



Slovenia makes National Geographic's coveted 'BEST OF THE WORLD' list for 2023



National Geographic's Global Editorial Teams profiled Slovenia among 25 Most Extraordinary Places and Communities To Inspire Your Next Trip in the "Nature" category. As such, Slovenia is one of the eight European destinations that made to the list of 25 selected destinations.

Today, National Geographic, one of the world's most renowned media, recognized primarily for promoting a sustainable attitude towards the environment, unveiled its annual list of the 25 inspiring destinations for the renewed travel landscape to help individuals get a jump on planning for the year ahead. For the first time, Slovenia made the Best of the World 2023 travel list. What all destinations on the list have in common is that they include the positive effects of tourism in strengthening their local communities and environment. *"We have experienced so many changes and disruptions in the way we explore over the last few years, so with this year's list, we really wanted to get back to identifying positive stories about destinations and communities,"* said Amy Alipio, senior

Director of the Slovenian Tourist Board, **MSc. Maja Pak**, points out the great importance of Slovenia's inclusion on the prestigious National Geographic list: "*The ranking of Slovenia among the 25 inspiring destinations of the world for 2023 and among the eight selected European destinations by National Geographic means an important strengthening in the visibility of Slovenia as one of the leading sustainable tourist destinations in the world. As one of the most recognized and influential brands specializing in nature, nature experiences and travel, National Geographic reaches 760 million households worldwide and over half a billion social media followers, which include more discerning guests looking for unique experiences in pristine nature. And these are the guests we want to address.*"



Upon profiling Slovenia on the list in the "Nature" category, National Geographic described Slovenia as a long-time leader in the field of sustainable tourism, where new sustainable tourism products are constantly being developed. Among them, sustainable gastronomic cycling routes leading to tourist farms, vineyards, cheese makers, and other food producers were brought to the fore.

In the past, Slovenia and the STB were repeatedly underlined by National Geographic, especially in the field of successful promotion and implementation of sustainable development. In particular, it is worth highlighting **the prestigious National Geographic World Legacy Destination award**, which the STB received at ITB Berlin in 2017.

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Cover photo by Uroš Rojc, Vipava Valley