

I FEEL
SLOVENIA

MEDIA KIT 2022

SLOVENIA. MY WAY OF FINDING INSPIRATION.

#ifeelsLOVEnia
#myway

www.slovenia.info

I FEEL
SLOVENIA

TOURISM
SLOVENIA
GREEN
& SAFE

RESPONSIBLE TRAVEL STANDARDS

Safe
travels

approved by

WORLD
TRAVEL &
TOURISM
COUNCIL

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SLOVENIA

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Map of Slovenia

© Ljubljana, European Best Destination to visit in 2022, by European Best Destinations

Slovenia, an inspiration to many

Dear explorers, dear creators of amazing travel stories,

it is my greatest pleasure to present you with the latest edition of our media kit, which has been put together with an aim of inspiring you to include Slovenia into your travel stories. It presents the diversity of Slovenia, gives you hints and unveils a number of unique stories that await you in one of the most sustainable countries in the world.

To start with, I would like to say that Slovenia is GREEN. And by green, I do not only refer to the breathtakingly beautiful green nature. I speak of Slovenia's green soul. Slovenia prioritizes sustainability and has thanks to establishing the Slovenia Green national certification scheme become the leading example in sustainability. This is reflected in all the fields of tourism.

It is also no surprise that Slovenia is considered one of the world's most fascinating and diverse countries with friendly and warm-hearted locals that enhance your visit. Situated in Central Europe and a bit more than half-a-size of Switzerland, the country is nestled between Italy, Austria, Hungary and Croatia. It is the only country in Europe where 4 geographical worlds meet, which reflects through stunning natural beauties and an astonishing diversity of terrains: we have the mountains, the rolling hills, the coastline, even caves and of course a number of charming towns and cities dotted all over the country. This is why Slovenia offers unique experiences throughout the year; be it active experiences in pristine nature, city breaks topped with culture, relaxing spa holidays or superb gastronomy. Diversity guaranteed, excitement as well!

When it comes to outdoor sports activities, Slovenia provides a perfect playground all year round. It is a paradise for summer and winter sports. Great outdoors is also the reason why Slovenia is homeland to so many world-renowned athletes, which amaze with their achievements on a global level. Did you know that Slovenia was among the top countries according to the number of the medals won per capita at the Games in Beijing? As such, Slovenia is highlighted as a destination for excellent active outdoor experiences and as a homeland of top athletes. Sports and outdoor tourism is also the main promotional theme of 2022-2023.

Allow me to finish by highlighting that Slovenia is a safe destination. According to the Global Peace Index, it has been among the world's safest tourist destinations for many years. This holds true also when it comes to health. Slovenia has established the Green & Safe platform which combines sustainable principles, responsible travel standards, and the hygiene protocols and became one of the first destinations to obtain the global Safe Travels stamp, conferred by the World Travel & Tourism Council (WTTC).

Will you be among the ones who will discover and write about Slovenia this year? We truly hope so.

From Slovenia with love,

Ilona Stermecki
Acting 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.

© Waterfall Kozjak

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.



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LET'S CREATE GREAT STORIES TOGETHER!

Visit Slovenia and allow us to inspire you. Check, if you meet the conditions below and do not forget to fill in the online media form:

- Please contact us well in advance, at least four weeks;
- Make sure you have an agreement with the media on publishing the contents about Slovenia, which will result from your press trip;
- You oblige yourself to submit the article/show that it 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 interested in travelling abroad or are more frequent travelers than the average population in the target country;
- The media outlet you will write for focuses on travel, lifestyle, food, design, nature and outdoor. 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/your followers/readers come from:
 - Germany, Austria, Italy, Switzerland, Croatia, Hungary, Czech Republic, Poland
 - UK, France, Benelux, Denmark, Finland, Sweden

Media
Application Form



Photo library



Video library



THEMES FOR 2022

Green & Safe

Outdoor, sports and nature adventures

Sports events

Gastronomy

Cities and Culture

Health and Well-being

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.



- 1 GLOBAL MEDIA LOVES IT**
Check their recommendations and bucket lists.
- 2 RESPONSIBLE IN EVERY WAY**
Visit one of the safest countries in the world. Check Green&Safe standards.
- 3 SUSTAINABILITY IS ITS MIDDLE NAME**
Learn about the destinations and operators committed to sustainability under the Slovenia Green label.
- 4 RESPECTING INDIVIDUALITY**
Enjoy Slovenia Unique Experiences in your own way!
- 5 EUROPE IN A NUTSHELL**
Discover four geographically and culturally different worlds in one country.
- 6 IT MAKES YOU WANT TO MOVE**
It's the pristine nature that surrounds you on every step – even in urban areas – that makes Slovenia one of most desired Europe's natural playgrounds. This is also the reason why Slovenia is homeland to so many great athletes.
- 7 SUPERB GASTRONOMY**
Check the recommendations by Michelin and Gault&Millau and make sure to taste local specialties. They are also one of the reasons why Slovenia holds European Region of Gastronomy 2021 title – for the first time, as the entire country.

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



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

GLOBAL MEDIA LOVES IT

Condé Nast
Traveler

“This compact Central European country with its fairytale mountain scenes of Baroque-spired churches and wooden hayracks has long since punched above its size as a hero of green tourism.”

12 sustainable destinations we'd love to visit in 2022, by Juliet Kinsman, Condé Nast Traveller

NATIONAL
GEOGRAPHIC

“You're never far from the green and serene in Slovenia's castle-topped capital. At its heart is a leafy river, around which bike paths, food markets and arts festivals unfold.”

**52 best weekend breaks
by Jessica Vincent for National Geographic Traveller**

TIME

“The Slovenian capital's already acclaimed gastronomic scene got a huge boost with the 2020 unveiling of its first ever Michelin Guide...”

**World's greatest places 2021
by Tamara Hardingham-Gill for Time**



THE TIMES

“Slovenia is beautiful in whichever direction you wander, but now thanks to their updated mapping, we're being steered to less crowded areas, which will also support more local producers.”

12 sustainable destinations doing good for the planet by Juliet Kinsman for The Times

lonely planet

“If one word could describe Slovenia it would be green – literally and figuratively.”

Lonely Planet ranked Slovenia 5th on their Best in Travel 2022 list

Forbes

“From natural wines and traditional desserts to endless varieties of sausages and Michelin-starred fine dining, these are Slovenia's must-have foodie experiences.”

**A Gourmet Guide to Slovenia, Europe's Most Underrated Food Destination
by Nicole Trilivas for Forbes**

The New York Times

“It validated the way this central European country of just over 2 million people has been putting environmentally responsible travel and its good food and wines at the heart of its identity as a desirable destination for travelers since it became independent 30 years ago.”

**Alexander Lobrano,
52 places for a changed world, New York Times**

*** EUROPEAN BEST
DESTINATIONS®

»Ljubljana is a city for curious and adventurous souls. The city is a treasure trove of exciting secrets and natural joys. The proud green capital of Slovenia invites all vagabonds who are hungry for culture, art, entertainment, and large green areas, which provide a relaxed atmosphere.«

**Best places to travel in Europe 2022 by
European Best Destinations**



VIRTUOSO.
SPECIALISTS IN THE ART OF TRAVEL

“Europe's undiscovered wine country is crowned by a soaring alpine playground. Visiting now earns “I was there when” bragging rights.”

Jen Rose Smith, Virtuoso's Top Ten Global Destinations for 2022



2

RESPONSIBLE IN EVERY WAY

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.



www.slovenia.info/standards

3 FACTS THAT PROVE SLOVENIA IS A SAFE AND RESPONSIBLE CHOICE

Trustworthy & safe when it comes to health.

The I feel Slovenia brand is trusted by guests from all around the world. It was during the uncertainty of the epidemic that Slovenia established the Green&Safe platform, which promotes the unified responsible operation of tourist destinations and operators. There are already more than 1,100 providers using the Green&Safe label, thus ensuring that Slovenia is a safe destination to visit.

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

The fulfilment of the criteria is being constantly verified.

A number of tour operators meets the international certification system criteria. The Slovenia Green Label holders meet the Green Destinations Standard prescribed by the GSTC (Global Sustainable Tourism Council). Slovenia is also a member of the Hotelstars association, which meet European standards. After a revision at the beginning of 2020, these are even stricter.

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 2021, it was the fifth safest country in the World.

3

SUSTAINABILITY IS ITS MIDDLE NAME

SLOVENIA
GREEN 

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!

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

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

All the efforts for the sustainable development of tourism in Slovenia are combined under the umbrella of the **Green Scheme of Slovenian Tourism**, which is 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 200 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, when Slovenia held the European Region of Gastronomy title, **Slovenia Green Cuisine** label was added to the the Green Scheme of Slovenian Tourism, given to those who preserve authentic gastronomic specialties of Slovenia, short supply chains, reduce waste, consume energy responsibly, and in other ways follow sustainable principles.

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, accommodations, agencies, attractions, restaurants, parks and beaches that meet no fewer than 100 criteria and indicators related to sustainable operations.

As one of the most water-rich countries in Europe, boasting drinking water of incredible quality, Slovenia was the first European country to include the right to water in its constitution. The participants of the Green Day of Slovenian Tourism in 2019 also signed the initiative of the Slovenian Tourist Board for the protection of water as one of the greatest treasures of Slovenia.

www.slovenia.info/greenscheme

 Pohorje

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!



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.

CHOOSE EXPERIENCES UNIQUE TO SLOVENIA

→ More on pages 77-91 www.slovenia.info/unique



5

EUROPE IN A NUTSHELL

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.

© Postojna Cave

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!



MEDITERRANEAN & KARST 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 *Mediterranean & Karst 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.

→ More on pages 77-91 www.slovenia.info

6

IT MAKES YOU WANT TO MOVE

In Slovenia, four different worlds fuse into a magnificent symphony of personalised experiences. Pristine nature – even in urban areas – and incredible diversity surround you on every step, which makes Slovenia one of most desired natural playgrounds and a paradise for outdoor and sports lovers. Consequently, Slovenia is homeland to numerous world-renowned top athletes.

Throughout the year, you can choose between numerous hiking and cycling trails, horse-riding, golf or paragliding. Spring and summer will surprise you with an array of water activities, be it on lakes, rivers or at the sea. And winter is much fun as well. Slovenia is world-known as a popular skiing destination. More than ten winter-sports resorts provide possibilities for Alpine, Nordic and off-piste skiing, snowboarding, sled-riding and other winter recreational sports, making it popular among visitors of all ages.

→ More on pages 28-41.

🌐 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.

→ More on pages 58-63.

🌐 www.slovenia.info/culture

7

SUPERB GASTRONOMY

Thanks to excellent chefs and sustainable approach, Slovenian gastronomy has been brought to spotlight by numerous world-renowned media.

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.

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 46-57

🌐 www.tasteslovenia.si



THE LAND OF CHEFS WITH MICHELIN STARS AND OTHER ACCLAIMS

The latest edition of the prestigious Michelin guide for Slovenia features as many as 52 restaurants, among them Hiša Franko in Kobarid with two stars and another five amazing restaurants with one star: Atelje, Dam Restaurant, Gostilna pri Lojzetu, Hiša Denk and Gostišče Grič. The Bib Gourmand was given to seven restaurants, and 39 restaurants were awarded the Michelin Plate. In addition, as many as five restaurants received the Michelin Green Star.

🌐 guide.michelin.com

Gault & Millau
l'expert gourmand

EXCELLENCE INDICATED BY GAULT & MILLAU TOQUES

The 2022 edition of Gault & Millau, one of the most influential gastronomy guides in the world, provides you with a detailed insight into Slovenian gastronomy scene. From popular gathering places, wine cellars, breweries and typical Slovenian food products to the very best of the restaurants which are given a prestigious designation of quality that is indicated by the number of toques. Check them out!

🌐 si.gaultmillau.com

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.

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.

*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



HIKING IN 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 will surely find the trail that best suits you. 10 thousand kilometres of mountain hiking trails and 5 thousand kilometres of themed trails await you in all its glory. What is more, in Slovenia you can choose among more than 50 certified hiking accommodation facilities. There are as many as 178 mountain huts offering visitors warm hospitality along the marked mountain trails.

The Alpine Association of Slovenia has more than 60,000 members, which makes it the largest sports association in Slovenia. Follow its recommendations for safe hiking and make sure to walk on well-marked and maintained trails.

TOP 5 LONG DISTANCE HIKING CHALLENGES

THE SLOVENIAN MOUNTAIN TRAIL

- 617 km, 35 days
- 55 mountain huts, 21 peaks, 5 Slovenian cities

The longest mountain trail in Slovenia, from the Alps to the sea.

JULIANA TRAIL

- 330 km, 20 stages
- A circular long-distance trail of grand views under Mt Triglav.

One of the 2021 World's Best New Long-Distance Hiking Trails by Lonely Planet.

ALPE ADRIA TRAIL

- Three countries: Austria, Slovenia and Italy
- A total of 750 km, 43 stages
 - 145 km in Slovenia

One of the seven most beautiful hiking trails in the world by National Geographic Traveller.

VIA ALPINA

- Eight countries, 5,000 km
- 2 trails, 340 km, 24 stages in Slovenia

A hike through eight alpine countries.

THE WALK OF PEACE

- On the footpaths of the Isonzo Front
 - 500 km, 30 stages

Historical trail along the emerald Soča river.

THEMED HIKING TRAILS FOR ALL GENERATIONS

More than 700 themed trails (a total of 5,000 km) provide a wealth of the diverse natural and cultural features that are a hallmark of one of Europe's most diverse countries located at the crossroads of four geographical worlds. Opt for easy walks and treks along themed trails and add an icing on the cake to your active holidays in Slovenia.

Search for specialised hiking accommodation marked with a special sign featuring one to five hikers, depending on the upgrades it offers for the hikers. The selection includes more than 50 hotels, guesthouses and holiday apartments.

CYCLING IN SLOVENIA

No matter what kind of bike you prefer, how much stamina you have and what routes pique your interest, you will definitely be able to find a cycling adventure to your liking in Slovenia. Slovenia is the perfect cycling destination. Thanks to the diversity of both terrains and landscapes, cyclists of different ages can find something to suit them. When you see the abundance of cycling adventures Slovenia has to offer, you will understand why professional Slovenian cyclists are among the best in the world.

1 Explore Slovenia's amazing natural diversity

With all its beauty, concentrated in a relatively small area, Slovenia offers many wonders that travellers on two wheels can admire. In addition, the temperate Mediterranean climate makes it possible to go cycling almost all year round.

3 Mountain biking and bike parks in Slovenia

Embark on a journey to explore various Slovenian mountain biking trails, which are suitable for both beginners and top cyclists. Koroška is one of the best Slovenian regions for mountain bikers, as it boasts many mountain trails, forest paths and dirt roads. On top of a mountain bike, you can even explore the underground world of Mount Peca or visit one of Slovenia's top bike parks.

4 Family-friendly cycling holiday

You can enjoy many cycling routes throughout the country that are also suitable for beginners and families; be it a relaxing ride by the seaside, at the foothills of mighty mountain peaks or along one of the most important European rivers.

2 Road cycling along the routes of the Tour de France legends

The Tour de France stars Primož Roglič and Tadej Pogačar are responsible for Slovenia becoming synonymous with world class road cycling. Events such as the Tour of Slovenia cycling race have shown that it is possible to enjoy a variety of road cycling adventures in Slovenia.

5 Unique themed cycling routes

Why not enjoy one of Slovenia's themed routes and combine cycling with other aspects such as great food and sustainability?

6 Exploring cities by bicycle

You can also explore Slovenian cities on two wheels as well. The capital city of Ljubljana is ranked among the most cyclist-friendly cities in the world and has more than 230 km of marked cycling routes. You can even enjoy a unique Moustache Tour around the city, involving very special guides. Another great option for bicycle exploration is Maribor, especially its Old Vine Route, which takes cyclists from the oldest grapevine in the world in the city centre to the nearby vineyards.

7 Easy travelling around Slovenia by e-bike

E-bikes make it possible for families to cycle together, be it through the stunning landscapes of the Bela Krajina region, along the wine-growing valleys of the Posavje region, among the thermal springs of the Dolenjska region or through the picturesque historical Mediterranean towns and villages in Istria.

8 Cyclist-friendly accommodation

Slovenia has many cyclist-friendly hotels, hostels, boarding houses, holiday apartments and other types of accommodation. Throughout the country, you will find certified cyclist-friendly accommodations that have been rated from one to five bikes.

9 Enjoy local Slovenian dishes on cycling tours

When on a cycling tour, you can taste your way through a country with no less than 24 gastronomic regions – and there is no better way to celebrate a successful adventure than to enjoy a meal at one of Slovenia's Michelin-starred restaurants.

10 Gravel cycling and bicycle touring in Slovenia

Gravel bikes offer a new and interesting opportunity to explore many Slovenian cycling routes and are designed to overcome more demanding off-road route sections. Bicycle touring goes a step further: combining cycling on different types of terrain with "backpacking", it is ideal for those who want to explore the long-distance Slovenian cycling routes for a longer period of time.

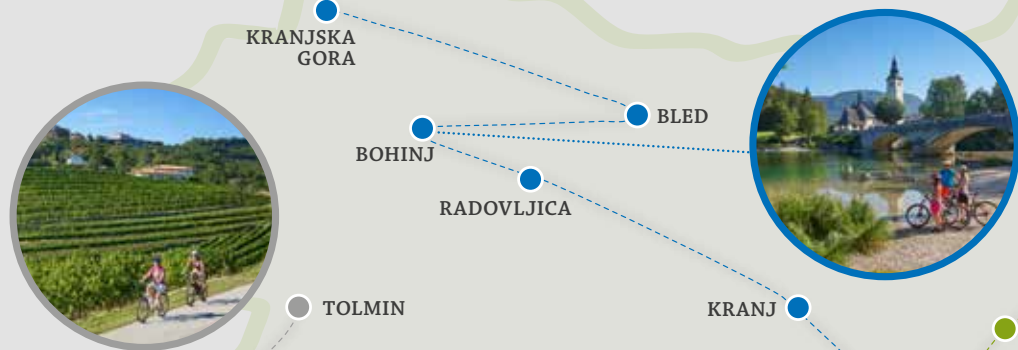
CYCLING STORIES OF SLOVENIA

Cycling press trip suggestions unveiling the best bits of Slovenia.

FROM THE ALPS TO THE MEDITERRANEAN


- Discover the Julian Alps and renowned Kranjska Gora, Lake Bled, Bohinj
- Visit the capital of Ljubljana and cycle to Vipava Valley, Goriška Brda & Karst

 Road bike, longer distances (70 – 100 km daily)  6 days, cca 400 km cycling



FROM KARST TO SOČA VALLEY

- Experience the mysterious Karst nature and karst villages
- Hilly roads of world famous winegrowing
- Goriška Brda hills
- Soča valley with glimpses of Triglav National Park


 Trekking, gravel or road bike (last stage includes a part along a macadam trail)

 5 days; cca 200 km of cycling

FROM KOROŠKA TO JERUZALEM

- Adrenaline underground cycling in an abandoned mine in Koroška.
- Long-distance Drava cycling route from Dravograd to Ormož.
- Historic city vibe in Maribor and Ptuj.
- Culinary delights at Jeruzalemsko-Ormoške Gorice.

 Trekking or gravel bike (sections of macadam).

 5 days; cca 160 km cycling



FROM CAPITAL TOWARDS THE EAST

- Road cycling along the Dragon to Bear Route, which runs along a warm and friendly river Kolpa
- From ancient forests and wine-growing hills to the world of thermal pleasures.

 Road cycling  5 days, cca 320 km cycling



SLOVENIA BIKE HOTELS AND CAMPS

Search for biker-friendly accommodation, indicated by a special bicycle sign which defines the extent and quality of what they offer for cyclists. The upgrades start with one bicycle, and then range up to five bicycles, a designation reserved for tourism providers specialized in cycling.

LONG DISTANCE CYCLING CHALLENGES

DRAVA CYCLING ROUTE

- passes through 4 countries: Italy, Austria, Slovenia and Croatia
- the route is 710 km long (145 km in Slovenia)
- scenic stages along Slovenian towns located by the river Drava

PARENZANA

- along the former railway connecting Trieste with Poreč
- 123 km kilometres
- the trail along the Slovenian coast is ideal for families

TRANS KARAVANKE

- long distance MTB tour along Karavanke massif
- 132 km, 5 stages
- total height difference: 5.700 m

THE SLOVENIAN BICYCLE TOURING TRAIL

- longest European MTB circular biking trail
- 1,850 km, 41 stages
- total ascent over 50,000 meters

POHORJE CYCLING TRANSVERSAL

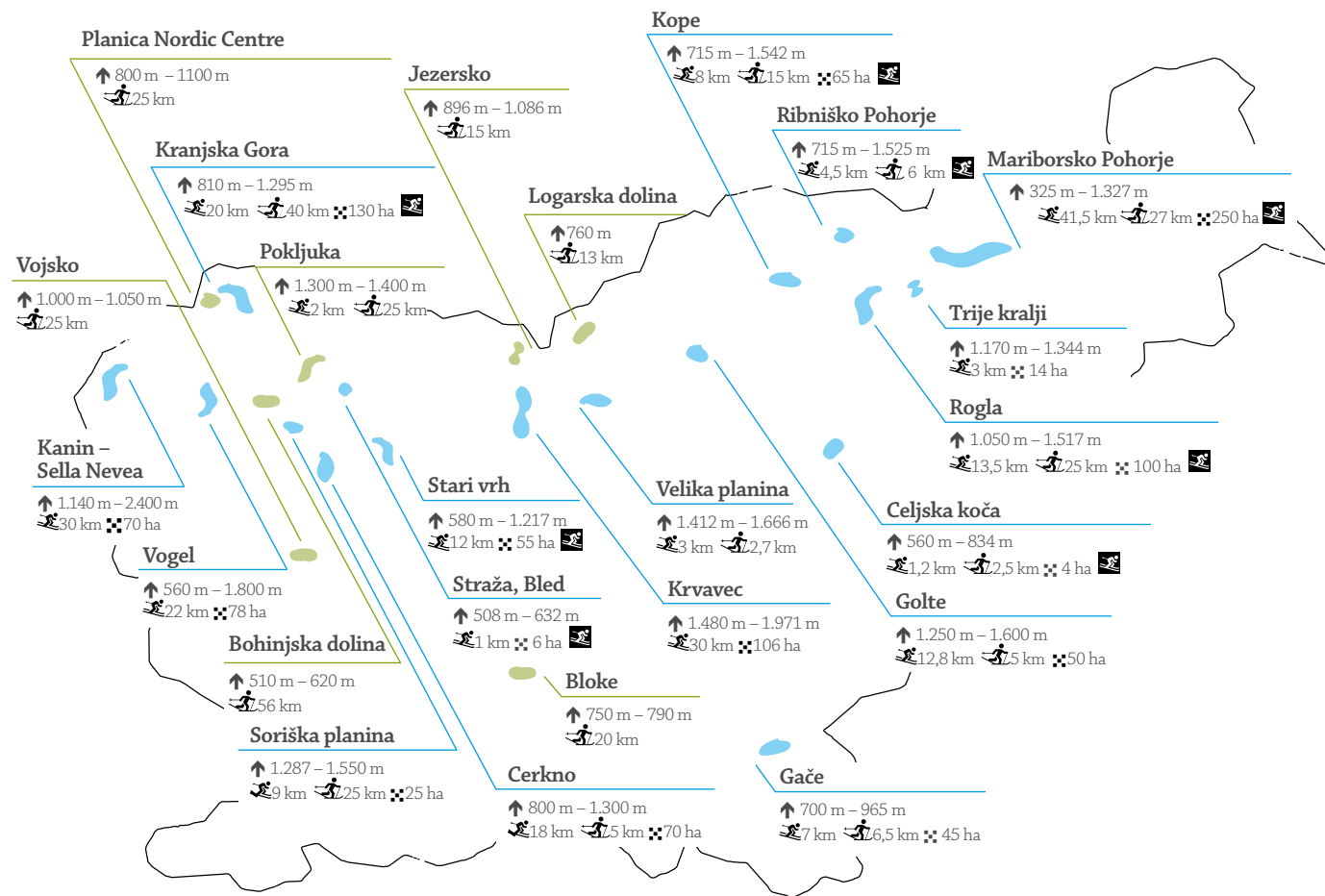
- A diverse 75-kilometre route linking the sports centre of the Maribor Pohorje Hills with those of Areh, Rogla, the Ribnica Pohorje Hills and Kope

JULIANA BIKE

- a cycling loop, part of the Slovenian cycling tour, that takes you around and across the Julian Alps
- 290 km, 7 stages

SKIING IN SLOVENIA

Ten large ski resorts, the Planica Nordic Centre and more than thirty smaller ski resorts and centres for cross-country skiing welcome all types of skiers, cross-country skiers, snowboarders, lovers of sledding, winter hiking and other winter sports, and seekers of less ordinary winter adventures. Slovenia's major advantage are manageable distances and easy access to all major winter centres. Smaller centres all over Slovenia also cater for beginners and families. Also, Slovenia is known for hosting numerous world renowned sporting events and in 2023, Planica will host FIS Nordic World Ski Championships.



LEGEND

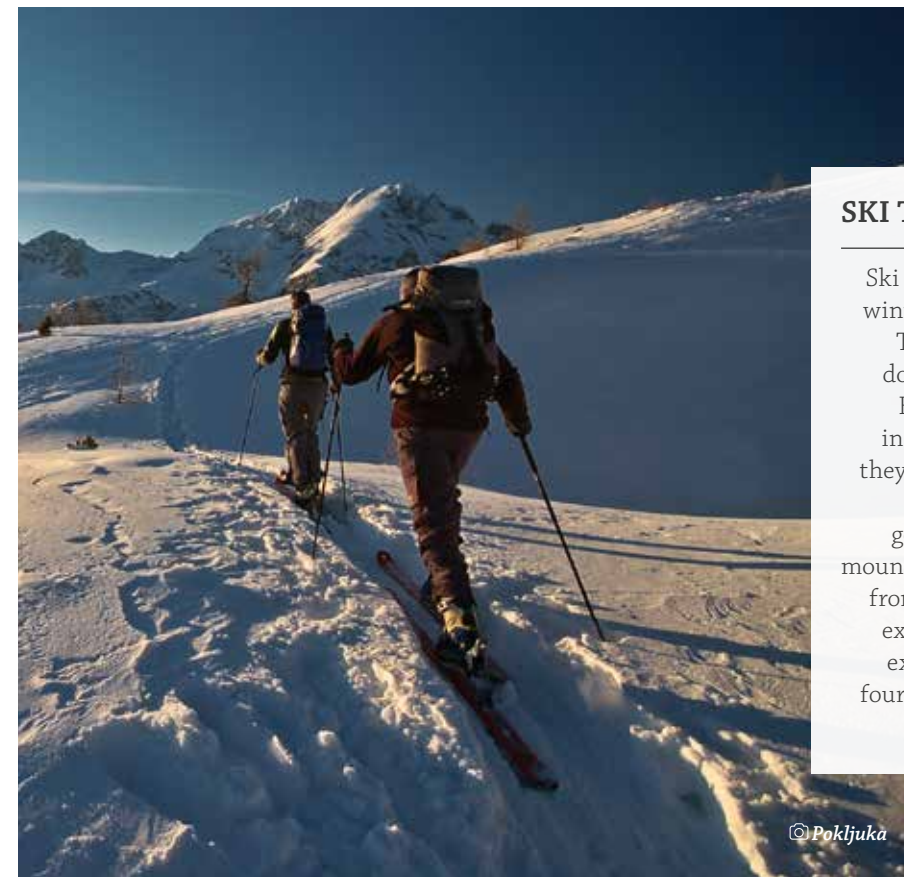
- Ski centres
- Centres for cross-country skiing
- ↑ Altitude
- ⤴ Length of cross-country trails
- ⤴ Length of ski slopes
- ⊞ Ski area
- 🌃 Night skiing

SKI RESORTS

In addition to well-maintained slopes for Alpine skiing and suitable ski lifts and other devices, the major Slovenian mountain centres provide equipment hire, and have ski schools, catering and accommodation facilities. On rocky and little overgrown high mountain slopes such as **Kanin** and **Vogel**, the ski season can last until May. Other ski resorts, such as **Kranjska Gora** in the Julian Alps, **Krvavec** and **Golte** in the Kamnik-Savinja Alps, **Rogla**, the **Maribor Pohorje Hills** and **Kope** in the Pohorje Hills feature welcoming plateaus among forests. Ski resorts of the pre-Alpine hills such as **Cerkno** and **Stari vrh** are particularly attractive for families. Numerous smaller ski resorts are an excellent choice for beginners. If you want to experience different ski resorts in Slovenia, **SINGLE SKI PASS** is exactly what you need. You can choose from individual or family passes that are valid between two and seven days.



© Kranjska Gora



© Pokljuka

SKI TOURING

Ski touring enables genuine contact with wild winter nature on off-piste unmarked terrains. There are plenty of options in Slovenia, but don't embark on this exciting journey alone! Even the most experienced should ski tour in pairs, and with a mountain guide to areas they do not know. The experienced mountain/ski-tour guide will then choose a suitable goal: descent from the top in the vicinity of mountain centres, ascent to the top and descent from it, which can be achieved in one day (for example, to the popular Komna) or a special experience such as the **Juliana Ski Tour** - a four-day trip across the Julian Alps with eight different ski tours.

CROSS-COUNTRY SKIING

Though is winter sport, enthusiasts will find their perfect place under the sun at Planica Nordic Centre boasting 25 km of tracks and an 800 metre cross-country skiing track in an underground snow tunnel, which is also available in summer. The FIS Nordic World Ski Championships 2023 will be held there.

Additional 40 kilometres of tracks are arranged in the nearby **Kranjska Gora**. The **Pokljuka Plateau** in Triglav National Park is also very popular among cross-country skiers. From more than 25 kilometres of tracks, there are also sections for competitive cross-country skiers. More than 65 kilometres of various tracks are arranged in the nearby **Bohinj Valley** as well. Top athletes and recreational sports enthusiasts frequently visit the cross-country ski centre in **Rogla** with 24 kilometres of tracks with various difficulty levels and a start-finish arena suitable for beginners or for practising. When there's snow, cross-country skiing tracks can also be found in the vicinity of certain towns and attractive tourist destinations such as **Logar Valley**, **Jezerško**, around **Pohorje** and the **Bloke Plateau**, known as the cradle of the Slovenian skiing tradition.

365 DAYS OF OUTDOOR FUN

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.



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.



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.



A MAGNIFICENT UNDERGROUND WORLD

You have not truly experienced Slovenia until you visit its subterranean splendour. In fact, it was the Slovenian Karst that lent its name to karst landscapes and phenomena across the world, for it was here that scientists first explained numerous karst features. Speleologists discover new caves in Slovenia every year, which amount to more than 13,000 by now, but only about 20 of them are show caves. The largest and most visited is Postojna Cave, the home of the human fish. Škocjan Caves, a natural and cultural site inscribed on the UNESCO world heritage list, continue to impress visitors with their unique beauty. Vilenica is the oldest show cave in Europe, and Križna Jama cave delights with its underground lakes.



SLOVENIA: A TRUE SPORTS DESTINATION

Slovenia is an incredible nature's playground and it is hard to find more diversity packed up on such a small area. Splendid natural resources have been upgraded with an adequate infrastructure and experiences, which is why Slovenia has developed into an excellent sports and recreational destination for 365 days a year, suitable for training professional athletes and sports teams, as well as for carrying out major international sports events.



BASIC. EXACTLY WHAT YOU EXPECT.

Slovenian sports and recreational centres offer indoor facilities for numerous team sports, modern gymnasiums, fitness centres, and other facilities for the basic training of athletes from various sports disciplines. For professionally led basic preparations and training, you may select Slovenian cities with the largest stadiums and halls as well as their additional facilities, or choose to carry out your preparations in Slovenian natural health resorts and mountain centres that are inseparably connected with sports. It is no wonder that Slovenia rocks at team sports; just recall our outstanding basketball team which earned a historic 4th place at Tokyo Olympics, Slovenian Volleyball team, which won the silver medal at EuroVolley 2021 or Slovenian Handball team, which claimed third place at the 2017 World Men's Handball Championship.



PARAOLYMPIC AND YOUTH-ORIENTED. THE CHANGES THAT LEAD TO VICTORY.

Various youth teams and young athletes can enjoy excellent training conditions in Slovenia as well, and they can also choose one of the individual options for serious competition preparations and various sports camps. In selected locations, Slovenia is also the right place for disabled athletes. Services provided for them are connected with centres known for rehabilitation and preventive programmes for athletes.



REACHING HEIGHTS. EXACTLY WHAT YOU CAN FEEL AND MEASURE.

Slovenia's new Planica Olympic Sports Centre boasts the very first gymnasium in Europe where desired altitude conditions up to the elevation of 2500 metres can be simulated in a controlled manner. What is more; altitude rooms at multiple sports centres in Slovenia around Slovenia also enable the simulation of conditions typical for an elevation of up to 7000 metres. Altitude training is inseparably connected with performing various measurements and testing, carried out by professional institutes for kinesiology and other institutes, and in many places world-class medical experts and physical therapists also take care of athletes' needs.



SPECIFIC. EXACTLY WHAT YOU NEED.

Slovenia has attractive summer and winter outdoor sport locations in places with exceptional natural features. They are complemented with stadiums, tracks, equipment, and accompanying indoor facilities intended for the specific needs of individual sports disciplines. Slovenia is home to legendary victors in Alpine skiing, in various Nordic disciplines, from ski flying to cross-country skiing, biathlon, snowboarding, and it has excellent conditions for the preparation of winter athletes. Due to the diverse bodies of water and water sports facilities, Slovenia is well-known by rowers in various disciplines, sailors, swimmers, and other water-oriented athletes. Various centres offer modern facilities for gymnastics, track and field, judo and other martial arts and various sports, for which dedicated facilities are required.



Ilka Štuhec



Luka Dončić



Primož Roglič



Tadej Pogačar



Janja Garnbret

THE LOVE OF SPORTS UNITES US

Slovenia is the land of sports and as such the homeland to numerous top athletes. In the recent years, Slovenian Tourist Board teamed up with some of the top Slovenian athletes and formed strong partnerships to promote Slovenia as an ideal sports and active outdoor destination and share the I feel Slovenia brand values. With their achievements, enthusiasm, and likeable characters top Slovenian athletes impress millions of sports enthusiasts and active individuals from around the world and prove that sport is written in Slovenian's genes. Among them have been world's best cyclists, **Primož Roglič** and **Tadej Pogačar**, **Luka Dončić**, the NBA basketball star from Slovenia, alpine skier **Ilka Štuhec** and world's best climber **Janja Garnbret**.

EXPERIENCE SLOVENIA'S SPORTS ENTHUSIASM

The fact that Slovenia has already successfully organised various European championships and other international sporting events also proves that Slovenia is a country devoted to sport. Some major sports events and competitions take place in Slovenia every year. Visit the land of sport during major sporting events to discover the sporty side of Slovenia!

JANUARY

- FIS Ski Jumping World Cup, Ljubno, 30th December 2021 - 1st January 2022
- FIS Alpine SKI World Cup - 58th Golden Fox, Maribor, 8th - 9th January 2022

MARCH

- FIS Alpine Ski World Cup, 61st Vitranc Cup, Kranjska Gora, 12th - 13th March 2022
- FIS Snowboard World Cup, Rogla, 16th March 2022
- UCI GP Slovenian Istria, Izola, 20th March 2022
- UCI GP Vipava Valley and Crossborder Goriška, Vipava and Nova Gorica 24th March 2022
- FIS Ski Flying World Championship, Planica, 24th - 27th March 2022
- UCI GP Adria Mobil, Novo mesto, 27th March 2022

SEPTEMBER

- IFSC Climbing Worldcup, Koper, 2th - 3rd September 2022
- L' Etape Slovenia by Tour de France, Kranj, 3th - 4th September 2022
- WTA Tennis Cup Zavarovalnica Sava, Portorož, 13th - 19th September 2022
- 24th FAI World Hot Air Balloon Championship, Murska Sobota, 16th - 23th September 2022
- WTT Youth Contender presented by I FEEL SLOVENIA, Otočec, 30th August - 5th September 2022

MAY

- Men's World Championship Division I, Ljubljana, 2th - 8th May 2022
- 40th Three Hearts Marathon, Radenci, 21st May 2022
- GP Gorenjske, Kranj, 22th May 2022
- Giro d'Italia - Stage 19 - Soča Valley 27th of May 2022

JUNE

- Poli Marathon, Ptuj 4th June 2022
- 41st Maraton Franja, Ljubljana, 11th - 12th June 2022
- Tour of Slovenia, 15th - 19th June 2022
- Enduro World Series (Black Hole Bike Fest), Peca, 16th - 19th June 2022
- Artistic Gymnastics World Cup, Koper, 16th - 19th June 2022
- WTT Feeder Cup presented by I FEEL SLOVENIA, Otočec, 20th - 26th June 2022
- ICF Canoe Slalom World Cup, Ljubljana (Tacen), 24th - 26th June 2022
- UEC MTB Downhill European Championship, Maribor, 22th - 24th June 2022

APRIL

- UCI GP Adria Mobil, Novo mesto, 27th March 2022
- WTT Youth Star Contender presented by I FEEL SLOVENIA, Otočec, 29th March - 2nd April 2022

JULY

- GP Kranj, Kranj, 24th July 2022

AUGUST

- World Youth Float Fishing Championships (U15, U20 and U25), Radeče, 6th - 7th August 2022

OCTOBER

- VIII Taekwon-Do World Cup, Koper, 1st - 9th October 2022
- 26th Ljubljana Volkswagen Marathon, Ljubljana, 22th - 23th October 2022

NOVEMBER

- European Women's Handball Championship, Slovenia, North Macedonia and Montenegro, 6th - 20th November 2022

Slovenia was awarded the prestigious title of
European Region of Gastronomy 2021.

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

over 40 sustainably oriented food service providers holding the Slovenia Green Cuisine label

More info





Chef Ana Roš
Hiša Franko, Kobarid



TOP SLOVENIAN CHEFS

SLOVENIA MICHELIN GUIDE 2021 RECOMMENDATIONS



6 Michelin-starred restaurants



7 Michelin Bib Gourmand restaurants

MICHELIN
2021

39 Michelin Plate restaurants



Chef Igor Jagodic
Strelec, Ljubljana



Chef Luka Košir
Gostišče Grič, Šentjošt nad Horjulom



Chef Uroš Fakuč
Dam, Nova Gorica



Chef Gregor Vračko
Hiša Denk, Zgornja Kungota



Chef Jorg Zupan
Atelje, Ljubljana



Chef Jure Tomič
Debeluh, Brežice



Chef Marko Pavčnik
Pavus, Laško



Chef David Vračko
Mak, Maribor



Chef Tomaž Kavčič
Gostilna pri Lojzetu, Vipava



Chef Jure Tomič
Debeluh, Brežice



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

DAY 3

- the *potica* baking workshop on **Bled island** – learn to bake the most-known Slovenian dessert
- lunch at **Hiša Linhart** in Radovljica, where the former chef of Vila Podvin (Michelin star), Uroš Štefelin, & his team create
- honey pampering at **Kralov med** Beekeeping – Slovenia is worldwide known for long beekeeping tradition

🍴 restaurant
🍷 wine tasting
👤 activity

★ exclusive
👨‍🍳 degustation / workshop

FROM THE HEART OF SLOVENIA TO THE MEDITERRANEAN

DAY 1

- your very own **Ljubljana Castle For You** private tour
- lunch at **Gostišče Grič** (Michelin star), where 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 Sečovlje 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 is the perfect place for all seekers of authentic flavours. The country, which became the world's first green destination, surprises with a vast variety of 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. With regards to water being one of the greatest treasures of Slovenia, the initiative of the Slovenian Tourist Board for the protection of water was also signed. Supreme quality in Slovenian gastronomy is ensured by respecting the principles of sustainability and green supply chains. What is more, the most recent initiative "Less plastic, more sustainability" invites the Slovenian tourism industry to make a step further and reduce the plastic used and help save the environment. This all results in the fact that Slovenia is the place where you can indulge in unforgettable boutique 5-star gastronomic experiences, which rank among the best in the world.

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.

© Pumpkins, Slovenske gorice

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.

© Typical Slovenian dishes

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!

© Premium wines



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.

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

9 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

UNESCO SITES OF NATURAL, CULTURAL AND INTANGIBLE HERITAGE

Slovenia is rich in gems of natural and cultural heritage. The UNESCO World Natural and Cultural Heritage List includes five sites in Slovenia, two natural and three cultural, and further four on the Tentative List. The Representative List of the Intangible Cultural Heritage includes four special features of world heritage in Slovenia. In addition, Slovenia also appears in other UNESCO programmes – the World Network of Biosphere Reserves, the Global Geoparks Network, on the UNESCO list of documentary heritage Memory of the World and on the List of Wetlands of International Importance.

BOBBIN LACEMAKING IN SLOVENIA

Discover the tradition of making lace by hand by braiding, twisting and weaving threads wound on special wooden sticks called bobbins. The knowledge was spread by a variety of lace schools, including The Idrija Lace School, which has been operating continuously for more than 140 years.



THE HERITAGE OF MERCURY IN IDRIJA

Descend into Anthony's Mine Shaft dating from 1500, which is considered the second largest mercury mine in the world and also one of the oldest in Europe. Learn about the technical heritage in the museum at the Gewerkenegg mine castle and in its surroundings.



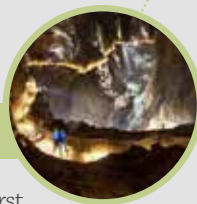
THE ART OF DRY STONE WALLING

Slovenia is part of a network of eight countries in which the knowledge and techniques of building walls from local stone without using any binding material are preserved. You can see dry-stone wall constructions while wandering through the Karst region, where they protect pastures, vineyards and cart tracks.



ŠKOCJAN CAVES

Descend 500 steps into the karst cave with the largest underground canyon in Europe. Deep underground, stalactites, waterfalls, halls and other phenomena created by water await you. The area around the caves is a regional park with educational and cycling trails.



ŠKOFJA LOKA PASSION PLAY

Do not miss a unique performance of the oldest preserved dramatic text in Slovenian presented by a more than 900-member cast. This unique event takes place every 6 years. The importance of the passion play is highlighted by the museum collection at Loka Castle.



THE WORKS OF JOŽE PLEČNIK IN LJUBLJANA

Feel inspired by the architectural masterpieces by the renowned Slovenian architect, Jože Plečnik, who is considered one of the 20th century's greatest architects. Some of his works in Ljubljana are now UNESCO World Heritage listed, among others Triple Bridge, Congress Square, and Žale Cemetery.



DOOR-TO-DOOR ROUNDS OF KURENTI AT PTUJ

Traditional Slovenian carnival characters, dressed in sheepskin and equipped with cowbells, drive winter away. Their door-to-door rounds are part of the intangible cultural heritage of humanity. You can see them at the Kurentovanje carnival in Ptuj or on a tour of the museum collection at Ptuj Castle.



KROKAR AND SNEŽNIK-ŽDROLCE PRIMEVAL FORESTS

Though you may not enter these UNESCO World Heritage listed primeval forests, which are home to the brown bear, make sure to observe them from marked paths that lead through the Kočevje region, the most densely forested area in Slovenia, and through the Notranjska region.



PREHISTORIC PILE DWELLINGS IN THE LJUBLJANA MARSHES

On themed trails, discover prehistoric pile dwellings in the Ljubljana marshes, which include two areas with the remains of nine settlements – of the 40 pile-dwelling settlements discovered near Ljubljana. Here, also the oldest wooden wheel with an axle in the world was found.



○ UNESCO World Cultural Heritage List

● UNESCO Global Geoparks

● UNESCO World Natural Heritage List

● UNESCO Intangible Cultural Heritage of Humanity

● UNESCO Biosphere Reserves



SLOVENIA HEALTH & WELL-BEING

Slovenia is the land of health and well-being. A number of natural health resorts and thermal spa centres are located 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. Slovenia's natural health resorts and spas ensure high hygiene standards, protocols and sustainable recommendations and thus increase guests' trust in Slovenia as a green and safe tourist destination.

More info



www.slovenia.info/spas

© Dolenjske Toplice Spa

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	Thermana 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	Thermana 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.

© Rimske Terme



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.

© Apitherapy in the apiary

A group of people are riding in a white golf cart on a gravel path. The cart is moving from right to left. There are several people inside, including a man in a suit driving. The background is a lush green golf course with large trees and a pond. The sky is blue with some clouds.

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.

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.

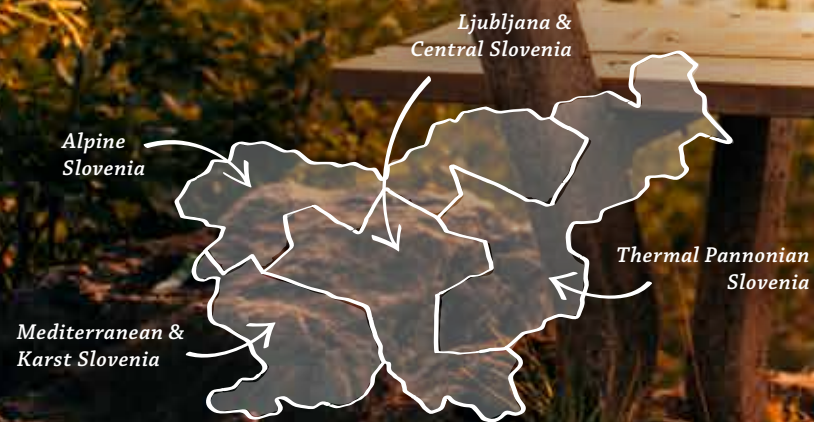
SURPRISED AND DELIGHTED BY CHOOSING SLOVENIA

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.



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.





SLOVENIA UNIQUE EXPERIENCES

TRACING WINE STORIES TO THE WORLD'S OLDEST GRAPEVINE

Let an experienced sommelier take you through the vineyards along the famous heart-shaped road and explain the story of the world's oldest vine.

Maribor

VERTICAL ADRENALINE ADVENTURE

Experience the beauty of mountains like alpine climbers do. Bivouac between the earth and the sky and treat yourself to the tasty local dishes.

Soča Valley

KAYAKING ADVENTURE UNDER MOUNT PECA

Paddle along an underground river to little lakes located as deep as 700 metres below ground! With a former miner as your guide, explore the Karavanke UNESCO Global Geopark.

Mount Peca, Mežica

MAGICAL HERBS OF THE SAVINJA VALLEY

Awaken your senses with herbs from the garden of the former Benedictine monastery. Experienced herbalists will guide you help you prepare the tea of your lifetime.

Gornji Grad

ACTIVE GETAWAY AMONG THE TREETOPS

Garden Village Bled is located in the cosmopolitan Bled and features charming treetop houses, where you can enjoy fresh fruit and vegetables from their own gardens.

Bled

SOUND OF HOLIDAYS

By leading you through various traditional Slovenian holidays, you will discover local cultural heritage, folk tradition, old customs and habits, folk singing, dancing and music.

Bled



ALPINE SLOVENIA

© Jezersko



1 Bled

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

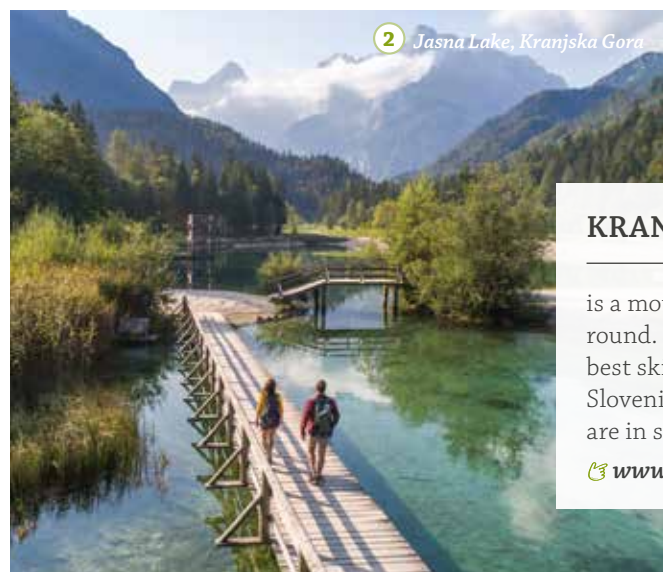


3 Soča Valley

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



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



4 Bohinj

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

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

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

9 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

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

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

11 Treetop Walk Pohorje, Rogla



SLOVENIA UNIQUE EXPERIENCES

VINTAGE GOURMET TOUR
Drive along the Istrian countryside in legendary vintage cars and taste world-class olive oils at the largest family-owned oil mill in Slovenia.
Slovenian Istria

**FOLLOWING IN THE
FOOTSTEPS OF THE FIRST
CAVE EXPLORERS**
Equip yourself with ropes and a headlamp and get ready for the hard-helmet exploration of the hidden tunnels of the famous Postojna Cave.
Postojna

**THE MINDFULNESS
INTINITY WINE
BLISS EXPERIENCE IN
GORIŠKA BRDA**
In Goriška Brda, use all five senses to connect with the earth, produce, flavours, sounds and stories. Taste wine from the barrels smoked with herbs. Celebrate and dance.
Goriška Brda

**AN UNFORGETTABLE DAY AT
THE FONDA FISH FARM**
Sail to the unique sustainable fish farm in the protected Sečovlje Salt Pans Landscape Park and discover the story behind!
Sečovlje



MEDITERRANEAN & KARST SLOVENIA

© UNESCO Škocjan Caves

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 tree growing.
www.visitizola.com



1 Izola

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

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.visitkoper.si

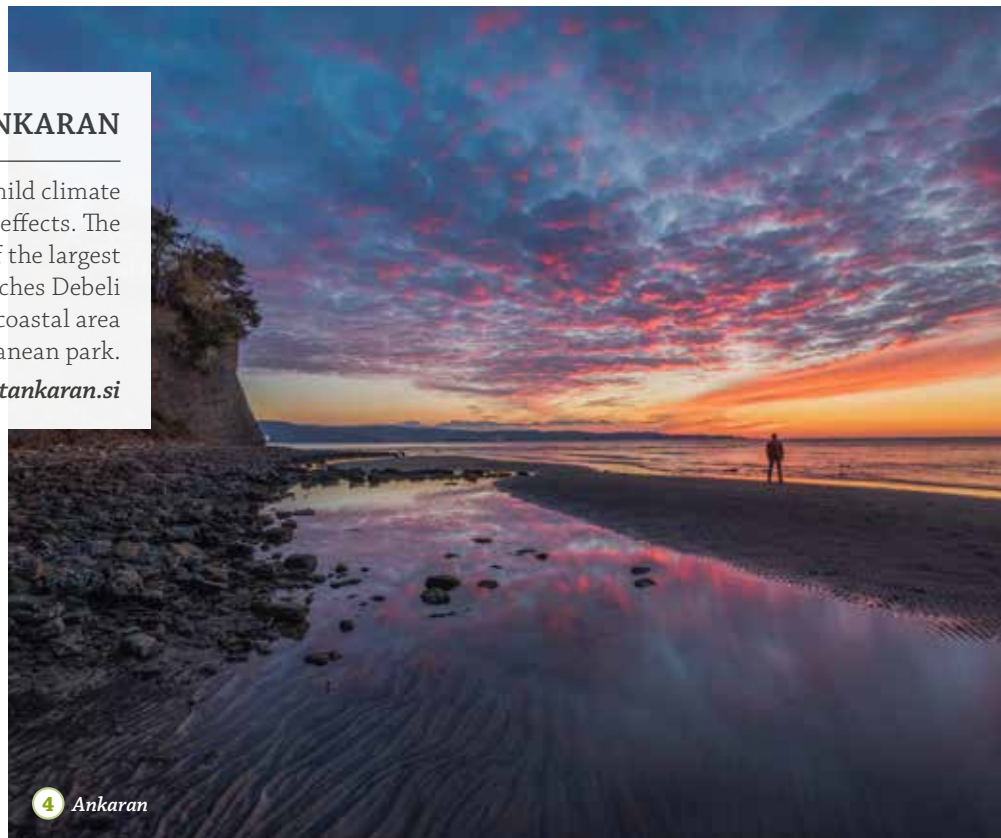


2 Koper

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.visitankaran.si

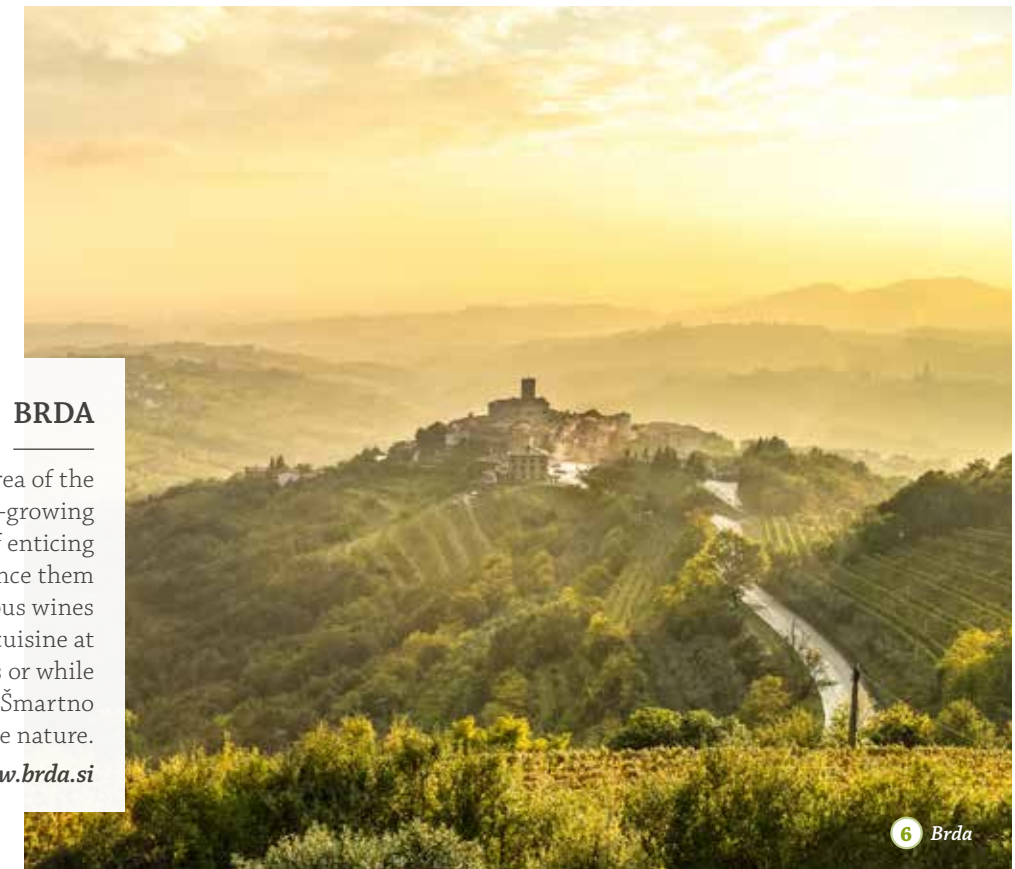


4 Ankaran

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

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 Lipica



7 Vipava valley

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.vipavskadolina.si



THERMAL PANNONIAN SLOVENIA

© Watchtower Vinarium, Lendava



SLOVENIA UNIQUE EXPERIENCES

VELENJE UNDERGROUND

After saying the usual miners' farewell of Srečno! (Good luck!), take the descend 160 metres below ground to taste a four-course meal prepared by award-winning chefs.

Velenje

DREAMY NIGHTS IN A HAYLOFT AT THE FIRBAS HOMESTEAD

Experience the very best bits of the farm life and connect with local and authentic by staying at Firbas homestead.

Cojetinci

MEET MEAT & EAT

Visit the ripening room of Prekmurje ham and get an insight into the process of meat maturation, learn the difference between the Krškopolje and Mangalica breeds and grill meat.

Prekmurje



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.visitptuj.eu

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



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

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.visitdobrna.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 Thermana Laško Thermal Spa is located right next to the Savinja River, and the Rimske terme Spa is not far away.

www.lasko.info

6 Thermana 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.visit-rogaska-slatina.si

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 Terme Olimia

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





SLOVENIA UNIQUE EXPERIENCES

THE MOUSTACHE TOUR

One of Europe's best cycling tours will take you to Jože Plečnik's architectural masterpieces, the gallery with the paintings of Rihard Jakopič and the life of writer Ivan Cankar.

Ljubljana

LJUBLJANA CASTLE JUST FOR YOU

Treat yourself to a very private experience of the Ljubljana castle with live theatrical presentations of the six key historical periods.

Ljubljana

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.

Observe the largest European carnivore in its home!

Kočevje

YUMMY MARKET WALK

A walk around the Ljubljana marketplace will unveil the best bits of fresh seasonal delicacies produced by local farmers. Finish with a delicious, fresh and local breakfast.

Ljubljana

FISH & FLY TRIO

This is a unique experience of fly-fishing on three Slovenian rivers according to the 'catch and release' principle and the catch of three different fish species (grayling, brown and marble trout).

Krka river, Kolpa river, Soča river



LJUBLJANA & CENTRAL SLOVENIA

© Ljubljana



LJUBLJANA

is the green capital and European Best Destination to visit in 2022, by European Best Destinations. 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

1 Ljubljana



2 Velika planina

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.visitkarnik.com



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



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.

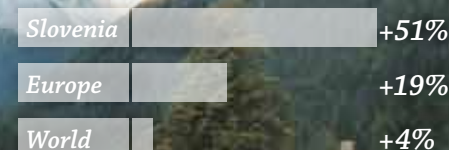
www.visit-idrija.si

7 *Idrija*

SLOVENIAN TOURISM IN NUMBERS

2021, ANOTHER YEAR MARKED BY THE COVID 19 PANDEMIC

Comparison of international arrivals



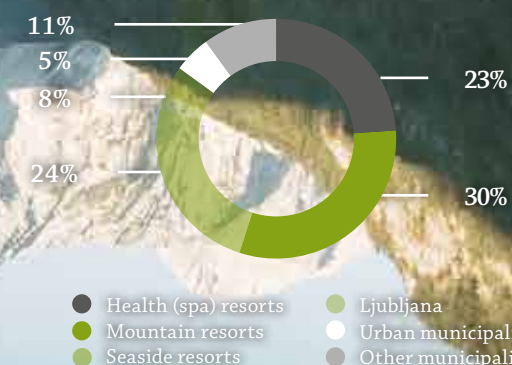
Municipalities with the highest number of overnight stays

1. Piran	1.526.523 (+20%)
2. Ljubljana	865.866 (+60,3%)
3. Kranjska Gora	601.676 (-2%)

Number and share of employees in tourism sector

57.627

Municipalities with the highest number of overnight stays 2021



Overnight stays by type of accommodation facility 2021



Tourist arrivals and growth

4.003.464
Total +30,6%

2.170.998
Domestic +17,4%

1.832.466
Foreign +50,7%

Overnight stays and growth

11.251.378
Total +22,2%

6.456.443
Domestic +10,4%

4.794.935
Foreign +43%

Average length of stay

2,8 days

Inflow related to travel and growth

1,5 mrd EUR

Total contribution of tourism to GDP

6,5% GDP

Countries with number of overnight stays 2021

1. Slovenia	6.456.443	+10,4%	6. The Netherlands	315.835	+102,5%
2. Germany	1.070.557	+31,5%	7. Hungary	286.680	+57,6%
3. Austria	433.527	+16,2%	8. Poland	194.384	+194,8%
4. Italy	353.571	-3%	9. France	192.792	+134,1%
5. Czech Republic	330.966	+155,7%	10. Belgium	191.613	+284,5%



SLOVENIAN TOURIST BOARD

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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