**Celebrate The Year of the Bee**   
**with a Slovenian Api Adventure!**

**London, WTM 2017.**

**Slovenia is a proud beekeeping nation. Beekeeping is one of Slovenia’s oldest traditions and today it is home over 10,000 bee-keepers, 12,500 apiaries and nearly 170,000 hive colonies. Slovenia’s Carniolan honeybee is regarded as the second most widespread bee breeds in the world, and we are the only EU Member State to have protected our native bee species.**

**With the 20th of May 2018 marking the first ever World Bee Day, this is the perfect opportunity to explore our many beekeeping attractions and api adventures.**

**Api-tourism is focused on a sustainable approach to tourism, promoting green destinations, travel and apiculture. The Slovenian Beekeepers Association has worked with tour providers to develop trips that combine tour rich beekeeping tradition with eco-friendly values.**

**Ten top api adventures in Slovenia:**

**1. Visit Radovljica -**Slovenia’s ‘sweetest town’ is the ideal location for exploring Slovenia’s rich beekeeping tradition. The charming old town is home to some wonderful architecture and The Museum of Apiculture, which offers an insight into the native Carniolan honey bee.

**2. Bohinj International Wildflower Festival –** Europe’s first wildflower festival that celebrates bees with a varied programme including flora displays, workshops and live honey demonstrations. 25th May – 10th June 2018.

**3. Honey tasting trails –** Slovenia produces some 2,400kg of honey each year. Sample sparkling chestnut honey-based wine at Cesar in Maribor and visit Radovljica’s Restaurant Lectar to watch traditional honey bread hearts (*lectarstvo*) being made.

**4. Take an apitherapy tour –** From honey massages to breathing air direct from bee hives, embark on an apitherapy tour to learn all about the curative effects of Slovenia’s ancient beekeeping tradition.

**5. Attend ‘api camp’ -** Slovenia is home to various ‘api camps’ where those interested in bee keeping can learn a variety of skills including honey production and Queen bee breeding.

**6. Visit the Slovenian Beekeeping Centre –** Established in 1873 the centre showcases Slovenia’s beekeeping history along with the chance to sample honey liqueurs and embarking on nature trails.

**7. Discover api-folklore in Radovljica** - In the mid-eighteenth century Slovenian folk art appeared on many traditional bee houses. Visit the Radovljica’s beekeeping museum to see 600 original hand-painted panels.

**8. Stay on an api-friendly estate** - Trnulja Estate is a 100% organic farm where you can stay in sustainably built bio-apartments and take part in organic cooking workshops using local produce. In Ljubljana, Hotel Park has rooftop beehives and Mozirje’s Api Chalets are even shaped like beehives!

**9. Take part in an api-artwork workshop** - Visit Selo, just a short hop from Bled, and meet local beekeeper Blaž Ambrožič. The hives here are up to 90 years old and you’ll have the opportunity to inhale air directly from the hives, make wax candles and hand paint beehive panels.

**10. Explore Slovenia’s vast landscapes** – From the Julian Alps to the Pannonian Basin, the country is renowned for its diverse ecosystem. Explore the lush green forests and native flora that makes Slovenia a haven for bees.

**A Marr + Associates will be managing a range of media group and individual trips in 2018, with special support for freelancers, bloggers and vloggers. To register your interest in a trip please email** [slovenia@alexandramarr.com](mailto:slovenia@alexandramarr.com) **with the subject line ‘WTM Press Trip Opportunity’.**

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