# MEET IN ZAGREB

FOR CONTEMPORARY PLANNERS, CURATED BY EXPERTS
WHY ZAGREB?

Looking for a European destination with a practical location, business and scientific hub, with rich cultural heritage and yet young at heart, a Mitteleuropean background with Mediterranean flare – look no further. Zagreb, capital of one of the most beloved Mediterranean destinations – Croatia – is a brilliant idea for all kinds of meetings and events.

The Upper Town

Nikola Tesla Technical Museum

Lotrščak Tower and Funicular

Croatian National Theatre

Croatian State Archives

Grič Tunnel

#MeetInZagreb
Here are a fair few reasons for choosing Zagreb:

♥ With a nearly one-thousand-year **history** you will be embraced by rich cultural heritage at every step – from romantic medieval Old Town positioned on two sister hills to a proudly preserved intangible tradition present in everyday life.

♥ Vividly **artistic atmosphere** of Zagreb is immensely appealing – culturally there is always a lot happening here – museums, theatres, concerts, street festivals, pop-up galleries, and last but not least, the spray-can mavericks – the mainstream and the underground go hand in hand.

♥ While Croatia is among the top **sport** nations in the world (thanks to many global sports achievements in football, tennis, skiing, athletics, handball and so on and so forth), Zagreb has been challenged for decades in its role as the sports capital by its rival (and second largest city in Croatia) – Split. The best advice we can give you is to come for a visit and check the whole phenomenon first hand.

♥ Thanks to centuries old **academic** tradition, Zagreb is eternally young (with over 70,000 students) and innovative. The University of Zagreb (the flagship educational institution in the region established in the 17th century) offers a broad spectrum of courses at all study levels and is home of 29 Faculties, three Art Academies and the University Centre for Croatian Studies scattered all over the city. Moreover, here you will find **22 institutes** in various areas of social and natural sciences.

♥ The city is known for its **diverse economy**, making it a well-established regional business hub with strong ties between larger national and international corporations and new businesses. Welcoming the ever growing start-up ecosystem gives the city a great **business buzz** and inflow of new ideas and innovations.

♥ The fact that it is nested underneath the Medvednica Mountain Nature Park and full of well-maintained public gardens and parks makes Zagreb the capital of green, a city made for relaxation and recharging, strolling, and simply enjoying.

♥ Do you know the Croatian word for hospitality? It is “gostoljubivost”, which literary means **guests loving**. That’s exactly what Zagreb is – a **safe, hospitable** and guest-loving city.

One can often hear that Zagreb reminds people of other Central Europe capitals (like Vienna or Budapest), which is no wonder because the city has always been deeply rooted in Central European culture and tradition. However, things are quite different and special here, 100% Zagreb-like.
For centuries, Zagreb has been positioned at the crossroads of the east and west, north and south, which makes it accessible both by road and air. Surrounded by a network of modern motorways, Zagreb can easily be reached in 3–4 hours from big cities of the surrounding region – Vienna, Venice, Budapest or our beloved deputy-capital of Croatia – Split. In two hours or less, depending on the direction you choose, you can easily stroll through the neighbouring Slovenia’s capital Ljubljana, enjoy the seaside breeze in Opatija or indulge in vineyards and centuries-old wineries of Slavonia.

New Zagreb’s International Airport was opened in 2017, positioning Zagreb as a major point of entry into Southeast Europe, giving an additional boost to tourism and economic growth. Its contemporary buildings with wave-form façades and high performance glazing together with state-of-the-art infrastructure soon became one of the landmarks of the region. It is situated in the suburb of Pleso in the vicinity of Zagreb city centre (approximately 17 km) and is very easy to reach.

Zagreb’s Main Railway Station, situated in an elegant neoclassical building, is located on one of the most beautiful squares in the city holding the name of first Croatian King Tomislav. Since 1890, it has been welcoming visitors and daily commuters directly in the heart of the city’s downtown from where everything is accessible on foot or by using the city trams and buses. You will rarely find a city that is so open, refined and welcoming from the very doorway of the railway station. The well-preserved downtown area where neoclassical palaces line the U shaped system of parks and squares is known as Lenuci’s Green Horseshoe.

Once you are in the city, you can explore it carbon-free thanks to its recognisable blue trams or you can climb the Upper Town (Gornji grad) in the city’s landmark – the funicular – the oldest and first means of public transportation in Zagreb, dating back to 1890, which was operating even before the horse-driven tram.

Everyday life would be unimaginable without the public transportation system characterised by blue trams and buses. Thanks to this public system, you can also easily, in mere 16 minutes, reach the peak of the Medvednica Mountain while enjoying the impressive view of Zagreb and its surroundings in the recently re-opened modern cable car.
IN THE HEART OF EUROPE

FLIGHT CONNECTIONS

Amsterdam ....... 2 h
Barcelona ........ 2 h
Belgrade .......... 1 h
Brussels .......... 2 h
Copenhagen ....... 2 h
Doha ................ 6 h
Dubai ............... 6 h
Dubrovnik .......... 1 h
Frankfurt .......... 1.5 h
Istanbul ............ 2 h
London ............. 2.5 h
Munich ............. 1 h
Paris ................ 2 h
Rome ............... 1.5 h
Sarajevo .......... 1 h
Split ............... 1 h
Vienna ............. 1 h
Warsaw ............ 1.5 h
Zurich ............ 1.5 h

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CAPITAL CITY IN THE HEART OF CROATIA

Zagreb Area: 641 km²
Population: 807 254

ROAD CONNECTIONS

- Trieste—Zagreb: 224 km
- Ljubljana—Zagreb: 143 km
- Munich—Zagreb: 548 km
- Vienna—Zagreb: 375 km
- Budapest—Zagreb: 344 km
- Split—Zagreb: 367 km
- Pula—Zagreb: 267 km
- Dubrovnik—Zagreb: 601 km

#MeetInZagreb
HOTELS AND MEETING SPACES

Regardless of your choice, rest assured that it will be more than just tables and chairs.

Power-pack your meeting with 9 to 5 learning, networking and doing business in one of Zagreb’s various venues, but do not forget to plan your after-work socializing and extracurricular activities, too. Whether you prefer more conventional venues like hotels or innovative collaboration spaces such as entrepreneurial hubs, or you would like to try out some very special old places or cultural venues with the twist, Zagreb has it all. Regardless of your choice, rest assured that it will be more than just tables and chairs.

The Westin Zagreb Hotel

Welcoming visitors from all around the world has a long history here in the city, but one event in particular has marked Zagreb on the map of international travellers – the opening of the über-chick Esplanade Zagreb Hotel in 1925 as a lodge for the equally stylish passengers of the Orient Express, the famous train that stopped at the nearby Railway Station. Very soon it became what it is today – a prestigious venue for all kinds of events and a synonym for artistry behind the art of hospitality. In addition to the elegant Esplanade, there are several alluring heritage and boutique style hotels nearby ready to host events which are maybe smaller in size but still stylish and memorable.

If you prefer the certainty of internationally recognized standards, the largest hotel groups such as the Marriott or Hilton have their ambassadors in the city. Since the early 70s, the Westin Hotel is the biggest conference hotel that hosted many international events in the city with its famous Crystal Ballroom and one of the best views of the city from its panoramic top-floor halls. It is often combined with its sister hotel Sheraton, both located in the downtown area, whereas the Hilton business hotels representatives – DoubleTree and Garden Inn – are located in modern new buildings in the nearby financial district of Zagreb.

Contemporary design, business style, boho-beautiful, cheap chic – you will find so many hotel options for so many event profiles. But that’s not all... Zagreb hotel offer is getting better and better with quite a few hot new openings expected soon.
MEETING SPACES & UNIQUE VENUES

Want to spice-up your event? An entire meeting or just an evening function? A special location is always a hit. Let yourself be curated by local experts to help you choose one in line with your theme, budget and event profile... Museums located in elegant downtown palaces, modern city landmarks such as the Vatroslav Lisinski Concert Hall or the National and University Library, the ultra-modern Museum of Contemporary Art or super cool places such as the innovative entrepreneurial hubs or Lauba – a house for people and art which was once a horse riding arena and later a textile factory. These are just some of the iconic venues in the heart of Zagreb offering a range of spaces for events. Whatever you choice, the WOW effect is guaranteed.

#MeetInZagreb
Tantalising menus of the Zagreb food scene with locally grown groceries washed down with the finest local wines will give you a lasting taste of this unique region where the East meets the West and the North embraces the South – both literally and traditionally. The best introduction to the sustainable Km.0 Zagreb cuisine is a morning visit to the main open-air farmers’ market – Dolac, one of the many farmers’ markets around the city supplying Zagreb on a daily basis with fresh produce – butcheries, fish market, fruit and vegetables, fresh pasta, bakeries, cheesemongers, fresh herbs, flowers and souvenirs.

You can get down to work and learn to prepare some specialties such as the homemade phyllo dough pillows filled with fresh cottage cheese – a local specialty beloved by everyone since childhood known as “štrukli”. Hands-on local chef workshops are an excellent way to have a first-hand Zagreb experience.

You can also indulge in getting to know the local gastronomy in one of Zagreb’s excellent restaurants – a heart-warming clear beef or chicken soup with homemade noodles or grated fresh-egg dough or a richer version of the chicken soup Eingemachtes as a great starter for typical local feast with mainly meat specialties – roast turkey, goose or duck (preferably home-grown from the Zagorje region) with mlinci – a pasta side dish.

Traditionally there is a lot of influence of the Austrian cuisine as well as Turkish (the East meets the West), whereas the modern life diet is more associated with the Mediterranean influence and the fact that the Adriatic sea is so close by. Fresh fish and sea food is available regularly making it a classic choice for good local business lunch or a basic ingredient for many meals of the renowned world cuisine.

Traditional and local or contemporary and fine dining – you name it, we have it.
ZAGREB – CAPITAL OF GREEN AND HEALTHY LIFE-STYLE

Did you know that Zagreb is home to more than 30 neatly kept parks, a lot of them directly in the city centre aligned with the elegant neoclassical palaces? Just a bit off-centre on the north-east side lies Maksimir – the biggest and most beautiful park located just across the main football stadium. Heading south-westward you will find the lake Jarun or the so-called Zagreb Riviera – a popular recreational area but also a place to see and be seen and to dance your night away. Green Sava River banks are perfect for jogging or simply for relaxing and daytime dreaming. For a day hike, head to the Medvednica Mountain – you can choose from more than 70 marked trails. On the edge of the busy city and yet away from the noise – no cars, just you surrounded by sublime vistas and different shades of green.

The city is not only green in the strict sense of the word, it is the way of life that makes it green – its infrastructure, the city initiatives, even the gastro scene is green (proven by the first Michelin green star recently landed in the city’s famous restaurant Zinfandel’s).

Recent challenging times have again proven that Zagreb’s long tradition of public health system is not only resilient but up-to-date and, in addition to top-notch private health institutions, available for locals and health tourism purposes alike.

As proof of local safety and hygiene standards, the “Safe Stay in Croatia” label was introduced to assure visitors that all prescribed epidemiological measures and health safety recommendations have been taken at the location.

Zagreb is known for its quality of life. It is the capital and the business centre but with a friendly and relaxed atmosphere, home to a vibrant cultural scene, a city of sports, with exactly the right size to ensure a leisurely lifestyle and sustainable living, appealing both to local residents and visitors.
Zagreb’s year-round calendar of long-running events together with fresh new artsy festivals and local fiestas is continuously capturing the visitors’ attention and making Zagreb a totally chilled-out place to be. People are having a good time, enjoying art, music, good food – simply experiencing the Zagreb life-style. Certainly the most famous one on the event list is the childhood evoking and simply magical Zagreb Advent – Christmas markets and festivals all around the city making the cold-weather season as appealing as the summer festivals one.

The beginning of the spring is the time when the streets, squares, parks and landmarks of Zagreb become a canvas for playful and impressive light installations for several days in a row – a spectacle of the Festival of Lights. Exciting light artworks turn every-day and familiar sights into a setup of dreams, an almost otherworldly beauty. The city’s artistic atmosphere gets a significant boost with the arrival of summer. The must-have experience for all classical music lovers is the Zagreb Classic – when one of Zagreb’s most beautiful squares, King Tomislav Square, becomes a unique stage en plein air offering first-class live music performances. Later in the summer, in July, the Upper Town courtyards open their doors. You can take a peek behind the facade of the palaces of the upper town, originally private properties, and enjoy the retro-vibe of romantic medieval Zagreb through a light music programme enriched with both live music and vinyl records, all while refreshing yourself with the popular Zagreb-spritz “Gemüse”.

And so it continues with gastro fiestas, urban picnics and art festivals – summer in Zagreb definitely blurs the lines between the busy urban life and holiday nirvana. It is hard to say what the best time is to come to Zagreb – for us locals NOW sounds pretty good.
Courtyards

Lotrščak Tower during Festival of Lights

Okolo — Urban Interventions

#MeetInZagreb
INCENTIVE IDEAS

Compelling sights, engaging programmes, special venues, wow effects...

Incentives are probably the most fun part of the MICE segment, and yet so tricky. Not here in Zagreb, however, where your team’s great performance will be rewarded with special and unique Zagreb-like experiences.

Here are just a few suggestions to pique your interest:

♥ Cooking, food and wine are trending right now, so engage yourselves in hands-on chef class demystifying the artistry of preparing the delicate philo-dough štrukli. It is a challenge, but also ultimately fun.

♥ Tingle your team's creativity at a souvenirs workshop in the local artist’s studio.

♥ Get-to know the city on a photo-hunt for Zagreb’s own Grounded Solar System.

♥ How about a sensory journey through Croatia in one of centuries old city canteens at a wine tasting programme? What a morale boost!

♥ One of the many storytelling city tours will give you the opportunity to get to know some legends of Zagreb or meet significant figures from Zagreb’s history, and learn a few Croatian words along the way... Fun, fun, fun!

♥ Discovering the city’s vibrant street-art scene – various footprints of creative initiatives of anonymous mavericks from city murals to "Pimp My Pump" (decorating old public water pumps) or the street-art festival Okolo (Around) – great teasers for various team activities.

♥ The Medvednica Mountain, a rare example of a nature park merging with a capital city, is a great venue for various fun and engaging activities like sporty team buildings or a clean-up event – an amazing opportunity for everyone to contribute to a greater cause trough the CSR programme. After all, travelling to a meeting isn’t just about gaining a new perspective from the people you meet and business you gain – it is also about giving back to new communities.

♥ A themed gala dinner in one of the special venues like the Medvedgrad Fortress will allow you to really pamper your team and is a great way to end your memorable programme.

Compelling sights, engaging programmes, special venues, wow effects...

All in one – a unique Zagreb experience!
Zagreb makes a great base for visiting and activities of various kinds such as rafting, kayaking, horseback riding or trekking. Why not grape picking or local products tasting? How about a multimedia experience as a warm-up for further sightseeing? Or simply sun-lounging by the sea? You have it all within 30 minutes to 2 hours distance.

Due to its practical location and proximity to various destinations, Zagreb is a serious wanderlust-inducing destination. So why don’t you consider an off-site day meeting by the sea or team building in beautiful nature?

The city is embraced by Zagreb County complementing it with soft rolling hills full of vineyards and wine vaults, flat farmland, traditional villages, rural tourism households, etc. In addition, there are picture perfect small towns, such as the locals’ favourite excursion destination Samobor. Ever heard of the Croatian technology powerhouse manufacturing electric hypercars – Rimac Automobili? It is also located in the area.

Each is a worthy destination for a short trip or as a touch point for original local experience, tasting local specialties and wineries along the way. The homeland of the best Croatian bubbles is actually right here in Zagreb County on the Plešivica Wine Road.

If it’s an urban experience you’re after, drive two hours southward to hit Rijeka and Opatija by the sea or one hour in the opposite direction for the charming baroque town of Varazdin or more north-westward to Krapina – home of the Homo Sapiens Neanderthalensis, the Krapina prehistoric man.

The natural surroundings of the Gorski kotar and Lika regions are the real show stoppers: think endless forests, then flowery meadows, and all of the sudden towering rock faces, free-flowing waterfalls and numerous turquoise-coloured lakes. The Plitvice Lakes National Park – Croatia’s best-known national park, listed on the UNESCO List of World Heritage sites, is located right there.

Croatia is small, compact and yet wonderfully diverse in every aspect – nature, landscape, climate, urban heritage, gastronomy – so the journey from Zagreb to other well-known Croatian cities – Zadar, Šibenik, Split, Dubrovnik or Rovinj, Poreč and Pula is always inspiring and attractive, simple and easy. It offers so much to spice-up your events and offer a first-hand experience.

Unexpected…check! Easy to get to….check! Historical and elegant….check! Modern and innovative…check! Sporty & green…check! Busy and fun-loving…check! Openhearted and guest-loving…check! A team of dedicated Zagreb professionals is waiting for all of you meeting organisers, incentive planners and other event professionals to help you unlock the city’s potentials and design creative, engaging and efficient programmes that get results – events that matter.

So pack your business attire, but don’t forget your sneakers and dancing shoes – there is a lot to discover and experience in Zagreb (and around). See you!
Plitvice Lakes National Park

#MeetInZagreb
### CONGRESS HALLS

<table>
<thead>
<tr>
<th>LARGEST MEETING ROOM</th>
<th>Area (m² / ft²)</th>
<th>No. Capacity (min-max)</th>
<th>ExA (m² / sq.ft.)</th>
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<tbody>
<tr>
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<td>700 / 7535</td>
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<td>600 / 6458</td>
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<td>10000 / 107639</td>
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<td>Mozaik Event Centar Hall Voda</td>
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### UNIQUE VENUES

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<tr>
<th>LARGEST MEETING ROOM</th>
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<tr>
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<td>900 450 1000 500 1 10 - 340</td>
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<td>575 / 6189</td>
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<tr>
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<td>322 / 3465</td>
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#MeetInZagreb

![Vatroslav-Lisinski-Concert-Hall-and-Congress-Hall](image)
## CONGRESS HOTELS

### 5 star hotels

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Total Guest Room</th>
<th>Total Guest Bed</th>
<th>Largest Meeting Room</th>
<th>Capacity (min-max)</th>
<th>Area (m² / ft²)</th>
<th>ExA (m² / sq.ft)</th>
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<tbody>
<tr>
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<td>550</td>
<td>700</td>
<td>Crystall Ballroom</td>
<td>560</td>
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<td>612</td>
<td>The Grand Ballroom</td>
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<td>617 / 6641</td>
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<td>Emerald Ballroom</td>
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<td>Mimosa Ballroom</td>
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### 4 star hotels

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<td>Penkala and Tesla Meeting room</td>
<td>26</td>
<td>101 / 1076</td>
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### 3 star hotels

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<td>Grand</td>
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### Zagreb Hotels offer a total of:

- 5 hotels 5*
- 23 hotels 4*
- 2 hotels 4*/3*
- 4 heritage hotels

Total 69 hotels / 4,673 rooms

**Zagreb**

#MeetInZagreb
NOTE:
The publisher has done everything to ensure the accuracy of the information in the publication at the time of printing but cannot assume responsibility for the change that occurred after the content was completed.