

Sevnica – Green Destination



Implementation of strategic objectives in the light of the vision for the development of tourism in the destination of Sevnica in 2019 and 2020

Sevnica has joined the destinations that assess their sustainable tourism performance using the international tools Green Destinations Standard and ETIS, which gives us both national and international comparability and visibility. On its green path of sustainable tourism, Sevnica has been working towards sustainable tourism development since it was awarded a Silver “Slovenia Green Destination” Label, taking into account the local population, economy, visitors, and other stakeholders in destination tourism.

With the Slovenia Green Destination label, we have positioned ourselves as an environmentally and socially friendly destination on the Slovenian, European, and global tourism stage.

In the period of 2019 and 2020, significant tourism developments took place in the silver destination Sevnica, although 2020 in particular was marked by the COVID-19 epidemic.



medium-term period of 2019–2024.

The destination’s development steps have followed the path defined in the strategy document “Tourism Development Strategy of the Municipality of Sevnica for the period of 2019–2024”.

The strategy document, which was also passed at the Sevnica Municipal Council meeting in March 2019, clearly defines the vision for tourism development in the destination of Sevnica in the

VISION:

Destination Sevnica

will be a green boutique destination in 2024

for visitors looking for diverse and active experiences,
peace, and personal benefits.

LONG-TERM VISION:

In 2024 and 2029, the destination Sevnica will be a fully connected, knowledge-driven, accessible, specialized destination with a boutique offer for families, couples, and small groups, offering a high quality of sustainable living for local inhabitants who host visitors while offering a varied culinary experience of local delicacies, exceptional natural features with views across the wine-growing and wooded landscape, attractive recreational activities across the varied terrain, immersive cultural heritage experiences and excellent events organized by friendly local people in the Posavje area.

A new image for destination Sevnica

The new way of developing tourism in the green destination Sevnica has led to a new destination image, which is also expressed by a new logo. Tourism development is still being carried by the wings of the bird, which can also be seen in the Sevnica municipality coat of arms, and has adapted to the new overall image of the destination. The destination boasts a new logo and new enthusiasm since spring 2020.



Creation of the collective brand

“Sevnica Premium”

In the document “Tourism Development Strategy of the Municipality of Sevnica for the period of 2019–2024”, the need to evaluate, unify, and standardize the tourist offer of the destination Sevnica was identified as one of the first important steps. On the basis of numerous meetings, workshops, and consultations with tourism providers, standards and criteria were drawn up, followed by calls for tenders and then the

awarding of certificates for

- *Sevnica Premium – meals and drinks (spring 2020)*
- *Sevnica Premium – handicrafts (summer 2020)*
- *Sevnica Premium – House of Gastronomy (fall 2020)*

In the current period, tourism stakeholders are being awarded certificates for

- *Sevnica Premium – guided experiences*
- *Sevnica Premium – gastronomic events*

The providers included in the Sevnica Premium collective brand can be found at <https://www.visit-sevnica.com/si/sevnica-premium.html>

Connecting and cooperating of tourism stakeholders in the Sevnica destination

Tourism stakeholders are all those who come into contact with tourism in one way or another, such as accommodation providers, caterers, product producers, craftspeople, tourist guides, transport service providers, sellers of products of interest to tourists, tourism agencies, public and private institutions, etc. The integration and cooperation of tourism stakeholders is crucial for the successful operation of a tourist destination, but it is by no means a given, and it requires a willingness to work together, to share common goals, to compromise, to adapt and such.

When the document *Tourism Development Strategy of the Municipality of Sevnica for the period of 2019–2024* was prepared, the foundations for cooperation between tourism stakeholders in the destination were laid, and cooperation and networking continued in 2019 and 2020

- *in the form of a number of workshops and meetings in the context of the creation of a collective brand,*
- *certification meetings, and*
- *integration into various tourism products.*

Strategic quantitative marketing objectives in the field of tourism in the destination Sevnica for the period of 2019–2024

Goal	Goal no.	Realization 2020
G1: increase in the number of people employed	4	3
G2: chains of connected providers	3	2
G3: events attracting 1000+ visitors	3	0*
G4: providers linked to the Doors Open Days project	12	0
G5: 2 TK marketed and sold through an ITP (integral tourism product)	2 (of 5)	0
G6: new accommodation providers	5	1
G7: Extension of stay to at least 2 days		No data
G8: 30% growth in arrivals and overnight stays	30%	60311

	growth	overnight stays
G9: 30% growth in guest spending	30% growth	No data**
G10: 30% occupancy rate throughout the year	%	10.53% ***

New tourism products – green, boutique, sustainable

Sevnica is a green destination, sustainable, friendly to the environment, its inhabitants, and visitors. So are new tourism products that combine nature, cultural heritage, local-regional cuisine, and authentic cycling and hiking experiences ... Some of the new tourism products for 2019–2020 are

- *Ajdovski gradec basket,*
- *Shepherd's basket*
- *Miner's basket*
- *The forest is culture (content upgrade),*
- *Evening visit with Countess Mathilde,*
- *Energy trail at Sevnica Castle,*
- *Church Trail,*
- *From grain to gabaron,*
- *Following the Trubar Trail from Loka to Lutheran Cellar.*



Development projects of the tourist destination Sevnica

The local community, institutions, companies, associations, and individuals of the destination Sevnica are actively involved in various projects at the level of the local community and the region, which are part of the tourism development of the destination Sevnica. Such projects in 2019 and 2020 were

- Sustainable development of Lisca for a healthy Posavje (Municipality of Sevnica, KŠTM Sevnica, Sevnica Beekeeping Society, Komunala Sevnica);
- *Smart villages for tomorrow (Municipality of Sevnica);*
- *Fish of the nature conservation area (Municipality of Sevnica, Sevnica Tourist Board, Akval);*
- *Revitalizing town centers through crafts (project partner Municipality of Sevnica);*
- *Oil in a slightly different way (project partners Komunala Sevnica and Municipality of Sevnica);*
- *Improvement of parking and tourist infrastructure at the Sevnica railway station (Municipality of Sevnica);*

- *Non-native plants – invasive and harmful (project partner Komunala Sevnica);*
- *Blaifränkisch – velvet wine of the Posavje region (KŠTM Sevnica, Kmečka zadruga Sevnica);*
- *RIDE&BIKE 2 (cross-border project partner KŠTM Sevnica);*
- *Green Experiences of Posavje (project partner KŠTM Sevnica).*



These are just some of the projects that have contributed to the development of tourism in the destination of Sevnica in 2019 and 2020, also with the help of EU funding.

Development of tourism infrastructure

Tourism infrastructure is vital for the development of tourism. The development of tourism infrastructure in 2019–2020 involved public investments in facilities and equipment, as well as investments in promotional materials, investments in the creation of websites, modern electronic channels, and other materials such as

- *Lisca – renovation of buildings, facilities, infrastructure and programs;*
- *Sevnica Castle and the Castles of Posavje project – leaflets, website, promotion, etc.*
- *new offer at Sevnica Castle: upgrading of the thematic trail Forest is Culture, Energy trail at Sevnica Castle ...*
- *development of tourism infrastructure in the cross-border project RIDE&BIKE 2: 5 stopping points for cyclists and horseback riders with charging stations for e-bikes, horse trailer, promotional materials, etc.*
- *purchase of additional equipment for tourist events (stands, event tables, banquet tables, etc.);*
- *investment in new premises for the Tourist Information Center and the tourist agency in the old town;*
- *website www.visit-sevnica.com, Visit Sevnica Facebook page, catalogs, leaflets, etc.*

In addition to the above public investments by public institutions, private investments are also important for the development of tourism, among which private investment should be highlighted for

- *the renovation of Ajdovec Hotel and Ajda Restaurant – which play first tourist fiddles in the town of Sevnica*

since Ajdovec Hotel is the only hotel in the destination and is at the same time a modern, green, boutique, family-run, cyclist-friendly hotel, which, thanks to all the above, is in the final stages of obtaining the “Travelife” eco-certificate.

More detailed data on private investment in tourism infrastructure as a destination has not been collected, but more detailed monitoring of this area of development will be sought in the future.

Investments in people and tourism staff are also important and will continue to be actively pursued both in the public and private spheres.

New products and offers



“Siunšk Picikl” and “Siunška balanca” are just two of the products that were created during this period, mainly as a tourist product. On the one hand, the development of tourism is boosting the creation of such products, and on the other hand, such products are an important part of the tourism offer. The destination encourages, supports, and promotes the development of products, in particular and especially through the certification process, in which conditions and guidelines are also known.

Tourist events and festivals

Tourist events and festivals can be a very important factor for a destination, as the destination is presented and promoted through such events. The destination is particularly famous for traditional events such as:

- Sevnica Salami Festival,
- Blaufränkisch Festival,
- annual mowing with a Scythe on Lisca,
- live nativity scene in Šmarčna,
- and others.

In particular in 2020, the organization of events and activities has been severely hampered by the COVID-19 pandemic.

Tourism promotion and cooperation at a regional and national level

Destination Sevnica is promoted as an independent tourist destination, but it is additionally included and promoted within the broader regional tourist destination Čatež-Posavje, and as such it is also promoted at a national level.

At a regional and national level, Sevnica is also promoted as a green, sustainable, boutique destination, especially with specific cycling, culinary, and adventure integral products.



Implementing the “Sevnica – Slovenia Green Destination” action plan

Destination Sevnica recognizes the Slovenia Green Destination Standard content as important aspects worthy of attention and consideration on the path to tourism visibility,

success, and compliance. Each year, the operational one-year objectives are pursued through smaller but also larger-scale activities, such as

- raising public awareness of the factors identified as essential for green tourism,
- promotion of the green tourism development path in the destination Sevnica,
- encouraging tourism stakeholders to follow green guidelines,
- raising visitor awareness towards respect for local culture, people, nature, and cultural heritage and value.

A green – environmentally and socially responsible – destination is not just a project, task or responsibility of a tourism organization. It is something that can only be achieved by all of us working together – all stakeholders in a destination, in the public, NGO, and private sectors – and not just in tourism, but in all areas of activity.

Ultimately, everyone who lives in the destination is important to this process. **It is of paramount importance that a destination is first and foremost welcoming and friendly for everyone who works and lives here.** This will make it the same for the people who visit us.