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Business Proposal for a Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia

Executive Summary

The Transboundary Wellness and Adventure Tourism Corridor is a bold cross-border initiative that connects Slovenia's famous thermal wellness spas with world-class adventure tourism destinations in Croatia. The plan is to blend restorative travel with stimulating outdoor experiences for wellness and active lifestyle tourists across Europe and further. Aligned in the Schengen area and supported by European Union cooperative frameworks, the corridor will generate sustainable tourism, enhance regional integration, and revitalize the local economies on both sides of the border. The initiative aims to take advantage of emerging travel patterns post-COVID that emphasize mental well-being, active recovery, and nature engagement. The corridor is well-placed to offer co-created tourism product packages and experiences that fuse Slovenia's wellness culture and Croatia's adventure tourism (rafting, hiking, ziplining, climbing, etc.) into a coherent wellness and adventure experience for high-value travelers who want diverse, high-value, multi-day travel experiences.

To develop infrastructure, digital platforms, integrated marketing approaches, and solutions for cross-border transport, we are seeking a €3.5 million initial seed investment. The long-term vision is to create a viable tourism route capable of scaling and replicating in other European border regions.

Introduction

A Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia is a transformational opportunity to bring together the natural, cultural, and therapeutic resources of both countries as a coordinated cross-border destination. The proposed corridor builds upon sustainable tourism, regional cooperation, and holistic well-being to establish an integrated tourism product that traverses the beautiful landscapes, natural thermal springs, and diverse forests of both Slovenia and Croatia. Slovenia and Croatia are known for robust tourism and share a long border characterized by natural beauty and complementary tourism experiences, such as the Julian Alps and Karst Plateau in Slovenia that border the Istrian Peninsula and Dinaric Alps in Croatia. This corridor is proposed to connect wellness resorts, eco-villages, adventure parks, thermal spas, created cycling routes, and hiking routes into one seamless travel experience for wellness and adventure tourists. The project will not just work to increase visitor lengths of stay and diversify seasons, but will also help foster local economies, support sustainable land use, and enhance awareness of regional identity. Enabled by the potential for transboundary collaboration between public institutions, private actors, and local people to promote adventure and wellness tourism, the corridor has the ability to help position Slovenia and Croatia as Europe's top wellness and adventure tourism destinations. This business proposal presents the strategic vision, objectives, and anticipated

benefits for developing this corridor, and also considers the structural, change environmental factors, and marketing factors which are vital for any successful development and impact.

Project overview

The Transboundary Wellness and Adventure Tourism Corridor, proposed between Slovenia and Croatia, is an initiative that aims to create a unique and sustainable tourism destination by bringing together the natural, cultural, and wellness resources of both countries. Located between the Adriatic Sea, the Dinaric Alps, and the Pannonian Plain, this corridor is envisioned to link selected geographical areas of Slovenia and Croatia that are home to wellness retreats, thermal spas, nature parks, adventure routes, and sites of cultural heritage, creating an authentic, immersive tourism experience. The objectives of this project are to stimulate sustainable tourism development; foster economic growth, cross-border cooperation, and collaboration; and develop a shared identity of wellness rooted in health, nature and culture. In creating the corridor, the intent is to attract visitors; therefore, sustainable, green infrastructure and products, marketing and branding, and standards and guidelines to share with potential wellness tourism businesses will be invested in. The intent is to connect the wellness and adventure tourism sectors in a transboundary area, while maximizing competitiveness, length of stay, tourism visitation, and fiscal benefits for the local areas, and minimizing the environmental impact of wildlife and natural biodiverse sites in this region, while creating historical and cultural.

1. Mission and vision

The initiative's vision is of a cohesive and connected transboundary tourism corridor that interconnects an unspoiled natural landscape, cultural history, and a shared emphasis on responsible and sustainable tourism found in Slovenia and Croatia. By identifying and emphasizing ecological protection, regional cooperation, and authentic tourism experiences, the corridor intends to become a case study in the innovative development of cross-border tourism in Europe.

The mission of the project is to attract discerning wellness and adventure seekers, with thoughtfully considered and immersive travel experiences encompassing everything from restorative and holistic experiences to high-adrenaline outdoor activities. Working together with Slovenian and Croatian stakeholders, such as, local communities, tourism providers, and government agencies, the goal of the initiative is to encourage regional economic development, environmental responsibility, and bilateral cooperation. The mission signals a long-term evolution of community-based, inclusive tourism that benefits visitors and local populations.

Strategic Objectives

The proposed Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia is a new initiative for better integration of both countries for

improved travel experiences. The intention is to establish a new transboundary travel itinerary that maximizes Slovenia's wellness resorts and Croatia's adventure tourist locations, to offer a unique experience that is balanced between relaxation, health, and adventure. To maximize experiences in the corridor, an itinerary will showcase the cultural and nature-based features of Slovenia and Croatia, while supporting sustainable tourism principles based on the European Union Green Deal, to ensure protection of the environment, and benefit to the community. To improve convenience and engagement for travelers, the project proposes to utilize technology and create a multi-lingual digital platform and app. This easy-to-use platform will allow tourists to have seamless booking of services, initiate a personalized itinerary and effectively navigate the cross-border experience and help minimize any potential language barriers and logistical issues one may face in international travel. In addition to the focus on technology and user convenience, the project takes into consideration the role of strong public-private partnerships (the project defines multi-lateral partnerships to include a minimum of two public sectors and/or private sectors), including the necessary involvement of local companies, municipalities/towns, tourism boards, and EU development agency representatives. The focus on multi-lateral partnerships is essential to provide an ecosystem for stakeholders to collaborate towards tourism or tourism-market develop strategies for existing tourism offers and infrastructure, and market those offers together.

These partnerships are important to ensuring that the development of the corridor is place-based, financially sustainable, and can provide long-lasting benefits for both countries. Given that tourism demand is variable in nature throughout the year, this project also aims to help promote reasons for "off-season" travel which can include indoor wellness packages in Slovenia, as well as all-season adventure tourism attractions in Croatia. In turn, the project can help the corridor stabilize the number of visitors year-round and help guarantee relevance as an economic development opportunity. Fewer visitors makes the visitor experience less stressful and allows the local businesses to manage service peaks and valleys. Travelers can develop a deeper appreciation for the features of the corridor in a manner and casualness that peak season does not allow for. An important consideration within the development of the corridor is to adhere to the EU Green Deal tourism sustainability goals. This includes reducing environmental impacts, protecting biodiversity, and fostering green infrastructure development. The natural landscapes of Slovenia and Croatia have been created with great sensitivity to tourism impacts; hence, sustainable management strategies will also be put in place. This strategy must include relevant planning regarding transport, waste management, and energy use, while encouraging participation in environmentally friendly activities, and ways of connecting visitors to educational opportunities to enhance environmental awareness. Local laws and regulations surrounding environmental protection will be observed scrupulously, therefore setting an exemplary intersection of tourism development and responsible guidelines for tourism development. The cross-border corridor is creating wellness and adventure tourism, thereby, appealing to visitors and a broad spectrum of tourists

who may wish to stay in tranquil spas of Slovenia or pursue their adventure in the hamlets, mountain hiking and climbing in Croatia, or participating in exciting water-based coastal activities. The variation of tourism base helps not only provide multiple possibilities for visitors but generate a different economic base for the two regions, and provide the potential for a credible tourism economy.

Slovenia and Croatia both have plentiful natural geographies that can be sensitive to the impacts of tourism; therefore, sustainable management measures are needed. This includes consideration of possible transport options, waste and energy management, and promoting sustainable options to educate visitors on environmental stewardship. Local environmental protection laws will be respected to an unparalleled standard, given the corridor will be an example of how tourism can be developed sustainably. By combining wellness and adventure in one cross-border approach, the corridor will appeal to a whole range of visitors, from people wanting to simply have a relaxing rejuvenation weekend through Slovenia's spas to adventure seekers wanting to take advantage of Croatia's rugged travel experiences and coastal excursions. Having a range of tourism activities diversified the range of economic development of the involved regions, enabling them to develop resilient tourism systems. In conclusion, this program aims to position Slovenia and Croatia as the best destinations in Europe, combining nature, culture, health, and adventure, supported by technology and collaboration with stakeholders. The Transboundary Wellness and Adventure Tourism Corridor will foster cross-border relationships and help contribute to economic growth while demonstrating a model of sustainable, inclusive tourism development aimed to be promoted elsewhere.

Target market

Primary segment

In the primary segment, leading the charge are the health and wellness travelers, typically women of middle to high-income levels, aged 30 to 55, and transacting as professionals. Many of them seek high-quality spa and holistic health services, as well as exceptional environments that supply restoration and stress relief. The wellness segment is a traveler seeking destinations with personalized wellness itineraries, such as yoga, meditation, spa therapy, and even in more peaceful settings to give them respite from their overly engaged urban lifestyles. Other segments include the adventure traveler, with younger travelers predominantly falling into this segment in the millennial and Gen Z groups. They want nature-based engagements that push their boundaries and allow for discovery. This younger demographic is drawn to the outdoor recreation experiences available in the corridor, whether it be hiking, mountain biking, kayaking, or some other form of heart-pounding outdoor recreation, that the area's changing and diverse geography (such as lush forests, coastlines, etc.) or landscape. The corridor aims to reach a larger demographic as it seeks to appeal to cross-generational groups such as families or groups of friends who want to have an active adventure, and also time to relax. Most of these groups want to enjoy a more flexible itinerary that allows them to have spa days, as well as days their group is

engaged somewhere in outdoor recreation. The different members of these groups can partake in recreation at drastically different age and fitness levels, all while enjoying a shared experience with lasting memories. Last but not least, the corridor seeks to target remote workers or digital nomads. This demographic is increasing and is drawn to the ability to work in a location where they can live and work, allowing them to balance a lifestyle and be productive. These long-stay visitors care where they are staying in terms of the environment and as much as they may want to work on their laptop, they want to build a routine of wellness, where they work on their health, as they work! These guests have preferences on where they want to stay for their long term visit or what is important in the space, whether they need reliable connectivity, coworking space, or outdoor space for exercise or leisure. By emphasizing wellness and adventure for many different segments, whether new, frequent, or long-stay visitors, the corridor is moving toward a tourism experience for all that supports their physical health, mental health, and involvement in the community culture to make it a distinct tourism destination in a competitive European tourism market.

Geographic Focus

The Transboundary Wellness and Adventure Tourism Corridor proposed between Slovenia and Croatia represents a strategic opportunity to leverage the natural beauty, multiple cultural influences, and emerging interest in holistic travel of the area. The corridor plans to attract both domestic and international markets and provides seamless, integrated access to alpine and coastal environments, wellness resorts, thermal spas, adventure paths, and cultural heritage in both locations. The primary geography of focus for international travelers includes Central and Western European Nations such as Germany, Austria, Italy, France, Switzerland, and the Netherlands—these identify wellness tourism as a significant path to travel, have high outbound tourism rates, represent potential tourism markets for a growing interest in sustainability and experiential travel. The countries in the region are easily accessible by rail or road and have cultural and historical connections that allow for interesting, extended itineraries of cross-border travel. Additionally, the corridor will simultaneously attract domestic tourism from Slovenia and Croatia for travelers seeking local, close-to-home, high-quality experiences, as well as regional travelers. The goal will be to get locals to reacquaint themselves with their own region with a fresh perspective encompassing wellness and adventure, and positively increase the year-round tourism for their economies and reinforce economic and social connections across the border. The corridor will create visibility for the two markets, gain overnight stays, invite investment in sustainable infrastructures, and investment in local commerce to create a high-value tourism model for both countries.

Market Trends Supporting Feasibility

The planned Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia is a very opportune and smart proposal and is aligned with current market drivers and customer sentiment. In 2024, 58% of European travelers preferred nature-based multi-purpose holidays, illustrating a strong interest in an activity that includes outdoor recreation, wellness, learning about culture, and having an authentic experience with nature. This is especially relevant as travelers are focusing greater attention on their physical and mental health post-COVID: wellness tourism is booming, especially retreats specifically developed to recover from mental health challenges, stress-relief, or to recharge. When considering the various components of this corridor, there is strong justification to promote access to natural landscapes, thermal spas, adventure trails, and even holistic health and wellness programs. Both Slovenia and Croatia have a rich natural and cultural context, and both countries are situated perfectly to take advantage of the growing movement. Furthermore, the popularity of cross-border regional packages also has considerable economic and political weight (particularly since a large number of these packages qualify for EU Interreg tourism funding schemes). One major aspect of those funding schemes is that they encourage sustainable, joint tourism approaches, which increase regional identity and economic coherence whilst promoting responsible tourism. By using the EU model and keeping in mind a growing interest in health/experience travel (people that are healthy and assuming they are travelling), this corridor has potential to be a showcase of sustainable trans-national tourism in Central Europe, bringing together both intra-European and global travellers searching for comprehensive and restorative travel options.

Cultural Significance

The proposed Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia is a remarkably compelling project that combines the potential for economic viability along with making an invaluable cultural contribution to each of its participating nations. At the project's center is the opportunity to combine the different cultural features of each country in order to develop a complete travel experience. The long history of wellness or visitor traditions in Slovenia, from Roman bathing traditions or Celtic spa culture, will be an important feature in the development of a world-class wellness tourism experience. With its well-known thermal springs, the Alpine scenery for restoring the mind, and a sustainable wellness tourism infrastructure, Slovenia has a solid foundation for restorative travel. By contrast, Croatia's stunningly beautiful and rich geography encompasses a great range of natural adventure tourism opportunities, including hiking, cycling, rock climbing, paragliding, kayaking and scuba diving. Together, these culture and natural tourism resources are encompassed by the tradition of Slavic language and culture, meaning it will be easier in some respects for cross-border togetherness and story-telling for

international tourists. The pathway is also well aligned with Slovenia's and Croatia's national tourism strategies, which prioritize eco-tourism, decentration of tourism flows, and sustainability. This initiative allows for the promotion of less frequented rural areas, benefits small-scale economies, and works to minimize tourism in over-densified areas. The corridor can be a leading model for transnational tourism development in Europe by combining wellness and adventure in a culturally respectful and environmentally conscious manner.

Operational and Financial Structure

Phase 1: Feasibility & Planning (Months 1–6)

The first phase of the Transboundary Wellness and Adventure Tourism Corridor development undertaking with Slovenia and Croatia, Feasibility & Planning, which will be rolled out to be completed in the first six months, is essential to the overall long-term success of the project. Feasibility & Planning will have an estimated budget of €450,000, and will consist of extensive consultation of stakeholders, route design and digital mapping, legal and regulatory harmonization, and a unified branding and online presence. Stakeholder consultation will take the form of involved local municipalities, tourism boards, wellness and adventure operators, environmental groups and cross-border authorities to ensure the corridor is appreciated at a region-wide level and seen through the lens of regional priorities. While this consultation is occurring, teams of experts will be establishing and mapping wellness and adventure routes across both countries, utilizing geographic information systems (GIS) to produce digital maps incorporating all existing infrastructure and natural assets. Coordinating legal and regulatory similarities will be the next task, including analysis of border policy which may help reconcile any inconsistencies that may exist among land use, environmental regulations, business compliance, and tourist operations. The marketing focus will be to create a cohesive identity for the corridor that is appealing to international visitors yet stays true to the area's cultural and natural characteristics. A website will be designed by a professional to provide a "portal" with interactive maps, trip recommendations, and opportunities for wellness retreats and adventure activities. These tasks will provide a broad outline that can initiate future stages of development while keeping the corridor viable operationally and financially.

Phase 2: Infrastructure Development (Months 7–18)

Phase 2 of the Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia is an important phase in the operationalization of the conceptual framework. The focus of Phase 2 is on the development of key infrastructure and integration of services over the next 12 months (Months 7–18) at an estimated cost of €1.5 million. The importance of connectivity and guest experience on either side of the border will promote sustainable tourism development. A priority will be on improving land transport links between sites for wellness and adventure on either side

of the border to improve, the mobility of visitors in a smoother and safer manner. Generally, this will include the reconstruction of minor roads, the delivery of cross-border shuttle services from a more environmental perspective, and the provision of clear, multilingual signage to facilitate a more welcomed way to independently travel, package and navigate through the corridor. Equally important for enhancing guest experience and convenience is the integration of digital technologies to facilitate the booking of accommodations, wellness sites, and curated local experiences in a single space. This is important to ease the planning experience for guests and engage local economies. The platform will incorporate real-time availability, cross-border routes, and bundled payments for internationally contracted products. For service excellence, in addition to the coordinated service protocol across jurisdictions, personnel from both countries will complete complementary language training programs and unified hospitality standards to provide a consistent and culturally sensitive and relevant experience for guests. This comprehensive service approach leads to operational alignment and creates a unified tourism brand that communicates the region's shared natural and cultural resources.

Phase 3: Marketing and Launch (Months 18–30)

Months 18 to 30 of the proposed Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia comprise Phase 3, which includes an extensive and detailed marketing and launch plan to establish the project on the world map. The projected budget of €1.1 million will support a Pan-European campaign to market the corridor as a destination for wellness, nature-based tourism and cross-cultural adventure tourism. The planned campaign will use a mixture of traditional advertising, digital offerings, and social media targeting key European market segments which include mainly wellness consumers (local, regional, national and international), eco-tours, adventure-seekers, tall pickup lovers, etc. A key part of the campaign's strategy is to collaborate with bloggers (travel, wellness, eco) and credible social media influencers, as well as strategic help from travel applications and traditional travel agencies, seeking contributions from renowned and established wellness retreats. These partnerships anticipate curated travel packages, destination videos, behind-the-scenes content, and experiences hosted by influencers highlighting the corridor's unique value proposition. The initiative will build momentum through traditional and digital marketing initiatives to attract media attention by holding a joint launch event in Slovenia and Croatia, along with press tours for European and international media, travel writers, and tourism stakeholders. This phase is meant to create the brand identity of the corridor, set the initial visitor counts, and ensure sustainability in the long term by embedding the destination in the European traveller's mind.

Phase 4: Monitoring, Scaling, and Sustainability (Ongoing)

Transfer phase 4 of the Transboundary Wellness and Adventure Tourism Corridor from Slovenia to Croatia will focus on creating long-term viability, adaptability and sustainability for this tourism development initiative through ongoing monitoring, scaling, and financial viability of the Corridor. As part of this, a solid monitoring program will be implemented to measure key performance indicators (KPIs) including: occupancy rates at wellness resorts and adventure lodges, levels of bookings from domestic and international markets, and, levels of guest satisfaction measured through post-stay surveys and digital feedback mechanisms. These KPIs will help inform data-based decisions that allow issues with occupancy rates, pricing, and quality of service to be implemented while monitoring the response of the target audience. An environmental impact assessment will also be conducted at this stage to ensure that tourism in and around the pristine natural areas of the region does not alter or jeopardize the ecological context of these areas. Environmental assessments will be included in monitoring to assess biodiversity, waste management, carbon emissions footprint, and amount of water consumption in tourism facilities and adventure sites.

Revenue Streams

The Transboundary Wellness and Adventure Tourism Corridor suggestion between Slovenia and Croatia, includes a well-structured operational and financial model that supports sustainable long-term operations while enhancing the regional economy. The corridor will combine booking and payment systems for accommodation, guided experiences, and eco-shuttle services that will generate ongoing income through booking commissions. In addition, income will be generated through fees charged to regional partners who use the corridor's brand identifier, and which reflects a unified representation across borders and a consistent level of quality. The proposal also anticipates marketing branded merchandise and wellness items to make use of the growing consumer trend of wellness and healthy living. By hosting wellness retreat's, nature-based events and cultural festivals we increase our revenue diversification and inadvertently stimulate off-season tourism. Also, it is possible to take initial pressure off capital requirements using early stage subsidized governmental funding as well European Union co-funding for the Project to offset any early stage construction in your region. With a revenue diversification strategy piece in place it is projected for the corridor revenue generation ability to be on breakeven by year 3 of full operation. If we meet the above targets there is an indicative financial summary that suggests the five-year ROI ranging from 11% to 15% annually meaning the corridor could be an anchor model for sustainable cross-border tourism development in the European region.

Financial and Operational Risk Overview

Risk	Mitigation Strategy
Cross-border regulatory delays	Preemptive legal alignment, bi-national legal advisory group
Seasonality and weather dependency	Promote indoor wellness activities and diversify seasonally
Language barriers	Invest in bilingual service staff, multilingual website
Cultural service differences	Joint training programs for tourism staff
Funding shortfalls	Leverage phased development and EU grants (e.g. Interreg, Creative Europe)
Political instability	Engage ministries early; secure cross-party support

Cultural Considerations

Cultural and language considerations will be the focal points for effective communication and inclusivity throughout the Transboundary Wellness and Adventure Tourism Corridor, which runs between Slovenia and Croatia. Slovenian and Croatian are the main languages of the region, and the majority of international tourists use English, German, and Italian. However, most are capable of using Slovenian and Croatian at some level. To enable effective and inclusive communication for a more diverse range of visitors, all destination communications, signage, and digital portals will be produced in four languages: Slovenian, Croatian, English, and German. Also, there will be subsidized language training for frontline staff throughout the corridor to help build staff's interaction skills with visitors from other backgrounds. Strengthening the interaction connectivity between visitors and the corridor creates more friendly and appropriate access spots for tourists. It will also be a better and ongoing cross-border engagement and cultural exchange and will help create increased collaboration between Slovenia and Croatia and their respective communities. By placing multicultural support and cultural considerations at the forefront of the project, the project aims to give visitors a more holistic, valued, seamless, and accessible experience.

The proposed Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia connects subjective wellness experiences of tranquility and health from Slovenia, with the objective adventure tourism experience from Croatia. Slovenia's spa experiences are serene and produce health-focused experiences, while Croatia's adventures are oriented around a thrill-seeking normative group experience associated with youth. To deliver a seamless approach, the corridor will provide demonstrably distinguishable modular experiences in both Slovenia and Croatia with seamless transitions and cross-promotional experiences, for example, a massage after white-water rafting. As authorities are faced with regulatory variances (e.g., wellness

certifications and water safety), we will collectively address these issues by creating an umbrella Quality Assurance Charter that is endorsed by both governments. An integrated wellness-adventure corridor provides a unified developmental approach for both tourism destinations, but safeguards their respective unique identities. The result for tourists is a seamless, holistic wellness-adventure experience.

EU Policy and Investment Alignment

The Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia aligns with objectives of the EU Cohesion Policy to overcome geographical distance, integrate regions, enable sustainable tourism and regional tourism development, and support cross-border cooperation. The Transboundary Wellness and Adventure Tourism Corridor promotes socially, environmentally, and culturally responsible travel experiences, cultural learning, and local economic development through sustainable tourism. The Transboundary Wellness and Adventure Tourism Corridor will be aligned with EU values of eco-responsibility and sustainability and has the potential to be eligible for funding through Interreg Central Europe. Fund alternatives include COSME, Green Destination certification, and multiple other relevant programs. The Transboundary Wellness and Adventure Tourism Corridor supports transnational sustainable development goals: SDG 8 (economic growth and decent work), SDG 11 (sustainable cities and communities), and SDG 13 (climate action). The approach to this Transboundary Wellness and Adventure Tourism Corridor embraces resiliency and inclusivity and operationalizes eco-responsible tourism that honors the destination's integrity and local economies, while enhancing the attractiveness of the transboundary area, and creating a cross-border context for support.

Sample Email to Stakeholders

Subject: Proposal for Strategic Partnership Meeting – Transboundary Tourism Corridor

Dear Anil Gupta

I hope this message finds you well.

On behalf of our project consortium, I am delighted to introduce the Transboundary Wellness and Adventure Tourism Corridor project, a transnational collaborative effort to connect Slovenia's wellness destinations with Croatia's adventure tourism destinations, creating an interconnected, high-visitation experience.

Given your respective capacity, Transboundary Tourism Corridor, it would be a privilege to extend an invitation for a preliminary partnership meeting to discuss collaboration opportunities and funding synergies.

The meeting will include Ministry of Tourism representatives from both countries, Italian Ministry of Tourism representatives, leading spa and adventure tourism providers, regional development agencies, and EU funding consultants. We propose a virtual meeting to be scheduled for the week of 18/07/2025 with an agenda to follow upon your confirmation.

Thank you for considering this exciting opportunity to mobilize innovation, sustainability, and prosperity in our region.

Warm regards,

Cherry

Proposal for Strategic Partnership Meeting – Transboundary Tourism Corridor

Conclusion

The Transboundary Wellness and Adventure Tourism Corridor is a cross-border initiative between Slovenia and Croatia, which is more than simply linking of destinations - it is a representation of European collaboration, innovation and sustainability, and industry-led partnerships. The project has brought together Slovenia's respected wellness sector, and Croatia's thrilling adventures activities to create a unique, complimentary tourism offering that is broad enough to appeal to the largest market segments possible. This project will bring together both countries to enhance destination attractiveness, create economic value, and drive cultural exchanges while providing an opportunity for environmental stewardship. Not only are Slovenia and Croatia building a brand-new model of destination tourism that leverages regional value-adding opportunities to create both social and economic benefits for people who live in the existing communities and destinations, but the destination collaboration will create opportunities for future collaboration. Potential strategic partners, public agencies and socially minded investors are invited to ensure the creation of this corridor - a sustainable, vibrant corridor that enriches leisure value to visitors and enhances togetherness in Europe. This venture has unlimited potential and will deliver incredible experiences, while enhancing resiliency for the future of the provided experiences.

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