

PRESS RELEASE**Slovenia is Green. Active. Healthy**

Slovenia will become the **ultimate 'green' holiday destination in 2017**, with a focus on, **sports tourism**, the **'Year of Healthy Waters'** and **'Green. Active. Healthy'**:

Slovenia is Green**1. Slovenia is officially the greenest country in the world!**

The Green Destinations Network rated Slovenia 96 out of 100 in a comprehensive assessment at the **2016 Global Green Destinations Day in Ljubljana**. 16 of Slovenia's 'green destinations' were included under 'Slovenia' in the Sustainable Top 100 Destinations 2016.

2. Ljubljana, EU Green Capital 2016, leads the way for eco-travel revolution
Europe's greenest capital city continues to innovate in eco travel and tourism. The latest project is an **'on-demand' public transport service with electric cars** provided by Ljubljana public transport company LPP. The new Urban electric cars will be on call for passengers at regular bus routes in areas of the city where the bus service is less frequent and is set to expand outside existing bus routes.

3. Beautiful Bohinj & Triglav National Park

Immerse yourself in Slovenia's rich natural beauty in 2017. As the temperature rises, the Julian Alps turn every colour of the rainbow, with the **sparkling emerald green glacial Lake Bohinj** as the centerpiece to this display of botanical riches. The **Triglav National Park is perfect for adventure seekers** thanks to opportunities for outdoor holiday activities. The Bohinj region offers peaceful lakes, deep gorges and cultural attractions such as traditional architecture and folk art. Stay at **Bohinj Park Eco hotel**, first eco-friendly hotel in Slovenia with Green Globe certification.

Slovenia is Active

In 2017, Sports Tourism will be a key focus for travelling to Slovenia. For a country of just 20,273 km² Slovenia offers a wide range of sporting facilities in many disciplines all year round.

1. Why Ski Slovenia? Affordability, Accessibility & Alpine Magic

As an Alpine country, Slovenia has one of the longest traditions of skiing in Europe. The world-class facilities and impeccably maintained slopes regularly host winter sports world cup competitions.

Krvavec Ski Resort is the nearest ski resort to an international airport in Europe, around a 20-minute drive from Ljubljana, perfect for family holidays

with young children. **Vogel Ski Resort**, overlooking Lake Bled, has the longest ski run in Slovenia (7.5km), and offers paragliding, air boarding, Nordic walking and a giant slalom and more. In the upper Sava Valley is **Kranjska Gora Ski Resort**, visitors can climb iced waterfalls and try Alpine tour skiing. Top it off with a visit to the world's longest ski flying jump at **Planica Nordic Centre**, and sample the experience via the world's steepest zip wire!

2. The new mobile app Hiking and Biking in Slovenia makes it easier than ever to hike from the Alps to the Adriatic Sea. It shows more than 180 of the most interesting routes, with accommodation and holiday package information and enables users to see nearby paths, trails or accommodation. It is available for free download from Android and iOS mobile app stores.

3. Watersports are the perfect choice for holidaymakers in the summer season, allowing for a fresh perspective for touring Slovenia! Try stand-up paddleboarding on the Secovlje salt flats, white water rafting on the Soča River, rowing on Lake Bled, diving on the coastline in Piran and many more.

Slovenia is Healthy

2017 is the 'Year of Healthy Waters', celebrating the abundance of natural thermal and mineral water springs with proven healing properties. Visitors can experience traditional and innovative treatments based natural and sustainable practices at 14 state-verified natural and thermal spas & resorts.

1. The springs of Radenska in the Radenci Health Resort and Donat Mg in the Rogaška Health Resort have been providing refreshment and health benefits for centuries. Donat Mg is the world's most magnesium-rich mineral water, and clinically proven to help regulate digestion.

2. Approximately 100 natural thermal springs with a water temperature of between 20 and 73 degrees Celsius are one of the biggest attractions for wellness holidays. Set in the Pannonian plains in the east, the wine hills in the south and the Adriatic Sea in the west, visitors can experience a tradition that is centuries old. Key resorts include Rimske Toplice Thermal Spa, Olimia Thermal Spa, and the fascinating green paraffin water at Lendava Thermal Spa in the east of Slovenia. Moravske Toplice resort have the warmest mineral spring, which can reach 73 degrees celcius at its source.

3. Slovenian spas and wellness centres by the sea, such as the Thalasso Centre Strunjan, harness the beneficial effects of brine from remains the bottom of the salt evaporation pools after the hand-harvesting of the sea salt. Due to its rich content of minerals, natural whiteness and traditional production it has been highly valued for centuries.

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