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SLOVENIA**

**YOUR NEXT STOP
SLOVENIA**

**WHY ORGANISE A CONFERENCE IN
OUR GREEN COUNTRY**

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Slovenian
Convention
Bureau



WHY ORGANISE A CONFERENCE IN SLOVENIA

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INTRODUCTION

In such a small area of only two million people, we have a very diverse and sustainably oriented offer and can organize meetings in cities, the Alps, the Mediterranean and spas. Slovenia has beautiful untouched nature and exquisite cuisine. We are excellent and hospitable organisers and hosts. We offer a great value for money. It is also important that we are a democratic European country with the euro and inside the Schengen area. It is important that Slovenia is both economically and scientifically internationally connected, as we have many experts in various fields that are involved in international associations. Thus, Slovenia hosts numerous reputable international scientific-professional meetings. Slovenia and its providers are active in the international business environment and are looking for appropriate events for our country. Last year we developed the long-term project Slovenian Congress Ambassador Program. Its congress purpose is to bring even more international business events to Slovenia. In this project, we cooperate with the Slovenian scientific, professional, academic, medical and economic spheres, which are important stakeholders in this field and a number of local partners.



Miha Kovacich,
Director of
Slovenian
Convention Bureau

Most attendees haven't visited Slovenia before, which makes it a very appealing destination for delegates who crave something new, different and off-the-beaten-path. The big advantage of being small is that you can focus on the little things. We utilize details and personal touches, which make your meeting truly authentic. Slovenian Convention Bureau is the central contact point for meeting planners, supplying them with impartial information and advice on all aspects of organizing events in Slovenia. Our experienced suppliers and fitting infrastructure can bring to life even the most demanding international scientific-professional events. Slovenia is a young country and quite new to MICE, but we recognize the importance and value of partnership since meetings industry events are only truly successful when the entire destination community works together in support of the clients' objectives. Our offer and guarantee are strongly supported by the energy and diligence of Slovenians, making for a unique and memorable experience.



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SLOVENIA IS A WELL ACCESSIBLE DESTINATION

- The current non-stop connections comprise more than 160 weekly scheduled flights to 22 destinations in 15 countries (March 2020).
- Any location in Slovenia is easily accessible from all neighboring international airports (Venice, Trieste, Zagreb, Graz, Vienna) with GoOpti and Nomago buses and shuttles.
- Modern, comfortable trains serve the capital as well as almost every major tourist destinations in Slovenia.
- Slovenia's motorway and road network has been modernized over the past decade as to provide an efficient system, improve road safety and ensure broader European integration.

Distances from the neighbouring airports to Ljubljana by road:

Graz Airport, Austria: 187 km
 Klagenfurt Airport, Austria: 85 km
 Zagreb Airport, Croatia: 140 km
 Trieste Airport, Italy: 130 km
 Venice Airport, Italy: 230 km

All flights to and from Ljubljana are operated through the Jože Pučnik Ljubljana Airport (www.fraport-slovenija.si), which is located at 25 km from the city centre. The current non-stop connections network covers 22 destinations, with one or more daily frequencies to Brussels, Belgrade, Berlin, Frankfurt, Istanbul, London, Moscow, Munich, Paris, Warsaw and Zurich. Other destinations are served by 2 to 6 weekly flights. These are operated by 17 regular air carriers: Aeroflot, Air Serbia, Air France, Brussels Airlines, easyJet, Finnair, Isair, Lufthansa, LOT Polish Airlines, Montenegro Airlines, Swiss, Transavia, Turkish Airlines, Windrose and Wizz Air. British Airways will resume operating flights from London Heathrow to Ljubljana in the summer 2020 schedule (4 times / week), while Iberia will start the route from Madrid in July 2020. A number of airlines have increased the flight frequencies (up to 35%) or planned bigger airplanes on existing routes.

Check out the informative schedule for all regular flights (29 Mar – 24 Oct 2020):

[Arrivals - Departures](#).

Read Fraport Slovenija's [press release](#) (5 Mar 2020) on the expanded offer of flights from / to Ljubljana Airport.

Note: the above information was created before the outbreak of the COVID-19 pandemic, which is also affecting the airline industry. At the moment (end of April 2020) Fraport Slovenija has not received any cancellations from airlines which planned their routes to Ljubljana, however in the second half of 2020 / first half of 2021 we expect a gradual return to full operations.



Madrid



SUSTAINABILITY



FORESTS

58% of land covered
in forests



RECYCLING

58% of municipal
waste is recycled



WATER STEWARDSHIP

over 3.000 m³
renewable water per
citizen collected yearly

VISITOR INFORMATION



CURRENCY

Euro (sign: €, code: EUR)



COMMUNICATION

Official language is
Slovenian, most people are
fluent in English



DISTANCES

Everything is very
close by, city centres are
walkable, the entire country
is easily accessible by
motorway



VISA

Country-specific **visa
information**. Check if you
need a visa in the country
registry at [https://www.gov.
si/en/registries/countries/](https://www.gov.si/en/registries/countries/)



SAFETY INDEX

12th on World safety scale
(2019), with safety index
score **7.44***



ARRIVING IN SLOVENIA

Main airport, train station
and **bus terminal** in
Ljubljana

WELCOME TO SLOVENIA

FRIENDLY PEOPLE, STUNNING NATURE, PURE AUTHENTICITY

Slovenia is the only country in the world where green nature connects and unites the Alpine, Karst, Mediterranean and Pannonic worlds. The **diversity of the landscape** and **unspoilt nature**, together with its **geo-strategic position**, represent the country's main assets which have long been attracting congress organisers. For example, long before the emergence of the conference industry as we know it today, in 1821 Ljubljana hosted the Congress of the Holy Alliance. For four months the Slovenian capital, Ljubljana, became the hub of European politics. This could even be considered as the beginning of the two-hundred-year-long history of the Slovenian meetings industry.

As a congress destination, Slovenia is highly valued for its **compactness** and **safety** and for its **stress-free environment**. Slovenian residents appreciate nature and want to keep it the way it is, but at the same time like to share it with delegates attending various events. Slovenian congress organisers are famous for their kindness and ever smiling faces. They like to help with a personal approach, are flexible, and know how to work in a team.



„Slovenia promotes itself with the brand “I Feel SLOVEnia.” This expresses a balance between nature and the diligence of Slovenians; it speaks of unspoilt nature and our will to preserve it.”



THE CAPACITY TO DELIVER

SLOVENIAN ENERGY

For Slovenian people, satisfaction at work is closely connected to the quality of life. Slovenia is renowned as a diligent and hard-working nation, and this largely defines the basis of the Slovenian congress offer. The energy of Slovenian congress events could be compared to Slovenian athletes who are famous for being energetic, diligent, motivated and open. Slovenians set themselves high long-term goals that they achieve with passion and commitment.

The Slovenian Convention Bureau's approach to facilitating congress events follows a lean management strategy and is constantly adapted to the requirements of conference organisers. Organising a large congress is never something to be taken lightly, but is rather an expression of our calling, competence and intelligent execution. It is a result of our talent, strong purpose, serious work ethic, passion and commitment. It is our devotion and guarantee to bring your congress to Slovenia.



„Slovenian energy is different. It's naturally laid back. Relaxed. Calm. Not all sparkly on the outside but then quickly running out of fizz. It's slow release, enduring, in it for the long haul. Slovenian energy is there when you need creative input in planning your event. And it is there throughout the event journey, right until the end when your attendees give you a standing ovation for a job well done.“





WHY SLOVENIA

A SAFE AND WELCOMING CONGRESS DESTINATION

Through years of development, Slovenia has become a recognisable congress destination and a reliable partner for the most demanding conferences. Slovenia possesses many natural resources, and its good position between the Mediterranean, Central and South-East Europe offers many opportunities, complementing the reasons for organising events in Slovenia.

10 reasons for organising an event in Slovenia

People: The conference industry equals people, and in Slovenia you are assured of positive, inspiring and creative energy. Slovenians believe in teamwork, and since every team is only as strong as its weakest link, they are aware that the knowledge and experience of the country's employees is its biggest asset.

Diversity & Compactness: Slovenia's great climatic and natural diversity is one of the main reasons why meeting planners like to hold events in Slovenia. This allows everyone to find a suitable location, ranging from the sunny coastal region to picturesque Alpine valleys.

Environmental responsibility & Stress-free destination: Slovenian people are aware how important environmental protection is in order to ensure a stable and safe future for everybody. Therefore, much attention is paid to nature preservation. Events organised by the Slovenian Convention Bureau take into account the goal of reducing environmental emissions.

Safety: Slovenia is known as an oasis of safety. It is safe to walk around any large city, while in the countryside there are still places where people do not lock their front door. All of this is confirmed by indexes that position Slovenia in the group of safest countries in the world.

Slovenian gastronomy: Is a key part of ensuring quality events and is an area to which the Slovenian Convention Bureau is committed. Slovenian cuisine is characterised by its extreme creativity and diversity. Slovenia is divided into 24 different gastronomical regions.

Success in science: Slovenian scientists excel in their fields. Some of the country's scientists recently achieved a great breakthrough. Researchers from the Faculty of Medicine in Ljubljana published a research paper proving that the Zika virus from an infected mother can infect the brain of a foetus and can cause permanent brain damage and microcephaly. This is just one of many other important discoveries made by Slovenian researchers.

Satisfaction of participants: The Slovenian Convention Bureau and its partners are aware of the importance of carefully listening to event participants, recognising their needs and then professionally, creatively and quickly transforming those needs into top-notch events.

Clean environment: There is no need for concern in regards to drinking water in Slovenia. The country has more than four times the amount of Europe's average supply of drinking water. In addition, Slovenia has the best scores among EU members when it comes to waste management. Ljubljana can boast being the first EU capital that in 2014 adopted a strategy of complete waste recycling.

Price competitiveness: The Slovenian congress product is competitive pricewise and comparable with other Central European destinations.

A door to the region: Slovenia's greatest asset is its location between Western and South-Eastern Europe (SEE) and its historical connection to SEE. For this reason the Slovenian Meetings industry has a competitive advantage through knowing its culture, mentality and the

regions other characteristics.

„Slovenia shares a border with Italy, Austria, Hungary and Croatia. Like Switzerland, Slovenia has majestic mountains and lush river valleys but is not landlocked and has a magnificent coastline on the Adriatic. The capital city, Ljubljana, is a largely traffic-free city built on either side of a river with a stunning medieval castle.“



WHAT SLOVENIA OFFERS

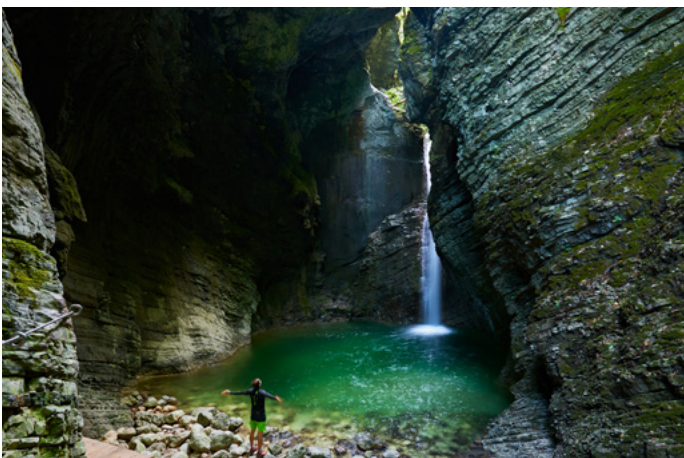
THE GREEN HEART OF EUROPE

Slovenia is a land with wonderfully unspoilt nature that is valued highly by its residents and congress guests. The country's incredible gifts of nature, at the intersection of the Mediterranean, the Alps and the Panonian Basin, are the main conditions for the development of green and responsible congress tourism. Slovenia is considered one of the richest countries in water resources in Europe.

For the above-stated reasons, staging a congress in Slovenia means your event is held in a healthy environment where people live closely tied with nature. All the key congress destinations - Ljubljana, Maribor, Bled and Portorož - strive for quality of the environment and quality of living. The bounty of green areas, and the good quality and abundance of clean water, allows congress guests access to diverse and active experiences in connection with the country's extremely rich cultural heritage.

As event organisers, the Slovenian Convention Bureau strives to organise congresses and events that use natural and social resources in an economic and sustainable manner. These are based on green supply chains, locally produced food, sustainable water management, careful waste handling and authentic experiences through connecting with the local environment. Wherever you choose to hold your event in Slovenia, you will be standing with one foot in the city and the other in the countryside.

„Slovenia is a green country. Our cities have rich culture and human scale and our countryside has mountains, forests, rivers and lakes. Our food and wine compare with the best. Slovenia offers the perfect haven, an awesome place to escape to, yet is on your doorstep, right in the heart of Europe.“





BEING SLOVENIAN

SLOVENIAN ICONS

Slovenians identify themselves through various symbolic icons that have shaped the nation over centuries into what it is today. When Slovenians talk about Triglav – Slovenia's highest mountain, linden trees, bee-keeping and Slovenian food, they are actually talking about themselves.

Slovenians are particularly proud of their language and culture. Approximately 2.4 million people speak the Slovenian language as their mother tongue. The Slovenian language is also special due its use of the dual form, which is very rare. Despite the relatively small surface area of Slovenia's language territory and small number of speakers, linguists have recognised 46 clearly distinguished dialects. The Slovenian language ranks among the South-slavic languages, but, at the same time, it has a lot of similarities to those of the Western-slavic branch. In addition, Romance, Germanic and Ugrofinnic languages have had an impact on the Slovenian language.

Slovenians also have a great passion for ski jumping. This is a sport that many are convinced was actually invented in Slovenia. The Planica Nordic Centre, with its charisma, remains an important symbol of Sloveneness. It is a reflection of the love of Slovenian people for sport, while the events held at Planica are a true national celebration of sport and undoubtedly the biggest sporting events of the year.

„When working in a destination there needs to be a collaborative spirit amongst all suppliers. We are small enough as a MICE community to be truly connected to each other and proud enough as a country to care about getting it right.“





CONFERENCE ESCAPES

OFF THE-BEATEN TRACK

Slovenia's geographical and climatic diversity make it easy and quick to get from one side of the country to the other. The interesting locations listed below are approximately an hour away from the capital. In the morning you can be in the midst of a congress event, and in the afternoon be in the midst of the most attractive Slovenian natural and cultural landmarks.

The Slovenian Karst: The Karst plateau gave name to the Karst topography and Karst phenomena all over the world. Supposedly, it was in the Slovenian Karst where scientists for the first time described various Karst specialities: underground drainage systems with caves, sinkholes and water abysses. 'Must see' places in Slovenia include the Postojna Cave and the Lipica stud farm.

Recommended as a pre- or post-congress tour.

Lake Cerknica: This intermittent lake fills with water in spring and in autumn. When full, its surface covers an area of up to 38km² and it becomes the largest lake in Slovenia. In summer, however, the lake significantly shrinks in size due to its numerous subterranean reservoirs and caverns which drain its water.

Recommended as a pre- or post-congress tour.

Sečovelje Salina Nature Park: The largest Slovenian salt evaporation pond was the first Slovenian wetland put on the list of Ramsar wetlands of international importance (1993), while traditional salt making has been put on UNESCO's List of Intangible Heritage. Nowadays, a smaller area of the 700-year-old saltworks still harvests salt 'on the petola' and is one of only four remaining places in the world where this technique is still used. In the uninhabited part of the saltworks there is a rich treasury of flora and fauna.

Recommended as a venue for special events.

The Soča Valley: The Soča River, with its distinct emerald green colour, is considered to be one of the most beautiful rivers in Europe. The river and its tributaries excite lovers of natural beauty and seekers of adventurous water sports, such as wildwater kayaking, rafting, canyoning, etc.

Recommended as a teambuilding location and for incentive programmes.

Planica: The modern Nordic Centre is a symbol of Slovenia and an excellent venue. The centre boasts a renovated and newly-refurbished ski jumping hill, cross-country skiing trails, and congress halls. Since the first ski jumps in the early 1930's, more than 60 world records have been made at Planica.

Recommended as a venue for special events.

"Slovenia is a young country, new to MICE, so most attendees have not been here before. This makes the country appealing for today's delegates who crave something new, different, and off-the-beaten track."





SLOVENIA IN THE HEART OF EUROPE

Slovenia is an easy and quickly accessible destination. It is a diverse destination for business meetings where organisers can choose among numerous geographical features. It is easy to combine various destinations and excursions due to the country's compactness and good road connections.

Travelling by car

The easiest way to discover Slovenia is by car. Slovenia can be reached via one of the border crossings with Italy, Austria, Hungary or Croatia, or once here you can rent a car from one of the car rental agencies. Slovenia's motorways are modern and clearly signposted. They are well-equipped with petrol stations, service stations, inns with overnight accommodation and motels.

Travelling by train

Modern and comfortable trains serve almost every important tourist destination. Connections abroad are excellent: direct services connect Slovenia with Italy, Austria, Hungary, Croatia, Serbia, the Czech Republic, Germany and Switzerland. Railway travel is convenient and inexpensive.

Travelling by plane

There are regular scheduled flights available between Ljubljana and most major European cities. Various major international airlines as well as some low fare airlines fly to Slovenia.

Citizens of European Union member states, Switzerland, Norway, Iceland and Liechtenstein can cross the border with a valid personal identification document, but stays must not exceed ninety days. A Schengen visa is available to anyone who requires a visa in order to visit

Slovenia. It can be obtained at Slovenian consulates in the applicant's own country, or at the consulates of all Schengen member states, which issue visas under the same conditions, taking into account the interests of other member states.

At www.slovenia.info, you can find information about accommodation, transport, museums and attractions.





INTERESTING FACTS ABOUT SLOVENIA

1. Slovenia is in the world's top for the number of published books per resident. It has published 1,780 books per million residents and is only exceeded in this area by Great Britain.
2. Slovenia has incredibly diverse and well preserved nature. In 2004 Slovenia established a Natura 2000 network which covers 37% of the national territory and puts the country in first place in Europe.
3. Slovenia is also in the world's top according to general participation in sport, which amounts to 64% of the population, and ranks alongside Scandinavian countries.
4. Among 163 out of 195 countries in the world, Slovenia ranks 8th in the 2019 Global Peace Index, immediately after the Czech Republic and Denmark.
5. Slovenia is symbolised by its forests. With 60% forestation, the country is known as the third most forested country in Europe, and the share is increasing since around a million new trees are planted annually.
6. Slovenia has one of the largest populations of brown bear in Europe. Their number is estimated between five to seven hundred.
7. On the gender equality scale by the World Economic Forum 2019, Slovenia ranks in 11th place. Iceland is in first place, followed by Norway, Finland, Sweden and Ireland.

„Throughout its history Slovenia has always been at the cross-roads of the Mediterranean, Germanic and Slavic cultures and this has left its mark on our country today. It might be one of Europe's smallest countries, but it has great traditions in food and wine, richly diverse regions and its people are hard-working, progressive, naturally friendly and welcoming.“





WHY BLED

This Alpine town is unquestionably among Slovenia's leading meeting destinations for many reasons. It has been actively present on the world's conference map for over 25 years playing host to medium-sized corporate, association and governmental meetings, as well as frequent top-end sports events. Its location in Slovenia, in the heart of Europe, makes it easily accessible by air, road, and rail. Everything in Bled, including the excellent and constantly upgraded and modernised conference infrastructure, is within walking distance. Beautiful natural and cultural attractions stun visitors and provide a fantastic backdrop that enthuses and inspires. Business can be blended with pleasure, be it adventurous sporting activities, cultural exploration, superb cuisine or an oeno-gastronomic teambuilding programme. Its recognition as an alpine congress icon will forever remain in the memory of attendees.



TOP PLACES WHERE PEOPLE MEET

BLED CONGRESS CENTRE - FESTIVAL HALL

The Bled Congress Centre boasts a superb lakeside location in the very heart of the town, enabling easy access. The congress centre has three separate halls and an exhibition space in the lobby. The largest hall can accommodate 500 guests.



BLED CASTLE

The imposing Bled Castle has been standing proudly above Lake Bled on a steep 130m rock for centuries. Function spaces, which can accommodate up to 70 guests, include the main restaurant, the Knights' Hall and the wonderful upper castle terrace.



BLED ISLAND

The island on Lake Bled is a charming sight that, together with the mighty castle, adds to the everlasting allure of Bled. It can be reached by taking a ride in a traditional wooden 'pletna' boat, with upright oarsmen propelling their boats. Alternatively, you can row yourself – it's up to you.



TRIGLAV NATIONAL PARK

Demanding ascents, picturesque valleys, unique flora and fauna and fairytale lakes – in the heart of pristine nature and just a stone's throw from Bled. All of this can be found in Slovenia's only national park.



ROYAL BLEED GOLF COURSE

At one of the most beautiful golf courses in Europe, the Royal Bled golf course, every swing is a unique experience, because a round can not be completed without stopping to stare at the Slovenian mountains and the beautiful nature surrounding the course.



BLED ADVENTURE PARK

The Bled Adventure Park is located on the top of Straža hill and offers great fun and an unforgettable experience in the woods for individuals and groups. One-on-one tree-top adventures result in screams of fear, relief and excitement.



GARDEN VILLAGE BLEED

Garden Village Bled, an eco-tourist green resort, inspires with its adventurous, romantic and exclusive spirit. Enchanting treehouses, comfortable glamping tents, unbelievable pier tents, luxury apartments, and a sauna above the stream, are all designed in an eco-friendly way.



VELIKA AND MALA ZAKA

Velika and Mala Zaka are bays on Lake Bled. Velika Zaka serves as the finish for rowing competitions, the infrastructure for which can be used as a special venue. It offers a grandstand ideal for watching races or cultural performances, as well as two VIP lounges.



RIKLI BALANCE HOTEL

A modern conference and well-being hotel, which leverages local traditions and know-how, while focusing on sustainability. It boasts with the best views of Lake Bled and the largest spa and thermal pool complex in the area. Its large convention centre venue prides itself on hosting diverse conferences and meetings.





GRAND HOTEL TOPLICE *****

This five-star hotel occupies a prime location right on the shore of Lake Bled and is synonymous with top-notch service and an excellent choice for congress guests.

RIKLI BALANCE HOTEL *****S

This four-star modern conference and wellness hotel is conveniently situated in the heart of Bled. It is surrounded by a park with magnificent trees and boasts wonderful views of Bled's landscape.

HOTEL PARK ****

The four-star Hotel Park is Bled's largest hotel and the third biggest conference centre. Hotel Park is the home of the original Bled cream cake (*Kremšnita*) – Bled's famous dessert.

BLEED ROSE HOTEL ****

Experience the relaxed atmosphere and comfort of a 4-star hotel by the shore of Lake Bled, just behind a park. The hotel's luxurious interior blends with the environment and the good energy of nature surrounding it.

HOTEL KOMPAS ****

Hotel Kompas is situated on a small hill right in the heart of Bled. Built in an original alpine style, it blends harmoniously with the natural environment and offers unforgettable views.

HOTEL LOVEC ****

Friendly establishment that proudly continues the tradition of a century-old guesthouse. The hotel's main function room is on the topmost floor and offers plentiful daylight and wonderful vistas across the lake and towards the Julian and Karavanke Alps.



STAY LOCAL

Taking a 'Pletna' boat

If you have resolved to visit the island whilst at the same time wish to enjoy the breathtaking scenery, then it goes without saying that taking a 'Pletna' boat is a must! These traditional wooden boats have been ferrying visitors to and from the island since the 16th century. The respected profession of oarsman has been handed down through the generations ever since, each one teaching the next the special technique of how to row whilst remaining standing, an art mastered only by the few. For an additional charming experience, enjoy a 'pletna' ride with a local gourmet dinner on the blue waters of Lake Bled.



HIT THE STREETS

Hop on a horse-carriage

If the urge has grabbed you to wander around Bled and its lake or up to the castle, but the idea of a strenuous walk is putting you off, then luckily you can hop in a horse-carriage and a coachman, known locally as *fjaker*, will be happy to take you around the trails. Open carriages have long been a tradition in Bled and the carriage drivers cannot be just anyone, as this is another "profession" that passes from generation to generation. A Bled *fjaker* therefore carries on the tradition, one of which is the clothing – black hat, white shirt, a vest embroidered with carnations from the Gorenjska region and jackets and blankets in a burgundy-red colour.



HIDDEN GEMS – BLED ISLAND

Bled Island makes one's wishes come true

Bled Island certainly is the world's hidden gem. A ride in a traditional wooden 'pletna' boat to reach it is an adventure in its own right, but alternatively visitors may opt to row to the island themselves, while in particularly cold winters, when the lake freezes, it is even possible to walk there. On docking at the island, there are 99 stone steps leading to the Church of the Assumption. The island is a great choice for a sparkling aperitif before dinner at the castle. Still, before leaving the island, don't forget to ring the church bell – according to legend it will make your wishes come true!



ANOTHER PERSPECTIVE

Rowing with Olympians

How would you feel if you were to be taken on an incentive programme that involved rowing with Olympians on Lake Bled? Yes, everything is indeed possible when in Bled. If a group has no rowing skills, fear not – each participant is individually taught so they have the chance to learn basic rowing skills in professional racing boats, accompanied by Slovenian rowing Olympians. A crew consists of eight people,

demonstrating a balance between individual strength and team performance. This unique experience will allow your team to feel the physical, mental and emotional aspects of working together – as well as learning how to move a boat efficiently and at speed.

Dinner on pletna boat

Looking for an unforgettable experience that might include a couple of great culinary extras along with images of crystal waters and a traditional pletna boat? Taste Bled on the surface of Lake Bled, gliding on the water in a traditional pletna boat. Get ready for a remarkable four-course dinner with wine, served during a two-hour boat ride with an exclusive visit to Bled Island.



ON THE MENU

Tasting kremšnita and observing top-notch chefs at work

The iconic symbol of Bled's cuisine is *kremšnita*, the delicious and world-renowned cream cake. The idyllic environment helped in creating other popular desserts such as *blejska grmada* and hazelnut *potica* cake with figs. Bled offers superb cuisine and visitors have the chance to taste its regional fare in traditional inns or can opt for the best gourmet cuisine



created by the town's new generation of contemporary chefs. Or go a step further and dine in the heart of the Grand Hotel Toplice kitchen at the 'Chef's Table' where the chefs can be observed at work.

LIFESTYLE

In Bled, tradition and modern approach to living go hand in hand

This little corner of paradise is already re-

nowned for its boundless beauty. However, Bled is also renowned for its wealth of pure drinking water and thermal spa water and a commitment to green initiatives. A circuit of the lake can be made by horse carriage, tourist train or by renting a bike, an electric bike or a Segway. Experience a wine tasting session at Bled Castle or visit craft beer boutiques and food festivals. Bled goes hand-in-hand with tradition and a modern approach to living.



PRE- AND POST-CONGRESS DESTINATION TOURS

PRE-CONGRESS DESTINATION TOUR

The sweet treat

It goes without saying that before a congress, participants like to treat themselves to some 'sweetness' to aid energetic participation at the event. Therefore, the »Honestly Sweet« town of Radovljica, just 20 kilometres from Bled is a great choice. Radovljica is home to the Museum of Apiculture and the Gingerbread Museum, where you can take part in a workshop or buy some local honey-bread products. Radovljica also annually hosts the biggest Slovenian chocolate festival.

POST-CONGRESS DESTINATION TOUR

Relieving energy in the unspoilt nature of Triglav National Park

However, after a congress, it feels good to relieve some energy by getting outdoors and active in nature. In the middle of the unspoilt nature of Triglav National Park lies Pokljuka,

Slovenia's highest-lying plateau, stretching a full 20km in length and width, where world-class biathlon competitions are held. In spring, summer and autumn Pokljuka is perfect for

running, hiking and cycling, whilst in winter it is perfect for skiing, cross-country skiing, snowshoeing, Nordic walking, Geocoaching, guided tours or sledding.



STRENGTH IN NUMBERS

1. Bled is suitable for medium-sized events up to 500 participants.
2. In the last 60 years, Bled has made and sold over 60 million cream cakes (Kremšnite).
3. There are at least 8 environmentally-friendly modes of transport that can be used to get around Bled: by foot, 'pletna' boat, carriage, regular bicycle, electric bicycle, Seagway, sup, kick scooter etc.
4. The Pokljuka plateau, located within Triglav National Park, has approximately 80 kilometres of intersecting forest tracks and approximately 30km of cross-country skiing trails.
5. Royal Bled Golf Course opened in 1938 on the initiative of the Karađorđević royal family.
6. In 2017 Bled was awarded the title 'Best Sport Tourism Town' in Slovenia.
7. Approximately 30% of meeting organisers decide to implement some of the suggested 'green' practices into their event within Bled hotels, and this trend is increasing.
8. Bled hotel and service providers show their sustainable orientation with their individual green initiatives, moreover, Bled is proud to be host of the first Zero Waste Hotel in Slovenia.
9. The wishing bell at the church on Bled Island has been rung since 1534.
10. Lake Bled has three thermal springs on its northeast side, which is why its water reaches a very pleasant 23 degrees in the summer time.



HOW TO GET THERE (by air, by road, by rail)

The nearest international airport is only 36km away from Bled. Direct shuttle bus services and private transfers are available throughout the year. For those arriving under their own steam, Bled offers ample parking and a charging station for electric cars. Bled can also be reached by public transport with regular bus and train connections to Ljubljana and other destinations.



CONFERENCE FACILITIES							
VENUE	CONFER- ENCE ROOMS	MAX. SEATING CAPACITY THEATRE	MAX. SEATING CAPACITY CLASSROOM	BANQUET	RECEPTION	SURFACE AREA IN sq.m.	LARGEST MEETING ROOM IN sq.m.
Bled Festival Hall - Congress Centre	4	512	60	40	150	884	484
Hotel Rikli Balance	9	350	200	260	420	1 413	338
Grand Hotel Toplice	9	270	160	300	350	1 541	394
Hotel Kompas	5	200	60	-	70	479	/
Hotel Lovec	3	149	90	70	140	205	/
Bled Rose Hotel	5	136	-	130	250	706	290
Hotel Astoria	3	130	80	60	150	235	174
Hotel Park	8	120	72	80	130	497	128
Vila Bled	2	70	60	70	100	414	/
Hotel Triglav & Restaurant 1906 Bled	4	70	45	30	70	230	90
Bled Castle	2	70	24	24	70	/	/
Hotel Ribno	4	45	40	/	150	222	77

HOTELS			
HOTEL	CATEGORY	NUMBER OF ROOMS	LOCATION
Grand Hotel Toplice	5*	87	Bled
Hotel Rikli Balance	4*S	150	Bled
Hotel Park	4*	217	Bled
Bled Rose Hotel	4*	88	Bled
Hotel Kompas	4*	95	Bled
Hotel Lovec	4*	61	Bled
Hotel Triglav & Restaurant 1906 Bled	4*	22	Bled
Vila Bled	4*	31	Bled
Hotel Astoria	3*	74	Bled
Hotel Ribno	3*	61	Bled

TOP REFERENCES			
CONGRESS	VENUE	DATE	NO. OF DELEGATES
World rowing Masters Regatta	Lake Bled	6-10 September 2017	4 000
Bled Strategic Forum	Bled Festival Hall – Congress Centre	From 2005 –	1 200

Bled Chess Festival	Grand Hotel Toplice	10-22 March 2017	1 000
61 st EQO Congress	Hotel Rikli Balance	10-22 March 2017	500
World Curling Federation Congress	Hotel Rikli Balance	13-18 September 2017	300
ATC Hockey tournament	Park Hotel	8-14 April 2015	300
IWDH The International Working group on the Diabetic Foot	Hotel Rikli Balance	17-21 April 2015	300
17 th International Conference on Discovery science	Hotel Rikli Balance	8-10 October 2014	300
UEMS PRIM Section and Board	Bled Festival Hall – Congress Centre	27-29 March 2014	300
Election congress of European athletics (EA)	Hotel Rikli Balance	9-12 April 2015	250
10 th PCNE Working Conference	Hotel Park	1-4 February 2017	200
66 th Meeting of the Scientific Committee of the IWC	Hotel Rikli Balance	4-20 June 2016	200
18 th International Conference on Dielectric Liquids	Grand Hotel Toplice	29 June-3 July 2014	120
Flatlands conference	Hotel Rikli Balance	5-8 July 2016	100
FIA Alternative Energy cup	Hotel Rikli Balance	31 March-2 April 2016	100



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AVAILABLE SUPPORT

OPPORTUNITIES FOR SCIENTIFIC & PROFESSIONAL ASSOCIATIONS

The Slovenian Convention Bureau, jointly with the local convention bureaux, supports international bids for congresses. It prepares everything necessary to introduce Slovenia as a potential host destination in a professional and friendly way.

What can associations and professional congress organisers expect from the Slovenian Convention Bureau and its partners?

- independent and trustworthy consultants that understand the needs of every single organiser
- a simple process for choosing the most suitable location and local partners
- an analysis of the bid requirements - feasibility evaluation
- marketing and promotional support for the candidacy
- help in execution of the candidacy's document and presentation (Bid Book)
- support from the city and local tourist economy
- evaluation of the event's budget
- assistance in preparing the bid document and promotional support for the bid presentation
- destination support (city & key industry players)
- coordination of site inspection visits in the decision-making process
- destination assistance during visits with regard to the organization of a confirmed congress
- marketing support to boost delegate attendance at the congress prior to a chosen destination in Slovenia
- all necessary information about the country, such as presentations, videos, maps, brochures and photographs, plus content marketing (social media).

Last, but not least: the knowledge of the destination, the connection with local partners and a personal approach when considering each potential bid are the benefits that, combined with the team spirit of the Slovenian meetings industry players, can provide you added value and a competitive advantage.



"... The big advantage of being small is that you can focus on the little things. The details. The personal touches that make your meeting really matter. That makes it real. Authentic. Slovenia's cities are small but pack a big punch with history, heritage and a human dimension that connects to the pulse of the people. To the personal touch."



MORE INFORMATION:

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SLOVENIAN MEETINGS INDUSTRY STANDARDS

The standardisation of Meetings Industry suppliers in Slovenia is intended, among other, to simplify and shorten the meeting planner's venue finding process. In a transparent way, client can get a clear insight into who is offering which service, as well as a better overview of the quality of comparable services offered by individual providers. The Slovenian Convention Bureau standards for meetings industry have been first implemented in spring 2008.

CATEGORIES

Category A: LOCAL OR REGIONAL CONVENTION & VISITORS BUREAU (CVB)

Category B: PROFESSIONAL CONGRESS ORGANISER

Category C: DMC AGENCY

Category D: EVENT AGENCY

Category E: CONGRESS AND EXHIBITION CENTRE

Category F: CONVENTION HOTEL

Category G: HOTEL WITH CONFERENCE FACILITIES

Category H: OTHER CONGRESS SERVICES

Category I: SPECIAL VENUE

PCO - PROFESSIONAL CONGRESS ORGANISER is a key factor in organising congresses and other types of meetings. The PCO deals with a very broad area of tasks and offers a comprehensive technical support for implementing the most demanding events. From the viewpoint of congress service providers, the requirements specified for this category make it the most demanding one

CERTIFIED PCO'S IN SLOVENIA

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SLOVENIAN CONGRESS AMBASSADOR PROGRAM

Bringing international congresses to our country is a complex and strategic task, which requires unison and coordination from all the destination's stakeholders.

The **Slovenian Ambassadors Program** is of considerable importance for Slovenia's greater success in the **field of internationalization of science, science, business and sports**.

»We want to establish a platform of Slovenian Congress Ambassadors covering various scientific & medical and other fields that work closely with the Slovenian Convention Bureau and the individual destination bureaus as only with an active and creative cooperation we can be successful on the competitive international market,« emphasizes Miha Kovačič, director of the Slovenian Convention Bureau the reasons for the launch of the programme.

Slovenian Ambassadors Program was launched in **2019 by the Slovenian Convention Bureau in collaboration with the Slovenian Tourist Board, the Ljubljana Convention Bureau at Ljubljana Tourism, and sixteen joining partners.**

The program helps promote Slovenia as a destination for international scientific-professional and business events, which create great international partnership and connection opportunities.

We have the **required infrastructure** and **experienced suppliers**, who can bring to life even the most demanding international scientific-professional events. To merge our potential and ambitions the ambassador program lends professional support to Slovenian scientists, doctors, professionals, businessmen, sportsmen and other individuals,

who are active in their field and are members of international associations.

In November 2019 first 25 Congress Ambassadors of Slovenia were awarded their honorary titles at the Ljubljana Castle. The ambassadors are successful individuals who are experts in their respective fields and who are ready to promote Slovenia as a destination for international events.

The national and local convention bureaus (destination clubs) offer impartial assistance and support to Congress Ambassadors at every stage of the event, from the initial bid to marketing and promotion. Additionally, ambassadors receive help with destination presentations, co-financing tailor-made site inspections, finding suitable locations and accommodation facilities, selecting social event venues, planning familiarizing trips and providing organizers with promotional materials about Slovenia and individual destinations.

SLOVENIAN AMBASSADOR PROGRAM CONTACT PERSON



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**SLOVENSKI
AMBASADORSKI
PROGRAM**

**“For also knowledge
itself is power.”**

Francis Bacon

www.congress-ambassador.si

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SLOVENIA MEETINGS

Slovenia is a petite, safe, and green stress-free haven with immense outdoor appeal. It is also incredibly diverse and proficient when it comes to supporting all kinds of meeting needs. We know the importance and value of partnership and Slovenia delivers that through the people who are endowed with natural charm and whose work is marked by a personal touch and team adaptability.

Meetings and events come in all shapes and sizes. There's no such thing as one size fits all. That's why you need a destination partner with flexibility etched into their DNA. It comes naturally to us in Slovenia, we're born with it. Working in meetings and events is full on. It requires a yes-we-can attitude, an ability to run with the punches and, of course, a 24-hour

smile. What we offer is relaxed and calm energy, which is there when you need creative input in planning your event. It's there throughout the event journey, right until the end when your attendees give you a standing ovation for a job well done. With you all the way.

Diligence and hard work are central to Slovenia Meetings and make up the foundation of our offering to the meetings and events market. In a quiet and modest way, representatives of the Slovenia Meetings are extraordinary, bringing real and tangible benefits to all meetings and events held in Slovenia. You'll find that vigour, hospitality and harmonious cooperation are recurring themes in our meetings and events story.



EXAMPLES OF GOOD PRACTICE

EUOPREVENT

EuroPrevent is the annual congress of the European Association of Preventive Cardiology, where leading experts get together to share knowledge of cardiovascular prevention and rehabilitation for cardiologists, allied health professionals, general practitioners, basic scientists, young researchers and policymakers. Cankarjev dom Cultural and Congress Centre was visited by more than 1.200 healthcare professionals from more than 40 countries who participated in the scientific exchange of 800 abstracts and submitted clinical cases.

"I would definitely recommend Cankarjev dom to other congress organisers as it is a guarantee of success. Our first congress was very successful, and we feel that people will not get bored to return or discover the destination every 3 years. We also know that we have space for growth which is important as the congress is expanding year after year."

- Valerie Thiollet, Team Manager of the Specialty Congress Department at European Society of Cardiology – France



THREE SEAS INITIATIVE 2019

Three Seas Initiative 2019 at GR-Ljubljana Exhibition and Convention Centre was the largest political and business event in independent Slovenia. The event promoted the initiative encouraging institutions and private investors to support the three seas situated amidst the Adriatic, Baltic and Black Sea in their endeavours for energy, traffic and digital infrastructure. The invitation of the President of the Republic of Slovenia Borut Pahor was accepted by nine foreign presidents, the President of the European Commission Jean-Claude Juncker and the United States Secretary of Energy Rick Perry.

"With the help of GR-Ljubljana Exhibition and Convention Centre we managed to provide a location in the centre of Ljubljana, which largely contributed to the successful execution of the event. The entire staff and technical team were professional and the setting of the hall, where the majority of the event took place, was exquisite."

- mag. Dobran Božič, State Secretary, Ministry of Foreign Affairs



6TH INTERNATIONAL IMRUA CONGRESS

In April 2019 motorcycle paramedics from Slovenia organized the 6th International IMRUA Congress (International Fire and EMS Motorcycle Response Unit Association). The Congress was attended by EMTs, nurses, paramedics, doctors and firefighters on a motorcycle from all over the world. The event was held at the City Hotel in Maribor, which can accommodate up to 200 conference participants.

"When organizing the 2019 IMRUA congress we were aware that we would receive a large number of foreign participants and therefore had to find an appropriate congress centre. We decided to host our event at City Hotel in Maribor, which turned out to be an excellent decision. Our congress was extremely successful, in a large part due to the professionalism of the hotel staff."

- Marko Kukovec, President of Organizing Committee & IMRUA Vice-President



SLOVENIA MEETINGS

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Taste fresh ideas.

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