

Slovenia is Green. Active. Healthy.

The three words that best describe Slovenia? Green, Active, Healthy.

Discover one of the greenest countries on the planet in 2019, leading the way for sustainable tourism and the protection of natural, cultural heritage. From the mighty Julian Alps to the sparkling Mediterranean coastline, Slovenia will continue to encourage responsible, active and healthy travel in 2019.

Slovenia is Green.

Quite literally – an **abundance of nature** stretches from The Alps in the north and northwest to the Pohorje in the northeast, the Pannonian Plain in the east, and the wine-growing hills and thermal water regions of the southeast. **Forests blanket nearly two thirds of the country**, while a third is protected within the framework of the Natura 2000 European network.

Slovenia is a proud beekeeping nation, home to 10,000 beekeepers, 12,500 apiaries and nearly 170,000 hive colonies. It is the only EU member state to have officially protected its native bee species and following its creation of the first UN backed World Bee Day last year, will continue to promote the importance of bees on the environment throughout 2019.

Slovenia is recognised as **one of the greenest countries on the planet** and received the **National Geographic World Legacy Award** in 2017. The country's capital city, which was named the **European Green Capital 2016**, is covered with green areas, including Ljubljana Botanic Garden and Ljubljana Marshes. Ljubljana's city centre has been entirely pedestrianised in order to give priority to pedestrians, cyclists and public transport and electric bikes are a particularly enjoyable way to explore the city.

Slovenia is Active.

Voted one of the **top three regions to visit in 2018 by Lonely Planet's Best in Travel**, the **Julian Alps are a true natural playground** whatever time of year you visit. In winter, ski resorts such as Vogel and **Kranjska Gora** offer a variety of slopes perfect for the whole family. In the summer, the Alps are carpeted with wild flowers, be sure to visit **Bohinj International Wildflower Festival** in May and offer some of the best hiking and biking in Europe.

There are in excess of **10,000km of marked hiking trails** in Slovenia with more than 170 mountain huts and 40 hotels with products and services for hikers, as well as **14 'cycling destinations'** offering everything cyclists could possibly need, from information points to way marked routes.

Look also to our coast, rivers and lakes for **countless watersports opportunities**. Adrenaline junkies can head to the **Soča Valley** for white water rafting opportunities or sample canyoning at Sušec and Kozjak

canyons. Alternatively, there can be few more relaxing activities than kayaking or **standup paddle-boarding across the crystal clear waters of Lake Bled.**

Slovenia is Healthy.

It is the quality of the water that Slovenia has to thank for the fertility of the landscape. The country is **home to some of Europe's finest natural spas and thermal springs**, with a centuries-old cultural tradition of treating both body and spirit using world-famous magnesium and calcium-rich waters.

Today visitors can **relax and rejuvenate in 15 certified natural health resorts**. These resorts date back centuries: **Rogaska Slatina** is Slovenia's oldest and largest spa town, while the **thermal springs of Laško** were even popular with the Romans. Among the most popular are the geysers and whirlpools of **Terme Olimia**, the Roman-inspired **Rimske Toplice** and the magnesium-rich waters of **Rogaška Slatina Health Resort**. At the **Thalasso Centre in Portorož**, innovative treatments include brine inhalation and packs made with Istrian salt pan mud.

Media enquiries and information

AM+A Marketing and Media Relations will be managing a range of media group and individual trips in 2019, with special support for freelancers, bloggers and vloggers. To register your interest in a trip please email AM+A with the subject line 'WTM Press Trip Opportunity':
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