

STATISTICAL RELEASE

UT10

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Catering and tourism statistics

Tourist turnover - January 2026

- Previous results -

In the Republic of Serbia, in January 2026, compared to January 2025, number of tourist arrivals was by 0.1% greater, while number of tourist overnight stays was by 0.4% greater.

In January 2026, compared to January 2025, number of overnight stays of domestic tourists was by 3.8% lower while number of overnight stays of foreign tourists was by 5.0% greater.

1. ourist arrivals and overnight stays, by statistical territorial units

	Total		Domestic		Foreign	
	I 2026	indices	I 2026	indices	I 2026	indices
		$\frac{I\ 2026}{I\ 2025}$		$\frac{I\ 2026}{I\ 2025}$		$\frac{I\ 2026}{I\ 2025}$
Arrivals						
REPUBLIC OF SERBIA	289119	100.1	145262	99.3	143857	101.0
Srbija - sever	120542	99.4	35415	106.7	85127	96.7
Beogradski region	82219	97.7	14378	108.2	67841	95.7
Region Vojvodine	38323	103.3	21037	105.7	17286	100.5
Srbija - jug	168577	100.6	109847	97.1	58730	107.9
Region Šumadije i Zapadne Srbije	132395	100.9	89713	97.7	42682	108.2
Region Južne i Istočne Srbije	36182	99.7	20134	94.5	16048	107.0
Region Kosovo i Metohija
Overnight stays						
REPUBLIC OF SERBIA	966029	100.4	485033	96.2	480996	105.0
Srbija - sever	360867	103.5	94242	102.0	266625	104.0
Beogradski region	239620	101.4	37875	101.9	201745	101.3
Region Vojvodine	121247	107.9	56367	102.1	64880	113.6
Srbija - jug	605162	98.6	390791	94.9	214371	106.3
Region Šumadije i Zapadne Srbije	498183	99.7	329917	96.6	168266	106.4
Region Južne i Istočne Srbije	106979	93.8	60874	86.5	46105	105.8
Region Kosovo i Metohija

2. Tourist arrivals and overnight stays, per selected resorts

	Total		Domestic		Foreign	
	I 2026	indices	I 2026	indices	I 2026	indices
		I 2026 I 2025		I 2026 I 2025		I 2026 I 2025
Arrivals						
REPUBLIC OF SERBIA ¹⁾	289119	100.1	145262	99.3	143857	101.0
Spas	39101	101.8	27744	99.6	11357	107.6
<i>Out of which:</i>						
Vrnjačka Banja	12212	102.1	8681	96.7	3531	118.2
Sokobanja	5087	96.1	3814	87.2	1273	139.1
Bukovička Banja	2239	97.6	1856	101.1	383	83.6
Banja Koviljača	1168	93.6	740	89.5	428	101.7
Gornja Trepča	183	110.2	158	105.3	25	156.3
Vranjska Banja	182	113.0	156	106.8	26	173.3
Banja Kanjiža	455	90.8	368	94.6	87	77.7
Novopazarska Banja	1105	234.1	413	258.1	692	221.8
Banja Vrdnik	8830	110.5	5878	113.8	2952	104.5
Banja Rusanda	30	90.9	29	93.5	1	50.0
Banja Palić	1262	127.5	702	112.5	560	153.0
Selters Banja	312	88.9	310	89.6	2	40.0
Lukovska Banja	1447	51.2	870	59.5	577	42.3
Gamzigradska Banja	8	26.7	5	20.0	3	60.0
Ribarska Banja	233	82.6	180	73.2	53	147.2
Sijarinska Banja	241	112.6	233	113.1	8	100.0
Banja Vrujci	1341	382.1	1241	377.2	100	454.5
Niška Banja	177	108.6	123	103.4	54	122.7
Mountain resorts	106805	99.1	72515	95.2	34290	108.5
<i>Out of which:</i>						
Zlatibor	52146	101.9	32922	96.7	19224	112.2
Kopaonik	25612	98.6	14983	93.3	10629	107.2
Tara	5040	88.5	4898	88.8	142	77.6
Mokra gora	800	78.4	678	78.5	122	77.7
Divčibare	6939	98.8	6596	98.7	343	101.2
Fruška gora	8414	104.8	5584	108.5	2830	98.3
Zlatar	877	72.7	834	74.5	43	49.4
Rudnik	396	96.1	377	92.0	19	950.0
Stara planina	2245	75.6	1685	70.6	560	95.9
Goč	1702	109.8	1635	107.7	67	209.4
Golija	542	106.3	523	104.4	19	211.1
Other places	153730	100.4	52321	105.6	101409	97.9
<i>Out of which:</i>						
Beograd	82219	97.7	14378	108.2	67841	95.7
Grad Novi Sad	10547	104.1	4088	112.2	6459	99.6
Niš	6894	107.8	2923	111.3	3971	105.4
Kruševac	1128	107.1	720	107.3	408	106.8
Sombor	924	90.7	537	98.7	387	81.5
Kragujevac	2933	109.6	1613	101.1	1320	122.3
Subotica	6082	110.7	3069	115.1	3013	106.6
Vršac	770	96.5	432	96.9	338	96.0
Čačak	1990	95.5	1397	93.6	593	100.2
Pirot	2305	117.0	745	98.2	1560	128.8
Kladovo	1713	85.4	220	76.4	1493	86.9
Kuršumlija	5504	117.4	2479	108.8	3025	125.5
Bečej	418	146.2	203	129.3	215	166.7

¹⁾Data for the Republic of Serbia do not represent the sum of data by types of places (spas, mountain centers, other places), given that the areas of certain tourist places belong to different types of places (e.g. spa and mountain center at the same time).

2. Tourist arrivals and overnight stays, per selected resorts (continued)

	Total		Domestic		Foreign	
	I 2026	indices	I 2026	indices	I 2026	indices
		I 2026 I 2025		I 2026 I 2025		I 2026 I 2025
Overnight stays						
REPUBLIC OF SERBIA ¹⁾	966029	100.4	485033	96.2	480996	105.0
Spas	130341	99.3	91226	97.0	39115	104.9
<i>Out of which:</i>						
Vrnjačka Banja	38039	103.5	26749	99.6	11290	114.2
Sokobanja	16257	91.2	12090	83.1	4167	127.1
Bukovička Banja	5686	106.2	4402	111.4	1284	91.4
Banja Koviljača	8231	86.9	3590	97.4	4641	80.1
Gornja Trepča	1671	111.5	1428	105.9	243	162.0
Vranjska Banja	1308	110.8	1218	108.8	90	147.5
Banja Kanjiža	2334	98.9	1976	100.6	358	90.6
Novopazarska Banja	3384	214.2	1247	206.5	2137	219.0
Banja Vrdnik	19925	114.8	12981	116.1	6944	112.3
Banja Rusanda	273	99.6	267	101.1	6	60.0
Banja Palić	4485	164.0	1869	106.4	2616	267.5
Selters Banja	4210	87.2	4208	87.9	2	4.9
Lukovska Banja	4893	48.3	3029	55.1	1864	40.2
Gamzigradska Banja	40	63.5	17	30.9	23	287.5
Ribarska Banja	1062	90.6	748	70.8	314	270.7
Sijarinska Banja	2615	111.8	2599	112.0	16	80.0
Banja Vrujci	3977	238.1	3638	254.8	339	140.1
Niška Banja	961	79.0	708	98.2	253	51.0
Mountain resorts	403053	98.6	276505	93.9	126548	111.0
<i>Out of which:</i>						
Zlatibor	183476	101.9	119399	96.0	64077	115.2
Kopaonik	121423	98.3	71317	92.2	50106	108.6
Tara	21294	85.4	20914	85.9	380	64.7
Mokra gora	2961	75.9	2674	76.9	287	67.8
Divčibare	24390	96.1	23096	95.6	1294	107.3
Fruška gora	17899	103.4	11177	105.2	6722	100.5
Zlatar	3952	77.3	3792	79.7	160	44.7
Rudnik	2122	113.5	2092	112.8	30	200.0
Stara planina	9717	78.8	7458	72.0	2259	113.8
Goč	8133	121.0	7908	119.2	225	264.7
Golija	2145	107.6	2056	104.6	89	317.9
Other places	460586	102.0	136819	100.4	323767	102.7
<i>Out of which:</i>						
Beograd	239620	101.4	37875	101.9	201745	101.3
Grad Novi Sad	33538	117.9	8402	118.0	25136	117.8
Niš	17006	95.5	6533	85.8	10473	102.7
Kruševac	3684	90.2	1824	94.7	1860	86.3
Sombor	2290	87.8	1067	102.8	1223	77.9
Kragujevac	12605	99.2	4452	101.5	8153	98.0
Subotica	18594	116.7	7273	96.4	11321	135.0
Vršac	1822	84.4	875	66.2	947	113.0
Čačak	6143	91.9	4179	84.7	1964	112.0
Pirot	5706	123.5	1497	77.6	4209	156.5
Kladovo	3660	97.8	773	69.5	2887	109.8
Kuršumlija	17070	109.1	7939	98.9	9131	119.8
Bečej	1278	99.7	573	71.6	705	146.3

¹⁾ Data for the Republic of Serbia do not represent the sum of data by types of places (spas, mountain centers, other places), given that the areas of certain tourist places belong to different types of places (e.g. spa and mountain center at the same time).

3. Foreign tourist arrivals and overnight stays, by countries of tourists' origin

	Arrivals		Overnight stays	
	I 2026	indices	I 2026	indices
		$\frac{I\ 2026}{I\ 2025}$		$\frac{I\ 2026}{I\ 2025}$
REPUBLIC OF SERBIA				
Foreign tourists	143857	101.0	480996	105.0
Albania	632	116.0	1241	117.6
Austria	2161	95.2	6146	94.1
Belgium	346	91.3	834	81.5
Belarus	315	113.3	1036	89.5
Bosnia and Herzegovina	12414	106.4	33508	111.4
Bulgaria	8314	105.2	26152	109.1
Greece	5290	111.0	12822	126.4
Denmark	407	116.6	1084	93.9
Ireland	201	102.6	544	96.6
Iceland	81	197.6	345	144.4
Italy	2928	94.1	9397	101.5
Cyprus	608	208.9	1749	185.7
Luxembourg	54	105.9	128	82.6
Hungary	2599	116.2	7176	109.9
Germany	5131	106.0	14798	110.3
Norway	330	125.0	815	104.6
Poland	1034	101.7	3080	104.0
Portugal	294	48.2	1045	47.6
North Macedonia	19759	131.7	64409	129.6
Romania	6770	83.4	22584	90.7
Russian Federation	14109	102.6	42926	95.0
Slovakia	793	107.6	2208	111.9
Slovenia	2777	80.0	7736	86.5
Turkey	11056	103.8	48037	128.2
United Kingdom	1592	103.4	4766	108.2
Ukraine	1249	96.7	3486	45.1
Finland	100	70.9	263	74.1
France	1697	94.8	4901	102.8
Netherlands	1573	59.2	4316	74.2
Croatia	6512	92.1	16607	93.7
Montenegro	11777	102.1	39753	103.8
Czechia	636	93.8	1484	97.4
Switzerland and Liechtenstein	1495	104.6	4071	101.3
Sweden	1007	122.4	2574	108.3
Spain	1574	174.9	5014	182.7
Other European countries	714	102.7	3169	105.4
Egypt	141	111.9	969	111.6
South Africa	54	84.4	118	70.7
Canada	445	112.7	1700	111.8
United States of America	2046	102.6	6879	103.2
Brazil	386	132.6	1696	151.6
Israel	1412	75.6	4919	83.0
India	532	135.0	5493	66.5
Iran	68	147.8	253	38.2
Japan	206	102.5	847	71.5
Republic of Korea	193	75.7	643	56.2
China (incl. Hong Kong)	6127	60.4	27973	91.2
United Arab Emirates	125	73.1	343	67.3
Australia	697	98.6	2725	91.4
New Zealand	68	109.7	387	213.8
Other non-European countries	3028	112.5	25847	112.3

METHODOLOGICAL NOTES

Data on tourist traffic (number of tourist arrivals and overnight stays) and accommodation capacities are published on the basis of statistical processing of data taken from the administrative source, the Central Information System in Catering trade and Tourism (eTourist).

Central Information System in the field of catering trade and tourism (eTourist) is a unique and centralized electronic information system, containing all relevant data on users (check – in and check - out of domestic and foreign tourists) and accommodation providers and accommodation establishment facilities, through which the records are made and entered are other data derived from the performance of catering, nautical and hunting tourism activity, or tourism activities or services in tourism.

A tourist is any person who spends at least one night in a catering or other accommodation establishment for rest or recreation, health, study, sports, religion, business, public missions or gatherings in the place of visit, outside his place of residence.

Tourists are not taken to be persons who have been staying at the place of visit for more than 12 consecutive months, persons whose main reason for the visit is an activity financed from the place of visit, persons who regularly travel daily or weekly to the place where they work or study, persons who enter or leave the country as migrants, border workers, diplomats, consular representatives and members of the military forces on regular duty, refugees, nomads, persons in transit.

A tourist is registered in each accommodation establishment in which he stays, and in such a case he can be re-registered; therefore, the statistics record the number of tourist arrivals, not the number of tourists.

Overnight stay in an accommodation facility means every registered overnight stay of a person, i.e. domestic or foreign tourist.

A person is considered to have spent the night, if registered in the accommodation establishment, regardless of his physical presence.

The data presented in this statistical release are preliminary results and may be subject to some changes.

Starting from 1999 the Statistical Office of the Republic of Serbia has not at disposal and may not provide available certain data relative to AP Kosovo and Metohia and therefore these data are not included in the coverage for the Republic of Serbia (total).

Methodological explanations for the field of tourism can be found on the website of the Statistical Office of the Republic of Serbia [/ugostiteljstvo-i-turizam](#)

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