



# GREEN STORY OF LJUBLJANA

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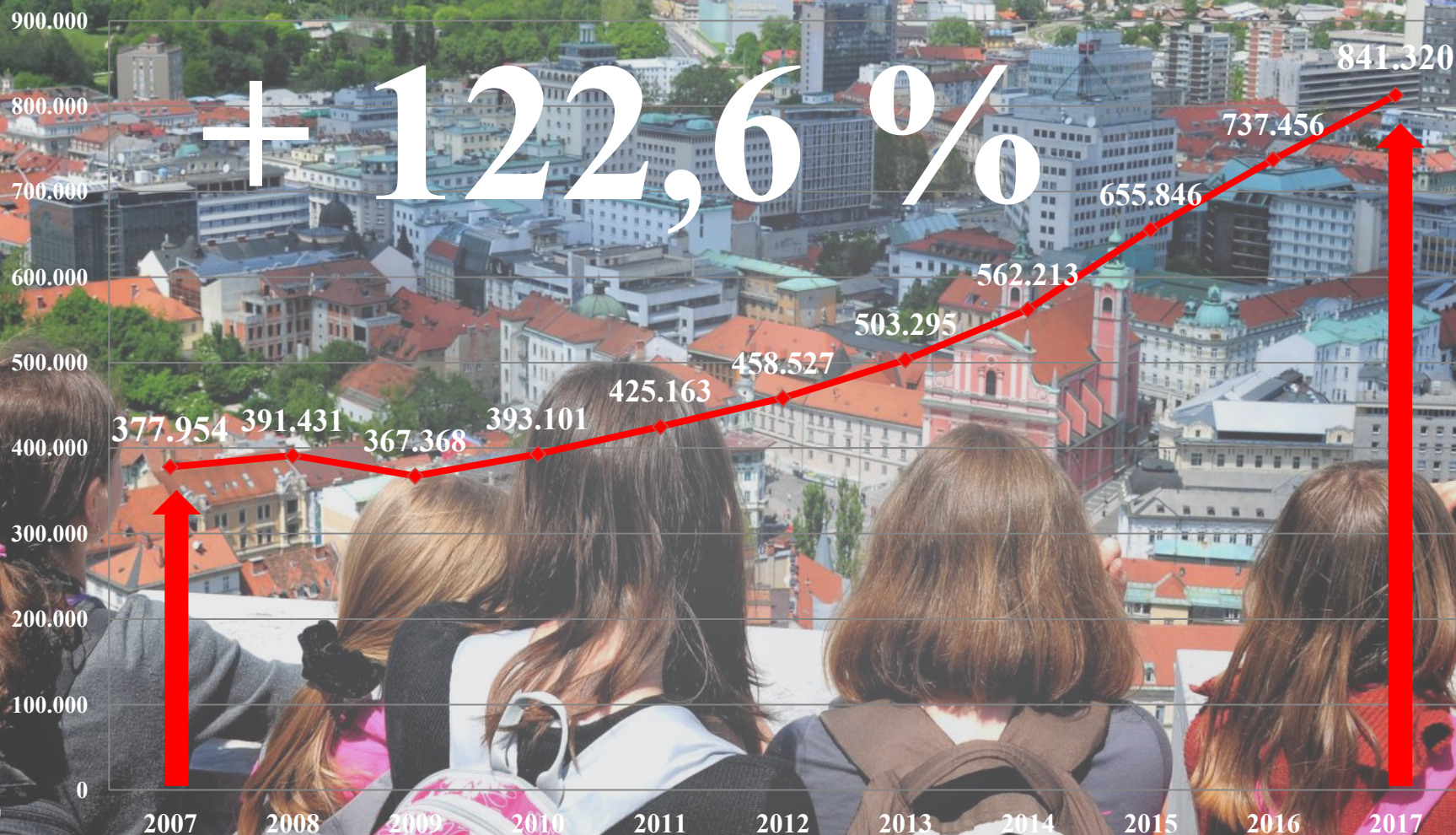
# LJUBLJANA TOURISM

- Public institute, founded by Municipality of Ljubljana
- Tourist Information Centres and Ljubljana Convention Bureau
- Main role: development and promotion of tourism in Slovenia capital and Central Slovenia region

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# ARRIVALS



Source: Statistical Office of the Republic of Slovenia



# OVERNIGHTS



Source: Statistical Office of the Republic of Slovenia



# IMPORTANCE OF STRATEGIC PLANNING

- To create attractive, green, environmentally-friendly Ljubljana
- High quality of life and strong economic growth





# RENOVATION

## IN THE CITY CENTRE

# TODAY





# RENOVATION

IN THE CITY  
CENTRE

# TODAY





# PLEASANT PEDESTRIAN ZONE

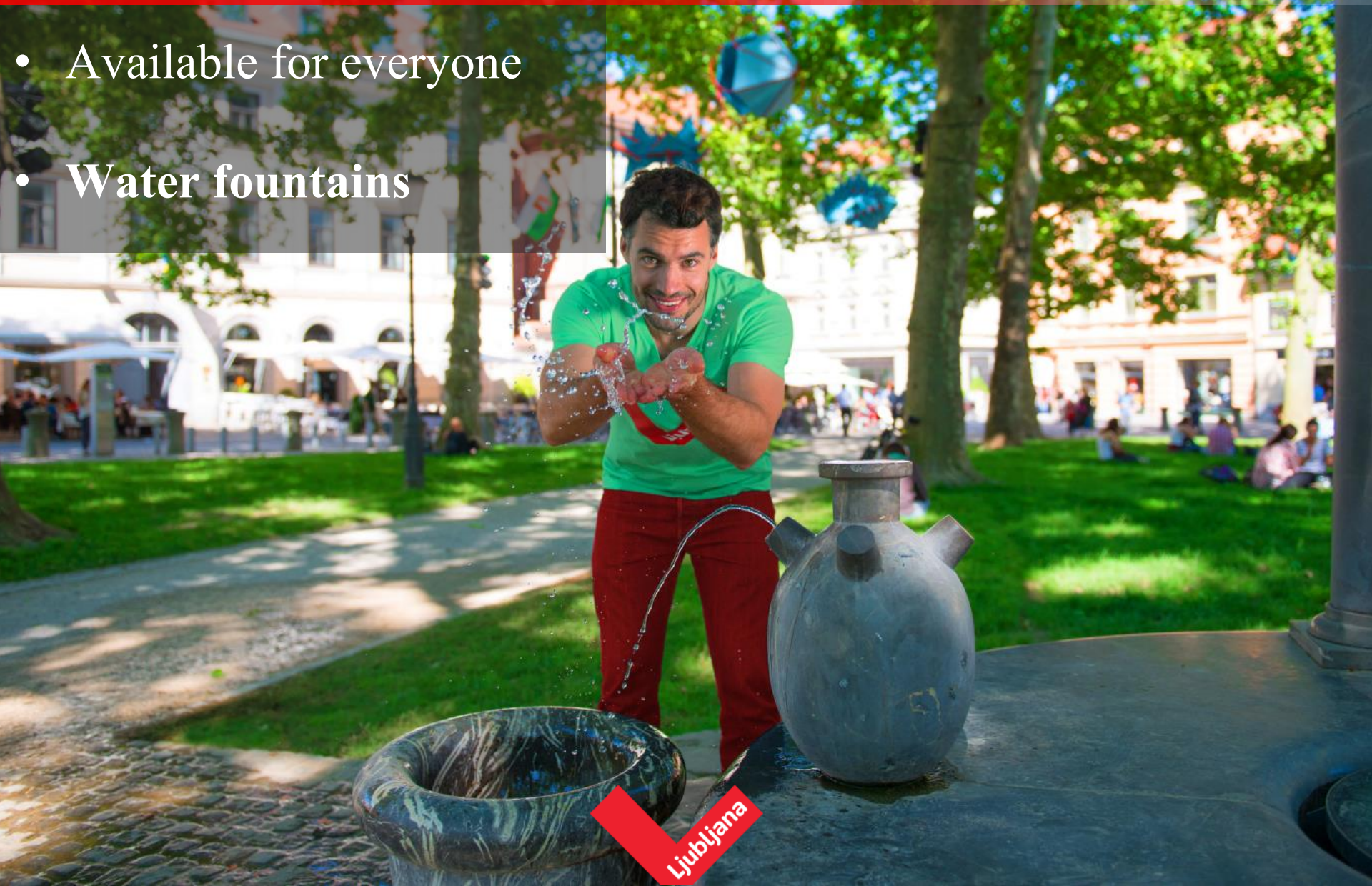
- More opportunities for social interaction and sightseeing
- **14,000 outdoor events every year**





# FREE WATER RESOURCE

- Available for everyone
- Water fountains



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# SUSTAINABLE MOBILITY

- 93 % is covered by network of city bus
- Environmentally – friendly public buses
- Ticketing system (URBANA smart card)
- Electric vehicles / electric train





# SUSTAINABLE MOBILITY

- **BicikeLJ bicycle-sharing system (580 bike stations)**
- **Car-sharing system with 100 % electric cars**
- **P+R facilities (car parks with connections to public bus services)**



# WASTE MANAGEMENT SYSTEM

- Underground waste collection containers
- Regional management centre
- The highest share of separately collected household waste in the EU (67 % in 2017)





# SATISFACTION OF LOCALS

- 3 surveys within locals
- Last year: 91 % of satisfied citizens



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# DECENTRALIZATION

- Create and promote new attractive areas outside the city centre and in the Central Slovenia region





# DESEASONALIZATION

- NOVEMBER GOURMET
- **one month** lasting (off-season) event
- Ljubljana turns into **gastronomic capital**
- series of culinary events in the company of **master chefs** and **winemakers**



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# GREEN SUPPLY CHAINS

- The aim of the project: **increase the % of locally produced food and drinks** to the restaurants and hotels in Ljubljana
- In 1,5 year **17 tons** of local produced food were purchased via project
- Stock markets



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&  
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