

**GREEN MILESTONES IN THE
DESTINATION NOVA GORICA IN
VIPAVSKA DOLINA 2020 -2023**

**Sustainability report of the Municipality
Renče-Vogrsko**

Zavod za turizem Nova Gorica in Vipavska dolina, which was founded by the Municipality of Nova Gorica, Municipality of Ajdovščina and Municipality of Renče-Vogrsko started operating in 2020. All three municipalities are included in the Green Scheme of Slovenian tourism:

- Mestna občina Nova Gorica: Slovenia Green Gold (od 2015)
- Občina Ajdovščina: Slovenia Green Silver (od 2019)
- Občina Renče-Vogrsko: Slovenia Green Bronze (od 2021)



Zavod signs the pledges for **LESS plastic, MORE sustainability** and **Green and healthy office**.



Increasing the visibility of the **Vipavska dolina** - systematic advertising, editing the official web portal www.vipavskadolina.si and social network channels, receiving journalists, presentations at fairs, reporting to the media, etc. Designing new campaigns that encourage authentic experiences throughout the year: Bike & Taste, Paradise for Families, Dream of Paradise Flavors and Secrets of Paradise Valley.

New **Green Guide**, with green and sustainable content for visitors.



Establishment of the Vipava Valley Outdoor web application with hiking, cycling and motorcycling paths.

Digitization of 4 units of cultural heritage: Kastr in Ajdoščina, Solkan bridge in Solkan, castle in Vipavski Križ and Rihemberk Castle in Branik and the development of new products. The new website of local products Tržnica na borjaču, which launched in 2021, lands among the Top 100 Green Destinations.

Establishment of an online **Calendar of local events - Where and when?**, free advertising events at the destination.

The tourism development and marketing strategy for Nova Gorica and the Vipava Valley is in its final phase.

News in the offer:

- Sabotin Visitor Center – Walk od peace, owned by MONG and managed by Javni zavod za turizem.
- New reception and interpretation center Grad Rihemberk
- Vinišče open-air museum and Sanitation Museum in Renče

Participation in activities for the upcoming European Capital of Culture: **GO! 2025**.

Zavod za turizem has organized new **annual tourist events**:

- Tourist spring (tourism stakeholders)
- Jump into Paradise Valley (journalists)
- Green Day of Slovenian tourism (tourist providers)
- Participation in the organization of major sports events: Giro d'Italia, Race around Slovenia, Ultratrail Vipava Valley, etc.

Establishment of the **Center for Sustainable Mobility Nova Gorica** (managed by the Tourism Office) for:

- the slogan chosen through the competition: "Green = my choice"
- European Mobility Week
- strengthening of sustainable ways of travel
- Nova Gorica leaflet - walk through the history of the young city
- signposts around the city

Number of bicycle rental places:

- MONG: from 4 bikepoints in 2019 to 14 in 2023
- OA: from 2 in 2019 to 6 in 2023

Successful providers:

- The number of new certified providers has increased since 2019:

☑ MONG: from 2 to 6 certified accommodations and from 0 to 2 certified caterers

☑ OA: 1 new certified travel agency in 2023

☑ ORV: 1 new certified accommodation

- Many awards to providers: Michelin stars, Decanter, Gault&Millau,...

- Tourist products TOP experiences on the portal Vipavskadolina.si

Cooperation with providers via the new e-mail address top-dozivetja@vipavskadolina.si and numerous trainings and cooperation with providers.

Overnight stays in 2022 (219,137 overnight stays) came close to the figures from 2019 (247,047 overnight stays). Age

stay: 2 days. 80% of arrivals in 2022 took place in the destination within 8 months.

MUNICIPALITY RENČE-VOGRSKO:

- **Green heart of the Karst** – route layout of the green heart of the Karst. The Green Heart of Karst route represents the post-fire reconstruction of both the Italian and Slovenian Karst, which burned in 2022 in large multi-day fires. This project will connect the municipalities of Nova Gorica, Miren-Kostanjevica, Renče-Vogrsko and Komen on the Slovenian side and the municipalities of Devin Nabrežina, Doberdob and Sovodnje on the Italian side.
- "**Pr'barabonu Bunker**" - an open, renovated, unique bunker - hideout in Vogrsko (privately owned), which was used by the organizers of the NOB in Primorska firewood. The National Liberation Council for Primorska Slovenia was founded here in September 1943. This unique monument of the past is available for tours.



- **Tourist exchange** - Zavod za turizem Nova Gorica in Vipavska dolina organized the second tourist exchange, Touristic Spring this year, aimed at foreign and domestic organizers of tourist trips, and was held in the **Cultural Center in Bukovica**. The event attracted several local tourism providers and, for the first time, many foreign tour operators to the tourist exchange. Tourist destinations from the Mediterranean and Karst tourist regions and the neighboring Friuli-Julian region also present their offer. As part of the expert consultation, the participants also learned about the opportunities that the European Capital of Culture brings, and the day ended with the traditional event Wines of the Mayors of the Vipava Valley with the awarding ceremony to local winemakers.



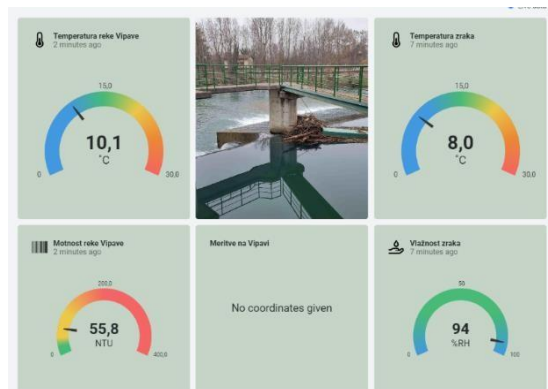
- **Tourist information center Renče-Vogrsko** - in the lobby of the Bukovica Cultural Center, the information point was officially opened in 2023 and represents an important milestone in the development of tourism in the municipality of Renče-Vogrsko. It will provide information for tourists and locals, as well as support local providers. Both the municipality and the Tourism Institute of Nova Gorica and Vipava Valley see ever-increasing potential and new opportunities in the development of tourism in the area of the municipality.



- **Bird observatory** - bird watching is an interesting and increasingly popular way of spending free time in nature, even in Slovenia. As part of the VIPava project, the establishment of a routing infrastructure in the area of the Vipava Valley is planned, which will direct visitors from the most sensitive areas to areas where they will not disturb natural processes and will not have a negative impact on the target species and their habitats. One of the intermediate points is also an observatory for birds, which is located near the abandoned Rhenish clay mine. A two-kilometer-long footpath leads around the lake to the bird observatory. Some exceptional bird species have created nesting grounds here, making the location interesting for ornithologists and other bird watchers.
- **First World War Sanitation Museum in Renče** - in the old mortuary at the cemetery in Renče, there is a mini-museum of the First World War, which, among other things, presents the operations of the Renče military hospital, because Renče was in the rear of the Soška Front. The health department is represented by photographs and various documents, original medical devices are also on display.
- **Open-air museum in Vinišče - World War I park in Vinišče**, in one of the hamlets of Renče, is located on an area of 10,000 square meters and is interspersed with trenches, bunkers, a cavern and well-maintained paths. A large number of soldiers from the entire Austro-Hungarian monarchy fought in this area, including a large number of Slovaks, who erected a memorial here in memory of their soldiers. It is a six-meter wooden tower in the shape of a bell, which stands next to the cave on top of the hill.



- **Digitization of the river Vipava** - a sensor was installed at the dam in Renče that measures the flow, temperature of water and air, as well as the turbidity and humidity of the river.



- **Day of Soča and sister Vipava river-** the Vipava river has great potential for the development of tourism, but at the same time it threatens with floods. To make it safe enough for the locals and at the same time attract tourists and other visitors, the Day of Soča and her sister Vipava is held every year. Three locations are classified as sports and recreational areas, which will be the basis for regulating access to water. A decree on the navigability of the Vipava River will also be made and the surrounding area will be regulated. These areas will be arranged so that tourists can park by the water, and waste disposal in suitable places will also be arranged.

The municipality has adopted and is in the process of adopting quite a few important documents:

- Development strategy of the Municipality for the period 2022-2030
- An integrated transport strategy to ensure sustainable, safe and active mobility, functional infrastructure and with expedient and rational interventions to support the quality of life and accessibility for all users.
- Agriculture development strategy for the period 2023-2034, prepared by four municipalities of the Vipava Valley: Renče-Vogrsko, Nova Gorica, Ajdovščina and Vipava.
- Construction of communal infrastructure - completion of the project construction and renovation of communal and other public infrastructures. The largest and most demanding project since the founding of the municipality will be completed. In addition to the renovation of the water supply system, which was built in 1905, and the construction of sewage systems, public lighting and telecommunication channels will also be arranged.

Vipavska dolina. Vsa drugače. Vse leto.



Zavod za turizem
Nova Gorica in
Vipavska dolina

Renče, March 2024

Sustainability report: Zavod za turizem Nova Gorica in Vipavska dolina in Občina Renče-Vogrsko