I FEEL SLOVENIA

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

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Slovenia

Zagreb

Vienna

Venice

Munich

• 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 million
- EU and OECD member state
- EURO zone

A part of all three macro regions
Ljubljana – European Green Capital 2016
Where the Alps meet the Mediterranean, the Karst and the Pannonian Plain...
### Slovene tourism in 2015

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<tbody>
<tr>
<td></td>
<td>indeks</td>
<td>%</td>
<td></td>
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<tr>
<td>Tourist arrivals – total</td>
<td>110,8</td>
<td>100</td>
<td></td>
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<tr>
<td>Domestic</td>
<td>109,3</td>
<td>31</td>
<td></td>
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<tr>
<td>Foreign</td>
<td>111,5</td>
<td>69</td>
<td></td>
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<tr>
<td>Overnight stays – total</td>
<td>107,2</td>
<td>100</td>
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</tr>
<tr>
<td>Domestic</td>
<td>106,3</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Foreign</td>
<td>107,7</td>
<td>64</td>
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</tbody>
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- **+ 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

- Health resorts: 30%
- Mountain resorts: 24%
- Seaside resorts: 21%
- Ljubljana: 12%
- Other towns: 7%

Source: SORS
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
Being an Alpine nation is part of our identity

We are first to klimb 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.
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.
Nature is our passion.
Sustainable tourism based on respect of our tradition and beautiful environment

... but also ...
INNOVATIVE!
DESIRABLE!
When the line between white and green is thin ...
Our winter skiing centres became mountain centres, with the season year round.
Traditional range of winter sports is complemented with a tourist offer all year round.
Winter offer doesn’t include just skiing, snowboarding, ski jumping.

Our guest are also welcome to stay in Iglu Village
Dive into the Bohinj lake
Surf on ice
Adrenalin lovers will be thrilled.
Veliko dogajanja bo tudi v zraku. Nebo bodo prekrili padalci in zmajarji!
We will reach all young by heart
Romantic souls will rejoice
Traditional products have new offerings

Vogel with view on Mt. Triglav

Winter

Summer and all between

1 million guests
All year round

Winter

Summer and all between

Vogel with view on Mt. Triglav
All this adrenalin and fresh air made you hungry?
May we offer something traditional?
Something light?
Bohinj cheese route
Do we even need marketing, when we have all this?
Product is the best marketing!

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

SLOVENIA

Green. Active. Healthy.
The story of Slovene tourism

**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.

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

**So we need to...**
Adventure and outdoor activities ARE SLOVENIA. Green. Active. Healthy.
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.....
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.**
The green nature itself offers wonderful opportunities for sport and recreation. Slovenia has been a desirable destination for hikers, cyclists and lovers of various water sports for decades, providing a range of active leisure pursuits in close contact with nature.

Thank you for your attention and welcome to Slovenia.

Eva Stravs Podlogar