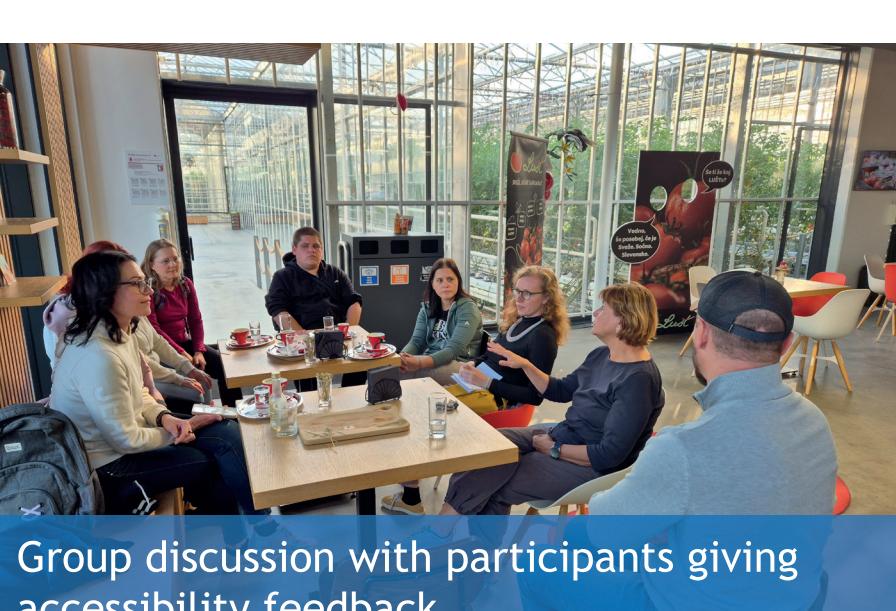
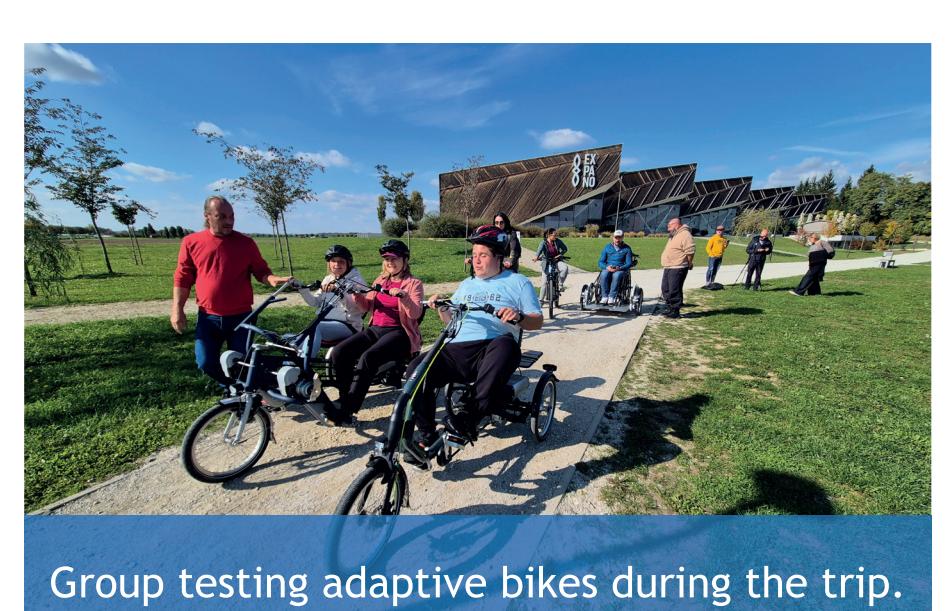
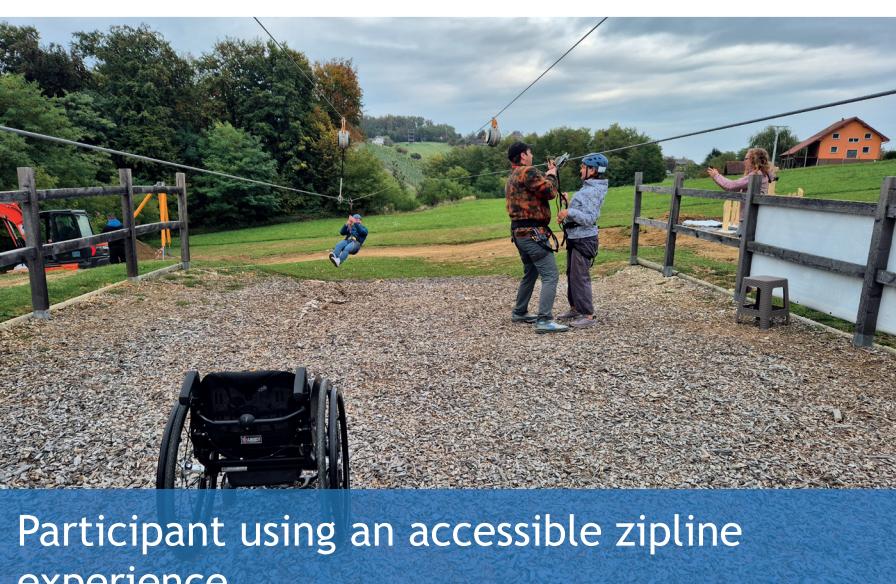




Slovenia Pomurje region

Pomurje is a rural region located in the northeastern part of Slovenia, known for its thermal springs, rich cultural heritage, and diverse cuisine. The region is divided by the Mura River, which gives it its name. The regional center is Murska Sobota, while the main tourist attractions include the Vinarium Tower, the interactive Expano Pavilion, the thermal spas, and Bukovnica Lake. In recent years, more and more places in Pomurje have become physically accessible to everyone, which is a positive step toward inclusive and sustainable tourism.

Accessible travel programme for all



Persons with disabilities are travellers too, which is why **their needs must be considered** when developing new tourist offers and experiences. In Slovenia's pilot area, a two-day trip to Pomurje was organised to test tourism products for people with visual, hearing, mobility, and cognitive impairments and to identify improvements.

The process included the following main phases: preparation of a draft itinerary, testing locations and services, meetings with representatives of each disability group, implementation and evaluation.

During the trip, accessibility, interaction with service providers, and overall experiences were carefully observed, while participants shared their feedback with tourism providers and contributed to the evaluation process.

Portable hearing loops



Following an accessibility assessment of Slovenian tourism sites, it was found that most facilities lacked induction loops for deaf and hard-of-hearing visitors. To improve access, six portable hearing loops were purchased to health centres and hospitals in the pilot area, identified in cooperation with local association for the deaf and hard of hearing.

The official public handover of the equipment presented an excellent opportunity to engage local media and to raise awareness of this important topic.

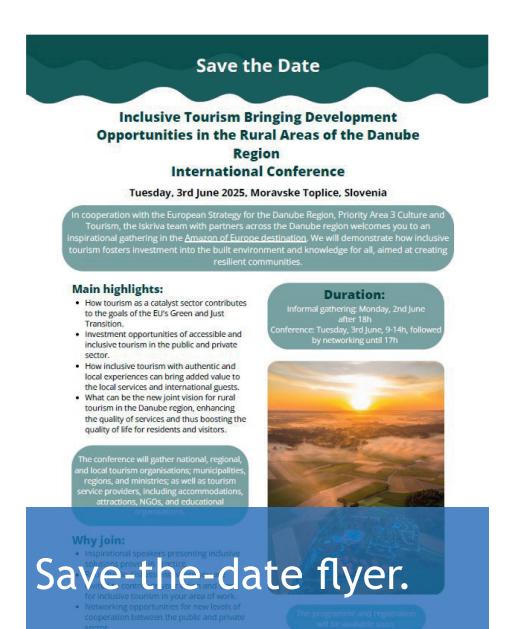


International conference on Inclusive tourism as a driver for development in the Danube Region

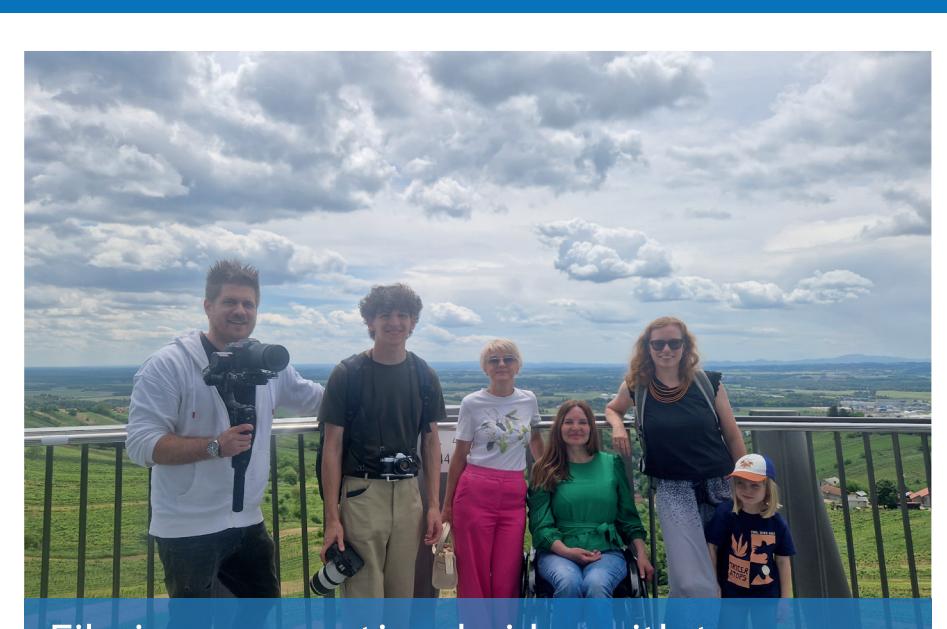


The international conference held in Moravske Toplice in June 2025 brought together many experts, stakeholders, and project partners to explore how accessible tourism can drive sustainable development, create new investment and tourism opportunities, and strengthen cooperation between countries in the region.

The event also showcased inclusive tourism as a key development and investment opportunity and united multiple Interreg Danube projects in a collaborative format.



Accessible Pannonian Region - Joint promotional video



A joint pilot action with Croatia, Hungary, and Slovenia produced a short promotional video highlighting the accessibility of the cross-border Pannonian region.

The video production provided an opportunity to engage with management teams, discuss accessibility improvements, and plan distribution. It will be shared through tourism providers' and organisations' websites to raise awareness and promote inclusive travel in the region.

