

Slovenia and Slovenian tourism also received numerous awards and recognitions in 2022, as well as being ranked at the very top of the countries to visit that year. Safety, authenticity, uniqueness, unspoilt nature and a commitment to sustainable development have inspired even the most influential media outlets to write about Slovenia, its genuinely friendly people and the experiences that can be found here in inspiring stories. At the Slovenian Tourist Board, we are also proud of the awards we have received for our marketing, communication and promotional campaigns and tools.



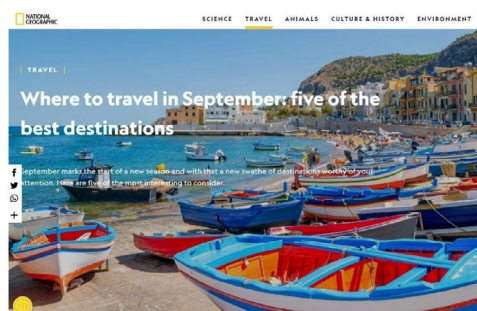
2022

National Geographic has listed Slovenia in its Best of the World list for 2023, a list of 25 inspiring destinations to visit in 2023, in the nature category.

**THE BEST OF THE WORLD LIST IS NATIONAL GEOGRAPHIC'S
ANNUAL LOVE LETTER TO THE WORLD'S MOST AMAZING PLACES,
NEAR AND FAR.**

*Nathan Lump,
Editor-in-Chief, National Geographic*

National Geographic has also placed Slovenia on its list of the best destinations to explore and visit in September.

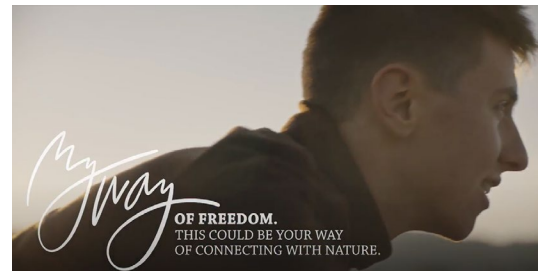


In 2022, **Forbes** magazine once again named Slovenia as one of the dream destinations you **must visit and experience at least once in your lifetime**. Velika Planina also made the list.

A documentary about green Slovenia, made by the well-known American presenter, producer and singer, **Ashley Colburn**, won a prestigious **Emmy Award**. The project was also supported by the STB.

WE ARE PROUD TO HAVE WON AWARDS AND GAINED RECOGNITION FOR OUR CAMPAIGNS AND COMMUNICATION TOOLS

I FEEL SLOVENIA global digital campaign **MY WAY** was recognised by Twitter as an example of best practice and won the SoMo Advertising Award, taking first place in the SoMo Global category as the most successful digital campaign with global reach.



The STB was awarded **second place in the Tourism category** of the **WEBSI** competition, the largest competition for digital projects in Slovenia, for its innovative approach to virtual communication with the foreign business community through the 'My way of escaping to Slovenia' and the 'Feel sLOVEni@' online educational training platform.



The STB's promotional video titled '**Slovenian Gastronomy. You can't spell Slovenia without love. Your plate awaits.**' has won several awards for Slovenian gastronomy. It was selected as the **best promotional film in the category of tourism products at the 13th Amorgos International Tourism Film Festival in Greece** and as the **best promotional film for a gastronomy product at the 14th Silafest International Film Festival in Serbia (Silver Lake Tourfilm Festival)**. It was awarded **5th place in the tourism product category at the 34th World Tourism Film Awards in Valencia**. Two other Slovenian films were also awarded, with Hotel Bohinj's promotional film 'Meet your spirit' taking third place and Kobarid Museum's promotional film taking fourth place in the tourism services category.



The STB won eight awards in the prestigious international competition **The Golden City Gate** for all eight projects entered. The STB received the festival's highest accolade, the **Diamond Award for the digital collection 'Slovenian Stories'**, a collaboration between the global non-profit initiative Google Arts & Culture and the STB. It also garnered three gold and four silver awards.

The STB took the silver award for the publication **'Outdoor Slowenien – Bewegung in der Natur auf meine Art'** (Slovenia Outdoors) in the category of printed destination publications at the **T.A.I. WERBE GRAND PRIX 2022**, one of the most important competitions in the field of promotional materials in the German-speaking market.



The Slovenian website **Taste Slovenia** won in the sustainability category from among the 10 best websites for gourmet travellers in 2022, announced by the IGCAT International Jury.

The STB is also the recipient of the **Socially Responsible Employer** advanced certificate.

We are also proud of the recognition and awards we receive from the projects we, as the STB, support as partners. This includes **Conventa**, which was **named the best sustainable event** in the world by **BEA World** (International Festival of Events and Live Communication). Conventa won first place in the green and sustainable events category.

Recognition of numerous Slovenian destinations, tourism providers and prominent individuals

The numerous destinations, Slovenian tourism providers and prominent individuals who have topped the charts of the most influential international institutions and media, or who have been the recipients of prestigious international awards and recognitions, also make an important contribution to Slovenia's positioning as a safe, green and boutique destination. We have presented just some of them below.

Seven Slovenian destinations carrying the Slovenia Green label were awarded for their sustainable practices at the Global Green Destinations Days conference in Athens: Jeruzalem, Ljubljana, Maribor, Miren Kras, Rogaška Slatina, Rogla Pohorje and Vipava.

Bled ranked 2nd on booking.com's list of the world's most hospitable places to visit in 2022.

Slovenia and the destination of Brda also received recognitions at the **Golden Wine Awards 2022**.

Chef **Ana Roš** was once again named one of the top 10 chefs in the world in 2022 by **The Best Chef Awards**, and is the 9th highest-ranked female chef in the world. **Hiša Franko**, run by Ana Roš, was ranked 34th among the **World's 50 Best Restaurants**. The restaurant was awarded **five hats** at the launch of the influential Italian guide *Le Guide dell' Espresso*, and three other Slovenian restaurants were also included in the guide: *Gostilna pri Lojzetu*, *Dam* and *Gostilna Mahorčič*.



Ljubljana has been named one of the top six sustainable destinations travellers should visit by the UK's **The Independent**. Ljubljana was also ranked first in the Forbes list of the most crypto-friendly European cities and is the winner of the 13th edition of the **'European Best Destinations 2022'** project. The **'Digital Innovation of Plečnik's Heritage'** project was awarded 3rd place in the category **'Digitalisation of Sustainable Cultural Tourism towards the Development of Smart Destinations'** by the international association **European Cultural Tourism Network (ECTN)**. The project was also included in the **Top 100 Destination Sustainability Stories** list.

Kranj has been named a **European Destination of Excellence (EDEN) 2023** by the European Commission. **Lonely Planet** has listed *Vogel* as one of the best value ski resorts in Europe and **Wanderlust** has listed *Kurentovanje* as one of the top 20 winter experiences in the world. **Hotel Sunrose 7** is the recipient of the new international **Climahost Award** and the **Triglav National Park Quality Label**. The **Šalek Valley Tourism Board** has won three Big See Tourism Design Awards for 5-star products: the tourism products **'Secrets of the Sunken Villages – Sail away to a precious piece of the past'** and **'Flight to the Leatherworks of Europe – Travelling around Šoštanj in style'** were awarded the international **Big See Tourism Design Award 2022**.

Kempinski Palace Portorož has been awarded the prestigious title of **Best MICE Hotel in Slovenia 2022** by the **World MICE Awards**, and the hotel has also been named the country's **Best Hotel 2022** for the fifth time in a row. **The Kaval Group** and **Šunkarna in Gourmet Kodila** are the recipients of the **2022 TOURISM PRISM Award**. **Šenk's Homestead** in Zgornje Jezersko is the recipient of the **Constructive Alps 2022 award for architectural achievements**. The documentary **'Emerald Paradise – Fly-Fishing in the Soča Valley'** was awarded the prestigious **Award of Merit**.

