



FIRST RELEASE



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YEAR XIX

SARAJEVO, 09.02.2026.

NUMBER 11

BUSINESS STATISTICS

Tourism, cumulative

Period, January – December 2025

In the period January–December 2025, tourists recorded 1,963,443 arrivals, which is an increase of 0.3% compared to the same period in 2024. Domestic tourists achieved 0.2% more arrivals compared to the same period in 2024, while foreign tourists recorded 0.4% more arrivals than in the previous year.

In the period January–December 2025, tourists achieved 4,083,977 overnight stays, representing an increase of 1.0% compared to the same period in 2024. Domestic tourists recorded 1.4% more overnight stays compared to the same period in 2024, while the number of overnight stays by foreign tourists was higher by 0.9% compared to the previous year. In the total number of overnight stays, domestic tourists accounted for 29.7%, while foreign tourists accounted for 70.3%.

In the period January–December 2025, Bosnia and Herzegovina recorded stable growth in tourist activity, with the highest number of overnight stays among foreign tourists generated by visitors from Croatia, accounting for 14.1% of all foreign overnight stays. Serbia (10.9%) and Turkey (9.7%) ranked second and third, confirming the continued growth of overnight stays. Tourists from Slovenia ranked fourth with a share of 5.9%, while tourists from Saudi Arabia accounted for 5.6% of overnight stays. Among other significant outbound markets were Germany with 4.4% and China with 3.8% of total foreign overnight stays. Tourists from the United States achieved a share of 3.4%, while those from Italy participated with 3.1% of all foreign overnight stays. Together, these countries accounted for 60.9% of total foreign overnight stays, while tourists from other countries generated the remaining 39.1%. By type of accommodation, the highest number of overnight stays was recorded in Hotels and similar accommodation, with a share of 93.7%.

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

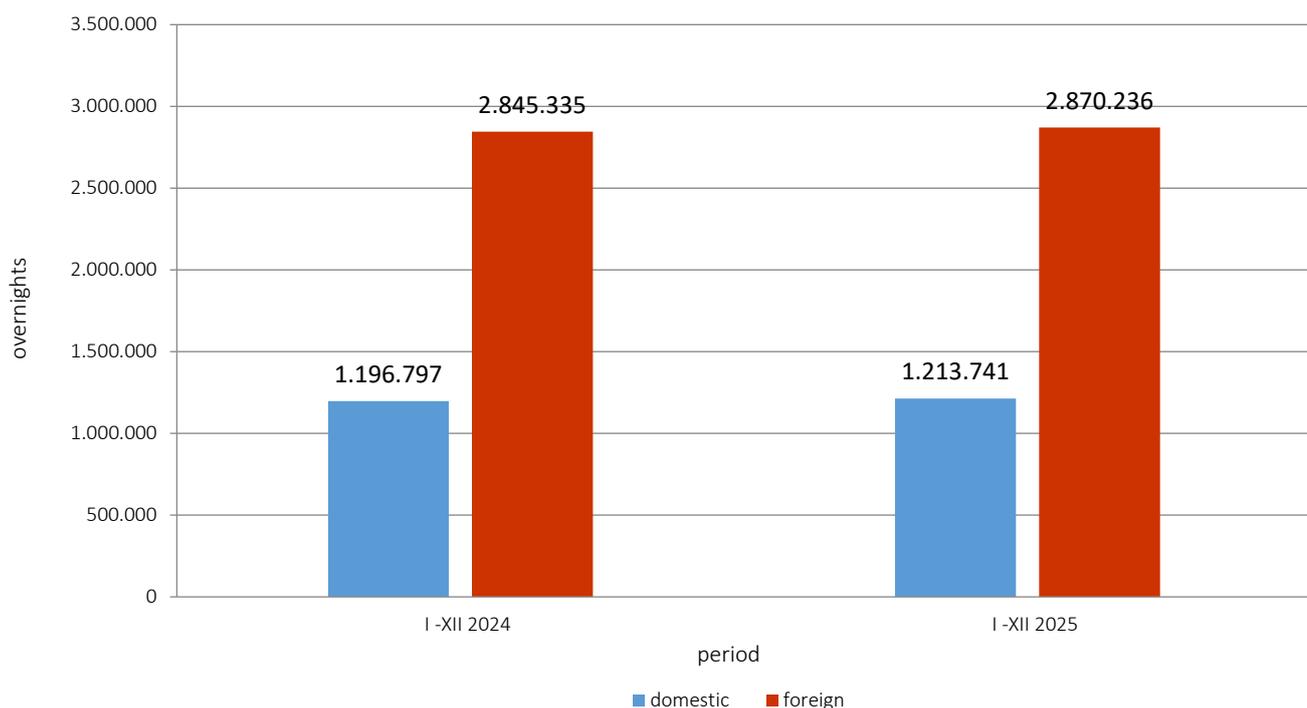
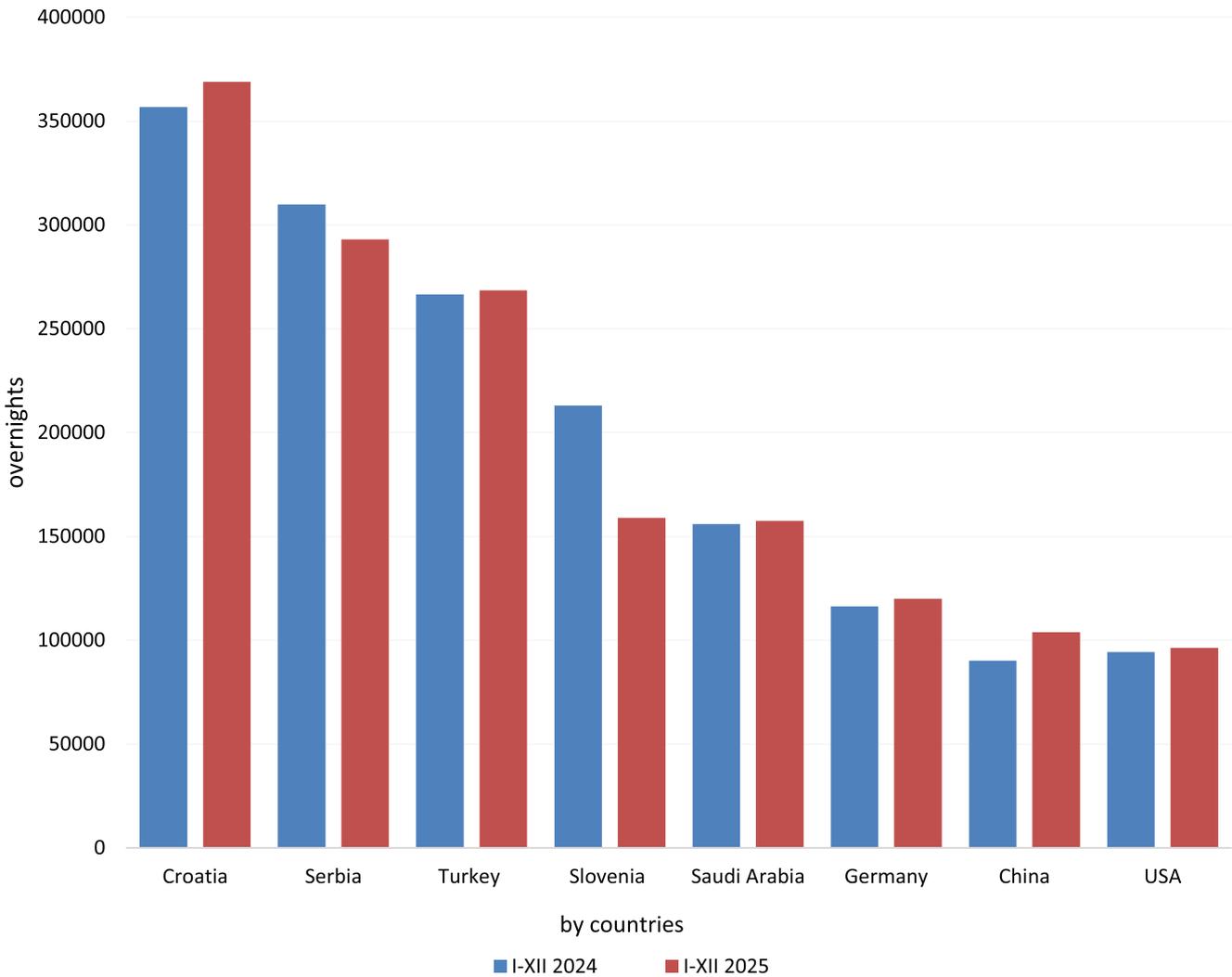


Table 1: Tourist arrivals and overnight stays

	ARRIVALS			OVERNIGHT STAYS			I – XII 2025	
	I -XII 2024*	I - XII 2025	Indicies I - XII 2025 I - XII 2024	I -XII 2024*	I - XII 2025	Indicies I - XII 2025 I - XII 2024	The structure of overnights in %	The average number of overnights per check-in
Total	1.957.261	1.963.443	100,3	4.042.132	4.083.977	101,0	100,0	2,1
Domestic tourists	568.486	569.603	100,2	1.196.797	1.213.741	101,4	29,7	2,1
Foreign tourists	1.388.775	1.393.840	100,4	2.845.335	2.870.236	100,9	70,3	2,1

*) final data

Graph 2: Overnight stays of foreign tourists by country of residence for the period January - December of 2024 and 2025.



Regarding the length of stay of foreign tourists in Bosnia and Herzegovina, the longest stays are recorded by tourists from Egypt, with an average of 3.6 overnight stays per arrival. They are followed by tourists from Kuwait with an average of 3.5 overnight stays, and tourists from Qatar with 3.4 overnight stays. Tourists from Latvia and France achieve an average of 3.2 overnight stays, while tourists from the United Arab Emirates record an average of 3.0 overnight stays per arrival. A slightly shorter average stay is recorded by tourists from Bahrain with 2.8 overnight stays, followed by those from Denmark with 2.7 overnight stays, while tourists from Poland achieve an average of 2.6 overnight stays per arrival.

Graph 3: The structure of overnight stays by tourists according to KD BiH¹⁾ in the period January - December of 2024 and 2025.

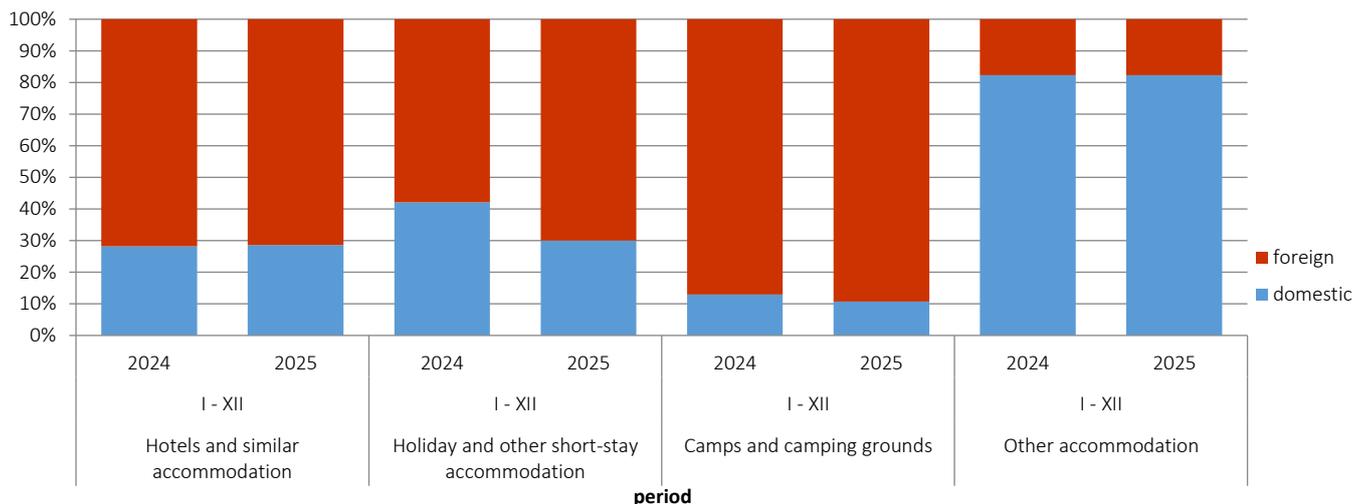


Table 2: Tourist arrivals and overnight stays according to KD BiH¹⁾

	ARRIVALS			OVERNIGHT STAYS			I - XII 2025
	I - XII 2024*	I - XII 2025	Indicies $\frac{I - XII 2025}{I - XII 2024}$	I - XII 2024*	I - XII 2025	Indicies $\frac{I - XII 2025}{I - XII 2024}$	The structure of overnights in %
TOTAL	1.957.261	1.963.443	100,3	4.042.132	4.083.977	101,0	100,0
Hotels and similar accommodation	1.881.186	1.888.026	100,4	3.800.405	3.824.958	100,6	93,7
Resorts and similar facilities for short breaks	48.384	47.481	98,1	124.962	138.107	110,5	3,4
Campsites and camping areas	18.069	17.762	98,3	31.823	31.051	97,6	0,8
Other accommodation	9.622	10.174	105,7	84.942	89.861	105,8	2,2
Domestic tourists	568.486	569.603	100,2	1.196.797	1.213.741	101,4	29,7
Hotels and similar accommodation	536.970	543.732	101,3	1.070.117	1.094.988	102,3	26,8
Resorts and similar facilities for short breaks	21.498	15.888	73,9	52.685	41.485	78,7	1,0
Campsites and camping areas	2.679	2.077	77,5	4.105	3.335	81,2	0,1
Other accommodation	7.339	7.906	107,7	69.890	73.933	105,8	1,8
Foreign tourists	1.388.775	1.393.840	100,4	2.845.335	2.870.236	100,9	70,3
Hotels and similar accommodation	1.344.216	1.344.294	100,0	2.730.288	2.729.970	100,0	66,8
Resorts and similar facilities for short breaks	26.886	31.593	117,5	72.277	96.622	133,7	2,4
Campsites and camping areas	15.390	15.685	101,9	27.718	27.716	100,0	0,7
Other accommodation	2.283	2.268	99,3	15.052	15.928	105,8	0,4

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

* final data

Table 3: Arrivals and overnight stays of foreign tourists by country of residence

	ARRIVALS			OVERNIGHT STAYS			I – XII 2025	
	I -XII 2024*	I - XII 2025	Indicies I - XII 2025 I - XII 2024	I -XII 2024*	I - XII 2025	Indicies I - XII 2025 I - XII 2024	The structure of overnights in %	The average number of overnights per check-in
TOTAL	1.388.775	1.393.840	100,4	2.845.335	2.870.236	100,9	100,0	2,1
Albania	3.729	3.874	103,9	8.485	7.657	90,2	0,3	2,0
Austria	37.390	39.227	104,9	70.460	75.808	107,6	2,6	1,9
Belgium	7.361	7.168	97,4	16.728	16.473	98,5	0,6	2,3
Bulgaria	9.725	10.207	105,0	20.745	20.648	99,5	0,7	2,0
Montenegro	30.887	35.608	115,3	69.404	82.524	118,9	2,9	2,3
Czech Republic	8.640	8.630	99,9	16.989	16.549	97,4	0,6	1,9
Denmark	4.848	5.773	119,1	12.620	15.338	121,5	0,5	2,7
Estonia	596	796	133,6	1.317	1.627	123,5	0,1	2,0
Finland	1.896	1.790	94,4	3.844	3.787	98,5	0,1	2,1
France	19.949	21.994	110,3	62.901	70.126	111,5	2,4	3,2
Greece	7.394	7.015	94,9	17.331	14.053	81,1	0,5	2,0
Netherlands	20.339	20.921	102,9	48.681	50.915	104,6	1,8	2,4
Croatia	175.514	180.648	102,9	394.788	405.633	102,7	14,1	2,2
Ireland	4.823	5.772	119,7	15.727	14.069	89,5	0,5	2,4
Iceland	303	439	144,9	644	1.102	171,1	0,0	2,5
Italy	35.369	38.362	108,5	81.520	88.267	108,3	3,1	2,3
Cyprus	1.536	996	64,8	2.405	1.939	80,6	0,1	1,9
Latvia	828	1.472	177,8	2.598	4.703	181,0	0,2	3,2
Lithuania	1.311	1.325	101,1	3.462	2.537	73,3	0,1	1,9
Luxembourg	1.481	1.243	83,9	3.576	2.942	82,3	0,1	2,4
Hungary	19.343	17.979	92,9	36.087	36.045	99,9	1,3	2,0
Malta	1.869	807	43,2	3.891	1.819	46,7	0,1	2,3
Norway	4.294	4.883	113,7	9.811	10.886	111,0	0,4	2,2
Germany	57.094	58.972	103,3	122.875	127.486	103,8	4,4	2,2
Poland	33.359	32.629	97,8	76.259	85.809	112,5	3,0	2,6
Portugal	3.630	2.363	65,1	6.472	4.481	69,2	0,2	1,9
Romania	7.837	7.925	101,1	19.777	17.766	89,8	0,6	2,2
Russia	10.217	11.737	114,9	20.156	22.082	109,6	0,8	1,9
Northern Macedonia	14.104	13.423	95,2	26.774	25.721	96,1	0,9	1,9
Slovak Republic	7.095	6.821	96,1	15.345	14.247	92,8	0,5	2,1
Slovenia	78.531	78.046	99,4	169.255	170.512	100,7	5,9	2,2

(continued on next page)

	ARRIVALS			OVERNIGHT STAYS			I – XI 2025	
	I-XII 2024*	I - XII 2025	Indicies I - XII 2025 I - XII 2024	I -XII 2024*	I - XII 2025	Indicies I - XII 2025 I - XII 2024	The structure of overnights in %	The average number of overnights per check- in
Serbia	157.169	149.245	95,0	328.058	312.063	95,1	10,9	2,1
Spain	14.381	15.341	106,7	29.512	31.203	105,7	1,1	2,0
Switzerland (including Liechtenstein)	14.436	15.067	104,4	30.084	31.331	104,1	1,1	2,1
Sweden	10.470	13.705	130,9	24.404	32.664	133,8	1,1	2,4
Turkey	206.477	193.765	93,8	276.358	277.588	100,4	9,7	1,4
United Kingdom	22.052	25.929	117,6	56.683	63.632	112,3	2,2	2,5
Ukraine	3.227	3.502	108,5	9.377	8.913	95,1	0,3	2,5
Other European countries	4.422	4.727	106,9	13.008	9.821	75,5	0,3	2,1
Egypt	965	1.318	136,6	3.471	4.680	134,8	0,2	3,6
South Africa	562	804	143,1	1.514	1.757	116,1	0,1	2,2
Other African countries	2.054	2.162	105,3	6.642	6.051	91,1	0,2	2,8
Canada	7.201	8.252	114,6	15.659	17.264	110,2	0,6	2,1
USA	41.015	42.874	104,5	96.479	98.652	102,3	3,4	2,3
Other North American Countries	3.053	2.960	97,0	6.663	6.231	93,5	0,2	2,1
Brasil	5.527	4.674	84,6	9.669	9.567	98,9	0,3	2,0
Other South and Central American Countries	8.046	8.776	109,1	15.059	18.818	125,0	0,7	2,1
Bahrain	1.194	1.873	156,9	3.070	5.312	173,0	0,2	2,8
India	3.573	5.016	140,4	6.696	9.005	134,5	0,3	1,8
Iran	316	204	64,6	1.118	420	37,6	0,0	2,1
Israel	11.016	18.079	164,1	28.892	44.492	154,0	1,6	2,5
Japan	2.590	2.912	112,4	3.899	4.423	113,4	0,2	1,5
South Korea	11.089	7.409	66,8	15.185	10.437	68,7	0,4	1,4
Qatar	3.037	2.172	71,5	10.114	7.420	73,4	0,3	3,4
China	75.417	90.832	120,4	95.216	108.323	113,8	3,8	1,2
Kuwait	14.804	12.915	87,2	51.726	45.684	88,3	1,6	3,5
Malaysia	9.569	10.235	107,0	12.697	13.835	109,0	0,5	1,4
Oman	1.160	4.295	370,3	2.818	9.854	349,7	0,3	2,3
Saudi Arabia	92.166	68.081	73,9	213.949	159.377	74,5	5,6	2,3
United Arab Emirates	16.975	12.079	71,2	51.828	36.825	71,1	1,3	3,0
Other Asian countries	21.867	23.009	105,2	38.926	45.337	116,5	1,6	2,0
Australia	9.546	10.117	106,0	21.433	20.818	97,1	0,7	2,1
Mainland New Zealand	1.186	1.092	92,1	2.895	2.452	84,7	0,1	2,2
Other Oceania Countries	921	1.574	170,9	1.306	2.436	186,5	0,1	1,5

*final data

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 tourists 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 organising and arranging of tourists,

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,

Domestic tourist is a person with permanent residence in the BiH who spends at least one night in a hotel or same 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 same other accommodation establishment,

Symbols

- no occurrence

0,0 value not zero but less than 0,05

1) Indices greater than 999

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