

# SUSTAINABILITY REPORT

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of the Slovenian Tourist Board

**2020 and 2021**





# SUSTAINABILITY REPORT

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of the Slovenian Tourist Board

## 2020 and 2021

# 2020 and 2021

## in numbers



# 15 goals

of the United Nations 2030 are in line with our sustainability priorities.

# 4,003,682

arrivals of domestic and foreign tourists in 2021.

# 90%

of all tourist arrivals are at destinations with the Slovenia Green label.

# 14 years

we have been operating as a Green and healthy Slovenia-friendly office.

# 79%

of all funds are allocated to activities to promote Slovenia as a tourist destination.

# 192

Slovenia Green label holders in March 2022.

# 42

employees of the Slovenian Tourist Board in 2021.

# 100

criteria included in the Green Scheme of Slovenian Tourism (GSST).



# Green boutique, smaller footprint, more value for all

This is our vision. We are developing a balanced green boutique tourism of higher quality, with cultural identity and local character boldly expressed. At the same time, we aim to reduce our environmental footprint, which is a major challenge in tourism. In this way, we create value and promote sustainable development, a well-maintained environment, well-being and a thriving culture, with positive effects for all.

In Slovenian tourism, we are committed to being good and proud hosts, as well as caring stewards and guardians of our nature, cultural identity and communities. All our heartfelt and ambitious efforts are aimed at maintaining and increasing the satisfaction of the population, the motivation of entrepreneurs, tourism businesses and destinations, and the enthusiasm of visitors. We always keep in mind the generations to come.

This green tourism path, which we have put at the heart of all our activities, has made us a globally recognised tourist destination. Since its establishment in 1995, the Slovenian Tourist Board (hereinafter referred to as STB) has striven for a well-considered appreciation of natural heritage and sustainable development. The key has been the realisation that sustainable, green tourism cannot be achieved through partial approaches, but in a strategic and integrated way. Let me mention some of the key building blocks along the way.

In dialogue with the tourism industry, we concluded at the Slovenian Tourism Forum in 2009 and 2010 that sustainable development is the only way forward. We were not just all talk. The STB started with itself, with the Slovenia-Friendly office project. The Slovenian tourism industry has also started to increasingly take its share of responsibility for climate change and has strengthened its sense of social responsibility. In 2011, all key partners signed the Declaration on Partnership for the Sustainable Development of Slovenian Tourism.

The Strategic Directions and the Partnership for Sustainable Development were a key basis, but not enough for a sustainable breakthrough. In 2014, we created a unique tool for the sustainable development of destinations – the Green Scheme of Slovenian Tourism, and a year later we have already implemented the pilot phase and announced the first destinations and providers to have the Slovenia Green label. What followed was a dynamic development with enviable results on an international scale, which we reveal in the Sustainability Report.

Despite the various sustainability challenges and shocks, such as COVID-19, which have deeply affected tourism, we continue with our green orientation, as established in the Slovenian Tourism Strategy 2022–2028. This is the only way to create and increase added value for all.

We could not have achieved such a bold green transformation of tourism and its international visibility without the highly motivated, warm-hearted and competent team of STB staff and the committed cooperation of all partners. I thank you all very much. New challenges and opportunities lie ahead. I am confident that future STB Sustainability Reports will show that together we can do even more.



**Ilona Stermecki**, M.Sc. in Marketing and Sales,  
Acting Director



sight



taste



touch



hearing



smell

## FIVE

**senses we use to perceive Slovenia and develop sustainable tourism that values the economy, society and the environment.**

### On sustainability reporting

The Slovenian Tourist Board has set out the path of sustainable tourism as the only possible way forward. We do this based on our own actions and impact on the social and natural environment, while at the same time we are aware of the wider impact we have on the sustainability of Slovenian tourism entities. We approach the development of sustainable tourism with responsibility and commitment, which is why we are pro-active creators and promoters of sustainable tourism in Slovenia. We present our management, economic, social and environmental strategic approaches, activities and impacts in our first Sustainability Report, which covers the years 2020 and 2021. The Report is prepared in accordance with the GRI (Global Reporting Initiative) baseline standards.

We started the journey of preparing the Sustainability Report in 2020 and continued in 2021 by holding a focus group workshop to identify our key impacts (direct and indirect), define our stakeholder groups and prepare the baseline for the Sustainability Report. We included areas that we identified as essential for the Slovenian Tourist Board and our key stakeholders. The reporting is transparent, credible and balanced in content.

Sustainability reporting is the responsibility of the top management, which follows the Slovenian tourism strategy and integrates sustainability awareness and action into every part of the Slovenian Tourist Board. Several colleagues from different fields (listed in the table on page 66) have been involved in the preparation of the Sustainability Report.

The implementation of the Slovenian Tourist Board Sustainability Report was led by Alenka Malenšek Breznik, Head of Department for Legal Affairs, HR and Technical Services, [alenka.malensek-breznik@slovenia.info](mailto:alenka.malensek-breznik@slovenia.info).

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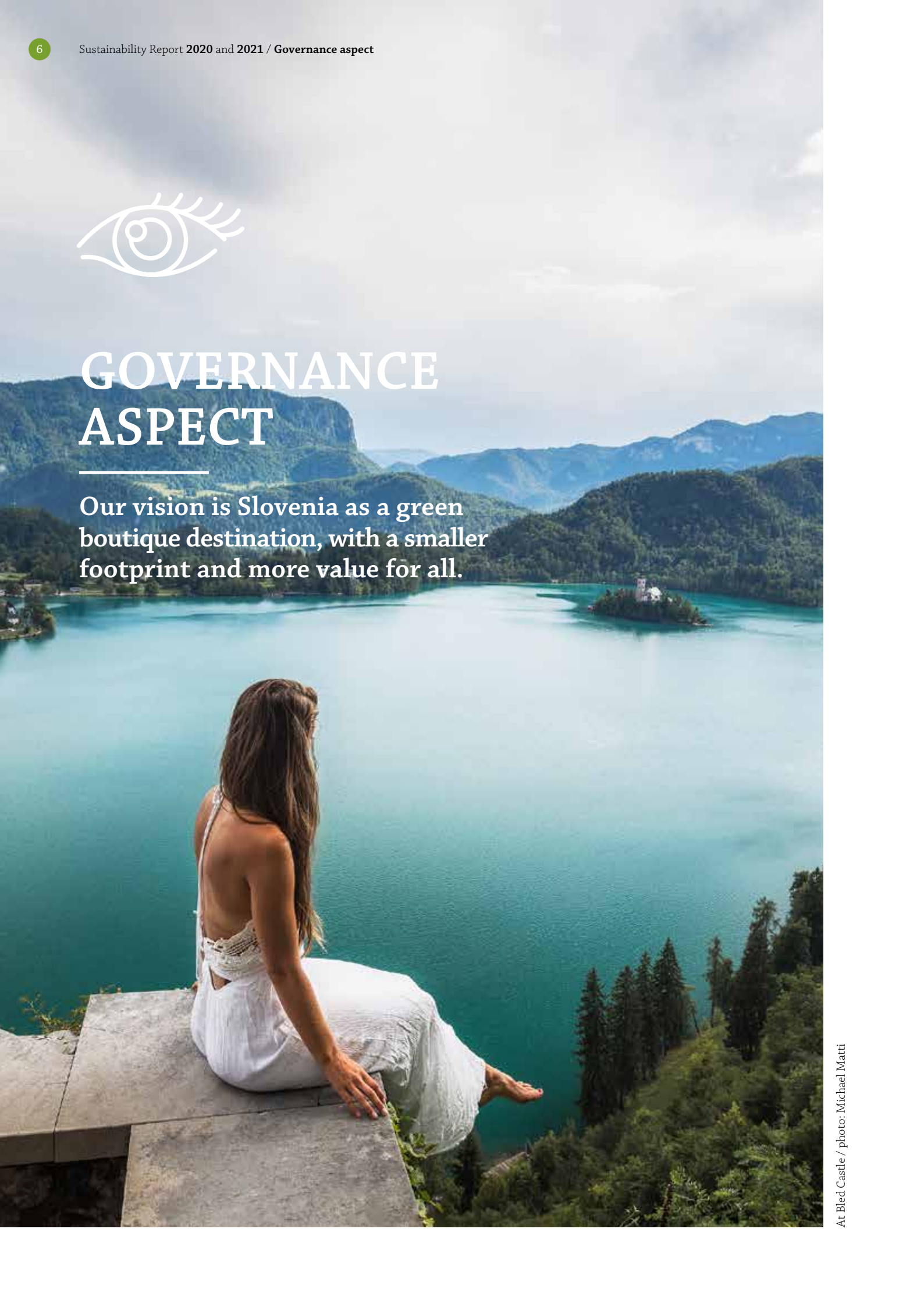




# GOVERNANCE ASPECT

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Our vision is Slovenia as a green boutique destination, with a smaller footprint and more value for all.





# About the Slovenian Tourist Board

The Slovenian Tourist Board (STB) is a national tourist organisation that plans and implements the marketing of Slovenia's comprehensive tourist offer in foreign markets and promotes the sustainable development of Slovenian tourism. It is the focal point of the complex network of Slovenian tourism, with a coordinating and linking role between public, private and civil society. It is based in Ljubljana and has representative offices in Italy, Austria and Germany. It was founded as the national tourist organisation of Slovenia on 29 April 1995 and celebrated 25 years of operation in 2020.

## The organisation of the Agency

The Agency's bodies are the Agency's Director and the five-member Agency Council. The Agency and its bodies are governed by the Promotion of Tourism Development Act, the Public Agencies Act and the Decision establishing the Slovenian Tourist Board. The Agency's work is multidisciplinary, and its organisational structure allows for consistency, efficiency and transparency in the performance of its work and tasks.

Name: Javna agencija Republike Slovenije za trženje in promocijo turizma (Public Agency of the Republic of Slovenia for the Marketing and Promotion of Tourism)

Abbreviated name: Slovenska turistična organizacija (STO)

Abbreviated name in English: Slovenian Tourist Board Registered office: Dimičeva ulica 13, 1000 Ljubljana

Phone no.: +386 1 589 85 50

E-mail: [info@slovenia.info](mailto:info@slovenia.info) Website: [www.slovenia.info](http://www.slovenia.info)

Responsible person: Ilona Stermecki, M.Sc. in Marketing and Sales, Acting Director Registration No.: 6889859000

The Agency's Council is the governing body and has five members appointed by the government. It is composed of:

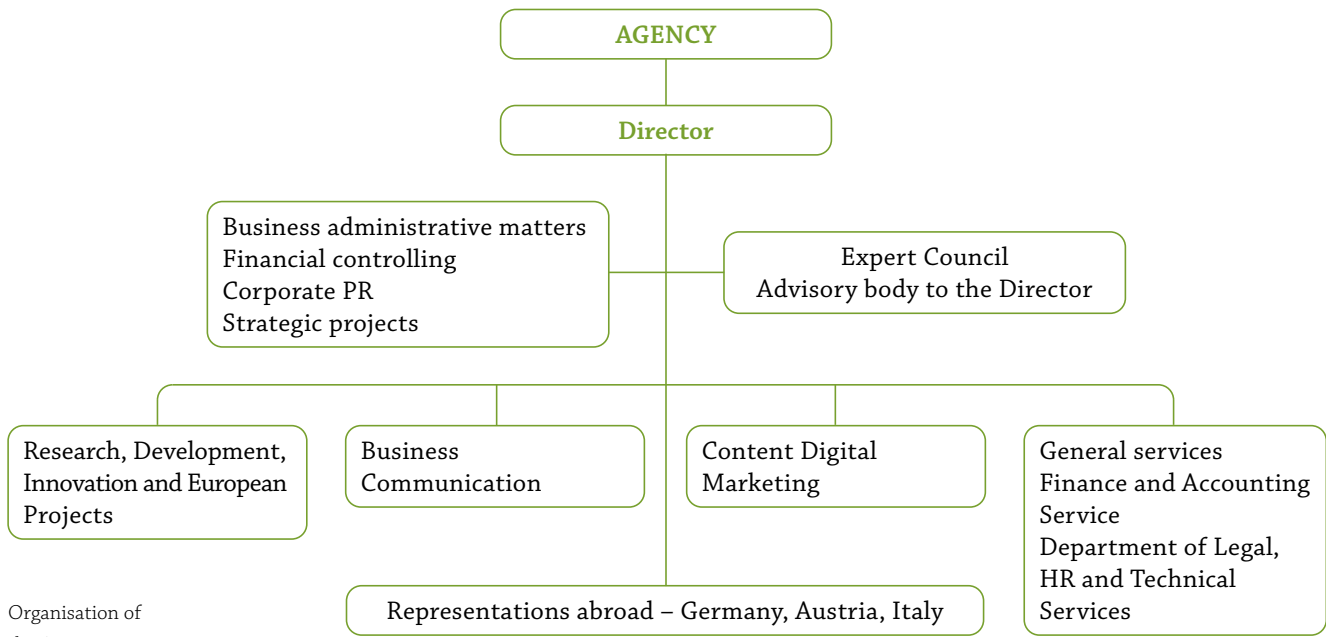
- Maruša Baus, Chairperson of the Council, representative of the founder, employed at the Ministry responsible for Tourism
- Ksenija Flegar, representative of the founder, employed at the Ministry responsible for Tourism
- Mojca Plaznik, representative of the founder, employed at the Ministry responsible for Tourism
- Andrej Prebil, Member of the Council, representative of the Tourism and Hospitality Chamber of Slovenia at the Chamber of Commerce and Industry of Slovenia
- Gregor Jamnik, Member of the Council, representative of the tourism industry

As of 6 December 2021, Ilona Stermecki, M.Sc. in Marketing and Sales, is the Acting Director. From 1 August 2015 to 1 December 2021, the Director was Maja Pak, M.Sc.



**Alenka Malenšek Breznik**, Head of Department for Legal Affairs, HR and Technical Services

*»We take a holistic approach to sustainability management. Our operations are guided by concern for the environment, society and Slovenian economic development. We operate in a good stewardship manner, with a clear strategy and targeted use of resources for concrete impacts in the Slovenian tourism sector. We will continue to strive for socially responsible marketing and promotion in tourism and to promote environmental behaviour among our employees, the Slovenian tourism industry, destinations, tourists and other stakeholders. As the world's first green destination, we are pursuing our goal of becoming a 100 per cent green country.«*



Organisation of  
the Agency in 2021

## Activities

The STB plans and implements policies for the marketing of the Slovenian comprehensive tourism offer, which include the following activities:

- planning, preparation and implementation of policies and programmes for the marketing and promotion of the Slovenian comprehensive tourist offer as a tourist area and as the country of Slovenia, using modern marketing communication tools;
- managing the marketing brand of Slovenia as a tourist destination;
- establishment and management of an integrated tourist information system for Slovenia;
- establishment and management of a network of tourist representations abroad;
- cooperation in planning and implementation of activities with partners at the level of the tourist area and tourist products, at the national level, and with other stakeholders working in the field of the marketing of Slovenia's tourist offer;
- monitoring, analysing and providing market information to support tourism planning and marketing;
- promoting the development of sustainable tourism and nationally relevant tourism products;
- participation in international institutions and development and promotion projects in the field of tourism.

## Vision

»Slovenia is a global green boutique destination for high-end visitors seeking diverse and active experiences, peace of mind and personal benefits. A destination of five-star experiences.«

The vision will be realised through the story of Slovenia as a destination and through development and marketing activities for individual tourism products and destinations.

## Mission

We aim to position Slovenia as a green tourist destination with a clear and distinctive identity, well-defined comparative and sales advantages, and to provide concrete assistance to the Slovenian tourism sector in marketing its tourist offer.

## Values

How do we work?



FROM THE HEART



CONNECTED



INNOVATIVE



GREEN



DIGITAL



Škocjan Caves Park / photo: Jošt Gantar



Glamping by the river Kolpa / photo: Jošt Gantar



Plečnik's Ljubljana / photo: Miran Kambič

## Sustainable tourism

Tourism is an industry that contributes 10.3 per cent to the global GDP and has outperformed average economic growth in recent years. Before the pandemic, global tourism accounted for one in ten jobs, or 330 million jobs globally. Tourism in Slovenia, together with all related activities, generates 9.9 per cent of the GDP and employs 6.5 per cent of the total workforce.

The key challenges tourism faces globally are: ensuring an adequate year-round tourism offer and transport links, with an emphasis on reliability and decarbonisation, providing quality jobs, ensuring and developing the well-being of local communities and the quality of life of their inhabitants together with tourism development, reducing resource consumption and waste, preserving and adding value to natural and cultural heritage, making holidays accessible to all, establishing effective communication between authorities, tourists and communities, and developing tourism as a tool for global sustainable development.

Facing these challenges encourages us to develop new, innovative ways of developing tourism, including raising tourist awareness of responsible travel choices, greater cooperation and collaboration with key stakeholders. In 2017, the Slovenian Tourist Board, together with partners from all sectors of the tourism industry, adopted the Declaration on Partnership for Sustainable Growth of Slovenian Tourism and committed to sustainable tourism and set out strategic actions to achieve it. We are committed to greater involvement of local communities in tourism development and are building tourism at the macro and leading destination level, enabling better management and building of the local tourism environment. We pay great attention to educating stakeholders in the Slovenian tourism industry and involving them in broader sustainability projects for water protection, waste reduction, etc.

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**»Sustainable tourism is tourism that takes responsibility for its current and future economic, social and environmental impacts, focusing on the needs of visitors, the tourism industry, the environment and local communities.«**







(UNWTO)

## Priority areas for Slovenian Tourist Board sustainability activities in relation to the United Nations 2030 Sustainable Development Goals

- Own activity
- Indirect impacts

Sustainable objective	Sustainable actions	Sustainable objective	Sustainable actions
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> <li>● Green and healthy office</li> <li>● Socially Responsible Employer</li> <li>● Product development and promotion Mountain and nature holidays</li> <li>● Concern for health and well-being of tourists</li> <li>● Development and promotion of the Rural Tourism product</li> <li>● Promotion of spa tourism with its rich natural water resources</li> </ul>	 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<ul style="list-style-type: none"> <li>● Energy efficiency of the STB and the Slovenian tourism economy</li> <li>● Sustainable mobility of STB staff and development of sustainable mobility in tourist destinations</li> <li>● Carbon footprint of the STB, destinations and providers</li> </ul>
 <p>4 QUALITY EDUCATION</p>	<ul style="list-style-type: none"> <li>● Training of Slovenian Tourist Board employees, the Slovenian tourism industry and other stakeholders</li> <li>● Virtual events »Feel Sloveni« for stakeholders</li> <li>● Academy for Marketing in Tourism for the Slovenian tourism industry</li> <li>● Professional event Slovenian Tourism Days</li> <li>● A central web portal <a href="http://www.slovenia.info">www.slovenia.info</a> for communication and public information</li> <li>● Study visits by national and international journalists</li> </ul>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> <li>● Economic efficiency of the Slovenian tourism industry</li> <li>● Creating an enabling environment for the recruitment and development of tourism staff in Slovenian tourism</li> <li>● Return on investment in Slovenian tourism</li> </ul>
 <p>5 GENDER EQUALITY</p>	<ul style="list-style-type: none"> <li>● Ensuring balance between work and private life for STB employees</li> <li>● Promoting a working environment for STB employees and the Slovenian tourism industry that enables diversity, equal opportunities and respect for human rights</li> </ul>	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<ul style="list-style-type: none"> <li>● Promotion and introduction of new technologies in Slovenian tourism industry</li> <li>● Strengthening innovation in the tourism sector</li> <li>● Sustainable mobility measures in tourist destinations</li> <li>● Development and upgrading of the Green Scheme of Slovenian Tourism</li> <li>● Investments in tourism infrastructure</li> <li>● Digitalisation of Slovenian tourism and STB operations</li> </ul>
 <p>6 CLEAN WATER AND SANITATION</p>	<ul style="list-style-type: none"> <li>● Promoting the conservation of natural springs spa waters and raising awareness of their value for tourism</li> <li>● Promotion of the use of drinking water from the water supply network for tourists among Slovenian</li> <li>● Efforts to preserve and manage natural water resources at the national and local levels</li> </ul>	 <p>10 REDUCE INEQUALITIES</p>	<ul style="list-style-type: none"> <li>● Economic contribution of tourism to gross domestic product</li> <li>● Increasing added value per employee in the tourism industry</li> </ul>
		 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<ul style="list-style-type: none"> <li>● Development of local communities and local tourism products</li> <li>● Preservation and development of the natural and cultural heritage of destinations</li> <li>● Promotion of 5-star experiences</li> <li>● Sustainable mobility measures in tourist destinations</li> <li>● Elimination of single-use plastics from Slovenian tourism</li> <li>● Extension of the Green Scheme of Slovenian Tourism</li> </ul>



Sustainable objective	Sustainable actions	Sustainable objective	Sustainable actions
	<ul style="list-style-type: none"> <li>• Energy efficiency of the STB and the Slovenian tourism industry</li> <li>• Efficient use of resources and raw materials in the operation of the STB and the Slovenian tourism industry</li> <li>• Elimination of single-use plastics from the Slovenian tourism industry and in STB offices and events</li> <li>• Promoting the use of tap water among STB staff and tourists and in the Slovenian tourism industry</li> <li>• Separate collection of waste at the STB and at tourism operators</li> <li>• Digitalisation of printed material for tourism promotion</li> <li>• Promoting participation in the Green Scheme of Slovenian Tourism</li> </ul>		<ul style="list-style-type: none"> <li>• Raising awareness of the natural water resource and promoting its management</li> <li>• Development and promotion of the Sun and Sea product</li> </ul>
	<ul style="list-style-type: none"> <li>• Energy efficiency of the STB and the Slovenian tourism industry</li> <li>• Sustainable mobility of STB staff and development of sustainable mobility in tourist destinations</li> <li>• Development of sustainable tourism through the Green Scheme of Slovenian Tourism</li> <li>• Implementation of measures to preserve the natural environment in the STB and Slovenian tourism</li> </ul>		<ul style="list-style-type: none"> <li>• Implementation of measures in Slovenian tourism to preserve the natural environment</li> <li>• Promotion and strengthening of the importance of Natura 2000 sites for Slovenian tourism</li> <li>• Creation of added value of the UNESCO World Natural and Cultural Heritage for Slovenian tourism</li> </ul>
			<ul style="list-style-type: none"> <li>• Striving for adequate and encouraging working conditions in the tourism industry</li> <li>• Presenting Slovenia as a safe destination for travel</li> <li>• Participation in the creation of legislation supporting the development of sustainable tourism</li> </ul>
			<ul style="list-style-type: none"> <li>• STO public tenders for co-financing investments in the Slovenian tourism industry</li> <li>• Developing destination management</li> <li>• Linking the STB with the Global Sustainable Tourism Council (GSTC), the global network for sustainable standards in tourism</li> </ul>

## Challenges and opportunities for Slovenian tourism

Challenge	Opportunity
1. Tourism management	Development of new products in low season and in lesser-known destinations; investments in new infrastructure and tourism management in destinations
2. Slowdown in tourism growth	Strengthening sustainable solutions and niche marketing, and more focus on development and management.
3. Increased growth in visits to destinations and pressures on the quality of the experience	Re-focus – from marketing to management; development of destination management with a focus on experience and quality of service.
4. Technological innovation and smart use of data	Improving revenue and reputation management to support marketing activities and customer experience.
5. Quality of the environment and life – »liveability«	A new definition of success that puts sustainable development and local at the forefront in a way that benefits the local environment.
6. Staff shortages in the Slovenian tourism economy	Transforming the human resources policy model and creating an enabling environment for training and employment in tourism-related professions.

## Key risks

Tourism has a major environmental, cultural, political and economic impact, but it is also influenced by a number of factors that pose potential risks. The Slovenian Tourist Board is aware of the risks posed by the rapidly changing global situation and is responding to them as quickly as possible, adapting its marketing and communication strategy. We identify health emergencies, climate, geopolitical and economic risks as key risks for Slovenian tourism.



Health risks



Climate risks



Geopolitical risks



Economic risks

### Health emergencies

The pandemic or epidemic in 2020 and 2021 has shown how vulnerable tourism is, especially in terms of international travel. Health emergencies can lead to cancellations of bookings, closures of tourist accommodation and facilities, outflows of staff, restrictions on movement and travel within and between countries, disrupted supply chains, etc. The Slovenian Tourist Board is also facing a number of changes and adaptation challenges in 2020, with the onset of the COVID-19 pandemic. We have responded quickly and adapted our activities. We focused on our home and nearby markets, developed virtual platforms for business events, new forms of education and information for tourism stakeholders, and stayed true to the values of the I Feel Slovenia brand and the vision of Slovenia as a green boutique destination. We have upgraded the sustainable practices of Slovenian tourism with responsible travel standards for Slovenian tourism and the Green & Safe label. Our rapid adaptation has proved to be a valuable asset for the relaunch of tourism when competition in the market will be fierce. We have provided additional support to the economy through several calls for tenders to co-finance promotion and development (for travel agencies, tourist guides, leading destinations).

### Climate risks

Climate change and adaptation is one of the central themes of global politics and economics. Increased extreme weather events, climate change, environmental degradation through air, water and soil pollution, droughts and water scarcity, loss of biodiversity and other changes in the natural environment also impact the provision of the tourism offer and products. Some Slovenian tourist destinations are already experiencing such impacts, which are particularly pronounced during the shorter and milder winter periods. This means shorter periods of skiing days, especially at ski resorts at lower altitudes. The offer must therefore be adapted to the increasing length of the snow-free period. Many providers are already doing this. The Slovenian Tourist Board pays great attention to the sustainable development of tourism, including through the Green Scheme of Slovenian Tourism, for which we focus on preserving our natural environment and developing 5-star experiences with high added value. We also encourage the Slovenian tourism industry towards sustainable growth and the offer of services through various projects and public tenders, taking into account the development of tourism in accordance with indicators for the protection of the natural and social environment.

## Geopolitical risks

International or domestic political conflicts that pose security threats, terrorist attacks, conflicts or even states of war result in reduced security and can lead to waves of refugees. This has a major impact on the willingness and ability to travel and to ensure an adequate offer. Slovenia is currently one of the safest countries in the world to which to travel, but the rapidly changing world situation can have a major impact on both the safety of life and the preparedness and ability to travel. Therefore, the Slovenian Tourist Board recognises these risks as among the key risks and will continue to consider them when preparing risk response plans.

## Economic risks

The economic situation and purchasing power of the population and tourists is one of the important risks that we identify, as they affect the mood and financial capacity to travel. Economic crises, rising energy and raw material prices and supply chain problems also have a significant impact on the tourism industry and its ability to operate, provide a quality offer, adequate staff, investment and development capacity and create added value. Therefore, the Slovenian Tourist Board strives to promote the Slovenian tourism industry through various promotional presentations on domestic and foreign markets, leading destinations, various events, fairs, trainings, campaigns, the main tourist portal, publications and other channels, and to contribute to the recognition of Slovenia as an excellent destination for travel and exploration, thus strengthening the market power of the tourism industry in Slovenia. We also offer the Slovenian tourism industry co-financing opportunities for promotion on domestic and foreign markets.

## Slovenian Tourism Strategy

Since its establishment, the Slovenian Tourist Board has been working to develop boutique, non-mass tourism, which brings positive social and economic effects. Through systemic solutions, we encourage our partners to preserve the environment, which is a key value in tourism. The fact is that without planned sustainable development, Slovenia cannot defend its long-term value for the local population, the tourism economy and the visitors.

Already in 2012, when preparing the National Tourism Strategy, we made a commitment along with all key partners of Slovenian tourism that tourism in Slovenia would be fully based on sustainable development. Over the last few years, Slovenian tourism stakeholders and co-designers have reached an extremely broad consensus that all tourism development must become sustainable. This means being environmentally friendly, protective of national and local culture, and oriented towards maintaining social balance in terms of the well-being of each individual, society and country. That is why we are intensively developing sustainable tourism, for which we have been awarded several international awards. We strive to development and marketing in accordance with the principles of connectivity, digitalisation and innovation.

We implement measures for the sustainable development of Slovenian tourism and develop and promote the Green Scheme of Slovenian Tourism, which is a national programme and certification scheme that, under the umbrella brand Slovenia Green, brings together efforts for the sustainable development of tourism in Slovenia, provides destinations and providers with specific tools for assessing and improving sustainable performance, and promotes it with the Slovenia Green brand.

In 2020, one of the key activities in response to the COVID-19 pandemic was the development of responsible travel standards with the Green & Safe label. The Green & Safe label is a commitment to responsible, green and safe tourism, marking and highlighting high hygiene standards and protocols, as well as sustainable recommendations for tourism providers and destinations. For this purpose, we have developed a guide for responsible, safe and sustainable business for providers and destinations, which will be regularly updated and upgraded.

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**In 2012, we made a commitment along with all key partners to ensuring that Slovenian tourism will be entirely based on sustainable development.**



We are boldly addressing the most pressing sustainability issues and will continue to evaluate them in the form of measurable targets in the years to come. A plan is under preparation to address the challenges of:

- waste reduction, with a focus on single-use plastics;
- increasing the proportion of local and seasonal dishes in hotel and catering offerings;
- strengthening cooperation between stakeholders in tourism planning, with a focus on residents.

# 100%

of destinations  
included in the Green  
Scheme of Slovenian  
Tourism is our goal.

We set targets at the national level to motivate and reward the entire tourism economy. In 2021, destinations that had been awarded the Slovenia Green label under the Green Scheme of Slovenian Tourism accounted for almost 90 per cent of all tourist arrivals. In the coming strategic period, we continue to pursue our goal of becoming a 100 per cent green country.

In accordance with our values, we are strengthening and developing the area of sustainable development, including the health and well-being of the country, cooperating intensively with stakeholders from the tourism industry, acting in accordance with applicable legislation and international norms of operation, and, as holders of the title of the »World's First Green Destination«, also promoting sustainable tourism development at the European level. In 2020, on the initiative of the Slovenian Tourist Board, the European Travel Commission created a framework for the establishment of the European Green Scheme.

Our commitment is to  
sustainable tourism.

Environmentally friendly,  
protective of national and  
local culture and focused  
on maintaining a social  
balance in terms of well-  
being for each individual,  
society and country.

The activities and objectives of the Slovenian Tourist Board are based on the orientations of the Strategy for the Sustainable Growth of Slovenian Tourism 2017–2021 and the basic orientations of the Slovenian Tourist Board Development Strategy 2016–2020. In 2021, as one of the key stakeholders, we took a co-creative approach to the development of the national Slovenian Tourism Strategy 2022–2028, which was commissioned by the Ministry of Economic Development and Technology (MGRT).

We present the development objectives of the previous Slovenian Tourism Strategy 2017–2021 and their implementation. The COVID-19 pandemic in 2020 halted the implementation of the tourism objectives set by the strategy and required a focus on crisis measures, so the achievement of the objectives by 2019 is taken into account.

Development objectives 2021 achievement	Achievement 2019	% of the
Export of travel: EUR 3.7–4 billion	EUR 2.75 billion	69–74
5–5.5 million tourist arrivals	6.2 million	113–125
16–18 million overnight stays	15.8 million	88–99
Average duration of stay 3.1–3.4 days	2.5 days	74–82
18,000–22,000 new rooms, of which 8,500 renovated in the hotel sector and 6,500 new rooms	+ 10,227 compared to 2015, of which growth in hotels only + 0.3%	47–57
Increasing full-time employment in the tourism industry to 12,000 employees	11,086 (working hours, sector I55 – hospitality activity)	92

Among tourism policies, Slovenia's most successful in the last strategic period was the marketing policy, while its worst was human resources development and investment in accommodation and other tourism infrastructure. The latter two elements are essential for achieving higher added value and sustainable competitiveness in the tourism industry, which is why in the new strategic period we will pay much attention to human resources development and creating an enabling environment for education and employment in tourism-related professions.



Key objectives of the Slovenian Tourist Board:

- To increase Slovenia's recognisability and image as a tourist destination under the 'I feel Slovenia' brand.
- Sustainable growth by increasing arrivals and overnight 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 (extending the average duration of stay and consumption, and strengthening products with higher added value).
- Focusing on high-end visitors seeking high-quality, diverse, and active experiences, peace, and personal benefits.

The years 2020 and 2021 were heavily affected by the COVID-19 pandemic, which made tourism one of the most threatened sectors of the economy. Slovenian tourism faced its biggest crisis ever. In Slovenia, tourist arrivals in 2020 fell by 70 per cent compared to 2019, making Slovenia one of the more affected countries. In 2021, we have therefore changed the way we market ourselves, focusing on the domestic market. We have seized the opportunity and capital that Slovenia has as an established sustainable destination and focused on the digital and sustainable transformation of Slovenian tourism. We have developed the Slovenian Tourism Recovery and Resilience Plan 2020–2023, which is the basis for a new tourism strategy that will coincide with the recovery period and covers 5 pillars:

- providing a safe, sustainable and attractive experience;
- mitigating the consequences of the crisis and adapting business operations;
- understanding consumers and new segmentation;
- maximising the use of digital technology;
- building relationships with tourists and local communities.

# 365

**days of Slovenian tourism is one of the objectives of the Slovenian Tourist Board.**

**Our greatest asset is a green and sustainable Slovenia.**

## Slovenian Tourism Recovery and Resilience Plan 2020–2023



### A new reality

#### Providing a safe, sustainable and attractive experience

- Preparing and introducing the Green & Safe safety standards
- Realising the vision of sustainable development
- Experience redesign



### Tourism reset

#### Mitigating the consequences of the crisis and adapting business operations

- Government aid packages
- Inclusion in the National Recovery and Resilience Plan
- Adjustments to business operations



### Tourists after COVID-19

#### Understanding consumers and new segmentation

- New segmentation of tourists
- Research



### Tourism 5.0

#### Maximising the use of digital technology

- Digitalisation of operations
- Digital platforms for more effective marketing
- Managing tourism flows

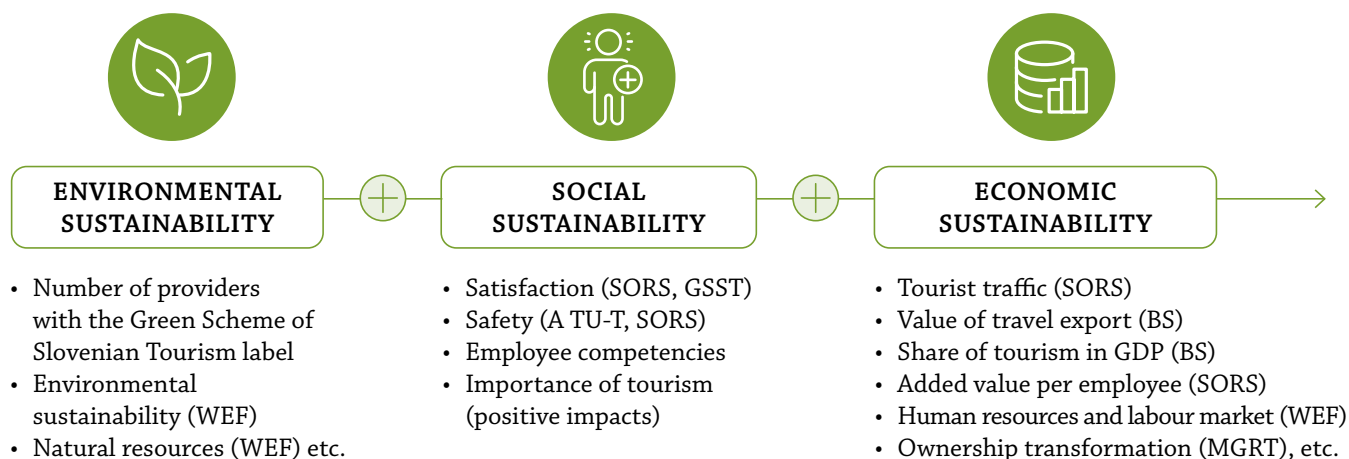


### Marketing

#### Building relationships with tourists and local communities

- Personalised content, channels and positioning
- Nearby markets
- My Slovenia campaign
- Connecting stakeholders

## Balanced indicators for sustainable tourism in the new reality



## Strategic approach to marketing Slovenian tourism

One of the fundamental conditions for success on the tourist market is a clear, simple and understandable communication of a country's uniqueness and distinguishing features. In line with the strategic approach, we have established four market-logical »tourism experience-product clusters or macro destinations« to support Slovenian tourism. They are based on geographically units that share the same or similar offer or products and are globally recognisable. The Slovenian Tourist Board is responsible for the coordination of macro destinations.

Within the macro destinations there are 35 leading destinations, which are the key entities of Slovenian tourism at the destination level. These are destinations that are in a leading position in terms of the number of overnight stays at an individual macro destination and considering their impact on image creation or the recognisability of a macro destination and consequently of Slovenia – usually, there are six to nine leading destinations per macro destination. With the aim of making information on destination institutions available to interested business audiences, with the consent of the destinations, it is published on the business pages of Slovenia.info, Slovenia's main tourism portal: <https://www.slovenia.info/sl/poslovne-strani/vodilne-destinacije>.

In cooperation with destinations, product associations and providers, we highlight the key products of Slovenian tourism and cooperate intensively with all institutions in the field of tourism, such as the Tourism and Hospitality Chamber of Slovenia, the Chamber of Craft of Slovenia, the Tourist Association of Slovenia, the Association of Slovenian Natural Spas, the Slovenian Convention Bureau and Slovenia Outdoor Association EIG, as well as with other institutions, line ministries and other ministries, embassies abroad and other tourism-related institutions.

# 4

macro destinations

# 35

leading destinations

- Thermal Pannonian Slovenia
- Ljubljana and Central Slovenia
- Mediterranean and Karst Slovenia
- Alpine Slovenia



Ten leading tourism products have been identified at the national level, which are identified as the mainstay of each experiential macro-destination:

- Mountain holidays and the outdoors
- Business meetings and events
- Health and well-being
- Experiencing nature
- Gastronomy
- Culture
- Sun and sea
- Sports tourism
- Touring
- Countryside tourism

For each product, we have also defined a vision and key actions in the Strategy for the Sustainable Growth of Slovenian Tourism 2017–2021.

## Sustainability and tourism products

We link the key products of Slovenian tourism with natural assets and cultural heritage for a quality experience of Slovenia and its destinations, therefore we develop and promote innovative 5-star and sustainable approaches and strive to preserve the natural environment and cultural heritage.

### Boutique tourism

Slovenian tourism follows a common vision of Slovenia as a green boutique destination. The vision is based on high-quality, distinctive, authentic, green experiences with local character, a highly refined approach and service, and a strong experiential and personal touch. Boutique tourism products are expressed and promoted through the Slovenia Unique Experiences quality label and the Sejalec (Sower) and Snovalec (Designer) awards.

In the light of the increased focus on the recovery and re-growth of Slovenian tourism, the existing public calls for 5-Star Experiences and Snovalec and Sejalec have been renewed and merged into a single call in 2021. Due to the need to focus on high-quality experiences with strong marketing potential, the call for Slovenia Unique Experiences focuses on experiences that are already established on the market and that will be able to bring added value to Slovenian tourism in the shortest possible time.

Slovenia Unique Experiences follow a defined concept and meet 10 sets of 5-Star criteria. By being included in a selected collection marketed under the Slovenia Unique Experiences (SUE) quality brand, they support the story of a green boutique Slovenia and the I feel Slovenia brand. The Experiences are evaluated by an expert jury in accordance with existing criteria, first online and then in the field. Only experiences with an overall score of at least 8.0 are evaluated by the jury in the field. Experiences that are included in the Slovenia Unique Experiences collection are further assessed by the expert jury by experiencing them in practice in the following elements: sustainability, authenticity, uniqueness, innovation and the marketing potential of the experience. The title of Sejalec is awarded to the experience with the highest overall score, and the next two experiences in order of average score are awarded the title of Sejalec Finalist. The Sejalec and up to two finalists also receive funding for marketing activities and product or process digitalisation activities.

For more than a decade, we have been promoting innovativeness in Slovenian tourism and supporting the development of innovative products and inventive projects. Until 2020, innovation in tourism was promoted through the Sejalec and Snovalec calls, which were merged with the Slovenia Unique Experiences call in 2021.

The Sejalec award was given for creative and innovative achievements in Slovenian tourism to those innovations that have already been implemented and have successfully contributed to increasing the visibility of Slovenia's tourism offer. By awarding the Snovalec award, we supported the realisation of creative, inventive and innovative ideas in tourism by those who seek confirmation that they are on the right path with regard to implementing ideas in tourism. The winners received financial, promotional and professional support.



**Slovenia Unique Experiences**



**SNOVALEC**

*Slovenska turistična organizacija*



## UNESCO world natural and cultural heritage

Slovenia is rich in gems of natural and cultural heritage. Certain gems are an important piece in the mosaic of world heritage and are under the auspices of UNESCO. Slovenia also appears in other UNESCO programmes – the World Network of Biosphere Reserves, the Global Geoparks Network, on the UNESCO list of documentary heritage Memory of the World and on the List of Wetlands of International Importance.

The following Slovenian sites are on the UNESCO World Heritage List:

- Natural sites: Škocjan Caves, the forest reserves Krokavice and Snežnik-Ždrec;
- Cultural sites: Idrija – the former mercury mine Antonijev rov, Ljubljana Marshes – pile-dwellers;
- Intangible cultural heritage: Škofja Loka Passion Play, door-to-door rounds of Kurenti, bobbin lacemaking in Slovenia, dry stone walling;
- Biosphere areas: Julian Alps, the Karst, Kozjansko and Obsočje, and the biosphere reserve of the River Mura;
- Geoparks: cross-border Karavanke/Karawanken Geopark, Idrija Geopark;
- The Memory of the World – the documentary heritage: Codex Suprasliensis – Old Church Slavonic Cyrillic manuscript;
- Internationally important wetlands: Lake Cerknica, Sečovelje Salina, Škocjan Caves Park.

# 18

**Slovenian sites are included on the UNESCO list.**



Škocjan Caves / photo: Jošt Gantar



Idrija Mercury Mine / photo: Marko Šinkovec



Ljubljana Marshes / photo: Jošt Gantar



Škofja Loka Passion Play / photo: Jure Nastran





Dry stone walling, the Karst Living Museum / photo: Borut Lozej



Bobbin lacemaking in Slovenia / photo: Marco Coppo



Walk of Peace, Javorca / photo: Jošt Gantar



Kurenti / photo: Marko Pigac

## European Destinations of Excellence

The European Destinations of Excellence (EDEN) project promotes the development of sustainable tourism in Europe, and it places in the forefront small, yet interesting destinations that offer authentic experiences and allow visitors to explore the rich local tourist offer. Every two years, new destinations – winners are included in the network, which can boast the richest tourist offer depending on the topic, which changes with every public tender. In the past, destinations have been selected in areas as diverse as gastronomy, cultural tourism, wellness tourism, etc.

The purpose of the European Destinations of Excellence is to increase the recognisability of emerging European destinations, facilitate the exchange of best practices across Europe, and promote cooperation between selected destinations that are located in the 27 EU Member States and Candidate Countries. Their key characteristic is the commitment to social, cultural, and environmental sustainability. Destinations in Slovenia competed for the European Destination of Excellence title for the first time in 2008. The title has already been awarded to eight Slovenian destinations, and fifteen destinations have made it to the finals of the selection process. The destinations that have been awarded the title of Excellence so far are Koper, Podčetrtek, Soča, Goriška Brda, Kolpa, Solčavsko, Idrija and Laško. Until and including 2019, the national selection was organised by the STB, and since then the selection has been carried out directly by the European Commission, which selects one Destination of Excellence at the EU level. One of the nine individuals selected as ambassadors of the EDEN project is Prof. Dr. Janez Bogataj, a Slovenian ethnologist and art historian. The main objective of the ambassadors is to raise public awareness and promote sustainable tourism development.



# 8

**Slovenian destinations have already been awarded the title of excellence.**

**I FEEL  
SLOVENIA**

**Umbrella tourism  
brand of Slovenia is  
I feel Slovenia.**

## Brands

The umbrella tourism brand of Slovenia is I feel Slovenia, which is considered to be Slovenia's global identifying symbol. In the field of tourism, the I feel Slovenia brand features certain elements that emphasise the need to feel and experience Slovenia. The Slovenia tourism brand lays the foundations for the presentation of Slovenian tourism products to domestic and foreign guests.

The Slovenian Tourist Board manages several brands or labels linked to communication campaigns or to the Slovenian tourist industry's compliance with certain sustainability and other criteria.



Slovenia Green – the umbrella brand of the national certification programme Green Scheme of Slovenian Tourism, which connects all efforts for the sustainable development of tourism in Slovenia.



Green & Safe stands for high hygiene standards and protocols and sustainable recommendations for tourism providers and destinations.



Slovenia Unique Experiences is a label for unique 5-star experiences. The label holder guarantees that its offer is local, authentic, unique, experiential, boutique, sustainable green and premium quality.

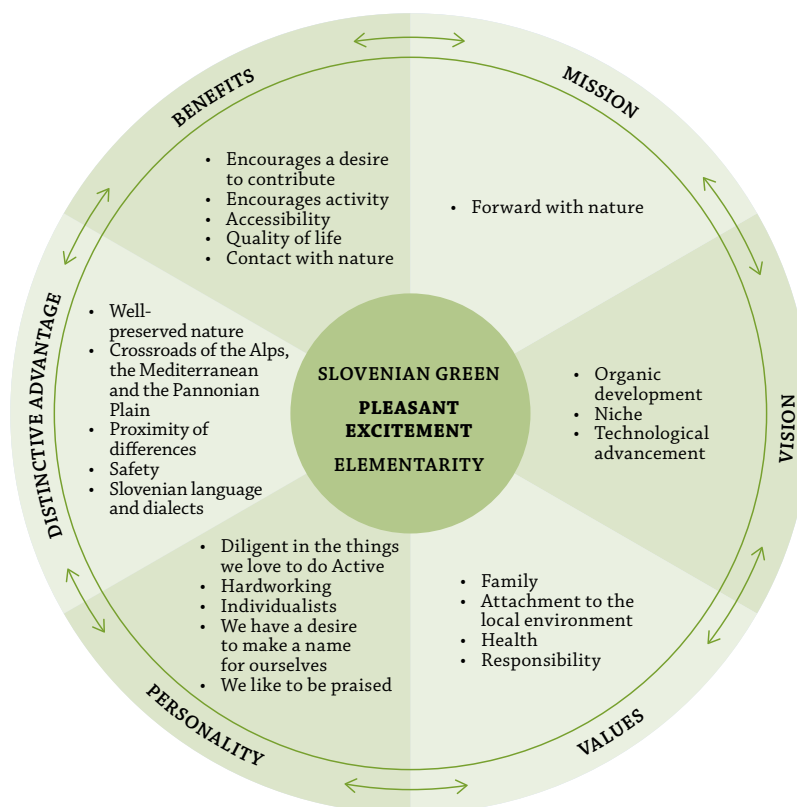
## #myway

For communication in foreign markets, we use »I feel Slovenia – MY WAY« as our basic communication message.

## Moja Slovenija

In the domestic market we use »Now is the time. My Slovenia«.

The core and mission  
of the I feel Slovenia



## Membership of associations

The Slovenian Tourist Board is an active member of the Market Intelligence Committee of the European Travel Commission (ETC), which has enabled us to have a direct influence on the development of the ETC's work programme in support of the promotion of Europe in European and overseas markets. We are also proactive in the Tourism Statistics Advisory Committee of the Statistical Office of the Republic of Slovenia (SORS), with the aim of influencing the provision of data needed to measure the impact of tourism on the country's economy and to evaluate the effectiveness of the implementation of the Strategy for the Sustainable Growth of Slovenian Tourism 2017–2021.

We are also members of various associations and organisations that make an important contribution to the development of tourism and enable networking and positioning Slovenia as a green destination. We are particularly involved in those associations that operate in our key markets and through which we can develop our competences and expand our links. Inter alia, we are members of the Austrian Tourism Association (ÖVT) and the Austrian National Tourist Office (ADUTEI), the national tourism association in the UK, the Professional Convention Management Association (PCMA), the largest network of business event strategists, the Society for Incentive Travel Excellence (SITE), the International Congress and Convention Association (ICCA), the American Society of Travel Agents (ASTA), the Slovenian Marketing Association, the Slovenian Society for Public Relations, the Manager Association, etc.

In the field of sustainable development, we are part of the Global Sustainable Tourism Council, which sets standards for sustainable travel and tourism, and the Green Network of Slovenia, which connects businesses and other organisations and educational institutions in their efforts to promote sustainable development in Slovenia. We have also been a member of Virtuoso, the leading tourism and travel association in the luxury and boutique tourism sector, for a number of years.

## Sustainable relations with stakeholders

Key stakeholders are identified on the basis of the impact they have on Slovenian tourism and the Slovenian Tourist Board, and relationships with them are developed from the perspective of mutual interests. The identified key stakeholders are:

- Slovenian Tourist Board employees;
- government bodies such as the Ministry of Economic Development and Technology, the Ministry of Environment and Spatial Planning, the Ministry of Infrastructure and others;
- leading destinations (35 destinations);
- the Slovenian tourism industry and leading entities of the tourism economy, such as various product and industry associations (e.g. the Tourism and Hospitality Chamber of Slovenia, the Association of Slovenian Natural Spas, the Association of Historical Cities of Slovenia, the Community of Municipalities of Slovenia, etc.);
- tourists;
- the local population;
- international organisations such as Virtuoso, Certified Travel Specialists for Slovenia (IFS Academy), the European Travel Commission and Green Destinations;
- domestic and foreign media, influencers, ambassadors, NGOs, professional organisations.

As we are aware of the importance of partnership cooperation for the development of sustainable tourism, we conduct an annual survey among the Slovenian tourism industry on satisfaction with the work of the Slovenian Tourist Board, which serves as an indicator of the success of our work. In 2020, 78 per cent of respondents were satisfied with our work overall, and 81 per cent in 2021. Among the positive impressions of the cooperation, the quality of the information provided, the proactivity, responsiveness and adaptability, and the professionalism of the staff stand out.

EUROPEAN  
TRAVEL  
COMMISSION



REPUBLIC OF SLOVENIA  
STATISTICAL OFFICE



Österreichischer  
Verein für Touristik  
oevt.info



# 81%

**of respondents were  
generally satisfied  
with our work in 2021.**





Slovenian Pavilion at the Dubai World EXPO

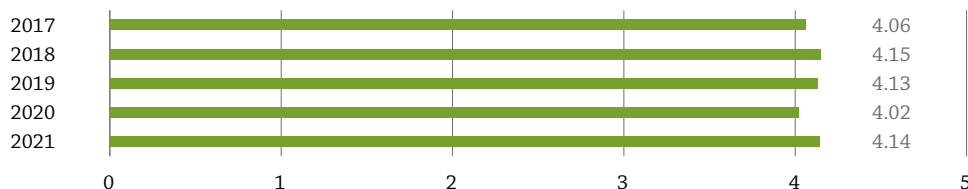


Tourism Fair

### Overall satisfaction of the Slovenian tourism industry with the work of the Slovenian Tourist Board on a 5-point scale in years 2017–2021

# 4.14

is the level of satisfaction of the Slovenian tourism industry with the work of the STB in 2021.



# 193

respondents to the materiality matrix survey.

### Materiality matrix

Based on the pillars that are important for the Slovenian Tourist Board and the stakeholder groups, we have defined key categories that form the basis for measuring the importance of different aspects for the Slovenian Tourist Board and its stakeholders. For the first materiality matrix, we first held an expert workshop in December 2021 to define the key themes for both the Slovenian Tourist Board and its stakeholders. Between 21 February and 7 March 2022, we conducted an electronic survey of key stakeholders (excluding tourists and local population). 193 respondents participated.

The most important aspects of the Slovenian Tourist Board governance are the involvement of stakeholders in the activities of the Slovenian Tourist Board, the development of new products and innovation, the professionalism of the management and staff, and sustainable development as the focus of Slovenian tourism. From the economic governance aspect, the success of the tourism turnover of the Slovenian tourism industry is of the utmost importance.

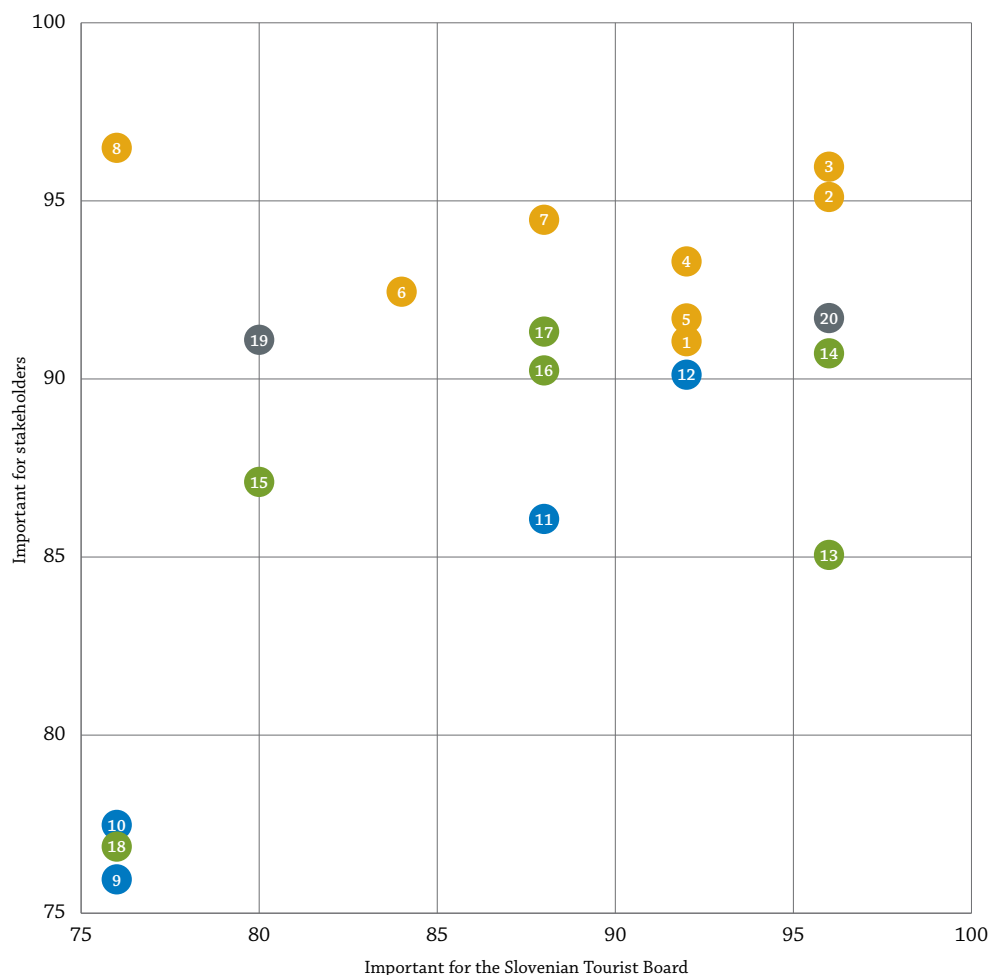
In the field of the natural environment, the Slovenian Tourist Board places greater importance on carbon neutrality and stakeholders on biodiversity conservation. Both emphasise the reduction of single-use plastics in the Slovenian tourism industry and destinations.

From the point of view of employees and the social environment, the most important concern is education and training of employees and stakeholders in the field of sustainable tourism. The high competence of the STB staff is also important to stakeholders.



## Materiality matrix

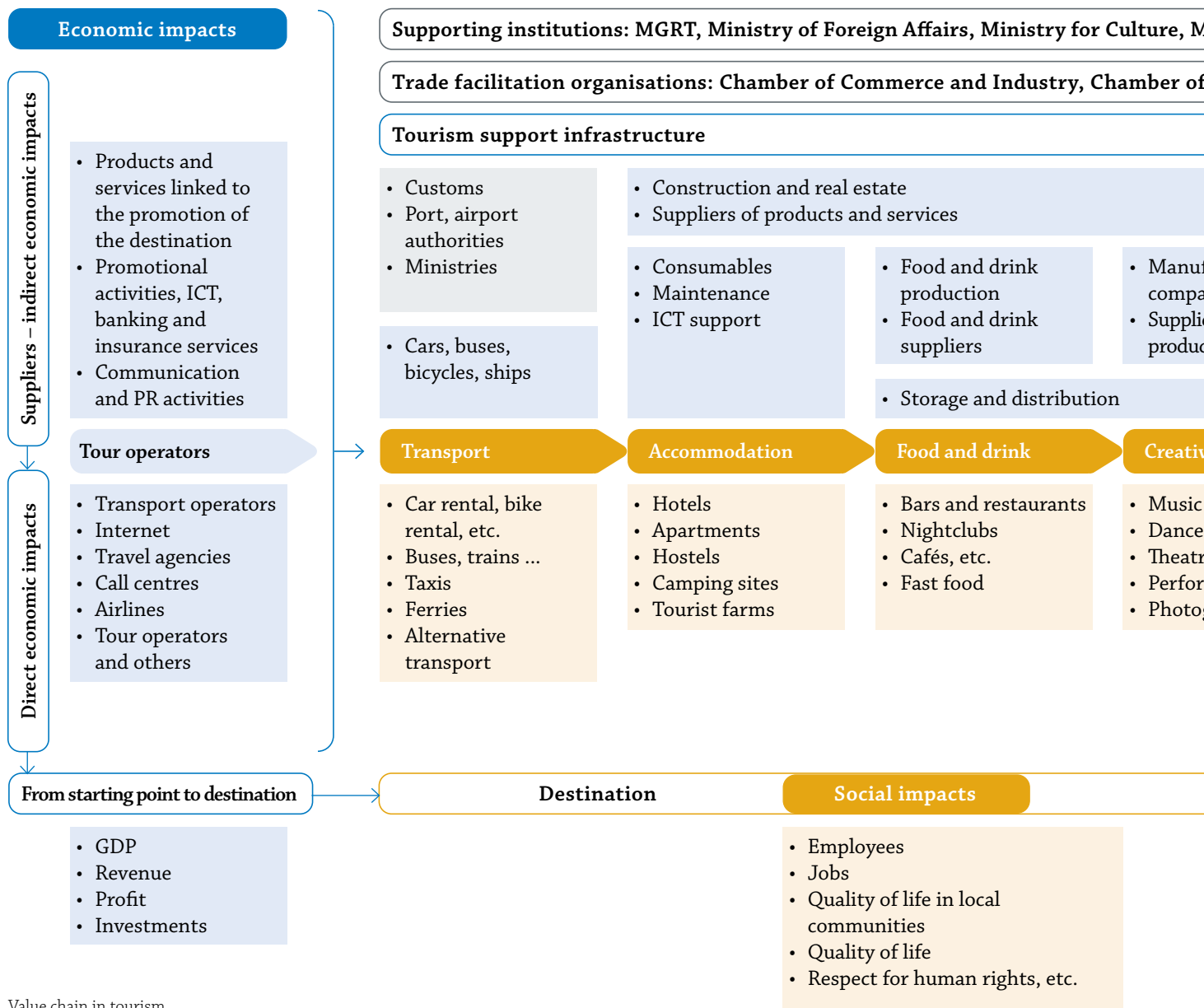
No.	Field	No.	Field
<b>Slovenian Tourist Board governance</b>		<b>Natural environment</b>	
1	The STB, its management and staff have a high professional reputation.	13	We strive for zero carbon (tourism, mobility, etc.).
2	We closely involve stakeholders (tourism industry and others) in our activities.	14	We strive to reduce single-use plastics in the Slovenian tourism industry and destinations.
3	We carry out our activities to a high quality.	15	We promote sustainable tourism through the Green Scheme of Slovenian Tourism.
4	We are innovative and develop new products in the field of tourism.	16	We promote efficient water management.
5	We put sustainable development at the centre.	17	We strive to preserve biodiversity.
6	We ensure compliance with legislation.	18	We manage our own resources sustainably (Green office).
7	We operate transparently.	<b>Employees and the social environment</b>	
8	We operate under a zero corruption policy.	19	The competence of the STB staff is high.
<b>Economic aspects of governance</b>		20	We provide education, training for employees and stakeholders in the field of sustainable tourism.
9	The STB operations are economically viable.		
10	The assets of the STB are profitable (return on investment, measured by all the funds invested in it).		
11	Achievement of the travel export earnings targets of the Slovenian tourism industry.		
12	The tourism turnover of the Slovenian tourism industry is performing well.		



## Materiality matrix

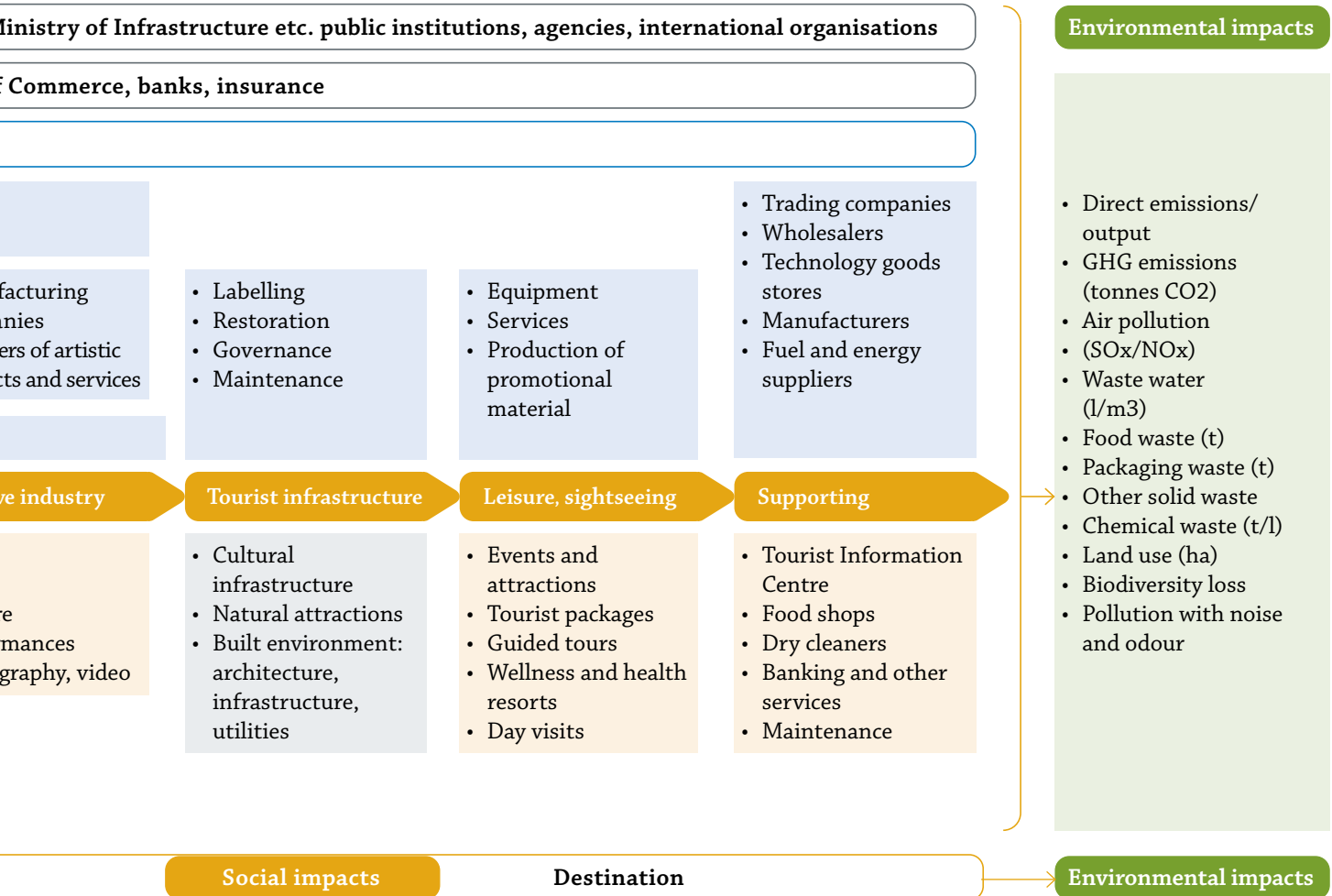
- STB governance
- Economic aspects of governance
- Natural environment
- Employees and the social environment

## Sustainable impacts and stakeholder relations in tourism



Value chain in tourism

The tourism industry brings together a diversified system of stakeholders from a wide range of activities alongside the key players in the tourism industry. The diagram illustrates the extraordinary complexity of the economic, social and environmental impacts of tourism.



## Objectives in relation to key stakeholders

### Objectives in relation to key stakeholders by 2028 and communication tools

Stakeholder	Objectives	Communication tools
<b>Slovenian Tourist Board employees</b> 	Increasing positive organisational energy by 1 point on the single index At least three new measures under the Socially Responsible Employer certificate Increasing the number of education and training courses by 20 per cent Continuation of the Slovenia-friendly Green and Healthy office project, and increasing the number of activities by 20 per cent Operation of the Social Responsibility team: increasing the number of initiatives by 20 per cent Eco team operations: 20 per cent increase in the number of initiatives	Intranet Direct e-mail Organisational energy survey Satisfaction survey on the actions of the Socially Responsible Employer certificate Brochures Education and training
<b>Governmental bodies</b> 	Increasing funding for marketing and development of Slovenian tourism Better inter-ministerial integration and implementation of the new strategy Offering quality transport links Integrating the agricultural sector into the tourism offer (local raw materials) Improvement of tourism infrastructure	Direct e-mail Business meetings Slovenian Tourism Days (round tables, expert presentations) Other events
<b>Leading destinations</b> 	EUR 1,200,000 per year awarded through public tenders and calls At least two meetings per year for leading destinations At least two education and training events per year for leading destinations Strengthening destination management 100 per cent of leading destinations included in the Green Scheme of Slovenian Tourism Development and implementation of the measurement of the carbon footprint of Slovenian tourism at the level of destinations and providers	Editorial calendar (content coordination platform) Slovenian Tourism Portal <a href="http://www.slovenia.info">www.slovenia.info</a> Monthly newsletter Slovenian Incoming Workshop Public tenders and calls Days of Slovenian Tourism Green Day of Slovenian Tourism Meeting of the Council of Mayors of the leading destinations
<b>Slovenian tourism industry and leading entities of tourism economy</b> 	Selection of a new Slovenian tourism stance based on the philosophy of sustainability and the concept of re-use 10 per cent of tourism operators involved in the Green Scheme of Slovenian Tourism 100 per cent increase in Slovenia Green Cuisine label recipients 50 per cent increase in Slovenia Unique Experiences 5-Star label recipients Continuation of the Sejalec call 100 per cent increase in the number of participants in the initiative to exclude single-use plastics 5 trainings and workshops per year Minimum score of 3 in the satisfaction of the Slovenian tourism industry with the work of the STB Development and implementation of carbon footprint measurement of Slovenian tourism at the level of destinations and providers	Slovenian Tourism Portal <a href="http://www.slovenia.info">www.slovenia.info</a> Monthly newsletter Virtual Events Feel Sloveni@ Slovenian Incoming Workshop Public tenders and calls Days of Slovenian Tourism Green Day of Slovenian Tourism Survey on satisfaction with the work of the STB



Stakeholder	Objectives	Communication tools
<b>Tourists</b> 	14.4 million total overnight stays 4.7 million total guest arrivals 3 days average length of stay of all tourists Social networks: increase in tourist interactions by 20 per cent and followers by 20 per cent, adding new communication channels and following trends in this area Setting up a national information centre to measure the impact of tourism Setting up a system to manage tourist flows Offering a mobile app for choosing a green destination with the lowest possible carbon footprint instead of a travel planning app Creating a sustainable and boutique offer for 5-star experiences Slovenia as the first choice for sustainable holidays	Slovenian tourism portal <a href="http://www.slovenia.info">www.slovenia.info</a> Monthly newsletter Advertising campaigns Social media and communication through messaging platforms Events Promotional publications (print and digital) Satisfaction survey
<b>Local population</b> 	Integrating local resources into a destination tourism offer Integrating natural and cultural heritage into a destination tourist offer Linking tourism with agriculture and the local economy Strengthening the participation of the population in planning tourism at the destination	Slovenian Tourism Portal <a href="http://www.slovenia.info">www.slovenia.info</a> Monthly newsletter Events Satisfaction survey Information via social networks
<b>International organisations</b> 	Holding international conferences in Slovenia with a focus on sustainable tourism (Slovenia as an excellent host for sustainable practices) – at least one every two years Incorporation of good practices of Slovenian sustainable tourism on an international scale – Slovenia as an example of sustainable tourism We will strive to increase study tours for tour operators and travel agents, so as to reduce our carbon footprint by 20-30 per cent, through the use of local transport, vehicles, catering in accordance with the 0 km principle, etc.	Slovenian Tourism Portal <a href="http://www.slovenia.info">www.slovenia.info</a> Monthly newsletter Virtual events Feel Sloveni@ Direct email
<b>Domestic and foreign media, influencers, ambassadors, NGOs, professional organisations</b> 	Increasing the number of publications with dominant content on Slovenia as a sustainable tourism destination or on the sustainable activities of the STB in domestic and foreign media by at least 20 per cent Increasing investment in global digital campaigns by 30 per cent Expanding multi-channel campaigns by at least 10 per cent Change and modernisation of communication channels by at least 20 per cent Number of social media posts: increasing the number of posts by 20 per cent and strengthening communication in line with trends – audio content, ASMR video content, »real time« video content, etc. 20 per cent study trips for journalists on sustainability, with a minimum carbon footprint Increasing networking and promotion by tourism ambassadors and stakeholders Incorporation of good practices of Slovenian sustainable tourism on an international scale – Slovenia as an example of sustainable tourism	Slovenian tourism portal <a href="http://www.slovenia.info">www.slovenia.info</a> Monthly newsletter Advertising campaigns (digital campaigns) Social media Study trips for journalists Events, fairs Press conferences Press releases Broadcasts and podcasts Virtual events Feel Sloveni@ Promotional publications (print and digital)

**Evaluation of the achievement of selected objectives and indicators of the Strategy for the Sustainable Growth of Slovenian Tourism 2017–2021, for which the Slovenian Tourist Board was responsible, either alone or in cooperation with other government bodies (Ministry of Economic Development and Technology, Ministry of Agriculture, destinations, etc.).**

Policies/measures/activities	Objectives	Indicators	Partners
Introduction of a national culinary brand and strengthening the system of regional/local culinary brands	Strengthening the overarching promotion of gastronomy and achieving synergies with the regional/local level	Number of activities by type of promotional activity, index in relation to previous year	Catering providers
Establishing a sustainable model for visit management	Obtaining an analysis of the carrying capacities of tourist destinations in Slovenia and establishing governance models	Yes/No	Competent ministries
Development of a plan for integrating UNESCO heritage into tourism	Exploiting the potential of UNESCO to valorise cultural and natural heritage through tourism	Yes/No	Competent ministries
Promoting green international connections	Enhancing the green dimension of tourism through eco-labels, eco-quality labels, through participation in international green networks and organisations	Number of new eco-labels (total and by type), number of new memberships in green initiatives, number of green awards	
Monitoring visitor satisfaction	Monitoring visitor satisfaction	Yes/No	Local Tourist Boards (LTOs), municipalities
Monitoring of residents' satisfaction with the development of tourism	Monitoring of residents' satisfaction	Yes/No	LTOs, municipalities
Active management of the Green Scheme of Slovenian Tourism	Active implementation of sustainable tourism development policy	Number of new certified destinations and providers	Green Destinations, GoodPlace, LTO, tourism providers
Green monitoring of new provider categories of the Green Scheme of Slovenian Tourism	Establishing a model for certification of new categories of providers	Number of new certified providers by category	Green Destinations, GoodPlace, LTO, tourism providers
Fostering the design and commercialisation of green products	Development of green products	Number of commercially designed green products, meeting the criteria of the Green Scheme of Slovenian Tourism	LTOs, tourism enterprises, MGRT
Product development activities and promotion of cuisine under the Taste Slovenia brand by strengthening the vertical link to regional/local culinary brands	Strengthening the overarching promotion of gastronomy and achieving synergies with the regional/local level	Number of activities by type of promotional activity, index in relation to previous year	Catering providers

Level of achievement of objectives:

- 0 Not achieved    1 No, preparatory studies    2 No, individual cases    3 Yes, satisfactory    4 Yes, to a large extent    5 Yes, fully

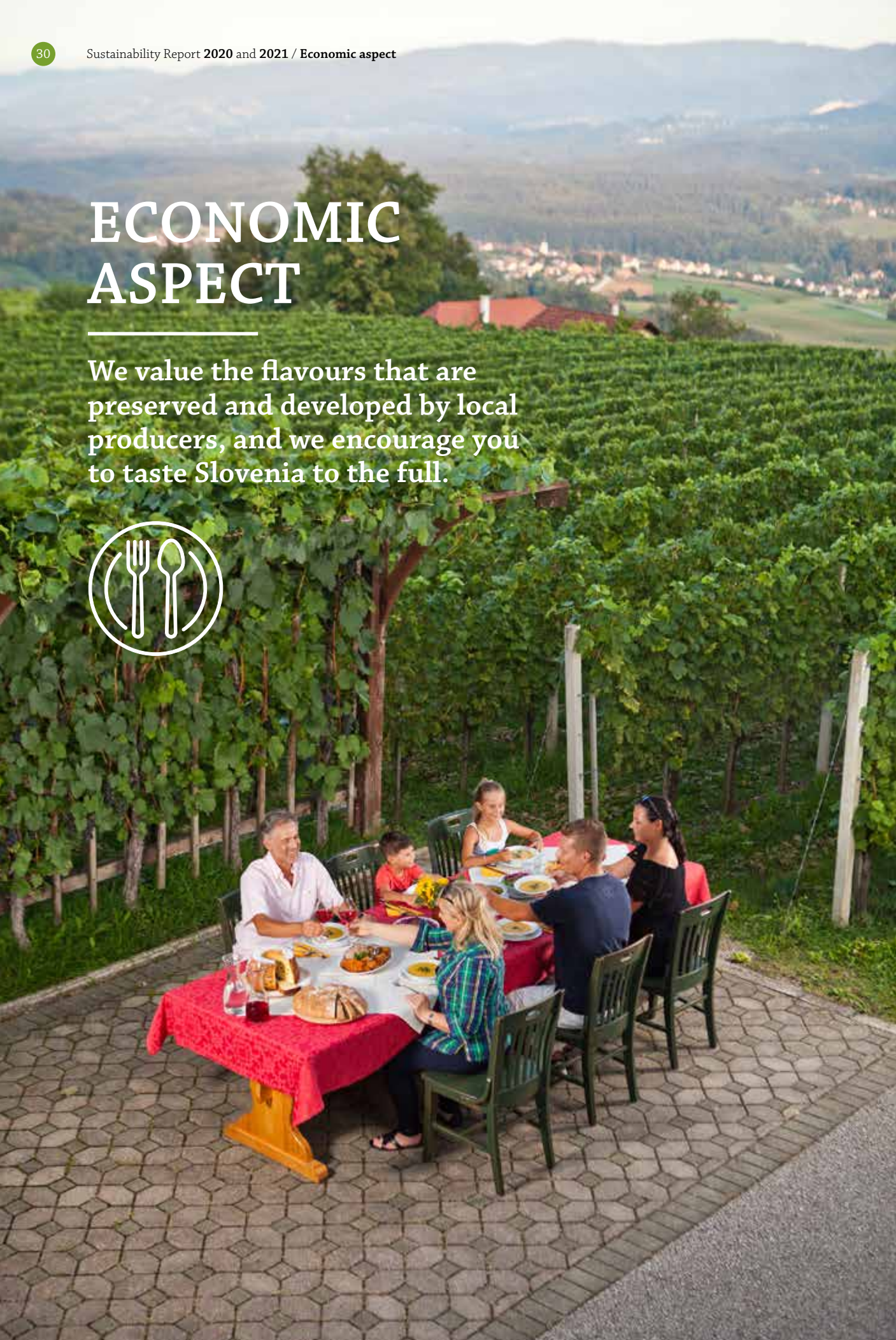
## Assessment and evaluation

- 5** Significant progress has been made at all levels, from the certification of local products to the growth in the visibility of top culinary experiences and brands.  
An independent website [www.tasteslovenia.info](http://www.tasteslovenia.info) has been launched. Slovenia has been awarded the status of European Region of Gastronomy 2021.  
The arrival of the exclusive Michelin Guide in 2020 and Michelin stars for several Slovenian restaurants. At the destination level, certified collective brands are being successfully developed, such as Bohinjsko, Dobrote Dolenjske, Okusi Rogle, Geopark Idrija, Jeruzalem, Okusiti Laško, Bled – local selection, S haloških bregov, Sevnica, Okusi Radovljice, Iz Doline Soče, etc.
- 2** Two research projects have been completed, studying models and producing indicative carrying capacity analyses for some destinations. The implementation of visitor management models and multiannual monitoring is not yet systematically established.  
In 2020, a methodology was developed and a carrying capacity calculation was implemented for the most stressed natural values, with the aim of protecting nature, reducing pressures and regulating visitation, and improving the quality of experience. Some of the new approaches in these areas are contrary to the concept of increasing the value of the Slovenian tourism offer.
- 3** No plan has been drawn up, but the inscription of heritage sites on the UNESCO list has been systematically regulated. UNESCO heritage is presented on the [www.slovenia.info](http://www.slovenia.info) portal, but there are no systematic marketing campaigns related to UNESCO heritage.  
Without integration into sustainable tourism products, the potential of UNESCO is not exploited.
- 5** In the period 2017–2021, Slovenia systematically acquired eco-labels, participated in international green initiatives and won important international green awards.  
The Ministry of Economic Development and Technology publishes an annual public tenders to promote the introduction of eco-labels.  
The number of eco-label subsidies increases annually.
- 4** A professional system of surveys on satisfaction of foreign tourists is in place and is carried out by SORS in cooperation with the STB. Satisfaction is also monitored by individual destinations as part of the Green Scheme of Slovenian Tourism during the certification or renewal phase.  
Surveys of foreign tourists are regular and accurate, but sporadic, which is not sufficient to adapt quickly to the market/tourists. Need for more systematic and regular monitoring.
- 3** Residents' satisfaction is only monitored by individual destinations as part of the Green Scheme of Slovenian Tourism in the phase of obtaining or renewing the certificate, but there is not yet a uniform approach.
- 5** Green Scheme of Slovenian Tourism certification scheme developed and operational.
- 5** A complex certification model for destinations, parks, accommodation, agencies, cuisine, beaches and attractions is set up and running. The STB, together with the scheme operators, ensures the development and standards of new categories of providers.
- 3** Guidelines for green product development are defined, supported by various public calls for product development. The concept of 5-Star Experiences and the Slovenia Unique Experience has been introduced, but their market performance is currently low.  
There are no clear links between the different schemes, which may lead to ineffective measures.
- 5** Gastronomy, including the Taste Slovenia brand, is an example of successful product development practice and appropriate inter-ministerial and vertical integration.



# ECONOMIC ASPECT

We value the flavours that are preserved and developed by local producers, and we encourage you to taste Slovenia to the full.





# Sustainable business

The Slovenian Tourist Board obtains its operating resources from the financial resources of the Ministry of Economic Development and Technology, and its own resources from the sale of goods and services and the promotional fee. In 2020 and 2021, revenues from public funds accounted for 71 per cent and 76 per cent of the total funding structure, respectively. Revenue from own resources represented 3 per cent of total revenue in 2020 and 1 per cent in 2021. Revenue from the promotion fee represented 26 per cent of the total revenue structure in 2020 and 23 per cent in 2021.

Most of the funds are earmarked for the implementation of activities to promote Slovenia as a tourist destination, accounting for 83 per cent of resources in 2020 and 79 per cent in 2021. The remaining part of the resources is dedicated to providing a competitive support environment, which accounted for 17 per cent of the total resources in 2020 and 21 per cent in 2021.

## 71%

of revenue from public finances in 2020 in the revenue structure.

## 76%

of revenue from public finances in 2021 in the revenue structure.

## 83%

of the funds were earmarked for the implementation of activities to promote Slovenia as a tourist destination in 2020.

## 79%

of the funds were earmarked for the implementation of activities to promote Slovenia as a tourist destination in 2021.



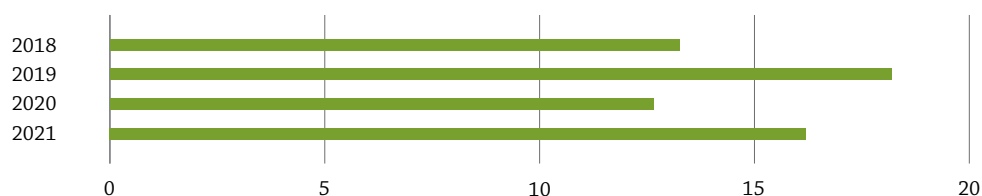
**Ana Gračanin,**  
Head of the Finance and Accounting  
Department

*»By digitalising the processes in the Financial Accounting Service of the Slovenian Tourist Board, we simplify individual work segments, saving time and money. By paperless operation, we are taking care of the environment. Digitalisation in the financial and accounting service significantly reduces errors and gives us important information in real time.«*

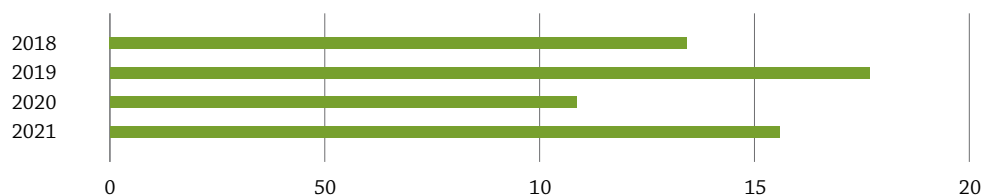
## Revenue and expenditure of designated users on a cash-flow basis, 2018–2021 (in EUR)

	2018	2019	2020	2021	Index 2021/2020
<b>Total revenue</b>	<b>13,250,496</b>	<b>18,194,450</b>	<b>12,650,142</b>	<b>16,198,211</b>	<b>128%</b>
Funds received from the budget for the STB operations	2,328,101	2,365,269	2,353,488	2,445,998	104%
Funds received from the budget for programmes	10,154,988	9,649,979	6,599,692	9,814,969	149%
Other funds received	767,408	841,975	318,584	191,988	60%
Own sources					
Promotion fee		5,337,227	3,378,378	3,745,256	111%
<b>Total expenditure</b>	<b>13,429,916</b>	<b>17,668,994</b>	<b>10,862,524</b>	<b>15,585,342</b>	<b>143%</b>
Expenditure for operation	2,328,268	2,370,634	2,329,950	2,436,497	105%
Expenditure for agreed programmes	11,101,648	15,298,360	8,532,574	13,148,845	154%

## STB revenue 2018–2021 (EUR million)



## STB expenditure 2018–2021 (EUR million)



## Realisation of funding for Slovenian Tourist Board programmes

Since the declaration of the epidemic in March 2020, the Slovenian Tourist Board has responded to the current situation and the crisis with immediate measures and adjustments to its promotional and development activities. Activities were planned and implemented in an adapted format and scope, such as adaptations and upgrades of public tenders for co-financing promotion for companies, destinations, agencies, webinars as an alternative tool to traditional live business events, implementation of the #StayHome digital communication and upgrading of the tailored digital campaign “MyWay” for target groups primarily in nearby markets, implementation of training courses within the Academy for Marketing in Tourism and the Digital Academy, etc.

The implementation of tailor-made, substitute or even some cancelled promotion and development activities resulted in a lower financial realisation or a lower uptake of programme funds than the foreseen EUR 10,350,000. The lower financial realisation of the programme is also due to the fact that the 2020 promotional fee was realised at EUR 3,378,378, which

**Revenue and expenditure of designated users on a cash-flow basis, 2018–2021 (in EUR)**

<b>STB programme</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>Index 2021/2020</b>
Marketing communication – promotion of Slovenia as a tourist destination: promotion of the development of tourist products, general promotion, co-financing of marketing activities	8,355,388	13,012,944	6,678,412	11,076,430	166%
Marketing infrastructure – providing a competitive support environment: research and development, marketing support	1,854,607	2,285,416	1,854,163	2,072,414	112%
<b>Total</b>	<b>10,209,995</b>	<b>15,298,361</b>	<b>8,532,575</b>	<b>13,148,844</b>	<b>154%</b>

is about 60 per cent higher than planned. This is due to the opening of accommodation in Slovenia in the summer months and the introduction and redemption of tourist vouchers.

The impact of the COVID-19 pandemic also affected 2021 and the implementation of activities was adjusted accordingly. The focus was on activities to develop and market Slovenian tourism more effectively in order to recover as quickly as possible and build a more resilient tourism sector for the future. Promotional and development activities were adapted to the situation and changes on domestic and foreign markets. The activities have been adapted in scope, content and dynamics, which is why the planned financial resources for the implementation of the programmes, amounting to EUR 14,750,000 for 2021, were not fully realised (mainly from the promotional fee). The lower financial realisation or the lower uptake of programme funds is due to the implementation of adapted, substitute or even some cancelled promotional and development activities. The promotional fee funds were realised at EUR 3,745,256. Due to the obligation to implement activities in accordance with the rules on public procurement procedures, it was not possible to commit the full amount of the additional financial resources available by the end of the financial year.

**Public tenders and public calls**

In December 2019, we published for the first time a public tender for the co-financing of activities to promote the Slovenian tourism offer in support of Slovenian tourism businesses. This offered tourism companies the opportunity to co-finance small-scale promotion projects on foreign markets and to implement projects on the domestic market. In February 2020, we launched a new public tender, but due to the drastic changes in tourism flows caused by COVID-19 in March 2020, we adjusted one of the key criteria of the tender, i.e. the promotion of tourism products outside the main tourist season, in such a way that tourism companies could receive a certain percentage of points for reaching the criteria, even if the applicants implemented up to 40 per cent of the value of their promotional activities inside the main tourist season. Previously, an applicant only received points if it implemented all promotional activities outside the main season, in line with the guidelines of the Strategy for the Sustainable Growth of Slovenian Tourism 2017–2021.

We originally allocated EUR 800,000 in 2020 to support Slovenian tourism businesses, which was reduced to EUR 715,000 in March 2020 following the onset of the COVID-19 pandemic and the complete shutdown of tourism flows. In this way, we supported 19 projects. The public tender for co-financing the promotion of Slovenian tourism in 2020 was initially intended for promotion on foreign markets only, but we later adapted the tender to allow for greater flexibility and for the funds to be used for activities on the domestic market as well. In 2020, tourism businesses faced constant changes in foreign markets and risks due to the worsening epidemiological picture, which prevented them from tactically planning their promotion and presence in foreign markets. The final amount committed in 2020 was EUR 615,830.81, with a realisation of EUR 305,546.74, or 49.62 per cent, as part of the funds was transferred from 2020 to 2021 due to the epidemiological situation.

# 19

**projects by Slovenian companies were supported in 2020.**

# 1,223

**guided tours were made possible through a public call to support licensed tour guides in 2020.**

We also took emergency action to support licensed tourist guides who suffered significant business losses as a result of the COVID-19 pandemic. Slovenian tourist guides had been providing tours mainly for foreign guests, but due to the drastic decline in foreign guests, the scope of their activities was nullified. In order to bridge the complete decline in orders for tourist guiding, to maintain the quality of tourist guiding and to stimulate demand among domestic guests, while at the same time using tourist vouchers as a complementary offer, we launched a public call to support business entities providing tourist guiding services in Slovenia. Through the call, we issued 48 purchase orders to business entities, supported 67 tourist guides and facilitated 1,223 guided tours.

# 92%

**realisation of the public call for co-financing activities to promote the tourist offer of leading tourist destinations in Slovenia in 2021.**

In 2021, we also provided support to tourism stakeholders in the form of public tenders for co-financing. In the light of COVID-19, we launched the public tender to promote the marketing activities of receptive tourism operators and travel agents on foreign markets, aimed at boosting the relaunch and strengthening the internationalisation of Slovenian tourism. More than 20 receptive tourism operators and travel agents successfully applied for the tender. They used EUR 838,987 of the original EUR 1,700,000. In March 2021, we published a public tender for co-financing activities to promote the tourist offer of Slovenian leading tourist destinations in 2021, worth EUR 1,200,000. 34 leading destinations applied and used the funds in the amount of EUR 1,060,827, i.e. a realisation of more than 92 per cent. We also launched a public call to business entities providing tourist-guiding services in Slovenia. A total of 205 applications were received and reviewed, with 147 guides or multi-guide agencies active. The available funds were used by the guides to the value of EUR 527,06.

## **Slovenian Tourist Board public tenders and public calls for co-financing the tourism industry and funds available and used in 2020 and 2021 (in EUR)**

Public tender/call	2020			2021		
	Available funds	Used funds	Number of projects	Available funds	Used funds	Number of projects
Public tender for co-financing the promotion of the Slovenian tourist offer	715,000.00	305,546.74	19	/	/	/
Public call for business entities involved in tour guiding in Slovenia	146,000	113,425.30	48	/	/	/
Public tender to promote the marketing activities of receptive tour operators and travel agents in foreign markets	/	/	/	1,700,000	838,987	20
Public tender for the co-financing of activities to promote the tourist offer of leading tourist destinations in Slovenia	/	/	/	1,200,000	1,060,827	34
Public call for business entities involved in tour guiding in Slovenia	/	/	/	600,000	527,062	147





Summer in Posavje, Božidar Jakac Gallery / photo: Andrej Tarfila



Cycling at the Olimje Monastery / photo: Amadeja Knez



Ljubljana, tourist guiding / photo: Andrej Tarfila



# SOCIAL ASPECT

Connecting people, nature and  
culture for new touches of life.  
For heartily Slovenia.





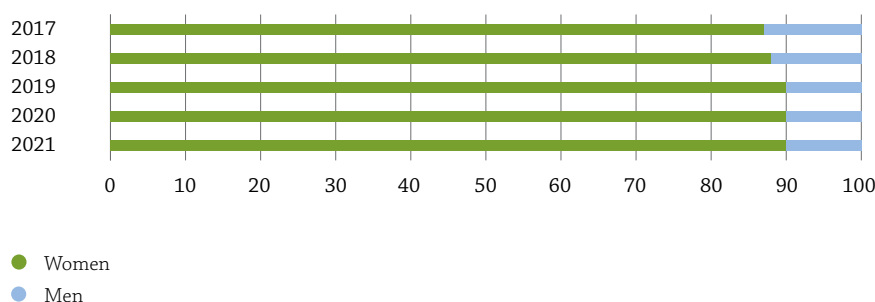
# Sustainable employment relations

The employees are the heart of the Slovenian Tourist Board. We are the key stakeholders for Slovenia's recognisability as a green destination on the global map of tourist destinations. In accordance with our values, we are heartily, integrated, green, innovative and digitally oriented. These values are also highlighted within the organisation, resulting in the perfect ratio between work and private life. We build our competence and awareness about social responsibility and sustainable business through various workshops, training, team meetings and activities. We regularly check the atmosphere among the employees and implement activities that raise positive organisational energy in compliance with the results. During the COVID-19 epidemic, we also promoted healthy lifestyle, regular exercise and care for mental health.

## Employees of the Slovenian Tourist Board in the 2017–2021 period

	2017	2018	2019	2020	2021
Number of employees	39	41	43	42	42
Permanently employed	87%	85%	88%	88%	88%
Fixed-term employees	13%	15%	12%	12%	12%
Proportion of employees as per age, 27 to 40 years old	51%	51%	47%	47%	43%
Proportion of employees as per age, 41 to 55 years old	46%	44%	47%	47%	52%
Proportion of employees as per age, 56 years old and more	3%	5%	6%	6%	5%
Newly employed	15%	7%	16%	2%	5%
Employee turnover	5%	2%	7%	5%	5%

## Employees of the Slovenian Tourist Board in the 2017–2021 period by gender (in %)



Alenka Kramžar Dolinar, HR Manager

»HR development and life-long learning are permanent features for the employees. The STB is in the process of establishing a competence model. The competences define development steps in a career path and are useful when discovering development guidance for the employees, which results in the enhanced efficiency of the organisation as a whole. The sustainability of the solution is expressed in the constant development of competence, individual personal growth and care for society and the environment.«

### Sick leave and parental leave in the 2017–2021 period

	2017	2018	2019	2020	2021
Sick leave	3%	3%	6%	4%	3%
Parental leave	9%	4%	5%	1%	0%

The employees are entitled to parenting-related part-time work. This option was used by two employees in 2020 and one in 2021.

The SI-JUS trade union of the Slovenian Tourist Board is organised in the STB, which is represented by the trade union representative, Tanja Mlakar. The trade union operates under the auspices of the Slovenian Civil Servants' Union – SI-JUS ([www.si-jus.si](http://www.si-jus.si)). On 5 September 2012, the STB and the trade union concluded an agreement on ensuring conditions for trade union operations of the SI-JUS STB trade union, which determines the framework of cooperation and trade union participation in all issues decided on by the management bodies and authorised employees and which refers to the social-economic and work position and rights, obligations and responsibilities of workers arising from the work and employment relationship. We function in accordance with the principle of equal opportunities and reject all forms of discrimination.

### Family Friendly Enterprise and a Socially Responsible Employer



We are aware of the importance of harmonising professional and private life, which contributes significantly to the motivation of the employees and increases work productivity, and we thus already obtained the basic certificate of a Family Friendly Enterprise in 2010 to upgrade our social operations. In May 2017, we became an organisation with full Family Friendly Enterprise certificate.



**Socially  
Responsible  
Employer**

Accession certificate  
013/2020

Within the organisation, we defined fifteen measures, the objective of which is to improve the work process management and the quality of work environment for better harmonisation of the employees' professional and family life. The measures include the fields of working hours, organisation of work and the workplace, information and communication policies, management skills, services for families and rewarding of achievements. A special project group oversees the implementation of the measures adopted.

In September 2020, we established a social responsibility team composed of the same members as the team for harmonisation of professional and family life. The composition of the team is representative by gender, care responsibilities, age and also by various functions and sectors of the employees in the organisation. The trade union representative is also part of the team.

The employees are enabled flexible working hours, an arrangement which is utilised by 98 per cent of all employees. The majority also exercises the option of alternating work from home. Those with children in the first three grades of primary school have a day off on the first school day of their children. The employees whose children are starting kindergarten are enabled flexible working hours in the first week with reduced presence. The employees whose children are aged under 15 years receive gifts from dedek mrz (Father Frost) every New Year.

A full Family Friendly Enterprise certificate was upgraded in December 2020 with a Socially Responsible Employer certificate for the field of organisational management. By means of the activities set, we examine and improve socially responsible management of the organisation, whereby great emphasis is placed on responsibility towards the employees. By applying principles of sustainable development, we tackle social and environmental challenges and implement nine sustainable and 21 fundamental measures designed to reduce the negative and increase the positive impact on the economy, society and the environment.

# 15

measures for improved  
harmonisation of  
employees' professional  
and private life

# 30

measures for organi-  
sational management  
and sustainability



## Staff training and education

The employees are regularly trained, and we provide for the development of their competences in various fields, both professional and social, which enables them to efficiently deal with day-to-day situations in their professional and private lives.

The development of competences regularly includes work-specific competences such as learning of languages, computer training, field of public procurements and corruption risks, personal data protection, public speaking, etc. The educational content also includes topics that help the employees manage stress at work, various personality types and the creation of good relations, intergenerational cooperation, improvement of communication in a team and enhancement of organisational energy. We develop the competences of the management, which helps them with management functions such as modern and lean organisation management.

In 2021, responsible employees of the Social Responsibility team attended the training for the preparation of a sustainability report in accordance with the GRI standards, and an adjusted workshop regarding the sustainable development of the Slovenian Tourist Board was organised for the STB focus group, at which we identified direct and indirect impacts of our organisation and defined the key stakeholders and crucial content.

# 50

hours were spent on average by STB employees for training in 2021.

### Average number of hours of training per employee in the 2017–2021 period

	2017	2018	2019	2020	2021
Average number of hours	50	85	40	58	50

## Health and safety in the workplace

We know that a safe working environment and care for health in a workplace are important for efficient and stimulating work. Because work is mostly done while seated and behind a computer, we provide an ergonomic working environment, e.g. computer screens and other equipment (mouse mats, ergonomic mice, web cams, etc.) used by the employees at their work are suitable or reduce blue light and include technologies that reduce eye strain and enable correct posture of the body and arms, and are also energy efficient. The employees use leg rests and are encouraged to exercise at their workplace in various ways. They also use drinking fountains with purified water. At workshops, the employees are informed about the risks related to their workplace and working environment which can lead to functional impairments, illness or disability, and they were taught to use relaxation techniques.

During the epidemic, when work was mostly done from home, we raised awareness among the employees and encouraged them to care for their health, healthy diet, mental health and healthy sleep, and we forwarded them exercises for stretching and strength. We carried out a team workshop on stress management entitled “How to build an emotional, physical and mental resilience to stress” and a new channel in the Microsoft Teams virtual environment was launched with videos of exercises. In cooperation with a physiotherapist and kinesiologist, we organised a workshop on healthy seating and exercise.

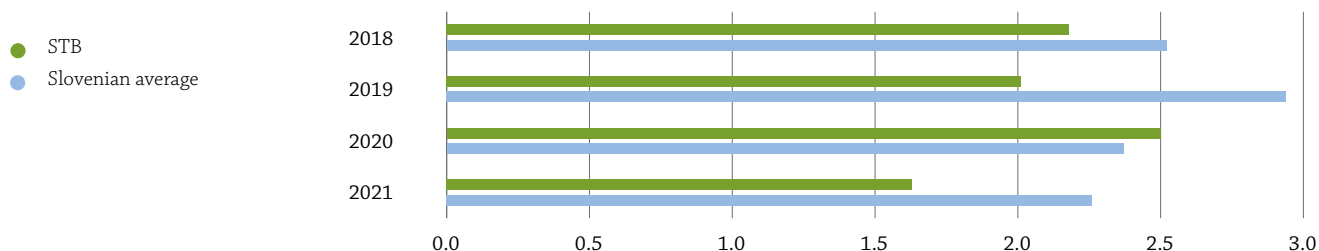
The employees can use a company bicycle, which is regularly maintained, and those employees who use public transport to commute to work and for business travel have access to a company Urbana card for public passenger transport in Ljubljana.

No workplace injuries were recorded in 2020 and 2021, and their number was also negligible in the previous period due to the nature of the work and those injuries that did occur were minor.

## Organisational energy

In 2018, we began measuring organisational energy within the Organisational Energy project, which was the result of a multi-annual development partnership of 16 organisations. By participating in the project, the Slovenian Tourist Board is enhancing its reputation as a responsible employer that keeps pace with the times and promotes the application of modern HR management tools for releasing and activating human capacities and talents.

### Organisational energy of the single index achieved by the Slovenian Tourist Board in the 2018–2021 period in comparison with the Slovenian average



The single index shows the ratio between qualitative energies (productive energy and comfortable energy) and non-qualitative energies (energy of resigned inertia and corrosive energy).

In 2020, a single index of organisational energy of 2.50 was achieved, for which we received the 2020 Good Organisational Energy certificate. In 2021, we obtained a single index of organisational energy of 1.63, which is also less than the Slovenian average, which was 2.26 in 2021. A drop in the index compared to 2020 was the result of various factors, including the COVID-19 epidemic.



**In 2020, we received the Good Organisational Energy certificate.**

### Values of the organisational energy of the Slovenian Tourist Board in comparison with the optimum value in the 2018–2021 period and comparison with the Slovenian average

Type of energy, measured in points	Productive energy	Comfortable energy	Energy of resigned inertia	Corrosive energy
STB values 2021	66	64	41	38
Optimum condition	80	70	do 25	do 25
Deviation from the optimum condition	-14	-6	-16	-13
Slovenia in 2020	70	71	27	33
STB values in 2020	76	66	29	28
STB values in 2019	69	66	29	28
STB values in 2018	68	70	29	30

Productive energy = capacities are relaxed and directed towards attaining key objectives

Comfortable energy = satisfaction, but there is a lack of incentive to implement significant change

Energy of resigned inertia = mental withdrawal, indifference

Corrosive energy = a lot of energy is spent in resolving internal issues and unproductive activities

A drop in productive energy was detected in 2021 and an increase in the energy of resigned inertia and corrosive energy, which may be the result of the COVID-19 epidemic, an increase of remote work and adjustments when implementing certain activities. The management of the Slovenian Tourist Board is actively seeking solutions to improve the organisational energy in 2022. Among other things, we will regularly carry out annual interviews, continue with focus training relating to communication, anti-stress, psychological safety, enhancement of the mindset of growth and resilience, and engage the employees and strengthen their affiliation.

# Sustainable relations with suppliers

Our commitment is sustainable tourism and, as a result, we incorporate in public procurements green or sustainable requirements which are gradually enhanced. We have adopted our own guidelines for selecting suppliers, which also include the sustainability aspect. This enables us to give the utmost support to those bidders who incorporate sustainable products and services in their bids and observe the guidelines of sustainable development, and local service providers and operators. The criteria and requirements are regularly adjusted in accordance with the sustainable guidelines of national and international schemes. We further encourage the Slovenian tourism industry to participate in the Green Scheme of Slovenian Tourism by means of which we can significantly increase the proportion of environment-friendly and sustainable products, services and offer in Slovenian tourism.

Sustainability criteria and requirements are part of the procurements in the field of organisation of events, foodstuffs, textile promotional products, when selecting paper, detergents, rental of passenger vehicles, electric and electronic equipment, co-financing of tourist offers and products, tour guiding, etc.

## 80%

of all refrigerators, dishwashers and vacuum cleaners at fairs were classified in top energy efficiency classes.



A hybrid drive is one of the categories for the rental of passenger vehicles for STB requirements.



**Mag. Maja Pak**, Head of the Research, Development, Innovation and European Projects

*»Sustainable transformation is the future of Slovenia and Europe, which is why we will continue to act as a motor of sustainable transformation in the broader field, and simultaneously develop tools that will facilitate our partners on their sustainability path. We thus build and upgrade the green story of Slovenian tourism with our suppliers as well. In 2022, we entered an important new development period of Slovenian tourism. To measure the effects of tourism, an innovative holistic tool for sustainable and digital transition – the National Green Information Centre – and a system for measuring tourist flows for geographically distributed tourism development will be established.«*

**Sustainability criteria and fields are included in the selection of suppliers and beneficiaries of funds in the 2018–2021 period or they also encompass the period until 2025.**

The criteria are annually upgraded and the complexity with regard to sustainable behaviour is enhanced.

Name of the procurement/ call/tender	Sustainability requirement or criterion
Public call for organisers of international sports events organised in Slovenia in 2021 and 2022	Sustainability aspect of a sports event: The criteria includes raising awareness and the efforts of the event organiser regarding the necessity of protecting the environment before and during the event and implementing the so-called green sporting event (e.g. slogan of green operations to raise awareness, the organiser's publications about the importance of sustainability development in connection with the IFS mark, reduction in the use and unsuitable disposal of non-degradable and harmful waste among competitors, visitors, caterers, etc.).
Co-organisation of the 2019 Slovenian Incoming Workshop (SIW)	At least 15 per cent of foodstuffs must be produced or processed organically At least 15 per cent of foodstuffs must be produced as part of quality schemes. When selecting foodstuffs, the provider must observe seasonal calendars for vegetables and fruit.
Collection of offers for the host of the 2021 Green Day of Slovenian Tourism	Condition to participate in the procedure: the applicant possesses the Slovenia Green Destination label. In 2021, the applicant applied to complete the voluntary gastronomy module on the Slovenia Green platform. In the area of the destination, the applicant has at least one provider with the Slovenia Green Cuisine label. The applicant organises various events at which sustainable gastronomy is highlighted, and develops and promotes sales gastronomic experiences.
Implementation of group presentations of the Slovenian tourism industry at international tourism fairs and at events in Slovenia between 1 September 2021 and 31 December 2023	The proportion of refrigerators classified in the top energy efficiency class available in the market amounts to at least 80 per cent of all products. The proportion of dishwashers classified in the top energy efficiency class available in the market amounts to at least 80 per cent of all products. The proportion of vacuum cleaners classified in the top energy efficiency class available in the market amounts to at least 80 per cent of all products. The proportion of all-purpose cleaners meeting the criteria regarding aquatic toxicity and the requirements for obtaining the EU Ecolabel for hard surface cleaning products with regard to excluded and restricted substances amounts to, in accordance with the volume of all-purpose cleaning products, at least 30 per cent.
Selection of a provider for the presentation of Slovenian dishes at fairs abroad/at home and other promotional catering services abroad/at home between 1 January 2022 and 31 December 2025	The proportion of organic foodstuffs must be at least 12 per cent of all products with regard to the entire anticipated quantity of foodstuffs expressed in kilograms. The seasonal calendar for vegetables and fruit must be observed.
Supply of promotional products with the »I feel Slovenia« label for the promotion of Slovenia in the 2018–2021 period	Textile products: the proportion of organic cotton and other natural fibres produced organically amounts to 10 per cent of the textile materials used. Foodstuffs: the proportion of organic foodstuffs as per the number of all foodstuffs or the entire anticipated quantity of foodstuffs amounts to at least 15 per cent; the proportion of foodstuffs which individually meet several or all requirements from the quality scheme and due to which these foodstuffs are environmentally less burdensome amounts as per the number of all foodstuffs or the entire anticipated quantity of foodstuffs to at least 15 per cent.
Rental of passenger vehicles for STB needs in 2021	Hybrid passenger cars are among the categories of passenger vehicles for rental.
Public procurements for the purchase of paper	Paper being supplied is to be equipped with the Green Range and Khanna Paper labels or certificates ISO 9706 and ISO 14001.





Ljubelj / photo: Andrej Virč



Guided tour of Ljubljana / photo: Andrej Tarfila

### Name of the procurement/ call/tender

Two public tenders for co-financing promotion activities of the tourist offer of the leading tourist destinations in Slovenia in 2020 and 2021



Public tender for co-financing the promotion of the Slovenian tourist offer in 2020



Two public calls for business entities involved in tour guiding in Slovenia in 2020 and 2021

### Sustainability requirement or criterion

#### Promotion of sustainability-oriented tourist offer:

The applicant has obtained the Slovenia Green Destination label or markets promotional activities in the Slovenia Green Park area and performs promotional activities visibly highlighting the elements of sustainable tourism in their promotional messages, which primarily emphasise the environmental orientation of the promoted tourist product in connection with environment protection and preservation of natural features, pristine nature, green experiences and other positive environmental effects at the leading destination.

The applicant is in the process of acquiring the Slovenia Green Destination label – they have already submitted the report and the request for assessment as per Step 7 of the procedure for obtaining the Slovenia Green Destination label defined in the Handbook for the acquisition, renewal and maintenance of the Slovenia Green label of the Slovenian Tourist Board, and performs promotional activities visibly highlighting the elements of sustainable tourism in their promotional messages, which primarily emphasise the environmental orientation of the promoted tourist product in connection with environment protection and preservation of natural features, pristine nature, green experiences and other positive environmental effects at the leading destination.

Other sustainability-oriented elements highlighting the environmental orientation of the promoted tourist product in connection with environment protection and preservation of natural features, pristine nature, green experiences and other positive environmental effects at the leading destination.

#### Compliance with the 2017–2021 Strategy for the Sustainable Growth of Slovenian Tourism

#### Promotion of sustainability-oriented tourist products

The applicant performs promotional activities visibly highlighting the elements of sustainable tourism defined by the Slovenia Green Destination label or the Slovenia Green Park (destination or park) label by means of which they market their tourist product and the Slovenia Green Accommodation label or the Slovenia Green Travel Agency (provider or agency) label or another environmental label obtained (Green Globe, Green Key, EMAS, Eco Camping, Bio Hotels, EU Ecolabel, Travelife, World of Glamping Green) and other sustainability-oriented elements highlighted within promotional messages which primarily emphasise the environmental orientation of the promoted tourist product in connection with environment protection and preservation of natural features, pristine nature, green experiences and other positive environmental effects.

The applicant performs promotional activities by partially highlighting the elements of sustainable tourism defined by other sustainability-oriented elements emphasising the environmental orientation of the promoted tourist product in connection with environment protection and preservation of natural features, pristine nature, green experiences and other positive environmental effects.

The applicant may have designed a special experience which observes the criteria defined and conforms to the greatest extent possible to the concept of 5-star experiences but is not a holder of the Slovenia Unique Experiences label in which green and sustainable elements could have been incorporated.



Festive Ljubljana / photo: Nina Kurnik



Valley of the Soča River / photo: Jošt Gantar



Chef Tomaž Kavčič with guests / photo: Ciril Jazbec

# Sustainable relations with tourists and visitors

Due to the sudden and unexpected outbreak of the COVID-19 epidemic, 2020 stands out in all regards and is considered the year of extraordinary circumstances. On behalf of the epidemic, the number of tourist arrivals dropped dramatically in 2020 if compared to 2019, i.e. by 51 per cent, and the number of overnight stays decreased by 42 per cent. The number of foreign tourists decreased by 74 per cent, and the number of their overnight stays by 71 per cent. This places Slovenia among the more affected European countries.

The value of travel exports decreased in 2020 by 61.8 per cent compared to the previous year and amounted to EUR 1.05 billion. Nevertheless, destinations providing activities relating to spending leisure time in nature and various sports activities recorded a successful summer season. At the time of the epidemic, the destinations enabling contact with nature were thus at the forefront. In 2020, tourists wanted safe travel, close to their home and away from the crowds. In the summer, high demand for overnight stays at tourist farms, in glampings and boutique accommodation facilities was noted.

2021 was also marked by the COVID-19 epidemic, but the situation in the fields of tourist arrivals and overnight stays was better than that of the previous year. Domestic tourists predominated in 2020 and 2021, which was the result of restricted international travel due to the COVID-19 epidemic, and also tourist vouchers which promoted domestic tourism.

## 51%

less tourist arrivals in 2020  
in comparison to 2019

## 74%

less foreign tourists in 2020  
in comparison to 2019

## 42%

less overnight stays in 2020  
in comparison to 2019

## 71%

less overnight stays by foreign  
tourists in 2020 in comparison  
to 2019



**Mag. Livija Kovač Kostantinovič,**  
Head of Corporate PR

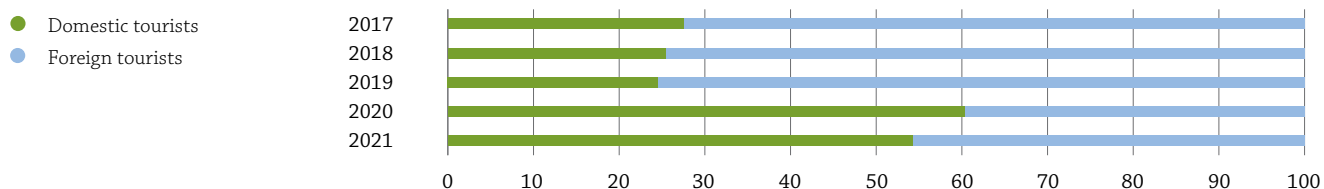
*»We position Slovenia as a green and diverse boutique Central European tourist destination of wellbeing with a recognisable and successful green tourist brand exhibiting a strong emotional charge, which communicates a high-quality and individual experience for a guest visiting Slovenia. The story of sustainable tourism is based on pristine nature and natural features. The story of the green boutique destination enhances the Slovenia brand and the brand of Slovenian tourism – I feel Slovenia. Tourists and visitors are encouraged to practise sustainable travelling by means of various projects. The vision of a sustainable destination for demanding visitors is producing results and this vision will remain unchanged in the future as well.«*



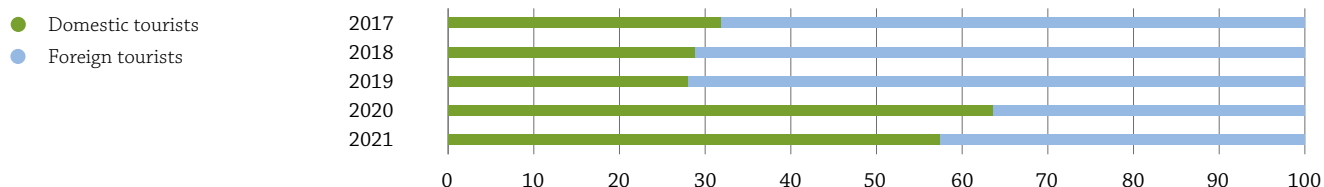
### Arrivals and overnight stays by domestic and foreign tourists in the 2017–2021 period

	2017	2018	2019	2020	2021	Index 2021/2020
<b>Tourist arrivals</b>	<b>5.503.283</b>	<b>5.933.267</b>	<b>6.229.573</b>	<b>3.065.085</b>	<b>4.003.682</b>	<b>130.62%</b>
Share of domestic tourists	27.49%	25.42%	24.52%	60.32%	54.23%	89.90%
Share of foreign tourists	72.51%	74.58%	75.48%	39.68%	45.77%	115.35%
<b>Overnight stays by tourists</b>	<b>14.208.554</b>	<b>15.694.705</b>	<b>15.775.331</b>	<b>9.204.374</b>	<b>11.251.158</b>	<b>122.24%</b>
Share of domestic tourists	31.83%	28.79%	27.92%	63.56%	57.39%	90.29%
Share of foreign tourists	68.17%	71.21%	72.08%	36.44%	42.61%	116.93%
<b>Average number of days</b>	<b>2.6</b>	<b>2.6</b>	<b>2.5</b>	<b>3.0</b>	<b>2.8</b>	<b>93.33%</b>

### Arrivals by domestic and foreign tourists in the 2017–2021 period (in %)



### Overnight stays by domestic and foreign tourists in the 2017–2021 period (in %)



Systematic planning, development and promotion activities and a modern approach to the placement of Slovenia on the global tourist map – this is what has increased the recognisability and reputation of Slovenia in recent years as an authentic sustainability-oriented boutique destination for 5-star experiences. We improve visitor trust in the fact that Slovenia is a green and safe tourist destination with activities that are based on safety, responsibility and sustainability.

Tourism during and after the COVID-19 period is and will be different from what we have known so far. Changes in the behaviour and values of tourists are already noticeable. Tourism has been restricted to nearby destinations and the focus is on personalised experiences. The provision of safety and health, and tourist products and services based on contact with nature are more important than ever. A focus on sustainable development is becoming increasingly important for tourists, while digitalisation and the provision of trustworthy information are also crucial when it comes to travel planning, security and the promotion of responsible tourist behaviour.





The Logar Valley / photo: Jacob Riglin



Business meetings, arrival at a hotel / photo: Mitja Kobal



Garden Village in Bled / photo: Ciril Jazbec

On our central web portal, [www.slovenia.info](http://www.slovenia.info), and in various publications, we encourage tourists to behave responsibly and adopt sustainable travel habits, such as sustainable mobility (travel around Slovenia by train, bus, bicycle, e-bike, or electric vehicle). We highlight green tourist destinations, sights and providers, promote green habits (drinking tap water, using reusable bottles, sorting waste, efficient energy use, using environment-friendly soaps and cosmetics, etc.) and the selection and tasting of typical Slovenian local dishes and provide other content designed to encourage responsible and sustainable travel habits.

In the future, we will enhance the perception of Slovenia as a tourist destination for a demanding guest looking for a sustainable tourist offer and a safe experience. This will be realised with further development of the Green Scheme of Slovenian Tourism, the implementation of safety standards and the Green & Safe label, and by promoting the creation of unique experiences.

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**[www.slovenia.info](http://www.slovenia.info) –  
our central web portal**

**2.8**

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**was the average  
number of days for  
which tourists stayed  
in Slovenia in 2021.**

# Sustainable marketing and promotion

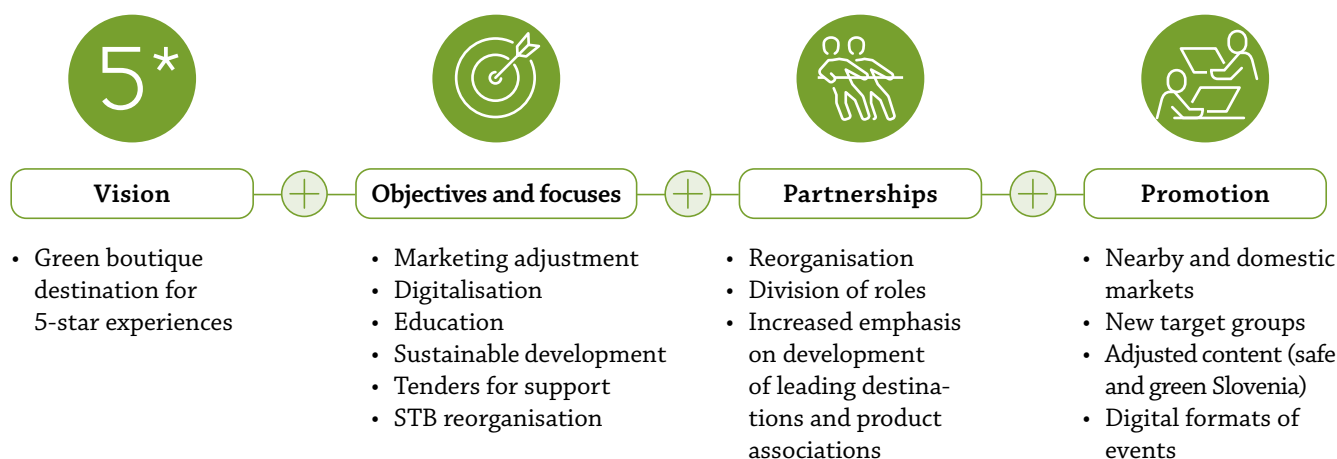
We designed a formula for the development of sustainable tourism which provides a response to global tourism challenges and enables a sustainable and competitive development of Slovenian tourism, while simultaneously epitomising the essence of the operations of the Slovenian Tourist Board.

Travel habits that have changed due to the pandemic required different priority markets for Slovenian tourism. In 2020 and 2021, we focused on domestic and nearby markets.

Foreign markets: Italy, Austria, Germany, United Kingdom, France, the Russian Federation. Growing prospective markets: the Benelux countries, Croatia, Serbia, Hungary, Switzerland, Denmark, Finland, the Czech Republic, Poland, Slovakia.

Distant markets: South Korea, China, the USA, countries of the Gulf Cooperation Council, Israel.

## Formula of sustainable marketing



## Digitalisation

One of our priorities is the digital transformation of marketing when communicating with end tourists and the business public. We developed state-of-the-art digital channels, tools and content for communication and promotion. The number of followers on social media increased from 700,000 in 2017 to 1.8 million in 2021. In the beginning of April 2022, we published the Strategy of Digital Transformation of Slovenian Tourism 2022–2026, which represents a harmonised and structured strategic approach and integration of various stakeholders in the field of tourism and digitalisation.

# 0.7 mil

of followers on social media in 2017

# 1.8 mil

of followers on social media in 2021

Social media in 2021: Facebook, Twitter, Instagram, Poslovni Twitter, V Kontakte, Pinterest, WeChat, Weibo, TikTok.



In 2020, we developed virtual platforms through which we will enhance relations with the foreign business public during the recovery:

- **Feel Sloveni@ Webinars:** an alternative form of presenting the Slovenian tourist offer and Slovenian tourism for the representatives of tourist agencies and tour operators.
- **Feel Sloveni@ On-line training:** online educational platform for foreign B2B users, such as foreign tour operators and tourist agencies from around the world or an online educational channel for forwarding in-depth information in an attractive and playful manner (gamification approach) and a cost-efficient alternative to personal contact.
- **Virtual events Feel Sloveni@ Business Date:** transfer of a tourist workshop into a virtual environment. This involves individual video meetings agreed in advance between foreign tour operators and tourist agencies and Slovenian tourism providers, which are enriched with attractive video content.

In 2020, we launched an online Academy for Marketing in Tourism which, in addition of the already existing Digital Academy, also introduced the Management Academy with topical content relating to management, sustainability and marketing. The Academy was established to enhance the competence of the key partners in the Slovenian tourism at the level of offer and destination to deal more effectively with the consequences of the COVID-19 pandemic and build a more resilient tourism in the light of digital and sustainable transition.

## Partnerships

We conclude partnerships with different global media, which also include National Geographic and the BBC, and organise study tours for the media. We connect and integrate outstanding individuals into the sustainability stories of Slovenia, the ambassadors of Slovenian sustainability tourism, such as Ana Roš, Tina Maze, Luka Dončić, Primož Roglič, Tadej Pogačar, Janja Garnbret and others.

We organise and forge global partnerships at B2B and other events and present Slovenia as a sustainability destination within various national and international sports events, fairs, etc.

In the co-production between the STB and RTV SLO, a very popular TV show, Na lepše, is being broadcast. This is a central tourism show which reminds us how large Slovenia is and how many reasons there are to take a few steps away from our homes and enjoy ourselves. We are looking for topical news, hidden destinations and unknown products on a weekly basis. The show is a complete overview of everything we wish to convey about domestic tourism to everyone involved in tourism. Because we sincerely believe that tourism is people.



**Samo Surina**, Head of Digital Content Marketing

*»A sustainable approach and green philosophy are in the foreground of our promotional activities. A greater part of promotional and marketing activities is carried out in a digital form by highlighting the key communications messages of Slovenian tourism, which are always clear and directed towards a sustainable understanding of a destination. The innovative marketing approaches set new milestones in the industry, which is proven by a number of international accolades and awards. The digital present brings numerous opportunities, but also challenges to which we will respond successfully with a harmonised strategic approach formed in the Strategy of Digital Transformation of Slovenian Tourism 2022–2026. Seventeen measures were formed with regard to five key fields of the Strategy and these will be implemented within the entire strategic period until 2026. Our vision is for Slovenia to become an example of a smart destination that strengthens and encourages the development of sustainable, boutique, personalised and innovative experiences.»*

## Sustainable events

Events (fairs, workshops, conferences) at home and abroad are implemented in accordance with the sustainability guidelines, which will be further upgraded in the future. Special emphasis will be placed on presentations at fairs with a new sustainable stand promoting Slovenian tourism.

Within various professional events of Slovenian tourism, we highlight topical sustainability themes and the challenges facing global and Slovenian tourism. Two of the most important such events are the Days of Slovenian Tourism and the Green Day of Slovenian Tourism.

In 2021, the guidelines for implementation of green events were drafted for organisers and included the following fields: planning and communication, location and transport, solid waste, water management, energy and carbon footprint, offer of food and beverages, and incorporation of local community.

### Days of Slovenian Tourism

During the 2021 Days of Slovenian Tourism, the opportunities for digitalisation and sustainable transformation and the challenges of staffing, investing and target groups in Slovenian tourism were discussed at a round table. The signing of the “Less Plastic, More Sustainability” commitment launched the initiative for the removal of disposable plastic from Slovenian tourism.

### Green Day of Slovenian Tourism

This is a central event of sustainable tourism in Slovenia which takes place on the International Day for Biological Diversity under the auspices of the Slovenian Tourist Board and the Slovenia Green Consortium. The event brings together the representatives of tourist destinations and providers who work towards sustainable development within the Green Scheme of Slovenian Tourism. It consists of a ceremonial part in which awards are conferred on the holders of the Slovenia Green label and an expert part which focuses on the topical challenges relating to sustainability and tourism. In 2021, the online version of the Green Day was organised on 20 May on the occasion of World Bee Day. It was dedicated to sustainable gastronomy because the Slovenia Green Cuisine labels were awarded to hospitality providers for the first time. On this occasion, the first destination with the platinum Slovenia Green Destination label was announced, i.e. Bohinj. In 2021, the Green Day joined the European Green Week for the first time, focussing on the efforts to achieve zero pollution.



**The Slovenia Green Cuisine labels awarded for the first time.**



As a media supporter, we participated at the Agribusiness Conference in 2021, where potentials for the breakthrough of tourism in rural areas were sought. Examples of good practice and new ideas relating to the integration of hospitality providers, farms and regional and local organisations were presented.

## Promotional products

In the field of promotional material production, the emphasis was on creating top content in 2021 in the production of printed publications at the umbrella level and the generation of interactive digital publications in order to reach the broadest circle of users. As per the stock of printed publications, the printing of new editions was minimised and directed towards the needs of specific promotional campaigns.

In the production of promotional products with the I feel Slovenia brand, we observed the trends in modern design and application of sustainable materials in 2021. The promotional products support stories of green, active and healthy Slovenia and are designed in accordance with the creative solution, I feel Slovenia – My Way. The emphasis was on the preparation of a collection of attractive promotional products for the business public on the topic of cuisine to support the gastronomy product, which was the key communication topic of the year in connection with the award of the title of the 2021 European Region of Gastronomy.



Promotional T-shirts / photo:  
Alex Štokelj



## Green awards

Accolades and awards received by the Slovenian Tourist Board contribute significantly to the greater visibility and reputation of Slovenia as an excellent tourist destination, including international awards and recognitions received by Slovenian tourist destinations and towns.

Key awards for sustainable development in 2021:

- The United Nations World Tourism Organisation (UNWTO) awarded Radovljica and Solčava in the selection of Best Tourism Villages by UNWTO.
- In cooperation with the partners Green Destinations Foundation, GoodPlace Sustainable Tourism Factory, Turizem Bohinj and five holders of the Slovenia Green label from Bohinj, we ranked third among the Best Socially Responsible Synergies in the category of small and medium-sized organisations.
- At the virtual event Global Green Destinations Days 2021, seven Slovenian destinations were listed among the Top 100 Destination Sustainability Stories, i.e. Bohinj, the Logar Valley – Solčavsko, Rogla – Pohorje, Ljubljana, Miren Kras, the Valley of the Soča River and Ajdovščina.
- Silver award from the Golden City Gate for the Green & Safe responsible travel standards communications platform.
- Condé Nast Traveller put Slovenia on the list of the top ten sustainable destinations in the world and recommended that people visit it in 2021.

Key awards for sustainable development in 2020:

- Among the recipients of the Destination of Sustainable Cultural Tourism awards organised by the European Cultural Tourism Network (ECTN) were the tourist product Vineyard Retreats by the vineyard cottages consortium, which won first place in the category of wine tourism, and Hg Smelting Plant – Heritage of Mercury of Idrija, which won second place in the category of industrial heritage.
- As part of the Weekend Premium Awards 2020 awarded by the Italian magazine Weekend Premium, Slovenia received an award in the category of Green in Europe for development and promotion of sustainable tourism.
- At the virtual event Global Green Destinations Days 2020, nine Slovenian destinations were listed among the 2020 Sustainable Top 100 Destinations, i.e. Bled, the Brda Hills, the Valley of the Soča River, Kočevsko, Ljubljana, the Logar Valley – Solčavsko, Miren Kras, Podčetrtek and Rogaška Slatina.
- Bronze award from the Golden City Gate for the promotional film, “Slovenia Green. The Story of Green Slovenia”, in the category of eco-tourism.
- At the 2020 Sustainable Top 100 Destination Awards, Slovenia won the Best of Europe 2020 award for introducing sustainable models in tourism at the national level.
- The Virtuoso association, which is considered the world’s leading association in luxury and boutique travel and tourist industry, increasingly emphasises the development of green and sustainable tourism. The Slovenian Tourist Board was one of four selected national tourist organisations from Europe which were accepted in the Sustainability Community.

Condé Nast Traveller placed Slovenia among the top 12 sustainable destinations in 2022.



**Mag. Karmen Novarlič**, Head of Business Communication

*»We strive to upgrade communication with the business public and accelerate the sustainable and digital development of all business activities with an emphasis on green events. We will outline new green guidelines for holding unique sustainable events from planning and communication to transport, waste management and reduction of carbon footprint, locally produced food, greater participation of local people, etc. Digitalisation of business events will continue, particularly where the ties were broken due to the onset of the COVID-19 pandemic. We will stimulate the programme of online training sessions entitled My Way of Escaping to Slovenia, which is intended for the education and certification of foreign experts or specialists concerning Slovenia. The number of certified foreign tour operators and agents will annually increase by 15 per cent.«*

# 9



**Slovenian destinations were among the top 100 most sustainable destinations in 2020.**

**STB and tourist destinations regularly receive accolades and awards in the field of sustainable tourism.**

# ENVIRONMENTAL ASPECT

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We strive to preserve the natural environment, which brings relaxation, wellbeing and a scent of freshness.



# Green steps of the Slovenian Tourist Board

In 2008, the Slovenian Tourist Board made a decision to function sustainably at every step of its operations. The commitment to operate with the lowest possible carbon footprint was incorporated in the project, Slovenia-Friendly office. Later on, the green commitment was supplemented with the commitment to a healthy environment for the employees, which resulted in the Green and healthy Slovenia-friendly office. The commitment to sustainable development and marketing of Slovenian tourism is the commitment of our team to consistently adapt to the environment-friendly business operations and the commitment to set a good example to others when protecting the environment. In doing so, we observe the following fields of operation and impact of our organisation, which encompasses work in the office and at home, business trips, etc.: material flow and waste generation, use of energy, water management, mobility, wellbeing and health in the workplace. Various encouraging messages and stickers are used to raise awareness and promote the implementation of measures. To improve the sustainable business of our organisation, we established the Eco team in 2008, which raises awareness and encourages employees to behave more sustainably.

## Material flow and waste generation

When managing materials and waste, we have been implementing a number of activities to prevent and reduce the generation of waste and its suitable management. We follow the five-level hierarchy of waste management: reduce, reuse, recycle, energy recovery, and disposal.

To prevent the generation of waste or reduce its quantity:

- We reduce the use of all disposable plastic in our operations.
- We avoid ordering food in disposable packaging.
- We use reusable drinking water cups or cups made from alternative materials in the workplace.
- The guests at events/meetings are served tap water from glass jugs and glasses.
- We work in compliance with the Commitment to eliminate disposable plastic from Slovenian tourism by the end of 2022.
- We print less and also use waste paper, which can still be reused. We avoid colour printing and print in draft quality, which uses less ink.
- We optimise the design of catalogues and brochures and print them on paper that is less processed, lighter and optimally printed.
- Electric and electronic equipment (EEE) is rented rather than bought; if a purchase cannot be avoided, we buy thoughtfully.
- With efficient and suitable use, we extend the life span of EEE and thus reduce the quantity of waste and greenhouse gas emissions.



**Nataša Hočevár**, Head of Development in the Department of Research, Development, Innovation and European Projects

*»The STB team feels Slovenia. We are professionally and personally committed to the philosophy of sustainability: Slovenia is green, Slovenia operates green, Slovenia promotes green. We do not want to be part of the problem, but part of the solution. Our motto is »walk the talk«. For 14 years, we have been forging solutions to reduce the carbon footprint at work; we use sustainable transport, we garden and compost at home, we are socially active, we realise the principles of a circular economy and excite the local environment about it.«*



**The employees separate waste and use disposable recycled products.**



# 124

**kg of CO<sub>2</sub> is released into the air each month due to the operation of laptops.**



# 42.3

**litres of water is used daily per employee in the building of the Chamber of Commerce and Industry of Slovenia.**

To enable suitable waste management in further processing (recycling, etc.):

- We collect all waste bottles separately.
- For catering purposes, we use disposable products from alternative materials (e.g. paper or wood) or reusable products.
- We separate waste office paper and cardboard.
- Cigarette butts are disposed of in regular waste bins and not in nature.
- Waste EEE is collected separately and handed over to authorised collectors for processing.
- Used batteries are collected separately in the collection bin located in the joint premises of the Chamber of Commerce and Industry of Slovenia (GZS).
- As a team, we attend the voluntary clean-up entitled Clean Coast.

Some 96 per cent of our employees use reusable cups instead of disposable ones. The management gave thermal insulated reusable cups to all employees and bought glass jugs from which tap water is served at meetings.

## Use of energy

We strive for the efficient use of energy at our business premises and, as a result, reduce the use of energy with various measures. Due to the use of laptops necessary for our work, which mostly takes place in the office, some 124 kg of CO<sub>2</sub> is released into the air each month and approximately 0.24 g of radioactive waste is generated. We also use screens, printers, servers, mains switches and a disk array. The largest consumers of energy in this group are the servers, which were replaced in 2020 with new ones that are significantly more efficient and consume less energy. Due to increased efficiency, we reduced the number of actual servers from five to two, which will certainly contribute to the reduction of energy use in the future.

To reduce the use of energy:

- Prior to buying new EEE, we examine its energy efficiency and other environmental criteria.
- We save electric energy when air-conditioning the premises by airing them naturally and setting a higher temperature on the thermostat in summer months.
- We optimise the use of electric energy for lighting (adjusting brightness in the office with blinds, regularly turning off the lights, functional arrangement of furniture, etc.).
- We reduce the use of electric energy when using computer equipment (regular switching off, etc.).

The building of the Chamber of Commerce and Industry of Slovenia (GZS) at Dimičeva 13 in Ljubljana, where our business premises are located, started producing power through the GEN-I solar power plant. By setting up the plant on the roof of the business building, the carbon footprint will be reduced by 1,961 tonnes over thirty years. The anticipated annual production of electric energy is estimated at 125,525 kWh.

## Water management

We know that water is a natural asset which is not unlimited, we thus encourage our employees to use it thoughtfully. Between 225 and 250 m<sup>3</sup> of drinking water is used on average at the GZS building where our offices are located. This amounts on average to 42.3 litres of water per employee per day. The data also includes the use of water in the kitchen.

As good managers, we prevent or stop any leakages of water from the water system in the building and pay attention to any uncontrolled leakages of water in toilets and the kitchen. We also keep the premises clean to reduce the use of water for cleaning more stubborn stains. As the water from the water system is drinkable, we use tap water for drinking.



Green destinations and green providers can express their respect towards water by signing the Water Commitment with which they pledge to offer their visitors and guests clean drinking water in glass containers. Those interested can also obtain the Tap Water certificate awarded by the Chamber of Public Utilities at the Chamber of Commerce and Industry of Slovenia. By doing so, an organisation or a company undertakes to serve and use only potable water at their premises instead of pre-packaged water.



## Mobility

Traffic is one of the greatest air polluters and we thus encourage our employees to practice sustainable mobility when travelling to and from work and when on business trips. We encourage them to walk to work, use public transport or go by bike, including for business trips. The employees may work from home, which reduces the use of various modes of transport for commuting. The air carrier for long business trips is also selected on the basis of environmental criteria.



We improve our car fleet. In 2019, a hybrid car was purchased, thus contributing to the reduction of CO2 emissions and the use of fuel on business trips. If arriving at work by bike, employees may use safe bike storage sheds and additional wardrobes for clothing. Management promotes car sharing among employees. Six employees use this option. Five employees come to work by bike, scooter or on foot, two use public transport, and 30 use cars, two of whom have environmentally friendly cars. The heads of representative offices abroad (Italy, Austria and Germany) use public transport for the majority of business trips or choose public transport when this is available for the planned business trip. Management strives to encourage a greater use of alternative modes of commuting.



### Number of employees as per commuting method in 2021



A company bicycle is available for business errands around Ljubljana, which was used by 75 per cent of the employees for shorter trips in 2019 and 2020. The company bicycle is regularly maintained. The employees also use the company Urbana card for public passenger transport in Ljubljana.

Commuting methods in 2021	Number of employees
Company car	32
Company bicycle	5
Company Urbana card for public passenger	8



## Wellbeing and health at the workplace

Safety and health at work must be provided for at a workplace. In addition to technical solutions, “soft” activities, such as communication about health risks at a workplace are very important. To provide a stimulating working environment, wellbeing and health of the employees:

- We take care of the air quality in the offices (correct and regular airing, regular maintenance of the mechanical ventilation system, air purifying plants, use of less aggressive cleaning agents, etc.).
- We enable social inclusion of the employees (opportunity to express themselves, flexible working hours and remote work, we encourage innovation, etc.).
- We promote exercising at the workplace.
- We ensure safety (natural light, safe functioning of EEE, use of ergonomic equipment, etc.).

Air-conditioning at the GZS is arranged in such a way that 100-per cent of the fresh air is supplied without the mixing of waste air. The internal innovation activity, MISLImo, operates within the GZS and is intended for the development and improvement of the functioning of the GZS, within which each employee can deliver their ideas directed towards improvements. Employees also receive an award for each good idea.

## Carbon footprint of the Slovenian Tourist Board

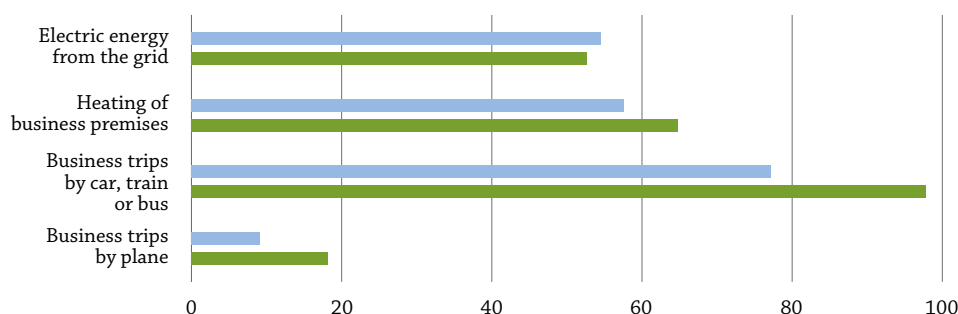
The greatest carbon footprint of the STB involves business trips by car, train or bus. These are followed by heating, electric energy from the grid and business trips by planes, which were somewhat more frequent in 2021 than in 2020. Due to the activities at Expo 2020, we travelled to Dubai several times. Our business premises are located in the building of the Chamber of Commerce and Industry of Slovenia and, as a result, we cannot influence the choice of energy products independently. In the future, we will strive to reduce our carbon footprint with the efficient use of energy, the purchase of environment-friendly company cars, the promotion of sustainable mobility among the employees, the offset of the carbon footprint of our flights and other activities.

### Carbon footprint of the Slovenian Tourist Board in 2020 and 2021 (in tonnes of CO<sub>2</sub>e)

The carbon footprint is calculated with the help of the online calculators Umanotera, Atmosfair and Carbon Footprint.

Field	2020	2021
	tonnes of CO <sub>2</sub> e	tonnes of CO <sub>2</sub> e
Electric energy from the grid	54.60	52.64
Heating of business premises	57.55	64.83
Business trips by car, train or bus	77.24	97.86
Business trips by plane	9.13	18.23
<b>Total</b>	<b>198.52</b>	<b>233.56</b>

● 2020  
● 2021



# Green Scheme of Slovenian Tourism

We are aware of the broader impact we have as a national organisation on the Slovenian tourism industry. As a result, we established a national programme and a certification scheme in 2015 to accelerate the introduction of sustainable business models in tourism named the Green Scheme of Slovenian Tourism (GSST) with our partner, the GoodPlace Sustainable Tourism Factory, and a broad professional team of experts in the field of sustainability. The scheme functions on two levels, i.e. the level of destinations or municipalities and at the level of individual tourist providers and under the umbrella communication brand, Slovenia Green:

- it combines all of the efforts to develop sustainable tourism in Slovenia,
- it offers specific tools for destinations and tourist providers to assess and improve sustainable business,
- and it also promotes this green approach through the Slovenia Green label.

The basic philosophy of the project derives from the fact that Slovenia is green (green facts: percentage of protected nature, forests, etc.), Slovenia acts green (development of destinations and providers in accordance with the GSST) and Slovenia promotes green (mission of the Slovenian Tourist Board). Some EUR 30,000 is annually earmarked for the implementation of GSST, while direct and indirect promotion could be measured in several million euros, as the STB highlights Slovenia as a sustainable destination with a sustainable offer at every step of the way, based on the GSST. With the GSST, Slovenian tourism functions as a motor for the sustainable business of several sectors of the Slovenian economy, as this sector is highly interdisciplinary. The scheme thus has a great significance for the country, tourism industry, guests and, finally, local population. We strive for the establishment of the European Green Scheme within the European Travel Commission (ETC). At Slovenia's initiative, a decision has already been made to introduce European national models for the promotion of sustainable tourism development on the basis of the Green Scheme of Slovenian Tourism. At the next ETC general meeting, which will take place in Slovenia in 2022, we will formally launch the preparation of new performance indicators of European tourism.

Slovenia Green is a certification programme and quality label recognising the fulfilment of the requirements defined by the GSST for destinations and tourist providers. Overall, Slovenia Green is used in Slovenian tourism to communicate the efforts made within the scheme and, most importantly, to promote green destinations and tourist providers. The label can be used only by those destinations and providers that join the GSST and meet the conditions to obtain the label. The programme is based on measurable indicators and is internationally comparable.

The main strategic objective is for tourist providers and destinations to introduce sustainable models in Slovenian tourism. All the objectives of the strategic guidelines are accompanied by sustainable development and concern for the economic, social, cultural and natural environment. Our objective is a 100-per cent green Slovenia, which denotes a desire that all so-called leading destinations enter the scheme (which cover in total more than 97 per cent of all tourist arrivals). The destinations already in the scheme (75 Slovenian municipalities) already cover almost 90 per cent of all tourist arrivals and 85 per cent of all overnight stays.



**Maša Klemenčič**, Head of the Green Scheme of Slovenian Tourism Project

*»The Green Scheme of Slovenian Tourism remains one of the key projects for the promotion of responsible development of tourism at the national level. Since 2015, the Slovenia Green label has been obtained by almost 200 destinations and providers. In the future, we wish to empower green coordinators in particular at all destinations to be even more successful in the local environment when raising the awareness of the public, visitors and decision-makers about the necessity of sustainable tourism development. One of the main objectives is also to motivate accommodation providers to obtain the Slovenia Green label and thus assist us on the spot in realising the commitment about green Slovenia.«*

### Objectives and tasks of the GSST:

- assess sustainability of destinations and encourage destinations to improve sustainability,
- enable comparability between participating destinations at the international level,
- introduce a “green” mentality in Slovenian tourism at destinations and companies to affirm the commitment to a green sustainable destination in the field and in reality, and not only in the communication of the Slovenian Tourist Board,
- enhance the image of Slovenia as a green and sustainability-oriented country,
- provide destinations with a marketing tool and an opportunity to promote themselves as different and green on the basis of specific criteria.

### The GSST model is based on partnership:

- The GSST manager (Slovenian Tourist Board) is actively managing, developing and providing educational support, while also establishing promotional channels on the international tourist market for the promotion of destinations and providers equipped with the Slovenia Green label.
- The accredited partner (GoodPlace Sustainable Tourism Factory) has a licence to assess as per the global tool, Green Destinations Standard, and is a partner of Green Destinations.
- The global partner Green Destinations provides a platform for assessing destinations in accordance with the criteria of the Global Sustainable Tourism Council (GSTC) and global comparability of the level of the sustainable development of destinations.



**Destination of Bohinj  
– the only holder of the  
Slovenia Green Platinum  
label**

The partners also include destinations and providers who have obtained the Slovenia Green label. We are particularly closely cooperating with the destination of Bohinj, which is the only one so far that has obtained the Slovenia Green Platinum label and thus serves as an example to other destinations from the viewpoint of partner cooperation with providers and when addressing broader environmental, social and economic objectives.

### Current status of holders of the Slovenia Green label (on 1 March 2022):

- Total number of label holders: 192
- Number of awarded labels: 217 (certain providers hold the Slovenia Green Accommodation label and the Slovenia Green Cuisine label).
- Number of label holders as per the category
  - 58 tourist destinations (Destination)
  - 100 accommodation providers (Accommodation)
  - 4 nature parks (Park)
  - 8 travel agencies (Travel Agency)
  - 6 tourist sites (Attraction)
  - 40 restaurants (Cuisine)
  - 1 beach (Beach)

# 85%

**of all overnight stays are  
currently covered by the  
destinations equipped  
with the Slovenia Green  
label.**

# 192

**Total number of holders  
of the Slovenia Green label**  
(on 1 March 2022)

# 58

**destinations with the Slovenia  
Green Destination label**  
(on 1 March 2022)

# 100

**accommodation providers with the  
Slovenia Green Accommodation label**  
(on 1 March 2022)

# 40

**restaurants with the Slovenia  
Green Cuisine label**  
(on 1 March 2022)



To obtain the Slovenia Green Destination (Bronze/Silver/Gold/Platinum) label, destinations must meet the criteria of the Green Destinations Standard, while providers must first obtain one of the internationally recognised and scheme-verified sustainability labels to acquire the Slovenia Green Accommodation/Park/Travel Agency/Attraction/Cuisine/Beach label.

In 2021, we expanded the GSST to the category of hospitality providers or sustainable gastronomy, Slovenia Green Cuisine. It includes the providers of hospitality services who pay special attention to the sustainability of their operations and have also received one of the international certificates, such as the Green Key or L.E.A.F. In addition to the international certificate, these providers must also sign the Commitment to sustainable gastronomy to enter the GSST.

In total, the GSST consists of 100 criteria which are divided into six fields: destination management, nature and landscape, the environment and climate, culture and tradition, social climate and business performance of tourism companies. Under each criterion, a description is provided which further clarifies the content and gives recommendations regarding a positive impact on the given criterion, the provision of mechanisms to avoid risks, etc.

To communicate the sustainable content of the GSST to the broader general and expert public, the Communication handbook on green and sustainable content of Slovenian tourism was prepared in 2019, which presents a collection of selected content in order to improve or enhance Slovenia's promotion as a green tourist destination. The handbook provides an in-depth selection of green and sustainable facts intended for the marketing and promotion of Slovenian tourism on domestic and foreign markets. It was drafted on the basis of verifiable, real and clearly expressed data and large data sets which enable a prompt selection of information and their segmentation.

### Slovenia Green Consortium

In 2016, the Slovenia Green Consortium was founded with 18 contractual partners (destinations and providers) and the Slovenian Tourist Board as the strategic partner. The Consortium's work focuses on integration, development and promotion. All members of the GSST can become members of the Consortium. The scheme is being systematically developed within the Consortium. Among other things, we drafted guidelines for green events within the Consortium in 2021 and developed the product, Slovenia Green Gourmet Route, a cycling itinerary connecting destinations and providers with the Slovenia Green label and presenting the green story of Slovenia to foreign guests in a specific manner.

Actor Aliash Tepina set out on the Slovenia Green Gourmet Route with a bike to experience pristine nature and learn why Slovenia is at the very top of the most sustainable destinations in the world with its focus on green and boutique tourism. A short film was made about the trip.

### Green & Safe

In the time of uncertainty due to the COVID-19, the success of the tourism industry depended on visitors' trust that they can spend their holidays in Slovenia without compromising their health and safety. As a result, we launched a new Green & Safe label to mark and emphasise high hygiene standards and protocols and sustainable recommendations for tourist providers and destinations. We improve visitor trust in the fact that Slovenia is a green and safe tourist destination with activities that are based on safety, responsibility and sustainability. All tourist providers and destinations are thus invited to use the label in their communications channels. In cooperation with the Ministry for Economic Development and Technology, the Tourism and Hospitality Chamber of Slovenia and the National Institute of Public Health, we drafted the handbook entitled Responsible Travel Standards in Slovenian Tourism.

### Slovenia Green Gourmet Route

Ljubljana–Valley of the Soča River–Goriška Brda Hills–Vipava Valley–Karst–Sevnica–Podčetrtek/Rogaška Slatina–Maribor–Ptuj

Season: April–October  
Duration: 11 days



Slovenia's green story in the film, *Slovenia Green*

>1,100

holders of the Green & Safe label were registered in March 2022.



Sunrose 7 Boutique Heritage Hotel Bohinj / photo: Anže Čokl



Bohinj in winter / photo: Turizem Bohinj



At Lake Bohinj / photo: Tomo Jeseničnik

### Effects of the Green Scheme of Slovenian Tourism

**In 2016, Slovenia was the first country in the world to be named a Global Green Destination.**

When managing GSST, we strive for sustainable shifts in numerous fields, such as the quality of life of local inhabitants, greater awareness about the importance of natural environment for tourism, sustainable investing in tourism, integration between stakeholders in tourism, etc.

The inclusion of destinations and providers in the GSST improves the quality of life of local residents and impacts the satisfaction of inhabitants, visitors and employees. Within the scheme, destinations are obliged to carry out satisfaction surveys among the local population to directly assess the state of their efforts for sustainability in the field. At the same time, they incorporate local inhabitants in the planning of measures, maintain culture and tradition, strive for de-seasonalisation, highlight the importance of human rights and a suitable attitude towards employees, etc. On the other hand, destinations further enhance their awareness through the GSST about the significance of preserved nature for tourism and the local population. In particular, the scheme emphasises the importance of strategic planning, whereby great positive shifts have been noted.

**Green destinations within the Green Scheme of Slovenian Tourism are regularly placed on the list of TOP100 SustainableDestinations.**

The analysis of action plans of 30 destinations in 2019 revealed that the destinations equipped with the Slovenia Green label earmarked the most funds for the environment and climate field, a total of EUR 917,819, and EUR 46,750 for the nature and landscape field. The destinations earmark most funds for infrastructure projects such as sustainable mobility, wastewater treatment, tourism development strategies, tourist policies, investing in preservation of cultural heritage, etc.

The exceptional value of the GSST also lies in the fact that mayors “switch to green”, since, with the inclusion of a destination in the scheme, the entire municipal administration is engaged in a sustainable mindset for which the green coordinator with the green team is responsible.

Measuring of carbon footprint is anticipated to be the most important environmental impact indicator in the future. In cooperation with Breda University and Slovenian tourist destinations, the Slovenia Green Consortium has already been testing it and presents one of the tools within the GSST.

## Carbon footprint of Slovenian tourism

In September 2021, we began implementing the project Climate Change and Sustainable Development of Slovenian Tourism in cooperation with our partners. Its objective is to develop strategic proposals for measures to reduce the carbon footprint of Slovenian tourism and its adjustment to climate change by means of a participatory process and on the basis of actual data and in-depth models which will include the specific needs of Slovenian tourism. The project is carried out by the Faculty of Tourism of the University of Maribor in Brežice and the Biotechnical Faculty of the University of Ljubljana is also taking part. The project contributes to the attainment of the objectives of the Paris Climate Agreement, the European Green Deal, the Slovenia Strategy 2030 and the Recovery and Resilience Plan and is of help in the development of the Slovenian Tourism Strategy 2022–2028.

The results about the carbon footprint of Slovenian tourism will be acquired within the project, which will contribute to decision-making about further investment in Slovenian tourism. The key groups of tourist stakeholders will be identified which contribute to the CO<sub>2</sub> emissions into the atmosphere to the greatest extent. Critically affected stakeholders and destinations will be identified by means of developing and testing the vulnerability model of the Slovenian tourist offer, and the measures for adapting to climate change will be adopted. With the development and testing of the algorithm as per the projections of tourist traffic, we will take the first steps towards predicting the effects of increasing tourist visits, which will help strategic orientations when addressing suitable segments of Slovenian tourism to minimise carbon emissions and further consolidate Slovenia's position as one of the greenest destinations. The project results will serve as the basis for reducing the carbon footprint of tourism in practice and the strategic response of providers, destinations and the country to climate change adaptation.

## Commitment to eliminate disposable plastics from Slovenian tourism

Waste is part of everyday life, and its volume increases with tourist visits. Single-use plastics are particularly problematic and this issue was further fuelled by the COVID-19 pandemic. As a result, we designed a concept and a partnership model in 2021 to eliminate disposable plastics from Slovenian tourism in accordance with the 4 x 4 principle. The latter includes four groups of partners, hoteliers, hospitality providers, destinations and event organisers and the four most problematic groups of single-use products in hospitality and tourism, i.e. plastic bottles, plastic cups, plastic food containers and disposable plastic packaging in hotel rooms. The project was named “Less Plastic, More Sustainability” and we drafted an online commitment to eliminate the relevant four products and operate in compliance with the principles of the Global Tourism Plastic Initiative by the end of 2022. The ambassador and the first signatory of the commitment is chef Luka Košir, recipient of a Michelin star and the green Michelin star. In 2021, the commitment was signed by 34 partners, and by March 2022, it had been signed by 80 partners. During the Days of Slovenian Tourism, on 13 October 2021, all key institutions of Slovenian tourism also signed the project's partnership commitment. The project partners include the Slovenian Tourist Board, the Ministry of Economic Development and Technology, the Tourism and Hospitality Chamber of Slovenia, the Tourism and Catering Section of the Chamber of Craft and Small Business of Slovenia, the Tourist Association of Slovenia, the Slovenia Green Consortium, the JRE Slovenia Association and the Association of Municipalities and Towns of Slovenia.



**In 2021, we designed a concept and a partnership model to eliminate disposable plastics from Slovenian tourism.**



The project's ambassador is chef Luka Košir.



Signing of the commitment to eliminate disposable plastics.



# GRI INDICATORS

We listen to what Slovenian towns and cultural heritage have to say. We open the windows to the world of local traditions – for genuine experiences.





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This report was drafted in compliance with the GRI standards – basic version.

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