

I FEEL  
SLOVENIA

# SLOVENIA

Green. Active. Healthy.

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# #sLOVEnia

## DISCOVER LOVE

There is an old Slovenian saying that when the world was created, each land got something of its own: one got mountains, another sea, this one endless fields, that one dense forests... In the end, when all the lands were priding themselves on their luxuries, Slovenia spoke up: What about me? And at that moment, everything emerged that had waited right until the end: the best of everything! Enough to create another world. All this was brought together by the last, the most important element: a handful of love. This love had a special power. It connected the sea with mountains, forests with waters, fields with vineyards, the specialties of the underground with the light of the sky, so the beauties touch each other in Slovenia. With this closeness, they changed the initial infatuation into a lasting green love; with their existence, they encouraged an active search for the good; with the experiences they enable, they boosted a healthy heart rate. This is why Slovenia is green, active and healthy. You can find love and feel it in your own way.

Discover your sLOVEnia!



*Life isn't about  
the destination.  
It's about enjoying  
journey.*







Slovenia is the only European country which connects the Alps, the Mediterranean and the Pannonian Plain in manageable distances. And that's not all: it also has the Karst and other beauties!

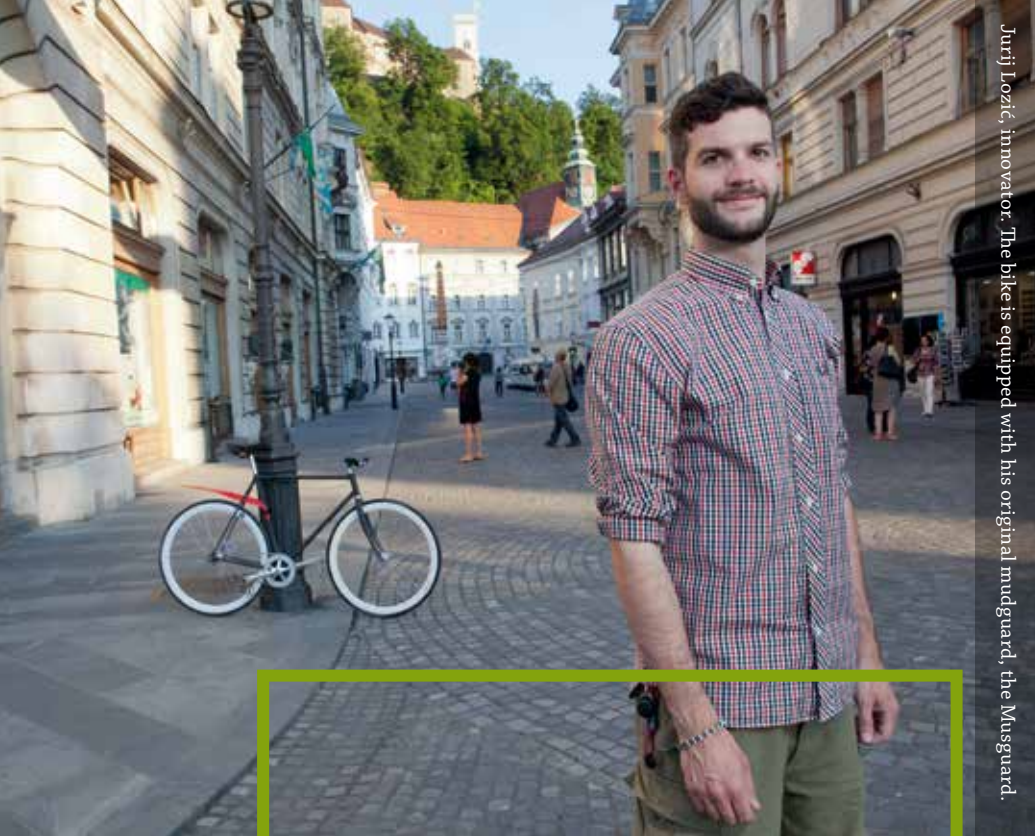
**LOVE CONNECTS  
DIVERSITIES**





# **EVEN THE DRAGONS ARE IN LOVE HERE!**

Ljubljana. The centre of Slovenia.  
Everything is nearby!



Jurij Lozić, innovator. The bike is equipped with his original mudguard, the Musguard.

See everything by bike or on foot. The centre of the city along the Ljubljanica River is close to the ancient remains of Roman Emona, a mighty town, which is revived by numerous events in 2015, and also close to the viewing castle above the city and the city parks.

## LJUBLJANA: EUROPEAN GREEN CAPITAL

Ljubljana is a crossroad of different eras. In 2014 and 2015, the city is celebrating 2,000 years of Roman Emona. The remains of the prehistoric culture of pile dwellers are on the UNESCO list of world heritage. The streets of Plečnik's Ljubljana offer encounters with the present and the future.

## #Ljubljana

### LOVE IN THE NAME OF THE CAPITAL

Ljubljana is beloved. The words in Slovene almost sound the same. And for those who really know Ljubljana, these words have the same meaning. The capital of the country with the word love in its name is the junction of Slovenia's diversities. It connects the prehistoric times of the pile dwellers with the times of Roman Emona, Baroque features with the beauties of Secessionism, the Slavonic soul with the creations of Jože Plečnik, a distinguished architect and urban planning engineer of Europe. Museums and galleries, pubs along the river and city squares, theatres and concert halls, festivals organised in the streets during the summer, are all lined up near the Plečnik's Triple Bridge. The heart of the city, Plečnik's market, is protected by tame dragons on a 19<sup>th</sup> century bridge, and bridge with modern sculptures characterised by love-locks.

Nature is easily accessible from the centre of Ljubljana, a city that proudly carries the title European Green Capital 2016. The park and its forest hinterland extend right into the city - a short trail leads to the Ljubljana Marshes, which are full of stories about life thousands of years ago.

The oldest wooden wheel with an axle in the world, which is 5,200 years old, was found among the remains of one of Ljubljana's pile dwellings. Who knows: maybe this wheel made the road to Ljubljana easier? And today, Ljubljana is full of bike wheels.





All roads in Ljubljana lead to the famous Triple Bridge with the statues of poet France Prešeren and Julija, his unheard love. Lively riverbanks and Plečnik's market are nearby.

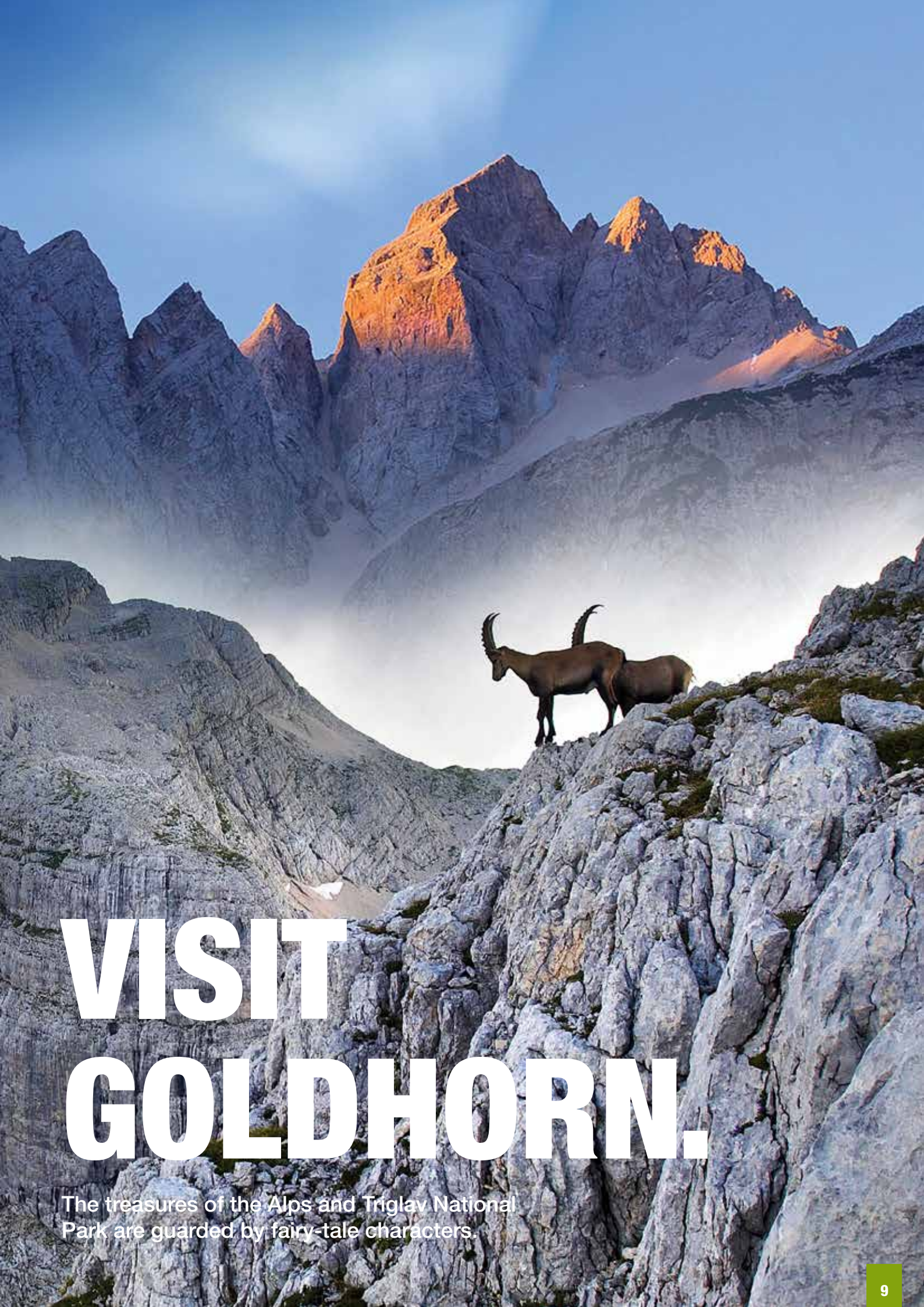


The young at heart find a corner for themselves on each step – in green Ljubljana, in other Slovenian towns, in the hospitable countryside. Slovenia attracts them with its inventive hostels: in a former military prison inspired by the Iron Age, or in a protected old rural house etc.



Various festivals await your attention in the centre of Ljubljana, and are also found in other towns. Follow the calendar of events at [www.slovenia.info](http://www.slovenia.info)! Slovenian towns are also an attractive choice for congress events and conferences. Alongside modern amenities, they offer surprising premises with special stories. One third of Slovenian towns are preserved as historical monuments!





# VISIT GOLDHORN.

The treasures of the Alps and Triglav National Park are guarded by fairy-tale characters.



Triglav National Park encompasses 84 thousand hectares or 4 per cent of the Slovenian land between Italy and Austria. The park, protected for the first time in 1924, is among the oldest national parks in Europe.

## #Bled

### ADVENTURES IN THE MOUNTAINS

Mt Triglav is the highest peak of Slovenia. The mountain, featured in the Slovenian coat-of-arms, carries the same name as the ancient Slavic god that had power over the sky, earth and the underground. Here, the magnificent treasures are protected from human greed by the fairytale Goldhorn. This kingdom of nature is among the oldest natural parks in Europe. Lake Bled, beneath the peaks of the Julian Alps, is an image of paradise according to the greatest Slovenian poet. If you ring the bell of the church on the island located in the lake, your wishes will come true.

Venues of major sport victories can be found here and nearby. Trails invite you to challenge yourself in nature. And what nature it is! Mighty and accessible all at the same time. The Alps in Slovenia connect landscapes and people.

Blaž Kajdiž, pletnja boat driver. His family in Bled has been rowing pletnja boats for more than a century.



When you visit Bled, ride to the island with pletnja, a special Bled boat. The church bell is a symbol of fulfilled wishes. According to a legend, the bell that a young widow had made in the memory of her husband landed at the bottom of the lake, and she went to the convent. However, her wish came true: the bell later arrived on the island and was dedicated by the Pope himself, and still rings to honour love. Many newlyweds who choose Bled as their wedding venue also believe this.

### PARADISE UNDER MT TRIGLAV





The views from Bled Castle above the lake stretch across the unique landscape of Bled and the Alps. The "Sun doctor" Arnold Rikli started performing his unique healing therapies here in the middle of the 19<sup>th</sup> century. His trails lead to the nearby Pokljuka Plateau, with the largest forest territory in Triglav National Park. A paradise for the active.

The Soča Valley is famous for water sports among the rapids and pools of the emerald river; the places, pastures and Alpine peaks around it tell stories of peace. The greatest battle in a mountain area in history was fought during WWI in this valley of magnificent natural features. The remains are part of the Walk of Peace from the Alps to the Adriatic Sea.



The Pokljuka Plateau stretches across the largest forest territory in the Triglav National Park, and attracts cross-country skiers and biathlon skiers from all over the world every year. Many hiking and biking trails run across the labyrinth of natural beauties and energy points. These trails invite you to all parts of Slovenia. The country has more than 10 thousand kilometres of marked hiking trails. Cycling routes of all grades run across mountain passes such as Vršič, which connects the Soča Valley with Kranjska Gora.

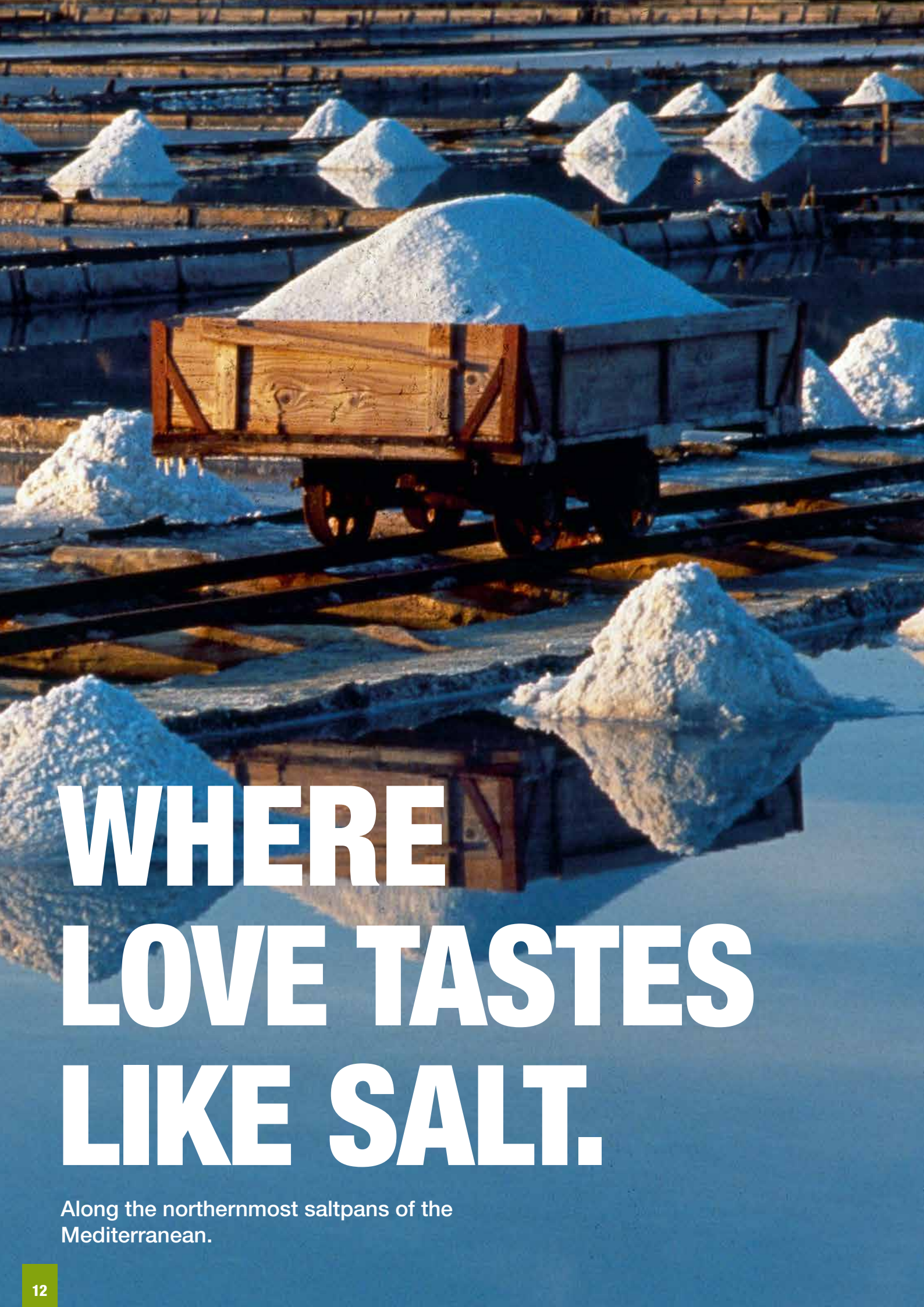


Lake Bohinj, stretching into Triglav National Park, is most certainly viewed from the nearby peaks by the white chamois with golden horns, so-called Goldhorn. This fairy-tale guardian of everything good and natural in what the Julian Alps have to offer was once the prey of a hunter. But when he shot it, a miraculous Triglav flower grew from its blood. It healed Goldhorn, who still protects the natural treasures of the Alps from human greed. Wild flowers, many with healing features, can be explored during the summer Wild Flower Festival in Bohinj.



Kranjska Gora is one of the most popular Slovenian resorts for active vacations in nature in all seasons. Besides winter sports at venues of Alpine skiing world cup competitions, it offers many hiking, cycling and other challenges. It attracts families with fairytale adventures. The inviting land of Kekec is located nearby, the setting for the adventures of the famous Slovenian children's literary character. Stories about shepherds and giants as well as other heroes invite you to visit other smaller places under Mt Triglav.





# WHERE LOVE TASTES LIKE SALT.

Along the northernmost salt pans of the Mediterranean.



One fifth of the Slovenian coast, which is 46.6 kilometres long, is a preserved area. The Piran Salt pans are the northernmost operating salt pans in the Mediterranean. The Sečovlje Salina Nature Park is an internationally renowned habitat of wetland birds.

## SALT AND THE PEOPLE OF THE MEDITERRANEAN

“Salt is the sea that could not return to the sky.” This is inscribed on the packaging of Piran salt, which is produced in the same way as at the time when the most beautiful town on the Slovenian coast was emerging on salty marine shoals of the Adriatic Sea.

But clean sea, kind sun and the typical wind are not enough to make good salt. Slovenian salt producers know that the best salt is also made with love. The salt flower with pink pyramid-shaped crystals, which is one of the

best in the world, is still made according to traditional methods. Our pride in this fascinating tradition can be felt every year at the spring Salt pans Feast in Piran. People come to the Slovenian coast to feel good. The hinterland invites them to see the olive plantations and vineyards, caressed by the salty winds. The winds mixed with the music of virtuosos such as Tartini and the sounds of birds that return to protected wetlands.







#Portoroz&Piran

Piran is a walled town, but it has always been an open and metropolitan place. Lively markets in Mediterranean style on the sea and in the narrow streets leading to the church hill resound in the rhythm of waves. Many paths lead from the birthplace of the violin virtuoso and composer Giuseppe Tartini to the natural and cultural features of the coast and the nearby Istrian hills.

**BETWEEN THE SEA AND ISTRIA**



Portorož has always been known as a place for well-being. In the 13<sup>th</sup> century, the Benedictines healed with seawater and mud from the nearby salt pans. Today's spas and well-being centres, beaches with clean sea, adventures in nature and at events, pleasures offered by local culinary delicacies, are all connected with superb hotels along the coast.



Izola is an old fishing town with a marina and yachting centre that offers many pleasures to nautical tourists. Koper, the largest town on the Slovenian coast, is becoming quite a popular destination for cruises.

Guests who land in the port right next to the centre are drawn by the sights as well as the paths leading to the hinterland and the countryside.



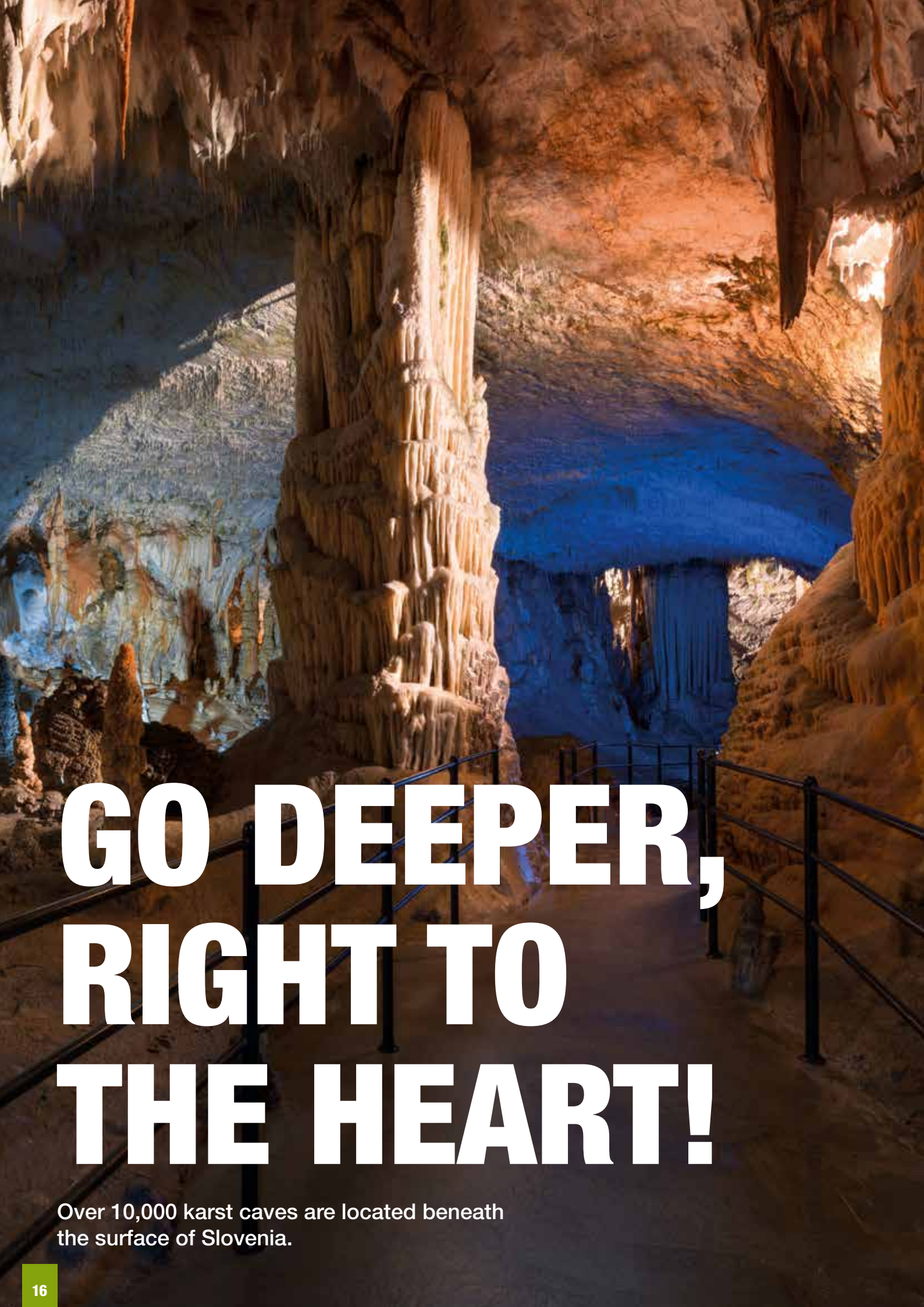
Discover the highest flysch cliff in the Adriatic. A natural bathing area accessible by walking paths is located under a wall 80 m high. Look below the surface: this is the deepest point of the Slovenian sea. The protected Cape Madona shows the biodiversity of these waters.

When the trees were selecting their queen, they chose the olive. However, the one growing in Slovenian Istria rejected the crown. In the northernmost part of the Mediterranean, it is too busy preserving its best features, so it does not have time to rule.

Trails to hills covered with olive trees and vines run from Portorož to Piran. Istrian cuisine connects olive oil and wine, truffles and vegetables with fish and salt from the sea. It surprises with special desserts which used to be carried from village to village on holidays by "kolačarice" or dessert sellers.







# GO DEEPER, RIGHT TO THE HEART!

Over 10,000 karst caves are located beneath the surface of Slovenia.



Postojna Cave is the largest, and with more than 36 million visitors, the most visited karst cave in Europe.

A special train has been carrying tourists since 1818. The Škocjan Caves are on the UNESCO world heritage list. The Karst is the region in south-western Slovenia; karst phenomena can be found on almost one half of the Slovenian territory.

## #PostojnaCave

### SURPRISES BENEATH THE SURFACE

And at the end of creating Slovenia, when all the beauties had been dispersed, only a pile of stones remained. The stones rolled to where the Karst region is today. Since these stones had been waiting quite a long time for their piece of land, it was not as hard as elsewhere. It had a soft heart. The waters that emerge and disappear below the surface carved great underground caves and created a world of unusual shapes.

Stone landscapes exist all over the world, but the Karst is unique. The names of all karst phenomena originate from the name of the part of Slovenia where vineyards grow on limestone soil and give the birth to teran wine. This is where the Lipizzaner horses from the oldest stud farm graze, and where the world-renowned karst caves, ready for tourists to see them, hide below the earth's surface. And in these caves, proteus hatches from eggs, which it was once believed belonged to a dragon. Water carves new worlds in the soft heart of the stone landscape.



Josko Renčel, wine-maker from Durovje. Grapes are produced according to the bio-dynamic method.

Karst wine-growers grow teran and other noble wines from the grapes of vines that grow on unique red land – another speciality of the land that was created by the softness of stone, the mysterious paths of sinking waters and the wind that blows from the sea.

### GRANDEUR FROM THE KARST





#Lipica

At the Lipica Stud Farm, founded in 1580, black foals grow into white horses that are much admired for their strength and graciousness. The performances of the Lipica Riding School, carriage rides, riding – these are only some of the adventures in the land known as the cradle of the famous horses. Lipica is also the location of one of Slovenia's major golf courses. There

are karst caves deep underneath, the home of proteus, which at up to 30 cm in length, is the largest cave animal in the world. It hatches from eggs which it was once believed belonged to dragons. This rare and endangered animal species can be viewed in the Postojna Cave vivarium. If you enjoy the Karst, then search for other features of Slovenia that hide underground: visit

the mercury mine in Idrija, which is also on the UNESCO world heritage list. And visit the Koroška region, where you can view mine tunnels under a mountain from a bike!



On the arch in front of a high rock wall, behind which several levels of karst tunnels and precipices hide, is Predjama Castle, the home of the rebellious knight Erazem Predjamski. How did he manage to hold back the emperor's army for one year and a day? What story hides behind his death (he died whilst being in the toilet)? Visit the castle, with its towers, knight's room and medieval events. Castles around Slovenia will also surprise you.

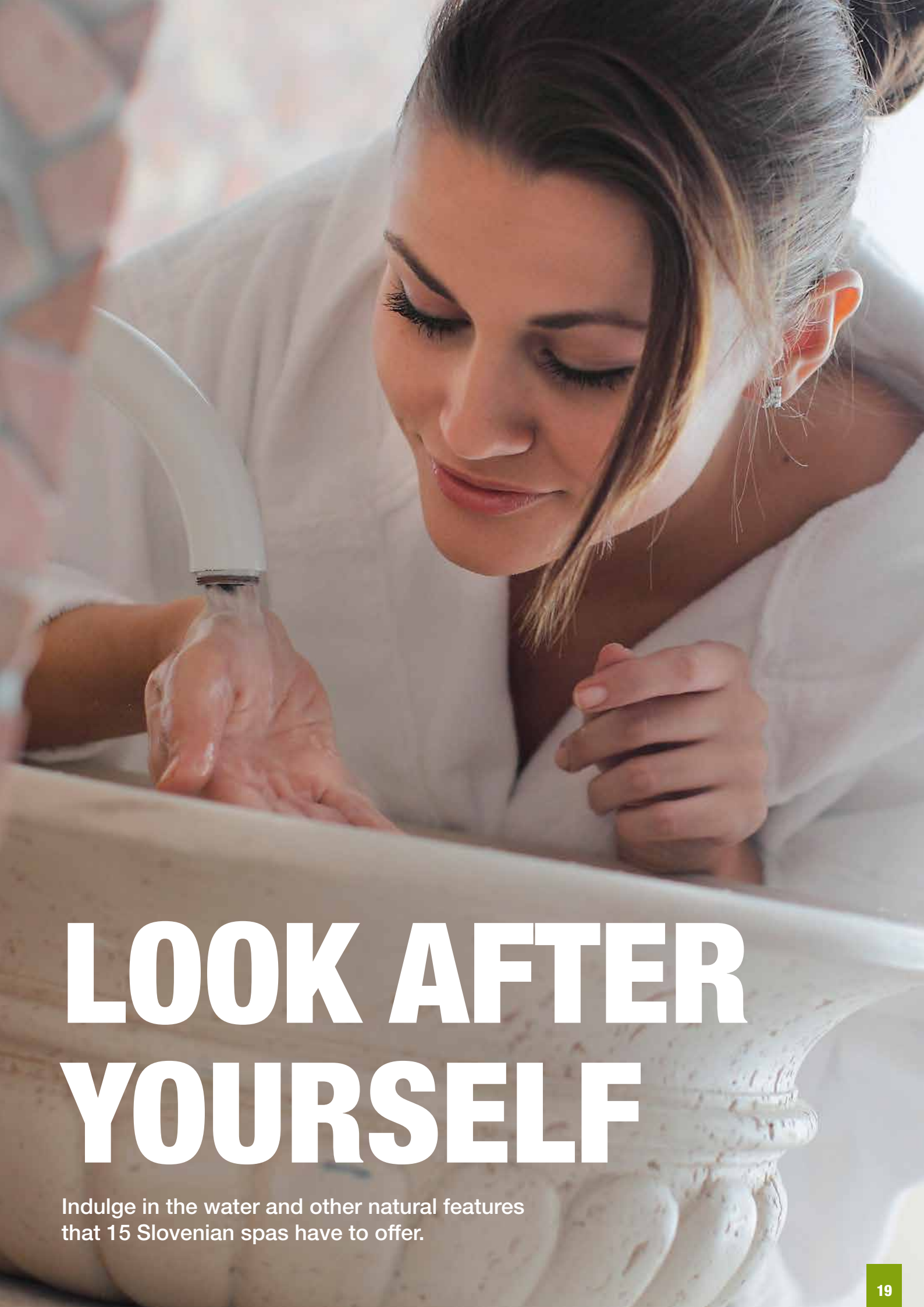


Škocjan Caves, which are also on UNESCO world heritage list, form the centre of the regional park, which is the most significant feature of the original Karst. The largest underground canyon in Europe is found here – over 100 metres deep!



Lake Cerknica, the largest Slovenian lake, covers 26 km<sup>2</sup>. However, it can be seen only during one part of the year, when underground water fills up the green karst field. When the lake emerges, it can be up to 10 m deep. The landscape around the lake has many special natural and cultural features. The Cerknica Carnival with traditional local masks is especially interesting.





# LOOK AFTER YOURSELF

Indulge in the water and other natural features that 15 Slovenian spas have to offer.



Sonja Kladrnik, head nurse, Rogasška Slatina Medical Centre team.



Slovenia has 87 natural thermal and mineral water springs. Fifteen certified natural spas can be found from the Pannonian Plain and the south-eastern part of the country to the coast of the Adriatic Sea. World-renowned mineral drinking waters that are also used for health therapies also spring in the immediate vicinity of the spas.

Top medical know-how in Slovenian spas is combined with the ancient powers of nature and hundred of years of experience in the use of thermal water. This is supplemented with typical features of each individual spa centre and modern forms of relaxation.

## HEALTH FROM SLOVENIA

## #ifeelsLOVEnia

### HEALTH AND WELL-BEING FROM DIFFERENT REGIONS

The thermal waters in Slovenia were already attracting people striving for health in ancient times. Many thermal spas have a history that dates back to the Roman period, to medieval nobility, to the time of alchemists and the rising era of the European courts. In one place, water with miraculous power was discovered by a horse; elsewhere, a mysterious being carried the special water to a woodcutter, and in another place women regained their youth by drinking and washing in spring water. Thermo-mineral waters in Slovenia have always been a source of health and well-being. They enable us to take care of ourselves.

Slovenian spas in various regions combine natural features, hundred years of healing and contemporary medical approaches. Relaxation in modern thermal water pools with attractions, wellness and therapies supplement various possibilities for spending time actively time in the green countryside and nearby towns.





Slovenian spas offer all kinds of accommodation: five-star hotels, apartments and bungalows, glamping and camping. The different landscapes enable various outdoor activities. Thermo-mineral waters are effective, and are accompanied by other natural factors: micro climate specialties, salt water (aquamadre) and mud from salt pans, peat and peloids for

baths and packs. Experience thalassic therapy by the sea, inhaling aerosols in the forests and numerous other therapies.



Health spas have top quality specialist clinics and qualified therapists to help you ease various problems. Medical wellness treatments are mainly intended to be preventive and are based on a consideration of the individual needs and wishes of guests. You can choose from various massages, saunas and integral therapies merged with tested traditional and modern methods for health care.







#Ptuj

Thermal spas have the longest tradition in the south-eastern part of Slovenia, where many legends are related to the springs of thermal and mineral waters among the vineyard hills. There are stories about the ancient sea on the Adriatic Sea coast, which is supposed to be 42 thousand years old. In the eastern part of Slovenia, on the Pannonian Plain, the healing features of some

waters are connected with the sea which in ancient times covered most of the plains of Central Europe.

Health is also connected with cuisine in Slovenian thermal spas, which you can find in all Slovenian regions: genuine cuisine is intertwined with adapted dietary approaches.

Well-being is also provided by exceptional opportunities for sport and recreation in the vicinity of spas: you can find numerous walking and hiking paths, cycling routes, golf and tennis courses, ball game areas, riding terrain and winter sports areas. You can enjoy fun experiences and excursions everywhere.



# TAKE A SEAT! IT'S GOOD.

Slovenian wine-growing areas are ranked among the 3 to 5 per cent of the best locations in the world.





Slovenia has three wine-growing regions and 24 gastronomic regions. Original wines like zelen, cviček, teran, ranina, rebula have put Slovenia on the map of the wine-growing world of the future.



## #tastesLOVEnia

### BON APPÉTIT AND CHEERS!

When a long, long time ago, the world was flooded, the only person who was saved had climbed to the top of a hillside vineyard. And when he touched the sky, the water started to drain away.

The world was saved by Kurent, in Slovenian stories known as the God of Joy. To give thanks for his salvation, he planted vines everywhere. He was from Slovenia. Therefore, grapes that make great wines have grown on the kind sunny hills since ancient times.

In Maribor, the second largest Slovenian town, the oldest vine in the world has been growing for almost half a millennium. The three wine-making regions in Slovenia (Primorska, Posavje and Podravje) are renowned for wines that have received many distinguished awards and medals in Slovenia and around the world. They also include excellent original wines typical of each region.

Slovenian wines accompany many dishes in the twenty-four various Slovenian gastronomic regions. When tasting Slovenian wines and dishes, anyone can see why love is connected with food in this country.

Slavko Žagar, chef. Makes exquisite food at Skaručna, a traditional family inn.



Genuine Slovenian inns, tourist farms and restaurants that vary their menus with the seasons prove that Slovenia is a culinary paradise. The ingredients for delicacies come from the nearby fields and forests, rivers, lakes and the sea. Let yourself be surprised by the food in the street at the Open Kitchen in Ljubljana, for instance!

## TASTES FROM NATURE





Slovenia is known for potica and different types of bread, which represent only a small part of the luxury of 170 typical dishes from 24 regions. Try porridges, pies, and štruklji and discover the delicacies of each region, such as trniči – specially decorated cheese which was made by shepherds on Velika planina for their sweethearts waiting for them in the valley below.

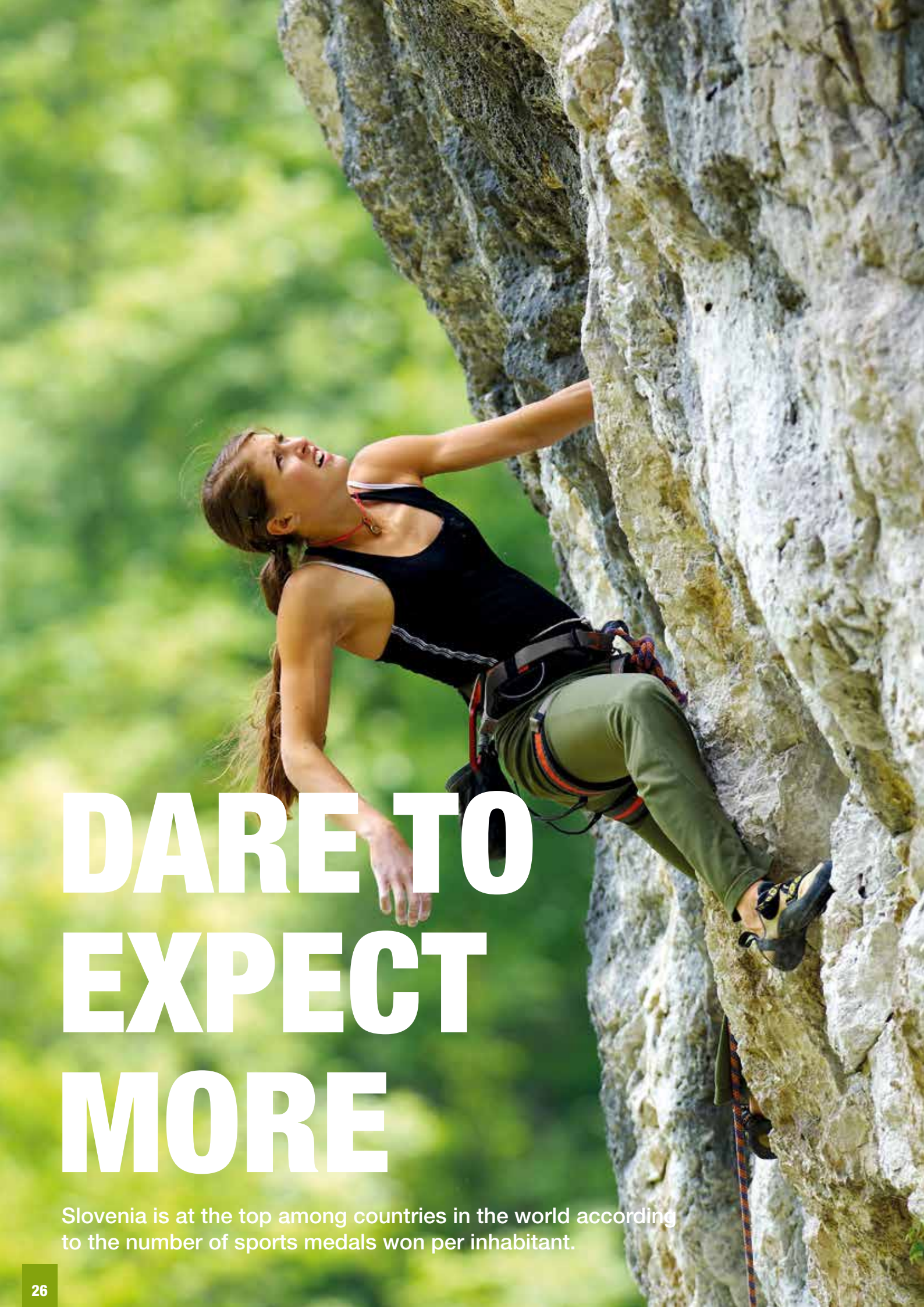
The oldest vine in the world, which is celebrated in Maribor every year, has survived Turkish invasions, medieval fires, disastrous attacks by wine pests and both world wars. Behind it is the Old Vine Museum, and other sites of this city are located nearby. The town of Ptuj is also surrounded by vineyards. It is the oldest Slovenian town, and worth visiting also because of its great wine and ethnological features. Experience the kurentovanje and the international carnival festival in Ptuj.



Carniolan sausage is one of the typical Slovenian foods with a protected geographical origin. Like other protected Slovenian delicacies, including cheeses, Istrian virgin olive oil, Kočevje and Karst honey and other foods, Carniolan sausage is made in a specific way that dates back to the year 1896. In 2006, it was also eaten in space: Sunita Williams, an astronaut with Slovenian roots, took some to the international space station.







# DARE TO EXPECT MORE

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





Meet the people of Slovenia. Send greetings when Tina Maze and other Slovenian sportsmen and women achieve victories. See what Matevž Lenarčič did on his flight around the world. Check what the Intergovernmental Panel for Climate Change did to earn the Nobel Prize. Read Slavoj Žižek. Listen to the Avsenik Brothers ensemble.

Young Slovenians are at home in Europe. They do not know limits. They win in international competitions of all types. They draw attention with their ideas and business plans, e.g. among the stars of Kickstarter. Born in independent Slovenia, they are determined to be citizens of the world.

## THE FUTURE IS YOUNG

## #ifeelsLOVEnia

### SLOVENIANS ARE PEOPLE WHO KNOW HOW TO FACE CHALLENGES

One who has little wants more. One who has a little of everything, can achieve anything. Slovenians' desire to overcome borders is contagious. Can we reach higher, farther and deeper? With our love of everything we do - we can!

With only two million people, Slovenia reaches the top according to the number of medals won at the Olympic Games. The best Alpine skier is from Slovenia. Slovenians conquer the highest mountains of the world. A Slovenian flew around the world with an ultra-light aircraft designed and constructed in Slovenia. A Slovenian philosopher is an icon; his name is

respectfully written with the letter Ž even where this letter is not known. Slovenian scientists work on international projects and in teams that are running for Nobel prizes. Entrepreneurial stories of innovators from Slovenia gain a lot of support in online crowdfunding projects. And what about entertainment? Entertainment is all about Slovenian songs as originally played by the folk ensemble which created the famous Golica, the most frequently played song of all time. And everything is inspired by nature, which in its diversity creates venues for all kinds of achievements.



# IN THE EMBRACE OF TREES

Slovenia is one of the European countries with the most forests and waters!





Marko Slapnik, forester. Committed to the principles of sustainable development.

Take the impressions of waters and forests with you. Not only foresters, but also young entrepreneurs and craftsmen swear by the power of nature in Slovenia. Slovenia's future is inseparably connected with the thoughtful exploitation of natural resources. Slovenian forest provides the material for many Slovenian souvenirs.

## FIND INSPIRATION IN THE FOREST

Over half of the country is covered with forest. More than one third of Slovenia lies in the Natura 2000 European network of special protected sites. And all this on just 20,273 km<sup>2</sup> or around 28,000 km of waterways, and around 1,300 lakes larger than 10,000 m<sup>2</sup>.

## #ifeelsLOVEnia

### GREEN AS FAR AS YOU CAN SEE

Everywhere in the world there are trees worth embracing, but in Slovenia, you are everywhere embraced by forests. When you decide to travel through this green land, it may seem that you are simply being embraced by trees. With love!

The oldest remains of primeval forests are in the Kočevsko region, and they are unique in Europe.

Conifer forests are at the mightiest in the Koroška region and in the Julian Alps, where they merge with the rocks of the mountain peaks. The forests which grow on the Pohorje, geologically the oldest part of Slovenia, protect the ways to peat

bogs. Anyone can access forests, which touch the towns with trees and parks. Water is always nearby: the brooks and rivers that spring underground, in murmuring springs and roaring waterfalls, are full of fish. Rivers and lakes host relaxing and recreational adventures.

Slovenians have always decided together on what is right and wrong: under the mighty village lime tree, which provided shelter and inspiration for thought. Who knows, maybe the strong belief Slovenia should preserve its natural diversity emerged right under this mighty tree.





The Solčavsko region is one of the European Destinations of Excellence in Slovenia (EDEN). The EDEN network, which develops tourism by ensuring social, cultural and environmental sustainability, invites you to the Valley of the Soča with stories of peace; to the Kolpa River, where tourism has been developed with the preservation of clean waters; to Idrija, with its fascinating immovable cultural heritage, and to Laško, which earned the EDEN title for the development of accessible tourism.



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



Wherever you might be in Slovenia, you are near a protected natural site. Triglav National Park, which has been protected for almost a century, is accompanied by 3 regional and 44 landscape parks, 52 natural reserves and more than 1,200 natural sites. Slovenia is one of the most bio-diverse countries in the European Union. The parks that are found in all parts of Slovenia are also surprising for their unique cultural heritage.



The best things in Slovenia happen in nature. It is crisscrossed with trails, and some which are not that easy and can be followed with guides. Besides hiking and cycling, there are water sports, fishing, golfing and riding, paragliding, caving and climbing, adrenaline parks and adventure parks. Do not miss the winter in Slovenia: visit the Slovenian ski resorts, stadiums, amusement parks.







# SLOVENIA

Green. Active. Healthy.

## GREEN

There are over 20,000 animal and plant species on slightly more than 20,000 km<sup>2</sup> of territory. Over one third of Slovenia is included in the Natura 2000 network. Slovenia is the third most forested country in Europe. This natural wealth is preserved with love.

## ACTIVE

There are almost 10 thousand km of well-marked hiking trails in Slovenia. It has more than 170 alpine huts and 50 hotels offering accommodation to hikers. Information points are available along cycling routes. From Slovenia's mountains, you can see the sea, from the forest you can see the fields, from the town a village, the sky from the earth, and so you can simply go for a hike, ride a bike, ski, go to the waters and the sky in Slovenia.

## HEALTHY

Slovenia has 87 natural thermal springs. The water, climate and other factors are the core of the offer of the 15 certified natural spas. The thermal and mineral waters in Slovenia have been the source of health for centuries.









Slovenia, tourist map, 1 : 550,000 – 2014, 1<sup>st</sup> edition  
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LOVE STORY

TRUE STORY

MY STORY

Life exceeds imagination,  
so reality must be experienced.  
In Slovenia!

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