

INCOMING SLOVENIA

Country and people¹

Capital	Ljubljana (280,000 inhabitants)
Area	20,273 km ²
Inhabitants	2.1 million (2017) / (growth rate -0.3%) 2,1 million (forecast 2025)
Mean age	44.5 years
Economy	GDP per capita: 21,532 Euro (2018) (GDP – real growth rate 3.3% 2019)*
Unemployment rate	5.9% (2018)*
Inflation rate	1.5% (2018)* *forecast

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ Slovenia: 67% abroad / 33% domestic

■ Intensity of travel abroad: 222.1% (resident population from 15 years on)
= 2.2 trips per person

Destinations of trips abroad in 2017

rank 1 – Croatia

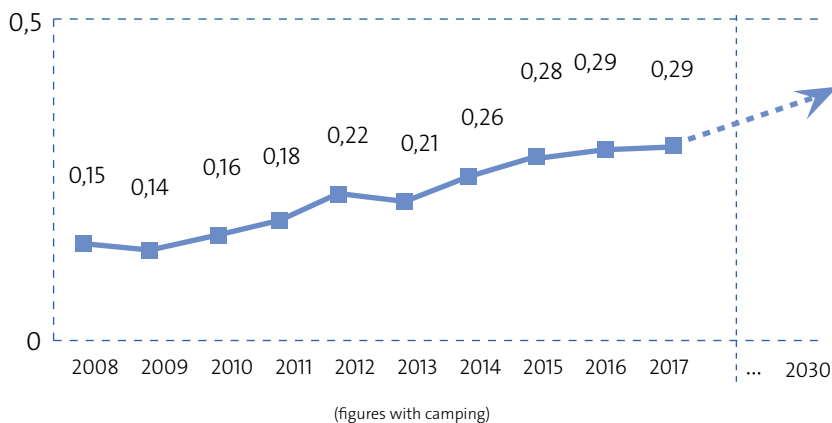
rank 2 – Germany

rank 3 – Italy

rank 4 – Austria

DESTINATION GERMANY

Overnight stays – current and long-term development³
in millions



- Year 2017: 102,888 arrivals from Slovenia / 291,686 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +88.4%; growth 2016–2017: +1.4%; average annual rate of change 2008–2017: +2.0%
- Total sales turnover for incoming trips: round 0.2 billion Euro (2017)
- DZT forecast until 2030: 0.6 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

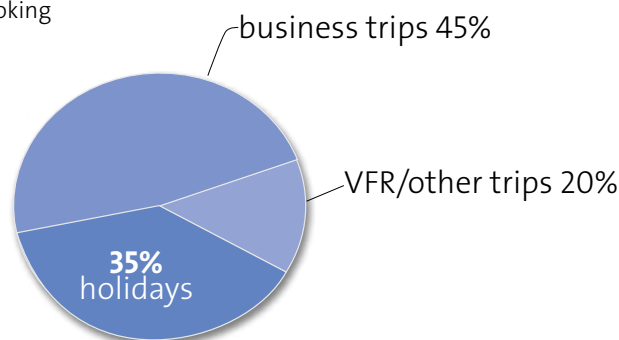
federal states ³	Cities ³ (more than 100,000 inhabitants)
rank 1: Bavaria with 32.8% of all overnight stays	rank 1: Munich with 24,063 overnight stays
rank 2: Baden-Württemberg with 17.0% of all overnight stays	rank 2: Berlin with 23,908 overnight stays
rank 3: Hesse with 11.1% of all overnight stays	rank 3: Frankfurt with 7,968 overnight stays
rank 4: North Rhine-Westphalia with 10.9% of all overnight stays	rank 4: Hamburg with 4,342 overnight stays

Purpose of all incoming trips

- 35% holiday trips, 45% business trips, 20% 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:
12% holidays in tourist regions, 32% touring holidays, 44% holidays in city/visit of an event

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

- 69% of all holiday trips are booked in advance; 54% online booking
- 62% car, 17% coach, 16% plane
- 86% accommodation paid for (67% hotel)



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REFERENCE

World Travel Monitor 2017, IPK International; also:

1 www.cia.gov, www.gtai.de

2 Eurostat 2018

3 German Federal Statistics Office 2009-2018 / German State Offices 2018

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