

ALMANAC

RESTAURANT / LJUBLJANA, SLOVENIA / AUGUST 2026

RESTAVRACIJA STRELEC

Fine dining inside Ljubljana Castle's medieval tower

MARKETING INTELLIGENCE REPORT

PREPARED AS A DEMONSTRATION FOR LJUBLJANA TOURISM

YOUR SETTING IS
EXCEPTIONAL.

EXPECTATIONS SHOULD MATCH.

Based on 23 data sources covering your online presence, your competitors and the wider market.

4.6

GOOGLE REVIEW SCORE / OUT OF FIVE

7

OPPORTUNITIES IDENTIFIED

4

ACTIONS YOU CAN TAKE QUICKLY

THE CENTRAL FINDING

Guests already value your food, wine pairing and singular castle setting. Your strongest opportunity is to make the shape of your premium evening completely clear before booking: seven courses, no à la carte, approximately 2.5 hours, and a castle arrival that deserves practical guidance.

START HERE

01

PREVIEW YOUR MENU CLEARLY.

QUICK WIN

02

EXPLAIN YOUR CASTLE ARRIVAL.

QUICK WIN

03

MAKE YOUR TOWER A SERIES.

QUICK WIN

YOUR RATING IS STRONG. PRECISION PROTECTS IT.

4.6

Your Google review score, out of five.

BASED ON 450 GOOGLE REVIEWS



Your 4.6 Google rating reflects a restaurant guests already value. Clear menu format, price and arrival information will protect that trust by helping the right guests understand exactly what your evening offers.



EDITORIAL OPERATOR PHOTOGRAPHY / OFFICIAL STRELEC WEBSITE

Your medieval tower gives your restaurant a setting no other Ljubljana dining room can reproduce.

YOUR TOWER SHOULD BECOME YOUR VISUAL SIGNATURE.

Guests describe a magical atmosphere in your castle tower. Show the room repeatedly at sunset, before service and after dark so the setting becomes shorthand for an evening that exists only at your restaurant.

WEBSITE

YOUR WEBSITE SHOULD PREPARE EVERY PREMIUM GUEST.

State your menu format, approximate duration and seasonal date clearly, then make your castle approach as easy to understand as your reservation process.

2.5 hours

The approximate length of your seven course evening should be clear before booking.



STATE YOUR CURRENT MENU FORMAT BEFORE BOOKING.

Add a visible season label to your menu page so guests know the dishes shown are current.

Write a short introduction above the menu explaining the format: "Seven courses, no a la carte.

Our sommelier pairs each course.

The evening lasts approximately 2.5 hours." This single paragraph answers the three most common questions before anyone needs to ask.

QUICK WIN

MENU CLARITY

EXPLAIN YOUR CASTLE APPROACH BEFORE GUESTS TRAVEL.

Add a short arrival section to your 'Visit Us' page explaining how to reach the castle, what to expect from the walk up, and whether there is a mobility alternative.

One reviewer mentioned the steep walk as a practical concern.

A three sentence paragraph with a photo of the path sets expectations and shows you have thought about accessibility.

QUICK WIN

ARRIVAL CONFIDENCE

SOCIAL

YOUR INSTAGRAM SHOULD MAKE THE TOWER ICONIC.

Your dining room and Slovenian ingredient story give you a visual identity no competitor can copy. Make the tower a recurring series, then show the provenance behind each plate.

Once a week

Your tower deserves the repetition of a genuine signature setting.



MAKE YOUR CASTLE TOWER A WEEKLY SERIES.

Photograph your castle tower dining room once a week and post it on Instagram.

Guests describe it as "a magical atmosphere in the castle tower." Show the room at different times: sunset through the windows, candles being lit before service, the city lights below after dark.

This is your single strongest visual asset and it should dominate your profile.

QUICK WIN

SIGNATURE SETTING

SHOW WHERE ONE SLOVENIAN INGREDIENT BEGINS.

Create a monthly post showing one Slovenian ingredient arriving at the kitchen: a local cheese, a seasonal vegetable, a wine from a nearby vineyard.

Name the producer and the region.

Guests praise your "amazing food and perfectly paired wine" but rarely know where it comes from.

Showing the source adds a story layer that makes the meal feel more valuable.

NEEDS SOME TIME

INGREDIENT PROVENANCE





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GOOGLE

YOUR GOOGLE PROFILE SHOULD ANSWER BEFORE BOOKING.

Use your description and review responses to state your format with confidence: tasting menu only, premium price, castle approach and an unhurried evening.

4.6

Your Google rating already shows strong trust across 450 reviews.



SET YOUR COMPLETE EVENING EXPECTATIONS ON GOOGLE.

Rewrite your Google Business Profile description to set expectations clearly.

Here is an example: "Fine dining in Ljubljana Castle's medieval tower.

Seven course tasting menu with wine pairing by our sommelier.

No a la carte.

Approximately 2.5 hours.

Reservations essential.

Comfortable shoes recommended for the castle approach." This tells a potential guest everything they need to decide whether this is for them.

QUICK WIN

PROFILE DESCRIPTION

ANSWER EVERY REVIEW WITH CALM CONFIDENCE.

Reply to every Google review within 48 hours.

For positive reviews, thank the guest and mention something specific ("glad the sommelier found the right pairing for you").

For price complaints, respond honestly: "Our seven course menu reflects the seasonal ingredients and the time our kitchen invests in each plate.

We appreciate it is not for every occasion." This shows confidence without being defensive.

NEEDS SOME TIME

REVIEW RESPONSE





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A clear castle arrival turns the approach into anticipation rather than inconvenience.

YOUR EXPERIENCE BEGINS ON THE WAY UP.

The elevated setting is part of your appeal, but the climb can surprise guests in unsuitable shoes or bad weather. Explain the walk, funicular and mobility alternative before travel so practical confidence supports the sense of occasion.

EXTERNAL

YOUR BOOKING JOURNEY SHOULD NEVER END ABRUPTLY.

When a date is full, give guests a next step. Across every listing, make your tasting menu, approximate price and reservation requirement unmistakable.

One next step

A different evening, terrace option or waitlist keeps a sold out guest engaged.



GIVE EVERY SOLD OUT GUEST ANOTHER OPTION.

When your reservation system shows fully booked for a date, display a short message offering alternatives: a different evening, the terrace if weather permits, or a waitlist option.

Guests who hit a "sold out" wall with no next step leave your site and may not come back.

Give them a reason to stay.

NEEDS SOME TIME

SOLD OUT JOURNEY



STATE YOUR TASTING MENU ON EVERY LISTING.

Update your TripAdvisor and Google listing to clearly state: tasting menu only, no a la carte, approximate price per person, and reservation required.

Check that your Eat App booking page shows the same information.

A guest who books expecting choices and arrives to a fixed menu will leave a negative review about something that was never a service failure.

NEEDS SOME TIME

LISTING CLARITY



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INVITE GUESTS TO HEAR WHEN MENUS CHANGE.

Add a simple email opt in during your reservation process and on the bill at the end of the meal.

Keep it to one line: "Leave your email and we will let you know when the menu changes." Do not promise a newsletter or regular updates.

Promise one thing: notification when something new happens.

NEEDS SOME TIME

MENU UPDATES

ASK FOR ONE REVIEW THE NEXT MORNING.

Send a short thank you message the morning after a guest dines with you.

Include one line of thanks, a direct link to leave a Google review, and a photo of the tower at night.

Do not ask for anything else.

NEEDS SOME TIME

REVIEW REQUEST





LET EACH NEW MENU INVITE GUESTS BACK.

When your menu changes for a new season, send one email to past guests with a photo of one new dish and a single line: "The autumn menu is ready."

Seven new courses, same tower." Link to your reservation page.

No discount, no urgency language.

Just an invitation.

NEEDS SOME TIME

SEASONAL REMINDER

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