



IT IS NICE EVERYWHERE ...

Tourists and Tourism in Figures





REPUBLIC OF SLOVENIA
STATISTICAL OFFICE

IT IS NICE EVERYWHERE ...

Tourists and Tourism in Figures

It is Nice Everywhere ... – Tourists and Tourism in Figures

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Dear reader,

The first forms of tourism were known in ancient Greece and Rome, whereas mass tourism as we know it started to develop after World War II. Today tourism is one of the strongest industries in the world. Since Slovenia won independence in 1991 the importance of tourism in the national economy has been constantly growing; at the same time it is one of the most important and promising industries in our country. It is also one of the rare industries, if not the only one, that survived the economic crisis more or less unscathed.

It is Nice Everywhere ... The purpose of this publication is to present in a simple and understandable way the main characteristics of Slovene tourism, and particularly to present all the richness of official statistical data on tourism that are regularly disseminated by the Statistical Office of the Republic of Slovenia.

The publication is divided into three parts. The first one presents some basic figures about arrivals and overnight stays of domestic and foreign tourists. This part also brings some data on accommodation establishments in Slovenia and some main characteristics of foreign tourists' travels. The questions where, when, for how long, how and why we go on tourist trips as well as how much money we spend is answered by the second part of the publication. In the last part tourism is described from the point of view of the national economy. In this part you will learn e.g. about the contribution of tourism to Slovene GDP and how many persons are employed in tourism-related activities.

So what are official figures on tourism? Are they as you expected them? May this publication help you find the pieces of the puzzle of Slovene tourism. Perhaps you will find a piece you are missing.

Enjoy!

Genovefa Ružič
Director-General

Tourist

I'm a tourist. I travel to a place that is not part of my usual environment and spend at least one night there, but not more than 365 nights consecutively. I travel for leisure, business or other reasons, but not to make profit in the place visited.

How frequently are you a tourist?

What is your favourite destination?


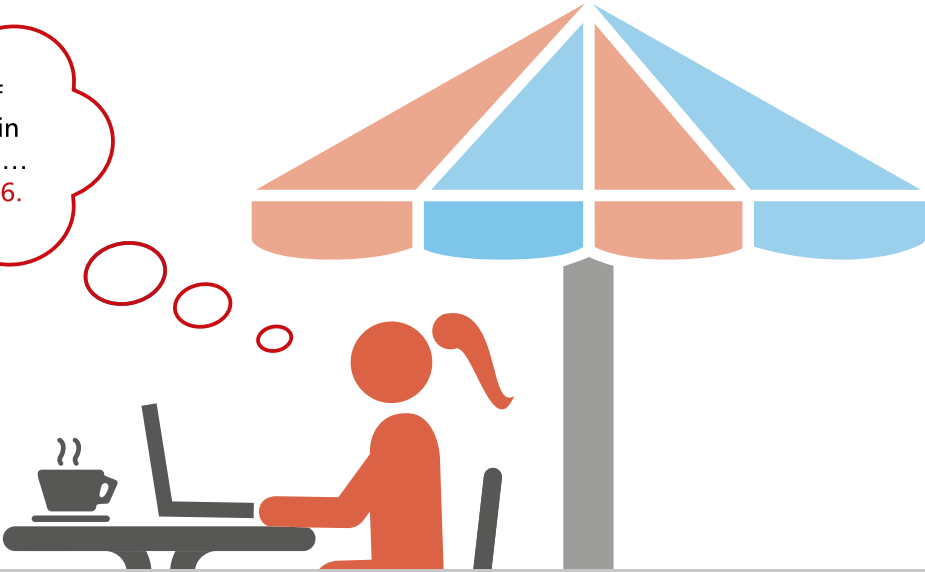
CONTENT

NEWS ON SLOVENE TOURISM	6
TOURIST ARRIVALS	9
TOURIST OVERNIGHT STAYS	10
TOURIST FACILITIES	12
SOME CHARACTERISTICS OF THE MOST NUMEROUS FOREIGN TOURISTS	13
WE TRAVEL, YOU TRAVEL, THEY TRAVEL	14
MAIN CHARACTERISTICS OF PRIVATE AND BUSINESS TRIPS	15
SPENDING HOLIDAYS	16
TOTAL TOURISM EXPENDITURE	18
HOW IMPORTANT ECONOMICALLY IS TOURISM?	19
EMPLOYMENT IN TOURISM	20
SOURCES	21
ABBREVIATIONS, UNITS OF MEASUREMENT, COUNTRY CODES	21
INDEX	22

NEWS ON SLOVENE TOURISM



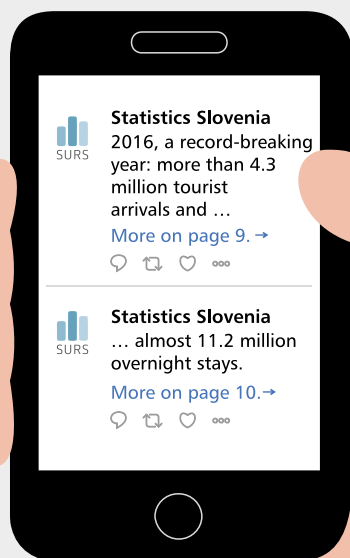
Over a third of all private trips in July and August ...
[More on page 16.](#)



Two thirds of residents of Slovenia went on a private trip.
[More on page 14.](#)



Almost 52,000 persons in employment in tourism
[More on page 20.](#)



More than 45,000 rooms and 130,000 beds were available to tourists.
[More on page 12.](#)




Slovenia is the most popular among Italian tourists ...
[More on page 13.](#)



Tourism generated directly 4.9% of total GDP in Slovenia
[More on page 19.](#)

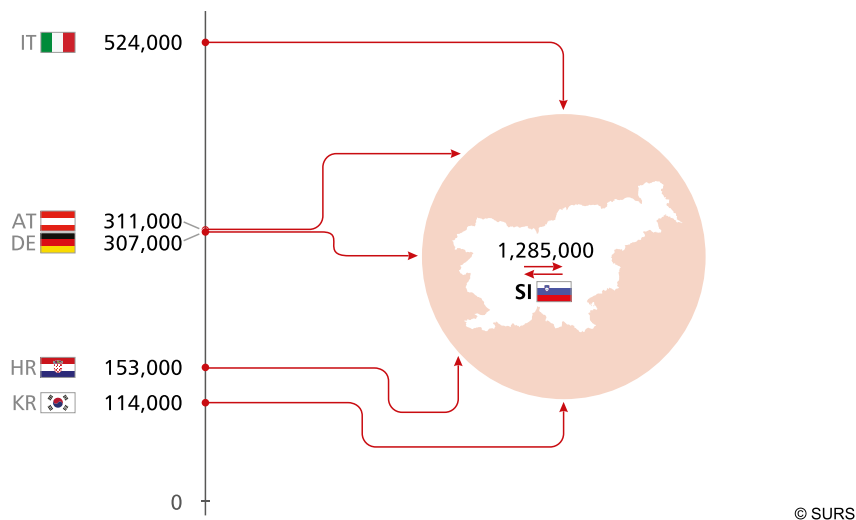


Health (spa) resorts: most tourist overnight stays in 2016.
[More on page 11.](#)



TOURIST ARRIVALS

Arrivals of foreign (from five key countries) and domestic tourists, Slovenia, 2016



Source: SURS

A tourist arrival

is entry of a tourist in the ledger upon their arrival in every accommodation establishment (hotel, camping site, etc.).

Number of tourist arrivals

In 2016 over 4.3 million tourist arrivals (domestic and foreign tourists) were recorded in accommodation establishments in Slovenia.

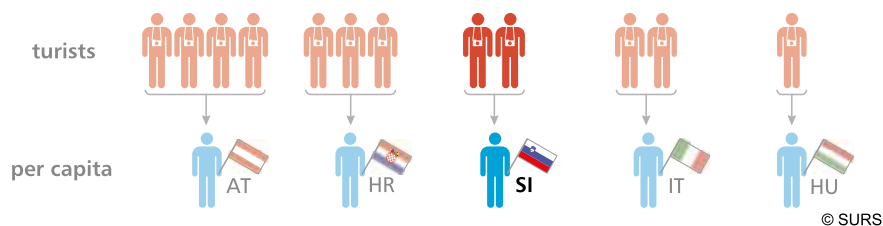
There were 1.3 million domestic tourist arrivals and 3 million foreign tourist arrivals in 2016.

Domestic tourists mostly visit health (spa) resorts. In 2016, these resorts recorded 38% of total domestic arrivals, and only in them the number of domestic arrivals exceeded the number of foreign arrivals.

Foreign tourists who visited Slovenia in 2016 came from the following countries: Italy (17%), Austria and Germany (10% each), Croatia (5%) and the Republic of Korea (4%).

Germans most commonly visited mountain resorts, Italians seaside resorts, and Austrians health (spa) resorts.

Tourist arrivals per capita, selected countries, Slovenia, 2016



Sources: SURS, Eurostat (<http://ec.europa.eu/eurostat>, 1. 9. 2017)

Two tourists per capita

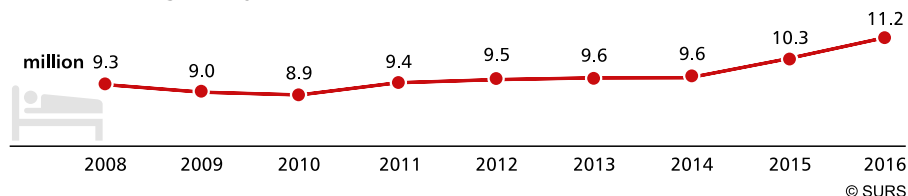
In 2015 many interesting places in Slovenia were visited by about twice as many tourists (domestic and foreign) as there were residents in Slovenia. As regards this indicator, Slovenia was third (together with Italy) among the neighbouring countries (in front of Hungary).

TOURIST OVERNIGHT STAYS

In Slovenia

In 2016 the highest number of tourist overnight stays was recorded in accommodation establishments in Slovenia, almost 11.2 million. The number of overnight stays has been growing since 2010; at that time it was 8.9 million.

Tourist overnight stays, Slovenia



Source: SURS

By regions

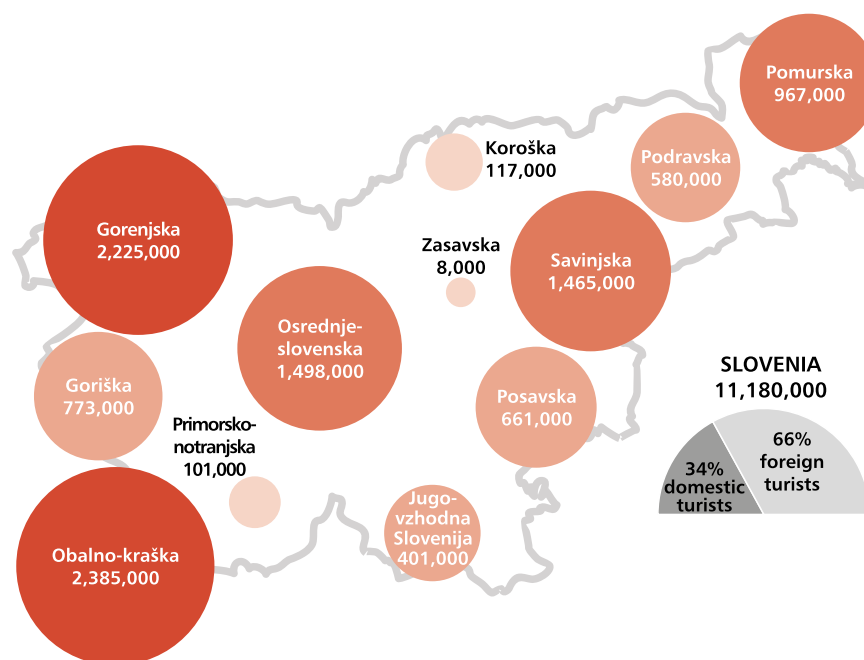
What is the order of the Slovene statistical regions in terms of the number of tourist overnight stays?

Most overnight stays in 2016 were recorded in Obalno-kraška (2.4 million), followed by Gorenjska (just over 2.2 million) and Osrednjeslovenska (almost 1.5 million). The last was Zasavska (in 2016 only 7,746 tourist overnight stays).

Domestic vs. foreign

In 2016 the ratio between domestic and foreign overnight stays was 34% vs. 66%. The share of foreign overnight stays is usually the largest in Osrednjeslovenska (in 2016 domestic: 6%; foreign: 94%), and the lowest in Jugovzhodna Slovenija (in 2016 domestic: 62%; foreign: 38%).

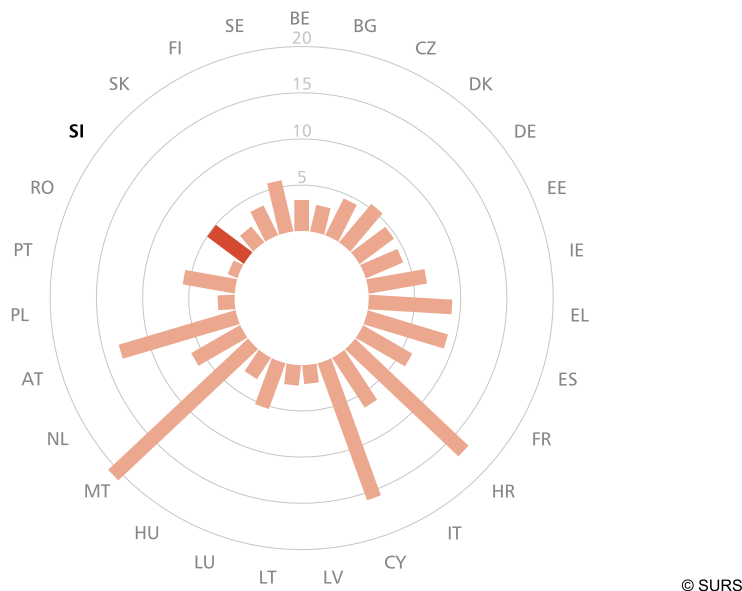
Tourist overnight stays, statistical regions, Slovenia, 2016



© SURS

Sources: SURS, GURS

Number of tourist overnight stays per capita, EU-28¹⁾, 2015



1) No data for the UK.

Source: Eurostat (<http://ec.europa.eu/eurostat>, 1. 9. 2017)

Five tourist overnight stays per capita

In 2015, 10.3 million tourist overnight stays (domestic and foreign) were recorded in tourist accommodation establishments in Slovenia, i.e. about five per capita. As regards this indicator, Slovenia was in the middle of EU Member States. The largest number of tourist overnight stays per capita was recorded in Malta (20.8), followed by Croatia (16.9). Romania was last.

Types of tourist resorts:

by location:

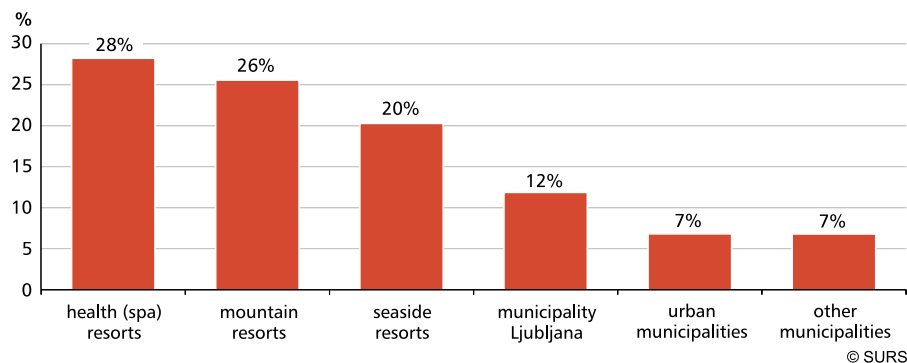
mountain, seaside

by characteristics:

health (spa), urban, municipality Ljubljana (i.e. municipality with the capital of Slovenia)

all other that cannot be classified into any of the stated types.

Tourist overnight stays by types of tourist resorts, Slovenia, 2016



Source: SURS

Tourist overnight stays by types of tourist resorts

Most tourist overnight stays in 2016, almost 3.2 million or 28%, were recorded in health (spa) resorts, followed by mountain resorts (26%), seaside resorts (20%) and municipality Ljubljana (12%).

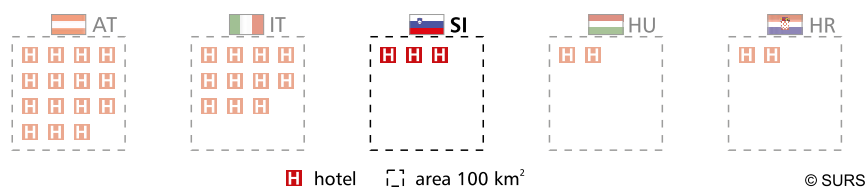
Tourists stayed on average the longest in health (spa) resorts (3.5 nights), and the shortest in Ljubljana (1.8 nights).

TOURIST FACILITIES

How many hotels are there in Slovenia?

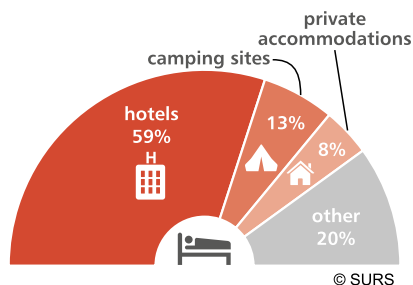
In 2015, 681 hotels and similar establishments were operating in Slovenia. At that time most hotels and similar establishments were operating in Italy. Slovenia had on average 3 hotels per 100 km² of area and was thus third among the neighbouring countries (behind Austria and Italy, and in front of Hungary and Croatia).

Average number of hotels per 100 km², 2015



Sources: SURS, Eurostat (<http://ec.europa.eu/eurostat>, 1. 9. 2017)

Overnight stays by accommodation establishments, Slovenia, 2016



Source: SURS

Hotel rooms and prices

In 2016 the occupancy of hotel rooms in Slovenia was the highest in July and August. At that time tourists occupied almost 80% of available rooms. Supply and demand dictate that the prices for single and double rooms in hotels with more than three stars (breakfast & tourist tax included) are the highest during these months.

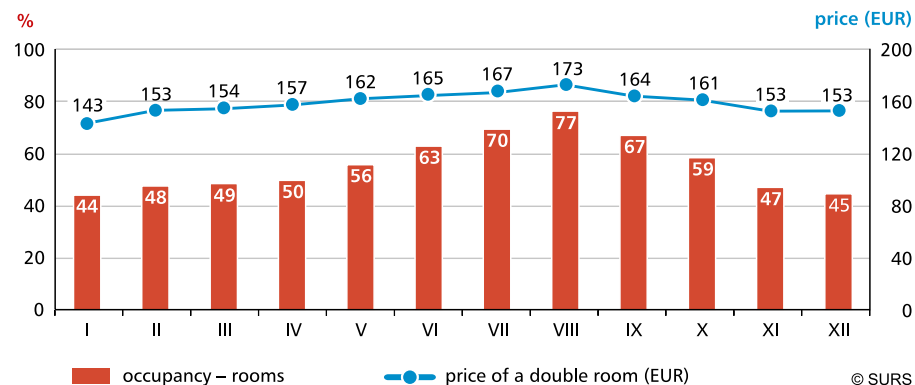
Number of beds and rooms available to tourists

Over 45,000 rooms and over 130,000 beds were available to tourists in Slovenia in 2016. Most beds were available in hotels (33%), followed by camping sites with 19%, and private accommodations – rented rooms and dwellings with 14%, while the remaining 34% of beds were available in all other accommodation establishments (e.g. mountain huts, tourist farms, youth hostels).

Where do most tourists spend their nights?

59% (over 6.6 million) of tourist overnight stays in 2016 were recorded in hotels, 13% in camping sites, 8% in private accommodations – rented rooms and dwellings, and 20% in all other tourist accommodation establishments (e.g. apartment settlements, youth hostels, boarding houses).

Occupancy of hotel rooms and price of a double room, Slovenia, 2016



Source: SURS

SOME CHARACTERISTICS OF THE MOST NUMEROUS FOREIGN TOURISTS

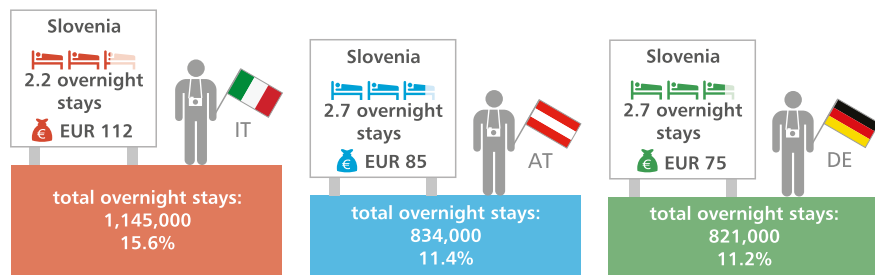
Where do they come from, how many nights and how much money do they spend?



In 2016 tourist from Italy spent most nights in Slovenia, i.e. over 1.1 million or 16% of all overnight stays. They were followed by tourists from Austria and Germany, over 800,000 or 11% of overnight stays each.

As regards tourists from our key markets, in 2016 those from Austria spent the most nights (on average 2.7), while as regards all markets, those from the Russian Federation spent the most nights (on average 4.8) in Slovenia.

In the high season 2015 (July and August) foreign tourists spent on average EUR 100 per person per day. Tourists spending their nights in hotels spent on average EUR 116 per day and those spending their nights in camping sites on average EUR 50 per day. The greatest spenders were tourists from Italy (on average EUR 112 per person per day).

Foreign tourists spending the greatest number of nights in Slovenia

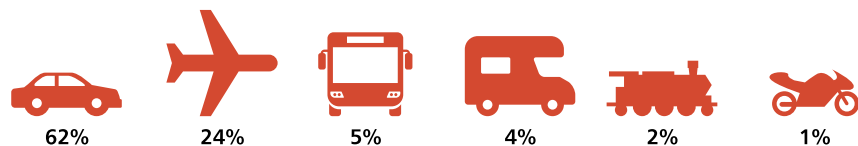


 average number of overnight stays in Slovenia, 2016
 average daily expenditure per person during the high season 2015

© SURS

Source: SURS

Shares of foreign tourists by main means of transport with which they came to Slovenia, high season, 2015



© SURS

Source: SURS

Why Slovenia?

In the high season 2015 (July and August) as many as 77% of foreign tourists visited Slovenia to spend their holidays, 9% came for business reasons, 4% only spent a night on their way elsewhere and others visited Slovenia for other reasons.

The country's good reputation is the most important factor for foreign tourists deciding to visit Slovenia

Recommendations from relatives and friends (26%) and personal experience (25%) were the most important factors for foreign tourists deciding to visit Slovenia in 2015.

Means of transport

In 2015 most foreign tourists (as many as 86%) came to Slovenia in cars (62%) or airplanes (24%). Other means of transport were buses (5%), campervans (4%), trains (2%), motorcycles (1%) and other (2%).

WE TRAVEL, YOU TRAVEL, THEY TRAVEL ...

✔ Tourism trips

Are all departures from home with at least one and at most 365 consecutive overnight stays. They can be private or business.

✔ Private trips

Are trips one usually takes to relax (leisure, vacation, holidays) or to visit relatives and friends.

✔ Business trips

Are trips the main purpose of which is of professional or study nature (e.g. congresses, seminars, business meetings, professional sport participation, etc.).

✘ Tourism trips do not include:

same-day visits without spending the night, weekly migration or departure for work or schooling, seasonal work, and staying in hospitals, prisons and asylum centres.

How many residents of Slovenia travel at least once a year?

In 2016 around 1.2 million residents of Slovenia (67%) went on at least one private trip and around 0.2 million of them (12%) went on at least one business (or study) trip.

How many men and how many women?

As regards private trips, both genders are rather even (this was also true for 2016), while as regards business trips, men outnumber women (in 2016 and in the last five years, i.e. 2012–2016, the ratio was 3 to 2).

Participation in private and business trips by gender, Slovenia, 2016



Source: SURS

Participation in private and business trips by gender, Slovenia

	2012	2013	2014	2015	2016
	1,000				
Total population aged 15+	1,761	1,760	1,759	1,759	1,758
Residents on private trips – total	1,120	1,082	1,106	1,101	1,170
men	571	536	538	556	591
women	549	546	568	545	580
Residents on business trips – total	227	206	243	206	204
men	134	126	141	121	121
women	93	80	102	85	83

Source: SURS

Why some people do not travel?

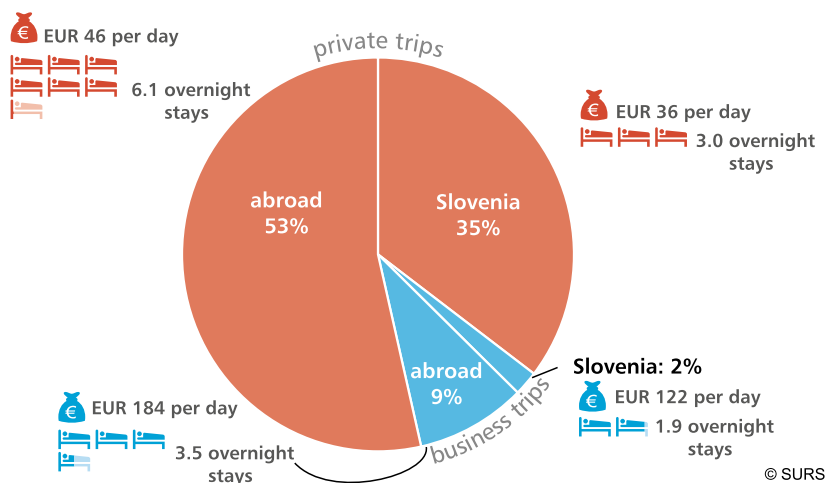
Most (47%) of those who did not go on any private trip in 2016 did so due to financial reasons; a third (34%) did not go due to health reasons.

MAIN CHARACTERISTICS OF PRIVATE AND BUSINESS TRIPS

Number of trips and their destination

Residents of Slovenia went on about 4.6 million tourism trips in 2016, of which around 89% were private trips and 11% were business trips. The destination of most of the private (60%) and business (81%) trips was outside Slovenia. The destination country of two thirds of private trips abroad was Croatia, while the principal country of business trips was Germany (15% of all business trips abroad).

Tourism trips of residents of Slovenia, 2016¹⁾



1) The totals do not add up due to rounding.
Source: SURS

Duration of trips (in the number of overnight stays)

Private trips of residents of Slovenia in 2016 lasted on average 5 nights; those in Slovenia 3 nights and those abroad 6 nights. Business trips were generally shorter than private trips; on average they lasted 3 nights, those in Slovenia about 2 nights and those abroad 3.5 nights.

Costs (per person per day)

On private trips on average EUR 44 was spent (abroad on average EUR 46 and in Slovenia on average EUR 36). On business trips on average EUR 177 was spent (in Slovenia EUR 122 and abroad EUR 184), which is four times more than on private trips.



HIGHLIGHTS FROM THE EU

90% vs. 10%

In the entire EU-28 the ratio between private and business trips in 2015 was 90% vs. 10%.

Luxemburg vs. Romania

Residents of Luxembourg made 99% of private and 98% of business trips outside their country in 2015. On the other hand, residents of Romania made only 6% of private and 1% of business trips outside their country.

Same-day private visits and same-day business trips

Same-day private visits and same-day business trips are not considered as tourism trips, but they have to be mentioned due to their extreme importance in tourism as an economic activity.

In 2015 residents of Slovenia went on about 9.3 million same-day private visits and about 1.2 million same-day business trips. Most of the former (82%) and latter (68%) were made in Slovenia.

On same-day private visits in Slovenia they spent on average EUR 33 per person, and on same-day business trips EUR 46 per person. On same-day private visits abroad they spent on average EUR 51 per person, and on same-day business trips EUR 69 per person.



HIGHLIGHTS FROM THE EU

July and August in the EU

In 2015 residents of Greece went on over a half of their private trips in July and August (52%), while in these two months residents of Germany went only on a fifth (20%) of their total private trips in that year.

Means of transport

Car

In 2015, residents of Slovenia made 86% of private trips in cars; this was the highest share in the EU-28).

Plane

Residents of Malta made 56% of their private trips with planes.

Bus

Residents of Croatia made a fifth (22%) of their private trips with buses.

Train

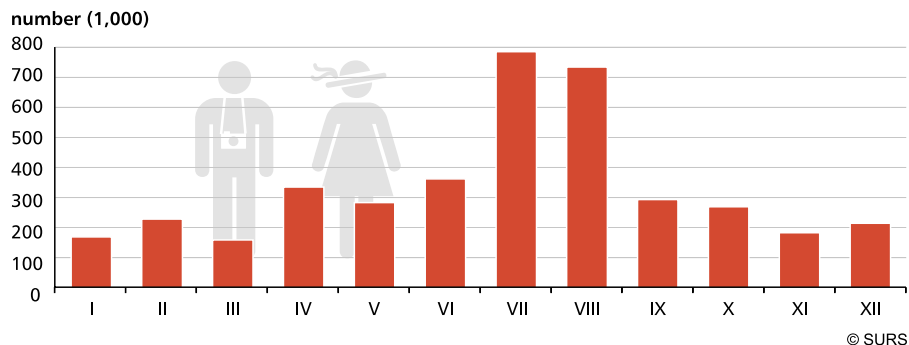
Residents of Sweden went on every sixth (16%) private trip with a train.

SPENDING HOLIDAYS

When do we travel most?

Residents of Slovenia travel mostly during the holidays in July and August. In 2016 more than a third (37%) of all private trips were made in these two months. Only in these two months is the number of longer trips (at least 4 nights) higher than the number of shorter trips (1–3 nights).

Monthly distribution of private trips, Slovenia, 2016

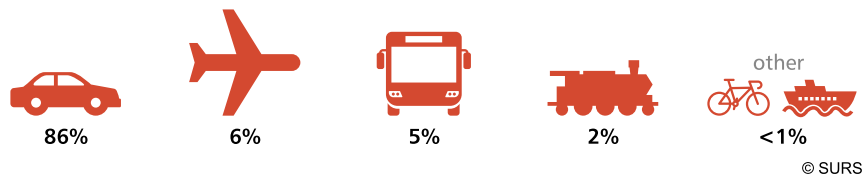


Source: SURS

How do we travel?

We take most of the private trips with our own transport means. In 2016 cars were the main means of transport in 86% of private trips. In 6% of private trips it was planes, in 5% buses and in 2% trains.

Private trips by main means of transport, Slovenia, 2016

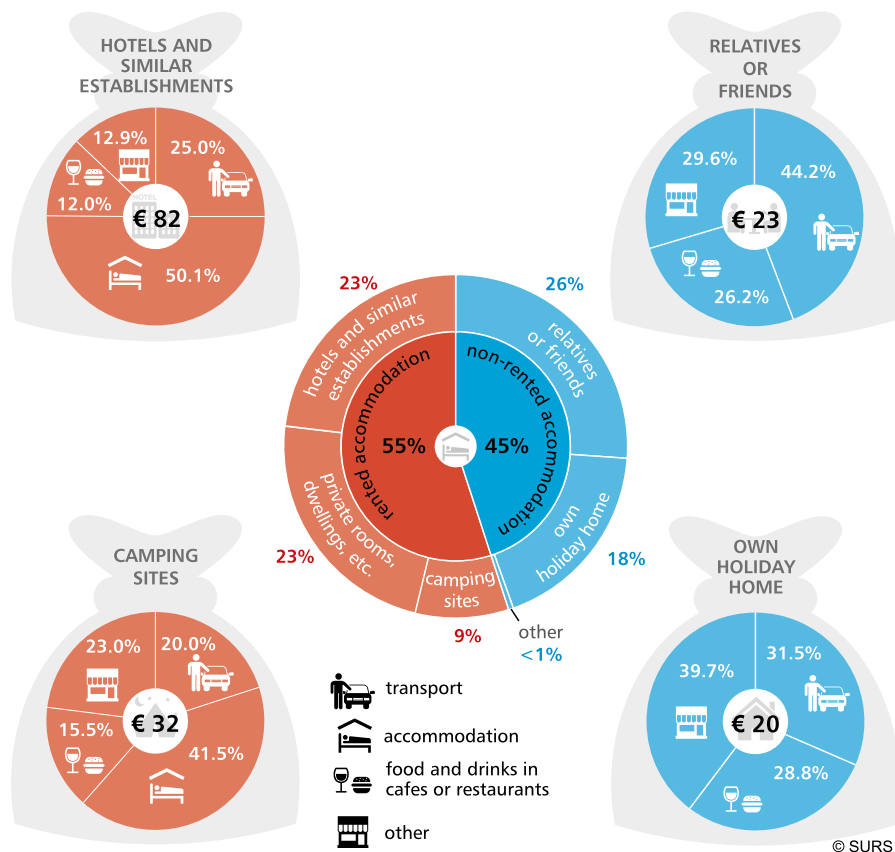


Source: SURS

Where do we spend the nights?

In 2016, in 55% of private trips Slovenian tourists spent their nights in hotels, camping sites or other rented accommodation establishments and in 45% at relatives or friends or in own holiday homes. Those who stayed in hotels or similar establishments spent on average the most (EUR 82 per person per day) and those who stayed in own holiday homes the least (EUR 20).

Private trips by main types of accommodation, Slovenia, 2016



Source: SURS



HIGHLIGHTS FROM THE EU

Belgium vs. Portugal

In 2015 residents of Belgium spent the nights in rented accommodation on almost four fifths (79%) of their private trips, while residents of Portugal did so on fewer than a quarter (24%) of their private trips.

The most common private trip of residents of Slovenia abroad in 2016

- transport means: **car**
- destination country: **Croatia**
- accommodation: **own (or family) holiday home**
- duration: **two nights**

In 2016 there were around 189,000 such trips.

TOTAL TOURISM EXPENDITURE

On previous pages expenditure of tourists – foreign or domestic, on private or on business trips – was presented as average daily expenditure of an individual tourist on or for any trip.

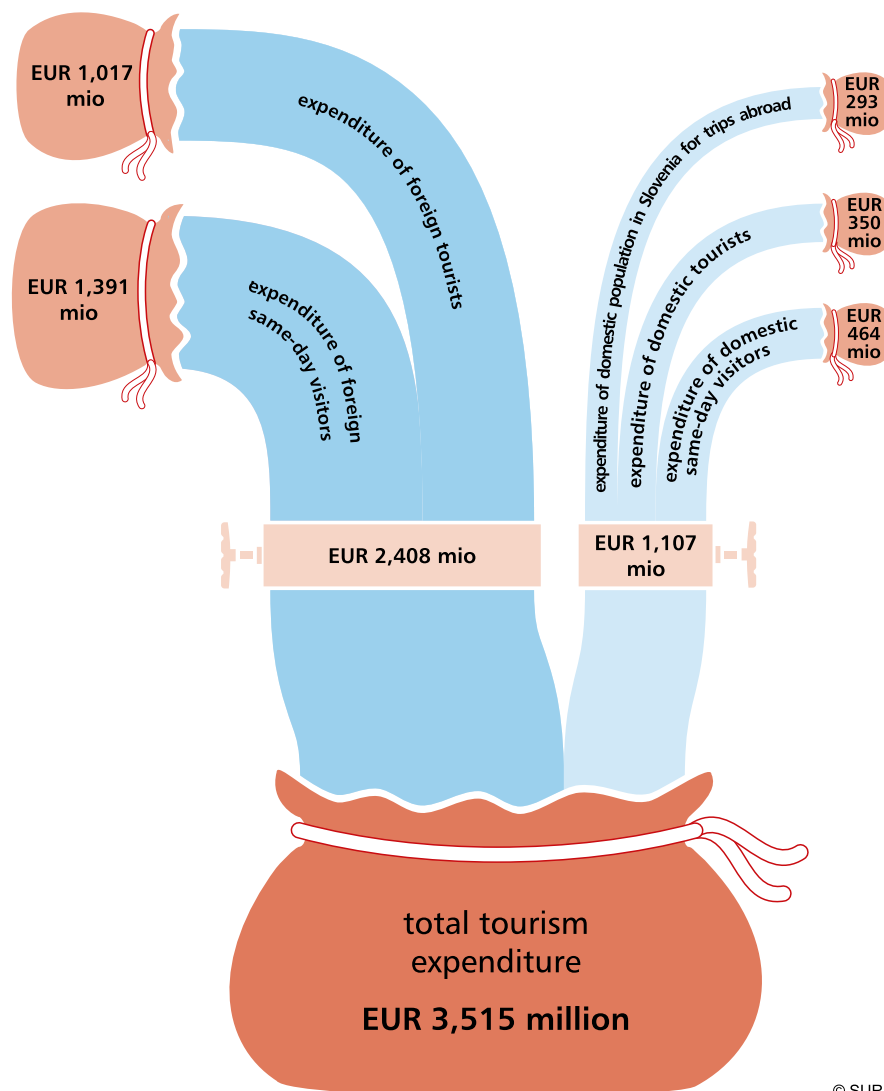
What was total tourism expenditure in Slovenia?

What was its structure?

In 2014 total tourism expenditure (of residents of Slovenia and foreign visitors) was estimated at around EUR 3.5 billion.

Expenditure of foreign visitors (EUR 2.4 billion) represented 69% of total expenditure and expenditure of Slovenian residents EUR 1.1 billion or 31% of total expenditure.

Structure of total tourism expenditure, Slovenia, 2014

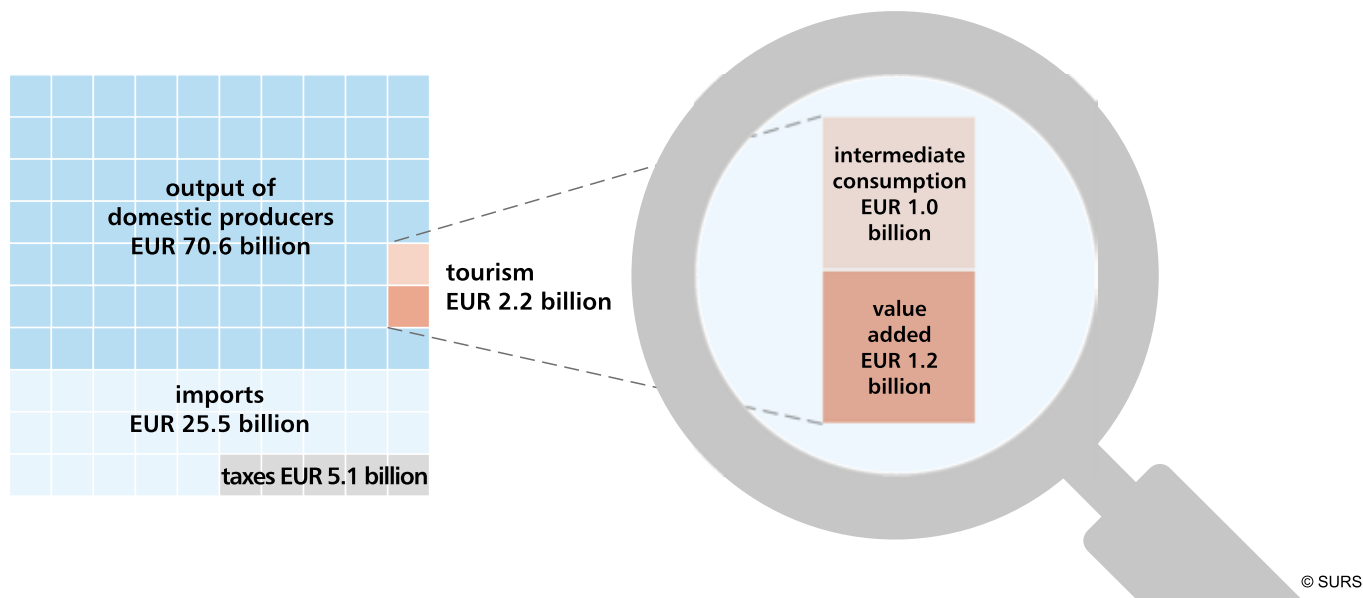


Source: SURS

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HOW IMPORTANT ECONOMICALLY IS TOURISM?

Slovenian economy, 2014



Source: SURS

In 2014 domestic producers produced EUR 71 billion of goods and services or 70% of total domestic supply, which was EUR 101 billion. Almost half of the value of domestic output was value added (EUR 32 billion). Gross domestic product (GDP) of total Slovenian economy was EUR 37 billion in 2014.

Tourism value added and its contribution to the GDP

Tourism generated around EUR 2.2 billion in 2014. Value added amounted to EUR 1.2 billion, which was 3.7% of total value added of the Slovenian economy. Talking into account all taxes paid in tourist consumption (around EUR 0.6 billion), direct tourism GDP in 2014 was around EUR 1.8 billion or 4.9% of total Slovenian GDP.

Taking into account indirect effects of tourist consumption on other economic activities, total GDP as a result of tourist consumption was around EUR 3.1 billion or 8.2% of total Slovenian GDP in 2014.

EMPLOYMENT IN TOURISM

Employed and self-employed

In 2016 the number of persons in employment (employed and self-employed together) in tourism-related activities was 4% higher than in the previous year. These activities employed almost 52,000 persons, which was 6.3% of total employment in Slovenia in 2016. Most of these persons worked in hospitality services (almost 24,000 or 45% of total employment in tourism); 19% of them worked in accommodation establishments and 16% in transport.

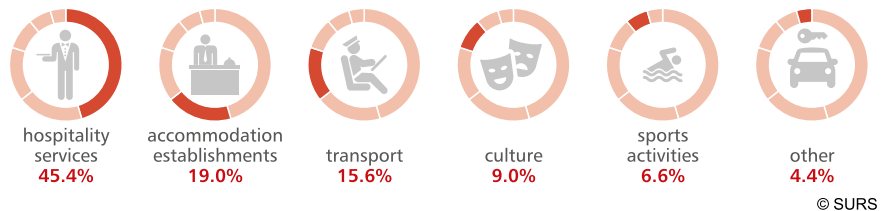
Average net earnings of persons in employment (employed or self-employed) in tourism-related activities amounted to EUR 907 in 2016.

The number of tourists per person employed

Slovenia was visited by over 4.3 million tourists in 2016. Their wishes and needs were being catered for by almost 52,000 persons in employment, meaning that each person in employment in tourism took care of about 83 tourists on average.

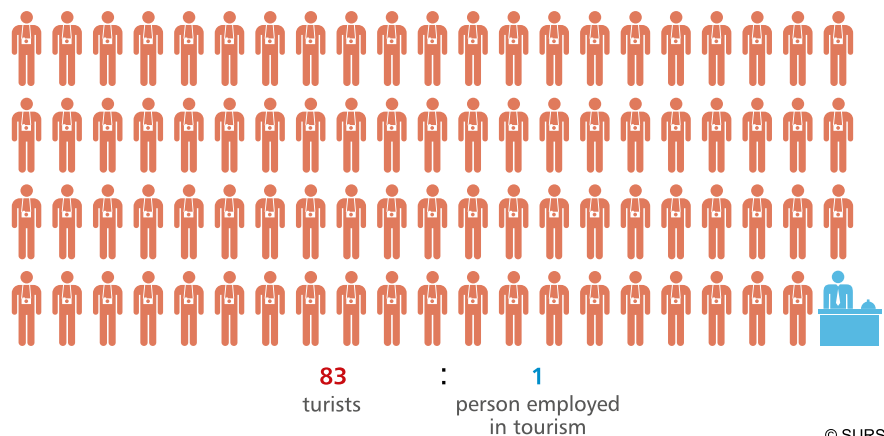
Persons in employment in tourism-related activities, Slovenia, 2016

Average net earnings in tourism: **EUR 906.55**



Source: SURS (OECD methodology)

Number of tourists per person employed in tourism-related activities, Slovenia, 2016



Source: SURS (OECD methodology)

SOURCES

Economy. Tourism. *SI-STAT Data Portal*. Ljubljana: Statistical Office of the Republic of Slovenia. Retrieved on 1. 9. 2017 from the website: <http://pxweb.stat.si/pxweb/Database/Economy/Economy.asp>

Tourism. *Statistics Database*. Luxembourg: European Commission, EUROSTAT. Retrieved on 1. 9. 2017 from the website: <http://ec.europa.eu/eurostat/data/database>

ABBREVIATIONS

GDP	gross domestic product
EUR	euro
GURS	The Surveying and Mapping Authority of the Republic of Slovenia
OECD	Organisation for Economic Cooperation and Development
SURS	Statistical Office of the Republic of Slovenia
vs.	versus

UNITS OF MEASUREMENT

%	percent
km ²	square kilometre

COUNTRY CODES

AT	Austria	IT	Italy
BE	Belgium	LT	Lithuania
BG	Bulgaria	LU	Luxembourg
CY	Cyprus	LV	Latvia
CZ	Czech Republic	MT	Malta
DE	Germany	NL	Netherlands
DK	Denmark	PL	Poland
EE	Estonia	PT	Portugal
EL	Greece	RO	Romania
ES	Spain	SE	Sweden
FI	Finland	SI	Slovenia
FR	France	SK	Slovakia
HR	Croatia	UK	United Kingdom
HU	Hungary		
IE	Ireland	KR	Republic of Korea

INDEX

	Page
accommodation establishment	9, 10, 11, 12, 17, 20
average net earnings	20
bed	12
business trip	14, 15, 18
destination	15
domestic tourist	9, 10, 11, 18
duration of trips	13, 15, 16
expenditure	18
foreign tourist	9, 10, 11, 13, 18
GDP	19
means of transport	13, 16, 17
persons in employment	20
private trip	14, 15, 16, 17, 18
room	12
same-day business trip	14, 15
same-day private visit	14, 15
statistical regions	10
tourism trip	14, 15
tourist	9, 10, 11, 12, 13, 17, 18, 20
tourist arrival	9
tourist overnight stay	10, 11, 12, 13, 14, 15, 16, 17
travel costs	13, 15, 17
types of tourist resorts	9, 11
value added	19

HOW TO OBTAIN STATISTICAL DATA AND INFORMATION?

◆ on Statistical Office's website

www.stat.si/eng

◆ via mail, phone and e-mail

address: Statistical Office of the Republic of Slovenia,
Litostrojska cesta 54, 1000 Ljubljana, Slovenia

phone: +386 1 241 64 04

e-mail: info.stat@gov.si

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◆ by ordering statistical publications

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office hours: Monday to Thursday from 9.00 to 15.30

Friday from 9.00 to 14.30

