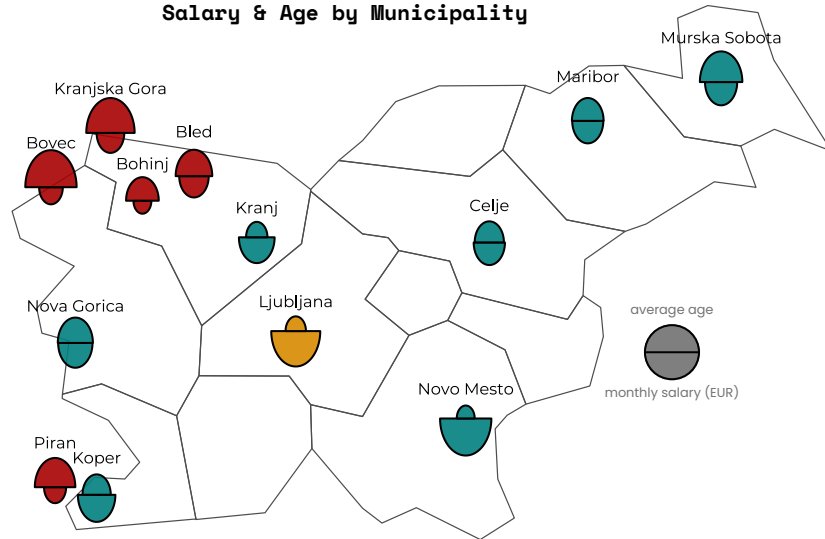


TOURISM IS CHANGING OUR TOWNS. WHO PAYS THE COST?

Salary & Age by Municipality



In Slovenia's **most popular tourist municipalities**, deep changes are underway. The average age of residents is rising, and local salaries remain low, even as the tourism sector grows. For many young people, living in these towns is no longer affordable. Housing prices have soared, and tourism-driven income rarely reaches local workers.

In contrast, **control cities (region capitals)** and the **capital Ljubljana** remain more balanced, showing that tourism alone is not bringing a positive enough impact to salaries.

Without action, these towns risk becoming places for visitors, not for residents.

Changing migration patterns

- Post-COVID: surge in lifestyle migrants & second-home buyers
- Result: strain on housing, services, and local economy

Why it matters

- Fewer full-time residents = weaker schools, healthcare, shops
- Tourism must balance profit and community needs

Broader challenges

- Peaks overload transport, waste, healthcare
- High traffic & resource use threaten sustainability
- Risk: towns become tourism-dependent and fragile

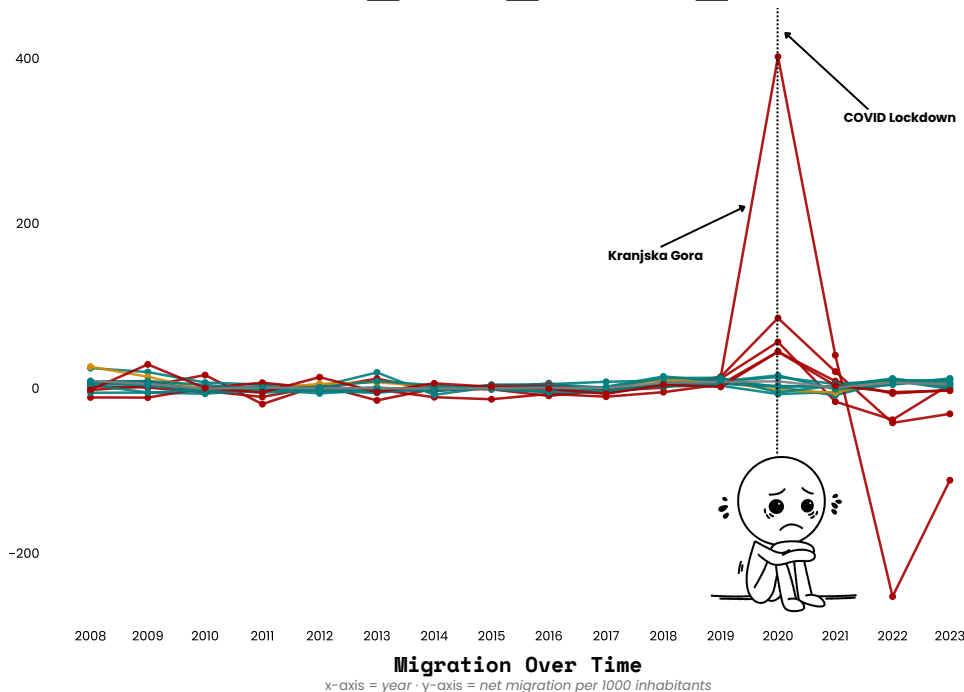


Municipality Type

Ljubljana

Region Capital

Tourist

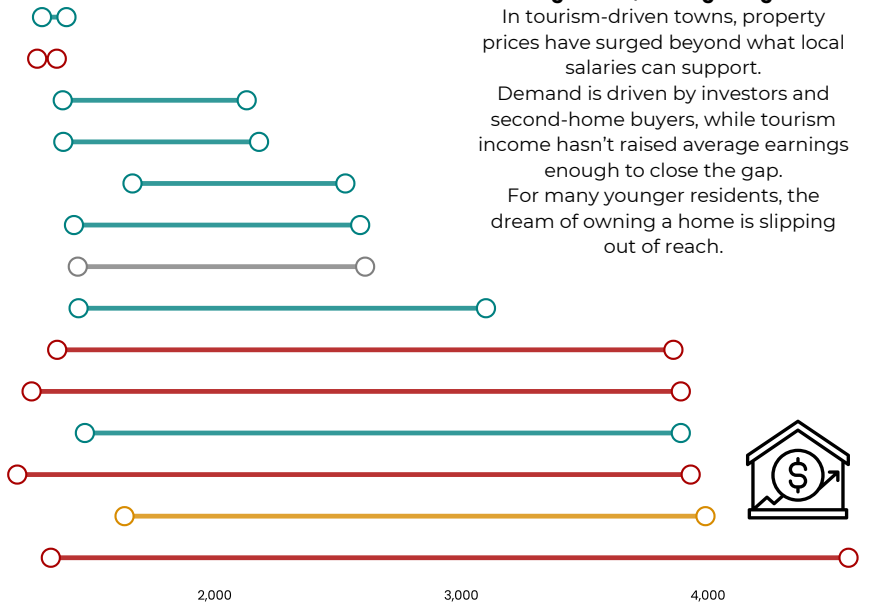


Murska Sobota
Bovec
Maribor
Celje
Novo mesto
Nova Gorica
Slovenija
Kranj
Bled
Piran
Koper
Bohinj
Ljubljana
Kranjska Gora



Housing Prices vs Local Salaries

left dot = average monthly net salary (EUR) · right dot = average property price (EUR/m²)



High costs, average wages

In tourism-driven towns, property prices have surged beyond what local salaries can support. Demand is driven by investors and second-home buyers, while tourism income hasn't raised average earnings enough to close the gap. For many younger residents, the dream of owning a home is slipping out of reach.

