



SLOVENIA NAMES THE SALTMARSH PARTNERSHIP FOR TOURISM DRIVE

Award-winning travel and tourism PR specialist The Saltmarsh Partnership has been appointed to raise awareness of the multi-faceted holiday options in Slovenia.

TSP, whose client portfolio already includes 10 tourism authorities around the world, won the contract following an open tender process.

Standing at the crossroads of Europe, Slovenia is one of the Continent's smallest nations but offers a wealth of tourism choices, from skiing to exploring enormous underground cave networks, lakes and mountains, history, culture and a vibrant modern lifestyle.

Nestled between Italy, Austria, Croatia and Hungary, Slovenia is a year-round destination, being a popular family skiing destination and attracting a range of visitors, including nature and soft adventure enthusiasts, in spring to autumn.

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The Saltmarsh Partnership's brief will be to support the Slovenian Tourist Board's *Taste Slovenia* campaign brand for 2009. This focuses not only on its culinary attributes but will also encourage visitors to sample aspects of its tourism variety.

In addition to an intensive information programme, The Saltmarsh Partnership will also be hosting media visits, initiating online campaigns, and assisting with travel trade workshops.

The Saltmarsh Partnership was a silver award-winner for its tactical PR campaign on behalf of the Icelandic Tourist Board in this week's Chartered Institute of Marketing Travel Industry Group awards. Its sister company, Surf Public Relations, won the *Best Use of Social Media* category for its online work with The Adventure Company.

For more information on Slovenia visit www.Slovenia.info.

For further media information please contact:

Kate Popham	020 7902 2796	kate@saltmarshpr.co.uk
Kylie Jenkins	020 7902 2797	kylie@saltmarshpr.co.uk

March 2009