

Campaign “Tourism Makes Ljubljana ...”

Description of the initiative/action/ policy/governance structure and process:

Tourism Ljubljana promoted a campaign to increase residents' awareness about the advantages of tourism for the community. This encompassed initiatives such as bike parks, festivals, sports facilities, and electric buses for enhanced mobility, all funded through tourism taxes.

The Tourism Board of Ljubljana harnessed digital tools and promotional displays throughout the city to visually demonstrate to residents how these amenities and infrastructure projects were made possible through tourism-generated revenue.

The campaign, characterised by its informative nature, garnered significant attention not only from local and international media but also from local non-governmental organisations and residents. Ljubljana serves as a shining example of how to highlight the often-overlooked benefits that tourism can bring to local communities.

Type	Measure - Promotional
Date of launch	2021
Impact	1. Raised awareness on tourism, improving the city for its residents 2. Displayed, with posters, how the city benefited from the direct boost of profits in tourism 3. Co-financed several projects with revenues from tourism, such as: Gault & Millau Ljubljana Quality Mark 2021, November Gourmet Ljubljana, Green Scheme of Slovenian Tourism, Ljubljana-Style Breakfast, Green Supply Chains, European Food Summit, open air events, Ljubljana Ambassador Club, Ljubljana Convention Bureau Consortium, amongst others.
Issuing organisation	City of Ljubljana & Ljubljana Tourism
Relevance	Campaigns like this one are crucial in highlighting the symbiotic relationship between tourism and the local community. By promoting tourism and reinvesting the profits into city improvements, these campaigns create a positive feedback loop. They not only enhance the tourist experience, but also enrich the quality of life for residents. In crisis scenarios residents play a crucial role in the development and transformation of more sustainable models of tourism while also compensating the decrease of international tourism. Tourism policies should be strongly incorporated in local communities, increasing the quality of life of the local population, and making destinations more resilient.