

I FEEL
SLOVENIA

TRAVEL AGENT'S MANUAL

SLOVENIA. MY WAY. NEW WAY.

#ifeelsLOVEnia
#myway

www.slovenia.info

I FEEL
SLOVENIA

GREEN
& SAFE

RESPONSIBLE TRAVEL STANDARDS
- SLOVENIAN TOURISM

Safe
travels

approved by

WORLD
TRAVEL &
TOURISM
COUNCIL

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SLOVENIA

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Dear partners of Slovenian tourism!

Slovenia is a green and boutique country located in the hearth of Europe, which amazes with an incredible diversity on a relatively tiny area. This is the place, where the Alps, the mysterious Karst, the Pannonian plains and the Mediterranean meet and the place which could easily be referred to as the homeland of sustainability in tourism.

On every step and 365 days a year, Slovenia offers diverse authentic five-star experiences. Unique and authentic stories, unspoiled nature, amazing outdoors, short distances between places worth visiting, geographical diversity, the warmth of the locals and superb gastronomy based on quality local ingredients are the main assets that make the country not only worth visiting, but also coming back.

When it comes to gastronomy, Slovenia is a rising star on the world's gastronomical map with well-established fundamental sustainable principles. Recently, a new category within the Green Scheme has been introduced: the Slovenia Green Cuisine label. Restaurants have to adopt seven sustainability principles that bind them to the further implementation of sustainable gastronomy. For 2021, we were also awarded the prestigious title of European Region of Gastronomy, which we are especially proud of. Also, let us not forget that in 2020, we finally joined the Michelin Guide family – Slovenia received astounding 7 stars in the first year alone.

Also for Slovenian tourism, 2020 was the year that changed everything. It is considered to be the most challenging year for the hospitality and tourism industry in the history of Slovenia. A year full of challenges and yet also full of opportunities for better and even more sustainable tourism.

At the Slovenian Tourist Board, we believe that it is not the strongest that survives but the most adaptable to change. To assure safe and sustainable holidays, we have developed safe travel standards and launched them under the Green & Safe label recognised by the WTTC and its 'Safe travels' programme. Our efforts remain focused on providing the guests with unique, sustainable and safe experiences creating unforgettable memories, which is also one of the reasons why Slovenia can be found on several bucket lists in the world's most renowned media.

We would be delighted to tell you more about this inspiring green story of Slovenia. Get to know Slovenia and join us at virtual B2B events, including the Feel sLOVEni@ Business Date, and online trainings. Though we miss real-life events, we first and foremost miss you. And if virtual is the way to go, we will do it, until we will not be able to meet in person. Let our green story inspire you to create amazing stories for your clients in "the New Normal".

From Slovenia with love,

MSc. Maja Pak
Director of the Slovenian Tourist Board



SLOVENIAN TOURIST BOARD

“A green boutique global destination for high-end visitors seeking diverse and active experiences, peace, and personal benefits.”

This is the vision of the tourist destination Slovenia, as perceived and pursued by the Slovenian Tourist Board (STB), the central national agency for the promotion of tourism. Systematic planning, development and promotion activities and a modern approach to the placement of Slovenia on the global tourist map – this is what has particularly helped the STB in recent years to increase the recognisability and reputation of the country as an authentic boutique destination for five-star experiences, which is committed to sustainability.

Increasing Slovenia's recognisability and image as a tourist destination under the brand I feel Slovenia.

Sustainable growth by increasing arrivals and over-night stays throughout the year - 365 days of Slovenian tourism.

Geographic dispersion of flows across Slovenia – also with the support of implementing the concept of four macro destinations.

Increasing consumption by extending the average duration of stay and consumption, strengthening products with higher added value.

Focusing on high-end visitors seeking high-quality, diverse, and active experiences, peace, and personal benefits.

Implementation of Recovery and resilience plan of Slovenian tourism 2021-2023, for mitigating the impact of the Covid-19 pandemic on tourism economy.

© Logar Valley

YOUR PARTNER FOR RELIABLE INFORMATION

Travel agents needing general information about Slovenia can turn to the Slovenian Tourist Board. Contact the Business Communication Department or the Representative Offices of the Slovenian Tourist Board in Austria, Germany and Italy.



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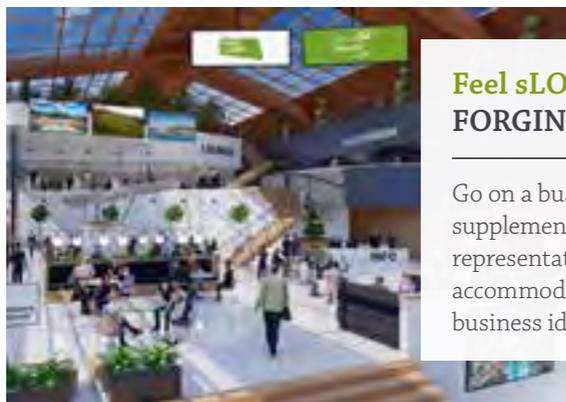
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CONNECTED THROUGH BUSINESS

Slovenia is a country of countless opportunities to come together to design authentic and boutique programmes for travel, holidays and adventures. Let us discover and co-create them face to face at business events that are now being held remotely. Hopefully, we will soon be able to strengthen these virtual connections with meetings in person!

www.slovenia.info/travel-trade

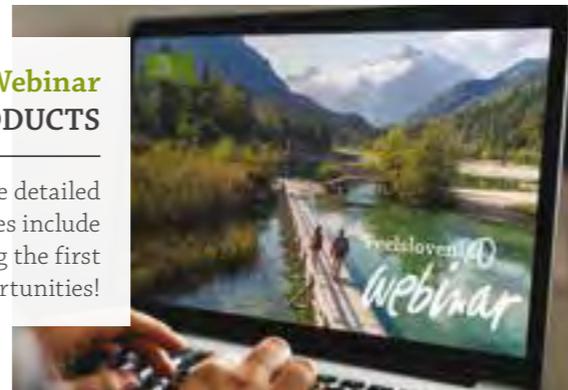


Feel sLOVEni@ Business Date FORGING NEW PARTNERSHIPS

Go on a business date! Virtual business events are substituting and supplementing in-person meetings at fairs. Here, you can establish contacts with representatives of tourist destinations and providers of various tourist services, accommodations and experiences. By exchanging information and developing business ideas, you can discover new opportunities and create new shared stories.

Feel sLOVEni@ Webinar DISCOVERING THE RIGHT PRODUCTS

Professional webinars for specific markets intended for the detailed presentation of selected tourism products and various new features include tips for creating products that will impress your guests. Be among the first who learn about trendy opportunities!



Feel sLOVEni@ Online Training BECOMING AN EXPERT ON SLOVENIA

Virtual trainings My Way of Escaping to Slovenia are an excellent opportunity for making one of your team members an expert on boutique experiences in Slovenia and its unique features. At the end of these personalised informative trainings that are accessible from anywhere in the world, participating tour operators and travel agencies will be awarded "I Feel Slovenia Expert" certificates. The Slovenian Tourist Board will prepare special offers for certified organisations!



EXPO 2020 DUBAI

At the long-awaited world exhibition Expo 2020 Dubai to be held from October 2021 to the end of March 2022, Slovenia will present itself under the slogan "Slovenia. Green Smart Experience.". Visit the Slovenian pavilion where we will tell the world the stories about the unique combination of unspoilt nature, knowledge, innovations and breakthrough industry.

www.expo2020slovenia.si



© The Slovenia Pavilion at Expo 2020 Dubai

INCOMING AGENCIES

When planning travel arrangements for individuals or groups, for those in search of good holiday destinations, interesting trips and special experiences, team up with the members of the Association of Slovenian Travel Agencies. To find more partners for your travel arrangements in Slovenia, go to www.slovenia.info/incoming.

www.slovenia.info/incoming



© Vršič pass

INCOMING TOURIST AGENCIES MEMBERS OF ASSOCIATION OF SLOVENIAN TOURIST AGENCIES

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*Also member of the Association of Slovenian Travel Agencies.

7 GREAT REASONS FOR CHOOSING SLOVENIA

Slovenia is a green country in the heart of Europe that will take you by surprise upon your first visit and amaze you with the diversity of four tourist regions every time you come back. Believe it or not, you have just found your perfect place for boutique five-star experiences.

If you're not familiar with Slovenia, even the basic facts about this country nestled between the Alps and the Mediterranean, between the Karst and the Pannonian Plains, might surprise you. But also if Slovenia is already among your favourites, you are sure to find another good reason to return and find a new exciting 5-star experience to put on your bucket list.

Discover how you can spend some great time in the world's first country to receive the international Green Destination designation. Slovenia is perfect for those in search of diverse, authentic, tailor-made and boutique experiences.

Slovenia's main assets are easy accessibility and manageable distances. They allow you to include multiple regions and inspiring custom-made experiences to your itinerary.



- 1 IT ACTS RESPONSIBLY.**
 Visit one of the safest countries in the world. Check Green&Safe standards.
- 2 IT PRIORITIZES SUSTAINABLE PRINCIPLES.**
 Learn about the destinations and operators committed to sustainability under the Slovenia Green label.
- 3 IT PLACES IMPORTANCE ON INDIVIDUALITY.**
 Enjoy Slovenia Unique Experiences in your own way!
- 4 IT CONNECTS EUROPE'S DIVERSITY.**
 Discover four geographically different worlds in one country!
- 5 IT CONNECTS NATURE AND CULTURE.**
 Be in touch with nature, even when you're in large cities. Be active outdoors – anywhere you go!
- 6 IT IMPRESSES WITH THE CUISINE.**
 Taste the typical specialities of the European Region of Gastronomy 2021 and review recommendations by Michelin and Gault & Millau.
- 7 IT IS RECOMMENDED BY EXPERTS.**
 Check their recommendations.

 population of 2,094 million	 20,273 km ² surface area	 3 rd most forested country in Europe	 46,6 km of coastline	 2864 m the highest peak, Mt. Triglav
 2004 accession to the European Union	 2007 member of the Schengen area	 Slovenian the official language (Hungarian and Italian in ethnically mixed territories)	 Currency euro €	 Central European time zone GMT + 1

The sustainable development of tourism, authentic experiences, individual approach and safety form the basis of Slovenia's responsible adjustment to new conditions.



1

OPERATING SAFELY AND RESPONSIBLY

In a country that has been among the safest in the world for years, the safety of residents and guests is furthermore maintained with high levelled hygiene measures, responsible behaviour of the tourist providers and self-protective behaviour.



www.slovenia.info/standards

5 FACTS THAT PROVE SLOVENIA IS A SAFE AND RESPONSIBLE CHOICE

The I feel Slovenia brand is trustworthy.

The I feel SLOvenia brand is still trusted by guests from all around the world. During the uncertainty of the epidemic, Slovenia has managed to keep the trust by establishing a platform which combines sustainable principles, responsible travel standards, and the hygiene protocols of the National Institute of Public Health, which are based on the recommendations of the World Health Organisation. The system that promotes the unified responsible operation of tourist destinations and operators carries the **Green&Safe** label.

Among the first destinations to obtain the Safe Travels stamp.

Thanks to suitable measures and a quick response to the new conditions, Slovenia was among the first countries in 2020 to receive the global **Safe Travels stamp**. This accolade is conferred by the World Travel & Tourism Council (WTTC).

One of the safest countries in the world.

According to international criteria, this green country is a safe tourist destination. According to the GPI (Global Peace Index), Slovenia has been among the safest countries in the world for many years. In 2019, it was among the top ten countries in the world and the fifth safest country in Europe.

Guest safety is a priority.

The measures for preventing the spread of COVID-19 regulated by the National Institute of Public Health of the Republic of Slovenia are in force throughout the entire country. Additional measures for the safety of guests, employees, and locals are in force in tourism and the hospitality industry. Many service providers and destinations have taken additional measures that exceed the required recommendations. Guests can rely on access to suitable information regarding all measures and recommendations anywhere they go. Destinations and operators have been actively including them in their efforts towards responsible actions.

The fulfilment of the required criteria is verified.

Many tourist operators meet the criteria set by stringent international certification systems. The holders of the Slovenia Green label meet the Green Destinations Standard prescribed by the GSTC (Global Sustainable Tourism Council). Slovenia is a member of the Hotelstars association and its hotel accommodation, categorised with stars, meet European standards. After a revision at the beginning of 2020, these are now even stricter.

2

FOUNDED ON SUSTAINABILITY

When it comes to sustainable tourism, the green, active, and healthy Slovenia is the best choice. Tourism in Slovenia is developed with a special sense for nature and green experiences. Our aim is to preserve the incredible diversity of this precious corner of the world for the generations to come!

At the 2020 Sustainable Top 100 Destination Awards, Slovenia won the **Best of Europe 2020** award for its sustainable models in tourism.

According to the Green Destinations international criteria, Slovenia is the first country in the world to boast the title of a **Green Destination**.

All the efforts for the sustainable development of tourism in Slovenia are combined under the umbrella of the **Green Scheme of Slovenian Tourism**, which will be included in the handbook of the European Travel Commission (ETC) as a best practice example for the implementation of green schemes by national tourist boards around Europe.

More than 100 destinations, operators, agencies, parks, and landmarks operate in Slovenia in accordance with the principles and criteria of the Green Scheme of Slovenian Tourism for certification. Their sustainable operations are certified with the **Slovenia Green** label.

In 2021, the Green Scheme of Slovenian Tourism was complemented by a system for conferring the **Slovenia Green Cuisine** label. This label will certify that sustainable principles are observed in gastronomy.

Guests who are aware of the negative impacts that tourism can have on the environment choose their holiday destinations responsibly. In Slovenia, one of the greenest countries in the world, sustainability is in the forefront in tourism. Practices are tested and certified.

The Green Scheme of Slovenian Tourism is a certification system that has been educating, encouraging, and awarding sustainable approaches in tourism since 2014. Its effectiveness has caught the attention of experts in tourism around the world. This is proven by numerous international awards and accolades.

SLOVENIA
GREEN 

The Slovenia Green label is only awarded to the destinations, operators, agencies, and landmarks that meet no fewer than 100 criteria and indicators related to sustainable operations.

In 2021, when Slovenia holds the title of the European Region of Gastronomy, the Green Scheme of Slovenian Tourism will pay special attention to sustainable approaches in gastronomy. The Slovenia Green Cuisine label is used for those that preserve the authentic gastronomic specialties of Slovenia, short supply chains, reduce waste, consume energy responsibly, and in other ways follow sustainable principles.

3 | RESPECTING INDIVIDUALITY

When it comes to tourism, Slovenia has been systematically developing individual boutique five-star experiences in accordance with its strategic goals for years. Slovenia's most significant tourism products are based on ensuring the privacy of guests and fulfilling their wishes. This is another reason why you can experience Slovenia your own way!



Slovenia's boutique experiences are designed for small groups and individuals. They ensure bespoke and very personal experiences of **premium quality**. An important part of this experience is to discover the full story and enjoy our excellent gastronomy.

Slovenians, 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 to local, and with passion for sustainability.



With its authenticity, Slovenia speaks for **a new kind of luxury**. It does not offer mass tourism, but safe, responsible, and individual experiences.

Together with experienced incoming agencies and local tour guides, every getaway in this green country or a trip to any of the regions can become **a memorable individual experience**. Trust the experts!



© Treetop Walk Pohorje, Rogla

TOP 5

Slovenia is the top choice for holidays, getaways, trips, and experiences that include:

care for health and wellbeing,

an active outdoor environment in all seasons,

tasting of culinary delights, wines, and other gastronomic specialities,

discovering towns, cities, and culture,

business meetings.

THE MOST LOCAL, THE MOST UNIQUE



The most authentic and high-quality part of the offer is labelled by the **Slovenia Unique Experiences** designation of quality. These experiences are distinctively local and authentic, always experiential and boutique. They are of top quality and compliant with the principles of sustainable tourism. They are ranked and recommended by the Slovenian Tourist Board.

CHOOSE EXPERIENCES UNIQUE TO SLOVENIA

→ More on pages 26-33 www.slovenia.info/unique

Fall asleep in the hayloft of a House of Tradition

Touch the herbs in a monastery garden

Explore a karst cave like the first explorers

Float over to a sea garden where the best branzino are grown

Drive a vintage car through an olive grove



Enjoy a private visit to a castle

Go cycling around Ljubljana with famous moustached men

Taste wine where the oldest grapevine in the world grows

Experience adrenaline-packed abseiling with alpine climbers

Awaken your senses in the rituals of the Staroverci (Old Believers)

See bears near a primeval forest

Go rowing down an underground river located 700 metres below Earth's surface

Relax in a garden under your tree house

Choose a different, natural-science themed holiday

Meet a soldier from the Isonzo Front

Dine at 160 metres below ground

Experience five waters and other flavours in the valley of the emerald river

4

CONNECTING THE DIVERSITY OF EUROPE

Slovenia is the land of four worlds and four seasons. Every time you visit, you can find something special that is perfect for you. In your own way.

ACCESS TO DIVERSITY

Slovenia is one of the few places where you can visit such diverse destinations separated by easily manageable distances. In just a few hours, you can replace snow-capped peaks with the seaside, an underground karst world with therapeutic thermal waters among gentle wine-growing hills, and the urban hustle and bustle of the capital with nature reserves and their primordial forests.

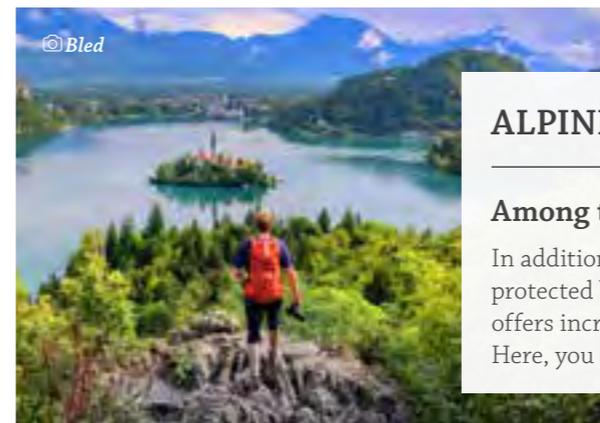
365 DAYS OF DIFFERENT EXPERIENCES

Where ski centres invite you in winter, green countryside with countless opportunities for outdoor activities will attract you in summer. While you can enjoy the sun and the sea in summer, the opportunities for discovering the picturesque inland areas of the coast and their hiking and cycling trails will take your breath away in the other seasons. Towns and cities which you will remember for the vitality of their streets will excite you with their galleries, museums, and special holiday experiences in winter.

4 WORLDS OF EUROPE IN ONE PLACE

Slovenia is the only country in Europe where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. Its diverse regions are a unique treasure trove of the special natural and cultural features of the Old Continent. As a place where diverse landscapes meet, it offers opportunities for recreation in nature and a getaway full of unique experiences.

© Moon Bay, Nature Park Strunjan



© Bled

ALPINE SLOVENIA

Among the tallest mountains and the wildest waters

In addition to the special natural and cultural features of the Alps, protected by one of the oldest national parks in Europe, *Alpine Slovenia* offers incredible opportunities for various outdoor activities. Here, you can always be in touch with nature!



KARST & MEDITERRANEAN SLOVENIA

From Karst caves to the stories of salt makers

From the Karst, a region that lent its name to all karst phenomena around the world, to the Adriatic Sea – here, you'll find all the wonders of *Karst & Mediterranean Slovenia*. In this area, you can visit famous karst caves, experience stories about salt in many different ways, and discover that it was the salt trade that gave rise to some of the most beautiful coastal towns.



© Škocijan Caves



© Terme Olimia

THERMAL PANNONIAN SLOVENIA

Among gentle wine-growing hills and therapeutic hot springs

Right on the edge of the plain that leaves its mark on Central Europe, you'll find numerous Slovenian spas and health resorts. They are nestled among gentle hills where grapevines have been grown for millennia. Thermal Pannonian Slovenia is home to authentic and heartfelt cuisine.



LJUBLJANA & CENTRAL SLOVENIA

From the capital city to primordial forests

From Ljubljana, the capital of Slovenia, to incredible forests and forest reserves – here, you'll see places that belong to the world UNESCO heritage. In *Ljubljana & Central Slovenia* you'll find a unique vibe of urban culture and events as well as the serenity of the green countryside at the same time.



© Ljubljana

→ More on pages 82-99 www.slovenia.info

5

CONNECTING NATURE AND CULTURE

In Slovenia, you do not need to choose between spending wvthe time in cities or towns or in the green countryside, between urban culture or authentic ethnographic features. In Slovenia, you can experience everything at the same time!

Regardless of whether you opt for accommodation in one of the cities or in more remote parts of this green country, you will always be near a **protected nature reserve**. These even reach the heart of Slovenia's capital city! From there, it is just about an hour's drive to discover the globally important **natural and cultural heritage of humanity protected by UNESCO**.

You can explore Slovenia's natural world as a curious explorer of globally renowned tourist attractions or as an outdoor recreation enthusiast.

→ More on pages 44-57.
📄 www.slovenia.info/nature

You will certainly notice the diversity of our culture, which is inseparably connected with nature, as you take **a tour of the various Slovenian regions**. Discover Slovenia's **historical towns and cities** and their green surroundings. There, you'll be able to visit **Slovenia's natural spas**, which contribute to your wellbeing with natural therapeutic factors, hospitable **tourist farms** the country's wine roads and, of course, **sports centres** for active getaways in touch with nature.

In addition to the urban hustle and bustle, museums, galleries, and cultural landmarks, you can also visit many small countryside villages, where you'll find plenty more authentic elements of Slovenian culture.

→ More on pages 58-67.
📄 www.slovenia.info/culture

6

IT WILL IMPRESS YOU WITH THE CUISINE

In 2021, Slovenian tourism will highlight gastronomy. As the European Region of Gastronomy 2021, Slovenia is developing sustainable gastronomy and five-star culinary adventures.



In Slovenia, you can taste excellent cuisine in fine restaurants that cater to the most demanding guests, as well as in traditional 'gostilna' restaurants that are typical of our green country, or at tourist farms. Epicureans from all around the world are excited about our chefs, who introduce innovations to Slovenia's reputable gastronomic heritage.

The fact that Slovenian restaurants have been included in renowned international culinary guides is a result of the principles on which Slovenian chefs have been operating for a long time. The work of the best Slovenian chefs is also excellent because they find inspiration in their local environments time and again.

© Ana Roš's plate, Hiša Franko - Two star Michelin Restaurant



If you'd like to taste a different speciality from the treasure trove of Slovenia's gastronomy every day, 365 days would not be enough! No fewer than 24 different gastronomic regions of Slovenia offer more than 400 local traditional dishes and drinks. Culinary diversity is an increasingly important reason to visit sustainable and green Slovenia.

→ More on pages 36-43
www.tasteslovenia.si



THE LAND OF CHEFS WITH MICHELIN STARS AND OTHER KINDS OF ACCLAIM

In 2020, Michelin, the most prestigious culinary guide in the world, gave two stars to the kitchen of the Hiša Franko restaurant in Kobarid, while an impressive five Slovenian restaurants received one star. Michelin also gave no fewer than 46 restaurants the BiB Gourmand recognition for the excellent relationship between quality and price, or the Plate Michelin recognition for a carefully prepared and tasty meal with fresh ingredients. 6 restaurants also received Michelin Sustainability Award for Sustainable practices in everyday work.

guide.michelin.com



EXCELLENCE INDICATED BY GAULT & MILLAU TOQUES

One of the most influential international guides in the world of gastronomy included in its Slovenian 2021 edition 153 restaurants, more than 80 popular gathering places, 67 wine cellars with 198 assessed wine samples, 13 breweries and more than 30 typical Slovenian food products. On the basis of reviews by anonymous Gault & Millau pundits, restaurants are given a prestigious designation of quality that is indicated by the number of toques. Check which restaurants have earned four toques thus far!

si.gaultmillau.com

7

RECOMMENDED BY EXPERTS

Traveler

This compact Central European country, with its chocolate-box mountain scenery and medieval fairy-tale villages, punches above its weight in the conservation stakes. Its walkable, welcoming capital, Ljubljana, has long been a hit for eco-minded city breaks. And more than a 10th of its rolling countryside is formally protected, spanning Alpine peaks, ancient forests, Karst plateau, the Pannonian plains' vineyards and thermal waters and the 29-mile stretch of Adriatic coast. Consult the tourist board's Green Scheme of Slovenian Tourism to navigate your way to the greenest hosts and camping sites.

The most sustainable destinations to visit in 2021

By Juliet Kinsman, January 2021

BBC

Apiculture has always been an indispensable part of Slovenian culture and identity. Recently though, it has been experiencing a twist in its mission. All over the country therapeutic beehives are being installed that help to relieve stress and anxiety.

The therapeutic sound of Slovenian bees

By Martina Zoldos, July 2020

NATIONAL
GEOGRAPHIC

Slovenia has received its first ever Michelin recognition. The country has been included in the 180-year-old culinary guide for the very first time – with Hiša Franko awarded an exceptional two stars, plus a 'special sustainability award'. An additional five restaurants have been awarded one Michelin star each, and there are numerous listings for Slovenian venues awarded in the Bib Gourmand and The Plate categories.

A chef's guide to Slovenia, the culinary destination for 2021

By Sarah Barrel, June 2020



THE TIMES

Until this year, the Soca valley in Slovenia's Julian Alps was best known as one of the locations for the Chronicles of Narnia films. But the dramatic, otherworldly beauty of this remote corner of one of Europe's smallest countries looks set to become one of the world's hottest gastronomic destinations.

Ana Ros od Hisa Franko, Slovenia's only two-star Michelin chef: »I hate comfort zones«

By Lisa Hilton, September 2020

Traveler

Michelin-starred food and old-world wine make this an exciting up-and-comer. But it's the sustainable food practices and carefully considered old-world techniques that mean Slovenia is making itself known as a big-hitting foodie hotspot. And the hubbub is well-deserved – 2020 saw the launch of its first Michelin Guide, in which six restaurants – including Hiša Franko, helmed by Ana Roš of Chef's Table fame – were awarded a total of seven stars.

The Best Holiday Destinations for 2021

By Lizzie Pook, September 2020

VOGUE

The biggest star of Slovenian cuisine is undoubtedly Ana Roš. Recognized in 2017 as the best female cook in the world, it is famous for both creativity and extravagance. Last year, her restaurant Hiša Franko, hidden in the Slovenian mountains, was ranked 37th on the list of the best in the world. To be in Slovenia and not visit Ana is the gravest sin. Only here can you understand the nature of local cuisine and enjoy its bold interpretation.

Slovenia: Tasty green asylum

By Basia Starecka, June 2020

lonely planet

Lake Bled's beauty has attracted travelers for over a thousand years.

The Top 10 of Lonely Planet's Ultimate Travel List,

October 2020

MONOCLE

Thanks to much urban greenery, a pedestrianised centre that blends medieval and baroque architecture, plenty of cycling lanes and many initiatives to improve quality of life, Ljubljana is one of Europe's most interesting small capitals.

Bright lights, small city

By Nolan Giles, November 2020

Forbes

It's a top destination for 2021, thanks to leading by example in areas like sustainable tourism: National Geographic recently named it the world's most sustainable country and its capital, Ljubljana, is known as Europe's Green Capital.

The 20 Best Places To Travel In 2021:

Where To Go Next

By Laura Begley Bloom, October 2020

GEO SAISON

It is as wild and pristine as hardly any other river in Europe: Soča in Slovenia. The glittering river, which is celebrated as an "emerald jewel of the Alps" by outdoor enthusiasts. A wild stream, a rarity in Europe. It flows its way through Julian Alps like a painted blue-green ribbon...

Öko-Strom – Soča

By Lars Abromeit & Jörn Auf dem Kampe, October 2020

© Kanin



SLOVENIA UNIQUE EXPERIENCES

It is not enough just to see it. You have to experience it! Don't be just a visitor, become an explorer of the most unique stories of Slovenia. Pick a boutique 5-star experience you cannot have anywhere else! The strict rules on awarding the Slovenia Unique Experiences label guarantee that you will experience your chosen story in an unforgettable way. Tailored for individuals and small groups.



© A heart-shaped road in the vineyards of Špičnik

BEING A DIFFERENT KIND OF GOURMAND

You can enjoy exceptional culinary specialities at many gastronomic hot spots in Slovenia. But they will be the most memorable if you discover their origin and taste them at an original venue.

TRACING WINE STORIES TO THE WORLD'S OLDEST GRAPEVINE

Let an experienced sommelier take you through the vineyards along the famous heart-shaped road. After meeting the local winemakers, he will take you to one of the oldest classic wine cellars whose catacombs extend under the city streets. Just a stone's throw away, **the oldest grapevine in the world** has been growing for nearly 500 years! Enjoy the first-class flavours of the wine country in the Old Vine House.

📍 Maribor

VINTAGE GOURMET TOUR

Take a drive with legendary vintage cars around the most beautiful viewpoints of Istria, which is known for its world-class olive oils. Learn about their flavours, special features and use. **In the largest family-owned oil mill** in Slovenia, mix your own **favourite oil blend** and sample Istrian dishes.

📍 Slovenian Istria

VELENJE UNDERGROUND

After saying the usual miners' farewell of Srečno! (Good luck!), take the oldest lift in Slovenia and descend to an impressive depth of 160 metres below ground! There, **in the deepest dining hall, a four-course culinary experience** awaits, prepared by award-winning chefs. After a ride on the underground train, make a toast to new experiences with a glass of sparkling wine in the Black Changing Room!

📍 Velenje



© Velenje underground



© The Moustache Tour, Ljubljana

TRAVELLING TO DIFFERENT ERAS

In Slovenia, explorers of culture can journey from the prehistoric times of pile-dwellers through the Iron Age, antiquity and the Middle Ages, all the way to modern times. But what makes the experience real is meeting the heroes of different eras in person!

THE STORY OF A SOLDIER FROM THE ISONZO FRONT

On the site of some of the greatest mountain battles of World War I, you will meet a soldier who knows every corner of **the maze of caverns and trenches**. His story will bring to life the time of the Isonzo Front, presented in outdoor museums and the Kobarid Museum. This a powerful story of history and cheese, which are vital elements of life in the valley of the emerald Soča River.

📍 Kobarid, Soča Valley

THE MOUSTACHE TOUR

Cycle to the important points related to the moustached giants of Slovenian culture in the company of a moustached expert. On one of **the best cycling tours in Europe**, you will see Jože Plečnik's architectural masterpieces in Ljubljana, the gallery with the paintings of Rihard Jakopič and the hill where writer Ivan Cankar lived as a star. Prepare yourself for a lesson in the art of moustache styling!

📍 Ljubljana

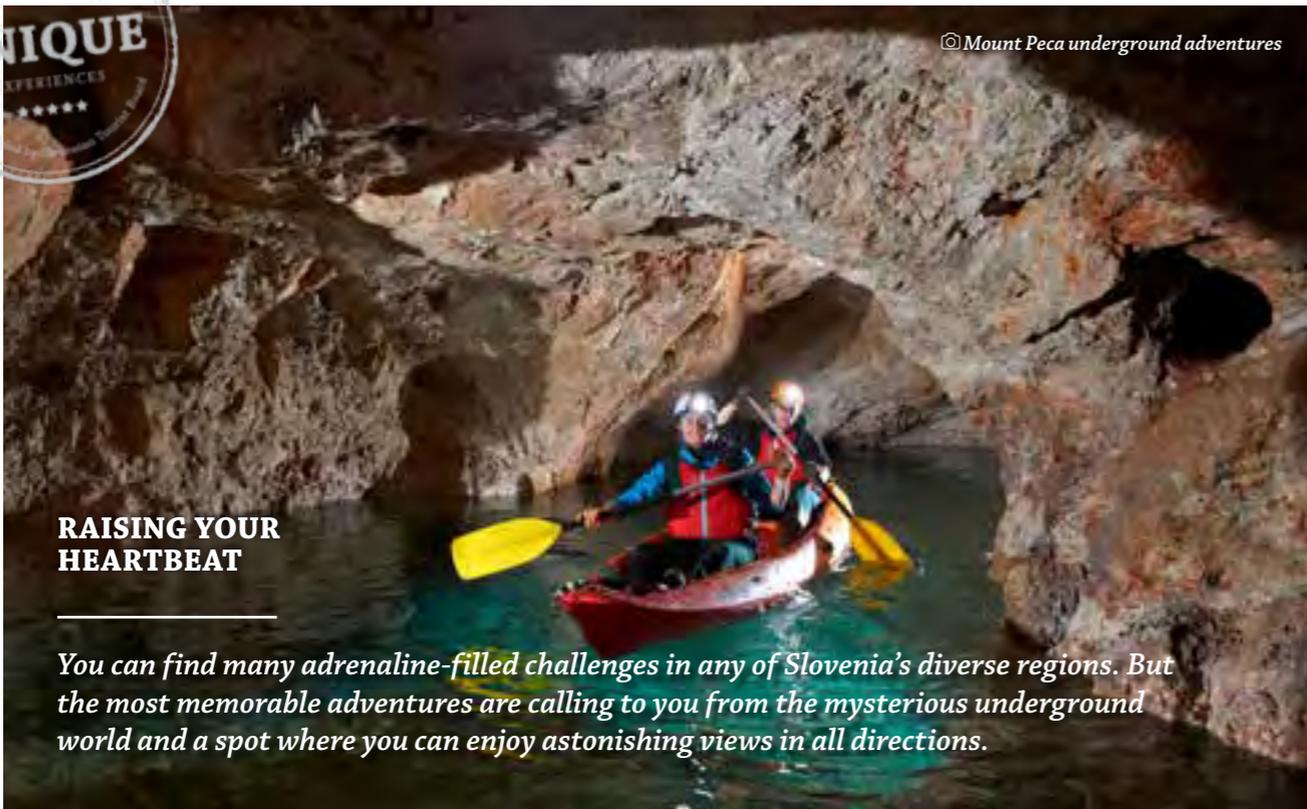
LJUBLJANA CASTLE JUST FOR YOU

Treat yourself to a very private experience of the castle with **live theatrical presentations of the six key periods** of Slovenia's capital performed just for you. Your personal guide will take you past the queue to the funicular railway, up to the castle, to the top of the viewing tower and finally to the castle restaurant, where top chefs will prepare a delicious meal for you.

📍 Ljubljana



© Ljubljana Castle



© Mount Peca underground adventures

RAISING YOUR HEARTBEAT

You can find many adrenaline-filled challenges in any of Slovenia's diverse regions. But the most memorable adventures are calling to you from the mysterious underground world and a spot where you can enjoy astonishing views in all directions.

FOLLOWING IN THE FOOTSTEPS OF THE FIRST CAVE EXPLORERS

Equip yourself *with ropes and a headlamp* and descend into the hidden tunnels of the famous Postojna Cave away from all the visitors. Explore this karst cave as the first cave lamplighter did at the beginning of the 19th century. *Cross the underground lake and river*, guess the age of dripstone formations and visit the home of the fascinating amphibian known as an olm. Make your way out of the cave on the famous cave train.

📍 Postojna

KAYAKING ADVENTURE UNDER MOUNT PECA

Paddle along an underground river to little lakes that are located *as deep as 700 metres below ground!* With a former miner as your guide, explore the excavation sites, tunnels and spacious halls of *the abandoned lead and zinc mine, which is part of the Karavanke UNESCO Global Geopark*. At the end, restore your strength with a traditional miner's meal.

📍 Mount Peca, Mežica

VERTICAL ADRENALINE ADVENTURE

Experience the beauty of mountains like alpine climbers. Bivouac between the earth and the sky! After a ride in a Jeep from World War II, abseil onto *a suspended alpine platform* with outstanding views. Watch a sunrise or sunset from *the middle of an overhanging rock face!* Discover the valley of the Nadiža River and treat yourself to the tasty local dishes.

📍 Soča Valley



© Alpine platform



© Dobrovo Castle, Goriška Brda

EXPERIENCING ANCIENT WISDOM

Slovenia will amaze you with the old skills taught to people by monks through the centuries. Even further back in time stretch the roots of our connection to nature and our surroundings, of what used to be such a simple self-presence and self-awareness.



© Magical world of herbs

MAGICAL HERBS OF THE SAVINJA VALLEY

Awaken your senses with herbs from the garden of the former Benedictine monastery near the largest Slovenian cathedral. Sensory exercises in *the garden with 160 herb varieties* will help you find the right herb for you. Experienced herbalists will guide you in the preparation of culinary delicacies and herbal incense. Enjoy a tea party by the fire!

📍 Gornji Grad

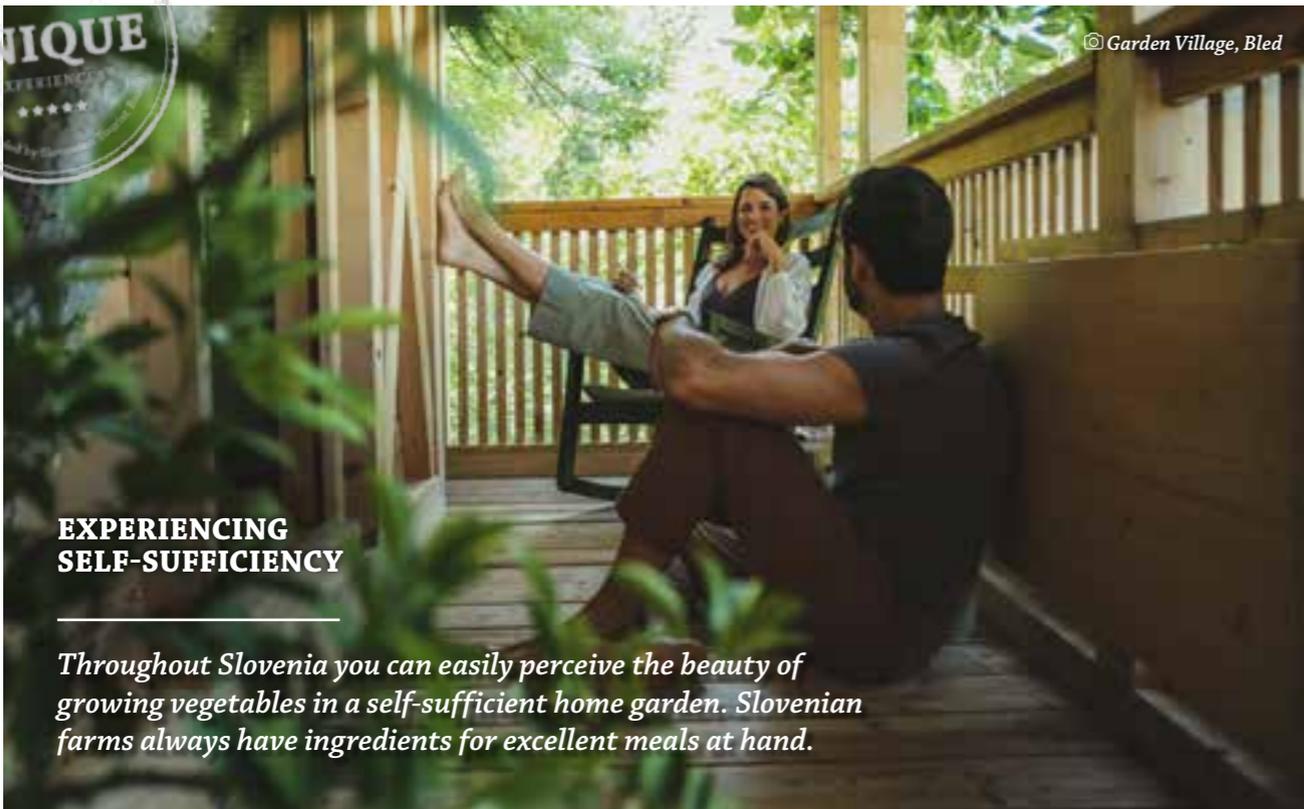
THE MINDFULNESS INTINITI WINE BLISS EXPERIENCE IN GORIŠKA BRDA

In Goriška Brda, Slovenia's renowned wine-growing region, achieve mindfulness in the way of the almost forgotten Staroverci – Old Believers. Between the castle and the cellar, the terraces and olive trees, *use all five senses to connect with the earth, produce, flavours*, sounds and stories. Try the wine from the barrels that the Staroverci smoked with herbs. Celebrate and dance.

📍 Goriška Brda



© Goriška Brda



© Garden Village, Bled

EXPERIENCING SELF-SUFFICIENCY

Throughout Slovenia you can easily perceive the beauty of growing vegetables in a self-sufficient home garden. Slovenian farms always have ingredients for excellent meals at hand.

ACTIVE GETAWAY AMONG THE TREETOPS

The eco village of Garden Village Bled combines *the prestige of cosmopolitan Bled and the beauty of self-sufficiency*. You will have your own house in the treetops and enjoy fresh fruit and vegetables from the resort's own gardens. There is a stream running through the restaurant, grass grows on the tables. Here you can learn how to live in tune with yourself and nature.

📍 Bled

AN UNFORGETTABLE DAY AT THE FONDA FISH FARM

Sail to this *unique sustainable fish farm* in the protected Sečovelje Salt Pans Landscape Park and feed the fish. When you return to land, taste the seabass seasoned with fleur de sel and see for yourself that the Fonda family have succeeded in achieving their goal: *to produce the best farmed fish in the world!*

📍 Sečovelje

DREAMY NIGHTS IN A HAYLOFT AT THE FIRBAS HOMESTEAD

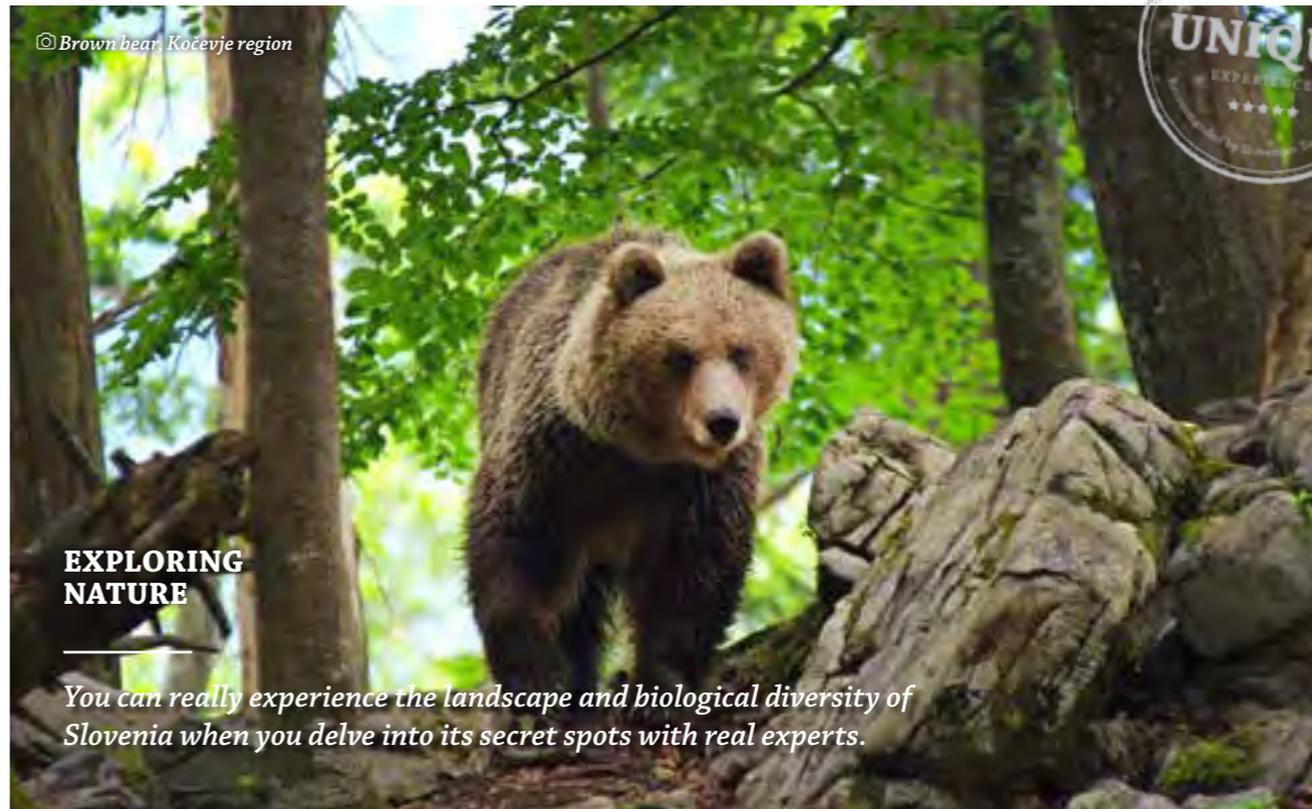
At this homestead, which is a one of the Slovenian Houses of Tradition, they will pamper you with traditional dishes, and in the evening you can take a relaxing bath in an outdoor wooden tub.

The *scent of hay* will lull you to sleep in a luxurious natural bed. In the morning, the hosts will surprise you with a spectacular live breakfast preparation with freshly laid eggs.

📍 Cogetinci



© Firbas Homestead



© Brown bear, Kočevje region

EXPLORING NATURE

You can really experience the landscape and biological diversity of Slovenia when you delve into its secret spots with real experts.

MEET A BEAR IN ITS NATURAL HABITAT

The Kočevje forests are home to the largest brown bear population and the highest number of primeval forest remnants in Europe. Here you will learn *the skills of picking wild edible plants* and how to behave in bear territory. Observe the largest European carnivore in its home! In the company of a hunter and from *the safety of special observatories*.

📍 Kočevje

A NATURAL-SCIENCE-THEMED GETAWAY IN SLOVENIA

Explore the most biologically diverse regions of southern Slovenia with a bird and amphibian expert. Meet *butterflies, wild orchids* and other animals and plants of the unique parts of the Dinaric Karst. Make stops at farm stays and spend an evening in a hunting lookout in bear territory.

📍 Karst

THE SOČA VALLEY – FROM WATER TO BREAD AND MILK

Visit *five hidden sources of crystal-clear* water in one of the oldest national parks in Europe. Learn about herbs and knead them into a dough for sourdough bread at a bread-making workshop. Go on an adrenaline-packed ride down the river and climb *a cheese-making mountain*. Taste what is cooking in a cauldron over an open fire at a mountain cheese dairy. Discover the beauty of the Alps and excellent dishes prepared by a Michelin-star chef.

📍 Soča Valley



© Soča Valley

WORTH A TRY

Just like the Slovenia Unique Experiences, other original tourism products are also worth a try. The Slovenian Tourist Board promotes their development by granting awards for creative achievements and innovative ideas. Meet the winners of 2020!

REGIONAL PROMOTION CENTRE EXPANO, POMURJE HOMESTEAD

Visit the architecturally stunning wooden pavilion by Lake Sobota. The inventive experiential exhibition allows you to feel Pomurje. Holograms, virtual balloon flights, 3D journeys and other special features point you to various places in the region.

TRAVELLING BY ELECTRIC MOTORCYCLES

Among the new products in 2020 is one of the first green motorcycle tours in the world. An innovative and integrated sustainable 10-day adventure will guide you to green providers, destinations and experiences without leaving an unnecessary carbon footprint.

ROBIDIŠČE TRAIL CENTRE

A village with only six inhabitants at the farthest western edge of Slovenia has become an attractive destination for cycling enthusiasts and seekers of village authenticity with its mountain biking centre and accommodation.

FISH & FLY TRIO

Fans of fly-fishing in the heart of Europe can now triple their outstanding Slovenia experiences. Three days of fly-fishing, three indigenous fish species in three Slovenian rivers, three culinary experiences combined with airplane flights.

www.slovenia.info/sejalec-snovalec

Soča Valley

Slovenia has been awarded the prestigious
title of *European Region of Gastronomy 2021*

TASTE SLOVENIA

24 gastronomic regions

*over 400 typical local and
regional dishes and drinks*

3 wine regions

52 wine grape varieties

*5 centuries of the oldest grapevine
in the world from Maribor*



Chef Ana Roš
Hiša Franko, Kobarid



TOP SLOVENIAN CHEFS

SLOVENIA MICHELIN GUIDE 2020 RECOMMENDATIONS



6 Michelin-starred restaurants



9 Michelin Bib Gourmand restaurants



37 Michelin Plate restaurants



Chef Igor Jagodic
Strelec, Ljubljana



Chef Uroš Štefelin
Vila Podvin, Radovljica



Chef Uroš Fakuč
Dam, Nova Gorica



Chef Gregor Vračko
Hiša Denk, Zgornja Kungota



Chef Jorg Zupan
Atelje, Ljubljana



Chef David Vračko
Mak, Maribor



Chef Jure Tomi
Debeluh, Brežice



Gostilna pri Lojzetu
Vipava

Restavracija COB
Portorož

Organic tourist farm Pri Baronu
Planica nad Framom, Pohorje

Eco tourist farm Urška
Križevci, Pohorje

Tourist Farm Šenkova domačija
Jezerko



CHEFS OF THE EUROPEAN REGION OF GASTRONOMY, CREATE IN HARMONY WITH NATURE

Slovenia, European Region of Gastronomy 2021, pampers with its cuisine the most demanding seekers of authentic flavours. The country, which became the world's first green destination, surprises with dishes inspired by local ingredients. The best food prepared in Slovenian kitchens comes from gardens and fields cultivated organically. Top chefs and other gastronomic experts also use the fruits of the forest and other native species that grow in the diverse Slovenian landscapes. The flavours of their dishes are enhanced with salt from traditional Adriatic salt-pans, honey collected by an indigenous species of bee, pumpkin seed and olive oils typical of individual regions, wine, which has been drunk here since antiquity, and water, which earned a special place in Slovenia's Constitution. Supreme quality is ensured by respecting the principles of sustainability and green supply chains. You can indulge in boutique 5-star gastronomic experiences when visiting Slovenian restaurants, which are ranked among the best that European cuisine has to offer.

Discover the special and characteristic features of Slovenian culinary regions, the unique stories of Slovenian gastronomy, select restaurants, the best chefs and original gastronomic experiences at www.tasteslovenia.info.

LOCAL FOOD IN »GOSTILNA« AND AT TOURIST FARMS

The views from the terraces of top-quality restaurants and excellent typical inns (gostilna) – the most recognised catering establishments in Slovenia, which frequently preserve family traditions from generation to generation and usually offer regional dishes and typical beverages, the same is also true for tourist farms – turn the tasting of local and regional cuisine into a first-class experience. The most famous dishes which you can try all year round include:

POTICA

a symbol of Slovenian cuisine and a traditional speciality. With its famous walnut filling and many other fillings, it reigns among different cakes, braid cakes and similar dishes;

PREKMURSKA GIBANICA

a protected sweet festive cake with layers of apple, cottage cheese, walnut and poppy seed fillings;

KRANJSKA SAUSAGE

which is the most well-known Slovenian product with protected geographical indication. It has been popular since 1896. Kranjska sausage goes well with sour cabbage and pickled turnip, which are also typical of Slovenia;

PIRAN SEA BASS

a supreme farmed fish, calamari, stuffed or grilled squid, which together with mussels prepared in various local ways prove that Slovenia is also a sea country.

Dishes typical of each region are further supplemented by excellent beverages: clean drinking water can be found everywhere, famous mineral water, organically produced fruit juices, various types of beer styles, spirits typical of each individual region and of course superb Slovenian wines from three wine-producing regions.

© Typical Slovenian dishes

WINES OF SLOVENIA

White or red, lushly aromatic, strong, full-bodied or light, dry or sweet – no matter what kind of wine you prefer, you will discover your favourite variety in the three wine-growing regions of Slovenia.

PRIMORSKA

The winegrowing region of authentic native varieties.

The vineyards basking in the Mediterranean sun produce excellent red wines, such as Refošk, Teran, Merlot, Shiraz and Cabernet. Gaining in prominence are the characteristic old white varieties, such as the local Rebula, Zelen, Pinela and many others. Visit the House of Refošk in Koper, the winegrowers in Slovenian Istria and Goriška Brda, Karst and the Vipavska areas, the Dobrovo castle cellar and other remarkable features of the Wine Roads.

PODRAVJE

The winegrowing region of noble white wines.

The winegrowing region of noble white wines. The winegrowing hills of eastern Slovenia are renowned for their superior quality white wines as well as for some red wines. What particularly stands out is their quality-tested wines: late harvests, selections, Beerenauslese (BA) wines, ice wines and Trockenbeerenauslese (TBA) wines. The Wine Roads lead to wonders such as the world's oldest grapevine (the Old Vine House in Maribor), one of the biggest tunnel-shaped cellars in this part of Europe (Vinag, Maribor), the cellar with the oldest Slovenian archive wine from 1917 (Ptuj) and many others.

POSAVJE

The winegrowing region of Cviček and other white and red wines.

The land on the right bank of the river Sava boasts Cviček – a registered wine with character, low in alcohol content and with a distinctive acidic taste. There are many who say it has beneficial effects on your health! In addition, the land offers other pleasantly light, rose and white wines. Visit the notable “repnice”, pits dug into quartz sand (Bizeljško) and other first-class wineries, including those housed in the Rajhenburg Castle under Brestanica and other marvels!

© Premium wines

SLOVENIA OUTDOOR

The Alps and the Mediterranean or the Karst and the Pannonian Plain with all their diverse landscapes will spur your desire for outdoor exercise 365 days a year! Wherever in Slovenia you are, you can find a green playground for all sorts of outdoor activities almost on our doorstep.

*More than **10,000** kilometres
of marked hiking trails*

*More than **10** long-distance
cycling trails*

***21** bathing sites on the
Adriatic coast*

*More than **40** paragliding
launch sites*

*More than **5,000** kilometres
of themed trails*

*More than **10**
large ski resorts*

*More than **1,300** lakes
& **300** waterfalls*

*More than **20**
adventure parks*

SLOVENIA OUTDOOR
 www.slovenia-outdoor.com

Discoveries in

PRISTINE NATURE

Take your time to respectfully explore the natural treasures of Slovenia. See for yourself that this green country is one of the most biologically diverse parts of the world. Visit a protected area in nature. Experience authentic connection with the plant and animal world. When visiting parks, respect the rules of the particular protected area.

BE ACTIVE IN EXCEPTIONAL NATURE

PRISTINE NATURE

41.4% of Slovenia is designated as protected areas and Natura 2000 sites.

NATURE PARKS AND RESERVES

15.4% of Slovenia is designated as national, regional and landscape parks, nature reserves and natural monuments.

A COUNTRY OF FORESTS

58.2% of Slovenian territory is covered by forests.

CRADLE OF KARSTOLOGY

There are more than 13,000 karst caves in Slovenia. The beginnings of the study of all karst phenomena are linked to Slovenia.

Act responsibly towards nature!
Let's make sure that Slovenia stays green for future generations.



- 1 Triglav National Park
🌐 www.tnp.si
- 2 Logar Valley Nature Park
🌐 www.logarska-dolina.si
- 3 Kozjansko Regional Park
🌐 www.kozjanski-park.si
- 4 Škocjan Caves Regional Park
🌐 www.park-skocjanske-jame.si
- 5 Notranjska Regional Park
🌐 www.notranjski-park.si
- 6 The Seasonal Lakes of Pivka Nature Park
🌐 www.notranjski-park.si
- 7 Sečovelje Salina Nature Park
🌐 www.kpss.si
- 8 Strunjan Nature Park
🌐 www.parkstrunjan.si
- 9 Škocjanski zatok Nature Reserve
🌐 www.skocjanski-zatok.org
- 10 Debeli Rtič Nature Park
🌐 www.visitankaran.si
- 11 Ljubljana Marsh Nature Park
🌐 www.ljubljanskobarje.si
- 12 Tivoli, Rožnik and Šišenski Hrib Nature Park
🌐 www.kp-trsh.si
- 13 Radensko Polje Nature Park
🌐 www.radenskopolje.si
- 14 Lahinja Nature Park
🌐 www.belakrajina.si
- 15 Kolpa Nature Park
🌐 www.kp-kolpa.si
- 16 UNESCO Global Geopark Idrija
🌐 www.geopark-idrija.si
- 17 Karavanke UNESCO Global Geopark
🌐 www.geopark.si
- 18 Goričko Nature Park
🌐 www.park-goricko.org
- 19 Ormož Basins Nature Reserve
🌐 www.ptice.si



What slovenians love:

HIKING

In Slovenia, you can choose among *more than 50 certified hiking accommodation facilities*. There are as many as *178 mountain huts* offering visitors warm hospitality along the marked mountain trails.

The Alpine Association of Slovenia has *more than 60,000 members*, which makes it the largest sport organisation in Slovenia. Follow its recommendations for a *safe hike in the mountains*. Walk on well-marked and maintained trails.

choose your HIKING CHALLENGE

THE SLOVENIAN MOUNTAIN TRAIL

- 617 kilometres, 35 days
- 55 mountain huts, 21 peaks, 5 Slovenian cities

The longest mountain trail in Slovenia from the Alps to the sea.

JULIANA TRAIL 330/20

- 330 km, 20 stages
- Circular long-distance trail of grand views under Mt Triglav.

One of the World's Best New Long-Distance Hiking Trails for 2021 by Lonely Planet.

ALPE ADRIA TRAIL

- Three countries: Austria, Slovenia and Italy
- In total 750 km, 43 stages
- In Slovenia 145 km

One of the seven most beautiful hiking trails in the world.

VIA ALPINA

- 5 hiking trails
- 5,000 kilometres

Hike Through Eight Alpine Countries.

THE WALK OF PEACE

- On the footpaths of the Isonzo Front
- 120 km, 7 days

Historical trail along the emerald river Soča.

VIA DINARICA

- Dinaric Alps in the Balkans
- 160 km of trails wind through Slovenia

One of National Geographic's top travel destinations in 2017!

www.slovenia.info/hiking

An activity for
any day of the year:

CYCLING

Cycle across the land of cycling champions! At the top of the Union Cycliste Internationale (UCI) ranking of road cycling riders are Slovenians *Primož Roglič, the winner of La Vuelta 2020*, and *Tadej Pogačar, the winner of Tour de France 2020*.

You might also consider trying the *world's first sustainable bike trail* that connects destinations that hold a certificate of sustainability. *Discover 'Bike Slovenia Green'*.

choose your CYCLING CHALLENGE

DRAVA CYCLING ROUTE

- passes through 4 countries: Italy, Austria, Slovenia and Croatia
- the route is 710 km long (145 km in Slovenia)
- scenic stages along Slovenian towns located by the river Drava.

PARENZANA

- along the former railway connecting Trieste with Poreč
 - 123 km kilometres
- the trail along the Slovenian coast is ideal for families

TRANS SLOVENIA 1

- connects Slovenia, Italy and Austria
- from the Julian Alps to the Adriatic Sea
 - seven days for the entire trail in Slovenia

TRANS KARAVANKE

- long distance MTB tour along Karavanke massif
 - 132 km, 5 stages
- Total height difference: 5.700 m

THE SLOVENIAN BICYCLE TOURING TRAIL

- longest European MTB circular biking trail
 - 1,850 km, 41 stages
- Total ascent over 50,000 meters

POHORJE CYCLING TRANSVERSAL

- A diverse 75-kilometre route linking the sports centre
- of the Maribor Pohorje Hills with those of Areh, Rogla,
- the Ribnica Pohorje Hills and Kope.

www.slovenia.info/cycling

Are you a thrill seeker?

ADRENALINE SPORTS

ATTENTION! *Stay safe.* Go in search of adventures that will raise your heart rate with experienced local guides and the appropriate safety gear!

© Soča Valley

choose your ADRENALINE CHALLENGE

TOP ZIPLINES

You can gradually gather up courage for even greater thrills in more than twenty adventure parks that are also suitable for family adventures.

- The largest zipline park in Europe: Učja Canyon, Slovenia
- The world's steepest zipline: Planica, Slovenia

EXCITEMENT IN THE AIR

Some of the most attractive ones in our land of four seasons are the sites in Goriško and Vipavsko, where there can be up to 300 flyable days in a year.

- Paragliding launch sites: more than 40 locations

GO WILD ON RIVERS

Where? In the world-famous adrenaline valley on the emerald Soča River, and on Sava Dolinka, Sava Bohinjka, Savinja and other rivers.

- Raft, kayak, canoe
- Try hydrospeeding, bellyaking, tubing and canyoning (where you climb, swim, jump into water and surmount natural slides and waterfalls with the help of a rope)

FUN IN ADVENTURE PARKS

- More than 20 adventure parks for all generations.
 - Giant swings, finding balance, conquering heights ... you will find all of the above and more in adrenaline and adventure parks scattered all over Slovenia.

🌐 www.slovenia.info/adrenaline

© Škocijan Caves

Exploring mystical underground: CAVING

There is a long tradition of cave exploration in Slovenia as the country has a very extensive subterranean world, particularly in the Karst. In Slovenia, speleologists discover new caves every year; so far, they have discovered over 13.000 of them but only a little more than twenty are open to visitors.

UNFORGETTABLE TOURS OF SOME POPULAR CAVES

- A special cave train will take you to the magnificent sculptures, stalactites, stalagmites, and halls of **Postojna Cave**, the most popular Karst cave in Europe. In the vivarium, you can admire the “human fish” (proteus) and interactively experience Karst phenomena at the Expo Cave Karst exhibition.
- Predjama Castle, the largest cave castle in the world, hides behind its walls an impressive four-level cave, **the second longest tourist cave** in Slovenia.
- One of the largest known underground river canyons in the world can be found in **Škocjan Caves**, inscribed on the UNESCO World Heritage list.
- You'll be taken by boat across emerald green lakes to the site where the remains of a cave bear were found in **Križna Cave**.
- Different coloured underground halls can be admired in **Vilenica Cave**, the first tourist cave in Europe.
- You can see the highest underground waterfall in Slovenia in **Pekel Cave** in the Savinja Valley.
- In **Snežna Cave**, the highest situated tourist cave in Slovenia, it's possible to walk around an ice hall that has an ice pillar even in summer.
- **Kostanjevica Cave** near Kostanjevica na Krki reveals the fauna of the underground world as well as various speleothem forms.

🌐 www.slovenia.info/caves

UNDER GROUND IN A DIFFERENT WAY

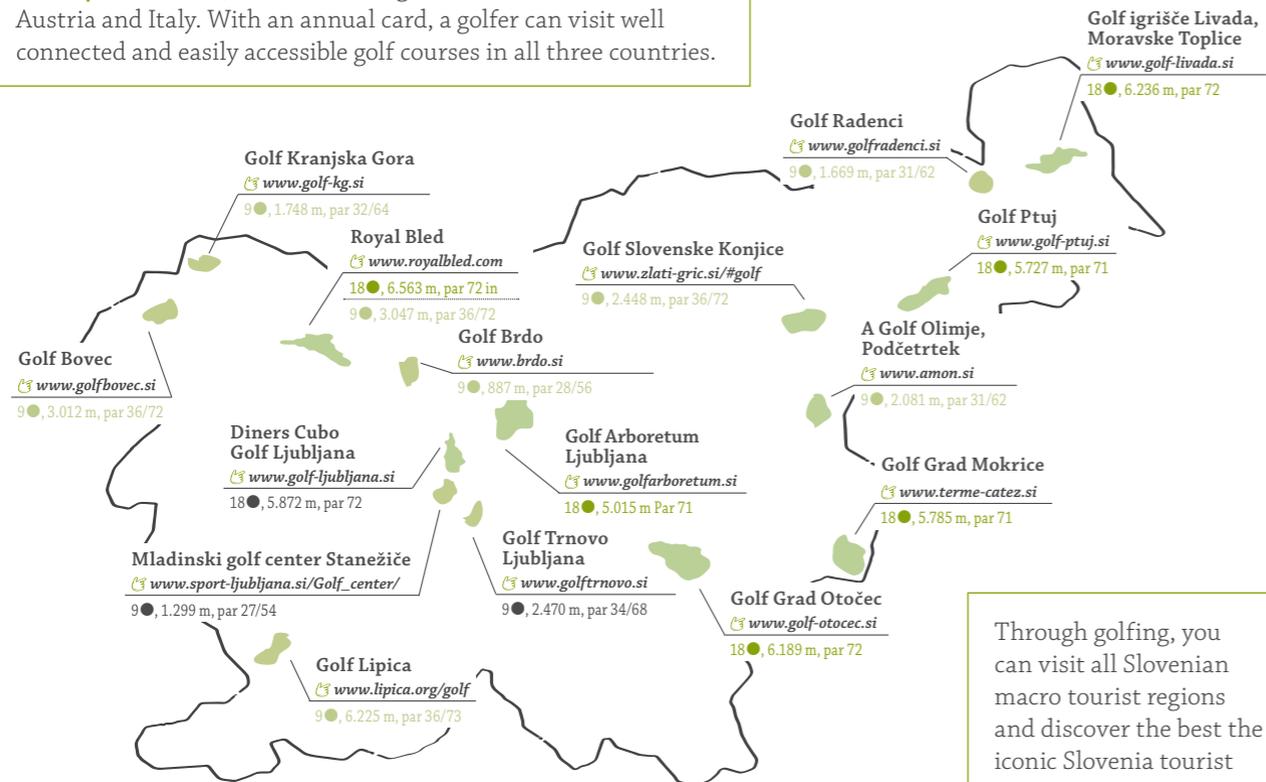
- Explore the tunnels of an abandoned mine by bike and its underground waters by kayak: Podzemlje Pece, Geopark Karavanke.
- Delve into the hidden tunnels of the famous cave equipped with caving gear and headlamp – almost like the first cave explorers: Postojna Cave.

Courses with beautiful views: **GOLF**

Golf has been present in Slovenia since 1937, and today you can enjoy a round on 16 golf courses across the country. Many amateur and professional tournaments – and even European championships in various categories – have been hosted by many of these courses. In 2015, the International Association of Golf Tour Operators (IAGTO) declared Slovenia the Undiscovered Golf Destination of the Year 2015.

© Moravske Toplice

The Alpe Adria Golf Card connects golf courses in Slovenia, Austria and Italy. With an annual card, a golfer can visit well connected and easily accessible golf courses in all three countries.



Through golfing, you can visit all Slovenian macro tourist regions and discover the best the iconic Slovenia tourist places can offer.

www.slovenia.info/golf

In the land of extraordinary waters: **FISHING AND FLY-FISHING**

© Sava Dolinka

On an area of more than 20,000 square kilometres, Slovenia has 27,000 kilometres of water courses and around 1,300 lakes larger than one hectare. There are 93 species of fish living in Slovenian waters, of which 33 are protected. Sport fishing favours 25 fish species. Most of them can also be caught with an artificial fly. Fly-fishing has a more than a 100-year-long history and the Slovenian fly-fishing school is renowned around the world.

SALMONIDS

The waters of the Adriatic catchment area are home to particularly interesting native fish species. One of them is the **marble trout** (*Salmo marmoratus*) – the largest salmonid species in Slovenia. The area of the Soča River and its tributaries is considered the most beautiful fly-fishing district, but it is also worth discovering lesser-known Slovenian rivers.

A typical representative of the Danube river basin is the Danube salmon (*Hucho hucho*), the king of Slovenian waters. The rivers suitable for **Danube salmon** fly-fishing are the Sora, Savinja and Kolpa, but you will have the best chance of success on the Sava Bohinjka River.

CYPRINIDS

Slovenian rivers are also an excellent choice for fishers who like to fish for cyprinids, such as **chub, barbel and carp**, and for **pike**, which are fished with streamers.

Slovenian lakes with large fish are also attractive. The largest carp caught to date in Slovenia weighed more than 34 kilograms!

SEA FISHING

In the Slovenian part of the Adriatic Sea, fishers fish from boats for **garfish, gilthead seabream and red bream**, and out in the open for **Atlantic mackerel and common dolphinfish**. Those who like spinning from the shore catch squid, cuttlefish, and **European seabass** at river estuaries.

There are **12 fishing districts** in Slovenia offering authentic fishing and fly-fishing experiences. Respect the rules of the fishing districts!

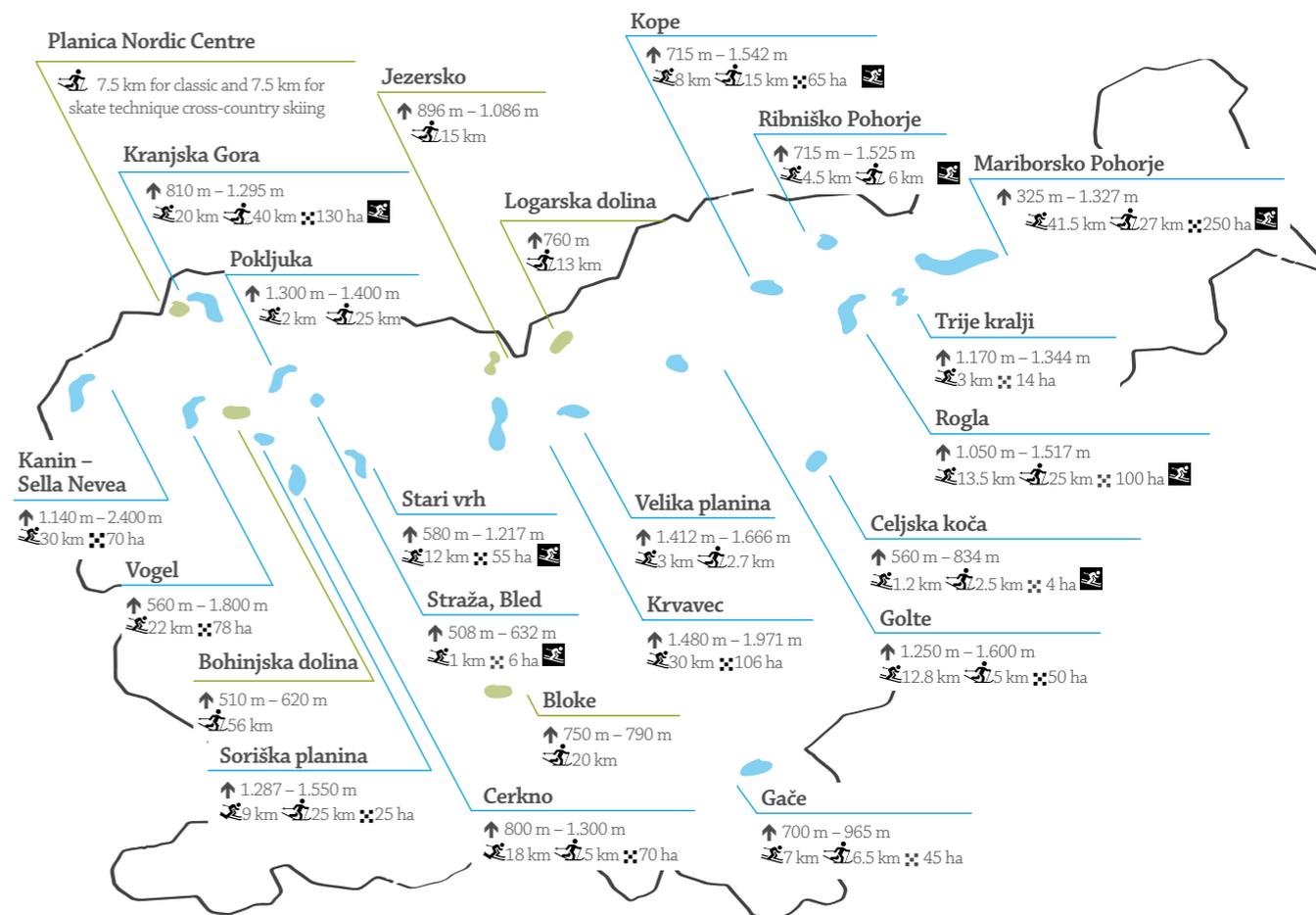
www.slovenia.info/fishing



Recreation in winter:
SKI RESORTS

IN LOVE WITH WINTER

Ten large ski resorts, the Planica Nordic Centre and more than thirty smaller ski resorts and centres for cross-country skiing welcome all types of skiers, cross-country skiers, snowboarders, lovers of sledding, winter hiking and other winter sports, and seekers of less ordinary winter adventures. Slovenia's special advantages are manageable distances and easy access to all major winter centres. Smaller centres all over Slovenia also cater for beginners and families.



LEGEND

- Ski centres
- Centres for cross-country skiing
- ↑ Altitude
- ↕ Length of ski slopes
- ↔ Length of cross-country trails
- ⊞ Ski area
- 🌃 Night skiing

SLOVENIA OUTDOOR
www.slovenia-outdoor.com

SINGLE SKI PASS
Irrespective of whether you choose a mountain tourist and sports centre or any other holiday destination, you can visit several ski resorts with a single skiing ticket called Ski Pass Slovenia. You can choose from individual or family passes that are valid between two and seven days.

4 SEASONS OF FUN
In spring, summer and autumn, larger centres, whose slopes are covered in natural or artificial snow in winter, become interesting starting points for various green and active experiences.



SLOVENIA CITIES & CULTURE

Everything is nearby in the only European country where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. It is only up to a two-hour drive from the capital and Central Slovenia to even the most remote corners of Slovenia. But even a brief encounter with each of them fuels the desire to spend more time discovering its special features and to return to Slovenia.

CITIES & HISTORIC TOWNS

EXPERIENCES OF DIFFERENT AGES

Slovenian cities are small on a global scale, but they offer everything you expect from city life. You can wander through interesting museums and galleries, theatres and exhibitions, churches and castles. You will be fascinated by remains from antiquity and ancient times, its preserved medieval town centres and the original architecture of famous and more contemporary masters. You come across culture at every turn. Summer festivals and numerous events turn streets and squares into the most interesting venues. Markets and city parks invite you to spend time there. Your curiosity will be sparked by the spaces of innovative urban culture. Take a themed guided tour. Experience special stories in popular escape rooms and through playful programmes to discover a city's hidden secrets.



a third
of slovenian cities are
protected as monuments



500 years
from first printed book

THE THREE LARGEST SLOVENIAN CITIES

Ljubljana – the green capital of a green country, the city of Plečnik's architecture and urbanism.

Maribor – the city of the oldest grapevine in the world, surrounded by vineyards and green forests of Pohorje.

Celje – the city of the Counts of Celje, a European aristocratic family.

HISTORIC TOWNS OF SLOVENIA NOT TO MISS

Discover the distinctive features of historic towns from different historical eras and the stories associated with their prominent citizens.

[Brežice](#) | [Celje](#) | [Idrija](#) | [Jesenice](#) | [Kamnik](#) | [Koper](#) | [Kostanjevica na Krki](#) | [Kranj](#) | [Metlika](#) | [Novo mesto](#) | [Piran](#) | [Ptuj](#) | [Radovljica](#) | [Slovenske Konjice](#) | [Šentjur](#) | [Škofja Loka](#) | [Tržič](#) | [Žužemberk](#)

ASSOCIATION OF HISTORICAL CITIES OF SLOVENIA

www.slovenia-historic-towns.com

LIVELY CITY BUZZ

Restaurants open onto streets. Summer street festivals boost the city vibe. Several cities are also known for their casinos. The oldest are in Portorož and Bled. They are especially interesting in Nova Gorica, which with its original concept ranks at the very top of the gambling scene in Europe. Witness the rich festival events in Slovenia. Enjoy the work of top music performers from around the world and the artistic creativity at festivals. Taste Slovenian and global cuisine at diverse gastronomic festivals and experience Slovenian tradition at ethnological festivals. Indulge in children's playfulness in the company of fairy-tale heroes. Which one would you choose?

www.slovenia.info/events



SURPRISING FINDINGS FROM SLOVENIA

An over **50,000-year-old Neanderthal flute** – perhaps the oldest musical instrument in the world. | National Museum of Slovenia
An over **5000-year-old wooden wheel** with an axle from the time of the pile-dwellers | City Museum of Ljubljana





MUSEUMS & GALLERIES

A TREASURE TROVE OF ART FROM PREHISTORIC TIMES UNTIL TODAY.

There are many museums and galleries in Slovenia that deserve your attention in addition to those listed below. They are scattered across the country. Most offer expert guided tours in foreign languages, although groups need to book these in advance.



1,406
exhibitions in museums
and galleries



2,800,899
visitors of museums
and galleries



42,894
guided tours, workshops
and other educational programs

THE NATIONAL MUSEUMS OF SLOVENIA

The National Museum of Slovenia
Ljubljana | www.nms.si

Slovenian Museum of Natural History
Ljubljana | www.pms-lj.si

The Slovene Ethnographic Museum
Ljubljana | www.etno-muzej.si

The Museum of Contemporary History of Slovenia
Ljubljana | www.muzej-nz.si

The Slovenian Theatre Institute – the Theatre Museum
Ljubljana | www.slogi.si

The Slovenian Cinematheque
Ljubljana | www.kinoteka.si

Technical Museum of Slovenia
Bistra | www.tms.si

Slovenian Museum of Christianity
Stična | www.mks-sticna.si

National Gallery of Slovenia
Ljubljana | www.ng-slo.si

The Museum of Modern Art
Ljubljana | www.mg-lj.si

THEMATIC MUSEUMS & EXHIBITIONS

Kobarid Museum
Kobarid | www.kobariski-muzej.si

Slovenian Alpine Museum
Mojstrana | www.planinskimuzej.si

Museum of Apiculture
Radovljica | www.mro.si

The Herman Potočnik Noordung Center of Space Technologies
Vitanje | www.center-noordung.si

The Old Vine House
Maribor | www.staratrta.si

Božidar Jakac Art Museum
Kostanjevica na Krki
www.galerija-bj.si

THE REGIONAL MUSEUMS OF SLOVENIA

The stories of the Slovenian regions are featured at the Museum and Galleries of Ljubljana, the Maribor Regional Museum at Maribor Castle, the Museum of Gorenjska in Kranj, the Celje Regional Museum, the Koper Regional Museum, Goriška Regional Museum at Kromberk Castle, the Museum of Dolenjska in Novo mesto, the Kočevje Regional Museum, the Posavje Museum in Brežice, the Bela Krajina Museum Metlika, the Ptuj-Ormož Regional Museum at Ptuj Castle, the Murska Sobota Museum of Pomurje, the Koroška Regional Museum, and others. www.slovenia.info/museums

Slovenian Fire Fighting Museum
Metlika | www.belakrajina.si

House of Illusions
Ljubljana | www.houseofillusions.si

Expo Cave Karst
Postojna | www.postojnska-jama.eu

Park of Military History
Pivka | www.parkvojaskezkodovine.si

Shells Museum
Piran | www.svet-skoljk.si

Coal Mining Museum of Slovenia
Velenje | muzej.rlv.si

Children's museum Herman's den
Celje | www.muzej-nz-ce.si

Pavilion EXPANO
Murska Sobota | www.expano.si

CASTLES, MANORS, CHURCHES AND MONASTERIES

SLOVENIA BOASTS A RICH CULTURAL TRADITION

Slovenia is rich in castles, manors, fortresses and fortification systems. These were built at various times during the medieval, Renaissance and Baroque periods, and the first traces of their construction date all the way back to antiquity. Quite a few mighty buildings survived the test of time; in these you can now see various exhibitions and shows, listen to concerts, dine, spend the night, or experience the wedding of your dreams. Slovenia is also a land of churches and well-preserved monasteries well worth a visit.



more than 150
castles & manors

CASTLES & MANORS

Bled Castle

📍 Bled | 🌐 www.blejski-grad.si

Ljubljana Castle

📍 Ljubljana | 🌐 www.ljubljanskigrad.si

Predjama Castle

📍 Postojna | 🌐 www.postojnska-jama.eu

Snežnik Castle

📍 Stari trg pri Ložu | 🌐 www.nms.si

Ptuj Castle

📍 Ptuj | 🌐 www.pmpo.si

Velenje Castle

📍 Velenje | 🌐 www.muzej-velenje.si

Bogenšperk Castle

📍 Bogenšperk | 🌐 www.bogensperk.si

Gewerkenegg Castle

📍 Idrija | 🌐 www.muzej-idrija-cerkno.si

Škofja Loka Castle

📍 Škofja Loka | 🌐 www.loski-muzej.si

Sevnica Castle

📍 Sevnica | 🌐 www.grad-sevnica.com

Brežice Castle

📍 Brežice | 🌐 www.pmb.si

Rajhenburg Castle

📍 Brestanica | 🌐 www.gradrajhenburg.si



3000
sacred buildings & 6 basilicas

Podsreda Castle

📍 Podsreda | 🌐 www.kozjanski-park.si

Old Castle Celje

📍 Celje | 🌐 www.grad-celje.com

Negova Castle

📍 Negova | 🌐 www.gradnegova.si

Grad Castle

📍 Grad | 🌐 www.park-goricko.org

Otočec Castle

📍 Otočec | 🌐 www.grad-otocec.com

Strmol Castle

📍 Cerklje na Gorenjskem | 🌐 www.brdo.si

Brdo Castle

📍 Predoslje | 🌐 www.brdo.si

Mokrice Castle

📍 Jesenice na Dolenjskem
🌐 www.terme-catez.si

Prem Castle

📍 Prem | 🌐 www.gradprem.si

SLEEPING IN CASTLES

Something a little extra.
Accommodation where your special wishes are catered for.
🌐 www.slovenia.info/sleepinginthecastle



Žiče Charterhouse
the oldest charterhouse
in Central Europe

CHURCHES

The Basilica of Mary Help of Christians

📍 Brezje | 🌐 www.marija.si

The Basilica of the Virgin Protectress

📍 Ptujška gora | 🌐 www.ptujaska-gora.si

The Church of the Holy Trinity

📍 Hrastovlje | 🌐 www.koper.si

The Church of the Ascension

📍 Bogojina
🌐 www.moravske-toplice.com

The Basilica of the Assumption of Mary

📍 Sveta Gora | 🌐 www.svetagora.si

MONASTERIES

Olimje Minorite Monastery

📍 Olimje | 🌐 www.olimje.net

Žiče Charterhouse

📍 Špitalič pri Slovenskih Konjicah
🌐 www.roglja-pohorje.si

Charterhouse of Pleterje

📍 Šentjernej | 🌐 www.kartuzija-pleterje.si

Stična Cistercian Monastery

📍 Stična | 🌐 www.sticna.si

SLOVENIA UNESCO

UNESCO SITES OF NATURAL, CULTURAL AND INTANGIBLE HERITAGE

There are two natural and two cultural attractions from Slovenia that can be found on the UNESCO *World Natural and Cultural Heritage* List, and another five are currently on the UNESCO Tentative List. *Four special features of Slovenia* are included on the *Representative List of the Intangible Cultural Heritage of Humanity*. Important Slovenian heritage is also included in the global networks of *biosphere reserves, geoparks and internationally important wetlands*. In terms of population, Slovenia is one of the most important guardians of world cultural and natural heritage.

ŠKOCJAN CAVES

Descend 500 steps into the karst cave with *the largest underground canyon* in Europe, 146 metres high, to join *a guided tour*. Deep underground, stalactites, waterfalls, halls and other phenomena created by water await you. The area around the caves is a regional park with educational and cycling trails.

🌐 www.park-skocjanske-jame.si

KROKAR AND SNEŽNIK-ŽDROLCE PRIMEVAL FORESTS

These primeval forests are inscribed on UNESCO World Heritage List as part of the Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe. *People are not to enter* the primeval forests, *but instead should observe them from marked paths* that lead through the Kočevje region, the most densely forested area in Slovenia, and through the Notranjska region. Both are home to the brown bear!

🌐 www.kocevsko.com

🌐 www.zelenikras.si

THE HERITAGE OF MERCURY IN IDRİJA

In Idrija, descend into the second largest mercury mine in the world. *Antonijev rov* (Anthony's Mine Shaft) from 1500 is one of the oldest preserved mine entrances in Europe. In it, a world of mercury droplets awaits you as well as a unique underground chapel. You can learn about the technical heritage in the museum at the Gewerkenegg mine castle and in its surroundings.

🌐 www.visit-idrija.si

PREHISTORIC PILE DWELLINGS IN THE Ljubljana marshes

Of the 40 pile-dwelling settlements discovered near Ljubljana, two areas with the remains of nine settlements are included in the heritage of prehistoric pile dwellings around the Alps. Among the finds from pile dwellings, which are on display in several museums, is *the oldest wooden wheel with an axle* in the world. Themed trails run through the area of pile dwellings in the Ljubljana marshes landscape park.

🌐 www.ljubljanskobarje.si

ŠKOFJA LOKA PASSION PLAY

In medieval Škofja Loka, a more than *900-member cast* performs the oldest preserved dramatic text in Slovenian every 6 years. You can also learn about this living masterpiece, which is part of the intangible cultural heritage of humanity, through a mobile application that guides you *along Romuald's path*. The importance of the passion play is highlighted by the museum collection at Loka Castle.

🌐 www.pasijon.si

DOOR-TO-DOOR ROUNDS OF KURENTI AT PTUJ

Traditional carnival characters, dressed in sheepskin and equipped with cowbells, drive winter away from the oldest Slovenian town. Their door-to-door rounds are part of the intangible cultural heritage of humanity. Meet them at the Kurentovanje celebration in Ptuj, one of the most interesting carnivals in the world. Get to know them on a tour of the museum collection at Ptuj Castle.

🌐 www.visitptuj.eu

BOBBIN LACEMAKING IN SLOVENIA

Making lace by hand by braiding, twisting and weaving threads wound on special wooden sticks called bobbins has an exceptional tradition in several places across Slovenia. The knowledge of lacemaking was spread by a variety of lace schools. *The Idrija Lace School* has been operating continuously for more than 140 years! Enjoy the company of lacemakers at various events and workshops.

🌐 www.visit-idrija.si

🌐 www.visitskofjaloka.si

THE ART OF DRY STONE WALLING

Slovenia is part of a network of eight countries in which the knowledge and techniques of building walls from local stone without the use of any binding material are preserved as intangible heritage of humankind. You can see dry-stone wall constructions while wandering through the Karst region, where they protect pastures, vineyards and cart tracks.

🌐 www.visitkras.info

BIOSPHERE RESERVES

The UNESCO World Network of Biosphere Reserves, which connects ecosystems with exceptional natural and cultural value, includes four regions from Slovenia: *the Julian Alps* with the Triglav National Park, *the Karst* with natural karst phenomena, *Kozjansko and Obsotelje* with meadow orchards and *the Mura River Biosphere Reserve* with the largest Slovenian floodplain forest.



SLOVENIA HEALTH & WELL-BEING

Slovenia is the land of health and well-being. There are many natural health resorts and thermal spa centres around thermal and mineral water springs. In addition to healing waters, beneficial sea and mountain climates, mud and brine from salt pans, natural peat and many other natural factors are used in therapies. Bees and unspoilt nature found throughout Slovenia also lead you on the path to well-being.

SLOVENIAN NATURAL SPAS

The natural therapeutic effects of thermal water, the beneficial effect of sea and mountain climates with aerosols, salt water and saltpan mud, therapeutic peloids and peat are the medicinal substances that can be found in abundance in Slovenian nature and that form the basis for the operation of 13 Slovenian natural health resorts.

NATURAL HEALING RESOURCES

Natural healing resources	Čatež Thermal Spa	Dobrna Thermal Spa	Dolenjske Toplice Thermal Spa	Thermana Laško	Terme 3000 – Moravske Toplice	Olimia Thermal Spa	Portorož Thermal Spa	Ptuj Thermal Spa	Radenci Health Resort	Rogaška Medical Centre	Talaso Strunjan	Šmarješke Toplice Thermal Spa	Zreče Thermal Spa
Cold drinking mineral water									✓	✓			
Thermal mineral water: temp. at source (°C)	42-63	35-36,3	36-38	32-35	62-73	30-44	23	39	41	55		32	34,5
Sea water and brine							✓				✓		
Altitude (m)	142	375	179	230	186	220	0	269	208	228	0	169	395
Climate		✓					✓		✓	✓	✓		✓
Aerosols for inhalation		✓			✓	✓	✓		✓	✓	✓		✓
Healing mud and mineral peloids	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Peat		✓											✓
State-certified health resort	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

INDICATIONS

Indications	Čatež Thermal Spa	Dobrna Thermal Spa	Dolenjske Toplice Thermal Spa	Thermana Laško	Terme 3000 – Moravske Toplice	Olimia Thermal Spa	Portorož Thermal Spa	Ptuj Thermal Spa	Radenci Health Resort	Rogaška Medical Centre	Talaso Strunjan	Šmarješke Toplice Thermal Spa	Zreče Thermal Spa
Cardiovascular diseases							✓		✓	✓		✓	
Rheumatic diseases	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Locomotor system injuries	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digestive system diseases										✓			
Metabolic diseases								✓	✓	✓			
Gynaecological diseases	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Kidney and urinary tract diseases		✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Neurological diseases	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Skin diseases				✓	✓	✓	✓				✓	✓	✓
Neurotic disorders		✓			✓	✓	✓	✓				✓	✓
Respiratory diseases								✓				✓	✓

SLOVENIAN SPAS ASSOCIATION

www.slovenia-terme.si

1 Terme 3000 – Moravske Toplice

www.sava-hotels-resorts.com

2 Radenci Health Resort

www.sava-hotels-resorts.com

3 Ptuj Thermal Spa

www.sava-hotels-resorts.com

4 Rogaška Medical Centre

www.rogaska-medical.com

5 Olimia Thermal Spa

www.terme-olimia.com

6 Zreče Thermal Spa

www.terme-zrece.eu

7 Dobrna Thermal Spa

www.terme-dobrna.si

8 Thermana Laško

www.thermana.si

9 Čatež Thermal Spa

www.terme-catez.si

10 Dolenjske Toplice Thermal Spa

www.terme-krka.si

11 Šmarješke Toplice Thermal Spa

www.terme-krka.si

12 Terme Portorož

www.lifeclass.net

13 Talaso Strunjan

www.terme-krka.si



PREVENTION - MEDICAL WELLNESS

Preserve your health. Prevent diseases.

Programmes for preventing lifestyle diseases take into account the latest medical findings concerning particular indications. They are based on individualised holistic treatment of guests. They combine modern medicine with natural therapeutic factors and traditional medicine experience.



© Rogaška Medical Centre and Donat Mg - natural healing mineral water, the richest in magnesium.

WELLNESS AND SELFNESS

Good well-being = Self-care in Slovenian spas.

With their traditions, Slovenian health resorts have always been connected with the preservation and restoration of health. In the last few decades, their placement in the environment, natural factors and modern professional approach have also made them places for self-discovery. Wellness with pampering, relaxation and treatment programmes are supplemented by selfness programmes – selfness is a lifestyle which puts physical and mental health, and good energy at the centre. Relax with wellness experiences, invigorate yourself with selfness discoveries.

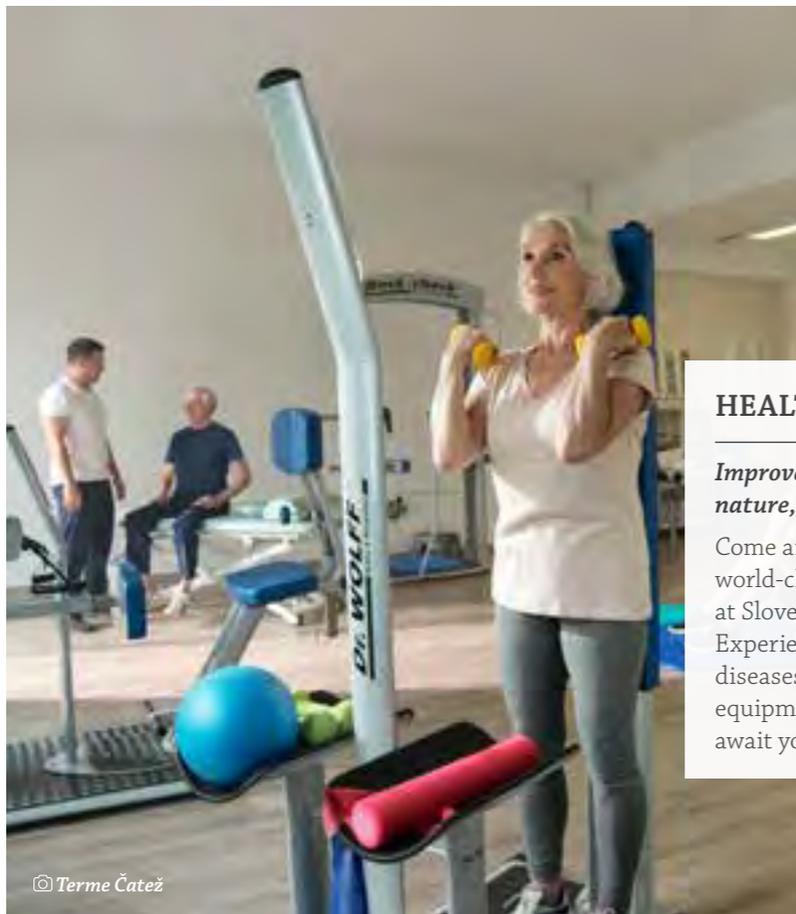


© Terme Olimia

HEALTH TREATMENT

Improve your health with the help of nature, knowledge and experience.

Come and improve your health in the world-class medical centres and clinics at Slovenian natural health resorts. Experienced specialists in various diseases, state-of-the-art diagnostics equipment, and rehabilitation experts await you.



© Terme Čatež

AQUAFUN & THERMAL WATER PARKS

Thermal water parks = Fun experience in spas.

Slovenian spas have an abundance of outdoor and indoor water areas for swimming in all seasons. Moreover, they also have massage and therapeutic pools, and very attractive water parks with slides. Entertainment for children is also available.



© Thermana Laško



THERMAL SPA CENTRES

In addition to natural health resorts, you can discover thermal spas and wellness centres. In Thermal Pannonian Slovenia you can experience the unusual paraffin water of *Terme Lendava* and the black thermal water of *Terme Vivat*. The thermal spa in *Banovci* has a campsite and a nudist area. In *Bioterme Mala Nedelja* you can stay in the hotel or choose to go glamping. Under the mountains are *Terme Topolšica* that offer preventive health programmes, *Terme Snovik* which is specialised in kneipping, and *Terme Cerkno* with apartments with a view of the ski slopes. At the foot of the Posavje mountain range is the thermal resort of *Rimske Terme*, whose story started in Roman times. In the southern part of Slovenia are *Terme Paradiso Dobova*, with a special area dedicated to honey and bees.

Thermal Resort Lendava

www.wellnessresortlendava.com

Terme Vivat

www.vivat.si

Bioterme Mala Nedelja

www.bioterme.si

Terme Topolšica

www.terme-topolsica.si

Terme Snovik

www.terme-snovik.si

Terme Cerkno

www.ski-cerkno.com

Rimske terme

www.rimske-terme.si

Terme Paradiso Dobova

www.paradiso.si

Terme Banovci

www.terme-banovci.si

 [Rimske Terme](#)



APITOURISM

Slovenian beekeepers offer original experiences that strengthen your body and soul. Special api arrangements ensuring your well-being are being developed at their apiaries; in many places, bee-related accommodation is available as well. At an apiary, you can discover the beekeeper's secret of long life by inhaling the wonderful aroma of bee products while listening to the bees' buzzing. Pamper yourself with honey skin treatment, or a honey bath. Take care of your looks, health and well-being with honey wellness, relax in a honey sauna and enjoy a honey massage.

At Slovenia's initiative, the United Nations proclaimed 20 May as World Bee Day, a day for raising awareness about the extraordinary significance of bees for the survival of humankind.

www.apiturizem.si

 [Apitherapy in the apiary](#)



SLOVENIA MEETINGS

Slovenia is an excellent choice for boutique motivational travels, as well as small and medium-sized business meetings and events. When you want to offer your participants even more to do in their free time, the diversity of Slovenia and short distances provide countless options. If you are health and safety conscious, you can rely on the holders of the Safe and Healthy Meetings & Events certificate in Slovenia to meet your requirements.

WHY ORGANISE A MEETING IN SLOVENIA?

EXPERTS IN THE PROFESSION

The Slovenian Convention Bureau is a professional intermediary between organisers and clients for services related to congresses, meetings, events, motivational programmes and travels. As a strategic partner of the Slovenian Tourist Board, it will help you find the best solutions and the most suitable partners for your needs.

PEOPLE, ADAPTABILITY AND QUALITY

The best trait of professionals who will help you realise your ideas in Slovenia is adaptability. They will seek the best solutions with all their heart and an understanding of your needs. Another advantage of Slovenia is the excellent quality-price ratio.

CERTIFIED PROVIDERS AND VENUES

In Slovenia, we follow a personalised approach to achieve an above-standard fulfilment of expectations. When you choose Slovenia, you are inviting your participants to one of the safest countries in the world according to the Global Peace Index. In the current situation, you can also be sure that you are inviting them to a country that is taking all the necessary health protection measures. The Safe and Healthy Meetings & Events certificate awarded by the Slovenian Convention Bureau, in cooperation with the National Institute of Public Health, certifies that the organisers and venues take above-standard measures to ensure the health safety of participants at events.

AN ATTRACTIVELY DIVERSE AND ACCESSIBLE COUNTRY

Slovenia is located at the heart of Europe and is accessible from any part of the world. This geographically diverse country offers a wide range of well-equipped venues for organising small and medium-sized events. In addition to professional and organisational support, all venues provide superb cuisine and possibilities for discovering the authentic specialities of Slovenia, which proudly holds the title of the European Region of Gastronomy 2021.

SURPRISED AND DELIGHTED BY CHOOSING SLOVENIA

Slovenia is still a relatively hidden gem of a destination for business meetings and motivational travels. As one of the most sustainable countries in the world, in recent years it has developed a series of boutique products which make this green country even more attractive. Its flourishing nature allows you to augment your events with memorable outdoor adventures.

SLOVENIAN CONVENTION BUREAU

www.slovenia-convention.com



7 INNOVATIVE CHOICES FOR MEETINGS IN SLOVENIA

OUTDOOR MEAL WITH LIPIZZANER HORSES

After experiencing the stories of Lipica, the oldest European stud farm for white Lipizzaners, surprise your guests with a pop-up picnic under the trees. The participants will enjoy the culinary delights of your choice while watching the herd in the paddock.

VINTAGE CAR RALLY OF SURPRISES

Participants, equipped with navigation iPads, go on a ride with vintage cars from Ljubljana to Kras and Istria. Along the way, they discover attractive spots and enjoy private viewings and tastings. They conclude the rally with a dinner and a surprising event on the pier in Portorož.

MEDIEVAL GAMES IN BLEĐ

At Bled Castle, participants are welcomed by castle lords and ladies. They then invite them to watch sword fights, dancing and other medieval games. The experience is topped off by a medieval feast. During the warm months, the feast is served on the castle terrace with the view over the lake, the island and Alpine peaks.

WINTER CHALLENGES

Pick fun challenges of the snowy Alpine Slovenia in the regions of Bled, Bohinj, Kranjska gora, and Maribor and Pohorje. Provide participants with an opportunity to enjoy snowshoeing, sledging or meeting rescue dogs. Round off your adventures with a meal in a gondola, a picnic in the snow or an après ski party with a DJ.

APICULTURALLY WITH BEES

Provide participants with the opportunity to meet a beekeeper by their bee house. In addition to the tastings of honey and honey delicacies, experiences in the Alpine Slovenia can include various beekeeping tasks – from painting beehive panels to planting honey plants or making honeybread.

THE CAPITAL IN A DIFFERENT WAY

You can offer your participants unusual tailor-made ways of discovering Ljubljana. For example, themes of social responsibility can be linked with learning about urban beekeeping or discovering the invisible Ljubljana with Kralji ulice (Kings of the Street) – representatives of homeless people. The experiences that combine various activities with cuisine will awaken all your senses.

UNIQUE EXPERIENCES YOUR WAY

The most original 5-star programmes of unique experiences can serve as an inspiration for your own incentive programme. The most authentic experiences bearing the Slovenia Unique Experiences label, which are only available in Slovenia (see page 26-33), can be fully customised to your requirements. Surprise participants with such an original Slovenian experience!



4 TOURIST AREAS FOR 365 DAYS OF EXPERIENCES

Everything is nearby in the only European country where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. It is only up to a two-hour drive from the capital and Central Slovenia to even the most remote corners of Slovenia. But even a brief encounter with each of them fuels the desire to spend more time discovering its special features and to return to Slovenia.



TOP 5

things to do

COSMOPOLITAN IN BLEĐ.

Let a pletna boat take you to Bled Island. Ring the church bell for good luck. Visit Bled Castle for the best views. Taste Bled cream cake.

RESPONSIBLE IN BOHINJ.

A place in the Triglav National Park is a place of responsible mobility Alpine Pearls. Come by public transport. Climb on the museum train on the scenic railway line. Visit the International Wild Flower Festival.

NATURAL IN THE TRIGLAV NATIONAL PARK.

Neat trails lead you to treasures of nature. Watch animals and take pictures of them on tours with guides. See multi-image presentations and exhibitions at information centres.

IN TOUCH WITH WATER IN THE SOČA VALLEY.

Experience rafting, canyoning and other water sports. Visit natural swimming pools, treat yourself to some fishing. See the Soča River from the air or from vantage points along hiking trails.

VISTAS IN THE LOGAR VALLEY.

Let the views of one of the most beautiful glacial valleys in Europe astonish you on the Solčava panoramic road. Go to the Rinka Waterfall, visit homesteads with old crafts.



© Jezersko

ALPINE SLOVENIA

BLEĐ

an image of paradise, with its beauty and sustainable way ranks among top 10 destinations according to Lonely Planet. Lake Bled under the peaks of the Julian Alps and the castle perched on a cliff make it one of the most beautiful Alpine resorts in Europe. Thanks to its mild climate, it has the longest bathing season.

www.bled.si

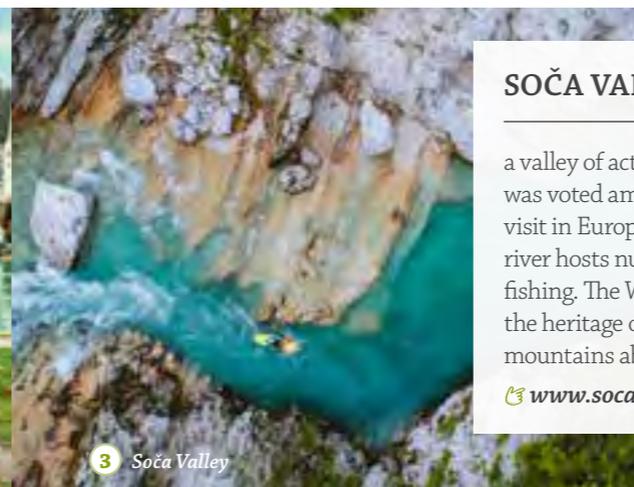


1 Bled

SOČA VALLEY

a valley of action, energy and discoveries was voted among the 10 best destinations to visit in Europe in 2021. The emerald-green river hosts numerous water sports and fishing. The Walk of Peace, which unveils the heritage of World War I, runs along the mountains above the river.

www.soca-valley.com

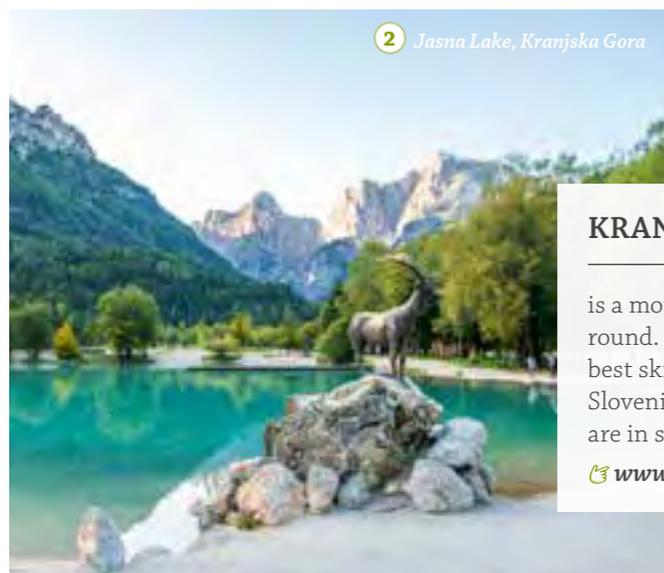


3 Soča Valley

KRANJSKA GORA

is a mountain tourist and sports resort attractive all year round. In the winter, Alpine skiers compete here and the best ski-jumpers set records in nearby Planica. The highest Slovenian road pass is ready for cyclists and many attractions are in store for hikers.

www.kranjska-gora.si



2 Jasna Lake, Kranjska Gora

BOHINJ

is a valley of Eden embraced by the Julian Alps. Lake Bohinj in the very heart of the Triglav National Park, one of the oldest national parks in Europe, is the largest Slovenian natural lake.

www.bohinj.si



4 Bohinj

CERKNO

Gorges and canyons, just like the one in which the famous Franja Partisan Hospital is located, are one of the many faces of Cerkno, which will surprise visitors with its special Shrovetide ('Pust') traditions, an archaeological site where the oldest flute in the world was found, a family friendly ski centre, and new ways of experiencing selfness in the forest.

www.visitcerkno.si

5 Franja Partisan Hospital



9 Lovrenška Lakes, Rogla



ROGLA - POHORJE

attracts visitors with its extensive forests, peat bog and lakes. One of the attractions inviting you to visit the ski centre on Rogla and the spa in Zreče is also the Pohorje Treetop Walkway on a wooden construction 20 metres above the ground. Near Slovenske Konjice are the Žiže Charterhouse and the oldest inn in Slovenia, and not far away also KSEVT, the Cultural Centre of European Space Technologies.

www.destinacija-rogla.si

10 Maribor



RADOVLJICA

a medieval town with a moat and views of the Karavanke Alps, is known today as Sweet Radovljica (Radol'ca). The tradition of beekeeping and honey is supplemented with new sweet experiences.

www.radolca.si



6 Radovljica

MARIBOR - POHORJE

Maribor, the city with the oldest vine in the world, is an excellent starting point for exploring eastern Slovenia. On one side, it touches the Pohorje Hills, which have ski centres and hiking and cycling trails, and on the other it continues into areas famous for wine growing.

www.visitmaribor.si

KRANJ

has always been the capital of the Slovenian Alps and is considered the cultural heart of Slovenia for the greatest Slovenian poet France Prešeren. The special feature of the town is a river canyon in the town centre.

www.visitkranj.com

7 Kranj

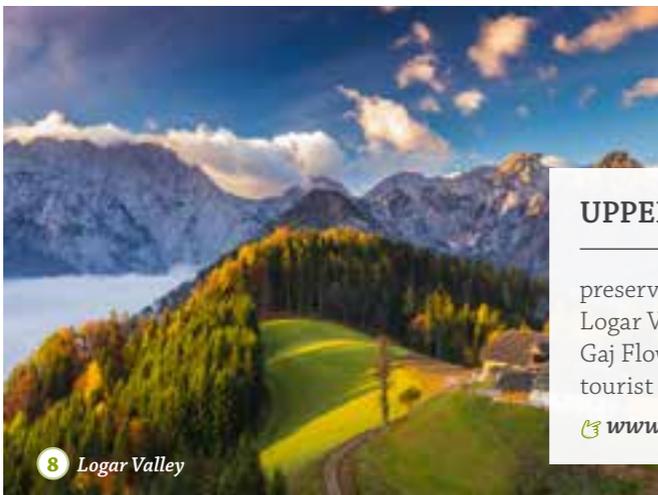


UPPER SAVINJA VALLEY

preserves the essence of Alpine life. Feel nature in the iconic glacial Logar Valley, on tours to the Kamnik - Savinja Alps, in the Mozirski Gaj Flower Park and in Snežna jama Cave, the highest located tourist cave in Slovenia.

www.visitsavinjska.com

8 Logar Valley



11 Koroška

KOROŠKA

a hilly region with mighty forests, charms with the treasures of the UNESCO Global Geopark Karavanke, with the Topla Nature Park and the mining underground world of Peca. You can also travel along it by bike and kayak.

www.koroska.si



TOP 5

things to do

WORLD FAMOUS.

A train on the oldest cave railway in the world will take you among the stalagmites and stalactites of Postojna Cave. A trail with a bridge that is 50 m above the bed of an underground river will lead you to the underground canyon in Škocjan Caves.

MEDITERRANEAN TOWNS.

Discover the differences between the medieval towns of Piran and Koper. Meet the health resort tradition and the cosmopolitan coastal area of Portorož, and the fishing tradition of Izola. Go to Istria, the green outskirts of coastal towns.

TRADITIONAL SALT PANS.

Visit the Sečovlje Salt Pans which are among the oldest still operational salt pans in the world. Ride a bike to the Museum of Saltmaking and relax in a wellness resort – outdoors, in the salt pans.

NOBLE HORSES.

After seeing the oldest stable of white Lipizzaner horses in Lipica in the Karst, treat yourself to a show of the Classical Riding School, visit a museum, ride a horse around the region or take a carriage ride.

DIFFERENT ARCHITECTURE.

Learn about the original creations of the architect Maks Fabiani during a guided tour of medieval Štanjel in the Karst. Check out the Ferrari Garden and enter the Karst House, the oldest building in Štanjel.

MEDITERRANEAN & KARST SLOVENIA

© Cerknica Lake

IZOLA

is a town with a fishing tradition. Special experiences of the sea are provided by the legendary sunken ocean liner and a marine archaeological park. The Strunjan Cliff invites you to hikes in nature, while the green outskirts are famous for wine-growing and olive treegrowing.

www.visitizola.com



1 Izola

KOPER

is a town of a hundred suns which adorn the medieval Venetian palaces. The sun warms up the lagoon of the Škocjanski Zatok Nature Reserve with hundreds of birds, the Karst Edge and world famous climbing areas. Istrian cuisine draws you to numerous events.

www.koper.si

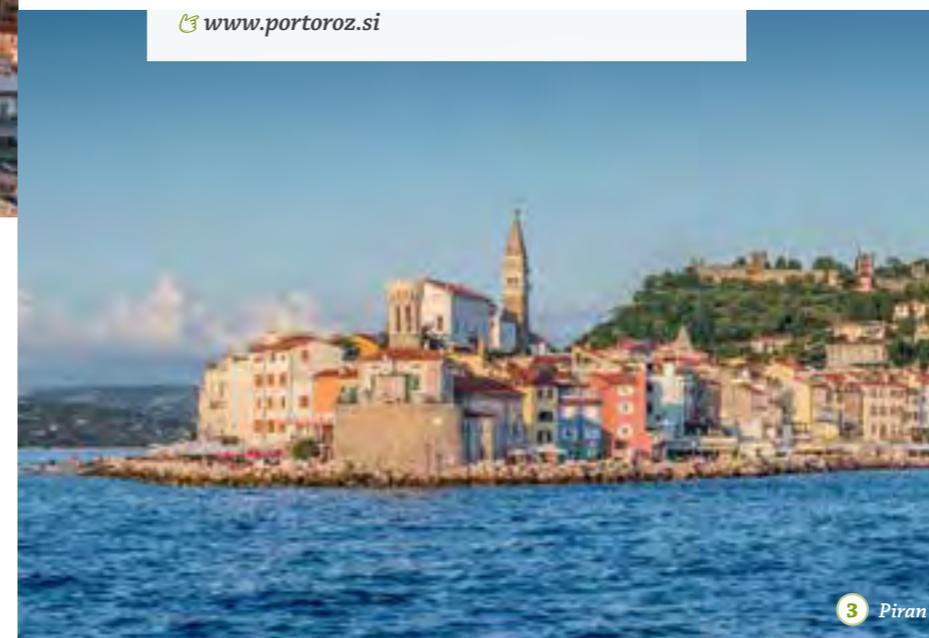


2 Koper

PORTOROŽ AND PIRAN

are surrounded by salt pans from both sides. The value of the famous salt made the medieval rise of the picturesque Piran. In cosmopolitan Portorož, salt is today part of wellness options, one of the most complete in Europe.

www.portoroz.si

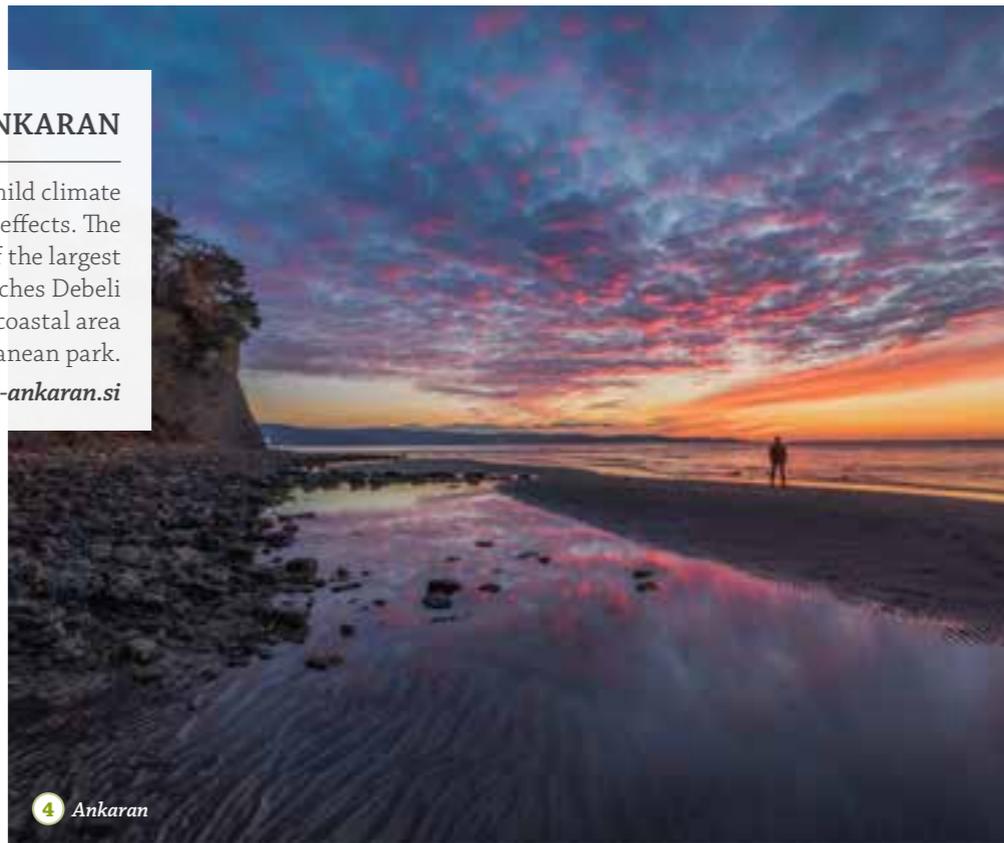


3 Piran

ANKARAN

is renowned for its mild climate with favourable health effects. The town which hosts one of the largest campsites in Slovenia touches Debeli rtič which is a protected coastal area with a Mediterranean park.

www.obcina-ankaran.si

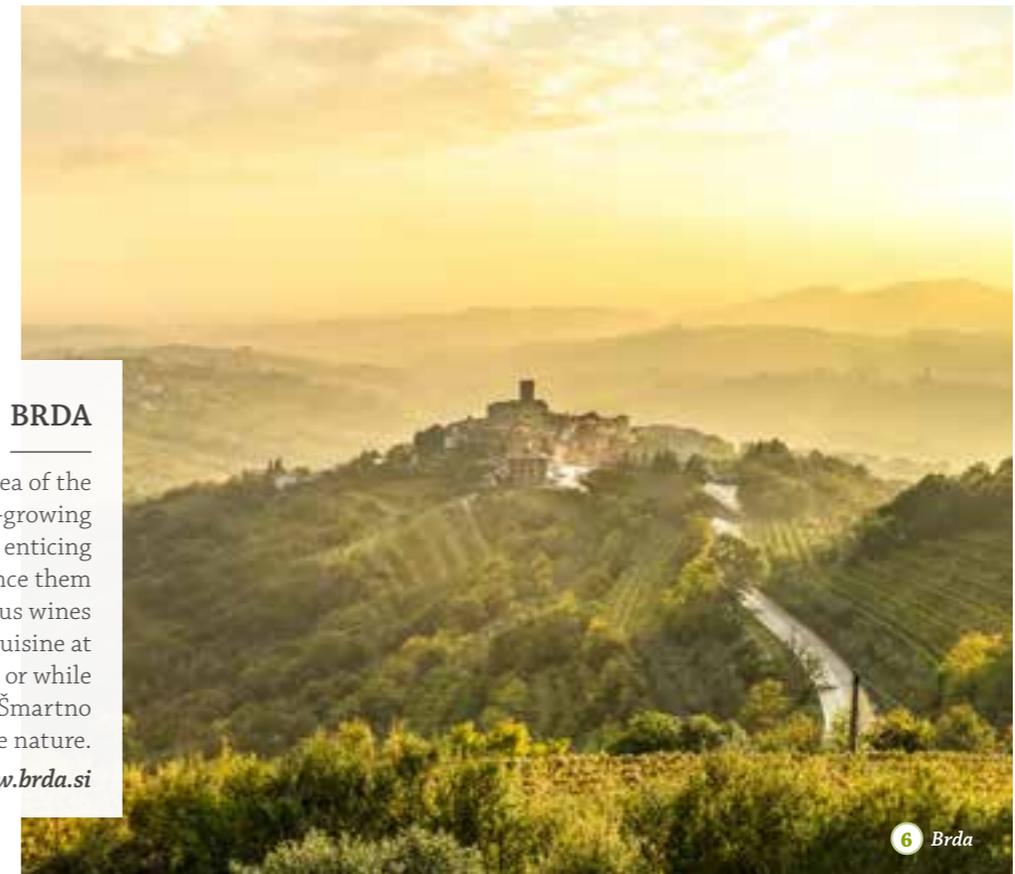


4 Ankaran

BRDA

the most famous area of the Primorska wine-growing region, is a land of enticing moments. Experience them while tasting famous wines and the Brda cuisine at traditional holidays or while exploring medieval Šmartno and the nature.

www.brda.si



6 Brda

THE KARST

surprises with Postojna Cave, which is the most visited cave in Europe, Škocjan Caves with an extraordinary underground gorge and other world famous special features. Lipica has been the original stud farm of white Lipizzaner horses since 1580. Štanjel is the architectural gem of the Karst. Be stunned by the intermittent Lake Cerknica. Once the water from the karst underground fill it up, you can go for a boat ride on Slovenia's largest lake. In Pivka, go on board a submarine and see the items displayed in the Park of Military History. Culinary offer can be found along the Brkini Fruit Road and the Karst Wine Route

www.zelenikras.si

www.visitkras.info



5 Postojna Cave



7 Vipava valley

NOVA GORICA AND THE VIPAVA VALLEY

are a crossroads of diversity on the border – without borders. In the Transalpina Square, you can stand in two countries at the same time. The traditions of the fruit-growing and wine-growing valley are enriched with casino experiences.

www.novagorica-turizem.com

www.vipavskadolina.si



THERMAL PANNONIAN SLOVENIA

© Watchtower Vinarium, Lendava

TOP 5 things to do

HEALTHY WATERS.

In addition to thermal and mineral water, this is also home to famous mineral waters Donat Mg and Radenska. Treatment, prevention and medical wellness programmes in health resorts include, in addition to healing waters, the benefits of the climate, peat, healing mud and other natural factors.

RELAXATION IN THERMAL WATER.

This part of Slovenia is home to 13 Slovenian natural thermal spas and many wellness resorts. Wellness and selfness programmes, swimming and entertainment in swimming pools with water attractions ensure an excellent break.

CASTLES AND CONVENTS.

In addition to historical towns, Ptuj and Celje castles and a set of castles in the Posavje region, various convents and monasteries related to the traditions of herbalism, cheese making, chocolate making etc. are also worth visiting.

LOCAL DELICACIES.

The cuisine is based on local ingredients and hundreds of years old recipes. The best addition to dishes are top local wines from the Podravje and Posavje wine-growing regions, Slovenian special wine Cviček and beer made from Slovenian hops.

ACCOMMODATION AMONG NATURE.

A hotel in a thermal spa or a town, a tourist farm, an apartment, camping or glamping – you are in touch with nature anywhere you choose. This is demonstrated by environmental certificates for high-quality accommodation.



PTUJ

is an old town of new experiences. The castle above the town of the oldest wine cellars overlooks the streets with one of the most interesting carnivals in the world, which is entered in the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity. The Ptuj Thermal Spas is nearby.

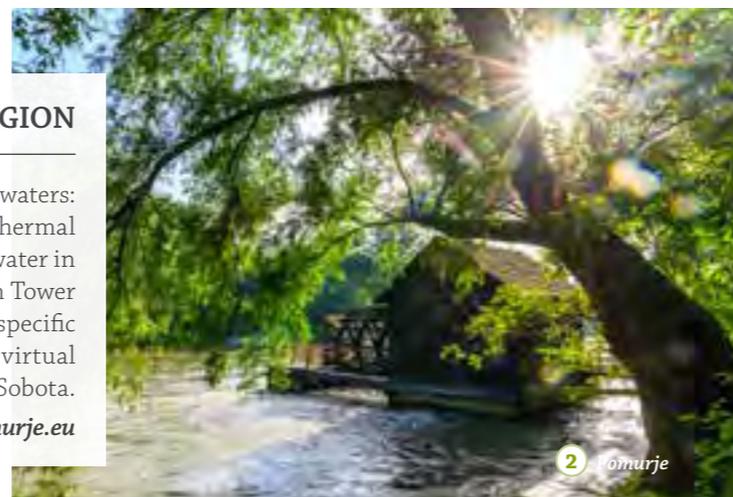
🌐 www.visitptuj.eu

1 Ptuj

THE POMURJE REGION

Feel the difference between the various Pomurje healing waters: black thermo-mineral water in Moravske Toplice, thermal and drinking water in Radenci and green paraffin water in Lendava. Here, you can also climb to the top of Vinarium Tower offering a stunning view of four countries. Discover the specific features of the landscape by the Mura River in the many virtual presentations of the Expano pavilion in Murska Sobota.

🌐 www.visitpomurje.eu



2 Pomurje



3 Velenje Castle

VELENJE AND TOPOLŠICA

invite you to the town of the unique underground Coal Mining Museum and to a Topolšica Thermal Spa in the midst of green forests. Velenje has an attractive beach by the lake and hosts the largest children's festival in Slovenia.

🌐 www.velenje-tourism.si

DOBRNA

is a place with the oldest Slovenian thermal spa linked to the centre with a mighty chestnut alley, while pleasant walking and educational forest trails link it to the energy park, green nature and attractions in the surroundings.

www.dobrna.si

4 Dobrna Thermal Spa

CELJE

is the town of the Counts of Celje on account of one of the most powerful European noble families. The Old Castle of Celje and the town centre are surrounded by a green environment where you can take an active break. Hop-growing Žalec is home to the internationally known attraction the Green Gold Fountain.

www.travelcelje.com

5 Celje

LAŠKO

is the confluence of well-being and health, brewing, beekeeping and herbalism. In the town below a castle, the Thermana Laško Thermal Spa is located right next to the Savinja River, and the Rimske terme Spa is not far away.

www.lasko.info

6 Thermana Laško

DOLENJSKA

a region of thermal springs along the Krka River, invites you to from the thermal spas of Šmarješke Toplice and Dolenjske Toplice and to Novo mesto with its globally important archaeological heritage. The quirky Slovenian wine called Cviček is produced around the town of situlae.

www.visitdolenjska.eu

7 Novo mesto

ROGAŠKA SLATINA

is a place of glass production and unique mineral water Donat Mg which contains the most magnesium in the world. The promenade among the Secession buildings has been connecting a health resort and a top medical centre for centuries.

www.rogaska-tourism.com

8 Rogaska Slatina

THE POSAVJE REGION WITH THE ČATEŽ THERMAL SPA

is full of opportunities for experiences 365 days a year. The largest thermal riviera is near the confluence of the Sava and Krka rivers, which are the longest Slovenian rivers. The area is also home to six picturesque castles.

www.posavje.com

9 Čatež Thermal Spa

10 Olimje Minorite Monastery

PODČETRTEK

Podčetrtek, the European Destination of Excellence 2019, lies at the very heart of the region by the Sotla River. The Terme Olimia spa and the village of Olimje with its monastery and one of Europe's oldest apothecaries beckon visitors to stop by. Here, you can also discover the distinctive features of the UNESCO Kozjansko and Obsotelje Biosphere Reserve and the Kozjansko Regional Park with meadow orchards and Podsreda Castle. .

www.visitpodcetrtek.com



LJUBLJANA & CENTRAL SLOVENIA

© Ljubljana

TOP 5 things to do

MOST URBAN.

Discover Plečnik's Ljubljana in the cultural centre of Slovenia. Ascend to the castle, take a boat ride on the river, visit museums and galleries, enjoy festivals and numerous events.

SHEPHERD'S LOVE.

While strolling around the old centre of Kamnik and along the Velika Planina Plateau, taste Trnič cheese, which used to be an expression of a shepherd's love for a girl in the valley, and other typical dishes from Kamnik.

PREHISTORIC PILEDWELLINGS.

With remnants of the prehistoric culture of pile dwellers and the discovery of the oldest wheel in the world, the Ljubljana Marshes are part of UNESCO heritage. Educational and other trails run along the wetland.

MYSTERIOUS FORESTS.

You can discover the most pristine nature and primeval forests during short or multi-day hikes on well-marked trails in the Kočevje region. Taste the forest honey from the Kočevje region with protected designation of origin.

INSPIRED BY THE RIVER.

The Kolpa River, which is the warmest Slovenian river providing plenty of opportunities for water sports, is one of the European destinations of excellence in Slovenia. The crossroads of three religions and five nationalities captivates with experiences of folk tradition.



LJUBLJANA

is the green capital of a green country. The image of the town by a river with picturesque bridges and a marketplace was designed by the famous architect Jože Plečnik. The town of a thousand events is surrounded by parks and natural protected areas.

www.visitljubljana.com

1 Ljubljana

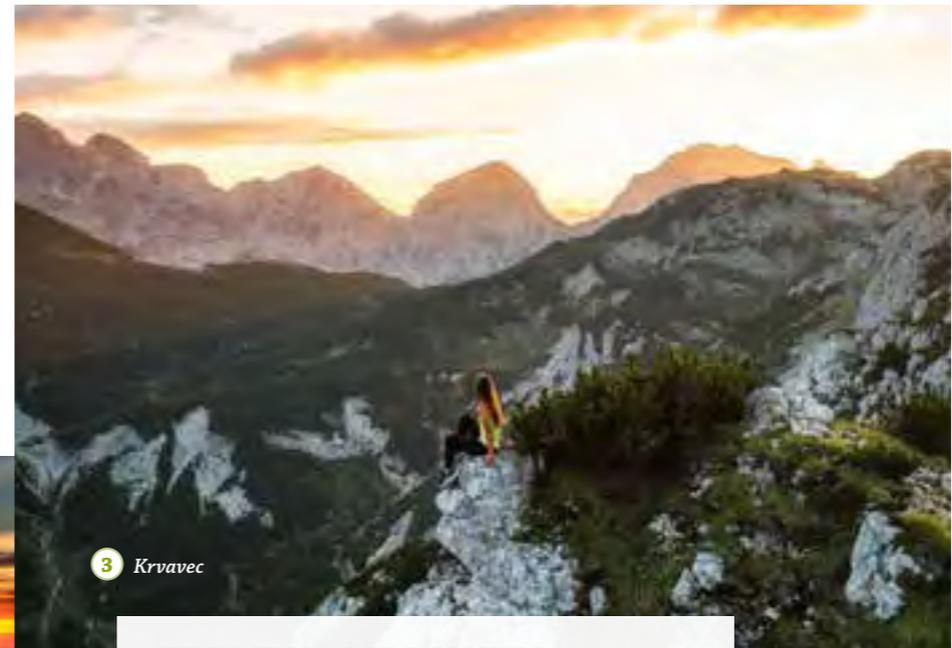


2 Velika planina

KAMNIK

is a medieval town with two castles, a convent and a picturesque street of craftsmen. It is inseparably connected with the Velika Planina Plateau and its shepherds. It only takes a few minutes for you to reach the largest Slovenian botanical garden and the Terme Snovik Spa, the spa closest to the capital.

www.visitkamnik.com

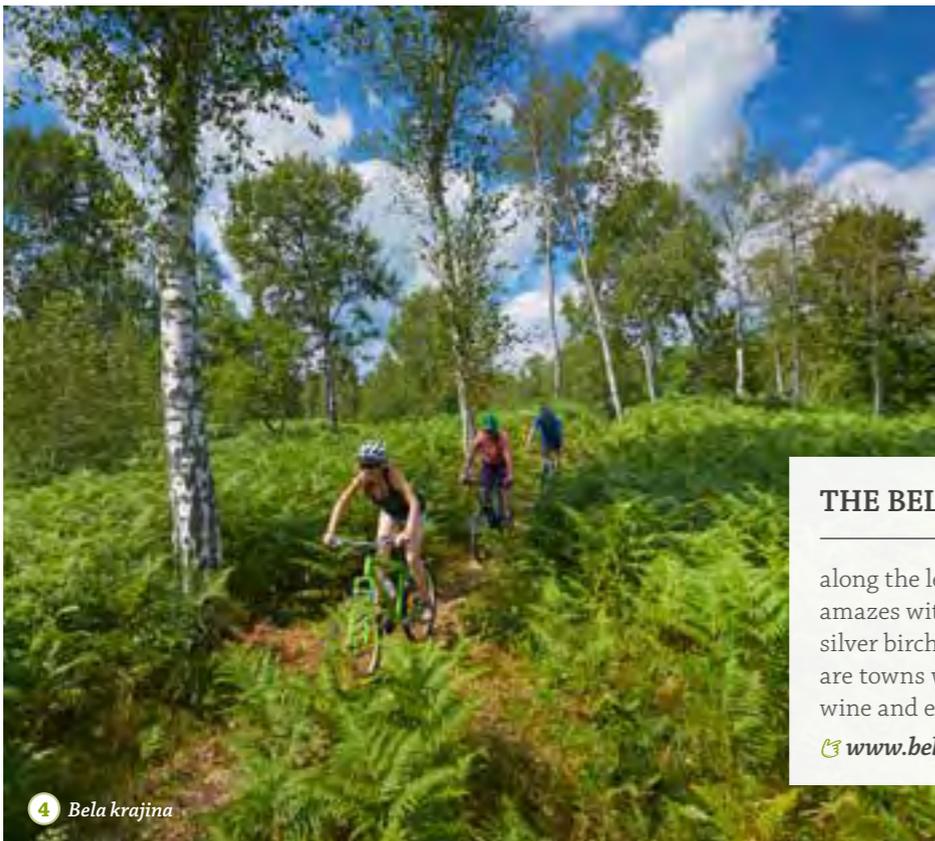


3 Krvavec

CERKLJE NA GORENJSKEM

is a starting point for hiking and biking trails and ascents to Krvavec where you can ski in winter. In addition to many churches, a special attraction is Strmol Castle, one of the oldest preserved castles with extraordinary stories of contemporary history.

www.tourism-cerklje.si



4 Bela krajina

THE BELA KRAJINA REGION

along the legendary border river Kolpa amazes with images of litter meadows full of silver birches. Črnomelj, Metlika and Semič are towns with quirky folklore, handicrafts, wine and excellent dishes.

www.belakrajina.si



6 Škofja Loka

ŠKOFJA LOKA

is the picturesque medieval set of the Škofja Loka Passion Play, on UNESCO's List of the Intangible Cultural Heritage of Humanity. One town, two valleys, three mountain ranges provide countless stories of all types of creativity: from artistic and handicraft to culinary.

www.visitskofjaloka.si



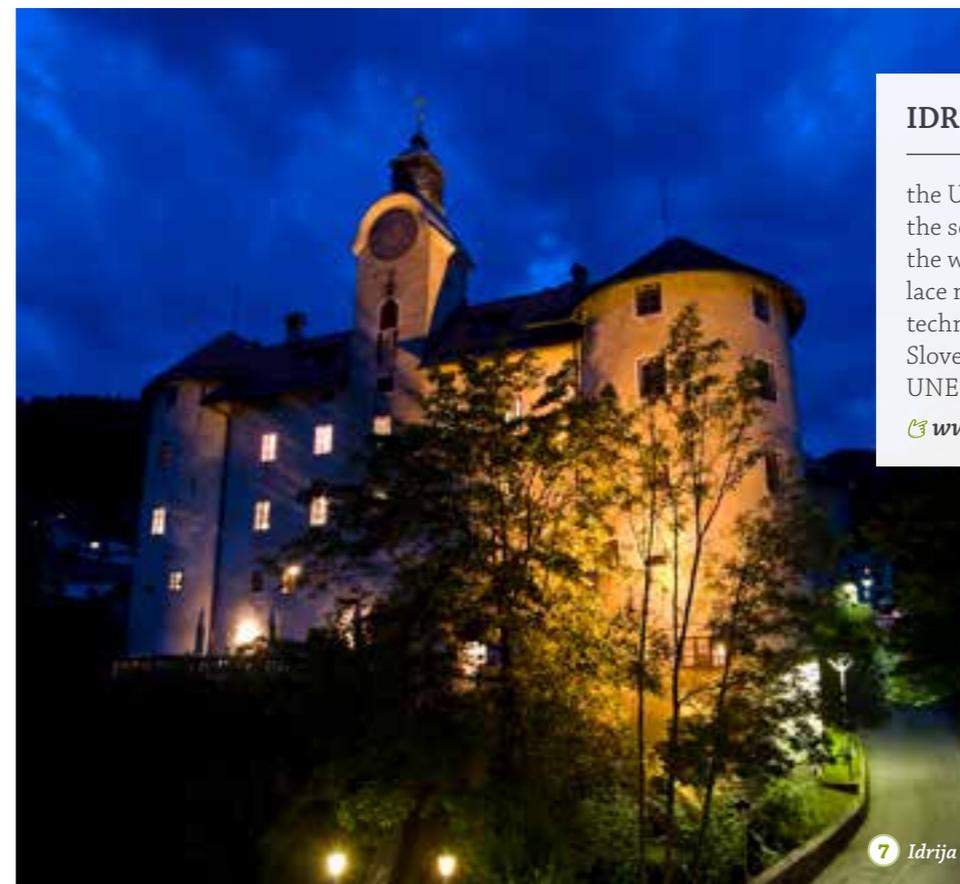
5 Kočevsko

THE KOČEVJE REGION WITH THE KROKAR PRIMEVAL FOREST

which is a UNESCO World Heritage site is a true mysterious forest of Slovenia.

The most complete forest habitat in Europe is home to bears. Hiking and biking trails wind around the marvellous nature.

www.kocevsko.com



7 Idrija

IDRIJA

the UNESCO World Heritage site of the second largest mercury mine in the world, is also a town of original lace making and cuisine and peculiar technical heritage. Meet klavže – Slovenian pyramids and visit the UNESCO Global Geopark

www.visit-idrija.si

GETTING TO AND WHERE TO STAY

From luxury hotels to tourist farms, from private rooms to camping grounds. An exclusive offer of glamping accommodation or staying at the vineyard cottages. In Slovenia, you will find accommodation to suit every taste.

✉ www.slovenia.info/where-to-stay

Find your own green hotel, a tourist farm, or other accommodation with one of the environmental labels (EU Eco-Label, Green Globe, Travelife, Tour Cert, Green Key, or Bio Hotels), which has also been given the sustainable tourism quality label Slovenia Green Accommodation.

✉ www.slovenia.info/sloveniagreen



HIKING & BIKING SLOVENIA

✉ www.slovenia-outdoor.com

ASSOCIATION OF TOURIST FARMS OF SLOVENIA

✉ www.farmtourism.si

ALPINE ASSOCIATION OF SLOVENIA

✉ www.pzs.si

HOSTELLING INTERNATIONAL SLOVENIA

✉ www.youth-hostel.si/info

LATEST TRAVEL INFORMATION

Before planning your arrival in Slovenia, obtain information about the current situation and the measures in place at the country's national borders. The situation regarding of SARS-CoV-2 (COVID-19) is changing day by day, so monitoring up-to-date information and taking prompt action is crucial to staying healthy. Current information about crossing the national borders, about the preventive guidelines adopted in the tourism sector and hospitality services concerning visiting public areas, about public transport, etc. are available

✉ www.slovenia.info/planyourtrip

© Vila Planinka, Jezersko



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Published by: Slovenian Tourist Board • **Editor:** Miha Renko • **Design and layout:** kf - grafično oblikovanje • **Text:** Ines Drame, Pristop d.o.o., Slovenian Tourist Board • **Translation and copy editing:** PSD d.o.o., Secretariat-General of the Republic of Slovenia, Translation and Interpretation Division, Aleksandra Jezeršek Matjašič • **Front cover photo:** Garden Village Bled, Slovenian Tourist Board Archive, C. Jazbec - CJ STUDIO d.o.o.
Photographs: Slovenian Tourist Board archive: J. Gantar, B. Prescott, M. Kobal - Karata Film, I. Medja - Unitur d.o.o., J. Godec - Mediaspeed, A. Tarfila, L. Karlin - Studio Virc, C. Jazbec - Tent Film, A. Strohl, Iztok Medja - Postojnska d.d. Postojna, T. Jeseničnik, D. Dubokovič, J. Ivančič, B. Pretnar, M. Klanšek Velej - Sportida d.o.o., M. Skrt - Združenje zgodovinskih mest Slovenije; D. Štader - Produkcija Studio; A. Bezjak, M. Šinkovec - Idrija Tourist Board, Rimske Terme Resort d.o.o., N. Verdnik, J. Arbutina - Mediaspeed, A. Pogačar, J. Ivančič, Nea Culpa, Goriška Brda - D. Simčič, M. Lenarčič, Thermans Laško, A. Knez, M. Matt, I. Bončina. Archive: Zavod za turizem Maribor - V. Ponikvar; Zavod za turizem Šaleške doline - A. Videtič; Turizem Ljubljana - Nea Culpa d.o.o.; Ljubljanski grad - A. Rebolj; Pangea Adventures; Hotel Dobra Vila Bovec; Društvo za kakovost življenja Krlina: D. Simčič - Zoso Foto, M. Mladovan; Domačija Firbas; Zavod Kočevsko - Z. Turk; Restavracija Mak; Restavracija Debeluh - D. Dubokovič, Restavracija Strelec - D. Dubokovič; CV99; Mesto na vasi; Karavanke UNESCO Globalni Geopark - P. Skrzypiec; Oljarna Lisjak - M. Ščukovt, LTO Laufar Cerkno - G. Kalin, Zavod za turizem Kranj - L. Dakskobler, Postojnska jama d.d., Turizem Ljubljana - L. Esenko, Turizem Škofja Loka - J. Jocič, Shutterstock

Map: Kartografija d.o.o. • March 2021, 1st web edition