

A woman with long brown hair, wearing a green t-shirt with the text "I FEEL SLOVENIA", is hugging a white horse. The horse is wearing a black halter with a gold bell. They are in a grassy park with many green trees in the background. The scene is bright and sunny.

**I FEEL
SLOVENIA**

THE STORY OF GREEN SLOVENIA

**CEETO Conference on
Protected Areas &
Sustainable Tourism**

Miša Novak, Slovenian Tourist Board
October 23rd, 2018

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I FEEL
SLOVENIA

#1 CHALLENGES

I FEEL
SLOVENIA



FURTHER TOURISM GROWTH

I FEEL
SLOVENIA

IN CITIES AND HOTSPOTS

INCREASING

PRESSURE

ON THE QUALITY OF LIFE & VISITOR EXPERIENCE



I FEEL
SLOVENIA

NEED TO SWITCH FROM MARKETING TO MANAGEMENT

An aerial photograph of a large, calm lake in a valley. The lake is surrounded by lush green forests on the left and rolling green fields on the right. In the background, there are several layers of mountains under a blue sky with scattered white clouds. The overall scene is peaceful and scenic.

I FEEL
SLOVENIA

**OVERTOURISM OR UNBALANCED TOURISM?
IT'S MUCH ABOUT MANAGEMENT, BUT ...!
THERE ARE LIMITS TO GROWTH!**

I FEEL
SLOVENIA

ERA OF NEW UNDERSTANDING OF LUXURY



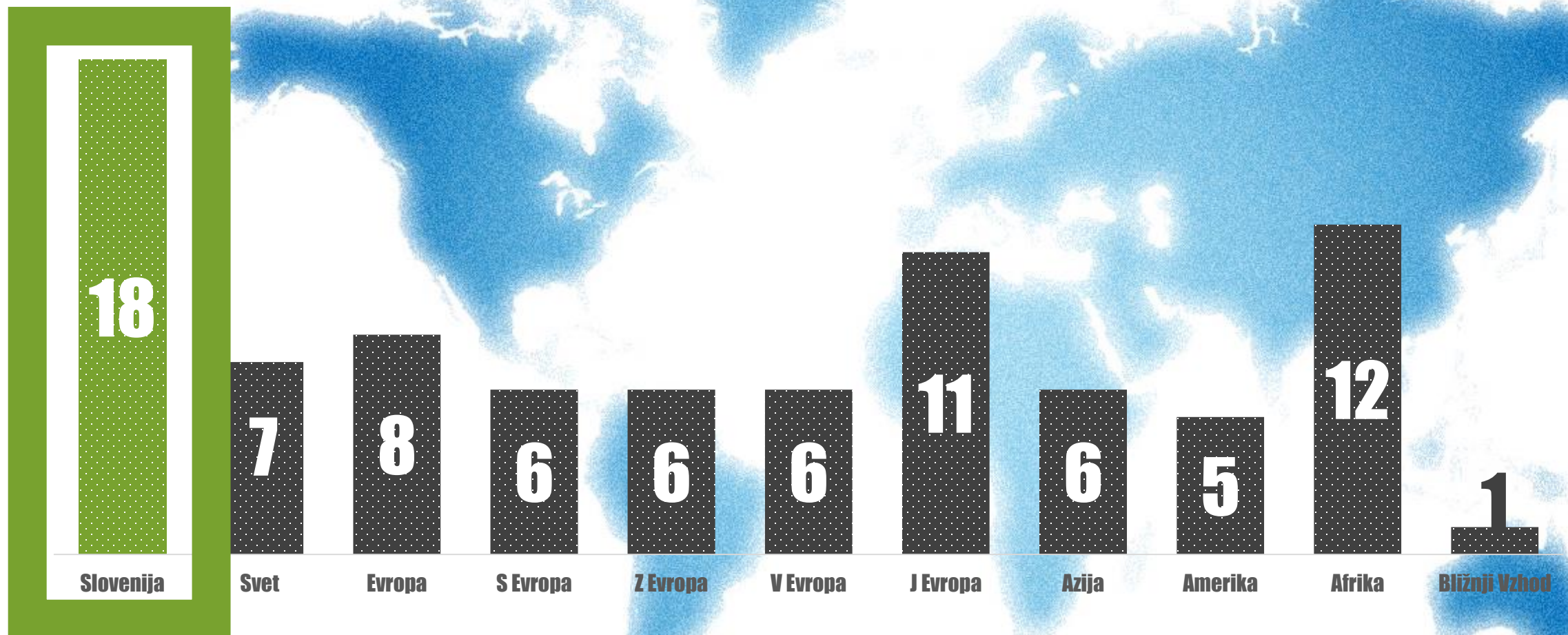
I FEEL
SLOVENIA

A group of three people are kayaking through a cave. The water is a vibrant turquoise color, and the cave walls are rugged and illuminated by warm lights. The kayakers are wearing helmets and life jackets, and their orange kayaks are visible. The scene is adventurous and unique.

**AUTHENTIC & UNIQUE
EXPERIENCES**

GROWTH COMPARISON

INTERNATIONAL ARRIVALS 2017



ECONOMIC VALUE OF TOURISM

1/10

1,6
trililion \$

10 %
svetovnega

7 %

30 %

WORLD

LABOUR

TOURISM
EXPORT

GDP

EXPORT

SERVICE
EXPORT

1,2/10

2,43
billion €

12 %

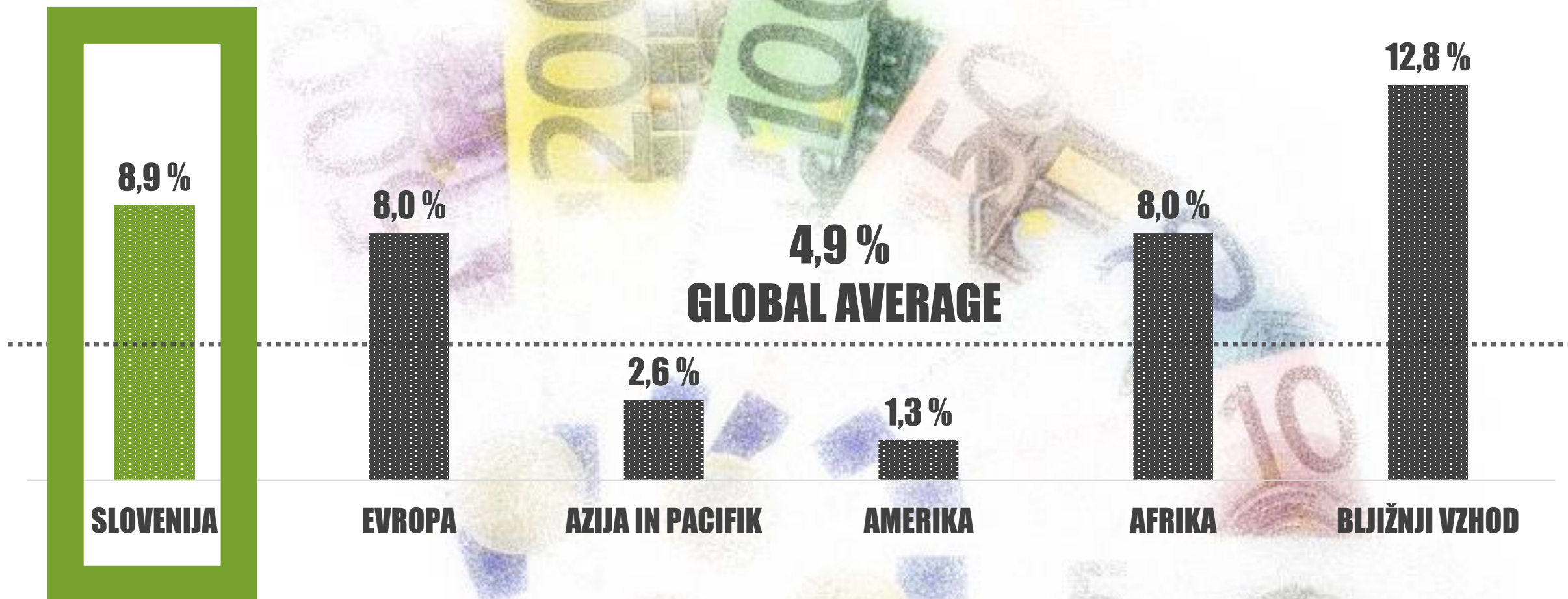
7 %

33 %

SLOVENIA

GROWTH COMPARISON

TOURISM RECEIPTS EXPORT 2017



I FEEL
SLOVENIA

A GOOD GEOGRAPHICAL DISPERSION OF OVERNIGHTS

12 MIO
(2017)

33 %

ALPINE SLOVENIA

THERMAL
PANNONIAN
SLOVENIA

27 %

LJUBLJANA &
CENTRAL SLOVENIA

16%

MEDITERRANEAN &
KARST SLOVENIA

24%

34
leading
destinations
represent

99%
OVERNIGHTS

I FEEL
SLOVENIA

WHEN TO GROW (HIGH SESASON 4 months)

85 %

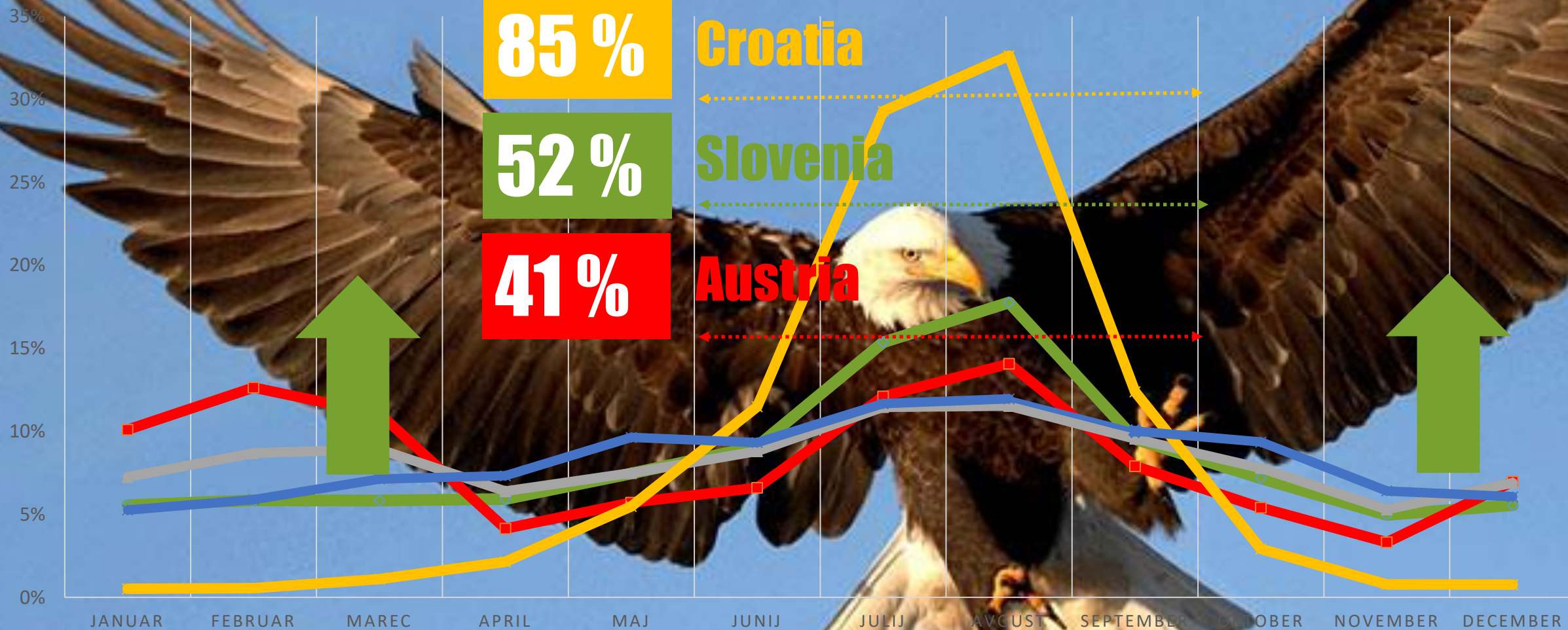
Croatia

52 %

Slovenia

41 %

Austria



I FEEL
SLOVENIA

#challenge1

Real Mediterranean **SUMMERS**

Great Alpine **WINTERS**

Beautiful Slovenian green **SPRINGS**

Colourful **AUTUMNS**

365 DAYS
OF SLOVENIAN TOURISM
4 SEASONS



I FEEL
SLOVENIA

#challenge2

**DEVELOPMENT
BEYOND
TOURISM ICONS**

I FEEL
SLOVENIA

#challenge4

+1,5
billion EUR
by 2021

**CREATING PRODUCTS WITH
HIGHER ADDED VALUE**

The background of the image is a vibrant red surface. In the upper left, there is a green rectangular label with the text 'I FEEL SLOVENIA' in white. Below it, the hashtag '#challenge5' is written in white. The central focus is a collection of wooden bobbins of various sizes and shapes, some with white thread wound around them. To the right of the bobbins is a large, intricate white lace doily with a complex geometric pattern. The bottom of the image features a large, bold white title.

I FEEL
SLOVENIA

#challenge5

FROM DESTINATION MARKETERS TO DESTINATION MANAGERS

I FEEL
SLOVENIA

TOURISM

#the bottomchallenge

ESTABLISHING THE BALANCE

ENVIRONMENT

COMMUNITY





I FEEL
SLOVENIA

#the bottomchallenge

TARGETING THE RIGHT TRAVELLER

I FEEL
SLOVENIA

In Slovenia we believe,
live and promote that

HUMANS CAN BE A
RESTORATIVE & REJUVENATING FORCE ON THIS PLANET





I FEEL
SLOVENIA

The message can be sent
across most effectively in

I FEEL
SLOVENIA

The message can be sent
across most effectively in

TOURISM



I FEEL
SLOVENIA

We are developing

**SMART DESTINATIONS
SMART BUSINESSES
SMART TRAVELLER**



VISION

Slovenia is a global green boutique destination for discerning visitor, looking for active and diverse experiences, tranquility and personal benefits.

VISION

Slovenia is a global **GREEN BOUTIQUE** destination
for **DISCERNING** visitor,
Looking for active and diverse **EXPERIENCES**,
tranquility and personal benefits.

**I FEEL
SLOVENIA**

**Slovenia is a
GREEN BOUTIQUE
destination for**



EXPERIENCES

I FEEL
SLOVENIA

#2 THE STORY OF SLOVENIA



I FEEL
SLOVENIA

THE ALPS

THE MEDITERRANEAN



THE ONLY COUNTRY IN EUROPE

where 4 unique geographical worlds meet

THE PANNONIAN PLAIN



THE KARST



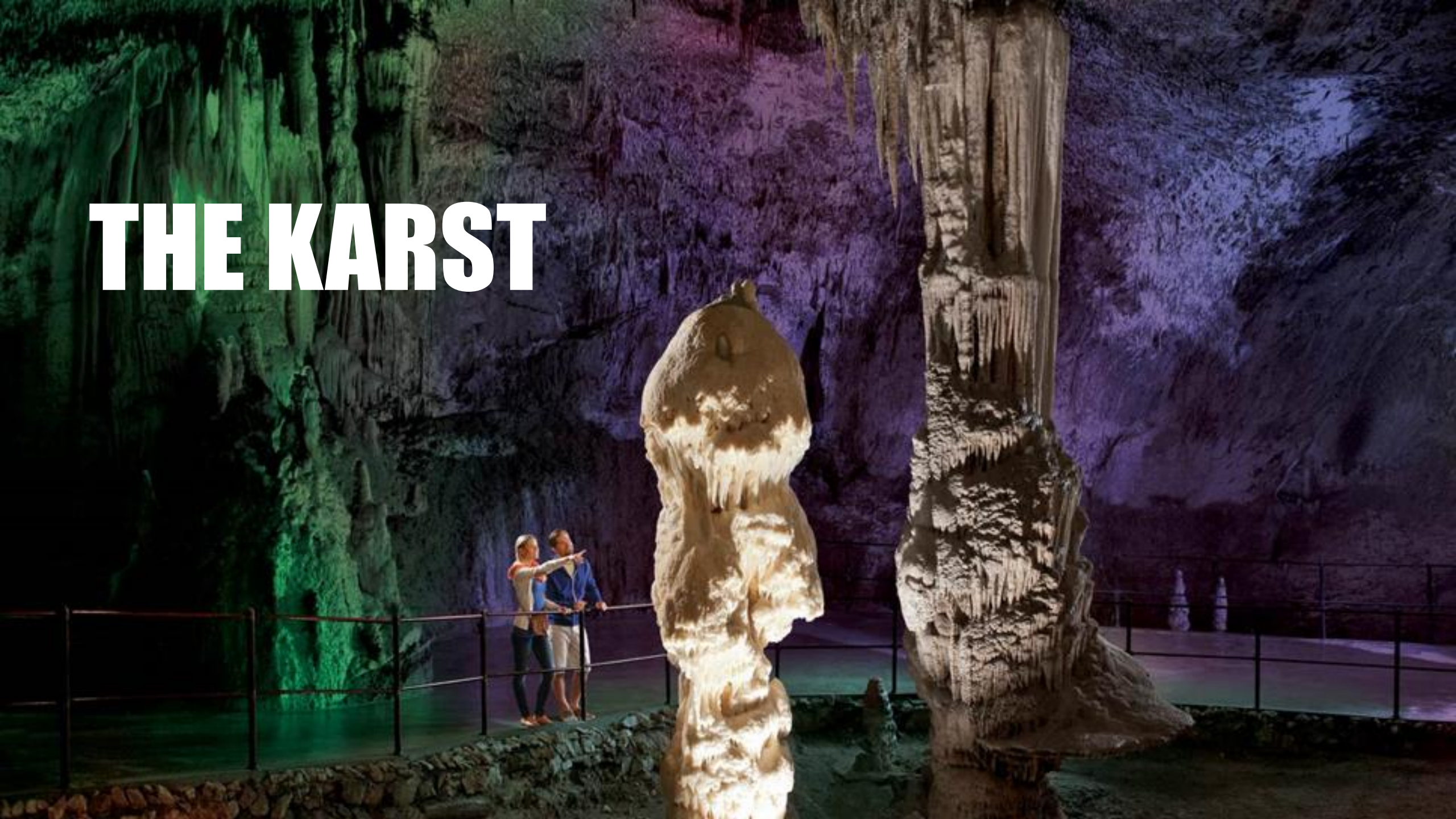


THE ALPS



THE MEDITERRANEAN

THE KARST





THE PANNONIAN PLAIN



They all meet in ...

LJUBLJANA & CENTRAL SLOVENIA



ALPINE SLOVENIA

**THERMAL
PANNONIAN
SLOVENIA**

Not more than 1h by car

**LJUBLJANA
& CENTRAL
SLOVENIA**

**KARST &
MEDITERRANEAN
SLOVENIA**



I FEEL
SLOVENIA

At the meeting point of
the 4 geographical worlds
Slovenia is positioned as ...

GREEN

I FEEL
SLOVENIA

ACTIVE



I FEEL
SLOVENIA

HEALTHY



I FEEL
SLOVENIA

#3 THE STORY OF GREEN SLOVENIA



I FEEL
SLOVENIA

COUNTRY BRAND **I feel Slovenia**

**The core of
the brand is
GREEN**



I FEEL
SLOVENIA

In Slovenia green is more than just a colour

IT IS SLOVENIAN GREEN

It speaks of unspoilt nature and
our focus on maintaining it that way



I FEEL
SLOVENIA

The mission of the brand

FORWARD WITH NATURE

I FEEL
SLOVENIA

The vision of the brand
GREEN BOUTIQUENESS

**I FEEL
SLOVENIA**

GREEN PHILOSOPHY OF SLOVENIAN TOURISM

1. SLOVENIA IS GREEN

STRONG GREEN FACTS

2. SLOVENIA ACTS GREEN

GREEN SCHEME OF SLOVENIAN TOURISM

3. SLOVENIA

PROMOTES GREEN

WE FEEL GREEN AND WE PROMOTE IT



I FEEL
SLOVENIA

STRONG GREEN FACTS

- **60%** of its surface is covered with forest.
- **2/3** of its surface is protected.
- Over **20,000** animal and plant species.
- Rich in water.

Natural wealth is
preserved
WITH LOVE



I FEEL
SLOVENIA

I FEEL
SLOVENIA

Radol'ca 
honestly sweet

BE(E) RESPONSIBLE



An aerial photograph of a large, calm lake in Slovenia, surrounded by dense green forests and rolling hills. The sky is blue with scattered white clouds. In the top left corner, there is a green banner with the text 'I FEEL SLOVENIA'.

**I FEEL
SLOVENIA**

**SLOVENIA IS THE FIRST GREEN
COUNTRY IN THE WORLD**

96%

COUNTRY SUSTAINABILITY RATING

success rate in

Green Destinations Standard

I FEEL
SLOVENIA



BOTSWANA
Our pride. your destination

SLOVENIA WAS THE WINNER OF PRESTIGIOUS NATIONAL GEOGRAPHIC WORLD LEGACY AWARD

in the category of
Destination Leadership
at ITB Berlin 2017



I FEEL
SLOVENIA



Sustainable Destinations
2018 Top 100 Awards



Best of Europe

Slovenia's Green Destinations

has won 1st place among the 2018 Sustainable Destinations

SLOVENIA AMONG TOP 10 SUSTAINABLE COUNTRIES IN THE WORLD

in the category of
Best of Europe
at ITB Berlin 2018



I FEEL
SLOVENIA



#4 GREEN SCHEME OF SLOVENIAN TOURISM

**I FEEL
SLOVENIA**

GREEN PHILOSOPHY OF SLOVENIAN TOURISM

1. SLOVENIA IS GREEN

STRONG GREEN FACTS



2. SLOVENIA ACTS GREEN

GREEN SCHEME OF SLOVENIAN TOURISM



3. SLOVENIA PROMOTES GREEN

WE FEEL GREEN AND WE PROMOTE IT





**I FEEL
SLOVENIA**

GREEN SCHEME OF SLOVENIAN TOURISM (GSST)

1# National program for development of sustainable tourism

2# Certification program

3# SLOVENIA GREEN, a label for destinations and providers



I FEEL
SLOVENIA

**GSST VERIFIES &
PROMOTES**

**the green story of
Slovenia, through
SLOVENIA GREEN brand**

GSST COVERS 2 LEVELS

DESTINATIONS



SERVICE PROVIDORS



5 MAIN CHARACTERISTICS

**A comprehensive
and development
approach**

1

**Based upon global
Criteria (GSTC for
Destinations)**

2

**Internationally
accredited by Green
Destinations**

3

**The SLOVENIA GREEN
score is globally
comparable**

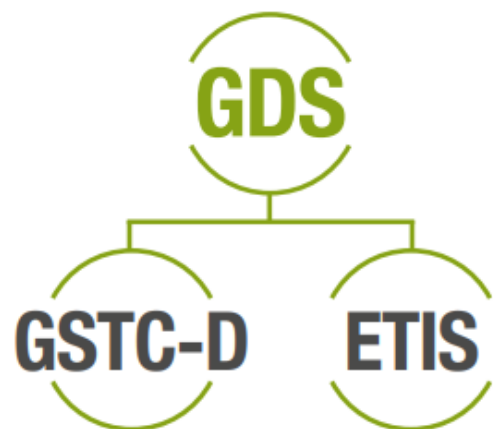
4

**With strong
Slovenian character**

5

FOUNDATIONS OF THE GSST

FOR DESTINATIONS



FOR SERVICE PROVIDORS



FOR PARKS



I FEEL
SLOVENIA

STRUCTURE

MANAGER

STO
SLOVENIAN
TOURIST
B O A R D

I FEEL
SLOVENIA



**ACCREDITED
PARTNER**

good place

PARTNER



I FEEL
SLOVENIA

THE PROCESS for DESTINATIONS

SLOVENIA GREEN STANDARD
= **11 STEPS + 1**



Easy-to use **TOOLS** and on-going **SUPPORT** By the accredited partner

AREAS OF GREEN STANDARD for DESTINATIONS

0

Information about
the destination

1

DESTINATION MANAGEMENT

2

NATURE & SCENARY

3

ENVIROMENT & CLIMATE

GREEN DESTINATIONS STANDARD is a
GSTC-recognised

set of criteria to measure, monitor and improve the sustainability policy and management of destinations and regions. It makes sustainable development concrete, objective and demonstrable, covering the following areas:

4

CULTURE & TRADITION

5

SOCIAL WELL-BEING

6

BUSINESS & HOSPITALITY

**I FEEL
SLOVENIA**

GSSZ offers

TOOLS

**TO DESTINATIONS AND SERVICE
PROVIDERS THAT ENABLE THEM TO:**

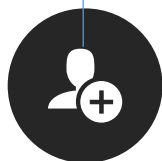
1# EVALUATE

2# IMPROVE

their sustainability

MAIN MILESTONES IN GSST DEVELOPMENT

2009



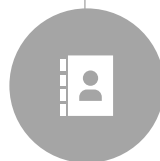
**Strategic
guidelines and
actions for
development of
green tourism**

2010



**Manual for hotels
for
implementation
of sustainable
business models**

2011



**Partnership
declaration for
sustainable
development
of Slovenian
tourism**

2014



**Development
of Green
Scheme of
Slovenian
Tourism**

2015



**Call for
destinations and
providers - pilot
phase**

MAIN MILESTONES IN GSST DEVELOPMENT



2017

**3rd call, ITB Berlin partner,
Partnership declaration for
sustainable growth of
Slovenian tourism**



2016

**2nd call, Consortium
Slovenia Green, Global
Green Destinations Day,
Slovenia first green
destination in the world**



2020

**4th call, upgrade with
attractions,
re-certification of pilot
destinations**

I FEEL
SLOVENIA

SLOVENIA GREEN FAMILY

37



19



3



2



**I FEEL
SLOVENIA**

It's all about

PEOPLE

1# ENGAGE

2# MOTIVATE

3# EMPOWER

I FEEL
SLOVENIA

Our VISION is
100% GREEN

**I FEEL
SLOVENIA**

#ifeelsLOVEnia
www.slovenia.info

THANK YOU. Hvala.