (e.g. Airbnb)	29%	+5
Hotel	80%	-2
Camper	11%	+4

TRANSPORT TO THE DEST.

Car	39%	+12
Coach	11%	+8
Train	2%	+0
Aeroplane	46%	-18
Bicycle	0%	+0

TRANSPORT AT THE DEST.

Coach	39%	+5
On foot	24%	+4
Car	65%	-4
Bicycle	7%	+1
Train	14%	-7

ACTIVITIES

Recreation	69%	+33
History and castles	53%	+9
Wellness in spa	39%	+13
Sun and sea	65%	+4
Cruise	29%	+12

STIMULATION

Past experiences	58%	+11
Recommendations from friends	55%	+12
Popularity of the destination	32%	+10
Price	42%	+4
Proximity of the destination	21%	+4

SOURCE OF INFORMATION

Friends, family	53%	+6
Agencies	34%	+14
Articles online	51%	+1
Opinions in social media	28%	+8
Blogs	19%	+0

RESERVATION METHOD

Agency	48%	+14
Accommodation providers	26%	+3
Own accommodation	12%	+3
Organiser	9%	+2
Through official TICs	6%	+0

TRAVELLING WITH

With family	42%	+8
With friends	14%	+0
In a couple	39%	-3
With relatives	1%	-1
Alone	3%	-3

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All markets: Denmark (6,5%)



DESTINATION TYPE

Towns	50%	+2
Capital	41%	+7
Cultural and historical centres	33%	-1
Elsewhere in nature	28%	-4
By the sea	59%	-11

TYPE OF ACCOMODATION

Hotel	84%	+2
Apartment	45%	-3
<u>Own property (holiday cottage)</u>	11%	+2
Camp	19%	+1
Staying with relatives or friends	21%	-3

TRANSPORT TO THE DEST.

Aeroplane	75%	+11
Motorhome (camper)	2%	+0
Motorcycle	1%	+0
Car	19%	-8
Coach	2%	-1

TRANSPORT AT THE DEST.

Coach	37%	+3
Train	22%	+1
Car	67%	-2
Motorcycle	4%	+0
On foot	14%	-6

ACTIVITIES

Shopping	38%	+2
Sightseeing of a town, the capital	50%	-4
Natural parks, attractions	47%	-4
Tourist sights	41%	-4
Sun and sea	55%	-5

STIMULATION

Travel lectures	47%	+33
Price	40%	+2
<u>Articles in print media</u>	16%	+3
<u>Traveling literature</u>	20%	+1
Popularity of the destination	19%	-3

SOURCE OF INFORMATION

Travel lectures	42%	+28
Friends, family	50%	+3
Agencies	25%	+6
Web portals (Tripadvisor, etc.)	30%	+1
<u>Traveling literature</u>	25%	+1

RESERVATION METHOD

At the activity provider	15%	+8
<u>Expedia.com</u>	19%	+3
<u>Own accommodation</u>	14%	+6
<u>Agency</u>	37%	+3
Booking.com	38%	-9

TRAVELLING WITH

With family	41%	+6
With friends	14%	-1
<u>Alone</u>	8%	+2
In a couple	37%	-6
With relatives	1%	-1

NOTES:

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All markets: Hungary (6,7%)



DESTINATION TYPE

By a lake	42%	+12
<u>In the mountains</u>	49%	+12
By the sea	72%	+2
<u>Spas (wellness and spa)</u>	25%	+10
Elsewhere in nature	38%	+6

TYPE OF ACCOMODATION

Apartment	68%	+20
<u>Staying with relatives or friends</u>	31%	+6
Hostel	30%	+9
Camp	27%	+9
Camper	16%	+10

TRANSPORT TO THE DEST.

Car	47%	+20
Coach	10%	+7
Train	3%	+1
Aeroplane	37%	-27
Motorhome (camper)	2%	-1

TRANSPORT AT THE DEST.

Car	75%	+6
Coach	24%	-10
Train	18%	-3
Bicycle	6%	+0
On foot	11%	-9

ACTIVITIES

History and castles	50%	+5
<u>Wellness in spa</u>	39%	+13
Cruise	36%	+19
<u>Thermal health spa</u>	34%	+16
<u>Gastronomic pleasures</u>	39%	+8

STIMULATION

<u>Recommendations from friends</u>	55%	+11
<u>Past experiences</u>	51%	+3
Articles online	33%	+4
Videos online	21%	+7
Online ads	17%	+9

SOURCE OF INFORMATION

Blogs	32%	+13
Articles online	55%	+5
Friends, family	52%	+5
Online forums	30%	+9
Opinions in social media	28%	+7

RESERVATION METHOD

Booking.com	49%	+2
<u>Accommodation providers</u>	30%	+7
Agency	35%	+1
Organiser	12%	+4
At the activity provider	7%	+0

TRAVELLING WITH

With family	43%	+8
<u>With friends</u>	16%	+1
In a couple	36%	-7
Alone	5%	-2
With relatives	1%	+0

All markets: Spain (6,7%)



DESTINATION TYPE

Towns	62%	+15
<u>Cultural and historical centres</u>	51%	+17
<u>Capital</u>	47%	+13
In the mountains	37%	+0
By the sea	53%	-16

TYPE OF ACCOMODATION

Hotel	89%	+6
Apartment	48%	+0
Hostel	22%	+1
<u>Boutique hotel</u>	18%	+2
Private accommodation (e.g. Airbnb)	20%	-4

TRANSPORT TO THE DEST.

Aeroplane	76%	+12
<u>Motorhome (camper)</u>	3%	+0
Car	18%	-9
Train	1%	-1
Motorcycle	1%	+0

TRANSPORT AT THE DEST.

Car	72%	+3
<u>Train</u>	31%	+10
Coach	33%	-1
<u>Motorhome (camper)</u>	4%	+1
On foot	12%	-8

ACTIVITIES

<u>Sightseeing of old town centres</u>	67%	+11
<u>History and castles</u>	56%	+12
<u>Museums, galleries and art</u>	45%	+14
<u>Sightseeing of a town, the capital</u>	63%	+8
<u>Gastronomic pleasures</u>	44%	+12

STIMULATION

<u>Recommendations from friends</u>	45%	+1
<u>Suitability of dest. in all seasons</u>	27%	+8
<u>Popularity of the destination</u>	30%	+8
<u>TV shows</u>	25%	+8
Price	38%	+1

SOURCE OF INFORMATION

<u>Web portals (Tripadvisor, etc.)</u>	45%	+16
<u>Blogs</u>	33%	+13
<u>Friends, family</u>	50%	+3
<u>Opinions in social media</u>	28%	+7
<u>Online forums</u>	25%	+5

RESERVATION METHOD

<u>Booking.com</u>	64%	+17
<u>Expedia.com</u>	25%	+9
<u>Airbnb</u>	22%	+7
<u>Through official TICs</u>	8%	+2
Agency	31%	-3

TRAVELLING WITH

<u>In a couple</u>	53%	+10
<u>With friends</u>	14%	-1
<u>With family</u>	28%	-6
<u>Alone</u>	5%	-1
<u>With relatives</u>	0%	-1

All markets: Sweden (6,5%)



DESTINATION TYPE

By the sea	73%	+3
Towns	55%	+8
Capital	43%	+8
Cultural and historical centres	28%	-6
By a lake	25%	-4

TYPE OF ACCOMODATION

Hotel	87%	+5
Staying with relatives or friends	33%	+8
Hostel	21%	+0
Apartment	47%	-1
Own property (holiday cottage)	13%	+3

TRANSPORT TO THE DEST.

Aeroplane	79%	+15
Motorhome (camper)	2%	+0
Train	3%	+0
Ferry	1%	+1
Car	12%	-15

TRANSPORT AT THE DEST.

Coach	39%	+5
Train	25%	+4
Car	62%	-7
Bicycle	5%	+0
Motorhome (camper)	5%	+1

ACTIVITIES

Shopping	44%	+8
Sun and sea	64%	+4
Touring	26%	+7
Sightseeing of a town, the capital	52%	-3
Music festivals and concerts	19%	+1

STIMULATION

Past experiences	53%	+5
Recommendations from friends	49%	+5
Price	42%	+4
Articles in print media	16%	+3
TV advertising	9%	+3

SOURCE OF INFORMATION

Friends, family	53%	+6
Agencies	23%	+4
Web portals (Tripadvisor, etc.)	30%	+0
Online forums	21%	+0
Articles in print media	17%	+2

RESERVATION METHOD

Expedia.com	19%	+3
Other web portals	13%	+6
Booking.com	45%	-2
Agency	34%	+0
Own accommodation	9%	+1

TRAVELLING WITH

With family	39%	+4
With friends	17%	+3
In a couple	36%	-7
Alone	7%	+1
With relatives	1%	-1

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All markets: Switzerland (6,5%)



DESTINATION TYPE

By the sea	74%	+5
Towns	54%	+6
By a lake	34%	+4
In the mountains	38%	+1
Spas (wellness and spa)	18%	+4

TYPE OF ACCOMODATION

Hotel	86%	+4
Staying with relatives or friends	26%	+2
Apartment	45%	-3
Private accommodation (e.g. Airbnb)	26%	+2
Hostel	23%	+2

TRANSPORT TO THE DEST.

Car	30%	+3
Train	4%	+2
Motorhome (camper)	2%	+0
Aeroplane	60%	-4
Coach	2%	-1

TRANSPORT AT THE DEST.

Car	71%	+3
On foot	25%	+6
Train	24%	+4
Coach	33%	-2
Bicycle	5%	-1

ACTIVITIES

Sun and sea	65%	+4
Shopping	44%	+7
Wellness in spa	37%	+11
Natural parks, attractions	54%	+3
Living like a local	31%	+5

STIMULATION

Past experiences	52%	+4
Recommendations from friends	49%	+5
Articles online	33%	+4
Proximity of the destination	21%	+3
Suitability of dest. in all seasons	18%	+0

SOURCE OF INFORMATION

Friends, family	56%	+9
Articles online	53%	+3
Traveling literature	25%	+2
Web portals (Tripadvisor, etc.)	29%	-1
Opinions in social media	16%	-4

RESERVATION METHOD

Accommodation providers	34%	+11
Booking.com	55%	+8
Airbnb	19%	+4
Other web portals	11%	+5
At the activity provider	9%	+2

TRAVELLING WITH

In a couple	46%	+3
With family	32%	-3
Alone	8%	+2
With friends	12%	-2
With relatives	1%	+0



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