



ROGAŠKA SLATINA



Sustainability Report 2018 - 2021 Rogaška Slatina Destination



2018

The care for sustainable development addresses the need of the local community to form its identity in order to use values, individuality and uniqueness also for the development of tourism.

In 2018, the Municipality of Rogaška Slatina joined the commitment to the sustainable development of tourism and entered the green scheme of Slovenian tourism that unites all efforts for the sustainable development of tourism in Slovenia under the **Slovenia Green** umbrella brand. By obtaining the golden label, it has joined Slovenian destinations that implement and promote sustainable tourism and thus have a positive impact on the natural environment, the local community and the economy.

2020

2027

Since the acquisition of the **Slovenia Green Gold Destination** label, the municipality has paid a lot of attention to the implementation of sustainable activities, which consequently promote the development of green tourism. In the preparation of new projects and tourist products, the goals are set out in the Strategy for the Development and Marketing of Rogaška Slatina Tourist Destination for the period 2020-2027, whereby we are trying to adapt the development to the current situation in tourism, which is the result of the pandemic.



By taking care of local cultural monuments and landscaped park forests as well as public green spaces, we wish to position our area as a destination that you do not see; but you feel it and where you return to. To get health, safety, local five star experiences, local flavours and local products. The emphasis is on health, on people who believe in their local environment, are connected and proud of their history, are innovative and love to share their stories with visitors. Also this spring, we will be able to green up the most beautiful park in Europe, **Rogaška Slatina Spa Park**, with an agreement on co-financing with tourist interested parties.



Transport strategy is also set in a **sustainable way**, as we promote cycling as a form of sustainable mobility and a form of business opportunity by taking care of arranging cyclist-friendly stops on already established cycling routes and by adding content. With the introduction of the **»Mobilno Obsotelje« bicycle rental system**, we have launched a large-scale campaign to increase green mobility in the centre, at the same time we are also planning a long-distance cycling connection and the establishment of a mountain biking route.





The Beaver Centre project, completed last year, also contributed to the possibility of implementing sustainable development activities. The centre is intended for the implementation of nature conservation content for interested parties, like kindergartens, schools, nature conservation organizations, societies, surrounding residents and all direct and indirect users of the area along the Sotla river, while together with Ana's Palace it provides synchronous insights into the destination exceptional cultural and natural features.





In the current reality, **tourism in mobile cars** represents an important part of implementing a safe holiday in nature: the well-equipped Rest area for motorhomes next to the sports park was also equipped with appropriate tourist signs. The charging station for electric cars in the parking place at the Rogaška Slatina Cultural Centre is also implemented with the obtained funds of the European Agricultural Fund for Rural Development, within the Travel-friendly tourist destination project. A well-organized sports infrastructure is certainly important in maintaining the population's health and represents an important business opportunity for tourism. In Rogaška Slatina sports park, the implementation of an Auxiliary football field investment is

starting. Spring brings to life again the Central Children's Playground for the youngest ones, next to the 2nd Rogaška Slatina Primary School, the adrenaline testing ground for young people, and in the outdoor fitness centre for seniors. This year, the Rogaška Ski Club is once again enabling a small group of children to enjoy winter fun on the infrastructure owned by the Municipality of Rogaška Slatina, at Janina Ski Resort. With the revival of Boč Depandance, we believe to bring excursions and easy hiking tours closer to Rogaška Slatina highest natural icon, Boč. Accessibility to existing walking trails has also been improved by setting up tourist information signs at a total of 18 most important points and by renewing maps of walking, hiking and cycling trails.



For the elderly, the **Municipality of Rogaška Slatina** provides a free weekly bus transport for seniors. A 16-seater bus (minibus) runs every Wednesday morning between 8.30am and 12.30pm. Three bus lines are organized to run through all three local community settlements. The program is regularly published on the website or at bus stops and sent to all households. Citizens will be able to enter or exit at as many as 51 stops listed in the timetable. The minibus picks up citizens in the settlements between 8.30 and 10.00, taking them to Rogaška Slatina. Upon arrival in the city, it is available to run errands for about 1.5 to 2 hours.

In addition, the town boasts a modern spa infrastructure and tourist offer, intertwined with a variety of cultural and entertainment events. The municipality of Rogaška Slatina has joined the accession statements to reduce the use of disposable plastic and to drink tap water at events. On the Green Day of Slovenian Tourism 2019, organized by Rogaška Slatina together with Slovenian Tourism Board, it also joined the Water Commitment.



The **Town Market on Kidričeva Street** is also consolidating its place in the centre. There, every Monday, Wednesday, Friday and Saturday, local sellers present and sell their local activities and products; in particular early vegetables, products from animal farming and processed own plant products

The pulse of this modern, cosmopolitan spa town with an international reputation and a venerable tradition was also shown on 136 colour pages of the **Rogaška Slatina Monograph**, presented to the public last December.

By obtaining funds from regional tenders, **Rogaška Slatina Public Institute for Tourism and Culture** is digitizing cultural monuments, planning to increase Ana's Palace digital attractiveness and a new digital tourist product in the Spa Park.



This year, the Municipality of Rogaška Slatina is approaching the renewal of the **Local Energy Concept**, a document that directs the municipality and its inhabitants to introduce efficiency measures for energy use, increase energy efficiency, systematically design and maintain databases on consumers and energy use as well as renewable energy sources.

Today, people increasingly appreciate and look for authentic, local offers and experiences, peace and a safe natural environment.

In 2018, 2019 and 2020, Rogaška Slatina, the leading tourist destination, was ranked among the 100 most sustainable destinations in the world.

In a press release, dr. Albert Salman, the founder of **Green Destinations foundation**, stated that the foundation, which is also a co-founder of the international coalition Future of Tourism, has declared a climate crisis. »While excessive tourism was collapsing in 2020, we noticed that sustainable destinations were much more resilient to the crisis brought about by the epidemic«, wrote Dr. Albert Salman. He added that he firmly believes that the sustainable development of tourism is not only achievable, but also an urgent goal in 2021.



The Future of Tourism International Coalition

is preparing frameworks, good practices, tools and resources to help destinations develop action plans in response to climate change. The document will be free of charge and prepared by November this year, at the time of the United Nations Conference on Climate Change.

As a unique health resort with more than 400 years of tradition in knowledge and experience combined with the spirit of modernity, Rogaška Slatina boasts many thermal and mineral springs with **Donat Mg**, the unique and richest magnesium water in the world, and the central spa park, Rogaška Slatina green heart. As a result, tourists return again and again to the place where health and relaxation

originate in the embrace of unspoiled nature.

Rogaška Slatina is a suitable destination all year round. It represents more than 80% of occupancy in 10 months, when it is visited by approx. 40,000 tourists. Our green tourists can choose between 2 green accommodations, which are recipients of the Slovenia Green Accommodation label: Marjanca Tourist Farm or Vila Angelina.



Despite the fact that the key strategic definitions from the previous strategy still remain relevant and up-to-date – as they were defined on the strong foundations of **Rogaška Slatina** identity and spa tradition and given the exceptional dynamics of changes in supply and demand – at the global level, in Europe, Slovenia and in competitive destinations – it is necessary to assess the destination current position, identify current challenges and define

strategies and key priorities for the new strategic period. Apart from increasing the number of overnight stays, the vision of the destination is primarily to ensure that Rogaška Slatina becomes / remains recognizable as an exceptional natural health resort that is further defined by safety, sustainability and exceptional cultural and natural heritage.

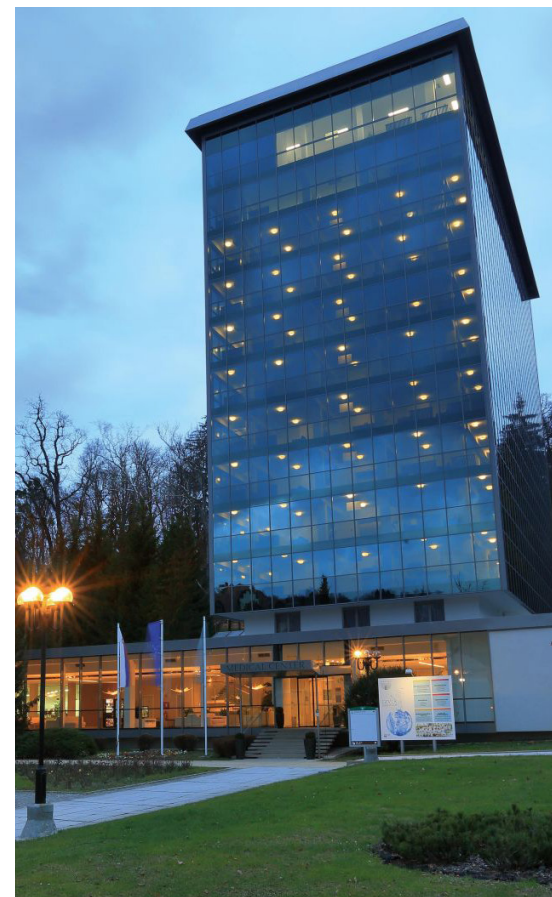




We wish to strengthen the **cooperation** of all tourism and tourism-related interested parties. We desire to attract everyone to closer cooperation - in addition to larger hotel providers, also smaller providers, which are extremely important for diversity, variety, dynamics and strengthening the experience offered in the destination. We wish to elevate Rogaška Slatina's image and the position it deserves, because of its exceptional natural resources and healing factors – among health resorts in Slovenia and in Central Europe.

Basically, we would like to maintain the place friendliness and the high quality of life for the people who live here. We wish to preserve the orderly, green natural environment of the spa

core and all places under the auspices of Rogaška Slatina municipality and develop our tourist place in a natural and sustainable way for the benefit of our guests, citizens and our descendants.





Therefore, all **green people**, who live or visit our green destination, can sleep in the countryside, buy locally grown food, reduce and separate waste, use sustainable mobility, drink drinking water from springs, retreat to unspoiled nature where you can relax your body and spirit, and, in addition, you can visit natural and cultural resources covered in green experiences. The Municipality of Rogaška Slatina boasts the green facts that it is aware of and wishes to

follow in the future, in the field of environmental, economic and social aspects. It is aware that a green destination is not just a project, but a task and responsibility of the entire destination – something we can all achieve together, as residents, visitors, tourism interested parties in the public and private sectors, as we want the destination to be friendly first of all to all those who work and live here and thus also for the people who visit us.



Mission of sustainable tourism

Why do we develop tourism?

We help people to gain health and well-being with unique natural mineral water, knowledge and an exceptional green environment.

Think and act green, reduce and separate waste, reduce food waste, reduce costs and save energy.





Values

What guides us, what we do and wish our green visitors would do as well:
Commitment to RESPECT.

Respect for Rogaška Slatina **tradition** as a health resort.

Respect for **natural resources** that has allowed us to be a recognizable spa resort for centuries.

Respect for **cooperation** and the establishment of good **partnerships** among all interested parties in tourism.

Respect for the wishes and proposals of the **local community** and the use of **local resources** for tourism development.

Respect for **nature**, the beautiful green environment offered only by the spa core and nearby surroundings as well as the preservation of the natural environment through sustainable and responsible development destinations.



www.visit-rogaska-slatina.si