



**„Slow down to feel the life in EDEN destinations“**  
**EDEN55plusNW**

**Ana Savšek**

Development Centre of the Heart of Slovenia, Slovenia

# European Destinations of Excellence (EDEN)

an initiative promoting **sustainable tourism development models** across the European Union.





5 EDEN Destinations:

**Solčavsko, Idrija, Kolpa river, Vulkanland, Northern Velebit**



From 4 neighbouring countries:  
**SLOVENIA, CROATIA, AUSTRIA, ITALY**

I FEEL  
SLOVENIA

# SOLČAVSKO (Slovenia)

## EDEN destination 2009

- Idyllic beauty of three glacial valleys below Alpine peaks
- More than 80% of the area is protected
- Tourism in close cooperation with agriculture, forestry and craftsmanship („filcanje“, mountain wood festival, wool festival, storytelling, ethno animation,...)

Logarska dolina  
Solčavsko  
harmonija treh dolin





I FEEL  
SLOVENIA

# IDRIJA (Slovenia)

## EDEN destination 2011



- World second biggest mercury mine
- Unique handicraft product „Idrija lace“
- Culinary speciality „idrijski žlikrofi“





I FEEL  
SLOVENIA

# KOLPA RIVER (Slovenia)

## EDEN destination 2010



- Bela Krajina region
- One of the warmest and intact rivers in Slovenia (113 km)
- River bank for sports and recreational activities, (boating, canoeing, kayaking, rafting)
- Green, clean, preserved, peaceful





# VULKANLAND (Austria)

## EDEN destination 2008

- Styrian volcano land (volcanic formations, thermal water resources)
- Seasonal events: handicraft summer, culinary autumn, silent advent





# National Park NORTHERN VELEBIT (Croatia)

## EDEN destination 1999

- Northern section of Velebit mountains (largest mountain range in Croatia)
- Extreme diversity of carst phenomena, animal and plant species, great woodland, local culinary (cheese)
- Protection, education, recreation, encouraging local community





**Common challenge:** All involved EDEN destinations wish to **extend the short tourism season**. Tourism providers are paying too little attention to the **target group of seniors aged 55+**. The main focus was to design suitable **cross-border tourism products in pilot EDEN destinations for seniors 55+ (women and couples) to increase tourism flows in low/medium seasons.**



**RESULT:** Developed **4 cross-border tourism products for seniors 55+ (women and couples)**, **tested** by groups of seniors from Italy in April & May 2017 (two 5-days testing programmes), **evaluation** by participating seniors, evaluation group and SMEs representatives – **upgrade of the model and products.**

## How to ensure Sustainability & Transferability?

### Established networks:

- **Network of EDEN destinations:** Idrija, Northern Velebit, Vulkanland, Kolpa, Solčavsko
- **Network of senior organisations**
- **Network of tourism related SMEs** – for long-term provision of quality services (over 50 members)
- **Network of Incoming tourism agencies and TICs** – in-depth experience marketing of selected niche groups of seniors 55+ after project end (13 members)







Co-funded by the COSME programme  
of the European Union

## EDEN 55plusNW:

**Developing the network of tourism products for seniors –  
building a cooperation along the tourism value chain for EDEN  
destinations in partner countries for more competitive and  
sustainable growth**

Project duration: March 2016 – July 2017

Website: [www.eden55plus-network.eu](http://www.eden55plus-network.eu)

**8 project partners:** Razvojni center Srca Slovenije (SI), Verein zur Förderung des Steierischen Vulkanlandes (AUT), Stadtgemeinde Feldbach (AUT), Center za Idrijsko dediščino (SI), Javna ustanova „Nacionalni park Sjevni Velebit“ (CRO), Università delle Libere Università di Trieste (IT), Provital (SI), Agencija M (SI)

