



**JAVNI ZAVOD ZA TURIZEM,
KULTURO IN ŠPORT**
OBČINE ORMOŽ

Grajski trg 3
2270 Ormož



JERUZALEM SLOVENIJA

Destination Jeruzalem Slovenija

SUSTAINABILITY REPORT 2022



Destination Jeruzalem Slovenia - authentic experiences between mountains and plains.

VISION:

In 2025, the Jeruzalem Slovenia destination will be a holistically connected wine-green boutique rural destination between the Drava and the Mura rivers, full of attractive stories for all generations of hedonists who appreciate peace and quiet, views of the wine-growing landscape accompanied by the sounds of the rattlesnake, activities in nature, the customs and customs of the hospitable local people, tasting excellent wines, Prussian cuisine and pumpkin oil, and trying their hand at handicraft skills. The destination will be a unique and unique destination for all generations, pampering at the spa, with apitherapy and body and mind care treatments, with the local added value of the Jeruzalem Slovenia Collective Brand.

WORK WITH US ON SUSTAINABILITY

A unique landscape between mountains, plains and waterways in the Thermal Pannonian part of Slovenia, it is written at the very top of the green tourist map.

We live green, we want you to join us in preserving and enhancing green experiences.

Follow us.



01 SELECTING AND UPGRADING LOCAL OFFERS

02 HIGHEST LOCAL QUALITY - THE FLAVOURS OF JERUSALEM

03 SUSTAINABLE MOBILITY

04 POLL

Destination Jeruzalem Slovenija 2021 - 2022

01 SELECTING AND UPGRADING LOCAL OFFERS

Destination Jeruzalem Slovenija encourages and trains local tourism providers to upgrade their offer. In 2021, we held workshops and evaluations to obtain the right to use the Jeruzalem Slovenia Collective Trademark. The certificate represents the highest local quality of Destination Jeruzalem Slovenia.



In 2022, we launched the green story of Destination Jerusalem Slovenia. In June 2022, we held a Consultation for all tourism stakeholders and a Green Story training, that is a key part of the tourism brand. Two Green Key environmental labels for SLOVENIA GREEN ACCOMMODATION Hostel Ormož and SLOVENIA GREEN ATTRACTION Castle Ormož have been awarded. We have been placed at the top of the global tourism map and selected among the TOP 100 greenest destination stories in the world. They recognised our actions in the field of sustainability and social responsibility and awarded us the HORUS Certificate for Strategic Integrity.

02 THE HIGHEST LOCAL QUALITY – FLAVOURS OF JERUZALEM



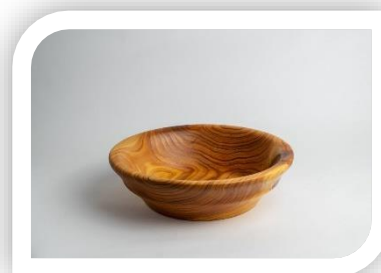
Representatives or ambassadors of Destination Jeruzalem Slovenia are recipients of the Jeruzalem Slovenia Collective Brand.

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Certified for the highest local quality in all respects.

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Something you must experience at least once in your life.



03 SUSTAINABLE MOBILITY



CYCLING ROADS

<https://www.jeruzalem-slovenija.si/bike-jeruzalem/>



Let's reduce our carbon footprint

For sightseeing, use a conventional bike or e-bike and choose the route that suits you on the cycle map.

We explore the destination on foot, following the many hiking trails and visiting the local restaurants.

RENT A BIKE!

<https://www.jeruzalem-slovenija.si/bike-jeruzalem/2020091315511098/izposoja-koles>



12 SURVEY

Please take a few minutes to let us know how you experienced our destination.

<http://www.ormoz.net/ankete/>

Survey for visitors with expenditure

<https://tinyurl.com/23seoe92>



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Photo: archive of Javni zavod TKŠ Ormož, Ciril Ambrož, Denis Žuran