



Maribor

MEETOLOGUE

Destination Guide - Maribor



Photo © Teja Spoljar



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Intro 2022

A resilient and vigorous meeting destination

Maribor's *modus vivendi* is embodied in the oldest vine tree in the world that seems incredibly **resilient and vigorous**. The same can be said for Maribor's meetings industry, which successfully defied the corona crisis and now awaits event organisers in a new, refreshed look. Maribor attracts events because of its status as a student city, representing the business, scientific, educational, cultural and political centre of Eastern Slovenia. The sharp contrast between the Drava plains and green forests of Pohorje results in the immense diversity of landscape and experiences. In addition, its rich cultural history and rolling wine hills make it one of Slovenia's most recognisable destinations. While strolling the streets of the city centre, you can stumble upon pristine nature, as urban and rural go hand in hand in Maribor.

Winemaking has long been a staple of Maribor, reaching its pinnacle with the inception of the Meranovo wine estate. The founder, Archduke John of Habsburg-Lorraine, implemented the most modern winemaking techniques of the time. Soon, the vineyards gained such prominence that a winemaking school found its home in Meranovo. It was among the most distinguished in the Austro-Hungarian monarchy. Maribor meticulously continued the tradition, and event organisers can now observe it while visiting special venues or attending incentive experiences and culinary tours. The main tourist attraction, the Old Vine, symbolises the long and authentic wine culture of Maribor, Štajerska region and Slovenia. Neither fire, vineyard pests that marked the end of many other vines, nor war harmed the durable vine tree.



© Marko Pigac

A long-standing tradition of organising congresses

In September of 1876, Maribor temporarily became the winemaking centre of Austro-Hungarian. Between 20 and 26 September 1876, the destination played host to the first Austrian winemaking congress. Over 250 winemakers and wine experts from the monarchy came to Maribor to attend the premier wine congress. Hermann Goethe, the principal of the regional viticulture school, hosted the event.

Need to know 2022

Maribor strode into the first year after the corona crisis with a slew of welcome novelties. Many of them include new accommodation and meeting capacities.

In April, the extensive renovation of **Hotel Arena**, now managed by Eurotas, concluded. The hotel was refurbished entirely, and the host venue of the World Cup skiing competition, the Snow Stadium, soon became a sought-after venue for event organisers. The hotel is ideal for incentive groups and the most demanding guests. Offering 74 rooms, the hotel recently hosted the Grand Tour team, whose show is set to air later this year.

Just before the summer season, **Hotel B&B Maribor** opened its doors. The three-star hotel offers modern urban infrastructure in 102 cosy rooms. The hotel became a hit among business guests because of its excellent value for money. Having reached maximum capacity after opening is a testament to its popularity.

In September 2022, the renovated **Hotel Habakuk** will greet its first guests. After extensive renovation, the hotel boasting five stars will be neck-to-neck with exclusive Slovenian hotels. One of its key advantages is the iconic congress centre, capacitating up to 500 attendees.

An array of new attractions on Maribor's long list of special venues opened recently. The **Judgement Tower** reopened in 2021, offering a smaller hall for events on the ground floor and space for social events on the first floor. This year, **The Oldest Vine Museum** welcomed its first guests. Suitable for organising events, the wine cellar in a former ice house is a particularly intriguing venue, whilst the museum's atrium is appealing in warmer months. This year also marked the end of the comprehensive renovation of the Minorite monastery, home to the Maribor Puppet Theatre. The entire space with the nearby square is now suitable for hosting

various events. The auditorium, set amid a former monastery garden, is undoubtedly one of the most spectacular venues in Maribor and can host 520 attendees.

According to Kongres Magazine's categorisation, Maribor belongs in the category of M-sized destinations. Destinations in this category can host up to 1200 congress guests. The majority of them are regional centres and larger tourist cities. Maribor offers more than 750 hotel rooms in 20 hotels, while congress guests can also choose between numerous hotels in the surrounding area.

The epicentre of Slovenia's best glamping resorts

Glamping has become a hit among congress guests. Guests can find some of the best Slovenia offers just a stone's throw away from Maribor. The oldest among them is **Glamping resort Chateau Ramšak**, set at the foot of a picturesque vineyard in Počehova near Maribor. Amid a slew of newly-opened glamping resorts, the **Chocolate Village by the river**, a haven for chocolate lovers, edges out its competition with a chocolate-filled story and excellent location next to a protected regional park. The glamping resort is home to the legendary Teta Frida chocolate manufacturer, arguably one of the best in Slovenia. Apart from tasting mouthwatering chocolate, guests can also sleep the night in a nest in the newly-opened Nesting Resort in Vodole near Maribor. The resort is located within the Sunny Paradise Estate, where guests can visit a wine fountain, try local wines or find the courage to go down a zip-line. In the heart of Pohorje, guests can sleep amid a forest paradise in The Wood of Sinic glamping, admiring the pristine nature from wooden houses with jacuzzis.





Did you know

Geographically, the city of Maribor is characterised by the Drava river and the green forests of Pohorje, one of the densest and most vast forests in Slovenia. Impermeable rocks are the reason behind a connected network of streams, lakes and marshes that give Pohorje its *genius loci*. Local tourist providers thus occasionally get grey hair. Pohorje represents the green lungs of Maribor, a recreative zone throughout the year, a winter skiing resort and, not least, a vast area for numerous team activities. Such a combination makes Maribor one of the most appealing Slovenian incentive destinations. The exceptional allure of experiences and numerous activities, which can be tailored to every taste and need, make it a one-of-a-kind destination. Visitors can choose between cultural, historical or adrenaline-

pumping activities. Nature lovers will be amazed as they explore the Šumik Nature Reserve, which stretches 58 ha and is called the jungle of Pohorje by locals. It is the last remnant of the natural primaevial forests. There is an abundance of rare plants in the park, alongside mighty beech, spruce and fir trees.

You can taste the region's gastronomical culture by tasting traditional dishes offered by gastronomic providers in cottages. The local cuisine is hearty and centred around aromatic flavours. Signature dishes include the Pohorje stew, the Pohorje omelette, aromatic meat with local cheese and buckwheat žganci with fresh milk.

Maribor's finest



© Jernej Borovinsek

Pohorje is interlaced with countless hiking routes. Among them, the Slovenian Mountain Trail is one of the oldest hiking trails in Europe. It takes explorers all the way from Maribor to Ankaran on the Slovenian coastline. A group embarking on the journey is a remarkable experience. Pohorje has become the centre of mountain biking in Slovenia in the past years. Descending down a hill where a skiing world cup takes place is a unique adrenaline experience. Beginners, families, advanced riders and professionals will find the right path for themselves. Stretching 14 kilometres, the Bike Park Pohorje is the largest of its kind in Slovenia.

The comprehensive offer is enriched by an adrenaline park (Betnava, Vurberk), an adrenaline ride called Pohorje Jet and the Zip-line Bee Flying (Vodole). We dare say Pohorje is among Slovenia's most developed and attractive incentive destinations.



© Andy Lloyd



Scenic roads of Pohorje

Pohorje's scenic roads were first uncovered by producers of commercials. Several car brands chose to present the beauties of Slovenia by filming here. They were trailed by Instagrammers that continue to discover the most photogenic spots. Nonetheless, we are still waiting for them to be discovered by organisers of automotive events. The region features phenomenally scenic roads that amaze drivers. One of them is the road from Hoče to Bolfenk or the forest road across the Hočko Pohorje.

Best incentive idea

The second largest city in Slovenia, Maribor, was the rebel capital of Slovenian rock'n'roll in the sixties. Called the Manchester of Yugoslavia, Maribor was inventing new rock bands on the music scene day after day. In the past few years, Maribor became one of the Slovenian gastronomic centres after a culinary revival. The Maribor Tourist Board created an ideal rock product dubbed Rock'n'Roll of flavours. It comprises an interpreted guided tour across Maribor, visiting several intriguing local providers. Everything starts and ends with wine in Maribor. The rock experience is no exception, as rock songs echo in front of the World's Oldest Vine while attendees drink exquisite wine. The path leads on to the Fudo restaurant where bon vivants convene. Rock music accompanies the group, and their next stop, HI KO FI,

is home to the premier baristas in Maribor, where coffee lovers can enjoy a hot brew. The tour continues in the castle, where guests virtually toast while indulging in festive menus from various historical periods. To conclude the culinary tour, guests visit the LeVino Wine Bar, the transdisciplinary centre GT22 and Restaurant Mak. At the moment, these are the hottest culinary spots in the city that can be complemented with a visit to the new Oldest Vine Museum.

The organisers of the tour promise you will get to encounter iconic chefs and musicians of Maribor, taste exquisite wines and travel in time when Maribor was the capital of Slovenian rock'n'roll.



© Nina Kurnik

Michelin Star in Kungota

Hiša Denk in Kungota is a culinary paradise awarded with a Michelin star. It is located 13 kilometres from Maribor. World-class cuisine by Gregor Vračko is one of the reasons why Maribor is visited by foodies from around the world.

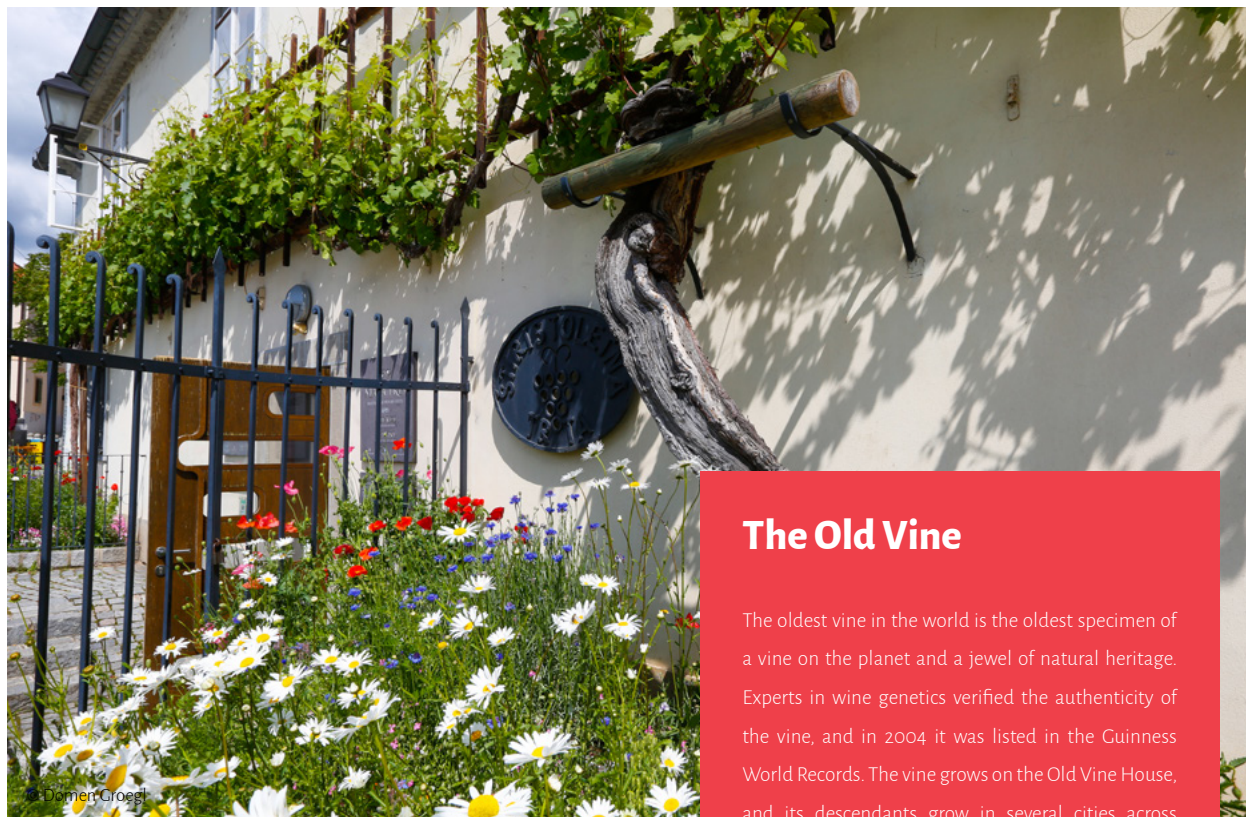


Best kept secret

Next to a cluster of classic venues, Maribor features numerous venues connected with the hundred-plus-year-old winemaking tradition of the city. Lent, the former wharf on the Drava river, boasts a diversity of bars, thus making it a perfect choice for “wine & dine around”. Moreover, Lent can serve as a starting point for discovering the city's wine stories. The quickest way to feel the wine tradition is by visiting the **Old Vine House** and the nearby Oldest Vine Museum. Both locations can capacitate smaller congress groups. The Old Vine House is a medieval house where the world's oldest vine grows, while the museum is another among several captivating locations for event organisers.

You can decide to host your event in **the Vinag wine cellar**, aged 174 years, in the heart of Maribor. Under the city, tunnels stretch over two kilometres, covering an area of 20.000 m2. A speciality is the grand Wine Hall and the **Dveri Pax** wine cellar. In addition, the 450 years old chateau at the Jarenina estate can become an ideal location for guided wine tours and superb cuisine.

Rounding off the extensive list is the immensely popular **Doppler Wine House**. Hosting an event at their estate is a unique experience, appreciated by organisers of corporate events and weddings.



The Old Vine

The oldest vine in the world is the oldest specimen of a vine on the planet and a jewel of natural heritage. Experts in wine genetics verified the authenticity of the vine, and in 2004 it was listed in the Guinness World Records. The vine grows on the Old Vine House, and its descendants grow in several cities across Slovenia and Europe.

Perfect Gift

Teta Frida is one of Maribor's most beloved spots for lovers of good coffee and desserts. Aunt Frida is, in fact, a real person who contributed a number of ideas that helped incite Auntie Frida's Chocolate Caffé with her amazement of desserts and pastries. The venue prepares classic desserts with a modern twist. The chocolate-centred factory earned numerous awards and accolades. Among others, they were awarded the prestigious international award for chocolate and chocolate products from the Academy of Chocolate. Competing against more than 1200 global chocolate factories, two of their products received two coveted awards. Thus, Teta Frida's products are among the best chocolates globally. Even sweeter than the chocolates themselves is that by purchasing their products, we contribute to their sustainable environmental aspirations. Thus, we can no longer imagine Maribor without relishing their pralines, chocolate bars, čok'n'rolls or trying biscuits, hot chocolate and other sweet products.

The most alluring part of their story is the innovative workshops dubbed "Chocolate is an experience". By attending the workshop, you will get insight into how chocolate goes from the cocoa beans to the final delicious product you will make yourself. A maximum of 50 attendees can take part in the workshop.





What's hot 2022

Top events in 2022

12. 5. - 14. 5. 2022

7th Congress of Preventive Medicine

The 7th Congress of Preventive Medicine hosted by the Slovenian Preventive Medicine Society took place during challenging times. The speakers at the event discussed how the covid-19 pandemic represents one of the biggest challenges of modern times and a window of opportunity.

16. 5. 2022 - 18. 5. 2022

PODIM 2022 Conference in Maribor

PODIM is a nonprofit platform founded in 1980 to change attitudes towards innovation. The event has evolved into the most influential startup & tech event in the CEE region, where innovation meets business opportunities and capital. The event is a key regional platform for enabling learning and networking in the most valuable and time-efficient way.



2. 6. - 3. 6. 2022

IRDO International Conference

The international conference of the IRDO institute highlights topics relating to social responsibility. Since 2006, it has been creating a rich research tradition in developing social responsibility. The event strives to strengthen social responsibility in Slovenia.

4. 7. - 13. 7. 2022

22nd International Student Conference SCiM

The SCiM Student Conference in Maribor (SCiM) is an international student conference held annually in Maribor. Each year, more than 60 students from around the world gather at the 10-day event to attend different lectures and workshops and discuss important issues of society and youth. The main purpose of the conference is to unite students from several countries in one place, where they have the opportunity to gain new knowledge.





© Vid Ponikvar

7. 9. 2022 - 8. 9. 2022

OTS2022: 25th OTS Conference

The OTS conference has been fulfilling its mission for twenty-five years, thus providing a platform for exchanging practical experience and knowledge to use modern technologies and approaches for the development of information solutions. The event aims to enable the progress of organisations by implementing new technologies.

11. 9. 2022 - 15. 9. 2022

Maribor Graph Theory Conference (MGTC2022)

The MGTC conference will be devoted to all areas of graph theory and related topics. During the conference, set to be held in person, the organisers will prepare several special surprises. The event will also celebrate the 60th birthday of Sandi Klavžar, a renowned Slovenian mathematician.

25. 11. 2022 - 26. 11. 2022

12th Maribor Congress of General Medicine

The Maribor Congress of General Medicine was designed with an emphasis on the presentation of professional and organisational content that is important for the work of a family medicine doctor. The event will foster interdisciplinary development and cooperation.



© Igor Unuk



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S Triglav Skladi
si zaslužite več.

Uporabi 30 kurnih in
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Maribor Talks

"A brand new event develops with the destination"

- Mitja Špes, CEO of Factumevent

Mitja Špes, CEO of Factumevent, delved into the gastronomic scene in Maribor and how organising a Street Food Market fosters the city's development. Mitja also discussed what Maribor is missing to become a leading regional destination. He said: "I think that the culinary scene in Maribor is sought-after and our events are always very well attended. In fact, we have an excellent reputation for good attendance at any destination. Thus, it is no surprise there is tremendous interest in organising a Street Food Market in Maribor."

Concerning the events Maribor should host, Mitja added: "I believe there is room to organise boutique culinary events and cultural events (opera, ballet) in boutique venues. Given Maribor's geographical location, we are an ideal destination for European and world sports events."

Looking into the future, Mitja concluded: "What is missing is a five-star hotel, more connectivity between hoteliers, and a large congress centre. Maribor also lost its fairground, which in the past placed it at the very top of the tradeshow industry."

"We are ranked among the top 30 startups and technology events in Europe"

- Matej Rus, Head of PODIM Conference

Matej Rus, Head of PODIM Conference, one of the top startups and technology events in Europe, discussed how the conference gained prominence and why the platform facilitates the growth of the regional meetings industry. Matej said: "In regard to the conference, the participants appreciate our quality of service. Above all, how well we communicate during, at and after the conference. They are also satisfied with the quality of investors and speakers who are all experienced serial entrepreneurs and come to PODIM with a desire to network."

"Since 2001, the PODIM Conference has slowly transformed from a national, largely academic-oriented conference on entrepreneurship and innovation to an international entrepreneurial conference. Through international participants, our hard work, and the development of the startup ecosystem in general, the role of the conference at home and in the world has begun strengthening, and it has, thus, become what it is today."

Regarding the event's multiplicative effects, Matej commented: "In my estimation, the organisers and participants in Maribor spend a total of at least EUR 300,000. However, the financial impact of a non-financial nature is much greater, as Maribor became recognised in the global entrepreneurial community through the PODIM Conference."

We can expect Maribor to become one of the leading destinations for the Slovenian meetings industry

**Interview with Jure Struc,
Director of Maribor Tourist Board**

Q: How do you see Maribor's meetings industry?

Maribor's meetings industry was reinvigorated this year. The destination has already hosted several business events. In addition, several events will take place till the end of the year. On top of that, having organised numerous gatherings and sports events that rendered the city a vibrant hub, we can optimistically expect Maribor to become one of the leading destinations for the Slovenian meetings and events industry. The pandemic has cut deep, especially in tourism; hence, we expected a slower recovery. As it seems, though, the need for meeting in person in business tourism exceeds the benefits of using digital tools or a virtual environment, which include safety, practicality and affordability.

Q: What do you consider to be Maribor's most significant advantages as a meeting destination?

In Maribor, everything is within reach, and the city offers world-class culinary and cultural experiences. The surroundings are enriched by the green forests of Pohorje and sunny wine hills. Thus, contact with nature is inevitable and undoubtedly encourages well-being and productivity. Even though the



© Marko Pigac

unfavourable effects and perils of the pandemic are behind us, I predict Maribor can adapt to the new rules of the game. On top of its easy accessibility, great value for money and quality incentive offer, it is the right size and has not experienced mass tourism yet. Therefore, it has a significant advantage when positioning itself as a safe and authentic destination.



© Visit Maribor

Q: What are your future plans and vision?

The meetings and congress industry adds value to cities and is strategically integral for Maribor. Additional hotel capacities for business guests, developing and building new meetings infrastructure and reviving Maribor Airport are just a few projects that will bolster meeting activity in our region and are priorities within the new strategy for Maribor tourism from 2022 to 2027. This year, novelties include hotel capacities in Maribor and its surroundings and the newly-opened B&B Hotel Maribor in the city centre. Moreover, at the foot of Pohorje, Hotel Arena has reopened its doors, while in autumn, we expect the grand opening of the renovated Hotel Habakuk. These openings will unquestionably have positive effects on the destination's tourist results. The extensive renovation of Lent, the oldest part of the city on the Drava river, will complement the offering of venues for business or incentive programmes (Minorite Monastery, Oldest Vine Museum and the renovation of the Old Vine House).

“We see our role to raise awareness, educate providers and, as a result, encourage them to obtain sustainability certificates.”

Q: How do you believe international meeting planners should be encouraged to host their events in Maribor?

Maribor needs to prove itself as an excellent event host on the international scene and thus attract event organisers. I see immense potential in working closely with other cities and leading tourist and congress organisations. As the second largest city in Slovenia, Maribor is just an hour away from Ljubljana,

two hours from the coastal city of Koper, under two hours away from the iconic Bled and just 45 minutes away from Graz in Austria. In our aspiration to strengthen partnerships with the Slovenian Tourist Board, Ministry for Economic Development and Technology, and Ljubljana Tourism, Maribor Tourism Board attended the "Texas Feels Slovenia" conference. The purpose was to present a green, creative and smart Slovenia and its countless business and tourist opportunities. Maribor, the European City of Sport in 2018, has extensive experience in organising large sports competitions (including the skiing world cup Golden Fox, UEFA European Under-21 Championship, Champions League matches and World Cup and European Cup mountain bike competitions). We are eager to host the largest sports event in the city thus far, the European Youth Olympic Festival, which will be hosted in Maribor next year and will showcase Maribor's competencies.



© Visit Maribor

Q: During a crisis, we tend to draw parallels with the past. What have we learned from the past that will make our industry better and more environment-responsible?

Quality over quantity has been an imperative in tourism for some time, but it is increasingly spreading to various areas of our business activities. Shorter business trips using public transport and the choice of services that include local produce

and service providers are becoming a priority for satisfying the demands of business guests. The municipality of Maribor is working to establish a comprehensive system of sustainable mobility in the city, including the closure of the city centre to traffic and the recent extremely successful introduction of the Mbajk bicycle rental system. With the intensive infrastructural renovation of the city centre, Maribor is becoming friendlier for locals and tourists. Our idea was to create a collective brand

We see our role to raise awareness, educate providers and, as a result, encourage them to obtain sustainability certificates. The goal of developing sustainable policies in the city requires us to focus intensively on the green, boutique and local tourist offers. Currently, Maribor and the broader destination boast sustainability labels such as Green Key, Eco Label, Slovenia Green Accommodation and Slovenia Green Cuisine. Nonetheless, our ambitions in this area are much higher. When pursuing "green goals", our focus groups are not only local providers but also other stakeholders in the destination, from public to commercial companies, all the way to the local population.

Q: If you had a magic wand, what would you change immediately to make Maribor further appealing to event organisers?

Maribor, home to the world's oldest vine, would become a global hub for oenologists, sommeliers, chefs and other experts and connoisseurs from the wine and culinary world. With a magic wand, we would also help to upgrade the already exceptional venues and the offer of our city and make them into unique incentive experiences. In Maribor, we are preparing for the first long table event hosted at our destination, a TOP gastronomic experience among the vineyards with a table for as many as 150 guests. The event is an example of the excellent cooperation of local partners with high-quality and unique products. There is endless potential for this sort of cooperation in Maribor and its surroundings.

Q: What is your favourite event venue in Maribor?

Undoubtedly the event venue next to the oldest vine in the world fascinates visitors with its 450-year-old life story and stocked wine cellar that features over 200 wine labels from 50 winemakers from Štajerska Slovenia Region. At the oldest vine, you can also socialise with local winemakers, meet Maribor's wine queen or get to know the caretaker of the Guinness record holder. Our summer wine and culinary evenings are tremendously popular, with music echoing in the background. You have a guarantee of uniqueness!

called Our Finest, which brings together the best local providers of services, products, accommodation and experiences for even more local integration, sustainable tourism and environment-friendly experiences. Maribor has a genuine, heartfelt character, and we must use this character to position Maribor in the field of congress tourism.

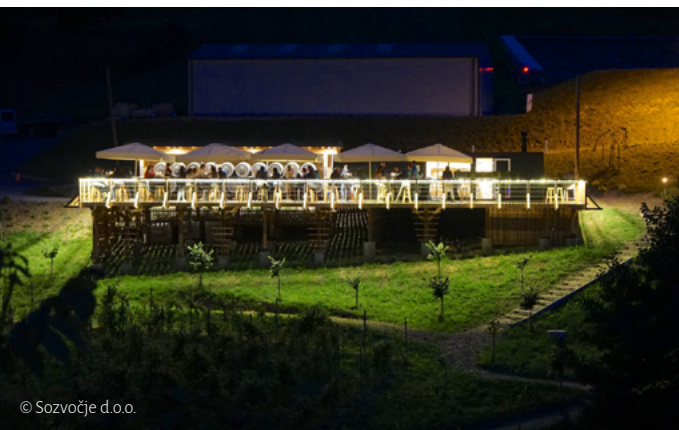
Q: What are your priorities to achieve a carbon-neutral meetings industry?



© Visit Maribor



Most sought-after Special Venues in Maribor 2022



© Sozvočje d.o.o.

Wine Fountain Vodole

In the heart of the Maribor Wine Road, the Wine Fountain Vodole is the first to greet you along the way. The venue oozes the feeling that every part of the environment supports agriculture, nature and fellow human beings. The owners of the spectacular wine fountain set up a unique facility that serves as a meeting point for local winemakers.

Žički Dvor

Žički Dvor, a hidden venue in the middle of the historic part of Maribor, is a venue for select events and culinary delights. In the magical atrium of the long-decaying century-old mansion, a new story is in the making with carefully planned and selected events that give a mark to the medieval mansion and the city itself. Under the mighty arches and in the atrium of Žički Dvor, cultural and entertaining events take place, as well as exclusive events suited to the client's needs.



© Arhiv Rožmarin Hospitality Group



© Gregor Salobir

The Minorite Church and Monastery

Lent, the oldest part of Maribor, is not just home to the Oldest Vine in the world but also to the only medieval church in Maribor. Following extensive renovation, the important sacral building has acquired its late-Baroque image. Its atrium is one of the most exclusive outdoor venues in the city.



© Klemen Golob

SNG Maribor

The Slovene National Theatre Maribor combines theatre, opera and ballet under its roof. Its premier hall, the Kazinska Hall, dates back to 1865 and is considered one of the most beautiful halls in Slovenia. SNG Maribor's theatre, opera, ballet and symphonic ensembles are world-renowned and have become one of the most important ambassadors of Slovene theatre creativity in recent years.

Old Vine House Maribor

Situated near the Drava river, this 16-century house with a vine facade is within walking distance from the city centre. The Old Vine House symbolises the rich wine culture of Maribor, Styria and Slovenia. The Old Vine House is a special historical venue for any event. In addition to guided wine tastings of some of the most renowned local wines, guests will gain insight into a fascinating history of winemaking in Maribor and the Podravje Wine region. The wine tasting is led by professional sommeliers.



© Ivan Vinovski



© Sportida

Most sought-after Incentive Ideas in Maribor 2022



© Turistično društvo Maribor

The oldest hydroelectric power plant

In 1918, the first hydroelectric power plant on the Drava River started operating. Fala Hydroelectric Power Plant is today, after the renovation, not just one of the most modern in the country but also home to a Technical Museum. The incentive programme takes guests to the oldest working hydroelectric power plant on the Slovenian part of the Drava River. The visit includes experiments with electricity.



© Igor Unuk

The beauty of timber rafting

Drava River and its Regional Park offer a connection with the rich, a nearly forgotten tradition of old-style timber rafting, which dates back to the 13th century. The rafts are built in Robinson Crusoe style but equipped with seats and benches. Guests are treated to culinary specialities from the region whilst admiring the beauty of Maribor and its major attractions.



© Ivo Mihevc

A hidden characteristic of a bombed city

For a historical experience and to witness an integral city part hidden to the eyes and barely known about, one should take a tour of Maribor's underground corridors built in 1943 and stretching over 8,512m². The tunnels were built by the Germans as an emergency site to enable their factory to continue operating during the Allies' air raids.



© Sam Strauss

Drava Cycling Route – the ultimate biking experience

Alongside hiking trips and rafting on the calm waters of the river Drava, Maribor keeps another secret: the Drava Cycling Route. The cycling route along Drava runs through 4 countries (Italy, Austria, Slovenia, Croatia) and has a total length of about 710 km. It was ranked among the top 10 bike routes in Europe. An incentive group can enjoy one of the most beautiful rivers in Southern Europe and discover new charming locations.

Wakeboarding on a lake

The first Slovenian wake park Dooplek, is located only 10 minutes from the centre of Maribor. Wakepark Dooplek is an excellent choice for business guests who love adrenaline water sports.



© Sportida



© Monika Jurisic Hlevnjak



Why Maribor

Five reasons to host an event in Maribor:

1. Maribor, together with Pohorje, is one of the most developed Slovenian destinations.
2. Maribor is a destination where everything is within arm's reach.
3. Maribor is the culinary and wine centre of Slovenia.
4. Maribor is a city of sunshine. If Ljubljana is foggy, Maribor will have sunny skies.
5. Maribor is a magical and attendee-friendly city famed for its unmatched hospitality.



Maribor in a few words

Maribor has everything that its larger competitors offer. It may have less experience in congress tourism compared to other Slovenian meeting destinations. However, the heartfelt approach of providers makes clients feel more than welcome.

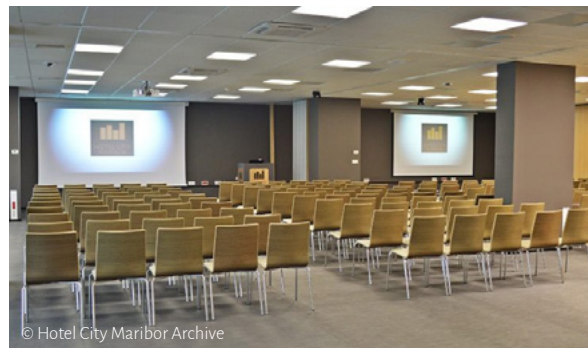
Top places where people meet



© AV STUDIO

Hotel Habakuk****

Hotel Habakuk, located at the foot of the Pohorje plateau, has become synonymous with conference industry tourism. The conference centre is fresh and bright, and the largest hall can accommodate up to 500 participants. A wellness and spa centre is also available.



© Hotel City Maribor Archive

Hotel City Maribor****

Located by the Drava River and just a few minutes from the city centre, this hotel offers conference facilities with various halls and multipurpose rooms for up to 450 guests and panoramic views from the rooftop terrace.



© HIT IZC MOND

Mond, Resort & Entertainment*****

The area for business events covers almost 8,000m² in total, comprising two event halls featuring natural sunlight, which connect to a large summer terrace, an à la carte restaurant and a free-flow restaurant.



© Draš Centre Archive

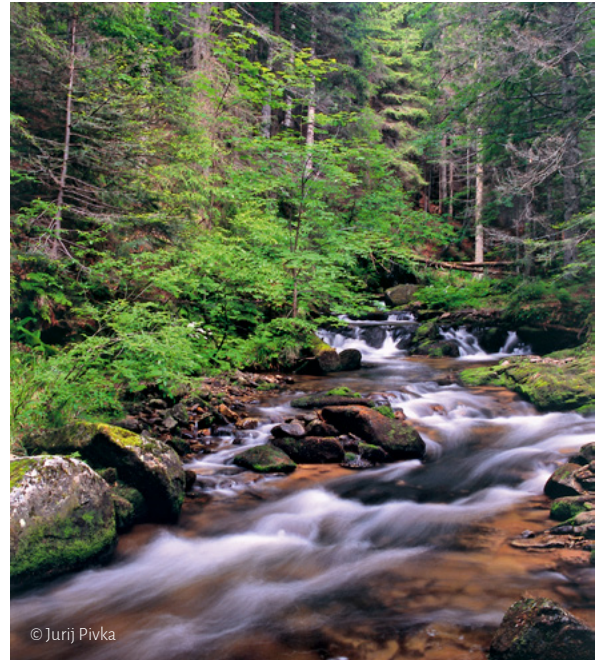
Hotel Draš*****

In a quiet environment under the Pohorje plateau and only a few minutes from the centre of Maribor, the top-quality conference facilities of Draš Centre ensure the successful organisation of business events in nature's embrace.



Hotel Arena****

Hotel Arena is at home in the embrace of the Pohorje forests, just a few minutes from the center of Maribor and offers a conference room featuring all necessary equipment. It can host up to 100 persons.



Top places to stay



Hotel Habakuk****

At the foothills of the Pohorje plateau and at a juncture of the city, nature, culture and sports, offering relaxation and a lively pulse, this hotel, with high-quality accommodation, is just 5km outside the city centre.



Hotel Piramida****

A business hotel with four stars, Hotel Piramida is located in the city centre of Maribor, offering its guests comfortable rooms, an Anti-Stress Center, mini fitness, restaurants, bars and a business club with conference halls.



Hotel City Maribor****

This hotel, open since 2011, is conveniently located in the city centre. It offers modern rooms and gourmet delights at the City Terasa restaurant with beautiful views of the Drava river and the Pohorje plateau.



Mond, Resort & Entertainment****

Located among vineyards and on the border with Austria, the hotel offers rooms with balconies, superior and deluxe suites, a wellness centre, a summer terrace and a connection to the casino.



© Karmen Razlag

Hotel Draš****

Hotel Draš offers unique accommodation below the Pohorje ski resort. Just a stone's throw away from the ski slopes, the hotel, surrounded by pristine nature, offers endless opportunities for recreation throughout the year.



© Arhiv Arena Eurotas Hoteli

Hotel Arena****

Hotel Arena below Mariborsko Pohorje is located at the edge of the dense Pohorje forests, which are picturesquely intertwined with clear, cycling and hiking trails. It is a refuge for lovers of nature, sports, relaxation and modern hotel facilities with an emphasis on unique experiences.



© Terme Maribor Archive

Hotel Bellevue****

In an impressive location where alpine air eases the mind, away from the city bustle yet within easy reach of Maribor city, Hotel Bellevue boasts an excellent wellness centre.



© Resort Pohorje Slovenia

Wellness & Spa hotel Bolfenk****

Set in the heart of Pohorje, Wellness & Spa hotel Bolfenk offers sun-filled rooms and delicious local cuisine. As rays of sunshine peek through the windows, guests are bound to enjoy a beautiful day in the embrace of forests.



© Arhiv B&B Hotels

B&B Hotel Maribor***

The B&B Hotel Maribor is a 3-star hotel located in the old part of Maribor. The hotel is only a 10-minute walk from the Central Station, the Drava river and the historic centre with its most important attractions.



© Arhiv B&B Hotels



© Karmen Razlag



Maribor MTLG INDEX / 2022 edition

Destination Capacity

The number of 4* and 5* category hotel rooms	456
The number of 4* and 5* category hotels	8
Number of studios for digital and hybrid events	2
Destination population	95,589
Banquet hall maximum capacity	400
The largest hall in the city (in m2)	404 m2
Average internet speed when organising event	Mbps
Maximum hall capacity in theatre style	500

Additional Destination Indicators

ICCA Index - worldwide ranking - 2022	NA / 1.25
ACI Airport Connectivity Index ranking 2022:	687 / 2.89
Numbeo Quality of Life Index	185.87 / 3.72
Numbeo Safety Index	80.16 / 4.42

Additional Optional Indicators

GDS Index www.gds.earth	NA
Nomad List Overall Score www.nomadlist.com	4.05

Destination final
grade 2022

4.04

Maribor MTLG Category:

M - MEDIUM MEETING DESTINATION

(Destination that can host up to 1,200 congress attendees)

Sources: Kongres Magazine MTLG, ICCA, Numbeo, ACI Europe

NUMBEO Quality of Life Index (higher is better) is an estimation of overall quality of life by using an empirical formula which takes into account purchasing power index (higher is better), pollution index (lower is better), house price to income ratio (lower is better), cost of living index (lower is better), safety index (higher is better), health care index (higher is better), traffic commute time index (lower is better) and climate index (higher is better).
www.numbeo.com

NUMBEO Safety Index (higher is better) is an estimation of the overall level of safety in a given city or a country.
www.numbeo.com

ACI Europe Airport Connectivity (higher is better) is based on the SEO NetScan connectivity model, which measures airport connectivity in a more comprehensive way. It measures the number and quality of direct/non-stop connections as well as indirect connections via other airports. The NetScan model brings the most relevant connection components of every single market (frequency, travel time, connecting time) together into a single indicator: the Airport Connectivity Index.
www.aci-europe.org

Individual grades explanation:

- 5 excellent meetings destination
- 4 quality meetings destination
- 3 recommendable meetings destination
- 2 average meetings destination
- 1 so-so

**Overall
performance**

	2017	2018	2019	2020	2021	2022
Natural and cultural factors	4.56	4.66	4.73	4.73	4.75	4.80
General and transport infr.	4.49	4.58	4.59	4.63	4.63	4.70
Tourist infrastructure	4.39	4.59	4.62	4.70	4.71	4.78
Meeting infrastructure	4.19	4.33	4.42	4.45	4.46	4.52
Subjective grade	4.49	4.64	4.69	4.71	4.71	4.74
Marketing Buzz	4.04	4.14	4.28	4.43	4.57	4.59
ICCA Index - worldwide ranking	1.02	1.02	1.02	1.25	1.25	1.25
Numbeo Quality of life Index	3.45	3.55	3.65	3.53	3.64	3.72
Numbeo Safety Index	4.25	4.26	4.38	4.42	4.42	4.42
ACI Airport Connectivity Index	3.09	3.08	3.17	3.19	3.19	2.89
GDS Index	NA	NA	NA	NA	NA	NA
Nomad List Overall Score	NA	NA	NA	NA	3.92	4.05
FINAL GRADE	3.81	3.89	3.95	4.00	4.03	4.04



A. Natural and cultural factors**4.80**

1. Natural Diversity	4.82
2. Climate and Weather	4.80
3. Social environment	4.75
4. Cultural environment	4.90
5. Natural experience index	5.00
6. Historical sites	4.65
7. Architecture	4.57
8. Accessibility to nature	5.00
9. Sustainable measures	4.75
10. Perception on sustainability	4.80

B. General infrastructure**4.70**

1. Destination safety	4.91
2. Accessibility - road	4.82
3. Accessibility - air	4.35
4. Accessibility - rail	4.49
5. General public services	4.90
6. Airport Quality	4.39
7. Public transport	4.82
8. Financial institutions	4.79
9. Internet access	4.73
10. Pollution	4.80

C. Tourist infrastructure**4.78**

1. Restaurant scene	4.91
2. Variety of bars and coffee shops	4.85
3. Nightlife	4.94
4. Leisure activities	4.82
5. Adventure / Adrenaline activities	4.91
6. Sports activities	4.95
7. Shopping	4.51
8. Fun parks, casinos	4.22
9. Theatres, musical venues, cinemas	4.85
10. Tourist information services	4.79

D. Meetings infrastructure**4.52**

1. History and references	4.55
2. Variety of MICE suppliers	4.32
3. Quality of meeting hotels	4.49
4. Convention and exhibition centres	4.41
5. The ratio of 4 and 5***** hotel rooms	4.45
6. Incentive programmes	4.69
7. The professionalism of meetings industry	4.59
8. Diversity of MICE offer	4.42
9. Effective Convention Bureau activities	4.85
10. Support services	4.42

E. Subjective grade**4.74**

1. Political stability	4.72
2. Urban security	4.91
3. General support to industry	4.45
4. Value for Money	4.75
5. Destination competitiveness	4.76
6. Personal experience	4.92
7. Local hospitality	5.00
8. E-services	4.62
9. Business climate	4.69
10. Destination image	4.55

F. Marketing buzz**4.59**

1. Destination brand perception	4.59
2. Brand and corporate identity of CVB	4.81
3. Ambassador programme	4.95
4. Destination Advertising	4.42
5. Direct B2B communication	4.52
6. Digital communication (web portal)	4.69
7. Mobile B2B communication	4.32
8. Content marketing	4.78
9. Local MICE marketing events	4.19
10. Social networks and community	4.62



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Maribor

