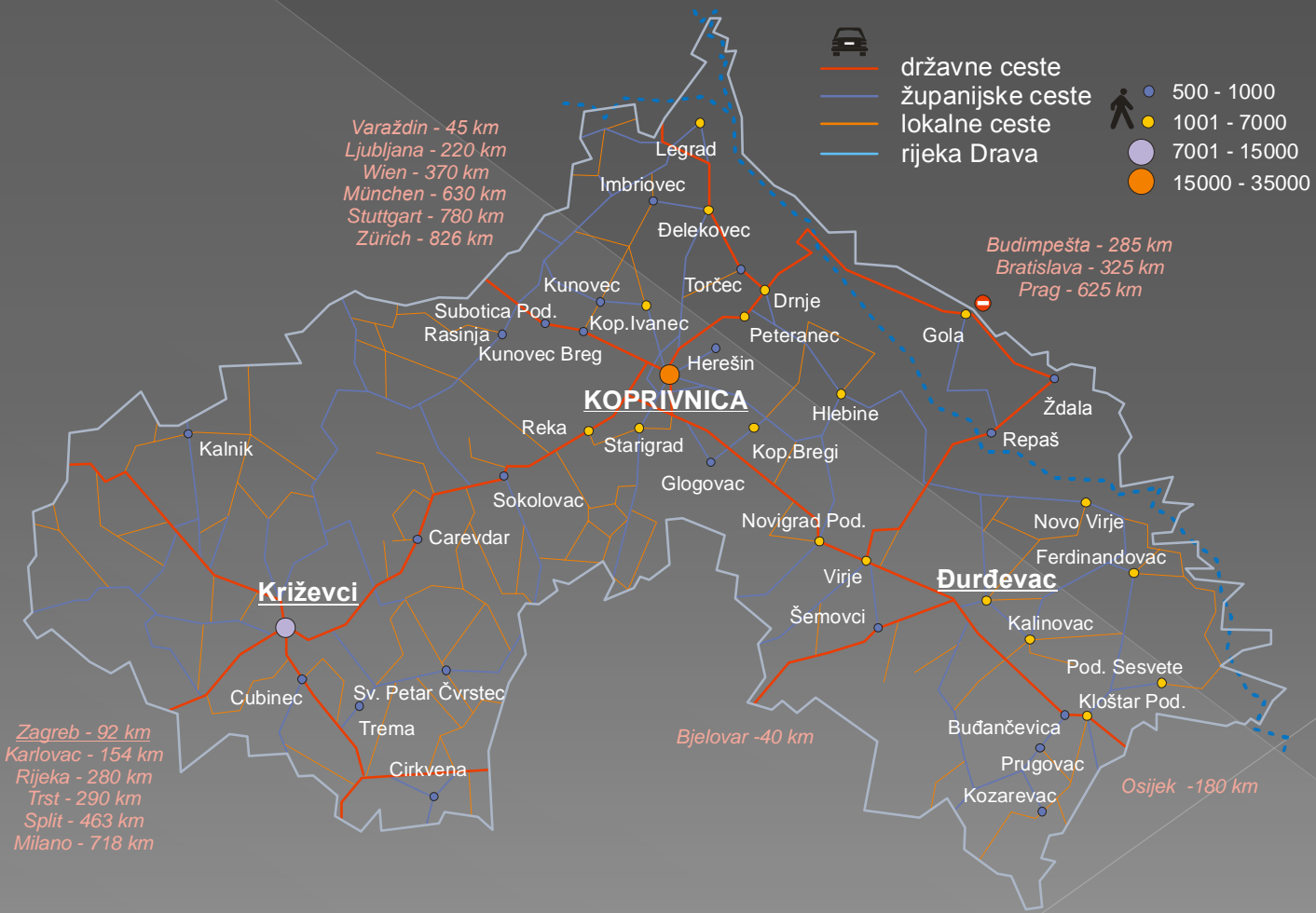






Koprivnica-Križevci County as a tourist destination

TOURIST ASSOCIATION OF KOPRIVNICA-KRIŽEVCI COUNTY





The county is marketing itself as a "year-long excursion, recreational destination of preserved and diverse nature and emphasized traditional values enriched in the modern expression of naive art, local cuisine, events, folklore, hospitality and faith."

(Strategic Marketing Plan for Tourism of Koprivnica-Križevci County
Institute for Tourism, Zagreb)

- County of naive art (technique of painting on glass), naive doyens – Generalić, Kovačić, Večenaj and numerous
- Preserved and colourfull nature
- Rich hunting and fishing areas (river Drava, dozens of lakes, forrests, various game)
- Wine-growing area, wineroads, agrituristic area
- Richness of customs and authenitc cuisine

Numerous touristic and religious manifestations



Podravski motivi
Koprivnica



Picokijada
Đurđevac



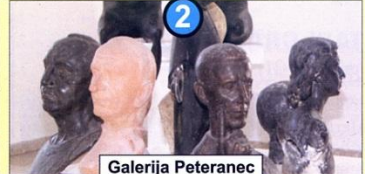
Renesansni festival
Koprivnica



Križevačko spravišće
Križevci



Galerija Koprivnica



Galerija Peteranec



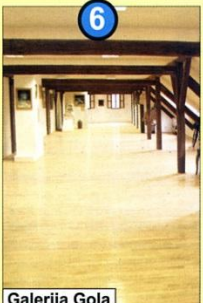
Galerija J. Generalića



Galerija Hlebine



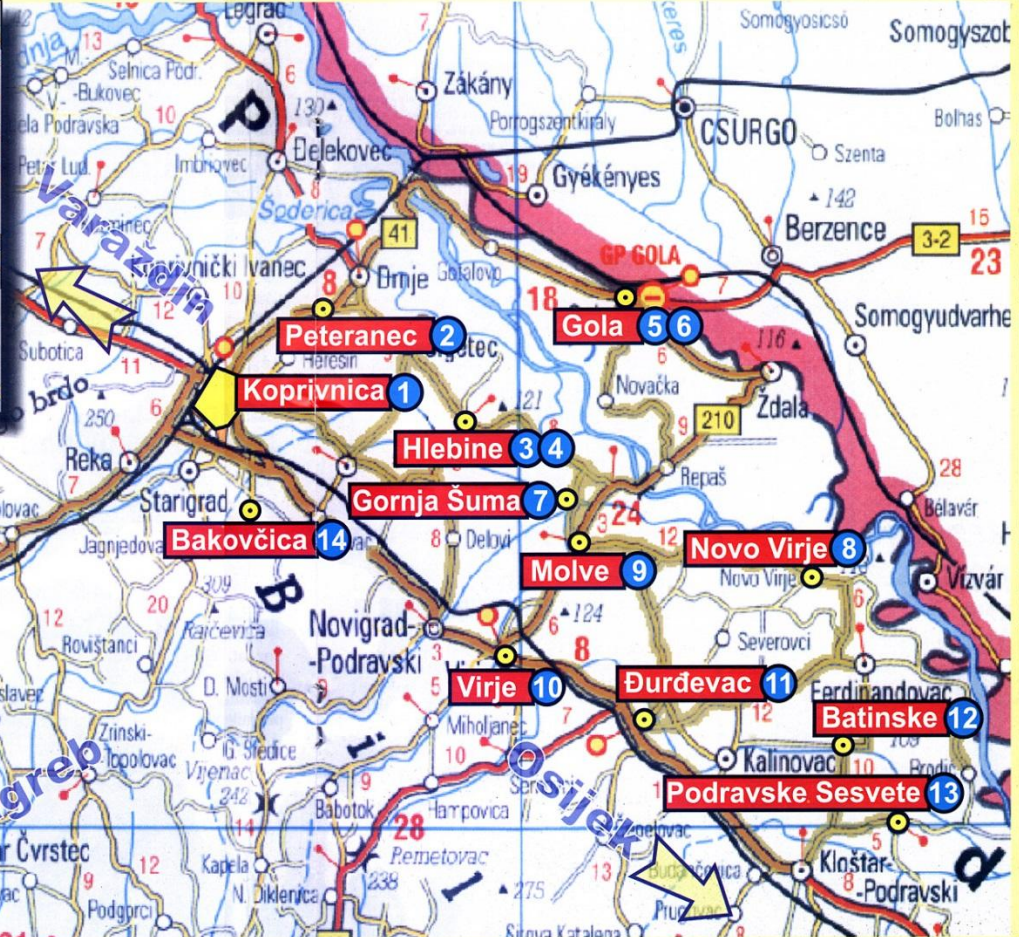
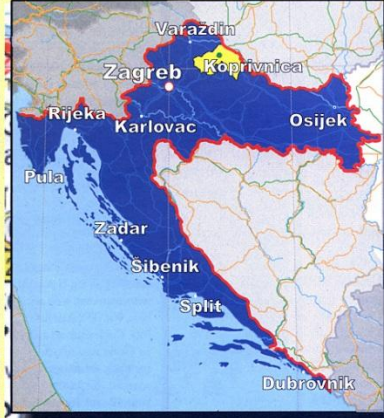
Galerija I. Večenaja



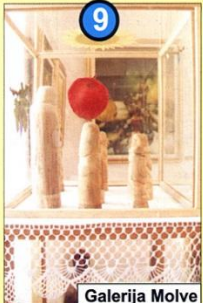
Galerija Gola



Galerija M. Kovačića



Galerija Novo Virje



Galerija Molve



Galerija Virje



Galerija Đurđevac



Galerija Batinske



Galerija J. Cugovčana



Galerija T. Balažina



Galerija Križevci

TOURIST ASSOCIATION OF KOPRIVNICA-KRIZEVCI COUNTY



History of naive art:

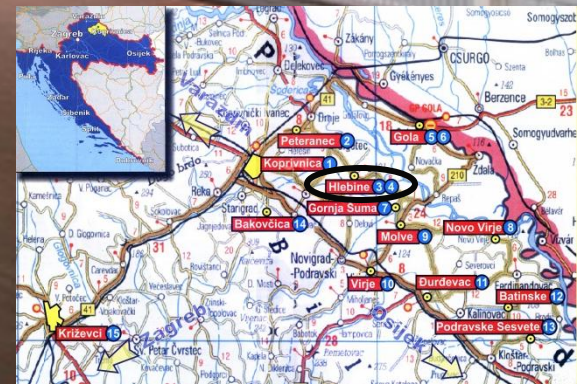
- One of the most interesting regional art phenomenon
- Exists since 1930th known as the „School of Hlebine” („Hlebinska škola”)
- Academic painter Krsto Hegedušić observes works of peasants – painters Ivan Generalić and Franjo Mraz
- First public performance of naive painters from Hlebine in Zagreb in 1931.



Ivan Generalić demonstrating his painting on glass in his kitchen (round 1960.)



4. Galerija Hlebine





podravina i prigara

Cycling paths of Koprivnica-Križevci County

TOURIST ASSOCIATION OF KOPRIVNICA-KRIŽEVCI COUNTY



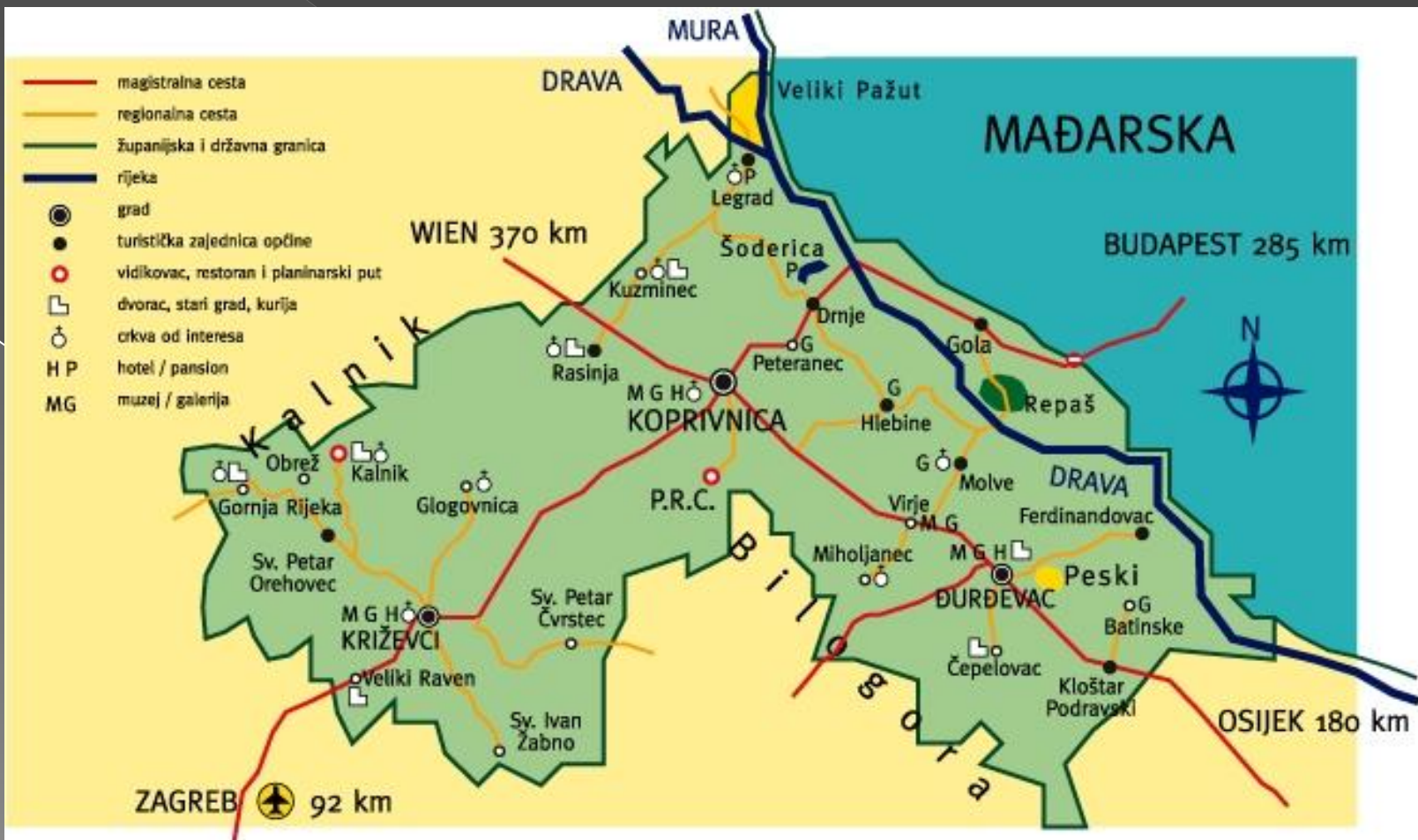
- staza Koprivničko-križevačke županije
- the track of Koprivnica-križevci county
- koprivnička staza
- the Koprivnica track
- prilazne staze
- access tracks
- važno odvajanje
- important crossroad
- granični prijelaz
- int. border crossing
- rijeke
- rivers
- restoran
- restaurant
- servis bicikla
- bicycle service
- hotel
- hotel
- galerija/muzej
- gallery/museum





Wine-growing areas:

- ĐURĐEVAČKA BILOGORA
- KOPRIVNIČKA BILOGORA
- KALNIČKO PRIGORJE





Karta Đurđevačke vinske ceste

Kontakt
 T2 Podružja Đurđevačke Podravine
 S. Turčin, 1. ul. 100 Đurđevac
 tel: 048/362 386
 e-pošta: turcin@tdv.com.hr
 turcin@tdv.com.hr
 www.tdvd.com.hr



Legenda

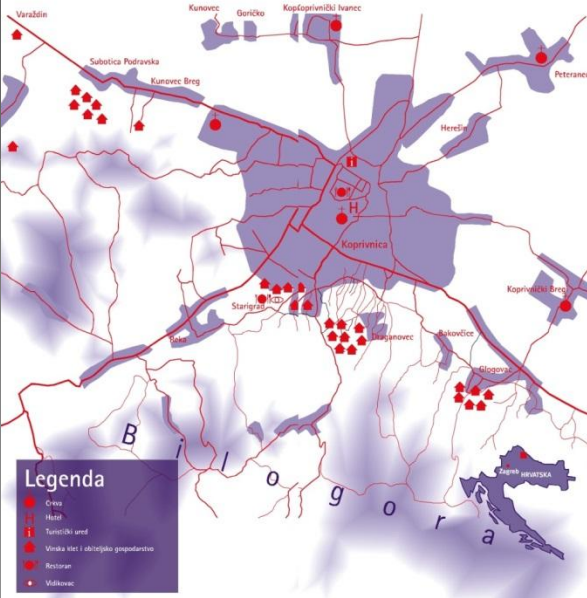
- Čavač
- Kupač
- ◆ Podravska cesta
- ◆ Vinska klet i obrtničko gospodarstvo
- Restoran
- Veličnac

B i l o g o r a



Karta Koprivničke vinske ceste

Kontakt
 Turistička zajednica Koprivničko-križevačke županije
 Novi Cesta 5, 48 000 Koprivnica
 Tel.: +385 48 624 406
 www.tz.koprivnicko-krizevacka.hr
 info@tz-kc.com.hr
 Turistička zajednica grada Koprivnice
 T-3, Bana Jelačića 3, 48 000 Koprivnica
 Tel.: +385 48 621 433
 www.koprivnicka-touristen.com
 info@koprivnicka-tz.com.hr
 Područje projekta Koprivničke vinske ceste
 Zajednica vinogredara, vinara i veličara
 Koprivničko-križevačke županije
 Vukotinaš Inđir – 099 66 51 703



Legenda

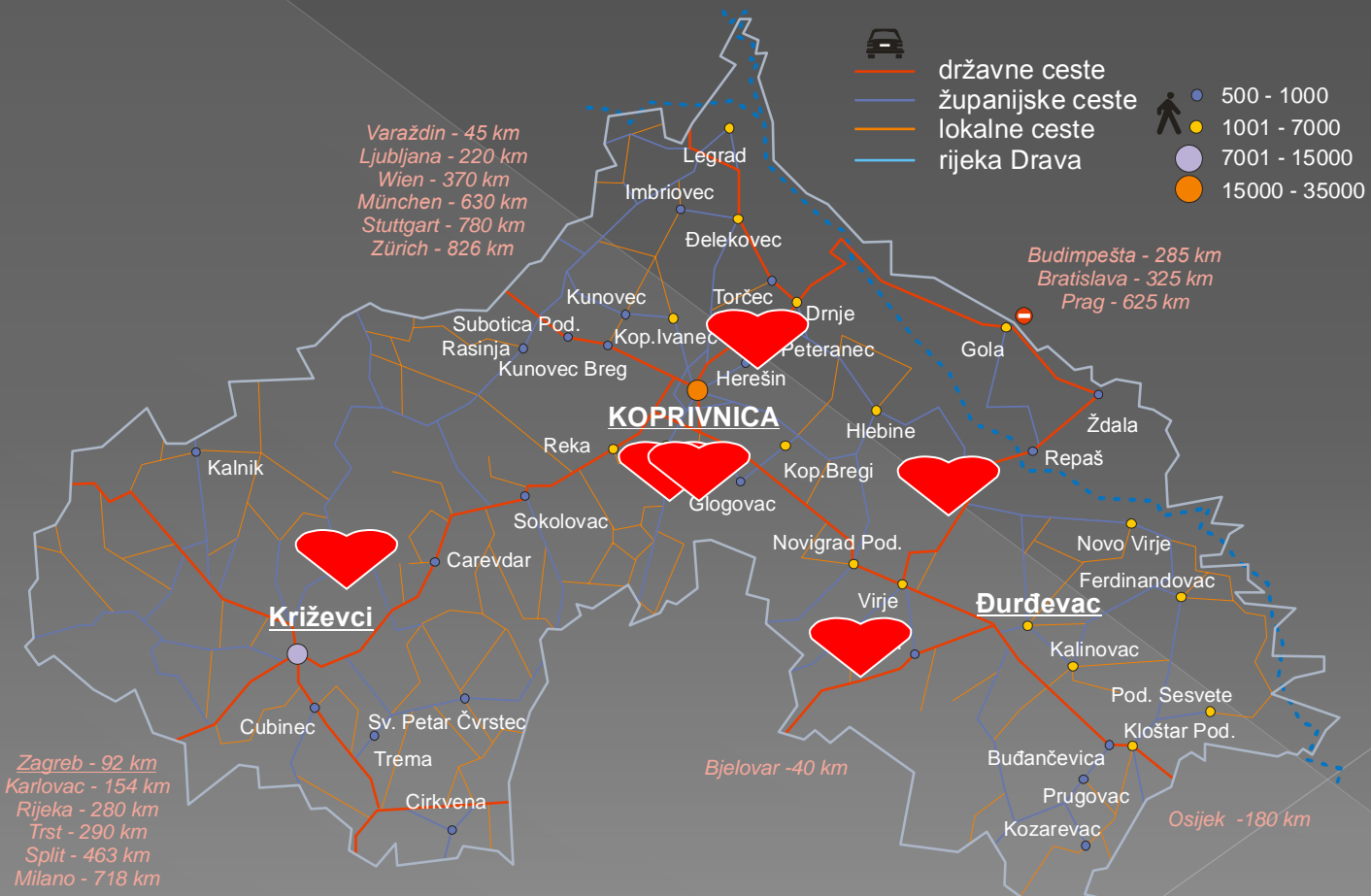
- Čavač
- Kupač
- ◆ Turistički uređ
- ◆ Vinska klet i obrtničko gospodarstvo
- Restoran
- Veličnac

B i l o g o r a



Koprivnica-Križevci County as the tourist destination

TOURIST ASSOCIATION OF KOPRIVNICA-KRIŽEVCI COUNTY



- seljačka domaćinstva



Equestrian tourism

- Activity developed 50 years ago in France, and afterwards spreads to other countries of middle and western Europe
- Austria is a leader in this activity with over 120000 horses and generates:
 - 23000 employees
 - 1,1 million guests who were one way or the other related with horses
 - 585000 guests who spend their vacation through active horse back riding
 - In average every guest spends 8,4 days of their vacation spending time with horses
 - Equestrian industry gives Austria income of 2,1 billion €, and from active equestrian tourism alone over 830 million €
 - Income from equestrian tourism makes 6,4% of overall Austrian income



Equestrian tourism paths of Koprivnica-Križevci County

- First registered Equestrian tourism path in Croatia
- Equestrian Club „Bilogorski renđeri” started the initiative and were supported by the Koprivnica-Križevci County and its Tourist Board
- With joint effort Koprivnica-Križevci County generated new tourism product
- The path alone is 300 kilometers long and goes through the area of entire Koprivnica-Križevci County
- The Equestrian tourism paths are designed so that they are combined with wine roads, galleries, restaurants and many other tourism related contents



Benefits from the Equestrian tourism path of the Koprivnica-Križevci County

- Commercialization of existing resources and generating income for the owners of horses, employment and youth binding in breeding and keeping horses
- Credited real interest in expanding capacity increase
- TSOPG provide additional tourist facilities, increases income
- We promote tourism overtook KKZ
- Indirectly create new value, allows you to increase sales of hay, grain, supplements horses, activate craft activities (saddle makers, seared red, the designers of equestrian equipment, etc.) influence the utilization of larger units of agricultural land, tourist agencies to expand the content and offerings etc..
- Existing capacity is put under veterinary and other relevant supervision
- Enriching tourism and offer of continental area



Turistička konjička staza
Kopriivničko-krizevačke županije

LEGENDA

1. Osnovni put	2. Regionalni put	3. Općinski put	4. Županijski put	5. Državni put	6. Autocesta
7. Parkovi	8. Škole	9. Vrtovi	10. Spomenici	11. Muzeji	12. Znameniti objekti
13. Znameniti objekti	14. Znameniti objekti	15. Znameniti objekti	16. Znameniti objekti	17. Znameniti objekti	18. Znameniti objekti

ODLUKA TURISTIČKE STAZE
Koprivničko-krizevačke županije

U skladu s Odlukom o osnovenju Turističke staze Koprivničko-krizevačke županije, a na temelju prijedloga Turističke staze Koprivničko-krizevačke županije, donosi se Odluka o osnovenju Turističke staze Koprivničko-krizevačke županije.

1. Ime staze: Turistička konjička staza Koprivničko-krizevačke županije.

2. Cilj staze: Promicanje turizma i rekreacije, očuvanje kulturne i prirodne baštine, razvoj lokalne zajednice.

3. Dugina staze: 100 km.

4. Vrsta staze: Konjička staza.

5. Početna točka: Koprivnica.

6. Završna točka: Koprivnica.

7. Osnovni put: Koprivnica - Đurđevac - Koprivnica.

8. Regionalni put: Koprivnica - Koprivnica.

9. Općinski put: Koprivnica - Koprivnica.

10. Županijski put: Koprivnica - Koprivnica.

11. Državni put: Koprivnica - Koprivnica.

12. Autocesta: Koprivnica - Koprivnica.





THANK YOU FOR YOUR ATTENTION.

Kristina Sočev
Tourist Board of the Koprivnica-Križevci
County
www.tz-koprivnicko-krizevacka.hr