



Consumption and Characteristics of International Visitors to Ljubljana

2022

Commissioned by: Ljubljana Tourism
Contractor: Faculty of Economics

Summary

Demographic data and characteristics of visitors to Ljubljana

- Respondents were evenly distributed by gender, with age groups corresponding to the Statistical Office of the Republic of Slovenia (SORS) measurement in 2019. The sample predominantly consisted of private sector employees and visitors from Germany, Italy, France, the USA, the United Kingdom and Austria. There were no significant deviations in the structure when compared with the 2021 SORS data. There was a slight increase in visitors from the USA, who started to travel more in 2022. The number of visitors from nearby countries, which had been greater during the COVID-19 crisis, was lower.
- Most of the visitors came to Ljubljana for a city break. This was followed by coming for culture, transit, food and drink, and visiting friends and/or family. Over a fifth of respondents spent only one day in Ljubljana, over a third two days, less than a fifth three days, while one in ten stayed four days. More than three quarters of respondents were visiting Ljubljana for the first time. A little less than a third of respondents stayed in a hotel, while a quarter booked private accommodation.
- Most of the respondents travelled to Ljubljana by private vehicle, followed by bus, train or plane. The majority of respondents travelled to Ljubljana directly from home. Among the remainder, the largest number travelled to Ljubljana from other destinations in Slovenia. Over a fifth of respondents returned directly home following their visit to Ljubljana. Two fifths of respondents also visited other destinations in Slovenia. More than two fifths of respondents travelled with a partner, one fifth with family, and one fifth with friends.

Tourist services in Ljubljana

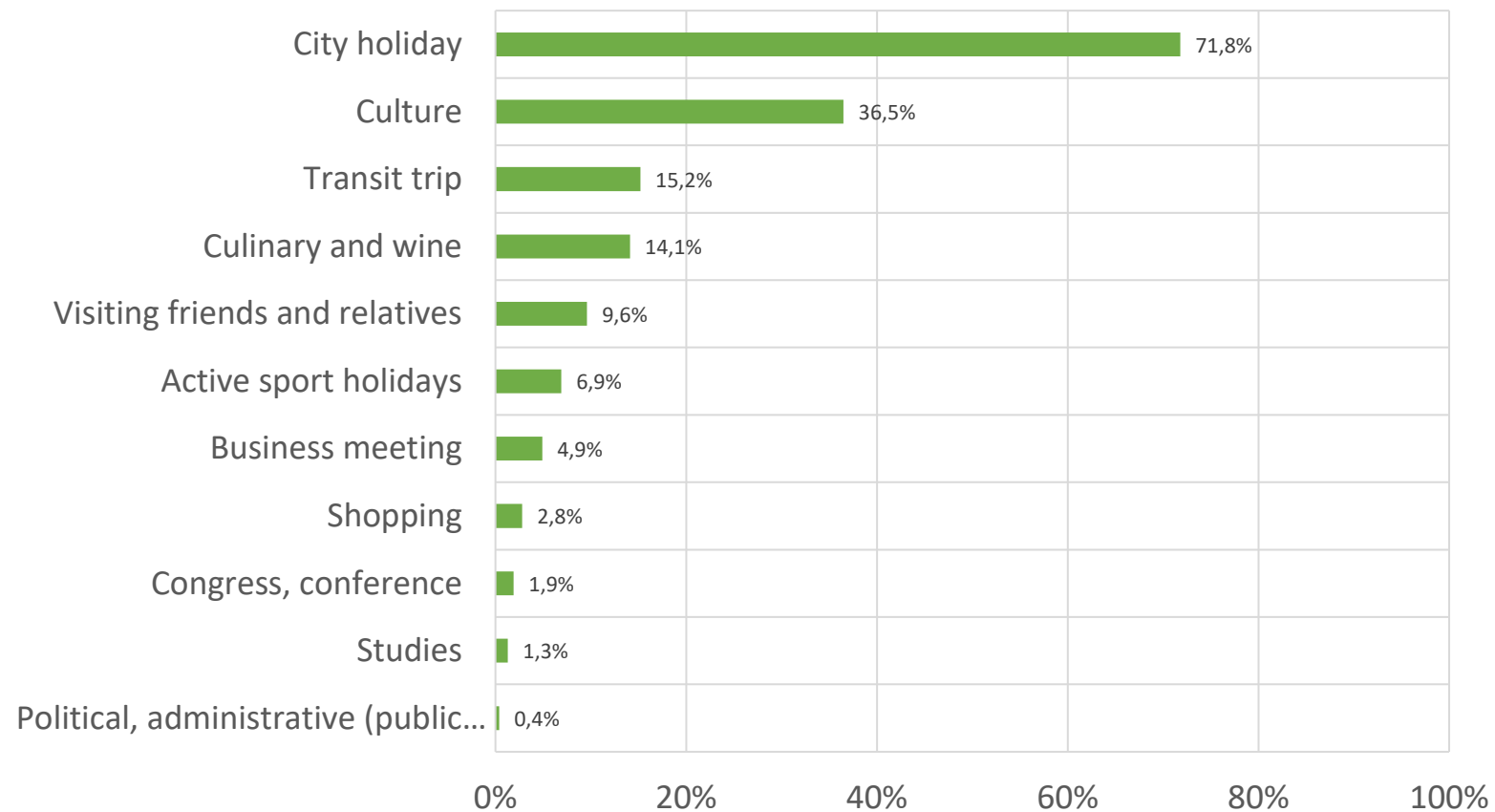
- According to the respondents, Ljubljana is a city that protects natural resources and is socially inclusive, accepting of minorities, differences and diversity. The city's tourism services are technologically advanced/digitalised, and over a third of respondents had accessed the visitljubljana.com website. More than two thirds of respondents rated the likelihood of recommending a visit to Ljubljana to a friend with the highest score of 100. The average score was 93.8, which is an excellent result. After their visit, the respondents perceived Ljubljana as beautiful, pleasant, calm, hospitable, lovely, pretty, green and wonderful.

Summary

Expenditure of visitors to Ljubljana

- Two fifths of respondents (60.6%) estimated that their spending up to that point had been in line with their expectations. 16.8% of respondents spent less than expected and 22.6% spent more than expected. The average expenditure of all visitors per person per day, excluding accommodation, was EUR 53.34. The average expenditure per person per day of overnight visitors was EUR 122.84. The majority of visitors spent their money on food and drink (87.6%) and accommodation (71.9%). This was followed by shopping (30.7%), culture (19.7%), transport within Ljubljana (15.3%), trips outside Ljubljana (11.5%), and guided tours and other city experiences (10.1%). The average accommodation expenditure per person per day was EUR 72.49. The average expenditure for hotel accommodation was EUR 103.31, for private accommodation EUR 56.46, for hostel accommodation EUR 42.37, and for camping accommodation EUR 22.78.
- The sample did not show significant variation across the different survey periods. There were also no differences by gender. Respondents in the 25–44 and 45–64 age brackets had above-average expenditures, while respondents in the 15–24 and 65+ age brackets had below-average expenditures. Among overnight visitors, respondents in the 45–64 and 65+ age brackets had above-average expenditures, respondents in the 25–44 age bracket had only slightly below-average expenditures, while respondents in the 15–24 age bracket had significantly below-average expenditures.
- Among the 18 countries most represented in the survey responses, visitors from Switzerland, the UK, Spain and the USA had the highest average expenditure. In contrast, respondents from Serbia, Croatia, Bosnia and Herzegovina and Hungary had the lowest average expenditure.
- The overall sample shows above-average expenditure among respondents staying in a hotel or campsite, and below-average expenditure among those staying in private apartments, hostels and with friends and/or family, as well as those who did not overnight in Ljubljana. Among overnight visitors, respondents staying in a hotel had above-average expenditures, while those staying in private apartments, hostels, campsites, and with friends and/or family had below-average expenditures.

Purpose of visit

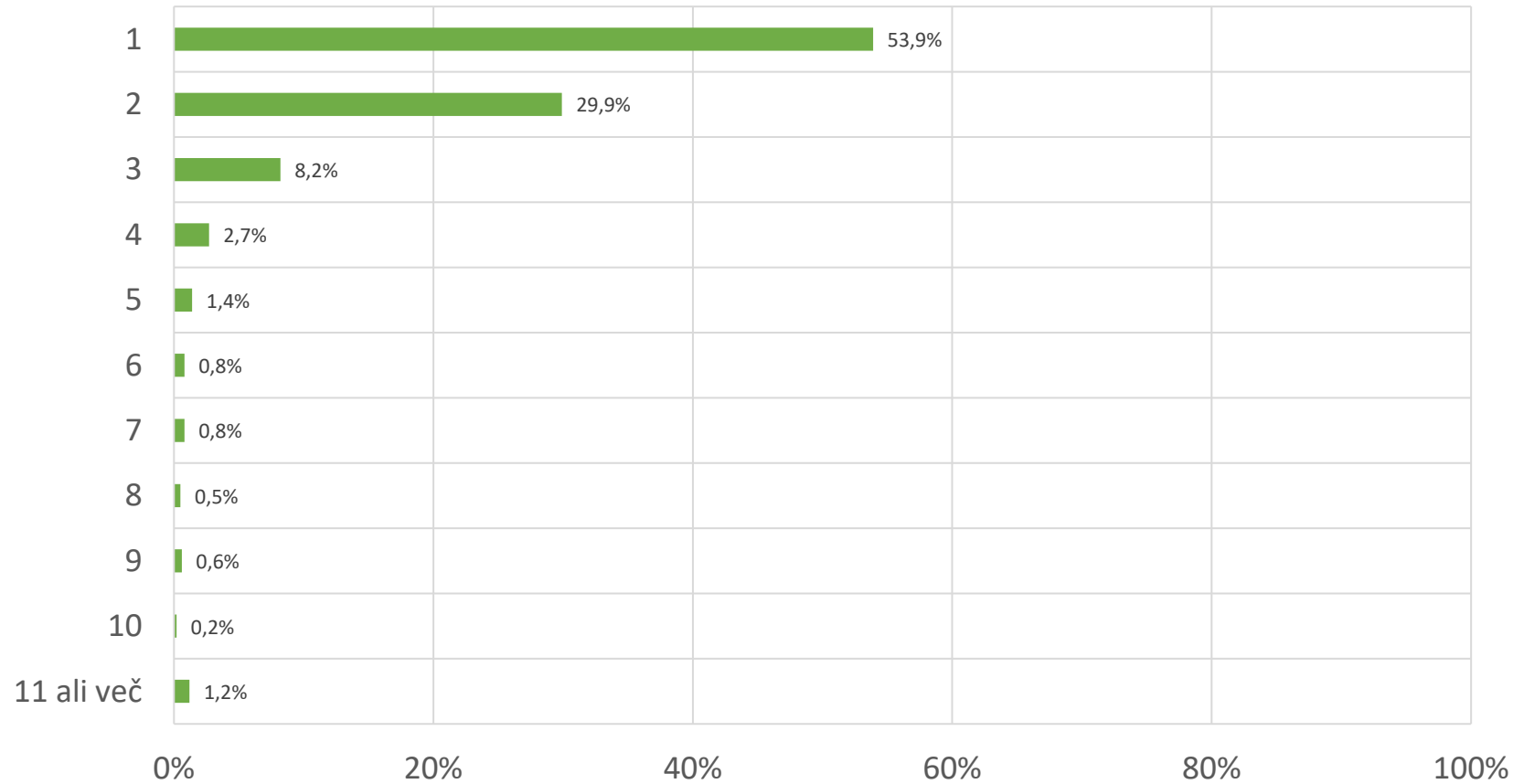


Most visitors (71.8%) visited Ljubljana for a city break. This was followed by coming for culture (36.5%), transit (15.2%), food and drink (14.1%), and visiting friends and/or family (9.6%).

N = 1,025

Source: Survey of International Visitors to Ljubljana, 2022.

How many days have you been staynig in Ljubljana?

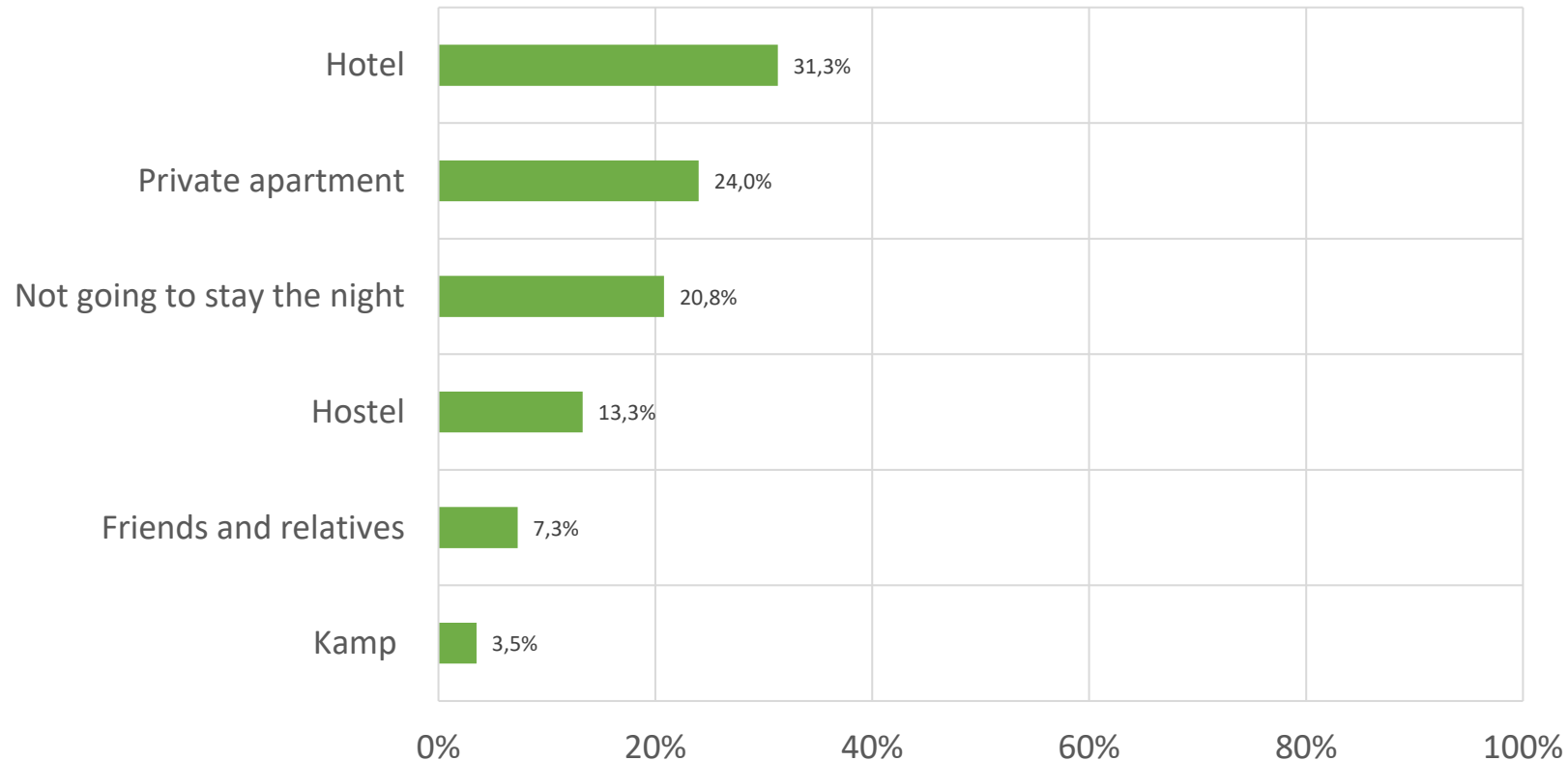


More than half of respondents (53.9%) had only been in Ljubljana for one day, less than a third (29.9%) for two days, and less than a tenth (8.2%) for three days. 1.2% had been staying in Ljubljana for more than 10 days.

N = 1,025

Source: Survey of International Visitors to Ljubljana, 2022.

Type of accommodation

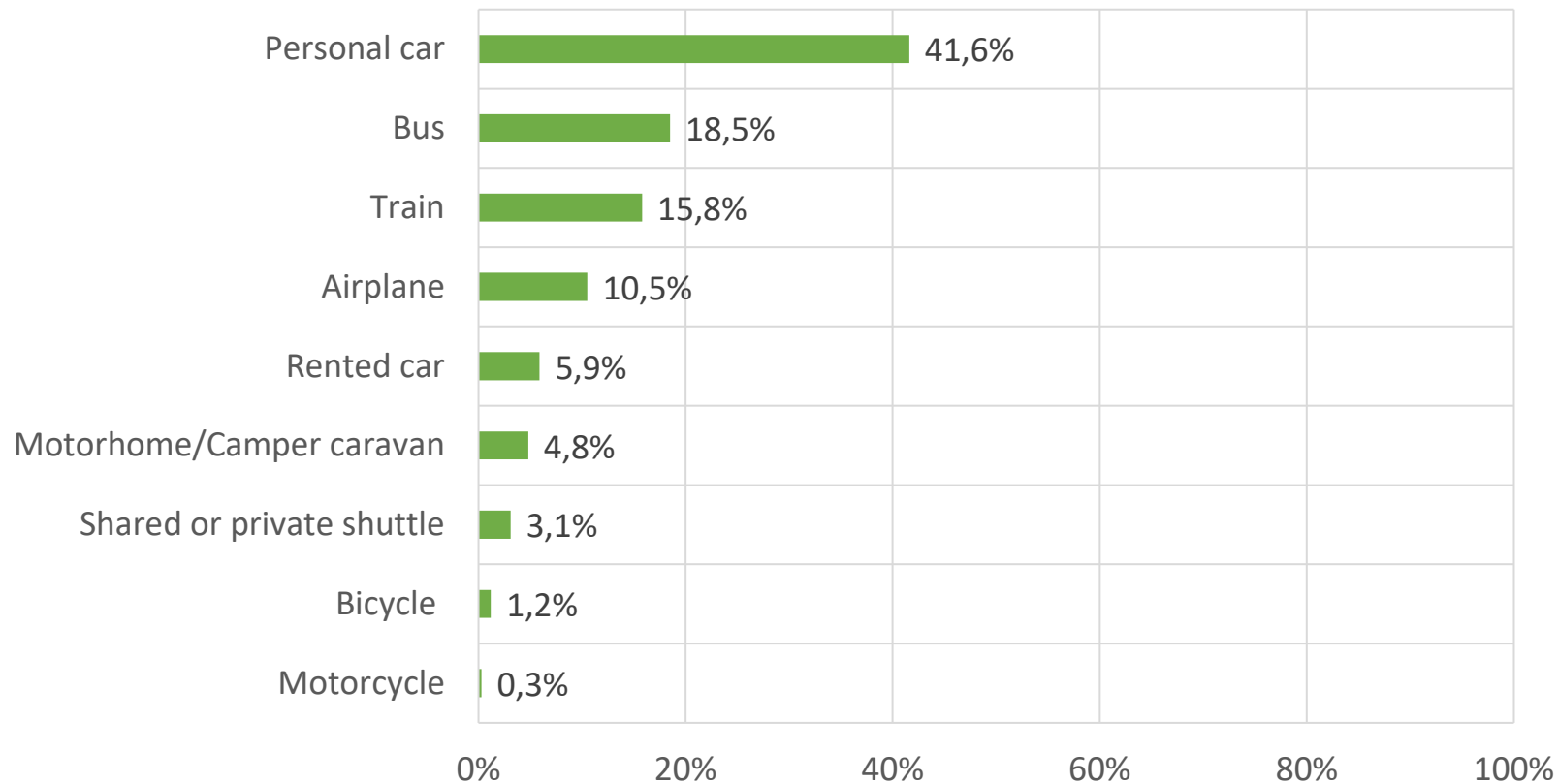


Less than a third (31.1%) of respondents stayed in a hotel in Ljubljana, while less than a quarter (24.0%) stayed in a private apartment. This was followed by staying in a hostel (13.3%), staying with friends and/or family (7.3%), and camping (3.5%). A fifth of respondents (20.8%) did not spend the night in Ljubljana at all.

N = 1,025

Source: Survey of International Visitors to Ljubljana, 2022.

What means of transport did you use to reach Ljubljana?

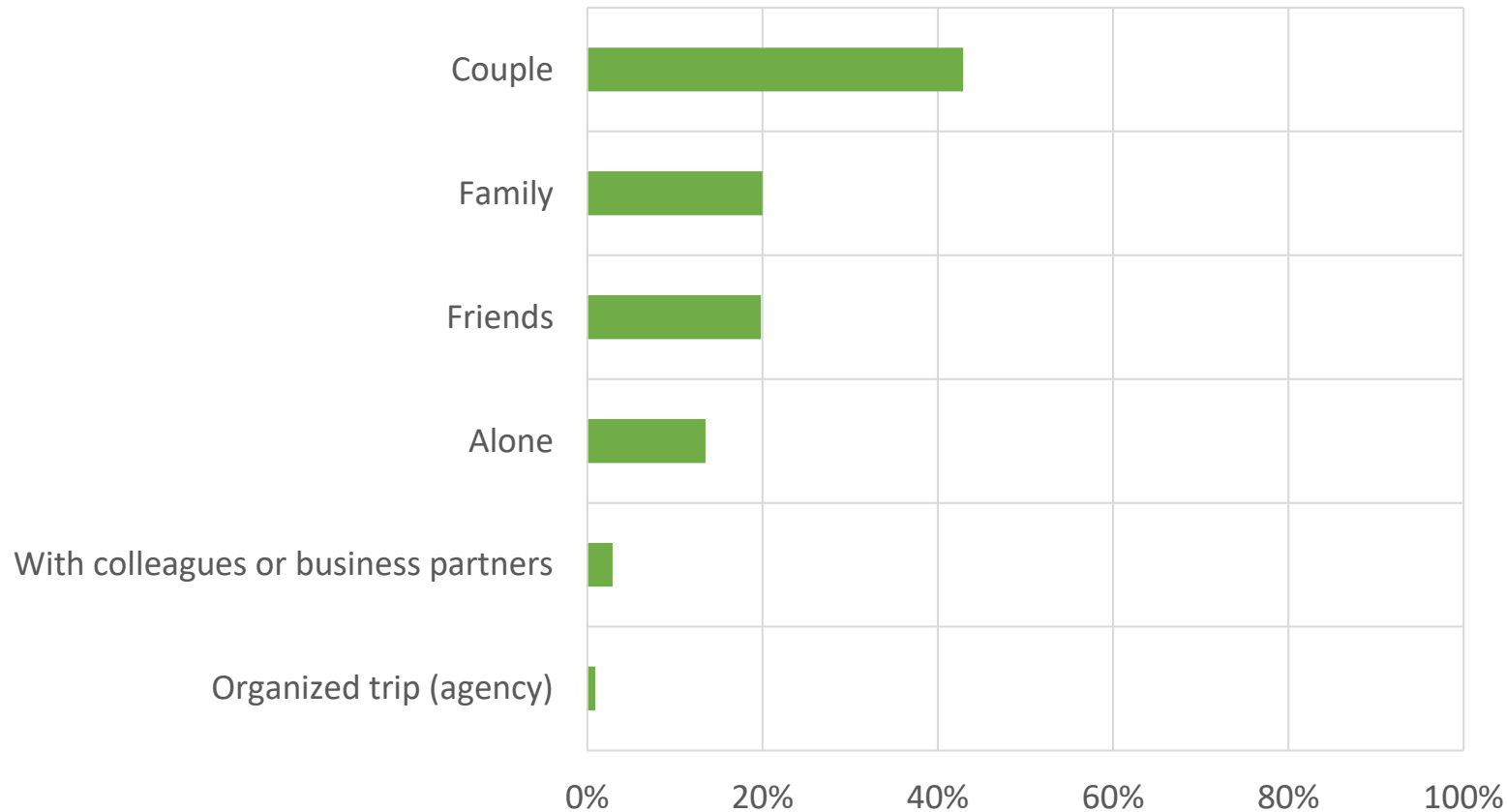


Most respondents (41.6%) travelled to Ljubljana by private vehicle, followed by bus (18.5%), train (15.8%), and aircraft (10.5%).

N = 1,025

Source: Survey of International Visitors to Ljubljana, 2022.

Who have you been travelling with?

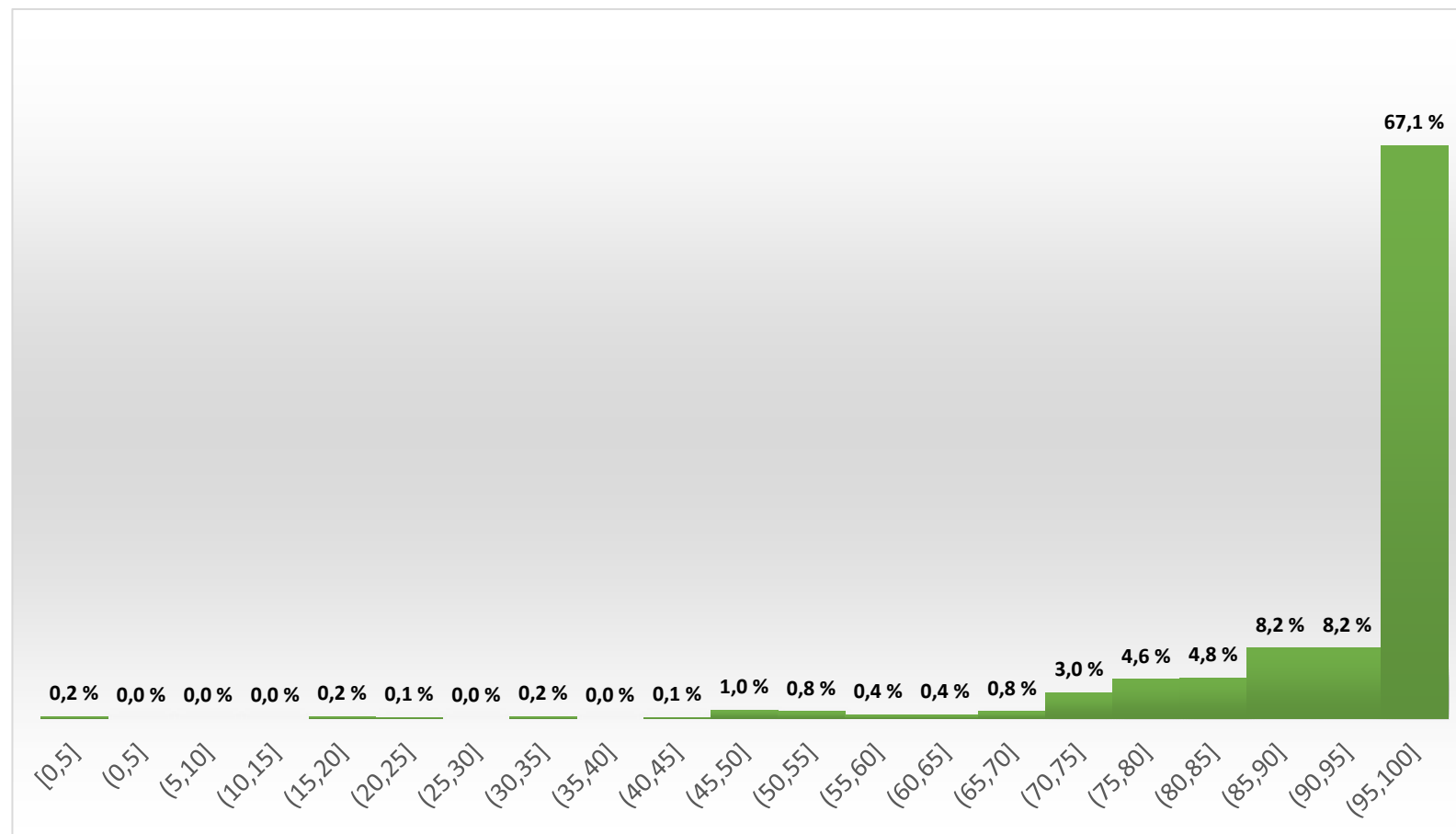


More than two fifths (42.9%) of respondents were travelling with a partner, one fifth (20.0%) with family and one fifth (19.8%) with friends, while 13.5% were travelling alone.

N = 1,025

Source: Survey of International Visitors to Ljubljana, 2022.

How likely are you to recommend a visit to Ljubljana to a friend?



The graph shows a histogram of the likelihood of recommending a visit to Ljubljana to a friend, measured on a scale from 0 to 100. More than two thirds of respondents rated the likelihood of recommending a visit to a friend with a score between 95 and 100, with 62.5% giving the highest score (100). The average score was 93.8 with a standard deviation of 12.0. The median and the mode were 100.

N = 1,009

Source: Survey of International Visitors to Ljubljana, 2022.

Ljubljana as perceived by visitors before their visit



When asked to describe their perceptions of Ljubljana before their visit, the respondents' most frequent answers were: small (153), unknown (141), pleasant (116), lovely (95), interesting (93), beautiful (68), green (40), mysterious (26), historic (20), capital (20), old (17), big (14), cultural (13), magical (13), and peaceful (12).

N = 999

Source: Survey of International Visitors to Ljubljana, 2022.

Ljubljana as perceived by visitors before their visit

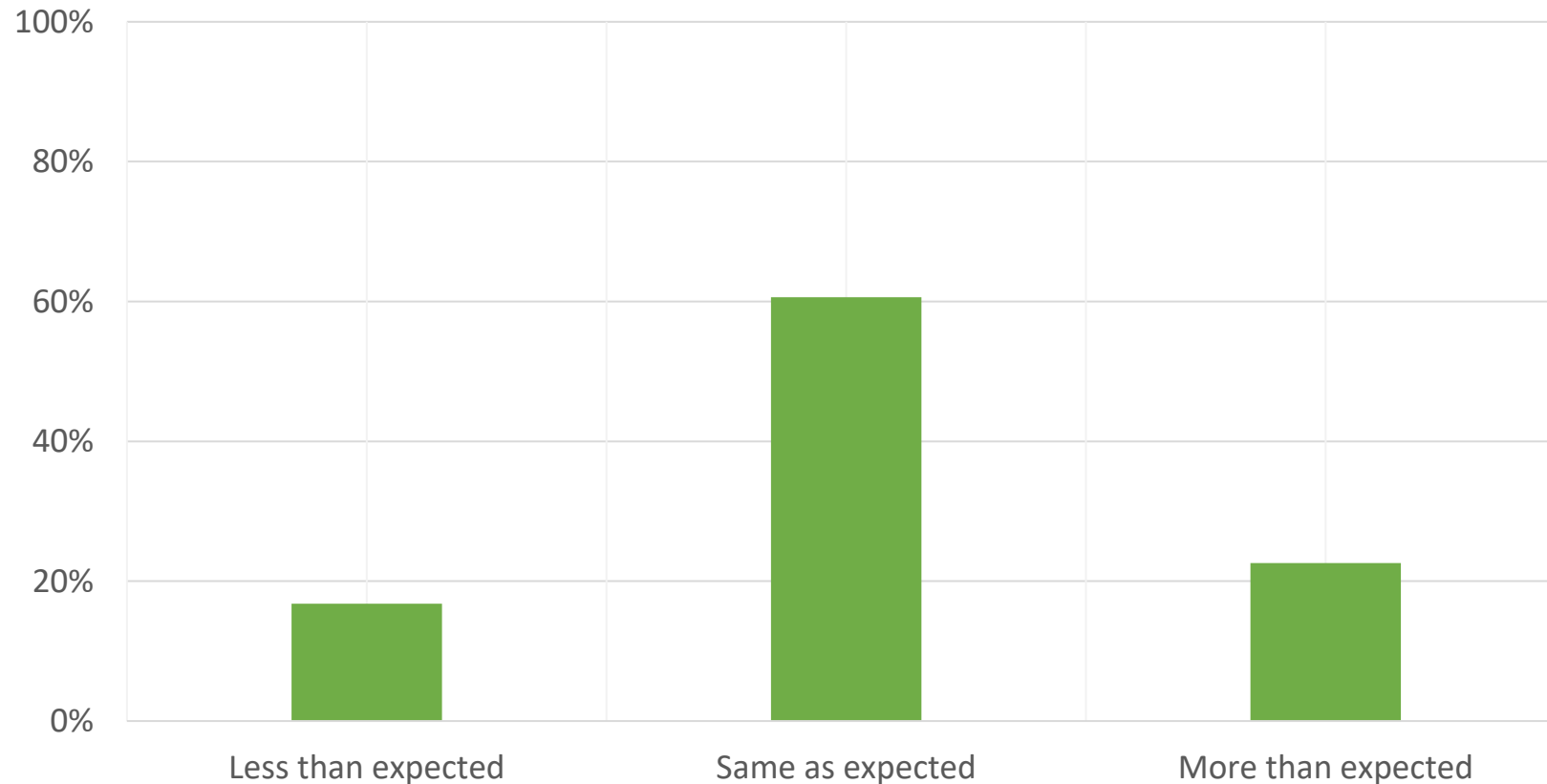


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Expenditure on tourism services in relation to expectations

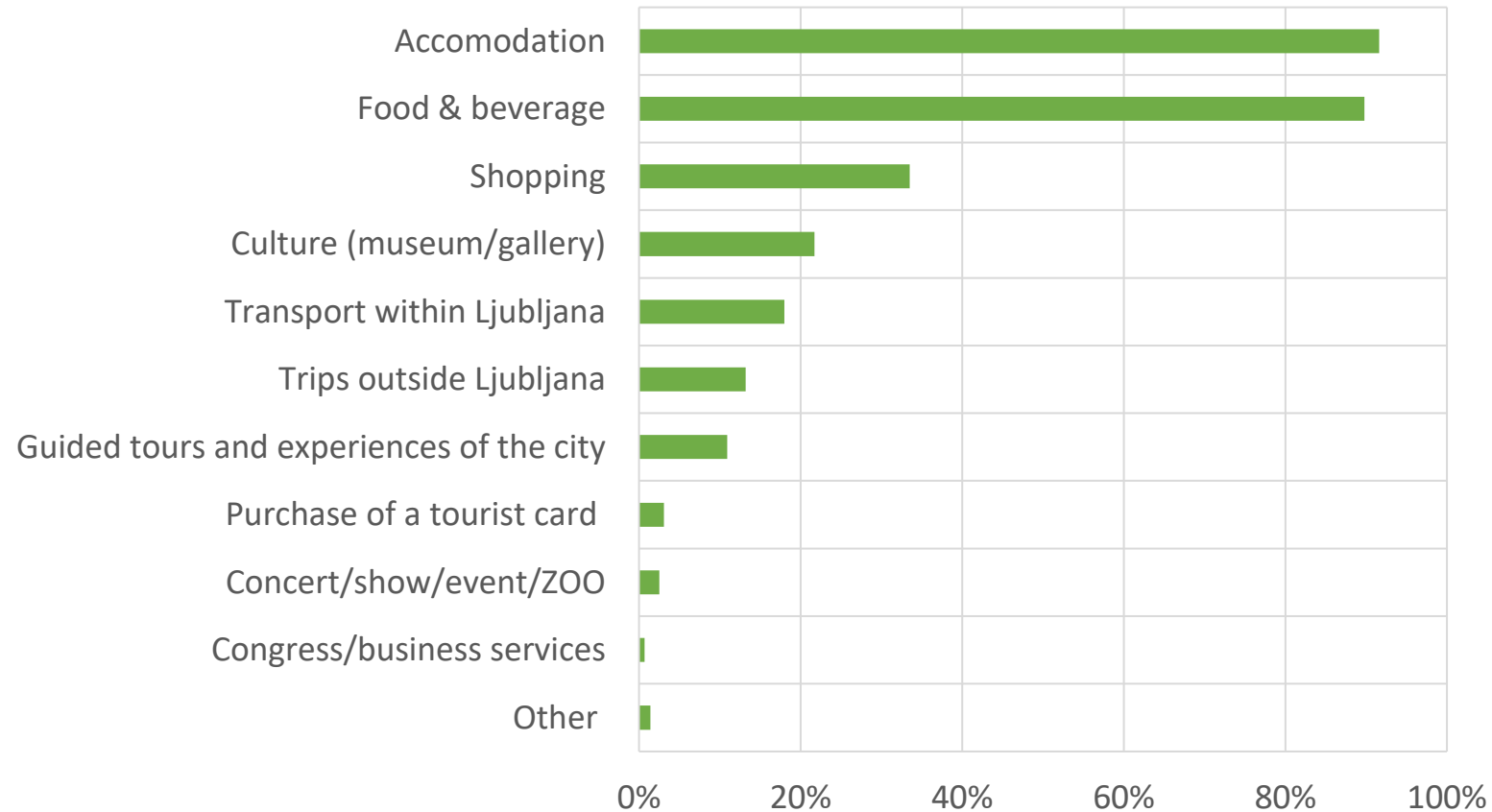


Two fifths of respondents (60.6%) estimated that their spending up to that point had been in line with their expectations. 16.8% of respondents spent less than expected and 22.6% spent more than expected.

N = 975

Source: Survey of International Visitors to Ljubljana, 2022.

Expenditure by services



The majority of overnight visitors spent money on accommodation (91.6%) and food and drink (89.8%). This was followed by shopping (33.5%), culture (21.7%), transport within Ljubljana (18.0%), trips outside Ljubljana (13.2%), and guided tours and other city experiences (10.9%). The share of other services was less than 5%.

N = 975

Source: Survey of International Visitors to Ljubljana, 2022.

Ljubljana Tourism is a destination management organisation established by the City of Ljubljana.

Ljubljana Tourism fosters the development and undertakes the promotion of tourism in Ljubljana and the Ljubljana region in conjunction with tourism providers.

