



ENVIRONMENT & CLIMATE

CLIMATE CHANGE ADAPTATION IN MEDIMURJE TOURISM

Protect nature – sustain tourism



WHAT'S HAPPENING IN MEDIMURJE?

- ▼ **Hotter summers and frequent heatwaves**
- ◆ **Extreme rainfall and localized flooding**
- ◇ **Prolonged droughts affecting agriculture and ecosystems**
- **Unpredictable seasons** that disrupt nature-based tourism
- **Biodiversity loss** in rivers, wetlands, and forests

WHY THIS MATTERS FOR TOURISM

Climate change directly affects the **quality, safety, and sustainability** of tourism in Medimurje:

- ☀ Less comfort for guests during summer heatwaves
- 📅 Shortened or shifted tourist seasons
- 🐦 Threats to natural attractions (e.g. Mura-Drava wetlands)
- 🏠 Increased maintenance costs for tourism infrastructure
- 👤 Risk of lower guest satisfaction and repeat visits

WHAT MEDIMURJE IS DOING

The destination continuously:

- 🚲 Promotes eco-tourism and green mobility (cycling, walking, river trails)
- 💧 Encourages water saving and energy efficiency in tourism
- 🌱 Supports projects for ecosystem restoration and flood protection
- 🏗 Integrates climate adaptation into regional development strategies



HOW YOU CAN HELP – AS A TOURISM BUSINESS

- Use energy-efficient systems and passive cooling
- Inform guests about heat safety and responsible water use
- Plant native, drought-resistant greenery
- Diversify your offer beyond weather-sensitive activities
- Work with local, climate-resilient suppliers and services

HOW GUESTS CAN CONTRIBUTE

- Travel during shoulder seasons to avoid heatwaves
- Stay in eco-certified accommodations that apply adaptation measures
- Walk or cycle instead of driving
- Choose local food and low-impact experiences
- Respect nature protection rules (don't litter, stay on trails)

CLIMATE ACTION IN MEDIMURJE MEANS:

- Preserved nature
- Resilient communities
- Sustainable tourism development



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