

**I FEEL  
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

### Publisher

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### Editor

Gorazd Čad

### Copywriting

Jasmina Jerant & Sara Tiefengraber

### Graphic Design

Špela Drašlar & Barbara Dimec

### Quotes

Padraic Gilligan &  
Patrick M Delaney,  
Managing Partners, SoolNua

### Photos

#### SLOVENIA:

Archive of the Slovenian Tourist Board,  
Nea Culpa  
LJUBLJANA:

Archive of the Slovenian Tourist Board,  
Ljubljana Tourism, J Ugrin, A. Frelih,  
J. Kotar, Hiša vizij, D. Wedam, J. Ugrin, M.  
Kambič, A. Hribar;

#### MARIBOR:

Archive of the Maribor – Pohorje Tourist Board,  
D. Grógl, S. Zelnik,

M. Petrej, G. Muršec, A. Sedovsek, J. Brložnik,  
D. Blut, V. Male, V. Ponikvar, A. Fevzer, J.  
Borovnišek, L. Majninger, J. Gantar, Archive of  
Narodni dom Maribor, Vladimir Tos

#### BLED:

Archive of the Slovenian Tourist Board, Archive  
of the Tourism Bled, T. Ramujkič, J. Gantar, M.  
Lenarcic, M. Bozic, D. Dubokovic, Ž. Intihar;

#### PORTOROŽ:

Archive of the Slovenian Tourist Board, Tourist  
Board Portorož, A. Fevzer, A. Stokelj, M.  
Kostanjšek, A. Kosmac.

#### KRANJSKA GORA:

Archive of Turizem Kranjska Gora, Bogomir  
Košir, Mojca Matko, Janez Šmitek, Jošt Gantar  
Archive of the Slovenian Tourist Board, Tomo  
Jeseničnik, Jošt Gantar

#### NOVA GORICA:

Mirko Bijuklič, Jure Batagelj

### Translation

Jasmina Jerant & Sara Tiefengraber

### Production

Toleranca Marketing d.o.o.

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Convention  
Bureau

### Slovenian Convention Bureau

Vojkova cesta 65

SI-1000 Ljubljana, Slovenia

Tel: +386 1 569 12 60

E-mail: [info@slovenia-convention.com](mailto:info@slovenia-convention.com)

W: [www.slovenia-convention.com](http://www.slovenia-convention.com)



## 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 Kovačič,**  
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](http://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, Israir, 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.





## SUSTAINABILITY



### FORESTS

58% of land covered  
in forests



### RECYCLING

58% of municipal  
waste is recycled



### WATER STEWARDSHIP

over 3.000 m<sup>3</sup>  
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

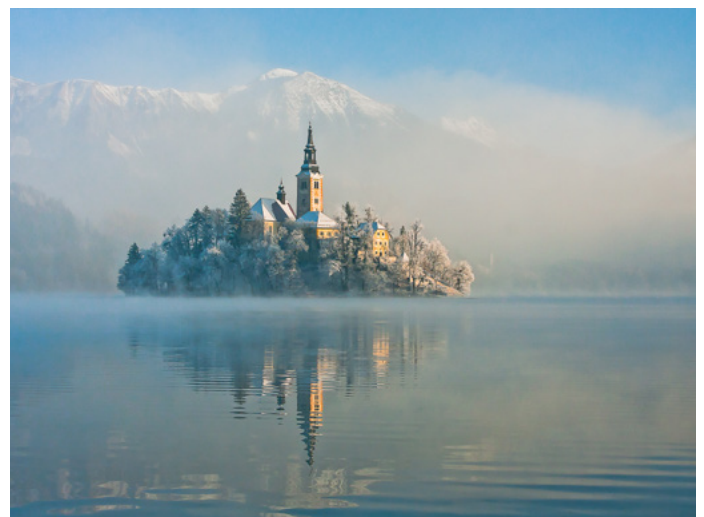


# WELCOME TO SLOVENIA

## 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 38km<sup>2</sup> 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."*





# IT'S ALL ABOUT LOCATION

## 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](http://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 crossroads 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 MARIBOR

As the second largest city in Slovenia, Maribor oozes the historic charm of a relaxed, medieval town. It is no wonder, then, that in 2012 Maribor was awarded the flattering title “European Capital of Culture”. “A life well lived” could very well be the slogan for the capital of Slovenia’s Styria region, for its greatest asset is its extraordinary access to nature, with an attractive position between the Drava river, the green Pohorje plateau on one side and, on the other, sunny wine-growing hills that stretch all the way to the Austrian border and beyond. With its quality congress/business capacities and opportunities for unique experiences combined with picturesque surroundings and the warm hospitality of the people, Maribor is becoming increasingly renowned as a host destination for conventions, seminars and other meetings. Maribor is also well known for two worldwide attractions - the oldest Vine in the world and the annual Golden Fox FIS Ski World Cup.



## TOP PLACES WHERE PEOPLE MEET

### HOTEL HABAKUK

Hotel Habakuk, located at the foot of Pohorje plateau, has become a synonym for conference industry tourism. The conference centre is fresh and bright, and the largest hall can accommodate up to 500 participants. A wellness and spa centre is also available.



### HOTEL CITY MARIBOR

Located by the Drava River and just a few minutes walking distance from the city centre, this hotel offers conference facilities with various halls and multipurpose rooms for up to 450 guests, and panoramic views from the rooftop terrace.



### CASINO & HOTEL MOND

Located among vineyards and on the border with Austria, the hotel offers beautiful rooms and a wellness centre. The business area covers almost 8,000m<sup>2</sup> and comprises of two event halls, an a la carte restaurant and a free-flow restaurant.



### HOTEL MERCURE

This business hotel is located in the city centre of Maribor, yet is just a stone's throw from the motorway. It offers a wide variety of conference halls – including an impressive amphitheatre.



### HOTEL BELLEVUE

Hotel Bellevue, located at the top of Pohorje plateau attracts those for whom forests, fresh air and remoteness are a welcome break. A large summer terrace adds to the number of options.



### HOTEL ARENA

Hotel Arena lies in a picturesque location by the foothills of Pohorje, surrounded by ski slopes and nature, just 10 minutes away from the centre of Maribor. It offers bright and comfortable rooms, a conference hall for 60 guests and an excellent restaurant.



## SPECIAL VENUES

### HIŠA STARE TRTE

The Old Vine House, home to the oldest Vine in the world, is a temple of wine tradition and culture, offering guided tours of rich wine patrimony and tastings of premium Slovenian wines. The venue promises an open wine garden, with a view of the Vine, as well as a bright, airy room, perfect for wine-infused gatherings.



### REGIONAL MUSEUM MARIBOR

The Maribor Regional Museum is located at the Maribor Castle. Its position in the city centre makes it a special venue with an interesting history and a unique setting for various events, either in the beautiful Knight's Hall with its Rococo staircase, or in the arcades or the castle courtyard.



### KAZINSKA HALL

The beautiful Kazinska hall of the Slovenian National Theatre in Maribor is a special venue, frequently used for concerts and exclusive events. With its crystal chandeliers and classical interior, it exudes sophistication and grandeur.



### NARODNI DOM MARIBOR CULTURAL AND EVENTS CENTRE

The Maribor *Narodni dom* is the home of numerous cultural events and shows. Its beautiful halls are ideal for various events and congresses that require style and sophistication. The largest hall seats 333 people, and a further 50 seats are available on the adjoining balcony.



### MINORITI CHURCH

The beautifully embellished hall, now used for theatre performances, was once a church, then a military warehouse. Nowadays the historically rich but contemporarily equipped floor is open to the public and available for events.



### VINAG

Vinag wine cellar is one of the largest and oldest classic wine cellars in Europe, boasting an area of 15.000 m<sup>2</sup> and 2,1 km long underground tunnels, which lead you along a barrel-filled path into a wonderful world of wine. The wine tasting room can be used as an inspired meeting and event venue for curated gatherings.



### DVERI PAX

The Dveri-Pax Wine Cellar upholds an 800-year tradition of Benedictine winemaking, with well regarded, superior wine. The estate's wine cellar is the perfect setting for relaxed meetings, away from the city's busy atmosphere. With its rich history and enticing culinary offer the amazing estate will impress even the most demanding guests.



## ESSENTIAL MEETING EXPERIENCES

### STAY LOCAL

#### The link between city life and nature

The Pohorje plateau the pride and joy of the Styria region and its capital Maribor, is a natural wonderland awash with primeval forests, lakes, waterfalls and an abundance of hiking and biking trails that criss-cross its breathtaking scenery. In winter the area is transformed into a buzzing ski resort, one of the largest and most attractive in Slovenia, an additional speciality of which is the longest night-skiing trail in the country. The foothills are particularly lively during the Golden Fox FIS Ski World Cup. An open-air museum depicts Pohorje's cultural heritage offering an insight into the traditional artisanship of the glass industry.



### HIT THE STREETS

#### The city of festivals

Visitors to Lent, Maribor's old city centre, are amazed by its vibrant streets, mighty buildings and wonderful frontages, monuments and fountains that adorn the city's squares, bridges that link the banks of the river, and towers that rise into Maribor's sky. Maribor also hosts numerous international events all-year-round: Lent festival, Old Vine Festival, Maribor Festival, Wine Festival, Golden Fox FIS Ski World Cup, and many others. Those looking for a unique adventure can take a hike up to the city's wine growing hill – the Pyramid – which makes Maribor one of the few cities in the world with a vineyard right in its centre.



### HIDDEN GEMS

#### The oldest Vine in the world

Maribor is home to the oldest Vine in the world. The Blue Franconia, certified as being more than 400 years old, is the Guinness record holder for the oldest noble vine in the world still bearing grapes. The vine, also a protected natural monument, grows at the front of a long solid two-storey old town house, named "The Old Vine House" that is situated near the serene Drava River. The Old Vine House, built in the 16<sup>th</sup> Century entices many tourists from the most remote parts of the world; in the past decade it has been visited by more than half-a-million people.



## ANOTHER PERSPECTIVE

### Ruševec – a unique example of ecological, sustainable and green tourism in Slovenia

On the Pohorje plateau range, in the embrace of the intact nature of the Natura 2000 Natural Reserve Park, lies a boutique, fairytale village with eco bungalows made exclusively of natural ecological materials such as Pohorje supre timber and wool. The Ruševec Estate, consisting of the Green Village with eco lodges, eco villa, and eco wellness, is committed to an ecological experience of nature. This mission is also shown through its Permaculture Circle. The area is ideal for biking, hiking, running, skiing, climbing, swimming, mushroom picking and spending time in the Šumik Primeval Forest Reserve. Special treats come in the form of organised trips to the intact areas of Pohorje – the main attractions being local culture, flora and fauna.

### Europe's oldest classic wine cellar - Vinag and Winery Water Tower

Beneath Maribor's central square lies a 200-year-old viticultural gem - one of the largest and oldest classic wine cellars and one of the most beautiful tunnel cellars in Europe. The Vinag wine cellar, Maribor's true wine connoisseur's treasure trove of underground tunnels stretching for 2.5km and covering 20,000m<sup>2</sup> (the size of 3 football pitches), has an archive of more than 250,000 bottles of the best vintages and can store over 5 million litres of wine. Another of Maribor's unique wine infrastructure is the old historic water tower that stores wine bottles and represents a completely different type of wine store. The ground floor of this unique pentagonal-shaped Renaissance fortification, which once defended the walls of the Styrian capital, has been transformed into a modern winery.



## WHEN IN MARIBOR

### ON THE MENU

#### From farms to five-stars cuisine

The area is renowned for its great food offered at tourist farms, while in the city its superb restaurants, inns and pubs have a wealth of culinary delights. Among other offers, you can visit Maribor's food market *Pun Pisker* (Full Pot), taste a dessert made with grapes from the oldest vine "The Old Vine Kiss", and savour local specialities at the 300-year-old restaurant "Pri

treh ribnikih" (The Three Ponds), and the five-star cuisine of the modern Denk Restaurant.

### LIFESTYLE

#### It's all about wine

For all wine lovers Maribor is the place to be. The influence of the wine tradition can be felt throughout the city. The vineyard-covered Pyramid hill rises directly above the centre of

the town. The oldest vine in the world is annually celebrated with the Old Vine Festival. The Benedictine Dveri Pax – one of the most modern wine cellars in Slovenia - stores 50,000 (out of a total of 300,000) litres of wine in oak barrels. The three Maribor wine roads lead to wine shops and cellars where one can learn all about premium quality Styrian wines.



## PRE- AND POST-CONGRESS DESTINATION TOURS

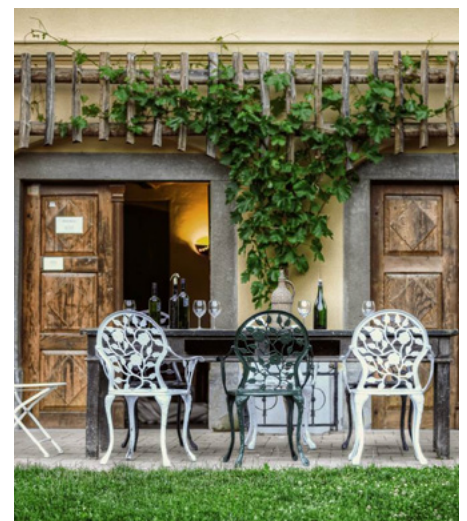
### PRE-CONGRESS DESTINATION TOUR

#### Experience the beauty of traditional rafting on the Drava river

The Drava Regional Park offers a connection with the rich, bygone tradition of old-style rafting on the Drava river, which dates back to the 13<sup>th</sup> Century. The rafts used for the tour are built in Robinson Crusoe-style, but equipped with seats and benches. During the tour, guests are also treated to culinary specialities from the region. The trip offers a different insight into the beauty of Maribor's major attractions such as the Old Vine House, the two defence towers along the river, and the old town Lent.

vineyards, the Ramšak estate offers a fairytale country castle. The heart of the property is the wine-growing infrastructure surrounded by a tree house and glamorous tents furnished like luxury hotel rooms with bathrooms, spacious terraces and a garden jacuzzi. It all adds up

to unique comfort mingled with the magic of sleeping under the stars, breathing fresh air, and listening to the sounds of a stream. The estate offers various experiences that give visitors an insight into the wine-making process.



### POST-CONGRESS DESTINATION TOUR

#### Vineyard Glamping Resort – Chateau Ramšak

Just a short distance from Maribor, nestled among rolling green hillsides and exquisite

## STRENGTH IN NUMBERS

1. The St. Martin's Day celebration in Maribor is the largest open-air celebration of its kind anywhere in Slovenia. Every year the event brings together several thousand visitors who enjoy traditional Styrian wine and cuisine.
2. The Mariborsko Pohorje ski centre offers more than 41.5km of well-kept slopes for all kind of skiers, from beginners to experts.
3. The original Maribor Castle that stood on Pyramid hill was built at the beginning of the 12th Century.
4. During Maribor's year as European Capital of Culture 2012, the city hosted 5,230 cultural events and was visited by 2,040,000 visitors.
5. The Lent Festival, with its main stage on the banks of the Drava river, is annually attended by around 500,000 people.
6. Despite being the nation's second-largest city, and having the second largest airport in Slovenia, Maribor has only about a third of the population of Ljubljana.
7. According to various media commentators, over the past few years Maribor has become one of the Top 10 tourist destinations in the world that one should visit at least once in one's lifetime.
8. The Vinag tunnel cellar has over 2km of underground corridors.
9. Maribor is a silver Slovenian Green destination.
10. Each year no more than a hundred bottles are filled with the wine from the oldest vine in the world. Queen Elizabeth II., Pope John Paul II. and the former USA president Bill Clinton are some of the recipients of this unique wine.



## HOW TO GET THERE (by air, by road, by train)

Maribor, just 17 km from the Austrian border, has good traffic infrastructure and can easily be reached by car, train or bus. There are many airports in the vicinity of Maribor, the nearest one being Graz Airport in Austria (60km), followed by Zagreb Airport in Croatia (120km) and Ljubljana's Jože Pučnik Airport (150km). Maribor also has its own airport, Edvard Rusjan Airport, with a lesser frequency of international flights.



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.
Hotel Habakuk	8	650	180	350	700	800	407
Hotel City Maribor	6	625	160	350	700	800	500
Hotel Mercure	3	120	70	100	110	140	130
Casino & Hotel MOND	1	120	60	80	250	120	120
Hotel Bellevue	4	100	50	70	100	100	100
Hotel Draš	3	800	120	850	280	360	220

HOTELS			
HOTEL	CATEGORY	NUMBER OF ROOMS	LOCATION
Casino & Hotel MOND	4*S	40	In the vineyards, on the border to Austria
Hotel City Maribor	4*	78	City centre
Hotel Habakuk	4*	130	It is located in the direct vicinity of the city (10 minutes) below the Pohorje mountain range
Hotel Mercure	4*	70	City center
Hotel Bellevue	4*	42	Pohorje mountain
Hotel Arena	4*	39	Below the Pohorje mountain range, 10 min from the city centre
Hotel Draš	4*	21	Below Pohorje mountain, 10 min from the city centre

TOP REFERENCES			
CONGRESS	VENUE	DATE	NO. OF DELEGATES
World youth championship chess	Hotel Habakuk	2012	3 000
European shooting championship	Hotel Habakuk	2017	800
Medigames	Hotel Habakuk	2016	800
ERACON conference	Hotel City Maribor	May 2016	800

<b>Eurolawyers</b>	<b>Hotel Habakuk</b>	<b>2017</b>	<b>700</b>
<b>IZUM COBISS Conference</b>	<b>Hotel Habakuk</b>	<b>September 2015</b>	<b>300</b>
<b>Genetika 2012</b>	<b>Hotel City Maribor</b>	<b>September 2012</b>	<b>300</b>
<b>ELAN marketing conference</b>	<b>Hotel City Maribor</b>	<b>October 2016</b>	<b>200</b>
<b>Conference Association of tourist farms of Slovenia</b>	<b>Casino &amp; Hotel MOND</b>	<b>March 2017</b>	<b>150</b>



**MARIBOR - POHORJE TOURIST BOARD / MARIBOR CONVENTION BUREAU**

Contact person: Ms. Bernarda Karo  
 Tkalski prehod 4, 2000 Maribor, Slovenia  
 T: +386 (0)2 234 66 08, 051 320 162  
 E: [bernarda.karo@maribor.si](mailto:bernarda.karo@maribor.si)  
[www.maribor-pohorje.si](http://www.maribor-pohorje.si)



# 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:

Slovenian Convention Bureau  
Vojkova cesta 65, SI-1000 Ljubljana, Slovenia  
Tel: +386 1 569 12 60  
E-mail: [info@slovenia-convention.com](mailto:info@slovenia-convention.com)

# 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

### CD CONGRESS & EVENTS MANAGEMENT

Contact Person: Dušica Todorović

Telefon: +386 (0)1 241 71 24

E-mail: [dusica.todorovic@cd-cc.si](mailto:dusica.todorovic@cd-cc.si)

[www.cd-cc.si](http://www.cd-cc.si)

### DEKON. SI

Contact Person: Luka Zajc

Telefon: +386 (0)1 300 26 23

E-mail: [lukazajc@dekon.si](mailto:lukazajc@dekon.si)

[www.dekon.si](http://www.dekon.si)

### TOLERANCA MARKETING

Contact Person: Natalija Bah Čad

Telefon: +386 (0)1 430 51 03

E-mail: [natalija@toleranca.eu](mailto:natalija@toleranca.eu)

[www.toleranca.eu](http://www.toleranca.eu)



PROFESSIONAL  
CONGRESS  
ORGANIZER  
(PCO)



Slovenian  
Convention  
Bureau



# 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



**Azra Botonjić**

M: +386 30 312 612

T: +386 1 569 12 60

E: [azra.botonjic@slovenia-convention.com](mailto:azra.botonjic@slovenia-convention.com)

[www.congress-ambassador.si](http://www.congress-ambassador.si)

**SLOVENSKI AMBASADORSKI PROGRAM**

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

Francis Bacon

[www.congress-ambassador.si](http://www.congress-ambassador.si)

Project organizer and supporting partners:



# DESTINATION CLUBS CONTACTS

## LJUBLJANA

### Ljubljana Convention Bureau



**Jan Oršič**

T: +386 1 306 44 51,  
M: +386 31 810 265  
E: jan.orsic@visitljubljana.si  
www.visitljubljana.com  
www.meetinljubljana.com



**Tatjana Radovič**

T: +386 1 306 45 84  
M: +386 41 977 730  
E: tatjana.radovic@visitljubljana.si  
www.visitljubljana.com  
www.meetinljubljana.com

## MARIBOR

### Maribor – Pohorje Tourist Board



**Bernarda Karo**

T: +386 2 234 66 08  
M: +386 51 320 162  
E: convention@maribor.si  
bernarda.karo@maribor.si  
www.visitmaribor.si

## BLED

### Bled Convention Bureau



**Vesna Klemenčič**

T: +386 4 578 03 00  
M: +386 51 620 482  
E: meetings@visitbled.si  
www.bled.si  
www.bled.si/en/meetings/bled-convention-bureau/

## PORTOROŽ

### Portorož Tourist Board



**Fredi Fontanot**

T: +386 5 674 82 62  
M: +386 40 531 570  
E: fredip@portoroz.si  
www.portoroz.si

## NOVA GORICA

### Hit Group



**Suzana Pavlin**

T: +386 5 336 42 34  
M: +386 41 705 189  
E: suzana.pavlin@hit.si  
www.hit.si

## KRANJSKA GORA

### Hit Alpinea



**Milan Sajovic**

T: +386 4 588 44 80  
M: +386 51 319 455  
E: milan.sajovic@hit-alpinea.si  
www.hit-alpinea.si

# 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





SLOVENIAN  
CONVENTION  
BUREAU

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