

Selected indicators	Share of foreign tourists by countries, %			Av. number of overnight stays	Av. daily expenditure per tourist, SIT	Travelling (%) in 2003		
	1994	2000	2003			2003		
Total tourists	100.0	100.0	100.0	6.6	20,276	22.5	37.1	18.8
Germany	22.1	24.6	18.8	7.0	16,211	17.3	50.2	14.2
Italy	23.4	18.6	18.2	5.4	29,883	19.2	37.2	22.9
Austria	14.8	12.2	12.3	5.7	20,216	28.7	36.5	18.9
UK	2.7	8.4	8.6	8.8	16,510	23.2	52.6	8.2
Netherlands	4.9	5.2	7.5	8.2	13,213	8.5	43.3	30.8
Croatia	6.5	6.2	6.4	5.0	21,807	26.6	27.4	19.0
Other countries	25.6	25.2	28.2	6.7	19,966	27.9	24.5	19.1

Source of data: SORS – Survey on Foreign Tourists in the Summer Season.

The SORS has conducted the **Survey on Foreign Tourists in the Republic of Slovenia in the Summer Season** every three years since 1994, which provides detailed information about foreign tourists and their impressions of Slovenia. According to the latest survey, which was conducted from June to September 2003, almost **half of all foreign tourists** visiting Slovenia in the summer season of 2003 were **middle-aged** (aged between 30 and 50), the same as before. The share of older tourists increased markedly from close to a third in 1994 to almost 45% in 2003, while the share of younger tourists fell (see graph). An average of 2.2 people visited Slovenia together. Most foreign tourists travelled with a partner (37.1%), 22.5% travelled alone and just 18.8% of foreign visitors stayed in Slovenia with their families.

Foreign tourists mostly came to Slovenia on a **short holiday** since almost 42% of them made one to three overnight stays here compared to 34% in the summer season of 2000. The **most important motives** for coming to Slovenia on holiday were natural beauties, the opportunity for rest and tranquillity, the climate, and affordable prices. Three-quarters of tourists answered that their expenditure in Slovenia was within expectations, while 19% of tourists thought staying in Slovenia was more expensive than anticipated.

The **average daily expenditure** per foreign tourist was SIT 20,276; it totalled SIT 23,500 if staying in a hotel or close to SIT 9,100 if staying in a camp. Differences were relatively wide according to place: tourists that stayed in a hotel paid the most in Ljubljana and the least in mountain resorts. Daily expenditure also varied according to the country of origin: Italian tourists have been in the lead for several years in terms of average expenditure, while Dutch tourists spent the least (see table). The average tourist spent about a third on accommodation (either full or half board), 18% on food and beverages, 17% on gambling and a good 18% on shopping. Tourists from Italy and the Netherlands diverged mostly from the average as they spent almost a quarter on gambling. Italian tourists spent relatively the most on food and beverages; they most frequently had meals in restaurants and cafés or the restaurants of the hotels or other accommodation where they were staying (92% of them).

The tourists' general **impressions about Slovenia** were within their expectations in 60.6% of cases, 38.4% of tourists stated it exceeded their expectations, while close to 1% of tourists were disappointed. The **best rated** elements were the quality of the environment and the feeling of personal safety during the stay in Slovenia, further, peace and tranquillity, and hospitality were also rated high. The **worst rated** elements were the quality of roads and roadside services, the opportunities for entertainment and amusement, shopping opportunities and the choice of cultural events.

Graph: **Structure of foreign tourists by age groups for the 2003 summer season**

