

# ANNUAL DATA OVERVIEW

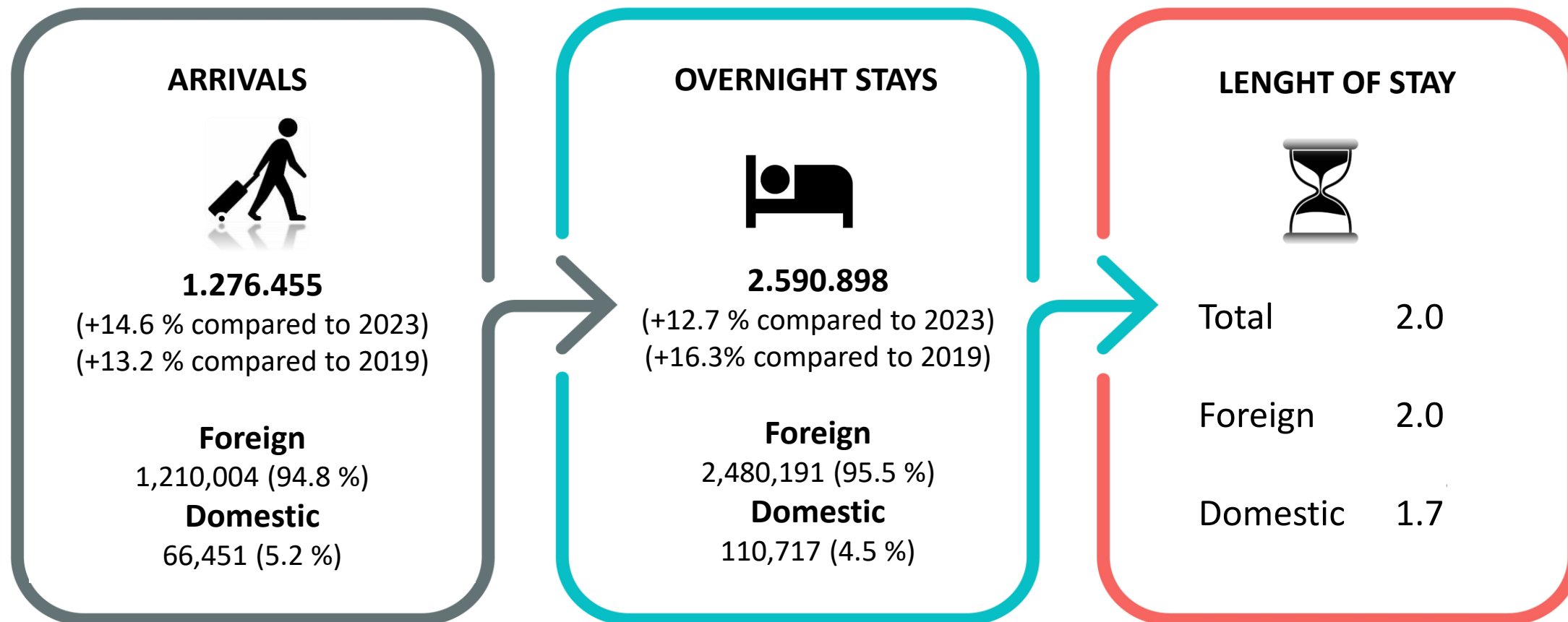


Turizem Ljubljana



# TOURISM FLOWS IN LJUBLJANA

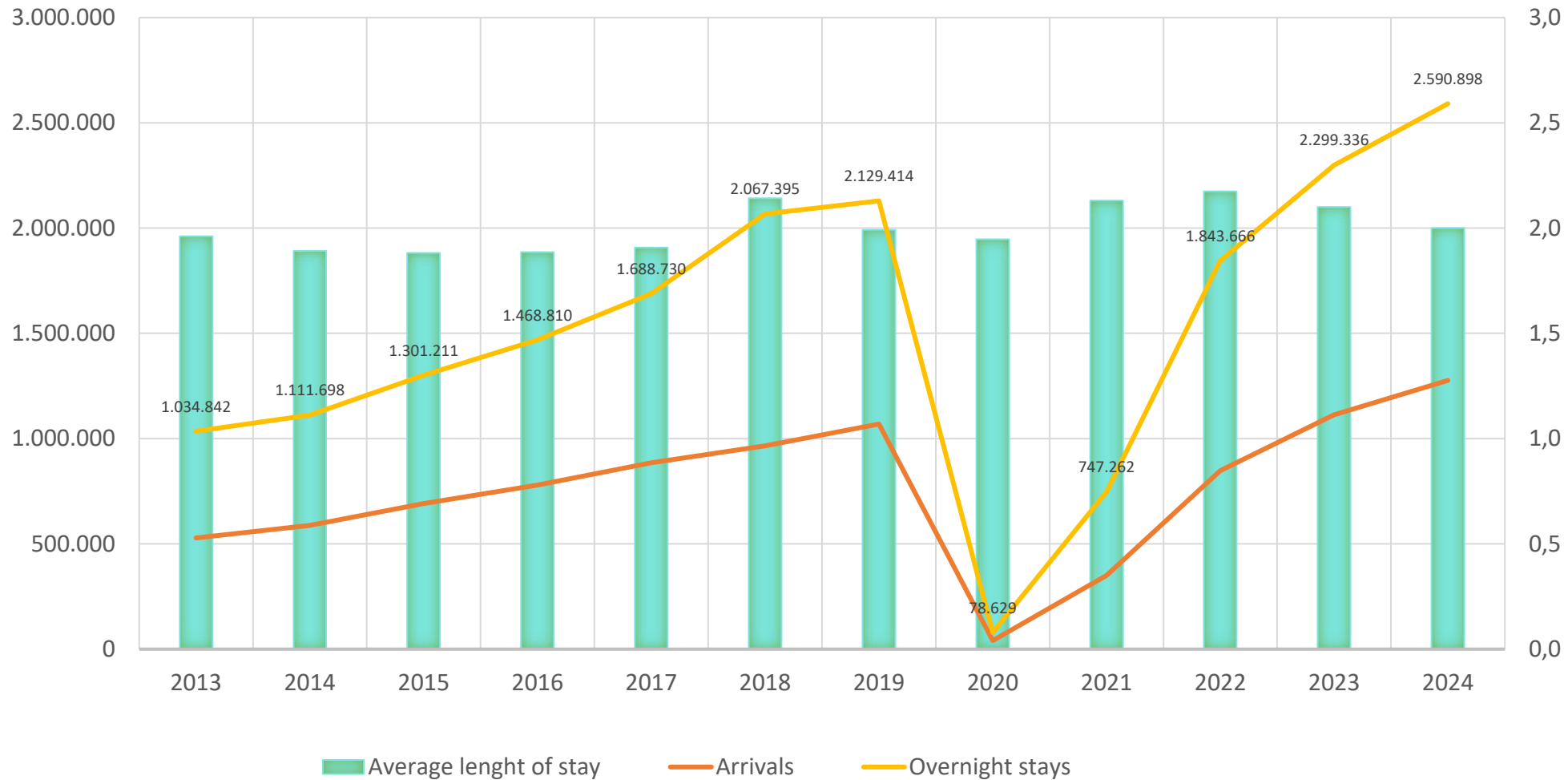
# Ljubljana Tourism in 2024



# Increase in Arrivals and Overnight Stays, 2024/2023 (in %)

	Total		Domestic		Foreign	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
Jan	-2,4	-3,6	1,2	1,5	-2,8	-4,1
Feb	18,3	12,7	10,1	13,5	19,3	12,6
Mar	<b>33,3</b>	<b>28,1</b>	5,7	6,6	<b>36,5</b>	<b>29,9</b>
Apr	-0,4	0,9	8,8	12,9	-0,9	0,4
May	<b>30,5</b>	<b>27,1</b>	9,9	8,0	<b>31,5</b>	<b>27,8</b>
Jun	9,2	7,9	8,7	5,8	9,2	8,0
Jul	4,8	5,8	-2,8	-6,3	5,0	6,2
Aug	17,6	16,7	11,4	5,2	17,7	16,9
Sep	12,7	13,4	1,0	0,7	13,2	13,8
Oct	<b>21,6</b>	<b>15,6</b>	2,7	8,1	<b>23,0</b>	<b>16,0</b>
Nov	<b>32,8</b>	<b>23,7</b>	5,8	1,0	<b>36,5</b>	<b>25,9</b>
Dec	12,9	8,3	-4,6	-8,1	15,2	9,9

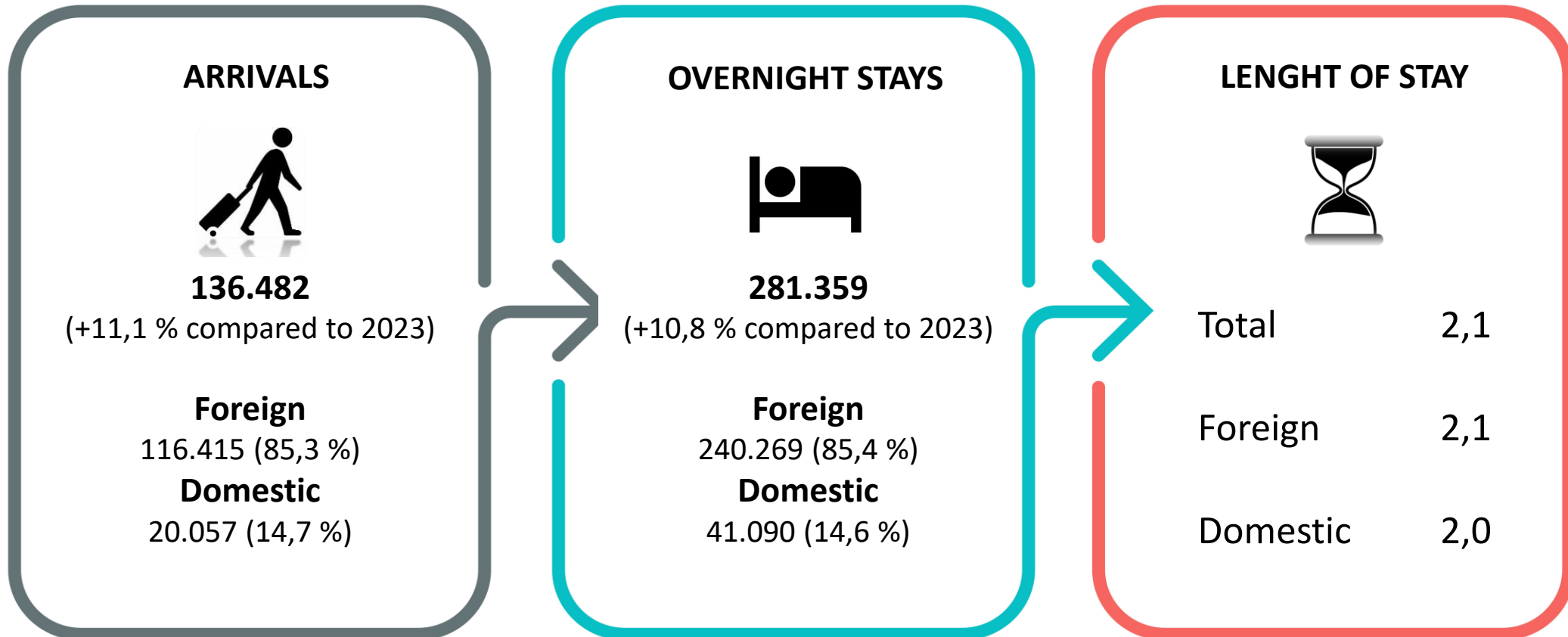
# Ljubljana Tourism in 2024



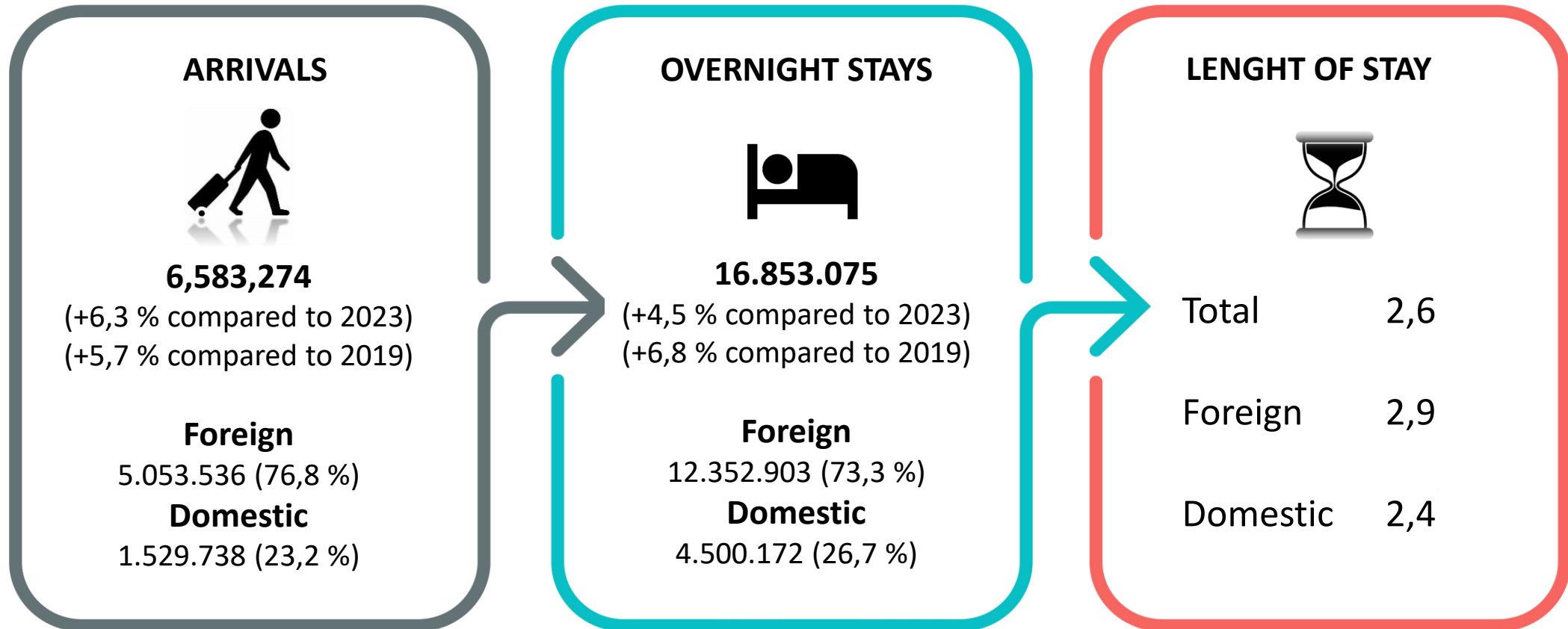
Source: Statistical Office of the Republic of Slovenia, TL.



# Tourism in the Central Slovenia Region in 2024

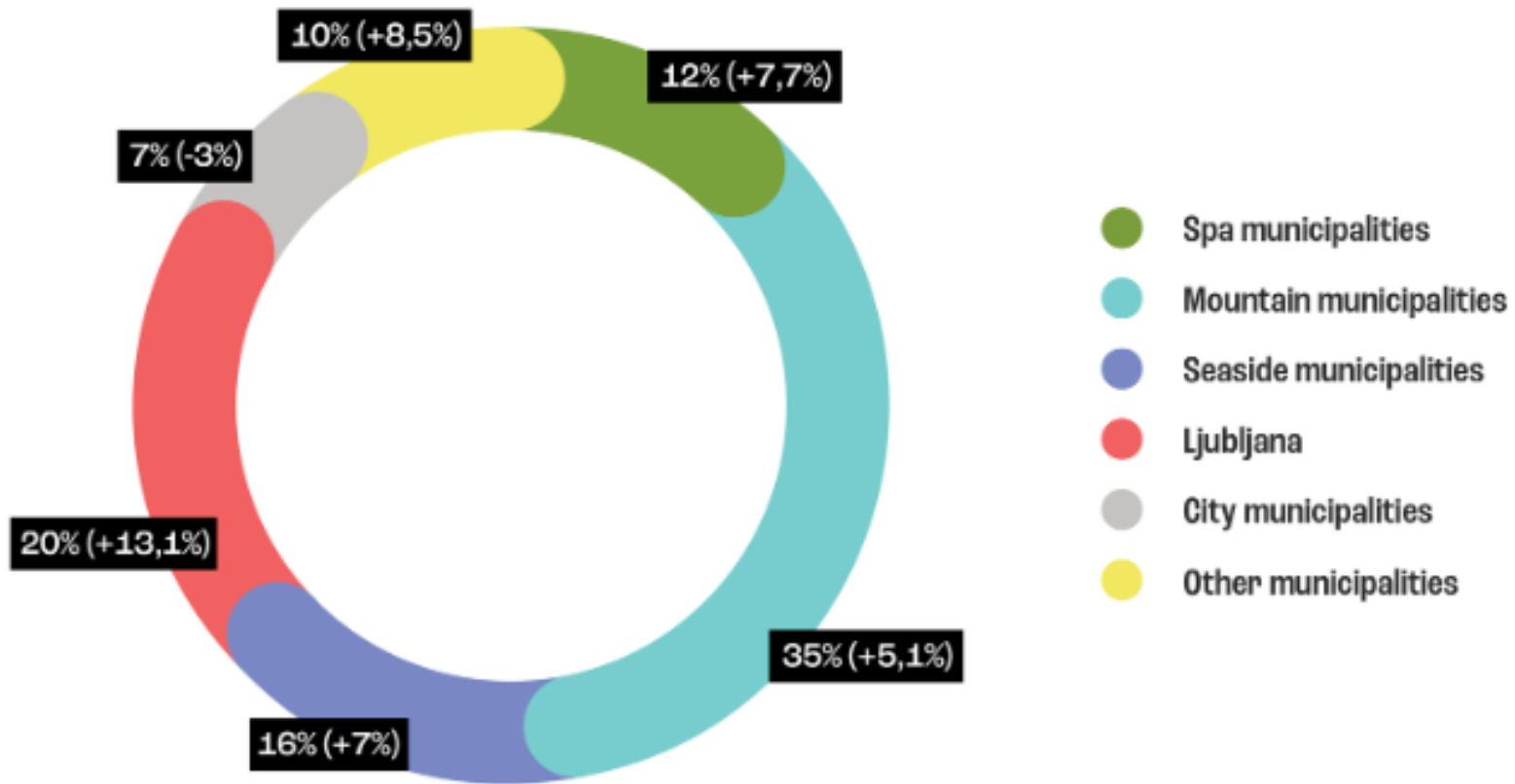


# Slovenian Tourism in 2024



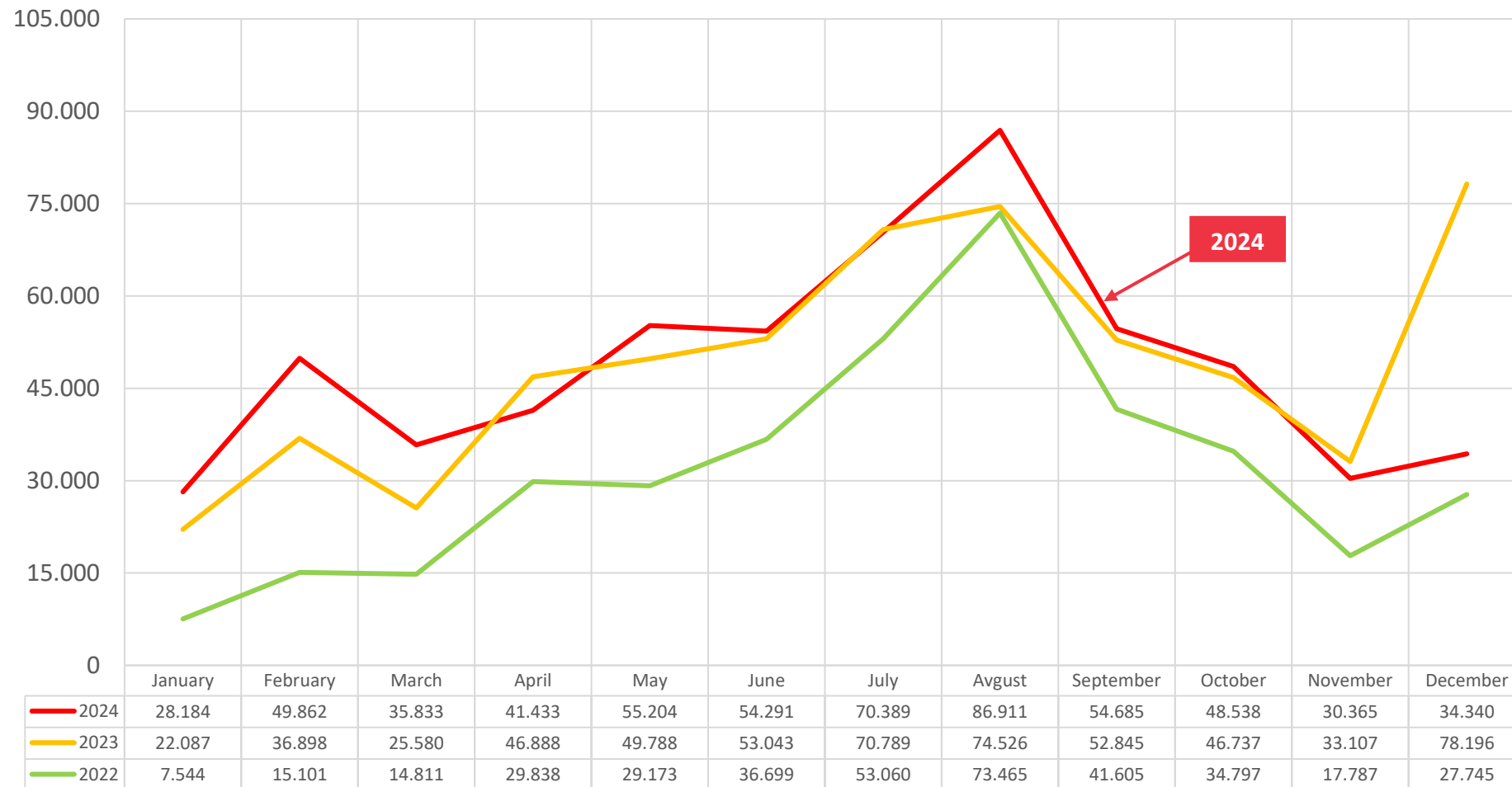
# Slovenian Tourism in 2024

Tuje prenočitve po vrstah občin in stopnje rasti v primerjavi z 2023





# Visitor Numbers for Museums and Galleries, 2022–2024

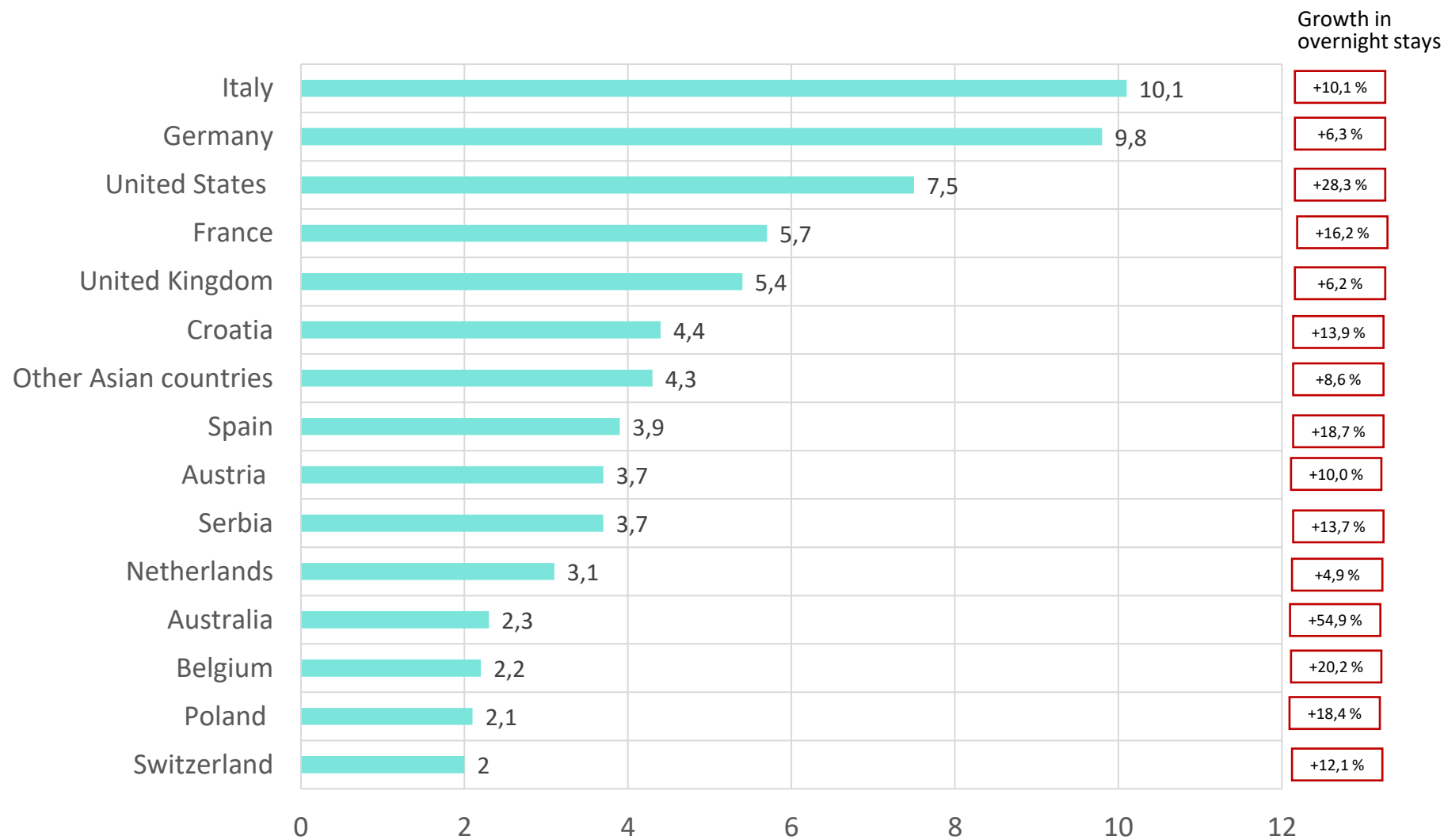


Year	Total
2024	590.035
2023	590.484
2022	381.625

Vir: TIC (11 museums and galleries), TL.

# KEY MARKETS

# Top 15 Foreign Markets by Overnight Stays, Ljubljana, 2024 (in %)

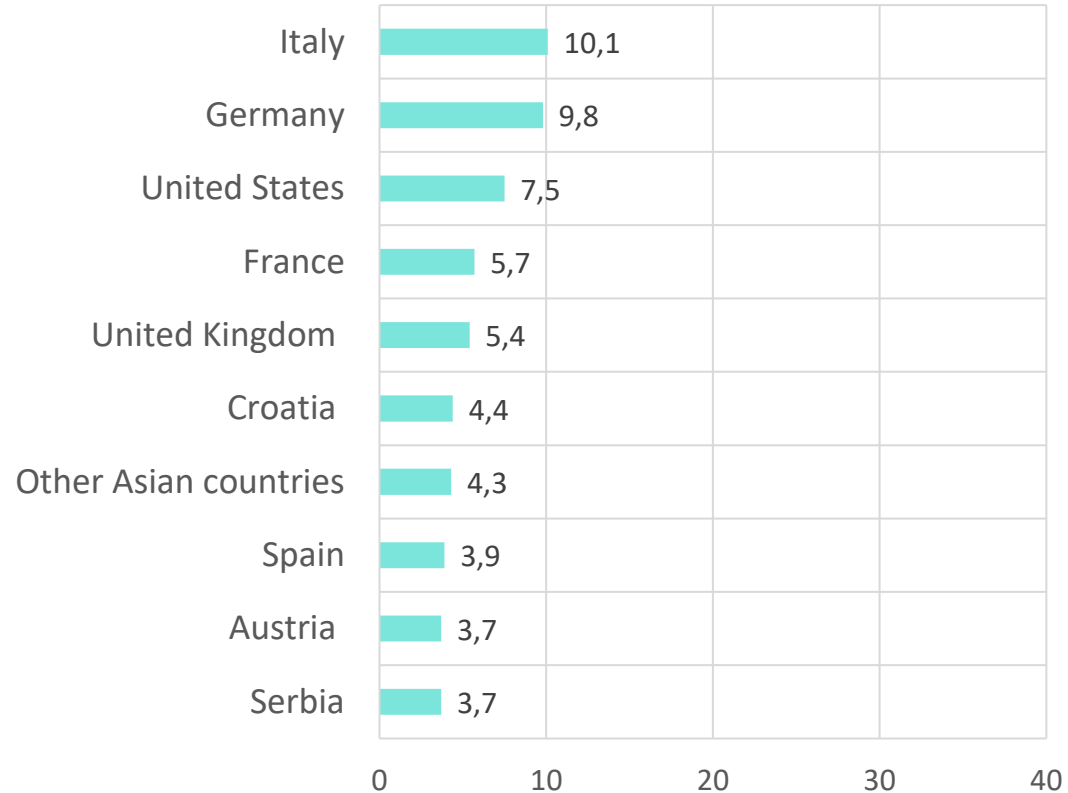


**Top 15 markets:**  
69,8 %.

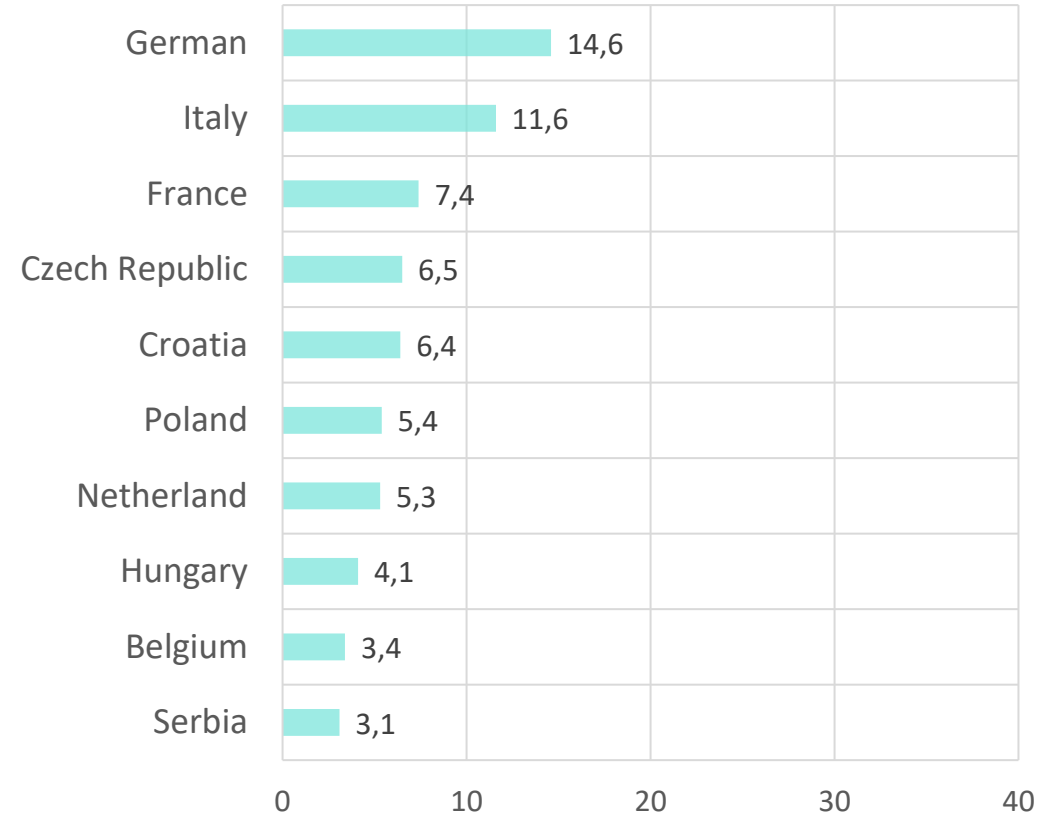
**Other markets:**  
30,2 %.

# Tourism in the Central Slovenia Region, overnight stays, year 2024 (in %)

## Ljubljana (in %)



## Central Slovenia Region (in %)



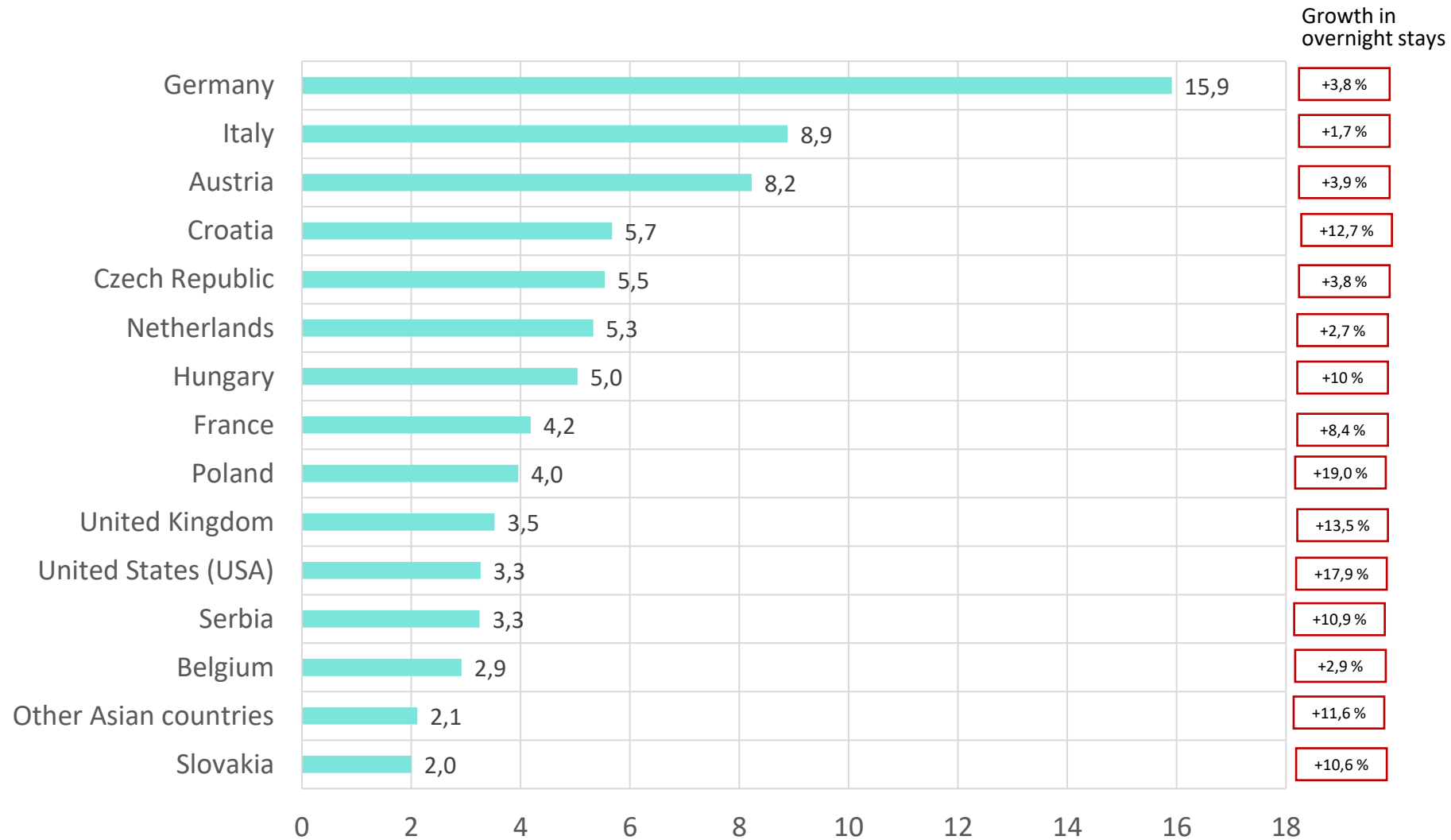
# Top 15 Foreign Markets by Growth in Overnight Stays, 2024

Country	Growth in overnight stays	Overnight stays by tourist	Positioning of the market based on the number of markets by overnight stays*
Latvia	184,4	6.143	45.
Other countries of Oceania	169,7	482	52.
Other countries of North America	163,2	31	53.
China	154,9	42.457	17.
South Africa	141,9	3.804	49.
Canada	139,2	36.635	20.
Luxembourg	135,5	4.007	48.
Turkey	132,1	25.284	30.
Estonia	130,6	5.115	47.
Korea (Republic of)	130,4	23.133	31.
Denmark	128,7	26.489	26.
United States	128,3	185.408	3.
Other African countries	127,9	13.675	39.
Brazil	127,2	21.297	33.
New Zealand	125,8	8.899	43.

Source: Statistical Office of the Republic of Slovenia, TL.

. \* : Statistical Office of the Republic of Slovenia tracks the arrivals and overnight stays of visitors from 53 countries

# Top 15 Foreign Markets by Overnight Stays, Slovenia, 2024 (in %)



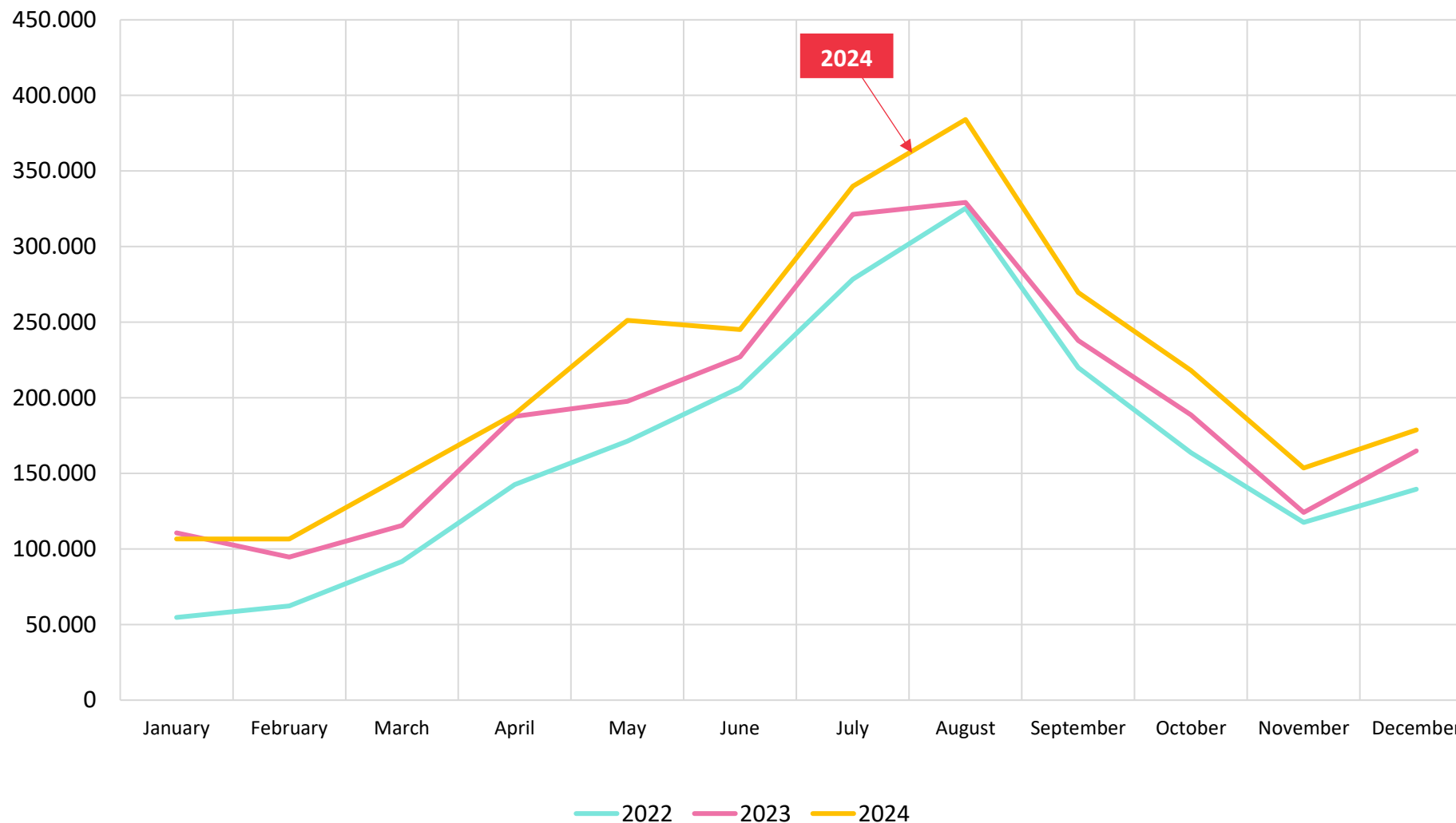
**Top 15 markets:**  
79,8 %.

**Other markets:**  
20,2 %.



# SEASONALITY

# Seasonality, total overnight stays, 2022–2024 (number)



**Seasonality rate:**

**0,236**

Slovenia 0,314

**Winter: 15,1 %**

**Spring: 22,7 %**

**Summer: 37,4 %**

**Autumn: 24,8 %**



Source: Statistical Office of the Republic of Slovenia, TL.