

Ljubljana

Turizem Ljubljana

3. 3. 2023

LJUBLJANA: TRENDS, INNOVATIONS AND SUCCESSIONS

Ustanoviteljica

Mestna občina
Ljubljana



Leading Smart since 3200 bc





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Being smart means always developing



Being smart means taking care of the waste



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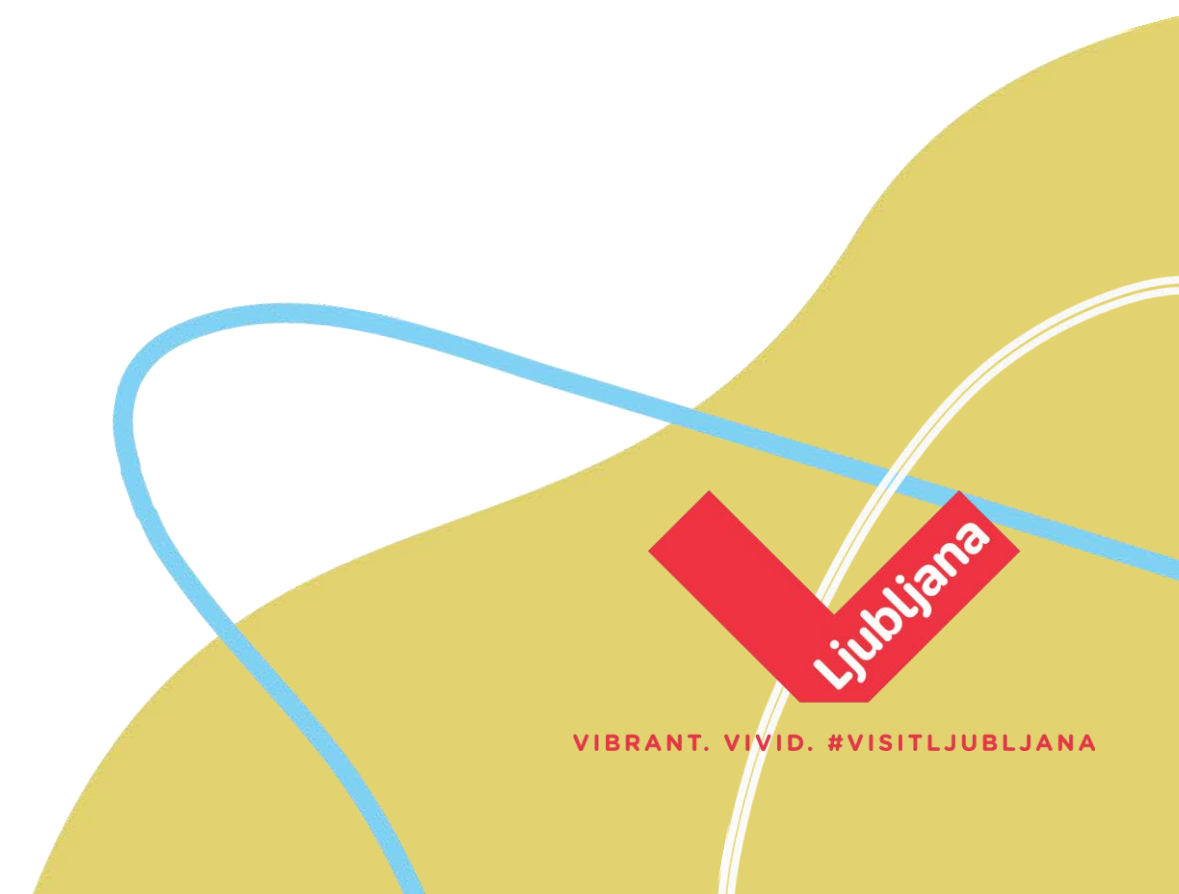
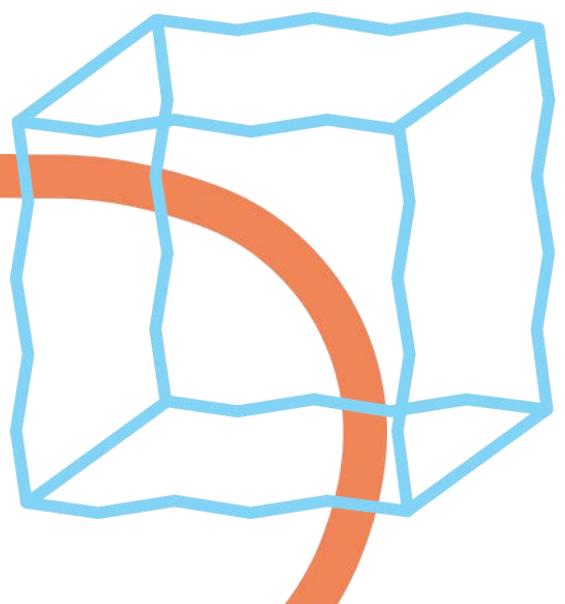
Ljubljana and Ljubljana Region Tourism Development Strategy 2021 – 2027

In December 2020, the Municipality of Ljubljana adopted a new tourism destination strategy with a clear vision of Ljubljana **becoming the leading and most creative urban destination of a sustainable lifestyle in the world.**

The strategy was prepared in close cooperation with more than 100 key stakeholders and partners from the private and public sectors.

The goals and initiatives set in the strategy address five main areas that will be the focus of our activities in the next period:

1. **Creating and enhancing events**
2. **Developing new sustainable concepts**
3. **Enhancing cooperation among stakeholders**
4. **Urban touristification**
5. **Accessibiltiy and mobility.**



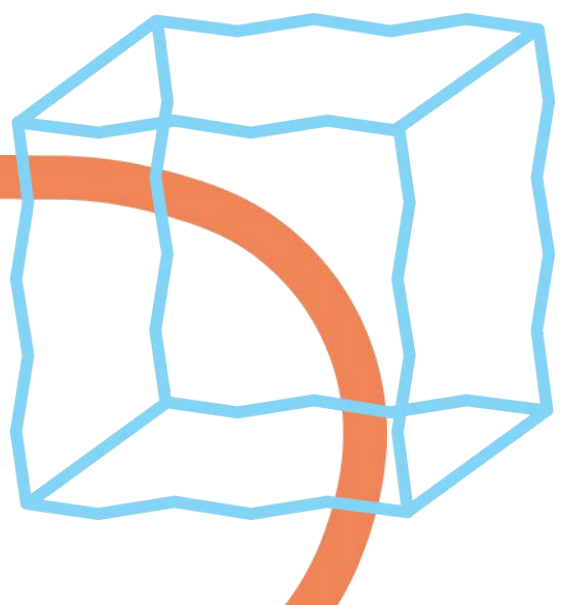
Our goals

Qualitative:

1. Satisfied residents and tourists.
2. Dispersion of tourist flows outside the city centre.
3. Improving accessibility and sustainable mobility.
4. Development of an internationally recognized brand.
5. International recognition and awards.

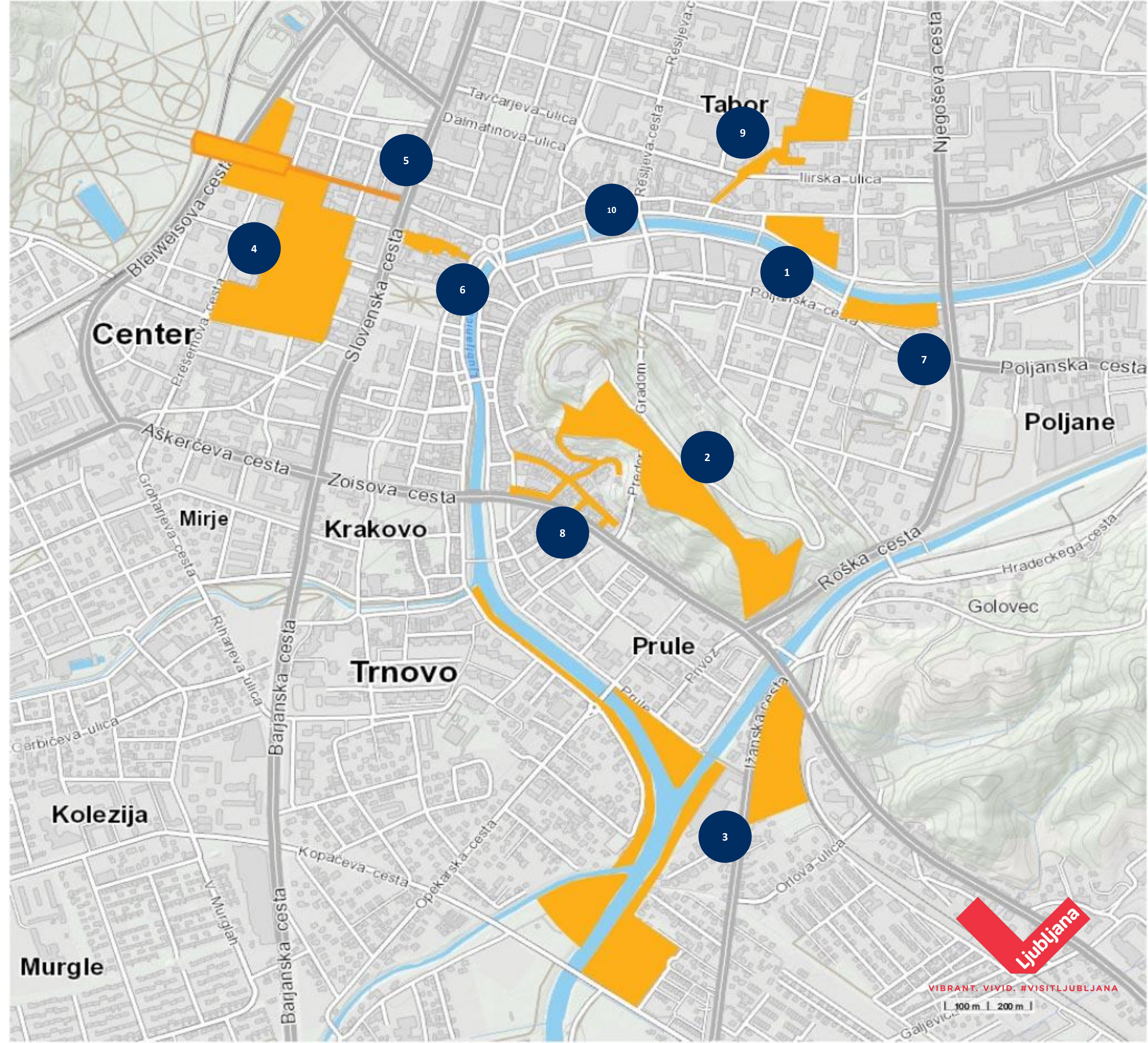
Quantitative:

1. 3.000.000 overnights annually by 2027.
2. Extending the tourist overnight stays to at least 2,5.
3. Increasing daily tourist consumption by 4 % annually.
4. Increasing the number of direct flight connections to at least 25.



Investment plan

Investments in the tourism infrastructure will enable us to expand the tourist flows outside the city centre.



Cukrarna



Ljubljana

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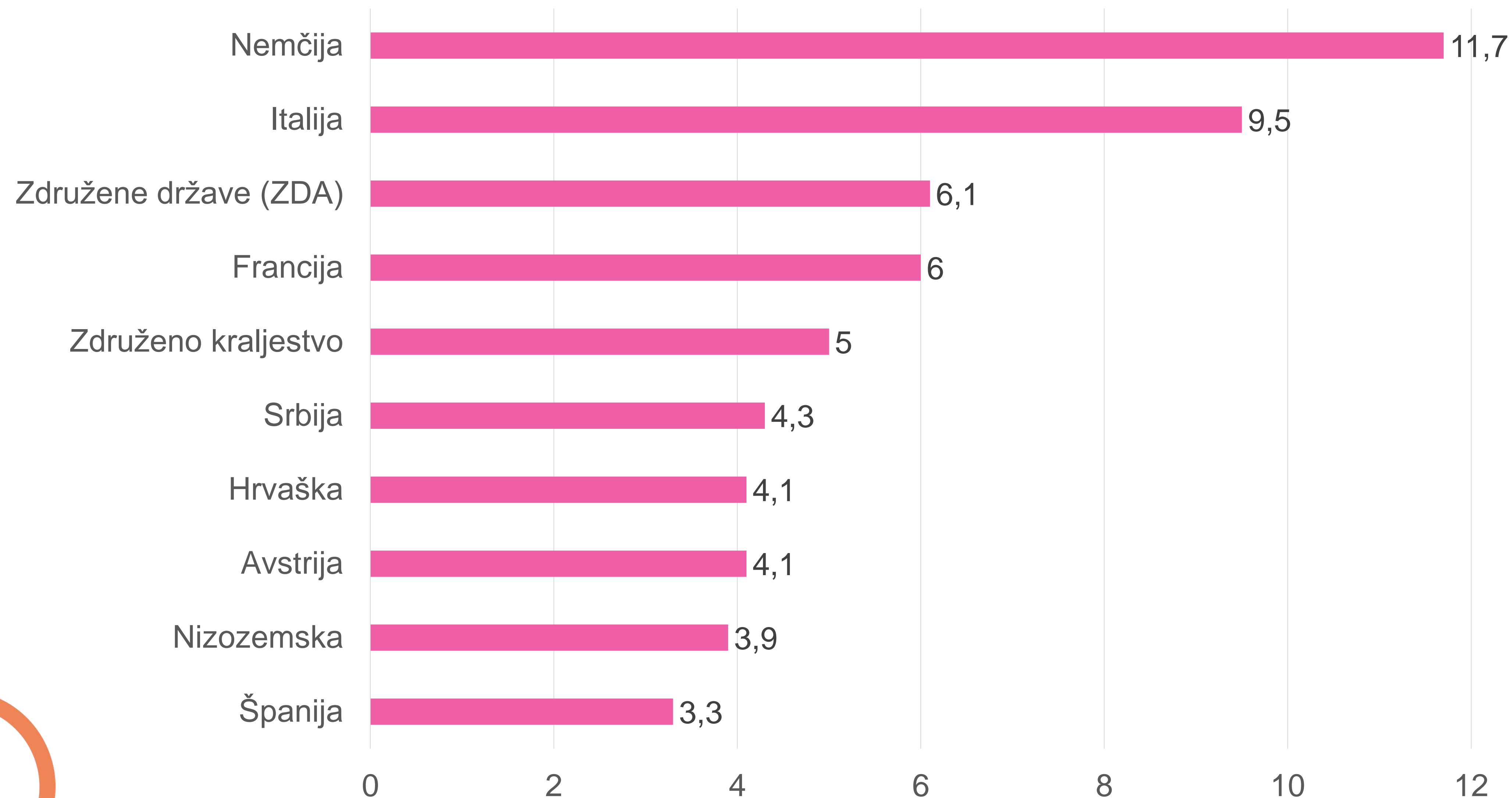
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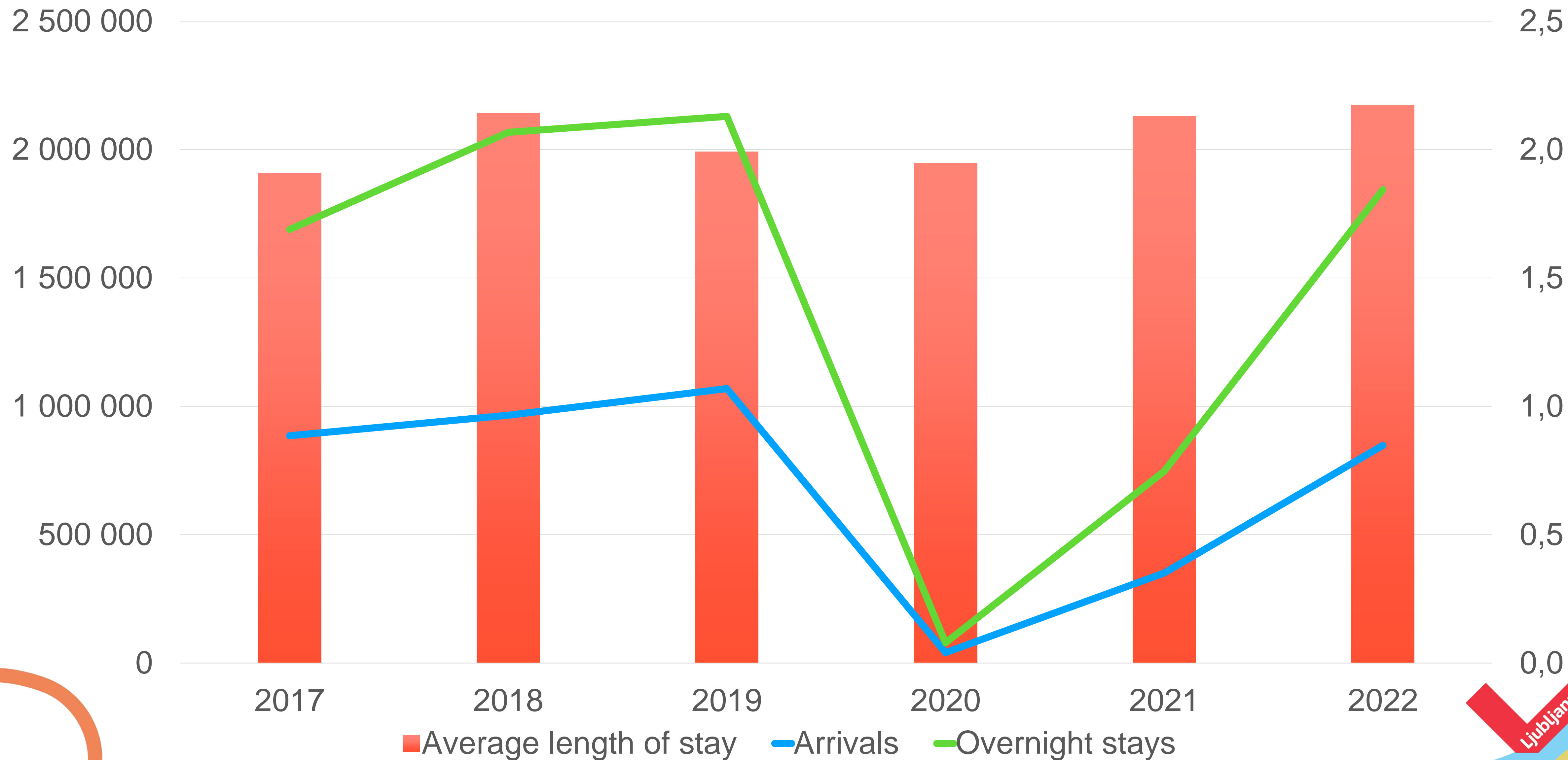
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And how are we doing?

Top 10 key markets overnight stay (%), year 2022



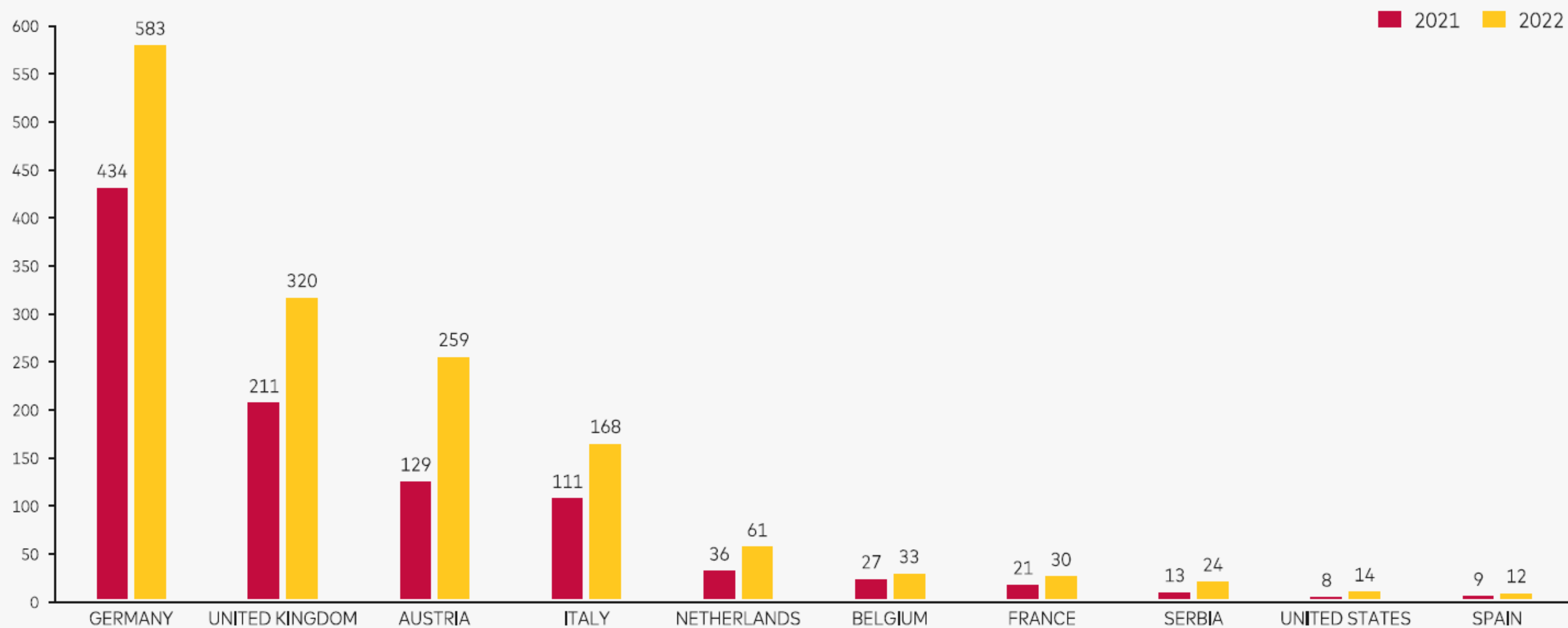
And how are we doing?



Tourist expenditure trends

Annual Spend | Germany, United Kingdom and Austria are the top spending countries in Central Slovenia for both the years

Top 10 Corridors per Annual Spend (Indexed to 2021 average spend)

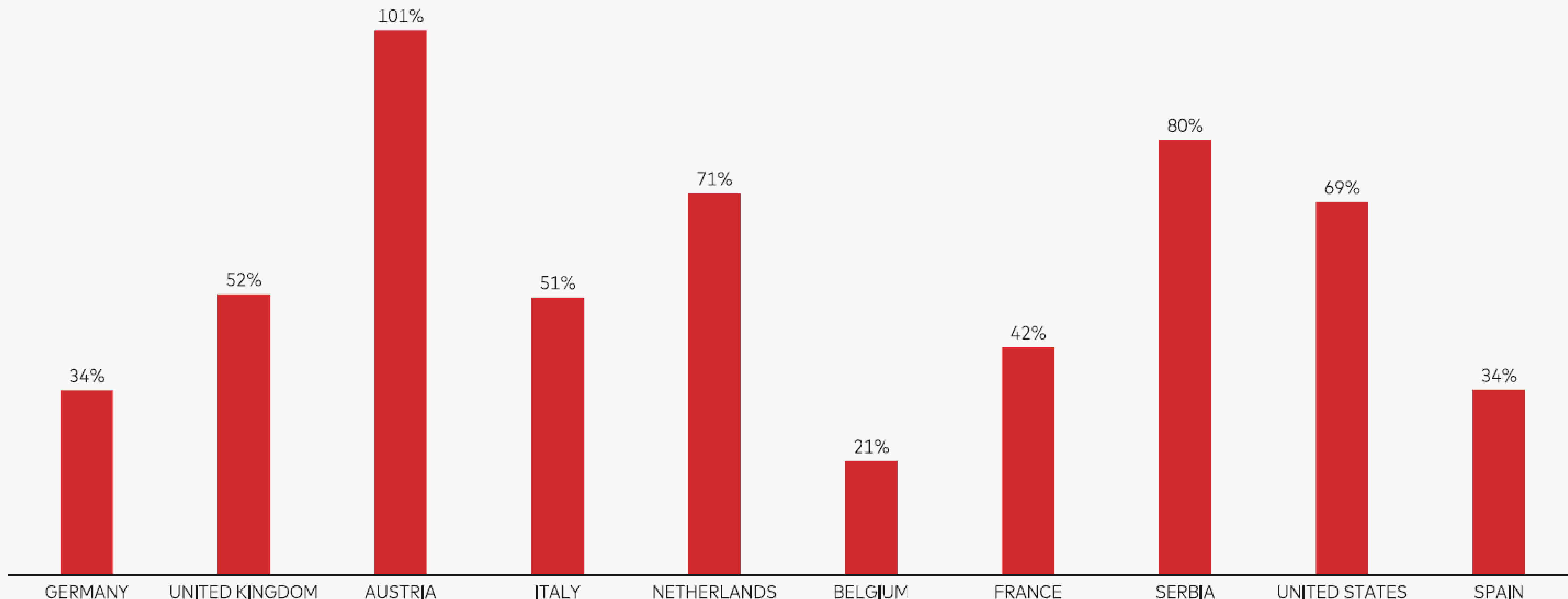


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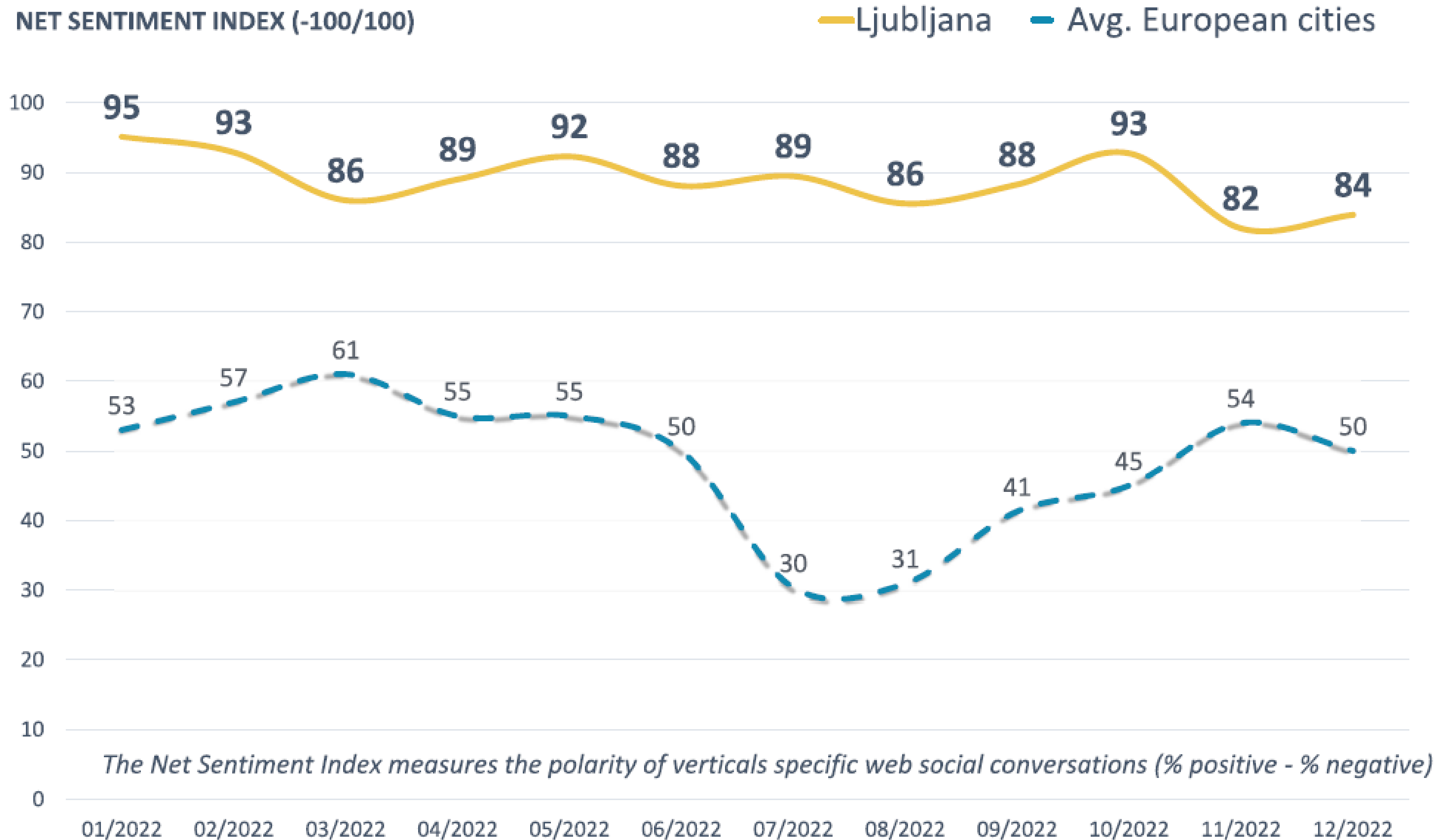


Spend Growth | Spend activity increased for Slovenia for almost all corridors; Austria, Serbia and Netherlands showed high increase in spending in 2022 compared to 2021 while spending growth from Belgium, Spain and Germany is relatively lower

2021/2022 Corridors Spend Growth (%)



Ljubljana's reputation and tourist sentiment



Tourism and sport infrastructure



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Ljubljana has made important investments in the development of the infrastructure needed for further tourism development.

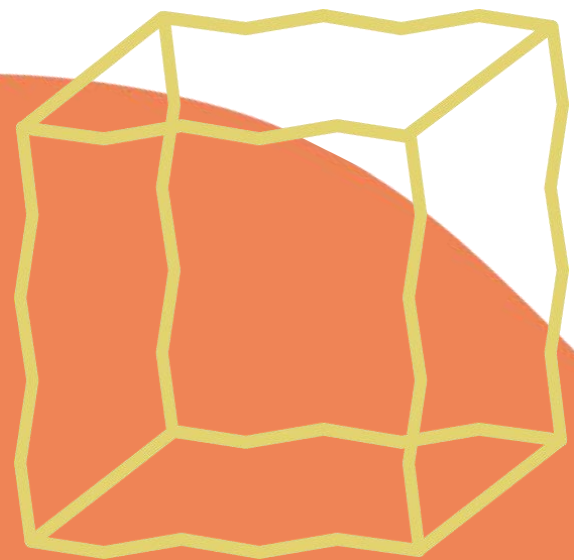
Accommodation infrastructure

The global Covid pandemic hasn't stopped investments in the accommodation infrastructure.

Some of the new hotels are Grand Plaza Hotel, ONE66, Zlata Ladjica, The Hotel, Heritage, and Čad.

We expect additional 600 rooms in the next 2-3 years.

Hotels by categories	No. of hotels	No. of rooms
5*	3	535
4*	24	2049
3*	20	997
budget	2	89
Total number of hotels / rooms		
	49	3670



Sport infrastructure and events

Ljubljana has proven itself as a great host for various international sports events.

In the last few years, we hosted UEFA European U21 Championship, the 2022 Men's Volleyball World Championship, Women's EHF EURO 2022 and many more.

This year we are hosting FIBA Women's Basketball World Cup.



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Sports infrastructure

- Stožice sports centre
- Hala Tivoli
- Various other sports venues
- Upcoming projects: Sports centre Ilirija (2023)
- Climbing Sports Center Ljubljana (2024)
- Vevče swimming pool (2024)
- Athletic Center Ljubljana (2025)



Ljubljana



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Why should you visit and invest in Ljubljana?



- Highly educated workforce and internationally recognized education institutions
- Stimulating business and start-up environment
- Technology Park Ljubljana
- Institut Jožef Stefan
- BTC City Ljubljana
- Great relations with Austria & Vienna





Ljubljana

THE GREENEST OF CAPITALS



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EUROPEAN
BEST
DESTINATION
2022
★ LJUBLJANA ★

Can't wait to see you in Ljubljana



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