



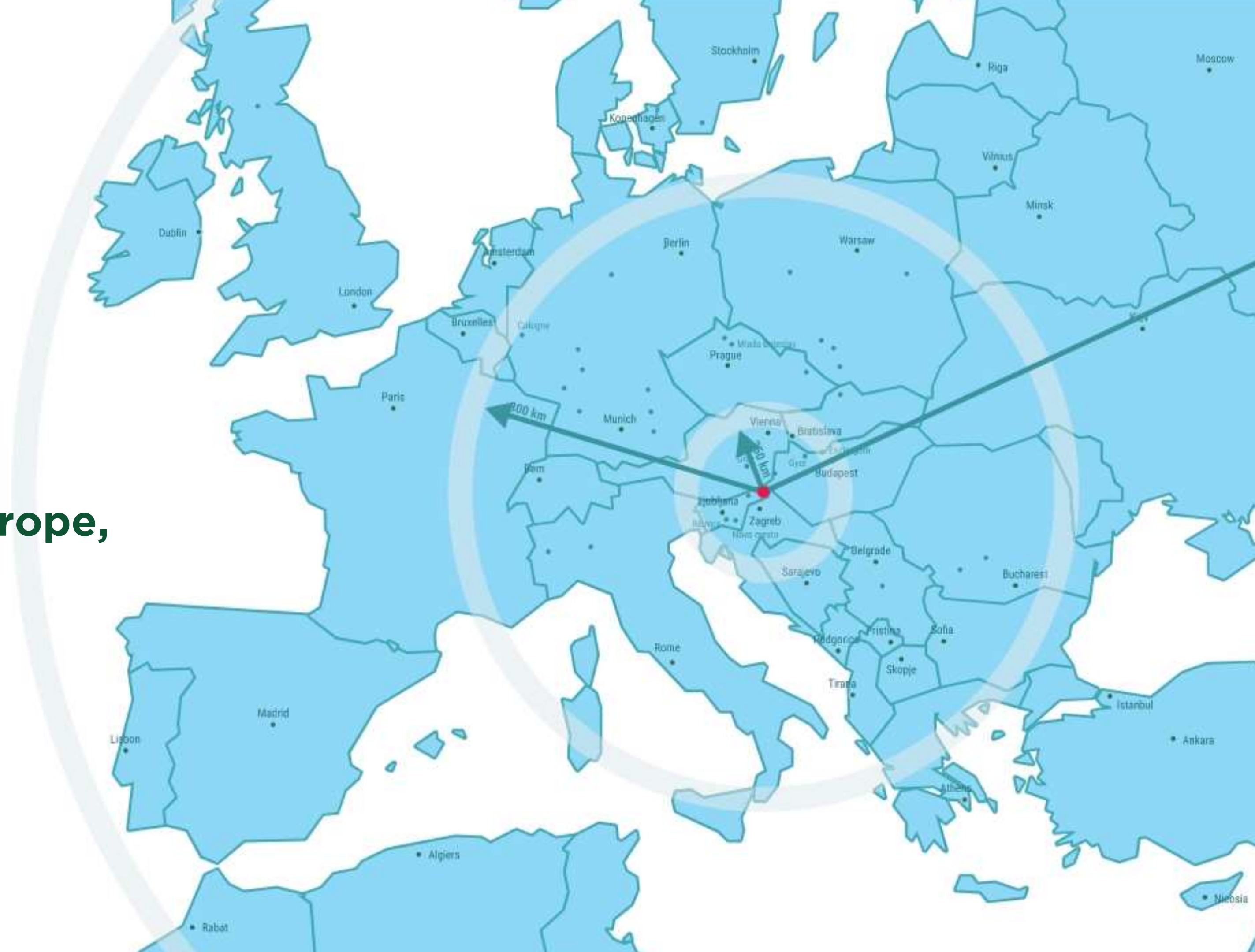
Murska Sobota, Slovenia

**Sustainable tourism and mobility in rural areas:
Environmentally- friendly transportation options**



Murska Sobota,

in the heart of Europe,
in the heart
of region



Main tourist attractions



Regional promotional centre Expansio



Castle and museum

Nature and Outdoor



Mura River



City Park

Nature and Outdoor



Soboško jezero



Countryside



Events, Culture



Summer Festivals



Folkart



Events



Hot Air Balloon Festival

Gastronomy



Prekmurska šunka



Festival of Prekmurska ham and Gibanica

City bus „Sobočanec“



- Free city bus service (since 2007)
- Extended by another city line
- Requires effort and time



Bike rental system „Soboški biciklin“

- Launched in 2015, today 42 bicycles
- Connects neighbouring municipalities and tourist destinations
- Promotes non-motorized mobility

Bike rental system „Pomurje Bike“

- Connects neighbouring municipalities and tourist destinations

Expansion of Cycling Infrastructure

- Cycling paths connecting rural settlement with urban center
- Enhancing accessibility
- Reducing traffic congestion



Car sharing system „Avant to-go“

- Car sharing system
- Exclusively electric vehicles
- Reduces the cost of mobility for an individual by more than 50%.

.GO

avant2go.com

car sharing

MURSKA
SOBOTA
Heart of Pomurje

green moove
TRANSFORMING SUSTAINABLE FUTURE

Welcome in Murska Sobota

