



REPUBLIC OF CROATIA

BAJERI RECREATIONAL CENTRE, Konjščina

LOCATION

Konjščina was built around the castle that belonged to the Konjski family almost 700 years ago, in the middle of Zagorje, a well-known cultural-historical region in the north-western part of Croatia. It is settled 40 km east of the County's administrative centre Krapina and approximately 50 km northeast of the Croatian capital Zagreb.

The Municipality of Konjščina can be easily reached by the state road D24 which is very well connected with Central and East Europe through the highways A2 (Zagreb-Macelj) and A4 (Zagreb-Goričan), as well as with the Croatian coast through the highway A1 (Zagreb-Dubrovnik).

Along with the creation of conditions for development of entrepreneurship in the Municipality, primarily through the establishment of business zones for SMEs (Jertovec, Peščeno, Mala Lasača), the local authorities also focus their activities on tourism development.



PROJECT DESCRIPTION

The project "Bajeri" is part of the larger project - Cultural-Tourist Centre which, based on rich historical heritage (primarily Old Castle Konjski and Parish Church St. Dominic) and beautiful nature, envisages offering cultural and sporting activities in order to develop the continental tourism in the area of the Municipality of Konjščina.

Owned by the Municipality, the project land occupies approximately 134,000 m² and is in compliance with the Physical Plan of the Municipality which foresees sports and recreational purposes.



Although the most important infrastructure is already in place (gas, electricity, water, sewage system), the project area is still undeveloped and is currently, including a small fishermen house, used by the local Sport Fishing Association "Štuka" for recreational fishing on a large water area called Bajeri, which was filled with groundwater after an open-pit mine collapsed over fifty years ago. The lake, about 200 meters wide and 400 meters long, is full of small islands and bays, as well as of freshwater fish (pike, perch and catfish).

The aim of the project, at only a 5-minute walking distance from the village centre, is to convert the existing fishing spot into an auto camp that offers the possibility for camping and sport-fishing, as well as for other recreational activities (cycling, walking). Along with the construction of camping slots, it is necessary to build ancillary facilities for a minimum of 50 users: sanitary facilities, kitchen, restaurant and supporting infrastructure.

Surrounded by mild hills covered with vines and orchards, the attractiveness of the area for tourism development is not only based on natural beauty but also on proximity of many thermal water spas and numerous cultural monuments, for which the Zagorje region is very well known.



TRANSACTION MODEL

Transaction model includes land sale or land lease, depending on investors' preferences.

This project, under the conditions stipulated by the Law on Investment Promotion (OG 102/15) can qualify for investment incentives. For more information, please refer to Section 5: Incentive Measures for Investments Projects.

The Municipality of Konjščina also offers a possibility of utility fees relief, as well as exemption from municipal contributions.

KRAPINA-ZAGORJE COUNTY

Population (2011): **132,892**

GDP per capita (2014): **6,541 EUR**

Unemployment rate (2016): **14.6%**

Average gross monthly salary: **874 EUR**

Average gross salary in the sector (tourism): **662 EUR**

Krapina-Zagorje County is located in the north-western part of Croatia, covering an area of 1,224 km². Its location makes it an unavoidable transport route from Western Europe via Slovenia (Maribor), through Croatia's capital, Zagreb, towards all main international and national routes leading to South, East and North of Croatia.

The County's economy is based on manufacturing and processing industries with production of glass and glass products, machinery and mechanical appliances, furniture, fibres, clothes and clothing accessories as the leading branches. It is traditionally oriented towards its main export partners: Slovenia, Germany, Italy and Austria.

Due to its extraordinarily rich historical and cultural heritage, thermal water springs, culinary and oenological offer, the County has an excellent basis for development of various forms of tourism, and has a potential to become one of the most attractive continental tourist destinations in Croatia.

The County is a widely known and popular destination for health and spa tourism owing to its abundance of thermal and drinking water springs. There are several spa and wellness centres with long tradition such as: Stubičke Toplice, Tuheljske Toplice and Krapinske Toplice. The increasing demand for this type of tourism resulted in significant investments in their modernization and increase of existing capacities. In 2015, the largest and the most modern complex of indoor pools in Croatia was opened in Krapinske Toplice on over 18,000 m².

The richness of historical heritage is represented in one of the world's most famous excavation sites of about 130,000 year-old Neanderthal man in caves situated in the open air museum, Prehistoric Park of Krapina Neanderthals. The modern, interactive "Kroneamus Museum" was opened in 2010, and has since attracted many international and domestic tourists. It is one of the most visited museums in Croatia, and one of the 18 members of the international project "Ice Age Europe."

The highest number of medieval fortifications and baroque castles in Croatia is located in Zagorje – Krapina County (Veliki Tabor, Oršić, Miljana, Bežanec, Sveti Križ Začretje, Stubički Golubovec and Konjščina), as well as numerous historical churches and abbeys, most of which are renewed and opened to the public.

The County has a long tradition in religious tourism, with the National Sanctuary of the Mother of God of Bistrica, the most visited pilgrimage place in Croatia, and many smaller sanctuaries, such as Belec, Lobar, Trški Vrh and Vinogora.

Numerous wine-roads and restaurants with traditional cuisine of Zagorje region additionally contribute to the attractiveness of the County as a tourist destination. The growing interest in this region is shown in a significant increase (nearly 60%) in a number of overnight stays (from 177,587 in 2013 to 283,351 in 2016).

Several institutions of higher education in Krapina (Informatics, Transport Logistics, Operational Management), Pregrada (Physiotherapy, Nursing) and Zabok (Tourism and Hospitality Management, Informatics), organized as dislocated departments of higher education institutions from other counties, provide skilled and educated workforce.

CONTACTS

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