Welcome to Bled

The latest edition of the Convention Bureau Bled’s Meeting Planners Guide is the definitive resource for essential information on Bled’s meeting suppliers and infrastructure.

With more than 1,000 years of history, an exuberance of natural beauty, breathtaking views in every direction, many exceptional products and excellent services at every step of the way, Bled has naturally risen to a lofty height on the world conference map. Add to this Bled’s historic image as a cosmopolitan town that has lured many royal families to it and it all makes it a must today for many governmental visits and profile summits.

Bled is undoubtedly one of Europe’s most stunning meetings destinations that will captivate visitors the whole year round. The appeal of its mesmeric Alpine lake has been acknowledged by it receiving UNESCO protection, which further underlines its status as a fairytale setting. Whether seeking out history or uncovering one of the many local legends, or simply seeking a tranquil sanctuary amidst the best that nature has to offer to get in touch with one’s inner zen, Bled is ideal for every visitor – it’s a place that seamlessly brings together the traditional and the modern, and it’s also a hub for executive education and a cradle of many of the world’s great sporting champions.

The Convention Bureau Bled offers impartial information to ensure that an event in Bled will be carried out with great success. The Convention Bureau is backed by a supportive and proactive business industry who together will assist meeting planners in securing and staging a truly unforgettable business event in Bled.

Let’s meet up in our little corner of paradise!

Bled Tourist Board and Convention Bureau Bled
Why Slovenia as a destination?

Central European Location
Slovenia is situated right at the crossroads of Europe and can be accessed from every direction by air, road and rail. Slovenia is a part of European Union, the Schengen zone and has the Euro as its currency.

Short distances, hospitality and safety
Slovenia covers an area of just 20,237m² in Central Europe, so with very short transfer distances it makes it hugely convenient for organising meetings. The population of just over two million inhabitants also makes it one of the smallest countries in Europe and one that is considered safe and hospitable, with 92% of Slovenes speaking at least one foreign language, of which English, German and Italian are the main ones.

Diverse
Slovenia’s diverse landscape – from the Alpine Region in the North to the Mediterranean in the South and the Pannonian plains in the East – makes it the perfect location for meeting planners to create a fully diversified programme all within a single destination.

Green
Slovenia is becoming renowned as a bijou, green destination, having taken major steps in its sustainable tourism. The country’s biodiversity – more than one third of Slovenia’s land mass is included in Europe’s Natura 2000 network, whose protected areas maintain the biodiversity of Europe – was a key reason for meeting planners to adopt the “Green Scheme” meetings strategy. The Slovenian Tourism Board’s Green Scheme is a strategy to promote the preservation of the environment, local authenticity and a higher quality of life.
Why Bled as a destination?

Easily accessible destination with facilities all within walking distances
Bled is located at the foot of the Julian Alps in Northeast Slovenia and near to both the Austrian and Italian borders. It is highly accessible, being just 30 minutes from the capital Ljubljana and a quick drive from Slovenia’s International Airport. Its accessible location makes it the perfect starting point to explore the beauties of the Alpine Region, or to combine it with a visit to the Mediterranean Region and the Adriatic Sea. Once in Bled, the distances between the town’s facilities are all within walking distance.

Hospitable and safe
Slovenia is traditionally known for the warm welcome it gives to visitors. Historically, visitors were welcomed with bread and wine as soon as they walked off the train, but nowadays the hospitality is more often shown in friendly service at the utmost professional level. Bled is also a very safe destination to travel to.

Rich in history, first-rate facilities
Bled’s rich history, dating back as far as 1004, took it to the forefront of Alpine cosmopolitan destinations. Many events have found their home in Bled and return there year after year. Today, Bled can host events for up to 550 delegates, with first-rate meetings and accommodation facilities all within walking distance. Special venues and gourmet cuisine all make Bled a very special experience.

Green & Authentic
In the Bled of today ‘Green’ and ‘Authentic’ are the key buzzwords. The Municipality of Bled has adopted the Zero Waste strategy, the service providers the “Green Scheme” strategy, and the awareness of the importance of sustainability whilst preserving the authentic is visible on every corner in Bled.
Convention Bureau Bled

Convention Bureau Bled is a non-profit organisation, operating under the umbrella of the Bled Tourist Board. Its main tasks include the marketing and promotion of Bled as an inspiring and refreshing destination for medium-sized corporate, governmental and association meetings, larger international sports events and incentive travel. Furthermore, it acts as a source of objective information on meeting venues and service providers in Bled, supporting planners in the selection of the most suitable partners, as well as assisting them with expert advice and material. The Convention Bureau links the suppliers of Bled and promotes co-operation between its members, aiming at constant growth in quality and supporting green and sustainable meeting products.
• BLED HAS OVER 2,000 ACCOMMODATION FACILITIES (OF WHICH 87 ARE IN 5-STAR, 606 IN 4-STAR AND 469 IN 3-STAR HOTELS)
• THE AVERAGE TEMPERATURE IS -1.8 °C IN JANUARY AND 17.9 °C IN JULY
• MORE THAN 12 MILLION OF THE FAMOUS “KREMŠNITA” CREAM CAKE SOLD
• HIGHEST ANNUAL WATER TEMPERATURE: 26 °C
• 23 “PLETNA” BOAT CAPTAINS
FEEL BLED
LOCATION, LOCATION, LOCATION

Bled, your little corner of paradise, is already renowned for its boundless beauty, as the city is located in the middle of idyllic nature and characterised by features of cultural and symbolic wealth: the lake with its island and a medieval pilgrimage church on it, the castle on the precipitous rock face, the villas and parks surrounding the lake.

The fairytale Bled castle sits atop a steep cliff above the idyllic, pristine lake. The first reference to Bled was by way of mention of the castle in the year 1011, after which they could gauge the age of Bled as a city with thousands of years of history and tradition. The castle hill offers a breathtaking view over the lake and its island, to the nearby hills surrounding the lake, and to the high, rocky peaks of the Alps in the background. The lake’s island is tree-covered, with a church tower rising from its midst and creating the impression of a small town floating in the middle of the lake. According to history, the island was a pilgrimage site for Slavs to worship Živa, the goddess of fertility, love and abundance, which is today fulfilled by ringing the wishing bell in the church.

Lying at the foot of the Julian Alps, the lake was formed approximately 14,000 years after the withdrawal of the Bohinj glacier. Lake Bled has three thermal springs on its northeast side, which is why its water reaches a very pleasant 23 degrees in the summer time. The thermal springs are now covered by the three swimming pools of the Grand Hotel Toplice and the Golf and Park hotels.

South of Lake Bled are the densely forested Pokljuka and Jelovica plateaus, the easternmost parts of the Julian Alps. Here the Sava Bohinjka and the parallel Bohinj Railway lead up to the Bohinj basin, Lake Bohinj, and the Triglav massif. Triglav National Park, named after the highest peak (Triglav - 2864 m) in Slovenia that is located in the heart of the park, is the country’s only national park.

The best part of all about Bled is its location, situated in the north-western corner of Slovenia, at the foot of the Julian Alps and between the Sava Bohinjka and Sava Dolinka rivers. Bled is just 35 kilometres from the border crossing with Austria through the Karawanks mountain range, 45 kilometres from the border crossing with Italy through the Rateče border crossing, and Slovenia’s biggest international airport, Ljubljana Jože Pučnik Airport, is just 34 kilometres away. Bled is also located a mere 150 kilometres from Adriatic coast and 50 kilometres northwest of Slovenia’s capital of Ljubljana.
Demanding ascents, picturesque valleys, unique foliage, wild animals and fairytale lakes – in the heart of pristine nature and just a stone’s throw away from Bled you can find all this in the Triglav National Park, named after the highest Slovenian mountain that lies almost exactly in the heart of the park.

Triglav National Park is the only national park in Slovenia and it carries out a special nature conservation regime that is more stringent than in the usual landscaped parks. It was given the name Triglav after the peak rising to 2,864 m and it extends from the north-west of Slovenia near the border with Italy to the Austrian border in the south-eastern part of the Alpine massif. Triglav is a symbol of Slovenia and the source of countless stories and legends, one of them saying that it is named after the three-headed Slavic god who lived on the mountain, others arguing that the mountain is named after its characteristic shape.

The Park makes up for 4 % of Slovenia’s total surface area and it is one of the oldest National parks. Its uniqueness is in its diverse unspoilt nature, the rich flora thriving there and also being home to numerous protected animals. Its valleys and plains are covered with carpets of green forests and pastures, above which the vertiginous peaks of enchanting and jagged forms rise from the earth like great stalagmites.

Through numerous ravines, beautiful gorges and valleys (Vintgar Mlinarica, Mostnica) flow the purest mountain streams and small rivers, which eventually merge into two major rivers - the Sava and the Soča. High in the mountains lie the Triglav and Kriška lakes and in Bohinj can be found Lake Bohinj, the largest permanent natural lake in Slovenia.

In the park’s remotest areas the ancient landscapes typical of the farms and homestead in this part of Europe can be peacefully encountered, whilst high in the mountains are the mountain pastures where livestock grazes and the traditional cheese is made for which the area is famous.

Many sports activities can also be done in the Park, the only restrictions being that they do not interfere with the natural environment, which needs to be treated with great respect and without any pollution or destruction, and that the safety of individuals participating is ensured. Hiking, climbing, running, biking, flying, water sports, fishing, golf and winter sports on the snow – all you have to do is choose your favourite.
GREEN MEETINGS

Bled, the city renowned for its wealth of pure drinking water and thermal spa water, has shown its commitment to environmentally friendly initiatives by moving towards the Zero Waste concept and we invite you to act in the same way when visiting this green oasis. Become part of a society of responsible consumers who don’t waste valuable resources, but rather prevent the generation of waste and make every effort to produce as little waste as possible. We believe that the hottest way you can do that is by hosting a green meeting at Bled!

They say tree houses are the ultimate return to the nature, so Garden Village Bled, an eco-tourist green resort located 300 m from Lake Bled, is certain to inspire you with its adventurous, romantic and exclusive spirit. A stream flowing through the restaurant Vrtnarija, enchanted tree houses, comfortable glamping tents, unbelievable pier tents, luxury apartments and a sauna above the stream… these are just some of the attractions of Garden Village. The entire complex is designed in an eco-friendly way, built over an abandoned gardening space, this is a place where eco-conscious guests are more than welcome. The resort has its own spring with drinking water, a heat pump for heating, charging stations for electric vehicles and a garden. Fruit trees, vegetables and herbs are planted throughout the resort and are used in the restaurant Vrtnarija where their friendly team serves you the best of what the garden and local farms have to offer. To discover Bled in an eco-way, they offer rental bikes, e-bikes as well as balance bikes for children. When building the complex only sustainable materials were used, wooden surfaces constructed entirely from local wood, mainly larch. They promote sustainable practices and work hard to minimize negative impacts on the environment.

At Sava Hotels, they are committed to environmentally friendly initiatives. Each year they recycle more than half of the waste generated and the consumption of energy generating products and water decreases by the year. They claim that when choosing Bled for your meeting it means you are choosing a green meeting, which sends a clear message to your partners that your dedication to excellence includes social responsibility. Sava Hotels also favours Slovenian providers and the products developed by Sava Hotels for the purposes of environmental protection and raising awareness among hotel guests include the virtually carbon neutral natural water and a line of products marketed under the “Zeleni za jutri” name (Green for tomorrow).
The venues of Bled have a history of hosting prominent guests. In the 19th and 20th centuries Bled was a summer royal residence that attracted many of the royal families on their vacation. In the 19th century and thanks to Arnold Rikli Bled also became recognised for its healing natural outbuildings and became a health resort destination.

In the inter-war period Bled remained the most cosmopolitan resort in Yugoslavia and the summer residence of the Karađorđević dynasty, visited by many domestic and foreign guests. It therefore became the centre of political and diplomatic life. After the Second World War, the city continued its tourist tradition and renovated the majority of its restaurants and tourist and recreational facilities that are were switched into Slovenian hands.

Bled Castle, perched atop a steep cliff and built over two levels, is according to written sources the oldest castle in Slovenia, first mentioned in a 1011 donation deed as castellum Velde. Despite the fact that castle dates back to the 11th century, most of what stands there now is from the 16th century. The castle was the seat of the Bishops of Brixen for approximately 800 years, although they never resided there. In 1511 the castle was heavily damaged by an earthquake and was later restored and given its present appearance. Given its strategic geographic location, Bled has always been an important venue of high-level political and other official meetings. Its castle has been visited by a number of high-ranking statesmen who have enjoyed the breathtakingly beautiful views of the surrounding landscape.

The island on Lake Bled adds to the everlasting allure of the town. You can reach it on a traditional wooden »pletna« boat, with upright boatsmen propelling their oars, or even take a punt on rowing yourself. On docking at the island, there are 99 stone steps leading to the Church of the Assumption. The island is a great choice for a sparkling aperitif before dinner at the castle, but before leaving the island don’t forget to ring the church bell – according to legend it will make your wishes come true.

Vila Bled, surrounded by a large park and set on the shore of Lake Bled, is one of Bled’s most attractive cultural attributes. With a great location as well as a view to the castle and the island, and nowadays also with its boathouse and swimming pool.

On the same site once stood the holiday chateau of the prominent Austro-Hungarian noble family Windischgrätz. In the era of the Yugoslav royal Karađorđević dynasty later on choosing the villa for their summer residence. In the era of the second Yugoslavia, the new government arranged a government villa there and it became one of the residences for Josip Broz – better known as Tito. Today, this former presidential residence is synonymous with hospitality, comfort, timeless elegance, a superb culinary offer and unforgetable experiences, offering 31 rooms, apartments, suites and a presidential suite. On the Vila Bled estate one can also find the Pavilion Belvedere, constructed to the building plan of the greatest of all Slovenian architects, Jože Plečnik. This space where Tito once welcomed his guests remains a place for socialising and goes by the name of the Belvedere Cafè.
• ONLY 35 KM FROM AUSTRIA AND 45 KM FROM ITALY
• SLAVS USED TO VISIT THE BLED ISLAND TO WORSHIP ŽIVA, AN ANCIENT SLAVIC GODDESS OF LOVE AND FERTILITY
• 3 THERMAL SPRINGS ON THE NORTH EAST SIDE OF THE LAKE
• GREAT VIEW OF THE LAKE FROM LITTLE OSOJNIKA HILL
• 99 STEPS STAND BETWEEN THE SHORE AND THE TOP OF THE BLED ISLAND (CARRYING THE BRIDE ALL THE WAY TO THE TOP ENSURES A HAPPY MARRIAGE)
At the venerable age of 98 the inventor Mr. Peter Florjančič still retains the glint in his eyes that symbolises the burning curiosity that his driven him on throughout his entire life. We met with him at the Hotel Kompas, where the owners greatly appreciate his work and deeply respect his contribution to both the world and to Bled, so have gladly assigned an area of the hotel as his office, where he can concentrate on creating his future inventions.

Peter Florjančič is one of the most famous Slovenian inventors and the only one who has made it his life’s profession. He has been behind about 400 patents, among which 41 have been realized. Amid his most prominent inventions are frames for slides, a plastic zipper, spray perfume bottles, hand looms, a lighter with side lighting, a closing system for a plastic injection moulding machine, a ski slide and much, much else besides. In 1957, he invented, although didn’t perfect, an automotive airbag. He is most proud of his invention the Monomat inkjet machine, which is now located in the Technical Museum in Munich. In the course of his lifetime he has owned 43 cars and held five nationalities. His profession has forced him to spend 25 years in hotels, four years in cars, three years in trains, a year and a half in aircrafts and one year on board a ship.

It all started way back in 1919, when he was born in the SHS Kingdom. Ivan Kenda, his uncle, was the owner of Bled Castle, the Castle swimming pool, Hotel Park and Lake Bled, and also had fishing rights for the Soča and Sava Bohinjka river. The biggest hotel and casino he owned was in Sofia, which happened to be Kemal Atatürk’s hiding place at the time. His uncle’s acquaintance with Atatürk was also the reason the founder of the Republic of Turkey once visited Bled and even the reason for the Orient Express stopping at Bled as a scenic pit stop and to let its haughty passengers sip some champagne.

Growing up, Peter Florjančič met almost the entire Karadjordjević family and as a child he played the accordion, so when the Yugoslav queen visited Bled he played for her, fully attired in national costume, as a welcome. She showed him her appreciation by way of a kiss and he can still remember how his ears flushed from embarrassment. He later finished at a textile school and worked in “Jugočeški”, quickly figuring out how much money weaving clothes brought and then starting to weave himself. He created a hand loom out of wood that wove almost as fast as all the other hardware, then opened a weaving and textile plant and consequently became the youngest weaving master in the
Kingdom of Yugoslavia. At that time, he made his first sales invention: he weaved a scarf for the queen and later became the royal court supplier.

By now you are probably wondering exactly when he got on the road with inventions and what was his really first big breakthrough.

“When I was a kid, I was a Tarzan. We were jumping from tree to tree and rolled around in mud and grass. My whole face was dirty from the mud - I cut a sock, put it on my hand and wiped my face with it and my face was clean again. Well, today the athletes use that “invention” to wipe the sweat from their face.”

He went to Monte Carlo for a fourteen-day holiday and ended up staying there for fifteen years. Whilst there he met with kings, emperors, Maharajas, rich industrialists, world-famous film directors, actors and other influential people of his time, as well as rather less eminent figures, such as the gigolos, crooks, gangsters and fraudsters of all types he also rubbed shoulders with. During this time, he became a millionaire several times over, as well as a poor man several times over too.

When in Monte Carlo, he observed the women with their variety of bags, and so started to think about the large perfume bottles they couldn’t carry around with them. He then made a bottle composed of 18 parts and with a diffuser on top, which quickly became popular. Among other big names, he worked on this with Guerlain and Dior and today every spray bottle uses this system.

“I invented the perfume bottle for women. What a woman carries in her purse is very interesting for an inventor. The first thing you should ask yourself is what market is right for you, because the market is the most important thing.”

Throughout his life Peter Florjančič has encountered strong, enterprising women who have created their empires and renowned brands as carried by their names: Elizabeth Arden, Helena Rubinstein, Coco Chanel and many others, also meeting Belle Otero along the way. Women still inspire him today and indeed he likes to say that “the trick to conquer a woman is also an invention.”

From such a colourful journey it is impossible to overlook the question of how it was to grow up in Bled, a ‘mundane but prestigious destination’, almost a century ago...

“Bled and Opatija were sometimes similar to Monte Carlo, a mundane and prestigious destination. Most of the hotels in Bled were in my family’s ownership: the castle was owned by my uncle, my grandfather owned Hotel Triglav and Hotel Union, my mum owned Hotel Europa, Restaurant Savica, and Villa Ana, and my aunt owned Castle Jelovica. At that time, Bled was practically ours! When the king came to Bled, all the hotels were booked, not just for one day, but for the full three months.”

At the age of 82, Peter Florjančič eventually returned to Bled. He says he has been “waiting to die” for the past 16 years, but in fact he promised his mum that he would return to Bled to die and, of course, he is keeping his promise. If you might think Peter Florjančič is just waiting around for the Grim Reaper to come, though, then you would be deeply mistaken! There is, however, one prophecy that plays on his mind...

“All, a friend of my uncle Kenda, foretold me over a Turkish coffee that I may live for as many years as there are steps on the Bled island…”

We all know that Bled island has (only) 99 stairs and the inventor is conscious that this number is fast approaching - but, of course, he doesn’t intend to start giving up at number 99...

“I told the priest: ‘I have one wish’. He said, ‘Peter, I would do anything for you.’ I wish you would add some additional stairs to Bled island,’ I said. The priest just answered, ‘Go to church, ring on the bell of luck, and hope it comes true…”

There are no plans to add extra stairs to Bled Island, but Peter Florjančič still giggles about it. He continues to create and search for innovative solutions to modern problems.

“My wife had dementia and she sometimes wandered off. Then I made a folding bird house and put it on the window, so she could spend the whole day watching birds. Consequently, she never roamed anywhere ever again…”

His life story sounds more like something for a movie setting, which he is aware of himself: “The thing that bothers me the most is that I cannot believe what a life I really lived. Sometimes it seems to me as if it didn’t happen.”

Peter Florjančič will soon receive an honorary doctorate, which he is very proud of. He has a clear answer to the question of how an inventor can succeed and survive:

“The inventor must be calm, think a lot, go out and drink coffee and try not to worry if tomorrow he’ll have money for food. You are healthy only if your mind works all the time – from the moment he wakes up until he falls asleep. I have 80 years of service and was married to the same woman for 70 years. I lived in Switzerland, in the city of Montreux, which is the most beautiful place in the world for me. Charlie Chaplin was my neighbour. We drank together and laughed!”

Peter Florjančič is a native of Bled and symbolic of everything it stands for. There is a lot more than what meets the eye in Bled – it hides mystical tales and inspires with its picturesque settings and fascinating stories of people who create and live in this alpine jewel, and he is certainly one of them. Bled is very proud of its amazing citizen and his inventions, which have certainly changed and improved the world. Stories live on and Peter Florjančič is a source of inspiration to everyone who has heard his story, even when at times it may very well sound like a motion picture from another time.
Would you like an authentic local experience at Hotel Kompas in the form of a full Slovenian dinner complete with accompanying music on a very special instrument: cowbells? No, it’s no joke – during the dinner guests are indeed entertained by cowbells, or rather, the guests entertain themselves and each other with them. During the delicious local Slovenian dinner, participants play one of the most famous Slovenian Alpine (Oberkrainer) tunes, the “Golica”, on their cowbells. This fun activity is accompanied by an accordion and will definitely elicit a hearty Alpine laugh from even the most sceptical of participants!

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MUST TASTE OF BLED

The iconic symbol of Bled’s cuisine is the Kremšnita, a delicious and world-renowned cream cake. In Bled’s Hotel Park, the cream cakes have been prepared since 1953, when master confectioner Mr Ištvan Lukačevič started to make them. Ištvan was the head of confectionery at Hotel Park and was eager to make the perfect cream cake – the good news is that he succeeded. His final recipe was a ratio of paste to cream of 1:2 and a 7 x 7 cream cake base, a form that remains the same today.

They say the secret of the delicious cream cake is in the fresh and local ingredients, prepared in this idyllic environment. That approach probably also helps with other popular desserts, such as the “Blejska grmada” and the hazelnut cake “Potica” with figs, which can be found at Potičnica Restaurant on Bled Island, acknowledging the figs that actually grow on the island.

With all that sweetness going on, would you be up for a visit to Radovljica, a “seriously sweet” city just 20 kilometres from Bled? The city is home to the Museum of Apiculture, which offers a wide range of honey and apiculture products, including mead, honey brandy, honey liqueur, honey beer and honey-flavoured sparkling wine. It goes without saying that the sweetness of all these honey products can also be found at Bled, but it’s well worth seeing their source too.

If it’s time for some nectar to clear the sweetness from your throat, then it’s time for some locally made spirits, so let us recommend the delicious gorenjski tepkovec (Gorenjska tepka pear brandy) made in the nearby village of Zasip. There’s a special story behind the tepka pear that goes back to the time of Mother Teresa, a time when every house had its own orchard with pears so that the juicy fruit could be served to passers-by, as was her command. If anyone dared not to plant pear trees, they ran the risk of a sound beating – from here, the name of the pears: “tepke”!

You’ve now been sweetened and refreshed, so that seems like the ideal time for some wine tasting, which means it’s time to make your way up to Bled Castle and pour yourself some Castle wine in the ancient and original way. At the wine cellar you can also taste the Rajsko vino (Paradise wine) from a vineyard that was first produced in honour of the 1000th anniversary of Bled in 2004, and later again in honour of the 1000th anniversary of Bled Castle in 2011.

Dober tek in na zdravje! (Bon Appetit and cheers!)
BEER BOUTIQUE

They say that the better part of business is sorted out by the bar counter, so why not make the business even better too by doing it along with a refreshing tipple of craft beer. Every glug of one of these noble nectars wraps around the tongue and slides down the throat in a pleasure that you might wish would last forever, which presents you with a few choices: do you wrap it up in an incentive programme, set it up for a tasting or simply just resolve your business opportunities. Whatever the case may be, our recommendations on the tastiest tipple to accompany your activity remain the same …

Žirovnica, a stone’s throw from Bled, is the sunniest part of the region and home to the Carniola Brewery that combines the traditional with the modern, achieved by an intertwining of traditional brewing techniques by which they’ve dared for a little extra – along with the usual ingredients they have been adding various spices, such as cocoa, cinnamon, cardamom and honey. Then for the settling of the beer they use oak barrels and for some of them they add molasses, in others some different spices, with the result being a range of different beers each with a unique taste. The beers are produced mostly from Slovenian hops, so resulting in exclusively an ale type beer, as Slovenian water is properly suitable for a lager type beer that could compete with the Czech beer, although they also know that a good ale has a lot more flavour and aroma than a lager, so it’s a glass that will make merry.

Brew Revolt Brewery is a young brewery from the Gorenjska region. The brewery was developed out of a garage and fuelled by entertainment and the great love of a good beer. Boutique beers of a top fermentation ale style and containing high quality ingredients are brewed here. The pale ale is a brewery staple, mixing the four top malts for a rich amber colour and a delicate taste, a slight sweetness and with a hint of caramel and moderate hop bitterness, all of which is rounded off by the excellent hops of aurora, cascade, chinook, citra and simcoe. The excellent Brew Revolt Pale Ale is a gentle, light, drinkable and tasty quaff, full of potential.

FANCY SOME BEER TASTING? HEAD TO THE LOVEC PUB

For beer tasting head to the Lovec Pub, a venue that leans on its local roots while flirting with the modern and has a selection of drinks featuring a broad palette of local beers, wines and spirits. Treat yourself to a glass of beer brewed in Slovenia, a glass of wine from the local grape, a cup of tea made from herbs hand picked in the area, a shot of liqueur from a neighbouring farm or a bottle of a globally known noble beverage. To accompany your choice, they also serve tasty dishes to be consumed by spoon, which couldn’t be more Slovenian; hamburgers made from local ingredients and mouth-watering fried potatoes made from hand-cut, home-grown produce. Delicious!
The Chocolate Festival, Slovenia’s one and only, is organised every year in April in the old town centre of Radovljica – just after Easter and before the May Day Holidays. With its own rich tradition and special blend of ingredients, Radovljica has been the sweetest of treasures in the Gorenjska region for over 90 years now. Chocolate producers from Slovenia showcase their wares at the Festival, alongside a select number of other creators of chocolate products. The produce is available for tasting, whilst goods are also available for purchase from the participating chocolatiers. The accompanying programme is also based on chocolate: in the Mansion chocolatiers demonstrate the creation of their produce, whilst in Linhart Square there is a full line up of cookery shows, workshops on the theme of chocolate and street performers.

Bled Days and Taste Bled is the time to see the production of local arts and crafts, listen to concerts along the promenade and stroll among stalls offering local and regional specialties gathered together under the “Taste Bled” name. The purpose of the brand is to revive traditional cuisine and expand the knowledge of traditional dishes prepared and presented in a modern way. You can taste local specialties cooked with fresh and seasonal ingredients and prepared street food style.

DID YOU KNOW?
In 1922 the Trieste-Slovene Adolf Zavrtanik, from Solkan, founded a family chocolate-producing company in Lesce, a town located just a 5-minute drive from Bled. His principle was to provide high quality and he ensured this by using the best raw ingredients. After the Second World War the factory was nationalised by the authorities and in 1948 the Gorenjska Factory of Chocolate was founded. Ten years later the factory was renamed as Gorenjka, Factory of Chocolate Lesce, and this was the beginning of the trademark Gorenjka. Today the trademark remains synonymous with its chocolate with whole hazelnuts. In addition to Gorenjka there is another family-run company producing chocolate pralines – Molinet, in the village of Lipnica pri Kropi.

INCENTIVE IDEA
Looking for an unforgettable experience that might include a couple of great culinary extras along with images of crystal waters and a traditional pletna boat? Taste Bled on the surface of Lake Bled, gliding on the water in a traditional wooden “Pletna boat”. Get ready for a remarkable four-course dinner with wine, served during a two-hour boat ride with an exclusive visit to Bled Island.
KITCHEN REBELS

The qualities of Bled’s chefs are a great passion for local gastronomy, use of pure products, top approach to innovation and high levels of creativity. We challenge you to have a nibble on some Bled fare and not fall in love with these top local ingredients spiced up with some rock’n’roll of the young and professional chefs.

Jure Kordež, chef de cuisine at the Grill Lovec Restaurant of the Best Western Premier Hotel Lovec, creates innovative menus for their guests. In doing so he always stays true to the restaurant’s motto of “O kilo-metres, 100 % taste”, which guarantees the use of only the best local and seasonal ingredients. At a glance the 33-year-old chef’s creations are clearly different, offering his guests modern and fresh dishes with an appealing appearance. He brings to the table a profound knowledge of French and Mediterranean cuisine, combined with a love for the down-to-earth Slovenian kitchen, in the tradition of the North Slovenian Upper Carniola region. Each dish he creates is a true feast for the eyes, as well as the stomach.

Juliana Restaurant, the intimate restaurant that accommodates just over 20 people and with a beautiful view over the lake, is located in Bled’s oldest hotel in, the elegant Grand Hotel Toplice, where the main chef de cuisine is Simon Bertoncelj. At just 10 years old he was already impressed with top cuisine, which was when he first started experimenting seriously with food in his home kitchen. Cooking as both a mission and a profession was therefore the logical choice, a path that led him all the way to the famous restaurant of Gordon Ramsey in London, also perfecting his culinary knowledge with the famous Michelin-starred chef Marc Meurin and Bobby Bräuer, who holds 18 Gault Millau points and two Michelin stars. He is most proud of dishes that he creates together with the team, adapting the menu to the season and Simon himself preferring to advise guests on the specialties of the day. When organising events there are no boundaries for Simon’s culinary team – location is not an obstacle, since they have already carried out events at almost every picturesque location in Bled. Simon is also happy to share his culinary knowledge, as his recipes are a basis that can be upgraded by a chef depending on their style of cooking. The typical style of Simon and his team is seasonal cuisine with local ingredients and prepared by top culinary techniques, then “married” to one of the excellent Slovenian wines. His exceptional talent ranks him alongside the top three chefs from what is currently the Slovenia’s hottest culinary destination.

INCENTIVE IDEA: Fancy having dinner at the chef’s table and dining in the heart of the Grand Hotel Toplice kitchen where you can watch the chefs at work? Chef Simon Bertoncelj will be available to answer all your questions on cooking, ingredients and handy cooking tricks. If you wish, you can also join in with the cooking and culinary experience, and turn the dining into a mini course or a workshop of culinary arts.
• KREMŠNITA CREAM CAKE DESSERT HAS 485 KCAL
• NAME BLED HAS THE WORD ICE IN IT
• SLOVENIA’S BEST KNOWN CHOCOLATE FACTORY, GORENJKA, IS PRODUCED NEAR BLED
• YOU CAN HAVE DINNER ON THE “PLETNA” BOAT
• ANOTHER POPULAR DESSERT IS BLEJSKA GRMADA
EXPLORE BLED
HIT THE STREETS

The ambience around the Lake Bled today is reminiscent of a premium resort with some hazy hints of the spirit of another time.

At some point in history, Bled enjoyed something of a Monte Carlo-style reputation, some of which has persisted right up until today. Bled offers much more than appears to the visitor at first sight - hit the streets yourself and explore the Villas of Bled!

In the second half of the 19th century and with the industrial revolution in full flow, a new layer of rich citizens formed who wanted to have additional comfortable and intimate homes in the suburbs or the countryside. As legitimate successors to the feudal nobility they replaced castles with their luxurious villas, and with its picturesque lake, favourable climatic conditions and thermal springs Bled offered plenty of opportunities for the vacations of fledgling industrialists, traders, politicians, scientists and even artists from all over Europe. Many visitors to the cosmopolitan resort of Bled were so fond of it that they decided to spend holidays there in their own homes rather than in one of its guesthouses or hotels. The villas then started to appear more and more frequently.

Bled’s oldest villa is called Zora, which has been home to the municipality of Bled since 1990. It was built in 1853 by a coal merchant from Trieste, Karl Rittmayer, at one of the most prestigious locations. Villa Zora is the only Bled villa built in Neo-Gothic style.

Adolf Muhr, a Jewish merchant from Vienna, who in 1882 bought the castle and the castle estate for himself and for his housekeeper, built the villas Rog and Zlatorog. After World War II Villa Zlatorog was taken over by the presidency of the former Yugoslav government, and as a famous chronicler once wrote, ‘President Tito visited the villa several times where he met with foreign diplomats’.

On the other side of the lake and along the road to Bohinj, there are still a few notable villas to be admired: Villa Victoria, which today houses a hostel but during the Second World War was a Gestapo headquarters; Villa Trdina, also known as Lastovka (The Swallow), and Villa Bella or the Beli dvor (The White Palace). Villa Bella is located in the one of the most beautiful locations overlooking the lake and the castle beneath Straža hill. Its first owners were the Lazarini nobles, after which it was also owned by the Trieste merchant Arthur Retti.
STAY LOCAL

Take the “Pletna” boat

If you’ve resolved to visit the island whilst at the same time wishing to enjoy the breathtaking scenery then it goes without saying that taking a “Pletna” boat is a must! These traditional wooden boats have been ferrying visitors to the island since the 16th century, with the respected profession of oarsman handed down through the generations ever since, each one teaching the next the special technique of how to row whilst remaining standing, an art mastered only by the few.

Hop on a horse-carriage

If the urge has grabbed you to wander around Bled and its lake or up to the castle, but the idea of a strenuous walk is putting you off, then luckily you can hop in a horse-carriage and a coachman, known locally as the “Fijaker”, will be happy to take you around the trails. Open carriages have long been a tradition in Bled and the carriage drivers cannot be just anyone, as this is another profession that passes from generation to generation. A son inherits it from the father, who took it from his father, and before that from…you get it. The Bled “Fijaker” therefore carries on the tradition, one of which is the clothing – black hat, white shirt, a vest embroidered with carnations from the Gorenjska region and jackets and blankets in a burgundy-red colour.

Catch a really big fish!

Fishing is also one of the popular activities in Bled and if you’re lucky you might even hook a giant lake fish weighing up to about 30 kilograms – it is permitted to fish for catfish, pike, carp and lake trout. Test your skills and your luck on Lake Bled, where natural, healthy fish swim in unspoiled waters. There is one thing to be mindful of, however: pure water from the Alps that flows into the lake provides a clear view for both you and the fish, so it is sometimes difficult to fool a fish that is about to be caught with bait.

Blend in

When Slovenians visit the Lake Bled, they have one determination: first, they take a stroll around the lake. Then, after finishing the “hard work”, they will do what they enjoy best – head directly to one of the many cafes, observe the landscape and the people passing by, and enjoy their coffee and Kremšnita, the delicious cream cake. So simple and so savoury!
PLAY THE GAME

On the Royal Bled golf course every swing of a club is a unique experience, because a round can’t be completed without stopping to stare at the Slovenian mountains and the beautiful nature surrounding the course.

Built on the initiative of the Karađorđević Yugoslav royal family, the course was opened in 1937. It is the oldest and largest golf course in Slovenia, and is considered to be one of the most beautiful in Europe. The course is located on a plateau 2 km east of Bled, 60 metres above the Sava river canyon and at an altitude of 504 to 520 m. The land is gently undulating and covered with forests, with the wonderful background of high Karavanke to the north side and the sharp ridges of the Julian Alps with Triglav in the distant western horizon making for an unforgettable experience and the ultimate pleasure and setting for golfers.

Royal Bled consists of the main "King’s course" and the smaller "Lake’s course". The renowned golf architect Donald Harradine used the natural characteristics and advantages of the area to create a real architectural achievement and also redesigned the King’s course in 1972. The 18-hole course covers a varied and diverse terrain, proven by the fact that golfers have to make use of every single club in their bag when playing a full round! The smaller Lake’s course was added to the King’s course in 1993 and has 9-holes and three water hazards.

It is possible to organise a business meeting or any other kind of event at the Royal Bled golf course, and for smaller business meetings they will also provide you with a conference room with ten seats above the reception desk.

Perhaps you’re not yet a pro when it comes to golf, but still fancy the idea of a great challenge with the clubs and some good entertainment? In that case Bled also has a Mini golf course for all those sporting enthusiasts. Covering 3,568 square metres and with 18 holes of 288 metres total length this is one of the largest concrete classic mini golf playgrounds in Europe! Built in 1964, this is actually the oldest golf course in the country. A host of competitions are held here, but mini golf is still the domain of fun, enjoyment and excitement. Even so, don’t forget to bring your competitive spirit!
OFF THE BEATEN TRACK

Rowing with the Slovenian Olympians

How would you feel if you were to be taken on an incentive programme that involved rowing with the Olympians on Lake Bled? Yes, everything is indeed possible when in Bled. If a group has no skills in rowing, fear not – each one is individually taught, so participants will get to learn the basic rowing skills in professional racing boats, accompanied by Slovenian rowing Olympians. The crew consists of eight people, demonstrating a balance between individual strength and team performance. This unique experience will allow your team to feel the physical, mental and emotional aspects of working together to move a boat efficiently and with speed.

Traditional cattle herding in the Triglav National Park

In Bled we feel green, surrounded by its inspirational landscape, and we encourage you to go green when choosing an incentive programme too. You can decide on a day in the Triglav National Park, where participants get to discover the local cattle herding traditions. Looking for some time to enjoy some fresh air, perhaps? Then go for the Rikli adventure, including a night at the Gozdne vile glamping huts and other outdoor activities. There are limitless options of what to see and do in Bled – all you have to do is choose your favourite!

Why is Bled so mysterious?

Legend of the Sunken Bell

The legend of the sunken bell tells the story of a young widow who lived in Bled Castle in the 16th century. Robbers killed her husband and his body was thrown into the lake. After the tragedy, she gathered all her gold and silver and donated it to be cast as a bell for the chapel on the island. However, a severe storm sank the boat with the bell on it and, it is rumoured, the bell continues to toll from the depths on clear nights. After the accident, the desperate widow sold all her property and donated the proceeds for the building of a new church on the island. She went to live in a monastery in Rome and after her death the Pope consecrated a new bell and sent it to Bled Island. Today, it is said that anyone who rings the bell and tells their wish to the mercy lady of the lake will have it come true. The legend of the sunken bell ringing lives on even today. During the year it is kept alive by ringing the bell and making wishes at the Bled Island, but on Christmas day Bled has an event where an illuminated bell magically rises up from the bottom of the lake to its surface.
• TRADITIONAL “PLETNA” WOODEN BOATS, OPERATING SINCE THE 16TH CENTURY
• LET A “FIJAKER” TAKE YOU ON A HORSE RIDE
• 99 STEPS LEADING UP TO THE ISLAND CHURCH WITH ITS 52-METRE HIGH TOWER
• 245 CM AND APP. 90 KG SHEATFISH CAUGHT IN THE LAKE!
• ROYAL BLED GOLF COURSE, OPENED IN 1937 ON THE INITIATIVE OF THE KARAĐORĐEVIĆ ROYAL FAMILY
• THE WISHING BELL RINGS AT THE CHURCH IN BLED ISLAND SINCE 1534
• MAXIMUM DEPTH OF LAKE BLED IS 29.5 METRES
• SWANS AND DUCKS ARE THE MOST FAMOUS LAKE INHABITANTS
• TECTONIC ORIGINS OF THE LAKE OFFER THERMAL SPRINGS WITH WATER UP TO 26 °C
BE ACTIVE
The buzz of Lake Bled will get right into your pulse and drive you on to do some recreation, whether it be walking, bike riding or running around the lake with its 6 kilometre trail.

The lakeside path leads to the scenic hills that encircle it, such as Castle hill as well as the approximately 45-minute walk along the steep forest path that leads to Mala Osojnica (685 m) and another 20-minute walk taking you to the top of Velika Osojnica (756 m). These climbs will reward you with some of the finest views of Lake Bled and its outlying areas of the Karavanke Mountains, Kamnik Alps and the Gorenjska plain. All the best-known panoramas of Bled have been shot from these vantage points for a reason.

When taking a lakeside run it’s a nice idea to stop off at one of the benches and enjoy the views of the lake with its island, maybe even watching the ducks and swans being playful on the water. If running is a bit too strenuous, there’s always the option to take a boat to enjoy the lake – it is a hugely popular activity on the lake, as Bled boasts a long tradition of rowing and hosting international rowing competitions. An even closer way to enjoy the lake – and we dare you to do this in the summer – is to cool off in the lake’s lovely summer water and maybe even take a swim all the way out to the island.

If you are keen on socialising, networking and enjoying healthy recreation all at the same time then you will be more than welcome to join one of the organised running events around Lake Bled. The 10k Night Run (Nočna 10ka) is an exclusive running event that is an imaginative and fun way to exercise, not to mention a popular one, attracting visitors from all over Slovenia and abroad.

The Bollé Original Lake Bled Run is one of the first runner-social events to have been held around the lake and is one that has a traditional charitable note. The event retains its original purpose, which is for socialising whilst running in the beautiful surroundings and all for a good cause.

Another one of the great running adventures is joining the Slovenia Business Run, another charitable event. Businessmen and women who enjoy an active lifestyle both in business and leisure are invited to participate, bringing together all those whose sporting spirit is matched only by their business prowess.
Arnold Rikli was a Swiss hydropathic healer who cured with the help of water. His arrival in Bled was pure coincidence – due to contact with chemicals in the factory where he worked he became seriously ill and in looking for a place where he could cure himself and rest he came to Bled in the year 1852, and within a short time he completely recovered from his illness. Being so impressed by Bled he developed a leading Natural Health Institute – a centre for disease control and the consolidation of health through nature – complete with sunbathing and swimming in the lake. He was among the first to recognise the value and the advantages of climatic conditions and the favourable situation of Bled with its long swimming season. In the year 1895 the health centre was finally established and his method of treatment was based on cold water bathing, naked sunbathing and walking. For Rikli, water, the sun, and air were the sources of health, and he is renowned for his saying: “Water is, of course, useful, but even more so are the air and more light.”

An integral part of Rikli’s treatment was bathing, in both the lake and the swimming pool, with his patients bathed in two cold springs of 10°C and 15.6°C. He also recommended hot and steam baths. Sunbathing on the galleries next to the swimming pool was also a key part of the treatment and his healing programme also included walks around Bled and the Straža ski resort (which in summer time is an amazing promenade, trim track and summer sledding spot), and classified them according to their difficulty levels.

Rikli was one of the first therapists to treat patients in a completely natural way and his treatment has helped rheumatism, migraines, insomnia, hysteria, anaemia, poor circulation and digestion, obesity and high blood pressure. He is regarded as one of the most famous doctors of atmospheric treatments and a pioneer in spa tourism in Slovenia, who took the world to Bled for its air, sun and water baths.

The Rikli path was created from the activities of the healer, where he and his patients lived by his principles, including a part of everyday life also being a walk – and by this we mean a morning walk on an empty stomach when they climbed the Straža hill barefoot. The trail to the Straža summit follows the Bled fitness promenade – it is an easier trail by nature to the Arnold Rikli monument and back and at the top one can enjoy wonderful views of the lake and the surroundings.
In the middle of the Triglav National Park’s unspoiled nature is Pokljuka, one of the most famous Slovenian plateaus where world famous competitions in biathlon are held. Slovenia’s highest-lying plateau stretches a full 20 km in length and almost the same in width, and has shown itself to be a master of change, displaying a completely different face in winter than the one presented to us in the summer months.

In spring, summer and autumn Pokljuka is perfect for running and hiking, and in winter time it is perfect for winter skiing, ski running, cross-country skiing, snowshoeing, Nordic walking, Geo-coaching, guided tours or just simple sledding in the middle of Pokljuka’s snowy forests, which are all just a step away from the centre of Bled. Pokljuka is also the main Slovenian cross-country skiing centre and the host of the Biathlon World Cup, with the Triglav Pokljuka Sports Centre accessible by car and the perfect base for all various winter activities. Surrounded by its high mountains it is an idyllic spot and entices you to get involved in some winter fun.

There was once a time that Pokljuka had a ‘winter rest’, in the days when the shepherds went back to the valley with their cows, meaning even their charcoal burners also had a well-deserved vacation. Nowadays, however, Pokljuka is more visited in the winter than in the summer months, with skiers, biathletes, cross-country skiers, snowshoeing and other winter sports enthusiasts dominating the landscape of the plateau.

In the summer it is the hikers who occupy Pokljuka, although given there is an old brown bear migration route through the Pokljuka forest we would advise hikers to be a little extra careful when passing the forested areas. On some of the quieter pastures you can find livestock merrily grazing and gazing, and you can buy sour milk, cottage cheese and cheese from the shepherds.

Pokljuka is a popular winter base for touring skiers, with Viševnik is probably one of the most visited ski touring areas. At 1,200 m above sea level Pokljuka’s snow generally holds throughout the winter, so in winter time this amazing landscape offers plenty to all sport enthusiasts out there and becomes the destination of some great events and a safe bet for eager skiers.

Just one final piece of advice: on your way to Pokljuka don’t forget to check out the Vintgar gorge, the first touristic gorge in Slovenia and a spot where you can experience the fully intact nature of Bled.

WINTER SWIMMING CUP

It is a source of great pride that Bled was named the “Best Sport Tourism Town” for 2016 by the distinguished Global Sport Tourism Award. And yet it is no great surprise, as our pristine Lake Bled offers many sporting options, so if your first thought was that it was just to refresh yourself with a dip in the warmer months then you were very mistaken! These days the winter season is definitely competing with summer and over the last 6 years Bled has become known for its Bled Winter Swimming Cup, welcoming many bravehearts from around the world who are daring enough to jump into the cold winter water of lake Bled, usually with an average water temperature of just 5°C and average outside temperature around 0°C.

January 2010 was the first time that Bled welcomed this very special winter event through hosting the World Winter Swimming Championships. The incredible atmosphere and boundless positive energy at the event encouraged us along with the organisers to continue Winter Swimming Cups in Bled in the years thereafter. In 2017 and for the 6th year in a row, the Bled Winter Swimming Cup welcomed lovers of winter swimming from all around the world in its traditional way at the lake shore private lido of the esteemed Grand Hotel Toplice*****.
With the town’s natural resources and picture postcard setting, Bled is successfully incorporating sport as one of its key strategies, which has also been reflected in some of the latest recognition made by tourism experts, with Bled having been named as the “Best Sport Tourism Town” for 2016 by the distinguished Global Sport Tourism Award.

Our great sports infrastructure in the centre of Bled as well as on its periphery and in neighbouring villages offers an excellent diversity all year round. From winter sports in the middle of the Triglav National Park and Pokljuka hosting the Biathlon World Ski Cup, the Olympic swimming pool in the Radovljica neighbourhood that is the home of many Slovenian and world records, Bled Rowing Club well known for some of the famous Slovenian medal winning rowers and the Sports Hall that is the playground of some of the best Slovenian hockey players and skating lovers, there is no shortage of sporting options throughout the year.

The favourable climate, beautiful nature and sound tourist infrastructure also attract many athletes to Bled, some of them taking sport as a pleasure and others concentrating on a professional sport. Sports on ice have a long tradition in Bled and bowling, ice-skating and ice hockey are all winter sports that had their beginnings on the frozen lake. Sports Halls Bled is also suitable for concerts, exhibitions, various meetings and receptions in additional to its sporting schedules.

The ski resort and summer sledding run at the Straža hill near the centre of Bled is a facility equipped with a modern ski lift, facilities for artificial snow and in summer with the summer sledding track.

At the northern shore of Lake Bled there is a popular bathing area, which attracts many locals and tourists alike in summer time. You can also find the Bled Rowing Club there, with its boathouse and rowing boats that are available for hire. From there, walking paths lead towards the city centre along the rowing promenade and when you need to take a break a number of benches have been installed next to the lake for you to relax and enjoy the views of the island.

Sports Park Bled is located in the northern part of Bled and is where you can find an athletics stadium, football pitch, beach volleyball, boules court, a multi-purpose platform for handball or basketball and all of the accompanying service facilities. The athletics stadium has six 400-metre running tracks and jumping areas and apparatus for the high jump, triple jump and long jump. The facility is used for sport practice and for competitive athletics and football.
- 6-kilometre walk along the shore takes about 2 hours
- Famous running event of the 10 K Night Run
- Arnold Rikli, pioneer of Slovenian spa tourism, built his hospital in 1895
- World Rowing Championships held at Lake Bled in 1966, 1979, 1989 and 2011
- App. 80 kilometres of intersecting forest and app. 30 kilometres of cross country skiing trails at Pокljuка
- Biathlon World Ski Cup organised in Pокljuка
- “Best Sport Tourism Town” for 2017
- Winter swimming with an average water temperature of 5 °C and outside temperature around 0 °C
- Home of Slovenian rowing Olympic medallists
- Cradle of ice hockey player Anže Kopitar (LA Kings)
The standardisation of Meetings Industry suppliers in Slovenia is intended, amongst a number of other reasons, to simplify and shorten the client’s venue or event organiser finding process. In a very transparent way a client can now get a clear insight into who is offering which kind of service, as well as a better overview of the quality of comparable services offered by individual providers.

The Standardisation in Slovenia is following other similar European standardisation models, though serving mostly as recommendations for suppliers. The preparation of the Slovenian Meetings Industry standardisation, a project lead by the Slovenian Convention Bureau, has been based on existing standards and recommendations from the business tourism field as provided by DIN (Deutsche Industrie Norm), ICCA (International Congress and Convention Association), IAPCO (International Association of Professional Congress Organisers), APEX (Accepted Practice Exchange), AIPC (International Association of Congress Centres), MPI (Meeting Professionals International) and other Meetings Industry associations.

CATEGORY A – Local or Regional Convention & Visitor Bureau
CATEGORY B – Professional Congress Organiser
CATEGORY C – Destination Management Company
CATEGORY D – Event Agency
CATEGORY E – Congress and Exhibition Centre
CATEGORY F – Convention Hotel
CATEGORY G – Hotel with Conference Facilities
CATEGORY H – Other Congress Services
CATEGORY I – Special Venues
CATEGORY J – Other Venues
GOOD RETURN ON INVESTMENT

Convention Bureau Bled is the central local contact point in destination marketing for meeting planners looking for impartial information on organising small to medium-sized events in Bled. It acts in partnership with local authorities and service providers, thus establishing a network of cooperation and support in the destination.

Convention Bureau Bled also assists in providing a free of charge service and on a neutral basis in finding the optimal event location, contacting relevant service or accommodation providers and forwarding inquiries to its members and partners.

Convention Bureau Bled will:
• Provide impartial information on the local service providers
• Help you find the right venue for your conference or other event
• Make enquiries with all suitable suppliers and ask them to directly send you their proposals
• Support you in creating a successful programme, including all side events
• Provide all the necessary marketing and promotional materials and data on Bled
• Provide bid management and assistance
• Organise and accompany a site inspection, according to the type and size of function
• Provide marketing and promotional support of the candidature
• Assist in public engagement, thus securing support from the Municipality Bled and relevant partners of the Tourism Industry of Bled.

GOVERNMENTAL VISITS TO BLED

Since Slovenia’s independence, Bled has hosted a number of important state visits, including:
• In 2001 a visit by US First Lady Laura Bush, accompanied by Ms Štefka Kučan, First Lady of Slovenia;
• In 2002 Bled Castle was visited by 16 state presidents as part of the Ninth Meeting of Presidents of the Central European States: Austria, the Czech Republic, Poland, Germany, Italy, Slovakia, Ukraine, Moldova, Romania, Bulgaria, Croatia, Federal Republic Yugoslavia, Bosnia and Herzegovina, Macedonia and Slovenia. It was the largest and the most important multilateral meeting at such a level ever to have taken place in Bled;
• In 2006 the visit of Albert II, Prince of Monaco, stirred up a lot of attention.

During Slovenia’s EU presidency (Jan-June 2008) Bled was visited by many ministers and other high representatives of EU states.

In June 2013, Bled hosted two important visits:
• From Great Britain Their Royal Highnesses The Earl and Countess of Wessex, Prince Edward and his wife Sophie,
• From Japan Prince Akishino and Princess Kiko.

After a ceremony held at the Russian Chapel on Vrsič on Sunday, 26 July 2015, the Russian Prime Minister, Dmitry Medvedev also visited Bled and Bled with great interest as part of his visit to Slovenia. In the Castle print house he printed a document on handmade paper with a commemorative cliché and signed the Castle guest book for important visitors.
PARTNERS’ PRESENTATION
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- Inside: 96
- Outside: 160
- Inside: 100
- Outside: 250
Bled Castle

Bled Castle, one of the oldest and most visited castles in Slovenia, perched atop a steep cliff rising 130 metres above the glacial Lake Bled is a symbol of Bled and Slovenia. The image of the castle forming a dramatic backdrop to the romantic island and the church on it has earned the resort worldwide recognition through the centuries. Bled Castle offers two courtyards for outdoor receptions, restaurant, coffee shop, museum, wine cellar, printing works and castle forge.

Owing to its strategic geographic location, Bled has always been an important venue for high-level political and other official meetings. A number of high-ranking diplomats who enjoyed the breathtakingly beautiful views of the surrounding nature have visited its castle.

Bled castle, Grajska cesta 61, 4260 Bled
T: +386 4 5729 782, E: blejski.grad@zkbled.si, W: www.blejski-grad.si
MICE events and congresses: Ms Špela Repnik, E: spela.repnik@zkbled.si, T: +386 4 5729 779

Bled Festival Hall – Congress Centre

Situated on the lake shore and within easy walking distance of all major hotels, the centre seating 512 is ideally located for all types of top-level corporate and entertainment events. The Bled Festival Hall has hosted scientific and professional congresses, corporate and economic meetings, political meetings and sporting events.

Bled festival hall – congress centre, Cesta svobode 11, 4260 Bled
T: +386 4 5729 770, E: info@zkbled.si, W: www.kongresni-center-bled.si
MICE events and congresses: Ms Špela Repnik, E: spela.repnik@zkbled.si, T: +386 4 5729 779
Grand Hotel Toplice
★★★★
In the course of its rich history, Grand Hotel Toplice has gained a reputation as one of Bled’s most luxurious hotels offering traditional comfort. Since its opening, it has hosted a multitude of eminent guests and served as the setting for many important events. Distinguished by an appealing combination of modern comfort and luxury with a historical touch, the hotel also offers beautiful views of the lake, castle and green surroundings – a true image of paradise. Wellness enthusiasts can revitalise their energy levels and refresh their appearance in the elegant hotel spa. In the summertime, the hotel also has a beach and rowboats available that can form a part of the accompanying programme of your event.

Grand Hotel Toplice advantages: located on the shore of Lake Bled, elegant 1930s style, one of Bled’s most recognisable conference centres, high level of services, relaxation next to the healing water spring, top gastronomy, the most prestigious locations for catering and events, parking lot for 96 vehicles.

Hotel Park
★★★★
The Hotel Park is Bled’s largest hotel and the third largest conference centre. Situated in the lively town centre, the hotel has a wide variety on offer and provides modern services, making it popular with guests. The rooms face either the lively, sunny side over the lake and promenade or the calming, quiet greenery.

Hotel Park advantages: a total of 8 different conference rooms, a modern conference centre separate from other common rooms, in close proximity to the Bled Festival Hall, parking lot for 70 vehicles outside the hotel.

Hotel Golf
★★★★
Ideally situated in the heart of Bled, the Hotel Golf is a modern conference and wellness hotel. Surrounded by a park with tall, old trees, the hotel boasts magnificent views of Lake Bled, the castle and the Julian Alps. Staying in the renovated rooms will benefit your health and well-being after the challenges of daily life. At Hotel Golf, we are reviving local traditions and focusing on sustainability. Guests can end their day by relaxing at the Živa Wellness Centre, thermal pools, the world of saunas or the beauty centre. There is plenty here to keep sports enthusiasts busy as well.

Hotel Golf advantages: Bled’s largest hotel and conference centre, a quiet location in the town centre, divine relaxation at the Živa Wellness Centre, the hotel rooms have been fully renovated in 2017, comfort to international standards, a car park for 104 vehicles.
Hotel Kompas
★★★★
Hotel Kompas is situated on a small hill right in the heart of Bled. Built in original Alpine style, it blends harmoniously with the natural environment, which is characterised by high plateaus and the peaks of the Julian Alps. Its unique location offers visitors unforgettable views across Lake Bled and the castle. Hotel guests are served lavish breakfasts, pampered with delicacies from the self-service buffet in the evenings, and treated attentively by all members of the team during the full duration of their stay.

Hotel Kompas, Cankarjeva cesta 2, 4260 Bled
T: +386 4 620 51 00, E: reservations@kompas-lovec.com, W: www.kompashotel.com
MICE events and congresses:
Ms Ana Kajin, E: ana.kajin@kompas-lovec.com, T: +386 4 620 5118
Ms Andreja Palhartinger, E: andreja.palhartinger@kompas-lovec.com, T: +386 4 620 51107

Best Western Premier Hotel Lovec
★★★★
The boutique Best Western Premier Hotel Lovec is situated in the very heart of Bled. Harmonically blended with its natural environment, it proudly continues the tradition of the guesthouse, which has been standing here for over a hundred years. The hotel architecture is inspired by the local milieu and enables guests to fully enjoy the hotel’s surrounding area, offering wonderful views across the lake and the nearby mountains. The natural daylight and materials give Hotel Lovec a touch of warmth and homeliness that sets it apart from other Bled hotels. A pleasant relaxation centre rounds off the hotel offer, while its friendly employees, who will be most happy to fulfil the wishes of our guests, give the hotel a warm and welcoming soul.

Best Western Premier Hotel Lovec, Ljubljanska cesta 6, 4260 Bled
T: +386 4 620 41 00, E: reservations@kompas-lovec.com, W: www.lovechotel.com
MICE events and congresses:
Ms Ana Kajin, E: ana.kajin@kompas-lovec.com, T: +386 4 620 5118
Ms Andreja Palhartinger, E: andreja.palhartinger@kompas-lovec.com, T: +386 4 620 51107

Hotel Triglav & Restaurant 1906 Bled
★★★★
Hotel Triglav Bled is located on the quiet side of the lake with the most beautiful view to Bled Island. Originally built in 1906 and after extensive renovations newly opened in April 2009. Only 200 meters away from Bled’s Rowing centre, in the immediate vicinity of the train station and only 2 km away from Bled’s centre, which can easily be reached by foot, walking on the lakeside trail. From almost every vantage point in the hotel, you can glimpse the romantic lake, island and the mountains beyond. Restaurant 1906 with its excellent cuisine represents the heart of the hotel, raising the culture of wining and dining, reviving traditional Slovenian dishes, serving local ingredients and creating surprising combinations. Besides our daily offer and services we organize some exclusive events for our guests, such as: culinary or rowing teambuilding, Slovenian wine tasting at our wine cellar, cookery classes, birthday celebrations for our youngest guests etc.

Hotel Triglav & Restaurant 1906 Bled, Kolodvorska cesta 33, 4260 Bled
T: +386 4 575 26 10, E: info@hoteltriglavbled.si, W: www.hoteltriglavbled.si
MICE events and congresses:
Mr Jurij Korošec, E: jurij@hoteltriglavbled.si, T: +386 40 688 545
Ms Sonja Primožič, E: sonja@hoteltriglavbled.si, T: +386 41 949 763
Mr Damir Salkić, E: damir@hoteltriglavbled.si, T: +386 31 300 097
Vila Bled ★★★

Vila Bled lies in a serene part of the Slovenian Alpine resort of Bled, surrounded by a magnificent park on the shores of Lake Bled. The villa was constructed in 1947 on the site of a former royal summer home and subsequently served for decades as one of President Tito’s residences before being turned into a boutique 1950s-style hotel, known for its timeless elegance. The Vila Bled is particularly suitable for the organisation of high-level business meetings requiring privacy and retreat from the bustle of everyday life, incentive and teambuilding events, as well as receptions and other events. It features a spa and offers world-class gourmet cuisine. In summer, guests can enjoy the private swimming deck with a boathouse.

Vila Bled has always been the place where history is written. Marshal Tito entertained many eminent politicians in a safe shelter in the Villa, and the Belvedere pavilion served as a place for relaxed tea parties where eminent guests enjoyed the breathtaking view of the lake and the island. Today, the former presidential residence is known for its hospitality, comfort, timeless elegance and cuisine – an altogether unforgettable experience.

Vila Bled, Cesta svobode 18, 4260 Bled
T: +386 4 575 37 10, E: vila-bled@brdo.si, W: www.brdo.si/sl/vila-bled/vila-bled
MICE events and congresses: Ms Boža Robnik, E: boza.robnik@brdo.si, T: 00386 4 260 17 80

Hotel Astoria ★★★

The Astoria Hotel is located in the centre of Bled, close to the main bus station, Bled Convention Centre and Bled castle. The property has recently undergone extensive renovations, which have upgraded it to a contemporary “eco” hotel with 74 rooms of the 3-star superior category. The rooms have been designed in line with the latest sustainability trends and are equipped with modern amenities. The hotel features three air-conditioned meeting rooms with state-of-the art technical equipment. The joined halls I and II can accommodate up to 130 delegates in theatre-style.

Further hotel facilities include a restaurant and aperitif bar with direct access to a terrace, free wireless internet and a holistic wellness centre with various spa treatments and a Sauna Park.

Hotel Astoria, Prešernova 44, 4260 Bled
T: +386 4 579 44 00, E: astoria@vgs-bled.si, W: www.hotelastoria-bled.com
MICE events and congresses: Ms Alisa Ceric, E: alias.ceric@vgs-bled.si, T: +386 4 579 4413

Hotel Ribno ★★★

The Ribno Hotel is just a step away to the Slovenian Alpine pearl of Lake Bled, in the idyllic village from which it takes its name. Its location delights all those who long for peace and relaxation in close contact with nature. The hotel is an excellent starting point for hiking and cycling tours, fishing, adrenaline experiences and other sporting challenges in the nearby area.

Due to it being set apart from the hustle and bustle and the positive energy with which it charges its visitors, the Ribno Hotel is also a popular venue for training sessions, seminars, business meetings, team building and incentives.

The Ribno Hotel features 58 rooms and three suites. Every hotel room is equipped with cable TV, wireless internet access, telephone, mini bar and bathroom with bathtub or shower, while most have a balcony or terrace.

Hotel Ribno, Izletniška cesta 44, 4260 Bled
T: +386 4 578 31 00, E: info@hotel-ribno.si, W: www.hotel-ribno.si
MICE events and congresses: Ms Romana Robič, E: info@sportina-turizem.si, T: +386 4 578 34 44
Bled Island

The Island on Lake Bled is a charming sight that, together with the mighty castle, adds to the everlasting allure of Bled. The ride in a traditional wooden "pletna" boat to reach it is an adventure in its own right. Alternatively, visitors may opt to row to the island themselves, while in particularly cold winters when the lake freezes it is even possible to walk there.

The first sight on the island is a monumental 17th-century stairway with 99 steps, above all a challenge to newlywed grooms, who according to tradition must carry their brides all the way to the top. Having mastered this successfully, the easier task of ringing the wishing bell in the Church of the Assumption of Mary to make your dreams come true awaits every visitor. Another special feature guests can visit on Slovenia’s only island is the free-standing belfry, the construction of which was surely influenced by the Venetian school.

Bled Island
T: +386 4 576 79 79, E: info@blejskiotok.si, W: www.blejskiotok.si

Bled Castle Restaurant

Not only the rich history and picturesque nature, one of the most recognizable elements of the castle is a restaurant that offers modern interpretations of traditional dishes and drinks. The company Jezeršek leaves its mark and ensures absolute quality. Bled Castle is also establishing itself as one of the most important culinary points in Slovenia.

With the help of the local environment and the providers, an unforgettable experience is created at the restaurant, suitable for protocol guests, tourist groups and individuals.

Restaurant can accommodate up to 96 guests while the outdoor terrace seats about 100 guests. Smaller events can be also held in the Knight’s Hall (Viteška dvorana).

Bled Castle Restaurant, Grajska cesta 61, 4260 Bled
T: +386 (0) 1 361 94 16, E: gostinstvo@jezersek.si, W: www.jezersek.si/en/locations/bled-castle

MICE events and congresses: Mr Primož Križnar, E: primozej@jezersek.si, T: +386 1 361 94 21
**Straža Hill**

Straža is a 634-metre hill close to the centre of Bled. A chairlift takes visitors to its park, from where breath-taking views of the lake, the castle and the surrounding mountains unfold.

The beautiful forest on top of Straža Hill is the setting of the Bled Adventure Park, which offers visitors the chance to enjoy adrenaline-pumping activities in the great outdoors. The park comprises five tracks of different difficulty levels with as many as 71 attractions, designed as a passage from treetop to treetop. After a fun visit to the Adventure Park, guests can restore themselves in the log cabin, where picnic menus and traditional dishes from the kettle are available. For an additional rush of adrenaline, the summer sledding track takes guests back to the valley. The Bled Adventure Park operates from April to October, while the Straža Hill becomes a ski slope when the snow descends in winter.

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Bled Adventure Park
T: +386 31 761 661, E: info@pustolovski-park-bled.si, W: www.pustolovski-park-bled.si

Summer sledding
T: +386 4 578 05 39, E: info@ibled.si, W: www.straza-bled.si

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**Bled Sports Hall**

The Bled Sports Hall is in the centre of Bled, adjacent to a large car park and the Krim Hotel. It was built in 1979 and fully renovated for the 35th Chess Olympiad, which was held here in 2002. In addition to hosting training sessions and competitions in ice sports such as ice hockey, skating and curling, it is suitable for diverse exhibitions, concerts and meetings of up to 5,000 participants.

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Bled Sports Hall, Rečiška cesta 2, 4260 Bled
T: +386 4 578 05 34, E: info@ibled.si, turizem@ibled.si, W: www.ledena-dvorana.si
The Triglavka roža is a regional tourist and nature conservation information centre for Bled, the Slovenian Alpine region and the Triglav National Park, where visitors can discover and explore the nature, tastes, views and events of the land beneath and around Mount Triglav. Open daily, this fully renovated, modern and multi-purpose facility provides visitors with a wide range of up-to-date and useful information. All are also welcome to see its brand-new exhibition about the Slovenian Alpine region, the Natura 2000 sites and the Triglav National Park, featuring a rich multimedia presentation. The centre also organises guided tours for groups and houses a café, a multimedia hall with daily film screenings and a gift shop selling promotional and traditional arts and crafts products.
Albatros

Albatros, Congress and Tourist Service, is the leading independent Professional Congress Organizer (PCO) and DMC in Slovenia, providing a complete financial management of international congresses, conferences, meetings and other events, their coordination, technical equipment and supervision all over Slovenia and abroad. As a PCO, they manage the entire technical organization of the event in the name and on the behalf of the organizers and safeguard their interests. They are the local PCO in Bled with over 30 years of history in destination management.

Albatros, Ribenska cesta 2, 4260 Bled, Slovenia
T: +386 (0) 4 57 80 350, E: info@albatros-bled.com, W: www.albatros-bled.com

Vila Prešeren

The Vila Prešeren is a trendy café, restaurant and guesthouse housed in a traditional 19th century villa set beneath the castle hill, directly on the lake shore. Its sunny lakeside terrace is the place to see and be seen in Bled, with a cup or glass of a beverage from the Vila Prešeren’s selected offer in hand. The emphasis in the cuisine is on modern, light dishes with a Mediterranean twist, as well as grilled delicacies and mouth-watering desserts from its own patisserie.

For a reception or barbecue, larger gatherings can make use of the terrace in nice weather, while there are also two interconnected rooms indoors. Setting up a marquee in front of the Vila Prešeren will enable you to hold a memorable cocktail party for up to 250 guests here.

Vila Prešeren, Veslaška promenada 14, 4260 Bled
T: +386 4 575 25 10, E: vilapreseren@sportina-turizem.si, W: www.vilapreseren.si
Q: In your view, if Bled was a movie which one would it be, and why?
If Bled was a movie, it would be a fairy tale about what nature once looked like and how people were relaxed a long time ago.

Q: How does Bled make you feel when you stay there?
Bled is like walking in a romantic painting.

Q: Every destination has something special to offer. What does Bled as a location bring to your events?
My slogan for the IEDC-Bled School of Management is “a creative environment for creative leadership”. This is not only related to the architecture, design, and the art in the school, but also to the beautiful environment that Bled offers. Bled is a place for finding peace and beauty, and to reflect. Bled works like a refreshment and brings you to the highest level of imagination and creativity.

Q: You have already organised countless events in Bled. Which is your favourite, and why?
From all the high level and inspiring events, I would choose the 8th Academy of Management & Organisation (AoMO) conference on “Empowering the intangible; exploring, feeling and expressing through the arts”, which we organised on September 1-4, 2016. This conference brought together people from the arts and sciences from all over the world, dealing with leadership and entrepreneurship with the aim to create a better, more beautiful world.

Q: When attendees are satisfied, clients are also satisfied. What do attendees usually say about Bled?
Many participants of the AoMO conference mentioned that they have never before held their conference in a place that would fit better to their activities. IEDC has been headquartered in Bled since 2000 and I only hear beautiful comments on Bled as an environment. There is an organic fit between the nature and educational centres, dealing with innovative and inspiring leadership and tourism management. Nothing can compete with the experience of a walk around the lake or a climb to the castle to enjoy the unique view.

Q: What would be three main reasons for organising an event in Bled?
Kind and professional people, a breath-taking environment, very good hotels and the vicinity of the airport, all conditions also for recreation and sports (biking, hiking, golf, skiing, walking, etc.), the amazing city of Ljubljana nearby, and a little more than an hour’s drive to the Adriatic coast.
Q: In your view, if Bled was a movie which one would it be, and why?
The first film that comes to my mind when I think of Bled, just because of the location or maybe for the lake, is the movie Dirty Dancing. The location for the film, which can be seen in most of its scenes, is similar to the scenery we have here. In any event, this movie could be filmed in Bled.

Q: How does Bled make you feel when you stay there?
I always like returning to Bled, as the city awakens peace, tranquillity and serenity in me. Walking around the lake is one of my favourite things to do when visiting Bled. Furthermore, walking around the lake is a great activity, since it is a 10km walk.

Q: Every destination has something special to offer. What does Bled as a location bring to your events?
For Bled, I would like to point out the location. I believe that this is a winning attribute, for which people come here and always like to return. I have travelled the world, seen lots of countries and cities, but I have not found a place as special as our Gorenjska pearl, Bled. Bled itself is wonderful, but when you take a walk to the lake and see the small island with a church in the middle, the feeling is just like being in a movie.

Q: You have already organised countless events in Bled. Which is your favourite, and why?
One of the events that was certainly the most memorable was the Olympic circle of security, which was organised in cooperation with Adriatic Slovenica just half a year before the Olympic Games in Rio de Janeiro. The presence of Olympic athletes, the atmosphere, visitors and the whole event was really an amazing experience. I am glad that I was part of it as a man at the head of the umbrella sports organisation, which is a traditional event organised by Bled for many years now. Above all a record was achieved, which was, after all, the primary purpose of this event.

Q: When attendees are satisfied, clients are also satisfied. What do attendees usually say about Bled?
About Bled I have heard only nice and positive things. Most people from foreign countries such as America, Canada or Australia don’t know how nice our country really is, or how many hidden corners and real hidden gems are to be found in this small and young Alpine country. I often hear or read that if they would’ve known about this destination they would have visited earlier, and that they will certainly return to Bled and Slovenia.

Q: What would be three main reasons for organising an event in Bled?
Bled is certainly one of the most beautiful destinations in our country. The location, the lake and all the rest of those attributes have added value when organising an event in this city. Of course one of the main reasons is definitely the lake with a small church in the middle and the path around it. The nature here is beautiful in every season, as is the hospitality of the people who know how to behave in a tourist town.
INTERVJU

Q: In your own view, if Bled was a movie which one would it be, and why?
It’s impossible to cover Bled in just one film. In fact, it has so many treasures that even the greatest film couldn’t cover them all.

Q: How does Bled make you feel when you stay there?
Reassured, but full of energy.

Q: Every destination has something special to offer. As a location what does Bled bring to your events?
The programmes for visits of foreign representatives in the Republic of Slovenia are usually pretty crowded, as it is necessary to carry out the prescribed ceremonial and official meetings in a limited time. For that reason, tours of cultural and natural attractions are a great opportunity for relaxation for both our guests and hosts. The picturesque destination of Bled offers a wide variety of options to spice up the visit and therefore it is with our greatest pleasure that it is often included in the programmes for visits.

Q: To date you have organised countless events in Bled – which is your favourite so far, and why?
It is difficult to highlight just one event from so many successfully realized visits of representatives of royal families, heads of state and other distinguished guests from abroad, of ladies programmes and events, as well as events in Bled that are all attended by high representatives of the Republic of Slovenia. In any case, all events have a very special charm when Bled is bathed in sunshine.

Q: When attendees are satisfied, clients are satisfied as well. What do attendees usually say about Bled?
That Bled is inspiring, “breathtaking”, calming and stunningly beautiful.

Q: What would be your three main reasons for organising an event in Bled?
Bled is one of our unique attractions, recognised as such on a global scale. For each visitor it is important to offer something special and memorable. And finally, the long-term and excellent cooperation with the local community, Bled hotels and the IEDC Bled business school is very important to us.
Bled’s rich history, dating back as far as 1004, took it to the forefront of Alpine cosmopolitan destinations. Many events have found their home in Bled and return there year after year. Among others, the Bled Strategic Forum, which as a leading conference in Central and South East Europe provides a high-level platform for discussion of pressing regional and global issues. Attracting more than 500 participants, including heads of state and government, ministers, diplomats, representatives of the business sphere, scholars and the media from the entire world, the forum also offers a unique opportunity for bilateral and multilateral meetings with the foremost regional and global stakeholders and the possibility for extensive networking between political and business leaders of today.

Some of Bled’s past events:
• Bled Chess Festival
• World Rowing Masters Regatta
• World Curling Federation Congress
• 10th PCNE Working Conference
• Flatslands Conference
• 66th meeting of the Scientific Committee of the IWC
• FIA alternative energy cup (AEC)
• International Air Traffic Controllers Hockey Tournament
• Election Congress of European Athletics (EA)
• IWDG, the International Working Group on the Diabetic Foot
• UEMS PRM Board & Section Meeting
• 18th International Conference on Dielectric Liquids
• 17th International Conference on Discovery Science

Bled is known as the cradle of the Slovene rowing champions, since 1966 when the first Rowing World Championship was held in Bled, followed by three world championships in 1979, 1989 and 2011. Biathlon is also a returning event, as Bled hosted two Biathlon World Championships so far. The International writers meeting the »PEN« Bled Meeting will be hosted for the 50th time in Bled in 2018.

Getting to Bled

Flight connections
The nearest airport, the Jože Pučnik International Airport Ljubljana (Brnik), is approximately 40 kilometres from Bled. Bus rides between the airport and Bled with connections in Ljubljana, as well as direct lines or private transportation via one of the available tourist agencies, are organised throughout the year. The full schedules can be seen on the airport’s website at www.lju-airport.si.

Distances from other major international airports: Klagenfurt (80 km), Trieste (170 km), Zagreb (200 km), Salzburg (230 km), Venice (290 km), Vienna (380 km) and Budapest (350 km). Bled can be reached by a number of options, including bus, train or private operator.
Arriving by car
Bled is just 47 kilometres from the Austrian border (Wurzenpaß) and not much further from Italy (Fusine Laghi – Rateče). Bled is 50 kilometres from Ljubljana and is most easily accessed via the A2 highway north-west out of the city, following the signs for Kranj or Jesenice. You can also take the regional road that passing by Medvode, Kranj, Naklo and Radovljica.

Railway connections
The Lesce-Bled railway station is located on the Oste (Münich – Salzburg – Villach – Ljubljana – Belgrade – İstanbul – Athens) railway line. The station is 4km from the centre of Bled, which can be reached by bus (the Bled bus station is opposite the railway station), taxi or even by foot, taking a surfaced road purpose-built for pedestrians and cyclists.

The Bled Jezero railway station lies along the Villach – Jesenice – Nova Gorica – Koper or Gorizia (Italy) railway line. It is just 1.5 km from the centre of Bled and you can either walk there, take a taxi or ride the tourist train. Check out Slovenia Railways’ incredibly user-friendly website for a complete schedule at www.slo-zeleznice.si.

Bus connections
The central Bled bus station is located at the north-east corner of the lake, just a 3-minute walk from the lake itself, at the cross-section of the Cesta svobode and Grajska cesta roads.

Bled has regular bus lines connecting it with both the surrounding areas as well as all of the larger cities of Slovenia. There are regular buses from Ljubljana going through Kranj and Radovljica. Buses also operate to/from the direction of Bohinj and Jesenice.

The full schedule can be found on the official Ljubljana bus station website at www.ap-ljubljana.si.