

SMART MOUNTAINS

XII European
Mountain
Convention

25 – 26 – 27
October 2022

How to make our territories attractive and
future- oriented?

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COOPERATION PARTNERSHIP FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM IN THE POHORJE MOUNTAIN



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Slovenia, Podravje region and Maribor



CONVENIENT
LOCATION AT THE
CROSSROADS OF
THE MAIN
EUROPEAN ROUTES





Mountain regions in Slovenia



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- **72 %** of mountain area in Slovenia
- **33,4 %** of Alpine mountains
- **40%** of the population



Regional Development Agency for Podravje - Maribor

1st Slovenian RDA (1993 →)



Important link for the development of 41 municipalities in the region Podravje.

Best service to the municipalities in the field of regional development, project support, implementation of European funds, integration, attracting investors, tourism development, smart specialization and support for the entrepreneurial environment.



Partnership for Pohorje (2019 →)



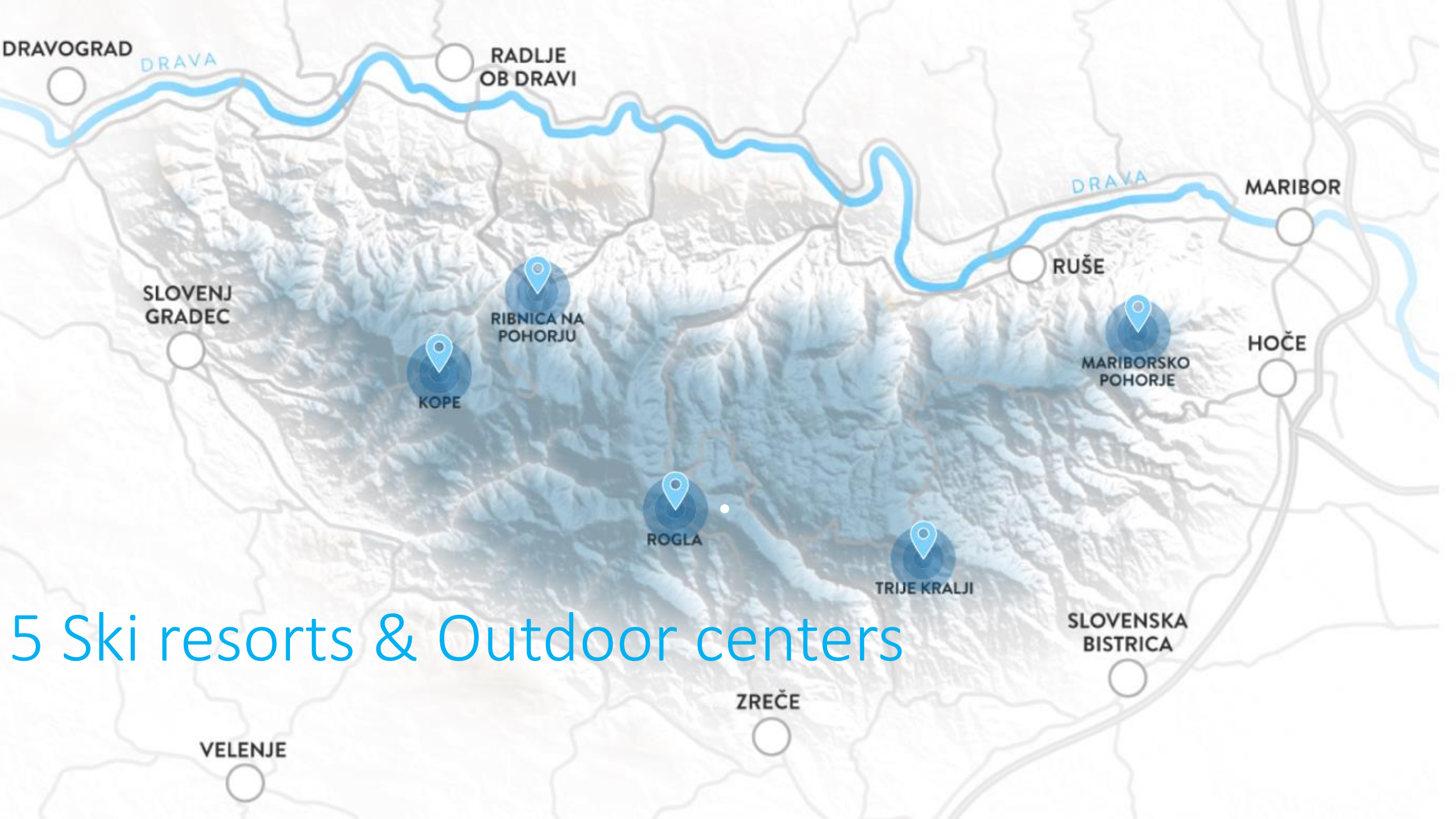
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- 19 municipalities in 3 different NUTS 3 regions (Podravje, Savinjska and Koroška)
- 7 providers of tourism products/services
- 3 regional development agencies
- 3 tourist organisations

- Align partnership's aims, efforts and projects to create **green destination** with Europe-wide brand name recognition.
- Strive to preserve **natural and cultural resources** and to encourage **harmonious economic and tourist development** with emphasis on sustainable use of **natural wealth**.



5 Ski resorts & Outdoor centers

STRATEGY OF POHORJE MOUNTAIN DEVELOPMENT

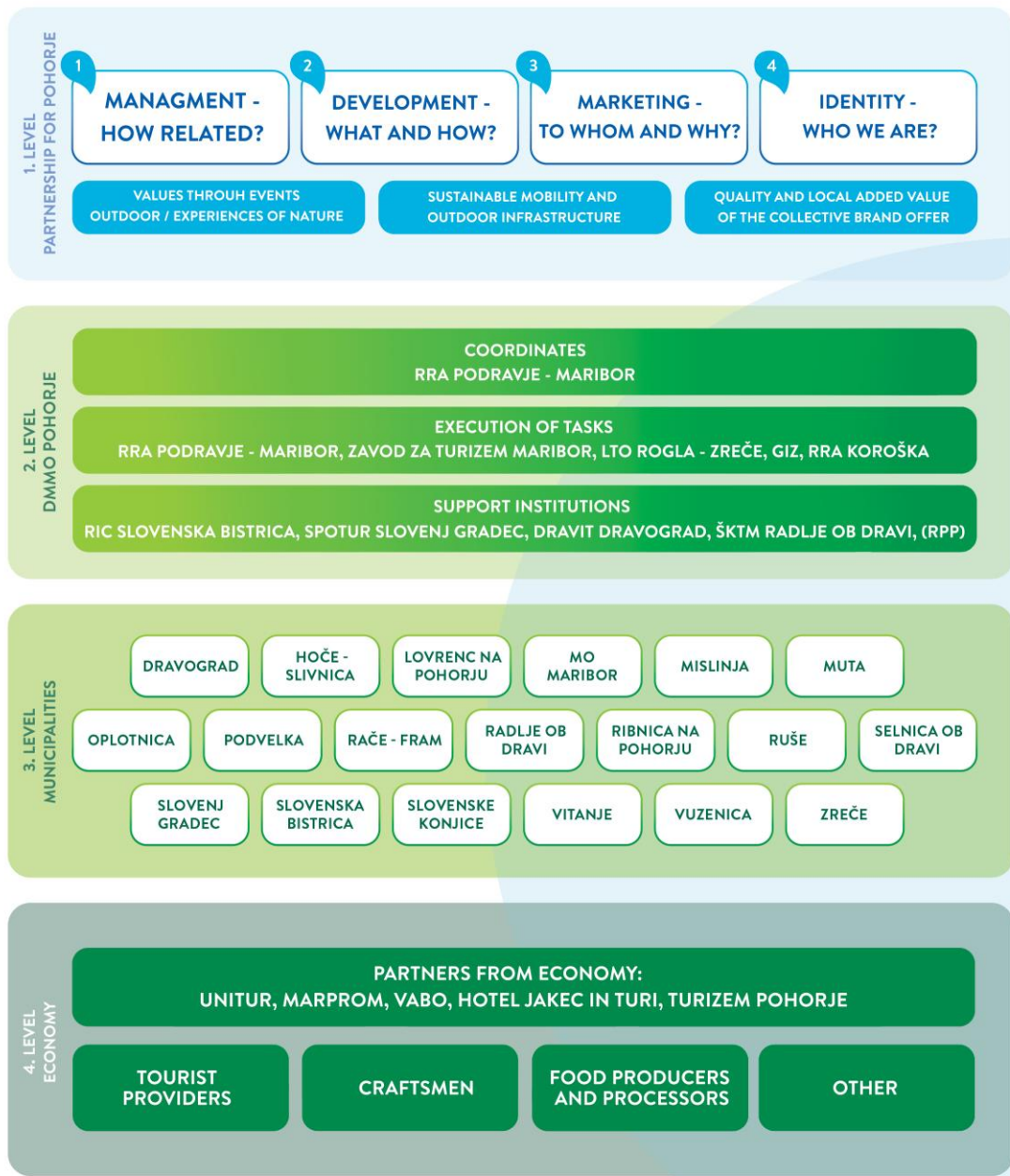
CORE PROJECTS

1. ESTABLISHMENT OF THE DESTINATION OF POHORJE
2. ESTABLISHMENT OF THE POHORJE REGIONAL PARK
3. THE WOOD VALUE CHAIN

STRATEGY OF THE DEVELOPMENT AND MARKETING OF DESTINATION POHORJE MOUNTAIN 2021–2027

DESTINATION MANAGEMENT AND MARKETING ORGANISATION

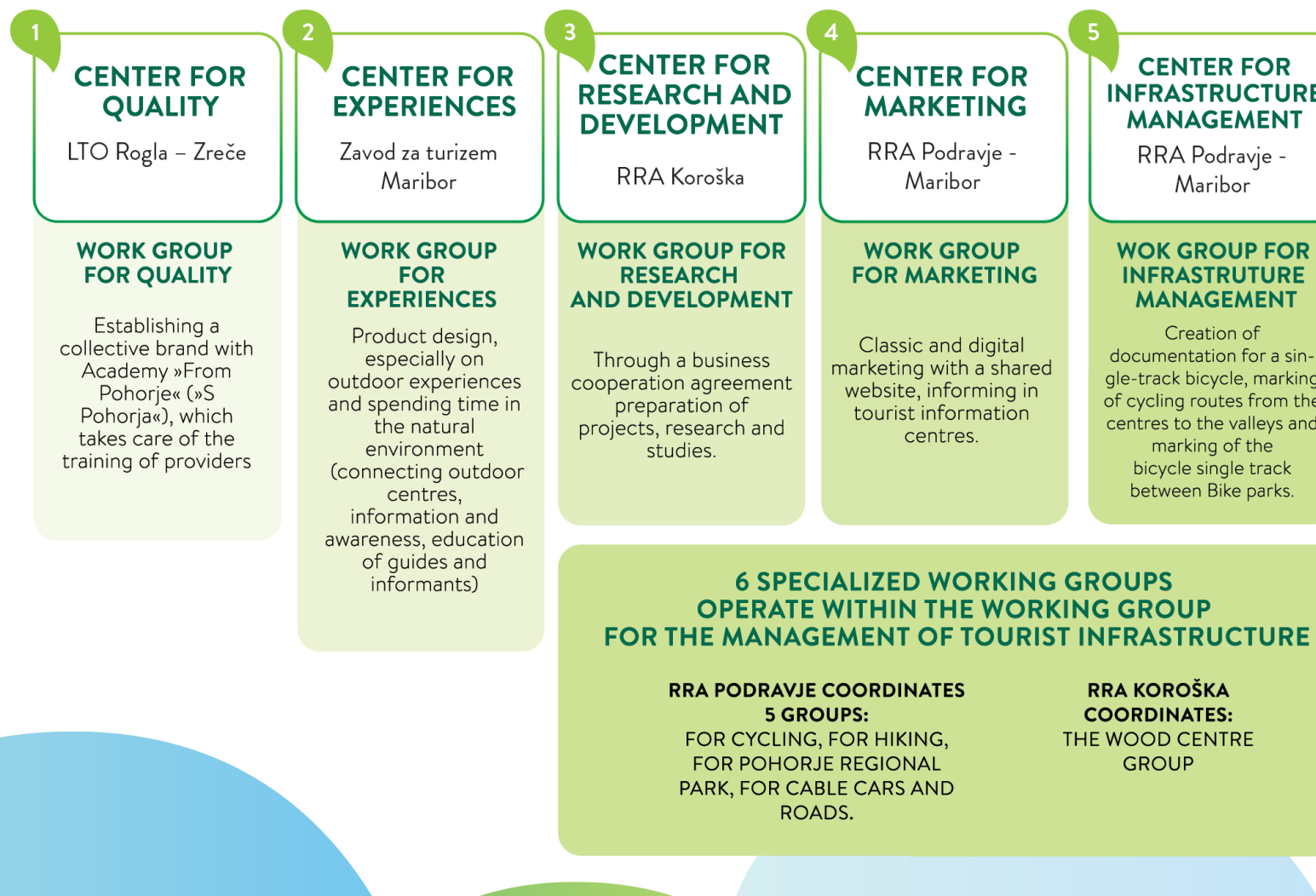
Destination management and marketing organisation



Management through 5 centres




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A landscape featuring a calm pond in the foreground, surrounded by lush green grass and reeds. In the background, a dense forest of tall evergreen trees stretches across the horizon under a clear sky.

**OVER 800 KM² OF
TRANQUILLITY
AND GENUINE
PEOPLE**

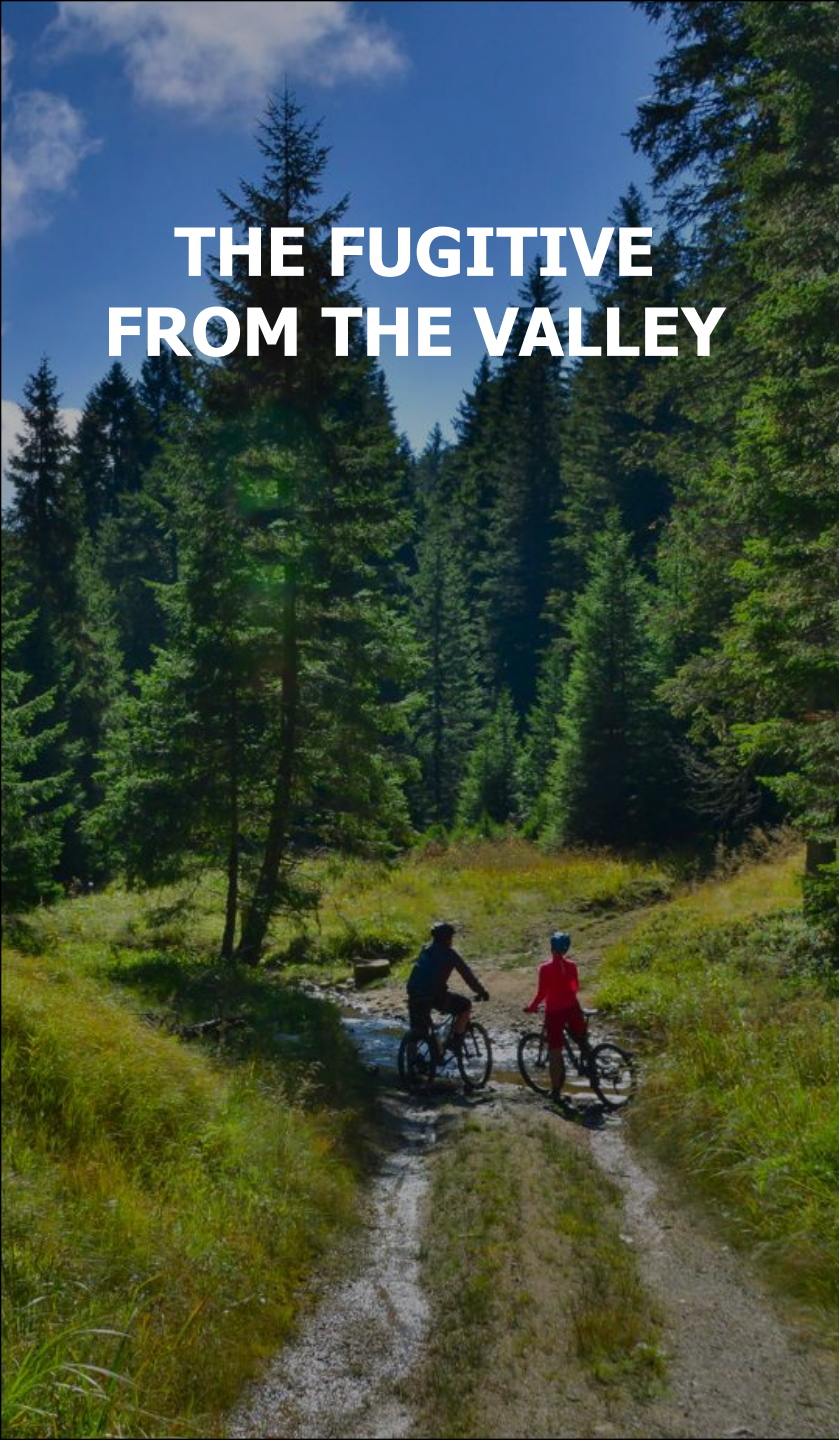
A village built on a hillside, featuring a prominent white building with a red roof and a dark spire. The foreground is dominated by a well-maintained vineyard with rows of grapevines. The background shows more of the village and a forested hillside.

**A MODEL FOR THE
HARMONY OF
PEOPLE WITH
NATURE**

A wooden walkway or boardwalk elevated on tall wooden posts, winding through a dense forest of evergreen trees. The path is surrounded by lush green foliage, and the sky is visible in the distance.

**DIVE INTO THE
DEPTHS OF
UNTAMEABLE
NATURE**

**THE FUGITIVE
FROM THE VALLEY**



**POHORJE HAS A
BIG HEART**

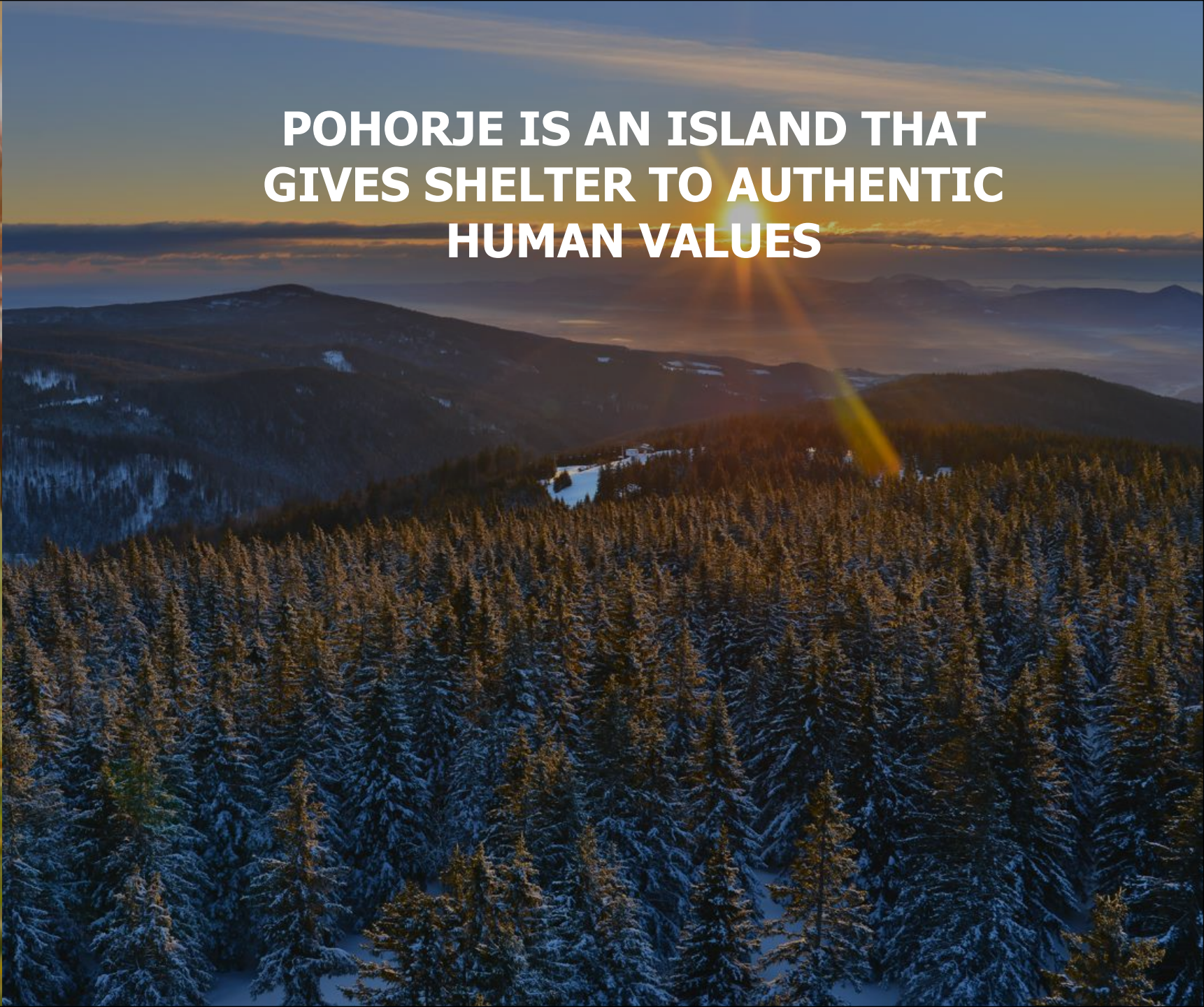


**WE REVIVE THE
VALUES THAT THE
MODERN WORLD
IS LOSING IN ITS
SUPERFICIALITY**



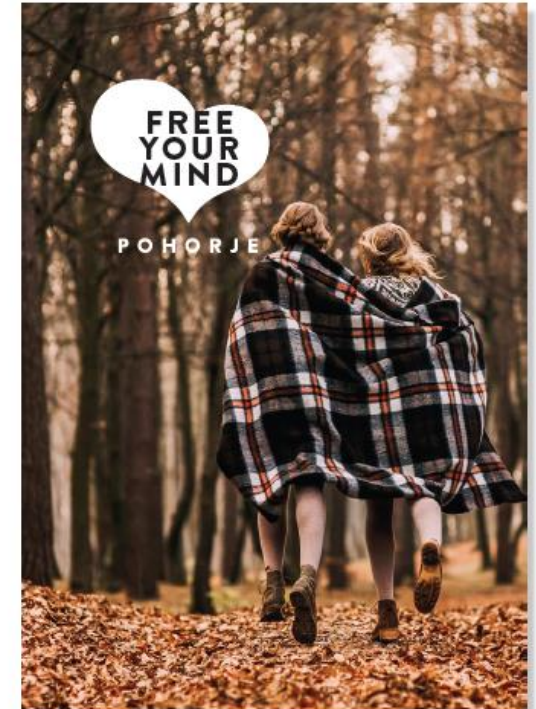
A man in a red and white plaid jacket is leaning over a young child in a similar plaid jacket. They are in a grassy field with trees in the background. The man is smiling and looking at the child. The child is walking towards the left. In the foreground, the hands and feet of another person are visible, reaching out towards the child.

JOY OF LIFE

A wide-angle view of a mountain landscape at sunset. The sky is a mix of blue and orange. The sun is low on the horizon, creating a lens flare. The foreground is a dense forest of evergreen trees covered in snow. In the distance, there are more mountains and a small town or village.

**POHORJE IS AN ISLAND THAT
GIVES SHELTER TO AUTHENTIC
HUMAN VALUES**

Branding with brand foundations and manual of the corporate identity



Challenges in our specific mountain area



2. Sustainable mobility

3. The (un)attractiveness of the environment for young families

4. Nature protection



5. Climate change

6. Fragmented ownership structure

7. Management and control



MEMBERS OF THE PARTNERSHIP COMMITTED THAT:

»Joined in the Partnership for Pohorje, we will begin to coordinate goals and projects and create a green destination with an established European brand. We will try to preserve the natural and cultural features and encourage coherent economic and touristic development with an emphasis on the sustainable use of natural resources.«



SETTING COMMON DEVELOPMENT AND PROMOTION GOALS

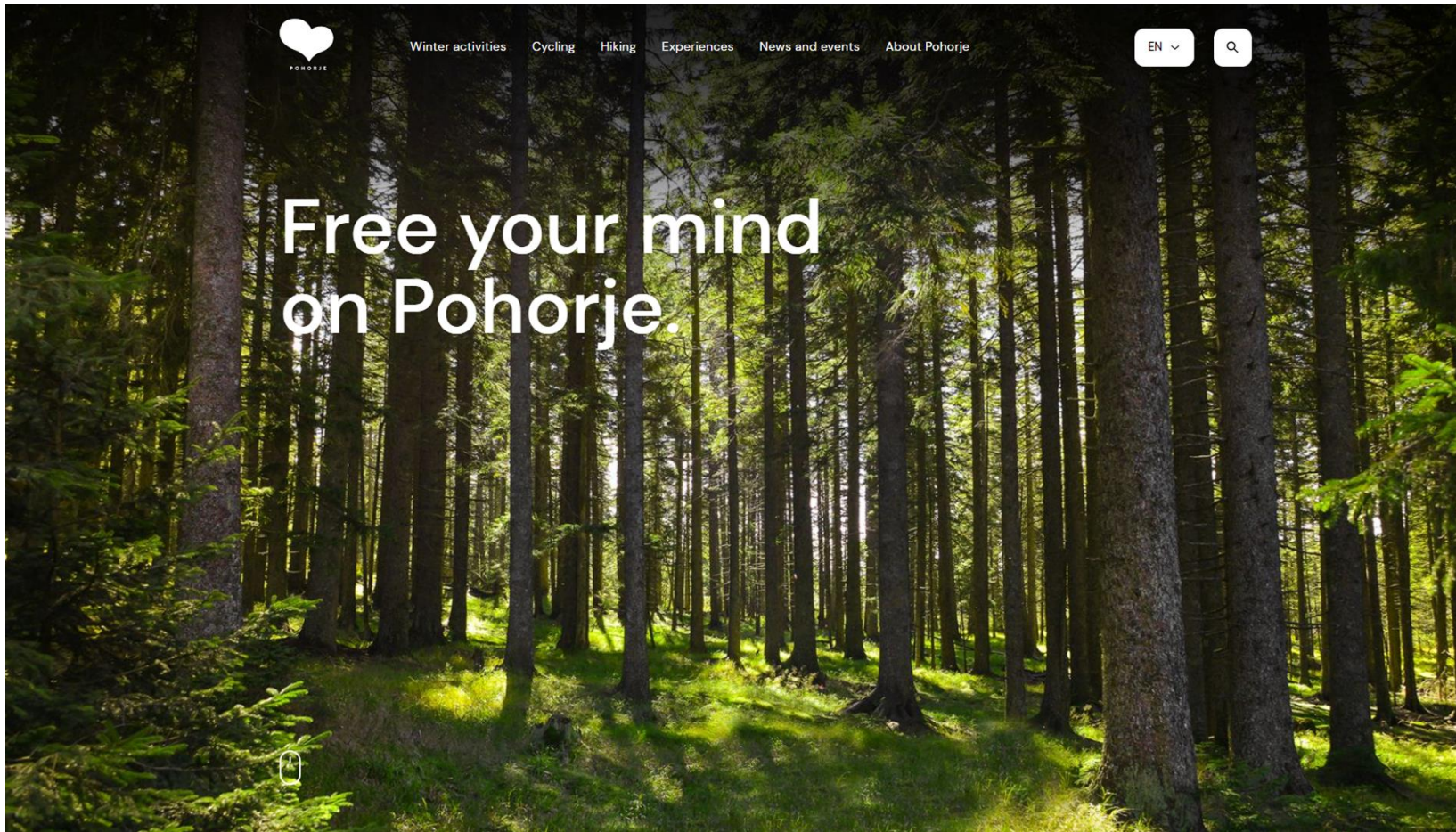
- to bring Pohorje as a green destination closer to other similar destinations in developed Europe;
- prepare a common vision and development strategy and estimate the value of the necessary investments for the entire area;
- design smaller projects for the promotion of the entire area; development of communal, road and tourist (cycling, hiking and other trails, cable cars, etc.) infrastructure and
- system management of the entire Pohorje area as a tourist-nature park.



WE HAVE CONTRIBUTED TO:

- *greater recognition of the Pohorje Destination and*
- *the development of the cycling infrastructure.*

New website: www.pohorje-slovenija.si



Social media – Facebook and Instagram



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Pohorje Slovenija

@PohorjeSlovenija · Naravni rezervat

[Več informacij](#)

pohorje-slovenija.si



Tourist map



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TURISTIČNA KARTA POHORJA
TOURIST MAP OF POHORJE / TOURISTISCHE KARTE VON POHORJE

MAŠKALONICA
1898-1900

DOBRIH 800 KM: MIRU IN PRISTNIH LJUDI
DOBRO DOBRO: DO TRANQUILLITÄT UND STILLE. DOBRO DOBRO: DO TRANQUILLITÄT UND STILLE. DOBRO DOBRO: DO TRANQUILLITÄT UND STILLE.

POHORJE KISZINTELESI
POHORJE KISZINTELESI

NEKOTNE ZNAMENITOSTI
NEKOTNE ZNAMENITOSTI

POTOP V GLOBINO NEUKROTILJIVE NARAVE
POTOP V GLOBINO NEUKROTILJIVE NARAVE

VESELJE DO ŽIVLJENJA
VESELJE DO ŽIVLJENJA

ZAJAKTINE DUŠE
ZAJAKTINE DUŠE

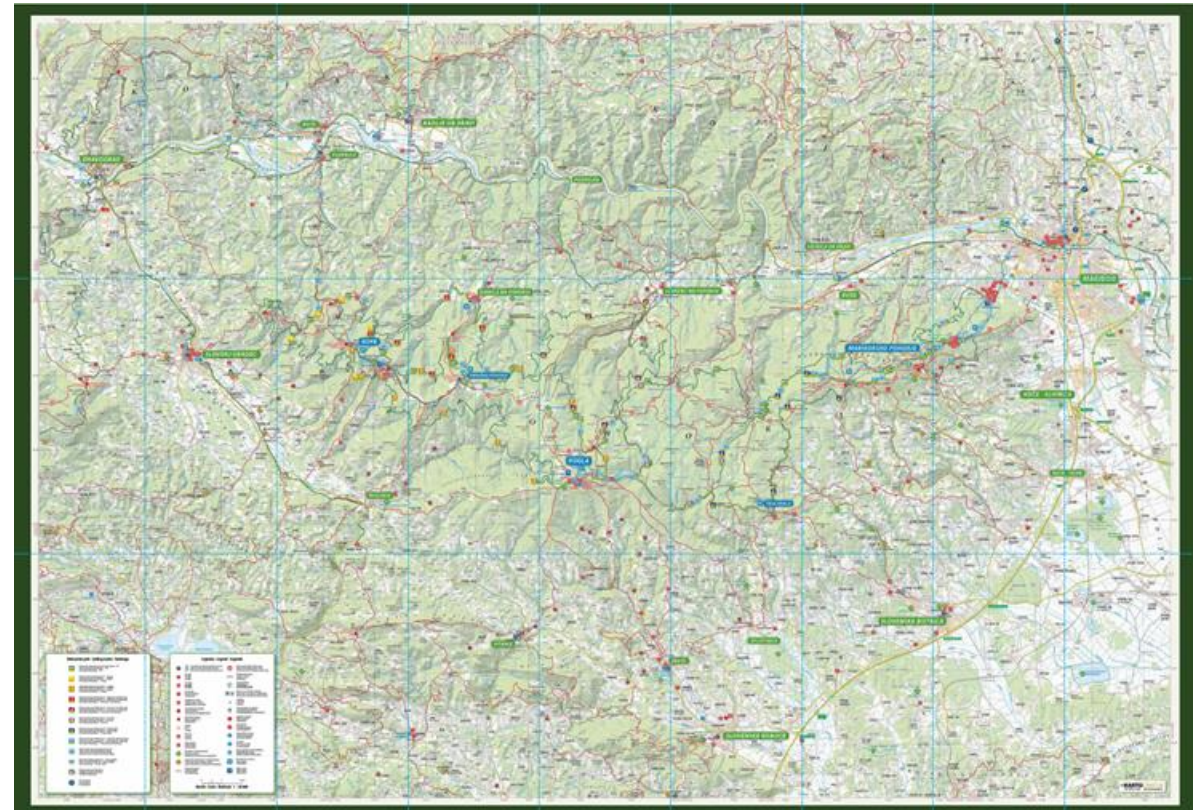
3 BIKE IN 400
3 BIKE IN 400

340 KM SOLŠARSKIH POZI
340 KM SOLŠARSKIH POZI

IZGLED SOŠITJA ČLOVEKA IN NARAVE
IZGLED SOŠITJA ČLOVEKA IN NARAVE

INFORMACIJE
INFORMACIJE

VIŠI 801 000 KM POHORJSKI POZI
VIŠI 801 000 KM POHORJSKI POZI



Promotion material



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FOR ACTIVE SOULS

5 SKI RESORTS - 66 KM OF PURE JOY

Mariborsko Pohorje - the largest ski resort in Slovenia
 Rogla - the most visited Slovenian ski resort
 Kope - ski resort for all tastes
 Trije kraji - smaller, but pleasant family ski resort
 Ribnica na Pohorju - family friendly ski resort
 Winter activities on Pohorje - skiing - ski touring - snowboarding - sledding
 - cross-country skiing - skating



3 BIKE PARKS

Bike Park Pohorje - Maribor, Bike Park Rogla, Bike Park Kope
 Treat yourself with an adrenaline experience.



1000 KM AND MORE OF HIKING TRAILS

Explore a dense network of hiking trails that lead between forests, lakes and waterfalls and offer beautiful views.



240 KM OF CYCLING TRAILS

Explore Pohorje by bike and discover the wonders of untameable nature and Pohorje sights.



NATURAL ATTRACTIONS

Pohorje is a 1543 meters high natural oasis. It impresses with coniferous forests, the Primeval Forest Šumik, waterfalls and moors with lakes such as Crno jezero, Lovrenška jezera and Ribniško jezero. It is home to numerous animal species, red deer, chamois and other mountain animals and 90 species of birds and more than 700 species of butterflies.



CULTURAL ATTRACTIONS

Diverse history, well-preserved traditional cultural landscape, rich cultural heritage, and cultural tradition is related to the revival of diverse heritage arising from the traditional economic activities of Pohorje. The rich immovable cultural heritage is mainly represented by architectural heritage (castles and their ruins, mansions, villas, homesteads, blacksmiths, sawmills, mills, memorials, etc.) and sacral heritage (irony churches, chapels, landmarks).



POHORJE CUISINE

The cuisine from Pohorje is based on ancient grandmothers' recipes and is complemented by flavours of quality meat and vegetables, forest delicacies and meadow herbs. Pohorje cuisine is strong and originates from aromatic flavours. The typical dishes include *pohorški pišček*, the aromatic *pohorska bunka* with local cheese, the simple *pohorska omleta* and *pohorski igani* with local milk or coffee with milk.



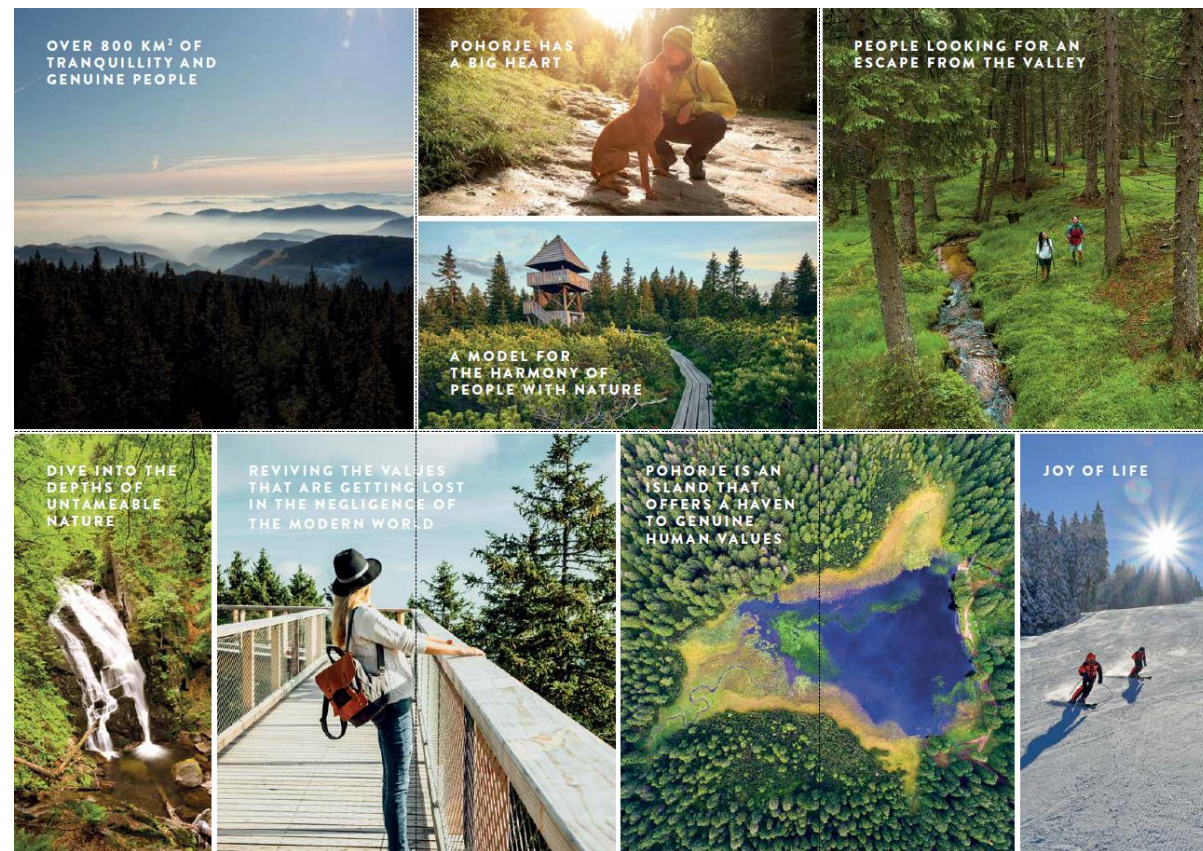
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OUR LOCATION

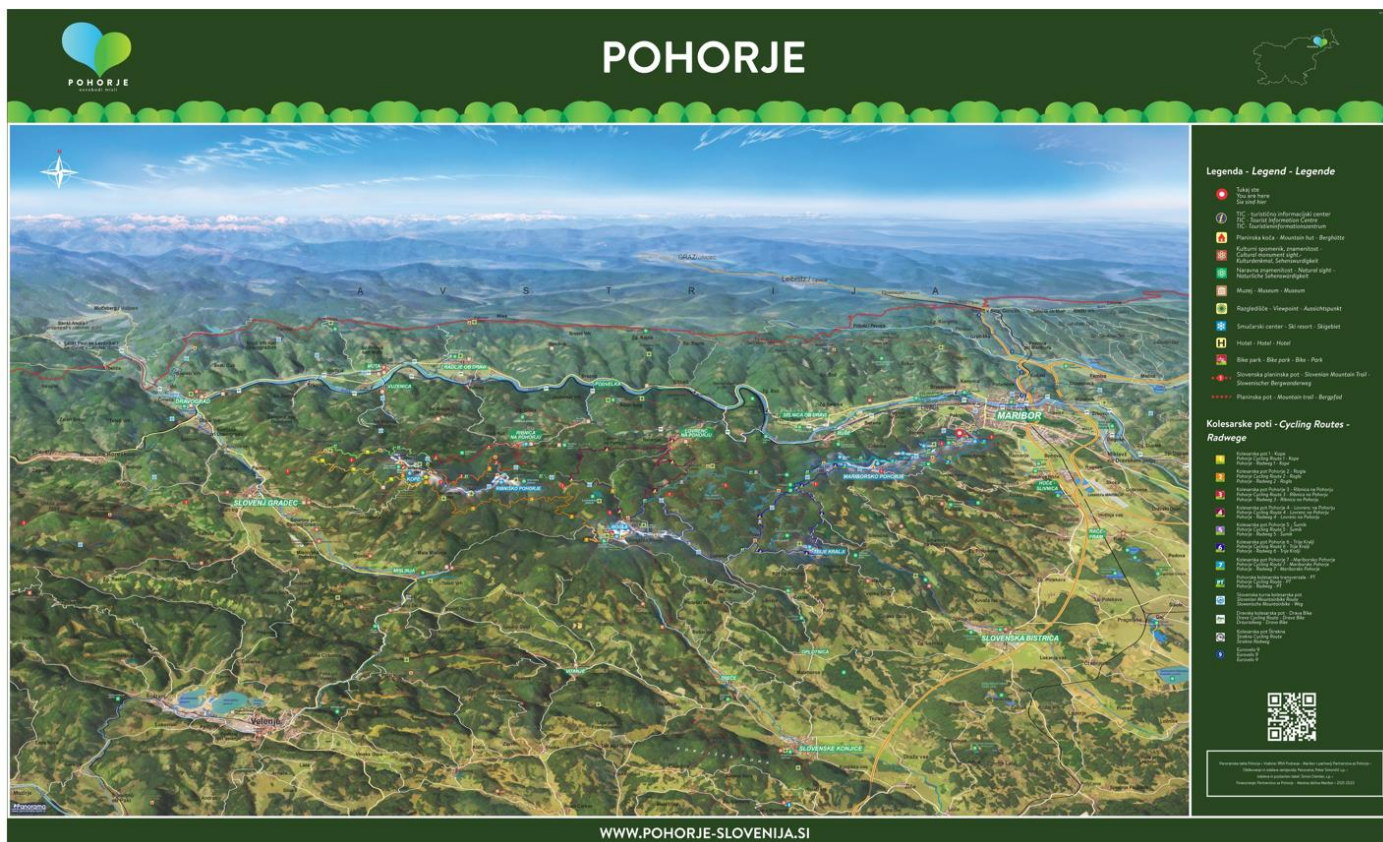
Pohorje is one of the best-preserved natural regions in Slovenia. It is a pre-Alpine Mountain, located in north-eastern Slovenia, and is mostly overgrown with coniferous forests. It stretches between the river Drava in the north and the Drava plain in the south, in the west it reaches Dravograd and Slovenj Gradec, in the east Maribor, the second largest city in Slovenia.

Soon more on: www.pohorje.si

Name: POHORJE - free your mind - Publisher: © 2024 Pohorje - Maribor, Družba za 20.000 Maribor - Družba za promocijo in razvoj turizma - Pridruženje Slovene Alpine Society - Contact: 056 3494000 - Address: with permission of Pohorje.si - Photography: Jure Doka, Siniša Čadež - www.pohorje.si, Maribor, Slovenia, Alps, Šumik, Ribniško jezero - Coverage and design: Tanya 2024 - Photo: Kristina G. G. - Number of copies: 1000 - Maribor, October 2024



Tourist information board



7 new circular cycling connections, mostly on forest roads



The concept of signposting of cycling connections



Urban equipment on Pohorje



Welcome on Pohorje to FREE YOUR MIND!



THANK YOU / MERCI / GRAZIE!

