



REPUBLIC OF CROATIA

JARKI CAMP, Stubičke Toplice

LOCATION

The Project is located in Stubičke Toplice, renowned spa and health tourism destination in Zagorje region, on the northern foot of Medvednica mountain which divides Stubičke Toplice from the capital city of Zagreb. The Medvednica mountain, besides its ski resort Sljeme, internationally known for the men's and women's slalom World Cup race "Snow Queen Trophy", named in honour of Janica Kostelić, world-famous Croatian skier, offers numerous possibilities for popular sport activities such as cycling, hiking and running.

The largest part of the municipality (80%), including the project land is located within the Medvednica Nature Park, which contributes to the attractiveness of the whole area. The second important competitive advantage of the Stubičke Toplice area is its abundance of thermal wells that have traditionally been used for healing. Hence, the municipality development has principally been oriented towards the health tourism, combining the unspoiled nature, healing thermal wells and modern physical medicine and rehabilitation (PM&R).



PROJECT DESCRIPTION

Jarki Camp envisages a construction of an auto-camp on a land plot covering 8,189 m², owned by the Stubičke Toplice Municipality. The land is located 2.5 km from Stubičke Toplice, next to the Jarki lake. The lake is surrounded by the Medvednica Nature Park woods, and is managed by the Sports Fishing Association, which takes care of water and fish protection, fish restocking, education and development of sports fishing. The Association frequently organizes fishing competitions and recreational activities.

The easily accessed land is bordered by two local roads and a small creek. The current infrastructure, in addition to roads, includes electricity and connections to gas, water and telecommunication networks.

The project foresees construction of 45 camping slots for camp trailers, camper vans and wooden prefabricated units (21 plots of 80 m², 13 plots of 100 m² and 11 plots of 120 m²).

Two more facilities will be built: the building containing reception and restrooms, and Tourist House, containing a shop and catering facilities on the ground floor and accommodation capacities (9 rooms and 2 apartments) on the first floor and in the attic.

The camp will be designed as a park with internal roads, parking space and a bridge over the Lampuš creek. All facilities are planned to be built of wooden materials in order to entirely fit in the surrounding environment.

The shop within the camp can include the ecologically grown food products supplied from some of the 65 family farms situated around the camp, while co-operation with institutions such as the Medvednica Nature Park and Tourist Board Stubičke Toplice will enable educational programs and promotion of the County's traditional values, healthy lifestyle, and active and spa vacations.



TRANSACTION MODEL

Sale of the land for construction of an auto camp.

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.

CURRENT PROJECT STATUS

The main design certificates, both for the camp and for Tourist House were obtained in February 2014. The basic construction works have already commenced.

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 re-constructed modern spa complex, Krapinske Toplice, was opened. The spa uses thermal water (28 – 38 °C) in its numerous pools covering 18,000 m² (big indoor pools with water attractions, unique 4.5 m deep swimming pool for scuba diving and an outdoor pool).

Special hospital Stubičke Toplice also completed its 5-year investment cycle in 2015. In that period, the Maksimilian, a historical building built in 1920 and used as an

accommodation facility, was entirely reconstructed, while the new hydrotherapy and wellness projects were implemented. The Special Hospital today successfully develops health tourism in its three mutually connected facilities with total capacity of 235 beds, combining its long tradition, healing thermal water, modern physical medicine and rehabilitation, and various types of recreational and wellness activities.

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

Stubičke Toplice Municipality, www.stubicketoplice.hr

Mr Josip Beljak, Municipality Mayor, e-mail: nacelnik@stubicketoplice.hr, tel: +385 99 218 2811