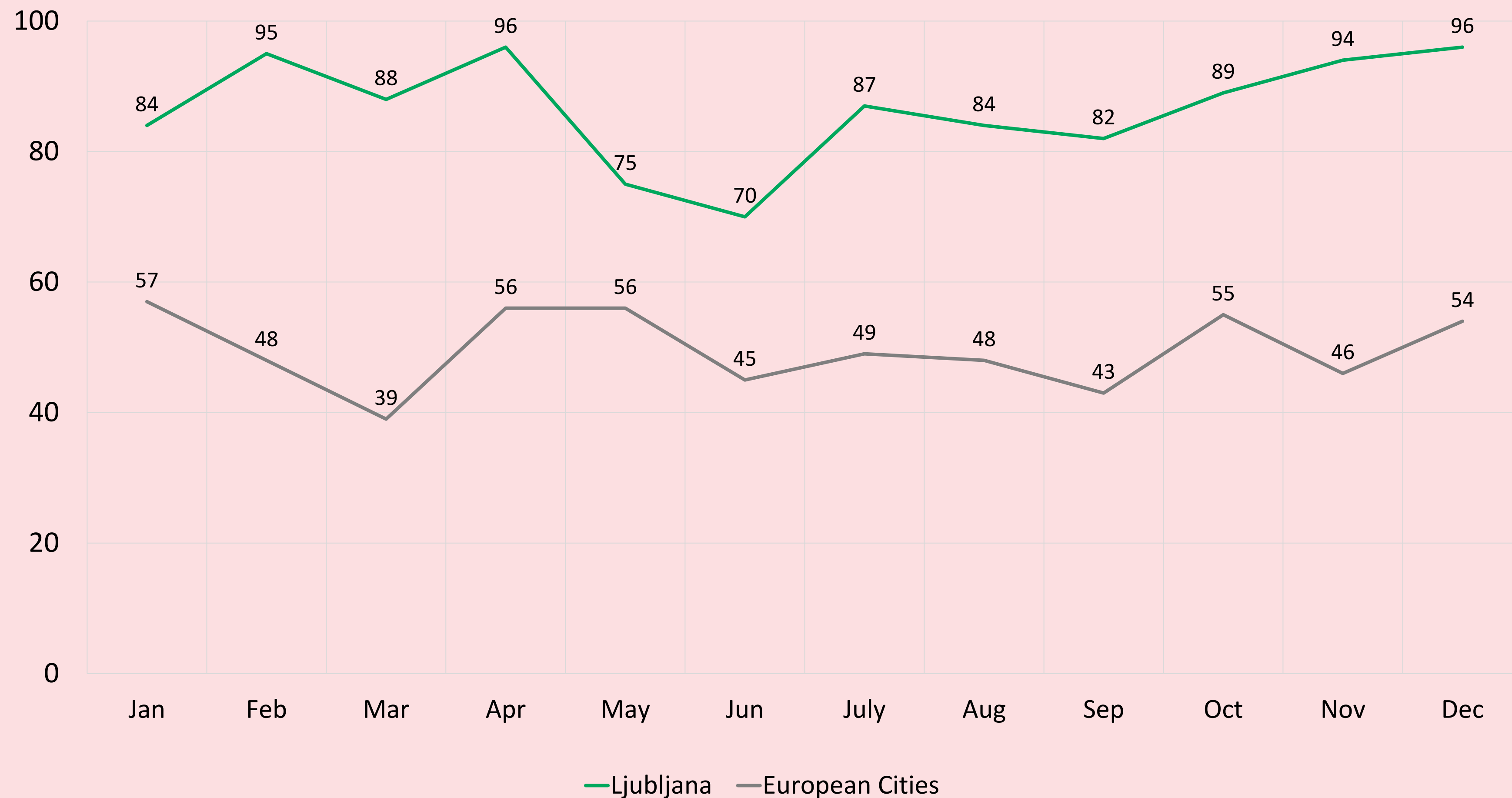


# DATA NEWSLETTER



# Online Reputation in 2025

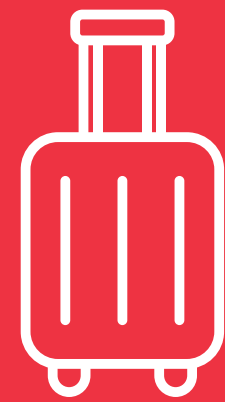


LJUBLJANA  
87

EUROPEAN  
CITIES  
50

# Tourism in 2025

## Arrivals

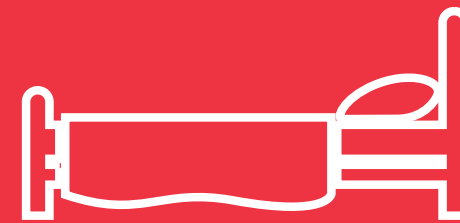


1,392,728  
+9.1% compared to 2024

International  
1,322,216 (94.9%)

Domestic  
70,512 (5.1%)

## Overnight Stays



2,844,129  
+9.8% compared to 2024

International  
2,730,510 (96.0%)

Domestic  
113,619 (4.0%)

## Length of Stays

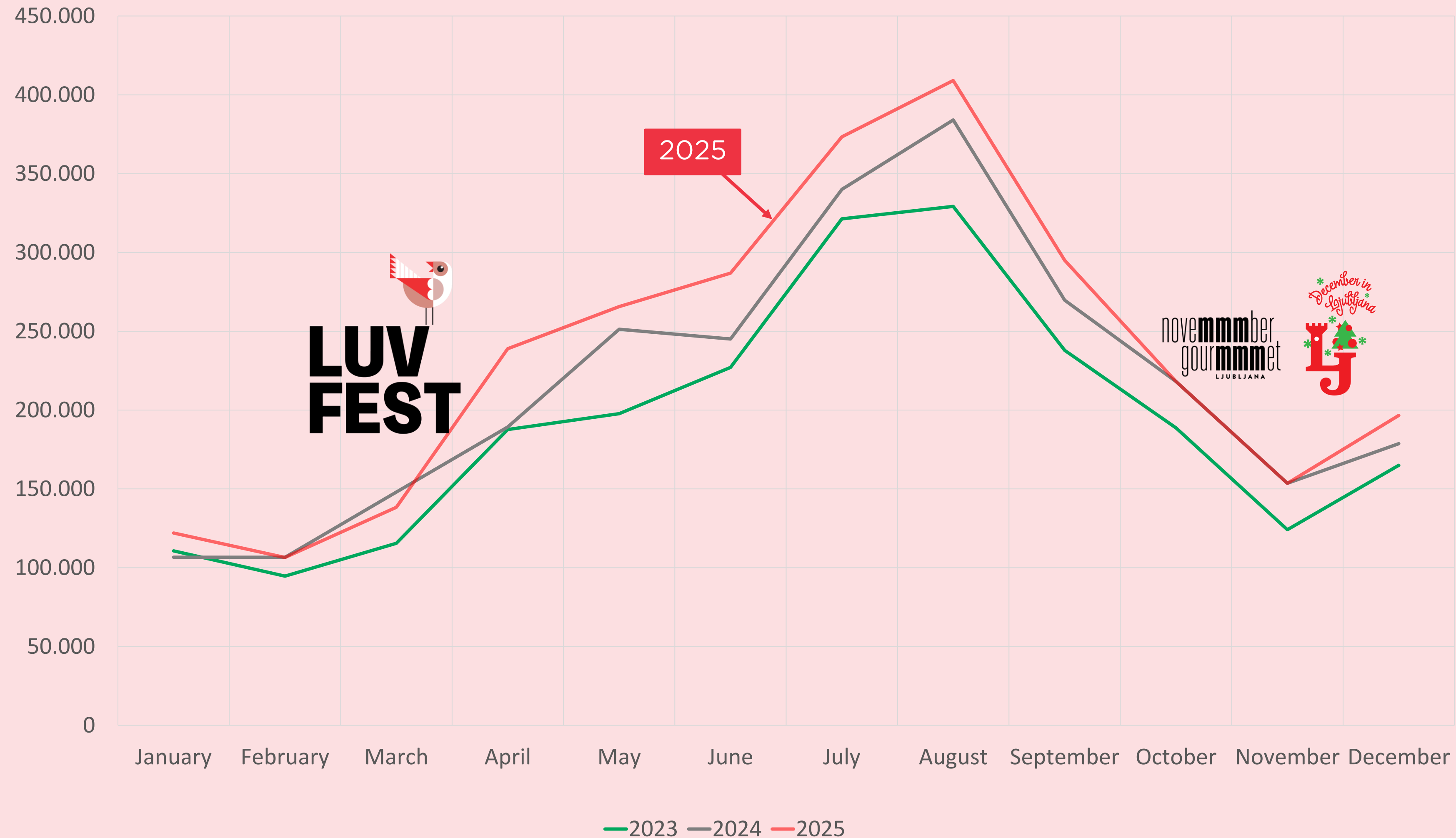


Total  
2.0

International  
2.1

Domestic  
1.6

# Seasonality, Total Overnight Stays



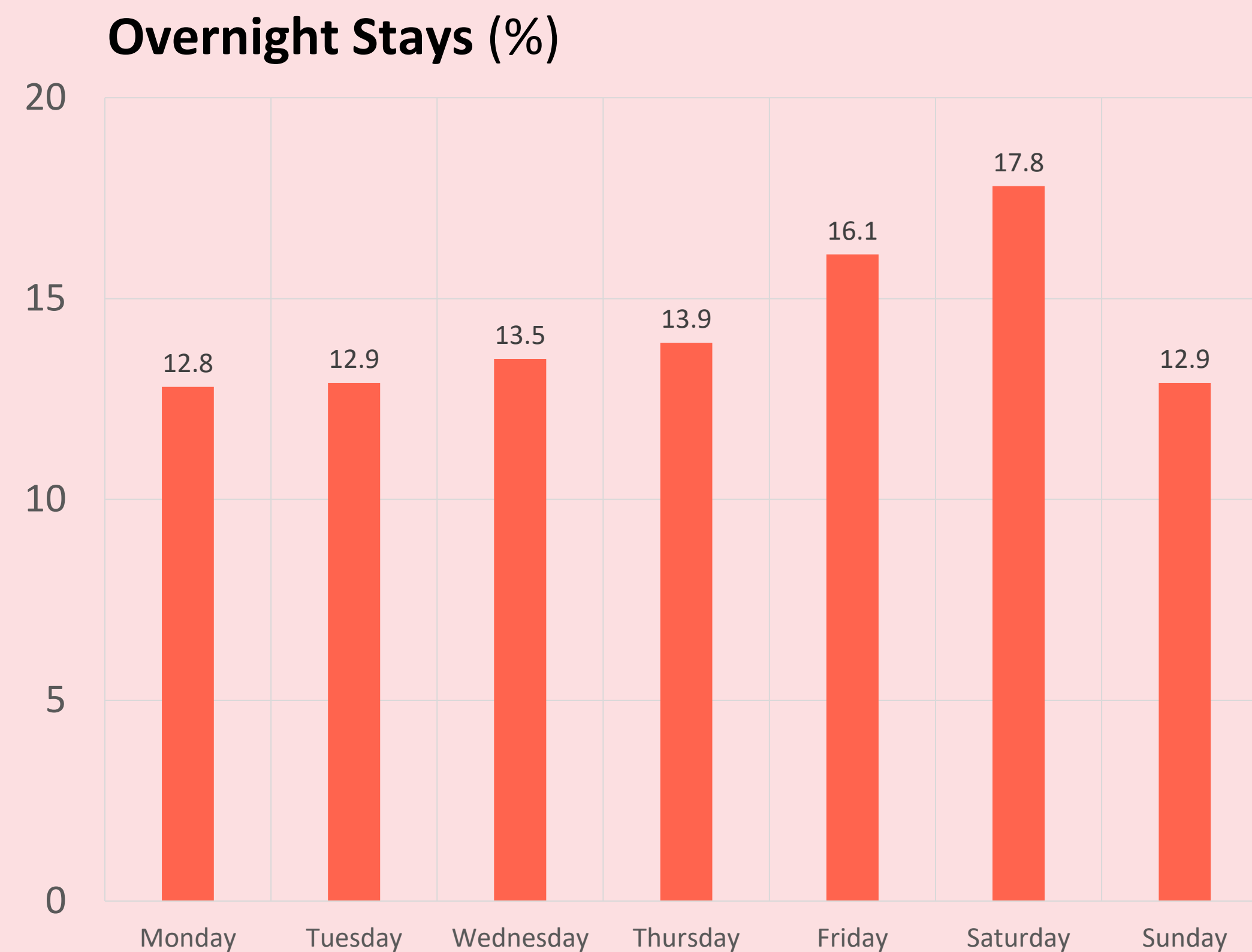
Winter 14.9 %  
Spring 22.6 %  
Summer 37.6 %  
Autumn 24.9 %

Source: SURS, TL.

# Arrivals and Overnight Stays by Day of the Week (%)

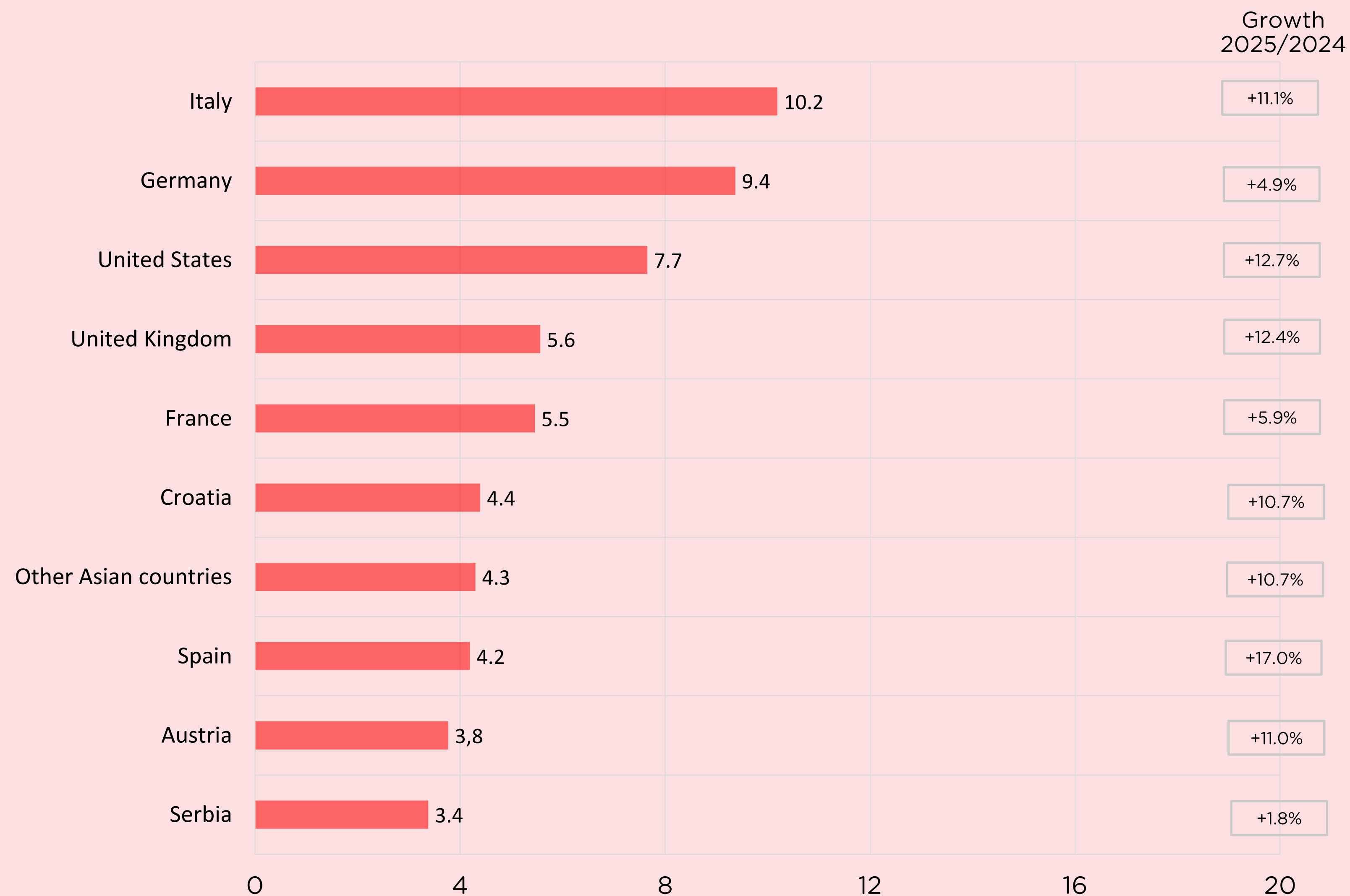


36.0% of arrivals in the first half of the year were generated on Friday and Saturday.



33.9% of overnight stays in the first half of the year were generated on Friday and Saturday.

# Top 15 Markets by International Overnight Stays (%)

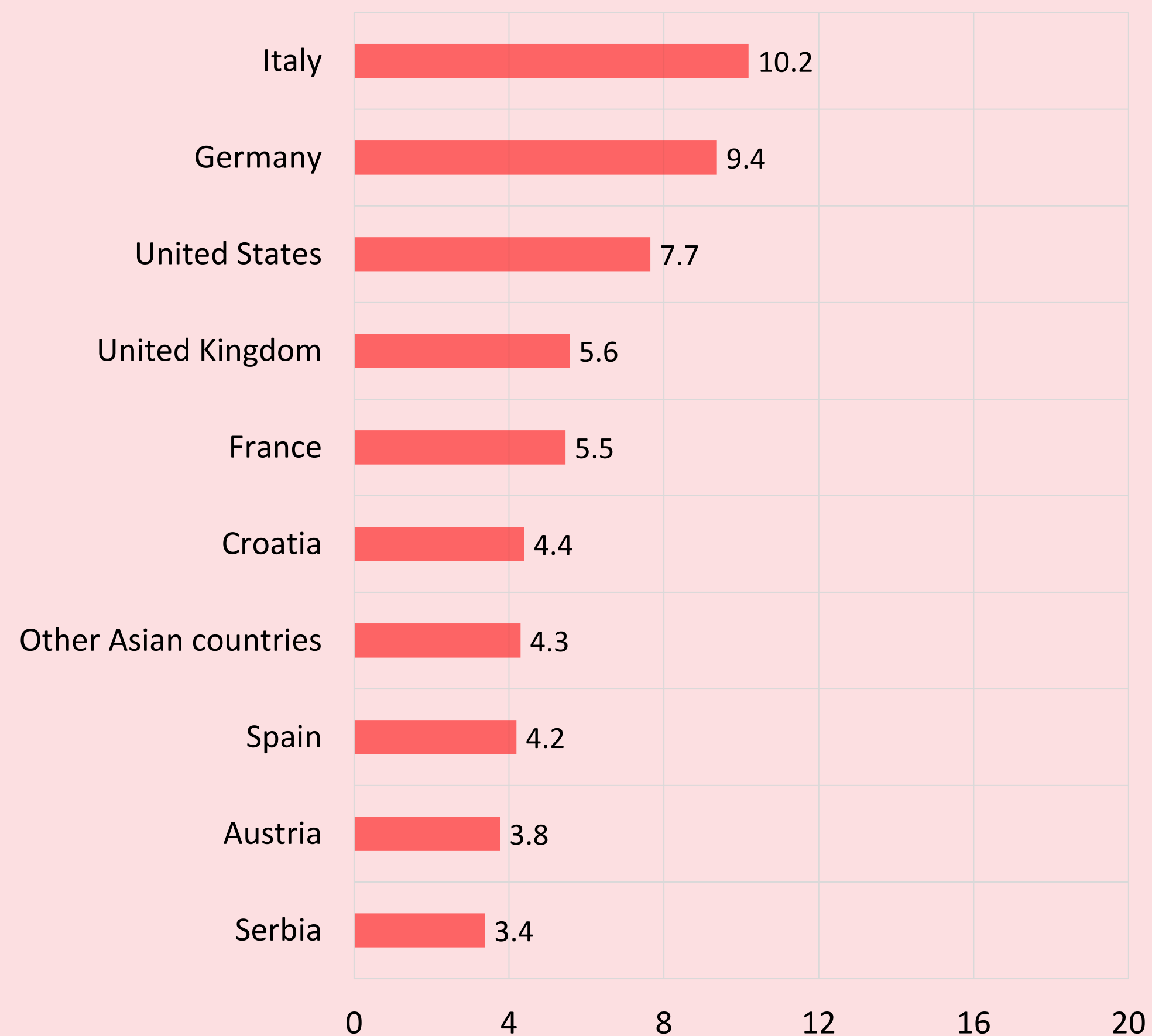


Top 10 markets  
58.3%

Other markets  
41.7%

# Top 15 Markets by International Overnight Stays (%)

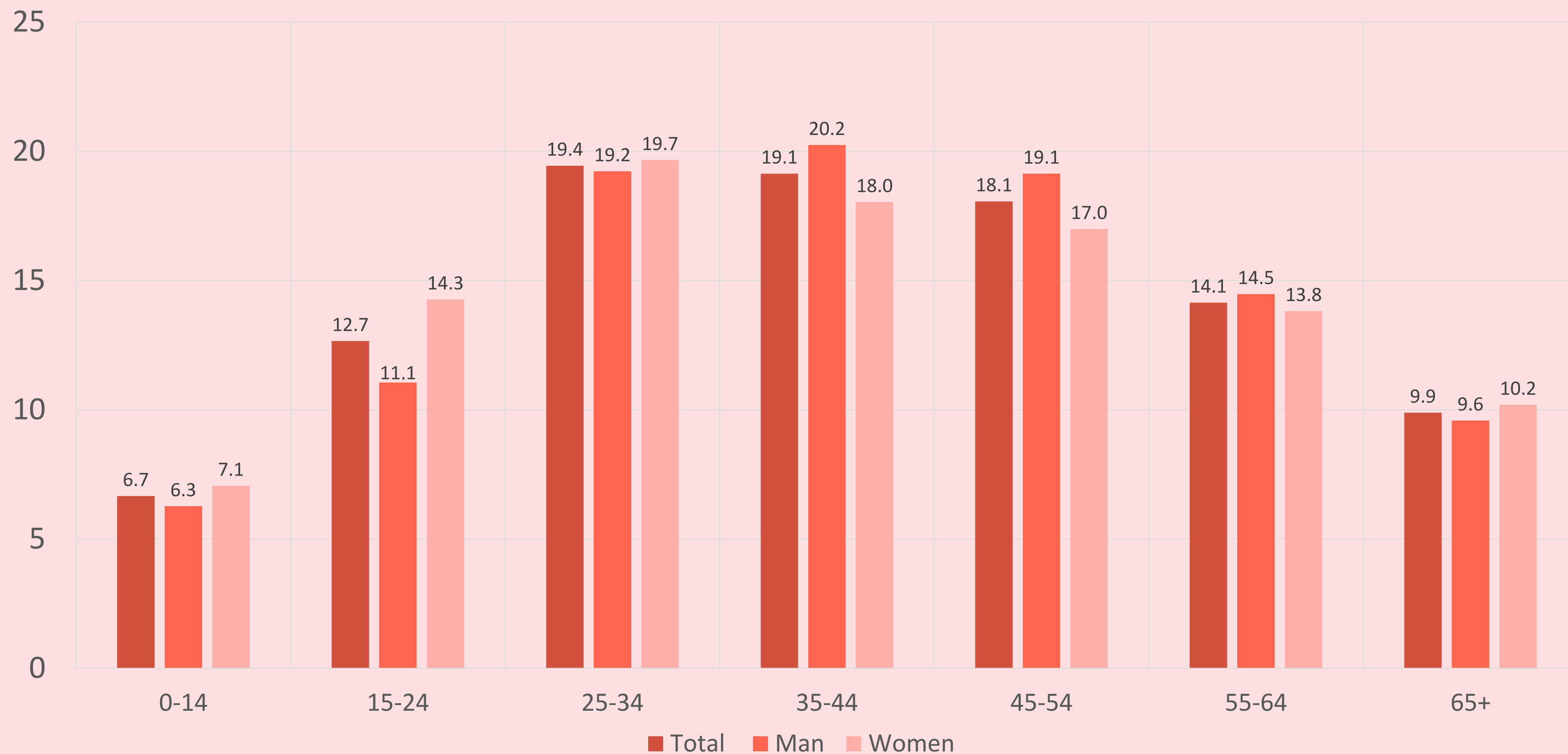
## Ljubljana (%)



## Slovenia (%)



# Age Structure of Visitors (%)



Source: Ljubljana FLOWS, eTurizem.