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EVENT

THE HEART OF EVERY TURISTIC
DESTINATION

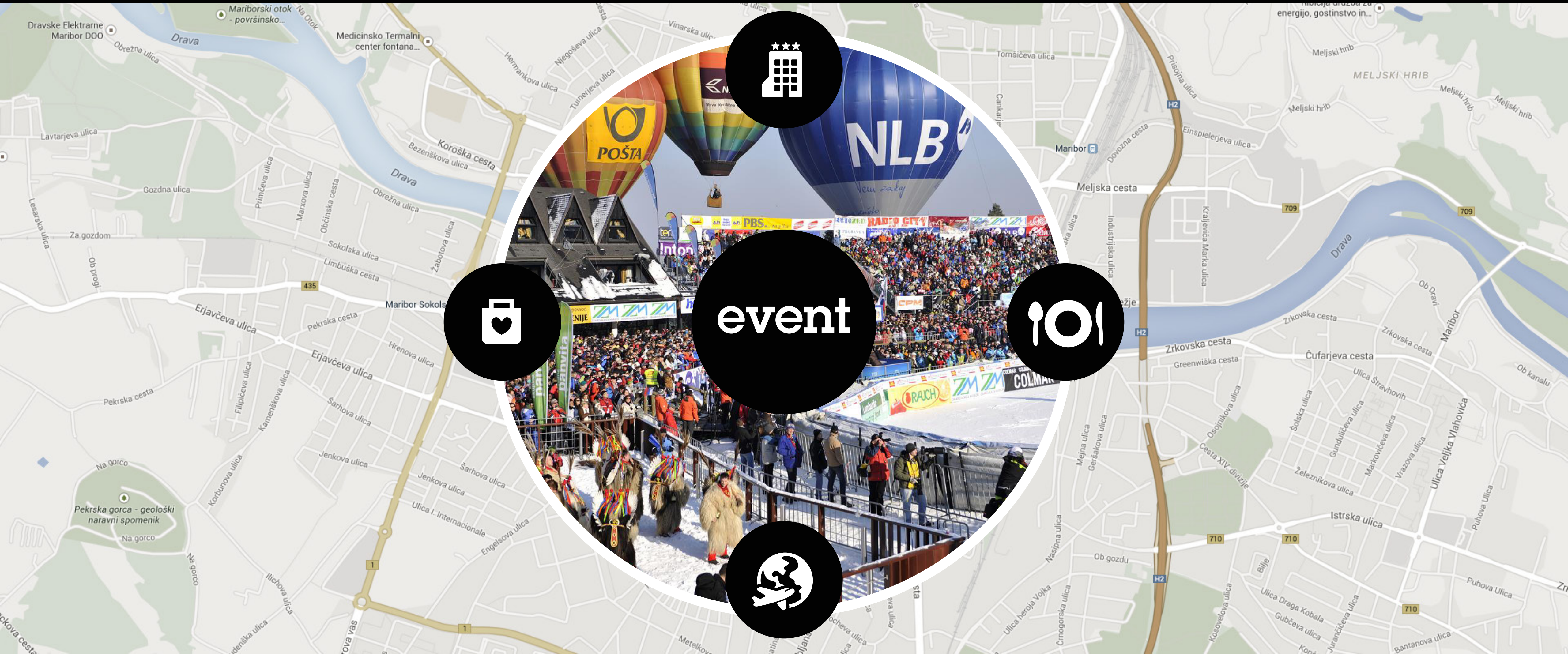
Why is event so important for the touristic destination?

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- 01** is one of the strongest marketing tools, for the promotion of destination
- provides recognition of the new destination
 - 02** is the connector of different interdependent partners on destination
 - 03** is a magnet of attraction for special product customers or/and wider audience
 - 04 IS THE GENERATOR OF DEVELOPMENT OF THE SPORTS INFRASTRUCTURE**
- the infrastructure for the event is the infrastructure for our future touristic product

Why is event so important for the touristic destination?

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What kind of event is suitable for our destination?

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01 What do we want to achieve with the event organization?
Long term event with the right strategy – the key of success

02 Systematic growth of the event from local to the international level

03 Why should our event be something unic?

04 Long term event with the right strategy – the key of success

What kind of event is suitable for our destination?

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istanbul



boarding



Golden Fox/Zlata lisica

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AUDI FIS SKI WORLD CUP, Maribor – Slovenija



Facts:

- **51st edition** of organizing the alpine world cup events on Pohorje in Maribor
- recognition of the city of Maribor on the world ski resorts map
- development of ski infrastructure on the ski resort Pohorje
- one of the largest TV ratings between all ski world cup events – the biggest and the most favorable promotion for skiing on Mariborsko Pohorje resort in Maribor
- **300** accredited journalists
- **over 5.000** accredited guests
- **20.000** daily spectators



Golden Fox/Zlata lisica

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AUDI FIS SKI WORLD CUP, Maribor – Slovenija



Events in Bike park Pohorje, Maribor - Slovenia

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Facts about Bike park Pohorje

- member of the Gravitycard, 13 European leading bikeparks (top 3 in the last 3 seasons)
- one of the longest season of the European bike parks
- new cable car gondola with cca 700 high – altitude meters
- excellent natural conditions and terrain relief for development of EU cycle center

Events in Bike park Pohorje, Maribor - Slovenia

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Facts about events in the bike park Pohorje

- UCI MTB World Cup events since 1999
- IXS Downhill Cup since 2013
- Other events:

Ride First Bike Festival

Whip Star



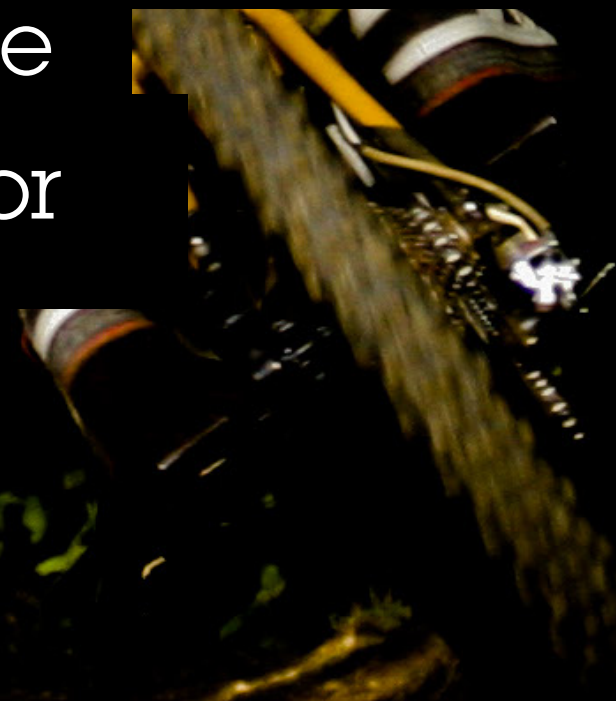
Events in Bike park Pohorje, Maribor - Slovenia

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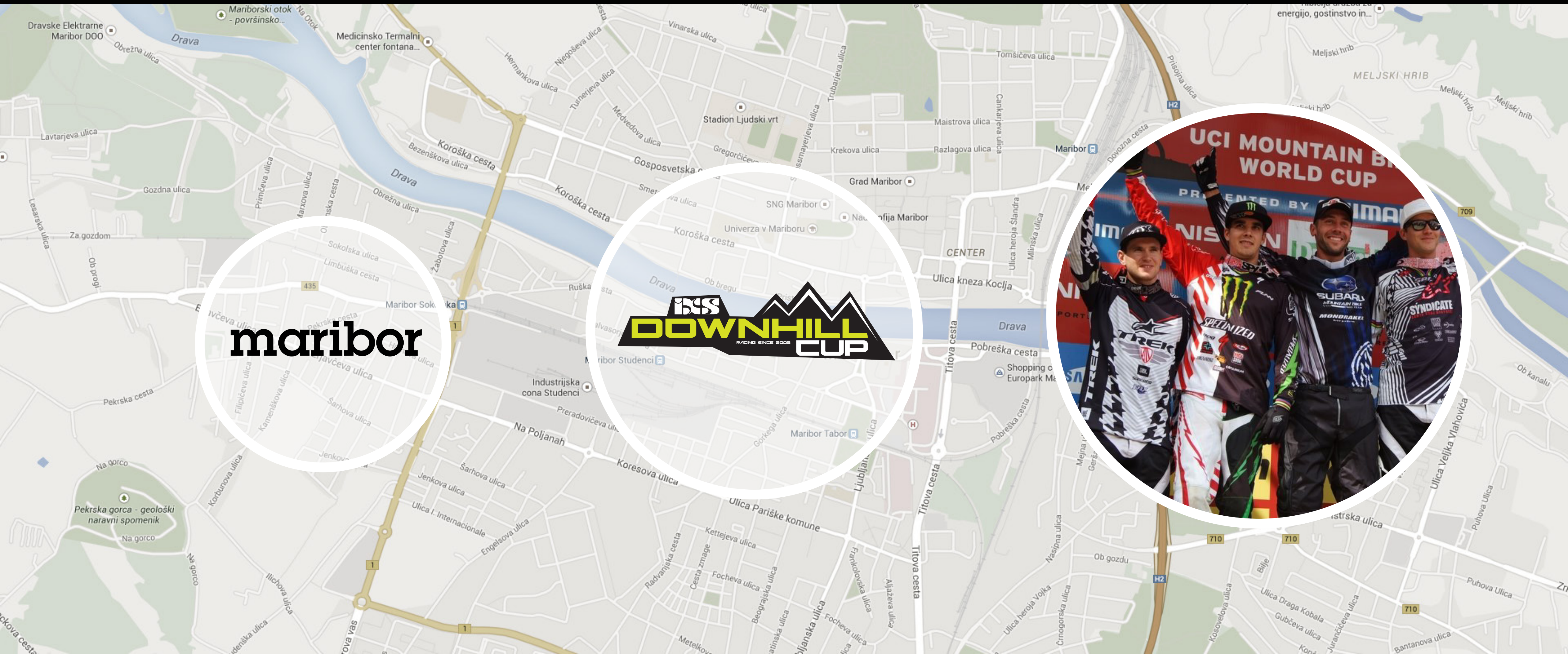
Advantages of events in Bike park Pohorje for Maribor

- High level of infrastructure and logistic facilities
- easy access to the event area and to the race tracks
- Geographic location in Europe
- Nearness of the city of Maribor



Events in Bike park Pohorje, Maribor - Slovenia

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thank you for your attention

