

Thank you for joining the Students Organized Conference conducted as part of “The Power of Digital Platforms in Tourism” led by associate professor Maja Turnsek, PhD and 2nd year master’s students in the Tourism Destinations and Experiences programme. The guest of the programme was Lia Pozvek owner and managing director of Lok4cija.



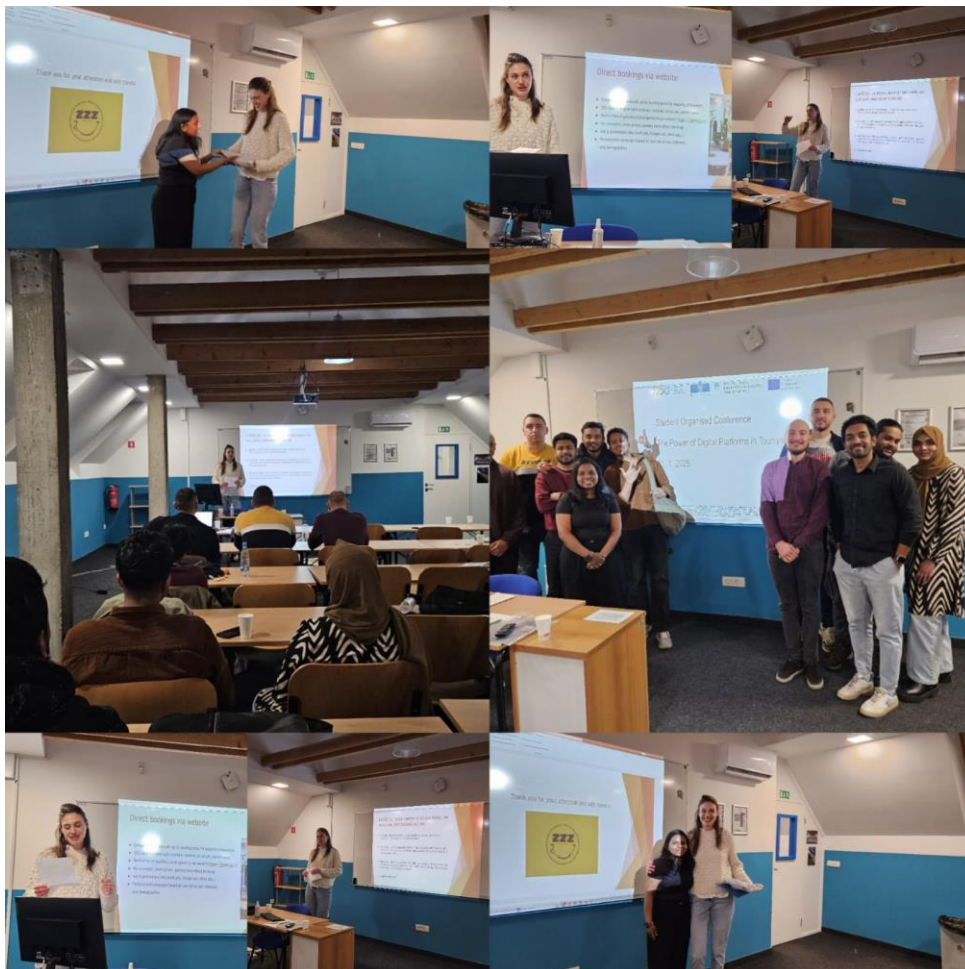
Lia (<https://www.instagram.com/liapozvek?igsh=MWhiNDM3dDE5aGF5NQ==>)



Lia Pozvek (<https://www.facebook.com/share/1EELVYP1bQ/>)

The honoured guest Lia Pozvek, the driving force behind Lok4cija D.O.O delivered an engaging session on building a unique party hostel in the heart of Ljubljana. During the conference, Lia shared how she transformed an empty building to a dynamic hub for young travellers. Lok4cija is not just a club, bar and a hostel but a destination for unforgettable memories.

Lia highlighted the vital role of digital platforms like Booking.com, Hostelworld and google Ads in reaching the right audience and al



so emphasized the importance of optimizing direct booking and using targeted ads to connect with students and young travellers worldwide.

