

TOURISM in Slovenija



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35 percent more British and 19 percent American tourists in Slovenia in 1997

Tourism is booming in SLOVENIA

This year has been very successful for Slovenian tourism. By 1 November, Slovenia, the green country on the sunny side of the Alps has been visited by 25 thousand British tourists which is 35 percent more than at the same time last year.

The number of American tourists is approximately 10 thousand or 19 percent more than in the previous year. A considerable increase in tourist arrivals is also recorded in all other markets, particularly the German market, in the countries of Benelux, in Austria and Italy. According to the Slovenian Tourist Board, approximately 1.85 million people will visit Slovenia this year, out of this 53 percent or more than a half from abroad! Total number of overnight stays is expected to be approximately seven million. Overnight stays have increased by 20 percent (British tourists by 45 percent and American tourists 7 percent). It is estimated by STB that foreign currency inflows in Slovenia's tourism will reach approximately US \$ 1.25 billion this year. In short: slovenian tourism did well in the British and American markets this year.

However, these numbers are incomparable with the statistics of large European tourist supreme powers but one has to understand that Slovenia is a small country (20,251 square kilometres), approximately as large as Wales. The country's tourist offer is therefore suitable - not for large crowds of tourists - but for those who wish to enjoy the unspoiled nature and a rich mosaic of cultural heritage. In the culture and in the natural environment of Slovenia there are impacts of the Mediterranean, the Alps and the flat

Pannonian plain. Holidays in Slovenia are suitable for particular market segments who like to experience a lot of beauty and variety in a small area. They are convenient for families with small children, seniors looking for peace, business people wishing to change always the same meeting, incentive and congress destinations, seekers of the remnants of romantic old times ...

Tourists in Slovenia will enjoy in five rounded up tourist offers: lakes and mountains, coast and karst, old towns, thermal spas and agrotourism. Each region offers numerous tourist products, such as: congress and incentive tourism, golf and other green sports, skiing in many ways, casinos, horse breeding ... Indeed: Slovenia is to be discovered.

And what are the expectations in autumn this year. The growth of Slovenian tourism will continue after the WTM and ATM as a result of a clear organisational structure of this economic sector. In autumn this year three main things happened or are about to happen: the young country at the meeting point of the Alps and the Mediterranean has presented itself in the travel markets with three novelties, which signify the start of a new period in Slovenia's tourism: almost finished successful completion of the privatisation of the tourist industry, a significant increase in resources for

the promotion of and investment into tourism and inclusion in the first round of the EU enlargement, which at the same time means that Slovenia is one of the safest countries in Europe and one of the most successful countries in the transition by all means.

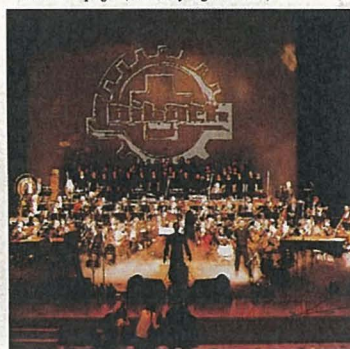
Slovenian tourism has achieved some significant novelties this year. And what do these bring forth to the western market, in particular the British and American markets? Even greater accessibility and better organisation of Slovenia's offer as well as greater recognition since the Slovenians will henceforth find it easier to invest also in the image of the to date unfortunately not so well-known country, which lies less than a two-hour flight from Heathrow. Holidaying of the always welcome British and American guests at the alpine pearl, Bled, visiting one of the world's largest underground caves in Postojna, the Lipizzaners, Piran, saturated with the Venetian smell, or the hidden "Europe's sleeping beauty" in the Dolenjska region, will thus no longer be an interesting idea but a competitive and accessible predominantly top quality tourist offer in competition with other European tourist offers. Slovenia has boarded the fast moving European tourist industry train and decorated it with its natural beauty and cultural wealth.

Tourist traffic in Slovenia in 1997 - general figures:

	1 - XII 97 (estimate)	1 - XII 96 index	1997 - 1996 (estimate)	structure (%)
TOTAL TOURISTS	1,840,000	1,657,669	110	100
domestic	834,000	825,774	101	50
foreign	990,000	831,895	119	50
TOTAL OVERNIGHT STAYS	6,416,000	5,832,244	110	100
domestic	3,610,000	3,281,637	101	56
foreign	3,314,000	2,550,607	123	44



Synthesis of the impossible? The controversial Ljubljana-based rock group Laibach and the Slovenian Philharmonic Orchestra opening the European month of culture, summer 1997.
"The" event in Slovenia this year. More on "culture" - page (Photo by: Igor Modic)



WE EXHIBIT:



WORLD TRAVEL MARKET

EARLS COURT - LONDON - 17-20 NOVEMBER 1997
MERIDIAN DAYS - BY INVITATION ONLY - 17-18 NOVEMBER
INTERNATIONAL TRAVEL TRADE OPEN DAYS - 19-20 NOVEMBER

Slovenian Tourist Board

WTC, Dunajska 156
SI - 1000 Ljubljana
tel. +386-61-189-18-40
fax. +386-61-189-18-41
E-mail: cpts.cpts@tradelpoint.si
URL: www.tourist-board.si
Stand Nr.: EM 1007
Stand manager:
Ms. Vesna Nahtigal, STB

HOTELS:

- Hoteli Morje, Portorož
- Hoteli Palace, Portorož
- Hoteli Bernardin, Portorož
- Hotel Toplice, Bled
- Hotel Ribno, Bled
- G & P Hotels, Bled
- Hotel Spik, Gozd Martuljek
- Hotel Alpina, Kranjska gora
- Hotel Kompas, Kranjska gora
- Hotel Lek, Kranjska gora
- Hotel Relax, Kranjska gora
- Hotels Alpkomerc, Bovec

INCOMING TRAVEL AGENTS:

- Kompas Turizem, Ljubljana (incl. Kompas London Ltd.)
- Emona Globtour, Ljubljana
- Globtour Bled
- Top Line, Portorož
- M Tours, Bled
- Promet T&T, Ljubljana

TOURIST ASSOCIATIONS AND INSTITUTIONS

Adria Airways, national avio carrier
Kuzmiceva 7
SI - 1000 Ljubljana
tel. +386-61-301-267
fax. +386-61-323 356
(also Adria Airways, London office)

Ljubljana Promotion Center
Trubarjeva 5,
SI - 1000 Ljubljana
tel. +386-61-133-3155
fax. +386-61-133-2007

Tourist Association Portorož
Senčna pot 10,
SI - 6230 Portorož
+386-66 747 014
+386-66 747 010

Regional chamber of economy - Dolenjska
Novi trg,
SI - 8000 Novo Mesto
tel. +386-68 322 186
fax. +386-68 322 187

Lipica Stud Farm
Lipica 5,
SI - 6210 Sežana
tel. +386-67 31 009
tel. +386-67 72 818

Tourist association of Julian Alps
(Direkcija za turizem)
Cankarjeva 6, Bled
tel. +386-64 741 590
fax. +386-64 741 588
(including: Kranjska Gora tourist board and Alpinum Bohinj, hotels and agency)



OCTOBER 23-25, 1997
Orange County
Orlando, Florida, USA

Stand Nr.: 414
Stand Manager:
Ms. Daria Gacnik, STO
Slovenian Tourist Office
Slovenia Travel
345 East 12th Street,
New York, NY 10003 - USA
tel. 212-358-9686
fax. 212-358-9025
E-mail:
dgacnik@slovenia.travel.com

Kompas Holidays Group
Slovenska 36,
1000 Ljubljana - SI
tel. +386-125-4361,
fax. +386-61-219 111,
E-mail:
info@kompas-holy.si

Kompas International
2826 E. Commercial Blvd.
FT. Lauderdale Florida
FL 33308 - USA
tel. 305-771-9200,
fax. 305-771-98-41

Kollander World Travel
Cleveland, OH
185th Street, Cleveland,
OH 44119 - USA
tel 216 - 692 -1000,
fax 216 - 692 -1831
e-mail:
KWTravel@AOL.com.

Travelmax Inc.
911 E. 185 Street,
Cleveland,
OH 44119 - USA
tel. 216-692-1700,
fax 216-531-1703

WELCOME (again) to the friendly country between the Alps and the Mediterranean!



Introduction by
Mr. Marjan Podobnik,
Vice-President of the
Slovenian Government

The Slovenes are known as hospitable people. We live in a tiny country and we like to say jokingly that almost everybody knows everybody, therefore, we even much more like to invite guest from near and far. Many tourists come to us as strangers but they leave as friends and they like to return. Loyalty and returning of foreign guests to the same places for many years is very characteristic of Slovenian tourism. In 1991, after gaining establishing a new state - Slovenia, the number of foreign tourists has declined for a short period of time, but this year the tourism in our country between the Alps and the Mediterranean

has exceeded in quality the level of tourism seven years before. And our friends and new guests from Great Britain, the Netherlands, Americans of Slovenian origin ... have come again to visit us.

Why is it so hard to forget Slovenia? Probably because Slovenia is unique - indeed. It is small like Wales for example, so each place is easy to reach, between the snow covered peaks of the Alps and the sunny Mediterranean coast there is only a few hours drive. The tourist offer at this piece of Europe is heterogeneous as hardly anywhere. Natural beauty and cultural heritage are shaking hands and what is extremely important: the Slovenes have had a strong attachment to the land and to the nature for thousand years. Therefore, they have started to protect it long before the appearance of environment protection organisations. Do you remember the times when you could reach with your hands into a spring to quench your thirst? In Slovenia this can be done in any creek or alpine river even today.

Those who wish to enjoy more active holidays can choose white-water rafting on numerous rivers, hiking in the Julian Alps and a variety of cultural events. All visitors can enjoy typical Slovene dishes, prepared with from organically grown food in local "gostilnas". Slovenia is not only a country of a thousand years old culture, without which our nation would not have survived in the stirring times of the history, but also a country of young and dynamic people as well as a young and dynamic economy.

So, welcome to the country that is so easy to reach, so hard to leave and impossible to forget.

Charles Simic

CALENDAR of most important events in Slovenia in 1998

All year round except 3. - 4.1. Kranjska Gora 10. - 11.1. Maribor	Theatre and concert season drama, opera, ballet Ljubljana, Maribor and in other larger towns Vitrane Cup - Men's World Cup Slalom and Giant Slalom Competition 35th Golden Fox - Women's World Cup Slalom and Giant Slalom Competition
12. - 24.2. Ptuj 17. - 22.3. Ljubljana	Traditional Kurentovanje 97 carnival and Shrove Tuesday ALPE ADRIA - Freedom of Movement 37th international fair in the field of tourism, sports and art
20. - 23.3. Planica 24. - 27.4. Ptuj	Final of the Ski Jumping World Championships Exhibition: Good Things from Slovenian Farms
25.4. - 4.5. Volčji Potok June - September	Days of Tulips, Arboretum - the biggest flower and horticultural show Rogaška Musical Summer
Rogaška Slatina Maj - June Ljubljana 13.6. - 14.6. Bled	vocal music, chamber and solo concerts, folklore evenings VINO 43rd international wine growing and wine fair
26.6. - 12.7. Maribor 27.6. - 29.8. Ljubljana, Bled, Ptuj	Opening of the tourist season International Summer Festival LENT 1998 46th International Summer Festival
June, August Ptuj/Borj Piran, Koper	Festival Idriat Summer Festival of Primorska
Izola, Portorč Piran	theatre and dancing ambient performances Piran Musical Evenings, concerts in the Minorite monastery on Fridays
24.6. - 26.6. Bled 18.7. - 1.8. Brežice	Riki's Days, tourist performance Ilod Festival Brežice, concerts of classical music with foremost artists
15.7. - 31.8. Bled 15.8. Bohinj	Okarina Festival of Slovenian Ethnic Music Midsummer Night
21.8. - 22.8. Ljubljana 13.9. Bohinj	Night in the Old Ljubljana entertainment, music and catering trade offer Kravji bal (Cow's Ball) traditional ethnographic performance
4.10. Maribor, Lent December	11th ceremonial harvesting of grapes from the 440-year-old grape vine Christmas and New Year's events in Slovenia

CULTURE - a real visage of Slovenia and one of the main tourist products

"CULTURE - THAT'S ALL THE ART!" is written on the invitation cards of the city's main cultural centre Cankarjev dom inviting to numerous cultural events in Ljubljana: music, theatre, dance, opera, galleries. The thought sounds very simple and logical but at the same times it gives an answer to numerous questions. How do the Slovenes spend their free time, what do foreign guests do in Slovenia, how did such a small nation (two million people) manage to survive in the stormy centuries and even to establish its own state ... Culture - that's all the art. As the culture unites, links ... Works of art are an expression of feelings most originally representing the identity of a country in a rounded up opus. And this is what the Slovenian culture is: a real visage of a small country at the crossing of three European civilisations - the Slavs, the Romance and the Germanic peoples - and from now on also one of main tourist products.

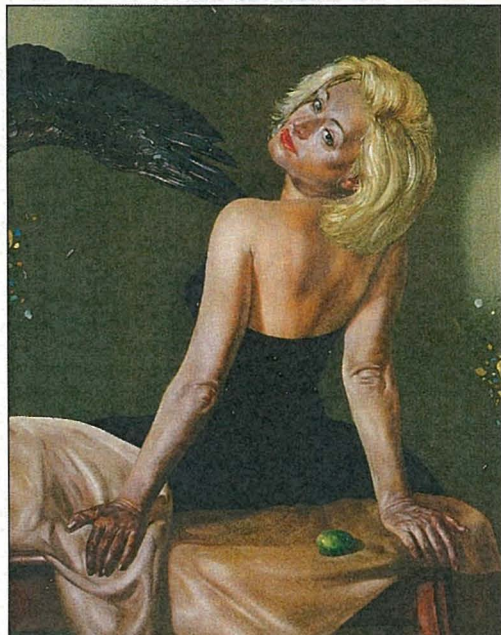
ALREADY IN THE TENTH CENTURY, BETWEEN 970 AND 1000 A.D. ...

... the first document in the archaic Slovene language was written, starting with the words "Had our forebears been without sin ...". The first printed book in Slovene was the translation of the catechism published by the Protestant Primož Trubar in 1551, followed by a complete translation of the Bible by Jurij Dalmatin in 1584 and a grammar of Slovene published by Adam Bohorič. Drama and poetry flourished in the 18th and 19th centuries, while painting, music and also laic or sacred architecture were developing uninterruptedly through centuries. In our century everything has been actually devoted to the search for real identity of the Slovene nation and the most appropriate way of living in this "windy" piece of Central Europe. Already at the turn of the century and even more before WW II, an extremely large number of precious works of literature was produced and many of them were translated into all world's languages.

Today it is very obvious that it is the culture that has contributed to the survival of the small Central European nation, as the Slovenes have never been military invaders. Art has united people and strangers have turned into friends. Therefore, the present culture in Slovenia is also meant for foreign tourists as they can enjoy quite different cultural patterns in it that will enrich their stay in Slovenia.

CULTURE AS A TOURIST PRODUCT...

... started its way to the international market with the European Month of Culture lasting from 15 May to 4 July, 1997. In 50 days, about 200 performances with approximately 2000 participants took place on stages, in galleries, in the streets and churches of the Slovenian capital. They prepared concerts, video programmes, open-air or theatre performances, painting exhibitions, scientific meeting of critics and symposia... Among the best



known performers let us mention: Ensemble Kirov, Gran teatro La Fenice, Philippe Genty, Theater am Neumarkt, Theater La Strada... Among other performances there were the festivals Druga godba (world music) and Novi Rock (alternative), Ljubljana Jazz Festival, concert by Nick Cave, exhibitions by Egon Schiele, Bill Woodrow, August Berthold...

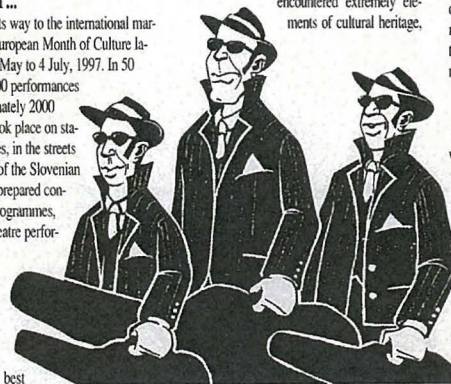
CONTEMPORARY SLOVENIAN POETRY

(UNTITLED)
*I am an innocent little girl,
the fiancée of Tomaž Salamun.
As long as I behave myself,
he'll be as strong as Cheops.*

*Tomaž Salamun
(translated by Charles Simic)*

ALONG THE PATHS OF CULTURAL HERITAGE...

is a new product which has been prepared in the Slovenian regions Dolenjska and Bela Krajina jointly with the company Ecotourism, Ltd. from London and with the aid of the EU, Commission DG XXIII. In this part of Slovenia around Novo mesto, British experts have encountered extremely elements of cultural heritage.



whether the original cuisine and autochthonous wine sorts or music and painting, local tradition and customs. The product was named "Europe's sleeping beauty" and it has attracted many foreign and domestic visitors already in its first year of existence. Various programmes have been prepared for the tourists to visit several destinations in the mentioned region according to two principles: the principle of a "garland" which means that the tourists travel from one place to another staying overnight at different places and the principle of a "blossom" where they stay at the same place making daily trips to other places known for their cultural wealth (monasteries, farmhouses with vineyards, natural beauties ...). Peter Nizette and Harold Goodwin of Ecotourism are continuing their research of cultural heritage also in other parts of Slovenia and they have discovered plenty of things in the places Cerkno, Idrija, Cerknica, Ribnica, and Kočevje, which seem quite natural to the local people, but for the tourists it undoubtedly means the discovery of extremely attractive points. Among them: the 44,000 years old Neanderthal flute at Cerkno, bobbin-work (lace-making), Anthony Mine Shaft and Gorenjski Castle (this year awarded a prize as the best technical museum in Europe!) at Idrija, the intermittent Lake Cerknica, the Bloke Plateau - the cradle of skiing in Europe, woodwork and pottery in Ribnica, Europe's only virgin forest in Kočevje...

All this cultural heritage is too precious to be hidden by the Slovenes. They are the jewels of European culture, therefore, the hosts wish to share them also with the visitors from other countries.

Top: 'Angel's Swing of the Wings', oil on canvas by Slovenian modern painter Rudi Španel, 1995
Left: All Capone Štrajh trio - it shall remain a secret for the time being. Come to the Slovenian stand (No. EM 1007) to have a good fun and great music after a long time!

Winter in Slovenia:

IN THE WHITE ARMS OF THE AMIABLE ALPS

The Slovenes like to invite guests not only in summer, they also like to share the snow-covered slopes with them. The hills and mountains in Slovenia are a part of the great European Alpine mountain range. The Alps actually start in the east, in Slovenia, stretching across northern Italy, Austria, southern Germany, Switzerland, and as far as south-eastern France. Slovene ski centres invite you to discover the friendliest mountains in Europe.

THE ALPS IN SLOVENIA ARE NAMED AFTER JULIUS CAESAR

The greatest part of the Slovene Alps is named the Julian Alps after Julius Caesar who mentioned them in his notes for the first time almost two millenniums ago. They stretch from the border between Slovenia-Italy-Austria, along the marvellous Alpine Soča River (known particularly for the summer rafting and the famous trout - Trotta Marmorata) and slowly passing towards the lower mountains and hills almost at the entrance into the capital - Ljubljana. The mountains on the border with Austria are called the Kamnik- and Savinja Alps, after the town Kamnik and the Valley of the Savinja River.

Slovene mountains are not so high and sometimes inaccessible as in the neighbouring countries in Western Europe. The highest mountain is Triglav - 2864 m - located in the middle of a national park. Its name reminds of the most important pagan three-headed deity Triglav, and, as a matter of fact, the mountain really looks as having three peaks (Triglav - three heads).

SKIING IS A NATIONAL SPORT IN THE COUNTRY

According to many written sources, the first skis in Europe were made on the Bloke Plateau in Slovenia. The peasants used them for faster delivery of food to the markets of the nearby settlements in winter.

Skiing is the most popular sport in Slovenia. On every gentle slope you will see numerous parents encouraging small children to love this sport. The Slovenes are known that they like to share their joy also with the visitors. That's why there are so many activities and why so many people can hardly await the first snowfall. Let it be sleighing, since last year at some places even at night, by torchlight or lamps, Alpine skiing, cross-country skiing, ski jumping or skating or the novelties, like, acrobatic skiing (ballet free style skiing on snow) two decades ago, snow-boarding not long ago, telemark skiing and the latest novelty - carving that was born in Slovenia. Climbing frozen waterfalls should better be left to experienced sportsmen. In Slovenia, more exactly in the idyllic Alpine village Begunje there is the world renowned sports equipment manufacturer Elan. The greatest champions have won on

Elan's skis. At Planica, half an hour of horse-sleighing from the well-known centre - Kranjska gora - there is also one of the oldest and undoubtedly the world's highest ski jumps, where the new world record was achieved in 1996 (Espen Bredesen, 209 m). For more courageous persons a winter mountain-biking with specially designed bikes will be an unforgettable adventure. Extra fun: night biking-tours on snowy roads.

YOU CAN'T SKI? YOU WILL LEARN IT IN A FEW DAYS!

The altitude up to three thousand metres enables easy access and an extremely wide variety of activities. Numerous Slovene ski trails are located on the terrain where there is pasture-land in summer. These areas are particularly suitable for skiers - beginners and families. Almost every ski centre has an excellent ski school. First-class ski instruction is certainly among our top priorities and the Slovenian Ski School is among the best in the world, which is proven by excellent results of Slovenian competitors in all different types of skiing.

The teachers at Slovenian ski schools encourage every individual to experience the carefree pleasures of gliding down the mountain slopes. All guests of the ski school may choose from a wide range of programmes, which are designed for beginners, advance skiers and, of course, those who want to be champions. Regardless of age and prior knowledge of skiing, one will be participating in an easy going, yet professional programme.

KRVAVEC, KRANJSKA GORA, CERKNO ...

Indeed - difficult names to pronounce. However, the people living in the Slovene ski centres are friendly, their cultural heritage is typically Central European and it sometimes resembles Austria.

The winter sports centres differ very much. Kanin, Kravec and Vogel are excellent high-altitude skiing grounds, while Kranjska gora is a meeting point of world champions; Maribor - the lowest ski centre in Europe and the home of excellent wines - is the place where the Women's World Cup Slalom & Giant Slalom Competition takes place every year; the greatest progress, however, has been lately achieved at Cerkno and on Rogla. There are no



mountains, only vast white plains with pastures in summer where shepherds make tasty cheese and collect herbal plants.

WE SAY "DOBER DAN"

Never mind, if you don't like skiing. Almost at every place of the Slovene winter tale you may enjoy horse-sleighing, walking in the forests to the huts where you will be served tea or mulled wine; and only a three hours drive away from the white winter the Adriatic Coast begins with its smell of Mediterranean vegetation and where you can bask in the sun even in winter. And all this in the country whose national hero was a poet (Franc Prešeren, 1800 - 1848) and where the rich tourist offer can, apart from the mountains and lakes, also boast of the coast and 6000 karst caves, ancient towns, thermal spas and more than 400 local farmhouses offering accommodation.

And last but not least: it is not necessary to speak the language (Slovene) to feel good in our country. The local people speak English and German well, but also Italian. It's good to learn two words at least: dober dan (good morning or good afternoon) and they will gladly open all the doors with a smile.

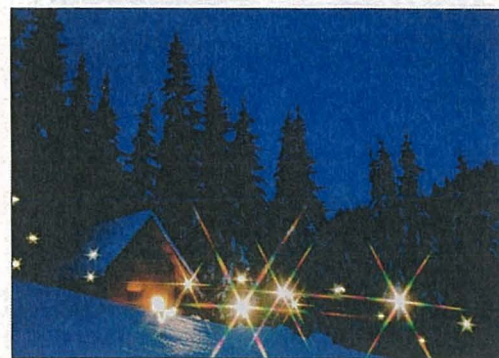
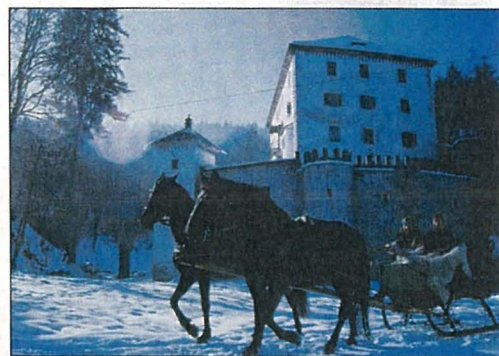
WELCOME!

Photos from top:
1. Bloke - the cradle of European skiing. Picture taken from oil on canvas, made by Slovenian painter Maksim Gaspari.

2. Après ski at Vogel, above lake Bohinj (photo by Joco Znidaršič).

3. Fairy tale in front of the Snežnik castle.

4. New years Eve in the Koroška (Slovenian Carinthia) region (photo by Tomo Jeseničnik)



No.	Ski centre	Address	Place	Phone +386-	Fax +386-	Number of employees	Number of part time w.	Number of T-bar tows	Number of chair lifts	Number of cable cars
1	ATC KANIN	Dvor 43	5230 BOVEC	65/86-009	65/86-081	23	20	3	3	1
2	CERKNO	Sedejev trg 8	5282 CERKNO	65/172-420	65/75-207	70	40	4	3	0
3	RTC GOLTE	Radegunda 19 c	3330 MOZIRJE	63/831-111	63/831-201	10	40	4	2	1
4	RTC KRVAVEC	Bleweisova c. 2	4000 KRANJ	64/222-579	64/221-829	35	65	4	7	1
5	MARIBOR POHORJE	Pohorska ul. 60	2000 MARIBOR	62/631-850	62/631-840	16	100	19	2	1
6	SKI CENTRE VOGEL	Ukanc 6	4265 BOH. JEZERO	64/723-466	64/723-780	32	0	4	4	1
7	GTC KOPE	Glavni trg 41	2380 SLO. GRADEC	602/42-391	602/41-668	6	30	7	0	0
8	UNIOR ZREČE	Pot na Roglo 15	3214 ZREČE	63/762-1102	63/762-446	18	28	11	2	0
9	JAVORNIK-ČRNI VRH	Tržaška c. 2	1000 LJUBLJANA	65/77-241	61/125-2353	0	5	2	0	0
10	KOBLA	Cesta na ravne 40	4264 BOH. BISTRICA	64/721-414	64/721-414	7	21	3	3	0
11	STC STARI VRH	Zapreval 3	4223 POLJANE	64/688-032	64/688-136	0	15	4	1	0
12	ŠKOFJA LOKA-SC. SORICA	Podlunbnik 1 c.	4220 ŠKOFJA LOKA	64/622-461	64/622-374	7	5	3	0	0
13	KRANJSKA GORA	Borovška 103A	4280 KR. GORA	64/881-414	64/881-181	37	52	18	5	0
TOTAL						261	401	86	32	5

No	Ski centre	Grounds for snowboard yes	Sledding, cross country runs yes	no	yes	no	Price list of ski passes adults per day	children per day	adults per week	children per week	Number of visitors in season 96/97	Number of skiers/hour	Skiing grounds in hectares
1	ATC KANIN	x	x	x	x	x	2,900	2,200	14,500	11,000	50,000	5,500	30
2	CERKNO	x	x	x	x	x	3,000	2,200	15,500	11,500	70,000	8,500	50
3	RTC GOLTE	x	x	x	x	x	2,600	1,900	14,400	10,500	20,000	6,400	60
4	RTC KRVAVEC	x	x	x	x	x	3,500	2,450	18,130	12,691	107,811	11,322	110
5	MB. POHORJE	x	x	x	x	x	3,400	2,300	16,700	11,700	160,000	18,152	220
6	VOGEL	x	x	x	x	x	3,500	2,450	19,800	13,850	102,726	6,600	78
7	GTC KOPE	x	x	x	x	x	2,300	1,800	11,500	9,000	27,000	5,900	60
8	UNIOR ZREČE	x	x	x	x	x	3,100	2,200	14,500	10,200	132,000	12,500	90
9	JAVORNIK-ČRNI VRH	x	x	x	x	x	1,000	500	5,000	2,500	n.a.	1,800	15
10	ŽTG-KOBLA	x	x	x	x	x	2,800	2,000	15,400	10,800	48,000	5,600	90
11	STC STARI VRH	x	x	x	x	x	2,500	1,700	n.a.	n.a.	15,000	3,900	40
12	ŠK. LOKA-SC. SORICA	x	x	x	x	x	2,100	1,600	11,000	8,500	22,000	2,400	35
13	KRANJSKA GORA	x	x	x	x	x	3,500	2,600	21,000	15,000	131,706	16,622	125
Total/average		8	5	10	12		2,925	2,100	14,394	10,340	886,243	105,196	1,003

Source: Association of Ski Lift Operators, Slovenian Tourist Board, 1997

ADVANTAGES AND NOVELTIES OF THE SKI CENTRES IN SLOVENIA

- ATC KANIN, snowmaking across the Soča River, permanent snow at 2200 m, tour skiing
- CERKNO, snowmaking on 80 hectares, 5 snow cannons have been added, i.e. 25 in total, new facilities
- RTC GOLTE, tour skiing trails, nice cross-country trails, climbing ice wall is located in the nature park
- RTC KRVAVEC, vicinity of urban centres, airport, short waits
- SK-BRANIK, POH. VZPENJAČA, night skiing, vicinity of a town, easy to reach
- ŽIČNICE VOGEL, ski trails of different kinds, long winter season, plenty of snow, wonderful view, pleasant hotels
- GTC KOPE, exceptional position of skiing grounds, pasture-land in summer, no stones
- UNIOR TURIZEM ZREČE, new grooming machines, ski equipment rentals, easy to be reached, vicinity of thermal spas
- ŽIČNICE JAVORNIK-ČRNI VRH, new ski lift, easy to reach, vicinity of a settlement, 10 km of cross-country trails
- ŽTG-KOBLA, night skiing, ski lifts, access to the skiing area by train

- STC STARI VRH, vicinity of towns and easy to reach
- ŠR ŠK. LOKA-SC. SORICA, very suitable for families, training polygons, access from three directions
- RTC ŽIČNICE KR. GORA, artificial snowmaking on 32.5 hectares, easy to reach, good traffic connections, ski trails for all categories of skiers, excursions (shopping), vicinity of Austria and Italy, vicinity of ski jumps, championship competitions.

The winter sports tourist offer in Slovenia is co-ordinated by the Association of Slovenian Ski Lift Operators which comprises 13 ski centres, the Skiing Association of Slovenia and three companies that are indirectly engaged in the skiing and ski lift activities.

Numerous activities will take place at the ski centres, all organised and performed by skiing experts. Skiing will be possible at most centres through the whole season as additional snowmaking will be provided. Ski centres will also offer special facilities for payment of ski passes as well as additional activities.



ALL ADDITIONAL INFORMATION:

ZDRUŽENJE SLOVENSKEH ŽIČNICAJEV • (Association of Slovenian Ski Lift Operators) • Parmova 33, 1000 LJUBLJANA • TEL: +386-61-130-6870, FAX: +386-61-134-3153

SLOVENIAN SKI SCHOOL, Parmova 41, 1000 Ljubljana • + 386 61-133-60-26, fax: + 386-61-328-887

CENTER ZA PROMOCIJO TURIZMA SLOVENIJE • (Slovenian Tourist Board) • WTC, Dunajska 156, 1000 Ljubljana • tel. +386-61-189-18-40, Fax. +386-61-189-18-41 • E-mail: cpts.cpts@tradepoint.si, www.tourist-board.si

New products offered to the international travel market

"WINE ROADS" OF SLOVENIA: SO FAR A HIDDEN TREASURE

The project entitled the Wine Roads of Slovenia forms part of the activities undertaken in the Republic of Slovenia under the common title of the Integrated Development of the Countryside and the Renovation of Villages (CRPOV), with the intention of directing and promoting the development of the countryside.



The aim of the Wine Roads of Slovenia project is a harmonisation in terms of substance and methodology of all the potential of Slovenia's wine-producing regions, which should in turn serve as a solid foundation for their further development and incorporation into a broader framework of primarily tourist services in individual regions.

The efforts encompassed in the Wine Roads of Slovenia project have from the very beginning been guided by the ambition to create an integrated and all-embracing structure which would no longer leave opportunities for the development of the wine roads regions to chance. In the nineties, after a long period of trials and errors, the Slovenian viticulture appears to be on the right track: on extensive vineyard areas and with modern methods, as well as with the classical ones from France, Italy and other famous wine countries, selected sorts are introduced and cultivated. In 1995 some 70 million litres of wine had been harvested from a vineyard surface of 21,500 ha, the quantity could be in-

creased to some 80 million litres.

In Slovenia we distinguish three, rather spacious winegrowing districts, according to peculiar conditions of soil and climate which are rather different not with standing the small area of the country. Thus a one-, three-, seven, or nine-day journeys enable one to inspect vineyards of the Adriatic Littoral and the specifically meridian sorts of grapevine prospering there, the Styrian vineyards with sorts equalling those of central-European wine countries, and Dolenjska region, with its marvellous autochthonous "cvček". It's one of a kind!

Famous Slovenian wine trade marks: Mo-via, Simčič, Kristančič, Goriška Brda cave, Kupljen, Vinakoper, Vinag, Vina Brežice, Zlati grič ...

VENUS TRAIL: IN SEARCH OF THE MEDIEVAL TIMES

The Slovenian towns participate in the cultural and tourist project "Venus Trail" which means a revival of medieval town centres with castles, are: Radovljica (Kamen Castle), Škofja Loka, Kamnik, Postojna (Predjama Castle), Komen (Štanjel Castle) and Nova Gorica (Rihemberk Castle). These towns are members of Venus Association having its seat in Klagenfurt, Austria. The towns are acting independently, the co-ordinator of the project in Slovenia is the Ministry of Economic Affairs, Tourism.

"Venus Trail" is based on the novel Frauentienst from the 13th century. The author is Ulrich von Lichtenstein, a knight, a ministerial official, a politician and a minnesinger, describing his journey from Venice to Bohemia. The idea was born from an example of medieval love poetry taken from the mentioned German novel and it is at the same time the first novel written in the first person. The novel with its medieval heroes, noble ladies, poets, minnesingers and warriors expresses a special charm which fascinates the visitors as well as the residents of these medieval towns. Spectacular travelling tournaments of Ulrich (acting in the role of Lady Venus! in the novel) and King Arthur show the turbulent hi-

story, heroic adventures, chivalry, extreme adoring of women, also requiring sacrifice. The poem shows a freely dramatised way into the golden age of town planning, poetry, fighting and pleasure in games, crafts and trades, the art and joy of living.

The aim of the project is to revive this medieval heritage to become a part of cultural and tourist offer - in the form of a 1,200 km long road full of adventures and medieval myths.

Forty-five towns from Germany, the Czech Republic, Austria, Italy and Slovenia, i.e. the towns described in the mentioned novel Frauentienst, have joined in the project "Venus Trail".

The Slovenian towns on the Venus Trail have already prepared numerous performances: International festival of old music in Radovljica and Midsummer Night's celebrations in Kamen Castle, medieval days in Škofja Loka and Kamnik. Ljubljana presented a series of concerts of old music and a medieval day in Ljubljana Castle in autumn. Visitors to Štanjel were able to listen to music evenings in the castle. The third medieval performance "Erasmus's Tournament" took place at Predjama Castle this year.

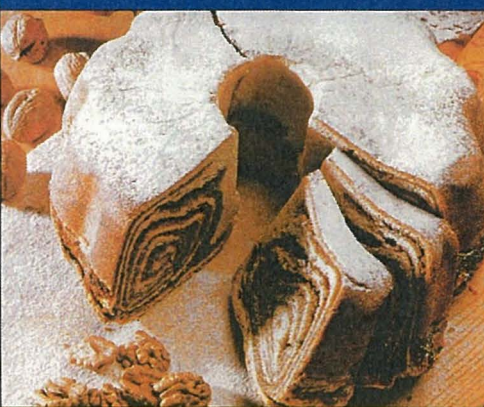
A rich calendar of medieval events is also being prepared for the year 1998 with a wish to improve and variegate Slovenia's cultural and tourist offer.

SLOVENIAN HOTELS ARE BEING CATEGORISED WITH STARS

In June, a new categorisation of accommodation facilities has come into force in Slovenia. The Rules defining the criteria and method of categorisation of accommodation facilities and marinas were published in the Official Gazette of the RS on the 23rd May 1997 and apply to:

- hotels, motels, apartments, pensions, camps, inn-restaurants with accommodation;
- farmhouses and private rooms, and
- marinas.

DO YOU WANT TO SMELL SLOVENIA IN YOUR HOME? TRY TO BAKE A TYPICAL SLOVENIAN CAKE!



RECIPE FOR "POTICA"

DOUGH: 60 dag flour • 3 dag yeast • 8 dag sugar • 8 dag fat • 3-5 egg yolks • 4-5 dcl milk • 2 tablespoons rum • 2 tablespoons sour cream • lemon peel • 1 pinch of salt

SIFT THE FLOUR AND ADD: creamed yeast with 1 tablespoon of sugar into 1 dcl lukewarm milk; • fat melted in the remaining milk, sugar, salt and beaten egg yolks; • rum, sour cream, lemon peel. • Knead into the flour until smooth and let it rise (at least twice).

FILLING: 1 litre ground walnuts • 4 dcl fresh cream • 20 dag sugar • 1 egg • rum, cinnamon, lemon peel • option 20 dag sultanas
Pour hot cream on the walnuts, add sugar, spices and an egg when cool
Roll out dough, spread the filling, strew with sultanas, roll up tightly and let it rise. Then top with egg yolk and bake in the oven at 180° - 200°, 60-75 minutes.
Warning! Do not forget to invite your family and friends! And - enjoy!

The category of an accommodation facility is marked with stars and no longer with old-fashioned letters. The accommodation facility to be categorised has to meet the general and special conditions required in the Rules on minimal technical conditions for business premises, furnishing and equipment as well as the minimal services in individual guest-houses, private rooms and farmhouses.

In compliance with the above Rules, the accommodation facilities may also apply to be awarded the sign of quality and specialisation as not obligatory symbols to mark the quality of the accommodation facility.

SLOVENIAN CASINOS: GAMES, PLEASURE AND GOOD CUISINE

Slovenia has ten casinos that have successfully developed American-style gaming. Their offer is linked to high quality hotel, marketing, recreation, and cultural services.

Opened thirty years ago, the casino Portorož is the oldest of Slovenia's casinos. It was soon joined by the casino in Lipica, where the world famous Lipizzaner horses are bred, and by the casino in Bled which is famous for its beautiful lake. You will find casinos in our two largest cities, Ljubljana and Maribor, at the Rogaška Slatina Health Spa, in the Kranjska gora ski resort, and Otočec with its unique castle hotel on an island in the middle of the Krka River.



The most frequented among Slovenia's attractive casinos are those in Nova Gorica, the young city on the border with Italy. In addition to its older park Casino, there is the Perla Entertainment Centre; at its opening in 1993 it was the largest such centre in Europe. In addition to gaming, Perla offers a colourful variety of entertainment programmes on its numerous stages and dance floors.

ADDITIONAL INFORMATION ON ALL PRODUCTS:
Slovenian Tourist Board
or its offices abroad (see the addresses on page 4)



Venus trail: a "wicked witch" taken to trial.



Grand Hotel Emona, Portorož: A new venue for congresses and meetings.

New wings of ADRIA AIRWAYS

The Slovenian national carrier Adria Airways will purchase two aircraft from Canadair Regional Jet Series 200 LR in November and December 1997, and another two of Bombardier Regional Aircraft Division, Canada next year. The contract value for the two planes amounts to approximately USD 37 million and delivery is scheduled for November and December this year. Optional aircraft will be supplied in 1998.



Purchase of the aircraft CRJ 200 LR is part of Adria's strategy to reorganise the airline company with the purpose to improve the flight economy, to expand the network of flights and to modernise its fleet, as we were told at Adria Airways, Ljubljana based avio carrier. The Slovenian national carrier intends to replace two aircraft De Havilland Dash 7 by two aircraft from Canadair Regional Jet and later in 1998 probably another plane DC-9 by an optional plane.

The decision to purchase the aircraft from Canadair Regional Jet has been taken based upon the Slovenian market demand and the properties of the aircraft, such as: environment friendly, low fuel consumption, height, speed, etc. and an extremely economic operation. The introduction of the aircraft by Canadair Regional Jet into Adria's fleet means the inclusion of modern aircraft for the national carrier to be able to upgrade its offer of some existing flights and to set new standards with new flights.

Adria Airways will fly with the new aircraft from Ljubljana to the destinations in Austria, Belgium, Poland, the Czech Republic, Hungary, Germany, Switzerland, the Netherlands, France, Great Britain, Spain, Italy, Turkey, Greece, and Russia. European airlines having Canadair Regional Jet in their fleet are Lufthansa, Tyrolean, Lauda Air, Brit Air and Air Littoral, in America this aircraft is used by Air Canada, Atlantic Coast Airlines, COMAR, Mesa, Sky West and Southern Wind.

Where do we meet again in 1998?

Slovenia will exhibit at the following travel fairs and markets

January	VAKANTIEBEURS, Utrecht	March	UTAZAS, Budapest
January	FESPO, Zürich	March	T U R, Göteborg
January	C M T, Stuttgart	March	SENIOR AKTUELL, Vienna
January	FERIEN, Vienna	April	FREIZEIT, Klagenfurt
February	HOLIDAY WORLD Prague	May	ITTF, Zagreb
February	TOURF 97 Salzburg	May	EIBTM, Geneva
February	C B R, München	June	TOURMONDO, Bologna
February	FREIZEIT, Nürnberg	June	R D A, Cologne
February	I R U, Linz	October	MITCAR, Paris
February,		October	T T W, Montreux
March	B I T, Milan	October	A T M, Orlando
March	FERIEN INTL, Graz	November	W T M, London
March	I T B, Berlin	November	T & C, Leipzig
March	Fiera di Padova	November	B T F, Brussels

THE TELEPHONE NUMBERS IN SLOVENIA WE HOPE YOU WILL NOT NEED:

Police:	112
Fire brigade:	112
Ambulance:	112
AMZS, Auto-moto	
Association of Slovenia	987

EXCHANGE RATES

Bank of Slovenia	
10 October, 1997	
US\$ 1	165.80 SIT
UK £1	277.00 SIT
AS\$	120.58 SIT
YEN 100	137.06 SIT

AVERAGE PRICES IN SLOVENIA (USD): VALUE FOR MONEY!

1 litre of gasoline, lead-free	0.5
breakfast	2-3
lunch	9
tourist menu	5
bottle of wine	7-13
glass of wine	2
beer	1.5
a cup of tea	1
a cup of coffee	1
non-alcoholic drinks	1.5
movies	4
theatre, concert	9
bus token (city bus)	0.5
taxi (1 km)	0.9

DID YOU KNOW...

- ... that Slovenia is not to be confused with Slovakia or Slavonia. During the historical migrations in Europe, the nations have sometimes been given very similar names that can be easily confused. Hence - Slovenia. You will easily remember the country as it includes in its name the word "love" (Slovenia).
- ... that Slovenia will become a non-permanent member of the UN security council on 1 January 1998.
- ... that if you change only one letter in the name of the capital "Ljubljana" - you get the word "ljubljana" which means "beloved" in English.
- ... that Slovenia is one of the safest countries in Europe.
- ... that Slovenia's greatest national hero was - neither a commander-in-chief nor a politician - but a poet. France Prešeren lived between 1800 - 1848 and he is also the author of the national anthem which has a significant title: A Toast to Freedom.
- ... that although you can buy bottled mineral water everywhere, with bubbles or without them, Slovenia is one of the rare European countries where you can drink water from the tap, namely in the whole country.
- ... that the ancestors of the present Slovenes had their own independent state Carantania (Karantanija) in the ninth century? Then they remained thousand years under the rule of the Austrian and German crowns, and a few years even under Napoleon Bonaparte, while in Yugoslavia they were only 73 years up to year 1991.
- ... that "Lipizzans" are at home in Slovenia. Do you like horses? You have certainly heard about the "aristocrats among horses". Lipizzans are renowned for the so-called Spanish or Vienna Riding School. These horses originate from a small village Lipica (the word means "little linden" in Slovene) where a large herd of these white horses still lives today and that they are not white when they are born, but dark.
- ... that Slovenia has about 6,600 underground karst caves, among them also one of the largest in the world - Postojnska jama.
- ... that Slovenian Tourist Board will gladly answer any questions you may have. Call +386-61-189-18-40 and require PR department. Or simply send E-mail to: rok.klančnik@cpts.tradepoint.si.

SLOVENE EMBASSIES AND CONSULATES ABROAD

AUSTRALIA
EMBASSY OF THE REPUBLIC OF SLOVENIA • Level 6, Advance Bank Center • 60 Marcus Clarke Street • CANBERRA ACT 2601

GREAT BRITAIN
EMBASSY OF THE REPUBLIC OF SLOVENIA • Suite One, Cavendish Court • 11-15 Wigmore Street • LONDON W1H 9LA

UNITED STATES OF AMERICA
EMBASSY OF THE REPUBLIC OF SLOVENIA • 1525 New Hampshire Avenue N.W. • WASHINGTON, D.C. 20036

CONSULATE GENERAL OF SLOVENIA • 600 Third Avenue, 24th Floor • NEW YORK, N.Y. 10016

PERMANENT MISSION OF THE REPUBLIC OF SLOVENIA TO THE UNITED NATIONS • 600 Third Avenue, 24th Floor • NEW YORK, N.Y. 10016

EMBASSIES OF UK AND USA IN SLOVENIA

EMBASSY OF THE UNITED KINGDOM
SI-1000 Ljubljana, Trg republike 3/IV

EMBASSY OF THE UNITED STATES OF AMERICA
SI-1000 Ljubljana, Pražakova 4

SloWWWenia on Internet

Information on Slovenia and its tourist offer have been available to Internet users at the address <http://www.creativ.si/slovenia> (in <http://www.tourist-board.si/slovenia>) for more than a year. The main Slovenian tourist presentation "Welcome to Slovenia" is a result of co-operation between the Slovenian tourist Board and the company Creativ. Presentation on the Internet is a part of the Slovenian tourist information network linking by means of new media also CD ROM and the members of the tourist information network into a rounded up information system. Information is available to the users in the English, German, Italian, Croatian, and Slovene language.

The presentation can be divided into the general presentation of Slovenia and the presentation of the Slovenian tourist offer. General presentation of Slovenia comprises: an interactive tourist manual, a presentation of Slovenia in pictures, a presentation of fragments of folk music from different Slovenian regions, an interactive road map by AMZS... Slovenian tourist offer is classified into 60 groups according to regions and places comprising presentations of places, hotels, motels, restaurants, inns, health resorts, congress centres, casinos, sports facilities, museums, performances and exchange offices. In the Internet presentation "Welcome to Slovenia" more than 6000 addresses of Slovenian tourist offers can be found. Presentation "Welcome to Slovenia" is also among the most popular linking pages with other similar tourist presentations. One of the foreign critics of our presentation has assessed it as follows: "Welcome to Slovenia" is one of the best designed and most thoughtfully organised sites around, this is the place to go if you want to know about Slovenia, how to get there, what to see and do, and a great deal more. If only all travel sites were this good".

SOME OTHER SLOVENIAN HOME PAGES ON WWW:

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| www.tourist-board.si
www.ijs.si/slo/
www.sigov.si
www.sigov.si/zrs/index_e.html
www.ijs.si/slo/country/food/recipes/
www.ijs.si/slo/resources/alphabet/
www.ijs.si/slo/country/food/wine/
www.si-int.news.com | <ul style="list-style-type: none"> - Home page of the Slovenian Tourist Board - A Guide to Virtual Slovenia - Slovenia's government home page - Statistical office of the Republic of Slovenia - Food and recipes of Slovenia - Organisations in Slovenia - Wines of Slovenia - independent news and info on Slovenia |
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