

Lika Destination

Smart sustainable Destination

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Lika Destination Cluster





Lika Destination

- Lika – senj, Karlovac and Zadar county
- 6.753 km²
- 12% Croatian territory
- 46.550 inhabitants
- 1% of total inhabitants
- 7 inhabitants/km²
(Croatia: 75, EU: 109)
- 641.618 tourist arrivals
- 3% tourist arrivals in Croatia
- Average stay: 2,4 days ~~2017.: 1,3~~
- GDP: 22.200 €
(Croatia 28.080 €, EU 38.270 €)
- >50% nature protected area



The goal is to preserve protected natural areas at the highest level, and develop tourism exclusively according to the sustainable development model.

The voucher for Lika destination's nature protected areas



This voucher is for adults and features a green background with nine nature-related images in rounded rectangular frames. The images are arranged in two rows: the top row has six images and the bottom row has three. Each image is accompanied by its name in Croatian and English. The text 'DESTINACIJA LIKA' and 'LIKA DESTINATION' is prominently displayed in the center-right, along with the hashtag #PlitviceFullExperience. The price is listed as 300 kn for adults.

NP PLITVIČKA JEZERA
NP PLITVICE LAKES

NP SJEVERNI VELEBIT
NP NORTHERN VELEBIT

CEROVAČKE ŠPIJE
CEROVACKE CAVES

UVALA ZAVRATNICA
ZAVRATNICA BAY

BARAČEVE ŠPIJE
BARAČ CAVES

NP PAKLENICA
NP PAKLENICA

MC "NIKOLA TESLA" SMILJAN
MC "NIKOLA TESLA" SMILJAN

PEČINSKI PARK GRABOVAČA
CAVE PARK GRABOVAČA

HRVATSKI CENTAR ZA AUTOHTONE
VRSTE RIBA I RAKOVA KRŠKIH VODA
CROATIAN CENTER FOR FISH AND
CRAWFISH IN KARSTIC WATERS

DESTINACIJA LIKA
LIKA DESTINATION

#PlitviceFullExperience

CIJENA/PRICE: odrasli/adults 300 kn



This voucher is for children and features the same layout as the adult voucher, with a green background and nine nature-related images. The text 'DESTINACIJA LIKA' and 'LIKA DESTINATION' is prominently displayed in the center-right, along with the hashtag #PlitviceFullExperience. The price is listed as 200 kn for children.

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DESTINACIJA LIKA
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Stay 3days inLika

Browser window showing the website <http://www.lika-destination.hr/stay-3-days-in-lika/>. The page displays a grid of 9 program thumbnails, each with a title and a corresponding image.

Program 1 - Spoj prirodnih fenomena i znanosti

Program 2 - Lika - 3 dana - 3 nacionalna parka

Program 3 - Doživite Liku i ličku gastronomiju

Program 4 - Spoj prirodnih fenomena i znanosti (2)

Program 5 - Velebit - veličanstveni spoj kopna i mora

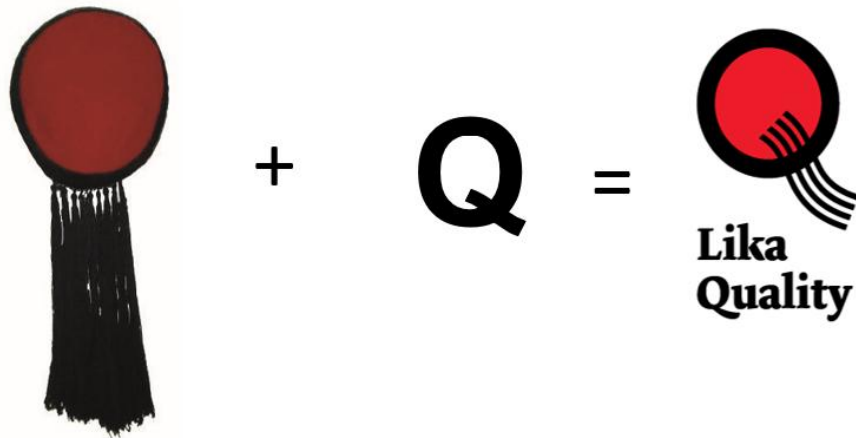
Program 6 - Stazama prirodne i kulturno-povijesne baštine

Program 7 - Spoj prirodnih fenomena i znanosti (3)

Program 8 - Raskoš Like

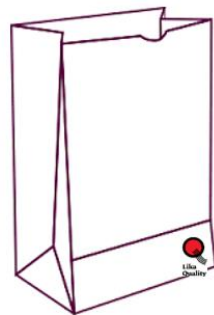
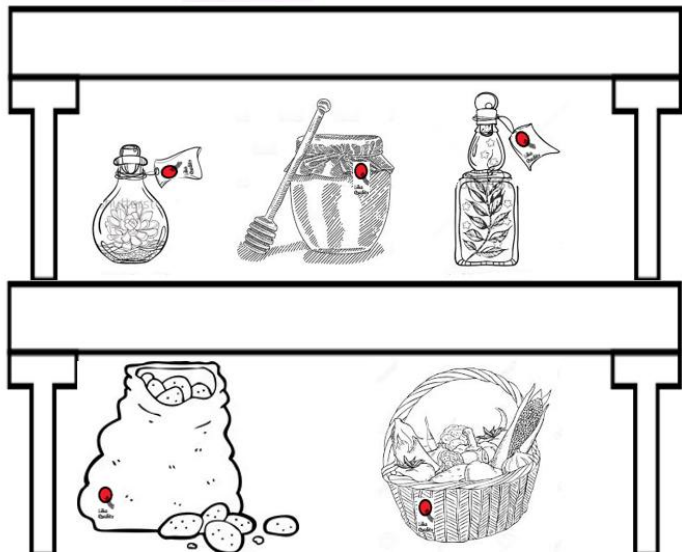
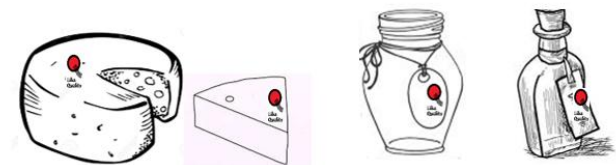
Program 9 - Pustolovna Lika

Regional system of certification of local products

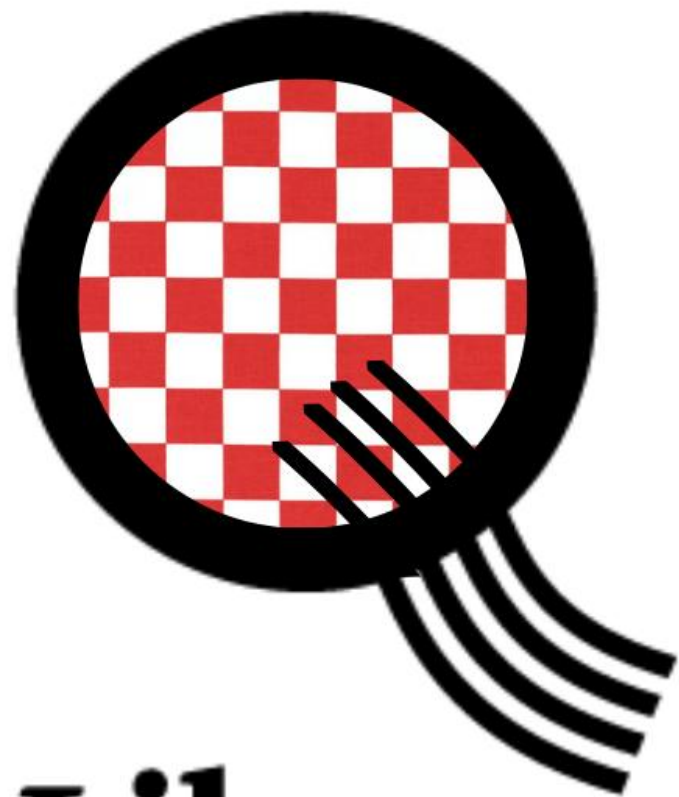


164 products, 62 producers, 12 categories

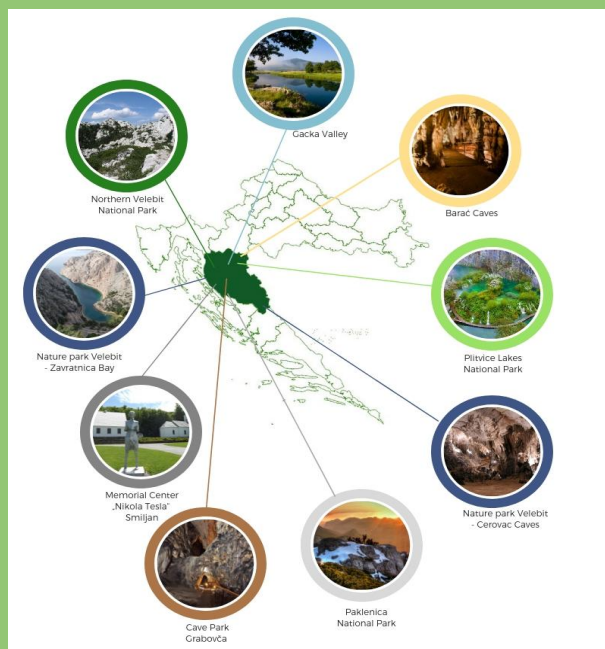






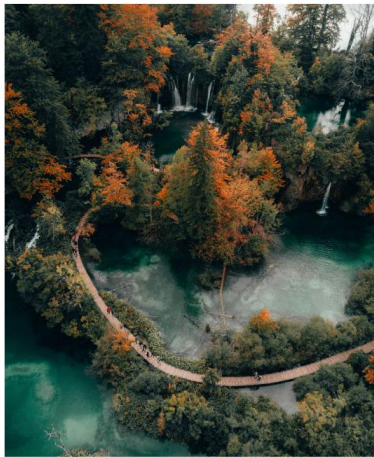


Lika
Quality





ETC HANDBOOK



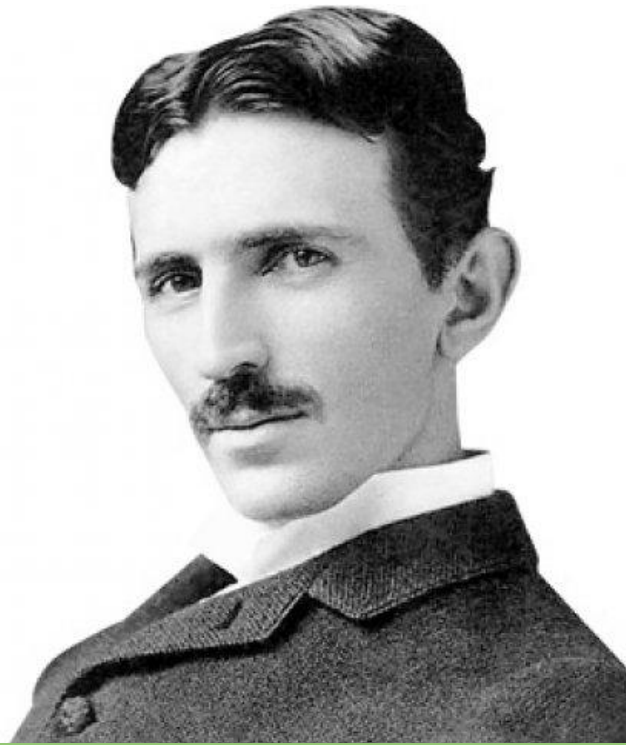
ENCOURAGING SUSTAINABLE TOURISM PRACTICES

EUROPEAN TRAVEL COMMISSION



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„ If you don't know how, observe the phenomena of nature, it will give you clear answers and inspiration."

– Nikola Tesla

Thank you for your attention!



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www.lika-destination.hr



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