

Tourism

Introduction

Zadar County encompasses marine area from Island Pag to National Park Kornati and land area of Velebit, i.e. the central part of the Croatian coastline. This is the area of true natural beauty, inhabited from the Antique period, rich with cultural heritage, maritime tradition and hospitality. Zadar County is the heart of the Adriatic and the fulfilment of many sailors' dreams with its numerous islands as well as interesting and clean underwater. It can easily be accessed from the sea, by inland transport and airways. Inseparable unity of the past and the present can be seen everywhere. Natural beauties, cultural and historical monuments have been in harmony for centuries, because men lived in harmony with nature. As a World rarity, here, in a relatively small area, within a hundred or so kilometres, one can find beautiful turquoise sea, mountains covered with snow, fertile land, rough karst, ancient cities and secluded Island bays. This is the land of the sun, warm sea, olives, wine, fish, song, picturesque villages with stone-made houses, to summarise - the true Mediterranean.



History of Tourism in Zadar

Tourism in Zadar has a long tradition. The historical yearbooks record that in June 1879 a group of excursionists from Vienna visited Zadar, in 1892 the City Beautification Society was founded (active until 1918), and in 1899 the Mountaineering and Tourism Society "Liburnia" was founded. At the beginning of the XX century, in March 1902 hotel Bristol was opened to the public (today's hotel Zagreb). Most important period for the development of tourism in Zadar County lasted from the 60's - 80's of the 20th century, when the majority of the hotel complexes were erected.



Geostrategic position

Zadar County has a very favourable geostrategic position. The region is located in the centre of the Croatian Adriatic coast. Total area of the County covers 7,486.91 km². Land area covers 3641.91 km², maritime area covers 3,845 km² and the island area 587.6 km². Geographically it includes the coastal area of Northern Dalmatia and hinterland of Ravni Kotari and Bukovica (rural tourism). It also includes, tourism-wise very interesting, part of the Velebit mountain massif with Velika and Mala Paklenica

canyons, as well as part of Lika (mountaineering, adventurous tourism) It has a crucial geo-traffic position for connecting Northern and Southern Croatia. In the North it borders with Lika-Senj County, and in the South with Šibenik-Knin County. Zadar County has a maritime border with the EU (Italy) and land border with Bosnia and Herzegovina.

Traffic connection

Zemunik airport, located only 8 km from the centre of Zadar, connects Zadar to Zagreb and a large number of European destinations.

In 2011, Zadar Airport recorded 3 399 passenger flights and 284 980 passengers. In comparison to the year 2010 there has been an increase in number of flights of 2.1% and in the number of passengers of 3.5%

Continuous increase of traffic and number of passengers is mostly the credit of low cost flights offered by companies Ryanair, Germanwings, Lufthansa, Intersky Danubewings and Eurolot. Zadar is connected to the following destinations: London , East Midlands, Paris, Bruxelles, Marseille, Oslo, Stockholm, Billund, Gdansk, Frankfurt, Berlin, Stuttgart, Düsseldorf, Köln, München, Friedrichhafen, Warsaw, Bratislava, Pula and Zagreb.

New, modern motorway A-1 Zagreb-Split makes Zadar County a very easily accessible tourist destination. A-1 Motorway is connected to the European road network. **Arrival to Zadar is very simple and fast: less than 3 hours of driving from Zagreb to Zadar.** Very attractive road "Jadranska magistrala" (Adriatic tourist road) passes along the coastline.

Regular passenger and ferry lines sail between Italian port Ancona to Zadar port. All ports, including the ones located on Zadar islands, are accessible by regular ship and ferry lines. During the summer season, frequency of all boat and ferry lines increases. Zadar Bus Station is located in the centre of Zadar and has a large carrying capacity and the Zadar railway station connects Zadar with the railway line Zagreb-Knin-Split. Several taxi operators offer their services in Zadar with average price of **4EUR for rides up to 5km.**

Cultural and historic heritage

Cultural heritage of **Zadar** and the region from ancient times to recent past is rich and of great value. Remains of the Antiquity can be found in Zadar, as well as of Early Christianity and Early Medieval times. Zadar was the capital of Dalmatia for centuries, and today it is a regional centre with rich and worldwide known cultural heritage, which is still visible on every step: the Roman Forum from the 1st century, the church of St. Donatus from the 9th century, restored Romanesque church of St. Chrysogonus from the 12th century, bell tower of St. Mary's church from 1105,



Cathedral of St. Anastasia from the 13th century, People's Square with the Town Loggia and Town Guard from the 16th century, powerful fortification with impressive Port and Mainland gates from the 16th century, various palaces, villas and other cultural and historical monuments.

Numerous Zadar islands hold a very precious historical heritage. Zadar islands have old fortresses as well, Katelina on Vir and St. Michael on **Island Ugljan**, tower Torete on Silba, and on Dugi otok one of the most beautiful Croatian light houses.



Most valuable cultural heritage of the Zadar islands belongs to the **Pag Island**; the island of salt, cheese and lace. City centre of Pag originates from the 15th century, and is known for its street network planned by the famous Croatian civil engineer Juraj Dalmatinac. Pag is a unique monument of Medieval urbanism in Croatia. In the western Part of Pag bay on the Island of Pag, Caska is located. Today, Caska bay has only few houses, but its seabed hides a submerged city. According to historians, it is a Roman city which got

submerged in the 4th century as a consequence of an earthquake.

The Island Pašman hosts two valuable monasteries - a Franciscan monastery from the 14th - 18th century and Benedictine monastery from 12 - 15th century. The latter is significant as it is the only active male Benedictine monastery in Croatia, and it stands out by its valuable collection of old paintings and its attractive position. In the vicinity of Island Ugljan, on a small island Galevac there is a Franciscan monastery originating from the 15th century.

Near the city of Zadar, is the town of Nin located, a town over 3000 years old and as such one of the oldest in the Mediterranean. It was founded by the Liburnians in the 9th century B.C. and they named it Aenona. The town of Nin is the first political, religious and cultural center of the medieval Croatia. It is also known as the first Croatian royal town. Many civilisations left their marks which can best be seen in the old town centre, on a small island, in the middle of a shallow lagoon. Until today following churches have been preserved: St. Ambrose church, St. Anselmo church, St. Cross church and St. Nicholas church. Stone remains of Antique Nin are the remains of the largest Roman temple in the Adriatic originating from the 1st century, mosaic locality from the 2nd century, remains of Roman buildings in the surroundings of the St. Cross church from 1-6th century, Upper and Lower City Portals, two stone bridges and remains of the fortress walls from the Venetian period. Pre-Romanic churches St. Cross from 9th century and St. Nicholas from 11/12 century are widely known. Folk tradition says that seven major Croatian kings were crowned in the church of St. Nicholas in Nin. The church of St. Cross is also known as the smallest cathedral in the world.



Zadar hinterland in the area of **Ravni kotari and Bukovica** are rich with valuable cultural and historical monuments. Among them a special place belongs to monuments related to Templar knights and Order of St. John in Croatia whose seat was located in Vrana.

Centre of Ravni kotari, the town of **Benkovac**, is proud of its fortress and the old church.

The town of Benkovac is surrounded by five National parks and three Nature parks. Benkovac was an important historical centre, and bearing witness to that are the remains of numerous cultural and historical monuments in the town and in the surrounding area. In the vicinity is the ancient Asseria one of the most important Liburnian and later Roman settlement, whose origins date back to the Iron Age. The city is dominated by another important monument, the fortress Kaštel Benković from the 15th century.

The old fortress Kličevica and the Franciscan monastery Karin from the 15th century can also be found close to Benkovac.

Even deeper in the hinterland, in karst wasteland of Bukovica, in the Valley of Krupa River, an orthodox monastery Krupa from the 17th century is located, whose church is known for its frescos. Ravni Kotari and Bukovica, also, host many other old small



churches and towers, well incorporated in the surrounding landscape between Velebit hillsides and the seashore.

Urban structure of **Biograd** originates from the early middle Ages, although the area itself was populated long before. The urban centre holds protected monuments from middle Ages and the Modern Age (st. Stošija church, remains of the St. John and St. Thomas church, Matković fortress)

Natural heritage

The Zadar County landscape and geomorphological layers are rich in very diverse and valuable areas registered as parts of nature under certain degree of protection.

Attractive geomorphological area created by two canyons (Velika and Mala Paklenica) deeply cut in the Velebit - was pronounced a National park of Republic of Croatia (in 1949). **National Park Paklenica** is an exceptionally valuable natural phenomenon where in a relatively small area a large number of natural landmarks is concentrated, from geomorphological phenomena, mountain canyon with inexhaustible watercourse of Velika Paklenica, unusually rich



and diverse flora, to equally unusual fauna. Three Natural Parks belong to the Zadar County: Velebit (smaller part), Vransko Lake and Telašćica.

Natural Park Velebit almost matches the geographic border of the Mountain Velebit, approx. 150 km long and 10-30 km wide.

Natural Park Telašćica covers the area of South Eastern part of Dugi Otok Island with belonging small islands and a surface of 70.50km².

Natural Park Vransko lake, characteristic for its fresh water crypto depression is located in the immediate vicinity of the sea. Due to its specific, for this area unusual wetland locality and ornithological reservation its north-western part has been pronounced a Nature park.

Special reservations:

Ornithological reservation: Kolanjsko blato- blato Rogoza (Pag Island) stands out by its richness and diversity of the bird population and other characteristics of flora and fauna. In Kolanjsko blato and its close surroundings 163 bird species were recorded, out of which 66 are breeding bird species. This small swamp in the midst of the rock wasteland of the Pag Island, presents a true jewel of nature and life.

Ornithological reservation: Veliko i Malo Blato (Pag Island)

In these dry and hot, Mediterranean areas these are rare sanctuaries for waterfowl birds in their nesting period, migration and wintering. Recent studies recorded over 160 bird species. In Malo Blato one of the most important Croatian nesting areas for the Montagu's Herrier is located. Approximately ten couples of this bird of prey nest there, building their nests on the ground.

Forest vegetation reservation: Dubrava-Hanzine (Pag Island)

This special reservation keeps the protected indigenous forest community of Downy Oak and Oriental Hornbeam, and is significant scientifically as a valuable genetic material source in forestry. Studies have shown that during centuries the vegetation developed immunity to the climate and salt in this area. Thus, apart from offering a bit of green area to the Pag rocky wasteland it is very significant and has a large environmental impact.

Botanical reservation: Olive grove Saljsko polje (Dugi Otok)

This olive grove holds olive trees older than 700 years. By its age, size and appearance it is almost a unique botanic, aesthetic and tourist value.

Natural monuments:

Geomorphologic: Modrič cave (Rovanjska)

Modrič cave is the largest known speleological site located near the seashore in Croatia. Apart of its natural beauty visible to the eye, different geomorphologic, archaeological and speleological studies have shown its scientific value.

Hydrological: Una spring (Donja Suvaja)

River Una springs in Zadar County, some hundred or so kilometres from Zadar in Donja Suvaja, near village Srb. Spring is located at 448 altitude in a very narrow canyon where, water emerges to the surface from the depth of 205 meters in the form of round, calm and blue-green lake. Una is characteristic for its extraordinary biodiversity with a significant number of relict and endemic species along its entire course.

Rare samples of trees: Green Oak (Islam Latinski)

Green oak has been, due to its age (estimated over 250 years), impressive habitus and interesting morphological characteristics, pronounced a valuable natural monument as early as 1957. It keeps its foliage long in the wintertime (hence its name) and attracts great attention of biologists and foresters, as well as passer-by's and tourists.

Important landscape:

Zrmanja river canyon presents one of our most beautiful geomorphologic and hydrological karst phenomena. It is most developed in its final part from Obrovac up to the confluence in length of approx. 10km where it is up to 180m deep. The canyon is even more beautiful due to the contrast of the blue-green Zrmanja and the surrounding rocky wasteland. Today in this part of the canyon fresh water from Zrmanja and sea water mix, creating a specific and interesting biocenose.

North-western part of Dugi Otok - Saharun belongs to the group of most interesting and beautiful areas of the Zadar archipelago. Primarily due to the characteristics of the coast that is very indented and articulated creating a unique panorama of bays, lagoons, peninsulas and narrow isthmi. Special ornament of this area is one of our most beautiful beaches - Saharun.

Dubrava-Hanzine (Pag Island) includes the coastal area of the south-western part of the Pag bay, only two kilometres far from city of Pag. From one side it is surrounded by sea and a series of wonderful large sandy beaches, and from the other side with a rocky wasteland of the highest Island peak St. Vid (348m). Eastern hillsides of this hill chain descend to the sea with a series of picturesque karst formations so called "kuk" and "greda".

Island Ošljak is a small island in the Zadar channel approximately 4,5km far from Zadar and only 800m far from the neighbouring island Ugljan. For its clean sea, serene and clean small lagoons with beaches it is a popular excursion site for citizens of Zadar.

Monuments of the Park Architecture:

Vladimir Nazor Park is a significant horticulture site on our coast. It has been planted by Dragutin nobleman Blažeković from 1888 to 1890. The Park is marked with typical characteristics of parks located along our coast at that time and it is basically a landscape park. As much as 90 domestic and exotic trees and bushes can be found in the park.

Park Folco Borelli (St. Filip and Jakov) represents one of significant horticultural monuments of nature at our coast. It has been planted in 1902/03 by Alfonso Borelli, previous owner of the Park. It is shaped according to the Italian gardens of that time and elements of Baroque can be observed in the composition of the park.

Group of trees: cypress tree line (Biograd) is a very important horticultural monument of the Adriatic coast, located at the very entrance of the city of Biograd. Today the cypress trees are approximately 110 years old. Tree line is an unusually interesting horticultural site, given its age as well as interesting habitat of individual plants with very dense tree top.

Events

Musical Evenings in St. Donat

A festival with a respectable international reputation is held in St. Donat church, St. Chrysogonos church and in the cloister of St. Francis church, performing Medieval, Renaissance and Baroque music.

Where: Zadar

When: July

www.donat-festival.com

ZADAR SNOVA (Zadar of dreams) – International Festival of Contemporary Theatre and Performing Arts

Zadar Snova is an international festival which celebrates the diversity of performing arts, from the newest theatre praxis, passionate dance and music productions, artistic interventions and performances, to inevitable fusions of all genres and media. The Festival is a platform for the development of the local independent scene, and has done a large number of its own productions as well as co-productions. It is also a member of national and international cultural networks.

Where: Zadar

When: August

www.zadarsnova.hr

Film Forum Zadar

Film Forum Zadar is an international film festival that brings together a number of artists from the film industry and often very well-known artists.

When: August

Where: Zadar

Zadar Summer Theatre Festival

Performances and concerts take place in the cultural and historic ambience of the city of Zadar.

Where: Zadar

When: July

<http://www.hkk-zadar.hr>

Zadar Summer Theatre

Acting performances of the Croatian National Theater Zadar taking place in the courtyard of the Providur palace in Zadar.

Where: Zadar

When: June-August

<http://www.hnk-zadar.hr>

The Šokol Fiesta in Nin

A traditional gastronomic event accompanied by a rich cultural and entertainment program. This manifestation was first organized in 2003 on the initiative of the Tourist Board of the city of Nin, with the aim of promoting “šokol”, a unique gastronomic product that has been prepared in the Nin region since medieval times, and preserving this gastro-tradition.

Where: Nin

When: July

www.nin.hr

The Cultural Summer Festival of Sali – “Saljske uzance”

This is an autochthonous folk event. During the first day of the fiesta you can enjoy traditional contests (rope pulling, potato bag racing, stilt races, and other), and experience the event “Ribarska noc” (Fishermen’s Night) with a special way of rope pulling. The most festive event takes place when boats with lighted lanterns sail into the illuminated port. There is also a special feature of this festival – “Tovareća muzika” (Donkey Music) where young men in special traditional outfits walk through the village and play the horns and drums.

Where: Sali

When: July, August

www.dugiotok.hr

The Cultural Summer Festival of Biograd

Various sports, entertainment, cultural, fishing, folklore and other events take place every day at the waterfront, on “Ilirija” swimming pool, at stadiums or on a special summer stage.

Where: Biograd na moru

When: July, August

more: www.tzg-biograd.hr

The Summer Carnival in Pag

This is the oldest carnival on the Adriatic, and it takes place on the main town square. Cultural clubs, children’s choirs, disguised groups from various carnival towns take part in the Carnival, dancing the traditional wheel-dance of Pag, accompanied by the Town Brass Band. The Carnival reaches its climax at the closing ceremony when the Carnival Prince Marko is burnt on the town square.

Where: Pag

When: July

www.pag-tourism.hr

The feast day of Our Lady of the Snows

August, Kukljica, island Ugljan

This manifestation starts in the morning with a festive Mass and a procession of boats carrying a statue of Our Lady of the Snows. Sports and entertainment program starts in the afternoon. The feast day of Our Lady of the Snows (Gospe od Sniga) is specially celebrated by the parishioners of Kukljica. In the morning they sail by boat from the parish church to the sanctuary of Our Lady of the Snows, after which follows a Mass celebration. A procession of boats is continued after the Mass, when the statue of Our Lady is returned to Kukljica.

Where: Kukljica

When: August

www.kukljica.hr

The Flower Fair in Sv. Filip and Jakov

The fair lasts for three days and offers various eco-workshops, flower arrangement presentations, art exhibitions, fashion shows, flower shows in the main street and an entertainment program.

Where: Sv. Filiip i Jakov

When: April

www.sv-filipjakov.hr

The Fishermen's Fiesta of Kali

The main aim of this event is to promote the tradition of fishing. It consists of various exhibitions of multimedia, art and 3D fishing vessel models, demonstration of fishing skills, preparation and tasting of fish specialties. A fair of fishing tools and equipment is also held. A special feature of this Fiesta is a march-past of around twenty fishing vessels along the Zadar Channel.

Where: Kali

When: August

www.kali.hr

The Ugljan Week of Entertainment

Various events, exhibitions, folklore dance evenings, concerts of classical and popular music and tournaments are held at a local waterfront, in St. Jerome's monastery and on the Cultural Centre Square.

Where: Ugljan

When: July, August

www.ugljan.hr

Knightly days in Vrana

A several-days-long tourist spectacle of historical knight fighting's against the Turks for defending Vrana. During the event medieval encampments are constructed and represented are horsemen knights from Croatian and other countries. Knightly tournaments and plays are organized and as well as a representation of old crafts. The manifestation also includes medieval cuisine.

Where: Vrana, Pakoštane

When: August

Vinfest Benkovac – A festival of wine

The manifestation was launched with the goal of presenting and promoting winemaking of northern and central Dalmatia. It established itself as one of the most important of its kind in Dalmatia.

Where: Benkovac

When: July

Following the trails of Winnetou

Fans of the legendary Karl May movies about the Indian chief Winnetou gather and visit the original locations where the movies were shot.

Where: Starigrad

When: April

www.rivijera-paklenica.hr

Sea and beaches

Zadar County coastline is one of the most indented and clearest in the Mediterranean. The Zadar Riviera is situated on the most indented part of the Adriatic, abundant with small bays, islets and islands, which are easily accessible thanks to a high quality of excursion programs. Zadar County can be proud of its aquatorium which exceeds 3600 of square meters and more than 120 islands and archipelagos. The sea water in the Zadar County is of the highest quality in the Adriatic coast.

According to sanitary testing the quality of water on the beaches of Croatian Adriatic, carried out by the Croatian Public Health Institute and the Ministry of Environment protection, spatial planning and construction in 2009, out of total of 93 beaches (sites), 90 sites (96,77%) belong to the category of excellent quality of sea water, whereas only 3 sites (3,23%) belong to the good quality category. No samples were found unsatisfactory. Health and Ecology Service of the Zadar Public Health Institute has



created profiles of all beaches in the Zadar County where quality of water is tested. Each profile includes a photograph and the description of the location, data on existing beach accessories, coffee bars, sanitary facilities, showers, etc. Data are regularly updated and available at <http://www.izor.hr/bathing/bathing.html>.

In 2012 the Blue Flag award for the cleanest beaches on the Adriatic was awarded to numerous beaches in the

Zadar county - Prosika beach in Pag, the beach Bluesun of the Hotel Alan in

Starigrad, the beach of the tourist resort Zaton in Zaton, the *beach Borik* in Borik, beach *Jaz* in Preko, beach *Iza Banja* in Sv.Filip i Jakov, as well as the beaches *Bošana* and *Dražica* in Biograd.

Climate

Largest part of the Zadar County has the Adriatic type of the Mediterranean climate. Summers are hot and dry, winters mild and humid, and insolation high. While on the coast the climate is Mediterranean, in the hinterland it is continental, and even mountain climate can be found on the Velebit Mountain. Such unusual combination in such a narrow area is extremely rare and supports development of diversified tourism activities. Adriatic Sea is a warm sea. Surface temperature usually does not drop



below 10 °C not even during wintertime, and in the summer it does not exceed 25°C. Zadar County has 2550 sunny days in average per year. Number of days with temperatures below 0 °C is negligible; up to 16 days per year. Average temperature of the coldest month - January, is not lower than 3 °C.

Reasons for investing in tourism of Zadar County

- Zadar County is safe, attractive, hospitable and environmentally aware county.
- Fast development of tourism offers investors a unique opportunity to invest in a continuously growing dynamic sector.
- Croatia has successfully built the image of a safe and attractive tourist destination, which is a significant competitive advantage given the fact that in today's times safety is one of priority factors in deciding on a tourist destination.
- Non existence of highly categorized tourist objects.
- Entire season is not used and tourist facilities and capacities are available.
- Underdeveloped tourism in the continental hinterland of the Zadar County (only 15 registered establishments engaged in rural tourism).
- Growing interest for high-quality tourist offer.
- Growing market interest for selective forms of tourism, for which high potentials exist.
- Croatian tourist sector has grown significantly during past several years.
- Some cultural landmarks are internationally acknowledged, and only partially used.
- Clean natural environment.
- Guest loyalty is high.
- Continuous growth of interest in outbound markets for Mediterranean destinations.
- Possibility to develop sport tourism with an emphasis on golf.
- Large number of quality suppliers of alimentary and other products.
- Liberalisation of the visa requirements

Investments in tourism

According to set models of privatisation, privatisation of hotel and tourist state owned companies will continue, active policy will be carried out in order to give priority to brands or such owners who will transfer the management or leading to prominent brands. Priority is given to investments in high quality tourist facilities connected to job openings. Trend of fast development of tourism is caused by the foreign tourist demand dynamic, it offers a possibility for different business initiatives and investments in tourism as a continuously growing business sector.



Destinations

The largest number of guests per venue in 2009 visited Zadar which is followed by Biograd n/M, Pag, Starigrad, Pakoštane, Vir, Zaton, and Nin.

Table 1. 10 leading cities and municipalities per number of arrivals of tourists in Zadar County in 2009

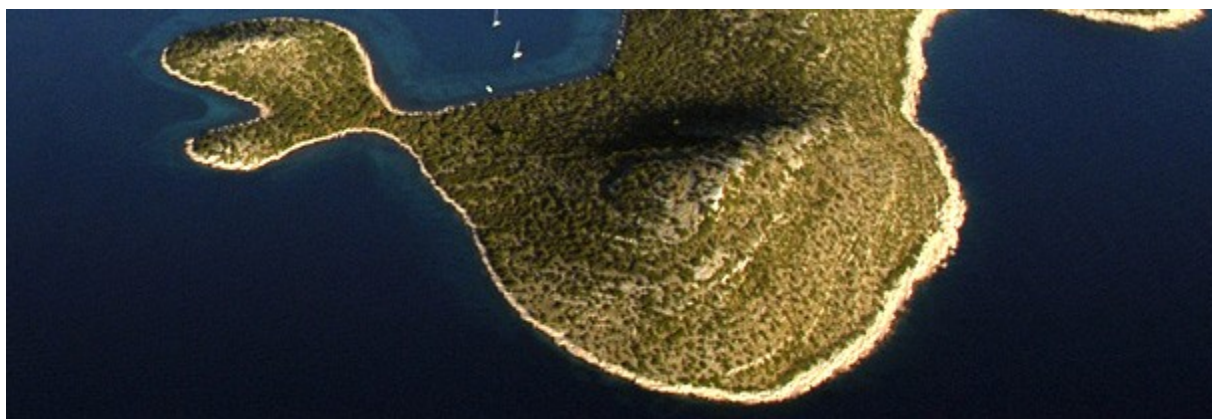
Locations	Hotels, tourist settlements	Camps	Private accommodation	Resorts	Marina	TOTAL
Zadar	450,077	54,899	330,682	53,306	92,236	981,200
Biograd	178,701	243,495	189,333	12,818	218,348	842,695
Pag	77,030	239,642	347,418	10,908	18,008	693,006
Nin	114,015	203,924	96,811	-	-	414,750
Pakoštane	54,834	124,999	216,565	15,609	-	412,007
Zaton	118,190	197,616	54,222	-	-	370,028
Filip and Jakov	69,378	85,012	154,237	13,914	-	322,541
Starigrad	71,960	103,436	107,579	-	-	282,975
Sukošan	-	25,787	99,987	13,234	47,497	186,505
Privlaka	2,190	48,718	123,561	-	-	174,469

Source: Croatian bureau of statistics

Table 2. 10 leading cities and municipalities per number of overnight stay of tourists in Zadar County

		Total	Domestic	Foreign	Indexes I. – XII. 2009. I. – XII. 2008.		
					Total	Domestic	Foreign
Zadar	arrivals	276 666	55 342	221 324	95	89	96
Biograd na Moru	arrivals	144 672	24 321	120 351	112	89	118
Pag	arrivals	98 005	10 538	87 467	98	102	98
Nin	arrivals	93 578	11 420	82 158	95	85	97
Bibinje	arrivals	60 737	2 419	58 318	104	89	105
Starigrad	arrivals	54 432	5 465	48 967	96	93	97
Pakoštane	arrivals	49 790	10 382	39 408	101	113	98
Vir	arrivals	43 135	6 799	36 336	93	82	95
Filip i Jakov	arrivals	38 600	11 339	27 261	89	83	92
Sali	arrivals	24 175	3 127	21 048	46	37	47

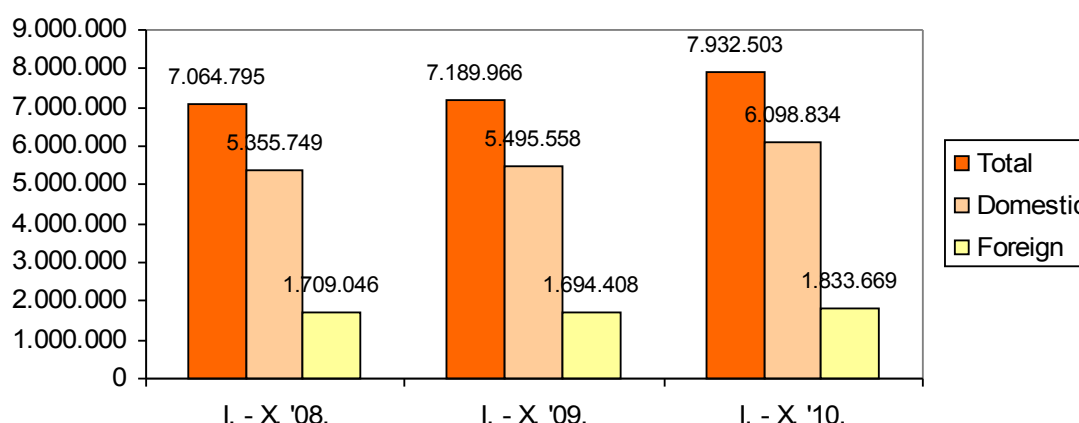
Cities and municipalities located in the coastal area of the Zadar County lead in number of guests and overnight stays, whereas in the continental part there is still a lot of room for development of tourism. In 2008 Development Agency of the Zadar County launched an initiative for development of rural tourism in the County. It organised trainings for existing and potential suppliers of tourist services in the Zadar County hinterland, and until today, in cooperation with UNDP (COAST project), two multilingual catalogues have been published in order to promote rural tourism.



Guests

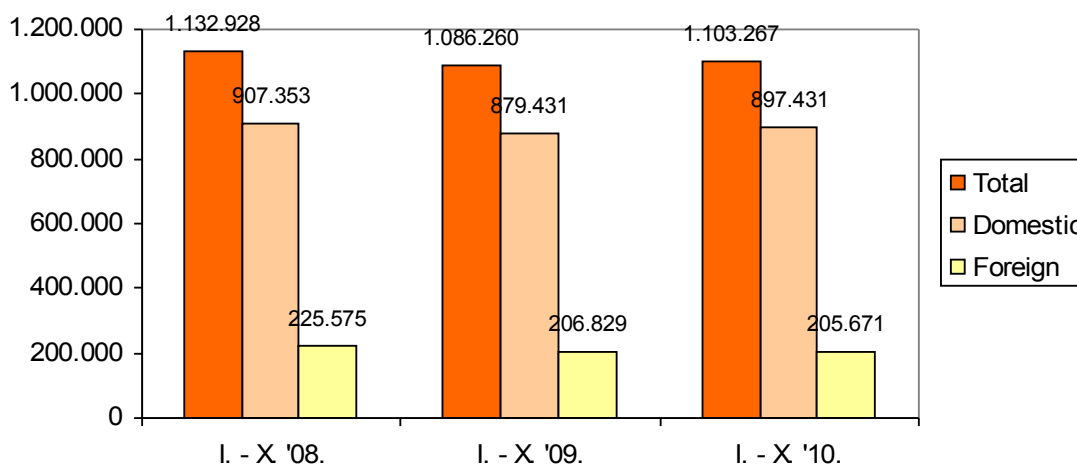
In 2010 Zadar County was visited by 1,119,119 guests. In years of the recession when numerous countries record losses it is a commendable increase of 1% in comparison to the same period in the previous year. A total of 7,973,587 overnight stays have been realised, which is a 10% increase compared to the same period of last year (domestic guests realised 1,855,026 overnight stays or 6% more, and foreign 6,118,561 overnight stays or 11% more than last year), out of which 77% are foreign and 23% domestic guests. In average, duration of stay was 7.1 day (which presents an increase, since during previous year it was 6.6 days).

Table 3. Number of overnight stays from January to October '08./'09./'10.



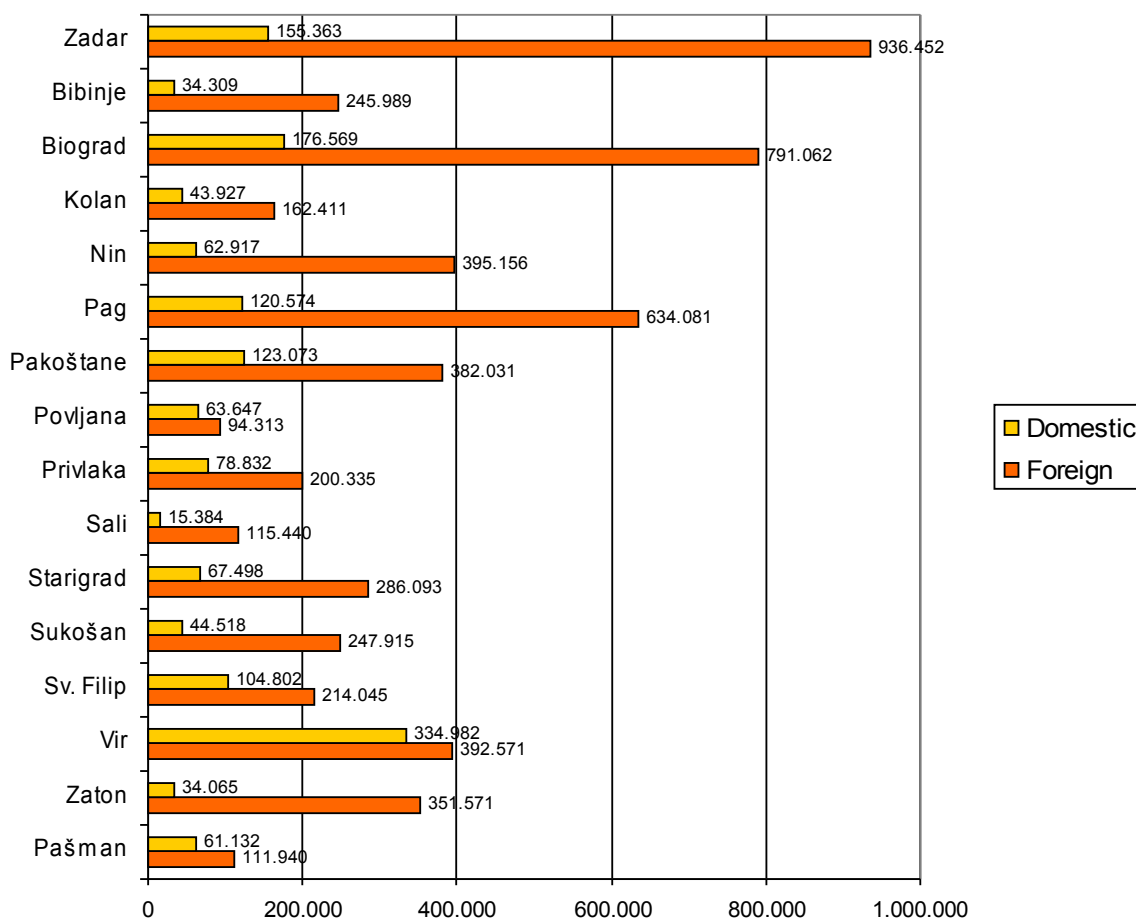
Source: Zadar County Tourist Board, processing: Croatian Chamber of Economy, County Chamber Zadar

Table 4. Number of guests from January to October '08./'09./'10.



Source: Zadar County Tourist Board, processing: Croatian Chamber of Economy, County Chamber Zadar

Table 5. Overnight stays in Zadar county per city from January to September 2010.



Source: Zadar County Tourist Board, processing: Croatian Chamber of Economy, County Chamber Zadar

Table 6. Number of guests from January to December 2010

	I. - XII. 2010.
TOTAL	1,119,119
Domestic	215,540
Foreign	903,579

Source: Zadar County Tourist Board

Table 7. Number of Overnight stays from January to December 2010

	I.-XII. 2010.
TOTAL	7,973,587
Domestic	1,855,026
Foreign	6,118,561

Source: Zadar County Tourist Board

Average daily consumption of tourists in Zadar County amounted to 43€ per day.

Table 8. Average daily consumption in the destination per person in 2007

	EUR
Istra County	60
Primorje-Gorski Kotar County	46
Lika-Senj County	44
Zadar County	43
Šibenik-Knin County	47
Split-Dalmatia County	59
Dubrovnik-Neretva County	88

Source: Institute for Tourism "Summer 2007"

According to data from 2009 most foreign guests arrived from Germany, followed by Slovenia, Italy, Austria and Czech Republic.

Table 9. Top 10 emitting Countries by arrivals in Croatia

State	Arrivals	Overnight stays
1 Germany	143 455	1090 798
2 Slovenia	120 356	777 373
3 Italy	88 186	393 657
4 Austria	85 049	439 514
5 Czech Republic	79 101	526 283
6 Poland	52 879	364 307
7 Slovakia	48 834	331 241
8 Hungary	45 802	250 013
9 France	42 060	149 802
10 Netherlands	27 521	225 252

Source: Statistical Yearbook 2010 CBS (Croatian Bureau of Statistics)

Main outbound markets in tourism of the Zadar County are

Middle, Western and Northern Europe:

Germany, Austria, Italy - "rich" industrial countries of the "old EU". Their characteristic is a higher revenue level and high intensity of travelling combined with high and

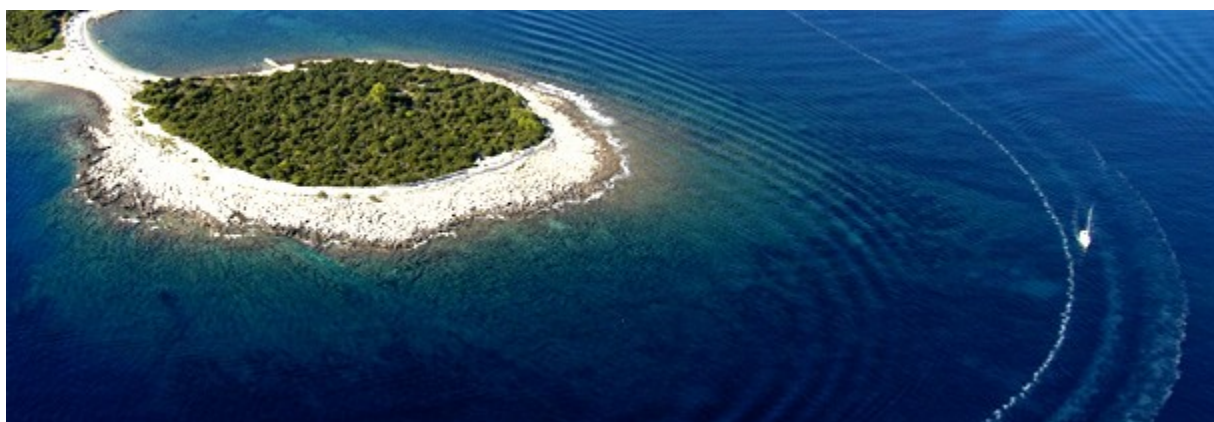
much individualised requests. These markets are also characteristic for their declining population, more evident ageing of the population, unemployment and weakening of the social support systems.

Eastern Europe:

Following the EU accession graduate harmonisation of the revenue and lifestyle occurs between Eastern Europe and the "old EU". When it comes to travel and vacation, countries as Poland, Czech Republic, and Slovakia which have similar geographic and climate conditions as Germany, are increasingly, with the growth of revenue, coming closer to the behaviour of the population of the Middle Europe. Croatia has an opportunity to strengthen its position as one of the main destinations for these countries. Eastern Europe is an important future market for the County.

South-Eastern Europe

While Slovenia and Croatia achieve similar numbers of overnight stays as before, Serbia, once one of the main markets, dropped to the level of insignificance. Recently positive changes can be noticed in attracting guests from this market.



Type of tourist arrival

Organised trips through travel agencies, according to the data of the CBS in 2007, were chosen by 3,835,196 tourists, and 7,327,210 came individually. In 2007 number of organised arrivals rose by 4% and individual visits by 10% compared to 2006.

Motivation for arrival of tourists

To a large number of tourists' motivation for arrival to Croatia continue to be the passive vacation and relaxation on the seaside and fun. Motivations for arrival are also experiences and adventures, cuisine, the natural beauty, VFR, sport, recreation and iconic landmarks and events, as well as health reasons. Motivation for arrival in line with trends of the foreign tourist demand is on the increase, active vacation in clean natural settings, healthy lifestyle and healthy food within different selective forms of tourism.

Analysis of trends in tourism - Republic of Croatia

Table 10. Comparative analysis of tourist arrivals and revenue from tourism

	International tourist arrivals (number in millions)	Revenue from tourism (in billions of USD)
--	--	--

	2004	2005	2006	2007	2008	%	08 04	2004	2005	2006	2007	2008	%	08 04
World	762.5	804.0	853.0	904.0	922.0	+20.9		622.0	682.0	735.0	858.0	944.0	+51.8	
Europe	415.2	441.8	468.4	487.9	489.4	+17.9		326.0	347.4	377.3	435.2	473.7	+45.3	
Republic of Croatia	7.9	8.5	8.7	9.3	9.4	+19.0		6.7	7.4	7.4	9.3	11.0	+64.2	

Source: World tourist organisation (WTO) and Central bureau for statistics

According to the data in the table one can conclude that Croatia follows global trends in tourism. On the global level for the period from 2004 to 2008 it achieved growth of tourist arrivals by 21% whereas Europe achieved growth of 18%. Croatia can be proud of the solid 19% growth which is a larger growth than the one recorded in the European Union countries. If we observe the trend in revenues from tourism, Croatia with its increase of 64% achieved even better results in the observed period. It is clear that the profitability of tourism in Croatia grows at a higher rate than tourism on the global and EU level. Of course, during past two years economic crises did not leave the tourism sector intact, but the decrease of tourist trade in Croatia is significantly lower than expected. In the years of the global crises Croatia belongs to the most successful countries of the Mediterranean. All countries except Turkey and Tunisia, who record a mild surplus, had larger losses than our County.

Table 11. Total number of arrivals and overnight stays of tourists in 2009 in RC (in thousands)

	Arrivals	Overnight stays
2005	9 995	51 421
2006	10 385	53 007
2007	11 162	56 005
2008	11 261	57 103
2009	10 935	56 300

Source: Statistical Yearbook 2010 Croatian Bureau of Statistics

Continuous increase in number of domestic and foreign arrivals and overnight stays can be noticed in the observed period. Only drop in the number of arrivals and overnight stays occurred in 2009 due to global recession, but it was less than expected.

Structure of accommodation capacities

According to the type of accommodation in 2009 largest number of guests stayed in private accommodation (336,050 guests with 2,716,747 overnight stays), camps follow, than marines and weekend houses.

In 2009 stay in hotels was the longest, 127 days, then in camps 58 days and in private accommodation 52 days. Since private rooms and apartments are the most represented form of supply, noted data are a witness of a short tourist season.

Table 12. Accommodation capacities in Zadar County, status on 31 August 2009.

Rooms, apartments and camping spots	Beds
38 310	128 296

Hotel accommodation

Table 13. Accommodation capacities - Hotels

YEAR	NUMBER OF HOTELS	NUMBER OF HOTELS BY CATEGORIES									
		*	share	**	share	***	share	****	share	*****	share
2004	35	*	share	**	share	***	share	****	share	*****	share
		4	11%	15	43%	13	37%	3	9%	0	
2005	30	*	share	**	share	***	share	****	share	*****	share
		3	10%	10	33%	14	47%	3	10%	0	
2006	21	*	share	**	share	***	share	****	share	*****	share
		0		5	24%	15	71%	1	5%	0	
2007	29	*	share	**	share	***	share	****	share	*****	share
		0		5	17%	18	62%	6	21%	0	
2008	36	*	share	**	share	***	share	****	share	*****	share
		0		4	11%	21	58%	11	31%	0	
2009	38	*	share	**	share	***	share	****	share	*****	share
		0		4	11%	20	52%	14	37%	0	
15 4 2010	37	*	share	**	share	***	share	****	share	*****	share
		0		4	11%	18	49%	15	41%	0	

Source: Ministry of Tourism

Trend of the largest number of 3 star hotels continues from 2004 until mid April 2010. 3 star hotels, according to the records from 15 April 2010, make 49% of total number of hotels. Hotel accommodation capacities evidently have a tendency of quality growth. From 2006 not a single 1 star hotel was recorded, and it is clear that the number of 2 star hotels decreases, while number of 4 star hotels increased.

Table 14. Number of beds according to categorisation of the hotels

Year	Number of hotels	Number of beds according to categorisation of the hotels										Total number of beds
		*	share	**	share	***	share	****	share	*****	share	
2004	35	*	share	**	share	***	share	****	share	*****	share	5749
		595	10%	2457	43%	2238	39%	459	8%	0		
2005	30	*	share	**	share	***	share	****	share	*****	share	5086
		459	9%	1598	31%	2570	51%	459	9%	0		
2006	21	*	share	**	share	***	share	****	share	*****	share	2894
		0		393	14%	2437	84%	64	2%	0		
2007	29	*	share	**	share	***	share	****	share	*****	share	4070
		0		423	10%	2431	60%	1216	30%	0		
2008	36	*	share	**	share	***	share	****	share	*****	share	5706
		0		374	7%	3375	59%	1957	34%	0		
2009	38	*	share	**	share	***	share	****	share	*****	share	5768
		0		374	6%	2423	42%	2971	52%	0		
15 4 2010	37	*	share	**	share	***	share	****	share	*****	share	5515
		0		374	7%	2072	37%	3069	56%	0		

Source: Ministry of Tourism

In the period from 2005-2009 largest number of beds were in 3 star hotels, but in 2009 with increased investments into the development of capacities, the largest number of beds was in 4 star hotels. Largest number of accommodation capacities in

Croatia is in small family hotels and boarding houses which offer personalised service tailored almost to each guest, known at the market as "boutique" hotels. Investments in higher categorized accommodation facilities would successfully attract new markets and guests of higher revenue. Studies show that in the area of Zadar County there is a large interest for high category capacities.

Customs regulations

Customs revenues make up a significant part of the total state budget. In the structure of collected custom revenues represented are revenues from excise taxes, customs duties, VAT on imports, and other revenues such as fines, customs duties in cash, handling costs, etc

The transfer of cash (foreign or domestic currency kuna and checks), bring in or take out of the country is free and without limitations regarding the amount for all foreign and domestic individuals and therefore all individuals can by reporting to a customs officer freely transfer any amount of cash in any currency. However, she/he is obligated to report to the customs officer bringing in or taking out the amounts in the counter value of Euro 10,000 or more.

Regular clearance procedure at an internal department customs office, will be conducted in cases when the imported goods' value is above 5 000 kuna (1200 Euros) and at transporting of certain types of vehicles for the transport of goods, where because of its type and quantity, the presiding customs officer reasonably suspects that the goods are of commercial character, as always in cases where the traveler is not also the owner of the vehicle.

On the site of the Customs Administration you can find a detailed review of regulations related to customs regulations.

<http://www.carina.hr>

Address book of the Customs Administration

Contact phones:

0800 1222 – Operative duty

01 6102 333 – Central office

Value added tax

The general rate of VAT in Croatia from March 1st, 2012 is 25% and for certain products and services a lower rate of 10% and 0% is applied.

Croatian Ministry of Tourism announces reduction in VAT on tourism services in part to the amount of 10%. The change should take effect from January 1st, 2013. For more information, visit the following link

http://www.porezna-uprava.hr/contentData/PDF%20Datoteke/Bro%C5%A1ure/PDV_158.pdf

Selective forms of tourism

Selective forms of tourism present a step out from mass tourism, primarily the classical beach tourism ("sun and sea"). Zadar County has significant potentials for

development of ecological tourism, eco-ethno, sport, cultural, thematic, adventurous, nautical, diving, health, equestrian, hunting, fishing, rural, wellness and congress tourism.

Nautical tourism



Indented coastline (indentation index of the Croatian coast is 11), numerous islands, peninsulas, reefs, channels, gorges, straits, Karin and Novigrad sea make Zadar County especially attractive for the nautical tourism sector. Length of the Zadar County coast is 1300 km. Out of all Counties on the Adriatic the Zadar County has the longest coast. Nautical tourism in Croatia appeared almost a century later (19 century) than in other parts of the world (17 and 18 century). In

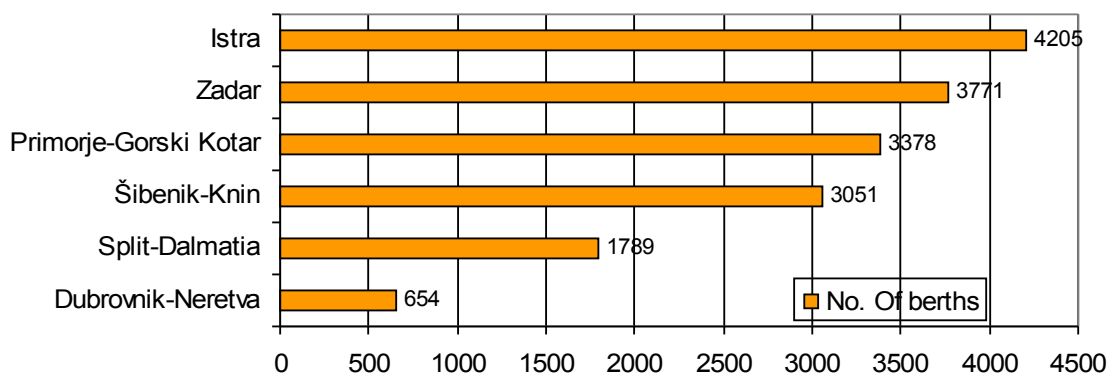
Zadar County there are currently 10 nautical tourism ports - marinas, 30 anchorages, 6 docks, 12 sport ports. Total number of berths in Zadar County was 3771. Zadar County is in the second place in Republic of Croatia by number of berths, after the Istra County. Focusing on marinas, the largest part of nautical traffic is realised in the

largest marina "Marina Dalmacija" in Sukošani/Bibinje, the Biograd marina "Kornati" a part of Ilirija follows, and the third is Zadar with its "Tankerkomerc marina". Depending on fulfilment of the conditions provided by the Ordinance on distribution and categorisation of nautical tourism ports (*Official Gazzette no. 72/08.*), out of total of ten existing marinas in the area of the Zadar County, four



belong to the second category (*Tankerkomerc Zadar in Zadar, Dalmacija in Bibinje-Sukošani, Ilirija Kornati in Biograd n/M and ACI marina in Šimuni on Pag Island*), three to the third category (*Tankerkomerc marina on Veli Iž, Borik in Zadar and Olive Island in Sutomišćica*). Three of our marinas are marked with the prestigious Blue flag: *Tankerkomerc Zadar in Zadar, Dalmacija in Bibinje-Sukošani and Ilirija Kornati in Biograd n/M.*

Table 15. Berths in nautical ports per Counties 2009.



Source: Croatian Bureau of Statistics, processing by the author

Reported revenue realised by the nautical tourism ports in 2009 amounted to 17,1 million EUR. It is important to stress out that the revenue from the nautical tourism has been growing continuously, so in 2008 the revenue rose by 15% compared to 2007. The table below presents arrivals and overnight stays in nautical tourism ports for the period from January to September 2009. Compared to other Adriatic Counties, Zadar County is behind Šibenik-Knin and Split-Dalmatia County when it comes to number of arrivals.

Table 16. Tourists in nautical tourism ports by Counties January-September 2009

		INDEXES 09/08					
		Total	Domestic	Foreign	Total	Domestic	Foreign
Republic of Croatia	arrivals	631,392	22,076	609,316	83	41	86
	nights	1,239,601	37,978	1,201,623	93	53	95
Primorje-Gorski Kotar County	arrivals	47,635	937	46,698	96	80	97
	nights	162,013	4,106	157,907	110	102	110
Zadar County	arrivals	146,136	7,173	138,963	78	36	83
	nights	270,220	11,468	258,752	92	45	97
Šibenik-Knin County	arrivals	151,140	5,272	145,868	76	27	82
	nights	315,614	10,295	305,319	89	44	92
Split-Dalmatia County	arrivals	151,140	5,272	145,868	76	27	82
	nights	166,072	5,951	160,121	93	63	95
Istra County	arrivals	96,952	876	96,076	87	51	88
	nights	231,323	1,993	229,330	92	58	92
Dubrovnik-Neretva County	arrivals	60,404	2,905	57,499	84	70	85
	nights	94,359	4,165	90,194	88	69	89

Source: Institute for Tourism

Camping Tourism

Tourism of the Zadar County continuously lays upon camping capacities with 1,479,162 realised overnight stays (84,656 domestic, and 1,394,506 foreign guests). Last year, auto camp in Zaton was the bearer of the **ADAC Superplatz** title, it earned this prestigious award of the largest European auto club with a recorded growth of 30%. Camp guests are more and more treated as elite guests because they choose this form of vacation due to their lifestyle and not low prices. Related to this it is noted that accommodation prices have not been decreased as in other parts of Europe.



Cruises

Zadar is the only city on the Adriatic coast with the possibility of mooring big cruisers in the centre of the city. Besides the intense local, coastal and international traffic connections with Italy, for the past few years the Port of Zadar is recording an increase in visits of cruise ships. Over recent years the number of cruise ships in the city of Zadar is significantly increasing. In 2011 there were 98 moorings of ships and 12 418 passengers. In comparison to the year 2010 the number of moorings increased by 22% and the number of passenger increased by 67%. Taking into account the fact that in 2011 a total of 830 cruises on the Croatian territory were realized, we can conclude that the Port of Zadar achieved a significant percentage of 12%

Diving tourism

In last several years diving tourism went through a strong expansion. Adriatic underwater is well known for its history (commercial marine ways, army battles, underwater walls and reefs, underwater caves, ship wrecks, underwater flora and fauna, protected archaeological localities, etc.)

Rural tourism

Rural tourism is a term which encompasses different forms of tourism outside of city areas and areas of mass tourism. It is tied and characterised by tourist attractions in the rural areas, which can be found in large numbers in the area of Zadar County. For the purposes of making a catalog of rural tourism of the Zadar County, the Development Agency of the Zadar County investigated and visited all types of rural tourism households. It was established that 8 tourist rural households and 4 family companies are actively engaged in rural tourism in Zadar County (registered as a trade, Ltd. or cooperatives). The existence of 9 registered winemakers of the Zadar County was also recorded, who are working hard to prepare a tasting room in which they could offer their own products.

Adventurous Tourism

Adventurous tourism is surely one of very prospect and attractive forms of selective tourism which the Zadar County can offer on the domestic and foreign market. Number of such travellers on the foreign market is continuously growing. The natural surroundings of National Park Paklenica and Velebit, and the Zrmanja River canyon are a real paradise for lovers of all kinds of adventures and extreme sports. The



Zrmanja River and its tributary, the Krupa River, are among our most beautiful rivers. Thanks to the geographical particularities of this region, visitors may choose among different types of recreation and nature enjoyment; walking trails, outdoor climbing, canyoning and watching various types of birds that are abundant in this region. The expert guides, marked mountain and cycling trails, jeep safari trails, precise geographical maps and written directions ensure different programs suitable for groups of all ages,

physical capacity and other requests for the full experience of an adventurous vacation.

Cultural Tourism

Richness of material and non-material cultural heritage of the Zadar County is a resource for the development of cultural tourism in all its forms.

Archaeological Museum in Zadar

The exhibits of the museum date from the Roman period and the prehistorical archaeological material from the Old Stone Age (Palaeolithic), New Stone Age (Neolithic) and Metal Age, as well as archaeological findings from the 7th to the 12 cent. of which most are connected to the material and spiritual heritage of Croatia.

Trg opatice Čike 1, Zadar 23000

www.donat.com/arh



Zadar National Museum

Poljana pape Aleksandra III b.b, Zadar 23000

narodni-muzej@zd.htnet.hr

Museum of Ancient Glass

Poljana Zemaljskog odbora 1, Zadar 23000

<http://www.mas-zadar.hr/>

Permanent Church Art Exhibition (SICU)

Trg opatice Čike 1, Zadar 23000

Croatian Theater House Zadar

www.hkk-zadar.hr

Zadar National Museum – Regional Ethnographic Collection Veli Iž

Veli Iž, otok Iž, Veli Iž 23284

Zadar National Museum – Regional Cultural and Historical Collection Mali Iž

Mali Iž, otok Iž, 23284 Veli Iž

Archaeological Museum in Zadar – Nin Antiquities Museum

Trg Kraljevac 8, 23232 Nin

Benkovac Homeland Museum

Benkovac 23420

Biograd na Moru Homeland Museum

Krešimirova obala 22, Biograd na Moru
23210

www.biogradnamoru.hr/zavicajni_muzej/

Obrovac Homeland Museum



Suppliers

If it is the case of investments for furnishing objects in that case suppliers are mostly foreign, whereas if we observe regular operations than it is mostly covered by domestic suppliers (more than 80%) A large number of quality suppliers come from the sectors of agriculture and fisheries.

Payrolls in tourism

Average monthly net salary in the activities of accommodation and preparation and serving of food in 2010 in Zadar County was 7141 HRK, which is 32.95% higher than the average net salary in the aforementioned activities in the Republic of Croatia.

Human resources

General population and the workers in tourism and hospitality speak foreign languages very well (especially English, Italian, German), this is one of the characteristics of the Zadar County. There is a 100-years-old tradition of service in the tourism industry in the Zadar County. Generally speaking, the human resources in the tourism industry are highly skilled with a large number of available seasonal labors.

Human resources in tourism of the Zadar County dispose with precise theoretical and professional knowledge and skills.

In Zadar County there is a 100 year old tradition of offering services in tourism. Generally, human resources in the tourism sector are exceptionally skilled with a large number of available seasonal working forces.

Educational institutions in the sector of tourism

At the Zadar University a Department for tourism and communication sciences exists for a number of years, annually approximately 40 students graduate. Department offers a bachelor degree course on Culture and tourism and three master courses: journalism and public relations, entrepreneurship in culture and tourism, cultural heritage and tourism. One of the largest Departments of the University, Department of Anglistics has a very important role. There are also: Department of Germanistics with the study of German language and literature. Department of Italianistics which has two studies: study of Italian language and literature and study for Translators of Italian Language. Department of French and Iber-Romanic studies with two studies: study of French language and literature and Spanish language and literature.

Table 18. Number of students who graduated from a foreign language course in last five years at the Zadar University

Year	No. of Students
2005	153
2006	187
2007	145
2008	142
2009	163
2010	172

Source: Zadar University

Department for Tourism and Communication Sciences
Street Franje Tuđmana 24i, 23000 Zadar
Department Chair:
Stjepan Malović, PhD. associate professor
Tel. +385 (0)23 345 014
Fax: +385 (0)23 311 540
e-mail: stjepan.malovic@unizd.hr
Web: <http://www.unizd.hr/tikz/Home/tabid/2510/Default.aspx>

Department of English language and literature
Obala kralja Petra Krešimira IV/2, 23000 Zadar
web: <http://english.unizd.hr>
Department Chair: Doc. dr. Marko Lukić
Tel: +385 (0)23 200 505
Fax: +385 (0)23 316 882
<http://www.unizd.hr/engleski/Onama/Kontakti/tabid/2008/Default.aspx>

Department of Germanistics
Obala kralja Petra Krešimira IV, br. 2
Department Chair : prof. Dr. sc. Josip Faričić
Tel: +385 (0)23 200 601
e-mail: jfaricic@unizd.hr
Web: <http://www.unizd.hr/njemacki/Kontakti/tabid/596/Default.aspx>

Department of French and Ibero- Roman Studies
Obala Petra Krešimira IV 2, 23000 Zadar
Doc. dr. sc. Tomislav Frleta
Tel: +385 (0)23 200 746
Fax: +385 (0)23 200 529
e-mail: mkuzmar@unizd.hr
Web: <http://www.unizd.hr/francuski/Kontakti/tabid/4024/Default.aspx>

Department of Italianistics
Obala kralja Petra Krešimira IV/2, 23000 Zadar
Department chair: PhD. Nedjeljka Balić-Nižić
Tel: +385 (0)23 200 - 581
Fax: +385 (0)23 200 - 611
e-mail: nbalic@unizd.hr
Web: www.unizd.hr/talijanski/

Hotel and tourism management and hospitality school
A. G. Matoša 40, 23000 Zadar
Tel: +385 (0)23/335-295, +385 (0)23/331-019
e-mail: htus@htus.htnet.hr , ugoskzd@zd.t-com.hr
Web: www.htus.hr

Professions:
Hotel-tourist technician
Tourist-hotel sales associate
Chef / pastry chef
Assistant chef / pastry chef
Assistant waiter
Waiter



Tourist facilities in Zadar County

Hotels								
No.	Facility and Category	Seat (street and City)	Business entity (which manages the facility, title, street and city)	Number of accommodation units				
				Rooms	Family rooms	Hotel sweets	Total	Beds
4	2*			181		6	187	374
8247	Alba	23207 Sveti Filip i Jakov	NOVA ZORA, P.Z. 23207 Sveti Filip i Jakov, Hrvatska	77		6	83	166
8244	Albamaris	A. Šenoe 40 23210 Biograd na moru	HOTEL BIOGRAD d.o.o. Magistrala bb, 23210 Biograd na moru, Hrvatska	36			36	72
8245	Preko	Preko bb 23273 Preko	PREKO d.d. Preko bb, 23273 Preko, Hrvatska	48			48	96
4503	Tony	Dubrovačka 39 23250 Pag	HOTEL TONY, owner Ante Kurilić Dubrovačka 39, 23250 Pag, Hrvatska	20			20	40
18	3*			946	6	65	1017	2086
4501	Adria	A. Šenoe 42 23210 Biograd na moru	HOTEL ADRIA BIOGRAD d.o.o. A. Šenoe 42, 23210 Biograd na moru, Hrvatska	140			140	345
4502	Adriatic	Tina Ujevića 7 23210 Biograd na moru	ILIRIJA d.d. Tina Ujevića 7, 23210 Biograd na moru, Hrvatska	100		5	105	205
8246	Belvedere	Sukošan bb 23206 Sukošan	BELVEDERE H.C., owner Branko Pavić Sukošan bb , 23206 Sukošan, Hrvatska	16			16	36
4504	Biser	A. G. Matoša 8 23250 Pag	HOSPITALITY CRAFT BISER, owner Dinka Mladenović A.G. Matoša 8, 23250 Pag, Hrvatska	21	6		27	62

4505	Bolero	Ivana Meštrovića 1 23210 Biograd na moru	ZADRO TURIST d.o.o. Zagrebačka cesta 149, 10000 Zagreb, Hrvatska	76			76	155
4506	Donat	Borik 23000 Zadar	BORIK d.d. Majstor Radovan 7, 23000 Zadar, Hrvatska	186		44	230	491
4507	Joso	23206 Sukošan	HC JOSO , owner Joso Krešićan 23206 Sukošan, Hrvatska	13			13	30
4508	Kanjon Zrmanje	Obala hrv. Časnika S. Župana bb 23450 Obrovac	RIVA d.o.o Drage bb, 23450 Obrovac, Hrvatska	25		2	27	52
14	LUCIJA	Braće Dežmalj bb 23242 Posedarje	BRALA TRADE d.o.o. 23242 Islam Latinski, Hrvatska	14		2	16	29
4510	Mare Nostrum	Sveti Petar 23207 Sveti Filip i Jakov	ZARA-TURIST d.o.o. Miroslava Krležje 5/A, 23000 Zadar, Hrvatska	14			14	28
4511	Mediteran	Matije Gupca 19 23000 Zadar	MEDITERAN H.C., owner Želimir i Krešimir Čoza Matije Gupca 19, 23000 Zadar, Hrvatska	30			30	60
4512	Meduza	A. Šenoe 24 23210 Biograd na moru	MEDUZA H.C. A. Šenoe 24, 23210 Biograd na moru, Hrvatska	15		1	16	30
4520	Palma	Vlahe Bukovca 3 23210 Biograd na moru	GRO-PROM d.o.o. Brezovička 21, 10000 Zagreb, Hrvatska	16		4	20	36
4518	Porto	N. Jurišića 2 23000 Zadar	HOTEL PORTO d.o.o. Zagrebačka 87, 42000 Varaždin, Hrvatska	93		6	99	195
4514	Puntamika	Majstora Radovana 7 23000 Zadar	BORIK d.d. Majstor Radovan 7, 23000 Zadar, Hrvatska	133			133	235
4515	Vicko	J. Dokoze 20, Starigrad-Paklenica 23244 Starigrad	HOTEL VICKO COMMERCE d.o.o. 23244 Starigrad Paklenica,	19			19	30

			Hrvatska					
4516	Villa Nico	Krešimirova obala 138 23000 Zadar	VILLA NICO H.C., owner Nico Morić Krešimirova obala 138, 23000 Zadar, Hrvatska	17		1	18	37
4517	Žučo	A. Šenoe 25 23210 Biograd na moru	ŽUĆO hospitality craft, owner Marko i Đurđija Žutelija A. Šenoe 0, 23210 Biograd na moru, Hrvatska	18			18	30
14	4*			1217		102	1319	2787
4609	Bastion	Bedemi zadarskih pobuna 13 23000 Zadar	ZADAR GRADNJ d.o.o. Široka ulica 6, 23000 Zadar, Hrvatska	24		4	28	56
4603	Funimation Dalmacija	Borik 23000 Zadar	BORIK d.d. Majstor Radovan 7, 23000 Zadar, Hrvatska	194		64	258	723
4610	Ilirija	23210 Biograd na moru	ILIRIJA d.d. Tina Ujevića 7, 23210 Biograd na moru, Hrvatska	158		7	165	338
8397	In	Šetalište kneza Branimira 32 23210 Biograd na moru	INERO TURIZAM d.o.o. Velebitska 75, 21000 Split, Hrvatska	44			44	88
4606	Kornati	23210 Biograd na moru	ILIRIJA d.d. Tina Ujevića 7, 23210 Biograd na moru, Hrvatska	102		4	106	145
4607	Laguna	Put Bilotinjaka bb 23233 Privlaka	LAGUNA travel agency d.o.o. Put Bokanjca 21, 23000 Zadar, Hrvatska	23		2	25	54
4402	Luna	Jakišnica, Pag 23250 Pag	LUNA d.o.o. 53291 Novalja, Hrvatska	46			46	98
4611	Maxim	23286 Božava	BOŽAVA d.d. 23286 Božava, Hrvatska	23		7	30	70
4604	Meridijan	A. Starčevića 1 23250 Pag	MERIDIJAN 15 d.o.o. A. Starčevića 1, 23250 Pag,	41		3	44	96

			Hrvatska					
4605	Pagus	A. Starčevića 1 23250 Pag	CONING TURIZAM d.d. A. Šenoe 4-6, 42000 Varaždin, Hrvatska	117			117	236
4513	Pinija	23231 Petřčane	INTERMOD d.o.o., Zadar, Biogradska 70 Biogradska 70, 23000 Zadar, Hrvatska	325		8	333	642
4601	Plaža	Marka Marulića 14 23250 Pag	DTM GRUPA d.o.o. Vodnikova 13, 10000 Zagreb, Hrvatska	28		1	29	62
4602	President	Vladana Desnice 16 23000 Zadar	HC PRESIDENT, owner Zdravko Barbaroša V. Desnice 16, 23000 Zadar, Hrvatska	25		2	27	45
4608	Villa Donat	23207 Sveti Filip i Jakov	ILIRIJA d.d. Tina Ujevića 7, 23210 Biograd na moru, Hrvatska	67			67	134
36				2344	6	173	2523	5247

Aparthotels

Rbr.	Facility and Category	Seat (street and City)	Business entity (which manages the facility, title, street and city)	Number of accommodation units					
				Rooms	Family rooms	Hotel sweets	Apartments	Total	Beds
5	3*			17	10	15	44	86	115
8333	CASTRUM NOVUM	Elizbete Kotromanić bb 23312 Novigrad	NOVI HOTEL d.o.o. Elizabete Kotromanić bb, 23312 Novigrad, Hrvatska				35	35	
8329	Condura Croatica	Put Skrile 1, Ninske Vodice 23000 Zadar	SODA d.o.o. 10000 Zagreb, Hrvatska				9	9	18
30	LEKAVSKI	Dražnikova 15, Zaton-Nin 23232 Zaton	CRAFT LEKAVSKI, owner Zdravko Lekavski Dražnikova 15, 23232	6	2	6		14	27

			Zaton, Hrvatska						
33	ONKL IVAN	Dražnikova 17, Zaton-Nin 23232 Zaton	ONK'L IVAN H.C., owner Ivan Lekavski Dražnikova 17, Zaton, 23232 Nin, Hrvatska	9	8	2		19	46
4704	Villa Hrešč	Obala kneza Trpimira 28 23000 Zadar	VILLA HREŠĆ H.C., owner Marija Hrešč Obala kneza Trpimira 28, 23000 Zadar, Hrvatska	2		7		9	24
5				17	10	15	44	86	115

Tourist resorts

No.	Facility and Category	Seat (street and City)	Business entity (which manages the facility, title, street and city)	Number of accommodation units					
				Rooms	Hotel sweets	Studio apartments	Apartments	Total	Beds
2	2*			279	44	28	124	475	1173
4801	Crvena Luka	Crvena luka bb 23210 Biograd na moru	CRVENA LUKA d.d. Crvena luka bb, 23210 Biograd na moru, Hrvatska	199	44	28		271	693
4802	Zelena Punta	Zelena Punta, otok Ugljan 23271 Kukljica	CONING TURIZAM d.d. A. Šenoe 4-6, 42000 Varaždin, Hrvatska	80			124	204	480
4	3*			155	16	174	390	735	1645
4904	Božava	Božava, Dugi otok 23286 Božava	BOŽAVA d.d. 23286 Božava, Hrvatska	88	16			104	212
4901	Margarita Maris	Put Primorja 131 23207 Sveti Filip i Jakov	VODOPRIVREDNE USLUŽNE DJELATNOSTI d.o.o. Ul. grada Vukovara 220, 10000 Zagreb, Hrvatska			87	2	89	180
4902	San Antonio	Put Solina bb 23210 Biograd na moru	MIBAT d.o.o. Milana Rendića 10, 10430 Samobor, Hrvatska	67				67	151

4903	Zaton	Zaton, Nin 23232 Zaton	TURISTHOTEL d.d. Široka ulica bb, 23000 Zadar, Hrvatska			87	388	475	1102
6				434	60	202	514	1210	2818

Tourist apartments

No.	Facility and Category	Seat (street and City)	Business entity (which manages the facility, title, street and city)	Number of accommodation units			
				Studio apartments	Apartments	Total	Beds
2	3*				48	48	146
5103	Alan	Starigrad-Paklenica 23244 Starigrad	HOTEL ALAN d.d. 23244 Starigrad Paklenica, Hrvatska		24	24	74
5102	Croatia	23207 Sveti Filip i Jakov	NOVA ZORA, P.Z. 23207 Sveti Filip i Jakov, Hrvatska		24	24	72
1	4*			2	7	9	20
5201	Vila Smirna	23207 Sveti Filip i Jakov	MONTEX d.o.o. D. Rakovca 3, 42000 Varaždin, Hrvatska	2	7	9	20
3				2	55	57	166

Camp

No.	Facility and Category	Seat (street and City)	Business entity (which manages the facility, title, street and city)	Number of accommodation units			
				Camp places	Camp plots	Total	Accommodation capacity
4	2*			322	1051	1373	4119
29047	ĐARDIN	23207 Sveti Filip i Jakov	KAMPING d.o.o. 10000 Zagreb, Hrvatska	30	148	178	534
29718	Lučina	Pašman 145 23262 Pašman	T.U.LUČINA, owner Vesna Stagličić 23262 Pašman, Hrvatska	7	43	50	150

29762	Punta Šibuljina	23245 Tribanj	H.C. TRIBANJ, owner Bruno Zubčić, Sonja Batelja, Janko Komočar 23245 Tribanj, Hrvatska	90	10	100	300
29793	Šimuni	23250 Pag	HOTELI PAG d.o.o. 23250 Pag, Hrvatska	195	850	1045	3135
4	3*			185	437	622	1752
29649	Adria	Put primorja bb 23207 Sveti Filip i Jakov	H.T.C. ADRIA, owner Cvita Ćosić Put primorja bb, 23207 Sveti Filip i Jakov, Hrvatska		22	22	66
29646	Adriasol	23312 Novigrad	ADRIA SOL d.o.o. 52466 Novigrad, Hrvatska	35	65	100	300
29791	Biograd	Put Solina bb 23210 Biograd na moru	ŠANGULIN d.o.o. Kraljice Jelene 3, 23210 Biograd na moru, Hrvatska	8	42	50	
29706	Kozarica	Brune Bušića 23211 Pakoštane	ADRIA MORE d.o.o. 23211 Pakoštane, Hrvatska	142	308	450	1386
2	4*			172	1328	1500	4500
29781	Soline	23210 Biograd na moru	ILIRIJA d.d. Tina Ujevića 7, 23210 Biograd na moru, Hrvatska			0	
29812	Zaton	23000 Zadar	TURISTHOTEL d.d. Široka ulica bb, 23000 Zadar, Hrvatska	172	1328	1500	4500
10				679	2816	3495	10371

Marina						
No.	Facility and Category	Seat (street and City)	Business entity (which manages the facility, title, street and city)	Number of accommodation units		
				Dry berths	Berths in sea	Total
3	2			300	1075	1375
7111	ACI marina Šimuni	Kolan, Šimuni bb, 23250 Pag	ADRIATIC CROATIA INTERNATIONAL CLUB d.d. Maršala Tita 151, 51410 Opatija	30	175	205
7112	Kornati	23210 Biograd na moru	ILIRIJA d.d. Tina Ujevića 7, 23210 Biograd na moru, Hrvatska	70	600	670
7114	Zadar	I. Meštrovića 2 23000 Zadar	TANKERKOMERC d.d. Obala kneza Trpimira 2, 23000 Zadar, Hrvatska	200	300	500
4	3			125	538	663
7121	Borik	Obala kneza Domagoja 1 23000 Zadar	MARINA BORIK d.d. Obala kneza Domagoja 1, 23000 Zadar, Hrvatska	50	170	220
7123	Olive Island Marina	Otok Ugljan 23275 Ugljan	PLAVA VALA d.o.o. Obala kneza Trpimira 33, 23275 Ugljan, Hrvatska	25	215	240
7124	Preko	23273 Preko	PREKO d.d. Preko bb, 23273 Preko, Hrvatska		95	95
7122	Veli Iž	23284 Veli Iž	BENJAMIN d.o.o. Veli Iž, 23284 Veli Iž, Hrvatska	50	58	108

Business zones for tourism (services)

No.	City Municipality	BUSINESS ZONES													
		Name and location of the zone	Area (ha)	Use	INFRASTRUCTURE										
					TO THE ZONE					IN THE ZONE					
					Road	Electricity	Water	Sewer	Telecom	Road	Electricity	Water	Sewer	Telecom	
1.	PAG	<i>Business Zone Pag 1, Pag</i>	112.4	production-services	yes	yes	yes	yes	yes	yes	no	no	no	no	no
		<i>Business Zone Pag 2, Pag</i>	24.78	production-services	no	no	no	no	no	no	no	no	no	no	no
2.	ZADAR	<i>Business Zone Crno, Crno</i>	397.85	business and sport-recreation	no	no	no	no	no	no	no	no	no	no	no
3.	JASENICE	<i>Jelovac-Česmina, Jasenice</i>	15.95	business-services, sport and recreation	yes	yes	no	no	no	no	no	no	no	no	no
4.	LIŠANE OSTROVIČ.	<i>Rural tourism zone, Ostrovica</i>	6.35	rural tourism	yes	yes	no	no	no	no	no	no	no	no	no
5.	NOVIGRAD	<i>Pridraga 1, Pridraga</i>	15.27	production-services	yes	yes	yes	no	yes	no	no	no	no	no	no
		<i>Novigrad 1, Novigrad</i>	1.82	production-services	yes	yes	yes	yes	yes	no	no	no	no	no	no
		<i>Novigrad 2, Novigrad</i>	4	production-services	yes	yes	yes	yes	yes	no	no	no	no	no	no
6.	PAKOŠTANE	<i>Service zone Pakoštane, Pakoštane</i>	11	production - services	yes	no	no	no	no	no	no	no	no	no	no
7.	PAŠMAN	<i>Kopilje, Pašman</i>	3	production - services	yes	no	no	no	no	no	no	no	no	no	no
8.	POLAČA	<i>Primat, Polača</i>	10	production services	yes	no	no	no	yes	no	yes	yes	no	yes	
		<i>Kakma, Kakma</i>	9	production services	yes	no	no	no	yes	no	no	no	no	no	no
9.	POVLJANA	<i>Industrial zone Vrdijan, Povljana</i>	8	business - services	yes										
10.	PRIVLAKA	<i>Business zone Sabunike, Sabunike</i>	3.5	production - services	yes	yes	yes	no	yes	no	no	no	no	no	no

11.	STANKOVCI	Novi Stankovci, Velim	306.7	production-services	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
-----	-----------	-----------------------	-------	---------------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

12.	STARIGRAD	Tourist zone Bucića podi	71.19	hospitality-tourism, sport and recreation	yes	yes	yes	no	yes	no	no	no	no	no	
		Marasovići	8.2	hospitality-tourism	no	no	yes	no	no	no	no	no	no	no	no
		Milovac-Grabovača	13.5	hospitality-tourism	yes	yes	no	no	no	no	no	no	no	no	no
		Bay Prčine	7.57	hospitality tourism	yes	yes	yes	no	yes	no	no	no	no	no	no
		Kruškovac	4.42	sport and recreation centre	no	no	no	no	no	no	no	no	no	no	no
		Šibuljina	3.65	hospitality tourism	yes	yes	no	no	no	no	no	no	no	no	no
		Working zone Reljani	28.07	commerce-services	yes	yes	yes	no	yes	no	no	no	no	no	no
		Tourism zone Pisak	8.58	auto camp	yes	yes	yes	no	yes	no	no	no	no	no	no

13.	SUKOŠAN	Kosmatac, Sukošan	21	production crafts	yes	no	no	no	no	yes	no	no	no	no
		Brižine, Sukošan	23	production - crafts	yes	no	no	no	no	no	no	no	no	no
		Barake, Debeljak	10.8	production - crafts	yes	no	yes	no	yes	no	no	no	no	no

14.	SV. FILIP I JAKOV	Gnojine, Sv. F. i Jakov	14	business-services	no	no	no	no	no	no	no	no	no	no
-----	-------------------	-------------------------	----	-------------------	----	----	----	----	----	----	----	----	----	----

15.	VIR	Gracić, Torovi	17.8	production services	no	no	no	no	no	no	no	no	no	no
		Grba, Vir	12.26	production-services	no	no	no	no	no	no	no	no	no	no

Contacts

Ministry of Tourism

10 000 Zagreb, Prisavlje 14
Switchboard: +385 (0)1 6169 111

Veljko Ostojić
Minister of Tourism
Tel. +385 (0)1 6169 180
Fax: +385 (0)1 6169 181

Zvonimir Jakšić,
Head of the General Secretariat of the Ministry
e-mail: tajništvo@mint.hr
Tel: +385 (0)1 6169 343
Fax: +385(0)1 6169 205

Zadar region tourist board

Zadar County Tourist Board has a primary role of incentives, conservation, improvement and promotion of existing tourist resources of the county. The fundamental task is cooperation and coordination with legal and natural persons in order to implement the plan of tourism development and encourage and assist the development of tourism in less developed areas. The important role of Zadar County Tourist Board is also making plans, programs and promotions of tourism products and establishing the county and performing all the promotion work in the country and abroad. Our main task is to give every tourist the complete information required and to ensure an unforgettable holiday in our county.

Sv. Leopolda B. Mandia 1, 23000 Zadar

Tel: +385 (0)23 315 316

Fax: +385 (0)23 315 107

e-mail: tz-zd-zup@zd.t-com.hr

<http://www.zadar.hr/>

Croatian Chamber of Economy

Institute for Tourism

Rooseveltov trg 2, 10000 Zagreb, p.p.630

Tel: +385 (0)1/4561570, 385 (0)1/4561660

Fax: +385 (0)1 4828 499

e-mail: turizam@hgk.hr

