Sustainable Alpine Tourism:
Practical experience of Tolmin, Alpine Town of the year 2016

Uroš Brežan, Mayor
Destination brand: SOČA VALLEY

Dolina Soče
KOBARID TOLMIN
Facts and figures ...

**TOP 6:**
- Germany
- Italia
- G. Britain
- Austria
- France
- Needherlands

**Overnights in 2015**

**Growth in overnights**

- Top 6 destinations: Germany, Italia, G. Britain, Austria, France, Netherlands
Soča Valley:

EDEN – European Destinations of Excellency 2008 Winner

- **Main attractions:** Soča river & it’s tributaries, Triglav National Park/Julian Alps Biosphere Reserve (MaB UNESCO)
- **Target:** Promoting sustainable and responsible tourism with low carbon footprint

**HOW WE DO IT?**
Tourist offer with high added value based on natural & landscape features and resources

Valley of action
Tradition and history tell stories...

Valley of Discoveries
Reinventing our heritage – developing new tourism products

Cross-sectoral approach

✓ Repopulation of Marble Trout (Salmo Marmoratus)

✓ Eco farming and mountain local products (Tolminc Cheese – Protected Designation of Origin)
Reinventing our heritage – developing new tourism products

- Julian Alps Biosphere Reserve UNESCO MaB & Triglav National Park
Youth is one of our keystones
Thank you for your attention!

Sonthofen | 8th June 2016