

CHARACTERISTICS OF FOREIGN VISITORS



Turizem Ljubljana

Characteristics of Foreign Visitors in 2024

Travel companions



With a partner
45,9 %

With family
15,0 % (children under 15
years old – 6 %).



With friends
35,0 %

With colleagues/
business partners
4,0 %



Other 2,0 %

Age Structure: average age 36.8 years (min: 15 years, max: 82 years).

Purpose of Visit: 25,8 % city break; 20,8 % culture; 16,6 % nature and exploration; 10,6 % shopping; 6,7 % gastronomy and wine; 7,1 % active sports holidays; 5,9 % visiting friends and relatives; 4,0 % business trip.

Type of Accommodation: 49,2 % hotel; 22,3 % private apartment; 20,8 % will not stay overnight; 11,2 % hostel; 7,9 % bed & breakfast; 5,2 % at friends and relatives; 1,8 % campsite.

Mode of Transport: 37,0 % plane; 22,9 % private car; 10,3 % train; 8,4 % public bus; 6,1 % rented vehicle; 4,4 % tourist agency bus; 4,3 % organised or private transport; 3,6 % bicycle; 0,8 % motorbike; 0,8 % camper van/caravan.

Airport: 82,1 % Brnik; **22,0 % Zagreb**; 6,0 % Trieste, 5,0 % Venice;

Up to 24 years	21,0%
25-34 years	28,6%
35-44 years	23,7%
45-54 years	14,1%
55-64 years	9,7%
64+ years	2,9%

Characteristics of Foreign Visitors in 2024

27,4 %

Adventure

Discovering the unknown and creating unforgettable experiences.

23,1 %

Spontaneity

Living in the moment and going with the flow of events.

21,6 %

Exploring Traditions

A deep cultural experience through cuisine, customs, and local stories.

18,7 %

Relaxation

Seeking inner peace and escaping everyday worries.

6,5 %

Sustainability

Seeking tranquillity and a retreat from daily concerns.

2,7 %

Personal Growth

Focusing on physical and mental well-being, as well as personal development.

	Average Age
Adventure	35,6 let
Spontaneity	34,4 let
Exploring Traditions	37,3 let
Relaxation	36,8 let
Sustainability	37,4 let
Personal Growth	38,5 let

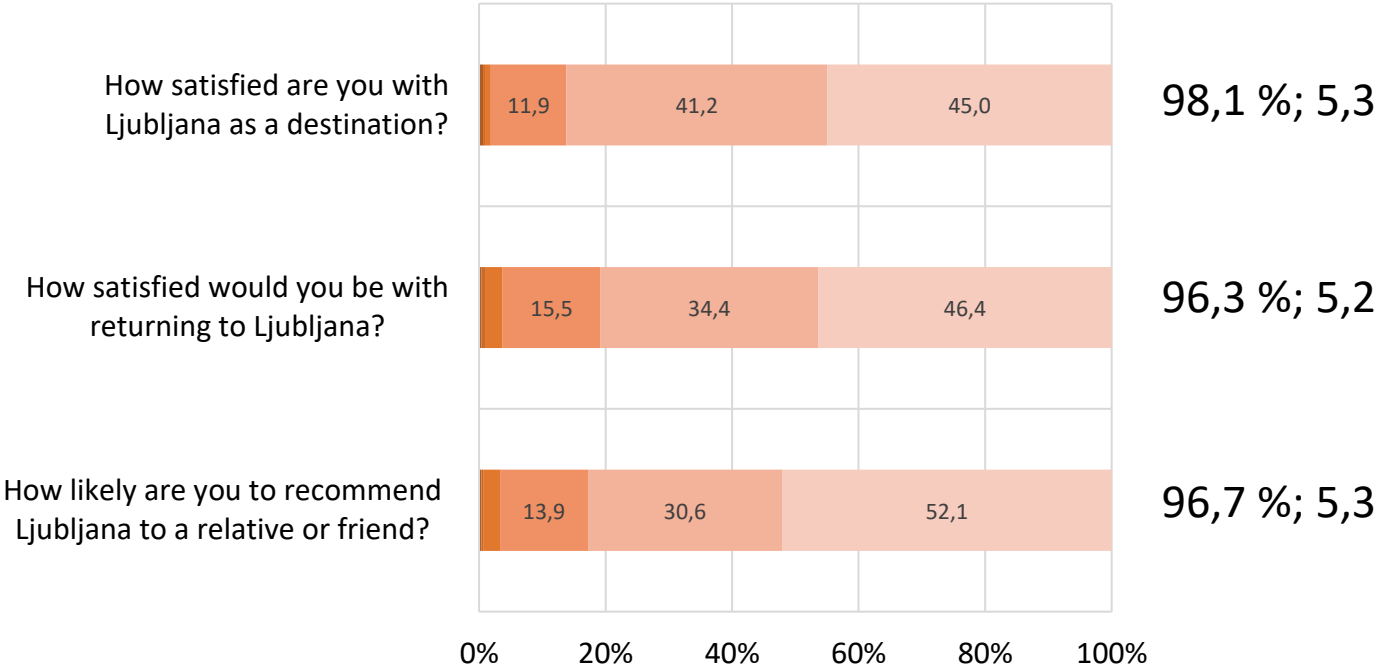
Characteristics of Foreign Visitors in 2024

Visit to Ljubljana	
63,5 %	First visit
19,6 %	1 previous visit
8,5 %	2 previous visits
5,8 %	3-5 previous visits
1,7 %	10+ previous visits

Visit to Ljubljana	
80,9 %	City centre
19,1 %	Outside the city centre

Visit to Ljubljana	
43,3 %	Ljubljana surroundings
56,7 %	Other parts of Slovenia

Satisfaction
%, Average
Rating

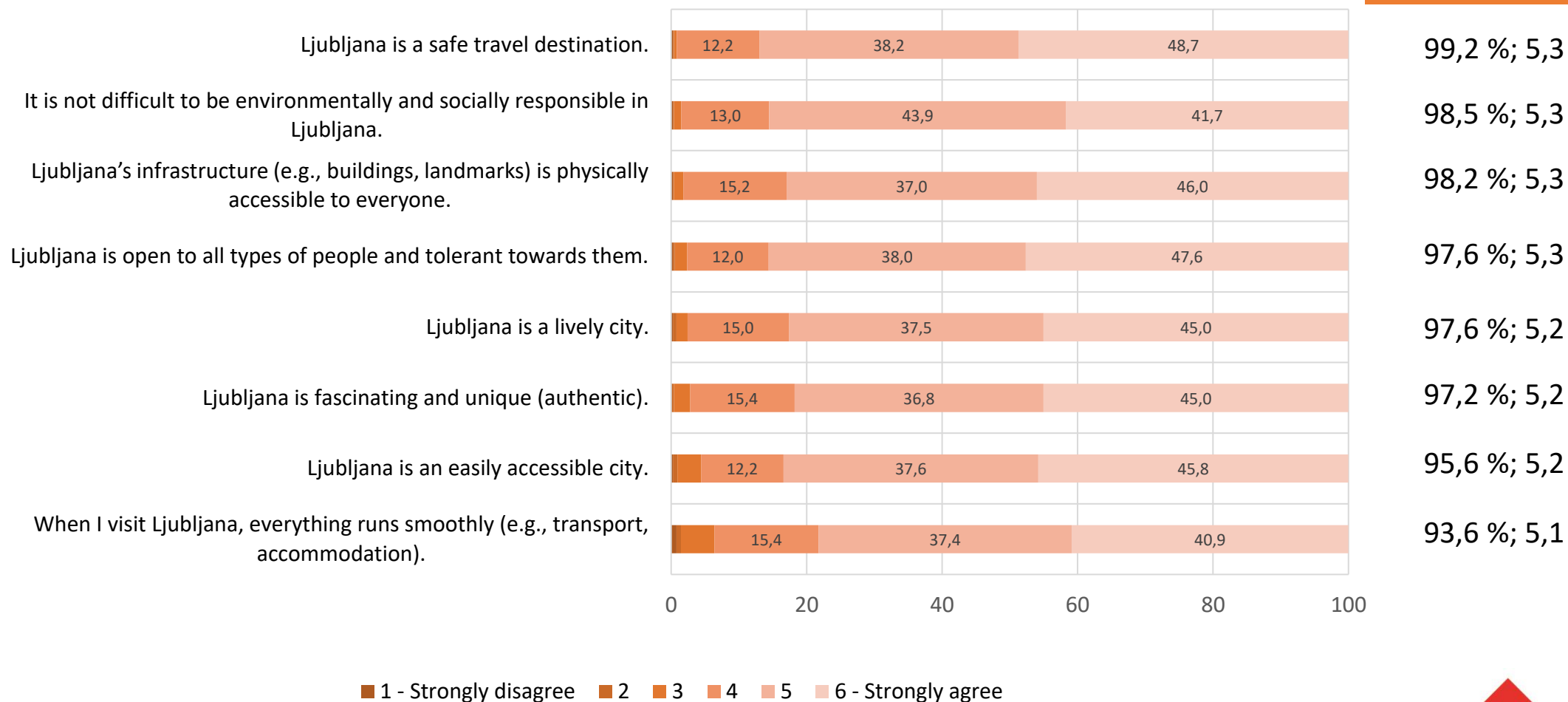


1 - Very dissatisfied 2 3 4 5 6 - Very satisfied

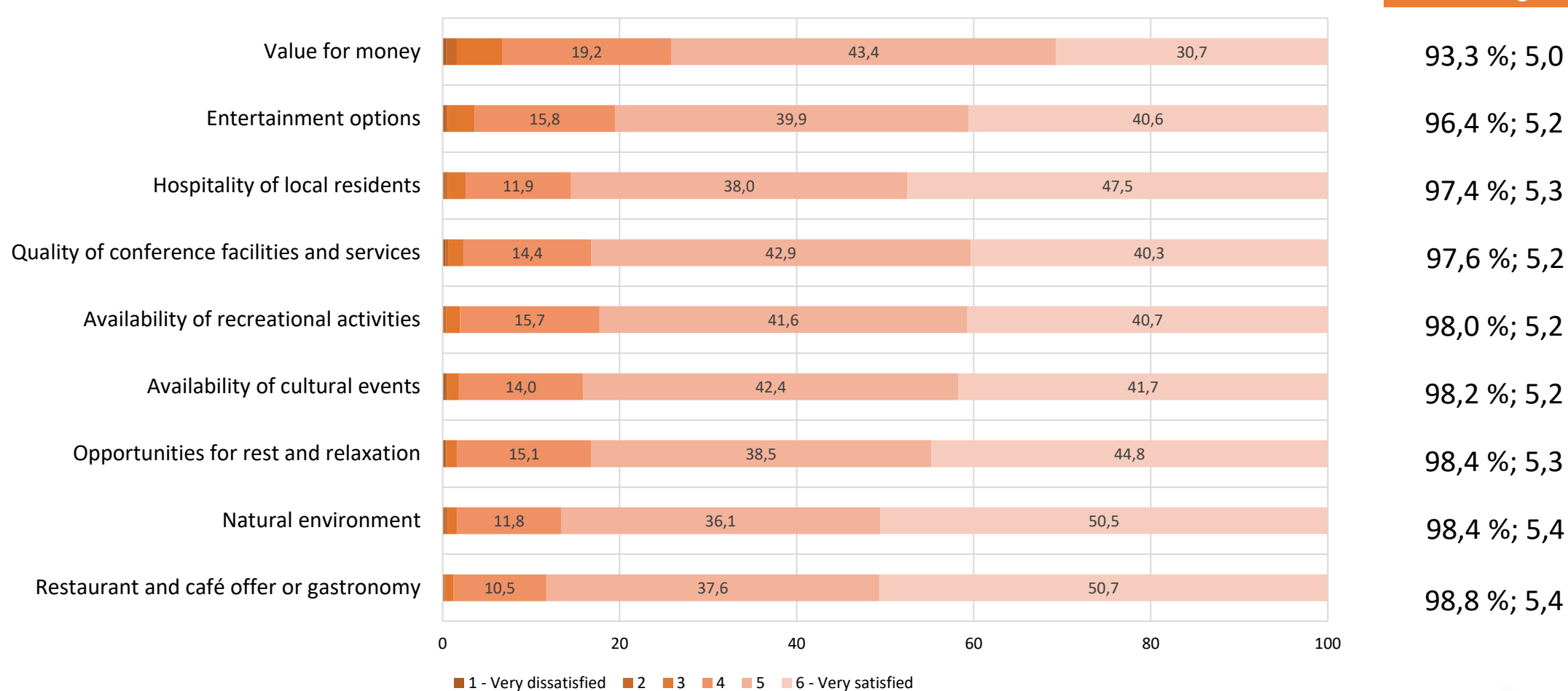


About Ljubljana in 2024

Satisfaction
%, Average Rating



Satisfaction with Elements of the Tourist Offer



Activities and Experiences

