

In recent years, Slovenia and Slovenian tourism have made breakthroughs in the development and promotion of the country, particularly as a five-star boutique destination committed to sustainability. As our country received distinguished awards and was ranked among the world's top countries, this has led to the increased attention of the world public, which viewed Slovenia as a leading country in many areas, particularly in sustainable tourism. The recognitions and awards received by the Slovenian Tourist Board in recent years have also significantly contributed to the increased recognisability and the growing reputation of Slovenia as an excellent tourist destination. We are also proud of the international awards and recognitions received by Slovenia's tourist destinations and cities. Some of the main ones are listed below.

2020:

- Among the recipients of the "**Destination of Sustainable Cultural Tourism**" awards organized by the **European Cultural Tourism Network (ECTN)** are the tourist product **Vineyard Retreats** with first place in the category of wine tourism and the **Idrija Mercury Mine Hg Smelting Plant** with second place in the industrial heritage tourism category.
- As part of the **Weekend Premium Awards 2020**, the Italian magazine **Weekend Premium** awarded Slovenia an award in the **Green in Europe** category for the development and promotion of sustainable tourism.
- The promotional film of the project idea "**Walk of Peace**" implemented by the Foundation of the Walk of Peace in Soča region in cooperation with partners was chosen as the best **EU Interreg project of the year** among 150 applicants.
- At the virtual event **Global Green Destinations Days 2020**, nine Slovenian destinations were included in the list of the 100 most sustainable destinations (**Sustainable Destinations Top 100 list**): namely Bled, Brda, Soča Valley, Kočevsko, Ljubljana, Logar Valley - Solčava, Miren Kras, Podčetrtek and Rogaška Slatina.
- **Lonely Planet's** second edition of the **Ultimate Travel List** ranked **Bled among the top 10 destinations** that offer unique and unforgettable experiences.
- **Slovenia** received the **Food and Travel Italia "Nation of the Year"** award for excellence in the field of enogastronomy.
- **STB** won **first place in the WEBSI competition** for the campaign The Time is Now. My Slovenia (Zdaj je čas. Moja Slovenija) for domestic market.
- **Condé Nast Traveler** ranked **Slovenia first on the list of the most desirable holiday destinations for 2021**.
- **STB** received the **Werbe Grand Prix 2020** award for the publication "Taste Slovenia - My way of tasting diversity" in the category of printed destination publications.
- **STB** received **two silver** and **one bronze** award from **The Golden City Gate** (the award was scheduled during the ITB Berlin 2020):
 - o Silver award for the publication Taste Slovenia in the print advertising category,
 - o Silver award for Feelslovenia's Instagram profile in the online category and

- o Bronze award for the promotional film Slovenia Green. The story of green Slovenia in the eco tourism category.
- **STB** received the **Sustainable Top 100 Destination Awards** in the **Best of Europe 2020** category for introducing sustainable models in tourism at the national level.
- **The awards ceremony was scheduled for the time of ITB Berlin 2020.**
- **Virtuoso**, the leading global association in the luxury and boutique travel and tourism industries, is increasingly emphasizing the development of green, sustainable tourism. The Slovenian Tourist Board is one of four selected national tourism organizations from Europe that have been accepted into the **Sustainability Community**.

2019:

- **USTOA** declared Slovenia the second fastest growing destination in 2020
- This year's [Global Green Destinations Days \(GGDD\)](#) conference has reaffirmed that **Slovenian destinations within the Green Scheme of Slovenian Tourism (ZSST)** are a great example of good practice in the field of sustainability. The list includes **31 destinations within the Green Scheme of Slovenian Tourism** – i.e. **all destinations awarded Slovenia Green Destination gold and silver labels**: Ljubljana, Bled, Komen, Podčetrtek, Rogaška Slatina, White Carniola, Bohinj, Brda, Brežice, Hrpelje–Kozina, Idrija, Kamnik, Koper, Kranjska Gora, Laško, Lenart, Maribor, Miren–Kostanjevica, Nova Gorica, Novo Mesto, Postojna, Ptuj, Radlje ob Dravi, Šentjur, Sevnica, Škofja Loka, Slovenj Gradec, Šmarješke Toplice, Solčava, Sveta Ana, and the Vipava Valley.
- **In August Virtuoso**, the leading association in the luxury and boutique travel industry in the world, **declared Slovenia the hottest destination of the year**. The Slovenian Tourist Board received the award.
- **STB** with its **national promotion campaign, Two Million Reasons Why I Feel Slovenia, was a finalist** for the **prestigious Content Marketing Award** by the American Content Marketing Institute.
- **Virtuoso**, a leading association in the world in the luxury and boutique travel industry, **nominated the Slovenian Tourist Board for the tourist board of 2019**.
- STB has received **two prestigious CWT Award (China Tourism Prize) at the ITB China Tourist Exchange in Shanghai**:
 - o for the **joint promotion campaign "Experience Croatia, feel Slovenia", together with the Croatian Tourism Organization, STB** received an **award for the best practice** in the category How to work globally with Chinese visitors;
 - o for **successful communication activities on the Chinese social network WeChat** under the slogan I feel Slovenia WeChat.
- STB received **four gold and two silver Golden City Gate Awards for Excellence at ITB Berlin** for promotional and communication tools in tourism. STB received **four golden awards**:
 - o The first award was received in the category of digital campaigns, titled Two

Million Reasons Why We Feel Slovenia; ○ The second gold in the innovation category was awarded to the STB for successfully carrying out the project Stories on Instagram @feelslovenia;

- In the category of printed promotion, the publication Media Kit was a winner;
- STB received gold in the category of international campaigns for four videos entitled Natural elements of Slovenia: Earth. Water. Fire. Air.

STB received **two silver awards**: ○ The first one was awarded in the eco-tourism category for the video spot Alpe Adria Trail.

- The second silver was awarded to the STB by the jury in the category of new inspiring content on the leading destination websites in the Slovenian central tourism portal www.slovenia.info.

- At **ITB Berlin**, the STB **won an award** from **FVW magazine**, Germany's leading professional magazine in tourism and business travel, which **ranked Slovenia first in the Destination Ranking Central Europe 2019**.
- At **ITB Berlin**, after the evaluation of the international jury, some of **Slovenia Green's landmarks have been awarded in the field of sustainable practices within the Sustainable Top 100 Destinations Awards**.
 - With the **best sustainable practice, the Local Foods Market, Ljubljana won in the Best in Cities category**;
 - **Bled** has achieved **second place in the Best in Europe category**; ○ **Komen, Rogaška Slatina, Idrija, Koper and Podčetrtek**, due to their efforts in the field of spoken tourism, **ranked among the 25 finalists of the best in Europe**.
- Ljubljana won the **prestigious Digitalisation award in the European capital of smart tourism 2020 competition**. The title was awarded by an independent expert panel at the award ceremony in Helsinki.
- Globally recognised gastronomy oriented **Food and Travel Magazine Italia** presented Slovenia with the **"EMERGING NATION IN ENO-GASTRONOMY ITALY"** award.

2018:

- At the ITB Berlin 2018 tourism trade show, the Slovenian Tourist Board received the **Sustainable Destinations 2018 award in the Best of the Planet – Best of Europe category**. Destinations with the Slovenia Green Destination label within the Green Scheme of Slovenian Tourism and **Ljubljana and Podčetrtek**, as the holders of this golden label, were the winners in the Best of Europe category at the Global Top 100 Sustainable Destinations Awards.
- The Slovenian Tourist Board celebrated receiving two more awards at the ITB Berlin tourism trade show, namely for excellence in the field of promotional and communications tools. **It won second place at The Golden City Gate 2018 awards**

for its Feel Pure Love promotional video and for the Cultural Experiences Slovenia publication.

- The Slovenian Tourist Board attended **the WorldMediaFestival|TOURISM in Hamburg** where it was awarded twice for its promotional activities. **For its Slovenia. Make New Memories. global digital campaign, it received the intermedia-globe GOLD award, and for the long and short versions of the Slovenia Impressions: Feel Pure Love promotional video, it received the intermedia-globe SILVER award.** These awards represent excellence and incredible modern solutions in the global promotion of tourism.
- Slovenia was given the prestigious **European Region of Gastronomy 2021** title.
- **Virtuoso**, a leading association in the world in the luxury and boutique travel industry, **nominated the Slovenian Tourist Board for the tourist board of 2018.**
- **Lonely Planet** placed Slovenia on one of its four lists of destinations that are **recommended to visitors in 2019.** On the list of one of the most influential tourist portals in the world, Slovenia is listed **among the destinations for 'best value' experiences.**
- **Lonely Planet** placed the **Vipava Valley** on one of its lists of recommended destinations in 2018 (**Lonely Planet's Best in Europe 2018 Top 10 Destination**).
- At the three-day **Moscow International Travel & Tourism (MITT)** tourism trade show, Slovenia, from among the participating countries, received the **Best Spa Destination** award.
- The Slovenian Tourist Board received the **bronze Werbe Grand Prix award for the 'Kulturstädte' publication (Historical Towns and Cities).** This is one of the most important recognitions in the area of promotional materials in the German-speaking market.
- In September, at the headquarters of the European Commission, **Ljubljana** was declared **the best city in the category of sustainable development within the first implementation of the 'European Capital of Smart Tourism' project (European Smart Tourism Awards).**
- **The European Commission – DG SANTE, i.e. the Directorate-General for Health and Food Safety**, which is responsible for the EU health and food safety policy, recognised the **Kuhnapato** or **'Children Make Other Children a Healthy Traditional Meal'** as one of the best practices in the European Union for **ensuring a healthy and sustainable lifestyle.**
- At WTM London, Slovenia was given **golden award in the category Best in Wellness by International Travel & Tourism Award** for the campaign **Healthy Waters.**
- **Ljubljana** is one of the **Best 10 places to travel in 2019** according to a list published by Forbes in October.
- We're a proud partner of the **Tour of Slovenia Cycling Race.** This year's edition was awarded with **Best Event Award** at SPORTO Conference in Portorož - which makes us even prouder!
- Slovenian tourist board **received Golden Sempler for the best social media campaign Two million reasons why #ifeelSlovenia.**

2017:

- At the ITB Berlin tourism trade show, Slovenia was given the distinguished **World Legacy Destination Leadership Award** by **National Geographic** for its sustainable destination management.
- Furthermore, at the ITB Berlin 2017 tourism trade show, the Slovenian Tourist Board received **The Golden City Gate 2017 award** for its promotional video titled 'Slovenia. Make New Memories.'
- **Flight Network**, one of the leading online travel agencies from Canada, declared the Slovenian Tourist Board **one of the World's Best Tourism Organisations**.
- At the WTM London trade show, **Ljubljana** received the **WTM Responsible Tourism award in the 'Best for Communication' category**.
- **The Association of Travel Journalists of Slovenia** recognised the significant contribution of the Slovenian Tourist Board in increasing Slovenia's recognisability and awarded it the **Crystal Triglav 2017**, the award for supreme achievements in Slovenian tourism.
- In September 2017, an award ceremony for the **national WEBSI award** was held. The award for the top digital campaign in 2017 was given to the global digital campaign 'Slovenia. Make new memories.' carried out by the Slovenian Tourist Board and the company PM, poslovni mediji d.o.o.

2016:

- In September, Slovenia was declared the first **Green Country in the World** at the '**Global Green Destinations Day**,' which was held in Ljubljana.
- **European Green Capital** – in February, this title was officially handed over to **Ljubljana** from the British town of Bristol.
- **Slovenia is the best emerging destination** – at ITB Berlin 2016, the PATWA organisation gave Slovenia the *PATWA Award for the Best Emerging Destination*.
- **Recognitions for promotional videos on Slovenian tourism**. Furthermore, at the ITB Berlin 2016 trade show, Slovenia received two awards (Das Goldene Stadttor) for the promotional videos on Slovenian tourism.
- **Slovenia was the finalist for the Global Sport Tourism Impact Award** – at the WTM London 2016 world tourism trade show, Slovenia was among the four finalists for the distinguished Global Sport Tourism Impact Award.
- **Preferred Destination of the Year 2016** – the European Travel Agents' and Tour Operators' Association declared Slovenia the Preferred Destination of the Year 2016.
- **Preferred Destination of the Year 2016 is an award given by the European Travel Agents' and Tour Operators' Association (ECTAA)**.
- At the MITT Moscow 2016 trade show, Slovenia received a **special Sustainable Tourism Award** – this is an award for the development and promotion of Slovenia as a sustainable destination.
- Bled received the prestigious **Sport Tourism Impact Award in the Sport Tourism Town 2016 category**, while Kranjska Gora was also among the finalists.

- **The Legatum Institute from London** put Slovenia **in first place on the list of countries** that are the most successful in preserving the natural environment (Legatum Prosperity Index).

2015:

- **An award received by the Slovenian Tourist Board observing its 20th anniversary** (conferred by the Tourism Chamber of Slovenia).

2014:

- Slovenia received the title **Undiscovered Golf Destination of the Year 2015**.

2011:

- World Travel Market 2011: **Best Stand Award for interacting with Travel Agents**.
- The Slovenian Tourist Board received the **Chinese Tourists Welcoming Award** in the **Product Innovation** category at the COTTM tourism trade show in Beijing in China for operating under the slogan *Experience Croatia, Feel Slovenia*.

2009:

- **The Bank of Tourism Potentials in Slovenia (BTPS)** received an award from the **World Tourism Organisation (UNWTO)** for **special and innovative achievements in tourism**.
- **BTPS** was also ranked among **examples of good practice in the European Year of Creativity and Innovation**.

2008:

- at the 29th WTM London tourism trade show in 2008, the stand communicating Slovenia's I FEEL SLOVENIA marketing brand and promoting Slovenian tourism received the **Best Stand Award For Doing Business**.

2006:

- **The Slovenian Tourist Board's 'Slovenia. A Diversity to Discover' TV ad** received a number of distinguished awards: **the main award at the TOURFILM 2006 festival in Karlovy Vary in Czechia; first place for the best tourism video at the**

TOURFILM 2006 festival in Plock, Poland; one of five **equal awards given by the CIFFT Committee (Comite International des Festivals du Film Touristique) in Vienna** and **first place for music at the 9th International Tourfilm Festival SW ITF 2006 in Split.**

2004:

- Editors of the renowned British newspapers Guardian, Observer, and the online Guardian Unlimited edition gave Slovenia **an award in the category of the most popular countries for tourism** (on the basis of a survey among their readers and website visitors).