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28. 10. 2021

LJUBLJANA – A SMART TOURISM DESTINATION



# LJUBLJANA – ROMANTIC AND CREATIVE



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# VISION OF LJUBLJANA BECOMING THE LEADING AND MOST CREATIVE URBAN DESTINATION OF SUSTAINABLE LIFESTYLE IN THE WORLD





# WHAT DOES BEING SMART MEAN TO US?



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# BEING SMART MEANS BEING INNOVATIVE AND BOLD

PREJ. *Before.*



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DANES. *Now.*



# BEING SMART MEANS ALWAYS EVOLVING



PREJ. *Before.*



DANES. *Now.*

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# BEING SMART MEANS DEVELOPING SUSTAINABLE AND SMART MOBILITY





# BEING SMART MEANS TAKING CARE OF THE WASTE MANAGEMENT



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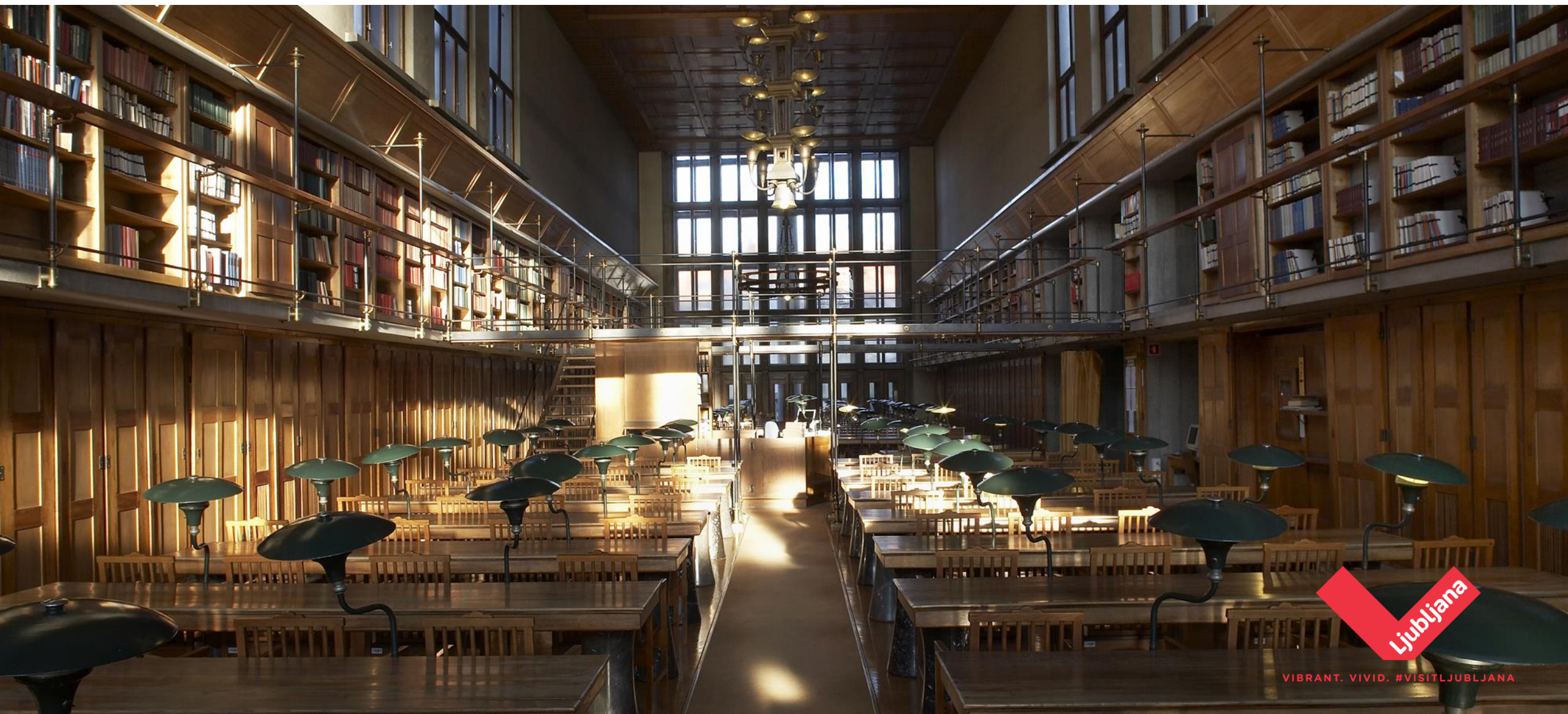


# BEING SMART MEANS TAKING CARE OF THE SUPPLY CHAINS





# BEING SMART MEANS TAKING CARE OF CULTURAL HERITAGE





# BEING SMART MEANS BEING ACCESSIBLE

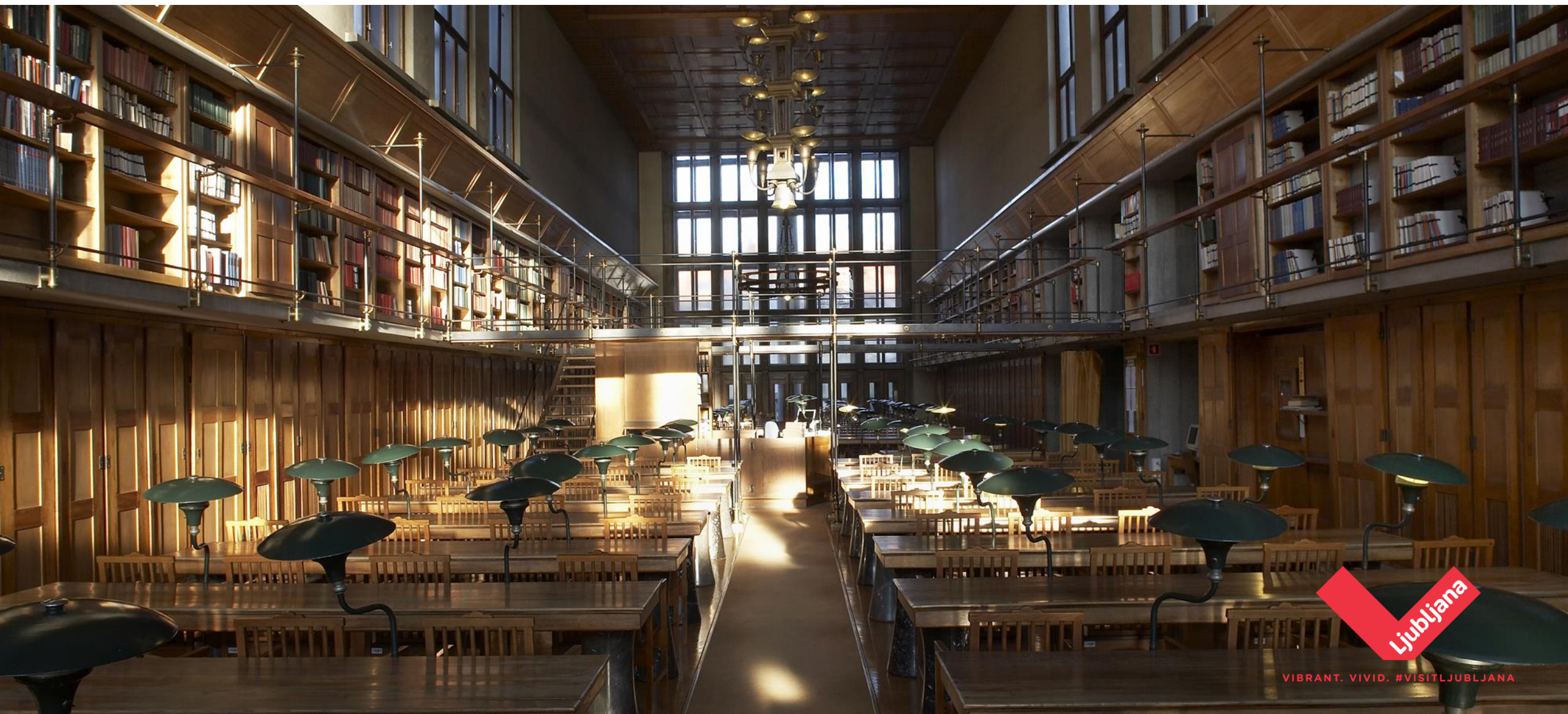


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# BEING SMART MEANS TAKING CARE OF CULTURAL HERITAGE





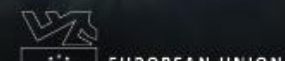
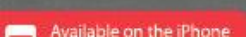
# BEING SMART MEANS BEING CREATIVE

Discover the city of the great mind.

## Plečnik's visions

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THANK YOU FOR  
YOUR ATTENTION!

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