

In 2023, Slovenia and Slovenian tourism have continued to receive recognition and awards from prestigious institutions, boosting the country's visibility and reputation. The Slovenian Tourist Board, which promotes Slovenia as a safe, responsible, inclusive and sustainable boutique destination for unique and authentic five-star experiences, has received prestigious awards from renowned professional institutions for the success of its marketing, communication and promotional activities and sustainability efforts.

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## 2023

As part of the leading tourism trade fair ITB Berlin 2023, the Slovenian Tourist Board was awarded four gold and one silver prize for excellence for promotion and communication campaigns and tools in tourism in **The Golden City Gate competition**. The gold went to the business event Slovenia – Connecting Sports and Tourism, the Slovenia Travel Guide, the promotional documentary Slovenia Green and the podcast Feel Slovenia, while the silver went to the video featuring cycling ace Tadej Pogačar titled 'This is my way of freedom. My way of enjoying life.' **Ljubljana Tourism** won two gold awards. To read more about it, click [here](#).



This year, the **Slovenia Green documentary** won the Gold Award in the tourism documentary category at the 5th World's Tourism Film Festival in Japan. A total of 1,418 films from more than 100 countries were submitted to the competition.



## ETC publishes STB's 'Green and Healthy Office' brochure as an example of good practice

The European Travel Commission, which brings together 35 national European tourism organisations, has published the Slovenian Tourist Board's 'Green and Healthy Office' brochure in its newsletter as an example of good practice.



At the **World Media Festival in Hamburg**, the Slovenian Tourist Board won gold in three categories, i.e. for the printed guide **Slovenia. My Way of Exploring Diversity**, the Twitter Amplify Tour de France cross-media campaign and the online educational platform, **Feel sLOVEni@ Online Training**.