



VISITOR MONITORING METHODOLOGY IN TRIGLAV NATIONAL PARK - CHALLENGES AND OPPORTUNITIES

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Public Institute, Slovenia





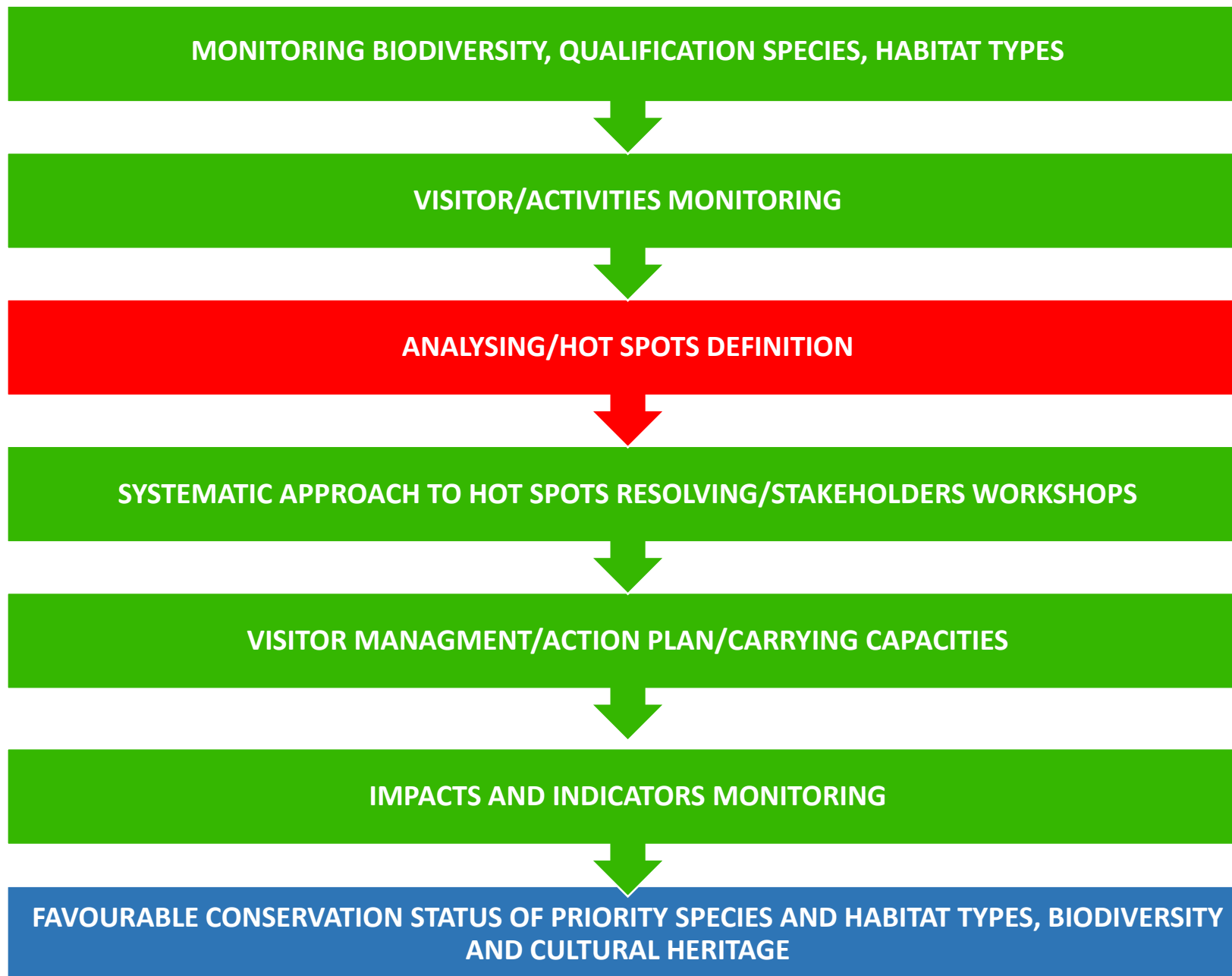
Visitor Monitoring in Triglav National Park: Challenges and Opportunities

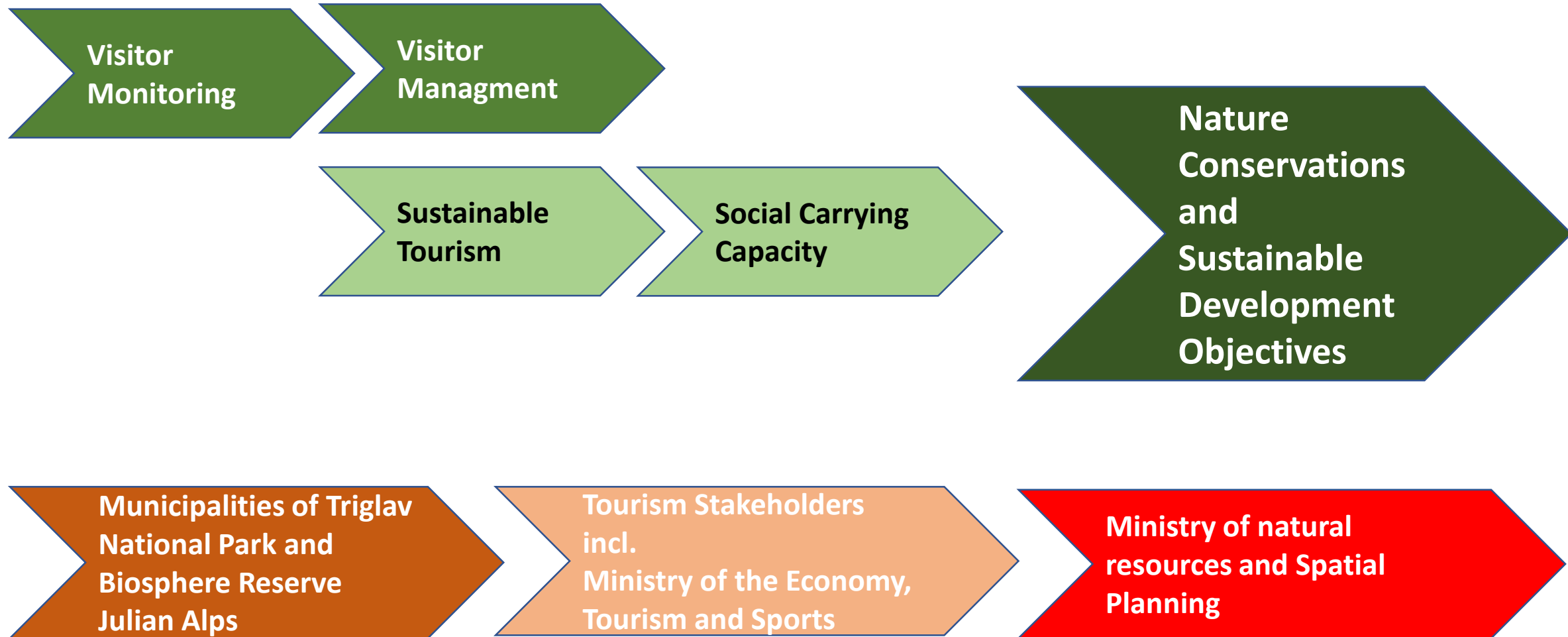
Majda Odar, Information and Education Service

European Charter for Sustainable Tourism – 12th Network Meeting

Bled, May 2023







Challenges in Triglav NP

Systematic Approach in 2016/2017 –
Statistic Analysis and Qualitative
Research

2016–2017

2018

2019–2020

2020–2021

Implementing Systematic Counting in the
Alpine Valleys, High-mountain areas

Triglav – 240 years since 1st Ascent –
Estimated Number of Visitors and
Qualitative Research

Implementing counters in quiet zones
Analysing COVID-19 effect
Sustainable mobility / Public bus
schedule



Opportunities

- 2022/2023: Counter Data / App Data Comparison
- 2023+ : Heatmaps – Digital Visitor Management with Tourism Stakeholders



2016: Systematic Approach



Source: TNP Archive



Triglav NP and BR Julian Alps:

1

- Quantitative Data: Statistic Data

2

- Qualitative Data: Questionnaire, N: 1718, year 2016

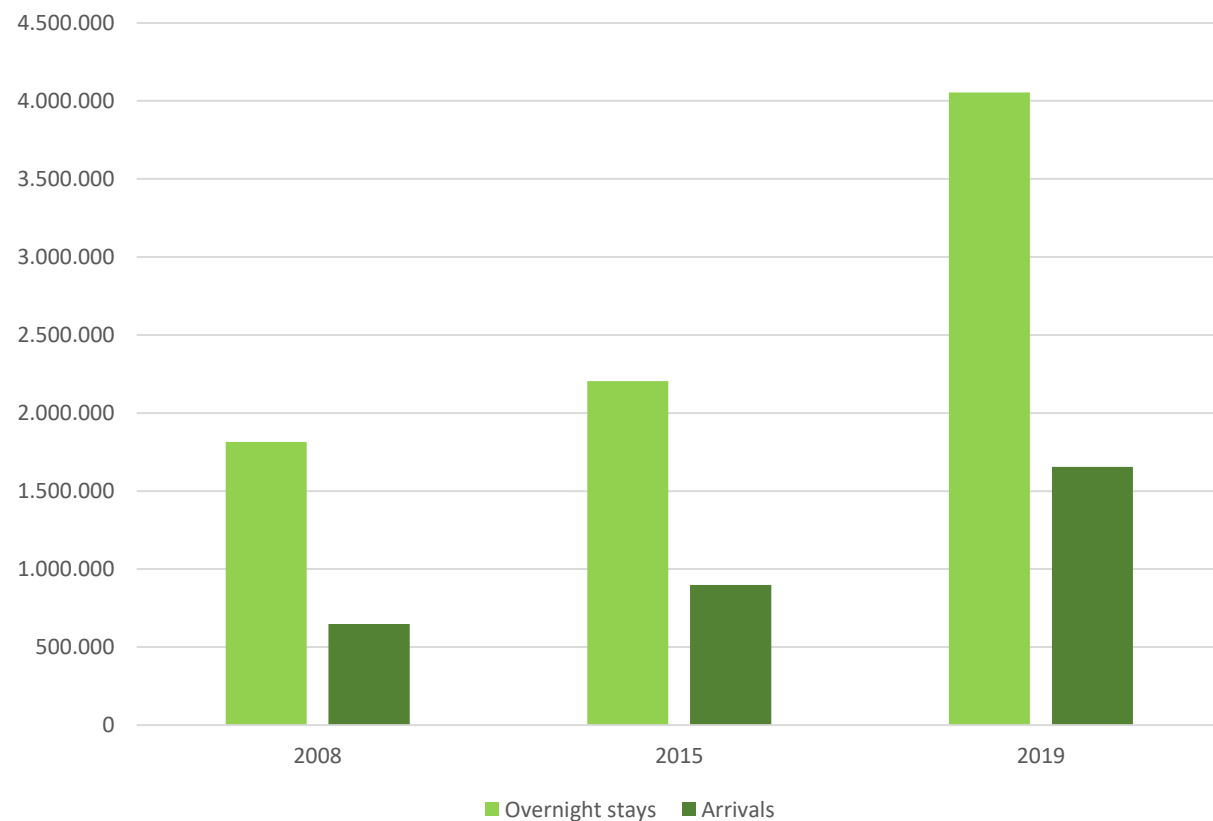
3

- Optimisation for „grey areas“ – **implementing counters 2018+**

Statistics in Triglav NP and BR Julian Alps:

- Overnight Stays/Arrivals Overall in BR Julian Alps (SURS)
- Overnight Stays in mountain huts in Triglav NP (Alpine Clubs)
- Daily Visitors in mountain huts in Triglav NP (register books)
- Visitors of Natural Values/Sightseeings in Triglav NP (tickets)
- Traffic Data (Mol)
- Toll Roads tickets (Local Communities)
- Mountain Rescue Team Actions in Triglav NP (GRZS)
- Events in Triglav NP (TNP)

Tourism 2008-2019 - BR Julian Alps



Overnight stays: 2008-2019:

INDEKS 223,4

- > 2019: 4.054.729 (25,7 % SLO)
- > 2015: 2.204.152 (21,3 % SLO)
- > 2008: 1.815.259 (19,4 % SLO)

Arrivals 2008-2019:

INDEKS 225,6

- > 2019: 1.654.902 (26,6 % SLO)
- > 2015: 898.989 (22,9 % SLO)
- > 2008: 647.439 (21,9 % SLO)

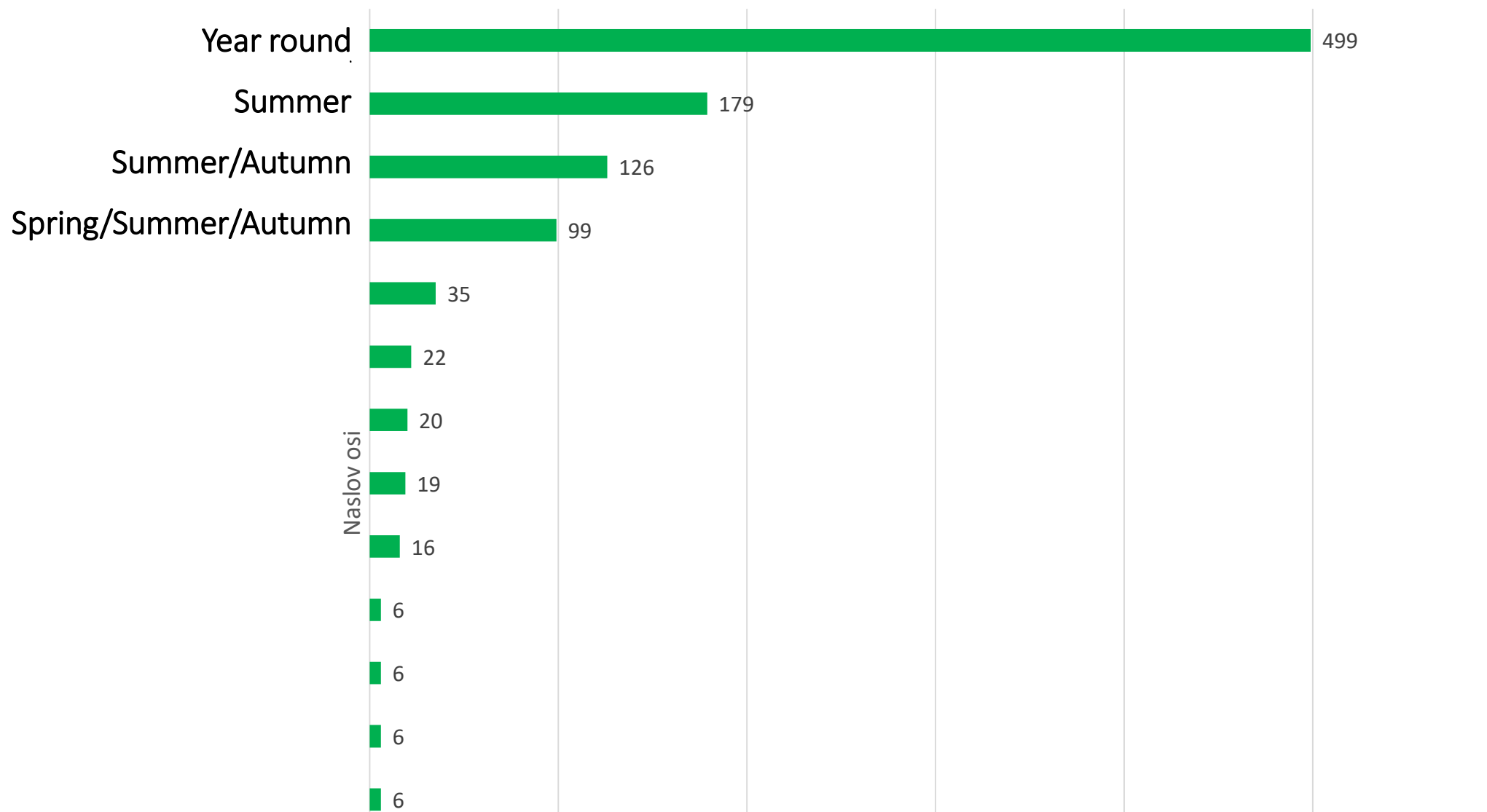


1.45 million fewer overnight stays in 10 months 2020 is thus the same number of overnight stays as in 2016

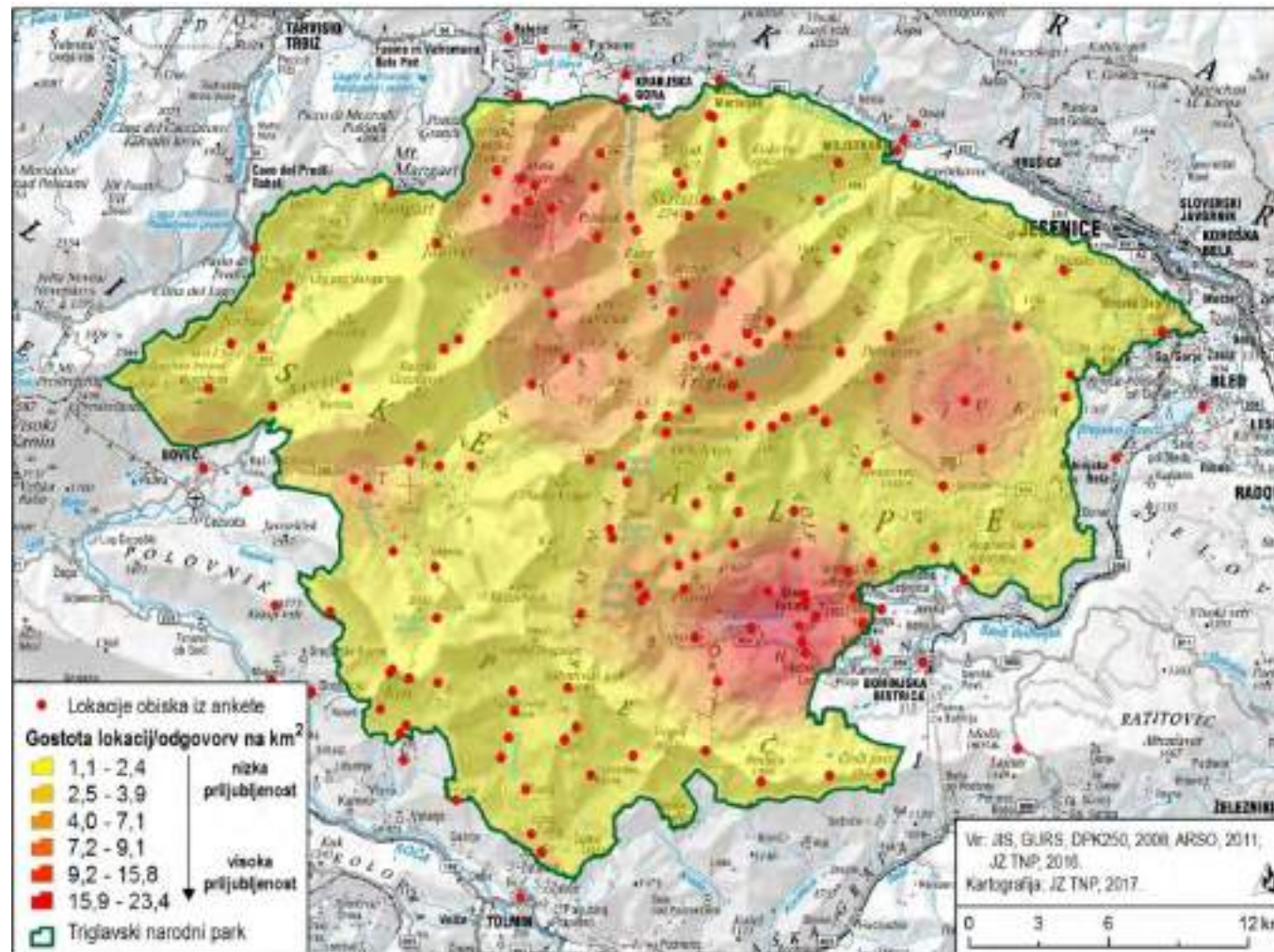
with the difference that in 2015 **27,671 beds, and in 2019 **44,353****

2022 – Record Year – 4.234.000 overnight stays

Most popular season to visit (N: 1718, year 2016)

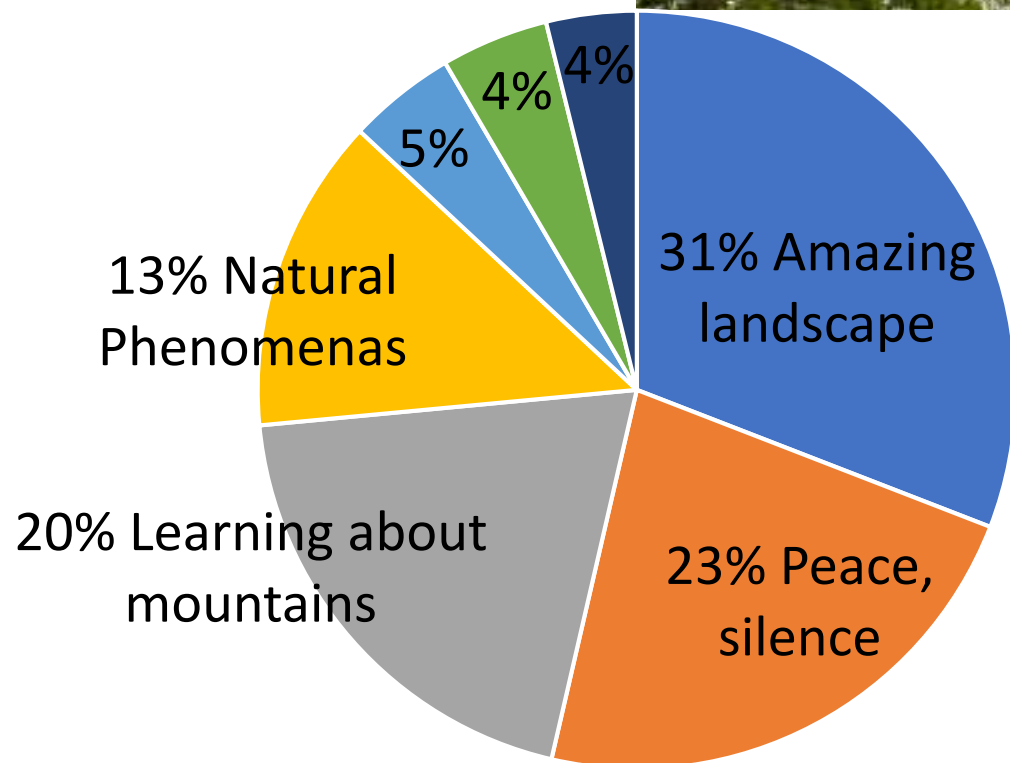


Most visited locations in Triglav NP (N: 1718, year 2016)

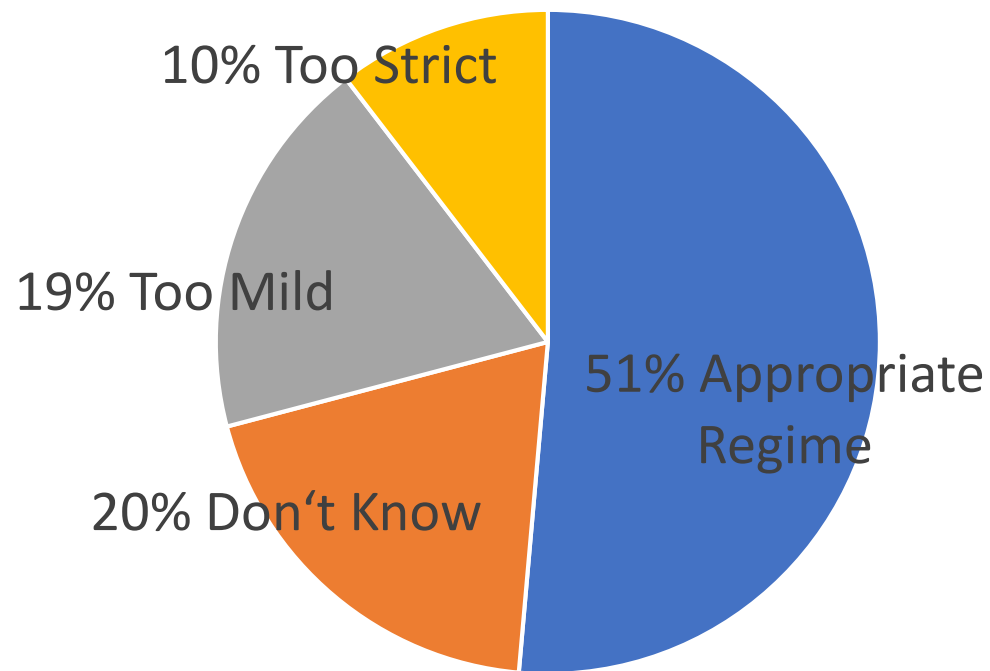




Qualities of Triglav NP N: 1718, year2016



Protection Regime (N: 1718, 2016)



Martuljek

TRIGLAVSKI NARODNI PARK
TRIGLAV NATIONAL PARK

Triglavski narodni park je edini narodni park v Sloveniji. Uporablja naravno in kulturno dediščino v parku in obkrožnem okolju, varuje naravne in kulturne vrednote, da oneskajmo in ohranimo naravno okolje.

Triglav National Park is the only national park in Slovenia. It is an exceptional opportunity to enjoy the nature and cultural landscape of the park, but we should never forget that we are in a protected environment.

MARTULJSKI VRHOVI
MARTULJEK MOUNTAINS

Črna, velika ledena reka Martuljski ledenik se razteza v dolgi vrstici od Triglav na zahodu proti jugovzhodu in pretežno iz naravnih visokogorov. Ledenik je sestavljen iz več kot 100 ledenih jezic. V hudi in porušeni ledeni dolini določene naravne lepote. Med njimi sta Zašibca in Zašibca.

Črna ledena reka Martuljski ledenik je bila leta 1994 razglašena za naravno dediščino. Omeniti tako tudi tudi naravne znamenitosti območja v Sloveniji.

The wild, heavily wooded group of the Martuljek mountains stretches in a chain from the Alps to the west, over the geologically perfect slopes of hills and (Črna 1931) to the highest summit in the group to the east. In the center of the mountain chain lie two large snow-filled basins: Pod Štrcem and Zašibca.

The Martuljek mountain group was designated as an expanding natural monument in 1943, which makes the area one of the oldest protected areas in Slovenia.

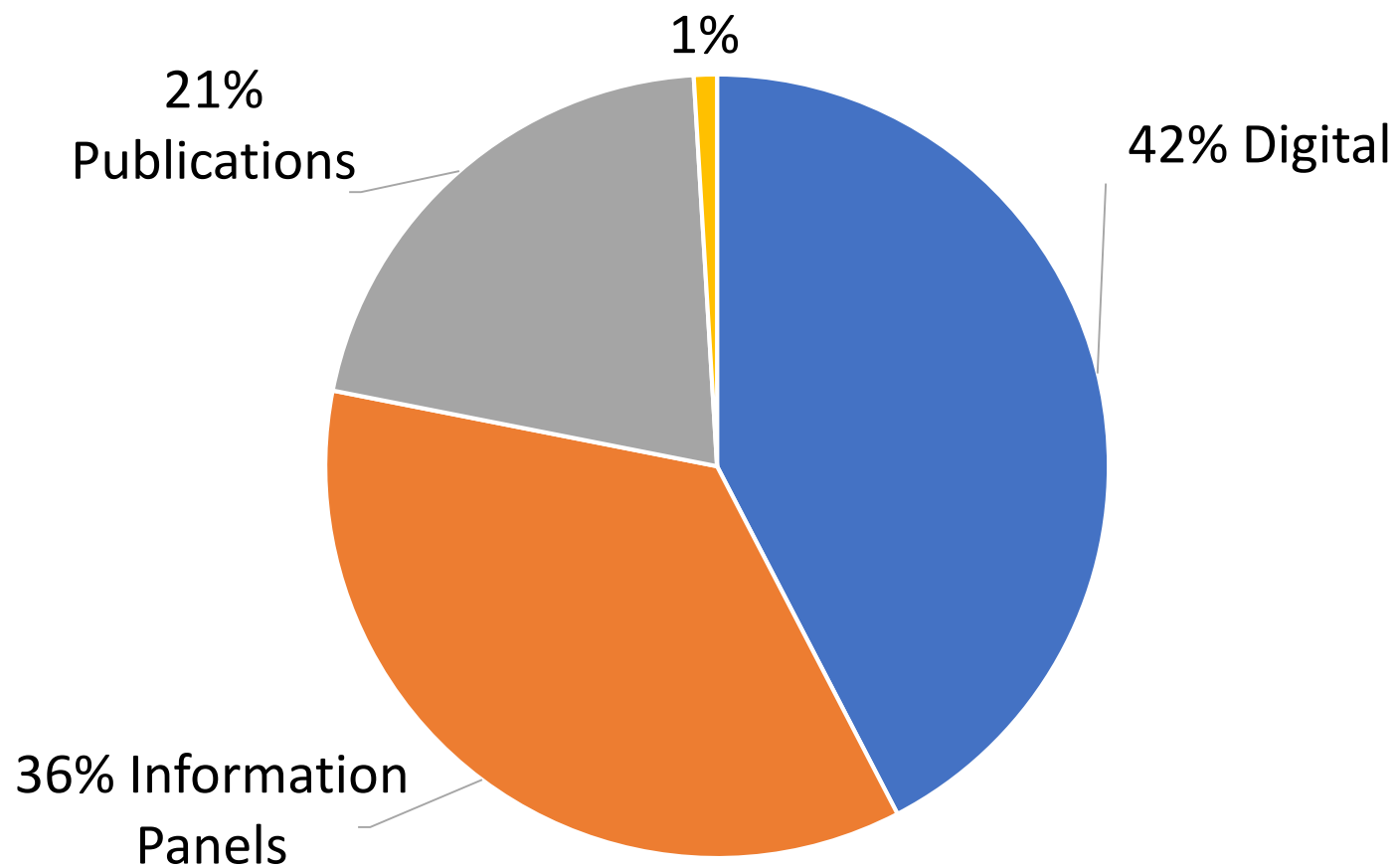
GOZDNA UČNA POT RUTE
BIUIT FOREST NATURE TRAIL

Kotička spina pot predstavlja primeren in dostopen vzor za spoznavanje okolja in okoljskega. Pot je namenjena otrokom in mladim odraslim. Pot je namenjena otrokom in mladim odraslim. Pot je namenjena otrokom in mladim odraslim.

The short educational trail ranges for information about the study of naturalistic areas and their species. A separate branch of the trail is the alpine garden at the beginning of the path. The trail was built and is managed by the Slovenian Forestry Institute (SIF) in the Martuljek Alps (Slovenia).

112

Media visitors miss (N: 1718, year 2016)



2018: Triglav – 240 years since 1st Ascent:
Estimated Number of Visitors and Qualitative Research



Triglav – Mountain Huts



38 huts, 2.647 beds

Year 2022: Environmental Friendly Certificate of PZS is held by 4 huts in Triglav NP: planina Razor, Planina pri Jezeru, Lepena, Poštarski dom/Vršič

Triglav area: 7 huts, 1050 beds

Triglavski dom

Staničev dom

Vodnikov dom

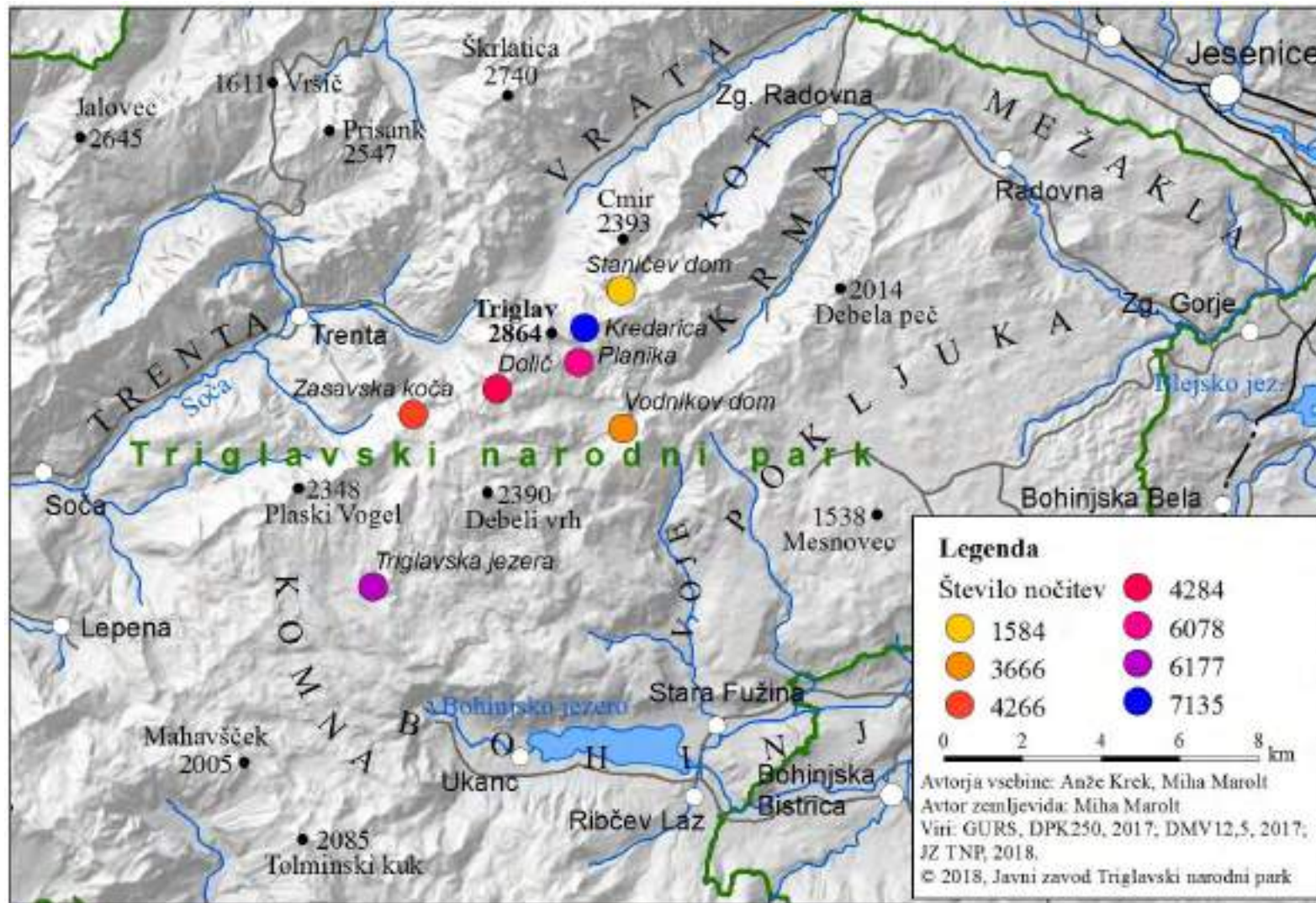
Koča pri Triglavskih jezerih

Dolič

Planika

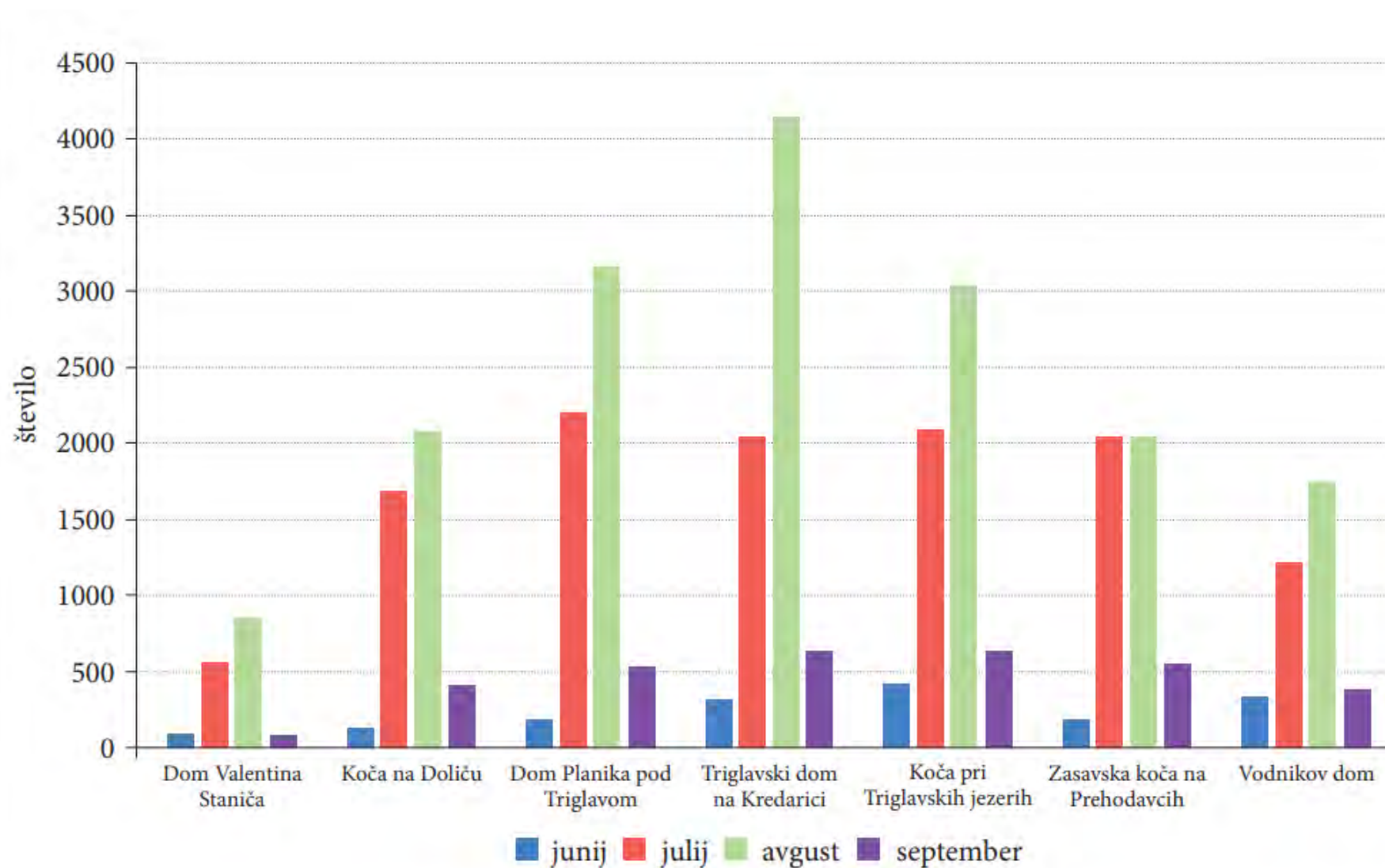
Prehodavci

Triglav - Mountain Huts: Overnight Stays 2017

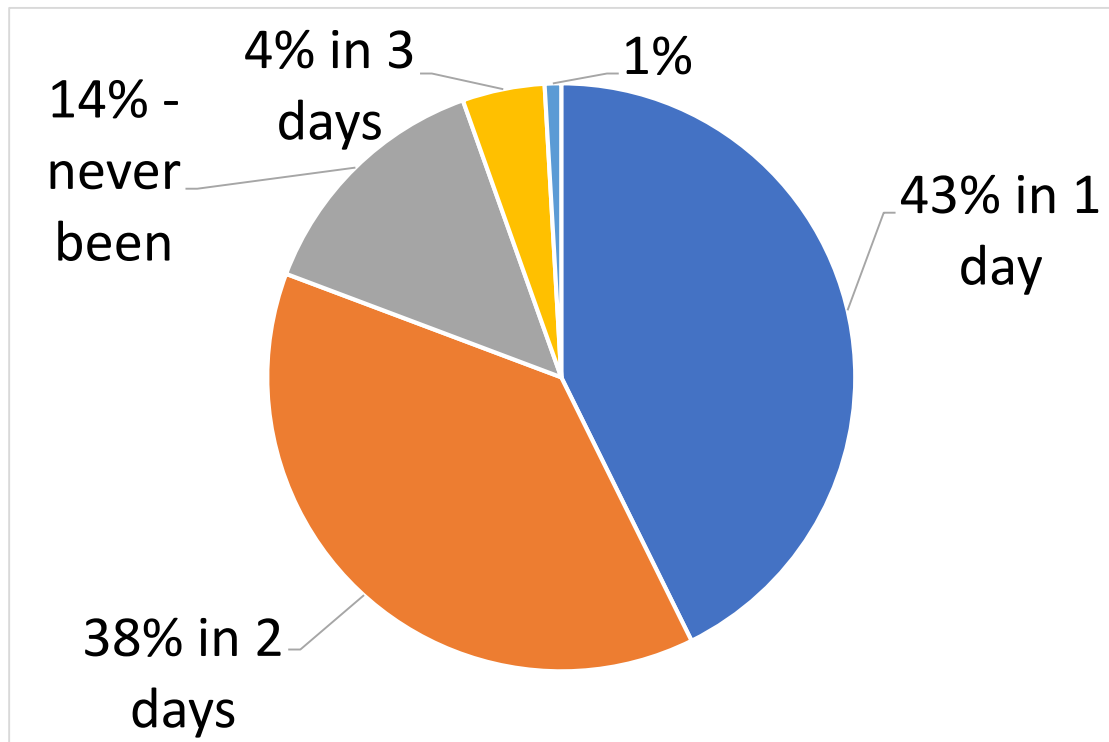


Triglav - Mountain Huts: Overnight Stays 2017 (June/July – September)

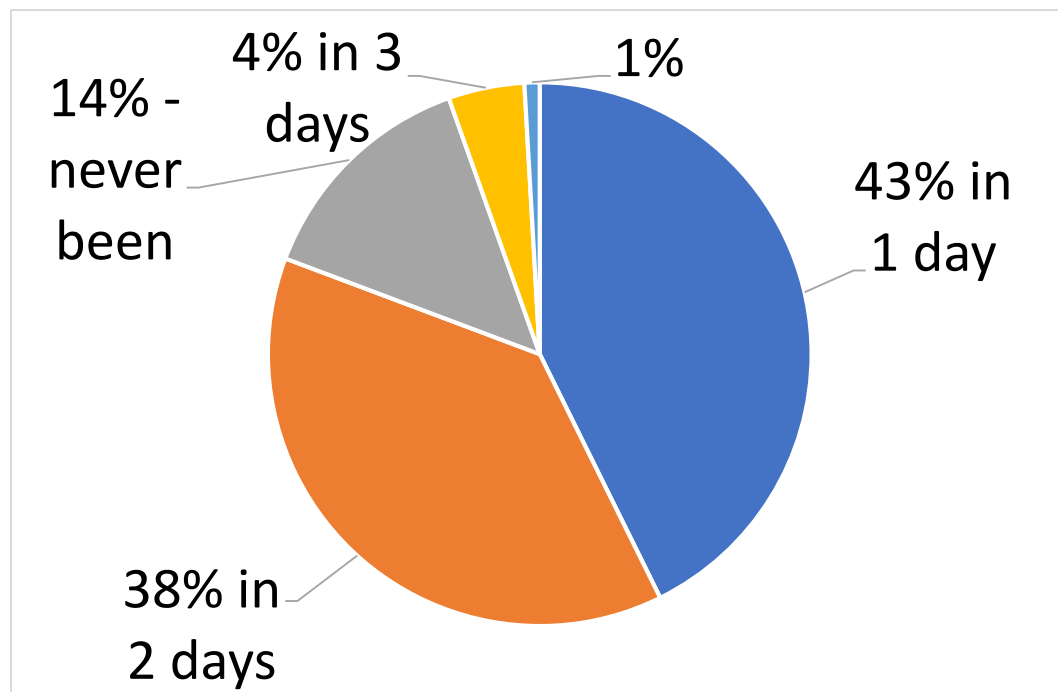
Total: 33.740



Duration of Triglav Ascent (N: 773, year 2018)



Estimated number of Triglav Climbs (2018)



- In mountain huts of the narrow area around Triglav, the recorded average number of overnight stays is 34.000 (ignoring the unregistered stays in the off season),
- 43% of visitors spend only one day for their visit
- Total annual number of Triglav climbs is estimated to at least 60.000



- **Public Opinion on Triglav (N: 773, year 2018)**

too busy, overcrowded: 73%

valued as a Nation's heritage: 94%

devaluation (in historical context): 36%

- **Average Visitor Profile:**

hiker on a weekly basis

has been on the top at least once

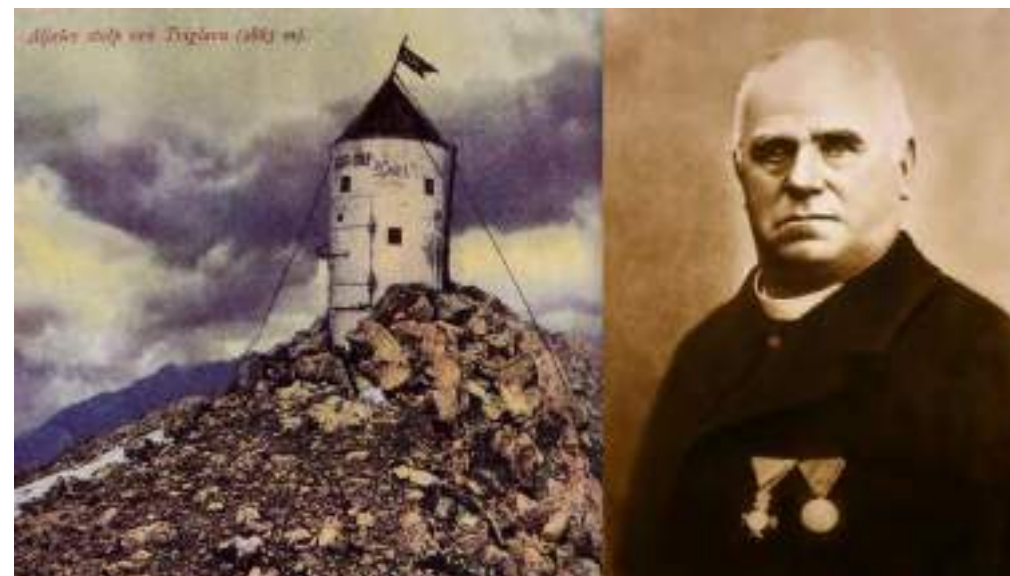
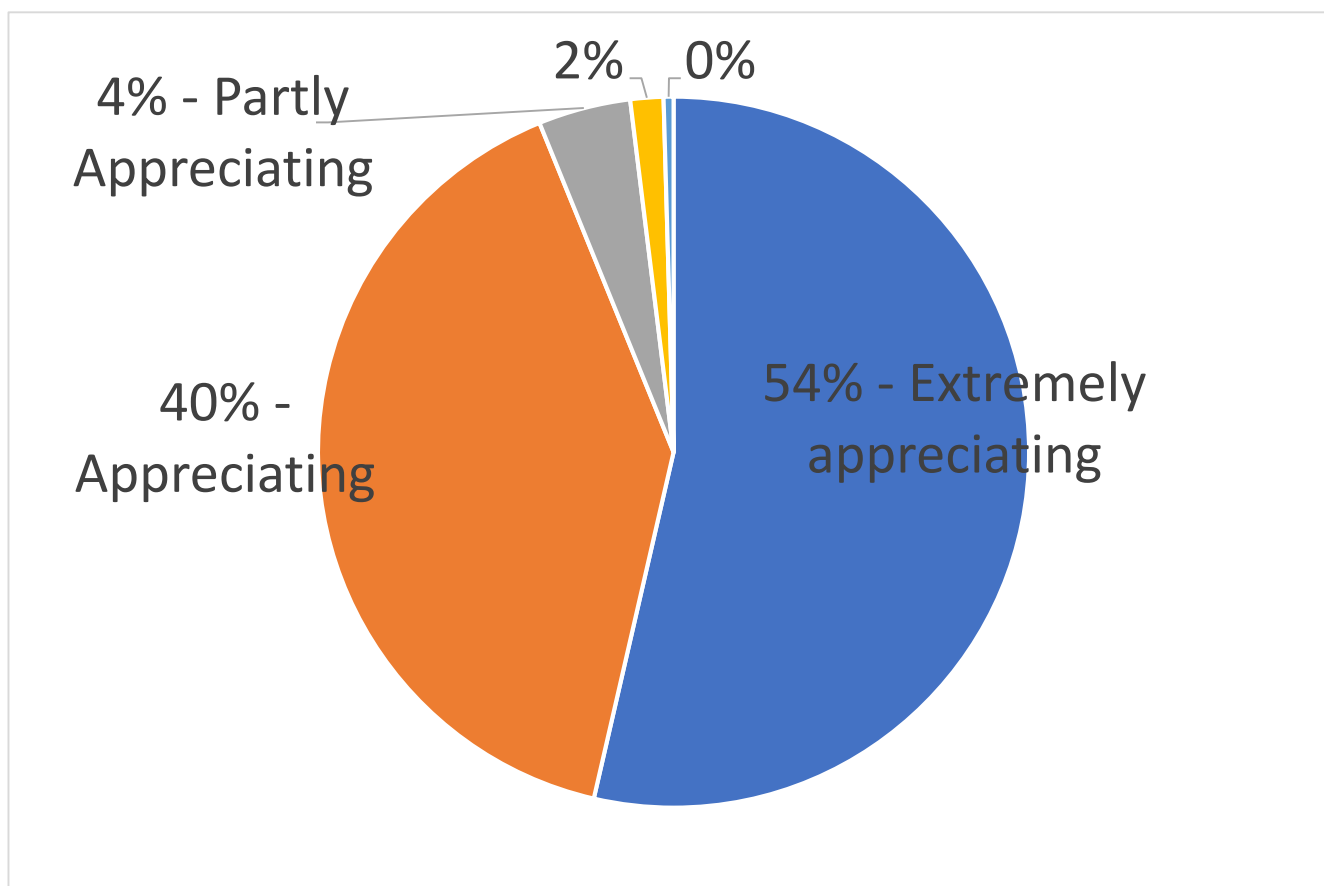
next ascent in the following year

summer season ascent, in one day

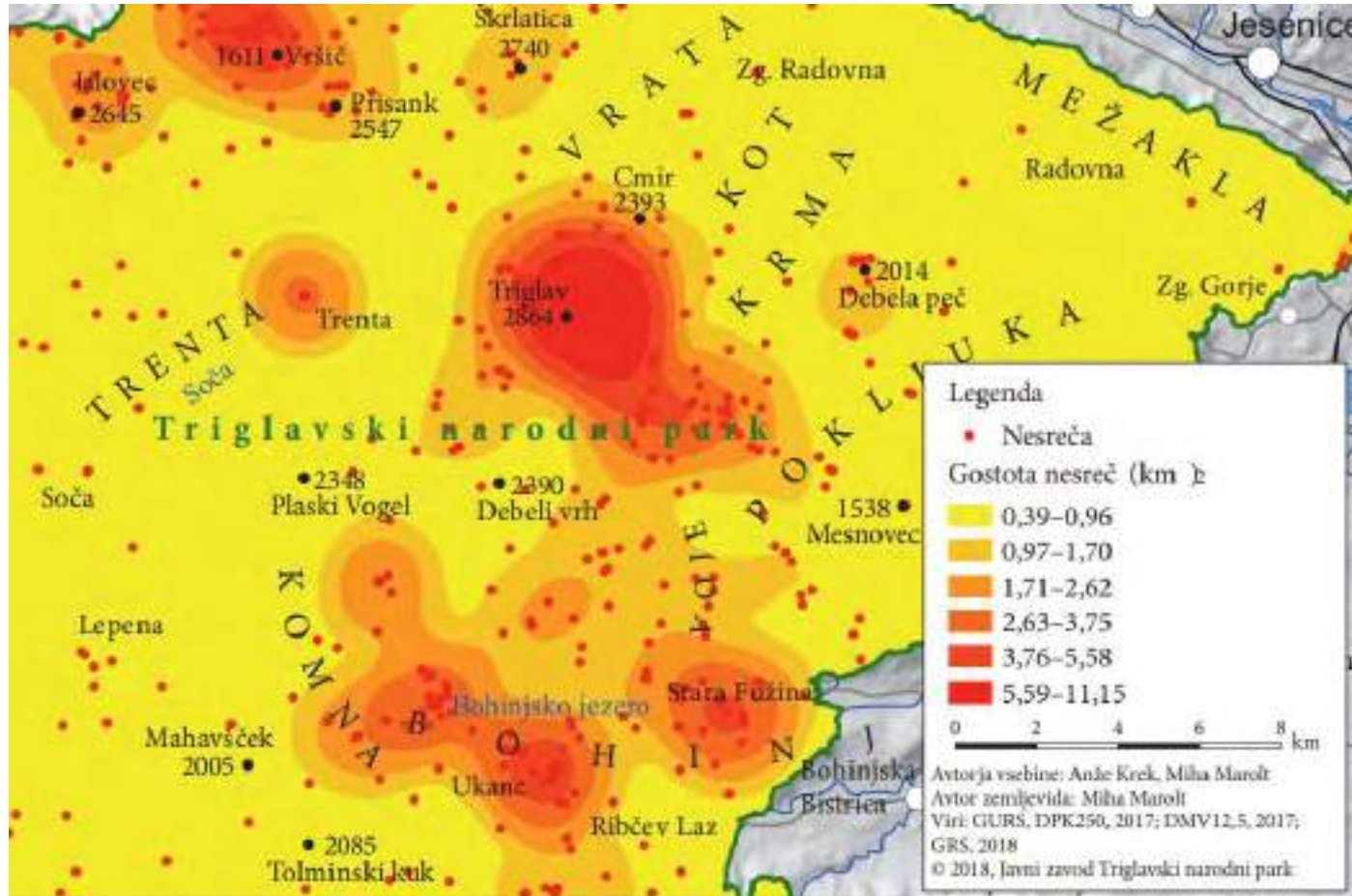
in group of up to 5 people

high valuation of Triglav as a symbol

Appreciation of Triglav (N: 773, year 2018)



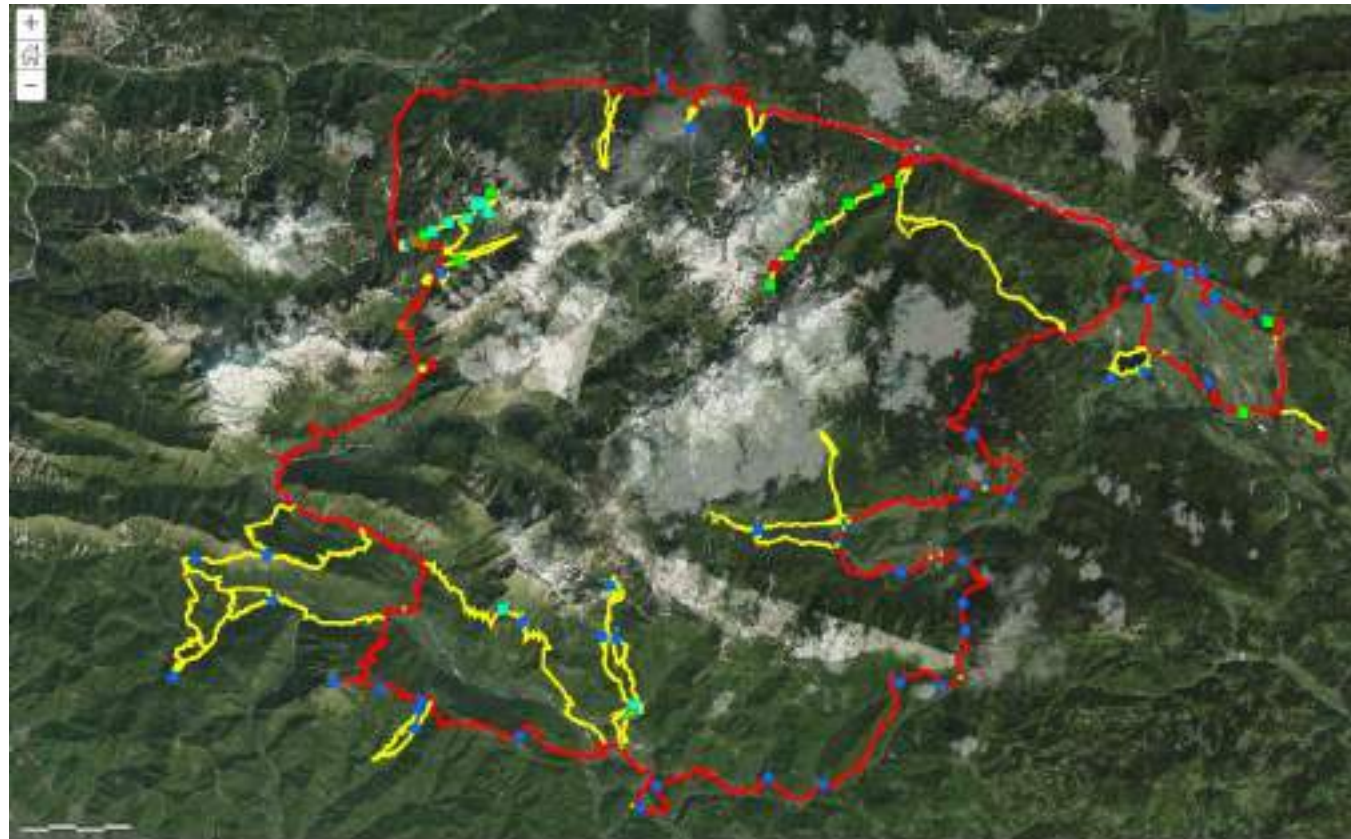
Mountain Rescue Operations (2017)



Respect

Triglav summit from the distance

Julian Alps Trail





unesco

Biosferno območje Julijske Alpe



JULIANA TRAIL

TEHNIČNI PODATKI:

Skupna dolžina: 270 km

Skupna višinska razlika:

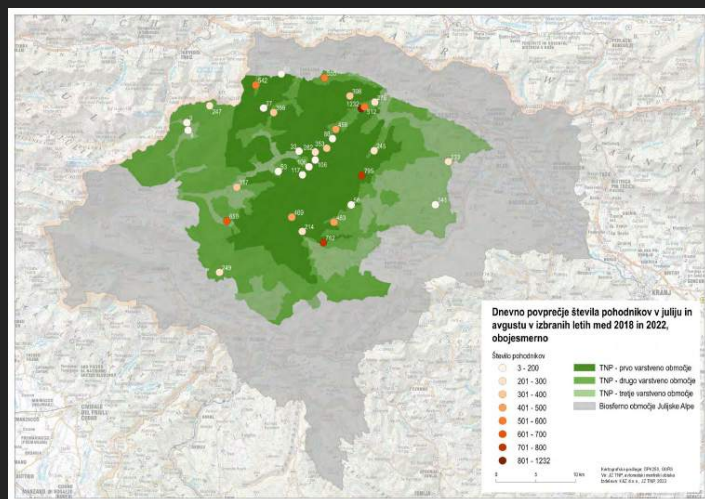
7163 m vzpona in 7163 m spusta

Skupno število etap: 16

Dovprečna dolžina etape: 17,5 km (4–5 ur)



— JULIANA TRAIL — Julijske Alpe — Triglavski narodni park

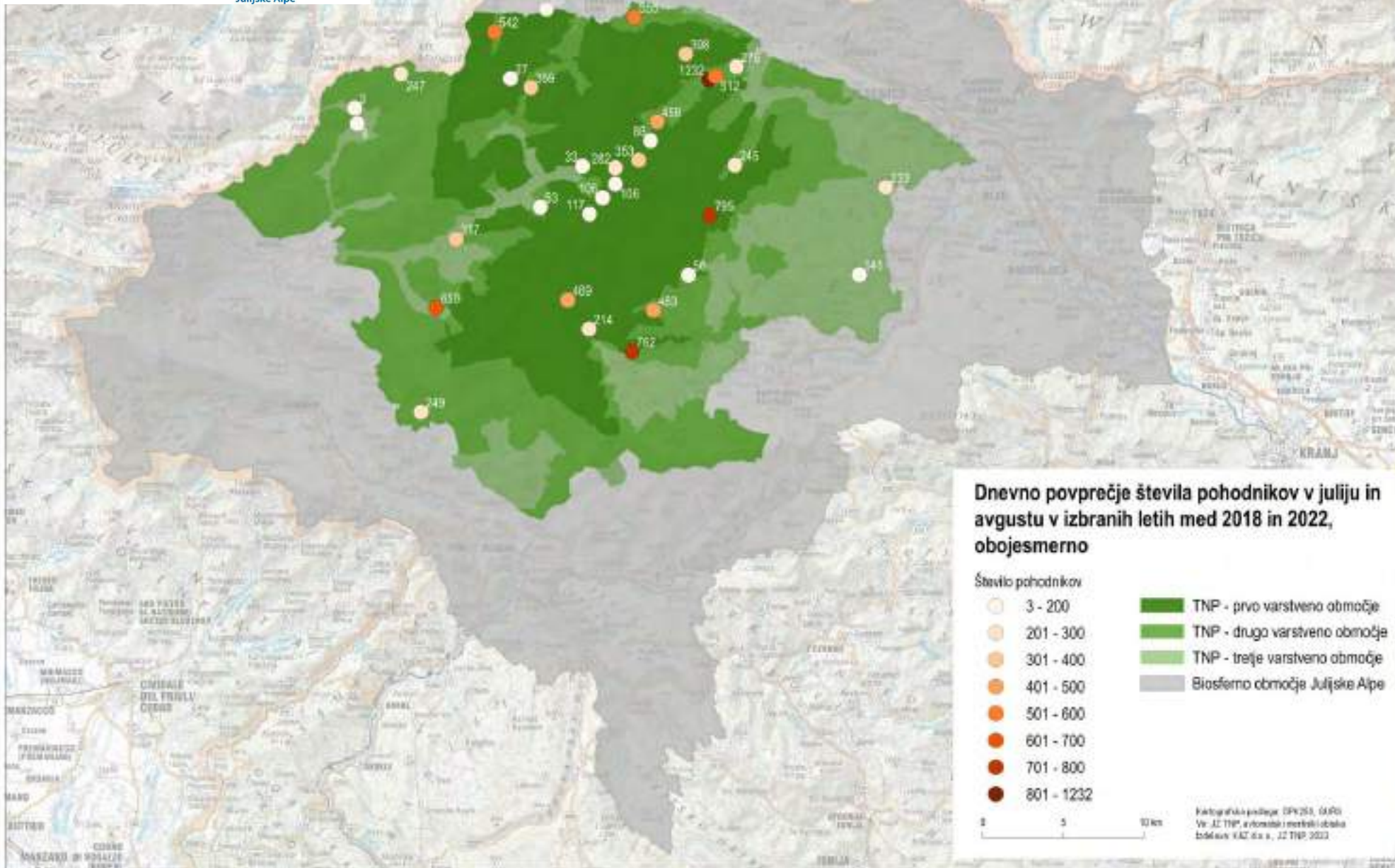


Implementing counters

- pedestrians/hikers 2018
- motor vehicles 2019
- bikers 2021

SLAB, PYROBOX, PYROCOUNTER



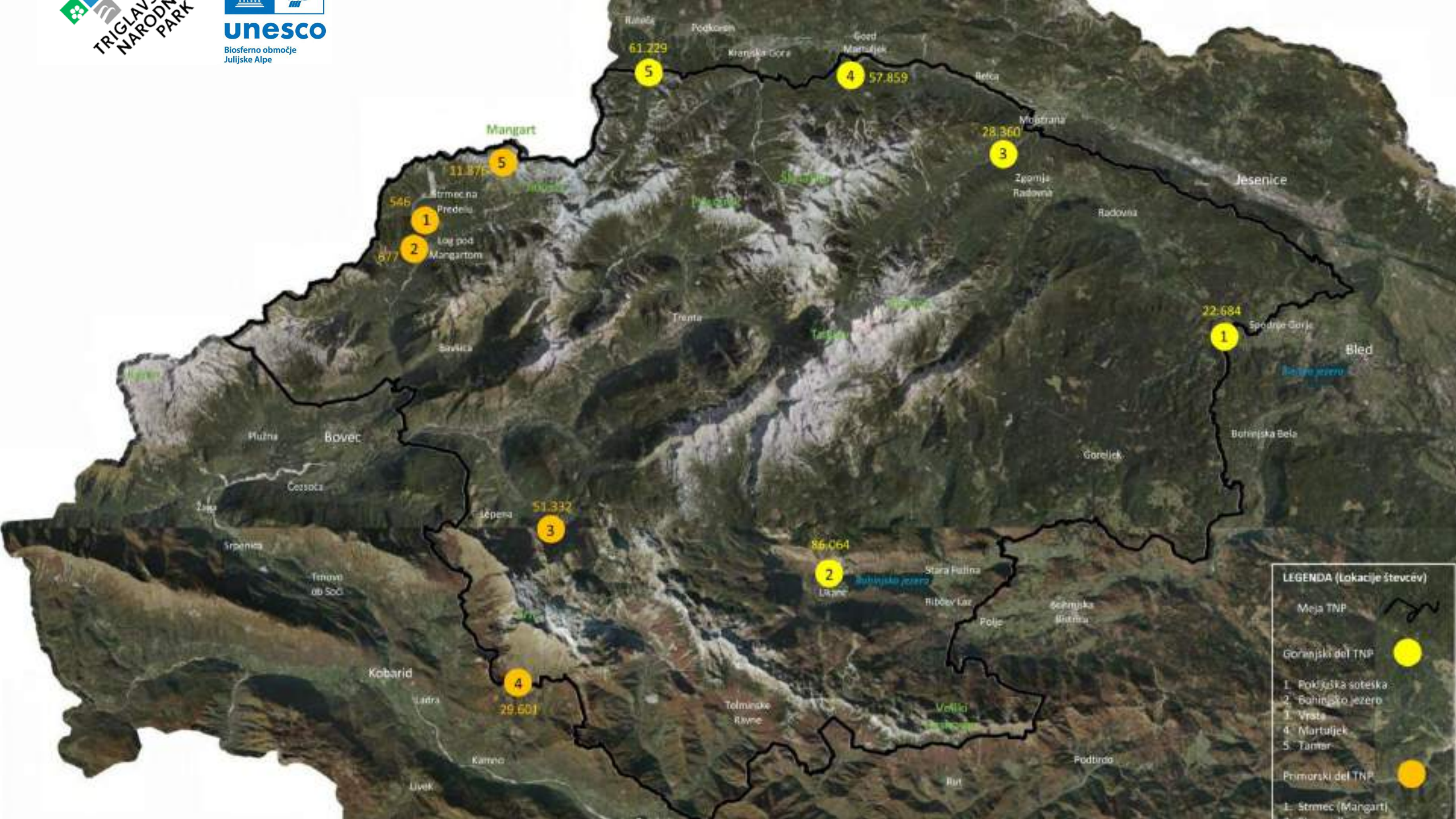


HIKERS average per day July & August 2018-2022

More than 500 per
day

- Peričnik (levo)
- Jezerca nad Konjščico
- Bohinjsko jezero
- Lepena
- Martuljški slapovi
- Tamar

Opomba: Podatki so ažurirani decembra 2022. Upoštevani samo dnevi štetja in najvišje doseženo povprečje v enem izmed opazovanih let.

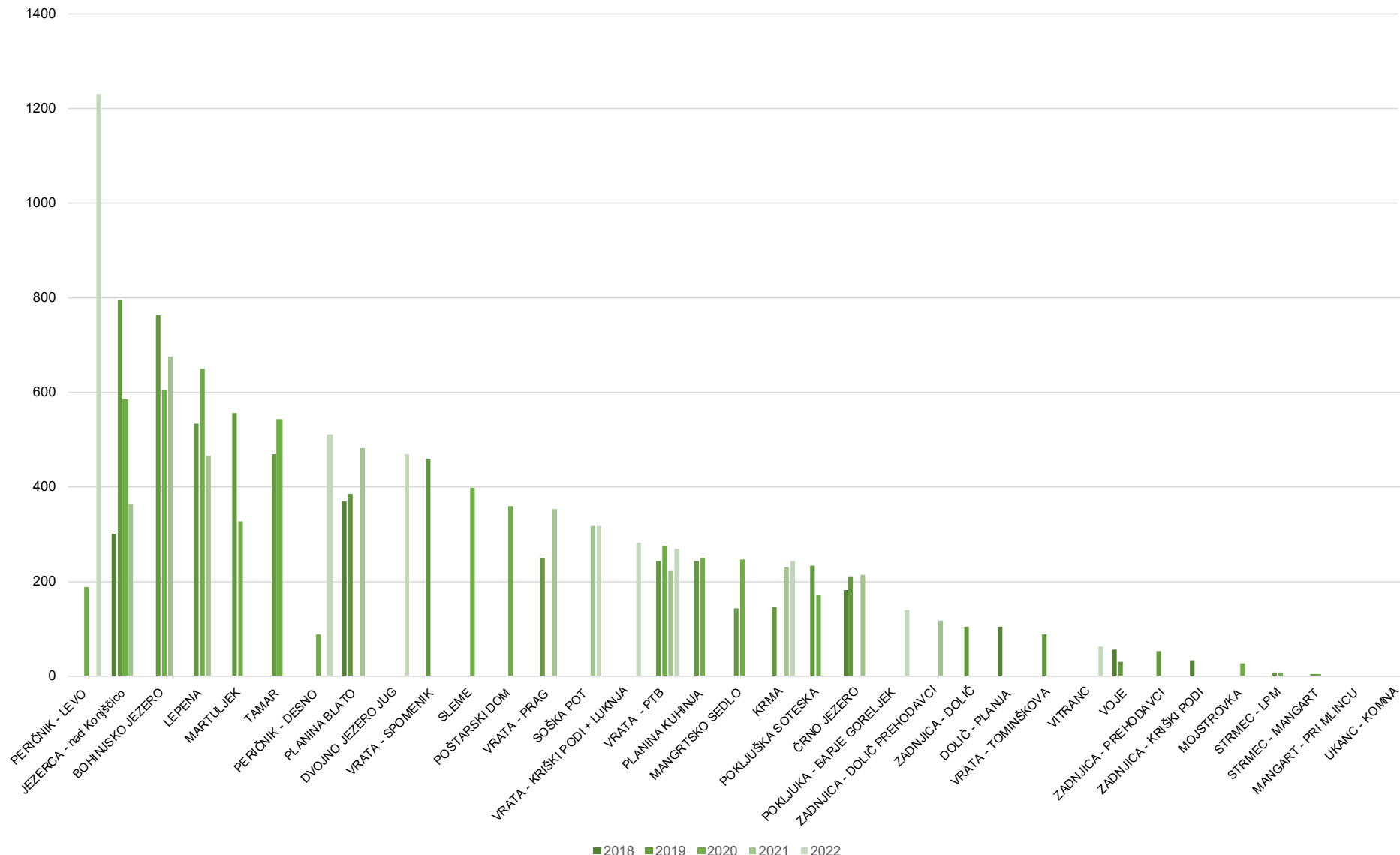


LEGENDA (Lokacije števcév)

- Meja TNP
- Goranski del TNP
- 1. Pokljaska soteska
- 2. Bohinjsko jezero
- 3. Vrsta
- 4. Martuljek
- 5. Tarnar
- Primorski del TNP
- 1. Strmec (Mangart)



DNEVNO POVPREČJE ŠTEVILA POHODNIKOV V JULIJU IN AVGUSTU, obojesmerno



Average daily number of HIKERS in July and August on park trails in the period between 2018 – 2022 (both ways)

OVER 500 DAILY

- Peričnik (left side)
- Jezerca nad Konjščico
- Bohinjsko jezero
- Lepena
- Martuljški slapovi
- Tamar

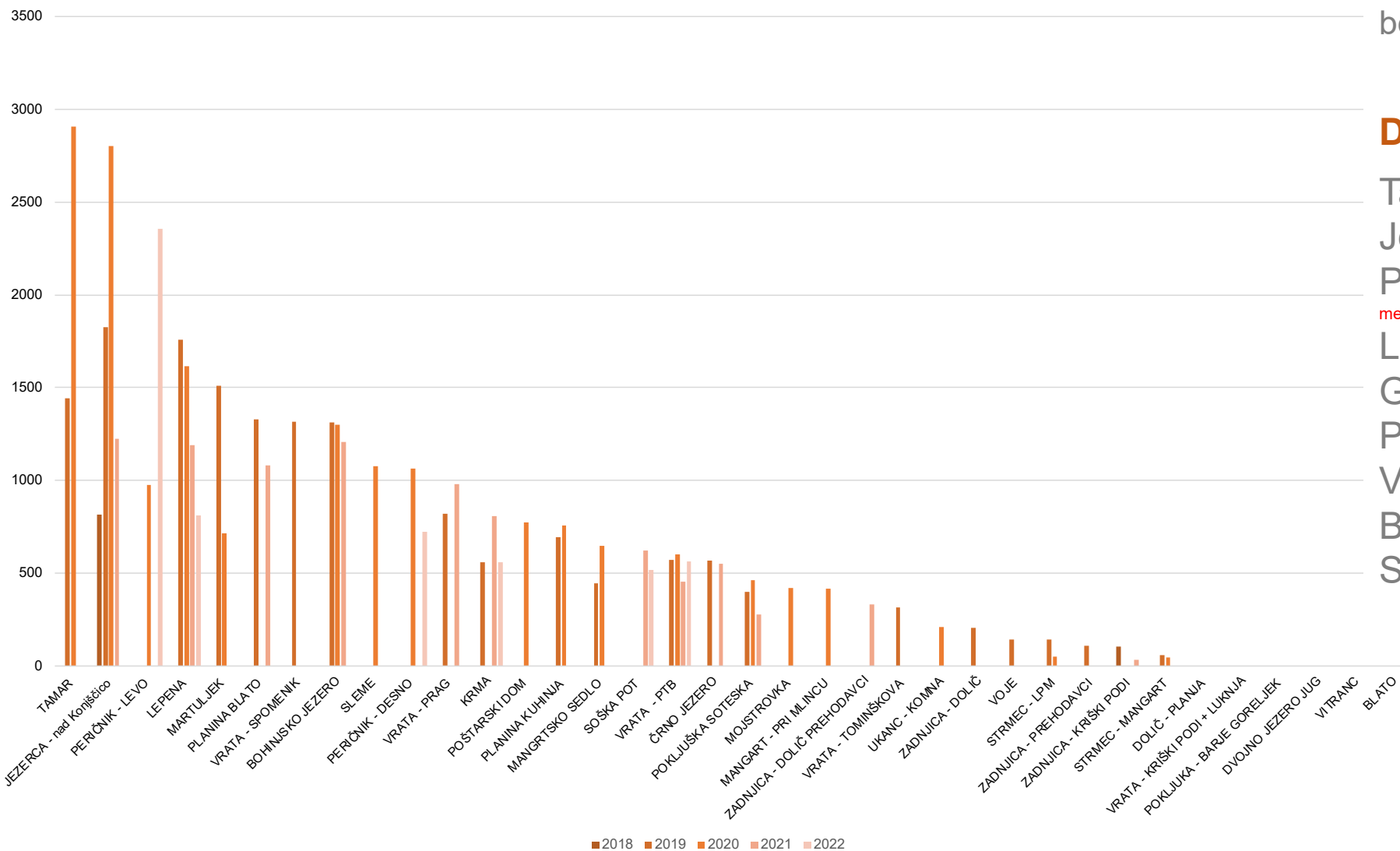


NAJVIŠJE ZABELEŽENO DNEVNO ŠTEVILO POHODNIKOV V OBDOBJU SPREMLJANJA, obojesrno

Highest recorded number of hikers poon park trails in the period between 2018 – 2022 (both ways)

DAILY HIGHS ABOVE 1000

- Tamar
- Jezerca nad Konjščico
- Peričnik – left (necessary verification of the measurement method)
- Lepena
- Gozd Martuljek
- Planina Blato
- Vrata – spomenik
- Bohinjsko jezero
- Sleme

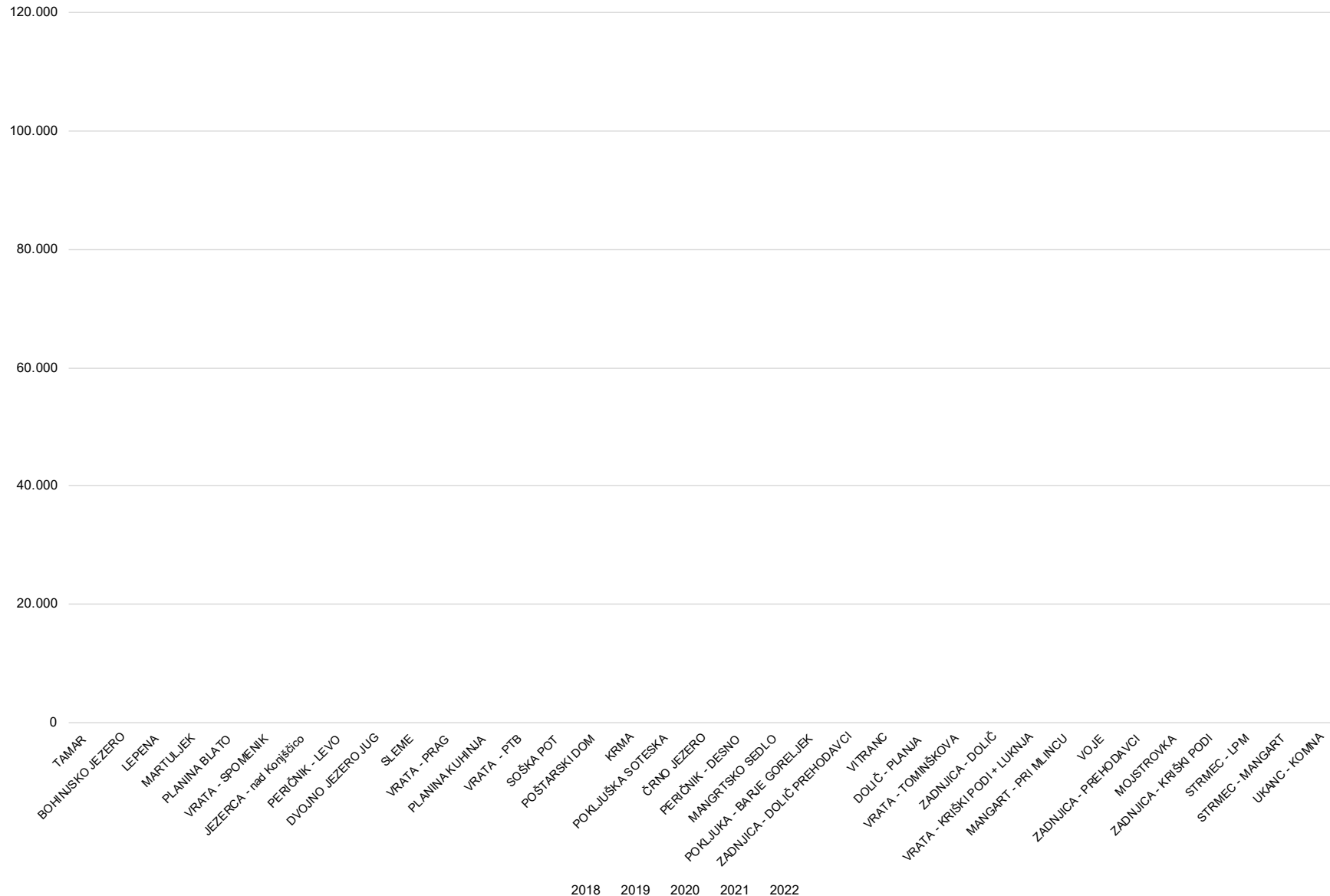


Vir: Avtomatski merilniki pohodnikov, 2018-2022, JZ TNP





SKUPNO LETNO ŠTEVILO POHODNIKOV V OBDOBJU ŠTETJA, obojesmerno
(Op. Podatki med lokacijami in leti zaradi različne dolžine obdobja spremljanja niso primerljivi.)



Annual number of hikers
on park trails in the period
2018 – 2022

OVER 50.000 ANNUALLY

- Tamar
- Bohinjsko jezero
- Lepena
- Martuljški slapovi

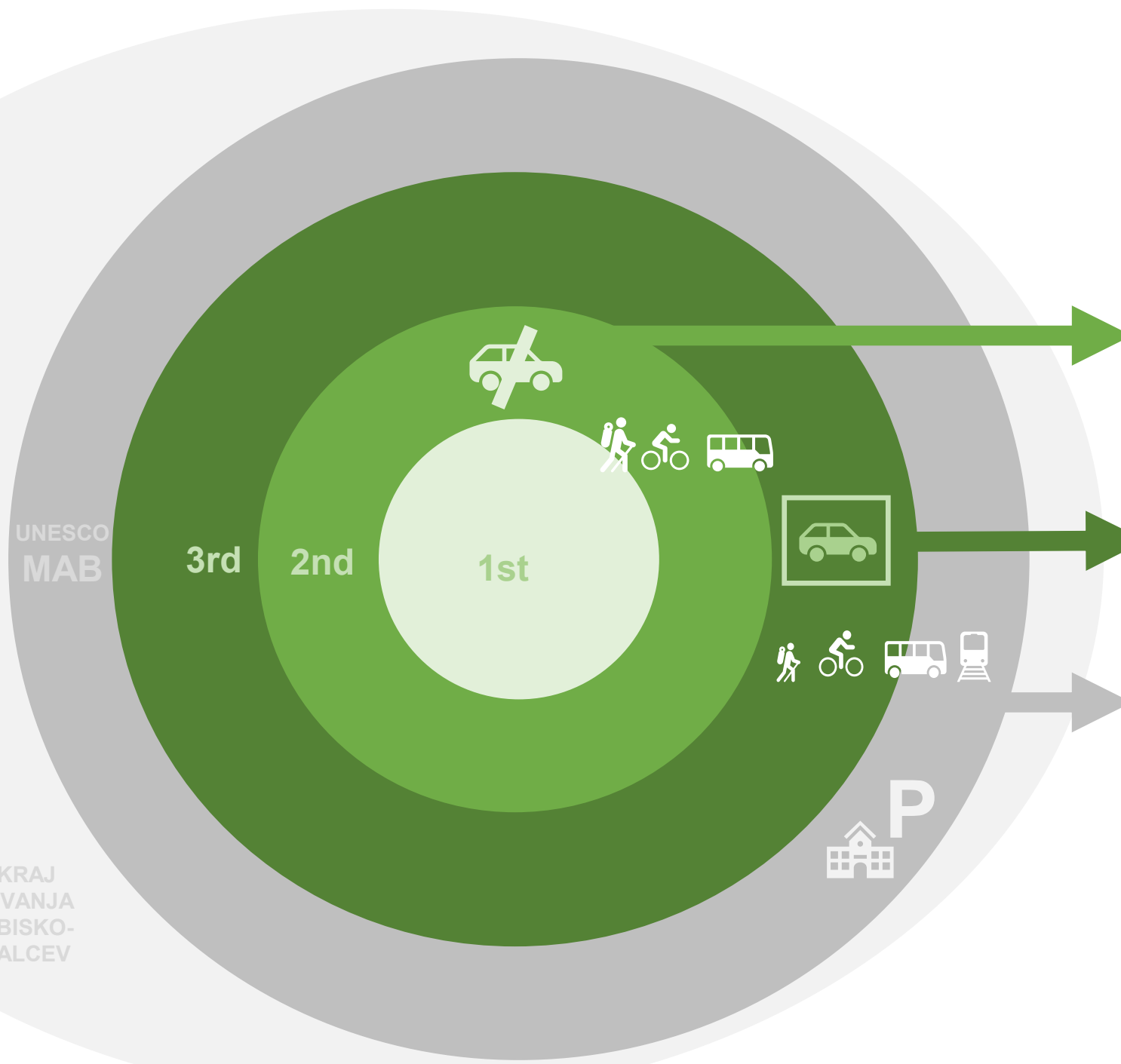
Increased pressure by visitors during the time of COVID – 19 also in Triglav National Park (in/out)

Month/Year	Krma (Triglav)	Lepena (Krn Lakes)	Tamar (Valley)	Zadnjica - Dolic (Triglav & Triglav Lakes)
June 2019		7967	9374	
July 2019	3055	12714	11368	2042
August 2019	6002	20337	17667	3363
September 2019	3888	6737	8623	1895
June 2020	1258	6508	8453	290
July 2020	4137	19436	15544	2570
August 2020	4126	18601	11134	3217

DECREASING MOTOR VEHICLES IN

TRIGLAV NP

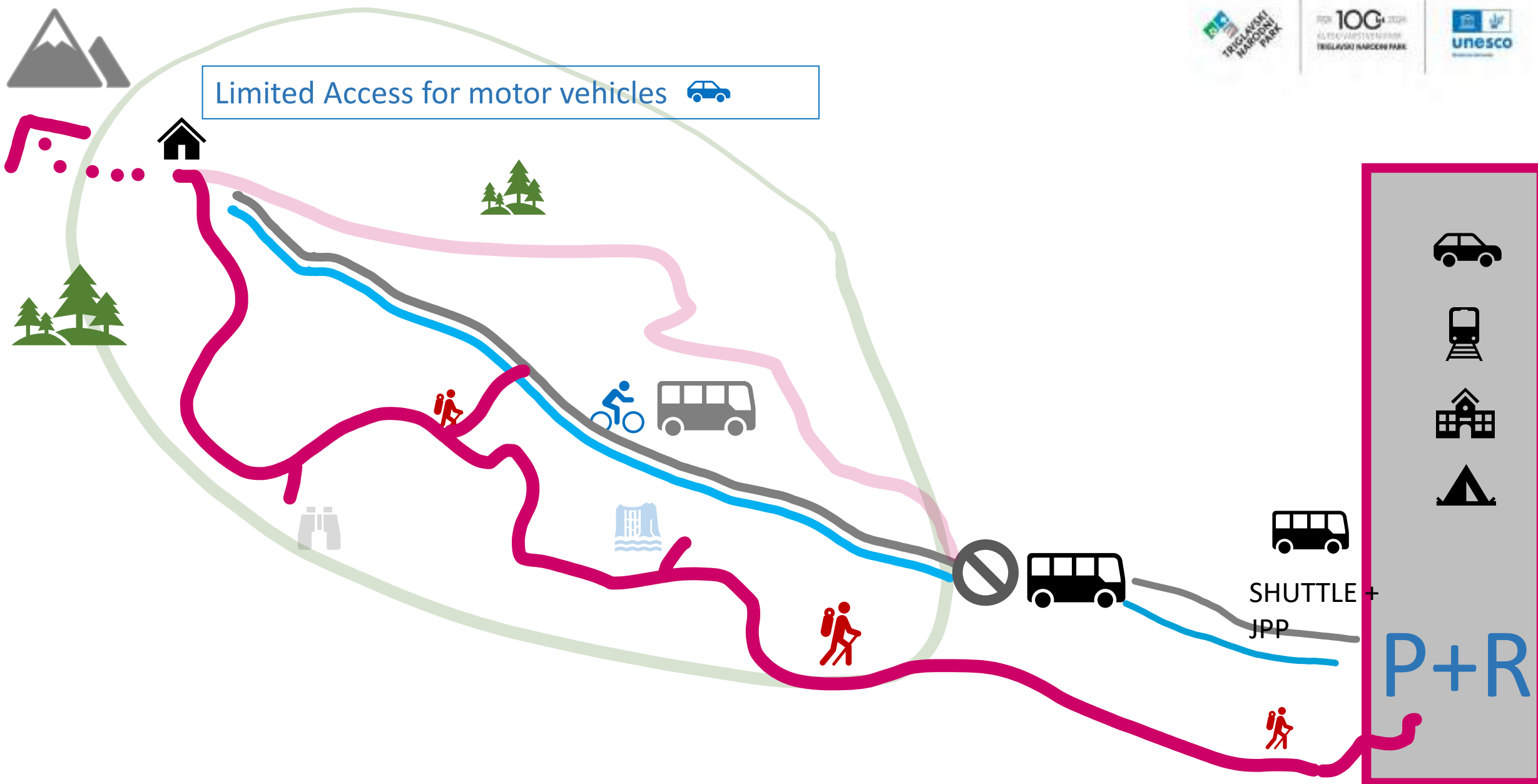
KRAJ
BIVANJA
OBISKO-
VALCEV



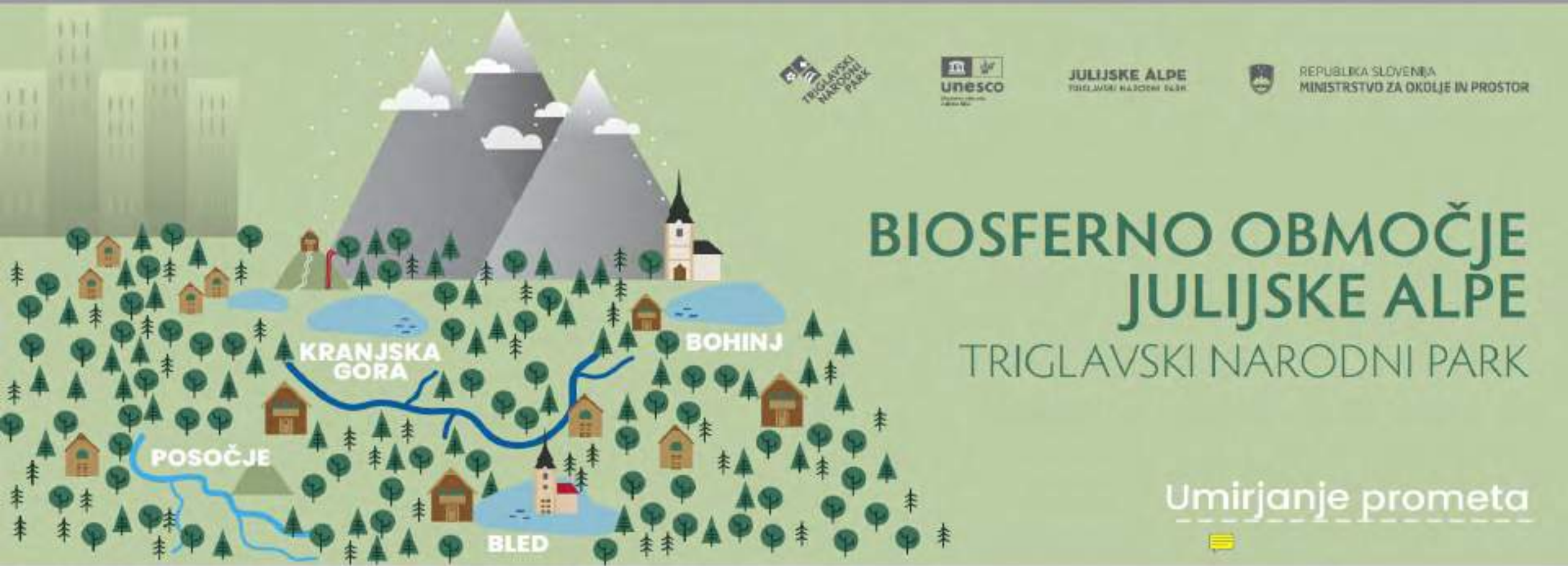
REMOVAL of motor vehicles from the 2nd protected area

REGIMES that enable controlled traffinc and directed visit in the 3rd protected area

STOPPING motor traffic outside of TNP – in park communities or UNESCO MAB



VISITOR MANAGMENT ACTION PLAN: REGIMES IN THE ALPINE VALLEYS



BIOSFERNO OBMOČJE JULIJSKE ALPE

TRIGLAVSKI NARODNI PARK

Umirjanje prometa



Digitization:

- Sustainable Mobility
- Protection Regimes
- Heat Maps



Why digitization?

I FEEL LOVE SLOVENIA

Poslovne strani | Novinarsko središče | Mediateka

Slovenija v letu 2020 najbolj povečala število prenočitev domačih turistov

Objavljeno: 16.3.2021

V letu 2020 je bil turizem eden izmed sektorjev, na katere je korona kriza najbolj vplivala. V nastanitvenih obratih v Evropi je bilo v letu 2020 zabeleženih 1,4 milijarde prenočitev, kar je 1,5 milijarde manj prenočitev kot v letu 2019. Slovenija je s kar za tretjino več domačih prenočitev med članicami EU najbolj povečala prenočitve domačih gostov.

Objavljeno: 12.3.2021

V turističnih nastanitvenih obratih je bilo v letu 2020 zabeleženih nekaj več kot 3 milijone prenočitev (51 % manj kot v letu 2019) in 9,2 milijona prenočitev (42 % manj kot v letu 2019). Prihodov domačih turistov je bilo v omenjenih obratih zabeleženih malo manj kot 1,9 milijona (21 % več kot v letu 2019), njihovih prenočitev pa malo manj kot 5,9 milijona (33 % več kot v letu 2019). Tuji turisti so ustvarili 1,2 milijona turističnih prihodov (74 % manj kot v letu 2019) in malo manj kot 3,4 milijona prenočitev (71 % manj kot v letu 2019).

Predstavitev Slovenije kot trajnostne destinacije za aktivna doživetja v okviru borze ITB NOW

Objavljeno: 4.3.2021

Objavljeno: 4.3.2021

Med 9. in 12. marcem bo Slovenska turistična organizacija skupaj s 33 slovenskimi podjetji glasbeni poslovni javnosti predstavila privlačno turistično ponudbo Slovenije na borzi ITB, letos v posebnem digitalni obliki pod imenom ITB NOW.

Vedenje turistov se močno spreminja, ključni vrednoti postajata **varnost in zaupanje**. Pričakuje se, da bodo turisti pri izbiri destinacij prednost dajali destinacijam, ki niso prenatrane in omogočajo stik z naravo, ter zagotavljajo varna potovanja in oddih. Glede na dolgoletno usmerjenost v trajnost, ima Slovenija dobro izhodišče za krepitev pozicije kot zelene butične destinacije za edinstvena doživetja skozi vse leto. Vizija slovenskega turizma, t. j. vizija zelene butične destinacije za petzvezdična doživetja za zahtevne obiskovalce, ostaja nespremenjena.



Why digitization?

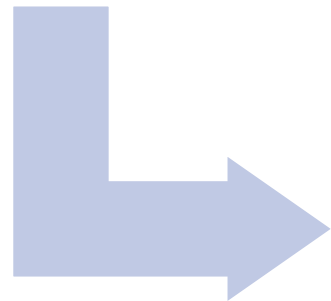


- Can I scuba dive in Soča river?
- How many kilograms of mushrooms can I pick on mt. Klek? How much in Kranjska dolina?
- What are the regulations regarding drones?
- Can I camp in a tent on a mountain pasture?
- Can I visit Juliana Trail with a bike?
- What is the most suitable way to reach starting points for visits?

Development of Digitization

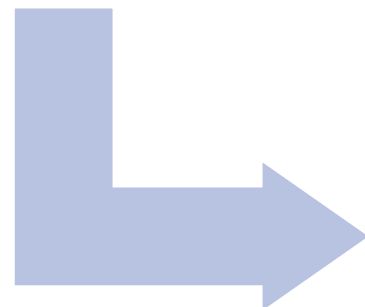
1st Step

- Protective measurements and quiet zones are digitalised in a way that makes them suitable for a demonstration



2nd Step

- Integration of spatial bases with protective measurements onto home site and partner sites



3rd Step

- **Distribution (Tourism)**



Digitize the Planet



= non-profit organisation, established in march 2020

Aims:

- digitize laws, protection regimes and other data that will simplify visitors' access to reliable and quality data, that they might require for visit planning, quality experience plus nature conservation
- spread of data onto as many platforms, spatial bases, outdoor activity apps

Protection Regimes-



[< Back](#) [Routes](#) [Slovenia](#) [Soča trail](#)[Share](#) [Bookmark](#) [My Map](#) [Print](#) [Dit](#) [...](#)**TOP** Soča trail

★★★★★ 1 review · Nature Trail

Dolina Soče
NATURE TRAIL

Responsible for this content:

Tuzem Dolina Soče

[THE ROUTE](#) [DETAILS](#) [TURN-BY-TURN DIRECTIONS](#) [GETTING THERE](#) [LITERATURE](#) [CURRENT INFORMATION](#)

EQUIPMENT

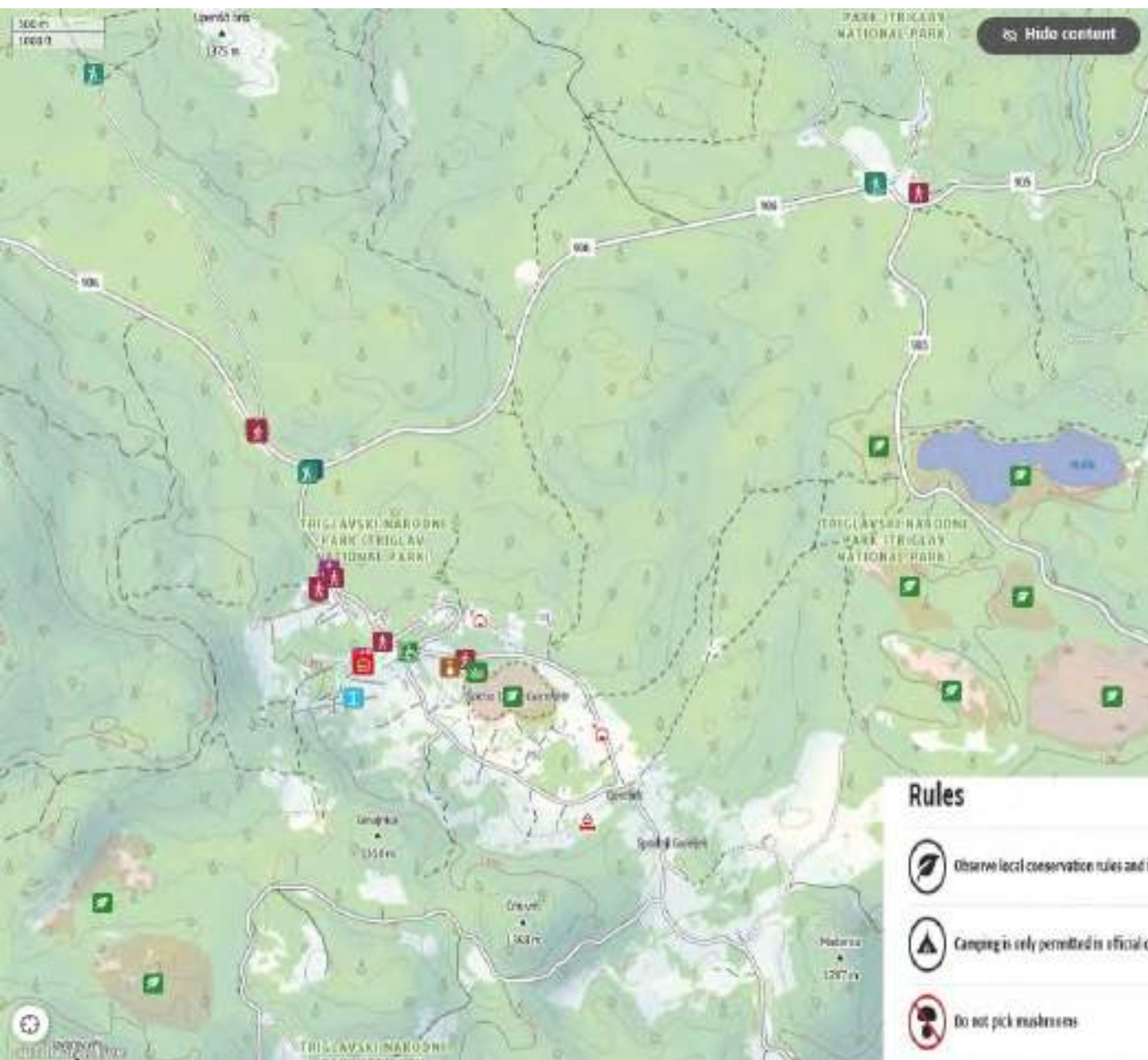
The Soča Trail is a nature trail taking visitors to the Triglav National Park along the Soča river from its source towards Bovec.

Picturesque footbridges crossing the river add an element of adventure to the otherwise peaceful walk.

The trail is easy to follow and is 25 km long. The direction and length of the walk can be adapted to the needs of each individual. In summer, a public bus line runs between Bovec and Kranjska Gora.

The **Alpe-Adria-Trail** is an attractive hiking trail that connects the three regions of Austria, Slovenia and Italy. The trail runs from the Pasterze glacier at the foot of Grossglockner and ends on the Adriatic Coast. It runs through the lake region in Carinthia, through the Soča valley to the wine region of Goriška Brda and proceeds through the Karst region until it reaches the Adriatic Coast at Muggia near Trieste. The trail is **about 640 km** long and is divided in **37 hiking stages**. The Soča Trail is considered by many to be the most beautiful section of the entire Alpe Adria trail.

Reviews	★★★★★ 1
Difficulty	moderate
Distance	28.4 km ↔
Duration	8:31 h ⌚
Ascent	455 m ↗
Descent	959 m ↘
Highest point	969 m ⚓
Lowest point	392 m ⚓



Goreljek

Interactive Map

Interactive Map

Triglav National Park
Active since 1993

© Triglav National Park 2023

Rules

-  Observe local conservation rules and information
-  Camping is only permitted in official campsites
-  Do not pick mushrooms

-  Stay on the trail
-  Do not disturb animals or damage vegetation
-  Do not remove any rocks or crystals

-  Do not light any fires
-  Do not pick flowers
-  Do not litter



Insights

Search

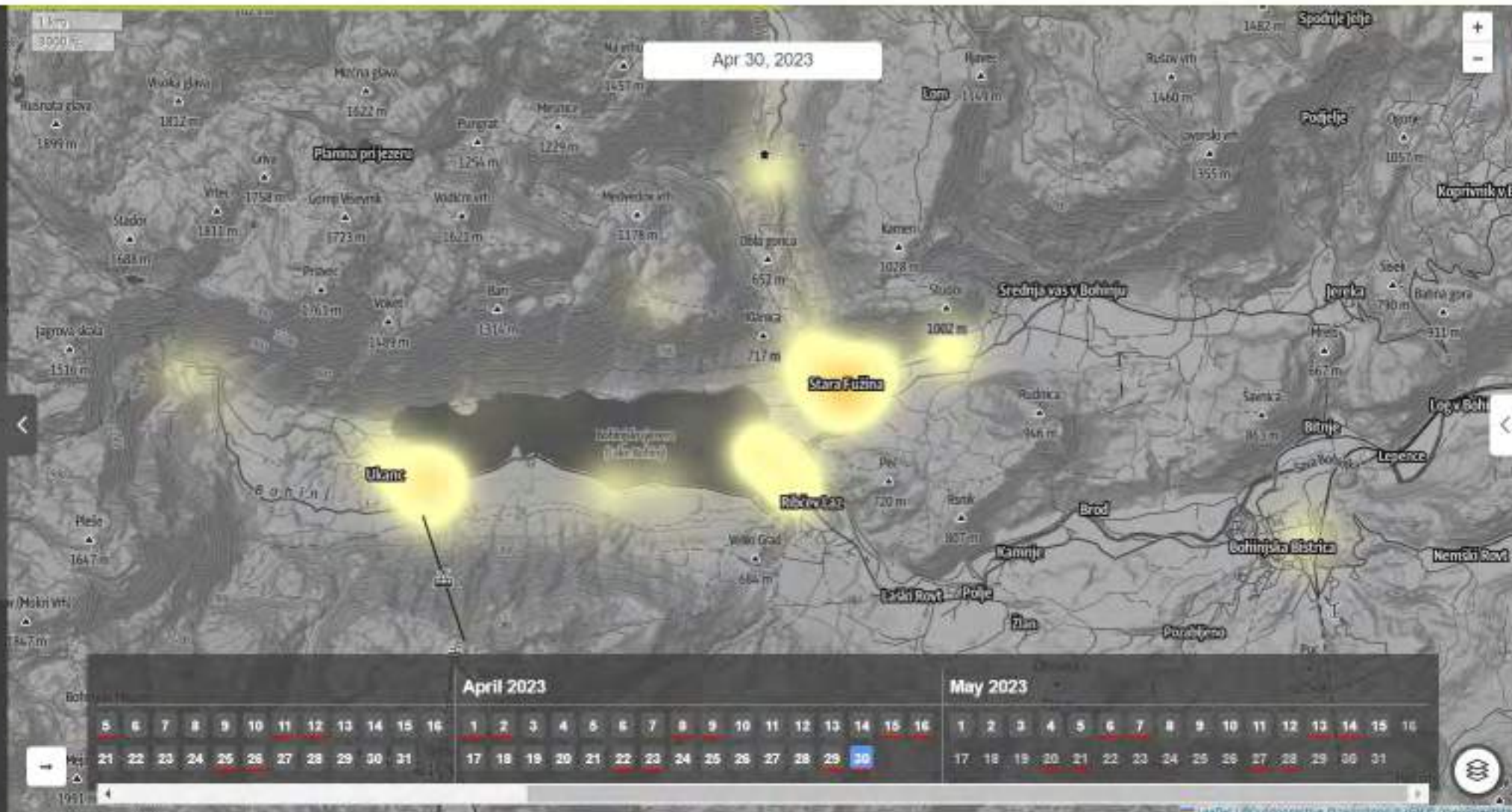
Insights

Heatmap

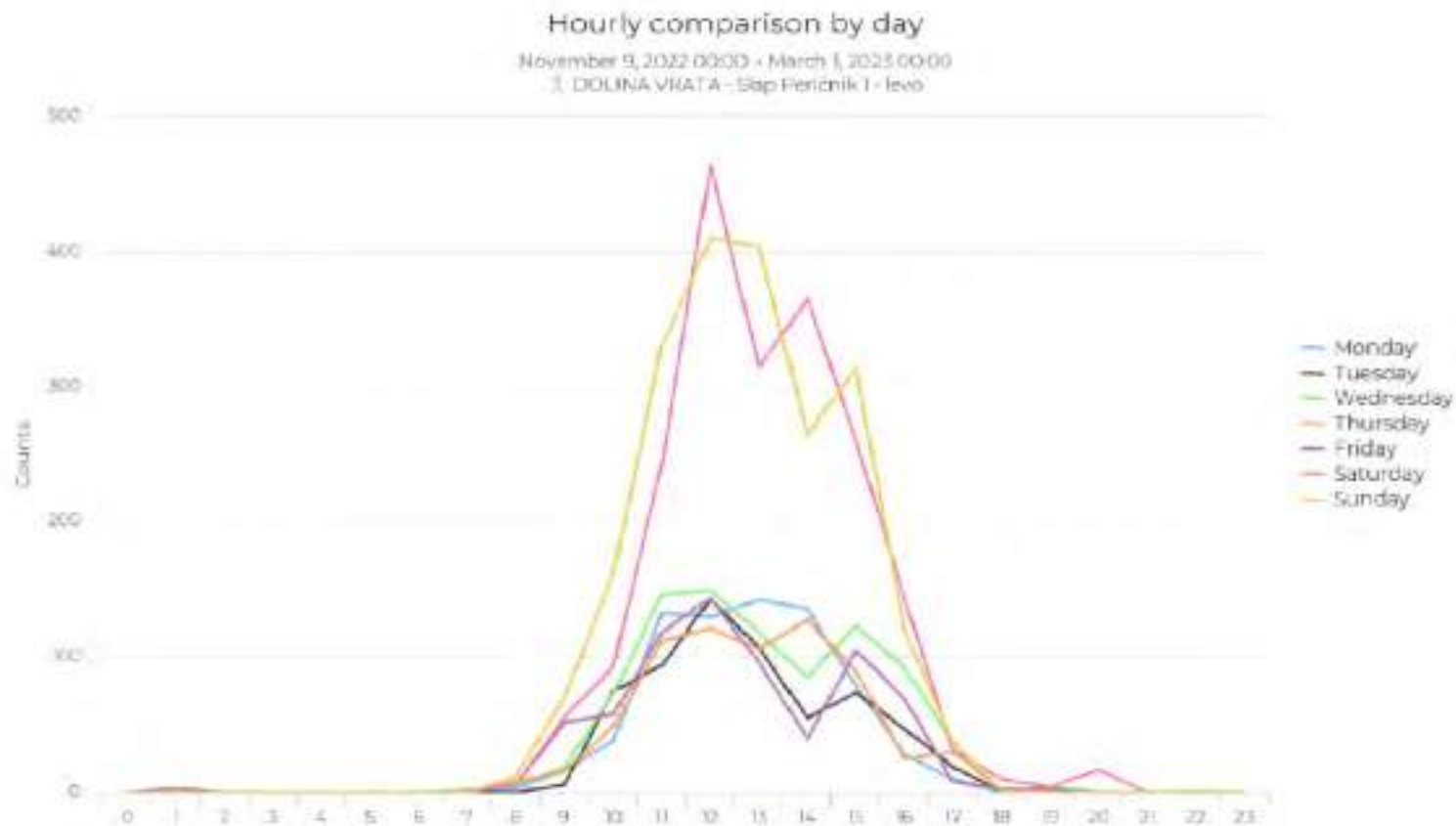
Live

History

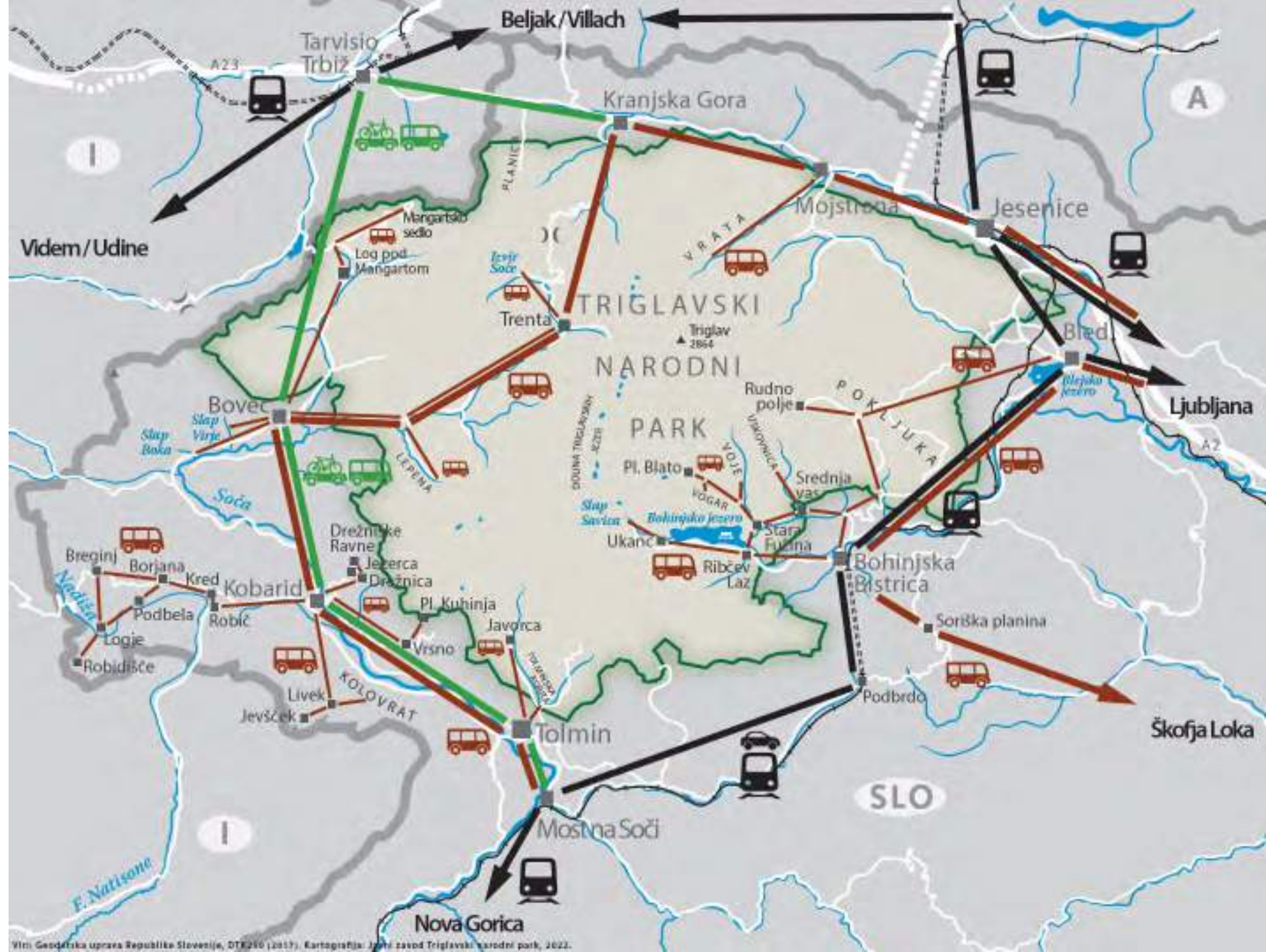
Tracks



Visitor Monitoring: Counters vs Apps



Sustainable Mobility



JULIAN ALPS

TRIGLAV NATIONAL PARK

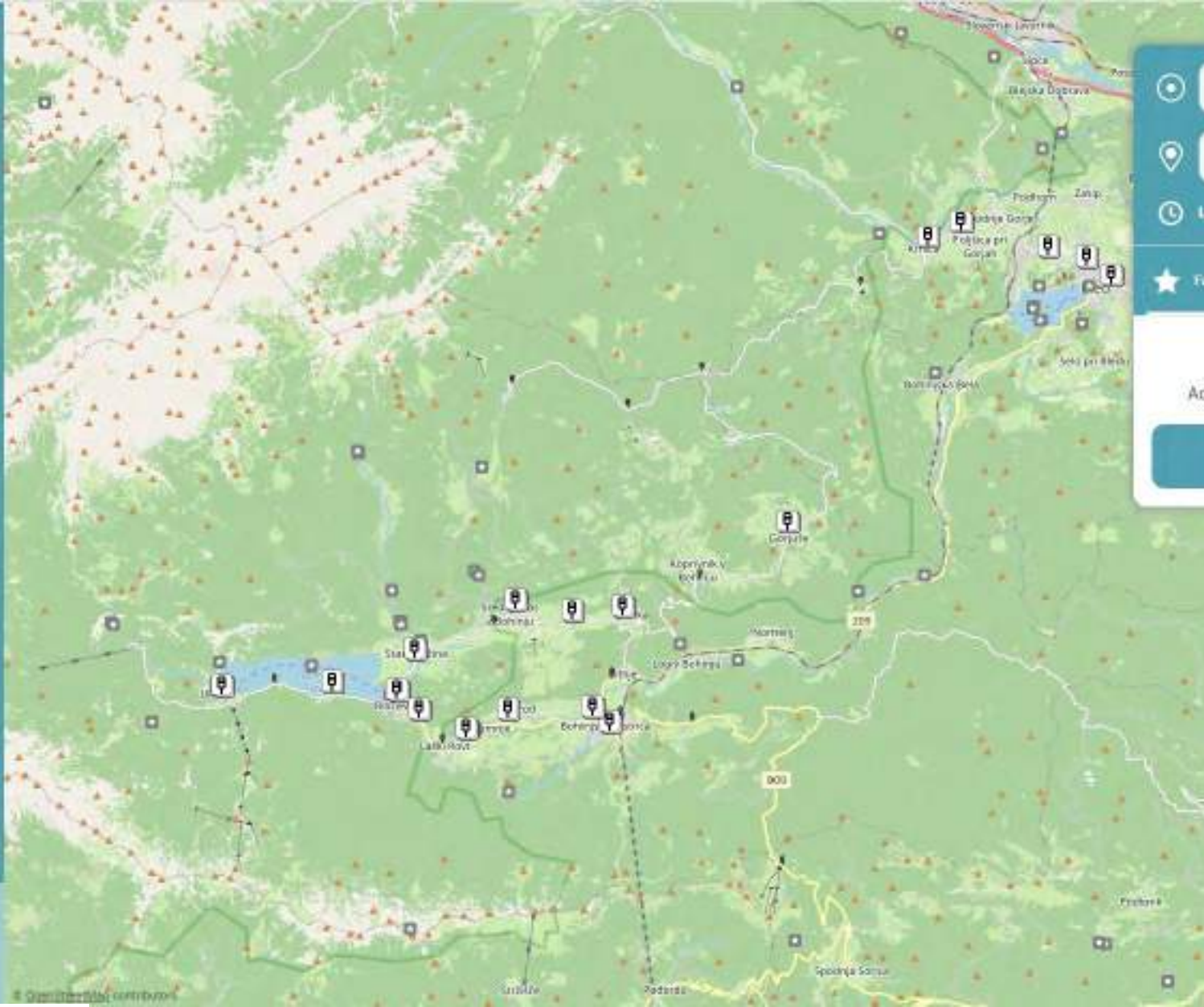
- Journey
- Arrivals
- Announcements
- General info
- Help
- Send feedback

Login



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR

Financirano s sredstvi
Sklada za podnebne spremembe



Where from?

Where to?

Leave at: 11/04/2023 08:47 [Preferences](#)

[Favorites](#) [Recent](#) [Additions](#)

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Add your favorite locations to favorites for quick access.

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1	...	10.18
2	...	10.20
3	...	10.50
4	...	18.55

W JULIAN ALPS



DIGITALIZATION FOCUSES

(without digitization of experiences, companies, wider areas of public services)

DIGITAL DESTINATION OF THE JULIAN ALPS

COLLECTIVE BRAND

PREMIUM OF PRODUCTS, SERVICES AND EXPERIENCES
BASE + ONLINE SALE + SUPPLY AND SALES
CHAIN LOGISTICS

DIGITALIZATION AND INTEGRATION OF DATA SUPPORT
TIC, MARKETING & DEVELOPMENT
VIRTUAL ASSISTANT

DIGITALIZATION OF BUSINESS OPERATIONS OF TOURIST COMPANIES
(HOTELS, PENSIONS, AGENCIES...)

DIGITALIZATION OF MONITORING & VISIT DIRECTION
ON AND BETWEEN LOAD POINTS

SUSTAINABLE DIGITAL TRANSPORT


1*

INTEGRAL & HYBRID GUEST AND CITIZEN CARD OF THE JULIAN ALPS
TRAVEL + INFO + CREDITS + PURCHASES

DIGITAL HUB OF THE JULIAN ALPS

SMART COMMUNITIES OF THE JULIAN ALPS





Good environmental
policy is good economic
policy.

Bernie Sanders

