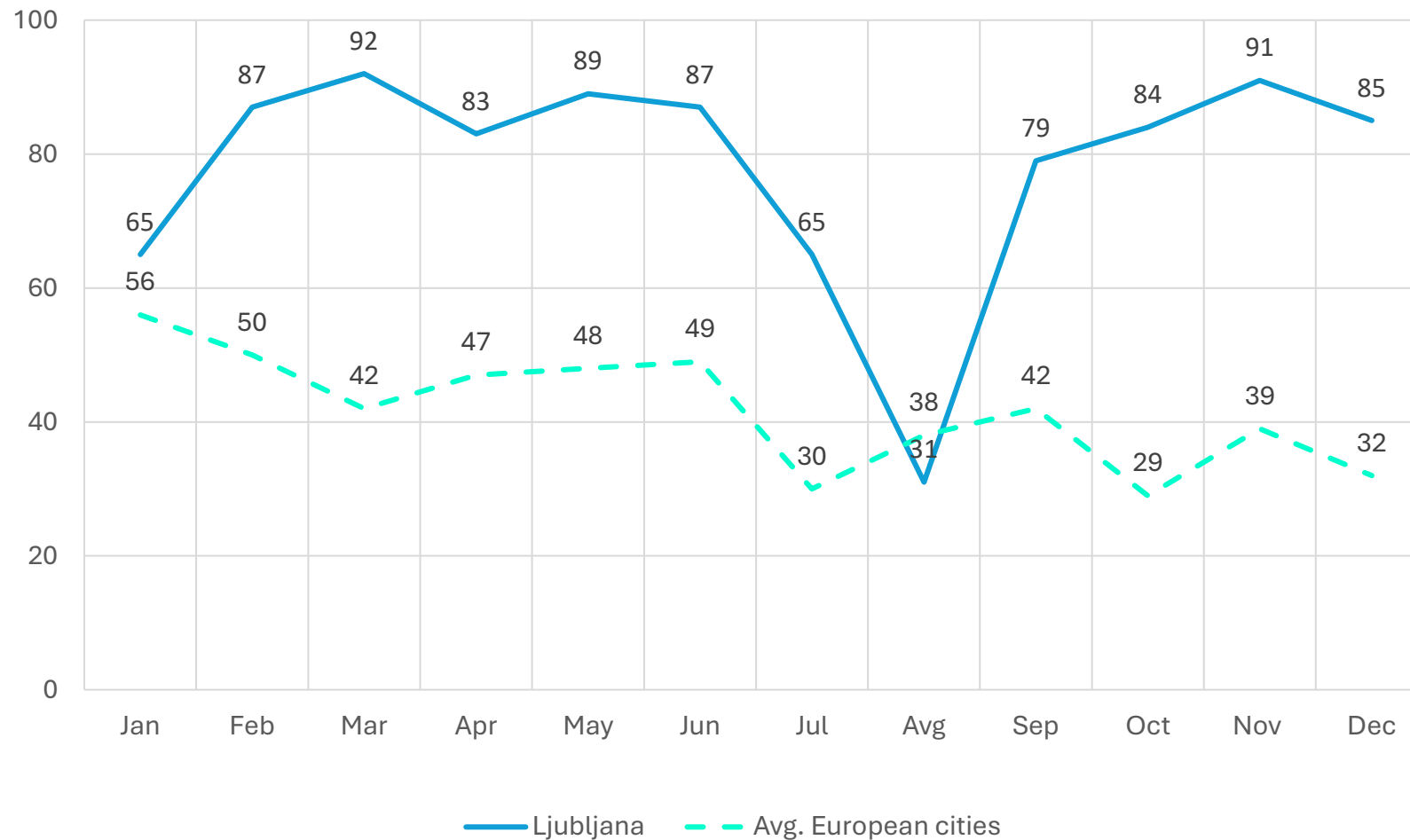


# TravelSat: Online Reputation of Ljubljana, 2023

NET SENTIMENT INDEX (-100/100)



## Net sentiment index in 2023

Ljubljana

Avg. European cities

**78**

-12.2%  
compared to 2022

**42**

-14.6%  
compared to 2022

Source: TravelSat. Measuring social media posts (positive and negative). Range: -100 do 100.

# Implementing Zero Waste Strategy in Ljubljana Hotels

The tourism industry generates 35 million tons of waste annually.

Tourism is responsible for 14% of all municipal waste globally.

On average, European tourists produce 1 kg of waste daily.

By 2050, the amount of waste from tourism activities is expected to increase by 251.

Source: Report on the Environment in Slovenia, 2022

Ljubljana hotels generate 10,8 million litres of waste annually.

Source: Voka Snaga waste management company

Detailed study on waste management

Workshop with hoteliers to discuss challenges and positive changes.

Identified challenges

Strategic objectives: unified measurement model, increase in separate waste collection, reduce single-use plastics

Action plan:

April: first waste measurement at 4 hotels

Next steps: individual meetings with hotels for specific improvements

Future: more hotels, ongoing analysis, educational sessions, measure effectiveness

# Event Impact Calculator

## Event Parameters

Event Name:	ISPIM Innovation Conference 2023
Event Type:	Convention
Start Date:	4. 06. 2023
End Date:	7. 06. 2023
Overnight Attendees:	509
Day Attendees:	50

Event Name:	7th European Conference on Social Network
Event Type:	Convention
Start Date:	4. 09. 2023
End Date:	8. 09. 2023
Overnight Attendees:	247
Day Attendees:	0

## Key Results

Business Sales (Direct):	603.305 €
Business Sales (Total):	996.525 €
Jobs Supported (Direct):	233
Jobs Supported (Total):	314
Local Taxes (Total):	0 €
Net Direct Tax ROI:	99.532 €
Estimated Room Demand:	1,520

Business Sales (Direct):	208.529 €
Business Sales (Total):	343.772 €
Jobs Supported (Direct):	74
Jobs Supported (Total):	96
Local Taxes (Total):	0 €
Net Direct Tax ROI:	38.024 €
Estimated Room Demand:	793