

Alpine Slovenia

Culture with a View
of Alpine peaks

Historic towns nestled in picturesque valleys lead out towards the highest peaks of the Alps. This world of accessible mountains surprises visitors with its rich industrial and cultural heritage. From these towns, routes lead to Lake Bled, Bohinj, Krnjska Gora, the Soča Valley, the Logan Valley (Logarska dolina) and Pohorje.

The historic centre of Radovljica, Slovenia's capital of beekeeping and chocolate

Where craftsmanship meets contemporary creativity

Beneath the Alpine peaks, vibrant town life blends with centuries-old traditions of alpine farming, ironworking and craftsmanship. This is where the story of Slovenian mountaineering and winter sports was written. Mountains, rivers, lakes and picturesque valleys frame landscapes that has helped shape Slovenia's national identity. Historic towns are woven into this setting and linked to some of the country's most celebrated cultural figures, including the poet France Prešeren. This rich heritage is reflected in several UNESCO-recognised sites and traditions:

- The **UNESCO Julian Alps Biosphere Reserve** encompasses the Triglav National Park, Slovenia's largest protected natural area.
- The **UNESCO Karavanke Global Geopark** invites visitors to the **Koroška region**, home to magnificent forests and the underground world of Mount Peča.
- **Beekeeping in Slovenia**, recognised as a way of life, has been inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity. In Alpine Slovenia, this unique tradition can be explored in the Beekeeping Museum, along themed trails and through encounters with local beekeepers.



Cycling experiences among the forests of Mariborsko Pohorje, Maribor

Mediterranean & Karst Slovenia

Cosmopolitan charm
on the Adriatic

Ancient salt pans and splendid Venetian architecture draw visitors to the Adriatic coast. Here, the Mediterranean meets continental Europe, while influences from the sea extend through Slovenian Istria to the Karst, renowned for its caves, and onwards to the Brda Hills and the Vipava Valley.

Piranska Punta (Cape Madonna), the town's outermost cape and one of Slovenia's most iconic Mediterranean viewpoints, Piran

From the coast to the underground

Traditional salt-making, the legacy of the Venetian Republic, maritime heritage and a way of life shaped by the sea, olive groves, vineyards and the underground world of stalactites invite exploration of the historic coastal towns and their fascinating hinterland. Among the surprises awaiting you are several treasures recognised by UNESCO:

- The **Škocjan Caves**, with their magnificent underground canyon, were the first Slovenian site inscribed on the UNESCO World Heritage List.
- The **tradition of Lipizan horse breeding** is recognised as part of humanity's intangible cultural heritage. At Lipica, the original stud farm has been breeding these white horses since 1580.
- The **art of dry-stone walling, knowledge and techniques** are recognised as part of humanity's intangible cultural heritage. This distinctive building tradition shapes the characteristic stone landscape of Istria and the Karst.
- The **Karst and Reka River Basin Biosphere Reserve** invites visitors into a world of karst phenomena, underground secrets and exceptional natural heritage.

Lipica, the world's largest Lipizan stud farm and the cradle of one of the oldest cultural horse breeds, where the tradition of Lipizan horse breeding forms part of UNESCO Intangible Cultural Heritage of Humanity

Exploring a different world

- Alongside the Karst caves, explore the **Škocjan Caves Park and Postojna Cave Park**, with their many attractions. Step inside Predjama Castle, the world's largest cave castle.
- At **Sečoveljska Salina Nature Park**, discover the Salt-making Museum, a unique cultural landscape and educational trails.
- In the **Karst region**, visit **Stanjel** with its Ferrari Garden and explore stone-built villages surrounded by vineyards and dry-stone walls.
- In **Istria**, **Marezige** awaits with its wine and olive oil fountain, while **Opp**, on the Karst Edge, is renowned for one of Europe's leading climbing areas.
- Outstanding vines and a long tradition of fruit-growing are reason enough to visit **Brda** and the **Vipava Valley**.

Traditional salt production using centuries-old methods at the Sečoveljska Salt Pans, Sečoveljska Salina Nature Park

The cultural capital of Upper Carniola (Gorenjska)

A 30-metre-deep river canyon in the heart of the city is just one of the many distinctive features of Kranj – a town where Alpine charm meets urban flair.

- The Kokra Canyon, the Main Square with the Church of St. Antanas, Riholstein Castle, the Tunnels under the Old Town of Kranj, the SGP Tour Information Centre and the rights associated with Slovenia's national poet France Prešeren.
- *Kranjski štrukli* are prepared according to a recipe created by Magdalena Krafelj Plešivec in 1868.
- The self-guided "Kranj Trio" combines a visit to the church tower, the Tunnels under the Old Town and the cabinet of the inventor and photographer Janez Puhar. Also follow the Museum Trail. Snail through the grounds of the Bled Estate. Experience the Flower of Cycling Routes around Kranj. Head to Jamnik for one of Slovenia's most iconic views.



The dragon's town of the enterprising and the skilled

Nestled beneath Mount Kofča, Trzin is a town of former shoemakers and other skilled craftsmen. It is the starting point for numerous hiking trails in the Karavanke Mountains.

- The **Trzin Museum**, Neuhaus Manor, Kurmik House, Gernovka Forge beside the water channels known locally as rake, and the **Tokelj Nativity Scene** with its nineteenth-century figures.
- *Masovica* is a shepherd's dish made from sour cream, eggs and maize flour.
- The unforgettable Christmas of Jakob Aljaž offers an insight into local festive traditions. Walk like a Tržičan invites you to discover craft heritage and express your own creativity.
- From the town centre, a route leads to the Kamnik viewpoint. Set out for Krška Gora and gain nearly one thousand metres in elevation in just two hours.

TIC Trzin
Trg svobode 18, SI-4290 Trzin
+386 (0)51 627 057
info@trzin.si
www.visit-trzin.si



Steel determination forged in the mountains

The ironworking and steelmaking centre of the Upper Sava Valley has a distinctive multicultural identity closely linked to its industrial heritage.

- **Kos Manor**, the Church of St. Leonard, Cufar Square and the **Stara Sava** museum complex, with its barracks building and a typical workers' apartment.
- *Betolon kripti* are pastries made from stretched dough filled with dried pears.
- At the **Museum of Workers' Culture in Stara Sava**, enjoy a cup of barley coffee served by the ironworker's wife. At the **Pristava Centre**, test your skills on the cycling skills course.
- Explore the villages beneath Golica, the mountain of white daffodils, by carriage and horse-drawn cart. Hikers can explore sections of the Juliana Trail.

TIC Jesenice
Cesta maršala Tita 18,
SI-4270 Jesenice
+386 (0)4 586 31 78
info@visit-jesenice.si
www.visit-jesenice.si



A city of hundred suns

Koper has developed over two millennia on a site that was once an island. Palaces, squares and hidden gardens reflect the city's importance during the time of the Venetian Republic.

- The **Koper Bell Tower**, the Praetorian Palace, the Mula Gate, the Da Ponte Fountain and the Cathedral with artworks by Vittore Carpaccio.
- *Pači* are handmade pasta, best served with aromatic truffles.
- The **Vintage Gourmet Tour** is a nostalgic journey in vintage vehicles through the olive groves of Istria. Visit the olive oil fountain and wine fountain in Marezige.
- Walk to **Škocjanjati Zaton**, the largest brackish wetland in Slovenia. Visit the Karst Edge Visitor Centre.

TIC Koper
Titov trg 3, SI-6000 Koper
+386 (0)51 485 999
info@visitkoper.si
www.visitkoper.si

A town shaped by salt

The **Piran Salt Pans** enabled the development of one of Slovenia's most beautiful medieval towns. It lies at the tip of a picturesque peninsula on the Adriatic Sea.

- **Tartini Square**, the Church of St. George with its bell tower and panoramic view, the **Venetian House** and 7 preserved town gates from the former town walls.
- *Štorša* is a distinctive pastry made with olive oil and Piran salt.
- The **Piran Walking Tour** includes culinary tastings. The **Portorž** & **Piran** Pass grants access to three cultural attractions, while the **Sea & Discover** Pass showcases the wonders of the sea.
- Paddle from Piran to Strunjan on a SUP board. Discover Piran and the salt pans by e-bike. Set off on a circular route through the villages of Slovenian Istria.



TIC Kranj
Glavni trg 2, SI-4000 Kranj
+386 (0)4 238 04 50
info@visitkranj.si
www.visitkranj.si



The sweetest town in Slovenia

One of the best-preserved medieval towns in Upper Carniola combines a rich history, a long tradition of beekeeping and a sweet story of chocolate.

- **Linhart Square**, with its manor house and sixteenth- and seventeenth-century towers, the **Museum of Apiculture**, the Church of St. Peter, and the **Pharmacy and Alchemy Museum**.
- *Radovljica's* chocolate pralines are filled with locally sourced ingredients.
- The family-friendly "Follow a bee" through *Radovljica's* trail and a creative workshop in a chocolate store offer experiences with sweet rewards.
- **Reach Bled by bicycle**. The **Lamborg Trail** leads to **Kamen Castle**, while the **Shepherd's Trail** continues to **Begunje**. Visit **Kropa**, renowned for its ironworking heritage.

TIC Radovljica
Linhartov trg 9, SI-4240 Radovljica
+386 (0)4 531 51 12
info@radolca.si
www.radolca.si



A town of steel and art

Set in the heart of the Meža Valley, the town has been shaped by ironworking for centuries. Its heritage is reflected in the 34 steel sculptures displayed throughout the town.

- The **Stara Belasica** (Old Ironworks complex), with its *štuharja* (swinging forge), *Rayne Castle* – *Stroben*, *Prežih House* at *Preški Vrh*, *Javornik Manor* and *Forna Viva* steel sculptures.
- Handmade *krošeni mali* are pockets of potato dough with dried fruit.
- Set out on the *Along the Steel* of the *Karavanke* excursion or on the *From steel stories to the blacksmith's spark* route. Discover the "mother steelworks" and enjoy an authentic workers' snack.
- Cyclists can explore the **Bike Park** and cycling routes through the **Karavanke Geopark**. On *Utrša Gora*, visit the **Nature Adventure Park**. The underground world of *Peča* is also close at hand.

TIC Ravne na Koroškem
Prežihova ulica 7,
SI-2390 Ravne na Koroškem
+386 (0)51 715 700
info@visitravne.com
www.visitravne.com



Ljubljana & Central Slovenia

The capital of Slovenia with a green soul

A city on the Ljubljana River, Ljubljana delights visitors with striking architecture, numerous events and vibrant creativity.

- **Plečnik's** heritage, the **National Gallery**, **Požuna Castle**, a **Renaissance castle**, and the **Archaeological Park** with its circular trail among the remains of ancient Emona.
- *Vodnik's* lettuce salad, made with lamb's lettuce, follows a recipe from a cookbook dating back to 1799.
- Discover **Unique Experiences**: **Creative Craft Workshops**, **Mater Plečnik**, **Let's Meet at the Market** and **Culinary Time Machine**.
- The **Morostov House of Nature and Pile Dwellings** in Ig introduces visitors to the heritage of prehistoric pile dwellers.

TIC Ljubljana
Adamič Ljubljano nabrežje 2
SI-1000 Ljubljana
+386 (0)1 306 12 15
info@visitljubljana.si
www.visitljubljana.si

TIC Piran
Tartinijev trg 2, SI-6330 Piran
+386 (0)5 673 44 40
tic@portoroz.si
www.portoroz.si



A messenger of peace and connection

This medieval market town in **Carinthia** proudly bears the title of **Messenger of Peace**, awarded by the **United Nations**.

- The medieval town centre with its town walls, the **Hugo Wolf Birth House**, **Rotenturm Manor**, the **Church of St. Elizabeth** and **Penger Honey Paradise**.
- *Koroška kolita* includes rye bread and *metelji*, a traditional dish made from alfalfa, eggs and spices.
- Create your own honey-bread souvenir. Sample **town's** hidden corners through an escape-room adventure.
- The *Šteka* cycling route runs from **Velenje** through **Slovenj Gradec** to **Drovnograd**, where it connects with the **Drava Cycling Route**. The **Kope** mountain resort offers outdoor recreation throughout the year.

TIC Slovenj Gradec
Glavni trg 24, SI-2380 Slovenj Gradec
+386 (0)2 881 21 16
tic@slovenjgradec.si
www.visitljubljana.si



A City of the World's Oldest Grapevine

Set between the **Pohorje Hills** and the **Drava River**, Slovenia's second-largest city proudly holds the title of **Best Wine Capital of Europe 2026**.

- **Lent**, home to the World's Oldest Grapevine, the **Main Square**, **Maribor Castle** with its museum and art collections, **Slovaški Square** and the **Minoriotti Cultural Quarter**.
- *Pohorska ometla* is a rich sponge-cake dessert filled with blueberries, cranberry jam and cream.
- The boutique **Rock'n'Roll of Flavours** experience brings together chefs, winemakers and musicians. Wine tastings are also available at the **World's Oldest Grapevine** and the **Vinay Cellar**.
- Head up to the **Pyramid Viewpoint** above the city. Take the cable car up to **Pohorje**. Cycle along the wine roads and the **Drava Cycling Route**.



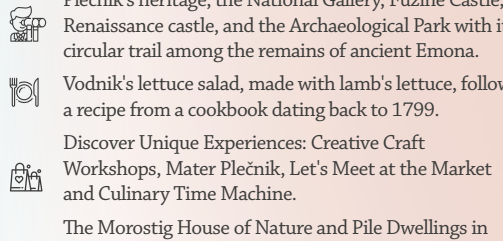
TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si



TIC Ribnica
Cesta na Ugar 6,
SI-1310 Ribnica
+386 (0)51 415 429
turizem@ribnica.si
www.turizem.ribnica.si



TIC Ljubljana
Adamič Ljubljano nabrežje 2
SI-1000 Ljubljana
+386 (0)1 306 12 15
info@visitljubljana.si
www.visitljubljana.si



TIC Ljubljana
Adamič Ljubljano nabrežje 2
SI-1000 Ljubljana
+386 (0)1 306 12 15
info@visitljubljana.si
www.visitljubljana.si

TIC Ljubljana
Adamič Ljubljano nabrežje 2
SI-1000 Ljubljana
+386 (0)1 306 12 15
info@visitljubljana.si
www.visitljubljana.si



In the embrace of noble stories

Nestled between **Konjška gora Mountain** and the **wine-growing hills of Škocja** lies a town with almost 900 years of tradition. A **legendary stream** flows through its historic market centre.

- The **Old Town Square**, **Zlati grč** Winery, **Tehnik Manor**, the family-friendly **ZOO Land** and the renowned **Zicka** boutique gin at a local distillery. Discover the town's hidden corners through an escape-room adventure.
- The *Šteka* cycling route runs from **Velenje** through **Slovenj Gradec** to **Drovnograd**, where it connects with the **Drava Cycling Route**. The **Kope** mountain resort offers outdoor recreation throughout the year.
- Choose a guided experience at **Zicka** kartuzija Monastery, accompanied by Gregorian chant or the silence of dawn. Discover the city in the footsteps of **Minati**.
- Discover the stories of the **Carthusians** in the **Valley of St. John**, the **Baptist** on foot or by bicycle. Head up to **Konjška gora Mountain**. Explore the **Božja-Pohorje** destination.

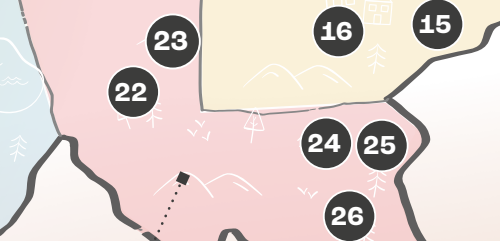
TIC Slovenske Konjice
Starti trg 27, SI-2320 Slovenske Konjice
+386 (0)3 759 31 10
info@tickonjice.si
www.tickonjice.si



TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si



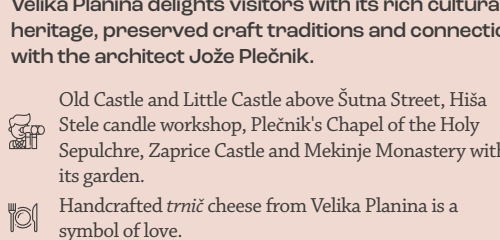
TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si



TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si



TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si



TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si

TIC Maribor
Partizanska cesta 6A, SI-2000 Maribor
+386 (0)2 386 66 11
tic@maribor.si
www.visitmaribor.si



A European city of cultural heritage 2026

Slovenia's oldest town brings together the ethnographic heritage of the **Kurent** figures, the stories of ancient **Poetovci** and the legacy of the **medieval Lords of Ptuj**. It is also the ancestral homeland of the **Knight Parizval**.

- **Ptuj Castle** with its museum collections of the **Regional Museum Ptuj**, **Oremč**, the **Town Tower** and the bell tower of the **Church of St. George**, **Kurent House**, the **Roman mithraea**, the **Orpheus Monument** and the **Poetovci Archaeological Park**.
- *Haboska gibanica* is a traditional savoury or sweet flatbread made from leavened dough and topped with cottage cheese.
- Awaken the **Kurent** within you through an experience that reveals age-old rituals and traditions. Guided tours bring to life the worlds of antiquity, the **Middle Ages** and **Ptuj's** wine culture.
- Explore the beauty of **Lake Ptuj**, the **Drava River** and **Šturmovci Landscapes** Park on foot or by bike. The route to **Mestni Vrh** rewards visitors with panoramic views.

TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu



TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu



TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu



TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu



TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu



TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu

TIC Ptuj
Mestni trg 4, SI-2250 Ptuj
+386 (0)2 779 60 11
info@visitptuj.eu
www.visitptuj.eu



A town of music and the railway

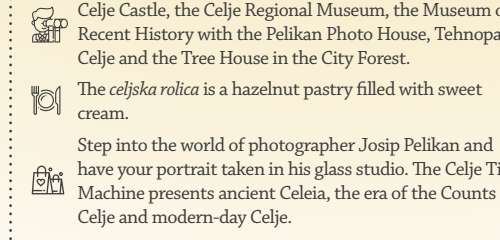
At the gateway to **Kočansko**, the town found a new rhythm of life through the renowned **Southern Railway** and the melodies of the **Ipavec** family of composers.

- **Ipavec House**, the **Upper Square Hayrack**, the birthplace of **Anton Martin Slomšek**, the **Sentjur Southern Railway Museum** and the **castle ruins at Platinia pri Smerci**.
- *Semparska bučica* are a traditional savoury snack made from roasted pumpkin seeds.
- Join the playful hunt **Catch the bandit Guž**. Tea with the **Ipavec** family lets you create your own herbal blend and enjoy it from a cup you make yourself in a day workshop.
- Discover prehistoric **Idriška**. Visit **Lake Slivnica** and the **viewing tower on Resnava**. Follow the hiking trail **From Bench to Bench**.

TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com



TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com



TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com



TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com



TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com



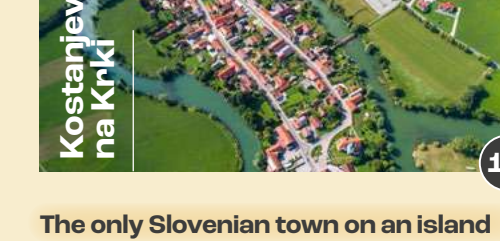
TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com

TIC Sentjur
Ulica skladateljev Ipavcev 17,
SI-3230 Sentjur
+386 (0)3 749 25 23
tic@turizem-sentjur.com
www.turizem-sentjur.com



TIC Čatež ob Savi

Topliška cesta 35,
SI-8250 Brežice
+386 (0)80 34 24
info@visitbrezice.si
www.visitbrezice.si

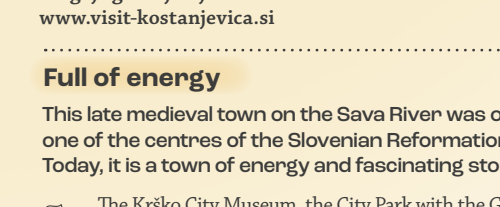


The only Slovenian town on an island

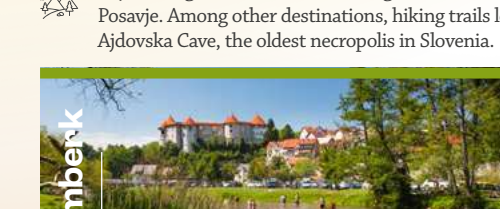
Slovenia's smallest town is also the only one to have developed on a **river island**. Set along the **Krka River**, it brings together **art and nature**.

- **Galerija Božidar Jakac**, **Forma Viva** in the grounds of the former monastery, the **Krka River** and its wooden bridges, the **watchtower in Črnelca** and **Kostanjevica Cave**.
- *Čop na lop* is a simple traditional savoury flatbread.
- Enjoy a tasting at the **Črnelca Cellar**. Join printmaking workshops and creative experiences with winemakers, beekeepers, painters and other local masters.
- Take a walk along the **Castle Path**. Explore the **Gorjanci Hills**. Paddleboard, swim and go boating on the **Krka River**. Visit one of the nearby thermal spas.

TIC Kostanjevica na Krki - Galerija Božidar Jakac
Kamšičev trg 5,
SI-8311 Kostanjevica na Krki
+386 (0)7 498 81 52
tic@gbj-galerija-bj.si
www.visit-kostanjevica.si



TIC Kostanjevica na Krki - Galerija Božidar Jakac
Kamšičev trg 5,
SI-8311 Kostanjevica na Krki
+386 (0)7 498 81 52
tic@gbj-galerija-bj.si
www.visit-kostanjevica.si



<