

# ŠTAJERSKA TURISTIČNA ZVEZA



TURISTIČNA  
ZVEZA  
SLOVENIJE

PUBLIC COMPANY

## COUNTRY / REGION:

Slovenia

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## 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;

## 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 committies 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;

**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund

**SMART\_watch**