



REPUBLIC OF CROATIA

FORMER HOTEL KRVAVICA, Baška Voda

LOCATION

The facility was built 1963-1964 as a health centre for treatment and rehabilitation of children with lung diseases. It is located near Makarska, in a village Krvavica in Baška Voda Municipality, in the thick pine forest. It is surrounded by the sea from one side and mountains from the other.

The building represents a unique example of modern health/spa architecture of the second phase of modernism, and is one of the masterpieces of Croatian modern architecture that can be considered relevant even in an international context.

According to the Decision of the Ministry of Culture, the building has been preventively protected as a cultural heritage.



PROJECT DESCRIPTION

According to the Physical Plan of Baška Voda Municipality, the hospitality-tourism zone Krvavica (T1-hotels) covers an area of 4.90 ha. The plan envisages the accommodation capacities of up to 350 beds, out of which, according to the legal provisions, 70% could be allocated to hotel accommodation and 30% could be in villas. All facilities have to be built outside the 100-meter coastal belt.

The Urban Development Plan (UDP) must be adopted prior to the implementation of the project. 45% of the total project area is envisaged for accompanying buildings (hospitality, public and service facilities).

The former Hotel Krvavica is not in commercial use.



TRANSACTION MODEL

The Republic of Croatia is obliged to conduct a public tender for sale of the property, in order to choose the best investor. Prior to announcement of the public tender the Conservatory Surveying Map should be completed.

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.



Project holders: **Ministry of Tourism**
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SPLIT-DALMATIA COUNTY

Population (2011): **454,798**

GDP per capita (2014): **7,808 EUR**

Unemployment rate (2016): **24.1%**

Average gross salary: **956 EUR**

Average gross salary in the sector (tourism): **905 EUR**

Split-Dalmatia County encompasses the territory of the historical region of Dalmatia, and is easily accessible via Zagreb-Split-Dubrovnik Highway and Split International Airport.

The most important economic activity is tourism. In 2016 the County achieved 2.7 million tourist arrivals (increase of 11% in comparison to the previous year) and 14.9 million overnight stays, which makes 17.6% of total overnight stays in Croatia in 2016. Traditionally, the most important markets are Germany, the Czech Republic and Poland.

There is a total of 140 hotels (4 five-star and 67 four-star hotels, while the remaining 69 are mostly three-star). In

addition to hotels, accommodation is provided in apart-hotels, tourist resorts, tourist apartments and auto camps.

According to the County's Tourist Board, the overall accommodation capacity provided accounts to 213,803 beds out of which 68.7% is in private accommodation. Total number of beds in hotels category is 66,959. There are 11 marinas with a total of 2,258 berths. The present international hotel chains in Split include the Le Meridien Lav and the Radisson Blu.

The County's tourist potential includes: a rich heritage and cultural offer, catholic pilgrimage destinations, active and sports holidays and health tourism. There are UNESCO heritage sites in Split (Diocletian Palace) and Trogir; pilgrimage destinations (Sinj, Vepric and vicinity to famous Međugorje); rafting on the River Cetina in Omiš area, and hiking, walking and cycling paths on mountains Marjan and Biokovo.

A large number of high schools offers education in the hospitality and catering sector, while the Split University provides undergraduate and graduate programs in tourism.

CONTACTS

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