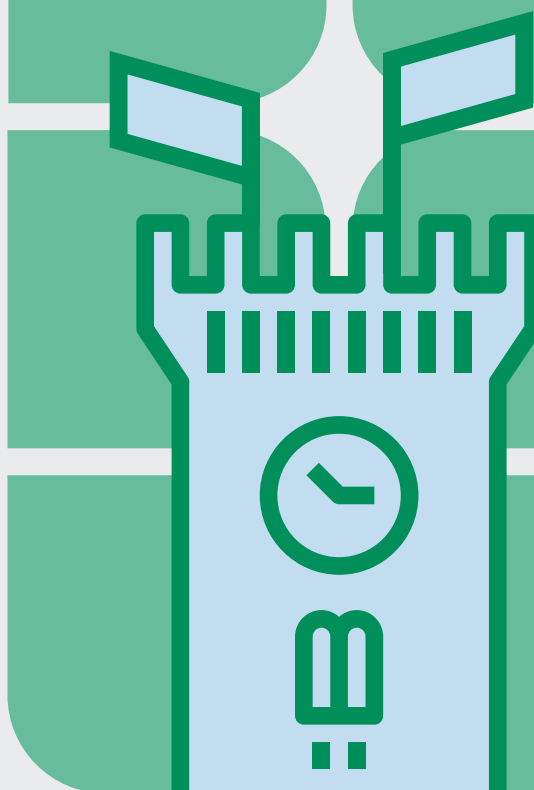


Best Practices
of Ljubljana
Tourism

COMMUNICATING WITH LJUBLJANA'S RESIDENTS



Ljubljana Tourism

COMMUNICATING WITH LJUBLJANA'S RESIDENTS

At Ljubljana Tourism, we believe that the citizens and local community of our regional destination are among our most important stakeholders.

The feelings and satisfaction of the local population have a significant effect on the atmosphere of a destination and on visitors' feelings of acceptance. For the past decade, Ljubljana Tourism has been communicating with the people of Ljubljana and monitoring their satisfaction with tourism in a variety of ways. Surveys, communication campaigns and events mean that people in Ljubljana are increasingly conscious of how tourism affects quality of life in Ljubljana.

Through the integrated communication campaign TOURISM MAKES LJUBLJANA MORE ... we are raising awareness of the direct positive effects that tourism brings to the city: from new jobs and business opportunities to improved accessibility and better connections for Slovenia's capital city. Tourist tax revenue and concession fees from special games of chance are partly invested in projects that improve public infrastructure, green areas and the calendar of events.

SURVEYS ON RESIDENTS SATISFACTION WITH TOURISM IN LJUBLJANA

since 2016

Regular annual public opinion surveys show that citizens have a mostly positive attitude towards tourism, while at the same time they help us identify challenges and weak points.

INTEGRATED COMMUNICATION CAMPAIGN TOURISM MAKES LJUBLJANA MORE ...

since 2021

The campaign focuses on presenting the many positive effects of tourism. Dedicated funds are used to finance many events and projects, and also tourism infrastructure, which improves quality of life for all.

LJUBLJANA TOURISM WEEK

since 2022

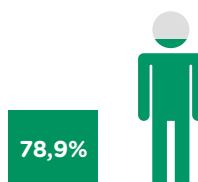
During Ljubljana Tourism Week we encourage citizens to sample the destination's tourism offering for themselves and get to know their own city in a different way.

We've been measuring satisfaction with tourism in Ljubljana since 2016

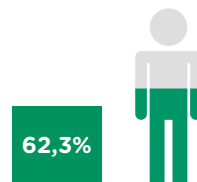
Every year, Ljubljana Tourism conducts a survey on citizen satisfaction with tourism in Ljubljana. Between 2016 and 2024, these surveys were purely quantitative, while in 2023 we have incorporated qualitative evaluation with the help of focus groups.



MOST RESPONDENTS SAY
THEIR FIRST THOUGHT
ABOUT TOURISM IS
POSITIVE.



THE GREAT MAJORITY OF
CITIZENS ARE HAPPY THAT
LJUBLJANA IS AN ATTRACTIVE
CITY FOR TOURISTS.



RESPONDENTS LIKE THE
DIVERSITY THAT TOURISTS
BRING TO THE CITY.

Source: Survey on residents satisfaction with tourism in Ljubljana, 2024 (n = 1,420)

Challenges for the future



OF RESPONDENTS AGREE THAT THE NUMBER OF TOURISTS IN HIGH SEASON AFFECTS THEIR QUALITY OF LIFE.



OF RESPONDENTS DON'T LIKE THE FACT THAT THE INFRASTRUCTURE THEY USE IS OVERCROWDED BECAUSE OF THE NUMBER OF TOURISTS.



OF RESPONDENTS DON'T LIKE THE FACT THAT PRIVATE PROPERTIES NEAR THEIR HOME ARE LET TO TOURISTS.

Source: Survey on residents satisfaction with tourism in Ljubljana, 2024 (n = 1,420)

Communication campaign TOURISM MAKES LJUBLJANA MORE ...

Using targeted communication about exactly where we invest tourist tax revenue and concession fees, we explain how tourism improves the quality of life in Ljubljana. We hope in this way to have a long-term impact on the recognition of benefits and promote a positive perception of tourism on the part of citizens.



GREEN

- through the planting of new trees and the Ljubljana rose,
- through development of the Ljubljanica riverbanks, parks, footpaths, etc.



INNOVATIVE

- through the digitalisation of cultural heritage, Plečnik's architecture and experiences,
- through a contemporary revival of traditional crafts and workshops, etc.



CONNECTED

- by connecting stakeholders within the city and the region,
- through festivals such as LUV Fest, November Gourmet Ljubljana and December in Ljubljana, etc.



AMBITIOUS

- by creating new business opportunities,
- by driving Ljubljana's flourishing foodie scene, etc.



CREATIVE

- by providing a stimulating environment for creatives,
- through the development of creative handicraft workshops and experiences,
- through open-air exhibitions, etc.



LIVELY

- through free sports events in the city and region,
- through numerous cultural events and entertainments, etc.



RECOGNISABLE

- through participation in international projects and competitions,
- through connections with international institutions,
- through the co-organisation of high-profile international events, etc.



ACCESSIBLE

- through analysis of the accessibility of tourism infrastructure, education of partners in the destination and submission of proposals to city authorities,
- through free journeys with Kavalir electric vehicles in the city centre, etc.



ACTIVE

- through the organisation of numerous sports events,
- through development of the network of bike parks, cycle routes, hiking trails, etc.

Tourism contributes to a better quality of life in Ljubljana

Tourism creates additional jobs in Ljubljana and is connected to numerous sectors. Through the surveys, communication and events that we prepare for locals, we attempt to identify sensitive issues related to tourism and address them appropriately. At the same time we educate the local community and our business partners about the importance of tourism for Ljubljana. A large part of dedicated funds are reinvested in Ljubljana as part of intensive efforts to improve the quality of life in the city.

8.2%



In 2024, an average of 20,315 economically active people (OECD methodology) in the City of Ljubljana were involved in the tourism sector. This represents 8.2% of the economically active population of the City of Ljubljana.

Source: SURS

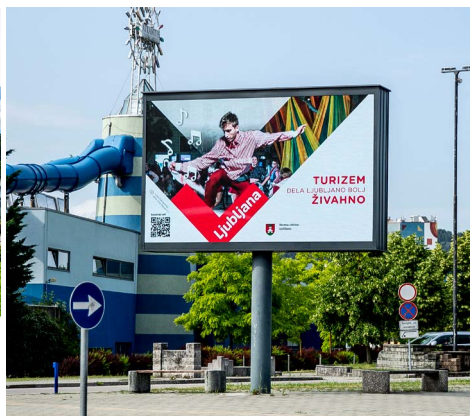
Public opinion surveys show that citizens view tourism more favourably since the campaign

23 %



of respondents say that the TOURISM MAKES LJUBLJANA MORE ... campaign has changed their attitude towards tourism and tourists in the city for the better.

Source: Survey on residents satisfaction with tourism in Ljubljana, 2024 (n = 1,420)



Source: photographs from the campaign, Ljubljana Tourism

We intend to continue with our surveys and communication activities in the future, since the satisfaction of citizens with tourism is one of the main pillars of the sustainable and regenerative development of urban tourism.



City of
Ljubljana

