



assignment

national tourism strategy for the Republic of Slovenia

client I final beneficiary

Ministry of Economic Development and Technology

KPIs

beds: 187,827 (2019) I overnights: 15.8 million (2019)

project duration

October 2021 – March 2022

about the destination

Slovenian tourism is characterized by four distinctive macro-destinations: Mediterranean Slovenia, Alpine Slovenia, Thermal Pannonian Slovenia and Central Slovenia with Ljubljana. Between 2015 and 2019 (the last pre-pandemic year) the number of annual overnights significantly increased from 11.7 million to 15.8 million. Tourism is an important economic sector in Slovenia, contributing (directly and indirectly) more than 8% to the GDP and providing more than 7% of all jobs.

client needs

As the previous strategy covered the period from 2017 to 2021, a new national tourism strategy has to be prepared now, which will cover a slightly longer period of time (2022 to 2028). The strategy has to focus on important current issues of Slovenian tourism including topics such as state properties, human resources in tourism, sustainable growth, experiences, green development and digitalisation.

services to be delivered

The national tourism strategy will consist of five main parts: analysis I diagnosis, vision I mission I objectives I priorities, strategy to reach the objectives, action plan I financial plan and evaluation I monitoring.

During the project several workshops with different stakeholder groups will be conducted, as well as a stakeholder survey and 50 - 60 personal interviews.