



REPUBLIC OF CROATIA

# SACCORGIANA, Pula

## LOCATION

The Project is located on the southwest part of the Istrian peninsula, in the City of Pula, the biggest town of Istrian County, famous for the Arena, a Roman amphitheatre dated from 68 AD, the best preserved ancient monument in Croatia. This quiet tourist area with numerous beaches, only 3 km away from the city centre is considered one of the most prestigious parts of the City of Pula.

## THE PROJECT DESCRIPTION

- The Project was initiated by the Ministry of Tourism, based on the Strategy of Tourism Development till 2020.
- Saccorgiana is a green-field project which envisages development of a new tourist complex, hotels and camp with total capacity up to 1,910 beds, category 4/5\*, along with catering, entertainment and additional hospitality and tourist facilities.
- The total project area covers 26 hectares of land owned by the Republic of Croatia and the City of Pula.
- The Project is in compliance with the General Urban Plan of the City of Pula, which requires the adoption of the Urban Development Plan of the Project location.
- The maritime domain next to the Project area has been determined and recorded in the land registry.
- The northern part of the site has been identified as an archaeological area.



## 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.

## ESTIMATED VALUE

The total project value is estimated at 80 million EUR.



Project holders: **Ministry of State Property**  
Address: **10 000 Zagreb, Dežmanova 10**  
Website: **<https://imovina.gov.hr>**

**City of Pula**  
**52 000 Pula, Forum 1**  
**[www.pula.hr](http://www.pula.hr)**



## 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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