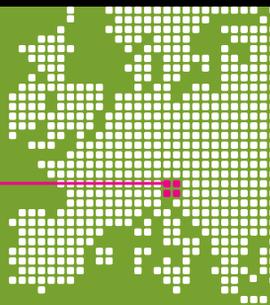




I FEEL
SLOVENIA

SLOVENIA

PROFILE OF AN ADVENTURE



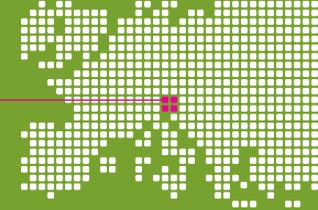
::: LOCATION

::: SO CLOSE, SO EUROPE

02/03

HAVE YOU HEARD?

The most common names in Slovenia are Franc and Marija, followed by Janez and Ana.



Halfway between London and Istanbul; a two-hour drive from Venice; or a short trip from the metropolises of Vienna and Prague – geographically, historically, and culturally, Slovenia has always had a European flavour. In a relatively small area you can find the best of a whole continent: mountains and lakes, the Mediterranean Sea and vast forests, ancient castles, and urban rhythms.

Slovenia is often described as a country at a crossroads. Through the centuries, it has developed under influences from all directions that have left their traces. The result is a stunning variety of professions, lifestyles, and culture.

Although travelling through Slovenia today is easy because of the freeway network con-

necting all its regions, many still prefer the enchanting side roads that go everywhere you want to. Slovenia also has a rail network with links to all neighbouring countries and three international airports. The Port of Koper serves as a window to the outside world, but is also well connected with continental Europe.

Slovenia's largest towns are Ljubljana, Maribor, Kranj, and Celje.

Ljubljana's airport offers connections to all major European cities. From here and in almost no time you can reach Vienna, Budapest, Zurich, Munich, Frankfurt, Amsterdam, Brussels, Paris, London, Manchester, Dublin, Birmingham, Stockholm, Oslo, Helsinki, Warsaw, Kyiv, Moscow, Belgrade, Bucharest, Sarajevo, Podgorica, Tirana, Athens, Priština, Skopje, and Istanbul.



::: 1,370 km

total length of the border with Austria, Italy, Hungary and Croatia

ALPINE FRESH

Lake Bohinj is not only the largest natural lake in Slovenia, it is also the perfect spot to fall in love with summer in the Alps.

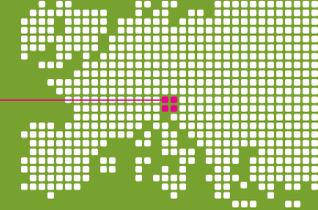
:: GEOGRAPHY

:: :: FOUR WORLDS IN ONE COUNTRY

04/05

HAVE YOU HEARD?

Some call the Bloke Plateau “Slovenian Tibet” and it is considered one of Europe’s cradles of skiing.



Slovenia’s greatness comes in inspiring details. It is as diverse a country as you can imagine because its 20,273 square kilometres are nestled between the relaxing seaside (with a series of Mediterranean gems: Piran, Portorož, and Izola) and the adventurous alpine peaks. In between, a lively but cosy urban pulse can be found in Slovenia’s charming cities, while pristine countryside flourishes all around them.

Slovenia’s territory unfolds as four types of landscape – Alpine in the north, Mediterranean in the southwest, Dinaric in the south, and Pannonian in the east. Its climate ranges from continental in the centre and Alpine in the northwest to sub-Mediterranean along the coast and the nearby countryside.

Many of Slovenia’s regions are rich in vineyards. Slovenske Gorice, the Gorizia Hills, and Lower

Carniola are probably the best examples of a perfect natural and gastronomic setting to indulge your soul.

The coastal region is always a good place to start. The unique Strunjan Cliff, the medieval salt works, a string of towns and a warm climate present a charming Mediterranean setting. Immediately beyond the coast, the country rises into the fascinating Karst region, made of limestone worked into breathtaking formations by water. To the north are the sun-bathed Alps, with the lakes Bled and Bohinj offering a refreshing tourism getaway. To the east, Prekmurje awaits with gastronomic adventures and countless pleasures for the body and mind: spas, ancient mills, and the sleepy Mura River. Lower Carniola is known for its unique mix of forests, sunny hills, and fertile plains. Somewhere in the middle is Ljubljana, a city of 280,000 people.

4%

of Slovenia is part of Triglav National Park.

THE THREE-HEADED GIANT

The first ascent of Mount Triglav (literally, the “three-headed”) was made on 26 August 1778. The highest peak (2,864 m) in the Julian Alps is also one of Slovenia’s key national symbols.

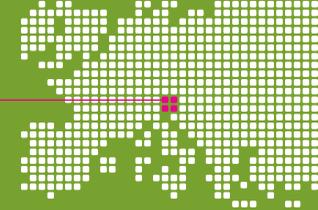
:: SOCIETY

:: :: LIFE ON THE SUNNY SIDE

06/07

HAVE YOU HEARD?

The Slovene language uses the grammatical dual, a rarity in modern languages.



Slovenia's population of just over two million is well educated and the country has a good labour market. Like other modern European societies, it is experiencing typical trends of aging and low birth. In addition, large families, once a core unit of society, are undergoing changes and becoming smaller.

Slovenia is one of the youngest democracies in Europe. It gained independence in 1991, when the westward oriented and human-rights conscious republic left the Yugoslav federation. It won international recognition almost immediately and became a member of the European Union in 2004. Only four years later Slovenia became the first "newcomer" to hold the EU Presidency.

The history of Slovenia simultaneously reveals an absence of statehood and abundance of culture – it was only through language and cultural expression that national identity was preserved. The Protestant reformer Primož Trubar created the standard Slovene language, which is now used by an inspiring range of writers. Slovenia has both professional and amateur theatre companies and some world-famous modern dance groups. Orchestra concerts annually attract more than 6,000 music lovers, and young filmmakers attract equal attention at film festivals around the world. Painting with a high artistic value only began to blossom in Slovenia at the beginning of the 20th century, but today many artists are helping shape the international art scene.

:: :: 5,222

performances were seen by 1,029,000 spectators during the 2004/2005 theatre season.

MYSTERY RIVER

The Ljubljana River may be only 41 kilometres long, but it is also a river with seven names, acquiring a new one every time it surfaces after running underground for a while.



∴ ECONOMY

∴ ∴ HIGH TECH WITH A HIGH TOUCH

∴ ∴ 939,080

people are registered as “working,” meaning that they are employed in one way or another.

08/09

HAVE YOU HEARD?

Slovenia’s average first-time father is 33 years old, and the average father is 46 years old.

Slovenia’s young economy has been often described as a good example of successful transition. So far economic growth has been favourable and has regularly been followed by an increase in employment, sometimes even exceeding the European average. Compared to the EU average, Slovenia also has a considerably high employment rate of women.

The local economy is increasingly becoming service orientated. Of course the industrial sector is also of high importance, the most important area being manufacturing, whereas agriculture has declined considerably as an economic segment.

Chemicals, electrical equipment, machinery, transport, the food industry, motor vehicle manufacturing, shipbuilding, metal products, and rubber manufacturing represent most the prominent activities in Slovenian manufacturing. Given the current level of development and existing potential, tourism could become one of Slovenia’s leading economic sectors in the next few years.

However, if you ask ordinary Slovenes which companies are the country’s best, they will probably name one of a few dozen popular household brands from companies active in pharmacy, home appliances, food, or retail.

RETRO HOME DESIGN

Spoon making, sieve making, toothpick making, and basket weaving – the production of wooden ware once used to be a vital industry, while today it is an eye-catching tradition.



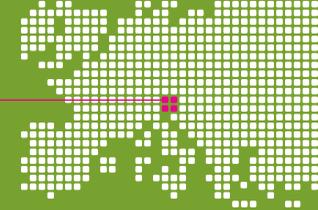
NATURE

GREEN UNLIMITED

10/11

HAVE YOU HEARD?

One of the most interesting encounters in the 5.3 km voyage through Postojna Cave – the longest publicly accessible cave system in the world – is the indigenous blind albino cave salamander *Proteus anguinus*.



Stepping into Slovenia, one enters an outstanding mixture of biological, landscape, and cultural diversity. 11.5% of the countryside enjoys various types of legal protection. Today Slovenia has forty-four protected areas or parks, including one national park, three regional parks, and forty landscape parks.

Approximately 35% of the country is protected as part of the Natura 2000 network as sites reserved for bird conservation and the conservation of habitat types and species. With regard to the number of protected species and the proportion of its territory included in the Natura 2000 network, Slovenia is at the very top of the European list.

The largest protected area in the country is Triglav National Park, which encompasses

83,807 ha of Slovenian territory. The three regional parks in Slovenia, which encompass large natural homogenous areas with both natural and man-made features, are Kozje Regional Park, Inner Carniola Regional Park, and Škocjan Caves. Škocjan Caves, with Slovenia's largest underground canyon, has been a UNESCO World Heritage site since 1986. The most attractive among the landscape parks are the Logar Valley and the Sečovelje Salt pans. The Karst region is the homeland of the Lipizzaner horses. The Lipica stud farm was established in 1580 and is today an active stud farm that breeds the finest horses of haute-école riding.

Slovenia is also smart choice for those seeking spa and wellness programmes because it has a rich tradition and long list of outstanding health and tourist resorts.

66%

of Slovenia is covered by forests of different types.

DEEP DOWN AND CRYSTAL CLEAR

The Rakov Škocjan Valley holds many wonders, including a 23 m wide and 37 m tall natural bridge.

TIMELINE

THE STORY OF A STATE

The 7th

stanza of »Zdravljica« is a national anthem and an inspiring vision in which the most important Slovenian poet France Prešeren (1800-1849) called for a peaceful of cohabitation among nations of the world.

12/13

HAVE YOU HEARD?

Slovenia ceased to be a part of Socialistic Federal Republic of Yugoslavia after 88.2 percent of voters opted for sovereign and independent country on a referendum that was held on 23rd of December 1990.



COAT OF ARMS

The three golden stars were taken from the coat of arms of the counts of Celje, whose rule in Late Middle Ages united almost entire Slovenian territory known today.

:: STATE HOLIDAYS

June 25: Statehood Day

December 26: Independence and Unity Day

:: PHONE DIAL CODE

+386

:: TIME ZONE

GMT/UTC +1

:: INTERNET DOMAIN

.si

:: CURRENCY

euro €

:: CLIMATE

Continental in the central part, Alpine in the north-west and sub-Mediterranean along the coast and its hinterland

:: AVERAGE TEMPERATURE

+21°C in July

-2°C in January

Sun shines app. 2000 hours per year

PLACES :: TO COME AND TO SEE :: ::



- Natural lakes, nestled between the mountains
- Crystal-clear waters
- Outstanding local cuisine and character
- Rich selection of fun and leisure activities

BLEND AND BOHINJ



- The snow-topped Alps embrace the one of the most beautiful valleys in Slovenia
- A sparkling river descends from the high hills as the picturesque Rinka Falls
- An excellent choice for hiking adventures
- A panoramic tour of Roban Combe offers great mountain views

LOGAR VALLEY



- One of the most beautiful and cleanest rivers in Europe
- Home of the marble trout
- Great terrain for adventure sports
- Rich in historical and natural sites

SOČA RIVER REGION



ŠKOCJAN CAVES



- On UNESCO's list of natural and cultural world heritage sites
- An exceptionally large underground canyon
- The cave's Martel Hall is one of the largest in the world
- Extraordinary Alpine and Mediterranean species grow side-by-side

LJUBLJANA



- Capital city
- Rich in culture and leisure opportunities
- Vibrant urban lifestyle
- Romantic medieval centre with the Ljubljana River



LAKE CERKNICA

- A natural phenomena studied by scientists for centuries
- An intermittent lake, filled by autumn rains and early spring thaws
- A surface level that varies by over 7 meters
- The lake recedes when water flows out through sinkholes

PIRAN



- A beautiful example of an old coastal city
- Enchanting evening strolls
- Rich selection of tourism activities
- Relaxation and entertainment in nearby Portorož

MURA REGION



- A flat peaceful region along the Mura River
- Distinctive local cuisine
- Opportunity to see a working water-powered mill
- Outstanding wellness facilities

MARIBOR



- Slovenia's second-largest city
- Nearby Pohorje ski and vacation resort
- Surrounded by vineyards
- Home to the Lent summer festival of popular and folk culture on the Drava River



PTUJ

- The oldest documented town in Slovenia
- A mighty 9th-century castle above the Drava River
- An increasingly popular tourist destination
- Home of the feathered korant carnival figures that chase away winter

OTOČEC



- A beautiful 12th-century castle on a river island
- Outstanding natural surroundings
- Many activities to choose from
- A favourite location for weddings and romantic trips



:: QUICK PROFILE

:: :: **1, 2, 3 . . . SLOVENIA!**

1991 independence
61 public libraries
9 daily newspapers
20,273 km²
39 Olympic medals
90,403 students
46.6 km of coastline
433 non-daily newspapers
64 TV channels
104 radio stations
2,864 m highest peak
8,100 underground caves
81.30 life expectancy (women)
74.08 life expectancy (men)
80.193 tractors
933 tons of fish caught per year
136 galleries **164** museums
1,460 sport associations
375 research organizations
732,000 households
63% Internet users
38,562 km of roads
93.3% mobile phone users
1,229 km of rail
980,261 cars
95,399 businesses
2,029,029 inhabitants

More info :: www.slovenia.si :: www.slovenia.info

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