

Zavod za turizem Maribor - Pohorje /  
Maribor - Pohorje Tourist Board



# MARIBOR CITY AND MARIBOR – POHORJE DESTINATION

Maribor, February 2016

I FEEL  
SLOVENIA





# Cooperation is a key...

- We have signed the Agreement on Cooperation with the Podravje-Ptuj-Ormož Regional Destination Organisation and the Izola Tourist Association, with Beograd / Serbia stating that:

*we are aware of importance to cooperate in the field of tourism and associated activities;*

*we commit to undertake all the activities concerning joint marketing and promotion of activities*





# Maribor ...

## City of the oldest vine in the world



# Maribor ... European capital of culture





# Maribor ...

## World city of festivals and events (Festival Lent,

Old vine festival, Zlata lisica ... )



# Maribor ...

## University city and European Youth capital

SOUSTVARJAJ  
**MARIBOR** 2013  
EVROPSKA PRESTOLNICA MLADIH





# Maribor ...

## Timber rafting city since 2012

SOUSTVARJAJ  
**MARIBOR** 2013  
EVROPSKA PRESTOLNICA MLADIH



# Maribor ...

The biggest winter sports centre in the country



# Maribor ...

City in the embrace of winegrowing hills  
and green Pohorje





# Maribor ...

## Hospitable and merry local people





# Maribor is a green city

City park – one of the most beautiful parks in Slovenia



# Maribor is a green city

Just a stone's throw away from intact nature, which offers numerous opportunities for active relaxation



# Key tourist products

## Wine and cuisine





# Key tourist products

## Wine and cuisine

the oldest vine in the world, premium Styrian wines, winegrowing hills, ethnological features, traditional and modern wine cellars, wine and beekeeping museums and wine shops, wine routes, descendants of the Old Vine, nurturers of genuine cuisine, winegrowing and tourist farms, wine and ethnological events, wine and culinary tradition, wine growers associations, tourist associations and women's working groups



# Key tourist products

## Sports and recreation



# Key tourist products

## Sports and recreation

ski centres, quality sports infrastructure (stadiums, sports halls, hippodromes, shooting ranges, training fields), international sports events, cycling, hiking and equestrian trails, adrenaline, adventure and cycling parks, sports and recreational centres and specialized hotels, wellness providers, water and air sports, sports airfield

# Key tourist products

## Culture



# Key tourist products

## Culture

SNG Maribor, Maribor Puppet Theatre, Maribor Regional Museum, Maribor National Liberation Museum, Fala Museum of Electro-transmission, Maribor Art Gallery and other galleries, cultural heritage buildings around the centre (castles, manors, manor houses, museums, Roman burial mounds, Celtic settlements, countryside villas, etc.), high-quality cultural offer (opera, ballet, drama, puppets), Lent Festival, Maribor Festival, the Borštnik Meeting festival, Ruše summer theatre, Forma viva Makole, Old Bistrica Evenings, concerts, alternative culture, theme festivals, old city cores, sacral, archaeological and ethnological heritage



# Key tourist products

## Congress and business tourism



# Key tourist products

## Congress and business tourism

Habakuk Congress Centre, congress halls in hotels and cultural institutions, wellness hotels, University in Maribor, University Medical Centre Maribor, scientific institutes, quality additional infrastructure and activities (recreation, relaxation, winegrowing region, attractions, etc.)

# Key tourist products

Natural environment – wellness, eco-tourism and countryside tourism





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Natural environment –  
wellness, eco-tourism and countryside tourism

Green Pohorje and Kozjak, Šumik Primeval Forest, Bistrica Gorge, Lobnica Gorge, Črno jezero lake, Lovrenška jezera lakes, peat bogs, Skalca waterfall, Koctovo forest, Boč, Rački ribniki regional park – Požeg, Dravinja river valley, Drava regional park, natural parks, UM Pivola botanical gardens, Tal 2000 botanical garden, eco farms, association of eco farms, eco markets, lively countryside, tourist farms, theme, hiking and equestrian trails, natural attractions, wellness centres and programmes, medical centres, public baths, healthy lifestyle programmes, energy points, healthy potable water, ethnological events and presentations of folk custom, rafting on the Drava River, Brod na Muri.

# Key tourist products

Youth tourism and special interests (casino business, shopping, pilgrimages)



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Youth tourism and special interests (casino business, shopping, pilgrimages)

Youth centres (MKC, Pekarna magdalenske mreže, MIŠ Slovenska Bistrica), youth hostels, youth culture associations, alternative culture, youth festivals, Mond gaming and entertainment centre, shopping centres, pilgrim routes and important sacral buildings, European cultural route of St. Martin de Tours, Blessed A. M. Slomšek



# Preferred USPs (unique selling propositions)

- Eco-conscious destination;
- Congress & business destination;
- Destination for active holidays (cycling, hiking, thematic trails, entertainment, relaxation, etc.).

# Growth in overnight stays

Year	Overnight stays Maribor – Pohorje	Index n / 2003	Indeks n+1/ n
2003	192.716	100	-
2004	244.960	127,109	127,109
2005	247.733	128,548	101,132
2006	270.777	140,506	109,302
2007	286.711	148,773	105,884
2008	301.071	156,225	105,000
2009	273.713	142,029	90,913
2010	292.259	151,652	106,775
2011	309.485	160,591	105,894
2012	356.299	184,882	115,126
2013	322.963	167,584	90,640
2014	340.096	176,475	105,304

# Guests arrivals

Year	Guests arrivals Maribor - Pohorje	Index n / 2003	Indeks n+1/ n
2003	71.859	100	-
2004	87.225	121,383	121,383
2005	89.133	124,038	102,187
2006	100.967	140,038	113,276
2007	110.737	154,103	109,676
2008	117.235	163,145	105,867
2009	111.172	154,708	94,828
2010	116.984	162,796	105,227
2011	130.538	181,658	111,586
2012	146.654	204,085	112,346
2013	138.742	193,075	94,604
2014	155.929	216,993	112,387



# Opportunities for the future

- Investments in tourism (smart technology, cycling trails and connections, glamping, urgent establishment of the Pohorje Nature Park within the existing sectorial institute or agency);
- Sustainable development;
- Focus on various markets;
- Strategic measures;
- Effective and recognisable marketing;
- Education & training.

# Previous activities and achievements

- Establishment of the ArtmijeMar destination shop;
- Selling of the bottled Old Vine wine;
- Successful establishment of returnable eco-cups;
- VINOTOUR trail in Svečina named the best trail in Slovenia in 2014;
- Over 100 events organised or co-organised by the Maribor-Pohorje Tourist Board; 2,847 performers and providers participated, over 200,000 took part in the events.

# Thank you!

