

MAKE 2023 EVERYTHING YOU WANT IT TO BE

2023 is here and in Slovenia there is so much to look forward to. Also, we think you should really start planning your next amazing story about Slovenia. Numerous renowned media praise the beauties of Slovenia. Just recently, [The Sun](#) published an article on Slovenia as a fairytale destination with castles and lakes, [The Independent](#) included it to its list of the 50 best destinations for 2023, [Le Figaro](#) featured Kranjska Gora as one of the most beautiful ski resorts in Europe, and [Travel and Leisure](#) included Otočec Castle in its list of the most beautiful castles.

Still wondering what you should write about? No worries, we've got you covered. On every step and 365 days a year, Slovenia offers **diverse authentic experiences**. [Unique stories](#), pristine nature, superb gastronomy, [top wellness and spa resorts](#) and short distances are the main assets of this Central-European country. You will find [mountains](#), rolling hills, rivers, lakes and waterfalls, a number of [caves](#) and even the coastline here. Apart from a diverse geography which amazes on every step, Slovenia will host a number of [exciting sports events](#) in 2023. The season has already started and will continue with World Cup competitions in Alpine skiing, biathlon, cross-country skiing, snowboarding and ski jumping, culminating in [the FIS Nordic World Ski Championships](#) in Planica, the biggest sports event in the history of the Republic of Slovenia.

Will you be among the ones who will co-create amazing stories about Slovenia this year? We truly hope so.



From Slovenia with love ...

NEW SLOVENIA UNIQUE EXPERIENCE

Rock'n'roll of taste, a fusion of gastronomy and rock music, created by Maribor Tourist Board and local tourism and catering providers in 2021, has now joined the Slovenia Unique Experience family.

SLOVENIAN TOURISM AT THE 2019 LEVEL

According to the National Statistical Office, just under 14.9 million overnight stays were recorded from January to November 2022, which is 42% more than in 2021.

[Read more](#)

[Read more](#)

I FEEL SLOVENIA BRANDING AT SPORTS EVENTS

BMW IBU WORLD CUP BIATHLON 2023 POKLJUKA

From 5 to 8 January 2023, Pokljuka traditionally hosts the IBU World Cup Biathlon. Over the last few decades, biathlon has experienced major growth in spectatorship and popularity.

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GOLDEN FOX AUDI FIS SKI WORLD CUP

From 7 to 8 January, Kranjska will once again host the Golden Fox, with almost six decades of tradition. It is considered the largest event of its kind in South-Eastern Europe.

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SLOVENIAN TOURIST BOARD ON SOCIAL MEDIA

SLOVENIAN TOURIST BOARD ON TIKTOK

The STB's profile on TikTok is performing brilliantly. In the second half of 2022, attractive video content reached more than 10.4 million views and 487,300 likes.

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SLOVENIAN TOURIST BOARD ON PINTEREST

For the past seven years, the STB has been attracting new visitors to its Feel Slovenia profile on Pinterest, which serves as one of the major sources of inspiration.

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