*Final draft report*

PKF hospitality

# Destination Management Plan for the municipality of Vir, Croatia

# About this Destination Management Plan

## Methodology

This Destination management plan has been prepared by PKF hospitality d.o.o., Zagreb, in cooperation with PKF hospitality GmbH, Vienna, between July 2025 and November 2025.

The final content is based on a combination of

- impressions from the field trips to destination
- personal interviews with key tourism stakeholders in the destination
- existing documents and reports
- comprehensive desktop research
- internal PKF hospitality reports and databases on tourism destination development
- internal PKF hospitality strategy meetings

## Disclaimer

Any future decisions are in the sole responsibility of the acting institutions – PKF hospitality cannot be made liable for any decisions, based on this study.

The Destination management plan displays all the information available at the time of conducting the study.

## Submission date

14. November 2025

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## Foreword

This Destination management plan should act as a basis for a professional and successful development of tourism on Vir and enable the responsible public body to take the right decisions regarding its future.

We hope for a successful implementation over the next couple of years.

**PKF hospitality group**

# Executive Summary

## Where Vir Stands Today

Vir has grown from a quiet island into **one of the most intensely used summer destinations on the Croatian coast**, driven mainly by **private and second-home accommodation**. Strong road access, a long and varied coastline, a loyal family market and an active events calendar are clear advantages. At the same time, **rapid and fragmented construction**, strong dependence on the July–August peak and pressure on **infrastructure and public space** show that the current volume-driven model is reaching its limits

The analysis in this Plan confirms a dual reality. On the one hand, Vir has **scale, accessibility and market recognition** that many islands can only wish for. On the other, it faces the consequences of fast, largely uncoordinated development: high car dependence, parking and crowding problems in core zones, stress on water, sewage and waste systems, and quality-of-life concerns for residents, second-home owners and guests. Without a strategic reset, "more of the same" would further erode comfort, safety and the value of Vir's natural and coast-related assets.

## What This Plan Delivers

This Destination Management Plan provides a **realistic roadmap from quantity to quality and liveability:**

- **Module 1 – Destination Assessment** shows how Vir's tourism has been built "from below" by private construction, with minimal hotel capacity and a narrow high-summer focus.
- **Module 2 – Strategic Guidelines** applies the national carrying-capacity framework (NN 112/2024) and a zoning approach to identify where pressure is already critical and where optimisation and protection are still possible.
- **Module 3 – Key Takeaways & Action Plan** sets a preferred **"sustainable optimisation" scenario** to 2030 and translates it into concrete, phased projects and governance measures.

At the core of the Plan is a clear strategic shift: from **maximising volume** to **optimising quality, comfort and identity**. The recommended projects work with Vir's existing DNA, improving what is already there, and selectively adding missing pieces that raise the overall standard of the island experience.

## Key Action Directions

- **Real estate & public space:** compact "Living Room of Vir" hotel, marina with fuel station, Vir Sports Center and Water Sports Center, upgraded promenades and themed beaches.
- **Heritage & identity:** Four Landmarks, Kaštelina revitalisation and visible "Dalmatian Vir" in architecture, food and events.
- **Accommodation quality:** Vir Excellence Club and simple tools for owners to upgrade standards and guest experience.
- **Infrastructure & operations:** utilities upgrades, smart monitoring, better parking and waste management, clear noise rules, wayfinding and dispersion.
- **Organisation & marketing:** sharper destination management set-up, branding and marketing strategies, regional cooperation and a data dashboard.

## Outlook to 2030

If the Plan is implemented consistently – with clear roles between the Municipality of Vir, TZO Vir and Vir turizam d.o.o. and stable multi-year funding – Vir can, by 2030, be recognised as a **well-managed, liveable Dalmatian island** with cleaner, safer spaces, higher service standards and a more balanced, higher-value tourism offer.

# Index

# Module 1
# Destination Assessment

# This module provides a factual assessment of Vir today, how the island functions as a destination, who is involved, and what is already underway.

## About the Destination Assessment

Module 1 lays the foundation for the whole Destination Management Plan. It brings together strategic documents, organizational realities, basic framework conditions and the current tourism offer into one coherent picture.

The aim is to move beyond perceptions or anecdotes and establish a shared, evidence-based understanding of where Vir stands today as a destination – what works, what is missing and which dynamics are already shaping its future.

The module is structured into seven main block:

1. **Strategic & Contextual Framework**
   An overview of relevant national, regional and local strategies, plans and regulations that influence Vir's development. This chapter clarifies how Vir fits into wider policy frameworks and which obligations, opportunities and constraints already exist.
2. **Organisational Structures in Tourism**
   A mapping of key actors involved in tourism (municipality, TZO Vir, public companies, private sector, regional bodies) and how they currently cooperate. It highlights strengths and gaps in governance, coordination and capacities for implementation.
3. **Current Projects**
   A summary of ongoing and planned initiatives that affect tourism and quality of life on the island, from infrastructure to public space and product development. This helps avoid duplication, identify synergies and understand what the DMP should build on rather than start from scratch.
4. **Framework Conditions**
   Basic "enabling factors" such as geography, population, accessibility, infrastructure and environmental context. These elements set the physical and socio-economic stage on which tourism develops and define both limits and potentials.
5. **Tourism Supply & Offer**
   An inventory and analysis of accommodation, attractions, activities, events, gastronomy and supporting services. It shows what Vir currently offers to visitors, where the offer is concentrated and how it performs in relation to demand.
6. **Trends & Market Positioning**
   Key global and regional tourism trends and Vir's current position within the competitive set. This chapter examines how Vir is perceived today, which market segments it attracts and how it compares to other Adriatic destinations.
7. **Best Practice Examples**
   Selected reference cases from comparable Mediterranean and global destinations that have successfully tackled similar challenges (e.g. seasonality, quality upgrade, protection of natural areas). These examples serve as inspiration for what could realistically be adapted to Vir.

This structure was chosen to **move from context to practice**: starting with policy and governance, then looking at current initiatives and hard conditions, and finally assessing the offer, trends and external benchmarks. Together, these building blocks give stakeholders a shared factual baseline, ensuring that all strategic choices and projects in later modules are grounded in a realistic view of Vir as it is today.

# The national strategy sets a clear mandate: from quantity to quality, and Vir must lead by example

## Croatian Tourism Development Strategy 2030


Prepared by the **Ministry of Tourism and Sports of Croatia**, adopted in **2022** as the first long-term national strategy fully aligned with EU Green Deal and sustainability goals.

The strategy sets the framework for **sustainable, innovative, and resilient tourism development** in Croatia. It emphasizes improving quality, reducing seasonality, balancing regional development, and ensuring that tourism contributes positively to residents' quality of life. It also highlights the importance of aligning local development plans with national sustainability indicators.

**Key message/vision**: *By 2030, Croatia will be a globally recognized sustainable tourism destination, with balanced regional development, innovative products, and a high quality of life for residents.*

### Main objectives of the national strategy

- Shift focus from **quantity to quality** of tourism.
- Diversify tourism products beyond sun & sea (cultural, active, health, gastronomy).
- Reduce seasonality and regional imbalances.
- Strengthen **sustainability indicators**: environment, infrastructure, carrying capacity.
- Digital transformation and innovation in tourism services.

### Relevance for Vir

- Vir is a **test case** for national challenges: high dependence on private accommodation, strong seasonality, limited product diversification.
- Infrastructure strain and over construction are directly linked to the strategy's goals of managing carrying capacity and sustainability.
- Opportunities: Vir can align with national objectives by investing in infrastructure, diversifying tourism supply, and enforcing quality standards in private accommodation.

The national strategy makes clear that the future of Croatian tourism must be built on quality, balance, and sustainability. For Vir, this means that past patterns of rapid, unregulated growth can no longer continue. The island's dependence on private accommodation, its extreme seasonality, and visible pressure on infrastructure place it directly at the center of the issues. Vir is not an exception, but rather a clear example of the wider structural challenges facing Croatian tourism today.

At the same time, this alignment creates a strong opportunity. By responding directly to the strategy's priorities, Vir can position itself as a pilot destination where the shift from quantity to quality is tested and demonstrated. Investments in infrastructure, diversification of tourism products, and raising service standards in private accommodation are not just local needs but part of a broader national mandate. If implemented effectively, Vir can turn its current vulnerabilities assets.

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# The original strategy provided a clear vision – but its unaddressed challenges are now our reality and must guide the new plan

## Strategija razvoja turizma za Općinu Vir (Horwath HTL, 2011)


Prepared by **Horwath Consulting Zagreb,** 2011, as the **first comprehensive tourism strategy for Vir**. The plan analyzed Vir's tourism potential, defined development priorities, and outlined a long-term vision for the island's positioning within Zadar County.

The strategy emphasized that Vir should primarily develop as a **sun & sea destination**, while gradually diversifying into family, cultural, and active tourism. Strong infrastructure improvements and better service quality were identified as preconditions for sustainable growth.

**Key message/vision**: *Vir will become a recognizable tourist destination of Zadar County, primarily based on sun & sea, complemented by cultural, family, and active tourism, supported by improved infrastructure and higher service quality.*

### Strategic vision (2011)

The Horwath plan framed Vir as a sun & sea destination with gradual diversification. It underlined the importance of infrastructure upgrades and improved governance to achieve a more sustainable tourism model.

### Main findings at the time

- **Accommodation gap**: No hotels, tourism based almost entirely on private apartments.
- **Over construction**: uncontrolled building was already seen as a structural risk.
- **Infrastructure weaknesses**: especially water, sewage, and waste management.
- **Attractions**: focus on beaches; limited cultural and active tourism.
- **Stakeholders**: fragmented system, with Vir Turizam d.o.o. as main institutional actor.

### Critical gaps since 2011

- Strong recommendations for diversification and infrastructure not implemented.
- Growth remained quantitative → explosion of private apartments without quality control.
- Limited progress in developing hotels, cultural assets, or public infrastructure.
- No monitoring of carrying capacity despite early warnings.

The Horwath plan of 2011 clearly identified Vir's key challenges – over construction, reliance on private apartments, weak infrastructure, and lack of diversification. Yet, its recommendations were not implemented, and growth remained focused on quantity rather than quality. As a result, the same weaknesses outlined over a decade ago remain visible today, only more pronounced.

The legalization process linked to Croatia's EU accession cemented much of this unplanned construction as the permanent baseline. This means the overbuilt center can no longer be reversed, only managed. The Horwath plan is therefore not a roadmap, but a reminder of long-standing issues.

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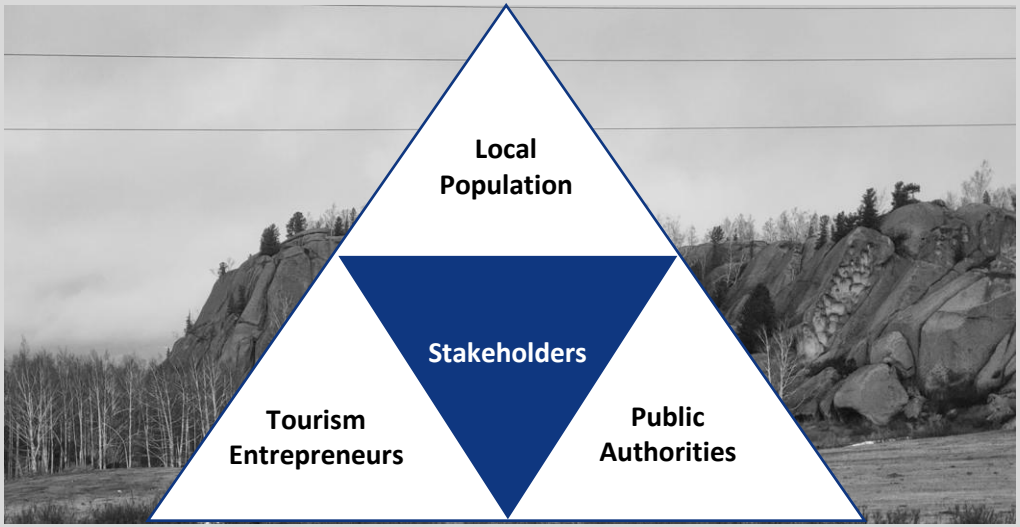
# On Vir, tourism drives development, shapes daily life, and directly determines the quality of life for its residents.

## Key Stakeholders




To support a sustainable development of a tourism destination, the needs of each stakeholder group need to be taken into consideration.

Especially the public authorities have an important role, as they should on one hand support a professional and economically sustainable tourism development in their destination and on the other hand communicate the advantages, opportunities and positive effects of a sustainable tourism development to the local population and continuously monitor their attitude towards tourism and its development.

To prevent negative tensions, it is essential to provide regular opportunities for all stakeholders to communicate and discuss significant issues concerning tourism and its development. Through these measures, a balanced and harmonious approach to tourism development can be achieved, benefiting both the destination and its inhabitants.

### Public Authorities

Public authorities are the central decision-makers for Vir's tourism, but roles often overlap and coordination is limited.

- **Municipality of Vir** – Oversees political decision-making, spatial planning, and financing of local infrastructure.
- **Tourist Board of Vir (TZO Vir)** – Responsible for promotion, events, and destination branding, but operates with limited capacity.
- **Vir turizam d.o.o.** – Municipal company managing beaches, parking, and some tourism services, creating role overlap with TZO Vir.
- **County of Zadar & Ministry of Tourism** – Provide strategic frameworks and funding, but have limited direct engagement on Vir.

### Tourism Entrepreneurs

Tourism entrepreneurs dominate Vir's supply but act individually.

- **Private accommodation owners** – controlling the majority of Vir's tourism capacity. They are powerful but fragmented, with no unified platform.
- **Hospitality providers** – Restaurants, bars, and cafés serve seasonal demand, with only a few aiming at higher-quality gastronomy.
- **OPGs and non accommodation SME's** – largely absent on the island.

### Local Population

The local population is unique because nearly all residents are directly tied to tourism. Most locals either own apartments, provide services, or are employees of public bodies, and in many cases all three. This creates a strong overlap between public authorities, entrepreneurs, and locals. As a result, **improvements in tourism infrastructure, service quality, and destination management directly influence residents' quality of life**. Strengthening tourism on Vir is therefore an economic necessity and a social priority, as community well-being and sustainable development are inseparably linked.

# Vir's development is shaped by unfinished visions from past strategies and urgent upgrades now in motion

## Past and Current Projects on Vir

Vir's tourism projects today combine **unfinished ambitions from past strategies** with **practical infrastructure upgrades now underway**. While some Horwath proposals remain unrealized or only partially advanced, others are back in discussion in updated forms.

### Projects from the previous strategy that are still relevant:

- **Multifunctional cultural & congress center** – planned in 2011, remains unrealized.
- **Hotel project** – no hotels exist yet; a concept is under discussion, but it must be tailored to Vir's scale and identity rather than a traditional resort.
- **Marina Porat** – proposed in 2011, still heavily discussed but not realized.
- **Themed beaches** – only partially reflected in current maintenance; full development never implemented.
- **Virski prsten (NW activation**) – road was built, but further recreational/sports development never materialized.
- **Camping Samotvorac–Srpljica** – not realized; a modern, low-impact nature camp remains a future opportunity.

### Projects already in the works or actively discussed today:

- **Water & sewage expansion** – large-scale utilities project, €200m+ investment.
- **Electricity grid reinforcement** – ongoing upgrades to reduce summer strain.
- **Beach maintenance & equipment** – c. 14 km of managed coastline by Vir turizam d.o.o.
- **Kaštelina fortress** – conservation and activation as a cultural landmark.
- Seasonal mobility measures – speed bumps, parking enforcement.
- **Lungomare promenade to Kaštelina** – planned cultural and recreational walkway.
- **Traffic & parking solutions** – ongoing discussions on congestion around the bridge and central area.
- **Event infrastructure** – Virsko ljeto, Advent, Carnival, supported by TZO Vir & Vir turizam.

Vir's development is shaped by two realities: a set of ambitious projects first proposed in 2011 that remain largely unrealized, and a series of essential infrastructure upgrades now actively pursued to cope with seasonal pressures.

The marina, hotel concept, and cultural center illustrate how Horwath's vision is still present but requires adaptation to Vir's identity. At the same time, current works on utilities, beaches, and mobility highlight the urgent need to keep the destination functional.

The new DMP must balance these two tracks — completing legacy visions where feasible, while prioritizing practical projects that secure Vir's sustainability today.

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# An Accessible Island in Northern Dalmatia with Strong Seasonal Demographic Swings

## Geographical location & Inhabitants

- Vir is part of **Zadar County, northern Dalmatia**, Croatia.
- The island covers **22.38 km²**, with a coastline length of approx. **31 km.**
- Vir is directly connected to the mainland via the **Vir Bridge (opened 1976)**, 25 km from Zadar and within 40 km of Zadar Airport.
- The municipality has around **4,000 permanent residents**, with an average age of approx. 44 years.
- Seasonal peak: up to **30,000–50,000** people including tourists and second-home owners.
- Less than **15% of buildings** are used for permanent residence; the majority are second homes or tourism rentals.
- Local economy: strongly dependent on **tourism and construction**.

### larger cities in the area

1. Zadar (25 km)
   70.800 inhabitants
2. Split (176 km)
   176.000 inhabitants
3. Rijeka (270 km)
   108.000 inhabitants

### surrounding municipalities

1. Pag (Town)
   2.800 inhabitants
2. Povljana (Pag)
   700 inhabitants
3. Privlaka
   2.200 inhabitants

4. Nin
   2.600 inhabitants
5. Vrsi
   3.000 inhabitants
6. Zadar
   70.800 inhabitants

### location within Croatia


### location within Northern Dalmatia, Croatia

# With 3,500 hours of sunshine and summer seas at 25 °C, Vir is built for year-round enjoyment.

## Climate and Temperatures

| month | temperature (°C) | | | precipitation mm |
|---|---|---|---|---|
| | average | | | |
| | min | max | Ø | |
| January | 1 | 7,4 | 4,1 | 106 |
| February | 1,1 | 8,2 | 4,6 | 96 |
| March | 4,3 | 12,1 | 8,3 | 86 |
| April | 8,6 | 16,2 | 12,6 | 78 |
| May | 12,8 | 20,4 | 16,9 | 67 |
| June | 17 | 24,9 | 21,3 | 41 |
| July | 19,2 | 27,5 | 23,8 | 27 |
| August | 19,2 | 27,7 | 23,8 | 45 |
| September | 15 | 22,4 | 18,7 | 104 |
| October | 11 | 17,9 | 14,4 | 135 |
| November | 7,2 | 13,1 | 10,1 | 183 |
| December | 2,7 | 8,8 | 5,6 | 139 |

### Climate

- According to the Köppen-Geiger classification, Vir has a **Csa climate** (warm, temperate Mediterranean), with hot, dry summers and mild, wetter winters.
- The **average annual temperature** is **13.7 °C.** July is the warmest month, reaching on average **23.8 °C** while January is the coldest with an average of **4.1 °C.**
- Precipitation averages **1,107 mm** annually. The driest month is July with only **27 mm** of rainfall, whereas the wettest month is November, **with 183 mm**.
- The **seasonal contrast** is marked: summer brings long days and little rainfall (only 3 rainy days in July on average), while winter is characterized by more frequent rainfall and higher humidity

### Sunshine & Seasonality

Vir enjoys around **3,489 hours of sunshine annually** (~291 hours monthly). June is the sunniest month with **13.3 hours of sun** daily, while January is the least sunny, averaging **5.8 hours per day.**

### Adriatic Sea water temperature

The surrounding Adriatic Sea is a defining feature of Vir's climate and visitor experience.

- Annual average water temperature: **18.2 °C.**
- Warmest period: **July–August**, when water reaches up to **25.2 °C**
- Coldest period: **January–February**, when water cools to around **12 °C**

This seasonal variation allows for a long **bathing season** (May–October), with peak comfort in midsummer when both air and sea are at their warmest




# High external accessibility contrasted by weak internal infrastructure

## Macro accessibility


Vir's accessibility is one of its strongest assets. Despite being an island, the bridge connection and proximity to Zadar make it one of the easiest Adriatic islands to reach. Visitors arrive primarily by road, supported by seasonal bus lines and international flight connections through Zadar.

- **Road:** Vir Bridge links directly to the mainland (since 1976), with access via A1 highway & Adriatic coastal road.
- **Bus:** Several companies (incl. Flixbus) offer seasonal direct services to Vir Bus Terminal; Zadar provides regional and international connections.
- **Air:** Zadar Airport (ZAD) – 40 km from Vir, 17 airlines, 70 destinations in 24 countries.
- **Sea:** No regular ferry/boat lines today (discontinued after bridge opened); private & excursion boats only.

This accessibility is a clear competitive strength: unlike most Croatian islands, Vir can be reached without ferries or long transfers. The nearby Zadar Airport connects the island with dozens of European cities, while the A1 highway and Adriatic coastal road make it easy for domestic travelers to arrive by car. This combination allows Vir to attract both **weekend visitors from Croatia** and **international tourists arriving by air**.

## Micro accessibility

Once on the island, accessibility becomes more complex. Vir's compact layout leads to traffic concentration, with limited space for parking and public transport solutions.

- **Main entry:** One access point via Vir Bridge → directly into built-up town center.
- **Road network:** Mostly narrow, single-lane roads; not designed for heavy summer volumes.
- **Bottlenecks:** Frequent jams in July–August, especially weekends, stretching toward Zadar & Privlaka.
- **Parking:** Limited public capacity; most visitors park in private yards or supermarket lots.
- **Local mobility:** No structured public transport; movement is car-dependent.

While reaching Vir is simple, **moving around the island is increasingly difficult**, especially in peak summer months. Congestion at the bridge and main roads creates frustration for residents and visitors, while insufficient public parking forces cars into private yards and improvised spaces. there is a public bus line operating from Zadar however cars still dominate mobility.

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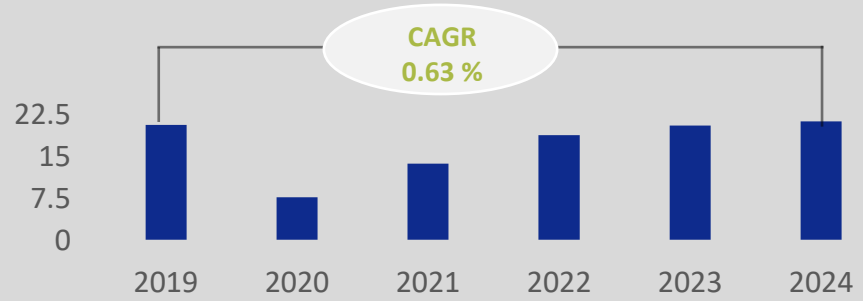
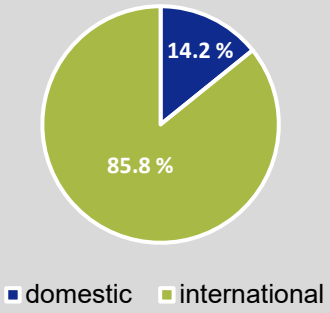
# Croatia's tourism is back at full scale and now a mature, international market where future growth must come from value, not volume

## Arrivals (in millions)

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | CAGR |
|---|---|---|---|---|---|---|---|
| domestic | 2.42 | 1.65 | 2.32 | 2.62 | 2.82 | 3.05 | |
| international | 18.26 | 6.11 | 11.45 | 16.22 | 17.78 | 18.30 | |
| **TOTAL** | **20.69** | **7.76** | **13.78** | **18.85** | **20.61** | **21.35** | **0.63%** |

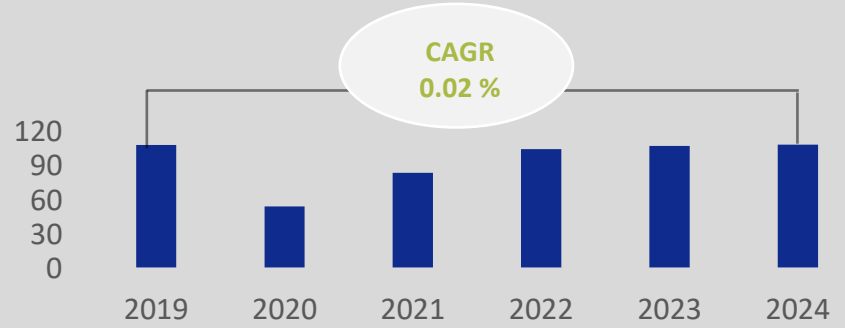



- tourism growth in Croatia has stabilized, with the recovery now transitioning from volume expansion to value optimization. International markets remain the dominant driver of demand, while domestic travel is gradually strengthening, offering a small but resilient base.
- the overall trend signals a mature market where future gains will depend on improving visitor quality, increasing spending, and differentiating the product mix rather than pursuing sheer growth in arrivals.

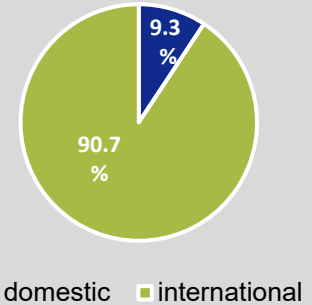



## Overnights (in millions)

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | CAGR |
|---|---|---|---|---|---|---|---|
| domestic | 13.83 | 11.33 | 12.27 | 12.53 | 13.06 | 13,36 | |
| international | 94.81 | 43.06 | 71.85 | 92.26 | 94.68 | 95.37 | |
| **TOTAL** | **108.64** | **54.39** | **84.12** | **104.80** | **107.75** | **108.74** | **0.02 %** |




- overnight performance shows market maturity rather than expansion, with stable volumes but slightly shorter stays.
- to sustain competitiveness, the focus should move toward extending average stays, enriching guest experiences, and smoothing out seasonal peaks to drive higher year-round value creation.



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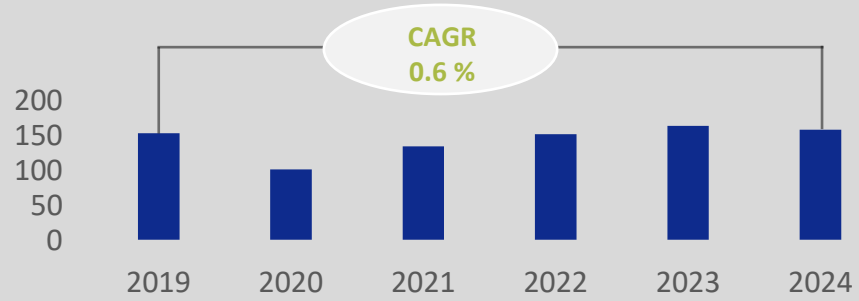
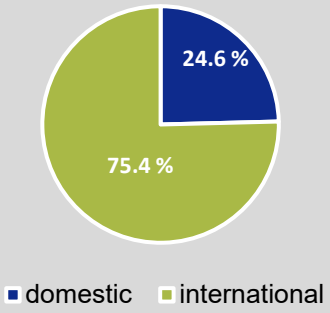
# Vir is a mature, second-home–driven island destination with stable arrivals and a large base of longer-staying domestic visitors

## Arrivals (in 000)

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | CAGR |
|---|---|---|---|---|---|---|---|
| domestic | 15,1[1)]<br>28,6[2)] | 14,3<br>24,4 | 16,4<br>27,8 | 13,4<br>26,4 | 13,0<br>28,5 | 13,4<br>25,6 | |
| international | 80,9[1)]<br>29,3[2)] | 42,3<br>21,0 | 61,7<br>28,9 | 78,2<br>34,2 | 85,3<br>37,4 | 84,7<br>34,9 | |
| **TOTAL** | **153.9** | **102.0** | **134.8** | **152.2** | **164.2** | **158.6** | **0.6%** |

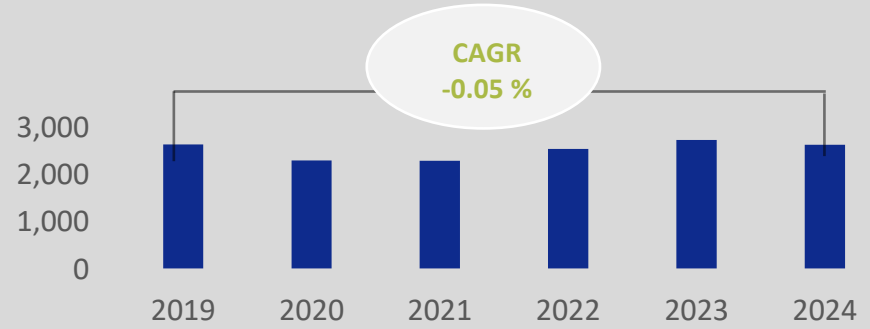



- tourism performance is typical for a coastal leisure destination popular within the Central European auto-tourism market (e.g., Germany, Austria, Slovenia).
- the dominance of international arrivals returning rapidly post-pandemic suggests that Vir is perceived as an accessible and trusted destination for these core markets, particularly those who prefer private accommodation, enabling a swift return once travel restrictions were lifted.

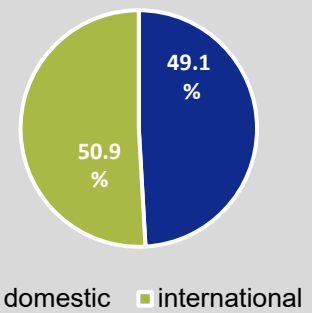



## Overnights (in 000)

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | CAGR |
|---|---|---|---|---|---|---|---|
| domestic | 103[1)]<br>1,372[2)] | 96<br>1,349 | 111<br>1,185 | 90<br>1,223 | 84<br>1,297 | 87<br>1,204 | |
| international | 624[1)]<br>536[2)] | 348<br>507 | 491<br>503 | 605<br>624 | 640<br>709 | 624<br>714 | |
| **TOTAL** | **2.635** | **2.300** | **2.290** | **2.542** | **2.730** | **2.629** | **-0.05** |




- high contribution of domestic overnights, despite fewer domestic arrivals, strongly suggests that local visitors stay significantly longer than international guests.
- this is often characteristic of destinations with a large number of second homes, family properties, or long-term leases primarily utilized by the domestic population, ensuring a reliable, stabilizing base for occupancy figures regardless of short-term international travel crises.




source: Vir Tourism Board and eVisitor 1) refers to statistics recorded in commercial type of accommodation facilities
2) refers to statistics recorded in non-commercial type of accommodation facilities

# Beaches and landscapes as main assets, however cultural heritage remains underdeveloped

## Natural attractions

Vir's natural appeal is dominated by its coastline and beaches. With both maintained and natural stretches, the island provides a variety of bathing experiences, complemented by distinctive geological formations and scenic viewpoints. The western part of the island remains largely untouched, preserving a sense of gentle wilderness.

**Key highlights:**

- **Beaches:** Approx. 14 km of maintained beaches plus many natural coves (e.g. Srpljica, Meka, Lanterna, Duboka draga / Red Rocks).
- **Duboka draga (Red Rocks):** Striking red cliffs, one of Vir's most photographed natural landmarks.
- **Western area:** Preserved natural zone with high ecological and experiential potential.
- **Bandira viewpoint:** Panoramic views across the Zadar archipelago.

Vir's natural environment is defined by its beaches and coastal landscapes, with highlights such as the Red Rocks and the island's western shores. These sites not only shape everyday tourism use but also hold strong potential for developing new, experience-oriented products in the future.

## Cultural attractions

Vir's cultural attractions are relatively limited in their current state, yet there are several elements of heritage and tradition that form a foundation for future development. Most existing cultural assets are underdeveloped or lack interpretation, but they represent opportunities to diversify Vir's offer.

**Key highlights:**

- **Kaštelina fortress:** 15th-century Venetian fortification, a symbol of Vir but in need of further development, interpretation, and maintenance.
- **Churches and chapels:** Historic sites (St. George, St. Nicholas, etc.), not yet integrated into the tourism experience.
- **Local traditions: S**ome local traditions are being revitalized, but currently fragmented and with weak integration into the tourism economy.
- **Agricultural heritage (OPGs): V**ery limited presence on the island, resulting in a gap in authentic cultural and gastronomic experiences

At present, Vir's cultural heritage is underutilized and does not yet function as a strong tourism product. With investment in preservation, interpretation, and community involvement, cultural attractions support a more balanced year-round destination profile.

# Promenades and beaches well maintained, however basic services remain incomplete

## Public Spaces

Public spaces on Vir are concentrated on promenades and beaches, while squares and parks are scarce. Maintenance is carried out mainly by **Vir-održavanje**.

### Key highlights:

- **Jadro promenade:** ~1,500 m, includes Jadro beach and beach bars Mul & Maritimo, plus restaurants and cafés.
- **Beaches:** 24 maintained beaches
- **Seasonal facilities:** 38 changing cabins, 7,175 m of protective sea fences, 40 eco-toilets, renewed pebbles, greenery, lit containers.
- **Squares:** Few exist — main square Trg Sv. Jurja (events), plus a smaller square at Put Mula / Ul. Boris Krnčevića.
- **Parks & greenery:** No public parks; only beaches with maintained greenery and cemetery area and only two public playgrounds

Vir's public spaces are heavily concentrated on its promenades and beaches, which are reasonably maintained but cover only part of the island's needs. The near absence of public squares, parks, and green areas limits the diversity and quality of the public realm. As a result, the island lacks inclusive, well-distributed gathering spaces for residents and visitors.

## Public Services


Public services on Vir are increasingly strained by peak season demand. While communal companies provide maintenance, the island faces recurring challenges in waste disposal, water and sewage capacity, and reliable utility supply.

### Key highlights:

- Waste management: handled by Čisti otok, but summer peaks lead to overflowing containers and visible waste accumulation.
- Water & sewage: only about one-third of households connected; most still rely on private reservoirs and septic tanks.
- Utility reliability: recurring electricity fallouts and water shortages in peak season highlight infrastructural bottlenecks.
- Public toilets: no permanent facilities; 38 eco-toilets temporarily installed during the summer.

Waste overflow, water shortages, and power cuts combine with incomplete sewage coverage and the absence of permanent police to undermine both the visitor experience and residents' quality of life. Unless these systemic issues are addressed, service failures will increasingly constrain tourism development and damage the island's reputation.

# Fragmented accommodation structure and gastronomy primarily focused on fast food

## Accommodation

Vir's accommodation offer is dominated by private apartments and second homes, with no hotel infrastructure currently in operation. Campsites exist but remain below modern standards, and the absence of categorized hotels limits diversification and higher-value segments.

**Key highlights:**

- **Private accommodation:** Thousands of apartments and houses form the backbone of Vir's capacity.
- **Hotels**: None currently in operation; hotel development has long been discussed but not realized.
- **Villa Lanterna:** 19th-century lighthouse, protected as a cultural monument and renovated as a 5* heritage vacation house.
- **Campsites:** Two active camps, both far below European quality benchmarks.
- **Quality gap:** Lack of categorized facilities and professional standards across the accommodation sector.

Vir's dependence on private accommodation results in an inconsistent quality of stay. Redeveloping campsites and introducing a conceptually strong hotel are essential to improve competitiveness.

## Gastronomy

Vir's gastronomy is one of the weakest elements of the tourism offer. The island is dominated by fast food, grills, and pizzerias, with only a few places serving authentic Dalmatian or seafood-based cuisine.

**Key highlights:**

- **Restaurants & bars:** Concentrated mainly in Vir town and along beaches; mostly casual, low-category dining.
- **Seafood & Dalmatian cuisine:** Underrepresented compared to regional standards; limited choice for visitors seeking local dishes.
- **Local producers (OPGs):** Very few present on the island; weak integration of local agriculture, wine, and products into gastronomy.
- **Quality gap:** Lack of distinctive culinary identity; most venues cater to mass tourism rather than authentic experiences.

Gastronomy does not currently reflect Vir's identity or potential. To strengthen its appeal, Vir needs to build authentic culinary experiences by connecting restaurants with local producers, introducing seafood and Dalmatian menus, and supporting gastro-focused events that highlight regional traditions.

*Final draft report*

# Strong public events and active nightlife shape the visitor experience

## Public Events & Festivals


Vir has developed a strong culture of public events, especially in the summer season. These programs animate the destination beyond the beaches and have become a visible part of Vir's tourism identity.

**Key highlights:**

- **Virsko ljeto:** the flagship summer program, consisting of concerts, entertainment shows, and cultural performances, widely recognized as the hallmark of Vir's seasonal offer.
- **Sports events:** include bicycle tours (biciklijade), regattas, boxing tournaments, and a half-marathon, attracting both local participants and visiting athletes.
- **Off-season activities:** Virski advent and Carnival are organized annually, though still modest in scale compared to summer events.
- **Event volume:** more than 40 organized events per year, with the overwhelming majority concentrated in July and August.

Events, and especially **Virsko ljeto**, have become a defining feature of Vir's tourism offer and a key reason for repeat visitation. Yet with most activities concentrated in summer, there is still untapped potential to extend the calendar into spring and autumn and strengthen overall event branding.

## Nightlife & Clubs

Vir has developed a lively nightlife scene that attracts both tourists and visitors from neighboring municipalities. It fills a regional gap for those seeking parties without traveling to Zadar, making nightlife an interesting and distinctive part of Vir's summer offer.

**Key highlights:**

- **Main clubs:** Vagabundo, Casablanca, and Bolero – central to Vir's nightlife identity.
- **Guest profile:** mainly younger visitors, joined by guests from nearby municipalities.
- **Atmosphere:** DJs, live acts, and beach bars create a strong summer party vibe.
- **Regional role**: Vir functions as a nightlife hub in Northern Dalmatia.

Nightlife is both an attraction and a challenge. While it strengthens Vir's appeal for party-oriented visitors, problems arise after clubs close around 2 a.m., when crowds linger in public spaces until morning hours. The resulting noise and disturbances negatively affect residents and family tourists, highlighting nightlife as a double-edged feature of the destination.

# Sports offer focused on sea and outdoors but land-based facilities remain limited.

## Sea & Water-based activities

Most of Vir's sports and recreation offer is connected to the sea, provided through a small number of local operators. Activities are mainly seasonal and cater to casual holiday use rather than specialized sport tourism.

**Key highlights:**

- **Scuba Diving Center Vir:** diving school and excursions to nearby reefs and wrecks.
- **Boat rentals:** small boats, speedboats, yachts.
- **Water Sports Vir**: jet skiing, parasailing, banana rides, pedal boats, SUP, kayaking, windsurfing.
- **Excursions:** organized boat trips to the Zadar archipelago and Kornati.

Most services are focused on entertainment-oriented activities such as jet skis and banana rides, rather than structured sport tourism. The diving center and excursion boats add diversity, but they remain niche products with limited impact. There is little investment in professional facilities, training programs, or year-round operations, which means that Vir cannot yet position itself as a sports tourism destination. For now, water sports contribute to the summer leisure offer but do not play a significant role in extending the season or attracting specialized visitor segments.

## Land-based & Fitness activities

On land, Vir offers only a modest range of sports and recreation. Cycling and informal outdoor activities dominate, while formal sports facilities are limited and mostly serve local rather than tourism demand.

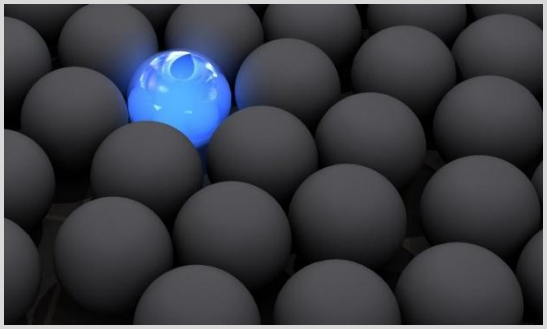
**Key highlights:**

- **Cycling:** several marked trails, including the Virski prsten circuit around the island, plus routes toward Nin and Zadar. Three annual "biciklijade"
- **Running & hiking:** flat terrain with coastal paths and scenic trails.
- **Sports courts:** small number of tennis, football, basketball courts; some beach volleyball courts
- **Fitness & wellness:** one gym (Fitness Centar Vir), seasonal beach massage.
- **Adventure:** quad/ATV rentals and tours, currently **unregulated**, with children often driving without helmets or licenses — creating **serious safety risks.**

Land-based activities are fragmented and small in scale. The lack of indoor alternatives and unregulated adventure tours highlight structural weaknesses and risks for tourism development, making the offer dependent almost entirely on good weather.

# Vir is an island that blends access, nature and culture into a distinct Adriatic experience

## Unique Selling Propositions and Extraordinary Elements



- nowadays tourists or one-day visitors can choose among thousands of different places to spend their holidays or days – in order to differentiate from competitors, to stand out from the crowd and to draw the attention to a particular place, tourism destinations need to define their USP
- in order to define the USP of a tourism destination it is important, in a first step, that all unique and extraordinary elements of a destination are identified – some of them can be part of the future USP, while others cannot be used for touristic purposes
- once the touristic USP has been defined, tourism product development and tourism marketing have to be conducted to further strengthen the USP

### Unique Selling Propositions (USP's)

- **Easily accessible island in Croatia:** Vir combines the island feeling with barrier-free access – bridge link since 1976, only 25 km from Zadar.
- **One island, all beaches – Virski prsten:** A complete circular road makes almost every beach directly reachable, creating a rare situation where the entire coastline is accessible for visitors.
- **Extensive preserved natural landscape:** Despite heavy settlement in parts of the island, large stretches remain untouched.
- **Largest community of private hosts:** Vir has one of the Adriatic's biggest concentrations of private holiday homes and apartments, offering a people-driven hospitality model.
- **Event-rich destination identity:** More than 40 annual cultural and sports events.

### Extraordinary Elements:

- **Western "Sleeping Beauty" coast:** Untouched wilderness with dramatic cliffs and coves, ideal for soft eco- and adventure tourism.
- **Cultural heritage anchors:** Kaštelina fortress, the Venetian lighthouse and Bandira viewpoint provide a cultural depth often overlooked.
- **Virski prsten as sports arena:** The flat ring road and favorable climate create strong potential for triathlons, cycling, running and endurance events.
- **Regional base location:** Vir serves as a practical hub for day-trips to Nin, Zadar, Pag, Kornati islands and nearby national parks.
- **All-season wind advantage:** The island's unique wind system offers year-round opportunities for water and wind sports, plus potential for health tourism.

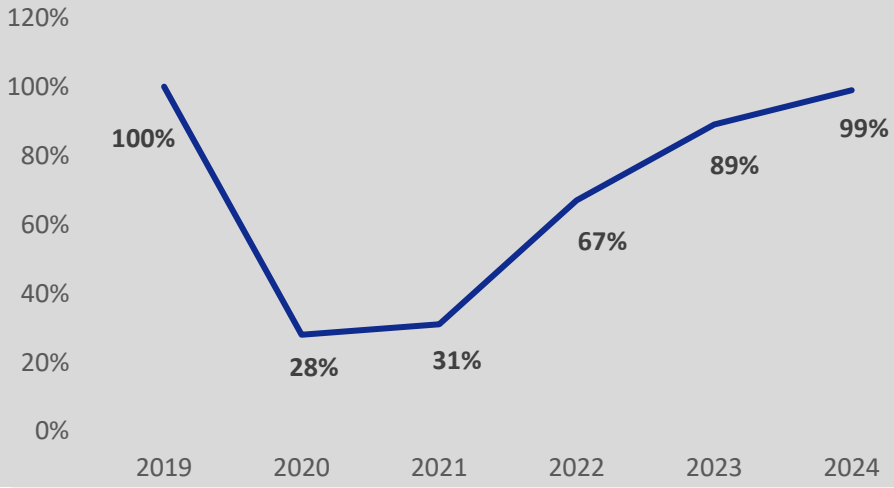
*Final draft report*

# Revenge travel drives the fastest global tourism comeback in history, restoring 99% of pre-COVID volumes

## Covid Rebound

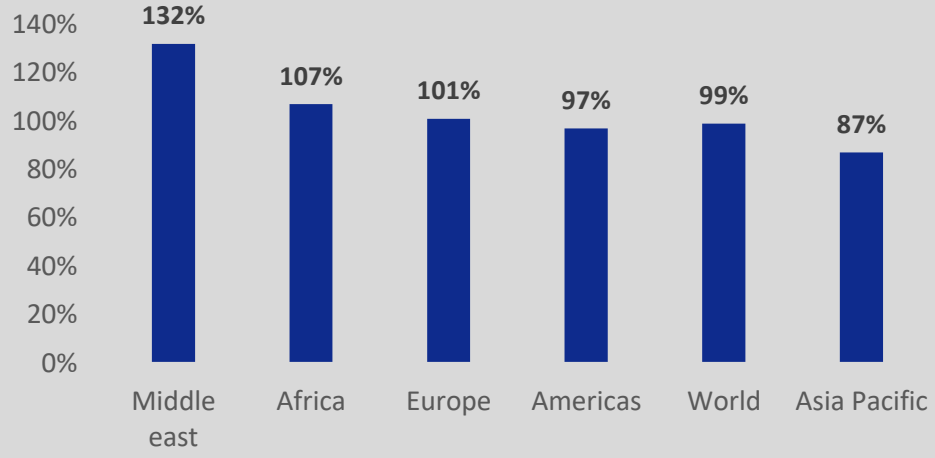
- After the collapse of international tourism in 2020–2021, global travel rebounded sharply once restrictions were lifted. This surge, widely termed ***"revenge travel"***, reflected the urge to make up for lost time and was most visible in 2022–2023, when bookings soared regardless of price. Leisure-oriented trips (beach, sun, nature) recovered faster than business travel, with families and groups driving much of the demand.
- International arrivals grew from only 28% of 2019 levels in 2020 to 67% in 2022, reaching almost full recovery by 2024 (99%). However, the rebound was not uniform across the world: the Middle East surged ahead (+32% above 2019), Africa (+7%) and Europe (+1%) also surpassed pre-pandemic levels, while the Americas (–3%) and especially Asia-Pacific (–13%) recovered more slowly, reflecting later border reopenings.
- The revenge travel phase brought capacity shortages, rising prices, and renewed overtourism. Since 2024, growth has stabilized, with travelers showing greater price sensitivity but continuing to value flexibility, authenticity, and safe, high-quality experiences.

Recovery of international tourist arrivals




Recovery of international tourist arrivals, by region

*2024 Percentage of 2019 levels*




vir: UN World Tourism Organization [1] število mednarodnih prihodov na mesec v primerjavi z istim mesecem leta 2019 [3] ocena

# there are six major global trends with a significant impact on the offer and popularity of tourism destinations

## Health


Wellness and active lifestyles are a lasting demand driver. Travelers want destinations that allow them to relax, recharge, and stay active through outdoor sports, spa offers, and mindfulness.

This leads to a growing demand for **active holidays, wellness products, and nature-based activities** that combine leisure with health benefits.

## Sustainability


Sustainability has become mainstream and is increasingly regulated. Travelers prefer destinations with visible eco-friendly practices and responsible management.

This leads to a rising demand for **responsible resource management and off-season products**, as well as pressure on destinations to monitor and manage **carrying capacity**

## Demographic Change


Tourism is shaped by both aging populations and younger generations. Seniors seek comfort and organized offers, while Millennials and Gen Z look for authenticity, flexibility, and affordability.

This leads to **multi-generational demand**, requiring destinations to provide **comfortable, accessible products for seniors** alongside **innovative, authentic offers.**

## Experienced Travelers


Travelers are more mature, value-conscious, and selective. They prioritize authenticity, new destinations, and fair price–quality ratios.

This leads to a greater demand for **authentic local experiences**, **transparent value for money**, and **diversification of products** beyond traditional mass tourism**.**

## Accessibility



Connectivity remains crucial. Affordable flights, road links, and multimodal transport encourage more frequent and shorter trips.

This leads to more **shorter holidays instead of one long trip**, higher importance of **regional accessibility**, and stronger competition between easily reachable destinations**.**

## Digitalization



Digital tools shape every stage of the travel journey. Online booking, social media, and mobile apps are standard, while AI and VR/AR are emerging as new engagement tools.

This leads to an increased demand for **seamless online booking**, **digital destination marketing**, and **innovative storytelling tools.**

vir: UN World Tourism Organization [1] število mednarodnih prihodov na mesec v primerjavi z istim mesecem leta 2019 [3] ocena

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# Vibrant nightlife hub draws young international audiences with festivals, beaches, and global name recognition

## City of Novalja

- **Novalja** is situated on the northern part of the island of Pag, Novalja benefits from the unique advantage of island ambiance with mainland accessibility. The **Pag Bridge** is a critical infrastructural asset that ensures a consistent flow of traffic and improves upon accessibility.
- Novalja's primary competitive advantage is its dual-nature tourism model. While globally known as the "Croatian Ibiza" due to **Zrće Beach's** electrifying nightlife, it successfully balances this with a diverse product range. It also offers a quiet, family-friendly side with serene beaches and historical sites, allowing it to capture a wider audience than a purely party-focused destination.
- The core of Novalja's tourism lies in its expansive private accommodation sector. This robust network of apartments, villas, and camps is highly similar to Vir's tourism model, making it a direct operational competitor. This high-density private lodging market allows it to accommodate large volumes of guests cost-effectively, a crucial point for your analysis.

**Key Comparison Factors:**

**Geographial accessibility:** both islands are directly connected to the mainland by a bridge, providing equal ease of access for tourists traveling by car.

**Accommodation model**: the tourism model is fundamentally based on a high density of private apartments and houses, catering to the same self-catering tourist segment.

**Mass Market Appeal**: attracting large numbers of visitors seeking a combination of sun, sea, and entertainment.

## Key performance indicators - comparison

### comparison of main Key Performance Indicators for Novalja and Vir

| | Novalja | | | Vir | | |
|---|---|---|---|---|---|---|
| year | arrivals | overnights | LOS | arrivals | overnights | LOS |
| 2024 | **291** | **1,998** | 6.85 | 159 | 2,629 | 16,5 |
| 2023 | **279** | **1,732** | 6.19 | 164 | 2,715 | 16.5 |
| 2019 | 266 | 1,689 | 6.35 | 154 | 2,625 | 17,0 |

### origin of source markets, Novalja comparison to Vir, data for 2024

| | | | | | | |
|---|---|---|---|---|---|---|
| 22,9 % | 23.1 % | 1 | | 24,6 % | 49,1 % | 1 |
| 15,6 % | 19,2 % | 2 | | 10,7 % | 11,5 % | 2 |
| 10,7 % | 12,8 % | 3 | | 10,5 % | 9,2 % | 3 |
| 10,7 % | 9,1 % | 4 | | 16,6 % | 7,9 % | 4 |
| 6,3 % | 6,2 % | 5 | | 10,0 % | 5,3 % | 5 |

vir: UN World Tourism Organization [1] število mednarodnih prihodov na mesec v primerjavi z istim mesecem leta 2019 [3] ocena

*Final draft report*

# Historic island town blends culture and family tourism with strong infrastructure and broad seasonal appeal

## City of Krk

- As the administrative and cultural center of the island of Krk, this destination's competitive edge is its bridged island status. The **Krk Bridge** makes it a seamlessly accessible mainland-to-island link, positioning it as a direct competitor to mainland coastal destinations.
- Krk Town's appeal is rooted in its ability to offer a comprehensive, balanced holiday experience. Unlike more specialized destinations, it provides a rich blend of history, culture, and seaside relaxation.
- Krk Town successfully caters to a broad spectrum of tourists. It appeals to culture enthusiasts and history buffs, while also drawing a significant number of families looking for a safe and varied vacation spot.
- The town's accommodation landscape is more diverse than Vir's, offering a structured mix of hotels, private apartments, and guesthouses. While it does have a strong private sector, the presence of larger hotel brands suggests a more developed and professionally managed tourism market.

**Key Comparison Factors:**

**Geographial accessibility:** both islands are directly connected to the mainland by a bridge, providing equal ease of access for tourists traveling by car.

**Accommodation model**: the tourism model is fundamentally based on a high density of private apartments and houses, catering to the same self-catering tourist segment.

**Mass Market Appeal**: attracting large numbers of visitors seeking a combination of sun, sea, and entertainment.

## Key performance indicators - comparison

### comparison of main Key Performance Indicators for Krk and Vir

| | Krk | | | Vir | | |
|---|---|---|---|---|---|---|
| year | arrivals | overnights | LOS | arrivals | overnights | LOS |
| 2024 | 247 | 1,367 | 5,53 | 159 | 2,629 | 16,5 |
| 2023 | 253 | 1,427 | 5,63 | 164 | 2,715 | 16.5 |
| 2019 | 235 | 1,330 | 5,66 | 154 | 2,625 | 17,0 |

### origin of source markets, Krk comparison to Vir, data for 2024

| | | | | | | |
|---|---|---|---|---|---|---|
| 29,8 % | 37.8 % | 1 | 24,6 % | 49,1 % | 1 |
| 11,8 % | 11,2 % | 2 | 10,7 % | 11,5 % | 2 |
| 10,8 % | 8,2 % | 3 | 10,5 % | 9,2 % | 3 |
| 7,8 % | 7,0 % | 4 | 16,6 % | 7,9 % | 4 |
| 6,7 % | 5,8 % | 5 | 10,0 % | 5,3 % | 5 |

vir: UN World Tourism Organization [1] število mednarodnih prihodov na mesec v primerjavi z istim mesecem leta 2019 [3] ocena

*Final draft report*

# Popular coastal city combines accessibility and variety with lively summer tourism and family-friendly beaches

## City of Krk

- Located on the mainland, Vodice's key strategic advantage is its prime location along the main Adriatic highway. Its easy access from the highway and its close proximity to major cities like Šibenik and Zadar make it an ideal choice for tourists traveling by car.
- Vodice offers a classic "sun, sea, and entertainment" model. It is known for its lively atmosphere and bustling promenade, which is filled with restaurants, cafes, and bars. The destination has invested heavily in creating a dynamic holiday experience, from water sports to a well-known calendar of summer events.
- The primary market for Vodice is the active vacationer and family segment that seeks a dynamic and engaging environment. While it has a reputation for nightlife that attracts a younger demographic, its infrastructure also supports families who are drawn to the wide, well-equipped beaches and various activities.
- Vodice's tourism infrastructure is built predominantly on private accommodation, with a high concentration of private apartments.

**Key Comparison Factors:**

**Accessibility:** both destinations are highly accessible by car via the main highway network, a crucial shared feature that attracts the same large demographic of continental European tourists.

**Vibrant atmosphere:** both locations are known for their lively and dynamic atmosphere, offering a similar blend of beach activities, restaurants, and nightlife that appeals to a fun-seeking tourist segment.

**Accommodation base**: private rental driven in both destinations.

## Key performance indicators - comparison

### comparison of main Key Performance Indicators for Vodice and Vir

| | Vodice | | | Vir | | |
|---|---|---|---|---|---|---|
| year | arrivals | overnights | LOS | arrivals | overnights | LOS |
| 2024 | 244 | 1,350 | 5,53 | 159 | 2,629 | 16,5 |
| 2023 | 246 | 1,364 | 5,54 | 164 | 2,715 | 16.5 |
| 2019 | 260 | 1,523 | 5,85 | 154 | 2,625 | 17,0 |

### origin of source markets, Vodice comparison to Vir, data for 2024

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | 23,9 % | 18.9 % | 1 | | 24,6 % | 49,1 % | 1 |
| | 9,0 % | 12,5 % | 2 | | 10,7 % | 11,5 % | 2 |
| | 8,0 % | 11,2 % | 3 | | 10,5 % | 9,2 % | 3 |
| | 7,0 % | 10,1 % | 4 | | 16,6 % | 7,9 % | 4 |
| | 5,7 % | 7,9 % | 5 | | 10,0 % | 5,3 % | 5 |

vir: UN World Tourism Organization [1] število mednarodnih prihodov na mesec v primerjavi z istim mesecem leta 2019 [3] ocena

# Isola d'Elba shows how investing in green mobility and active infrastructure can turn a summer beach island into a year-round sports and recreation hub

## Isola d'Elba, Italy

### Geographic context

- Elba is the **third-largest Italian island**, located just 10 km from the mainland, making it highly accessible via ferry. Its terrain is varied, featuring the mountainous slopes of Monte Capanne, thick forests, and extensive coastal areas protected by the **Tuscan Archipelago National Park.**
- Its accessibility is both an asset (market reach) and a challenge (managing peak-season visitor flow).

### Tourism structure & Seasonality

- The structure has consciously shifted from pure beach tourism toward **year-round active tourism** (sports). This approach has successfully **extended the season** from April to October, attracting cyclists, hikers, runners, and divers in the shoulder seasons. The island blends its rich history (e.g., Napoleon's exile) with modern outdoor activities.

### Key Sustainable Tourism Initiatives

- **Decarbonization Infrastructure:** Significant investment in **e-mobility**, including charging stations for electric cars and e-bikes, and the development of extensive **cycling and trekking routes**.
- The island actively promotes itself as a **green destination** for sports enthusiasts. Active strategies are employed for waste reduction and marine protection.

### Key takeaways

- **Monetizing the Shoulder Season:** Elba demonstrates that capital investment in **active infrastructure** (e.g., bike paths, marinas, and trail marking) is the most effective tool to transform a summer destination into a **multi-season sports and recreation hub**.
- Vir should prioritize financing **green mobility infrastructure** to gain a competitive and ecological advantage.

### More information

https://visitelba.info/en/

# Gökçeada shows how a "Slow Island" strategy with strict volume control can protect landscapes while selling peace, local flavor and authenticity

## Gokçeada, Turkey

### Geographic context

- The largest Turkish island in the Aegean Sea. Due to historical and demographic factors, it successfully **avoided the mass coastal urbanization** typical of many Mediterranean shorelines.
- Its structure is primarily rural, characterized by preserved villages, vineyards, and agricultural land.

### Tourism structure & Seasonality

- Tourism is deliberately managed under the **Cittaslow (Slow City)** philosophy, which restricts development. The focus is on **quality, authenticity, and high value** rather than volume.
- The offering is decentralized, centered on rural tourism, authentic **gastronomy**, and cultural heritage. The season is extended through themed food and cultural festivals.

### Key Sustainable Tourism Initiatives

- **Volume Control and Landscape Protection:** Strict planning regulations (part of the Cittaslow charter) prevent uncontrolled construction and protect the rural landscape.
- **Local agricultural products (wine, olive oil, honey)** are heavily supported and integrated directly into the tourism experience (the *slow food* movement). Renewable energy sources are utilized to reduce the island's carbon footprint.

### Key takeaways

- **Differentiation through Controlled Volume:** Gökçeada teaches Vir how to escape the "mass tourism" trap by committing to a "Slow Island" strategy under the Cittaslow charter, which strictly controls development and protects the rural landscape.
- Vir should focus on developing high-quality, *boutique* accommodations and F&B that sell **peace, local flavor, and authentic experiences** at a premium price, rather than maximizing overnight stays.

### More information

https://goturkiye.com/gokceada

# Ikaria shows how a distinctive, healthy island lifestyle can become a powerful wellness brand that adds value far beyond classic sun-and-sea tourism

## Ikaria, Greece

### Geographic context

- A rocky, mountainous island in the Aegean known for its thermal springs and rugged, unspoiled nature.
- Its most defining characteristic is its classification as a "Blue Zone," an area where inhabitants live significantly longer and healthier lives due to preserved traditional practices and diet.

### Tourism structure & Seasonality

- The structure is traditional, dominated by **small hotels, family-run guesthouses, and agrotourism**.
- Large-scale resort development has been avoided. While the primary season is summer, the island holds immense potential for **year-round health and wellness retreats** built around its unique lifestyle, diet, and thermal resources.

### Key Sustainable Tourism Initiatives

- **Branding of Diet as Wellness:** Active preservation and promotion of the **Ikarian diet** as a globally renowned health product. Tourism is linked to local, organic food production and specific wellness programs.
- **Cultural preservation** takes precedence over rapid development, as the island's authenticity is its main attraction.

### Key takeaways

- **Monetizing Lifestyle and Health:** Ikaria demonstrates that the most potent brand asset is the **lifestyle itself**.
- Vir could strategically explore and promote its own **health potential** (clean sea, air, preserved western part of the island and local food) and invest in services (pop-up spas, yoga retreats, cooking classes) that sell **longevity and well-being** to affluent visitors, compensating for reliance on seasonal volume.

### More information

https://www.visitgreece.gr/islands/north-aegean-islands/ikaria/

# Menorca shows how slow growth and strict landscape protection can sustain a biosphere-reserve island while supporting diversified, higher-value tourism

## Menorca, Spain

### Geographic context

- Menorca is a Mediterranean island within Spain's Balearic archipelago, with a surface area of 701 km² and a resident population of approximately 100,000.
- Unlike its neighbours Mallorca and Ibiza, Menorca has a unique, protected landscape, designated as a UNESCO Biosphere Reserve in 1993 due to its commitment to conservation and biodiversity.
- The island has deliberately developed tourism at a slower pace, preserving much of its natural and cultural heritage and balancing human activity with environmental protection.

### Tourism structure & Seasonality

- Tourism is highly seasonal, peaking in the "sun-and-sea" months of July and August, when the population swells dramatically. The off-season is very quiet with minimal visitation.
- Menorca's accommodation structure is dominated by small-scale and private lodging, such as renovated farmhouses and rental apartments, rather than large-scale, mass-tourism resorts.
- The dispersed, low-rise development style helps integrate tourism into local communities and prevents the creation of large, isolated tourist enclaves.

### Key Sustainable Tourism Initiatives

- Menorca has a long history of prioritizing environmental protection over unrestrained development, with a strong emphasis on grassroots activism.
- The island has implemented strict regulations to limit over-construction and preserve its natural coastline.
- The focus is on promoting alternative tourism, such as hiking, cycling, and agrotourism, to encourage visits in the off-season and diversify the tourist product.

### Key takeaways

- **Embrace a "slow growth" model**: Vir can learn from Menorca's successful strategy of prioritizing long-term environmental and cultural preservation over rapid, uncontrolled development.
- **Accommodation offer diversification**: while private accommodation is a strength, Vir could explore promoting smaller-scale, heritage-style lodging to create a more authentic and high-value experience.
- **Off-season tourism development**: by developing activities beyond the main summer season, such as hiking and cycling paths, Vir can attract new visitor segments and reduce its seasonal dependency.

### More information

https://www.menorca.es/portal.aspx?IDIOMA=3

# Bornholm shows how a clear "bright green" brand, linking clean energy with local food and crafts, can turn sustainability into a competitive advantage

## Bornholm, Denmark

### Geographic context

- Bornholm is a Danish island in the Baltic Sea, known for its distinct granite cliffs, rolling landscapes, and picturesque fishing villages. It has a population of around 40,000 residents.
- The island's isolation from mainland Denmark has fostered a strong sense of local identity and a focus on self-sufficiency and innovation.
- Bornholm is strategically located, making it a popular destination for tourists from Denmark, Sweden, Germany, and Poland.

### Tourism structure & Seasonality

- Tourism is primarily driven by Scandinavian and German markets, with a strong focus on nature, outdoor activities, and local crafts.
- The island has a well-developed network of cycling paths, unique craft shops, and a reputation for high-quality local cuisine.
- Seasonality is a key challenge, but Bornholm has been successful in promoting shoulder-season tourism through its cycling routes, food festivals, and unique accommodation offerings like converted farmhouses.

### Key Sustainable Tourism Initiatives

- Bornholm is a leader in sustainable energy, aiming to become a carbon-neutral island. It has heavily invested in wind power and other renewable energy sources.
- The island has a strong focus on local food production and gastronomy, which reduces its carbon footprint and supports the local economy.
- A "Bright Green Island" strategy promotes sustainable practices across all sectors, from waste management to transportation.

### Key takeaways

- **Developing a strong, unified brand:** Vir could create a clear brand identity beyond its current "sun-and-sea" model, focusing on a specific value proposition that differentiates it from competitors.
- **Local gastronomy and crafts promotional activities**: by highlighting local products and authentic experiences, Vir can attract a higher-value tourist segment and support local entrepreneurs.
- **Green infrastructure development**: as Bornholm has shown, a commitment to sustainability, particularly in energy and waste management, can become a powerful marketing tool and a long-term competitive advantage.

### More information

https://visitbornholm.com/en

# Palau shows how a strict value-over-volume model, backed by conservation and visitor pledges, can turn tourism into a direct tool for protecting nature

## Palau

### Geographic context

- Palau is an island nation in the western Pacific Ocean, consisting of approximately 340 islands, with a population of around 18,000.
- The country is a global leader in marine conservation, renowned for its pristine coral reefs and the "Rock Islands Southern Lagoon," a UNESCO World Heritage Site.
- Its remote location has historically limited the volume of tourism, which has helped preserve its unique natural environment.

### Tourism structure & Seasonality

- Palau's tourism is highly specialized, attracting high-value tourists, primarily divers and nature enthusiasts. The number of visitors is kept intentionally low to prevent overtourism.
- The focus is on eco-tourism and high-end, boutique experiences rather than mass-market holidays.
- The tourism model prioritizes high spending per tourist over high volume of tourists, with visitor numbers being a secondary goal.

### Key Sustainable Tourism Initiatives

- Palau pioneered the "Palau Pledge," a mandatory visa requirement for all visitors to sign a pledge to protect the environment.
- The country has established a vast marine sanctuary, banning commercial fishing in 80% of its waters and creating a refuge for marine life.
- They have also implemented a visitor fee, which is used to fund conservation and environmental protection programs.

### Key takeaways

- **Shifting from volume to value**: Vir could analyze Palau's model of attracting high-spending, low-impact tourists instead of solely focusing on volume, which could lead to better economic returns and less environmental strain.
- **Implementation of "Vir Pledge":** while a visa pledge may not be feasible, Vir could introduce a similar initiative to educate visitors on responsible tourism, environmental protection, and cultural respect.
- **Conservation fund**: a small tourist fee could be introduced, with the revenue directly used for environmental protection, beach maintenance, and preserving natural heritage. This would turn tourism into a tool for conservation.

### More information

https://pristineparadisepalau.com/

# Module 2
# Strategic Guidelines

# This module connects Vir's current situation with its future direction , clarifying what kind of destination Vir wants to become

## Strategic Direction and Market Focus

Building on the diagnostic from Module 1, Module 2 translates Vir's strengths, weaknesses and development pressures into a clear strategic framework.

It identifies what is unique and defensible about Vir, which problems must be fixed first, and how the island can position itself in a competitive Adriatic market without exceeding its environmental and social limits.

The goal is to move from a generic "sun and sea" offer towards a recognizable, higher-quality island experience that remains liveable for residents.

To do this, the module brings together five core building blocks:

1. **Swot Analysis**
   A concise synthesis of Vir's key strengths, weaknesses, opportunities and threats. It distils the findings of Module 1 into a short list of critical issues and advantages, making clear where Vir can build on existing assets and where urgent corrective action is needed.
2. **Key Pillars of Positioning**
   The main ideas that should define Vir in the eyes of visitors and residents. These pillars translate the SWOT into a simple narrative ("what Vir stands for") and provide a reference point for product development, promotion and future investment decisions.
3. **Vision & key development goals**
   A shared picture of what Vir should look like in 5 years, supported by a small number of measurable goals. This section anchors the DMP in a long-term horizon and offers concrete targets against which progress can later be monitored.
4. **Carrying capacity**
   The framework for understanding physical, social and environmental limits. It introduces zoning, indicators and thresholds that ensure tourism growth remains within acceptable bounds for infrastructure, nature and community well-being, and links directly to the requirements of national regulation.
5. **Potential target markets & market profiles**
   A selection of visitor segments that best fit Vir's identity and seasonality goals. The profiles describe who these guests are, what they value and how they travel, providing practical guidance for shaping the offer and future marketing.

This structure was chosen to move step by step **from diagnosis to choice**: starting with a factual summary of where Vir stands today, defining the core ideas and long-term vision, setting explicit limits through carrying capacity, and finally matching Vir with those markets where it can realistically compete. Together, these building blocks ensure that the subsequent Action Plan is grounded in evidence, aligned with Vir's identity and focused on sustainable, attainable development.


# Vir combines exceptional accessibility and natural assets with the burden of chaotic urbanization and infrastructure deficits

## Strengths

- **Bridge connection:** Vir is an island with a permanent bridge link to the mainland, ensuring year-round accessibility.
- **Beaches:** 24 beaches are being maintained plus numerous natural beaches across the island.
- **Western natural areas:** Significant parts of the island remain undeveloped and preserved.
- **Island identity:** Visitors perceive Vir as an "island experience" despite its easy accessibility.
- **Events:** A busy calendar with over 40 annual events, strongest in the summer season.
- **Accommodation scale:** Large base of private apartments providing high capacity.
- **Proximity to markets:** Close to Central European source markets such as Slovenia, Austria, Germany, and Poland.
- **Climate:** Favorable microclimate with maritime and mountain influences.
- **Heritage assets:** Historic landmarks such as Kaštelina fortress, lighthouse Lanterna, and archaeological remains.
- **Active tourism potential**: Cycling loop "Virski prsten" and coastal waters suitable for regattas and sports

## Weaknesses

- **Infrastructure pressure:** Wastewater, electricity, internet, roads, and parking face seasonal overload.
- **Urbanization:** Unregulated construction has led to dense and partially chaotic settlement patterns.
- **Accommodation quality:** Many apartments are basic, inconsistently equipped, or over-categorized.
- **Noise conflicts:** Party tourism and nightlife often disturb residents and families.
- **Seasonality:** Peak concentrated in July–August, with very limited off-season tourism.
- **Cultural programming:** Limited number of authentic, locally rooted cultural events.
- **Tourism facilities:** No marina, no hotels, and camping facilities below modern standards.
- **Governance:** Complex administration and slow municipal decision-making processes.
- **Public space:** Lack of organized promenades, parks, outdoor sports facilities, social gathering points and designated parking.
- **Indoor offer:** Absence of weather-proof leisure or sports facilities.

# Vir has potential for nautical, nature and cultural tourism, but faces risks from overcrowding, environmental strain and reputation loss

## Opportunities

- **Nautical tourism:** Island position and coastline create potential for stronger maritime orientation.
- **Heritage interpretation:** Historic landmarks and local forgotten dalmatian customs could be better presented as visitor attractions.
- **Active sports:** Terrain and coastline support cycling, triathlon, running, and water sports.
- **Nature-based tourism:** Western coast and Red Rocks area represent unique natural settings.
- **Family orientation:** Potential to strengthen children's activities and family-friendly facilities.
- **Gastronomy:** Local agriculture and fisheries could underpin a stronger food identity.
- **Institutional restructuring:** Plans for reorganization of Vir turizam d.o.o. and tourism clusters.
- **Funding access:** EU and national funds are available for infrastructure and sustainability projects.
- **Digital innovation:** AR/VR tools and smart mobility solutions could enrich the visitor offer.
- **Regional ties:** Geographic closeness to Nin, Privlaka, and Vrsi supports joint positioning and regional cooperation.
- **Innovative tourism marketing:** Strong potential in using modern media channels to attract new audiences (social media)

## Threats

- **Overcrowding:** Summer pressure on beaches, roads, and utilities reaches critical levels.
- **Identity loss:** Overbuilding and nightlife have eroded the traditional Dalmatian character.
- **Environmental stress:** Waste, sewage, and erosion strain natural resources.
- **Climate impacts:** Rising sea levels, heat waves, and storms increase vulnerability.
- **Reputation risks:** Perception of Vir as a party or low-quality destination deters families.
- **Administrative delays:** Bureaucratic processes slow down tourism and infrastructure projects.
- **Market dependence:** Heavy reliance on private apartment sector makes the offer fragile.
- **Competition:** Other Dalmatian islands and coastal towns compete with more structured offers.
- **Resident discontent:** Locals face noise, congestion, and lack of services in off-season.
- **Legal restrictions:** Protected coastal belt (ZOP) limits new construction near the shore.

# Easy access and rich coastal resources contrast with unplanned growth and seasonal pressures are shaping Vir's development

## Strengths

Vir's **strengths** are grounded in its accessibility, coastline, and accommodation scale. The bridge connection and proximity to source markets guarantee visitor flows, while the abundance of beaches ensures that the sea is central to the island's identity. The strong base of private accommodation provides capacity, but also defines the current model as volume-driven and low-margin.

### Key Strengths

- **Island with a bridge** – Vir is an island with permanent road access to the mainland. This combination makes the island both symbolically attractive as "an island" and practically reachable, ensuring strong inflows of visitors.
- **Abundance of beaches** – With more than 14 km of maintained and many natural beaches, the coastline is the defining feature of Vir. Easy access to the sea is central to its tourism appeal and will continue to shape future competitiveness.
- **Large private accommodation base** – Thousands of private apartments dominate the offer. This guarantees capacity and affordability but also locks Vir into a structure heavily dependent on one accommodation type.

## Weaknesses

The island's **weaknesses** are largely structural. Chaotic urbanization and fragmented settlement patterns reduce authenticity and make infrastructure management highly complex. Seasonal peaks stretch utilities and roads to breaking point, while tourism remains almost entirely dependent on the summer months. These weaknesses form a long-term challenge for repositioning.

### Key Weaknesses

- **Chaotic urbanization –** Rapid and unregulated building has created fragmented, dense settlements and weakened the authentic island character. This legacy is difficult to reverse and limits Vir's image in higher-value tourism.
- **Infrastructure overload** – During peak season, sewage, roads, parking, and utilities operate beyond their limits. The mismatch between capacity and demand directly impacts visitor satisfaction and livability.
- **Extreme seasonality** – Most arrivals and overnights are concentrated in July and August. Outside this period, activity is very low, creating an unstable economy and pressure peaks during high season.

# Distinct landscapes and heritage open paths for diversification, while overcrowding and environmental limits constrain the future

## Opportunities

Vir's **opportunities** lie in its natural and cultural assets and in diversifying its tourism model. Nautical and active tourism are supported by natural conditions and could open new markets. The preserved west coast, historic landmarks, and local gastronomy offer the chance to develop a more distinctive Mediterranean identity. These opportunities can help extend the season and rebalance Vir's image.

### Key Opportunities

- **Nautical & active tourism –** The island's winds, coastline, and cycling route (Virski prsten) provide favorable conditions for sailing, regattas, and sports. These segments offer potential to diversify demand and extend the season.
- **Nature & heritage assets** – The preserved western coast, Red Rocks, Kaštelina fortress, and the lighthouse are distinctive features. Their interpretation can strengthen Vir's identity and broaden its tourism profile.
- **Strengthening gastronomy & identity** – Local agriculture, fisheries, and culinary traditions provide a base for a more authentic offer. Emphasizing these elements could reposition Vir beyond a "sun and sea" destination.

## Threats

The **threats** are immediate and pressing. Overcrowding in peak weeks is already damaging visitor satisfaction and natural assets. The image of Vir as a party island and an overbuilt settlement weakens its attractiveness for families and quality markets. Environmental stress and strict coastal regulations further limit development options. Together, these threats underline that future growth cannot be purely quantitative but must be managed within strict sustainability boundaries.

### Key Threats

- **Overcrowding in peak season –** Beaches, infrastructure, and services face extreme stress in July and August. This situation reduces the quality of the visitor experience and risks damaging the island's natural assets.
- **Reputation loss from party image & overdevelopment** – Associations with noisy nightlife and dense construction undermine Vir's attractiveness for families and higher-spending visitors. Reputation shifts are slow and difficult to change.
- **Environmental strain & legal limits** – Waste, sewage, and erosion remain major concerns, while strict rules in the protected coastal belt (ZOP) restrict expansion. These factors limit future growth and highlight environmental vulnerability.

# Vir must invest in infrastructure, diversify its offer, improve quality, and strengthen identity

## Key Pillars of positioning for Vir

Strategic positioning is the foundation for every successful destination. It must build on the destination's **strengths**, differentiate it from its competitors, and provide a clear framework for **product development and marketing**. As a **young destination**, Vir is still shaping its long-term identity. The chosen four pillars reflect this stage of maturity: they focus on building the **basic infrastructure**, diversifying and professionalizing the offer, and ensuring that tourism growth is aligned with both **community values** and a clear **brand identity**. These pillars will guide Vir's development over the next five years, ensuring that tourism evolves from rapid, quantity-driven expansion toward **quality, sustainability, and distinctiveness**.

### Sustainable infrastructure & mobility

Infrastructure is the basis of tourism development and currently Vir's greatest challenge. Reliable **water, sewage, energy, waste, parking, mobility, and safety systems** are needed before any further growth. Addressing these issues will reduce peak-season strain and improve quality of life for both residents and visitors. By ensuring a stable foundation, Vir can become a responsible, future-ready destination.

### Diversified & year-round tourism offer

Vir depends too heavily on **summer sun & sea tourism**, which creates overcrowding and leaves the rest of the year underutilized. Expanding into cultural, nautical, active or eco, tourism provides balance and resilience. New products like themed beaches, wellness zones, or sports events can attract visitors outside the high season. This makes Vir more competitive and creates signature experiences that stand out.

### Quality & professionalization of services

With most accommodation in **private apartments**, service quality is inconsistent. To improve competitiveness, Vir must raise standards across **hospitality, gastronomy, and services**. Initiatives that foster collaboration, education, and stronger enforcement will drive a shift **from quantity to quality**. A visible upgrade in professionalism will strengthen Vir's reputation and attract higher-value visitors.

### Community, governance & destination identity

Vir's community is its strongest asset, as nearly all residents are tied to tourism. A governance model that includes locals, celebrates traditions, and co-creates identity will ensure that tourism benefits everyone. By promoting authenticity Vir can build a story that resonates with visitors. This approach strengthens social cohesion while repositioning Vir as an **accessible island of nature, culture, and lifestyle**.

# Strengthening Vir's Foundations and Creating a Diverse, Year-Round Offer for a More Resilient Destination

## Sustainable infrastructure & mobility

**Infrastructure is the backbone** of any destination, and on Vir it is also the **greatest weakness**. Rapid construction and peak-season influx already overwhelm **water, sewage, electricity, waste, parking, and traffic systems**. These bottlenecks reduce visitor comfort, frustrate residents, and risk the island's long-term **health, safety, and reputation**. Without reliable infrastructure, further growth only deepens these problems.

Strengthening utilities and mobility will **reduce summer strain** and **improve year-round quality of life**. Expanding water and sewage capacity, reinforcing energy supply, and introducing **smart solutions** like shuttle buses, parking hubs, pedestrian zones, and cycling paths will make the island more resilient. By putting **infrastructure first**, Vir secures a **stable foundation for sustainable tourism** and positions itself as a **responsible, future-ready destination**.

## Diversified & year-round tourism offer

Vir is highly dependent on **July–August "sun and sea" tourism**, creating **overcrowding** at beaches in summer while leaving the rest of the year underutilized. This concentration reduces competitiveness, makes the economy fragile, and discourages investment in higher-quality services. Heavy reliance on a single tourism model also puts extra pressure on **infrastructure and the environment**.

By **broadening its offer**, Vir can attract new markets and spread demand across seasons. **Cultural heritage, nautical activities, eco-experiences, wellness zones, themed beaches, and off-season sports events** all provide ways to reduce overcrowding while creating fresh reasons to visit. Diversification builds **resilience**, supports **local businesses year-round**, and helps reposition Vir as **more than a summer destination** — making it stand out in a competitive Adriatic landscape.

# Elevating professionalism and empowering community as the foundation of Vir's authentic growth

## Quality & professionalization of services

Vir's tourism is dominated by **private apartments**, which make up the bulk of accommodation but deliver **inconsistent service quality**. This weakens competitiveness, as visitor experiences vary widely and often fall below international expectations. Without common standards, the island risks being perceived as a **low-value, mass-market destination**, which limits its ability to attract higher-spending guests.

Raising standards across **hospitality, gastronomy, and services** is essential. Through **training, certification, and education**, as well as stronger **enforcement of quality rules**, service delivery can shift from **quantity to quality**. Professionalization creates a more reliable and attractive visitor experience, while also improving local skills and business performance. A visible upgrade in professionalism will **strengthen Vir's reputation**, attract **higher-value visitors**, and encourage reinvestment into the local economy.

## Community, governance & destination identity

Vir's **community is its strongest asset** — nearly all residents are directly tied to tourism, whether as accommodation providers, employees, or service operators. Yet, without effective coordination, this link can create conflicts or undermine long-term sustainability. A **governance model** that listens to residents, includes them in decision-making, and supports traditions is crucial to ensure tourism benefits everyone equally.

By fostering **participation, authenticity, and shared identity**, Vir can reposition itself as an **island of nature, culture, and lifestyle**. Community events, heritage celebrations, and co-created branding all help residents feel ownership of tourism development. This strengthens **social cohesion**, reduces tensions between locals and visitors, and creates a more compelling story for external markets. A destination identity rooted in **authentic community values** will resonate strongly with visitors and ensure that Vir develops in a balanced and inclusive way.

*Final draft report*

# Vir's path to 2030: balance growth, reduce summer pressure, raise standards, and deliver a sustainable, family-friendly island identity

## Vision and Key Development Goals


### Vision 2030

**By 2030, Vir will be a sustainable island that balances growth, eases central pressure, and spreads visitors across the island. Families will remain the core market, complemented by authentic experiences beyond summer and higher service standards delivered by local stakeholders.**

### Key development goals:

1) By 2026, governance platform established, meeting quarterly
2) By 2027, quality program established with 100+ providers enrolled.
3) By 2028, central traffic congestion reduced by 30% vs. 2024 baseline.
4) By 2028, at least one off-season annual event draws 1,000+ visitors.
5) By 2028, branding & marketing strategy fully implemented.
6) By 2029, at least 3 new core experiences beyond "sun & sea" are marketed
7) By 2029, 50% of residents say tourism benefits their quality of life
8) By 2030, no zone exceeds carrying capacity in peak season (per NN 112/2024).
9) By 2030, July–August overnights fall below 45% - 50% of annual total.
10) By 2030, all registered facilities connected to reliable water, sewage, energy & waste systems.
11) By 2030, 85% of units registered & meeting minimum standards.
12) By 2030, visitor satisfaction up 15% vs. 2024 baseline.

# Zoning for Carrying Capacity: Alignment with NN 112/2024 and the Municipal Spatial Plan.

## Alignment with NN 112/2024

Vir's summer pressure concentrates in a few places and weeks. To make it measurable and manageable, we use a simple zoning framework that divides the island into **four functional areas** and assesses each in the **same way**. The goal is operational: give the municipality a spatial structure to monitor capacity and apply decisions, in line with Croatia's "quality over quantity" direction to 2030.

### How zones were defined

Boundaries follow the Municipality's official spatial plan layers (land-use, utilization/intensity, coastal belt, infrastructure). Within that frame, we distinguish: **(1) Center**, **(2) Mixed residential/tourism belts**, **(3) Periphery/service & low-intensity edges**, and **(4) Protected & natural areas**. This keeps every zone legally grounded and focused on peak-season management.

### How zones are assessed

Each zone is read through four lenses using **only official statistics and municipal/utility logs**:

- **Intensity** (tourism volume context),
- **Functioning** (traffic/parking operations in peak),
- **Perception** (resident/visitor mini-indices, once fielded officially),
- **Infrastructure** (water/sewage/waste performance at peak).

A clear **traffic-light rule** applies **once indicators exist**: **Red** if two or more lenses hit their warning level; **Yellow** if one; **Green** if none.

### Data treatment

We do **not** estimate or redistribute data to zones. Where zone-level figures are not published, we mark **N/A** and set up simple collection for next season.

### Context and alignment

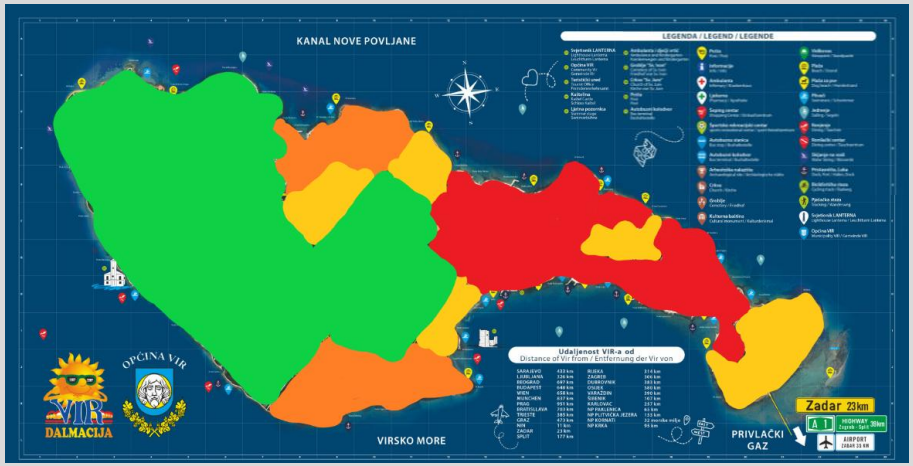
The framework reflects Vir's pattern of a small permanent population with a large seasonal influx and supports the DMP's direction to rebalance peak pressure, improve mobility and core services, and raise quality under measurable guardrails to 2030.


**Figure reference and purpose:** This base map shows the municipal boundary of Vir, coastline, primary road grid and settlement structure. It serves as the geographic frame for the zoning system introduced in this chapter; zone boundaries are presented on the following pages.

# Zoning leads Vir to manage crowding, upgrade services, preserve landscapes, and enhance visitor experience

## Zoning & Capacity: What is it and why it matters

Vir's development now has to shift from **quantity to quality**. To do that, we need a precise picture of **where pressure concentrates** and **where protection is needed**. Zoning divides the island into functional areas so we can measure pressure, check infrastructure limits, and target actions where they matter most. With a permanent population of **~4,000** and **30,000–50,000 people at peak**, management by zone is essential to keep the center usable, the coast orderly, and natural areas intact.




**Legend:**

- Zone 1: Center - Main Tourist Area
- Zone 2: Mixed residential/Tourism
- Zone 3: Periphery / Service & Low intensity
- Zone 4: Protected & Natural Areas

### Zone 1: Center – main tourist area

The island's primary visitor interface—promenade, bridge approach, core beaches and services. Use and movement peak here; footways, parking, beach access and amenities carry the heaviest load. As the priority management area, Zone 1 concentrates mobility measures, public-realm standards and beach operations. Small operational fixes (wayfinding, routing, sanitation, waste points) will have the highest visible impact and set the tone for the destination.

### Zone 2: Mixed residential / tourism

Neighborhood belts with a high share of private apartments and second homes. Pressures are real but more dispersed than in the center. The aim is to balance liveability and hosting: clear parking and access rules on peak days, reliable utilities, and quality upgrades among hosts—quiet, orderly streets year-round with a comfortable guest experience in peak weeks.

### Zone 3: Periphery / service & low-intensity edges

Fringe areas that house utilities, logistics and support functions. When organised, they absorb staff/overflow parking, waste interfaces and delivery routes—relieving pressure from the center. Their transitional role makes them suitable for simple rules (time windows, signed service corridors) and modest investments that unlock efficiency.

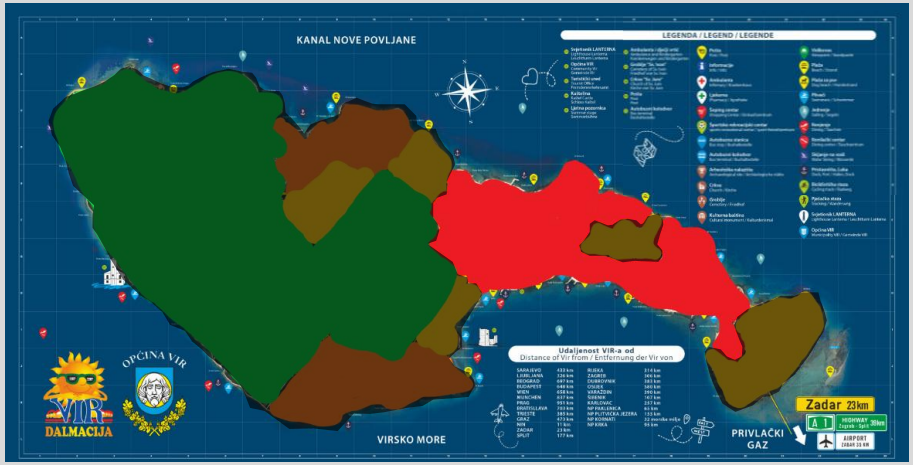
### Zone 4: Protected & natural areas

The western natural wilderness and other non-built stretches, including valuable sites such as the Red Rocks. Conservation comes first, with low-impact access (walk/bike) and light amenities to disperse visitors from crowded beaches. Managed this way, nature remains intact while adding distinct value to Vir's overall offer.

*Final draft report*

# The island's busiest strip, monitor four indicators on top-10 days to protect flow and comfort

## Zone 1 - Center




**Zone 1 is the operational heart of Vir**—the promenade/port, bridge approach and core town beaches where summer use is densest. This page sets the **records we keep here** so the center stays usable on peak days.

We'll log **mid-day parking occupancy** in signed zone 1 car parks on the 10 busiest days and request the **peak water/sewage load %** for the same dates from the utility. After the season, a short **resident mini-survey** focused on cleanliness, night noise and mobility will capture local comfort in the center. For context, TZO Vir provides **July–August overnights** from eVisitor at island level.

With these four entries filled, we can quickly see if the center ran close to its limits and decide whether to adjust access, staffing or service windows next season.

| Lens | Indicator (min.) | Unit | Source | How often | When |
|---|---|---|---|---|---|
| **Intensity** (context) | Peak-month **overnights** (island) | number | eVisitor / TZO Vir | Monthly | July–August |
| **Functioning** | public parking occupancy (**mid-day occupancy**) | % | Municipal log | On peak days | Top 10 peak days |
| **Perception** | **resident mini-index** | 1–5 | Official micro-survey | 1× per season | Post-season |
| **Infrastructure** | **water/sewage load at peak** | % of capacity | Utility operator | On peak days | Top 10 peak days |

### Interpretation & status

- Assign status after season-end: **Red** if ≥2 indicators reach their warning level; **Yellow** if 1; **Green** if none.
- Note the dates/locations of any spikes (which parking, beach, utility segment).
- Add one concise operational note on causes or mitigations observed.

### Follow-up for the next season

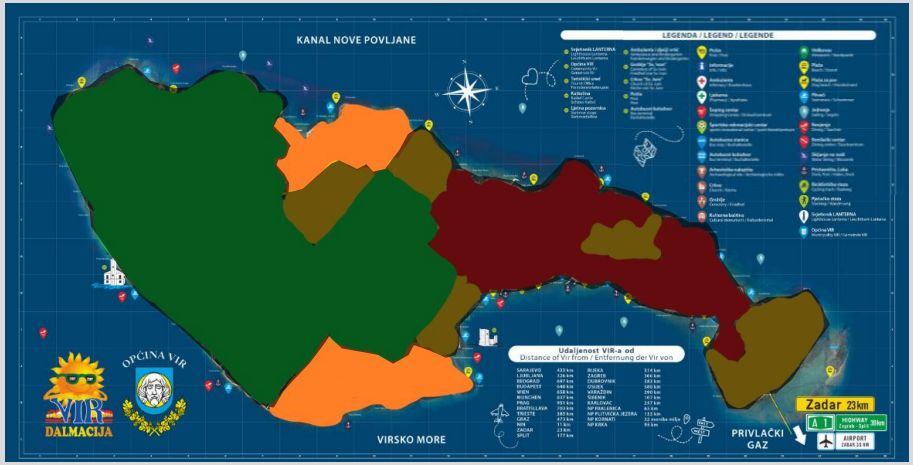
- **Parking ≥90%** (peak days): activate the peak-day access plan (edge parking first, staffed entries, timed deliveries).
- **Resident index <3.2:** schedule targeted measures (quiet-hours enforcement, extra cleaning rounds on hotspot blocks, dispersal measures).
- **Water/sewage ≥85% sustained:** coordinate load spreading with operator.
- **Two or more warnings**: extend peak-day measures to additional dates.

Boundary and measures align with the **Municipal Spatial Plan** layers (land-use/intensity/coastal/public domain); methods per **NN 112/2024** using only official stats and municipal/utility logs

*Final draft report*

# The residential ring, monitor curb use, comfort, utilities and waste on peak days to protect daily life

## Zone 2 - Mixed Residential/Tourism




**Zone 2 spans Vir's belts of apartments and second homes—residential streets where peak pressure shows as curb saturation, waste spikes, and local mobility snags.** These living neighborhoods carry much of the guest load.

We log **mid-day on-street + signed-lot occupancy** on the **10 busiest days**, request **peak water/sewage load %** for the same dates, and track **waste-route utilization/overflows**. After the season, a short **resident mini-survey** (cleanliness, night noise, mobility/parking) captures comfort. **July–August eVisitor overnights (island level)** provide context.

With these records, we see if the belts neared limits and adjust next season: **resident-first curb rules, edge-hub parking + shuttle, extra waste runs/bins,** targeted night cleaning/quiet-hours, and **utility load-spreading** at peak.

| Lens | Indicator (min.) | Unit | Source | How often | When |
|---|---|---|---|---|---|
| **Intensity** (context) | Peak-month **overnights** (island) | number | eVisitor / TZO Vir | Monthly | July–August |
| **Functioning** | On-street + signed lot **mid-day occupancy** | % | Municipal log | On peak days | Top 10 peak days |
| **Perception** | **resident mini-index** | 1–5 | Official micro-survey | 1× per season | Post-season |
| **Infrastructure** | **water/sewage load at peak** | % of capacity | Utility operator | On peak days | Top 10 peak days |

### Interpretation & status

- Assign status after season-end: **Red** if ≥2 indicators reach their warning level; **Yellow** if 1; **Green** if none.
- Note the dates/locations of any spikes (which curb , beach, utility segment).
- Add one concise operational note on causes or mitigations observed.

### Follow-up for the next season

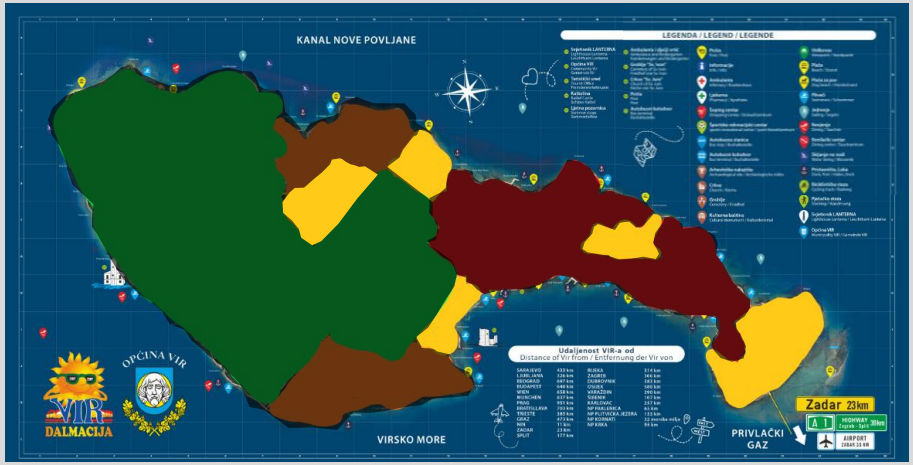
- **Parking ≥90%** (peak days): apply resident-first curb rules (permits/time limits), steer to edge hubs, align shuttle/wayfinding.
- **Resident index <3.2:** schedule targeted measures (quiet-hours enforcement, night cleaning on hotspot blocks, host messaging).
- **Water/sewage ≥85% sustained:** coordinate with the operator for load-spreading.
- **Two or more warnings**: extend peak-day measures to additional dates.

Boundary and measures align with the **Municipal Spatial Plan** layers (land-use/intensity/coastal/public domain); methods per **NN 112/2024** using only official stats and municipal/utility logs

*Final draft report*

# Service/entry edges, monitor hubs, overflow and shuttles at peak to keep movement steady

## Zone 3 - Periphery / Service & Low intensity




**Zone 3 covers Vir's service and low-intensity edges—entry corridors, edge hubs/overflow lots, utilities and logistics areas.** It absorbs peak pressure from the center and neighborhoods, especially on changeover weekends.

We log how **edge hubs and overflow lots** perform at mid-day on the **10 busiest days**, plus **shuttle throughput/queues** at those hubs. We request **peak water/sewage load %** for adjacent segments and note **waste transfer/collection utilization** from the communal operator. A brief **resident mini-survey** on perimeter streets captures comfort (noise, dust, circulation.

With these records, we see if the edges neared limits and adjust next season: **open additional overflow capacity, extend shuttle frequency, tune delivery windows and traffic stewardship**, and coordinate with utilities to **spread loads** at peak.

| Lens | Indicator (min.) | Unit | Source | How often | When |
|---|---|---|---|---|---|
| **Intensity** (context) | Peak-month **overnights** (island) | number | eVisitor / TZO Vir | Monthly | July–August |
| **Functioning** | Edge hub **mid-day occupancy/** shuttle queues | % /pax/hr | Municiplity + operator | On peak days | Top 10 peak days |
| **Perception** | Resident mini-index | 1–5 | Official micro-survey | 1× per season | Post-season |
| **Infrastructure** | Water/sewage **peak load**/ waste collection | % / notes | Utility operator | On peak days | Top 10 peak days |

### Interpretation & status

- Assign status after season-end: **Red** if ≥2 indicators reach their warning level; **Yellow** if 1; **Green** if none.
- Note the dates/locations of any spikes (which location, beach, utility segment).
- Add one concise operational note on causes or mitigations observed.

### Follow-up for the next season

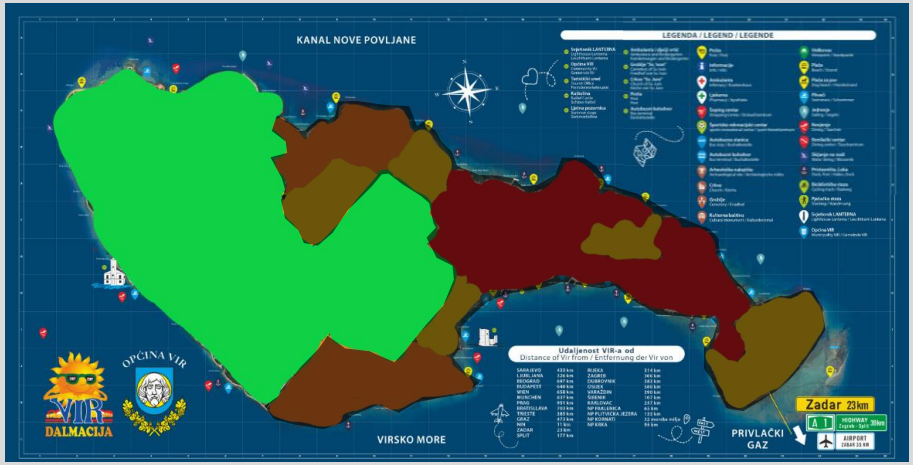
- **Overflow/queues:** open additional overflow capacity on flagged dates; **increase shuttle frequency**, add wayfinding; adjust pricing/time limits to steer demand.
- **Resident index <3.2:** target quiet-hours and dust control on affected streets; schedule night/early-AM cleaning; refine delivery windows.
- **Water/sewage ≥85% sustained:** coordinate with the operator for load-spreading.
- **Two or more warnings**: extend measures to more dates/locations.

Boundary and measures align with the **Municipal Spatial Plan** layers (land-use/intensity/coastal/public domain); methods per **NN 112/2024** using only official stats and municipal/utility logs

*Final draft report*

# Natural West & bays, monitor access, comfort, waste and incidents to protect sensitive sites

## Zone 4 - Protected & Natural Areas




**Zone 4 covers Vir's protected and natural stretches—natural wilderness, Red Rocks and other non-built bays and paths.** Fragile terrain and limited facilities mean small spikes can tip into litter, erosion, unsafe parking or fire risk.

We log **mid-day trailhead/shore access parking occupancy** on the **10 busiest days**, monitor **waste/sanitary capacity** at access points (bins, WCs) and keep an **incident log** (fires, rescues, illegal camping, erosion closures). After the season, a short **nature comfort mini-survey** (cleanliness, crowding, respect for rules) captures visitor/resident/warden perceptions.

With these records, we see where pressure concentrates and adjust next season: **cap or stagger access**, add **rangers/marshals**, deploy **portable WCs/bins**, improve **wayfinding and barriers** on sensitive paths, and rotate or temporarily close sites if needed.

| Lens | Indicator (min.) | Unit | Source | How often | When |
|---|---|---|---|---|---|
| **Intensity** (context) | Peak-month **overnights** (island) | number | eVisitor / TZO Vir | Monthly | July–August |
| **Functioning** | shore access mid-day parking occupancy | % | Municipal log | On peak days | Top 10 peak days |
| **Perception** | Nature comfort mini-index | 1–5 | Official micro-survey | 1× per season | Post-season |
| **Infrastructure** | Waste & sanitary utilization at and incident log | % / count | Utility operator TZO Vir | On peak days | Top 10 peak days |

### Interpretation & status

- Assign status after season-end: **Red** if ≥2 indicators reach their warning level; **Yellow** if 1; **Green** if none.
- Note the dates/locations of any spikes (which parking, beach, utility segment).
- Add one concise operational note on causes or mitigations observed.

### Follow-up for the next season

- **Parking ≥90%:** cap/slot entries on flagged dates; steer to **edge hubs + shuttle**; add marshals/wayfinding.
- **Nature index <3.2:** deploy **rangers**, targeted cleaning, quiet-zone signage; host/OTA messaging on rules
- **Waste/sanitary ≥85% :** add **portable WCs/bins** on peak days; increase collections.
- **Two or more warnings**: extend peak-day measures to additional dates/locations.

Boundary and measures align with the **Municipal Spatial Plan** layers (land-use/intensity/coastal/public domain); methods per **NN 112/2024** using only official stats and municipal/utility logs

# Summer performance depends mainly on serving families and young adults with clean, orderly, easy beach and center experiences

## Understanding Vir's Visitor Profile

Vir functions as a **bridge-connected, drive-to island** with a large base of family-sized private apartments and second homes. This concentrates demand in **July–August**, with the highest footfall around the **center** and quieter, more natural stretches on the **western and northern** coasts. Today's most dominant nationalities are **Croatia, Hungary, Slovenia, Slovakia, Germany, and Czechia**—a Central-European drive mix that fits Vir's access and accommodation structure. Within this context, two **primary summer segments** anchor the season: **Families with children** (easy beaches, orderly services) and **Young adults** (beach + nightlife in the center). To sustain satisfaction in peak weeks, the emphasis is on predictable basics: clean public areas, **quiet hours** on central streets, clear **parking/wayfinding**, and **beach comfort** (shade, toilets).

Outside school holidays, Vir's strengths—easy access, mild weather, flat coastal routes and viewpoints, and light heritage anchors—support growth in three **secondary segments**: **Silver Agers (50+)** seeking calm walks and reliable amenities; **DINKs / active couples** looking for tidy short breaks with sunsets and small cultural moments; **Outdoor sports** (runners, cyclists, wind/water) that respond to signed loops and a few spring/autumn event weekends. In parallel, **Second-home owners** are a year-round anchor: engaging this community as repeat off-season users (and advocates to their networks) helps stabilize demand beyond the peak without large new infrastructure.

Keeping summer centered on **Families + Young Adults** protects the volume Vir already serves, while developing shoulder-season offers for **Silver Agers, DINKs, Outdoor Sports**, and **Second-home owners** builds a steadier year and supports the plan's direction: lower pressure in peak weeks, keep the center orderly and usable, and steadily raise quality across the island.

## Families with children

families with children choose **week-long, peak season stays** in family-sized apartments; days are **beach** focused with easy access, evenings on the **promenade**, plus simple **day trips** to nearby sights.

### Potential

- Strong, repeatable summer demand
- High loyalty if basics are consistent
- Scope to extend into late June / early September

### Focus

- Enhance shade, showers and toilets at family beaches
- Implement parking & wayfinding and stroller-friendly routes
- Publish a clear map of family beaches and nearby day trips

## Young adults

Young adults (20s–early 30s) book **week-long, peak-season stays** in private apartments; **beach and activities by day**, **nightlife** in the evening, with a social, walkable vibe and easy late-night options.

### Potential

- Stable summer volume with strong F&B/event spend
- Helps energize the brand if nights are curated, not chaotic
- Scope to fill early/late August and selected shoulder weekends

### Focus

- Implement and enforce noise control & quiet hours
- Implement late-night mobility: lighting, routes, taxi/ride points
- Maintain a tidy waterfront with morning clean-ups

# Extending the season means targeting Silver Agers, DINKs, and outdoor sports while engaging second-home owners

## DINKs – active childless couples

Seek short, tidy breaks outside school holidays: sunsets, curated dining, small culture moments, and quiet nights. They choose places that photograph well and reward a 2–3 day itinerary without a car once parked.

**Potential**

- Higher per-night spend on dining, bars, and paid experiences
- Flexible weekend travel across spring and autumn, filling soft weeks
- Strong brand/visual content that amplifies Vir if the setting is tidy

**Focus**

- Curate sunset points and small culture moments
- Elevate dining & beach chill zones
- Package weekend info

## Silver agers (50+)

Prefer calm, shoulder-season stays with easy walks, benches/viewpoints, light heritage (e.g., Kaštelina) and tidy services. Many travel by car, value clear information and barrier-light access to the coast and viewpoints.

**Potential**

- Longer stays in spring/autumn
- Higher spend on comfort & dining
- Strong word-of-mouth if access is easy

**Focus**

- Enhance barrier-light access: graded paths, benches, handrails
- Maintain spotless public areas and provide reliable toilets
- Sign & publish gentle walking/cycling loops to viewpoints

## Outdoor sports enthusiasts

Runners, cyclists, and wind/water users drawn by flat loops, coastal routes, and shoulder-season weather. Clubs return when routes are signed, logistics are simple, and dates are predictable.

**Potential**

- Event-led demand in spring/autumn
- Club repeats and regional race circuits that return annually
- Low infrastructure requirements

**Focus**

- Sign & publish cycling/runner loops and trailheads
- Host 2–3 compact event weekends (runs/rides/water sports)
- Provide basics at trailheads: bike racks, rinse points, lockers, water fountains

## Second home owners

Regular returners with homes on Vir; travel year-round, often outside peak, and influence friends/family. They respond to clear seasonal information and smooth municipal services that make off-peak stays easy.

**Potential**

- Steady off-peak occupancy and local spend
- Positive word-of-mouth to core markets
- Fast feedback on services and upkeep

**Focus**

- Communicate shoulder-season services, openings and events
- Facilitate practical needs: waste, maintenance, parking info
- Promote low-season itineraries

# Module 3
# Key Takeaways & Action Plan

*Final draft report*

# Vir has reached a turning point: the island can either keep stretching its capacities or steer towards a greener, higher-quality destination model

## Key Takeaways

The carrying-capacity analysis shows a clear imbalance: the **central zone** (promenade, core beaches and adjacent belts) is structurally overbuilt and already operating close to or above comfortable limits in peak periods. Traffic, parking, noise and crowding concentrate here, reducing quality of life for residents and the holiday experience for guests. At the same time, **natural and low-intensity areas**, especially the western coast, still offer high environmental and experiential value, **but will be at risk if development pressure simply shifts westwards.**

The zoning framework confirms this picture. **Z1 – Center** carries the highest functional pressure and the most complex conflicts of use. **Z2 – mixed residential/tourism belts** are approaching similar patterns in peak weeks, while **Z3 – periphery and service areas** already host much of the "hidden" operational load (parking, utilities, logistics). **Z4 – protected and natural areas in the west** remain Vir's key asset for landscape, recreation and image, but are highly sensitive to even small shifts in access and construction.

The implication is clear: Vir can no longer rely on unmanaged growth. Every new building, infrastructure upgrade or tourism initiative must **either relieve or worsen** these pressures. The strategic priority is to **rebalance the island** – selectively lifting quality in the overbuilt central zone (including decentralized development on its edges such as Pedinka and the area behind the bus terminal), while **strictly preserving the natural west** and anchoring Vir as a greener, more livable destination. Module 3 builds on these findings and defines how Vir's future development path should respond.

## Development Scenarios

Based on these findings, three plausible development paths emerge.

### 1) Business as usual

Beaches, infrastructure, and services face extreme stress in July and August. This situation reduces the quality of the visitor experience and risks damaging the island's natural assets.

### 2) Investment without regulation

Faster roll-out of new projects without strong spatial and capacity limits. Short-term revenues increase, but infrastructure and public space are pushed beyond safe capacity, natural areas erode, and conflicts with residents intensify.

### 3) Sustainable destination development

Growth is actively managed within clear rules. The focus is on **balancing and selectively raising quality in the overbuilt central zone**, promoting decentralized projects on its edges, and re-defining Vir as a **Green destination**: strict protection of the natural west, Cittaslow-oriented services, active sports offer, green mobility and OPG-based accommodation (small hotels, family-run guesthouses, agrotourism).

# A focused package of seven project chapters that rebalance Vir, protect and shift the island from quantity to quality.

## About the Action Plan

The Action Plan translates the preferred scenario – **Sustainable destination development** – into a concrete set of projects and measures for the next 5 years. The actions were selected because they:.

- help **rebalance the island** (relieve pressure in the center, protect the west, strengthen the periphery),
- **raise quality and extend the season**, rather than only adding volume,
- are **realistic and phaseable** within Vir's financial and organizational capacity,
- **respond directly** to the issues identified in Modules 1 and 2 and to priorities raised by local stakeholders.

Together, the seven chapters form a coherent toolbox: a mix of investments, organizational reforms, regulatory measures and "quick wins" that can start shifting Vir from quantity to quality.

### Action Plan Chapters

- **Chapter 1 – Real Estate Projects**
  Larger, place-shaping investments such as the new hotel, marina, sports and water-sports facilities and key public-space upgrades. These anchor higher-quality offer, support decentralisation around the central zone and add year-round capacity.
- **Chapter 2 – Activating Vir's Landmarks**
  Protection, revitalisation and interpretation of Vir's key historical and natural landmarks (highlighting Kaštelina), so the island has recognisable "signature places" and a stronger Dalmatian identity – not just a generic seaside front.
- **Chapter 3 – Managing Overtourism and Enforcing Sustainability**
  Measures that directly address crowding, noise, traffic, parking and pressure on utilities, backed by clearer rules and stronger enforcement to keep tourism within acceptable limits for residents and the environment.
- **Chapter 4 – Raising Vir's Attractiveness and Off-Season Appeal**
  Projects that enrich the visitor offer (events, activities, sports, culture) and intentionally stretch demand into shoulder seasons, supporting local businesses beyond July–August.
- **Chapter 5 – Manage Balancing Issues**
  Targeted interventions to redistribute pressure across zones, improve mobility and parking, and align infrastructure capacity with actual use – especially between the overbuilt center and peripheral/service areas.
- **Chapter 6 – The Path to Excellence**
  Quality-focused initiatives such as standards, training and labelling (e.g. Vir Excellence Club & The Best of Vir) that help hospitality providers upgrade step by step and deliver a more consistent, reliable guest experience.
- **Chapter 7 – Internal and External Refocus**
  Reorganization of destination management, branding and marketing strategies, regional cooperation and data systems, so Vir can better steer development internally and communicate a clear, credible positioning to external markets.

# action plan index

# Visible flagship projects on existing land anchor Vir's shift to a more balanced, year-round quality destination

## Real Estate Development Projects

### Why flagship real-estate projects matter for Vir

Vir has grown almost entirely on **private apartments**, with **no central hotel**, little indoor sports capacity and underused waterfront potential. The island lacks clear physical "anchors" that signal a new, higher-quality direction and provide **all-weather space** for guests and residents.

Chapter 1 therefore groups the **key real-estate and waterfront projects** that can change how Vir looks and feels: a "living room" hotel, a marina with boat petrol station, a modular sports hub, a water sports complex and a lungomare. Together, they create **year-round capacity** on already urbanized or serviced plots and raise the quality benchmark along Vir's seafront.

These investments also act as **visible signals** to investors, tour operators and residents. They show how good architecture, public access and mixed community–tourism use can coexist, and they set **concrete reference points** for future development standards on Vir.

### Projects in Chapter 1 – Real Estate Projects:

1) New Hotel as "Vir's Living Room"
2) Marina & Boat Petrol Station
3) Vir Sports Center (indoor/outdoor)
4) Water Sports Complex
5) Jadro-Kaštelina Lungomare

### Expected effects of Chapter 1 projects

- **Visible quality signal:** show, in key locations, what "new Vir" looks and feels like.
- **Year-round capacity:** add indoor and shoulder-season spaces for sport, events and stays.
- **Activated waterfront:** turn underused seafront into a coherent promenade, marina and activity zone.
- **Higher spending per guest:** create products that attract guests who stay longer and spend more.
- **Reference standards:** set design, service and sustainability benchmarks for future projects.

*Final draft report*

# A lifestyle hotel that provides a public, all-day social hub and serves both locals and guests in the main and off-season

**project 1**

## New hotel as "Vir's living room"

### Description

We propose a right-sized **lifestyle hotel** in or near the center that explicitly serves **locals as well as guests**—an all-day café/restaurant, wellness, and a flexible lounge/event space that acts as the **"living room of Vir."** The ground floor should be publicly accessible and programmed year-round (breakfast to evening, family-friendly corners, small cultural nights, business center...), creating a daily social hub and a reliable, bookable core for tour operators in spring and autumn.

Before fixing scale, brand, or facilities, a **professional feasibility and concept study must be conducted** to test scenarios (keys, F&B mix, wellness/event sizing, operating model) against real demand, seasonality, and CAPEX/OPEX. The study should deliver the preferred concept, site recommendation, financials, ESG targets, and an investor/operator brief—ensuring the hotel is **appropriately sized, community-open, and viable** as Vir's year-round anchor.

### Necessary steps

1) **Commission feasibility & concept study:** Engage a professional firm to test scenarios and deliver a preferred concept and business plan.
2) **Select site & planning brief:** Identify central, walkable plots; confirm utilities/access; set the brief for a community-open ground floor.
3) **Structure delivery & partnerships:** Define delivery route (private developer or PPP/land lease) and outline municipal facilitation.
4) **Investor/operator outreach:** Market the concept to potential investors and brands/operators; shortlist and negotiate heads of terms (management/franchise/lease, performance tests).
5) **Permits & pre-opening roadmap:** Run planning/permitting; draft capex schedule and FF&E/OS&E lists; prepare pre-opening plan (community programming, local-product sourcing, soft-launch calendar).

### Best practice example – Menorca Experimental (Menorca, Spain)

A coastal, community-facing boutique hotel reborn from a historic finca, with 43 rooms, spa, and an all-day restaurant/terrace that welcomes non-guests—using local produce and relaxed outdoor spaces to make the ground floor a daily social hub.

It's a realistic, phase-able model for Vir: keep the **open-to-locals** F&B and flexible lounge as the core "living room," then scale rooms/wellness over time—building year-round footfall, supporting local suppliers, and strengthening shoulder-season demand.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| high | Private equity/developer, loan, EU funds (where eligible), municipality facilitation | yes (rooms, F&B, spa, events) | Municipality of Vir & Vir Evolution d.o.o. | Private developer/operator |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# A compact, low-impact marina with a fuel dock that anchors Vir on regional nautical routes, raises visitor spend, and extends the season

**project 2**

## Marina & Boat Petrol Station

### Description

A **right-sized marina** with a **fuel dock** positions Vir as a genuine nautical stop rather than a pass-by. Safe berths, **pump-out & waste reception**, shore services and a small service pier capture **higher-spending boaters**, relieve ad-hoc anchoring pressure, and keep boats **on Vir for supplies and maintenance**—driving daily footfall for cafés, shops, and services **beyond peak season**. The facility also provides **safer operations** (no-wake zone, spill-response kit, basic repairs) and formalizes what is now dispersed activity along the coast.

Sited on an already impacted shoreline with access to utilities, the concept prioritizes **no-wake safety**, spill-response readiness and **phased capacity** (open core functions first, scale berths as demand proves). It links Vir into **Zadar archipelago** circuits, supports event boating, and delivers **season extension**—fully aligned with our "quantity → quality" shift and stakeholder calls that list a marina + gas station among top priorities.

### Necessary steps

1) **Confirm site & capacity:** Compare 2–3 feasible shorelines (exposure, depths, fetch, dredge need), confirm berths mix (transit vs. seasonal), utility tie-ins, truck access, and no-wake approach; include a quick environmental risk screen.
2) **Concept & ESG brief:** Layout, fuel dock, **pump-out/waste**, shore power readiness, no-wake and spill protocols.
3) **Permits & concession path:** Environmental studies and concession documentation for maritime domain (high-level outline).
4) **Delivery & financing model:** Concession/PPP; private equity + bank loan; screen EU programs for green port elements.
5) **Build & phase-in:** Tender works; commission fuel dock early; launch digital berth booking; monitor impacts and scale.

### Best practice example – Marina Preko (Ugljan, Zadar archipleago)

A compact, town-integrated marina in the center of Preko that serves short coastal hops opposite Zadar. It has ≈90 sea berths plus a handful for larger yachts up to ~60 m integrated pump-out, modern facilities, and a nearby fuel berth at the ferry dock.

The model shows how to **start small but complete** (fuel + pump-out + core services) and then scale, while being embedded in an existing settlement for walk-up spend in cafés, shops, and services. Long **summer fuel-station hours** and **~3 m draft** address pass-through leakage and safety/operational needs.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| high | Private concessionaire (equity + loan), with potential public co-financing | yes (berths, fuel sales, services) | Municipality of Vir & Vir Evolution d.o.o. | Concession winner / private marina operator |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# A modular year-round sports center that provides bookable all-weather capacity and serves both visitors and the community

**project 3**

## Vir Sports Center (indoor/outdoor)

### Description

The **Vir Sports Center** is a **year-round hub** combining an indoor multi-purpose hall with outdoor courts and fitness areas. On school days it supports PE and youth programs; afternoons, evenings, and weekends host leagues, clubs, and community events. For visitors, **it adds reliable, bookable capacity in all weather**—bringing training camps, amateur tournaments, and family sport weekends in spring and autumn—and serves as wet-weather backup for destination events so programs don't get cancelled.

Placed near existing services and parking, the center is **designed for flexible use** (sports, fairs, events) with clear scheduling and transparent pricing for residents versus visiting teams. It directly addresses the current lack of indoor alternatives and fragmented land-based sport, diversifies Vir's offer beyond "sun & sea," and helps **rebalance seasonality**. With accessible design and energy-efficient construction, it strengthens resident well-being while driving repeat off-peak demand that benefits nearby hospitality and retail.

### Necessary steps

1) **Select site & program:** Compare 2–3 municipal plots for access/parking/noise and fix the core program.
2) **Concept & feasibility:** Prepare concept/massing, capex/opex, and a training-camp & events calendar; lock in community uses.
3) **Partnership & operations:** Define operator, sign agreements with schools/clubs, and set pricing (local rates vs. camps/events).
4) **Permits & financing:** Run permitting; assemble the funding stack—Municipality + potential national tenders + County/HBOR loan (+ EU funds, where eligible).
5) **Build, equip & activate:** Tender works/equipment; recruit manager/coaches; open with an off-season multi-sport weekend and rolling events program.

### Best practice example – Leigh sports village (Leigh, England)

A compact, off-site–built sports/community building added to an existing stadium campus, providing flexible gym/studio and community space; delivered quickly (16 weeks) with minimal disruption and designed to be expanded later.

It's a realistic, phase-able model for a small island: start with a core indoor hall + support block to create bookable, all-weather capacity now, then bolt on courts/rooms as demand grows—keeping capex controlled, opening sooner, and building shoulder-season use from day one.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| high | Municipality budget, EU funds, loan, optional PPP/sponsorship | yes | Municipality of Vir | Municipality of Vir + Vir Evolution d.o.o. |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# One managed hub for safe, skills-based water sports with a shared reception, clear launch zones, and family-friendly courses all season

**project 4**

## Water Sports Complex


### Description

Create a **central, safety-led Water Sports Complex** that brings Vir's scattered operators (SUP, kayak, windsurf, sailing dinghies, diving intro, kids' water play) under **one managed hub** with shared reception, gear storage, slips/launches, and **clear operating rules**. The aim is to shift from ad-hoc beach rentals (today focused on **jet skis/banana rides**) to a **family-friendly, skills-based offer** with short courses, guided sessions, and weather-backup plans—so first-timers and families can try activities safely and repeat guests can progress across stays.

Sited by an existing promenade and parking (near center but **outside the most crowded Jadro sectors**), the hub would run **daily programming** (intro hours, kids clubs, sunrise/sunset tours), plus **shoulder-season clinics** for schools/clubs. A single code of practice covers **zoned swim/launch corridors**, boat-traffic separation, and environmental standards; the center becomes the **front door** for water experiences that support our family positioning and extend activity beyond July–August.

### Necessary steps

1) **Choose site & operating model:** Compare 2–3 waterfront plots near promenade + parking; define **shared reception, storage, slips, and safety zones**; pick operator model.
2) **Design program & safety code:** Fix **activity mix, daily schedule**, and a **code of practice** aligned with lifeguards.
3) **Licensing & beach zoning:** Update permits and beach typology so launches don't conflict with bathing.
4) **Procure gear & staff:** Tender for modular racks, lockers, rescue craft; hire certified instructors.
5) **Launch & shoulder clinics:** Open with trial weeks; add **school/club clinics** in spring/autumn and bundle with the **Signature Off-Season Event**.

### Best practice example – Fornells Bay (Menorca, Spain)

A **protected bay** with multiple operators offering **structured, family-friendly courses** and rentals (dinghy sailing, windsurf, wingfoil, SUP), run from **central bases** with clear launch areas, on water supervision and safety routines—ideal for beginners and kids.

Fornells shows how a **single front door** plus **zoned corridors** and daily programming create a calm, skills-led alternative to ad-hoc beach rentals; nearby Mallorca's **RCN Port de Pollença** adds a club model with **year-round school programs** and multi-discipline kids' courses we can mirror at Vir scale.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality + concession/operator capex<br>small sports/blue-economy grants possible | yes (rentals, lessons, tours; operator concession) | Municipality of Vir and TZO Vir | concessioned lead operator with local specialists |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Build a safe, low-build seafront walk from Jadro to Kaštelina so families stroll, stop, and swim without adding car pressure.

**project 5**

## Jadro-Kaštelina Lungomare

### Description

Create a **continuous waterfront promenade** on the south side linking **Jadro beach and Kaštelina**, turning today's fragmented stretches into a clear, comfortable **lungomare** for everyday walking and evening strolls. The route gets safe, well-drained paths, handrails and edge protection where needed, **seating and shade pockets**, water points, and simple wayfinding to beaches and viewpoints. Design remains **low-build, reversible and barrier-aware** (gradients, ramps where possible), so the shoreline is protected while making walking the easiest way to move between the center, Jadro and Kaštelina.

Add **light, curated content** at a few pre-zoned nodes: small F&B kiosks/cafés, a **water-sports pick-up/return point** (not a motorised free-for-all), and a couple of family micro-amenities (lockers, showers, bike racks). Pricing/permits and operating hours align with the **Themed Beaches**, the **Beach Shuttle**, and **smart-parking** to reduce congestion on the bridge–center axis.

### Necessary steps

1) **Route & permits:** Confirm corridor, ownership/maritime domain, setbacks, and nature constraints; quick HSE audit (edges, slips, lighting).
2) **build design:** Paths/edges, seating/shade, water points, wayfinding, lighting plan (dark-sky friendly), accessibility details.
3) **Content zoning & rules:** Fix 2–3 small nodes (F&B, retail, family amenities); define footprint, quiet hours, waste, and no-motor zones.
4) **Phase & deliver:** Phase 1 = path/edges/lighting & benches; Phase 2 = nodes fit-out and interpretation (Kaštelina story point); Phase 3 = finish upgrades if demand proves.
5) **Operate & link:** Stewardship/cleaning plan; integrate with **Beach Shuttle**, bike parking, and **smart-parking guidance**; monitor use, incidents, and resident feedback; adjust.

### Best practice example – Opatija Lungomare (Croatia)

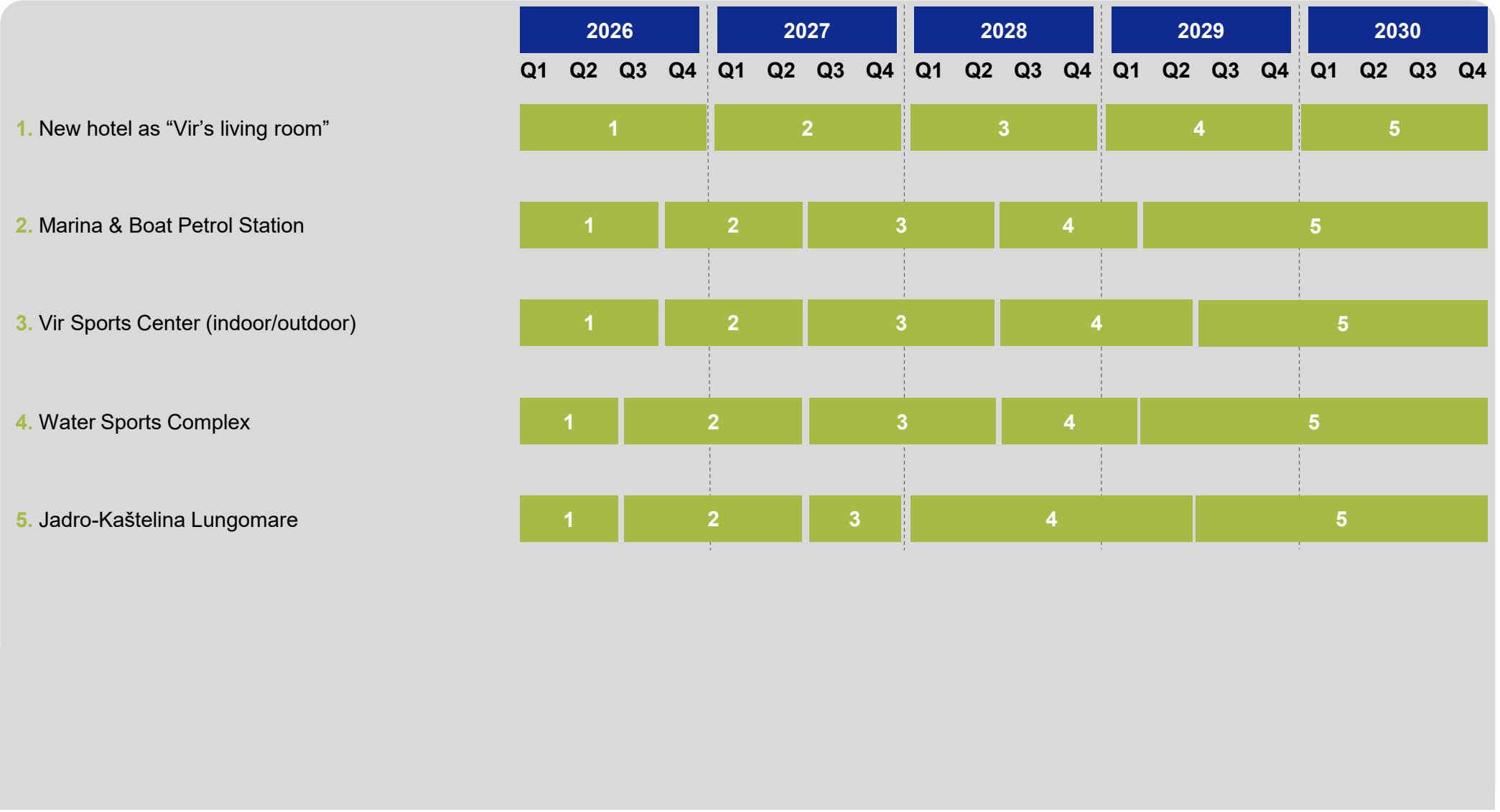
Opatija's 12 km **Lungomare coastal promenade** links several seaside towns along Kvarner Bay. Built in stages, it combines a continuous **seafront path** with benches, shaded sections and swimming coves, allowing people to walk, jog and access the sea without using cars.

the key lessons are a **well-maintained, low-build path** with frequent rest/entry points, consistent lighting and signage, and light commercial content set back at nodes rather than lining the entire shore—keeping the experience scenic while still supporting seaside businesses.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality of Vir + TZO Vir; concession/lease fees; small EU/public grants | Indirect (concessions/leases at nodes) | Municipality of Vir and Vir Evolution d.o.o. | Municipality, Vir Evolution and licensed private operators |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Chapter 1 – Real Estate Development Projects Timeline



# Activating Vir's Landmarks turns scattered sights into a recognizable island identity and spreads visitors beyond the main strip

## Activating Vir's Landmarks


### Why Activating Vir's Landmarks matters for Vir

Today Vir has only a few **recognised "icons"** – the bridge, Kaštelina, the red cliffs – and many visitors leave without a clear mental image of what makes the island special. Landmarks are fragmented, access is uneven and stories are often missing on site.

Chapter 2 focuses on **two core landmark projects**: the "Four Landmarks of Vir" concept, which defines and connects the island's key places, and the Kaštelina revitalisation project, which turns the fortress from a neglected ruin into an accessible, interpreted heritage site.

Together, these projects create a **clearer identity and movement pattern** for Vir: visitors understand what to see, spread out along the coast instead of crowding only the centre, and remember Vir through a small set of strong images and stories.

### Projects in Chapter 2 – Activating Vir's Landmarks:

6) Four Landmarks of Vir
7) Kaštelina Revitalization

### Expected effects of Chapter 2 projects

- **Stronger island image:** a small set of clearly recognisable places that define "Vir" in photos and stories.
- **Visitor dispersion:** routes and viewpoints that draw people beyond the bridge–centre strip.
- **Longer stays & repeat visits:** more to see and do over several days, including off-peak seasons.
- **Support for local business:** new flows past cafés, kiosks and activity providers near landmarks.
- **Coherent storytelling:** shared narratives and signage that link history, nature and everyday life.

# Four landmarks, one route for safe access, short stories, and photo-spots that anchor Vir beyond sun & sea

**project 6**

## Four Landmarks of Vir

### Description

Create a coherent **Landmarks Route** that connects Kaštelina fortress, Duboka draga / Red Rocks, the Vir Bridge, and Bandira viewpoint. Each site gets **light access upgrades** (safe paths/railings where needed), clear interpretation (2–3 concise panels with QR for multi-language/audio), and a photo-spot marker to unify the look. Together they form a simple **half-day circuit** that strengthens Vir's identity beyond "sun & sea," anchors storytelling for guided tours, and provides content for marketing year-round.

Bring the "Four Landmarks" to life as one concept now; the **implementation order will follow technical readiness** (permits, signage, path safety) rather than preset site priorities. This answers stakeholder calls for a recognisable island icon and Kaštelina revitalisation, while aligning with Module 1 on Vir's distinctive assets. The approach is low-build, high-clarity—focused on access, safety, and meaning. Lanterna Lighthouse may be mapped as a **conditional fifth landmark**, subject to the concession and a limited-access model that respects potential 5-star hospitality use.

### Necessary steps

1) **Define the route & standards:** Fix the four sites, walking/driving sequence, and an **interpretation style guide**. Audit access/safety needs (railings, steps, edges) and set **environmental constraints** per site.
2) **Design & permits (light works):** Draft path fixes, micro-platforms/railings at Red Rocks and Bandira, panel locations at Kaštelina/Bridge; prepare **content** and run permits where required.
3) **Implement phase 1:** Install panels + photo-spots; complete priority safety fixes; publish route map on TZ channels.
4) **Activate & program:** Add short guided walk scripts; pilot **music/story evenings at Kaštelina** in shoulder season.
5) **Monitor & refine:** Track visits/feedback and minor incidents; tidy paths, update content, and add benches/shade only if needed.

### Best practice example – Šibenik Fortresses Network (Croatia)

A **city-managed network** of restored fortresses—**St. Michael's, Barone, St. John's**—run under one brand (**Fortress of Culture Šibenik**) with unified tickets, programming, and visitor info. It blends daytime visits with evening events to create a coherent, year-round product. It shows how **separate landmarks** can operate as a **single offer** through light access fixes, consistent interpretation, and clear route mapping—exactly our aim for Kaštelina, Red Rocks, Bandira, and the Bridge. The model is **operationally proven**, with strong self-generated revenues and audiences.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low to medium | Municipality + TZO Vir; Zadar County TB co-funding; potential small EU grants | no (indirect via tours/branding/dispersion) | Municipality of Vir & TZO Vir | Vir turizam d.o.o. with TZO Vir (content & marketing) |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Kaštelina becomes a safe, story rich landmark with light access by day and "boat-in" cultural events in the evenings

**project 7**

## Kaštelina Revitalization

### Description

takeholders repeatedly flagged Kaštelina as a symbol needing **story + events**. Kaštelina could be turned into a signature heritage venue, adding a **small, removable event platform** and an **"elevator screen"** for sophisticated programs (theatre, klapa singing, jazz & blues, cinema projections).

The concept includes the idea of **boat-access viewing** ("boat-in") for select evenings.

Implementation is **phased and reversible** to respect heritage constraints: **Phase 1**—fix paths for access, create photo-spot, add possible lighting; **Phase 2**—install removable timber platform and "elevator screen" for "boat-in" events for a few summer dates, operated with strict capacity/noise windows

This creates a usable, low-capex **landmark attraction** that supports shoulder-season programming and strengthens Vir's identity beyond sun & sea.

### Necessary steps

1) **Define scope & heritage approvals:** Confirm protection status, structural/safety limits, and a two-phase brief; prepare heritage/nature permits and method statements.
2) **Design light works & content:** Detail safe paths/edges, micro-platform, and panel locations; script short interpretation (EN/HR/DE) with QR audio; set capacity, noise windows, and lighting rules for events.
3) **Implement Phase 1:** Do path/edge fixes, install panels & photo-spot; publish a simple visitor page/map.
4) **Activate events (Phase 2):** Install removable platform and "elevator screen"; **pilot small evening events** with boat-view under reservations.
5) **Monitor & refine operations:** Track use, incidents, and resident feedback; adjust event rules, maintenance, and scheduling for the next season.

### Best practice example – Unknown Waters Floating Cinema (Venice, Italy)

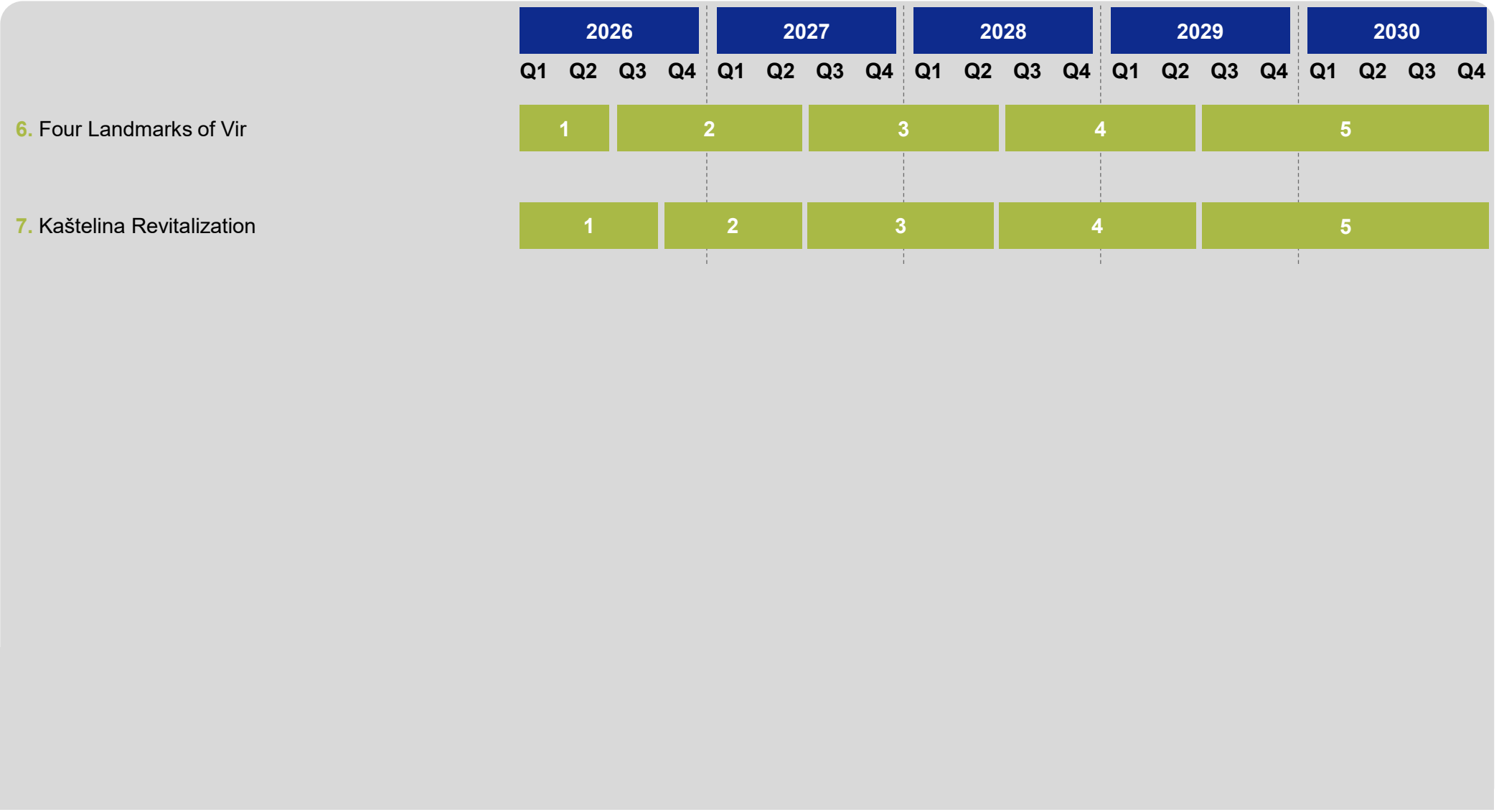
A recurring **floating cinema** in the Venice lagoon with a stage/screen moored in the shallows behind **Giudecca** (near Rio de Sant'Eufemia). Audiences watch from **their own boats** or a **shared floating platform** for those without boats. Attendance is booked in advance.

It shows how **water-based viewing** can be operated safely and accessibly: clear directions and boarding points, **reservations**, and an option for **non-boat spectators** via a barge/platform—exactly the template for Kaštelina's proposed **boat-in cinema** evenings.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| Low to medium | Financing: TZO Vir + partners; Zadar County co-funding; small regional cooperation grants | Indirect (longer stays, spread spend) | TZO Vir and Municipality Vir | Joint working group |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Chapter 2 – Activating Vir's Landmarks Timeline



# Managing overtourism and enforcing sustainability keeps Vir's busiest days livable for residents and guests.

## Managing Overtourism and Enforcing Sustainability


### Why Managing Overtourism and Enforcing Sustainability matters for Vir

On Vir, **pressure is highly concentrated**: the bridge–centre axis, a few central beaches and a short July–August peak carry most of the traffic, noise and environmental load. On the top-10 days, comfort can quickly drop for residents and visitors if traffic, parking and crowds are not actively managed.

Chapter 3 brings together **the tools that steer flows instead of just reacting**: traffic solutions, a bike rental & sharing system, a shuttle route and a wayfinding and dispersion system. At the same time, protecting the natural west and strengthening enforcement of existing rules ensure that sensitive areas and compliant businesses are not undermined by uncontrolled use.

By managing overtourism proactively and enforcing sustainability standards, Vir **protects quality of life, nature and reputation**. It also creates a fairer playing field for those who follow the rules and shows residents that tourism can be kept within clear limits even on the busiest days.

### Projects in Chapter 3 – Managing Overtourism and Enforcing Sustainability:

8) Traffic Solutions for the Center
9) Beach Shuttle
10) Bike Rental & Sharing System
11) Protect the Natural West
12) Island Wayfinding & Dispersion System
13) Stronger Enforcement of Regulations

### Expected effects of Chapter 3 projects

- **Protected comfort on peak days:** less congestion, safer movement and clearer rules in the busiest zones.
- **More sustainable mobility:** a realistic shift from "car for everything" towards bikes, walking and shuttle use.
- **Better use of the whole island:** wayfinding, shuttle and bikes draw guests beyond the core strip.
- **Safeguarded natural areas:** clear limits and access rules for the western wild coast and other sensitive zones.
- **Fair and visible enforcement:** consistent application of regulations, reducing "free riders" and supporting compliant hosts and businesses.

# A summer traffic regime that routes cars to edge hubs and moves people with a short, frequent shuttle

**project 8**

## Traffic Solutions for the Center

### Description

Reorganize the **central zone** for people-first use during peak daytime: **limit general car access**, prioritize **resident/service/emergency** entry, and route visitors to **two edge parking hubs** with clear pricing and wayfinding. A short, frequent **shuttle** links the hubs to the waterfront/promenade and key beach approaches, while **delivery windows**, marked crossings, and light **traffic-calming** (bollards, gate control, signage) reduce churn on the bridge–center axis and make the family promenade safer and more legible.

Measures stay **seasonal and reversible** at first (summer daytime windows, resident/service/emergency access maintained). Wayfinding, pricing (paid hubs; free/limited center), and basic micro-improvements (crossings, bollards, delivery windows) complete the setup. This reflects stakeholder input calling for **parking outside the core**, a **new traffic study**, and practical shuttles/minibuses, while aligning with the DMP pillar "**Sustainable infrastructure & mobility**.

### Necessary steps

1) **Draft traffic concept & pilot map:** Define pedestrian-priority zone, access rules (residents/service/emergency), hub locations, shuttle loop, delivery windows; base on the quick traffic/parking study.
2) **Set up edge parking hubs (phase 1):** Secure two hub sites (incl. island entrance), mark bays, lighting, payment, and wayfinding; calibrate pricing to favor hubs over curbside spaces.
3) **Deploy smart parking:** Install counters/sensors, enable mobile pay, set tiered pricing, add real-time guidance; feed ops dashboard + public page.
4) **Run summer pilot:** Enforce access rules; operate the loop shuttle with posted headways; push live info.
5) **Measure & scale:** Track KPIs; tune pricing/headways/signage; if successful, upgrade hubs/crossings, extend season, and link the beach shuttle.

### Best practice example – Poreč (Croatia)

Poreč runs a seasonal **tourist train** (April–October) that links peripheral resort/parking areas with the historic center—essentially a short, frequent **shuttle along the seafront**. The town also manages parking in defined municipal zones outside the old core.

It shows how a **light, seasonal shuttle** paired with **edge parking** can ease center congestion while keeping access easy for families and beachgoers. The model is **reversible and scalable**, so Vir can start with summer daytime hours and expand only if KPIs justify it, and it **pairs naturally with the themed-beaches shuttle.**

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality + TZO Vir; potential county co-funding; small EU mobility/road-safety grants | limited/indirect (parking fees); improved center spend | Municipality of Vir (with TZO Vir) | Municipality + contracted shuttle operator |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# A low-cost, reversible beach shuttle pilot that delivers easy access, supports themed beaches, and frees the center from circling cars

**project 9**

## Beach Shuttle



### Description

Operate a **short, frequent shuttle loop** linking the **two edge parking hubs**, the **center/promenade**, and the **themed-beach clusters**, giving visitors an easy, low-stress way to move around **without cars**. The shuttle cuts congestion on the bridge–center axis, supports families and day visitors, and strengthens the island's transition toward a **people-first, low-impact mobility model**. Stops are simple and consistent, with clear signage, shaded waiting points, and a unified look shared with the beach theming.

Start as a **seasonal pilot** during peak months, using small e-shuttles or minibuses on a loop every 10–15 minutes. Combine it with **smart-parking data** (occupancy, pricing, live guidance) to coordinate flows and publish a **real-time map and QR timetables**. Track ridership, wait times, and parking load shifts; then **tune headways and pricing**, and extend hours or season once the system proves effective. The model is **reversible, scalable, and low-cost**, fitting Vir's approach of testing mobility solutions before major investments.

### Necessary steps

1) **Map route & stops:** Loop linking edge hubs ↔ center/promenade ↔ themed-beach clusters; headways, stop design, basic ticketing.
2) **Secure operator & fleet:** Contract minibuses or e-shuttles; set **SLAs** (reliability, max wait, accessibility), summer timetable, depot/charging.
3) **Ticketing & live info:** Enable mobile and QR tickets; publish **real-time map & timetables**; integrate **smart-parking data** (occupancy/pricing/guidance).
4) **Run pilot (peak season):** Daytime service every 10–15 min; enforce center access rules; coordinated comms at hubs/stops.
5) **Measure & scale:** Track ridership, wait times, parking load shifts, satisfaction; **tune headways/pricing**, extend hours/season if KPIs are met.

### Best practice example – Bus Beaches (Begur, Spain)

The town of Begur runs a summer **"Bus Beaches" shuttle** linking the historic centre and its parking areas with nearby beaches such as Sa Riera, Sa Tuna and Aiguablava, so visitors can **park once and reach several coves without using their car**.

The key lessons are a **municipality-led, seasonal shuttle** with clear stops and headways, tied directly to edge/town parking, showing how a **low-capex, reversible service** can cut seafront congestion while still feeling like part of the holiday experience.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality of Vir & TZO Vir; contracted operator potential EU mobility micro-grants | limited/indirect (fares + uplift for vendors at hubs/stops.) | Municipality of Vir & TZO Vir | Vir turizam + private shuttle operator |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# A seasonal, low-cost classic bike network—dock at hubs and beaches, glide car-free between the places visitors actually go

**project 10**

## Bike Rental & Sharing System

### Description

Set up a **simple, island-scale bike network (classic bikes only)** that lets visitors **pick up in one place and return in another**—linking the promenade, the two edge parking hubs, and 2–3 beach clusters. Start with a compact fleet of sturdy city bikes and **clearly marked docks** so short trips are effortless and families can move around without cars. This provides a practical alternative to driving for mid-distance coves, complements the **center shuttle**, and makes "last-meter" access to beaches and services straightforward.

Keep it **seasonal and scalable**: run a summer pilot (with shoulder-season weekends), **simple pricing** (e.g., first 30 minutes low-cost/free), and **unified wayfinding** across docks and maps. Pair operations with a few **signed bike connections** and safe crossings already identified in mobility discussions, with Vir turizam or a concessioned operator handling maintenance and redistribution. If KPIs are met, add more docks and capacity in phases.

### Necessary steps

1) **Plan the network & docks:** Place 5–7 initial stations (center/promenade, both potential parking hubs, 2–3 beach nodes); check utilities, lighting, CCTV, and safe approaches.
2) **Procure fleet & hardware** Source sturdy city bikes (step-through frames, 3-speed or single-speed), dock/lock tech, and a basic app/QR flow.
3) **Set operating model & pricing:** Pick municipal vs. concession operator; set simple tariffs (low/free first 30 min), deposits, season/hours, and host referral codes.
4) **Maintenance, rebalancing & safety:** Plan daily checks and beach-hour rebalancing; and a basic incident/insurance protocol.
5) **Pilot → measure → scale:** Launch with a "Move around Vir" push; track trips, dock occupancy, and car-trip reduction; fix issues and expand.

### Best practice example – MBajk, Maribor (Slovenia)

**What it is.** A **simple, dock-based city bike system** operating **24/7** with **annual (€3) or weekly (€1) passes**. Users get the **first 60 minutes free on every ride**, then small time-based fees; unlock via app or terminal and return to any station.

The **classic-bike, low-price** model nudges short trips from cars to bikes—perfect for **short distances** between the promenade, beach clusters, and edge parking hubs. It's **operationally light**, with clear rules, quick user flows, and a ready safety/etiquette set we can adapt to a seaside context**.**

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality + TZO Vir; sponsor branding; small EU active-mobility grants where eligible | limited/indirect (passes/fees; spillover to F&B/retail | Municipality of Vir + TZO Vir | Concessioned bike-share operator |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Keep Vir's natural west natural with car-free access, clear paths, and simple rules for low-impact enjoyment

**project 11**

## Protect the Natural West

### Description

Designate Vir's **wild western coastline** as a **strictly protected** low-impact recreational and sports zone, banning **general car access**—reachable **on foot, by bicycle and local shuttle service** (with **permits for landowners/service/emergency**). The aim is to **preserve fragile coves and cliffs** (incl. the Red Rocks area) while still allowing nature-based enjoyment via marked paths, simple rest points, and clear house rules. This directly supports our shift from **quantity → quality** and aligns with the plan's focus on safeguarding distinctive natural assets.

Implementation is **light-touch and reversible**: digitalized smart parking barriers at track entries (or ranger/steward presence in peak weeks), and **wayfinding + code of conduct** (no open fire, carry-out waste, dog control, quiet hours). Linked to the **bike network** and center traffic regime, the west becomes Vir's signature **nature asset** rather than an overflow parking area.

### Necessary steps

1) **Designate zone & code of conduct:** Map the protected west coast; ban general car access; define permits (landowners/service/emergency), quiet hours, dog control, no-fire/carry-out waste rules.
2) **Access & wayfinding:** Mark signed trailheads and **clear paths/bays**, add simple rest points and safety notes at cliffs; publish a visitor map (QR).
3) **Parking & entry control:** Set **edge smart-parking** (sensors/mobile pay/live guidance); restrict roadside stopping; install **seasonal ramps/gates** at track entries.
4) **Low-impact mobility & stewardship:** Operate a **local shuttle** to access points; add bike racks; field rangers with handheld e-ticketing.
5) **Comms, monitor & adapt:** Run a short house-rules campaign; track counts, violations, noise/incidents and habitat stress.

### Best practice example – Cape Kamenjak (Istria, Croatia)

A protected coastal landscape that **limits cars in peak season** (managed entry) while **walking and cycling stay free year-round**, guided by simple passes, clear wayfinding, and a short **code of conduct**; official maps highlight marked trails and bays.

A **light, rule-based model** for keeping a wild shoreline accessible but low-impact—exactly the approach we want for Vir's **natural west**. Seasonal vehicle controls reduce pressure without heavy construction, while clear rules make visitor behavior predictable and easier to steward.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low to medium | Municipality + TZO Vir; Zadar County TB co-funding; potential small EU grants | No direct (benefits via brand value, and reduced damage) | Municipality of Vir with TZO Vir | municipality of Vir + seasonal stewards/rangers. |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Make moving easy without a car, one island map, clear signs, and live info that link hubs, beaches, landmarks, and the natural west.

**project 12**

## Island Wayfinding & Dispersion System


### Description

Create a **clear, island-wide wayfinding system** that helps visitors move **car-light** between the center, beaches, landmarks, and the natural west—linking **edge parking hubs, shuttle stops, bike routes, and walking paths** into one coherent map and set of signs. Today movement concentrates on promenades and Jadro, while internal access is confusing and car-dependent; a unified system lowers friction, reduces center pressure, and supports our family positioning.

The system combines **on-site signage** (gateways, decision points, attractions), a **simple schematic map** (print + web), and **digital layers** (Google/OSM updates, QR codes) so guests can discover alternatives when hotspots are full. It ties directly to projects already in the plan—**themed beaches, Landmarks Route, Natural West protection, shuttle & bikes**—and to stakeholder calls to **disperse visitors** beyond the center using "zones of tourism intensity."

### Necessary steps

1) **Design the system & map hierarchy:** Define **primary/secondary routes** , **gateways**, and **destination nodes** . Produce a **schematic master map** + on-site sign family (pylons, fingerposts, beach totems).
2) **Integrate mobility & live info:** Align **edge parking + shuttle** messaging; add **overflow logic**; place **QR codes** to live pages with shuttle times, beach status, and house rules.
3) **Implement priority corridors:** Sign the **center ↔ edge hubs**, **Landmarks Route**, and 2–3 **family bike spurs** first.
4) **Digital housekeeping:** Update **Google/OSM** paths, names, photospheres; publish web map + downloadable PDF.
5) **Maintain & measure:** Pre-season audit; mid-season tweaks based on **complaints/flows** and visitor feedback.

### Best practice example – Jersey (Channel Islands, United Kingdom)

A small island with a **joined-up, car-light wayfinding system**: a **signposted cycle network** including family-friendly **Green Lanes** and coastal tracks, official **cycle maps/routes**, and clear **walking resources**—all reinforced by a government signage/visitor toolkit.

Movement is stitched together by the **LibertyBus** network with a simple **island route map**, journey planner, and live-info app, so visitors can hop between beaches, landmarks, and towns without a car—exactly the multimodal mix Vir needs for hubs, shuttle, bikes, and paths.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | Municipality + TZO Vir; Zadar County TB co-funding; small wayfinding/product grants | indirect (dispersion, smoother mobility, higher satisfaction) | TZO Vir with Municipality of Vir | Vir turizam d.o.o. |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Visible, consistent summer enforcement based on clear rules, targeted patrols, and data-led noise/traffic control

**project 13**

## Stronger Enforcement of Regulations


### Description

Tighten day-to-day **enforcement of traffic, parking, and rental rules** to make the center safer and reinforce Vir's **family-friendly** positioning. Priority issues flagged on site include **illegal parking**, unsafe/under-age use of **quads and e-scooters**, and **late-night noise** in lively areas. The goal isn't "more rules," but **consistent, visible enforcement** during peak weeks so the new mobility measures and beach zoning actually work.

The approach combines **clear house rules** (simple signage + online), **permits/age & helmet checks**, and **targeted patrols** at predictable pressure windows (evenings, weekends). Add **decibel monitoring** where complaints concentrate, and coordinate with police/municipal services to apply warnings → fines. This responds directly to stakeholder calls for better policing and **noise control and** underpins multiple actions in the plan (traffic regime, themed beaches, protection of the natural west).

### Necessary steps

1) **Define protection boundary & access rules:** Map the western zone , set a **no-car perimeter**, list exceptions, and specify **seasonal time windows** plus penalties for violations.
2) **Light infrastructure & wayfinding:** Install **seasonal smart barriers** at entries, bike stands, signed footpaths to coves/viewpoints, and **low-impact rest points**; publish a clear **code of conduct** on signs and online.
3) **Stewardship & enforcement:** Seasonal rangers for info, counts, and incident logs; spot checks coordinated with municipal enforcement.
4) **Mobility integration:** Link gateways to the **bike network** and shuttle; direct drivers to edge hubs to prevent spillover parking.
5) **Monitor & adapt:** Track visits/incidents and habitat pressure; tweak access points, signage, and staffing each season.

### Best practice example – Respect the City (Dubrovnik, Croatia)

RESPECT THE CITY
POŠTUJMO GRAD

A city-led program that protects the Old Town with a **special traffic zone**: private cars are restricted near the core, deliveries are **time-windowed**, coach access is **slotted/capped**, and visitors are steered to **public transport** via clear maps and official info, backed by enforcement.

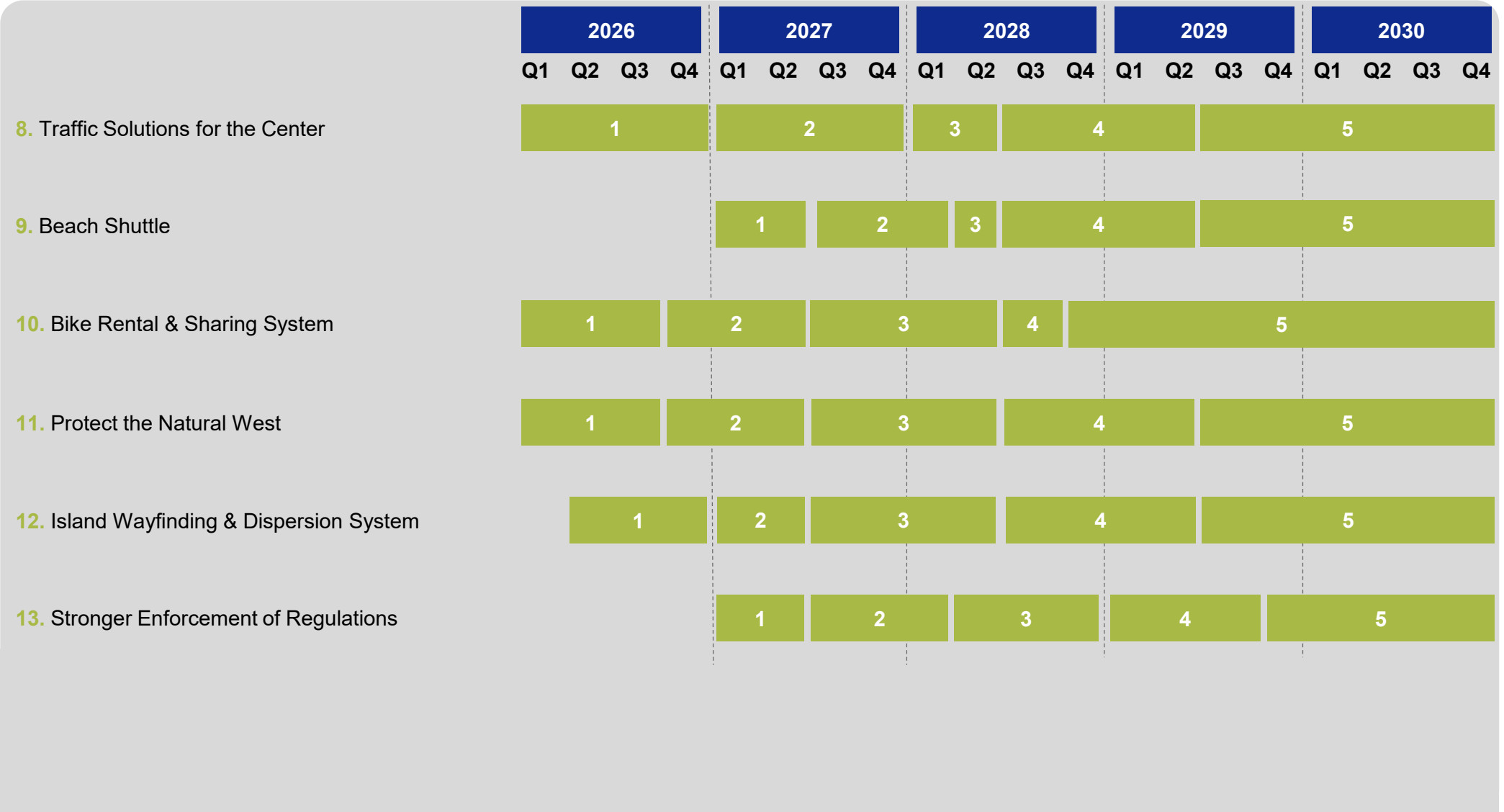
It shows how a **well-defined, compact rule set** can keep a historic center usable in peak: publish **house rules + maps**, route cars to **edge parking + shuttles**, **schedule deliveries**, and manage peaks with **reservations/caps**—the same toolkit we propose for Vir's center in summer.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | Municipality+ TZO Vir for visitor comms; potential county support for road-safety gear | no main value in safety, and mobility) | Municipality of Vir with TZO Vir | Municipality, police coordination, TZO Vir |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Chapter 3 – Managing Overtourism and Enforcing Sustainability Timeline



# Authentic experiences and a reborn Dalmatian identity give guests reasons to choose Vir, and to come outside peak summer

## Raising Vir's Attractiveness and Off-Season Appeal


### Why raising Vir's attractiveness and off-season appeal matters for Vir

Vir is still seen mainly as a **generic "sun & sea" apartment island**, with most activity squeezed into July and August. Many guests never meet its Dalmatian heritage, cycling routes or coastal stories, so they have little reason to stay longer or return outside peak.

Chapter 4 groups **products that make Vir feel distinctive**: themed beaches, a visible "Restore Vir's Dalmatian Identity" effort in food, music and architecture, an *"Authentic Vir"* boat ride and a clear beach & coastal capacity plan so increased appeal does not overload fragile areas.

A **signature off-season event** builds on existing successes such as *Bicikliada*, which already shows how a well-designed, active, locally rooted event can bring life to the island outside the main summer weeks. Expanding and multiplying this type of product is key to making Vir interesting and usable well beyond the peak.

### Projects in Chapter 4 – Raising Vir's Attractiveness and Off-Season Appeal:

14) Themed Beaches

15) Restore Vir's Dalmatian Identity

16) Beach & Coastal Capacity Plan

17) "Authentic Vir" Boat Ride

18) Signature Off-Season Event

### Expected effects of Chapter 4 projects

- **Stronger, more Dalmatian identity:** visible in beaches, public space, food, music and stories.
- **Higher perceived quality:** clearer, themed offers instead of one undifferentiated "strip".
- **Longer season:** products and events (e.g. cycling and boat experiences) that work in spring and autumn, not only peak summer.
- **Higher spending per guest:** more bookable experiences and reasons to upgrade accommodation and F&B choices.
- **Better-controlled coastal use:** capacity planning that ties attractiveness to clear limits and rules.

# Light-touch themed beaches that disperse use, raise comfort, and keep sensitive areas protected

**project 14**

## Themed Beaches



### Description

Define a set of **themed public beaches**—e.g., family, sports/active, relax/cabana, snorkeling/nature, dog-friendly, party-permitted—to **disperse use** and set clear expectations through simple **rules, wayfinding, and light amenities** (shade, rinse points, benches/lockers where appropriate). Each beach gets a consistent **look & feel** (icon set, photo-spot marker, rules board with QR for multi-language/audio) plus clear **quiet hours/safety lines** and basic **accessibility notes** (paths, gradients). The approach is **low-build and reversible**, protecting sensitive coves while improving comfort and clarity for families and day visitors.

Implementation is **minimal-build and reversible**: pick 3–4 pilot clusters near existing services, apply **theme kits** (icons, rules board with QR for languages/audio), and add a basic **steward** role for info/rules/counts. Start as a **pilot**, measure usage/satisfaction/parking impacts, then **scale in phases** and extend into the shoulder season as demand proves.

### Necessary steps

1) **Pick pilot clusters & rules:** Choose 3–4 beaches near existing services; define allowed uses (dog zone, music/quiet hours, safety lines) and do a quick environmental/seasonal risk check.
2) **Theme kits & visuals:** Prepare icon set, rules board with **QR** (multi-language/audio), photo-spot marker, and brief accessibility notes; agree the minimal amenity menu (shade, rinse, benches/lockers).
3) **Light works & stewardship:** Install basics; set upkeep standards; assign on-site stewards.
4) **Public info & launch:** Publish map + "choose your beach" page; add wayfinding; push launch comms.
5) **Pilot → monitor → scale:** Track use/satisfaction/parking; fix issues; expand by demand and into shoulder month.

### Best practice example – Sentosa Island (Singapore)

A single island with **three distinctly positioned beaches** managed as a coherent system: **Siloso** (active/sports & nightlife), **Palawan** (family-friendly with the rope bridge to the **Southernmost Point of Continental Asia**), and **Tanjong** (quiet/relax).

Sentosa shows how **light programming + consistent rules/visuals** can steer people to the right beach type, spreading flows without heavy construction—and how an internal **beach shuttle** model ties clusters together so visitors don't need to drive. (Sentosa's "Getting around" pages outline beach access via internal transport.)

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality + private shuttle operator; EU small grants where eligible | limited/indirect (parking & shuttle fares; licensed vendors) | Municipality of Vir & TZO Vir | Municipality of Vir and TZO Vir |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Consistent Dalmatian design and active traditions can transform place identity without heavy construction

**project 15**

## Restore Vir's Dalmatian Identity

### Description

Define a clear **Dalmatian character code** for Vir so the island feels authentically Dalmatian in its buildings, public spaces and everyday life—not a generic seaside anywhere. The built-form guidelines focus on simple, recognisable elements: stone or plaster facades, **škure** window shutters, terracotta roof tiles, stone window frames, **suhozidi** (dry-stone walls), wrought-iron railings or external staircases.

In parallel, strengthen **living culture** so identity is felt as much as seen. This includes a small calendar of klapa evenings, traditional food nights with selected venues, craft and fishing-related micro-events, and the use of local products at public happenings. Start with a **pilot group of streets/venues**, measure visitor response, and then scale in phases—lifting everyday character without heavy regulation and making Vir recognisable as a Dalmatian island through consistent visual cues, sound, food and atmosphere.

### Necessary steps

1) **Draft a Dalmatian construction code:** Facades, shutters, tiles, stone details, railings, signage; create an illustrated catalogue of examples.
2) **Pilot zone selection:** Identify 2–3 priority corridors and apply guidelines to public-facing upgrades first.
3) **Living culture program:** Set a basic calendar for klapa evenings, traditional food nights, crafts/fishing micro-events; link venues via Vir Excellence Club.
4) **Incentives & communication:** Voluntary incentives for compliant renovations; quick guidance for owners; "Dalmatian Vir" branding for participating venues.
5) **Pilot → monitor → scale:** Track uptake, visitor sentiment and visual coherence; adjust guidelines; expand to additional areas.

### Best practice example (for local authenticity) – Grožnjan (Istria, Croatia)

Grožnjan uses simple architectural rules—stone facades, shutters, discreet signage and careful restoration of public fronts—to create a clear Istrian look. Owners follow practical guidance rather than strict heritage reconstruction, so the town feels coherent without large investments.

At the same time, Grožnjan is known for its **music evenings, artisan studios and small festivals** that keep streets active most of the season. The mix of a basic design code and everyday cultural life is a useful model for Vir's Dalmatian Identity program.

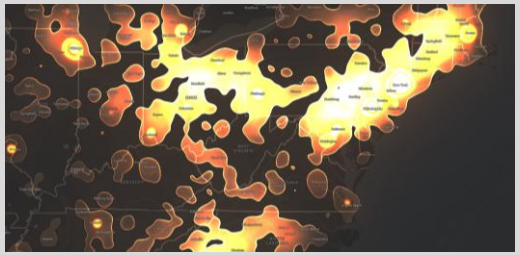
| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| Low to medium | Municipality of Vir; TZO Vir; County cultural co-funding; small heritage & culture grants; | Indirect (higher guest satisfaction, stronger brand) | Municipality of Vir with TZO Vir | Municipality + TZO Vir + participating venues/owners |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Set clear beach types, caps, and service standards, so the coast works as one balanced, high-quality system

**project 16**

## Beach & Coastal Capacity Plan

### Description

Create a **capacity & standards plan** for Vir's beaches and coastal access that sets **clear daily user thresholds**, **service standards** (toilets, shade, bins, lifeguards), and **operating rules** by beach type (quiet/nature, family, active, party), plus **access & parking logic**. The plan translates the "quantity → quality" shift into **numbers, maps, and rules**: how many people per sector, how services scale at peak, and which stretches remain low-impact (esp. the natural west).

Outputs include a **GIS heatmap** of peak use and chokepoints, **zoned beach typology** with minimum standards, and **seasonal operating windows** (noise, hours, vendor rules) aligned with the traffic regime, shuttle, and enforcement actions—so beaches function as a **coherent system**, not individual plots. This directly answers national guidance to manage **carrying capacity & sustainability**, and links to our Natural West protection and themed-beaches projects already in the plan.

### Necessary steps

1) **Measure & map pressure:** Compile **peak-day counts** , parking occupancy, complaint logs; produce a **GIS map** of hot spots and sensitive coves; set **target densities** by beach type.
2) **Define beach typology & standards:** Classify beaches and publish **minimum service standards** per type (toilets, shade, lifeguards, bins, access rules) + **seasonal hours/noise windows**.
3) **Access & dispersion tools:** Align **edge parking + shuttle**, walking links, and bike access; sign **overflow logic.**
4) **Vendor & event rules:** Cap numbers, footprints, and sound for high-pressure sectors; set simple **permit conditions** and audit points.
5) **Monitor & adjust:** Weekly peak reports (counts, complaints, incidents); tweak caps, staffing, and signage each season.

### Best practice example – Costa Brava (Catalonia, Spain)

A regional framework that distinguishes **urban vs. natural/protected beaches** and uses **indicators** (use pressure, services, environmental quality) to guide operations and capacity; manuals embed EMAS/ISO-style procedures, and towns apply them to calibrate services across seasons.

it's a ready template to set **types, caps, and minimum standards** with **measurable KPIs**, then **monitor and adjust seasonally** for a balanced island-wide system; governance notes also map clearly to our DMP monitoring needs, and the approach helps **communicate house rules and service levels** consistently to visitors.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | Municipality + TZO Vir; Zadar County TB co-funding; small product/management grants. | indirect (better distribution, higher satisfaction) | Municipality with TZO Vir. | Vir turizam d.o.o with external GIS/Survey support |

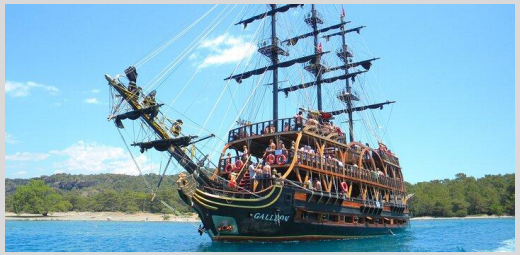
[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# A calm, thematic boat circuit around Vir that combines local food, wine, and live music on a fixed summer schedule and charter-ready off-season

**project 17**

## "Authentic Vir" Boat Ride



### Description

Create a **thematic boat circuit around Vir** that showcases the island from the sea with **onboard storytelling, local food & drinks, and live klapa singing**. The experience runs in two formats: a **day cruise** (scenic loop with heritage/nature narration and a light tasting of Dalmatian bites + wine/juice) and a **sunset gastro cruise** (shorter loop with an elevated tasting and klapa performance as the centerpiece). The product is calm and curated—**no party-boat vibe**—designed to raise average spend, enrich identity, and work as a bookable signature of Vir.

During the **summer season**, departures run on a **fixed timetable** (e.g., daily day cruise + select sunset sailings). In **shoulder/off-season**, the boat operates **on demand** for tour organizers, MICE, and private groups under the same brand standards. Boarding is near the promenade/center for easy access and cross-selling with the Excellence Club and hosts.

### Necessary steps

1) **Design route & formats:** Map a full-island scenic loop + a shorter sunset route with lee-side alternatives for wind; set capacity (max pax), sound levels, and performance timing; fix pier/boarding logistics.
2) **Curate F&B + klapa program:** Pre-select licensed boats/skippers; contract **local producers/OPGs** for cold tasting menus; book singers and define acoustic setup and setlists.
3) **Permits & compliance:** Confirm maritime safety, **HACCP for cold service**, performance/licensing, and seasonal noise/time limits.
4) **Pricing, schedule & sales:** Publish **fixed summer timetable** (day + sunset), two clear price points, agency allotments, and online booking.
5) **Pilot → refine:** Run limited sailings; track load factor, feedback, timing, and F&B costs; tighten route, menu, and program.

### Best practice example – Mariborski Flosarji (Maribor, Slovenia)

A cultural **boat experience on a traditional timber raft** with onboard storytelling about rafting heritage, **live music**, light local food/drink, and a signature **"splavarski krst" (raftsmen's baptism)**—all operated on a published schedule in season.

The model shows how to turn a **scenic ride** into a **place-identity product**: clear theme, local F&B, and live performance on board. It's calm, family-friendly, and **not a party boat**—very close to our **day cruise + sunset gastro cruise with klapa** concept.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low to medium | Municipality & TZO Vir + private operators option for county micro-grants | yes (ticket sales; potential F&B upsell) | TZO Vir and Municipality of Vir | Licensed local boat operators under a shared brand standard |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# A compact off-season weekend combining active lifestyle, local food and culture give people a reason to come when the island is quiet

**project 18**

## Signature Off-Season Event

### Description

Launch a **2–3 day off-season festival** that blends **sports/active**, **local gastronomy**, and **Dalmatian culture** under one clear brand (e.g., "Vir's Spring/Autumn"). The format is compact and walkable around the center: a headline **active component** (family bike ride or coastal run), a curated **local food & wine lane** with OPGs/producers, and **evening culture** (klapa, small stage at Kaštelina/center). The aim is to create a bookable reason to come **outside July–August**, lift average spend, and showcase Vir's identity beyond sun & sea.

Build it to **scale annually**: start focused (one strong route, one evening stage, 15–20 quality vendors), integrate **Vir Excellence Club** members, and track KPIs (visits, ADR, satisfaction). The concept responds directly to stakeholder input for **thematic events in shoulder season** and for stronger use of local products and stories.

### Necessary steps

1) **Concept & calendar lock:** Pick weekend (late Apr/Oct), define the three pillars (active × food × culture), routes/venues, and target audiences; draft the brand name, visual, and program grid with weather backups.
2) **Partners & curation:** Confirm municipality/TZO Vir roles, police/EMT plan, and insurance; curate **OPGs, caterers, and micro-producers**, plus clubs for the active piece; set vendor standards.
3) **Permits & ops:** Secure route/stage permits, road closures, utilities/waste, and noise windows.
4) **Sales & comms:** Package with **Vir Excellence Club** stays and the new experiences; push early-bird bundles on TZ channels.
5) **Pilot → refine:** Run year 1 lean; survey guests/vendors; optimize route, curation, and schedule.

### Best practice example – Navarino Challenge (Greece)

NAVARINO CHALLENGE #SportsUnitePeople

A coastal **multi-sport weekend** held each May around Costa Navarino & Pylos, featuring the **Greek Half Marathon via Voidokilia**, 10 km & 5 km runs, plus a broad program of side activities and partner packages—positioned as an award-winning sports-tourism event.

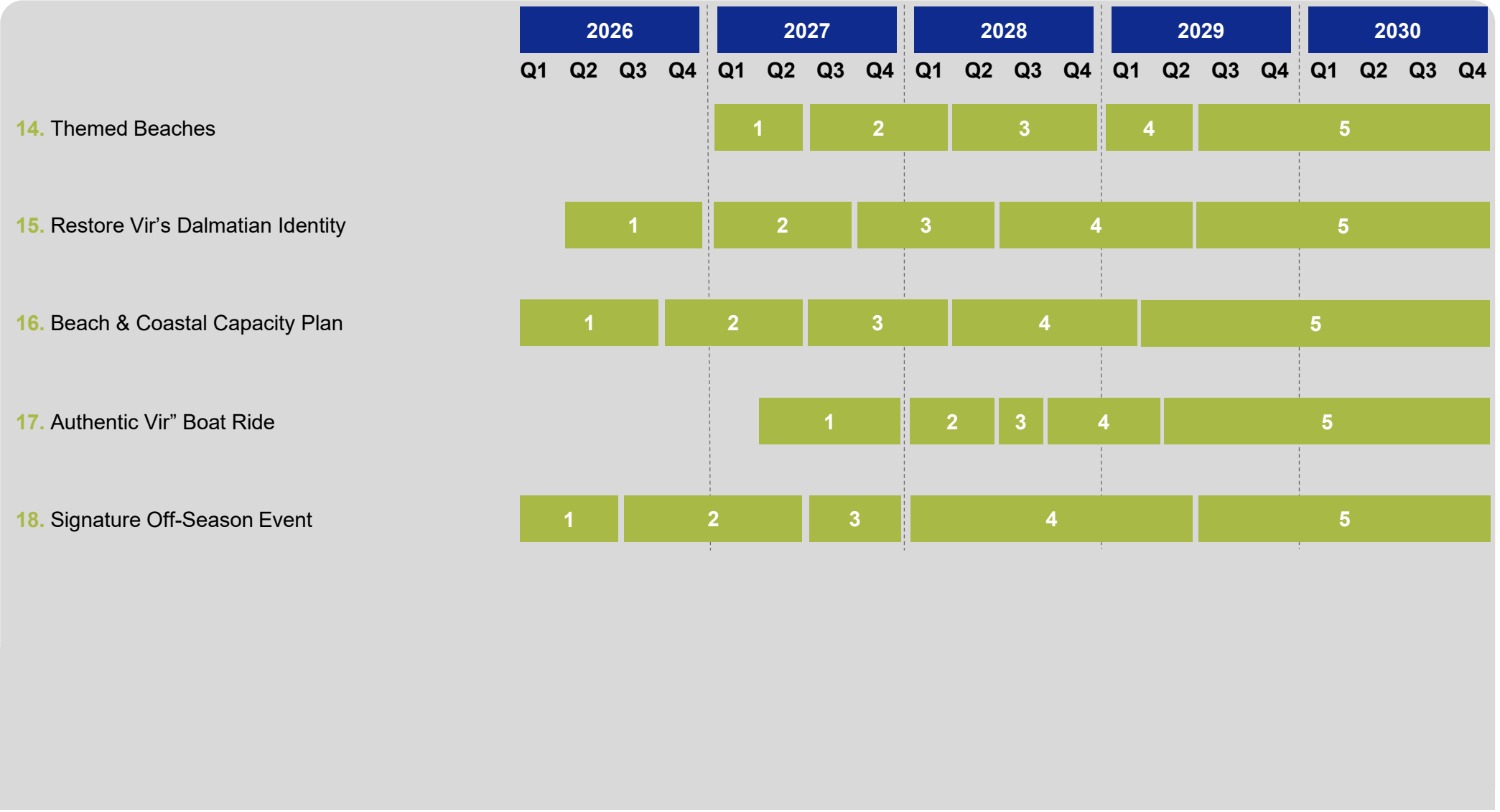
It shows how a well developed, **compact, branded weekend** can anchor shoulder-season demand with clear routes, fixed dates, and hospitality tie-ins; the 2025 edition drew **4,000+ participants**, underscoring market reach and PR value we can emulate at Vir scale.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low to medium | Municipality + TZO Vir; vendor fees, sponsorships, County support, small grants | yes (vendor fees, sponsorships; shoulder-season overnight stays) | TZO Vir and Municipality of Vir | TZO Vir + Vir turizam d.o.o. (ops) with local partners |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Chapter 4 Raise Vir's Attractiveness and Off-Season Appeal Timeline



# Balancing Key Issues for residents while staying attractive to different guest segments

## Balancing Key iIsues

### Why Balancing Key iIsues matters for Vir

Rapid tourism growth on Vir has created everyday **frictions**: nightlife and party tourism can clash with families and residents, some spaces are still difficult for seniors or people with disabilities, and utilities feel stressed on the busiest days. If these imbalances are not managed, satisfaction drops even when visitor numbers look good.

Chapter 5 brings together **practical tools to rebalance the system**: a clear Nightlife / Party Tourism Protocol, quick accessibility and inclusion upgrades in key public spaces, and Utilities Upgrade & Smart Monitoring to catch pressure points early instead of reacting only when something fails.

A **Destination Data Dashboard** ties everything together by giving Vir a shared, up-to-date picture of what is happening. With better data, clearer rules and visible quick-wins, the island can stay attractive to different guest segments while keeping everyday life comfortable for residents.

### Projects in Chapter 5 – Manage Balancing Issues:

19) Nightlife / Party Tourism Protocol

20) Accessibility & Inclusion Quick-Wins

21) Utilities Upgrade & Smart Monitoring

22) Destination Data Dashboard

### Expected effects of Chapter 5 projects

- **Calmer, clearer nightlife scene:** defined rules, zones and response for party tourism.
- **More inclusive public space:** quick fixes that make key routes and beaches easier for families, seniors and people with disabilities.
- **Fewer service failures:** earlier detection of pressure points in water, sewage, energy and waste.
- **Evidence-based management:** a shared data dashboard that supports better decisions and transparent communication.


# Party tourism is an asset if developed correctly, concentrate it away from homes, and coordinate nights with a local Night Watch

**project 19**

## Nightlife / Party Tourism Protocol

### Description

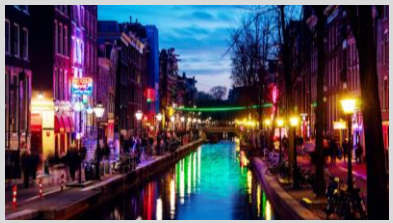
Disperse late, high-energy activity from the residential town center to a **designated party zone in the periphery** (e.g., **Prezida** near the bridge). The zone concentrates sound and late-night flows with **containment measures**, clear **house rules**, safe approaches, **late-food points**, and dedicated **taxi/shuttle staging**—so visitors keep the vibe, and neighbors keep their sleep. Daytime and early-evening ambience stay in the center; after-hours energy moves to the zone.

Lead with a **community Night Watch** (locals + venues + municipality + police) that meets weekly and owns an **after-02:00 playbook** for the center (lighting, marshals, dispersal routes, last-song staggering, takeaway cut-offs). The Night Watch coordinates trials, gathers feedback, and updates measures in quick cycles; **top-down actions follow their plan** (zoning/permits for the party zone, transport and signage adjustments), ensuring solutions are practical, accepted, and repeatable across the season.

### Necessary steps

1) **Form the Night Watch (month 1):** Recruit locals/venues/municipality/police; mandate = propose site plan for party zone + center playbook; meet weekly in season**.**
2) **Party zone concept & siting:** Test **Prezida** (or equivalent) for zoning/permits, sound-containment, safety, utilities, late-food, and **shuttle/taxi staging**; draft house rules.
3) **02:00 center playbook:** Sound off 02:00; exit-only/no re-entry; **taxi marshals, 01:30 takeaway cut-off**; water points.
4) **Nudges & comms:** Bright route lighting; clear wayfinding/cones; "Quiet after 2 am" signs; map + QR for dispersal & transport.
5) **Monitor & adapt (weekly):** Track noise/incidents/queues/shuttle loads; tweak patrols, staging, last-song times, and food placement.

### Best practice example – Night Mayor Model (Amsterdam, Netherlands)



An independent **Nachtburgemeester** (Night Mayor) mediates between city hall, police, venues, and residents, keeps nightlife on the policy agenda, and pilots practical fixes like staggered hours, host patrols, and lighting/flow changes at hotspots.

For Vir, this translates into a small group that would act as the **night watch.** Their function is to coordinate the **after-2:00 dispersal playbook**—aligning venues, patrols, transport, and comms, and reviewing weekly noise/incident data to tweak operations while sustaining the night-time economy.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | Municipality and TZO Vir | partial (primary value in stronger family reputation) | Municipality with TZO Vir and police | Municipality, police and Appointed "night watch" |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Small fixes, big impact, like step-free routes, clear info, and a few adapted facilities so families and mobility users can enjoy Vir with ease

**project 20**

## Accessibility & Inclusion Quick-Wins

### Description

Deliver a **first wave of low-cost, high-impact fixes** that make Vir easier for families with strollers, seniors, wheelchair users, and visitors with temporary mobility limits. Focus on **continuous step-free routes** along key promenades and beach approaches, **contrasted tactile paving** at crossings, a few **accessible toilets/showers**, and **clear information** (simple web page + map tags). These respond to Vir's family profile and the present gaps in inclusive public spaces and services—so everyday movement is simpler, safer, and less car-dependent.

Prioritize **Jadro–center corridors** and 2–3 beaches across different types (family / active / nature-quiet) to model standards for the whole island. Use Vir's flat topography to your advantage, fix **small edges and lips** at ramps, add **seating every ~150–200 m**, and publish **"Know before you go"** access notes (surface, gradient, shade, facilities). This aligns with our "quantity → quality" shift and with stakeholders' call for **family-friendly improvements** that raise comfort without heavy CAPEX.

### Necessary steps

1) **Audit & pick priority corridors:** Run a **48-hour access audit** on center promenades and 5 popular approaches; catalogue barriers and rank **two promenade segments + three beaches** for quick works.
2) **Design the quick-wins pack:** Detail **micro-works** (ramps, bevels, handrails, tactiles, bench rhythm, shade points) and **minimum beach standards** . Publish **access notes** per site.
3) **Implement priority fixes:** Smooth lips, install mats/rails, add benches and wayfinding; train maintenance crews on keeping routes clear.
4) **Info & signage:** Add **"Accessible" tags** on the web map and beach pages; place **on-site pictograms** and QR to access notes.
5) **Monitor & iterate:** Gather user feedback (hosts, families, mobility users); adjust details seasonally and extend to more sites.

### Best practice example – Praia Acessivel (Portugal)

praia acessível
praia para todos

National certification (since 2005) that flags beaches meeting universal-access standards: step-free routes/boardwalks, adapted WCs/showers, reserved parking, clear signage, trained lifeguards, and often amphibious wheelchairs.

Adopt the same **clear, annual standard**: publish minimum specs, certify 1–2 pilot beaches, and expand each season—turning accessibility into a visible promise across Vir's beach types. Tie the label into the **island wayfinding map and beach pages** so families can plan with confidence.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | Municipality + TZO Vir, Zadar County, small accessibility/public-realm grants | indirect (higher satisfaction, longer dwell, better reviews) | Municipality of Vir and TZO Vir | Vir turizam d.o.o. for works, TZO Vir for information layer |

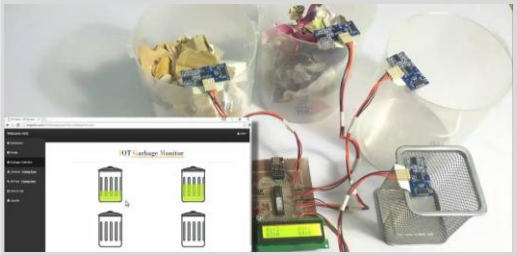
[1] *Investment levels:* ***Low*** *< €100.000 ;* ***Medium*** *€100.000–500.000;* ***High*** *> €500.000*

*Final draft report*

# Fix the bottlenecks first, add simple sensors, and make service levels visible, so peak season feels reliable, not fragile.

**project 21**

## Utilities Upgrade & Smart Monitoring



### Description

Tackle **peak-season utility bottlenecks** by upgrading **water, sewage, energy, and waste systems** and adding a light **smart-monitoring layer** so we see problems before guests do. Priorities are **sewage connections** (today only ~⅓ of households are connected), **summer water reliability**, and **grid stability**—all repeatedly flagged as constraints on the visitor experience and resident quality of life. The aim is simple: fewer **overflows, shortages, and blackouts** in July–August, cleaner public areas, and transparent service levels.

The approach is phased and practical: fix known choke points first, standardize **bin stations & collection windows**, and deploy **sensors** (tank/pressure/flow, waste fill-levels, beach sanitary checks, hotspot decibel meters) to guide operations. A small public **dashboard** (status + alerts) builds trust, while data helps size future CAPEX and target enforcement (e.g., night-noise). This underpins multiple actions in the plan—family positioning, traffic regime, events—and is directly tied to our 2030 goals on **infrastructure reliability** and **minimum standards compliance**.

### Necessary steps

1) **Map bottlenecks & set standards:** Confirm critical **water/sewage nodes**, grid weak spots, waste overflow sites; agree **service standards** for peak and publish a one-pager for residents/operators.
2) **Phase 1 works & smart layer:** Prioritize **sewage hookups & lift-station upgrades**, leak fixes, and **bin station standardization**; install **basic sensors** feeding an internal ops view and a **public status page**.
3) **Ops protocols:** Lock **collection windows, tanker back-ups, and outage playbooks** with clear lines between utilities and the Municipality.
4) **Season comms:** Run short **"Know before you go"** service updates (water work windows, waste rules) on TZ channels and at accommodations.
5) **Monitor & adapt:** Weekly KPIs (overflows, outages, complaints); shift crews and tweak routing by data.

### Best practice example – El Hierro (Canary Islands, Spain)

A small island running a **wind + pumped-hydro** system (Gorona del Viento) that has achieved **multi-day 100% renewable** stretches while stabilizing supply for **desalination**—linking energy and water in one scheme. Annual penetration sits around **~50–60%** depending on year.

It's a model for **joined-up utilities**: fix core reliability, then add **storage/monitoring** and **public status info** so services hold in peak season. We don't copy the scale—just the logic that makes a small island feel **reliable, not fragile**.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| medium | Municipality & utility , county/national funds, EU cohesion/green funds. | no (value via fewer complaints, higher satisfaction and ADR) | Municipality + utilities (lead) with TZO Vir. | Utilities companies (lead) with municipality and TZO Vir |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# One simple dashboard for what matters; visits, beaches, utilities, noise, so we spot issues early and prove progress

**project 22**

## Destination Data Dashboard



### Description

Build a **lightweight data dashboard – an online app,** that tracks Vir's essentials in one place—visitation (arrivals/overnights), seasonality, **infrastructure reliability** (water, sewage, waste, outages), **complaints/noise incidents**, and **beach capacity/standards**—so we can see problems early and show progress to residents and partners. This responds directly to long-standing gaps: no systematic carrying-capacity monitoring, pressure on water/sewage/waste, noise/conflict after late hours, and an over-reliance on peak July–August without clear KPIs.

Keep it practical and phased: start with existing sources (TZ stats, utility logs, Vir turizam ops, complaint registers) and a small set of public-facing indicators (weekly beach status, service alerts, nightlife snapshots), while an internal view supports daily ops (bin fill levels, patrol logs, maintenance tickets). Over time, add simple sensors (waste fill, water pressure, hotspot dB) and a traffic/parking feed to inform dispersion, aligning with the plan's utilities upgrade, beach capacity, nightlife protocol, and wayfinding projects.

### Necessary steps

1) **Define KPIs & owners:** Agree a **one-page KPI set** with **data owners** and weekly/monthly update rhythms.
2) **Build v1 dashboard & dataflow:** Stand up a **simple web dashboard** fed by **existing spreadsheets/logs**; include beach status, service alerts, and a weekly nightlife snapshot. Document the responsibilities and responses.
3) **Add ops inputs:** Standardize **complaint and incident logging**, add **maintenance/work orders**, and publish **"all clear / issue"** badges for beaches and promenades.
4) **Pilot sensors:** Test **bin-fill** at hubs, **water pressure/level** at choke points, and **dB meters** at nightlife hotspots to automate alerts.
5) **Review & expand:** Quarterly KPI review; adjust indicators; add traffic/parking feed and partner data as capacity grows.

### Best practice example – Cascais (Portugal)

Coastal municipality that pairs **smart-waste ops** with **public beach info**: ~**400** bin sensors feed route optimization and the city data portal, while seasonal beach pages and official portals publish **bathing-water status, flags, and safety guidance** for visitors.

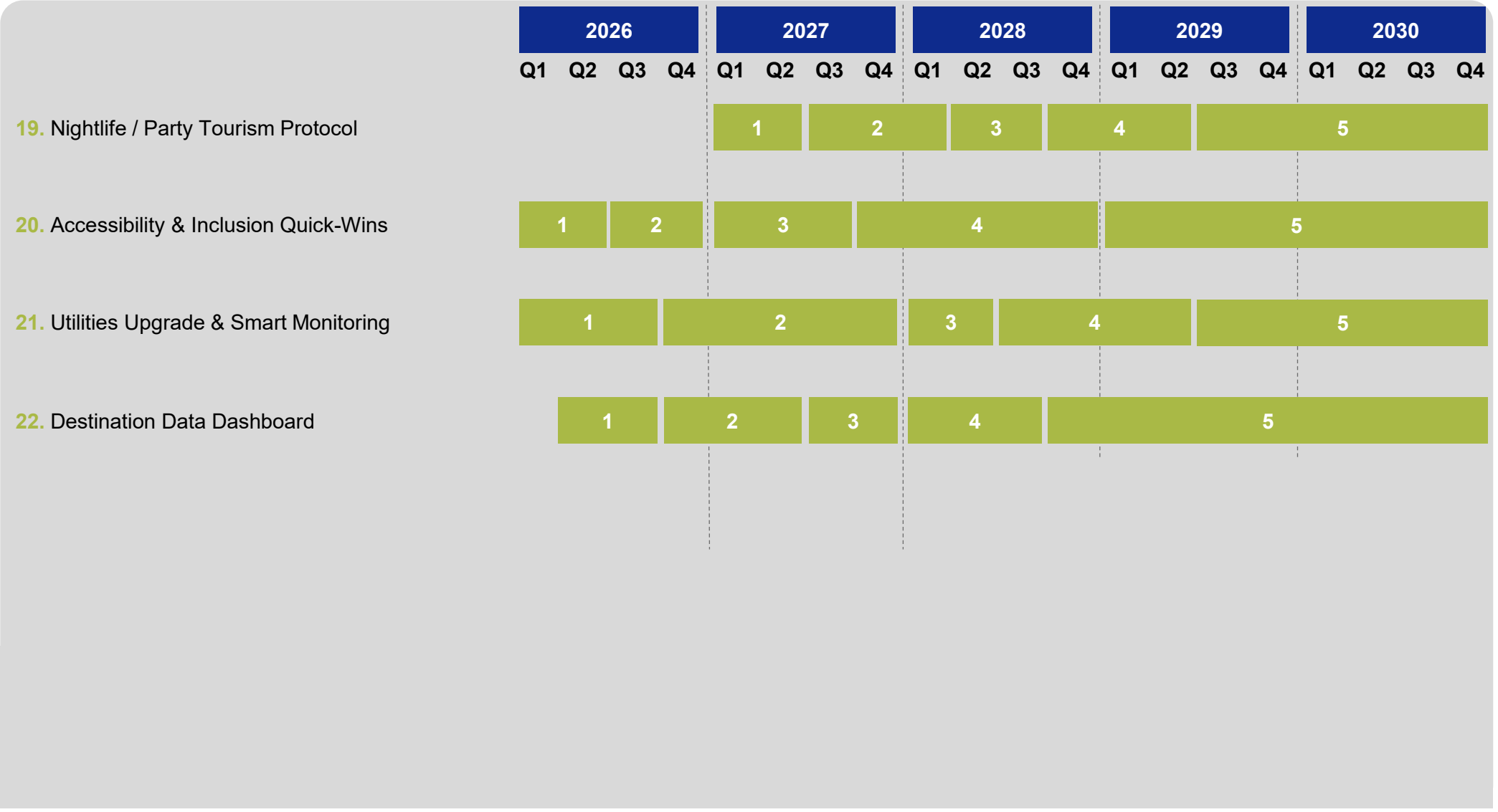
this is the closest **"ops + beach status"** mix to what we propose—use low-cost sensors for waste and utilities to inform an internal dashboard and surface a **simple public status page** for beaches and services in season. It's a **phased, practical** model we can adapt at island scale.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | Municipality + TZO Vir; utilities in-kind (data); county/national digitalization grants | indirect (fewer complaints, better reviews/ADR) | TZO Vir and Municipality of Vir | Vir turizam d.o.o. (ops data) + IT vendor; utilities/police |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Chapter 5 – Balancing Key Issues Timeline



# A structured quality club and simple micro-actions help hundreds of providers move Vir up the value ladder

## The Path to Excellence

### Why the path to excellence matters for Vir

All beds on Vir are in **private apartments and small providers**, with very different standards and service levels. Many hosts would like to improve, but lack clear guidelines, support and incentives, so progress remains slow and uneven.

Chapter 6 focuses on **raising quality from the inside out**: the Vir Excellence Club sets clear standards, offers training and a recognizable "Best of Vir" label, while the Micro Action Plan translates these standards into simple, concrete steps that any provider on the island can implement in their apartment, house or small business.

Together, these tools create a **shared language of quality** for the island: they reward those who make efforts, make it easier for guests to choose trusted providers, and gradually shift Vir from "cheap and full" to "good and fairly priced".

### Projects in Chapter 6 – The Path to Excellence:

23) Vir Excellence Club

24) Micro Action Plan

25) Best of Vir

### Expected effects of Chapter 6 projects

- **Clear standards and label:** guests can recognize quality providers at a glance.
- **Practical support for hosts:** training and tips that are easy to apply.
- **Higher guest satisfaction:** more consistent basics in comfort, cleanliness and service.
- **Better reviews and prices:** improved reputation that supports higher, fairer pricing.
- **Island-wide culture of improvement:** many small steps adding up to a visible change in how Vir performs.



# A voluntary quality club that sets clear standards, trains providers, and gives a trusted label to shift Vir from quantity to quality

**project 23**

## Vir Excellence Club


### Description

Vir Excellence Club is a voluntary quality program for private hosts, OPGs, and service providers that sets simple, transparent standards for comfort, safety, sustainability, and family-friendliness—then rewards members with training, a visible quality label, and priority promotion on destination channels. It's the practical lever to move Vir from **quantity to quality**: raising service consistency in the island's dominant private accommodation base, reducing complaints.

The Club directly answers stakeholder requests for host education and small, achievable improvements, while aligning with the DMP's 2030 path (quality & professionalization, resident benefit, and season dispersion). The goal is to establish a recognizable trust mark with 100+ providers by 2027 that guests and tour operators can rely on—improving outcomes for local businesses and underpinning Vir's shift to a sustainable, family-friendly identity.

### Necessary steps

1) **Define standards & benefits:** Create a one-page Excellence Criteria + Member Benefits, with an online sign-up form and short FAQ.
2) **Recruit pilot members:** Invite 30–50 hosts/OPGs/activity providers; collect self-assessments and participation consent.
3) **Train & enable:** Deliver two core trainings (hosting basics + quality improvement), and host regular meetings (bi-monthly).
4) **Label & promote:** Issue digital/physical badges, enable an "Excellence" filter/map pin on the destination website, and feature members in seasonal campaigns.
5) **Verify, report & scale:** Do light verification (self-audit + spot checks), publish a KPI snapshot (reviews, complaints, ADR/shoulder occupancy), and refine criteria.

### Best practice example – ServiceQualität Deutschland (Germany)

ServiceQualität DEUTSCHLAND

A national quality-management program for tourism SMEs in Germany. Businesses complete a short training, use practical service-improvement tools, and progress through a simple three-level pathway with light verification.

Vir is dominated by small, owner-run providers—exactly who this model serves. It's low-cost, low-admin, and focused on continuous improvement, so we can adapt it into one clear **"Excellence"** trust mark for Vir, with training, light checks, and an optional sustainability add-on later.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | TZO Vir (lead) + Municipality | no | TZO Vir | TZO Vir + Vir Evolution d.o.o. |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# When we get the small things right, the whole stay feels bigger, better, and more memorable, lifting the island's quality with every guest

**project 24**

## Micro Action Plan

Quality on Vir should rise through a two-track approach: **top-down investments** (public spaces, mobility, utilities, brand standards) and **bottom-up improvements** that every accommodation can implement now. The **Vir Excellence Club** is the vehicle for this bottom-up track—it provides members with practical standards, templates, and short trainings, and awards a visible quality label that guests can trust.

From **hotels and well-run apartments,** we know small, repeatable moments shape reviews: clear pre-arrival info, a calm first 15 minutes, strong sleep basics, easy beach days, and a warm, professional goodbye.

This section distils these into **20 practical micro-actions** for Vir's apartment owners, rolled out through the **Excellence Club**. They're low-cost, quick to deploy, and aimed at measurable outcomes: fewer questions, better sleep, smoother logistics, stronger engagement. Adopt a few each season to reduce friction, lift rebookings, and—collectively—raise how visitors perceive quality on the island.



### Overview of the proposed Micro Actions

- **Bundle 1 — Pre-arrival (set expectations, cut friction)**
  1. Pre-arrival Guest Form
  2. 48-hour Welcome Message
  3. Ready-made Local Game Plans
  4. Pre-arrival Travel Pack
- **Bundle 2 — Arrival & First 15 Minutes (calm start)**
  5. Late-Night Arrival Kit
  6. "How Things Work" Quick Card
  7. Local Welcome Basket
  8. Door-to-Sofa Wayfinding
- **Bundle 3 — In-stay Comfort & Sleep (rest well)**
  9. Sleep Quality Improvements
  10. Climate & Airflow Basics
  11. Bathroom Comfort Essentials
  12. Bedside Power & Lighting
- **Bundle 4 — Beach & Daily Living (make days effortless)**
  13. Beach Essentials & Sports Gear
  14. On-Property Activity Zone
  15. Rainy-Day Games & Media Corner
  16. Wet Gear Drying Nook
- **Bundle 5 — Care, Departure & Loyalty (close strong)**
  17. Mid-Stay Check-In
  18. Improving the Check-Out Experience
  19. Farewell Package
  20. Post-Checkout Communication

*Final draft report*

# Clarity before arrival builds trust, minimizes last-minute issues, and lets guests start enjoying Vir from minute one

**1.**

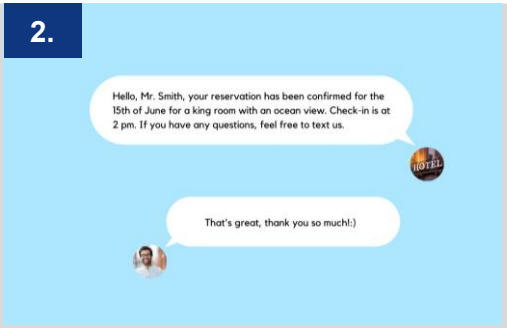

### Pre-arrival Guest Form

Send a 2-minute post-booking form to capture ETA, bed setup, children's ages, and special needs, reducing back-and-forth and enabling a smoother, personalized check-in, with timely access details provided automatically.

Best practice examples

1. **Sonder (USA)** – pre-arrival verification & contactless access
2. **Guesty (Israel/Global)** – standardized check-in form for collecting guest info & ETA

**2.**




### 48-hour Welcome Message

Send a concise message 48 hours before arrival with parking photo, entry instructions, Wi-Fi QR, and a helpline number, reducing confusion, smoothing check-in, and setting a friendly, professional and welcoming tone .

Best practice examples

1. **Airbnb (USA)** — automated pre-arrival messaging and check-in info
2. **Booking.com Partner Hub (Netherlands/Global)** — scheduled templates for arrival instructions

**3.**

### Ready-made Local Game Plans

Provide three half-day plans (Family Beach Day, Active Morning, Rainy-Day backup) with walking routes, timings, and quick bookings, reducing decision fatigue, nudging car-light movement, and helping guests unlock more of Vir effortlessly.

Best practice examples

1. **Kimpton (USA)** — neighborhood guides with curated local tips
2. **CitizenM (Netherlands)** — digital city guides with themed itineraries

**4.**


### Pre-arrival Travel Pack

Send a one-page pack 72 hours before arrival with bridge/parking tips, supermarket/pharmacy hours, emergency numbers, and a mini "what's on" list for their exact dates, reducing uncertainty and boosting on-island spend.

Best practice examples

1. **Airbnb (USA)** — in-app trip planning and host guidebooks with local picks
2. **Accor ALL (France/Global)** — app-based pre-arrival info with local events and neighborhood tips

# A calm, well-orchestrated first 15 minutes sets the tone for the stay, turning check-in into your first memorable "wow"

**5.**

## Late-Night Arrival Kit (late check in)

Prepare a late-night arrival kit with tea/coffee, mini milk, a simple snack, and a one-screen after-hours check-in guide, letting tired guests enter smoothly, refresh quickly, and settle without calls; easy for hosts to pre-pack and reuse.

Best practice examples

1. **Staycity (Ireland)** — after-hours self check-in support with clear guidance and in-room refreshments
2. **Basecamp (Denmark)** — coded late-arrival pickup points and simple night-arrival instructions for guests

**6.**


## "How Things Work" Quick Card

Place a single A5 card with clear icons for AC, hob, shower, recycling, Wi-Fi, and TV by the entrance, cutting questions and first-hour stress while making self check-in feel effortless; easy for to design once, print, laminate, and reuse.

Best practice examples

1. **CitizenM (Netherlands)** — icon-led in-room guides covering core controls at a glance
2. **Ibis / Accor (France/Global)** — standardized pictogram quick cards for essential equipment and recycling

**7.**


## Local Welcome Basket

Set a small welcome basket with authentic local products (wine, olives, fruit, sausage, toiletries...) and sealed water bottles, creating an immediate sense of place and care, reducing first-hour errands, and turning arrival into a simple, memorable moment.

Best practice examples

1. **Paradores (Spain)** — regional welcome touches that highlight local producers
2. **Scandic (Sweden/Nordics)** — consistent welcome sets emphasizing quality and simplicity

**8.**

## Door-to-Sofa Wayfinding

Send step-by-step photo directions from street/parking to lockbox, entrance, and first light switches, optimized for night arrivals, to remove arrival stress, speed up self check-in, and prevent "can't find it" calls that sour first impressions.

Best practice examples

1. **Numa (Germany)** — automated photo guides that walk guests visually from street to door for seamless self access
2. **Limehome (Germany)** — clear "street-to-door" image sequences paired with timed code delivery for hassle-free entry

# Quiet, cool, and well-lit rooms with quality beds reduce complaints and elevate the entire stay experience

**9.**

## Sleep Quality Improvements

Install hotel-grade mattresses, add blackout curtains/blinds, and offer two pillow types with a visible spare blanket per bed, boosting sleep quality across preferences, reducing light/noise complaints, and driving better reviews tied to rest.

Best practice examples

1. **Premier Inn (UK)** — standardized "good night's sleep" focus with quality mattresses and blackout
2. **Hilton (USA/Global)** — consistent bedding programs featuring multiple pillow options and comfort standards

**10.**

## Climate & Airflow Basics

Add an oscillating fan in every bedroom and install mosquito screens on windows/doors, improving sleep in warm nights without overusing AC, enabling natural airflow, and cutting complaints for a calmer stay.

Best practice examples

1. **Scandic (Sweden/Nordics)** — guest comfort standards emphasizing practical ventilation and sleep quality
2. **Premier Inn (UK)** — clear room comfort basics with supplementary fans and simple cooling aids

**11.**

## Bathroom Comfort Essentials

Add enough hooks and a sturdy shelf, place a non-slip mat and a squeegee, and position a hairdryer by a mirror with good lighting, keeping things dry, organized, and easy to use for families after beach days.

Best practice examples

1. **Motel One (Germany)** — compact bathrooms with practical storage and clear layouts
2. **Holiday Inn Express (UK/Global)** — functional bathrooms emphasizing safety, lighting, and easy-dry surfaces

**12.**

## Bedside Power & Lighting

Provide bedside USB-A/C chargers and individual reading lamps at every bed, reducing cable clutter, supporting all devices, and letting guests read without lighting the room, which improves comfort for families and mixed sleep schedules.

Best practice examples

1. **citizenM (Netherlands)** — integrated bedside charging and focused reading lights in compact rooms
2. **Moxy/Marriott (USA/Global)** — standardized bedside outlets and task lighting across new-builds and refits

*Final draft report*

# Equip guests for great days whatever the weather by lending essentials, add on-property activities, and make active beach time effortless

13.


### Beach Essentials & Sports Gear

Keep a small lend-out stock of beach trolleys, sunshades/umbrellas, quick-dry towels, plus simple play gear like beach tennis paddles, volleyball/football, beginner SUP where feasible, and basic snorkel masks—so guests dive into active beach days without shopping runs.

Best practice examples

1. **Martinhal (Portugal)** — family-focused properties with practical on-site gear
2. **Sani Resort (Greece)** — organized beach services with equipment available for guests

14.

### On-Property Activity Zone

If possible, create a larger on-property zone with an ideally heated pool, shaded lounging, and a compact play area (, swing set/mini slide),giving guests an easy, all-day alternative when seas are rough and lifting shoulder-season appeal.

Best practice examples

1. **Valamar (Croatia)** — season-extended pools with family-friendly facility clusters
2. **Landal GreenParks (Netherlands)** — compact activity zones combining pools and small playgrounds

15.


### Rainy-Day Games & Media Corner

Add a small shelf with board games, cards, puzzles, and a few kids' books, plus a smart TV in guest mode (streaming apps ready) and an HDMI cable, giving guests an easy bad-weather plan at home that keeps energy positive and reviews strong.

Best practice examples

1. **Scandic (Sweden/Nordics)** — family-friendly stays with games corners and simple rainy-day activities
2. **Zoku (Netherlands)** — living-room style setups with board games and a small lending library

16.

### Wet Gear Drying Nook

Create a simple drying nook with wall hooks, a drip tray for beach footwear, a drying rack for towels/swimwear, and a small dehumidifier or fan timer—so wet items dry fast without smells in bad weather, keeping floors clean and the apartment fresh.

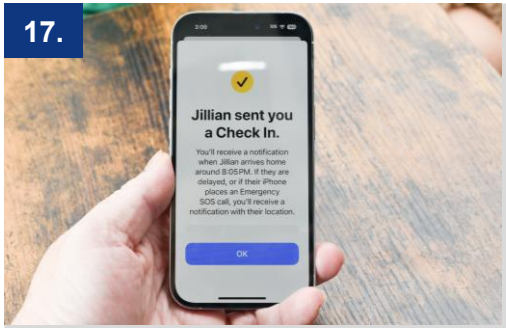
Best practice examples

1. **Center Parcs (Netherlands)** — cottages with ventilated drying spaces for wet gear
2. **YHA (UK)** — dedicated drying rooms and racks for quick turnaround

*Final draft report*

# Proactive care and a warm goodbye turn stays into loyalty, fix issues mid- visit, ease departures, and invite thoughtful feedback and rebooking

**17.**




### Mid-Stay Check-In

Send a short Day-2 WhatsApp message asking if everything meets expectations and offering a same-day fix window, catching small issues early, preventing surprise complaints, and signaling proactive care.

Best practice examples

1. **Ritz-Carlton (USA)** — proactive mid-stay outreach to resolve issues before check-out
2. **CitizenM (Netherlands)** — in-stay messaging with swift, on-demand support

**18.**

### Improving the Checkout Experience

Offer a one-hour grace check-out when cleaning allows, confirm the night before, and provide luggage-hold options (plus a quick shower option if feasible), easing last-day logistics and turning departures into calmer, better-reviewed endings.

Best practice examples

1. **Staycity (Ireland)** — optional late check-out slots communicated pre-departure
2. **Premier Inn (UK)** — add-on late check-out to reduce rush and improve guest finish

**19.**

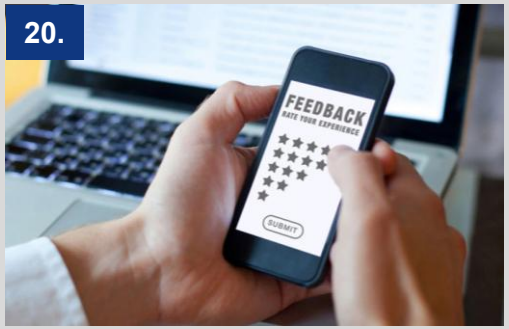

### Farewell Package

Prepare a small departure-day bundle with a few small presents (local products, souvenir, snack...), a simple checkout one-pager (keys, bins, next fuel/bridge tip), and a rebooking incentive for next year, leaving a warm last impression and prompting early repeat bookings.

Best practice examples

1. **Six Senses (Thailand/Global)** — thoughtful, sustainable parting amenities that extend the brand experience
2. **Japanese Ryokan (Japan)** — tradition of small omiyage-style farewell gifts that deepen guest goodwill

**20.**




### Post Checkout Communication

Send a brief thank-you at checkout, then 24–48 hours later a message asking for a simple 1–10 score and one open answer, "What could we improve for your next stay and for other guests?", to get calmer, more considered feedback.

Best practice examples

1. **Sykes Holiday Cottages (UK)** — Standardized after-stay surveys and published guest ratings per cottage create a clear quality loop for owners
2. **Vrbo (USA)** — Automatic review requests after checkout; owners can enable succinct follow-ups to capture specific improvement ideas

*Final draft report*

# A selective "Best of Vir" label that celebrates top providers and turns quality into a visible marketing advantage

**project 25**

## The Best of Vir



### Description

The **Best of Vir** is an **internal quality brand and label** awarded to the island's **top-performing accommodation providers, OPGs and service providers**. It builds on **Vir Excellence Club standards** but highlights those who deliver consistently **excellent comfort, cleanliness, service and Dalmatian character**. Awarded providers receive a recognisable **"Best of Vir" badge** for their buildings, websites and booking profiles, plus **priority visibility in TZO Vir and Vir turizam agency channels and campaigns.**

The goal is to make **quality clearly visible** to guests and tour operators, and to create a healthy **"race to the top"** among entrepreneurs. Transparent criteria, light verification, and **annual renewals** ensure that the label stays credible**, motivating hosts** to invest in upgrades and adopt the Micro Action Plan measures. Over time, the Best of Vir set becomes the island's flagship showcase of how a private-apartment destination can deliver reliable, Dalmatian-style quality.

### Necessary steps

1) **Design the label & criteria:** Define categories (accommodation, OPGs, activities), minimum Excellence Club status, and extra criteria (reviews, sustainability, Dalmatian character); create the "Best of Vir" visual.
2) **Set selection & verification process:** Combine self-assessment, basic documentation (photos, licenses), and spot checks/mystery visits for a manageable, trusted process.
3) **Integrate with marketing:** Feature awardees on the official website, and social media, and mark them clearly in all destination campaigns.
4) **Launch annual awards cycle:** Open applications once per year, review and select winners, and announce them publicly before peak season.
5) **Monitor & refine:** Track feedback and results, then update criteria and benefits every few years to keep the label aligned with Vir's positioning.

### Best practice example – Kvarner Family (Croatia)

KVARNER
Family Quality

*Kvarner Family* is a regional label for private accommodation that meets clear standards of comfort, cleanliness and host service. Certified hosts receive a recognizable logo/plaque and priority promotion by the regional DMO.

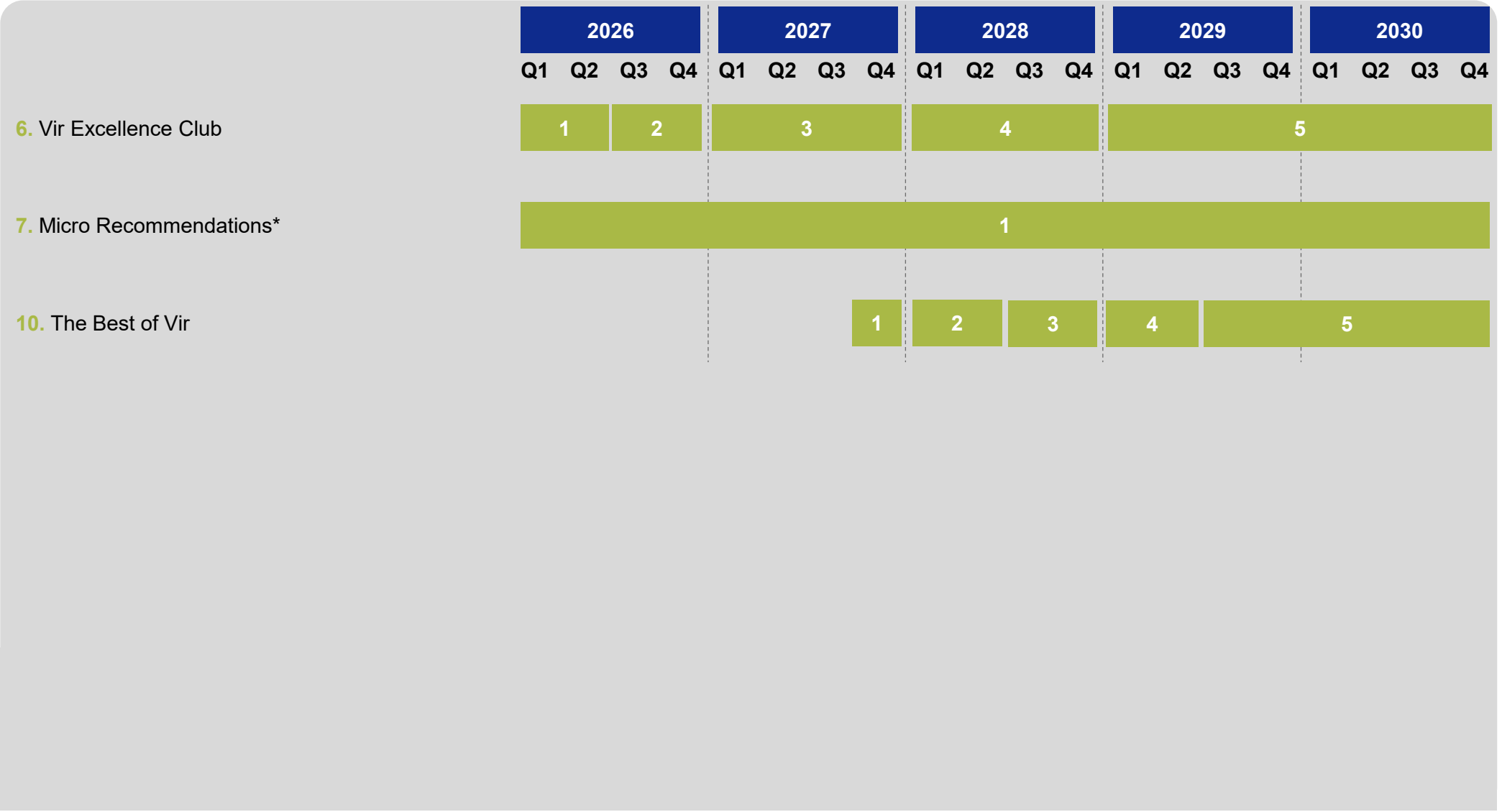
For Vir, this shows how a **simple, destination-level quality mark** can motivate hosts to upgrade while giving visitors an easy signal of reliable, higher-standard providers. A **"Best of Vir"** label can play the same role: clear criteria, visible branding on houses and online, and promotion through TZO Vir to drive the shift from quantity to quality.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | TZO Vir (lead) + Municipality; small County/national quality & branding grants | no (main value in quality uplift, image, ADR/occupancy | TZO Vir | TZO Vir with Vir Evolution d.o.o. and Vir Excellence Club |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Chapter 6 – The Path To Excellence Timeline




** Micro Recommendations have to be implemented by private providers so they can not have a timeline like the other projects.*

*Final draft report*

# Re-adjusted destination management, branding and marketing ensure Vir grows in the right way, not just in volume

## Internal and External Refocus

### Why internal and external refocus matters for Vir

Vir's tourism has grown faster than its **destination organization, brand and marketing tools**. Roles between the Municipality, TZO Vir and Vir turizam d.o.o. overlap, and much communication still focuses mainly on gastronomy and events and does not function as a modern DMO.

Chapter 7 brings together **the core "management tools" of the destination**: a refocused destination organization with clear responsibilities and KPIs; a professional branding strategy and a marketing strategy that prioritizes the right markets, seasons and products. Regional cooperation with Nin, Vrsi and Privlaka adds a wider platform for joint products and positioning.

With a clearer internal setup, sharper external message and **active regional partnerships**, Vir can implement the DMP consistently, attract guests who fit its quality and sustainability goals, and coordinate more effectively with Zadar County and neighboring destinations.

### Projects in Chapter 7 – Internal and External Refocus:

26) Efficient Destination Management

27) Commission a Branding Strategy

28) Commission a Marketing Strategy

29) Regional Cooperation

### Expected effects of Chapter 7 projects

- **Clear governance:** defined roles, funding and KPIs for the destination organization.
- **Coherent identity:** a single, consistent story of what "Vir" stands for.
- **Targeted promotion:** marketing focused on priority markets, segments and seasons.
- **Stronger regional offer:** joint products and campaigns with Nin–Vrsi–Privlaka.
- **Real implementation capacity:** an organization and partner network that can deliver the Action Plan.


# Clarify roles, secure stable funding, and refocus the island's tourism body on destination management and marketing

**project 26**

## Efficient Destination Management

### Description

Vir needs a **clearer division of roles**: **Vir turizam d.o.o.** should act as the **lead destination organization** for **strategy, product development, marketing and partner coordination**, while day-to-day commercial activities (individual beaches, kiosks, venues, rentals) are handled by **separate operators or subsidiaries**. Today these roles are mixed, which makes it hard to manage **carrying capacity**, improve **quality** or implement this DMP. Refocusing Vir turizam on **"steering the destination" instead of "running everything"** is essential for better coordination and a stronger year-round offer.

The reset is about **repurposing, not abolishing**, the existing structure: update **statutes, governance and KPIs** to give Vir turizam a clear mandate, and build a **small expert core team** . Secure **predictable funding** (tourist-tax share, municipal allocation, project grants and a capped fee for joint campaigns) so the team can plan beyond one season. Communication should stress continuity of services, but with **simpler processes**, **clearer responsibilities** and more **visible accountability for results**.

### Necessary steps

1) **Agree mandate & services:** Adopt a one-page charter: destination strategy, product/quality programs, brand/marketing, data/insights, partnerships; **exclude** direct venue operations.
2) **Governance & statutes:** Create a balanced board (Municipality, TZ, county TB, providers, community); update statutes to **ring-fence operations** and set conflict-of-interest rules.
3) **Funding model:** Fix a multi-year budget: tourist-tax share, municipal line, county/EU co-funding; define marketing tiers for private partners.
4) **Org & KPIs:** Staff lean core and set KPIs: off-peak share, guest satisfaction,, brand reach, data dashboard, and project milestones.
5) **Transition plan:** Map current activities; commercial operations via contracts or SPVs; publish a 12-month roadmap and stakeholder FAQ.

### Best practice example – Vienna Tourist Board (Austria)

WIEN
JETZT ◆ FÜR IMMER

The Vienna Tourist Board is a legally defined **destination marketing and management organisation**. A Tourism Commission with City and industry representatives sets direction and approves the budget; a Director of Tourism leads the professional team.

The **City** provides stable funding, industry adds input and support, and the DMO concentrates on **marketing, product development and research**. Commercial operations (hotels, venues, attractions) stay with private or municipal operators—showing how governance and funding can be structured for Vir's reset DMO.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low to medium | Municipality of Vir; tourist-tax share, EU/small national grants for projects | Indirect (marketing fees; training/label fees | Municipality of Vir & TZO Vir | Repurposed Vir destination organization (lean DMO core) |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# One clear island identity unifying positioning, promise, and visuals that tie every story on Vir into a single, quality-led brand

**project 27**

## Commission a Branding Strategy



### Description

Commission a **destination brand platform** that defines Vir's **positioning, promise, and pillars** (families, nature/active, local culture) and turns them into a **visual identity + tone of voice** used across web, socials, print, and on-site signage. The brand must shift Vir from a generic sun-&-sea image to a **family-friendly, quality-led island** and link directly to our flagship actions (themed beaches, Landmarks Route, Natural West, Excellence Club). Deliverables: a **brand book**, messaging matrix by audience, and ready-to-use templates for partners.

Anchor the narrative in **authentic community values** (hosts, events, nature protection) and in our 2030 goals (quality, season dispersion). Include a **governance light model** (brand committee + approvals) so assets are used consistently, and a **launch plan** aligned with new products coming online in phases.

### Necessary steps

1) **Brand platform & narrative:** Appoint agency; define **positioning, value proposition, and brand pillars**; craft **visual ID, tone, and messaging** per target segment; map messages to flagship projects.
2) **Community & partner alignment:** Run a short co-creation loop to test **story, visuals, and usage rules**; finalize a **brand book + partner toolkit** (logos, photo/video specs, copy blocks).
3) **Governance:** Create a small **brand committee** and a one-page approval/usage process.
4) **Roll-out:** Phase 1 on **web/social & signage refresh**; quick wins tied to **themed beaches** and **Landmarks Route**.
5) **Measure:** Track brand adoption and engagement; quarterly tweaks toward 2030 KPI "brand implemented.

### Best practice example – Visit Gozo (Malta)

An island-level brand that clearly distinguishes **Gozo** from Malta as a separate destination, backed by a recent **logo/website refresh** and B2B guidance that keeps local partners communicating under one, experience-led identity.

Vir also needs a **small-island brand** that stands apart while staying under the national umbrella; Gozo shows how to **codify distinctiveness** (visuals + story) and publish a partner-friendly toolkit—ideal for our **family-friendly, quality-led** positioning.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | TZO Vir + Municipality, Zadar County TB co-funding; eligible marketing grants | Indirect (ADR/occupancy uplift, partner uptake) | TZO Vir | Appointed branding agency and TZO Vir |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

*Final draft report*

# Always-on, digital-first marketing that targets the right families and active/culture guests with clear seasonal reasons to visit

**project 28**

## Commission a Marketing Strategy


### Description

Develop a **practical, demand-focused marketing strategy** that operationalizes the brand into clear audiences, messages, and channels. Prioritize **primary family markets** and **secondary active/culture segments**, with storytelling built around our flagship offers (themed beaches, Landmarks Route, Natural West, Vir Excellence Club and shoulder-season products The aim is to shift Vir from generic sun-and-sea to a **quality, family-friendly island** with bookable reasons to visit outside July–August—consistent in tone and visuals across web, social, PR, and trade.

Run **digital-first, always-on** activity with seasonal peaks (summer service/info; spring/autumn inspiration and offers), align partners under one narrative, and make co-op participation simple. Content is planned on a **12-month cadence,** so TZO Vir and local providers know what to produce and when; measurement is lightweight but regular (reach, engagement, referrals), allowing quarterly adjustments to spend, creative, and markets.

### Necessary steps

1) **Segmentation & channel mix:** Define primary/secondary markets, **messages by segment**, and the split across **web/SEO, social, email, PR, trade**; set KPIs and tracking.
2) **Content system & calendar:** Build a **12-month calendar** (summer themes; shoulder-season active/culture; host excellence), asset specs, and **partner submission rules** for photos/offers.
3) **Sales enablement:** Launch a light **co-op program** (matched media, microsite slots) and a **press/creator kit**.
4) **Campaigns:** Run two **hero bursts** (summer beaches; autumn active/culture) + always-on social/search.
5) **Measure & optimize:** Monthly dashboard; adjust spend/creative by KPI; share wins with partners quarterly.

### Best practice example – Visit Aland (Aland islands, Finland)

A **member-based island DMO** (**~260 members**) whose core mandate is to **market Åland and develop tourism with local industry**, i.e., a practical governance + marketing model for small destinations that need partners to carry the story year-round.

Marketing must be **always-on and partner-driven**; Åland's setup shows how to structure a small DMO to activate local providers at scale (membership, shared content, co-created campaigns) while keeping the message consistent across channels.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low | TZO Vir + Municipality, co-op buy-ins from partners; small County/EU digital grants | Indirect (traffic/referrals; ADR/occupancy) | TZO Vir | Appointed marketing agency and TZO Vir |

[1] *Investment levels:* ***Low*** *< €100.000 ;* ***Medium*** *€100.000–500.000;* ***High*** *> €500.000*

# Neighbouring towns cooperate, so visitors enjoy one coherent coastal getaway in western Zadar county

**project 29**

## Regional Cooperation

### Description

Build a **micro-region alliance** with **Nin, Vrsi, and Privlaka** to package what visitors already do informally—day trips for culture, gastronomy, nature, and light sport—into **joined-up 2–4 day offers**. The goal is to turn Vir's bridge-side location and Zadar-area access into an advantage: combine Vir's themed beaches/landmarks with **Nin's heritage & salt**, **Privlaka's beaches & crafts**, and **Vrsi's rural/active** elements, with simple **joint wayfinding and calendars** so guests can plan without a car-heavy maze.

This responds directly to stakeholder calls for **stronger inter-municipal collaboration** and dispersion beyond the center, while keeping spend in the western Zadar area. Start with **co-branded itineraries** (families; active & nature; food & culture), a **shared events spine** across spring/autumn, and light **mobility alignment** (edge parking + shuttle messaging, bike routes). Keep governance lean: **mayor/TZ roundtable** with a small working group to publish joint products and track KPIs.

### Necessary steps

1) **Form the alliance & scope:** Set up a **Nin–Vrsi–Privlaka–Vir roundtable** (mayors + TBs + utilities) with a one-page **MoU** on goals (dispersion, shoulder season, shared comms), roles, and a 12-month pilot calendar.
2) **Design co-branded products:** Publish 3 **bookable itineraries** (Family Coast; Active & Nature; Food & Culture) that stitch together existing assets, plus a joint **events spine** in spring/autumn.
3) **Light mobility & signage:** Align edge-parking/shuttle messaging; sign a few **bike links** and crossings; add a **micro-destination map** online.
4) **Trade & PR push:** Create a **shared media kit** and 2–3 trade offers (alliance-rate bundles) for regional operators.
5) **Measure & iterate:** Track referrals, joint event attendance, and average length of stay; adjust itineraries quarterly.

### Best practice example – Crikvenica-Vinodol Riviera (Croatia)

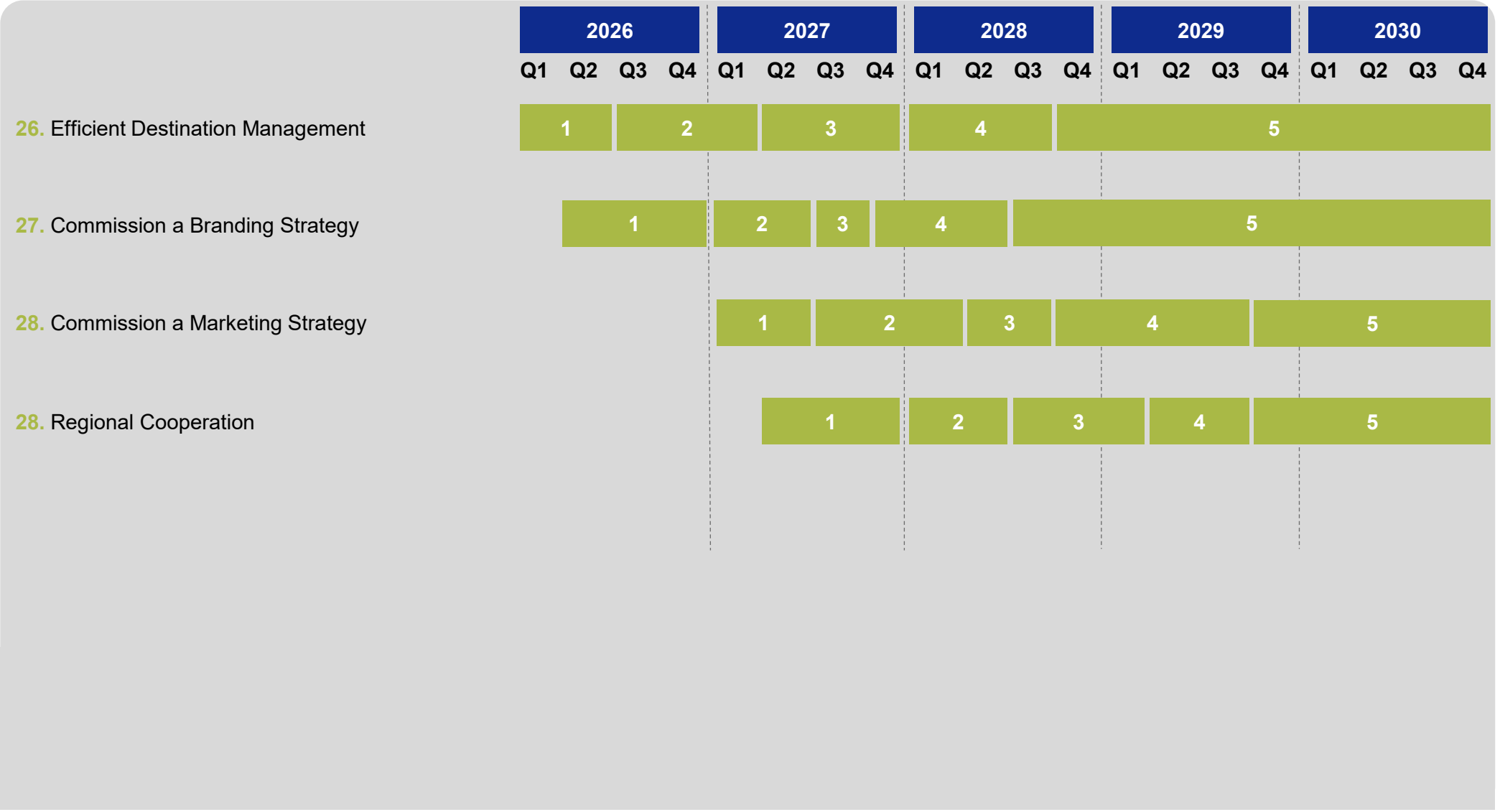
A **multi-municipality coastal brand** that markets **Crikvenica, Dramalj, Jadranovo, Selce** together with the **Vinodol valley** under one visitor offer—shared web presence, joint **events calendar** (400+ yearly), and cross-destination **cycling/active trails** with unified mapping.

It shows how nearby towns can **package family/active assets** into simple, car-light short breaks: one brand and site, **co-branded events**, and integrated **bike routes/maps** that make moving between coast and hinterland intuitive. This is the closest Adriatic analogue to Vir's **Nin–Vrsi–Privlaka–Vir** cooperation vision.

| investment level[1] | likely source of financing | direct income generation | project initiator | project implementor |
|---|---|---|---|---|
| low-medium | Municipality + TZO Vir; Zadar County TB co-funding; small grants where eligible | limited (ticketed micro-events; main value in brand awareness) | TZO Vir, Municipality Vir | Vir Turizam, TZO Vir and Municipality of Vir |

[1] *Investment levels: **Low** < €100.000 ; **Medium** €100.000–500.000; **High** > €500.000*

# Chapter 7 – Internal and External Refocus Timeline



# From unmanaged growth to a liveable Dalmatian island, Vir's 2030 roadmap is ready

## Where Vir Stands Today

Vir has grown from a quiet island into one of Croatia's most intensely used summer destinations, driven mainly by private and second-home accommodation. This brings strong accessibility, a long coastline and a loyal family market – but also visible pressure on infrastructure, public space and quality of life, especially in peak season.

### What This Plan Delivers

The DMP combines a factual diagnosis (Modules 1 & 2) with a realistic, phased Action Plan (Module 3). It shifts the focus from "more beds and more cars" to "better places and better services": managing carrying capacity, upgrading utilities and mobility, raising quality in accommodation, developing key sports and leisure facilities, and creating recognizable landmarks and stories that reflect Vir's Dalmatian identity.

### Conditions for Success

Success now depends less on new ideas and more on implementation: clear roles between Municipality, TZO Vir and Vir turizam d.o.o., a stable multi-year funding model, strong data and monitoring, and active cooperation with local providers and neighboring destinations. If these elements are secured, the recommended projects can be delivered step by step instead of as one-off, isolated investments.

### Outlook

If the Plan is followed consistently, Vir can turn the legacy of rapid, unmanaged growth into an asset: an accessible island with the scale, market and community energy to reposition itself. By 2030, Vir can be known not just as a place with many beds, but as a liveable, recognizable Dalmatian island with cleaner and safer spaces, higher service standards and a more balanced, higher-quality tourism offer across a longer season.

### Vir 2030 – what success looks like

- **Balanced season:** fewer extreme peaks, stronger June and September.
- **Higher-quality stays:** more spending per guest, better-reviewed accommodation and services.
- **Liveable island:** cleaner public spaces, calmer nights, protected nature and beaches.
- **Recognisable identity:** "Dalmatian Vir" visible in architecture, food, events and stories.

### Next steps after adoption

1. **Agree priorities:** select 5–7 phase-1 projects for 2026–2027.
2. **Set up governance & funding:** confirm roles, budgets and timelines (Municipality, TZO Vir, Vir turizam d.o.o.
3. **Launch quick wins:** Vir Excellence Club + data dashboard to signal the new direction.
4. **Review annually:** track indicators, update the Action Plan and communicate progress.

*Final draft report*

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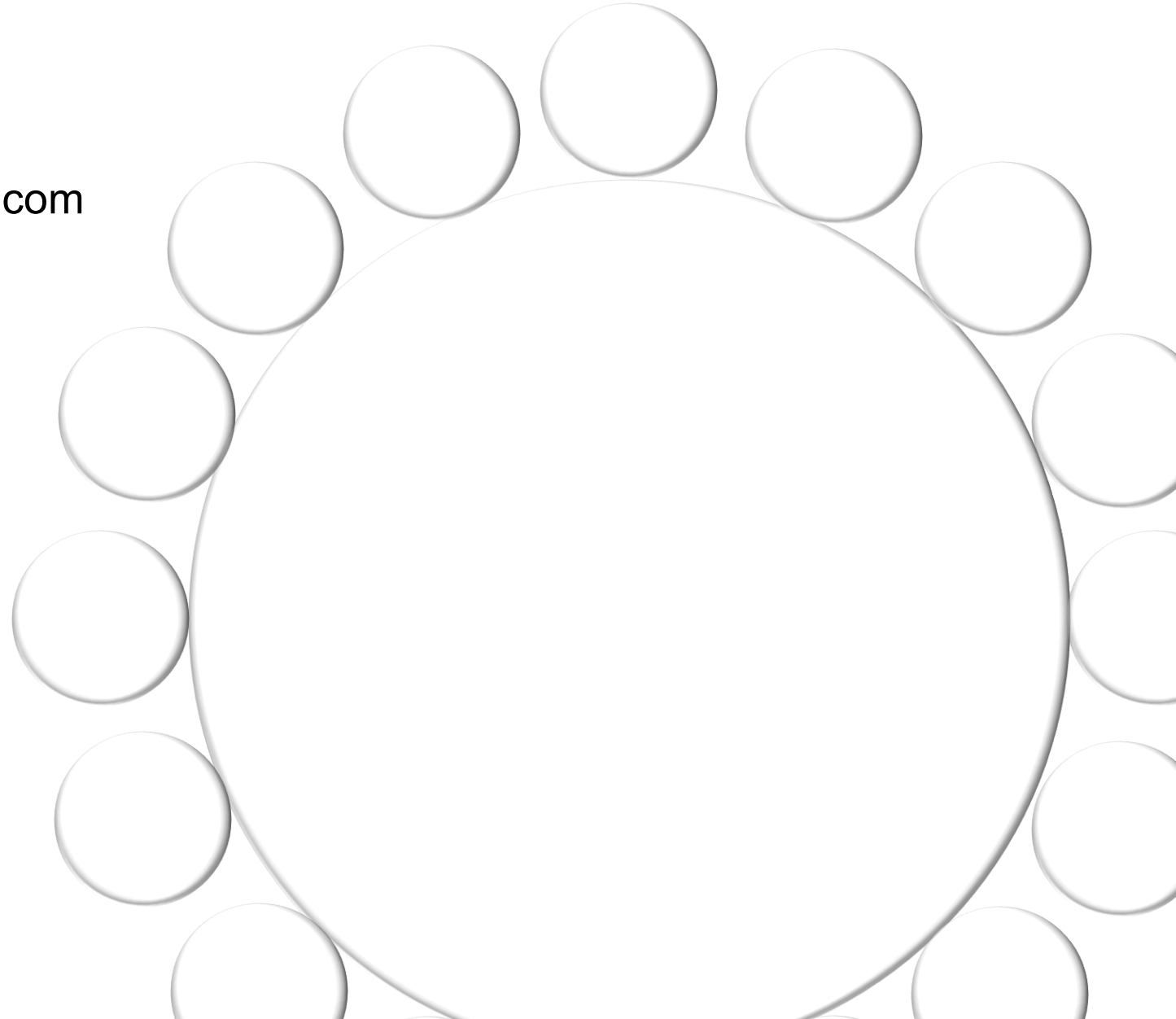


# who we are

**1** firm

as the only fully integrated global hospitality advisory firm, we ensure strict quality standards on all assignments

**4** sectors

we provide consulting and other services for the hotel, (serviced) living, tourism & leisure sectors

- feasibility studies
- valuations + appraisals
- operator search
- concepts + brands
- project development
- financing + investment
- asset management
- strategic advice
- sustainability solutions
- **destination development**
- due diligence
- education + training
- executive search
- mergers + acquisitions
- data analytics
- trends + innovation
- events + networking
- news + publications

**18** services lines

- Argentina (Buenos Aires)
- Austria (Vienna)
- China (Hong Kong, Shanghai)
- Croatia (Zagreb)
- France (Paris)
- Germany (Berlin, Munich)
- Italy (Milan, Rome)
- South Africa (Cape Town)
- Spain (Madrid)
- Switzerland (Zurich)
- Turkey (Istanbul)
- Ukraine (Kyiv)
- United Arab Emirates (Dubai)
- United Kingdom (London)
- USA (Austin, Los Angeles, Miami, New York)

**21** locations

**98** years

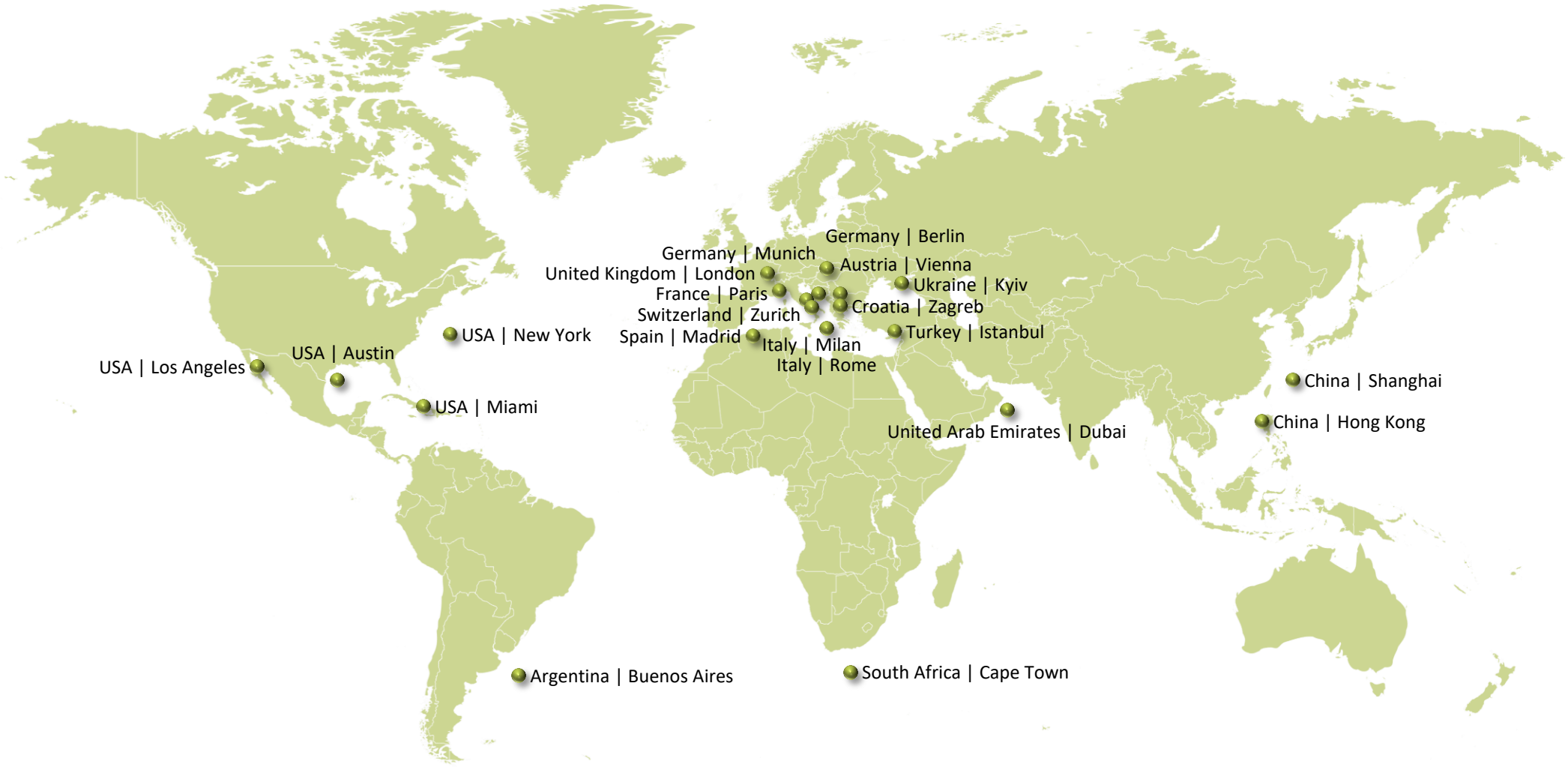
PKF's significant track record goes back to the launch of USALI, the global hospitality accounting standard, in 1927

**100+** experts

our team of experienced consultants is based in offices on all continents and works seamlessly across borders

*As part of PKF Global, we give our clients access to on-the-ground expertise in more than 400 locations in over 150 countries with over 20,000 professionals. Please visit www.pkf.com for further information.*

# where we are




*offices of the PKF hospitality group; + 500 PKF accounting & tax offices worldwide*

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# Annex 1 — Method & Zoning Framework (NN 112/2024)

### 1.1 Legal anchor & scope

This DMP sets up a forward-looking carrying-capacity system in line with **NN 112/2024** (mandatory sustainability & capacity monitoring) and applies it to Vir at zone level. The system uses **only officially published statistics and municipal/utility logs**; no retroactive estimates are made.

### 1.2 Zoning basis (spatial grounding)

Zones follow the **Municipal Spatial Plan layers** (land-use/namjena, utilization/intensity, coastal belt, infrastructure). Within that legal frame we distinguish four **functional analysis zones** for management comparability:
**Z1 Center – main tourist area; Z2 Mixed residential/tourism; Z3 Periphery/service & low-intensity edges; Z4 Protected & natural areas.**

### 1.3 Data treatment principle

- No redistribution of island-level figures to zones where none exist; such cells are marked **N/A** and scheduled for **simple, prospective collection** next season.
- All inputs are **source-tagged** (owner, unit, frequency, period).

### 1.4 Indicator lenses, minimum set & thresholds

Each zone is assessed through **four lenses**; the minimum indicators and **warning levels** below meet NN 112/2024's requirement to combine quantitative and qualitative signals and to include infrastructure & perception.

| Lens | Minimum indicator | Unit | Source | Frequency | Warning level (for traffic-light rule) |
|---|---|---|---|---|---|
| **Intensity (context)** | Peak-month **overnights** (island) | number | eVisitor / TZO Vir | Monthly (Jul–Aug) | n/a context only |
| **Functioning (ops)** | **Mid-day occupancy** at relevant public parking / hubs (Z1/Z2/Z3) **or trailhead access occupancy** (Z4) on **top-10 peak days** | % (or pax/hr for shuttle queues in Z3) | Municipal logs (+ operator for shuttles) | On flagged peak days | **≥90%** occupancy **or** sustained queues |
| **Perception** | **Mini-index** (residents near Z1–Z3; nature comfort mini-index for Z4) on cleanliness, night noise, mobility/parking or rule-respect | 1–5 | Official micro-survey | 1× post-season | **<3.2** |
| **Infrastructure** | **Water/sewage peak load** (Z1–Z3) **/ waste capacity & incidents** at access points (Z4) on top-10 days | % of capacity / incident log | Utility operator / Vir turizam ops | On peak days (+ post-season review) | **≥85%** sustained load or repeated incident(s) |

**sources: Prostorni plan Općine Vir (layers: land-use, intensity, coastal, infra)" under **1.2** to make the legal grounding explicit on-page*

*Final draft report*

# Annex 1 — Method & Zoning Framework (NN 112/2024)

### 1.5 Collection calendar & responsibilities

- **Pre-season (May):** confirm peak-day list, counters/forms, contacts; agree KPI owners; publish the one-page method note.
- **In-season (Jul–Aug):** log parking/hub occupancy (top-10 days); capture utility peak-load snapshots; maintain waste/incident notes for Z4.
- **Post-season (Sep):** field mini-surveys (residents/nature); assemble eVisitor context; compile the Interpretation & Status note and **next-season follow-ups**.

**Owners** (minimum): TZO Vir (stats & surveys), Municipality/Vir turizam (parking/hub logs, waste), Utility operator (water/sewage). Dashboard custodian per Module 3 **"Destination Data Dashboard."**

### 1.6 Zone-specific indicator map (what is logged where)

- **Z1 Center:** public parking mid-day occupancy; utility peak load; resident mini-index.
- **Z2 Mixed residential/tourism:** on-street + signed-lot mid-day occupancy; utility peak load; resident mini-index; note waste-route overflows.
- **Z3 Periphery/service edges:** edge-hub occupancy & shuttle throughput/queues; adjacent utility load; resident mini-index on perimeter streets; waste collection utilization.
- **Z4 Protected & natural:** trailhead/shore access occupancy; waste/sanitary capacity & incident log; **nature comfort mini-index**.

### 1.7 Publication & QA

- **Outputs:** one zone page each (lens table + interpretation/status + follow-ups) and a short **methodology box** that cites this Annex.
- **QA:** quarterly KPI review in the **Destination Data Dashboard** governance (owners, frequencies, actions).

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# Annex 2 — Indicator Definitions & Survey Instruments

## 2.1 Indicator register (operational definitions)

**How to read:** Each row defines exactly what we measure, where it comes from, how often, and the **warning level** used for the traffic-light rule on zone slides (Green/Yellow/Red per Annex 1). Official sources only; where a zone value doesn't exist we record **N/A** and collect prospectively on Top-10 peak days.

| Lens | Indicator (code) | Definition (operational) | Unit | Geography | Source/Owner | When / rhythm | Warning level used on slides |
|---|---|---|---|---|---|---|---|
| **Intensity (context)** | INT-1 Peak-month overnights | Registered overnights in **July–August** (context for peak pressure; not a trigger by itself). | number | Island | **eVisitor / TZO Vir** | Monthly | — (context only). |
| **Functioning** | FUN-Z1 Parking occupancy (mid-day) | Share of **signed public spaces** in Z1 occupied at **12:00–13:00** on each **Top-10** peak day. | % | Zone 1 | Municipality log | Top-10 days | **≥90%** = warning. |
| | FUN-Z2 On-street + lot occupancy (mid-day) | Combined **on-street + signed lot** occupancy at 12:00–13:00 on Top-10 days. | % | Zone 2 | Municipality log | Top-10 days | **≥90%**. |
| | FUN-Z3 Edge-hub occupancy & shuttle queues | Edge/overflow lot occupancy at 12:00–13:00 **and** shuttle queue time/throughput. | % / min / pax·h$^{-1}$ | Zone 3 | Municipality + shuttle operator | Top-10 days | **≥90%** or **queue >10 min**. |
| | FUN-Z4 Trailhead/shore access occupancy | Occupancy of informal/formal **access/parking points** at 12:00–13:00 on Top-10 days. | % | Zone 4 | Municipality log | Top-10 days | **≥90%**. |
| **Perception** | PER-Z1 Resident mini-index | Mean of 4 questions (1–5): **cleanliness, night noise, mobility, overall comfort** (Z1 residents). | 1–5 | Zone 1 | Municipality / TZO Vir (official micro-survey) | Post-season (1×) | **<3.2**. |
| | PER-Z2 Resident mini-index | Mean of 4 questions (1–5): **cleanliness, night noise, mobility/parking, overall comfort** (Z2 residents). | 1–5 | Zone 2 | Municipality / TZO Vir | Post-season (1×) | **<3.2**. |
| | PER-Z3 Resident mini-index (perimeter) | Mean of 4 questions (1–5): **noise, dust, circulation, overall comfort** (perimeter streets). | 1–5 | Zone 3 | Municipality / TZO Vir | Post-season (1×) | **<3.2**. |
| | PER-Z4 **Nature comfort mini-index** | Mean of 4 questions (1–5): **cleanliness, crowding, rule-respect, overall comfort** (visitors/residents/wardens at access points). | 1–5 | Zone 4 | Municipality / TZO Vir | Post-season (1×) | **<3.2**. |

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# Annex 2 — Indicator Definitions & Survey Instruments

| Lens | Indicator (code) | Definition (operational) | Unit | Geography | Source/Owner | When / rhythm | Warning level used on slides |
|---|---|---|---|---|---|---|---|
| **Infrastructure / Environment** | INF-WS (Z1–Z3) Water/sewage peak load | Highest measured flow vs **design capacity** on Top-10 days (WWTP/segment). | % of capacity | Z1–Z3 | **Utility operator** | Top-10 days | **≥85% sustained**. |
| | INF-WAS-Z2 Waste route utilization / overflows | Route utilization on peak days + **overflow notes** at hotspots. | % / notes | Zone 2 | Communal operator | Top-10 days | **≥85%** or repeated overflows. |
| | INF-WAS-Z3 Waste transfer/collection utilization | Utilization at hubs/transfer points; overflow notes. | % / notes | Zone 3 | Communal operator | Top-10 days | **≥85%** or overflows. |
| | INF-NAT-Z4 Waste & sanitary utilization + **incident log** | Utilization of bins/WCs at access points; log of **fires, rescues, illegal camping, erosion closures**. | % / count | Zone 4 | Communal operator + Civil Protection/rangers | Top-10 days (+ ongoing for incidents) | **≥85%** (utilization) **or ≥3 incidents** on a peak day / any high-severity incident. |

## 2.2 Survey instruments (ready to field)

### 2.2.1 Resident Mini-Index (Zones 1–3)

**Who/where:** Residents living **in or adjacent to the zone** (Z1–Z3).
**When: Post-season (Sep)**, online + short street intercepts.
**Scale:** 1=Very poor · 2=Poor · 3=Acceptable · 4=Good · 5=Excellent.
**Threshold: Mean <3.2** triggers a warning for the zone.

**Questions (ask all four):**

1. *Cleanliness on my streets and public areas during peak season was…* (1–5)
2. *Night-time noise where I live during peak season was…* (1–5; **reverse code** if needed)
3. *Mobility/parking on my streets during peak season was…* (1–5)
4. *Overall comfort of living in my neighborhood during peak season was…* (1–5)

**Admin notes:** Tag each response with **zone of residence**; target **n≥150 island-wide** with minimum **n≥30 per zone** for a first year; publish only aggregated results. (Matches the “official micro-survey” referenced on slides.)

# Annex 2 — Indicator Definitions & Survey Instruments

**2.2.2 Nature Comfort Mini-Index (Zone 4)**

**Who/where: Visitors, residents, and wardens** at Zone 4 **access points** (trailheads/shore).
**When: Post-season (Sep)**; short intercepts at access points + QR poster.
**Scale:** 1–5 as above.
**Threshold: Mean <3.2** triggers a warning.

**Questions (ask all four):**

1. *Cleanliness at this site during peak season was…* (1–5)
2. *Crowding at this site during peak season was…* (1–5)
3. *Visitors respected site rules (fires/camping/paths) during peak season…* (1–5)
4. *Overall comfort/safety at this site during peak season was…* (1–5)

**Admin notes:** Tag by **access point**; combine with **incident log** and **waste/sanitary utilization** for interpretation on the Z4 slide. (Aligns with our Z4 table/text.)

### 2.3 Scoring & traffic-light application

- Compute each mini-index as a **simple mean (1–5)**.
- Apply the project rule: **Red** if **≥2 lenses** in a zone hit their warning level; **Yellow** if **1**; **Green** if **0**. Record dates/locations of spikes and one operational note (appears on each zone slide).

### 2.4 Data stewardship

All inputs are **official**: eVisitor/TZO Vir for INT-1; municipal parking/hub logs for FUN; utility logs for INF-WS; communal operator for waste; Civil Protection/rangers for incidents; surveys administered by TZO Vir/Municipality. No redistribution/estimation to zones where no official figure exists; mark **N/A** and collect prospectively (Top-10 days, 12:00–13:00 window

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# Annex 3 — Indicator Definitions & Survey Instruments

### 3.1 KPI owner matrix (who supplies what, how often)

| KPI (lens) | Geography | Primary owner / source | Format | Frequency | Peak-day procedure |
|---|---|---|---|---|---|
| Peak-month overnights (INT) | Island | **TZO Vir / eVisitor** | Monthly XLS/CSV | Monthly (Jul–Aug highlighted) | n/a (context only). |
| Public parking occupancy, mid-day (FUN) | Z1 | **Municipality / Vir turizam d.o.o.** (signed Z1 car parks) | Count sheet → XLS | **Top-10** peak days, 12:00–13:00 | One 60-min count per site; photo note if overflow. |
| On-street + lot occupancy, mid-day (FUN) | Z2 | **Municipality** (selected streets + lots) | Count sheet → XLS | **Top-10** days, 12:00–13:00 | Street segments + signed lots counted; overflow noted. |
| Edge-hub/overflow occupancy & shuttle queues (FUN) | Z3 | **Municipality + shuttle operator** | Count & queue log → XLS | **Top-10** days, 12:00–13:00 | Occupancy %; queue minutes / throughput. |
| Trailhead/shore access occupancy (FUN) | Z4 | **Municipality** (access points) | Count sheet → XLS | **Top-10** days, 12:00–13:00 | Access/parking load, overflow photo note. |
| Resident mini-index (PER) | Z1–Z3 | **Municipality / TZO Vir** (official micro-survey) | CSV (anonymized) | **Post-season (1×)** | 4 questions (1–5); tag zone of residence. |
| Nature comfort mini-index (PER) | Z4 | **Municipality / TZO Vir** (intercepts + QR) | CSV (anonymized) | **Post-season (1×)** | 4 questions (1–5); tag access point. |
| Water/sewage peak load % (INF) | Z1–Z3 (segment/WWTP) | **Utility operator** | XLS / PDF export | **Top-10** days (peak snapshot) | % of design capacity at daily peak. |
| Waste route / transfer utilization & overflows (INF) | Z2–Z3 | **Communal operator / Vir turizam ops** | Route sheet → XLS | **Top-10** days | Utilization %; overflow/extra run noted. |

*Method note:* Top-10 peak days are selected once (island-wide) and applied across zones; mid-day window = **12:00–13:00**; only official statistics and municipal/utility/communal logs are used; where a zone value doesn't exist, mark **N/A** and set up prospective collection next season

# Annex 3 — Indicator Definitions & Survey Instruments

### 3.2 Records & storage (reproducibility)

- **Weekly in season (Jul–Aug):** owners upload parking/hub counts, shuttle queues, waste utilization notes, and any incidents to the shared folder (Dashboard feed). TZO Vir posts eVisitor context monthly.
- **Post-season (Sep):** TZO Vir/Municipality field the resident and nature mini-surveys; utilities provide peak-load snapshots for the Top-10 days; communal operator compiles overflow/extra-run notes.
- **Quarterly:** KPI owners meet for a short Dashboard review to agree fixes and publishing cadence.

### 3.3 Update rhythms & responsibilities

- **Source files:** Each KPI has a named folder and file convention: YYYY-MM-DD_zone_asset_KPI.xlsx/pdf. Photos for overflow/queues are saved beside the sheet with identical filename stem.
- **System of record:** The “Destination Data Dashboard” is the aggregation layer; raw files remain the legal record in the owners’ folders. Dashboard displays weekly public status (beaches/services) and an internal ops view (waste/complaints/maintenance).
- **Access:** Municipality IT grants edit rights to owners; read-only to leadership; selected public indicators may be surfaced in-season (e.g., beach status).

### 3.4 Publication & annual report

- **When:** October/November each year (after post-season surveys).
- **What to publish (≤6 pages):** 1) Summary & traffic-light by zone; 2) Method note (link to Annex 1); 3) Results per lens (Top-10 findings + survey means); 4) Hotspots & incidents; 5) Follow-ups for next season (as on slides); 6) Data owners & update cadence.
- **Where:** Uploaded to the municipal/TZO Vir site; key highlights mirrored on the Dashboard public view.

### 3.5 Publication & annual report

- **Cross-checks:** Compare parking loads vs. shuttle queues; water peaks vs. outage/complaint logs; survey hot streets vs. measured curb saturation. Record any discrepancies in the quarterly dashboard review.
- **Change log:** Any change to a KPI definition, owner, or threshold is noted in a one-line Change Log block on the Dashboard and referenced in the next Annual Capacity Report.

*Final draft report*

# Annex 4 — Indicator Definitions & Survey Instruments

## 4.1 Global thresholds & status rule

- **Parking / hubs / access (Functioning): ≥90%** mid-day occupancy on Top-10 peak days triggers a warning (queues >10 min also trigger in Z3).
- **Perception (mini-indices): <3.2 / 5** mean triggers a warning.
- **Water/Sewage (Infrastructure): ≥85%** of design capacity sustained at peak triggers a warning.
- **Waste/Sanitary (Z2–Z4): ≥85%** utilization or repeated overflow notes trigger a warning.
- **Incidents (Z4): ≥3 incidents** on a peak day **or** any high-severity incident (fire/rescue) triggers a warning.

**Traffic-light classification (per zone): Red** if **≥2** lenses hit warning; **Yellow** if **1**; **Green** if **0**. Record spike dates/locations + one ops note (cause/mitigation).

**Method constants: Top-10** peak days used **across all zones**; **mid-day = 12:00–13:00**; only **official stats/logs**; if no zone figure exists → **N/A** and collect prospectively next season.

## 4.2 4.2 Peak-day field forms

**Form 1 — Parking / Hubs / Trailheads (Functioning)**

**Use in:** Z1 (public car parks), Z2 (on-street + signed lots), Z3 (edge hubs/overflow + **queue time**), Z4 (trailhead/shore access).

**Count window:** 12:00–13:00 on each Top-10 peak day.

**Fields to capture (one row per site):**

Date · Zone · Site ID / name · Signed capacity (spaces) · Occupied at 12:30 · Occupancy % · Queue minutes (Z3 only) · Overflow note (Y/N + where) · Counter initials

*Warning check (auto or manual):* flag **≥90%** occupancy and **>10 min queues** (Z3)

**Form 2 — Utilities Peak Load (Infrastructure)**

**Use in:** Z1–Z3 (WWTP/segment near the zone); Z4 where relevant for access points.

**Window:** daily peak snapshot for each Top-10 day.

**Fields:** Date · Zone · Segment/WWTP ID · Design capacity ($m^3/h$ or l/s) · Measured peak flow · % of capacity · Outage/incident note · Operator initials

*Warning check:* flag **≥85%** sustained load.

*Final draft report*

# Annex 4 — Indicator Definitions & Survey Instruments

**Form 3 — Waste / Sanitary Utilization & Overflows (Ops/Environment)**
**Use in:** Z2–Z3 (routes/transfer points), **Z4** (bins/WCs at access points).
**Window:** 12:00–13:00 check on Top-10 days (+ incident notes any time).
**Fields:** Date · Zone · Route/Point ID · Utilization % (best available) · Overflow (Y/N) · Extra collection added (Y/N) · Photo taken (Y/N) · Notes
*Warning check:* flag **≥85%** or any **repeated overflow**.

**Form 4 — Incident Log (Z4 Nature)**
**Use in:** Z4 natural/protected areas (fires, rescues, illegal camping, erosion closures).
**Window:** continuous; summarize for Top-10 days
**Fields:** Date & time · Access point / site · Type · Severity (L/M/H) · Response (unit) · Outcome · GPS / map ref
*Warning check:* flag **≥3/day** or **any high-severity** incident

**Form 5 — Mini-Survey Stubs (post-season; 1–5 scale)**
**Resident Mini-Index (Z1–Z3):** cleanliness; night noise; mobility/parking; overall comfort. Tag **zone of residence**. **Trigger:** mean **<3.2**.
**Nature Comfort (Z4):** cleanliness; crowding; rule-respect; overall comfort. Tag **access point**.
**Trigger:** mean **<3.2**.
*Administration note (both):* official micro-survey; anonymized CSV; **no retro-estimation**.

### 4.3 Filing & reproducibility (one paragraph to print on each form footer)

All entries belong to the legal record for Module 2.
Save as YYYY-MM-DD_zone_site_KPI.xlsx (photos share filename stem).
Source files stay with owners; the **Destination Data Dashboard** aggregates for weekly/quarterly review and the **Annual Capacity Report** (Oct/Nov).

*Final draft report*

# Annex 5 — Annual Capacity Report

### 5.1 Purpose & Scope

Standard yearly report compiling the **four-lens** indicators per zone (Intensity, Functioning, Perception, Infrastructure), classifying status (**Green/Yellow/Red**), logging spikes/incidents, and listing required **follow-up measures for next season**—fully aligned with the method and traffic-light rule set in Module 2.

### 5.2 Report Structure (headings to reuse each year)

1. **Cover & Metadata -** Year covered; reporting period (Top-10 peak days + post-season survey window); compiler & data stewards; version/date; sources used (eVisitor, utility/municipal logs, surveys)
2. **Island Context** — Monthly arrivals/overnights and July–August share (context only).
3. **Peak-Day Set** — List the **Top-10** dates used across all zones (method note: mid-day = 12:00–13:00; official logs only; no retro estimates)
4. **Zone Pages (Z1–Z4)** — Indicator table, thresholds hit, **traffic-light status**, hotspots (dates/locations), one-line ops note, and **Follow-up for next season**.
5. **Legal Indicator Cross-check** — Short matrix showing where mandatory indicators are evidenced in the Plan/ACR; mark any N/A with a collection plan.
6. **Conclusions & Measures** — Consolidate required actions and any cross-cutting items (governance, data gaps). Tie actions to Dashboard owners/rhythms
7. **Appendices** — Source tables/exports; survey summaries; incident logs (Z4).

### 5.3 Zone Page Template (repeat 4×)

| Lens | Indicator | Unit | Source/Owner | When | Warning |
|---|---|---|---|---|---|
| Intensity (context) | Peak-month overnights (island) | number | TZO Vir/eVisitor | Monthly (Jul–Aug) | — |
| Functioning | Mid-day parking/hub occupancy (or trailhead access in Z4) | % (queue min in Z3) | Municipality (+ operator) | **Top-10**, 12:00–13:00 | **≥90%** (queue >10 min in Z3) |
| Perception | Mini-index (Z1–Z3 resident; Z4 nature comfort) | 1–5 | TZO Vir/Municipality | Post-season (1×) | **<3.2** |
| Infrastructure | Water/sewage peak load % (Z1–Z3) / Waste & sanitary + incidents (Z4) | % / count | Utility / Communal + CP | **Top-10** | **≥85%** (or ≥3 incidents / any high-severity in Z4) |

- **Status rule: Red** if **≥2** warnings; **Yellow** if **1**; **Green** if **0**.
- **Hotspots:** note specific dates/locations (lot/segment/access point), plus **one-line cause/mitigation**.

# Annex 5 — Annual Capacity Report

- **Status rule: Red** if **≥2** warnings; **Yellow** if **1**; **Green** if **0**.
- **Hotspots:** note specific dates/locations (lot/segment/access point), plus **one-line cause/mitigation**.
- **Follow-up for next season:** copy the zone's playbook from the slide (e.g., **Parking ≥90% → edge hubs + shuttle; Resident index <3.2 → quiet-hours & extra cleaning; Utilities ≥85% → load-spreading**; for Z4 add **portable WCs/bins, ranger shifts, micro-closures** as needed).

### 5.4 Thresholds & Methods (print once in the ACR).

- **Parking/hubs/access:** warning at **≥90%** mid-day occupancy on **Top-10** days (plus **>10 min** queues in Z3).
- **Perception indices:** warning at **<3.2 / 5**.
- **Water/sewage:** warning at **≥85%** of design capacity (sustained).
- **Waste/sanitary & incidents (Z4): ≥85%** utilization or repeated overflow; **≥3/day** or any high-severity incident.
- **Traffic-light: Red ≥2**, **Yellow =1**, **Green =0** warnings.
- **Method constants: Top-10** days applied across zones; mid-day = **12:00–13:00**; **official stats/logs only; no retro estimates**.

### 5.5 Data Pipeline & Owners (tie to Dashboard)

State the feed to the **Destination Data Dashboard**: owners, weekly/monthly rhythms, and quarterly KPI review; start with existing spreadsheets/logs (TZ stats, utility logs, Vir turizam ops, complaints/noise, beach/service status).

**Minimum:**

- TZO Vir: eVisitor monthly (context).
- Municipality/Vir turizam: parking/hub counts (Top-10), complaints/noise.
- Utility: water/sewage peak-load extracts (Top-10).
- Communal operator + CP/rangers: waste/sanitary utilization & incidents (Top-10 + ongoing for Z4).

A5.6 QA Checklist (run before publishing)

- **Completeness:** all four lenses present per zone; any missing marked N/A with a collection plan.
- **Consistency:** thresholds applied exactly as defined in Module 2; dates/locations of spikes recorded.

# Annex 5 — Annual Capacity Report

- **Traceability:** each figure has a source file (export/log/survey CSV) stored with standard naming.
- **Reasonableness:** cross-check loads vs. incidents/complaints; reconcile anomalies in a one-line note.
- **Sign-off:** Municipality, TZO Vir, utilities confirm their datasets.

### 5.7 Publication & Calendar.

- **When: Oct/Nov** after post-season surveys.
- **Where:** Municipal/TZO Vir site; key highlights mirrored on the Dashboard public view (beach/service badges).
- **Targets linkage:** reference 2030 goal **"no zone exceeds capacity in peak season."**

### 5.8 One-page Zone Summary (printable stub)

**Zone X — [name] | Year**
**Status:** ☐ Green ☐ Yellow ☐ Red
**Triggers hit:** [indicator + date/location]
**Ops note (1 line):** [cause/mitigation]
**Next-season actions:** [list 2–4 from playbook]
**Owners & dates for actions:** [who/when]

*Final draft report*

# Annex 6 — Legal Compliance (NN 112/2024)

### 6.1 Scope & Zoning Basis (law: define management areas & rationale)

- **What the law asks:** Delineate functional areas and justify boundaries from official planning layers.
- **Where we comply:** Four functional zones (Z1–Z4) defined off Municipal Spatial Plan layers (land-use, intensity, coastal belt, infrastructure) and used consistently as the assessment frame. See "Zoning for Carrying Capacity: Alignment with NN 112/2024" and method note in Chapter 2.

### 6.2 Indicator Set (law: track pressure, functioning, perception, infrastructure)

- **What the law asks:** A balanced indicator set covering use/intensity, system functioning, community/visitor perception, and infrastructure limits.
- **Where we comply:** Each zone uses the same four-lens set: **Intensity** (context: peak-month overnights), **Functioning** (parking utilization on top-10 peak days), **Perception** (resident mini-index), **Infrastructure** (water/sewage peak load %). Exactly this structure and minimums are specified on the Zone 1–4 pages and repeated in the method notes.

### 6.4 Data Governance & Methods (law: official sources, no ad-hoc estimates, frequency)

- **What the law asks:** Use official statistics/logs; define frequency; avoid redistributing/estimating where not published; plan to fill gaps next season.
- **Where we comply:** Method note states: forward-looking only, no retro estimates, only eVisitor/CBS + municipal/utility logs; if zone-level data aren't published, we mark N/A and set up simple collection for next season. Update rhythms (peak-day logs; monthly; post-season survey) are specified in Zone tables.

### 6.5 Reporting & Feedback Loop (law: annual report; recommendations; transparency)

- **What the law asks:** Compile an annual capacity report with results by zone, decisions, and next-season measures.
- **Where we comply:** **Annex 5 – Annual Capacity Report** template consolidates zone results, status colors, spikes, and actions; Chapter 2 links findings to the 2030 guardrail "no zone exceeds carrying capacity in peak." Project 23 (Destination Data Dashboard) operationalizes routine tracking and public-facing status.

### 6.6 Governance & Roles (law: designate owners & cooperation with utilities/DMO)

- **What the law asks:** Identify data owners and responsible bodies.
- **Where we comply:** Roles appear across Chapter 1 organizational section (Municipality, TZO Vir, Vir turizam d.o.o., utilities) and in Project "Define KPIs & owners; weekly/monthly rhythms." Annex 3 (Data owners, frequency & records) ties this into a one-pager.

# Annex 6 — Legal Compliance (NN 112/2024)

### 6.7 Traceability Map (this annex references)

- **Annex 1** (Method & Zoning) → 6.1, 6.4
- **Annex 2** (Indicator Definitions & Surveys) → 6.2, 6.3
- **Annex 3** (Data Owners & Frequency) → 6.4, 6.6
- **Annex 4** (Forms & Thresholds) → 6.3
- **Annex 5** (Annual Report Template) → 6.5.

### A6.8 Statement of Compliance (summary)

The DMP's Chapter 2 and Annexes 1–5 satisfy NN 112/2024's minimums: legally grounded zones; four-lens indicator set with published thresholds; official-source data rules; transparent status/classification; and an annual reporting & action loop. The 2030 goal explicitly embeds the regulation's capacity guardrail.