

Latest from Slovenia:



NEWS FROM
SLOVENIA



USING TOURISM TO MAKE THE WORLD A BETTER PLACE

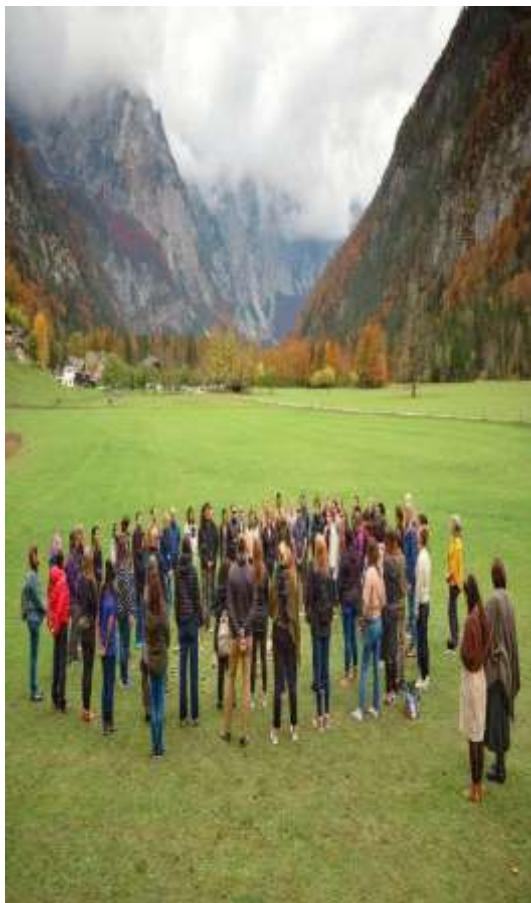
Slovenia is the first European country which had an honour to host **TRANSCEND**, the annual gathering of **the Transformational Travel Council**. The objective of the event was to tap into the collective knowledge and experience to find best practices on how travel can be a catalyst for positive change in the world. The TTC chose Slovenia due to Slovenia's leading role in promoting the sustainable development of tourism and the success of the national sustainability certification scheme in tourism, **the Green Scheme of Slovenian Tourism**.

We are proud of the STB's role and the achievements in the fields of sustainability in tourism and we look forward to participate in future events that can make positive change in the world. One of them is definitely **the European Food Summit** in early November, which will address the future of food. Another event coming up in November is **the Days of Slovenian Tourism** with the slogan "Something more and much better".

This newsletter brings also a number of exciting stories that your readers will love. If you're

in search of unique experiences found only in Slovenia, check out [the new Slovenia Unique Experience](#). If you're in love with food, then [the new project of Ana Ros](#) and [the House of Prekmurje layer cake](#) will be something for you. And if you're wondering why Slovenia is inspiration to so many, then the projects of [Primož Roglič](#) and [Dallas Mavericks](#) will give you an answer.

Dive deep into amazing stories from Slovenia ❤.



SLOVENIA HOSTED TTC'S ANNUAL GATHERING

Slovenia is the first European country to have hosted the annual gathering of the Transformational Travel Council. The event took place from October 9 to 12 in Logar Valley. The Slovenian Tourist Board was the partner of the event.

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NEW! THE MELODY OF FOREST

The new Slovenia Unique experience is based on an intimate, unique, in-depth and intense experience of the forest, which teaches guests to relax, and at the same time unveils the cultural heritage of Bohinj.

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WTM LONDON IS ALMOST HERE. LET'S MEET!

Check out the top reasons for visiting the Slovenian stand (EU1500) at the WTM London this year, from 7 to 9 November.

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NEW! THE HOUSE OF PREKMURJE LAYER CAKE

The House of Prekmurje layer cake offers an insight into ethnological and gastronomic landscape of the area.

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EUROPEAN FOOD SUMMIT 2022



You still have time to join the journalists who will attend the 2022 edition of the European Food Summit. The event is known as one of the most renowned international events on the future of food. [Submit the media form](#) and join us on an exciting journey of exploring the gastronomy stories from Slovenia!

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GOLDEN CIRCLE WITH
PRIMOŽ ROGLIČ IN



DALLAS MAVERICKS
HELPED BUILD NEW

MARIBOR

The Golden Circle charity bike ride with Primož Roglič, the ambassador of Slovenian tourism, took place in Maribor. The purpose was to collect funds for Roglič's charity fund.

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BASKETBALL COURTS

Dallas Mavericks, the club of Slovenian basketball ace Luka Dončić, and the Municipality of Celje renovated two basketball courts in Celje. This is the first such project by any NBA team in Europe.

Explore

- [The Days of Slovenian Tourism will take place in November](#)
- [10 years of the Alpe Adria Trail: 10 years of great developmental and promotional partnership projects between three countries](#)
- [Ana Roš opens a new bakery in Ljubljana](#)