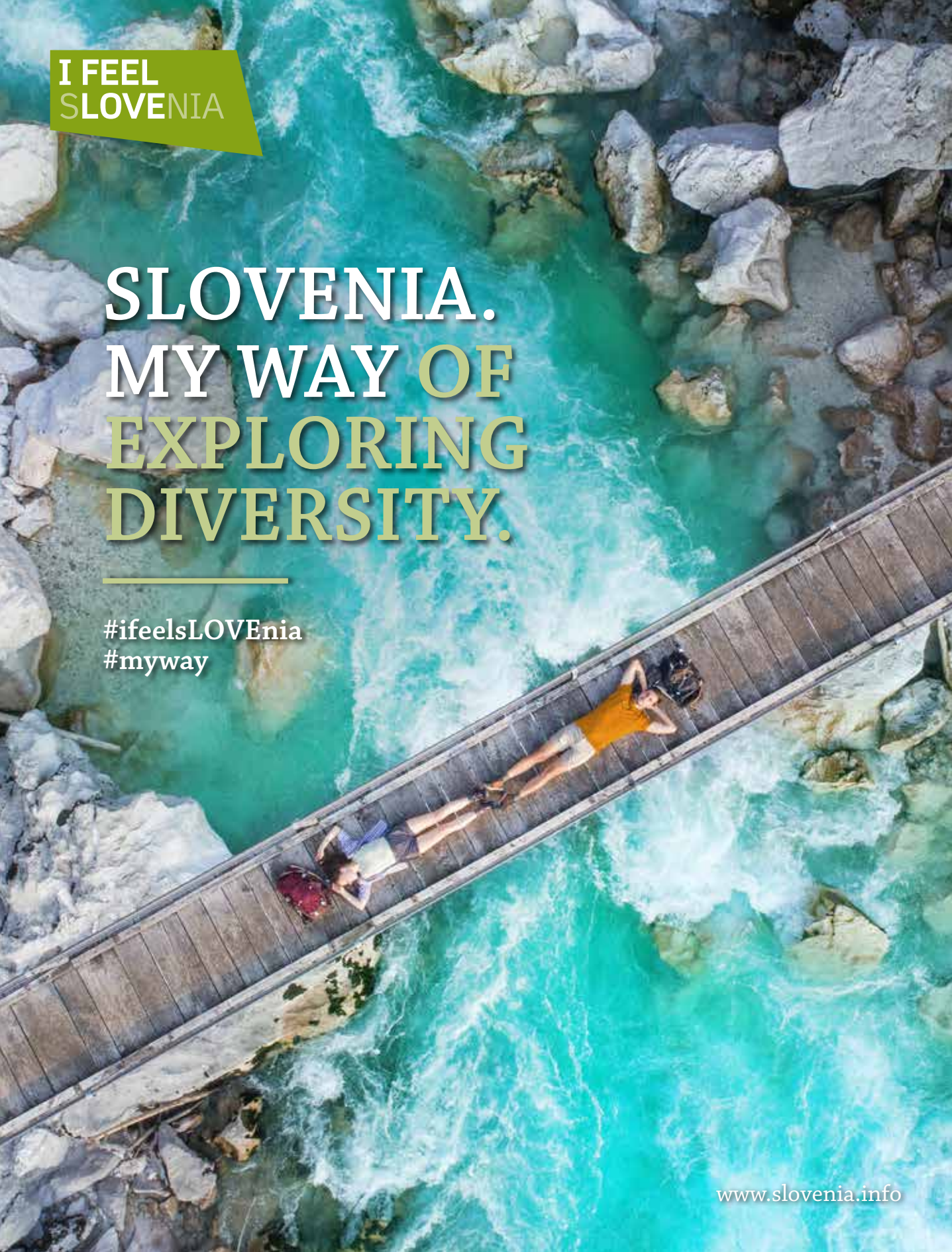




I FEEL  
SLOVENIA

# SLOVENIA. MY WAY OF EXPLORING DIVERSITY.

---

#ifeelsLOVEnia  
#myway

[www.slovenia.info](http://www.slovenia.info)



## 8 FOUR REGIONS OF SLOVENIA

Each unforgettable in its own way

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*You'll encounter nature in a city and culture will surprise you in the countryside. You'll find future in the past and a desire to explore in the present. You'll gaze at the sea from the mountains; from thermal water springs found between the plains and vine-growing hills, you will venture into the mysteries of the subterranean world. Once you've found your favourite starting point in Slovenia, you can set out to discover the diversity of one of the most sustainable countries in the world. In your own way.*



# THE HOMELAND OF DIVERSITY

## CONNECT CONTRASTS WITH NEW EXPERIENCES!

*When you wish to experience Europe as you already know it, you'll find some of its most beautiful aspects in Slovenia. When you're tempted to explore different, not fully discovered worlds, you can uncover the hidden corners in the heart of our continent. If you wish to travel safely and responsibly, you can visit one of the safest countries in the world. If you wish the country to excite you with its uniqueness, you can choose from the boutique experiences of Slovenia. If you want to live sustainably and respect tradition, you can visit Slovenia to find local ingenuity and green inspiration.*

In the country with love in its name, you will certainly learn that opposites attract. Here, the Alps flirt with the Adriatic Sea and the mysterious Karst, while the sunlit hills connect diverse Central Slovenia with the Pannonian Plain. Everything is close, accessible, intertwined.

At the intersection of four large geographical units, Slovenia presents the essence of everything that Europe has to offer. What's more, you'll also find hidden corners and experiences that you might have looked for on other continents. Virgin forest. Brown bear. Hot water springs with a view of the snow-covered surroundings. Cross-country skiing in the middle of the summer. Tasting fruits of the forest and then enjoying the top cuisine of an internationally renowned chef. Endless trails in nature and interesting hikes in lively towns. At any moment, it's possible to choose something that surprises you in a new way, in addition to what you've been looking for.

Experience Slovenia like we experience love. The first encounter arouses interest. Dating excites us. When we think that we already know each other, new and unexplored sides are revealed after years of joined paths, stirring up our everyday routines. Peace and excitement. What you need and want every day and everything that makes your heart beat faster and the day completely different. That's love. In the Slovenian way!



📷 Zelenci Springs, Kranjska Gora



# RESPONSIBLE SLOVENIA

*If you appreciate nature and health, the authentic character of local communities and boutique experiences, then we consider you one of us. This is why we love hosting you in Slovenia, at the unique crossroads of European diversity.*

## **SUSTAINABILITY IS OUR COMMITMENT.**

More than 300 providers, destinations, parks, sites, agencies and restaurants have already obtained the Slovenian Green certificate. The Green Scheme of Slovenian Tourism is an example of sustainable tourism development in Europe.

## **SAFETY IS THE FOUNDATION OF VACATION.**

For several years now, Slovenia has been ranked among the ten safest countries in the world. Safety and health are also linked with international travel standards and these are marked in Slovenia with Green&Safe and Safe Travels labels.

## **DIVERSITY CONNECTS ALL THE CHARACTERISTICS OF EUROPE.**

Slovenia embodies the essence of everything Europe has to offer. It's the only country connecting the Alps, the Mediterranean, the Karst and the Pannonian Plain.

## **NATURE IS THE INSPIRATION FOR TOURISM.**

Outdoor activities and top cuisine with seasonal and local ingredients are linked to health and wellbeing, experiences of towns and culture, and genuine opportunities for business events.

## **AUTHENTICITY IS THE BASIS OF UNIQUE EXPERIENCES.**

The most genuine local experiences not to be found anywhere else in the world are labelled Slovenia Unique Experiences. The Slovenian Tourist Board guarantees their quality.





# 4 REGIONS OF SLOVENIA

## EACH UNFORGETTABLE IN ITS OWN WAY

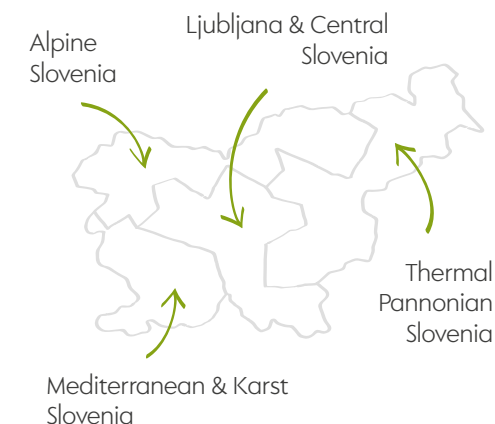
*If you want to ascend, you're drawn to Alpine Slovenia. If you want to descend, you can head to the sea or into the subterranean world of Mediterranean & Karst Slovenia. You can complement the vibrancy of Ljubljana by exploring world-famous attractions throughout Slovenia. Hospitality in Thermal Pannonian Slovenia does not end with the bubbles of healing waters. Visit diverse worlds! It's possible to be in a completely different environment in a matter of one or two hours – ready and eager for new adventures. Be surprised.*



**Luka Dončić**   
*basketball player, <sup>1</sup>  
superstar of the NBA league, member  
of the European Champions team*

### DIVERSITY WITHIN SHORT DISTANCES

*A walk in Ljubljana, my birthplace! When I want to show Slovenia to my friends, it's really difficult to choose from among all the many beautiful places. The Gorenjska region with its stunning views of the Alps, Bled, the Postojna Cave and, of course, the coast are always the winning choices.*







**1 Janja Garnbret**

*sport climber,  
Olympic gold winner, and multiple  
world and European champion*

## I ENJOY VISITING OUR CAPITAL

*I come to Ljubljana,  
Slovenia's capital, for my  
everyday training and to  
enjoy the hustle and bustle  
of the streets and the  
convivial atmosphere on  
the embankments of the  
Ljubljanica River. At home,  
in the Koroška region, I  
enjoy the tranquillity of the  
forests and hills. And this is  
the charm of Slovenia; it's so  
diverse!*

# LJUBLJANA & CENTRAL SLOVENIA

## URBAN AND NATURAL



### WHERE EVERYTHING IS SO CLOSE

The pulse of the capital or natural wonders? Both.

Not many world capitals are as closely connected with nature as Ljubljana. The town forest is linked with the famous park reaching into the very centre of the culturally vibrant town. The river that flows between vibrant embankments through the old town centre carries the stories of the ancient pile-dwellers. The city at the very heart of the country is an excellent starting point for exploring all the Slovenian specialities such as virgin forests, mountain pastures, sports venues and important heritage sites.



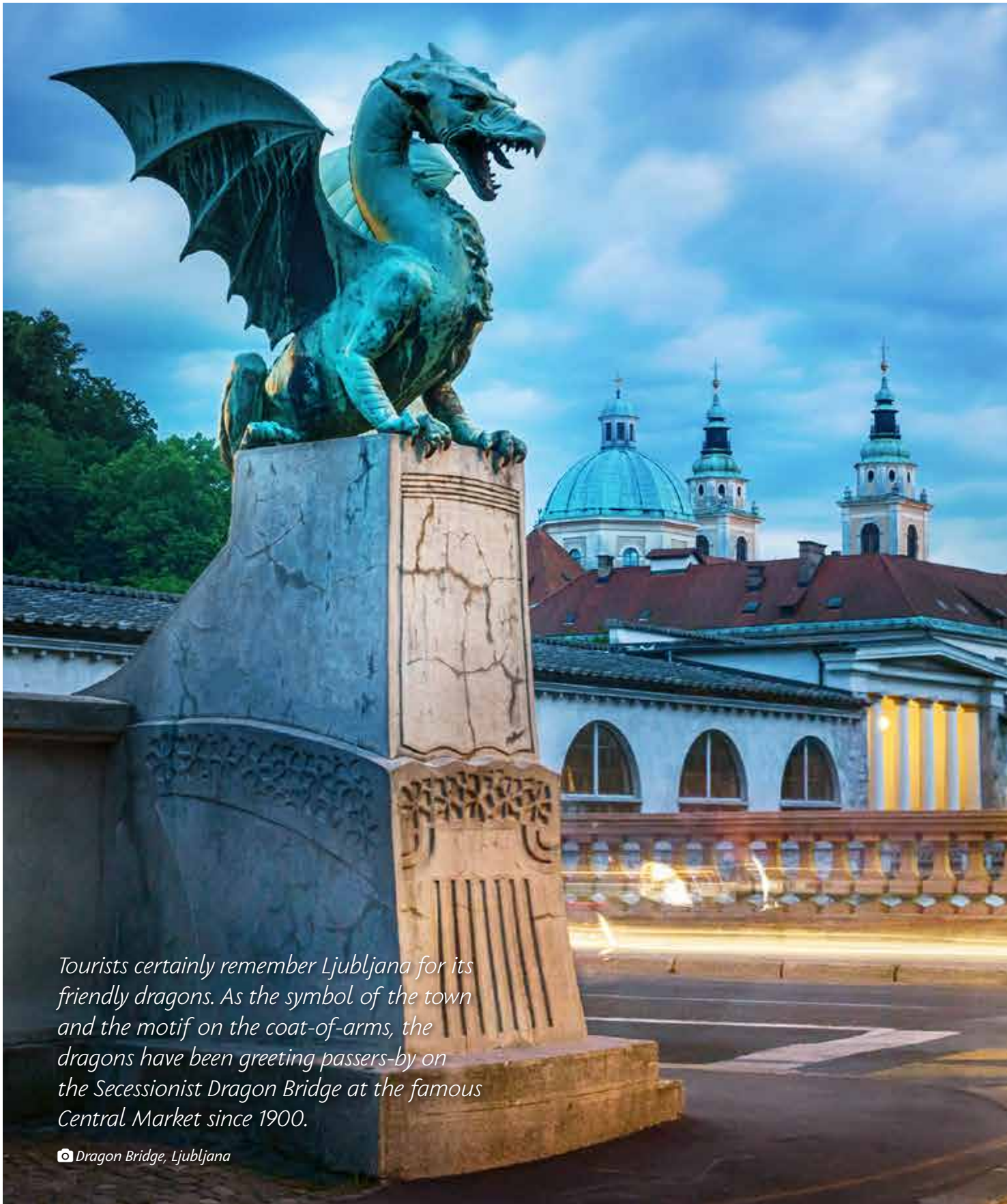
📷 Brown bear, Kočevsko region

*Ljubljana is the European Best City Break. It was awarded this prestigious title in 2023 by European Best Destinations. Among only 10 cities that made it to the final selection, Ljubljana stands out for its authenticity, safety, quality of services and unique experiences.*

📷 Ljubljana







Tourists certainly remember Ljubljana for its friendly dragons. As the symbol of the town and the motif on the coat-of-arms, the dragons have been greeting passers-by on the Secessionist Dragon Bridge at the famous Central Market since 1900.

📷 Dragon Bridge, Ljubljana

## HARMONY OF CONTRASTS

Ljubljana is the most populated part of Slovenia, but it's also possible to find almost completely uninhabited and mysterious regions in Central Slovenia. Plečnik's Ljubljana is full of culture, while the countryside in its hinterland is a treasure trove of wondrous nature.

In Ljubljana, it's possible to enjoy **events and festivals** and **view the collections in as many as 50 museums and galleries**. The town's cultural vibe is connected with nature. As much as 46 per cent of the town is covered by a native forest, and 20 per cent is incorporated in **protected natural areas**.

50  
museums  
and galleries

46%  
of the town  
is covered by a  
native forest

7  
names  
for one river

1  
name  
of a unique  
architect

In the centre of Slovenia's capital, you can follow the river that disappears underground several times between its spring and Ljubljana and even changes its name along the way. In the capital, where it's called the **Ljubljanica**, it is spanned by the Triple Bridge, the Cobblers' Bridge and the exceptional architecture of the Central Market. These and other Ljubljana landmarks were designed by **Jože Plečnik**, the most famous Slovenian architect. The town's water axis is one of Plečnik's works and is registered as a UNESCO World Heritage site.

The **Velika planina Plateau**, the largest mountain pasturing plateau in Slovenia, which still has working shepherds' cottages, is situated near Ljubljana. A trip towards the south will take you to an area of forests that shelters **large carnivores**. Slovenia is one of the countries with the largest population of **brown bear**, the largest carnivore in Europe. In addition to bear, there are also lynx and wolf.

Largest  
high-mountain  
pasturing  
plateau in Slovenia

Largest  
carnivore  
in Europe

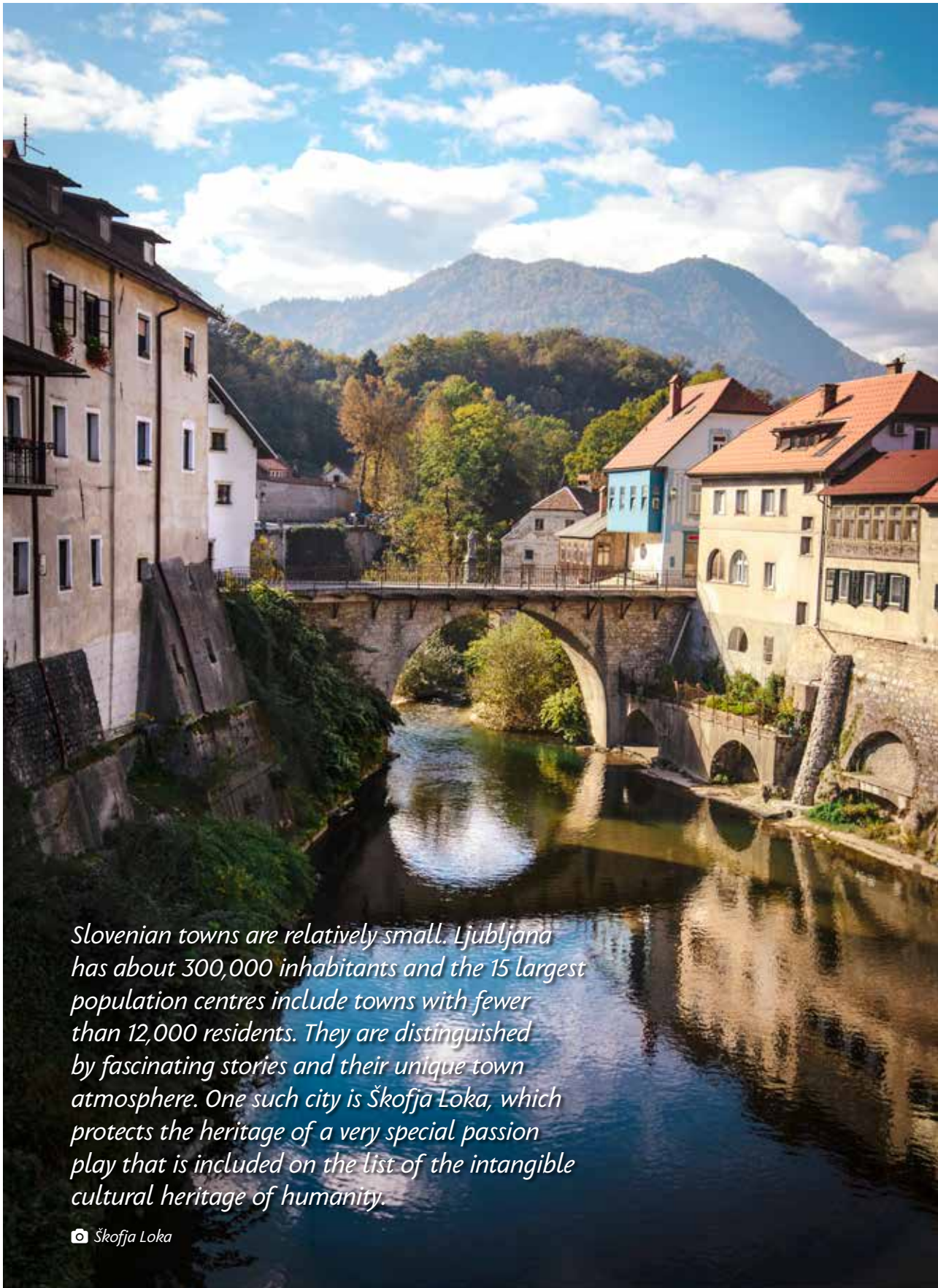


# SCENES THAT INSPIRE

**Take a look around.** The lens of your camera will be drawn to the details of Plečnik's Ljubljana and its life on the river and next to it. From a hidden lookout in the Kočevsko, you can watch a brown bear! Your gaze can follow the creation of lace in Idrija. On the hills surrounding Škofja Loka, you can see unusual forts, and spot Cerklje na Gorenjskem in the valley below Krvavec. In Kamnik, you'll be drawn to the Velika planina Plateau, and on the warm Kolpa River, you'll contemplate how far the experiences offered by Slovenia can take you. Always a little bit further.







*Slovenian towns are relatively small. Ljubljana has about 300,000 inhabitants and the 15 largest population centres include towns with fewer than 12,000 residents. They are distinguished by fascinating stories and their unique town atmosphere. One such city is Škofja Loka, which protects the heritage of a very special passion play that is included on the list of the intangible cultural heritage of humanity.*

📷 Škofja Loka

# TOP TIPS FOR EXCITING TRIPS

## LJUBLJANA & CENTRAL SLOVENIA

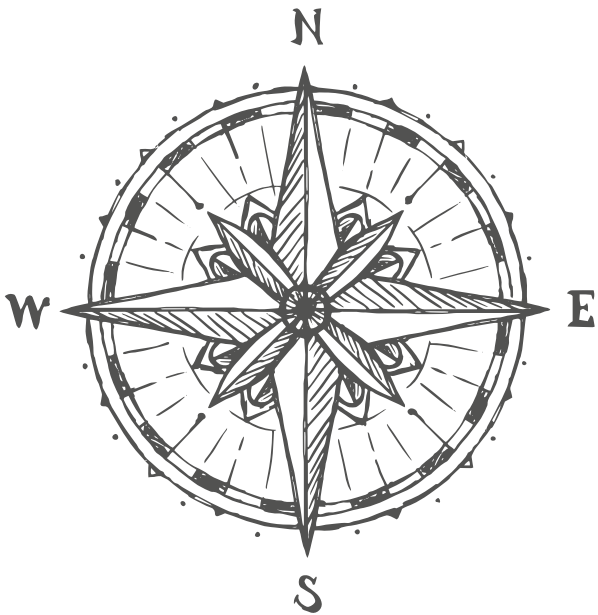
*You'll want to extend your holiday for at least one day to explore the hidden corners of the green countryside, and at least for one more evening to enjoy the cultural and social life of the capital.*

### COMPARE CASTLES AND SHEPHERDS' COTTAGES

When looking towards the Alps from Ljubljana Castle, you'll be tempted to travel north. Cerklje na Gorenjskem with Strmol Castle, numerous churches and a monastery await you below Mt Krvavec. Venture to the Velika planina mountain pasturing plateau and its unique shepherds' cottages from Kamnik, which has a picturesque medieval town centre and castle ruins. You're on the threshold of Alpine Slovenia.

### EXPLORE THE UNESCO WORLD HERITAGE

Learn about Plečnik's Ljubljana and the monumental works of the great architect, including the Ljubljana Marshes with its pile-dweller heritage. Visit Idrija, its mercury mine and geopark, and get to know its lacemaking heritage. Venture into Škofja Loka, the town of the passion play. Yes, as many as four exceptional sites inscribed on the UNESCO World Heritage List are in remarkably close proximity to Ljubljana. If you're travelling further afield, UNESCO heritage sites can also be found in Mediterranean & Karst Slovenia.



### DISCOVER GREEN FIELDS

If you follow the Sava River downstream towards the east, you will encounter fields on the outskirts of the capital. Hospitable places and friendly villages can be found in the surrounding area, as well as hills for pleasant hiking and castles and manors well worth visiting. Further along the Sava, it's possible to find more castle experiences in the Posavje region. It's possible to play golf in Ljubljana and its surroundings, as well as among the healing water springs below the wine-growing hills of Thermal Pannonian Slovenia.

### FOLLOW THE BEAR AND THE COURSE OF THE WARMEST RIVER

If you head towards the south, you'll find the most comprehensive forest habitat in Europe. The Kočevje region and its Krokar primeval forest (also listed as a UNESCO World Heritage site) is the home of the brown bear. Further south is Bela krajina, the land of white birches and Slovenia's warmest river, the Kolpa.





**1** **Primož Roglič**  
cyclist, Olympic champion,  
winner of the Giro d'Italia and  
multiple winner of La Vuelta

## EASY HOLIDAY TOURS

*In Zasavje – the region I  
come from –, I know every  
hill and bend. Sometimes,  
I think I should visit Rogla  
more frequently, as this  
plateau holds the same  
name as the nickname the  
fans gave me. But it's also  
fun in Thermal Pannonian  
Slovenia. The vast plains are  
perfect for easy holiday tours  
that end in relaxation in  
thermal water.*

# THERMAL PANNONIAN SLOVENIA WATERS AND HEALTH



## PLACES THAT BOOST YOUR WELL-BEING

A spring of healthy water or a wine cellar? To the city or the countryside?  
Anywhere you like!

Where the Pannonian Plain touches the sun-kissed hills, people have been enjoying the benefits of thermal water for centuries. Natural health resorts and modern spa centres have developed around the springs, where all paths to health and wellbeing have been explored. Unique drinking mineral waters are combined with excellent wines that mature in famous cellars. Friendly farmsteads and villages, historical towns and squares over which loom castles that tell stories of the past and provide inspiration for new experiences can be found in this region.



Pomurje

*Slovenia has 87 natural thermal springs.  
Around these have developed renowned natural  
health resorts and modern spa centres.*



Dolenjske Toplice



## NATURAL ENERGY

This land of friendly people, endless fields and famed peculiarities was created by the springs of thermal and mineral waters, exceptional wine-growing terrains and lively routes that bring influences from all over Europe.

*Slovenian health resorts are the perfect choice for a family holiday, a couple's getaway or individual guests. All generations can enjoy diverse thermal experiences and explore the intriguing surrounding areas throughout the year.*

📍 Terme Olimia, Podčetrtek

The essential aspect of exploring the area is *the natural health resorts and thermal spas*. Two drinking mineral waters spring forth here. Try water that's good for your heart in Radenci and the water with *the highest magnesium content in the world* in Rogaška Slatina.

Travel through time. Ptuj, *the oldest Slovenian* town, safeguards the UNESCO heritage of the *door-to-door rounds of Kurenti* – original Shrovetide characters.

Celje Castle was the home of the *Counts of Celje*, one of the *most powerful noble families in Europe*. Novo mesto surprises with its archaeological findings dating from the Iron Age.

The Podravje wine-growing region boasts a *tradition of almost 800 years of continuous cellaring*. The Ptuj Wine Cellar has been in operation since 1239.

In addition to the water and wine, you have to try the beer, too. In Žalec, the centre of the hop growing industry, is found the *first beer fountain in the world*.



# WATER-INSPIRED JOURNEYS

*Once you've quenched your thirst with healthy water, find out how many pampering and wellness moments your personal photo gallery can handle. You'll certainly find that out in Thermal Pannonian Slovenia. But don't just stay at the health and wellbeing springs. In Otočec, you can visit the only Slovenian river castle and explore the town of Konstanjevica on an island in the middle of the Krka River. The pavilion next to the Mura River will reveal new adventures in Prekmurje. Hike amidst the picturesque rolling hills dotted with vineyards and castles along the Sava and the Savinja. Each one has a different story. Create yours!*







*In addition to healthy waters and extensive fields, hospitable tourist farms will warmly welcome you in the countryside of Thermal Pannonian Slovenia. Here you can try typical local dishes, wines and famous pastries enhanced by the products of local beekeepers.*

📷 Prekmurje cuisine

# SPLENDOUR ON EVERY STEP YOU TAKE

## THERMAL PANNONIAN SLOVENIA

*The number of days you spend in Thermal Pannonian Slovenia equals the number of different experiences you get to try. And more. Top up your pampering in water with a wine or food tasting, connect castle stories with discoveries in the countryside, and complete an active day in nature with a visit to a town. Feel good.*

### EXPLORE POMURJE AND PTUJ

The Expano pavilion in Murska Sobota will introduce you to the land by the Mura River. View the vast fields from the hills of the Goričko Landscape Park. Compare the waters of Lendava, Moravske Toplice and Radenci, which also include black thermal-mineral water and green paraffin water. Toast with a glass of drinking mineral water and see if it goes well with the wines of the Jeruzalemsko-Ormoške Gorice Hills, the Slovenske Gorice Hills and the Haloze Hills. Ascend to the castle in Ptuj, Slovenia's oldest town, and learn about the Kurenti.

### DISCOVER THE COSMOPOLITANISM OF THE KOZJANSKO AND POSAVJE REGIONS

Try unique mineral water in Rogaška Slatina that has attracted socialites from all over Europe for centuries, learn about the glass production tradition in a new way and climb the highest lookout tower in Slovenia. Visit Terme Olimia in Podčetrtek. In the park of tall-trunk meadow orchards in Podsreda, start your trip among the Posavje castles, such as Mokrice near Terme Čatež Spa, Brežice, Kostanjevica na Krki, Rajhenburg in Brestanica, and Sevnica.

### LEARN ABOUT THE DOLENJSKA REGION

Next to the Krka River, admire the hills and their vineyard cottages that offer authentic accommodation. Try Cviček, a peculiarity among the Slovenian wines. Enjoy the water in the spas of Šmarješke Toplice and Dolenjske Toplice. Enter the Iron Age in Novo mesto and check out the town's globally significant archaeological heritage. Admire the vistas of the beautiful town from the river – a raft will take you along the meander of the Krka.

### EXTEND YOUR TRIP TO THE SAVINJA AND ŠALEK VALLEYS

Visit the home of the Counts of Celje and discover the ancient town of Celeia. Try the beer in Žalec, a town known for its hop production, and visit Laško, which is famous for its spa. Walk along the park alley in Dobrna, a health resort with a 610-year tradition. Descend into the shafts of the Coal Mining Museum of Slovenia next to Lake Velenje. After learning about Šoštanj and its leather industry, visit Terme Topolšica.





**1 Benjamin Savšek**  
canoeist,  
Olympic, World and European  
champion

## UNIQUE IN ALL ASPECTS

*The centre of the world for me is Tacen, a district of Ljubljana, where I train on the rapids of the Sava River. But, I have to visit Golica, a mountain in the Gorenjska region that served as an inspiration for the most famous Slovenian Alpine dance song. It reminds me of my victories, as I hear it most frequently after I return home from my races and the fans hold a reception for me.*

# ALPINE SLOVENIA HIGH AND DEEP



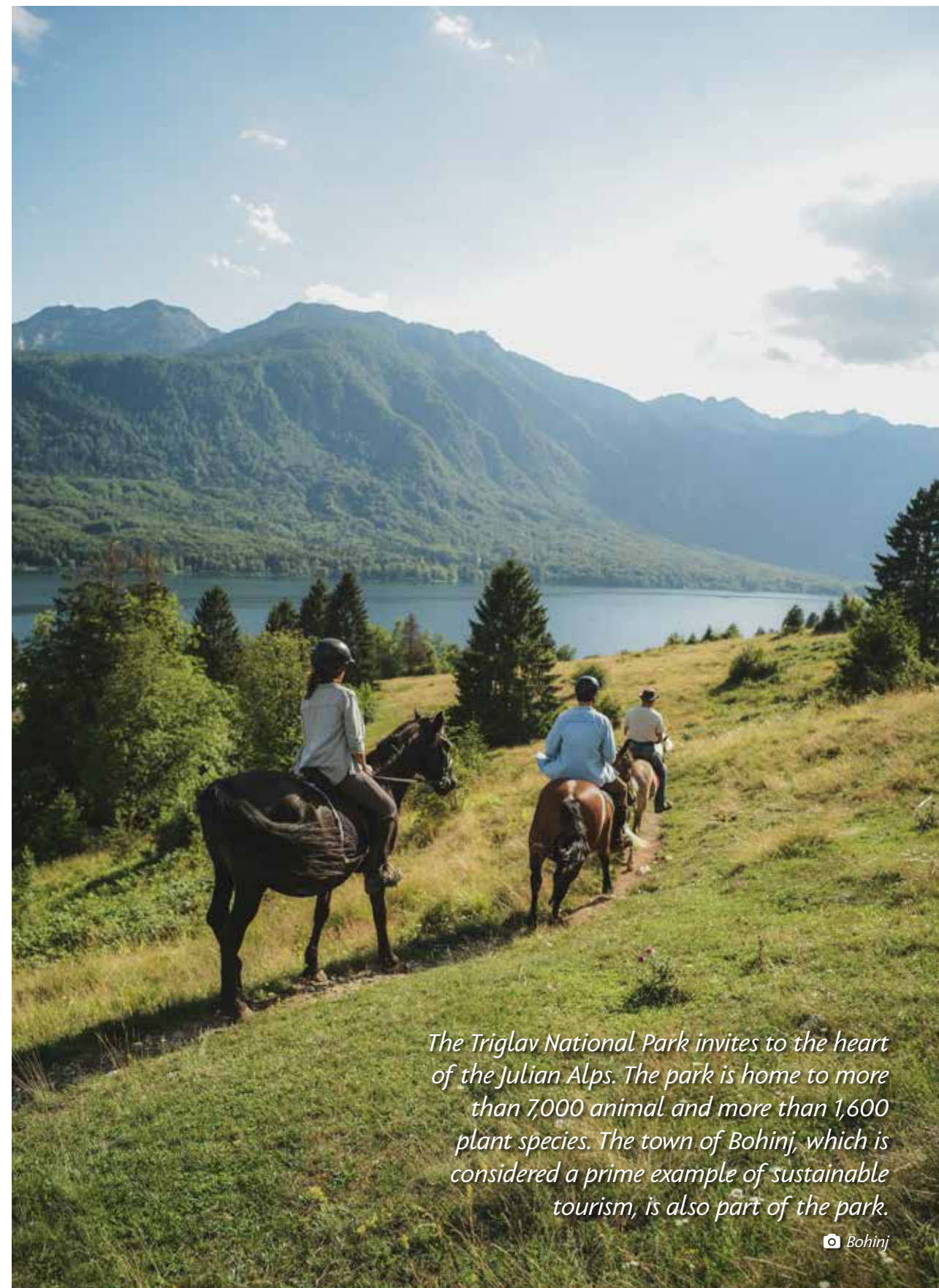
### ON THE TOP OF A MOUNTAIN OR IN RIVER POOLS?

Both can be found here.

The Julian Alps, the Karavanke Alps, the Kamnik-Savinja Alps and the Pohorje Hills are the highest regions in Slovenia. Ascend mountain peaks and scenic plateaus and reach picturesque valleys along well-marked Alpine, hiking and cycling trails. When you're high up, you can look deep down. Sometimes you can see all the way to the Adriatic Sea. Admire deep mysterious lakes, tall waterfalls and torrential Alpine rivers. From the highest Slovenian mountain, Mt Triglav, to the domed Pohorje Hills situated above the town that boasts the oldest grapevine in the world, it's possible to find fantastic sites of natural and cultural heritage, mountain sports centres, ski slopes and venues hosting various events.



Soča River Valley



*The Triglav National Park invites to the heart of the Julian Alps. The park is home to more than 7,000 animal and more than 1,600 plant species. The town of Bohinj, which is considered a prime example of sustainable tourism, is also part of the park.*

Bohinj



To stand under a sheer rock ascended by famed Slovenian Alpine climbers in numerous ways. To explore one of the oldest national parks in Europe. To gaze at the emerald river known all over Europe. To ring the wishing bell on the island in the middle of the iconic Alpine lake. To retreat into nature and take a deep breath. The true exploration of Alpine Slovenia is only just beginning...

 Bled

## FACTS THAT IMPRESS

Alpine Slovenia, known to some only for its mountains, tends to surprise visitors with its many contrasts. It's true: the high peaks attract all the attention, but the unusual aspects of this world can easily surprise you in a valley or deep underground.

**700 m**  
deep  
under Mt Peca

**2,864 m**  
high  
Mt Triglav

**700 metres under the surface** of the Earth, you can paddle or cycle through abandoned mining tunnels in the Karavanke Alps. In the Julian Alps, conquer Mt Triglav, **Slovenia's highest peak**, with the help of a mountain guide.

After venturing into Triglav National Park, discover Lake Bohinj, the largest permanent lake in Slovenia, **which has depths of up to 45 metres**. Visit the majestic Boka Waterfall in the Soča River Valley. It's not the tallest among the eleven waterfalls that reach **higher than 100 metres**, but is the most water-rich waterfall in Slovenia, measuring 18 metres in width.

**100 mio.**  
m<sup>3</sup> of water  
from Lake Bohinj

**106 m**  
tall  
Boka Waterfall

**352**  
mountain peaks  
are higher than 2,000 m

**617 km**  
length  
of Slovenian  
Mountain Trail

In addition to the Alpine two-thousanders, it's possible to climb and hike less challenging mountains and hills in Slovenia. **More than 10,000 kilometres** of marked trails are available. The Slovenian Mountain Trail connects **35 peaks, five towns and 55 mountain huts**. Explore other long-distance trails.

In the middle of the town of Maribor grows **the oldest grapevine in the world**. It invites you to visit the wine-growing regions of Slovenia. Across the country, a castle that has stood **for a thousand years** on a 139-metre-high cliff overlooking Lake Bled also attracts crowds of visitors.

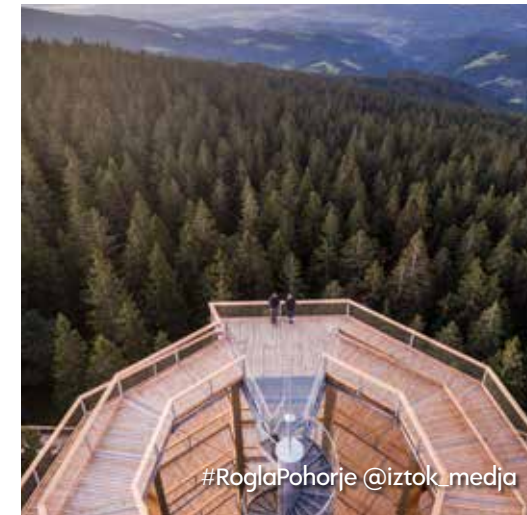
**450**  
year old  
grapevine

**>1,000**  
years of  
Bled Castle



# SIMPLY SPLENDID

***Slovenia at first glance?** See it from easily accessible hills. Images of life in the Alps? Explore Triglav National Park. Water and fish like nowhere else? Visit the Soča River Valley. World renowned venues for winners? Don't miss competitions and races at Pokljuka, Kranjska Gora and the Pohorje Hills. Culture of the past? Visit Cerkno, Radovljica, Kranj, and Maribor.*





# HOLIDAYS FOR ALL INTERESTS

## ALPINE SLOVENIA

Choose Alpine Slovenia if you can't imagine a holiday without outdoor activities. Or because you're tempted to experience life on the water amidst mountains. Admire it because it always surprises you with its natural and cultural heritage. Or because you are attracted to the life of its towns. Combine at least five contrasts. Plan your arrival.

1 **CULTURAL VIBE OF THE ALPS**

Beneath the mountains, it's possible to experience the culture of **Kranj**, taste the sweet delights of **Radovljica** and dive into the partisan mysteries of **Cerkno**. The stories of the best culinary destination of Europe and the third best destination, as selected by European Best Destinations 2023, await in **Maribor**.

2 **ACTIVE BREAK**

When in **Bled** and **Kranjska Gora**, the trails for Alpine climbers, hikers and cyclists and the opportunities for winter sports and adventures challenge and invite you to exercise in nature. Active challenges differ here in every season of the year.

3 **OASIS OF PEACE**

Discover the lush beauty of the first UNESCO biosphere reserve in Slovenia in **Bohinj** and **Triglav National Park**. Visit the **Julian Alps** as a responsible guest who respects flora, fauna and the traditional way of life in the Alps.

4 **LIFE OF THE WATERS**

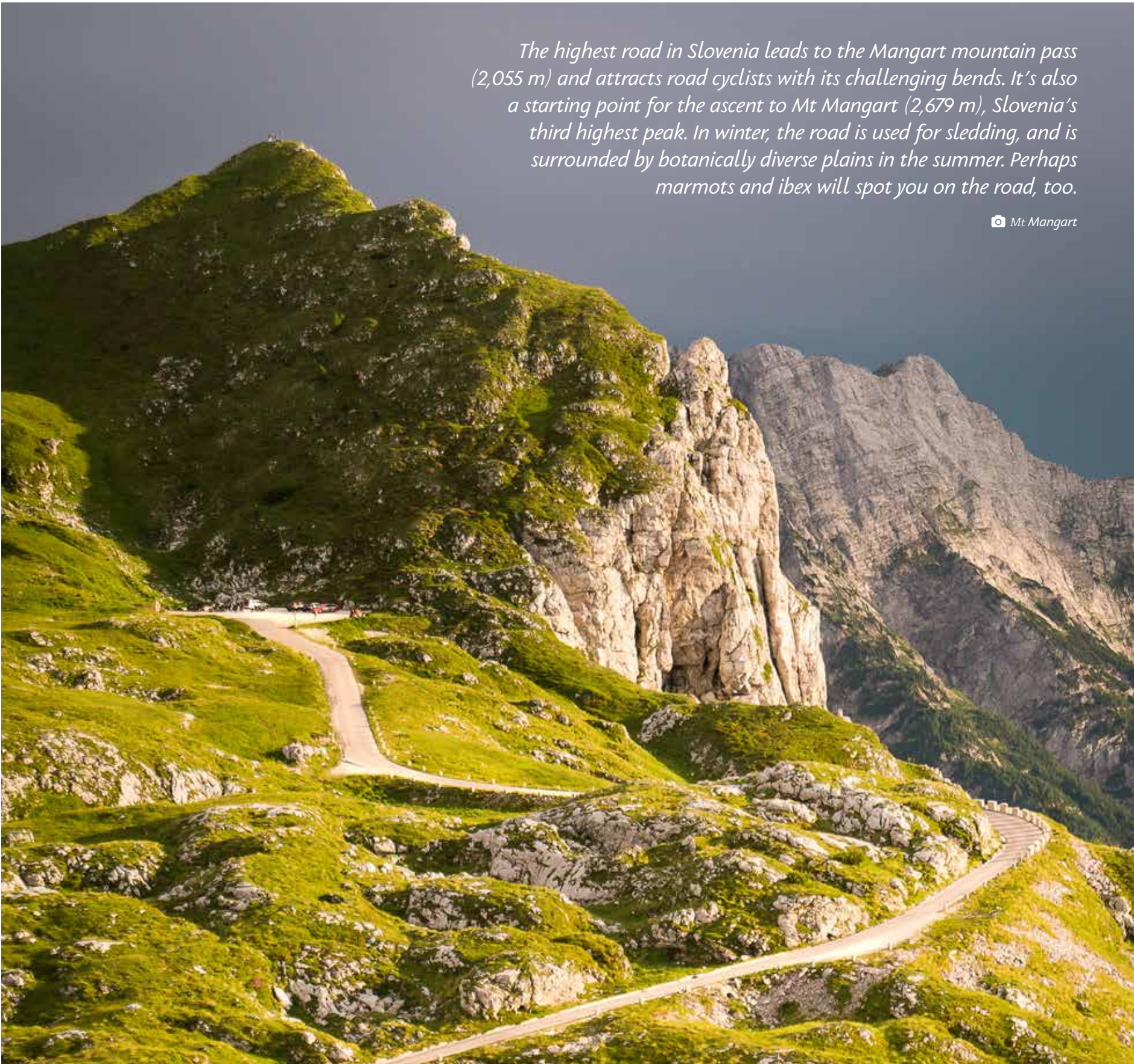
In addition to famous or hidden mountain lakes, you can also visit rivers, streams, waterfalls and pools. Enjoy adrenaline sports on the water, fishing and fly fishing on the **Soča River Valley**.

5 **DISCOVERING CONTRASTS IN THE ALPS**

The passion for exploration will take you to the **Kamnik-Savinja Alps**, the **Logar Valley**, the spa resort of **Zreče and Rogla**, and other parts of the **Pohorje Hills**. Sooner or later, you will also reach the **Karavanke UNESCO Global Geopark** in the Koroška region.

*The highest road in Slovenia leads to the Mangart mountain pass (2,055 m) and attracts road cyclists with its challenging bends. It's also a starting point for the ascent to Mt Mangart (2,679 m), Slovenia's third highest peak. In winter, the road is used for sledding, and is surrounded by botanically diverse plains in the summer. Perhaps marmots and ibex will spot you on the road, too.*

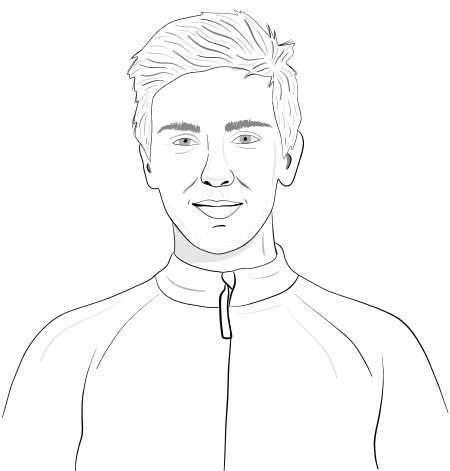
 Mt Mangart





# MEDITERRANEAN & KARST SLOVENIA

## SUNNY AND SUBTERRANEAN



**1 Tadej Pogacar**  
cyclist, multiple  
winner of the Tour de France and  
Olympic medallist



### LAND OF SUPERLATIVES

Millennia of creativity of nature or uniqueness of the moment? BOTH.

For thousands of years, stalactites and stalagmites have been growing in world-renowned karst caves. Salt pans have been defying the wind and sea waves for centuries, and the incredible fortress on an overhanging wall has also fended off conquerors through history. Mysterious underground waters transform meadows into fish sanctuaries. Towns, situated along the 46.6-kilometre coast, stun with their diverse characters. The sea, salt and climate restore health. Istria, the Brkini and Brda Hills and Vipava Valley excite with their olive groves, vineyards and orchards. Experience the unforgettable moments of beauty.



Strunjan

*The beneficial climate of the Adriatic coast reaches all the way to Istria, the Karst, Vipava Valley and the Brda Hills. The influence of the sea can be noticed in nature and the architecture, in the typical produce and everyday lifestyle.*

Slovenian coast





## WORTH OF WONDERING AND ADMIRING

The largest. The oldest. The most surprising. Mediterranean & Karst Slovenia have been exciting visitors with their unusual characteristics for a long time. Don't simply browse through the facts. Experience them! In your own way.

On top of a vertical rock wall 123 metres high, the Predjama Castle can be found. It's a curiosity of medieval defence tactics. The only completely preserved cave castle in Europe connected with a labyrinth of karst caves is considered to be the largest castle of its kind in the world.

📷 Predjama Castle

The Park of Military History in Pivka is the **largest museum complex** in Slovenia where you can climb into a submarine and test a supersonic speed flight simulator.

The Sečovlje Salina Nature Park features the **northern most salt pans** in the Mediterranean, where salt is still harvested manually following a 700-year-old traditional method. Almost 300 different bird species were recorded in the Sečovlje Salina Nature Park.

A **stud farm with the longest tradition** of breeding Lipizzan horses, which was added to the UNESCO Representative List of Intangible Cultural Heritage of Humanity, has been operating in Lipica since 1580. See the performance of the classical riding school.

Lake Cerknica is the **largest intermittent lake** in Europe. When it is full of water, it's the largest lake in Slovenia.

Postojna Cave is the **most visited tourist karst cave** in Europe, as more than 40 million visitors have already seen it. The cave railway has been operating at the cave for 150 years.

The olm or proteus (*Proteus anguinus*) is the **largest cave animal** in the world and the only cave vertebrate in Europe. It lives in several karst caves in Slovenia. See it in the Vivarium of Postojna Cave.

**The largest underground canyon in Europe**, measuring 146 metres, can be found in Škocjan Caves. Visit the first Slovenian site inscribed on the UNESCO World Heritage List.



# PICTURE-PERFECT DESTINATIONS

*Show the **Adriatic Sea**, as it's seen from the towns of Piran, Portorož, Izola and Koper. Let's see how you see it. In the hinterland of the towns, take a photo of your favourite olive tree, grapevine or a fruit tree. Explore the flavours and experiences of the Istria, the Vipava Valley and the Brda Hills. Admire the white horses in Lipica and the unusual forms of stalactites and stalagmites in karst caves. Also find scenes of unspoilt wild nature on the surface of the Karst. Cross the natural bridge and find unfamiliar karst shapes and forms. Enjoy discovering everything that is still evolving before your very eyes.*





# PUT THE WIND IN YOUR SAILS

## MEDITERRANEAN AND KARST SLOVENIA

*The Mediterranean climate, wellness centres, famous Piran salt, drops of oil from Istrian olive trees, a glass of excellent wine, a slice of delicious Karst prosciutto – all of the above will give you renewed energy so you can make new discoveries in the land touching the Adriatic Sea and the Karst.*

1

### URBAN DIVERSITY

Learn about the salt-producing past of **Piran** and **Portorož**, the fishing tradition of **Izola**, the Venetian period of **Koper**, a port that is now a renowned destination for cruise ships, and the unique nature of the cape near **Ankaran**. Discover the diversity of our coastal towns!

2

### KARSTIC SPECIAL

After visiting **Postojna Cave** and the **Škocjan Caves** Regional Park, explore other mysteries of the karst world. Wander about the **Karst Living Museum** with its typical dry-stone walls. Visit **Lipica and its majestic horses** and admire the architecture of the outstanding **Štanjel**.

3

### AQUEOUS NATURAL

Check whether **Lake Cerknica** in the Notranjska Regional Park is full of water and fish or vegetation and birds. Near Pivka, visit the **Seasonal Lakes of Pivka**. Observe birds in the protected wetlands of the **Sečovelje Salina Nature Park** and the **Škocjan Zatok Nature Reserve**.

4

### ACTIVE

Once you have swum, hiked or cycled all of your favourite routes, check out the attractions of this country by riding paragliders and hang-gliders from windy hilltops near **Ajdovščina** and **Nova Gorica**. On the edge of the Karst, visit **Osp**, a popular destination for climbers from all over the world in all seasons of the year.

5

### RELAXED

There are as many as 21 bathing water areas on the coast where the water quality is checked regularly. Take care of your health with primordial sea water and thalasso therapy in the natural spas of **Portorož** and **Strunjan**. Swimming pools of heated seawater are beneficial for all ages.

*Enjoy the typical flavours of this region of sun, salt and the bora wind. Some of the best locations in the world for growing grapes to make red varieties of wine can be found in the Brda Hills and the Vipava Valley. The people of the Brkini Hills are proud of their old fruit varieties.*

 Brda





# ONE-OF-A-KIND ATTRACTIONS

## SLOVENIA UNIQUE EXPERIENCES

*Some people just want a holiday, but you want more. You want experiences worthy of five stars of excellence. You want originality. For several years now, Slovenia has been developing boutique experiences that are based on the observance of sustainability and the experience for an individual rather than a crowd. Choose from the certified Slovenia Unique Experiences or entrust your wishes to experienced guides and tour operators. With their help, every experience of Slovenia can become a very personal pleasure.*



Slovenia is a destination of genuine and boutique experiences designed also for small groups and individuals. Expect good stories, unusual adventures and superb cuisine.

The people of Slovenia, 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 for what is local, and with a passion for sustainability.

Only the experiences that are genuinely local, authentic, experiential, boutique and compliant with sustainability principles are marked with the Slovenia Unique Experiences label. These experiences are evaluated and recommended by the Slovenian Tourist Board.

The selection of the best quality experiences awarded the Slovenia Unique Experiences label is being constantly supplemented. Expect new exciting experiences.





Jernej Vogrin

*Velenje Underground, guide*

## GREETINGS FROM THE COAL MINE

Many people visit Slovenia to see its subterranean world. As a miner, I am proud to be able to show it to them in a different and extremely interesting way.

Before entering the mine, we say 'Good luck!'. And in the deepest dining room in Europe, I wish my guests 'Bon appétit!'

## PERSONALLY IN THE MIDDLE OF THE TOWN

Let's meet at the marketplace and embark on a walking tour of Ljubljana's UNESCO heritage sites with **master architect Plečnik**. Set off on the **Beer and Freedom Trail** in Kamnik and experience the **Rock'n'Roll of Flavours** in Maribor. Experience the **Velenje underground** gastronomic adventure 160 metres underground and uncover the **Mysteries of the sunken villages** at the Velenje Lake. Šoštanj invites you on a **Journey to the Tannery of Europe**. Explore the **7 magnificent castles** in the Posavje region.



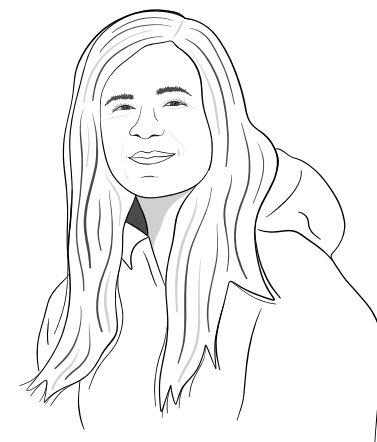
Meet me at the market, Ljubljana Central Market



Sound of holidays, Bled

## INSPIRATION IN THE COUNTRYSIDE

Join a guide for a **Walking tour** and offer salt to the sheep above the **Češka koča** mountain hut. Feel **Velika planina** in the company of shepherds. Experience the holiday season with **It Sounds Like Holidays**. Treat yourself to **Sleep in a hayloft**. Learn everything about meat at the **Meet Meat&Eat** Academy, and hear the **From pumpkin to oil** story.



Maja Žerovnik

*Babave, herbalist and storyteller*

## WITH A TOUCH OF WISDOM

We know how to awaken senses in so many different ways in Slovenia! Here, in the Upper Savinja Valley and next to the largest Slovenian cathedral, Benedictine monks kept a herbal garden a long time ago. We experience the old wisdom in a new way here. We use the water from the hundred-year-old well, the sound of bells and all our senses.





Boštjan Podbevšek  
Fish&Fly, fishing guide

## A TRUE WONDER

“Fly fishing is a very personal way of experiencing nature.

I enjoy spending three days with fishermen who never cease to be amazed by the cleanliness of the Slovenian rivers and our native fish species. The food and helicopter transport between the rivers make the experience simply unforgettable.”



Fish& Fly Trio, the Soča River

## IN CONTACT WITH NATURE

**Meet the bear** in its natural habitat **at Kočevsko**. Listen to the **Tune of the forest** in the Alps. Experience the forest adventure **Dr. Fungi: “Let’s go mushroom picking!”** Accept the fishermen’s **Fish&Fly Trio** challenge. Go on a **Vintage Gourmet Tour** through the olive groves in an old-timer and taste the oil. Head for the coast and spend a **Memorable day in the Fonda Fish Garden** and at a **Mediterranean cooking class** where you can learn everything about the preparation of fish dishes.



In the Footsteps of Luka Čeč, Postojna Cave

## JOURNEY INTO UNKNOWN

**Follow the paths of the first cave explorers**, explore the hidden parts of the Postojna Cave or enter the **Secret rooms of the Jama Hotel** and hear spy stories. In the tunnels under Mount Peca, experience the thrill of an **Adrenaline mountain bike descent** or a **kayak adventure**. **The Untouched by Light Experience** – taste a sparkling wine untouched by light.



Kevin Klun Valenčič  
Postojna Cave, cave guide

## IN THE FOOTSTEPS OF THE FIRST SPELEOLOGISTS

“Wandering off the well-trodden cave paths, abseiling, a boat ride, the magnificent forms of the stalactites and stalagmites and a meeting with the proteus in its natural environment are only a part of this authentic experience. Luka Čeč, who discovered the most beautiful sections of Postojna Cave, is still an inspiration for professional speleologists and guests who visit the Slovenian subterranean world in their search for an authentic adventure.”



# FROM BEGINNER TO WINNER

## OUTDOOR ACTIVITIES

*Slovenia is the first choice of many top athletes. In fact, many even live here. Slovenia is the chief inspiration for many recreational athletes. Here, many encountered for the first time the activity that now draws them irresistibly to the great outdoors. Where movement in nature is concerned, Slovenia is the right choice for everyone in any season of the year. 365 days a year.*

**HIKING AND MOUNTAINEERING**  
along well-marked trails in valleys, hills, highlands and high mountains

Airports and launch sites for  
**SPORT AVIATION, PARAGLIDING  
AND HOT AIR BALLOONING**

**SKIING AND WINTER SPORTS**  
at large mountain resorts and attractive smaller ski slopes

**WATER SPORTS** on rivers, lakes and the sea in one of the most water-rich European countries

**CYCLING** on long-distance trails, in mountain bike parks and interesting road routes

**GOLF** at surprisingly varied venues

**HORSE RIDING** in the homeland of the famous white Lipizzaner horses

**CAVING** with guides in the country where new caves are found every year

**ADRENALINE ADVENTURES**  
on ziplines and in adventure parks



### MAJOR MOUNTAIN RESORTS FOR 365 DAYS OF OUTDOOR ACTIVITIES

|1| Cerklno |2| Golte |3| Kanin |4| Kope |5| Kranjska Gora |6| Krvavec |7| Mariborsko Pohorje  
|8| Rogla |9| Soriška planina |10| Stari vrh |11| Velika planina |12| Vogel



# BETWEEN EARTH AND SKY

Use your own strength to make a true connection with Slovenia. Take a walk in the surrounding area or go on a hike to a panoramic summit. Ascend to the high mountains with the help of a guide and suitable equipment. Cycle on a leisurely family trip or push the pedals to visit interesting sites on the selected long-distance tour. Many natural attractions can be seen from horseback. When looking up to the sky, you wish to reach at least the treetops in an adventure park or go higher – perhaps even fly and see the landscape beneath you from a bird's perspective. If you wish to go deeper, descend into the underground treasure trove of Slovenia with an experienced cave guide.



**Ilka Štuhec**



*Alpine skier,  
multiple world champion in downhill*

## INTO NATURE FOR ENERGY

“Sometimes I have to get some fresh air quickly. Right now. On other occasions, I enjoy going out slowly and with consideration. I train in my head and slowly accelerate the tempo. Moving outdoors fills me with energy to continue on the path I started, and on the other hand, it calms me down to not run wild when this isn't necessary.”



Soča River Valley



Križna Cave

*There are more than 13,000 karst caves in Slovenia. Some are suitable for tourists, while others can only be reached with the help of guides and appropriate caving experience.*



## LEISURELY OR LONG-DISTANCE

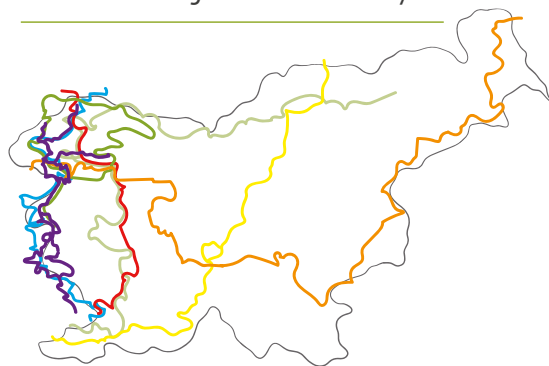
Almost every holiday destination in Slovenia is surrounded by walking or hiking trails suitable for all ages. Dedicated hikers will find more than 10,000 kilometres of marked mountain trails and 5,000 kilometres of themed hiking trails. You can start at specialised hiking accommodation facilities and find refuge along the way in mountain huts, shelters and bivouacs. Slovenia's highest mountain is the 2,864 metres high Mt Triglav. In addition to the other 2,000-metre peaks (as many as 352 in the Slovenian Alps), ferratas and locations for Alpine and sport climbing also attract a lot of experienced climbers. Long-distance trails are an excellent choice for hikers, as they may be tackled in stages.

### Slovenia's love for mountains

*Stay on maintained mountain trails. Stay safe and use suitable mountaineering equipment. Observe the recommendations and instructions for visitors to the mountains prepared by the Alpine Association of Slovenia, which has 60,000 members, is the largest sports organisation in the country and has been active for 130 years.*

### BEST LONG-DISTANCE TRAILS

Choose the stages most suited to you



- Slovenian Mountain Trail (617 km)
- Juliana Trail (330 km)
- Alpe Adria Trail (145 km)
- Via Alpina (220 km)
- E6 European long distance path (260 km)
- E7 European long distance path (600 km)
- Walk of Peace (500 km)



Follow the Knafelc blaze – white dot inside a red ring – on the mountain trails. We have been marking trails with this for more than 100 years. Certain trails are also equipped with signposts.

## FOR ALL TYPES OF CYCLING

Routes for pleasant family trips with classic or electric bikes criss-cross all over Slovenia. Mountain resorts feature tours for beginners and experienced cyclists. Road cyclists can choose from trails with various altitudes, while tour and gravity cyclists and adrenaline lovers are drawn to forest trails and bike parks. Cycling travellers prefer long-distance cycling trails that connect several regions.



View of the Vipava Valley from Mt Nanos

### MOUNTAIN BIKERS RECOMMEND

Long-distance mountain cycling trails

The circular **Slovenian mountain bike route** (1,800 km, 41 stages) links all the major mountain groups in Slovenia. **Trans Slovenia 1** (384 km, 7 stages) and **Trans Karavanke** (132 km, 5 stages) also connect various summits. **The Pohorje Cycling Transversal** (75 km) in eastern Slovenia is attractive, as is the circular bike route, **Juliana Bike** (290 km, 10 stages) in the mountainous western part of the country. Find additional trails and interesting bike parks.

### Especially for sustainable bikers

*Choose Bike Slovenia Green, the first cycling tour in the world exclusively connecting destinations with sustainability certificates. More than 50 specialised cycling accommodation facilities serve as links between fantastic cycling challenges.*

### ATTRACTIVE ROADS AND SLOPES

Long-distance road cycling trails

Road cyclists can find routes throughout Slovenia. There is **Parenzana** (130 km) on the coast and **Via Bela krajina** (115 km) in the south next to the Kolpa River. The trail around the **Kamnik-Savinja Alps** (130 km) will take you under the northern peaks, while the trails in the east follow rivers: the **Drava Cycling Route** (145 km) is part of an international cycling route crossing four countries, and the **Mura Cycling Route** runs 56 km along the right embankment and 78 km on the left embankment of the Mura. Venture on more challenging road ascents, too.

### Winners are from Slovenia

*Primož Roglič, Olympic time trial champion, and Tadej Pogačar, Olympic bronze medallist and two-time winner of the Tour de France, can easily explain how Slovenia's diverse landscapes affected their cycling achievements. The Tour of Slovenia and stages of the Giro d'Italia draw crowds of fans onto Slovenian roads.*



Goričko, Prekmurje



# 365 DAYS OF OUTDOOR EXPERIENCES

*It's great to be active outdoors in nature all year round in Slovenia. In spring, climb the lower peaks in the highlands, venture to launch sites for some acrobatics in the air or climb sunlit natural climbing sites near the coast. In summer, it's lively on the water and refreshing in the green forests and high mountain peaks. In autumn, there's no limits for sports suited for all seasons, while snow in winter enables special sporting treats.*

## MOUNTAIN RESORTS WITH SKI SLOPES

Recreational centres situated below the high mountains are an attraction throughout the year. They provide well-maintained ski runs for Alpine skiers and snowboarders, snow parks, cross-country skiing trails and ski touring with a guide. Ski schools and courses for other winter sports are organised. As everything is so close in Slovenia, purchasing a single ski ticket, the Ski Pass Slovenia, is an excellent choice that enables visits to different ski resorts. In wintertime, popular mountain resorts also offer other fun experiences, i.e. snowshoeing, sledging, adrenaline adventures on the snow and more.

Small ski centres, which are a great choice for skiing beginners, operate in the vicinity of many holiday destinations.

📷 Mt Krnavec

📷 Lake Bohinj

## DIVERSITY OF WATER SPORTS

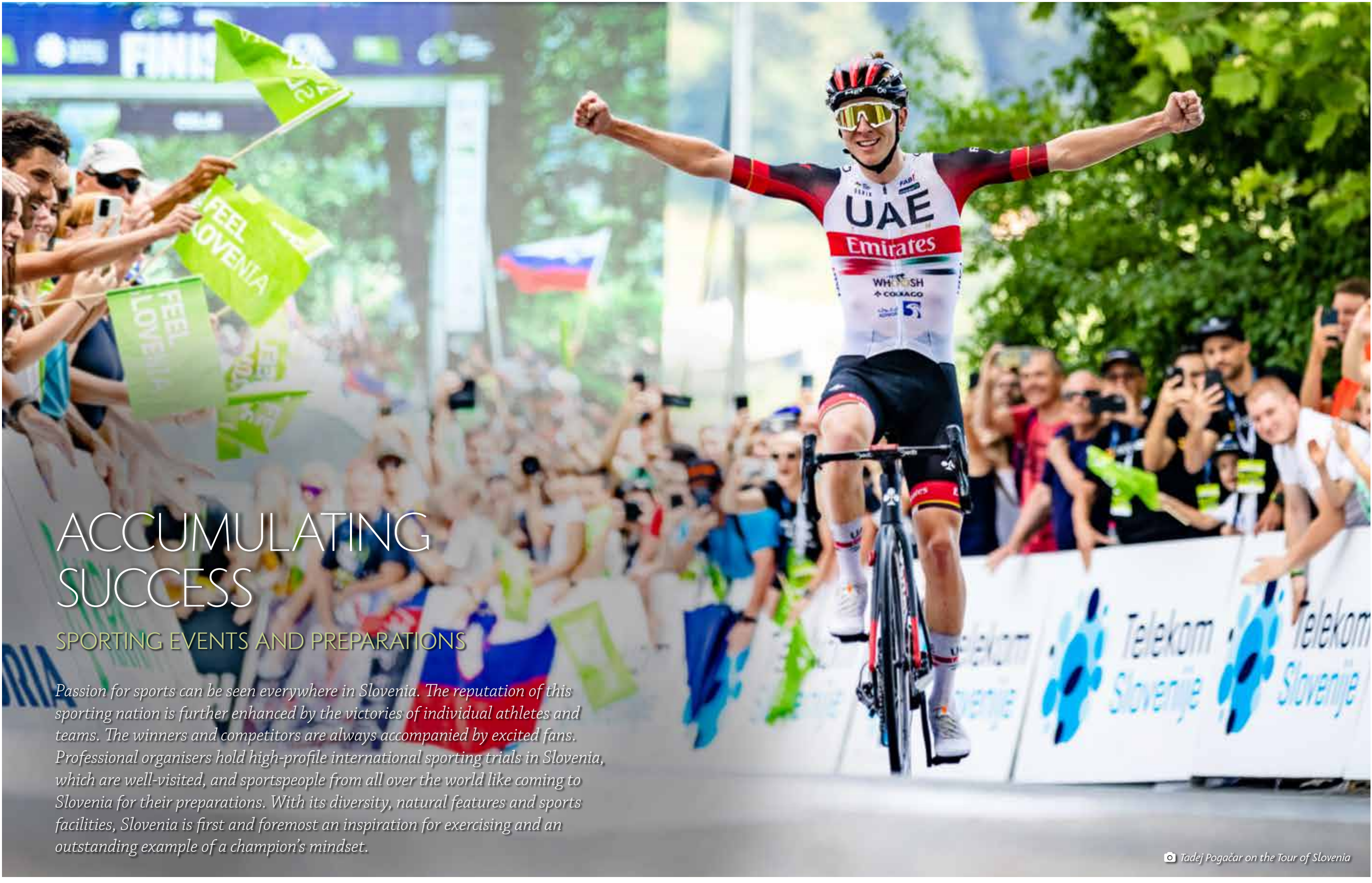
Outdoor sporting enthusiasts are well acquainted with the fact that Slovenia is a country with an abundance of water. Next to bathing sites on rivers, lakes and the sea, adrenaline water experiences on the rivers of Alpine Slovenia are particularly appealing. The Soča Valley is known for kayaking, canoeing, rafting, hydrospeeding and thrilling canyoning. Adrenaline adventures can also be found on the Sava Bohinjka, the Sava Dolinka and the Savinja. Calmer rivers are more suited for boating and SUPing. Water sports centres on lakes offer a range of activities, and it's possible to learn to dive, sail, kitesurf or windsurf on the Adriatic Sea.

## THE GAME WITH THE LOVELIEST VIEWS

Golf has been played in Slovenia for almost 90 years. There are seven courses with 18 holes, nine courses with 9 holes and several driving ranges. You'll be delighted by their locations in various landscapes. The relatively short distances between the cooperating courses in the Alpe-Adria region are a particular advantage. The best Slovenian courses have already hosted European championships and other prominent tournaments.

📷 Otočec Castle Golf Course





# ACCUMULATING SUCCESS

## SPORTING EVENTS AND PREPARATIONS

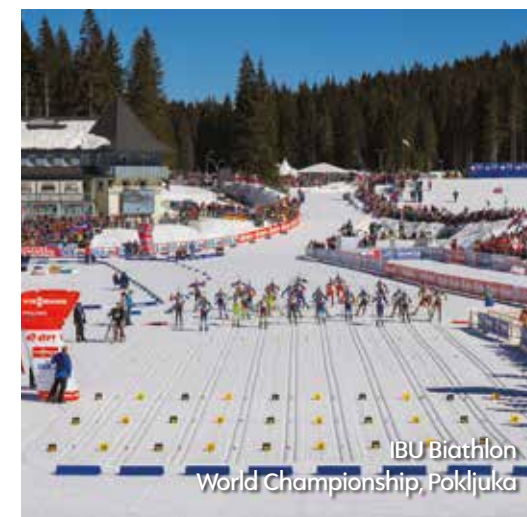
*Passion for sports can be seen everywhere in Slovenia. The reputation of this sporting nation is further enhanced by the victories of individual athletes and teams. The winners and competitors are always accompanied by excited fans. Professional organisers hold high-profile international sporting trials in Slovenia, which are well-visited, and sportspeople from all over the world like coming to Slovenia for their preparations. With its diversity, natural features and sports facilities, Slovenia is first and foremost an inspiration for exercising and an outstanding example of a champion's mindset.*

 Tadej Pogačar on the Tour of Slovenia



# HEARTFUL CHEERING

***Whoever isn't jumping isn't Slovenian!** This chant can be heard at world cup championships in Alpine skiing, ski jumping, biathlon and snowboarding in winter. Slovenia has already hosted important international matches in basketball, volleyball, kayaking and canoeing, gymnastics, karate, speedway and other sports. Some of the most attractive international events include ski jumping in the legendary Planica, the Tour of Slovenia and the Slovenian stage of the Giro d'Italia.*





# RISING FOR THE STARS

*Slovenia always ranks at the top of the world in terms of the number of Olympic medals won per inhabitant. So far, Slovenian athletes in individual sports have won 12 gold, 17 silver and 23 bronze Olympic medals, and members of national teams are also proud of their classifications and medals. The Slovenian basketball players with the famous Luka Dončić were European champions and the volleyball team came second best in Europe three times in six years. Top athletes frequently mention that their careers started at home – in nature where they were encouraged to exercise in sports centres and clubs with excellent programmes for young people.*



## TO THE LAND OF TOP ATHLETES FOR SPORTS PREPARATIONS

Situated in the centre of Europe at the crossroads of four different geographical worlds and having a pleasant climate, Slovenia is a great choice for sports preparations all year round. Summer and winter sports centres provide suitable working conditions for individuals and teams, which are supplemented by stadiums, racing tracks, equipment and facilities for individual sports. Athletes are guaranteed privacy in one of the safest and most sustainability-oriented countries in the world, although the centres for preparations are frequently found in popular tourist destinations. At natural health resorts, the athletes can use the services of sports medicine specialists and certain facilities provide special programmes for sportspeople. This is also one of the reasons why athletes from all over the world prefer to prepare for their victories in Slovenia.

### HOLIDAY OF SPORTS CULTURE

To mark the first Slovenian Olympic medal, 23<sup>rd</sup> September was declared Slovenian Sports Day. This national holiday, which Slovenia was among the first countries in the world to introduce, promotes physical activity of all citizens.

### PROUD OF OUR VENUES

*Fitness is something you obtain through carefully planned training in selected sports facilities, which are plentiful in Slovenia. Individuals and teams can certainly find the most suitable venue for themselves. When you realise that actual life fitness is obtained through outdoor exercise, then Slovenia is an excellent choice. Opportunities for outdoor preparations are available all year round.*



**Žan Košir**   
snowboarder,  
winner of three Olympic  
medals and of the Crystal  
Globe





# A BREAK FOR BODY AND SOUL

## HEALTH AND WELL-BEING

*Whoever seeks health is also prepared to follow ascetic rules of life. Whoever seeks wellbeing can also find it in hedonistic pampering. Slovenian natural health resorts have been attracting monarchs and other prominent individuals from all over Europe for centuries. They are an exquisite combination of a journey to health and relaxing pleasures, thrilling experiences and friendly holidays. Rely on the effects of verified medical remedies that are combined with modern medical knowledge and an abundant wellness services offer. In addition to the natural health resorts scattered across Slovenia, there are also thermal spa and wellness centres and other ways of obtaining health, beauty and relaxation.*



### SLOVENIAN NATURAL HEALTH RESORTS

- | 1 | Terme 3000 – Moravske Toplice
- | 2 | Zdravilišče Radenci | 3 | Terme Ptuj
- | 4 | Terme Olimia | 5 | Terme Zreče
- | 6 | Terme Dobrna | 7 | Thermana Laško
- | 8 | Terme Čatež | 9 | Terme Dolenjske Toplice
- | 10 | Terme Šmarješke Toplice
- | 11 | Terme Portorož | 12 | Talaso Strunjan

### THERMAL SPA CENTRES

- | 13 | Terme Lendava | 14 | Terme Vivat
- | 15 | Terme Banovci | 16 | Bioterme Mala Nedelja
- | 17 | Rogaška Slatina | 18 | Rimske Terme
- | 19 | Terme Paradiso Dobova | 20 | Terme Topolšica
- | 21 | Terme Snovik | 22 | Terme Cerkno



# 5 GREAT REASONS FOR VISITING SLOVENIAN NATURAL HEALTH RESORTS

*Health and wellbeing, holidays suited to the guest, excellent cuisine and the beauty of the natural environment are the top five reasons to visit Slovenia. In health resorts, these are intertwined with effective natural and healing factors that have proven benefits. Experience the power of thermal and mineral waters, peat and mineral peloids, microclimate with beneficial aerosols, thalassotherapy with seawater, brine and medicinal salt-pan mud.*



Terme 3000, Moravske Toplice

1

## MEDICINE. BALNEOLOGY. HEALTH.

With the help of experts

The latest medical findings go hand in hand with traditional balneology practices in health resorts. Diagnostic centres and medical experts ensure individual treatment of medical conditions, and medical wellness is used for preventive maintenance regarding health and wellbeing.

*Deep down under the surface where I come from, the temperature is as high as 73 degrees Celsius. When I burst to the surface with my thermal power, minerals and other beneficial properties, I help people feel better.*

*Thermal and mineral water from one of the 87 springs in Slovenia*



Rogaška Slatina

2

## PLAYFULNESS. FUN. HOLIDAY.

For families, couples, individuals

Thermal water parks with numerous water attractions are the perfect choice for everyone. On the one hand, there's the screams of joy and excitement of children as they have fun on all kinds of water slides, and on the other hand, you are soothed by swimming in large pools and enjoying whirlpool and private baths. Slovenian health resorts offer almost 50,000 square metres of indoor and outdoor water areas.

*My home is the coast of the Adriatic Sea. Here, I am joined by the sea waves, wind and the sun of the Mediterranean, the salt-pan mud and people who know how good it is to take care of one's health.*

*Aqua Madre, water from the salt pans, is also linked to a more than 42,000-year-old primordial sea*



Thermiana Laško



3

**PERSONAL. RELAXED. CALM.**

Very individual

The wellness centres of Slovenian health resorts are famous for their selfness programmes and traditional and innovative therapeutic and beauty programmes designed to aid wellbeing. Personal approaches, programmes and therapies adjusted to the needs and wishes of each individual (baths, massages, saunas, treatments, rituals) help to prevent the consequences of ageing and a stressful lifestyle. Relax. Feel like yourself again. In addition to water activities, it's possible to wander about the surrounding area and be active in nature. Many times your breath can be your inspiration. Climate is beneficial.

*You don't see me, but you certainly feel me. Full lungs of mountain or sea air restore your energy. With clean air, perfect temperature for every season and beneficial aerosols, I constantly invite you to indulge in nature and new discoveries.*

*Climate with proven healing properties in mountain and seaside health resorts*



4

**DIETARY? GASTRONOMIC!**

Excellent local cuisine

Selected food, or sometimes a controlled diet or fasting, contribute greatly to health, beauty and wellbeing. Rely on the knowledge of dieticians and nutritionists in health resorts, thermal spas and wellness centres. The right diet for you or a healthy way of eating will become a true gastronomic experience. Expect fresh local ingredients and tasting of local delicacies. Slovenian health resorts are proud of their superb cuisine and cooperation with the local environment.

*The health resorts enable their guests to choose suitable food for their diagnoses and as an aid in treating different medical conditions. Many resorts organise weight-loss programmes. Vegetarian and vegan food are also on offer.*



5

**ALONE OR IN GOOD COMPANY**

In nature and on a grand dance floor

When choosing a health resort, you select a natural environment that also provides peace in the middle of nature so you can concentrate on your wellbeing. Resort offers also include guided or independent hikes in the surrounding area and guided exercises at outdoor venues. Outdoor yoga, forest baths, meditations and other approaches help establish a balance. Extend relaxing days into unforgettable evenings of concerts, entertainment and dance at cosmopolitan venues where the representatives of European high society gathered centuries ago.





# WORLD TREASURES OF BEEKEEPING LIFE

*Beekeeping is such an important and traditionally unique part of everyday life in Slovenia that it was added to the UNESCO Representative List of Intangible Cultural Heritage of Humanity. Try a dessert made of honey, raise a glass of mead, enjoy the benefits of apitherapy in an apiary and take a jar of excellent Slovenian honey home with you.*



📷 Beekeeper, Dolenjska

Slovenia was the first country in the world to introduce the **certification of apitourism providers**.

**Api experiences** include, in addition to learning about the bees and beekeepers' work, inhaling the air from beehives, tasting and preparation of various honey dishes and beverages, massages and other pampering using bee products.

**20 May** was declared **World Bee Day** by the United Nations at Slovenia's initiative. On that day in 1734, Slovenian **Anton Janša** was born. He is considered the pioneer of modern beekeeping.

At least every two hundredth Slovenian is a beekeeper.

More than **11,000 beekeepers** in Slovenia take care of 210,000 bee families.

Beekeeping knowledge is carried over from generation to generation. Children in kindergartens and schools eat honey for a **traditional Slovenian breakfast**.

Slovenia does not produce large quantities of honey, but **honey of high quality**. At the level of the European Union, Slovenian honey has a **protected geographical indication**. The Kočevje forest honey and Karst honey are also protected.

Bee families in Slovenia live in original Slovenian **AŽ beehives**. Part of the authentic Slovenian tradition is also the humorous decoration of **beehive panels**.



Slovenian beekeepers keep the **Carniolan honeybee** exclusively. This is an indigenous Slovenian bee that is protected at the EU level.

An individual bee collects one-twelfth of a teaspoon of honey in its lifetime. **Half a litre of honey is the life work of 800 bees**.

The beekeeping heritage is preserved in various collections and museums all over Slovenia, as well as thematic trails. The most extensive collection of beehive panels and an insight into the history of beekeeping can be found at the **Museum of Apiculture in Radovljica**.

From the historical point of view, honey was the **first sweetener in the world**, and it was the only sweetener in the territory of present-day Slovenia until the 18th century. It serves as the key ingredient in many a culinary speciality and the renowned honey cake – **honey dough heart**.





# MILLENNIA OF PAST AND MOMENTS OF PRESENT

## CULTURE AND HISTORICAL CITIES

*Combine a city break in Ljubljana, Maribor, Celje, Kranj or one of the charming smaller historical towns of Slovenia with learning about various aspects of different past periods, visiting museums and galleries, castles and churches, summer festivals and performances at music, opera, film, theatre and other venues. Set out on a cultural excursion, choose creative experiences and workshops. Become an expert in Slovenian culture as you travel between towns.*

### HISTORICAL TOWNS AND CITIES

| 1 | Brežice | 2 | Celje | 3 | Črnomelj | 4 | Idrija | 5 | Jesenice | 6 | Kamnik | 7 | Ljubljana | 8 | Koper | 9 | Kostanjevica na Krki | 10 | Kranj | 11 | Maribor | 12 | Metlika | 13 | Novo mesto | 14 | Piran | 15 | Ptuj | 16 | Radovljica | 17 | Ravne na Koroškem | 18 | Slovenj Gradec | 19 | Slovenske Konjice | 20 | Šentjur | 21 | Škofja Loka | 22 | Tržič | 23 | Žužemberk

## 7 CULTURAL ICONS OF SLOVENIA

### LJUBLJANA AND LJUBLJANA CASTLE

Visit the medieval castle above the city. Take a walk in the town centre and admire its Baroque and Secessionist architecture. Feast your eyes on the UNESCO-protected heritage of the famed architect Plečnik.

### PTUJ, ITS CASTLE AND KURENTI

Discover the significance of the famous Kurenti (UNESCO heritage) and see the exhibitions at Ptuj Castle. In the oldest Slovenia town, enter the cellar that stores the oldest Slovenian wine.

### PIRAN, ITS WALL AND SALT PANS

The town of the violinist Tartini grew together with the salt pans, known as early as 804, and an extending wall. A promenade leads from the centre of the prettiest Slovenian coastal town to the seaside resort of Portorož.

### CELJE AND CELJE CASTLE

After visiting the Old Castle and the town of the Counts of Celje, the most powerful medieval family in the then Slovenian territory, enter the ancient town of Celeia at the archaeological site in the middle of the town.

### LAKE BLEĐ, ITS ISLAND AND CASTLE

Step in the traditional boat called a pletna to be taken to the world-renowned island in the middle of the lake. Ring the church bell for good luck. Ascend to the oldest castle situated on a cliff above the lake.

### PREDJAMA CASTLE AND POSTOJNA CAVE

In the vicinity of the most frequently visited Karst cave in Europe, the largest cave castle in the world can be found. The castle, built on an overhanging wall, excites with its tales of knights and leads visitors to the subterranean world where the proteus lives.

### LIPICA AND THE OLDEST STUD FARM IN EUROPE

This has been the home of the white Lipizzaner horses since 1580. See the horses in the yards and watch them perform. Next to the Lipizzaner Museum, see the works of the Slovenian avant-garde artist Avgust Černigoj in a gallery dedicated to his work.





📷 *Lent, Maribor*



📷 *Sečovelje Salina Nature Park, Portorož*

## CULTURE AND NATURE COMBINED

### GREEN CHARACTER OF SLOVENIAN TOWNS

Slovenian towns live in harmony with nature. Medieval Piran has always been the town of salt pans and salt workers. Kamnik, the town of interesting industrial heritage, is proud of Alpine dairy farming in Velika planina. Radovljica, the town of sweetness, is the cradle of Slovenian beekeeping. Urban and countryside go hand in hand along the Mura River and its mills and in the hop growing towns. Attractive towns can also be found in the area of the Triglav National Park. Many towns are linked to wine tradition and the world's oldest grapevine grows in the very centre of Maribor. Find thematic and cultural trails.

## EVERYDAY HIKES AND GREAT ADVENTURES

### IN YOUR OWN WAY OR WITH A GUIDE

Historical centres are protected in as many as 100 Slovenian towns and squares. Explore historical towns and their stories, interesting local traditions and cuisine, experiences and workshops. Set out on an independent tour from one interesting attraction to another by means of a map or a mobile application in almost every Slovenian town. Guided tours, which usually also include tasting of typical dishes, provide an even better experience of a town. Connect more towns with your own tour of Slovenian culture.



📷 *Kranj*



📷 *Trnič cheese, Velika planina*



# ENJOY THE LIVELY ATMOSPHERE

## EVENTS FOR EVERY DAY OF THE YEAR

The international reputation of Slovenian creativity is enhanced by the philharmonic, two opera and ballet houses, and several theatres. In addition to diverse festivals, among which the Ljubljana Festival and Maribor's Lent Festival are particularly attractive, art biennials and other events attract visitors to Slovenia. The cultural scene will be particularly vibrant in 2025 when Nova Gorica become the European Capital of Culture. It's lively in Slovenia every day of the year. Street events are organised in the summer and advent and holiday fairs and outdoor New Year celebrations in the winter. Spring brings traditional Shrovetide events and the Kurentovanje celebration in Ptuj, including 8 February, Slovenian Culture Day, which is a national holiday. Autumn is known for the events organised to celebrate St Martin's Day, when must turns into wine.



# EXPLORE GREAT STORIES

## VISIT MUSEUMS, GALLERIES, CHURCHES AND CASTLES

The National Museum of Slovenia is the oldest museum institution in Slovenia. In larger towns, local heritage is preserved in regional, town and numerous thematic museums, memorial houses and open-air museums. The Franja Partisan Hospital and Kobarid Museum are candidates to be listed among the UNESCO world heritage sites.

Artistic achievements are showcased in galleries, and the National Gallery is one of the most frequently visited institutions. Slovenia is also a country of many castles, churches and monasteries. Individual or guided tours are available in many of them. Certain towns have interesting architectural heritage, areas, monuments and sculptures, which are created during art events, such as forma vivas.



# UNESCO HERITAGE SITES AND TREASURES

## PLACES OF EXCEPTIONAL HERITAGE

Slovenia's greatest treasures are protected by UNESCO. Its list of natural and cultural heritage features five sites in Slovenia. The Representative List of the Intangible Cultural Heritage of Humanity includes seven special features from Slovenia. Exceptional regions of the green country are also included in the global networks of biosphere reserves, geoparks and internationally important wetlands.

### LACE-MAKING IN THE SLOVENIAN WAY

Part of the UNESCO intangible world cultural heritage of humanity is the **manual production of lace** with the help of wooden spindles known as bobbins. Lace patterns differ from place to place. This traditional craftsmanship can be seen in Idrija, where the lace school has been operating for more than 140 years.

### TOWN OF MERCURY

Idrija is also the centre of a UNESCO global geopark and showcases the UNESCO heritage of the **second largest mercury mine in the world**. Visit Anthony's Main Road dating from 1500, the mercury smelting plant with a presentation of ore smelting and Gewerkenegg Castle with its museum collections.

### STONE WALLS OF THE KARST AND ISTRIA

The **skill of dry-stone walling**, i.e. building with stones that are available at a location and which are wedged together to make solid walls without the use of a binding material, is also protected by UNESCO. Walls and small buildings constructed in such a way give the cultural landscape of the Karst and Istria their characteristic appearance.

### LIPIZZAN HORSE BREEDING TRADITIONS

Visit Lipica where the oldest stud farm for Lipizzan horses in the world has been operating since 1580. The breeding of famous white horses spread from Lipica into seven countries that now maintain this exceptional heritage together with Slovenia.

### KARST CAVE WITH AN UNDERGROUND CANYON

After descending 500 steps into **Škocjan Caves** near Divača, you'll be surprised by the underground world and a 146-metre-high underground canyon. In this UNESCO-protected cave rich with stalactites and stalagmites, you can also learn about the Karst surface. Venture on the educational and cycling trails of the regional park.

### MEDIEVAL TOWN PLAY

The first and largest Slovenian dramatic performance, the **Škofja Loka Passion Play**, is still alive in Škofja Loka and is part of the UNESCO intangible heritage. If you miss the performance, which has as many as 900 actors, then learn about this more than 300 years old masterpiece at the exhibition, while viewing the town and castle.

### BEEKEEPING – A WAY OF LIFE

Explore the tradition of keeping native Carniolan honeybees in original AŽ beehives embellished with painted panels throughout Slovenia. World Bee Day, 20 May, is also linked to Slovenian beekeeping expertise.

### ORIGINAL ARCHITECTURE

The **selected works of Jože Plečnik**, the architect who left his distinctive mark on Ljubljana with his urban design and many buildings, are also protected by UNESCO. Cross the Three Bridges and discover the town's water axis, admire the library, the archaeological park, the Žale cemetery complex – the City of the Dead, and other of the master's creations.

### SHROVETIDE CUSTOMS WITH KURENTI

Ptuj, the oldest Slovenian town, is at its most colourful at the time of the Shrovetide celebrations when Kurenti, traditional Shrovetide characters dressed in sheepskin and equipped with cow bells, take to the streets. The **door-to-door rounds of Kurenti** is a unique tradition protected by UNESCO. The mystical significance of Kurenti can be discovered throughout the year.

### DWELLINGS OF THE ANCIENT PILE-DWELLERS

In prehistoric times, people living on the swampy ground of the Ljubljana Marshes built their **dwelling on piles**. In the area of the UNESCO pile-dwelling heritage, the oldest wooden wheel with an axle in the world was found. It is kept in the City Museum of Ljubljana. The life of the river and pile dwellers is showcased in an exhibition in Vrhnika.

### VIRGIN FORESTS AND BEARS

Primeval beech forests in the reserves of **Snežnik-Ždrolce** and **Krokar** under UNESCO protection are not intended for mass tourism. Life in a virgin forest may also be experienced and admired in the Kočevsko region, the wooded area which is the home of the brown bear as well.



UNESCO Representative List of the Intangible Cultural Heritage of Humanity

UNESCO List of World Natural Heritage

UNESCO List of World Cultural Heritage

UNESCO Biosphere Reserve  
UNESCO Global Geopark



# THE SHINING STARS OF SLOVENIAN GASTRONOMY

## THE TASTES OF SLOVENIA

*You can be a guest in a restaurant of a top chef in Slovenia one day, and the next, you can collect fruits of the forest with the locals for a typical seasonal dish prepared in no time in a country kitchen. Today, you can indulge in the fresh flavours from a marketplace, and tomorrow, have a reservation in a typical Slovenian restaurant where you'll enjoy a traditional Slovenian lunch. Treat yourself to an Istrian-style breakfast near the sea, savour your lunch in the pleasant shade of the Alps, bite into your snack in the capital, and dine among the vast fields of Thermal Pannonian Slovenia. Or vice versa.*

Ana Roš, Hiša Franko

  **2024**

## COOPERATION WITH PRODUCERS

*“We don't have caviar or classical chocolate. Our dishes are – with the exception of certain spices – 100 per cent local. We cooperate with almost one hundred farmers. Almost all our vegetables come from Mt Kolovrat above the Soča River, where they are grown in accordance with biodynamic principles. We use a lot of old, almost forgotten foodstuffs. One of my favourites is fermented albumen cottage cheese, a typical local foodstuff, provided by the cheese makers from the Posočje region.”*

## THE TASTES OF SLOVENIA

 Ana Roš, Hiša Franko, a restaurant with three Michelin stars, Kobarid



# TRADITION

## THAT INSPIRES NEW CREATIONS

*We are proud of the diversity of Slovenian cuisine. As we have always prepared food in harmony with nature, our typical dishes are as varied as Slovenian landscapes. Even all-Slovenian dishes have their local variants. Potica, the most typical Slovenian dessert, is prepared with different fillings, which change according to the season and region, and it can also acquire new forms with the observance of old recipes. The same goes for other dishes and locally specific ingredients in particular.*

 Slovenian tarragon potica

## FAMOUS INGREDIENTS OF SLOVENIAN CUISINE

Taste the best from Slovenian beehives, salt-pans, oil mills and cellars and indulge in the ingredients grown in nature and carefully cultivated fields.

honey and bee products



Piran salt and fleur de sel



pumpkin seed and olive oil



forest fruits and berries



meadow and forest herbs



wines of three wine-growing regions

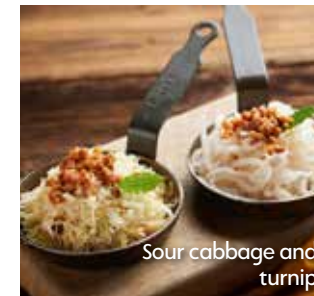


## ABUNDANCE OF TYPICAL SLOVENIAN DISHES

In addition to the most recognised Slovenian dishes, many of which are protected with the European protected designations of origin, protected geographical indications and traditional speciality guarantees, numerous typically local dishes and beverages are worth discovering in Slovenia.



Kranjska sausage  
(Kranjska klobasa)



Sour cabbage and  
turnip



Prekmurje gibanica



Piran sea bass



Slovenian potica  
(Slovenska potica)



Karst charcuterie



Idrija žlikrofi



Štruklji dumplings



Bled cream cake

24  
gastronomic  
regions

>400  
typical  
dishes and  
beverages



# FROM FARM TO TABLE

## HOW DO YOU KNOW THAT YOUR PLATE IS NOT BURDENING THE ENVIRONMENT?

Slovenian tourism focuses on sustainable development. Destinations and providers are proud of the national certification system label, Slovenia Green. Since 2021, responsible hospitality providers have been boasting the Slovenia Green Cuisine label.

Locations marked with the Slovenia Green Cuisine label offer authentic and seasonal dishes with a distinctly local character created in cooperation with the nearest providers of organically grown ingredients. Bon appétit and cheers to the future!



*Restaurants, inns, guesthouses, tourist farms and other hospitality providers with the Slovenia Green Cuisine label observe the commitment to Slovenia's sustainable gastronomy.*



With the ingredients from the surrounding area and sometimes even from their own garden, they meet the commitment »from the field to the plate«. Ingredients are fresh and locally produced. **Short supply chains** are established.



Many ingredients are **produced organically**. The offer in the marketplace promotes the use of seasonal ingredients and enables purchases without unnecessary packaging. Sustainable providers pay special attention to waste management and its reduction. Some follow the principles of the **zero waste movement**.



Under the slogan **»Less plastics, more sustainability«**, Slovenian tourism renounces plastic bottles, cups and single-use packaging.



By using typical local and **protected foodstuffs at the national and European level** – for example, honey – we contribute to the preservation of tradition. The same applies to the selection of produce and products of **local brands**.



Sustainable cuisine is supplemented by the **sustainably produced wines**, excellent homemade juices and other beverages, and Slovenian drinking **mineral waters**.

*»The culinary philosophy 'from garden to the plate' is in Slovenian blood, which is why Slovenia is the perfect destination for everyone passionate about food and wine.«*

*National Geographic*



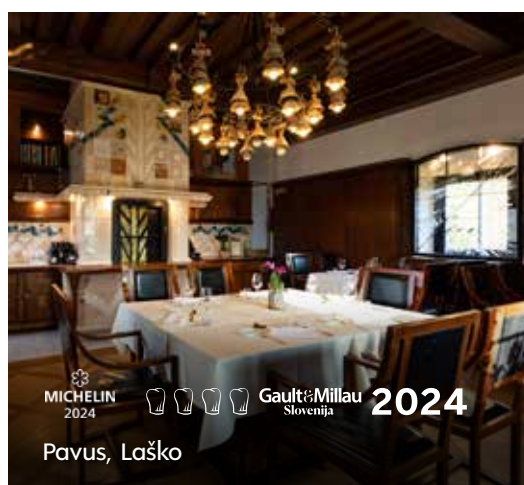
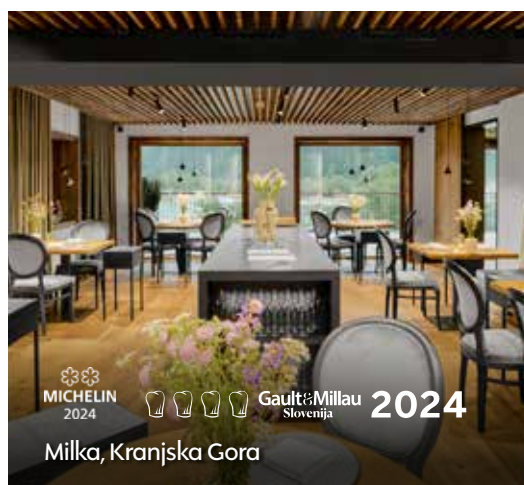
Luka Košir, *Grič*

MICHELIN 2024    Gault+Millau Slovenija 2024

## WITH ONE'S OWN PRODUCE

*»Vegetables that you produce or collect in nature by yourself are regarded differently from those you buy. We produce 80 per cent of ingredients ourselves and then play with them in traditional and modern ways. We sour them, salt, cure, and ferment. In the end, we can use these ingredients in every season as appropriate: delicious, original, creative.«*





*In Slovenia, the Michelin Guide 2024 recommends one restaurant awarded with three prestigious stars, one restaurant with two and another eight restaurants with one Michelin star each. Ten restaurants have received the Michelin Bib Gourmand Award for their authentic cuisine at an affordable price, and 43 are classified as Michelin Selected Restaurants. Eight Michelin Green Star restaurants make Slovenia the country with the most sustainability-oriented restaurants per capita in Europe.*

## LOCAL IS TOP-NOTCH

### WHAT DO MICHELIN-STARRED CHEFS AND VEGETABLE SOUP AROMAS WAFING THROUGH THE WINDOW OF A NEIGHBOUR'S HOUSE HAVE IN COMMON?

The secret to any gastronomic masterpiece or a pleasant homemade meal are premium ingredients, which are really within easy reach in Slovenia. The greatest Slovenian chefs decorated with Michelin stars and other renowned international accolades are closely connected with local producers of organic vegetables, organic farmers and shepherds, fruit producers and herbalists, fishermen and other providers of excellent ingredients. Many of them collect ingredients for their dishes in nature or grow them in their own gardens.

*Authenticity of ingredients is the foundation, but merely a start to everything that's good.*

What nature has to offer is transformed in the best Slovenian kitchens into flavours which you are sure to remember about Slovenia, as was also noticed by the strict inspectors of the renowned Michelin Guide and the experts from the Gault&Millau guide. Once you experience the sustainable character and diversity of flavours in four different Slovenian culinary regions, it's easy to understand why Slovenia was the European Region of Gastronomy 2021.



Uroš Fakuč, *Restavracija Dam*



### BREAKFAST WITH A MEDITERRANEAN INFLUENCE

*Top cuisine starts in the garden. Ours is right next to the boutique hotel. And a good day starts with a good morning, which we improve with a breakfast. You shouldn't wait until lunch, dinner or a special occasion for a really good dish. We believe in clean flavours, fresh ingredients and Mediterranean temperament.*





# EXCELLENCE FOR EVERY DAY

## WHAT DO SLOVENIANS COOK AT HOME AND WHAT ATTRACTS THEM TO PLACES WHERE OTHERS COOK FOR THEM?

On Sundays, beef soup with the mandatory parsley is cooked in Slovenia. Meals are frequently eaten on the go from Monday to Thursday: snacks and lunches, which include typical Slovenian one-pot dishes, are available everywhere. The original culinary outdoor food market, Open Kitchen (Odprta kuhna), with excellent street food from all corners of the world and special twists on Slovenian dishes, takes place in Ljubljana on summer Fridays.

*Similar markets are also held in other Slovenian towns on selected days.*

Even those who cook at home are drawn to Restaurant Weeks offering tasting menus and different holidays dedicated to individual local dishes or fresh ingredients. Good and typically local dishes are on offer in popular Slovenian inns and tourist farms.



Uroš Štefelin, *Hiša Linhart*

MICHELIN 2024 Gault & Millau Slovenia 2024

## HOSPITALITY IN A NEW WAY

*At lunchtime, we serve dishes crafted by locals and for locals, featuring the finest ingredients sourced from our neighbours and grown in our own garden. I can name every traditional dish that inspired me, each of which I have then uniquely transformed into something special.*

Tomaž Kavčič, *Gostilna pri Lojzetu*

MICHELIN 2024 Gault & Millau Slovenia 2024

## DRY JOTA

*Without respecting the tradition and knowledge of the basics, it's impossible to be innovative. Tradition inspires. Only the best, most creative dishes gradually became traditional. As far back as 2004, I was the first Slovenian to introduce "dry jota" as the innovative Vipava jota with turnip fermented in pomace at the international Congress of Author's Cuisine in Italy. I did so because I respected the tradition.*



Gostilna pri Lojzetu, restaurant with a Michelin star, Zemono Manor House



# LAND OF EXCELLENT WINES

## AND VITICULTURE EXPERIENCES

Grapevines have been grown in Slovenia since time immemorial, and Slovenians have a very special relationship with their vineyards. If you wish to experience Slovenian wine culture, make sure to visit during the various wine holidays, while true knowledge, discoveries, and experience are offered by the sommeliers of many restaurants and oenologists from world-class wine cellars. Famous Slovenian winemakers complement the experiences of their vineyards and cellars with exciting tourist programmes.



### THE PRIMORSKA WINE-GROWING REGION

From the Adriatic Sea to the Karst, from the gentle hills of Istria to the Vipava Valley and the famous Brda Hills, you can find vineyards in which predominantly dry wines with a higher alcohol content and lower acidity are produced under the warm and dry influence of the Mediterranean.

#### The most popular wines:

Rebula Zelén • Istrska malvazija • Vitovska grganja • Refošk  
Kraški teran • Pinela



### THE PODRAVJE WINE-GROWING REGION

On the edge of the Pannonian Plain, from the border with Hungary to the foot of the Pohorje Hills and the Sotla River to the south, grapevines grow under the influence of greater temperature differences between night and day, relatively dry summers and cold winters. International white wine varieties with a fine aroma and premium sparkling wines are produced here.

#### The most popular wines:

Laški rizling • Šipon • Zeleni silvanec • Traminac • Žametovka • Ranina • Ranfol



### THE POSAVJE WINE-GROWING REGION

In southeastern Slovenia, in areas along the rivers Sava and Krka, grapes for lighter white and red wines grow under the influence of the colder pre-Alpine climate. This is the land of Cviček – a special Slovenian wine variety. Here, predicate and sparkling wines are also produced in favourable microclimate conditions.

#### The most popular wines:

Cviček • Modra frankinja • Žametovka • Laški  
rizling • Kraljevina • Rumeni plavec • Metliška  
črnina

### THE OLDEST GRAPEVINE IN THE WORLD

The Old Vine, the oldest grapevine in the world and the symbol of viticulture in Slovenia, has been growing in Maribor for nearly half a millennium. Up to a maximum of 100 quarter-of-a-litre wine bottles are made from its grapes every year. These are stored in the Old Vine House. Discover the stories and heritage of the venerable grapevine in the Old Vine Museum.



### NATURAL BIODYNAMIC WINES

Slovenian winemakers offer excellent natural wines, too. The basis for these wines is organic or biodynamic winegrowing followed by spontaneous vinification without adding selected yeasts and chemical preparations, without adding or eliminating tannins, acids and sugar, and without filtration.





# BUSINESS AND VERY PERSONAL

## BUSINESS MEETINGS AND INCENTIVE TRIPS

*Slovenia is the perfect destination when it comes to business meetings and motivational trips. In addition to professional execution of small, medium and large business meetings, conferences and congresses, you will find opportunities for interesting motivational experiences in surprisingly varied environments in one of the safest and most sustainable countries in the world. Discover the venues known to global filmmakers, choreographers of dance spectacles and directors of video advertisements. Rely on the connecting power of unique boutique experiences adjusted to your guests' needs.*



### CENTRES FOR BUSINESS MEETINGS AND EVENTS

| 1 | Bled | 2 | Bohinj | 3 | Brdo pri Kranju | 4 | The Soča River Valley | 5 | Kranjska Gora | 6 | Lipica  
| 7 | Ljubljana | 8 | Maribor | 9 | Moravske Toplice | 10 | Nova Gorica and the Vipava Valley  
| 11 | Piran | 12 | Podčetrtek | 13 | Portorož | 14 | Postojna



# TOP BUSINESS TRAVEL DESTINATION

## PROFESSIONAL AND FLEXIBLE

Slovenian organisers and support service providers ensure a high level of professionalism. Besides the *organisational and operational excellence*, they are distinguished by their exceptional flexibility. The best solutions are sought by means of a personal commitment and *understanding of your needs*. Slovenia's additional advantage is the *excellent ratio between the quality and price*.

## TECHNICALLY FLAWLESS AND NATURALLY SURPRISING

Suitable premises with technical equipment and *all support services* are available throughout Slovenia. Invite your participants to the Alpine meadows, the seaside, the Karst, health resorts or the Slovenian capital. Irrespective of whether you choose a *venue in the middle of a town or a smaller settlement*, you will easily impress your guests with the *cuisine* and attractive environment. Everything is close by in Slovenia and the participants will be able to discover the *greatest natural and cultural attractions*, and local specialities as well. It's possible to arrange unforgettable tailor-made experiences.



When organising your meeting, you can rely on Slovenian *professional conference organisers* (PCO) and *destination management companies* (DMC).

When selecting locations, organising transport and catering, the manner of communication and technical implementation of events, we strive to *sustainably manage energy*, use environmentally friendly materials and produce minimum emissions.

According to the criteria of the Global Peace Index, Slovenia is *one of the safest countries in the world*. Many providers have the national *Safe and Healthy Meetings & Events certificate*, which confirms care for health.

*Event management companies* and *catering agencies* see to the smooth execution of corporate and social events.

Most providers of *Slovenian unique experiences* are prepared to adjust the implementation of experiences according to the wishes of your guests.



# 7 EXPERIENCES FOR A LONG-LASTING IMPRESSION

**For relaxation in addition to business.** Your guests will certainly remember where you invited them if they enjoyed a picnic with a view of a herd of Lipizzaner horses or drove vintage cars from Ljubljana through the Karst and Istria to the pier in Portorož. Surprise them with sword fighting and medieval games in Bled and in Ljubljana with the attractions of one of the European Best Destinations 2022. In winter, your guests can try unusual activities in the snow. In summer, they can spend time with beekeepers, and pick grapes in picturesque vineyards in autumn.





# INTRIGUING FACTS

## WHEN FACTS BECOME THE SOURCE OF INSPIRATION



### CLIMATE AND TEMPERATURE

#### ALPINE IN THE MOUNTAINS

Kredarica • 2,514 m  
July: 7.4°C / 44.6 F  
January: -7.7°C / 19.4 F

#### ALPINE IN THE VALLEYS

Rateče • 846 m  
July: 17.7°C / 62.6 F  
January: -3.7°C / 26.6 F

#### CONTINENTAL INLAND

Novo mesto • 220 m  
July: 21.6°C / 69.8 F  
January: 0.4°C / 32 F

#### MEDITERRANEAN COAST

Portorož • 2 m  
July: 23.8°C / 73.4 F  
January: 4.6°C / 39.2 F



# 365 DAYS OF SLOVENIA

## WHEN TO VISIT SLOVENIA? IN ANY SEASON.

*Those who visit Slovenia only once don't realise how changeable it is. It serves different surprises in every season. Discover it time and again in different seasons.*



© Zajamniki

### WINTER

Winter sports centres enable Alpine and Nordic skiing, snowboarding and other winter sports. Try safe adrenalin adventures, admire the beauty of the snowy landscape and winter sun, and feel the atmosphere of festively decorated Slovenian towns.



© Velika planina

### SPRING

The green buds of spring invite people to visit easily accessible mountain huts in the hills, climb sun-kissed rock-climbing walls, fly paragliders from popular launch sites, and feast at tables laden with wild early spring delicacies.



© Piran

### SUMMER

Find refreshment in the sea, rivers and lakes, while the highest Slovenian peaks offer incredible views. Cyclists venture on more difficult long-distance trails with significant differences in altitude. Towns bubble with lively street events.



© Špičnik

### AUTUMN

Organically produced ingredients inspire local autumn cuisine. Warm autumn colours decorate vineyards, and thermal waters in the vicinity of vine-clad hills invite visitors to relax. Karst caves offer shelter that has a constant temperature.



# IN CONTACT WITH NATURE

## WHERE TO SPEND THE NIGHT? WHEREVER IT SUITS YOU.

*You're close to what you're interested in anywhere in Slovenia. So, you can first choose your favourite form of accommodation and then plan your trips in accordance with your wishes. Natural attractions aren't far from the centre of a town. If staying in the middle of nature, you're close to lively venues of cultural and other happenings.*



### CERTIFIED GREEN

Those who are passionate about sustainable tourism should choose accommodation facilities that have the Slovenia Green Accommodation certificate. These include hotels, tourist farms, camps, glamping sites, and other providers.



### HOTELS OF RELIABLE QUALITY

Attractive city, family and boutique hotels are categorised as per the standards of the Hotelstars Union. Hotels in holiday centres and health resorts are particularly popular.



### RURAL HOSPITALITY

Tourist farms embellished with an apple sign invite visitors to the green countryside. It's a guarantee of genuine local flavours. Accommodation in cottages in the middle of vineyards is also a Slovenian speciality.



### FOR CAMPERS AND CARAVANERS

More than 80 campsites in remote areas and near towns are equipped with excellent infrastructure and provide options for outdoor activities. There are more than 150 camper van rest stops in Slovenia.



### NATURALLY GLAMOROUS

Eco glamping settlements, houses in trees or on water, wooden cabins, haylofts, apiaries – these are but a few examples of glamping in Slovenia.



### FOR CYCLISTS AND HIKERS

Specialised hiking and cycling accommodation facilities (including camps and mountain huts) provide information, equipment and transport, and see to other needs of their active guests.



### INSPIRATION FROM TRADITION AND STORIES

Are you tempted to stay in castles, mansions or houses that boast a wealth of tradition, thematic hostels and luxurious villas with swimming pools? Estates, private apartments and inns also cater to visitors seeking boutique experience.



# YOUR SOURCE OF INFORMATION

## ONLINE OR ON THE ROAD

Before you visit, check out exciting and inspiring stories at [www.slovenia.info](http://www.slovenia.info), which will also provide you with useful information. Pay attention also to specialised websites and portals of individual destinations. While travelling around Slovenia, there is always an option to visit the local tourist information point, consult your accommodation provider or a local expert. Enjoy your activities safely and responsibly.

### EXPERTS FOR DIFFERENT REQUIREMENTS

|                                                    |                                                                                            |
|----------------------------------------------------|--------------------------------------------------------------------------------------------|
| Slovenia Outdoor GIZ                               | <a href="http://www.slovenia-outdoor.com">www.slovenia-outdoor.com</a>                     |
| Association of Slovenian Natural Spas              | <a href="http://www.slovenia-terme.si">www.slovenia-terme.si</a>                           |
| Association of Historical Towns of Slovenia        | <a href="http://www.zgodovinska-mesta.si">www.zgodovinska-mesta.si</a>                     |
| Taste Slovenia                                     | <a href="http://www.tasteslovenia.si">www.tasteslovenia.si</a>                             |
| Slovenian Convention Bureau                        | <a href="http://www.slovenia-convention.com">www.slovenia-convention.com</a>               |
| Slovenia Green Consortium                          | <a href="http://www.slovenia-green.si">www.slovenia-green.si</a>                           |
| Association of Tourist Farms of Slovenia           | <a href="http://www.turisticnekmetje.si">www.turisticnekmetje.si</a>                       |
| Association of Tourist Agencies of Slovenia        | <a href="http://www.ztas.org">www.ztas.org</a>                                             |
| Association of Tourist Guides of Slovenia          | <a href="http://www.slovenija-vodniki.si">www.slovenija-vodniki.si</a>                     |
| Slovenian Professional Guides Association          | <a href="http://www.professional-touristguides.com">www.professional-touristguides.com</a> |
| Association of Regional Tourist Guides of Slovenia | <a href="http://www.localguides-slovenia.com">www.localguides-slovenia.com</a>             |
| Alpine Association of Slovenia                     | <a href="http://www.pzs.si">www.pzs.si</a>                                                 |
| Hostelling International Slovenia                  | <a href="http://www.youth-hostel.si">www.youth-hostel.si</a>                               |

### ALPINE SLOVENIA

|                           |                                                                    |
|---------------------------|--------------------------------------------------------------------|
| 18   Bled                 | <a href="http://www.bled.si">www.bled.si</a>                       |
| 19   Kranjska Gora        | <a href="http://www.kranjska-gora.si">www.kranjska-gora.si</a>     |
| 20   Soča Rivier Valley   | <a href="http://www.soca-valley.com">www.soca-valley.com</a>       |
| 21   Bohinj               | <a href="http://www.bohinj.si">www.bohinj.si</a>                   |
| 22   Cerklje              | <a href="http://www.visitcerklje.si">www.visitcerklje.si</a>       |
| 23   Radovljica           | <a href="http://www.radolca.si">www.radolca.si</a>                 |
| 24   Kranj                | <a href="http://www.visitkranj.com">www.visitkranj.com</a>         |
| 25   Maribor – Pohorje    | <a href="http://www.visitmaribor.si">www.visitmaribor.si</a>       |
| 26   Rogla – Pohorje      | <a href="http://www.rogla-pohorje.si">www.rogla-pohorje.si</a>     |
| 27   Upper Savinja Valley | <a href="http://www.visitsavinjska.com">www.visitsavinjska.com</a> |
| 28   Koroška              | <a href="http://www.koroska.si">www.koroska.si</a>                 |

### THERMAL PANNONIAN SLOVENIA

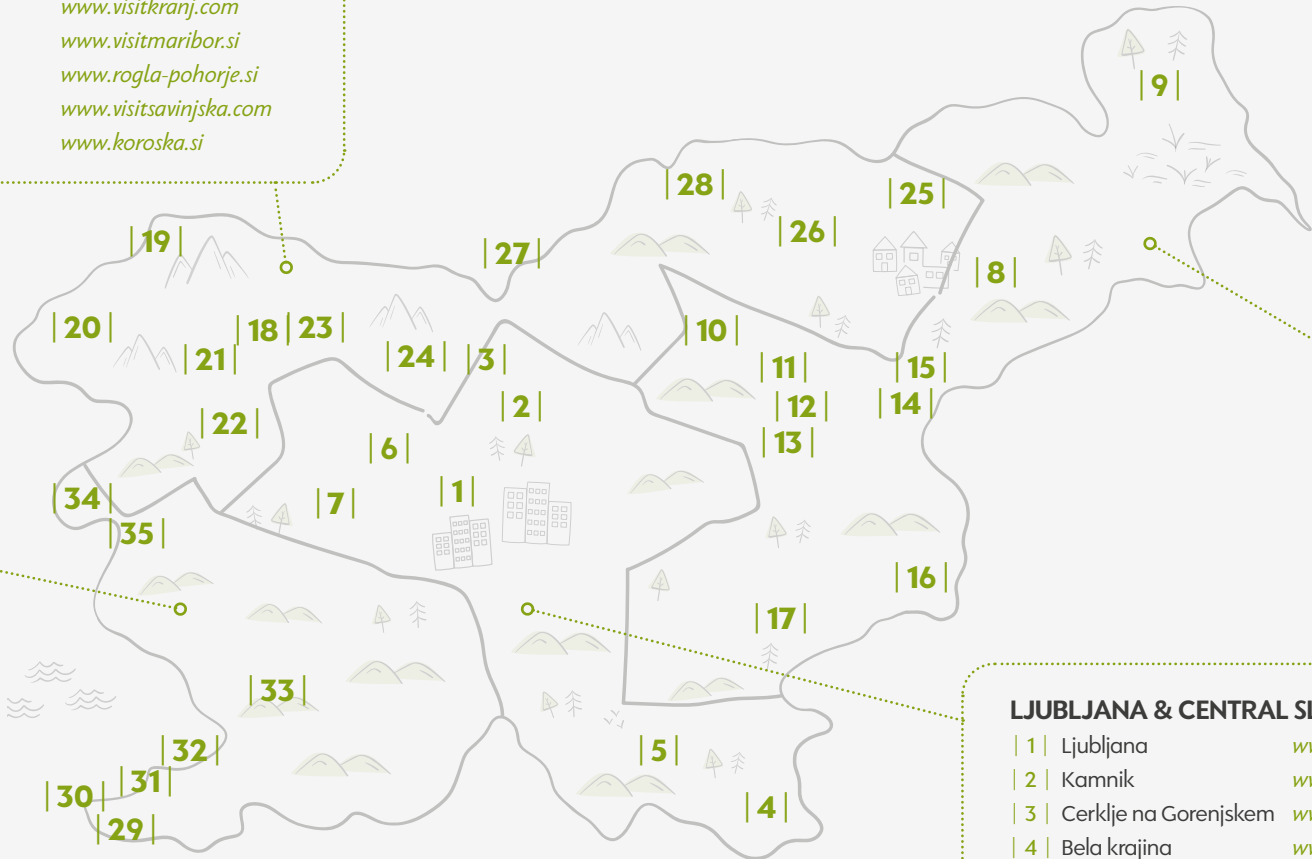
|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| 8   Ptuj                   | <a href="http://www.visitptuj.eu">www.visitptuj.eu</a>                         |
| 9   Pomurje                | <a href="http://www.visitpomurje.eu">www.visitpomurje.eu</a>                   |
| 10   Velenje and Topolšica | <a href="http://www.visitsaleska.si">www.visitsaleska.si</a>                   |
| 11   Dobrna                | <a href="http://www.dobrna.si">www.dobrna.si</a>                               |
| 12   Celje                 | <a href="http://www.visitcelje.com">www.visitcelje.com</a>                     |
| 13   Laško                 | <a href="http://www.lasko.info">www.lasko.info</a>                             |
| 14   Podčetrtek            | <a href="http://www.visitpodcetrtrek.com">www.visitpodcetrtrek.com</a>         |
| 15   Rogaška Slatina       | <a href="http://www.visit-rogaska-slatina.si">www.visit-rogaska-slatina.si</a> |
| 16   Posavje, Terme Čatež  | <a href="http://www.posavje.com">www.posavje.com</a>                           |
| 17   Dolenjska             | <a href="http://www.visitdolenjska.eu">www.visitdolenjska.eu</a>               |

### LJUBLJANA & CENTRAL SLOVENIA

|                           |                                                                    |
|---------------------------|--------------------------------------------------------------------|
| 1   Ljubljana             | <a href="http://www.visitljubljana.com">www.visitljubljana.com</a> |
| 2   Kamnik                | <a href="http://www.visitkamnik.com">www.visitkamnik.com</a>       |
| 3   Cerklje na Gorenjskem | <a href="http://www.visitcerklje.si">www.visitcerklje.si</a>       |
| 4   Bela krajina          | <a href="http://www.belakrajina.si">www.belakrajina.si</a>         |
| 5   Kočevsko              | <a href="http://www.kocevsko.com">www.kocevsko.com</a>             |
| 6   Škofja Loka           | <a href="http://www.visitskofjaloka.si">www.visitskofjaloka.si</a> |
| 7   Idrija                | <a href="http://www.visit-idrija.si">www.visit-idrija.si</a>       |

### MEDITERRANEAN & KARST SLOVENIA

|                                        |                                                                                                                       |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 29   Portorož – Piran                  | <a href="http://www.portoroz.si">www.portoroz.si</a>                                                                  |
| 30   Izola                             | <a href="http://www.visitizola.com">www.visitizola.com</a>                                                            |
| 31   Koper                             | <a href="http://www.visitkoper.si">www.visitkoper.si</a>                                                              |
| 32   Ankaran                           | <a href="http://www.visitankaran.si">www.visitankaran.si</a>                                                          |
| 33   Kras                              | <a href="http://www.visitkras.info">www.visitkras.info</a> , <a href="http://www.zelenikras.si">www.zelenikras.si</a> |
| 34   Brda                              | <a href="http://www.brda.si">www.brda.si</a>                                                                          |
| 35   Nova Gorica and the Vipava Valley | <a href="http://www.vipavskadolina.si">www.vipavskadolina.si</a>                                                      |





I FEEL  
SLOVENIA

# MY WAY OF BEING ONE WITH NATURE.

Spend one morning high in the Alps and descend into the depths of the Karst and the Mediterranean in the afternoon. Visit Ljubljana the very next morning and continue towards the Thermal Pannonian Slovenia in the evening. Spice up your active holidays with a bit of culture and visit a town or two. Make sure to indulge in local gastronomy and unique experiences. Spend a quiet day among the springs of healthy waters. Experience the diversity of Slovenia in your own way.

#ifeelsLOVEnia  
#myway

www.slovenia.info







## PRESERVING SLOVENIA GREEN TOGETHER

### CHOOSE SUSTAINABLE TOURISM

Slovenia is the first country in the world to boast the Green Destination title as a whole. More than 50 destinations in Slovenia meet the international requirements of the Green Destinations Standard. With 90 per cent of all generated overnight stays, these destinations are the first choice of responsible tourists who can also rely on providers who display the labels *Slovenia Green Accommodation*, *Slovenia Green Park*, *Slovenia Green Agency*, *Slovenia Green Cuisine*, *Slovenia Green Beach* and *Slovenia Green Attraction*. Try out the sustainable lifestyle and green tourist experiences.

## ON TRAILS, TRAVELS, HOLIDAYS

### BEHAVE RESPONSIBLY

Observe the rules applicable in individual areas of nature, attractions, and providers. Choose trails that suit your physical fitness. Use suitable equipment when venturing into the mountains. Keep yourself and other people safe. Observe health measures and recommendations.

### TAKE NOTHING FROM NATURE AND LEAVE NOTHING IN NATURE

Protect animate and inanimate nature for future generations. Don't take plants, animals, or rocks with you. Stay on marked trails. Don't disturb animals with noise. Don't leave anything behind you. Whatever you bring with you, take it away with you when you leave. Dispose of waste at appropriate places for separate waste collection.

### TASTE TYPICAL AND LOCAL

Select dishes of which Slovenians are rightfully proud. Taste superb cuisine created by distinguished chefs and typical local dishes. Enjoy tasty meals in restaurants, inns, tourist farms or mountain huts.

### DRINK CLEAN WATER

In Slovenia, which enshrined the right to drinking water in its Constitution, it's possible to fill up your reusable bottle from the tap almost everywhere. Follow Slovenian tourist service providers who have renounced the use of plastic packaging and disposable cups.

### WHEN POSSIBLE, TRAVEL IN AN ENVIRONMENTALLY FRIENDLY WAY

Travel in such a way as to generate the smallest possible carbon footprint. Check the timetables of public passenger transport. Rental bicycles are available in many towns, and they make exploring the most beautiful corners of the town and its surroundings even better.

### TRUST LOCAL EXPERTS

Let competent tourist, mountain and other guides take you on the trails that are unfamiliar to you. We can experience more and in a different way at the locations that are already known to us if we decide to take guided tours and hikes. Choose the programmes of local travel agencies and tour operators.

### SHARE PLEASANT MEMORIES

Show the beauty of Slovenia and reward good experiences by sharing recommendations on social networks and among friends. Let's boost the visibility of green, active and healthy Slovenia all over the world.

*#ifeelsLOVEnia #myway*  
*[www.slovenia.info/sloveniagreen](http://www.slovenia.info/sloveniagreen)*





I FEEL  
SLOVENIA

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