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## Visitor Survey Analysis

The **Jeruzalem Slovenia Destination** monitors visitor satisfaction with the tourism experience through visitor surveys. These surveys are based on the questionnaire template developed by the **Slovenian Tourist Board (STB)**. Surveys are conducted during various events, festivals, and fairs, where visitors complete questionnaires either in person or online via the **1KA survey platform**.

Within the Jeruzalem Slovenia Destination, surveys are primarily conducted during tourism and local fairs, as well as during the **Ormož Summer Festival** and the **St. Martin's Festival (Martinovanje)**. Throughout the year, printed questionnaires are also available to visitors at the **Ormož Tourist Information Centre (TIC Ormož)**.

The survey results provide valuable insight into visitors' satisfaction with their tourism experience in the destination. By analysing the responses, it is possible to identify examples of good tourism practice and develop recommendations for further destination development. At the same time, the research highlights potential shortcomings in the visitor experience, enabling the destination to introduce targeted improvement measures.

During **2023 and 2024**, the Jeruzalem Slovenia Destination surveyed **380 visitors**, while **396 visitors** participated in the survey in **2025**. The results of both surveys were processed using the **1KA online survey platform**, allowing for a comprehensive interpretation of visitors' tourism experiences.

The visitor survey analyses were subsequently compared with one another. The analysis for **2023–2024** was first compared with the results from **2022**, and subsequently with the more recent **2025** survey. These comparisons made it possible to assess the quality of the visitor experience within the destination and identify opportunities for its further improvement.



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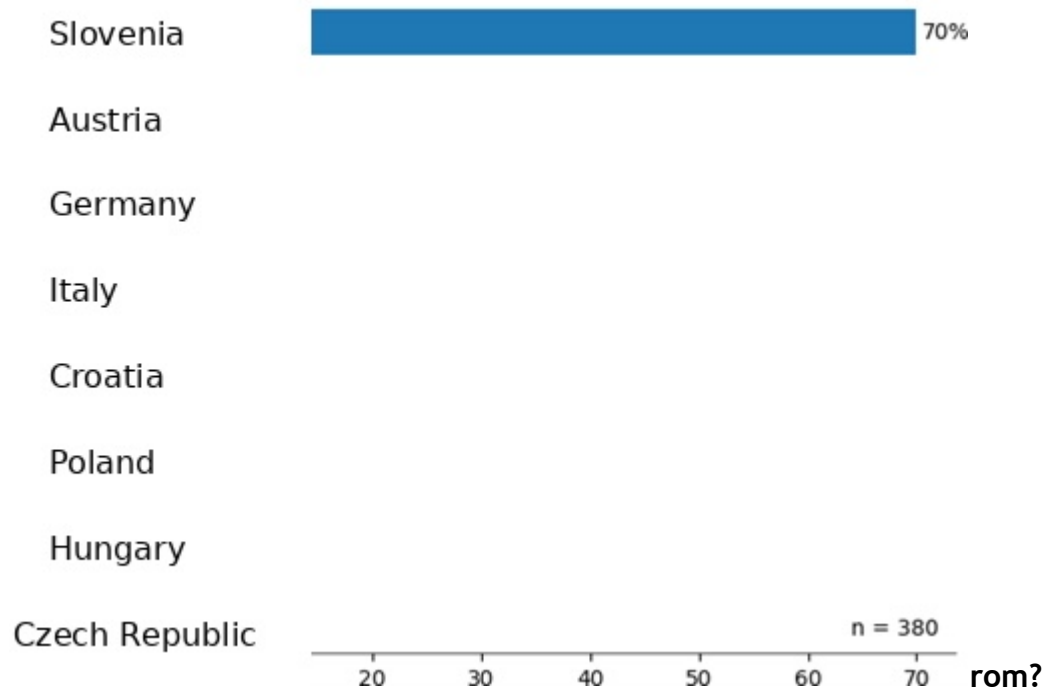


## VISITOR SURVEY ANALYSIS

Survey Period: 2023-2024

Number of completed questionnaires: 380

### 1. From which country do you come from?



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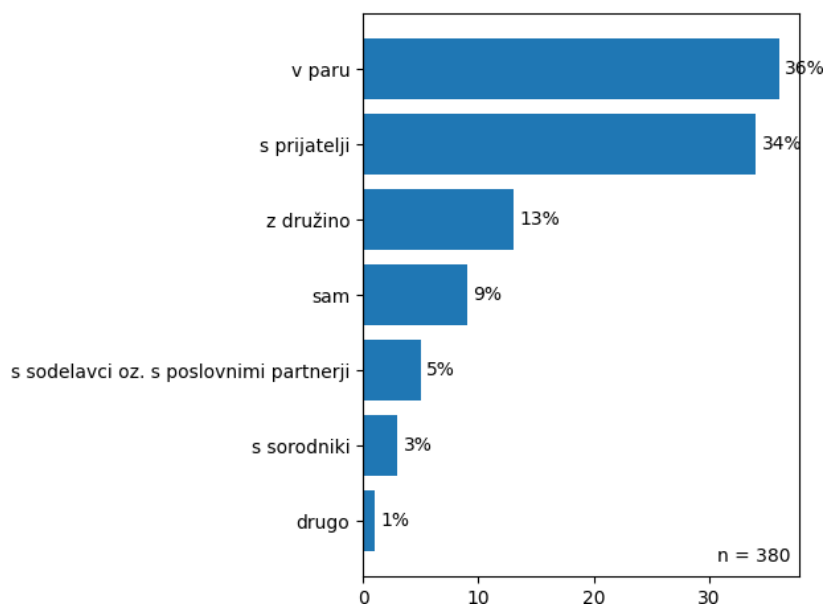
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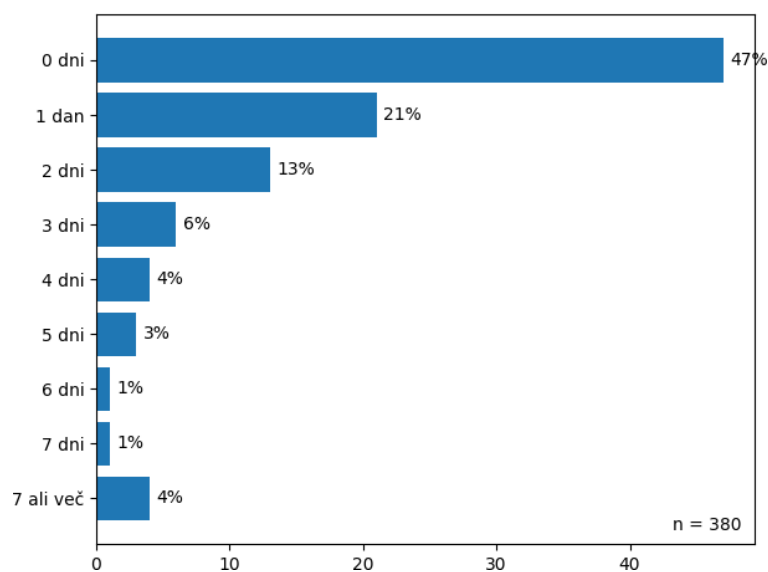
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## 1. .Who are you travelling with?



## 2. How many times will you sleep in our destination?



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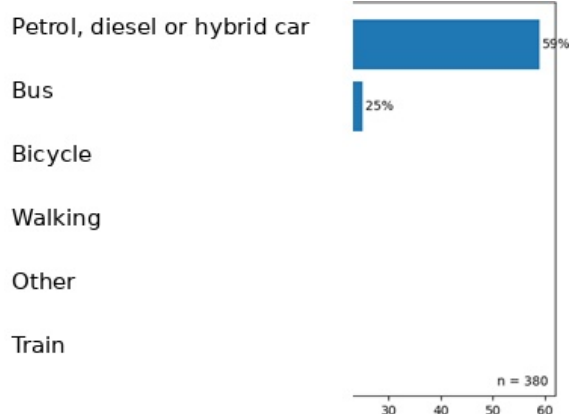
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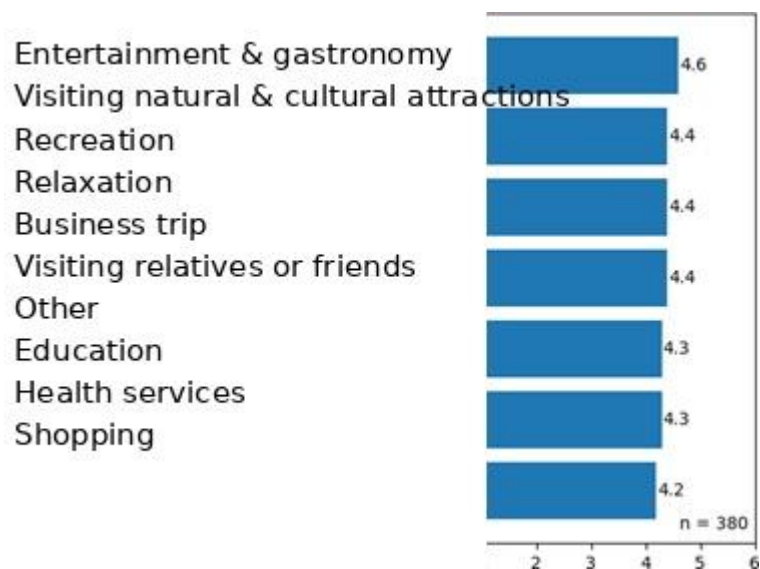
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### 3. Which transport will you use during our stay?

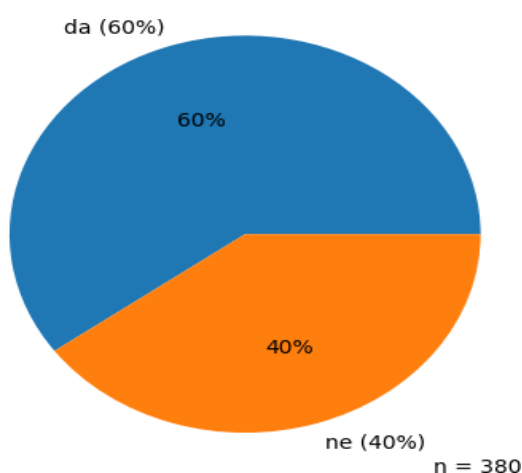


### 4. Main purpose for visit our destination?

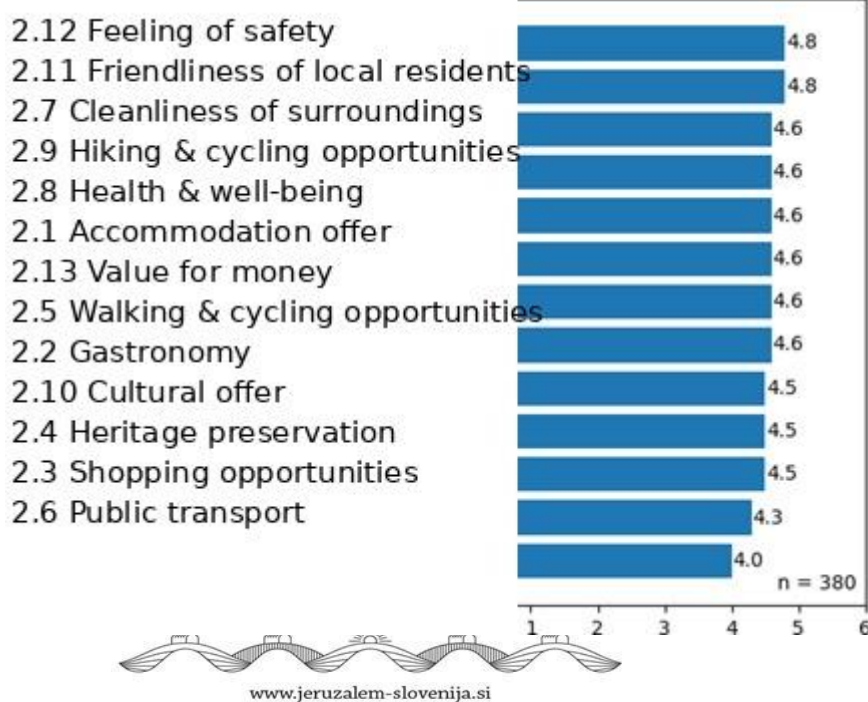




## 5. Are you familiar with the Slovenian sustainability label Slovenia Green?



## 7. Please rate your satisfaction with the destination's tourism offer and characteristics





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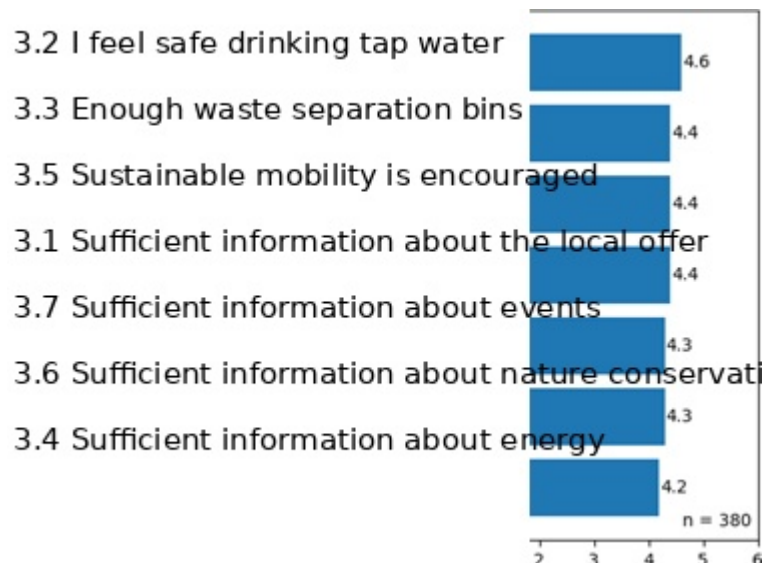
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## 8. Please indicate your level of agreement with the following statements



## DEMOGRAPHIC DATA

### GENDER



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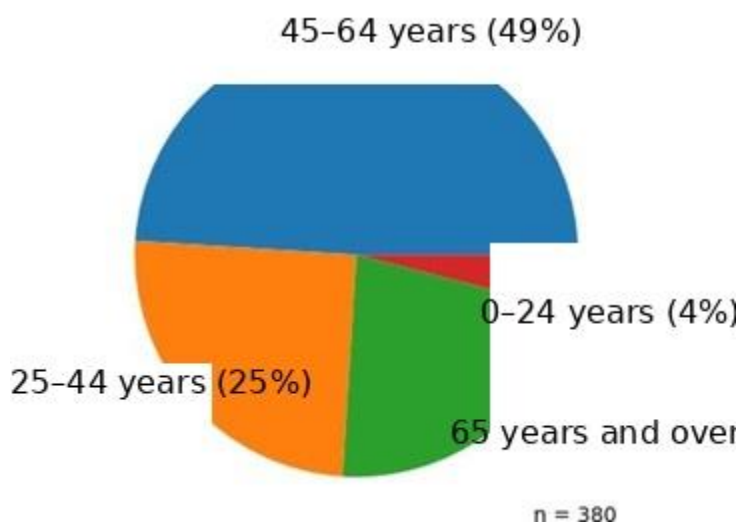
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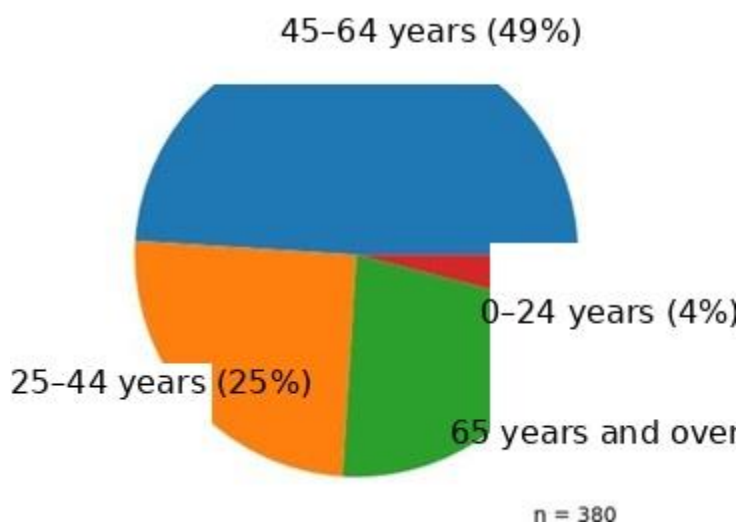
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## AGE



## EMPLOYMENT STATUS



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## ANALIZA VZORCA

Iz analize vzorca je razvidno, da ga je sestavljalo 57% žensk in 43% moških. Najbolj zastopana starostna skupina so bili posamezniki stari med 45 - 64 let z 49%. Obiskovalci stari med 25 - 44 let so predstavljali 25% vzorca. Posamezniki stari nad 64 let pa 22%. Najmanj zastopana starostna skupina so bili obiskovalci stari do 24 let s 4%. Glede na status so 64% vzorca predstavljali zaposleni. Upokoјenci so predstavljali 32% vzorca. Študentje in učenci pa 3%. Preostali odstotek so predstavljali samostojni podjetniki.

Iz analize odgovorov je razvidno, da so v anketni raziskavi sodelovali predvsem Slovenci s 70%. Druge najbolj zastopane države so bile Avstrija, Nemčija, Italija, Hrvaška... Te prav tako sovpadajo z državami, ki so glede na prihode v destinacijo najbolj zastopane. Več kot dve tretjini anketiranih obiskovalcev je v destinacijo prispelo v paru ali s prijatelji. 47% anketirancev so predstavljali enodnevni obiskovalci. Med preostalimi pa jih 21% prenočilo 1 dan, 13% dva dni, preostali pa tri dni ali več. Med bivanjem v destinaciji so najpogosteje uporabljali avtomobile, sledil jim je avtobus, kolo in hoja peš. Kot druga sredstva pa so navedli še avtodome. Glavni namen obiska destinacije je predstavljala zabava in kulinarika s 33%. Prav tako pa je veliko obiskovalcev (26%) destinacijo obiskalo zaradi naravnih in kulturnih znamenitosti. Obenem je 60% anketiranih obiskovalcev bilo seznanjenih z znamko Slovenia Green, medtem ko 40% za njo še ni slišalo.

Ob analizi ponudbe destinacije je razvidno, da so obiskovalci zadovoljni z vsemi navedenimi značilnostmi destinacije. Najvišje ocenjujejo občutek varnosti in prijaznost ter gostoljubnost domačinov, s povprečno oceno 4,8. Najnižje pa je ocenjen javni prevoz, s povprečno oceno 4,0. Nižja ocena javnega prevoza se potrjuje tudi pri komentarjih o nezadovoljstvu med obiskovalci, saj jih je večina povezana s slabimi avtobusnimi povezavami. Anketirani obiskovalci so se strinjali z vsemi navedenimi trditvami o destinaciji. Najvišje so ocenili trditev, da v destinaciji brez skrbi pijejo vodo iz pipe, s povprečno oceno 4,6. Najnižje pa je bila ocenjena trditev, da jim destinacija daje dovolj informacij o energiji, s povprečno oceno 4,2. Kot predloge za bolj zeleno turistično ponudbo pa so anketirani obiskovalci navedli več kolesarskih stez, izboljšanje javnega prevoza, manj plastike in več ločevanja odpadkov. Iz celotne analize je možno povzeti, da so obiskovalci zadovoljni s



turistično izkušnjo v destinaciji, saj visoko ocenjujejo posamezne elemente turistične ponudbe in potrjujejo trditve povezane z destinacijo.

## PRIMERJAVA ANALIZ

Ob primerjavi analiz anketne raziskave obiskovalcev za leti 2023 - 2024 in leto 2022 je razvidno, da so bili v novi vzorec vključeni obiskovalci iz več držav. Potovanje v paru in s prijatelji sta bila v obeh raziskavah najpopularnejša, vendar sta med sabo zamenjala mesti. Prav tako je potovanje z avtom ostalo najpogostejši način potovanja po destinaciji. Glavni namen obiska je v raziskavi med leti 2023 - 2024 predstavljala zabava in kulinarika, v raziskavi za leto 2022 pa obisk naravnih in kulturnih znamenitosti. Prav tako se je povprečna doba bivanja obiskovalcev povečala, saj je odstotek enodnevnih obiskovalcev upadel. Najverjetneje je zaradi večjega števila tujih obiskovalcev prav tako upadel odstotek posameznikov, ki so seznanjeni z znamko Slovenia Green. V raziskavi med leti 2023 - 2024 so stopnje strinjanja anketiranih obiskovalcev s ponudbo in značilnostmi destinacije ter trditvami o njej upadle. Kljub temu pa so bile stopnje strinjanja anketirancev še zmeraj precej visoke.

Iz analiz je razvidno, da se je turistična izkušnja obiskovalcev med leti 2023 - 2024 v primerjavi z letom 2022 malenkost poslabšala. To je možno pripisati večjemu vzorcu anketirancev in drugačnim preferencam tujih obiskovalcev. Kljub temu pa so bili obiskovalci v povprečju zelo zadovoljni s samim obiskom, saj so večino elementov ponudbe ocenili zelo visoko. Prav tako pa so se strinjali z vsemi trditvami o destinaciji. V značilnostih obiskovalcev ni prišlo do večjih sprememb. Spremenil se je le glaven namen obiska za anketirance, ki sta ga med leti 2023 - 2024 predstavljala zabava in kulinarika.



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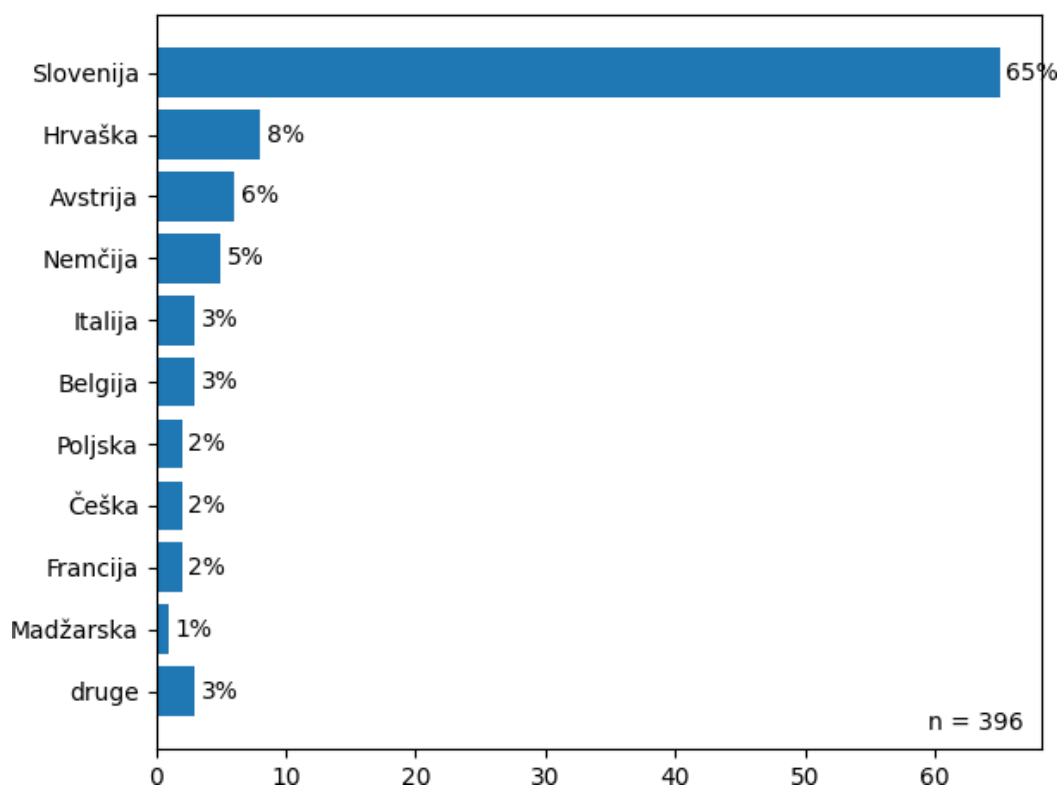


## ANALIZA ANKET MED OBISKOVALCI

### R SURVEY ANALYSIS

Survey Period: 2025

Number of completed questionnaires: 396



**1. From which country do you come from**



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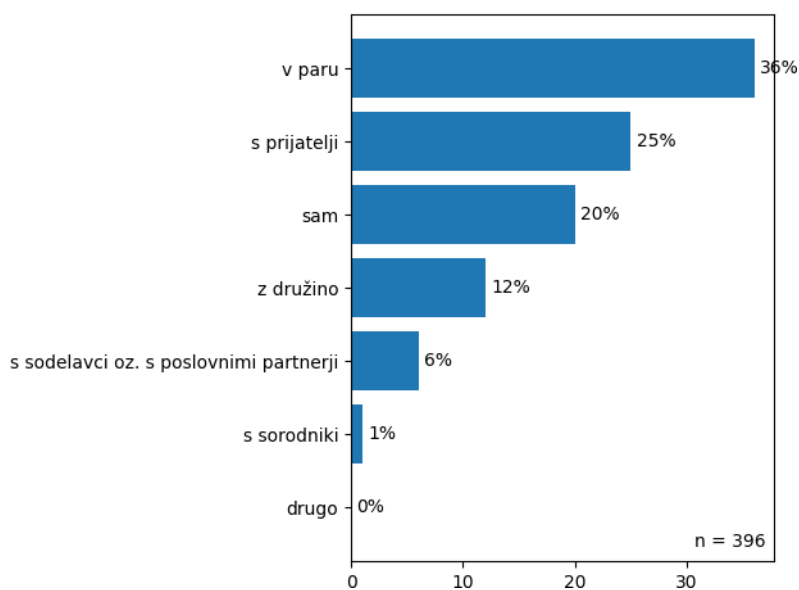
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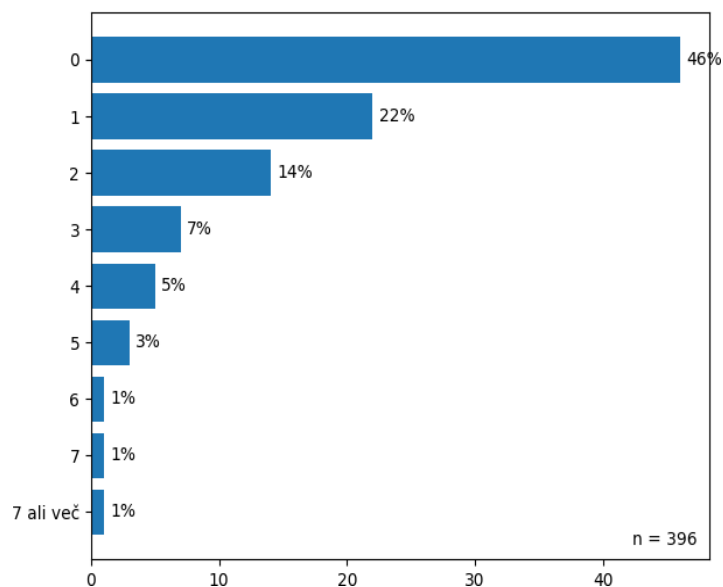
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## 1. .Who are you travelling with?



## 2. How many times will you sleep in our destination?



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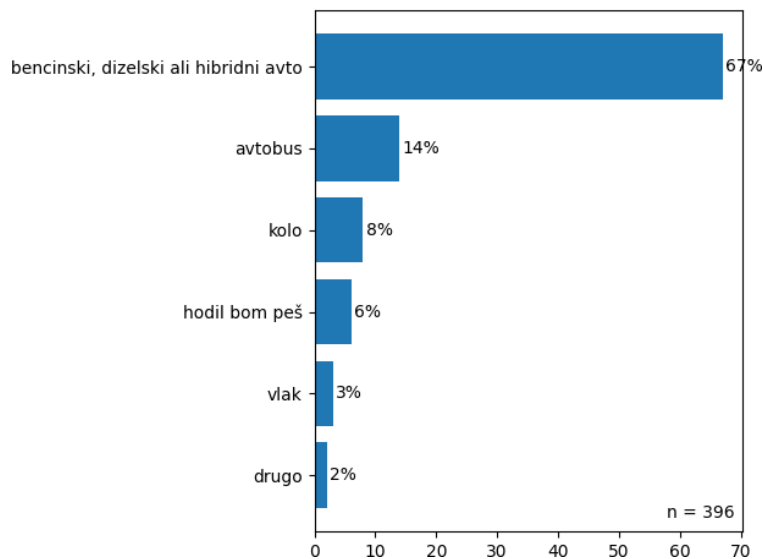
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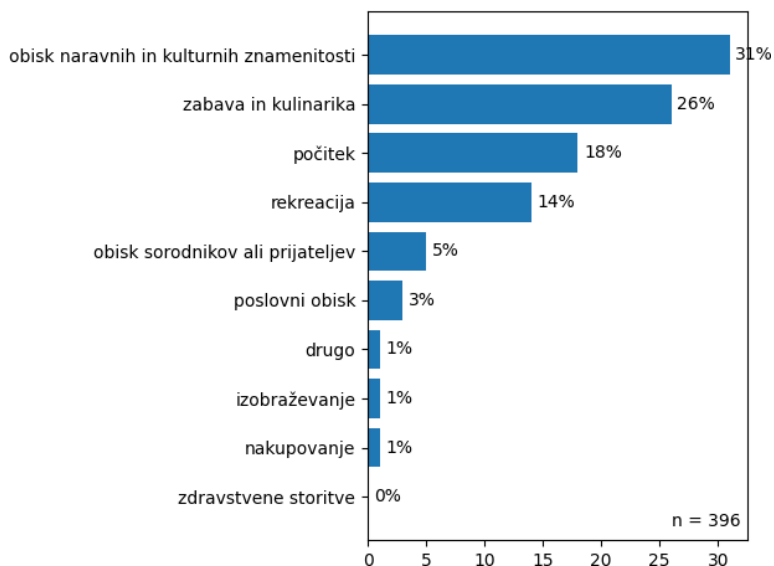
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## 1. Which transport will you use during our stay?



## 3. Main purpose for visiting our destination?





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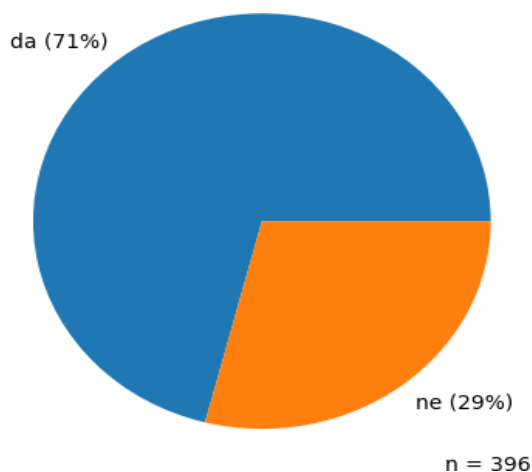
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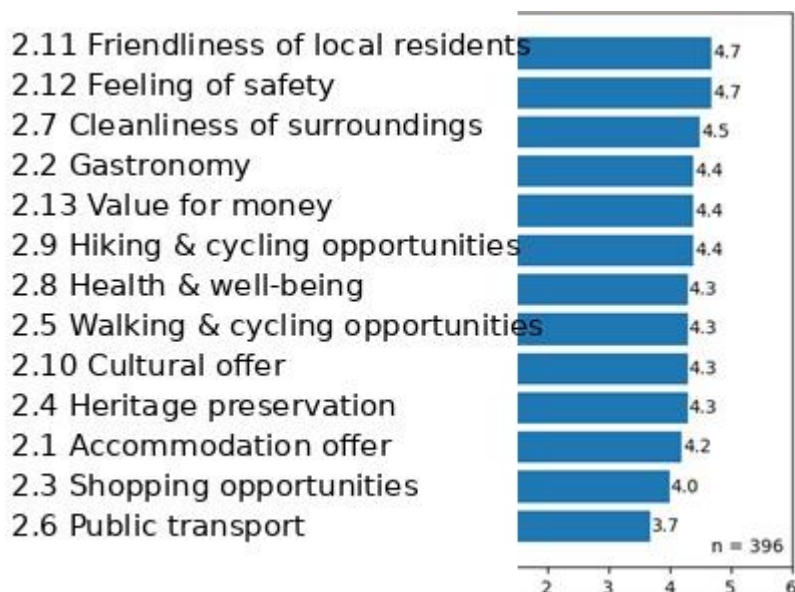
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## 6. Are you familiar with the Slovenian sustainability label Slovenia Green?

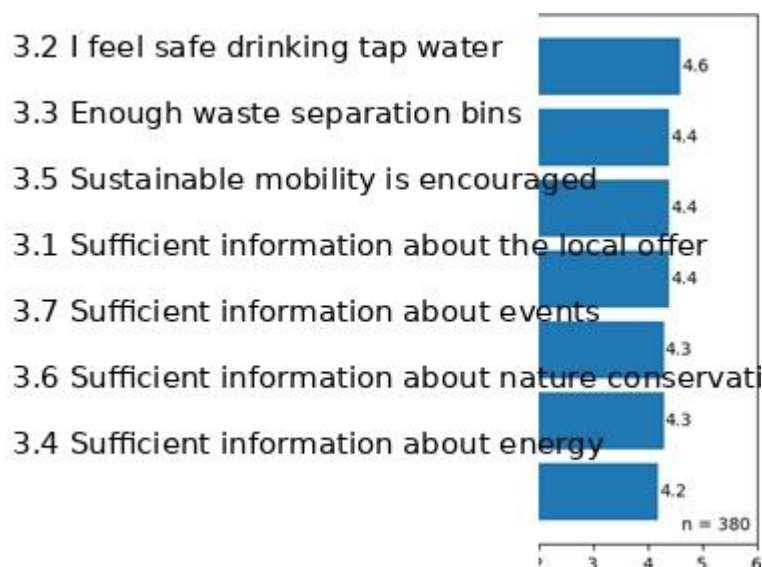


## 7. Please rate your satisfaction with the destination's tourism offer and characteristics



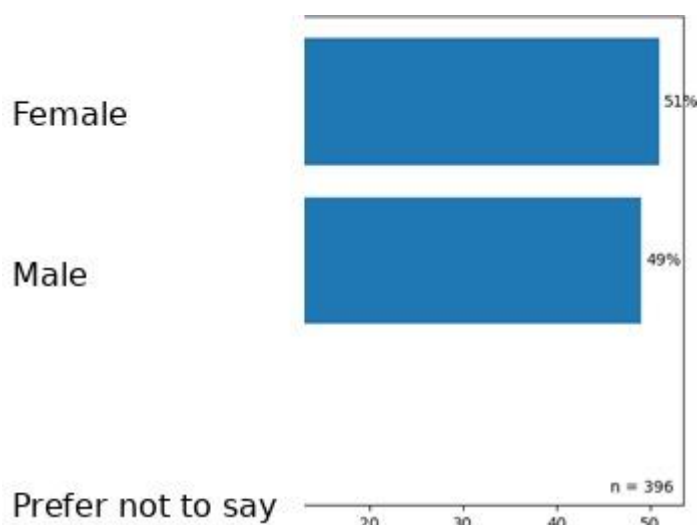


.Please indicate your level of agreement with the following statements



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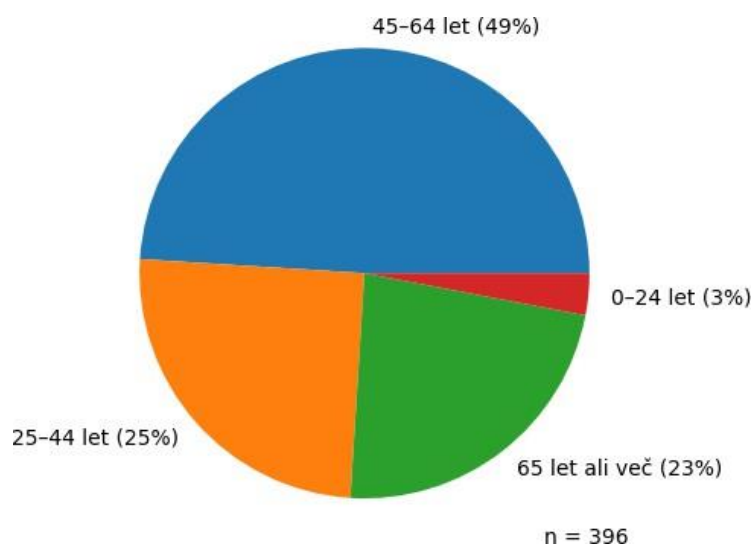
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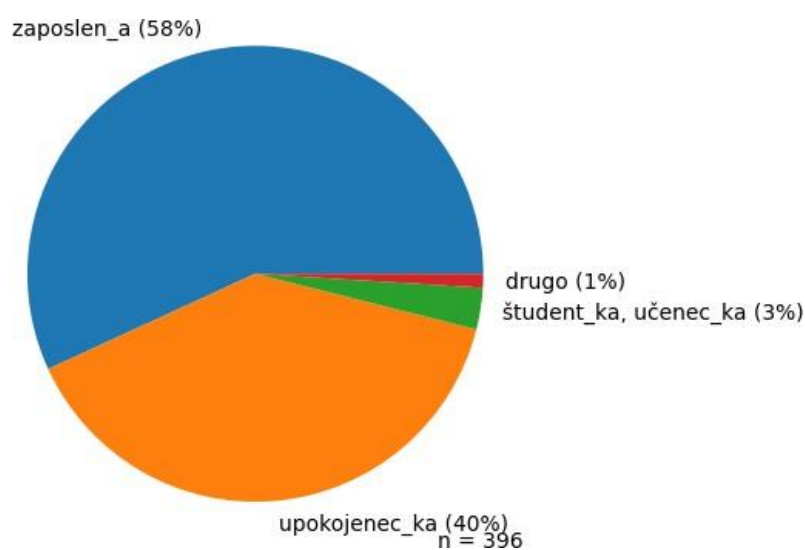
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## SAMPLE ANALYSIS

The sample analysis shows that 57% of respondents were female and 43% were male. The largest age group consisted of visitors aged 45-64 years (49%), followed by those aged 25-44 years (25%). Respondents aged 65 years and over accounted for 22% of the sample, while visitors aged up to 24 years represented only 4%.

Regarding employment status, 64% of respondents were employed, 32% were retired, and 3% were students or pupils. The remaining respondents were self-employed.

The survey results indicate that the majority of respondents (70%) were visitors from Slovenia. The next most represented countries were Austria, Germany, Italy, Croatia, and several other European countries. These findings are consistent with the destination's official tourism arrival statistics.

More than two-thirds of respondents travelled as couples or with friends. Day visitors accounted for 47% of the sample, while 21% stayed for one night, 13% stayed for two nights, and the remaining respondents stayed three nights or longer.

During their stay, visitors most frequently travelled by private car, followed by bus, bicycle, and walking. A small number of respondents also reported travelling by motorhome.

The main purpose of visiting the destination was entertainment and gastronomy (33%), while 26% visited primarily to experience the destination's natural and cultural attractions.

Furthermore, 60% of respondents were familiar with the Slovenia Green sustainability label, whereas 40% had not previously heard of it. The analysis also shows that visitors were highly satisfied with all evaluated aspects of the destination. The highest average ratings (4.8) were awarded to the feeling of safety and the friendliness and hospitality of local residents. The lowest average rating (4.0) was given to public transport. This finding is consistent with visitors' comments, where dissatisfaction was primarily related to limited bus connections.



Respondents generally agreed with all sustainability-related statements. The highest average score (4.6) was assigned to the statement that visitors feel safe drinking tap water in the destination. The lowest average score (4.2) was given to the statement that the destination provides sufficient information about energy and energy efficiency.

When asked for suggestions on how to further improve the destination's sustainability, respondents most frequently recommended:

- expanding the cycling infrastructure,
- improving public transport,
- reducing the use of plastics,
- increasing waste separation and recycling facilities.

Overall, the survey confirms that visitors are highly satisfied with their tourism experience in the Jeruzalem Slovenia Destination. They awarded high ratings to individual elements of the tourism offer and expressed strong agreement with statements describing the destination's sustainability and quality.

## COMPARISON OF SURVEY RESULTS

A comparison of the 2023-2024 visitor survey with the 2022 survey reveals several noteworthy differences.

The more recent survey included respondents from a broader range of countries, reflecting the destination's increasing international visibility. Travelling as a couple and with friends remained the two most common travel patterns, although their ranking changed compared with the previous survey.

Travelling by private car continued to be the most common means of transport within the destination.

The main purpose of visiting also changed. In the 2023-2024 survey, the leading motivation was entertainment and gastronomy, whereas in the 2022 survey visitors most frequently travelled to experience the destination's natural and cultural attractions.

The average length of stay increased, as the proportion of day visitors



decreased compared with the previous survey.

At the same time, the proportion of respondents familiar with the Slovenia Green sustainability label declined slightly, most likely due to the higher share of international visitors included in the survey.

Average satisfaction ratings for the destination's tourism offer, destination characteristics and sustainability statements were slightly lower than in 2022. Nevertheless, visitor satisfaction remained consistently high, with respondents expressing positive opinions across all evaluated aspects.

Overall, the comparison indicates that the visitor experience in 2023-2024 was only marginally lower than in 2022. This slight difference can largely be attributed to the larger survey sample and the inclusion of a greater number of international visitors with different travel expectations and preferences.

Despite these minor differences, respondents remained highly satisfied with their visit, awarding very high ratings to most elements of the destination's tourism offer and expressing strong agreement with sustainability-related statements.

The overall visitor profile remained largely unchanged. The most notable difference was the shift in the primary travel motivation, with entertainment and gastronomy becoming the leading reason for visiting the destination during the 2023-2024 survey period.