



FIRST RELEASE



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YEAR XIX

SARAJEVO, 06.03.2025

NUMBER 1

BUSINESS STATISTICS Tourism, January 2025

In Bosnia and Herzegovina, in January 2025, tourists recorded 99,491 visits, which is 13.2% less compared to December 2024 and 8.5% more compared to January 2024.

Tourists recorded 234,350 overnight stays, which is an increase of 2.5% compared to December 2024 and 9.5% more compared to January 2024. Of the total number of overnight stays, domestic tourists accounted for 32.5%, while foreign tourists accounted for 67.5%.

The number of overnight stays by domestic tourists decreased by 12.9% compared to December 2024 and by 1.8% compared to January 2024. The number of overnight stays by foreign tourists increased by 12.1% compared to December 2024 and by 15.9% compared to January 2024.

In January 2025, among foreign tourists, the highest number of overnight stays was recorded by tourists from Croatia (33.8%), Serbia (18.8%), Turkey (10.0%), Montenegro (6.0%), Slovenia (5.7%), China (3.2%), and Germany (2.7%), accounting for 80.2% of the total overnight stays. Tourists from other countries accounted for 19.8% of overnight stays.

The net occupancy rate of rooms in January 2025 was 22.9%, while the occupancy rate of permanent beds was 18.4%. In comparison, in January 2024, the room occupancy rate was 21.7%, and the permanent bed occupancy rate was 17.5%.

By type of accommodation facility, the highest number of overnight stays was recorded in the "Hotels and similar accommodation" category, with a share of 95.8%.

Graph 1: Tourist nights for the period January 2024. - January 2025.

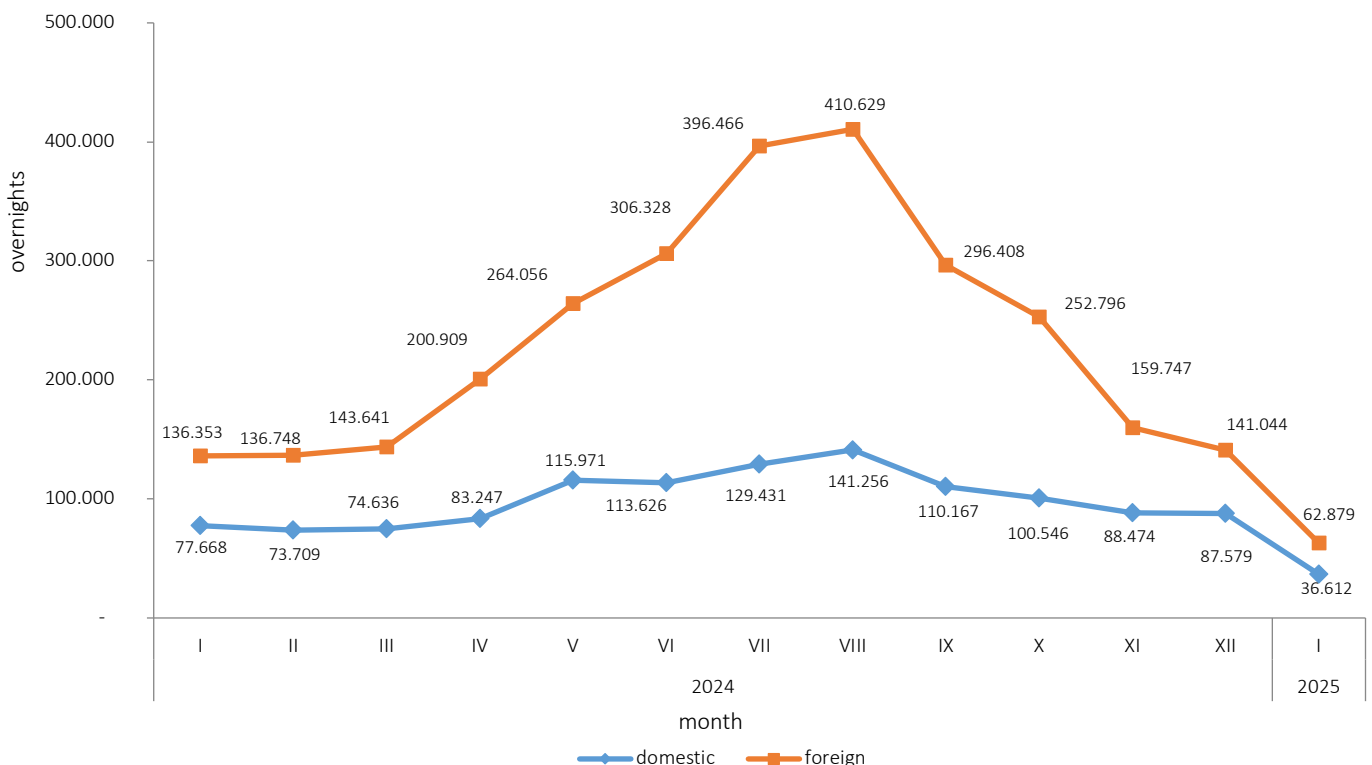
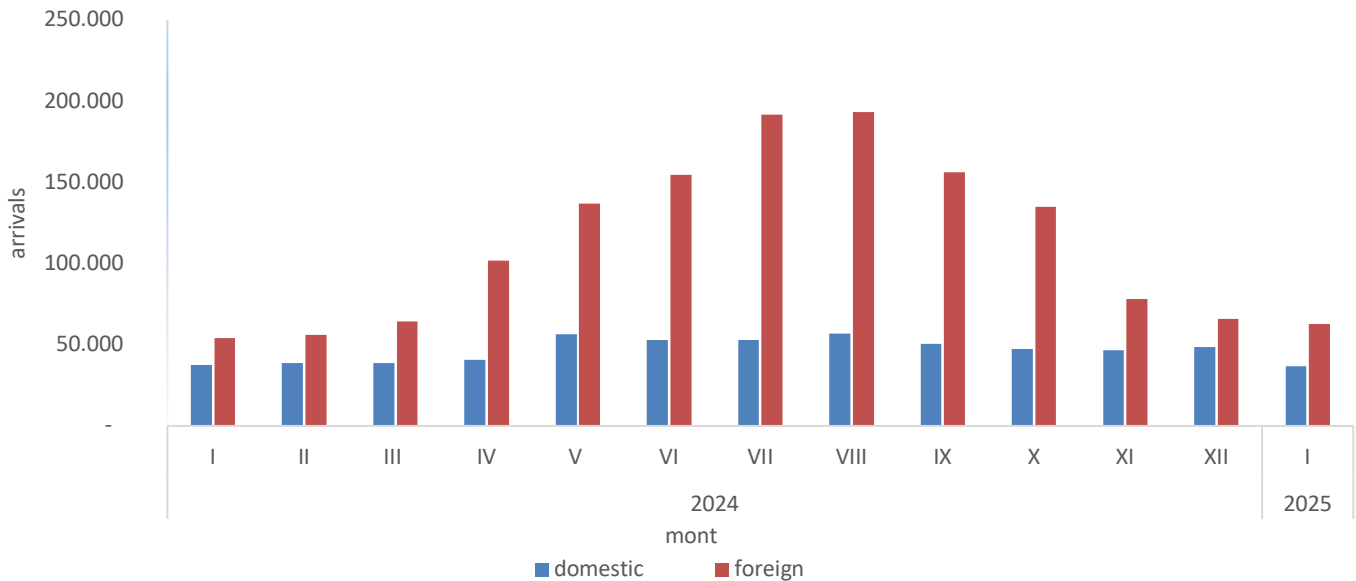


Table 1: Tourist arrivals and overnight stays

	Arrivals					Overnights					I 2025	
	I 2024*	XII 2024	I 2025	Indicies I 2025 XII 2024	Indicies I 2025 I 2024	I 2024*	XII 2024	I 2025	Indicies I 2025 XII 2024	Indicies I 2025 I 2024	Structure of overnights %	Average number of overnights per check-in
TOTAL	91,670	114,685	99,491	86.8	108.5	214,021	228,623	234,350	102.5	109.5	100.0	2.4
Domestic tourists	37,425	48,538	36,612	75.4	97.8	77,668	87,579	76,265	87.1	98.2	32.5	2.1
Foreign tourists	54,245	66,147	62,879	95.1	115.9	136,353	141,044	158,085	112.1	115.9	67.5	2.5

*) final data

Graph 2: Tourist arrivals January 2024. - January 2025.



Regarding the length of stay of foreign tourists in our country, tourists from New Zealand ranked first with an average of 4.5 overnight stays, followed by those from Iceland with 4.3 overnight stays, Egypt with 4.2 overnight stays, Malta with 4.0 overnight stays, Kuwait with 3.9 overnight stays, Cyprus with 3.8 overnight stays, and Qatar and Romania with an average of 3.7 overnight stays each.

Graph 3: Arrivals and overnight stays of foreign tourists by country of residence, January 2025.

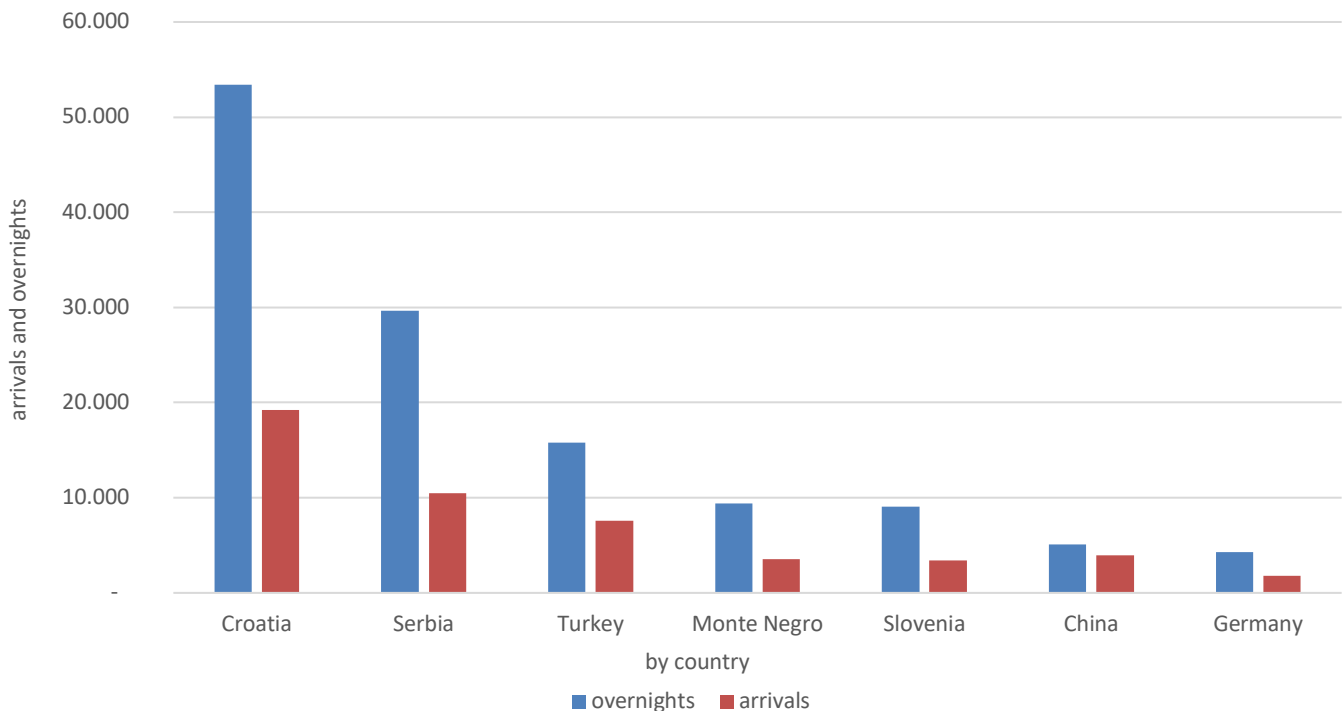


Table 2: Tourist arrivals and overnight stays according to KD BiH ¹⁾

	Arrivals					Overnight stays					I 2025
	I 2024*	XII 2024	I 2025	Indices I 2025 XII 2024	Indices I 2025 I 2024	I 2024*	XII 2024	I 2025	Indices I 2025 XII 2024	Indices I 2025 I 2024	The structure of overnights in %
TOTAL	91,670	114,685	99,491	86.8	108.5	214,021	228,623	234,350	102.5	109.5	100.0
Hotels and similar accommodation	88,961	111,546	96,922	86.9	108.9	204,478	216,437	224,480	103.7	109.8	95.8
Resorts and similar facilities for short breaks	2,105	2,342	1,926	82.2	91.5	4,805	6,442	4,495	69.8	93.5	1.9
Campsites and camping areas	129	156	112	71.8	86.8	195	187	150	80.2	76.9	0.1
Other accommodation	475	641	531	82.8	111.8	4,543	5,557	5,225	94.0	115.0	2.2
Domestic tourists	37,425	48,538	36,612	75.4	97.8	77,668	87,579	76,265	87.1	98.2	32.5
Hotels and similar accommodation	35,848	46,884	35,096	74.9	97.9	71,980	80,650	70,604	87.5	98.1	30.1
Resorts and similar facilities for short breaks	1,197	1,256	1,134	90.3	94.7	2,472	2,830	2,189	77.3	88.6	0.9
Campsites and camping areas	13	15	5	33.3	38.5	15	25	7	28.0	46.7	0.0
Other accommodation	367	383	377	98.4	102.7	3,201	4,074	3,465	85.1	108.2	1.5
Foreign tourists	54,245	66,147	62,879	95.1	115.9	136,353	141,044	158,085	112.1	115.9	67.5
Hotels and similar accommodation	53,113	64,662	61,826	95.6	116.4	132,498	135,787	153,876	113.3	116.1	65.7
Resorts and similar facilities for short breaks	908	1,086	792	72.9	87.2	2,333	3,612	2,306	63.8	98.8	1.0
Campsites and camping areas	116	141	107	75.9	92.2	180	162	143	88.3	79.4	0.1
Other accommodation	108	258	154	59.7	142.6	1,342	1,483	1,760	118.7	131.1	0.8

* final data

¹⁾Classification of activities of Bosnia and Herzegovina (BiH) 2010

In January 2025, tourists in Bosnia and Herzegovina had access to 19,621 rooms, apartments, and camping spots, which is a 0.6% increase compared to January 2024. Additionally, there were 44,288 available beds, representing a 5.2% increase compared to the same month in 2024. Within the "Hotels and Similar Accommodation" category, tourists had access to a total of 18,208 rooms and apartments, which is a 0.3% increase compared to December 2023, as well as 39,868 beds, marking a 5.5% increase compared to the same month last year.

Table 3: Tourist arrivals and overnight stays by arrival method

	Individually						Organized					
	Arrivals			Overnight stays			Arrivals			Overnight stays		
	I 2024	I 2025	Indices I 2025 I 2024	I 2024	I 2025	Indices I 2025 I 2024	I 2024	I 2025	Indices I 2025 I 2024	I 2024	I 2025	Indices I 2025 I 2024
TOTAL	77,092	82,709	107.3	176,943	192,125	108.6	14,578	16,782	115.1	37,078	42,225	113.9
Domestic tourists	34,276	33,292	97.1	71,672	68,056	95.0	3,149	3,320	105.4	5,996	8,209	136.9
Foreign tourists	42,816	49,417	115.4	105,271	124,069	117.9	11,429	13,462	117.8	31,082	34,016	109.4

*) final data

Table 4: Arrivals and overnight stays of foreign tourists by country of residence

	Arrivals					Overnights					I 2025	
	I 2024*	XII 2024	I 2025	Indices I 2025 XII 2024	Indices I 2025 I 2024	I 2024*	XII 2024	I 2025	Indices I 2025 XII 2024	Indices I 2025 I 2024	Ovrnights structure %	Average number of overnights per check in
TOTAL	54,245	66,147	62,879	95.1	115.9	136,353	141,044	158,085	112.1	115.9	100.0	2.5
Albania	161	165	205	124.2	127.3	431	284	345	121.5	80.0	0.2	1.7
Austria	1,524	2,900	1,388	47.9	91.1	3,173	6,297	3,326	52.8	104.8	2.1	2.4
Belgium	106	261	114	43.7	107.5	270	553	279	50.5	103.3	0.2	2.4
Bulgaria	203	593	312	52.6	153.7	482	1,294	791	61.1	164.1	0.5	2.5
Montenegro	3,275	2,593	3,569	137.6	109.0	8,950	5,288	9,415	178.0	105.2	6.0	2.6
Czech Republic	109	256	192	75.0	176.1	234	709	414	58.4	176.9	0.3	2.2
Denmark	68	104	94	90.4	138.2	190	254	236	92.9	124.2	0.1	2.5
Estonia	5	16	17	106.3	340.0	23	36	44	122.2	191.3	0.0	2.6
Finland	45	28	47	167.9	104.4	95	63	114	181.0	120.0	0.1	2.4
France	267	613	329	53.7	123.2	596	1,831	737	40.3	123.7	0.5	2.2
Greece	105	112	85	75.9	81.0	418	269	244	90.7	58.4	0.2	2.9
Netherlands	284	499	360	72.1	126.8	643	1,202	858	71.4	133.4	0.5	2.4
Croatia	17,798	16,569	19,207	115.9	107.9	46,927	37,886	53,375	140.9	113.7	33.8	2.8
Ireland	49	162	68	42.0	138.8	127	300	210	70.0	165.4	0.1	3.1
Iceland	2	6	4	66.7	200.0	2	8	17	212.5	850.0	0.0	4.3
Italy	914	1,510	1,248	82.6	136.5	2,209	3,474	3,332	95.9	150.8	2.1	2.7
Cyprus	22	115	23	20.0	104.5	63	214	87	40.7	138.1	0.1	3.8
Latvia	8	25	38	152.0	475.0	26	43	76	176.7	292.3	0.0	2.0
Lithuania	14	24	26	108.3	185.7	42	66	78	118.2	185.7	0.0	3.0
Luxembourg	62	107	45	42.1	72.6	339	344	155	45.1	45.7	0.1	3.4
Hungary	451	609	355	58.3	78.7	730	992	741	74.7	101.5	0.5	2.1
Malta	4	9	2	22.2	50.0	16	30	8	26.7	50.0	0.0	4.0
Norway	87	97	155	159.8	178.2	238	204	306	150.0	128.6	0.2	2.0
Germany	1,647	2,718	1,770	65.1	107.5	4,141	6,517	4,298	66.0	103.8	2.7	2.4
Poland	250	586	386	65.9	154.4	576	1,157	830	71.7	144.1	0.5	2.2
Portugal	39	45	44	97.8	112.8	63	113	112	99.1	177.8	0.1	2.5
Romania	205	223	224	100.4	109.3	864	663	822	124.0	95.1	0.5	3.7
Russian Federation	673	670	732	109.3	108.8	1,528	1,227	1,434	116.9	93.8	0.9	2.0
North Macedonia	518	839	536	63.9	103.5	1,150	1,762	1,179	66.9	102.5	0.7	2.2
Slovakia	174	171	129	75.4	74.1	270	385	295	76.6	109.3	0.2	2.3
Slovenia	3,535	5,701	3,377	59.2	95.5	8,737	13,355	9,033	67.6	103.4	5.7	2.7

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	Arrivals					Overnights					I 2025	
	I 2024*	XII 2024	I 2025	Indices I 2025 XII 2024	Indices I 2025 I 2024	I 2024*	XII 2024	I 2025	Indices I 2025 XII 2024	Indices I 2025 I 2024	Ovrnights structure %	Average number of overnights per check in
Serbia	10,332	9,672	10,486	108.4	101.5	26,529	18,194	29,670	163.1	111.8	18.8	2.8
Spain	126	197	139	70.6	110.3	276	446	367	82.3	133.0	0.2	2.6
Switzerland (including Liechtenstein)	525	1,076	465	43.2	88.6	1,279	2,343	1,211	51.7	94.7	0.8	2.6
Sweden	242	386	523	135.5	216.1	569	883	1,018	115.3	178.9	0.6	1.9
Turkey	4,349	5,362	7,587	141.5	174.5	9,453	9,835	15,808	160.7	167.2	10.0	2.1
United Kingdom	527	1,030	570	55.3	108.2	1,777	2,316	1,431	61.8	80.5	0.9	2.5
Ukraine	98	294	116	39.5	118.4	295	461	269	58.4	91.2	0.2	2.3
Other European countries	137	280	200	71.4	146.0	364	531	408	76.8	112.1	0.3	2.0
Egypt	35	65	24	36.9	68.6	139	294	100	34.0	71.9	0.1	4.2
South Africa	55	15	9	60.0	16.4	229	31	15	48.4	6.6	0.0	1.7
Other African countries	90	119	68	57.1	75.6	405	383	172	44.9	42.5	0.1	2.5
Canada	100	141	111	78.7	111.0	251	404	277	68.6	110.4	0.2	2.5
USA	1,006	730	791	108.4	78.6	2,739	2,092	2,120	101.3	77.4	1.3	2.7
Other Northern American countries	13	108	56	51.9	430.8	25	337	143	42.4	572.0	0.1	2.6
Brazil	92	75	75	100.0	81.5	171	144	154	106.9	90.1	0.1	2.1
Other Southern and Central American countries	73	152	176	115.8	241.1	198	270	310	114.8	156.6	0.2	1.8
Bahrain	10	17	15	88.2	150.0	14	70	35	50.0	250.0	0.0	2.3
India	51	149	48	32.2	94.1	119	369	107	29.0	89.9	0.1	2.2
Iran	10	19	6	31.6	60.0	24	69	8	11.6	33.3	0.0	1.3
Israel	27	49	18	36.7	66.7	64	66	33	50.0	51.6	0.0	1.8
Japan	90	81	45	55.6	50.0	161	145	70	48.3	43.5	0.0	1.6
Republic of Korea	113	256	161	62.9	142.5	142	302	195	64.6	137.3	0.1	1.2
Qatar	58	62	39	62.9	67.2	131	250	146	58.4	111.5	0.1	3.7
China	1,538	3,739	3,948	105.6	256.7	2,291	5,038	5,114	101.5	223.2	3.2	1.3
Kuwait	242	125	231	184.8	95.5	831	480	896	186.7	107.8	0.6	3.9
Malaysia	192	532	451	84.8	234.9	230	805	633	78.6	275.2	0.4	1.4
Oman	199	47	22	46.8	11.1	561	141	53	37.6	9.4	0.0	2.4
Saudi Arabia	350	355	250	70.4	71.4	790	898	792	88.2	100.3	0.5	3.2
United Arab Emirates	461	993	395	39.8	85.7	1,396	3,600	1,407	39.1	100.8	0.9	3.6
Other Asian countries	306	1,296	476	36.7	155.6	648	2,166	995	45.9	153.5	0.6	2.1
Australia	184	252	265	105.2	144.0	663	650	828	127.4	124.9	0.5	3.1
New Zealand	9	35	18	51.4	200.0	33	89	81	91.0	245.5	0.1	4.5
Other countries of Oceania	1	112	14	12.5	1)	3	122	28	23.0	933.3	0.0	2.0

final data

1) Indices higher than 999

- no occurrence

METHODOLOGICAL EXPLANATIONS

The purpose of the statistical survey

The purpose of the statistical survey is to monitor the tourist activity realised in commercial accommodation establishments and to provide internationally comparable BiH's tourism statistics in accordance with current EU Regulations for the tourism statistics.

Observation units

Observation units are all business entities /legal units which are, by the main activity, registered in accommodation activity (division 55 - KD BiH 2010), persons as well as households that rent accommodation establishments to tourists. For the purpose of the survey, Classification of Activities in Bosnia and Herzegovina - KD BiH 2010 was used, and it is fully compliant with the European Classification of Economic Activities - NACE Rev. 2.

Coverage

Reporting units are all business entities (enterprises, craftsmen, cooperatives, institutions, associations etc.) and their constituent units that are registered according to KD BiH 2010 under section: 55.1 (hotels and similar accommodation), 55.2 (holiday and other short - stay accommodation), 55.3 (camps and camping grounds), 55.9 (other uncategorised accommodation), health care institutions in which person themselves bear the fee for medical rehabilitation or their stay; business entities that deal with the mediation of accommodation of guests in households, houses, camps, apartments and rooms which are directly rented by private persons/households. Survey covers the entire territory of Bosnia and Herzegovina.

Source and methods of data collection

Data on tourist's turnover (number of tourist arrivals and tourist nights) are collected from regular monthly report (TU-11 form). Reports are usually made based on reception records in guest books, entities and their parts engaged in organizing and arranging of tourists.

Data revision

Regular press releases on tourism are published in monthly dynamics and contain preliminary / first results until the final data are published.

The first regular revision of data implies that, when publishing data for the next month, the published data from the previous month (t-1) are revised in accordance with the information submitted by the reporting unit. The second regular revision of previously published data is the annual revision, which includes all changes in the data submitted after the first revision, in order to ensure the accuracy of the published data.

The press release clearly indicates what the data are, so that users of the statistics can interpret them correctly. If new statistical standards and concepts are introduced, changes in the research methodology are made, it is necessary to revise the data to ensure the consistency and comparability of data from previous historical series and new data series. Users will be informed about changes in data and reasons in an appropriate and transparent manner, in regular monthly press releases and other publications for the public, as well as on the website of the BiH Agency for Statistics (www.bhas.gov.ba).

DEFINITIONS

Tourism means the activity of visitors taking a trip to a main destination outside their usual environment for less than a year, for leisure, business or other personal purpose other than to be employed by a resident entity in the place visited.

Tourist is every person who, outside his place of permanent residence, spends one night in a hotel or some other accommodation facility for reasons of rest, recreation, health, study, sport, religion, family, business, public tasks or meeting.

Residence is a place where a person came with the intention of permanent stay. A tourist is registered in every place or establishment where he stays and, therefore, in case he/she changes the place or establishment, he/she must register again, which results in data ambiguity. Consequently, the statistics register the number of tourist arrivals and not the number of tourists.

A domestic tourist is a person with permanent residence in the BiH who spends at least one night in a hotel or some other accommodation establishment outside their place or residence.

Foreign tourist is every person with permanent residence outside in BiH who temporarily resides in BiH and who spends at least one night in a hotel or some other accommodation establishment.

Tourist arrivals refer to the number of persons (tourists) who arrived and registered their stay in an accommodation establishment.

Tourist nights refer to every registered overnight stay of a person (tourist) in an accommodation establishment.

Accommodation capacities are presented as the number of rooms, apartments and camping sites, and the number of permanent beds.

Permanent beds are those that are regularly ready-made for renting to guests.

Occupancy rate of permanent beds (net) in the reference period is obtained by dividing the total number of nights by the number of beds on offer and the number of days when the beds are available for use during the reference period. The data are expressed as a percentage.

Occupancy rate of bedrooms (net) in the reference period is obtained by dividing the total number of bedrooms used during the reference period by the number of bedrooms available for use during the reference period. The data is expressed as a percentage.

Organization of tourist arrivals represent the way of organising tourist arrangements. Depending on the way of organising, tourist arrangement can be individual or organised (travel agencies).

Symbols

- no occurrence

0.0 value not zero but less than 0.05

1) Indices greater than 999

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Razmislite o očuvanju okoliša prije štampanja dokumenta.