

# green experience





Right between two rivers, the Mura and the Drava, there lies the lively green Međimurje. The hard-working people in the northernmost region in Croatia have shaped over the centuries the picturesque scenery into a lovely garden, a place for a comfortable life in harmony with nature.

Come and **experience lush Međimurje!**

*welcome*



# LIFESTYLE

Rich life in Međimurje, be it on any given day or a holiday, has always been made up of minor and major little things, imperceptible to the eye of a modern-day person. There is a harmony between economy and society, without greater stress.

Everyone and everything is on the move, but without chaos. The amazing biodiversity of the landscape has been preserved, and everything is neat and clean. People often delight in delicious food, all healthy and homemade. There is a touch of nostalgia in traditional songs, but get-togethers and festivals are full of joy and fun. People travel and work across the world, and are open to new things and diversity. It is precisely because of this spirit felt all over Međimurje that travelers and guests feel relaxed, just as they are in their own home.

## Hygge, as done in Međimurje.



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rainable

*green face*

# INSPIRING LANDSCAPES

The landscape lace in Međimurje was woven by mother nature together with hard-working people into a tripartite beauty consisting of:

Upper Međimurje with rolling hills dotted with orchards and groves, winding paths, small villages and thousands of carefully tended vines. The wine-growing area is characterized by exceptional biodiversity and idyllic charm.

Lower Međimurje stretches to the southeast at the foot of rolling hills. It is a fertile valley, just as Mesopotamia once was, with a special appeal featuring mists over the Mura and Drava rivers, backwaters and banks, thousands of fertile fields, meadows, paths and hedges, as well as numerous picturesque villages.

Čakovec is located in the very center of Međimurje. The town that suits everyone delights with its green streets, historical skyline and a lush park in the heart of it all.

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# GREEN DESTINATION

Aware of the natural and social limitations of life on a densely populated 'island' between two rivers, the people in Međimurje have always taken great care of their native land. Over the centuries, they have made it a fertile and pleasant place to live for themselves and the future generations, while preserving the extraordinary biodiversity of plant and animal life as well as the authentic lifestyle. Tourism based on these foundations started developing twenty years ago.

Today, Međimurje is rightfully known as the Croatian cradle of sustainable tourism. The region has been given the award by the Croatian Tourist Board for the most successful destination of sustainable, smart and innovative tourism in Croatia and the Green Destinations certificate with a silver designation.



## OUR PRINCIPLES



Ecological  
responsibility



Corporate  
social  
responsibility



A sense  
of place



Partnership



Innovativeness



Culture  
of quality



# THE PEOPLE

Međimurje is home to mythical creatures, turbulent historical changes, great minds and artists as well as the special lifestyle.

**Get to know us!**

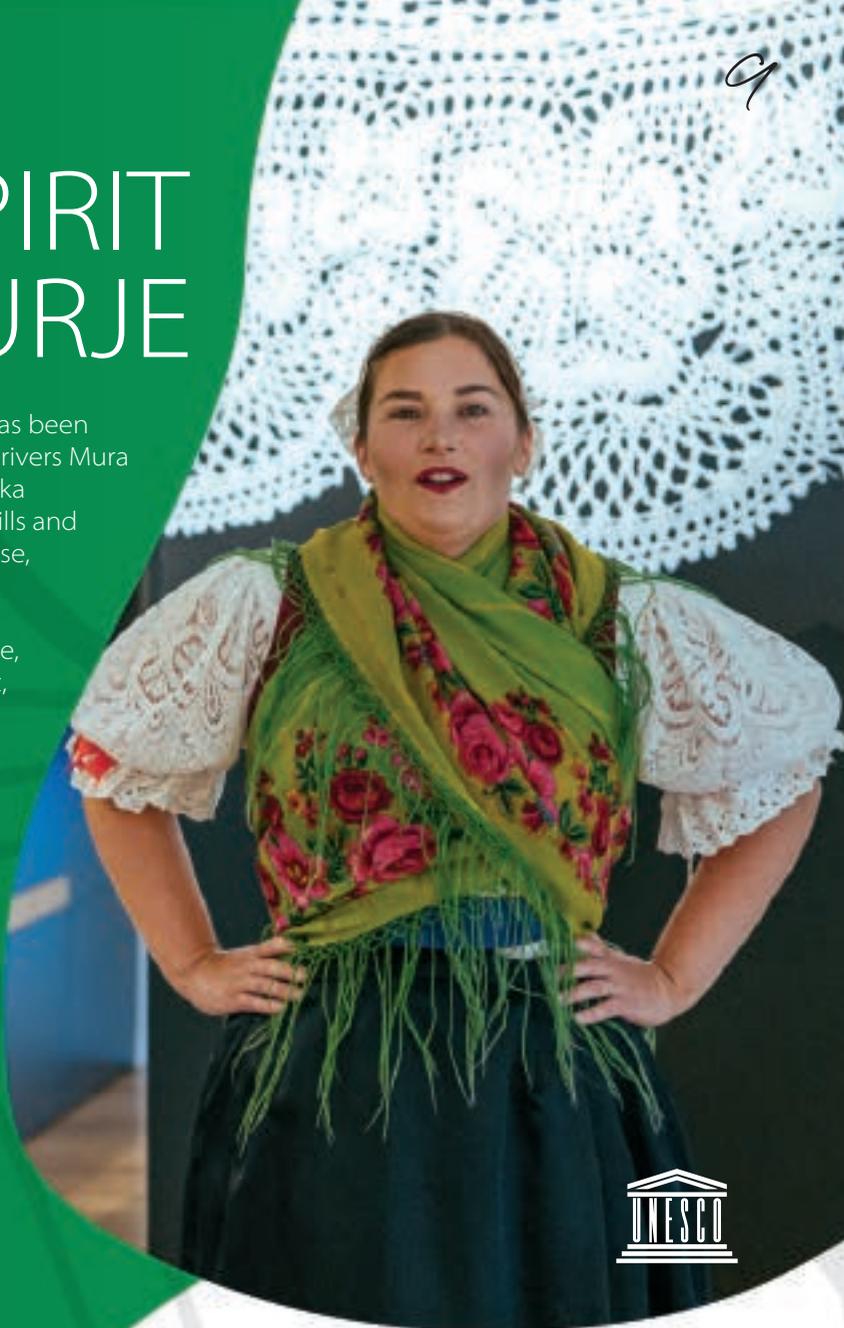


# FEEL THE SPIRIT OF MEĐIMURJE

Since the beginning of time, Međimurje has been teeming with life in the area between the rivers Mura and Drava. The traditional song međimurska popevka is sung in the villages, over the hills and valleys, and the local people write, compose, create, paint, embellish, play and dance.

Exceptional heritage was created over time, imprinted in the cultural code, in the spirit, mind and heart of Međimurje. Collected across Međimurje, the assets found their home in the museum Treasury of Međimurje, the Međimurje Eco-Museum and a dozen other museums, collections and cultural institutions.

**Visit them and feel the unique spirit of Međimurje!**



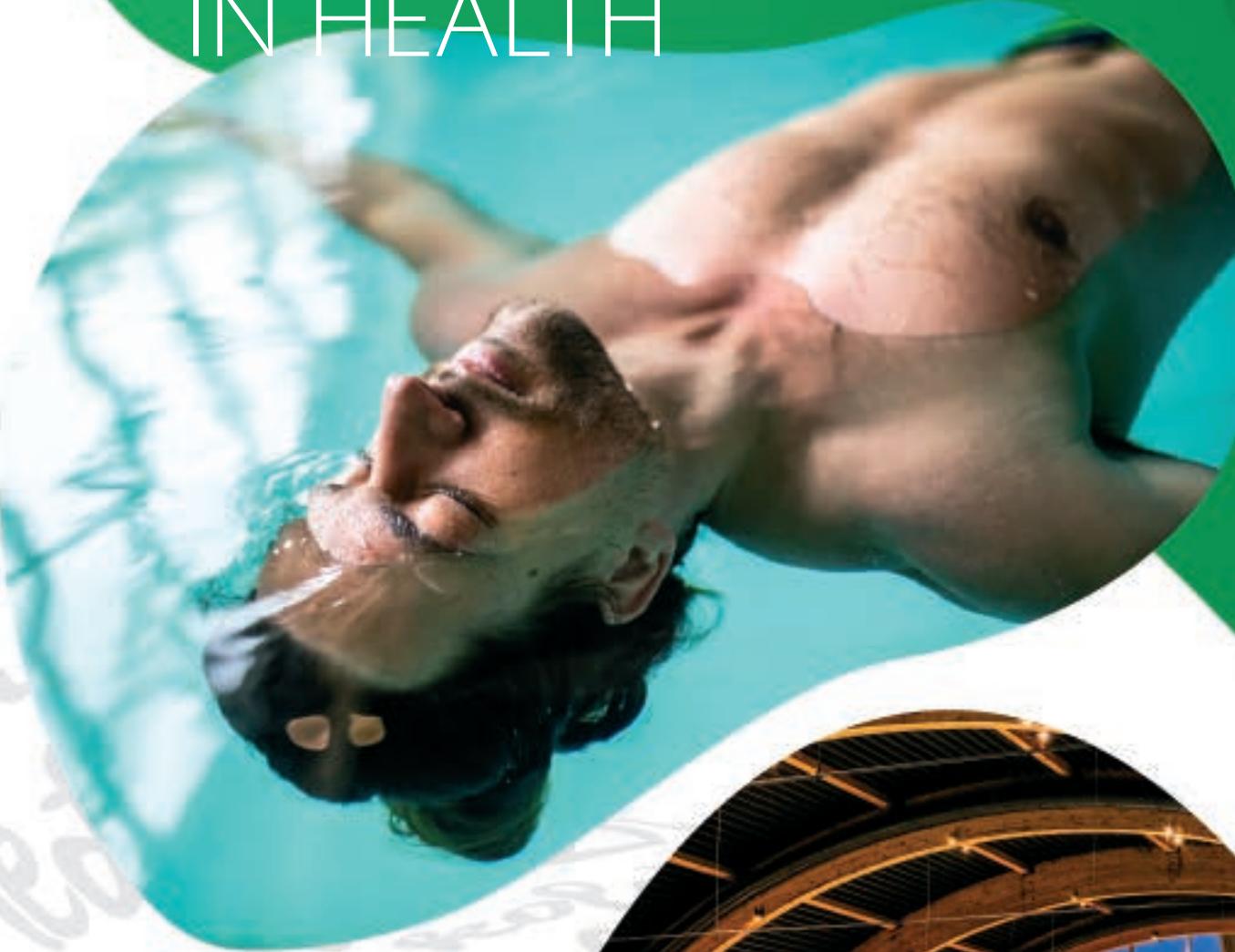
## UNESCO CULTURAL HERITAGE

A traditional song called popevka has been passed on from generation to generation in Međimurje. Having been sung in everyday life has saved this unique musical expression from oblivion. As a result, the popevka is now listed as a UNESCO Intangible Cultural Heritage asset.

Apart from popevka, the art of making traditional toys and the gingerbread craft in northwestern Croatia have also been included in the UNESCO list.

# IMMERSE YOURSELF IN HEALTH

Terme Sveti Martin resort is a peaceful oasis surrounded by picturesque countryside in the heart of the Wine Road in Međimurje.





*healthness*

Healthness refers to a combination of active vacation, wellness experience and raising awareness of one's own health with the aim of retrieving the balance of the body, mind and soul. Stretching over more than 27 hectares of green property, the resort is a secluded spot for a perfect vacation in the midst of untouched nature, where each guest has 1,000 square meters all to themselves.





CYCLIST  
WELCOME



*cycling*  
HIT  
THE PEDAL!

Međimurje is a cyclist's dream come true due to its beautifully diverse landscapes and excellent cycling infrastructure. Ascending the gentle wine-growing hills is extremely rewarding once you take in the breathtaking views, but also a serious challenge for those who want to sweat it out. The lowland routes along the Mura and Drava rivers are suitable for families and everyone looking for light rides, but also for those who seek the thrill of speed.



*hiking*  
SET OFF  
ON FOOT!

If you want to reconnect with nature, meet the locals and do something good for your health, take a tour of Međimurje on foot. Roughly translated as a 'shoe-train', cipelcug is a popular local term for hiking. Diversity of landscape in Međimurje with interesting trails with different levels of difficulty offer a great choice for leisure hiking.

**Get going on foot!**





# ECO MUSEUM MEĐIMURJE

Setting daily life aside, we take a look at the fascinating museum exhibits and collections leading down the special memory lane a thousand years back in Međimurje. So, take in the spirit of times long gone and memories in the museums and collections of Međimurje, and enjoy contemporary music, art, film and plays in culture centers and concert halls.



True gems of tangible and intangible cultural heritage are scattered across Međimurje. In order to facilitate the experience for visitors, these pearls are strung in the necklace by the Međimurje Eco-Museum.



*home-made and delicious*

## CUISINE

Međimurje preserves and offers authentic flavours of meso 'z tiblice (dry cured meat in bacon fat), pumpkin seed oil or the unique međimurska gibanica layer cake. Today they are prepared in a new, attractive way.







*healthy hedonism*

# TASTE THE BEST

Međimurje is the smallest wine region in the northernmost part of Croatia. It offers the world its playful light young wines and exceptional jewels with the most delicious nectars in premium wines.





Green is in!



visit [medimurje.com](http://medimurje.com)



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