



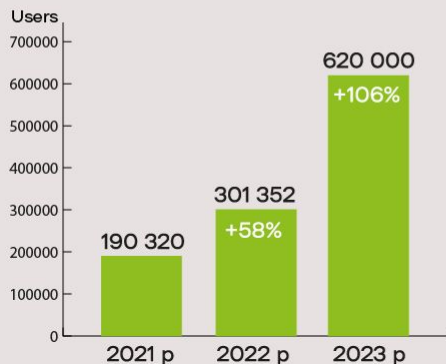
# Report 2023 Lviv-Tourism-Office

П  
МОБІЛЬНЕ  
ПАРКУВАННЯ

ЛІВІВ

# lviv.travel

the official Lviv tourist website



## Localisation of users

Top in Ukraine:

Kyiv  
Dnipro  
Kharkiv  
Zaporizhzhia  
Lviv



Top in the world:

Poland  
USA  
Germany  
UK  
Czech Republic

This is how lviv.travel is most often found on Google:

where to go, what to see in Lviv  
where to go with kids  
events in Lviv / museums in Lviv  
places to visit in Lviv  
shelters Lviv



lviv.travel was seen  
18 million times on Google  
(+35% compared to 2022)

In 2023, lviv.travel was clicked  
on 708,000 thousand times on Google  
(+43% compared to 2022)

**14 Best Things to Do in Lviv**

Top 5 publications:

- Top 10 places to visit in Lviv
- Events in Lviv / Museums in Lviv
- New cafes and restaurants in Lviv 2023
- Bomb shelters in Lviv
- History of Lviv

The most read publications:

- Bomb shelters in Lviv
- Top 10 places to visit in Lviv
- New cafes and restaurants in Lviv in 2023



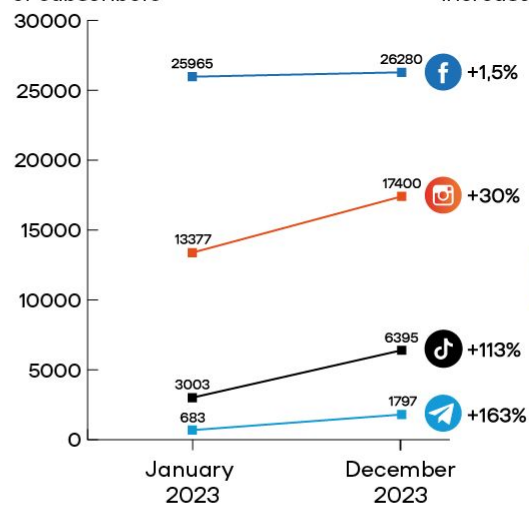
women **66,9%** men **33,1%** age **33-44**  
years

Interests of lviv.travel users:

travel, new locations/venues, food  
media/entertainment, shopping/leisure

Social networks lviv.travel

number of subscribers



**TikTok**

number of likes  
January 2023: 35700  
December 2023: 94601  
increase (165%)

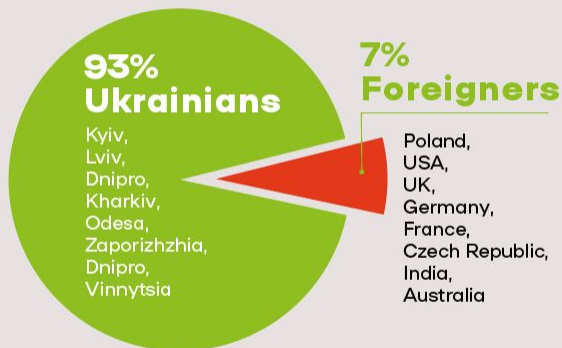
# **i** Tourist information center



The most frequent queries

- City Tower**
- observation decks
- events**
- Lviv transport
- Levchyk the cat**
- excursions**
- Lviv City Card**
- shelters
- conceptual restaurants**
- Family Friendly Activities**
- Lviv coffee**
- parking lots

## Visitors to Tourist Information Centres:



## The most visited museums with Lviv City Card:

- Andrei Sheptytskyi Lviv National Museum
- Glass Museum
- Secret Pharmacy interactive museum
- Clementii Sheptytskyi Museum of Folk Architecture and Rural Life in Lviv (Shevchenkivskyi Hai)
- Lviv Brewery Museum – Lvivarnia
- Natural History Museum

# The City Heals

Municipal programme for social and cultural rehabilitation of military personnel undergoing rehabilitation in Lviv



"I've been to Lviv as a passing through, but never to walk around the city and see its sights. So I had a lot of fun. Such excursions heal. I was coming here, and my back was hurting. Now I don't feel it. Positive emotions, a friendly attitude, it takes away anxiety, negative memories, and somehow inspires and makes you want to live," said Volodymyr Kryvosheev.



"After the excursion to Lviv Polytechnic, I thought about re-entering and getting a second degree. This project is valuable. It makes me realise that life goes on," says Viktor Sikalenko.



"Thank you for the tour! It is difficult for me to move around the city because I have just received a prosthesis. I now know what to tell my doctor, where to adjust and what to change. It's valuable to leave the hospital room and walk around the city with a local guide who tells you everything in such an interesting way," says Andrii Askerov.

## 507

military personnel  
and their families

## 56

activities

City tours, Lviv Skansen, Franko House, Museum of Science, Lychakiv Cemetery, Lviv Polytechnic National University, Lviv Puppet Theatre, Oceanarium, Lviv Brewery Museum, Domazhyr Bear Shelter, Farmers' Fair, Movie screenings, Concerts, Stand-up, Football match, Castles of Lviv region, Stryiskyi park, Wonder train.

march – december

# Hospitality without barriers



Training for the hospitality industry

- ▶ correct communication and interaction
- ▶ barrier-free environment

**167**  
employees

**67**  
establishments



**58 people from  
24 hotels**



**109 people from  
43 restaurants**

Trainers:

**Nina Matsiuk**, an expert on inclusiveness and barrier-free environment

**Volodymyr Vysotskyi**, certified professional for accessible built environment

Hospitality without Barriers guide



- ▶ examples of inclusive solutions for accommodation and food services
- ▶ schemes of space organisation, furniture and equipment placement
- ▶ correct communication

july – november

# Barrier-Free Week in Lviv

Barrier-free training for 400 representatives of public services in Lviv and the region



26%\*

The average increase in knowledge of participants



- ▶ drivers of public transport
- ▶ employees of cultural and educational institutions
- ▶ employees of administrative service centres
- ▶ members of monitoring groups
- ▶ officials



Навчання було змістовне і зрозуміле. Було піднято ряд питань, на які не звертались уваги у повсякденному житті закладів, а після навчання на них роблять акцент, як покращити сервіс в обслуговуванні маломобільних групи населення, як зробити заклад без бар'єрним для усіх відвідувачів.

Ірина Гримак. Регіональний менеджер «Львівські Круасани»

\*Based on survey data at the beginning and end of the training



october

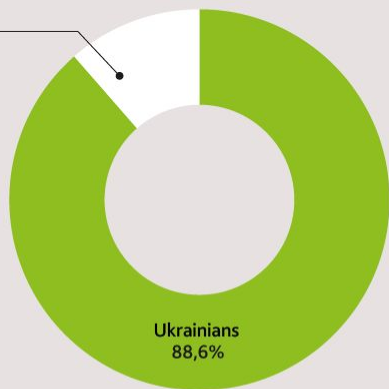
# Lviv's guests in 2023. Who are they?

The first survey of Lviv visitors during the full-scale war  
Conducted in cooperation with the Sociological Laboratory of the UCU  
Sociology Programme

Please indicate the country  
of your permanent residence (number of people)

## Foreigners

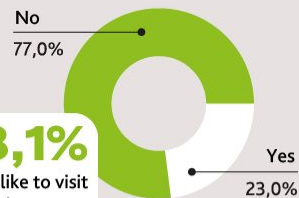
11,4%	
USA	15
Poland	10
United Kingdom	6
Italy	3
New Zealand	3
France	3
Sweden	2
Netherlands	2
Germany	2
India	2
Canada	2
Sakartvelo	1
Japan	1
Tunisia	1
Norway	1
Latvia	1
Total	153



Please indicate the city of your  
permanent residence (%%)

Kyiv	21,7
Kharkiv	5,8
Zaporizhzhia	4,5
Ternopil	4,1
Kherson	3,0
Dnipro	2,6
Ivano-Frankivsk	2,5
Vinnitsia	2,4
Lutsk	2,1
Odesa	2,0
Bila Tserkva	1,5
Poltava	1,5
Rivne	1,4
Sumy	1,3
Cherkasy	1,3
Khmelnitskyi	1,2
Mariupol	1,2
Irpin	1,2
Lviv	1,0
Bakhmut	1,0
Others	36,7

Is it your first time in Lviv?



**88,1%**  
Would like to visit  
Lviv again

How long do you plan to stay  
in Lviv?

**2-3 days**  
Foreigners:  
**4-7 days**

The Lviv locations  
that you liked the most

1. Opera House
2. Rynok square
3. Stryiskyi Park
4. Lychakiv cemetery
5. High Castle
6. Shevchenkivskiyi Hai
7. City hall
8. House of Scientists
9. Art center "Dzyga"
10. M. Zankovetska Theater

For foreigners:

1. Stryiskyi Park
2. Rynok square
3. Opera House
4. Shevchenkivskiyi Hai
5. House of Scientists
6. Ivan Franko Park



"Students of three courses of the Department of Sociology were involved in the data collection and processing. For the students, it was a valuable and interesting experience, primarily because the task is related to a specific production request of a real structure, and the result will be of practical use." – **Viktor Susak, UCU Department of Sociology professor.**

More results  
of survey



april – may

# The route in memory of Petro Radkovets



Petro Radkovets, a legendary Lviv guide, died suddenly on 4 February 2023. In gratitude for his contribution to the popularisation of the town, an excursion route was created in his memory, with stories related to Radkovets and the peculiarities of its guided tours.

The author of the route, colleague and guide Diana Borysenko, created it in cooperation with the guide's family and the Lviv Tourism Office. You can book a tour at the Lviv Tourist Information Centre.

Interesting facts from  
the life of Petro Radkovets



april



"This route was created so that people who, unfortunately, will no longer be able to go on an excursion to Petro Radkovets can feel his special atmosphere, his mood and the Lviv that Petro loved to talk about," says **Khrystyna Lebed, Head of the Tourism Office.**



# Lviv is a city of cities

- ▶ Charity exhibition and fair for the City Day
- ▶ Promoting the cultural heritage of the frontline and occupied regions of Ukraine: Donetsk, Luhansk, Kherson, Kharkiv, Sumy, Kyiv, Zaporizhzhia and Crimea
- ▶ Social integration of internally displaced Ukrainians living and working in Lviv
- ▶ Fundraising for the Armed Forces of Ukraine



may

# International Museum Day in Lviv

**13 thousand visitors**

**4-day programme**

**34 museums**

It is a unique offer for residents and visitors to deepen their knowledge of Ukrainian identity, memory and history, and local and national heritage when it is at risk of extinction.

may



# European Heritage Days in Lviv – Living Heritage

**1 900**  
visitors

**68**  
events

**47**  
volunteers

**64** experts on the heritage and culture of Lviv and the region, museum workers



вересень

# MOT – Module of Temporality

Exhibition space with works by 28 artists from 10 countries



**one month**

over  
**11 thousand**  
visitors

over  
**UAH 2 million**  
was raised for the restoration  
of cultural sites in Ukraine

september – october

# Wine Forum & Lviv Art and Wine Festival



- ▶ Finding solutions and establishing cooperation that will contribute to the development of the Ukrainian wine industry support for Ukrainian winemakers, small and medium-sized businesses
- ▶ Promotion of a quality Ukrainian product that deserves recognition among Ukrainian and foreign consumers
- ▶ Promoting the expansion of Ukrainian wine in restaurants and retail chains in the city
- ▶ Raising funds for the UNBROKEN rehabilitation centre

more than

**20**

winemakers from all over Ukraine

**1 000**

visitors to the festival

december

# Your Christmas in Lviv

a unified city concept of the Christmas season symbols: light and tradition

- ▶ Table to commemorate those who died in the war in restaurants
- ▶ Caroling by the bonfires
- ▶ Christmas carols songbook
- ▶ Bethlehem fire in restaurants and hotels
- ▶ Special offers for military personnel with their families charity dinners for those in need
- ▶ Christmas dishes on the restaurants' menus



december

# City Museum

## The project "Creation of children's maps of Lviv districts\_Naukova" Quest "Like a fish in the city"

The presentation and testing of the quest took place within the framework of the International Day of Museums on May 21.

### Geography of participants:

Lviv – 27 teams  
Kharkiv – 2 teams  
Kyiv – 2 teams



Advertising  
of the quest

Each of the participants can register on the website of the City Museum and borrow a set of travelers to complete the quest in 11 locations in Lviv. The set includes - a backpack, a paper map, a decoder, a bag for tokens, tokens, and upon completion of the quest, each team receives mock-up prizes. Participation in the quest is free. The project is implemented with the support of the ZMIN Foundation.



## The project "Creation of children's maps of Lviv districts\_Znesinnia" Quest "Like a fish in the city"

In 2023, the City Museum began developing the third quest. This time, the project team chose Lychakiv district and Znesinnia Park. The goal of the project is to draw children's attention to the fact that green areas are an important component of the functioning of the city. The park is a place for active recreation, getting to know the local flora and fauna, and an opportunity to learn how to care for the environment and develop an ecological culture.

### 13 events were held within the project:

- ◆ excursions from Anna Hirna (biologist), Oksana Omelchuk (botanist), Bohdan Yavorskyi (geographer), Volodymyr Boiko (historian), Andrii Bokotei (ornithologist), Oleksandra Dyda (architect)
- ◆ expert advice from Maryna Rahulina, Maria Lukianova, Oleh Orlov, Taras Hrynychshyn
- ◆ masterclass on creating a comic book protagonist by Maria Aliapova, Odesa Municipal Museum of Private Collections
- ◆ workshop on creating a portrait of a typical representative of the target audience
- ◆ voting for the objects of the subjective map
- ◆ map orientation workshop
- ◆ quest task-solving
- ◆ workshop on creating a comic book scene in partnership with Comics UA

More about projects and activities  
of the City Museum at the link



# Our partners

