

# Case study

## Authentic mountain-biking with tour guide

### Slovenia

#### A case of a guided cycling tour

<https://visitsavinjska.com/krajinski-park-golte/>



## Authentic biking White rabbit tour

The family business White rabbit offer guided cycling tours with local cycling.

Every tour includes not only cycling, but also mountain biking school, local sightseeing and rustic cuisine. There are plenty of friendly farms that will be happy to treat you to original local farm food.

## Location

The family business White rabbit is situated in Radegunda, Mozirje in Savinjska valley.

Protected as a landscape park, the Golte mountain is a popular summer destination for hikers, paragliders, day-trippers and other nature lovers.

Slovenia's longest gondola cable car takes you to a scenic 1,400 m, from where you can enjoy refreshing strolls along the green mountain in summer. In winter, the Golte is a popular ski resort with a long tradition.

# Linking economies and stakeholders for commercial partnership



## Activities & Commercial Model



## Wellbeing



## Sustainability and Trees



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BELI ZAJEC SPORT or WHITE RABBIT OUTDOOR is a sports brand owned by the entrepreneur JANIK, BOJAN NAPOTNIK S.P., which is protected and represents several activities, such as: ski school, sports equipment rental, sports shop (cycling centre Beli Zajec), sports adventures, renting out apartments, organizing sports events, teambuilding, etc. The company has from 2 to 15 employees.

Most of them are seasonal workers and also students. The activities published are carried out in all seasons of the year.

They are particularly proud of the catalogue ACTIVE ADRENAL FUN. They have included all the active programs that are running in the Savinja Valley area.



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