

THE LJUBLJANA PRE-CONVENTA FAM TRIP PROGRAMME

18 – 20 FEBRUARY 2024



The Ljubljana Convention Bureau, operating within Ljubljana Tourism, invites you to discover a **hidden gem among the capitals of Europe** just prior to the Conventa Show 2024. The fam trip will provide a good overview of meeting options in Ljubljana in the shortest time and reveal why our city is considered an increasingly popular conference destination in the New Europe region.

A special programme has been designed in **cooperation with several destination partners** to create a balanced mix of professional and destination / experiential elements, which will take you through different parts of Ljubljana, showcasing several of its attractions. Some special venues will pop up along the way, and the entire experience will be spiced up by a tinge of *dolce vita*.

Ljubljana, whose name means “**The Beloved**”, is a compact, walking city of 295,000 residents, which could be defined as a “Yin-Yang” personality or seen as an old lady with a young heartbeat.

With its colourful history that developed over millennia at the **crossroads of several cultures**, its charm and creative vibe, lively event agenda and relaxed atmosphere, Ljubljana is regarded by many visitors as an unexpected surprise. The efforts invested in its **sustainable development** have been recognised by the title of **European Green Capital 2016**, which has left a strong legacy for the years to come. It has also received the coveted title of [European Best Destination 2022](#), which has further strengthened its international visibility and brand.

The Ljubljana Fam Trip, set to start on Sunday 18 February 2024 in the late afternoon, continues through the entire Monday 19 February 2024, as well as in the morning of 20 February 2024, ending after lunch.

Ljubljana invites to be discovered!

SUNDAY, 18 FEBRUAR 2024

- A.M. / P.M.** Individual arrivals & transfer to the confirmed hotel.
19:00 *Grand hotel Union*
Meet up with a representative of the Ljubljana Convention Bureau and welcome to Ljubljana!
- 19:15 – 21:30** Ljubljana is a compact city and one of its key advantages is the proximity of different event venues and other places of interest. A short stroll along the Ljubljanica riverbanks will lead us to **Breg**, a restaurant set in a historic building featuring traditional local dishes with a modern twist. Its culinary concept has been developed by Michelin-starred chef Jorg Zupan.
- Return to your respective hotel & sweet dreams!*

MONDAY, 19 FEBRUAR 2024

The itinerary will be entirely walking, also with the aim of providing an initial orientation in the city centre. Comfortable shoes and relaxed attire are recommended.

- 08:45** Meeting at the reception of the Grand hotel Union.
- 09:00 – 09:30** The **InterContinental** is one of the newest and most starred hotels in town, ready to present its highlights, including one of the best panoramic views wide afar from its top!
- 9:35 – 10:05** **Grand Plaza Hotel** and Congress centre Ljubljana 5* Superior is located in Ljubljana city centre, opens a beautiful view of Ljubljana castle and offers an immense comfort of accommodation. The hotel is equipped with eight congress halls with abundance of natural light that can accommodate up to 1.000 guests.
- 10:20 – 10:40** Not far away, a short stop at the **National Gallery of Slovenia** – one of Ljubljana's most attractive venues for social functions & gala events, comes next.
- 10:50– 11:20** An enjoyable hands-on experience awaits you at the **Best Western Premier Hotel Slon**. Best Western Premier Hotel Slon is an institution in hospitality; celebrating 470 years of tradition, offering luxurious accommodation and conferencing facilities combined with excellent cuisine at an elite location.
- 11:25 – 12:15** From there, short walk past the central **Post office** (time allowing, we'll have a quick look into its atrium) through the **Open Market** to the castle funicular. This leads to Ljubljana's No. 1 landmark, on top of the hill that reigns above the Old Town. Short presentation of the **Ljubljana Castle**: medieval & modern, historical & multi-functional at the same time; on top, the residence of one of the oldest and most popular Ljubljana pets, the mighty dragon, which is one of the city symbols, also depicted in Ljubljana's coats of arms.
- 12:15 – 14:00** Lunch at **Gostilna na Gradu**, which offers a new culinary experience every day. Here you can taste typical Slovenian dishes in a contemporary variety, prepared especially for you by Slovene chefs, under the baton of chef Luka Jezeršek. They will impress you with magnificent freshly prepared dishes from quality local ingredients and guide you to taste the magic of the 24 Slovenian gastronomic regions.
- 14:20 – 15:00** Short walk through a part of the Old Town & visit of the **City Museum of Ljubljana** – a favoured smaller special event venue. It's also where the world's oldest wooden wheel with an axe is on view. Close by, we'll also peep into the **Križanke Summer Theatre**, the main venue for the Ljubljana Festival as well as an attractive outdoor event venue.

- 15:15 – 15:45** Visit to the comfortable **Occidental Ljubljana hotel**. The 148 rooms and suites at this 4-star hotel in Ljubljana are fully equipped with all the comforts and services to ensure a wonderful stay. In addition, the spaces have been carefully designed to reflect the culture of Slovenia and its local art, meaning guests can enjoy an authentic experience.
- 16:00 – 16:45** In green Ljubljana and Slovenia, sustainable development is among the top priorities. A quick visit to **Cankarjev dom – CD Congress Centre Ljubljana** offers intriguing insights. This venue not only nurtures meetings, cultural events, and the arts, along with our shared human heritage, but also demonstrates a profound concern for nature. Embracing this ethos, the first four beehives were installed on CD's rooftop terrace in spring 2011. Cankarjev dom proudly claims the title of the pioneer of Slovenian urban beekeeping. Bees play a crucial role in fertilizing plants and crops, ensuring human survival on our planet. Explore additional sustainable practices in this national architectural heritage venue, which has been successfully hosting events since 1980.
- 17:00 – 17:30** **Grand Hotel Union Eurostars** – an Art Nouveau jewel and a place of encounter since more than a century. Even royals, heads of state and pop stars love it! A medley of elegance, history & tradition plus a young, creative energy define it at the best. We'll meet up with our partners of the Eurostars Hotels Ljubljana to learn more about them, while enjoying a refreshing surprise in their traditional café.
- Some time for leisure at your hotel.*
- 18:45** Get together in the lobby of your respective hotel, walk to the dinner location, the **Pen Club restaurant**, which is a legend of Ljubljana's culinary past, now fully refurbished under a new management and a rising star on the local gourmet scene. Some local partners will be joining us.
- 22:00** *Return to your respective hotel & sweet dreams!*

TUESDAY, 20 FEBRUARY 2024

Comfortable shoes and relaxed attire are recommended.

- 8:45** Meeting at the reception of the Grand hotel Union.
- 9:00 – 9:30** First stop of the day: **Austria Trend Hotel Ljubljana**, the closest property to the Stožice Arena & Stadium and a fine convention hotel that is also favoured by sports groups.
- 9:45 – 10:15** **Four Points by Sheraton Ljubljana Mons Hotel**, a modern property where business is embraced by nature. A new wing has been recently added to the original structure, upgrading its functionality & opening new possibilities. We'll discover its main features together.
- 10:30 – 11:00** **The Radisson Blu Plaza Hotel Ljubljana**, located within the BTC City business and shopping centre, offers a combined experience of a productive working environment for business visitors, a peaceful and comfortable environment for rest and relaxation, and excellent catering facilities and services.
- 11:15 – 11:35** Stopover at **Cukrarna Gallery**, a former mid-19th century sugar factory that underwent a major renovation. It's now a new venue dedicated to modern art, which also hosts special events.
- 11:50 – 13:30** We'll split our group in half for **two different memorable hands-on experiences** that will enrich you with new skills. Trust us – you will enjoy them!
- 13:40 – 15:00** Walk / alt. green transfer to reach the very central **As Aperitivo restaurant** for a farewell lunch. Their Aperitivo section and the classical restaurant are quite popular for business group bookings. A new boutique hotel will open this spring. Some local partners will be joining us, again.

End of the Ljubljana Pre-Conventa programme; thank you for your understanding in case minor changes would occur. The Conventa Show official schedule follows in the evening, starting with the Welcome reception at the Center Rog.



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