



TURISTICA

Knowledge and efforts for sustainable growth in the marine and maritime sectors of Slovenia in the northern Adriatic

BlueMed meeting of stakeholders on a micro-regional level



Instruments and good practices for implementing Bluemed challenges
Tourism in Primorska coastal area



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Introduction

- 4 municipalities
- 46,6 km of coastal area
- Coastal and mainland tourism
- 3 protected natural areas
- 25.000 B/8.600 R (20 % of total Slovenia)
- 660.406 Visitors (17 % of total Slovenia)
- 2.163.103 Overnight stays (21 % of total Slovenia)



TOURISM SUPPLY

Infrastructure

Municipality	Type	Rooms	Beds
Ankaran/Ancarano	Hotels and similar establishments	151	435
	Camps	502	1963
	Other	321	1513
Izola/Isola	Hotels and similar establishments	607	1670
	Camps	315	840
	Other	578	2142
Koper/Capodistria	Hotels and similar establishments	328	787
	Camps	/	/
	Other	318	1034
Piran/Pirano	Hotels and similar establishments	3069	6892
	Camps	922	2202
	Other	1504	5399

- slight average increase from 2010

TOURISM SUPPLY

Products

1/3

- Beaches
 - low economic valorization, Blue flag
- Marinas (Koper, Izola, Piran), Airport, Cruise port
- Hospitality
 - restaurants (slovene & international cuisine)
 - hotels (small to medium size, 3-4 stars)
 - MICE



TOURISM SUPPLY Products

2/3

- Entertainment
 - bars, casinos,
 - events (e.g. music, art)
- Sport & recreation
 - Marathons
 - Biking, walking
 - Horseback riding



TOURISM SUPPLY

Products

3/3

- Heritage (Nature & Culture)
 - Sightseeing (e.g. castles, churches, salt pans, houses, etc.)
 - Birdwatching (150 different bird species)
 - Tasting (e.g. food & wine)
 - Entertaining & Spectating (e.g. festivals, tradition)



TOURISM DEMAND

Main indicators

Municipality	Tourist	Arrivals	Overnight stays
Ankaran/Ancarano	Domestic	42284	172473
	Foreign	24812	92855
Izola/Isola	Domestic	50711	212599
	Foreign	41151	135298
Koper/Capodistria	Domestic	21677	55079
	Foreign	34379	86009
Piran/Pirano	Domestic	155464	490621
	Foreign	289928	918169

- Domestic: slight average increase from 2010
- Foreign: significant average increase from 2010

TOURISM DEMAND

Characteristics

- Nationality
 - ITA, AUS, SVN, GER, RUS, HUN
- Demographic
 - Individuals
 - Couples
 - Families
- Psychographic
 - Vacation, relaxation, recreation
 - VFR
 - MICE



TOURISM DEMAND

Characteristics

- Travel arrangement
 - Online, no-reservation, TP, event-organizer
- Mode of arrival
 - Car, Air, Coach, Camper, Train
- Daily expenditure
 - 120 (2015)



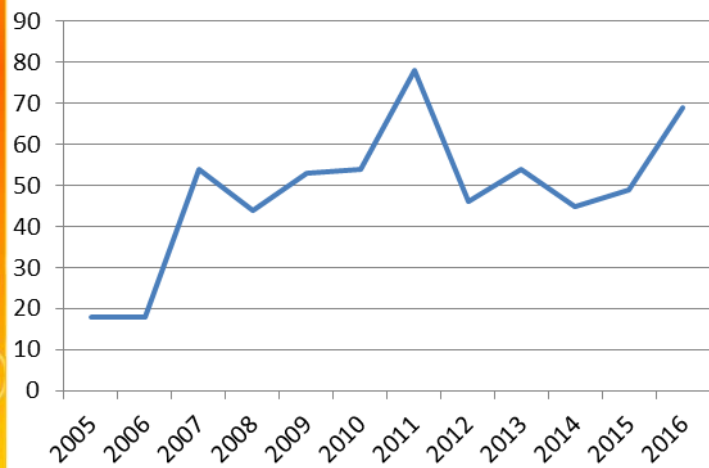
TOURISM DEMAND

Characteristics - Cruise

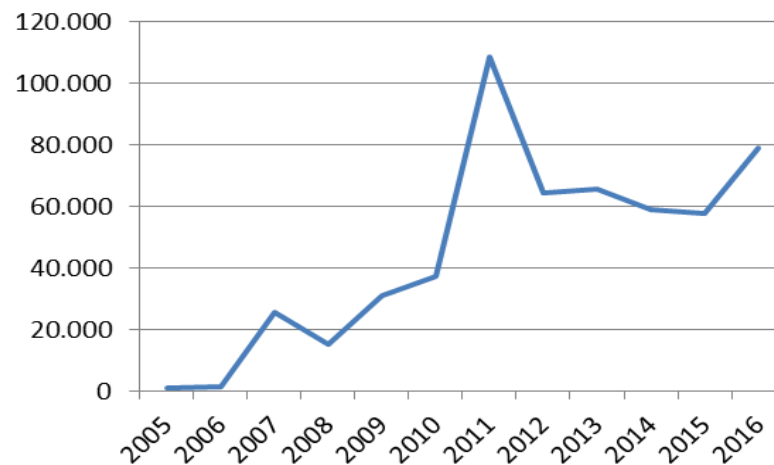
- Major global (european) cruiselines
- Daily excursions (local, national)



Vessel calls



Passengers



TOURISM CHALLENGES

1/2

- Low economic valorization
 - (high)pressure with low return
- Seasonality
 - Shoulder seasons
 - Capacity (occupancy rates)
- Accesibility
 - Inland areas
- Monitoring
 - Tourist behaviour
 - Sustainability



TOURISM CHALLENGES

2/2



- Tourism governance
 - collaboration, integration
- Market positioning
 - green & active & healthy
 - market value of positioning
- „worn out“ infrastructure
 - sustainable & high end future
- Inland-coast line gap
 - sustainable & „undersold“ inland and the sea
 - unsustainable & oversold“ coastline





TURISTICA

THANK YOU!

