

An aerial photograph of a lush green forest. In the center, a small, irregularly shaped lake with dark blue water is surrounded by a lighter green, marshy area. A thin, winding stream flows from the bottom left towards the lake. The surrounding forest is dense and vibrant green.

POHORJE.

WWW.POHORJE-SLOVENIJA.SI

LOCATION

Pohorje is one of the best-preserved natural regions in Slovenia. It is a pre-Alpine Mountain, located in north-eastern Slovenia and is mostly overgrown with coniferous forests. It stretches between the river Drava in the north and the Drava plain in the south, in the west it reaches Dravograd and Slovenj Gradec, in the east Maribor - the second largest city in Slovenia.

**CONVENIENT LOCATION AT THE CROSSROADS OF
THE MAIN EUROPEAN ROUTES.**



PARTNERSHIP FOR POHORJE

- **19 MUNICIPALITIES**

Dravograd, Hoče-Slivnica, Lovrenc na Pohorju, Maribor, Mislinja, Muta, Oplotnica, Podvelka, Rače-Fram, Radlje ob Dravi, Ribnica na Pohorju, Ruše, Selnica ob Dravi, Slovenj Gradec, Slovenska Bistrica, Slovenske Konjice, Vitanje, Vuzenica and Zreče

- **6 MEMBERS**

Regional Development Agency for Podravje - Maribor: project coordinator,

Regional Development Agency for Koroška, Development Agency of Savinjska Region, RIC Slovenska Bistrica, LTO Rogla – Zreče, GIZ and Maribor Tourist board.

- **5 SKI / OUTDOOR CENTERS**

Unitur, Marprom, Vabo, Hotel Jakec in Turi, turizem Pohorje

- **TOURIST PROVIDERS**

Pohorje Village Wellbeing Resort, Chocolate Village, Hotel Tabor, Holiday House Hren, Galerija Gosposka, Koroški splavarji, Hotel Bau, Black Peak, Apartmaji Bolf, Pot med krošnjami, Hotel Draš, Pohorska kavarna, Enjoyment Pohorje, Zlati grič, ProBike, Pohorje turizem





STRATEGY FOR THE DEVELOPMENT OF THE POHORJE REGION

CORE PROJECTS:

1. ESTABLISHMENT OF THE
DESTINATION OF POHORJE
2. ESTABLISHMENT OF THE
POHORJE REGIONAL PARK
3. THE WOOD VALUE CHAIN

TOURISM STRATEGY FOR SUSTAINABLE DEVELOPMENT AND MARKETING OF THE DESTINATION POHORJE 2021-2027

DESTINATION MANAGEMENT AND
MARKETING
ORGANISATION

1. LEVEL
PARTNERSHIP FOR POHORJE

1

**MANAGEMENT -
HOW RELATED?**

VALUES THROUGH EVENTS
OUTDOOR / EXPERIENCES OF NATURE

2

**DEVELOPMENT -
WHAT AND HOW?**

SUSTAINABLE MOBILITY AND
OUTDOOR INFRASTRUCTURE

3

**MARKETING -
TO WHOM AND WHY?**

QUALITY AND LOCAL ADDED VALUE
OF THE COLLECTIVE BRAND OFFER

4

**IDENTITY -
WHO WE ARE?**

2. LEVEL
DMMO POHORJE

**COORDINATES
RRA PODRAVJE - MARIBOR**

**EXECUTION OF TASKS
RRA PODRAVJE - MARIBOR, ZAVOD ZA TURIZEM MARIBOR, LTO ROGLA - ZREČE, GIZ, RRA KOROŠKA**

**SUPPORT INSTITUTIONS
RIC SLOVENSKA BISTRICA, SPOTUR SLOVENJ GRADEC, DRAVIT DRAVOGRAD, ŠKTM RADLJE OB DRAVI, (RPP)**

3. LEVEL
MUNICIPALITIES

DRAVOGRAD

HOČE -
SLIVNICA

LOVRENC NA
POHORJU

MO
MARIBOR

MISLINJA

MUTA

OPLOTNICA

PODVELKA

RAČE - FRAM

RADLJE OB
DRAVI

RIBNICA NA
POHORJU

RUŠE

SELNICA OB
DRAVI

SLOVENJ
GRADEC

SLOVENSKA
BISTRICA

SLOVENSKE
KONJICE

VITANJE

VUZENICA

ZREČE

4. LEVEL
ECONOMY

PARTNERS FROM ECONOMY:
UNITUR, MARPROM, VABO, HOTEL JAKEC IN TURI, TURIZEM POHORJE

TOURIST
PROVIDERS

CRAFTSMEN

FOOD PRODUCERS
AND PROCESSORS

OTHER

1

CENTER FOR QUALITY

LTO Rogla – Zreče

WORK GROUP FOR QUALITY

Establishing a collective brand with Academy »From Pohorje« (»S Pohorja«), which takes care of the training of providers

2

CENTER FOR EXPERIENCES

Zavod za turizem
Maribor

WORK GROUP FOR EXPERIENCES

Product design, especially on outdoor experiences and spending time in the natural environment (connecting outdoor centres, information and awareness, education of guides and informants)

3

CENTER FOR RESEARCH AND DEVELOPMENT

RRA Koroška

WORK GROUP FOR RESEARCH AND DEVELOPMENT

Through a business cooperation agreement preparation of projects, research and studies.

4

CENTER FOR MARKETING

RRA Podravje -
Maribor

WORK GROUP FOR MARKETING

Classic and digital marketing with a shared website, informing in tourist information centres.

5

CENTER FOR RESEARCH AND DEVELOPMENT

RRA Podravje -
Maribor

WOK GROUP FOR INFRASTRUTURE MANAGEMENT

Creation of documentation for a single-track bicycle, marking of cycling routes from the centres to the valleys and marking of the bicycle single track between Bike parks.

6 SPECIALIZED WORKING GROUPS OPERATE WITHIN THE WORKING GROUP FOR THE MANAGEMENT OF TOURIST INFRASTRUCTURE

RRA PODRAVJE COORDINATES 5 GROUPS:

FOR CYCLING, FOR HIKING,
FOR POHORJE REGIONAL
PARK, FOR CABLE CARS AND
ROADS.

RRA KOROŠKA COORDINATES: THE WOOD CENTRE GROUP

MEMBERS OF THE PARTNERSHIP COMMITTED THAT:

Joined in the Partnership for Pohorje, we will begin to coordinate goals and project and create a green destination with an established European brand. We will try to preserve the natural and cultural features and encourage coherent economic and touristic development with and emphasis on the sustainable use of natural resources.





SETTING COMMON DEVELOPMENT AND PROMOTION GOALS

- to bring Pohorje as a green destination closer to other similar destinations in developed Europe;
- prepare a common vision and development strategy and estimate the value of the necessary investments for the entire area;
- design smaller projects for the promotion of the entire area; development of communal, road and tourist (cycling, hiking and other trails, cable cars, etc.) infrastructure and
- system management of the entire Pohorje area as a tourist-nature park



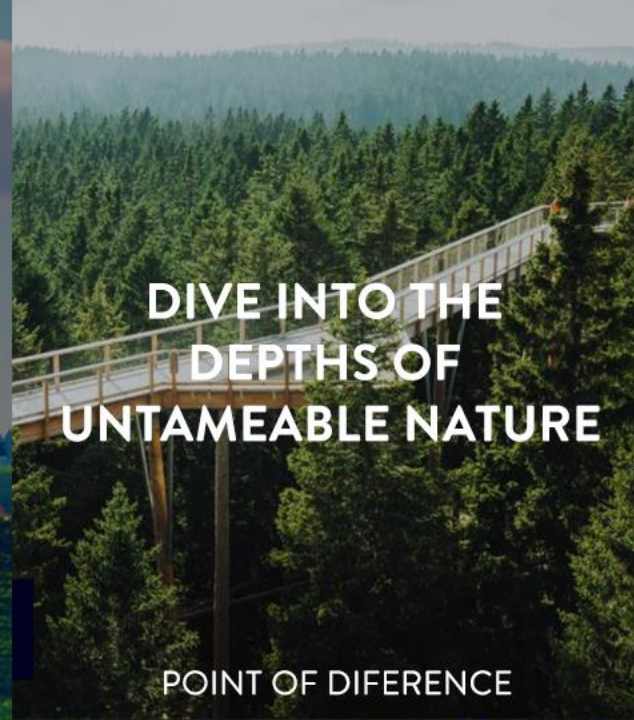
**OVER 800 KM2 OF
TRANQUILLITY
AND GENUINE PEOPLE**

ANCHOR



**A MODEL FOR THE
HARMONY OF
PEOPLE WITH NATURE**

COMPETENCE



**DIVE INTO THE
DEPTHS OF
UNTAMEABLE NATURE**

POINT OF DIFFERENCE



**THE »FUGITIVE
FROM THE VALLEY**

IMAGINARY CONSUMER



**POHORJE HAS
A BIG HEART**

PERSONALITY



**WE REVIVE THE VALUES
THAT THE MODERN
WORLD IS LOSING IN ITS
SUPERFICIALITY**

MISSION



JOY OF LIFE

VALUES



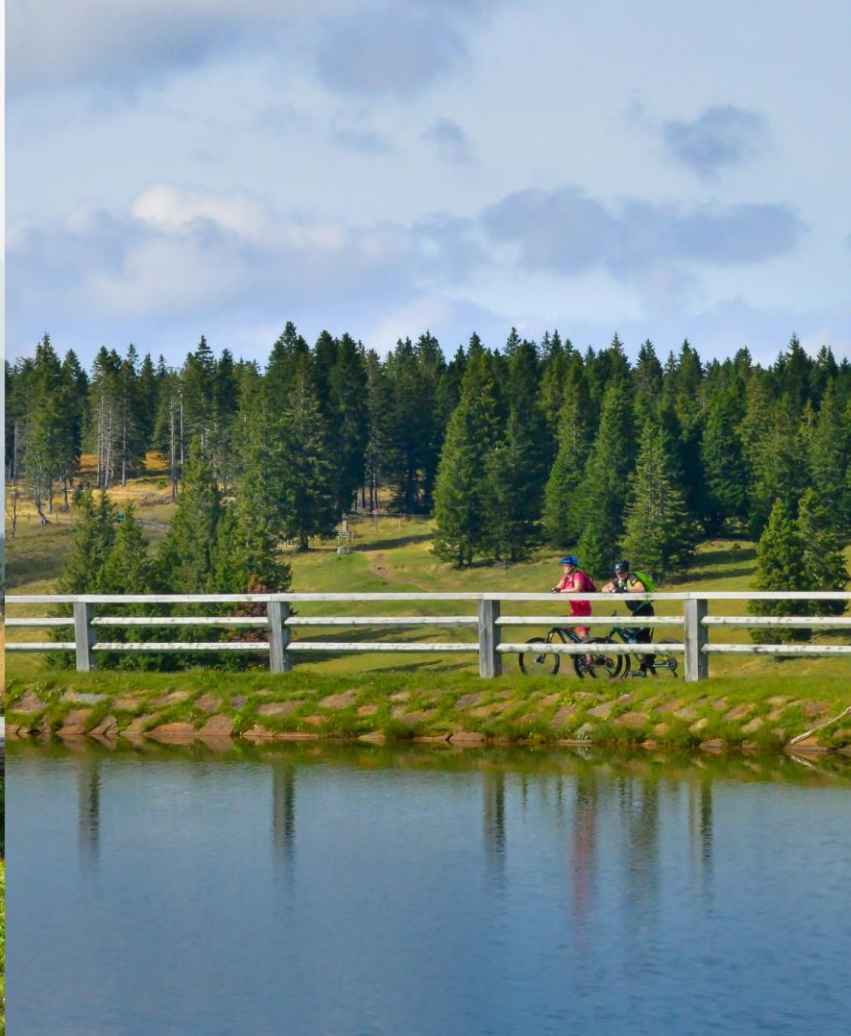
**POHORJE IS AN
ISLAND THAT GIVES
SHELTER TO
AUTHENTIC HUMAN
VALUES**

STRATEGY



P O H O R J E

free your mind



5 SKI/ OUTDOOR CENTRES

TRIJE
KRALJI



KOPE



ROGLA



RIBNICA NA
POHORJU



MARIBORSKO
POHORJE



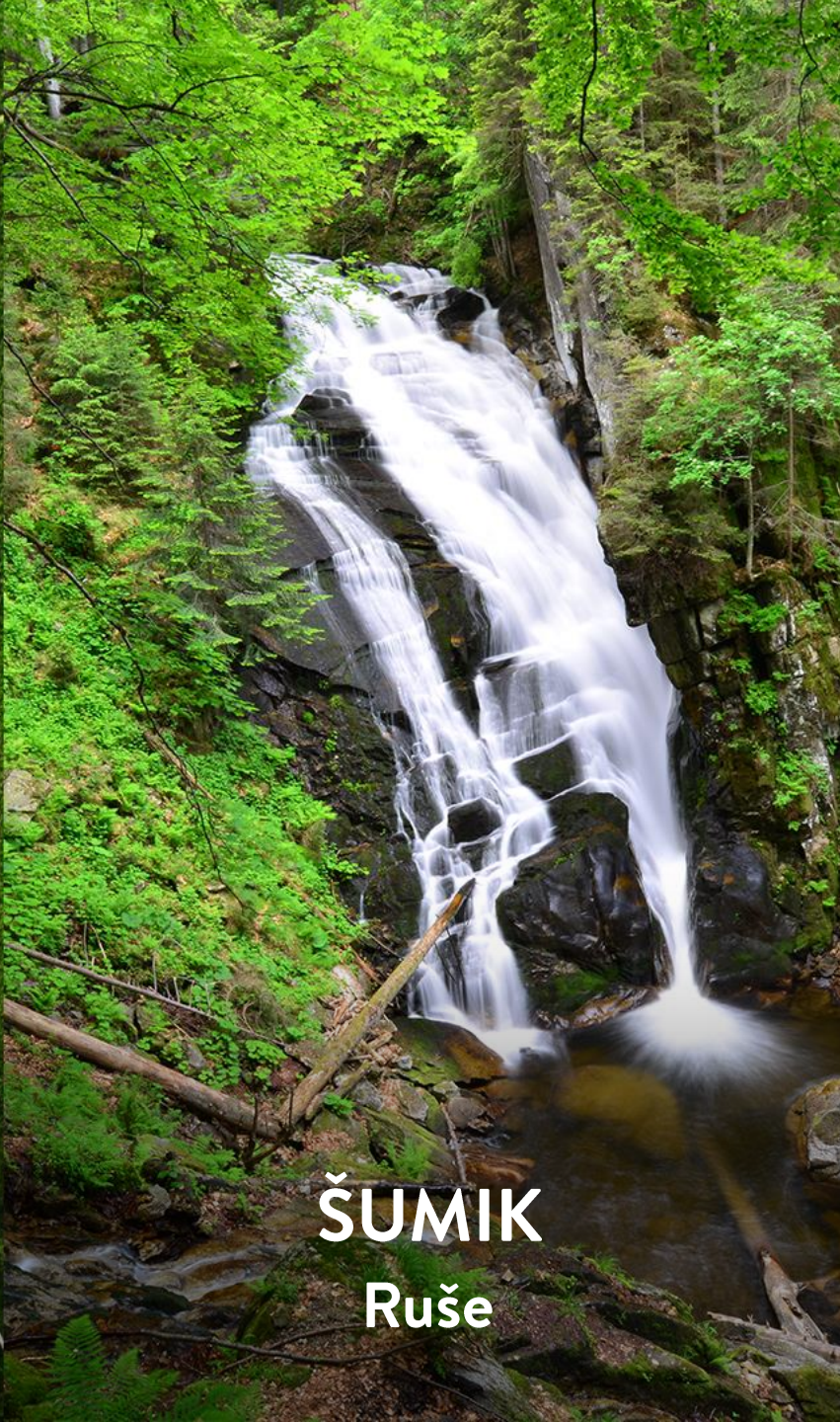
A full-page background image showing a mountain biker in a black jersey and helmet riding down a dirt trail in a forest. The trail is surrounded by tall evergreen trees, and the scene is captured in a cinematic style with soft lighting.

BIKE IN TRAIL PARKS

- BIKE PARK POHORJE – MARIBOR
- BIKE PARK KOPE
- BIKE PARK ROGLA
- KONJICE TRAILS



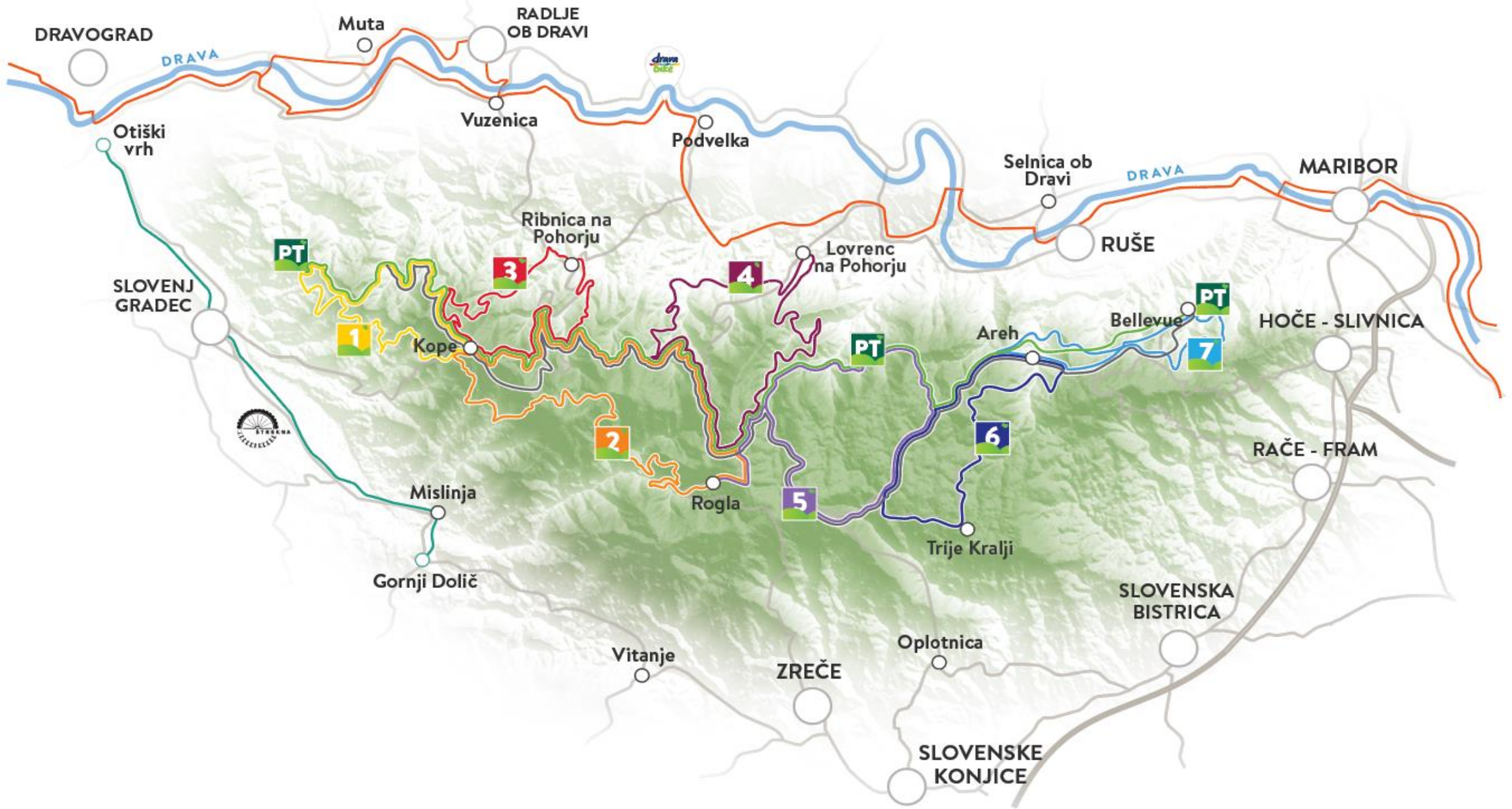
RIBNIŠKO JEZERO
Ribnica na Pohorju



ŠUMIK
Ruše



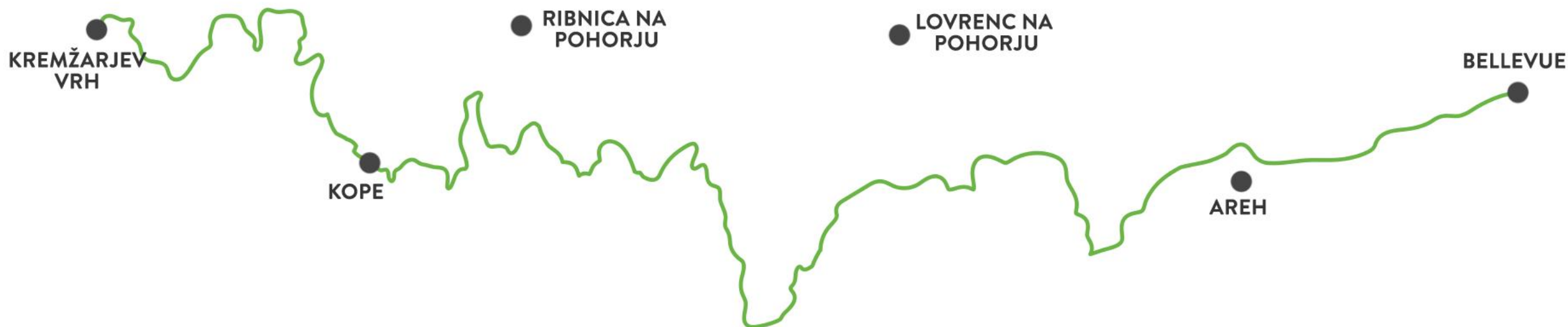
LOVRENŠKA JEZERA
Rogla





POHORJE CYCLING ROUTE - PT

Singposting: PT
Distance: 70 km





POHORJE
free your mind

THANK YOU!



www.pohorje-slovenija.si



info@pohorje-slovenija.si



Pohorje Slovenija



Pohorje Slovenija



[pohorje_slovenija](https://www.instagram.com/pohorje_slovenija)