***Press release***

**Last year, the total number of tourists in Slovenia exceeded that of the previous year, which itself had set a record high, while overnight stays remained at the same level as in 2013.**

**In 2014, Slovenia recorded more foreign tourist arrivals and overnight stays, as well as fewer domestic tourist arrivals and overnight stays**

**30 January 2015 – The** [**preliminary data of the Statistical Office of the Republic of Slovenia (SORS)**](http://www.stat.si/novica_prikazi.aspx?id=6794) **show that in 2014 the total number of tourist arrivals increased by 4% compared to 2013, while the number of overnight stays remained at approximately the same level.** **In the same comparison, the number of foreign tourist arrivals increased by 6%, while their overnight stays increased by 1%. Last year also showed a continued decline in the number of domestic tourist arrivals and overnight stays, which clearly reflects the adverse economic conditions and the decreasing purchasing power of Slovenian households related thereto.**

In Slovenia, tourism is an important branch of the economy; one which **generates as much as 12%** of the country's gross domestic product and comprises **more than 8% of the overall export and over 40% of services export.** According to data from the Bank of Slovenia, the **receipts from export of travel in the first eleven months of 2014 remained the same as in the year before.** During the period of January to November 2014 the total spending of foreign tourists in Slovenia (including both private and business travels) amounted to **EUR 1.9 billion.** Tourism is also the only export activity which exports VAT and it annually contributes **EUR 240 million of tax on profits** to the budget and provides **45,000 jobs.**

**Foreign tourists**

Compared to 2013, the number of foreign tourists visiting in 2014 increased by 6% and the number of their overnight stays by 1%. Nights spent by foreign tourists accounted for almost two thirds (63%) of the total number of overnight stays in 2014.

**Italy** was the key market from which the highest share of all overnight stays was recorded (16% of all overnight stays, 7% growth in the number of arrivals and 3% growth in the number of overnight stays). **Austria** ranked second among foreign countries generating overnight stays in Slovenia (with a 13% share in the total number of tourist overnight stays; 9% growth in the number of arrivals, 7% growth in the number of overnight stays). Third place belonged to tourists from **Germany** with an 11% share in the total number of overnight stays and a 2% growth in the number of tourist arrivals (the number of overnight stays was the same as in the year before). They were followed – despite a decrease in the number of arrivals (by 3%) and overnight stays (by 9%) – by tourists from the **Russian Federation** (5.3% share) and by tourists from **Croatia** and **the Netherlands** (each with a share of 5%).

In 2014, Slovenia recorded an increase in the number of overnight stays by tourists from traditionally important markets for Slovenian tourism: from **Austria** by 7%, from **Italy** by 3%, while the number of overnight stays by **German** tourists was the same as in 2013. An increase in the number of overnight stays was also recorded by tourists from **Hungary** (+15%), Eastern European countries (**Poland** (+15%), **Slovakia** (+11%), **Romania** (+11%), **Estonia** (+6), the **Czech Republic** (+3%) and **Latvia** (+2%), from **Luxembourg** (+20%), **Portugal** (+3%) and from overseas markets (the **Republic of Korea** (+147%), **China** (+23%), **Japan** (+13%) and **the USA** (+10). The number of overnight stays by **tourists from Serbia** fell by 1%, and **Croatian tourists** generated 4% fewer overnight stays.

The number of overnight stays by **German tourists** remained at the level of 2013; the number of German tourist arrivals increased by 2%, whereby the same number of overnight stays, along with the positive sign in the number of their arrivals, resulted from the shortened length of their stays in Slovenia, which is primarily the consequence of cancelled group travel arrivals by coach.

**Domestic tourists**

In 2014, the economic recession and the consequent decline in the purchasing power of Slovenian households also had a significant impact on the number of arrivals and overnight stays of domestic tourists. According to data from SORS, domestic tourists generated **1% fewer arrivals and 3% fewer overnight stays** in comparison to the year before. Domestic tourists in Slovenia account for 37% of all tourist overnight stays.

**By municipalities**

In 2014, the highest number of overnight stays was generated by **health resort municipalities** (32%); they were followed by mountain resort municipalities with a 23% share and seaside resort municipalities with a 22% share, while the Municipality of Ljubljana recorded an 11% share in the number of overnight stays generated. With regard to the year 2013, the highest growth in the number of overnight stays was recorded in Ljubljana (+7%).

**World tourism**

According to data from the **UNWTO World Tourism Barometer**, in 2014 the number of international tourists (overnight visitors) reached **1,138 million**, which was **51 million more than in 2013.** With an increase in the number of international tourists by **4.7%** world tourism has reached above-average growth for the fifth consecutive year since 2009, when the world was hit by the economic crisis.

The World Tourism Organisation forecasts an increase in the number of international tourists by 3% to 4% in 2015, which would further stimulate the global economy

Ends.