

Short Report: Results of the Tourism Economy Survey 2024–2025

IDRIJA TOURISM BOARD
JULY 2025

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We conducted the sustainability survey within the tourism economy sector during 2024–2025. The questionnaire was sent to accommodation providers, restaurants, managers of major tourist attractions, and event organizers. A total of 23 providers responded. Below is a brief summary of the survey results.

Most responses came from accommodation providers (61%), who have been operating in the sector for a longer period. On average, the surveyed providers regularly employ 3.5 people.

We asked detailed questions about monitoring energy and water consumption, the implementation of various measures to reduce energy and water use, waste reduction, and the implementation of other sustainability-oriented activities.

The results are very encouraging, as only a small number of respondents indicated that they do not implement sustainability measures or consider them. **The majority of respondents implement such measures either fully or at least partially.**

The highest percentage of respondents reported implementing measures in waste separation, encouraging guests to drink tap water, monitoring energy consumption, and using renewable energy sources. Around half of the respondents also promote local production, prioritize local suppliers and services, and are aware of the impacts of climate change on the destination. The lowest rates of sustainable practices were reported in encouraging guests to use sustainable modes of transport, developing sustainability strategies or action plans, and regularly monitoring the effectiveness of sustainability measures. Since most providers in our destination are small, rural businesses, such results are expected and understandable.

The survey shows that **providers are implementing a variety of sustainability measures**: they are introducing and maintaining sustainable heating and cooling systems, using low-flow toilets, mostly avoiding single-use packaging and utensils, planning meals and food purchases, separating waste, and raising guest awareness. They also care for their employees by involving them in training and actively participate in activities organized by the local tourism organization.

Respondents also recognize the importance of biodiversity, local attractions, and the community, and they notice the effects of climate change in the destination. They conserve water, use products and produce from local suppliers, strengthen local tourism through networking and guest guidance, protect local heritage, and participate in clean-up campaigns. They also support the local community by promoting local offerings and occasionally making donations.

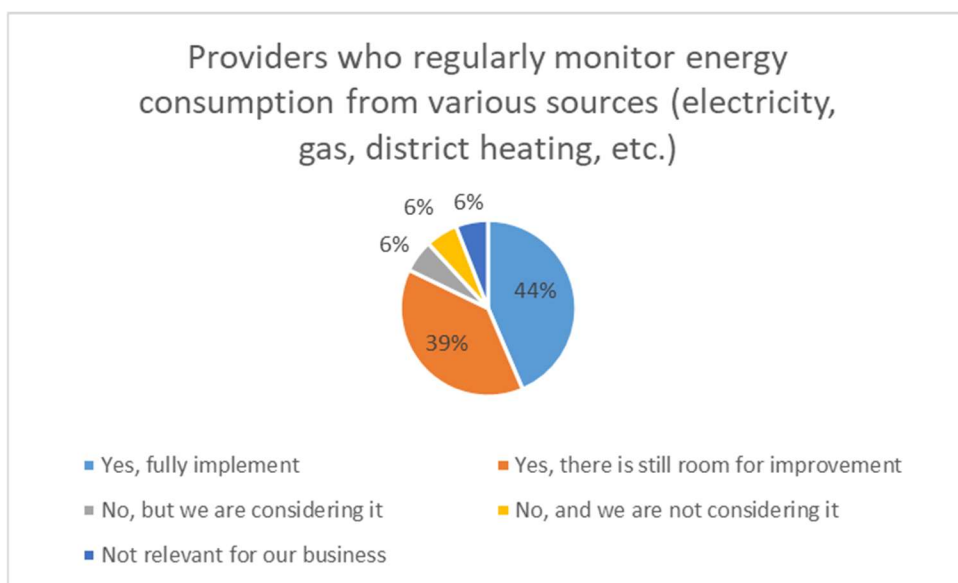
Based on the survey, we gained insight into the sustainability practices of our tourism providers. We were satisfied with the response and hope that even more providers will participate in future years. **The data shows that providers are well informed and that most of them implement numerous sustainability measures.** They are aware of their responsibility in the use of energy and water resources and waste management, and they pass



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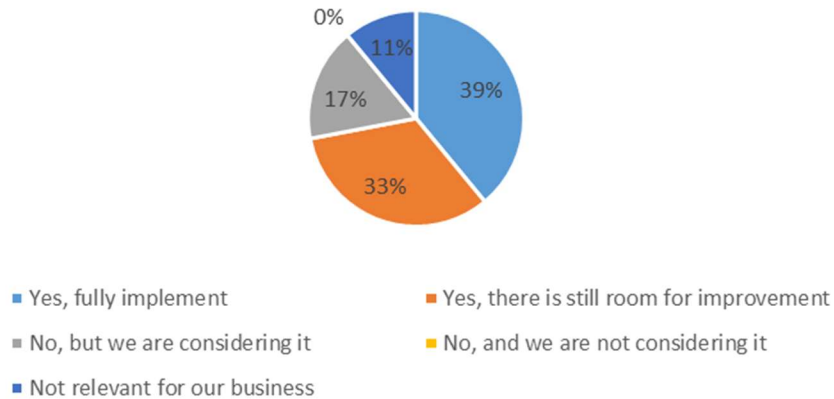
this awareness on to their guests through education and communication. The vast majority use renewable energy sources, maintain efficient heating, cooling, plumbing, and appliance systems, and use energy-saving lighting and similar equipment. They are also consistent in waste separation, composting, and mostly avoid single-use packaging and utensils. Guests are encouraged to use devices efficiently and drink tap water. Most providers also emphasize the promotion of the local community and focus on purchasing local products and services.

Below you can view graphical representations of the survey regarding the most key sustainability measures implemented by providers:

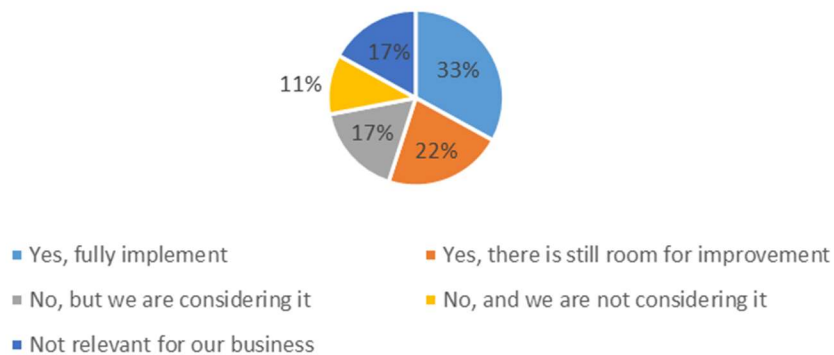


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Providers who implement measures to reduce energy consumption

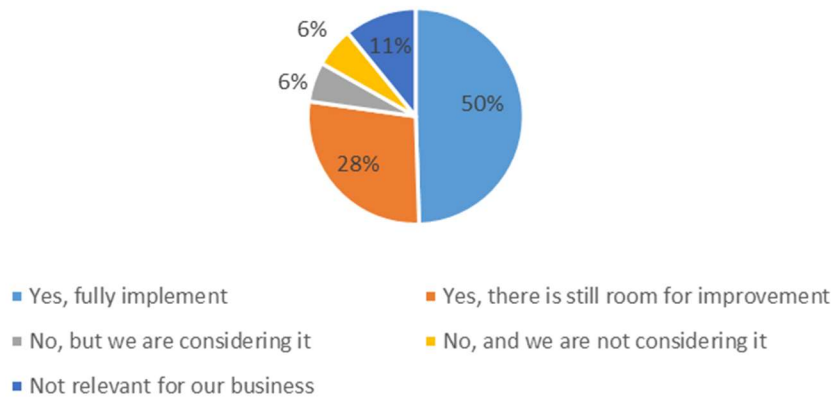


Providers who encourage guests to save energy and water and to reduce and separate waste (through information and awareness-raising)

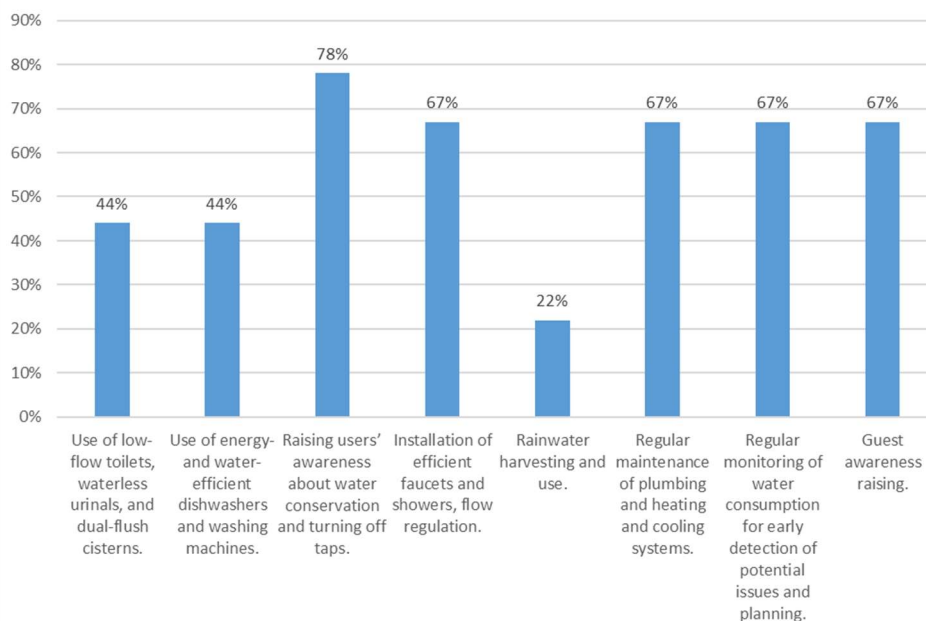


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Providers who give priority to local producers and suppliers as much as possible



% of providers who implemented specific measures to reduce water consumption



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