

I FEEL
SLOVENIA



JULIAN ALPS

TRIGLAV NATIONAL PARK

SLOVENIA



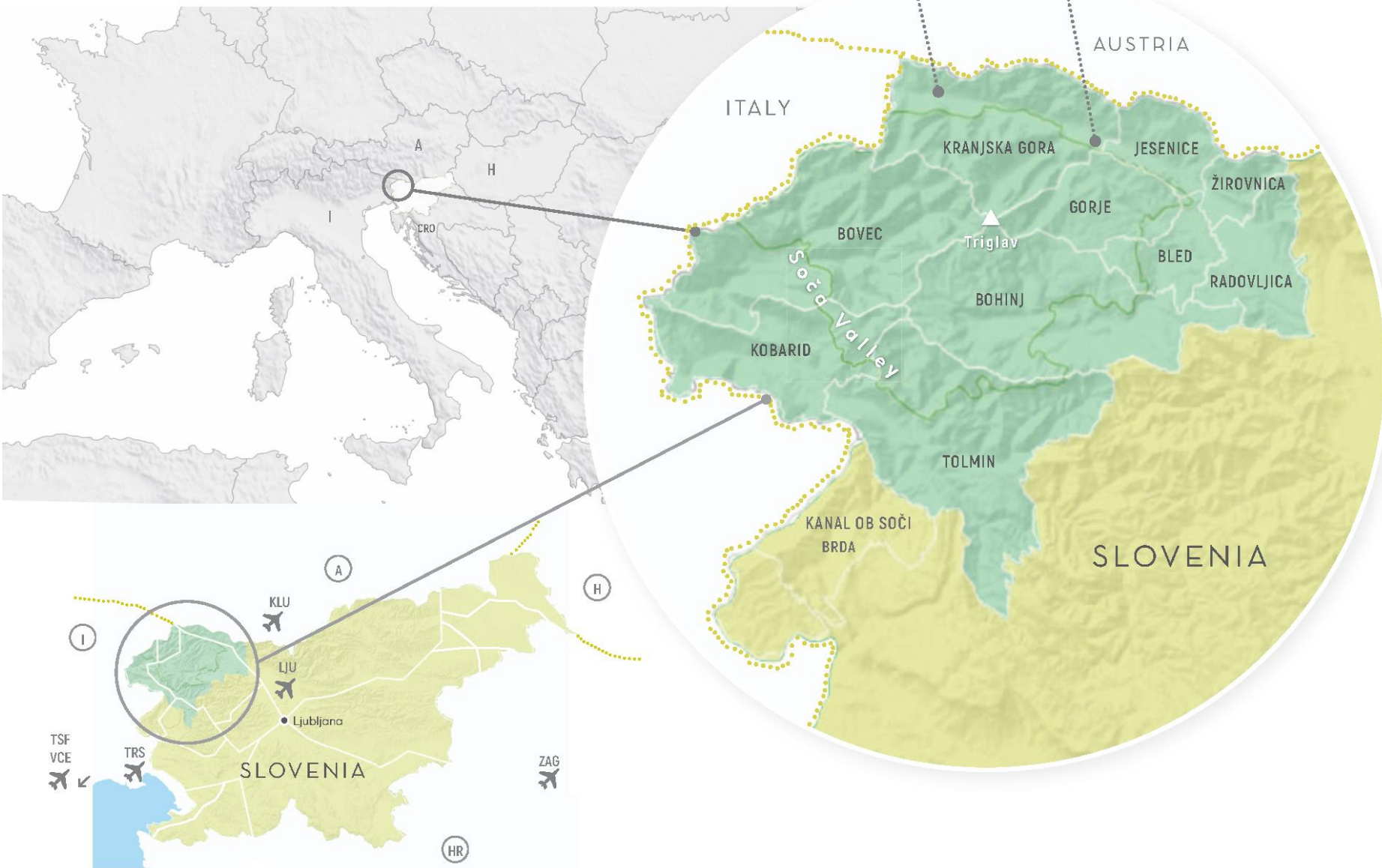
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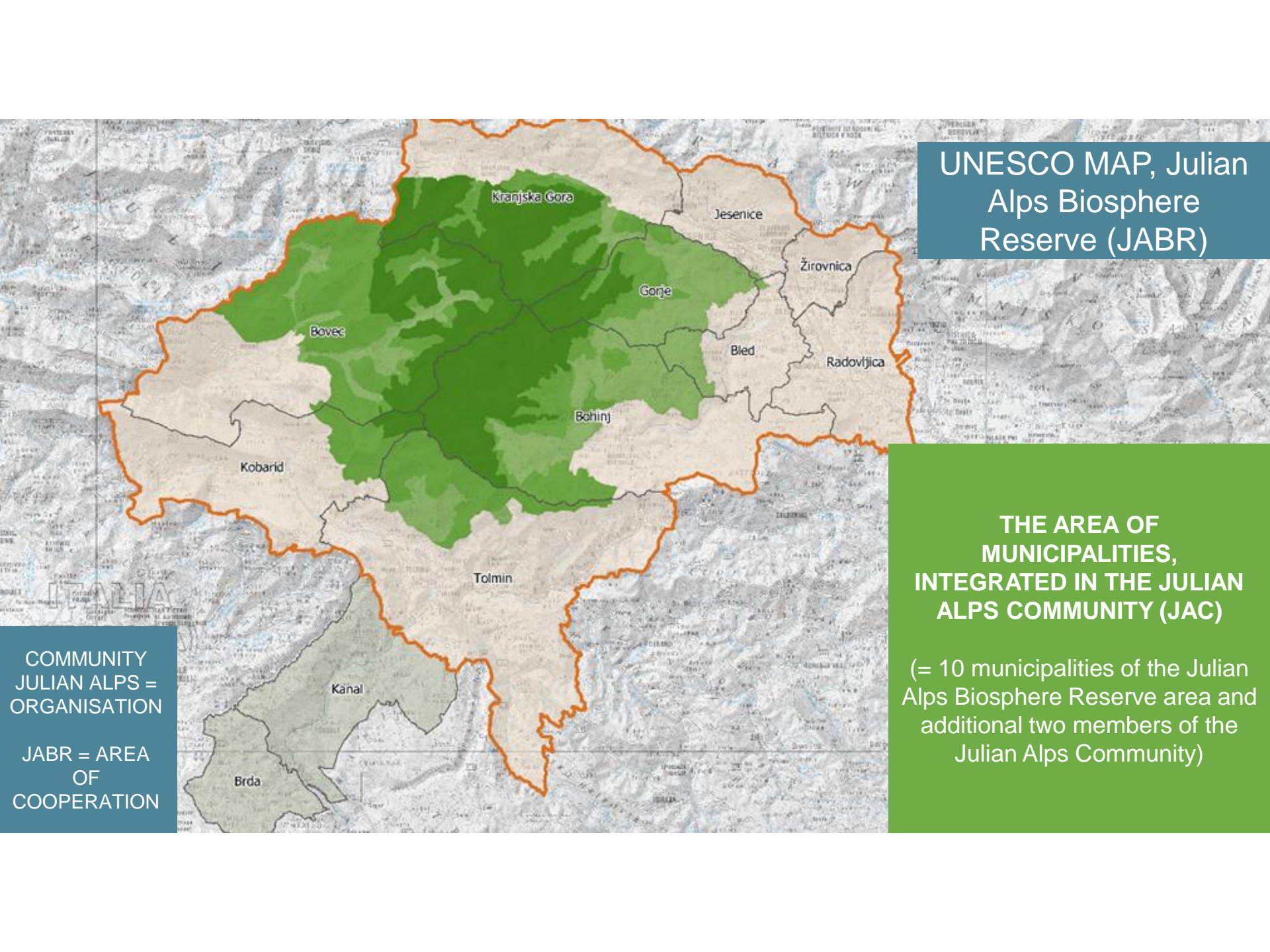
JULIAN ALPS

TRIGLAV NATIONAL PARK
SLOVENIA

Julian Alps

Triglav National Park





UNESCO MAP, Julian Alps Biosphere Reserve (JABR)

THE AREA OF MUNICIPALITIES, INTEGRATED IN THE JULIAN ALPS COMMUNITY (JAC)

(= 10 municipalities of the Julian Alps Biosphere Reserve area and additional two members of the Julian Alps Community)

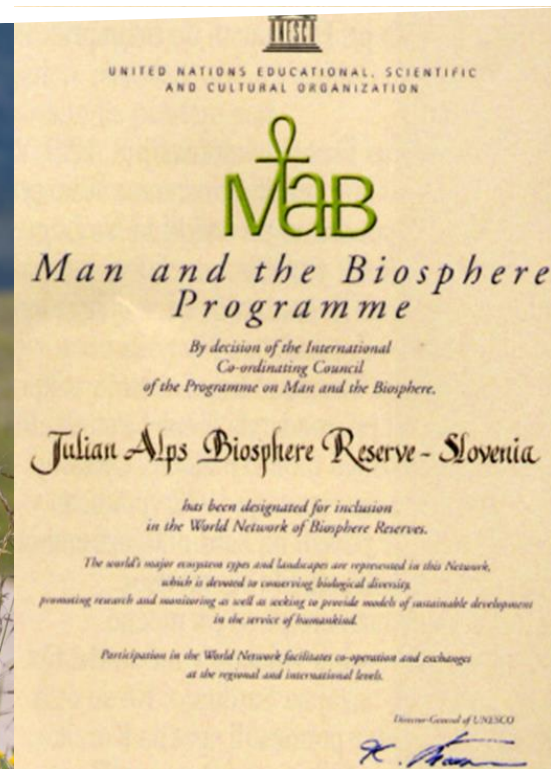
COMMUNITY
JULIAN ALPS =
ORGANISATION

JABR = AREA
OF
COOPERATION



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JULISCHE ALPEN
NATIONALPARK TRIGLAV



The certification of the Julian Alps as an area under the
UNESCO Man and Biosphere Programme 2003



unesco
Biosferno območje
Julijske Alpe

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TRIGLAV NATIONAL PARK

1

National park

.....

2

Nature reserves

.....

43

Natural monuments

.....

330

Natural value areas

.....

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BIODIVERSITY

1.600

Types of plants

.....

2.200

Animal species

.....



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3

Cultural monuments
of national importance

.....

42

Cultural monuments
of local importance

.....

364

Registered units of
immovable cultural heritage

.....

94.645

inhabitants

(= 4,5 % SI)

2.000+

jobs

Tourism,
gastronomy

48.000

accommodations
(= 26 % in Slovenia)

200+ mio
revenues

In tourism and
gastronomy

4.384.326

Overnights stays

(= 27 % in Slovenia,
84,7 % tujih)



We manage the
common space

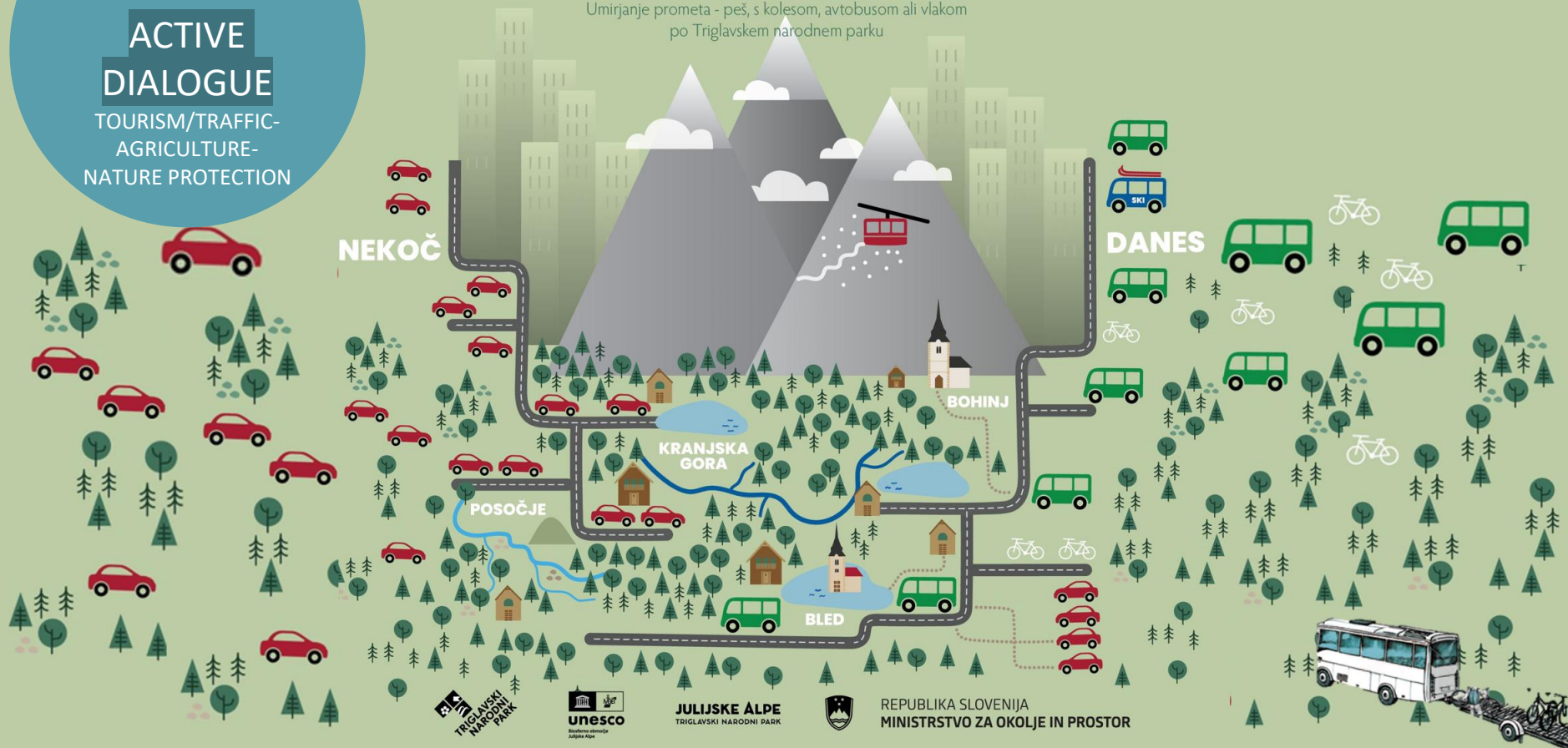
ACTIVE DIALOGUE

TOURISM/TRAFFIC-
AGRICULTURE-
NATURE PROTECTION

BIOSFERNO OBMOČJE JULIJSKE ALPE


TRIGLAVSKI NARODNI PARK

Umirjanje prometa - peš, s kolesom, avtobusom ali vlakom
po Triglavskem narodnem parku



We manage the common space

ACTIVE DIALOGUE
TOURISM/TRAFFIC-
AGRICULTURE-NATURE
PROTECTION

A young child is climbing a wooden structure in a grassy field. The child is wearing a blue bucket hat, a red and white striped shirt, and dark shorts. The child's arms are outstretched, and they are looking down at their feet. The background is a blurred green field.

Building future for man and nature – finding the
right balance



The chaos of many.



Many destinations.



Many views.



Many futures



The power of one.



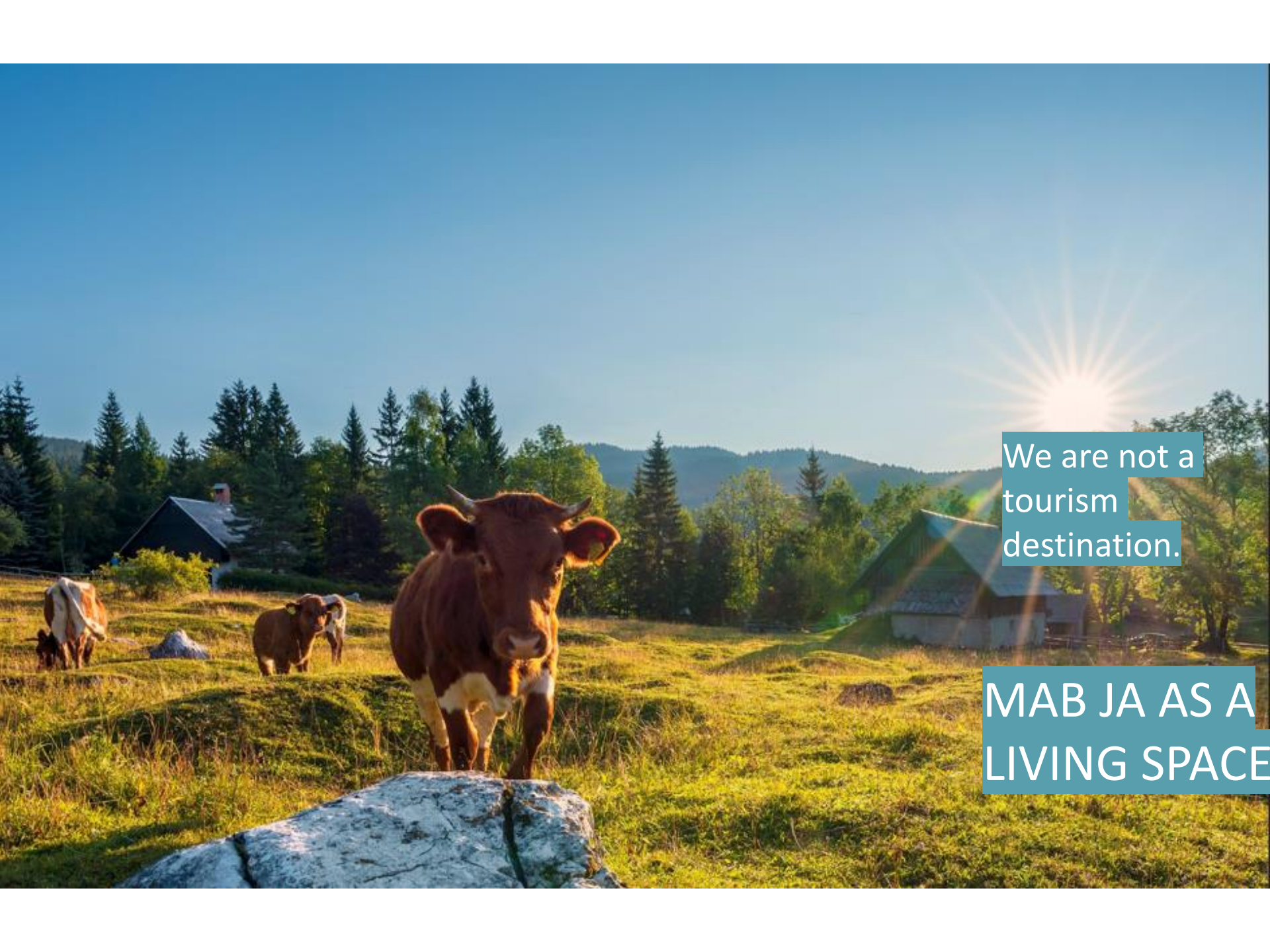
One region.



One past



One future

A scenic landscape photograph featuring a grassy field in the foreground with several brown and white cows. In the background, there is a dense forest of evergreen trees and rolling hills under a clear blue sky. The sun is low on the horizon to the right, creating a bright lens flare effect. Two semi-transparent blue text boxes are overlaid on the right side of the image.

We are not a
tourism
destination.

MAB JA AS A
LIVING SPACE



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TRIGLAV NATIONAL PARK

SUSTAINABILITY FIRST:
NATURE TAKES PRIORITY

JABR AS A “LIVING ROOM DESTINATION”

JABR is an area that is comprised of various pieces of furniture (= various building blocks) that enable the well-being of HOSTS (= people who live and work in this area) and GUESTS (= people who come to visit) only if they are **harmonised, managed, maintained and create a whole**.

The foundations are HOSPITALITY of hosts and RESPECT of guests

(When we enter a home, a living room, we take off our shoes – owners due to responsibility, guests due to respect)

Everything we do/build must reflect a “SENSE OF PLACE” and the DNA of the area

What leads us?

GREEN + RESPONSIBLE + HIGH QUALITY + BY RESPECTING IDENTITY

→ We develop AN ENVIRONMENT THAT IS FRIENDLY FOR LIVING & ATTRACTIVE FOR VISITING

GREEN BUILDING BLOCKS = traditionally implemented by the Tourist Boards

BLUE BUILDING BLOCKS = outside the ordinary understanding of tourism, but key for the overall experience

EXPERIENCES

ATTRACTIONS

Agencies, DMC

TECHNOLOGY, DIGITALISATION

ACCOMMODATION AND OTHER OFFER

GASTRONOMY

TIC, interpretation centres

MOBILITY

OPPORTUNITIES FOR DEVELOPMENT AND WORK

AGRICULTURE AND LOCAL SELF-SUPPLY

CIRCULAR ECONOMY, ZERO WASTE

TOURIST PUBLIC INFRASTRUCTURE

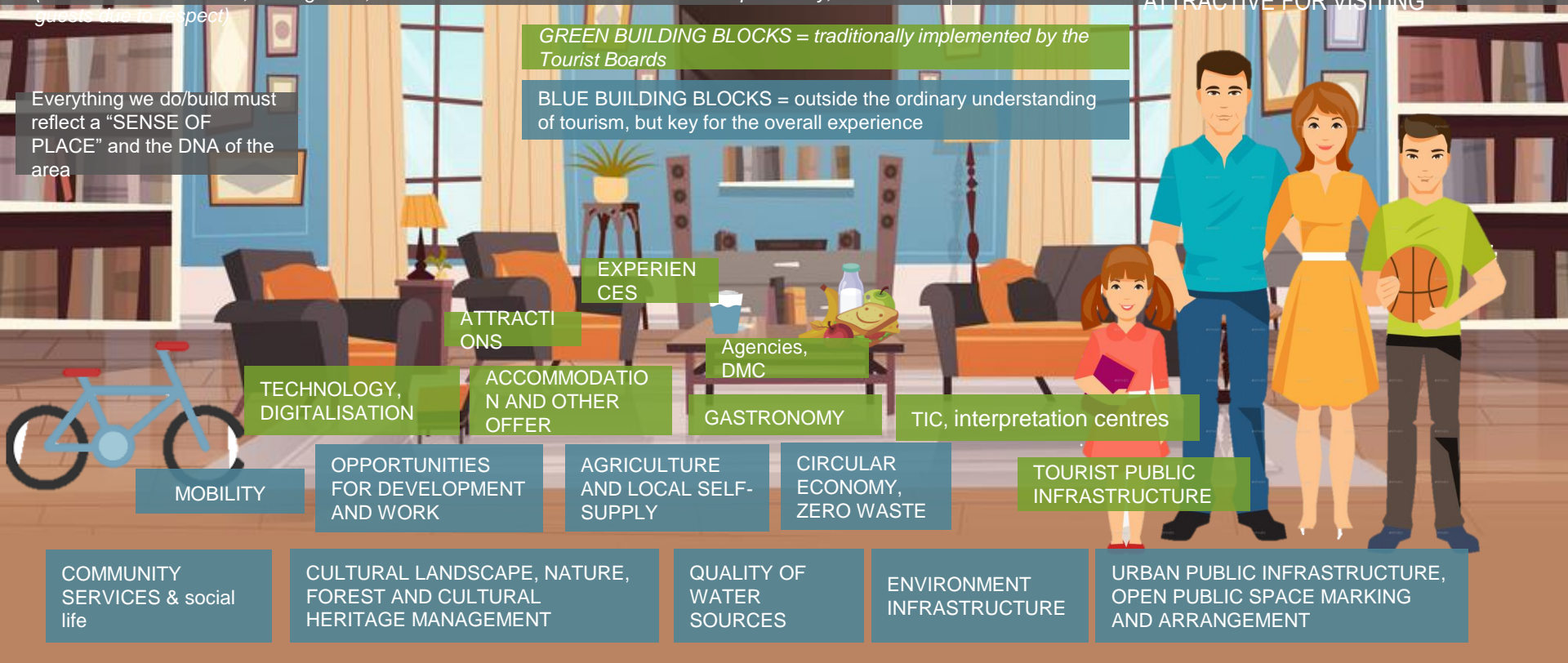
COMMUNITY SERVICES & social life

CULTURAL LANDSCAPE, NATURE, FOREST AND CULTURAL HERITAGE MANAGEMENT

QUALITY OF WATER SOURCES

ENVIRONMENT INFRASTRUCTURE

URBAN PUBLIC INFRASTRUCTURE, OPEN PUBLIC SPACE MARKING AND ARRANGEMENT



New heights – novel challenges

Pressure on nature and local community increases



● **Behavior shift** during and after corona

● **Climate change** and the urge to spend time **outside of cities**

● **Lack of knowledge** regarding safety and protected areas

● Flood of **misinformation**

● Ignorance towards **local communities**

New heights – novel challenges

Traffic problems intensify in summer months

Over-tourism especially from June to September

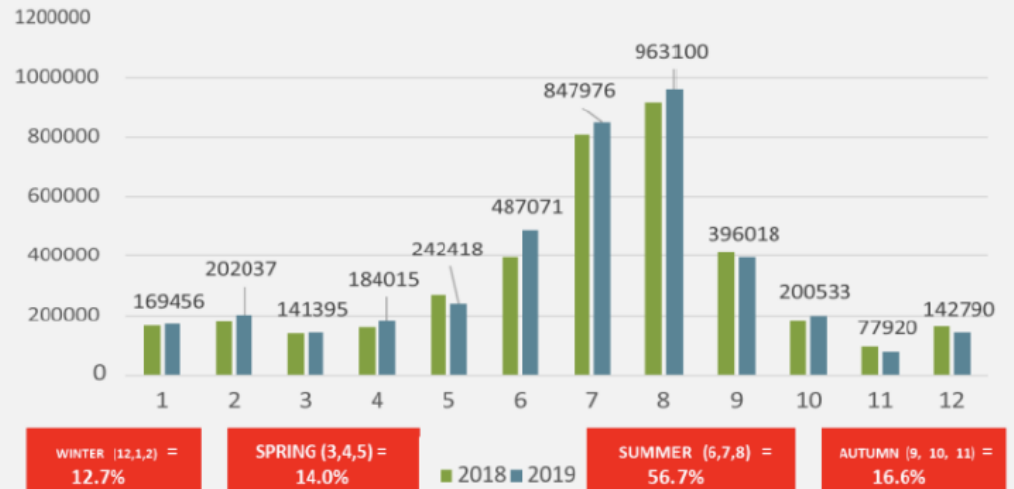
84% of holiday trips by private cars

Overloaded parking lots

Blocked roads

Strong seasonality: 44.7% (1.8 MIO) in two summer months and 56.7% in 3 summer months

(In 2019, as many overnight stays were made in two summer months as in 2018 for the whole year = 1.8 million)





Psychological Efforts

Raising awareness for the wild and demanding nature of the mountain

A HIKE up Triglav in the Julian Alps.

— GenAI Adobe Firefly —



An ASCENT of Triglav in the Julian Alps.

— GenAI Adobe Firefly —



Multiplying our impact

Digital channels and proactive product development



JULIANA TRAIL 270/16



JULIANA BIKE



JULIANA SKITOUR

JULIJSKE ALPE
TRIGLAVSKI NARODNI PARK



1. Digitize rules of Nature

Empowering visitors to experience the joy of nature **while protecting its beauty.**

2. Share information

Seamless integration of **rules, regulations,** and quiet zones across **our and partner platforms.**

3. Attract

Reach **tourists** when and where it matters through **responsible recommendations.**



3. Attract

Visitor guidance and “Sustainability by design”



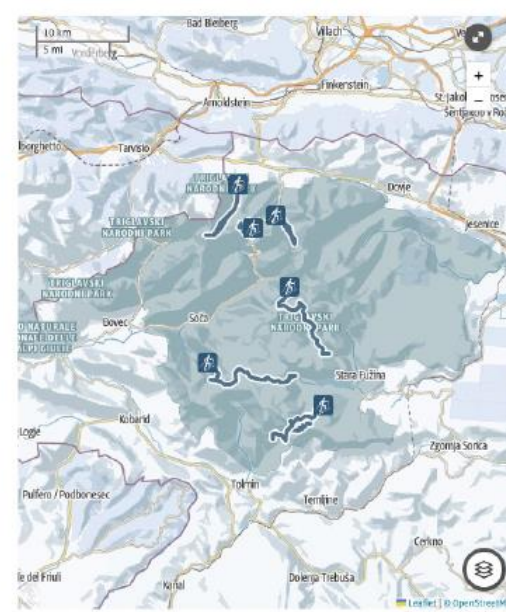
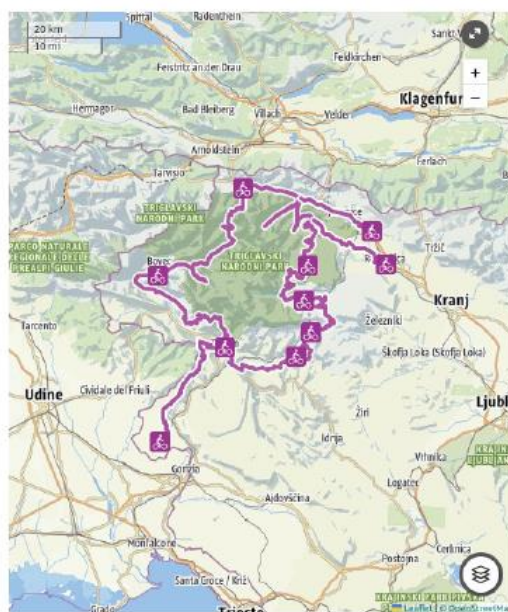
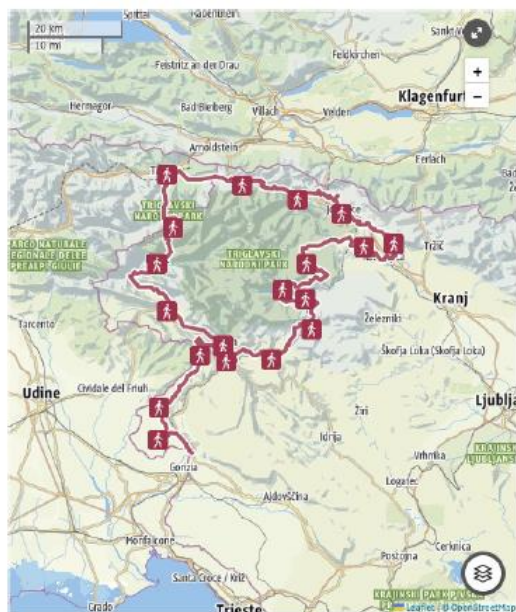
JULIANA TRAIL 270/16



JULIANA BIKE



JULIANA SKITOUR





JULIANA TRAIL

Total length: **270 km**

Total number of stages: **16**

Average stage length: **17.5 km** (4-5 hours)

Total difference in altitude:

7163 m ascent and

7163 m descent

Responsible Exploration

Promotes **biodiversity-focused guidance** and diverse park experiences.

Sustainable Tourism

Supports **low-carbon travel** and reduces strain on hotspots by directing visitors to **less-crowded areas**.

Economic Benefits

Boosts rural economies through increased **visitor distribution**.





Collaborative Solution

Partnership ensures mountain biking aligns with **nature conservation goals**.

Model for Success

Blueprint guides sustainable bike destination development.



JULIANA BIKE

Total length: **290 km**

Total number of stages: **7**

Average stage length: **40 km**

Total difference in altitude: **8.400 m**

Average difference in altitude per stage:

1.200 m

Extensive Network

Facilitated creation of 1000km+ Julian Alps Bike Trails for diverse cyclists.





JULIANA SKITOUR

Total length: **52 km**

Total number of stages: **2x4**

Average stage length: **13 km, 5-6 hours**

Total height difference:

4.367 m ascents, 4.891 m descents

GUIDED SKI TOURING ROUTES
ACROSS THE JULIAN ALPS

Sustainable Winter Tourism

A **framework** for developing **winter offerings**, balancing use with respect for quiet zones.

Economic Boost

Supports local communities through mandatory guides and village stays.

Responsible Experiences

Prioritizes safety and compliance over fleeting social media trends.



PURPOSE

DEVELOPMENT PLAN

for the Julian Alps Biosphere
Reserve
as a sustainable tourist
destination 2025

= **JOINT PLATFORM
FOR SUSTAINABLE AND
BALANCED GROWTH**

WE NEED A JOINT PLAN:

01

Not to forget what is important and **not to put (only) short-term and own interests to the forefront.**

02

Since we are a part of an area that has a geographic and identity denominator (JABR and TNP), we are **strongly codependent**. Our every step has an impact and leaves footprints.

03

We want to put the strengthened concern for **sustainable development and balanced growth** for long-term positive effects on the environment, the community and the area's identity to the forefront, at the same time, we wish to enable development/work/opportunities for people/enterprises and for a top-quality experience for guests.



Slovenian alpine museum

A woman in traditional Slovenian folk clothing, including a white lace headscarf and a dark vest over a white blouse with lace cuffs, stands in a lush green field. She is holding a large wicker basket filled with harvested corn cobs. In the background, there are rolling green hills and mountains under a cloudy sky. The text is overlaid on the image in white boxes.

Smo več kot zeleni.

Razvijamo
BIO regijo.
BOJA
100% lokalno.

Spodbujanje
povezovanja kmetijskih
gospodarstev v verigo od
pridelovalcev in
predelovalcev do
gostinskih ponudnikov,
obratov javne prehrane in
končnih potrošnikov.

A modern living room with a green sofa, large windows, and indoor plants. Three people are sitting on the sofa, looking at a tablet. The room is bright and airy, with a wooden coffee table and a bookshelf in the background.

Balance is our core value .

Simplicity is the ideal of our way of life .

THIS IS OUR LIVING ROOM'.



I FEEL
SLOVENIA

WELCOME TO OUR LIVING ROOM.

Balance is our core value.

Simplicity is the ideal of
our way of life.

Proximity is the essence
of our world.

Everything is close here,
and almost everything
is accessible.

Here, we cherish our peace,
but we also enjoy sharing it
with those who visit us.

JULIAN ALPS
TRIGLAV NATIONAL PARK