

I FEEL
SLOVENIA

Šalek Valley, Slovenia



ŠALEK VALLEY -
the only destination in
Slovenia with three
Slovenia Unique Experiences
Recommended by the Slovenian Tourist Board

Zavod za turizem
Šaleške doline



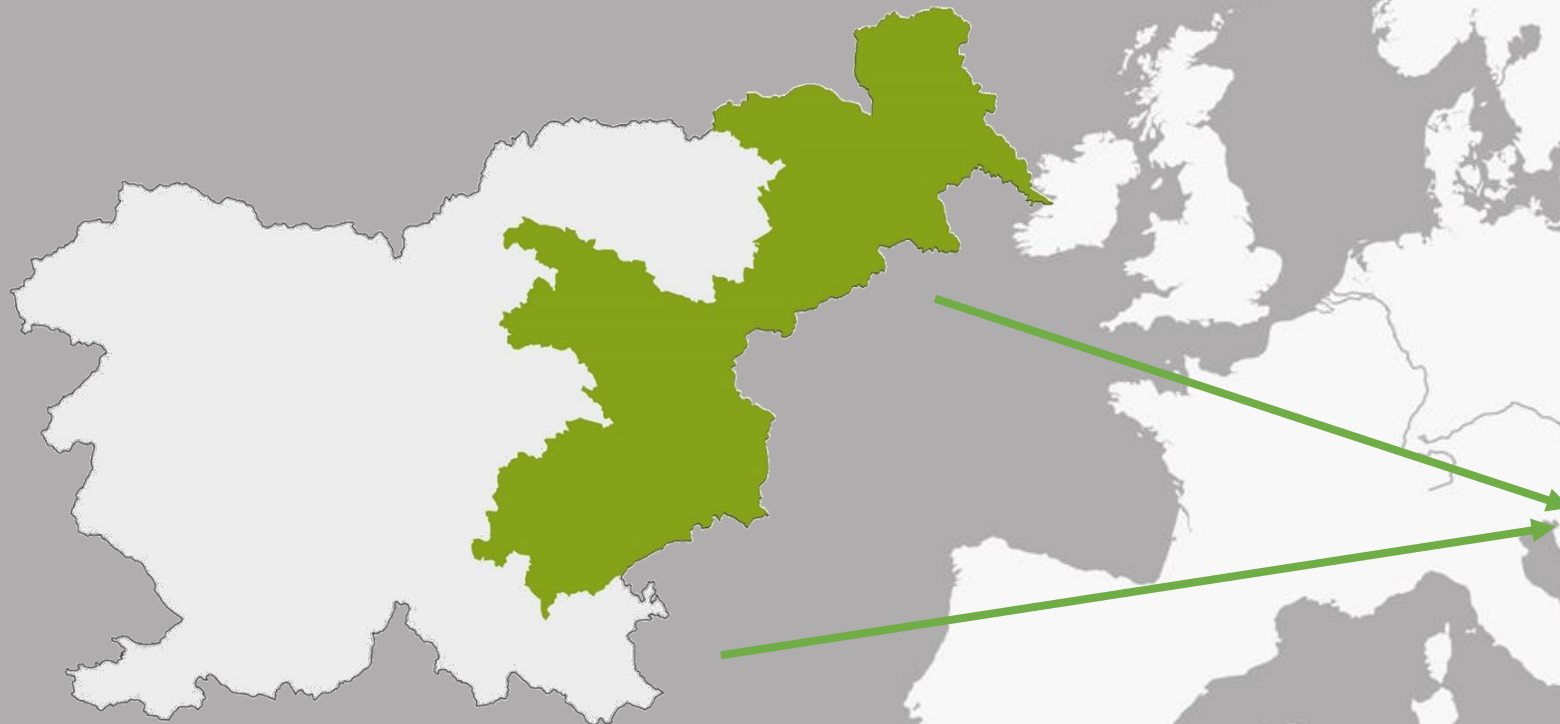
Šalek Valley
tourist board

Who are we?

Core mission:

Achieving quality and comprehensive tourist offer and encouraging and promoting the development of tourism in the Šaleška Valley.

Leading destination Thermal Pannonian region (Velenje, Šoštanj, Topolšica)



Tourism development and marketing strategy in the Municipality of Velenje and the Municipality of Šoštanj for the period 2022 - 2027

Vision: Šaleška valley is the most family-friendly destination in Slovenia.

Main products:

1. Active family vacation
2. Festival tourism
3. Spa tourism

Supporting products:

1. Cultural tourism
2. Gastronomy





VELENJE ON THE PATH TO CLIMATE NEUTRALITY

Municipality of Velenje (SI) has won EU Green Leaf Award 2024, takes part in the EU Mission 100 Climate neutral and Smart Cities and faces transition from coal mining region to new green perspectives.



The Šalek Valley has garnered numerous awards



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VELENJE IN NUMBERS



33,170 CITIZENS
(4,668 of foreign
origin)



Surface = 83.5 km²



**Average age of
citizens: 43.4**



**Working
population: 14,398**



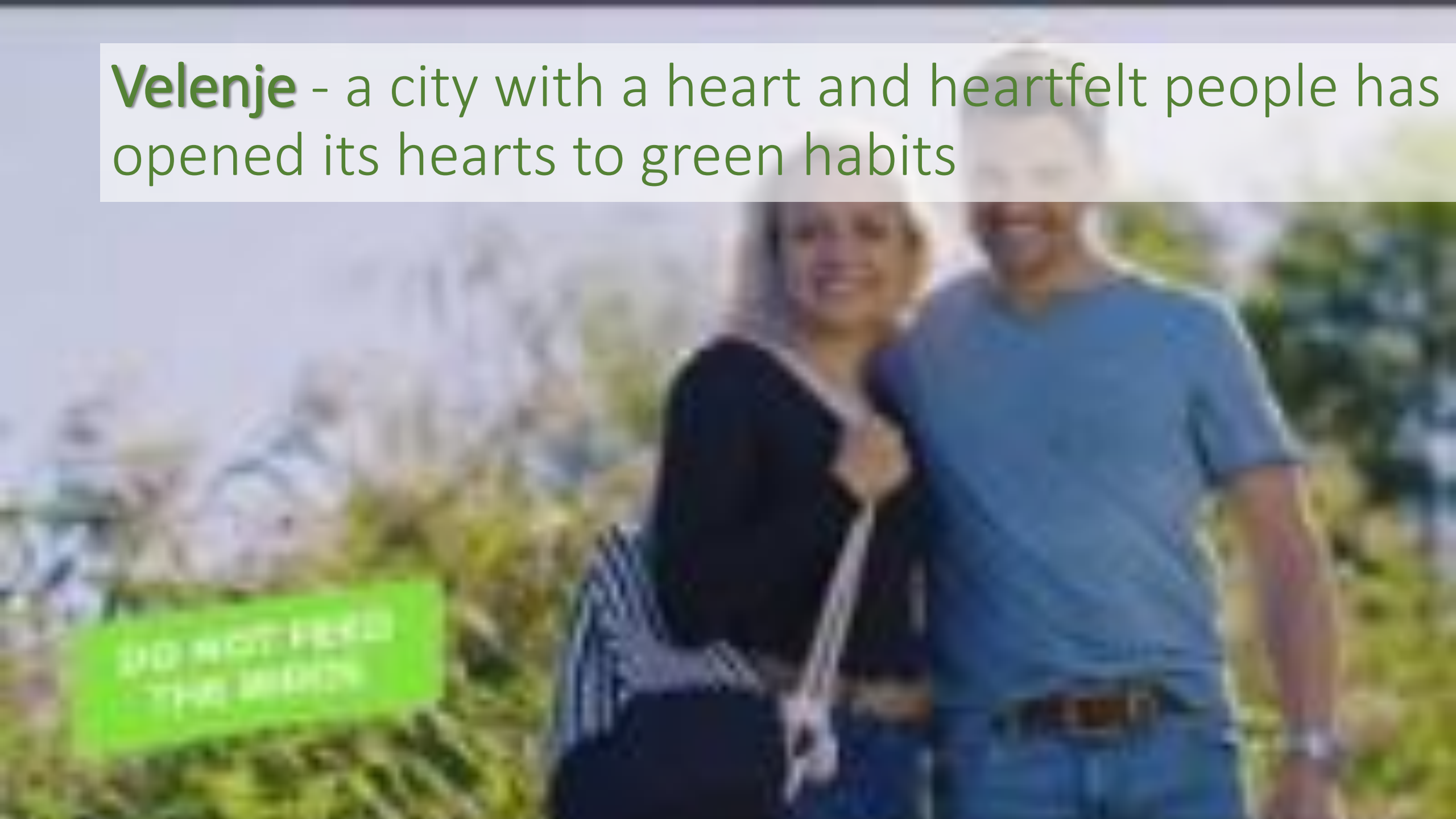
**Unemployment
rate: 8.1%**



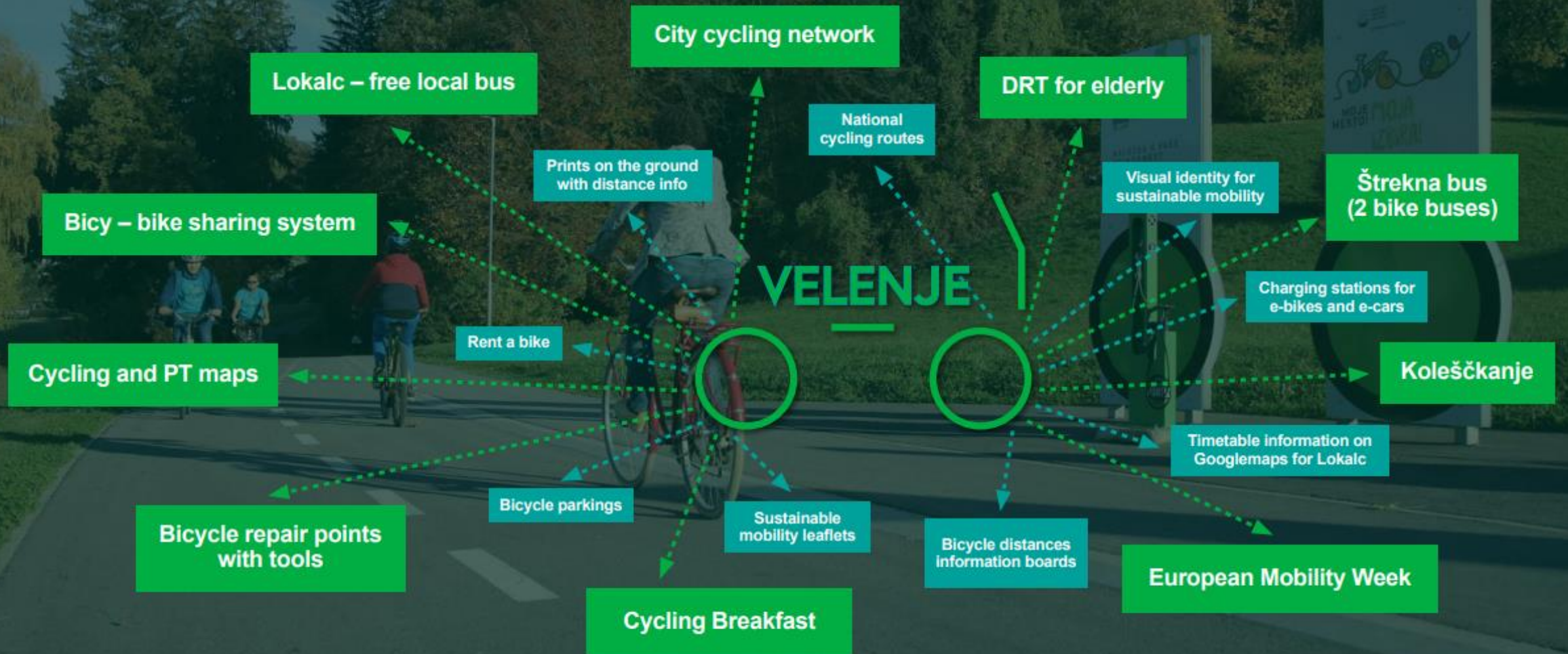
**2,108 economic
entities**

Velenje - a city with a heart and heartfelt people has opened its hearts to green habits

DO NOT FEED
THE WILDS



SUSTAINABLE URBAN MOBILITY



Green transportation Sustainable mobility

In the Šaleška Valley, you can use several types of "green" transport to visit the desired destinations.



Free city transport

"Lokalc" is a free public transport service in the Municipality of Velenje, which is provided with special yellow buses.



Bicy city bikes

Automated system for renting city bikes in the Municipality of Velenje and the Municipality of Šoštanj.



Bicycle bus

The bicycle bus is a 30-seater bus that comes equipped with a trailer for transporting bicycles. It is intended for everyone, including tourists who do not have a bicycle and, of course, cyclists.



"Štrekna" bus

By bike on a bus and train between Carinthus in Slovenia and Austria. The cycling link in the Mislinjska valley, Štrekna, is popular with Korošci and beyond and is considered one of the best regulated cycling links in Slovenia.

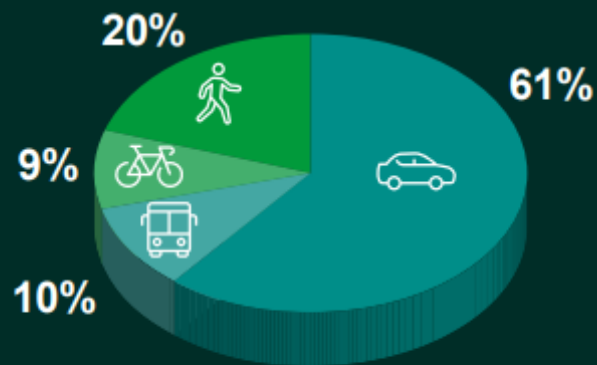


Šoštanj bus

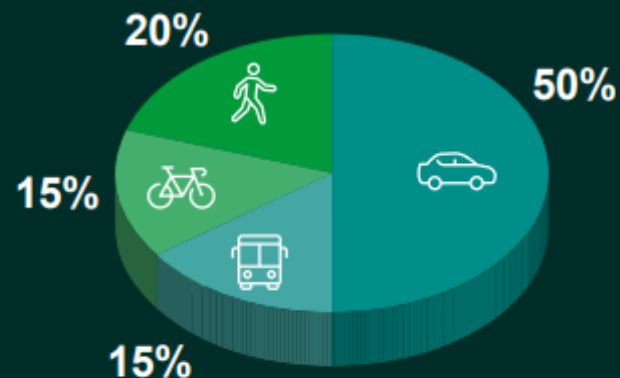
The Municipality of Šoštanj has committed itself to reducing personal passenger traffic in the city through the Integrated Transport Strategy, and has introduced a free bus line.

SUSTAINABLE URBAN MOBILITY

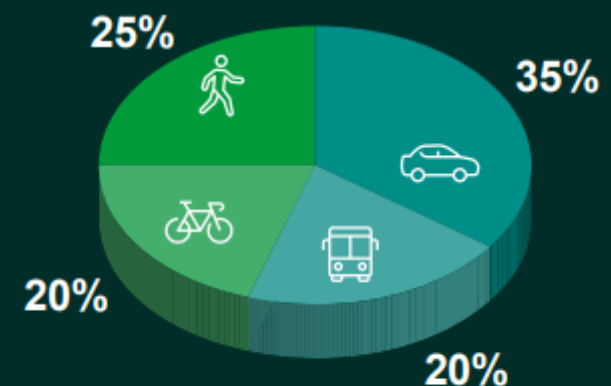
to raise share of sustainable modes of transport



MODAL SPLIT
IN 2016



MODAL SPLIT
GOALS
FOR 2022



MODAL SPLIT
GOALS
FOR 2035

Velenje Beach in the morning







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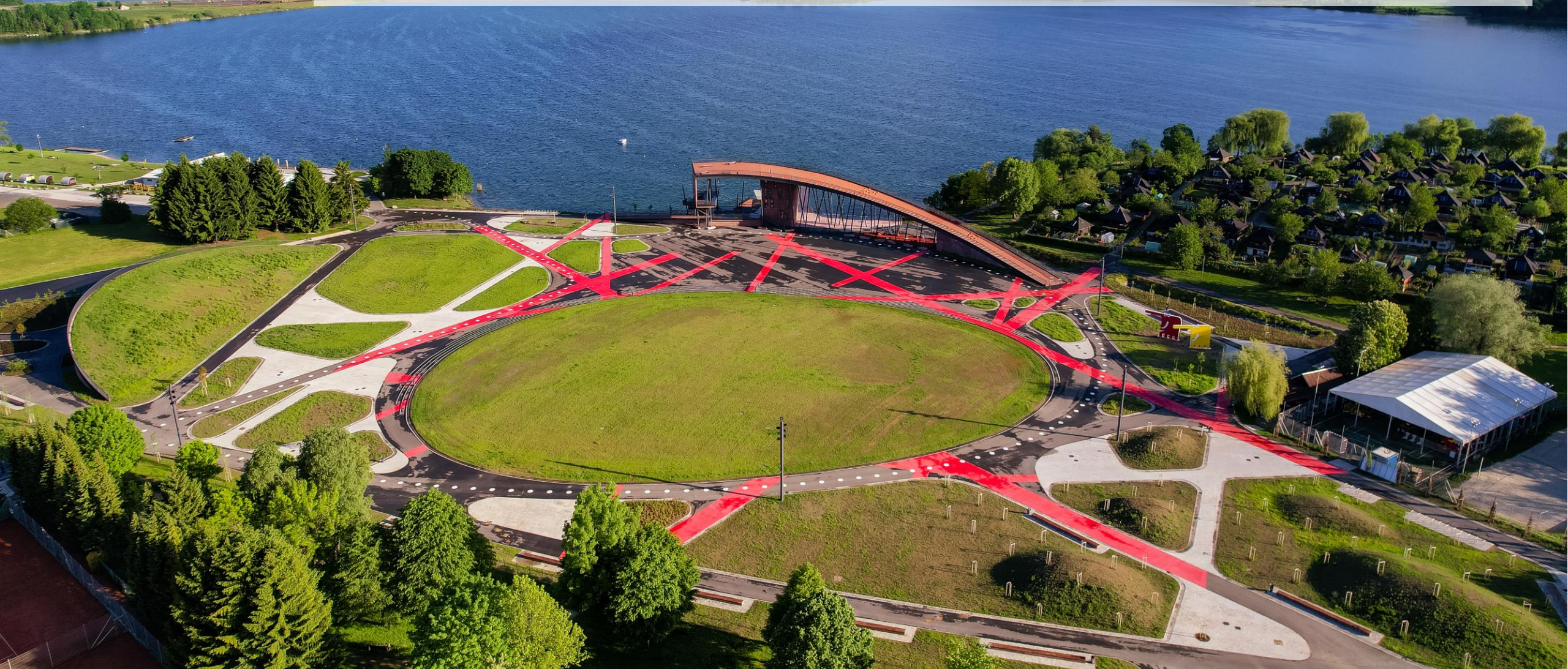
Velenjska plaža

Barčane Barčane Barčane

10'6" 30" 6"



Vista – park with a view
the biggest open air place for events in Slovenia







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METALDAYS

VELENJE

Slovenia, 30.07. - 05.08.2023



Main challenges

The main challenges during the summer season are:

1. Limited Parking Spaces
2. Traffic Congestion
3. Illegal Parking
4. Lack of Information
5. Seasonal Workforce for logistical challenges
6. Sustainable Transportation Alternatives
7. Balancing Local Needs and Tourism
8. Public transportation to reach the destination

The Šalek Valley Tourism Board, in collaboration with the Municipality of Velenje, is currently preparing documentation related to a mobility plan that will encompass specific solutions for the dispersion of tourist flows and the promotion of off-season tourism.

The aim of this mobility plan is to address the challenges associated with parking and congestion during the summer season. By implementing effective strategies, the plan aims to optimize the movement of visitors, reduce the strain on parking infrastructure, and enhance the overall tourist experience in the region.

FROM BLACK TO GREEN AND BRIGHT

Local protection acts
(1987-)

Ecological remediation
programmes and
local acts
(1993-)

Local agenda 21
(2004, 2008, 2012)

Environmental protection
programme (2010, 2016,
2021-)

THANK YOU