

RULES FOR THE SELECTION OF THE JAKOB AWARD 2026

1.

Jakob is an award for innovation, quality, and excellence in tourism, presented by the GR-Ljubljana Exhibition and Convention Centre (hereinafter: GR) at the international Alpe-Adria fair.

2.

These rules govern the professional evaluation for the Jakob Award, including:

- the procedure and method of evaluation,
- the appointment of the jury,
- the recognition and the award for the best candidate.

3.

Each year, GR, together with the President of the Award Jury, announces the theme of the award and defines its specific content. The call for applications is published on the GR website. Relevant tourism stakeholders in the countries participating in the Alpe-Adria fair are informed, and the call is also published by the Slovenian Tourist Board.

4.

An application must include:

- a completed application form with all required data – Appendix No. 1 to these Rules;
- a list of required supporting documents that explain and define the candidacy.

5.

The jury consists of at least three members: the president and two members. The President is appointed by the Director of GR for a term of four years from among recognized Slovenian experts in the field of tourism.

Other jury members are appointed annually by the Director of GR based on the proposal of the President of the Jury.

The jury makes its decision based on the submitted documentation and according to the criteria set each year in the call for applications and the designated theme. The jury aims to reach a unanimous decision through discussion. If unanimity cannot be achieved, the candidate with the highest number of votes receives the award. Each jury member has one vote. In case of a tie, the vote of the President of the Jury is decisive.

6.

The jury submits a reasoned proposal to the Director of GR for:

- up to three recipients of recognition for innovation, quality, and excellence in tourism;
- from among these, one winner to receive the Jakob Award.

The recipient of the Jakob Award is also granted the title of ambassador for a specific area of tourism.

7.

The Jakob Award consists of a sculpture and a diploma. It is presented to the author(s) of the best project at the official opening of the Alpe–Adria fair.

8.

In addition to the award, the winner receives:

- an unfurnished exhibition space of 9 m² to present the awarded project,
- a project description on the GR website (for 365 days),
- a project presentation in the TTA newsletter on the website of the Slovenian Tourist Board.

All other applicants for the Jakob Award receive a certificate of participation.

9.

These rules come into effect on the day they are signed by the Director of GR and apply from the date of entry into force.

Iztok Bricl, MSc
Managing Director
GR-Ljubljana Exhibition and Convention Centre

Ljubljana, 8 May 2025