



# VELENJE LAKES

*Prime hotel*  
**Investment  
opportunity**



Velenje Lake

# WHY INVEST IN VELENJE?

## UNIQUE LAKES DESTINATION

60 m deep lakes with a fully revitalized ecosystem in a transformed post-industrial landscape

## STRATEGIC LOCATION

less than hour apart from capital city of Slovenia - Ljubljana, new highway, built by 2030 will significantly improve accessibility

## 30,000 RESIDENTS

strong regional center with year-round activity and stable demand

## HIGH QUALITY OF LIFE

green city, district heating system, cycling infrastructure, sports & education hub

## CLEAR MARKET GAP

- growing demand for higher-category hotel accommodation
- increasing need for business, event & leisure capacity
- strong potential for year-round tourism development

## TOURISM IS GROWING ... FAST

- outdoor event venue VISTA (concerts, corporate & public events)
- popular public beach with water attractions
- modern lakeside campground
- rapidly increasing numbers of tourists

Velenje Beach with autocamp in background



# WHAT ARE WE OFFERING

- attractive lakeside development locations
- supportive municipality & clear development vision
- long-term strategic commitment to tourism growth



VISTA events facility

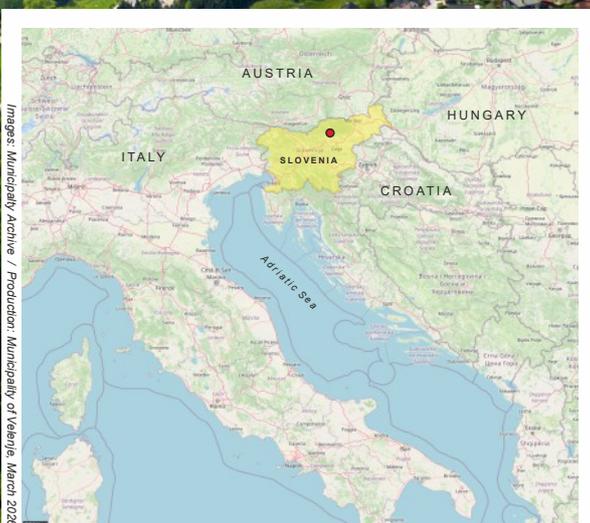


Location 1: 10.000+ m<sup>2</sup> / 2,5 km from the center of the city  
 Location 2: 25.000+ m<sup>2</sup> / 3,5 km from the center of the city

# Let's build the LEADING LAKESIDE DESTINATION in Slovenia TOGETHER!



MUNICIPALITY  
VELENJE



Images: Municipality Archive / Production: Municipality of Velenje, March 2026

**Contacts:** Municipality of Velenje  
Titov trg 1 / 3320 Velenje / Slovenia  
info@velenje.si / +386 3 8961 604  
[www.velenje.si](http://www.velenje.si)



**NET  
ZERO  
CITIES**  
EU MISSION PLATFORM  
CLIMATE-NEUTRAL AND SMART CITIES