CROATIAN TOURISM DEVELOPMENT STRATEGY UNTIL 2020

COORDINATION FOR THE DEVELOPMENT OF CYCLING TOURISM

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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

- 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 broschures
- 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, tour operators, 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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