

ANNUAL DATA OVERVIEW

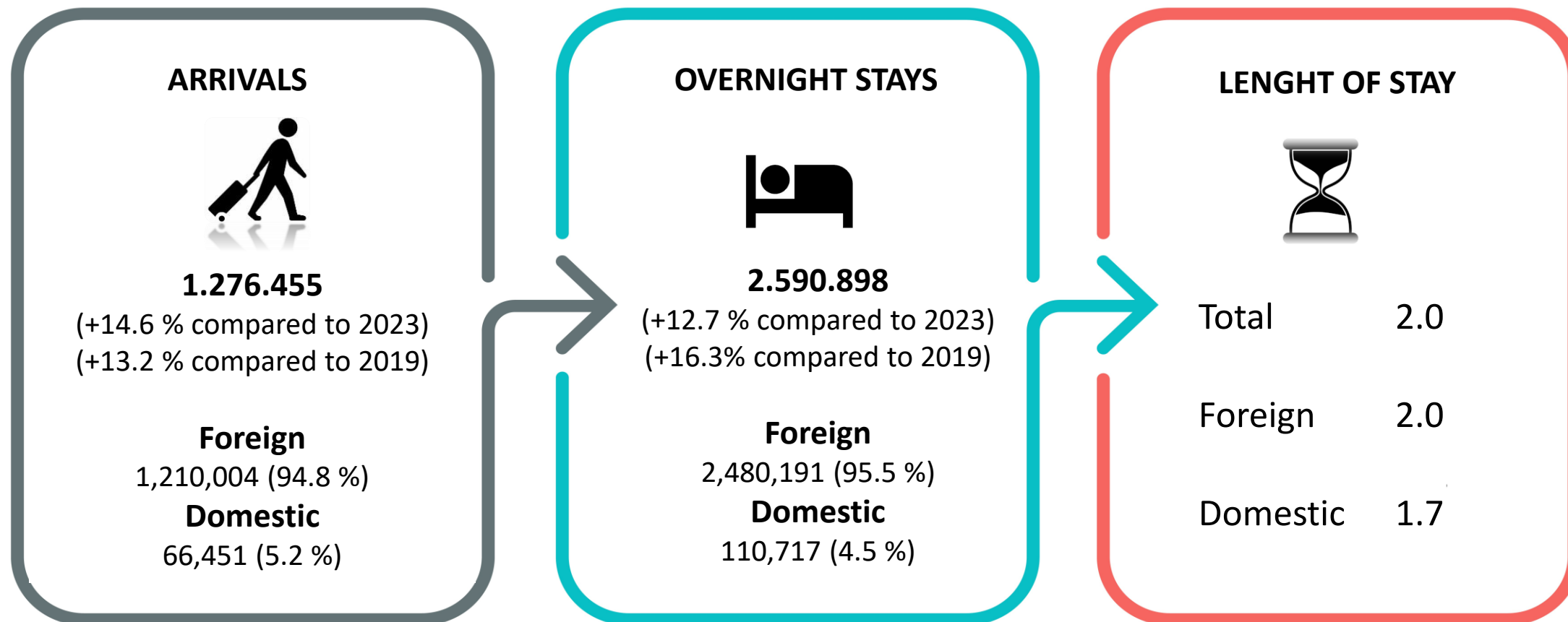


Turizem Ljubljana



TOURISM FLOWS IN LJUBLJANA

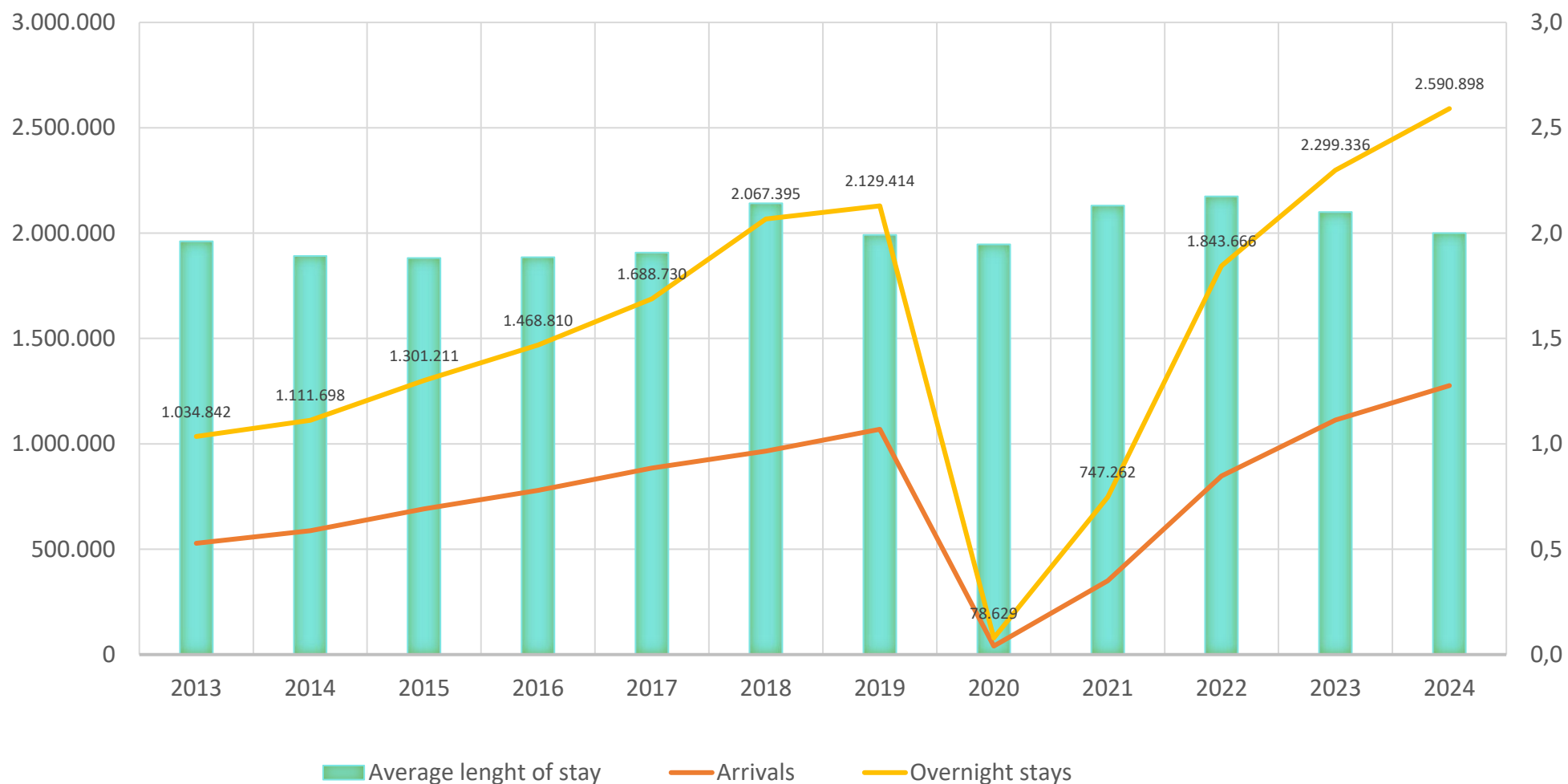
Ljubljana Tourism in 2024



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

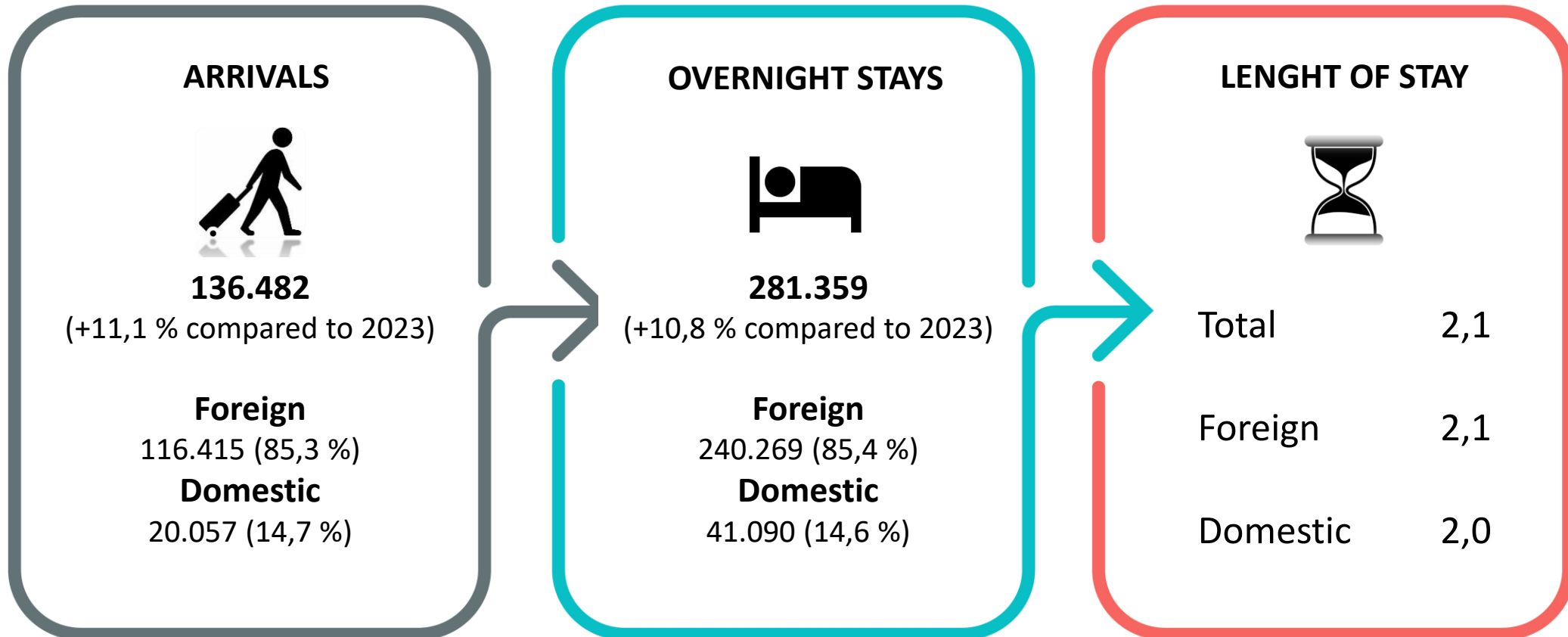
	Total		Domestic		Foreign	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
Jan	-2,4	-3,6	1,2	1,5	-2,8	-4,1
Feb	18,3	12,7	10,1	13,5	19,3	12,6
Mar	33,3	28,1	5,7	6,6	36,5	29,9
Apr	-0,4	0,9	8,8	12,9	-0,9	0,4
May	30,5	27,1	9,9	8,0	31,5	27,8
Jun	9,2	7,9	8,7	5,8	9,2	8,0
Jul	4,8	5,8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

Ljubljana Tourism in 2024

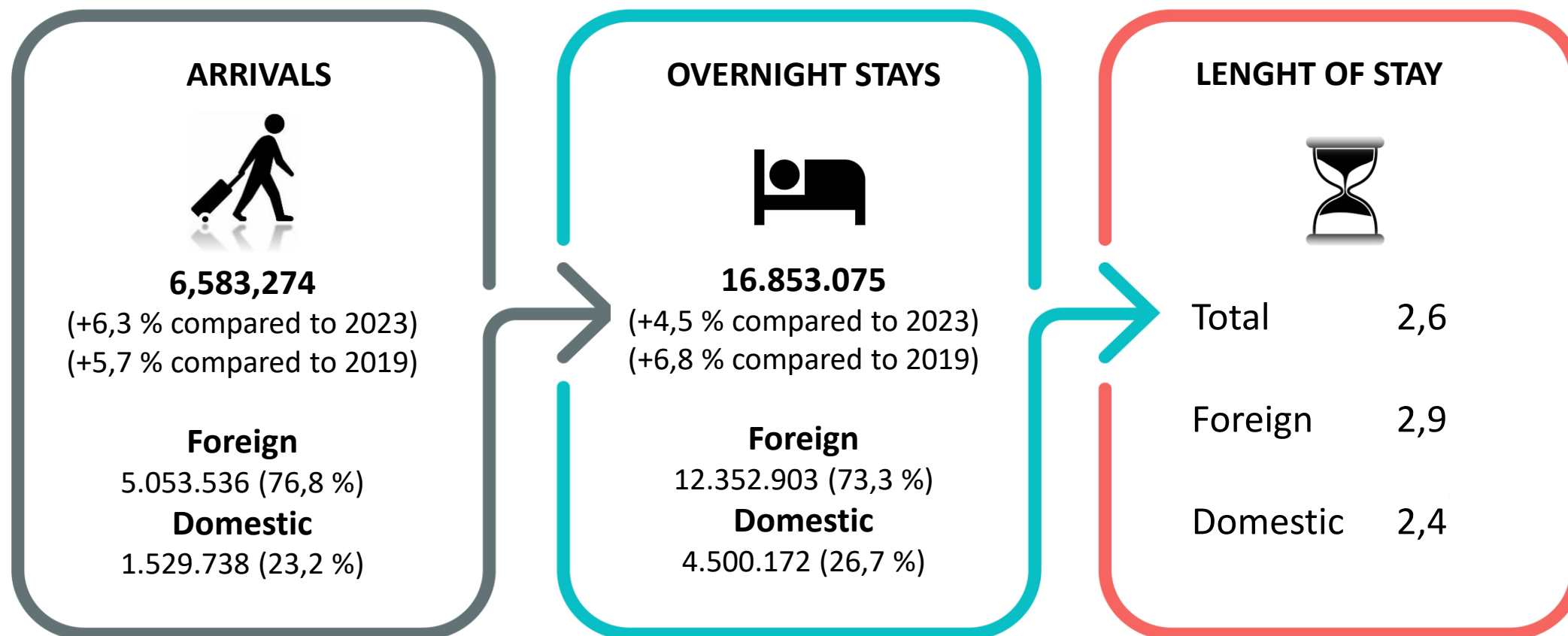


Source: Statistical Office of the Republic of Slovenia, TL.

Tourism in the Central Slovenia Region in 2024

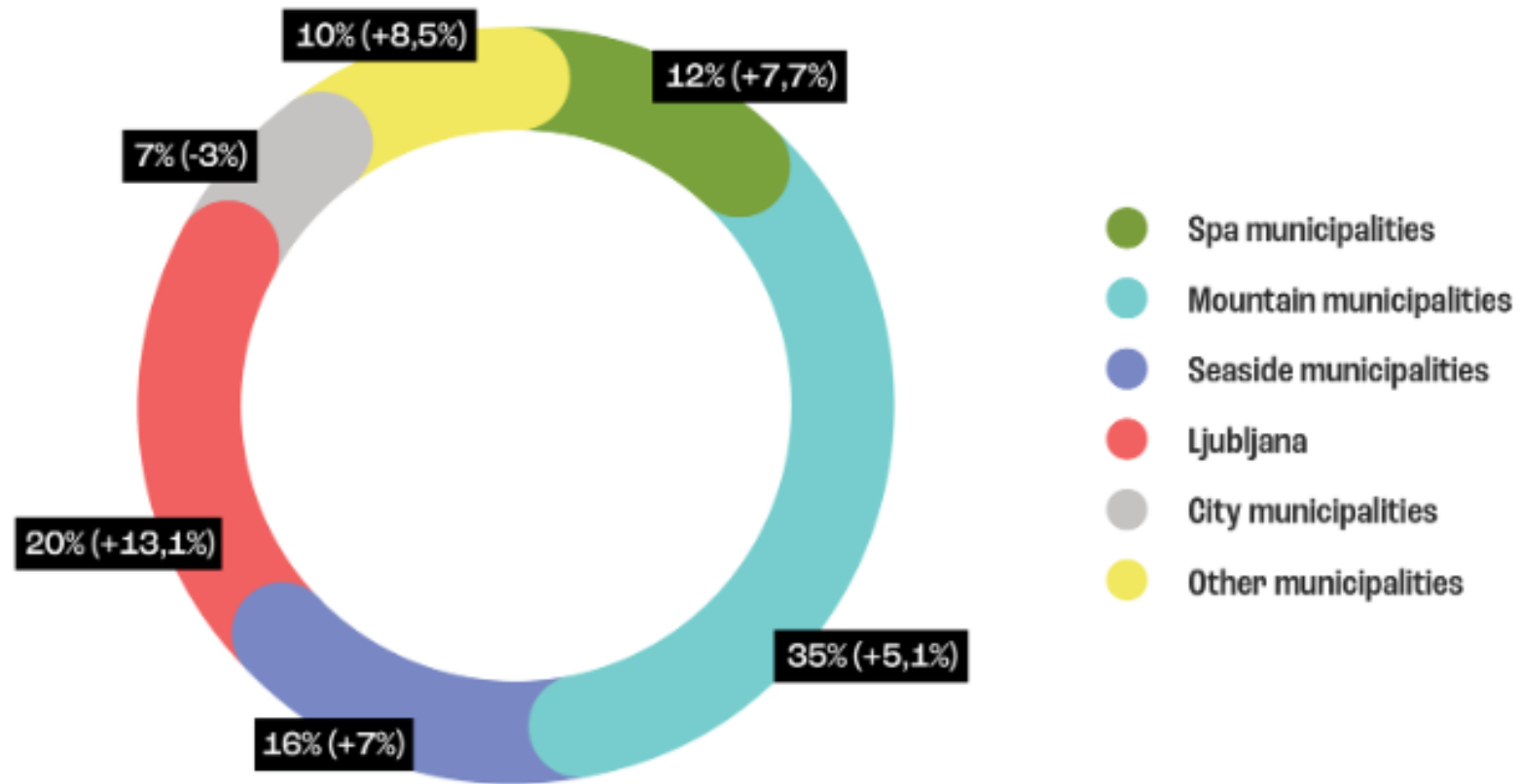


Slovenian Tourism in 2024

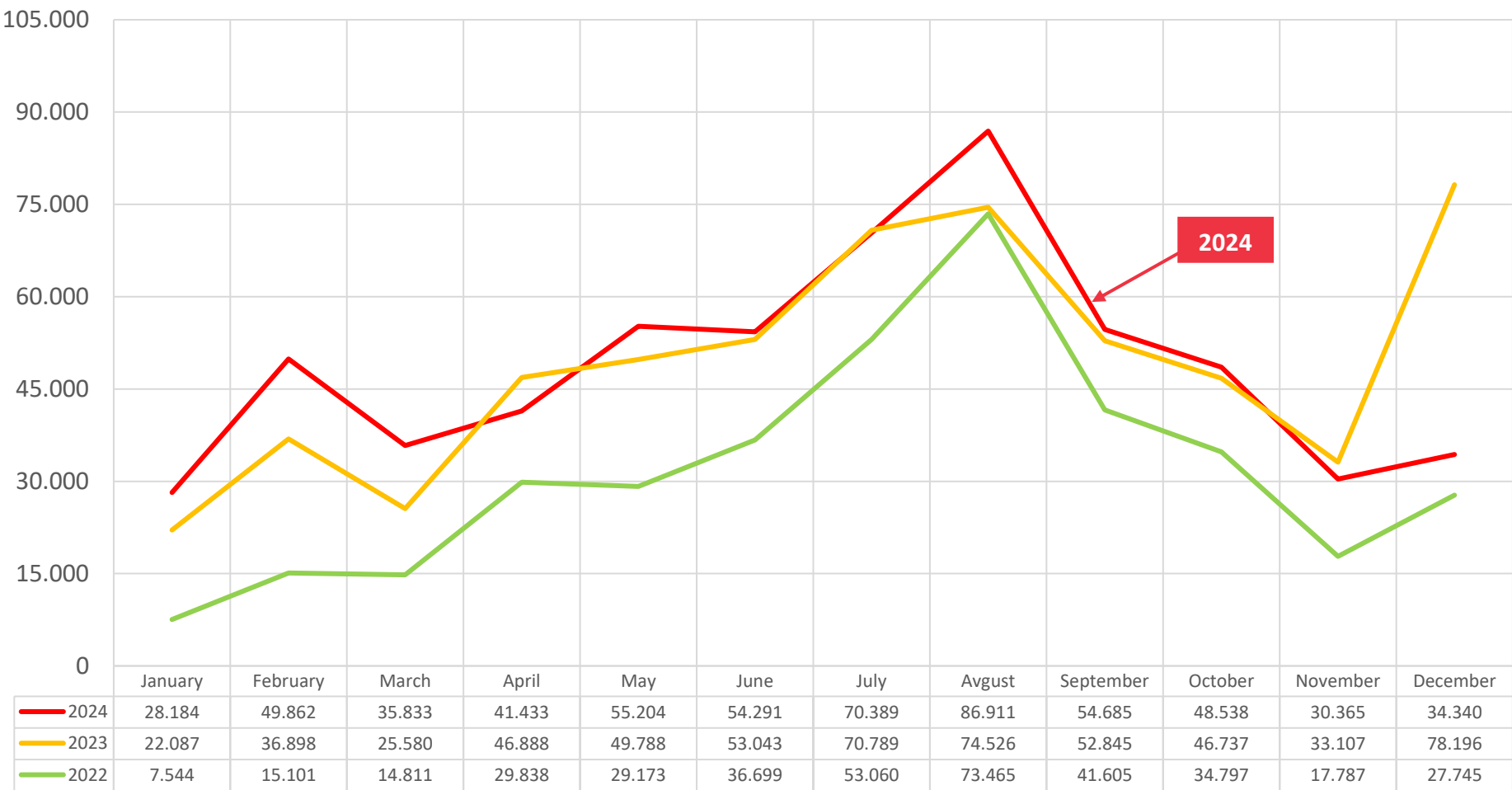


Slovenian Tourism in 2024

Overnight Stays by Foreign Visitors by Type of Municipality and Growth Rates Compared to 2023



Visitor Numbers for Museums and Galleries, 2022–2024



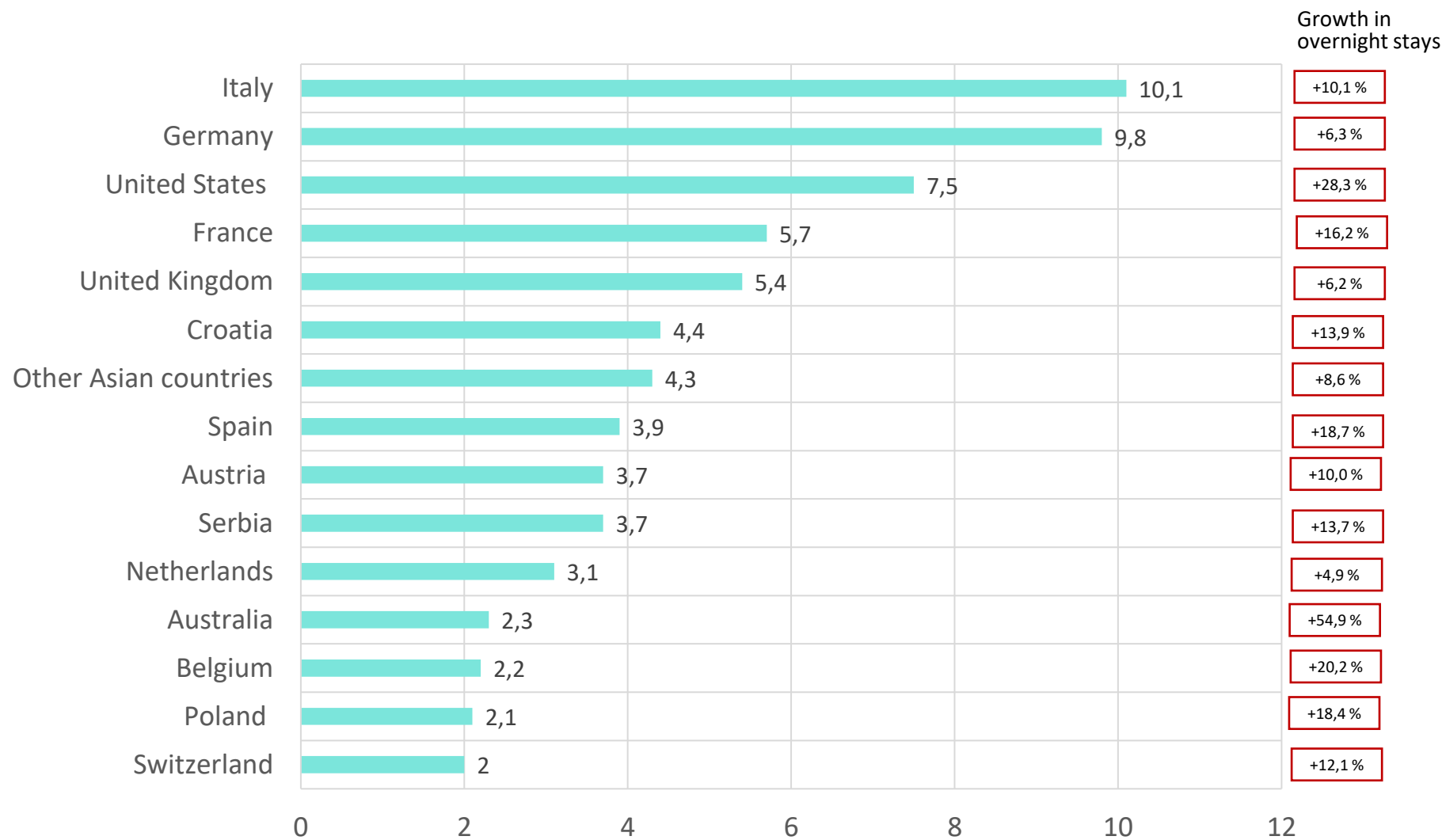
Year	Total
2024	590.035
2023	590.484
2022	381.625

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

The background of the slide is a faded, grayscale image of a historic European city scene. On the left, there is a long, two-story building with a classical portico featuring several white columns. Above the portico, a series of arched windows runs along the upper floor. To the left of this building, a tall, light-colored clock tower with a domed roof and a small spire is visible. In the foreground, a calm body of water, likely a river or canal, reflects the buildings and the sky. The overall atmosphere is serene and historical.

KEY MARKETS

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

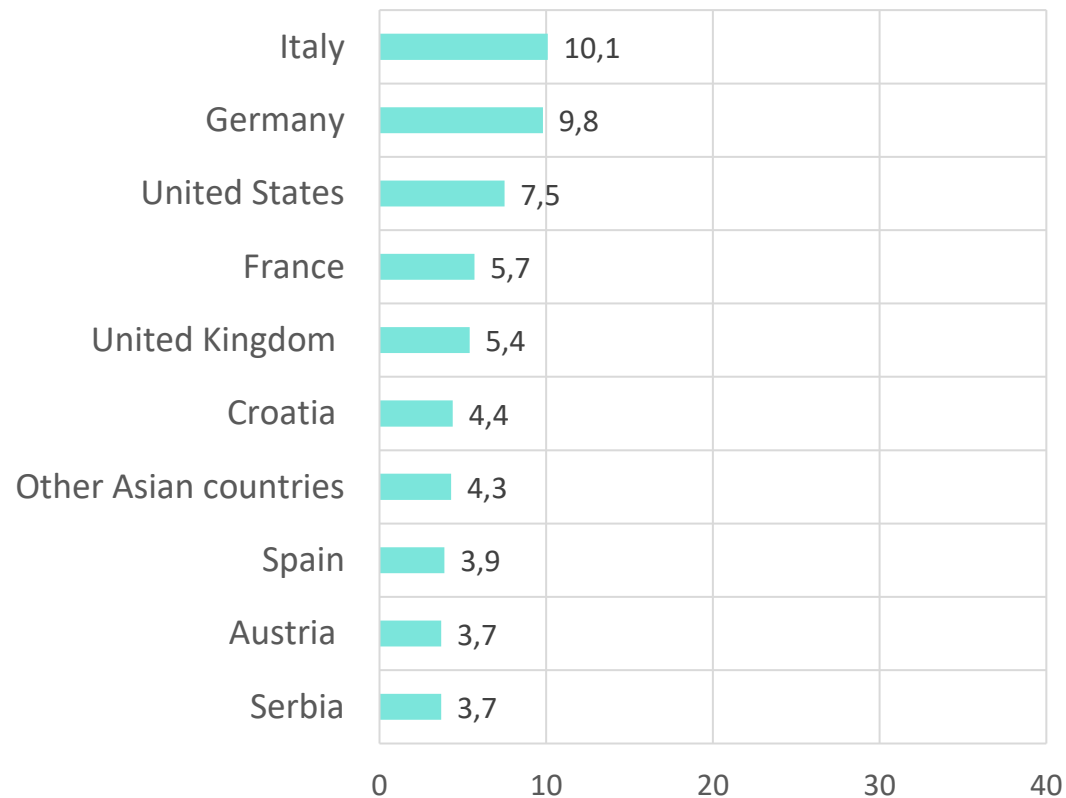


Top 15 markets:
69,8 %.

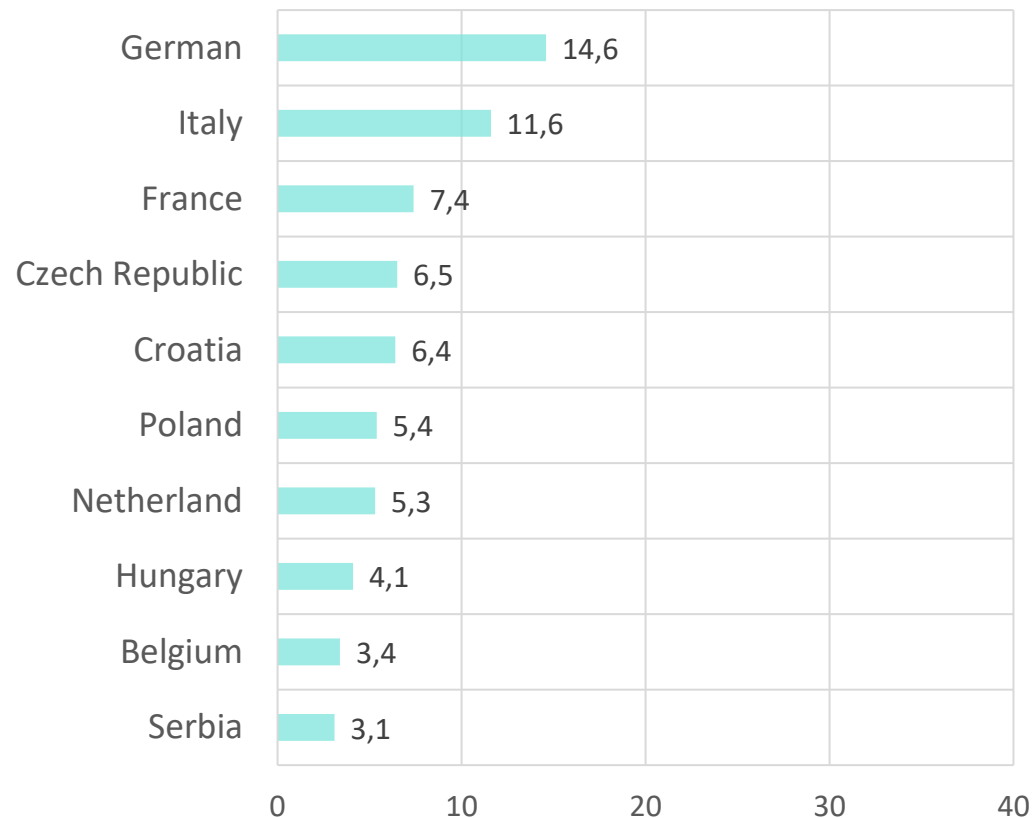
Other markets:
30,2 %.

Tourism in the Central Slovenia Region, Overnight Stays, year 2024 (in %)

Ljubljana (in %)



Central Slovenia Region (in %)



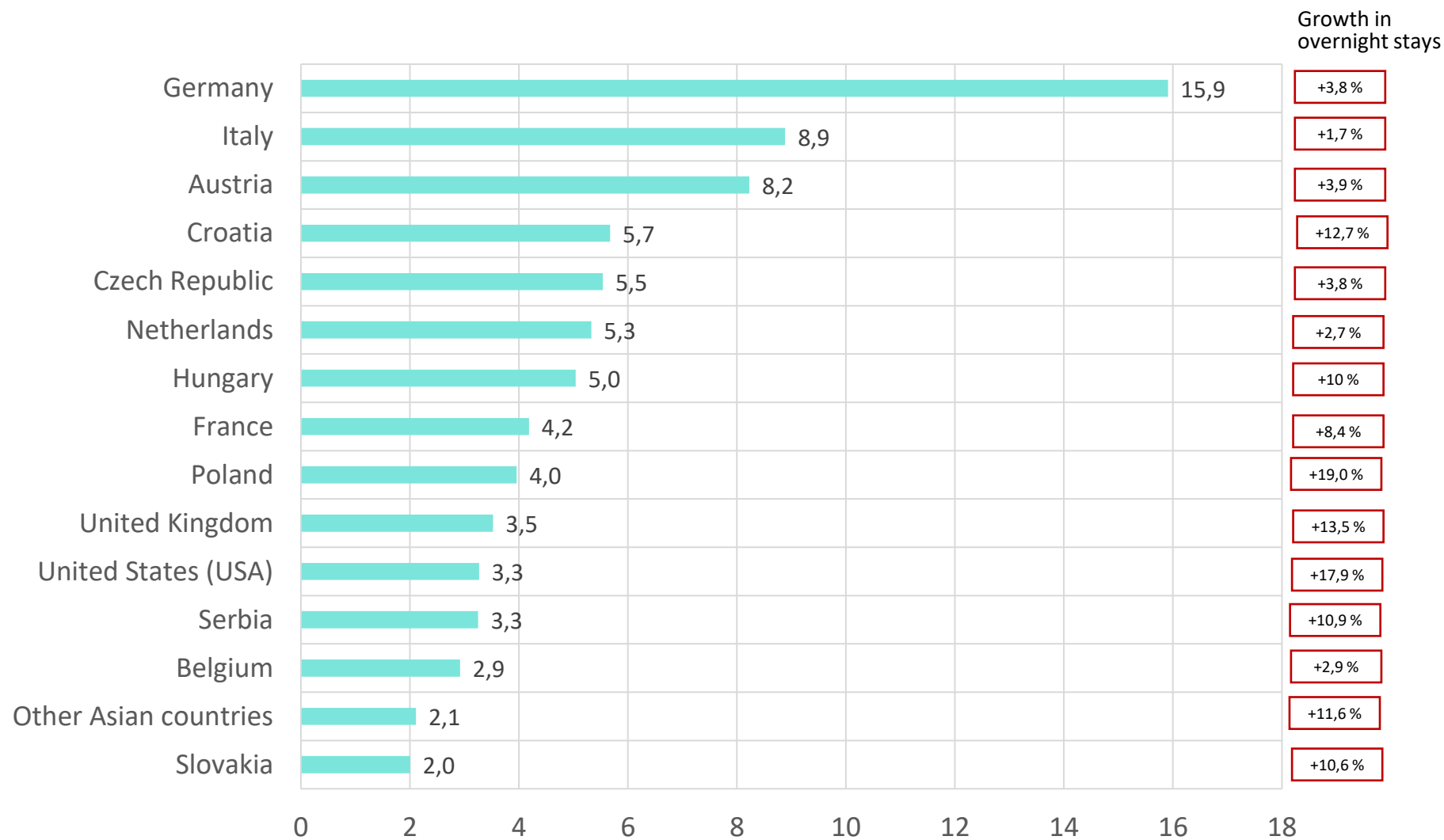
Top 15 Foreign Markets by Growth in Overnight Stays, 2024

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 %)



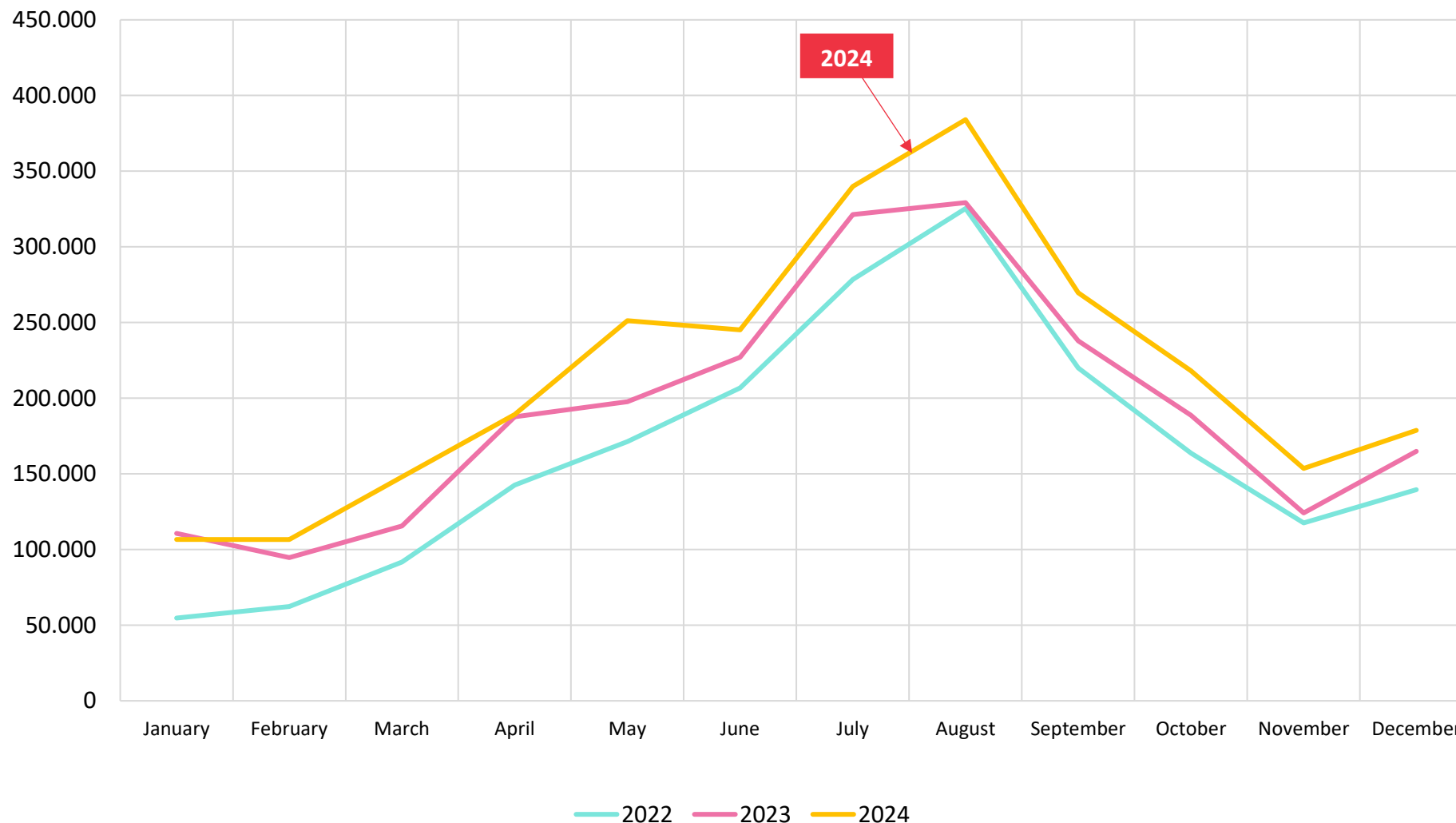
Top 15 markets:
79,8 %.

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.