



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?

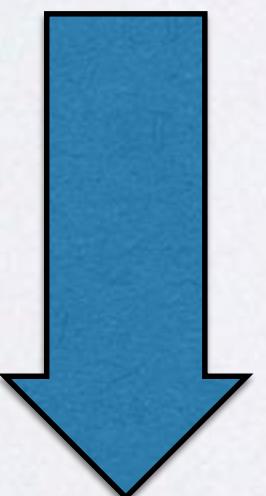
PRODULJUJEMO SEZONU?

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
SVAKOM PROGRAMU
- POSEBNOST



Identifikacija agencija koje će postati naši DMK

PARTNERSTVA

TURISTIČKE ZAJEDNICE - DMO + TURISTIČKE AGENCIJE - DMK

=

ZADAR REGION EXPERIENCES

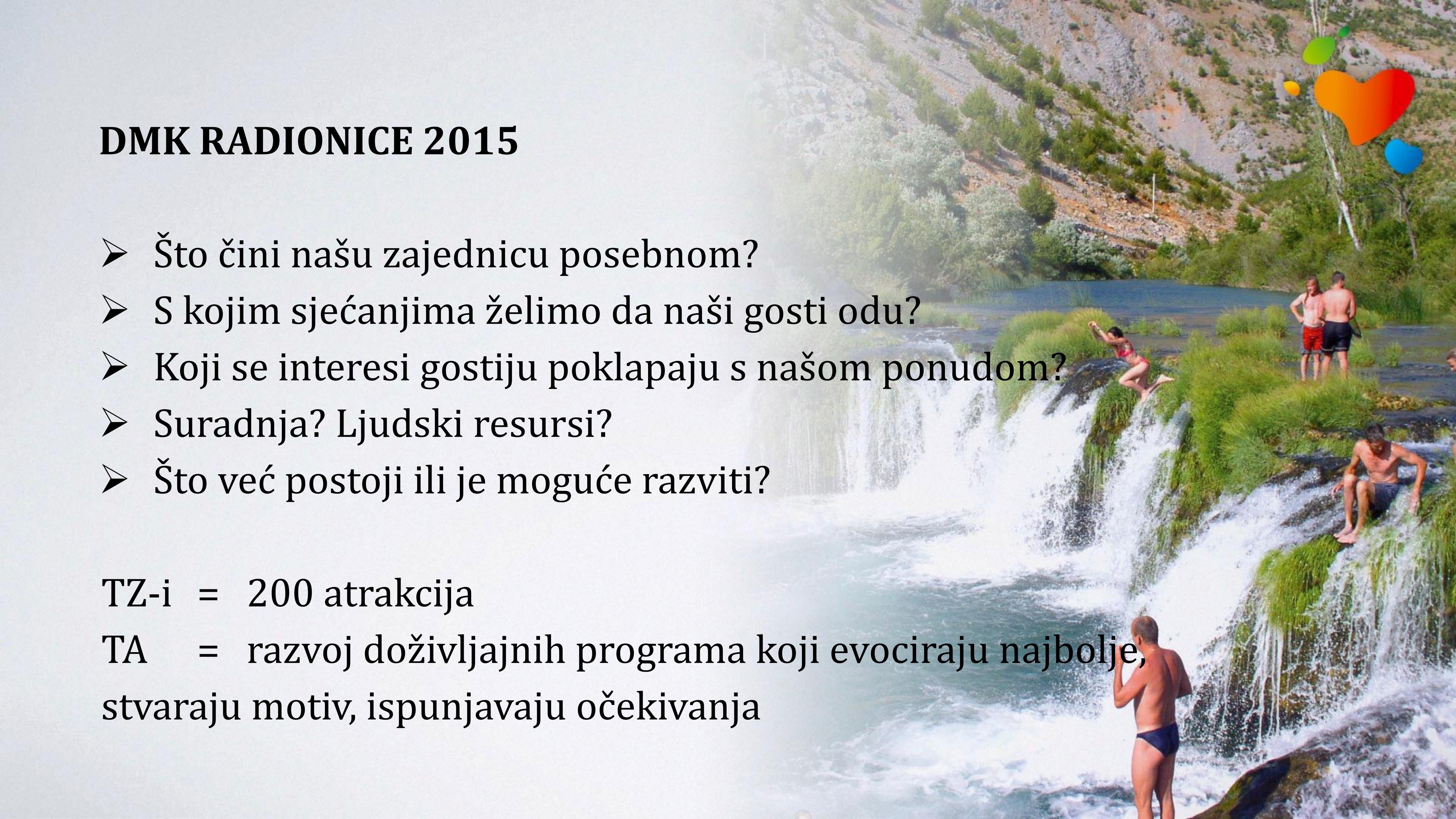


DMK RADIONICE 2015

- 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





NEWSLETTER

TOURIST INFO

CONTACT US

ENGLISH ▾

WHERE TO GO WHAT TO DO DISCOVER STAY INFO



Home > Experiences > Island experience

Experiences



MEDITERRANEAN
EXPERIENCE



ACTIVE
EXPERIENCE



ISLAND
EXPERIENCE



AUTHENTIC
FOOD



SPECIAL
INTERESTS



The screenshot shows the official website for the Zadar Region tourism board. The header features the 'zadar region' logo with a stylized heart icon. Navigation links include 'NEWSLETTER', 'TOURIST INFO', 'CONTACT US', and 'ENGLISH'. A main banner at the top left shows a coastal landscape with sailboats. To the right of the banner are sections for 'EAT & DRINK', 'RELAX & SPA', 'SPORT & ADVENTURE', 'SAILING', 'EVENTS', and 'EXPERIENCES'. A specific section for 'Zadar Sea Organs' is highlighted with a purple background. Below the banner, there's a large call-to-action button with the text 'FEEL E' and 'One of a kind nightlife experience' with a 'LEARN MORE' link. The main content area is divided into 'THINGS TO DO' and 'PLACES TO GO'. Under 'THINGS TO DO', there's a section for 'Zadar Sea Organs' with a photo of the amphitheater and a brief description. Under 'PLACES TO GO', there's a section for 'Amazing Molat Bay' with a photo of the bay and a brief description. To the right, a sidebar lists categories like 'DESTINATIONS', 'BEACHES', 'NATURE & PARKS', 'SAILING', 'EVENTS', 'SPORT & ADVENTURE', 'HISTORIC PLACES', and 'EAT & DRINK'. Below this is a 'STAY UP TO DATE' section featuring news about 'Exhibition of Zadar Modern Art' and 'Cultural heritage exhibition'. There's also a 'FIND ACCOMMODATION' search bar. The middle section features a 'EXPERIENCES IN ZADAR REGION' grid with four items: 'Active vacation on Mura river', '2 day trip to Zrmanja', 'Trekking on Paklenica', and 'Jet ski on Pag'. Each item has a small photo, a title, a duration, a hotel rating, and a short description. A red banner below this says '79 offers waiting to be experienced. Want to see more?' with a 'VIEW OFFERS' button. The bottom section is titled 'EXPERIENCE ZADAR' and features a large image of Molat Bay with a sailboat. Below this are five smaller cards: 'Nautical paradise', 'Gastronomy', 'Active vacation', 'History', and another 'Active vacation' card. The footer contains a 'WE RECOMMEND' section with four columns: 'Nature', 'History', 'Islands world', and 'Experience'. Each column lists local attractions with 'SEE ALL' links. At the very bottom, there's a newsletter sign-up form with fields for 'Full name', 'Your email', 'Country', and a 'SUBMIT' button. The footer also includes links for emergency services (112, 987, 9155, 385), social media (Facebook, Twitter, LinkedIn, Pinterest), and legal links (About us, Terms of Use, Privacy policy, Cookies). The footer is signed off with 'Copyright © 2015, TZ Zadarske Jezera. All rights reserved.'



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

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

All the information provided above represents a non-binding draft version, so feel free to contact us regarding the creation of a final offer.

PROVIDER:
adamo travel

Travel Agency Adamo travel
HR-AB-23-110002322

Sali 112, Dugi otok
T: +385 99 2794 212

Info@adamo.hr
www.adamo.hr

DOWNLOAD BROSHURE

BOOK NOW

 **Spread the word...**

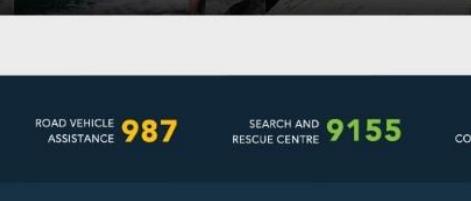
 **Send to a friend**



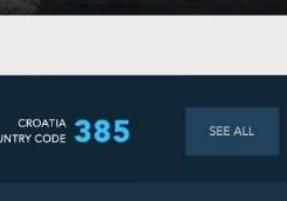
SIMILAR EXPERIENCES



Active vacation on Mura river
3-5 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 ski on Pag
3-5 DAYS, 3 STAR HOTEL

POLICE FIRE DEPARTMENT AMBULANCE 112

ROAD VEHICLE ASSISTANCE 987

SEARCH AND RESCUE CENTRE 9155

CROATIA COUNTRY CODE 385

SEE ALL

zadar region

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

Follow Us

f t in p

About us Terms of Use Privacy policy Cookies

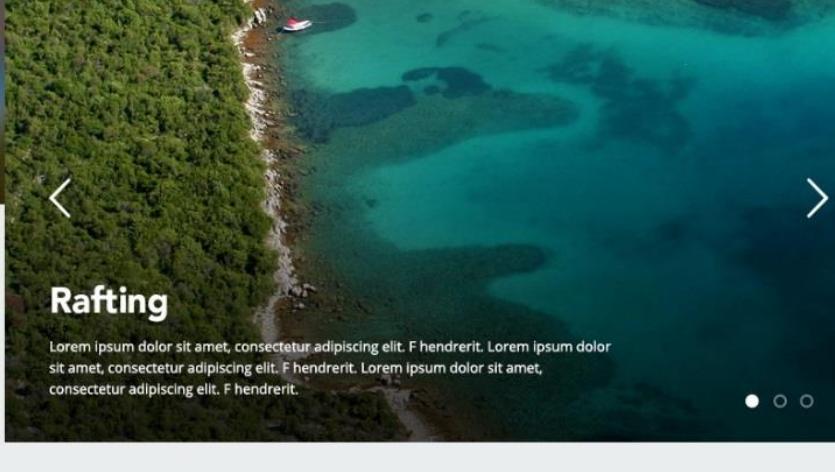
Copyright © 2015. TZ Zadarske Iupanije. All rights reserved.



[WHERE TO GO](#) [WHAT TO DO](#) [DISCOVER](#) [STAY](#) [INFO](#)

Home > Where to go > Historic places

Historic Places



Rafting

Lore ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit.

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.

See it all below

CHECK OUT THESE BEAUTIFUL PLACES...



Church of. Saint Donatus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet.



Church of. Saint Donatus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet.



Church of. Saint Donatus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet.



Church of. Saint Donatus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet.

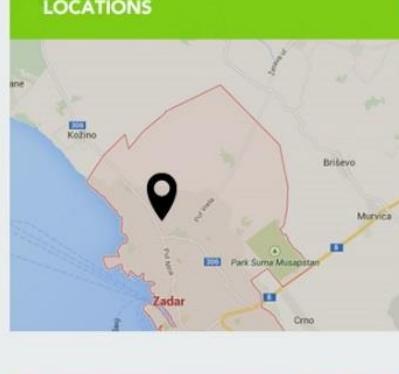


Church of. Saint Donatus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet.

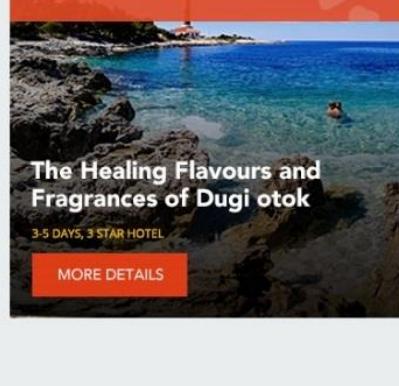


Church of. Saint Donatus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. F hendrerit. Lore ipsum dolor sit amet.

FEELING CURIOUS?



LOCATIONS



SPECIAL OFFER

The Healing Flavours and Fragrances of Dugi otok

3-5 DAYS, 3 STAR HOTEL

[MORE DETAILS](#)

POLICE FIRE DEPARTMENT AMBULANCE **112**

ROAD VEHICLE ASSISTANCE **987**

SEARCH AND RESCUE CENTRE **9155**

CROATIA COUNTRY CODE **385**

[SEE ALL](#)



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

Follow Us

About us Terms of Use Privacy policy Cookies

Copyright © 2015. TZ Zadarske Županije. All rights reserved.

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 SUPROTNAME (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?

- TRENDÖVI – 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 GDJJE 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 konkurenca



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





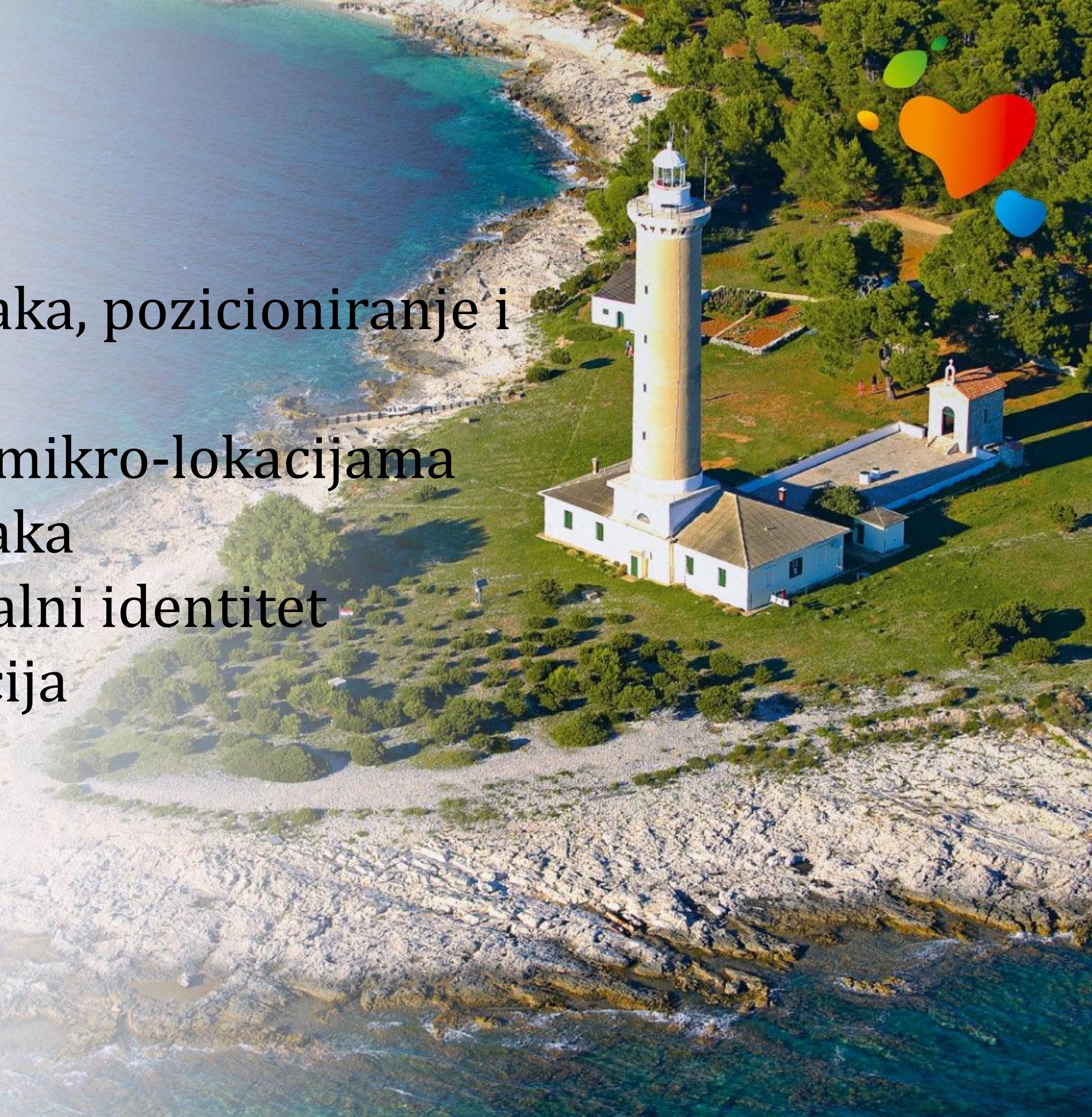
VIŠEGODIŠNJI PROJEKT

Rezultat je PROIZVOD:

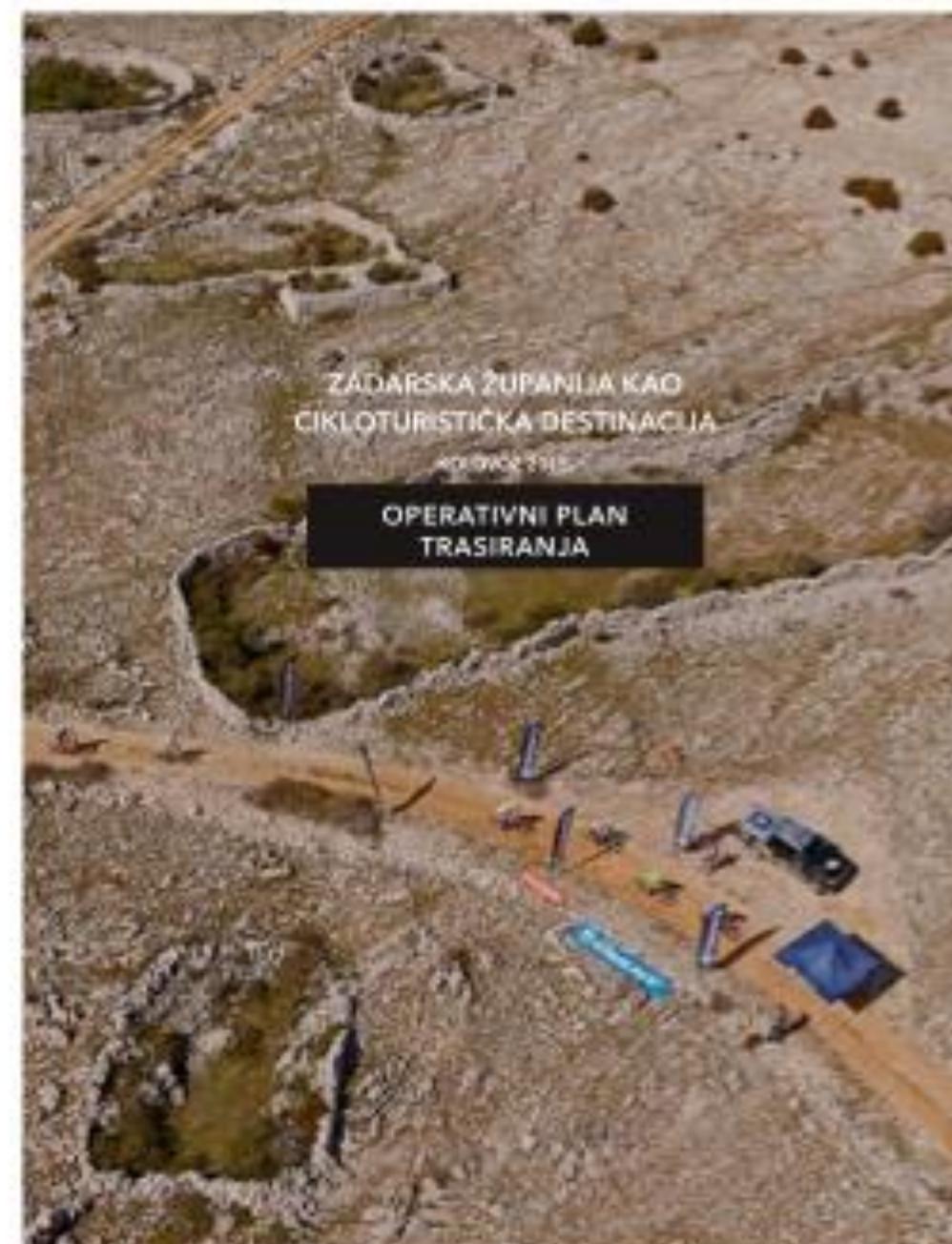
- spreman u svakom pogledu za tržište,
- koji ispunjava očekivanja i
- stvara prepoznatljivost destinacije.

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



KNJIGA STANDARDA



ZADAR
BIKE
MAGIC

KATEGORIJE

MTB (BRDSKI)

ROAD (CESTOVNI)

TREKKING / FAMILY
(REKREACIJA I OBITELJ)



KRITERIJI ZA TRASIRANJE

BICIKLISTIČKI ATRAKTIVNE

KRUŽNE

KLASIFICIRANE

URAVNOTEŽENE



ISHOD TRASIRANJA

96 PROJEKTIRANIH RUTA!!!

3200 km

- **Najveća biciklistička mreža u Hrvatskoj**



ZADAR
BIKE
MAGIC

ZADAR BIKE MAGIC

3.000 KM OF
ULTIMATE EXPERIENCE

www.zadarbikemagic.com



FOTOGRAFIRANJE

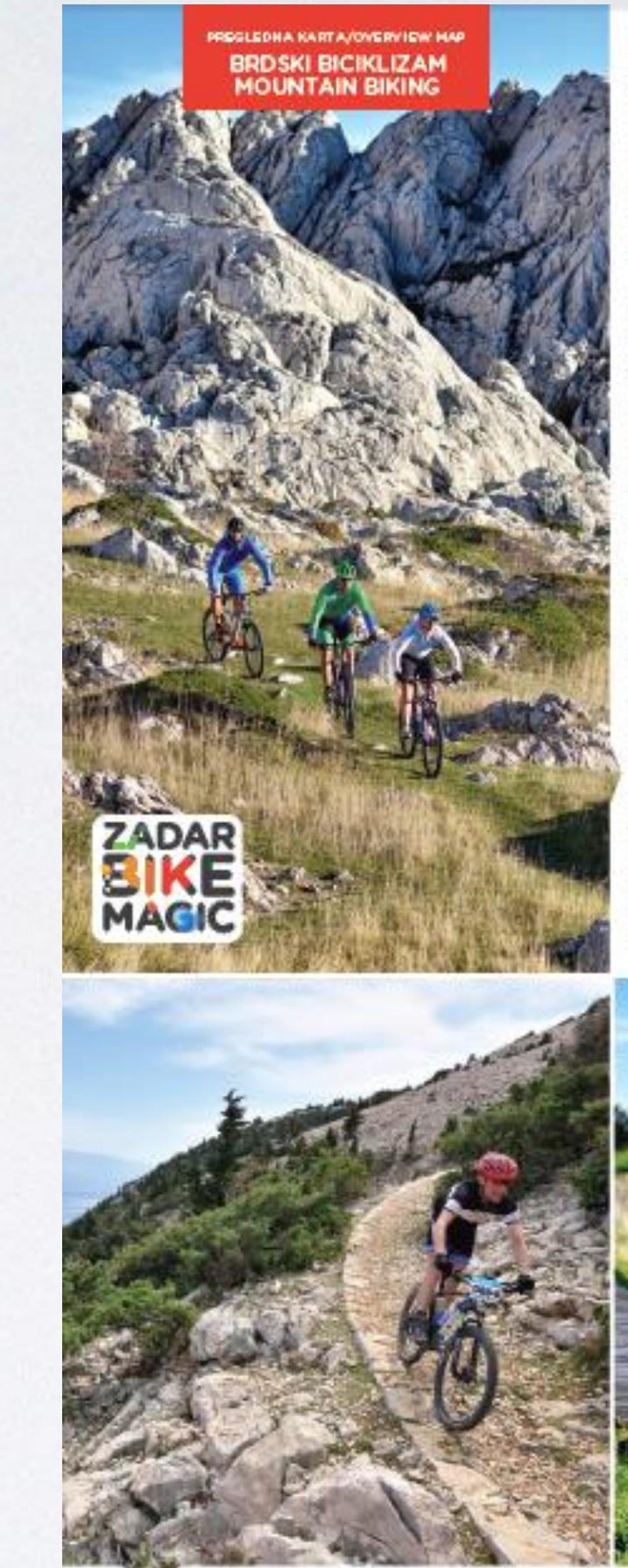
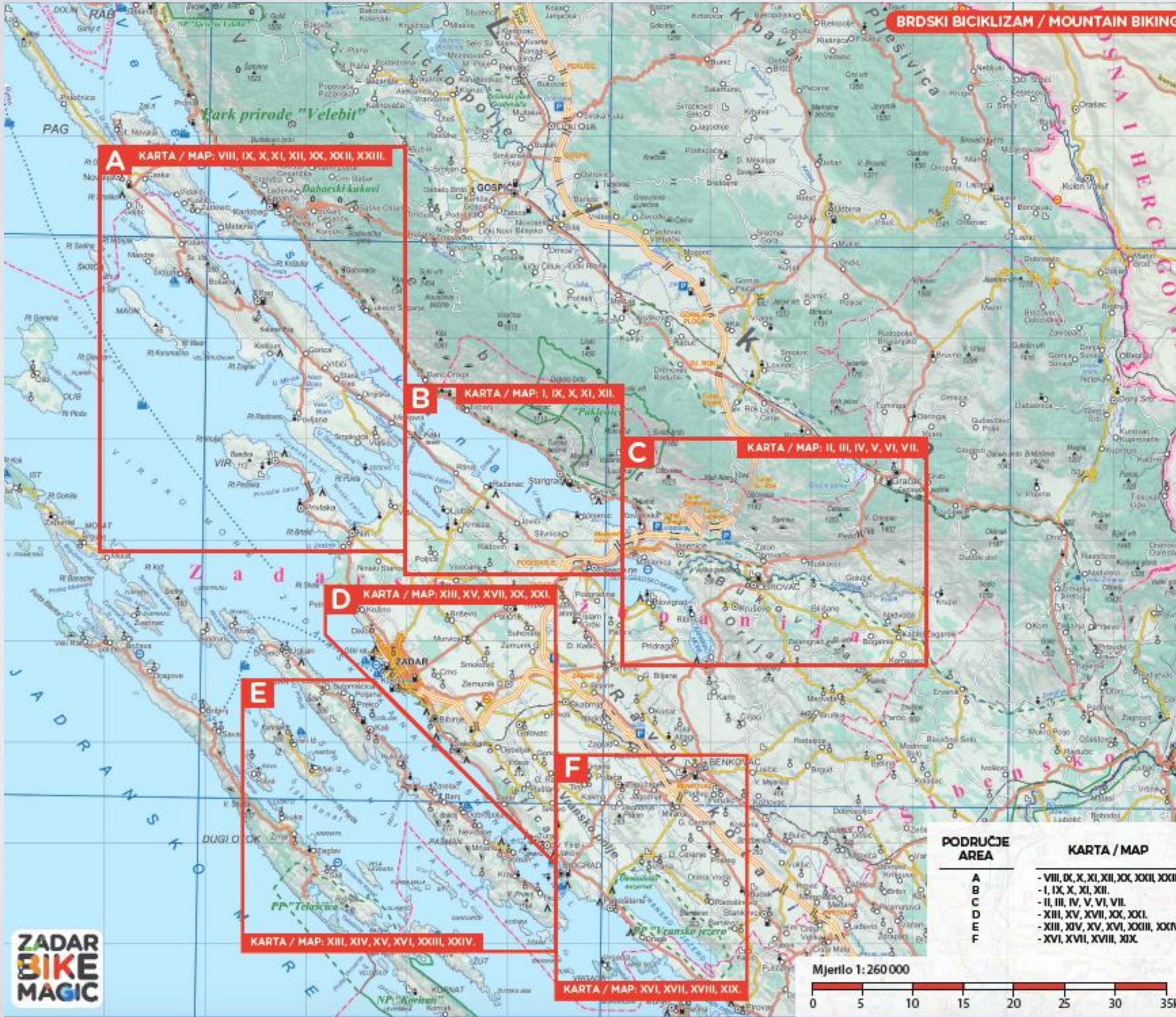


MATERIJALI

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



PREGLEDNE KARTE



DOBRODOŠU

Malo je regija na svijetu gdje je na tako malom prostoru toliko prirodnih raznolikosti kao što je područje Zadarske županije. Gradovi i luke na moru, gotovo 200 cekova od kojih svaki pripada svoju priboj i toliko su raznoliki da im je vjerljivo jedna ponovica - točno su otoci. Nacionalni park Paklenica fantastična je prirodna atrakcija, a kanjon rjeke Krizanje izgleda, kao da je na drugom kraju svijeta, a ne nekakav lokalni klimatarian u džungli. Ovde-đete nadali planine kašjina ne bi posamliće-ni Alpe. Početci i slatkovodne jezera-nasamjot obali mora. I onda Zadar grad, grad koji toliko toga skriva u svomj-malim ulicama, grad muzike sa jednom od najakustičnijih gradinava (Raduzagraden) i jedini grad na svijetu gdje može svira i leđi morske orgulje. Grad u kojem sunce pada u more između obala, grad neobičnosti, grad kolarka. Od Paga do Vranjeg jezera, od Velebita do Drugop otoka, Željava je najzanimljija prirodna raznolikost na Jadranu, vrhunaca spida i udružuje u sebi onome zgodnjeg stila i dolić ovdje.

WELCOME

There are only few regions in the world who can claim such diversity on such a small territory as Zadar county. Zadar riviera consists of many cities and touristic centers and almost 100 islands; where each of the island speaks about its own story, difference between them is so huge as we can conclude that only thing they have in common is the fact they are islands. National park Paklenica is a fantastic attraction of nature, and the nearby canyon of river Krka would not be ashamed if it does not belong there. A few mountains that Alps wouldn't be ashamed of and lake very close-to-sea make this place even more unique. Finally, the city of Zadar, hiding secretey among small charming streets. That's the city of music and one of the most acoustic construction ever built, the only place in the world where the sea can play a music combined with an amazing view of sun setting between the islands. Zadar is a university city and the home-of basketball. From Pag to Vranačko lake, from Veljet to Dugipla island you can expect different nature and interesting environment, quality gastronomy and enjoyment above all.

BRDSKI BICIKLIZAM U ZADARSKOJ ZUPANIJI

Sam pogled na kartu baci će vas unazad u mlađe dječko - ja toga imajušem nizno da se tako oduševlji. Pogledate na vrhove Velebita i uvidjeti fantastičan pogled na obalu I - stoku ili odradiočkih stoku na kojima putuju zadarski zaledi? Oduševljeno jevrećem i morem a čuđe zvukove voćačkih cikora Velebita ili gospodarskog kotača, bio je jedno voće pojam posvećen istraživačima pojedine cikote. Pogled na zadarski otok Šolta koji tu bingu preputljavamo vama. U Zadarskoj regiji istražujemo je oko 1400 km MTB staza koje se nalaze pred vama. Odaberite mjesto na kafici, odaberite avtobus i tekmičku budite u finitetu redom. Redobijed je val oduševljenja. Na kraju nam ćemo reciti da li je ovo mjesto koje ste odabrali dobar za svoje utršavanje na brdskom biciklu.

MOUNTAIN BIKING IN ZADAR REGION

From the moment you take a look on a map you will be in doubt - there is so much to see and it's hard to decide where to start from. Should you climb to Velebit and catch a fantastic view on coast and islands, or to take a relaxing ride across Zadar inland? Should you take a ride around Vrana lake and look at the lake from one and the sea from the other side, or to bike through island Pag and feel how biting across the moon could look like? Or explore islands? Which islands? That's a choice you can have. We have 1400 kilometers of MTB trails in Zadar county. Pick the place on a map, pick how difficult you want it to be and just start. Chronology is of your choice. At the end we just want to know one thing - is it what you have been looking for?

MLJA WINNETOU-a
njen riječi Zrnjanja, gledi najduže hrvatske planine Velebita, jedinstvena
čađa koja u svih 200 stupnjeva nema niti jedne vidljive gradene te-
hnike, priča koja podjeća na prateće izvješće Amerike-ga je prema
imenu njemачkog psca Kafa Maya. Bio Indianarac poglavica Winnetou.
Budući su 60-tim godinama bili za vrijeme nadaljevanja populacionog smerja
kojeg su odrasle brojne generacije, Predikan (jedinstveni prostor za održavanje
bitnijih na biciklu od skupine jedno od najatraktivnijih područja za bavljenje
čitavom prošlom) je bio primjer biciklističkog-čitavog
jedanaestec otiski zato na litskim producenti edabrali baš ovu lokaciju da
pluni domovinu poglavica Indianaca.

END OF WINNETOU
A canyon of river Zrmanja, the bare mountains of Velebit, unique location without any visible building that surrounds it. The untouched nature that reminds of North American prairies where, according to a German writer Karl May, an Indian chief Winnetou lived back in past, was used as a scene to film a very popular series known to a lot of generations. It is for auto-biophilic and regular environment to explore it by bike and due to different trails there one of the most attractive location for mountain biking. When you see it you'll know why it's chosen to act as a land of Indians.

VOŽNJA PO MJESECU

Najvjerojatniji izvjesnik o djetetu otoka Paga nemoguće je uporediti s librom na planeti Zemlja jer podjeđa najviše na Mjesec. Ili barem na fotografije koje smo vidjeli s Mjeseca. Goti kamen gotovo duguje svoju jedinstvenost vjetru koji buši kojače zimljapulja kopnjom i puši solikom brotom da neće more az do vrhova otoka. Sol i more pogubnje za vegetaciju, a optužuju zato najbolje vjetre koje služe kao lirvana oscarma bježi mljeku imaju specifičan okus i od kojeg se pretrivao dijedan od najpoznatijih hrvatskih zivota. Ito je samo jedna od mlađih otoka Paga. Richterovi jedinstveni, ali raznovrati, idealni za dugi dane na biciklu.

RIDING ON A "MOON"

An incredible-environment of the northern part of the island Pag is impossible to compare with anything on Earth for example reason - it reminds on a Moon. Or at least on what we think the Moon looks like. Unique bare and rocky nature is a consequence of the wind-boats that blows throughout winter-time and forces the sea up to the top of the islands. Salt is damageable for the vegetation and only the most durable types of plants can survive. But not for a long time they serve as a food for sheep whose products milk and cheese are famous across the world. And that's only one story about Pag. Unique and different. Ideal for biking.

ZEMLJA KRALJEVA
Grad Nin najstariji je hrvatsko-kraljevski grad stari preko 2000 godina. Nin je bio pre povijesno, administrativno, vjersko i kulturno središte Hrvatske, mjesto gdje je stvorena hrvatska crđavica. Pojednost juna je buna, rulici su ga i podižali nekako put, a u rimsko vrijeme u ovom gradu bio je u blagotretanju. Smješten je u znamenitom zaljevu. Pritoma ekološka Nin je sam grad Nin mjesto su za rekreaciju biciklisti i osoblje gdje nezauzimaju teren, turistička značajka, piste i brojni razdoblji omogućuju kraljevski tretman biciklistima koji bele straži povijest i kulturi u blagodatima turističke ponude.

THE LAND OF KINGS

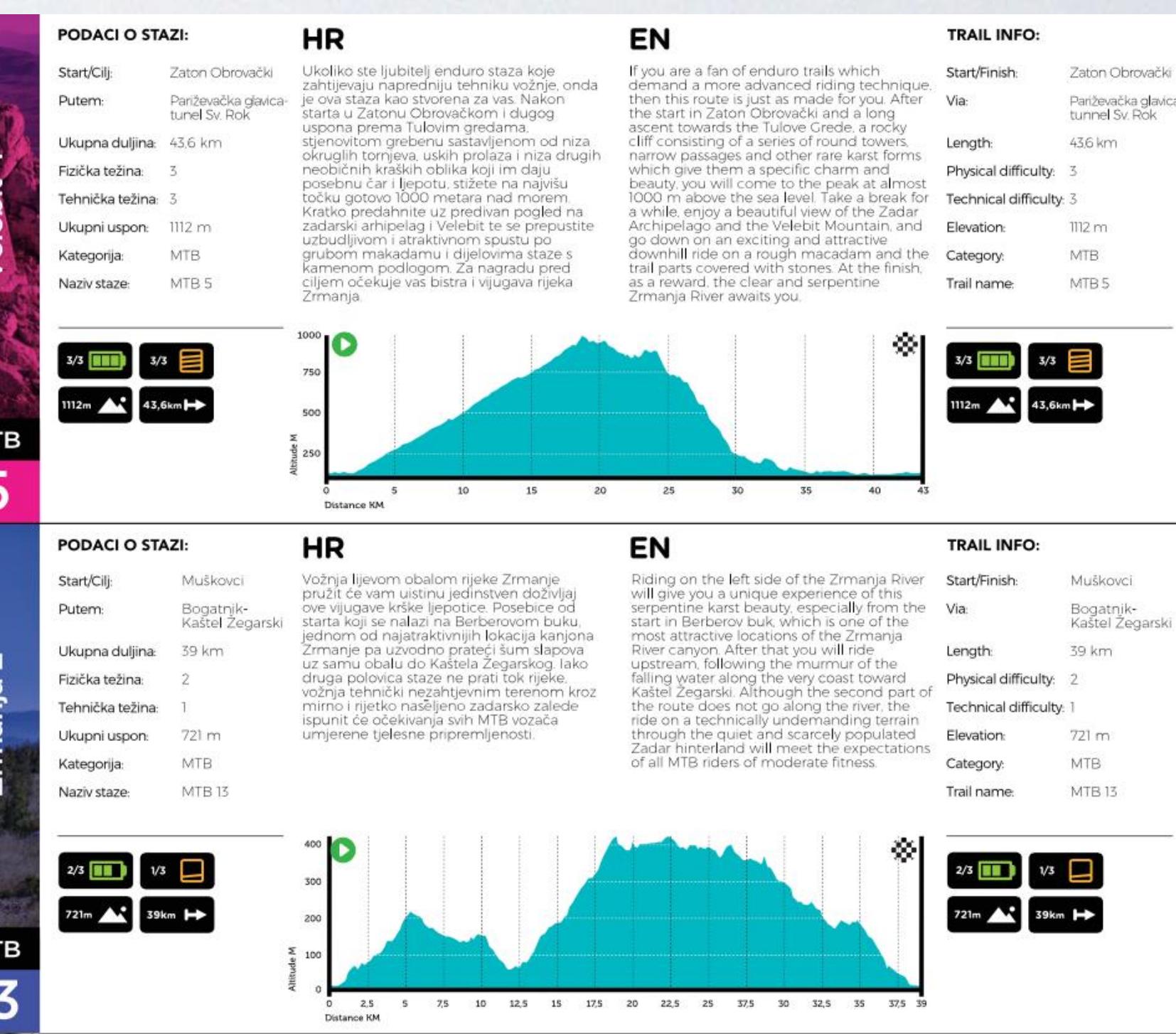
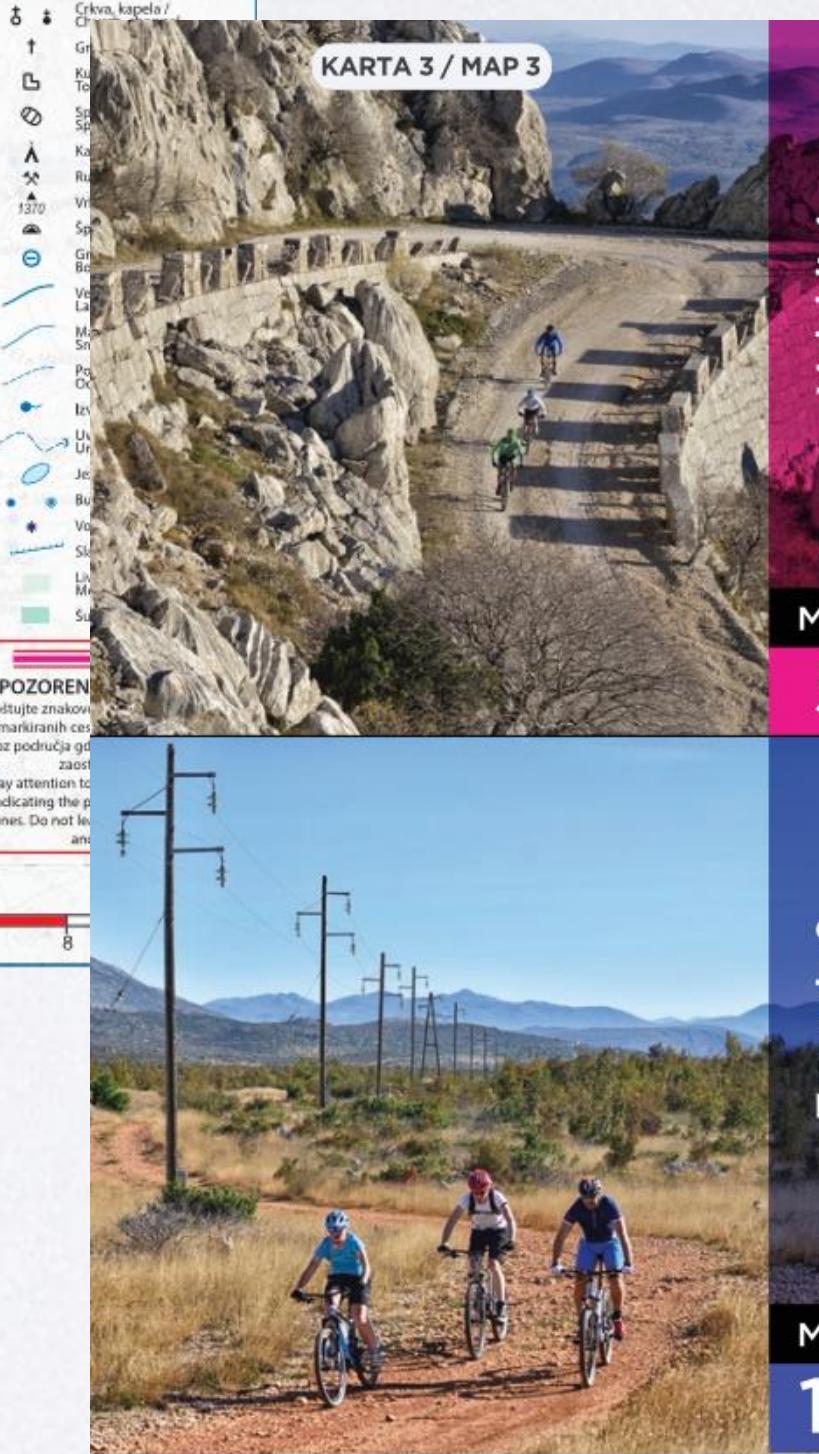
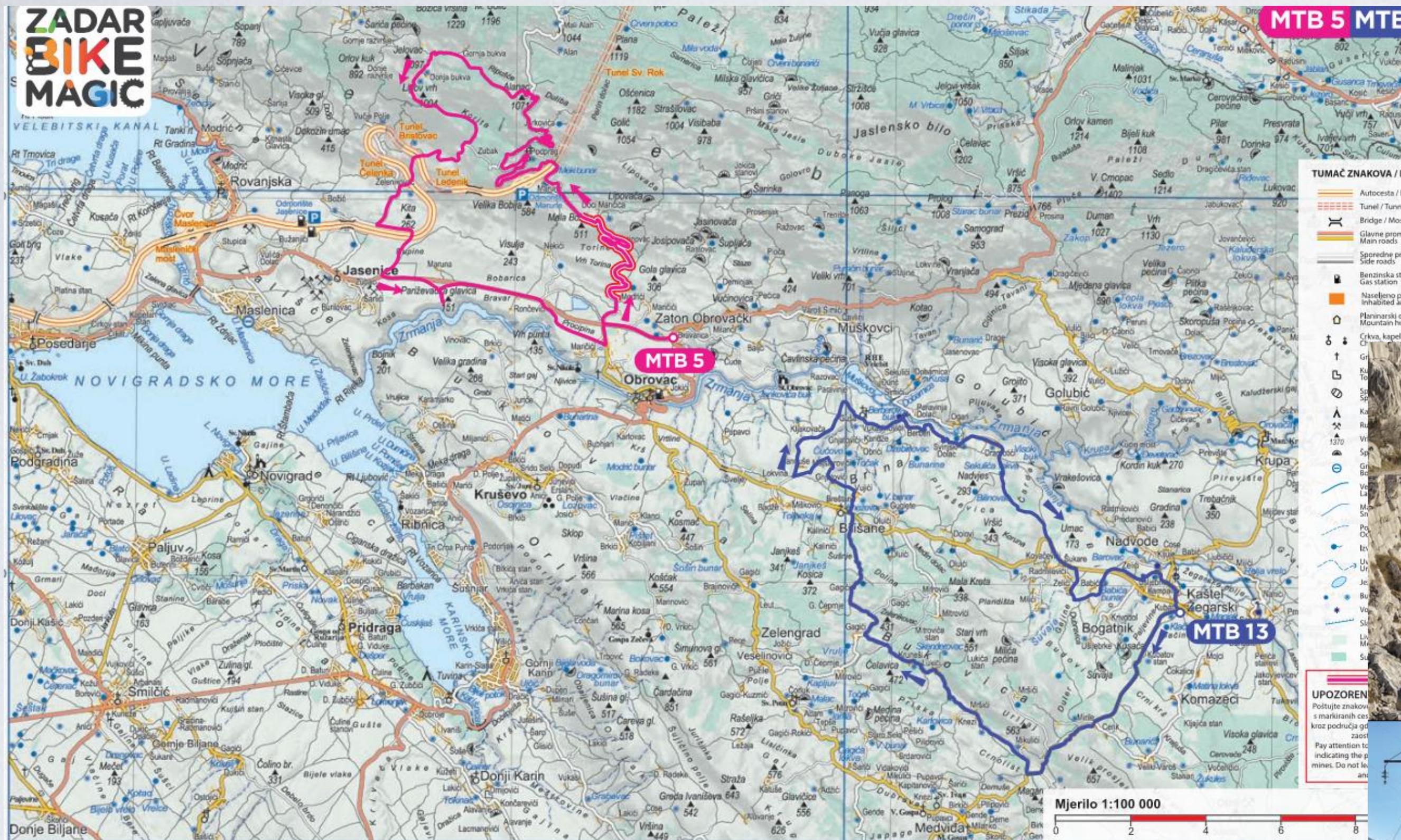
City of Nin is the oldest Croatian royal city, more than 2000 years old. Nin was the first historical, administrative, religious and cultural center of Croatia, the place where Croatian independence was born. The history Nin went through was turbulent: the city was knocked down and built few times up-until Roman period when Nin experienced an economic and cultural boom. It is located in a hidden bay and due to its breath-taking environment Nin is a ideal place for recreation and families. Undermining bananas, scented sights, beautiful beaches and numerous attractions allow, the royal "investment" to blues willing to explore the history and enjoy in benefits of touristic offer.

ZNJAVA PO OTOCIMA
Uvođenje bicikla po otocima zaštitno je jedinstveno i ekskluzivno. Kamo god da
si prija u kašnju, zastidi da na plati pogledi su facimenti bilo prema
vremenu ili prema drugim otocnim skupinama, a zami stoci su joj uvek zajednički
imeni i nadimci bicikla koji se odjave na mijenjanju vremena. Događaj je crota
Ugrijani Palman, međusobno su povezana: mjestom i dobim brojem
biciklova za kupnju, a mamac ih su sve biciklistice. Nezavjesni o člancu mogu
biti obalna mjeseta ili pronadi platu za sebe, čestoviti biciklisti imaju glasnu
izjavu, premašuju cestu koja povezuje odosev po pogledu na mornaricu i krov
teh vodica, dok za biciklisti biciklima potroži nevjagajuću mrežu putova i staza

LAND RIDING
ing on Islands is for sure an ultimately experience. Whatever direction you go you'll end up at the beach. Whenever you look you'll see a magnificently remains of old times and lifestyle which is not changing very fast. Ugljan and Pelješac islands are the closest to the land and are connected with bridges by ferry lines. Those two are a real trigger for bike adventures. Families have a opportunity to explore coastlines or find a beach just for themselves, road cyclists can use the main, but four-lane road that connects those islands and mountain bikers can use a network of fascinating trails suitable for cross-country

POJEDINAČNE KARTE

The logo for Zadar Bike Magic features the word "ZADAR" in large black capital letters at the top. Below it, the word "BIKE" is written in large letters, where the "I" is replaced by a red heart shape. The "K" has a vertical orange bar through its center. The "E" has a black diagonal bar through its center. At the bottom, the word "MAGIC" is written in large black capital letters. To the left of the "B" in "BIKE", there are three colored circles: a green one above the "B", a yellow one to its left, and an orange one below the "B". To the right of the "E" in "BIKE", there is a blue circle above the "G" and a black gear icon to its right.



WEB STRANICA

An aerial photograph showing a dirt trail winding through a rugged, rocky landscape. Three cyclists are visible on the trail, one in blue, one in white, and one in green. The trail is bordered by large, weathered stone walls and rocky terrain. The sky is clear and blue.

ZADAR
BIKE
MAGIC

TRAILS STORIES ACCOMMODATION ABOUT DESTINATION BIKE SHOPS CONTACT HR / EN

ALONG THE ROCKY REGIONS OF VELEBIT

MTB TRAILS: 46

ROAD BIKING TRAILS: 20

TREKKING AND FAMILY TRAILS: 20

www.zadarbikemagic.com/en/about-destination/



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



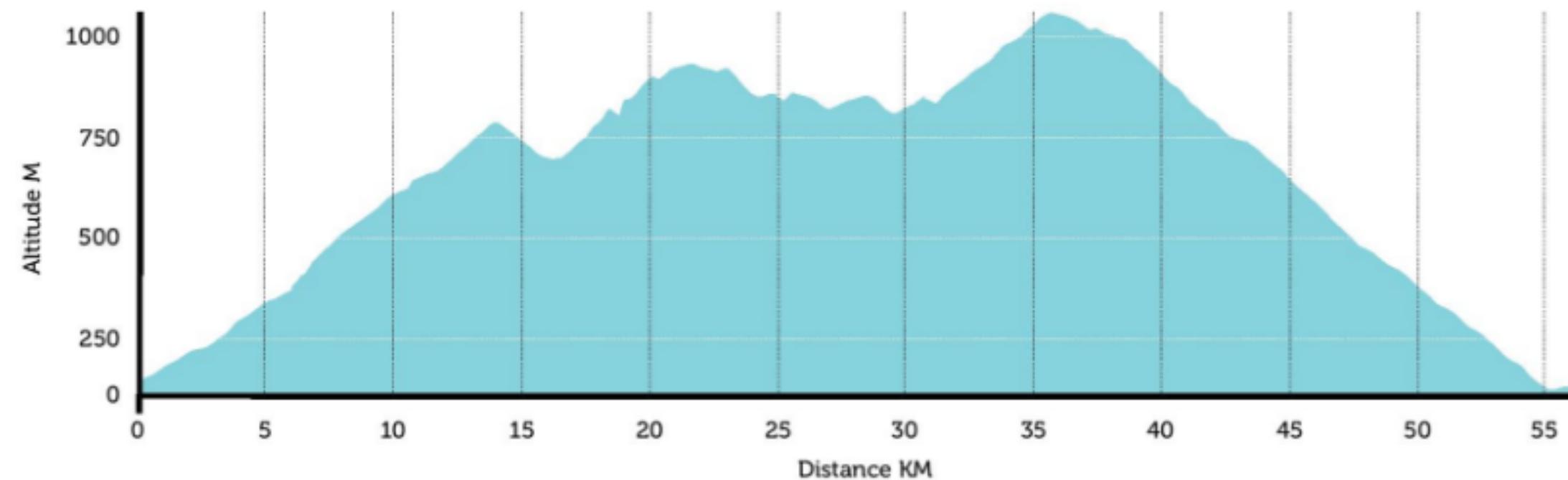
The view of Tulove grede and Zrmanja River canyon will make this ride unforgettable

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.

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 

ROUTE DETAILS



DOWNLOAD GPS DATA



MAP DOWNLOAD

HR / EN

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. Whenever 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

mesmerizing 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 gives its uniqueness to wild flora 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 Hellenistic times this town lived in prosperity. Situated in a holiday

Keep an eye on these beautiful experiences!

Type your email

SUBMIT

ZADAR BIKE MAGIC

SV. Jurajeva 8, 23000 Zadar
tel: +385-020-315 316
fax: +385-020-315 167
e-mail: info@zadarbm.hr
web: zadarbm.hr

MTB

ROAD BIKING

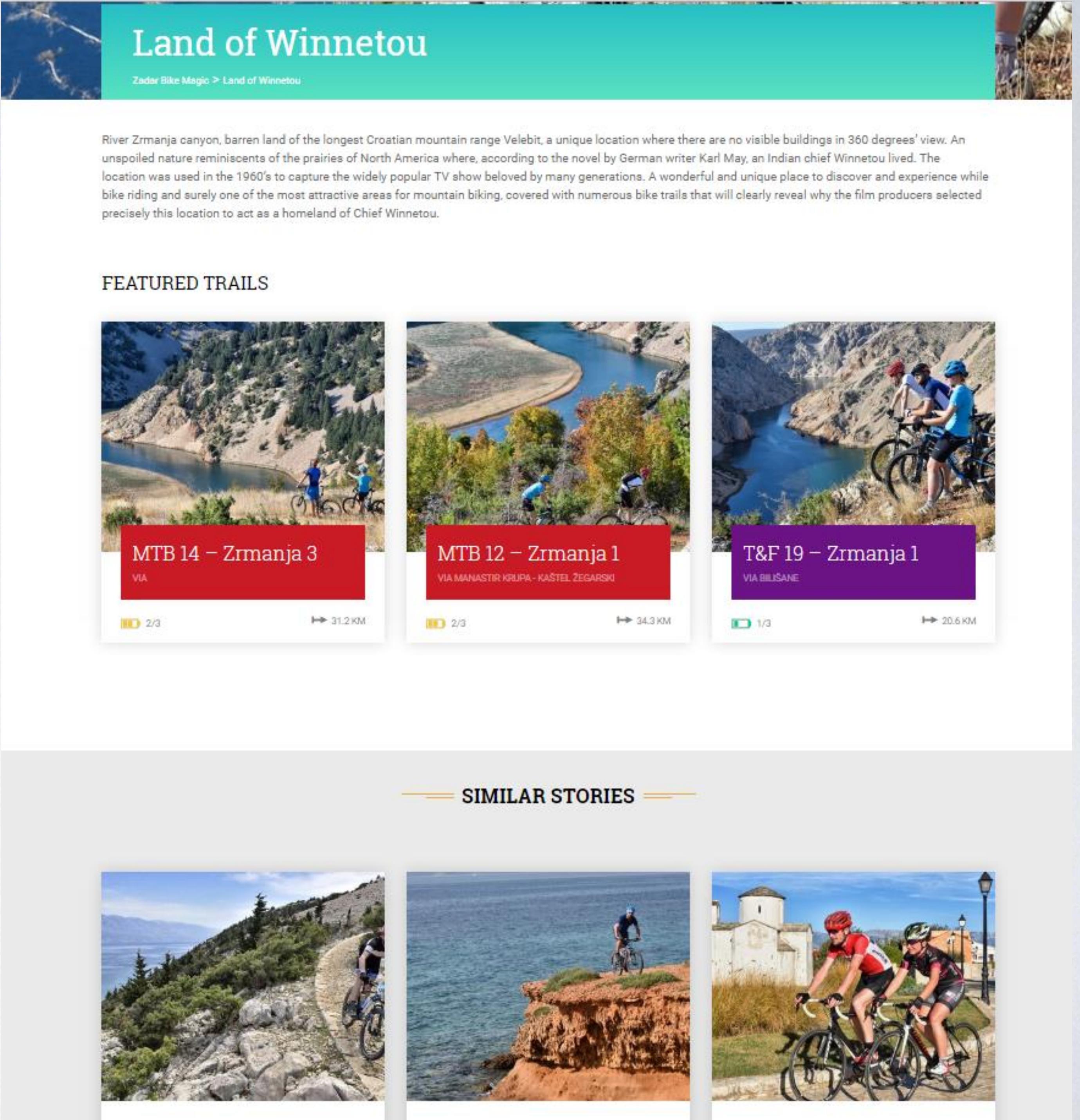
TOURISM AND TRAVEL

STORIES

ACCOMMODATION

ABOUT DESTINATION

CONTACT



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 reminiscents 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 BILIŠANE
 1/3  20.6 KM

SIMILAR STORIES





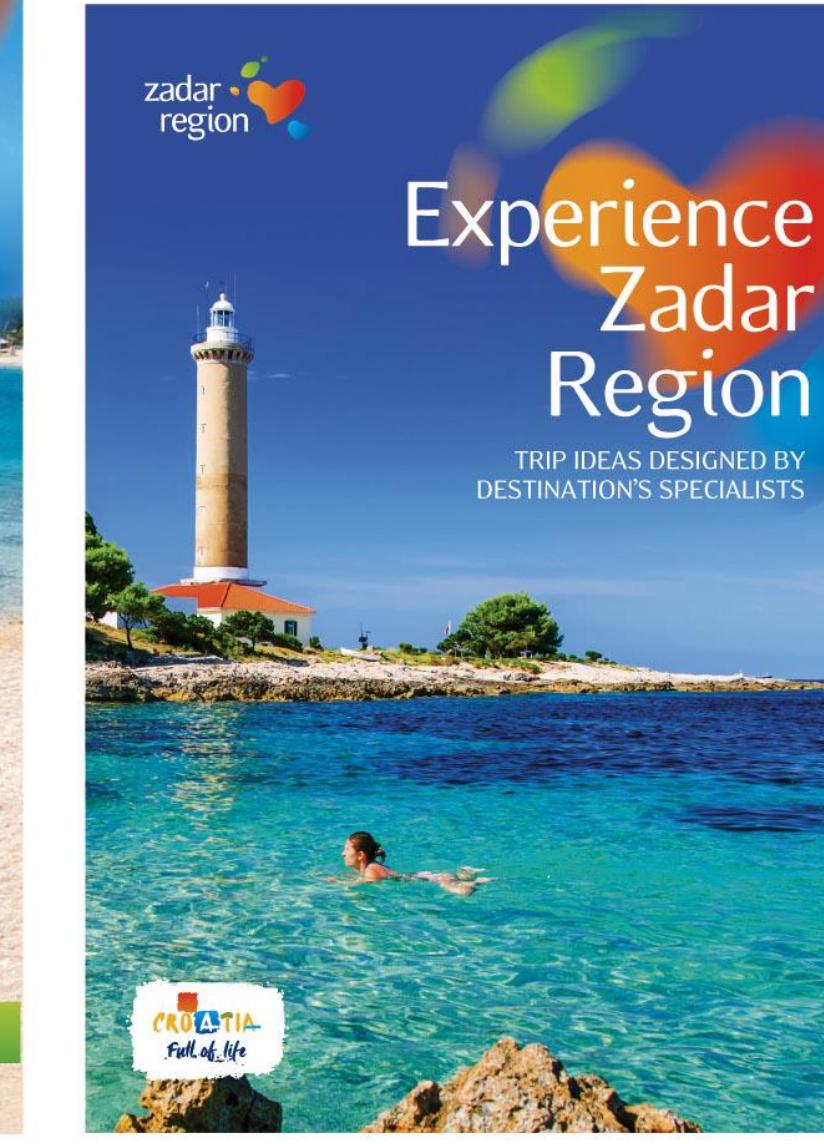
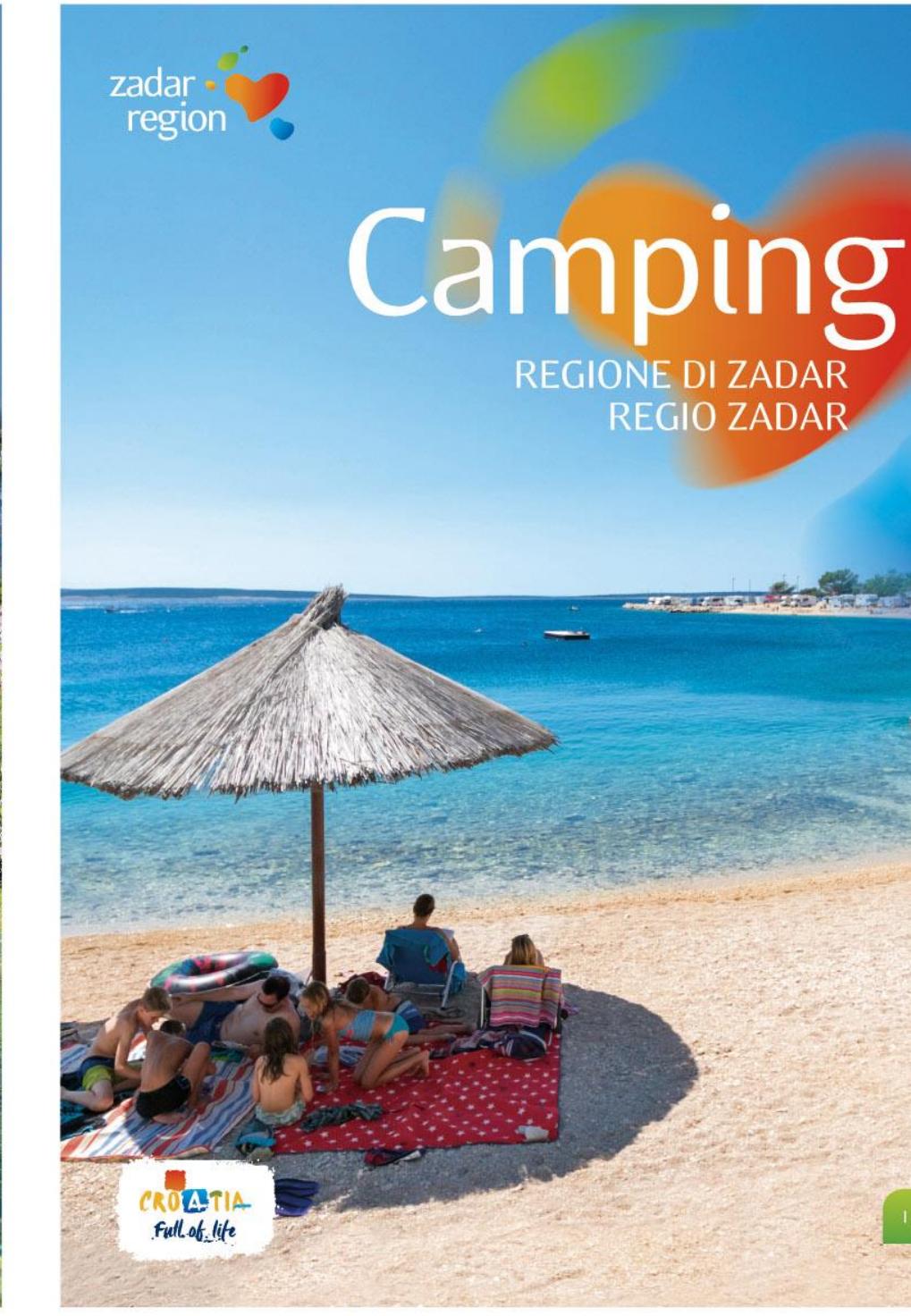
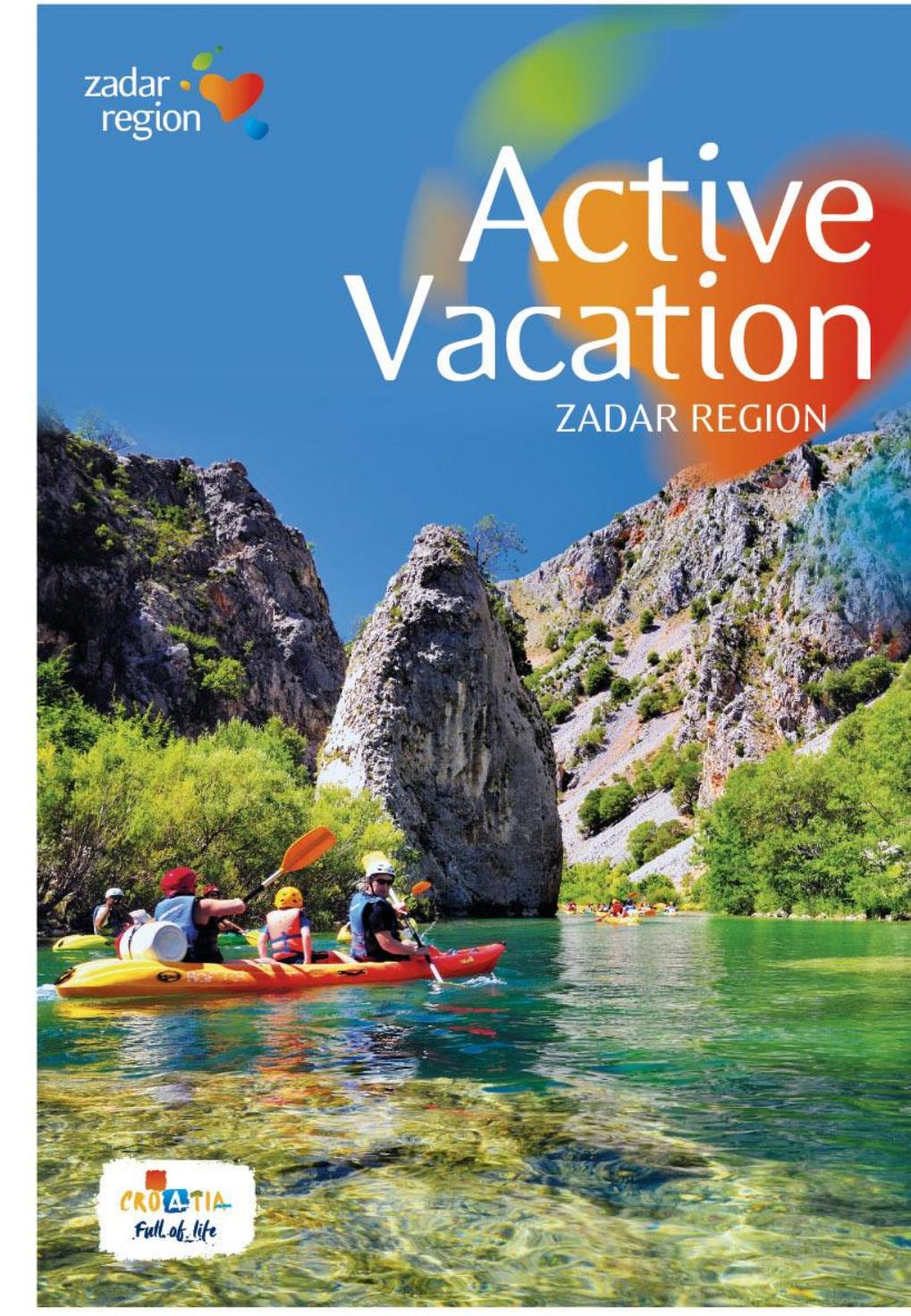
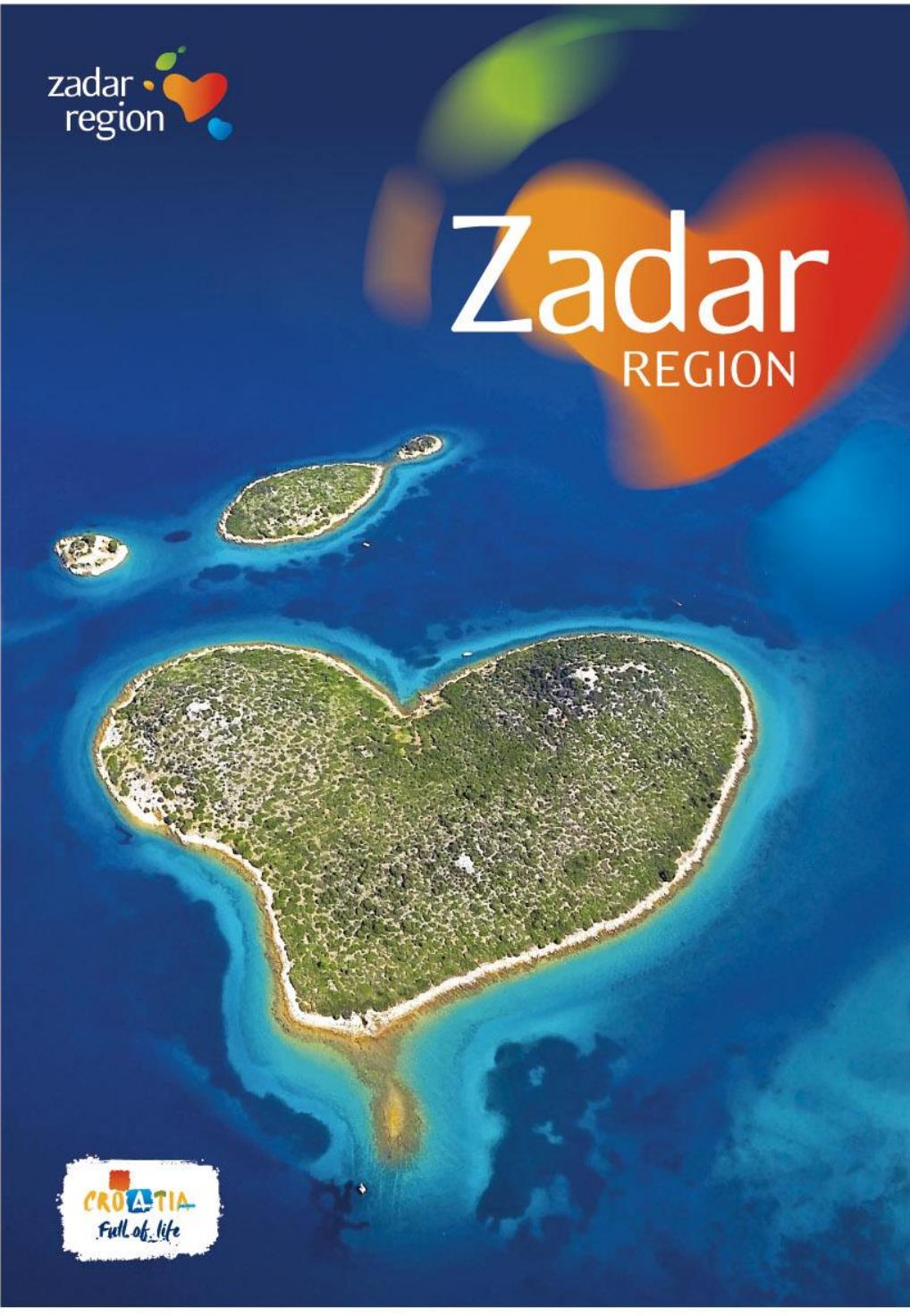


KORIST

INDIVIDUALCI – lakše upoznavanje
biciklističkih mogućnosti regije Zadar

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





HVALA

www.zadar.hr

www.zadarbikemagic.com



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



TRAIL



RAFTING



TRČANJE
/RUNNING



BICIKLIZAM
/CYCLING



KAYAK

WWW.ZADAROUTDOOR.COM