



# Ljubljana residents' attitude towards tourism

## 2024

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

# Summary

- A survey among residents on attitudes and perceptions of tourism in the Municipality of Ljubljana reveals interesting insights into residents' opinions on the impact of tourism on the urban environment. Key findings indicate that the majority of Ljubljana's residents (approximately three-quarters) maintain a positive attitude toward tourism, with the biggest challenges they perceive being overcrowding and high prices. Nevertheless, positive associations prevail, particularly in connection with green spaces, city events, and the upkeep of the city center.
- The city center is popular for walking, shopping, and visiting local establishments.
- Residents from Jarše, Šentvid, and Dravlje districts are the most satisfied with life in Ljubljana, while some from Posavje and Vič show a greater willingness to move if it would improve their living conditions.
- Opinions on activities and events in districts are divided. Residents of Sostro, Polje, Dravlje, Črnuče, and Moste express an above-average desire for more organized events, whereas residents of Rožnik, Center, Posavje, Trnovo, Jarše, and Bežigrad are less inclined towards a higher number of events in their district.

# Sample

The research sample consisted of 1,420 residents of Ljubljana, collected in two waves (June and September 2024). Of these, 129 respondents were from the Center district (9.1%), while 1,291 (90.9%) were from other districts. Among the districts, the highest proportion of respondents came from Bežigrad (15.0%) and Šiška (11.9%), which also have the highest population share.

Among the respondents, 50.6% were men. The largest age group was 36 to 45 years old (23.8%), followed by those aged 46 to 55 (18.1%). The smallest proportions were among those under 25 (11.2%) and those aged 66 to 75 (12.9%). The majority of respondents hold a university degree or a master's degree under the Bologna system (58.2%), followed by those with a four-year secondary school or gymnasium education (30.9%). Only 10.4% of respondents have a vocational education or lower.

Less than half of the respondents have lived in Ljubljana for more than 40 years (40.9%), while less than a fifth (17.1%) have lived in the city for less than 10 years.

Less than one-tenth of the respondents work in the tourism sector.

Approximately half of the respondents live in privately owned apartments or houses without a mortgage, while just under a quarter (23.0%) pay rent (either market or non-market).

# RESIDENTS' SATISFACTION

# 74,0%

FOR MOST RESPONDENTS, THE FIRST  
THOUGHT ASSOCIATED WITH TOURISM IS

## POSITIVE.

17,00 negative  
9,00 undecided

### PLEASING ELEMENTS

# 43,2%

FOOD, HOSPITALITY, AND  
LOCAL VENUES



### DISTRACTING ELEMENTS

77,5% TOO FEW  
PARKING SPACES

50,9% HIGH PRICES

23,1% CONGESTION



# 78,9%

OF RESIDENTS LIKE THAT  
LJUBLJANA IS AN ATTRACTIVE  
DESTINATION FOR TOURISTS.



# 56,4%



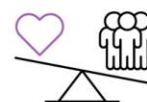
ENJOY THE INCREASED SERVICE  
OFFERINGS DUE TO TOURISM.  
(HOSPITALITY OFFERINGS, SHOPS, LOCAL  
PROVIDERS, ETC.).

# 63,1%



OF RESIDENTS LIKE THAT THE  
LOCAL ECONOMY BENEFITS FROM  
TOURISM.

# 37,9%



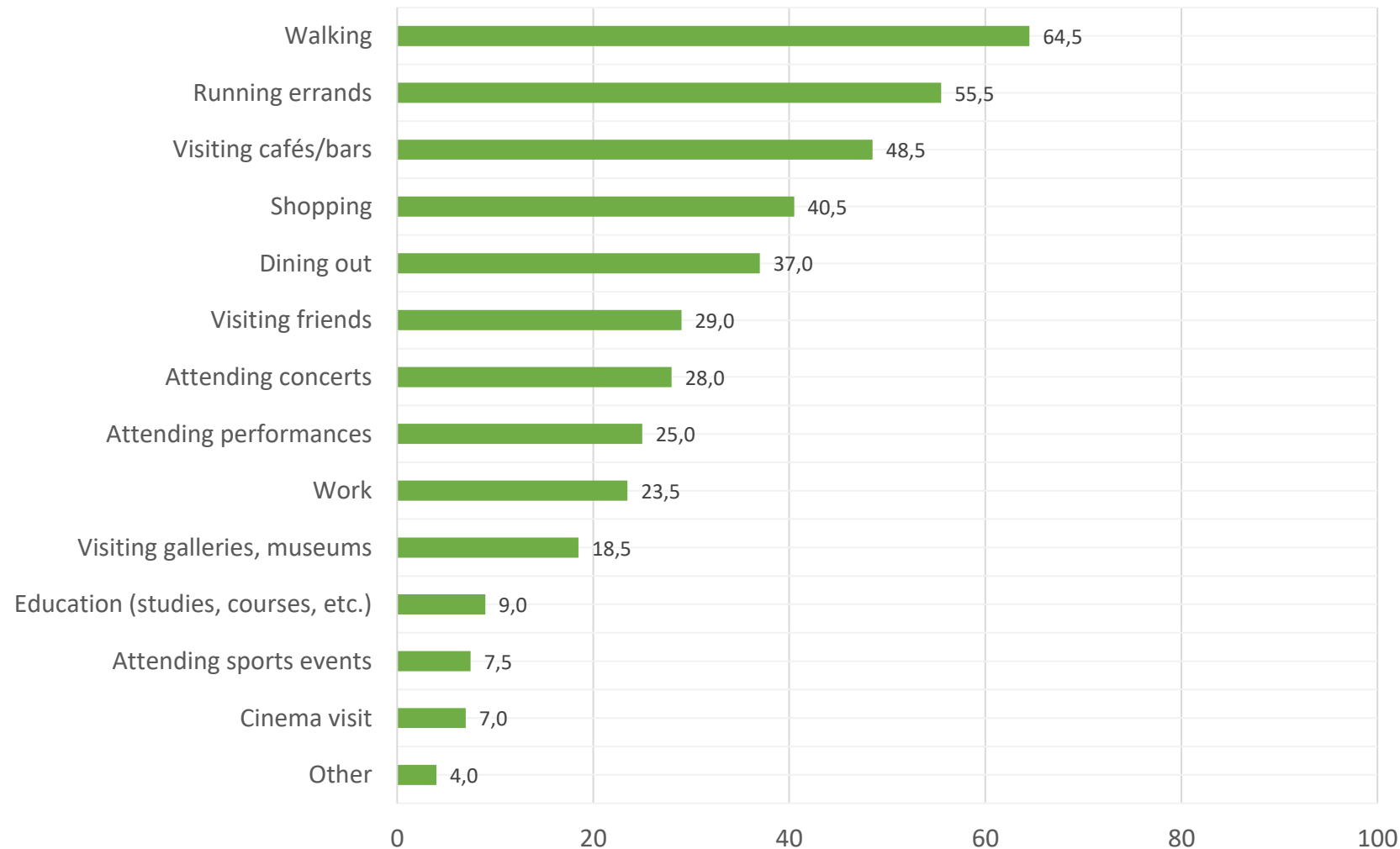
OF RESPONDENTS AGREE THAT  
THE NUMBER OF TOURISTS  
DURING THE HIGH SEASON  
AFFECTS THEIR QUALITY OF LIFE.

# 43,4%



64.9% OF RESPONDENTS ARE  
BOTHERED BY THE FACT THAT THE  
INFRASTRUCTURE THEY USE IS  
OVERBURDENED BY THE NUMBER  
OF TOURISTS.

# Activities in the City Center (in %)

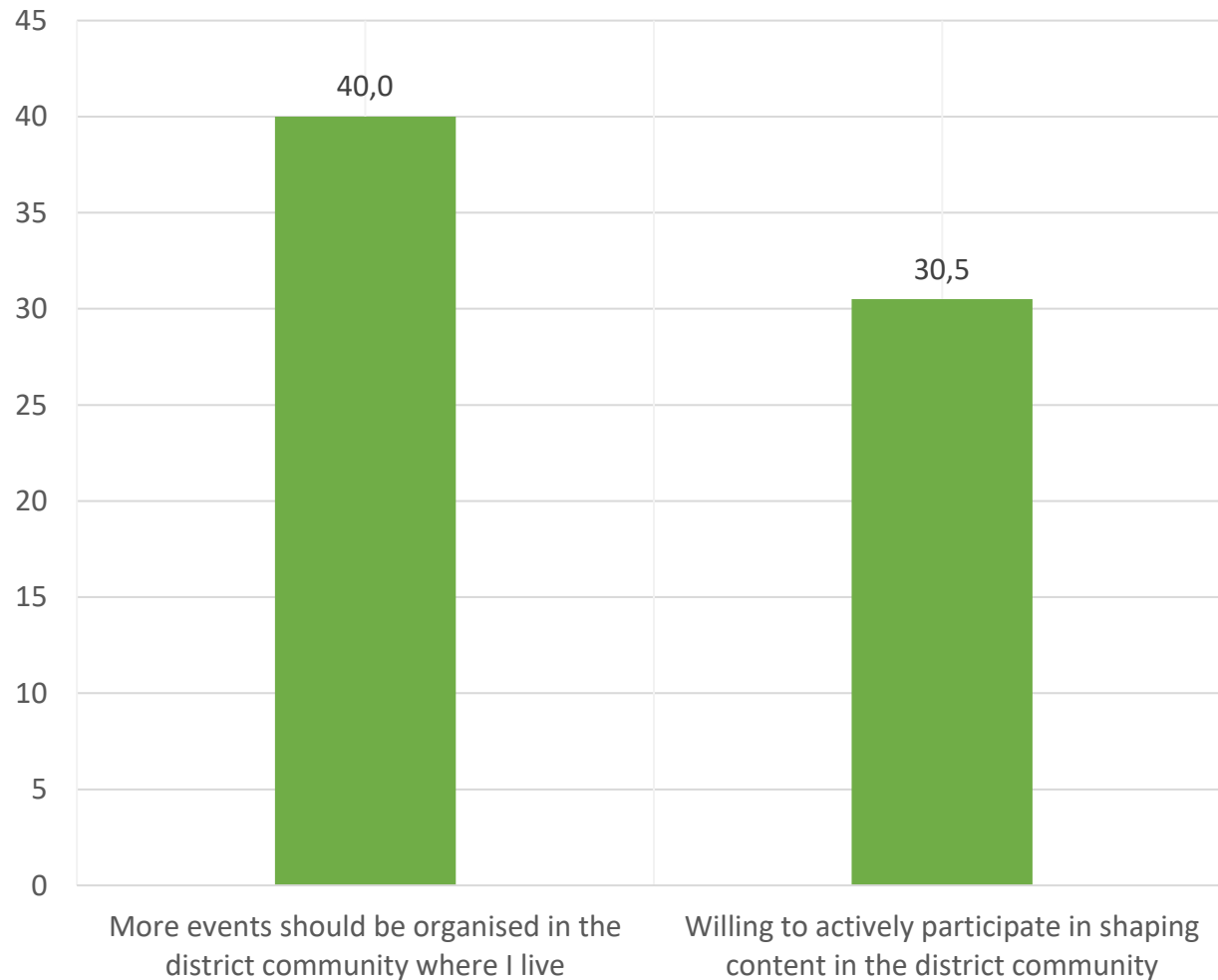


Two-thirds of the residents of the Municipality of Ljubljana visit the city center at least once a week. The most common activities during their visits include walking, running errands, visiting cafés and restaurants, and shopping.



What do you like about tourism in the city centre? Please select the 5 elements you like the most.

# Number of Events in the Districts (in %)



40% of respondents would like more organised events in their districts. Among them, residents of Sostro, Polje, Dravlje, Črnuče, and Moste express an above-average desire for more events. On the other hand, residents of Rožnik, Centre, Posavje, Trnovo, Jarše, and Bežigrad show a below-average interest in additional events.



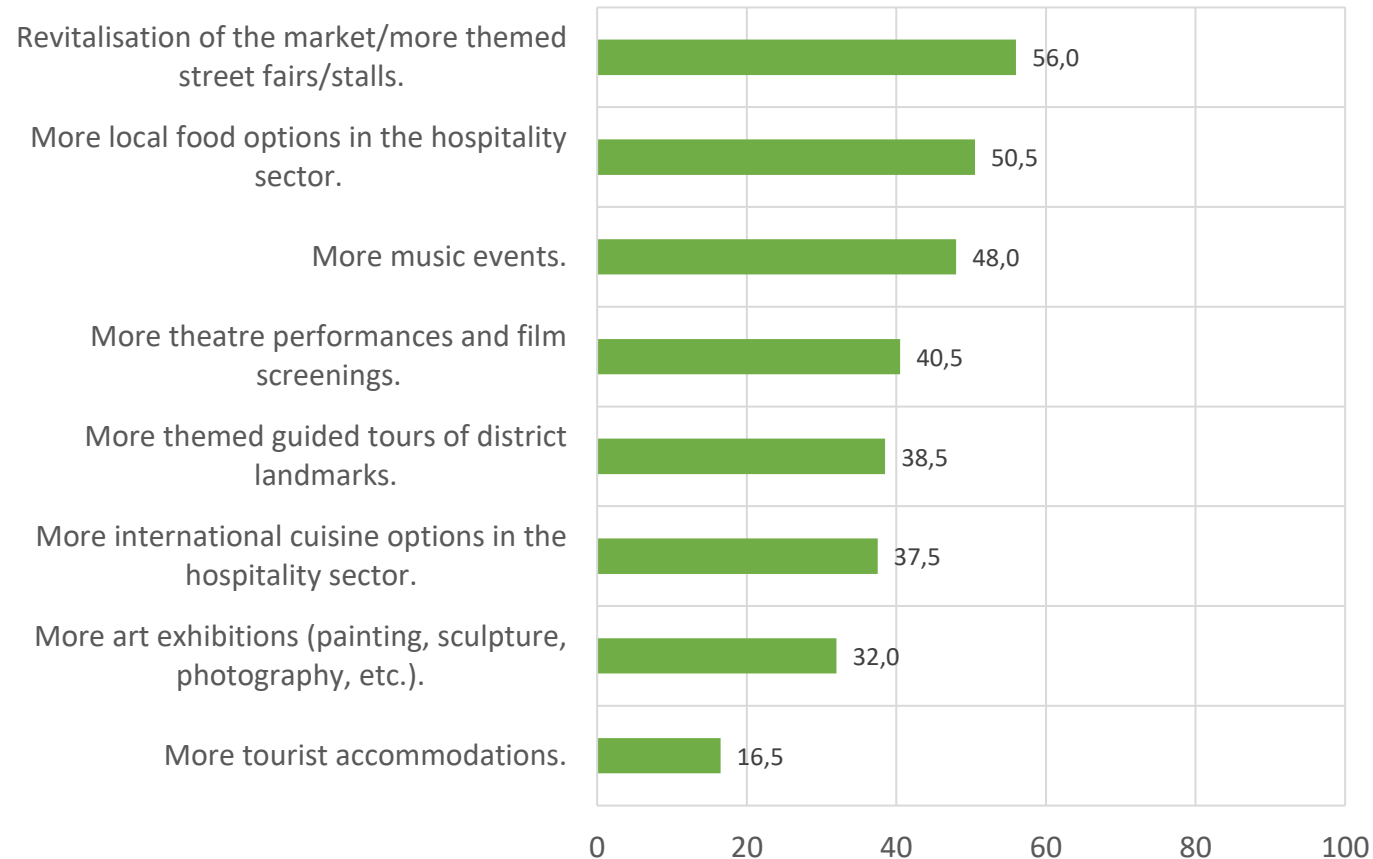
More events should be organised in the district community where I live (statement).

Would you be willing to actively participate in shaping the content in your district community?



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



Residents of Bežigrad express an above-average interest in more art exhibitions and a greater variety of international cuisine in the hospitality sector, while residents of Trnovo show an above-average interest in 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

	Satisfied with living in Ljubljana	Ljubljana has everything I need	I would move out of Ljubljana if it improved my living or working conditions	Quality of life in Ljubljana is high (overall)
Jarše (n=107)	5,0	5,1	3,7	4,6
Šentvid (n=159)	4,9	5,1	4,1	4,6
Dravlje (n=159)	4,9	5,1	4,0	4,4
Sostro (n=49)	4,9	5,1	4,1	4,5
Golovec (n=115)	4,8	5,1	4,2	4,5
Črnuče (n=107)	4,8	4,8	3,9	4,6
Rudnik (n=126)	4,8	5,0	4,0	4,5
Trnovo (n=91)	4,8	4,9	3,6	4,4
Rožnik (n=118)	4,7	4,9	4,1	4,4
MOL (n=2833)	4,7	4,9	4,1	4,3
Šiška (n=339)	4,7	4,8	4,1	4,3
Moste (n=231)	4,7	5,0	4,0	4,3
Polje (n=197)	4,7	5,0	4,2	4,4
Center (n=303)	4,7	4,8	4,1	4,3
Bežigrad (n=411)	4,7	4,9	4,1	4,3
Šmarna gora (n=51)	4,6	4,8	4,1	4,3
Vič (n=216)	4,4	4,7	4,4	4,0
Posavje (n=55)	3,8	4,6	4,6	3,8

Base: all respondents – combined measurements from 2023 and 2024.

In general, most respondents are satisfied with life in Ljubljana, with an average score of 4.6 on a 6-point scale. The most satisfied residents are from Jarše, Šentvid, and Dravlje, while the least satisfied are from Posavje and Vič. Residents of these two districts also expressed an above-average willingness to move out of Ljubljana.



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.