



Press release: 28th October 2009

October news from Slovenia

World Travel Market is fast approaching and the Slovenian Tourist Board has a number of new initiatives to announce, including new ski links between Slovenia and Italy. Read on for more information, or visit the Slovenian stand – EM3040 - at World Travel Market, 9th – 12th November 2009.

1. **New cross border skiing opportunities between Slovenia and Italy**
 2. **12th Festival of Slovenian Wine held in November**
 3. **Open border initiatives between Slovenia, Italy and Austria**
 4. **New hotel granted five star status**
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1. **New cross border skiing opportunities between Slovenia and Italy**

The 2009/2010 ski season will see the opening of a new cable car and ski piste linking Slovenia's Kanin resort and Italy's Sella Nevea resort.

The ski area will be accessible with one lift pass, allowing skiers from both the Slovenian and the Italian sides of the mountain to enjoy the slopes at both resorts.

The internationally connected ski centre will be the first of its kind in an area where, for most of the previous century, there was a strict border divide between the two countries.

The connected ski centre is expected to be called Kanin–Canin and will be one of the largest ski areas in Slovenia. Kanin is Slovenia's only resort with slopes over 2,000m and the high altitude means its season often lasts into early May. The resort has a good mixture of advanced, intermediate, beginner and cross-country trails. The link to Sella Nevea will provide an even greater choice of runs, particularly for beginner skiers.

For further details, visit www.boveckanin.si

More information about the cross-border skiing developments will be announced at the Slovenia press conference at World Travel Market. This will take place at 10.30am on Tuesday 10th November 2009 in Platinum suite 6. If you are interested in attending the event, please email Kylie@saltmarshpr.co.uk.

The press conference will also provide an overview of other news from Slovenia, including the 200th anniversary of the Ljubljana Botanic Gardens.

Visitors to World Travel Market are also invited to sample some Slovenian food and drinks at the Slovenia stand, EM3040, at 6pm on Tuesday 10th November 2009.

2. 12th Festival of Slovenian Wine held in November

The 12th annual Festival of Slovenian Wine will be held on November 19th-20th 2009 in conjunction with a culinary festival.

The Slovenian Wine Festival is the leading wine event in Slovenia. This popular event allows wine producers to display their products and guests to enjoy a day of wine tasting, meeting the wine-makers and hearing about how the wine is produced. Over 150 exhibitors will be showcasing a variety of wines and vintages from all of Slovenia's wine regions.

The festival will take place at the Grand Hotel Union and Hotel Slon in Ljubljana, with the culinary festival sharing the same venues. At the food stalls, visitors will be invited to sample Slovenian food including a wide variety of cheeses, prosciutto, cured meats, bread, honey, oils, truffles, chocolates and much more. Chefs will also be on hand demonstrate their creativity with delicious Slovenian recipes.

For more information about the festivals visit www.slovenskifestivalvin.si

3. Open border initiatives between Slovenia, Italy and Austria

Slovenia is working directly with its neighbouring regions in Austria and Italy to encourage travellers in each country to extend their trips and explore beyond the borders.

The Italian region of Friuli Venezia Giulia, the federal state of Carinthia in Austria and the whole of Slovenia have teamed up in a 'triple borderlessness' initiative under the banner of 'Playing Together', outlining a number of different touring itineraries and packages to suit travellers with different interests.

The Playing Together scheme highlights the geographical closeness of the three countries, even suggesting the ultimate 'dine around' day where travellers enjoy breakfast in Slovenia, lunch in Italy and dinner in Austria.

With easy border crossings between Slovenia, Italy and Austria, touring travellers can – in just one day - hear three different languages and experience three different cultures; or enjoy views of mountain peaks, the Mediterranean sea and a cosmopolitan city.

Examples of water-based activities, golfing, hiking, cultural experiences, gastronomy and winter activities in each of the three countries are listed on the Playing Together website, along with an offers page of available packages.

For more information visit www.playingtogether.com

4. New hotel granted five star status

Slovenia's eco-friendly Bohinj Park Hotel has been awarded five stars according to the official hotel classification scheme, making it the highest quality hotel in northwest Slovenia.

The hotel, which opened for business in the summer of 2009, is situated in the beautiful Julian Alps region on the edge of the Triglav National Park. Built mainly from natural materials including timber and stone, the hotel has a range of special energy saving solutions, including being heated and cooled by water from its own well.

Facilities at the hotel include an exclusive wellness centre, a cinema, bowling alley and the Bohinj Water Park, a family-friendly complex including various pools and waterslides. The hotel offers an excellent range of accommodation, including family rooms and rooms adapted for disabled guests. The seminar facilities, including seven conference halls, also make it attractive for business guests.

<http://www.bohinj-park-hotel.si>

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For media information or to attend the press conference contact Kate Popham or Kylie Jenkins at The Saltmarsh Partnership on 020 7928 1600 or email kate@saltmarshpr.co.uk or kylie@saltmarshpr.co.uk