



# Ljubljana residents' attitude towards tourism

## 2023

Commissioned by: Turizem Ljubljana  
Contractor: Valicon d.o.o.

# Summary

- The survey found that the majority of residents (approximately three-quarters) have a positive opinion of tourism in the city. However, some negative associations were also noted, including overcrowding, oversaturation, and lack of organisation.
- In the city centre, the most valued aspects are Ljubljana's green spaces, cultural events, and traffic restrictions. On the other hand, residents are most disturbed by high prices, congestion, and a lack of parking spaces.
- The research also revealed that most residents are satisfied with life in Ljubljana, with many believing that the city provides everything they need. However, only a quarter of respondents would consider relocating if it improved their living conditions.
- Opinions on activities and events in districts are divided; residents of some districts support an increase in events, while residents of the city centre are more reserved. The vast majority, however, would like to see more themed markets, local food offerings, and music events. Additionally, a third of respondents expressed willingness to actively participate in shaping events and content in their local communities.

# Sample

The research sample consisted of 1,414 residents of Ljubljana, collected in two waves (June and September 2023). Of these, 173 respondents (12.3%) were from the Centre district, while 1,240 (87.8%) were from other districts. Among the district communities, the highest proportion of respondents came from Bežigrad (14.0%) and Šiška (12.1%), which also have the highest population share.

Among the respondents, 50.1% were women. The largest age group was 36 to 45 years old (22.9%). Approximately half (48.6%) were over 46 years old, while 28.6% were under 35. The majority of respondents hold a university degree or a Bologna master's degree or higher (59.9%), followed by those with a four-year secondary school or gymnasium education (29.8%). Only 8.6% of respondents have a vocational education or lower.

Just under half (42.6%) of the respondents have lived in Ljubljana for more than 40 years, while less than a fifth (18.9%) have lived in the city for less than 10 years.

Fewer than one-tenth (7.5%) of respondents work in the tourism sector.

Approximately half of the respondents own a flat or house without a mortgage, while a quarter pay rent (either market or non-market).

# Residents – Satisfaction with Tourism in Ljubljana

## First Thought Associated with Tourism in Ljubljana

76,0 %  
positive

+8,4 in the Centre  
District (23/22)

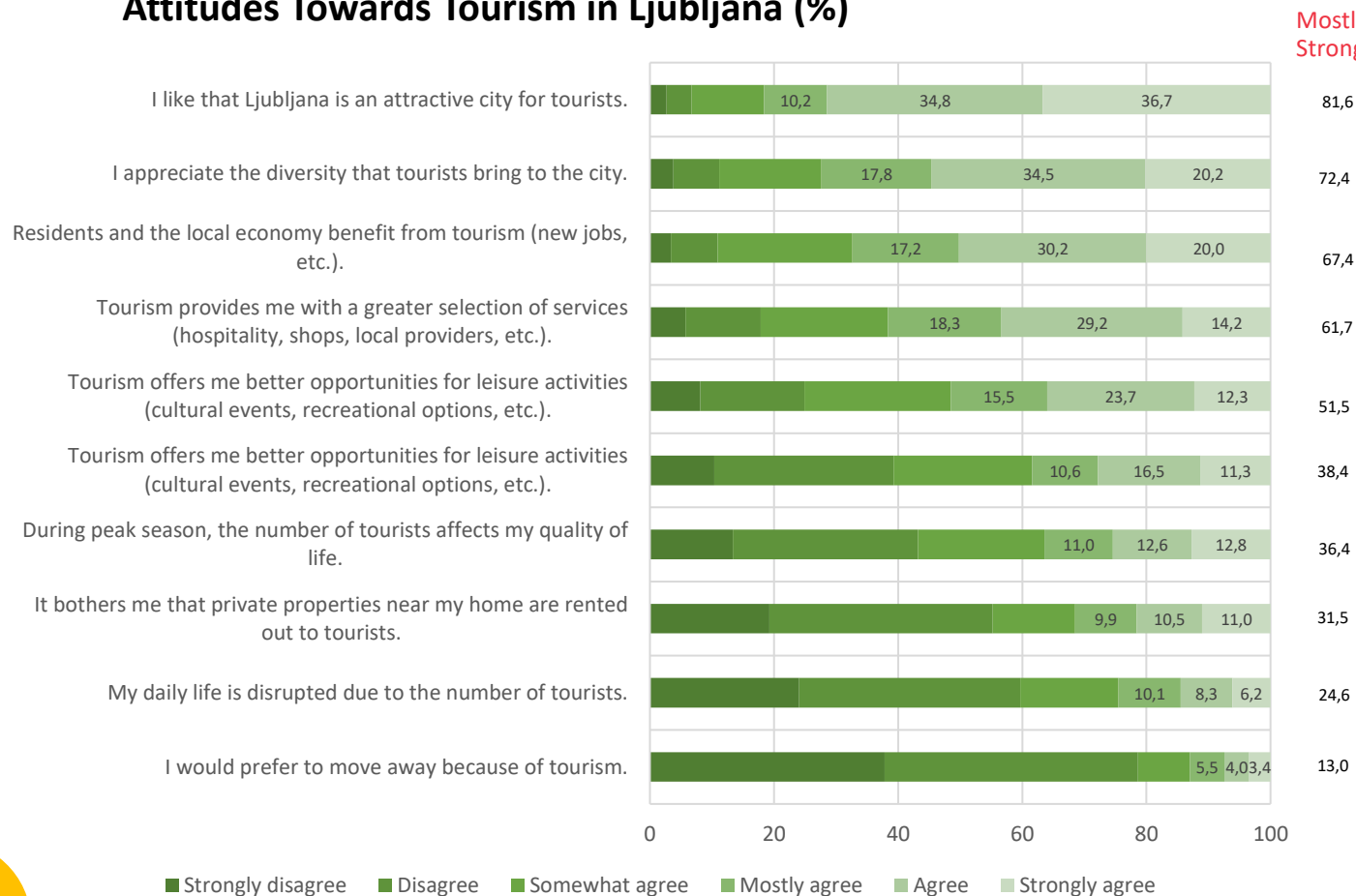
## Areas for Improvement

High  
prices

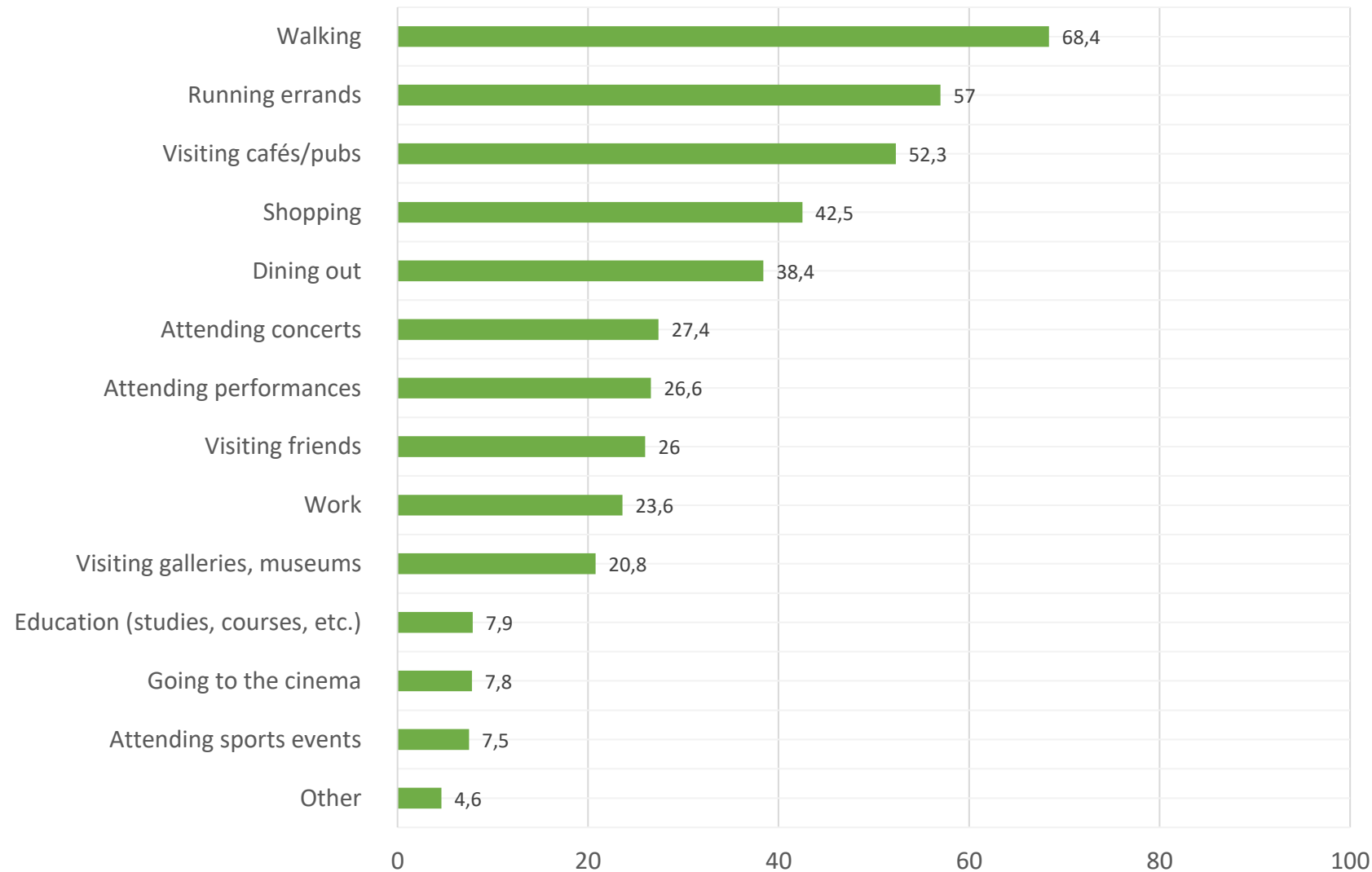
Language

Noise

## Attitudes Towards Tourism in Ljubljana (%)



# Activities in the City Centre (in %)



A fifth of residents visit the city centre daily. The most common activities during their visits include walking, running errands, visiting cafés/pubs, and shopping.

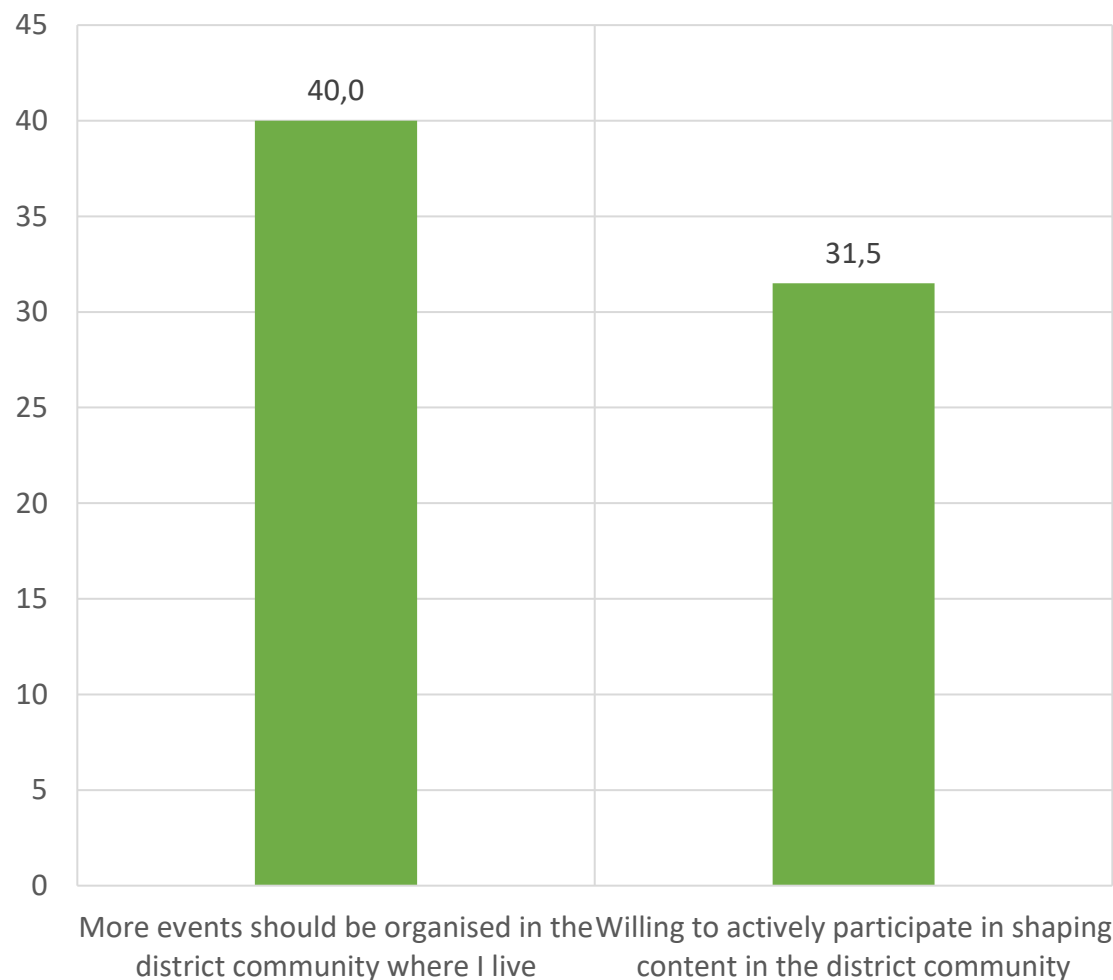


What do you like about tourism in the city centre? Please select the five elements you like the most.



Ljubljana Tourism

# Number of Events in the Districts (in %)

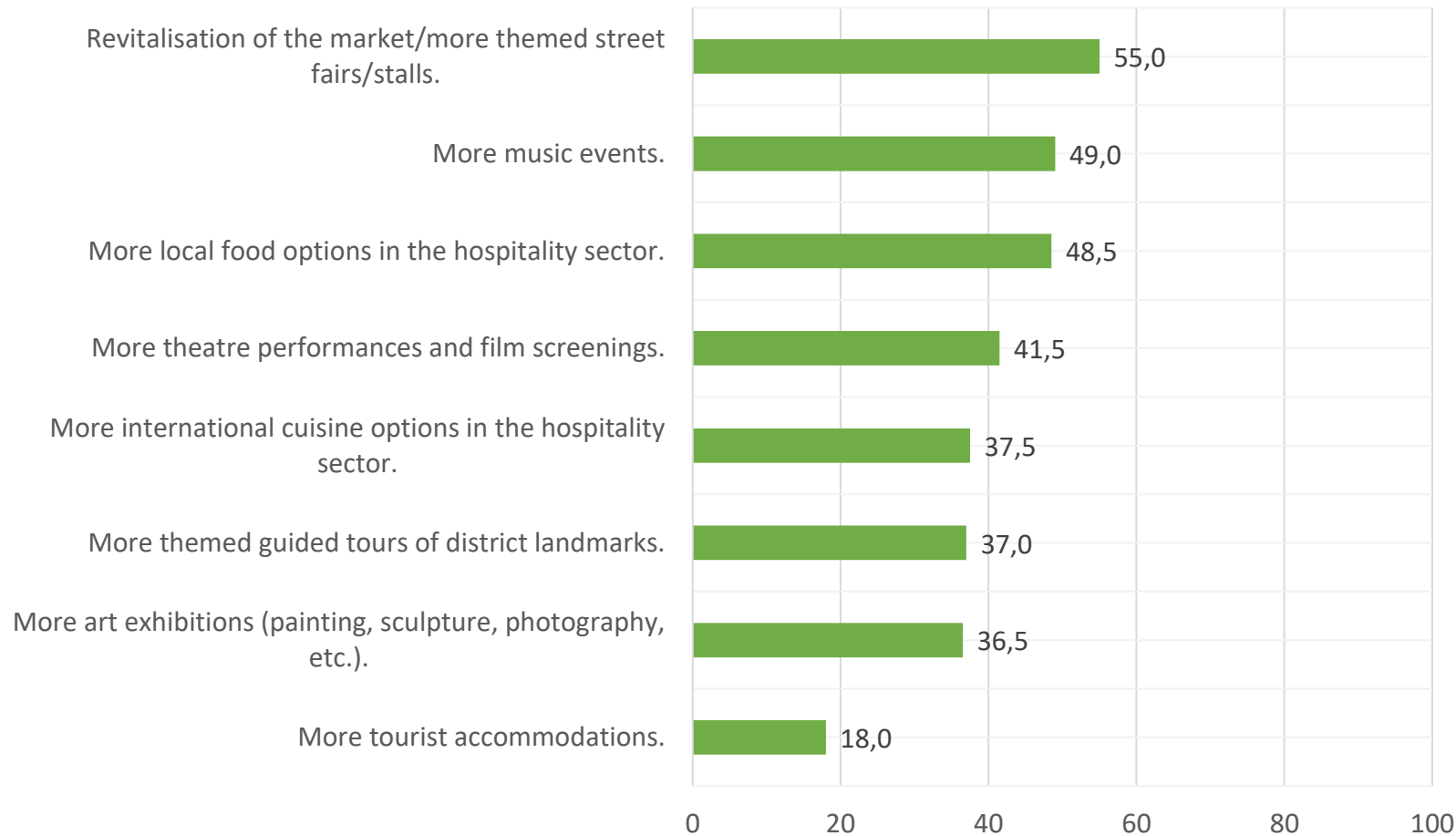


40% of respondents (average score of 3.9 on a 6-point scale) would like more organised events in their district communities. Residents of the City Centre district show a below-average interest in these events, whereas residents of other districts are generally more in favour of them.



More events should be organised in the district community where I live (statement).  
Would you be willing to actively participate in shaping the content in your district community?

# Desire for a Greater Range of Specific Content (in %)

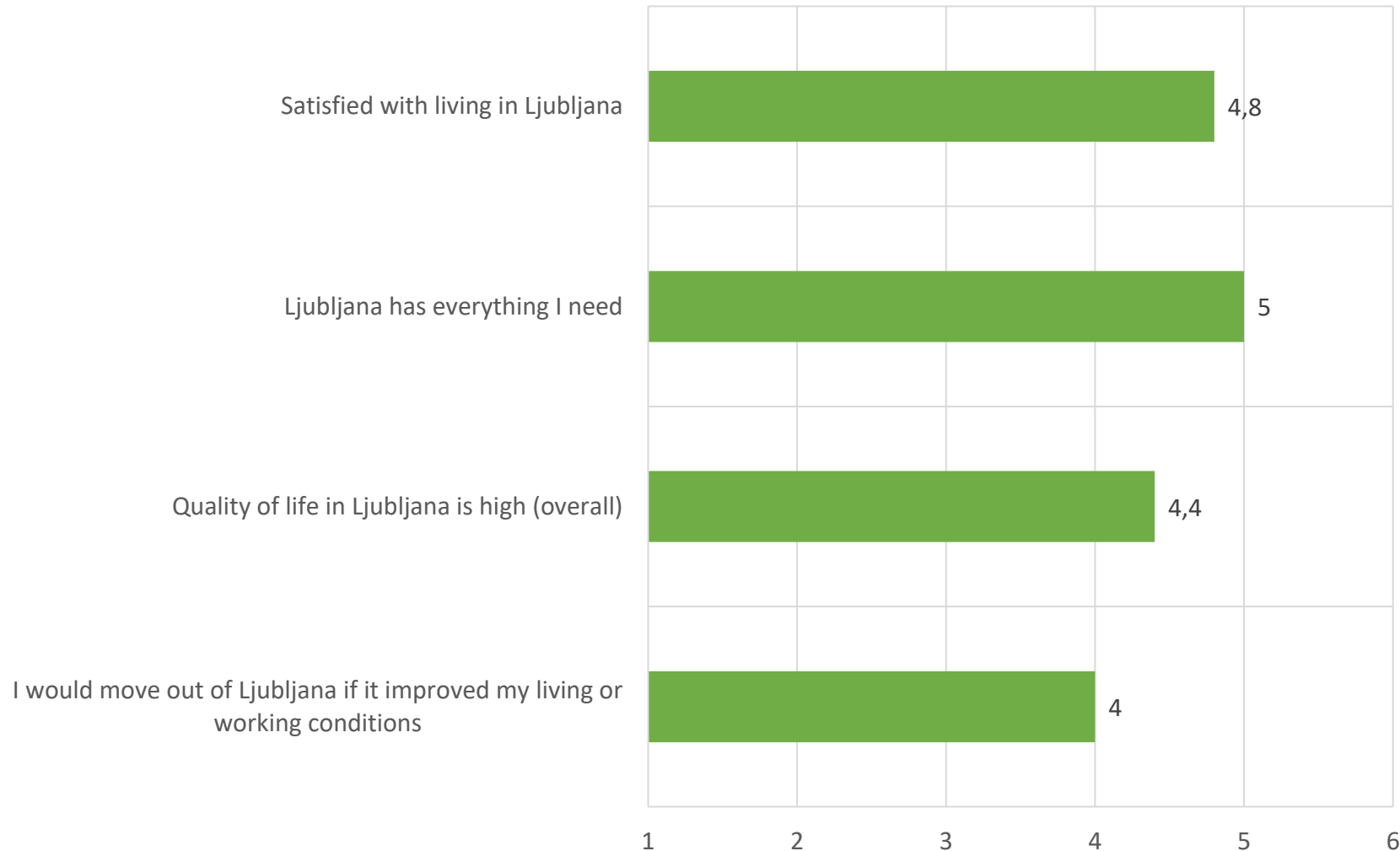


Respondents primarily wish for the revitalisation of the market or more themed street fairs and stalls, followed by a greater variety of local food options and more music events.



Which types of content would you like more of in your district community? Please rate on a scale from 1 to 6 how much you agree with each statement.

# Overall Satisfaction with Life in Ljubljana



In general, most respondents are satisfied with life in Ljubljana, with an average rating of 4.8 on a 6-point scale.



Please rate the statements below on a scale from 1 to 6. The table displays the average satisfaction rating as well as the average agreement scores for the statements.