

2019 Story Ideas and Media Opportunities

Whether you're exploring the Alps, Mediterranean coast, Pannonian Plain or the Karst, Slovenia is home to some of Europe's most dramatic and green scenery. Here are just a few examples of press trip opportunities and story ideas for the year ahead.

Unique accommodation: From giant wine barrels to human beehives

From giant wine barrels to human sized beehives, Slovenia's alternative accommodation promises more than just a touch of luxury. Spend the night in a real-life wine barrel at Terme Ptuj, sleep in a human sized beehive in Mozirje, swing from the trees while you sleep, or even spend the night in a former prison.

LAUNCHING 2019 - New 280-mile Circular Hiking Trail

The Julian Alps will launch, *Julian Alps: A Trail through Diversity*, a new 280-mile circular hiking trail in 2019. The trail will start at the state border between Slovenia and Italy in Rateče, before continuing past the spring of the Sava Dolinka in Zelenci and beneath the hills of Vitranc to Kranjska Gora. The trail will ensure artisan food, drink and independent businesses are integrated along the route to create an authentic Julian Alps experience.

Enjoy a little Luxury: Healing waters and boutique hotels

Experience a little luxury in 2019 by exploring Slovenia's boutique hotels and spa resorts. Visitors can relax in 15 certified natural health resorts, from the famed marble baths of Terme Dobrna to the black mineral waters of Terme 3000. In 2019, Slovenia will host the Connections Global Wellbeing Event in May. Attendees will get to experience a little luxury in Slovenia, bringing together a selection of experts, suppliers and decision makers from around the world in the luxury travel sector for a four day networking experience.

Discover Slovenia's off the beaten track destinations

Discover Slovenia's lesser known regions in 2019, from the hidden corners of the Alps to the breathtaking Adriatic. Head to the picturesque walled village of Šmartno and take in the panoramic views or visit the winemaking village of Medana nestled in the Gorizia Hills. Having been ranked among the world's best destinations in 2018, the Vipava Valley will encourage healthy, active getaways in 2019 from cycling through its vineyards to hiking its surrounding landscape.

Explore 2019's European Region of Gastronomy

In 2019 get a flavor for why Slovenia has been awarded the prestigious title European Region of Gastronomy 2021 by exploring the country's 24 gastro regions. Taste traditional cuisine with a modern twist at the home of Ana Ros, voted among the world's best chefs. In Slovenia's iconic wine regions visit the world's oldest vine in Maribor or explore Goriska Brda, home to an abundance of local produce including olives, figs and cherries. To discover the country's award-winning wine varieties, pay a visit to the Vipava Valley's thriving vineyards and meet the talented local winemakers.

Castles and culture 2019

Slovenia is home to some of the most intriguing castles in the world, from the beauty of Bled to the staggering heights of Predjama Castle. Among Slovenia's top cultural sites are the impressive Ljubljana Castle, the subterranean world of Europe's largest show cave and Strmol Castle. Slovenia's iconic castles are world renowned, with Strmol Castle recently named Unique Castle of the Year 2018 by London's Travel and Hospitality magazine.

Gamification tourism and special experience at Ljubljana Castle

This year the STB has teamed up with the iconic Ljubljana castle as its official WTM partner to help preserve and protect the historic site, showcasing its fascinating history. The most central attraction in Slovenia's capital, Ljubljana Castle has provided unforgettable panoramic views of the city for 900 years. The partnership will include a new augmented reality app to allow visitors to virtually explore the castle's history.

Slovenia to use Blockchain technology to strengthen sustainable tourism

Slovenia aims to become an EU leader in Blockchain technology for tourism. In 2019 The Slovenian Tourist Board will focus on increasing its use of Blockchain currencies for tourism-based products, providing greater tourism solutions for businesses and partners. The country has an advanced Blockchain, IT and FinTech knowledge with a high level skill set and competitively priced workforce to lead the way in tourism technology.

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' – slovenia@alexandramarr.com

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ADDITIONAL INFORMATION

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