

Slovenia Tourism Report 2016

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Abstracts

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BMI View: Slovenia's tourism sector is expected to expand throughout our forecast period, supported by increasing arrivals and growing receipts. This will support the value of the hotel and restaurant industry, creating room for expansion. Strong campaigns by the government and the country's tourism board continue to promote Slovenia to regional source markets and those further afield. A strong emphasis on 'green' and sustainable tourism is expected to boost the country's recognisability.

Over 2016 we expect a steady uptick in arrivals, supported by the government's and tourism board's continuous efforts to promote the country to the region. This trend is further boosted by Slovenia's eurozone membership, which facilitates the ease of tourist entry and exit within the region. Developments in airport capacity and facilities over the long term, as well as increased airline connections (Adria Airways was acquired by German fund 4K KNDNS in early 2016) to new destinations support the expectation of increased arrivals in the years to come. Although there are a large number of domestic hotels in the country, rising demand from growing international tourists as well as higher projected domestic demand render the country an attractive investment location for the accommodation sector. At present, international footprints remain limited, but there is strong interest and a good project pipeline as new players look to enter Slovenia's hotel sector.

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