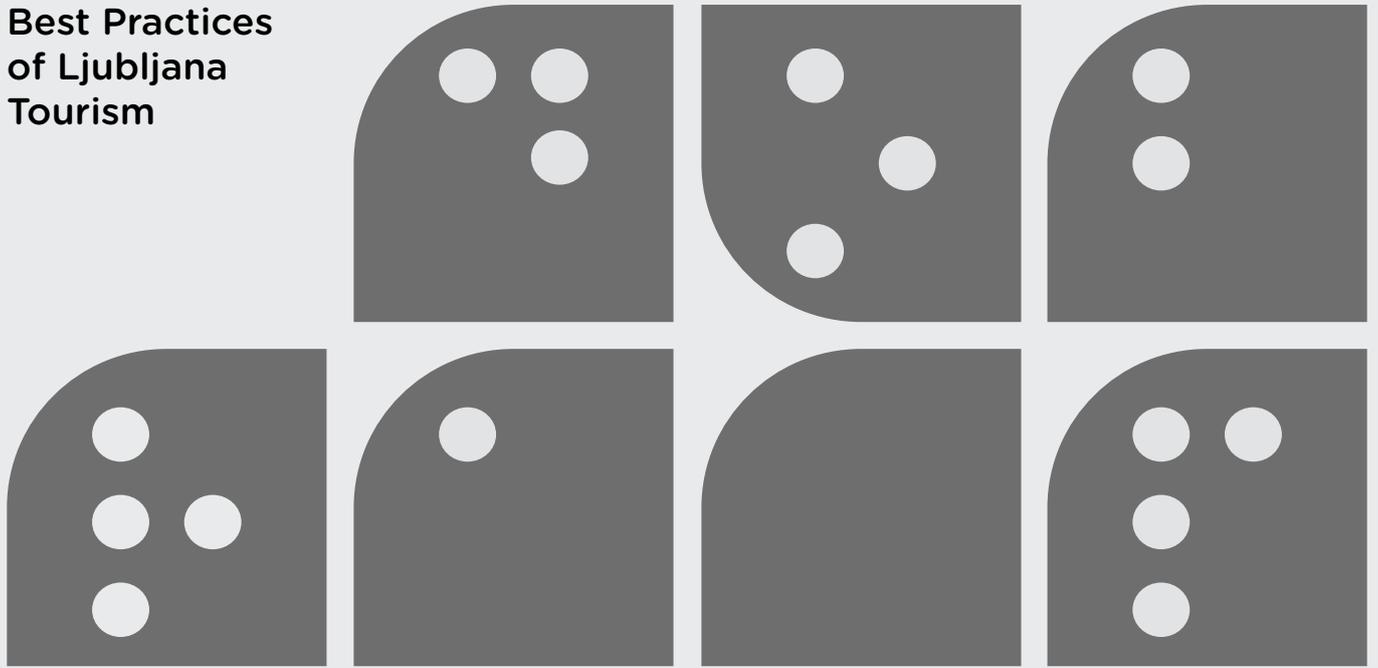
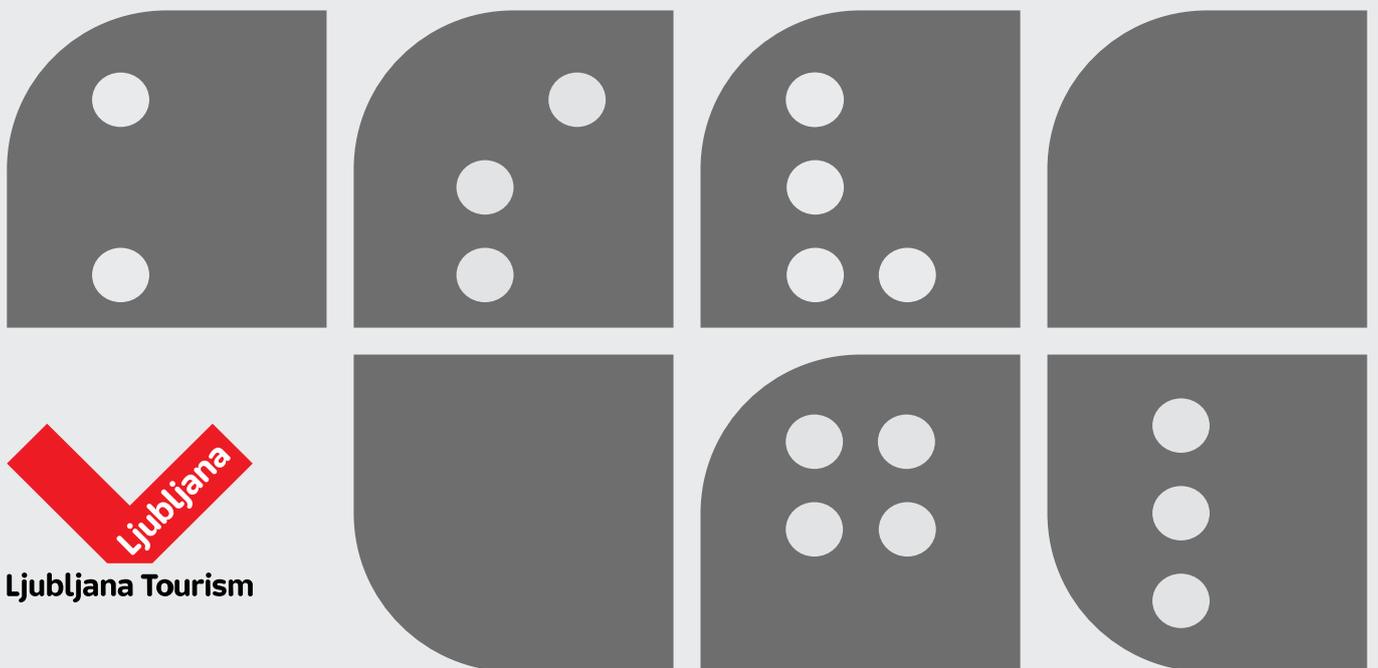


Best Practices  
of Ljubljana  
Tourism



# ENHANCING THE ACCESSIBILITY OF TOURISM OFFERINGS IN LJUBLJANA REGION



# ENHANCING THE ACCESSIBILITY OF TOURISM OFFERINGS IN LJUBLJANA REGION

In 2022, Ljubljana Tourism launched an extensive project to analyse the accessibility of tourism infrastructure in Ljubljana and the Central Slovenia region. In collaboration with the Zavod Brez ovir institute, we reviewed over 450 tourism providers, including hotels, restaurants, cafés, museums, galleries, and event venues.

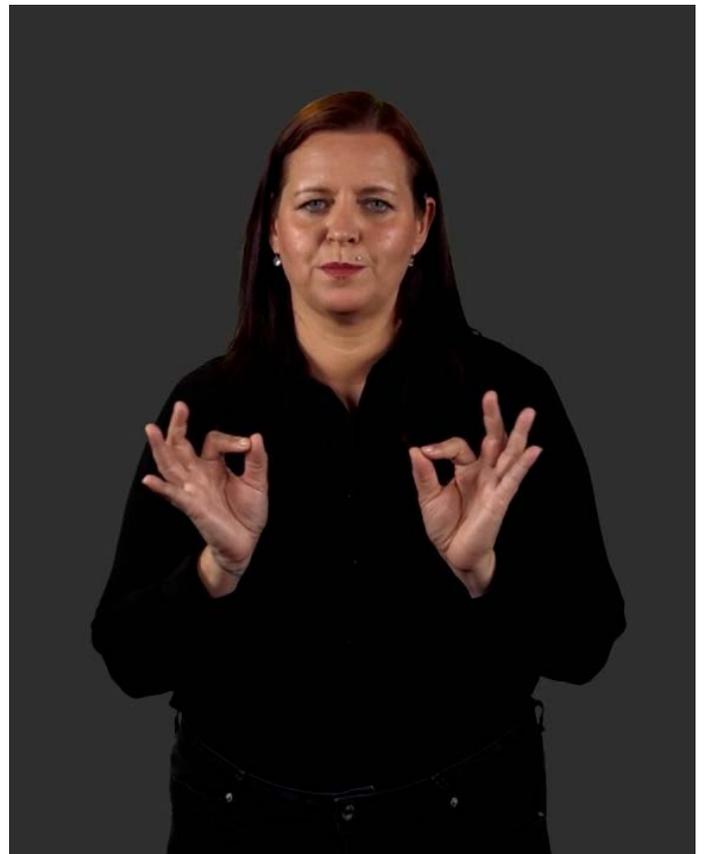
The primary aim of the project was to gain a comprehensive understanding of the actual conditions for visitors with mobility, sensory, or other impairments and to encourage systemic improvements. The project aligns with the principles of sustainable tourism, smart tourism, and social responsibility, as it promotes an inclusive visitor experience and enhances the quality of the destination for all.

Ljubljana Tourism's membership in SOAKO – the City of Ljubljana Council for the Removal of Architectural and Communication Barriers – plays a significant role. SOAKO is an advisory body to the Mayor, connecting representatives of people with impairments to the city administration and policy implementers. Although it lacks executive powers, its recommendations guide on-the-ground measures and the development of municipal policies. Direct engagement with the lived experiences of people with impairments enables a more effective realisation of their rights while raising awareness among the city administration and the broader public.

Photography: Ljubljana Tourism Archive and Contribute a Gesture (Prispevaj kretnjo) project



City bus with a ramp



Contribute a Gesture (Prispevaj kretnjo) project

## Challenges and Objectives

Before the project began, there was a lack of reliable, publicly available information about the actual accessibility of tourism facilities. Visitors to the city could not independently plan their visits due to the absence of an overview of facilities suited to their needs. This made it difficult for people with various impairments to visit and diminished Ljubljana's appeal as an open and inclusive destination.

Our objectives were to:

- conduct a comprehensive review of the accessibility of key tourism providers;
- provide transparent information to visitors via the Visit Ljubljana website;
- encourage tangible improvements to infrastructure among providers;
- raise awareness among tourism workers;
- shape Ljubljana into a destination accessible to all over the long term.



Tactile markings for blind and visually impaired persons



Built-in hearing loop



Access to the boat on the Ljubljanica River



Braille writing on a model of the city

## Project Implementation

The project began in 2022 with an online and telephone survey of selected providers, followed by on-site inspections by experts from the Zavod Brez ovir Institute, who prepared individual reports with assessments and recommendations. In the first phase, we reviewed accommodation facilities and tourist attractions in Ljubljana (museums, galleries, and halls), and a year later, we assessed hospitality venues and infrastructure in the Central Slovenia region.

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### Results of the research

**88 %**

of attractions in Ljubljana Region have accessible entrances for people with mobility disabilities.

**65 %**

of attractions in Ljubljana Region have accessible toilets for visitors with mobility disabilities.

**37 %**

of accommodation facilities have rooms adapted for people with mobility disabilities.

**40 %**

of hospitality venues have accessible entrances for people with mobility impairments.

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**9 %**

of hospitality venues have accessible entrances for blind and visually impaired individuals.

**36 %**

of hospitality venues offer appropriately adapted menus for the visually impaired.

**26 %**

of retail outlets have accessible entrances for people with disabilities.

**13 %**

of retail outlets have accessible toilets for people with mobility impairments.

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Each provider received a personalised report with recommendations for improvements.

Ljubljana Tourism used the results to enhance the Visit Ljubljana website by adding a filter to search for facilities based on accessibility criteria (mobility, visual, and hearing impairments).

Additionally, as part of the project, accessibility at the Tourist Information Centre (TIC) was improved – existing ramps and free electric wheelchair chargers were complemented with a mobile induction loop and headsets for the hearing impaired.

Ljubljana Tourism also supported the Contribute a Gesture (Prispevaj kretnjo) project, aimed at developing new sign language gestures related to hospitality and tourism. This raised awareness among tourism providers and the wider public about the importance of inclusive communication and helped improve linguistic and communication accessibility for deaf and hard-of-hearing visitors.

To increase the project's visibility, several foreign journalists and influencers specialising in accessibility were invited to Ljubljana, to share their experiences in international media and on social networks.

## Results and Achievements

- Over 450 providers in Ljubljana with the region were reviewed and analysed.
- All received recommendations for improvements, and many have already implemented initial adaptations (ramps, accessible toilets, tactile signs, induction loops).
- TIC Ljubljana became a model of good practice with numerous adaptations for visitors with mobility and hearing impairments.
- We added an accessibility filter to the Visit Ljubljana website, improving clarity and making visit planning easier.
- Four tourist destinations in Slovenia followed Ljubljana's example and implemented the project at their own locations, demonstrating the model's transferability and scalability.
- Project results are regularly communicated at meetings with professional audiences.
- Over 550 participants attended training sessions, workshops, and individual consultations during accessibility reviews.
- The initiative contributed to Ljubljana achieving 3rd place in the Access City Award in 2023, recognising it as one of Europe's most accessible destinations.
- The project was also selected for presentation at the 3rd World Summit on Accessible Tourism in Turin as an international example of good practice, further confirming its international recognition.

## Results



Many providers have already made their first accessibility adaptations



On the Visit Ljubljana website, we have added an accessibility filter



Ljubljana achieved 3rd place in the Access City Award in 2023



More than 550 participants took part in trainings, workshops, and individual consultations

## Conclusion and Next Steps

The project demonstrated that systematic analysis, collaboration with external experts, and small real world adaptations can significantly improve a tourist destination's accessibility.

Moving forward, we will:

- continue regularly updating the database and accessibility filters;
- enhance accessibility information on the Ljubljana Tourism website;
- encourage partners to implement further improvements;
- organise workshops and training for tourism workers; and
- promote examples of good practice at regional and national levels.

Ljubljana thus reaffirms its commitment to the vision of a city that is friendly and accessible to all visitors.



Mestna občina  
Ljubljana

