

**I FEEL**  
**SLOVENIA**

[www.slovenia.info](http://www.slovenia.info)

# SLOVENIA GREEN

[www.slovenia.info](http://www.slovenia.info)

I FEEL  
SLOVENIA



**The role of adventure and outdoor activities in the marketing and positioning of the country**

**Eva Štravs Podlogar, Director General**

Ministry of Economic Development and Technology,

Directorate for Tourism and Internationalisation



ALPINE REGION

DANUBE REGION

ADRIATIC REGION

I FEEL  
SLOVENIA

- Geo-strategic **Central European** position
- Position in the triangle of **Venice - Vienna - Budapest**
- **Good accessibility** from near and long distance markets

**FACTS:**

- **Area: 20,273 sq. km**
- **Capital: Ljubljana**
- **Population: 2 milion**
- **EU and OECD member state**
- **EURO zone**

**A part of all three macro regions**



# Ljubljana – European Capital 2016







Alps meet the Mediterranean,  
the Karst and the Pannonian P



# Slovene tourism in 2015

I FEEL  
SLOVENIA

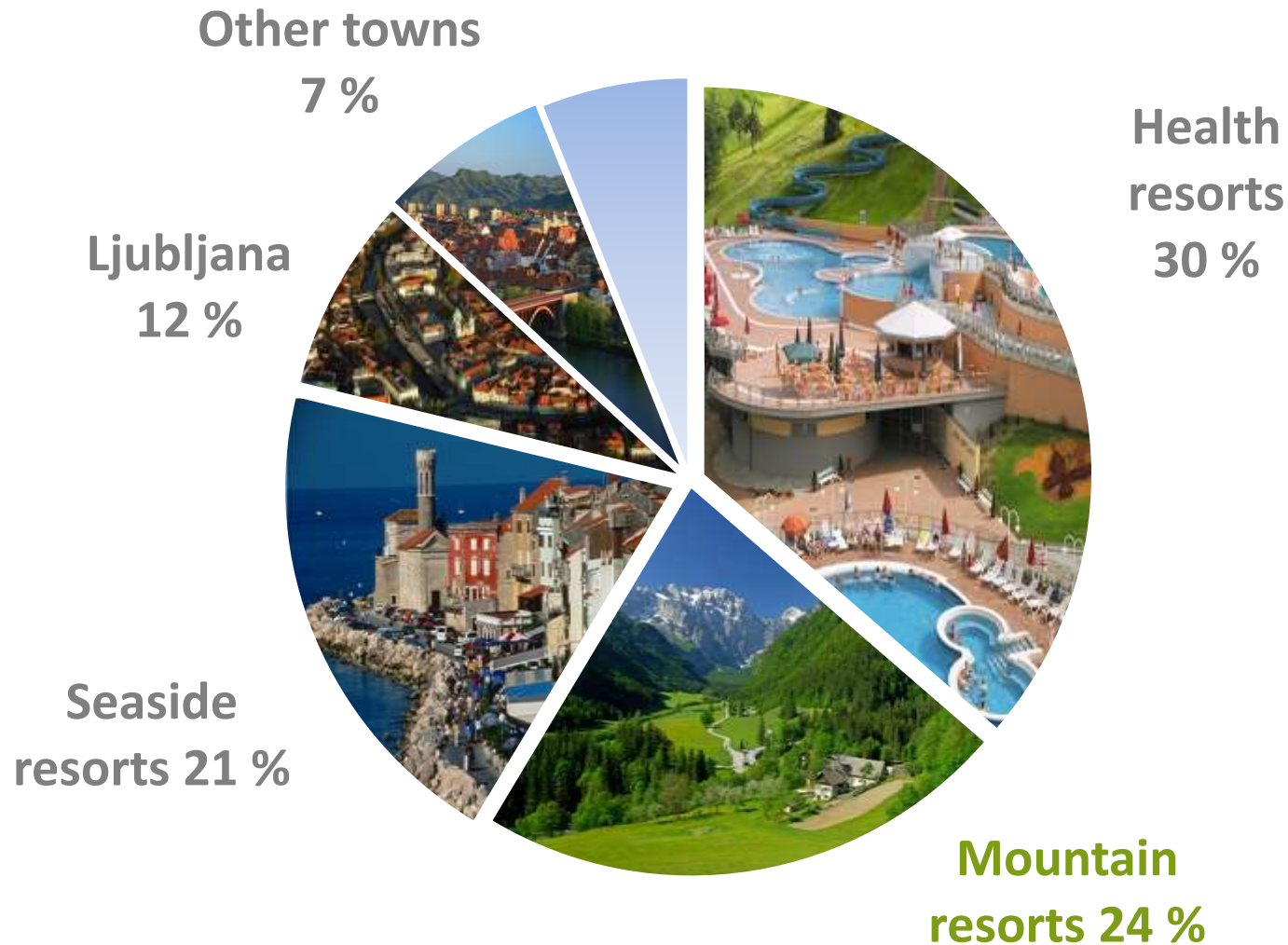
	<u>I–XII 2015</u> <u>I–XII 2014</u>	I–XII 2015
	indeks	%
<b>Tourist arrivals – total</b>	<b>110,8</b>	100
<b>Domestic</b>	109,3	31
<b>Foreign</b>	111,5	<b>69</b>
<b>Overnight stays – total</b>	<b>107,2</b>	100
<b>Domestic</b>	106,3	36
<b>Foreign</b>	107,7	<b>64</b>

- **+ 11 % tourist arrivals**
- **+ 7 % overnight stays**
- First time more than **10 million overnight stays**
- More than **2,2 bil. foreign tourist expenditure**
- **13% of the GDP**

Foreign tourists expenditure 2015:  
**2,2 bil. (+ 8,8 %)**



# Main tourist segments



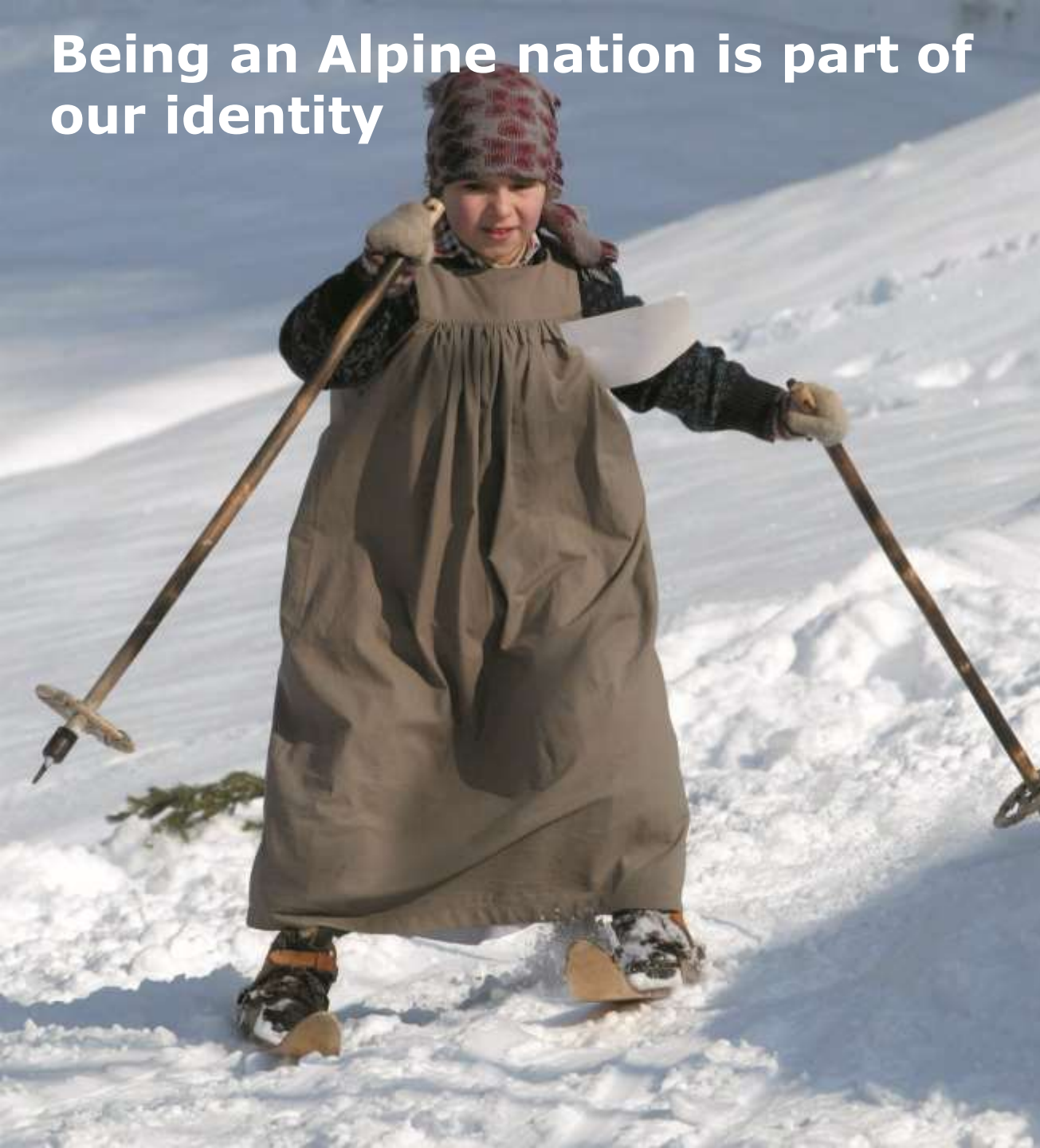
# Being an Alpine nation is part of our identity

I FEEL  
SLOVENIA

It's not about promotion.

It's not about marketing and positioning.

First of all **IT'S  
THE WAY WE  
LIVE!**





# Being an Alpine nation is part of our identity

I FEEL  
SLOVENIA



**We are first to climb Mount Triglav – 1778**

**In 1887 Slovenian priest Jakob Aljaz bought the top of Triglav and built the tower on it.**

**Valentin Stanič first measured three most renowned peaks in the Eastern Alps: Watzmann, Grossglockner and Triglav – and their height is still valid.**

**Slovenia successfully hosted EUSALP launch conference – 7 countries, 48 regions.**





**I FEEL  
SLOVENIA**

**Slovenian alpinists are all since 1975 among world leaders**

**Reinhold Messner: "Slovenians are in the world alpinism first among the first.,,"**

**We climbed all the eight-thousander in Himalaja, were first on Mt. Makalu.**



Mountains are  
in our blood.

**Outdoor  
activities are  
part of our  
tradition.**





**I FEEL  
SLOVENIA**

**Nature is our passion.**







**Sustainable tourism based on respect of our tradition and beautiful environment**

***... but also ...***



I FEEL  
SLOVENIA

ATTRACTIVE!







INNOVATIVE!



I FEEL  
SLOVENIA

DESIRABLE!





**When the line between white and green is thin ...**

**I FEEL  
SLOVENIA**









**Our winter skiing centres  
became mountain centres,  
with the season year round**

**I FEEL  
SLOVENIA**







I FEEL  
SLOVENIA



**Traditional range of winter sports  
is complemented with a tourist  
offer all year round**

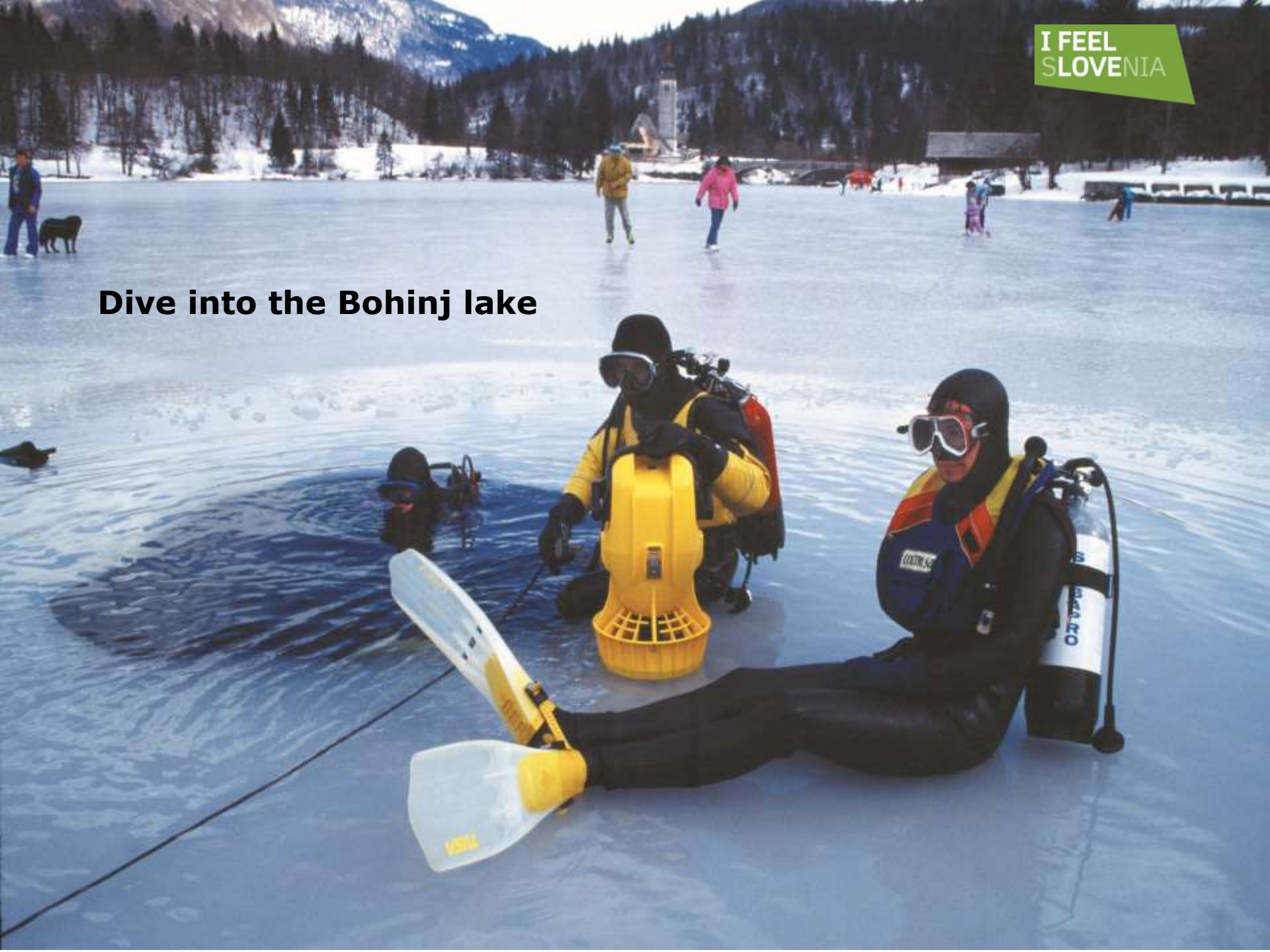


**Winter offer doesn't include just skiing,  
snowboarding, ski jumping.**

**I FEEL  
SLOVENIA**

**Our guest are also welcome to stay in Iglu  
Village**

## Dive into the Bohinj lake





# Surf on ice



Adrenalin lovers will  
be thrilled



# SOČA

## OUTDOOR FESTIVAL

I FEEL  
SLOVENIA

INFO@SOCA-OUTDOOR.CO

### ALPE ADRIA TRAIL RUN

30. JUNIJ – 2. JULIJ 2016

KOBARID  
13. – 15. MAJ

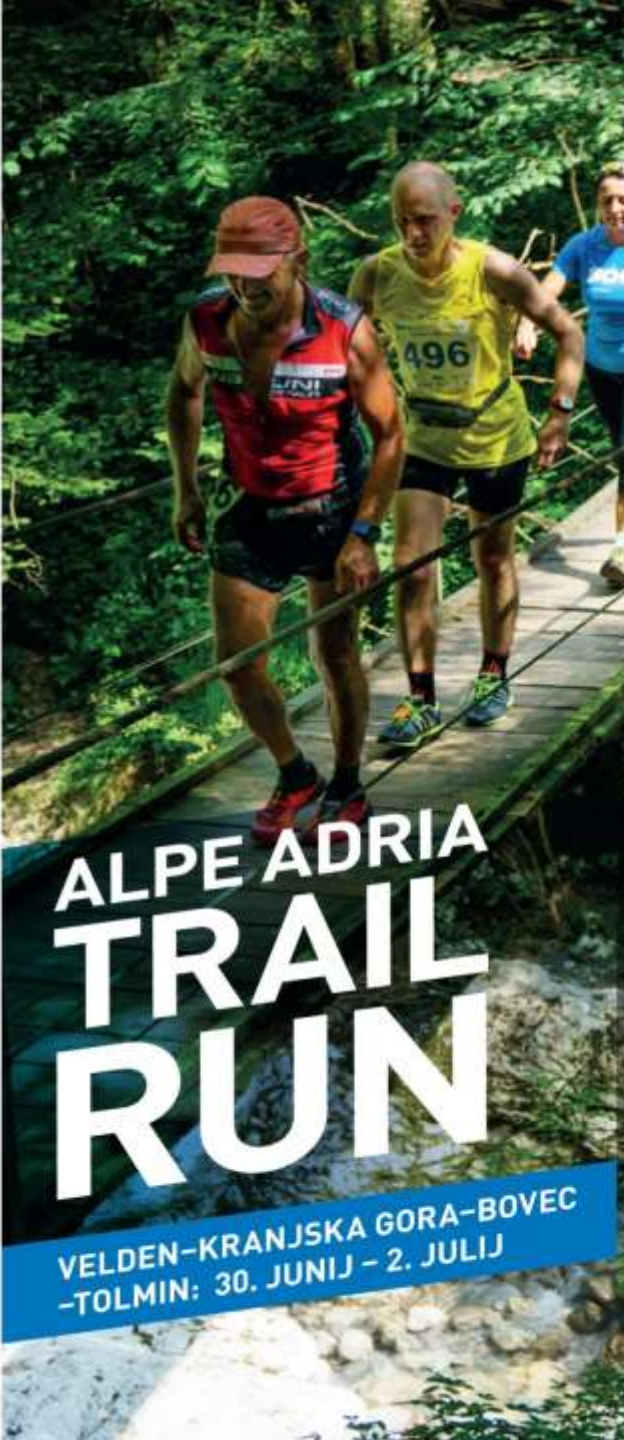
BOVEC  
24. – 26. JUNIJ

TOLMIN  
1. – 3. JULIJ



WWW.SOCA-OUTDOOR.COM





# ALPE ADRIA TRAIL RUN

VELDEN-KRANJSKA GORA-BOVEC  
-TOLMIN: 30. JUNIJ - 2. JULIJ



# XC PARAGLIDING SPEED RACE & SPEEDGLIDING

KOBARID, TOLMIN: 1. - 3. JULIJ

Veliko dogajanja bo tudi v zraku. Nebo bodo prekrili padalci in zmajarji!





I FEEL  
SLOVENIA

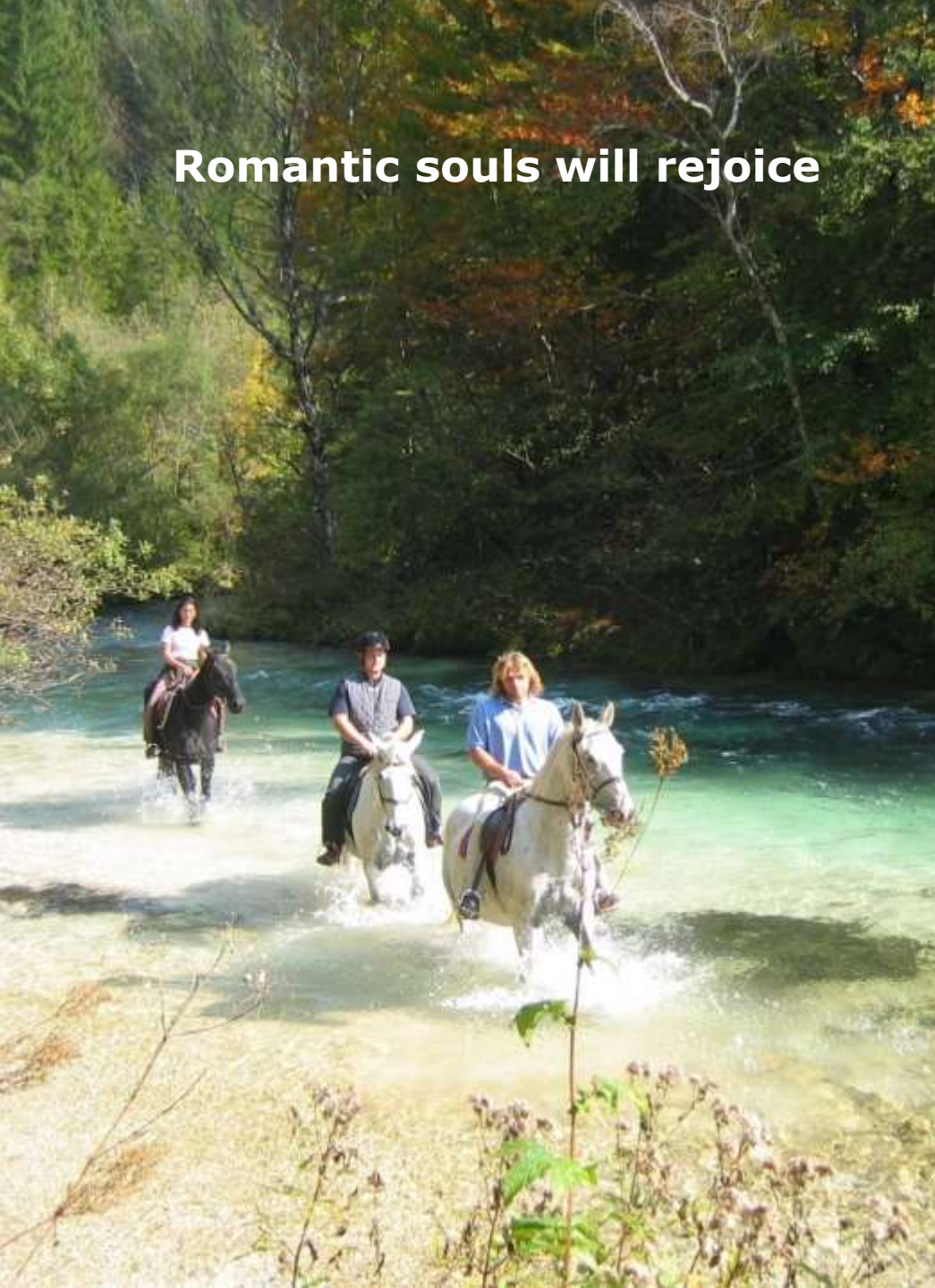


We will reach all young  
by heart



**Romantic souls will rejoice**

**I FEEL  
SLOVENIA**





Winter

Summer and all between

I FEEL  
SLOVENIA

**Traditional products have  
new offerings**

**Vogel with view on Mt. Triglav**

1 million guests



All year round



Winter

Summer and all between



All this adrenalin and  
fresh air made you  
hungry?



**May we offer something traditional?**

**I FEEL  
SLOVENIA**



# Something light?

I FEEL  
SLOVENIA





## Bohinj cheese route





Do we even need marketing, when we have all this?

I FEEL  
SLOVENIA





**Product is the best marketing!**

**I FEEL  
SLOVENIA**

**But strong brand is the best marketing tool  
for modern countries, facing increasing  
competition.**

**SLOVENIA**

---

**Green. Active. Healthy.**



# The story of Slovene tourism

I FEEL  
SLOVENIA



## Green

Slovenia is **one of the greenest countries** in the world and is committed to sustainable development.

## Active

The diversity of landscape and green resources represents **remarkable possibilities for an active holiday in close contact with nature.**

## Healthy

„**Nature lovers**“ and advocates of an active lifestyle have a clear goal – **to stay healthy and feel well.**

We will fulfil the promise of our brand by developing the truly green tourism, year round.

**So we need to...**

**I FEEL  
SLOVENIA**

**Adventure and outdoor activities  
ARE SLOVENIA.  
Green.Active.Healthy.**





# Brand strengthening

I FEEL  
SLOVENIA

- I. Increase visibility and reputation of Slovenia in target markets** (Green. Active. Healthy. SLOVENIA)  
*People with great achievements*
- II. Efficient market segmentation and strategic-development plans by individual market**
- III. Competitive, clearly positioned tourist products, based on the principles of sustainability**
- IV. Innovative and efficient virtual marketing**
- V. Partnership marketing in order to achieve synergy effects**



# Home of World Cups and Olympic Winners



Ski Jumping Team



Jakov Fak



Tina Maze



Vesna Habjan &  
Tea Gregorin



and many more.....





# Active

Slovenia is at the top among countries in the world according to the number of Olympic medals won per inhabitant.

The country where green reaches as far as you can see.

We are definitely an outdoor nation.

**Adventure and outdoor activities are very important in marketing and positioning of our country and by strengthening of our brand.**





**Thank you for your attention and welcome  
to Slovenia.**

**I FEEL  
SLOVENIA**

**Eva Stravs Podlogar**

**SLOVENIA**

---

**Green. Active. Healthy.**