



REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT AND
TECHNOLOGY
DIRECTORATE FOR TOURISM AND
INTERNATIONALIZATION

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INVESTMENTS IN SLOVENIAN TOURISM

Ksenija Flegar, Director General
Of the Directorate for Tourism

22. 9. 2022



MAIN DIRECTION OF ALL FUTURE INVESTMENTS

- **ENVIRONMENTAL SUSTAINABILITY**– not only symbolic, serious moves towards decarbonisation

The use of green energy sources, the achievement of high standards of energy saving as well as minimal interventions and impacts on the environment, especially in terms of water consumption, waste management, circular economy, without negative impacts on the environment.

- **DIGITAL TRANSFORMATION in business**
- **RAISING A COMPETENCES OF STAFF IN TOURISM**



REACT EU



Public tender for investments in high-quality and sustainable transformation of Slovenian tourism to strengthen its resilience

- **Restructuring of mountain centers**
63,4 mio €
- **Accommodation infrastructure of higher quality** 5,7 mio €

Payouts: 2022-2023
Conclusion: 2023



INTEGRAL FUNDS



- Promoting the reestablishment of air connectivity in Slovenia

2 mio €



- Environmental and sustainability labels for accommodation and hospitality

0,3 mio €



- Co-financing the costs for the tourism industry for restart of their activities after Covid-19 epidemic

10 mio €



RECOVERY AND RESILIENCE PLAN (RRF)

2022-2026



- Accommodation infrastructure of higher quality

69 mio €



- Public tourist infrastructure

10 mio €



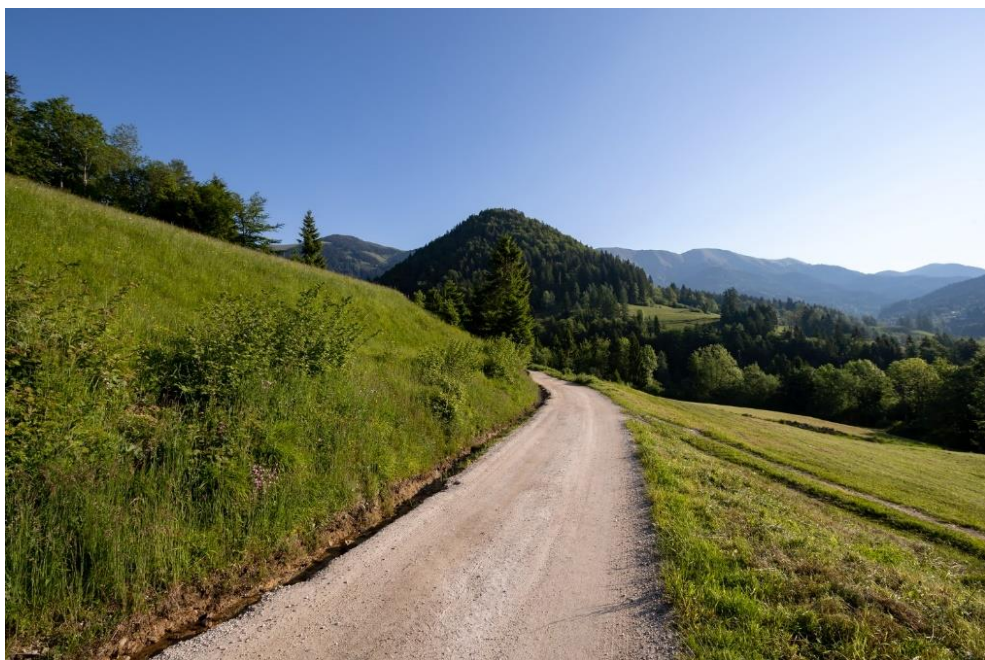
- Upgrading the Green Scheme of Slovenian Tourism

1 mio €



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PUBLIC TOURIST INFRASTRUCTURE



RECOVERY FUND
AND RESILIENCE

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Public tender for co-financing investments in public and common tourist infrastructure and natural attractions in tourist destinations

- 10 mio €
- **beneficiaries:** local communities, public institutions and associations operating in the field of tourism
- **purpose:**
 - ☐ Sustainable **transformation of the public tourist infrastructure** by investing in the renovation and construction,
 - ☐ improving the functionality, safety and quality of public tourist infrastructure,
 - ☐ increasing the quality of services and experiences of tourists.



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ACCOMMODATION INFRASTRUCTURE OF HIGHER QUALITY



RECOVERY FUND
AND RESILIENCE

Public tender for co-financing in
tourist accommodation offer
to raise quality

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- **Subject of public tender:**
 - **Complete renovation or reconstruction** of accommodation tourist infrastructure
 - **and construction of new accommodation facilities**
- 69 mio €
- **Purpose:** promoting investments in the sustainable development an increase in the quality of infrastructure and higher quality services to increase competitiveness and added value in tourism.
- **Beneficiaries:** commercial companies (large companies and SMEs, with the exception of state-owned companies).



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EUROPEAN COHESION POLICY



European program cohesion policy in period 2021-2027

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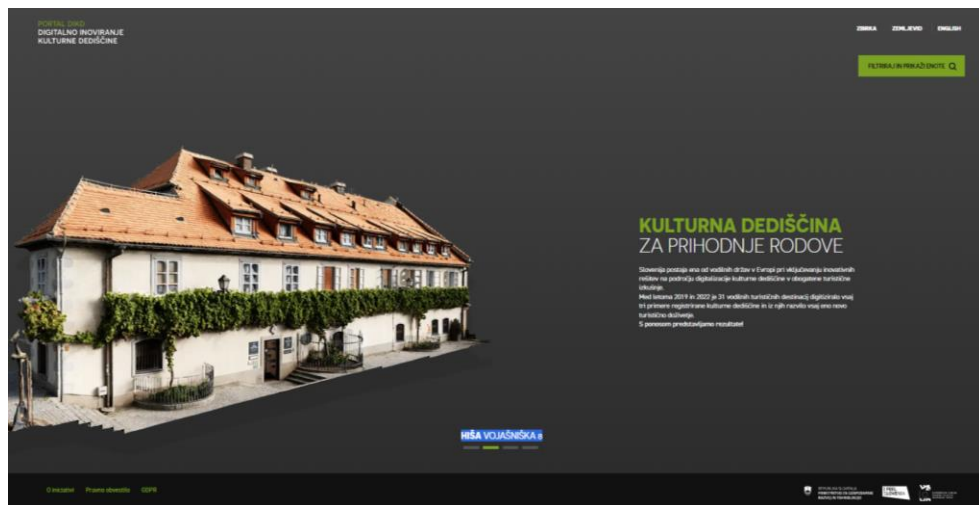
By investing in the development of **tourist products** in the form of **authentic tourist experiences**, we will support:

- Strengthening of **cultural and natural heritage** in tourism.
- 20 mio €
- Beneficiaries: destination management organizations, local communities and other organisations in the field of tourism



DIGITAL INNOVATION OF CULTURAL HERITAGE

- ☐ 31 tourist destination
- ☐ Digitized more than 100 different objects of cultural heritage
- ☐ Developing five – star »Slovenia Unique Tourist Experience«
- ☐ Co-financing within framework of the public tender for raising the competences of tourist destinations and developing the tourist offer (5,5 mio eur)
- ☐ »ECTN Awards 2021 – Destination of Sustainable Cultural Tourism 2021« MGRT in the category „Digitalization of sustainable cultural tourism in the direction of the development of smart destinations“ received the award for second place





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DIGITAL TRANSFORMATION

- 1# STRATEGY OF DIGITAL TRANSFORMATION OF SLOVENIAN TOURISM 2022-2026
- 2# ESTABLISHMENT OF NATIONAL MARKET INTELLIGENCE HUB
- 3# EVENT IT-TOUR – AS A PART OF DAYS OF SLOVENIAN
TOURISM



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VISION & MISSION

SLOVENIA WILL BECOME A LEADING COUNTRY IN THE DIGITAL TRANSFORMATION IN TOURISM

“

WITH DIGITAL TRANSFORMATION, SLOVENIA WILL EMPOWER TOURISM STAKEHOLDERS FOR DATA-BASED DECISION MAKING, STIMULATE SUSTAINABLE TRANSFORMATION, COMPETITIVENESS AND RESILIENCE, INCREASE ECONOMIC ADDED VALUE FROM TOURISM, PERSONALIZE EXPERIENCES FOR THE GUESTS, EMPOWER EMPLOYEES WITH DIGITAL SKILLS AND ENSURE HIGH QUALITY OF LIFE FOR LOCAL RESIDENTS.



4 STRATEGIC AREAS

STRATEGY OF DIGITAL TRANSFORMATION OF SLOVENIAN TOURISM 2022-2026

1



Smart management

2



Advanced Marketing
and Sales

3



Smart Business
Solutions

4



Competitive
Workforce

16 INITIATIVES



Quantitative goals

5

million EUR

By 2026, the STB will allocate a minimum of 5 million EUR for digital transformation

1

National
dashboard

Operates within the national information centre

4

Regional
destination
dashboards

Operate within the national information centre

20 %

Tourism
workforce

Conclude an educational program in the field of digital transformation in tourism

50 %

Hotel
capacities

Are included in the green hotel index

25 %

Tourism
companies

Are included in the index of digital transformation of Slovenian tourism

75 %

Leading
destinations

Are included in the index of digital transformation of Slovenian tourism

500

Tourism
suppliers

Are included in the Slovenian tourist marketplace



Qualitative goals

Data
supported
decision
making

Improving the system to access information,
in order to measure the impact of tourism on
the environment and increase added value

Superb
guest
satisfaction

Operates within the national information
centre

NextGen
marketing

Use of digital tools to create individual guest-
tailored experiences

High quality
of local
population
life

Use of digital tools to reduce the pressure of
tourism on the local population

High level
of SME
involvement

Fuction through digital marketing and sales
solutions

Champion
in digital
transformation

Increase the global visibility of Slovenia as a
model destination in the field of digital
transformation



STRATEGY OF SLOVENIAN TOURISM 2022 – 2028

- The Government of the RS adopted new Strategy for Slovenian Tourism
- It was prepared by the PKF Tourismexperts from Vienna (selected on International Public Tender)
- In the team several experts from Slovenia took part
- **Fundamental orientation: "Something more and much better",**
- It is aimed at increasing the volume of capacities and physical indicators of development, but above all, to a significant increase in quality and competitiveness



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VISION OF SLOVENIAN TOURISM IN 2028:

**“GREEN & BOUTIQUE,
low carbon tourist destination.
Greater value for everyone.”**

12 MAIN CHALLENGES

- The offer lags behind the promise of green boutique Slovenia
- Low added value
- Lack of authentic (cultural) elements in tourism offer
- Image of Human Resources (employees) must be improved
- Management efficiency (at destination and entrepreneurial level)
- Conflicts tourism- environment- local residents
- Slovenia very limitedly addresses more demanding segments and target markets outside the summer season
- High seasonality
- Climate and other global risks
- Trends in new normality
- Tourism dependence on other activities (integration and synergies within industries and between sectors)
- lagging behind in international competitiveness



OBJECTIVES

Development model: 12 key challenges and 5 strategic objectives > 20 development goals > 7 key policies + 3 horizontal policies = 94 actions (measures)

5 Strategic objectives:

- Increasing the quality, value and provision of the year-round tourism offer
- Increasing the satisfaction of local inhabitants, employees in tourism and hospitality and tourists
- Positioning tourism as a generator of value and sustainable development
- Decarbonisation and balancing of Slovenian tourism
- Ensuring a competent and efficient management structure.



POLICIES AND MEASURES

Key strategic policies for achieving the defined objectives are:

Policy 1: INVESTMENTS AND ENTREPRENEURIAL ENVIRONMENT

Policy 2: PUBLIC/COMMON INFRASTRUCTURE AND HERITAGE

Policy 3: HUMAN RESOURCES TO INCREASE ADDED VALUE

Policy 4: SUSTAINABILITY AND GREEN SCHEME OF SLOVENIAN TOURISM

Policy 5: ACCESSIBILITY AND SUSTAINABLE MOBILITY

Policy 6: DESTINATION MANAGEMENT AND TOURISM CONNECTIVITY

Policy 7: PRODUCTS AND MARKETING

Horizontal policies supporting the implementation of key strategic policies are:

- **DIGITAL TRANSFORMATION OF SLOVENIAN TOURISM,**
- **POLICY ORIENTATION IN THE LEGISLATIVE AND FINANCIAL FIELD**
- **INSTITUTIONAL FRAMEWORK AND HORIZONTAL INTER-SECTORAL AND CROSS-SECTORAL POLICY MANAGEMENT AND COORDINATION**



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Thank you for your attention

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