

WELCOME HOME
WELCOME TO PLANICA

PLANICA

FIS NORDIC WORLD SKI CHAMPIONSHIPS

21st February – 5th March 2023

| Ema Klinc | Ski jumping |

PLANICA
FIS NORDIC WORLD SKI CHAMPIONSHIPS
2023 Presented by  **storaenso**





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ENZO SMREKAR
President of the Ski Association of Slovenia and OC Planica

"Next year, Planica will host the biggest event in the history of the Republic of Slovenia. The FIS Nordic World Ski Championships will present Planica, Kranjska Gora and Slovenia to more than 500,000,000 TV viewers worldwide. We will become the centre of world sports. Outstanding."



planica
the coolest events
at the coolest place

EDITORIAL TEAM
Tomi Trbovc, Petra Aršič, Nataša Albreht, Luka Dolar

GRAPHIC DESIGN
Nataša Albreht

PHOTO
Bobo, Matej Mišič, Tin Šter, Aljaž Pristov, Urša Mišmaš, archive Nordic Centre Planica, archive Tourist board Kranjska Gora, archive OC Planica, Jumbo Visma, GEPA.

Organizing Committee Planica would like to acknowledge the invaluable help of all sportsmen, colleagues and partners for their contribution to this amazing magazine contents. And not to forget, we want to thank our fans and spectators for their dedication and faithfulness.

You rock and Planica rocks because of you!
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ONE VALLEY,
ONE TEAM

THE CRADLE OF SKI FLYING

One valley, two important milestones in the history of ski jumping. We can say it with certainty – the Valley under the Ponce Mountains is to blame for the biggest shift in our mentality – thinking that a man can fly on skis. This is where two legends jumped over 100 and 200 meters for the first time in history.

FIS Nordic World Ski Championships 2023 is a project for the whole country and the biggest sports event in its history. Close cooperate with Villach (Austria) and Tarvisio (Italy) to ensure the best conditions for the athletes.

The organization has been awarded to the Ski Association of Slovenia.



24 WORLD CHAMPIONS

12 IN CROSS COUNTRY SKIING,
5 IN NORDIC COMBINED AND
7 IN SKI JUMPING.

THE MEDALS CEREMONIES WILL BE HELD IN KRANJSKA GORA ON THE "MEDAL PLAZA".

12 DAYS OF COMPETITION.
ONE TEAM.

PLANICA.
IT'S GOT ITS
SOUL.



VISION

When considering Nordic sports, Planica and Slovenia represent the first call or »top of the mind« for athletes, organizational teams of championships, investors, spectators, sponsors.

MISSION

To create new and differentiated values (products, services, solutions) based on natural resources, existing and future sports and other infrastructure with the purpose of long term, sustainable development of Nordic sport and Slovenia (as a state) in the fields of sports, tourism, economy, culture and environment.

Special focus is given to younger generations our future sports heroes.

VALUES

- RESPECT
- COOPERATION
- INNOVATIVENESS
- PASSION
- FAIR PLAY

OUR TOP ATHLETES

CHEERING FOR EVERYONE



JANJA GARNBRET
PHOTO: BOBO



ANŽE KOPITAR
PHOTO: MATEJ MIŠIČ

Anže Kopitar, *two-time Stanley Cup winner with the Los Angeles Kings*

"Planica is a valley of Nordic skiing, and it was high time that it hosted the World Championships in these disciplines. I also like to go there with my family on a trip when we are in Slovenia, the valley offers many opportunities for leisure. I know that everyone wants to perform as well as possible at the World Championships, especially in front of home spectators. I keep my fingers crossed so that everything fits together as it should and then we will all be happy. I wish all the competitors great performances at the World Championships!"

Janja Garnbret, *Olympic champion in sport climbing, Tokyo 2020 and triple European champion, Munich 2022*

"Competing at the World Championships is a special privilege and reward for every athlete. Often it is a competition that you think about for a long time and prepare for. If I think about it, Slovenian athletes really do not have many opportunities to fight for such important medals on home soil, so I must admit that I envy our Nordic skiers quite a bit. I know that this brings additional pressure, which is not easy, but I want everyone to turn it to their advantage and that it gives them extra strength to achieve the best performance in their careers. I am already cheering for everyone, and I am looking forward to Planica finally hosting the World Championships in all its beauty!"



PRIMOŽ ROGLIČ
PHOTO: JUMBO VISMA

Primož Roglič, *Olympic champion in time trial, Tokyo 2020, world runner-up in time trial Bergen 2017, three-time winner of the Vuelta (Tour of Spain)*

"Planica will always hold a special place in my life. When I was still ski jumping, I won the title of junior world champion in the team competition in Planica with my team. Even as a cyclist, I now like to drive there. Since the new centre was set up, I prefer to do it even more. It was high time that such a beautiful valley hosted the World Championships. I was also happy when I found out about this news, and I am already keeping my fingers crossed that everything would look the way we Slovenes are used to - unforgettable!"

Tadej Pogačar, *two-time winner of the Tour de France, holder of a bronze medal in the cycling road race at the Tokyo 2020 Olympic Games*

"I am convinced that the World Championships in Planica will once again be a true sports festival. I really enjoy competing on Slovenian roads



TADEJ POGAČAR
PHOTO: BOBO

and having a competition of such a level as the World Championships on home soil is really something unique. If time allows, I will be happy to watch a competition, as it is my pleasure to watch the performances of our athletes. I hope that the championship, like the Tour of Slovenia, will bring a lot of good for Slovenia."

Petra Majdič, *winner of the bronze Olympic medal in sprint, Vancouver 2010*

"This championship is a great opportunity for our competitors. Home ground is an advantage, you know it, you are encouraged by home fans. But there are also challenges such as expectations or media pressure.



PETRA MAJDIČ
PHOTO: BOBO

But there are definitely a lot more positive things about the fact that the World Championships is coming to Slovenia, and that is really good! I remember when we managed to bring the World Cup to Rogla after a long period of time, it was one of the more emotional moments in my career. Finally, you pay tribute to all those who support this sport, and you try to justify your work, upgrade it with the result, and this can be the icing on the cake of such an event. I wish our competitors in Planica a lot of relaxation, a big smile, to hover on the wings of the rise of Nordic sports in our country. Let them not put a lot of pressure on their shoulders, let them show what they show in training. If they impose the burden on themselves that this is the World Championships on home soil, not everyone can withstand such pressure. I wish for them many spectators, we will all be cheering for them! Let this be a fantastic World Championships for us, the fans and for those who will be competing!"





PLANICA
FIS NORDIC WORLD SKI CHAMPIONSHIPS
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**SPECTACULAR
ATTRACTION**

**COURAGE,
INNOVATION
AND
DEVELOPMENT**

Planica is a synonymous for courage, innovation and development. With more than 40 world records, it has become a spectacular attraction that attracts many foreign visitors. The phenomenon of ski flights in 1934 triggered a real mountain sensation. From a small unknown land, Planica climbed to the top of the sports map.

Planica Nordic Centre is a place where young Slovenian athletes train to become the next generation of world champions. It has all the necessary sports infrastructure for the competitions in all three disciplines:

Ski Jumping, Cross Country and Nordic combination. Already now it serves as a training centre for several national teams and regional sports clubs (during summer and winter time).

Excellent cooperation with the Municipality of Kranjska Gora in the areas of accommodation, logistics, side events, environment and with the neighboring Carinthia (Austria) and Friuli Venezia Giulia (Italy). In the radius of 100 km we have available 22.300 beds.





ENVIRONMENT

SUSTAINABLE FIS WORLD CHAMPIONSHIPS

Planica is part of the Triglav National Park, the only national park in Slovenia where the protection of nature and coexistence is a fundamental goal. Our aim is to create close to zero waste event with the lowest possible carbon footprint.



EDUCATE

- Young environmentalist.
- Planica and children.
- Encouraging creativity, thinking and educating the young generation about the protection of nature and cohabitation.

ENERGY

- Self-sufficiency.
- Environmental friendly heating solutions.

MONITORING PROGRAM

Carbon footprint of event Planica 2023 (destination, visitors, athletes & event area).

WASTE

- PET plastic free event.
- Food waste program & donations.
- 3R – recycle, reuse and reduce.
- Waste disposal management (in cooperation with Stora Enso).

MOBILITY

- Carpooling.
- Use of public transport & Environmental friendly transportation.
- Walk to Planica (incentive programs).

ALL ACTIVITIES WILL BE IN LINE WITH ENVIRONMENTAL GUIDELINES FOR SUSTAINABLE FIS WORLD CHAMPIONSHIPS.

OFFICIAL MASCOT

IT'S A GIRL!



VITA, *official mascot of FIS Nordic World Ski Championships 2023*

She is a girl with a mischievous look and an extraordinary sense of Nordic sports. It is a tall heron that can run and fly and fights winter fearlessly. It got its name because of its extraordinary joy in life. Her long name Victoria, however, hides a constant desire to win.



ON THE ROAD TO 2023

VITA AND HER HUGS

VITA CAN ENCHANT WHEREEVER SHE APPEARS

When we first met our Vita, it was love at first sight. We could only wish for her to become so popular. It is our job to keep her that way. Eventually, she will achieve that everyone will know her as a Planica heron. To this day, she has been many things, but no one can take away her name and cordiality. Vita is already fairly warmed up for the World Championships, and she will be even more warmed up by the upcoming events, which she is very happy to attend.



VITA IN TAMAR VALLEY
PHOTO: ALJAŽ PRISTOV

We met her at all the big events in Kranjska Gora and Planica, she keeps visiting Tamar the lake in Jasna. And she will let you know where her path will lead her via social networks @planica_nordic.

THOSE WHO GIVE
AND TAKE HUGS,
CAN NOT HAVE
MALICIOUS
THOUGHTS!



VITA AT SPARTAN RACE IN PLANICA
PHOTO: ALJAŽ PRISTOV



VITA AT AN EVENT "GONI PONY" IN KRANJSKA GORA, PHOTO: ALJAŽ PRISTOV

IT'S THE BEST
IN THE
COMPANY
OF CHILDREN!



ON THE ROAD TO 2023

VITA IN HER HOME VILLAGE OF RATEČE



VITA AMONG THE PEOPLE OF RATEČE
PHOTO: TIN ŠTER

RATEČE IS A SPECIAL VILLAGE WITH THE PROUD HOSTS OF THE WORLD CHAM- PIONSHIPS

In the immediate vicinity of Planica lies the village of Rateče, on a plateau below the tripoint of Slovenia, Austria and Italy. It is surrounded by the high peaks of the Julian Alps in the south and Karawanks in the north. Two alpine valleys branch off from Rateče. The first one is Planica, which ends in Tamar below Mount Jalovec, where the first spring of the river Sava Dolinka, the Nadiža waterfall, gushes out from under Ponce mountains. The second one leads to the Fusine lakes (also Mangart lakes or Belopeška lakes) and ends under the northern wall of Mount Mangart. A Rateče manuscript from the second half of the 14th century was also discovered in Rateče. A visit to the village is a mandatory part of visiting Planica.



PROMO TEAM AT RUNNING EVENT IN KRANJ
PHOTO: URŠA MIŠMAŠ



VITA WITH SLOVENIAN SKI JUMPERS IN
PLANICA, PHOTO: URŠA MIŠMAŠ



VITA AT LOCAL EVENT CLOSE TO BLED
PHOTO: URŠA MIŠMAŠ



VITA AT TRIPOINT OF SLOVENIA, ITALY AND
AUSTRIA, PHOTO: TIN ŠTER



VITA AND OLYMPIC FESTIVAL IN LJUBLJANA
PHOTO: ALJAŽ PRISTOV



VITA AT KIDS EVENT IN VELENJE, SLOVENIA
PHOTO: TIN ŠTER



VITA AND MINI PLANICA COMMON EVENTS
PHOTO: TIN ŠTER



VITA AT LJUBLJANA MARATHON
PHOTO: ALJAŽ PRISTOV

BOJAN, JUST ASK



ALJOŠA DOLHAR
PHOTO: OC PLANICA

TWO WEEKS OF PLANICA

Aljoša Dolhar, chief of ski jumping competition (Men)

Ski jumping has, of course, become very popular in Slovenia, mainly due to the success of Slovenian ski jumpers, but also due to tradition. What will be different at this World Championships?

I think, first, it will be different that it will take much longer than we are used to here in Planica, so that our fans will have the opportunity to watch competitions for a much longer period, and they will be able to watch several disciplines at the same time, which I think is great.

The World Championships take place for almost 14 days. Probably the psychological pressure is a little higher?

Fortunately, I will not be the only head of the competition, there will be three

of us in the jumping part, so we will divide the work during these weeks and the load on each of us will be lesser.

What are you paying special attention to and what is your biggest challenge?

Usually the challenge is what you were not ready for. Certainly, the biggest challenge is the weather, which we can't control, and it's also difficult to prepare for it very precisely, because you don't know what it will be like, be it heavy snow, which can certainly cause us a lot of problems, or also high temperatures, strong sun and so on. But we also have experience with these problems, so I think we will manage them successfully.

What is the work of a head of the competition? Do you also take care of the snow supply in case it runs out?

It starts much earlier than the competition itself, we are practically already preparing for the Championships. Nordic Centre Planica takes care of the snow, they are responsible for it, but of course we also keep contact with them and consult them and essentially cooperate with them in this area.

The tradition of ski jumping in Slovenia began more than 100 years ago with the first record in 1921 (9 meters at the time). In your opinion, what is important for achieving the record?

Everything must fall into place, the essential factor is the height of the in-run, which the jury must choose correctly for the specific conditions, then the conditions themselves, and the jumper must succeed in an ideal jump, without faults, then a record is also possible.



ANA DOLHAR
PHOTO: OC PLANICA

BEING A VOLUNTEER IS A UNIQUE OPPORTUNITY

Ana Dolhar, coordinator OC Planica

without volunteers, of course, we cannot imagine the biggest winter sporting event, the Nordic World Ski Championships. They are heartfelt, kind, always ready to help. How does their work proceed?

If based on myself, I started as a volunteer in Planica in the high school. At that time, you asked me for help, Bojan. I worked as an assistant and I still remember how proud I was when I first came to Planica with my own accreditation. We drove up to the ski jumping tower, where it was my job to answer the phone, nothing difficult, but I took it dead serious. And all these years I have stayed in Planica, I have made many new friends, gathered experiences, and I believe that this... Well, I hope that everyone who wants to participate in Planica as volunteers will also benefit from it.

Now if I put myself in the role of a volunteer I contact you. What I can expect as a volunteer, what you offer me?

Each participant will receive a winter set and two free tickets for the event, there will also be a free transfer from Ljubljana to Planica, and of course after the championships there will be party for all participants, but what I think counts the most is to gain experience about the whole organization, to also see the organizers from a different perspective and of course to become part of this community that returns to Planica every year.

Do volunteers have to have any special skills?

No special skills are required, all participants must be over 16 years old. When applying, all the volunteer areas are described in more detail.

What would you say to all those who will work as volunteers, and of course, in addition to the fact that this is a unique opportunity to be at the largest winter sporting event in the history of Slovenia? Probably a special adventure, an honour and, of course, references for the future?

Being a part of the biggest sporting event in Planica seems to me to be one big fact or opportunity for everyone who will participate. Applications were possible via the website www.planica23.si, online applications have been opened from September to the end of October. We invite everyone who would still like to participate, to contact us, maybe we still find a proper solution for those who missed the official applications. I am very happy for everyone who decided to be part of the greatest story in Planica.





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VOLUNTEERS

YOU ARE AMAZING

Since the beginning of competitions in Planica, numerous people are laying the foundations of the biggest Slovenian sports tournaments, which throughout the years became a part of Slovenian culture. All those who have not yet had the opportunity to experience it now have the chance to be part of this tradition. The FIS Nordic World Ski Championships in Planica 2023 will be held for 11 days at various sports venues in Planica and Kranjska Gora with an exciting accompanying program. Due to the scope of the competition, we have invited volunteers who, together with the Planica colleagues, will ensure the smooth running of the biggest sporting event in the history of Slovenia.

We opened applications on September 13, 2022 and received 769 applications, 437 women and 332 men. We are happy that in a month and a half after the announcement of the call, we reached our goal and at the same time we are humbled that so many people who want to be part of this great and beautiful story are joining us. All registered volunteers have a great desire to participate, some already have experience from major sports events, and some just want to try something new.

122 foreigners (80 women, 42 men) from 22 countries also applied. This just proves that we are recognized in the world with a long tradition of winter sports events at the highest level.

The selected volunteers will receive additional instructions in December, and we will also organize informational meetings where they will receive detailed instructions regarding their work tasks in the time before and during the World Championships. We thank all the applicants for their readiness and look forward to meeting them in Planica.

SLOVENIAN ALPINE MUSEUM, MOJSTRANA

**FREE ENTRY TICKETS FOR
PLANICA VOLUNTEERS**

The Slovenian Alpine Museum illustrates the development of Slovene mountaineering, climbing and mountain rescue history, interwoven with educational and conservational content. Its rich collection of historical objects and artefacts, diversity of photographic, film, book, and museum archives, and an extensive museum library, provide clear insights into the powerful, lasting impact of mountains and mountaineering on Slovene culture.

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Our Mission

At the Slovenian Alpine Museum, we record, preserve, study and promote Slovenia's mountaineering heritage and the history of the Slovene alpine conservation areas. Our museum programmes, workshops, lectures and exhibitions are aimed at increasing the popularity of mountaineering in general. They encourage respect for the alpine natural and cultural heritage in the younger generations, and illustrate the shaping role of mountaineering in defining the Slovenian national identity and the international recognition of Slovenes. Our mission is underlined and reinforced by our slogan: "Rope team for future ascents"

Our Vision

We implement our mission through events and lectures, temporary exhibitions, public programmes, educational workshops, and presentations of current domestic and foreign mountaineering achievements.

The Slovenian Alpine Museum is also developing into an information centre where visitors can find information on the various exhibitions and accompanying museum events, hiking, and the mountaineering possibilities and tourist attractions in the surrounding area. Through our interactive exhibitions, museum events and programmes we strive to create lasting impressions of our mountaineering history and its cultural and natural heritage.

WELCOME HOME.



BOJAN, JUST ASK



JURE AJDIŠEK
PHOTO: BOBO

THERE WILL BE NO PARKING LOTS IN PLANICA

Jure Ajdišek, *logistics*

The experience of ensuring that sports fans get to the venue on time is invaluable. And you certainly have a lot of them. Yet, what is the biggest challenge and how did you tackle it?

The challenge has two aspects. The first is timely aspect, we have 11 competition days, which is a lot to manage for the team. The second, and even more demanding, is the spatial aspect. The Nordic Centre itself will be occupied with other infrastructure, transport vehicles and temporary facilities. The usual parking spaces will not be available this time. The entire planning of accesses and parking spaces had to be adapted to this. We started preparations already in 2018, when we won the candidacy. We used good practices from abroad, cooperation with state institutions, the local community and our own rich experiences.

How does the planning of logistics routes take place? How do you cooperate with the municipality of Kranjska Gora?

Planica is a closed valley, there is not much space, there will also be a lot of accompanying staff and teams from as many as three branches, both for women and men. When we add visitors, top-notch planning of traffic and pedestrian flows into and out of the valley is crucial. It is also crucial for visitors to move around the venue as easy as possible. Cooperation with the Municipality and the local community is excellent.

What about the entry points to our beautiful valley? What should visitors pay particular attention to?

The main entry point will be at Ledine, i.e. at the roundabout near Rateče. There will be no traffic, except for competition and technical services, from there on.

The visitors will be informed about this, and we ask them to accept this as necessity and imperative both from a sustainability and logistical perspective. This time it will actually be quite fun to walk to Planica from Kranjska Gora or Ledine, finally, there will be plenty of fun outside the Nordic Centre as well.

Each of us is only interested in one thing. Where will I be able to park? Perhaps you already have an answer to this question?

There will be no parking lots in Planica itself. We found alternative solutions in temporary parking areas, in addition to those managed by the Municipality of Kranjska Gora. These temporary parking lots will be on grassy areas on the route Kranjska Gora - Rateče, and the main bus hub will be in Kranjska Gora, near the police station. Of course, free round-trip transportation will also be available, as is customary in Planica.



MIHA LESJAK
PHOTO: BOBO

WE SIMPLY WANT GREEN PLANICA

Miha Lesjak, *sustainability*

Planica lies next to the Triglav National Park, where nature protection is a fundamental aim. Our waste management goal is very high. How will you motivate visitors to the World Championships to create an event that will also be a sustainable model?

Sustainability in Slovenia and in general is becoming a very important story. In recent years, Planica has placed great emphasis on sustainable mobility, waste reduction and recycling, and adequate communication and public awareness is especially important. Key measures will be linked to the prevention of single-use plastics, which is also becoming legally binding for such events.

Together with your partner Stora Enso, you have prepared a waste management program.

How will you motivate visitors to create a plastic-free event?

Communication with visitors and athletes will be very important. With aluminium, bio-degradable and similar materials, we will be able to successfully replace the use of single-use plastics. Significant emphasis will be placed on reducing waste in general and on recycling, and especially on reducing food waste, involving local chains and thereby on reducing the carbon footprint. We simply want green Planica.

Young environmentalists always surprise us with their ambitious ideas and projects on how to keep our planet clean and healthy for future generations. How will you include them in the biggest sports winter spectacle in the history of Slovenia?

We need to teach young people about their relationship with the environment.

PLANICA WILL
BE COMPLETELY
DIFFERENT
THIS TIME!



Many of them understand sustainability even better than their elders. We have connected with the organization EKO school. It is a special challenge "How to become an environmentally friendly fan". Children will have to think about how to get to Planica in a sustainable way (public transport, walking to Planica), how to behave in Planica so that there is as little waste as possible. Thus, even young people will be able to set some new guidelines for future generations or even for those older than themselves.

How can each of us contribute to the protection of the environment and to achieving the set goals?

The key is to be sustainable every day. But the spectacle that will take place in Planica 2023 can also have a special communicative power for the masses. Following sustainability at such big events is certainly also a nice example to be adopted and taken home by individuals.

BOJAN, JUST ASK



NATAŠA ALBREHT
PHOTO: BOBO



NUŠA RAKOVEC TEPEŠ
PHOTO: BOBO

* The NC Planica logo is not the logo of the Planica spectacles, so the NC logo is also different from the logo of the biggest competitions that take place in the valley under Ponce. Planica events are organized by OC Planica under the auspices of SAS, namely in NC Planica, which takes care of preparing the venues.

The logo of the World Championships is a protected trademark, and its use is only permitted with the consent of the organizer, the Ski Association of Slovenia and Infront, as the owner of the media rights.

NEW PLANICA ON THE ROAD TO WORLD CHAMPIONSHIPS

Nataša Albreht, *promotion and new brand identity*

The image of the World championships will be different, how different will it be?

Very different. We have been aware for a very long time that it is time for profound changes in the image of Planica. We set new foundations, we thought a lot about how to package the image of Slovenian sports, national ski association and what would the finishing touches be. Very soon we eliminated all the possible distinguishing marks of nordic sports because everything had already been seen time and again. We agreed that all we need is a truly strong PLANICA that will survive in the same form even after 2023. We deleted the herons from the logo itself, which appeared in too many variations and colours and have been somewhat abused in recent years.

This does not mean, however, that the heron, such a recognizable icon of Planica flights, will no longer exist. The heron turned into the mascot of the World Championships, the heron Vita. All the other attempts were so poor and without a background story that she beat all the competition with ease. From all that has been said, I can reveal that Planica's image during the WC will be predominantly blue and green. That green will be the symbol of cross-country skiing, and blue will be the symbol of ski jumping. And that lines will be very clean and elegant. And it will remain so even after the World Championships. Planica deserved this.

At what events before the WC can we meet Vita? How do you choose these events?

By the end of September, Vita had already visited 13 different events to which we were invited.

Some events took place in collaboration with NC Planica (Let's go to the mountains, Heroes of the 3rd floor - Association of parents of children treated at the hemato-oncology department), Tourism Kranjska Gora (Goni Pony, Spartan race, Julian Alps Trail), and Tourist association of Rateče (Local Village Day, Meeting at Tripoint), others as part of large events, such as running festivals, the Pippi Longstocking's festival in Velenje and many others. Until the beginning of the WC, there will be many more such events, even beyond the borders, also within the ski jumping, nordic combined and cross-country skiing World Cup calendars.

What are visitors mostly interested in about Planica 2023?

The biggest magnet is still athletes who join us at some events. They are also very active, together with them we always hold fun competitions and prize games.

OFFICIAL MERCHANDISE AND THE MASCOT

Visitors are also very interested in when and where they can buy official World Championships products, sometimes they would prefer to take off our clothes and take our promotional clothes. They are also interested in the program, ticket prices and what Planica will be like during the WC. Our task is to bring the event closer to them to such an extent that they will understand the magnitude of this event.

What are your plans for the coming months?

The coming months will be extremely tiresome, but we fought for this. Ahead of us is the realization of all the set goals. Above all, we want everyone to be satisfied at the end, competitors, visitors, volunteers, the local community and us as organizers. And I have absolutely no doubt that we will succeed. Planica deserves this and can do it.

Nuša Rakovec Tepeš, *marketing and merchandise*

How did the mascot selection take place?

When choosing, we were looking for an image reminiscent of Planica, and the heron has always been associated with the Planica feast, for a long time it was an integral part of the Planica logo. We were looking for a character that can fly and run. Just like our competitors will do at the World Championships.

Slovenia is known for its fan props at sports competitions. What are typical Slovenian fan props?

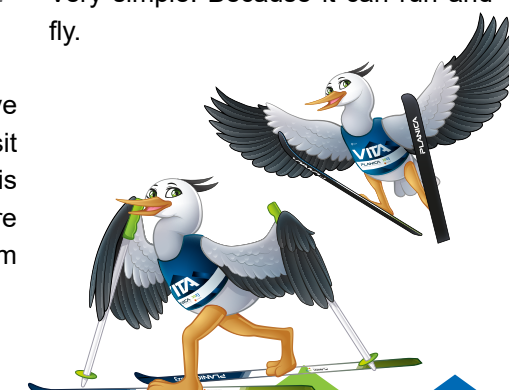
Slovenians are a very supportive nation. More often than not we visit such events with flags, the ratchet is a typical fan prop. In addition, there are many promotional products from t-shirts, caps, scarves, backpacks.

Will visitors be able to equip themselves beforehand and come prepared? Will sales of fan merchandise be available on the official World Championships website?

Online sales are available, and all official merchandise will also be available in major stores and at the venue during the event. But surely the biggest attraction will be the plush Vita, the mascot of the Nordic World Ski Championships 2023.

Why is VITA the Planica 2023 mascot?

Very simple. Because it can run and fly.



BOJAN,
JUST ASK



BLAŽ VEBER
PHOTO: OC PLANICA

LOCAL COMMUNITY

Blaž Veber, *Tourist board Kranjska Gora*

Planica will be observed by the whole world, it will be the centre of the sports world. How are you preparing for this sports spectacle in Kranjska gora?

I have to say that the time from winning the candidacy until today, has passed faster than we all somehow wished for. During all this time, certain works and obligations have already been carried out. Now we are really coming to that winning sprint. According to some optimistic data, Kranjska gora will host up to 350 to 400,000 spectators, but there is no need to be afraid, it is a long period of time, 12 competition days, and during this time we expect that in Kranjska gora about 8,000 guests will be accommodated.

Cooperation of the local community with the organizers is extremely important, especially for such a large sporting event. Probably there are things you are looking forward to at Tourism, but there might also be something you are afraid of?

You can never be too sure that everything will go smoothly. The local community is the one that lives here before the championships, during the championships and also after the championships and I believe that we will ensure everything that it will not be painful, for us citizens who live here. We must be aware that Kranjska gora as a village will be closed every day, so it is necessary to provide access to the post office, health centre and so on. Then there are the parking lots and everything else that comes along. In Tourism Kranjska gora, we will focus on accompanying events. This is basically our main focus and we will not disappoint anyone.

What does such an event mean for the future development of tourism?

The tradition is what brought Planica and our places, Slovenia to the world and such an event, as we are now hosting here, I think it can only be a thank you to all those who have worked on this all these years.

I can say that the demand for, or more professionally searching for a destination has increased tremendously. We used to feel that at the end of the annual Planica competition somehow this search for Planica calmed down, but now because of the championships this demand is quite constant and it really inspires us to host, I hope, if the weather is still in our favour, one of the best world championships. If the World Championships is conducted safely, in any way, thus for the competitors and for the visitors and for the service company and for those of us here, I think we will achieve a lot.

KRANJSKA
GORA

CEREMONIES AND SIDE EVENTS

SEE YOU IN
FEBRUARY!
KRANJSKA GORA
IS READY.



Kranjska Gora is a great destination for winter sports and outdoor activities in the embrace of the Julian Alps. There are plenty of adventures that you want to experience for yourself, from active holidays to peacefully discovering a natural and cultural heritage. In winter, you can enjoy countless activities on the snow, from cross-country skiing, ice skating, snowshoeing, ice climbing, ski touring to alpine skiing. Most Slovenians make their first ski turns in Kranjska Gora. Therefore, it is not surprising that for decades, Kranjska Gora hosts two of the largest winter sports events in Slovenia, which have greatly contributed to the development of tourism in Kranjska Gora.

Every time when Planica hosts the best Nordic athletes of the world, the site breathes as one, the village dresses in the colours of Planica, and you can feel the excitement and cheering energy everywhere!

As for the organizers, the co-organization of such a prestigious event as the FIS Nordic World Ski Championships is a unique opportunity for the destination to increase its the recognition.

During the World Championships, Kranjska Gora will also be the venue for solemn evening medal ceremonies for the new world champions in ski jumping, cross-country skiing and Nordic combined. We will be able to welcome as many as 24 new world champions and twice as many recipients of silver and bronze medals. We believe that the many events that will take place in parallel with the competition program and in different venues will also be a great magnet for visitors. We can expect many musical performances, a rich gastronomic offer and a unique opportunity to welcome competitors from more exotic countries.



THE VENUE

PLANICA WILL SHINE LIKE NEVER BEFORE

We present you the most beautiful venue in the history of Nordic World Ski Championships. For more than a year, the Ski Association of Slovenia has been in close cooperation with the International Ski Federation, chiefs of competitions, experts, and other partners to design innovative solutions and create the best conditions and experience for participants, the media and, of course, visitors.

The competition venue is located in the sports paradise in the valley "Under the Ponce" with a wonderful view of the Julian Alps. There, we will enjoy ten competition days while the medal ceremonies will take place at the "Planica Nordic Park" in the center of Kranjska Gora. The opening ceremony is scheduled for February 21, 2023, at 20:23, and we are also preparing an accompanying program for visitors.

We will ensure the best possible conditions for the athletes to achieve their goals at the upcoming FIS Nordic World Ski Championships Planica 2023. Our attention is dedicated to the visitors as well, and we are already eagerly waiting to welcome them. Accommodation facilities in Kranjska Gora will be dedicated to them, where the entertainment program will take place as well.

The FIS Nordic World Ski Championships Planica 2023 will present Planica, Kranjska Gora and Slovenia to more than 500.000.000 TV viewers around the world. We will become the center of the sports world.



FIS

GREEN LIGHT

PLANICA IS READY.
LET'S CROSS THE
FINGERS THE WINTER
WILL ALSO DO
ITS JOB.



In September high-ranking representatives of the International Ski and Snowboard Federation FIS visited Planica for the Final inspection. An unforgettable winter spectacle is awaiting athletes and their teams, media representatives from more than 60 countries and visitors this winter.

The final inspection is a very important landmark for OC Planica and the team completed it successfully. They worked closely with the International Ski and Snowboard Federation FIS, sports teams, media and other stakeholders for five years to ensure only the best conditions for the world's top athletes in Nordic disciplines.

Michel Vion, Secretary General of the International Ski and Snowboard Federation FIS, also expressed his appreciation to the OC Planica team: "You can see the hard work of the Planica 2023 team the last five years is paying off in these late stages. They have looked after every detail and are more than ready to welcome the world for this historic first Nordic World Ski Championship in Planica."

OC Planica is very dedicated to the Transfer and knowledge program. Therefore, a delegation from Trondheim 2025, where the next World Championships in going to be, attended the meeting.





THE START OF MULTI-DAY TICKETS SALES
PHOTO: BOBO

TICKETS

COMPETITIONS, MUSIC EVENTS AND CEREMONIES

With a special ceremony in Planica, the sale of multi-day passes for the FIS Nordic World Ski Championships in Planica 2023 officially began in September. The event was attended by members of the Slovenian ski jumping national team and other dignitaries.

“Slovenia has once again shown that we are capable and have the knowledge to host sports competitions at the highest level,” said Enzo Smrekar, president of Ski Association of Slovenia and OC Planica.

The ceremony took place in the central building in Planica. Guests tasted traditional Slovenian dishes “Taste Slovenia”, which emphasizes the diversity of Slovenia’s regions combining seasonal and local ingredients in an authentic and original way.

High-ranking representatives of the International Ski and Snowboard Federation FIS attended the event together with more than 50 representatives of foreign media from Europe and the world, members of the association “Forum Nordicum”.

Day tickets sales for the winter spectacle, officially started in November.

The ticket prices range from 15 EUR to 64 EUR for regular tickets – standing. Fans will be able to watch at least two competitions per day, follow an accompanying music program, and take part in many events at different venues. A special spectacle is promised at the so-called Medal plaza in Planica Nordic Park in Kranjska Gora, where the medal ceremonies will be held, as well as the opening ceremony on February 21, 2023.



WELCOME HOME
PHOTO: BOBO



PLANICA WILL SHINE LIKE NEVER BEFORE
PHOTO: BOBO

A DAY TICKET IS VALID FOR MULTIPLE EVENTS

Let us provide two examples

On Saturday, February 25, 2023, the program starts at 10 am with Nordic combined competition on Normal hill followed by Women ski jumping team competition on normal hill, cross-country skiatlon and Men ski jumping individual competition at 5 pm. The day ends in Kranjska Gora, where the medal ceremony will take place in the Planica Nordic Park at 8.23 pm.

On Wednesday, March 1, 2023, the program begins at 11 am with Nordic combined team competition, followed by cross-country race and Women ski jumping individual competition on large hill at 5:30 pm. In the evening the medal ceremony will be held in the Planica Nordic Park, in Kranjska Gora, at 8:23 pm.

Children under the age of six can follow the World Championships for free, while children between the ages of 7 and 14 will receive a 50 percent discount.

The interest in the biggest event in the history of the Republic of Slovenia is already extremely high.



TOMAŽ ŠUŠTERŠIČ, Secretary General OC Planica
PHOTO: OC PLANICA

FIS NORDIC WORLD SKI CHAMPIONSHIPS

WEEK 1 | 21st February - 26th February 2023

Tuesday,
FEBRUARY 21st

20:23

Opening Ceremony

Planica Nordic Park Kranjska Gora

Wednesday,
FEBRUARY 22nd

12.00	Cross-Country	Qualification, Free	Women 5 km
13.30	Cross-Country	Qualification, Free	Men 10 km
16.30	Ski Jumping	Qualification Individual	Women HS 100

Thursday,
FEBRUARY 23rd

12.00	Cross-Country	Sprint Qualification, Classic	Women / Men
14.30	Cross-Country	Sprint Finals, Classic	Women / Men
17.00	Ski Jumping	Individual	Women HS 100

Friday,
FEBRUARY 24th

11.30	Nordic Combined	Gundersen Individual	Women HS 100
14.15	Nordic Combined	Gundersen Individual	Women 5 km
15.30	Cross-Country	Skiathlon	Men 15 / 15 km
17.45	Ski Jumping	Qualification Individual	Men HS 100

20.23 Medal Ceremonies

Planica Nordic Park, Kranjska Gora

Saturday,
FEBRUARY 25th

10.00	Nordic Combined	Gundersen Individual	Men HS 100
15.30	Nordic Combined	Gundersen Individual	Men 10 km
14.00	Cross-Country	Skiathlon	Women 7,5 / 7,5 km
12.15	Ski Jumping	Team	Women HS 100
17.00	Ski Jumping	Individual	Men HS 100

20.23 Medal Ceremonies

Planica Nordic Park, Kranjska Gora

Sunday,
FEBRUARY 26th

10.30	Nordic Combined	Mixed Team	HS 100
15.00	Nordic Combined	Mixed Team	M 2x 5 km / W 2x 2,5 km
11.30	Cross-Country	Team Sprint Qualification, Free	Women / Men
13.30	Cross-Country	Team Sprint Finals, Free	Women / Men
17.00	Ski Jumping	Mixed Team	HS 100

20.23 Medal Ceremonies

Planica Nordic Park, Kranjska Gora

FIS NORDIC WORLD SKI CHAMPIONSHIPS

WEEK 2 | 27th February - 5th March 2023

Monday,
FEBRUARY 27th

Day off

Tuesday,
FEBRUARY 28th

12.30	Cross-Country	Individual, Free	Women 10 km
18.30	Ski Jumping	Qualification Individual	Women HS 138

Wednesday,
MARCH 1st

11.00	Nordic Combined	Team	Men HS 138
15.10	Nordic Combined	Team	Men 4 x 5 km
12.30	Cross-Country	Individual, Free	Men 15 km
17.30	Ski Jumping	Individual	Women HS 138

20.23 Medal Ceremonies

Planica Nordic Park, Kranjska Gora

Thursday,
MARCH 2nd

12.30	Cross-Country	Relay, Classic, Free	Women 4 x 5 km
17.30	Ski Jumping	Qualification Individual	Men HS 138

Friday,
MARCH 3rd

12.30	Cross-Country	Relay, Classic, Free	Men 4 x 10 km
17.30	Ski Jumping	Individual	Men HS 138

20.23 Medal Ceremonies

Planica Nordic Park, Kranjska Gora

Saturday,
MARCH 4th

10.30	Nordic Combined	Individual Gundersen	Men HS 138
15.00	Nordic Combined	Individual Gundersen	Men 10 km
12.00	Cross Country	Mass start, Classic	Women 30 km
16.30	Ski Jumping	Team	Men HS 138

20.23 Medal Ceremonies

Planica Nordic Park, Kranjska Gora

Sunday,
MARCH 5th

12.00	Cross-Country	Mass start, Classic	Men 50 km
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After the
competition

Medal and closing ceremony
Planica CC stadium

FIS NORDIC WORLD SKI CHAMPIONSHIPS

TICKETS PRICES | MULTIPASSES

REGULAR TICKETS - STANDING*

		EUR
General ticket	11 comp. days / 22 Feb - 5 Mar	490,00 €
Multipass Green	4 comp. days / 23 - 26 Feb	215,00 €
Multipass Grey	3 comp. days / 28 Feb - 2 Mar	162,00 €
Multipass Blue	4 comp. days / 2 - 5 Mar	215,00 €

REGULAR TICKETS - STANDING TRIBUNE*

		EUR
General ticket	11 comp. days / 22 Feb - 5 Mar	615,00 €
Multipass Green	4 comp. days / 23 - 26 Feb	270,00 €
Multipass Grey	3 comp. days / 28 Feb - 2 Mar	210,00 €
Multipass Blue	4 comp. days / 2 - 5 Mar	268,00 €

REGULAR TICKETS - GRANDSTAND (sitting position)*

		EUR
General ticket	11 comp. days / 22 Feb - 5 Mar	735,00 €
Multipass Green	4 comp. days / 23 - 26 Feb	325,00 €
Multipass Grey	3 comp. days / 28 Feb - 2 Mar	245,00 €
Multipass Blue	4 comp. days / 2 - 5 Mar	322,00 €

* Please note: entrance to the venue in Planica is approx. 1,6 km away from sports facilities where competitions will take place. Spectators will have to walk that distance. Cross Country stadium is approx. 500 meters away from Ski jumping hills. In the Festival Arena (location between the CC Stadium and SJ hills) food & beverages will be available to buy. Entrance to the Festival Arena is free of charge for valid ticket holders.

REDUCED REGULAR TICKETS**

		Discount
Children 0-6 yrs (born 2017 and later)	standing	100%
Children 7-14 yrs (born between 2009-2016)	standing	50%
Children 3-14 yrs born between 2009-2020	standing tribune	50%
Children 0-2 yrs (born between 2021-2023)	tribune & grandstand (no sit guaranteed)	100%

** Disabled person - please contact OC Planica.

VIP TICKETS***

		EUR
General VIP ticket	10 comp. days / 23 Feb - 5 Mar	2.990,00 €
VIP Multipass Green	4 comp. days / 23 - 26 Feb	1.350,00 €
VIP Multipass Grey	3 comp. days / 28 Feb - 2 Mar	900,00 €
VIP Multipass Blue	4 comp. days / 2 - 5 Mar	1.310,00 €

*** Entrance to main VIP tent (chair at the table guaranteed) + VIP standing position on tribune CC&SJ + entrance to VIP catering at SJ stadium (open air, standing). Special shuttles will be available for VIP ticket holders.

REDUCED VIP TICKETS

		Discount
Children 0-2 yrs (born between 2021-2023)	no sit guaranteed in VIP area	100%
Children 3-14 yrs (born between 2009-2020)		25%

Prices guaranteed for available amount of tickets. Customers will be treated on "first come first serve basis". Prices in Euros (EUR) incl. VAT. Tickets are not transferable.
Tickets prices and competition programme could be subject of change and/or adjustments.

PRICES ARE VALID FROM SEPTEMBER 21st 2022

FIS NORDIC WORLD SKI CHAMPIONSHIPS

TICKETS PRICES | DAILY TICKETS

REGULAR TICKETS - STANDING*

		EUR
Daily ticket	22 February	15,00 €
Daily ticket	23 February	54,00 €
Daily ticket	24 February	49,00 €
Daily ticket	25 February	64,00 €
Daily ticket	26 February	64,00 €
Daily ticket	28 February	49,00 €
Daily ticket	1 March	64,00 €
Daily ticket	2 March	54,00 €
Daily ticket	3 March	64,00 €
Daily ticket	4 March	64,00 €
Daily ticket	5 March	35,00 €

REGULAR TICKETS - STANDING TRIBUNE*

		EUR
Daily ticket	22 February	19,00 €
Daily ticket	23 February	66,00 €
Daily ticket	24 February	59,00 €
Daily ticket	25 February	79,00 €
Daily ticket	26 February	79,00 €
Daily ticket	28 February	64,00 €
Daily ticket	1 March	84,00 €
Daily ticket	2 March	66,00 €
Daily ticket	3 March	84,00 €
Daily ticket	4 March	84,00 €
Daily ticket	5 March	39,00 €

REGULAR TICKETS - GRANDSTAND (sitting position)*

		EUR
Daily ticket	22 February	24,00 €
Daily ticket	23 February	79,00 €
Daily ticket	24 February	69,00 €
Daily ticket	25 February	99,00 €
Daily ticket	26 February	99,00 €
Daily ticket	28 February	74,00 €
Daily ticket	1 March	99,00 €
Daily ticket	2 March	79,00 €
Daily ticket	3 March	99,00 €
Daily ticket	4 March	99,00 €
Daily ticket	5 March	49,00 €

REDUCED REGULAR TICKETS**

		Discount
Children 0-6 yrs (born 2017 and later)	standing	100%
Children 7-14 yrs (born between 2009-2016)	standing	50%
Children 3-14 yrs (born between 2009-2020)	standing tribune	50%
Children 0-2 yrs (born between 2021-2023)	tribune & grandstand (no sit guaranteed)	100%

VIP TICKETS***

		EUR
Daily VIP ticket	23 February	340,00 €
Daily VIP ticket	24 February	290,00 €
Daily VIP ticket	25 February	390,00 €
Daily VIP ticket	26 February	390,00 €
Daily VIP ticket	28 February	290,00 €
Daily VIP ticket	1 March	340,00 €
Daily VIP ticket	2 March	290,00 €
Daily VIP ticket	3 March	390,00 €
Daily VIP ticket	4 March	390,00 €
Daily VIP ticket	5 March	290,00 €

REDUCED VIP TICKETS

		Discount
Children 0-2 yrs (born between 2021-2023)	no sit guaranteed in VIP area	100%
Children 3-14 yrs (born between 2009-2020)		25%

PRICES ARE VALID FROM NOVEMBER 1st 2022

PARTNERS

ACTIVE SPONSORS



STORA ENSO

Stora Enso is the presenting sponsor for the FIS Nordic World Ski Championships 2023 in Planica, Slovenia. This marks the fifth time that Stora Enso will be sponsoring the Nordic World Ski Championships. The championships are an excellent opportunity for Stora Enso to promote the benefits of using fossil free and recyclable products to combat global warming.

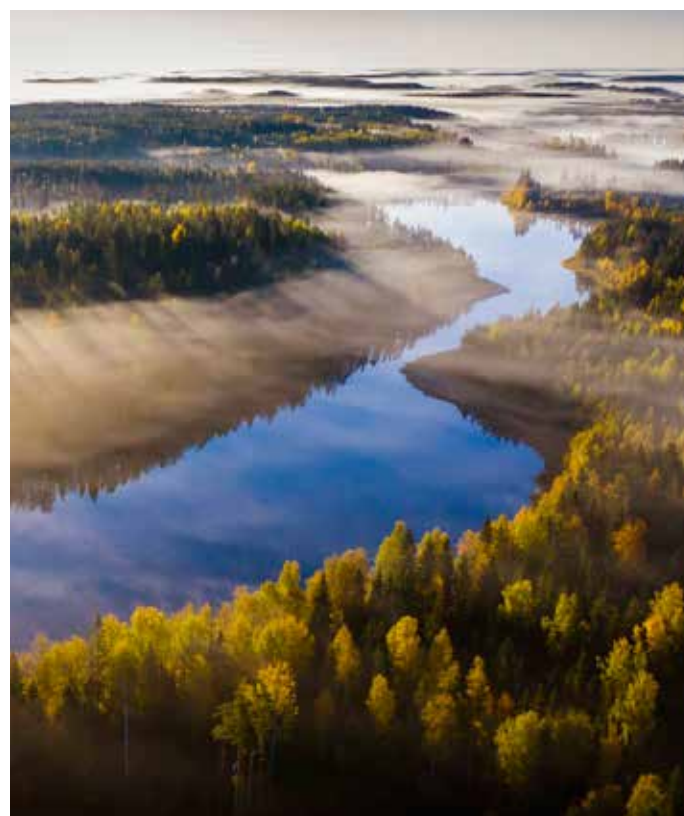
Stora Enso's products made of wood are more climate-friendly and have a lower carbon footprint compared to many products made from fossil-based materials. Throughout the event, Stora Enso will showcase its sustainable products and solutions in numerous applications such as wooden buildings, juice cartons, paper cups, paper bags, medal boxes, prize podiums and awards. Stora Enso will also contribute to the circularity of the championships by providing expertise within these areas.

Part of the global bioeconomy, Stora Enso is a leading provider of renewable products in packaging, biomaterials, wooden construction and paper, and one of the largest private forest owners in the world.

WE ASKED THEM,
AND THEY SAID YES
TO THE WORLD
CHAMPIONSHIPS.



We believe that everything that is made from fossil-based materials today can be made from a tree tomorrow. Stora Enso has approximately 22,000 employees and our sales in 2021 were EUR 10.2 billion.



WÜRTH

The Würth brand has been one of the leading quality brands for assembly and fastening materials for more than 75 years. Thanks to its clear focus on customers in the trades as well as on quality and services, Würth has become a synonym for quality and reliability in over 80 countries. With pioneering distribution and logistics solutions, Würth inspires over four million customers in the trades, in construction and industry all over the world and is always close to where they are based.

Team spirit, the will to perform and to give it your all are essential characteristics of sports. However, these values also define the corporate culture of the Würth Group. This is why, as a family business, we have been committed for a long time to sports, art and social projects.

"Since 2002, Würth has been active as a sponsor in winter sports. We expanded this commitment two years ago by sponsoring a FIS Nordic World Ski Championships for the first time. This positive experience has encouraged us to become a partner of the FIS Nordic World Ski Championships in Planica in 2023, too. After the 2021 World Championships had to be held without an audience in presence, we hope for full ranks with the fantastic Slovenian audience and look forward to an exciting event," says Fritz Hollweck, Head of sports sponsoring.



MANNER

“Manner has been an active sponsor in ski jumping for over 10 years and is visible as the main sponsor with the distinctive pink Manner helmets, but also at selected ski jumping events. This season, Manner is a proud sponsor of the World Cup finals in Planica and, as a long-term partner, ensures the best “pink” prospects in the valley of the hills with banners, the branded trainer’s stand and a huge Manner wafer inflatable.” Manner will also be the main sponsor of the 2023 World Championships in Planica and we are already looking forward to numerous sporting highlights during this event in Slovenia”

Alexander Lipovšek, Managing Director SE Europe



LIQUI MOLY

Chemical tools for every car



LIQUI MOLY offers a wide range of additives to improve performance and fuel consumption.

Modern engines are very sensitive to contamination in the system. This is the price we pay for their great efficiency. But contamination is part of the game when a combustion engine is running. Deposits agglomerate at the injectors. They prevent the fuel from being atomized properly, so performance decreases and fuel consumption increases. Furthermore, the less efficient combustion generates even more deposits – a vicious circle. As this is a slow process, it often goes by unnoticed by the car driver.

To restore the original performance and fuel economy, you may dismantle all injectors and clean them manually, which is a laborious job and only for experts. Easier, cheaper and suited for everybody are the cleaning additives by LIQUI MOLY. They are chemical tools, which do this job every time when the engine is running. They are simply poured in the fuel tank, Injection Cleaner for gasoline engines and Super Diesel Additive for diesel engines. Their active agents pass the injectors and remove the deposits on the nozzles. This does not only restore the original fuel economy, it also reduces the risk of technical issues with the injectors and expensive replacements. LIQUI MOLY has 65 years of experience with additives – all of them made in Germany.



Uhrenfabrik Junghans is Official Timing Partner of the FIS Nordic World Ski Championships for the 3rd time in a row

Junghans, the traditional German watch brand has been giving a face to time for over 160 years. The attention to detail, the high demands on design and quality and generations of technical expertise have characterised the products of Junghans since it was founded in 1861.

“As a company hailing from the Black Forest, a region steeped in the tradition of winter sports, we look forward to the World Championships in Planica.”
Brand Manager Thomas Fiedler states.

Knowing that solely precise time keeping would bring fairness to sports, Junghans has been working on creating more accurate timing instruments for competition since the early 20th century, reaching its peak in 1972 in Munich, setting a new benchmark in time keeping.



| With the limited Junghans 1972 Competition the entire fascination for sports and time is more present than ever. |

| Junghans wishes all athletes best of luck – and one of them in particular: Brand Ambassador ski jumper Karl Geiger. |

Limited special editions

In celebration of partnering the event, Junghans will also launch two special edition models limited to only 150 units each, incorporating both the company’s expertise in watchmaking and deep-rooted passion for winter sports.

High-flyers receive the Junghans Award

Athletes in the men’s and women’s individual ski jumping competition from the large hill have the opportunity of winning the Junghans Award.



| Eva Urevc | Cross country skiing |

WELCOME HOME
WELCOME TO PLANICA

SEE YOU



4th edition, November 2022

PLANICA

KRANJSKA GORA

WWW.PLANICA2023.SI