

zadar
region



REGIONALNA PLATFORMA KAO TEMELJ RAZVOJA DESTINACIJSKOG PROIZVODA

Mihaela Kadija,
Turistička zajednica Zadarske županije

DMK FORUM
Zagreb, 9. prosinca 2016

**PRAKSA JAVNO-PRIVATNE SURADNJE U RAZVIJANJU TURIZMA
POSEBNIH INTERESA.**

REGIONALNA DMO

STVARAMO PLATFORME

UMREŽAVAMO PARTNERE



POSEBNI INTERESI?

PRODULJUJEMO SEZONU?

MOTIVACIJA U „GLAVNOJ” SEZONI?

70% našeg prometa je u srpnju i kolovozu
90% u 4 ljetnih mjeseci

CIJENE?



(KAKO) MOŽEMO PRODULJITI SEZONU?

POGREŠNO PITANJE!

KAKO OSTVARITI SEZONU CIJELE GODINE?

RAZLIKA

POTPUNO DRUGO TRŽIŠTE

Motivacija, potrebe, proizvod, komunikacija

NAŠE AKTIVNOSTI.

Odgovor je u DOŽIVLJAJNOM TURIZMU/TURIZMU DOŽIVLJAJA.

THE EXPERIENCE ADVANTAGE

TURISTI ŽELE VIŠE

NE SAMO VIDJETI

ŽELE BITI UKLJUČENI - ENGAGEMENT

Zato smo pokrenuli projekt ZADAR REGION EXPERIENCES



ŠTO JE DOŽIVLJAJNO PUTOVANJE?

UKLJUČUJE POSJETITELJA U NIZ PAMTLJIVIH AKTIVNOSTI

KAKO FUNKCIONIRA?

FIZIČKI RESURSI

+

EMOTIVNA INTERAKCIJA



VRIJEDI LI?

Stručnjaci: ČETVRTA RAZINA EKONOMSKE VRIJEDNOSTI

PREMIUM CIJENA

Trošak osnovnog paketa

+

Obogaćen novim osobnim doživljajem



TURISTIČKI PROIZVOD JE ONO ŠTO KUPUJEMO

TURISTIČKI DOŽIVLJAJ JE ONO ŠTO PAMTIMO

(izvor: CTC)



I... TKO ĆE TO ODRADITI?

LOKALNI SPECIJALISTI- DMK

- POZNAVANJE TERENA
- OSOBNA POZNANSTVA
- DODATNA OSOBNA POSEBNOST
SVAKOM PROGRAMU



Identifikacija agencija koje će postati naši DMK

PARTNERSTVA

TURISTIČKE ZAJEDNICE - DMO + TURISTIČKE AGENCIJE - DMK

=

ZADAR REGION EXPERIENCES

DMK RADIONICE 2015

- Što čini našu zajednicu posebnom?
- S kojim sjećanjima želimo da naši gosti odu?
- Koji se interesi gostiju poklapaju s našom ponudom?
- Suradnja? Ljudski resursi?
- Što već postoji ili je moguće razviti?

TZ-i = 200 atrakcija

TA = razvoj doživljajnih programa koji evociraju najbolje,
stvaraju motiv, ispunjavaju očekivanja



Dublje preispitivanje

1. PERSONALIZACIJA
2. Koji su naši ŽELJENI/CILJANI GOSTI? Što više znate, to bolje.
3. Fokusirajte se NA ONO ŠTO GOST TRAŽI nego na razmišljanje o svojoj ponudi

80 PROGRAMA

5 OSNOVNIH DOŽIVLJAJNIH GRUPA

15 AGENCIJA

TERITORIJ CIJELE ŽUPANIJE



Home > Experiences > Island experience

Experiences



MEDITERRANEAN
EXPERIENCE



ACTIVE
EXPERIENCE



ISLAND
EXPERIENCE



AUTHENTIC
FOOD



SPECIAL
INTERESTS

FEATURED EXPERIENCE



zadar region

WHERE TO GO WHAT TO DO DISCOVER STAY INFO

NEWSLETTER TOURIST INFO CONTACT US ENGLISH

EAT & DRINK
RELAX & SPA
SPORT & ADVENTURE
SAILING
EVENTS
EXPERIENCES

FEEL E
One of a kind nautical experience

Zadar Sea Organs
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit.

LEARN MORE

THINGS TO DO PLACES TO GO DESTINATIONS

BEACHES
NATURE & PARKS
SAILING
EVENTS
SPORT & ADVENTURE
HISTORIC PLACES
EAT & DRINK

Zadar Sea Organs
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit.

Amazing Molat Bay
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit.

STAY UP TO DATE

NEWS EVENTS FIND ACCOMMODATION

Cultural heritage exhibition
21.7.2014

Opened the doors to Cultural Heritage centre in Zadar
21.7.2014

Cultural heritage exhibition
21.7.2014

Exhibition of Zadar Modern Art
21.5.2014

SEARCH

EXPERIENCES IN ZADAR REGION

Active vacation on Mura river
2 day trip to Zrmanja
Trekking on Paklenica
Jet spi on Pag

79 offers waiting to be experienced. Want to see more? VIEW OFFERS

EXPERIENCE ZADAR

MOLAT BAY
A nautical paradise distanced only a walk away from Zadar old town.

Nautical paradise
Gastronomy
Active vacation
History

WE RECOMMEND

Nature
NP PAKLENICA
NP KORINATI
Telašćica Nature Park
Veliki Nature Park

History
Church of St. Donatus
Benedictine Monastery
Krupa Monastery
Church of St. George

Islands world
Dugi otok
Pag
Prenjula
Mali

Experience
Pag Cultural Summer
South Filip Ljubor Flower Fair
Lady of the Snow in Kraljica
Milinkum Jump

NEWSLETTER

Sign up below to receive all latest news, events and recommendations from Zadar Region.

Full name: Your email: Country: SUBMIT

zadar region

WHERE TO GO WHAT TO DO DISCOVER INFO

112 ROAD VEHICLE ASSISTANCE 987 SEARCH AND RESCUE CENTRE 9155 CROATIA COUNTRY CODE 385

Zadar region tourist board
SV. Leopolda Bogaševa Mandića 1
HR - 23000 Zadar
Tel: +385 - (0)23 - 315 316
Fax: +385 - (0)23 - 315 107
e-mail: info@zadar.hr

Follow us

zadar region

WHERE TO GO WHAT TO DO DISCOVER STAY INFO

Home > Experiences > Island experience > The Healing Flavours and Fragrances

The Healing Flavours and Fragrances

ACTIVE EXPERIENCE 3 - 5 DAYS 15 - 50 PERSONS

BOOK NOW

The Healing Flavours and Fragrances of Dugi otok

Dugi otok ("long island") is known far and wide for its pristine natural environment. This 50 kilometre-long island is home to an immensely diverse flora and many other natural beauties that are in full bloom in spring, when all of nature reawakens and the island becomes a palette of intense and beautiful colours. All this is reason enough to visit the island outside high season. The diversity of the medicinal plants that abound on Dugi otok provides an excellent reason to go on a multi-day tour of the island and attracts an increasing number of visitors every year. The best way to familiarise yourself with these plants is to go on an expert-guided tour of Telašćica Nature Park or the Significant Landscape of the north-western part of Dugi otok. Come and savour all the colours and smells of this region...come and experience our very own Long Island!

Length (days): 3 - 5 days
Period: 31.8.2015 - 10.9.2015
Groups: 15-20
Accommodation type: 3 star hotel
Transport by: Bus
Language: Croatian, English or German
Other upon request:

PROVIDER: **adamo travel**

Travel Agency Adamo travel
HR-48-23-110002322
Sali 112, Dugi otok
T: +385 99 2794 212
info@adamo.hr
www.adamo.hr

DOWNLOAD BROŠURE

BOOK NOW

Activities & Attractions

- expert-guided tours of Telašćica Nature Park and of the Significant
- workshops on making products from medicinal plants
- Mir Lake
- Sakarun Bay
- the Punta Bjanka lighthouse in Veli Rat.

Programme outline

Day 1 arrival and accommodation

Day 2 tour of the northern part of the island

Day 3 tour of the northern part of the island

Day 4 workshop on making products from medicinal plants and fair of products from the island.

View Gallery

Spread the word... Send to a friend Like

SIMILAR EXPERIENCES

Active vacation on Mura river 14 DAYS, 3 STAR HOTEL

2 day trip to Zrmanja 3-5 DAYS, 3 STAR HOTEL

Trekking on Paklenica 3-5 DAYS, 3 STAR HOTEL

Jet spi on Pag 3-5 DAYS, 3 STAR HOTEL

zadar region

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WHERE TO GO WHAT TO DO DISCOVER STAY INFO

Home > Where to go > Historic places

Historic Places

Zadar Region is well known for it's influential history and grumpy wizards make toxic brew for the evil Queen and Jack. Lorem ipsum text.

Rafting
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See it all below

CHECK OUT THESE BEAUTIFUL PLACES...

Church of. Saint Donatus
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Church of. Saint Donatus
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LOCATIONS

Church of. Saint Donatus
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Church of. Saint Donatus
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SPECIAL OFFER

The Healing Flavours and Fragrances of Dugi otok
3-5 DAYS, 3 STAR HOTEL
MORE DETAILS

zadar region

WHERE TO GO WHAT TO DO DISCOVER INFO

112 ROAD VEHICLE ASSISTANCE 987 SEARCH AND RESCUE CENTRE 9155 CROATIA COUNTRY CODE 385

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Nismo više samo na WHAT TO DO, WHAT TO SEE...

Uspjeli smo dati razloge **ZAŠTO DOĆI U ZADARSKU REGIJU?**



OKOSNICA

ZNANJE (što mi imamo i što drugi imaju)

ANALIZA

SURADNJA (kreativnost na djelu)

DOŽIVLJAJI KOJI SU PRIRODNI ZA NAŠU DESTINACIJU

REGIONALNE PLATFORME

MARKETING PRODUCT PRICE PLACEMENT PROMOTION

RESURS + PROMIDŽBA???

**DA: RESURS – POTREBA TRŽIŠTA – KAKO NAŠ RESURS MOŽE
ODGOVORITI TIM POTREBAMA I MOŽE LI UOPĆE...**

ANALIZA

POZICIONIRANJE

STANDARDI

PODRŠKA – promidžba i platforma



U SUPROTNOME (RESURS + PROMO)...

KORISNIK POSEBNIH INTERESA, HOBIST, ENTUZIJAST je

u ZABLUDI

„PROIZVOD” KOJI NE ISPUNJAVA OČEKIVANJA

VRAĆA SE KONKURENCIJI

DESTINACIJSKA PLATFORMA

- **KOMERCIJALNIM SUBJEKTIMA**
- **POJEDINCIMA, TURISTIMA, GOSTIMA**

**USMJERAVAMO IH NA SUBJEKTE/SPREMNE
ZA NJIHOV PRIHVAT,
ODGOVARAMO NA ŽELJE I POTREBE**



PLATFORME

- **WELCOME**
- **EXPERIENCES**
- **AKTIVNI – BIKE, TRAIL**
- **RURAL**
- **EVENTS**

**SVAKA PLATFORMA IMA SVOJE POSEBNOSTI ALI U SUŠTINI JEST
DUGOROČNI ODRŽIVI RAZVOJ**

ŠTO TRŽIŠTE TRAŽI?

- **TRENDOVI – RAST U ADVENTURE SEGMENTU**
- **MI IMAMO RESURSE, ALI GDJE NAM JE PONUDA**

ZADAR TRAIL MAGIC - Walking & Trekking in Northern Dalmatia



ŠTO IMAMO?

- **65% U PRIVATNOM SMJEŠTAJU**
- **NAŠ IMA SPECIFIKUM – DOMAĆIN KOJEM SE GOST VRAĆA**

WELCOME – označavanje kvalitete (labelling) u privatnom smještaju



ANALIZA

- **IMAMO PUNO TOGA, ALI NITKO NE ZNA KOLIKO I GDJE ČAK I STRATEGIJA**
- **IDEMO STAVITI SVE NA PAPIR I UVJERITI SE NA TERENU**

RURALNI RAZVOJ



STANDARDI

**- UVJETI DA BI SE STVORIO
KONKURENTAN PROIZVOD/USLUGA**

**„ALI MI IMAMO STAZE – KAKO ĆU OBJASNITI
DA RADIMO NOVE, ODNOSNO NE RADIMO NOVE (?!?!?)“**

ZADAR TRAIL MAGIC - Walking&Trekking in Northern Dalmatia



POVEZIVANJE PARTNERA

MREŽA

PLATFORMA + USLUGE

= PROIZVOD



ZADAR BIKE MAGIC

ZAŠTO CIKLO-TURIZAM?

- Izvanredna raznolikost terena - idealna konfiguracija za biciklistički turizam
- Razvijena turistička infrastruktura
- Dobra prometna povezanost
- Relativno mala lokalna konkurencija



CILJEVI

- **Učiniti Zadarsku županiju TOP ciklo-turističkom destinacijom, prepoznatljivom i jedinstvenom na tržištu kroz tržišno aktualnu turističku ponudu u skladu sa svjetskim trendovima u ciklo-turizmu.**
- **Razvoj van-turističkih naselja i ruralnog turizma kao podrške te integraciju s razvijenim turističkim dijelovima županije.**
- **Revitalizacija i stavljanje u funkciju veliki broj šumskih, požarnih i poljskih puteva te lokalnih cesta.**
- **Jačanje pred i postsezone.**

MISIJA

**ŽELIMO PRUŽITI NAJVEĆU
MOGUĆU RAZINU
UŽIVANJA U
BICIKLIRANJU**



VIŠEGODIŠNJI PROJEKT



Rezultat je PROIZVOD:

- **spreman u svakom pogledu za tržište,**
- **koji ispunjava očekivanja i**
- **stvora prepoznatljivost destinacije.**

FAZE

1. Prikupljanje & obrada podataka, pozicioniranje i strateški plan
2. Izrada operativnog plana po mikro-lokacijama
3. Terensko prikupljanje podataka
4. Master ideja, vizualni & verbalni identitet
5. Kartografija, labeling, edukacija
6. Izlazak projekta na tržište
7. Promocija



DOKUMENTACIJA



ZADARSKA ŽUPANIJA KAO
CIKLOTURISTIČKA DESTINACIJA
19. APRIL 2015.

POZICIONIRANJE



401 Naugorjeva ul. / Ploče 15 / 51000 Šibenik / Šibenik / Hrvatska / t: 051 3119090



ZADARSKA ŽUPANIJA KAO
CIKLOTURISTIČKA DESTINACIJA
19. APRIL 2015.

**OPERATIVNI PLAN
TRASIRANJA**

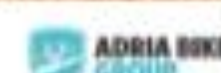


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ZADARSKA ŽUPANIJA KAO
CIKLOTURISTIČKA DESTINACIJA
STUDENI 2015.

**TERENSKO PRIKUPLJANJE
PODATAKA**



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SMJEŠTAJNI KAPACITETI I PARTNERI

**KNJIGA
STANDARDA**



KATEGORIJE

MTB (BRDSKI)

ROAD (CESTOVNI)

**TREKKING / FAMILY
(REKREACIJA I OBITELJ)**

ZADAR
BIKE
MAGIC



KRITERIJI ZA TRASIRANJE

ZADAR
BIKE
MAGIC

BICIKLISTIČKI ATRAKTIVNE

KRUŽNE

KLASIFICIRANE

URAVNOTEŽENE



ISHOD TRASIRANJA

96 PROJEKTIRANIH RUTA!!!

3200 km

- **Najveća biciklistička mreža u Hrvatskoj**

ZADAR
BIKE
MAGIC



ZADAR BIKE MAGIC

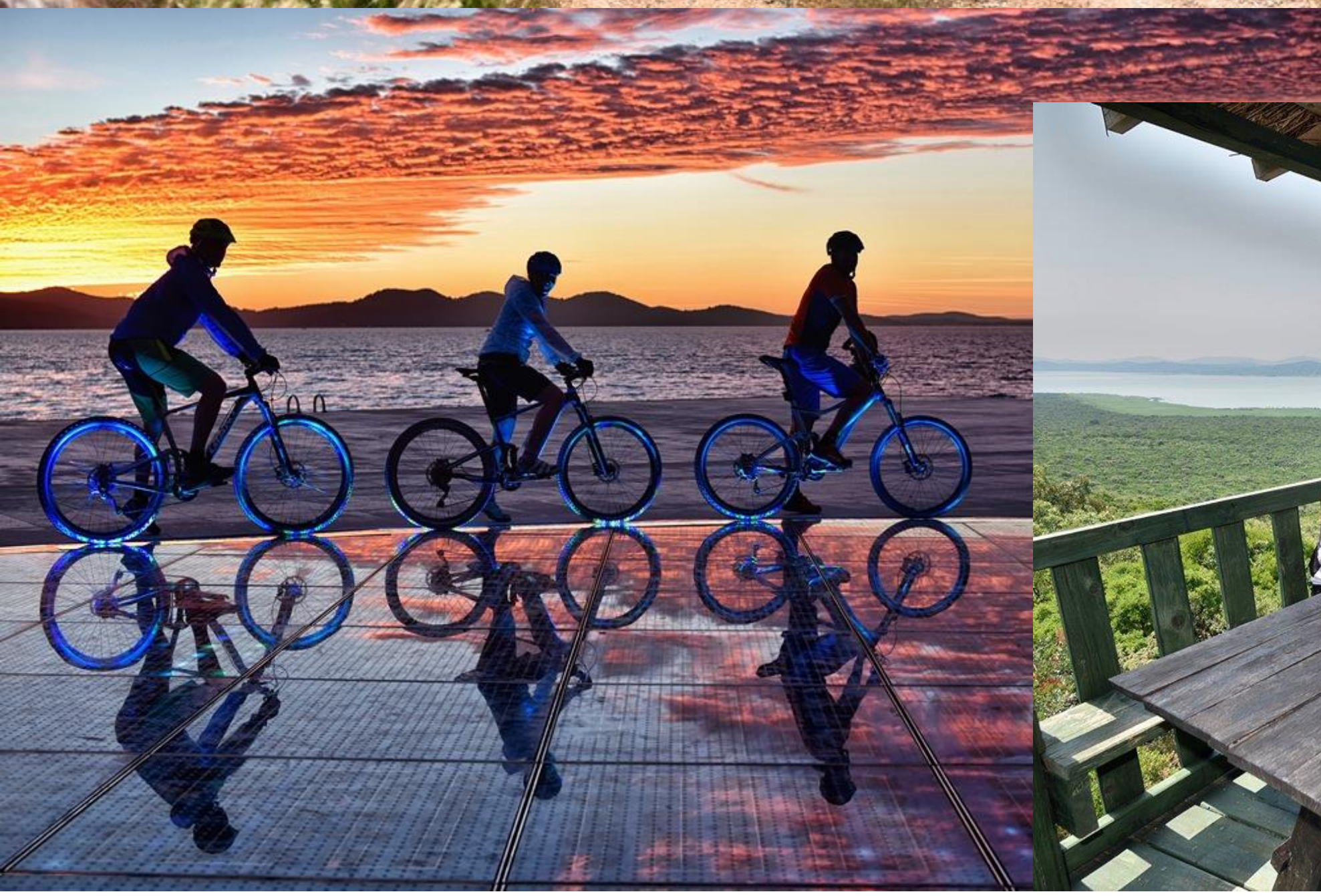
ZADAR
BIKE
MAGIC

3.000 KM OF
ULTIMATE EXPERIENCE

www.zadarbikemagic.com



FOTOGRAFIRANJE

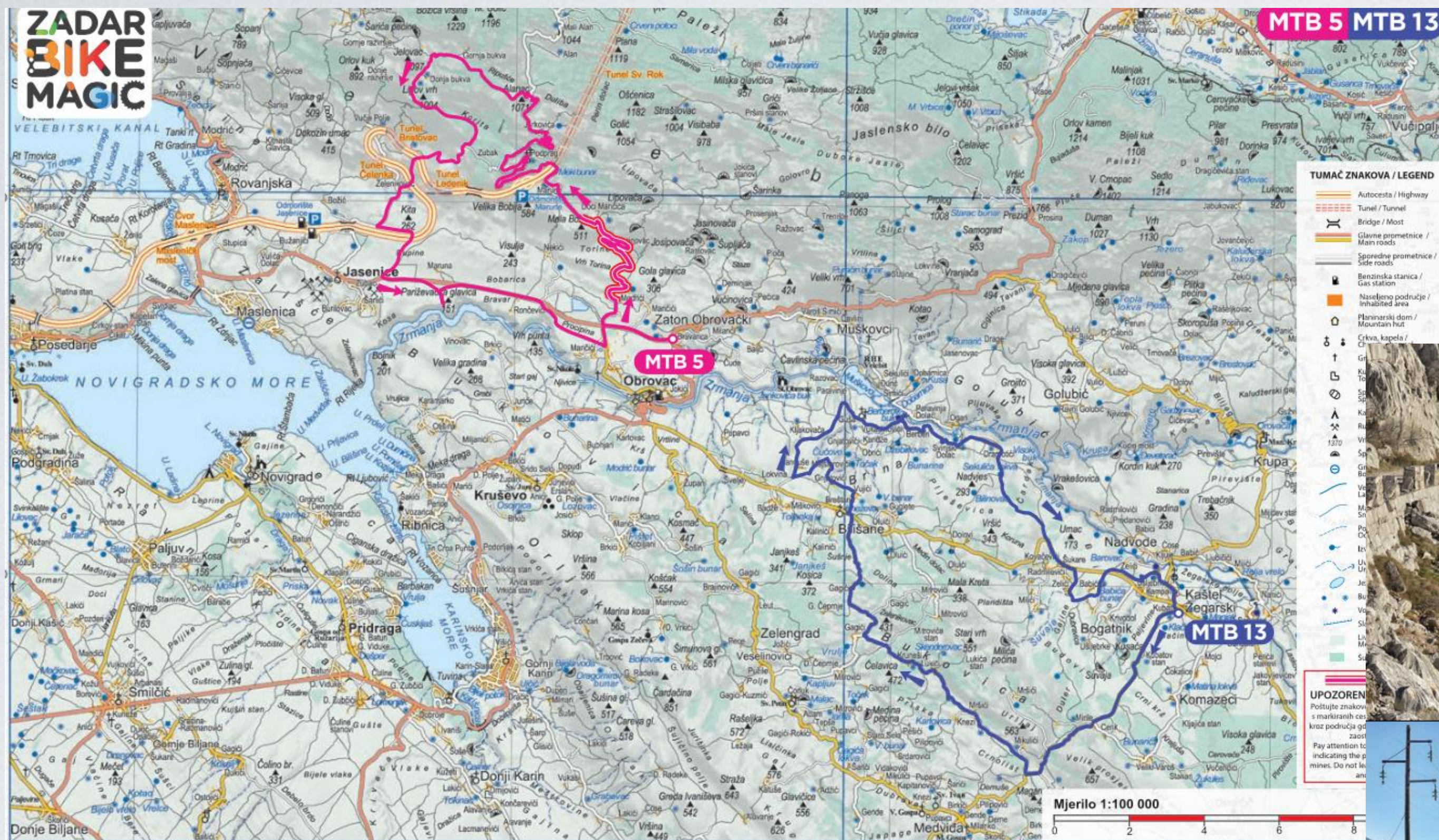


MATERIJALI

- **INFO - Booklet: 46 pojedinačnih karata + 3 pregledne**
- **PROMO**
- **B2B - Priručnik, Standardizacija**



POJEDINAČNE KARTE



PODACI O STAZI:

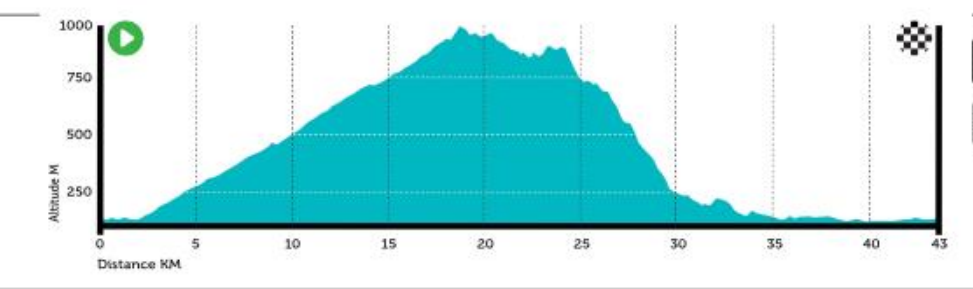
Start/Cilj: Zaton Obrovacki
 Putem: Parizevačka glavica-tunel Sv. Rok
 Ukupna dužina: 43,6 km
 Fizička težina: 3
 Tehnička težina: 3
 Ukupni uspon: 1112 m
 Kategorija: MTB
 Naziv staze: MTB 5

HR
 Ukoliko ste ljubitelj enduro staza koje zahtijevaju napredniju tehniku vožnje, onda je ova staza kao stvorena za vas. Nakon starta u Zatonu Obrovackom i dugom usponu prema Tulovim gredama, stjenovitom grebenu sastavljenom od niza okruglih torņeva, uskih prolaza i niza drugih neobičnih kraških oblika koji im daju posebnu čar i ljepotu, stižete na najvišu točku gotovo 1000 metara nad morem. Kratko predahnite uz predivan pogled na zadarski arhipelag i Velebit te se prepustite uzbuđljivom i atraktivnom spustu po grubom makadamu i dijelovima staze s kamenom podlogom. Za nagradu pred ciljem očekuje vas bistra i vijugava rijeka Zrmanja.

EN
 If you are a fan of enduro trails which demand a more advanced riding technique, then this route is just as made for you. After the start in Zaton Obrovacki and a long ascent towards the Tulove Grede, a rocky cliff consisting of a series of round towers, narrow passages and other rare karst forms which give them a specific charm and beauty, you will come to the peak at almost 1000 m above the sea level. Take a break for a while, enjoy a beautiful view of the Zadar Archipelago and the Velebit Mountain, and go down on an exciting and attractive downhill ride on a rough macadam and the trail parts covered with stones. At the finish, as a reward, the clear and serpentine Zrmanja River awaits you.

TRAIL INFO:

Start/Finish: Zaton Obrovacki
 Via: Parizevačka glavica-tunel Sv. Rok
 Length: 43,6 km
 Physical difficulty: 3
 Technical difficulty: 3
 Elevation: 1112 m
 Category: MTB
 Trail name: MTB 5



PODACI O STAZI:

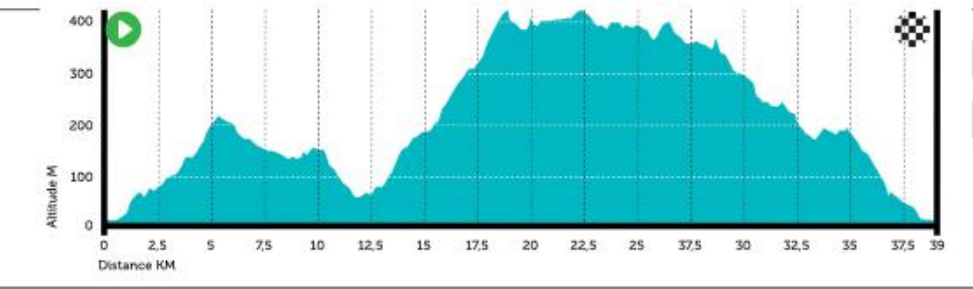
Start/Cilj: Muškovci
 Putem: Bogatnik-Kaštel Žegarski
 Ukupna dužina: 39 km
 Fizička težina: 2
 Tehnička težina: 1
 Ukupni uspon: 721 m
 Kategorija: MTB
 Naziv staze: MTB 13

HR
 Vožnja lijevom obalom rijeke Zrmanje pružit će vam uistinu jedinstven doživljaj ove vijugave krške ljepotice. Posebice od starta koji se nalazi na Berberovom buku, jednom od najatraktivnijih lokacija kanjona Zrmanje pa uzvodno prateći šum slapova uz samu obalu do Kaštela Žegarskog. Iako druga polovica staze ne prati tok rijeke, vožnja tehnički nezahtjevnim terenom kroz mirno i rijetko naseljeno zadarsko zaleđe ispunit će očekivanja svih MTB vozača umjerene tjelesne pripremljenosti.

EN
 Riding on the left side of the Zrmanja River will give you a unique experience of this serpentine karst beauty, especially from the start in Berberov buk, which is one of the most attractive locations of the Zrmanja River canyon. After that you will ride upstream, following the murmur of the falling water along the very coast toward Kaštel Žegarski. Although the second part of the route does not go along the river, the ride on a technically undemanding terrain through the quiet and scarcely populated Zadar hinterland will meet the expectations of all MTB riders of moderate fitness.

TRAIL INFO:

Start/Finish: Muškovci
 Via: Bogatnik-Kaštel Žegarski
 Length: 39 km
 Physical difficulty: 2
 Technical difficulty: 1
 Elevation: 721 m
 Category: MTB
 Trail name: MTB 13



WEB STRANICA



**ALONG THE ROCKY REGIONS
OF VELEBIT**



MTB
TRAILS: 46



ROAD BIKING
TRAILS: 20



TREKKING AND FAMILY
TRAILS: 20



MTB

Need something more exciting than just a regular bike ride? Choose your MTB trail bellow!

LOCATION



PHYSICAL DIFFICULTY



TECHNICAL DIFFICULTY



LENGTH



RESET

FIND



MTB 01 – Veliko Rujno

VIA VELIKO RUJNO



MTB 02 – Velebit 1

VIA LIBINJSKA KOSA



MTB 03 – Velebit 2

VIA ZATON OBROVAČKI

➔ LENGTH: 57.1 KM

🚲 PHYSICAL DIFFICULTY: 3/3 🔋

⬆️ ELEVATION: 1450 M



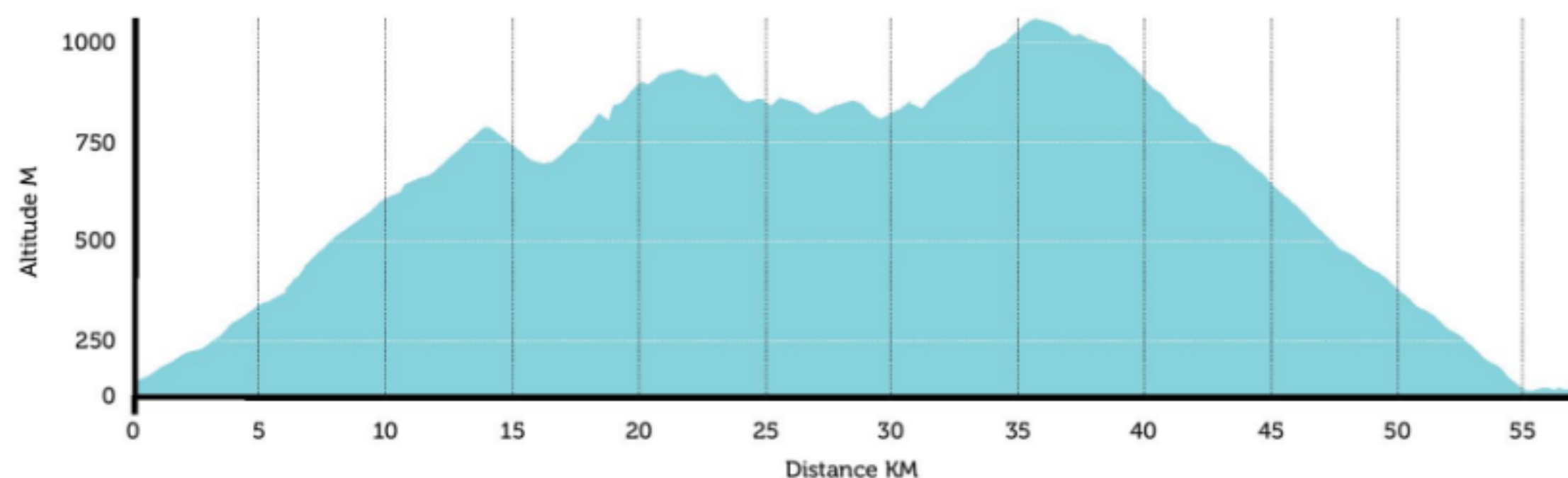
The view of Tulove grede and Zrmanja River canyon will make this ride unforgettable

The view of Tulove grede and Zrmanja River canyon will make this ride unforgettable

TRAIL INFO

This trail, intended for MTB riders in a better physical condition in search of an easier terrain, starts in Zaton Obrovački. After the main asphalted roadway to the Prezid pass, macadam road will take you to more wooded and cooler part of the Velebit mountain. Drinkable water is available on the 27th km and after another milder ascent, your descent towards the Zrmanja canyon starts along with the inevitable Tulove grede towers on the left and beautiful views of the Zadar archipelago.

ROUTE DETAILS



Start/Finishing Point Zaton Obrovački

Via tunel Sv. Rok - Tulove grede

Length 57.1 km ➔

Physical Difficulty 3/3 🚲

Technical Difficulty 1/3 📖

Elevation 1450 m 📈



DOWNLOAD GPS DATA



MAP DOWNLOAD

Stories

ZADAR BIKE MAGIC > STORIES



Land of Winnetou

River Zrmanja canyon, barren land of the longest Croatian mountain range Velebit, a unique location where there are no visible buildings in 360 degrees' view. An unspoiled nature reminiscent of the prairies of North America where, according to the novel by German writer Karl May, an Indian chief Winnetou lived. The



Island riding

Cycling on the islands is an unique experience. Wherever you go, sooner or later you will end up on a beach and the views are fascinating – both toward the coast and toward the other archipelagos. The islands themselves are still witnessing the past times and a way of life which does not change so quickly here... more



Riding along the moon

Breathtaking scenery of the northern part of the island of Pag is impossible to compare with anything else on the planet because it most resembles the Moon. Or at least the photos of the Moon that we've seen. The bare rock certainly evokes the uniqueness to wind there that during the winter descends to the... more



Land of the kings

Town of Nin is the oldest Croatian royal town, over 3000 years old. Nin was the first historical, administrative, religious and cultural center of Croatia, where Croatian state was established. Its history is turbulent, it was destroyed and raised again several times, and in Roman times this town lived in prosperity. Situated in a hidden

Land of Winnetou

Zadar Bike Magic > Land of Winnetou

River Zrmanja canyon, barren land of the longest Croatian mountain range Velebit, a unique location where there are no visible buildings in 360 degrees' view. An unspoiled nature reminiscent of the prairies of North America where, according to the novel by German writer Karl May, an Indian chief Winnetou lived. The location was used in the 1960's to capture the widely popular TV show beloved by many generations. A wonderful and unique place to discover and experience while bike riding and surely one of the most attractive areas for mountain biking, covered with numerous bike trails that will clearly reveal why the film producers selected precisely this location to act as a homeland of Chief Winnetou.

FEATURED TRAILS

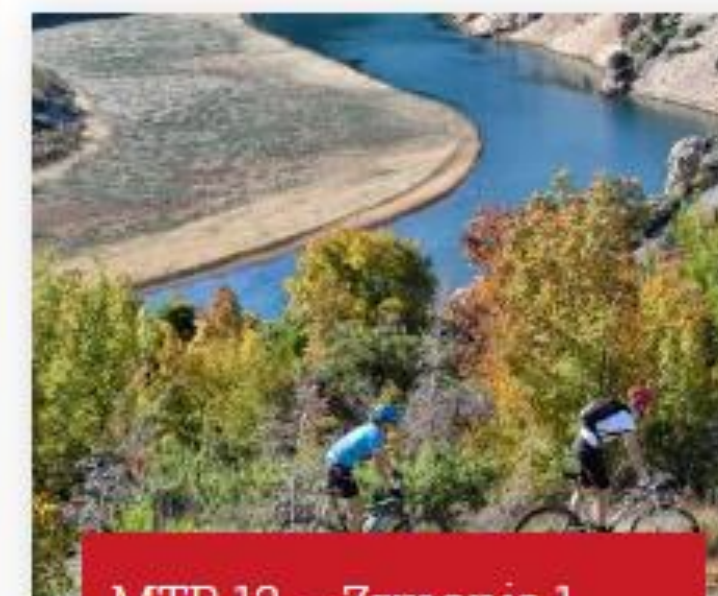


MTB 14 – Zrmanja 3

VIA

2/3

31.2 KM



MTB 12 – Zrmanja 1

VIA MANASTIR KRUPA - KAŠTEL ŽEGARSKI

2/3

34.3 KM



T&F 19 – Zrmanja 1

VIA BILUŠANE

1/3

20.6 KM

SIMILAR STORIES



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ZADAR BIKE MAGIC

zadar region



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MTB

ROAD BIKING

TRAIL BIKING AND FAMILY

STORIES

ACCOMMODATION

ABOUT DESTINATION

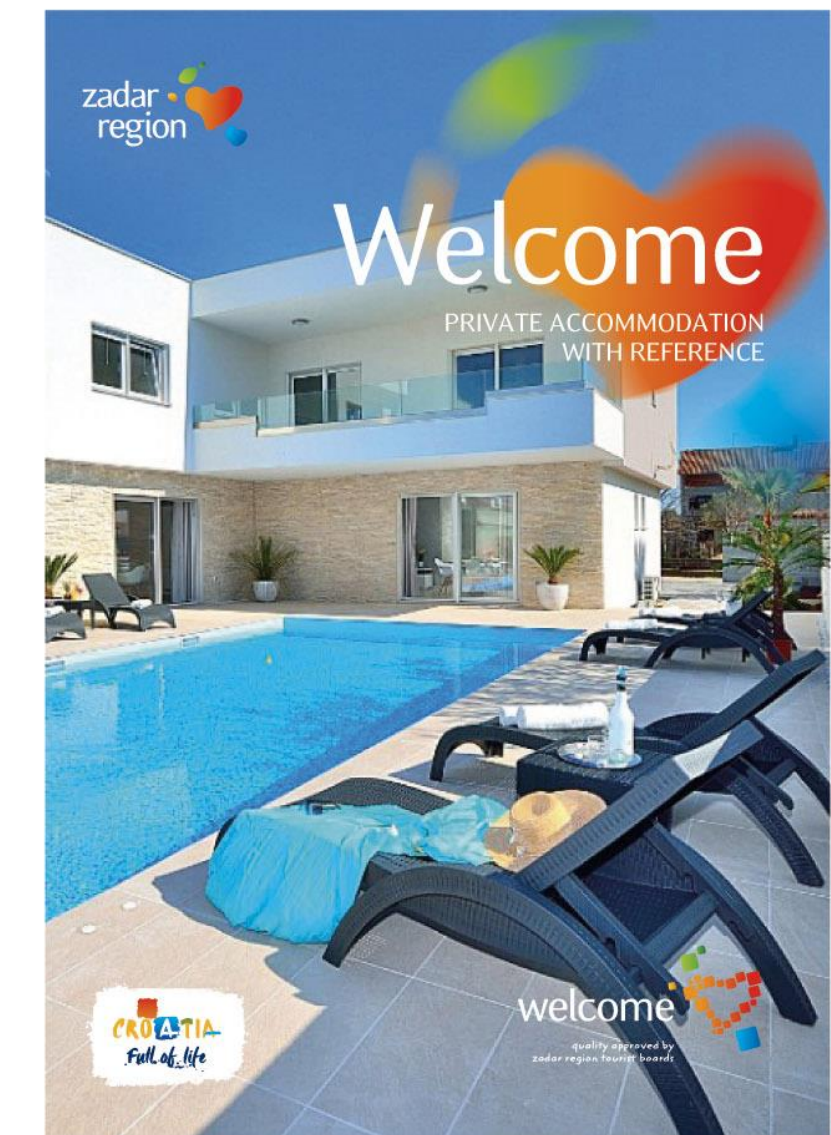
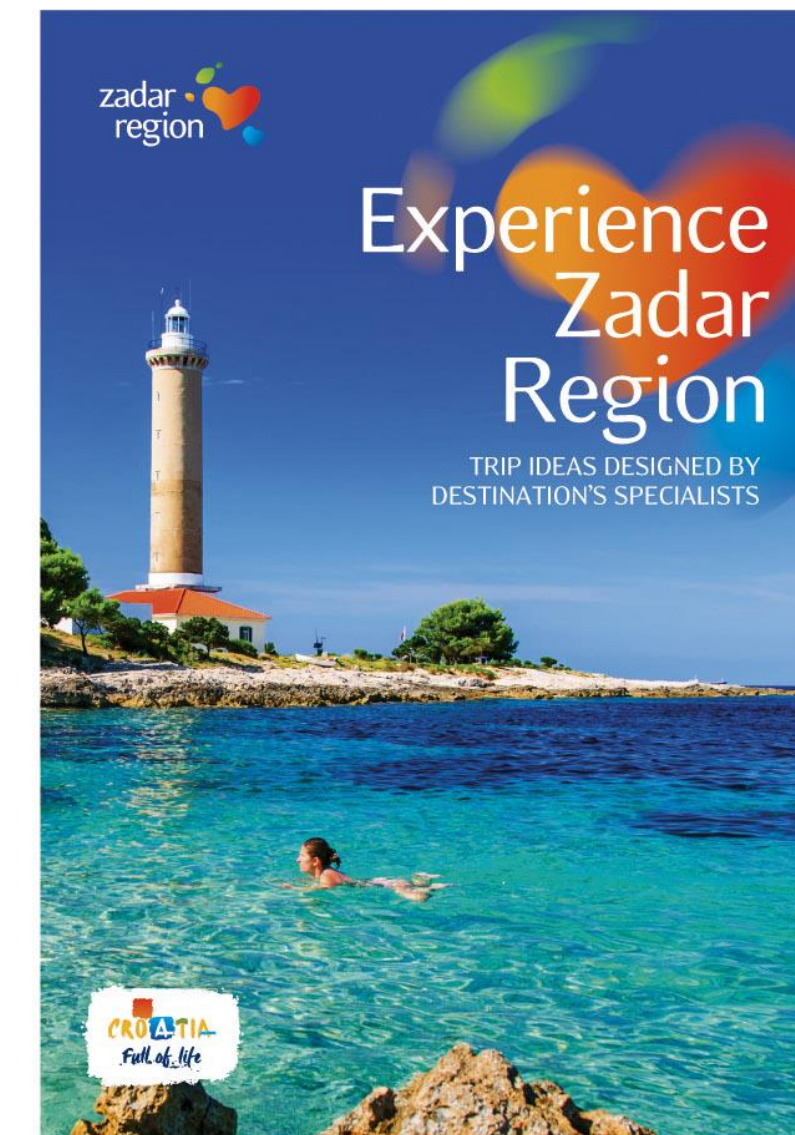
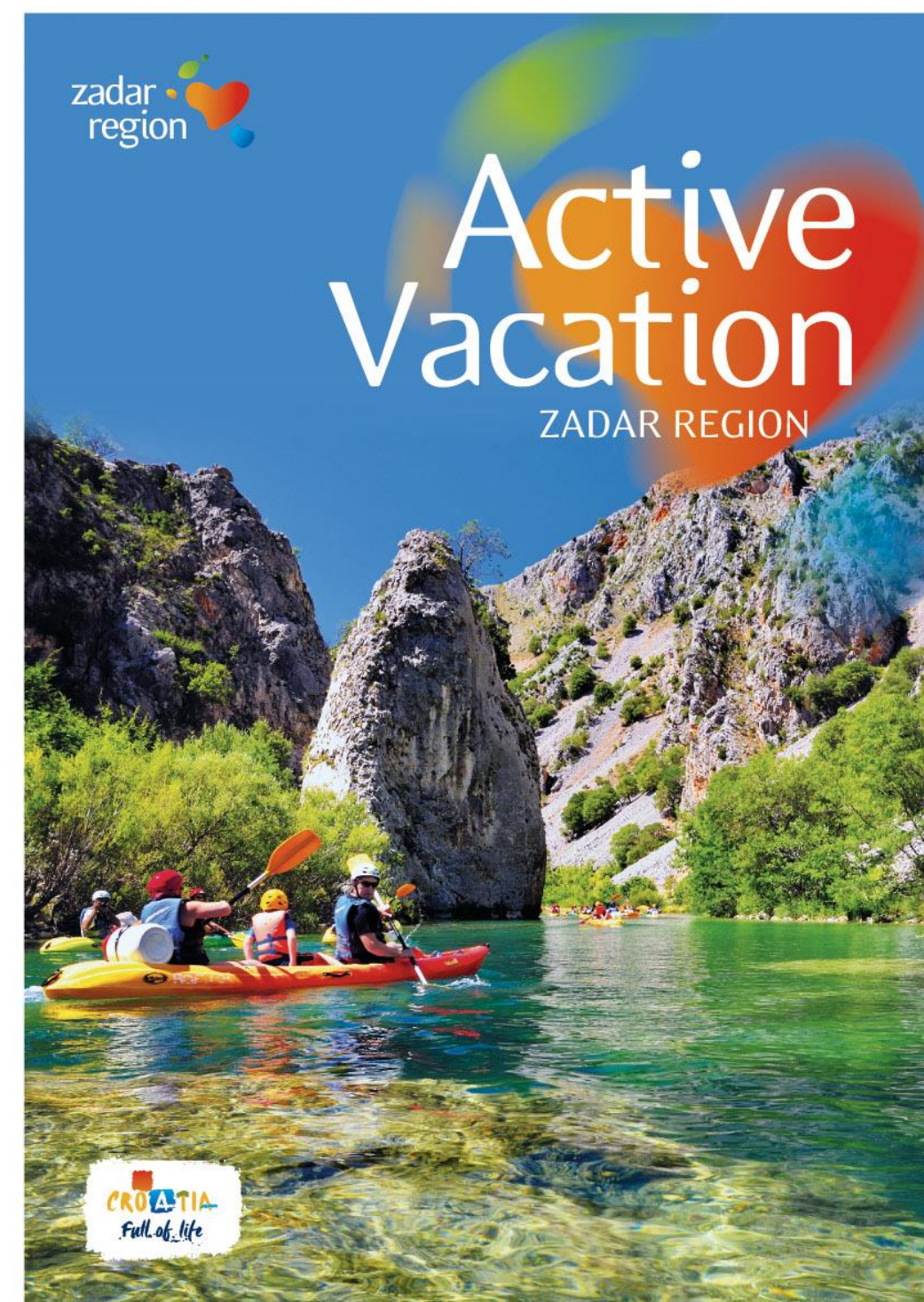
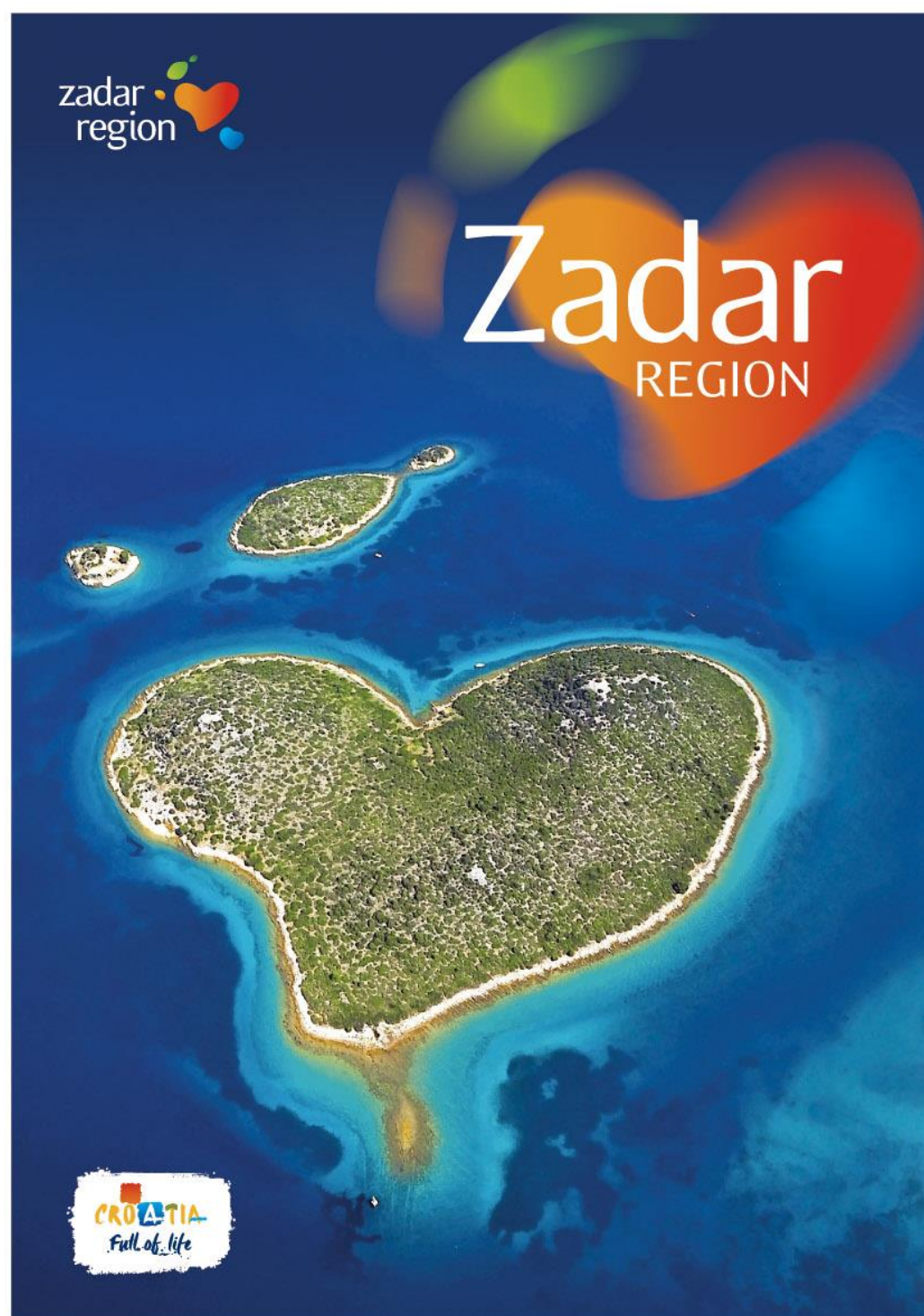
CONTACT

KORIST

INDIVIDUALCI – lakše upoznavanje
biciklističkih mogućnosti regije Zadar

PROFESIONALCI – PLATFORMA ZA
RAZVOJ SPECIFIČNIH USLUGA, PAKETA,
DODANE VRIJEDNOSTI, PROIZVODA





HVALA

www.zadar.hr

www.zadarbikemagic.com

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REGIONALNA PLATFORMA KAO TEMELJ RAZVOJA DESTINACIJSKOG PROIZVODA

Mihaela Kadija,
Turistička zajednica Zadarske županije

DMK FORUM
Zagreb, 9. prosinca 2016



ZADAR OUTDOOR FESTIVAL

27.-30.4.2017



JEDRENJE
/SAILING



PLIVANJE
/SWIMMING



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RAFTING



TRČANJE
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KAYAK

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