ŠTAJERSKA TURISTIČNA ZVEZA
PUBLIC COMPANY

COUNTRY / REGION:
Slovenia

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WE ARE THE ORGANIZATION THAT:
• is connecting more than 50 tourist associations from the municipalities of the Lower and Upper Podravje regions;
• is operating mainly on voluntary basis on the fields of coordinated regional activities, administrative-technical and advisory services for member associations;
• has committees formed for youth sector, tourism development, environmental assessment and regulation, staffing and legal issues;
• is trying to strengthen tourism through a joint promotion of member associations and tourism education strategy;
• is profiling the tourist offer by four main tourist segments of the region, namely nature, culture, water and wine;
• is a member of Tourist Association of Slovenia;

WHAT I WANT TO GET OUT OF THE NETWORK:
• cross-border collaboration with Austrian Styria in EU funded programmes;
• potential partnerships;
• new tools for gathering statistical data and success monitoring;