

TERRA ISTRIANA UMAG

TURIZAM I UPOSREDOVANJE D.O.O.





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ABOUT UMAG

- ▶ Umag – is a picturesque small Mediterranean harbour town, the Croatian gate to Europe just 10 km from the Slovenian boarder
- ▶ Umag is a town of tourism and sport. A well know destination for the ATP tennis tournament
- ▶ The mixing of the mediterannen and alpine climate gave a specific insight to the town
- ▶ Summer is comfortable and not so hot while winter is mild with rarely snow and temperature averages rarely go below 15 C
- ▶ The sea is crystal clear and the swimming season goes from May to October
- ▶ The soil is suitable for olive and grapevine cultivation



ABOUT UMAG

STATISTICAL VALUES	
AREA	87 km ²
POPULATION	13.467 (census 2011.)
POPULATION DENSITY	154 inhabitants/km ²

TOURIST FACILITIES			
ACCOMODATION TYPE	5 STARS	4 STARS	3 STARS
HOTELS AND TOURIST SETTLEMENTS	2	4	3
SMALL AND FAMILY HOTELS	0	2	1
CAMPSITES	0	4	0



STRATEGIC GEOGRAPHICAL POSITION

Zagreb	270 km	3 h	Wien	505 km	5 h
Pula	85 km	1,10 h	Munchen	500 km	5 h
Rijeka	115 km	1,40 h	Rome	730 km	7 h
Trst	40 km	45 min	Monte Carlo	750 km	7 h
Venice	220 km (50 NM by sea)	3 h	Belgrade	660 km	6,30 h
Ljubljana	130 km	1,30 h	Milan	470 km	4,45 h





TOURISM IN ISTRIA

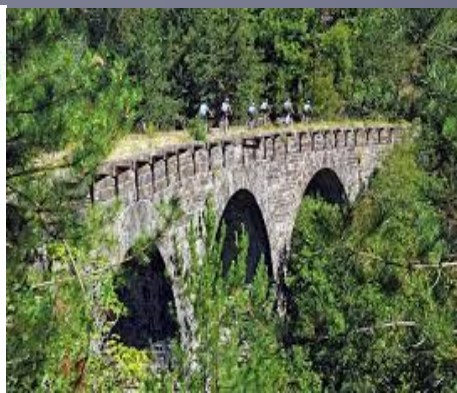
- ▶ Istria is the most visited tourist region in Croatia which generates 25% of all arrivals and 35% of all overnight stays in Croatia
- ▶ Coastal Istria also referred as blue Istria has many hotels and apartments categorized from 1 to 5 stars, with a wide range of sports, recreation, catering and entertainment contents
- ▶ The inner part of Istria or the Green Istria accommodation facilities are built in typical Istrian style, often called Istrian taverns, mostly in solitude. In addition to the traditional culinary, enological and accommodation experience these places offer an authentic rural ambience and offer a variety of recreational facilities that are only possible in rural areas
- ▶ Istrian hotels with their equipment and facilities meet all necessary criteria for the maintenance of all types of conferences and other business meetings, and the growing phenomenon of congress tourism is present





OFFER IN THE UMAG REGION

- ▶ Salvo with its lighthouse
- ▶ Buje and Grožnjan as some of the places in the inner part on the hills with spectacular views and road for cycling, climbing, hiking and the famous road Parenzana
- ▶ The ACI marina Umag and sailing school
- ▶ Adriatic Golf Course -professional course with 18 holes totaling 6360 meters, deployed on 80 acres, characterized by an interesting arrangement of the holes that is challenging players of all levels
- ▶ More than 100 tennis courts
- ▶ Bike event – Grande Fondo
- ▶ Gastronomy events: asparagus days, tomatos days, sole days and much more



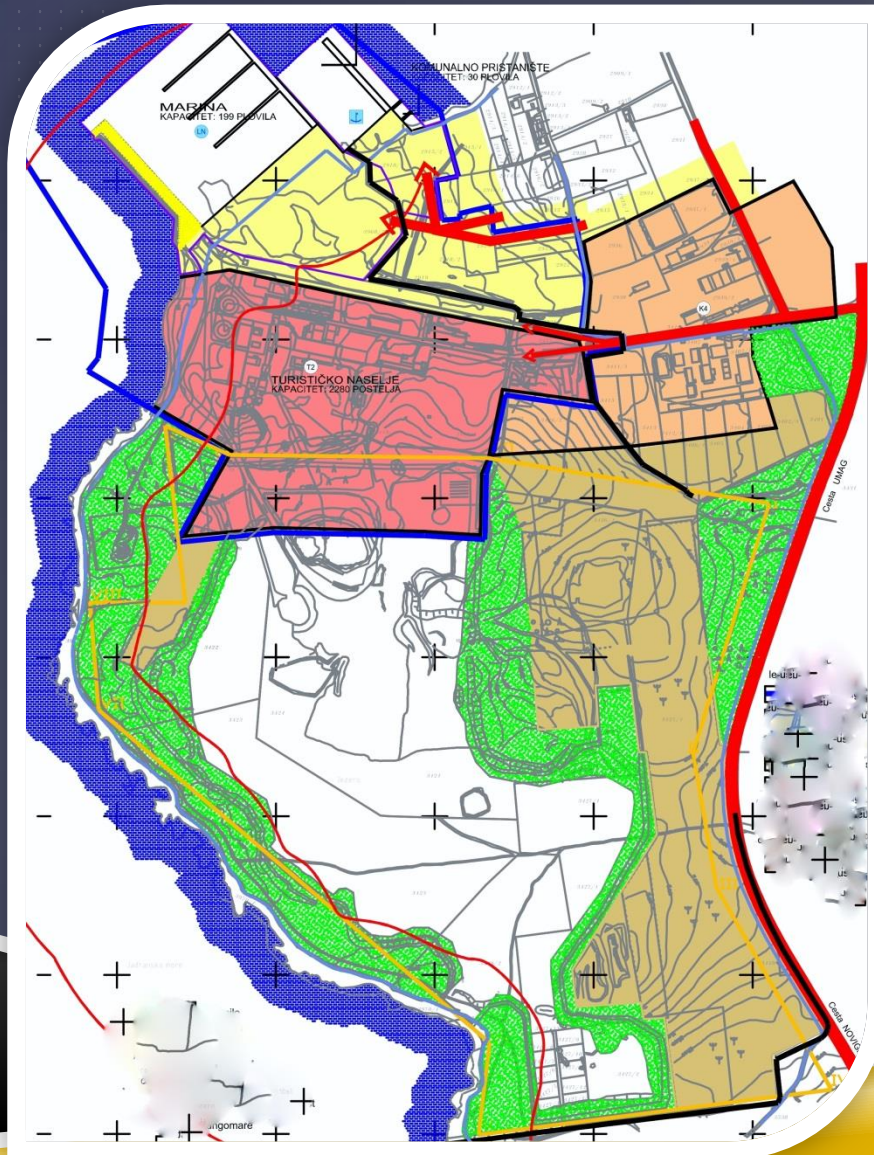


DESCRIPTION OF THE PROJECT

- ▶ **PROJECT NAME :** TERRA ISTRIANA UMAG
- ▶ **LOCATION :** In the far north of the Istrian peninsula, the southern part of the city of Umag, in the location of the demolished cement factory in Umag, 3 km from the city centre
- ▶ According to the Urban Development Plan taken into action in April 2014. and published in the Official Gazzette of the city of Umag no.06/2014. building of the following is possible:
 1. Tourist settlement with up to 2280 beds on a total coverage area of 14,75 ha (land in property)
 2. Marina with existing wharf for up to 200 berths on a total coverage area of 12 ha (land in concession)
 3. Area for recreational and agriculture activities with a lake on a total coverage area of 77.60 ha (land in concession)
- ▶ In the agriculture area app.5000 olive trees are plant and the famous extra virgin olive oil Terra Istriana is produced



URBAN DEVELOPMENT PLAN TERRA ISTRIANA



- LN- Nautical Port up to 200 berths
- T2-Tuourist purpose area for 2280 beds
- Agricultural land with olive trees
- Green recreational area with botanical garden
- Lake with islands



CONSTRUCTION AND CONCESSION AREAS

Description	Surfaces
Building land owned * TIU 1 / 1 - where the urban plans are provided for construction of a tourist resort for 1810 beds	147.504 m ²
Paid municipal contribution covering for development of new facilities	217.759 m ³
Supplied with current total power	7,6 MW
Supplied with water and water supply from the public waterworks	10,0 Lit/sec
Concession requirements for the existing marina and pier embankment part	8.356 m ² +25.000 m ²
Concession requirements for the agricultural economy and water for recreation	775.984 m ²
Concession requirements Savudrija recreational area for golf course	526.900 m ²
Internal waterworks from the water well NOGERA Ø100 mm	4 Lit/sec

View of the surface with the port where the hotel and apartment rooms will be built along with the marina





View of the lake – recreational zone





TERRA ISTRIANA UMAG
TURIZAM I VOOSTRESELJEHO D.O.O.

View of the agricultural area with olive trees





TERRA ISTRIANA UMAG
TURIZAM I LOGISTIKA D.O.O.

View at the woods with the lake – recreational zone





INFRASTRUCTURE

- ▶ Terra Istriana is equipped with complete infrastructure
- ▶ According to valid building permit the demolishing of all the buildings that were the purpose of the former TCU (Tvornica Cementa Umag) has been done and all the remaining infrastructure is already invoiced and with paid municipal contribution to the ruined building bulk area of 217. 759 m³
- ▶ TRAFFIC
 - The existing transport network within the area of Terra Istriana fully meets the needs of the degree of road infrastructure, and today in terms of quality meets the traffic needs
 - The existing transport network is based on unclassified roads that connect to a county road 5002 RH-border Umag-Novigrad -Porec (Ž5002) and at a distance of 27 km connects to the existing highway (A1-SLO and then A4-ITA)



INSTALLATIONS

► WATER SUPPLY

- In the wider area of coverage the water supply network of Ø100 mm is already build and supplied from the Istrian Waterworks (Istarski vodovod d.d.)
- Additional internal water supply for industrial use from wells NOGERA Ø100 mm-4 Lit/sec

► DRAINAGE

In the area beyond the locationa fecal collector Ø 150 was built that is connected to the existing drainage infrastructure of the city of Umag

► ELECTRIC POWER

The broader area of coverage is powered with electricity from the substation TS 10 (20) kV FINIDA – with a total power consumption of 7.6 MW which is twice more then needed

► TELECOMMUNICATION NETWORK

The broader area of coverage is equipped with fixed and mobile telecommunication network

► GAS SUPPLY

There is no gas supply network, but there is a possibility of gasification to the existing gas pipeline Pula-Umag gas station Sv. Vid

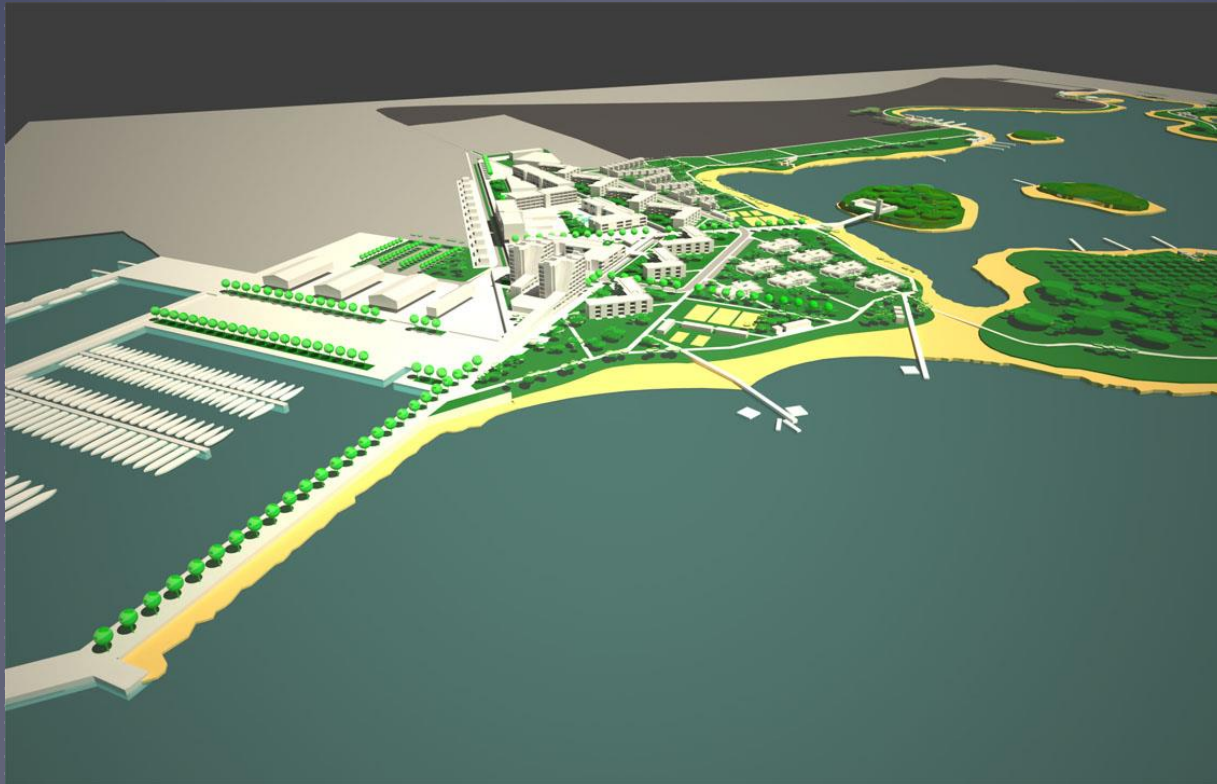


CONCESSIONS

- ▶ Concession requirements to the existing construction and partly initiated construction of port infrastructure in the area of the existing wharf of 8.356 mq, 220.00 m in length from 6.50 to 4.50 m draft and in line with the spatial plan and the intended construction of the port for nautical tourism **LN** up to 199 berths, embanked area is of approximately 29. 000 mq
- ▶ We own a valid mining concession for the mining quarry Kravlji Rt of an area of 775. 984 mq where the carried out repair resulted in deepening the sea level at an average depth of 4.00 m where the lake emerged, size of 260.000 mq ,and planted stands of 5200 olive trees entered in the Register of agricultural.
- ▶ The Regional Plan of Umag provides on this area of about 78 ha in the scope of the project Terra Istriana, where provided for landscaping and recreational areas, greenery and beaches, agricultural land and as an attraction, the area will give a special value decorated lake surface.
- ▶ This area is rich with diverse animal fauna such as deer, roe deer, mouflon and livestock donkeys, sheep, goats and various poultry.
- At the westernmost part of the Istrian peninsula in the Bay of Piran we are in the possession of the acquired rights of exploitation of existing mines of total area of 526.900 mq, which is partially repaired with reforestation (25 Ha). This part of the spatial plan envisages sports recreational zone **R1**- golf court



TERRA ISTRIANA SUGGESTED MASTER PLAN (CHANGES POSSIBLE)



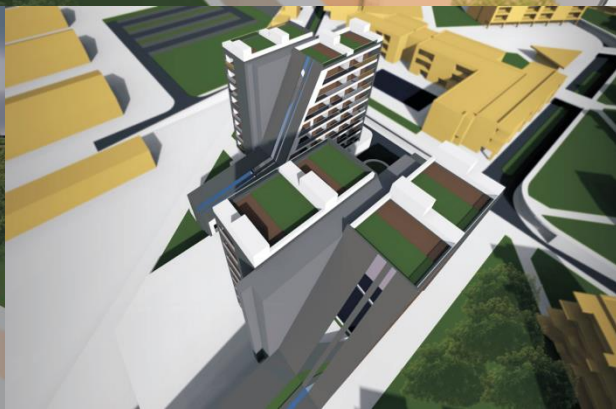


COMPLETE COVERAGE AREA TERRA ISTRIANA





HOTELS





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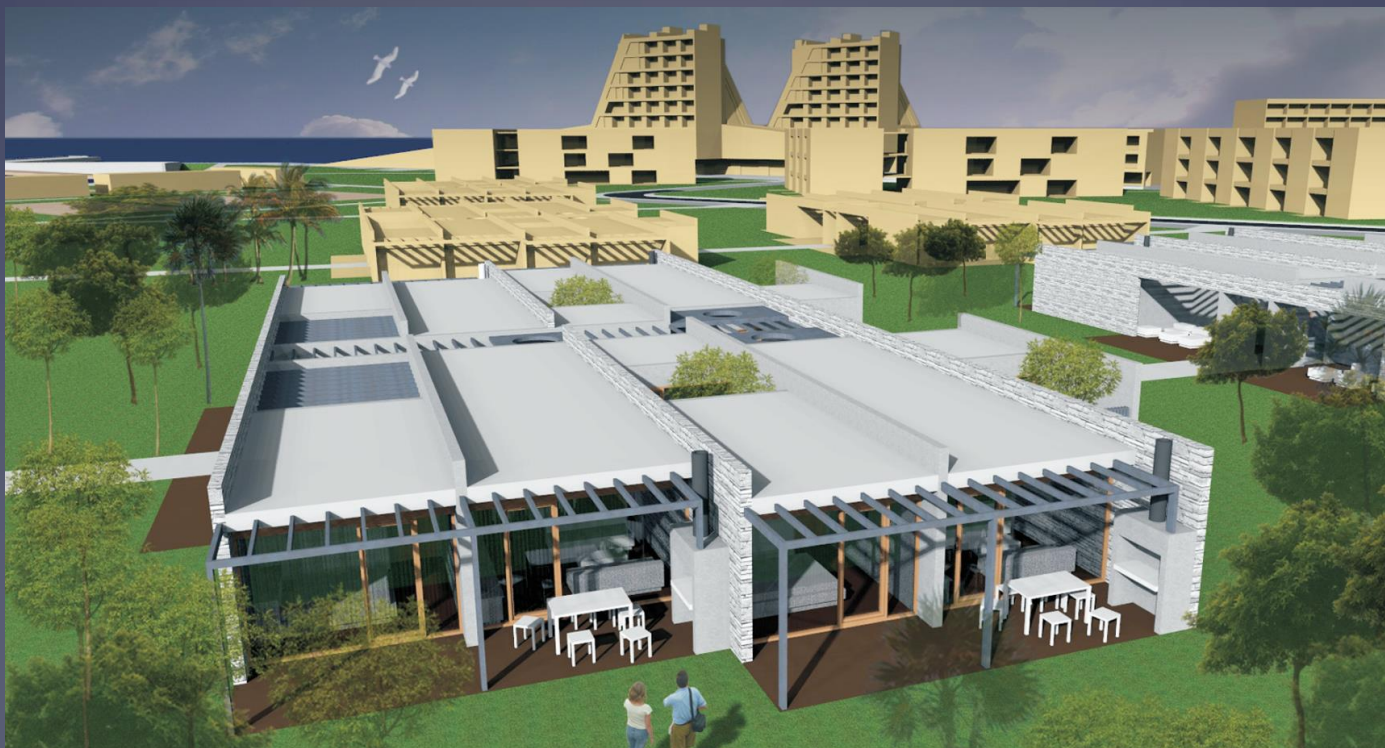
APARTMENTS





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VILLAS



BUILDING AREA AND SUGGESTED CONSTRUCTION SITE ACCORDING TO UDP

Type of buildings	Category	Numbers of accommodations	Numbers of beds	Gross area in sqm by beds	Gross area in sqm by buildings
Boutique Sea Side Hotel	4-5*	140	280	56	15.926
Suit & Congress Hotel	4-5*	144	432	43	20.680
Boutique Eco Wellnes Hotel	4-5*	90	180	61	13.766
TOTAL HOTELS		374	892		50.372
Apartment type APP-A (4 units)	4*	72	264	57	14.964
Apartment type APP-B (3 units)	4*	54	162	59	9.612
Apartment type APP-C (1unit)	4*	50	142	57	8.135
Apartment type APP-D (1unit)	4*	62	174	50	8.621
TOTAL APARTMENTS		238	742		41.332
Residential house in Resort-Type1	5*	28	112	44	4.921
Residential house in Resort-Type2	5*	70	140	52	7.350
Residential house with swimming pools	5*	16			11.200
TOTAL VILLAS		98	252		12.271
Club Terra Istriana	5*				800
Reception desk					150
Existing Administration office –since 1960		17			950
Beach utilities					815
Garage utilities					6.249
TOTAL OF OTHER UTILITIES					8.964
ENTIRELY		710	1886		124.139
*UDP- URBAN DEVELOPMENT PLAN					

MARINA TERRA ISTRIANA

Boat length	Number of berths	Area of concession	Electricity connection	Water connection
Yacht up to 120 m	1	Total area of	600 Amp/380 V	3"
Yacht up to 80 m	2	Maritime	600 Amp/380 V	3"
Yacht up to 60 m	5	Concession	600 Amp/380 V	2"
Yacht up to 40 m	12	67.880 sqm	250 Amp/220 V	2"
Yacht up to 30 m	26		200 Amp/220 V	2"
Yacht up to 25 m	23		60 Amp/220 V	1/2 "
Yacht up to 18 m	31		24 Amp/220 V	1/2 "
Yacht up to 15 m	30		16 Amp/220 V	1/2 "
Yacht up to 10 m	48		16 Amp/220 V	1/2 "
Buildings			Numbers of Units	Gross Area in sqm
Office		Total area of	4	200
Reception desk		terrestrial	2	1000
Suite apartment		Concession	8	769
Toilet		46.895 sqm	20	700
Bathroom			20	900
Shops			20	2200
Restaurants and bars			2	1100
Yacht Club			1	1000
Services			2	950
Warehouse				640
TOTAL BUILDINGS				9.459



SWOT ANALYSIS

STRENGTHS

- ▶ Easy access by road from main geo zones- target markets
- ▶ Pleasant climate during summer time (June-August) not as hot as other European southern countries
- ▶ Closeness to the border: important European capital cities within a radius approximately 500 km
- ▶ Excellent seaside natural preservation in Istria in particular and Croatia in general
- ▶ Language skills – good knowledge of Italian, English, German
- ▶ Long experience in tourism
- ▶ European Union member state



SWOT ANALYSIS

WEAKNESSES

- ▶ High seasonality (85% occupancy during summer months)
- ▶ Low sophisticated lodging offer in Croatia (few high category hotels and in specific bigger towns)
- ▶ Human resources not qualified for high category hotels
- ▶ Bad infrastructure compared with other EU members
- ▶ Not 100% ownership



SWOT ANALYSIS

OPPORTUNITIES

- ▶ Be the first 3rd generation resort in Croatia
- ▶ Unique salt water lake and sand beaches
- ▶ Number of tourist still bellow the peak in 1985.
- ▶ May become one of the top tourist countries in southern Europe in the long term
- ▶ Continuous improvement in infrastructure
- ▶ Increased demand for high quality lodging
- ▶ Supply demand gap for 4-5 star hotels
- ▶ Increase in seasonality



SWOT ANALYSIS

THREATS

- ▶ Increased competition from neighbouring countries in the same sectors (Greece, Turkey, Tunisia, Bulgaria, etc.)
- ▶ Competitors of that category known names as Melia Group and Kempinski
- ▶ Russians were becoming major visitors until visa requirement became mandatory



TARGETING

► The most relevant psychographic segments are:

- Innovators
- Achievers
- Thinkers
- Believers

► The socio- economic profile:

- Elder empty-nested couples
- Young couples
- Families
- Groups of special interest

► Geographic Origin

► Germany

► Italy

► Slovenia

► Austria



CONCLUSION

- ▶ TERRA ISTRIANA is located on a total construction area of 14,75 hectares owned by the company TERRA ISTRIANA UMAG D.O.O. and the concession rights along the coast
- ▶ It is an integrated tourism project of third generation of complete and sophisticated experience with a wide range of activities specifically associated with a feeling of comfort, relaxation and cultural activities. The main features by which this complex will be different from others is the lake, as well as its unique characteristics, and agriculture as an integral part of the complex. It will consist of the Adriatic inspired architecture and a strong connection with the lake and sandy beaches
- ▶ Construction of the resort with up to 2280 beds inspired by the architecture of the Istrian village in rural form with the necessary facilities to satisfy needs of modern tourism
- ▶ At the concession area along the existing wharf the construction of the marina is planned with up to 199 berths with electrical and water supply for the largest mega yachts
- ▶ Unique strategic location
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