Istria

Green Mediterranean

Presenting:

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Brussels, May 2012
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General Information about Istria

Geographical position:

The westernmost Region of the Republic of Croatia

The largest Peninsula of the Adriatic

Surface: 2.820 km²

Inhabitants: 206.344
General Information about Istria

Rich and Preserved Natural Heritage

- 535 km of Well-Indented coast
- Protected areas
- Natural Parks
- Various Plants and Animal Species
- Mediterranean Climate
- Cristal clear Sea

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Istria
Green Mediterranean
General Information about Istria

Rich History and Cultural Heritage

- Roman Amphitheatre - Pula
- Porec Basilica (UNESCO world Heritage)
- Medieval towns and castles on hill tops
General Information about Istria

EU projects in the Region of Istria

- number of international projects involving partners from the Region of Istria: 140 EU projects
- total value of projects realized in the Region of Istria through international projects: € 37 mil.
International Cooperation

- Assembly of European Regions (AER, member from 1994 - the first region from Croatia)
- Conference of Peripheral Maritime Regions of Europe (CRPM, from 2001)
- Association of Local Democracy Agencies (ALDA)
- Association of European Border Regions (AEBR)
- Institute of the Regions of Europe (IRE founder, 2005)
- Adriatic Euroregion (AE, founder - 2006)
- Waterregio (2006)
- Mediterranean Model Forest (MMFN founder, 2008)
- Assembly of Wine-Producing European Regions (AREV, from 2008)
- Council of European Municipalities and Regions (CEMR, from 2010)
- Euro-Mediterranean Regional and Local Assembly (ARLEM, 2010)
General Information about Istria

Bilateral Cooperation

- Hargita (Romania, Statement on the Future Cooperation Accord 10 May 2000)
- Regione Tuscany (Italy, Statement of Friendship, 6 October 1994)
- Regione Liguria (Italy, Letter of Intent)
- Regione Veneto (Italy, Statement of Intent 21 February 1995)
- Regione Friuli Venezia Giulia (Italy, Cooperation Protocol 22 February 1999)
- Somogy (Hungary, Cooperation Accord Accord 29 April 1998)
- Carinthia (Austria, Letter of Intent 21 April 1998)
General Information about Istria

Bilateral Cooperation

- Vojvodina (Serbia, 2001)
- Zenica-Doboj Canton (Bosnia and Herzegovina, 2004)
- Kerry County (Ireland, 2004)
- Yunnan Province (China, 2004)
- Trencin (Slovakia, 2004)
- Zhejiang (China, 2006)
- Sarajevo Canton (Bosnia and Herzegovina, 2008)
- Champagne-Ardenne (France, 2009)
- Regione Puglia (Italy, 2009)
General Information about Istria

Adriatic Euroregion

- Founded on June 30, 2006
- Headquarters in Pula, Region of Istria
- President – Mr. Ivan Jakovčić, President of the Region of Istria
- 26 members - Regional and local governments from Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania and Greece
- Institutional framework for jointly defining and solving important issues of the Adriatic region
Tourism in Istria Today

Main Figures in 2011

OVERNIGHT STAYS

<table>
<thead>
<tr>
<th>Country</th>
<th>Overnight Stays</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Croatia</td>
<td>65.120.000</td>
<td></td>
</tr>
<tr>
<td>Istria</td>
<td>20.660.000 (32% share)</td>
<td></td>
</tr>
</tbody>
</table>

ARRIVALs

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Croatia</td>
<td>11.200.000</td>
<td></td>
</tr>
<tr>
<td>Istria</td>
<td>3.010.000 (27% share)</td>
<td></td>
</tr>
</tbody>
</table>

MAIN MARKETS (overnight basis)

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>5.920.000</td>
<td>28,70 %</td>
</tr>
<tr>
<td>Slovenia</td>
<td>2.930.000</td>
<td>14,20 %</td>
</tr>
<tr>
<td>Austria</td>
<td>2.280.000</td>
<td>11,00 %</td>
</tr>
<tr>
<td>Italy</td>
<td>2.180.000</td>
<td>10,60 %</td>
</tr>
<tr>
<td>Belgium</td>
<td>250.000</td>
<td>1,20 %</td>
</tr>
</tbody>
</table>
Tourism in Istria Today

Lodging Facilities

- Camp sites: 111,100 (44.4%)
- Private accommodation: 56,800 (22.6%)
- Apartments & villages: 32,000 (12.8%)
- Hotels: 28,000 (11.2%)
- Marinas: 16,700 (6.7%)
- Other: 5,700 (2.3%)

**TOTAL:** 250,300 (100.0%)
Tourism in Istria Today

Istrian Experiences to Discover

- Blue Istria
Tourism in Istria Today

Istrian Experiences to Discover

- Green Istria
The Future of Tourism in Istria

Tourism Development Master Plan 2004-2012

1. Development Model
2. Competitiveness Plan
3. Investment needs & opportunities
4. Marketing Plan
5. Implementation Plan

Master Plan
The Future of Tourism in Istria

Tourism Development Master Plan 2004-2012

Extended identity
Healthy way of life
Human scale
Safe
Romantic

Central identity
Relaxation
Educated
Family values

The green Mediterranean hideaway
Authentic towns
Pine trees peninsula
Clean environment

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The Future of Tourism in Istria

Tourism Development Master Plan 2004-2012

- Active, sport holidays and shortbreaks, related to healthy way of life
- Fishermen village, tranquil way of life
- Concentration of active experiences with a rich cultural heritage
- A nature experience including traditional fishing activities with a touch of art
- Romantic town in a dreamy Mediterranean surrounding

- Preserved traditional way of life, to enjoy the Istran culture, gastronomy and nature
- Blend of nature and heritage, artists’ paradise. Where the hills meet the sea
- Preserved seaside for active and nature based family holidays
- Culture, history... and beaches. The place for your meetings
The Future of Tourism in Istria

Tourism Development Master Plan 2004-2012

The benefits of the MP

• synergy obtained by the agreement of the key players on the future tourism development of each destination,
• stronger position on the tourism market,
• greater attractiveness for investors.

The benefits of the implementation of the MP

• faster restructuring and repositioning,
• higher productivity, higher occupancy rates and higher selling prices,
• higher level of satisfaction of the guests,
• higher Return on investments (ROI), faster economic growth,
• higher quality of life of the local population.
The Future of Tourism in Istria

Our Challenges

- Strengthening the absorption capacities for utilization of funds from EU programs and other international sources
- Active role in developing multilateral cooperation in the area of Central and South Eastern Europe and in the Adriatic area
- Continuation of processes of cooperation launched so far
- Preparation of the Region of Istria for the Cohesion and other EU policies instruments
The Future of Tourism in Istria

Our Future Steps

• Croatia to become EU State Member in July 2013
• to gain access to EU funds – mainly for strategic projects in Istrian Tourism – in the next Financial Framework 2014-2020
• to realize a New Tourism Development Master Plan for the period 2014-2020
• to follow the Principles of Sustainability and Competitiveness in Tourism according to the NecsTour general policy
Thanks for your attention!

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