



FIRST RELEASE



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YEAR XIX

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BUSINESS STATISTICS

Tourism, July 2025

In Bosnia and Herzegovina, in July 2025, tourists recorded 225,236 arrivals, which is an increase of 11.2% compared to June 2025 and a decrease of 8.0% compared to July 2024. Tourists achieved 480,501 overnight stays, which is an increase of 17.5% compared to June 2025 and a decrease of 8.6% compared to July 2024. In the structure of total overnight stays, domestic tourists accounted for 24.5%, while foreign tourists accounted for 75.5%.

The number of overnight stays by domestic tourists decreased by 0.7% compared to June 2025 and decreased by 9.2% compared to July 2024. The number of overnight stays by foreign tourists increased by 25.0% compared to June 2025 and decreased by 8.5% compared to July 2024.

In July 2025, in the structure of overnight stays of foreign tourists, the highest number was recorded by tourists from Saudi Arabia with 15.4%, Türkiye with 12.8%, Serbia with 7.2%, Poland with 5.6%, Croatia with 5.0%, Germany with 4.1%, the USA with 3.7%, Slovenia with 3.3%, China with 2.9%, Israel with 2.6%, France with 2.5%, Italy and Austria with 2.2% each, which together accounted for 69.5% of the total number of overnight stays. Tourists from other countries accounted for the remaining 30.5% of overnight stays.

In July 2025, in Bosnia and Herzegovina, tourists had at their disposal 21,853 rooms, apartments, and camping sites, which is an increase of 0.2% compared to July 2024. In addition, 49,452 available beds were offered, representing an increase of 4.1% compared to the same month in 2024.

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

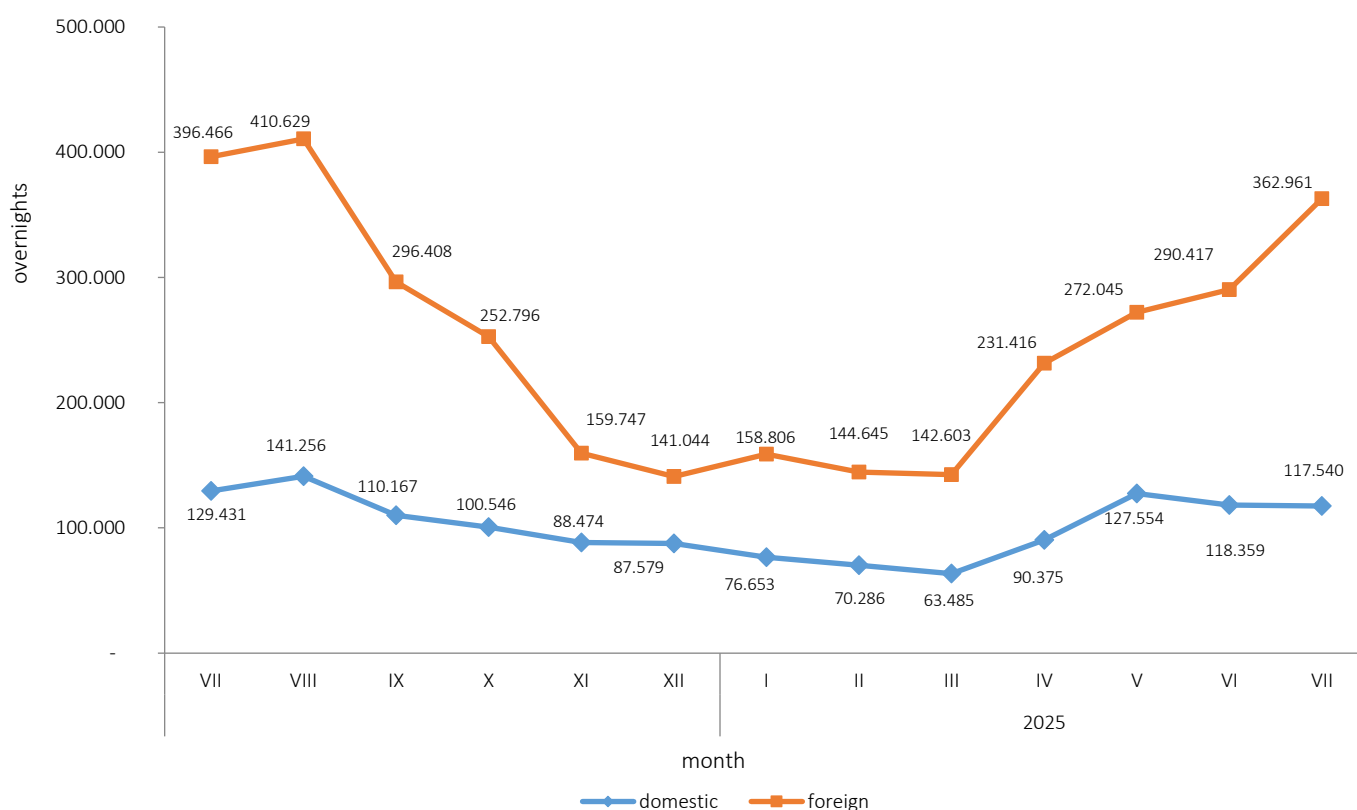
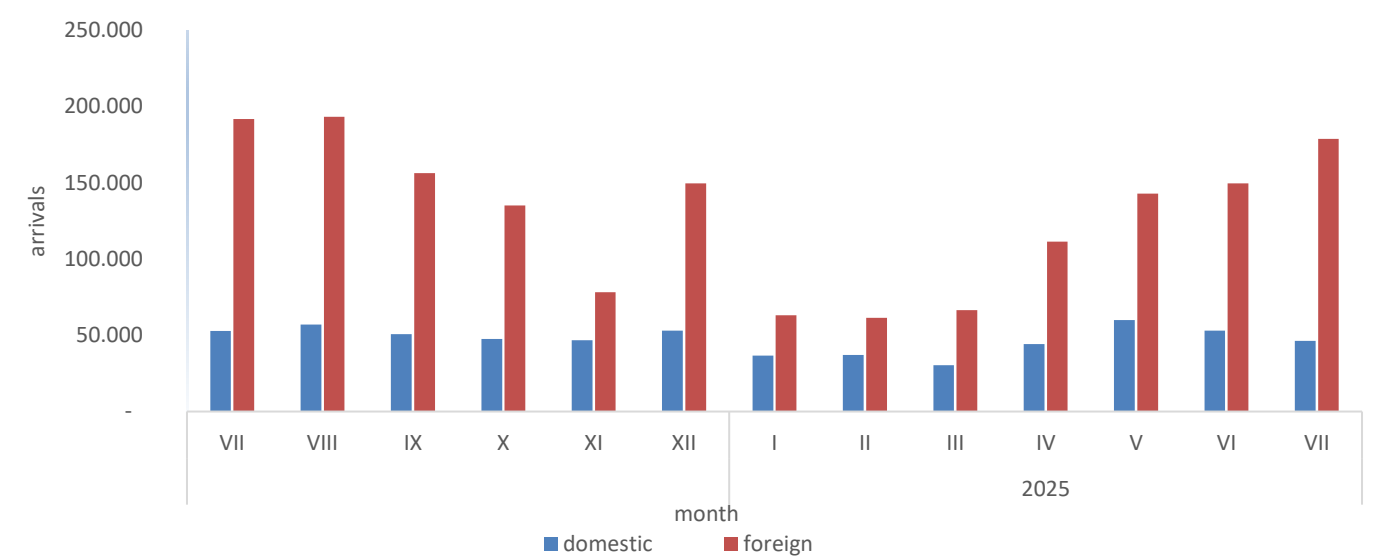


Table 1: Tourist arrivals and overnight stays

	Arrivals					Overnights					VII 2025	
	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	Structure of overnights %	Average number of overnights per check- in
TOTAL	244.748	202.480	225.236	111,2	92,0	525.897	408.776	480.501	117,5	91,4	100,0	2,1
Domestic tourists	52.924	52.980	46.402	87,6	87,7	129.431	118.359	117.540	99,3	90,8	24,5	2,5
Foreign tourists	191.824	149.500	178.834	119,6	93,2	396.466	290.417	362.961	125,0	91,5	75,5	2,0

*) final data

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



As for the length of stay of foreign tourists in our country, tourists from Latvia ranked first with an average of 5.6 overnight stays, followed by tourists from Egypt with 3.7, Malta with 3.5, Kuwait and France with 3.4 each, Montenegro with 3.2, and Qatar and Poland with 3.1 overnight stays on average.

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

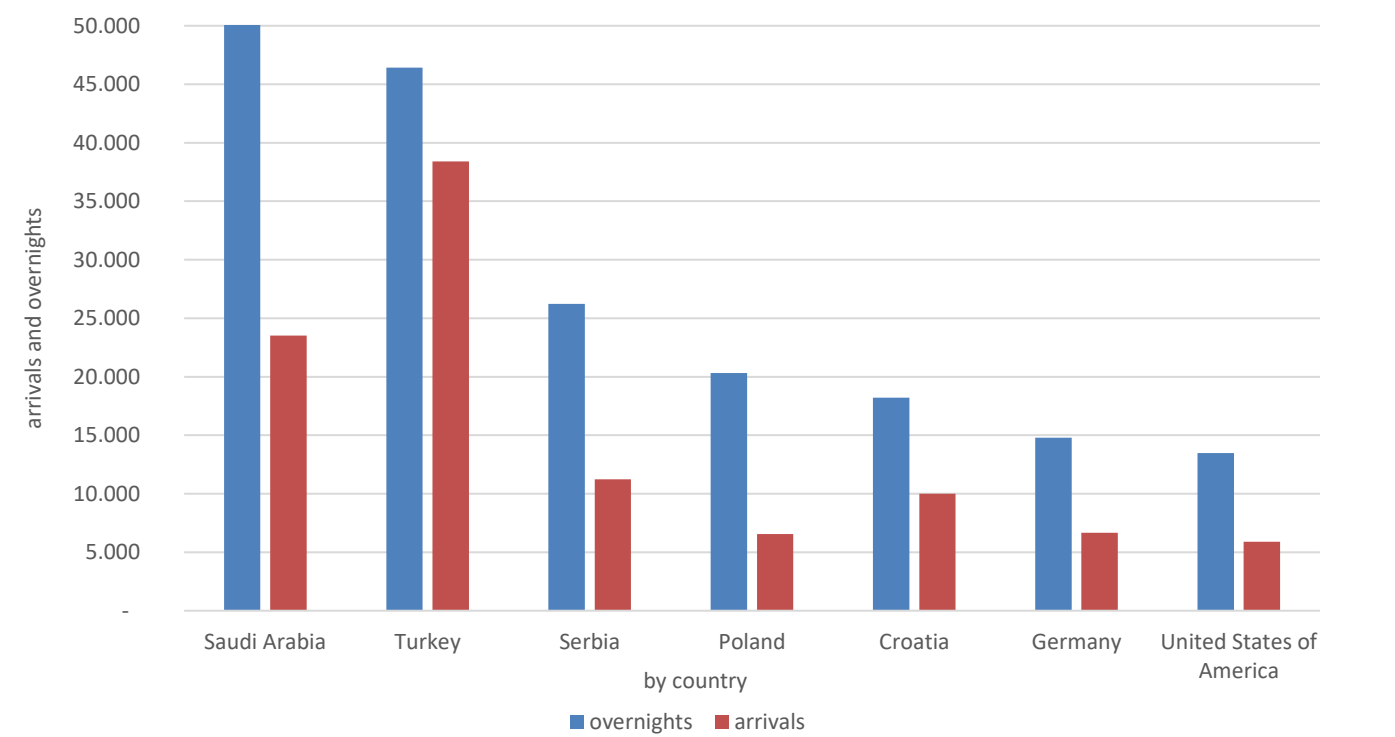


Table 2: Tourist arrivals and overnight stays according to KD BiH ¹⁾

	Arrivals					Overnight stays					VII 2025
	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	The structure of overnights in %
TOTAL	244.748	202.480	225.236	111,2	92,0	525.897	408.776	480.501	117,5	91,4	100,0
Hotels and similar accommodation	229.986	193.034	212.946	110,3	92,6	485.150	380.846	442.631	116,2	91,2	92,1
Resorts and similar facilities for short breaks	8.545	4.811	7.647	158,9	89,5	22.942	13.000	22.554	173,5	98,3	4,7
Campsites and camping areas	5.249	3.548	3.659	103,1	69,7	9.165	6.167	6.689	108,5	73,0	1,4
Other accommodation	968	1.087	984	90,5	101,7	8.640	8.763	8.627	98,4	99,8	1,8
Domestic tourists	52.924	52.980	46.402	87,6	87,7	129.431	118.359	117.540	99,3	90,8	24,5
Hotels and similar accommodation	48.089	50.256	43.059	85,7	89,5	111.770	106.519	103.009	96,7	92,2	21,4
Resorts and similar facilities for short breaks	3.313	1.610	1.991	123,7	60,1	8.815	3.584	5.718	159,5	64,9	1,2
Campsites and camping areas	728	217	469	216,1	64,4	1.095	377	718	190,5	65,6	0,15
Other accommodation	794	897	883	98,4	111,2	7.751	7.879	8.095	102,7	104,4	1,7
Foreign tourists	191.824	149.500	178.834	119,6	93,2	396.466	290.417	362.961	125,0	91,5	75,5
Hotels and similar accommodation	181.897	142.778	169.887	119,0	93,4	373.380	274.327	339.622	123,8	91,0	70,7
Resorts and similar facilities for short breaks	5.232	3.201	5.656	176,7	108,1	14.127	9.416	16.836	178,8	119,2	3,5
Campsites and camping areas	4.521	3.331	3.190	95,8	70,6	8.070	5.790	5.971	103,1	74,0	1,2
Other accommodation	174	190	101	53,2	58,0	889	884	532	60,2	59,8	0,1

* final data

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

Within the activity “Hotels and similar accommodation,” a total of 19,402 rooms and apartments were available to tourists, which is 1.3% less than in July 2024, as well as 42,204 beds, representing an increase of 2.3% compared to the same month of the previous year. The room occupancy rate in July 2025 was 42.6%, and the permanent bed occupancy rate was 33.1%, while in July 2024 the room occupancy rate was 45.3% and the permanent bed occupancy rate was 37.9%. By type of accommodation facility, the highest number of overnight stays was recorded within the activity “Hotels and similar accommodation,” with a share of 92.1% of the total overnight stays.

Table 3: Tourist arrivals and overnight stays by arrival method

	Individually						Organized					
	Arrivals			Overnight stays			Arrivals			Overnight stays		
	VII 2024	VII 2025	Indicies VII 2025 VII 2024	VII 2024	VII 2025	Indicies VII 2025 VII 2024	VII 2024	VII 2025	Indicies VII 2025 VII 2024	VII 2024	VII 2025	Indicies VII 2025 VII 2024
TOTAL	186.768	164.289	88,0	412.689	367.058	88,9	57.980	60.947	105,1	113.208	113.443	100,2
Domestic tourists	46.309	41.674	90,0	108.455	103.138	95,1	6.615	4.728	71,5	20.976	14.402	68,7
Foreign tourists	140.459	122.615	87,3	304.234	263.920	86,7	51.365	56.219	109,5	92.232	99.041	107,4

*) final data

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

	Arrivals					Overnights					VII 2025	
	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	Ovrnights structure %	Avergae number of overnights per check in
TOTAL	191.824	149.500	178.834	119,6	93,2	396.466	290.417	362.961	125,0	91,5	100,0	2,0
Albania	264	295	238	80,7	90,2	497	642	486	75,7	97,8	0,1	2,0
Austria	4.085	4.458	3.869	86,8	94,7	8.462	7.733	7.873	101,8	93,0	2,2	2,0
Belgium	1.402	786	1.551	197,3	110,6	2.901	1.732	3.180	183,6	109,6	0,9	2,1
Bulgaria	1.001	1.522	601	39,5	60,0	2.463	3.440	1.010	29,4	41,0	0,3	1,7
Montenegro	1.802	2.073	2.364	114,0	131,2	5.424	5.024	7.561	150,5	139,4	2,1	3,2
Czech Republic	1.407	1.033	1.499	145,1	106,5	2.516	1.643	2.696	164,1	107,2	0,7	1,8
Denmark	1.371	351	1.473	419,7	107,4	3.186	915	4.099	448,0	128,7	1,1	2,8
Estonia	116	49	79	161,2	68,1	213	116	184	158,6	86,4	0,1	2,3
Finland	217	186	185	99,5	85,3	438	413	449	108,7	102,5	0,1	2,4
France	2.514	2.777	2.687	96,8	106,9	8.879	9.606	9.160	95,4	103,2	2,5	3,4
Greece	986	688	833	121,1	84,5	2.279	1.423	1.997	140,3	87,6	0,6	2,4
Netherlands	3.353	2.443	3.228	132,1	96,3	7.623	6.402	6.881	107,5	90,3	1,9	2,1
Croatia	10.880	12.510	9.992	79,9	91,8	22.367	22.981	18.199	79,2	81,4	5,0	1,8
Ireland	723	504	671	133,1	92,8	2.091	1.486	1.371	92,3	65,6	0,4	2,0
Iceland	55	47	49	104,3	89,1	115	94	105	111,7	91,3	0,0	2,1
Italy	3.659	3.674	3.543	96,4	96,8	7.338	7.802	7.949	101,9	108,3	2,2	2,2
Cyprus	413	72	176	244,4	42,6	500	122	337	276,2	67,4	0,1	1,9
Latvia	73	169	109	64,5	149,3	356	784	609	77,7	171,1	0,2	5,6
Lithuania	276	183	234	127,9	84,8	1.085	266	393	147,7	36,2	0,1	1,7
Luxembourg	122	41	157	382,9	128,7	310	102	328	321,6	105,8	0,1	2,1
Hungary	2.547	1.771	1.804	101,9	70,8	5.111	3.113	3.951	126,9	77,3	1,1	2,2
Malta	315	105	183	174,3	58,1	645	207	644	311,1	99,8	0,2	3,5
Norway	1.064	327	1.039	317,7	97,7	2.308	633	2.181	344,5	94,5	0,6	2,1
Germany	6.955	6.841	6.663	97,4	95,8	15.870	14.799	14.788	99,9	93,2	4,1	2,2
Poland	6.261	4.593	6.558	142,8	104,7	15.880	12.611	20.330	161,2	128,0	5,6	3,1
Portugal	466	273	266	97,4	57,1	795	436	470	107,8	59,1	0,1	1,8
Romania	1.111	799	820	102,6	73,8	2.386	1.550	1.605	103,5	67,3	0,4	2,0
Russian Federation	843	1.268	1.140	89,9	135,2	1.602	2.212	2.234	101,0	139,5	0,6	2,0
North Macedonia	1.002	1.351	996	73,7	99,4	1.539	2.524	1.636	64,8	106,3	0,5	1,6
Slovakia	1.182	1.069	903	84,5	76,4	2.596	2.027	1.646	81,2	63,4	0,5	1,8
Slovenia	5.603	5.857	5.669	96,8	101,2	12.049	10.926	11.801	108,0	97,9	3,3	2,1

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	Arrivals					Overnights					VII 2025	
	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	VII 2024*	VI 2025	VII 2025	Indicies VII 2025 VI 2025	Indicies VII 2025 VII 2024	Ovrnights structure %	Avergae number of overnights per check in
Serbia	12.316	13.817	11.225	81,2	91,1	27.224	28.728	26.226	91,3	96,3	7,2	2,3
Spain	2.288	1.370	2.288	167,0	100,0	4.727	3.184	4.851	152,4	102,6	1,3	2,1
Switzerland (including Liechtenstein)	2.735	1.529	2.499	163,4	91,4	5.949	3.011	5.068	168,3	85,2	1,4	2,0
Sweden	2.731	1.078	2.797	259,5	102,4	6.656	2.509	6.618	263,8	99,4	1,8	2,4
Turkey	38.149	25.388	38.399	151,2	100,7	44.600	33.971	46.420	136,6	104,1	12,8	1,2
United Kingdom	2.843	2.736	3.009	110,0	105,8	6.923	6.562	7.001	106,7	101,1	1,9	2,3
Ukraine	369	364	527	144,8	142,8	1.452	895	1.501	167,7	103,4	0,4	2,8
Other European countries	478	321	444	138,3	92,9	1.328	695	708	101,9	53,3	0,2	1,6
Egypt	125	163	149	91,4	119,2	450	503	556	110,5	123,6	0,2	3,7
South Africa	84	134	54	40,3	64,3	187	247	95	38,5	50,8	0,0	1,8
Other African countries	153	307	325	105,9	212,4	524	792	811	102,4	154,8	0,2	2,5
Canada	1.130	903	984	109,0	87,1	2.697	1.732	2.195	126,7	81,4	0,6	2,2
USA	5.475	4.932	5.887	119,4	107,5	12.533	11.377	13.485	118,5	107,6	3,7	2,3
Other Northern American countries	363	458	393	85,8	108,3	873	804	858	106,7	98,3	0,2	2,2
Brazil	535	514	459	89,3	85,8	976	1.053	1.107	105,1	113,4	0,3	2,4
Other Southern and Central American countries	548	979	706	72,1	128,8	1.153	1.789	1.417	79,2	122,9	0,4	2,0
Bahrain	267	441	406	92,1	152,1	644	1.197	1.202	100,4	186,6	0,3	3,0
India	343	775	830	107,1	242,0	640	1.417	1.741	122,9	272,0	0,5	2,1
Iran	38	18	38	211,1	100,0	159	28	52	185,7	32,7	0,0	1,4
Israel	3.310	1.465	3.821	260,8	115,4	8.806	3.680	9.566	259,9	108,6	2,6	2,5
Japan	231	383	232	60,6	100,4	339	525	354	67,4	104,4	0,1	1,5
Republic of Korea	1.202	1.225	1.218	99,4	101,3	1.381	1.837	1.443	78,6	104,5	0,4	1,2
Qatar	977	214	766	357,9	78,4	3.356	711	2.402	337,8	71,6	0,7	3,1
China	6.769	12.105	8.842	73,0	130,6	8.639	13.620	10.377	76,2	120,1	2,9	1,2
Kuwait	2.660	1.839	2.078	113,0	78,1	10.463	6.186	7.090	114,6	67,8	2,0	3,4
Malaysia	128	422	184	43,6	143,8	210	717	229	31,9	109,0	0,1	1,2
Oman	179	678	1.784	263,1	996,6	423	1.263	4.333	343,1	¹⁾	1,2	2,4
Saudi Arabia	36.169	11.319	23.514	207,7	65,0	84.545	25.731	55.913	217,3	66,1	15,4	2,4
United Arab Emirates	3.720	1.277	2.325	182,1	62,5	11.419	3.510	6.329	180,3	55,4	1,7	2,7
Other Asian countries	1.472	2.241	1.573	70,2	106,9	3.176	4.543	3.824	84,2	120,4	1,1	2,4
Australia	1.739	1.250	1.334	106,7	76,7	3.735	2.416	2.681	111,0	71,8	0,7	2,0
New Zealand	163	166	137	82,5	84,0	355	328	294	89,6	82,8	0,1	2,1
Other countries of Oceania	67	574	28	4,9	41,8	100	1.092	61	5,6	61,0	0,0	2,2

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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Vesna Čužić, Director

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