



I FEEL  
SLOVENIA

# DIGITAL TRANSFORMATION OF THE SLOVENIAN TOURISM

**Ana Savšek,**  
Head of content digital marketing department,  
Slovenian Tourist Board

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# Slovenian Tourist Board

National tourism organisation, which promotes tourist offer of Slovenia in foreign markets and assures sustainable development of Slovenian tourism.



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COMMITMENT TO RESPONSIBLE,  
GREEN AND SAFE TOURISM IN  
SLOVENIA

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Condé Nast  
**Traveler**

Slovenian among 10 sustainable destinations to visit in 2021

“This compact Central European country, with its chocolate-box mountain scenery and medieval fairytale villages, punches above its weight in the conservation stakes.”

**Forbes**

Slovenia on a 8 Bucket-List Vacations For Wine Lovers

“Awarded European Region of Gastronomy for 2021, Slovenia is the underrated country that should be on every oenophile’s radar for this year and beyond.”

lonely planet

Juliana Trail named one of the best hiking routes in 2021

“Juliana Trail is poised to show off the country’s more rugged and charmingly rural side as it carves its way through the Julian Alps before passing by remote villages and ice-blue glacial lakes.”

  
**THE TIMES**

Slovenia listed among 10 best foodie holidays for 2021

“Slovenia may seem like a culinary curveball, but don’t write off this rising star with its medieval and imaginative Michelin-starred dining.”

**yahoo!**  
finance

Slovenia is “The eco-friendly destination to visit in 2021”

“Its eco-credentials include the capital of Ljubljana being anointed Europe’s Greenest Capital in 2016 by the EU and that was the year it also became the world’s first ‘Green’ country.”

 **INDEPENDENT**

Independent: why the Vipava Valley should be top of your Slovenian travel bucket list

“It’s a sublime example of why this idyllic region of Slovenia, 50 minutes from the capital Ljubljana, is making a name in the world of tourism.”

Condé Nast  
**Traveler**

Slovenia The best holiday destination for 2021

“Michelin-starred food and old-world wine make this an exciting up-and-comer.”

 **NATIONAL GEOGRAPHIC**

National Geographic: a chef’s guide to Slovenia, the culinary destination for 2021

“Chef Ana Roš has become something of a de facto food ambassador for Slovenia, championing the zero-kilometre policy at which the country excels from her restaurant Hiša Franko.”

**Forbes**

Slovenia among the 20 best places to travel in 2021

“It’s a top destination for 2021, thanks to leading by example in areas like sustainable tourism.”

**The Guardian**

Slovenia listed as a destination to go in 2021

“On Fridays, Odrpta Kuhna (Open Kitchen) in Ljubljana would normally take over part of the square and as many as 20,000 people would descend on a pop-up food fair with dozens of stalls selling everything from sauerkraut and Kranj sausage to šmorn.”

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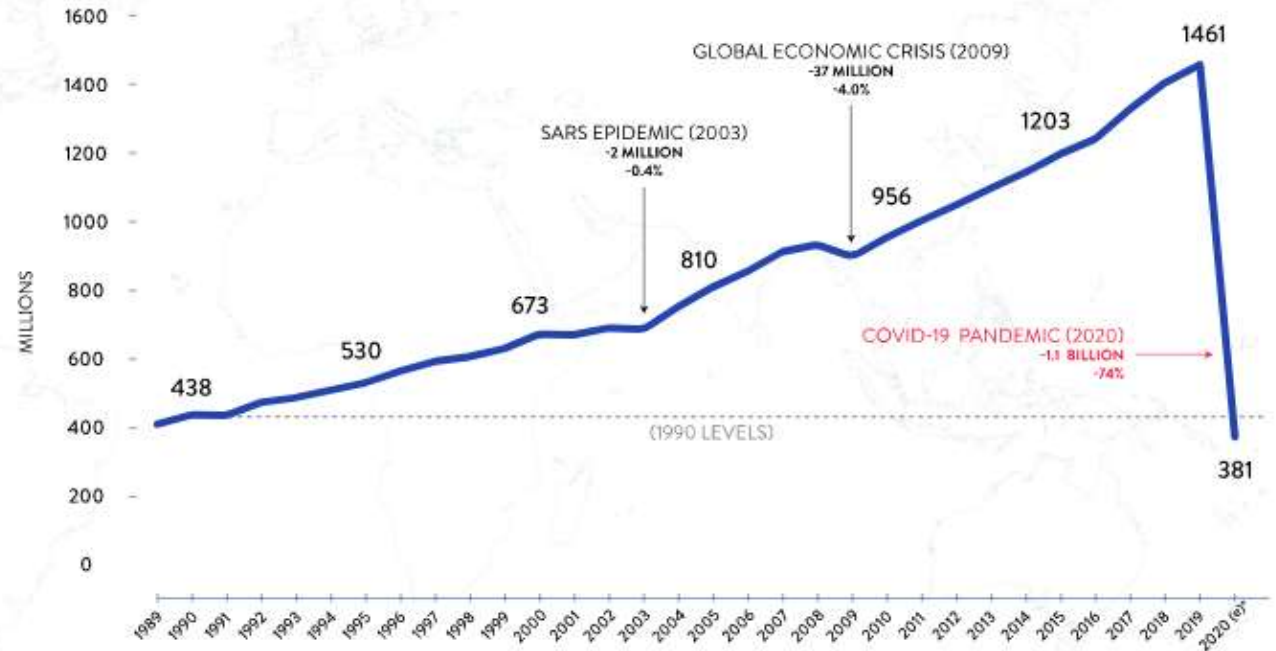
*Slovenia is*

GREEN  
BOUTIQUE

*Destination for*  
UNIQUE EXPERIENCES

# COVID-19 IS THE WORST CRISIS IN TOURISM SO FAR....

## INTERNATIONAL TOURIST ARRIVALS (MILLIONS)



(e) Estimate  
\* Data for 2020 is preliminary and based on estimates for countries which have not yet reported results.



SOURCE: VARIOUS UNWTO INDICATORS  
JANUARY 2021

# STRONG GROWTH OF SLOVENIAN TOURISM IN 2019

**6,22 mio**

ARRIVALS TOTAL

+ 5,0 %

**15,77 mio**

OVERNIGHT STAYS TOTAL

+ 0,5 %

TOURISM EXPORT

**2,75 mrd EUR**

+ 1,8 %

January - December 2019

**4,70 mio**

FOREIGN + 6,3 %

**1,52 mio**

DOMESTIC + 1,3 %

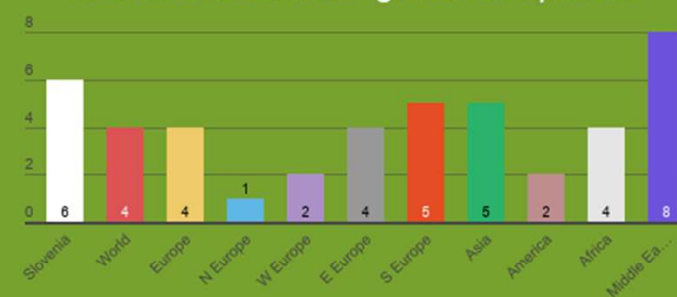
**11,37 mio**

FOREIGN + 1,7 %

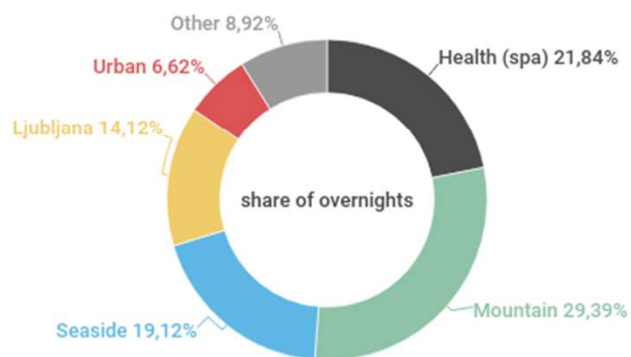
**4,40 mio**

DOMESTIC - 2,5 %

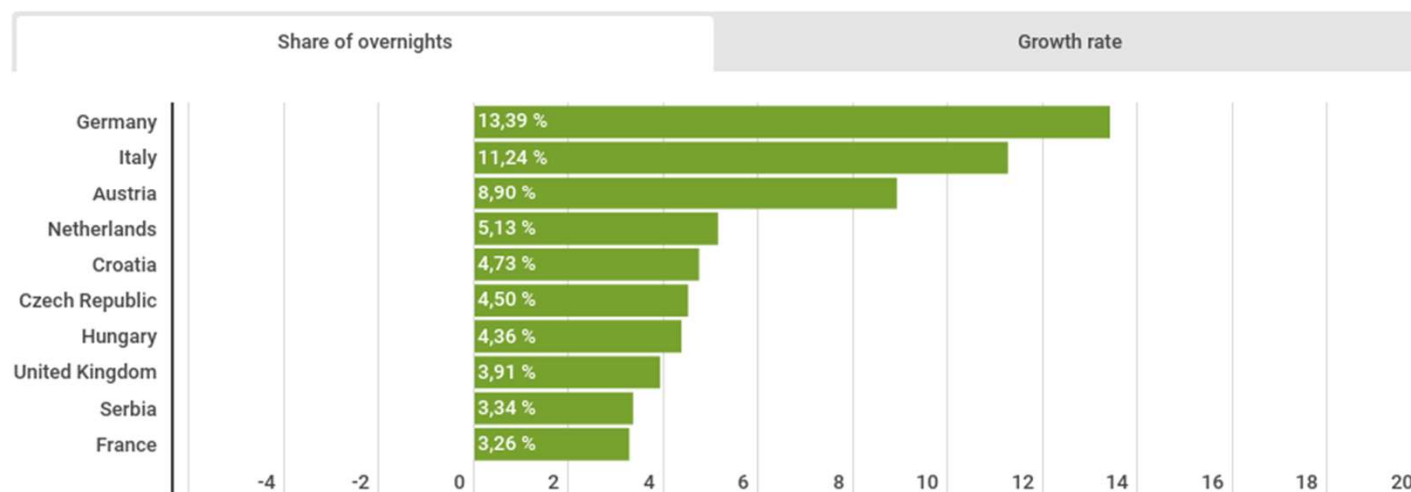
International arrivals - growth comparison



Share of overnight stays by type of municipality



Markets ranged by share of overnight stays and growth rate



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# NEW REALITY

## SLOVENIAN TOURISM IN 2020

Marked by the outbreak of COVID-19

TOTAL ARRIVALS  
**3,06 mio**  
-50,8%

**1,21 mio** FOREIGN -74,1 %  
**1,84 mio** DOMESTIC +21,0 %

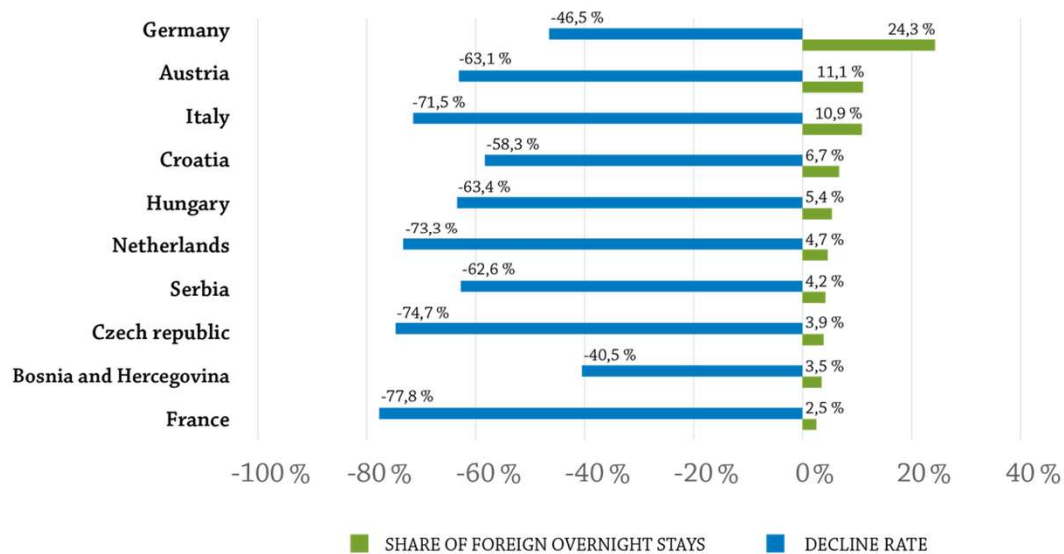
TOTAL OVERNIGHT STAYS  
**9,20 mio**  
-41,7%

**3,35 mio** FOREIGN -70,5 %  
**5,85 mio** DOMESTIC +32,8 %

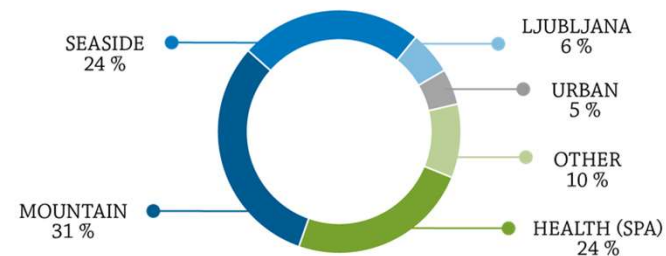
TOURISM EXPORT  
**1,08 bil EUR**  
-60,7 %



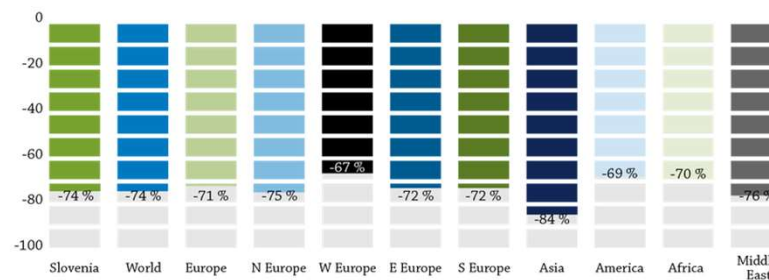
### MARKETS RANGED BY SHARE OF OVERNIGHT STAYS AND GROWTH/DECLINE RATE



### SHARE OF OVERNIGHT STAYS BY TYPE OF MUNICIPALITY



### International arrivals growth comparison





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# RECOVERY AND RESILIENCE PLAN FOR SLOVENIAN TOURISM



# FIVE PILLARS OF RECOVERY AND RESILIENCE



NEW REALITY

**PROVIDING A SAFE,  
SUSTAINABLE, AND  
ATTRACTIVE  
EXPERIENCE**



TOURISM RESET

**MITIGATING THE  
CONSEQUENCES OF  
THE CRISIS,  
ADAPTING BUSINESS  
OPERATIONS**



TOURISTS AFTER  
COVID-19

**UNDERSTANDING  
CONSUMERS  
AND NEW  
SEGMENTATION**



TOURISM 5.0

**MAXIMISING  
THE USE OF  
DIGITAL  
TECHNOLOGY**



MARKETING

**BUILDING  
RELATIONSHIPS  
WITH TOURISTS AND  
LOCAL COMMUNITIES**

## MARKET adjustment

- New markets (domestic, nearby markets)
- Campaign My Slovenia for domestic market
- New segmentation

## Adjustment of PROMOTION

- Digital campaign, social media
- TV campaign, printed media, OOH


## Redefinition of MESSAGES

- Safety, sustainability, unique experiences



**SLOVENIA.**

*In the heart of Europe.*



SLOVENIA OUTDOOR

AKTIVNA DOŽIVETJA  
NA PROSTEM



SLOVENIA SPAS

ZDRAVJE &  
DOBRO  
POČUTJE




SLOVENIA MEETINGS

POSLOVNA  
SREČANJA IN  
DOGODKI



SLOVENIA NATURE

DOŽIVETJA NARAVE



SLOVENIA CULTURE

KULTURA & MESTA



TASTE SLOVENIA

GASTRONOMIJA



SLOVENIA COUNTRYSIDE

TURIZEM NA  
PODEŽELJU



SLOVENIA TOURS

RAZISKOVANJE,  
TURE



SONCE IN  
MORJE

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# AMBASSADORS OF SLOVENIA



## Involving key industry sectors

- Accommodations – hotels, apartments, camps, glampings, tourist farms etc.
- Restaurants
- Transport (airlines, taxis, buses, trains, parking lots, bicycles, route planning...)
- Travel agencies
- Meeting organizers - DMC, event agencies
- Activity providers
- Attractions
- Tourist organizations: Slovenian Tourist Board, Destination Management & Marketing Organisations
- Associations



# JULIAN ALPS DIGITAL DESTINATION

## JULIAN ALPS TRIGLAV NATIONAL PARK

### FOKUSI DIGITALIZACIJE

(brez digitalizacije doživetij, podjetij, širših področij javnih služb)

DIGITALNA DESTINACIJA JULIJSKE ALPE

PLATFORMA KOLEKTIVNE BLAGOVNE ZNAMKE

PREMIUM PROIZVODOV, STORITEV IN DOŽIVETIJ  
BAZA + SPLETNA PRODAJA + LOGISTIKA  
DOBAVITELJSKIH IN PRODAJNIH VERIG  
(KMET/OBRтник – HOTEL-TURIST)

DIGITALIZACIJA IN INTEGRACIJA PODATKOV V PODORO  
TIC, MARKETINGU & RAZVOJU  
VIRTUALNI ASISTENT

DIGITALIZACIJA POSLOVANJA TURISTIČNIH PODJETIJ  
(HOTELI, PENZIONI, AGENCIJE...)

DIGITALIZACIJA MONITORINGA & USMERJANJA OBISKA  
NA IN MED TOČKAMI OBREMENJENOSTI

TRAJNOSTNI DIGITALNI PROMET  
PARKIRIŠČA – SHUTTLE + JPP + IJPP + KOLO+E-KOLO + NAČRTOVANJE POTI

INTEGRALNA & HIBRIDNA KARTICA GOSTA IN OBČANA JULIJSKIH ALP  
POTOVALNA + INFO + BONITETE + NAKUPI

DIGITALNI HUB JULIJSKE ALPE

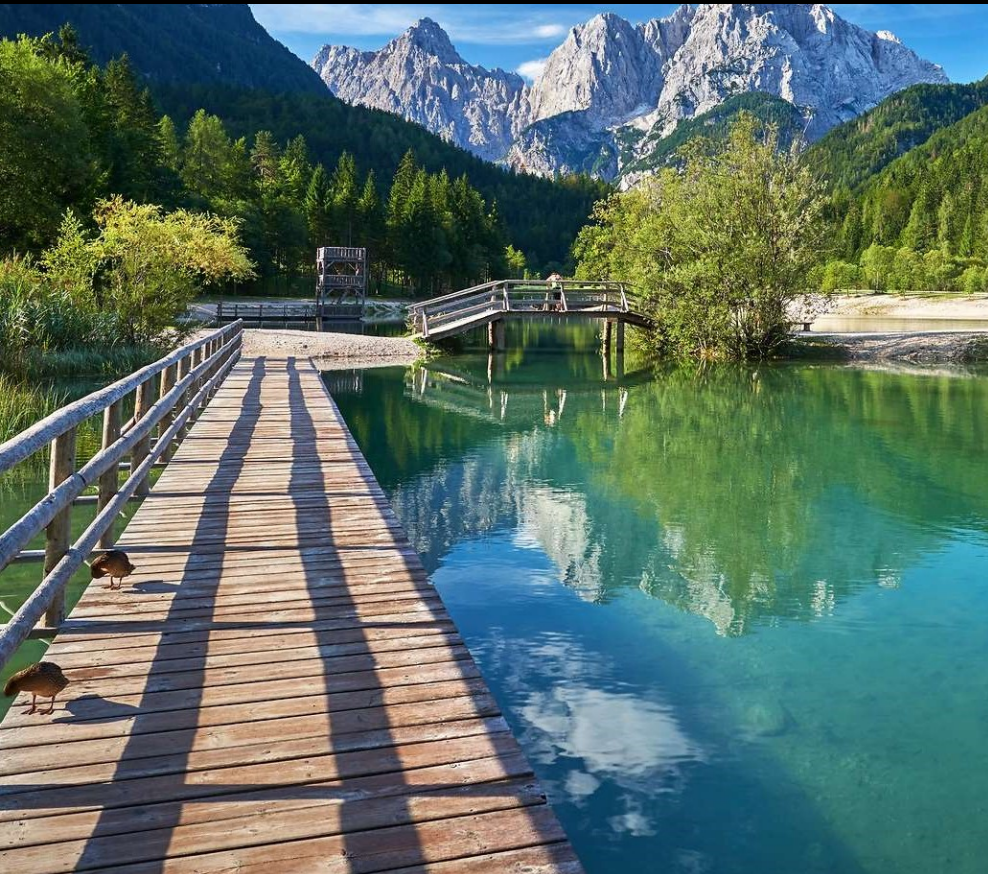
PAMETNE SKUPNOSTI JULIJSKIH ALP

DIGITIZATION





# KRANJSKA GORA ECOSYSTEM



Ecosystem  
KRANJSKA//GORA



A photograph showing a man in a blue shirt in the foreground, seen from the back, holding up a smartphone to take a picture of a stone building with multiple towers and a blue roof. The building is set in a lush green forest. In the lower right foreground, the back of a woman's head with glasses is visible, looking towards the building. The overall scene is bright and sunny.

# DIGITALIZATION OF CULTURAL HERITAGE



# THANK YOU

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Marketing Department at Slov...

