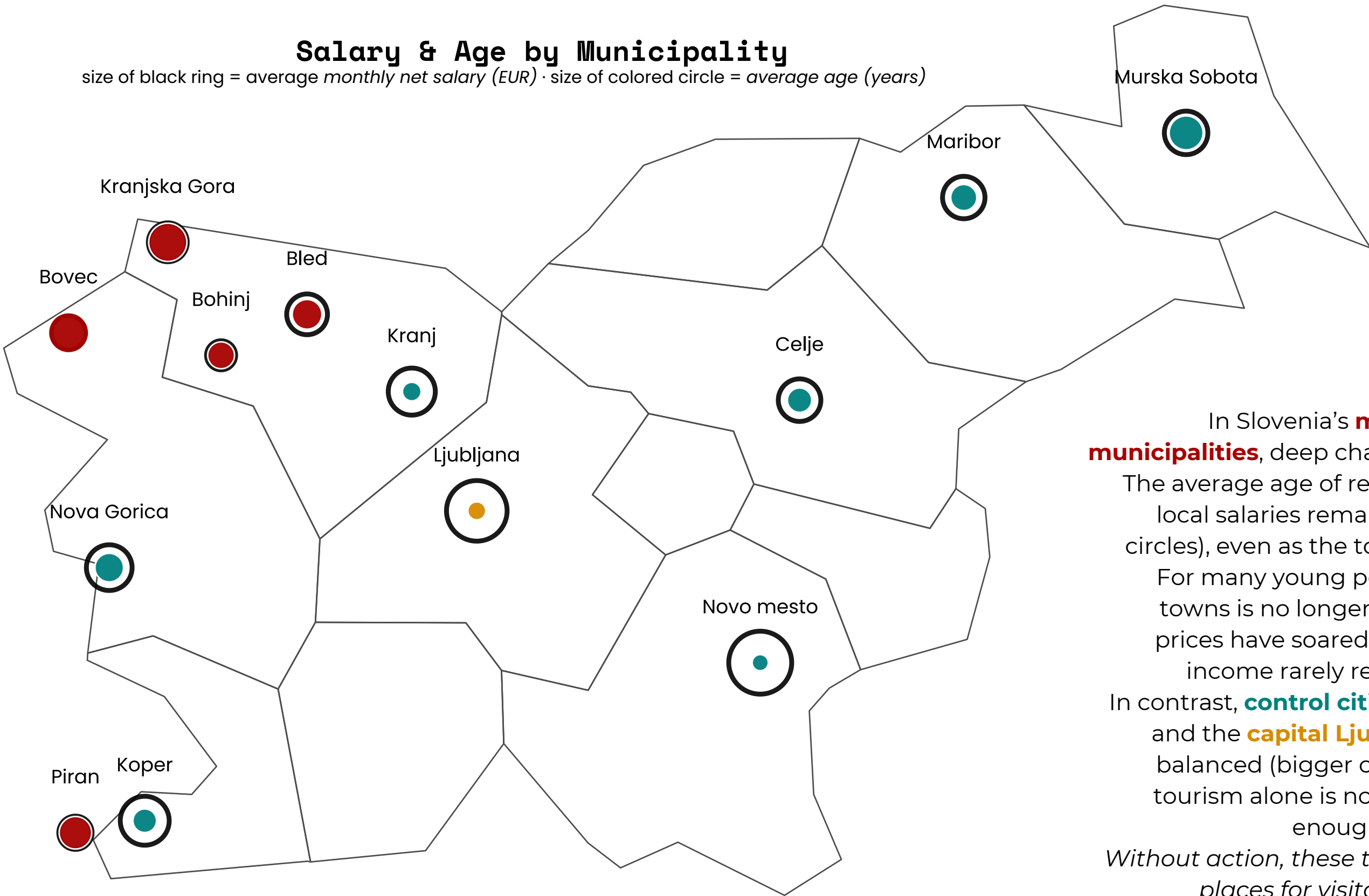


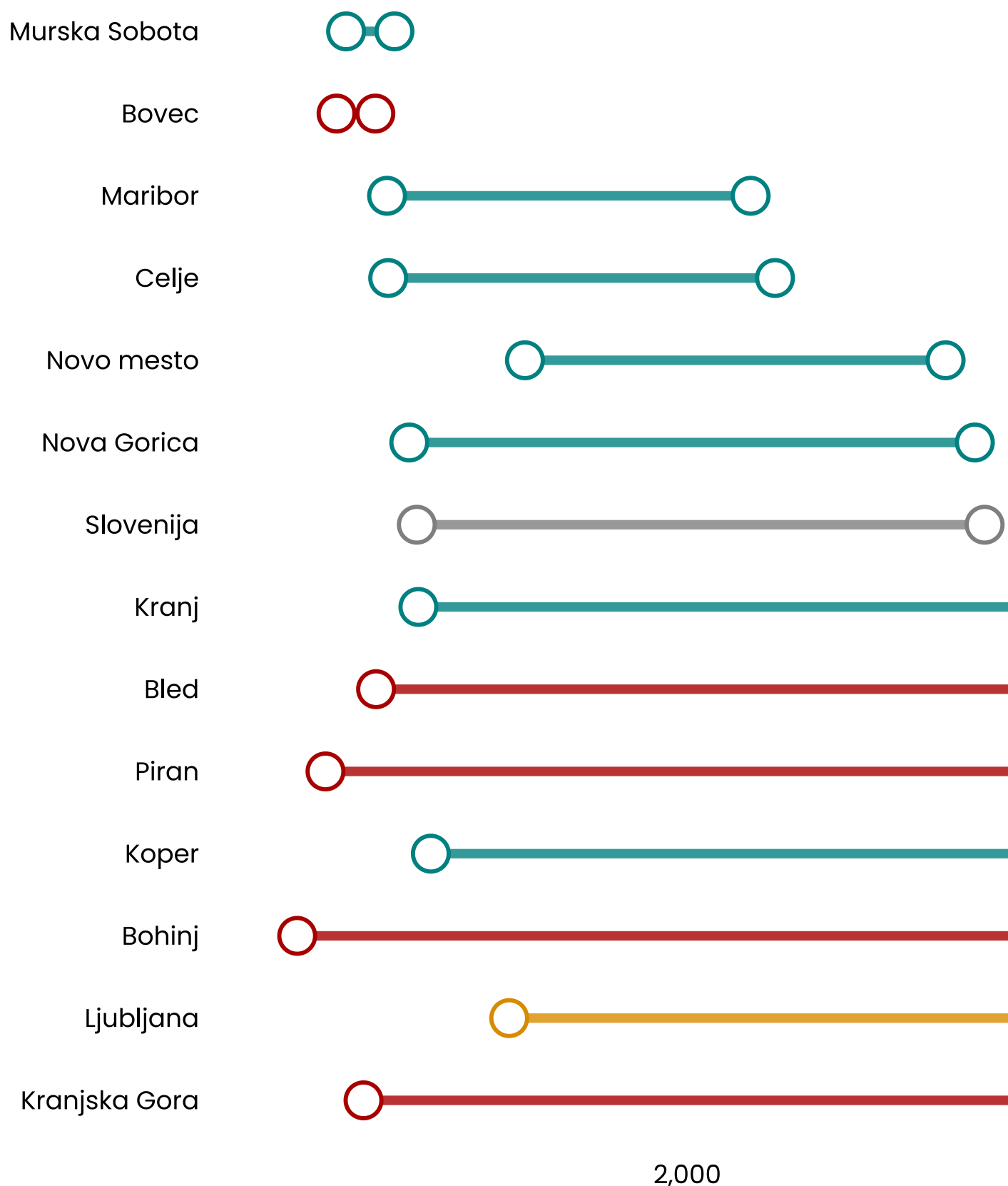
TOURISM IS CHANGING OUR TOWNS. WHO PAYS THE COST?

Salary & Age by Municipality

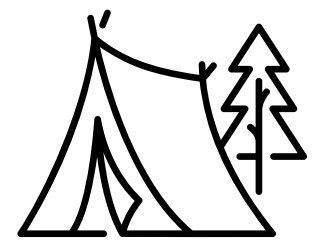
size of black ring = average monthly net salary (EUR) · size of colored circle = average age (years)



In Slovenia's **most popular tourist municipalities**, deep changes are underway. The average age of residents is rising, and local salaries remain low (smaller black circles), 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 (bigger circles), 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.*



Rising costs, stagnant wages
In tourism-driven towns, property prices have surged far beyond what local salaries can support. Investors and second-home buyers are driving demand, while tourism income is not raising average earnings enough to offset this gap. For many younger residents, the dream of owning a home here is slipping out of reach.



Housing Prices vs Local Salaries

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



Changing migration patterns

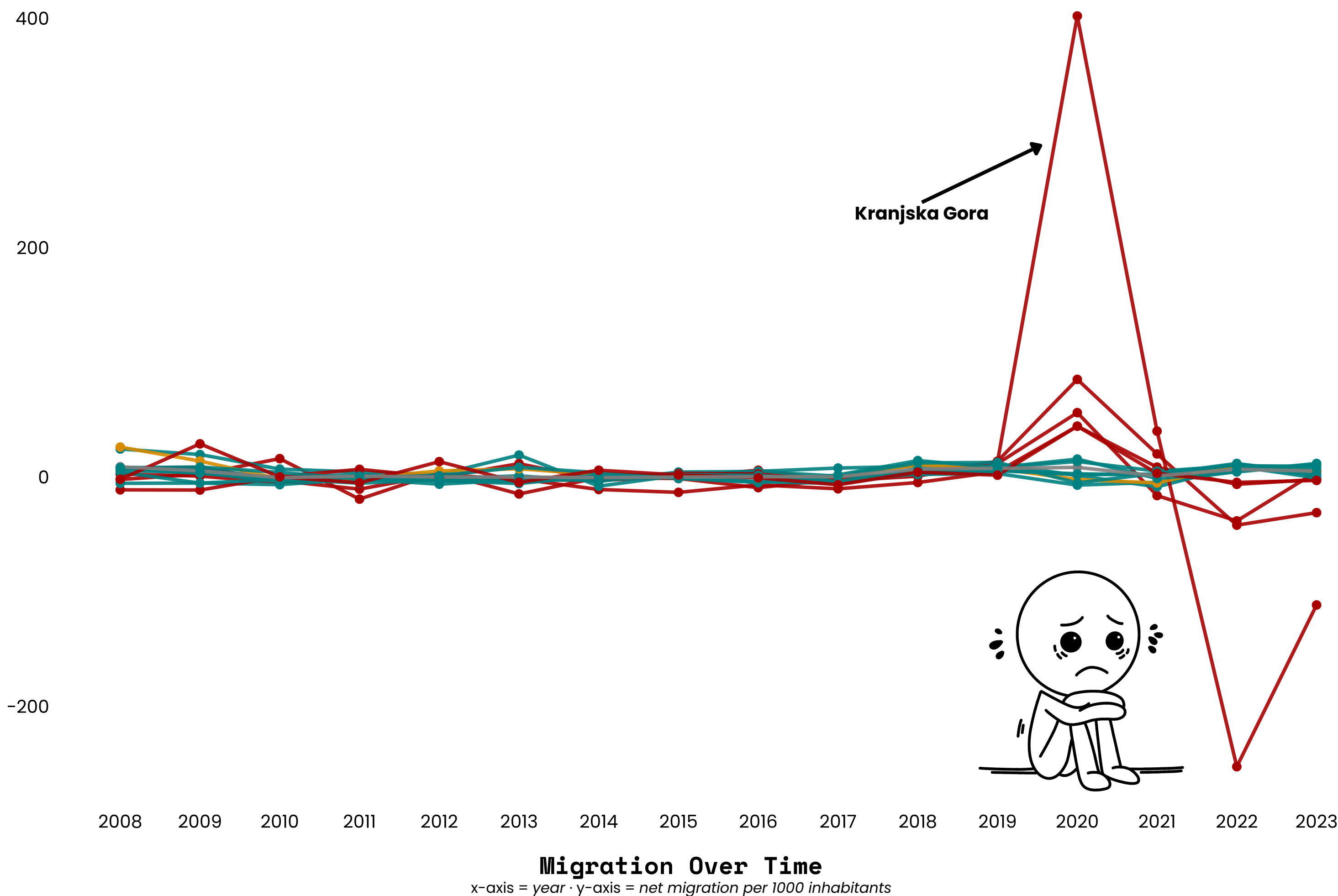
The COVID-19 pandemic marked a turning point for migration into tourist municipalities. The sudden spike in incoming residents was largely driven by lifestyle migrants and second-home buyers. These shifts, combined with rising housing costs, have long-term impacts on community structure, service availability, and the local economy.

Why it matters

When housing is used primarily for second homes and short-term rentals, local services and year-round community life decline. Schools, healthcare, and everyday businesses rely on stable resident populations, not seasonal visitors. Sustainable tourism must balance economic benefits with protecting the social fabric of these towns.

Broader challenges

Tourist towns also face growing pressure on infrastructure and services. Seasonal peaks strain public transport, waste management, and local healthcare. Rising traffic and resource consumption can undermine sustainability goals. Without long-term planning, these communities risk becoming dependent on volatile tourism markets, with reduced resilience for local residents.



Data sources: Statistical Office of the Republic of Slovenia (SURS); e-Prostor (real estate value data).

Note: Data refer to 2023, except migration over time (multiple years). Property prices are approximate; regional averages used where detailed municipal data were missing.

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