



Ljubljana residents' attitude towards tourism

2022

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



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Sample

- The survey sample includes 1,000 residents of Ljubljana. Of these, 400 respondents are from the Centre district (40.0%) and 600 from other districts (60.0%). The highest proportions of respondents are from the Šiška (8.4%) and Bežigrad districts (8.1%), which also have the highest numbers of residents in Ljubljana.
- The survey was carried out over two periods. An online survey was held in September, while in October, an online survey and a field survey in the city centre were carried out.
- Women represent 51.1% of the respondents. The largest proportion of the respondents are aged between 31 and 45 (30.1%). The next age group is aged 46 to 60 (25.1%), followed by under 30 (23.0%) and over 60 (21.8%). The majority of respondents hold a university degree/Bologna Master's degree or higher (27.4%). This is followed by respondents who have completed four-year secondary or gymnasium education (25.5%).
- About half of the respondents have lived in Ljubljana for more than 40 years; 48.7% of them are residents of the Centre district and 50.7% are residents of other districts.
- Over a tenth of the respondents work in the tourism sector or study tourism; a slightly higher proportion of respondents work in or study tourism among residents of the Centre district (14.5%) than residents of other districts (13.5%).



Summary

Living in Ljubljana

- Among the respondents, 17.3% of the residents who do not live in the Centre district visit the city centre every day, while a quarter (24.3%) visit it more than once a week. On average, residents of the Centre district visit the city centre much more frequently than residents of other districts. Among this group, a little less than half (47.0%) visit the city centre every day, while nearly a quarter (23.8%) visit it several times a week.
- The most common activity in the city centre is going for a walk, which is done by two thirds (66.0%) of the Centre district residents and a slightly lower proportion (64.3%) of those from other districts. Other common activities undertaken by about half of the respondents include running errands, visiting cafés and bars and shopping.
- On average, the respondents have lived in Ljubljana for 40 years, and over a tenth of them work in the tourism sector or study tourism.

Perception of tourism in Ljubljana

- For the majority of respondents, the first association related to tourism in Ljubljana is a positive one. Two thirds (66.3%) of those with a positive response are from the Centre district, while the proportion from other districts is considerably higher (80.2%). The most frequently used descriptions with a positive connotation in relation to tourism in Ljubljana are “mass”, “wonderful”, “beautiful”, “lively”; the most frequently used negative ones are also “mass” and “too many tourists”.



Summary

Agreement with statements about tourism in Ljubljana*

- 66.8% of respondents agree or strongly agree that the development of tourism contributes to the development of Ljubljana (Centre district: 62.3%; other districts: 69.2%).
- 64.2% of respondents agree or strongly agree that the increase in the number of tourists contributes to the development of the local economy (Centre district: 60.0%; other districts: 67.0%).
- 46.9% of respondents disagree or strongly disagree that living in a tourist area is unpleasant (Centre district: 46.3%; other districts: 47.3%). 21.3% neither agree nor disagree (Centre district: 19.8%; other districts: 22.3%).
- 47.5% of respondents disagree or strongly disagree that the number of tourists should be limited (Centre district: 45.6%; other districts: 48.8%). 16.5% neither agree nor disagree (Centre district: 14.5%; other districts: 18.2%).
- 68.8% of respondents disagreed with the statement that they would prefer to move away because of tourism (Centre district: 63.6%; other districts: 72.5%). 13.3% neither agree nor disagree (Centre district: 13.5%; other districts: 13.2%).
- 64.0% of respondents agree or strongly agree that tourism makes living in Ljubljana more expensive (Centre district: 64.5%; other districts: 63.6%).

*Respondents responded to the claims on a six-step scale: 1 - I disagree at all; 2 - I disagree; 3 - neither agree nor agree; 4 - I agree; 5 - I totally agree; 6-I don't know.



Summary

Attractive and problematic features

- More than half of the respondents from both groups, those living in the Centre district and not, found the fact that the city centre is closed to traffic the most attractive, followed by nature, historic buildings and infrastructure. Over a third like the fact that the city centre is clean and orderly, with lively events and culinary offerings, while around a fifth highlight the accessibility or connectedness of everything the city has to offer. Over a tenth of respondents like tourists, as well as the peace and relaxation that the city offers.
- For both groups of respondents the most problematic issue is high prices, followed by overcrowding, which is a slightly more frustrating for Centre district residents, while over a third point to the lack of parking spaces, and over a quarter single out beggars and the homeless. Tourists are seen as a nuisance by nearly a quarter of Centre district respondents and more than a tenth of respondents from other districts.



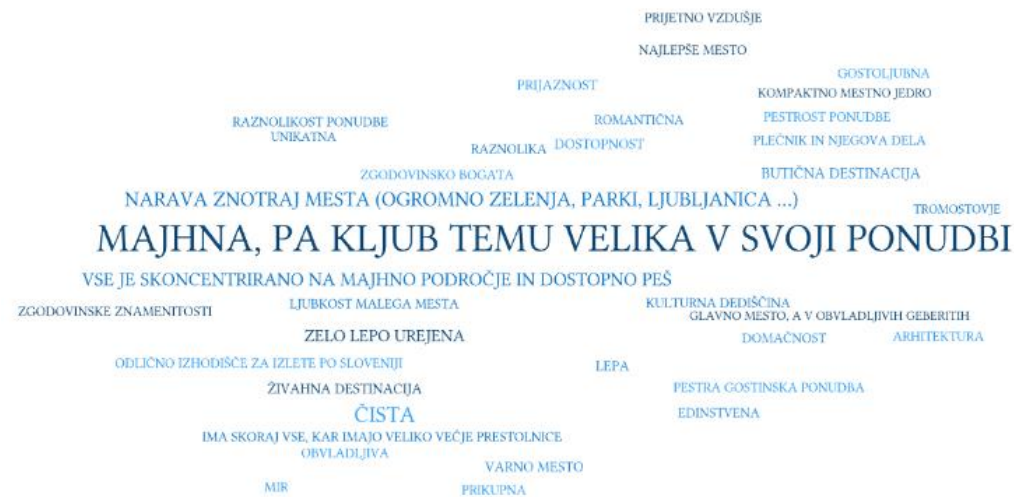
Summary

Ljubljana compared to other tourist destinations

Respondents highlighted two key features of Ljubljana that distinguish it from other tourist destinations:

- a small size that nevertheless has a lot to offer,
- natural environments within the city (green spaces, parks, a river running through the city, etc.).

Photo: Differentiating Ljubljana from other tourist destinations



Summary

Raising awareness and getting information about tourism policies and development

- The majority of respondents would like to be better informed about tourism policies and developments in Ljubljana.
- The highest proportion of respondents would like to receive additional information on tourism policies and developments via the Ljubljana magazine, including six tenths of Centre district residents (61.0%) and over half of respondents from other districts (56.7%). Half of respondents would like more information on the internet, followed by social networks and media (newspapers, TV, radio).

Participating in the city's tourism decisions

- Half of respondents from the Centre district (50.0%) would like to actively participate in the city's tourism decisions, while more than half of respondents from other districts (56.7%) would not.
- The willingness to participate is highest when it comes to communicating opinions (participation in surveys, group discussions, in-depth interviews, etc.), followed by the willingness to participate in formulating proposals and the willingness to receive information. More than three quarters of those who want to participate in the city's tourism decisions are willing to be actively involved.



Ljubljana Tourism is a destination management organisation established by the City of Ljubljana.

Ljubljana Tourism fosters the development and undertakes the promotion of tourism in Ljubljana and the Ljubljana region in conjunction with tourism providers.

