



Croatian National Tourist Board

ECTAA'S THE EUROPEAN TRAVEL AGENTS'
AND TOUR OPERATORS' ASSOCIATIONS
PREFERRED DESTINATION OF THE YEAR
2011/2012

Newsletter

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PHOTO: IVO PERVAN

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■ News

Marketing Collaboration of the Croatian Tourist Board and the ECTAA

The Croatian Tourist Board (HTZ) has recently signed a marketing collaboration contract with the European National Travel Agents' and Tour Operators' Associations (ECTAA) which has 31 member countries and includes more than 80 thousand travel agents. The contract will enable better promotion for Croatia as a destination, stronger competitiveness in relation to the other countries of the Mediterranean and the marking of Croatia as the ECTAA's preferred destination of the year (ECTAA's preferred Destination 2012) which will be apparent on all published informative and promotional materials distributed to the members of this association as well as the public. Croatia will thus be promoted as the preferred destination for 2011-2012, through, for example, a special banner on the ECTAA website (www.ectaa.org and www.ectaa.eu), Croatia's logo on all the written and electronic ECTAA correspondence with the members of the association as well as electronic media announcements, public reports and presentations. The Ministry of Tourism and the Croatian Tourist Board regard the contract as a big recognition for Croatia, which has been a member of ECTAA since 2000. They believe that its realisation will further support the promotion of Croatian destinations on the ever competitive tourism market. The marketing campaign will last for a year, until the end of March 2012.



PHOTO: IVO PERVAN

The Ministry of Tourism

www.mint.hr

The Croatian Tourist Board

www.croatia.hr

ECTAA

www.ectaa.org



Zagreb - An Award for a Marketing Film

The Tourist Board of Zagreb has recently won the first prize for a tourism film at one of the most significant international tourism fairs, ITB, in Berlin. At 'The Golden City Gate 2011' competition, in which awards were given out in 12 categories, the Tourist Board of Zagreb won the first prize in the music video category, with their marketing video «Moonlight Sonata Zagreb». The video promotes Zagreb's Upper Town. While Ana Rucner, a famous Croatian cellist, is performing Beethoven's sonata on a white cello, the ballet champion of Zagreb's Croatian National Theatre (HNK), Azamat Nabiullin, is dancing in the background. The executive producer of the video is Jakov Sedlar and it was choreographed by Almira Osmanović, the director of the ballet ensemble of the Croatian National Theatre in Split. The 45 member jury proclaimed «Moonlight Sonata Zagreb» the best video because of, among other things, the well known music and attractive night scenes of the Croatian capital.

The Tourist Board of Zagreb

www.zagreb-touristinfo.hr

The British Telegraph Publishes a Tour Guide of Zagreb

The British Telegraph has recently published a tour guide of Zagreb for travellers from Great Britain, with useful information, such as taxi prices, the best hotels and restaurants, museums and galleries. It also lists the websites of the most beautiful coastal towns, islands and places of interest in Croatian inland.

Through a four page guide the guests of the Croatian capital are taken from Pleso airport to the centre of the city - Ban Josip Jelačić square. Located right behind the square is Dolac, informs the guide, "the best market place in the city - where kumice (peasant, farm women who sell their products at the market) will try to persuade you to buy their huge jar of home made soured cream."

The stroll through the Upper Town continues with "cheap and tasty" dining at local restaurants. The lovers of music and free concerts are recommended to walk to the pavilion in Zrinjevac. In the end, the author of the guide for Brits in Zagreb, points out that one should not be confused by the street names which are marked differently on the map to what people call them in everyday speech—the street of Pavle Radić, as stated on the map, will actually be called 'Radićeva' street.

The guide, published in time for the beginning of the tourist pre-season, also states useful internet websites for all the tourist regions of Croatia.

The Tourist Board of Zagreb

www.zagreb-touristinfo.hr

The Telegraph

www.telegraph.co.uk

Travel.ru – Awards for Dubrovnik and Dubrovnik Palace Hotel

The most popular tourism website in Russia, Travel.ru, has recently given out the annual awards to the best world destinations, air fleets, hotels and tourist agencies at the tourism fair MITT in Moscow. The winners are chosen by Russian tourists, and two of the 70 awards went to Croatia. Dubrovnik was proclaimed the best holiday destination on the Mediterranean, while Dubrovnik Palace Hotel won the prize for the «The best beach hotel in Croatia». Among others in this category, were luxury hotels such as Madinat Jumeirah in Dubai, the Four Seasons in Limassol and the Kempinski Hotel in Goa.

Travel.ru has been giving out awards since 2003, based on the results of Russian tourists' internet voting.

Dubrovnik Palace Hotel is a luxury 5-star hotel and part of the Adriatic Luxury Hotels group. It is located along the coast on the Lapad peninsula, 4,5 km from the old town core of Dubrovnik. Surrounded by pine woods, it offers accommodation in 308 luxury rooms and apartments with a sea view, a hotel beach, three outdoor and one indoor swimming pool, a tennis court, 8 congress halls, a luxury wellness and fitness centre, a diving centre, a running track and a walking path in the nature park Petka. The rich and top quality gastronomic offer can be enjoyed in several restaurants and bars.



PHOTO: ZORAN MARINOVIC

The Tourist Board of the Dubrovnik-Neretva County

www.visitdubrovnik.hr

The Tourist Board of Dubrovnik

www.tzdubrovnik.hr

Hotel Dubrovnik Palace

www.alh.hr

Travel.ru

www.travel.ru

Zagreb - The First Private Museum Re-locates to the Capital

The first private museum in Croatia, the Marton Museum, has relocated to Zagreb's Upper Town, to Kulmer Palace, on St. Catherine's Square, after existing for eight years in the town of Samobor. The former aristocratic apartment on the first floor of the late Baroque palace, which has up until recently been used by the contemporary art museum of Zagreb, is the ideal new home for the Marton Museum. The grand interior of the space superbly communicates with exhibits from the second half of the 18th and the first half of the 19th century. The porcelain bust of Marija Terezija and china belonging to Ferdinand of Habsburg and Catherine the Great, are only some of the exhibits at the Marton Museum.

By moving to Kulmer Palace, the Marton Museum has almost tripled in size, which has helped to introduce the public to certain collections that could previously not be exhibited in full capacity due to the lack of space, such as the collection of faience (pottery) and German and Italian porcelain.

Also adding special value to the new exhibition are the thirteen historical cabinets, which were donated to the Marton Museum by the great Victoria and Albert Museum in London last year. This donation by one of the best art museums in the world shows great recognition to the work of the Marton Museum.

There are around a thousand exhibits exposed on more than 600 square metres, from paintings to porcelain, furniture, silver and glass. The museum holds collections of exceptional artistic meaning and value, which have been exhibited in the world cultural centres such as London, Paris, Vienna and Venice. Standing out among the collections is the furniture of the most read Croatian author Marija Jurić Zagorka, followed by extremely valuable objects from the amazing Hermitage Museum in St. Petersburg, Russia as well as the collection of valuable German Meissen porcelain and a collection of Viennese porcelain.

The establishing of the museum was a wish of the collector and entrepreneur Veljko Marton, who wanted to bring his exceptionally valuable collection of art, gathered throughout 40 years, closer to the public.



PHOTO: SERGIO GOBBO

The Tourist Board of Zagreb

www.zagreb-touristinfo.hr

The Marton Museum

www.muzej-marton.hr

Kutina - An Electronic Guide for the Centre of Moslavina



PHOTO: TOMISLAV RASTIĆ

Kutina is among the first Croatian cities which have its own electronic guide. 'Adria Guide Kutina' introduces sites, tourist contents and gastronomy offers through 55 points of interest. Along with all the information about the 55 locations, the application guides tourists to their desired destination. The electronic guide can be used on GPS navigation devices, as well as i phones and smart mobile phones.

Kutina is located only a few kilometres from the swamp empire of Lonjsko Polje and the heavenly beauty of the winegrowing slopes of Moslavina Mountain. Kutina tells stories from the past; in the area of Lipa there are antique sites, in Crkvena and Radićeva streets you can find remains of traditional architecture, the Museum of Moslavina offers archaeological, ethnic and historically-cultural collections and there is also a gallery and various institutions with works of numerous great artists.

Kutina holds protected architectural heritage typical for the 18th and 19th century, and its long history can also be discovered at the archaeological sites Kutinec Grad, Plovdin Grad and Marić Gradina. Kutina is also famous for the Erdödy Manor, which today houses the Moslavina Museum and the rich Baroque church of the Holy Mother of Snow. The name Kutina is first mentioned in 1256 in documents of the Hungarian-Croatian king Bela IV, under the name Kotynnam.

The Tourist Board of Sisak-Moslavina County

www.turizam-smz.hr

The Tourist Board of Kutina

www.turizam-kutina.hr

Krka - A National Park in the Palm of Your Hand



PHOTO: DAMIR FABJANIĆ

The National Park Krka has received a free tourist guide for mobile phones, which has enabled visitors to find out all the information about tourist offers and contents of the park. The guide can be used in English and Croatian and is functional as well as rich in content.

Thanks to the interactive map of the national park, visitors can find their desired point of interest by clicking once on 'mobiEXPLORE NP Krka' mobile guide. It is possible for visitors to find out all the information about the attractive flora and fauna in this area and the user can also obtain the information on restaurants and entertainment facilities by making a direct call. Also available is info on important services and institutions.

The MobiEXPLORE application can be downloaded free of charge from the official website of the public offices of NP Krka. www.npkrka.hr.

The National Park Krka stretches across more than 14 000 acres of the middle and lower part of the River Krka, whose seven waterfalls leave every visitor breathless. Roški Waterfall and Skradinski Buk (waterfall) are especially standing out. Two attractive culturally-historical monuments can also be seen in the park: the Franciscan Convent on the island Visovac and the Krka Monastery.

The Tourist Board of Šibenik-Knin County

www.sibenikregion.com

National Park Krka

www.npkrka.hr

■ Events

Skradin - Eco-Ethno Fair

A unique and romantic small Dalmatian town of Skradin, is located at the mouth of River Krka, where it dives into the Adriatic Sea. Its locals are far known for their hospitality, which every guest can witness during a visit to the Skradin Eco-Ethno fair. Many traditional crafts such as the making of jewellery and traditional costumes and hand crafts, as well as organic food products, are presented here. The fair was established in order to additionally encourage the preservation of indigenous products and the nurturing of old crafts, which make the area of Skradin especially attractive. Bill Gates, one of the wealthiest people in the world and the founder of Microsoft, could not resist the beauties of Skradin on more than one occasion, which he confirmed last year in his interview for Forbes Magazine. The primordial connection of Skradin and its locals to the sea and the river is reflected in their hospitality towards sailing enthusiasts, who can find a safe harbour, refreshments and entertainment in Skradin Marina. This is one of the most visited marinas on the Croatian coast, located in the quiet part of the deeply indented mouth of River Krka, in a bay where ancient Romans had a port. Every year numerous yachts and sailing boats from all over the world sail into Skradin marina attracted by the beauty of Krka.

National Park Krka stretches across more than 14 000 acres of the middle and lower part of River Krka, whose seven waterfalls leave every visitor breathless. Especially standing out are the Roški Waterfall and Skradinski Buk. Guests can also visit two culturally-historical monuments: the Franciscan Convent on the island of Visovac and the Krka Monastery.

The cultivation of land and exploiting the riches of the river and the sea depths have always been the primary activities of the locals of Skradin. This is witnessed by the findings from the ancient times. The agricultural tradition of Skradin's locals is best portrayed by the famous family of wine makers and vine cultivators Bedrica. Their Debit won the grand prix in 1932 at a wine fair in Toulouse in France and was proclaimed one of the best six wines in the world. One of the richest European collections of original tools, machines and devices for the production of alcoholic beverages has been made and kept in the residence of the family Bedrica for more than two hundred years.



PHOTO: SERGIO GOBBO

Vine growing and wine making are not an exception. The same development occurred with olive growing, honey making and fishing, where centuries of life to the rhythm of nature and the four seasons have created a true art form. These days, as well as in the times gone by – ecologically perfect products are produced on small family farms to find their way to the rich Skradin table and the Eco-Ethno fair. Skradin is located around fifteen kilometres from Šibenik in central Dalmatia and is one of the oldest Croatian towns. It is a town of rich cultural and historical heritage that has lasted for over two thousand years and was first mentioned by its name in the tenth century.

The Tourist Board of Šibenik-Knin County

www.sibenikregion.com

Skradin

www.skradin.hr

National Park Krka

www.npkrka.hr

Samobor - A Perfect Spot for Those With a Sweet Tooth



PHOTO: ARHIVA TZG SAMOBOR

Samobor, a favourite resort town for the people of Zagreb and the population of the north west part of Croatia, has prepared a real treat for its visitors during the month of May: a manifestation under the name Days of Samobor's Cream Cakes ('Kremšnita'), which will be held on the 14th and 15th of May. These special cakes are made from sweet foamy, vanilla cream and are especially famous in Samobor where a top quality, secret recipe is used and cakes are served warm, while everywhere else they are served exclusively as a chilled treat. During the celebration of the 7th Days of Samobor Cream Cakes, this cake, which by the local tradition is said to open all doors, will be served in the most famous of Samobor's patisseries. The local population believes that any problem or misunderstanding can be solved by offering someone this cream cake.

Apart from enjoying this treat the locals are so proud of (they have even written an anthem about this cake), there will be numerous cultural and entertainment events held at the main town square during the manifestation. Among them there will be a cream cake making competition and a haiku cream cake poetry competition.

Samobor is located in the north-west part of Croatia, 5 kilometers away from the border with Slovenia. It is located 20 kilometres from Zagreb and around a half hour drive from the airport.

The Tourist Board of Samobor

www.tz-samobor.hr

Samobor cream cakes

www.samoborske-kremsnite.com

Rijeka - A Rich Spring Offer on Kvarner



PHOTO: JURAJ KOPAC

Spring in Rijeka offers numerous international events, but the most important one is the 18th International festival of Small Theatres (3-11 May). This festival of Rijeka is one of the favourite gathering events of theatre enthusiasts who nurture an unconventional approach to this art. Its name is a sign of provocation and curiosity on the international scene. Independent theatre production has been popular for a number of years, which has been recognized by the public, so it is not surprising that some of the best theatre plays of today are a product of these small creative theatre productions. So far, apart from theatre productions from all the neighbouring countries, Rijeka has also been visited by theatres from Great Britain, Switzerland, Belgium, Germany and other parts of Europe.

The Tourist Board of Primorje-Goranska County

www.kvarner.hr

The Tourist Board of Rijeka

www.tz-rijeka.hr

International Small Theatre Festival

www.theatrefestival-rijeka.hr

Zagreb - The Jewish Film Festival

Zagreb is the host of a film festival, unique in the world, the only one that with its rich program of film projections, music events, world renowned directors, producers and actors, promotes Jewish culture as well as dialogue among the nations. This year the festival will be held from 22 - 28 May in 'Europa' cinema, one of the most beautiful and oldest art-cinemas in this area. Lovers of Jewish films and culture will be able to enjoy free screenings of the best films throughout the day, while in the evening they will be able to enjoy music events. This year, organizers have prepared around 40 film projections in the categories of short, documentary and feature films. All the projections have been adapted to visitors from abroad and will be shown with English subtitles. The Fifth Jewish Film Festival has been dedicated to women in the Holocaust and life stories of young girls, women, mothers and wives during the Second World War, celebrating their strength, love, faith and devotion. Visitors will also be able to see films about Jewish traditions and culture, as well as events from recent history. From 2009, as part of the festival program, a special project has been introduced which aims to educate young people about the Holocaust, under the name «Edukacijska jutra» (education mornings), in which 3500 pupils and students have participated so far.

The honorary president of the Jewish Film Festival is Branko Lustig, a producer with two Oscars earned for the films «Schindler`s List » and «The Gladiator».

The Tourist Board of Zagreb

www.zagreb-touristinfo.hr

The Zagreb Jewish Film Festival

www.jff-zagreb.hr



PHOTO: IVO PERVAN

Gorjani - The Annual Spring Procession of the Queen

Croatia is a country with the most protected cultural phenomena in Europe, with only China, Japan and Korea holding longer lists. The Annual Procession of the Queen from Gorjani, an east Slavonian village near Đakovo, is also on the UNESCO list of the world's intangible cultural heritage.

This tradition, which has been held in Gorjani on the feast of Pentecost, dates back to the beginning of the last century. The first written traces of this tradition have existed ever since 1898. A group of young peasant women, dressed in picturesque traditional costumes with richly decorated high hats on their heads and swords in their hands, gather round to attend the holy mass after which they dance in a circle, accompanied by a band of tambura (traditional string instrument resembling the lute) players. They then start their procession from the church's back yard through the village and visit the locals who expressed their wishes for their visit. The queens spread good will, laughter and songs throughout the village. They are usually accompanied by a bag pipe player and two male beggars.

This tradition originated from a legend from the times of the Turkish conquests, when the Turks burst into Gorjani and captured all the men. Their women then put on colourful clothes and male hats decorated with fake flowers on their heads, and armed with sickles and scythes set off towards the Turkish camp. The terrified Turks thought that they were seeing ghosts and ran off. The women of Gorjani thus freed their husbands, fathers and brothers. Ever since then they have been dressing up the same way on the feast of Pentecost and have kept the memory of this event alive in its authentic form. The only change is that instead of sickles and scythes, they now carry swords.

To all the visitors who decide to get acquainted with the rich tradition and beauty of the national costumes on 12 June, the hosts will also offer a one day pheasant hunt as well as a ride in a horse carriage, while everything will be topped up by the rich offer of Slavonian cuisine.



PHOTO: IVAN LOVRIC

The Tourist Board of the Osijek-Baranja County

www.tzosbarzup.hr

The Tourist Board of Đakovo

www.tz-djakovo.hr

St. Helena - International Knights' Tournament

An international knights' tournament will be held on 21-22 May in the area around the chapel of St. Helena and the castle in the town of St. Helena. Along with ten medieval camps, miniature fort models, medieval battle machines and knight contests, this event offers numerous workshops, such as medieval cuisine, money mints, archery and medieval inquisition. The tournament is organized in the memory of the battle which took place near St. Helena, which represents one of the most significant victories of Croats over Turkish conquerors. The battle took place on the 19 August 1557, on the plains along River Lonja, at the foot of St. Helena, when the Croatian army, led by Captain Ivan Lenković, beat the powerful Turkish army and made them run away.

The program will show the evening of the battle and one day in the life of Croatian peasants, craftsmen and soldiers, in that crucial year for the defence of this part of Croatia from Turkish attacks. Experts of old crafts will gather to show their work and skills, and their protection will be ensured by the military camp and soldiers equipped with replicas of medieval weapons.

Visitors will be able to see a whole collection of medieval weapons, colourful shields and iron suits in the knights' camps. The siege of the town will be played out in front of the visitors, rocks will be catapulted, and 'rams' will try to break through the strong town doors. The hungry will be able to taste hot porridge made from forgotten grains or the goose with honey, prepared according to a medieval recipe. At the knights' tournament in St. Helena, visitors who do not wish to be only spectators, can join in the knights' games, try shooting with a bow and arrow, ride in a carriage or go horse back riding.



PHOTO: JAKOV ĐINDIĆ

St. Helena is a village located near the town of St. Ivan Zelina in the north-east part of Zagreb County, around 15 kilometres from the city of Zagreb.

The Tourist Board of Zagreb County

www.tzzz.hr

The Tourist Board of St. Ivan Zelina

www.tz-zelina.hr

The knights of Zelingrad

www.vitezovi-zelengradski.hr

Biograd na Moru - Harley Davidson Days

After Barcelona, St. Tropez, Berlin, Hamburg, Villach and Vienna, lovers of Harley Davidson motorbikes will be welcomed by Biograd na Moru, from 26 – 29 May. More than 20 000 motorists from all over Europe are expected at the 20th Harley Davidson Days. This year it will be one of the largest motorcycle events in Europe. The promoters have announced that numerous famous bands will be performing on three large stages and that there will be a spectacular fireworks display. The main event will be the parade of motorcycles, the presentation of bikes with added finishing touches and a Harley Davidson demo- truck, with a whole fleet of the latest models from this legendary motorbike manufacturer, for visitors to try out.

This spectacular four day event is being organized by the Harley Davidson Motor Company and Biograd na Moru. Once the coronation town of Croatian kings, Biograd na Moru is today a famous tourist and nautical centre. This small town lies on a peninsula surrounded by modern marinas and a sea front from which an unforgettable view stretches to Pašman Canal and the islets scattered on it. Biograd is located in the centre of the Croatian coast, and in its proximity there are five national and two nature parks.

The Tourist Board of Zadar County

www.zadar.hr

The Tourist Board of Biograd na moru

www.tzg-biograd.hr



PHOTO: IVO PERVAN

■ Projects

Konavle - The Expansion of Agrotourism in the South of Croatia



PHOTO: ŽELJKO TOMAS

The Tourist Board of the Dubrovnik- Neretva County

www.visitdubrovnik.hr

The Tourist Board of the Borough of Konavle

www.tzcavtat-konavle.hr

Konavle is an area in the far south of Croatia where agrotourism is developing more and more. As a support network, Agrotourism Konavle Association, which already has 95 members, was established last year. Members are mostly wine makers and accommodation providers in the rural area, followed by country farms and pubs, oil makers, producers of traditional souvenirs from Konavle, traditional craftsmen such as locksmiths and sculptors, painters, honey makers, cheese and dry fig producers.

All of them work in Konavle, an area which is specific for its unique landscape. It is an area of special natural beauties and contrasts: hills and plains, mounts and rocks, blue and green. From the north, Konavle is edged with mountains, from the south by the Adriatic Sea, it stretches in the east to the mere entrance of the Bokkotarska Bay and the Prevlaka Peninsula, and in the west, it descends to the beautiful, tame bays of Cavtat and Obod.

The preserved nature, the unique and highly valuable rural architecture, the numerous monuments of a thousand year old history of this area, the ancient traditions preserved through folklore, the unique traditional costume and the Konavle embroidery, the harmony of man and nature are all things which make Konavle unique and recognizable.

Konavle villages have up until today kept the tradition of stone architecture from the time of Dubrovnik Republic. Set in the original landscape, they tell the story of every segment of life, culture of living, culture of land cultivation and respect for traditional crafts, as well as a feeling of belonging to the special ambience of Konavle. They are, today, representative examples of the rural tourism offer of Konavle, the south east part of today's Dubrovnik Riviera. The Dubrovnik Republic rounded off its territory in the 15th century through buying this area from the Bosnians. Konavle was of great importance due to agriculture, cattle breeding and maritime affairs as well as its strategic meaning. The people of Dubrovnik thus managed to keep their rule there skilfully and efficiently, during the whole time of their reign in the city, as well as on their other estates. Their ruler was a prince who kept court in his castle in Pridvorje. The name Konavle is rooted from the Latin word canale, canalis, and in local dialect konali, kanali, (chanel) which was probably inspired by the waterworks which, in Roman times, supplied water from Vodovađa to Epidaurus, today's Cavtat. The natural beauties, the rich cultural and historical heritage and other tourist offers, make Cavtat one of the most attractive destinations for a holiday on the Adriatic coast.

Brač - A Health Tourism Centre on Vidova Gora (Vidova Mountain)

PHOTO: SERGIO GOBBO



Vidova Mountain, situated on the central Dalmatian island of Brač, has the highest peak among the Adriatic islands, with its 778 meters of height. The mountain boasts the largest black pine forest on the Mediterranean and because of the mixing of the mountain and the sea air Vidova Gora is famous for its natural medicinal qualities. This was also recognized by a Swiss company which has decided to build a health tourism centre worth around 300 million euros on Vidova Gora. The centre should become the first oasis with year round tourism on the island of Brač. The building plans encompass four clinics, an 850 bed hotel, a high category villa, wellness and shopping centres, more sports and hospitality facilities, as well as a heliodrome. Vidova Gora was named after the church of St. Vid, which was once located at the top of the mountain but lies in ruins today. Since the ancient times, the locals of Brač have connected this mountain to the ancient Slavic god Svedid. Many fantastical stories have been told about it.

A unique view stretches towards the south from the top of Vidova Gora. Deep down at its foot is the wine growing, green plain of Bol with the famous, pebbly beach Zlatni Rat, considered one of the most beautiful in the world. During the winter, Vidova Gora is often under a white blanket of snow, so if the roads are accessible, it becomes a winter resort. The island of Brač was most probably named after a deer, a legendary animal of the Ilirian tribes which it was inhabited by called brentos. The Greeks called it Elaphusa and Bretanide, from the word elaphos – deer.

The Tourist Board of the Split-Dalmatia County

www.dalmatia.hr

Croatia Writes Out the World's Biggest 'WELCOME'

Four Croatian adventurers have been writing out the letters of the largest 'welcome' in the world during their two months' travels. They are: the author of the «Welcome» project Daniel Lacko, cameraman Marko Rukavina, the organizer Čedo Josipović and the photographer Luka Tambač. Their 62 day long trip, which will cover 2500 kilometres, and encompass the Croatian coast and coastal areas, begun at the beginning of April. The course of their expedition - in which they will be walking, cycling, kayaking, climbing up and down rocks and canyons, flying with a parachute wing and using other, exclusively human body powered means of travel, without any motor operated vehicles, from Savurdija in Istria to Dubrovnik in the far south - will spell out the word «welcome».

The aim of this project is the promotion of Croatia as an ideal destination for adventure and short trip tourism, introducing tourists to the undiscovered natural beauties of this hospitable country. The four adventurers will travel through eight national parks, three nature parks, four protected landscapes, nature reserves and geomorphologic monuments, six rivers and eleven mountain peaks.

In the two months, the adventurers will personally live out their travels through their own experiences, using only their bodies as a means of travel – walking, cycling, kayaking, climbing and swimming.

It is also interesting that anyone who wishes to participate in this project can join the adventurers at any time during the trip, which began on 5 April in Savurdija's Bay of Gamboz. This unusual trip which should end on June 5th, can also be followed through the websites www.welcome.hr, twitter on twitter.com/welcomehr and Facebook page facebook.com/welcomehr 'The World's Biggest Welcome'. The crew is noting and filming everything along the way: people, places and areas which they are passing through.



PHOTO: LUKA TAMBAC

Project Welcome

www.welcome.hr

■ Investments

Donja Stubica - Thermal Bath Spa 'Jezerčica' Gets a Face Lift

Additional building works have started in thermal bath Jezerčica in Donja Stubica, which include the extension of the covered winter water park and additional facilities. The complex will cover 2800 square metres and will consist of four swimming pools, facilities for children, recreational swimming, various hydro massaging effects and new panoramic saunas with a view of Zagreb's mountain and its peak Sljeme.

These thermal baths are located in the heart of Croatian Zagorje, on the source of the natural medicinal thermal water, in the peaceful surroundings next to the Nature Park Medvednica. The most valuable asset of the thermal baths is the natural thermal water (38°C), which wells out at the complex itself, and which has been conveyed throughout the whole hotel complex and the wellness centre. The centre offers a rich choice of western holistic techniques and traditional eastern procedures and treatments for face and body.

The facility includes four congress halls, while the hotel offers accommodation in 48 rooms. The town of Donja Stubica is located in the central part of the northern slopes of Medvednica, in the middle of the Stubica valley. It was first mentioned in written documents in 1209. As a parish centre, it was first mentioned in 1334, when the suburb assumed traits of an urban settlement as a market town with developed trades. Stubica was at the core of middle European events at the time as a centre of the Croatian-Slovenian peasant revolution, under the leadership of Matija Gubec, which ended tragically in bloodshed on the field near Stubica on 9 February 1573.

There were a few courts and castles which flourished during the Baroque period from the 16th to the 19th century, in the area of Donja Stubica. The most famous castle is Stubički Golubovec, while the parish church of the Holy Trinity is one of the most monumental Gothic sacral monuments in Zagorje.



PHOTO: DANI CELIJA

The Tourist Board of the Krapina-Zagorje County

www.tz-zagorje.hr

Donja Stubica

www.donjastubica.hr

Terme Jezerčica

www.terme-jezercica.hr

A Golf Course Near Umag and Buje



PHOTO: RENCO KOSINOŽIĆ

Building of a golf course under the name Markocija Golf Resort should soon begin in the proximity of Umag and Buje in Istria. The golf course will stretch across more than 103 acres. The building of three new resorts is also planned: Markocija, Kočevarija and Glavica, with different types of accommodation units, and a maximum capacity of 750 beds. Also planned is the building of 40 apartments, 64 terraced villas, 55 detached villas with pools, and a highest category hotel with 76 rooms and numerous additional contents, such as a conference and spa centre, children`s club and a large number of restaurants. The central part of the facility, which should be completed in two years, has been reserved for a catering area, a communal swimming pool and a reception desk for this zone. The whole investment is worth more than 100 million euros. Even though the construction of the golf course will begin before the building of the resorts, it is expected they will be completed at approximately the same time. This facility will be opened all year round.

The Tourist Board of the Istria County

www.istra.hr

■ Croatia in the World

Kamenjak - The Istrian Cape Among the Most Desirable Secluded Beaches

The Istrian cape Kamenjak has recently been listed among the ten most desirable and interesting hidden beaches of the Mediterranean, according to The Lonely Planet, one of the most influential tour guides in the world.

Kamenjak was described as the 'wild beauty', situated south of Pula, which has earned its cult status among the visitors to Croatian beaches because of its wild, untouched nature and the feeling that you are standing at the «world`s end». The Lonely Planet points out its protected nature reserve status and the beauty of the crystal clear, blue-green sea, sandy bay, an abundance of wild flora and a labyrinth of dusty paths. For all those in search of fun and entertainment the beach bar is also recommended.

» If you have had enough of crowded beaches, visit Kamenjak» recommends the popular world tourist guide, pointing out that on Kamenjak you can find some of the most hidden corners of the Mediterranean.

Cape Kamenjak has thus rightly found itself neck to neck with beaches like Cabo de Gata and Cap de Favartix in Spain, Banyuls in France, Cala Gonone in Sardinia, Delimara in Malta and the coast of the Tiren Sea in Italy. Also here are Luštica in Montenegro and two Turkish beaches Kabak and Goekceada.



PHOTO: SERGIO GOBBO

The Tourist Board of the Istrian County

www.istra.com

Zagreb - The Most Promising New Destination



PHOTO: IVO PERVAN

On the recently held international tourism fair TTF & OTM (Travel Tourism Fair & Outbound Travel Mart) in Mumbai, the capital city of Croatia was proclaimed the most desirable new destination outside of India and won the «Award for Excellence – the most promising new destination».

Zagreb was introduced independently as the capital city of Croatia and as a tourist and cultural centre. Participating in the fair were more than 700 exhibitors from 31 states and from 25 Indian federal states which introduced their tourist destinations.

Travel Tourism Fair & Outbound Travel Mart, which was held in Mumbai 18 - 20 February, is the largest Indian tourism fair but also the only one which focuses on trips outside of India.

The Tourist Board of Zagreb

www.zagreb-touristinfo.hr

Stock Markets Review - Croatia Offers Fantastic Accommodation



PHOTO: DAMIR FABJANIC

In the report of the property website Stock Markets Review, Croatia was described as a country which offers fantastic accommodation along its coast. Foreign tourists get attached and often return to the same apartments, some even wanting to stay for good.

The author recommends a direct rental of an apartment or a house, depending on the number of people wishing to stay and points out that price differs depending on location, the most expensive accommodation being the one closest to the beach. Tourists are recommended quality construction apartments which will also include the service – accommodation typical for Croatia.

Stock Markets Review

www.stockmarketsreview.com

Plitvička Jezera (Plitvice Lakes) - Another Award for this Croatian Pearl

One of the pearls of Croatian nature, Plitvice Lakes, has found itself on the list of the «10 most beautiful waterfalls in the world» according to BudgetTravel, which was recently published in the Travel section by CNN. Plitvice are in the third place, right after Niagara Falls, which separate Canada from the US, and Hanakapi'ai Falls (Kauai, Hawaii).

The Americans praise the beautiful Plitvice with the following words: «If the Grand Canyon was covered in green moss and laced with 16 lakes and thousands of waterfalls along its rocks, it would somehow resemble the National Park Plitvice Lakes which are located in the southwest of Croatia».

The article describes the colour of water in the lakes as intensely turquoise, thanks to the unique combination of minerals and organisms from the area of Dinarids. Also, those who find their way to Plitvice are advised to discover them on their own rather than in a group, as that way they will be able to peacefully enjoy all the beauties of the area and stop, rest and cool down wherever they choose to.

The article advises that the best and simplest way to reach Plitvice is from Zagreb, by a two hour car ride.

It is best to visit Plitvice during sunny and warm weather, from May to September, recommends BugdetTravel, which on its list of the world's most beautiful waterfalls also included Iguazu (Argentina), Yosemite (California), Victoria Falls (Zimbabwe and Zambia), Sutherland (New Zealand), Gullfoss (Island), Angel Falls (Venezuela), and the waterfall Langfoss in Norway.

Plitvice Lakes were listed on the UNESCO list of world heritage in 1979 as a world pearl of priceless value, among the first in the world. Their specific beauty is a sanctuary for nature lovers and an inspiration to artists, while their uniqueness and rich nature are an occupation for scientists. Today's offer enables visitors to choose a specific tour programme which will enable them to get to know Plitvice Lakes through activities such as walking, riding in an electronic boat or a panoramic train, photography, paddling, hiking and skiing. Accommodation can be found in the hotels Jezero, Plitvice, Bellevue, Grabovac and campsite Korana.



PHOTO: IVO PERVAN

National Park Plitvice Lakes

www.np-plitvicka-jezera.hr

Zagreb - What The New York Times Said About 'Gastronomad' Club

The renowned New York Times has recently, in its Travel section, introduced American readers to the Zagreb restaurant 'Klub Gastronomada', in whose specially prepared seasonal menus he specifically mentions dishes from the Istrian 'boškarin' (Istrian autochthonous cattle, bull).

«This is a place for everyone who understands that each ingredient has its origin and history», describes Robert Rippl, one of the three owners of this Zagreb restaurant, which was opened in 2009. In the weekly travel section the reporter from the respected American daily newspaper, Alex Crevar, introduces his readers to the gastronomy concept and writes his impressions about the place where one can try 'regional Croatian cuisine'. The story about this Croatian restaurant found itself among reports about Sao Paolo, London, Milan and Columbus in the state of Mississippi. While Sao Paolo is recommended as a city of art and night life, London for the upcoming Royal wedding, Milan because of shopping and Columbus as the birth place of Tennessee Williams, a famous American writer whose centenary was recently celebrated, Klub Gastronomada is mentioned as a somewhat culinary laboratory in which experiments are performed on original local dishes, until the perfect taste is achieved. The author of the article writes about the idea of Gastronomads to participate in gastronomic and enological consulting for restaurants and local product breeders in Croatia and neighbouring countries, whilst he states that at the club itself the members and other guests can enjoy dinners with specially thought out menus. »A seasonal change of the menu is not enough. What is important to us is the micro season and we shall not offer anything even a week earlier than a seasonal product is perfect.«, says the co-owner of the restaurant.

Crevar describes how Rippl travels the country with his partners, in search of perfection, connecting clients with distributors of wine, truffles, olive oil and cheese, fresh fish and selected beef and lamb. The produce he selects does not only end up in the hands of his clients but also on the menu of the restaurant. Crevar is especially interested in searching for organic and indigenous products as well as traditional processing of ingredient and preparing dishes, stating as an example an ordinary jam, derived from old sorts of plums, which are, in Slavonia, cooked without sugar, preserving a full aroma of the fruit, which can be tasted in the restaurant as a filling for pancakes. He also describes the preparation of dried octopus salad which is unfailingly seasoned with onions grown in Dalmatia. He was especially impressed by the complicated and long process of getting the Istrian 'boškarin' to the gourmet table. Describing in detail all the phases of preparation of this Istrian specialty, served with baked potatoes and pancetta, the author of the New York Times article concludes that the meat is «so soft, it can almost be eaten with a spoon».



PHOTO: MARIO ROMULIĆ & DRAŽEN STOJČIĆ



PHOTO: MARIO BRZIC

The Tourist Board of Zagreb
www.zagreb-touristinfo.com

The New York Times
www.nytimes.com

Lubenice and Zlatni Rat Among the Most Beautiful Beaches in the World

The German daily newspaper Bild has made up a pre season list of the 40 most beautiful beaches in the world which people most love to visit in order to relax. The list includes beaches from the German island Sylt to New Zealand, the Caribbean, Hawaii, the Virgin Islands, Ibiza, Sardinia, Mauritius, Florida, Brazil and Thailand. Among them are also two Croatian beaches: the beach at the foot of the town of Lubenice on the Croatian island of Cres, and the well known beach Zlatni Rat in Bol on the central Dalmatian island of Brač.

The advantage of the beach at the foot of Lubenice is the fact that it is hidden away in the untouched nature and exudes the aromas of Mediterranean plants. It is not easily accessible but this did not stop Bild to list it in 15th place. Lubenice, a medieval stone fort which rises 378 meters high on the top of a cliff, is located on the largest Adriatic island of Cres and represents a jewel of Croatian rural architecture. Right after Lubenice, Bild listed the beach Zlatni Rat, which stretches like a tongue, almost half a kilometre into the blue sea. It grows with the depositing and settling of tiny pebbles around the underwater reef. The tip of Zlatni Rat changes shape, depending on waves and sea currents. Because of its peculiarity and beauty, it is one of the most famous symbols of Croatian tourism as well as the most attractive location for wind surfing.

First place on Bilds list was taken by the Australian Whitehaven Beach, the Spanish Cala Mondrago was in the second place whilst the Egyptian El Gouna was in the third place.



PHOTO: BRASLAV KARLIC



PHOTO: DAMIL KALOGJERA

The Tourist Board of Cres

www.tzg-cres.hr

The Tourist Board of the Borough of Bol

www.bol.hr

Bild

www.bild.de

Croatia - The First Destination in the New Program of Prestige Holidays



PHOTO: MILAN BABIC

Recently launched on the British market by the British tour operator Prestige Holidays was a specialized tourist offer for Croatia under the name «Love Croatia X». The program catalogue offers 23 holiday destinations and more than 70 hotels in Croatia as well as apartments, cruise offers and the possibility of combining two destinations for a holiday. Prestige Holidays was founded 22 years ago, it collaborates with British Airways and has up until now always orientated itself towards five star hotels in the Mediterranean, Canada and the Bermudas. The program for Croatia is offered as a part of the new brand «Essentially Prestige», which presents a wider offer of accommodation, including three and four star hotels and apartments. Croatia is the first destination which this British agency is offering as part of this new brand.

Prestige Holidays

www.prestigeholidays.co.uk

The Lonely Planet - «Sailing in Croatia»



PHOTO: MARIO BRZIC

The prestige Lonely Planet Magazine has published a 12 page report by Philip Marsden, under the title «Sailing in Croatia». The author was mesmerized by the beauty of Croatian islands, the sea, the imaginative gastronomy and the rich cultural heritage while sailing along the coast with the help of a skipper.

After Brač, Hvar and Šolta, he stopped in Vis, describing it as an island of wine, lime-stone terraces and olive groves. «Nothing embodies the restless, sea loving spirit of these islands better than Komiža» he wrote. He also visited the Fishing Museum in Komiža forest and noticed ancient historical traditions of the town that have lived to this day. In Korčula, through his personal experiences and stories from the locals, he went back to the distant past, describing the island as the home of Marco Polo, stating details from his life, his accomplishments and the influence of this world traveller.

Having seen outlines of Mljet and Latovo from the open sea, the author imagines battles that were once fought here, in these same waters and on the ships that were built in this area.

The reporter noticed the hospitality of the locals and described everyday life on the sea front, the wine cellars, fishing boats and small island bays. The island Šćedro was his final destination, where he visited the bay Mostir and the Dominican monastery.

Lonely Planet Magazine

www.lonelyplanet.com/magazine

■ Introducing

Vuglec Breg - Sheep for De-Stressing

The tourist village Vuglec Breg in Croatian Zagorje has come up with a unique 'de-stress' program in Croatia – looking after and feeding of sheep. The program is primarily aimed at managers, but also at anyone else who wishes to escape from the stresses of everyday life and the fast city bustle for a few days. The three day program includes two overnight stays with accommodation in one of Zagorje's traditional houses including breakfast, lunch and dinner. Along with looking after and feeding 25 sheep on a meadow on the southern slopes of Vuglec Breg, the program includes the feeding and grooming of ponies. Those who wish to look after the sheep will have a three legged stool, a shepherd's stick and a sheep dog Riki at their disposal, while those interested in additional activities, can join the owners in seasonal work in vineyards or orchards, chopping of wood, and other farm activities. The de-stress program is available throughout the year.

Vuglec Breg is located only about 40 kilometres away from Zagreb in the heart of Croatian Zagorje, among beautiful green hills. It is located in the area of Krapina in the picturesque village of Škaričevo, only four kilometres from the Zagreb-Macelj motorway, and the same distance from the thermal spa Krapinske Toplice.

Vuglec Breg stretches across a surface of 12 acres and was built on the foundations of the old Zagorje village Vugleci. The restored village is today made up of three original Zagorje houses, a restaurant, a wine cellar, a gazebo with a clay oven and barbecue. Also restored were the old wells that once served as water supplies, and an old Zagorje 'klet' (a wooden hut usually found in the vineyards, where tools and some wine is kept).

There are many trails and paths on offer for lovers of refreshing long strolls or mountain bike rides in the fresh air, all of them surrounded by vineyards, orchards, forests and meadows.

Apart from relaxation and wine and gastronomy pleasures, Vuglec Breg offers various sports, recreational and entertainment contents. Two sports fields with artificial grass and lighting are intended for tennis, football, badminton, volleyball and similar sports, while the small children's playground and the ponies will keep the younger guests entertained.

In the proximity of Vuglec Breg there are a few lakes adapted for sport fishing.



PHOTO: MATEJA VRCKOVIC



PHOTO: JOSIP POSAVEC

The Tourist Board of the Krapina-Zagorje County

www.tz-zagorje.hr

Vuglec breg

www.vuglec-breg.hr

Zagreb - A Witch Hunt and Revealing the Secrets of Grič and Famous Authors

Did you know that the last European witch was burned at the stake in Zagreb during the dark middle ages? Why and where were they burned, did they stand trial and which traditions accompanied this dark deed? All of these questions are important parts of Zagreb's history which tourists can from now re-live as participants of the latest sightseeing tour under the name «Vještičje Kolo» (Dance of the Witches). Participants of this program will literally be dragged into the mysterious witch hunt, just like between the 14th and the 18th century, when more than 250 witches were burned in Zagreb. The tour begins traditionally, with a narrative story, but with the sudden appearance of mysterious characters, the participant become active hunters for the 'real' witch of Zagreb. The story then gets hotter, the hunt continues, and then a number of details about real events that occurred in Zagreb at that time are revealed. The tour also describes what Zagreb once looked like as well as the local traditions. For visitors more inclined to revealing the nicer side of history, especially the one connected to literature, a program under the name 'Knjigom po Zagrebu' (Zagreb Through a Book) is offered. This is an interactive sightseeing tour which enables visitors to get to know the rich literal heritage of Zagreb, as well as a string of less known details from the private lives of the literary greats. The tour is based on sightseeing the seven most representative monuments dedicated to writers in Zagreb, but the 'story' does not focus on the well known facts and concentrates on their private lives, which reflect the literal and political life of the country at that time. This particular approach enables tourists to get to know Zagreb from a very attractive but also less known perspective.

«Tajne Griča» (The Secrets of Grič, Grič is hill, a part of the old upper town of Zagreb) is the name of an interesting night tour of the Upper Town, aimed at visitors who wish to get to know the historical and secretive side of the capital city. Visitors actively participate in various played out events from the history of Zagreb, from which some will get chills, while others will mellow. The tour is based on historical facts as well as parts of the novels by the most read Croatian author Marija Jurić Zagorka, and famous city legends. The tour is unique because it takes place during night time and has a costumed guide and characters who present events from the history of Zagreb in a picturesque and interactive way.

«Dance of the Witches», «Zagreb Through a Book» and «The Secrets of Grič» are three new additions to the themed tour programs of Zagreb, which in its previous tourist offer already contains some fifty different programs.



PHOTO: NINO MARCUTI

The Tourist Board of Zagreb

www.zagreb-touristinfo.hr

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