

# Incoming Slovenia

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

Capital	Ljubljana (280,000 inhabitants)
Area	20,273 km <sup>2</sup>
Inhabitants	2.1 million (2018) (growth rate +0.03 %, 2018)
Mean age	44.2 years
Economy	GDP per capita: 23,280 Euro (2018) (GDP – real growth rate 3.1 %, 2019)*
Unemployment rate	4.8 % (2019)*
Inflation rate	1.8 % (2019)* *Forecast
Gini coefficient	0.255/rank 4 (OECD-average 0.318)

## General travel behaviour 2019

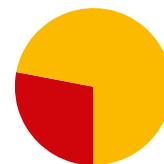
### »Destinations of trips abroad«

- rank 1 Croatia
- rank 2 Germany**
- rank 3 Italy
- rank 4 Austria

### »Intensity of travel abroad«

**239.5 %**  
(resident population from 15 years on)  
**= 2.4 trips**  
per person

### »Percentage of overnight stays domestic in accommodation establishments<sup>2</sup>«



**Slovenia domestic 28 %**  
**Slovenia non-resident 72 %**

## Destination Germany

### »Year 2019«

127,225 arrivals from Slovenia  
434,155 overnight stays (camping included)

### »Volume of overnight stays«

increase 2010–2019 by +173.3 %;  
growth 2018–2019: +17.4 %;  
Ø average annual rate of change  
2010–2019: +12.4 %

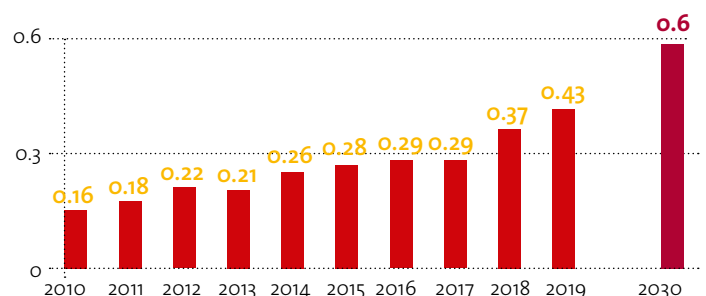
### »Total sales turnover for incoming trips«

round 0.3 billion Euro (2019)

### »DZT-forecast until 2030«

0.6 million overnight stays

### »Overnight stays — current and long-term development<sup>3</sup>« in millions



# Most popular destinations in 2019

## Federal states<sup>3</sup>

rank 1: Bavaria with 34.7 % of all overnight stays (o. s.)

rank 2: Baden-Württemberg with 16.6 % of all o. s.

rank 3: Hesse with 11.0 % of all o. s.

rank 4: Berlin with 8.2 % of all o. s.

## Cities<sup>3</sup> (more than 100,000 inhabitants)

rank 1: Munich with 47,272 o. s.

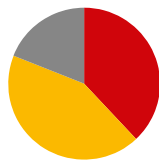
rank 2: Berlin with 36,020 o. s.

rank 3: Frankfurt with 9,702 o. s.

rank 4: Stuttgart with 6,976 o. s.

## Purpose of all incoming trips

(127 thousand arrivals)



holiday trips 38 %  
business trips 43 %  
VFR/other trips 19 %

(Only one answer possible. Deviations from 100 % due to rounding.)

## Business trips



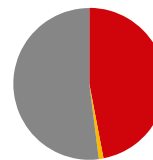
traditional trips 25 %  
promotable trips 75 %

## Holiday trips



holidays in tourist regions 10 %  
touring holidays 32 %  
city holidays/visit of an event 43 %

## Promotable business trips



conferences/congresses/seminars 47 %  
incentive 1 %  
exhibits/trade fairs 52 %

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

- 86 % accommodation paid for (65 % hotel)
- 68 % of all trips are booked in advance
- 55 % online booking



63 %  
car



15 %  
plane



18 %  
coach

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Germany  
The travel destination

