

Analysis of the 2025 Žirovnica Visitor Survey

Since 2023, Žirovnica has been a proud holder of the Slovenia Green Destination Silver Label. We are aware of the exceptional natural and cultural heritage that we are surrounded by, and we are proud of it. We strive to care for it, preserve it and promote it, and we give a heartfelt welcome to all visitors with a desire to discover our natural and cultural beauties.



Survey process

As in previous years, we again this year carried out surveys to gauge the satisfaction of visitors to Žirovnica as well as their attitude towards the range of tourist products and services, which are part of the criteria for obtaining and maintaining the Slovenia Green Destination label. The visitor survey also had an informational function, as it included sustainable tips for visiting the destination.

The survey was conducted from March to December 2025 via an online survey at www.lka.si as well as printed questionnaires. Links to the online survey were provided via social networks, with leaflets in Slovenian and English, which were distributed in birthplaces, among accommodation providers, caterers and at events. The surveyors specifically addressed visitors to the Završnica Valley and Čop's and Finžgar's birth houses in July, August and September.

Sample analysis

The survey was completed by 125 people, of whom 43% were men and 57% were women. Of this amount, 73% were domestic visitors, while among foreign visitors, 4% were from the Czech Republic and 4% from Poland, 3% each from the USA and France, and 2% each from Austria, Hungary and Slovakia.

The sample of respondents by country of arrival is not the most appropriate, as it should be more closely aligned with the data from SURS (Slovenian Statistical Office), which shows that 16% of visitors to Žirovnica in 2024 were domestic tourists and 84% were foreign tourists. Among foreign tourists, the largest number came from Germany (13%), followed by the Czech Republic (9%), Hungary (7%), Croatia and Poland (6% each), and France, Italy and the Netherlands (5% each).

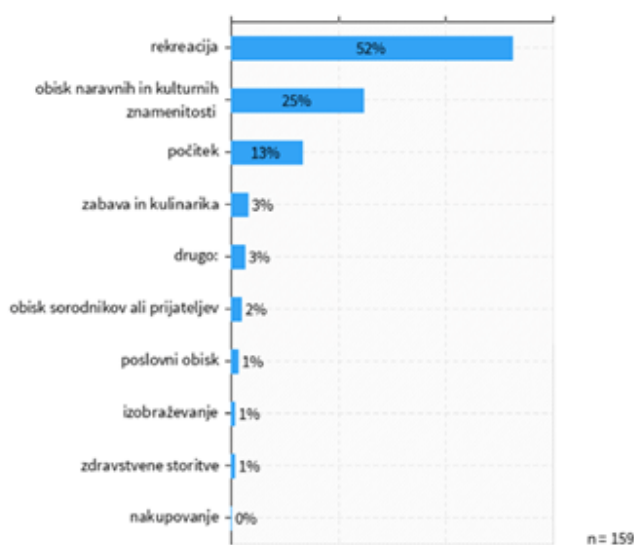
Attracting foreign tourists to participate in the survey proved to be challenging. The share of visitors to Čop's birth house, which was the only tourist information centre in the destination open this year (Prešeren's birth house is closed for renovation), is very low. The same applies to the Završnica valley, where we conducted the survey in the field, as domestic visitors predominate. Accommodation providers mainly have direct contact with foreign tourists, so we acquainted them with the survey at meetings of tourism providers. For the purposes of the survey, we provided them with printed questionnaires and specially prepared information leaflets with local tourist offers and QR codes for accessing the online survey. Despite the above activities, the response was modest, as providers collected only 17 completed printed surveys during the entire period. In total, only 33 surveys were completed by foreign tourists through field surveys and online questionnaires, which clearly indicates the limited reach of the research among this target group and confirms the challenges in involving foreign visitors in the research process.

Travel habits

Most visitors come as a couple (35%) or with their family (33%), while 16% of visitors travel with friends, and 13% alone.

The most frequently used form of transportation during their stay in Žirovnica is a car, used by more than two-thirds of visitors, while 9% use a bicycle, 6% walk, 3% use the bus, and 2% take the train.

Recreation and visiting natural and cultural attractions are the main purposes for visiting Žirovnica (52% and 25% respectively), followed by rest, entertainment and cuisine, visiting relatives and friends, as well as business visits and education. (Graph 1).



Graph 1: Main reason for visiting the destination

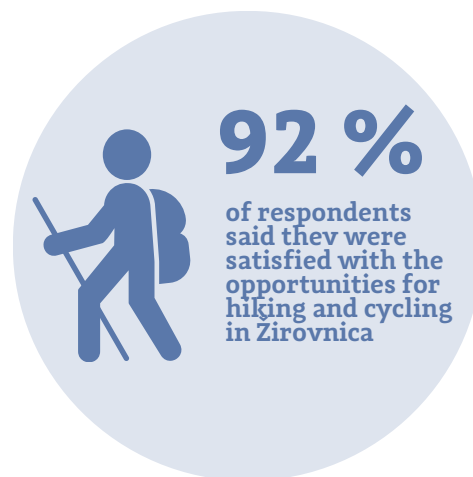
Interestingly, 42% of respondents are familiar with Slovenia's sustainable tourism brand – Slovenia Green. This percentage, however, would probably be different had more foreign visitors taken part in the survey.

Satisfaction with the offers and characteristics of the destination of Žirovnica

Visitors gave the hiking and cycling opportunities the highest rating, with 92% of visitors being satisfied or very satisfied with the related range of products and services. More than 89% of visitors also felt safe in Žirovnica.

They were impressed (83% of respondents) by the signposting of access points to and in the area of attractions and the range of cultural content (museums, galleries, events), as well as the friendliness and hospitality of the locals (75%). Visitors also gave a high rating to the ease of getting around on foot and/or by bike, as well as the range of accommodation (4.4).

Visitors gave the lowest average rating to the range of shops (average rating 3.6) and to public transport, with an average rating of 3.7.





67 %

of those surveyed are of the opinion that

it is safe to drink tap water.



60 %

of those surveyed are of the opinion that

the destination encourages visitors to use sustainable forms of transport.



70 %

of those surveyed are of the opinion that

there are enough bins for separating waste.

This year, due to problems with drinking water, only 67% of visitors agreed that they can freely drink tap water in Žirovnica (compared to 2021, when 93% agreed). Just over 70% of visitors believe that the destination has ample facilities for waste separation, and approximately 60% noticed that visitors are encouraged to use sustainable forms of transport (bicycle, walking, train, bus, etc.). A similar percentage believe that they receive enough information on how to behave responsibly when visiting attractions, at events, etc.

Slightly fewer visitors (around 50%) were satisfied with the accessibility of information on health care and access to healthcare facilities, as well as the range of restaurants and local products, and information on saving energy and water.



Visitor suggestions for a greener range of tourist facilities

At the end of the survey, visitors gave us the following suggestions for a greener range of tourist facilities in Žirovnica:

- bicycle rental and cycling connections
- better public transport options (including to events)
- improvement of infrastructure for safe walking (pavements)
- management of illegal overnight stays by campers
- drinking fountains and an emphasis on high-quality drinking water
- putting together more information on saving water and energy
- more availability of vegan food
- more tourist facilities, especially in the Završnica valley
- bins for separating waste at all accommodation providers.

Conclusion

Žirovnica is recognised by visitors as safe, hospitable and excellent for active outdoor visits, while the greatest opportunities for improvement are in sustainable mobility without a car (public transport, cycling solutions), support services (shopping) and even clearer communication of sustainable policies.

Tourism workers and local residents are almost always the first to come into contact with visitors, thus they have a strong influence on their well-being in Žirovnica. They influence how visitors experience and accept the area's wealth of cultural heritage, beekeeping tradition, beautiful nature, local food and local products.

The relatively high average rating given to most of the offers and services by visitors means that we are doing well, however, the answers show some shortcomings and at the same time room for improvement, both in the area of guest satisfaction and the sustainable operation of the destination of Žirovnica.

At the Žirovnica Institute for Tourism and Culture, we will strive to co-create tourism, together with the local population, that will have positive effects on the people who live here, on the people who make a living from tourism, and on those who visit Žirovnica.

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