

I FEEL
SLOVENIA

 VISIT
POMURJE.EU

Wandering
across
Pomurje

#visitpomurje
#ifeelslovenija



Wandering across Pomurje

Endless flatlands, rich flavours, and honest people. What do you think of when invited to visit Pomurje? Perhaps it is the river Mura, which connects the regions Prekmurje in Prlekija into one charming whole. Or maybe the invitation brings to mind the rich tradition still thriving in the everyday lives of the locals; the merry social gatherings with good food and even better wine; the soothing nature far from the urban hustle and bustle; the warm sun that the planes and hills of Pomurje often bathe in; the dialects, which are so peculiar they sometimes sound like separate languages; the warmth, hospitality and simplicity of the people speaking in these dialects.

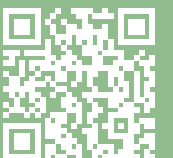
All these things can be found along the banks of the Mura. So don't hesitate and come wander across Pomurje.

Go on a journey with us through the following pages. On our way, we will be greeted by the locals in their dialect, we will take the time to explore the surroundings and stop to see the most eye-catching views.

THE SOUNDS OF POMURJE

The diverse and – let's face it – at times inscrutable dialects are a unique feature of Pomurje. They make the region even more peculiar and attractive.

On the following pages you will find QR codes that allow you to listen to audio recordings of some of the typical phrases from select areas. Take your time and try to crack some of the more difficult ones.



Scan the QR code and listen.



The urban life of Prekmurje

We have arrived! To Murska Sobota, the heart of Prekmurje, where rich traditions intertwine with modern city life. Where to next? We can take a walk through the halls of the castle and imagine what the life of a countess or count was like. Or visit Expano and take a virtual hot air balloon ride or enjoy one of the open-air concerts in the summer. Maybe we should start by satisfying our hunger with some dödoli.



#visitmurskasobota
#expanopark
#soboskojezero
#dvorecrakican
#visitbeltinci
#otokljubezni
#rekamura



The river Mura under
UNESCO protection
The beaver
The otter



Prekmurska gibanica
Pajani krüj
Dödoli



Boutique city hotel
Camping near the Mura
Rakičan Castle



Pomurje Museum and
Murska Sobota Gallery
Folk and other festivals
Religious and ethnic
diversity



Interactive adventure
park Expano
Water sports on Sobota
Lake
Ferry ride along the Mura



Outdoor summer music
and culinary festivals
Fronta contemporary
dance festival
Hot air balloon festival



Come in, don't be shy. Enter through the gates to Pomurje – Expano. The adventure park on Sobota Lake truly is a small scale version of the region. 📷 First, let's test the power of our thoughts and try to move water with our mind. After the mental exercise, we can relax and enjoy some local music. Do you recognise the voice of Vlado Kreslin?

The Expano terrace is the perfect place to indulge in some local ham, gibanica and local juice while enjoying the view of the lake. 📷 Can you see the girl in the kayak gliding across the lake? Or the family sweating it out in the recreational park? The heart of Prekmurje is the centre of various activities that is sure to satisfy explorers of all ages.

After doing some water sports we can rent a public bike and ride to Murska Sobota. Let's ride through the park and stop at the castle to see the exhibition at the Pomurje Museum.

Time for a break at *Hranilnica prekmurskih dobrot*, our own repository of local dishes in the city centre. In addition to delicious food you can also observe the wonderful architecture of the building which houses the *Hranilnica*.

In the evening we will take in a concert at the Soboški dnevi festival before heading off to the ferry on the Mura, which connects the banks of Prekmurje with those of Prlekija. The ferryman is waiting to take us across

the river. Enjoy the ride and keep an eye out for the beautiful butterflies. This area is home to 1.200 species. 📷 The Island of Love is the ideal place to have lunch with the murmur of the floating mill on the Mura in the background. The local speciality is *pajani krüj* – slices of bread baked over an open fire, then rubbed with garlic and minced lard.

On our way back to Murska Sobota we can stop at Rakičan Castle and take a horse ride, while only a few minutes away the International Folklore Festival in Beltinci beckons us to come and dance the night away. The festival takes place every summer beneath the mighty oaks surrounding the castle. 📷 Cinephiles can enjoy an evening in the castle courtyard where they play films underneath

the stars. We can also head further and visit the Dödoli Festival in Puconci to sample this excellent local dish.

What a day it has been! Time to rest at the boutique hotel in town. Before saying goodbye, find out the meaning of the local phrase *boug žegnaj* by scanning the QR code. After that, you will be ready for a new day of (culinary) exploration.



Listen to the dialect



Away from the hustle and bustle

Shhhh! Do you notice the soothing silence far away from the towns? It is only interrupted by a fox digging its hole or bells at Plečnik's Church in Bogojina. We've arrived at the hilly Goričko Natural Park. A friendly local will tell us all about the rich tradition, which is still very much alive, while we wait to be served some buckwheat *žlejevanka*. This is the everyday in these parts – simple and full of warmth.



#moravsketoplice
#terme3000
#termevivat
#krajinskiparkgoricko
#vulkanija
#loncarskavas



Thermal mineral water
Goričko Natural Park
The stork



Prekmurska šunka
Bujta repa and meats
Chocolates
Buckwheat dishes and products



Spa hotels with thermal water
Accommodation reflecting local tradition
Tourist farms



Rotunda of St. Nicholas in Selo
Plečnik's Church in Bogojina
Pottery Herbal medicine



Thermal water activities
Golf
Cycling through Goričko
European cultural rout of Saint Martin of Tours



Tourist bazaars Bazaar of Grad
Festival of buckwheat, pumpkins and elderberries
Cycling marathon

I think we could all use some relaxation. Let's start with a plunge, or better still, a slow dip into the thermal water. The black thermal mineral water in the pools in Moravske Toplice has a soothing effect on the body. For some excitement, let's visit the Aqualoop, Europe's first water slide with a 360° loop. 📷

Getting hungry? The nearby tourist farm offers excellent *prekmurska šunka* – a local ham that will surely leave you wanting more. While you sample the local cuisine take a look at the adjacent field. Can you spot the stork among the reddish buckwheat stems? 📷

After lunch, we are ready to continue exploring Goričko. Here is where the last volcano on the territory of Slove-

nia fell silent millions of years ago. But now it has come to life again, although only figuratively, and you can learn about it at Vulkanija Adventure Park. 📷 Descend underground with Oli the Mole and Eza the Witch to discover how this hilly land came to be.

And while we're travelling to the past, let's take a walk to the castle in Grad na Goričkem, the largest castle in Slovenia with 365 rooms. 📷 Perhaps we'll be invited to attend a wedding here in the castle's wedding hall.

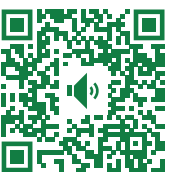
We still have a number of local dishes to sample, so we should get our hearts racing first. This area offers more than 250 km of well-maintained cycling paths. We can take a ride to the rotunda of St. Nicholas in Selo. Accor-

ding to legend, the church first belonged to the Knights Templar. Perhaps the frescoes adorning its walls will show that to be true. 📷

We can stop over at a tourist bazaar, where the stands barely have enough room for all the delicious food. How about a slice of freshly baked bread with honey or some mouth-watering *prekmurska šunka* or the traditional buckwheat *zlejevanka*? Try them all, you won't regret it. Then, check out the selection of unique pottery ware on offer. 📷

Our traditional, old-style house is ready. There we can relax and gather your strength for more exploration. Beforehand, make sure you learn some of the typical

words and phrases, which might come in handy. Scan the QR code to hear them.



Listen to the dialect



46.5216° N, 16.1885° E

The everyday tinged with tradition

Welcome among the hospitable in good-natured people of Prlekija, the land along the right banks of the Mura! This is the perfect place to unwind and recover. Once you've had your fill of tranquillity, you can still get a good workout cycling across the beautiful countryside.



#visitprlekija
#grossmannfest
#biotermemalanelja
#dvorecjeruzalem

EXPLORE



Vineyards of Jeruzalem
The Mura
Ponds



Prleška tünka
Prleška gibanica
Šipon wine



Thermal spas and
glamping
Tourist farms
Hotel and castle



Old town centre with
four squares
Pottery
The hippodrome
Museums



Cycling
Hiking
Horse riding



Grossman Festival
Horse racing
Prlekija Fair
St. Martin's Day
celebration



Our first stop is Ljutomer, which lies at the heart of Prlekija. This is where Karol Grossmann made the first Slovenian film recording. Fittingly, the town is the proud home of the cult Grossman Fantastic Film and Wine Festival, which takes place every summer and where you will run into hordes of ambling and growling zombies in the streets during the traditional zombie parade. 📷 And it wouldn't be a proper Prlekija festival without a chance to sample some of the best wines from the region.

Before we move on, let's stop by the museum, visit a pottery workshop and the hippodrome to catch a glimpse of some elegant trotters.

With a little bit of luck we might catch a Sunday race. 📷 We can also stop by the majestic park where mighty, centuries-old oaks stand at the site of the first Slovenian mass gathering known as *tabor*.

The youngest explorers will want to see the town's attractions by taking the learning path called With Tinko Through Ljutomer, which features a number of interesting assignments. 📷 And we really mustn't leave Ljutomer without having tried some homemade local products available in the cooperative shop.

Would you like to continue exploring by bike? There are more than 135 km of cycling paths at our disposal. First, let's bike to the eight ponds in Podgradje. 📷 This is the

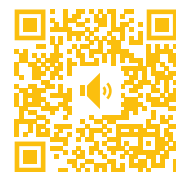
ideal place to rest while listening to birds singing and observing the wildlife.

On we go, ascending the nearby Jeruzalem, considered one of the most charming wine-growing regions in the world. 📷 Some rightly consider this place to be a slice of heaven. While we take in the magnificent views the rattling of a nearby *klopotec* – a type of bird scarer similar to a windmill – provides the perfect backdrop.

Having cycled so many kilometres, hunger is bound to set in, and there is no shortage of delicious food here. The Prlekija region is famous for its *prleška tünka* and *gibanica*, and we can stop at a tourist farm to try some. We must also try some buckwheat *krapec*, while the tra-

ditional *šipon* wine goes well with every local speciality. It is said to have impressed even Napoleon's soldiers.

We have a lot more exploring to do tomorrow, so it would be wise to rest at one of the many accommodations on offer. But first, a visit to a spa with thermal water will do wonders for the tired body. Before you go to sleep scan the QR code to learn some of the most common local phrases.



Listen to the dialect

In search of views

238, 239 and 240 steps! We've reached the top of the Eiffel Tower of Pomurje. That is what they call the Vinarium Lendava observation tower, which offers breath-taking views all the way to Hungary, Croatia, and Austria. The vineyards surrounding the tower are already teeming with grapes, and if you look closely, you might see the light reflecting off lake Bukovniško jezero. I think I hear the commotion of the local Bogračfest. Let's go and see what's cooking.



#visitlendava
#lendavavabi
#vinariumlendava
#hotelvinarium
#bukovniškojezero
#tropskivrt
#velikapolana

EXPLORE



Murska šuma forest and backwaters
Lendavske gorice
Lake Bukovniško jezero



Bograč and the world capital of *bograč*
A variety of wines
Langaš and spit-cake



Sleeping in vineyard cottages
Town hotel
Thatched roof cottage



Lendava Castle
Synagogue and Jewish cemetery
The Mummy of Mihael Hadik
Theatre and Concert Hall



Iron Curtain Trail EV13
Vitus Cycling Marathon
Adventure park



Bogračfest
Lendava Grape Harvest
Asparagus Day
Hotiza Fishing Days

»Greetings, Jó napot kívánok,« says a friendly local lady in Lendava, a bilingual area in the easternmost part of Slovenia. She invites us to Castle Lendava, which dominates the picturesque wine-growing slopes. 📷 In recent years, works by some of the world's most renowned artists have been displayed here, including Pablo Picasso, Francisco de Goya, Rembrandt, and Joan Miró.

Let's go to the top of the Vinarium Lendava observation tower. Shall we take the steps or the elevator? Either way, the view is worth the roughly 53-metre ascent. 📷 At the base of the tower, we can catch a completely different sight: of local dishes and wine. Before we head

on, we can stock up on local delicacies, *Laški rizling* and Chardonnay.

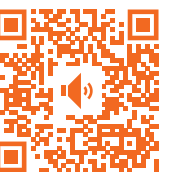
The centre of Lendava is home to one of only two synagogues in Slovenia. 📷 Today the Lendava Synagogue is used as a venue for exhibitions and events, but it also serves to commemorate the Jewish community that once lived here.

As we walk the streets, the smell of *bograč*, a popular local stew, fills the air. At the traditional Bogračfest teams compete to see who makes the best *bograč* around here. Let's walk around, maybe someone will invite us to have a taste. Or maybe we'll run into someone making *langaš*.

After a hearty meal we'll need to burn some calories. What better place to do that than the adventure park in Lake Bukovniško jezero! For those who are too full for jumping and climbing, a nice walk through the woods surrounding the lake will do just fine. The rustling leaves and the ripples on the lake surface have a wonderful soothing effect. 📷

Did you know that there is an actual tropical garden hidden in Pomurje? In the hothouses of Ocean Orchids, we can stroll through 1.500 m2 of tropical jungle and discover stunning orchids.

»Vége!« – that means we've reached the end of our activities for the day. A big day awaits us tomorrow. We will be back on our bikes; therefore, a good rest is on order in one of the vineyard cottages. 📷 Take a moment and scan the QR code to find out how to greet the locals tomorrow.

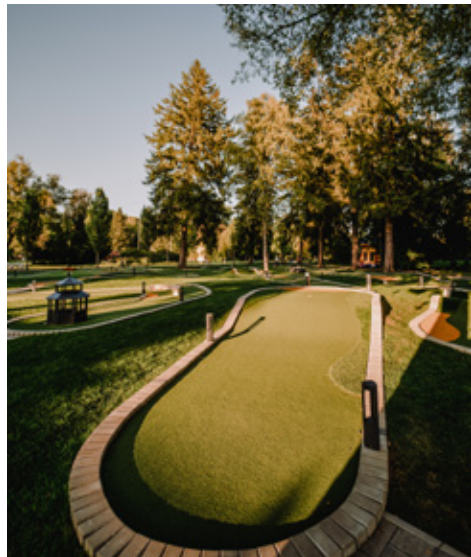


Listen to the dialect



Water can bring people together

Time for a toast! We've reached a land renowned for the best sparkling water. Who hasn't heard of the mineral water from Radenci or the sparkling wine from Radgona Hills? Now that our glasses are full, let us drink to the land where water runs through everyday life, where, for decades, runners have flocked to the annual marathon in huge numbers and where you will find warm people ready to welcome you with open arms. Before we refill our glasses let's explore a little.



#visitradenci
#vinaskafonatanakapela
#minigolfradenci
#radgonskegorice
#visitapace
#blaguš
#maratontrehsrce

EXPLORE



Hot springs with healing water

Zoo

Lisjakova struga
Forest Park



Mineral water

Pumpkin seed oil

Sparkling wine



Spa and Health Resort

Radenci Hostel

Glampping



Wine Fountain Kapela

Radgona Winery

Negova Castle



Mini golf Radenci

Wine biking

Pump track in Apače



Three Hearts Marathon

Family Festival Mačje

Mesto (Cat Town)

Pomurski sejem Fair

According to legend, the Radenci Basin was once home to witches, who used underground springs to conjure storms and hail. While that legend seems a bit far-fetched, it is certain that the water bubbling up from the spring has a beneficial effect on the body and the heart. Can you see it bubbling beneath the Spring Pavilion? 📷

The water in Radenci isn't merely a refreshing drink. To find out for ourselves, let's visit Radenci Health and Spa Resort. First, let's pop by the Health Saloon to taste the mineral water directly from the spring and then we will treat ourselves to a mineral bath.

While we soak and relax, we can hear the gunshot signalling the start of the Three Hearts Marathon and the

clatter of thousands of runners beginning their arduous journey. Now let's get on our bikes. We can ride to the Wine Fountain Kapela and soak up the views while we visit the Church of St. Mary Magdalene. 📷

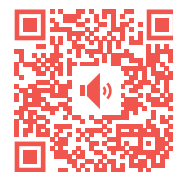
We must also visit Cat Town! 📷 This family tourist festival is held in honour of Muri the Cat and his creator Kajetan Kovič, one of Slovenia's greatest poets and writers, who lived in these parts.

Are you up for some mini golf? Surrounded by trees in park Radenci there are 18 holes to play through peculiarities of Radenci will impress the young and the young at heart.

Before we head on, let's have something good to eat. After all, we are wandering a land famous for delicious food. One of the specialities is pumpkin seed oil, which is used in salads and even ice-cream. Something a bit more refreshing would also be welcome. So, let's go down to the wine cellars and treat ourselves to a glass of sparkling wine from Radgona. The water gently seeping through the rocks and tumbling all the way down to the cellar creates an enchanting atmosphere. 📷

Having replenished our strength, let's dive into some culture. At Negova Castle, a photography exhibition tells the stories of the locals while the garden teems with countless herbs. 📷

At the Pomurski sejem Fair, you can learn all about the regional economy. So, let's call it a day and rest at one of the glamping accommodations hidden at Lake Gajševsko jezero. Scan the QR code and listen to the local phrases that might come in handy on your explorations.



Listen to the dialect

For more information visit visitpomurje.eu



@Visitpomurje



@visitpomurje

Publisher: ZKTŠ Murska Sobota • **Editor:** ZKTŠ Murska Sobota, FRANCFRANC • **Text by:** Eva Gjōrek • **Proofreading:** Franci Just • **Translation:** Tadej Karoli
Layout, visual design by: FRANCFRANC • **Title page photo by:** Andi Vuk • **Photos by:** Funkit Marketing, Head Lens Media, Municipality Ljutomer, Municipality Lendava,
archive of TIC Moravske Toplice, archive of Terme Vivat, archive of Terme 3000, archive of ZUKD Grad, archive of Goričko Nature Park, Jure Banfi, Samo Tanacek, Luka Ploj,
Sobotainfo, Sara Vinkovič, Jan Rozman, Rok Horvat, Niko Časar, Tadej Ajlec, Andi Vuk, Miran Dominko, Mediaspeed • **Printing by:** Digifot • **Print run:** 10.000 copies

Murska Sobota, November 2021