

## INCOMING SLOVENIA

### Country and people<sup>1</sup>

|                   |   |
|-------------------|---|
| Capital           | Ljubljana (280,000 inhabitants)   |
| Area              | 20,273 km <sup>2</sup>  |
| Inhabitants       | 2.0 million (2016) / (growth rate -0.3%)<br>2,1 million (forecast 2025) |
| Mean age          | 44.1 years  |
| Economy           | GDP per capita: 19,224 Euro (2016) (GDP – real growth rate 1.9% 2016)*  |
| Unemployment rate | 9.2% (2016)*  |
| Inflation rate    | 0.8% (2016)* <span style="float: right;">*forecast</span>               |

## GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad<sup>2</sup>

■ Slovenia: 65% abroad / 35% domestic

■ Intensity of travel abroad: 196.8% (resident population from 15 years on)  
= 2 trips per person

Destinations of trips abroad in 2016

rank 1 – Croatia

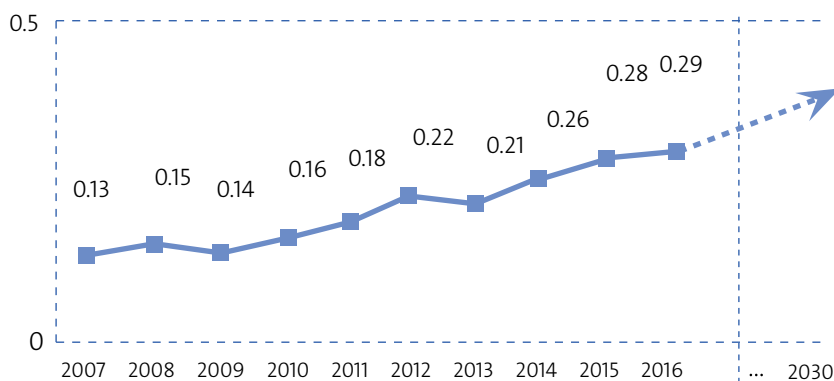
rank 2 – Germany

rank 3 – Italy

rank 4 – Austria

## DESTINATION GERMANY

Overnight stays – current and long-term development<sup>3</sup>  
in millions



- Year 2016: 96,370 arrivals from Slovenia / 285,447 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +120.7%; growth 2015–2016: +2.0%; average annual rate of change 2007–2016: +12.5%
- Total sales turnover for incoming trips: round 0.2 billion Euro (2016)
- DZT forecast until 2030: 0.6 m overnight stays

## MOST POPULAR DESTINATIONS IN 2015

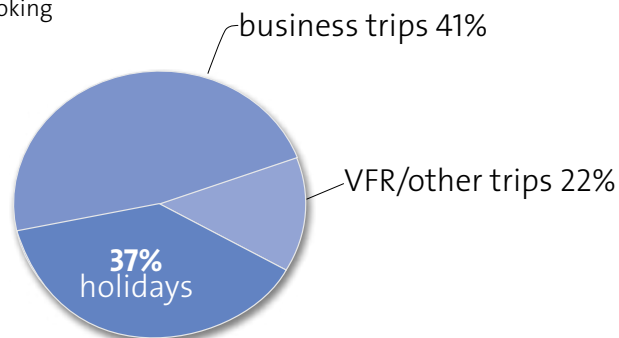
| federal states <sup>3</sup>                                      | Cities <sup>3</sup> (more than 100,000 inhabitants) |
|--|---|
| rank 1: Bavaria with 31.3% of all overnight stays                | rank 1: Berlin with 24,149 overnight stays          |
| rank 2: Baden-Württemberg with 18.5% of all overnight stays      | rank 2: Munich with 21,196 overnight stays          |
| rank 3: Hesse with 11.2% of all overnight stays                  | rank 3: Frankfurt with 8,037 overnight stays        |
| rank 4: North Rhine-Westphalia with 10.8% of all overnight stays | rank 4: Stuttgart with 5,167 overnight stays        |

### Purpose of all incoming trips

- 37% holiday trips, 41% business trips, 22% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 24% traditional business trips, 76% promotable business trips, of which:  
52% conferences/congresses/seminars, 47% exhibits/trade fairs, 1% incentive
- Holiday trips:  
7% holidays in tourist regions, 36% touring holidays, 41% holidays in city/visit of an event

### Booking-behaviour, main mode of transport, accommodation during holiday trips

- 66% of all holiday trips are booked in advance; 50% online booking
- 62% car, 18% coach, 15% plane
- 85% accommodation paid for (67% hotel)



## CONTACT

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## REFERENCE

World Travel Monitor 2016, IPK International; also:

<sup>1</sup> [www.cia.gov](http://www.cia.gov), [www.gtai.de](http://www.gtai.de)

<sup>2</sup> Eurostat 2017

<sup>3</sup> German Federal Statistics Office 2007-2016 / German State Offices 2017

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