



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KOHEZIJO IN REGIONALNI RAZVOJ

Iceland 
Liechtenstein
Norway grants

PREDJAMA

SUSTAINABLE



ABOUT A PROJECT

Project Title:

Sustainable Mobility Management at the Predjama Tourist Destination

Duration:

1.5.2022 – 30.4.2024

Total Project Value:

€639,847.42

Funding:

The project is supported by Iceland, Liechtenstein, and Norway through the EEA Financial Mechanism and the corresponding Slovenian co-financing.

Project Partners:

Municipality of Postojna (Lead Partner), Postojnska jama d.d., IPoP - Institute for Spatial Policies, and Strand Municipality (Norway)

**Main
objectives**



**Making Predjama a more
accessible tourist destination**



Municipality of Postojna

Lead partner



As part of the project, the Municipality of Postojna marked and arranged the bicycle and pedestrian path leading to Predjama, arranged a new bus station, parking lot and a stop for motorhomes at Prepih, together with OE Tourism (Zavod Znanje Postojna) established a digital map of Postojna connect, at the height of the tourist season provided free shuttle transport, established a second line of Furman bus transport, advocated for the integration of local stakeholders, established a working group, ensured the exchange of good practices between Slovenia and Norway, created a key strategic document - the mobility plan, implemented additional measures of the mobility plan, which additionally contribute to regulation of traffic in Postojna and Predjama.

Postojnska jama d.d.

Travel **Sustainably!**



**Wonderworld
DOES exist!**

#thinkdeeper

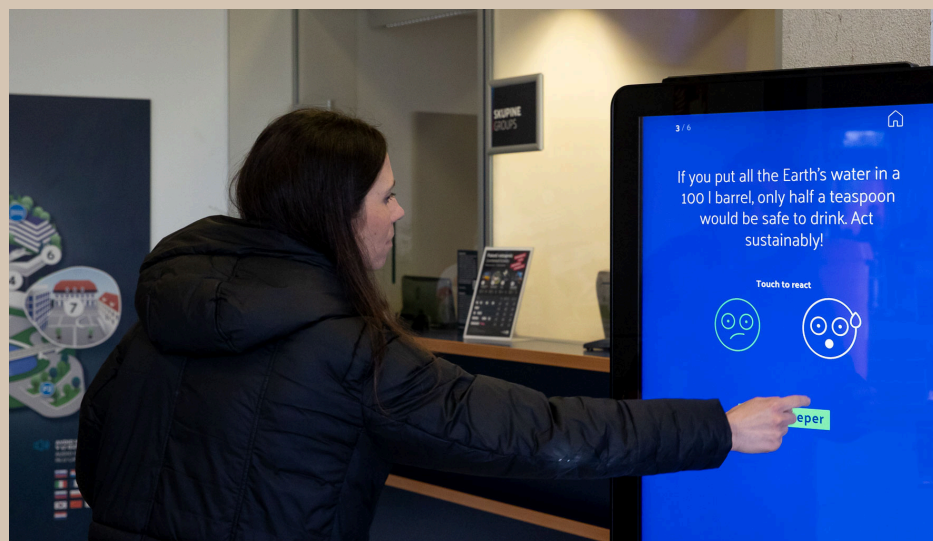
HOP ON THE TRAIN
and visit
2 Wonders
in 1 day!

PARK
POSTOJNSKA
JAMA

Slovenske železnice

Iceland
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REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KOTLEDIZIJO
IN REGIONALNI RAZVOJ



Postojnska jama d.d. within the project, has focused on promoting sustainable forms of mobility and influencing the changing habits of visitors. As part of the project activities, which will continue even after the end of the project period, they produced a motivational video encouraging visitors to use organized and public transport, set up high-profile campaigns and advertisements on social networks, arranged a new bus stop Postojnska jama, established cooperation with Slovenian Railways and Ljubljana Bus Station and created a joint package offer, equipping the tourist destination with interactive screens that inform the visitor about transport options and accessibility to Predjama.

IPoP - Spatial Policy Institute



The key task of the Spatial Policy Institute was the design of the Postojna - Predjama Mobility Plan, which covers forty measures or ways that contribute to sustainable mobility in the mentioned area. The key goals pursued by the partners, which were also pursued by the carefully designed mobility plan, were a good visit experience, the coexistence of tourism and residents, and an increase in sustainable arrivals by five percentage points. According to clear analyzes and monitoring of the effects, all goals were already achieved in the first year, namely in 2023 the share of sustainable arrivals increased by even seven percentage points.

Strand Municipality



Strand Municipality, in close cooperation with the Preikestolen Foundation, contributed to the project both experience in involving the local population and other stakeholders in the processes of strategic planning and implementation in connection with the Preikestolen area, as well as experience in planning sustainable forms of mobility in the EEA project. Common points and challenges and the implementation of certain solutions related to strengthening sustainable mobility and directing tourist flows in the environment are important. It is worth highlighting the world famous Preikestolen, which was created more than 10,000 years ago and is considered the most iconic natural landmark in Norway, as it offers the most beautiful views of the fjord from the top of the 604 meter high cliff. The Strand municipality's activities are aimed at finding solutions to keep tourists for a longer period of time, as most tourists are one-day visitors.

WE ARE PROUD OF REAL AND LASTING EFFECTS!

In 2023, the share of sustainable arrivals in Predjama increased by seven percentage points.

In one year, 35,000 visitors used sustainable methods of mobility

We have a regular bus line Postojna Railway Station - Postojna Jama - Predjama.

Promotional transport packages have been established in cooperation with Slovenske železnice and the Ljubljana Bus Station.

There is a new parking lot and a stop for motorhomes at Prepih

A digital map has been established - Postojna connect

Two new bus stops have been established - at Postojnska jama and Prepih.



