URBAN MUNICIPALITY KRŠKO



Co-funded by the European Union

haret
Hospitality and Regenerative Care In Territories

SLOVENIA

Region Posavje, Municipality Krško



Municipality Krško

143
cultural heritage sites

371
natural and cultural heritage sites

MUNICIPALITY OF KRŠKO – SHORT STATISTICAL OVERVIEW

Basic demographic profile



- Population: cca **26,000** (2024)
- Area: **287 km²**
- Settlements: **158**
- Population density: **about 91 inhabitants/km²** (below the Slovenian average)
- Average age: **43.7 years**
- Ageing index: **134.6** (slightly more favourable age structure than the national average)

Urban vs. rural population

- town of **Krško**: cca **6,800–6,900 residents**
- **Urban population share: ~26%**
- Lower ageing rate than in rural areas
- Internal in-migration from surrounding rural areas (young families, employment-related moves)
- Household structure (young families, smaller households, single-person households)

Despite its city status, the municipality is predominantly rural.

- **Rural demographic characteristics**
  - gradual population ageing (typical for rural areas),
  - dispersed settlement pattern (small villages and hamlets),
  - significant daily commuting to Krško and nearby regional centres (Brežice, Novo mesto).
- ~74% of population
- 157 smaller settlements
- Dispersed villages and hamlets
- Gradual population ageing
- Daily commuting to Krško and nearby centres

Employment and economic activity



- Economically active residents (by place ofresidence): **~11,700**
- Employees working within the municipality: **~9,800**
- Self-employed: **~1,200**
- Employment (labour activity) rate: **~71.7%** (above the Slovenian average)
- Approximate ratio: **0.45 economically active persons per resident**.

Economy Overview



Labour market

- ~11,700 economically active residents
- Employment rate: 71.7% (above national average)

Business structure

- 2,400–2,500 business entities
- Micro enterprises: ~2,150
- Small: ~230 | Medium: ~35 | Large: 8



Economic profile

- Strong energy sector (national importance)
- Manufacturing and logistics
- Agriculture and viticulture in rural areas
  - energy (including nuclear power); manufacturing; logistics and infrastructure; construction and technical services

Tourism

- 20,000–30,000 overnight stays/year
- Small but growing sector
  - Main attractions: cultural heritage; wine&gastronomy; outdoor&active

Key characteristics



- ~26,000 residents, with **more than 70% living in rural areas**
- Above-average labour activity rate
- Strong energy-industrial economic base
- Business structure dominated by micro and small enterprises
- Rural area: dispersed settlement pattern and gradual ageing
- Tourism: smallbutgrowing sector

RURAL DEVELOPMENT OPPORTUNITIES IN THE MUNICIPALITY OF KRŠKO (STRENGTHS AND DEVELOPMENT POTENTIAL)

01

STRONG AGRICULTURAL AND VITICULTURAL TRADITION

- Favorable natural conditions for **vineyards, orchards, and diversified farming**
- Potential for **high-value products** (wine, fruit products, honey, local specialties)
- Opportunities to develop **short supply chains**, farm-to-table systems, and localfoodbranding

02

WINE AND GASTRONOMY TOURISM

- Well-established wine-growing areas
- Potential to expand:
- wine routes and tasting experiences
- farm tourism and rural accommodation
- local culinary events and food festivals
- Growing demand for **authentic, local experiences**

03

CULTURAL AND NATURAL HERITAGE

- Strong assets for **heritage-based tourism**:
  - Rajhenburg Castle and historic sites
  - traditional rural architecture and cultural landscapes
- Natural resources:
  - Sava River area
  - forests, hills, and cycling/hiking terrain
- Potential for **soft mobility and outdoor tourism** (cycling routes, eco-tourism)

RURAL DEVELOPMENT OPPORTUNITIES IN THE MUNICIPALITY OF KRŠKO (STRENGTHS AND DEVELOPMENT POTENTIAL)

04

PROXIMITY TO ECONOMIC AND URBAN CENTRES

- Good accessibility to **Krško town, Brežice, Novo mesto, and the Slovenian motorway network**
- Opportunity for **rural living combined with urban employment**
- Potential to attract **new residents** seeking higher quality of life and affordable housing

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RENEWABLE ENERGY AND GREEN TRANSITION

- Existing strong energy sector knowledge and infrastructure
- Potential for:
  - **solar energy on farms and buildings**
  - **biomass and wood-based energy**
  - community energy projects
- Opportunities within the **green and circular economy**

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RURAL ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

- Strong base of**micro and family enterprises**
- Potential sectors:
  - food processing and crafts
  - rural services and care services
  - tourism-related activities
  - digital and remote work businesses
- Increasing opportunities for **home-based and remote work**

RURAL DEVELOPMENT OPPORTUNITIES IN THE MUNICIPALITY OF KRŠKO (STRENGTHS AND DEVELOPMENT POTENTIAL)

07

DIGITALISATION AND SMART VILLAGES

- Expansion of broadband enables:
  - remote work and digital entrepreneurship
  - e-services and telehealth
  - smart agriculture and precision farming
- Potential to develop **Smart Village initiatives** to improve service access and community cooperation

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QUALITY OF LIFE AND RESIDENTIAL ATTRACTIVENESS

- Clean environment, natural landscape, and safeliving conditions
- Strong community identity and local social networks
- Opportunity to position rural areas as attractive for:
  - young families
  - return migration
  - lifestyle migrants and remote workers

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STRATEGIC DEVELOPMENT DIRECTION

- The key opportunity for rural areas in the Municipality of Krško is to combine:
- **local resources (agriculture, landscape, heritage)** with
- **modern trends (green transition, digitalisation, remote work, experiential tourism)** to support demographic renewal, economic diversification, and long-term ruralresilience.

CENTER FOR ENTREPRENEURSHIP AND TOURISM

Mission

To promote, encourage, plan, organize and implement development, activities and promotion in the field of entrepreneurship and tourism in the area ofKrško Municipality.



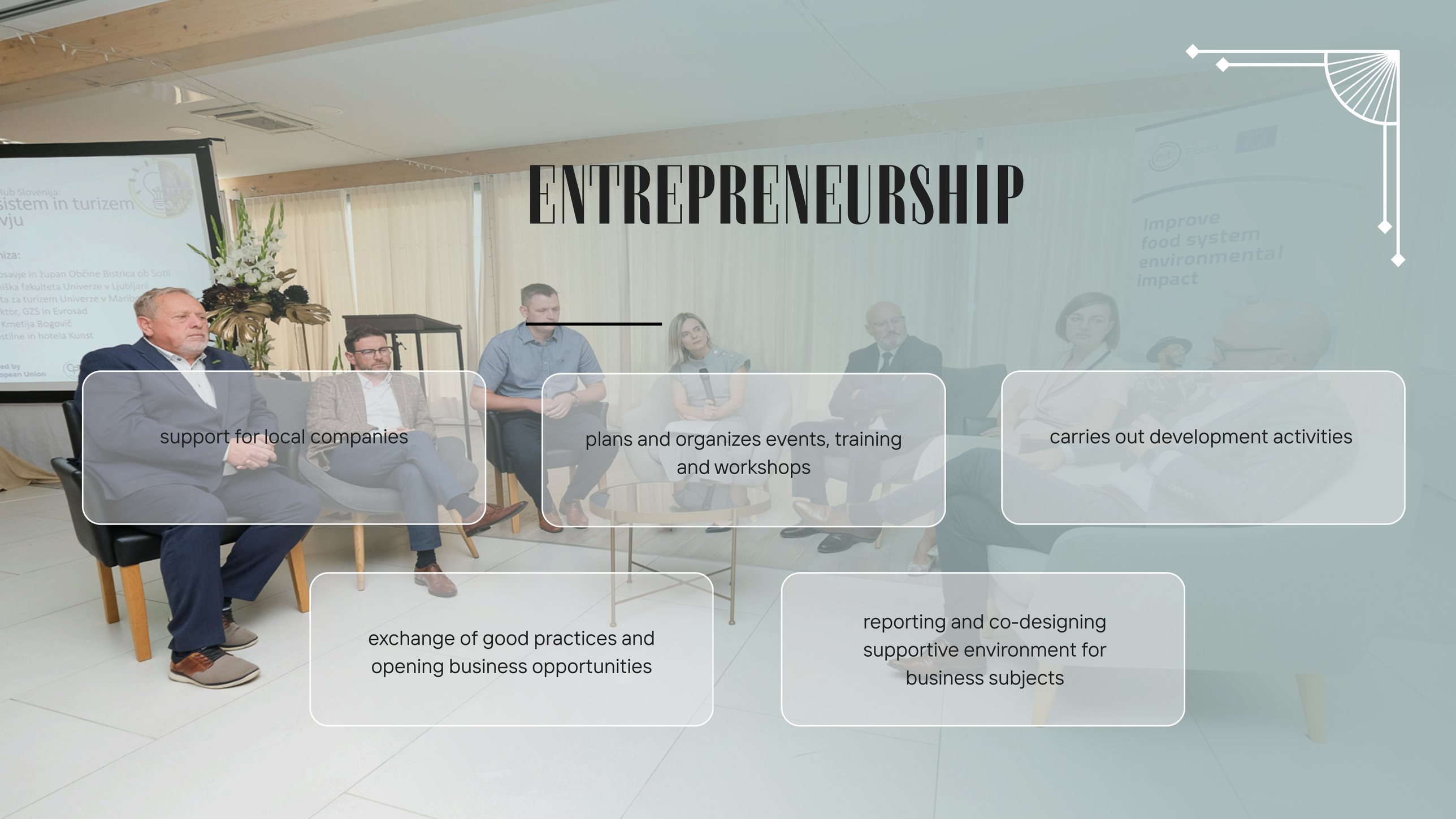
TOURISM

- preparation and implementation of tourism development strategy
- tourist database
- design and implementation of development programs in the field of tourism
- organization of trainings, workshops and courses
- organizing events and festivals
- preparation, editing and publication of digital tourist content
- promotional materials in the field of tourism
- organizing and implementing promotional campaigns
- promoting development and research in tourism
- cooperation and connection with others organizations in the field of tourism
- performing other tasks according to tourism strategy
- EU projects






JRE



ENTREPRENEURSHIP

support for local companies

plans and organizes events, training and workshops

carries out development activities

exchange of good practices and opening business opportunities

reporting and co-designing supportive environment for business subjects

KRŠKO BUSINESS INCUBATOR

encouraging the creation of innovative ideas, start-ups

planning, organizing and implementing development activities, projects and promotions in the field

cooperation in the preparation and implementation of projects of the Regional Development Program of the Posavje region on in the field of entrepreneurship in the area of the municipality of Krško

cooperation and connection with local, regional, state and international public institutions



RURAL ECONOMIES

City market

supporting rural producers

organization of thematic traditional events at the city market

encouraging the cooperation of local farmers and gastronomy providers

SPARKLING WINE CELLAR



As part of tourism promotion, we run a sparkling wine cellar, where we present the region and the range of winemakers and wines



AJDOVSKA CAVE

As part of tourism promotion, we also run Ajdovska cave (**a natural heritage protection area**)

REST AREA FOR MOTORHOMES



PROJECT ACTIVITIES

Reasons for participation:

- We have a strong role as a connector and coordinator in the local community between the civilian population, the public sector and business sector
- We help them to share same interests, objectives, and standards
- Areas of work where we bring together all sectors:
- **Events** (summer and winter events, traditional events)
- **EU projects**
- Protected trademark - **Taste Posavje** and tourism promotion
- **Education**

PROJECT HARET

Overall Aim of participation:

- getting to know new practices and building a network with other organizations across Europe
- to connect individuals and groups of like-minded people in the local environment on the topic of hospitality, especially the inclusion of young people and womenfrom rural areas to participate in development process in area oftourism. Especially development of new products that preserve the identity of the place and traditional customs, food, crafts...



CONTACT INFO

CPT Krško
CKŽ 46,
8270 Krško, Slovenia

Get in Touch with Us!

info@cptkrsko.si, ksenja.kragl@cptkrsko.si, kristina.ogorevc-racic@cptkrsko.si

00386 51 655 936

www.cptkrsko.si