

I FEEL
SLOVENIA

MEDIA KIT

SLOVENIA. MY WAY OF GETTING INSPIRED.

#ifeelsLOVEnia
#myway

www.slovenia.info

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Dear Explorers,

Welcome to Slovenia, the first green country in the World, which surprises with its vast diversity on every step. Although our country is situated in the very heart of Europe and has a long, diverse and rich history, it is still considered an undiscovered destination and a well-preserved secret.

We want everyone to feel special every time they come to Slovenia. We want them to discover the magical experiences Slovenia has to offer in their very own way. Experiences that are nowhere else to be found and which fill visitors with positive energy and fresh ideas that will invigorate them in their day-to-day lives for months to come.

Our studies have shown that visitors perceive Slovenia as a destination free from mass tourism: as green, safe and welcoming. What we offer incorporates boutique elements, which thanks to short distances and geographic diversity is authentic, varied, surprising, easily accessible and available in all seasons of the year and all over the country. This applies to all our tourism products: from activities in pristine nature, health and wellness programs, to cuisine, culture, business meetings and more.

Our main theme for the next two years, gastronomy, will be something to discover. In 2021, Slovenia will become the European Region of Gastronomy and will pamper 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.

This media kit has been put together to inspire you to visit Slovenia. Browse through and step into the world of diversity. Discover what Slovenia has to offer.

Maja Pak, M.Sc.
Managing 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. a destination of five-star experiences.«

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, one of the most successful and promising industries in the Slovenian economy.

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.

KEY GOALS FOR 2020/2021

The 2020/2021 Work Programme of the Slovenian Tourist Board is based on strategic development and marketing guidelines that are proposed by the new 2017–2021 Strategy for the Sustainable Growth of Slovenian Tourism.

- Increasing Slovenia's recognisability and image as a tourist destination under the brand I feel Slovenia.
- Sustainable growth by increasing arrivals and overnight 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, and strengthening products with higher added value.
- Focusing on high-end visitors seeking high-quality, diverse, and active experiences, peace, and personal benefits.

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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SLOVENIA

AT A

GLANCE

Authentic experiences for even the most demanding visitors

Slovenia, the first country to earn itself the title of **green destination of the world**, is also the only country with the word 'love' in its name. This 'love' in a unique way connects four large European regions: the Alps with the Mediterranean, the Karst with the Pannonian Plain. It is only about a two-hour drive from the capital of Slovenia to the most remote corners of the country.

Alpine Slovenia amazes with experiences among the highest mountains and the wildest waters. **Mediterranean and Karst Slovenia** invites you to visit world-famous karst caves and traditional salt pans on the Adriatic coast. **Thermal Pannonian Slovenia** boasts renowned natural health resorts near thermal springs in the midst of wine-growing hills. **Ljubljana and Central Slovenia** combine the liveliness of the capital city and the green countryside with primeval forests of European importance.

The unique luxury of green diversity is the cornerstone of Slovenia's exclusive, authentic experiences. Activities in the open air and health-giving thermal waters complemented by excellent cuisine provide additional opportunities for new experiences. Slovenia has been awarded the title of **European Region of Gastronomy 2021**.

If you're looking for a boutique, sustainable tourism experience, Slovenia is the right choice for you! All the more so since Slovenia is a green, active and healthy country distinguished by globally recognised and **locally authentic five-star experiences**.





population of
2.094 million

20,273 km²
surface area

10,000 km²
of forests

26,000 km
of watercourses

46.6 km
of coastline

Mt. Triglav 2,864 m
the highest peak

over 13,000
karst caves

13.29 %
of the surface covered
by protected areas

Ljubljana
the capital

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

1 May 2004
accession to the
European Union

The 1st country in the world
with the title of

Green Destination

SLOVENIA
GREEN 

The Green Scheme of
Slovenian tourism,

the original Slovenian national certification system, which has received professional acclaim around the world, is based on international assessments of quality and sustainability.

 SLOVENIA
EUROPEAN REGION OF GASTRONOMY
AWARDED 2021

24 gastronomic regions

3 wine regions

4 Tourist areas

Slovenia is the only European country in which the Alps, Mediterranean, Karst and the Pannonian Plain meet.

Alpine Slovenia

Ljubljana &
Central Slovenia

..... Thermal Pannonian Slovenia

..... Mediterranean & Karst Slovenia

4

seasons destination for

365

days of experiences

8

UNESCO

listings of natural, cultural and intangible heritage

20

May

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.

BECOME PART OF THE
SLOVENIA
GREEN
STORY!

Choose sustainable forms of tourism and green experiences at businesses and destinations with the Slovenia Green label. This original Slovenian national certification system, which has received professional acclaim around the world, is based on international assessments of quality and sustainability. The Green scheme of Slovenian tourism is part of a commitment to make Slovenia the first country on Earth with the title of Green Destination to become 100-percent green.

As you discover Slovenia's natural and other attributes, please act sustainably! Think about saving the planet. Experience a sustainable lifestyle and green tourism adventures wherever you see the Slovenia Green label proudly displayed.

You will find places and areas involved in Slovenia's green certification system everywhere: in the cities and in the countryside, near Alpine peaks and the Adriatic Sea, on the Pannonian Plain and on the Karst.

**MORE THAN 100 WAYS
FOR VISITING SLOVENIA
IN A MORE SUSTAINABLE
MANNER!**

53 destinations
awarded the title Slovenia Green Destination

**45 accommodation
providers**
awarded the title Slovenia Green Accommodation

4 parks
awarded the title Slovenia Green Park

**2 travel
agencies**
awarded the title Slovenia Green
Travel Agency

1 attraction
awarded the title Slovenia Green
Attraction

TOP MEDIA

ABOUT

SLOVENIA

HIGHLIGHTS

OF

2019

“ You can also enjoy the Bohinj Valley at walking pace on the new Julian Alps Trail, which opens in September. The 280 km circuit takes 17 days to complete and skirts the edge of the Triglav National Park, providing fantastic views of the mountains while taking you gorgeous villages filled with good food, local culture and comfortable places to stay. ”

TIME OUT

Back to nature in Slovenia, by Ash Bhardwaj, July 2019

“ The skies clear as I make the half-hour drive to my ‘base camp’ at Lake Bled, where I’m staying at Vila Bled. Now an elegant hotel, it was once President Tito’s monumental concrete-and-marble summer palace. The former Yugoslav leader certainly chose a great spot for a seasonal retreat. ”


THE DAILY MAIL

Driving me wild! An epic road trip through Slovenia’s mountain peaks and pastures, by Daniel Pembrey, November 2019

“ Being covered in melted chocolate and massaged at 8.30am is not my usual Wednesday morning routine. But in Chocolate Village by the River, in northeast Slovenia, it seemed like the natural thing to do. ”

THE INDEPENDENT

What it’s like to stay at a chocolate glamping site, by Cathy Toogood, December 2019



“ It was a surprisingly calm morning when I looked down on the End of the World. At the end of Bohinj Valley, bounded on three sides by mountains and next to a sparkling lake in Slovenia’s Triglav National Park, it was an inspiring sight. ”

THE TIMES

Skiing in Slovenia — why the Julian Alps is this winter’s best value destination, by David Mills, November 2019

“ All this wellness was very tiring. During the past three days, I’d been massaged with the essence of the Pannonian meadows and steeped in black mineral water; I’d been stimulated with septarian nodules and scrubbed with beer and chocolate; I’d drunk an age-old elixir, slapped out my bad energy and vibrated to the frequency of the sun. ”

THE TELEGRAPH

Welcome to Europe’s most relaxing country, by Sarah Baxter, July 2019

“ Welcome to a secret wonderland of Alpine comfort food, vineyard-side glamping, and cult bottles the pros would just as soon keep to themselves. ”

DAILY BEAST

A Wine Lover’s Guide to Slovenia, by Benjamin Kemper, December 2019

“ Chef Ana Roš of Hiša Franko is hands down the most famous Slovenian chef, after appearing on the second season of Chef’s Table on Netflix and maintaining a strong ranking as the only Slovenian restaurant on the The World’s 50 Best Restaurants list. The scenic drive to her humble countryside restaurant in Kobarid sets the scene for a sublime meal with a unique juxtaposition of rarified food and warm service. ”

FORBES

Five Reasons To Visit Slovenia, by Amber Gibson, October 2019

“ Oenophiles are waking up to the potential of Slovenia’s 52 grape varieties (a serious tally for a country smaller than Vermont), many of which excel as natural and amber wines. Swirl and sip them along the Lendava wine route in the east, or if you’re crunched for time, settle in for an impromptu tasting at Strelec, the sleek wine bar on the top floor of the 12th-century Ljubljana Castle that opened earlier this year. ”

CONDÉ NAST TRAVELLER

20 Best Places to Go in 2020, by Benjamin Kemper, December 2019

A man with a beard and glasses, wearing a white shirt, is sitting on a wooden chair in a vineyard. The background shows rows of grapevines and rolling hills under a clear sky. In the foreground, a large, dark vine trunk is visible on the left side, partially obscuring the view.

SPECIAL

HINTS

FOR

2020



More info



Goriška brda



SLOVENIA – EUROPEAN REGION OF GASTRONOMY 2021

The prestigious title of European Region of Gastronomy 2021 was awarded to Slovenia as a unique top culinary destination. Rich tradition upgraded to a unique gastronomic experience by innovative approaches of outstanding chefs coupled with top culinary events enhance the attractiveness and competitiveness of our country.

The project 'Slovenia -European Region of Gastronomy 2021' includes 20 partners and is focused on improving the quality of life. It encompasses opportunities for education in healthy and sustainable living and the sustainable development of gastronomy. It enhances the national promotion of cuisine and gastronomy and creates synergies with local environments and cultures.

The Slovenian Tourist Board has been incorporating gastronomy in its marketing and promotional activities for over 20 years; with the European Region of Gastronomy 2021 title, gastronomy has been made a biannual marketing topic for the 2020–2021 period.

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SLOVENIA WILL BECOME PART OF THE MICHELIN GUIDE COLLECTION

The arrival of the global and influential Michelin gastronomic guide to Slovenia has been announced. This is the key step in the promotion and development of gastronomic tourism and plays a major role in positioning Slovenia as a 5* destination also in the field of culinary experiences. The results of the first evaluation by the guide is going to be announced on 18th March 2020 in Ljubljana. The announcement of the results will be accompanied by the launch of the **Slovenian edition of the Michelin Guide**. In addition to that Michelin will invite selected Slovenian chefs to this year's **European Star Revelation**, the guide's largest European event, which takes place on 30th and 31st March 2020 in Parma, Italy.





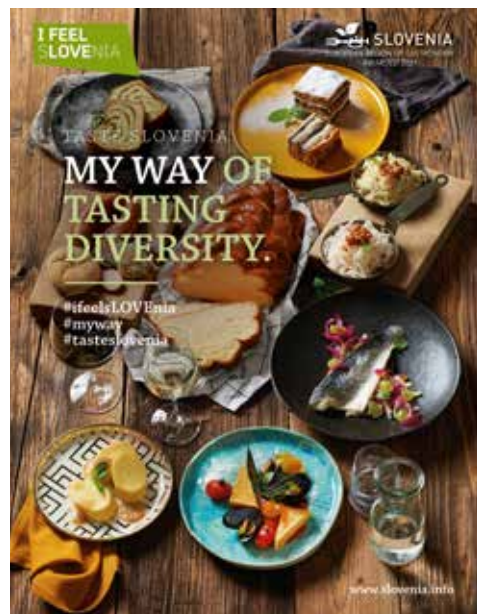
GAULT & MILLAU SLOVENIA 2020

For the second year in a row, renowned international gastronomic guide Gault & Millau has proclaimed the best restaurants in Slovenia. Second edition includes 157 restaurants checked out by anonymous inspectors, of which six restaurants obtained four toques: Hiša Franko in Kobarid, Gostilna pri Lojzetu - Dvorec Zemono with marvellous views of the Vipava Valley, Strelec Restaurant in Ljubljana, Mak Restaurant in Maribor, Hiša Denk in Zgornja Kungota and Ošterija Debeluh in Brežice. In addition to restaurants new edition presents 57 wineries, 12 craft breweries, 20 farm stays and some well-known Slovenian food products.

EXPLORE MORE OF THE EUROPEAN REGION OF GASTRONOMY 2021

Get your copy of the latest Taste Slovenia publication where, in addition to the typical regional foods, dishes and drinks, you will find numerous culinary experiences in the European Region of Gastronomy 2021. The digital version is available at www.www.slovenia.info/publications.

Furthermore, a brand-new web page about Slovenian gastronomy will be published in March 2020 presenting complete and actual information gathered in one place: www.tasteslovenia.si.



GASTRONOMIC EVENTS NOT TO MISS

The European Food Summit (EFS), an event that raises awareness about the global impacts of food will take place in Ljubljana between 28th and 30th March 2020. Following the hugely successful 2019 premiere event, the organisers are, with even greater enthusiasm, bringing together great minds from around the world who understand the importance and power of food in its entirety. Through their stories, they inspire and encourage them to think progressively and act for a better and sustainable future.

Twice a year, in the spring and in the autumn, you can set off on a splendid 10-day culinary journey named **Restaurant Week**, exploring a variety of flavours that will leave you far from indifferent. Restaurant Week is reserved only for select Slovenian restaurants, which earn entry to this elite company through their quality work. Likewise, the event is intended for guests who like to eat well and explore new flavours.

SLOVENIA UNIQUE EXPERIENCES

Based on the commitment to developing and promoting five-star experiences, Slovenian Tourist Board has selected the first 12 experiences which have been awarded the Slovenia Unique Experiences label on the basis of 40 criteria. Once selected, the providers needed to ensure that they will actively monitor the responses of visitors, continue with sustainable management and take care of the quality of experience.

Strict rules for granting the Slovenia Unique Experience label are a guarantee that you will experience Slovenia's originality in an unforgettable way and with the use of all of your senses. Choose a local, authentic, unique, and boutique experience – in your own way! Their proven premium quality is worth every moment of your travelling time.

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The Slovenia Pavilion at Expo 2020 Dubai



FLOATING SLOVENIAN FOREST AT EXPO 2020 DUBAI

The Slovenia Pavilion at Expo 2020 Dubai will be a floating vision, highlighting the country's position as a green, diverse, smart and sustainable gem in the heart of Europe. The structure will make innovative use of glass, steel and water to give visitors the impression they are surrounded by a forest suspended in the air. Themed the 'Smart Green Cloud', the Slovenia Pavilion will use elements of water, nature and technology to engage all five senses and give visitors an in-depth view of Slovenian culture. Join us at the Slovenian Pavilion!

POHORJE TREETOP WALK

The destination of Rogla-Zreče offers an astonishing experience in Pohorje and its forests. You can take a walk in any season amid the treetops 20 metres above the ground.

The Walk is barrier-free in its full length and is adapted for riding strollers and wheelchairs. After 560 metres, the path leads to a 35-metre tower with an inner walkway 440 metres long. It is designed in accordance with the principles of sustainability. Nested on a wooden frame, this environmentally friendly experience encourages visitors to forge a genuine connection with their natural surroundings.



Zelenci, Julian Alps

JULIANA LONG- DISTANCE TRAIL

is a new 270 km long hiking trail in the Julian Alps suitable for all generations and families all year round. A trail that does not conquer mountain tops leads you in a respectful distance of the peaks along the edge of the Julian Alps (UNESCO MAB) and Triglav National Park. Along the trail you will discover the rich cultural and historical heritage and the culinary tradition, learn about the architectural features and discover unknown and hidden corners of this diverse alpine landscape.



EUROPEAN DESTINATION OF EXCELLENCE: PODČETRTEK

Podčetrtek is the new European destination of excellence (EDEN). In 2019, main topic for the selection of the European Destination of Excellence (EDEN) was "Well-being Tourism". Podčetrtek range of authentic, high-quality and local services spans three municipalities in a sustainable and innovative package: the Terme Olimia spa and many other beautiful spots in Podčetrtek, the meadow orchards and the Kozjansko Apple Festival in Kozje, and the winegrowing traditions and the famous place of pilgrimage of Sveta Gora in Bistrica ob Sotli.

TIME FOR APITOURISM

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. This year is the third time we celebrate the World Bee Day.

Over the last few years, a new creative form of tourism has appeared – bee tourism, or apitourism, which will be the core topic of this year's celebration.

Visit a beekeeping museum, or try the beekeeping-themed adventures and educational trips across Slovenia with trained api-tourist guides. The most popular experience at the moment, along with a honey massage and honey sauna, is the comprehensive Api well-being programme.



Visiting a beekeeper



440 YEARS OF LIPICA STUD FARM

Lipica Stud Farm, one of the most prominent tourist destinations in Slovenia, and home to more than 300 white Lipizzan horses, will celebrate its 440th anniversary on 24th May 2020.

The highlight of the event will be an equestrian-musical spectacle, with more than 70 Lipizzan horses and a variety of artistic performances, matching the beauty of the white horses.

Throughout the whole year, guided tours and a series of shows will take place in Lipica, inviting visitors to get in touch with the white Lipizzan horses and admire their elegant steps while they perform figures of classical dressage. The story of Lipica and the Lipizzan horse, however, began as early as 1580, when the Habsburg Archduke Charles II founded the Stud Farm in Lipica. At that time, he started breeding Lipizzan horses, which soon became known worldwide for their beauty, elegance, and exceptional talent for figures of classical dressage.

MEET THE »BABY DRAGONS« IN POSTOJNA CAVE PARK

The world-famous Postojna Cave is the biggest and most-attractive show cave in Europe, more than 24 km long with the most spectacular cave formations in the world. Once you take an unforgettable ride on Postojna Cave's underground train on the world's only double track cave railway you feel the childish playfulness. Beside that Postojna Cave is the cradle of speleobiology and the hotspot of subterranean biodiversity. Visiting this no. 1 attraction in Slovenia you'll have the unique opportunity to meet some rare animal species – the olms – which are often described as baby dragons. In 2016, the whole world was excited to witness a remarkable event - the story of the incredible development of our »baby dragons« from eggs on ... Postojna Cave will start with VIP tours, where visitors will be able to "hang out" with our 4 years old baby dragons and our cave biologist. Olms live up to incredible 100 years and can survive without food for 12 years. No wonder its longevity is fueling the interest of world scientists. They have just read its genome, which is the largest at the moment in the world!

The olm, Postojna Cave





Luka Dončić on Ljubljana Castle

LUKA DONČIĆ, AMBASSADOR OF SLOVENIAN TOURISM

Slovenian athletes are excellent ambassadors and promoters of the country and the national brand “I feel Slovenia”. Slovenian Tourist Board is has upgraded the marketing and communication activities in the American and global markets with an exceptional partnership with currently most high-profiled Slovenian basketball player Luka Dončić. Despite living abroad since his early age, Luka has not forgotten the country where his exceptional sports career began. As an Ambassador of Slovenian Tourism, Luka will present his home country as a sustainable tourist destination for boutique, five-star experiences tailored to the needs and wishes of an individual.

With his versatility, creativity and brilliant play, Luka, nicknamed "The Matador", has won the hearts of basketball fans across the globe. Dončić achieved a great breakthrough to the elite NBA All-Star Game this year. He came second in the Western Conference after LeBron James, the star of the Los Angeles Lakers. Dončić has also become the second-youngest starter since James in 2005. Among all guards in the League, he received the most votes from the fans and was voted first among Western Conference guards by basketball players and reporters.

The partnership of STB with Luka Dončić aims to improve Slovenia's visibility and reputation as a country of top athletes, an excellent host of large sporting events and for athletes' preparations, and as a destination for an active vacation.

GLOBALLY RECOGNISED SPORTS EVENTS IN SLOVENIA

Before the 2020 top sporting event – the Summer Olympics in Tokyo, Slovenia is hosting a lively sporting season also in 2020. The Events are a great opportunity for Slovenian tourism and tourist destinations to position themselves globally as green, active, and healthy destinations and as excellent destinations for holding the most high-profile sporting events.

In the winter - the world cups in alpine skiing, biathlon, cross-country skiing, snowboarding and ski jumping will take place at six venues, culminating in the FIS Ski Flying World Championship in Planica. Cycling and running competitions will be at the central stage of the sporting events in the warmer months of the year, the cycling race Tour of Slovenia 2020 will take place in June and Ironman 2020 in September.



Tour of Slovenia, Štanjel

SLOVENIAN SPORTING SUCCESS EXPLAINED

Why can a nation of 2 million be so successful in sports?

- **Origin:** Slovenia is small, but extremely diverse, offering a huge variety of outdoor activities. It's almost Europe in a pocket. The urban/rural ratio is roughly 50-50, but the cities are small. So, nature is just around the corner for most people.
- **Accessibility:** Slovenia has a well-developed sporting infrastructure; most school gyms are used for recreational sport, too. Activities are mostly not free of charge but are often subsidised by local communities. There are a lot of local sports clubs relying on volunteering.
- **Prosperity:** The country is traditionally among OECD members with the lowest income inequality. It's Scandinavia without oil, IKEA, Lego or Nokia, but the climate is much better. So, most people can afford to practice sport.
- **Tradition:** During the Slovenian nation-building era in the 19th century, gymnastics was one of the most important formative activities. Now, like in Scandinavia (according to a recent Eurobarometer survey from 2018), practising sport is very high on an average Slovenian agenda.

There are many reasons why Slovenian fans travel around the world, supporting their national sports heroes. Most of them have to do with the individual efforts and skills of our great sportsmen. To a smaller part, they've grown following a great tradition of a country, full of natural richness and relative prosperity, trying to use its resources smartly. Resources, which are large enough to bring opportunities and too limited to make us spoiled and indolent.

*Written by Igor E. Bergant,
a renowned Slovenian sports journalist.*

TASTE SLOVENIA

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

24
gastronomic regions

more than **400**
typical local and regional
dishes and drinks

World's Best
Female Chef 2017
Ana Roš

3
wine regions

52
wine grape
varieties

5 centuries
of the oldest grapevine in
the world from Maribor



More info



A couple is seated at a wooden table on a balcony, dining. The balcony has a black metal railing and overlooks a body of water. The scene is framed by large, leafy trees. The text is overlaid on the top half of the image in white boxes with black text.

SUPREME OFFER

INSPIRED BY LUXURIOUS

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.

Culinary experiences at the Slovenian coast

A hand is shown sifting powdered sugar through a fine metal sieve onto a golden-brown potica. The potica is a ring-shaped, rolled pastry with a hole in the center, resting on a wooden surface. Other poticas are visible in the background, some with a white cream topping. The scene is lit to highlight the texture of the sugar and the crust of the pastry.

SLOVENSKA POTICA,

A SYMBOL

OF SLOVENIAN

CUISINE

Potica takes first place among the traditional festive pastries in Slovenia. It's a rolled pastry made of leavened dough filled with any of a great variety of fillings. This original dessert, which has been taken to all parts of the world by Slovenian immigrants, is a true ambassador of Slovenia. The first mentions of this dessert, date back to the 16th century. Various sweet and savoury fillings are used in the *potica* to adapt it to various seasons of the year and holidays. The most widespread and popular are the Slovenian *potica* (Slovenska potica) with walnut filling, with walnut and raisin filling, with raisin filling, with tarragon filling, and with tarragon and 'skuta' curd cheese filling, which are in the procedure to be protected by the European Commission.

Follow the recipe and try making *potica*:



LOCAL FOOD

IN EXCELLENT INNS

AND AT TOURIST FARMS

The views from the terraces of top-quality restaurants and typical inns – 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 diversity of the landscape is uniquely intertwined in more than 400 typical Slovenian dishes and beverages, which are usually consumed in different seasons of the year.

The most famous dishes which you can try all year round include:

Kranjska klobasa (Kranjska sausage)

with sour cabbage, sour turnip and buckwheat mush

Prekmurska gibanica

and flatbreads and flat cakes of north-eastern Slovenia

Slovenska potica (Slovenian potica)

with walnut filling

Piran sea bass

Dishes are further supplemented by excellent beverages: clean drinking water can be found everywhere, famous mineral water, 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 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 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, ice wines and dessert 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 unique blend 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.

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



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 Primož Roglič, ranked the best cyclist 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.

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.



Zipline in Bovec



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.

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.



Skiing at Krvavec Ski Resort



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

CULTURE

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**

The 5th year-long

season of cultural events, intertwined
with the four seasons



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!

More info



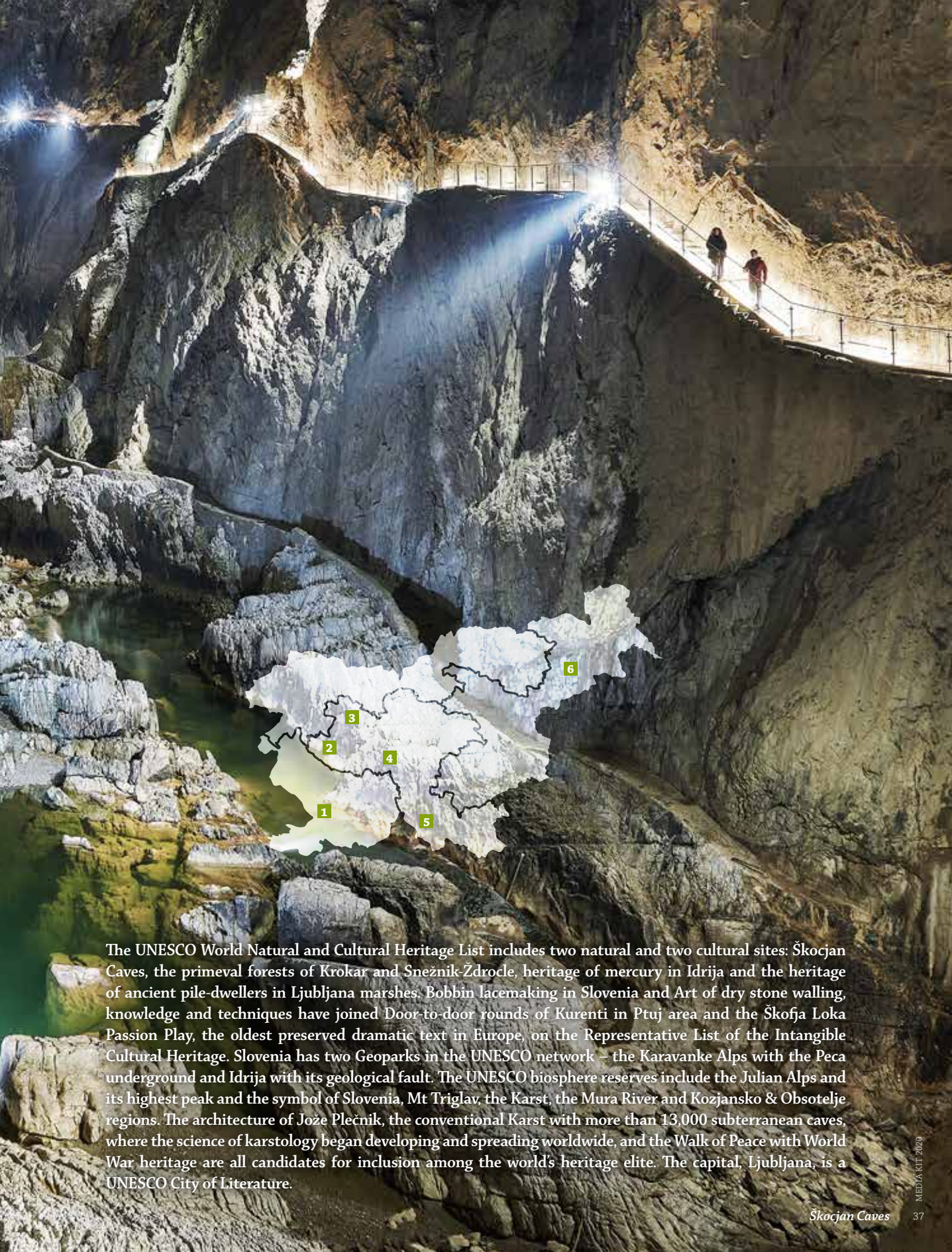
Celje Castle

SLOVENIA

UNESCO

1. Škocjan Caves
2. The second largest mercury mine in the world, Idrija
3. The Škofja Loka Passion Play
4. The heritage of ancient pile-dwellers, Ljubljana marshes
5. The Primeval Forests of Krokav and Snežnik-Ždrec
6. Door to door rounds of kurenti, Ptuj
7. Bobbin lacemaking in Slovenia
8. Art of dry stone walling, knowledge and techniques

There are 8 cultural, natural, and intangible sights in Slovenia that are on the UNESCO List of World Natural and Cultural Heritage or on the Representative List of the Intangible Cultural Heritage.



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

EVENTS NOT TO MISS

JANUARY

Snowboard World Cup Rogla, Rogla
Natour Alpe-Adria: Tourism and Leisure Time, Ljubljana
IBU World Cup Biathlon, Pokljuka

FEBRUARY

World Cup Ski Jumping Ladies Ljubno, Ljubno ob Savinji
Golden Fox - FIS Ski World Cup for Women, Maribor-Pohorje
Prešeren's Day, a Slovenian Cultural Holiday, all over Slovenia
Prešeren fair, Kranj
Kurentovanje- International Masquerade Festival Ptuj, Ptuj
Kurentovanje celebrations and Shrovetide Carnivals, all over Slovenia
Traditional Masquerade Carnival Cerknica, Cerknica
Cerkljanska Laufarija (Carnival), Cerklje

MARCH

Vitranc Cup, FIS Ski World Cup for Men, Kranjska Gora
Ljubljana Documentary Film Festival, Ljubljana
FIS Ski Flying World Championships, Planica
Open Kitchen, Ljubljana (every Friday until the end of October)
Restaurant Week, across Slovenia
European Food Summit, Ljubljana

APRIL

Chocolate festival, Radovljica
Orange wine festival – International festival of macerated wines, Izola
Olive oil and Chard Festival, Padna
The 1st May celebration with bonfire, all over Slovenia
Slovenian Days of Bobbin Lace Work, Žiri
The Rose Festival, Nova Gorica

MAY

International Days of Minerals, Fossils and Environment - MINFOS, Trzič
Delicacies of Slovenian Farms, Ptuj
Refosco Festival, Marezige
Vinska vigred in Bela krajina, Metlika
Marathon Three Hearts, Radenci
Druga Godba Festival, Ljubljana
International Wild Flower Festival, Bohinj
Red Bull Goni Pony, Vršič

JUNE

Olive, Wine and Fish festival, Izola
Franja Marathon - Recreational Road Cycling Competition, across Slovenia
Cherry Festival, Dobrovo in Brda
Tour of Slovenia, across Slovenia
Idrija Lace Festival, Idrija
International Rowing Regatta, Bled
Jurjevanje in Bela Krajina, Črnomelj
Lent Festival, Maribor
Ljubljana Jazz Festival, Ljubljana
Ljubljana Festival, Ljubljana
Soča Outdoor Festival, Tolmin
Festival SEVIQC, Brežice and other locations
Stellar Beat, Maribor



Ptuj Castle

JULY

Bled Festival, Bled
Grossmann Fantastic Film and Wine Festival, Ljutomer
Beer and Flowers Festival, Laško
Music Festival Arsana, Ptuj
Metaldays, Tolmin
Okarina Festival Bled, Bled
Kranfest, Kranj

AUGUST

Tartini Festival, Piran
International Festival Mladi levi, Ljubljana
Days of Poetry and Wine, Ptuj
Vinariium Festival - Bogračfest, Lendava
Idrija žlikrof Festival, Idrija
Salt pans Feast, Piran
Radovljica Festival, Radovljica
Teran Wine and Prosciutto Festival, Dutovlje
Rebula Materclass, Goriška brda

SEPTEMBER

Vilenica, international literary festival, Vilenica
National Costumes and Clothing Heritage Festival, Kamnik
Soča Valley Hiking Festival, Soča Valley
IRONMAN 70.3, Slovenian Istria
Pippi Longstocking Festival, Velenje
International Festival of Desserts - Sweet Istria, Koper
Festival Maribor, Maribor
Cows Ball in Bohinj, Bohinj
Old Vine Festival, Maribor

OCTOBER

Restaurant Week, across Slovenia
Maribor Theatre Festival Borštnikovo srečanje, Maribor
Volkswagen Ljubljana Marathon, Ljubljana
Taste Radol'ca, Radovljica

NOVEMBER

Liffe - Ljubljana International Film Festival, Ljubljana
The celebration of St. Martin's Day, across Slovenia
November Gourmet Ljubljana, Ljubljana
Slovenian Wine Festival, Ljubljana

DECEMBER

Christmas/New Year's fairs, all major Slovenian towns
The Living Nativity Scene in Postojna Cave, Postojna Cave
Potica Days, Bled
Outdoor New Year's Eve celebrations, all over Slovenia

SLOVENIA

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 14 Slovenian natural health resorts.

More info



HEALTH TREATMENT

Improve your health with the help of nature, knowledge and experience.

Come and improve your health in the world-class medical centres and clinics at Slovenian natural health resorts. Experienced specialists in various diseases, state-of-the-art diagnostics equipment, and rehabilitation experts await you.



PREVENTION - MEDICAL WELLNESS

Preserve your health. Prevent diseases.

Programmes for preventing lifestyle diseases take into account the latest medical findings concerning particular indications.

They are based on individualised holistic treatment of guests. They combine modern medicine with natural therapeutic factors and traditional medicine experience.



WELLNESS AND SELFNESS

Good well-being = Self-care in Slovenian spas.

With their traditions, Slovenian health resorts have always been connected with the preservation and restoration of health. In the last few decades, their placement in the environment, natural factors and modern professional approach have also made them places for self-discovery. Wellness with pampering, relaxation and treatment programmes are supplemented by selfness programmes – selfness is a lifestyle which puts physical and mental health, and good energy at the centre. Relax with wellness experiences, invigorate yourself with selfness discoveries.



AQUAFUN & THERMAL WATER PARKS

Thermal water parks = Fun experience in spas.

Slovenian spas have an abundance of outdoor and indoor water areas for swimming in all seasons. Moreover, they also have massage and therapeutic pools, and very attractive water parks with slides. Entertainment for children is also available.





SLOVENIA UNIQUE EXPERIENCES

Boutique 5-star experiences bearing the Slovenia Unique Experiences label will make you experience the country in your own way. They will appeal all your senses and create your very own memories. So, step into the spotlight, be the star of your very own Slovenian story. Every holder of the Slovenia Unique Experiences label, awarded by the Slovenian Tourist Board, ensures that its offer is

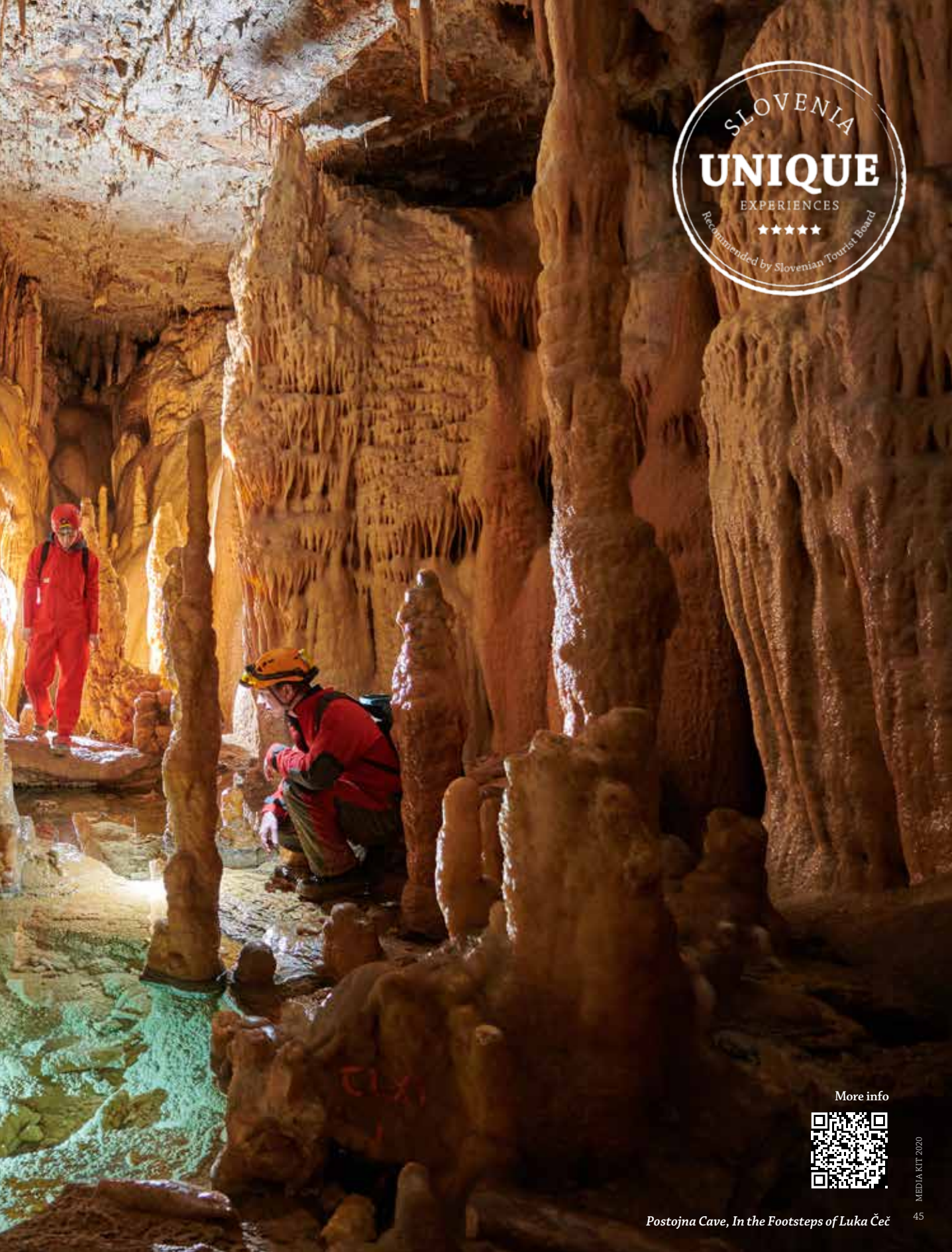
LOCAL,

AUTHENTIC, UNIQUE,

EXPERIENTIAL, BOUTIQUE,

SUSTAINABLY GREEN,

OF PREMIUM QUALITY.



SLOVENIA
UNIQUE
EXPERIENCES
★★★★★
Recommended by Slovenian Tourist Board

More info





BIG GUY'S WINE HIGHLIGHTS WITH THE WORLD'S OLDEST VINE

Learn about the wine-makers of Štajerska and the unique wine stories from the Štajerska Slovenia wine-growing district. Go on a journey from the famous heart-shaped road among vineyards to one of the largest and oldest wine cellars in Europe and to the oldest grapevine in the world.



VELENJE UNDERGROUND – A GASTRONOMIC ADVENTURE 160 METRES BELOW THE SURFACE

Experience a world-class gastronomic adventure in Slovenia's deepest dining room. Go down into the Coal Mining Museum of Slovenia in the oldest lift in Slovenia. Experience the world of miners and world-class dishes prepared by the Villa Herberstein team in Slovenia's deepest dining room.

EXPERIENCE THE SOČA VALLEY: FROM WATER TO BREAD AND MILK

Experience the richness of crystal-clear waters in the middle of the Julian Alps. Feel, taste and soak up nature's powers and discover it in the ingredients of a unique bread and cheese. Enjoy the cuisine of the Soča Valley and discover the hidden spots of one of the main watersheds in Slovenia.





VINTAGE GOURMET TOUR



A nostalgic journey in legendary classic cars through Istria's olive groves Taste world-class olive oils and special Istrian dishes in a fun way. Your guides will be the members of the Lisjak family, one of the largest producers of olive oil in Slovenia.

GARDEN VILLAGE BLEĐ – A NIGHT IN A TREE HOUSE IN THE MIDDLE OF A FOREST WITH ITS OWN GARDENS

Luxury camping in the tree tops enjoying the full comfort of a hotel room just a stone's throw away from Lake Bled. An experience that will make you no longer want to sleep in a hotel room. A very green story about a mini landscape park where, through gardening, you can (re-)learn how to work with your hands.



AN UNFORGETTABLE DAY AT THE FONDA FISH FARM

Visit a fish boutique surrounded by the sea, where the fish eat better than most people in the world. A very personal story about a family of biologists, which decided to farm the best fish in the world. While sailing towards their 'sea field', listen to their passionate and delicious story.





A SOLDIER'S STORY FROM THE SOČA (ISONZO) FRONT

An unforgettable experience for all lovers of history who seek human stories of soldiers who fought on the Soča Front and personal memories of their relatives. This is a powerful story of cheese and history, which are vital elements of the lives of locals.

KAYAKING ADVENTURE THROUGH THE UNDERGROUND OF MOUNT PECA

Be a part of an underground adventure in which you will row through the flooded tunnels of the largest lead and zinc mine in this part of Europe. Feel the darkness and taste the silence in the midst of abandoned mining sites, where machines once rumbled.



IN THE FOOTSTEPS OF LUKA ČEČ

An adrenaline-fuelled adventure in the hidden tunnels of Postojna Cave, the most visited karst cave in the world, which will transform you from tourists into explorers. By experiencing darkness and silence, you will learn about the rich biodiversity of the karst underground. The highlight will be your encounter with the 'human fish' in its natural habitat.



SLOVENIA WILDLIFE BREAK – AN EXTENDED WEEKEND IN NATURE

Visit a boutique reserve with rare plants and endangered animals. Experience the luxury of silence and primeval nature. You will replace your hotel stay with an experience of a tourist farm. The catering will be in the form of a 'backpack' lunch with carefully prepared seasonal local produce.

MOUSTACHE TOUR

A 4-hour cycling tour through Ljubljana's most beautiful streets and parks, which will introduce you to the moustached giants of Slovenian culture. This experience will help you understand the soul of our nation and capital city, which erected a statue of a poet at its central square and not of a military leader.



LJUBLJANA CASTLE JUST FOR YOU – A PRIVATE CASTLE EXPERIENCE

A private tour through the 900-year history of a medieval fortress. This is a unique castle experience in the company of a personal assistant and actors who will bring history to life right before your eyes.



SLOVENIA

SO DIFFERENT

SO ACCESSIBLE

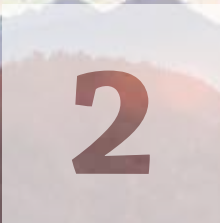
Everything is nearby in the only European country where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. It is only up to a two-hour drive from the capital and Central Slovenia to even the most remote corners of Slovenia. This means that you can experience four different worlds in a single day in 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

Activities among the highest mountains and the wildest waters.

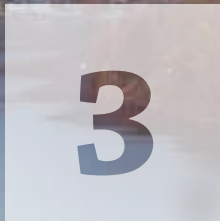
Hiking and biking trails take you across the Julian Alps, the Kamnik-Savinja Alps and the Pohorje Hills to the highest peaks, rivers, lakes and waterfalls. Winter sports enthusiasts can enjoy in ski resorts.



MEDITERRANEAN & KARST SLOVENIA

Global surprises from salt pans to karst caves.

Picturesque towns and the salt-making tradition of the Adriatic Sea meet the green rural areas of Istria and mysteries of the Karst with the invitation of the most visited karst caves in Europe.



THERMAL PANNONIAN SLOVENIA

Feeling good between thermal spas and wine-growing hills.

The land of famous wine-growing hills is home to renowned natural thermal spas with proven efficiency. Hearty cuisine is most authentic at welcoming farms and stories are most inspiring in castles.



LJUBLJANA & CENTRAL SLOVENIA

Liveliness of the capital and nature hikes – to primeval forests.

The capital lives with a thousand faces of urban culture and art. UNESCO world heritage, green rural areas and even – primeval forests await in the green surroundings.



ALPINE

SLOVENIA

Activities among the highest mountains and the wildest waters.

Alpine Slovenia is a world of friendly and accessible mountains and hills. On the one hand, natural treasures of the highest peaks, green valleys and the most beautiful Slovenian lakes are protected by the fairy tale Goldhorn, while on the other, dome-shaped hills meet the town with the oldest vine in the world. Hiking and biking trails which take you to beautiful views are only part of exceptional opportunities for activities provided by nature and sport centres all year round.

BLED

is an image of paradise. Lake Bled below the peaks of the Julian Alps and a castle perched on a cliff is one of the most beautiful Alpine resorts in Europe. It has the longest bathing season due to its mild climate.

 www.bled.si



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



Jasna Lake, Kranjska Gora

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.

3 THE SOČA VALLEY

is a valley of action, energy, festivals and discoveries. 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

Soča Valley

BOHINJ

is a valley of Eden embraced by the Julian Alps. 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

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



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



Radovljica

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



Kranj

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



Maribor

8



9

ROGLA - POHORJE

attracts with its extensive forests, peat bog and lakes. Trails connect Rogla with ski slopes and Zreče with thermal water with interesting villages. The Žiče Charterhouse is located near historic town Slovenske Konjice, and The Herman Potočnik Noordung Center of Space Technologies in Vitanje, is not far away.

 www.destinacija-rogla.si

Rogla

THE UPPER SAVINJA VALLEY WITH THE LOGAR VALLEY

preserves the essence of Alpine life. Feel nature in the iconic glacial 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



10

Logar Valley



Koroška

11

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

Global surprises from salt pans to karst caves.

Mediterranean & Karst Slovenia merges the wonders of the Karst and the taste of traditional sea salt. Coastal towns show their beauty in the sun, green Istrian rural areas are home to original cuisine with olive oil and wild plants, Brda is home to world famous wines, while the Karst uncovers the secrets of caves which are among the most visited in Europe. This area is also home to famous white Lipizzaner horses.

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

1

Piran



Izola



2

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



Cerknica Lake

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.

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



Koper

3



4

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

Ankaran

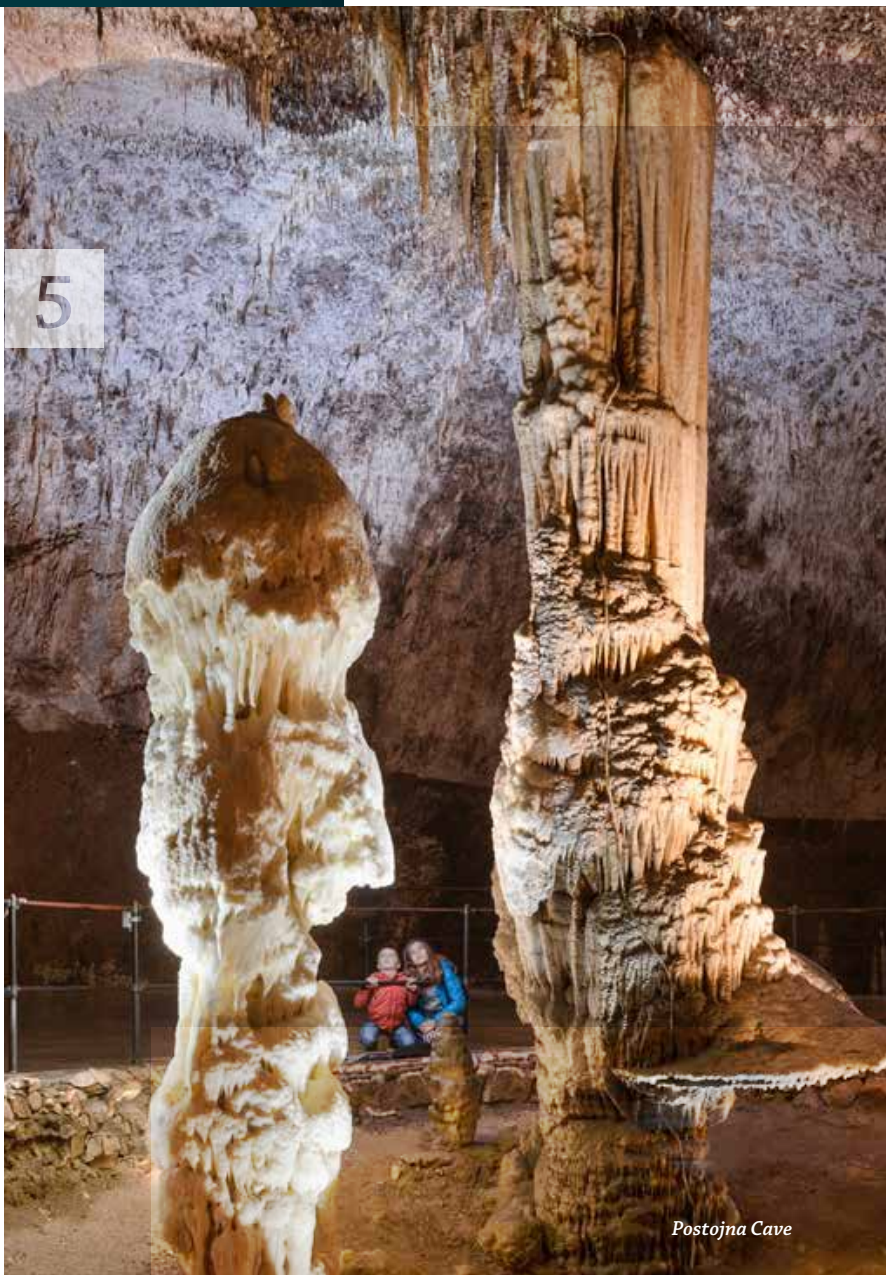
THE KARST

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. A mere few kilometres from Postojna Cave don't miss the largest cave castle in the world Predjama castle, which has been perched in the middle of a 123-meter-high cliff for more than 800 years.

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 fills 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

NOVA GORICA AND THE VIPAVA VALLEY

are a crossroads of diversity on the border – without borders. In the Trg Evrope (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



Vipava Valley



Brda

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

THERMAL

PANNONIAN

SLOVENIA

Feeling good between health resorts and wine-growing hills.

Thermal Pannonian Slovenia is an area of healing waters and the most beautiful paths to well-being. Numerous Slovenian natural health resorts are strung among sunny hills with vineyards. Authentic and hearty local cuisine is provided by welcoming farms. Imagination is stirred by experiences in castles and stories of one of the most powerful noble families in Europe.

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



Pomurje

2

THE POMURJE REGION

is a land of springs of healing water. You will discover a floating mill and an island of love in the Mura River near thermal spas of Moravske Toplice, Radenci and Lendava. The largest Baroque castle in Slovenia is also located in this area.

 www.visitpomurje.eu



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 12 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.

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



Velenje Castle

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



Celje

5

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

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



Olimia Thermal Spa

7

6



Thermana Laško

PODČETRTEK

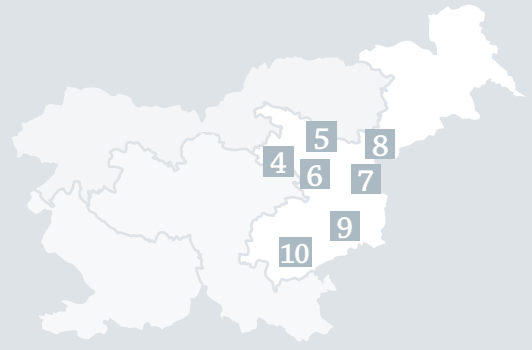
is the centre of the region along the Sotla River. The Terme Olimia Thermal Spa and the village of Olimje invite you with a monastery and one of the oldest pharmacies in Europe. Meadow orchards and Podsreda Castle are part of the Kozjansko Regional Park.

 www.visitpodcetrtek.com



8

Rogaška Slatina



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

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



Novo mesto

10

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

LJUBLJANA & CENTRAL SLOVENIA

Liveliness of the capital and nature hikes – to primeval forests.

Ljubljana & Central Slovenia are a great starting point to fall in love with Slovenia's special features. The capital, whose name sounds like beloved in Slovenian (Ljubljana–ljubljen), lives with a thousand faces of urban culture and art, festivals and events. It is joined with the marsh where the oldest wheel in the world was discovered. Green trails around Central Slovenia lead to places of UNESCO heritage of humanity and primeval forests.



1

LJUBLJANA

is the green capital of a green country. The image of the town by a river with picturesque bridges and a marketplace was designed by the famous architect Jože Plečnik. 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

2



Ljubljana





Ljubljana



Krvavec



Velika planina

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 PILE DWELLINGS.

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.

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

THE BELA KRAJINA REGION

4

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



Bela krajina

Kočevsko

5

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





6



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

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



Idrija

7

SLOVENIAN TOURISM IN NUMBERS



Tourist arrivals and growth

6.230.656

Total +5%

4.702.832

Foreign +6,3%

1.527.824

Domestic +1,3%



Overnight stays and growth

15.787.849

Total +0,6%

11.378.465

Foreign +1,8%

4.409.384

Domestic -2,4%

Average length of stay

2.5 days

Inflow related to travel and growth

2,75 mrd EUR

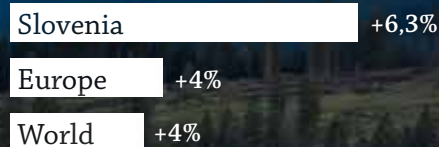
+1,8%
January - December 2019

Total contribution of tourism to GDP

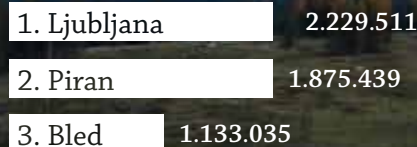
12,3% GDP

2019, THE SIXTH CONSECUTIVE RECORD YEAR FOR SLOVENIAN TOURISM

Increase in international tourist arrivals



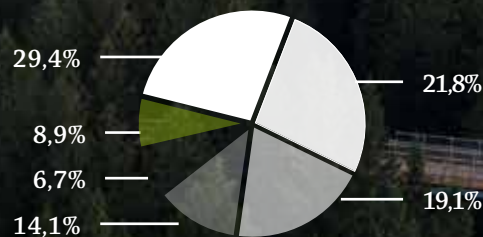
Municipalities with the highest number of overnight stays



Number and share of employees in tourism sector

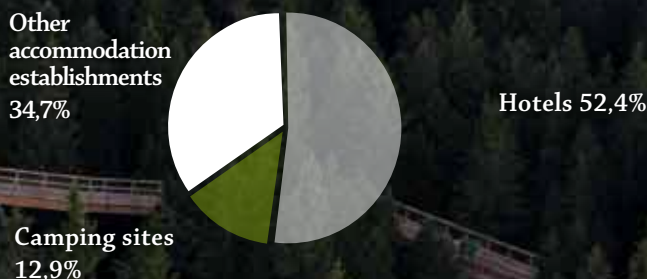
57.800, 6% Source: SORS, 2018

Municipalities with the highest number of overnight stays and growth 2019/2018



	Growth
● Mountain resorts	+3,3%
● Health (spa) resorts	-1,2%
● Seaside resorts	+0,2%
● Ljubljana	+2,3%
● Urban municipalities	-4,6%
● Other municipalities	-1,3%

Overnight stays by type of accommodation facility and growth 2019/2018



	Growth
● Hotels	-0,9%
● Camping sites	+5,3%
● Other accommodation establishments	+1,2%

Countries with number of overnight stays and growth 2017/2016

Germany	1.522.663	+11,8%	Hungary	496.611	+2,4%
Italy	1.279.449	-4,1%	United Kingdom	444.061	-5,6%
Austria	1.011.936	+0,1%	Serbia	380.856	+1,3%
Netherlands	583.672	-4,7%	France	370.296	+9,2%
Croatia	538.249	+2,1%	Belgium	327.396	+0,5%
Czech Republic	512.075	+18,7%	United States	323.283	+2,7%

LET'S CREATE GREAT STORIES TOGETHER!

Journalists, Bloggers and Social media influencers

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;
- You/your followers/readers come from our key markets (Italy, Germany, Austria, UK, France, Russian Federation) or our perspective markets (Benelux, Switzerland, Scandinavian countries, Poland, Hungary and Czech Republic, USA, South Korea, China, GCC, Croatia).
- 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.

Media Application Form



THEMES FOR 2020

GREEN SLOVENIA

GASTRONOMY

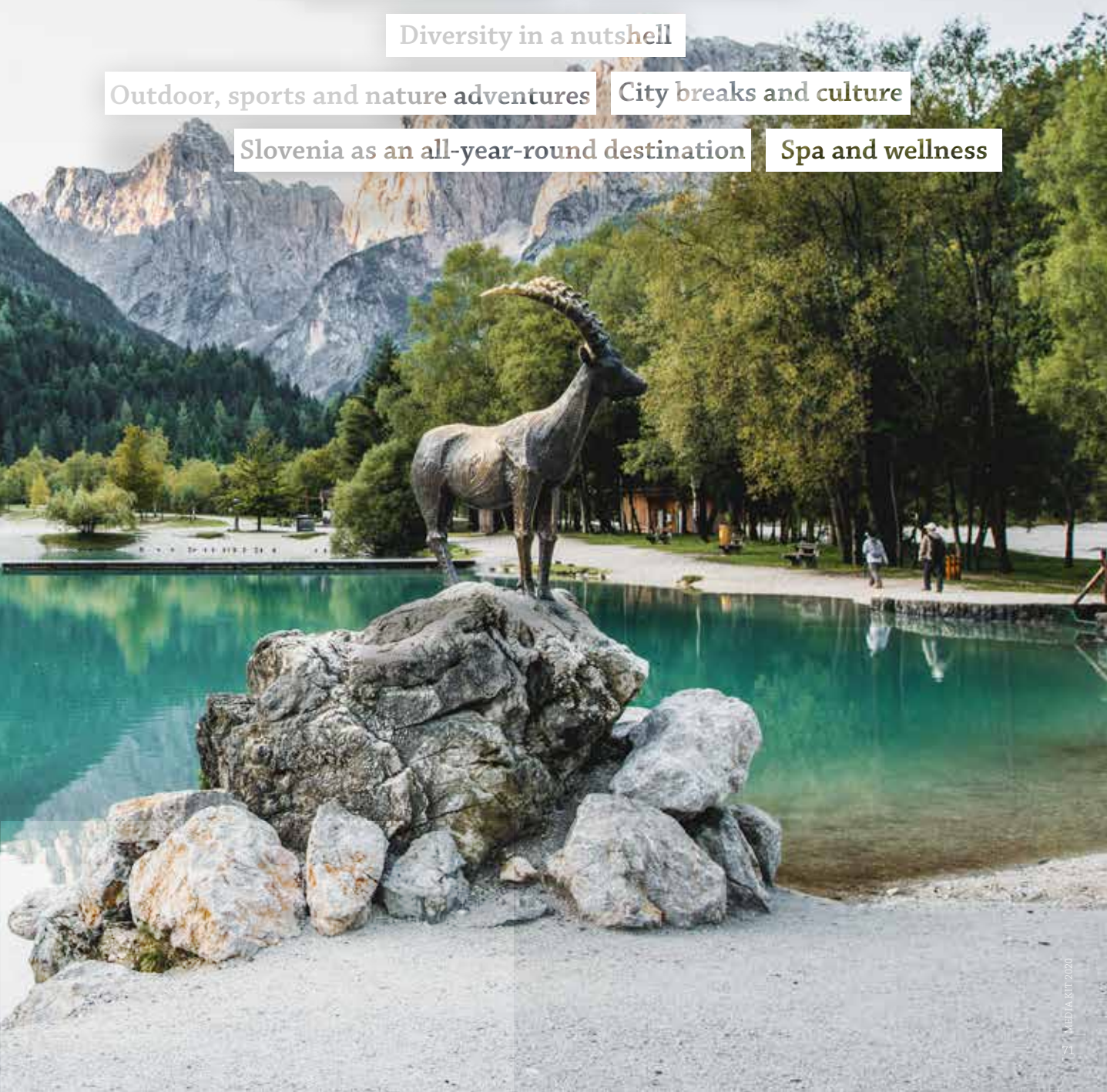
Diversity in a nutshell

Outdoor, sports and nature adventures

City breaks and culture

Slovenia as an all-year-round destination

Spa and wellness




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

A scenic view of a mountain valley with a river and a man in a boat. The background shows steep, forested mountains under a clear blue sky. In the foreground, a man in a dark jacket and pants is walking on a concrete boat ramp, holding a small object. The river flows through the valley, bordered by a wooden fence and green fields.

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

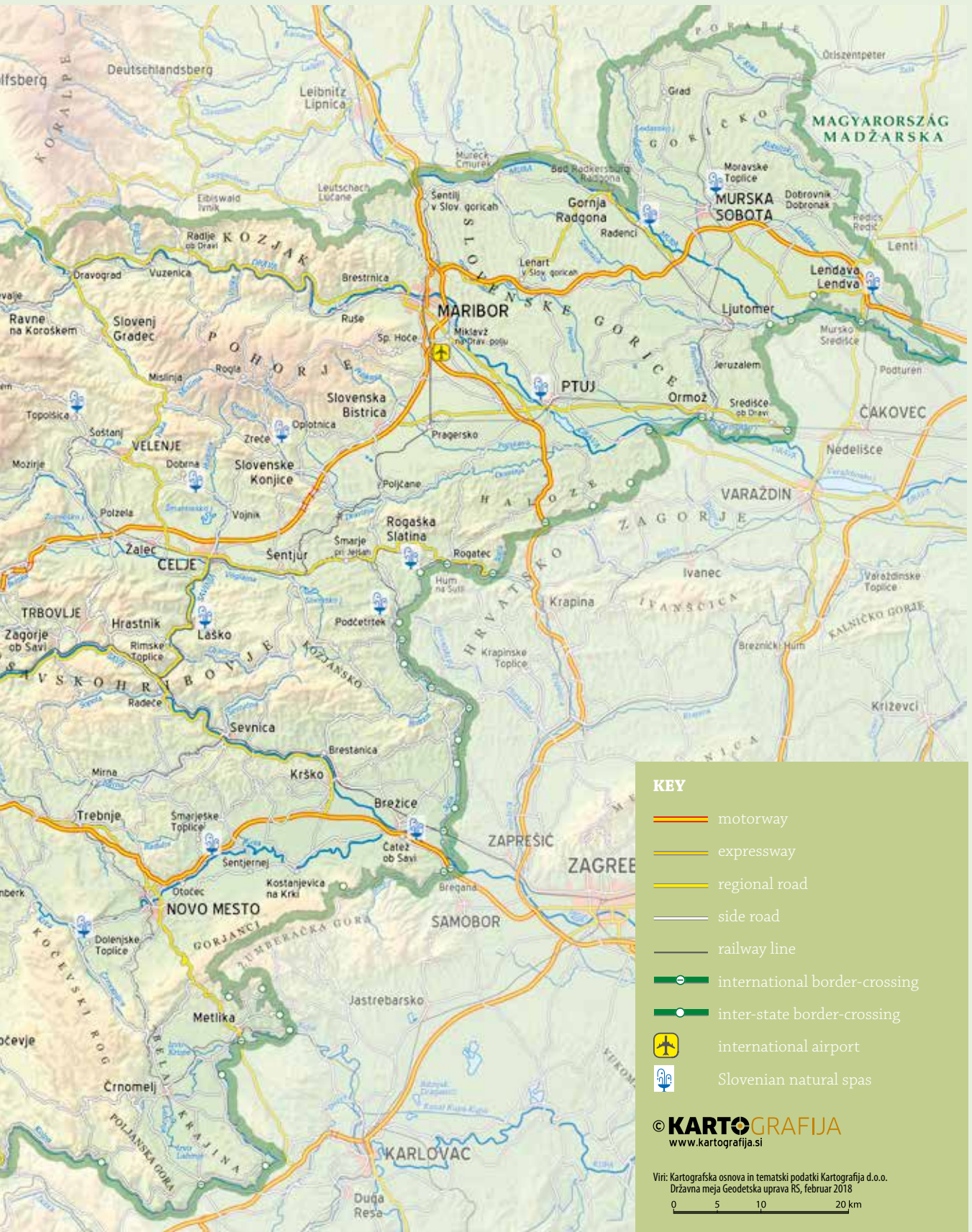
Photo/Video Library with hi-res photos and videos of Slovenia

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





KEY

- motorway
- expressway
- regional road
- side road
- railway line
- international border-crossing
- inter-state border-crossing
- international airport
- Slovenian natural spas

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