



**Mi smo družina.**



Dobrodošli na krovu!  
**Prosim pripnite si pasove.**

Jure Struc, Zavod za turizem Maribor

**Maribor**

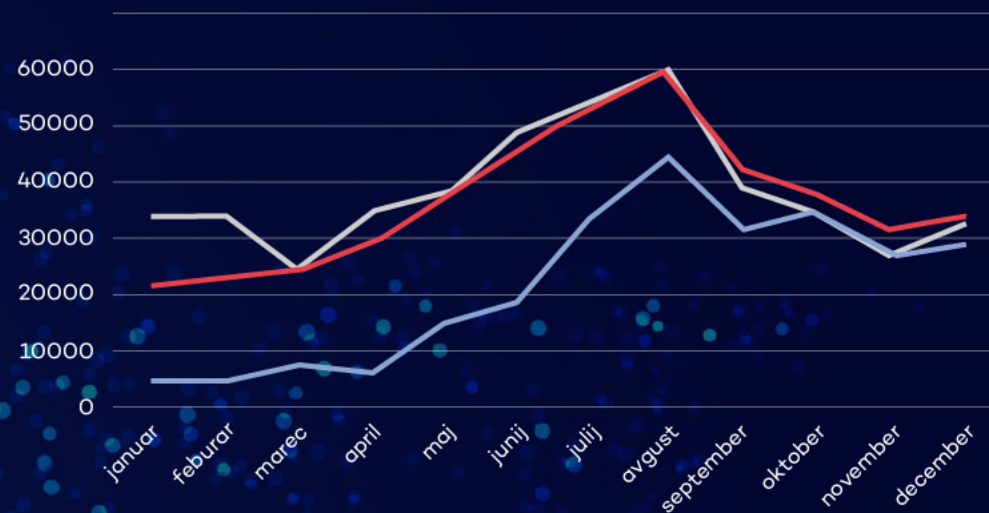
A woman with glasses, wearing a light-colored jacket and dark pants, is lying on her back on a set of wide stone steps. She is holding a brown reusable coffee cup in her right hand. Her head is resting on the step, and she appears to be resting or sleeping. The background shows more of the stone steps leading up a hill.

# Konkretno.

# Statistični presek leta 2022

V primerjavi z letom 2021

Nočitve Maribor: — 2019 — 2021 — 2022



**+71%**

Rast št. nočitev  
(**439.414**)

**+89%**

Rast št. turist. prihodov  
(**196.033**)

**88% / 12%**

Tuji / domači gosti

**2,2 dni**

Povpr. doba bivanja

**junij, julij, avgust**

Top meseci po nočitvah

**TOP države po  
prenočitvah:**

**1.** Slovenija (52.559)  
**2.** Nemčija (45.160)

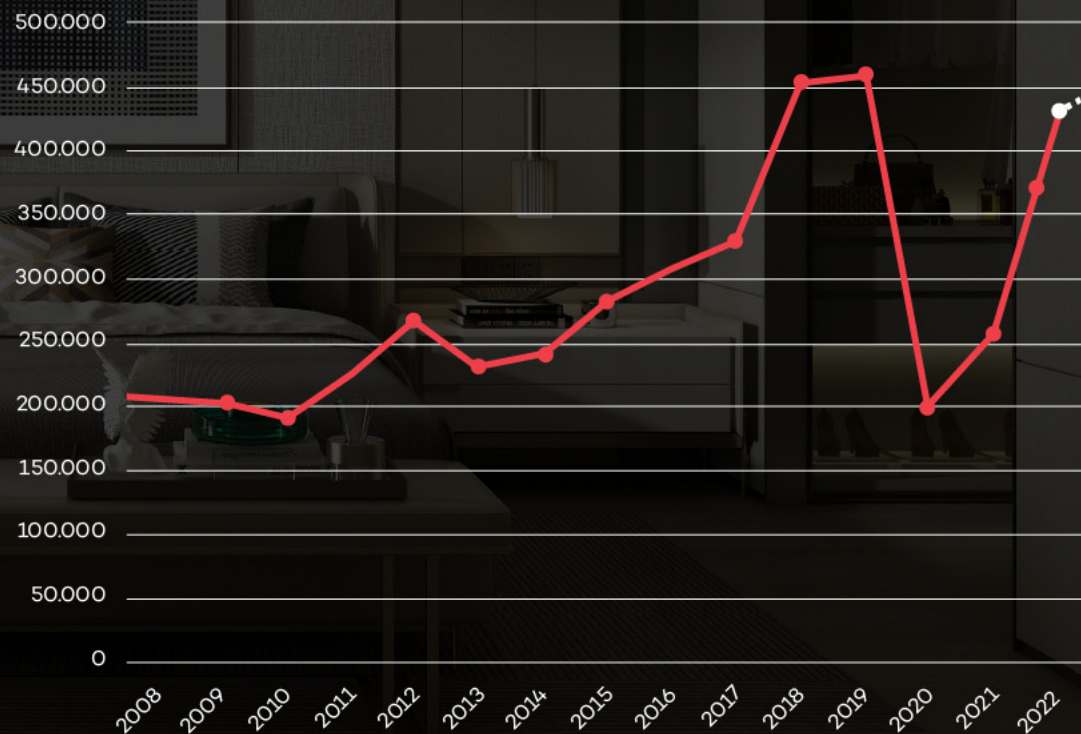
**3.** Poljska (23.751)  
**4.** Hrvaška (22.305)

**5.** Srbija (22.031)  
**6.** Avstrija (21.268)

**7.** Ukrajina (21.175)  
**8.** Italija (20.121)

# Število nočitev v Mariboru

Turistična taksa:  
**581.989€**



**2027**  
552.597  
nočitev

# Vrhunec 2022

**Medijske objave: 2.436**

**+48%**

v primerjavi  
z letom 2021

05

**Žametna večerja  
med vinogradi**

**Čarobni  
Maribor**

**TURISTIČNI  
FORUM**

**Maribor**

**25 tematskih  
večerov**  
Hiše Stare trte

**Največje  
martinovanje  
v Sloveniji**

**57**  
ponudnikov

**33%**  
več kot 2021



**Blagovna  
znamka**  
Naše najboljše

**Dražba vina  
Stare trte z  
Luko Dončičem**

**Izobraževanja  
za turistično  
gospodarstvo**

Maribor

Odkrij Maribor  
Cover Maribor

Anketa o zadovoljstvu

Sedi 5

4.0

ZTM

4.1

TIC

4.2

HST



# Konkretno 2023

V družbi večjih mest

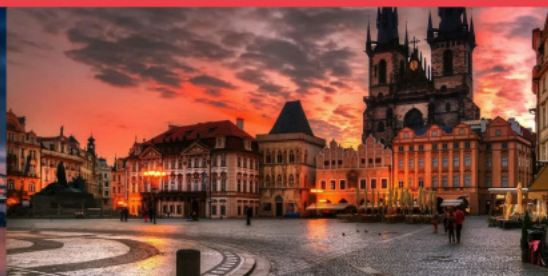
GLASUJ



I FEEL  
SLOVENIA



London



Praga



Dunaj



Kopenhagen ...



# Predstavitve na sejmih, borzah in workshopih:

na več kot 20 dogodkih



# Prenova hiše najstarejše trte



# ONE CITY, ONE HEART

ENO MESTO, ENO SRCE



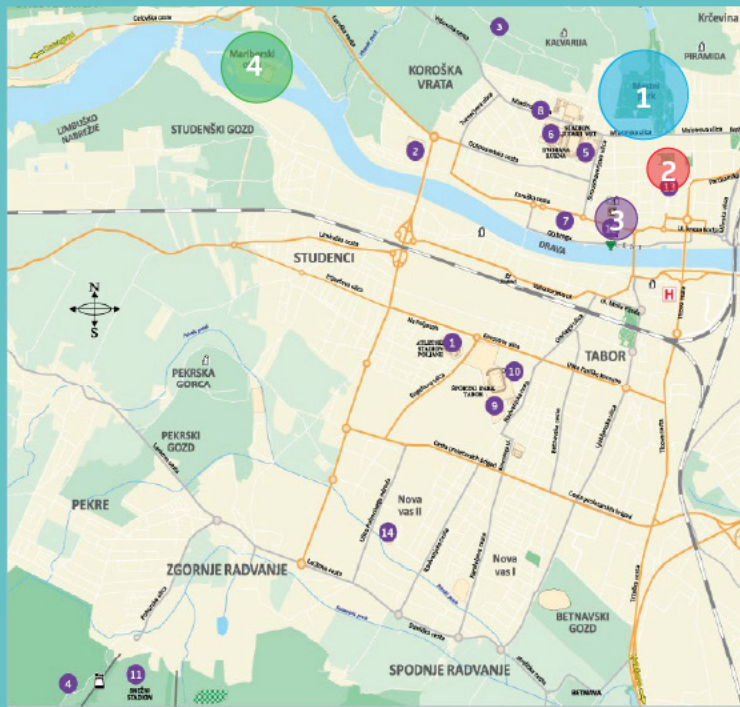
**MARIBOR**  
EUROPEAN YOUTH  
OLYMPIC FESTIVAL  
2023

## ŠPORTNA PANOGA

ŠPORTNA GIMNASTIKA  
ATLETIKA  
JUDO  
TENIS  
PLAVANJE  
CESTNO KOLESARSTVO  
GORSKO KOLESARSTVO  
ROKOMET  
ODBOJKA  
KOŠARKA 3x3  
ROLKANJE

## PRIZORIŠČA TEKMOVANJA

DVORANA TABOR  
ATLETSKI STADION POLJANE  
DVORANA LUKNA  
TENIS IGRIŠČA LJUDSKI VRT  
KOPALIŠČE PRISTAN  
MARIBOR Z OKOLICO  
BIKE PARK POHORJE  
UŠC LEONA Š. I VRBANSKA  
DRAŠ CENTER  
TRG LEONA ŠTUKLJA  
SKATEPARK MARIBOR



1. Relax Zone.    2. Fun Zone.    3. Sport Presentation Zone.    4. Green Zone





# Kultura in turizem

# Kmalu.



Mestni koledar  
Maribor

# Prihodnost sprememb?



3. By train: The train from Berlin to Maribor takes about 14 hours. Trains from Berlin to Maribor are operated by Deutsche Bahn and Slovenske železnice.
4. By car: You can also drive from Berlin to Maribor. The distance between Berlin and Maribor is about 900km and the trip takes about 8 hours.



what is the best place to visit in maribor



Maribor has many interesting places to visit, but some of the top tourist destinations in the city include:



1. Old Vine House: The Old Vine is the oldest grapevine in the world still producing grapes. It is located in the heart of the city and is a symbol of Maribor's wine-making tradition.
2. Maribor Castle: This impressive castle, located on a hill above the city, dates back to the 12th century and offers great views of the city and surrounding area.
3. St. John the Baptist Cathedral: This beautiful Gothic-style cathedral is the largest and most important church in Maribor.
4. Lent: Lent is the old town of Maribor, which is situated on the banks of the Drava River and has a rich history and a beautiful architecture.
5. Piramida Hill: The hill offers a great view of the city and is a popular spot for hiking and picnicking.
6. Pohorje: This is the city's mountain and it's the place for people who love outdoor activities like skiing, hiking, mountain biking and more.
7. The University of Maribor: With a rich history, the University of Maribor is the second oldest in Slovenia and is a cultural and educational center of the city.

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# CHAT GPT 3



# Pristni stiki ostajajo

