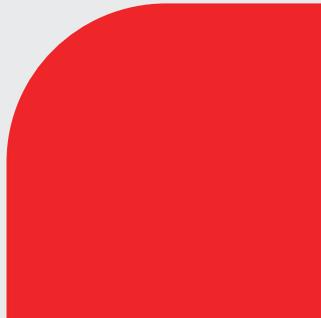
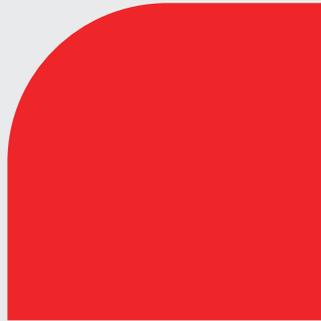


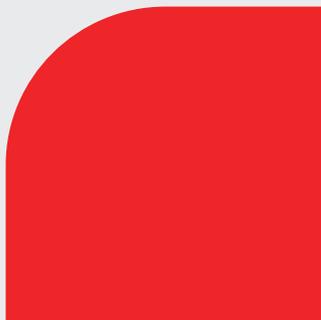
Best Practices  
of Ljubljana  
Tourism



LJUBLJANA  
TOURISM  
WEEK



Ljubljana Tourism



# LJUBLJANA TOURISM WEEK

Every autumn since 2022, on the occasion of World Tourism Day, Ljubljana Tourism has organised Ljubljana Tourism Week — a programme designed to encourage residents to discover and experience their city in a completely novel way. Throughout the week, we invite locals to explore Ljubljana as visitors do and to recognise, through first-hand experience, the positive effects that tourism brings to the city and its communities. The project connects residents, tourism professionals, and providers into a shared narrative about the responsible development of the city.



1. Visit to Plečnik House. Photo: Primož Bregar / 2. Traditional handicraft workshop Open Wheel. Photo: Andrej Tarfila / 3. Traditional handicraft workshop Mend Your Umbrella. Photo: Andrej Tarfila

## Challenges and Objectives

Resident satisfaction is one of the key strategic goals of tourism development in Ljubljana. A survey among residents of the City of Ljubljana shows that a substantial 72.5% of citizens have a positive view of tourism, confirming the destination's ongoing efforts towards developing responsible tourism. As visitor numbers and overnight stays continue to grow, we are seeing both new challenges and ample opportunities: fresh experiences, new hotels, museums, and overhauled attractions are emerging across the city. To engage residents more intimately with this rich offering and involve them in co-creating Ljubljana's tourism story, we launched Ljubljana Tourism Week in 2022.

Ljubljana's tourism is driven primarily by international guests who account for more than 95% of all overnight stays. Such reliance increases vulnerability during periods of travel restrictions, making it essential to strengthen domestic interest in local tourism products and to encourage partners to develop experiences that are also tailored to the local population.

The project also aims to foster networking among partners and to improve destination knowledge among those in direct contact with visitors — information staff, tourist guides, receptionists, travel-agency employees, and marketing teams. By doing so, we have enabled them to better understand Ljubljana's diverse range of experiences and to consequently present and promote it more effectively.

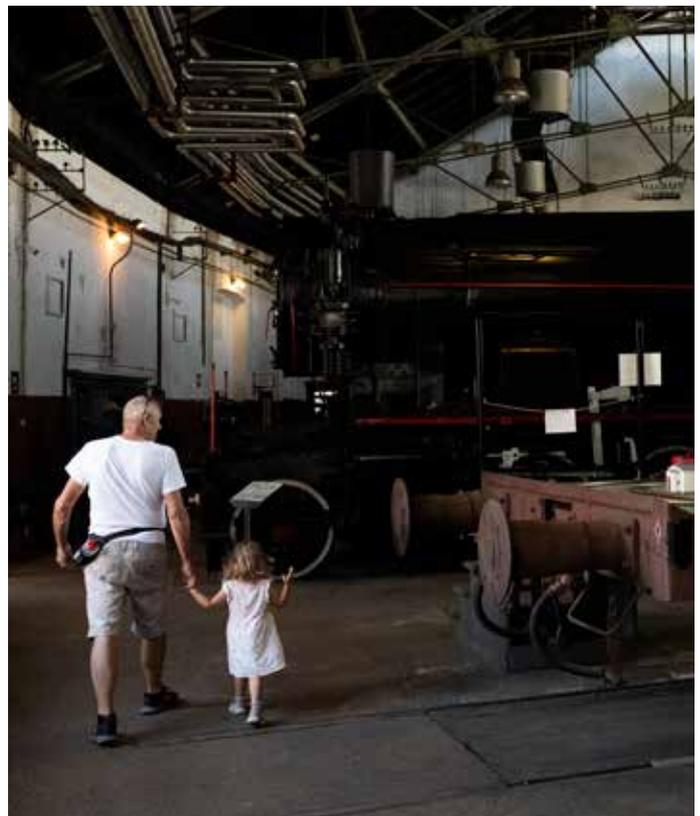
And so, Ljubljana Tourism Week has become the experiential pillar of the “Because of Us, Ljubljana Is...” campaign, which highlights the many benefits that tourism brings to residents — from new jobs and support for local creators to well-maintained green spaces and a vibrant cultural scene. Through the project's events and activities, we actively raise residents' awareness of the benefits of tourism, and nurture in them a firmer sense of pride in their city, and a stronger feeling of belonging to it.

The objectives of the project were to:

- improve residents' understanding of the positive impacts of tourism,
- encourage domestic tourism and strengthen the sector's resilience,
- boost cooperation among providers operating in the city.



Walk through Cukrarna Gallery. Photo: Blaž Gutman, MGML



Visit to the Railway Museum. Photo: Nik Erik Neubauer

## Project Implementation

Over the years, Ljubljana Tourism Week has grown into a vibrant platform that brings together a wide range of the city's tourism stakeholders. It gives partners the opportunity to showcase their services and experiences to the domestic market, test new products, increase their visibility, and literally open their doors to new guests.

Ljubljana Tourism develops the project holistically — as its initiator, coordinator, and organiser. We connect local providers, co-create the programme, and coordinate all partners involved. We design the event's visual identity, prepare the joint programme guide and partner communication materials, manage all public relations and unified advertising, and ensure the project enjoys strong promotion and high visibility.

The project expands every year — in scope, in quality, and in its number of participants.

In 2022, it brought together 11 partners; by 2025, that number had already exceeded 60. The programme includes hotels, museums, restaurants, galleries, artisans, public institutions, and other providers, who between them create more than 150 events.

For an entire week around World Tourism Day (27 September), activities unfold across the city — from museums and parks to hotels, creative workshops, and local markets.

The programme features guided tours, creative workshops, culinary tastings, open-day events, themed games, and experiences for children and families.

Each year, around half of the events are free, with the rest offered at an accessible price. In this way, the project reaches a broad audience, encourages networking, and creates new opportunities for cooperation between the public and private sectors.

A multi-phase communication campaign, "Because of Us, Ljubljana Is...", accompanies the annual programme, featuring posters, radio spots, digital advertising, social-media posts, and collaborations with the city's communication channels.

A key part of Ljubljana Tourism Week is also the collection of feedback through surveys, online forms, and TIC service points, enabling the programme to be refined and enriched each year.

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## The programme includes



hotels



museums



restaurants



galleries



artisans



public  
institutions



and other  
providers

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Together they create more than

**<150**  
events

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## Results and Achievements

In just four years, the project has grown into one of the key platforms for promoting Ljubljana's tourism to its residents.

- In 2022, it brought together 11 partners; by 2025, more than 60 partners and over 150 events were involved — a clear sign of growing interest and trust among providers.
- Participation by the city's residents increases each year.
- 95% of participants expressed satisfaction with the programme and its activities.
- In 2025, Ljubljana Tourism Week was the project that helped secure Ljubljana's eleventh consecutive inclusion on the Green Destinations Top 100 Stories list.

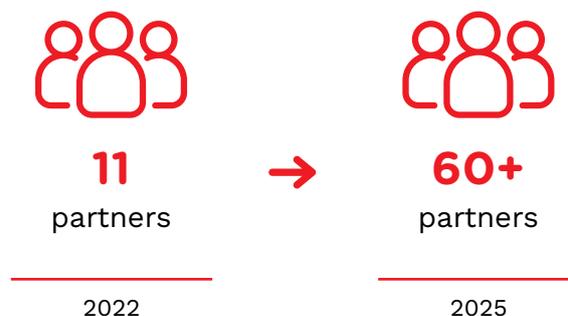
As the number of partners grows, along with the quality of content and the diversity of the programme, the project strengthens the city's provider network, encourages innovation in tourism, and reinforces Ljubljana Tourism's role as a bridge-builder between the tourism industry, residents, and public institutions.

### Satisfaction

with the programme and its activities among participants



### Participation



## Conclusion and Next Steps

The project has become a showcase for how tourism stakeholders can jointly shape a city's identity, enhance its quality of life, and raise its profile on the global stage.

Based on the feedback and analysis collected, the programme will continue to evolve and adapt — through additional surveys, workshops, and resident-driven initiatives, as well as through stronger links with related campaigns.