



# Application Form Jakob 2027

The Award for Quality and Excellence in Tourism

**Gospodarsko razstavišče d.o.o.**  
Dunajska cesta 18, 1000 Ljubljana  
1001 Ljubljana, p.p. 3517

VAT no.: SI 87878879

Theme: **INNOVATIVE FORMS OF TOURIST ACCOMMODATION  
IN NATURAL ENVIRONMENTS**

Application deadline: **15 October 2026**

+386 1 300 26 00, [alpeadria@gr.si](mailto:alpeadria@gr.si)  
[www.alpeadria.si](http://www.alpeadria.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 2027

The International Jakob Award 2027 is an award for quality and excellence presented at the Alpe-Adria International Fair in Ljubljana.

### 1. The theme of the 2027 Award

#### »INNOVATIVE FORMS OF TOURIST ACCOMMODATION IN NATURAL ENVIRONMENTS«

This call invites the submission of **innovative tourism projects related to new forms of accommodation in natural settings**. The focus is on original approaches that enhance and go beyond traditional models of camping, tourist settlements and resorts, creating holistic, experience-driven and sustainability-oriented stays. Eligible projects include various forms of accommodation in natural environments, such as glampings, thematic and specialised camps, eco-camps, boutique tourist settlements, and unique accommodation units (cabins, lodges, tents, modular or mobile solutions). Particular emphasis is placed on projects that foster a strong connection with nature, promote active leisure, tranquillity and well-being, and integrate local stories, materials and traditions. Sustainability is a key consideration, including responsible land use, energy efficiency, and the preservation of the natural environment. The call is open to projects and solutions **that are already implemented and operational in the year of the call (2026)**, demonstrating clear conceptual innovation, high-quality execution and design, market relevance, and a positive impact on both the environment and the local community. An expert jury composed of representatives from the fields of tourism, camping, mobility and cultural heritage will select up to three best projects with a strong innovative character. Among these, one project will be awarded the Jakob Award 2027 and granted the title of **Ambassador of Innovative Accommodation in Natural Environments**.

### 2. Application – Documentation and Eligibility Criteria

The Jakob Award will be granted to projects within the defined thematic scope that demonstrate outstanding innovation in the field of accommodation in natural environments. This implies the introduction of new, original and high-quality approaches to accommodation and the experience of nature, advancing existing models of camps, glamping, settlements and resorts, and creating comprehensive, sustainability-oriented user experiences. Innovation may be reflected in the concept, architectural and design approach, use of materials, integration of local heritage and narratives, connection with outdoor activities, as well as in sustainable solutions (responsible land use, energy efficiency, preservation of the natural environment). Digital solutions may represent added value but are not a requirement. The jury will consider exclusively projects and solutions that have already been realised and are in operation; conceptual proposals or projects still in the design phase will not be considered.

#### 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.).

**Place and date:**

### 3. 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.

### 4. 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.

### 5. Awarding

The Jakob prize 2027 will be awarded at the opening of the Alpe-Adria fair on 3 February 2027.

#### The Award Winner Will Receive:

- A written certificate "Jakob Award 2027"
- The Jakob Award 2027 sculpture
- A free, unfurnished exhibition space of 9 m<sup>2</sup> at the Alpe-Adria Fair 2027 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 Accommodation in Natural Environments*

All other applicants will receive a certificate and will be listed on the Alpe-Adria website (for 365 days).

### 6. Application deadline

Applicants must send their application forms along with the relevant documentation by 15 October 2026 to the following address:

Send the documentation:

- by post: Jakob Award 2027, Gospodarsko razstavišče d.o.o., Dunajska 18, 1000 Ljubljana, Slovenija.
- by e-mail: [alpeadria@gr.si](mailto:alpeadria@gr.si)

By signing this Application Form, you confirm that you fully understand the rules and conditions of 2027 Jakob Prize on [www.alpeadria.si](http://www.alpeadria.si), confirm them and agree with them.

**Stamp and signature:**