



Foreign tourists who stayed in hotels in Slovenia in April or May 2019 spent on average EUR 178 per day

Foreign tourists and their expenditures, Slovenia, April–May 2019

In spring (April–May) 2019 four out of five foreign tourists who stayed in hotels in Slovenia decided to visit Slovenia for private reasons. For accommodation, food and drinks, transportation in Slovenia, free time activities and for other shopping and services they spent on average EUR 178 per day.

In spring 2019 holidays the main reason for foreign tourists to visit Slovenia

80% of all foreign tourists who arrived to Slovenia and stayed in hotels in April or May 2019 came to Slovenia for private reasons, 18% for business reasons, and 2% stayed overnight on their way to another country. Three quarters of those who came to Slovenia for private reasons came to Slovenia for the purpose of holidays and leisure. The share of foreign tourists who visited Slovenia for business reasons was the highest in Ljubljana (30%).

Nine out of ten foreign tourists who stayed in hotels in mountain or seaside municipalities declared that they visited Slovenia for private reasons.

Three quarters of foreign tourists arranged accommodation in Slovenia without the intermediation of a travel agency

31% of foreign tourists who visited Slovenia in spring (April–May) and stayed in hotels booked their accommodation directly at the accommodation establishment, 26% used web reservation systems or intermediaries, and 25% booked their accommodation with the help of travel agency. For 16% of foreign tourists accommodation was arranged by other organizers (e.g. organizer of the event, employer, school, etc.).

There are differences among municipalities compared to the Slovenian average in how foreign tourists booked their accommodation. The share of foreign tourists who booked their accommodation directly at the hotel was the highest in health (spa) municipalities (49%); web reservation systems or intermediaries were used by 37% of foreign tourists who stayed in mountain or seaside municipalities and by 22% of foreign tourists in the municipality of Ljubljana.

One in five foreign tourists was travelling alone

Most foreign tourists who visited Slovenia and stayed in hotels in spring 2019 travelled with a spouse or partner (45%); 22% of them were travelling alone, 11% with their family, 11% with friends, 8% with colleagues or business partners, and 3% with relatives.

In spring most foreign tourist from Italy, Austria and Germany

Of all tourists who travelled around Slovenia in April–May 2019 and were staying in one of the hotels, 81% came from foreign countries. Most of them came from Italy (15%), followed by Austria (12%) and Germany (8%). The majority of Italian tourists came to Slovenia for private reasons (93% – four fifths of those for the reason of holidays or leisure) and 6% for business and professional reasons. Also for four out of five Austrian and German tourists the reason for visiting Slovenia was private (mainly for holidays and leisure). The share of Austrian and German tourists visiting Slovenia for business or professional reasons was higher than the share of Italian tourists (among German tourists 19% came to Slovenia due to business or professional reasons and among Austrian tourists 16%).

Estimated average daily expenditure of foreign tourists the highest in Ljubljana

In April–May 2019 foreign tourists spent for accommodation, food and drinks, transportation in Slovenia, free time activities and for other shopping and services on average EUR 178 per person per day; the amount was the highest in Ljubljana (around EUR 249) and the lowest in the mountain municipalities (EUR 129).

On average the highest daily expenditure was recorded by tourists from non-European countries (around EUR 264). Average daily expenditure of tourists from European countries was substantially lower: tourists from Austria spent on average per day EUR 135, tourists from Italy EUR 126 and tourists from Germany EUR 124, while tourists from other European countries spent on average EUR 151 per day.

Structure of the average daily expenditure (EUR 178) of foreign tourists in hotels, Slovenia, April–May 2019 – provisional data¹⁾



1) Total does not add up due to rounding.
Source: SURS

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Average daily expenditure (EUR) of foreign tourists accommodated in hotels by country of residence, Slovenia, April–May 2019 – provisional data

	Country of residence – TOTAL	Austria	Italy	Germany	Other European countries	Non-European countries
Foreign tourists – TOTAL	178	135	126	124	151	264 M

M less precise estimate – use with caution
Source: SURS

Average daily expenditure (EUR) of foreign tourists accommodated in hotels by type of tourist municipalities, Slovenia, April–May 2019 – provisional data

	Type of tourist municipality – TOTAL	Health (spa) municipalities	Mountain municipalities	Seaside municipalities	Ljubljana, the capital	Urban and other municipalities
Foreign tourists – TOTAL	178	137 M	129	134	249 M	196 M

M less precise estimate – use with caution
Source: SURS

Foreign tourists accommodated in hotels by characteristics of their visit and arrival to Slovenia by country of residence, Slovenia, April–May 2019 – provisional data¹⁾

	Country of residence – TOTAL	Austria	Italy	Germany	Other European countries	Non-European countries
Foreign tourists – TOTAL	436,659	52,083	66,079	35,103	160,511	122,883
Main purpose of the visit						
Private reasons	348,383	41,646	61,598	27,942	118,420	98,777
... holidays, leisure	262,328	33,313	48,880	25,839	85,618	68,680
... recreation	7,798	N	N	-	N	N
... sightseeing of natural and cultural attractions	31,138	N	N	N	12,103	16,032
... other personal reasons	47,118	5,470	9,739	N	16,355	N
Business and professional reasons	80,336	8,283	4,249	6,618	39,866	21,321
Transit and other reasons	7,940	N	N	N	N	N
Travelling						
Alone	97,230	11,529	6,954	8,141	34,040	36,566
With spouse or partner	194,499	24,460	34,365	17,163	66,368	52,144
With family	47,575	6,430	13,223	N	21,345	N
With other relatives	11,165	N	N	N	N	N
With friends	49,868	6,426	9,394	N	15,635	15,149
With colleagues or business partners	36,321	N	N	N	20,487	N
Organization of the accommodation						
Direct booking at accommodation establishment	136,083	21,568	32,389	7,447	52,047	22,631
Via web reservation system of intermediaries	113,572	16,984	24,606	9,682	47,745	14,555

No booking made in advance	5,628	N	N	N	N	N
Travel agency	110,825	6,009	5,221	10,633	26,790	62,171
Other organizers (employer, school, club, trade union, etc.)	70,552	7,376	2,922	5,547	31,856	22,850

1) Some totals do not add up due to rounding.

N too imprecise estimate to be published

- no occurrence of event

Source: SURS

Foreign tourists accommodated in hotels by characteristics of their visit and arrival to Slovenia by type of tourist municipalities, Slovenia, April–May 2019 – provisional data¹⁾

	Type of tourist municipality – TOTAL	Health (spa) municipalities	Mountain municipalities	Seaside municipalities	Ljubljana, the capital	Urban and other municipalities
Foreign tourists – TOTAL	436,659	54,697	93,115	73,794	114,554	100,499
Main purpose of the visit						
Private reasons	348,383	48,475	88,437	68,470	77,038	65,963
... holidays, leisure	262,328	37,618	68,863	54,672	59,459	41,717
... recreation	7,798	N	N	4,521	N	N
... sightseeing of natural and cultural attractions	31,138	N	13,584	N	9,069	N
... other personal reasons	47,118	8,360	4,488	6,488	7,509	20,273
Business and professional reasons	80,336	4,733	3,043	N	34,004	33,548
Transit and other reasons	7,940	N	N	N	N	N
Travelling						
Alone	97,230	8,463	11,377	7,579	31,897	37,915
With spouse or partner	194,499	29,912	55,263	41,708	44,281	23,335
With family	47,575	10,285	12,976	10,721	6,980	N
With other relatives	11,165	N	N	N	6,010	N
With friends	49,868	N	11,171	10,428	11,116	12,563
With colleagues or business partners	36,321	N	N	N	14,268	17,480
Organization of the accommodation						
Direct booking at accommodation establishment	136,083	27,027	23,491	28,553	35,237	21,776
Via web reservation	113,572	15,846	34,611	27,166	25,245	10,703

system of intermediaries						
No booking made in advance	5,628	N	N	N	N	N
Travel agency	110,825	7,595	33,096	12,620	28,841	28,673
Other organizers (employer, school, club, trade union, etc.)	70,552	3,952	N	N	24,542	36,724

1) Some totals do not add up due to rounding.

N too imprecise estimate to be published

Source: SURS

Methodological note

Provisional data for July–August will be published on 17 December 2019.

Author/s: Apolonija Oblak Flander, Nataša Sabljic

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Statistical Office of the Republic of Slovenia

Litostrojska cesta 54, 1000 Ljubljana, Slovenia

Information Centre:

phone: +386 1 241 64 04

fax: +386 1 241 53 44

info.stat@gov.si

www.stat.si/en

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