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Federal Ministry  
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**Germany**  
The travel destination



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# INCOMING SLOVENIA

## COUNTRY AND PEOPLE

Capital	Ljubljana (286,000 inhabitants) (2021)
Area	20,480 km <sup>2</sup>
Inhabitants	2021: 2.1 million (growth rate 0.0%)*; Forecast 2026: 2.1 million
Mean age	44.9 years
Economy	GDP per capita: 28,939 US\$ (2021)*, GDP – real growth rate +6.4% (2021)*
Unemployment rate	4.6% (2021)*
Inflation rate	1.7% (2021)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2021

### DESTINATIONS OF TRIPS ABROAD

Rank

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

### INTENSITY OF TRAVEL ABROAD

**99.3%**

(resident population from 15 years on)

**= 1.0 trips per person**

## DESTINATION GERMANY

### YEAR 2021

**56,417 arrivals** from Slovenia

**328,454 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by +48.1%**

Growth 2020 – 2021: **+19.9%**

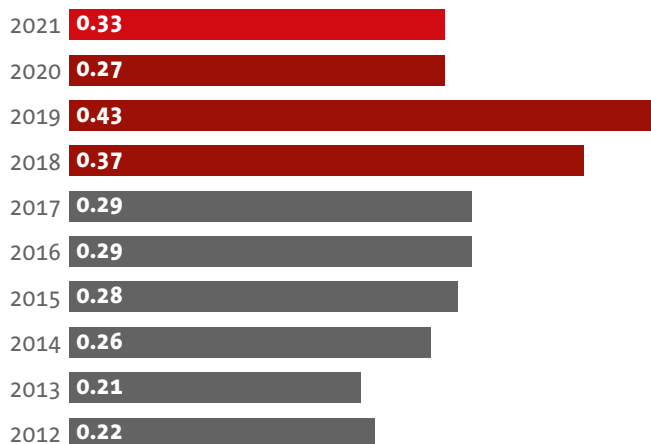
Average annual rate of change 2012 – 2021: **+7.8%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.1 billion Euro** (2021)

### OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year



## MOST POPULAR DESTINATIONS IN 2021

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	<b>Bavaria</b> with 34.7% of all o. s.	<b>Munich</b> with 28,559 o. s.
2	<b>Baden-Württemberg</b> with 16.6% of all o. s.	<b>Berlin</b> with 17,782 o. s.
3	<b>Hesse</b> with 13.0% of all o. s.	<b>Nuremberg</b> with 6,022 o. s.
4	<b>North Rhine-Westphalia</b> with 8.2% of all o. s.	<b>Frankfurt</b> with 5,317 o. s.

## PURPOSE OF ALL INCOMING TRIPS (56 thousand arrivals)

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

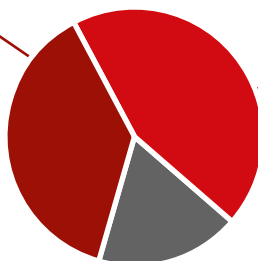
### 38% Holiday trips

Type of holiday trip:

**49% City holidays/visit of an event**

**18% Holidays in tourist regions**

**9% Touring holidays**



### 44% Business trips

Type of business trip:

**76% Promotable Business trips**

Type of promotable business trip:

52% Conferences/congresses/seminars

3% Incentives

45% Exhibits/trade fairs

**24% Traditional business trips**

### 18% VFR-/other trips

## BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

**77%** of all holiday trips are  
**booked in advance**

**71%** online booking

**80%** accommodation paid for  
(50% hotel)



**58%**  
car



**20%**  
plane



**16%**  
coach