



service line

destination services

assignment

tourism master plan for the city of Jastrebarsko, Croatia

number of beds

316

annual overnights

25.700

about the destination

Jastrebarsko is a small city with around 15k inhabitants in close proximity to the Croatian capital Zagreb, which is only 36 km away by car and easily accessible by a national motorway. On the territory of the city there are about 40 wineries (clustered as Plešivica Wine Road) including some popular and well-known Croatian wine producers. The other current main touristic highlight is Erdödy castle and the surrounding park.

client needs

Tourism is currently only in its initial development phase in Jastrebarsko. The city administration understands that the main assets of the city have the potential to attract a substantial number of visitors (especially one-day visitors from Zagreb) and therefore wanted to understand what projects/measures have to be implemented to reach their goal and to start a professional tourism destination development.

services delivered

Based on a comprehensive field trip to Jastrebarsko with site visits and interviews with key stakeholders, a tourism master plan consisting of three main modules - analysis of the current situation | development strategy | action plan – was prepared.

During the project, coordination workshops with the client were conducted and the draft of the final report was presented and discussed with representatives of the city administration and local stakeholders.

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