Tourism statistics in Slovenia on the way to support sustainable tourism

Apolonija Oblak Flander, Director-General
Statistical Office of the Republic of Slovenia
State of play:

- Already rich data and indicators on tourism

  - 5 targeted tourism surveys:
    - Tourist arrivals and overnight stays (admin. source)
    - Travels of domestic population
    - Foreign tourists
    - Foreign travellers
    - Slovenian travel agencies

  - Tourism Satellite Accounts (since 2012)

  - Employment in tourism (admin./stat. source)

  - Accommodation and food services activities (NACE I)
    - Businesses, turnover, wages ... (SBS)
    - Electricity consumption
    - GHG emissions ...
State of play:

- Great results from our ambition to further exploit various administrative sources

- Already concrete outcomes based on alternative (big, non-structured) data sources to address the users' needs regarding:
  - periodicity, granularity, timeliness, new statistics
  - experimental statistics

- Tourism Daily – interactive tool with near-real time accommodation data
- MNO data (international 'tourism' flows)
- Data from digital platforms on short-term rentals (Eurostat)
- Automated traffic counters
Slovenian users of mobile telephony services by most frequently visited countries and types of users, Slovenia, March 2024
Guest nights at short-stay accommodation offered via online platforms, Slovenia

Source: Eurostat data, licensed under CC BY 4.0
Ongoing work, plans:

- Alternative data sources for the compilation of TSA
  - Payment card transactions data + other sources

- Work on new indicators:
  - **Smart electricity meters** – aggregated and micro data (linking to accommodation establishments – electricity consumption)
  - **Water meters** – micro data (linking to accommodation establishments – water consumption)

- Exploring potentials of the model on tourism carbon footprint ...

→ Ultimate goal: comprehensive set of indicators for measuring sustainability of tourism in Slovenia + comparability over time and territories (other countries, regions ...)