

**I FEEL
SLOVENIA**

www.slovenia.info

37.1 %

Tourism share
in the export
of services

3,534,020

Tourist arrivals

12.7 %

Share of total
tourism effects
on GDP

9,590,542

Overnight stays

**EUR
2,046
million**

Value of export
travels

103,500

Number of employees
in tourism

13.0 %

Employment
in Tourism

#ifeelsLOVEria

TOURISM NUMBERS IN 2014

7.1 %

Tourism share
in total
export

August 2015



Photo: Zlatko Gnezda/ZTK Beltinci

Babič Mill in Veržej: Preserved old mill on the Mura River.



Velika Planina (2015), Photo: Ana Pogačar

Velika Planina: One of the few preserved shepherds' settlements, known for its typical architecture.

1 Basic data on Slovenia	4
Basic data on Slovenia 2014	
Tourism in Slovenia 2014	
2 Basic definitions in tourism	4
3 International tourism globally and in Slovenia	5
Arrivals of international tourists 2014 (world)	
Growth in arrivals of foreign tourists 2014/2013 & 2013/2012 (Europe and Slovenia)	
Growth in arrivals of foreign tourists 1995-2014 (world, Europe and Slovenia)	
4 Tourism in Slovenia	6
Arrivals and overnight stays of tourists (domestic, foreign and by countries of origin)	
Arrivals of tourists by global regions of origin 2014	
Growth in overnight stays of tourists from European countries 2014/2013	
10 countries with the highest number of overnight stays 2014	
Overnight stays of domestic and foreign tourists (monthly, statistical regions, municipalities, types of municipalities, by countries)	
Accommodation capacities and number of overnight stays by accommodation facilities and types of municipalities 2014	
Types and number of specialised accommodation facilities 2014	
Occupancy of hotels and camps 2014	
Growth in overnight stays in health resorts included in the Slovenian Spas Association 2014/2013	
5 Tourism in Slovenia in the last 10 years	15
Arrivals and overnight stays of tourists in the 2005-2014 period (domestic, foreign and by countries of origin)	
6 Visitor frequency of the web portal, www.slovenia.info, in 2014	17
Visitor frequency of the web portal, www.slovenia.info	
7 Guidelines, events and activities	18



Salt-pans (2015). Photo: Ubald Trnkoczy

Salt-pans: Today, the salt-pans in Slovenia have a particularly important nature conservation and cultural role. The traditional procedure of salt production is still preserved in Sečovlje and Strunjan. The Sečovlje Salina Nature Park also offers an open-air Thalasso spa.



Slovenia.info, 2015. Photo: Iztok Medja

Karst: Region between the Gulf of Trieste and the Vipava Valley, which is also a common name for all stunning forms created by water in easily soluble rocks. Postojna Cave above.



Average length of stay

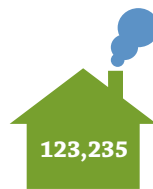
Source: SURS, 2015



2.410 million of foreign tourists



**3.5 million of domestic
6.1 million of foreign**



Number of beds

Introduction

Slovenian Tourism in Numbers is a publication issued annually by the Slovenian Tourist Board, which was first issued in 2002. The basic source of publication includes annual statistical data on tourism turnover obtained and published by the Statistical Office of the Republic of Slovenia (SURS).

Slovenian tourism in 2014

Tourism contributed 13.0 per cent to the Slovenian GDP; it employed about 13 per cent of people and generated 7.1 per cent of the total value of Slovenia's export.

In 2014, 3.5 million of arrivals and 9.6 million of tourist overnight stays were recorded. The highest number of overnight stays by foreign tourists was recorded in 2014, which exceeded the threshold of 6 million for the first time. The statistics on domestic tourists show the lowest number of arrivals in the last 7 years.

The key markets in 2014 relating to the number of overnight stays of tourists include Italy, Austria, Germany, the Russian Federation, the Netherlands, Croatia, the United Kingdom, Serbia, Hungary and the Czech Republic, which generated in total almost 42.8 per cent of overnight stays or 67.5 per cent of overnight stays by foreign tourists. The largest increase was recorded in the number of overnight stays by tourists from Austria (+7.7 per cent), Germany (+ 0.7 per cent) and Italy (+3.6 per cent). The number of Russian tourists dropped by 8.5

Source: SURS, 2015 & UNWTO, 2015 & WTTC, 2015

per cent and a 7.6-per cent drop was recorded for tourists from the Netherlands.

Due to increased possibilities of travelling of tourists from developing countries, particularly Asia and the Pacific region (+5.4 per cent in 2014) and America (+7.4 per cent in 2014), their share in global tourism is increasing. A similar trend can also be noticed in Slovenia which is visited by an increasing number of tourists from non-European countries. In comparison to 2013, the overnight stays of Korean tourists in Slovenia increased by 146.2 per cent and of Chinese and Japanese tourists by 24.4 and 13.4 per cent respectively. The number of overnight stays of tourists from the USA (+11.2 per cent), Canada (+8.0 per cent) and Australia (+5.3 per cent) also increased.

The most frequently visited towns were Piran, Ljubljana and Bled, whereby foreign tourists generated the most overnight stays in Ljubljana and domestic in Piran. As per categorisation of tourists according to tourist towns, the largest number of overnight stays was as in 2013 recorded in municipalities with spa facilities, i.e. 31.3 per cent or 0.6 per cent less than in 2013. Somewhat more tourists were accommodated in the most popular accommodation, i.e. hotels in 2014 (+0.8 per cent) than in 2013; the number of overnight stays in camps dropped by 6.5 per cent.

Basic data on Slovenia in 2014

Surface	20,273 km ²
Population	2,062,874 inhabitants (as of 1 January 2015)
Capital	Ljubljana
Number of inhabitants in the capital	277,554 inhabitants
Neighbouring countries	Italy, Austria, Hungary, Croatia
Type of government	Parliamentary republic
Official languages	Slovenian, Italian and Hungarian
Religion	57.8% Catholic, 2.4% Islamic, 2.3% Protestant, 3.5% religious people not belonging to any religion, 34% atheists or did not wish to determine (Population Census, 2002)
Holidays which are work free days	1 January, 8 February, 27 April, 1 and 2 May, 25 June, 15 August, 1 November, 25 and 26 December
Highest mountain	Triglav, 2,864 m
Longest Karst show cave	Postojna Cave, 20,570 m
Deepest Karst show cave	Škocjan Caves, 250 m
Largest natural lake	Lake Cerknica 2,400 ha (intermittent)
Largest natural park	Triglav National Park, 83,808 ha
Longest river with spring and mouth	Krka River, 111 km
Average monthly gross salary	EUR 1,540
GDP (current prices)	EUR 37,246 million
GDP per capita	EUR 18,065
Mednarodna letališča	Ljubljana Jože Pučnik Airport, Maribor Edvard Rusjan Airport, Portorož Airport
Tourist sights on the UNESCO World Heritage List	Idrija mercury mine, pre-historic pile-dwellings in Ljubljana Marshes, Škocjan Caves
Most frequently visited sights (number of regular tickets sold)	Postojna Cave, Ljubljana Castle, Bled Castle, Ljubljana ZOO

Source: SURS, 2015 & Government of the Republic of Slovenia, 2015 & www.slovenia.info, 2015 & Delo.si, 2014 & internal sources

Tourism in Slovenia 2014

Number of arrivals	3,524,020
Number of overnight stays	9,590,642
Share of overnight stays of foreign tourists	63.50%
Index of exported travels (2014/2013)	100.3
Index of national trademarks (issued in 2015)	39 th place (from a total of 141 countries)
Global Peace Index	14 th place (from a total of 162 countries)

Source: Bank of Slovenia, 2014, 2015 & SURS, 2015 & *The Guardian*, 2015 & WTTC, 2015 & WEF, 2015

Basic definitions in tourism

Tourism is a combination of activities of people who travel and stay in a place outside of their everyday environment due to their free time, relaxation, business or other reasons for no less than one day (with at least one overnight stay) and no more than one year (365 days) without interruption.

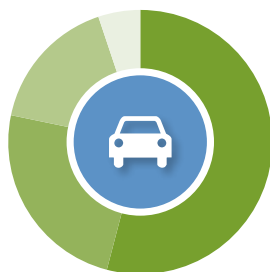
Tourist is a person who travels due to their free time, relaxation and business, or reasons other than making profit (a tourist does not receive payment, award), and stays at least one night (but not more than 365 times consecutively) in a catering or any other accommodation facility in a place outside of their everyday environment.

Arrivals of tourists to an accommodation facility are defined with a number of persons arriving to the accommodation facility and checking-in. Arrivals include all persons irrespective of their age (including children whose accommodation is free of charge).

Overnight stay denotes every night which a tourist actually spends at an accommodation facility (overnight or only spends some time there) or if only checked-in (person's physical presence is not necessary).

Source: SURS, 2015 & Government of the Republic of Slovenia, 2015 & www.slovenia.info, 2015 & Delo.si, 2014 & internal sources

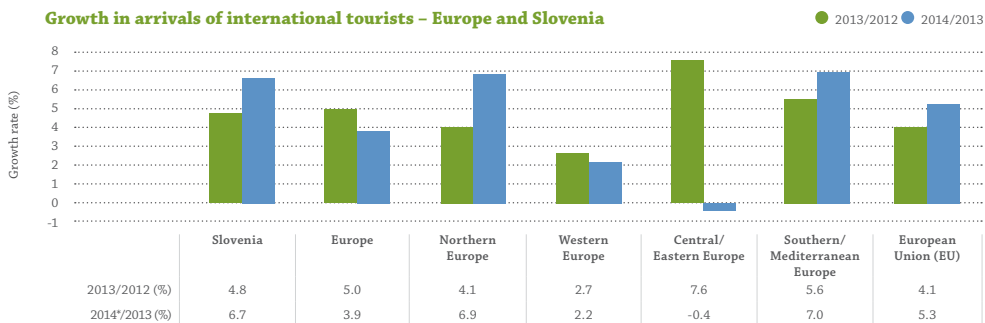
Arrivals of international tourists, world 2014



- Europe (588 million, 52%)
- Asia and Pacific (263 million, 23%)
- North, Central and South America (181 million, 16%)
- Africa (56 million, 5%)
- Middle East (50 million, 4%)

Source: UNWTO World Tourism Barometer, January 2015

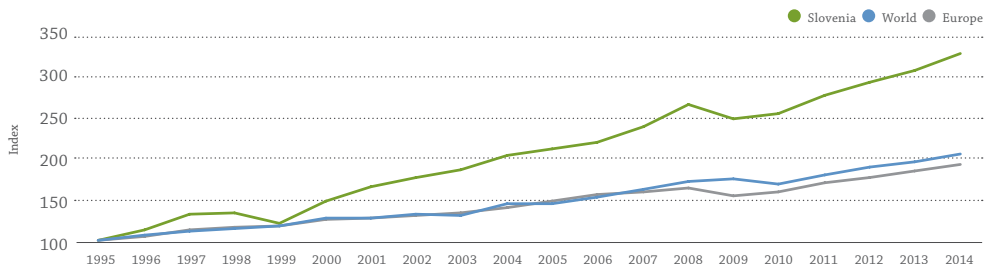
Growth in arrivals of international tourists – Europe and Slovenia



*Data 2014 for Europe refer to the IMF classification, source: SURS, 2015 & UNWTO World Tourism Barometer, January 2015

Growth in the arrivals of foreign tourists since 1995

Expected growth in 2015 +3% to +4%.

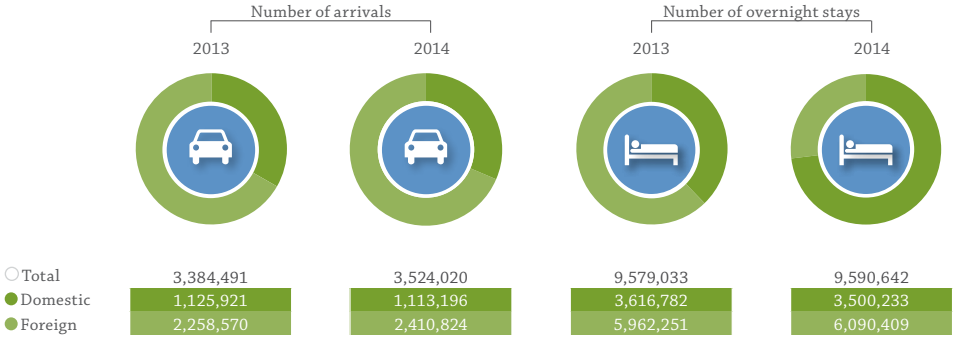


Year	Slovenia	World	Europe	Year	Slovenia	World	Europe
1995	100.0	100.0	100.0	2005	212.4	148.5	145.0
1996	113.6	105.2	106.5	2006	220.8	156.1	153.5
1997	133.1	112.5	111.4	2007	239.2	159.7	162.0
1998	133.4	115.7	114.2	2008	267.4	163.6	172.7
1999	120.8	118.0	118.6	2009	249.1	155.4	175.9
2000	148.8	126.6	127.9	2010	255.3	160.0	169.1
2001	166.5	127.2	128.1	2011	278.2	170.5	180.1
2002	177.8	131.5	132.1	2012	294.4	177.0	189.2
2003	187.6	134.4	131.3	2013	308.5	185.6	197.0
2004	204.7	141.0	145.0	2014	329.3	192.8	206.3

Source: UNWTO World Tourism Barometer, January 2015 & SURS, 2015

Arrivals and overnight stays of tourists 2013, 2014

The number of overnight stays of foreign tourists exceeded 6 million for the first time.



Source: SURS, 2015

Growth in arrivals and overnight stays of tourists 2014/2013 & 2013/2012



Source: SURS, 2015



Slovenia.info, Photo: Franci Forjan

Bled: A place with the only island in Slovenia situated in the middle of an Alpine lake. Its attractiveness encompasses walking paths and horse-drawn carriage routes around the lake, traditional boats, ringing the wishing bell on the island, golf courses, congress capacities, Bled Castle etc.



Slovenia.info, www.slovenia.info, Photo: B Hieng

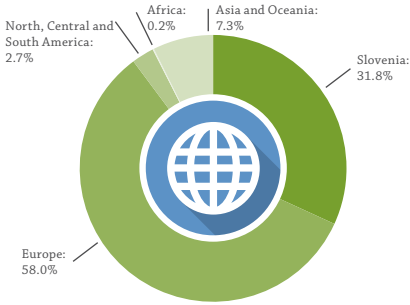
Ljubljana: The capital of the country prides itself with picturesque bridges, remains of the Roman Emona, a medieval castle and is also the centre of culture and creativity.

Arrivals and overnight stays of foreign tourists according to their countries of origin 2014

Country/region	Arrivals of tourists	Growth rate 2014/2013 (%)	Overnight stays of tourists	Growth rate 2014/2013 (%)
Austria	265,803	9.4	754,018	7.7
Belgium	50,752	-6.4	167,896	-9.2
Bulgaria	28,367	20.1	42,462	13.6
Bosnia and Herzegovina	33,565	5.0	77,670	1.3
Cyprus	1,083	-16.8	2,983	-5.4
Czech Republic	70,325	7.4	174,105	4.5
Montenegro	8,177	2.4	17,741	-5.5
Denmark	14708	-8.2	44,258	-7.8
Estonia	2,761	5.7	6,815	4.0
Finland	14,277	-9.8	37,595	-13.0
France	75,112	4.2	160,074	3.8
Greece	8,838	7.9	16,290	-3.4
Croatia	120,260	1.2	284,087	-4.3
Ireland	8,073	9.0	21,709	14.6
Iceland	1,799	12.2	5,413	8.4
Italy	443,239	7.0	962,835	3.6
Latvia	3,782	6.1	9,142	3.7
Lithuania	3,384	-29.4	7,676	-48.9
Luxembourg	1,785	23.9	4,046	23.3
Hungary	74,291	16.1	191,052	16.4
Macedonia	13,261	-9.3	27,835	-12.1
Malta	3,277	-16.8	14,208	-22.1
Germany	250,673	3.1	695,935	0.7
Netherlands	78,147	-5.5	290,829	-7.6
Norway	7,366	-15.6	17,946	-19.4
Poland	55,675	19.7	122,843	16.0
Portugal	6,585	-0.7	15,447	4.5
Romania	25,730	14.9	51,831	12.6
Russian Federation	56,156	-2.5	318,592	-8.5
Slovakia	25,297	15.3	61,984	12.6
Serbia	81,595	1.2	205,635	-0.3
Spain	31,072	1.6	65,577	-2.6
Sweden	16,857	-6.7	40,801	-11.1
Switzerland	37,958	7.5	81,708	3.5
Turkey	14,395	-3.7	29,227	-7.4
Ukraine	22,138	-21.1	68,805	-8.7
United Kingdom	75,545	1.1	235,839	-3.6
Other European countries	18,038	-17.6	49,294	-18.7
Europe	2,050,146	4.1	5,382,203	0.5
South Africa	1,794	-21.9	3,645	-31.2
Other African countries	3,695	9.1	12,927	19.7
Africa	5,489	-3.4	16,572	3.0
Australia	23,441	10.4	43,739	5.3
New Zealand	3,657	-1.4	7,427	4.2
Other countries and territories in Oceania	482	-74.4	1,255	-67.1
Israel	41,080	-12.3	138,683	-11.0
Japan	40,852	12.1	60,342	13.4
China	24113	21.7	36,502	24.4
Korea (Republic)	61,978	165.3	68,059	146.2
Other Asian countries	63,596	53.4	122,240	55.3
Asia and Oceania	259,199	33.1	478,247	20.4
Brazil	9,514	0.4	19,326	2.6
Other countries in South and Central America	8,035	6.5	19,963	13.5
Canada	13,260	9.7	28,432	8.0
United States of America (USA)	65,158	10.0	145,625	11.2
Other countries and territories in N. America	23	-47.7	41	-48.1
North, Central and South America	95,990	8.7	213,387	1.0
Total	2,410,824	6.7	6,090,409	2.1

Source: SURS, 2015

Arrivals of tourists by global regions of origin 2014



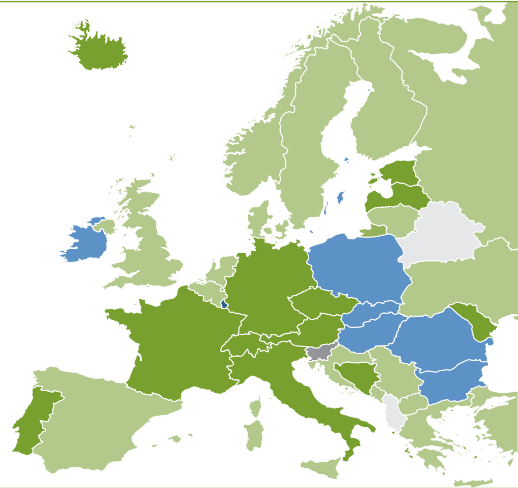
In 2014, 68.2% of tourists came to Slovenia from abroad.

- From Slovenia (1,125,921; -1.1%)
- From Europe (2,050,146; +4.1%)
- From North, Central and South America (95,990; +8.7%)
- From Africa (5,489; -3.4%)
- From Asia and Oceania (259,199; +33.1%)

Source: SURS, 2015

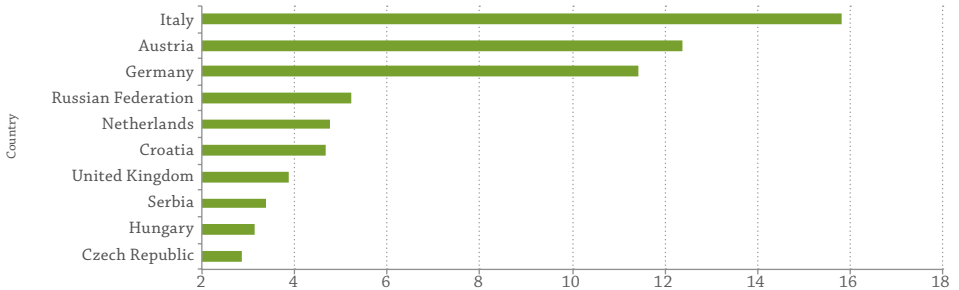
Growth in overnight stays of tourists from European countries 2014/2013

- Growth 20% and more
- Growth between 10% and 20%
- Growth up to 10%
- Negative growth



Source: SURS, 2015

Top 10 countries by the number of overnight stays 2014



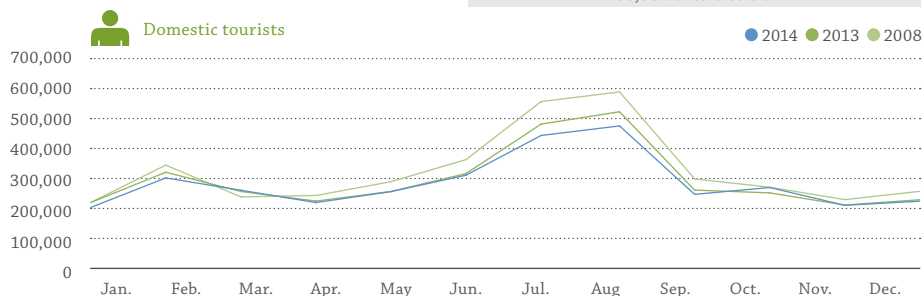
Country	No. of overnight stays of foreign tourists	Growth 2014/2013 (%)	Share of overnight stays of foreign tourists (%)
Italy	962,835	3.6	15.8
Austria	754,018	7.7	12.4
Germany	695,935	0.7	11.4
Russian Federation	318,592	-8.5	5.2
Netherlands	290,829	-7.6	4.8
Total (top 10 countries)	4,112,927	1.3	67.5

Country	No. of overnight stays of foreign tourists	Growth 2014/2013 (%)	Share of overnight stays of foreign tourists (%)
Croatia	284,087	-4.3	4.7
UK	235,839	-3.6	3.9
Serbia	205,635	-0.3	3.4
Hungary	191,052	16.4	3.1
Czech Republic	174,105	4.5	2.9
Total (top 10 countries)	4,112,927	1.3	67.5

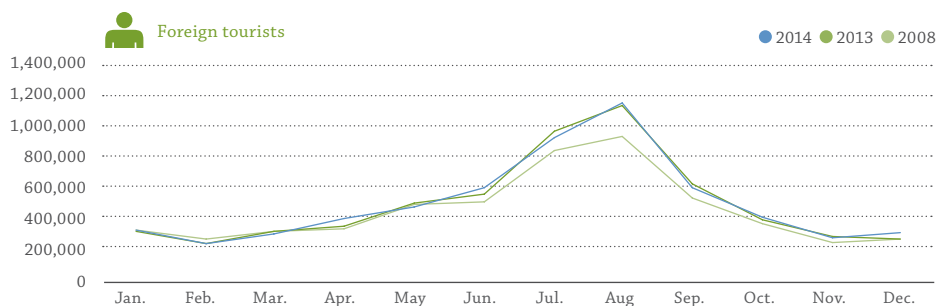
Source: SURS, 2015

Overnight stays of domestic tourists by months 2008, 2013 and 2014

In Slovenia, a growing trend in the number of overnight stays of foreign tourist has been observed recently and a drop in the number of overnight stays of domestic tourists.

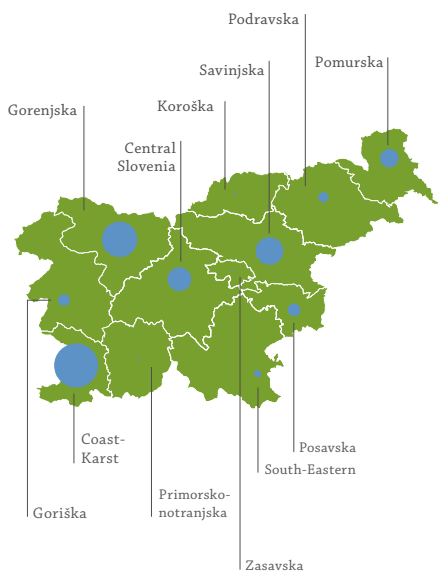


Overnight stays of foreign tourists by months 2008, 2013 and 2014



Source: SURS, 2015

Overnight stays by statistical regions 2014



Source: SURS, 2015

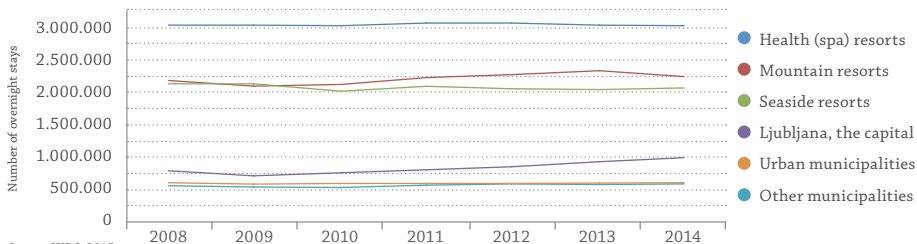
Region	No. of overnight stays of tourists	Share (%)
Coast-Karst	2,167,964	22.6
Gorenjska	1,741,288	18.2
Savinjska	1,358,394	14.2
Central Slovenia	1,166,408	12.2
Pomurska	912,476	9.5
Posavska	625,525	6.5
Goriška	577,747	6.0
Podravska	500,290	5.2
South-Eastern	355,139	3.7
Koroška	103,857	1.1
Primorsko-notranjska	72,987	0.8
Zasavska	8,567	0.1
Total	9,590,642	100.0

Regions by the level of growth	Growth 2014/2013 (%)
Primorsko-notranjska	17.3
Zasavska	14.4
Central Slovenia	6.1
Coast-Karst	2.1
Pomurska	0.9
Posavska	0.6
Podravska	-1.3
Gorenjska	-1.8
Savinjska	-2.1
South-Eastern	-5.0
Goriška	-5.2
Koroška	-8.1

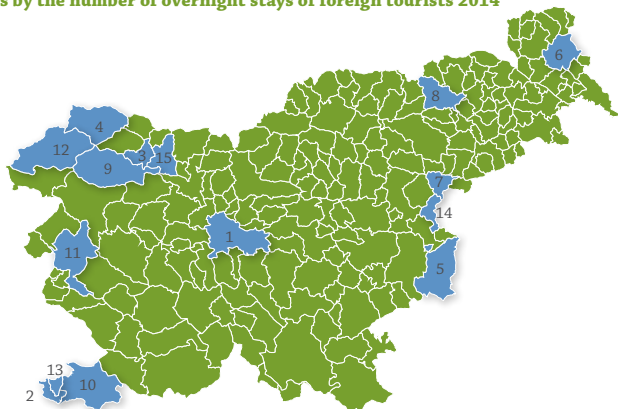
Overnight stays of tourists by type of municipality

	Domestic	Share (%)	Foreign	Share (%)
Health (spa) resorts	1,666,165	47.6	1,332,794	21.9
Mountain resorts	580,949	16.6	1,665,084	27.3
Seaside resorts	877,911	25.8	1,190,850	19.6
Ljubljana, the capital	44,839	1.3	977,090	16.0
Urban municipalities	104,229	3.0	516,370	8.5
Other municipalities	226,140	6.5	408,221	6.7
Total	3,500,233	100.0	6,090,409	100.0

In 2014, domestic tourists most frequently stayed at health (spa) resorts and foreign tourists in mountain resorts. The highest number of overnight stays in total was recorded in health (spa) resorts .

Number of overnight stays of tourists by types of municipalities 2008-2014


Source: SURS, 2015

Top 15 municipalities by the number of overnight stays of foreign tourists 2014


Town	Municipality	No. of overnight stays of foreign tourists	Share of overnight stays of foreign tourists as per total number of overnight stays in municipality (%)	Growth of overnight stays 2014/2013 (%)
1.	Ljubljana	977,090	95.6	7.6
2.	Piran/Pirano	883,579	64.6	-0.7
3.	Bled	609,896	94.7	3.3
4.	Kranjska gora	308,099	66.0	2.4
5.	Brežice	297,503	48.6	2.0
6.	Moravske Toplice	218,065	44.3	2.1
7.	Rogaška Slatina	212,654	85.4	-3.5
8.	Maribor	204,525	85.4	7.3
9.	Bohinj	203,326	64.5	-7.2
10.	Koper/Capodistria	173,720	46.7	27.3
11.	Nova Gorica	144,000	93.6	11.5
12.	Bovec	136,455	83.9	-14.7
13.	Izola/Isola	133,551	40.6	7.9
14.	Podčetrtek	121,963	37.7	2.2
15.	Radovljica	107,929	92.2	-12.7
	Total	4,732,355	100.0	2.5

Source: SURS, 2015

Overnight stays of foreign tourists by the type of municipality and country of origin 2014

Share of overnight stays of tourists as per the total number of foreign tourists by type of municipality (%)

Country Region	No. of over-night stays	Health (spa) resorts	Mountain resorts	Seaside resorts	Ljubljana, the capital	Urban m.	Other m.
Austria	754.018	43,3	11,6	33,3	4,9	3,6	3,4
Belgium	167.896	17,0	36,7	24,5	12,4	3,7	5,6
Bulgaria	42.462	8,9	17,3	5,2	34,0	13,9	20,7
Bosnia and Herzegovina	77.670	21,1	18,8	11,4	20,2	14,9	13,7
Cyprus	2.983	7,4	24,3	7,2	45,3	12,5	3,3
Czech Republic	174.105	13,8	47,2	19,3	7,7	6,3	5,8
Montenegro	17.741	18,3	20,4	5,4	30,9	16,5	8,5
Denmark	44.258	28,2	27,4	16,2	19,1	4,3	4,9
Estonia	6.815	7,2	24,5	9,3	28,8	23,1	7,0
Finland	37.595	3,7	22,8	12,2	44,8	5,6	4,9
France	160.074	7,8	27,5	13,8	28,7	8,9	13,4
Greece	16.290	3,3	9,5	6,4	46,4	13,4	20,9
Croatia	284.087	32,1	36,4	4,1	11,5	8,8	7,1
Ireland	21.709	10,1	49,9	5,7	26,6	5,0	2,7
Iceland	5.413	2,3	16,2	19,9	56,1	1,8	3,6
Italy	962.835	22,8	16,5	26,4	10,9	14,7	8,7
Latvia	9.142	12,9	35,1	12,2	24,3	9,6	5,9
Lithuania	7.676	8,5	34,9	11,6	25,5	12,2	7,4
Luxembourg	4.046	9,7	34,7	20,9	20,1	7,9	6,8
Hungary	191.052	10,1	40,2	26,5	9,1	8,8	5,3
Macedonia	27.835	18,1	14,2	6,1	36,1	13,4	12,0
Malta	14.208	0,7	77,0	2,4	14,6	2,7	2,6
Germany	695.935	15,3	36,3	24,4	10,5	6,8	6,8
Netherlands	290.829	30,1	40,3	8,5	8,9	4,1	8,0
Norway	17.946	4,2	24,5	22,0	32,8	9,6	6,9
Poland	122.843	15,9	26,8	20,2	11,6	16,3	9,3
Portugal	15.447	10,2	9,2	5,7	55,1	11,5	8,3
Romania	51.831	12,5	14,0	12,7	23,8	19,6	17,4
Russian Federation	318.592	47,8	10,0	27,8	8,3	4,7	1,4
Slovakia	61.984	7,8	27,5	32,2	14,4	8,7	9,5
Serbia	205.635	25,8	22,1	14,5	16,4	13,8	7,4
Spain	65.577	5,1	24,2	9,4	44,2	9,3	7,8
Sweden	40.801	11,2	21,8	25,4	24,5	9,6	7,4
Switzerland	81.708	8,9	24,4	25,5	21,2	10,0	10,1
Turkey	29.227	7,1	30,3	6,2	35,6	13,8	7,0
Ukraine	68.805	34,0	12,4	24,6	11,6	8,9	8,5
United Kingdom	235.839	3,2	58,0	7,8	23,4	4,0	3,6
Other European countries	49.294	35,1	11,9	11,2	19,1	13,1	9,5
Europe	5.382.203	23,6	26,2	21,4	13,3	8,6	6,9
South Africa	3.645	3,3	24,7	9,3	49,3	6,2	7,2
Other African countries	12.927	19,4	5,9	10,7	38,4	21,7	4,0
Africa	16.572	15,8	10,0	10,4	40,8	18,3	4,7
Australia	43.739	2,7	32,7	5,5	50,8	4,2	4,2
New Zealand	7.427	2,7	39,5	7,4	43,2	2,6	4,5
Other countries and territories in Oceania	1.255	3,9	6,5	11,2	34,7	39,4	4,1
Israel	138.683	18,9	50,4	2,8	15,2	8,2	4,6
Japan	60.342	1,0	38,9	2,5	52,4	3,7	1,5
People's Republic of China	36.502	2,2	15,9	6,2	57,2	14,7	3,7
Korea (Republic)	68.059	1,6	43,0	5,6	17,9	12,6	19,3
Other Asian countries	122.240	18,1	29,7	8,2	35,8	6,6	1,7
Asia and Oceania	478.247	10,9	38,0	5,1	32,5	8,0	5,4
Brazil	19.326	3,8	11,3	6,3	68,0	7,8	2,8
Other countries in S. and C. America	19.963	8,8	9,8	7,0	56,4	11,9	6,1
Canada	28.432	7,9	26,8	9,6	42,8	5,8	7,1
United States of America (USA)	145.625	3,4	39,1	6,8	41,7	4,5	4,5
Other countries and territories in N. America	41	7,3	34,1	24,4	22,0	12,2	/
North, Central and South America	213.387	4,5	32,2	7,2	45,6	5,7	4,9
Total	6.090.409	21,9	27,3	19,6	16,0	8,5	6,7

Source: SURS, 2015

Accommodation capacities and number of overnight stays by accommodation facilities* 2014

In 2014, the highest bed capacity in Slovenia was provided by hotels (41,208) followed by camps (23,235). They also recorded the highest number of overnight stays: hotels (61.0%), camps (12.7%).

By type of accommodation facilities 2014

Type of accommodation facility	Number of total beds	Share of all beds (%)	No. of overnight stays	Share in overnight stays (%)
Hotels	41,208	33.4	5,852,499	61.0
Motels	208	0.2	10,194	0.1
Boarding houses	2,522	2.0	159,919	1.7
Inns	3,141	2.5	119,913	1.3
Overnight accommodations	2,428	2.0	96,677	1.0
Apartment settlements	6,085	4.9	548,352	5.7
Camping sites	23,235	18.9	1,218,949	12.7
Tourist farms with accommodation	5,003	4.1	124,086	1.3
Youth hostels	2,373	1.9	201,134	2.1
Private accommodations - rented rooms, dwellings	16,505	13.4	606,094	6.3
Mountain huts	6,653	5.4	76,954	0.8
Company vacation facilities and vacation facilities for youth	6,613	5.4	445,983	4.7
Other accommodation facilities	570	0.5	9,698	0.1
Temporary accommodation facilities and marinas	6,691	5.4	120,190	1.3
Total	123,235	100	9,590,642	100

Source: SURS, 2015

By types of municipalities 2014

Type of municipality	Number of beds	Share (%)
Health (spa) resorts	22,232	18.0
Mountain resorts	39,851	32.3
Seaside resorts	24,512	19.9
Ljubljana, the capital	9,597	7.8
Urban municipalities	9,964	8.1
Other municipalities	17,079	13.9
Total	123,235	100

*Accommodation capacities are indicated as a sum of the largest number of beds available to tourists in an individual unit throughout the year.

Source: SURS, 2015



Cycling: Slovenia offers many possibilities for active spending of free time in nature for all generations.



Goriška Brda: Slovenian Tuscany. Idyllic landscape known for wine and olive oil production, fruit growing and numerous traditional events.

Types and number of specialised accommodation facilities 2014

Type of accommodation facility	Number of facilities
Hiking hotels	59
Cycling hotels	40
Cycling camps	8
Facilities with the environment logo, EU Eco-label	6
Facilities with Green Globe Certification	1
Ecological tourist farms	9
Facilities with certificate "disability friendly"	3
Facility member of The International Gay & Lesbian Travel Association (IGLTA)	1

Source: IGLTA, 2015 & invalidom-prijazno.eu, 2015 & Green Globe, 2015 & ARSO, 2015 & www.Slovenia.info, 2015

Occupancy of hotels and camps* by months 2014

Highest occupancy (August):
hotels = 72.0%, camps = 55.6%

Lowest occupancy (January):
hotels = 34.5%, camps = 7.7%

2014 Month	Hotels			Camps		
	No. of permanent beds	No. of overnight stays	Occupancy in (%)*	No. of permanent beds	No. of overnight stays	Occupancy (%)*
January	34,291	366,352	34,5	7,918	18,834	7.7
February	32,243	356,107	39,4	5,970	20,518	12.3
March	33,690	391,844	37,5	8,680	23,777	8.8
April	35,133	431,712	41,0	16,764	50,757	10.1
May	35,457	484,342	44,1	21,000	80,266	12.3
June	35,808	542,238	50,5	22,144	153,931	23.2
July	35,883	675,549	60,7	21,900	312,229	46.0
August	36,066	804,776	72,0	22,003	377,898	55.6
September	35,955	559,469	51,9	22,006	90,402	13.7
October	35,567	494,637	44,9	14,516	43,006	9.6
November	33,747	364,738	36,0	7,162	22,989	10.7
December	34,962	380,735	35,1	7,952	24,342	9.9
Total	36.944	5.852.499	43,4	22.932	1.218.949	14,6

Source: SURS, 2015

*Gross occupancy: the calculation of gross occupancy takes into account the annual data on overnight stays for all units (also below the threshold); however, the denominator contains monthly data on permanent beds only for the units above the threshold.



Kojsko.info (2015) & Podcetrtek.eu (2015). Photo: Archives of Terme Olimia.

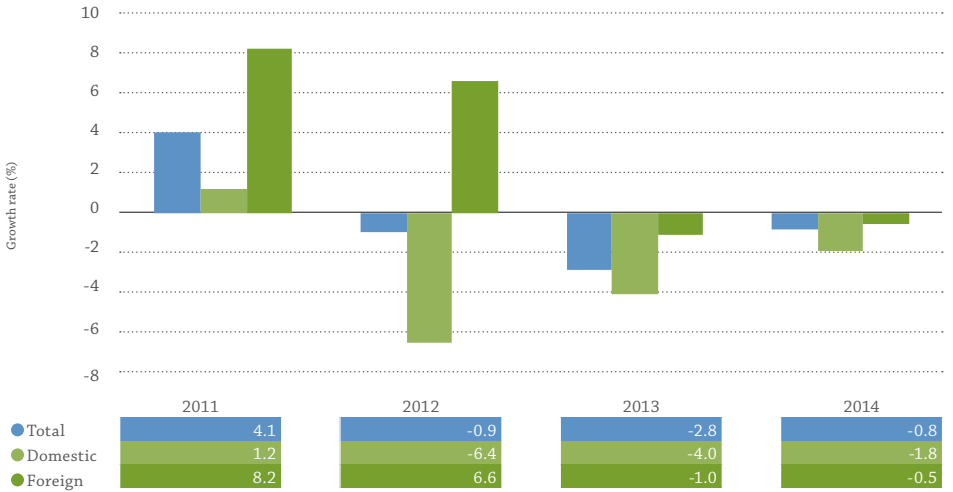
Podcetrtek: The best spa resort of 2014 within the campaign, My Country – Beautiful and Hospitable. Nuclated settlement near Croatian border is situated in a narrow side valley between the Sotla River and eastern slopes of the wooded Rudnica Hill. Terme Olimia with Orhidelia wellness (above) is situated nearby.



Piran (2015). Photo: Barbara Kožar

Piran: Photogenic Mediterranean, seaside town with rich culture and history.

Growth in overnight stays in health resorts included in the Slovenian Spas Association 2014/2013



Source: SSA – press releases, 2015 & STB internal source, 2011-2013



Two ibexes in Triglav National Park: Triglav National Park stretches in the area of the Julian Alps and is one of the oldest national parks in Europe. The highest point is the peak of Triglav (2,864 m). The known legend about the Goldenhorn also originated in this region.

Arrivals of domestic and foreign tourists 2005-2014

Year	Arrivals					
	Domestic	Index	Foreign	Index	Total	Index
2005	840,041	99.7	1,554,969	103.7	2,395,010	102.3
2006	867,955	103.3	1,616,650	104.0	2,484,605	103.7
2007	929,846	107.1	1,751,332	108.3	2,681,178	107.9
2008*	1,126,022	121.1	1,957,691	111.8	3,083,713	115.0
2009	1,160,897	103.1	1,823,931	93.2	2,984,828	96.8
2010	1,137,166	98.0	1,869,106	102.5	3,006,272	100.7
2011	1,181,314	103.9	2,036,652	109.0	3,217,966	107.0
2012	1,141,944	96.7	2,155,612	105.8	3,297,556	102.5
2013	1,125,921	98.6	2,258,570	104.8	3,384,491	102.6
2014	1,113,196	98.9	2,410,824	106.7	3,524,020	104.1

*Since 2008, the data has been published in accordance with a different methodology.
Source: SURS, 2015

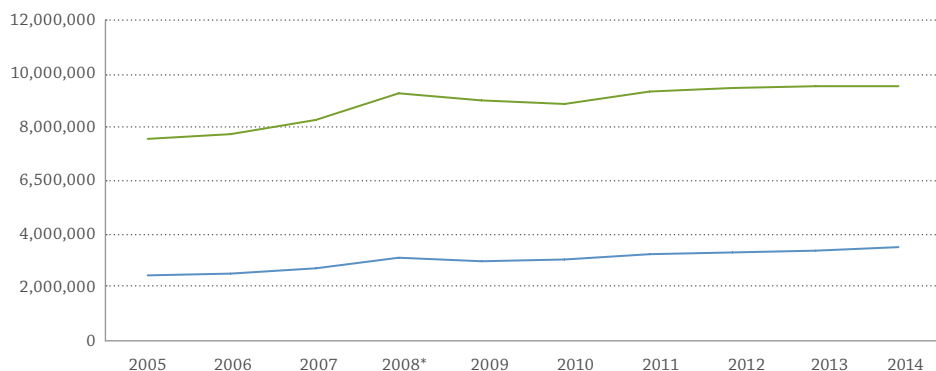
Overnight stays of domestic and foreign tourists 2005-2014

Year	Overnight stays					
	Domestic	Index	Foreign	Index	Total	Index
2005	3,173,338	98.4	4,399,246	100.8	7,572,584	99.8
2006	3,233,438	101.9	4,488,829	102.0	7,722,267	102.0
2007	3,393,408	104.9	4,867,900	108.4	8,261,308	107.0
2008*	3,962,756	116.8	5,351,282	110.0	9,314,038	112.7
2009	4,077,480	102.9	4,936,293	92.2	9,013,773	96.8
2010	3,909,368	95.9	4,997,031	101.2	8,906,399	96.8
2011	3,924,164	100.4	5,463,931	109.3	9,388,095	105.4
2012	3,733,459	95.1	5,777,204	105.7	9,510,663	101.3
2013	3,616,782	96.9	5,962,251	103.2	9,579,033	100.7
2014	3,500,233	96.8	6,090,409	102.1	9,590,642	100.1

*Since 2008, the data has been published in accordance with a different methodology.
Source: SURS, 2015

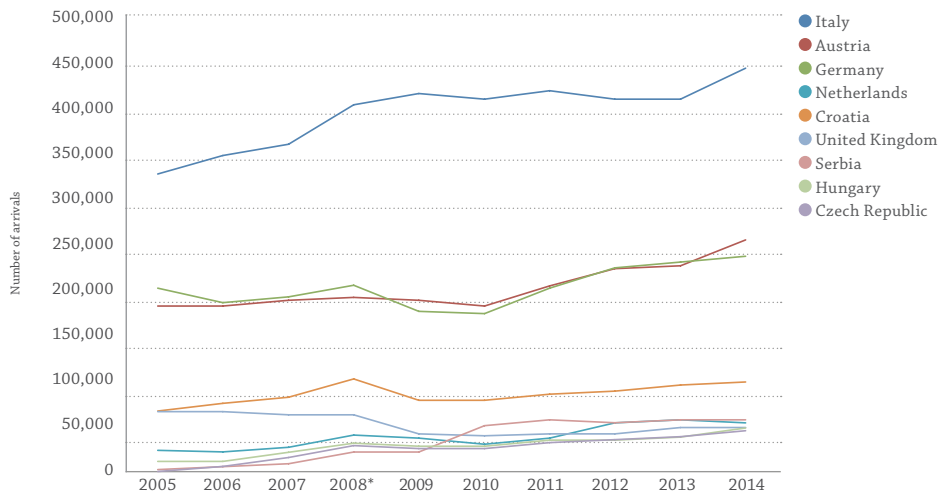
Arrivals and overnight stays of tourists 2005-2014

● Arrivals ● Overnight



**Since 2008, the data has been published in accordance with a different methodology.
Source: SURS, 2015

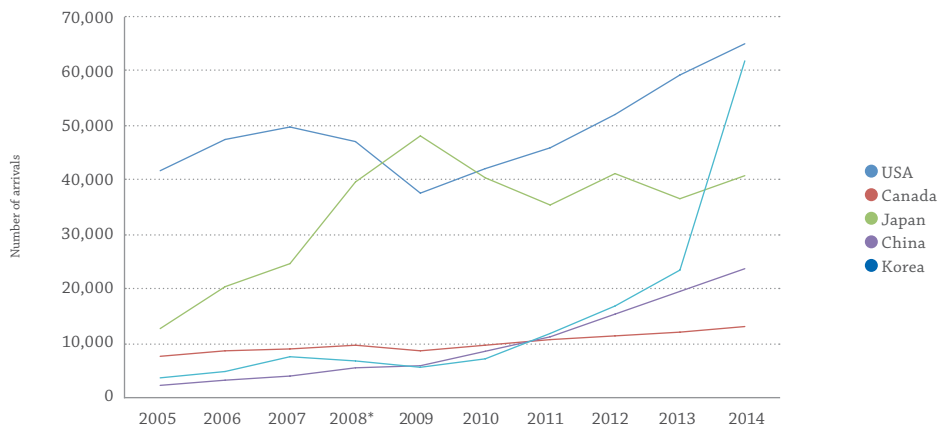
Arrivals of tourists from countries important for Slovenia 2005-2014



The countries important for Slovenian tourism contributed 63.7% to foreign arrivals (1,534,990 tourists). Their contribution to the total arrival of tourists to Slovenia amounted to 43.6%.

*Since 2008, the data has been published in accordance with a different methodology. ** Before 2007, Serbia and Montenegro.
Source: SURS, 2015

Arrivals of tourists from selected overseas countries 2005-2014



The countries from selected overseas markets contributed 11.2% (268,957 tourists) to the arrival of foreign tourists. Their contribution to the total arrival of tourists to Slovenia amounted to 7.6%.

*Data has been available since 2005. **Since 2008, the data has been published in accordance with a different methodology (break of the data time series).
Source: SURS

Almost one half of world population (**42.3%**) uses the Internet. In comparison to 2000, its use has grown by **741%**, which means that it is becoming an inevitable medium. The majority of Internet users come from Asia (**45.7%**), followed by Europe (**19.2%**). North America (**70.5% of people there use the Internet**) is the leader in electronic literacy. Some **75.5%** of Slovenians use the Internet (**1,501,039 inhabitants**).

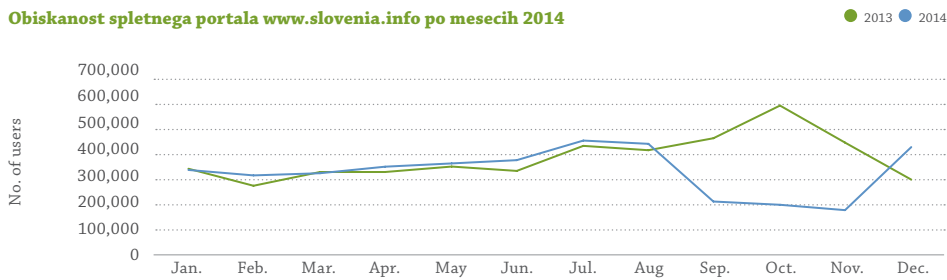
Source: Internet World Stats, 2015

Visitor frequency of the web portal in 2014

Number of portal users in 2014: 3,641,288 (13% drop)	Views via mobile devices: almost 17% of all visitors (24% growth)	Number of pages reviewed in 2014: 15,749,384 (4% growth)
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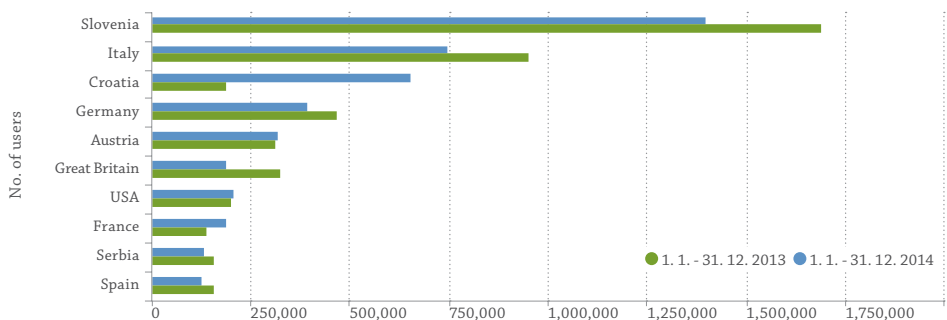
In 2014, **66%** of new visitors viewed the portal, **there were 34%** of returnees, which is **4 percentage points** more than in 2013.

Obiskanost spletnega portala www.slovenia.info po mesecih 2014



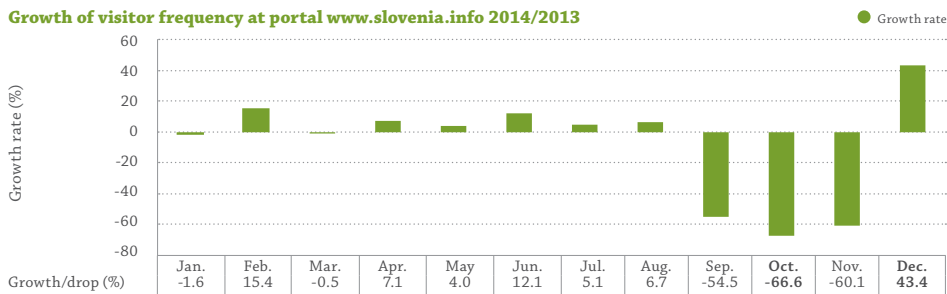
Source: Google Analytics, 2014

Top 10 countries by visitors to the portal, www.slovenia.info, in 2014



Source: Google Analytics, 2014

Growth of visitor frequency at portal www.slovenia.info 2014/2013



Source: Google Analytics, 2014

Mission:

Provision of efficient marketing and promotion of Slovenia, whereby we derive from the headline story of Slovenia which was defined as green, active and healthy under the current development strategy.

Measures for effective marketing of Slovenia as a tourist destination in 2014:

1. Recognisability.

Increase of recognisability and reputation and desired positioning of Slovenia – the I FEEL SLOVENIA brand.

2. Promotion on foreign markets.

Concentration of promotion on key EMITIVE MARKETS and development of NEW MARKETS & SEGMENTS.

3. Digital marketing.

Enhancement of E-MARKETING and INNOVATIVE MARKETING APPROACHES.

4. Tourist products.

Competitive, clearly positioned TOURIST PRODUCTS based on SUSTAINABILITY PRINCIPLES.

5. Partnerships.

Enhancement and increase of efficiency of PARTNERSHIP and CO-BRANDING (product associations, destinations, companies, inter-ministerial connections).

Source: SPIRIT Slovenia – Annual Report, 2015 & Work Programme 2014

Events and activities of the STB 2014:

40 Over 40 press releases for local public and over 150 replies to Slovenian press

600

More than 600 news of the Tourism Press Agency and 52 weekly newsletters of the TPA

100

More than 100 submissions of statistical data and other information to external users of statistical data

More than 3.5 million users of the portal, www.slovenia.info

24 new/extended specialised hiking and cycling accommodations

EUROPEAN PROJECTS (EDEN, T-LAB, Slow Tourism)

500,000

More than 500,000 issued promotional publications in more than 10 languages

44 presentations at fairs and exchanges under the umbrella brand of Slovenian tourism

3 issues of professional Tur!zem magazine, the first digitalised edition in October

More than 80 study travels for more than 160 foreign journalists from different countries

1,731

new followers on Twitter, 19,790 new likes on Facebook and 78,254 of views on YouTube

Preparation of the **first** digital general catalogue for tourism promotion of **Slovenia**

Formation of the Green Scheme of Slovenian tourism, promotion of green tourism providers in the catalogue **SLOVENIA GREEN**

Source: SPIRIT Slovenia – Annual Report, 2015 & Work Programme 2014

Abbreviations:

ARSO – Slovenian Environment Agency
BS – Bank of Slovenia
IGLTA – The International Gay & Lesbian Travel Association
IMF – International Monetary Fund
SSNZ – Slovenian Spas Association
SURS – Statistical Office of the Republic of Slovenia
UNWTO – United Nations World Tourism Organization
WEF – World Economic Forum
WTTC – World Travel & Tourism Council

Sources:

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Images:

Main source: Photo Archives of SPIRIT Slovenia. May, June 2015, www.slovenia.info
SPIRIT Slovenia-internal sources
Cover: Golica Mountain. Photo: TIC Vidmar

Captions to photos:

Podčetrtek, Kozjansko.info (2015) & Podcetrtek.eu (2015). Photo: Archives of Terme Olimia
Two ibexes in Triglav National Park: Julian Alps (2015), Photo: Tomo Jeseničnik
Salt-pans: Salt-pans (2015). Photo: Ubald Trnkoczy
Velika planina, Velika planina (2015), Photo: Ana Pogačar
Goriška Brda, Slovenia (2015), Photo: Aleš Fevžer
Babič Mill in Veržej. Photo: Zlatko Gnezda/ZTK Beltinci
Piran, Piran (2015). Photo: Barbara Kožar
Karst, Slovenia.info, 2015. Photo: Iztok Medja
Cycling, Internal source SPIRIT Slovenia. Photo: Internal source of SPIRIT Slovenia.
Ljubljana, Slovenia.info, www.slovenia.info. Photo: P. Hieng
Bled, Slovenia.info. Photo: Franci Ferjan

Note: Numerical data not marked separately apply for 2014; sums do not always match due to rounding.

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 Digital Catalogue – Explore Slovenia
www.slovenia.info

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