

Dear friends,

I am pleased to confirm that Croatian tourism achieved its strategic and tactical goals in 2008.

We finished the year 2008 with over 11 million tourist arrivals and 57 million tourist overnights. The financial result is even more remarkable. At the moment, we expect to earn over 7.1 billion euros in tourism in 2008

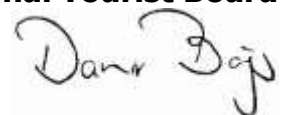
This year, Croatian tourism made its new qualitative shift in the increase of quality accommodation capacities, service quality and new facilities. Country Brand Index, the world's leading brand monitoring organization, has recognized this and proclaimed Croatia a Rising Star – a destination that would become more important and demanded in the world over the next five years.

As it happens, all segments of Croatian tourism are aware of the possible adverse impact of the global economic crisis, but they also foster a kind of optimism for 2009 – with an active, partnership-based and careful tourism policy, it may well be positive, maintaining the record figures in physical tourist turnover and increasing the financial performance by up to 3% as compared to the record year 2008.

Sustainable development of tourism relying on natural resources and historical & cultural heritage is the basis for the future national tourism strategy that will determine the development of Croatian tourism. Our response to the demanding year 2009 will surely include excellence in each segment at affordable prices. In addition to raising the quality, the key is also in the opening of new markets and contribution of local self-government in destination promotion because guests do not merely come to the hotel – they primarily come to the town!

We will therefore certainly ensure substantial increase in the funds for promotion of Croatian tourism on foreign markets where consequences of the economic crisis are already felt. Value for money is what will mark Croatian tourism in 2009. A balance between the price and quality is what Croatia will play with on the market.

**Minister of Tourism and  
President of the Croatian National Tourist Board**



**Damir Bajs**

**CONTENTS**

|   |           |
|---|-----------|
| <b>Why come to Croatia</b>                    | <b>3</b>  |
| <b>Portrait of Croatia</b>                    | <b>5</b>  |
| <b>The country of a thousand islands</b>      | <b>7</b>  |
| <b>UNESCO</b>                                 | <b>9</b>  |
| <b>National Parks</b>                         | <b>12</b> |
| <b>Croatia in numbers</b>                     | <b>14</b> |
| <b>How to reach Croatia</b>                   | <b>17</b> |
| <b>Announcing for 2009</b>                    | <b>20</b> |
| - Hotels                                      | <b>20</b> |
| - Camps                                       | <b>22</b> |
| - Small family hotels                         | <b>23</b> |
| <br>  |           |
| <b>A holiday for everyone's taste</b>         | <b>24</b> |
| - nautical tourism                            | <b>24</b> |
| - diving tourism                              | <b>26</b> |
| - congress tourism                            | <b>27</b> |
| - rural tourism                               | <b>28</b> |
| - cultural tourism                            | <b>29</b> |
| - adventure tourism                           | <b>31</b> |
| - golf  | <b>33</b> |
| - wellness and health tourism                 | <b>34</b> |
| - religious tourism                           | <b>36</b> |
| <br>  |           |
| <b>Gastro &amp; Wine Corner</b>               | <b>37</b> |
| <br>  |           |
| <b>Croatia – the home of the famous</b>       | <b>39</b> |
| <br>  |           |
| <b>Statistics – January-October 2007/2008</b> | <b>41</b> |
| <br>  |           |
| <b>Brijuni Rivijera</b>                       |           |

## **WHY COME TO CROATIA**

### **A destination always rediscovered**

Attracting a wide range of guests, Croatia has developed and maintained an infrastructure suitable for both adventurers and guests seeking a certain level of comfort.

We systematically and permanently strive to raise the price/quality ratio to a higher level, at the same time complying with the postulates of sustainable development and producing a harmonious satisfaction for both the guest/service user and the host/service provider.

We therefore wish to create a win-win situation for both of them. Such development, tailored to the needs of Croatian citizens and foreign guests, aims for the domicile population to participate in improvement of their own living standard and preservation of the national identity.

In our case, this means we first used the potentials utilizing our original comparative advantages. We are now turning to potentials that could be valued in terms of tourism, but start the race without an explicit comparative advantage.

We are therefore not static but dynamic, creative and proactive. Because traveling trends, needs, expectations and motives change.

Permanently improving the quality of its facilities on the one hand and the transport infrastructure on the other hand, Croatia still tries to offer satisfaction and experiences even for the most demanding ones. This is confirmed by what have become traditional arrivals of royal and princely families, musicians, painters and members of powerful business dynasties on the Adriatic coast in summer months.

Croatia is also a great natural and historical stage for many unique festivals, exhibitions, concerts and events such as the Dubrovnik Summer Games, Split Summer, Rab Fjera, Pula and Motovun Film Festivals, or the Špancirfest in Varaždin.

### **A quality offer with sustainable development**

In the upcoming development period, we wish to retain the status and identity of a peaceful, attractive, safe and comfortable destination, attending equally to celebrities and those who want to enjoy their anonymity.

By permanently encouraging reconstruction and renovation of the existing facilities and green field investments, especially in hotel resorts under prestigious global brands, golf courses, nautical tourism ports and multipurpose sports arena as well a series of small family hotels, a new accommodation and related offer is created, while the existing offer is enriched at the same time.

In addition, emphasis is put on providing conditions to meet the increasingly sophisticated demand in camping tourism and the enthusiasm of the tourist centers in the interior.

Through its "Tourism Without Obstacles" bidding, the Ministry of Tourism will finance projects resolving the infrastructural problems of the disabled in tourism (access to facilities, sea access elevators, access ramps, etc.). To encourage and develop selective forms of tourism in the continent, the Adriatic coast hinterland and islands' interiors (hunting/fishing tourism, mountain tourism, etc.), projects within the 'Green Wake' bidding will be financed. Nonrefundable funds within the 'Tourism Through Regions' bidding will be allocated to tourism development projects (improvement of the tourist infrastructure, enrichment of facilities, thematic tours, etc.).

Special government loans also stimulate programs for protection and renovation of national heritage and its inclusion in tourism, such as 'Heritage in Tourism', 'Theme Routes' and 'Original Souvenir'. The government incentives and independent initiatives taken by entrepreneurs and regional tourist institutions provided a very attractive offer of autochthonous facilities in the coastal region and the interior. Thanks to the preserved environment, quiet and modern comfort, they are becoming a true hit among guests seeking nature and quiet.

**According to the Central Bureau of Statistics**, 10,892,765 tourists came to Croatia in the first ten months of the year 2008, which is one percent more than 2007. Croatia recorded 56,252,016 overnights or two percent over 2007.

With 9,235,243 arrivals, foreign tourists recorded a growth of one percent as compared to last year, and their 50,171,959 overnights are two percent more last year. The objective for Croatian tourism in 2009 is to achieve physical results that are at least at the same level as 2008, with a possibility of increasing the tourism revenue by three percent, which should amount to around 7.31 billion euros. According to the renowned international consultants FutureBrand, Croatia will be the best travel destination in the world in 2013 along with China and the United Arab Emirates.

### **Strategic goals**

The main goal for the Croatian National Tourist Board is to take part in long-term development of the tourism sector by establishing its country as a quality destination offering its guests experiences filling them with satisfaction. To achieve the desired goal, we plan to prepare the Croatian Tourism Strategic & Marketing Plan for 2010-2014 with the following missions:

- Sustainable development of tourism based on natural resources and historical & cultural heritage.
- Croatia as a lifestyle destination with high added value, rather than mass tourism.
- Improvement and extension of the season and increase in profitability of tourist activities.
- Limitations of dependence on specific markets.
- Improvement of service quality by investing in the infrastructure and HR development.
- Creation of a distinctive position making Croatia recognizable among its competing destinations.
- Ensure a balance between the national, regional and local developments.
- Reconstruction, protection and more complete valuation of Croatian tourist potentials.

## **PORTRAIT OF CROATIA**

**www.croatia.hr**

### **Unique in its diversity**

As one of the most significant travel destinations in the Mediterranean, Croatia has a longstanding tourist tradition and great development potentials. The advantages of the tourist product are its preserved natural wealth and environment, cultural and historical heritage, mild Mediterranean climate, close proximity of European markets, and the availability of active holidays in environmentally protected destinations. In terms of climate, the country combines elements of the Mediterranean and Central Europe. Geographically, it stretches from the Pannonian Plain, the Danube region, and woody and hilly areas to real peaks and mountains chains descending to and protecting the unique and unforgettable Adriatic coast.

Such diversity is perhaps best reflected in the natural wealth comprising as many as eight fully independent national parks. They are Kornati ([www.kornati.hr](http://www.kornati.hr)), Risnjak ([www.risnjak.hr](http://www.risnjak.hr)), Krka ([www.npkrka.hr](http://www.npkrka.hr)), Paklenica ([www.paklenica.hr](http://www.paklenica.hr)), Brijuni ([www.brijuni.hr](http://www.brijuni.hr)), North Velebit ([www.np-sjeverni-velebit.hr](http://www.np-sjeverni-velebit.hr)), Plitvice Lakes ([www.np-plitvicka-jezera.hr](http://www.np-plitvicka-jezera.hr)) and Mljet ([www.np-mljet.hr](http://www.np-mljet.hr)). Plitvice Lakes are also on the UNESCO World Natural Heritage List. The national parks are accompanied by the nature parks of Kopački rit ([www.kopacki-rit.com](http://www.kopacki-rit.com)), Medvednica ([www.pp-medvednica.hr](http://www.pp-medvednica.hr)), Lonja Field ([www.pp-lonjsko-polje.hr](http://www.pp-lonjsko-polje.hr)), Velebit ([www.pp-velebit.hr](http://www.pp-velebit.hr)), Biokovo ([www.biokovo.com](http://www.biokovo.com)), Telašćica ([www.telascica.hr](http://www.telascica.hr)), Učka ([www.pp-ucka.hr](http://www.pp-ucka.hr)), Papuk ([www.pp-papuk.hr](http://www.pp-papuk.hr)), Vrana Lake ([www.vransko-jezero.hr](http://www.vransko-jezero.hr)), Žumberak ([www.zumberak-samoborsko-gorje.hr](http://www.zumberak-samoborsko-gorje.hr)) and Lastovo Islands ([www.lastovo.org](http://www.lastovo.org)).

Many people of sophisticated taste can sense the abundance of Croatian diversity. They sense it while sitting at a table offering dishes named after Croatian regions: Pag cheese, Slavonian kulen, Drniš prosciutto, Istrian soup, Cres lamb, Gorski Kotar belly, Kvarner shrimp, Zagorje štrukli, Ston oysters, Vis and Komiža bread, Međimurje gibanica ... The tastes of these dishes are all different, yet have a clear link – they are Croatian and they are excellent. All this combined in a natural harmony of distinctive wines, quality olive oil, nostalgic harmony songs and vivacious folklore.

The fact that intermingling of Croatian diversities can be very artistically stimulating is confirmed by man-made masterpieces. The UNESCO World Cultural Heritage List refers to the unique and universal value of the Old Town of Dubrovnik, Diocletian Palace in Split, St. Jacob's Cathedral in Šibenik, the medieval core of Trogir, the Euphrasius Basilica complex in Poreč and the Starigrad Plain on the island of Hvar.

Did you know the Croatian karst has become a global generic term for rock-bound areas? Did you know Croatia was one of the richest countries in Europe in drinking water? When you come to Croatia, you will find yourself in the country where the first European calendar was found. It was drawn on a ceramic container from Vučedol near Vukovar made between the year 3000 and the year 2400 B.C., at the time cuneiform writing appeared in Mesopotamia and hieroglyphs appeared in Egypt. Croatia's tourist offer is diverse and rich, including nautical tourism, diving, congress, environmental, rural, cultural, religious, adventure, hunting and fishing tourism, as well as health and wellness tourism, cruises on motor sailing ships and excursion boats.

Each Croatian tourist region develops its distinctive offer in line with the global trends and its own tradition: Istria, Kvarner, Zadar, Šibenik, Split, Dubrovnik, Zagreb as the capital city, Lika and Karlovac, Central Croatia and Slavonia.

Croatia is a country of contrasts, both natural and historical/cultural. This is another reason for you to visit and spend an unforgettable holiday in the Mediterranean as it once was.

## THE COUNTRY OF A THOUSAND ISLANDS

[www.croatia.hr](http://www.croatia.hr)

Croatia is the country of a thousand islands, namely 1,185, so it makes a heaven for navigators. Along 1,777 km of the Adriatic coastline, there are 47 inhabited and 652 uninhabited islands, 78 reefs and 389 rocks. Each island is different than the other and each one has its own story and fate. The first visit to the Adriatic coast and islands is a trip to the unknown. Each subsequent trip will be a return to the familiar beauty of this country, always different, yet equally fascinating. We will begin the story of the islands with **Brijuni**. These 14 islands are situated on a 7-km stretch between Pula and Rovinj. Nature has created quite a little paradise here – a true harmony of flora and fauna, historical monuments and comfortable hotels.

The golden or green **Krk** is an island and yet it is not one. Its idyllic nature and quiet far from the daily routine make it an island, but considering the transport connection, it practically is not one.

**Cres** and **Lošinj**. One island or two? Once upon a time they were separated by a channel dug by the Romans, but they are now connected by a bridge.

Among the 1,185 islands and reefs spread along the entire Adriatic coast, made of solid and sharp rock and some soil, **Susak** is one of the few islands nature has created out of sand. The 20 million cubic meters of sand provide the wine made on Susak with a special flavor.

Next on the list is the Kvarner island of **Rab**. Abundant in Mediterranean vegetation and sandy beaches, the local council pronounced it a bathing and health resort way back in 1889.

**Pag** is an island covered by mythical olive groves, rich in saltwater and famous for its lace and cheese, a world-renowned delicacy.

**Silba**, an island of shipowners and captains, is a true shelter for navigators against wild winds with its piers.

The island of **Ugljan** is a 'suburb' and garden of Zadar, named after extensive production of oil. The nearby island of **Pašman** has become one with Ugljan. They seem like twins, and the only difference is that Pašman is somewhat quieter.

**Iž** is known for its abundant Mediterranean vegetation.

On the island of **Dugi otok**, you can rest in a natural reserve covering an area of 114 km<sup>2</sup>. According to a legend, **Kornati**, a maze of sea passages and islets, were created from a number of rocks God had left over after creating the world. He tossed them into the sea, looked at them, and decided nothing else needed to be corrected.

Another picturesque island is **Murter**, having a surface area of 18 square kilometers. Murter is an island of fishermen, olive groves and shipbuilders.

The island of **Prvić** is near the tourist pearl of Vodice, an oasis of Mediterranean flora and fauna.

The island of **Zlarin** is situated southwest of Šibenik. In the 15<sup>th</sup> century, it was famous for coral and sea sponge extraction.

**Žirje** is the remotest inhabited island of the Šibenik Archipelago with great fishing areas and numerous bays for navigators.

The island of **Brač** is the highest and third largest island in the Adriatic Sea. The island is well known for its quality stone used to build many palaces. This is the island with the only stone mason school in Croatia.

South of Brač lies **Hvar**, the longest island in the Adriatic. This is an island of vineyards, olive groves and lavender. Hvar is without a doubt an exceptional island. It is characterized by pleasant winter and summer resorts, mild climate and abundant subtropical vegetation.

**Pakleni otoci** is a particularly interesting group of islands with gravelly and sandy beaches, mostly for nudists, and a rocky sea bottom perfect for underwater fishing.

Far from the mainland and its problems is the island of **Vis**, rich in citrus fruits, palm trees and fishing areas.

The island of **Biševo** stretches over 6 square kilometers and has many caves carved into a steep coastline.

Although officially a peninsula, **Pelješac** actually seems to be an island. It is separated from Korčula by a narrow channel.

They say no island has more legends or monuments than **Korčula**, and it is also the woodiest island in Croatia along with Lokrum and Mljet.

Far out in the open sea is the island of **Lastovo**, having a surface area of 50 square kilometers, gravelly beaches and several islands on its west and east sides.

Next to Pelješac is the green **Mljet**, stretching over 100 square kilometers.

Thanks to its thick pine forests, karstic caves and two picturesque lakes connected with the sea, gravelly and sandy beaches and a fishing area abundant with fish and lobster, the west part of the island has a national park status.

## UNESCO

[www.unesco.org](http://www.unesco.org)

**Registered sites of the Republic of Croatia** on the UNESCO World Heritage List are:

**Diocletian Palace and Medieval Split (1979)** – The Emperor's Palace is one of the most significant works of late-ancient architecture, not just for the preservation of original parts and the whole, but also for a series of original architectural forms announcing the new early-Christian, Byzantine and early-medieval art. The cathedral was built in the Middle Ages by using materials from an ancient mausoleum. Roman churches from the 12<sup>th</sup> and 13<sup>th</sup> centuries, medieval forts and gothic, renaissance and baroque palaces are contained within the Roman walls, thus creating a harmonious whole.

**Dubrovnik Old Town (1979)** – The Pearl of the Adriatic became a major Mediterranean power after the 13<sup>th</sup> century. This late-medieval planned city in the south part of the east Adriatic Croatian coast with its historical core situated at the foot of Mount Srđ has preserved the character of a unique urban whole throughout the centuries, defined by the city walls. It has a significant place in the history of city planning. Although severely devastated by the 1667 earthquake, Dubrovnik has managed to preserve its gothic, renaissance and baroque churches, monasteries and fountains.

**National Park Plitvice Lakes (1979)** – The beauty of Plitvice and its unsurpassable attractiveness are a result of gypsum and gypsum-depositing plants. Creation of gypsum and rearrangement of the river bed created a string of 16 Plitvice Lakes representing a magnificent natural architectural phenomenon, surrounded by thick forests inhabited by bears, wolves and many other rare animal and plant species.

**Early-Christian Euphrasius Basilica Complex in Poreč (1997)** – The cathedral complex in Poreč was named Euphrasius Basilica after Bishop Euphrasius who thoroughly renovated the cathedral in mid-6<sup>th</sup> century and decorated it with famous mosaics. Before Euphrasius' renovation, there were at least two phases of early-Christian buildings in the same place. In Poreč, Christianity was established as early as the 4<sup>th</sup> century – the basilica, the atrium, the baptistery and the Episcopal palace are remarkable examples of religious architecture, while the basilica itself combines elements of classicism and Byzantine Empire in an exceptional way. The apse is luxuriously decorated with figurative mosaics that are among the most significant examples of its kind in Europe.

**Historical Core of Trogir (1997)** - Trogir is an excellent example of urban continuity. The orthogonal street plan of this island settlement originates from the Hellenic era – consecutive rulers continued to decorate it with exceptional public and residential buildings and forts. Its beautiful roman churches are supplemented with exceptional renaissance and baroque buildings. The most significant building is the Trogir Cathedral with its west portal, a masterpiece of Radovan and the most significant example of roman and gothic art in Croatia.

**St. Jacob's Cathedral in Šibenik (2000)** – Built between 1431 and 1535, St. Jacob's Cathedral witnessed important exchanges in the area of monumental art between North Italy, Dalmatia and Tuscany in the 15<sup>th</sup> and 16<sup>th</sup> centuries. Three

architects - Francesco di Giacomo, George of Dalmatia and Nicholas of Florence – developed a structure fully made of stone, by using a unique technique for the cathedral's dome. The result is a harmonious stone whole, arrangement methods and absolute harmony within the cathedral.

**Starigrad Plain (2008)** - In **July of 2008**, Starigrad Plain was added to the UNESCO World Heritage List. The explanation provided by the World Organization states that the vineyards and olive groves in the Plain have remained practically intact since it was first colonized by the ancient Greeks and that they are a unique example of the geometric land division used in the ancient times. In the summer of 385 B.C., a group of around a hundred families was sent from the town of Paros on the island of the same name in the Aegean Sea toward the Ionian Bay, as the Greeks referred to the Adriatic Sea, to establish a colony there. Their destination was the island of Hvar, formerly named Fiteja, and they were led by Okist who was, among other things, in charge of proper land division to the settlers in the new settlements. Amidst the plain, in a place from where you can see almost the entire plain, is a marked starting point - omphalos. By using groma, a simple surveying instrument, the plain was surveyed and divided into parcels of 1 x 5 stadia, which is approximately 180 x 900 meters. They also carved boundary stones bearing the names of the parcel owners, but the island and coastal Illyrians did not like such division so they attacked the town in 384 B.C. However, the Greeks defeated the Illyrians, which enabled them to gain control of the entire Starigrad Plain, the largest fertile plain on the Adriatic islands. The settlers soon began to erect ancillary buildings and lodgings in the plain, on their own estates. The luxurious ones date back to the Roman era – so far, they have discovered remains of around sixty of them. Today, Starigrad Plain represents the best preserved ancient Greek landscape in the Mediterranean.

In September of 2007 at the congress in the Scottish town of Ullapool, the Coordination Committee of European Geoparks decided to accept **Papuk Nature Park** in the European geopark family protected by UNESCO, comprising 31 European and 51 world geoparks.

Papuk thus became the first protected area in Croatia having such status. Although it is difficult to list all the geological features and diversities making Papuk different than the other mountains in continental Croatia, the most valuable among them is the Rupnica site near Voćin with its **70 million years old cascading volcanic rocks** that can only be seen at three other locations in the world: in New Zealand, in Yellowstone, USA, and in Slovakia. New, previously undiscovered natural beauties of the mountains built from rocks with an age range of 350 million years are discovered every day.

### **Sites on the Accession List**

The Republic of Croatia has also sent the accession list of cultural and natural sites to the World Heritage Center (WHC). The **cultural sites** include the **Episcopal complex in Zadar, the Croatian Limes in Varaždin, the Fort in Osijek, the extension to Diocletian Palace and the historical core of Split, Lubenice on Cres, the Burg Castle of Veliki Tabor, the historical urban whole of Ston including Mali Ston, Motovun, Blaca Desert, Primošten vineyards and the Town of Korčula.**

The **natural sites** include **North Velebit, National Park Kornati and Telaščica,** while the **cultural and natural site category includes Lonja Field.** The **Lace Making in Croatia** project was nominated for UNESCO's proclamation of the masterpiece of oral and intangible heritage of mankind, as well as the **Annual Carnival Procession of Bell Ringers in the Area of Kastav.**

## NATIONAL PARKS

Croatia has eight national parks, namely: Brijuni, Kornati, Krka, Mljet, Paklenica, Plitvice Lakes, Risnjak and North Velebit. The largest number of visits is registered in the most popular Croatian National Park, Plitvice Lakes, followed by Krka, Brijuni and Paklenica.

### From Brijuni to Mljet

**Brijuni** ([www.brijuni.hr](http://www.brijuni.hr)) consists of 14 islands and islets having a total surface area of 36.3 km<sup>2</sup>. Thanks to its indented coastline, diverse flora and fauna, Brijuni is sometimes referred to as Heaven on Earth.

National Park **Kornati** ([www.kornati.hr](http://www.kornati.hr)) has a total surface area of 220 km<sup>2</sup>, comprising 89 islands, islets and reefs. Land accounts for only around 1/4 of the park's area – the rest is a marine ecosystem.

National Park **Mljet** ([www.np-mljet.hr](http://www.np-mljet.hr)) in the far south of Croatia is often referred to as the most beautiful Adriatic island because it has some truly rare sites – a lake in the middle of the island and an island in the lake with a castle on the island, a Benedictine monastery from the 12<sup>th</sup> century. This almost surreal image seems to have been extracted from the most beautiful stories. According to one of them, Mljet was part of Odysseus' route and nymph Calypso kept him in captivity there.

**National Park Krka** ([www.npkrka.hr](http://www.npkrka.hr)) was named after Krka River within the park. The national park is located in Central Dalmatia, only a few kilometers northeast of the City of Šibenik.

**Paklenica** ([www.paklenica.hr](http://www.paklenica.hr)) is an area of unusual contact between the sea and the mountain, rich in natural forests of beech, black pine and mountain pine.

National Park **Plitvice Lakes** ([www.np-plitvicka-jezera.hr](http://www.np-plitvicka-jezera.hr)) is a woody mountainous region with a string of 16 smaller and larger lakes of a crystal blue and green color. They are supplied by water from numerous small rivers and streams and are interconnected with foamy cascades and forest falls.

National Park **Risnjak** ([www.risnjak.hr](http://www.risnjak.hr)) is situated in Gorski Kotar, the Mount Risnjak massif and its 1528 meter peak being the basis of the park. To enjoy the beauties of Risnjak, you need to have a special sense for the thrills of natural phenomena. National Park **North Velebit** ([www.np-sjeverni-velebit.hr](http://www.np-sjeverni-velebit.hr)) has a diversity of karstic phenomena, flora and fauna, which is just a part of this natural whole.

## Nature Parks

### From Biokovo to Kopački rit

The nature parks in Croatia are: Nature Park Biokovo, Nature Park Kopački rit, Nature Park Lonja Field, Nature Park Medvednica, Nature Park Papuk, Nature Park Telašćica, Nature Park Velebit, Nature Park Vrana Lake, Nature Park Učka, Nature Park Žumberak- Samobor Mountains, and Nature Park Lastovo Islands.

**Biokovo** ([www.biokovo.com](http://www.biokovo.com)) was proclaimed a nature park for its exceptional flora and fauna values, geo-morphological forms and natural beauty covering an area of 19,550 hectares.

**Kopački rit** ([www.kopacki-rit.com](http://www.kopacki-rit.com)) is an area significantly changing its appearance over the year, depending on the intensity of flooding, predominantly from the

Danube and much less from Drava. Nature Park **Lonja Field** ([www.pp-lonjsko-polje.hr](http://www.pp-lonjsko-polje.hr)) is the largest protected marsh area, not only in Croatia, but in the entire Danube area.

The forests of **Medvednica** ([www.pp-medvednica.hr](http://www.pp-medvednica.hr)) descend almost to the very center of Zagreb. In addition to its peace and greenery, the mountain is abundant in a rich and diverse wildlife.

The special features of **Papuk** ([www.pp-papuk.hr](http://www.pp-papuk.hr)) represent an important segment of the biological and landscape value of Slavonia. The diversity of geological phenomena, preserved flora and vegetation and habitats for a number of animal species represent a true treasury.

Nature Park **Telašćica** ([www.telascica.hr](http://www.telascica.hr)) features three basic phenomena – Telašćica Bay as the largest and safest natural port in the Adriatic, the vertical cliffs rising up to 200 m above the sea and descending to a depth of 90 m, and the saltwater lake of Mir with healing properties.

Nature Park **Velebit** ([www.pp-velebit.hr](http://www.pp-velebit.hr)) is the most significant endemic center of flora and mainland fauna in Croatia.

Nature Park **Vrana Lake** ([www.vransko-jezero.hr](http://www.vransko-jezero.hr)) is a park containing the largest lake in Croatia.

Nature Park **Učka** ([www.pp-ucka.hr](http://www.pp-ucka.hr)) is primarily characterized by an exceptional diversity of features in a relatively small area.

Nature Park **Žumberak** ([www.zumberak-samoborsko-gorje.hr](http://www.zumberak-samoborsko-gorje.hr)) covers around 350 km<sup>2</sup>, and its basic goal is to protect and promote the natural beauties of the region.

**Lastovo Islands** ([www.lastovo.org](http://www.lastovo.org)) includes all 44 islands, islets, rocks and reefs within the Municipality of Lastovo. The largest in the group are Lastovo and Sušac. This area is one of the most preserved marine areas in the Adriatic.

## **CROATIA IN NUMBERS**

**Official name:** Republic of Croatia

**Geographic position:** Croatia stretches from the easternmost edges of the Alps in the northwest to the Pannonian Plain and the banks of the Danube in the east, its central part is covered by the Dinara mountain massif, and its south part finishes on the coast of the Adriatic Sea. It has a sea border with Italy and land border with Slovenia, Hungary, Bosnia and Herzegovina, Serbia and Montenegro.

**System of government:** Croatia is a multi-party parliamentary republic

**Population:** 4,437,460

**Area:** the land part covers 56,594 km<sup>2</sup>, and the territorial sea area is 31,067 km<sup>2</sup>

**Number of islands, rocks and reefs:**

1,185, the largest islands are Krk and Cres

**Coastline length:** 5,835 km, island, rock and reef coast accounting for 4,058 km

**Capital city:** Zagreb (population 779,145, 2001)- economic, transport, cultural and academic center of the country

**Money:** the official currency in Croatia is kuna (1 kuna = 100 lipas)

**Climate:** There are three climatic zones in Croatia: a moderately warm rain climate prevails in the interior, snow forest climate on the highest peaks and a pleasant Mediterranean climate with many sunny days prevails along the Adriatic coast; the summers are dry and hot, the winters are mild and humid. Average temperature in the interior: January - 2 to 0 °C or lower at higher altitudes; August – around 20 °C and around 12 °C on the highest peaks. Average temperature in the littoral: January - 5 to 9 °C; August - 22 to 25 °C; sea temperature in winter is 12 °C and around 25 °C in summer

**National Parks:** Croatia has eight national parks, 4 in the mainland area (Paklenica, Plitvice Lakes, Risnjak and North Velebit) and 4 in the coastal area (Brijuni, Kornati, Krka and Mljet)

**Economy:** GDP per capita – 8,452 EUR (2007)

## **Gastronomy:**

Gourmets will have a field day in the continental part of Croatia, surrendering to the gastro magic of the cuisines of Slavonia, Međimurje, Zagorje, Lika or Gorski Kotar. Hardly anyone could resist specialties such as Slavonian kulen, Zagorje turkey with mlinci, Baranja spicy fish stew, Lika potatoes, Gorski Kotar belly, frogs or various game dishes. The Mediterranean part of Croatia is an empire of light, healthy food. The area offers the flavors of olive oil, Cres and Pag lamb, Drniš and Istrian prosciutto, Kvarner shrimp, Ston oysters, Viš and Komiža bread, Dalmatian fish and crabs, Istrian truffles and specialties made under a baking lid. Wine lovers can choose among a wide range of continental wines like Traminac, Riesling, Graševina and Burgundy, as well as the Adriatic Dingač, Postup, Malvasia, Žlahtina, Teran and Vugava.

### **Mean annual temperatures °C**

|           |             |
|-----------|-------------|
| Zagreb    | <b>11.1</b> |
| Pula      | <b>14.4</b> |
| Rijeka    | <b>14.1</b> |
| Rab       | <b>15.5</b> |
| Zadar     | <b>15.2</b> |
| Split     | <b>16.4</b> |
| Hvar      | <b>16.6</b> |
| Dubrovnik | <b>16.6</b> |

### **Average daily temperatures in August °C**

|  |             |
|--|-------------|
|  | <b>21.4</b> |
|  | <b>24.9</b> |
|  | <b>24.7</b> |
|  | <b>25.7</b> |
|  | <b>24.9</b> |
|  | <b>27.4</b> |
|  | <b>26.1</b> |
|  | <b>26.3</b> |

### **Croatia – A Value for Money destination \***

|   |                          |
|---|--------------------------|
| Coffee  | <b>1.1 - 1.6 euros</b>   |
| Mineral water 0.5   | <b>1.1 - 1.6 euros</b>   |
| Juice   | <b>1.3 – 2 euros</b>     |
| Beer 0.33 l   | <b>1.6 – 2.9 euros</b>   |
| Wine 0.75 l<br>(quality wine with geographic origin)                      | <b>13.8 - 25.0 euros</b> |
| Passenger vehicle fuel:   |                          |
| Eurosuper 1 l   | <b>1.1 euros</b>         |
| Eurodiesel 1 l  | <b>1.1 euros</b>         |
| Ferry ticket for a vehicle and a passenger<br>(mainland-islands, one way) | <b>21.1 – 63.8 euros</b> |
| Average tourist menu  | <b>9.0 – 15.0 euros</b>  |

\* the above prices are for reference only

## **Capacities**

Total number of beds: **563**

Total number of beds in hotels: **100,907**

Total number of private accommodation beds: **around 404,561**

Total number of small family hotels: **225**

Total number of camps: **226**

Total number of small private camps (up to 7 accommodation units): **278**

Total accommodation capacity in camps: **223,900**

**(9,991** in small private camps)

Total number of tourist village estates: **357**

Total number of marinas: **50**

Total number of moorings: **13,917 sea moorings and 4,320 dry moorings**

Total number of charter fleet vessels stationed in Croatian marinas: **3,500**

## HOW TO REACH CROATIA

### Excellent bus connections

Croatia is connected by regular international bus routes with Slovenia, Austria, France, Italy, Hungary, Germany, Slovakia and other European countries. A very widespread network of domestic bus routes enables the passengers to easily reach Croatia, Zagreb and Split, and all other travel destinations.

### Expansion of the motorway network

**[www.hac.hr](http://www.hac.hr), [www.arz.hr](http://www.arz.hr), [www.azm.hr](http://www.azm.hr), [www.bina-istra.hr](http://www.bina-istra.hr)**

Intensive work on expanding the existing network of modern motorways continues.

**The Kikovica-Oštrovica section (7.4 km) of the Rijeka-Zagreb Motorway near Rijeka has been opened in its full profile.** This is one of the most difficult road sections in Croatia, with 20 percent of its length in motorway structures – five viaducts and two underpasses. The Rijeka-Zagreb Motorway was put to service in its full profile in late October of 2008. The voyage now takes around one hour and 15 minutes, and toll for a passenger vehicle from Rijeka to Zagreb costs 60 HRK (8.36 €).

The Rijeka-Zagreb Motorway is part of the European E65 route and part of the Vb pan-European transport corridor, essential to development of tourism and economy, and the most cost-effective Croatian motorway considering the traffic volume.

On 22 October 2008, the motorway section between Goričan and the border with Hungary and the new Mura Bridge (216 meters in length, consisting of two 15-meters-wide bridges) between Croatia and Hungary were put to service. In the extension of Mura Bridge on the Hungarian side is a kilometer of new road connecting together with the newly built 1.4 kilometers on the Croatian side the **Budapest-Letenye and Zagreb-Goričan** motorways.

By completion of construction of full profile on sections of the A6 Rijeka-Zagreb Motorway, the last section of the A4 Zagreb-Goričan Motorway and the M7 Budapest-Letenye Motorway, **construction of the Rijeka-Zagreb-Budapest Motorway on the Vb pan-European corridor of 496.2 kilometers in length was completed.** 232.5 kilometers of the motorway is in Hungary and 263.7 kilometers in Croatia. **The duration of the voyage was reduced to 5 hours.**

The respective second tubes of the Mala Kapela and Sv. Rok tunnels will be put to service in June of 2009. The Split-Ploče section of the Dalmatina (A1) will be put to service by the end of 2009. This is where the Dalmatina will meet the motorway from Bosnia and Herzegovina (5C corridor) and the fast road to Ploče under construction.

Work is also done on the Split Bypass worth 200 million euros. Its construction will provide a solution for the Trogir-Split-Omiš stretch, the busiest road section in Croatia, with average daily transit of 40,000 vehicles.

### Direct railway routes

**[www.hznet.hr](http://www.hznet.hr)**

Croatia's direct railway routes are networked with Austria, Bosnia and Herzegovina, France, Italy, Hungary, Germany, Slovenia, Slovakia, Serbia, Montenegro and Switzerland. They are indirectly connected with the other European countries. Železničná spoločnosť Slovensko, a.s., in cooperation with Českými drahami, is preparing the possibility of traveling from Bratislava to Split by train. The train

operates on a daily basis, and tourists are allowed to transport their bikes. The fast train operates on a daily basis from June to September. [www.slovakrail.sk](http://www.slovakrail.sk)

### **Airports and low-cost airlines**

International airports in Croatia are available in Zagreb, Split, Dubrovnik, Osijek, Zadar, Rijeka and Pula, and those on Brač and Lošinj are only open during the summer season.

Sport airports in Croatia are available in Zagreb, Čakovec, Slavonski Brod, Rijeka, Vrsar, Mali Lošinj, Sinj, Otočac, Čepin, Ivanić Grad, Koprivnica, Brač, Pula and Varaždin.

Croatia Airlines ([www.croatiaairlines.com](http://www.croatiaairlines.com)), the Croatian national airline, connects Croatia with numerous European cities. In addition to Croatia Airlines, 35 other airlines maintain flights to and from Croatia, such as British Airways ([www.britishairways.com](http://www.britishairways.com)), Germanwings ([www.germanwings.com](http://www.germanwings.com)), Lufthansa ([www.lufthansa.com](http://www.lufthansa.com)), SkyService Airline ([www.skyserviceairlines.com](http://www.skyserviceairlines.com)), STERLING, SAS, Delta, TAP Portugal and Austrian Airlines ([www.aua.com](http://www.aua.com)).

The first airport from Madrid landed in Dubrovnik Airport in June of 2008, whereby the Spanish airline 'Iberia' established regular flights between Madrid and Dubrovnik. Croatia is connected with around 30 European cities by low-cost airlines such as Germanwings, Hapag Lloyd Express, Sky Europe, Norwegian Air Shuttle, Wizz Air, Flyglobespan, Flybe, Thomsonfly, Easyjet, Ryanair and EstonianAir. Germanwings has the largest number of flights to Croatia, followed by the German TUIfly, Slovakian SkyEurope, Hungarian Wizz Air, Norwegian NorwegianAir and EasyJet of the UK.

In summer months, Croatia is connected with many countries by charter flights. During the summer, Lithuania and Latvia are connected with Air Baltic's charter flights. Outside the summer season, Air Baltic flies from European cities to Zagreb, and to Split and Dubrovnik from Riga and Vilnius. In 2009, Blue 1 will connect Helsinki with Split and Dubrovnik, while the Swiss Helvetic Airways ([www.helvetic.com](http://www.helvetic.com)) will fly on the Zürich-Pula-Rijeka-Zürich route.

The Spanish low-cost airline Clickair ([www.clickair.com](http://www.clickair.com)), which has connected Dubrovnik and Barcelona since 2007, will introduce Dubrovnik-Valencia and Valencia-Dubrovnik flights this year.

### **Smart Connect for flights from Croatia**

Germanwings is the leading low-cost airline in Croatia, the first of all low-cost airlines to introduce regular flights to Zagreb and Split back in June of 2004, later including Dubrovnik in their flight schedule, as well as Zadar in 2007. Croatia is one of the few European countries to which Germanwings flies from all their major airports in Germany, with an average occupancy rate of 90%. In 2008, they introduced a new service called **Smart Connect** for flights from Croatia that no other low-cost airline in Europe offers. Germanwings thus introduced 141 more routes and 500 additional stopover options a week. The service is very user-friendly. Passengers can book a flight with a stopover the same way they booked flights before, and the stopovers are now available in Cologne/Bonn, Stuttgart and Berlin.

### **As many as 47 inhabited islands connected by boat**

Croatia is a maritime country. Its coastal towns are interconnected by boats and ferries. As many as **47 inhabited islands** are connected with the mainland by boat or ferry. In summer months, ferries and boats transport passengers more frequently. The local ferry routes connect the mainland with the islands of Cres, Lošinj, Pag, Rab, Ugljan, Pašman, Dugi otok, Iž, Rava, Olib, Silba, Premuda, Ist, Molat, Brač, Šolta, Hvar, Vis, Pelješac, Korčula, Lastovo and Mljet. The length of voyages on fast boats has been increased by 30,000 nautical miles and 20,000 nautical miles on ferry routes. This says enough about introduction of new routes and a higher frequency of the existing ones.

The regular passenger and ferry lines operate between Italian (Venice, Trieste, Ancona, Pescara and Bari) and Croatian ports. Ferries connect Rijeka, Split and Dubrovnik twice a week throughout the year. Ferries departing from Rijeka for the south part of the coast are a good solution for drivers looking to avoid the beautiful, yet exhausting ride along the coast.

Piers and ports are also essential to good connection of the islands – over the past four years, 54 were built and reconstructed, 37 of which serve for transport to and from the islands. In 2008, contracts were signed for modernization of 21 more ports. Over the past three years, the Government granted subsidies for reconstruction of private shippers' passenger and excursion fleets with around a million euros with grants for 24 new constructions and reconstructions of 13 ships.

In the past four years, 6 ferries were built in local shipyards for Jadrolinija, the national shipper, they procured the Zadar Ferry, and their fleet includes three practically new ferries Jadrolinija purchased in Greece. To reduce the average age of the fleet, a new program was adopted for construction of 11 ships for Croatian shippers in domestic shipyards, worth around 2.6 billion HRK (361,100,000.00 €), which the Croatian Government will subsidize with around 200 million HRK (28,000,000.00 €). 12 contracts were signed with small shippers for support of construction of 10 and reconstruction of 2 passenger and excursion vessels worth around 4.6 million HRK (640,000.00 €).

Vukovar is the only Croatian port on the Danube receiving not just cargo but thousands of tourists every year. Passenger boat lines have expressed great interest in the port - during the season that goes on from March to October, such boats come to Vukovar several times a week. These are luxury vessels owned by foreign shippers, carrying mostly tourists from the USA, Germany and other European countries, most often operating between Hungary and Romania and back.

[www.jadrolinija.hr](http://www.jadrolinija.hr), [www.rapska-plovidba.hr](http://www.rapska-plovidba.hr), [www.losinjska-plovidba.hr](http://www.losinjska-plovidba.hr),  
[www.medplov.hr](http://www.medplov.hr), [www.splittours](http://www.splittours), [www.adriatica.it/en/adriatica.asp](http://www.adriatica.it/en/adriatica.asp), [www.snav.it](http://www.snav.it),  
[www.miatours.hr](http://www.miatours.hr), [www.ivante.hr](http://www.ivante.hr), [www.krilo.hr](http://www.krilo.hr), [www.gv-line.hr](http://www.gv-line.hr), [www.port-authority-vukovar.hr](http://www.port-authority-vukovar.hr)

## ANNOUNCING FOR 2009

### HOTELS

[www.croatia.hr](http://www.croatia.hr), [www.huh.hr](http://www.huh.hr)

#### **Croatia – a destination of quality accommodation**

The year 2008 will be remembered for the highest increase in the number of four-star and five-star hotels – there are presently more new ones than the past six years combined. Croatia currently has 122 four-star hotels or 67 more than last year, and 16 five-star hotels, or 7 more. In addition, 18 hotels are undergoing the four-star procedure and 7 expect to be classified as five stars.

Between September of 2007 and September of 2008, the accommodation capacities in four-star hotels doubled, while the number of five-star hotels increased by 78 percent. Huge investments in accommodation facilities and infrastructure of almost a billion euros resulted in the highest growth of bed quality to date.

In its July edition, **Hotels**, a specialized global hotel industry magazine, included Dubrovnik's **Hotel Excelsior** ([www.hotel-excelsior.hr](http://www.hotel-excelsior.hr)) among five most desirable recently opened hotels in the world. After a thorough reconstruction worth 22 million euros, Excelsior reopened in June of 2008. It is situated right next to Dubrovnik Old Town included in the UNESCO World Heritage List, and offers a view of the Adriatic. Special attention was paid to details like the autochthonous handmade bed linen, embroidered specially for Excelsior by embroiderers from Konavle. Since August, Adriatic Luxury Hotels ([www.alh.hr](http://www.alh.hr)) has had another facility - **Villa Agava**, its opening further expanding the offer for elite clients visiting Dubrovnik. On 270 square meters of interior space, it offers four exclusive accommodation units with specially designed unique furniture and a VIP lounge, five terraces overlooking the Old Town or Lokrum, and a Jacuzzi.

Split-Dalmatia County made the largest progress, confirmed by several awards presented to Split's **Hotel Le Meridien Lav** ([www.grandhotellav.com](http://www.grandhotellav.com)), proclaimed the Leading European Conference Hotel, the Leading Croatian Hotel and the Leading Croatian Spa Hotel. The City of Split will have its first globally branded hotel – after a thorough reconstruction that is under way, the present Hotel Split will be named 'Radisson Resort Split' and will carry four+ stars. Hotel Marjan is also being reconstructed and will open before the 2009 season. It will have five stars and will contain 320 rooms, 27 suites, a presidential suite, restaurants, a pub, a piano bar, a wellness center, casino pools, conference halls and other amenities.

Istria has 20 high-category facilities, Zadar County has 11, while the Dubrovnik region has only eight four-star hotels. With Punta Skala in Petrčane, **Falkensteiner Hotels & Residences** ([www.hoteliborik.hr](http://www.hoteliborik.hr)) will open the leading hotel complex in Croatia in the summer of 2009, right next to the sea, designed by top international architects. The complex offers two first-class hotels: a five-star SPA complex on eight thousand square meters and the Diadora family hotel with four stars. The complex will also contain various restaurants and shops, exclusive apartments and a number of sporting facilities. In the spring of 2009, **Kempinski Hotel Adriatic** ([www.kempinski-adriatic.com](http://www.kempinski-adriatic.com)) will open the first five-star luxury seaside resort in

Croatia, situated in Savudrija on the northwest coast of Istria, only 5 hours by car from Milan, Munich and Vienna. It is situated right on the shore with its own private beach among luscious greenery and offering a wonderful view of Slovenia, Italy and Austrian Alps. This active modern hotel offers 186 luxury rooms and suites, 3,000 square meters, **Corolea SPA**, one indoor and two outdoor heated pools. There are a number of indoor and outdoor bars and night clubs. Golfing is available at the 18-hole **Golf Championship** course at Kempinski Golf Adriatic. With its 25 moorings, **Kempinski Marina Adriatic** provides a combination of sailing with a luxury trip to Central Europe.

In late 2008, **Novi SPA Hotels & Resorts** ([www.novi.hr](http://www.novi.hr)) in Novi Vinodolski opened its new five-star hotel **Six Winds**, one of the largest spa & wellness centers in this part of Europe. The entire resort stretches over 311 thousand square meters of land situated on a mild slope along 1.5 kilometers of coast. The offer is supplemented by a congress hall (2,500m<sup>2</sup>) and several smaller conference halls, a polyclinic for cosmetic surgery, dental services and physical examinations, a 500-vehicle garage, high fashion shops, a perfumery, animation programs for children and adults, and many other amenities.

The Šibenik region has six four-star hotels, while the City of Zagreb has 11. 18 other hotels are waiting for the Tourism Ministry's committee to inspect them so that they could obtain the requested four stars - the total by the year's end should come to 140.

**Hotel Antunović** ([www.centar-antunovic.com](http://www.centar-antunovic.com)) in Zagreb is being reorganized into a congress center with 20 halls and lounges, on an area of 2,500 square meters. The largest hall will receive 1,000 people, and there will also be a hall seating 500 within the center. The largest congress hotel in Dubrovnik, **Valamar Lacroma Resort** ([www.valamar.com](http://www.valamar.com)), situated on the green peninsula of Babin Kuk, will open in 2009 and will be classified as four stars. It will have 385 comfortable, spacious and modernly equipped double rooms and 16 suites – 13 of them will have two levels, two are standard hotel suites, while the top of the offer is the presidential suite on 143 square meters and access to a private wellness zone on 72 square meters. All rooms in the hotel will be decorated in the Mediterranean style and fully adapted to the needs of a modern guest. The modern congress facilities within Valamar Lacroma Resort consist of a large multifunctional congress hall on 890 square meters, seating up to a thousand people (dividable into four sections), seven smaller conference halls, a large lobby and an exhibition area of 532 square meters.

**Sveti Martin na Muri** ([www.svetimartin.hr](http://www.svetimartin.hr)), proclaimed a European Destination of Excellence, will have the four-star Golf Hotel worth 25.3 million euros. Hotel Kralj worth 5.1 million euros is being built in Donji Kraljevec, Varaždin has new hotels, while Daruvar and Prelog also have new hotel beds to offer.

Total direct investments in tourism this year amounted to one billion euros. Investments in the private hotel sector accounted for most of it – 5.5 billion HRK (764,000,000.00 €). A new investment cycle in Croatian tourism worth 2 billion HRK (280,000,000.00 €) began in 2008 and will be completed in 2010. New capacities and new selective forms of tourism are expected as early as next year.

The trend continues with construction of new hotels and thorough reconstructions of existing ones, which are generally enriched by wellness centers and congress halls.

## **CAMPS**

**[www.croatia.hr](http://www.croatia.hr), [www.camping.hr](http://www.camping.hr)**

Croatia is a country where camps are incorporated in the preserved and exceptionally beautiful nature and most of them are situated right by the sea. Croatia has 226 camps and 278 small private camps. The total accommodation capacity of the camps is 223,900 persons, 9.991 in small private camps with up to 7 accommodation camping units. The camps account for 23.7% of the overall accommodation capacities in Croatia. In the first nine months of 2008, the camps had 13,658,283 overnights, which is 3.38 more than the same period last year. Croatia is also the European nursery of naturist camps. There are 12 of them altogether, 6 in Istria, 4 in Kvarner and 2 in Dalmatia.

### **Emphasis on offer quality and safety**

German auto-club ADAC rated the Croatian camps as 5.3 percent better than last year in its 2008 Camping Guide, in which Croatian camping was generally presented in a positive way. Among 17 countries, Croatia was represented with 102 camps that ADAC inspectors personally tested last year. During their visit, they registered 'significant improvements' in 22 camps. They gave the highest ratings to the gastro offer and supply, while they rated the other segments, such as bathroom facilities, camping sites, beaches, sport & animation as better.

The Lanterna and Solaris camps in Poreč, operated by Valamar Hotels and Resorts, received the highest ratings (8.6) among all camps in Croatia in the new camping guide published by the Dutch auto-club ANWB for 2008. In addition to Lanterna and Solaris, two more camps operated by Valamar were among the top five according to ANWB – Orsera in Vrsar (8.6), the naturist camps of Politin in Krk (8.5) and Istra in Poreč (8.2). The rating criteria were based on the overall camp quality (bathroom facilities, site, supply, animation, sporting activities).

Camp Slatina has won a valuable award for the introduction of the *camping cum cane* service. Camp Slatina won the award at the specialized camping fair for innovative environmental protection ideas in Lyon.

Further camping development trends in Croatia are reflected in the increased and constant investments in camp quality, including camp parceling, new bathroom facilities according to the European criteria and construction of swimming pools (as many as 23 camps built swimming pools over the past few years). The accommodation rental offer in camps has intensified, especially for mobile homes, bungalows, apartments and villas, with a remarkable increase in the quality of the catering and retail service within the camps and guest safety. Almost every major camp has organized animation and children's facilities. In Croatia, camps are becoming true outdoor hotels, providing their guests with high-quality accommodation in a preserved and attractive environment. In addition to accommodation on a spacious, developed and equipped parcel, the guests are provided with an increasing number of quality catering and retail facilities, animation, various sporting and entertainment options, while wellness facilities and swimming pools are not so rare either anymore.

As camping outside camping sites is prohibited in Croatia, the sector has taken the latest camping trends into account and made great efforts to enable opening of camping destinations for all campers, especially those with camping trailers, providing them with quality and legal accommodation year-round. This involves accommodation facilities next to public roads where camping services are provided for 1 night or shorter stays.

## **SMALL FAMILY HOTELS**

**[www.croatia.hr](http://www.croatia.hr), [www.omh.hr](http://www.omh.hr)**

### **Small family hotels – a part of Croatian tourism’s new face**

Small and family hotels represent the best part of Croatian tourism, significantly contributing to extension of the tourist season to 240 days a year and employing almost four thousand people. Almost 90 percent of the two hundred family hotels opened over the past ten years, and 70 percent over the past five years thanks to the Incentive for Success program of the Ministry of Tourism. Family hotels are gradually becoming one of the most demanded tourist products in Croatia. As much as 70 percent of the family hotels are open year-round.

### **As many as a thousand new hotels in the next seven years**

A total of 1000 hotels are expected in the next seven years, offering 70 thousand beds. Most of the new facilities will be classified as four stars and will have online booking options. This clearly shows that Croatia has managed to keep pace in this niche, especially because the so-called humane tourism requires that the guest be in the center of host’s attention and that the host be fully dedicated to the guest, in addition to first-class food and accommodation. The investment is estimated at no less than a billion euros.

Based on the trends in the modern hotel and tourist environment, features of the Croatian tourism and competitive advantages of family and small hotels in Croatia, the following six product groups were chosen for specialization: hotels for families with children, hotels for active holidays, wellness hotels, heritage hotels, wine & gastro hotels and business hotels.

Members of the Association of Family and Small Hotels foster authentic Croatian gastronomy. Recipes and preparation methods are passed from generation to generation. Naturally produced ingredients (meat, fish, etc.) and autochthonous varieties of vegetables and crops are specific and unique to every region where such hotels are located: Istria, Kvarner, Dalmatia, Slavonia and Northwest Croatia. The authentic gastro offer in restaurants within small family hotels is presently at a high level, as well as the wine offer and service and interior quality.

## **A HOLIDAY FOR EVERYONE'S TASTE**

### **NAUTICAL TOURISM**

**[www.croatia.hr](http://www.croatia.hr), [www.hgk.hr](http://www.hgk.hr), [www.aci-club.hr](http://www.aci-club.hr), [www.croprodive.info](http://www.croprodive.info)**

#### **Croatian nautical tourism ports**

Croatia has 21,020 moorings in 70 nautical tourism ports. Nautical tourism ports include anchorages, piers, dry marinas and marinas. If we add the number of moorings in public transport ports and sport ports, the total number of moorings rises to 35 thousand.

According to the Central Bureau of Statistics, in the first nine months of 2008, Croatian nautical tourism ports were visited by 763.5 thousand tourists who had 1.33 overnights. 709.7 thousand foreign navigators were registered and 1.26 million of their overnights. In the next ten years, the development strategy for nautical tourism in Croatia will be based on the 3 x 15 model, providing for construction of no more than 15 thousand new moorings in at least 15 new top locations to achieve total revenue of 15 billion HRK in 2018.

#### **Significant increase in charter fleets' capacities**

Over the past two years, the Croatian charter fleet grew 40 percent as compared to 2006 – from 2,500 to 3,500 vessels.

#### **Cruises**

In the first eight months of 2008, foreign ships made 540 cruises in the Croatian Adriatic, which is 150 or 38.5 percent more than the same period last year, while the number of days they stayed grew 72 percent, to 1,085 days. During the period, 621.5 thousand passengers came to Croatia (42.5 percent more than last year) on all these foreign ships' cruises combined.

August was the best month in 2008, with 141 cruises, which is 48 more than the same month last year. These ships brought 171.1 thousand passengers in the month of August, 55 thousand more than last year.

While cruising on the Croatian sea, foreign ships visited 22 ports. Dubrovnik Port registered the most visits (446 in the first eight months of the year).

Split Port registered 127 visits, while the other destinations include Korčula with 93, Zadar with 59, Pula with 43, and Hvar and the island of Mljet with 41 visiting foreign cruisers each.

These cruisers sailed to Croatia under 19 different flags. The total cruiser revenue in Croatia is estimated at 32 million euros, while direct and indirect revenue from international cruising could reach 200 million euros in ten years.

#### **Blue Flags**

**[www.blueflag.org](http://www.blueflag.org)**

In 2008, 125 Blue Flags were awarded for beaches and 21 for marinas. The sea and coast environmental protection program called the Blue Flag for beaches and marinas has been successfully implemented in Europe for 21 years. The Blue Flag Program is owned and run by the Foundation for Environmental Education in Europe (FEEE), established in 1981 within the European Council. The program now includes

over thirty European countries and a dozen countries on other continents where tourism is one of the strategic goals. The first Blue Flag in Croatia was raised eleven years ago. Blue Flag symbolizes a preserved, safe and pleasant environment intended for rest, amusement and recreation, a well elaborated coast management system and sustainable development in tourism. Flying a Blue Flag means excellent tourist promotion for a beach or a marina, based on high service quality, cleanness of the sea and coast and maintenance of the beach.

### **Over 300 regattas on the Croatian side of the Adriatic**

In 2008, over 300 regattas were held on the Croatian side of the Adriatic, especially in Central Dalmatia, where the biggest and most popular regattas are held – they have eventually become prestigious sporting events, like Split Mrduja. In addition to the Mrduja, we have the Vodice Easter Regatta, Murter's 'Kornati Cup' and 'Business cup', 'Fiumanka' in Rijeka, and the Latin Sail Association's regatta in Murter promoting tradition, former lifestyle and sailing, and construction of traditional wooden boats (gajeta, leut, kajić and bracera). The regattas have become a true marine movement and a lifestyle stimulating construction of small boats and their overhauls, nautical & sailing fairs, sales of boat and related equipment, servicing and demand for human resources such as skippers and boat cooks.

### **Croatian marinas' focus on the mega-yacht segment**

Around 2,000 vessels a year are chartered in the Croatian part of the Adriatic – over 70 percent are sailing boats and the rest are motor yachts. The price of a week's charter ranges between 1,500.00 euros for the smallest boats to 60,000.00 euros for mega-yachts of around 30 meters in length.

Considering the increasing number of mega-yachts sailing into their marinas, ACI, a Croatian nautical system, is gradually turning to this market segment. The term mega-yacht includes vessels between 30 and 150 meters in length, costing 10 to 300 million euros depending on the level of equipment.

When most of our marinas were built 20 years ago or earlier, including ACI marinas, moorings were designed for an average vessel length of eight meters. Today, the average boat length in our marinas exceeds 12 meters.

This is why ACI, according to its management, works on plans to extend the Opatija Marina in Ičići that currently has 290 moorings – the expansion and extension of the breakwater and introduction of floating breakwaters would enable acceptance of around 60 mega-yachts between 30 and 50 meters in length. The plan provides for reconstruction of the ACI marina in Split to enable it to accept yachts, and a few others later, where mega-yachts already arrive, such as Dubrovnik, Skradin, Korčula and Rovinj. A heliport should be built within the marina in Ičići, primarily for the close proximity of the airports in Grobničko polje and Krk.

Further investments pertain to works on extension of breakwaters and reconstruction of piers in ACI Marina Pomer, and replacement of piers in ACI Marina Trogir. Substantial investment will also be made in ACI Marina Split where they plan to build a new reception building and business premises and redesign the environment. In ACI Marina Korčula, the project for reconstruction of the apartment building within the marina is almost finished. The reconstruction and redecoration of the building will provide ACI Marina Korčula with exclusive apartments and a multifunctional building in the center of Korčula.

### **Construction of the first mega-yacht marina announced**

Nautical Center Prgin (NCP) and the US company Island Global Yachting, one of the world's largest luxury marina developers and operators, officially presented to the public the Hotel Šibenik and Mandalina Megayacht Marina project for the first marina in Croatia specializing in the needs of mega-yachts between 40 and 60 meters, as well as those between 80 and 100 meters, worth over 80 million euros. Next to this luxury marina, another marina for smaller boats will be built, offering 400 moorings. A shopping zone with stores and restaurants, a wellness center, several outdoor and indoor swimming pools, underground garages, sporting facilities and a pier for smaller cruisers will be developed on the peninsula where the project is to be located. Right next to it is a repair shipyard where NCP already services mega-yachts.

The entire marina with 400 moorings (65 for mega-yachts between 30 and 100 meters) will be completed by the end of 2009.

## **DIVING TOURISM**

### **Three new hyperbaric chambers in Zadar, Dubrovnik and Crikvenica**

In addition to Zagreb, Split and Pula, new hyperbaric chambers, essential for treatment of decompression disease, were provided to Zadar and Dubrovnik in late 2007 and Crikvenica in 2008. Around 70 thousand registered dives a year require thirty such interventions and the figure is expected grow year after year. The hyperbaric chamber in Zadar can treat six patients at a time and it benefits from an antechamber. In case of complications in a treated patient, a physician enters the antechamber where the pressure equalizes with that in the chamber and helps the patient. The hyperbaric chamber is situated in a special container on a trailer and may be dislocated as needed. Zadar has already established the International Center for Underwater Architecture and they are working on establishing diving technique study programs.

### **An interesting fact – 1,500 undiscovered caves and underwater pits and 15,000 wrecks**

Thanks to the exceptional clearness and wealth of the submarine world, underwater pits and reefs, diving tourism in the Adriatic is going through a major expansion. The Adriatic is among the richest seas in the world in the number of wrecks. At least **1,500 caves and underwater pits** are assumed to be yet undiscovered in the Adriatic. Its bottom contains as many as **15,000 sunken ships** – stranded ships, submarines, airplanes and torpedo ships. Encounters with such wrecks are a unique experience. Each ship has its own story, and each story is a monument to someone's courage or tragedy. Over the past ten years, diving tourism recorded a growth of 15 to 20 percent. At the same time, professional diving centers have grown in number, organized next to the most attractive locations in the Adriatic. There are over a hundred registered and licensed diving centers, most of them in Istria, Kvarner and Central Dalmatia.

## Legal regulations

Regarding the legal regulations, the current legislation define that diving is permitted in Croatia subject to possession of valid approvals. A diving card costs 100.00 HRK (14.00 €) for 365 days, and an individual Approval for Independent Underwater Activities costs 2,400.00 HRK (335.00 €) for 365 days. A trip to a wreck costs between 25 and 40 euros. An annual license for diving to sunken ships granted by the Ministry of Culture costs 20,000.00 to 30,000.00 HRK (2,800.00 € to 4,200.00 €). Such individual approval is not required in case of tourist diving in registered diving centers. Diving in special zones is not permitted even with an individual approval. These are zones under special protection of the Ministry of Culture and diving is only possible with a guide from a certified diving center.

## CONGRESS TOURISM

[www.croatia.hr/Hrvatski/TurizamPlus/KongresniCentri](http://www.croatia.hr/Hrvatski/TurizamPlus/KongresniCentri)

### The best congress and incentive destination

Croatian congress tourism offers around **300 congress halls seating around forty thousand people**. We have over 5 thousand professional conventions a year with 350 thousand participants. In the first half of 2008, almost **2,800 conventions** were held in Croatia, which is 10 percent more than last year, with a 12-percent increase in turnover. Half of the conventions included overnight accommodation.

Most of the congresses took place in May, with 38,600 participants generating 26.4 million HRK in revenues.

The average price of a congress day in Zagreb is estimated at 380.00 euros.

Over 90 percent of business conventions in Croatia are held in hotels and the average duration is three days.

### New investments

**Hotel Antunović (www.centar-antunovic.com)** in Zagreb is being reorganized into a congress center with 20 halls and lounges, on a total surface area of 2,500 square meters. The largest hall will receive around 1,000 participants, and they will also have a hall seating 500 people. The largest congress hotel in Dubrovnik, **Valamar Lacroma Resort (www.valamar.com)**, situated on the green peninsula of Babin Kuk, will open in 2009 and will be classified as **four stars**. The modern congress facilities within Valamar Lacroma Resort consist of a large multifunctional congress hall on 890 square meters, seating up to a thousand people (dividable into four sections), seven smaller conference halls, a large lobby and an exhibition area of 532 square meters.

The ten most popular and best Croatian congress facilities include the halls in **Hotel Croatia** - Cavtat, **Hotels Westin and Sheraton** - Zagreb, **Hypo Center** - Zagreb, **The Regent Esplanade** - Zagreb, **Dubrovnik Palace** - Dubrovnik, **Neptun** - Istria, Brijuni, **Ambasador** – Opatija, and **Novi SPA Hotels & Resort** - Novi Vinodolski. In 2008, **Le Meridien Lav** of Split was proclaimed the **Leading European Conference Hotel**.

The Ministry of Tourism will award nonrefundable financial incentives for construction of four new congress centers in different parts of Croatia.

## **RURAL TOURISM**

**[www.hrvatski-farmer.hr](http://www.hrvatski-farmer.hr); [www.ruralis.hr](http://www.ruralis.hr)**

Over the past few years, Croatian rural areas have recorded notable development in specific forms of rural tourism, including production of autochthonous and traditional products, protection and preservation of natural and cultural heritage, traditional clothing, folk customs, distinctiveness of the Croatian rural area and formation of rural travel destinations.

Today we have 359 registered tourist village estates with 875 beds. Most of them are registered in Dubrovnik-Neretva County (70), followed by Istria (64 estates and 253 beds).

### **The role of Istrian rural tourism**

The advantages of Croatian rural tourism are its most significant characteristics – a quiet environment, absence of noise, preserved environment, communication with hosts, homemade food and learning about the rural activities. Village estates are smaller business entities situated in regions attractive for tourists, providing original estate products or services, with all household member involved in the work. The average occupancy rate in all forms of rural tourism is 111 days. The average stay is 9 days. The highest occupancy rates are recorded in rural holiday houses with 134 days a year.

So far, Istria has played an important role in Croatian rural tourism, naturally initiated by its geographic, transport and cultural benefits, as well as proactive initiative of the local community and certain financial institutions. The started process is carried out according to the plan and represents a milestone for development of tourism in other Croatian regions.

### **New Rules**

The Rules for Provision of Hospitality Services in Rural Estates, prepared by the Croatian Farmer, Ruralis (a consortium for agrotourism and rural tourism of Istrian County) and the 'Selo' national association for development of rural tourism, came into effect on 19 January 2008. They aim to help develop this tourism branch, which is expected to grow quickly considering the existing prerequisites and the pragmatic combination of tourism and agriculture.

The Rules should introduce simple and easily executable standards in this increasingly intensive activity in Croatian tourism. The drafters believe that, in addition to simplifying the requirements for practicing tourism in village estates, one of the most important segments is continuous education of village estate owners so that they could provide a higher level of service.

### **Support to rural tourism**

**[www.mint.hr](http://www.mint.hr)**

Damir Bajsić, Minister of Tourism, announced three hundred new tourist village estates by the end of his term by providing an incentive line of credit for rural tourism in rural areas, with government-subsidized interest. 5.5 million HRK will be allocated for the purpose.

Special government loans also stimulate programs for protection, reconstruction and inclusion of national heritage in tourism. In 2008, the Ministry of Tourism earmarked

15 million kunas of nonrefundable funds for projects such as 'Heritage in Tourism', 'Theme Routes' and 'Original Souvenir'. In addition, the Ministry of Tourism financially supported the 'Napoleon Road – Pelješac Wine Road' project in Putnikovići, which will thematically connect and make available the diversity of the tourist offer and the cultural and historical significance of the peninsula of Pelješac.

## **CULTURAL TOURISM**

**[www.kulturniturizam.croatia.hr](http://www.kulturniturizam.croatia.hr); [www.croatia.net/hr/portal/unesco/](http://www.croatia.net/hr/portal/unesco/)**

Over 20 percent of tourists visiting European metropolises are primarily motivated by culture. Economically speaking, the new tourist segment is cultural tourism because it places Croatia on the cultural map of the world, whereby we shift from the classic concept of sun and sea for two summer months in a year. Croatia is unique, not just for its crystal clear and blue sea, but for the veritable treasure lying in the diversity of its rich cultural heritage. From prehistoric times to date, numerous types of monuments have arisen throughout the country, each one selflessly leaving its trace in history.

If you choose the coast as your starting point, you will have the opportunity to see direct influences and legacy of Mediterranean culture, numerous ancient monuments, monuments from the Roman era or early Middle Ages, roman sacral heritage, and a series of preserved characteristic Mediterranean urban wholes.

Some of them are on the UNESCO World Heritage List, such as **Diocletian Palace** in Split that Roman Emperor Diocletian had built near his birth place of Aspalathos in Dalmatia.

**The Town of Trogir** represents the best preserved medieval urban whole, not just in the Adriatic, but the entire Central Europe.

**The City of Dubrovnik**, the pearl of the Adriatic, a city of unique culture and political history, gained its independence after the 14<sup>th</sup> century when they developed the Dubrovnik Republic, widely known for the largest navy in the Mediterranean. At the time, Dubrovnik saved its freedom by commercial and diplomatic relations, as well as strong protective walls (25 in height and 2 km in length) and forts that are now the greatest attraction in the city.

**The Euphrasius Basilica in Poreč**, its apse luxuriously decorated with figurative mosaics that are, in addition to the San Vitale mosaics in Ravenna, among the most exceptional examples of mosaic art in Europe, and without a doubt represent and impressive example of sacral buildings from the 6<sup>th</sup> century.

One should not miss the renaissance **St. Jacob's Cathedral in Šibenik**, as well as the **Arena in Pula**, one of the most preserved Roman amphitheatres in Europe.

The UNESCO World Heritage pages are merely the beginning of a wonderfully inspired voyage through Croatia. The **Church of St. Cross in the town of Nin** is also interesting – it is widely known as the smallest cathedral in the world.

The **City of Zadar**, also a historical jewel, which has been attacked and destroyed and attacked again throughout its turbulent history, offers architectural features of each era – according to the tourist guides: 'There are few places in the world where different influences intermingle in such small space'. The Sea Organ, an architectural wonder recently built in the submarine part of the city quay, has become a modern icon of the city. The currents of waves passing through the musical pipes mounted

beneath the sea create an amazing sound, the so-called 'sea music'. The Greeting to the Sun now shines at the very top of Zadar peninsula. The Greeting to the Sun consists of three hundred multilayer glass panels set at the same level as the paved quay, designed in the shape of a circle with a 22-meter diameter. It is conceived as a spatial installation in the form of an amphitheater, surrounded by stone blocks displaying all Solar System planets and their ways.

### **Turbulent history of continental Croatia**

As part of the Central European cultural circle, the widespread **continental Croatia** is surely an interesting destination to visit. It features numerous **prehistoric finds of global significance, old towns, forts and late medieval castles, cultural monuments and baroque architecture**, offering an interesting presentation of the time and life as they once were in the region. The most distinctive monumental features of Hrvatsko Zagorje are without a doubt its castles.

Adventurers can follow the tracks of the forts that used to defend Western Europe from Turkish penetrations, with a unique experience of numerous events that helped preserve old customs from falling into oblivion and passed on the heritage for the upcoming generations. The Podravina town of Đurđevac and its legend of the Picoks have been included in the travel network of twenty European destinations of excellence cultivating intangible cultural heritage. The Legend of the Picoks speaks of the courage and wit of the locals who came up with the idea of how to outwit the Turkish Army after a long siege of the town.

### **A heaven for archeology enthusiasts**

Croatia is a true discovery for archeology enthusiasts for its three inevitable sites. The most important one is surely the rich fossil site near **Krapina** where they found the most extensive collection related to the Neanderthal, scientifically known as *Homo sapiens* discovered in 1899.

We also have the **Vučedol Neolithic Culture** near **Vukovar**, and **Salona**, the largest complex of ancient monuments and metropolises of the Roman Province of Dalmatia.

### **From festival to festival**

Zagreb is currently among the top European cities in the number of concerts, exhibitions, cultural events and festivals. The 'Saturdays in Zagreb' combines promenade concerts, Saturday Folklore Scene and Uptown Music Panorama. Every Saturday from mid-April to early October, these three musical delicacies represent an overview of the rich culture and customs from the past of Zagreb and the surrounding area. The Autumn in Zagreb – International Multicultural Encounters from 20 September to 8 November 2008 combines the World Theater Festival, Zagreb Film Festival, Queer Zagreb, New Circus Festival, VIP Zagreb Jazz Festival, as well as major exhibition projects like the German expressionism project in Klovićevi Dvori, Zagreb Philharmonic concerts, and even some repeat performances of the Orfej opera at the Croatian National Theater.

When art moves to the seaside, it is a sure sign of the summer season – everything is packed with drama festivals, theaters, classical and traditional music. Hardly a day goes by without an event on the seaside. The oldest and most proven event is the Dubrovnik Summer Games, having an international reputation and being a member

of the European Festivals Association. The highlights on the coast are Split Summer, Musical Evenings at St. Donat, Pula Summer, Liburnia Jazz Festival in Opatija, Rijeka Summer Nights, Film Festivals in Motovun and Pula, Ulysses Theater on Brijuni, Dalmatian Harmony Singers Festival in Omiš, Dalmatian Chanson Festival in Šibenik, and many others. Zadar puts on a very attractive event called 'The Night of the Full Moon' when public lighting is turned off and people enjoy food, singing and dancing in the light of the Moon, torches and lanterns. Split has the 'Diocletian Days', ten-day events inspired by the ancient Split with a gastro, entertainment and cultural offer. Spring and autumn is the time when events are put on in continental Croatia. These include the Alternative Film Festival in the Veliki Tabor castle, Špancirfest and Baroque Evenings in Varaždin, and Vinkovci Autumns. If castles and forts are a cultural event, phenomena like Podravina naïve painting are in the category as well. Offering artistic insight to the former rural life, its name was made famous by Krsto Hegedušić, Ivan Generalić, Ivan Rabuzin and Ivan Lacković Croatia. During the folklore season, Slavonia is also a first-class cultural experience featuring events like Đakovo Embroidery, Osijek Cultural Summer, etc.

Croatia has a rich maritime heritage and a long shipbuilding tradition. A fleet of 12 historical boats presented Croatia at the World Festival of Sea and Sailors in Brest, France. In addition to the gajeta falkuša named Molo, the Croatian fleet included the Lady of the Sea bracara, a Metković Boat, Slobodna Dalmacija leut, a Betina gajeta, Zadar's 'Condura Croatica', Rovinj batana 'Fiamita', Vis 'Guc', 'Liburnia', and Hvar's 'Gajeta'.

## **ADVENTURE TOURISM**

**[www.croatia.hr](http://www.croatia.hr); [www.adventure-sport.net](http://www.adventure-sport.net)**

### **Biking**

Enthusiasts on two wheels make a slower progress, but they experience the Croatian environment, especially the smells of meadows and freshness of falls, bird's song or the wonderful taste of spring water, with all their senses. Country roads, forest paths and trails through fields and vineyards lead to places that cannot be found in regular tourist itineraries. National parks and nature parks offer marked and described circular biking tracks. National Park Plitvice Lakes has the most beautiful biking tracks you can find in Europe. All areas are open to biking trips. They do not require too much effort and provide amazing landscape diversity – valleys and hills of sunny Istria, tracks through woody Gorski Kotar, green hills of Hrvatsko Zagorje, plains of Slavonia and Turopolje. You can also take your bike to the islands, which are less green in summertime, but surrounded with fascinating blue. The biking adventure should include the island national parks of Mljet and Brijuni, as well as the major islands – Krk, Cres, Rab, Lošinj, Pag, Ugljan, Pašman, Dugi otok, Brač, Hvar, Vis and Korčula.

Wherever in Croatia you get to a hill or a mountain, you will find great mountain bike tracks. For steep ascents and adrenaline downhill rides, we recommend Učka mountains of Gorski Kotar, Žumberak or the tracks through Vinodol to Velika Kapela, from Lika to Velebit, in the hilly areas between Dalmatian rivers, and on the mainland

side of Biokovo. In Slavonia they organize the Drava Bike Tour, Danube Bike Route and Pannonian Road of Peace.

### **Kayaking**

Clear and warm, the green waters of Croatian rivers, interesting to all kayaking fans, spring at the foot of mountains and flow through canyons and down gypsum barriers in a spraying curtain of falls. They capture with their beauty, not danger. If you are not an expert, you can always bypass high falls and dangerous rapids on the shore. High water levels in springtime provide a first-class wild water delight, while the summer routes are ideal for beginners. Kayak excursions to **Kupa, Gacka and Zrmanja** are organized daily in all major tourist centers on the coast. Peddling in a kayak, you will discover what many natives have never seen. Although kayaking has a long tradition in Croatia and the rivers are magnificent, it is not a mass sport. Spring and early summer are ideal for kayaking adventures on **Dobra, Mrežnica, Una, Kupa, Korana, Cetina, Krupa and Zrmanja**.

### **Rafting**

As a means of water transport, rafting has a long tradition in Croatia. The first modern form of rafting did not begin on the wild waters of Croatia until late 1980s, discovering the amazing beauties of Croatian rivers, until then only known to rare adventurers, kayaking enthusiasts and fishermen. Even the first pioneers of commercial river tours and experts on Croatian waters did not expect such popularity of rafting on rivers that rarely have strong rapids or big waves. Thanks to them, thousands of people were able to see up close the unforgettable magic of rivers, green banks, step canyons and clear depths. The continental rivers are surrounded with thick forests and mountains, while those near the sea have green banks and deep rocky canyons. What is common to them is that they are green and transparent all the way to the bottom.

### **Speleology**

As the entire length of the coast is on a karstic area, Croatia has over 8,500 caves and pits. Over fifty percent of them are unexplored and unknown. Some are illuminated and have developed tracks, so they are now available to visitors without any speleological experience. Speleological associations, clubs and speleological sections of mountaineering associations take amateurs on their expeditions. The more popular caves near the sea include Vranjača in Dugopolje near Split, Lukina jama on Velebit, one of the few places where you can see the human fish, Šandalji near Pula with the oldest finds of Homo erectus, Zmajeva špilja on Brač, cave altars near Blaca Desert, Lokvarka in Gorski Kotar and Grapčeva špilja near Jelsa on the island of Hvar, one of the oldest finding sites for Croatian culture and civilization in the Adriatic and Mediterranean in general, which opened for tourist visits in 2008.

### **Mountaineering and alpinism**

Although Croatian mountains are not very high (no peak is higher than 2,000 m), they are very interesting to mountaineers. The **Dinara Chain**, most of which is in Croatia, is known worldwide as a region of typical karst. The basic feature of karst, grounds equally rich above and beneath the surface, makes mountaineering and alpinism in Croatia special. Mountaineering in karst has a lot in common with staying

in high mountains. Sharp karstic formations, domination of bare karst, lack of water, sparse vegetation, difficult climate and scarce population require of mountaineers and alpinists an almost equal effort as much higher mountains. However, Dinaric mountains also offer many diversities. In the north, for example in **Gorski Kotar**, they are lower and tamer, while those in the south, primarily the Dalmatian mountains, are higher and barer. The mountains between Sava and Drava are completely different. Their mass is older, their shapes are tamer, they are relatively low, abundant in water and vegetation, and thus ideal for strolling around the hills and easy mountaineering.

### **Parachuting, paragliding and flying in hot air balloons**

Flying by parachute, paraglider or balloon over diverse landscapes in favorable climatic conditions has attracted more and more fliers to Croatia. The sun and the mountains by the coast such as **Učka, Dinara and Biokovo** create first-class flying conditions and this applies to the islands as well. Those who come to enjoy flying will not be stuck at one location. The mountains following the shore are ideal for cross country flights – many hours in the air with a view of the coast, the sea and the islands is a true wind-driven adventure!

### **Adventure races**

Every year, a **dozen** adventure races of different durations and difficulty levels (from short ones to very demanding multi-day ones) are organized in Croatia. Athletes and recreationists ready for extreme challenges discover the wilderness and beauty of the mountain and forest areas, rivers, islands and sea. The diversity and abundance of landscape and terrain provides the race planners with inexhaustible options in planning of adventure routes.

### **GOLF**

Construction of the first Croatian full profile golf course with a luxury resort, Marlera Golf, is under way. Marlera will be built on 130 hectares in the south part of the Istrian peninsula between Ližnjan and Medulin. The vision for Marlera Golf LD is becoming the most beautiful golf course in Europe with 27 holes, a 5-star hotel and 160 rooms, wellness and spa facilities, a casino and additional accommodation capacities. Offering golf 350 days a year, Marlera Club will surely become an attractive destination in wintertime as well. The characteristics of the golf course will be equal to much more popular golf courses in Scotland, Ireland and England. A total of 27 holes will be arranged links-style according to GCA standards. With two and a half kilometers of intact coastline, low Mediterranean vegetation, a landscape slightly descending toward the sea and as many as eight seaside holes, Marlera Club will provide a spectacular view from each of the 27 holes.

Another golf course is planned on around 75 hectares in one of the most attractive parts of the Municipality of Brtonigla. It will be located opposite the Park Umag Camp and the Ladin Gaj recreational zone, all the way to the Mala Punta resort and the Karigador residential & tourist resort. The plan provides for an 18-hole golf course and a driving range, villas with supporting facilities, a club house with parking areas, four lakes (one for irrigation) and other outdoor green areas.

In 2009 and over the next few years, Jupiter Adria d.o.o. plans to complete two golf resorts in Istria and build a third one. The Makrocija Resort between Umag and Buje will be completed by 2011. A hotel with 80 rooms and several golf houses will be built next to the golf course. Two courses will be built within the golf academy near Novigrad, as well as a hotel with 600 beds and supporting facilities. The golf resort near Motovun would consist of a golf course with 18 holes and accommodation facilities with 498 beds, including hotels and cottages.

Preparation of the Golf Act is in its final stage – in addition to regulating many issues of importance for construction of golf courses in Croatia, it would facilitate entry of investors, which will significantly affect the competitiveness of Croatian tourism.

## **WELLNESS AND HEALTH TOURISM**

Although wellness tourism has only recently begun to develop in Croatia, it now records rapid growth thanks to intensive investment ventures. Around 4.2% of the tourists visiting Croatia say health is one of the main motives for their arrival. A number of hotel facilities both in the Adriatic and the interior try to extend their offers with such options.

The biggest wellness centers in Croatia include the one within the '**Solaris**' ([www.solaris.hr](http://www.solaris.hr)) hotel complex in Šibenik. It comprises six heated pools, two of them with seawater heated to 28 degrees Celsius. The indoor freshwater pools and underwater massages have a temperature of 30 degrees and provide, among other things, the possibility of massage by underwater geysers, counter-current swimming and falls. **Novi SPA Hotels & Resorts** in Novi Vinodolski opened its new 5-star Six Winds Hotel and one of the largest spa/wellness centers in this part of Europe.

**The Terme Tuhelj** ([www.termes-tuhelj.hr](http://www.termes-tuhelj.hr)) spa, one of the pearls of continental tourism, is situated **around forty kilometers northwest of Zagreb**, in a valley surrounded by green hills of Zagorje and wonderful landscapes. This spa facility **has had a historical reputation since the Roman era**. The benefits of thermal waters and peloid mud created at the very source are of priceless importance for the human organism. They have a healing effect on rheumatic diseases, bone and joint injuries, gynecological problems and work as a successful combination in battling cellulite.

**The Varaždinske Toplice** spa is the oldest thermal spa in Croatia. The thousand-year tradition of using thermal sulfuric water and healing peloids from a natural source is the basis for the operation of the Special Medical Rehabilitation Hospital Varaždinske Toplice with 973 beds in four interconnected facilities – 'Spa', 'Constantine's Home', 'Lovro's Bath' and 'Minerva'. The offer includes wellness programs, health programs, retirees' holidays, weekend programs for women and weekend programs for men. The customers of Varaždinske Toplice can also practice Nordic walking and Pilates, as well as isokinetic diagnostics and exercises on special Cybex devices used in the most renowned rehabilitation and sport centers in the world.

### **Opatija is back on the track**

Many investments in wellness were made in Opatija over the past few years, such tourist trends also affecting the *Special Hospital for Heart and Lung Diseases and Rheumatism Thalassotherapy*, combining the existing medical experience and activities with the modern wellness trend. The Wellness Center in Opatija offer its

guests a 25-meter swimming pool with all water effects, two Jacuzzis, a fitness facility, several kinds of saunas, over 10 different massages and numerous beauty treatments all in one place. It also includes a SPA relax zone where you can enjoy a barrel hot bath, Kneipp baths, Roman or Finnish sauna, aromarium, or simply relax in the relax zone offering a view of Kvarner. The *Thalasso Wellness* in Opatija is special for the seawater in the pools heated to the optimal temperature – the cosmetic and other lines are also based on the benefits of seawater.

### **Investment boom**

The most important thing in the center's offer is that, in addition to standards wellness programs, you can use medical programs closely related to the hospital's specialty. In Hotel Ambassador in Opatija, **Liburnia Riviera Hoteli** opened Five Elements, a new wellness & spa center based on a combination of ancient Chinese fengshui philosophy and modern wellness programs.

Wellness Island – an island of unfulfilled wishes on the islet of St. Andrew, situated only a ten minutes' ride from Rovinj by boat includes body formation, spa, massages and hydro-massages, Finnish and Turkish saunas and other options.

The **Mira Day Spa Center** was opened not far from the popular Split's bathing resort of Bačvice, its decoration, Mediterranean spirit and concept opposing the standard city wellness/spa centers. Starting from the idea of a balance between the spiritual and physical health, Mira Day Spa combines a pleasant ambience, individual approaches by professional therapists, quality treatments and products, individual exercises, and a health food program.

Before season 2009 and after a thorough reconstruction that is under way, the present Hotel Split will bear the name of 'Radisson Resort Split' and will be classified as 4+ stars. The hotel will contain 231 rooms, 27 suites, a wellness center, three outdoor pools, a congress hall, two restaurants and a number of other facilities.

In October of 2008, a new spa center for couples opened in Zagreb. Asia Spa is the only luxury center intended for couples in Croatia and one of the few such centers in the world.

Thanks to the mild climate and sources of thermo-mineral water with temperatures between 39 and 41 degrees, the **Krapinske Toplice** ([www.krapinske-toplice.hr](http://www.krapinske-toplice.hr)) spa has a long tradition in healing by therapeutic thermal sources of water. Hotel Aquae Vivae with its 245 beds offers comfortable accommodation. The medical programs are based on application of natural therapeutic agents (therapeutic hyper-thermal water and natural healing mud) and application of all modern procedures of physical medicine and rehabilitation. Private clinic Magdalena, the first special hospital for cardiovascular surgery and cardiology was established in Krapinske Toplice. A complex of indoor swimming pools and wellness facilities should open by the end of 2008, as well as numerous private apartments and a small family aparthotel. The wonderful surroundings, the hills of Zagorje with traditional offerings, typical Zagorje houses, castles and preserved nature additionally contribute to this region's offer.

**Sunce Hoteli Group**, operating 12 hotels in the Adriatic, announced construction of the most luxurious and best equipped European health tourism center in Stubičke Toplice in cooperation with Krapina-Zagorje County, worth 109 million euros and offering 1180 beds, classified as five stars and partially as four stars. It aims to

provide a very wide range of services in one place – from services for the truly ill who need a form of rehabilitation to those who enjoy sport or leisure.

**The Istarske Toplice** ([www.istarske-toplice.hr](http://www.istarske-toplice.hr)) spa is situated near Livade, at the foot of Motovun. The modern tourist & therapy complex located around the source of St. Stephen is widely known for the quality and healing properties of water successfully helping in treatment of chronic rheumatic diseases, degenerative spine diseases, dermatological diseases, upper respiratory tract diseases, various gynecological diseases and rehabilitation in the postoperative phase of treatment. Thanks to the unique composition of thermal water enriched with thirteen different minerals and sulfur, and the therapeutic effect of healing mud, the recovery time here is up to three times shorter than usual. They use sulfuric water for treatment of the upper respiratory tract, which puts them among the first three institutions of the kind in Europe. The St. Stephen Polyclinic offers various healthcare services and physicians of different specializations: orthopedists, ear, nose & throat specialists, neurologists, dermatologists and plastic surgeons. In addition to the healthcare services, Istarske Toplice offers a wide range of wellness programs and beauty treatments.

Equipped health resorts based on therapeutic mineral and thermal sources are also available in Ivanić Grad (Naftalan), Topusko, Daruvar, Lipik, Bizovac, Vela Luka, Šibenik, Duga Uvala, Hvar and Makarska. The health resorts in Opatija, Crikvenica and Veli Lošinj are among the oldest and most popular ones.

The first **SPA Wellness Academy** has opened in **Lovran**, providing training for employees in this segment of the tourist product.

## **RELIGIOUS TOURISM**

The Catholic Church in Croatia has expressed its willingness to engage more actively in religious tourism, one of the oldest forms of tourism historically.

The Poreč-Pula Bishop, in charge of religious tourism in the Croatian Bishops Conference, has already confirmed this, underlining that this is a big and still insufficiently used opportunity.

The popular Croatian religious centers are **Marija Bistrica, Vepric, Sinj, Solin, Ludbreg, Aljmaš, Voćin, Trsat, Karlovac and Biskupija near Knin**. The holidays of guardian saints traditionally attract thousands of visitors to worship places and to other towns, like for example the Holiday of St. Vlaho to Dubrovnik and the Holiday of St. Dujam to Split.

## **GASTRO & WINE CORNER**

The Croatian cuisine is diverse and known as a cuisine of different regions. Its modern form originates from the proto-Slavic and ancient times. The differences in the selection of ingredients and preparation methods are the most obvious if we compare the continental and coastal regions. The continental cuisine is typical for its early proto-Slavic roots and more recent contacts with established schools of gastronomy – Hungarian, Viennese, and Turkish. Meat products, freshwater fish and vegetables dominate. The coastal region is characterized by the influences of the Greeks, Romans, Illyrians and later Mediterranean cuisines – Italian and French. It features many seafood specialties (squid, cuttlefish, octopus, shrimp, lobster...) prepared in various ways, olive oil, prosciutto, various vegetables, Dalmatian wines such as **Babić, Malvasia, Prosecco and Vrbnik Žlahtina**, and various liqueurs like the famous **Maraschino**. In 2008, the national culinary team participated for the first time in the world encounter of chefs and pastry chefs, the Culinary Olympics held in Erfurt, Germany, and won the bronze medal.

### **First Croatian cookbook**

The rich literary opus confirms the high level and tradition of gastronomic culture in Croatia, such as the records in the Croatian/Latin dictionary from 1740, preceded by a similar French dictionary, fictional works by famous Croatian renaissance writers as well as the book written by Ivan Bierling in **1813**, containing recipes for preparation of **554 different dishes**, which is considered to be the first Croatian cookbook.

Many Croatian traditional festivities are directly associated with food, regardless of whether they pertain to hard labor (harvest or crop threshing, grape harvest or wine baptism, house completion), religion (solely Catholic holidays – Christmas, Easter, pilgrimage, celebrations of local guardian saints) or important moments in life of an individual (baptism, wedding, birthday, name-day, wake).

### **A special dish for each holiday**

Some festivities are public, like the Dionysian St. Martin's Day celebrated on estates, in wine cellars and restaurants, while others are only celebrated within the family (weddings, baptisms, Christmas, New Year, Easter, etc.). Each holiday has one specific dish. Pork and potato stew are prepared for pilgrimages and fairs, cod is prepared on Christmas Eve and Good Friday, pork is prepared on New Year's day, and donuts are inseparably connected with carnival events (in the south they prepare similar pastry called fritule). Ham and boiled eggs with green vegetables are served for Easter, with traditional pastries for dessert (like pinca). Kulen is for harvest days, goose is for St. Martin's Day, while turkey, other poultry and sarma are served for Christmas. At weddings they serve a series of dishes with pastries and cookies, such as little peaches, bear claws, pepper cakes and fritule.

Many prefer lamb and suckling on a spit, grilled fish, calamari prepared in various ways, grilled meat, prosciutto and sheep cheese, smoked ham and cottage cheese with sour cream, fish stew and veal on any occasion.

**A wide range of quality wines**

Croatia has every right to be proud of its wide range of quality wines (there are as many as 700 wine varieties with protected geographic origin), brandies, fruit juices, beers and mineral waters. In the south, people normally drink bevanda (heavy red wine of a rich flavor mixed with natural water), while those in the northwest regions drink gemišť (dry aromatic wines mixed with mineral water). The Croatian Danube area promotes its wines, primarily the Traminac, through the 'Traminac Express – Three Railroad Cars – Three Stories' program, as well as its gastronomy combined with cultural and historical activities. In Lučko near Zagreb they opened the House of Croatian Wines on 250 square meters, offering some 1,500 labels of quality and premium wines from all parts of Croatia.

## CROATIA – THE HOME OF THE FAMOUS

One of them is **Marco Polo** from Korčula, the legendary explorer who discovered China for the West in the 13<sup>th</sup> century. **Faust Vrančić** from Šibenik was a man of wide scientific interest, engaging in lexicography, philosophy, theology and technology. In the 16<sup>th</sup> century, he invented the first modern parachute that he personally tested in Venice. Vrančić also designed a mill driven by sea tides, cable car, and a new structure for metal bridges (suspended on iron chains, the so-called suspended bridges), which he described in his famous book on mechanics *Machinae novae* (61 structures, Venice, 1595). Such bridges were not built before the late 18<sup>th</sup> century, two centuries later. **Marko Marulić**, often referred to as the father of Croatian literature, was born in Split in 1450. He was an educated humanist poet (*poeta doctus*), a Christian poet (*poeta christianus*) and a singing poet. He wrote in Croatian and Latin. His epic *Judita* is one of the most important Croatian literary works.

**Marin Držić**, one of the greatest Croatian renaissance writers, was a man who incorporated the peak of his creative work in two comedies, *Dundo Maroje* and *Skup*, which are still applicable to the present day after 500 years. In addition to writing, he was active in many other social areas and created various controversies in his time. Among other things, he was a priest, a university rector and a political activist – in short, a man with a very interesting biography. **Julije Klović** from Grižane near Novi Vinodolski is the greatest European small-format painter, referred to as the Michelangelo of Miniature. In the 16<sup>th</sup> century, his student El Greco painted Klović together with Michelangelo, Rafael and Tizian. In the 17<sup>th</sup> century, stone mason **Marin from Rab** established the town/state of San Marino. **Nikola Tesla** from the village of Smiljani in Lika was an inventor whose discoveries in the area of electrical engineering and radio diffusion are essential to the modern civilization. Tesla's brilliant mind enabled electrification of the world and powerful economic growth. Tesla's inventions cover many areas, the most significant ones being electrical energy, radio technology, telecommunications, teleautomatics, lighting, etc. In 1888, he registered a number of patents concerning the rotating magnetic field and alternate current, which were purchased by George Westinghouse. In the late 19<sup>th</sup> century, Tesla was fully committed to working in laboratories and on inventions including production of high frequency currents (Tesla transformers), fluorescent lighting, foundations of radio technology, teleautomatics, X-rays and many others. At the turn of the 19<sup>th</sup> and 20<sup>th</sup> centuries, he worked on wireless energy transmission. He patented a total of 112 inventions in America. In 1917, he was awarded the Edison Medal and discovered the basic principles of radar. Thanks to his progressive ideas and inventions, Tesla is referred to as the scientist who invented the 20<sup>th</sup> century.

**Ivana Brlić-Mažuranić** from Slavonski Brod, a children's writer from the early 20<sup>th</sup> century, was called the Croatian Andersen for good reason. In the 19<sup>th</sup> century, **David Schwartz** from Zagreb invented an aircraft, but he was unable to have it patented because death stopped him. Count von Zeppelin created the famous aircraft according to his drawings. **Slavoljub Penkala**, another man from Zagreb, put the world in his debt by inventing the ballpoint pen. In the 19<sup>th</sup> century, **Giovanni Luppis** from Rijeka invented the torpedo, which is why the first torpedo factory was established in Rijeka.

Croatia is the home of top athletes, including the best female Croatian athlete of all times, **Janica Kostelić**. With three Olympic gold medals and one silver medal from the 2002 Olympics in Salt Lake City, Janica became the most successful alpine skier in the history of Winter Olympics. **Ivano Balić** is the best handball player in Croatian history, and is also considered to be one of the best players of all times. He was elected to the best team of the competition at several championships and was proclaimed the best handball player of the world in 2003, 2006 and 2007. The explanation of the decision stated: 'He is simply a delight to watch'. He was elected the best European and Croatian player several times. In 2001, the famous tennis player **Goran Ivanišević** won the Wimbledon. Although not favored because he did not qualify for the tournament but received a wild card, Ivanišević managed to reach the finals and defeat Patrick Rafter. Ever since the bronze-winning national team from 1998 led by **Davor Šuker** and **Zvonimir Boban**, Croatian footballers have been respected by the competition and they have fans across the world. Many local and international sports writers wrote numerous praises for the current national football team coached by **Slaven Bilić**, a member of the glorious national team from 1998.

**Maksim Mrvica**, a young Croatian pianist, won over the global audience primarily by his crossover performances, as well as classical piano performances. The mixture of modern sounds and classical tones, classical music with rock beats and electronic additions leave no one indifferent. The nice young man from Šibenik has successfully built his international career and achieved the greatest popularity in Asia where his fans literally fight for tickets to his concerts.

**FOREIGN TOURIST ARRIVALS AND OVERNIGHTS BY DOMICILE COUNTRY**

Jan-Oct 2007 / Jan-Oct 2008

|                              | Arrivals          |                   |                 | Overnights        |                   |                 |                 |                                  |                                    |
|------------------------------|-------------------|-------------------|-----------------|-------------------|-------------------|-----------------|-----------------|----------------------------------|------------------------------------|
|                              | Jan-Oct<br>2007   | Jan-Oct<br>2008   | Indexes         | Jan-Oct<br>2007   | Jan-Oct<br>2008   | Indexes         | I. - X. 2008.   |                                  |                                    |
|                              |                   |                   | Jan-Oct<br>2008 |                   |                   | Jan-Oct<br>2007 | Jan-Oct<br>2007 | Structure of<br>overnights,<br>% | Average<br>number of<br>overnights |
|                              |                   |                   |                 |                   |                   |                 |                 |                                  | upon<br>arrival                    |
|                              |                   |                   |                 |                   |                   |                 |                 |                                  |                                    |
| <b>Total</b>                 | <b>10 782 585</b> | <b>10 892 765</b> | <b>101</b>      | <b>55 108 961</b> | <b>56 252 016</b> | <b>102</b>      | <b>100</b>      | <b>5.2</b>                       |                                    |
| <b>Domestic<br/>tourists</b> | <b>1 664 151</b>  | <b>1 657 522</b>  | <b>100</b>      | <b>6 009 211</b>  | <b>6 080 057</b>  | <b>101</b>      | <b>10.8</b>     | <b>3.7</b>                       |                                    |
| <b>Foreign<br/>tourists</b>  | <b>9 118 434</b>  | <b>9 235 243</b>  | <b>101</b>      | <b>49 099 750</b> | <b>50 171 959</b> | <b>102</b>      | <b>89.2</b>     | <b>5.4</b>                       |                                    |
| Austria                      | 821 162           | 795 792           | 97              | 4 194 932         | 4 117 538         | 98              | 8.2             | 5.2                              |                                    |
| Belgium                      | 98 080            | 96 773            | 99              | 505 499           | 511 250           | 101             | 1               | 5.3                              |                                    |
| Belarus                      | 3 727             | 3 797             | 102             | 19 778            | 23 383            | 118             | 0               | 6.2                              |                                    |
| Bosnia and<br>Herzegovina    | 209 951           | 225 567           | 107             | 1 112 171         | 1 161 546         | 104             | 2.3             | 5.1                              |                                    |
| Bulgaria                     | 22 475            | 27 961            | 124             | 45 941            | 54 940            | 120             | 0.1             | 2                                |                                    |
| Cyprus                       | 2 948             | 1 995             | 68              | 11 289            | 5 337             | 47              | 0               | 2.7                              |                                    |
| Montenegro                   | 6 579             | 9 202             | 140             | 26 001            | 40 186            | 155             | 0.1             | 4.4                              |                                    |
| Czech<br>Republic            | 667 221           | 620 164           | 93              | 4 390 163         | 4 112 058         | 94              | 8.2             | 6.6                              |                                    |
| Denmark                      | 76 363            | 81 239            | 106             | 559 555           | 592 492           | 106             | 1.2             | 7.3                              |                                    |
| Estonia                      | 11 756            | 9 574             | 81              | 35 713            | 30 341            | 85              | 0.1             | 3.2                              |                                    |
| Finland                      | 26 042            | 24 988            | 96              | 108 690           | 107 671           | 99              | 0.2             | 4.3                              |                                    |
| France                       | 468 000           | 433 915           | 93              | 1 648 665         | 1 622 073         | 98              | 3.2             | 3.7                              |                                    |
| Greece                       | 9 458             | 11 958            | 126             | 25 379            | 27 038            | 107             | 0.1             | 2.3                              |                                    |
| Ireland                      | 41 425            | 36 184            | 87              | 192 051           | 167 524           | 87              | 0.3             | 4.6                              |                                    |
| Iceland                      | 3 262             | 2 539             | 78              | 20 874            | 14 606            | 70              | 0               | 5.8                              |                                    |
| Italy                        | 1 207 829         | 1 134 625         | 94              | 5 358 154         | 4 996 428         | 93              | 10              | 4.4                              |                                    |
| Latvia                       | 15 924            | 13 260            | 83              | 45 508            | 40 093            | 88              | 0.1             | 3                                |                                    |
| Lithuania                    | 31 578            | 34 907            | 111             | 106 067           | 109 609           | 103             | 0.2             | 3.1                              |                                    |
| Luxembourg                   | 3 710             | 3 390             | 91              | 15 922            | 13 794            | 87              | 0               | 4.1                              |                                    |
| Hungary                      | 377 912           | 366 857           | 97              | 1 977 048         | 1 925 504         | 97              | 3.8             | 5.2                              |                                    |
| Macedonia                    | 23 513            | 28 066            | 119             | 107 416           | 144 160           | 134             | 0.3             | 5.1                              |                                    |
| Malta                        | 1 171             | 1 280             | 109             | 5 386             | 4 206             | 78              | 0               | 3.3                              |                                    |
| The<br>Netherlands           | 262 544           | 295 173           | 112             | 2 025 058         | 2 328 674         | 115             | 4.6             | 7.9                              |                                    |
| Norway                       | 74 005            | 77 171            | 104             | 401 432           | 426 647           | 106             | 0.9             | 5.5                              |                                    |
| Germany                      | 1 538 580         | 1 530 038         | 99              | 10 790 608        | 10 930 394        | 101             | 21.8            | 7.1                              |                                    |
| Poland                       | 321 233           | 415 062           | 129             | 1 828 504         | 2 502 584         | 137             | 5               | 6                                |                                    |
| Portugal                     | 28 959            | 31 935            | 110             | 60 601            | 75 158            | 124             | 0.1             | 2.4                              |                                    |
| Romania                      | 45 875            | 66 412            | 145             | 212 507           | 306 968           | 144             | 0.6             | 4.6                              |                                    |
| Russia                       | 155 118           | 173 053           | 112             | 1 280 195         | 1 439 259         | 112             | 2.9             | 8.3                              |                                    |
| Slovakia                     | 279 676           | 297 305           | 106             | 1 829 866         | 1 917 310         | 105             | 3.8             | 6.4                              |                                    |
| Slovenia                     | 995 890           | 1 024 620         | 103             | 5 641 283         | 5 758 346         | 102             | 11.5            | 5.6                              |                                    |
| Serbia                       | 69 606            | 80 121            | 115             | 299 918           | 369 673           | 123             | 0.7             | 4.6                              |                                    |
| Spain                        | 151 193           | 165 934           | 110             | 298 774           | 335 412           | 112             | 0.7             | 2                                |                                    |
| Sweden                       | 126 397           | 133 305           | 105             | 661 041           | 719 107           | 109             | 1.4             | 5.4                              |                                    |
| Switzerland                  | 131 482           | 129 692           | 99              | 558 337           | 550 776           | 99              | 1.1             | 4.2                              |                                    |
| Turkey                       | 13 906            | 16 548            | 119             | 47 937            | 46 793            | 98              | 0.1             | 2.8                              |                                    |

|  |         |         |     |           |           |     |     |     |
|--|---------|---------|-----|-----------|-----------|-----|-----|-----|
| United Kingdom                             | 262 247 | 256 717 | 98  | 1 262 113 | 1 210 009 | 96  | 2.4 | 4.7 |
| Ukraine                                    | 28 723  | 31 243  | 109 | 201 972   | 225 599   | 112 | 0.4 | 7.2 |
| Other European countries                   | 20 265  | 21 527  | 106 | 60 298    | 59 292    | 98  | 0.1 | 2.8 |
| South Africa                               | 6 891   | 6 539   | 95  | 15 635    | 14 539    | 93  | 0   | 2.2 |
| Other African countries                    | 5 002   | 4 877   | 98  | 20 865    | 19 583    | 94  | 0   | 4   |
| Canada                                     | 35 674  | 37 431  | 105 | 101 739   | 102 842   | 101 | 0.2 | 2.7 |
| USA  | 173 517 | 151 456 | 87  | 434 540   | 380 980   | 88  | 0.8 | 2.5 |
| Other North American countries             | 2 347   | 3 433   | 146 | 6 821     | 8 993     | 132 | 0   | 2.6 |
| Brazil                                     | 5 768   | 7 869   | 136 | 15 519    | 20 116    | 130 | 0   | 2.6 |
| Other South and Central American countries | 15 158  | 14 942  | 99  | 40 083    | 39 215    | 98  | 0.1 | 2.6 |
| Israel                                     | 40 596  | 34 166  | 84  | 89 812    | 71 838    | 80  | 0.1 | 2.1 |
| Japan                                      | 75 552  | 131 428 | 174 | 117 700   | 186 038   | 158 | 0.4 | 1.4 |
| China                                      | 6 056   | 6 100   | 101 | 14 366    | 11 306    | 79  | 0   | 1.9 |
| Korea, Republic                            | 13 286  | 11 559  | 87  | 18 009    | 16 422    | 91  | 0   | 1.4 |
| Other Asian countries                      | 16 678  | 19 512  | 117 | 47 144    | 52 198    | 111 | 0.1 | 2.7 |
| Australia                                  | 69 044  | 79 039  | 114 | 164 249   | 186 075   | 113 | 0.4 | 2.4 |
| New Zealand                                | 13 286  | 14 264  | 107 | 31 660    | 31 761    | 100 | 0.1 | 2.2 |
| Other Oceania countries                    | 3 794   | 2 739   | 72  | 8 962     | 6 275     | 70  | 0   | 2.3 |

**Source: Central Bureau of Statistics**

## **BRIJUNI RIVIJERA Ltd.**

Brijuni Rivijera Ltd. has two members: the Republic of Croatia with 67% of capital investment and Istria County with 33% of capital investment. The company is a leader in change process and a synonym for high quality of Istrian tourism. Namely, it is a project of special significance for Croatia, whose declaration mission consists of achieving the following goals:

- preparation, evaluation, leading and controlling of the management programme of real estate owned by the state in the area of Istria County on Brijuni islands and coast;
- coordination of the construction of tourist resorts of high category (with Brijuni islands as an oasis for elite tourism) on the principles of sustainable development;
- creation of preconditions for opening new jobs in economic subjects which will be founded in the areas included in the programme;
- efficient use of state property in the area included in the programme through quality valorisation of resources.

Brijuni rivijera project includes four locations in the southwestern part of Istrian coast, in the area of Fazana municipality in the north and the city of Pula in the south. The locations are: Pineta, Hidrobaza, Sv. Katarina Island and Mulimenti and Muzil. The project enables that "Brijuni rivijera," after Croatia gives it the right to construct, transfer the right to construct to the best bidder for a term of 66 years. This project represents a unique project of transforming military objects which had lost their function into prestige, elite tourist resorts on the western coast of Istrian peninsula. It is a first project of such kind in Croatia which will bring considerable economic development, including real estate owned by the state and local governments with which a synergic impact is achieved.

The business activities plan of Brijuni rivijera Ltd. for 2009 includes publishing a second round of bidding for the selection of qualified bidders for greenfield tourist projects in four locations of the Brijuni rivijera project according to the BOT model as well as the process for choosing the best bidder in each of the locations according to the criteria determined in the bidding documentation and reaching an agreement on the transfer of the right to construct with the selected bidder.