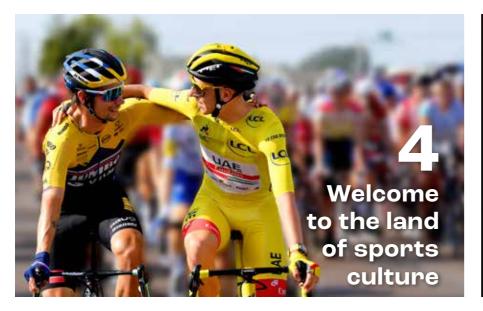


A TOP SPORTS DESTINATION

# SLOVENIA. WINNING. MY WAY.



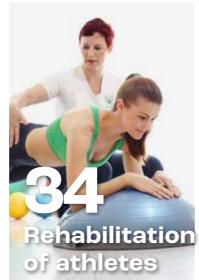
www.slovenia.info



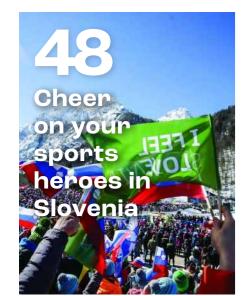


# Slovenia has a sporting heart







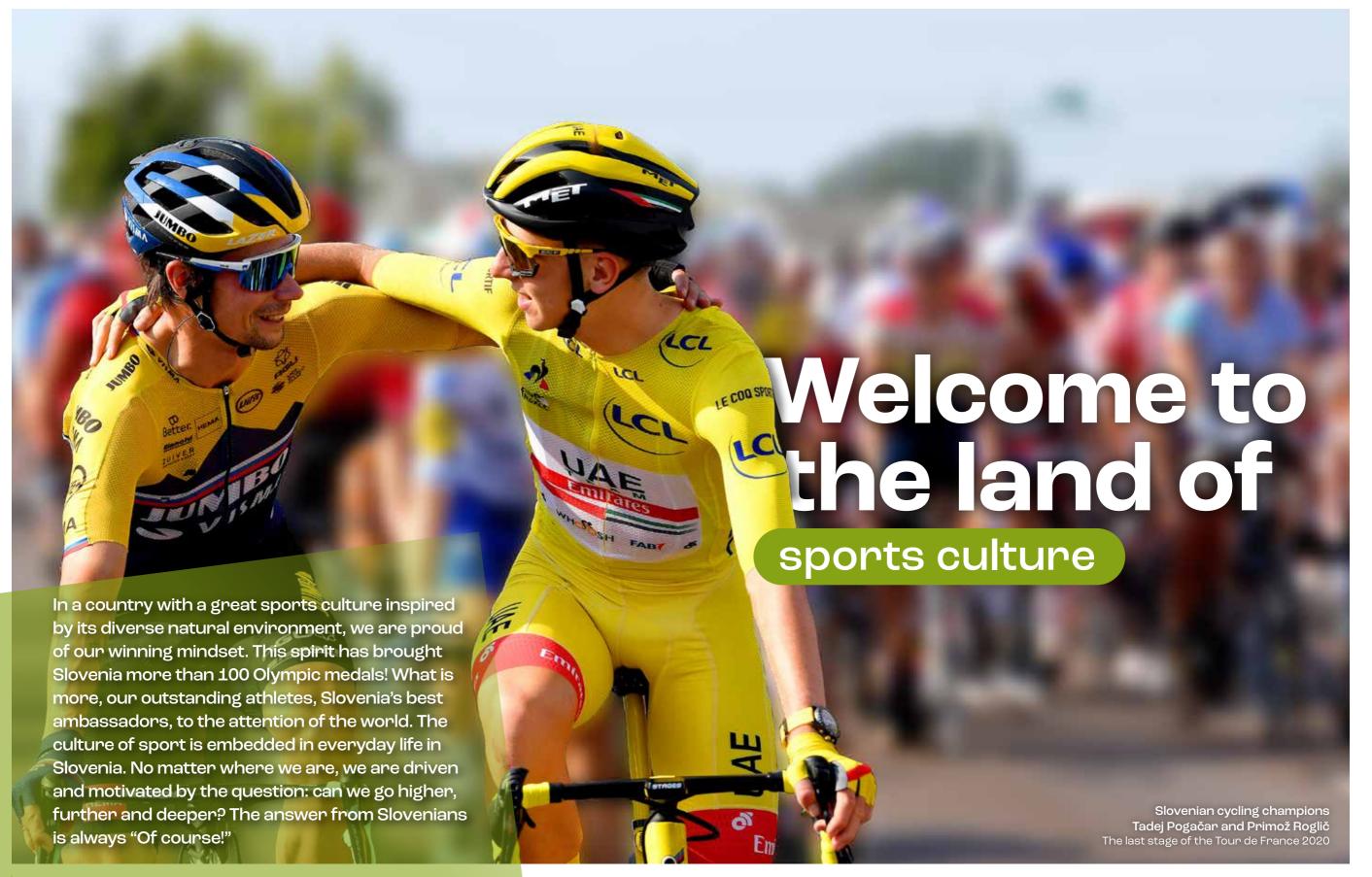






Slovenia's sporting spirit is truly captivating. The nation's athletes shine on the global stage, claiming top achievements and medals in international sporting competitions. From the majestic Alps to the Mediterranean sunshine, from the rugged Karst region to the expansive Pannonian Plain, Slovenia radiates an unmatched energy that leaves athletes, fans, organizers and visitors alike deeply inspired.

I FEEL SLOVENIA // 3





Slovenia is a great example of sustainable tourism development in Europe. Sporting events are also developed and organised with sustainability in mind. More than 200 destinations, accommodations, parks, attractions, beaches, agencies and restaurants have been certified under the Green Scheme of Slovenian Tourism. Among the Slovenia Green holders are destinations with outstanding sporting credentials. You can also rely on Slovenia when it comes to your health and safety.

Slovenia has been ranked as one of the ten safest countries in the world for many years. And you can rest assured that the country also meets international travel standards. In Slovenia, they are represented by the Green&Safe and Safe Travel labels. The health of athletes is taken care of by sports medicine specialists working in many Slovenian sports resorts, institutes, clinics and spas, providing professional measurement, rehabilitation and preventive care.

# // Responsible Slovenia

Slovenia is a green boutique destination for responsible guests who value nature and health, local culture and authentic experiences. We encourage our guests to be environmentally responsible and our hosts to provide high quality boutique services. Athletes can rely on the right conditions and professional support to train and perform, organisers on the excellent choice of venues and the experience of selected partners, while sports fans can enjoy the unforgettable atmosphere of the competitions.

Bordering Austria, Italy, Hungary and Croatia, Slovenia is the only country in Europe where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. Its location makes it accessible from anywhere in the world. Despite a surface area of only 20,273 km2, it offers a diversity of Alpine, sub-Mediterranean, and continental climates. In all seasons, 365 days a year, you will find the perfect conditions for training, preparation, competitions and outstanding achievements.



6 | I FEEL SLOVENIA Welcome to the land of sports culture // 7

# // A winning mindset

Slovenia has always been the world leader in the number of Olympic medals won per million inhabitants. Slovenians are known as a nation that loves to prove its sporting prowess. The best cyclists in the world are Slovenian. The best climber of all time is Slovenian. A world-famous basketball player is Slovenian. Slovenian teams are often on the winning side, showing the kind of passion and teamwork that rivals even the greatest stars. Slovenia is proud of its record breakers and the special sporting challenges they have overcome. With exercise and sport embedded in the everyday lives of most Slovenians, it is no surprise that a special national holiday is dedicated to

Slovenian Sports Day is celebrated every year on 23 September. Slovenia also has its own Sports Museum and the Slovenian Athletes Hall of Fame, which features famous athletes selected by the Association of Slovenian Sports Journalists.





Sport is a very important aspect of life in Slovenia. From childhood to old age – on the playground, in the gym, on the ski slopes or in the stands – it is part of our daily lives. We are well aware that sport contributes to the health and well-being of our citizens, and is a source of bonding and energy. Finally, it contributes significantly to the visibility of the country through the outstanding results of our athletes in both winter and summer sports. For this reason, we are increasing our investment in sports activities for children and young people, as well as in regular leisure activities for adults. We are also increasing investment in sports infrastructure and providing professional athletes with opportunities to achieve and excel. Slovenia has outstanding conditions for hosting international sporting events, too. Blessed with an excellent geographical location in the heart of Europe and stunning natural scenery, Slovenia has developed a high-quality sports infrastructure and a world-class range of tourism products and services. Our experts, organising teams and providers have proven that Slovenia is capable of hosting the most demanding worldclass sporting events. We will also continue to strive for excellence in the future!

#### Matjaž Han,

Minister of the Economy, Tourism and Sport

8 | I FEEL SLOVENIA Welcome to the land of sports culture // 9 In the world of sport, Slovenia is truly a phenomenon. We all know what it's like to be part of a winning team, to share in the excitement and joy of our athletes' achievements. Sometimes we cry together when things don't go as planned. For the future implementation of the plans, it's important that the Olympic Committee of Slovenia – Association of Sports Federations also focuses on the development of smaller sports federations, clubs, associations and recreational opportunities for all. The visibility of Slovenian sport has been built on the outstanding achievements of top-class individuals and teams, and in the future we will increase our visibility even further through more active participation in international organisations and associations.

#### Franjo Bobinac,

President of the Olympic Committee of Slovenia





Welcome to the land of sports culture // 11

# // Venues for top sporting events

Filip-Matej Pfeifer, European rowing championship 2023

Slovenia is the proud host of a number of prestigious international competitions. Over the past few decades, the country has been the home of international trophies and medals for basketball, handball, volleyball, football, gymnastics, karate, speedway and other sports. Every year in June the Tour of Slovenia attracts the attention of the international community, with world-class cyclists racing around the country. In winter, Slovenia hosts Alpine and Nordic skiing and snowboarding competitions. For more than half a century, Planica has been a world-renowned venue for ski jumpers and fliers. Slovenia is also home to biathlon athletes, mountain bikers, hockey players and marathon runners, all testing their sporting prowess against themselves and each other. Challenges such as the Ironman and Spartan races have also taken place here.





# Proud ambassadors of the Slovenian tourism

Luka Dončić



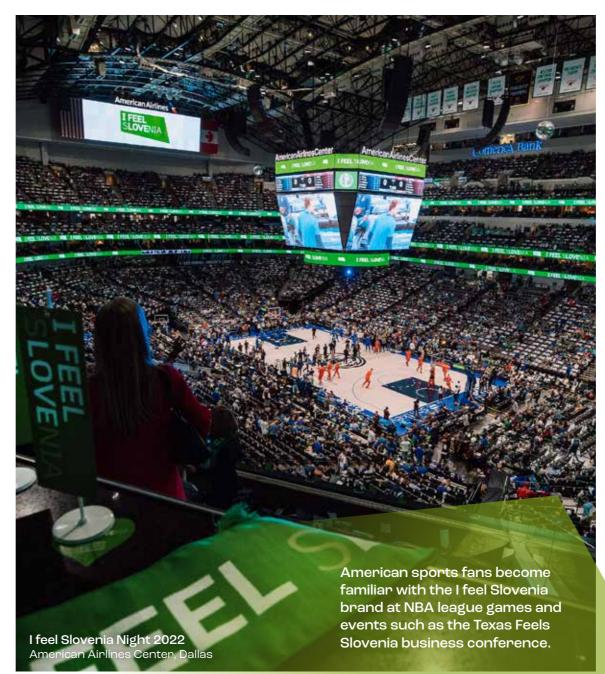
Slovenia's visibility and reputation around the world have been greatly boosted by its outstanding athletes, who are the best ambassadors for a green country with a unique sports culture and proudly say that Slovenia's vibrant nature and passionate Slovenian fans have contributed to their success. They are always thrilled to bring their fellow athletes and fans to exciting tourist destinations in their homeland.

The Slovenian Tourist Board (STB) works with renowned athletes such as the basketball player Luka Dončić, the world's best sport climber Janja Garnbret, Olympic medal-winning cyclists Tadej Pogačar and Primož Roglič, and the multidiscipline alpine skier Ilka Štuhec to promote Slovenia as a destination for sports tourism and active holidays. The STB also works with clubs such as the Dallas Mavericks basketball club and the Jumbo Visma cycling team. The STB strategically cooperates with the Olympic Committee of Slovenia to promote sport in Slovenia in the run-up to the 2024 Olympic Games.

In Slovenia, sport and tourism go hand in hand every step of the way. Slovenia's best ambassadors are its top athletes. Their successes are undoubtedly inspired by a geographically diverse country that offers outdoor exercise 365 days a year. Anyone who chooses Slovenia for their training, competition or professional meeting will quickly see how the people's attitude to sport can contribute to their success. Here you can always count on the professionalism of our athletes, the enthusiasm of our fans and our deep respect and love for sport, while never running out of opportunities to discover the unique features of a sustainably oriented Slovenia.

#### Mag. Maja Pak,

Director of the Slovenian Tourist Board









14 | I FEEL SLOVENIA Welcome to the land of sports culture // 15



16 | I FEEL SLOVENIA Country of Olympic principles and medals // 17

# The Olympic superpower

Slovenia's Olympic journey began in 1912 with fencer Rudolf Cvetek, who represented Slovenia in the national team of the then Austria-Hungary. Over the decades, 27 more Slovenian athletes, representing different countries (Kingdom of Serbs, Croats and Slovenians, the Kingdom of Yugoslavia and Yugoslavia), won Olympic medals. Notable names like gymnasts Leon Štukelj and Miroslav Cerar made their mark. After Slovenia gained independence, rowers were the first to win the medals at the 1992 Olympic Games in Barcelona. By the time of the 2022 Winter Olympics, Slovenian athletes have secured a total of 52 Olympic medals, while para-athletes contributed 51 Paralympic medals.



Slovenia has beautiful artificial walls for climbing. But perhaps more importantly, we live in a truly fascinating country that offers a wide range of opportunities for all kinds of challenges. Let's just say it was an honour to climb the highest chimney in Europe. And since it can be found in Slovenia, it was an especially enjoyable challenge for me. Still, one can't just climb. Sometimes it's nice to go for a run – such as to the magnificent natural wall below Triglav.

**Janja Garnbret,** Sports climber Olympic and multiple world and European climbing champion



Slovenia has always been the world leader in the number of Olympic medals won per million inhabitants.

# Outstanding individuals and teams

Slovenia's Olympic legacy was created by exceptional athletes, including renowned cyclists Tadej Pogačar and Primož Roglič, the world's best climber Janja Garnbret, judokas Tina Trstenjak, Urška Žolnir, Anamari Velenšek and Lucija Polavder, kayakers and canoeists Benjamin Savšek, Andraž Vehovar, Peter Kauzer, rowers Iztok Čop, Luka Špik, Denis Žvegelj, Jani Klemenčič, Sašo Mirjanič, Sadik Mujkić and Milan Janša, sailor Vasilij Žbogar, athletes Primož Kozmus, Brigita Bukovec and Jolanda Čeplak, swimmer Sara Isaković and shooter Rajmond Debevec.

At the Winter Olympics, fans were thrilled by ski jumpers Peter Prevc, Cene Prevc, Lovro Kos, Timi Zajc, Damjan Fras, Robert Kranjec, Primož Peterka, Peter Žonta and female ski jumpers Urša Bogataj and Nika Križnar, snowboarders Žan Košir and Tim Mastnak and snowboarder Gloria Kotnik, biathlete Jakov Fak and Teja Gregorin, cross-country skiers Vesna Fabjan and Petra Majdič, alpine skier Žan Kranjec and before him the legendary Tina Maze and other successful skiers, including Jure Košir, Alenka Dovžan and Katja Koren.

Slovenia is one of the leading countries in the European and World Championships in a number of sports, as well as World Cups. Slovenia's basketball players were the European champions. The team includes the famous Luka Dončić, who is making a name for himself in the American NBA.

18 | I FEEL SLOVENIA Country of Olympic principles and medals // 19



# WONENS sporting power

Slovenia is a great choice for female athletes in team and individual sports, who will find the optimal conditions for their training and the appropriate competition for what they want to achieve at all levels. In many sports Slovenian female athletes are role models for future winners. When Slovenia hosts top sporting events, such as the 2022 European Women's Handball Championship and the 2023 European Women's Basketball Championship, many of the accompanying activities are dedicated to equal opportunities for female athletes. The empowerment of female athletes is supported by the championships' ambassadors – successful women from different social and economic backgrounds.

Achievements beyond the classic women's sports

Slovenian female athletes have been winning medals at the Olympic Games, World and European Championships. Slovenian women basketball players under the age of 18 are the current European champions.

Slovenian sportswomen also push the boundaries outside of Olympics sports.

Alenka Artnik, a freediver, who became only the fourth woman in the world to dive to a depth of 100 metres, set another world record in 2023 with a dive of 109 metres in bi-fins (CWBT) in 2023. The Slovenian chess player Laura Unuk won the women's national champion title at the age of 13. She is a two-time junior world champion, has won the title of Woman Grandmaster and, in 2021, also achieved the title of Absolute International Master.

A dive to a depth of 122 metres on one breath

20 | I FEEL SLOVENIA Women's sporting power // 21



#### For athletes planning future victories

Make the most of the exceptional outdoor training conditions and excellent infrastructure for training athletes in all four seasons of the year. Slovenia has highly experienced experts in virtually all aspects of sports training. Sports destinations, including accessible tourism destinations for people with disabilities, host world-class athletes from around the world. Athletes can count on their privacy being respected and protected wherever they go.

For more see pages 24–33.

#### For effective rehabilitation of athletes

Slovenia's sports destinations are also known for their natural spas and health resorts, wellness centres, diagnostic centres and experts in sports medicine and rehabilitation. Here, professional and recreational athletes can rely on personalised treatment and expect a successful return to their sporting careers. For more see pages 34–37.

#### For event organisers seeking to deliver outstanding sporting challenges

Venues for international competitions and other demanding sporting challenges at all levels are characterised by a high-quality infrastructure of sports halls, athletics and football stadiums, swimming pools, ice rinks, ski slopes and other sports facilities, as well as the experience of local organisers. These are linked to the sports centres, tourism products and services available in sports destinations. For more see pages 38–47.

#### For sports fans looking for an unforgettable experience

Slovenia is famous for its warm and enthusiastic fans. You can feel the heartbeat of Slovenian sport at competitions where Slovenians expect their athletes to secure victories and great results, as well as at all other competitive events. And while you're visiting to enjoy the games, you can also enjoy Green Slovenia's attractive range of tourism products and services. For more see pages 48-55.

#### For professionals eager to share their knowledge and experience

The sports congresses and meetings of various international organisations that have already taken place in Slovenia prove that the country offers organisers well-equipped congress and conference centres, and that Slovenia's own professional organisers have a high level of experience in putting on successful events. For more see pages 56–59.

#### For recreation and those free moments in between the sporting challenges

Outdoor activities can be enjoyed 365 days a year in the geographically diverse regions of Alpine Slovenia, Mediterranean and Karst Slovenia, Central Slovenia with its capital Ljubljana, and Thermal Pannonian Slovenia. Hikers and bikers, water sports enthusiasts and those who enjoy activities high in the air or deep below the earth's surface can enjoy themselves all year round. For more see pages 60-64.



# For all sporting tastes

Slovenia's teams of sports training experts know what it takes for athletes to progress in both team and individual sports. Slovenia provides them with everything they need: from an understanding of their special requirements, to nutritional support, medical care, the organisation of friendly matches and, above all, privacy.

# Because you want to challenge yourself at altitude and train to Olympic standards

Several Olympic Sports Centres, along with national branch centres and regional and local sports centres, provide the right conditions for training and competing at the highest level. The Planica Olympic Sports Centre offers controlled simulation of the desired conditions up to an altitude of 3,000 metres in its sports hall. The Rogla Centre's altitude rooms enable training at medium and high altitudes, combined with conditions similar to those at altitudes of up to 7,000 metres above sea level. High altitude training is inextricably linked to the performance of various measurements and tests carried out by professional institutes and qualified experts.

# Because your basic training expectations are high

Attractive summer and winter outdoor sports venues in locations with exceptional natural features are complemented with stadiums and accompanying indoor facilities. They are built according to international standards and meet the certifications of the international sports federations for the various sports. For professionally guided basic preparation and training, you can choose Slovenian cities with the largest stadiums and halls. You can also opt for training in Slovenian natural health resorts, thermal spas and mountain resorts, which are inseparably connected with sport. Slovenia also has excellent outdoor training facilities.



Slovenia has excellent conditions for sports training, as seen by the fact that we have hosted many top teams from around the world. When we played for the national team, we were fortunate enough to be able to do most of our training in Slovenia (Rogla, Laško, Zreče, Kranjska Gora), where we had really exceptional conditions and we were close to our families.

#### Goran Dragić,

one of the most successful Slovenian basketball players and a star in the NBA







## Because you need friendly matches and challenges

How successful has your training been? Check with your sparring or challenge partners. In Slovenia you can always play friendly matches. You can also play against sparring partners at the same level. Working with specialised sports agencies, professional sports federations and clubs, you can develop strategies, improve technical skills and adapt to different situations in a more relaxed environment than official matches.

On modern fields for football, basketball, volleyball, handball, hockey, water polo and other team sports, you can play preparatory matches in men's and women's categories together with your Slovenian partners.

Slovenia, the land of legendary winners in alpine skiing and various Nordic disciplines, offers excellent conditions for the preparation of winter athletes. With its diverse water surfaces and facilities, Slovenia is well known to rowers of various disciplines, sailors, swimmers and other water sports enthusiasts. Various centres offer modern facilities for gymnastics, athletics, judo and other martial arts, as well as other sports that require dedicated facilities.

## //

Planica Nordic Centre

## Because you care about your health and recovery

Specialist doctors, physiotherapists, kinesiologists, massage therapists and others are available to help athletes in Slovenia in their preparations, providing preventive care, diagnosis, treatment and rehabilitation in the event of injury. They work with state-of-the-art equipment, using their medical expertise and experience in alternative approaches, while taking full advantage of the power of the natural healing substances in Slovenia's natural health resorts and spas.



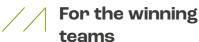
You can build up your fitness through carefully planned training sessions at well-chosen sports facilities, of which there are many in Slovenia. Individuals and teams will thus have no difficulty finding the right venue. If you're looking to get fit for life by exercising outdoors, Slovenia is always a great choice. Here you have the opportunity to exercise outdoors 365 days a year!

#### Žan Košir,

a snowboarder who has won three Olympic medals and the Grand Crystal Globe Award

Preparing athletes // 29

# For the most ambitious athletes



Slovenian venues for international sporting events are also available for matches that teams can organise during their preparations in Slovenia with the help of local people. Professionalism, expertise, and hospitality are often complemented by the willingness of Slovenia's best athletes to take part in friendly matches or competitions.



# athlete, discus throw world champion



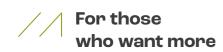


#### For the young and promising

Slovenia is also an excellent choice for various youth teams and young individual athletes who can enjoy the excellent training conditions here. They can also choose one of the individual options for more serious training and various sports camps, some of which are organised by big names in Slovenian sport, such as the hockey player Anže Kopitar and basketball player Goran Dragić.

#### For athletes with disabilities

Slovenian organisers work with the International Paralympic Committee (IPC) to organise competitions for athletes with disabilities. The best Slovenian athletes with disabilities represent Slovenia at the Paralympic Games. Slovenia is also developing deaf sport and organises the Special Olympics for people with intellectual disabilities at the national level. What's more, special attention is paid to athletes with disabilities in the accessible tourist destinations.



Slovenia is a country where there is a great respect for the achievements of the individual. Slovenian sports destinations have a reputation for being adaptable to individual needs and preferences. Many athletes, gymnasts, judokas, snowboarders, skiers, cyclists and others come to train in a country that has proven time and again that its athletes are among the best in the world.

30 | I FEEL SLOVENIA Preparing athletes // 31



### Slovenian sports destinations

for preparing world-class athletes

Slovenia has more than 3,000 sports facilities! You can find the right conditions for preparing and holding your events in many ons for preparing and holding your events in many slovenia, as well as in the main sports destinations. In the main sports destinations. In the main sports destination. parts of Slovenia, as well as in the main sports destinations. To find out what kind of sport is right for you, contact a





32 | I FEEL SLOVENIA Preparing athletes // 33



# With knowledge and experience

# Diagnostics, measurements and counselling

The Sports Diagnostic Centre, with its experts and nine laboratories, is a recognised centre for individual counselling of elite and recreational athletes, and is responsible for implementing the national measurement programme in cooperation with sports associations and the Olympic Committee of Slovenia. The Centre's nine specialised laboratories include ones for sports medicine diagnostics and sports nutrition, kinesiology and physiology.







## Personalised rehabilitation

In the event of an injury, both professional and amateur athletes can benefit from a personalised and well-designed rehabilitation programme. The clinical and functional assessment of an injured athlete's condition is followed by a physiotherapeutic diagnosis, prognosis and rehabilitation plan using the most advanced equipment, carefully selected procedures and therapies, and the use of natural healing substances in Slovenia's natural spas and health resorts.

# With the help of natural healing substances

A popular choice among athletes are Slovenian natural spas and wellness centres. This is where the latest medical and therapeutic approaches meet effective natural substances (thermal mineral water, climate, mud, brine, peat, etc.). Multidisciplinary teams of experts develop specialist individual programmes to improve individuals' specific conditions, ensuring fast regeneration and rehabilitation, and a safe return to sports venues. Sport rehabilitation centres provide a variety of functional testing on dynamometers, arthometers and other devices. To speed up recovery, they use methods and techniques of manual therapy and advanced technology (laser and magnetic therapy, electrotherapy, thermotherapy, hypobaric therapy, cryotherapy, etc.).

Rehabilitation of athletes // 37



# Proven excellence

When experts help you find the right venue for your event, you can depend on the knowledge and experience of professional organisers and the accompanying staff.



Choosing Slovenia simply means less worry with regard to the logistics, accommodation, food and organisation than in many other countries. Thanks to its location at the heart of Europe, transport from nearby airports (in Slovenia, Italy, Austria and Croatia) to the chosen sports destination is simple. In Slovenia, everything is nearby. Close to the desired sports infrastructure, athletes can enjoy comfortable accommodation catering to sports, dietary and other specialised nutritional needs. The organisation of your events and competitions can also involve experienced teams of professionals, while local sports associations and clubs will provide any other assistance you may require. For major events, it is also possible to get support from a widespread network of volunteers.

#### **Outdoor competition** venues

Slovenia has made a mark in history with Planica, its ski jumping and ski flying venue that has allowed athletes to achieve multiple world records. Today, Planica is also home to the Nordic Centre, While Ljubno ob Savinji hosts the Women Ski Jumping New Year's Eve tournament. Other venues of major winter competitions include Kranjska Gora, which hosts various alpine skiing and snowboarding competitions, and Pokljuka, an important biathlon venue. Mariborsko Pohorje is definitely the site of fond memories for successful alpine skiers, as Rogla is for snowboarders. Canoe sprinters flock to Lake Bled, while whitewater enthusiasts are drawn to the Soča River and Tacen pri Ljubljani. Cyclists make the whole of Slovenia their playing field, and each year marathon runners take over the streets of Ljubljana.



Of course my friends from the NBA come here sometimes, and it's great to hear how much they love Slovenia. Some of them even said that it's no wonder I'm the way I am if this is my home. And most of them say they'll definitely come back.

#### Luka Dončić,

basketball wizard, NBA star, captain of the Slovenian basketball team



#### **Major sports** stadiums and halls

The Stožice Arena and other sports facilities in Ljubljana host football, basketball, handball and other team sports matches. The same goes for the courts and halls in Celje, Koper and Maribor. Suitable indoor sports venues can also be found elsewhere in Slovenia. These include track and field stadiums, gymnastics halls, climbing centres, indoor ice skating rinks, racetrack complexes, velodrome, speedway tracks, Olympic pools and other facilities for the organisation of sporting events.

40 | I FEEL SLOVENIA Organisation of competitions // 41





I have a view of the Julian Alps from my window. Part of this mountain range is Pokljuka, my favourite venue for training, competition and sometimes also victories. Another interesting feature is the Planica Nordic Centre and its skiing tunnel, which enables cross-country skiing even in the summertime.

#### Jakov Fak,

biathlete, world champion and Olympic medallist



#### Sustainability at sporting events

Green Slovenia also applies the principles of sustainability to the organisation of sporting events. In a country which, according to the Yale EPI (Environmental Performance Index), ranks among the top seven countries in the world, events do not leave any unwanted traces. The organisers promote a zero waste approach and do not use any unnecessary non-reusable plastic packaging. For the European Women's Handball Championship in 2022, organisers used the methodology of the Slovenian Foundation for Sustainable Development (Umanotera), called Clean Victory, with 40 goals and 100 measures to minimise the championship's environmental impact. The project's sustainability report has set an example for other organisers.

42 | I FEEL SLOVENIA Organisation of competitions // 43





# Competitions with unique challenges

In addition to established sports disciplines, Slovenia is proud to host less traditional sporting events. Due to its organisational experience, dedication and appropriate infrastructure and natural features, Slovenia is a popular choice for events such as the Red Bull race that sees cyclists riding the legendary Pony mini-bicycles up to the country's highest mountain pass, Vršič, or the Spartan Race obstacle course in Kranjska Gora. Other noteworthy spectacles also include the world's first-ever Volleyball on Water National Championship 2022, which took place on a floating platform on the Ljubljanica River in the centre of Slovenia's capital. A year before that, the river was also the site of the world's largest trampoline, which tested the limits of sports acrobats. And every year crowds of people come to see an urban climbing event and finals on a climbing wall overlooking the Ljubljanica.



Top cyclists do much more than train cycling! Slovenia offers opportunities to get in the best shape possible, with various sports that can sometimes also be a source of fun and relaxation. I sometimes tell my teammates that they could train their focus on a ski jumping hill. Planica is legendary!

#### Primož Roglič,

cyclist, Olympic champion, winner of the Giro d'Italia and three-time La Vuelta winner

44 | I FEEL SLOVENIA Organisation of competitions // 45



A century and a half ago, when the ski jumping record was less than 20 metres, some may have dreamed that people would one day fly much, much further. But ski flying as a new sports discipline was only born with the construction of the giant ski flying hill in Slovenia, in a valley below the Ponce mountains. In 1936, two years after the opening of the Planica ski jumping hill that put Planica on the world sports map, Sepp Bradl was the first person on skis to exceed the magic mark of one hundred metres. In 1972, Planica held the first World Cup in Ski Flying. In 1994, an excited crowd witnessed the first flight over 200 metres, with Toni Nieminen from Finland reaching 203 metres.

The renowned Planica ski jump currently holds a record flight spanning **252 metres** in length.



In 2023 Planica was the venue of the FIS Nordic World Ski Championship, the biggest sporting event in the history of independent Slovenia. Many of the approximately 1,700 athletes and their team members from 68 countries, along with some 63,000 spectators, are probably regular visitors to Planica World Cup competitions. The Ski Jumping World Cup Finals in Planica is the biggest sporting event in Slovenia. Planica also hosts and organises cross-country skiing competitions. The first official competition in cross-country skiing in Planica took place back in 1926!

# A winter and summer destination

In addition to athletes, Planica also draws visitors with a variety of interests. You can go there to experience what world champions feel as they descend the legendary ski flying hill, zoom down the world's steepest zipline, float in the strong air current of the wind tunnel, become a ski jumper on one of the two jump simulators in the museum, and talk to the holograms of Planica's heroes. You can also meet these legends in an interactive game that takes you to the very top of the ski flying hill. You can enjoy cross-country skiing in the great outdoors in the wintertime or in the skiing tunnel in the summertime, or take to the ice rink to test your skills in curling – an Olympic team sport. This valley of famous ski jumping hills can also be enjoyed with a more relaxing game of disc golf.

## A centre of world-class achievements

Planica is synonymous with courage, innovation and development. With more than 40 world records, it draws visitors from around the world. The Planica Nordic Centre is a place where young Slovenian athletes come and train to become the next generation of world champions. It has all the necessary sports infrastructure for ski jumping, cross-country skiing and Nordic combined competitions. It covers 100,000 square metres of sports terrain, where seven ski jumping hills and the flying hill take centre stage. It also includes a cross-country skiing centre with a stadium, a sports area and various cross-country skiing tracks, as well as ski lifts and an artificial snow-making system.

## Sustainability in Triglav National Park

The ski jumping hills designed by the engineer Stanko Bloudek and the ski flying hill of the Gorišek brothers are located in a valley that is part of Triglav National Park, the largest protected natural area in Slovenia. The new Planica Nordic Centre was designed and built with a focus on the principles of sustainability. A small part of the centre is above ground, while most of it is underground, housing cross-country skiing tracks, among other things. The sports facilities are sited in a sustainable way and also boast an innovative heating, cooling, irrigation and snow-making system, as well as a system for thermal collection for heating the main building. Sustainable approaches are also incorporated in the organisation of events, promoting sustainable mobility and waste reduction.

The story of Planica // 47



Cheer on your sports heroes // 49



Large-scale, traditional sporting events to be held in the coming seasons are an excellent reason for planning a visit to Slovenia.

#### **VITRANC TROPHY**

FIS Men's Alpine Ski World Cup Kranjska Gora





**PLANICA** 

FIS Ski Jumping World Cup Finals

Planica





Karl Geiger, German



FIS Women's Alpine Ski World Cup Kranjska Gora





Koper

(🗘 May

Irina Antonia Duță,

dympaet

FIG ART WORLD
CHALLENGE CUP

**Artistic Gymnastics World Cup** 

**SNOWBOARDING** FIS World Cup

Rogla

January



**SKI JUMPING WOMEN**FIS World Cup

January

Ljubno



#### **TOUR OF SLOVENIA**

The main international professional cycling event Slovenia

🔅 June



Cheer on your sports heroes // 51



December

#### Slovenia: Experienced host of big events

In addition to traditional sporting events, Slovenia has also hosted many internationally renowned competitions at the highest level.

#### 2023

European Youth Olympic Festival, Maribor

FIBA European Women's Basketball Championships, Ljubljana

European Rowing Championships, Bled

FIS Nordic
World Ski Championships, Planica

2022

FIVB Men's Volleyball World Championships, Ljubljana

EHF European Women's Handball Championships, Celje, Ljubljana

Ice Hockey World Championships,
Division I, Ljubljana

World Hot Air Balloon Championships, Murska Sobota

2021

IBU Biathlon World Cup, Pokljuka

**UEFA European Under-21 Championships,** Celje, Ljubljana, Koper, Maribor

FIS Snowboarding World Championships, Rogla

2020

FIS Ski Flying World Championships, Pokljuka

2019

Men's Volleyball World Championships, Ljubljana

2018

UEFA Futsal Euro, Ljubljana

2013

FIBA European Men's Basketball Championships, Celje, Jesenice, Koper, Ljubljana

Cheer on your sports heroes // 53

Slovenia

All year round



I feel Slovenia sums up Slovenia's identity, which cannot be encapsulated only in an image, but must be felt and experienced – through words, sounds, colours, touch and action. It presents Slovenia at home and abroad. It stands for everything good from Slovenia. It's also a different way of saying »Made in Slovenia«. Representatives from tourism, science, agriculture, sports, politics and the general public participated in creating the brand, which is intended for use in various areas. With this brand Slovenians express our pride and passion for everything we do, innovation and creativity, and, of course, the vision of green and boutique Slovenian tourism and sustainable development in all areas.

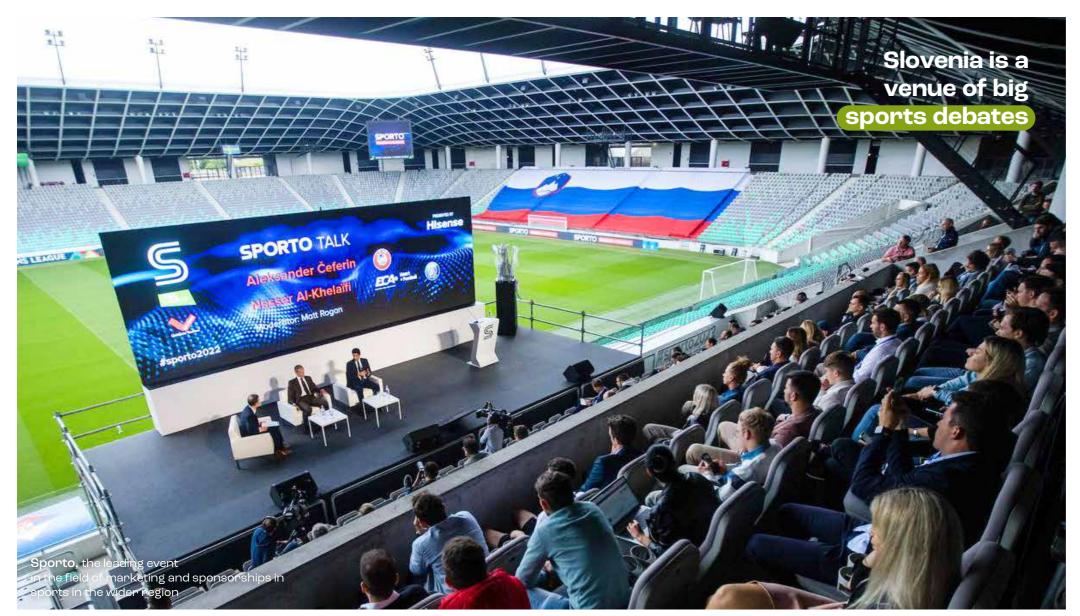
> The brand's true strength resides in the people of Slovenia. We embrace it with pride, weaving its principles into our daily lives and reinforcing its influence. This dedication isn't lost on our partners, visitors, tourists, or anyone else; they recognize our commitment. With this brand, we highlight our numerous strengths and distinctive qualities. The Slovenian green, an integral aspect of this brand, mirrors our commitment to sustainable development across all areas, including

#### The colour of sports passion

Famous Slovenian athletes and passionate Slovenian fans around the world can be recognised by the Slovenian green. The lively but always respectful cheering with which Slovenian fans create a great atmosphere at competitions, both at home and abroad, is accompanied by some characteristic sports accessories. Sports Fans of Slovenia is an online fan club operating under the auspices of the Slovenian Tourist Board. The club also offers virtual sports fan accessories and filters that can be used in social media posts.

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In this country of sports and athletes there is something for all teams and experts in different sports disciplines. In Slovenia, they acquire new knowledge and exchange experience.

Representatives of various professional areas often choose Slovenia as the venue of sport-themed conferences and congresses. Many Slovenian sports destinations offer modern spaces for meetings, conferences and other events that can be held near accommodation and sports facilities, making the country an especially practical choice for such activities. There's no need for transport to other locations!



Slovenia has concluded agreements on cooperation in sports with many countries, it participates in various international bodies, projects and research, and in the exchange of information and experts in sports. It also hosts many large professional events. The most recent ones were the 27th TAFISA World Congress, the 2021 World Congress of Sports for All, the International Congress of the World Fitness Federation and the WBSC Europe Elective Congress in 2022. SPORTO, a conference on marketing and sponsorship in sports, and one of the leading international professional events in Slovenia, has been held in Slovenia since 2004. In 2023 it will be hosted by Planica.

# Choose Slovenia for your event

Invite your partners to a destination that's home to top level athletes, knowledge and experience. Select a suitable partner from among the members of the Slovenian Convention Bureau for the organisation of your professional event in Slovenia.

In many ways Slovenia offers an ideal combination of opportunities and abilities that meet the needs of top athletes. We have the expertise, environment and dedication. After all, we prove again and again, as a nation, how much sports mean to us. I remember how enthusiastic I was when I was a schoolgirl watching skiers competing for the Golden Fox Cup at Pohorje. Then the time came when I thought: »Ilka, now you are watched here by future winners!«

#### Ilka Štuhec,

Alpine skier, multiple world champion in downhill

Sports conferences and meetings // 59



# Four worlds of Slovenia

Swimming in the sea or climbing the Alpine peaks? A curious descent into a karst cave or cycling in a region of natural health resorts and spas? The atmosphere of a city festival or an exploration of exceptional heritage? Everything is nearby in Slovenia. Experience the diversity of this green country's different regions.



### Thermal Pannonian Slovenia

The Pannonian Plain, surrounded by wine-growing hills, is a land of thermal and mineral springs, welcoming people and heart-warming cuisine. In the region of Slovenian natural health resorts and spas, lovers of active vacations will find modern swimming pools, well-maintained sports grounds and ample opportunities for outdoor recreation.











#### Alpine Slovenia

A range of mountain peaks, plateaus with beautiful views and picturesque Alpine valleys criss-crossed with hiking and cycling trails extend from Mt. Triglav, the highest mountain in Slovenia, to Pohorje above Maribor. Rivers and lakes delight lovers of water sports and adrenaline. Mountain sports centres are a great choice all year round.



## Mediterranean & Karst Slovenia

World-famous karst caves call for a visit to the underground, while the Adriatic coast offers some surprisingly different towns and renowned saltpans. There are also climbing spots known around the world. Stadiums and halls host professional athletes, while recreational athletes are impressed by the many outdoor sports facilities. The Mediterranean climate is pleasant even in winter.



#### Ljubljana and Central Slovenia

The social and cultural liveliness of Slovenia's capital are embedded in a green rural area with UNESCO World Heritage sites. Mountain pastures, majestic forests and a primal forest reserve are quite close to the city itself. Ljubljana hosts big sporting events and has an excellent sporting infrastructure.



# Every day something different

As the landscape changes, the taste of dishes also changes. The diversity of terrain enables many different forms of recreation. Thermal waters restore energy, so that new places can be explored. You can have a green stay anywhere in green Slovenia and always experience something new!



Slovenia and its top chefs are recommended by the strict **Michelin Guide** inspectors, **Gault&Millau** assessors and other experienced gourmets. The best characteristics of Slovenian cuisine are the high-quality local ingredients gathered in the wild, nearby gardens and fields, and the country's diverse culinary heritage. In the 2021 European Region of Gastronomy you can enjoy eating in prestigious award-winning restaurants and traditional Slovenian inns, at street food stalls in towns and cities, and at welcoming farms in rural areas. And Slovenian cuisine is inextricably tied to the many excellent Slovenian wines.



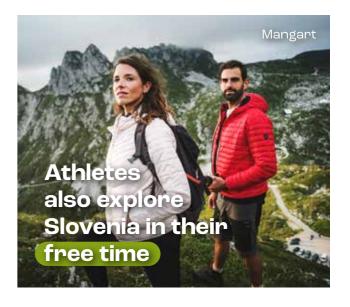
## Experiences like nowhere else in the world

Slovenia is a destination of unique boutique experiences designed for small groups and individuals. Experiences bearing the **Slovenia Unique Experiences** label are markedly local and authentic, always experiential and possessing a boutique character, designed in accordance with the principles of sustainability. Their quality is guaranteed by the Slovenian Tourist Board. Experienced guides and organisers make the already authentic experiences even more personal.



# Active at every turn

Slovenia is the right choice for everyone who loves the great **outdoors**. More than 10,000 kilometres of marked hiking trails, over 5,000 kilometres of themed trails, more than 10 long-distance cycling routes and 11 mountain biking parks invite you to explore all corners of Slovenia. There are also specialised hiking and cycling accommodation facilities nearby. In the colder months, 10 large centres for winter sports and more than 30 smaller ski resorts promise unforgettable adventures in the snow. In summer, the sea, rivers and lakes offer many opportunities for various water sports. You can enjoy playing golf, exploring caves and paragliding all year round.





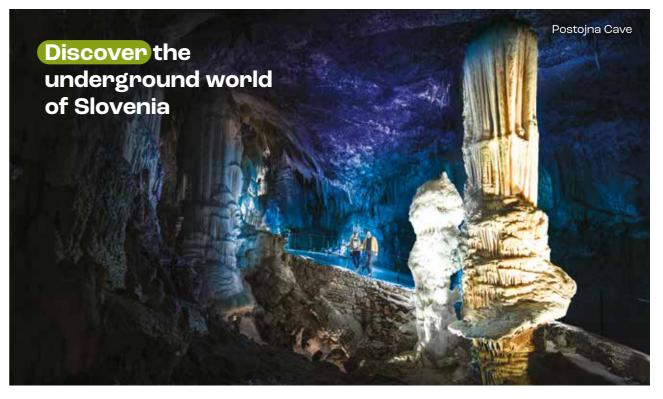
Many times in life, we come to crossroads where a choice awaits: either we defeat or rise and forge ahead. This very choice is the architect of our journey, fortifying us as individuals. Several years ago, an unforeseen accident reshaped my life. Yet, as a true athlete, I embraced the challenge. Despite dire predictions of enduring paralysis, my goal was crystal clear, but at the same time extremely demanding—I wanted to walk again. I understood that good things never happen overnight and require considerable time and sacrifices. It took me eighteen months to get out of the wheelchair, but I never lost faith. It is necessary to believe that we can achieve unachievable with hard work. When a goal is set, unwavering determination and selfbelief are paramount, irrespective of the obstacles. Perseverance and strength of mind are the forces that propel us forward and make us stronger. While you can quit at any moment, the essence of winning rests in wanting to achieve this and never giving up.

#### Tim Marovt,

an athlete, a symbol of courage, motivation and perseverance









# Healthy waters for wellbeing

One of Slovenia's most attractive features are its thermal and mineral water springs. **Natural health resorts and spas** and top medical centres developed around these springs. In addition to their modern pools, they also offer an excellent range of saunas, massages and other wellness products and services. Health resorts and spas are often chosen as venues for athlete preparation, and for sports meetings, conferences and congresses.

# Cities and culture full of inspiration

Visits to charming historical Slovenian cities and towns bring you closer to the past and its interesting stories. Explore **museums and galleries**, castles and churches. Enjoy **summer festivals** and the great variety of music, opera, film, theatre and other performances on offer. Embark on cultural journeys and experience new creative adventures.

#### Live green

Slovenia is a good example of sustainable tourism development in Europe.

The green scheme of Slovenian tourism includes tourist destinations, accommodation providers, nature parks, tourist agencies, sites of special interest, beaches and restaurants. You can identify them by the Slovenia Green label. You can choose accommodation from hotels of all categories, apartments and private rooms, camps and glamping sites, tourist farms and places with special stories. For those who want a more active exploration of Slovenia, there is also specialised hiking and cycling accommodation.



# Information sources

Slovenian Tourist Board

Dimičeva ulica 13, SI-1000 Ljubljana info@slovenia.info www.slovenia.info

Association of Sports Centres of Slovenia

Celovška cesta 25, 1000 Ljubljana info@sportnicentri.si www.sportnicentri.si

Slovenian Spas Association

Teharska cesta 40, 3000 Celje ssnz@ssnz.si

www.slovenia-terme.si

Ameriška ulica 2, 1000 Ljubljana

Olympic Committee of Slovenia

info@olympic.si www.olympic.si

Slovenian Convention Bureau

Ambrožiča Novljana 5, 1000 Ljubljana info@slovenia-convention.com www.slovenia-convention.com

Connect with the best experts who can assist you in planning athlete preparations and sports competitions in Slovenia. Reach out to DMC organizers specialized in sports tourism or engage with the relevant sports associations within the industry.



Population: 2.084

Surface area: 20,273 km<sup>2</sup> 10,000 km<sup>2</sup> forested country in

**46.6** km of coastline

27,000 km of watercourses

**2.864** m

13.000

1/3 of Slovenian towns are listed as cultural monuments or protected areas of immovable cultural heritage

9 UNESCO sites of natural, cultural,

and intangible heritage

Monetary unit: euro (€) Central European Time Zone

Member of the European Union since **2004** 

Member of the Schengen Area since 2007

Official language: Slovenian

(also Hungarian and Italian in ethnically mixed regions)

#### Climate and temperature

Alpine in the mountains

Kredarica · 2,514 m July: 7.4°C/44.6 F January: -7.7°C/19.4 F

Alpine in the valleys

Rateče · 846 m July: 17.7°C/62.6 F January: -3.7°C/26.6 F

Continental in the central regions

Novo mesto · 220 m July: 21.6°C/69.8 F January: 0.4°C/32 F

Mediterranean along the coast Portorož · 2 m July: 23.8°C/73.4 F January: 4.6 °C/39.2 F

Prague Munich Bratislava Budapest Zürich

Belgrade

Sarajevo

Bled Lake

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#### Slovenian Tourist Board

Dimičeva ulica 13, SI-1000 Ljubljana e info@slovenia.info www.slovenia.info

#### SLOVENIA: THE ULTIMATE HOST OF SPORTS EVENTS.



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