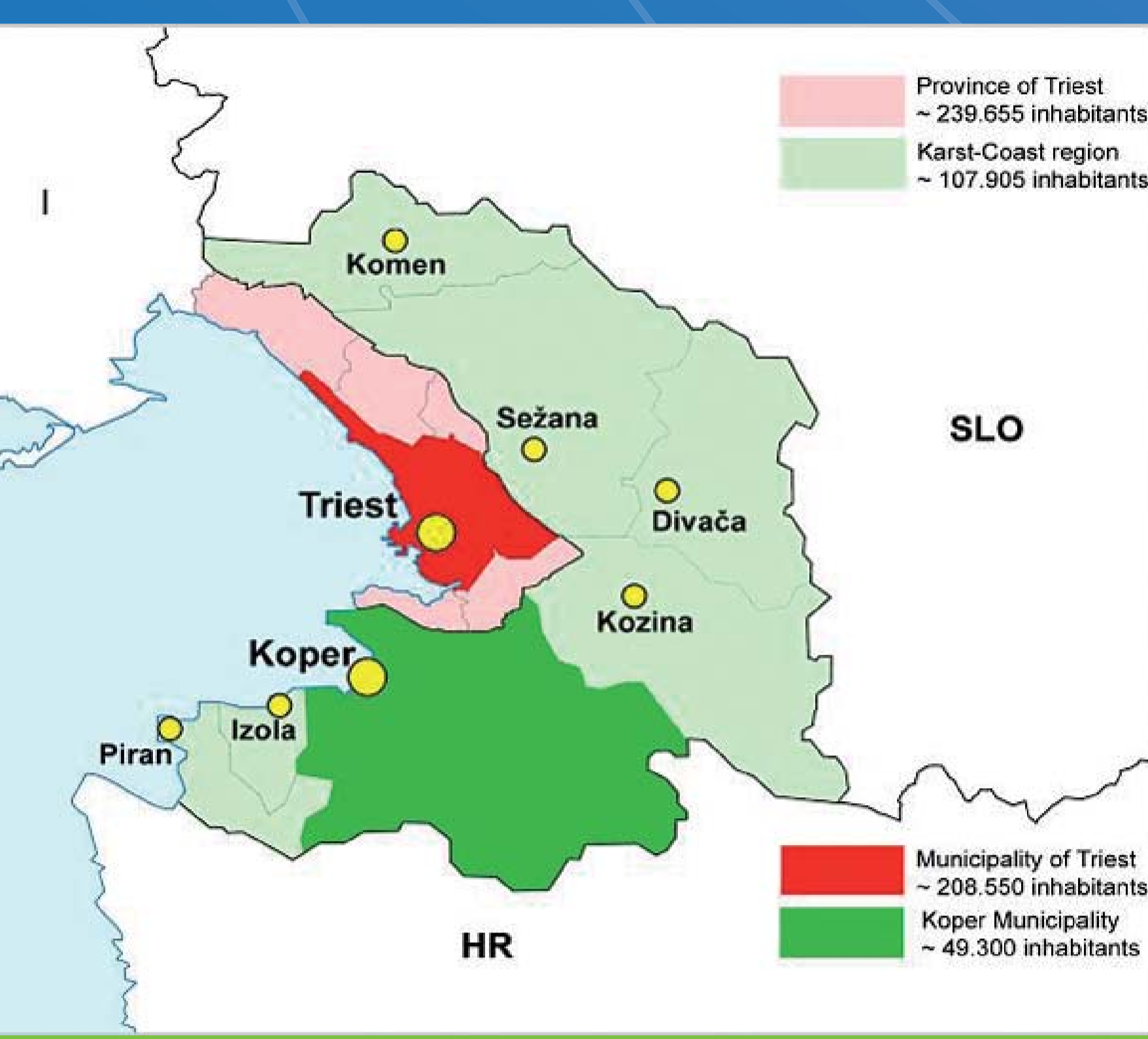


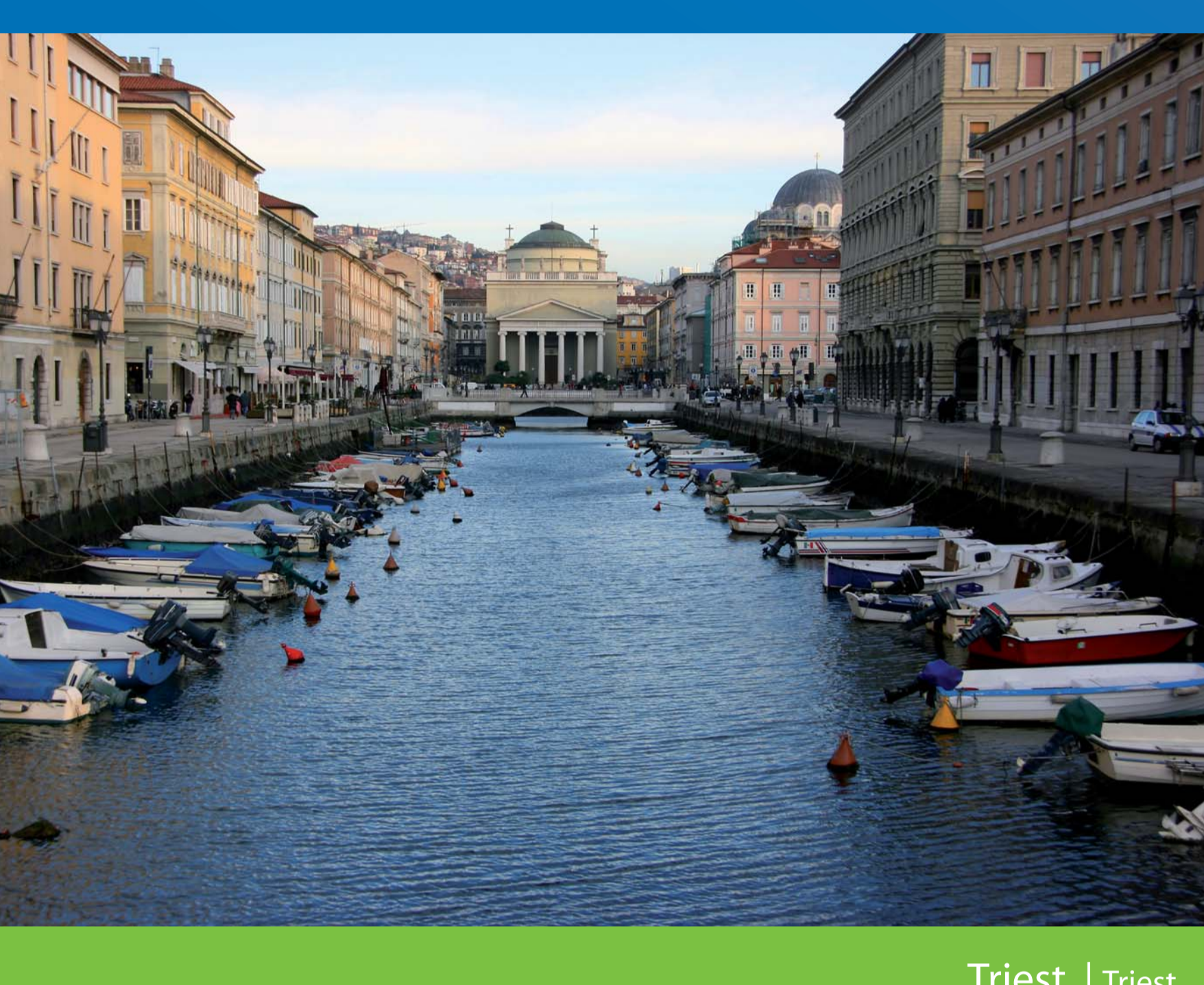
MESTNA OBČINA KOPER
COMUNE CITTA DI CAPODISTRIA



Aerial view | Zračni posnetek



Position to the agglomeration | Položaj do večje aglomeracije



Triest | Trieste



Facts and figures | Osnovni podatki

- Inhabitants in Koper** Št. prebivalcev
Kopra (2007)/(2007):
23.471
- Inhabitants in the Karst-Coast Region:**
Št. prebivalcev Obalnokraške regije:
107.905
- Inhabitants in the Triest province:**
Št. prebivalcev Tržaške pokrajine:
239.655
- Distance and average Koper-Triest travel time:** 21 km, 20 min by car
Razdalja in potovalni čas Koper-Trst: 21 km, 20 minut z osebnim avtomobilom
- Average monthly gross and net earnings per person in the Koper Municipality, 2007:**
Gross earnings EUR 1,342.40, net earnings EUR 868.13
Povprečna mesečna bruto in neto plača v MO Koper, 2007: Bruto plača 1.342,40 EUR, neto plača 868,13 EUR
- Average household size (2007):**
Koper settlement – 2.6 persons,
Municipality of Koper – 2.7 persons
Povprečna velikost gospodinjstva, 2007:
Koper mesto - 2,6 oseb, MO Koper - 2,7 oseb
- Structure of activities (number of establishments) located in the Koper town centre:**
Struktura dejavnosti (število poslovalnic) v mestnem središču Kopra
- Retail / Trgovina 46.5%**
Service activities / Servisne dejavnosti 34.5%
Catering / Gostinstvo 16.0%
Other / Drugo 3.0%
- Average size of business premises:**
Povprečna velikost poslovalnic
Net sales surface / Neto prodajna površina 44 m²
Total surface / Skupna površina Skupna površina 69 m²
- Permanency on current location:**
Trajnost poslovanja na sedanji lokaciji
0-5 years 35%
5-20 years 42%
20 or more years 23%
- Entrepreneurs' satisfaction with the location in the town centre:**
Zadovoljstvo poslovalcev z lokacijo v središču mesta
Satisfied / Zadovoljen 66%
Partially satisfied / Deloma zadovoljen 13%
Not satisfied / Nezadovoljen 21%
- Food shops catchment area (Koper town centre):** 8,000 persons (rough estimation)
Vplivno območje trgovin s prehranskimi izdelki (mestno jedro Koper): 8.000 ljudi (groba ocena)
- Non-food shops catchment area:** 120,000 persons (rough estimation)
Vplivno območje ostale trgovske ponudbe: 120.000 ljudi (groba ocena)

The European Union invests for our future | Evropska unija za našo prihodnost

- An analysis tool of town-centre customers' purchasing habits |**
Analitično orodje za vpogled v nakupovalne navade potrošnikov
- An observation tool of the city-centre local retail trade |**
Analitično orodje za spremljanje položaja trgovine na drobno v mestnem središču Kopra
- A common vision and development programme for Koper town-centre by the town's key business actors, both public and private |**
Skupna vizija razvoja mestnega središču Koper ter program ukrepov poslovalnih akterjev (zasebnih in javnih)



Praetorian Palace - restored with the support of EU funds | Pretorska palača – obnovljena s pomočjo EU sredstev



Municipal port | Mestno pristanišče

Shared vision | Vizija

- A University Town with a high level of quality of life, attractive to inhabitants and visitors, with excellent conditions for business development**
Univerzitetno mesto z visoko kvaliteto bivanja, privlačno za domačine in obiskovalce, z dobrimi pogoji za poslovanje

Strengths and weaknesses | Prednosti in slabosti

Strengths | Prednosti

- Attractive urban environment: rich history, cultural heritage, coastal position |**
Privlačno mestno okolje: bogata zgodovina, kulturna dediščina, obalna lega
- Good maintenance and cleanliness of the town |** Mesto je urejeno in čisto
- Events in the town centre, coordinated mostly by the Tourist Information Center |**
Bogastvo dogodkov v mestnem jedru, ki jih koordinira predvsem TIC

- High level of security |** Visoka stopnja varnosti
- The University located in the town centre |**
Univerza v mestnem središču

Weaknesses | Slabosti

- Access by car and parking lots |**
Dostop z avtomobilom in parkiranje
- Weak offer other than shopping |**
Šibka ponudba razen trgovske

- Quality of shops is still low, a lack of high quality shops |**
Kakovost nekaterih trgovin je slaba, pomanjkanje trgovin višje kakovosti
- Abandoned shops/business premises due to new shopping centres in periurban zone |**
Opuščene trgovine in poslovni prostori zaradi nakupovalnih središč na obrobju

Key challenges | Izzivi

- Tourism development based on cultural heritage and linked to the passenger port**
Razvoj turizma na temelju kulturne dediščine in v povezavi s potniškim pristaniščem
- Further development of events, diversification of events, also on alternative, not exposed locations in the town centre**
Nadaljnji razvoj prireditev in njihova diverzifikacija, tudi na alternativnih, neizpostavljenih lokacijah
- Cooperation platform of all stakeholders, including the retailers and other business actors**
Vzpostavitev sodelovanja vseh ključnih akterjev, vključno s trgovci in ostalimi poslovalci
- Improvement of urban traffic**
Izboljšanje mestnega prometa
- Upgrading of the town centre marketing**
Okrepiti marketing mesta
- Upgrading of neglected parts of the town**
Prenova zanemarjenih in neurejenih delov mesta