



Application Form Jakob 2026

The Award for Quality and Excellence in Tourism

Theme: **INNOVATIVE WATER EXPERIENCES IN TOURISM**

Application deadline: **15 October 2025**

Gospodarsko razstavišče d.o.o.

Dunajska cesta 18, 1000 Ljubljana

1001 Ljubljana, p.p. 3517

VAT no.: SI 87878879



01 300 26 00, www.alpeadria.si, alpeadria@gr-sejem.si

1. Application Information

Applicant's full name

Address, postal code, city

Country

Telephone

E-mail

Website

Director (first name, last name)

Contact person (first name, last name)

Contact person's e-mail

Contact person's telephone

2. Name of Programme Competing for Jakob prize

3. Short Description of Competing Programme (max. 30 words)

TENDER CONDITIONS JAKOB AWARD 2026

The international Jakob Award 2026 is an award for quality and excellence presented at the international Alpe-Adria Fair in Ljubljana.

The theme of the 2026 Award

»**INNOVATIVE WATER EXPERIENCES IN TOURISM**«

The call provides an opportunity to showcase **innovative content related to water in tourism**. Water is not only considered as drinking water—a fundamental natural value of Slovenia—but also in its many other forms: wells and springs, streams, rivers, waterfalls, lakes, the sea, and other aquatic landscapes. These are given diverse touristic interpretations in local and regional contexts of the Alpe-Adria region. Sustainability efforts enabled by tourism should not be overlooked in applications. The call targets projects and solutions **that are already being implemented during the year of the call (2025)**. An expert committee, composed of professionals in the fields of cultural heritage, hydrogeography, entrepreneurship, and tourism, will evaluate the submitted applications. It will select up to three outstanding ongoing projects with a distinctively innovative character. Among them, one winner will be chosen to receive the Jakob Award 2026 and the title **Ambassador of Innovative Water Experiences in Tourism**.

Your application must include:

- Name (title) of the theme you are submitting.
- Identification of the developer / operator of the theme or product, his/her detailed address and other contacts.
- Indication of the authors of the innovative theme.
- A clear and detailed description of the content of the theme or product linked to the advertised theme (up to 2 pages). The real innovation of the proposed project or programme should be specifically stated.
- The applicant should also include visual material on the proposed theme or product (video, photographs, brochures, etc.).

Participation

Participation is open to various tourist operators or authors of already realized and implemented innovative and original projects or programmes. These can be individuals, enterprises, societies and other touristic operators.

Expert committee

An expert committee will survey all completed applications and select the winning innovative solution based on expert assessment. The committee is appointed by Director of the GR – Ljubljana Convention and Exhibition Centre.

Awarding

The Jakob prize 2026 will be awarded at the opening of the Alpe-Adria fair on 4 February 2026.

The Award Winner Will Receive:

- A written certificate "Jakob Award 2026"
- The Jakob Award 2026 sculpture
- A free, unfurnished exhibition space of 9 m² at the Alpe-Adria Fair 2026 to present the awarded project
- One-year publication of the project description on the GR website
- Project presentation in the TTA Newsletter of the Slovenian Tourist Board
- The title *Ambassador of Innovative Water Experiences in Tourism*

All other applicants will receive a certificate. The descriptions of the four finalists' projects will be published on the Alpe-Adria website (for 365 days), and the remaining participants will be listed (for 365 days).

Application deadline

Applicants must send their application forms along with the relevant documentation by 15 October 2025 to the following address:

Send the documentation:

- by post: Mednarodna nagrada Jakob 2026, Gospodarsko razstavišče d.o.o., Dunajska 18, 1000 Ljubljana, Slovenija.
- by e-mail: alpeadria@gr-sejem.si

4/ By signing this Application Form, we confirm that we fully understand the rules and conditions of 2026 Jakob Prize on www.alpeadria.si, confirm them and agree with them.

Place and date:

Stamp:

Signature: