Geographical position
Kvarner – so close...
How to reach Kvarner?

- easily accessible from tourist generating markets:
  - by air
  - by road
  - by sea
  - by rail
How to reach Kvarner?

By air

Airport «Rijeka», Island of Krk [www.rijeka-airport.hr](http://www.rijeka-airport.hr)

- **Flights:**
  - Croatia Airlines
  - Ryanair
  - TUI Fly
  - Germanwings
  - Condor
  - SkyWork
  - Scandjet
How to reach Kvarner?

By air

- other surrounding airports in km:
  - Zagreb – 165
  - Pula – 100
  - Ljubljana (SLO) – 115
  - Trieste (I) – 72
  - Venice (I) - 230
How to reach Kvarner?

**By car**

- highways to Middle European and Mediterranean towns
- distance from Rijeka:
  - within a radius of 500 km: Venice, Vienna, Budapest, Munich, Prague, Belgrade, Dubrovnik
How to reach Kvarner?

By sea

- coastal lines along the Adriatic
- car-ferry services to the islands
- 8 marinas
- Rijeka, the largest port in Croatia
- cruisers
Are you familiar with the Kvarner region?

- combination of shores, islands and highland diversities
- 9 renowned tourist subregions
Are you familiar with the Kvarner region?

**Opatija Riviera**
- original wellness centre of the Adriatic
Are you familiar with the Kvarner region?

**Riviera of Crikvenica**
- high energy, sport and health riviera
Are you familiar with the Kvarner region?

Novi Vinodolski Riviera

- valley of wine meeting the spa resort
Are you familiar with the Kvarner region?

**Rijeka area**

- dynamic hub of the region
Are you familiar with the Kvarner region?

**Island of Krk**
- heart of the region
Are you familiar with the Kvarner region?

Island of Rab

- island of Renaissance
Are you familiar with the Kvarner region?

Island of Cres

- eco-centre of the region
Are you familiar with the Kvarner region?

Island of Lošinj

- island of vitality
Are you familiar with the Kvarner region?

Gorski kotar

- forested highlands - just 30 minutes from the sea
Are you familiar with the Kvarner region?

- largest bay in Croatia – **the Kvarner Bay**
- largest Croatian islands – **Krk and Cres**
- longest tourist tradition in Croatia – **Opatija**
- oldest hotel on the eastern coast of the Adriatic – **Grand hotel “Kvarner”, Opatija**
- largest port in Croatia – **Rijeka** (County centre)
- highest mountain peak in the Kvarner region – **Bjelolasica-Kula (m) 1.534**
- highest settlement in Croatia – **Begovo Razdolje (m) 1.060**
- narrowest street in the world – **Vrbnik, island of Krk**
- largest concrete bridge arch – **Krčki most**
- best known folk instrument in the Kvarner region – **sopile** (kind of long flute)
- one of the largest wellness centres in Europe – **Novi Hotels&Resort, Novi Vinodolski**
Why visit the Kvarner region?

Crossroads of mid European and Mediterranean cultures
Why visit the Kvarner region?

The longest tourist tradition in Croatia

- More than 160 years, in the course of 3 centuries
- Tourist centenarians:
  - Opatija - since 1848
  - Fužine - since 1877
  - Novi Vinodolski - since 1878
  - Lošinj - since 1888
  - Crikvenica - since 1888
  - Rab - since 1892
  - Selce - since 1897
  - Baška - since 1907
  - Malinska - since 1912
Why visit the Kvarner region?

From the Kvarner Guest Register

Yesterday:

- Franz Joseph I., Anton Pavlovič Čehov, Gustav Mahler, Isidora Duncan, James Joyce, Edward VIII

Today:

- Ivo Pogorelić, Janica Kostelić, Davor Šuker...
Why visit the Kvarner

Year-round destination
Why visit the Kvarner region?

**A health destination**

- pleasant and healthy Mediterranean and mountain climate
- roughly equal land and sea surface
- woods cover half of the land surface
A healthy destination

• diversity of preserved pristine nature
  • potable (drinking) water
  • clean air
  • 32 protected areas
  • native plants (2700 species)
  • butterflies (500 species)
  • griffon vulture, dolphin, brown bear and lynx
Why visit the Kvarner region?

**Summer holiday destination**

- Plenty of sunshine
- Cristal clear sea and air, clean sea, numerous beaches with blue flags (pebble, sand, rocks)
- 1.065 km of coast-line
Why visit the Kvarner region?

Health tourism and wellness

- tradition in health tourism and climatic health resorts
- spa and wellness facilities in 42 hotels
- specialized health institutions:
  - «Thalassotherapia», Opatija
  - «Thalassotherapia», Crikvenica
  - Polyclinic «Terme», Selce
  - Health resort «Veli Lošinj», Veli Lošinj
Why visit the Kvarner region?

Congress tourism

- centuries-old tradition
- one of the leading congress destinations in Croatia
- 130 halls
- 15,000 seats
Why visit the Kvarner region?

Cultural tourism

• rich cultural heritage
Why visit the Kvarner region?

Event tourism

- year-round calendar of events

www.kvarner.hr
Why visit the Kvarner region?

**Yachting and diving**
- sailing
- more than 40 diving sites
- fishing, rafting, canoeing, dolphin watching, wake-boarding, windsurfing...
Why visit the Kvarner region?

Active holidays

- 1400 km of marked walking paths and promenades
- 800 km of marked hiking trails
- 1300 km of marked cycling tracks
- adventurism
- and other types of sports-recreational tourism (tennis, beach volley, winter program, auto/moto, bird watching, hunting, parachuting, hang-gliding...)
Why visit the Kvarner region?

Gastronomy and wine products offered

• variety of traditional Mediterranean and continental cuisine
• more than 250 restaurants and taverns ("konobas")
• more than 1000 other catering facilities
• local wines, brandy and champagne
Why visit the Kvarner region?

Entertainment
Why visit the Kvarner region?

Shopping

• Rijeka – attractive urban shopping
Accommodations in the Kvarner region

Accommodation capacity:

- Kvarner
  - 178,015 accommodation units
    - 19,425 in hotels (11%)
    - 41,918 in campsites (24%)
    - 95,392 in private accommodation (54%)
    - 21,280 in other facilities (12%)

1/5 of accommodation capacities in Croatia
Accommodations in the Kvarner region

Hotel accommodation

- 11% of total accommodation capacity
- 19,425 accommodation units
- 104 holiday hotels
- 1 resort
Accommodations in the Kvarner region

Campsites

- 24% of total accommodation capacity
- 41,918 accommodation units
- 38 camps
Private accommodation

- 54% of total accommodation capacity
- 16,317 households
- 95,392 beds
- Quality brand “Kvarner Family”
- [www.kvarnerfamily.hr](http://www.kvarnerfamily.hr)
- family, active and traditional holidays, also local wine and gastronomic products on offer
Accommodations in the Kvarner region

Nautical capacity

- nautical tourism ports
- 12 marinas with 3,100 berths at sea
- 1,800 dry berths
- yacht and sailing clubs
- 5 nautical transversals
Tourist turnover:

- **Kvarner – one fifth of Croatian tourism**
- on a yearly basis
  - 2.4 million guests
  - 12 million overnight stays
  - 87% foreign guests
  - strongest markets:
    - D, SLO, I, A, CZ and H
    - HR

1/5 of Croatian tourist turnover
For more info...

www.kvarner.hr
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