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CHALET
RESORT

Re:vitalizacija jezera Jasna, Kranjska Gora, Slovenija

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Jasna 1930



KRANJSKA GORA - Kopališče.

EMD
434



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Jasna 2014



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PRIVATNA
POSEST

PREPOVEDAN
PREHOD

What now? Which way to go? Sustainable?

**What exactly is
sustainable?**



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Tourism 2020 challenges (by OECD 2010):

- globalization and changing markets;
- economy-wide impact of tourism;
- climate change and sustainability;
- the knowledge economy;
- human resources;
- productivity and competitiveness.



Tourism numbers (by UN WTO):

- *2018 totaled 1.4 billion international tourist arrivals (+6%), consolidating 2017 strong results and proving to be the second strongest year since 2010*
- *Middle East (+10%) and Africa (+7%) grew above the world average while Asia and the Pacific and Europe grew at 6%*
- *For 2019, UNWTO forecasts a 3-4% increase, in line with the historical growth trend*



Tourism trends and policies 2018 (by OECD):

- sustainable destination development;
- greater resource efficiencies;
- integrated governmental approach;
- new technologies;
- demographic changes;
- sharing economy.



Tourism 2025 by UNWTO:

- Climate changes - warming seaside areas
- Demographic changes - more seniors and active millennials
- Security reasons – travelling closer till 1.000km inside Schengen
- Trend of active life – **active** holidays
- **Sustainable** values – green, local, authentic

Forecast: 2025 main European touristic destination will be ALPS!

Add value: Mountains - 2 and ½ half season annually!



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Main milestones of Jasna Re:vitalization

- MINIMUM CO2 FOOT PRINT – heating with water, extra isolation
- NATURAL MATERIALS – sheep wool, recycled wood, stones,..
- SUSTAINABLE ACTING – 30% water saving, recycling water
- ADDED COMFORT – extra WC, intime showers
- AUTOHTONIC PLANTS – by Dr. Bavcon, Botanical Garden Ljubljana
- SAVINF WILD LIFES INVIROMENT – 150m new natural habitat
- LOCAL HANDCRAFTCMANS involved
- YOUNG ARTIST WITH LOCAL NATURAL MATERIALS
- SLOVENIAN LOCAL PRODUCTS WITH STORY – Cakes, Cannabis, Modras, ..





kranjskagora
Jezero Jasna / Lake Jasna



Liked by **apartment_and_rooms_kaja** and
732 others

kranjskagora "Always remember that you are
absolutely unique. Just like everyone else." - M.M.



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Jasna 2019

The Art of a Toilet

Jasna 2019



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“Everything! It is a beautiful romantic place which is also perfect for families. The lake is amazing and you can take close hikes to an amazing waterfall.

Dominique the host is super nice and welcoming and the food is delicious.”

Keren Israel

“Incredible view and modern apartment with everything you could ever need. Restaurant Milka across the road was also absolutely amazing.”

Holly United Kingdom



“The place is in a perfect location if you like hiking/mountain biking/beautiful views. The view from the apartment can't be beat, seriously. It's so gorgeous there and so lovely to wake up to such incredible views. There are a lot of people in the area on weekends but during the week there's much less. Anyway, it didn't bother us! The host is also helpful, as are the staff and everyone speaks English, so no worries there. It's really cool that there's also a bar downstairs and a patio to sit on outside. The breakfast was fantastic - definitely worth paying the extra 9 EUR per person per day. They made us eggs every day, huge portions, had freshly squeezed juice, any coffee/tea you wanted, bread, croissants, various cold cuts and cheeses, veggies, salads.”

Leah Poland



Any challenges left?

- keeping sustainable in reality;
- number of visitors daily;
- how to communicate to the right **clients**;
- good **staff**;

smile is not for free ...
... it is **priceless**!



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Working hand in hand is the only way!



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Hvala za pozornost.
Thank you for your attention.

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