

Međimurje

# U pokretu

On the move



[www.visitmedimurje.com](http://www.visitmedimurje.com)

# Pokreni se i doživi Međimurje

## Get moving and experience Međimurje

**PONOSIMO SE:**  
**WE ARE PROUD OF:**

**SVJETSKOM ZAŠTITOM  
THE WORLD HERITAGE OF**



Prekogranični rezervat biosfere Mura-Drava-Dunav  
The Mura-Drava-Danube Transboundary Biosphere Reserve

**OZNAKAMA**  
**THE FOLLOWING LABELS**



**AEFP**

Association Européenne pour le  
Fleurissement et le Paysage

Uređenost hortikulture i održivi razvoj  
Cultivated horticulture and sustainable development



Uređenost krajobraza i uključenost mladih  
Cultivated landscape and youth involvement

## HR

Između rijeka Mure i Drave, na prvim sunčanim obroncima Alpa i početku Panonske nizine nalazi se Međimurje. Rijekama omeđeno, mekano, mirno, a opet razigrano zeleno plavetnilo ljudskog Međimurja uređeno je s ljubavlju poput najljepšeg vrta. Vrt zahtijeva stalni trud, a Međimurce cijela Hrvatska i najbliži susjedi Slovenci, Austrijanci i Mađari poznaju kao marljiv i gostoljubiv narod koji živi u pokretu, a iznad svega voli svoj mali zavičajni vrt.

## EN

Međimurje is located between the rivers Mura and Drava, the first sunlit slopes of the Alps and the beginning of the Pannonian Lowlands. Bordered by rivers, the soft, tranquil, but still playful green blue yonder of the lovely Međimurje has been cultivated with love as if it were the most beautiful garden. A garden requires constant care, and the entire Croatia and its closest neighbours Slovenians, Austrians and Hungarians know the people of Međimurje as diligent and welcoming individuals who are constantly on the move and who love their little homeland garden.



# Pokreni svoj svijet zdravih užitaka

## Rock your world with healthy delights

PONOSIMO SE OZNAKAMA ZA  
WE ARE PROUD OF THE FOLLOWING LABELS



European  
Destinations of  
Excellence

Održivi ruralni turizam  
Sustainable rural tourism



Najbolja hrvatska destinacija s toplicama  
The best Croatian spa destination

SWISS +  
TOURISM  
AWARDS

Reputacija i izvrsnost u održivom turizmu  
Reputation and excellence in sustainable tourism

## HR

U srcu pitoresknog krajolika nalaze se Toplice Sveti Martin. Spoj vrhunske termalne vode, healthness tretmana, smještaja u modernom hotelu ili ruralnim kućama, zdrave lokalne kulinarike i mnoštva sportskih sadržaja garantira vrhunski hedonistički odmor, ali i priliku za poslovne i sportske susrete visoke međunarodne kategorije.

## EN

The heart of the picturesque landscape harbours the Sveti Martin thermal spa. The blend of top-quality thermal water, “healthiness” treatments, accommodation in a modern hotel or rural cottages, healthy local cuisine and plenty of sports facilities guarantees a supreme hedonistic experience as well as an opportunity for business and sports events of a high international category.



# Pokreni svoj kotač sreće

## Spin your wheel of joy

PONOSIMO SE OZNAKOM ZA  
WE ARE PROUD OF THE FOLLOWING LABEL



Izvrsnost usluga za cikloturiste  
Excellence of services for cyclotourists



## HR

Svoju sreću u Međimurju možete "uloviti" vozeći bicikl uređenim stazama u prirodi ili bespriječno uređenim naseljima. Sreća i adrenalin su dostižni i za one koji se žele okušati na terenima za golf, nogomet, tenis, dvoranama za rukomet, košarku, u bazenima, u ribolovu ili jurnjavama na quadovima. Vlastiti trenutak sreće bliži je ako ste u pokretu!

## EN

You can find joy in Međimurje by riding a bike along maintained trails in the natural landscape or impeccably maintained settlements. Joy and adrenaline are also there for those who wish to try their hand at golf on the golf course, football, tennis, handball or basketball, swimming in pools, fishing or quad racing. Your own moment of joy is closer if you are on the move!



# Kušaj jela i vina koja pokreću strasti

## Taste dishes and wines that make passions run high

PONOSIMO SE OZNAKAMA ZA  
WE ARE PROUD OF THE FOLLOWING LABELS

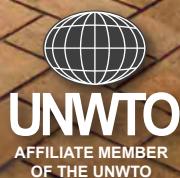


European  
Destinations of  
Excellence

Turizam i lokalna gastronomija  
Tourism and the local gastronomy



Izvrsnost u vinskom turizmu  
Excellence in wine tourism



Članstvo u svjetskoj mreži za gastronomiju  
Membership in the global network for gastronomy

## HR

Na plodnoj ravnici i vinorodnim brežuljcima Međimurci sa strašću uzgajaju zdrave plodove i stvaraju vrhunska vina koje ponosno poslužuju u lokalnim restoranima i obiteljskim podrumima. Najbolje od njih preporučaju Michelin, Gault&Millau i Decanter. Odlike međimurske kuhinje i vinarstva su svježina, visoka kvaliteta te raskošna paleta okusa i aroma.

## EN

On the fertile plains and winegrowing hills, the people of Međimurje grow healthy fruits with passion, making top-quality wines that are proudly served in the local restaurants and family cellars. The best among them are recommended by Michelin, Gault & Millau and Decanter. The hallmarks of the cuisine and winemaking of Međimurje are freshness, high quality, and a luxurious palette of flavours and aromas.



Izvršnost lokalnih restorana  
Excellence of the local restaurants



Svjetski vrhunska vina  
World-renowned wines

# Pokreni emocije

## Stir up your emotions



PONOSIMO SE SVJETSKOM ZAŠTITOM ZA  
WE ARE PROUD OF THE WORLD HERITAGE OF



Međimurska popevka - Nematerijalna kulturna baština svijeta  
The song of Međimurje - World intangible cultural heritage

## HR

Međimurci su neobično srdačni, prijateljski i emotivni ljudi. Takvi su kroz povijest bili plemići Zrinski, ispirači zlata i mlinari na rijekama, lončari, košaraši i tkalje... Takav je bio i dr. Rudolf Steiner, vizionar waldorfske pedagogije i biodinamičke poljoprivrede čiji je rodni kraj u Međimurju. Zaljubljenost u rodni kraj, bogatu povijest i svakodnevne životne zgode Međimurci su pretočili u pjesme koje pokreću svačije emocije. Međimurska popevka je baštinski dragulj u kruni hrvatske kulture.

## EN

The people of Međimurje are exceedingly cordial, amicable and emotional. Throughout history, such traits were shared by the Zrinski noble family, gold panners and millers on the rivers, potters, basket and textile weavers... Dr Rudolf Steiner, the visionary of the Waldorf pedagogy and biodynamic agriculture, who was born in Međimurje, had the same traits. The people of Međimurje have distilled the love for their homeland, rich history and day-to-day tales into songs that stir up everyone's emotions. Traditional folk songs from Međimurje are a heritage jewel in the crown of the Croatian culture.



I umjetnost pokreće novo vrijeme

Art, too, is propelling modern times



## HR

Novi izričaji i sadržaji umjetnosti izrasli su iz bogate stvaralačke ostavštine Međimurja.  
Novo vrijeme grade nadahnuće, angažiranost i stalno kretanje.  
Međimurje je živa umjetnost!

## EN

The rich and creative heritage of Međimurje has yielded new artistic expressions and themes.  
Modern times build inspiration, involvement and constant movement.  
Međimurje is living art!



# Ideje i poslovi pokreću Međimurje

## Međimurje is powered by ideas and jobs



PONOSIMO SE  
WE ARE PROUD



Uvrštenjem Međimurske županije u TOP 10 malih regija Europe za strategiju privlačenja stranih investicija  
Of the ranking of the Međimurje County in the TOP 10 small European regions in the context of the strategy  
for the promotion of foreign direct investment

# HR

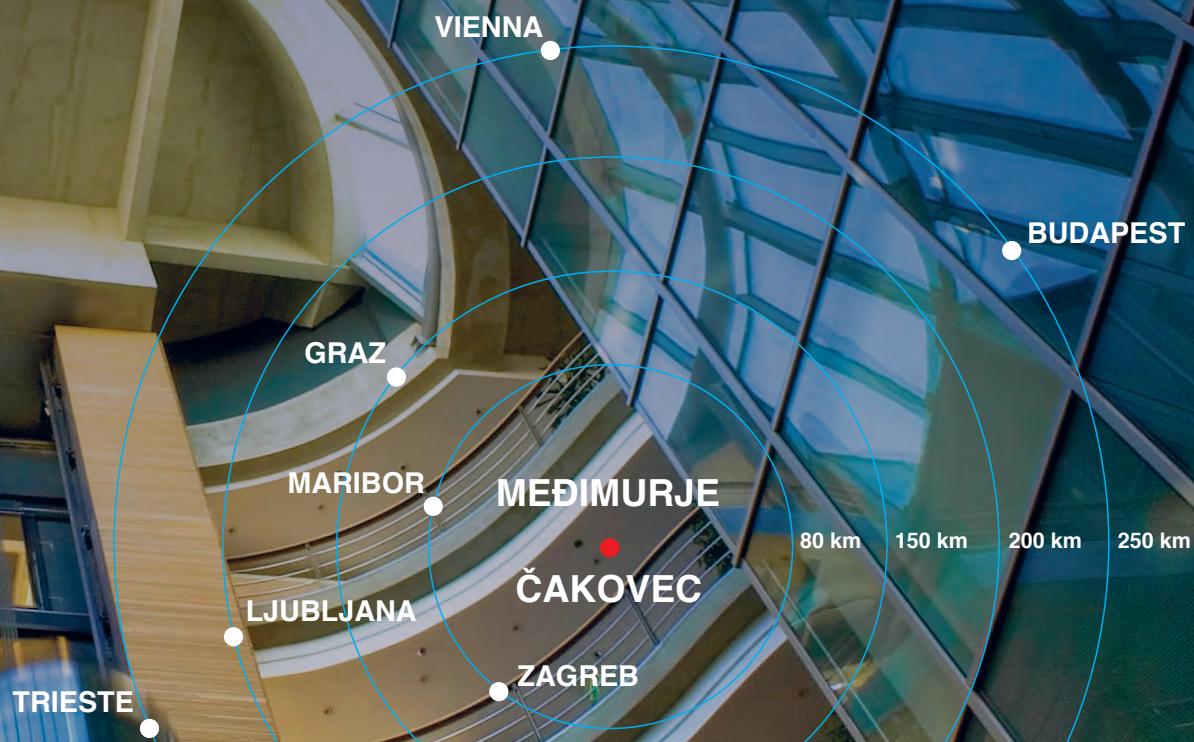
Desecima godina ideje i business zapadnih zemalja prepoznavali su u Međimurju vibrantnu sredinu spretnih, organiziranih i pouzdanih ljudi. Ideje i poslovi cvatu u pokretu, žive i uspijevaju u dinamičnom kraju.

Pokrenimo posao - Međimurje vas zove!

# EN

For decades, the ideas and business of the Western countries have been finding a vibrant setting of skilful, organised and reliable people in Međimurje. Ideas and business flourish in motion, therefore they live and thrive in this dynamic region.

Let's do business – Međimurje welcomes you!





Interreg

Europski fond za regionalni razvoj  
European Regional Development Fund



Program prekogranične suradnje  
**Mađarska-Hrvatska**

**Hungary-Croatia**  
Cross-border Co-operation Programme



ATTRACTOUR

*Pogranična regija gdje rijeke  
spajaju, a ne razdvajaju*

*A cross border region where  
rivers connect, not divide*

## TURISTIČKA ZAJEDNICA MEĐIMURSKE ŽUPANIJE TOURIST BOARD OF MEĐIMURJE COUNTY

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