

I FEEL
SLOVENIA



EUROPEAN DESTINATIONS
OF EXCELLENCE

MY WAY OF EDEN ON EARTH.

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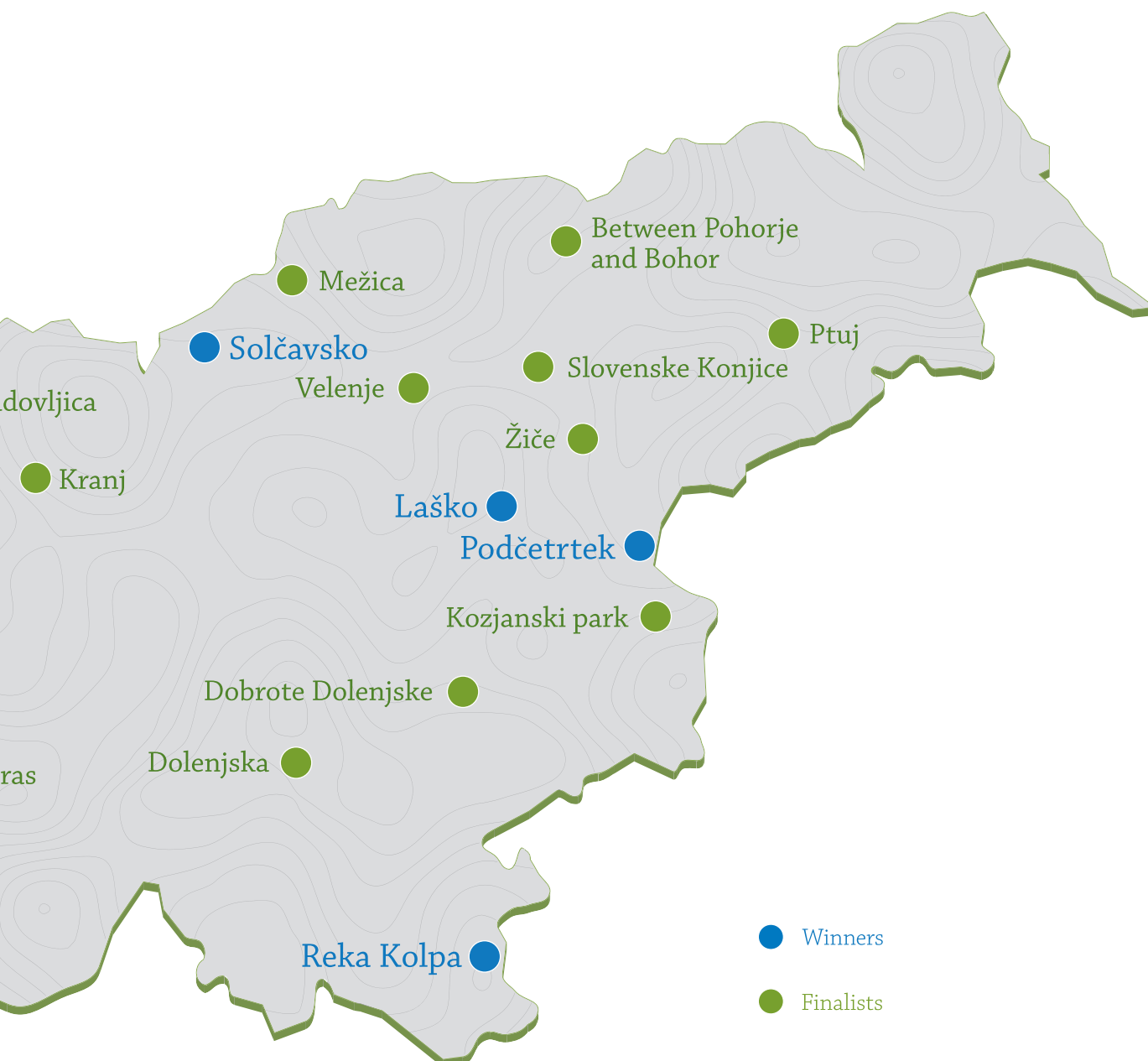
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EUROPEAN DESTINATIONS OF EXCELLENCE IN SLOVENIA

In 2007, a new network was established in the European Union involving places and areas that consistently develop the forms of environmental, cultural and socially sustainable tourism. These areas attract tourists by various noble content, themes and programmes. The network is called EDEN, which is an abbreviation of European Destinations of Excellence. In 2008, Slovenia also joined this excellent company with eight winning destinations and fifteen finalists. Every two years the European Commission enables the selections of the best destinations in individual countries in regard to selected topics, thus systematically expanding the network of relatively unknown yet, in terms of content, exceptional places and regions that attract tourists with new experiences and knowledge. Thus, EDEN is becoming more than a network. It is a distinctly positive tourist movement, friendly to nature and man. From visits and stays in the destinations of excellence in Slovenia (and elsewhere in Europe), we come back to our primary social and cultural environments filled with new strength provided by nature, and spiritually richer due to our understanding of the range of cultural treasures.

prof. dr. Janez Bogataj, EDEN ambassador in Slovenia



PODČETRTEK

YOUR OASIS OF WELLBEING



In 2019, the theme of the EDEN competition was related to wellness, which Slovenians tend to view as the “health and wellbeing tourism”. As the concept clearly suggests, wellness does not strengthen the person’s integral health and wellbeing only with massages and other physical means, but also through cultural activities, preserved natural environment and spiritual creativity, which aid individuals and groups in overcoming the stresses of our contemporary society.





What is wellbeing?

Slovenia's winning destination was Podčetrtek, a market town near the Croatian border, attracting tourists primarily with its thermal springs. However, this is only a part of what nature has to offer in terms of wellbeing and spiritual stability. From the middle of the Kozjansko hills, idyllic high-trunk orchards, well-preserved cultural heritage and other local gems, rises the thermal resort of Terme Olimia, boasting a formidable infrastructure.

Other important assets include the biosphere of Kozjansko and Praznik kozjanskega jabolka, a celebration dedicated to apple growing based in the market town of Podsreda and the largest festival in the region. Of course, Podčetrtek can offer several other, already established tourist locations, such as the Amon homestead, its deer farm and chocolate shop, while one of the biggest local attractions is the monastery-church-old pharmacy complex in Olimje.



KOPER

AN EXCELLENT EXAMPLE OF COEXISTENCE OF HISTORY, CULTURE, NATURE, TOURISM AND MODERNITY



In 2017, the theme of the EDEN project was related to the symbiosis of tourism and culture, or vice versa, the coexistence of culture and tourism, best shown and proven in the case of Koper. This relationship includes a range of issues such as the urban centre, its connections with the suburbs, and the cleverly utilised opportunities brought by visiting cruise ships.

Tourism and culture, culture and tourism

The town and municipality of Koper has presented programmes derived from the symbiosis between culture and tourism to different audiences. Koper has successfully combined the activities of professional associations and civil societies that actively promote tourism and give the cultural dimension to tourism projects, events, festivals, exhibitions, souvenirs, cuisine and other areas. This framework also includes cultural heritage; the Koper Cathedral and the Praetorian Palace are only two examples of the important cultural content that the town has to offer. Compact Istrian villages testify to the well-preserved architectural heritage in this region. Two particular gems of this testimony are the Hrastovlje Church,

with its famous medieval frescoes depicting the danse macabre, and the Benko House in Črni Kal, the oldest preserved rustic house in Slovenia, built in 1489. Tourism topics and programmes intertwine with other cultural areas, and in different ways; for instance, bands and musicians maintain and develop musical traditions, theatrical activities thrive, while book publishers strive to introduce tourists to the treasures of Koper and the rest of Slovenian Istria.





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A festival of sweetness

For over a decade, Koper has hosted the largest, and internationally known, sweet-tooth event in Slovenia, the Sladka Istra (Sweet Istria) festival, taking place at the end of September. This important part of culinary and gastronomic culture has attracted numerous visitors from Slovenia and abroad, which is not surprising since the superbly organised two-day fair provides a whole range of local, regional and national sweets, as well as those from the neighbouring countries. Visitors can taste Istrian specialities such as hroštule, fritule and supe, Slovenian specialities such as potice, štruklji and several variants of pogače, or more modern sweet masterpieces: cakes, pralines, different sorts of chocolate, and other delicacies. Participants at the event vote on the most original dessert, the best cake and the best dessert wine

in the Muscat variety. This great festival of sweetness offers its visitors numerous children's programmes, educational workshops and lectures, and the Ex Tempore Sladka Istra atelier for painters.



BRDA

HILLS OF ENTICING GASTRONOMIC MOMENTS



The hills of the Slovenian Mediterranean, from which the view extends to the Alpine peaks. Brda is a region on the border with Italy, and in 2015 it became the winning destination of Slovenia in the area of tourism, local cuisine and gastronomy. From the gastronomic point of view, two fundamental characteristics of Brda need to be highlighted: fruits, such as cherries, peaches and olives, and excellent wines. However, this is only the basis of the gastronomic distinctiveness of this region, where many housewives prepare extremely delicious meals. In wine cellars we can taste the delicacies of vines that blend in the flavours of Rebula and other varieties. On the plates we experience seasons, while individual dishes reveal the contents of gastronomic stories. The inhabitants of Brda bring this rich heritage into a gastronomic offer interpreted with modernity, which with the natural environment and preserved architectural heritage of Brda creates probably the most recognisable component of the identity of the Brda region. Growing fruits, including grapes, and wine has a rich tradition in Brda, as its inhabitants supplied large towns and resorts with such produce. The modern development of Brda began after the Second World War, when the quality of cellaring began to improve. Today the locals with their high-quality wines also achieve international success as the wines of Brda are available in the best restaurants and other environments around the world. They know how to prepare, from a number of elements offered by nature in Brda,

delicious dishes based on modern, healthy and local ingredients, among which the Mediterranean vegetables and herbs stand out.





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Intimacy of Brda villages

The Brda region offers unforgettable experiences in Brda villages and at individual, mostly wine-growing, farms. Pay special attention to the village of Šmartno, where they gradually preserve architectural heritage and provide it with new content. The greatest of all Brda wine cellars and wine growers is at the Dobrovo castle, and the Vipolže mansion has also been exceptionally renovated. You can enjoy the artistic heritage in the Church of St. Cross above Kojško, including frescoes from the late 17th century and the best preserved late-Gothic winged altar in Slovenia dating from 1515.

Good wine never wants to be alone!

The local dishes and full meals contain the flavours of the Mediterranean, and those from neighbouring Italy, especially Friuli, had an impact on both everyday and festive food. However, the locals did not copy the examples of their neighbours, but over the centuries created a number of Brda specialities, which together with Brda wines create a symbiosis of exceptional flavours. Three types of polenta with various side dishes and sauces, spring and summer egg omelette with herbs, venison dishes, and in the autumn and winter products and dishes at pig slaughter, which is one of the most typical household holidays. Since from Brda you can see all the way to the sea, you will also find on the menus sea fish and other seafood, as well as fruit such as delicious cherries, apricots, peaches, and excellent olive oil.

Do not miss the cherries, Rebula and olive oil!

The oldest event in Brda is the Dobrovo Cherry Festival, established in 1961. The growing of cherries originates from Austro-Hungarian times, when the sale of this fruit, as well as the sale of peaches and plums, was favourable for Brda. Brda cherries are considered to be of the highest quality found in all of Slovenia. Another important event in Brda is the Rebula and Olive Oil Festival in Višnjevnik. Visitors taste samples of the Brda wine Rebula, experience the flavours of olive oil, taste vegetable *frtalje*, fried *prosciutto* and polenta and various farinaceous dishes, among which sweet *hubanca* is the most popular. Wine celebrations have two peaks: St. Urban's Day (25 May) and St. Martin's Day (11 November). At St. Urban's Day, the traditional event Brda & Wine takes place in Šmartno.



LAŠKO

AT THE CONFLUENCE OF GOOD AND ACCESSIBLE



In their tourist offer, the global community strives to provide thorough and broad means of accessibility for people with disabilities, the elderly and all persons impaired in different ways. In 2013, the theme of selecting destinations of excellence was linked precisely with accessible tourism, and Laško became such a destination of excellence in Slovenia. The town is famous for two spas, Thermana and Rimske Terme. The Rimske Terme spa was known already in Roman times, while the spa in Laško started to develop in 1854. They are well connected with the local growers and manufacturers, who are not only food suppliers, but they lead spa guests to their homesteads, including those with disabilities. The same applies to the old town centre, which physically disabled wheelchair users can visit with ease. For the blind and partially sighted, the garden of honey plants in the spa park is equipped with Braille.

Pampering with bees

The Terme Laško spa offers a special kind of wellness pampering with honey. A visit to the old city centre of Laško, with its Church of St. Martin and museum collection, provides a special set of experiences. Above the town is a castle, where a high-quality catering offer is developed and weddings

are organised. Laško is an excellent starting point for numerous shorter and longer trips into the hilly surroundings filled with farms, villages and amazing views. Even just sitting by the River Savinja with a pint of Laško beer can be a unique experience and an excellent means of relaxation from everyday stress.





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The foam on the best beer!

Laško is the biggest Slovenian centre of the beer-drinking culture. The brewery Pivovarna Laško, which was founded in 1825, operates in this town. Every year it organises a large tourist and entertainment event, Beer and Flowers, which lasts for several days and is the largest beer-drinking holiday in Slovenia.



Natural foods

From the agrarian surroundings of Laško come honey, other bee products, cheeses, dried meats, herbs and other foods. If you are in Thermiana, don't forget to try at least one honey pie, a typical house dessert.



IDRIJA

LIFE WITH IMMOVABLE CULTURAL HERITAGE



In 2011, the list of winners of the EDEN selection included Idrija, a town which, since 1490, had the second largest mercury mine in the world. After the closure of the mine, its preserved technical heritage has been accessible to tourists. Another great feature of Idrija is the making of bobbin lace, a tradition which is still alive today, and in the past was an important complementary economic craft and creative activity of mining families. Since 1876 there has been a Lace School in Idrija; the oldest functioning school of its kind in Europe. The Idrija Museum at the Gewerkenegg Castle holds an excellent collection of exceptional artefacts relating to the rich heritage of mining and lace-making in Idrija.

What is it like to be a miner?

The public tour of the mine, or Anthony's Shaft, which is the oldest part, is a first-class experience. Visitors are also shown a large water wheel or kamšt, and the largest steam machine in Europe is preserved here, as well as a mercury ore smeltery and many other artefacts which helped to place Idrija on the list of UNESCO World Heritage Sites. Speciality are the klavže, which are barriers on the Idrijca, Belca and other rivers. These barriers were first made of wood, and then from masonry since the second half of the 18th century, and were intended to occasionally dam large quantities

of water for floating timber to the Idrija mine. 785-metre-long lake filled behind the biggest barriers. With a single descent of water a wave floated approximately 13,000 cubic metres of wood to Idrija in 15 to 20 minutes.





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Anyone who doesn't taste the *žlikrofi* is not really in Idrija!

Žlikrofi have been a typical Idrija dish since the end of the 18th century. These are dough pockets with potato filling flavoured with onion, fat and spices. They also have a characteristic shape and are protected by the EU geographical indication. Characteristic meat sauce or *bakalca* goes well with *žlikrofi*; the sauce is most typically made from mutton or rabbit meat. There are two more typical dishes in Idrija: *smukavc*, a seasoned stew made from cabbage and potatoes, and *želševka*, an excellent spring cake with a chive filling. A bitter alcoholic drink, *geruž*, is a reminder of mining days. Among the newer Idrija specialities is an excellent chocolate cake *Rezi*, which is decorated with sugar lace.



Don't miss the display of lace!

Two traditional festivals in Idrija are dedicated to local specialities. In June, the Idrija Lace Festival takes place and consists of several competitions and educational and exhibition contents, and the Idrijski Žlikrofi Festival is organised in August, when you can try your hand at making this Idrija dish and, above all, you can eat plenty of it!

KOLPA

FEEL THE RIVER



In 2010, the European Commission launched a selection of destinations of excellence on the topic Aquatic Tourism. This was perfect for Slovenia, where the country's abundance of waters and its coexistence with waters is strongly emphasised in the development of tourism. Therefore, the preservation of water wealth is among the fundamental principles of our developmental sustainability. That year the winning destination in Slovenia included all regions where flows the Kolpa, a river which forms the border between Slovenia and Croatia. It is a biologically very diverse area: from rapids, canyons and dams to the calm current of an extremely clean river, which in summer is very pleasant for swimming. On its 113-kilometre long path, the river runs across numerous natural treasures and brings closer our heritage of mythical heroes and legendary creatures, people who are famous for their typical hospitality, and various cultures.

Variety of experiences

The upper stretches of the river provide options for adrenaline water sports, particularly kayaking and rafting. Even the calmer lower part of the river offers pleasant opportunities for boating and rafting rides. Villagers from Bela Krajina demonstrate the decorating of Easter eggs or pisanice. You

should also seek out those special individuals who still know how to weave cloth on the loom, and the makers of Bela Krajina embroidery, who help shape the heritage of this typical Pannonian culture.





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Where lambs and piglets are roasted on a spit

Roast lambs and piglets on a spit are the main characteristic food of the area by the River Kolpa. Bees in the vast forests collect the Kočevje forest honey, which is protected with the EU geographical indication. A flat cake belokranjska pogača also has this indication and together with belokranjska povitica and prosta povitica it is a common dish at receptions and is offered as an expression of hospitality. In the area of Kostel a tasty stew or čušpajz is made as well as an excellent kostelska rakija, a local type of brandy. At Easter time kostelski želodac is typically prepared, and is also becoming increasingly common on days other than those of Easter. A similar dish in the Črnomelj area is a filling called nádev.



Don't miss the dance with folklorists!

Throughout the entire River Kolpa area there are several folklore groups, who preserve the dance heritage of this part of Slovenia. The greatest folklore event is the Jurjevanje Festival in Črnomelj.

SOLČAVSKO

PROTECTED HARMONY OF THREE VALLEYS



Protected areas cover more than a tenth of Slovenia, while more than a third of the country is covered under the Natura 2000 programme. The development of tourism in these areas must be particularly carefully planned and targeted, in order to protect the habitats of endangered plant and animal species and all exceptional biodiversity. National, regional and landscape parks and nature reserves contribute greatly to this end, and they can be great examples of the preserved natural environment in proper harmony with humans. In 2009, the title of the European Destination of Excellence was awarded to Solčavsko, as the theme of the contest was related to tourism in protected areas. Solčavsko consists of three Alpine glacial valleys, namely Logar Valley, Robanov kot and Matkov kot. During the summer months these are suitable starting points for excursions and hiking tours. They also offer possibilities for mountain biking or just a relaxed stay on the tourist farms in a preserved natural environment between the mountains.

Experiences of pristine nature are the most beautiful ones

Enjoying the beauty of nature is the central unforgettable experience of Solčavsko. From the panoramic road we can enjoy stunning views of all

three valleys. You can stop at many hospitable tourist farms, and also visit the highest-lying farm in Slovenia, Bukovnik Farm at an altitude of 1327 metres. Even a trip to Potočka zijalka, a natural cave where traces of prehistoric men were found, can offer the opportunity to understand how life with nature was lived in times long gone... On the pastures you can meet sheep of the indigenous Jezersko-Solčava breed or admire the forests of mountain wood, mainly spruce and larches. This timber receives special attention in Solčavsko and is used to enrich not only living but the entire cultural environment and various wood products.





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Harmony also on the plate

The food culture of Solčavsko contains many specialties, among which the first place is held by an excellent dried meat product called *dzgornjesavinjski želodec*, which is protected with the EU geographical indication. The uniqueness of its flavour lies not only in the high-quality pork and bacon with which it is stuffed, but especially in the drying process. Farmers take advantage of the favourable conditions of the pre-alpine climate and microclimate in the spaces where the meat is dried. A kind of semi-durable salted and spiced cottage cheese with added cumin, called *mohovt* or *mohod*, is very tasty and is excellent as a spread on bread or as a side dish to accompany the local meats. The most luscious dessert is *ajdnek*, a folded cake made of buckwheat dough and filled with walnuts and honey.



Don't miss the events with nature!

The main festival is the Days of Solčava, consisting of various features and events. Don't miss the procession on Palm Sunday in Ljubno ob Savinji, where locals carry the figure-shaped Palm-Sunday bundles, a specialty not only in Slovenia, but also in a wider area. The Raftsmen's Ball in Ljubno ob Savinji is a traditional tourist event that has been taking place regularly for several decades and is based on the heritage of floating timber on the River Savinja all the way to the Danube.



THE SOČA VALLEY

A VALLEY OF PEACEFUL STORIES



The Soča Valley became a European Destination of Excellence in 2008 in the field of tourism and local intangible heritage. Tourist service providers along one of the cleanest Slovenian rivers intertwined the cultural heritage of local customs and traditions, knowledge and beliefs, historical awareness and geographical horizons, traditional skills and crafts with peaceful stories of the environment where once the Isonzo Front raged during the First World War. Preserved testimonies about the Front and the paths that lead tourists, mountaineers, hikers, kayakers and others across this mountainous region, reveal to the modern man a view into the wealth of nature and the diversity of culture which can be changed or even destroyed by human greed and the incomprehensible stupidity of war, anywhere and at any time. Therefore, the Soča Valley provides peaceful stories that deflect a person's thoughts from considering conflicts to contemplating the amenities of the natural environment, where the emerald River Soča plays the main role.

Testimonies of global conflict

Testimonials about the battlefields of the Isonzo Front are presented in the Museum of the First World War in Kobarid and in the high mountain environment where there are some preserved original remains. There are

testimonials regarding the southwestern front on the 93-kilometre front line from May 1915 to October 1917. In this area there were twelve major offensives and German armies with the Italian armies.





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between the Rombon and the Adriatic Sea
or clashes between the Austro-Hungarian

Nature on the plate

The River Soča is home to the indigenous marble trout (*Salmo trutta marmoratus*), which belongs to an endangered species of fish and is protected; its catch is determined by the minimum size of 40 cm. The Soča Valley is home to quite a few culinary specialties. Based on the rich heritage of mountain cheese production, Tolminc cheese and Bovec cheese are produced, both protected with an EU geographical indication. The first written testimony about Tolmin cheese dates back to the 12th century, and Bovec cheese is mentioned in sources from the first half of the 14th century. An important component influencing the nutritional image of the valley is also sheep and goat breeding. Another speciality is potatoes called čompe, which is served cooked with cottage cheese. Sweet kobariški štruklji and bovški krafi stand out among the farinaceous dishes. Krafi are cooked dough pockets stuffed with walnuts, raisins, honey and spices or dried pear. Bulje are also similar to dough pockets, and stuffed with cooked dried pears and plums, spices, sugar, chocolate and walnuts. In Kobarid there are many excellent inns and restaurants, which are joined in the Kobarid circle. Among them is Hiša Franko in Staro Selo near Kobarid, where the resident chef is the famous Ana Roš, who was chosen as the best chef in the world for 2017 by the Restaurant magazine.



Don't miss the culinary pleasures

In Kobarid a special kind of culinary festival is organised in September, called the Food and Art Festival. Every year, some particular food specialties of the valley are emphasised and connected to the festival programme. The oldest mass event by the River Soča is the Night on the Lake in Most na Soči, which is a typical events collage that is now approaching half a century of continuous organisation.



KRANJ

The city where the greatest Slovenian poet, dr. France Prešeren (1800–1849), ended his life's journey. The seventh stanza of his poem Zdravljica (A Toast), which has an exceptional international humane message, also forms the lyrics of the Slovenian national anthem. Kranj, the old city on a conglomerate promontory at the confluence of the Sava and Kokra rivers, offers numerous memorable contents from several periods of historical development to the present day.

Discover the tunnels under the city

One of the attractions of Kranj is the tunnels under the city that were built during World War II and today are used for various events and sightseeing tours. In memory of the poet Prešeren, don't forget to try the delicious chocolate-coated Prešeren figs, which are a reminder of the poet who walked through the city while children called after him: "Doctor, give us a fig!"

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RADOVLJICA

Another centre of the Gorenjska region above the River Sava, with the majestic scenery of the Triglav mountains on one side and Stol with the Karavanke mountains on the other. Radovljica is an important beekeeping centre which boasts an Apicultural Museum, and a preserved old town centre, where beautiful gingerbread hearts and other gingerbread products are still produced in the basement of the Lectar Inn. The Gorenjska chocolate factory can be found in the neighbouring town of Lesce.

The town where you lick your lips at least twice!

Once because of the chocolate and once because of the excellent honey. The Chocolate Festival is organised in Radovljica in April. The gastronomic offer in general is very well-developed. There are three interesting museums: the Museum of Apiculture in Radovljica, the Iron Forging Museum in Kropa, and in Begunje the Museum of the Avsenik Brothers Ensemble, the pioneer of popular folk music in Slovenia and in the world.

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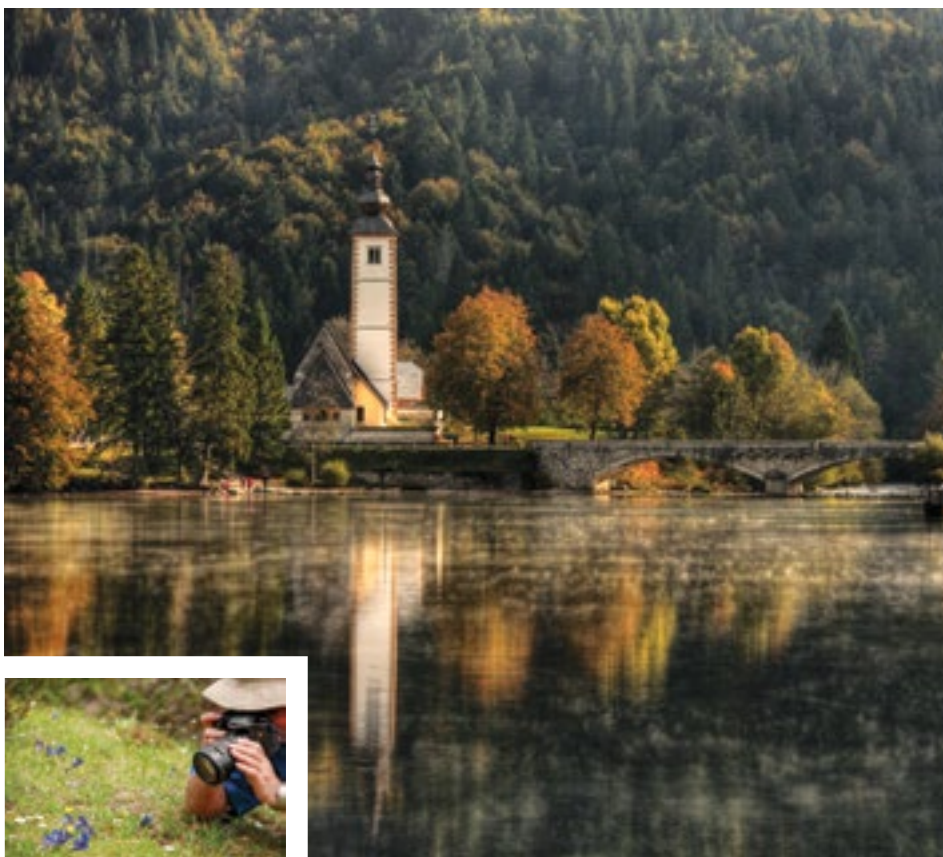
BOHINJ

Bohinj is a region with two valleys in the heart of the Julian Alps and in the Triglav National Park. Surrounded by high mountains, one of the most recognisable symbols of Slovenia, it also boasts the crystalline Lake Bohinj, into which the waters of the Triglav mountain range flow. It is surrounded by forests, and its meadows and pastures are rich in flowers. Trails invite you to visit the mountains and to ski in the winter. Summer swimming in Lake Bohinj is an unforgettable relaxation in nature.

Blooming festival

The Cow Ball, which is the oldest tourist event in Slovenia, draws attention to the centuries of Alpine dairy-farming culture. In May and June, the Wild Flower Festival is organised, which provides a unique meeting of modern man with nature. For body and soul the residents of Bohinj offer products with the brand Bohinjsko/From Bohinj, which can be great keepsakes of your experience in this Alpine world.

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TOLMIN AND KOBARID

Two important centres in the Soča Valley, a place of emerald beauty in the heart of the mountains. Numerous tourist and hiking trails lead from Tolmin at the confluence of the rivers Soča and Tolminka. Visits to precipitous channels with the rapids of the Godiča, Tolminka and Zadlaščica watercourses provide outstanding natural experiences, and from the hill of Kozlov rob you can enjoy a gorgeous view of the town and part of the Soča Valley. Kobarid is a pleasant town with characteristic Alpine and Mediterranean architecture. Above the town is an impressive ossuary with the mortal remains of soldiers who fought on the battlefields of the Isonzo Front in the First World War.

Kobarid culinary circle

Don't forget to visit the intimate Church of the Holy Spirit at Javorca by Zatočin, which was built by soldiers in 1916 as a memorial church for Austro-Hungarian soldiers fallen at the Isonzo front. This masterpiece with a backdrop of outstanding natural mountain scenery is an inspiration to meditation. In Kobarid you will be pampered with culinary delights. In Hiša Franko in Staro Selo you will enjoy the flavours prepared by Ana Roš, the best chef of 2017.

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KARST

The Karst is the region between the Gulf of Trieste, the Brkini Hills and the Vipava Valley. In expert terms it is also referred to as the basic Karst, since this Slovenian name has been given to a number of specific natural phenomena and events in nature. The word karst passed from Slovenian to many other languages in the world and gave a name to karstology, a branch of science which deals with the exploration of karst phenomena. However, not only underground caves, rivers and lakes, karst fields and sinkholes are typical of the Karst terrain. The basic karst material, rock, marks a number of karst settlements that are a monument to the mode of expression and the stonecutting skills of the Karst region.

Karst prosciutto and Teran for the holidays and every day!

The Karst has three basic culinary specialties. First is a dry-cured ham, dried in the Karst bora wind, called Karst prosciutto. The best way to wash down the flavours of Karst prosciutto is with the indigenous Teran red wine, which receives all of its characteristics from the karst terra rosa soil and the specific climatic conditions of this Slovenian region. And finally, kraški brinjevec, a strong alcoholic drink made from juniper berries, which dispels all bacteria and other ills of modern life. All three are geographically protected by the EU.

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GREEN KARST

The Green Karst combines the regions covered by the Notranjska region with numerous karst natural characteristics. The intermittent Lake Cerknica and Pivka lakes, the famous Postojna Cave, Pivka Cave, Križna Cave and Škocjan Caves, the Lož Valley and the Bloke Plateau, Ilirska Bistrica with the Brkini Hills. There are extensive forest areas with bear dens and the habitats of deer and other wild animals. Until the beginning of the Second World War, the Bloke Plateau had a well-developed ski culture, considered to be one of the oldest in the world because for the inhabitants skis functioned as winter footwear and a means of transport.

The lake disappears and appears again

It is difficult to find so many karst phenomena in one place. Therefore, it is not surprising that some caves were accessible for visits even before world tourism began to develop, and that the polymath Valvasor wrote about Lake Cerknica at the end of the 17th century. The Military History Park in Pivka exhibits a lot of what we wish had never been used for the destruction of nature and man.

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DOLENJSKA DELIGHTS



In the area of Trebnje and in the Mirna Valley, a new unified market brand was developed called Dolenjska Delights, which combines the best local and regional food, drink and craft products. In addition to the main shop in Trebnje, they offer a wide range of regularly certified products at several other points of sale.

Land of Hayracks

The lawn in front of Šentrupert in the Dolenjska region displays hayracks from this area. A hayrack is a typical structure for drying and storing hay and some other products, which today is gradually losing its usefulness due to changes in farming practices. Thus, a unique museum park was created with these structural masterpieces, which are impressive examples of the symbiosis of functionality and aesthetics, knowledge and woodworking skills.

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THE KOZJANSKO REGIONAL PARK



Kozjansko was named only after the Second World War. Because of its general underdevelopment the region preserved its extremely hilly natural environment with meadow orchards and high-stem apple trees of old varieties. Each year, in the second week in October, the Kozjansko Apple Festival is organised in Podsreda. This is the central event of the Kozjansko Regional Park. Residents also develop viticulture.

The castle of castles

The Podsreda Castle is one of the few castles in Slovenia that are still preserved from the Roman period. It was in very poor condition, but the reconstruction efforts in the last thirty years gave the castle the opportunities for a variety of new contents. Thus, a rich cultural activity in the castle allows it to carry on its new vital life.

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www.kozjanski-park.si



BETWEEN POHORJE AND BOHOR



Seven municipalities between Pohorje and Bohor have come together in a joint tourist offer covering a very diverse area, with Slovenske Konjice and Šentjur as two important centres. In Vitanje a modern Cultural Centre of European Space Technologies is in operation, and important centres of tourism in the Zreče Pohorje are Zreče, with its spa, and Rogla, which is one of the most visited summer and winter centres. In the neighbourhood of Slovenske Konjice, extends Zlati grič with its vineyards and a wine cellar, and the remnants of the former Carthusian monastery in Žiče can be found in the vicinity. Another important thermal spa in this area is Terme Dobrna, and in Dobje you can enjoy unspoiled nature and various forms of eco-tourism.

What's cooking in the pot?

One of the typical dishes of Zreče Pohorje is pohorski lonec (Pohorje pot). Based on the nutritional heritage of Skomarje, the dish was invented by a chef called Darinka Orlačnik in 1996. Today, this delicious stew is the main culinary specialty and a competition in preparing this dish is organised at Rogla every year.

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ŽIČE CHARTERHOUSE



The Margrave of Styria, Ottokar III of Styria, founded the Žiče Charterhouse around 1160 in the idyllic valley of St. John (Domus Valle Sancti Johannis). It was the first monastery of this order outside of France and Italy, and the oldest in Central Europe. At the end of the 14th century, the monastery even became the seat of the Prior General of the Carthusian order. In 1782, Joseph II abolished the monastery. Many written sources and about 120 preserved medieval manuscripts, incunabula and parchments prove the importance of the monastery and explain the four centuries of its significant religious and cultural mission.

Visit the oldest Slovenian inn

The material testimonies of the monastery complex have been slowly updated and receive a variety of content. A cellar of sparkling wines has been arranged in one of the cellars and the oldest Slovenian inn, Gastuž, still operates in the building outside the walls of the monastery.

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<http://tic.konjice.si>



VELENJE

The city started to be built according to the urban development plan from 1957, and from 1981 to 1990 it was called Titovo Velenje (Tito's Velenje). In addition to the lignite mine in Velenje, where coal mining started after 1885, a thermal power plant was built in Šoštanj in 1956, and 1960 marked the beginnings of the Gorenje factory in Velenje, which has developed into a major international industrial complex. Velenje is the centre of the Šalek Valley.

Lucifer Chocolate

In Velenje operates Lucifer Chocolate, one of the best Slovenian chocolatiers. They produce top-quality pralines and chocolates of various flavours, and in the city centre they pamper guests in their café and chocolate shop, which is also an events venue in the evenings.

tic@velenje.si
www.velenje-tourism.si



MEŽICA

Since 1993, the abandoned lead and zinc mine in Mežica has been an excellent example of environmental care and the inclusion of new tourist programmes and contents. The mine was one of the last large mines in Europe. Mining and processing of lead ore heavily degraded the natural environment and worsened the living conditions of the inhabitants. Following its closure, the mine was assigned to the tourism industry and now the visitors can take the mine train 3.5 kilometres underground, and then continue with a walking tour of the mine. Visitors can even cycle in the mine and canoe in the tunnels that were flooded with clear water after its closure.

Relaxation at Koroška tourist farms

The mountainous landscape with forests and meadows, mountain farms and the hospitality of the hosts charms everyone who visits this part of Slovenia. Guests are served with typical Koroška dishes and fruit must, and blueberries soaked in brandy are practically mandatory as a greeting upon arrival.

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SLOVENSKE KONJICE



The picturesque Styrian town of Slovenske Konjice with its old town centre is one of those that boasts the Entente Florale, international prize for towns with the most beautiful landscape. In 2014, the local inhabitants were awarded the Gold Medal for having developed the culture of landscaping. Slovenske Konjice is situated in the middle of the Dravinja Valley, between the mountain of Konjiška gora and the »golden« wine-growing hills of Škalce. It was first mentioned as a market town in 1146. Today, it is characterised by a high-quality experience of cultural heritage and by the efforts of the local people, who have created a range of cultural diversities in an environment enriched both by historical monuments and different modern interpretations of the local culture. Slovenske Konjice was one of the finalists of the EDEN competition in 2017.

Old town centre and wine-growing hills

The monastic library hosted some 2,000 manuscripts, which were moved to the Austrian city of Graz in the middle of the 16th century.

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<http://tic.konjice.si>



PTUJ

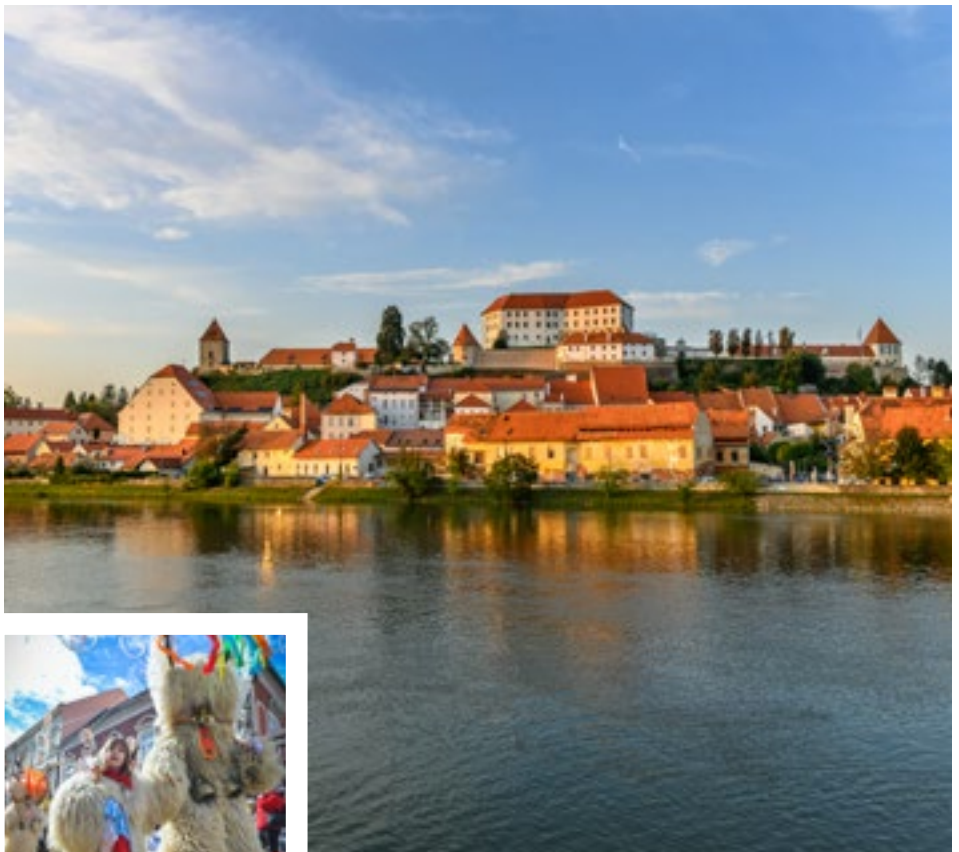


The town by the Drava River was first mentioned in writing in 69 AD. Inhabited already in the late Stone Age, its heyday came during the times of the Romans, who constructed a military camp there around 15 AD. It was not only a military fort, but also a transportation and commerce hub, serving as a post on the Amber Road, the trade route that connected the Baltic with the Adriatic.

Where a shovel is planted, remains of ancient heritage are found

With its wine cellars, it also became an important hub for the wine trade. The most famous tourism event in Ptuj is the carnival of Kurentovanje, named after the main Shrovetide character of kurent or korant, originating from the villages of the Drava Plain, the Ptuj Plain and the region of Haloze. The Ptuj carnival in its modern form was introduced after World War II, and is undoubtedly the largest Shrovetide festival in Slovenia.

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DOLENJSKA



Dolenjska is a region in the south of Slovenia, full of picturesque hills and vineyards. Its landscape is dominated by the Krka River, the namesake of a globally renowned pharmaceutical and tourism company headquartered in Novo mesto. The company owns thermal resorts in the townships of Dolenjske Toplice and Šmarješke Toplice and contributes to the development of high-quality tourism in the region.

You haven't been to Dolenjska till you've tasted Cviček!

Dolenjska was one of the finalists of the EDEN competition in 2019, due to its numerous tourist activities: Developing tourism in vineyard cottages called zidanice; growing a vegetable garden near the Otočec Castle, the only water castle in Slovenia; renovating the old town centre of the Dolenjska capital of Novo mesto; Franciscan friars will show you their renowned library in Novo mesto; tourist guides will invite you to board a raft on the Krka River; you can admire the famous painting of the Italian painter Tintoretto in the Novo mesto Capital Church or be enthralled by the outstanding archeological artefacts in the Museum of Dolenjska. A glass of Cviček is best accompanied by the food typical of the region and developed under the Dobrote Dolenjske brand.

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www.visitdolenjska.eu



SENIORS, WELCOME TO THE EUROPEAN DESTINATIONS OF EXCELLENCE – EDEN55PLUS

We invite you to listen to the joint story of EDEN pilot destinations in Slovenia, Austria and Croatia. Genuine contact with nature, tradition and the identity of the European destinations of excellence is a source of unforgettable experiences.



Discover the wealth of Idrija heritage with an elegant sheen of geopark.

Listen to the stories of the centuries-old connection between people and nature in the bosom of the Alps, in the region of Logar Valley – Solčavsko.

Touch the River Kolpa and experience its charms.

Be seduced by the diversity of life in the Northern Velebit National Park.

Indulge in the colourful range of activities of the Styrian Volcano Land.

With a sense of responsibility towards the natural and cultural environment, we have approached the creation of joint tourist stories with an emphasis on sustainable development. We have relied on our partners' extensive knowledge and seniors' life experience.

The preparation and implementation of sustainable tourism programmes is based on genuine and in-depth experiences for selected groups of seniors (the pilot project included women and couples from Italy) in the calm period of the year, outside the main tourist season.

The development of the network of (cross-border) tourist products for seniors in the pilot EDEN destinations was encouraged by partners from four countries with the project »EDEN55plusNW«. Links between various stakeholders have been established in order to upgrade the cooperation in European Destinations of Excellence.

The connection and joint work of tourism service providers from different EDEN destinations exceed the stories of just one area. Connected with good practices of sustainable development, these stories grow from small local stories into major connections of the international model of the development of the rural environment. The model of the development and cooperation of cross-border EDEN destinations and the model of establishing tourism products are transferable to other EDEN destinations across Europe.

The established networks of small and medium-sized tourism businesses and travel agencies and tourist information points will in the long term provide the quality of services and experience of working with selected groups of seniors over 55. The network of senior citizen organisations in all four countries will pay constant attention to the offer customised for their members.

The project is implemented through the **COSME Programme** - the European Program for the Competitiveness of Enterprises and Small and Medium-sized Enterprises in Europe.

Partners: Development Centre of the Heart Of Slovenia (SI – leading partner), Verein zur Förderung des Steirischen Vulkanlandes (AT), Stadtgemeinde Feldbach (AT), Idrija Heritage Centre (SI), Northern Velebit National Park Public Institution (HR), Universitadelle Liber Eta Ausser di Trieste (IT), PROVITAL (SI), M Agency (SI)

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