



8th International
Conference on
BIG DATA
& Data Science for Official Statistics

BILBAO 2024

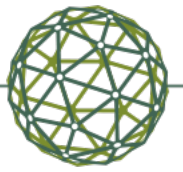
Informing Climate Change and
Sustainable Development Policies
with Integrated Data

BILBAO. SPAIN **10-14 JUNE 2024** **#UNBigData2024**

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

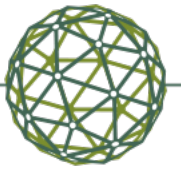
→ Tourism Satellite Accounts (since 2012)

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

→ Accommodation and food services activities (NACE I)

- businesses, turnover, wages ... (SBS)
- electricity consumption
- GHG emissions ...





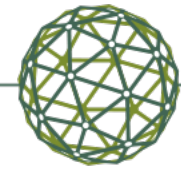
State of play:

- 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





DAILY TOURISM FLOW IN SLOVENIA

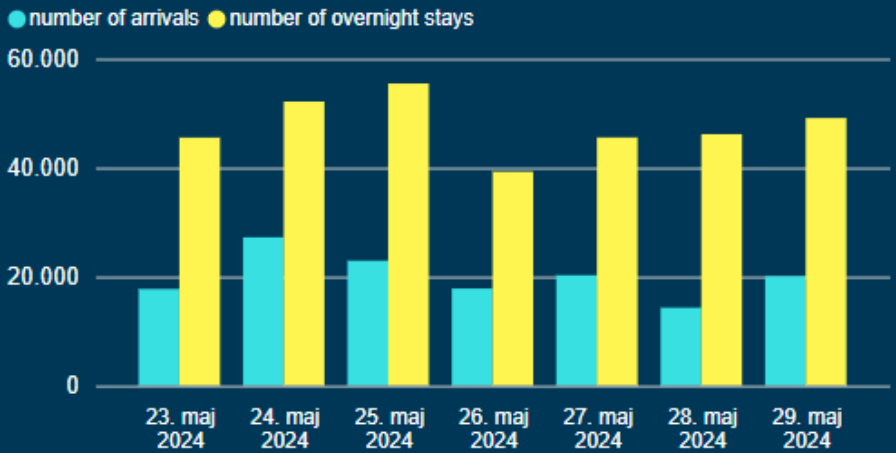
Wednesday 29 May 2024

20.091 tourist arrivals

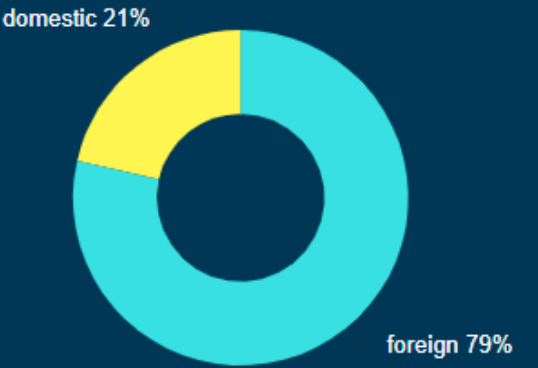
49.138 tourist overnight stays

- By countries →
- By stat. regions →
- By municipalities →
- By accommodations →

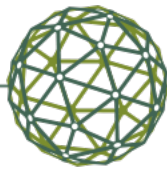
Tourism statistics of the last week



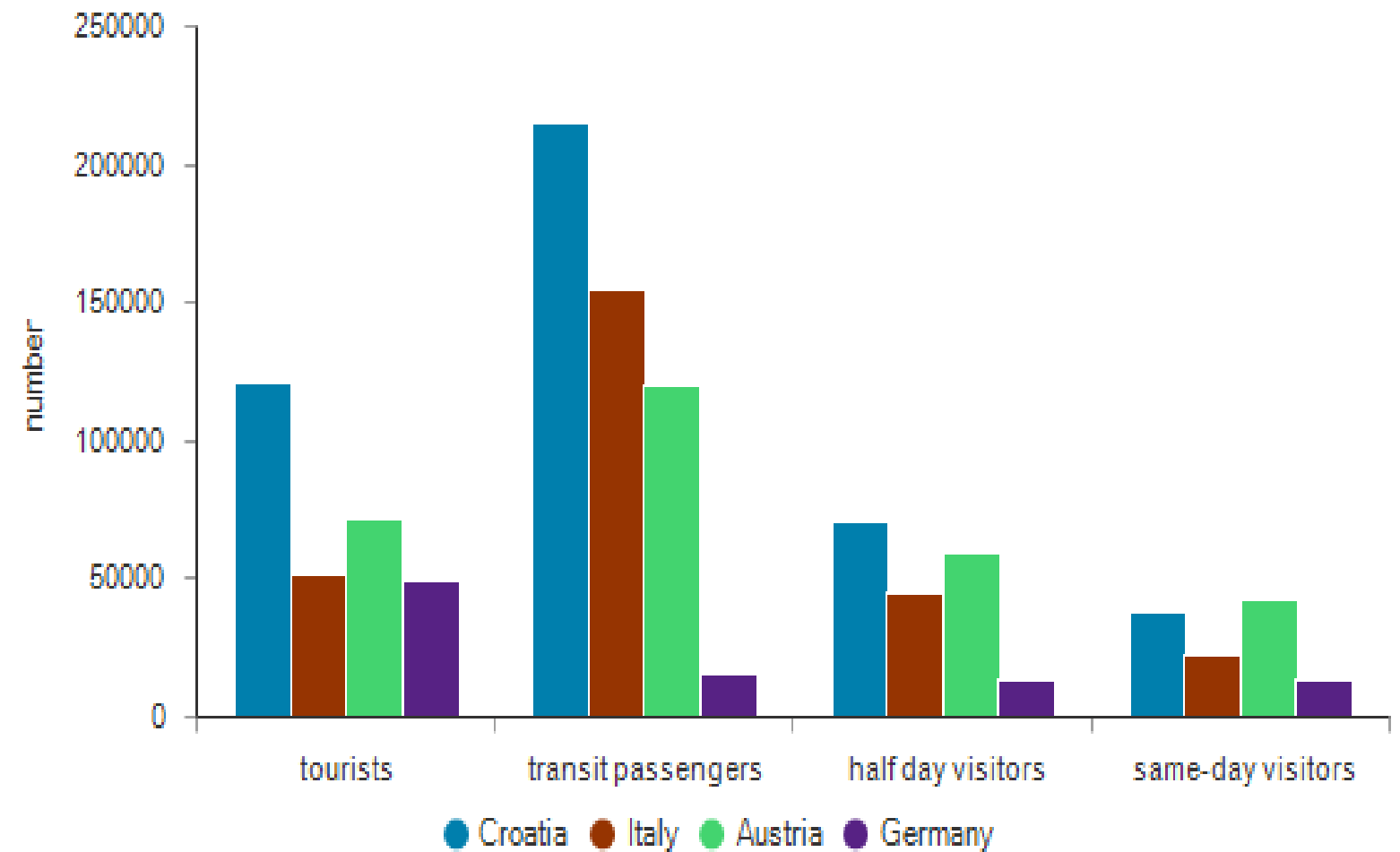
Structure of tourist arrivals in the last week

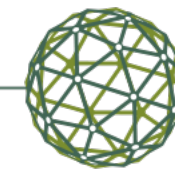


Data can be downloaded in the [SiStat Database](#).

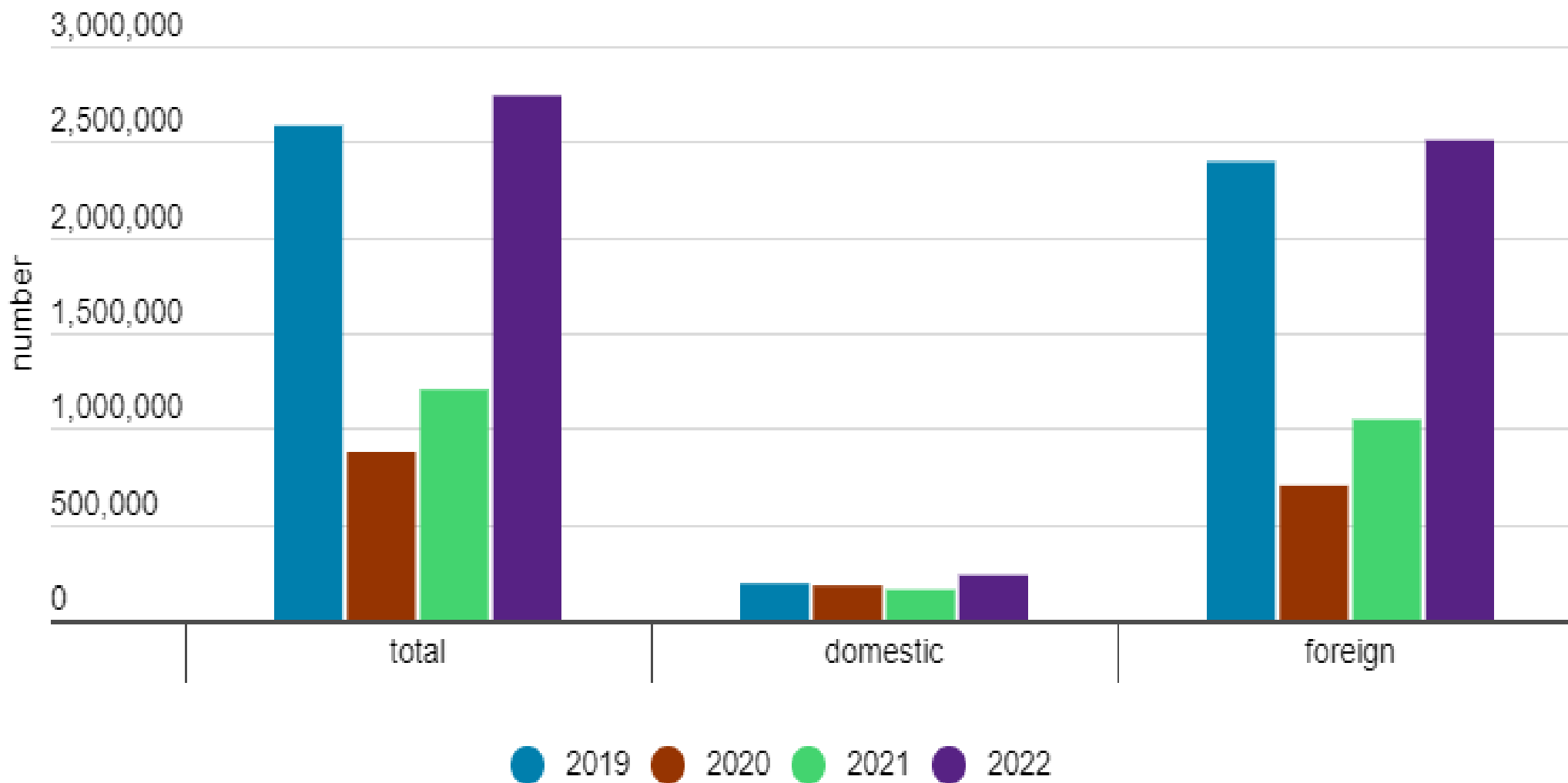


Slovenian users of mobile telephony services by most frequently visited countries and types of users, Slovenia, March 2024

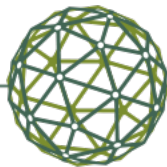




Guest nights at short-stay accommodation offered via online platforms, Slovenia



Source: [Eurostat data](#), licensed under [CC BY 4.0](#)



Passenger vehicle traffic on highway sections by traffic counters (million), Slovenia, 4th quarter 2023



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 ...)**

