

**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

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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 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 uninhibited 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 NOVA GORICA

Nova Gorica town of roses is an attractive town for entertainment as in all seasons various venues, indoors or outdoors, offer a rich selection of events. It is a town of opportunities, with two entertainment centres and several casinos with the most modern gaming equipment. Nova Gorica invites you with its sights and attractions, views of the picturesque, authentic surroundings, and the mild climate and diverse scenery, which provide excellent conditions for a variety of sports. The green and wine-growing Vipava valley stretches out to the East of the town. These nice places are the home of great wines, also of the unique varieties, which are best combined with tasty local dishes.

To the northeast, Nova Gorica is protected from the cold winds by the Trnovo and Banjšice plateau, a marvelous world with a completely different climate, full of folk traditions and natural attractions that enrich the sport of hiking in a special way. Lovers of peace will be impressed by the widespread Trnovo Forest which invites you to take biking paths and hiking trails where you can get to know rich flora and fauna.



## TOP PLACES WHERE PEOPLE MEET

### EUROPE SQUARE

Right in front of the Nova Gorica train station is the junction of the closest urban contact of the Italian Gorizia and Nova Gorica. The square at the border was named after the event of Slovenia becoming a member of the European Union and is decorated by a mosaic of new Europe. The Europe square became the symbol of harmony of the two cities as well as the symbol of demarcation and European integration.



### PINE FOREST

The town park, named Pine forest is a unique green oasis in the middle of the town and was formed in the area of the last remains of the former clay pits. The ground retains water, which attracts frogs and birds, including migratory birds. It is a true peace oasis at your fingertips.



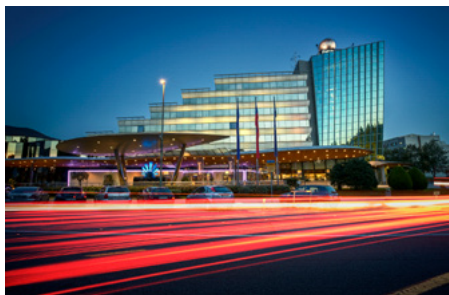
### TOWN FOREST PANOVEC

In the immediate vicinity of the town lies an interesting, preserved and large forest complex with numerous native and foreign tree species. The proximity of the city and the intricately wound forest paths attract a vast number of visitors to the forest in all seasons.



### PERLA, RESORT & ENTERTAINMENT

The Perla Conference Centre with its long tradition and wide array of amenities provides organisation of any type of tailor-made event made-to-order. It is the perfect location for meetings, motivation programmes, conferences or any other kind of event. The staff at the Perla will make sure that you get exactly the type of event that you want.



### PARK, HOTEL & ENTERTAINMENT

The Park Conference Centre provides a diverse range of opportunities for business and other meetings. The conference room accepts medium-sized groups and the diligent staff guarantees to help carry out every event to perfection and according to specific wishes. The hotel specializes in creating wine and culinary stories and will happily provide something special for your event.



### VILA VIPOLŽE

At the congressional, cultural and social center Vila Vipolže you will experience an inspiring landscape, an elegant atmosphere, genuine hospitality, and excellent cuisine. The villa incorporates one large conference hall with state-of-the-art equipment and a banquet hall with a kitchen, suitable for catering. Its noble history, beautiful park, rich wine bar, and restaurant add to the exceptional atmosphere.



### SIMČIČ

The modern premises of Simčič winemakers are ideal for smaller meetings and team buildings. They also offer guided wine tastings and wine cellar tours for closed groups. The family wine estate with a history of excellence is located amidst pristine nature, perfect for a get-away from busy city life.



### BELICA

Located in Medana village, in the heart of the wine-growing Brda region, this unique ambience of a provincial homestead allows you to indulge in food and fine wines. For business meetings and presentations, the estate offers a superbly equipped conference room accommodating up to 50 people and a large restaurant, with 100 indoor and 100 outdoor seats.



### HOTEL SAN MARTIN

For business meetings the hotel offers a larger conference room and a smaller meeting room. The interior is customizable, and the staff has experience with important events and is ready to help. The hotel also has an excellent restaurant and an outdoor terrace with unimag-inable green views everywhere you look.





**PERLA, RESORT & ENTERTAINMENT \*\*\*\***

The Perla Hotel is located in the city center of Nova Gorica. It offers utmost luxury and comfort in the rooms and suites, as well as in the casino, equipped with state-of-the-art slot machines and gaming tables with a rich selection of games. The hotel offer includes a modern spa with all the amenities. It is the perfect place to enjoy yourself and relax.

**PARK, HOTEL & ENTERTAINMENT \*\*\*\***

Situated in the heart of the city, Park Hotel is known for cosy accommodation and attentive staff. The hotel has one of the largest and most attractive casinos in Europe, with a long tradition. Its exceptional hospitality allows the guests to meet in a relaxed atmosphere, sleep comfortably, shop, eat well, try their luck and participate in different tournaments.

**HOTEL SABOTIN \*\*\***

Hotel Sabotin is a hotel with soul and character. It is located in Solkan, known for its proximity to nature and the magnificent Solkan railway bridge. The hotel offers its guests what every traveller wants: a comfortable room, excellent cuisine and a peaceful environment.

**HOTEL LIPA \*\*\***

The hotel lies in Šempeter pri Gorici, a pleasant and picturesque village next to the Italian border, in the immediate vicinity of Nova Gorica. It prides itself on being ecological, green, and local and promises guests they will enjoy in comfort, authenticity and warmth.

**DAM BOUTIQUE HOTEL \*\*\*\***

A boutique hotel, encapsulating a new concept of luxury. The hotel, located in a quiet part of town, features a fine dining restaurant, where guests can enjoy modern Mediterranean cuisine. It also provides space for meetings, seminars, lectures and presentations for up to 80 people.

**HOTEL SAN MARTIN \*\*\***

Hotel San Martin is a new and elegant family-run boutique hotel, located at the edge of Šmartno village. The hotel boasts beautiful panoramic views of the surrounding wine hills and valleys with beautiful villages. It also offers a bio-herbal Finnish sauna, available for private bookings, a salt room and a wine bar with an exquisite selection of local wines.



## ESSENTIAL MEETING EXPERIENCES

### HIDDEN GEMS

#### Feel the natural beauty

The stories of western Slovenia are set against the backdrop of verdant vistas, hospitable hamlets, hills and forest paths. Overlooking the emerald green River Soča and the Adriatic Sea, the Banjšice and Trnovo Plateau, which is almost like an open-air wellness facility, is ideal for finding one's inner peace, with a view of the Julian Alps.



### NATURAL TREASURES

#### Be active, green and healthy

The mild climate and varied terrain make for exciting cycling tours between the Alps and the Adriatic. Scale the Sabotin Hill and other peaks. Go skydiving over the Vipava Valley or go bungee jumping from the 55m-high bridge in Solkan spanning the River Soča. Admire the emerald river beauty from a kayak or raft.



### STAY LOCAL

#### Prosciutto and olive oil tasting

The climate in the Goriška region is also friendly to olives, which local farmers are rearing for premium olive oil production. On the tourist farm, you can taste selected local olive oils. You can also try delicious prosciutto and other dried meat products, produced on the farm and taste the wine in the cellar of a local wine producer.



## ANOTHER PERSPECTIVE

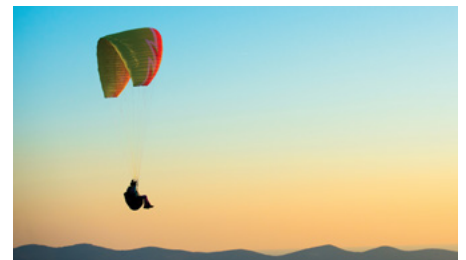
### Tandem sky diving

The diverse landscape of the Goriška region is even more breath-taking when viewed from the air. For a truly remarkable experience, view all the hills, valleys and fields from a bird's perspective. The steep slopes of the high plateaus above the Vipava Valley offer excellent conditions for free-flying and challenge the most courageous. A tandem flight, accompanied by an experienced instructor, allows you to take the plunge and enjoy the views of the magnificent surroundings.

### An adventurous tour of the Rihemberk Castle

The Rihemberk castle, built on a steep slope above Branik, is the greatest and one of the oldest castles in the Primorska region, which has preserved its ancient medieval design to this day. Behind its walls, it preserves century-old stories that shaped the places and people in this part of Europe. In addition to

its outstanding cultural and historical significance, the picturesque castle is also an important refuge for several endangered bat species – mysterious but useful nocturnal animals, who have chosen the abandoned castle basements and towers for their home. Playful tours of the castle are offered in the warm part of the year by royal ladies and knights.



## WHEN IN NOVA GORICA

### ON THE MENU

#### Taste Goriška

Feel the exuberant energy of the Goriška region and its offer of food and wine. A number of renowned winemakers lovingly tend their vine varieties, both native and foreign. Enjoy the local specialties such as delicious polenta, štruklji, prosciutto, frittata and chicory from Goriška that adds a touch of glamour to your plate in winter.

#### Burbončice

Burbončice are chocolate pralines, enveloped in dried petals of bourbon roses. The chocolates intertwine the experiences and flavors of Nova Gorica and they were created as a sweet souvenir of the town's 70th anniversary. Burbončice are handmade, just like the town of Nova Gorica, which was built by the hands of Slovenian soldiers.



### LIFESTYLE

#### Socializing

Soak up the lively atmosphere of the many events held in the town with the most splendid roses, and its surrounding villages. The casinos of Nova Gorica, with more than 30 years of tradition, provide entertainment all year round.

#### Discover the cultural heritage

The Kostanjevica Monastery offers a great view of Nova Gorica. Did you know that the crypt of the last descendants of the French Bourbon dynasty lies here? The life in the monastery of Franciscan monks also thrives because of the Bourbon rose collection which is among the largest in the world. You should also visit Kromberk Castle, dating back to the 17th century, which holds the collections of the Goriška Museum.



## PRE- AND POST-CONGRESS DESTINATION TOURS

### PRE-CONGRESS DESTINATION TOUR

#### A journey through the history of the young town

The path acquaints visitors with the conception of Nova Gorica – from the initial idea of a socialist city of architect Ravnikar to the center of consumerism and gaming. The journey begins at the model of Nova Gorica, its first conceptual design, which, due to various events and circumstances, was never finalized. The picturesque walk continues along the town's oldest buildings, the first promenade, the old brickyard, former cemetery, Europe square, and Kostanjevica. The mesmerizing walk, reaching all the noteworthy parts of town, ends at the border to Italy, emphasizing and explaining the close connection of the two cities that were once one.

### POST-CONGRESS DESTINATION TOUR

#### A different kind of Safari

After a congress, it's the perfect time to unwind at the Wine Safari. The experience is a special combination of adventure exploration of the hilly Brda landscape and the tasting of local wines at the exceptional wineries. The Goriška region is one of the smallest regions with the highest number of wineries on the TOP 100 list of the best wineries in the world. This trip will embrace you in the local culture and introduce you to the winemakers, whose bottles you keep for special occasions. Since the region

is also famous for splendid Mediterranean-influenced cuisine, a trip without enjoying a slow multi-course meal on a terrace overlooking the vineyards almost defeats the entire purpose. With this in mind, a number of terrain vehicles will take you through the spacious terraced vineyards, letting you enjoy superb homemade local delicacies and wine. The unique expedition will bring you closer to the magic of the region and let you in on the secret of the extraordinary flavors of the greatest wines.



## STRENGTH IN NUMBERS

1. Nova Gorica is split into 19 local communities with 44 settlements.
2. The municipality of Nova Gorica boasts 42 winemakers.
3. Decanter magazine recognized 3 traditionally produced wines from the Vipava Valley as the best natural wines in the world.
4. More than 2/3 of the nature in the area of Nova Gorica and the Vipava Valley is protected and a large part of it falls within Natura 2000.
5. The Vipava Valley wine road runs through 30 wine sites, where indigenous wine varieties are preserved.
6. The Solkan bridge crossing the Soča river is made of exactly 4.533 fitted stones of limestone.
7. 20 traditional events are held in Goriška Brda every year that attract many visitors.
8. The Rebula grape, popular in Goriška Brda, was first mentioned in 1336.
9. The most beautiful renaissance villa in Slovenia, Vila Vipolže, has been offering spectacular views of Goriška Brda since the 16th century.
10. With more than 280 km of bike paths and over 100 km of walking trails, Goriška Brda is an active destination.



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

Nova Gorica can be reached by car from different directions: from Bovec, Ljubljana, Koper, and Italy. The closest international airport is the Trieste Ronchi dei Legionari Airport, which is located 33 km from Nova Gorica and the other is Jože Pučnik Airport in Ljubljana, which is 125 km away. Two other Italian airports with many international connections are Venice Marco Polo, 134 km away and Treviso Airport, which is 131 km away. The town has a bus and train station and is interconnected by a free city bus.



## THE DIRECTORY

CONFERENCE FACILITIES							
VENUE	CONFERENCE ROOMS	MAX. SEATING CAPACITY THEATRE	MAX. SEATING CAPACITY CLASSROOM	BANQUET	RECEPTION	SURFACE AREA IN sq.m.	LARGEST MEETING ROOM IN sq.m.
Perla, Resort & Entertainment	5	320	/	/	/	/	/
Park, Hotel & Entertainment	1	40	/	/	/	/	/
Vila Vipolže	2	220	/	/	/	/	/
Restaurant Primula	2	120	/	/	/	/	/
Obrtni dom	2	102	/	/	/	/	/
Kulturni dom	2	364	/	/	/	/	/
Hotel Winkler	1	25	/	/	/	/	/
Hotel San Martin	1	90	/	/	/	/	/
Simčič	1	25	/	/	/	150	/
Belica	1	50	30	/	/	/	/

HOTELS			
HOTEL	CATEGORY	NUMBER OF ROOMS	LOCATION
Perla, Resort & Entertainment	4*	249	City centre
Park, Hotel & Entertainment	4*	82	City centre
Hotel Sabotin	3*	68	2 km from city centre
Hotel Lipa	3*	42	4 km from city centre
DAM Boutique Hotel	4*	9	In the vicinity of the city centre
Hotel San Martin	3*	20	Šmartno village in Goriška Brda

TOP REFERENCES			
CONGRESS	VENUE	DATE	NO. OF DELEGATES
INFOSEK	Hotel Perla	November 27-29 2019	441
ASK	Hotel Perla Conference Centre	November 8-9 2019	250

# 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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### DEKON. SI

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### TOLERANCA MARKETING

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

Project organizer and supporting partners:



# DESTINATION CLUBS CONTACTS

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## MARIBOR

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### Bled Convention Bureau



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## NOVA GORICA

### Hit Group

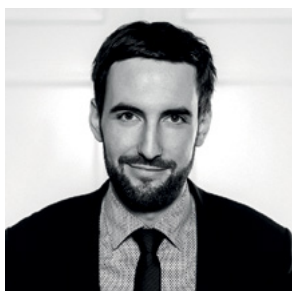


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# SLOVENIA MEETINGS

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





SLOVENIAN  
CONVENTION  
BUREAU

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