



FIRST RELEASE



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YEAR XIX

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BUSINESS STATISTICS

Tourism, March 2025

In March 2025, tourists in Bosnia and Herzegovina made 96,896 visits, which is a decrease of 1.6% compared to February 2025 and a decrease of 5.8% compared to March 2024.

Tourists recorded 206,088 overnight stays, which is 4.1% fewer than in February 2025 and 5.6% fewer than in March 2024. Of the total number of overnight stays, domestic tourists accounted for 30.8%, while foreign tourists made up 69.2%.

The number of overnight stays by domestic tourists decreased by 9.7% compared to February 2025 and by 14.9% compared to March 2024. The number of overnight stays by foreign tourists decreased by 1.4% compared to February 2025 and by 0.7% compared to March 2024.

In March 2025, among foreign tourists, the highest number of overnight stays was recorded by tourists from Croatia (26.4%), Serbia (14.5%), Slovenia (8.9%), Turkey (7.8%), China (5.0%), Italy (4.4%), and Montenegro (3.5%), which together make up 70.5% of all foreign overnight stays. Tourists from other countries accounted for 29.5% of overnight stays.

The net occupancy rate of rooms in March 2025 was 22.5%, and of permanent beds 15.4%, compared to 25.2% and 17.3%, respectively, in March 2024.

By type of accommodation, the highest number of overnight stays was recorded in the category of Hotels and similar accommodation, accounting for 93.9% of all overnight stays.

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

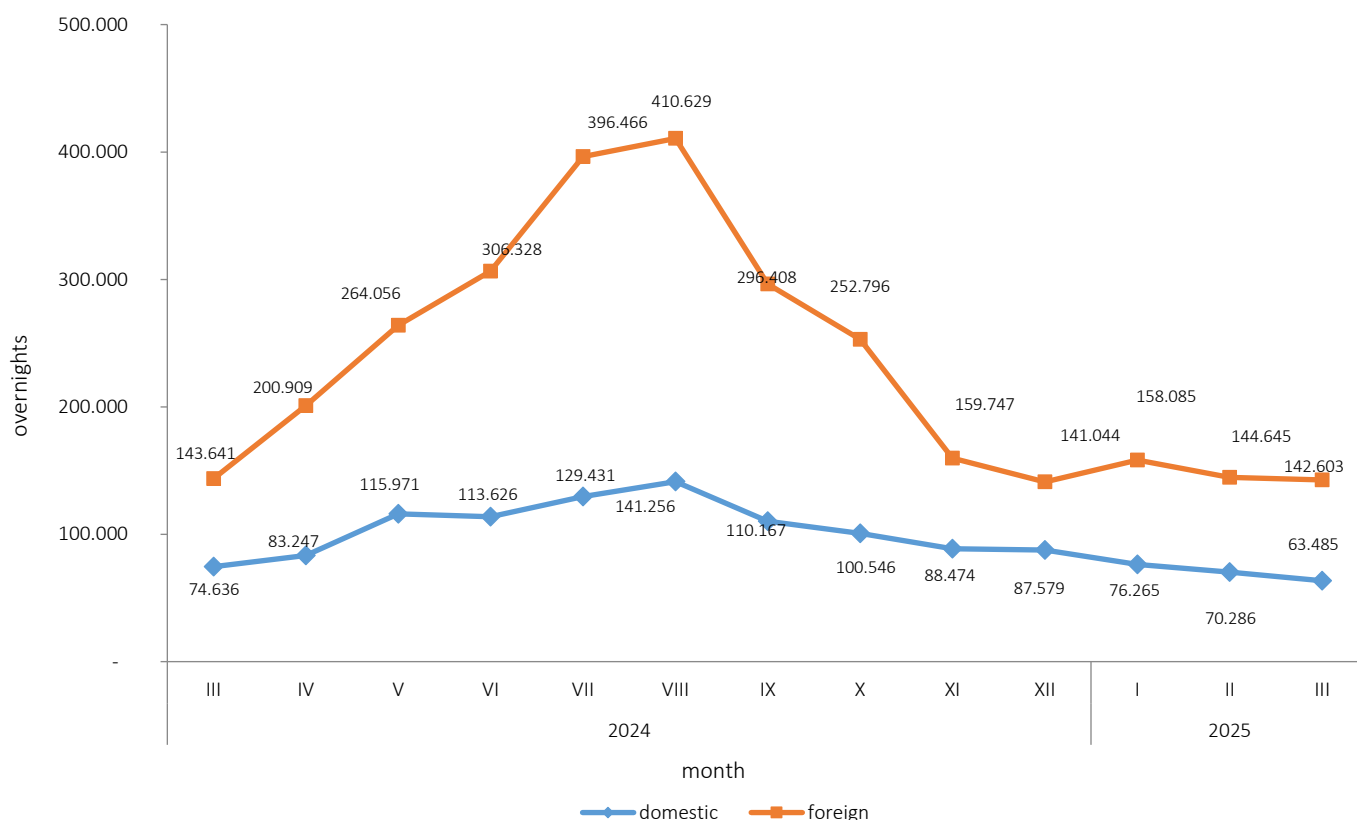
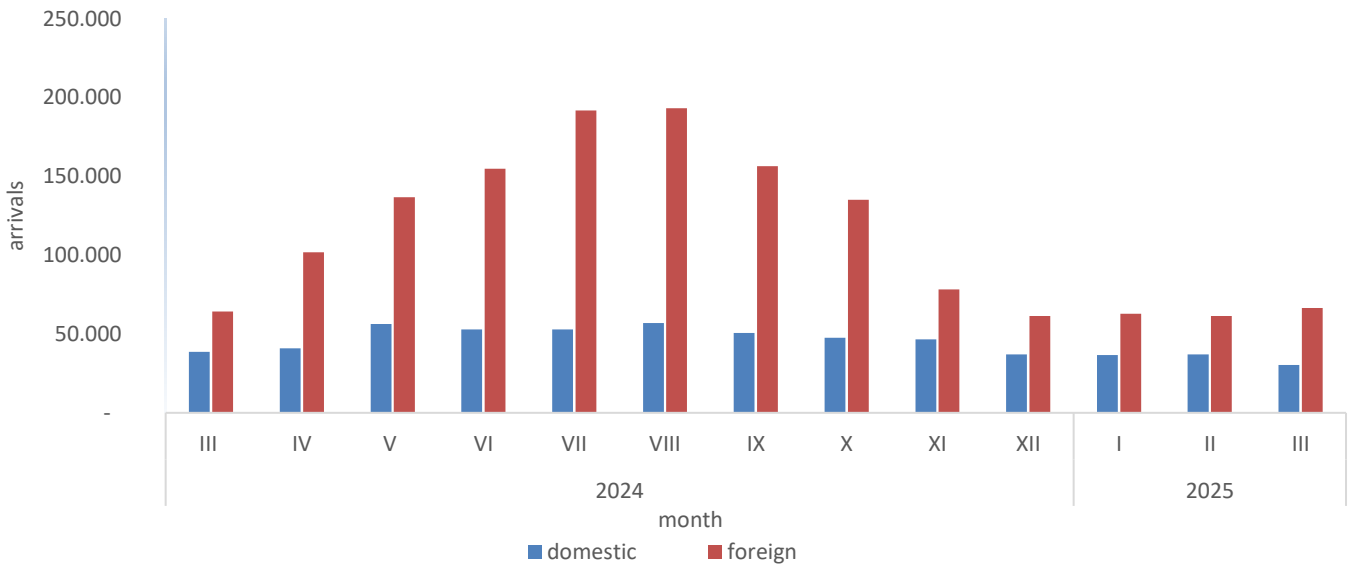


Table 1: Tourist arrivals and overnight stays

	Arrivals					Overnights					III 2025	
	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	Structure of overnights %	Average number of overnights per check-in
TOTAL	102,848	98,473	96,896	98.4	94.2	218,277	214,931	206,088	95.9	94.4	100.0	2.1
Domestic tourists	38,585	37,038	30,425	82.1	78.9	74,636	70,286	63,485	90.3	85.1	30.8	2.1
Foreign tourists	64,263	61,435	66,471	108.2	103.4	143,641	144,645	142,603	98.6	99.3	69.2	2.1

*) final data

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



Regarding the average length of stay of foreign tourists in our country, tourists from Qatar ranked first with an average of 4.2 overnight stays, followed by those from Egypt with 3.7 overnight stays. Tourists from Iceland, Saudi Arabia, and Cyprus averaged 3.1 overnight stays, those from Oman and Norway averaged 3.0, while tourists from Slovenia and New Zealand averaged 2.9 overnight stays.

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

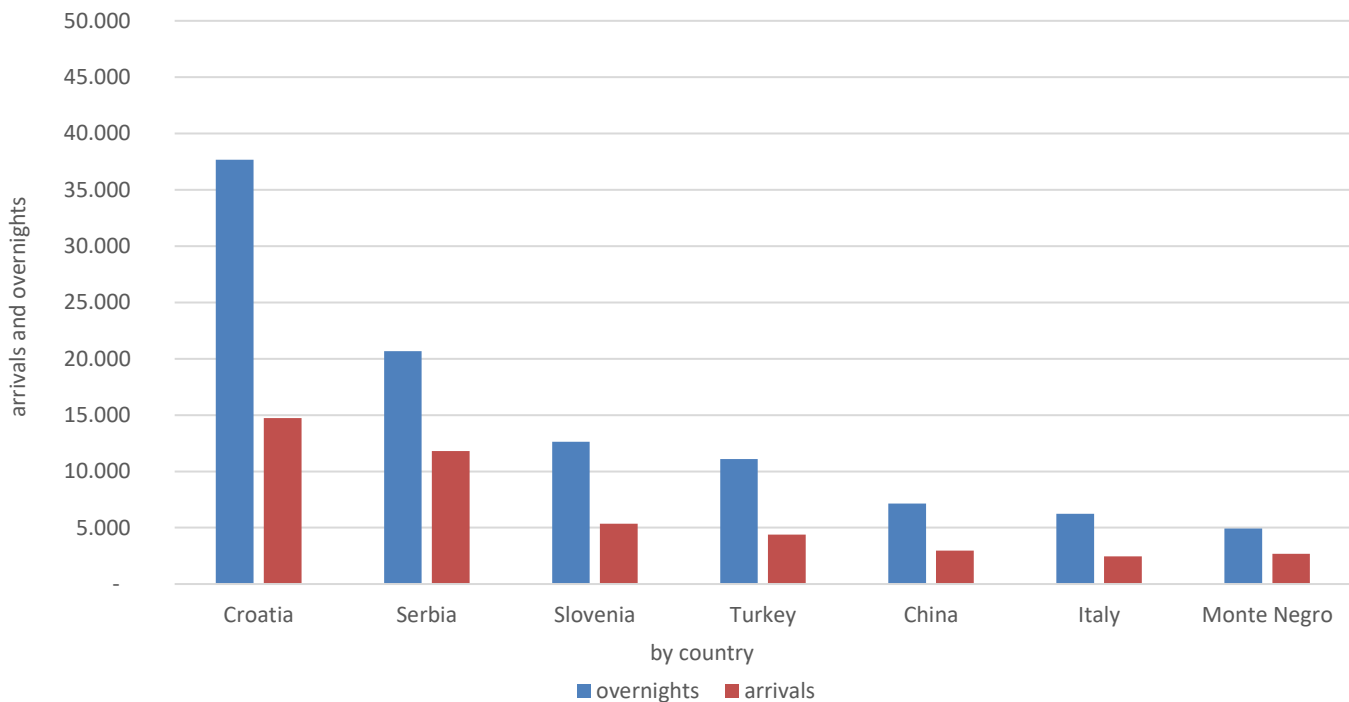


Table 2: Tourist arrivals and overnight stays according to KD BiH ¹⁾

	Arrivals					Overnight stays					III 2025
	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	The structure of overnights in %
TOTAL	102,848	98,473	96,896	98.4	94.2	218,277	214,931	206,088	95.9	94.4	100.0
Hotels and similar accommodation	100,069	96,049	94,309	98.2	94.2	206,483	204,270	193,458	94.7	93.7	93.9
Resorts and similar facilities for short breaks	1,883	1,806	1,771	98.1	94.1	4,898	5,055	5,575	110.3	113.8	2.7
Campsites and camping areas	216	42	143	340.5	66.2	237	71	146	205.6	61.6	0.07
Other accommodation	680	576	673	116.8	99.0	6,659	5,535	6,909	124.8	103.8	3.4
Domestic tourists	38,585	37,038	30,425	82.1	78.9	74,636	70,286	63,485	90.3	85.1	30.8
Hotels and similar accommodation	37,071	35,723	29,124	81.5	78.6	66,879	64,310	56,527	87.9	84.5	27.4
Resorts and similar facilities for short breaks	957	947	779	82.3	81.4	2,349	2,339	1,866	79.8	79.4	0.9
Campsites and camping areas	22	18	14	77.8	63.6	23	27	14	51.9	60.9	0.01
Other accommodation	535	350	508	145.1	95.0	5,385	3,610	5,078	140.7	94.3	2.5
Foreign tourists	64,263	61,435	66,471	108.2	103.4	143,641	144,645	142,603	98.6	99.3	69.2
Hotels and similar accommodation	62,998	60,326	65,185	108.1	103.5	139,604	139,960	136,931	97.8	98.1	66.4
Resorts and similar facilities for short breaks	926	859	992	115.5	107.1	2,549	2,716	3,709	136.6	145.5	1.8
Campsites and camping areas	194	24	129	537.5	66.5	214	44	132	300.0	61.7	0.06
Other accommodation	145	226	165	73.0	113.8	1,274	1,925	1,831	95.1	143.7	0.9

* final data

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

In March 2025, tourists in Bosnia and Herzegovina had at their disposal 20,387 rooms, apartments, and camping sites, which is an increase of 2.6% compared to March 2024. Additionally, 45,572 beds were available, representing an increase of 5.9% compared to the same month in 2024. Within the “Hotels and similar accommodation” category, a total of 18,756 rooms and apartments were available to tourists, which is 1.6% more than in March 2024, along with 40,665 beds—an increase of 5.4% compared to the same month of the previous year.

Table 3: Tourist arrivals and overnight stays by arrival method

	Individually						Organized					
	Arrivals			Overnight stays			Arrivals			Overnight stays		
	III 2024	III 2025	Indicies III 2025 III 2024	III 2024	III 2025	Indicies III 2025 III 2024	III 2024	III 2025	Indicies III 2025 III 2024	III 2024	III 2025	Indicies III 2025 III 2024
TOTAL	80,812	72,431	89.6	170,000	142,747	84.0	22,036	24,465	111.0	48,277	63,341	131.2
Domestic tourists	33,516	26,320	78.5	64,414	51,470	79.9	5,069	4,105	81.0	10,222	12,015	117.5
Foreign tourists	47,296	46,111	97.5	105,586	91,277	86.4	16,967	20,360	120.0	38,055	51,326	134.9

*) final data

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

	Arrivals					Overnights					III 2025	
	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	Ovrnights structure %	Avergae number of overnights per check in
TOTAL	64,263	61,435	66,471	108.2	103.4	143,641	144,645	142,603	98.6	99.3	100.0	2.1
Albania	278	187	287	153.5	103.2	716	331	487	147.1	68.0	0.3	1.7
Austria	1,772	1,747	1,678	96.1	94.7	3,545	3,634	2,857	78.6	80.6	2.0	1.7
Belgium	170	201	153	76.1	90.0	550	497	377	75.9	68.5	0.3	2.5
Bulgaria	597	223	524	235.0	87.8	1,100	641	917	143.1	83.4	0.6	1.8
Montenegro	2,697	2,080	2,356	113.3	87.4	5,080	4,302	4,937	114.8	97.2	3.5	2.1
Czech Republic	360	198	242	122.2	67.2	736	458	489	106.8	66.4	0.3	2.0
Denmark	218	89	252	283.1	115.6	781	218	638	292.7	81.7	0.4	2.5
Estonia	41	35	42	120.0	102.4	119	215	104	48.4	87.4	0.1	2.5
Finland	114	47	81	172.3	71.1	346	97	216	222.7	62.4	0.2	2.7
France	418	354	421	118.9	100.7	1,012	921	874	94.9	86.4	0.6	2.1
Greece	125	141	276	195.7	220.8	281	252	526	208.7	187.2	0.4	1.9
Netherlands	429	573	382	66.7	89.0	947	1,634	859	52.6	90.7	0.6	2.2
Croatia	14,747	18,602	15,128	81.3	102.6	36,154	49,375	37,677	76.3	104.2	26.4	2.5
Ireland	186	66	151	228.8	81.2	620	214	358	167.3	57.7	0.3	2.4
Iceland	4	6	35	583.3	875.0	22	6	108	1.800.0	490.9	0.1	3.1
Italy	2,450	1,470	2,569	174.8	104.9	5,222	3,115	6,245	200.5	119.6	4.4	2.4
Cyprus	11	55	68	123.6	618.2	42	118	208	176.3	495.2	0.1	3.1
Latvia	36	386	14	3.6	38.9	151	504	24	4.8	15.9	0.0	1.7
Lithuania	30	25	52	208.0	173.3	80	77	111	144.2	138.8	0.1	2.1
Luxembourg	51	80	23	28.8	45.1	84	244	31	12.7	36.9	0.0	1.3
Hungary	889	536	618	115.3	69.5	1,756	1,579	994	63.0	56.6	0.7	1.6
Malta	27	5	12	240.0	44.4	153	9	21	233.3	13.7	0.0	1.8
Norway	253	137	283	206.6	111.9	547	390	837	214.6	153.0	0.6	3.0
Germany	2,369	1,634	1,922	117.6	81.1	5,185	3,548	4,216	118.8	81.3	3.0	2.2
Poland	693	382	475	124.3	68.5	1,424	697	1,137	163.1	79.8	0.8	2.4
Portugal	79	86	97	112.8	122.8	228	206	183	88.8	80.3	0.1	1.9
Romania	392	319	344	107.8	87.8	1,449	833	832	99.9	57.4	0.6	2.4
Russian Federation	623	586	754	128.7	121.0	1,435	1,422	1,382	97.2	96.3	1.0	1.8
North Macedonia	1,150	575	792	137.7	68.9	2,590	1,059	1,577	148.9	60.9	1.1	2.0
Slovakia	346	172	219	127.3	63.3	849	339	527	155.5	62.1	0.4	2.4
Slovenia	5,365	4,723	4,349	92.1	81.1	14,413	12,620	12,627	100.1	87.6	8.9	2.9

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	Arrivals					Overnights					III 2025	
	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	III 2024*	II 2024	III 2025	Indicies III 2025 II 2025	Indicies III 2025 III 2024	Ovrnights structure %	Average number of overnights per check in
Serbia	11,799	10,819	10,325	95.4	87.5	24,043	25,457	20,665	81.2	86.0	14.5	2.0
Spain	357	211	313	148.3	87.7	619	393	815	207.4	131.7	0.6	2.6
Switzerland (including Liechtenstein)	638	558	421	75.4	66.0	1,339	1,487	862	58.0	64.4	0.6	2.0
Sweden	375	355	546	153.8	145.6	1,136	798	1,501	188.1	132.1	1.1	2.7
Turkey	4,398	4,927	6,765	137.3	153.8	7,984	10,330	11,109	107.5	139.1	7.8	1.6
United Kingdom	1,100	1,106	1,338	121.0	121.6	3,317	2,880	3,578	124.2	107.9	2.5	2.7
Ukraine	405	182	156	85.7	38.5	790	409	344	84.1	43.5	0.2	2.2
Other European countries	194	152	191	125.7	98.5	558	316	322	101.9	57.7	0.2	1.7
Egypt	34	28	39	139.3	114.7	114	150	146	97.3	128.1	0.1	3.7
South Africa	7	26	12	46.2	171.4	14	53	32	60.4	228.6	0.0	2.7
Other African countries	92	64	51	79.7	55.4	432	168	200	119.0	46.3	0.1	3.9
Canada	192	135	261	193.3	135.9	497	308	540	175.3	108.7	0.4	2.1
USA	1,457	778	1,813	233.0	124.4	3,933	1,859	4,829	259.8	122.8	3.4	2.7
Other Northern American countries	60	46	212	460.9	353.3	198	93	442	475.3	223.2	0.3	2.1
Brazil	81	91	156	171.4	192.6	177	274	358	130.7	202.3	0.3	2.3
Other Southern and Central American countries	272	184	313	170.1	115.1	920	438	1,095	250.0	119.0	0.8	3.5
Bahrain	10	28	7	25.0	70.0	28	56	16	28.6	57.1	0.0	2.3
India	95	93	200	215.1	210.5	295	162	411	253.7	139.3	0.3	2.1
Iran	24	10	14	140.0	58.3	67	41	28	68.3	41.8	0.0	2.0
Israel	55	72	188	261.1	341.8	116	252	276	109.5	237.9	0.2	1.5
Japan	204	79	183	231.6	89.7	343	153	360	235.3	105.0	0.3	2.0
Republic of Korea	499	80	138	172.5	27.7	816	256	215	84.0	26.3	0.2	1.6
Qatar	9	42	23	54.8	255.6	86	112	96	85.7	111.6	0.1	4.2
China	2,973	4,054	5,997	147.9	201.7	4,158	5,015	7,154	142.7	172.1	5.0	1.2
Kuwait	71	170	131	77.1	184.5	241	475	351	73.9	145.6	0.2	2.7
Malaysia	255	235	186	79.1	72.9	357	338	266	78.7	74.5	0.2	1.4
Oman	5	23	14	60.9	280.0	10	54	42	77.8	420.0	0.0	3.0
Saudi Arabia	116	303	107	35.3	92.2	519	721	329	45.6	63.4	0.2	3.1
United Arab Emirates	179	295	219	74.2	122.3	586	778	430	55.3	73.4	0.3	2.0
Other Asian countries	1,171	426	1,089	255.6	93.0	1,702	871	2,549	292.7	149.8	1.8	2.3
Australia	118	88	375	426.1	317.8	478	237	716	302.1	149.8	0.5	1.9
New Zealand	15	19	30	157.9	200.0	63	83	86	103.6	136.5	0.1	2.9
Other countries of Oceania	83	36	59	163.9	71.1	88	73	64	87.7	72.7	0.0	1.1

final data

1) Indicies 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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