

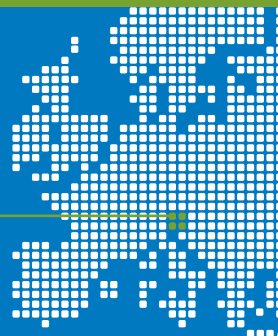


SLOVENIA
HOUSE
VANCOUVER
2010

I FEEL
SLOVENIA

SPORTS & CHAMPIONS

MAGICAL CHALLENGES,
INSPIRING WINNERS



LEGENDS

MIGHTY INDIVIDUALS

79

years after the first Slovenian won an Olympic medal (Rudolf Cvetko, Stockholm 1912), the Slovenian Olympic Committee was established and was soon recognized by the International Olympic Committee, which gave Slovenian athletes the opportunity to take part in the 1992 Winter Olympics, even before the country officially joined the UN.

02/03

HAVE YOU HEARD?

Slovenia's first gymnastics society was called *Južni Sokol* 'Southern Hawk,' a name inspired by the Czech Sokol Society.

The 2008 Olympic Games in Beijing firmly thrust Slovenia into the spotlight. For a few days it was the country with the highest number of medals per capita. This achievement rapidly spread across the world's newswires and marked yet another highpoint in a tradition that has been passionately cultivated for more than 140 years.

Slovenians began pursuing sports a long time ago. Some ancient forms of sports activities were already practiced in the Middle Ages, but the modern age began in 1863, when the first Slovenian gymnastics societies were established and gymnastics was introduced into schools at roughly the same time. After World War II, Slovenians carefully designed their new approach, this time a more strategic one: sports were given an important role in education, financing was provided, and women's sports (finally) received more attention. Sports became an even more vital issue when Slovenia became a freshly independent state: its new identity fuelled some

unprecedented achievements and thus brought the young country into the spotlights of the international stage.

Leon Štukelj (1898–1999) holds a special place among Slovenian sports legends because he was more than just an example of great achievements and excellent health. The winner of six prewar Olympic medals, he became everybody's favorite national hero. After World War II another gymnast pushed the standards a bit higher: Miro Cerar (b. 1939) won a total of 30 medals at top-level international competitions, which made him the most successful Slovenian individual athlete to date. In his time a new generation of excellent athletes became winners of Olympic or World Champion titles as a part of Yugoslav teams.

Due to his personal and team success at both the national and international levels, the most successful Slovenian athlete in team sports is the basketball player Ivo Daneu (b. 1937).

GRANDFATHERS OF SKIING

The mention of skiers from the Bloke Plateau in central Slovenia in Valvasor's *The Glory of the Duchy of Carniola* (1689) is considered the oldest documented description of skiing in central Europe.



SPORTS

THE COMPETITIVE GENE

5,268

is the number of kilometres that Slovenian ultra marathon swimmer Martin Strel swam down the Amazon River. With this unbelievable achievement he set a new long-distance swimming world record listed in the Guinness World Records book.

04/05

HAVE YOU HEARD?

Among the many notable athletes that stand out as role models for the disabled in Slovenia, Miha Zupan holds a special place: he and the Slovenian national deaf basketball team won the European Deaf Basketball Championship in 2004. In 2007, he became the first professional deaf player to appear in a Euroleague match.

Slovenia is a natural sports venue. All across the country excellent conditions for sports can be found nestled in photogenic landscapes. Considering Slovenians' competitive, resourceful, and slightly stubborn character, it is no surprise that all the sports that are dominated by local champions.

The Alpine regions offer ideal natural settings for numerous outdoor activities, from skiing to paragliding and from trekking to climbing. It is therefore no wonder that Slovenian alpine skiers performed well in series of World Cup and World Champion competitions in the 1980s and attained glamour like that of contemporary pop stars. The Slovenian ski-jumping elite followed a few years later with similar global success. With a host of well-developed winter resorts and excellent natural conditions for all types of skiing, Slovenia still regularly ranks high in all competitions that involve a pair of skies. Most recently, local athletes have also made impressive breakthroughs in cross-country skiing.

In addition to skiing, the northern part of the country also offers ideal natural settings for training numerous international champions in many other

sports, from mountaineering, climbing, and paragliding to extreme skiing, ice climbing, and rowing.

The coastal region not only serves as a popular venue for well-known regattas and a training spot for prominent skippers and sailboat makers, it is also the home port of the nation's favorite sailors and rowers. At the same time, the inland regions ensure a constant flow of some of the world's finest athletes and gymnasts.

Slovenians regularly distinguish themselves in sports that combine physical endurance, determination, and courage. You will find them among the winners in combat sports (especially judo), flying and jumping sports, extreme climbs, and various long-distance races (running, swimming, and cycling).

Among team sports, basketball, soccer, handball, and ice hockey are most popular, and they also have a consistently strong export orientation. Slovenian players are some of most sought-after import talents for NBA teams, Slovenian ice hockey players are found on teams all around the world, and Slovenian handball and soccer players consistently rate well in European rankings.

SILVER TOUCH

Sara Isakovič approached the pool before her Olympic 200 m freestyle swimming event equipped with a make-up set, as a sign of confidence that she would take one of the medals.



∴ SUMMER

∴ ∴ AN ADRENALINE PARADISE

∴ ∴ 7,000

Slovenia's mountains contain 7,000 kilometers of marked trails and 165 mountain lodges, huts, and bivouacs just waiting to be discovered.

06/07

HAVE YOU HEARD?

The Lipica stud farm, established in 1580, is the famous cradle of the Lipizzaner horses, a center with a traditional riding school and an international venue for traditional equestrian events including World Cup dressage competitions.

One of greatest privileges in Slovenia is its short distances. They indulge you with the freedom to make different choices every day, and every single one can be an adventure in a completely new world. The Alpine north offers an attractive landscape and with the pleasures of the heights, the west is marked by the sea, the east has an abundance of possibilities, and the south has vast areas of unspoiled nature.

Slovenia has an abundance of water, so it is no surprise that water sports are well developed, possible almost everywhere, and enjoyed by many. From swimming to yachting, from rafting to rowing, and even from kayaking to canyoning, there are always experiences that never fail to leave you filled with emotion. Another great direction, but of a more terrestrial sort, are trekking, hiking, and cycling trips because there are countless routes that may focus on a special theme, be well-frequented, or just by magically positioned somewhere wild, far from all the beaten paths. Sport fishing is yet another

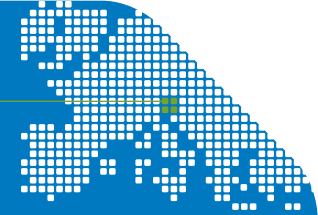
option that has an optimal ratio of nature to activity.

Because Slovenians enjoy outdoor activities and regard them as mandatory in their weekly schedules, venues and opportunities are widely available and very colorful in style. Equipment rental is always an option, and technical support is available almost everywhere.

If you are interested in spending your active time in style, there are also plenty of options for you. Slovenia's many golf courses, countless tennis courts, horseback riding, and yachting centers will surely satisfy even the most demanding participants. Due to their natural surroundings, some of them are even considered the world's finest. Slovenia is also a European gem if combining fun with food is your way of enjoying active leisure time. Well-known and popular restaurants can be found everywhere and are always rewarding.

DEEP BLUE

The crystal-clear waters of the wild Soča River, which is 136 km long, are so packed with pebble beaches, wild rides, and adventurous gorges that they regularly qualify as the top choice even for very different participants in very different sports.



WINTER SMILING WHITE



1600-2300

The Kanin ski center is at an altitude of 1600–2300 m, making it the only high-mountain ski area in Slovenia. Their season traditionally lasts from December to the May 1st holiday.

08/09

HAVE YOU HEARD?

The Pokljuka Plateau is an excellent choice all year round and during all seasons because it is a natural mountain plateau covered with woods, beautiful views, and sport challenges in various forms.

Because mountains, hills, and plains are a frequent sight and the winters normally tend to be white and cold, active life on the sunny side of Alps can charm you with an inspiringly long list of pleasures. Young or old, sophisticated or at the beginner level: all winter types can spend invigorating time here.

The distinctive Alpine landscape always inspires skiing, snowboarding, sledding, cross-country skiing, or even ski touring fans. The country's many ski centers have excellent natural conditions and are well equipped with all the infrastructure needed for serious fun. Although Kranjska Gora and the Maribor Pohorje Mountains may be best known for hosting World Cup events, there are also many other ski resorts, all of which differ in the style and setting of their winter possibilities, such as Mt. Kanin, Mt. Kravavec, Mt. Rogla, and the Golte Plateau, to name only a few. One highlight is undoubtedly the remote Planica Valley, home to the highest

natural ski-jump in the world and the most reliable location to expect a ski-jumping world record to be broken.

Trails for cross-country skiers zigzag through enchanting winter landscapes near lakes, in valleys and along high plateaus such as Pokljuka, which hosts a World Championship biathlon, or the Bloke Plateau. Adrenaline rushes are also available all across the country, mostly in the form of organized snowmobile rides and sled runs, dog sledding, and horse-drawn sleighs. Those with a wilder bent, on the other hand, can use many locations for ice climbing, ski touring, and winter trekking.

Any trip through snow-sparkled Slovenia will surely prove visually, emotionally, and physically rewarding. Almost all destinations are rich in natural wealth, have supportive infrastructure, and are vibrant with individuals and groups that enjoy an active winter lifestyle.

OUTDOOR CAPITAL

Although the best skiers in the world annually compete here for the famous Vitranc World Cup trophy, Kranjska Gora is actually a year-round tourist resort, invitingly placed between mountain peaks, green forests, and crystal-blue waters.

:: NAVIGATOR

:: :: ADVENTUROUS CALLS

HIKING AND TREKKING

The country is crisscrossed by an unimaginably large number of paths, routes, and trips ranging from moderate to demanding levels.



SLOVENIA OLYMPIC TEAM



**SLOVENIA
HOUSE
VANCOUVER
2010**

“Slovenian athletes are anticipating the Winter Olympics in Canada with high aims and expectations. ”

Indeed, they wish to represent Slovenia as one of the most developed sports nations in the world, whose athletes are able to reach for the very top.

Moreover, the Slovenian athletes in Canada also aim to present their homeland as a whole. We realize, of course, that Slovenia is relatively small, whereas Canada is one of the largest countries in the world. However, we both take pride in our mighty mountain ranges, which have impressed themselves on our peoples' consciousness; what we have in common as well is our love for winter sports and brave hearts. Our highest peak, Mt. Triglav, is named after an Old Slavic deity, which reflects the ancient-rooted respect of Slovenians towards mountains. Our people are world-class skiers and alpine-style climbers, and have demonstrated their skills in the world's highest mountain ranges countless times before; it is also a Slovenian, Davo Karničar, who is the only man ever to have skied his way down Mt Everest in the Himalayas.

The Olympic Committee of Slovenia is responsible for the performance of the Slovenian Olympic team. In this respect, the results of our athletes in the pre-Olympic season have given us hope and strengthened our trust in them. We would also like to take this opportunity to present Slovenia to our kind Canadian hosts as a country well worth visiting and as a trustworthy economic partner, as our countries share the relative development, high quality of life and common values.

For these reasons we decided to set up the Slovenia House in Whistler, where I bid you all a warm welcome.

... after gaining its independence in 1991 the Republic of Slovenia has already become a fully approved and recognised member of the Olympic Family across the world. Moreover, through its participation at the Olympic Games Slovenia has so far become one of the most successful countries, winning more than average Olympic medals per capita, and can therefore be without any hesitation compared to any other country from the Global Olympic Movement.

The 2010 Winter Games in Vancouver will be a challenge for the international community, for sports people, for coaches, trainers, officials, medical experts and above all for athletes with their ambition to achieve good results and their dreams of reaching the Olympus by winning the gold medal at the Olympic Games.

In addition, the 2010 Winter Games will offer outstanding opportunities for Slovenia to show to the World its traditional values, national history and heritage as well as to show to the international business community the country' economy by means of promotion that can be provided only by the Olympic Games.

Olympic Games are the place where the World meets. It is both a marketplace and a display window of world-scale proportions of the games and also an opportunity for the promotion of participating countries. The most important place on the map – providing direct and related business opportunities and information – is the 2010 Commerce Centre provided by the host country during the 2010 Olympic Games.

The original Olympic Games of Ancient Greece brought together sculptors, poets, writers and orators as well as athletes, mainly because of the immense cultural significance of the Games where the Old Greek society has honoured and celebrated the best in itself. May the Slovenian Olympic House be all that and even more; let the Games encourage us to honour and celebrate the best in us and let the Slovenian House be the place where all people meet in good will, Slovenians and others, united in a common, Olympic spirit.

“Dear Members of the Olympic Movement, Dear Sports Friends,”



M. Sc. **Janez Kocjančič**
*President of the Olympic
Committee of Slovenia*



Ph.D. **Igor Lukšič**
*Minister of Education and Sport
Republic of Slovenia*

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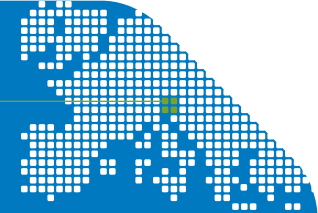
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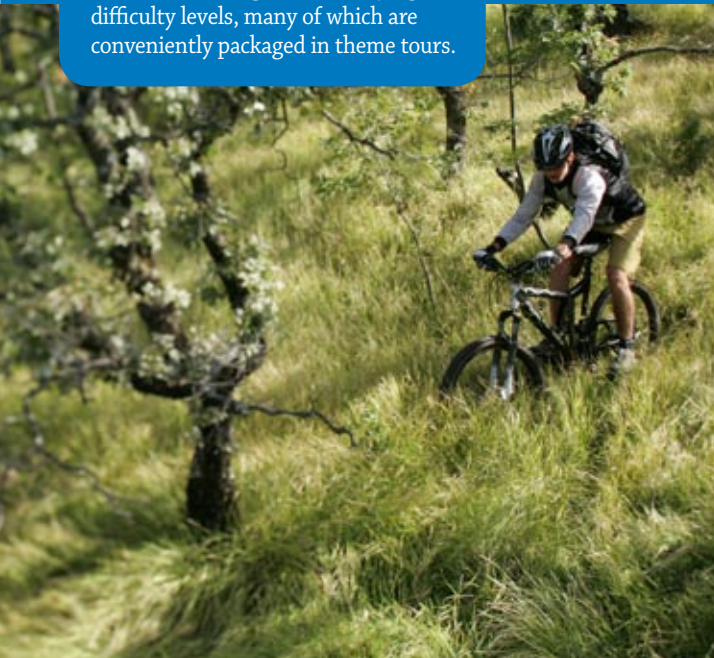
HORSEBACK RIDING

Horseback riding courses, training, and cross-country riding are offered by many centers, but Lipica is a definite "must see."



CYCLING

In Slovenia you will find cycling trails for short and long tours of varying difficulty levels, many of which are conveniently packaged in theme tours.



YACHTING

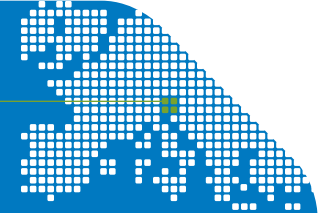
Besides being an excellent departure port for navigating the Croatian and Italian coastlines, Slovenia's seaside offers yacht and sailboat charters and the opportunity to mix fresh breezes with excellent cuisine.



SKIING

Dozens of well-groomed ski centers with lifts and enchanting trails for cross-country skiing are located in 100% natural settings.





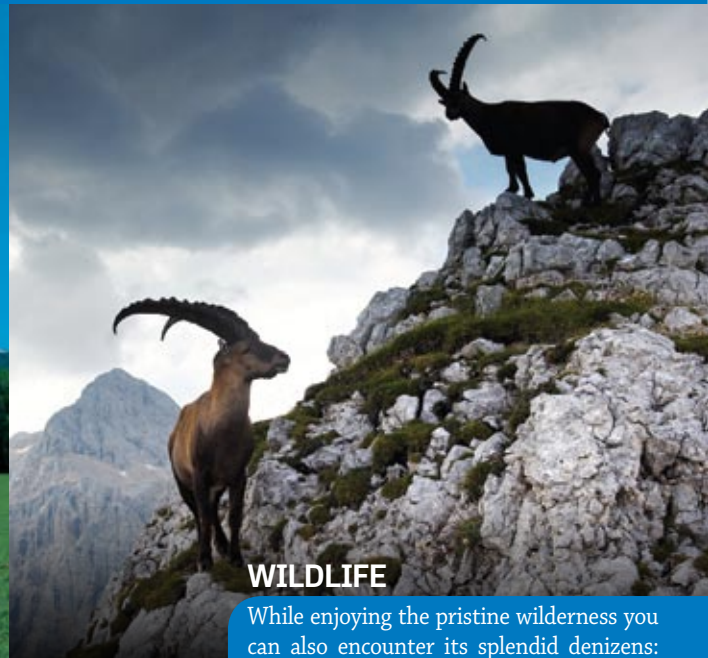
SPORT FISHING

With 45 rivers over 25 kilometers long, you can expect a great variety of perfect fishing spots.



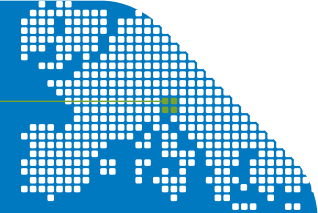
GOLF

Golf clubs, golf courses, and practice areas can be experienced in diverse forms of the charming green.



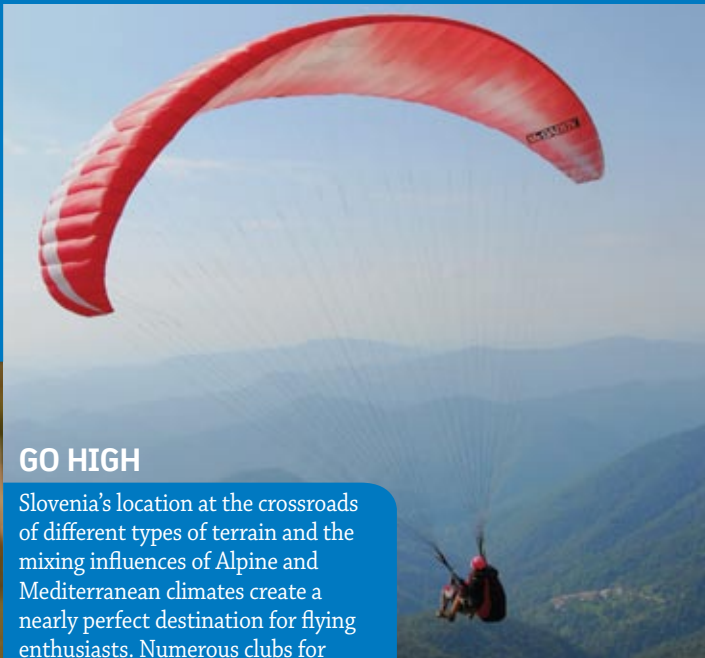
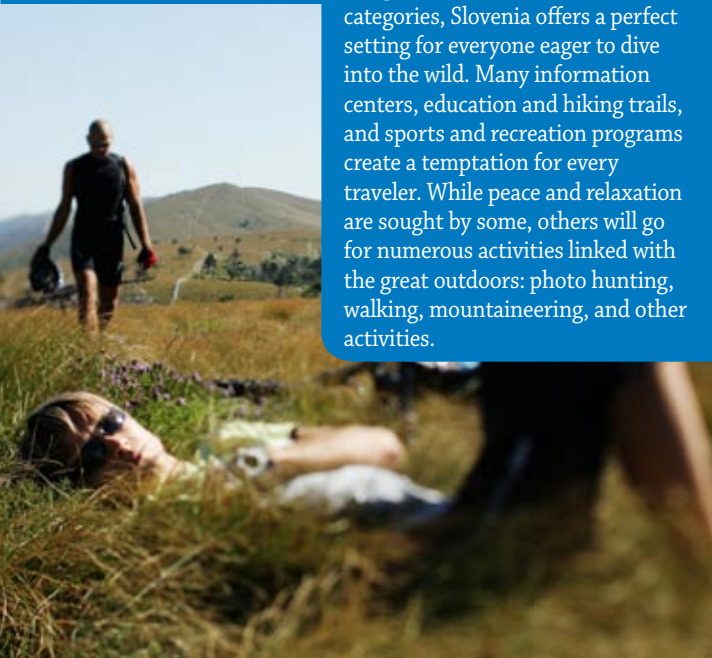
WILDLIFE

While enjoying the pristine wilderness you can also encounter its splendid denizens: from the brown bear and red deer to the wild boar, chamois, mouflon, and fox.



GO GREEN

With an inspiring level of biodiversity and currently almost 11% of its national territory safeguarded under various protection categories, Slovenia offers a perfect setting for everyone eager to dive into the wild. Many information centers, education and hiking trails, and sports and recreation programs create a temptation for every traveler. While peace and relaxation are sought by some, others will go for numerous activities linked with the great outdoors: photo hunting, walking, mountaineering, and other activities.

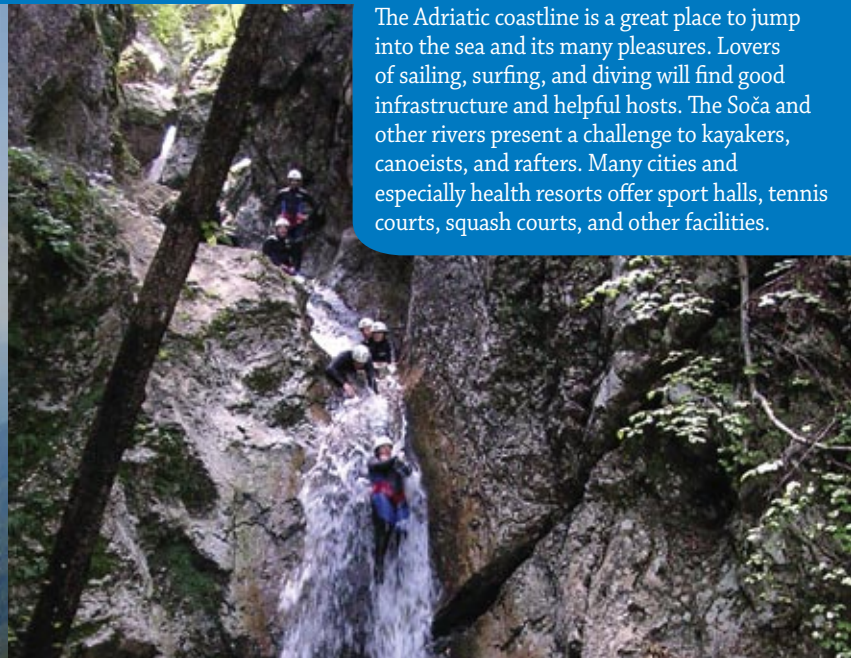


GO HIGH

Slovenia's location at the crossroads of different types of terrain and the mixing influences of Alpine and Mediterranean climates create a nearly perfect destination for flying enthusiasts. Numerous clubs for ballooning, parachuting, hang gliding, and flying offer the experience of enjoyable winds.

GO WILD

The Adriatic coastline is a great place to jump into the sea and its many pleasures. Lovers of sailing, surfing, and diving will find good infrastructure and helpful hosts. The Soča and other rivers present a challenge to kayakers, canoeists, and rafters. Many cities and especially health resorts offer sport halls, tennis courts, squash courts, and other facilities.



:: PLACES :: TO COME AND TO SEE

SPRING AND SUMMER

- **golf** - Bled, Golf Arboretum, Ljubljana, Otočec, Terme 3000 Moravske Toplice
- **cycling** - Kras, Dolenjska Region, Prekmurje
- **hiking** - Julian Alps
- **rowing** on the Krka and Kolpa rivers

Recommended by M&M Turist d.o.o.

- **rafting** down the Soča river rapids, enjoy the pleasure of paddling and wonderful nature
- **canyoning** on Sušec creek, which provides descents and jumps along naturally hollowed out slides
- **hydrospeeding** on the Soča river
- **canoe descent** on the Soča river from Kobarid to Tolmin (also for beginners) and **kayaking**
- **parasailing in tandem**
runways: Kuk above Livek, Kobariški Stol or Kobala above Tolmin

Recommended by X Point d.o.o

AUTUMN AND WINTER

- **cycling, hiking and Nordic walking** in the Julian Alps
- **descent by raft and kayak**
- **cross-country running** camps in Kranjska Gora (highly recommended for women)
- **adrenaline sledding** on Rogla mountain, the Pohorje range, in Kranjska Gora and in Bled

*Recommended by UDOSPORT
agencija za športni marketing in turizem d.o.o.*

- crossing the Pohorje range on **cross-country and tour skis**
a.) from Kope to Areh (40 km)
b.) from Rogla to Areh (20 km)
- **alpine skiing** on all Pohorje ski slopes Rogla, Mariborsko Pohorje, Trije kralji, Ribniško Pohorje, Kope

Recommended by MOPA d.o.o.

cycling in the Julian Alps



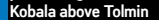
golf in Golf Arboretum



Pohorje ski slopes



parasailing in tandem
Kobala above Tolmin



rowing on the Kolpa river



:: FOCUS ON SPORT

:: :: HIGH AND FAST

- 1689** :: First written mention of sports activities
- 1863** :: First sports association founded
- 1912** :: First Olympic Games participation
- 1932** :: First ice hockey game played
- 69** :: Number of national leagues
- 3,000** :: Number of sports societies and clubs
- 400,000** :: Number of members of sports societies and clubs
- 1 in 3** :: Ratio of adults that work out once a week
- 88,000** :: Registered competition-level athletes
- 723** :: Total number of athletes from Slovenia at the Olympic Games (1912–2008)
- 23** :: Number of swimming pools at least 50 m long (2008)
- 12,500 m²** :: Largest football stadium: Ljudski Vrt in Maribor (2008)
- 10** :: Number of soccer teams in the top division (2008/2009)
- 12** :: Number of golf courses (2009)
- 12** :: Number of ski resorts (2009)
- 3** :: Number of marinas (2009)

**I FEEL
SLOVENIA**

:: :: www.slovenia.si :: :: www.slovenia.info :: ::

Publisher: Government Communication Office | Text by: Igor Medjugorac, RDEČI OBLAK d.o.o. | Photos: Samo Vidic (pp. 4, 6, 8, 12, 13, 16), Olympic Committee of Slovenia (p. 2), Slovenian Tourist Board, X Point d.o.o., UDOSPORT d.o.o., Golf Arboretum d.o.o., RIC Bela krajina, Zavod za turizem Maribor | Cover photo: Samo Vidic | Design: Bons d.o.o. | Tiskarna Radovljica d.o.o. | Number of copies: 1,000 | Special thanks to: Igor E. Bergant | November, 2009 |