



Slovenian
Convention
Bureau

I FEEL
SLOVENIA

WHAT IS RARE, IS PRECIOUS

Quod rarum, carum, Latin proverb

PRELIMINARY RESULTS

Comparison of slovenian meeting destinations
according to the meeting experience index and more

Editor: Gorazd Čad
Ljubljana, December 2024



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SLOVENIAN MEETINGS INDUSTRY UNDER THE MICROSCOPE

First holistic analysis of business results of key
companies in the Slovenian meetings industry

THE CORE OF THE SLOVENIAN MEETINGS INDUSTRY

Companies/institutions that make over 20% of income by organising events

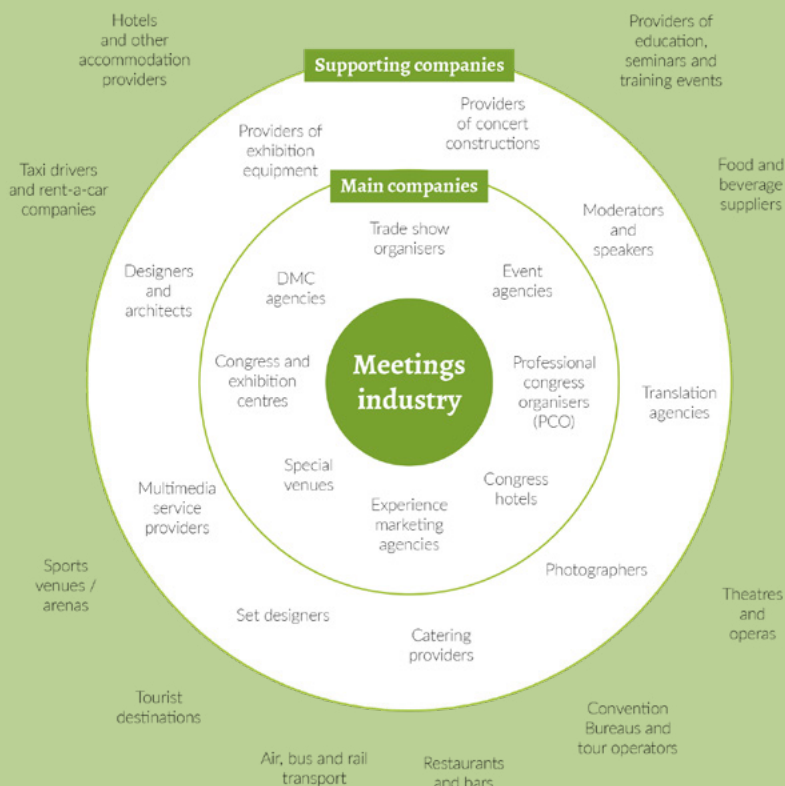


175 COMPANIES form
the core of the Slovenian meetings
industry, which had **8,458**
employees in 2023.

59 COMPANIES generate
100% of their revenue
from **event organising and**
related services.

3,421 EMPLOYEES are
directly or indirectly **working in**
the Slovenian meetings
industry. That number does not
include outsourced employees, whose
numbers are twice as high, according
to a recent study.

A SKETCH OF THE SLOVENIAN MEETINGS INDUSTRY



Source: Analysis of companies in the Slovenian meetings industry in 2023 based on official business results (AJPES)

HOW IS THE SLOVENIAN MEETINGS INDUSTRY DIVIDED ACCORDING TO SKD?

According to the SKD classification, companies in the meetings industry are divided into 23 different activities

38 COMPANIES Code 55.100 Activities of hotels and similar accommodation providers	34 COMPANIES Code 82.300 Organising exhibitions, trade shows and meetings	30 COMPANIES Code 79.110 Activities of travel agencies	18 COMPANIES Code 90.310 Activities of venues for cultural events
11 COMPANIES Code 56.111 Restaurants and bistros	11 COMPANIES Code 91.120 Activities of archives	4 COMPANIES Code 70.200 Other business consultancy services	4 COMPANIES Code 73.100 Activities of advertising agencies
3 COMPANIES Code 62.199 Computer programming	3 COMPANIES Code 90.130 Other artistic creation	3 COMPANIES Code 93.190 Sports activities	2 COMPANIES Code 59.110 Film production, video production, TV show production
2 COMPANIES Code 77.110 Design, decoration and arrangements	2 COMPANIES Code 74.110 Renting vehicles and vans	2 COMPANIES Code 94.110 Association activities	8 COMPANIES Various codes of activities

120 companies represent 68.57% of the meetings industry

Code 55.100 - Activities of hotels and similar accommodation providers
Code 82.300 - Organising exhibitions, trade shows and meetings
Code 79.110 - Activities of travel agencies
Code 90.310 - Activities of venues for cultural events

Source: Analysis of companies in the Slovenian meetings industry in 2023 based on official business results (AJ PES)

WHAT IS HIDDEN UNDER THE ICEBERG OF THE OFFICIAL MEETINGS INDUSTRY?

Activities and line of work that organise events, although not primarily:

CODE J

PUBLISHING,
BROADCASTING,
AND CONTENT
PRODUCTION
AND
DISTRIBUTION
ACTIVITIES

CODE N

PROFESSIONAL,
SCIENTIFIC AND
TECHNICAL
ACTIVITIES

CODE Q

EDUCATION

CODE R

HUMAN HEALTH
AND SOCIAL
WORK ACTIVITIES

CODE S

ARTS, SPORTS
AND RECREATION

In Slovenia, we host at least 150 to 250 scientific conferences per year

They are organised by:

- **Universities and research institutions** (University of Ljubljana, University of Maribor, University of Primorska, Jozef Stefan Institute, National Institute of Chemistry)
- **Expert associations and societies** (Slovenian Chemical Society, Slovenian Society Informatika, Association of Mechanical Engineers of Slovenia and others)
- **International conferences** in Slovenia hosted by foreign organisations and European projects

According to our estimate, the indirect scope of the meetings industry in Slovenia is 1.5 times higher than the scope in 2023.

Furthermore, events foster cultural and educational tourism, as attendees often return as individual tourists or recommend the destination to others.

Source: Analysis of companies in the Slovenian meetings industry in 2023 based on official business results (AJ PES)



WHAT IS THE FINANCIAL STATE OF THE SLOVENIAN MEETINGS INDUSTRY?

In 2023, we generated 429 million EUR with event organising. The multiplicative effects of the industry go beyond 1.4 billion EUR (3.3 multiplier).

“The revenue generated by Slovenian tourism is estimated at 3.7 billion EUR, while the broader meetings industry is estimated to create over 1 billion EUR.”

NET SALES 2023

1,000,454,956.76 €:
total net sales of 175 analysed companies

429,134,269.38 €:
estimate of net sales connected to event organising

NET BUSINESS RESULT

4,838,654.12 €:
income of 175 analysed companies

11,637,094.33 €:
income connected to event organising

EBITDA 2023*

148.929.681,97 € is the EBITDA of all 175 analysed companies (**EBITDA margin = 14.89%**)

51.801.939,55 € is the EBITDA from event organising (**EBITDA margin = 12.07%**)

The formula for calculating EBITDA (earnings before interest, taxes, depreciation and amortisation):

Net Income + Taxes + Interest Expense + D&A (depreciation and amortisation)

Source: Analysis of companies in the Slovenian meetings industry in 2023 based on official business results (AJ PES)

WHAT IS THE ADDED VALUE PER EMPLOYEE?

Added value per employee in the meetings industry is slowly increasing

30,994.36 €

Category A:
LOCAL AND
REGIONAL
CONVENTION
BUREAU

33,932.70 €

Category B:
PROFESSIONAL
CONGRESS
ORGANISER (PCO)

67,783.81 €

Category C:
DMC (INCOMING)
AGENCY

32,209.88 €

Category D:
EVENT AGENCY

72,478.91 €

Category E:
CONVENTION
AND EXHIBITION
CENTRE

46,979.57 €

Category F:
MEETING HOTEL

65,203.67 €

Category G:
HOTEL WITH
CONFERENCE
CAPACITIES

77,803.91 €

Category H1:
PROVIDER OF
OTHER SERVICES
- TECHNICAL
EQUIPMENT

43,279.14 €

Category H2:
PROVIDER OF
OTHER SERVICES -
CATERING

41,561.92 €

Category I:
SPECIAL VENUE

51,222.79 €

Average added value of companies in comparison

61,003.00 €

Average added value per employee in Slovenia in
2023 (Source: SURS)

Source: Analysis of companies in the Slovenian meetings industry in 2023 based on official business results (AJPES)



RECORD-BREAKING POST-COVID REVENUE GENERATED BY THE MEETINGS INDUSTRY

Indicators of companies' business results in recent years

	2023	2022	2019
Net sales of all companies	1,000,454,956.76 €	735,203,640.62 €	867,100,025.10 €
Net sales from event organising	429,134,269.38 €	327,653,947.00 €	376,430,742.74 €
EBITDA of all companies	148,929,681.97 €	112,564,784.91 €	126,303,775.06 €
EBITDA from event organising	51,801,939.55 €	39,121,751.56 €	43,288,425.48 €
EBITDA margin (in percentages)	14.89%	5.32%	4.99%
Number of all employees	8,458	8,165	8,842
Added value per employee	51,222.79 €	49,866.72 €	44,550.10 €

Source: Analysis of companies in the Slovenian meetings industry in 2023 based on official business results (AJPES)



WHERE DO WE STAND COMPARED TO OTHERS?

WE ARE MAINTAINING THE STATUS QUO, BUT WE ARE NOT AUSTRIA OR DENMARK

A summary of final scores of compared destinations before COVID-19 (BC) and after COVID-19 (AC)

LABEL	CRITERIA	AUSTRIA	DENMARK	ESTONIA	CROATIA	SLOVENIA
BC	FINAL SCORE OF COMPARED DESTINATIONS IN 2019	4.15	4.00	3.77	3.51	3.47
AC	FINAL SCORE OF COMPARED DESTINATIONS IN 2024	4.19	4.02	3.79	3.67	3.61
	DIFFERENCE IN SCORES 2019 - 2024	+0.04	+0.02	+0.02	+0.16	+0.14
	DIFFERENCE BETWEEN SLOVENIA'S SCORE AND OTHER DESTINATIONS IN 2024	-0.58	-0.39	-0.18	-0.06	

Comparison of the pre-and post-pandemic period:

AUSTRIA

maintains a high score (4.19), the highest among the compared destinations.

DENMARK

has slightly improved its score (+0.02) and continues to hold a strong position (4.02).

ESTONIA

remains stable and highly competitive, directly rivalling Slovenia and Croatia.

CROATIA

has significantly improved its position, primarily due to several investments in hotel infrastructure. The same applies to Slovenia, although it still lags behind the compared destinations.

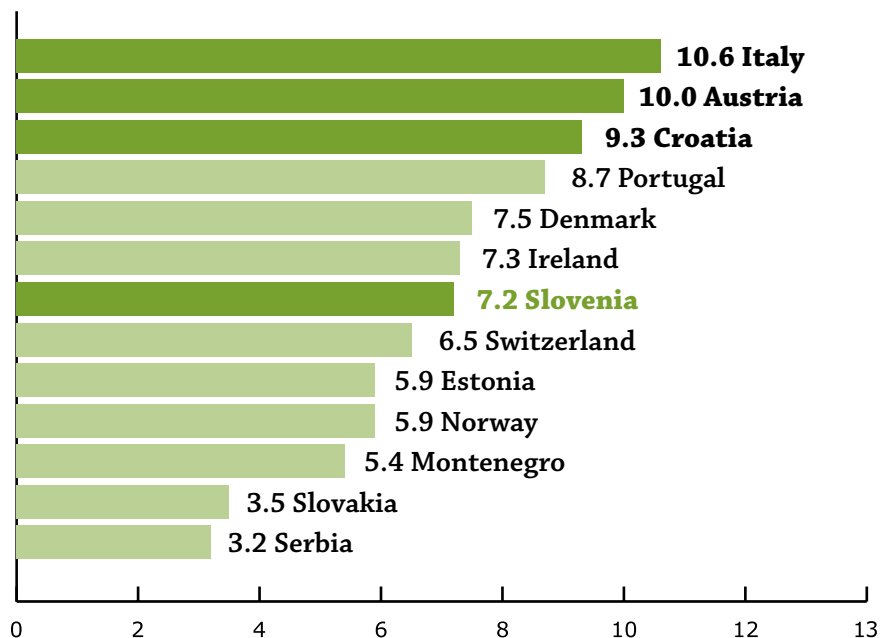
Although **SLOVENIA**'s gap with other destinations is narrowing, its progress is slower compared to most countries, particularly Austria and Denmark.

Source: Comparison of the competitiveness of Slovenia with four comparable destinations in Europe: Austria, Croatia, Denmark and Estonia

HOW DO CLIENTS PERCEIVE US?

RECALL ABOUT SLOVENIA

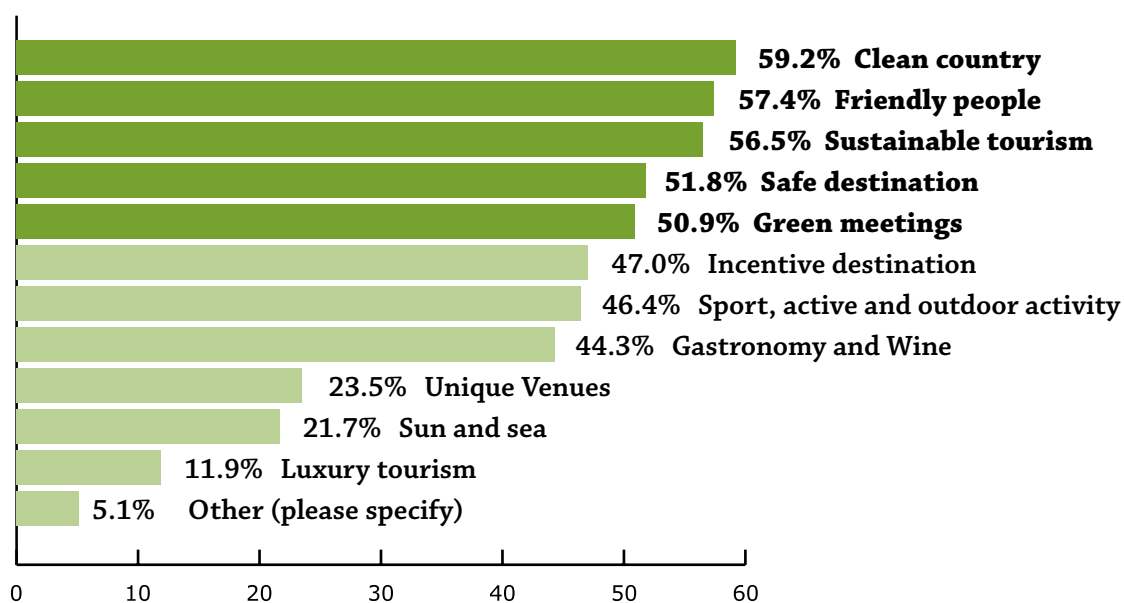
Please arrange the following countries according to their attractiveness (most attractive on top):



n=347 - Survey on Slovenia as a Meetings and Business Events Destination Among European Meeting Planners

ASSOCIATIONS ABOUT SLOVENIA

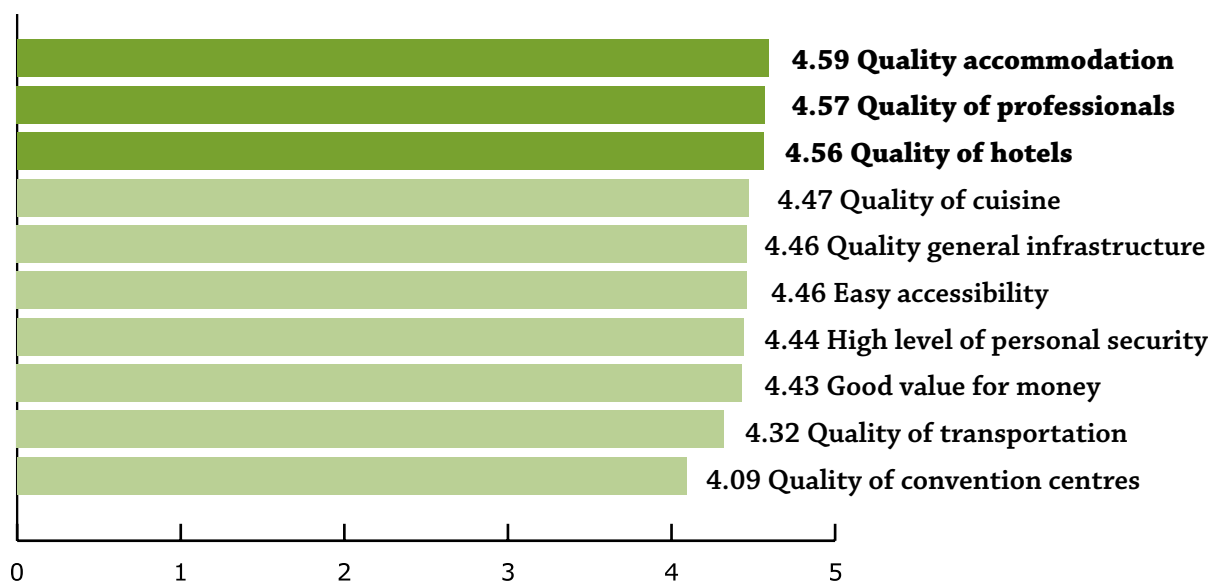
Which of the following do you most associate with Slovenia?



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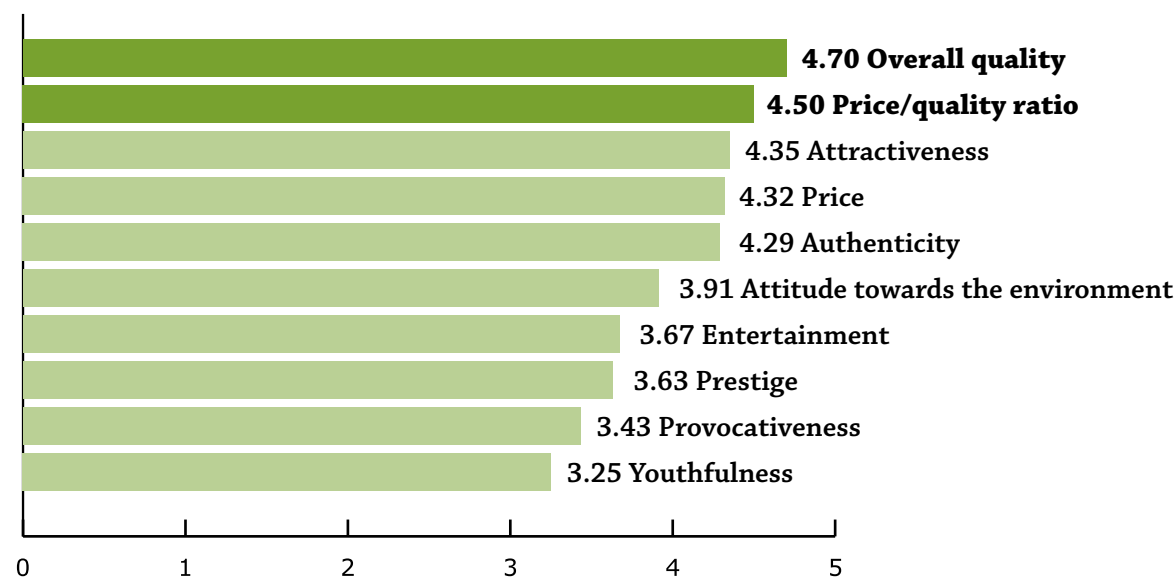
WHAT DO CLIENTS EXPECT FROM US?

FEATURES



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BENEFITS



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WHAT SETS US APART FROM OTHER DESTINATIONS?

SO Strategies Use your advantages to get ahead



SAFETY

Slovenia is among the safest countries globally (10th place according to WEF 2024) with a low level of crime and terrorism risk.



ACCESSIBILITY

Multimodal accessibility with new infrastructure (Emonika) enables easy connections to the region (from Ljubljana to Vienna by train in three hours).



PROMOTION

Slovenia should promote itself as the centre of New Europe by advocating its creativity and excellent quality of life.



TRANSPORT

Accessibility to nine airports and excellent public transport enables seamless travel and connections to key meeting hubs.

Source: Comparison of the competitiveness of Slovenia with four comparable destinations in Europe: Austria, Croatia, Denmark and Estonia



WHAT SETS US APART FROM OTHER DESTINATIONS?

WO Strategies Overcome your drawbacks by seizing opportunities



MARKETING AND INNOVATION

Groundbreaking marketing and innovation position Slovenia as a world-class destination for association and corporate events.



CONGRESS INFRASTRUCTURE

Slovenia has the highest number of quality convention centres for mid-sized events in the region, which are dispersed throughout the country and capable of hosting the most complex events.



INVESTMENTS

By advocating superb safety and stability, Slovenia can lure investments into new tourist and congress infrastructure and start-ups.



ARTIFICIAL INTELLIGENCE

Slovenia should strive to become a leading destination in using AI to personalise experiences and use advanced technologies ethically.



AMBASSADOR PROGRAMME

The Slovenian Convention Bureau connects with scientific and research institutions and individuals in Slovenia through the Slovenian Congress Ambassador programme.



Source: Comparison of the competitiveness of Slovenia with four comparable destinations in Europe: Austria, Croatia, Denmark and Estonia

WHAT SETS US APART FROM OTHER DESTINATIONS?

ST Strategies Use your advantages to avoid obstacles



GASTRONOMICAL EXCELLENCE

Slovenia is a regional culinary powerhouse with world-renowned chefs and superb catering service that ranks among the best in Europe.



BOUTIQUE EVENTS

Slovenia's "less-is-more" approach focuses on tailoring programmes to individuals and creating authentic experiences that respect the local environment and community.



INCENTIVE EXPERIENCES

Slovenia should develop even more boutique experiences that are inexpensive yet unique on a global scale.



REGENERATIVE EVENTS

Slovenia is a pioneer of regenerative transformation. Ljubljana is a global hub for developing and measuring the effects of such events.

Source: Comparison of the competitiveness of Slovenia with four comparable destinations in Europe: Austria, Croatia, Denmark and Estonia



WHAT SETS US APART FROM OTHER DESTINATIONS?

WT Strategies Improve your weak points to avoid falling behind



BOUTIQUE HOTELS AND VENUES

Slovenia has one of the highest percentages of world-class boutique hotels and venues that excel in sustainable practices.



CREATIVE MARKETING

Slovenia has been improving its long-term visibility and strengthening the country's brand, offering event organisers unforgettable experiences.



DEVELOPING EVENTS

Slovenia has been creating successful regional and global events, such as the Conventa trade show, that provide revenue even in the low season.



AIR ACCESSIBILITY

By partnering with regional airlines, Slovenia is improving its accessibility for event attendees.

Source: Comparison of the competitiveness of Slovenia with four comparable destinations in Europe: Austria, Croatia, Denmark and Estonia



QUALITY AND STATE OF THE SLOVENIAN MICE PRODUCT

LABEL	CRITERIA	AUSTRIA	DENMARK	ESTONIA	CROATIA	SLOVENIA
A.	CORPORATE EVENTS	4.68	4.73	4.58	4.60	4.54
B.	ASSOCIATION EVENTS	4.61	4.67	4.56	4.46	4.43
C.	INCENTIVE EVENTS	4.79	4.79	4.72	4.76	4.70
D.	GOVERNMENT AND POLITICAL EVENTS	4.77	4.77	4.69	4.67	4.63
TOTAL:		4.71	4.74	4.64	4.62	4.58

COMPARISON OF SLOVENIA WITH OTHER DESTINATIONS ACCORDING TO AVERAGE SCORES PER SEGMENT (Austria, Denmark, Croatia and Estonia)

0.07 Incentive Events	0.09 Government and Political Event	0.11 Corporate Events	0.15 Association Events
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Source: Comparison of the competitiveness of Slovenia with four comparable destinations in Europe: Austria, Croatia, Denmark and Estonia





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A full-page background image showing a young couple jumping over a set of wide stone steps in a town square. In the background, there is a large, historic church with a red-tiled roof and two prominent towers. The scene is captured in a bright, slightly overexposed style, suggesting a sunny day. The bottom portion of the image is overlaid with a green gradient containing white text.

COMPARATIVE ANALYSIS OF SLOVENIAN MEETING DESTINATIONS BASED ON THE MEETING EXPERIENCE INDEX

The first and oldest methodology for evaluating
destinations, which analyses 75 criteria

SUMMARY OF THE COMPETITIVENESS OF SLOVENIAN DESTINATIONS BASED ON THE MEETING EXPERIENCE INDEX

Above-average ranking 4.51 - 5.00		Average ranking 4.11 - 4.50	
4.50 Ljubljana Global competitiveness: In 2024, only Ljubljana belongs among this class of destinations as Slovenia's premier event destination.		4.33 Maribor	Macro-regional competitiveness: Five Slovenian destinations belong to this class of destinations that can compete regionally (in the so-called Alpe-Adria region).
		4.20 Bled	
		4.19 Portorož	
		4.14 Kranjska Gora	
		4.13 Bohinj	
		Average ranking 4.01 - 4.10	
		4.09 Rogaška Slatina	
		4.08 Goriška Brda	
		4.08 Podčetrtek	
		4.05 Brežice	
		4.05 Kranj and Brdo	
		4.05 Nova Gorica	
		4.04 Izola	
		4.04 Vipava Valley	
		4.03 Ptuj	
		4.02 Celje	
		4.01 Soča Valley	
		Micro-regional competitiveness: Most well-developed Slovenian tourist destinations belong to this category. These destinations are also developing their MICE product.	
Moderate ranking 3.51 - 4.00		Below-average ranking 3.01 – 3.50	
3.93 Bela krajina		3.49 Kamnik	
3.93 Laško		3.47 Novo Mesto	
3.90 Savinja Valley		3.35 Slovenj Gradec	
3.88 Zeleni Kras		Untapped MICE product: There are several Slovenian destinations with untapped potential. These include Kamnik, Novo Mesto and Slovenj Gradec.	
Local competitiveness: These are destinations with great potential but only have local recognition.			

We included 54 destinations from five countries in the analysis (Austria, Croatia, Denmark, Estonia and Slovenia). A detailed analysis of selected destinations has shown the example is credible. It enabled us to conduct a transparent and conclusive analysis of the destinations.

Source: Comparative analysis of Slovenian meeting destinations based on the Meeting Experience Index, December 2024

EXCLUSIVE: THE RESULTS OF THE MEETINGS STAR 2025 OFFICIALLY REVEALED

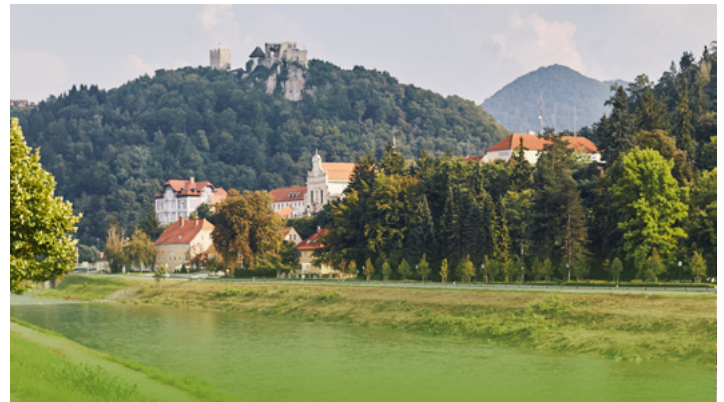
Where do key Slovenian destinations rank compared to other destinations that will present their offering at Conventa (destinations coloured green represent Slovenian destinations at Conventa)?

L DESTINATIONS Destinations that can host more than 2,000 event attendees.	M DESTINATIONS Destinations that can host up to 1,200 event attendees.	S DESTINATIONS Destinations that can host up to 600 event attendees.
TOP 10 CONVENTA 4.53 Zagreb 4.51 Ljubljana 4.51 Tallinn 4.48 Krakow 4.44 Salzburg 4.43 Vilnius 4.40 Thessaloniki 4.36 Bratislava 4.33 Graz 4.11 Innsbruck	TOP 10 CONVENTA 4.39 Dubrovnik 4.33 Maribor 4.21 Schladming 4.20 Bled 4.20 Rovinj 4.20 Saalfelden 4.19 Portorož 4.18 Opatija 4.16 Tivat 4.13 Pula 4.13 Šibenik 4.13 Zadar 4.12 Klagenfurt 4.11 Split 4.11 Villach	TOP 10 CONVENTA 4.15 Kranjska Gora 4.13 Bohinj 4.10 Mali Lošinj 4.09 Rogaška Slatina 4.08 Goriška Brda 4.08 Podčetrtek 4.07 Hvar 4.05 Nova Gorica 4.05 Kranj and Brdo 4.05 Brežice 4.04 Izola 4.04 Vipava Valley 4.03 Nassfeld Hermagor 4.03 Ptuj 4.01 Izola
Total: 31 compared destinations in 2024/2025	Total: 29 compared destinations in 2024/2025	Total: 30 compared destinations in 2024/2025

More information about MEETING EXPERIENCE INDEX on <https://meetings-star.eu/>

Source: Comparative analysis of Slovenian meeting destinations based on the Meeting Experience Index, December 2024

KEY ADVANTAGES OF SLOVENIAN DESTINATIONS



Key advantages of LJUBLJANA as the only L-sized destination are:

- 1. KUL Consortium:** a professional and connected meetings industry
- 2. Planet Positive Event:** a tangible solution for regenerative events
- 3. CD and GR:** two superb convention centres with excellent infrastructure for events
- 4. Conventa:** the only regional B2B platform based in Ljubljana
- 5. KUL Strategy 2027:** among a handful of destinations with a clear strategy of development and marketing

Key advantages of MARIBOR and CELJE as a city destination M-sized destination are:

- 1. Favourable geostrategic location:** easy access and vicinity to three regional airports
- 2. Wine and spa experiences:** unique green, thermal and wine experiences
- 3. University of Maribor:** opportunities for scientific conferences
- 4. Fresh energy:** new, undiscovered Slovenian destinations
- 5. Fifteen-minute cities:** compact cities that are easy to reach

KEY ADVANTAGES OF SLOVENIAN DESTINATIONS



Key advantages of POROTOROŽ as a coastal M-sized destination:

- 1. Bernardin Congress Centre:** the largest hotel congress centre in the Adriatic
- 2. Traditional and cyclical events:** a rich base of recurring events and regular clients
- 3. Original incentive experiences:** highly developed incentive and team-building programmes
- 4. Climatic resort:** nurturing the tradition of a climatic resort and high quality of life
- 5. International recognition:** an established destination with numerous references



Key advantages of BLED as an Alpine M-sized destination:

- 1. Easy accessibility:** immediate vicinity of Ljubljana Airport
- 2. Innovative incentive programmes:** unique experiences in the heart of the Triglav National Park
- 3. Active convention bureau:** high level of professionalism and proactiveness
- 4. High quality of life:** a peaceful and attendee-friendly environment
- 5. Unique venues:** unforgettable ambient for events (Bled Castle, etc.)

KEY ADVANTAGES OF SLOVENIAN DESTINATIONS



Key advantages of KRANJSKA GORA as an Alpine S-sized destination:

- 1. Boutique experience:** authentic Slovenian Alpine experience
- 2. Planica:** world-famous Nordic Centre Planica
- 3. Original team-buildings:** unusual team building and incentive programmes
- 4. Triple border:** excellent geographical position
- 5. Slovene gastronomy:** a modern twist on classic dishes that gives events originality

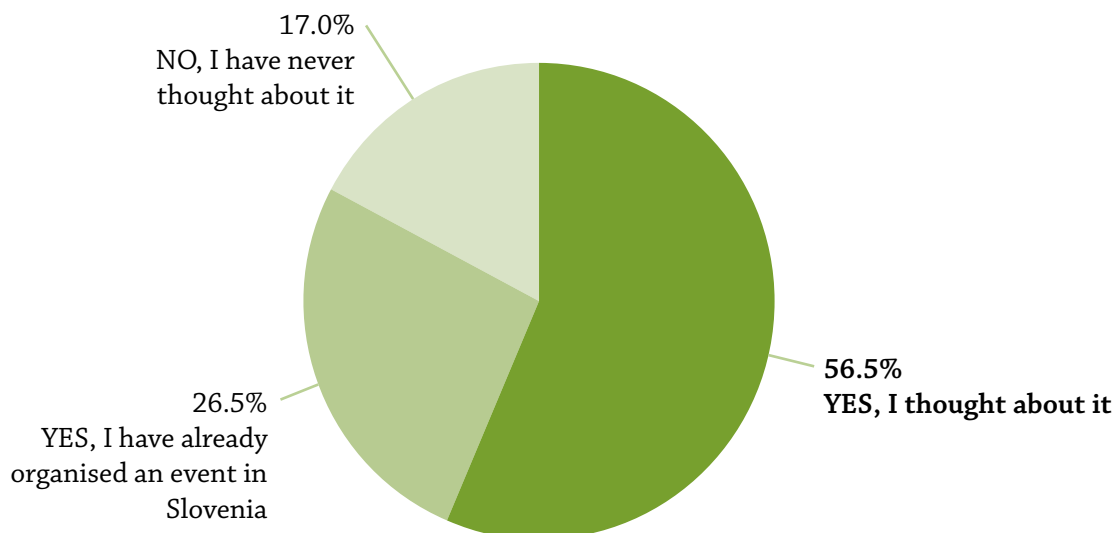


Key advantages of ROGAŠKA SLATINA and PODČETRTEK as S-sized spa destinations:

- 1. Year-round destinations:** events can be organised regardless of season
- 2. Spa tradition:** unique spa tradition and Donat MG
- 3. Sustainable and boutique offering:** sustainable approach confirmed by certificates
- 4. Local charm:** some of the most impressive venues in the region, including Orhidelia and Crystal Hall
- 5. Personal approach:** intimate experience tailored to clients, combined with local hospitality

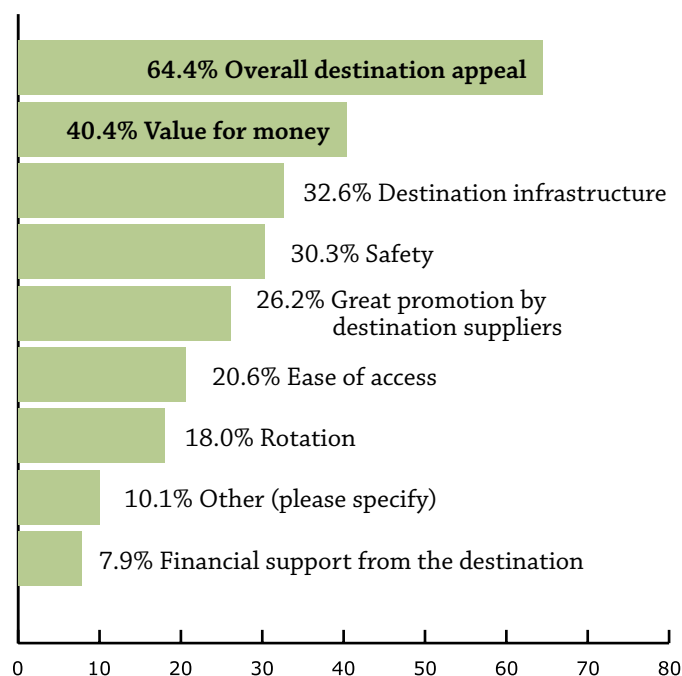
CONSIDERATION OF SLOVENIA AS A MEETING DESTINATION

Have you ever thought about organising a business event (e.g., meeting, incentive, conference/congress) in Slovenia?



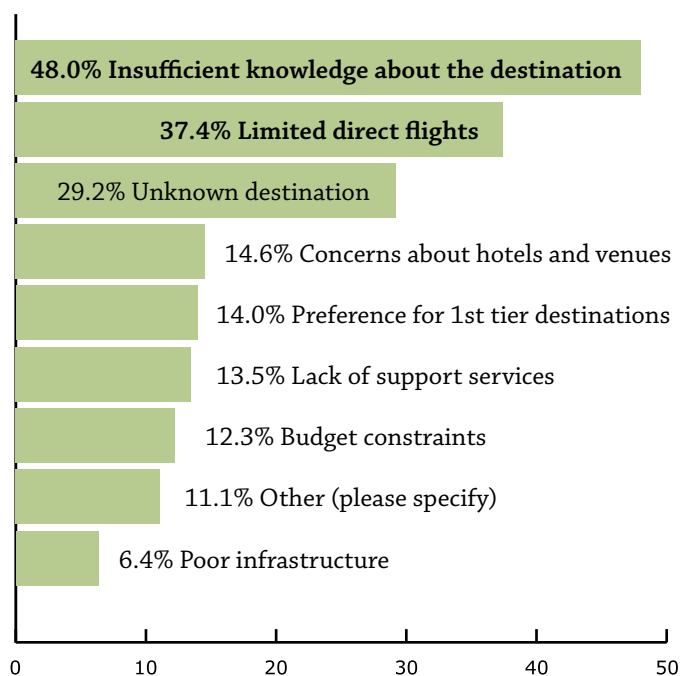
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If YES, what were the reasons for organising the event in Slovenia?



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If NO, what stopped you from organising an event there?



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COMPARISON OF SLOVENIA'S CARRYING CAPACITIES COMPARED TO COMPETITIVE DESTINATIONS

Benchmark 2024

COMPARISON OF AVERAGE CARRYING CAPACITIES OF SELECT DESTINATIONS

	SLOVENIA	AUSTRIA	CROATIA	DENMARK	ESTONIA
Average number of 4* and 5* hotel rooms	586	1,747	2,003	2,275	2,418
Average number of 4* and 5* hotels	6	22	15	20	21
Max. banquet capacity - average	241	1,431	466	620	497
Max. theatre capacity - average	504	2,677	1409	1.149	971
Largest hall in square metres - average	813	4,140	1,790	1,641	1,861
Index capacity banquet/max. capacity theatre	199	159	235	237	179
Index Number of hotel rooms/max. capacity theatre	109	117	84	54	63
Maximum carrying capacity of the destination	549	2,818	2,276	1,820	971

Source: Final score of the Meeting Experience Index 2024 according to countries (Toleranca marketing, December 2024)

THE ISSUE WITH BANQUET CAPACITIES

81% of Slovenian meeting destinations have inadequate banquet capacities. These include large destinations, such as Maribor, Portorož, Kranjska Gora, and Ljubljana. Banquet capacities represent one of the most pressing challenges that lowers the total carrying capacity of Slovenia as a meeting destination.

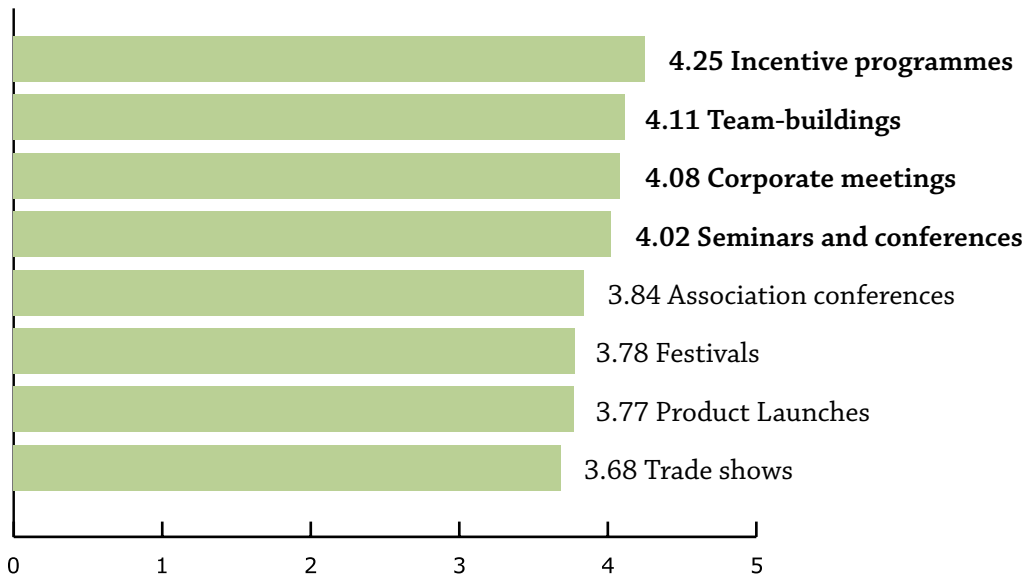
THE ISSUE WITH SLOVENIA'S CARRYING CAPACITY

In terms of carrying capacity, Slovenia lags behind the competition in all fields. Event organisers can only use 32.48% of the maximum theatre capacity in four of the compared destinations (1552 attendees). One of the key takeaways is that an improved carrying capacity in the largest destinations would substantially improve competitiveness and contribute to hosting events with added value.

Source: Comparative analysis of Slovenian meeting destinations based on the Meeting Experience Index, December 2024

TOP SLOVENIA PRODUCTS RATED BY PLANNERS

On a scale of 1 to 5, how would you evaluate Slovenia's overall destination appeal for:



Slovenia's Perception & Event Potential

Slovenia is valued for its natural beauty, infrastructure, and uniqueness, though many lack firsthand experience with its MICE sector. It is ideal for smaller events, meetings, and incentives, with opportunities in:

Bleisure Packages – Business + leisure (spa, wellness, gastronomy).

Cultural Events – Car launches, fashion shows, media productions.

Thematic Events – Sports, weddings, wellness, medical, and sales meetings.

Challenges and Perception Gaps: Many respondents lack familiarity with Slovenia and base opinions on perceptions, old experiences, or media reviews. Slovenia is not currently viewed as a location for large-scale events, but it has strong potential for smaller and niche gatherings.

n=347 - Survey on Slovenia as a Meetings and Business Events Destination Among European Meeting Planners

INSTEAD OF A CONCLUSION - KEY TAKEAWAYS OF THE RESEARCH

Banquet capacity challenge:

81% of Slovenian destinations have insufficient banquet capacities. Larger destinations such as Maribor, Portorož, Kranjska Gora, and Ljubljana particularly stand out. Banquet capacity represents one of the most significant challenges for Slovenian congress destinations, limiting the ability to host certain types of events.

Slovenia's capacity for meetings:

Slovenia falls short in nearly all capacity areas. For example, event organisers can utilise only 32.48% of the maximum theatre-style capacity of four compared destinations (1,552 participants). A key takeaway of the study is that improving the carrying capacity of Slovenia's key destinations would significantly improve competitiveness. Slovenia could thus host events with higher added value.

Differentiation of Slovenia in tourism infrastructure:

Slovenia must invest in hotel infrastructure, enhance its culinary and cultural offerings, and creatively highlight its natural and sustainable advantages. Expanding entertainment and shopping options is crucial, as these areas are underdeveloped compared to competitors.

Differentiation of Slovenia in organisation:

Slovenia must upgrade infrastructure and the organisation of convention bureaus outside Ljubljana, develop incentive products, and increase the visibility of smaller destinations. Systematic measurement of effects and the integration of the meetings industry into national strategies will boost international competitiveness.

Differentiation of Slovenia in subjective destination evaluation:

Slovenia must invest in digitalisation and better destination organisation, increase the visibility of smaller destinations, and introduce congress incentives. Hospitality, safety, and value for money should be the central themes in promotion efforts targeting regional and European event organisers.

Differentiation of Slovenia in destination marketing:

Slovenia must evolve its digital presence and marketing using modern technologies while significantly improving content marketing. Increasing visibility among B2B organisers and collaborating with local bureaus will strengthen recognition and competitiveness. Greater government support and innovative marketing strategies will help achieve a better destination image.



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