



# Investment opportunity in Motovun area





## Motovun

Situated in the center of heart-shaped Istria, one of the best-developed tourist regions and the biggest peninsula in Croatia, is the humble municipality of Motovun. Such location makes it close to other well-known tourist hotspots at the coast while keeping a more peaceful and easy-going surrounding.

Poreč, Pula, and Rijeka are less than an hour's drive away and the nearest sea is less than 30 minutes' drive away. Situated in the heart of the peninsula, with mountain Učka on the east, the Adriatic Sea on the west and the river Mirna flowing through it, Motovun area has a unique continental climate with 4 distinct seasons.

Old Motovun town, or Montona, is the best-preserved medieval town in Istria and dates to the 12th century A.D. Motovun sits atop the 277-meter high hill and is the center of Motovun municipality. While the whole municipality has a little over 1000 residents, it has more than 400 000 tourists a year who enjoy in what Motovun municipality offers.



## Architecture

The old town of Motovun is the best-preserved medieval town in Istria. The towers and city gates contain elements of Romanesque, Gothic, and Renaissance styles. The outer fortification wall, built in the 13th century, remains mostly intact to this day.

The parish church of St. Stephen erected in place of an older church where, as the legend says, the margrave Engelbert of Istria and his wife countess Matilda were buried. Due to the mannerist elements of its façade, Motovuners consider it built after the design of the famous Venetian architect Andrea Palladio.

The 27-meter high town's observation post, a landmark that dominates over the entire landscape of the middle Mirna valley. Over the centuries it has been refurbished on various occasions and finally converted into a bell tower that it is today.



The mighty gate and its tall tower offered safety to the citizens and impeded entrance into the town to possible assailants. It impressed peasants arriving from the surrounding villages with its awe, importance, and power of the gentry who lived in the citadel.

Historic Motovun stone walls kept the recognizable guardian of the Istrian hills safe for centuries. The inner side of the walls used to hold many armories where the guardians held their arsenal. Today the beautiful stone walls serve as an attraction where tourists can walk along the walls and enjoy the genuine journey into history—a visit to the era of Illyrians and Celts who found the perfect site for their fortresses on the hill where Motovun lies.

The suburb of Motovun encompassed by the fragments of once sturdy walls. An almost uninterrupted row of residential buildings surrounds both sides of the street leading down through the Borgo.



## Motovun Film Festival

The Motovun Film Festival is an annual film festival held in late July or early August, entirely dedicated to films made in small studios and independent film productions. The annual festival program consists of over 100 titles from all over the world, from documentaries to feature films.

For five days annually, Motovun becomes an outdoor theater. The unique ambient of the old town and the outdoor screening, coupled with a diverse film selection of many extraordinary filmmakers, make this festival special and one-of-a-kind experience.

The festival is widely popular among youth and backpackers, and movie experts considered it one of the top five film festivals in the region with over 30 000 annual visitors. British newspaper described the festival as a "cross between Glastonbury and Sundance", and as such, it is often referred to as a "Woodstock of film festivals".





## Winemaking and Enotourism

„The wine tourism is a concept that goes beyond the simple consumption of a glass of wine: wine tourism is not selling wine, it is a union of feelings and experiences.“

Wine and the production of wine have been a part of people's lives since ancient times in Istria. Romans praised the wine made in Istria for its peculiar color and aroma and that praise continued to the present day.

Winemakers in Motovun are particularly proud of their grape varieties, Malvazija and Teran, which have been grown in the said area for centuries.



The long tradition of winemaking delivers superb results. Motovun is the winner of the 2nd place in ECTN Awards 2019 by Category Wine Tourism – on par with the French winners Loire Valley (1st place) and Pays d'Armagnac (3rd place). Several famous Wine producers with many DWWA medals come from Motovun – Benvenuti, Fakin, Tomaz, and others.

Motovun hosts several events throughout the year, dedicated to local wine when visitors can witness the winemaking process and taste famed wines.

The festivals include the public tasting of almost all the teran wines produced in and around Motovun. Around 20 producers join the competition, and the visitors choose the best teran of the festival.





## Motovun Forest

A natural phenomenon, the last preserved type of lowland Mediterranean autochthonous forest, called "longoza", of common oak, narrow-leafed ash, and elm. The great oak is the predominant tree variety in Motovun Forest, something that is rather unique by itself as oak is rarely found this close to the sea. Famous carpenters used this same oak in the past for lavish furniture which decorated the courts of medieval Europe.

It is an extraordinary cultural and historical monument, an inspiration to artists and gourmets, and a favorite site of lovers of nature and outdoor activities. It is home to a very rare species of brown frog, many plant species and the Truffle mushroom.

The locals link Motovun Forest to the local folktales of giants who used to live there, and the Croatian writer Vladimir Nazor even wrote a story about one of those giants called Veli Jože.





## Truffles

Truffle, a hidden treasure of alluring aromas, the Istrian gold, and the diamond of the kitchen. It is the source and inspiration of many gourmet achievements—starters, salads, main courses, and even desserts. The most refined palates all over the world seek it. The unique and special olive oil infused with truffles is a specialty that is made only in the Motovun area.

The unique ecosystem of Motovun Forest is ideal for this underground mushroom, and its quality is on par with the Italian and French truffle varieties.

Motovun holds several truffle and cuisine festivals to honor the king of Istrian gastronomy. Motovun visitors can take part in "truffle hunt" activities with skilled locals accompanied by trained dogs.





## Olive oil

Istria is well-known for its wine and olive oil traditions. Some olive groves in Istria are centuries old and produce some of the best extra virgin oils someone could ask for.

Many tourists come to visit Istria during the Day of Olive Oil each year to celebrate and promote this famed liquid. Motovun town is a location on the Istrian Olive Oil Road.

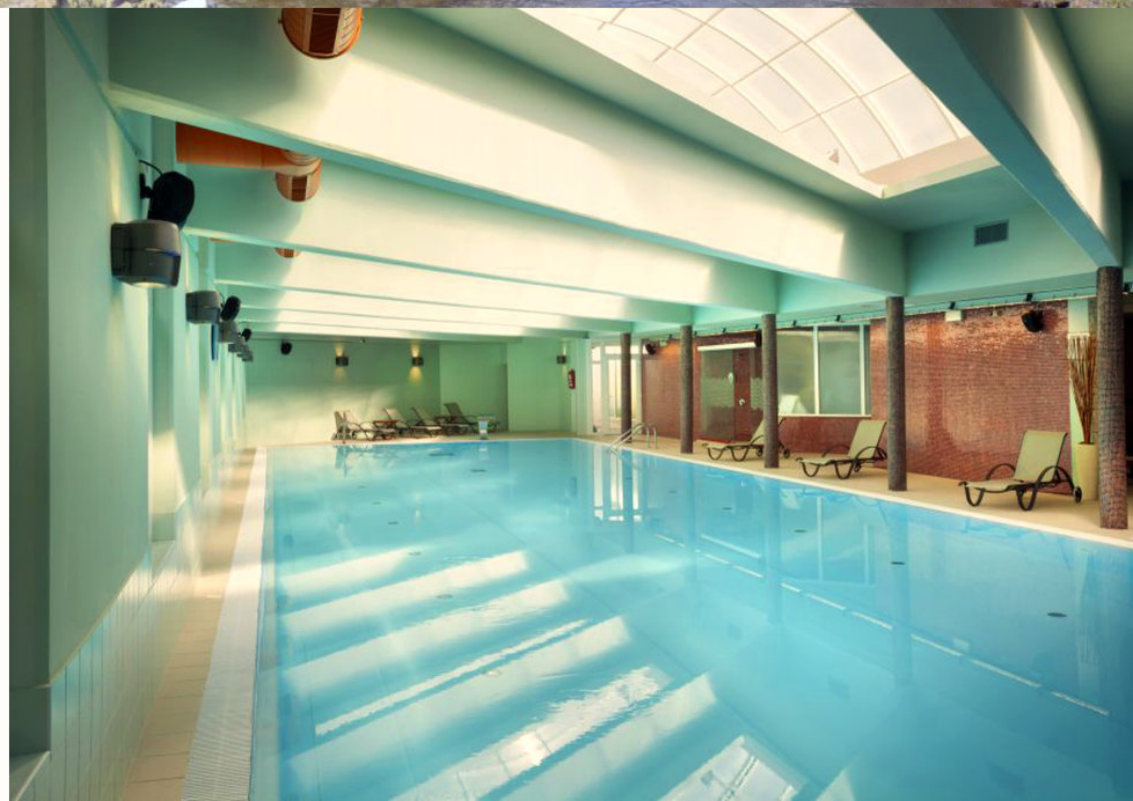
River Mirna, flowing through the Motovun area, has a very positive effect on plants there, including the olive trees. Many consider the Mediterranean Diet the healthiest diet, and extra virgin olive oil is its cornerstone and foundation.



## Mirna and Thermal Springs

Mirna is the longest river in Istria with a flow of 53 km towards its picturesque delta near Novigrad. An old Istrian legend says the giants inhabited the valley of the Mirna river and tended to the land. Dragonja, the giant in charge, plowed a deep furrow from Čićarija mountain to the sea, and water filled the groove and created the river Mirna. Dragonja named the river Mirna after his wife.

Istria's Thermal Springs originated on the site of St. Stephen. It is a source of sulfurous waters in the untouched nature of the Mirna Valley. People in times of antiquity already knew the medicinal qualities of these waters—the warm source water has 13 kinds of minerals and is slightly radioactive, which explains its healing qualities. A cliff with the remains of the Church of St. Stephen emerges above the thermal springs.





## Parenzana and Pazin Abyss

Parenzana holds a place of honor among pedestrian and cycling trails in Istria. It follows the same route as did the Parenzana railway that once joined Trieste and Poreč. The trail winds through green landscapes, along old viaducts and tunnels, where once a small and slow locomotive chugged. Parenzana brings together three countries, which makes it a symbolic road of friendship, an exceptional venture in revitalizing historical heritage and an ode to healthy living and preservation of scenic beauty.

The Pazin Abyss is a striking example of karst pits in Istria. The 500-meter long entrance that dominates the landscape of the old town of Pazin inspired world-famous writers—Dante Alighieri's entrance to Hell in *Inferno*, Jules Verne's escape through the Abyss in *Mathias Sandorf*, and Nator's, Yriarte's, Petronio's and Valvasor's writings.



## Outdoor activities

Apart from the natural splendors in food and beverage, Motovun is also famous as a hotspot for everyone who wants to be physically active.

The Motovun area has many thick forests, lush green meadows and paths which allow the visitor to enjoy the beautiful nature and its unique atmosphere.

The area is embroidered with many breathtaking and magical hiking trails and cycling paths and there are several annual competitions and events for every outdoor sports lover.

Every autumn, truffle hunters and their expert dogs scour the woods for these sought-after treasures, a lucrative activity if you know where to look.





PJK Paragliding Istra is a Flight Training Facility based in Motovun where you can enjoy your take off with a paragliding instructor and see incredible views of the old town and surrounding valleys from above.

Motovun is also interesting for ballooning lovers because its favorable microclimate enables flying in balloons all year round and there are several ballooning events throughout the year.

Drive the Vespa scooters on a Vespa Tour and relax through nature on panoramic roads in Istrian inlands, visit 4 of the best hilltop towns in Mirna river valley and cruise by olive trees and vineyards with stunning views.

# Investment opportunity: Building Land



Even though the municipality of Motovun has a little over 1,000 residents, it has more than 400,000 tourists every year who visit Motovun to enjoy the rich culture and delicate products. Tourists visit Motovun from all over the world and most of them come from Germany, Austria, Great Britain, Netherlands and Belgium with tourists from Asia rapidly increasing in numbers in recent years.

Due to limited accommodation capacities, only 24,000 tourists spent one or more nights in Motovun. Given that the County of Istria is first in realised tourist arrivals and nights in Croatia, a lot of accommodation potential in Motovun is still left untapped.

The Tourist Development Strategy of the tourist boards of Central Istria, Motovun and Žminj for the years 2018 – 2025 concludes that the necessity of developing tourist infrastructure (accommodation especially) and necessity of diversifying of accommodation are the most important for the destination's market future.

Their strategy for the next 5 years emphasizes physical construction guided by the principles of sustainable development (completion of capacity buildings and attractions) followed by intensive marketing phase and long-term phase of quality development and quality control.

The building land of 17 977 m<sup>2</sup> is an ideal plot for medium sized tourist accommodation projects.

Currently, the urban arrangement plan for that zone suggests the construction of villas, hotels and apartments.

However, once an investor buys the building land, the investor can propose a different project just for the specific building land plot.

This opens an opportunity for projects such as, but not limited to: holiday village, apartment village, bungalow village, tourist resort, one or more hotels, one or more villas, castle or the combination of mentioned.

Price:	On request
Location:	Motovun valley, Municipality of Motovun, Istria, Croatia
Coordinates:	45°19'48"N 13°50'54"E
Climate:	Continental
Terrain type:	Slightly elevated hill (20 - 40 m)
Soil type:	Rendzina on flysch and marly limestone
Plot type:	Building plot
Zone type:	Tourist Development Area
Purpose:	Tourism and catering
Gross surface:	17 977 m <sup>2</sup>
Building Coverage Ratio:	Maximum 40%
Ownership:	One private owner
Building permit:	Not issued yet
Usage permit:	Not issued yet
Location permit:	Not issued yet
Infrastructure:	Country road; water, electrical power, telephone line, gas and sewer are nearby
Distance to airport:	31 km (Portorož)
Distance to sea:	28 km (Novigrad)
Distance to Zagreb:	228 km
Close to:	Historic center, bus stop, tourist area, forest, river

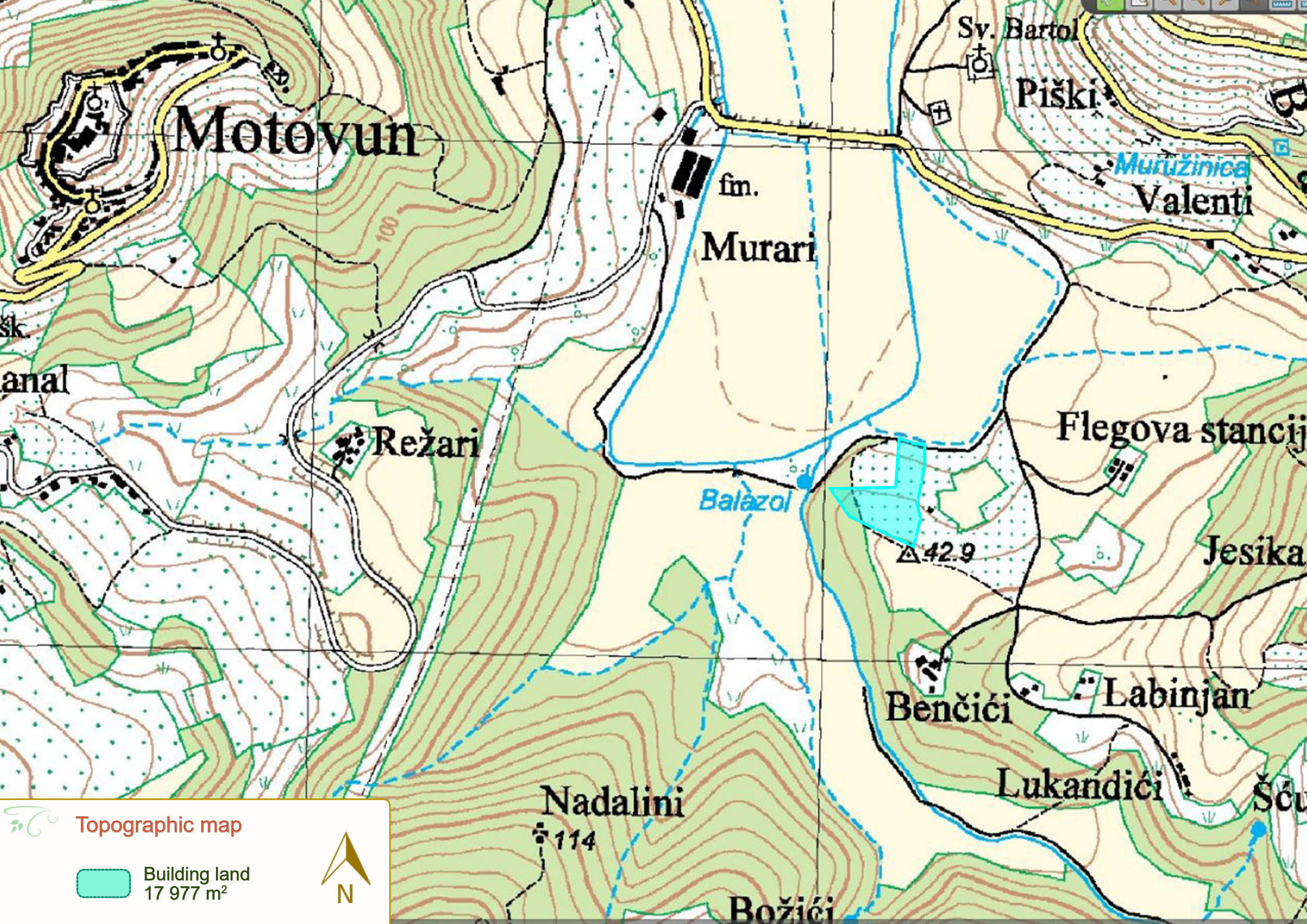


 Satellite map (far)

 Building land  
17 977 m<sup>2</sup>

 N





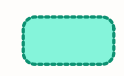
Topographic map

Building land  
17 977 m<sup>2</sup>





 **Satellite map (close)**



**Building land**  
17 977 m<sup>2</sup>





### Elevation map

 Building land  
17 977 m<sup>2</sup>



