

FROM A HIDDEN GEM TO A GLOBAL PIONEER IN REGENERATIVE MEETINGS

Strategy for the Slovenian meetings industry from 2025 to 2030

SLOVENIAN MEETINGS INDUSTRY AT A GLANCE

The Slovenian meetings and events industry represents a pillar of the Slovenian economy, generating a total of over 1.4 billion EUR in multiplicative income. In addition, the meetings and events industry drives numerous positive regenerative effects on a local, regional, and national level.

24 key destinations | **4** main regions

175 companies | **8,500+** employees

€1.00B revenue | **€148.92M** EBITDA | **14.89%** EBITDA margin

€51.2K added value per employee (2025) → **€77.1K** (2030 projection)

We have set out ambitious growth targets:
a **\$1.20B** industry with **9,700+** employees by 2030

SLOVENIA'S VISION 2030

Our vision is to become a globally recognised, sustainable and human-centric destination, where authentic experiences and smart innovation transform meetings into meaningful, high-impact encounters.

SLOVENIA'S MISSION 2030

Our mission is to empower communities and connect people, ideas and places by collaborating with local partners to create authentic, sustainable and innovative meeting experiences.

SLOVENIA'S PROMISE

| OUR PURPOSE
Our purpose is to enrich lives and drive positive change by creating meaningful and responsible meetings that connect people, stories and places, and deliver lasting value for communities and the planet.

SLOVENIA'S POSITIONING

| OUR WHY
Slovenia is small in size but rich in nature, culture, and meaningful experiences, offering event attendees a uniquely creative, safe, and sustainable destination.

EXPECTED STRATEGY IMPACT

- Balanced & resilient destinations**
→ Development of regional hubs with local identity and sustainable infrastructure.
- Regenerative meetings leadership**
→ Position Slovenia as the first fully regenerative meetings destination in Europe.
- Stronger global visibility**
→ Higher brand recognition and improved ICCA and Meeting experience Index.
- Proven sustainability & regeneration**
→ Events that deliver measurable economic, environmental, and social benefits.
- Growth in talent & innovation**
→ Events as catalysts for local talent, jobs, creativity, and innovation/R&D.

BUDGET 2030

To achieve KPIs, the budget must grow to €915,000:

Contract STO-MGRT: €420k (45.9%)
Membership fees: €154.5k (16.9%)
Participation fees: €115k (12.6%)
Certification: €45k (4.9%)
Sponsorship: €72k (7.9%)
EU projects: €108.5k (11.9%)

JOINT SLOVENIAN IKIGAI



11 STRATEGIC BREAKTHROUGH PROJECTS TOWARDS A VISION 2030

1. Project 6–4

– Governance model

→ Replace 3+1 with a 6+4 governance structure led by SCB + STB.

Outcome 2030: All regions united, Slovenia represented as one on the global market.

2. Project SMART-HR

– Expert team

→ Build a strong national/regional team.

Outcome 2030: SCB team grows from 3 → 9 top professionals.

3. Project MICE INFRASTRUCTURE

– Venues & halls

→ EU-funded tender for infrastructure renewal.

Outcome 2030: €50M EU funds, 10 projects, new 3,000-seat multifunctional hall.

4. Project 115

– Inclusive membership

→ New flexible membership model.

Outcome 2030: SCB members ↑ from 75 → 115+.

5. Project DISRUPTIVE CAMPAIGN

– Brand boost

→ Fresh, inspiring national communication.

Outcome 2030: Top 35 ICCA rank, 85% reach of 250k MICE influencers.

6. Project SCB 7.0

– Digital transformation

→ Full digitalisation of tools, flows, data.

Outcome 2030: 80% process automation, <24h response, 100% data access.

7. Project SLOVENIAN EVENT ACADEMY

– Education & certification

→ Establish a leading regional Event Academy.

Outcome 2030: 5 modules delivered, 40 certified professionals annually.

8. Project SPACES WITHOUT BORDERS

– Special venues

→ Map and certify unique venues.

Outcome 2030: 125+ venues with KUS quality certificate.

9. Project REGENERATIVE LAB

– Sustainability accelerator

→ European hub for regenerative practices.

Outcome 2030: 50 regenerative certificates annually, 30 offset projects in 20 events.

10. Project SLOVENIAN EVENT FESTIVAL

– National showcase

→ Annual national event industry festival.

Outcome 2030: From 2027, 250 participants yearly, rotating destinations.

11. Project CONVENTA 2026–2030

– Flagship platform

→ Strengthen Conventa as a strategic catalyst.

Outcome 2030: 160 hosted buyers, 120 exhibitors, 10 fam trips yearly.

SLOVENIAN CONVENTION BUREAU – DEDICATED TO MAKING A LEAP IN THE SLOVENIAN MEETINGS INDUSTRY

The Slovenian Convention Bureau coordinates the interests of the entire Slovenian meetings industry. It is a trustworthy, professional intermediary between event organisers, service providers, and affiliate organisations. Its key goal is to find the optimal solution for organising events across Slovenia. At the same time, the Bureau serves as a one-stop shop for marketing and communication in Slovenia.

INDUSTRY LEAP - TOGETHER FOR A SUSTAINABLE, INNOVATIVE AND GLOBALLY RECOGNISED SLOVENIA

Acknowledging that the future of the meetings industry is a shared responsibility, we pledge to contribute through concrete actions, expertise and cooperation — fostering a sector that is environmentally responsible, socially inclusive, and dedicated to delivering high-quality event experiences.

**For more information,
contact:**

The Slovenian Convention Bureau
Ulica Ambrožiča Novljana 5
1000 Ljubljana, Slovenia

M: +386 30 459 058
E: fredi.fontanot@slovenia-convention.com
W: www.slovenia-convention.com