



REPUBLIC OF CROATIA

# HIDROBAZA, Pula

## LOCATION

Hidrobaza is located in suburb Štinjan, in the City of Pula, famous for the Arena, a Roman amphitheatre dated from 68 AD, the best preserved ancient monument in Croatia. The location, 5 km away from the city centre and 7 km from Pula International Airport, is very well connected with a network of local and county roads and the highway known as "Istrian Y" with Western Europe and continental part of Croatia.

In addition to the attractive location along the coast and lush vegetation, suitable for development of tourism capacities, with a beautiful view over the famous National Park Brijuni Islands, the site also has a special historical value as the former Austro-Hungarian Empire Naval Air Station.

Although almost completely destroyed in the World War II, Hidrobaza was partly renovated, and was periodically used by the army till 1990s. Due to its status of an army base, the site remained highly untouched and undeveloped.



The gradual growth and development of this part of the town started 20 years ago, when the first tourism and infrastructure investments took place.

## PROJECT DESCRIPTION

Based on The Strategy of Tourism Development until 2020 the Ministry of Tourism has initiated the procedure for development of former military real estate on location Hidrobaza into a high quality tourism resort owned by Republic of Croatia and the City of Pula.

The potential of this location, which covers 36.42 hectares, has been recognized by the General Urban Plan of the City of Pula and the Urban Development Plan "Štinjan" (adopted in November 2015). According to the mentioned documentation there are two zones for tourism - hospitality purposes, a swimming zone with accompanying facilities, as well as recreational zone.

Approximately a half of the recreational zones (R2) area is under the forest and divides the village Štinjan and tourism - hospitality zone.

The scope of this project includes 16.61 hectares of the land in tourism - hospitality zone, with planned construction of hotels (T1), tourist village with villas (T2) and a camp (T3). Total accommodation capacity will be 1,200 beds, all categorized with a minimum of four stars.

Smaller part of the former Naval Air Station complex with 4 partially preserved buildings is a protected cultural heritage. Restoration and reconstruction of these facilities should be carried out in accordance with the Ministry of Culture conditions which issued by the Conservation Department in Pula.

ZONE	PURPOSE	LAND AREA IN HA	MAX OF BEDS
Hidrobaza 1	T1, T2, T3	9.58	800
Hidrobaza 2	T1, T2, T3	7.03	400
Total		16.61	1,200
Allowed construction density (KIG) up to 30 % of land area.			



## CURRENT STATUS

On the coastal part of the recreation zone (R3) that spreads on approximately 4 hectares, the City of Pula has commenced the investment in construction of public beaches (devastated operative coast of the former Naval Air Station).

The first phase was completed in May 2016, while the second phase is currently in process (including construction of the additional coastal belt and a promenade towards Štinjan harbour).

## TRANSACTION MODEL

The Republic of Croatia will, for development of this project, announce a public tender for selection of best bidder.

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.



## ISTRIA COUNTY

Population (2011): **208,055**

GDP per capita (2014): **12,724 EUR**

Unemployment rate (2016): **8.4%**

Average gross monthly salary: **1,026 EUR**

Average gross salary in the sector (tourism): **1,167 EUR**

Istria County is located on the largest Croatian peninsula of Istria, on an area of 2,820 km<sup>2</sup> and has excellent transport connections with main European motorways (Istrian "Y" motorway connects Istria with highways in Slovenia, Italy and Austria) and by air (International Airport in Pula). Istria is one of the most developed Croatian regions with dominant industry (shipbuilding, production of building materials, tobacco products, furniture, glass and electrical machinery and parts for the automotive industry), tourism (total of 23.1 million of overnights, or 29.6% of all overnight stays in 2016) and trade sector.

In recent years, great attention was paid to the revitalization of agriculture (especially olive growing and organic food production) and the related development of enogastronomic tourism (autochthonous wines Malvasia, Teran, highly esteemed white truffle) and agro-tourism, particularly in the hinterland of Istria, which is recognized as the "Tuscany of Croatia". There is a very long tradition of tourism that has been developing from the period of the Roman Empire through the Austro-Hungarian Empire (when tourist centres Umag, Poreč, Rovinj, Pula, Rabac, including the Brijuni Islands

were strongly developed). In the past decade, intensive investments in a construction of new and reconstruction of existing primarily high-class hotel facilities were made, resulting in a significant increase of five-star hotels (total of 5) and four-stars hotels (total of 42).

According to the Istria Tourist Board, in the structure of accommodation, from a total of 272,645 units, camps are the most represented (43%), followed by private accommodation (31%) and hotels (18%). Main markets in terms of overnight stays are Germany (29.9%), Slovenia (12.8%), Austria (12.6%) and Italy (8.9%). Strong domestic brands (Istraturist Umag, Maistra and Valamar) prevail but international brands such as the Park Plaza, Kempinski Hotel and Sol Melia are present as well, primarily as management companies. The wide and diversified range of facilities enables the development of various kinds of tourism: sports tourism (currently 2 out of 4 golf courses in Croatia are in Istria - Umag and Brijuni, and the International ATP tournament takes place in Umag), cultural tourism (Motovun Film Festival, performances by world-renowned artists in Vespasian's Roman amphitheatre - Pula Arena, Theatre Ulysses), nautical, convention, hunting, fishing and diving tourism.

Further development of tourism in this region will be ensured with new projects, notably the Brijuni Riviera which is to be developed on three locations (Pineta, Hidrobaza, Sv. Katarina and Monumenti), and should additionally profile the County as a tourist destination with a wide range of capacities of the highest category.

## CONTACTS

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