Slovenia at WTM London 2021: a sustainable and safe destination for great sports & outdoor experiences



This year's World Travel Market London's physical show takes place at ExCeL London 1 – 3 November, followed by WTM Virtual (November 8 – 9). The focus of Slovenia's presentation is sustainability, which is also one of the main assets that convinced the global travel authority Lonely Planet to name Slovenia 5th in its top 10 countries to visit next year (Lonely Planet's Best in Travel 2022).

As the main partner of Slovenia's presentation at WTM, Ljubljana has been brought to the spotlight, focusing on architectural masterpieces of Jože Plečnik which were put on the prestigious UNESCO list this summer. Furthermore, great outdoor and sports activities have also been highlighted, as this will be the main promotional themes for 2022-2023 for Slovenia. As many as 13 Slovenian tourism companies are present at the stand. For the media, a press conference was held today.

Slovenia is presenting itself as a destination with **a diverse culinary offer for excellent gastronomic experiences**, numerous

opportunities for **outdoor activities** and as **a leading destination in the field of sustainable development**. These attributes also convinced the leading global travel guide publishing house, Lonely Planet, to rank Slovenia **fifth among the ten recommended countries to visit in 2022**. A special emphasis has also been put on presenting Slovenia as a destination with many opportunities for active leisure in nature, a quality offer for the preparation of athletes and as an excellent host of the most demanding sporting events. Active holidays or outdoor and sports tourism will also be **the main promotional themes in 2022 and 2023**.

Today, a reception for selected foreign journalists and influencers took place, at which representatives of Slovenian tourism focused on **sustainable commitment** and the implementation of responsible tourism in Slovenia and presented current contents, orientations and novelties for the upcoming year. The participants were addressed by **MSc. Karmen Novarlič**, Head of the Sector for Communication with the Business Public at the STB, **MSc. Petra Stušek**, Director of Tourism Ljubljana and President of European Cities Marketing, and **Klemen Langus**, Director of Tourism Bohinj. **Tom Hall**, Lonely Planet's VP of Experience, also attended the meeting as a special guest on the occasion of Slovenia's inclusion in the Best in Travel 2022 guide.

Photo by: Peter Doig