

I FEEL
SLOVENIA

MEDIA KIT

SLOVENIA. MY WAY. NEW WAY.

#ifeelsLOVEnia
#myway

www.slovenia.info



4

Slovenian Tourist Board

6

Let's create great stories

8

Seven Great Reasons

26

Taste Slovenia

38

Slovenia Outdoor

44

Slovenia Cities & Culture

50

Slovenia Health & Well-being

58

Slovenia Meetings

60

Slovenia Unique Experiences

70

Alpine Slovenia

74

Mediterranean & Karst Slovenia

78

Thermal Pannonian Slovenia

82

Ljubljana & Central Slovenia

88

Slovenian Tourism in numbers

88

Social Media Guidelines

90

Map of Slovenia

Dear Explorers!

Greetings from Slovenia, the first green country in the world, which surprises with its vast diversity on every step. Also, for Slovenian tourism, 2020 was the year that changed everything. It is considered to be the most challenging year for the hospitality and tourism industry in the history of Slovenia. In terms of tourist arrivals, 2020 can be compared to the results from ten years ago. A year full of challenges and yet also full of opportunities for better and even more sustainable tourism.

At the Slovenian Tourist Board, we believe that it is not the strongest that survives but the most adaptable to change. To assure safe and sustainable holidays, we have developed safe travel standards and launched them under the Green & Safe label recognised by the WTTC and its 'Safe travels', the standardised global hygiene protocol for safe travel.

Our country is situated in the very heart of Europe and has a long, diverse, and rich history. Slovenia is perceived as a destination free from mass tourism: as green, safe, responsible and welcoming. Thanks to short distances and geographic diversity Slovenia incorporates boutique elements, which are authentic, varied, surprising, easily accessible, and available 365 days a year and all over the country. This applies to all of tourism segments: from activities in pristine nature, health and wellness treatments, gastronomy, culture, business meetings and many more.

Slovenia can be found on several bucket lists published in the world's most renowned media, with special emphasis on sustainability and gastronomy.

And when it comes to gastronomy, Slovenia is a rising star on the world's gastronomical map. Diverse culinary specialities that can be found in 4 geographically completely different areas are a great reason to visit Slovenia. Slovenian cuisine is based on local heritage and ingredients from the nearest gardens and fields, orchards, rivers, lakes, and the sea, creating almost no carbon footprint. This means that we have established fundamental sustainable principles, also when it comes to gastronomy. The Slovenian Tourist Board also introduced a new category within the Green Scheme: the Slovenia Green Cuisine label. Restaurants have to adopt to seven sustainability principles that bind them to the further implementation of sustainable gastronomy. For 2021, we were also awarded the prestigious title of European Region of Gastronomy, which we are especially proud of. Also, let us not forget that in 2020, we finally joined the Michelin Guide family – Slovenia received astounding 7 stars in the first year alone.

Next to gastronomy, the segment of active outdoor holidays is one of Slovenia's most competitive tourism products. It has a significant impact on the image of the country as a sustainable destination and connects well with sports tourism. Thus, the development of the active leisure offer in Slovenia will continue to be based on boutiqueness, uniqueness, authenticity, and the unspoiled nature, which allows a non-mass development of the product. To promote Slovenia as an ideal sports and active outdoor destination and share the I feel Slovenia brand values, we have teamed up with top Slovenian athletes. With their achievements, enthusiasm and heart they impress millions of sports enthusiasts and active individuals from around the world and prove that sport is written in Slovenian's genes. Among them are world's best cyclists, Primož Roglič and Tadej Pogačar, and Luka Dončić, the NBA basketball star from Slovenia.

We hope that this media kit will inspire you to visit Slovenia once travelling becomes possible again. Step into the world of diversity and discover what Slovenia has to offer.

MSc. Maja Pak
Director of the Slovenian Tourist Board



SLOVENIAN TOURIST BOARD

“A green boutique global destination for high-end visitors seeking diverse and active experiences, peace, and personal benefits.”

This is the vision of the tourist destination Slovenia, as perceived and pursued by the Slovenian Tourist Board (STB), the central national agency for the promotion of tourism. Systematic planning, development and promotion activities and a modern approach to the placement of Slovenia on the global tourist map – this is what has particularly helped the STB in recent years to increase the recognisability and reputation of the country as an authentic boutique destination for five-star experiences, which is committed to sustainability.

Increasing Slovenia's recognisability and image as a tourist destination under the brand I feel Slovenia.

Sustainable growth by increasing arrivals and over-night stays throughout the year - 365 days of Slovenian tourism.

Geographic dispersion of flows across Slovenia – also with the support of implementing the concept of four macro destinations.

Increasing consumption by extending the average duration of stay and consumption, strengthening products with higher added value.

Focusing on high-end visitors seeking high-quality, diverse, and active experiences, peace, and personal benefits.

Implementation of Recovery and resilience plan of Slovenian tourism 2021-2023, for mitigating the impact of the Covid-19 pandemic on tourism economy.



YOUR PARTNER FOR RELIABLE INFORMATION

Journalists, bloggers and social media influencers needing general information about Slovenia can turn to the Slovenian Tourist Board. Contact the Global Public Relations team or the Representative Offices of the Slovenian Tourist Board in Austria, Germany and Italy.



SLOVENIAN TOURIST BOARD

Dimičeva 13, SI-1000 Ljubljana

Maša Puklavec

Global PR Manager

T: +386 1 5898 579

✉ masa.puklavec@slovenia.info



Aleksandra Lipej

Global Communications Manager

T: +386 1 5898 512

✉ aleksandra.lipej@slovenia.info



AUSTRIA

Slowenische Tourismuszentrale

Opernring 1/R/4/447,

A-1010 Wien

Žana Marijan

Head of the Representative
Office in Austria

T: +43 1 7154 010

✉ slowenien.at@slovenia.info



GERMANY

Slowenische Tourismuszentrale

Maximiliansplatz 12 a

D-80333 Munchen

Rebeka Kumer Bizjak

Head of the Representative
Office in Germany

T: +49 89 29 16 12 02

✉ slowenien.de@slovenia.info



ITALY

Ente Sloveno per il Turismo

Galleria Buenos Aires 1

I-20124 Milano

Aljoša Ota

Head of the Representative
Office in Italy

T: +39 0229 51 11 87

✉ milano@slovenia.info

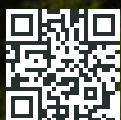
LET'S CREATE GREAT STORIES TOGETHER!

Visit Slovenia and allow us to inspire you. See below how we can work together and please fill in the online media form.

But before you do this, read through our criteria.

- Please contact us well in advance, at least four weeks;
- You have an agreement with the media on publishing the contents on Slovenia, which will result from this tour;
- The article/show will be published no later than within 12 months;
- The readership/viewer profile matches the target group of Slovenia – active, open-minded people with a high sense of environmental responsibility;
- You are able to demonstrate that readers/viewers are more interested in travelling abroad or are more frequent travelers than the average population in the target country;
- The media you represent focuses on travel, lifestyle, food or design. It is either a daily/weekly newspaper, magazine, tv, film or radio show.
- You will be invited to participate in an individual visit of Slovenia or invited to a group trip.
- You will be invited to participate in an individual visit of Slovenia or invited to a group trip.
- You/your followers/readers come from:
 - Germany, Austria, Italy, Switzerland, Croatia, Hungary, Czech Republic, Poland
 - UK, France, Russian Federation, Benelux, Denmark, Finland, Sweden

Media Application Form





THEMES FOR 2021

Green & Safe Slovenia

Gastronomy

*Outdoor, sports and
nature adventures*

Cities and culture

Spa & wellness

7 GREAT REASONS FOR CHOOSING SLOVENIA

Slovenia is a green country in the heart of Europe that will take you by surprise upon your first visit and amaze you with the diversity of four tourist regions every time you come back. Believe it or not, you have just found your perfect place for boutique five-star experiences.

If you're not familiar with Slovenia, even the basic facts about this country nestled between the Alps and the Mediterranean, between the Karst and the Pannonian Plains, might surprise you. But also if Slovenia is already among your favourites, you are sure to find another good reason to return and find a new exciting 5-star experience to put on your bucket list.

Discover how you can spend some great time in the world's first country to receive the international Green Destination designation. Slovenia is perfect for those in search of diverse, authentic, tailor-made and boutique experiences.

Slovenia's main assets are easy accessibility and manageable distances. They allow you to include multiple regions and inspiring custom-made experiences to your itinerary.



population of
2,094 million



20.273 km²
surface area



3rd most forested
country in Europe



46.6 km of
coastline



2,864 m the highest
peak, Mt. Triglav



2004 accession to the
European Union



2007 member of the
Schengen area



Slovenian the official
language (Hungarian
and Italian in ethnically
mixed territories)



Currency
euro €



Central European time
zone GMT + 1



1 IT IS RECOMMENDED BY EXPERTS.
Check their recommendations.

2 IT ACTS RESPONSIBLY.
Visit one of the safest countries in the world.
Check Green&Safe standards.

3 IT PRIORITIZES SUSTAINABLE PRINCIPLES.
Learn about the destinations and operators committed to sustainability under the Slovenia Green label.

4 IT PLACES IMPORTANCE ON INDIVIDUALITY.
Enjoy Slovenia Unique Experiences in your own way!

5 IT CONNECTS EUROPE'S DIVERSITY.
Discover four geographically different worlds in one country!

6 IT CONNECTS NATURE AND CULTURE.
Be in touch with nature, even when you're in large cities.
Be active outdoors – anywhere you go!

7 IT IMPRESSES WITH THE CUISINE.
Taste the typical specialties of the European Region of Gastronomy 2021 and review recommendations by Michelin and Gault & Millau.

The sustainable development of tourism, authentic experiences, individual approach and safety form the basis of Slovenia's responsible adjustment to new conditions.

1

RECOMMENDED BY EXPERTS

Condé Nast
Traveler

This compact Central European country, with its chocolate-box mountain scenery and medieval fairy-tale villages, punches above its weight in the conservation stakes. Its walkable, welcoming capital, Ljubljana, has long been a hit for eco-minded city breaks. And more than a 10th of its rolling countryside is formally protected, spanning Alpine peaks, ancient forests, Karst plateau, the Pannonian plains' vineyards and thermal waters and the 29-mile stretch of Adriatic coast. Consult the tourist board's Green Scheme of Slovenian Tourism to navigate your way to the greenest hosts and camping sites.

The most sustainable destinations to visit in 2021

By Juliet Kinsman, January 2021

BBC

Apiculture has always been an indispensable part of Slovenian culture and identity. Recently though, it has been experiencing a twist in its mission. All over the country therapeutic beehives are being installed that help to relieve stress and anxiety.

The therapeutic sound of Slovenian bees

By Martina Zoldos, July 2020

**NATIONAL
GEOGRAPHIC**

Slovenia has received its first ever Michelin recognition. The country has been included in the 180-year-old culinary guide for the very first time – with Hiša Franko awarded an exceptional two stars, plus a 'special sustainability award'. An additional five restaurants have been awarded one Michelin star each, and there are numerous listings for Slovenian venues awarded in the Bib Gourmand and The Plate categories.

A chef's guide to Slovenia, the culinary destination for 2021

By Sarah Barrel, June 2020



THE TIMES

Until this year, the Soca valley in Slovenia's Julian Alps was best known as one of the locations for the Chronicles of Narnia films. But the dramatic, otherworldly beauty of this remote corner of one of Europe's smallest countries looks set to become one of the world's hottest gastronomic destinations.

Ana Ros od Hiša Franko, Slovenia's only two-star Michelin chef: »I hate comfort zones«

By Lisa Hilton, September 2020

Traveler

Michelin-starred food and old-world wine make this an exciting up-and-comer. But it's the sustainable food practices and carefully considered old-world techniques that mean Slovenia is making itself known as a big-hitting foodie hotspot. And the hubbub is well-deserved – 2020 saw the launch of its first Michelin Guide, in which six restaurants – including Hiša Franko, helmed by Ana Roš of Chef's Table fame – were awarded a total of seven stars.

The Best Holiday Destinations for 2021

By Lizzie Pook, September 2020

VOGUE

The biggest star of Slovenian cuisine is undoubtedly Ana Roš. Recognized in 2017 as the best female cook in the world, it is famous for both creativity and extravagance. Last year, her restaurant Hiša Franko, hidden in the Slovenian mountains, was ranked 37th on the list of the best in the world. To be in Slovenia and not visit Ana is the gravest sin. Only here can you understand the nature of local cuisine and enjoy its bold interpretation.

Slovenia: Tasty green asylum

By Basia Starecka, June 2020

lonely planet

Lake Bled's beauty has attracted travelers for over a thousand years.

The Top 10 of Lonely Planet's Ultimate Travel List,

October 2020

Forbes

It's a top destination for 2021, thanks to leading by example in areas like sustainable tourism: National Geographic recently named it the world's most sustainable country and its capital, Ljubljana, is known as Europe's Green Capital.

The 20 Best Places To Travel In 2021:

Where To Go Next

By Laura Begley Bloom, October 2020

MONOCLE

Thanks to much urban greenery, a pedestrianised centre that blends medieval and baroque architecture, plenty of cycling lanes and many initiatives to improve quality of life, Ljubljana is one of Europe's most interesting small capitals.

Bright lights, small city

By Nolan Giles, November 2020

GEO SAISON

It is as wild and pristine as hardly any other river in Europe: Soča in Slovenia. The glittering river, which is celebrated as an "emerald jewel of the Alps" by outdoor enthusiasts. A wild stream, a rarity in Europe. It flows its way through Julian Alps like a painted blue-green ribbon...

Öko-Strom – Soča

By Lars Abromeit & Jörn Auf dem Kampe, October 2020

I FEEL
SLOVENIA

GREEN
& SAFE

TOURISM

RESPONSIBLE TRAVEL STANDARDS - SLOVENIAN

2

OPERATING SAFELY AND RESPONSIBLY

In a country that has been among the safest in the world for years, the safety of residents and guests is furthermore maintained with high levelled hygiene measures, responsible behaviour of the tourist providers and self-protective behaviour.

5 FACTS THAT PROVE SLOVENIA IS A SAFE AND RESPONSIBLE CHOICE

The I feel Slovenia brand is trustworthy.

The I feel SLOvenia brand is still trusted by guests from all around the world. During the uncertainty of the epidemic, Slovenia has managed to keep the trust by establishing a platform which combines sustainable principles, responsible travel standards, and the hygiene protocols of the National Institute of Public Health, which are based on the recommendations of the World Health Organisation. The system that promotes the unified responsible operation of tourist destinations and operators carries the **Green&Safe** label.

Among the first destinations to obtain the Safe Travels stamp.

Thanks to suitable measures and a quick response to the new conditions, Slovenia was among the first countries in 2020 to receive the global **Safe Travels stamp**. This accolade is conferred by the World Travel & Tourism Council (WTTC).

One of the safest countries in the world.

According to international criteria, this green country is a safe tourist destination. According to the GPI (Global Peace Index), Slovenia has been among the safest countries in the world for many years. In 2019, it was among the top ten countries in the world and the fifth safest country in Europe.

Guest safety is a priority.

The measures for preventing the spread of COVID-19 regulated by the National Institute of Public Health of the Republic of Slovenia are in force throughout the entire country. Additional measures for the safety of guests, employees, and locals are in force in tourism and the hospitality industry. Many service providers and destinations have taken additional measures that exceed the required recommendations. Guests can rely on access to suitable information regarding all measures and recommendations anywhere they go. Destinations and operators have been actively including them in their efforts towards responsible actions.

The fulfilment of the required criteria is verified.

Many tourist operators meet the criteria set by stringent international certification systems. The holders of the Slovenia Green label meet the Green Destinations Standard prescribed by the GSTC (Global Sustainable Tourism Council). Slovenia is a member of the Hotelstars association and its hotel accommodation, categorised with stars, meet European standards. After a revision at the beginning of 2020, these are now even stricter.



Safe
travels

approved by

WORLD
TRAVEL &
TOURISM
COUNCIL

I FEEL
SLOVENIA

3

FOUNDED ON SUSTAINABILITY

When it comes to sustainable tourism, the green, active, and healthy Slovenia is the best choice. Tourism in Slovenia is developed with a special sense for nature and green experiences. Our aim is to preserve the incredible diversity of this precious corner of the world for the generations to come!

At the 2020 Sustainable Top 100 Destination Awards, Slovenia won the **Best of Europe 2020** award for its sustainable models in tourism.

According to the Green Destinations international criteria, Slovenia is the first country in the world to boast the title of a **Green Destination**.

All the efforts for the sustainable development of tourism in Slovenia are combined under the umbrella of the **Green Scheme of Slovenian Tourism**, which will be included in the handbook of the European Travel Commission (ETC) as a best practice example for the implementation of green schemes by national tourist boards around Europe.

More than 100 destinations, operators, agencies, parks, and landmarks operate in Slovenia in accordance with the principles and criteria of the Green Scheme of Slovenian Tourism for certification. Their sustainable operations are certified with the **Slovenia Green** label.

In 2021, the Green Scheme of Slovenian Tourism was complemented by a system for conferring the **Slovenia Green Cuisine** label. This label will certify that sustainable principles are observed in gastronomy.

Guests who are aware of the negative impacts that tourism can have on the environment choose their holiday destinations responsibly. In Slovenia, one of the greenest countries in the world, sustainability is in the forefront in tourism. Practices are tested and certified.

The Green Scheme of Slovenian Tourism is a certification system that has been educating, encouraging, and awarding sustainable approaches in tourism since 2014. Its effectiveness has caught the attention of experts in tourism around the world. This is proven by numerous international awards and accolades.

The Slovenia Green label is only awarded to the destinations, operators, agencies, and landmarks that meet no fewer than 100 criteria and indicators related to sustainable operations.

In 2021, when Slovenia holds the title of the European Region of Gastronomy, the Green Scheme of Slovenian Tourism will pay special attention to sustainable approaches in gastronomy. The Slovenia Green Cuisine label is used for those that preserve the authentic gastronomic specialties of Slovenia, short supply chains, reduce waste, consume energy responsibly, and in other ways follow sustainable principles.

4 | RESPECTING INDIVIDUALITY

When it comes to tourism, Slovenia has been systematically developing individual boutique five-star experiences in accordance with its strategic goals for years. Slovenia's most significant tourism products are based on ensuring the privacy of guests and fulfilling their wishes. This is another reason why you can experience Slovenia your own way!



Slovenia's boutique experiences are designed for small groups and individuals. They ensure bespoke and very personal experiences of **premium quality**. An important part of this experience is to discover the full story and enjoy our excellent gastronomy.

Slovenians, known for their hospitality and foreign language proficiency, invite their guests to enjoy the same lifestyle that they have – **in touch with nature**, with respect to local, and with passion for sustainability.



With its authenticity, Slovenia speaks for **a new kind of luxury**. It does not offer mass tourism, but safe, responsible, and individual experiences.

Together with experienced incoming agencies and local tour guides, every getaway in this green country or a trip to any of the regions can become **a memorable individual experience**. Trust the experts!



CHOOSE EXPERIENCES UNIQUE TO SLOVENIA

Fall asleep in the hayloft of a House of Tradition

Touch the herbs in a monastery garden

Explore a karst cave like the first explorers

Float over to a sea garden where the best branzino are grown

Drive a vintage car through an olive grove



Awaken your senses in the rituals of the Staroverci (Old Believers)

See bears near a primeval forest

Go rowing down an underground river located 700 metres below Earth's surface

Relax in a garden under your tree house

THE MOST LOCAL, THE MOST UNIQUE



The most authentic and high-quality part of the offer is labelled by the **Slovenia Unique Experiences** designation of quality. These experiences are distinctively local and authentic, always experiential and boutique. They are of top quality and compliant with the principles of sustainable tourism. They are ranked and recommended by the Slovenian Tourist Board.

→ More on pages 60-66 www.slovenia.info/unique



Enjoy a private
visit to a castle

Go cycling around
Ljubljana with famous
moustached men

Taste wine where
the oldest grapevine
in the world grows

Experience adrenaline-
packed abseiling with
alpine climbers

Choose a different,
natural-science
themed holiday

Meet a soldier from
the Isonzo Front

Dine at 160 metres
below ground

Experience five waters and
other flavours in the valley of
the emerald river



5

CONNECTING THE DIVERSITY OF EUROPE

Slovenia is the land of four worlds and four seasons. Every time you visit, you can find something special that is perfect for you. In your own way.

365 DAYS OF DIFFERENT EXPERIENCES

Where ski centres invite you in winter, green countryside with countless opportunities for outdoor activities will attract you in summer. While you can enjoy the sun and the sea in summer, the opportunities for discovering the picturesque inland areas of the coast and their hiking and cycling trails will take your breath away in the other seasons. Towns and cities which you will remember for the vitality of their streets will excite you with their galleries, museums, and special holiday experiences in winter.

ACCESS TO DIVERSITY

Slovenia is one of the few places where you can visit such diverse destinations separated by easily manageable distances. In just a few hours, you can replace snow-capped peaks with the seaside, an underground karst world with therapeutic thermal waters among gentle wine-growing hills, and the urban hustle and bustle of the capital with nature reserves and their primordial forests.

4 WORLDS OF EUROPE IN ONE PLACE

Slovenia is the only country in Europe where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. Its diverse regions are a unique treasure trove of the special natural and cultural features of the Old Continent. As a place where diverse landscapes meet, it offers opportunities for recreation in nature and a getaway full of unique experiences.



ALPINE SLOVENIA

Among the tallest mountains and the wildest waters

In addition to the special natural and cultural features of the Alps, protected by one of the oldest national parks in Europe, *Alpine Slovenia* offers incredible opportunities for various outdoor activities. Here, you can always be in touch with nature!



KARST & MEDITERRANEAN SLOVENIA

From Karst caves to the stories of salt makers

From the Karst, a region that lent its name to all karst phenomena around the world, to the Adriatic Sea – here, you'll find all the wonders of *Karst & Mediterranean Slovenia*. In this area, you can visit famous karst caves, experience stories about salt in many different ways, and discover that it was the salt trade that gave rise to some of the most beautiful coastal towns.



THERMAL PANNONIAN SLOVENIA

Among wine-growing hills and therapeutic hot springs

Right on the edge of the plain that leaves its mark on Central Europe, you'll find numerous Slovenian spas and health resorts. They are nestled among gentle hills where grapevines have been grown for millennia. Thermal Pannonian Slovenia is home to authentic and heartfelt cuisine.



LJUBLJANA & CENTRAL SLOVENIA

From the capital city to primordial forests

From Ljubljana, the capital of Slovenia, to incredible forests and forest reserves – here, you'll see places that belong to the world UNESCO heritage. In *Ljubljana & Central Slovenia* you'll find a unique vibe of urban culture and events as well as the serenity of the green countryside at the same time.

6

CONNECTING NATURE AND CULTURE

In Slovenia, you do not need to choose between spending wvthe time in cities or towns or in the green countryside, between urban culture or authentic ethnographic features. In Slovenia, you can experience everything at the same time!

Regardless of whether you opt for accommodation in one of the cities or in more remote parts of this green country, you will always be near a **protected nature reserve**. These even reach the heart of Slovenia's capital city! From there, it is just about an hour's drive to discover the globally important **natural and cultural heritage of humanity protected by UNESCO**.

You can explore Slovenia's natural world as a curious explorer of globally renowned tourist attractions or as an outdoor recreation enthusiast.

→ More on pages 40-43.

📄 www.slovenia.info/nature

You will certainly notice the diversity of our culture, which is inseparably connected with nature, as you take **a tour of the various Slovenian regions**. Discover Slovenia's **historical towns and cities** and their green surroundings. There, you'll be able to visit **Slovenia's natural spas**, which contribute to your wellbeing with natural therapeutic factors, hospitable **tourist farms**, the country's wine roads and, of course, **sports centres** for active getaways in touch with nature.

In addition to the urban hustle and bustle, museums, galleries, and cultural landmarks, you can also visit many small countryside villages, where you'll find plenty more authentic elements of Slovenian culture.

→ More on pages 44-49.

📄 www.slovenia.info/culture



7

IT WILL IMPRESS YOU WITH THE CUISINE

In 2021, Slovenian tourism will highlight gastronomy. As the European Region of Gastronomy 2021, Slovenia is developing sustainable gastronomy and five-star culinary adventures.



In Slovenia, you can taste excellent cuisine in fine restaurants that cater to the most demanding guests, as well as in traditional 'gostilna' restaurants that are typical of our green country, or at tourist farms. Epicureans from all around the world are excited about our chefs, who introduce innovations to Slovenia's reputable gastronomic heritage.

The fact that Slovenian restaurants have been included in renowned international culinary guides is a result of the principles on which Slovenian chefs have been operating for a long time. The work of the best Slovenian chefs is also excellent because they find inspiration in their local environments time and again.



THE LAND OF CHEFS WITH MICHELIN STARS AND OTHER KINDS OF ACCLAIM

In 2020, Michelin, the most prestigious culinary guide in the world, gave two stars to the kitchen of the Hiša Franko restaurant in Kobarid, while an impressive five Slovenian restaurants received one star. Michelin also gave no fewer than 46 restaurants the BiB Gourmand recognition for the excellent relationship between quality and price, or the Plate Michelin recognition for a carefully prepared and tasty meal with fresh ingredients. 6 restaurants also received Michelin Sustainability Award for Sustainable practices in everyday work.

 guide.michelin.com


Gault & Millau
l'expert gourmand

EXCELLENCE INDICATED BY GAULT & MILLAU TOQUES

One of the most influential international guides in the world of gastronomy included in its Slovenian 2021 edition 153 restaurants, more than 80 popular gathering places, 67 wine cellars with 198 assessed wine samples, 13 breweries and more than 30 typical Slovenian food products. On the basis of reviews by anonymous Gault & Millau pundits, restaurants are given a prestigious designation of quality that is indicated by the number of toques. Check which restaurants have earned four toques thus far!

 si.gaultmillau.com

If you'd like to taste a different speciality from the treasure trove of Slovenia's gastronomy every day, 365 days would not be enough! No fewer than 24 different gastronomic regions of Slovenia offer more than 400 local traditional dishes and drinks. Culinary diversity is an increasingly important reason to visit sustainable and green Slovenia.

→ More on pages 26-37
 www.tasteslovenia.si

A man and a woman are standing in a shallow, rocky hot spring. The woman, in the foreground, is wearing a light-colored, strapless, textured dress and is holding onto a metal railing. The man is standing behind her, shirtless. They are both looking off to the side. In the background, there is a modern building with a glass facade and some greenery.

SLOVENIA TOP EXPERIENCES

Slovenia is the top choice for holidays, getaways, trips, and experiences that include:

*care for
health and
wellbeing,*

*an active
outdoor
environment in
all seasons,*

*tasting of
culinary
delights, wines,
and other
gastronomic
specialities,*

*discovering
towns,
cities, and
culture,*

*business
meetings.*





TASTE SLOVENIA

24 *gastronomic regions*

over 400 *typical local and regional dishes and drinks*

3 *wine regions*

52 *wine grape varieties*

5 *centuries of the oldest grapevine in the world from Maribor*

Slovenia has been awarded the prestigious
title of *European Region of Gastronomy 2021*

More info



TOP SLOVENIAN CHEFS



Chef Ana Roš
Hiša Franko, Kobarid



Chef Gregor Vračko
Hiša Denk, Zgornja Kungota



Chef Uroš Fakuč
Dam, Nova Gorica



Chef Tomaž Kavčič
Gostilna pri Lojzetu, Vipava



Chef David Vračko
Mak, Maribor



SLOVENIA MICHELIN GUIDE 2020 RECOMMENDATIONS



6 Michelin-starred
restaurants



9 Michelin
Bib Gourmand
restaurants



37 Michelin Plate
restaurants

Chef Igor Jagodic
Strelec, Ljubljana



Gault:Millau
Slovenija



Chef Uroš Štefelin
Vila Podvin, Radovljica



Chef Jorg Zupan
Atelje, Ljubljana



Chef Jure Tomi
Debeluh, Brežice



Gault:Millau
Slovenija



A NEW SUSTAINABILITY LABEL FOR FOOD SERVICE PROVIDERS

Which gastronomy providers have
committed to sustainability and
received the Slovenia Green Cuisine
label check at

www.tasteslovenia.si

THE MICHELIN TOUR OF SLOVENIA 1:

FROM THE PANNONIAN PLAIN TO THE ALPS



DAY 2

- the **Kocbek Oil Mill**, revealing the very essence of the Pomurje region
- authentic flavours of the Pomurje region at Michelin Bib Gourmand awarded **Rajh Restaurant**
- the meal at the **Bled Castle Restaurant** (run by the owners of the Michelin Plate awarded restaurant), upgraded with a view of the picture-perfect Lake Bled at the foot of the Julian Alps



DAY 1

- biodynamic winemaker **Božidar** with the world's best orange wine
- Slovenian wine capital **Maribor**, home to world's oldest grapevine
- bold creations of the Vračko brothers at Michelin star **Hiša Denk** and Michelin Plate awarded **Mak Restaurant**
- sweet dreams at the **Chocolate Village Glamping Resort** – after the chocolate tasting, of course

DAY 4

- superb gourmet experience: breakfast and lunch at Ana Roš's **Hiša Franko**, a two-star Michelin restaurant
- a hike along the **Soča Valley** with Ana Roš's herb picker
- first-class dinner at the **Klinec Inn** – the view of the vineyards bathing in the sun is just as amazing as the food served there

DAY 5

- an e-bike ride along the rolling **hills of Brda** dotted with vineyards and olive groves
- a visit to **Bjana Wines** and a tasting of their top-quality sparkling wines, still wines and olive oil
- a round-off the trip with a tasty lunch at **Gredič Castle**, a Renaissance manor nestled among the vast vineyards

THE MICHELIN TOUR OF SLOVENIA 2:

FROM THE HEART OF SLOVENIA TO THE MEDITERRANEAN



DAY 1

- your very own **Ljubljana Castle For You** private tour
- lunch at the **Brunarica Grič restaurant**, awarded Bib Gourmand. Chef Luka Košir will spoil you with local and sustainable ingredients and his specialty: fermented products
- dinner at **Atelje**, a Michelin-starred restaurant in the centre of Ljubljana with extravagant chef Jorg Zupan

DAY 2

- a tour of the **Q Komel Karst** prosciutto house with prosciutto tasting
- lunch at **Gostilna pri Lojzetu**, a Michelin star restaurant housed in Zemono manor
- tasting of top-quality wines from the **Vipava Valley**

DAY 3

- an e-bike ride along the rolling **hills of Brda** dotted with vineyards and olive groves
- a visit to **Bjana Wines** and a tasting of their top-quality sparkling wines, still wines and olive oil
- dinner at **Dam restaurant** in Nova Gorica – Michelin-starred chef Uroš Fakuč has a great passion for raw seafood specialties

DAY 4

- a visit to the UNESCO listed **Škocjan Caves**
- lunch at **The Mahorčič Restaurant**, a Bib Gourmand and the Michelin Sustainability awarded restaurant
- the Slovenia Unique Experience tour of **The Lisjak Olive Oil Mill**, including a ride in vintage cars among the olive groves
- pampering at open-air **Thalasso SPA Lepa Vida** in the midst of the centuries old Sečovelje salt pans
- dinner with a view at **Rizibizi**, a Michelin Plate awarded restaurant

DAY 5

- a tour of the **Fonda fish farm**, where the Piran sea bass is sustainably farmed
- a **boat tour** along the Slovenian Adriatic coast
- fish lunch in the charming coastal town of Piran at Michelin Plate awarded **Stara Gostilna restaurant** to finish off in style





CHEFS OF THE EUROPEAN REGION OF GASTRONOMY, CREATE IN HARMONY WITH NATURE

Slovenia, European Region of Gastronomy 2021, pampers with its cuisine the most demanding seekers of authentic flavours. The country, which became the world's first green destination, surprises with dishes inspired by local ingredients. The best food prepared in Slovenian kitchens comes from gardens and fields cultivated organically. Top chefs and other gastronomic experts also use the fruits of the forest and other native species that grow in the diverse Slovenian landscapes. The flavours of their dishes are enhanced with salt from traditional Adriatic salt-pans, honey collected by an indigenous species of bee, pumpkin seed and olive oils typical of individual regions, wine, which has been drunk here since antiquity, and water, which earned a special place in Slovenia's Constitution. Supreme quality is ensured by respecting the principles of sustainability and green supply chains. You can indulge in boutique 5-star gastronomic experiences when visiting Slovenian restaurants, which are ranked among the best that European cuisine has to offer.

Discover the special and characteristic features of Slovenian culinary regions, the unique stories of Slovenian gastronomy, select restaurants, the best chefs and original gastronomic experiences at

 www.tasteslovenia.si

LOCAL FOOD IN »GOSTILNA« AND AT TOURIST FARMS

The views from the terraces of top-quality restaurants and excellent typical inns (gostilna) – the most recognised catering establishments in Slovenia, which frequently preserve family traditions from generation to generation and usually offer regional dishes and typical beverages, the same is also true for tourist farms – turn the tasting of local and regional cuisine into a first-class experience. The most famous dishes which you can try all year round include:

POTICA

a symbol of Slovenian cuisine and a traditional speciality. With its famous walnut filling and many other fillings, it reigns among different cakes, braid cakes and similar dishes;

PREKMURSKA GIBANICA

a protected sweet festive cake with layers of apple, cottage cheese, walnut and poppy seed fillings;

KRANJSKA SAUSAGE

which is the most well-known Slovenian product with protected geographical indication. It has been popular since 1896. Kranjska sausage goes well with sour cabbage and pickled turnip, which are also typical of Slovenia;

PIRAN SEA BASS

a supreme farmed fish, calamari, stuffed or grilled squid, which together with mussels prepared in various local ways prove that Slovenia is also a sea country.

Dishes typical of each region are further supplemented by excellent beverages: clean drinking water can be found everywhere, famous mineral water, organically produced fruit juices, various types of beer styles, spirits typical of each individual region and of course superb Slovenian wines from three wine-producing regions.

WINES OF SLOVENIA

White or red, lushly aromatic, strong, full-bodied or light, dry or sweet – no matter what kind of wine you prefer, you will discover your favourite variety in the three wine-growing regions of Slovenia.

PRIMORSKA

The winegrowing region of authentic native varieties.

The vineyards basking in the Mediterranean sun produce excellent red wines, such as Refošk, Teran, Merlot, Shiraz and Cabernet. Gaining in prominence are the characteristic old white varieties, such as the local Rebula, Zelen, Pinela and many others. Visit the House of Refošk in Koper, the winegrowers in Slovenian Istria and Goriška Brda, Karst and the Vipavska areas, the Dobrovo castle cellar and other remarkable features of the Wine Roads.

PODRAVJE

The winegrowing region of noble white wines.

The winegrowing region of noble white wines. The winegrowing hills of eastern Slovenia are renowned for their superior quality white wines as well as for some red wines. What particularly stands out is their quality-tested wines: late harvests, selections, Beerenauslese (BA) wines, ice wines and Trockenbeerenauslese (TBA) wines. The Wine Roads lead to wonders such as the world's oldest grapevine (the Old Vine House in Maribor), one of the biggest tunnel-shaped cellars in this part of Europe (Vinag, Maribor), the cellar with the oldest Slovenian archive wine from 1917 (Ptuj) and many others.

POSAVJE

The winegrowing region of Cviček and other white and red wines.

The land on the right bank of the river Sava boasts Cviček – a registered wine with character, low in alcohol content and with a distinctive acidic taste. There are many who say it has beneficial effects on your health! In addition, the land offers other pleasantly light, rose and white wines. Visit the notable “repnice”, pits dug into quartz sand (Bizeljsko) and other first-class wineries, including those housed in the Rajhenburg Castle under Brestanica and other marvels!



SLOVENIA OUTDOOR

Climb a summit. On foot or by bike. Enjoy lovely ski slopes. Feel the adrenaline. Inhale freshness. In the middle of green forests, on a horse, next to water, on golf courses. Enter the world of active adventures.

An aerial photograph of a wooden bridge spanning a river with vibrant turquoise water. A person in an orange shirt is lying on their back on the bridge. The river is surrounded by grey and brown rocks.

*10 mountain resorts
for 365 days
of outdoor activities*

*15,000 km of marked
mountain and themed hiking trails*

*178 mountain cabins,
shelters and bivouacs*

*113 rock climbing sites and several
climbing centres in towns and cities*

*More than 10 long-distance
cycling routes*

10 mountain biking parks

More than 40 ski resorts

13,000 karst caves

16 golf courses

More info





HIKE SLOVENIA

It is said in Slovenia that you have to climb Mt Triglav (2,864 m), the highest mountain in Slovenia, at least once in your lifetime. As mountaineering is part of the Slovenian identity, Alpine peaks are accessed via well-maintained and marked trails. If you're not excited about climbing the highest peaks of Slovenia, you are sure to find the trail that best suits you and your physical ability among the 10 thousand kilometres of mountain hiking trails and 5 thousand kilometres of themed trails.

📷 *Cycling at the Slovenian coast, Portorož*



HOP ON A BIKE!

When cycling is mentioned in Slovenia, the first things that come to mind are recreational challenges and major sports achievements. In the homeland of Tadej Pogačar and Primož Roglič, ranked among the best cyclists in the world by the International Cycling Union (UCI), there is a multitude of marked paths for road cyclists, challenging routes for mountain bikers, mountain biking parks for adrenaline seekers and interesting long-distance paths for cycling travellers. You can find opportunities for family cycling trips everywhere.

📷 *Mount Peca underground cycling*



ADRENALINE FILLED FUN

Attractive parks amidst tree tops, the largest zip line park in Europe, zip-lining, bungee jumping from bridges, and wind tunnels attract adrenaline junkies to Slovenia. Here you can enjoy tandem skydiving, hang gliding, a hot air balloon flight, or a visit to the karst caves and tourist mines on foot, by bicycle, or kayak, always in the company of experienced guides. Slovenia is an exciting place for sport climbers as it's home to numerous rock-climbing sites.



© Canoeing on Bohinj Lake

CHOOSE WATER ADVENTURES

Slovenia is one of the most water-rich European countries, where every region offers unique water experiences. Along the Adriatic Sea, lakes, and rivers there are 30 bathing areas and 18 natural bathing sites. The sea, lakes, and calm sections of rivers allow for various forms of boating, rowing and stand-up paddleboarding. Rafting, canyoning, hydrospeed, kayaking, and canoeing, as well as fly fishing, bring adrenaline-seekers looking for exciting water adventures to Slovenian rivers.



© Skiing at Krvavec Ski Resort

IT'S SNOW TIME!

The Bloke Plateau is considered to be the cradle of skiing in Central Europe. In a country where people knew how to walk on and skim across deep snow as early as in the 17th century, you can find plenty of courses for various types of skiing in more than 40 resorts, famous record-breaking ski jumping hills, snow parks, sledging hills, ice climbing spots, and a lot of ideas for new forms of ski entertainment. Snowy slopes still invite you to try ski touring outside of maintained and marked ski pistes.



© Playing Golf in Lipica

GOLF WITH STUNNING VIEWS

Few countries in the world can offer so many different views from golf courses as Slovenia! While playing the royal game, you can admire Alpine peaks, wine growing hills, lakes and rivers, forests and meadows, ancient towns or a pleasant countryside that is home to thermal water springs. The oldest golf course dates to 1937, while today you can enjoy a total of 16 golf courses all around the country.

SLOVENIA HAS A SPORTING HEART

Slovenia is ranked at the top of the world in terms of the number of Olympic medals won per inhabitant. The Slovenian anthem is heard at many of the most challenging international sports competitions, and Slovenian fans proudly wave Slovenian flags all around the world. But every great sports story starts at the place where the champions grew up!

GLOBALLY RECOGNISED SPORT EVENTS IN SLOVENIA

Slovenia has proven to be an excellent host in the organization of sports events according to the so-called “bubble” system in the last year. The International sports events are an opportunity to increase the reputation of Slovenia as an active, green, and healthy sport destination and to promote the I feel Slovenia brand and Slovenian tourism. On the one hand, sport events represent an excellent opportunity to promote many opportunities for active recreation and preparation of athletes in Slovenia, and at the same time position our country as the host of the most demanding sporting events.

FIS Alpine Ski World Cup - 57th Golden Fox, Kranjska Gora, 16th - 17th January 2021

IBU World Championships Biathlon, Pokljuka, 9th - 21st February 2021

I feel Slovenia Para Nordic Skiing World Cup, Planica - Kranjska Gora, 2nd - 10th March 2021

UEFA European Under-21 Championship - Group stage - Ljubljana, Maribor, Celje, Koper, 24th - 31st March 2021

JANUARY

FEBRUARY

MARCH

FIS Ski Jumping World Cup, Ljubno, 22nd - 24th January 2021

FIS Snowboard Alpine World Championships, Rogla, 1st - 2nd March 2021

FIS Alpine Ski World Cup - 60th Vitranc Cup, Kranjska Gora, 13th - 14th March 2021

FIS Ski Jumping World Cup Finals, Planica, 25th - 28th March 2021

SLOVENIAN ATHLETES, AMBASSADOR OF SLOVENIAN TOURISM

To promote Slovenia as an ideal sports and active outdoor destination and share the I feel Slovenia brand values, Slovenian tourist board teamed up with top Slovenian athletes. With their achievements, enthusiasm, and heart they impress millions of sports enthusiasts and active individuals from around the world and prove that sport is written in Slovenian's genes. Among them are world's best cyclists, Primož Roglič and Tadej Pogačar, Luka Dončić, the NBA basketball star from Slovenia and alpine skier Ilka Štuhec.

SLOVENIA CATERS FOR ALL SPORTS

Slovenia's brand and positioning make it highly relevant to the sport and active tourism markets and its assets are exceptional: from the very diverse natural landscapes to the extraordinary range of man-made facilities for a multitude of sports involving both teams and individuals. In addition, Slovenia has a very fine reputation for Olympic excellence, some world-class training facilities (especially for soccer and rowing) and gastronomy that can deliver high quality nutritious food for athletes. One of the main assets, often overlooked by other destinations, is Slovenia's impressive network of sports clubs and sports specialists that are willing to make themselves available to benefit visiting teams and visitors wanting to participate in all kinds of sporting and adventure activities. Add the compact geography and the ease of getting to different facilities and you have a very competitive environment for top sports stories.

*Written by: Prof. Dr. Terry Stevens,
strategic sports projects and
destination development specialist*

*Giro d'Italia - Stage
15 - Brda and Nova
Gorica, 23rd May 2021*

*Tour of Slovenia,
9th - 13th June 2021*

*European Handball
Women's 19 EHF EURO,
Celje, 8th - 18th July 2021*

*iXS European
Downhill Cup,
Maribor, 3rd
August 2021*

*ECA Junior and U23
Canoe Slalom European
Championships, Solkan,
19th - 22nd August 2021*

MAY

JUNE

JULY

AUGUST

*UEFA European Under-21
Championship - Finals - Ljubljana,
31st May - 6th June 2021*

*ICF Junior and U23 Canoe
Slalom World Championships,
Tacen, 6th - 11th July 2021*


*UEC MTB European
Championships, Maribor,
6th - 8th August 2021*

*ICF Junior and U23 Wildwater
Canoeing World Championships,
Solkan, 25th - 28th August 2021*

SLOVENIA CITIES & CULTURE

Discover the mysterious combination of cultural sights and natural patterns which have had their meeting point here in Slovenia, at the crossroads of nations and regions. Culture opens doors to travellers into the world of artistic creativity and architecture, into the history of culture and the modern way of life. Come on in, it's Slovenia Culture Time!





50,000 year-old
*(or more) Neanderthal flute found
in the Divje Babe Cave*

5,000 year-old
*(or more) wooden wheel with an axle
from the Ljubljana Marshes*

5 centuries of the oldest
grapevine in the world from Maribor

8 UNESCO sites of natural,
cultural, and intangible heritage

150 castles

500 years from the first
Slovenian printed books

50 years of uninterrupted work by
the giant of architecture – Jože Plečnik

More info





EXPERIENCES OF DIFFERENT AGES

Slovenian cities are small on a global scale, but they offer everything you expect from city life. You can wander through interesting museums and galleries, theatres and exhibitions, churches and castles.

You will be fascinated by remains from antiquity and ancient times, its preserved medieval town centres and the original architecture of famous and more contemporary masters. You come across culture at every turn. Summer festivals and numerous events turn streets and squares into the most interesting venues.

Markets and city parks invite you to spend time there. Your curiosity will be sparked by the spaces of innovative urban culture. Take a themed guided tour. Experience special stories in popular escape rooms and through playful programmes to discover a city's hidden secrets.

THE THREE LARGEST SLOVENIAN CITIES

Ljubljana – the green capital of a green country,
the city of Plečnik's architecture and urbanism.

Maribor – the city of the oldest grapevine in the world,
surrounded by vineyards and green forests of Pohorje.

Celje – the city of the Counts of Celje, a European
aristocratic family.



SLOVENIA

UNESCO

The UNESCO World Natural and Cultural Heritage List includes two natural and three cultural sites: Škocjan Caves, the primeval forests of Krokav and Snežnik-Ždrecle, heritage of mercury in Idrija, heritage of ancient pile-dwellers in Ljubljana marshes and the works of architect Jože Plečnik in Ljubljana.

Bobbin lacemaking in Slovenia and Art of dry stone walling, knowledge and techniques have joined Door-to-door rounds of Kurenti in Ptuj area and the Škofja Loka Passion Play, the oldest preserved dramatic text in Europe, on the Representative List of the Intangible Cultural Heritage. Slovenia has two Geoparks in the UNESCO network – the Karavanke Alps with the Peca underground and Idrija with its geological fault. The UNESCO biosphere reserves include the Julian Alps and its highest peak and

the symbol of Slovenia, Mt Triglav, the Karst, the Mura River and Kozjansko & Obsočelje regions. The architecture of Jože Plečnik, the conventional Karst with more than 13,000 subterranean caves, where the science of karstology began developing and spreading worldwide, and the Walk of Peace with World War heritage are all candidates for inclusion among the world's heritage elite. The capital, Ljubljana, is a UNESCO City of Literature.





More info



 www.slovenia.info/spas

© Moon Bay, Nature Park Strunjan



SLOVENIA HEALTH & WELL-BEING

Slovenia is the land of health and well-being. There are many natural health resorts and thermal spa centres around thermal and mineral water springs. In addition to healing waters, beneficial sea and mountain climates, mud and brine from salt pans, natural peat and many other natural factors are used in therapies. Bees and unspoilt nature found throughout Slovenia also lead you on the path to well-being.

SLOVENIAN NATURAL SPAS

The natural therapeutic effects of thermal water, the beneficial effect of sea and mountain climates with aerosols, salt water and saltpan mud, therapeutic peloids and peat are the medicinal substances that can be found in abundance in Slovenian nature and that form the basis for the operation of 13 Slovenian natural health resorts.

- 1 Terme 3000 – Moravske Toplice
- 2 Radenci Health Resort
- 3 Ptuj Thermal Spa
- 4 Rogaška Medical Centre
- 5 Olimia Thermal Spa
- 6 Zreče Thermal Spa
- 7 Dobrna Thermal Spa
- 8 Thermana Laško
- 9 Čatež Thermal Spa
- 10 Dolenjske Toplice Thermal Spa
- 11 Šmarješke Toplice Thermal Spa
- 12 Terme Portorož
- 13 Talaso Strunjan



© Terme 3000 - Moravske Toplice

NATURAL HEALING RESOURCES

Natural healing resources	Čatež Thermal Spa	Dobrna Thermal Spa	Dolenjske Toplice Thermal Spa	Thermiana Laško	Terme 3000 – Moravske Toplice	Olimia Thermal Spa	Portorož Thermal Spa	Ptuj Thermal Spa	Radenci Health Resort	Rogaška Medical Centre	Talaso Strunjan	Šmarješke Toplice Thermal Spa	Zreče Thermal Spa
Cold drinking mineral water									✓	✓			
Thermal mineral water: temp. at source (°C)	42-63	35-36,3	36-38	32-35	62-73	30-44	23	39	41	55		32	34,5
Sea water and brine							✓				✓		
Altitude (m)	142	375	179	230	186	220	0	269	208	228	0	169	395
Climate		✓					✓		✓	✓	✓		✓
Aerosols for inhalation		✓			✓	✓	✓		✓	✓	✓		
Healing mud and mineral peloids	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Peat		✓											
State-certified health resort	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

INDICATIONS

Indications	Čatež Thermal Spa	Dobrna Thermal Spa	Dolenjske Toplice Thermal Spa	Thermiana Laško	Terme 3000 – Moravske Toplice	Olimia Thermal Spa	Portorož Thermal Spa	Ptuj Thermal Spa	Radenci Health Resort	Rogaška Medical Centre	Talaso Strunjan	Šmarješke Toplice Thermal Spa	Zreče Thermal Spa
Cardiovascular diseases							✓		✓	✓		✓	
Rheumatic diseases	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Locomotor system injuries	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digestive system diseases										✓			
Metabolic diseases								✓	✓	✓			
Gynaecological diseases	✓	✓	✓	✓	✓		✓			✓			
Kidney and urinary tract diseases		✓							✓	✓			
Neurological diseases	✓	✓	✓	✓		✓		✓	✓			✓	
Skin diseases				✓	✓	✓	✓			✓	✓		
Neurotic disorders		✓			✓	✓		✓				✓	✓
Respiratory diseases											✓		✓



THERMAL SPA CENTRES

In addition to natural health resorts, you can discover thermal spas and wellness centres. In Thermal Pannonian Slovenia you can experience the unusual paraffin water of **Terme Lendava** and the black thermal water of **Terme Vivat**. The thermal spa in **Banovci** has a campsite and a nudist area. In **Bioterme Mala Nedelja** you can stay in the hotel or choose to go glamping. Under the mountains are **Terme Topolšica** that offer preventive health programmes, **Terme Snovik** which is specialised in kneipping, and **Terme Cerkno** with apartments with a view of the ski slopes. At the foot of the Posavje mountain range is the thermal resort of **Rimske Terme**, whose story started in Roman times. In the southern part of Slovenia are **Terme Paradiso Dobova**, with a special area dedicated to honey and bees.

A photograph of a wooden apiary building with many colorful drawers (red, green, blue, yellow, pink) for beehives. A person is lying down on a wooden platform in front of the building, looking out over a green field and hills. The building has a curved roof and a large window reflecting the person.

APITOURISM

Slovenian beekeepers offer original experiences that strengthen your body and soul. Special api arrangements ensuring your well-being are being developed at their apiaries; in many places, bee-related accommodation is available as well. At an apiary, you can discover the beekeeper's secret of long life by inhaling the wonderful aroma of bee products while listening to the bees' buzzing. Pamper yourself with honey skin treatment, or a honey bath. Take care of your looks, health and well-being with honey wellness, relax in a honey sauna and enjoy a honey massage.

At Slovenia's initiative, the United Nations proclaimed 20 May as World Bee Day, a day for raising awareness about the extraordinary significance of bees for the survival of humankind.

A man and a woman in business attire are sitting on tree stumps in a lush garden. The woman is sitting on a stump, looking towards the man who is standing and leaning on another stump. They are surrounded by dense green foliage and trees. The scene is bright and sunny, with sunlight filtering through the leaves.

SLOVENIA MEETINGS

Slovenia is an excellent choice for boutique motivational travels, as well as small and medium-sized business meetings and events. When you want to offer your participants even more to do in their free time, the diversity of Slovenia and short distances provide countless options. If you are health and safety conscious, you can rely on the holders of the Safe and Healthy Meetings & Events certificate in Slovenia to meet your requirements.



© Hiša Denk- 1 star Michelin Restaurant, Zgornja Kungota

WHY ORGANISE A MEETING IN SLOVENIA?

EXPERTS IN THE PROFESSION

The Slovenian Convention Bureau is a professional intermediary between organisers and clients for services related to congresses, meetings, events, motivational programmes and travels. As a strategic partner of the Slovenian Tourist Board, it will help you find the best solutions and the most suitable partners for your needs.

PEOPLE, ADAPTABILITY AND QUALITY

The best trait of professionals who will help you realise your ideas in Slovenia is adaptability. They will seek the best solutions with all their heart and an understanding of your needs. Another advantage of Slovenia is the excellent quality-price ratio.

CERTIFIED PROVIDERS AND VENUES

In Slovenia, we follow a personalised approach to achieve an above-standard fulfilment of expectations. When you choose Slovenia, you are inviting your participants to one of the safest countries in the world according to the Global Peace Index. In the current situation, you can also be sure that you are inviting them to a country that is taking all the necessary health protection measures. The Safe and Healthy Meetings & Events certificate awarded by the Slovenian Convention Bureau, in cooperation with the National Institute of Public Health, certifies that the organisers and venues take above-standard measures to ensure the health safety of participants at events.

AN ATTRACTIVELY DIVERSE AND ACCESSIBLE COUNTRY

Slovenia is located at the heart of Europe and is accessible from any part of the world. This geographically diverse country offers a wide range of well-equipped venues for organising small and medium-sized events. In addition to professional and organisational support, all venues provide superb cuisine and possibilities for discovering the authentic specialities of Slovenia, which proudly holds the title of the European Region of Gastronomy 2021.

SURPRISED AND DELIGHTED BY CHOOSING SLOVENIA

Slovenia is still a relatively hidden gem of a destination for business meetings and motivational travels. As one of the most sustainable countries in the world, in recent years it has developed a series of boutique products which make this green country even more attractive. Its flourishing nature allows you to augment your events with memorable outdoor adventures.





SLOVENIA UNIQUE EXPERIENCES

It is not enough just to see it. You have to experience it! Don't be just a visitor, become an explorer of the most unique stories of Slovenia. Pick a boutique 5-star experience you cannot have anywhere else! The strict rules on awarding the Slovenia Unique Experiences label guarantee that you will experience your chosen story in an unforgettable way. Tailored for individuals and small groups.



More info



www.slovenia.info/unique

BEING A DIFFERENT KIND OF GOURMAND

You can enjoy exceptional culinary specialties at many gastronomic hot spots in Slovenia. But they will be the most memorable if you discover their origin and taste them at an original venue.

TRACING WINE STORIES TO THE WORLD'S OLDEST GRAPEVINE

Let an experienced sommelier take you through the vineyards along the famous heart-shaped road. After meeting the local winemakers, he will take you to one of the oldest classic wine cellars whose catacombs extend under the city streets. Just a stone's throw away, **the oldest grapevine in the world** has been growing for nearly 500 years! Enjoy the first-class flavours of the wine country in the Old Vine House.

♥ **Maribor**

VINTAGE GOURMET TOUR

Take a drive with legendary vintage cars around the most beautiful viewpoints of Istria, which is known for its world-class olive oils. Learn about their flavours, special features and use. **In the largest family-owned oil mill** in Slovenia, mix your own **favourite oil blend** and sample Istrian dishes.

♥ **Slovenian Istria**

VELENJE UNDERGROUND

After saying the usual miners' farewell of Srečno! (Good luck!), take the oldest lift in Slovenia and descend to an impressive depth of 160 metres below ground! There, **in the deepest dining hall, a four-course culinary experience** awaits, prepared by award-winning chefs. After a ride on the underground train, make a toast to new experiences with a glass of sparkling wine in the Black Changing Room!

♥ **Velenje**



© Velenje underground

TRAVELLING TO DIFFERENT ERAS

In Slovenia, explorers of culture can journey from the prehistoric times of pile-dwellers through the Iron Age, antiquity and the Middle Ages, all the way to modern times. But what makes the experience real is meeting the heroes of different eras in person!

THE STORY OF A SOLDIER FROM THE ISONZO FRONT

On the site of some of the greatest mountain battles of World War I, you will meet a soldier who knows every corner of **the maze of caverns and trenches**. His story will bring to life the time of the Isonzo Front, presented in outdoor museums and the Kobarid Museum. This a powerful story of history and cheese, which are vital elements of life in the valley of the emerald Soča River.

📍 **Kobarid, Soča Valley**

THE MOUSTACHE TOUR

Cycle to the important points related to the moustached giants of Slovenian culture in the company of a moustached expert. On one of **the best cycling tours in Europe**, you will see Jože Plečnik's architectural masterpieces in Ljubljana, the gallery with the paintings of Rihard Jakopič and the hill where writer Ivan Cankar lived as a star. Prepare yourself for a lesson in the art of moustache styling!

📍 **Ljubljana**

LJUBLJANA CASTLE JUST FOR YOU

Treat yourself to a very private experience of the castle with **live theatrical presentations of the six key periods** of Slovenia's capital performed just for you. Your personal guide will take you past the queue to the funicular railway, up to the castle, to the top of the viewing tower and finally to the castle restaurant, where top chefs will prepare a delicious meal for you.

📍 **Ljubljana**



📷 Ljubljana Castle

RAISING YOUR HEARTBEAT

You can find many adrenaline-filled challenges in any of Slovenia's diverse regions. But the most memorable adventures are calling to you from the mysterious underground world and a spot where you can enjoy astonishing views in all directions.

VERTICAL ADRENALINE ADVENTURE

Experience the beauty of mountains like alpine climbers. Bivouac between the earth and the sky! After a ride in a Jeep from World War II, abseil onto **a suspended alpine platform** with outstanding views. Watch a sunrise or sunset from **the middle of an overhanging rock face!** Discover the valley of the Nadiža River and treat yourself to the tasty local dishes.

📍 Soča Valley

KAYAKING ADVENTURE UNDER MOUNT PECA

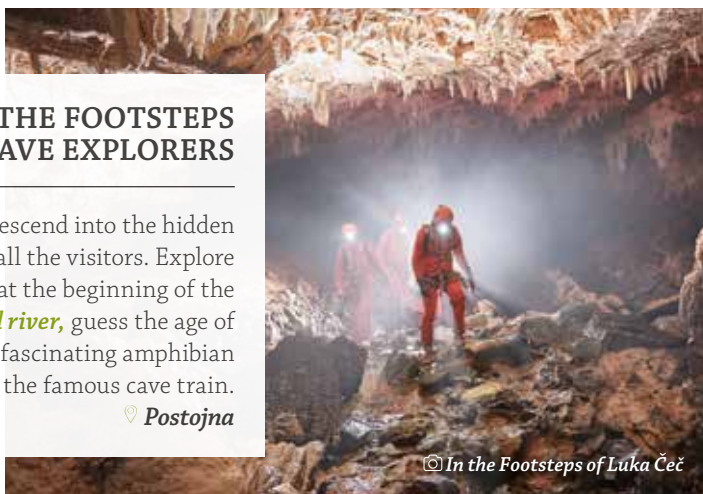
Paddle along an underground river to little lakes that are located **as deep as 700 metres below ground!** With a former miner as your guide, explore the excavation sites, tunnels and spacious halls of **the abandoned lead and zinc mine, which is part of the Karavanke UNESCO Global Geopark.** At the end, restore your strength with a traditional miner's meal.

📍 Mount Peca, Mežica

FOLLOWING IN THE FOOTSTEPS OF THE FIRST CAVE EXPLORERS

Equip yourself **with ropes and a headlamp** and descend into the hidden tunnels of the famous Postojna Cave away from all the visitors. Explore this karst cave as the first cave lamplighter did at the beginning of the 19th century. **Cross the underground lake and river,** guess the age of dripstone formations and visit the home of the fascinating amphibian known as an olm. Make your way out of the cave on the famous cave train.

📍 Postojna



📸 In the Footsteps of Luka Čeč

EXPERIENCING ANCIENT WISDOM

Slovenia will amaze you with the old skills taught to people by monks through the centuries. Even further back in time stretch the roots of our connection to nature and our surroundings, of what used to be such a simple self-presence and self-awareness.



© Magical world of herbs

MAGICAL HERBS OF THE SAVINJA VALLEY

Awaken your senses with herbs from the garden of the former Benedictine monastery near the largest Slovenian cathedral. Sensory exercises in **the garden with 160 herb varieties** will help you find the right herb for you. Experienced herbalists will guide you in the preparation of culinary delicacies and herbal incense. Enjoy a tea party by the fire!

📍 **Gornji Grad**

THE MINDFULNESS INTINITY WINE BLISS EXPERIENCE IN GORIŠKA BRDA

In Goriška Brda, Slovenia's renowned wine-growing region, achieve mindfulness in the way of the almost forgotten Staroverci – Old Believers. Between the castle and the cellar, the terraces and olive trees, **use all five senses to connect with the earth, produce, flavours**, sounds and stories. Try the wine from the barrels that the Staroverci smoked with herbs. Celebrate and dance.

📍 **Goriška Brda**



© Goriška Brda

EXPERIENCING SELF-SUFFICIENCY

Throughout Slovenia you can easily perceive the beauty of growing vegetables in a self-sufficient home garden. Slovenian farms always have ingredients for excellent meals at hand.

ACTIVE GETAWAY AMONG THE TREETOPS

The eco village of Garden Village Bled combines *the prestige of cosmopolitan Bled and the beauty of self-sufficiency*. You will have your own house in the treetops and enjoy fresh fruit and vegetables from the resort's own gardens. There is a stream running through the restaurant, grass grows on the tables. Here you can learn how to live in tune with yourself and nature.

♥ Bled

AN UNFORGETTABLE DAY AT THE FONDA FISH FARM

Sail to this *unique sustainable fish farm* in the protected Sečovelje Salt Pans Landscape Park and feed the fish. When you return to land, taste the seabass seasoned with fleur de sel and see for yourself that the Fonda family have succeeded in achieving their goal: *to produce the best farmed fish in the world!*

♥ Sečovelje

DREAMY NIGHTS IN A HAYLOFT AT THE FIRBAS HOMESTEAD

At this homestead, which is one of the Slovenian Houses of Tradition, they will pamper you with traditional dishes, and in the evening you can take a relaxing bath in an outdoor wooden tub.

The *scent of hay* will lull you to sleep in a luxurious natural bed. In the morning, the hosts will surprise you with a spectacular live breakfast preparation with freshly laid eggs.

♥ Cogetinci



© Firbas Homestead

EXPLORING NATURE

You can really experience the landscape and biological diversity of Slovenia when you delve into its secret spots with real experts.

MEET A BEAR IN ITS NATURAL HABITAT

The Kočevje forests are home to the largest brown bear population and the highest number of primeval forest remnants in Europe. Here you will learn *the skills of picking wild edible plants* and how to behave in bear territory. Observe the largest European carnivore in its home! In the company of a hunter and from *the safety of special observatories*.

📍 Kočevje

A NATURAL-SCIENCE-THEMED GETAWAY IN SLOVENIA

Explore the most biologically diverse regions of southern Slovenia with a bird and amphibian expert. Meet *butterflies, wild orchids* and other animals and plants of the unique parts of the Dinaric Karst. Make stops at farm stays and spend an evening in a hunting lookout in bear territory.

📍 Karst

THE SOČA VALLEY – FROM WATER TO BREAD AND MILK

Visit *five hidden sources of crystal-clear* water in one of the oldest national parks in Europe. Learn about herbs and knead them into a dough for sourdough bread at a bread-making workshop. Go on an adrenaline-packed ride down the river and climb *a cheese-making mountain*. Taste what is cooking in a cauldron over an open fire at a mountain cheese dairy. Discover the beauty of the Alps and excellent dishes prepared by a Michelin-star chef.

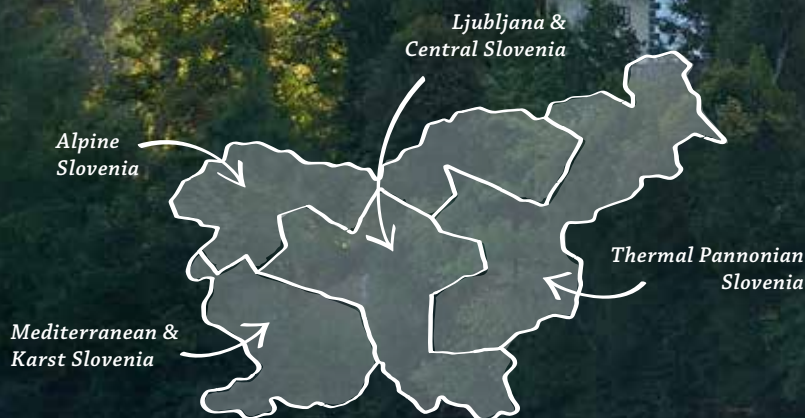
📍 Soča Valley



© Soča Valley

4 TOURIST AREAS FOR 365 DAYS OF EXPERIENCES

Everything is nearby in the only European country where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. It is only up to a two-hour drive from the capital and Central Slovenia to even the most remote corners of Slovenia. But even a brief encounter with each of them fuels the desire to spend more time discovering its special features and to return to Slovenia.







ALPINE SLOVENIA

bled

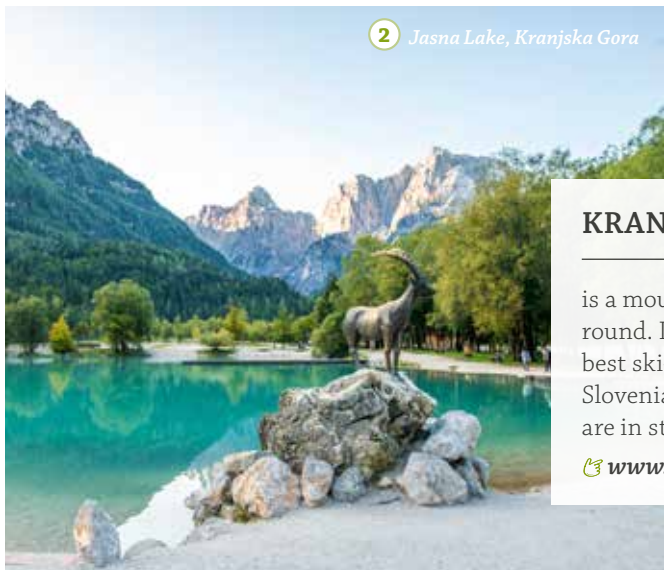
an image of paradise, with its beauty and sustainable way ranks among top 10 destinations according to Lonely Planet. Lake Bled under the peaks of the Julian Alps and the castle perched on a cliff make it one of the most beautiful Alpine resorts in Europe. Thanks to its mild climate, it has the longest bathing season.

www.bled.si



1 Bled

2 Jasna Lake, Kranjska Gora



KRANJSKA GORA

is a mountain tourist and sports resort attractive all year round. In the winter, Alpine skiers compete here and the best ski-jumpers set records in nearby Planica. The highest Slovenian road pass is ready for cyclists and many attractions are in store for hikers.

www.kranjska-gora.si



© Jezersko



3 Soča Valley

SOČA VALLEY

a valley of action, energy and discoveries was voted among the 10 best destinations to visit in Europe in 2021. The emerald-green river hosts numerous water sports and fishing. The Walk of Peace, which unveils the heritage of World War I, runs along the mountains above the river.

www.soca-valley.com

BOHINJ

a picturesque mountain valley embraced by the Julian Alps, is a symbol of sustainable tourism and the first to obtain the Slovenia Green platinum award. Lake Bohinj in the very heart of the Triglav National Park, one of the oldest national parks in Europe, is the largest Slovenian natural lake.

www.bohinj.si



4 Bohinj

TOP 5 *things to do*

COSMOPOLITAN IN BLED.

Let a pletna boat take you to Bled Island. Ring the church bell for good luck. Visit Bled Castle for the best views. Taste Bled cream cake.

RESPONSIBLE IN BOHINJ.

A place in the Triglav National Park is a place of responsible mobility Alpine Pearls. Come by public transport. Climb on the museum train on the scenic railway line. Visit the International Wild Flower Festival.

NATURAL IN THE TRIGLAV NATIONAL PARK.

Neat trails lead you to treasures of nature. Watch animals and take pictures of them on tours with guides. See multi-image presentations and exhibitions at information centres.

IN TOUCH WITH WATER IN THE SOČA VALLEY.

Experience rafting, canyoning and other water sports. Visit natural swimming pools, treat yourself to some fishing. See the Soča River from the air or from vantage points along hiking trails.

VISTAS IN THE LOGAR VALLEY.

Let the views of one of the most beautiful glacial valleys in Europe astonish you on the Solčava panoramic road. Go to the Rinka Waterfall, visit homesteads with old crafts.

CERKNO

Gorges and canyons, just like the one in which the famous Franja Partisan Hospital is located, are one of the many faces of Cerkno, which will surprise visitors with its special Shrovetide ('Pust') traditions, an archaeological site where the oldest flute in the world was found, a family friendly ski centre, and new ways of experiencing selfness in the forest.

www.visitcerkno.si



5 Franja Partisan Hospital



6 Radovljica

RADOVLJICA

a medieval town with a moat and views of the Karavanke Alps, is known today as Sweet Radovljica (Radol'ca). The tradition of beekeeping and honey is supplemented with new sweet experiences.

www.radolca.si

KRANJ

has always been the capital of the Slovenian Alps and is considered the cultural heart of Slovenia for the greatest Slovenian poet France Prešeren. The special feature of the town is a river canyon in the town centre.

www.visitkranj.com



7 Kranj

UPPER SAVINJA VALLEY

preserves the essence of Alpine life. Feel nature in the iconic glacial Logar Valley, on tours to the Kamnik - Savinja Alps, in the Mozirski Gaj Flower Park and in Snežna jama Cave, the highest located tourist cave in Slovenia.

www.visitsavinjska.com



8 Logar Valley



ROGLA - POHORJE

attracts visitors with its extensive forests, peat bog and lakes. One of the attractions inviting you to visit the ski centre on Rogla and the spa in Zreče is also the Pohorje Treetop Walkway on a wooden construction 20 metres above the ground. Near Slovenske Konjice are the Žiže Charterhouse and the oldest inn in Slovenia, and not far away also KSEVT, the Cultural Centre of European Space Technologies.

www.destinacija-rogla.si

10 Maribor



MARIBOR - POHORJE

Maribor, the city with the oldest vine in the world, is an excellent starting point for exploring eastern Slovenia. On one side, it touches the Pohorje Hills, which have ski centres and hiking and cycling trails, and on the other it continues into areas famous for wine growing.

www.visitmaribor.si

11 Koroška



KOROŠKA

a hilly region with mighty forests, charms with the treasures of the UNESCO Global Geopark Karavanke, with the Topla Nature Park and the mining underground world of Peca. You can also travel along it by bike and kayak.

www.koroska.si



MEDITERRANEAN & KARST SLOVENIA

IZOLA

is a town with a fishing tradition. Special experiences of the sea are provided by the legendary sunken ocean liner and a marine archaeological park. The Strunjan Cliff invites you to hikes in nature, while the green outskirts are famous for wine-growing and olive treegrowing.

www.visitizola.com



1 Izola



2 Koper

KOPER

is a town of a hundred suns which adorn the medieval Venetian palaces. The sun warms up the lagoon of the Škocjanski Zatok Nature Reserve with hundreds of birds, the Karst Edge and world famous climbing areas. Istrian cuisine draws you to numerous events.

www.koper.si



© Cerknica Lake

PORTOROŽ AND PIRAN

are surrounded by salt pans from both sides. The value of the famous salt made the medieval rise of the picturesque Piran. In cosmopolitan Portorož, salt is today part of wellness options, one of the most complete in Europe.

www.portoroz.si



3 Piran

TOP 5 *things to do*

WORLD FAMOUS.

A train on the oldest cave railway in the world will take you among the stalagmites and stalactites of Postojna Cave. A trail with a bridge that is 50 m above the bed of an underground river will lead you to the underground canyon in Škocjan Caves.

MEDITERRANEAN TOWNS.

Discover the differences between the medieval towns of Piran and Koper. Meet the health resort tradition and the cosmopolitan coastal area of Portorož, and the fishing tradition of Izola. Go to Istria, the green outskirts of coastal towns.

TRADITIONAL SALT PANS.

Visit the Sečovlje Salt Pans which are among the oldest still operational salt pans in the world. Ride a bike to the Museum of Saltmaking and relax in a wellness resort – outdoors, in the salt pans.

NOBLE HORSES.

After seeing the oldest stable of white Lipizzaner horses in Lipica in the Karst, treat yourself to a show of the Classical Riding School, visit a museum, ride a horse around the region or take a carriage ride.

DIFFERENT ARCHITECTURE.

Learn about the original creations of the architect Maks Fabiani during a guided tour of medieval Štanjel in the Karst. Check out the Ferrari Garden and enter the Karst House, the oldest building in Štanjel.

ANKARAN

is renowned for its mild climate with favourable health effects. The town which hosts one of the largest campsites in Slovenia touches Debeli rtič which is a protected coastal area with a Mediterranean park.

 www.obcina-ankaran.si



4 Ankaran

THE KARST

surprises with Postojna Cave, which is the most visited cave in Europe, Škocjan Caves with an extraordinary underground gorge and other world famous special features. Lipica has been the original stud farm of white Lipizzaner horses since 1580. Štanjel is the architectural gem of the Karst. Be stunned by the intermittent Lake Cerknica. Once the water from the karst underground fill it up, you can go for a boat ride on Slovenia's largest lake. In Pivka, go on board a submarine and see the items displayed in the Park of Military History. Culinary offer can be found along the Brkini Fruit Road and the Karst Wine Route.

 www.zelenikras.si

 www.visitkras.info



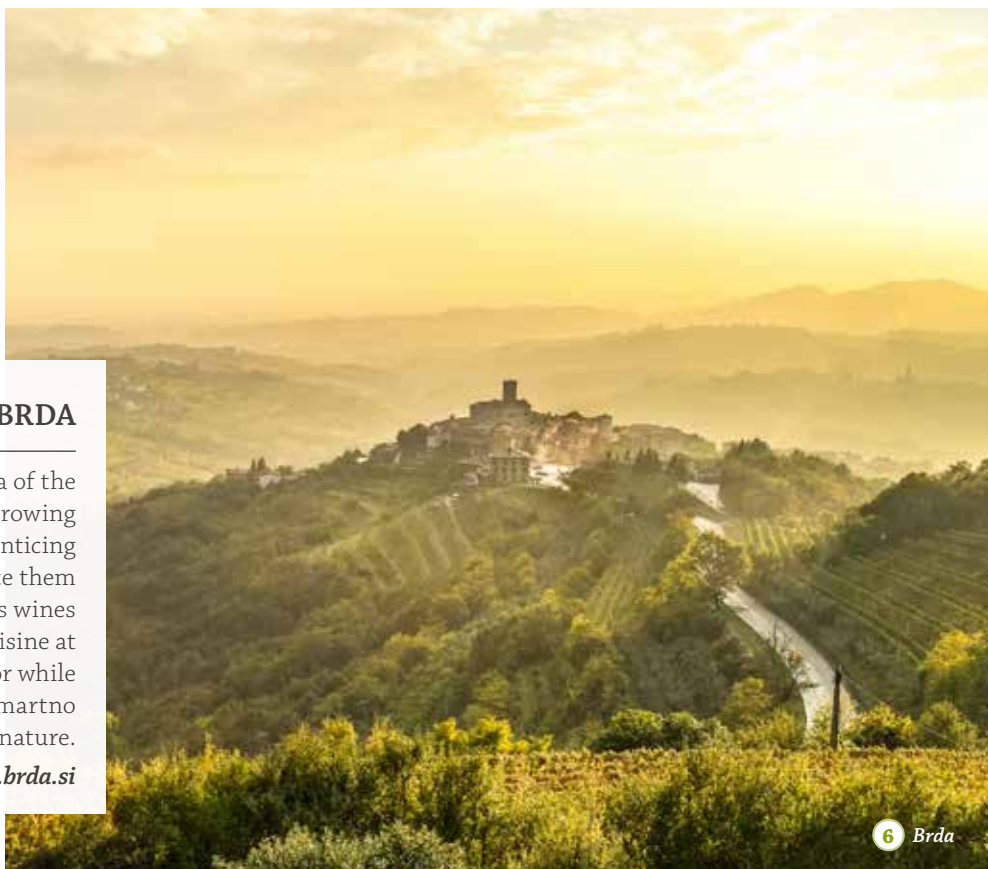
5 Postojna Cave



BRDA

the most famous area of the Primorska wine-growing region, is a land of enticing moments. Experience them while tasting famous wines and the Brda cuisine at traditional holidays or while exploring medieval Šmartno and the nature.

 www.brda.si




6 Brda



NOVA GORICA AND THE VIPAVA VALLEY

are a crossroads of diversity on the border – without borders. In the Transalpina Square, you can stand in two countries at the same time. The traditions of the fruit-growing and wine-growing valley are enriched with casino experiences.

 www.novagorica-turizem.com

 www.vipavskadolina.si

7 Vipava valley



THERMAL PANNONIAN SLOVENIA



PTUJ

is an old town of new experiences. The castle above the town of the oldest wine cellars overlooks the streets with one of the most interesting carnivals in the world, which is entered in the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity. The Ptuj Thermal Spas is nearby.

www.ptuj.info

1 Ptuj

THE POMURJE REGION

Feel the difference between the various Pomurje healing waters: black thermo-mineral water in Moravske Toplice, thermal and drinking water in Radenci and green paraffin water in Lendava. Here, you can also climb to the top of Vinarium Tower offering a stunning view of four countries. Discover the specific features of the landscape by the Mura River in the many virtual presentations of the Expano pavilion in Murska Sobota.

www.visitpomurje.eu



2 Pomurje



📷 Watchtower Vinarium, Lendava



3 Velenje Castle

VELENJE AND TOPOLŠICA

invite you to the town of the unique underground Coal Mining Museum and to a Topolšica Thermal Spa in the midst of green forests. Velenje has an attractive beach by the lake and hosts the largest children's festival in Slovenia.

🌐 www.velenje-tourism.si

TOP 5 *things to do*

HEALTHY WATERS.

In addition to thermal and mineral water, this is also home to famous mineral waters Donat Mg and Radenska. Treatment, prevention and medical wellness programmes in health resorts include, in addition to healing waters, the benefits of the climate, peat, healing mud and other natural factors.

RELAXATION IN THERMAL WATER.

This part of Slovenia is home to 13 Slovenian natural thermal spas and many wellness resorts. Wellness and selfness programmes, swimming and entertainment in swimming pools with water attractions ensure an excellent break.

CASTLES AND CONVENTS.

In addition to historical towns, Ptuj and Celje castles and a set of castles in the Posavje region, various convents and monasteries related to the traditions of herbalism, cheese making, chocolate making etc. are also worth visiting.

LOCAL DELICACIES.

The cuisine is based on local ingredients and hundreds of years old recipes. The best addition to dishes are top local wines from the Podravje and Posavje wine-growing regions, Slovenian special wine Cviček and beer made from Slovenian hops.

ACCOMMODATION AMONG NATURE.

A hotel in a thermal spa or a town, a tourist farm, an apartment, camping or glamping – you are in touch with nature anywhere you choose. This is demonstrated by environmental certificates for high-quality accommodation.

DOBRNA

is a place with the oldest Slovenian thermal spa linked to the centre with a mighty chestnut alley, while pleasant walking and educational forest trails link it to the energy park, green nature and attractions in the surroundings.

www.dobrna.si



4 Dobrna Thermal Spa

CELJE

is the town of the Counts of Celje on account of one of the most powerful European noble families. The Old Castle of Celje and the town centre are surrounded by a green environment where you can take an active break. Hop-growing Žalec is home to the internationally known attraction the Green Gold Fountain.

www.travelcelje.com



5 Celje

LAŠKO

is the confluence of well-being and health, brewing, beekeeping and herbalism. In the town below a castle, the Thermiana Laško Thermal Spa is located right next to the Savinja River, and the Rimske terme Spa is not far away.

www.lasko.info

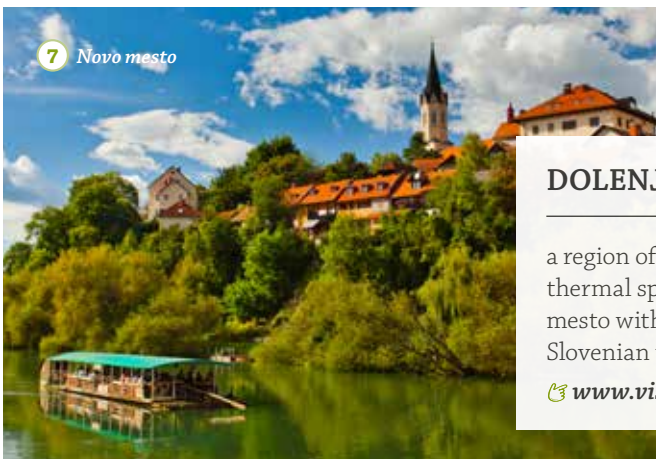


6 Thermiana Laško

DOLENJSKA

a region of thermal springs along the Krka River, invites you to from the thermal spas of Šmarješke Toplice and Dolenjske Toplice and to Novo mesto with its globally important archaeological heritage. The quirky Slovenian wine called Cviček is produced around the town of situlae.

www.visitdolenjska.eu



7 Novo mesto



ROGAŠKA SLATINA

is a place of glass production and unique mineral water Donat Mg which contains the most magnesium in the world. The promenade among the Secession buildings has been connecting a health resort and a top medical centre for centuries.

www.rogaska-tourism.com

8 Rogaska Slatina

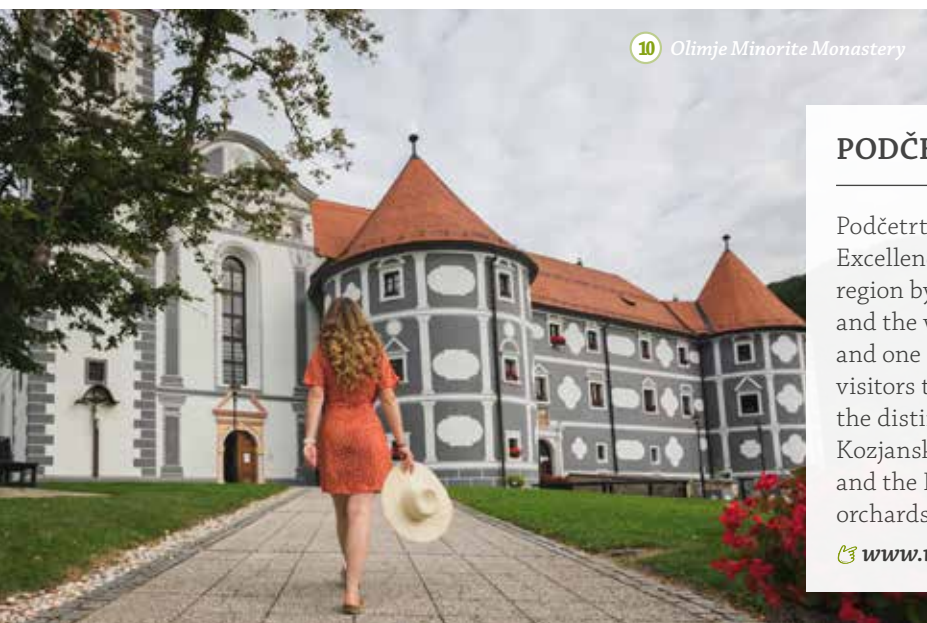
THE POSAVJE REGION WITH THE ČATEŽ THERMAL SPA

is full of opportunities for experiences 365 days a year. The largest thermal riviera is near the confluence of the Sava and Krka rivers, which are the longest Slovenian rivers. The area is also home to six picturesque castles.

www.posavje.com



9 Čatež Thermal Spa



10 Olimje Minorite Monastery

PODČETRTEK

Podčetrtek, the European Destination of Excellence 2019, lies at the very heart of the region by the Sotla River. The Terme Olimia spa and the village of Olimje with its monastery and one of Europe's oldest apothecaries beckon visitors to stop by. Here, you can also discover the distinctive features of the UNESCO Kozjansko and Obsotelje Biosphere Reserve and the Kozjansko Regional Park with meadow orchards and Podsreda Castle. .

www.visitpodcetrtek.com



LJUBLJANA & CENTRAL SLOVENIA



LJUBLJANA

is the green capital of one of the world's greenest countries, Slovenia. The wholesome image of the town by the river, featuring numerous picturesque bridges and a charming marketplace, was designed by the worldwide renowned Slovenian architect, Jože Plečnik, whose works are listed on UNESCO World Heritage List. The town of a thousand events is surrounded by parks and natural protected areas.

www.visitljubljana.com



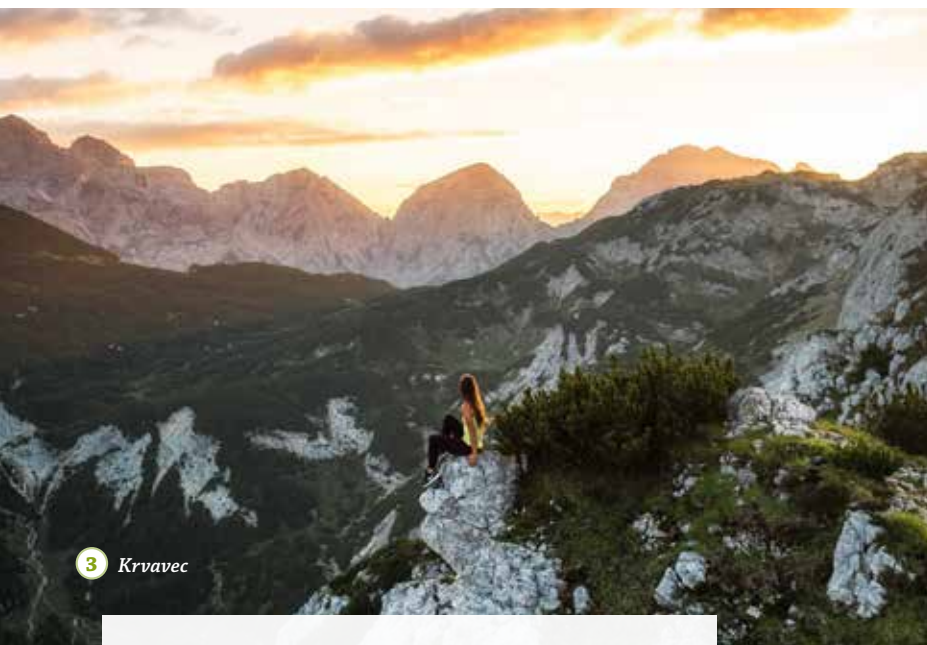
KAMNIK

is a medieval town with two castles, a convent and a picturesque street of craftsmen. It is inseparably connected with the Velika Planina Plateau and its shepherds. It only takes a few minutes for you to reach the largest Slovenian botanical garden and the Terme Snovik Spa, the spa closest to the capital.

www.visitkamnik.com



© Ljubljana



3 Krvavec

CERKLJE NA GORENJSKEM

is a starting point for hiking and biking trails and ascents to Krvavec where you can ski in winter. In addition to many churches, a special attraction is Strmol Castle, one of the oldest preserved castles with extraordinary stories of contemporary history.

www.tourism-cerklje.si

TOP 5

things to do

MOST URBAN.

Discover Plečnik's Ljubljana in the cultural centre of Slovenia. Ascend to the castle, take a boat ride on the river, visit museums and galleries, enjoy festivals and numerous events.

SHEPHERD'S LOVE.

While strolling around the old centre of Kamnik and along the Velika Planina Plateau, taste Trnič cheese, which used to be an expression of a shepherd's love for a girl in the valley, and other typical dishes from Kamnik.

PREHISTORIC PILEDWELLINGS.

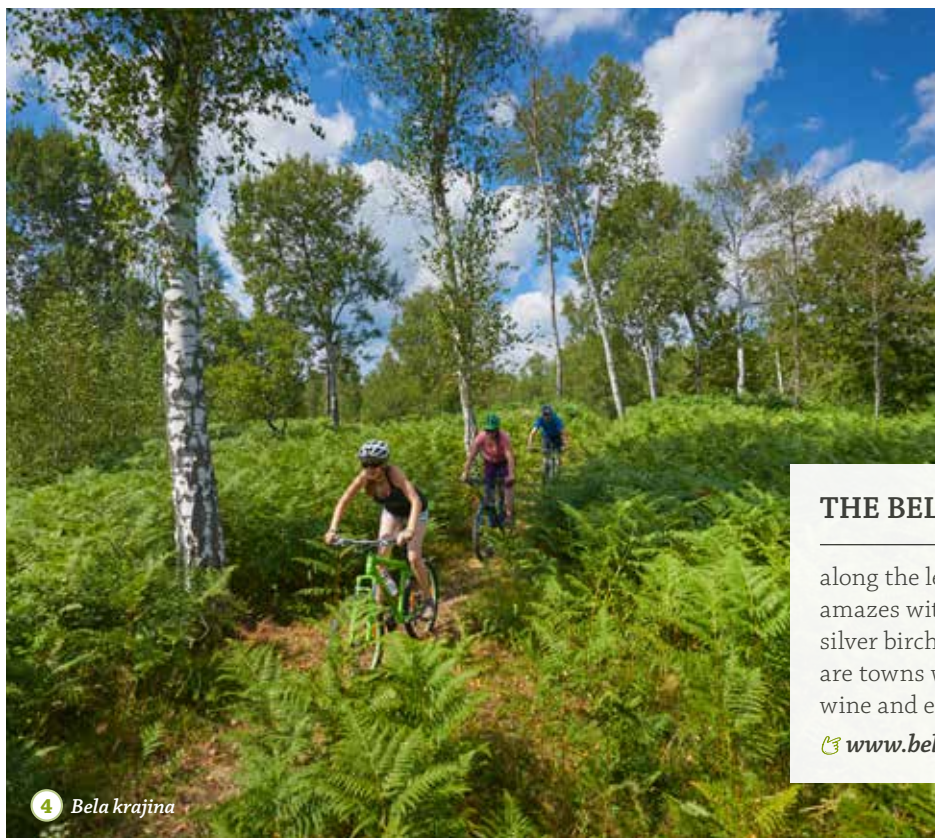
With remnants of the prehistoric culture of pile dwellers and the discovery of the oldest wheel in the world, the Ljubljana Marshes are part of UNESCO heritage. Educational and other trails run along the wetland.

MYSTERIOUS FORESTS.

You can discover the most pristine nature and primeval forests during short or multi-day hikes on well-marked trails in the Kočevje region. Taste the forest honey from the Kočevje region with protected designation of origin.

INSPIRED BY THE RIVER.

The Kolpa River, which is the warmest Slovenian river providing plenty of opportunities for water sports, is one of the European destinations of excellence in Slovenia. The crossroads of three religions and five nationalities captivates with experiences of folk tradition.

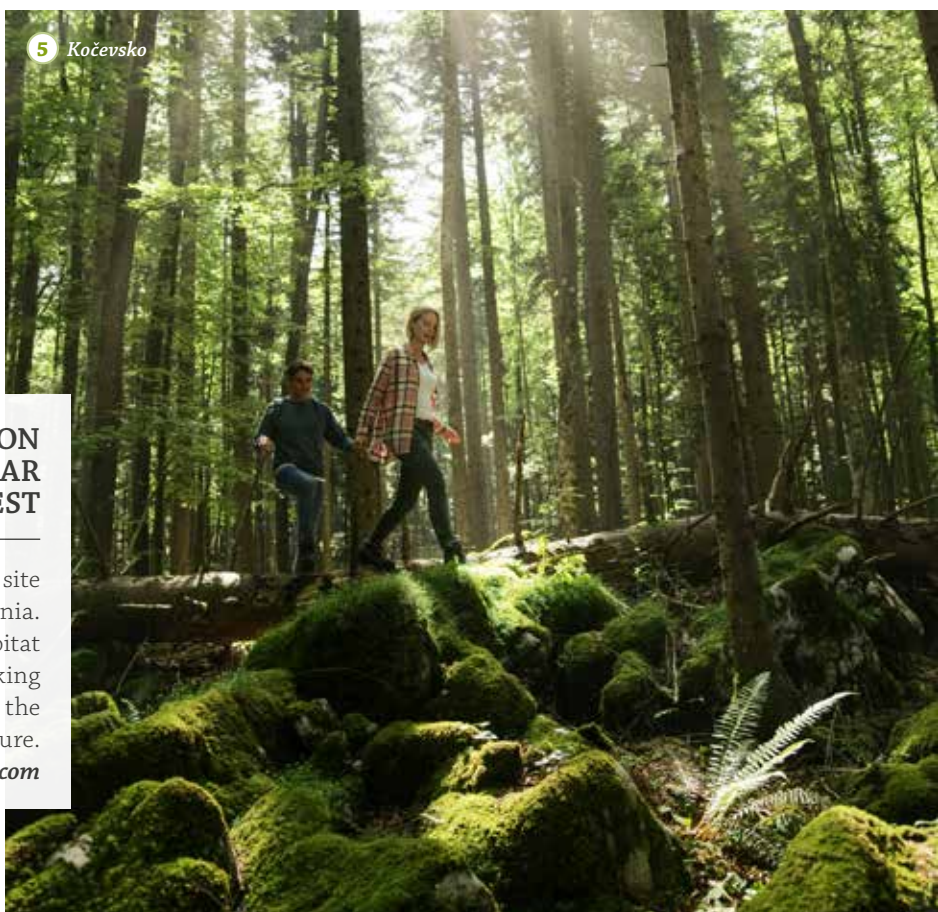


4 *Bela krajina*

THE BELA KRAJINA REGION

along the legendary border river Kolpa amazes with images of litter meadows full of silver birches. Črnomelj, Metlika and Semič are towns with quirky folklore, handicrafts, wine and excellent dishes.

www.belakrajina.si



5 *Kočevsko*

THE KOČEVJE REGION WITH THE KROKAR PRIMEVAL FOREST

which is a UNESCO World Heritage site is a true mysterious forest of Slovenia.

The most complete forest habitat in Europe is home to bears. Hiking and biking trails wind around the marvellous nature.

www.kocevsko.com

ŠKOFJA LOKA

is the picturesque medieval set of the Škofja Loka Passion Play, on UNESCO's List of the Intangible Cultural Heritage of Humanity. One town, two valleys, three mountain ranges provide countless stories of all types of creativity: from artistic and handicraft to culinary.

www.visitskofjaloka.si

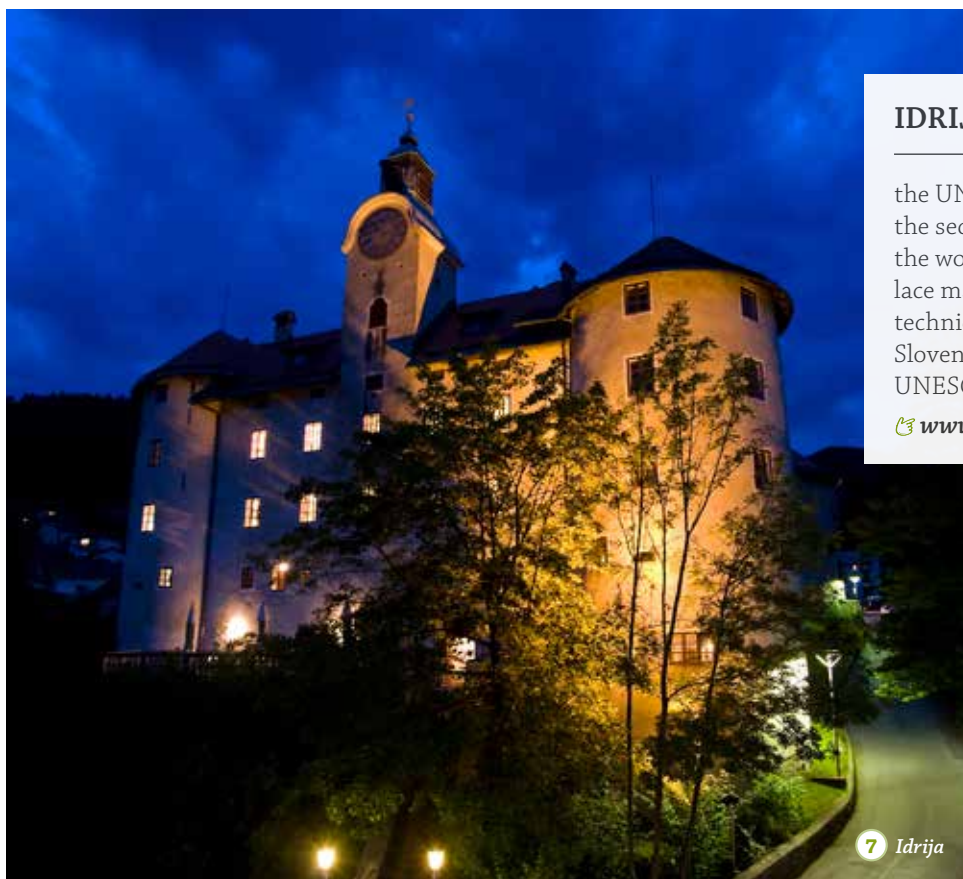


6 Škofja Loka

IDRIJA

the UNESCO World Heritage site of the second largest mercury mine in the world, is also a town of original lace making and cuisine and peculiar technical heritage. Meet klavže – Slovenian pyramids and visit the UNESCO Global Geopark

www.visit-idrija.si



7 Idrija

SLOVENIAN TOURISM IN NUMBERS

Tourist arrivals
and growth

3.065.085

Total - 50,8 %

1.848.971

Domestic + 21%

1.216.114

Foreign -74,1 %

Overnight stays
and growth

9.204.374

Total - 41,7%

5.850.018

Domestic + 32,8%

3.354.356

Foreign -70,5%

Average
length of stay

3 days

Inflow related to travel
and growth

1,05 mrd EUR

Total contribution
of tourism to GDP

9,9% GDP

2020, A YEAR MARKED BY THE COVID 19 PANDEMIC

Comparison of international arrivals

Slovenia	-74%
Europe	-71%
World	-74%

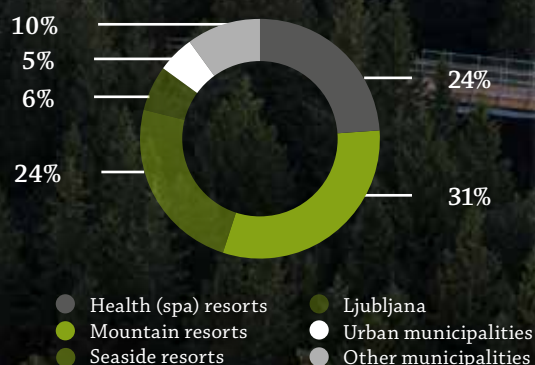
Municipalities with the highest number of overnight stays

1. Piran	1.272.942
2. Kranjska Gora	613.583
3. Ljubljana	540.195

Number and share of employees in tourism sector

53.097, 6%

Municipalities with the highest number of overnight stays 2020



Overnight stays by type of accommodation facility 2020



Countries with number of overnight stays 2020

1.	Slovenia	5.850.018	+32,8%	6.	Hungary	181.859	-63,4%
2.	Germany	813.993	-46,5%	7.	The Netherlands	155.956	-73,3%
3.	Austria	373.236	-63,1%	8.	Serbia	141.872	-62,6%
4.	Italy	364.373	-71,5%	9.	Czech Republic	129.436	-74,7%
5.	Croatia	224.235	-58,3%	10.	Bosnia and Hercegovina	116.491	-40,5%

In 2020 Slovenia posted the highest rise in the number of nights generated by domestic tourists in the EU, that of 32,8%.
Final data, February 2021, source: SORS, 2021; Bank of Slovenia, 2021; WTTC, 2020.

SOCIAL MEDIA GUIDELINES

Please find here some basic guidelines for communicating your visit in Slovenia through your social media channels.

Slovenian Tourist Board is active on the following social media channels:



www.facebook.com/slovenia.info



www.instagram.com/feelslovenia



www.twitter.com/SloveniaInfo



www.youtube.com/slovenia



www.pinterest.com/feelslovenia



Corporate account www.twitter.com/tourism_slo



www.linkedin.com/company/slovenian-tourist-board

Posting content about Slovenia and Slovenian Tourist Board on social media

We encourage you to post on your social media channels during your visit. Share photos on Instagram or Twitter, tag our profiles and use a hashtag: **#ifeelslovenia** or **#ifeelsLOVEnia**

We will do our best to retweet and share your posts.

Resources

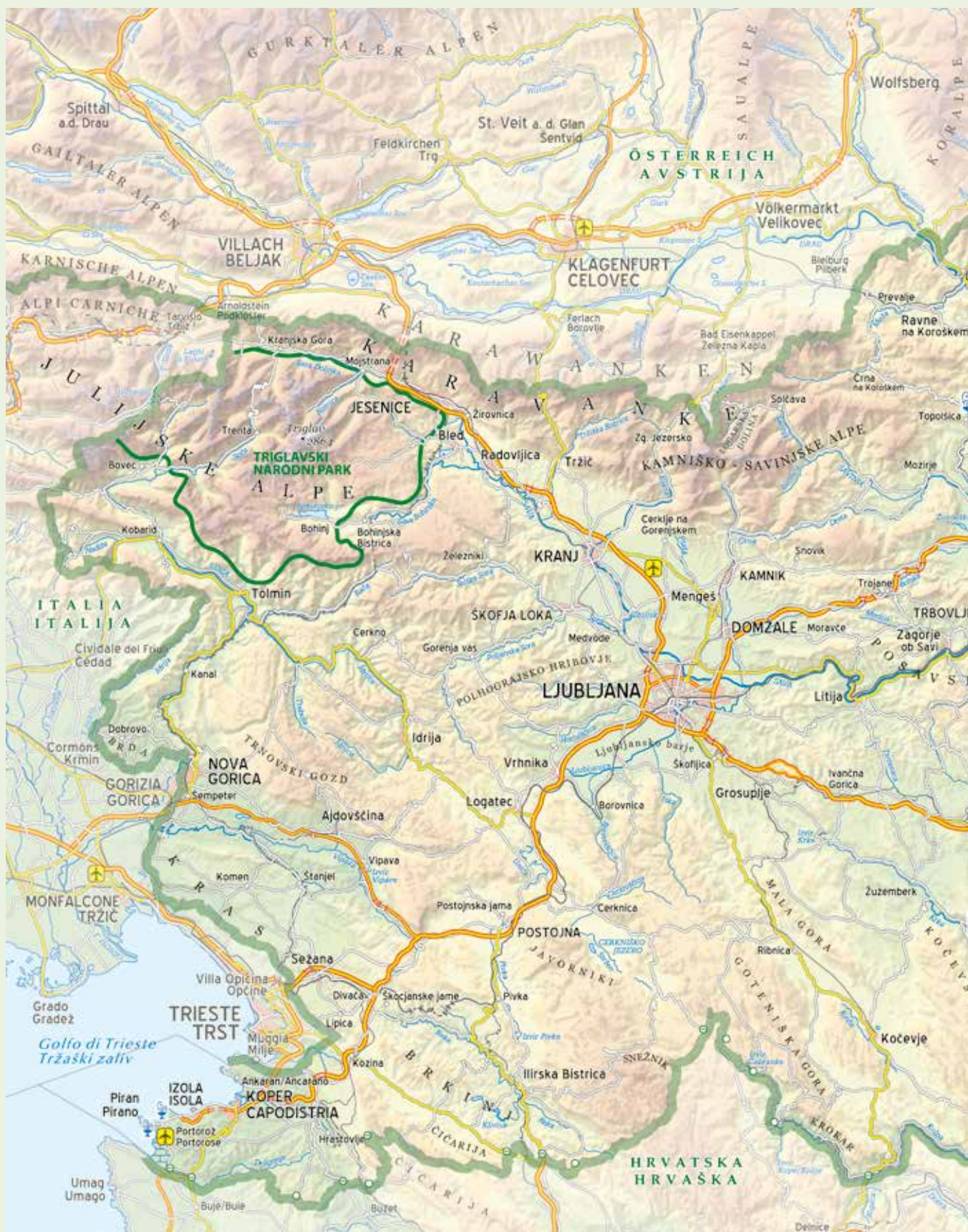
As a source of information, please use the www.slovenia.info website.

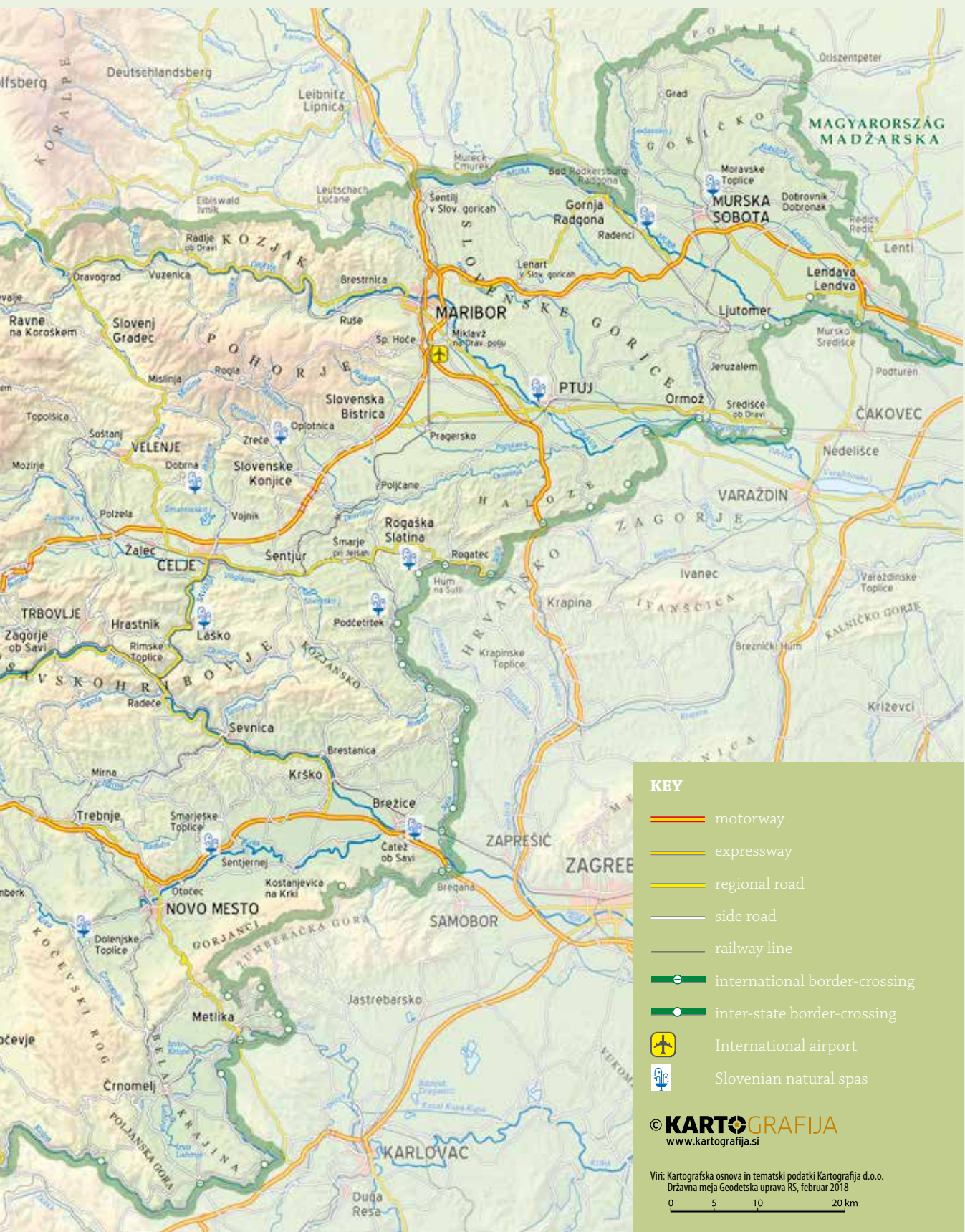
Visual materials about Slovenia Photo/Video Library with hi-res photos and videos of Slovenia

The Slovenian Tourist Board photo library has over 3,000 high-resolution photographs and over 100 hi-res videos relevant to tourism in Slovenia available for professional use. Registration free of charge needed.

Photo library: www.slovenia.info/en/media-library/photo

Video library: www.slovenia.info/en/media-library/video





SLOVENIAN TOURIST BOARD

Dimičeva ulica 13, SI-1000 Ljubljana

t +386 (0)1 589 85 50

e info@slovenia.info

www.slovenia.info



Feel Slovenia | www.slovenia.info/facebook



FeelSlovenia | www.slovenia.info/instagram



SloveniaInfo | www.slovenia.info/twitter



Slovenia | www.slovenia.info/youtube



Feel Slovenia | www.slovenia.info/pinterest



Slovenia | www.slovenia.info/tripadvisor



Slovenia Tourism | www.slovenia.info/twitterstb



Slovenian Tourist Board | www.slovenia.info/linkedin

Published by: Slovenian Tourist Board • **Editor:** Miha Renko • **Design and layout:** kf - grafično oblikovanje • **DTP:** Studio Terminal d.o.o. • **Text:** Ines Drame, Slovenian Tourist Board • **Translation and copy editing:** PSD d.o.o.; Secretariat-General of the Republic of Slovenia, Translation and Interpretation Division; Aleksandra Jezeršek Matjašič • **Front cover photo:** Slovenian coast, C. Jazbec, Slovenian Tourist Board archive • **Photographs:** Slovenian Tourist Board archive: C. Jazbec – CJ Studio d.o.o., R. Deželak – EKVisuals d.o.o., M. Skrt – Združenje zgodovinskih mest Slovenije, A. Čokl, M. Kobal – Karata Film, I. Medja, L. Karlin – Studio Virc, S. Gabrijan, D. Dubokovič, T. Jeseničnik, J. Ivančič – Zavod za turizem, šport in prosti čas Sežana, J. Gantar, M. Klanšek Velej – Sportida d.o.o., I. Medja – Postojnska jama d.d. Postojna, A. Tarfila, Vid Ponikvar – Sportida d.o.o., Arhiv Rimske Terme Resort d.o.o., N. Verdnik, J. Arbutina – Mediaspeed, A. Strohl, J. Ivančič, A. Pogačar, N. Jurišič, J. Riglin – Beautiful Destinations, Nea Culpa, Thermana Laško d.d., A. Knez, A. Frelih – Zavod for turizem in šport v občini Kamnik, B. Prescott, I. Bončina – Idrija Tourist Board, I. Medja – Unitur d.o.o.; Archives: Restavracija Debeluh – D. Dubokovič, Restavracija Strelec – D. Dubokovič, Restavracija Mak – G. Bohak, Zavod za turizem Maribor – V. Ponikvar, Zavod za turizem Šaleške doline – A. Videtič, Turizem Ljubljana – Nea Culpa d.o.o., Ljubljanski grad – A. Rebolj, Hotel Dobra Vila Bovec, Društvo za kakovost življenja Krlina: D. Simčič – Zoso Foto, M. Mladovan, Domačija Firbas, Zavod Kočevsko – Z. Turk, Postojnska jama d.d. Postojna, LTO Laubar Cerkno – G. Kalin, Zavod za turizem Kranj – L. Dakskobler, Goriška Brda – D. Simčič, Turizem Ljubljana – L. Esenko, Turizem Škofja Loka – J. Jocič, Shutterstock • **Map:** Kartografija d.o.o. • **Print:** Para tiskarna d.o.o. •

Impression: 3.000 • Second edition • **September 2021**