



FIS NORDIC WORLD SKI CHAMPIONSHIPS PLANICA 2023: AND SO IT BEGINS

The FIS Nordic World Ski Championships Planica 2023 will officially start today in Kranjska Gora with the opening ceremony. The event is expected to reach more than half a billion people through various channels. This is a great opportunity to raise the profile of Slovenia and the I feel Slovenia brand, to address potential tourists looking for pristine nature and outdoor sports activities and raise the visibility of Slovenia as a perfect host for top sporting events and an ideal destination for the preparation and rehabilitation of top athletes. The Slovenian Tourist Board (STB) will carry out a number of promotional activities.

Browse through exciting stories connected with this historical event. Did you know that this is the biggest sporting event to take place in Slovenia, since it gained its independence? Or that the organisers of the event aim is to create an event with almost zero waste, with the lowest possible carbon footprint? To this end, sustainability standards have been established, which will also form the basis for national guidelines for all sustainable outdoor sport events.

[Read the whole press release](#)



ALL YOU NEEDED TO KNOW ABOUT PLANICA 2023

Today, the Nordic World Ski Championships Planica 2023 will officially begin with an opening ceremony in Kranjska Gora. Here's all you needed to know about the event. In brief.

[Read more](#)



SLOVENIA HAS A SPORTING HEART

Healthy living and a sporting heart permeates every facet of life in Slovenia. This is why it's not surprising that Slovenia has so many top athletes, who win medals at the highest level.

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SLOVENIAN QUIZ CHALLENGE – WINTER EDITION

To promote Slovenia in the context of this biggest sporting event of all time in Slovenia, the STB has published a short video-quiz with an invitation to Planica, featuring successful Slovenian athletes, former teammates, who are still united by their love for the same sport: Primož Roglič and Robert Kranjec.

Watch the video



Feel Slovenia the podcasts are produced by the Slovenian Tourist Board. If you want to listen to the conversation with top Slovenian cyclist Tadej Pogačar, former swimmer Sara Isaković or sports journalist Kate Wagner, click on the link below and explore amazing sports stories from Slovenia.

Explore

[Planica - a sports paradise under the Ponce mountain](#)

[Green story of Slovenia - the home of sustainability](#)