



Bela krajina
SRČNIH LJUDI

OVERVIEW OF SUSTAINABILITY ACHIEVEMENTS 2023 – 2025



Since 2023, Bela Krajina holds the title of Slovenia GREEN Destination Bronze.



SLOVENIA UNIQUE 5 EXPERIENCE:*
“Break Belokranjska Pogača with Friends”, the first 5-star experience in Bela Krajina in 2024.



SLOVENIA GREEN providers:

- Gostilna Müller,
- Posestvo Lovšin,
- Camping Bela krajina,
- Hotel Bela krajina,
- Vila Sredgora,
- Glamping Kolpa Resort



Bela Krajina was listed among the TOP 100 Green Destination Stories:

- 2024: with the story of destination management
- 2025: with the story of Lahinja Trail, a zero-waste run



Prireditev na poti



Lahinja Trail – the nature running event became the first event in Slovenia in 2024 to receive three stars as a zero-waste event. In 2025, the stars were successfully maintained.



BIG SEE
Tourism Design
Award 2023
Winner

In 2023, Lahinja Landscape Park won the Big See award for the Oton’s Adventure.



SUSTAINABLE MOBILITY

- A total of 14 e-bikes are available at 4 BiKe rental stations.
- 7 charging stations for electric cars are available.
- In 2024, the long-distance cycling route Via Bela Krajina was established.



SUSTAINABILITY TRAINING

Between 2023–2025, numerous trainings and workshops on sustainability and sustainable business practices were conducted for tourism providers in Bela Krajina. Individual visits were also carried out before the high season. In 2025, we organized the 1st Bela Krajina Tourism Fair.



We developed the TKBZ Belokranjsko, including restaurants, artisans, producers, and processors from April 2024, and certified over 100 dishes, products, and produce



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