***Press Release***

**Excellent results for Slovenian tourism in the first ten months of this year - Foreign guest arrivals up by 11%**

**30 November 2016 – According to** [**provisional data provided by the Statistical Office of the Republic of Slovenia (Statistični urad RS – SURS)**](http://www.stat.si/StatWeb/pregled-podrocja?idp=24&headerbar=21)**, Slovenian tourism recorded a 9% increase in tourist arrivals from January, up to and including October, and a 7% increase in overnight stays compared to the same period in 2015. Therefore, the positive trend in the arrival of foreign and domestic tourists in Slovenia continues and another record year of Slovenian tourism can be predicted.**

This year, Slovenian tourism has recorded a constant upward trend in the number of arrivals of foreign and domestic tourists. In the period from January, up to and including October, a total of 9% more tourist arrivals and 7% more overnight stays were recorded compared to the same period last year. **The number of arrivals of foreign tourists** grew by **11%**, and their **overnight stays** grew by **10%**. In the period from January to October, Slovenia recorded 71% of foreign tourist arrivals, who accounted for 66% of overnight stays. **Domestic tourists** generated **5% more arrivals** in the first ten months of this year and **2% more overnight stays**.

**Another successful tourist year**

Tourists from **Austria**, **Italy,** and **Germany** represent traditionally important markets for Slovenian tourism and the largest percentage of foreign tourist overnight stays. The guests from these countries generated more arrivals and overnight stays than in the first ten months of last year: Austrians by 9% more arrivals and 7% more overnight stays, Italians by 9% more arrivals and overnight stays, and Germans by 8% more arrivals and 7% more overnight stays.

**Growth in overnight stays reaching double digits** has been recorded for guests from numerous European and overseas countries, including Israel (+28%), Hungary (+20%), Serbia (+11%), Poland (+14%), Czechia (formerly the Czech Republic)(+17%), Slovakia (+21%), Bulgaria (+15%), Romania (+19%), Denmark (+ 23%), Luxembourg (+21%), Turkey (+28%), Spain (+22%), Switzerland (12%), FYR Macedonia (+21%), the Republic of Korea (+26%), China (+20%), and the USA (+11%).

**Zdravko Počivalšek, Minister of Economic Development and Technology:**

*“The Slovenian tourism figures this year are very promising. They prove that our planned measures are heading in the right direction and that we have been successful in promoting our country as a tourist destination. However, the providers of tourist services must also follow the increased promotional activities. We must make sure that every guest leaves Slovenia satisfied with what we offer tourists and the products that we can provide. This is a challenge that we will be faced with in tourism in the years to come.”*

**Eva Štravs Podlogar, State Secretary at the Ministry of Economic Development and Technology:**

*“We are very happy to see positive results. They indicate that the efforts of the Slovenian business sector, the Ministry of Economic Development and Technology, and the Slovenian Tourist Board have been fruitful. The Ministry already laid the foundations for the effective promotion of Slovenian tourism last year. We believe that the renewed independence of the Slovenian Tourist Board, the implementation of the most intensive promotional campaign in the history of Slovenian tourism, financed by the Ministry of Economic Development and Technology using European funds in the amount of €3.7 million, and providing a considerable increase in funds for promotion carried out by the STB in 2016 contributed to such results. Furthermore, the Ministry of Economic Development and Technology continues to carry out important measures for promoting the development of Slovenian tourism. A new Promotion of Tourism Development Act has been drafted, the Hospitality Act will be amended, a new Lipica Stud Farm Act will be prepared, and the 2017–2021 Strategy for the Sustainable Growth of Slovenian Tourism is under preparation. Recently, the public procurement for the development of new and innovative products and services in the tourist economy concluded, and next year we are planning to publish an invitation to tender for the co-funding of the development of tourist destinations and for their umbrella promotion. Moreover, I believe that tourism is such a successful industry because we are an example of good cooperation among all major stakeholders in tourism, including the private, public, and civil spheres, and because we emphasise the significance of integration and cooperation, always and everywhere.”*

**Maja Pak, Director of the Slovenian Tourist Board:**

*“Excellent statistical results in the first ten months show once more a successful, record tourist year for Slovenian tourism. The growth in the number for foreign tourist arrivals and their overnight stays from January to including October is above the projected average growth rate in the region and in Europe, which additionally proves that Slovenia’s popularity among foreign target segments of the public is increasing and that it is increasingly recognised as a green, active, and healthy destination. By forming new innovative tourist products with high added value, Slovenia is becoming increasingly more attractive to those tourists who seek excellent five-star experiences. The Slovenian Tourist Board is satisfied with the tourist season thus far, as statistical data additionally confirms the correctness of our focus on the sustainable development and marketing of Slovenian tourism. In 2016, the Slovenian Tourist Board successfully carried out all activities defined in its work programme. The I FEEL SLOVENIA – MAKE NEW MEMORIES global digital campaign finished, and the updated website www.slovenia.info will be launched in December.”*

The goals of the Slovenian Tourist Board will remain the same in the future: to increase Slovenia’s recognisability, effective partnership with the Slovenian tourism industry and other major partners of Slovenian tourism, concentration of promotion on the most important European markets, and the development of new markets and segments. In 2017, special emphasis will be placed on the continued enhancement of digital content marketing and innovative marketing approaches and on encouraging and promoting sustainable tourism.

**Individual tourist destinations** have also been predicting a successful tourist season. Current data for Ljubljana, the Municipality of Piran, and Bohinj can be found below.

According to the assessment of **Ljubljana Tourism** (calculated based on data for about 80% of accommodation capacities monitored daily at the Tourist Information Centre), an increase of almost one quarter in overnight stays was recorded in Ljubljana from 1 to 27 November compared to the same period last year. From the beginning of the year to 27 November, there was an 8% increase in overnight stays in Ljubljana compared to the same period last year.

In November, **the Municipality of Piran** recorded 57,000 overnight stays in hotels, which accounts for 9% more compared to November of last year, and occupancy during the autumn school break was particularly satisfactory. Domestic guests generated more than half of all overnight stays in hotels in November, which accounts for an increase of 17% compared to the same period last year. In the first eleven months of this year, the Municipality of Piran recorded 1,121,000 overnight stays in hotels, which is a 5% increase compared to last year. According to the data of the Portorož Tourist Association, the positive trend is expected to continue in December and a 5% annual growth is expected to continue as well.

At **Lake Bohinj,** the positive growth trend is also expected to continue until the end of the year; furthermore, it is stressed that the weather and snow conditions will largely affect the number of visitors to the destination.

Do not overlook:

**We would already like to ask you to mark 16 December on your calendars, when you are kindly invited to a press conference where the new** [www.slovenia.info](http://www.slovenia.info) **website and the results of the I FEEL SLOVENIA – MAKE NEW MEMORIES global digital campaign will be presented. An invitation with more detailed information will be sent in the following few days.**

**Additional information**

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