



VISIT PODČETRTEK
BISTRICA OB SOTLI IN KOZJE



SUSTAINABILITY REPORT OF DESTINATION PODČETRTEK 2020 - 2022

DESTINATION PODČETRTEK

The Podčetrtek destination, which follows national trends in tourism development and in 2017 joined the Green Scheme of Slovenian Tourism and created 5* boutique tourist experiences, enables tourists to live an active and healthy life in the embrace of "green" nature while on vacation, achieving personal satisfaction and inner peace.

Our tourist offer is based on nature and culture, is of high quality, professional, traditional and has a touch of homeliness, which enables quality coexistence of the local population and tourists. What makes us most proud is the fact that Destination Podčetrtek significantly contributes to the reputation and attractiveness of Slovenia on international tourist markets.

JOINING THE GREEN SCHEME

In 2017, the Podčetrtek destination joined the Green Scheme of Slovenian Tourism and in 2018 also received the Slovenia Green Gold Label.

With many green projects, we have proven that we present the Slovenia Green sign with quality and we encourage all stakeholders in tourism to implement sustainable behavior practices in tourism, both within our destination and externally. Under the umbrella of the "Green Scheme of Slovenian Tourism", we implement green policies and create green experiences.





OUR DESTINATION IN NUMBERS

POPULATION AS OF 1. 1. 2022

MUNICIPALITY OF PODČETRTEK: **3557**

MUNICIPALITY OF BISTRICA OB SOTLI: **1361**

MUNICIPALITY OF KOZJE: **3029**

396 IN THE REGISTER OF
IMMOVABLE CULTURAL
HERITAGE
OBJECTS

KOZJANSKO REGIONAL PARK

In the area of natural resources, our greatest pride is the Kozjansko Regional Park, which covers a total area of 206 km² and is one of the oldest and largest protected areas in Slovenia. The greater part (69%) of the park belongs to the European important special protection areas - NATURA 2000, defined by two directives:

- **Birds Directive** - for the conservation of wild birds
- **Habitat Directive** - for the preservation of natural habitats and wild animal and plant species

GREEN INDICATORS



**40 ACCOMODATION
FACILITIES**



Green Key

1 GREEN KEY



**1 GREEN PARK
2 GREEN ACCOMODATION**



**8 ELECTRIC CHARGING
STATIONS**



**BIKE RENTAL
SYSTEM AT 6
STATIONS**

KEY ESG FACTORS

By operating in accordance with social and environmental responsibility, we strive to improve results in the field of nature protection, health and safety and participate in the development of the social environment, therefore we include economic, social and environmental effects in our reporting.

FACTOR	COLLABORATION	ACTIVITIES
ENVIRONMENTAL	KOZJANSKI PARK, OKP	IZOBRAŽEVANJA ZA PONUDNIKE, SPODBUJANJE K LOČEVANJU ODPADKOV, VARČNI RABI VODE IN ELEKTRIKE, SPODBUJANJE K PITJU VODE IZ PIPE
SOCIAL	PROVIDERS AT DESTINATION	IZOBRAŽEVANJE IN USPOSABLJANJE ZAPOSLENIH V TURIZMU, PODPORA LOKALNEMU OKOLJU
ECONOMIC	PROVIDERS AT DESTINATION	SPREJETA POLITIKA TRAJNOSTNEGA POSLOVANJA, NAGRAJEVANJE NAJ TURISTIČNIH DELAVCEV,

GOALS IN THE AREA OF SUSTAINABILITY

In 2023, we will obtain the Green Key standard, which is the leading standard of excellence in the field of environmental responsibility and sustainable operation in the tourism industry. We also want to continue with the inclusion of the sustainable aspect of the destination's operations, as we would like to establish a balance between the needs of tourists, tourism service providers, the environment and the destination.

SUSTAINABLE ACHIEVEMENTS

FIRST CYCLING CONNECTIONS IN THE MUNICIPALITY OF KOZJE

Construction of the Podsreda-Železno cycling link, 1.5 kilometers long, has begun in the Municipality of Kozje. The value of the works financed by the Ministry of Infrastructure, the Directorate of Infrastructure of the Republic of Slovenia (DRSI), amounts to just under 370 thousand euros. The works began in Podsreda at the beginning of the planned route, where the selected contractor is Gaal construction, d. o. o., first arranged the crossing of the stream that runs along the planned route of the bicycle connection. Work has already continued along the route, where they are continuing to arrange the base where the bicycle connection will take place.



DIGITAL CONTENT AT THE RENOVATED BANOVINA CENTER

In the project entitled Kul-digital Podčetrtek, which is partially financed by the Republic of Slovenia and the European Union, namely from the European Regional Development Fund (ERDF), Turizem Podčetrtek, Bistrica ob Sotli and Kozje is developing new tourism products with added value based on heritage viticulture, winemaking and monastic herbalism. The Banovina Center was until now an unused facility, in which local wine and cuisine tastings were upgraded with interactive content and turned into an element of a five-star experience that they want to offer to visitors who choose this area for their vacation.

SUSTAINABLE KOZJANSKO AND OBSOTELJE

Kip vizija, d. o. o., from Lesično, successfully applied for the tender of LAS Obsotelje and Kozjanska with the OK Ruralni servis project. It is a joint project that Kip vizija, as the applicant, will implement jointly with its partners, the DMP Atomček Association and Kozjanski Park. The purpose of the entire project is to establish conditions for the marketing of three local services, which appear to be necessary and desirable in the area of Kozjansko and Obsotelje. In addition to all this, they will raise awareness of the importance of preserving nature for future generations and establish new services for sustainable Obsotelje and Kozjansko.



CONSTRUCTION OF THE TREATMENT PLANT PODČETRTEK

Already in May, the municipality of Podčetrtek signed an agreement with the Ministry of Economic Development and Technology on financing the construction of the Podčetrtek wastewater treatment plant, which will be available for 5,000 population units. The value of co-financing by the Ministry of Economic Development and Technology amounts to 1.85 million euros, and the municipality will provide the difference from its own resources. As they already said at the signing of the contract with the Ministry of Economic Development and Technology in May, the new sewage treatment plant will replace the old one, which is no longer sufficient for the needs, which have been increasing sharply in recent years.

ANALYSIS OF SURVEY QUESTIONNAIRES



INTRODUCTION

The tourist destination Podčetrtek entered the path of sustainable development by being included in the Green Scheme of Slovenian tourism and is the recipient of the Slovenia Green Destination gold mark. Among the important activities of sign renewal is the acquisition of data from various stakeholders: the population, visitors and the tourism industry, which wanted to obtain basic information and opinions from local residents and, based on this, prepare starting points for improving the quality of sustainable business and destination development.

ANALYSIS OF SURVEY FOR VISITORS

01

SURVEY PERIOD

We conducted surveys from 1 April 2021 to 30 October 2022.

04

TARGET GROUP

The respondents were both domestic and foreign visitors.

02

NUMBER OF RESPONDENTS

489 people participated in the questionnaire.

03

SURVEY PLACES

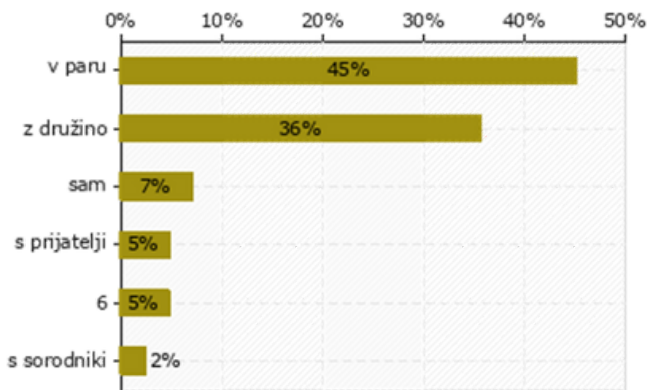
Surveys were conducted on TIC and via social networks.

01 WHAT COUNTRY DO YOU COME FROM?

The survey showed that 57% of respondents came from Slovenia, 14% from Croatia, 11% from Serbia, 7% from Azerbaijan, 6% from Austria and 5% from Italy.

02 HOW MANY TIMES HAVE YOU/WILL YOU SLEEP IN OUR DESTINATION?

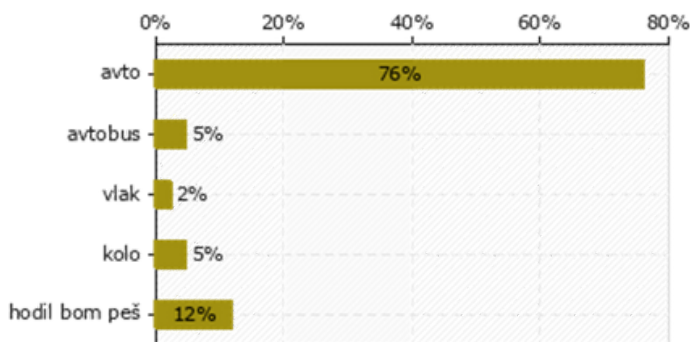
On average, visitors stay at our destination for 4.7 days. Most of them (20%) answered that they sleep at the destination 10 times, 15% of them slept 2 times and 15% 3 times, 15% 4 times, 10% of them slept 7 times and 5 times and 15% 1 time.



03 WHO ARE YOU TRAVELING WITH?

The analysis showed that the majority of respondents (45%) traveled as a couple or with their family (36%). To a lesser extent, they traveled alone, with friends, and the least with relatives (2%).

04 THE MOST COMMON FORM OF TRANSPORTATION?

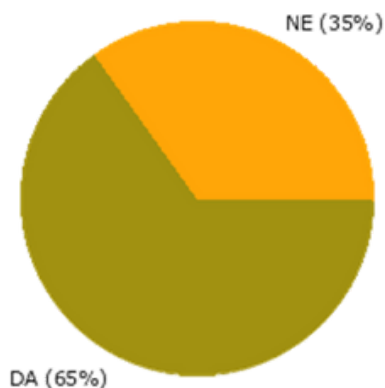


As the most common form of transport during their stay at the destination, as many as 76% of the respondents answered by car, 12% of them decided to walk around the destination, and the least number of people, only 2%, chose the train.

05 THE MAIN PURPOSE OF VISITING THE DESTINATION?



Most of the respondents (40%) answered that they come to the destination for rest, 20% for recreation, 15% for entertainment and cuisine. The second most common answers under the option other are visiting relatives or visiting on weekends.

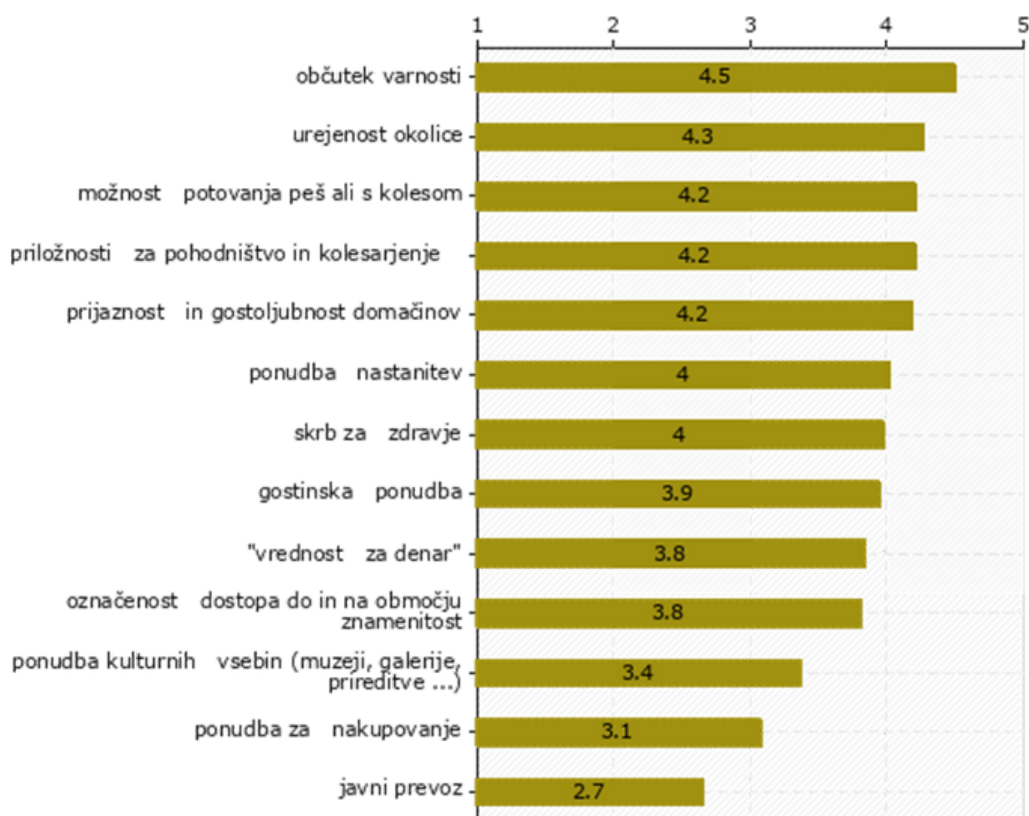


06 DO YOU KNOW SLOVENIA GREEN, THE SLOVENIAN BRAND FOR SUSTAINABILITY IN TOURISM?

The analysis showed a surprising result that as many as 65% knew or already heard of the brand Slovenia Green. 35% of respondents did not know the label.

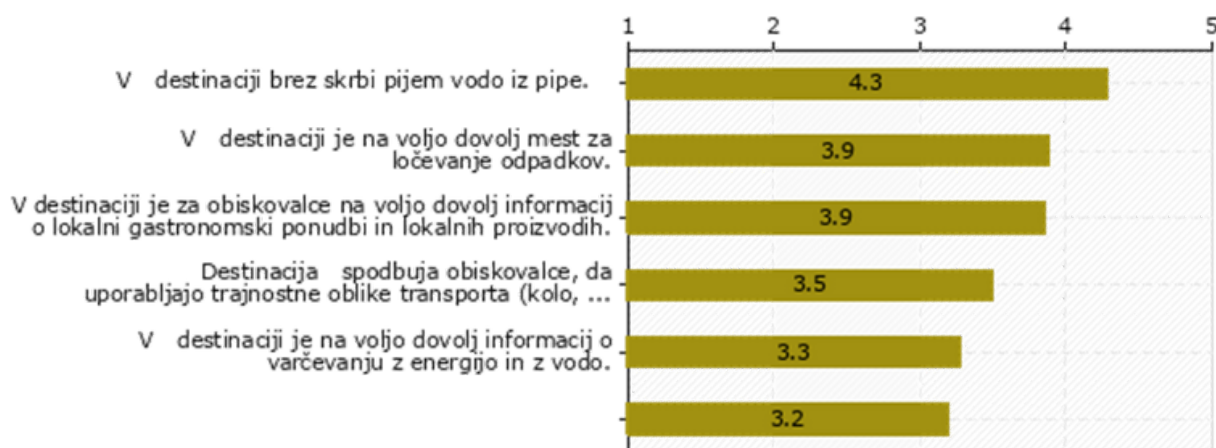
07 RATE THE LEVEL OF SATISFACTION WITH THE OFFER AND CHARACTERISTICS OF OUR DESTINATION, WHERE 1 = VERY DISSATISFIED AND 5 = VERY SATISFIED:

Respondents were most satisfied with the feeling of safety at the destination and the cleanliness of the surroundings. This was followed by satisfaction with the hiking and cycling routes and the hospitality of the locals. They were neither satisfied nor dissatisfied with the offer for shopping and the offer of cultural content. They were mainly dissatisfied with public transport.



08 INDICATE YOUR LEVEL OF AGREEMENT WITH THE STATEMENTS BELOW, WHERE 1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE:

The respondents largely agreed that water can be safely drunk from the tap, they also agreed about being informed about the offer and that there are enough places to separate waste. The least respondents were of the opinion that the use of sustainable means of transport and the availability of information on saving water and energy are sufficiently encouraged.

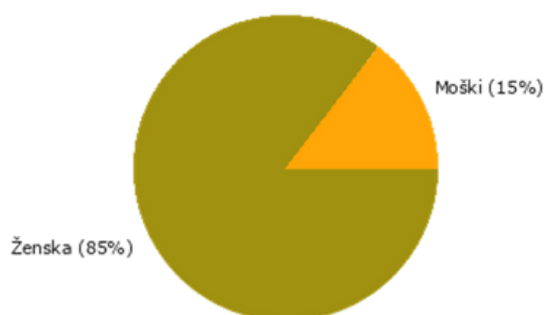


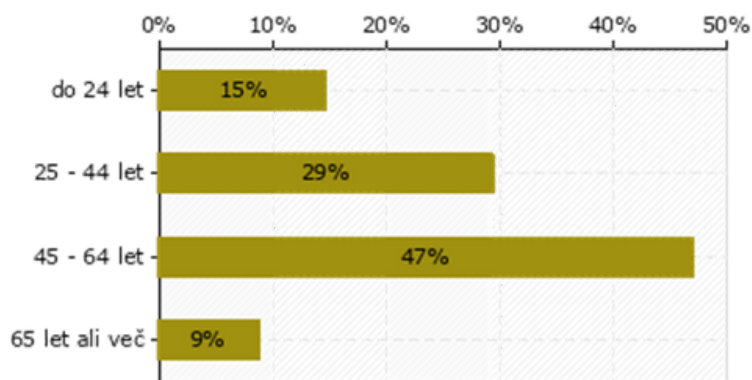
09 IN YOUR OPINION, WHAT ELSE COULD THE DESTINATION DO FOR A GREENER TOURIST OFFER?

For this question, the respondents had the option of an open answer. The analysis showed that as many as 65% of the respondents expressed the opinion that more public transport connections should be established, 24% highlighted the offer of the market with local produce/products, 6% mentioned a greater offer of electric means of transport, and 5% footpath markings.

10 GENDER OF RESPONDENTS

85% of women and 15% of men answered this questionnaire.



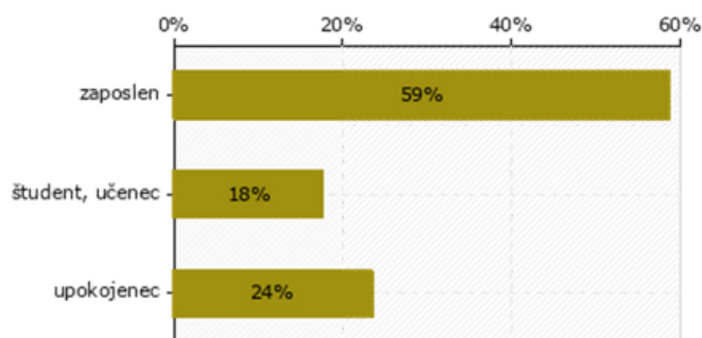


11 AGE OF RESPONDENTS:

The analysis showed that as many as 47% of tourists who traveled to the destination were between 45 - 64 years old, followed by the group between 25 - 44 years old (29%), 15% of them were up to 24 years old, at least 9% and 65 years or older.

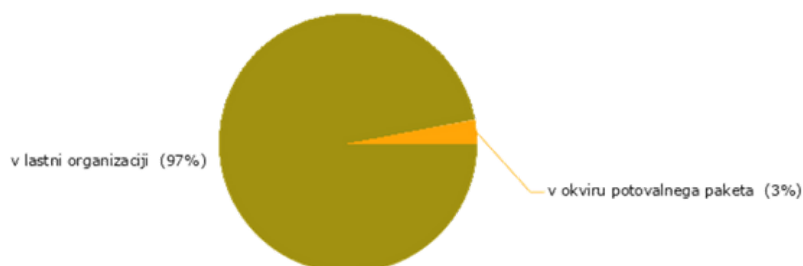
12 STATUS:

59% of respondents who came to the destination were employed, 24% were retired, and at least 18% were students or pupils.



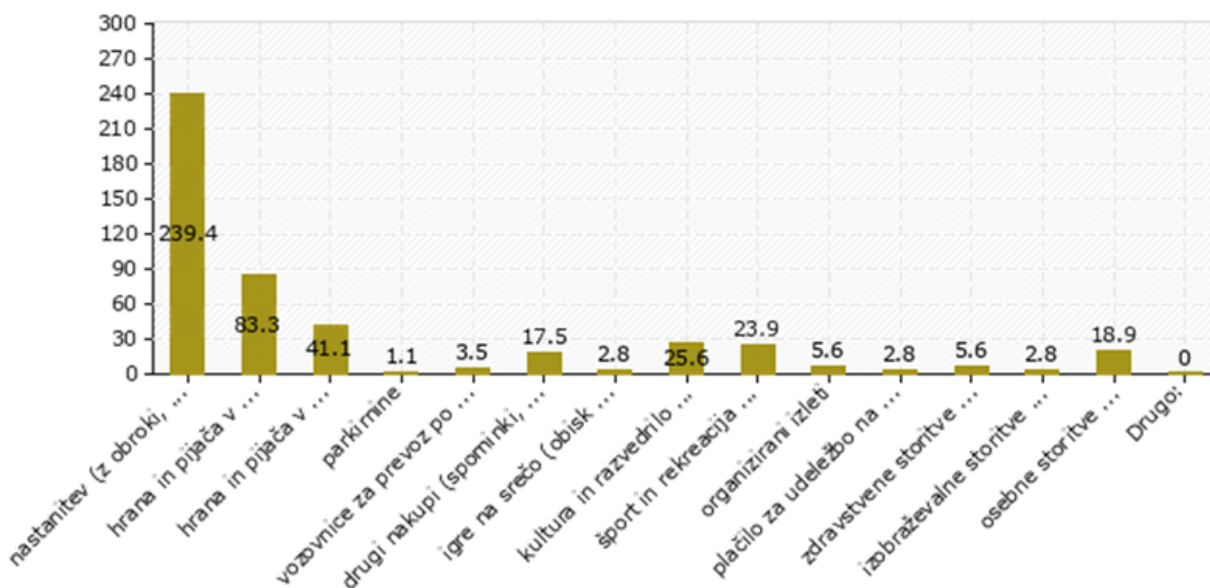
13 HOW DID YOU TRAVEL TO THE DESTINATION?

Most of the respondents, 97%, arrived at the destination in their own organization, and 3% as part of a travel package.



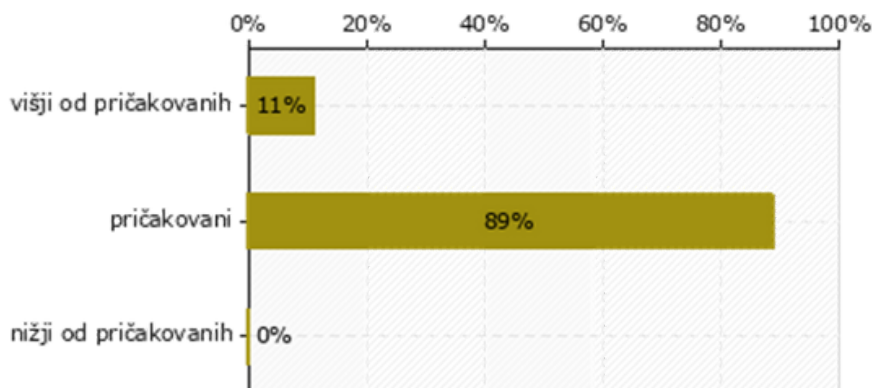
14 HOW MUCH MONEY DID YOU/WILL YOU SPEND ON INDIVIDUAL GROUPS OF SERVICES DURING YOUR VISIT?

In this question, we were interested in how much money the respondents spent on each group of services. On average, they spent the most on accommodation, about 239.4 euros, on food and drinks they spent 83.3 euros in restaurants and 41.1 euros in shops. About 25 euros were spent on entertainment, recreation and personal services, and at least between 2.8 euros and 5.6 euros were spent on transport, education or gambling.



15 WHAT DO YOU THINK THE COSTS OF VISITING THE DESTINATION WERE?

The survey showed that as many as 89% of the respondents were of the opinion that they spent as much as they expected at the destination, 11% of them answered that the expenses were higher than expected.



ANALYSIS OF SURVEY FOR LOCALS

01

SURVEY PERIOD

We conducted surveys from 1 April 2021 to 30 October 2022.

02

NUMBER OF RESPONDENTS

137 people participated in the questionnaire.

04

TARGET GROUP

The respondents in this survey were residents of 3 municipalities of the Podčetrtek destination

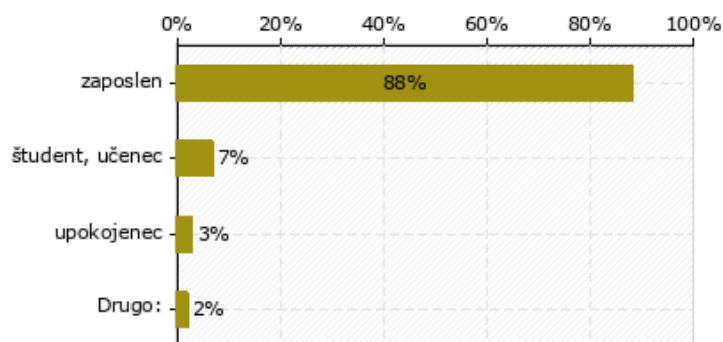
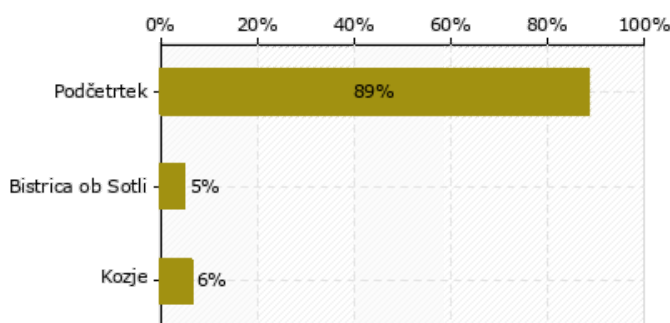
03

SURVEY PLACES

Surveys were conducted on TIC and via social networks.

01 WHAT MUNICIPALITY DO YOU COME FROM?

89% of respondents were from the municipality of Podčetrtek, 6% from the municipality of Kozje and 5% from Bistrica ob Sotli.

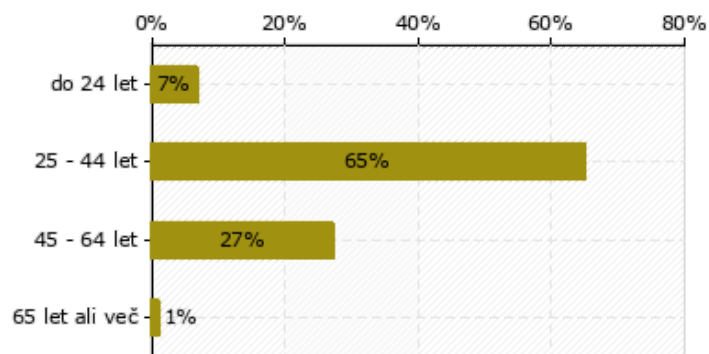


02 STATUS:

The majority of respondents were employed (88%), 7% were students, and 3% were retired.

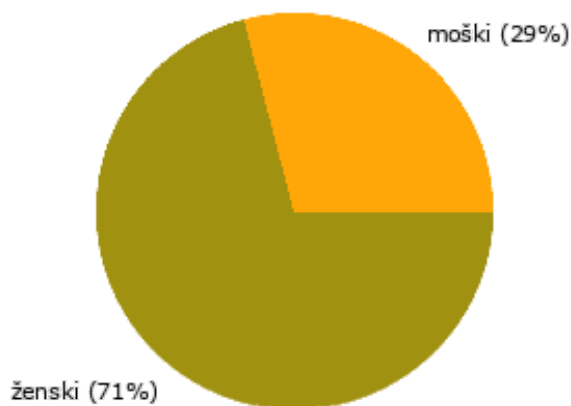
03 AGE OF RESPONDENTS:

65% of respondents were between 25 - 44 years old, followed by a group of 27% between 45 and 64 years old, 7% of them were up to 24 years old and 1% 65 or older.



04 GENDER OF RESPONDENTS:

The population survey was answered by 71% of women and 29% of men.



05 INDICATE YOUR LEVEL OF AGREEMENT WITH THE STATEMENTS BELOW, WHERE 1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE:

The survey showed that the residents feel safe despite tourism and that it alone does not cause worse health conditions. Also, the cost of living has not increased significantly. The locals are satisfied with the development of tourism, but they are neither satisfied nor dissatisfied with the work of the tourism development organization. There are certainly opportunities in informing the local community about the development of sustainable tourism, care for nature and culture. The analysis also showed that the local community neither agrees nor agrees that they benefit from tourism and tourists.

