



Projekt je sufinancirala Europska unija
iz Europskog fonda za regionalni razvoj.

EUROPSKA UNIJA
Ulaganje u budućnost



THE ONLY **FRESHWATER** **AQUARIUM** IN CROATIA

JEDINI SLATKOVODNI AKVARIJ U HRVATSKOJ



www.aquariumkarlovac.com



Projekt je sufinancirala Europska unija
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OP Konkurentna Hrvatska 2007-2013

Public institution AQUATIKA-FRESHWATER AQUARIUM KARLOVAC

Karlovac – the city on 4 rivers – an ideal location for the freshwater aquarium



The aquarium is located on the right bank of the river Korana, in the green zone of the city



Project



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Public institution AQUATIKA – FRESHWATER AQUARIUM KARLOVAC has been created within the project under the name „FRESHWATER AQUARIUM AND THE MUSEUM OF RIVERS – KAQUARIUM“ which was cofinanced by the European Union from the European Regional Development Fund within the framework of the Regional Competitiveness Operational programme 2007-2013 in amount 36,2 mil. kn, and total value of the project is 36,7 mil. kn.

Partners of the project:



Vision and mission

- The **vision** of the institution is to be a unique tourist, educational and research destination in the area of freshwater biodiversity
- The **mission** is:
 - To provide a unique tourist experience based on natural resources
 - To encourage conservation about freshwater biodiversity
 - To connect economical, educational and research activities



Target groups:

- ✓ Families with children
- ✓ students
- ✓ Nature lovers
- ✓ Experts and scientists
- ✓ Aquarists and fishermen
- ✓ Visitors of other city events
- ✓ business entities in general (small family businesses, artists, craftsmen, associations, travel agencies and tour operators)



Additional facilities:

- Aquarium exhibition
- Souvenir shop with handmade products
- Congress hall
- Educational playground room
- Library
- Caffe bar
- Public square
- Outdoor playground
- The vicinity of the beach



Activities

- Various exhibitions
- Educational activities
- Publishing activity
- Endorsing local economy – souvenir shop
- Collaboration with several institutions (universities, national parks, ZOO, Institute of science, Gymnasium, city museum, city library, city theatre, kindergarten, elementary schools and high schools,...)



Results in the 1st year

100.000

VISITORS

15

EMPLOYEES

8

AWARDS

60

SOUVENIR SUPPLIERS

20

OWN EVENTS (A YEAR)

+10.000

FACEBOOK FOLLOWERS



Plans for the future

- Duration of contract up to 2021
- Work on improving and extending the offer
- Emphasize educational programs
- Activities in the scientific sector
- Involvement in new EU projects
- Specialized professional library
- Karlovac - a more developed tourist destination





Thank you for your attention
and welcome to Karlovac!

Ivana Kaleb Vuletić, dipl.oec.
Head of marketing department