



CROATIAN TOURISM DEVELOPMENT STRATEGY UNTIL 2020

COORDINATION FOR THE DEVELOPMENT OF CYCLING TOURISM



Ministarstvo turizma
REPUBLIKE HRVATSKE

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THE VISION FOR THE DEVELOPMENT OF CROATIAN TOURISM UNTIL 2020

In the year 2020, Croatia is a globally recognizable tourist destination, competitive and attractive to investors, which creates new job openings and manages the development on its entire territory in a sustainable manner nurturing the culture of quality, and offering hospitality, safety and a unique diversity of various activities and experiences.



10 KEY DIRECTIONS IN CROATIAN TOURISM DEVELOPMENT TILL 2020

Deregulation

Tourism embracing the entire national territory

Success through partnership

Hotel trade – key initiator of the investment cycle

Culture of quality

Innovation of the market image

The 'Green' as an operational concept

Authenticity and creativity

Beyond the sun and sea Croatian products for
Croatian tourism

TOURISM PRODUCTS DEVELOPMENT

RE. The sun and sea – re-positioning by strengthening all the value chain links and extending the season

Nautical tourism – 15,000 new berths, new regulation, focus on ecology

Health tourism – market specialization, networking, upgrading the quality of accommodation

Cultural tourism – keeping up with adding tourism appeal to cultural events, interpretation centers, events

MICE tourism – infrastructure (congress centers), management, air connections

Golf tourism – infrastructure (courses) at the most prominent destinations, golf resorts

Cycle tourism

Wine and gastro-tourism

Rural and mountain tourism

Adventure and sports tourism

ACTION PLAN FOR DEVELOPMENT OF CYCLING TOURISM

VISION

In 2020, cycling tourism will become one of the generators of all year round tourism development owing to establishment and regulation of cycling tourism infrastructure, good connection and routes marking, the fulfilment of high safety conditions as well as the establishment and regulation of accompanying accommodation, catering and servicing infrastructure due to which the entire area of Croatia will function as a major cycling tourism destination."

Coordinating body for implementation of Action plan has 10 members:

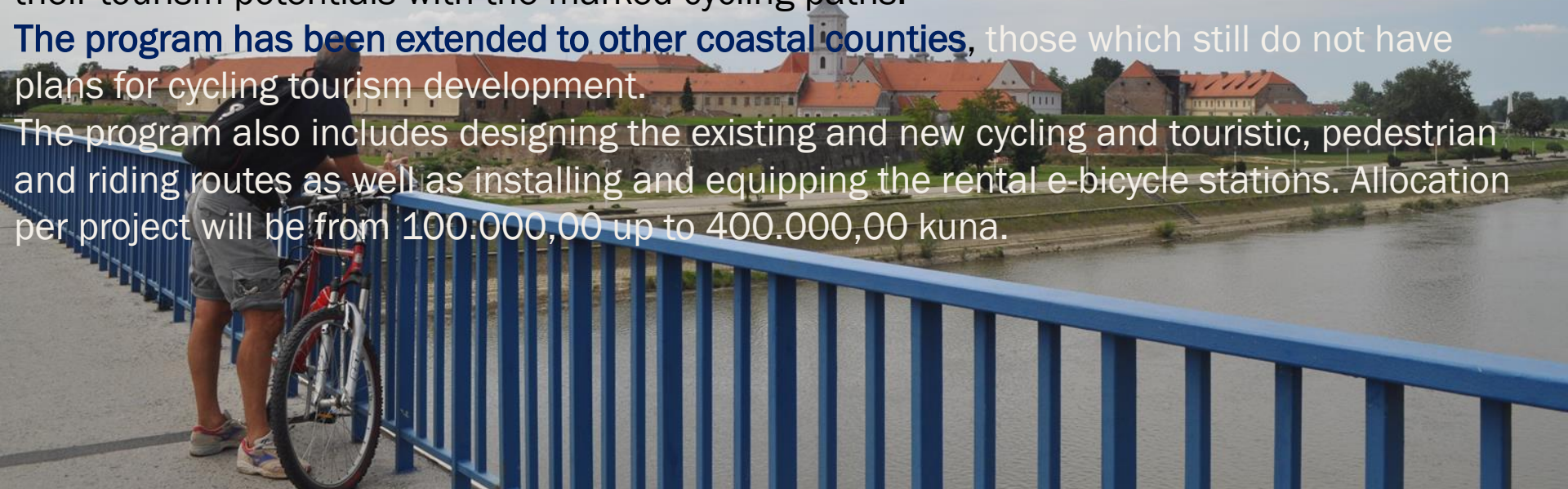
Ministry of the Sea, Transport and Infrastructure, Ministry of the Interior, Ministry of Tourism, Croatian National Tourist Board (CNTB), Institute for Tourism, Croatian Roads, City of Zagreb, Croatian Cycling Federation, NGOs Cyclists' Union and Ruralni Tandem.

The Ministry allocates grants for public tourism infrastructure through Tourism Infrastructure Development Program for Local Self-Governments (cities, municipalities and counties). Allocation of non-refundable funds through the Public Tourism Infrastructure Development Program in 2015. and 2016. was 8.390.000,00 kuna.

Currently, the Ministry of Tourism is co-financing the **creation of operational plans for the development of cycling tourism, especially for the continental counties** so they could link their tourism potentials with the marked cycling paths.

The program has been extended to other coastal counties, those which still do not have plans for cycling tourism development.

The program also includes designing the existing and new cycling and touristic, pedestrian and riding routes as well as installing and equipping the rental e-bicycle stations. Allocation per project will be from 100.000,00 up to 400.000,00 kuna.



Through the Competitiveness Tourism Economy Program for SME, for the past four years Ministry is co-financing investments for **bike & bed accommodation, bike rest areas and viewpoints and development of specialized cycle tours packages.**

Hotels have possibility to apply for a special label „Bike” since 2016.



A good example financed through IPA cross border programme Hungary-Croatia *Drava4Enjoy* is heritage hotel Kurija Janković, in Kapela Dvor near Virovitica, www.kurija-jankovic.com

Coordinating body for development of cycling tourism of Croatia

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- A photograph showing three people from behind, riding bicycles on a paved road. They are moving away from the camera towards a vast field of red poppies under a clear blue sky. The person on the left is a woman with long dark hair, wearing a white t-shirt and a light-colored bucket hat. The person in the middle is also a woman, wearing a white t-shirt and a white bucket hat. The person on the right is a man wearing a bright green t-shirt and a light-colored bucket hat. The road is a two-lane asphalt path with a white dashed line on the left. The field of poppies is dense and stretches to the horizon. In the far distance, there are some trees and a few small buildings.
- Established in March 2016 - as a result of Start Danube project, supported by the Ministry of Tourism and member of ECF,
 - established EuroVelo National Coordination Center for Croatia.
 - Interdisciplinary team → 3 ministries, 1 national tourist organization, 1 institute, 1 state company, 1 city, 3 NGOs,

TASKS AND ACTIVITIES

- Route coordination on the national and EuroVelo level
- Signposting coordination
- Communication on the National level
- Reporting
- Lobbying Activities
- Monitoring
- Network for services
- Public transport connection and improvements



The new map of the main state cycling routes and EuroVelo routes in Croatia

(Regulation on Functional Categories for Determining the Cycling Routes Network in Croatia)

Main state routes connecting 21 counties, i.e. continental and coastal Croatia and **EV routes**.

4 EuroVelo routes:

EV6 – Danube route

EV13 – Iron Curtain route (along Mura and Drava rivers)

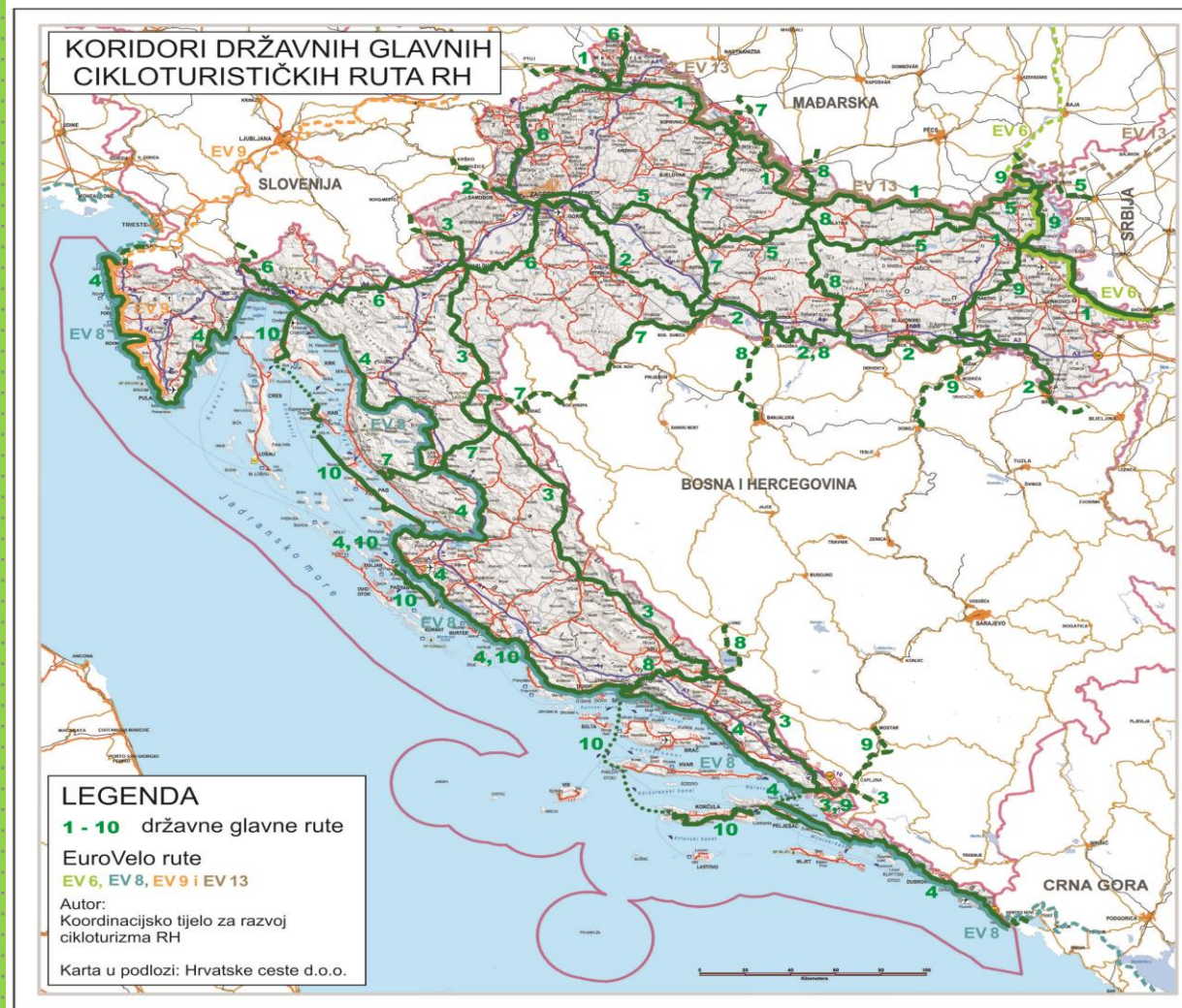
EV8 – Mediterranean route

(Istria to Dubrovnik, border Montenegro)

EV9- Baltic to Adriatic

(Slovenia to the city of Pula in Istria)

New Sava river route – candidate for new EV route (proposal to ECF submitted).



Priorities for 2017 and 2018

- Stronger promotion (nationally and internationally)
- The new Website of Coordination body of cycling tourism (in 2017), cycling tourism subpages on the National Tourist Board Web and promotional brochures
- Lobbying for National cycling legislation – laws and regulations (cycling routes network and cycling infrastructure planning, building and development, integration and improvements of bicycles on the means of public transport, special cycling standards)
- **Still missing an important regulation on Traffic Signaling and Equipment on the Roads with special reference to bicycle signs and signaling (which is being drafted not prior to the next year unfortunately, constantly delayed)**
 - The cycle routes coordination, communication with counties and reporting based on **14 operational plans for cycle tourism development of continental counties (end of 2017)** and **6 operational plans of the coastal counties (in 2018)** – defining main state, county and EV routes
 - Lobbying for the greater recognition of EuroVelo routes system on the national level

Priorities for 2017 and 2018

- Coordination of stakeholders related to cycling tourism on national level (agencies, touroperators, bike guides, catering and services, education, safety, etc)
- (EU) projects – example **MeCycleTour project – development of EuroVelo 8 – Mediterranean cycle route** – Feb 2017 to Jan 2020, 8 partners for EU (for CRO -Croatian National Tourist Board and Cedra HR), an application in process Interreg CRO-Italy – „Adriatic Cycle Paradise”, etc.
- Tracking invitations for the new EU funding calls and encouraging/ coordinating applications for cycling tourism (infrastructure, signposting, integration of public transport, etc.)
- Product and service development (Bike&Bed special standard, specialized tourist agencies, bike rental, service and shops, public transport and intermodality, e-charging stations, etc.).

THANK YOU AND PLEASE SUPPORT US IN LOBBYING FOR BETTER, SAFER, COMFORTABLE, SUSTAINABLE AND QUALITY CYCLING TOURISM OF CROATIA!

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