



KRANJSKA  GORA

[www.kranjska-gora.si](http://www.kranjska-gora.si)

*Kjer se avantura začne*

*Where the adventure begins*



# Municipality Kranjska Gora

- 11 settlements
- 256 km<sup>2</sup>
- 5500 inhabitants
- Protected areas: Triglav National Park and Natura 2000
- **ECONOMY:**
  - Tourism
  - Small service facilities
  - Small farms



# What is our promise?

Kranjska Gora tourist destination is an attractive tourist area **for residents and visitors** based on **sustainable development, natural and cultural heritage and a healthy living climate**. It will be directed towards an **integrated sports tourism offer, openness and cooperation** at the **crossroads of the three countries**. It will be distinguished by a **specialized offer throughout the year** that will allow for an **authentic, healthy and active holiday** with wellbeing in an environment of homeliness and secrecy.

The basic promise of Kranjska Gora tourism is thus:  
**KRANJSKA GORA - THE HEART UNDER THE ALPS**



# Key pillars & key target groups

- **KEY PILLARS**

- Sports tourism
- Nature
- Culinary offer

- **KEY TARGET GROUPS**

- Families with children (active population, easy recreation + wellness)
- Sports active population
- Professional athletes
- Recreational tourists (easy walks, wellness, cycling, running, skiing, adrenaline sports)





# Tourist and sports infrastructure

- **SKI RESORT**

- 30 km of ski slopes
- 14 ski lifts and 5 chairlifts

- **NORDIC CENTER PLANICA**

- Cross country skiing trails + snow tunnel
- Zipline Planica
- Wind tunnel
- Planica Museum + interactive game Heroes of Planica

- **VITRANC SPORTS HALL**

- Multi-purpose hall, fitness room, bar



# Tourist and sports infrastructure

- **HOTELS**

- Hit Alpinea (Ramada Resort, Ramada hotel & suites, Kompas hotel, Vitranc apartments)
- Best Western Hotel
- Hotel Špik
- Hotel Alpina

- **OUTDOOR OFFER**

- SUMMER: via Ferrata, trail run, cycling, hiking, sports climbing, summer sledging, tennis and golf courts
- WINTER: skiing, cross country skiing, skating, sledging, snowshoeing, ice climbing





# Projects/Investments

- **TRAFFIC MEASURES FOR VRATA VALLEY**
  - Sustainable transport solution
  - New traffic regimes
  - Challenge: lack of or congested car parks
- **TRAFFIC MEASURES FOR VRŠIČ PASS**
  - Traffic regulation and ensuring traffic flow
- **CONSTRUCTION OF WATER STORAGE ALPINA**
  - Ensuring a quality and constant supply of drinking water



# Digitalisation and success stories

- **DIGITAL PARKING OCCUPANCY DISPLAYS**
- **EASY PARK SYSTEM**
- **FREE WIFI4EU**
- **AR EXPERIENCE OF RUSSIAN CHAPEL**
- **VIRTUAL EXPERIENCES IN SLOVENIAN ALPINE MUSEUM**
- **ESCAPEMUSEUM RATEČE**





# Business opportunities

- **DIGITALIZATION OF HIKING AND CYCLING MAPS**
- **INNOVATIONS IN CULTURAL TOURISM**
- **ADDITIONAL INDOOR ACTIVITIES AND MODERNISATION OF EXISTING ACTIVITIES**

# FIS NORDIC WORLD SKI CHAMPIONSHIPS

- event places our country among the **hosts** of the most demanding major sporting events
- improve the **image of Slovenia** as an active, green, healthy and sporty destination
- bring the name of Kranjska Gora to the world and **attract an even greater number of visitors**

# PLANICA

FIS SVETOVNO PRVENSTVO V NORDIJSKEM SMUCANJU

Predstavlja

# 2023



storacenso

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**THANK YOU  
FOR YOUR  
ATTENTION!**