



FIRST RELEASE



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YEAR XX

SARAJEVO, 05.03.2026.

NUMBER 1

BUSINESS STATISTICS

Tourism, January 2026

In Bosnia and Herzegovina, tourists achieved 102,600 arrivals in January 2026, which is 13.2% less compared to December 2025, but 1.9% more compared to January 2025.

Tourists recorded 252,867 overnight stays, which is 6.6% more than in December 2025, and 6.7% more than in January 2025. In the structure of total overnight stays, domestic tourists accounted for 33.0%, while foreign tourists accounted for 67.0%. The number of overnight stays by domestic tourists in January 2026 was 8.6% lower compared to December 2025, but 8.4% higher compared to January 2025.

The number of overnight stays by foreign tourists was 16.2% higher compared to December 2025, and 5.9% higher compared to January 2025.

Within the structure of overnight stays by foreign tourists, the highest number was recorded by tourists from Croatia (37.3%), followed by Serbia (17.0%), Turkey (8.4%), and Montenegro (6.4%). They are followed by tourists from Slovenia (5.9%), Germany (2.8%), Austria (2.1%), and China and Italy (1.6% each). These countries together account for 83.1% of the total number of overnight stays by foreign tourists, while tourists from other countries accounted for the remaining 16.9%.

In January 2026, a total of 19,685 rooms, apartments, and camping places with a capacity of 44,396 beds were available to tourists in Bosnia and Herzegovina. The availability of rooms, apartments, and camping places was 2.2% lower compared to January 2025, as was the number of beds, which was 2.4% lower compared to the same month of 2025.

Graph 1: Tourist nights for the period January 2025. - January 2026.

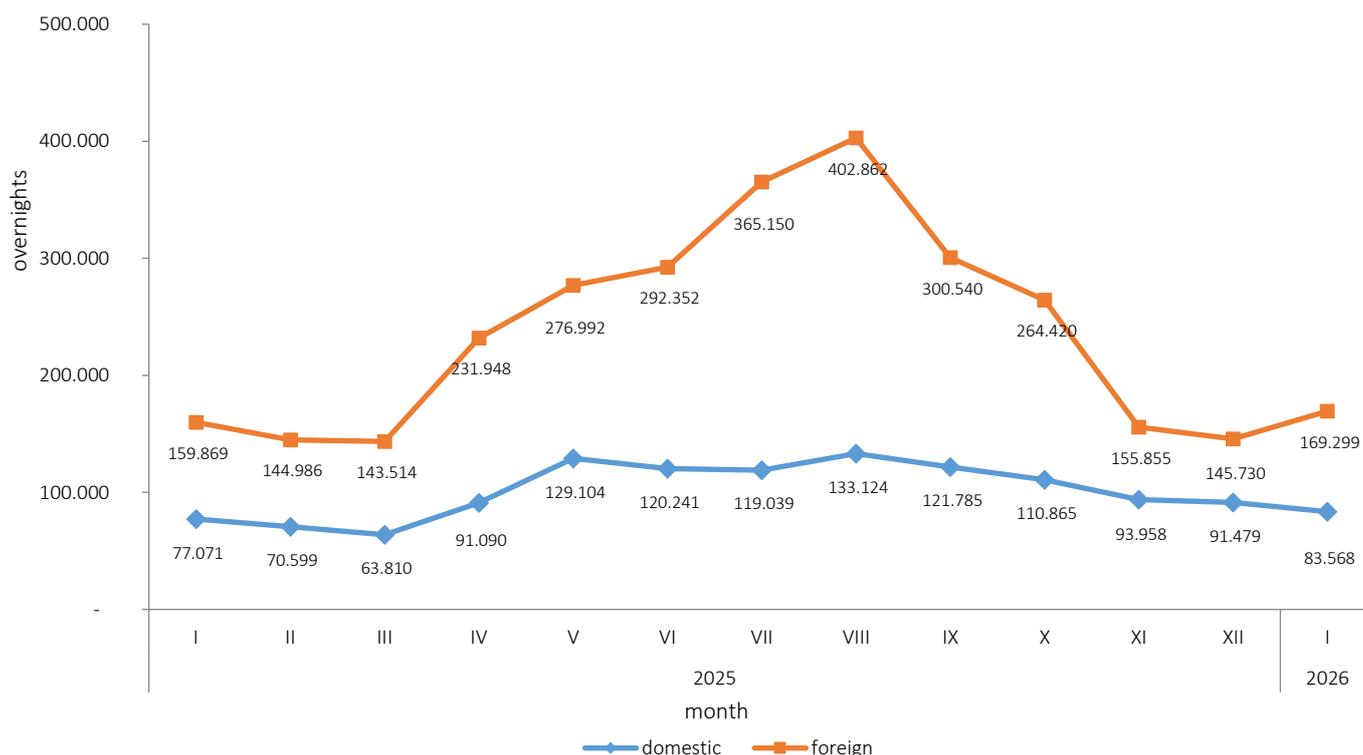
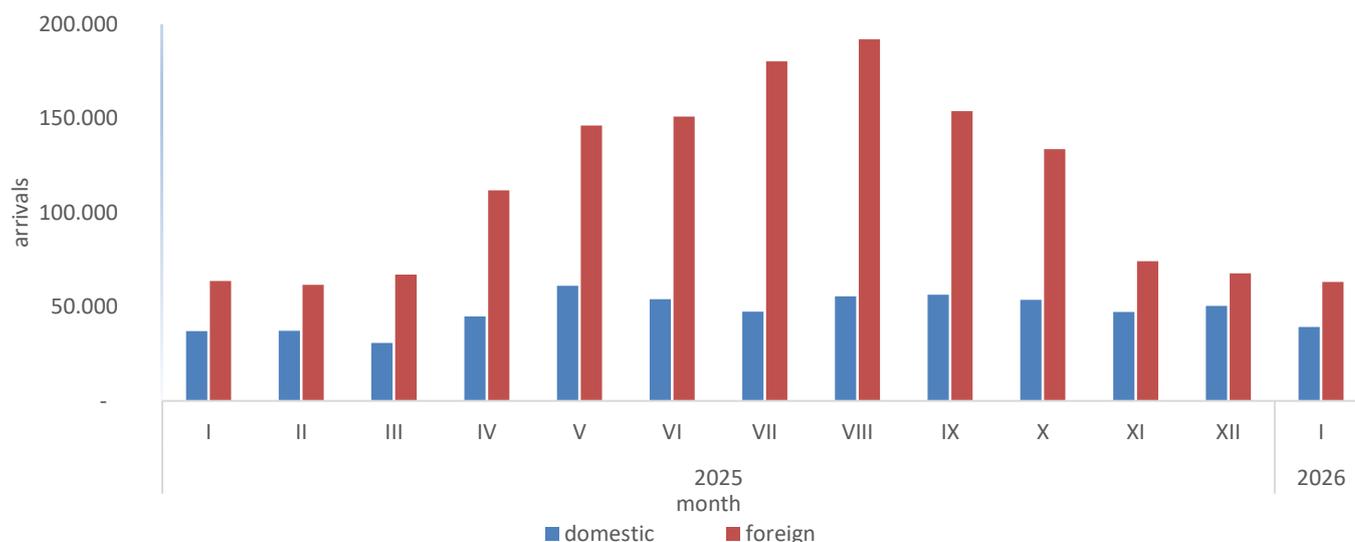


Table 1: Tourist arrivals and overnight stays

	Arrivals					Overnights					I 2026	
	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	Structure of overnights %	Average number of overnights per check-in
TOTAL	100,664	118,222	102,600	86.8	101.9	236,940	237,209	252,867	106.6	106.7	100.0	2.5
Domestic tourists	37,028	50,499	39,348	77.9	106.3	77,071	91,479	83,568	91.4	108.4	33.0	2.1
Foreign tourists	63,636	67,723	63,252	93.4	99.4	159,869	145,730	169,299	116.2	105.9	67.0	2.7

*) final data

Graph 2: Tourist arrivals January 2025. - January 2026.



Regarding the length of stay of foreign tourists in Bosnia and Herzegovina, in the observed period the longest stays were recorded among tourists from Egypt, with an average of 5.3 overnight stays per arrival. They are followed by tourists from the Republic of South Africa, with an average of 5.0 overnight stays, and tourists from New Zealand with 3.9 overnight stays. Tourists from Poland achieved an average of 3.6 overnight stays per arrival, while tourists from Hungary and Israel recorded an average of 3.2 overnight stays. They are followed by tourists from Australia with an average of 3.1 overnight stays, and tourists from Kuwait and Croatia with an average of 3.0 overnight stays per arrival.

Graph 3: Arrivals and overnight stays of foreign tourists by country of residence, January 2026.

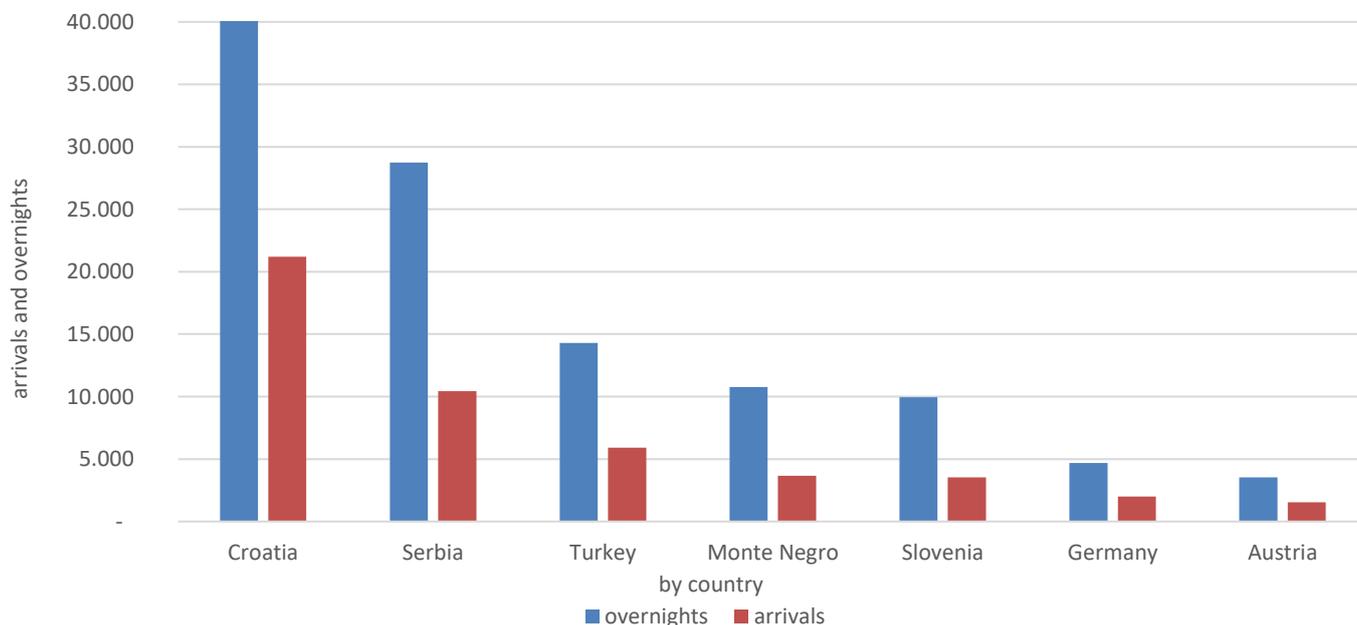


Table 2: Tourist arrivals and overnight stays according to KD BiH ¹⁾

	Arrivals					Overnight stays					I 2026
	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	The structure of overnights in %
TOTAL	100,664	118,222	102,600	86.8	101.9	236,940	237,209	252,867	106.6	106.7	100.0
Hotels and similar accommodation	97,644	115,046	100,217	87.1	102.6	226,121	224,144	243,012	108.4	107.5	96.1
Resorts and similar facilities for short breaks	2,310	2,383	1,884	79.1	81.6	5,392	7,450	4,991	67.0	92.6	2.0
Campsites and camping areas	112	189	41	21.7	36.6	150	325	109	33.5	72.7	0.0
Other accommodation	598	604	458	75.8	76.6	5,277	5,290	4,755	89.9	90.1	1.9
Domestic tourists	37,028	50,499	39,348	77.9	106.3	77,071	91,479	83,568	91.4	108.4	33.0
Hotels and similar accommodation	35,379	49,033	38,054	77.6	107.6	71,219	84,672	78,037	92.2	109.6	30.9
Resorts and similar facilities for short breaks	1,237	1,072	957	89.3	77.4	2,350	2,899	2,371	81.8	100.9	0.9
Campsites and camping areas	5	49	5	10.2	100.0	7	52	19	36.5	271.4	0.0
Other accommodation	407	345	332	96.2	81.6	3,495	3,856	3,141	81.5	89.9	1.2
Foreign tourists	63,636	67,723	63,252	93.4	99.4	159,869	145,730	169,299	116.2	105.9	67.0
Hotels and similar accommodation	62,265	66,013	62,163	94.2	99.8	154,902	139,472	164,975	118.3	106.5	65.2
Resorts and similar facilities for short breaks	1,073	1,311	927	70.7	86.4	3,042	4,551	2,620	57.6	86.1	1.0
Campsites and camping areas	107	140	36	25.7	33.6	143	273	90	33.0	62.9	0.0
Other accommodation	191	259	126	48.6	66.0	1,782	1,434	1,614	112.6	90.6	0.6

* final data

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

Within the activity "Hotels and similar accommodation", a total of 18,101 rooms and apartments were available to tourists, which is 2.6% less than in January 2025, as well as 39,599 beds, which is 2.7% less compared to the same month of the previous year. The room occupancy rate in January 2026 was 24.6%, while the permanent bed occupancy rate was 20.2%. In January 2025, the room occupancy rate was 22.6%, and the permanent bed occupancy rate was 18.1%. By type of accommodation facility, the highest number of overnight stays was achieved within the activity Hotels and similar accommodation, accounting for 96.1% of the total number of overnight stays.

Table 3: Tourist arrivals and overnight stays by arrival method

	Individually						Organized					
	Arrivals			Overnight stays			Arrivals			Overnight stays		
	I 2025	I 2026	Indicies I 2026 I 2025	I 2025	I 2026	Indicies I 2026 I 2025	I 2025	I 2026	Indicies I 2026 I 2025	I 2025	I 2026	Indicies I 2026 I 2025
TOTAL	83,832	81,137	96.8	194,655	193,393	99.4	16,832	21,463	127.5	42,285	59,474	140.7
Domestic tourists	33,688	34,589	102.7	68,842	74,215	107.8	3,340	4,759	142.5	8,229	9,353	113.7
Foreign tourists	50,144	46,548	92.8	125,813	119,178	94.7	13,492	16,704	123.8	34,056	50,121	147.2

*) final data

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

	Arrivals					Overnights					I 2026	
	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	Ovrnights structure %	Average number of overnights per check in
TOTAL	63,636	67,723	63,252	93.4	99.4	159,869	145,730	169,302	116.2	105.9	100.0	2.7
Albania	205	191	176	92.1	85.9	345	299	385	128.8	111.6	0.2	2.2
Austria	1,404	3,636	1,547	42.5	110.2	3,355	8,439	3,526	41.8	105.1	2.1	2.3
Belgium	122	262	189	72.1	154.9	303	833	435	52.2	143.6	0.3	2.3
Bulgaria	313	729	435	59.7	139.0	792	1,550	1,085	70.0	137.0	0.6	2.5
Montenegro	3,609	2,365	3,665	155.0	101.6	9,506	4,412	10,773	244.2	113.3	6.4	2.9
Czech Republic	192	238	189	79.4	98.4	414	619	407	65.8	98.3	0.2	2.2
Denmark	95	155	120	77.4	126.3	238	377	295	78.2	123.9	0.2	2.5
Estonia	17	19	11	57.9	64.7	44	55	19	34.5	43.2	0.0	1.7
Finland	47	51	70	137.3	148.9	114	95	110	115.8	96.5	0.1	1.6
France	330	508	367	72.2	111.2	740	1,117	840	75.2	113.5	0.5	2.3
Greece	86	276	194	70.3	225.6	247	776	426	54.9	172.5	0.3	2.2
Netherlands	367	625	970	155.2	264.3	878	1,531	1,414	92.4	161.0	0.8	1.5
Croatia	19,582	15,736	21,209	134.8	108.3	54,077	36,611	63,149	172.5	116.8	37.3	3.0
Ireland	69	85	62	72.9	89.9	211	204	171	83.8	81.0	0.1	2.8
Iceland	4	7	0	0.0	0.0	17	16	2	12.5	11.8	0.0	0.0
Italy	1,274	1,628	1,124	69.0	88.2	3,454	3,778	2,696	71.4	78.1	1.6	2.4
Cyprus	23	28	8	28.6	34.8	87	73	19	26.0	21.8	0.0	2.4
Latvia	39	20	11	55.0	28.2	90	35	14	40.0	15.6	0.0	1.3
Lithuania	26	29	20	69.0	76.9	78	52	40	76.9	51.3	0.0	2.0
Luxembourg	45	163	60	36.8	133.3	155	533	139	26.1	89.7	0.1	2.3
Hungary	361	830	488	58.8	135.2	754	1,849	1,585	85.7	210.2	0.9	3.2
Malta	2	16	7	43.8	350.0	8	51	11	21.6	137.5	0.0	1.6
Norway	155	131	98	74.8	63.2	306	248	172	69.4	56.2	0.1	1.8
Germany	1,797	3,113	2,003	64.3	111.5	4,401	7,511	4,681	62.3	106.4	2.8	2.3
Poland	398	569	371	65.2	93.2	854	1,510	1,328	87.9	155.5	0.8	3.6
Portugal	44	54	40	74.1	90.9	112	103	113	109.7	100.9	0.1	2.8
Romania	224	247	245	99.2	109.4	822	539	549	101.9	66.8	0.3	2.2
Russian Federation	741	650	881	135.5	118.9	1,482	1,395	1,991	142.7	134.3	1.2	2.3
North Macedonia	544	1,024	622	60.7	114.3	1,194	2,144	1,546	72.1	129.5	0.9	2.5
Slovakia	129	152	297	195.4	230.2	295	396	753	190.2	255.3	0.4	2.5
Slovenia	3,414	6,080	3,534	58.1	103.5	9,103	13,053	9,944	76.2	109.2	5.9	2.8

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	Arrivals					Overnights					I 2026	
	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	I 2025*	XII 2025	I 2026	Indicies I 2026 XII 2025	Indicies I 2026 I 2025	Ovrnights structure %	Average number of overnights per check in
Serbia	10,527	10,107	10,443	103.3	99.2	29,769	19,046	28,740	150.9	96.5	17.0	2.8
Spain	139	423	369	87.2	265.5	367	812	1,009	124.3	274.9	0.6	2.7
Switzerland (including Liechtenstein)	467	1,151	500	43.4	107.1	1,217	2,340	1,239	52.9	101.8	0.7	2.5
Sweden	532	599	383	63.9	72.0	1,028	1,208	861	71.3	83.8	0.5	2.2
Turkey	7,666	4,302	5,909	137.4	77.1	15,984	9,084	14,299	157.4	89.5	8.4	2.4
United Kingdom	577	1,075	499	46.4	86.5	1,442	1,933	1,134	58.7	78.6	0.7	2.3
Ukraine	124	304	152	50.0	122.6	350	935	413	44.2	118.0	0.2	2.7
Other European countries	201	298	159	53.4	79.1	409	666	346	52.0	84.6	0.2	2.2
Egypt	24	96	45	46.9	187.5	100	338	239	70.7	239.0	0.1	5.3
South Africa	9	14	8	57.1	88.9	15	37	40	108.1	266.7	0.0	5.0
Other African countries	68	95	69	72.6	101.5	172	242	190	78.5	110.5	0.1	2.8
Canada	113	177	131	74.0	115.9	279	400	318	79.5	114.0	0.2	2.4
USA	799	917	901	98.3	112.8	2,134	2,279	2,486	109.1	116.5	1.5	2.8
Other Northern American countries	56	76	14	18.4	25.0	143	143	51	35.7	35.7	0.0	3.6
Brazil	76	81	91	112.3	119.7	156	179	219	122.3	140.4	0.1	2.4
Other Southern and Central American countries	176	154	142	92.2	80.7	310	488	362	74.2	116.8	0.2	2.5
Bahrain	15	38	22	57.9	146.7	35	49	56	114.3	160.0	0.0	2.5
India	48	237	62	26.2	129.2	107	392	133	33.9	124.3	0.1	2.1
Iran	6	8	11	137.5	183.3	8	30	32	106.7	400.0	0.0	2.9
Israel	18	69	51	73.9	283.3	33	143	162	113.3	490.9	0.1	3.2
Japan	50	103	106	102.9	212.0	78	238	210	88.2	269.2	0.1	2.0
Republic of Korea	161	176	82	46.6	50.9	195	379	145	38.3	74.4	0.1	1.8
Qatar	39	34	35	102.9	89.7	146	102	72	70.6	49.3	0.0	2.1
China	3,954	3,163	1,774	56.1	44.9	5,126	4,464	2,772	62.1	54.1	1.6	1.6
Kuwait	231	96	205	213.5	88.7	896	319	621	194.7	69.3	0.4	3.0
Malaysia	451	1,176	448	38.1	99.3	633	1,482	676	45.6	106.8	0.4	1.5
Oman	22	24	70	291.7	318.2	53	77	117	151.9	220.8	0.1	1.7
Saudi Arabia	256	180	285	158.3	111.3	808	431	764	177.3	94.6	0.5	2.7
United Arab Emirates	399	914	251	27.5	62.9	1,443	3,065	688	22.4	47.7	0.4	2.7
Other Asian countries	477	1,538	754	49.0	158.1	1,020	3,295	1,496	45.4	146.7	0.9	2.0
Australia	265	280	221	78.9	83.4	828	687	684	99.6	82.6	0.4	3.1
New Zealand	18	11	19	172.7	105.6	81	28	74	264.3	91.4	0.0	3.9
Other countries of Oceania	14	190	28	14.7	200.0	28	215	36	16.7	128.6	0.0	1.3

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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Razmislite o očuvanju okoliša prije štampanja dokumenta.