

**I FEEL
SLOVENIA**

TRAVEL AGENT'S MANUAL

SLOVENIA. MY WAY OF EXPLORING DIVERSITY.

**#ifeelsLOVEnia
#myway**

www.slovenia.info

A land of new inspirations

Nature and culture. Cities, towns and villages where you just feel good. Where you spend your leisure time actively. Where you enjoy art in your own way and embark on a journey through different times and places. These elements form the essence of the quality of life in Slovenia. They contribute to the hospitality of a diverse, green and sustainable country full of unique experiences. Welcome!

▼ Art Stays Festival of Contemporary Art 2019,
The origin of the wind by Yu Kato, Ptuj



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5 great reasons for choosing Slovenia

Slovenia is a green boutique country for responsible travellers who value their health and well-being, nature, local culture and authentic experiences. Our commitment is to offer high-quality boutique products and services, encourage visitors to behave responsibly towards nature and local community and business partners to respect sustainability principles.

Slovenia serves as an example for the development of tourism in harmony with nature and with local communities. Wherever you are, you can feel safe and be sure to enjoy a very clean environment.

This green country invites you to explore the Alps, the Mediterranean, the Karst and the Pannonian Plain 365 days a year. It is the only country in Europe that brings together these four European worlds and as such promises an array of delightful surprises – be it in terms of nature, culture, art and history or gastronomy. And thanks to its compact size, boutique five-star experiences await you on every corner.

In Slovenia, everything is easily accessible, enabling you to experience the country's diversity in a single visit, just the way you want. Yet, we're confident that you'll be wanting to return, yearning to experience more!

- 1 Trustworthy**
In Slovenia, one of the safest countries in the world, tourism is inextricably linked to the life of local communities and the preservation of authenticity.
- 2 Green and sustainable**
Slovenia, which is an example of sustainable tourism worldwide thanks to its national Green Scheme of Slovenian Tourism, ranks among the top seven countries in the world in terms of environmentally responsible behaviour according to the Environmental Performance Index.
- 3 Europe in a nutshell**
Slovenia is the only EU member state to feature the Alps, the Mediterranean, the Karst and the Pannonian plain. Discover four geographically and culturally distinct worlds all in one country.
- 4 For sophisticated explorers**
Slovenia's exceptional natural features are the source of its superb offer of active outdoor experiences, health and well-being, cuisine, arts and culture, venues for business meetings, athletes' training and sporting events.
- 5 Respecting individuality**
Slovenia offers excellent boutique experiences that are designed specifically for individuals and small groups. You can recognise Slovenia's one-of-a-kind experiences by the Slovenia Unique Experiences label.



Experience a sense of safety, acceptance and hospitality throughout Slovenia. You can count on the timely access to valuable information and the friendly assistance of hospitable locals.



Terme 3000 Moravske Toplice, natural spa resort, Moravske Toplice ▲

Key pillars of reliability

Safety and peace

According to the Global Peace Index (GPI), Slovenia has consistently maintained its position as one of the safest countries in the world. In the latest rankings released in 2023, Slovenia secured the impressive 8th position, further affirming its reputation for safety and peace on the international stage. This highlights Slovenia's commitment to fostering peaceful coexistence.

Responsible and inclusive

Sustainable tourism in Slovenia focuses on the responsible and inclusive behaviour of all stakeholders. Here, we craft experiences designed in harmony with nature and local culture, mindful of the well-being of the local community. The commitment to preserving local authenticity, a core strategic objective for Slovenia, contributes to the resilience of tourism and elevates safety standards. Also in tourism, special attention is devoted to the empowerment of young individuals, women and vulnerable groups.



Superior hospitality experience.

Vila Planinka, a five-star boutique hotel, Zgornje Jezersko ▲



Old Vine, the oldest vine in the world, Maribor ▲

Prioritizing health and vitality

In the green land of health and well-being, we respect international travel standards and foster responsible behaviour of both service providers and guests. A testament to this commitment is our Green&Safe label, embodying elevated public health standards and prioritizing health and well-being at every turn.

High-quality providers

Slovenian tourism boasts a great number of high-quality providers, ensuring a memorable and enriching travel experience for visitors. The Slovenia Green Label holders meet the Green Destinations Standard prescribed by the GSTC (Global Sustainable Tourism Council). Slovenia is also a member of the Hotelstars association, which meet European standards.

Slovenia stands among the world's top seven nations for environmental responsibility, according to Yale University's EPI metric (Environmental Performance Index). Renowned for its commitment to biodiversity preservation, Slovenia leads the way in sustainable practices. The country places a strong emphasis on environmentally conscious event management, advocating for a zero-waste approach and minimizing the use of single-use plastic packaging.



Slovenia takes great pride in being acknowledged as the world's first Green Destination; a distinction bestowed upon it by the Green Destinations international criteria. Notably, the country has established itself as a global leader in sustainable tourism, exemplified by the Green Scheme of Slovenian Tourism that has been operational since 2014. This scheme has garnered international acclaim for certifying and rewarding sustainable practices. Today, more than 200 destinations, operators, agencies, attractions, parks, beaches, landmarks and restaurants proudly hold the prestigious **Slovenia Green** label.

In 2021, building on its reputation, Slovenia, which held the esteemed European Region of Gastronomy title, introduced the Slovenia Green Cuisine label as part of the Green Scheme, acknowledging efforts in preserving authentic gastronomic specialties, promoting short supply chains, minimizing waste and adhering to sustainable principles.

As one of Europe's most water-rich countries, Slovenia also takes pride in its exceptional quality of drinking water. As such, the country made history by being the first European country to constitutionally recognize the right to water. Furthermore, under the slogan "Less plastics, more sustainability," Slovenian tourism abandons the use of plastic bottles, cups and single-use packaging, reaffirming its dedication to environmental preservation.



Slovenia Green Accommodation sign, ▲
organic country estate Trnulja



Natural spring of water ▲

Slovenia: nature's finest.

Pohorje, green oasis in the eastern part of the Alps ▲

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Europe in a nutshell

365 days of tailored experiences within 4 worlds and seasons.

Slovenia, where four worlds meet and four seasons are present, extends a timeless invitation throughout the year. Every visit offers something uniquely special, tailored just for you.



Thermal Pannonian Slovenia

Among wine-growing hills and therapeutic hot springs

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



Terme Olimia, Wellness Orhidelia - a unique world of relaxation, Podčetrtek ▲



Alpine Slovenia

Among the tallest mountains and the wildest waters

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



Soča valley, Julian Alps ▲



Velika planina, the largest shepherds' settlement in Europe ▲



Ljubljana & Central Slovenia

From the capital city to primordial forests

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



Štanjel, medieval village, a gem of Karst architecture and culture ▲



Mediterranean & Karst Slovenia

From Karst caves to the stories of salt makers

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

For sophisticated explorers

With its natural heritage and cultural features, Slovenia is a paradise for explorers of art and culture, historical towns, seekers of health and well-being, and lovers of top cuisine. With exceptional venues and the rich experience of the organisers, Slovenia is also the perfect place to hold a congress or meeting, as well as train athletes and hold sporting events.

Top outdoor adventures

Slovenia's outdoor charm shines year-round! Since it offers water, aerial and underground thrills, it has long been a top pick for hikers, cyclists and nature enthusiasts. Explore diverse landscape and excellent centres for outdoor exercise throughout Slovenia.

Intriguing art and culture

Embark on a captivating journey through Slovenia's arts and culture. Visit enchanting historical towns and immerse yourself in the vivid history echoed in museums, galleries, castles, and churches. Elevate your experience by attending captivating festivals or any other theatre, music, film, contemporary art event.

Thermal springs for holistic well-being

Slovenian natural health resorts, spas and wellness centres are nestled beside ancient thermal mineral water springs with a rich history. Time-tested natural healing elements such as water, peat, the climate, thalassotherapy, salt water and healing salt pan mud are combined with modern medical expertise and a luxurious range of wellness services.



Ducal wine cellar, Svečina ▲



Hiša Denk, Michelin star restaurant, Zgornja Kungota ▲

Culinary excellence

Slovenia's gastronomy is a culinary delight, embracing the farm-to-table ethos where excellent dishes are crafted from locally sourced ingredients. The country boasts culinary recognition on the global stage with the presence of esteemed guides such as Michelin and Gault Millau. From high-end restaurants to charming gostilnas and rustic tourist farms, Slovenia's diverse regions offer a rich tapestry of traditional dishes, providing a gastronomic journey through its vibrant culinary landscape.

A nation of champions with world-class facilities

Slovenia stands proud as home of many world-renowned top athletes and ranks among the world's best in terms of Olympic medals per capita. With state-of-the-art facilities and dedicated professional support, the country serves as an exceptional hub for athletes' training, as well as hosting a diverse array of sporting events.

Elevating business experiences

Beyond excellent venues and expertly executed business events, Slovenia offers exceptional motivational experiences in various environments. Discover a country also known to the world's best creators of films, dance performances and global video ads.

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Respecting individuality

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



In the Footsteps of Luka Čeč, ▲
Postojna Cave



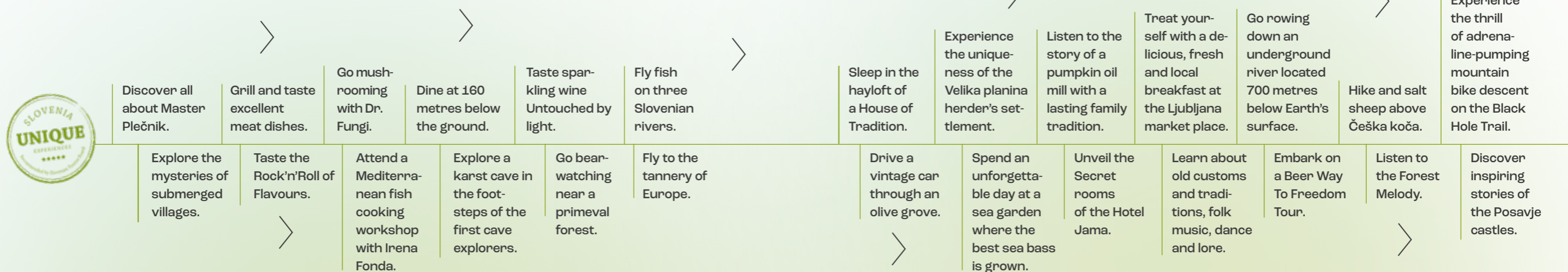
Vintage Gourmet Tour, ▲
Slovenian coast

Slovenians, known for their hospitality and foreign language proficiency, invite their guests to enjoy the same lifestyle that they have – in touch with nature, with respect to local, and with passion for sustainability.

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

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

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



**So creative.
So heartfelt.**

In 2024 and 2025, Slovenia promises even more surprises, blending cosmopolitan culture with local traditions that deserve global attention. Arts and culture take the stage in shaping tourism experiences. Urban centres and historic cities stand out as prime destinations for exploring the contemporary creativity and cultural heritage of Slovenia's diverse landscapes.

Simply good

As you travel from one city to another in Slovenia, nature unfurls its beauty at every turn. Each stop reveals a captivating blend of local charm and historical features. What sets Slovenian towns and cities apart is their unique characteristics, yet they share a common thread of being modest in size and easily navigable. You can measure their essence in steps—quite literally.



Plečnik House, home of the visionary architect Jože Plečnik, Ljubljana ▲



The river Ljubljanica, Ljubljana ▲

Ljubljana, the thriving capital and largest city of Slovenia, earned the prestigious title of the Best European City for Short Breaks in 2023. It boasts a population of less than 300 thousand. Maribor, honoured as the European Capital of Culture, is home to the world's oldest vine. Nova Gorica, set to be the European Capital of Culture GO! 2025 Nova Gorica-Gorizia, thrives on boundless creativity that transcends national boundaries. The cultural tapestry of these three cities is further enriched by Slovenia's 21 historic towns, each adorned with captivating old towns from various historical periods, complemented by majestic castles, intriguing museums and vibrant galleries. Slovenian cities stand out for their architectural excellence and modernist influences, adding a distinctive touch to the nation's cultural landscape.

Slovenian cities possess a distinctive charm, uniquely pulsating to a delightful rhythm that caters to the people. What sets them apart is their ability to convey a sense of humanity and freedom within just an hour or two, a quality often overshadowed in larger global cities. They have the remarkable power to make you feel genuinely good, in your own way.

▲ Festivala R.o.R 2023, the spherical model of the Moon by the world-renowned artist Luke Jerram, Nova Gorica



UGM | Maribor Art Gallery, Spectrum Exhibition, a new temporary installation of the Maribor Art Gallery Collection on the occasion of the gallery's 70th anniversary, which will be on display until December 2025. ▲

Of global importance

The empowering force of modern creativity

Beyond the iconic city landmarks, cultural hubs and art venues, Slovenia's urban centres pulsate with events and festivals that have been building their international visibility for over half a century. In Ljubljana and other vibrant cities, performances, exhibitions, concerts and festivals showcasing special themes and alternative directions of contemporary creativity elevate the cultural landscape. Slovenia is also an increasingly popular choice for filmmakers, as it not only provides diverse filming locations but also serves as a wellspring of inspiration for every facet of contemporary creativity.

Intimate venues provide a unique opportunity to engage with artists directly, transforming spectators into co-creators of the experience. Emerging creative and social hubs in major Slovenian cities seamlessly integrate art with hands-on workshops, skill-building sessions and creative retreats.

In Slovenia, you can discover cultural treasures of global importance. Slovenia is home to the 60,000-year-old flute, considered the oldest musical instrument in the world. The 5,200-year-old wheel, which is the oldest wooden wheel with an axle in the world, comes from the prehistoric dugouts in the Ljubljana Marshes, a UNESCO World Heritage Site. The land of millennia-old wine culture is also home to the world's oldest vine, which has its own museum.

UNESCO lists include selected works by Jože Plečnik and Ljubljana as a holistic urban masterpiece, the heritage of mercury in Idrija, beekeeping as a way of life, the door-to-door rounds of the kurenti, the carnival characters from Ptuj, lace-making and the Lipizzan horse breeding as special traditions, the Škofja Loka Passion play as the oldest Slovenian drama text and open-air performance, the techniques of dry-wall construction as a heritage of special skills, and Škocjan Caves and Snežnik-Ždrolce primeval forests as examples of natural wonders.

Almost every world-famous landmark is linked to tourist experiences, events and museum exhibitions.



The cultural quarter of Kranj ▲

The triangles of joyful living

In every corner of Slovenia, culture seamlessly intertwines with tourism. Here, everything is so close that mornings unfold with coffee in the heart of the city, days are immersed in nature, and evenings come alive with concerts, shows and festivals. Here, your suitcase effortlessly houses your jeans, cycling jersey and evening dress – a testament to the seamless blend of diverse experiences. Where culture captivates, nature invites. A destination for active breaks also unfolds as a canvas for artistic inspirations. Opting for Slovenia for health and well-being reveals a relaxed infusion of these elements in urban spaces as well. In the triangles of joyful living, every moment is a harmonious fusion of culture, nature and well-being.

▼ World's oldest flute, dating back 60,000 years



Ancient inspiration for the modern art of music.

A festival tailored to your wishes

If you're still dreaming in your favourite artistic genre, your ideal holiday destination awaits – a place where you'll encounter several days filled with authentic music, films and a number of performances tailored just for you. Whether your heart beats to classical or punk rhythms, the melodies of diverse brass bands or the lyrical beauty of poetry, contemporary art in the heart of the city or unconventional venues hosting festival events – the choices are yours to make.

Cultural hues at the market

Engaging in talks with women selling fruits and vegetables at the Ljubljana market, places you in the heart of Plečnik's Ljubljana – the urban masterpiece crafted by architect Jože Plečnik. Here, his original classicism seamlessly interweaves with the modernist influences found in the works of subsequent generations of architects, exemplified by the visionary Edvard Ravnikar. Ravnikar's legacy extends also to the urban planning of Nova Gorica.

Joint production laboratories

Ljubljana, Slovenia's capital, celebrates its innovative revitalization along the picturesque Ljubljanica River. The transformed Cukrarna, once a sugar factory enriched with the stories of eminent Slovenian writers, now stands as a dynamic gallery and cultural factory in its own regard. The revamped Rog factory emerges as a vibrant event space and creative hub, offering opportunities for acquiring new skills within joint production laboratories.

The distinctive charm of folk music

The authentic resonance of Slovenian folk music found its defining notes in the melodies crafted by the Avsenik Brothers Ensemble. They skillfully wove elements of jazz into their compositions, creating a unique fusion. Their magnum opus, "Golica," boasting over 600 covers, stands as the most played instrumental piece globally. Remarkably, the ensemble premiered this timeless composition in 1955, a noteworthy accomplishment, five years before the first Ljubljana Jazz Festival.

Center Noordung - Center of Space Technologies ▲
Herman Potočnik Noordun, Vitanje

From Earth to space

Slovenia's knowledge extends beyond its borders, encompassing global realms and even venturing into the vast expanse of outer space. The Center of Space Technologies in Vitanje introduces Herman Potočnik Noordung, the Slovenian visionary in the world of space exploration, in a captivating and interactive presentation. Engaging exhibitions and experiences delve into the science of cosmology. Embark on a celestial escape right at the centre!

From global wanderer to homeland citizen

In Slovenia, digital nomads, navigating work and travel seamlessly, connect with the legacy of Alma M. Karlin, an intrepid explorer who circled the globe in the post-World War I era armed with nothing but a typewriter. Today, her remarkable journey serves as an enduring inspiration for a new generation of global citizens.



Statue of traveler and writer
Alma M. Karlin, Krekov square, Celje ▲

Slovenian Tourist Board

For comprehensive information about Slovenia, travel agents can reach out to the Slovenian Tourist Board. Contact the Business Communication Department or the Representative Offices of the Slovenian Tourist Board in Austria, Germany and Italy.

Your partner for
reliable information

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

This statement embodies the vision crafted and actively pursued by the Slovenian Tourist Board (STB), the national agency for promoting tourism. Systematic planning, development and promotional endeavours, coupled with a contemporary approach to positioning Slovenia on the world tourist map, have notably enhanced the country's visibility and reputation, solidifying its status as an authentic boutique and sustainable destination for five-star experiences.



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Let's meet at the Slovenian Incoming Workshop!

Join us for the Slovenian Incoming Workshop (SIW), the flagship B2B tourism event in Slovenia. Typically held in spring, it offers time-efficient meetings fused with diverse, unforgettable experiences that your clients will love.



Lake Bled ▲

www.slovenia.info/siw

Connected through business

Slovenia is a country of countless opportunities for designing authentic and boutique programmes for travel, holidays and adventures. Let us discover and co-create them face to face at our business events.

Incoming agencies

We all want the best for our clients, which is why it is important to connect with local experts who have the required knowledge and expertise – also, especially, in tourism. Slovenia is a country of friendly people and there are numerous excellent incoming tour operators that will be glad to assist you when making arrangements for your guests – be it individuals or groups. Let them help you find the perfect destination, give you hints on exciting trips and arrange unforgettable experiences, based on authenticity and diversity.



Find your perfect partner for your next travel story in Slovenia.
www.slovenia.info/incoming

Business events

At our business events, you can establish contacts with representatives of Slovenian tourist destinations and providers of various tourist services, including accommodation providers and tour operators. By sharing valuable information and developing new business ideas, you can find new opportunities and co-create exciting travel stories.

Trade news

Be up to date about what is happening in Slovenian tourism. By subscribing to our newsletter, you will receive the latest trade news in the field of tourism and other latest information on a monthly basis. From the latest travel trends, new hotel openings, exciting events, unforgettable experiences, to useful tips for your business – all nicely packed for you to help you write your success story with Slovenian tourism providers. www.slovenia.info/business



Feel sLOVEni@ Online Training

A captivating, playful, and interesting way to become an expert on Slovenia. My Way of Escaping to Slovenia virtual trainings are an excellent opportunity for you or your team members to become experts on boutique experiences in Slovenia and its unique features. At the end of the personalised informative trainings that are accessible from anywhere in the world, participating tour operators and travel agencies will be awarded with the “I Feel Slovenia Expert” certificates.

www.slovenia.info/online-training



All publications in one place

Slovenia's tourism offer is presented to both the business community and enthusiastic visitors through a variety of e - publications, available online.

www.slovenia.info/publications



Images of Slovenia tailored to you

Enhance the appeal of your Slovenia tourism program by incorporating photos tailored to your preferences. Simply register for effortless and convenient multiple access to discover them in our extensive media library.

www.slovenia.info/medialibrary



Exhibition stand of Slovenian tourism, WTM London 2023

Global media loves it

Forbes

Slovenia is riding high on the funky wine trend, producing orange wines, pét-nats and other low-intervention bottles since the 1990s. Now those vintages are in-demand, showing up on the lists of some of the world's top restaurants and edgiest natural wine bars. And more and more people who visit Slovenia want to see where it's made.

The Guardian

Global heating may be making ski seasons unpredictable, but in Slovenia they are ready.

Forbes

One thing you notice as you wander the streets of Kranjska Gona, a ski resort in Slovenia's Julian Alps, is that there are no designer boutiques—no Chanel, not even Moncler—and no trendy outposts from name-brand chefs. If you want to shop or show off, you go to Cortina or Chamonix. If you simply want to ski, enjoy nature and eat well, you go to Slovenia.

NATIONAL GEOGRAPHIC

Self-taught chef Ana Roš has been credited with putting Slovenia on the culinary map, having appeared on Netflix's 2016 series *Chef's Table* and led *Hiša Franko* to the nation's first Michelin star.

Traveler

Think storybook mountains, Baroque churches and rolling countryside, Slovenia is like a postcard-perfect picture of what a sustainable travel destination looks like.

VOGUE

As the "green heart" of Europe, farm-to-table and foraging are the core of the culture here, which is why everything from the wine to the cheese is most likely from the village you're cycling through.

lonely planet

Green, glorious, tree-cloaked, and compact, Slovenia is an engaging choice for an electric drive. Spend a week connecting the capital and the coast, via magical lakes and flourishing vineyards.

Wanderlust

In a country where even locals will stop in their tracks and stare at the magnificence of their surroundings, the Julian Alps are on a level of beauty all their own...

Travel World NEWS

Whether you prefer active adventures or blissful spa retreats, tasting gourmet delights or exploring cultural wonders, Slovenia offers it all—365 days a year.

Ljubljana ▲



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SLOVENIA

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