

# Istria

Green Mediterranean.



## Market

Today when Istria is mentioned, most likely the first association would be the idea of summer vacation, the sea and all the other characteristics of a successful tourist destination.

The main assumptions for creating that type of idea, were in the past few decades more apparent, reaching into the far past.

Because of its prosperous geographic location and the special Mediterranean climate Istria has always attracted numerous visitors which were besieged with its benefits.

Since the Roman period Istria was mentioned as a special suitable area for the Roman patricians on vacation.

This movement received a new characteristic in the 19<sup>th</sup> century, when organized trips started to take place, especially guests from the Central Europe area.

However, the true beginning of Istria's tourism is phenomenon that penetrates into all the segments of Istria's society and has become the main economic branch of the peninsula. It is necessary to look back to the 60's of the last century when the first notable tourists trips, from neighboring regions of Central Europe, has began. The tourist were searching for suitable places to spend their summer vacations.

In the proximity of a large and richer market considerably took off a comparative advantage to Istria as a destination. From that period Istria's tourism constantly is entering and currently found in a phase of fast and root transformation in the destination of quality and experience.

As a traditional market for Istria's tourism it is characterized as, natural, because of the proximate cycle to the north Adriatic. Other than the locals here, there certainly are included Slovenes and Austrians, and a larger part of the market from northern Italy and southern states of the Federal republic of Germany. In that area the brand Istria reached the best results and became a recognizable sign of tourist products.

From another point of view, in a new market including a look geographically further, meaning those

that can not be defined as those the cycle through the northern Adriatic pool but to include the markets from the Netherlands, Scandinavia, Russia, and Great Britain.

In a horizontal section of the emissive markets, Istria's tourist products are sought by its main consumers of families with children, however, almost all other population can find Istria an interesting and attractive destination where they will spend their vacation safely, and at the prettiest time of the year.

## Achievements

After the privatization of almost all the most considerable hotel companies in the area of Istria County, the entire subject from the public and private sectors realized the necessity of specific goals and priorities for Istria's further development as a tourist destination.

Between the many possibilities which were offered the path of reconstruction and repositioning of the Istria destination has been chosen. That decision alluded to lunge for quality offers of accommodations and in quality of offer for outdoor accommodations with as small as possible negative impact on the

environment.

The main thought leading the entire process of reconstruction and repositioning was created to increase the additional values through better utilization of existing capacities with the eventual building of new small accommodations.

By setting these very ambitious goals, they are expected to be achieved in the period from 2004 to 2012.

The goals were accepted by the key subjects of Istria tourist economy and public sectors and resulted with creating a considerable synergy effect that was contributed to a new investment cycle, by that creating a positive climate and increasing awareness of authenticity for the goals drawn up.

As a key note in the entire process constantly every year the above results are monitored from implementation of the drawn up goals to the measurements of the total achieved of planned investments.

It is necessary to emphasize how in six years the number of four star hotels has increased by more than ten times.

## History

The system development of the Istria brand shows its beginnings from the first eighty years of last century. Then the leading Istria hotel companies foresaw an associated interest to strengthen the Istria brand on the key emissive market.

Because of the war in Croatia and in the neighboring areas that process, unfortunately, could not continue at the desired speed. With the new take on Croatian tourism, the new trends on the tourist market and stronger competition of new destinations, they created the necessary strong profile of every single destination.

Tourist employees of Istria could not resist these possibilities. Succeeding to form a strategic plan named "The Master Plan of development for Istria tourism from 2004 to 2012".

That document gave important direction to become a filament of the vaudeville in further planning





FROM THE DEEP BLUE SEA. TO THE CRESTS OF THE HILLS.

When can I take up every mountain trail, breathing Mediterranean air in the morning and swim and dive in a clear blue sea in the afternoon? Where can I enjoy sailing in the morning in the bay of the Adriatic and discover hidden bays in a blue green cove in a weekend? Where is a sunset or dinner that is best not to repeat in any other way?



tourism development in Istria and connecting the brand to the tourist market.

The Master plan offered three possibilities of further developing Istria's tourism: growth by maximum construction of accommodation capacity, the continuation of current modeled growth and growth with a quality boost.

By accepting all the important assets Istria reached the choice of the third scenario to be the development of its tourism which implies a larger investment in a quality boost to the destination, creating products with a larger share of additional value, meaning to advance the traditional products of the sun and the sea and the passive form of vacation, according to the product that creates a new experience system.

## Product

It is important to propound how Istria is more perceptive as a unique tourist product, which connects the shoreline and inland of the peninsula and creates an original connection of new tourist trends and tradition.

The relatively easy accessibility to the inland of the peninsula to the shore-side cities, and small separation

between them, allows visitors to enjoy and use all the resources, sights and possibilities that Istria has at their disposal, independent space as the choice as a vacation place.

The Istria tourist product characterizes a greater attention directed to the general boost of quality for all types of accommodation and systems of concurrent experiences as enology, gastronomy, olive-growing, bicycling, walking, and various activities.

## Recent Developments

Istria is known as a destination that offers various contents and accommodations for fun, sport and other activities which are desired by modern guests.

Development of the tourist product alone "Istria" is pointed in directions. The first place of interest is specifying an increase in the quality of accommodation objects.

Almost all Istria's hotel companies started to gradually increase the quality of their hotels, tourist settlements and camps to a four star level. Istria today, numbers over twenty hotels with four stars, and began to create the first project for increasing the level of five stars hotels.

In the range of Istria hotels offered, certainly, the need to propound on small and family hotels, which have become greater sought products together with other forms of accommodation in Istria's inland in the best way to allow guests to immediately experience the Istria tradition.

The tourist settlements are almost completely renovated and offer attractive accommodation customized to families with special surroundings on the sea shore.

Istria camping, also, made a giant leap by offering high quality services according to new trends that rule in that segment of offers. Except for the ambition to improve the accommodation requirements, special attention has been dedicated to creating a system of new experience and accompanying content.

It is worth to emphasize the progress that has been accomplished in eno-gastronomy, in production and the use of quality autochthonous caterers. The attention is dedicated to positioning Istria's Truffles, white and dark, as the top gastronomic pastry, and to boost it and other specialties such as wild asparagus, mushrooms, olive oil, Istria wine, and various sea specialties to the top.

In Istria there is a focus on developing sporting tourism. Tennis has played a special role, by building a large number of courts. In recent times bicycling tourism imposed as a special attractive project. For the system of development by tracing various bicycle paths and various printed materials that allows easier guides for bicyclists.

Istria's underwater, with its well intended shore and large number of underwater emplacement, offers a great possibility for research, for beginning divers, and for the most skilled and experienced to the underwater adventurers.

Istria's cities and places have developed enviable offer of culture, tradition and other manifestations that completes similar offers. Their number and quality reached an enviable level, and offers the



opportunity for visitors to every day discover some new spectacular and good experience.

## Promotion

Promotion of a tourist product is an important element of presentation for the destination to a broad public. The task of promoting the brand Istria tourism is assigned to the Istria Tourist Board.

Istria Tourist Board pursues ATL (above the line) promotion in domestic and in foreign media. On line promotion occupies an increasing share of the advertising. To win the potential consumer and with greater reliance on web media, Istria has, during last few years, made necessary pre-actions by creating quality destination portal.

The additional form of promotion is certainly PR activities by bringing foreign journalists in Istria. Encouraging and servicing foreign journalists that will write articles about Istria or make a television report, these are considered as effective advertising channels that offer the possibility of direct appeal to a very broad and a variety of public.

## Brand Values

The Istria brand became popular on the market and was created mostly by physical circulation in the peninsula area.

The value of the brand can be found in its famous and valuable tourist destinations. The quantification and value is, certainly, very hard to understand because one territory is indivisible from the other territories and cannot be connected to some other entity, but the value only has the same perception in a positive way from the point of view of the intended public.

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### THINGS YOU DIDN'T KNOW ABOUT...

#### Istria

- > The Istria peninsula got its name from an Illyrian tribe Histria.
- > Cape Savudrija, the farthest west part of the Istria peninsula, at the same time is the farthest west point of the Republic of Croatia.
- > The total length of the coast in Istria County is 537 kilometers.
- > The Pula Arena, on its own grand stands could accommodate twenty thousand viewers.
- > The Poreč Euphrasius' basilica is one of the most valuable preserved monument of Byzantine art and architecture, and it is under UNESCO protection.



## Istria Nature

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## Istria Gourmet

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