

SLOVENIA

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Slovenia Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

10.6%

of Total
Economy

Total T&T GDP = EUR5,218.2MN
(USD5,958.0MN)

6.5%

of Total
Economy

Total T&T GDP = EUR3,009.9MN
(USD3,436.6MN)

-42.3%

Change in Travel
& Tourism GDP
vs -6.4% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

98.7

Jobs (000s)
(11.0 % of total employment)

94.1

Jobs (000s)
(10.6 % of total employment)

Change in jobs²:

-4.7%

-4.6 (000s)



Visitor Impact
International:

EUR **2,866.9 MN**

Visitor spend
7.0% of total exports (USD3,273.3MN)

EUR **961.3 MN**

Visitor spend
2.8% of total exports (USD1,097.6MN)

Change in
international visitor
spend:

-66.5%

-USD 2,175.8 MN

Domestic:

EUR **1,514.9 MN**

Visitor spend
(USD 1,729.6MN)

EUR **1,334.8 MN**

Visitor spend
(USD 1,524.0MN)

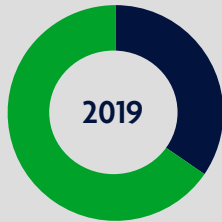
Change in domestic
visitor spend:

-11.9%

-USD 205.6 MN

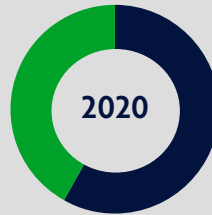
Slovenia Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 1,729.6MN (35%)

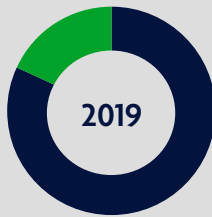
● International Spending:
USD 3,273.3MN (65%)



● Domestic Spending:
USD 1,524.0MN (58%)

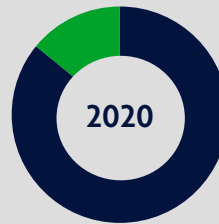
● International Spending:
USD 1,097.6MN (42%)

Leisure vs Business Spending:



● Leisure Spending:
USD 4,095.9MN (82%)

● Business Spending:
USD 907.0MN (18%)



● Leisure Spending:
USD 2,251.8MN (86%)

● Business Spending:
USD 369.8MN (14%)

Inbound Arrivals³

2019	2020
1. Italy 13%	1. Germany 24%
2. Germany 12%	2. Italy 13%
3. Austria 8%	3. Austria 12%
4. Croatia 5%	4. Croatia 7%
5. Hungary 4%	5. Hungary 5%
Rest of world 57%	Rest of world 39%

Outbound Departures³

2019	2020
1. Croatia 48%	1. Croatia 61%
2. France 6%	2. Austria 6%
3. Austria 6%	3. France 5%
4. Germany 4%	4. Germany 4%
5. Italy 4%	5. Italy 4%
Rest of world 32%	Rest of world 20%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO