

500m
CENTRAL
DALMATIA
BIKE



Makarska Riviera by Bike

CYCLOTOURISM IN CENTRAL DALMATIA



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Welcome!

The mountains, sun and sea are three ingredients that have come together to create the exciting and challenging cyclo-tourism routes and other **features of the Makarska Riviera**. These three ingredients are anything but ordinary in the world, making cyclo-tourism in the Makarska Riviera and the inland of Mt. Biokovo exceptionally valuable and interesting, and unique in so many ways. Of special note is the unprecedented cycling challenge – **the epic climb to Sveti Jura (St. George), Mt. Biokovo's highest peak**. This is a completely unique cyclo-tourism attraction the likes of which cannot be found anywhere else.

The beauty of the coast, its legendary beaches, developed tourism, and the mighty Mt. Biokovo, in combination with a mild climate, enable a long cyclo-tourism season. In the Makarska Riviera, it lasts from early spring until late autumn, which is important for cycling tourists who want to enjoy all the beauty of a destination, but without the summer crowds and heat.

Another important element is that the Makarska Riviera and Mt. Biokovo are not islands. Well connected with the inland region that stretches from Imotski to Vrgorac, cyclists have a nearly unlimited number of options to explore, ride and travel. Thus, it should come as no surprise that the newest of the trans-European cyclo-tourism routes – **EuroVelo 8 Mediterranean route** – passes right through here, making this desirable destination even more attractive.

Regardless of whether you have come to the Makarska Riviera to conquer the Sveti Jura peak, to explore the coast and its towns, whether it is just the start for a broader cycling adventure on both sides of the mountain, or you are on part of a longer cycling trip, this brochure will be a valuable and useful starting point for the most important information about all that this destination offers to tourists on two wheels.





Makarska Riviera

The Makarska Riviera is a 60-km stretch of narrow coastal belt situated under Mt. Biokovo.

The Riviera is surrounded on one side by the impressive Biokovo massif, and on the other by the blue Adriatic Sea, looking over the islands of Brač and Hvar, and the Pelješac Peninsula in the distance. This is the site of a series of lovely tourism towns that attract countless tourists from all over Europe and the world. From Brela to Makarska, then Tučepi, Podgora and Igrane, all the way to Živogošće, Drvenik and Gradac in the very south, these destinations have well developed tourism infrastructure, and so much to see and do, making them among the most desirable destinations in Croatia.

Tourism has a long history on this coast. Until the coastal road was constructed, guests came in the most romantic way – by boat. Today, they reach their summer destination directly on state road D8, one of the most beautiful in Croatia, winding its way under the mountain cliffs and overlooking the sea. This is one of Croatia's most scenic routes. Today the former fishing towns feature numerous hotels, camps, apartments and an abundance of tourism content, making them fun and lively destinations. Guests come here for the unforgettable beaches, clean and beautiful sea, endless sunshine, fun things to do, and authentic flavours and smells.

Rising high above the beaches and tourists on the beaches is the monumental Mt. Biokovo, with its rocky cliffs, viewpoints and nature park. But behind the mountain is a completely different, but no less spectacular landscape around the towns of Vrgorac and Imotski and their many lakes and karst fields called polje.

The Makarska Riviera is not only naturally beautiful, but is also blessed with an exceptionally favourable climate, with 2750 hours of sunshine per year and air and sea temperatures that are regularly over 20°C from June to October.

Such great geographic, climatic and cultural distinctiveness in a relatively small space have created this immensely diverse destination, while the traditional tourism offer of beaches, sunshine and attractions are now complemented with modern forms of active tourism, especially cyclo-tourism.

Makarska Riviera

Makarska

The city of Makarska is the administrative and cultural centre of the Riviera, and its most significant destination. Nestled under Mt. Biokovo, Makarska is a very popular destination for its beaches, natural beauty and wealth of tourism content to suit a wide range of needs and wants. With its central geographic position, it is a nearly ideal starting place to explore the broader region, from other destinations on the Riviera, to the islands of Brač and Hvar, to the areas inland of Mt. Biokovo.

The view from the Makarska waterfront of the blue Adriatic Sea and the islands of Brač and Hvar is surpassed only by the view of the city and the cliffs of Biokovo when approaching by boat. By climbing – by car, bike or even on foot – to one of the mountain viewpoints, the vista quickly changes from beautiful to spectacular, with the view sometimes extending all the way to Italy. It is impossible to describe and must be experienced. In addition to all the natural, cultural and tourism attractions in the region, the many famed sand and pebble beaches are especially loved. The beach in Makarska is nearly two kilometres long and is by far the most recognisable symbol of the city.

Brela

Situated under the slopes of Mt. Biokovo and surrounded by the crystal clear sea, Brela is the first spot on the Makarska Riviera if arriving from the north and the direction of Split.

This once small Dalmatian village has grown into an important and widely known destination, thanks to its natural beauty and excellent tourism service, without losing any of its authentic charm and beauty.

Like other settlements under Mr. Biokovo, Brela is proud of its stunning, clean pebble beaches, the most famous of which is the beach Punta Rata, one of the most beautiful in this part of the Adriatic coast. Brela also boasts of having valuable historical and cultural heritage, and a wealth of authentic culinary delicacies.

Tučepi

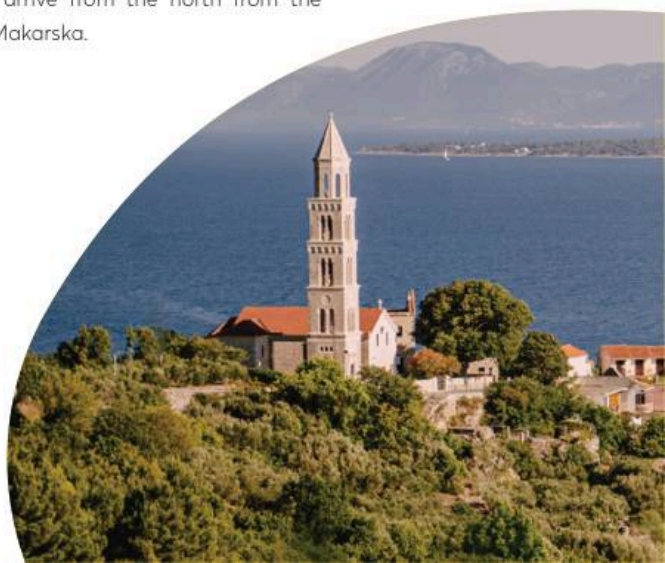
The start of tourism development in Tučepi began in the early 20th century with the construction of the first hotel. Since then, this small fishing village rich in history has developed into a successful and widely known destination, where tens of thousands of tourists from all around the world come to spend their vacation.

The Tučepi hotels and restaurants are known far and wide, and even more famous is the beach that stretches over 3 kilometres, the longest on the Riviera, lined by a beautiful, shaded promenade. For culinary delights, special mention goes to the villages in the hills of Gornji Tučepi, known for their local delicacies and wines.

Podgora

Long since known as a fishing village, Podgora has developed into one of the most picturesque destinations on the Makarska Riviera. In addition to the beauty of the town, its beaches and attractions, Podgora is also proud of its special attachment to Mt. Biokovo. Here is where the 30-kilometre climb begins to the very top of the mountain, the Sveti Jura (St. George) peak, standing at an elevation of 1762 metres. Podgora is the logical starting place to visit Biokovo Nature Park.

From the hills above the town, through the olive groves and refurbished old houses, the view overlooks Hvar Island and the Pelješac Peninsula, while if you climb even higher, the view extends much further out over the open sea, towards Italy. One of the symbols of Podgora, other than its hotels, beaches and attractions, is the massive monument "Gull wings" welcoming you into town if you arrive from the north from the direction of Makarska.



Igrane

Igrane

Once an old olive farming and agricultural settlement with rich cultural and historical heritage, Igrane has since been transformed into a picturesque tourism town with long, beautiful pebble beaches and numerous apartments, vacation homes and hotels, with an authentic culinary and wine scene.

Like other places on the Riviera, Igrane remains closely connected to Mt. Biokovo. Traditionally, life along the coast was not popular because the more fertile lands, and greater security, were found up in the foothills. Therefore, it comes as no surprise that the slopes of the mountain abound in valuable remnants of the past. Particularly important are the Church of St. Michael from the 11th century, constructed in a basilica style, the remains of noblemen's houses, the Church of the Holy Salvation from the 9th century, ruins of Illyrian grave mounds, and numerous other historical remnants that bear witness to the continuity of life and culture here, since the times of the Illyrians.



Živogošće

A series of connected pebble beaches, covering 6 kilometres in all, make Živogošće an exceptionally attractive destination for a relaxing Adriatic vacation. The town itself is made up of three separate settlements, each with its own long and rich history dating back to the times of the Illyrians and the Romans.

The most famous historical artefact, a symbol of Živogošće, is the Roman epigram from 474 A.D. This is one of the loveliest specimens of classical literature on the Adriatic coast, engraved into stone above the Pokrivenica spring on the sea shore. With it, the Roman quaestor Licinian celebrated this source of freshwater, where you can quench your thirst even today.

Drvenik

The town of Drvenik is situated in the southern part of the Makarska Riviera, surrounded by the ridges of Mt. Biokovo on one side and the blue Adriatic on the other. It is best known for its long beaches, kilometres of promenades, maintained hiking trails and viewpoints offering unforgettable views over the islands of Hvar, Brač, Korčula and the Pelješac Peninsula.

Drvenik is surrounded by olive groves and pine woods that provide fantastic shade along its long beaches. For guests looking for more than just the hot sun and clean sea, there are many active tourism options, while for those interested in more romantic moments, there are nearby viewpoints that are perfect to watch some of the most spectacular sunsets on the Adriatic coast. An additional advantage of Drvenik is its year-round ferry connection with the island of Hvar.



Gradac

Gradac

The southernmost town on the Makarska Riviera is also one of the oldest. The area of Gradac has been continually inhabited since antiquity, with numerous valuable finds and material artefacts of early civilisations that once inhabited this area found throughout the region.

One of the most prominent historical, cultural and sacral structures is the Franciscan monastery in Zaostrog, with its grand old library and spectacular botanical garden. Today, Gradac has grown into a beloved tourism destination thanks to its position, climate, lovely hotels and beautiful beaches. Tourists also have numerous attractions and activities to enjoy.

Biokovo

Mt. Biokovo, one of the famous Dalmatian coastal mountains, is not simply a geographic feature. Its monumental stature gives the entire region a specific character and identity, on both sides of its peaks. Viewed from the sea, Mt. Biokovo rises nearly vertically from the seashore to its highest peak, Sveti Jura (St. George) at an elevation of 1762 metres.

Biokovo forms the natural border inland between the Imotski and Vrgorac areas, as a physical border that was once so much more pronounced and is still visible today, above all in the climatic and geographic difference in those two areas, and also in the characteristics of the local culture and traditions. This gives the entire tourism region exceptional diversity and richness, particularly in the culinary and wine scene.

In addition to being stunning, monumental and famous, Biokovo is also an exceptionally important region, filled with natural attractions, cultural and historical heritage, and rare geomorphological features. The height of the mountain makes it the perfect viewpoint to have a nearly uninhibited view of the entire marine and island landscape of this part of Dalmatia, while in clear weather, it is possible to see all the way to the Monte Gargano Cape in Italy. Looking the other way from the highest peak that can be reached on the highest road in Croatia, the Sveti Jure peak looks inland over the distant peaks of the mountains in Bosnia and Herzegovina.

The biological diversity and geomorphological features of Mt. Biokovo have been protected since the nature park was proclaimed in 1981. This park is one of the most important tourism attractions in the region. The exceptional wealth of natural and cultural heritage, numerous old sacral structures, maintained walking and hiking trails are complemented by many options to enjoy this landscape through active tourism. Explore the nature park and Biokovo by hiking, rock climbing, cycling or paragliding. All these activities are just a few kilometres away from an entire series of developed and popular summer tourism destinations, making the beauty of this mountain easily accessible to a large number of tourists.

A special attraction is certainly the Biokovo viewpoints. There are five, all over 800 metres in elevation, within the nature park. Each has its own special story and view, but the most impressive is certainly the Biokovo Skywalk at an elevation of 1228 metres. Its large, glass floored, concrete arch extends out from the cliff over the ravine to offer a truly unforgettable adrenaline experience.

A number of educational trails have been set up in the park, and a popular attraction is the Kotišina botanical garden and the newly constructed Veliki Kaštel interpretation centre.

Biokovo

Sveti Jure

With an elevation of 1762 metres, the Sveti Jure (St. George) peak may not be the highest peak in Croatia, but it certainly is one of the most spectacular. Rising high above the sea, Sveti Jure offers unforgettable views in all directions, and in clear weather, it is possible to see all the way across the Adriatic to Italy, some 200 kilometres away. Due to its height, Sveti Jure stands at a crossing of two climatic zones. From the sea, the Mediterranean climate warms its slopes, while the continental climate cools its inland slopes. This makes weather conditions on the mountain, and on the ascent, very fickle and quick to change, and snow can be found in certain areas for most of the year.

The Biokovo Road leads up to the Sveti Jura peak. This is the highest road in Croatia, and also a supreme cycling challenge. Regardless of whether you set off on an ultimate cycling adventure to conquer Biokovo from Makarska or Podgora, 30 kilometres of demanding ascent awaits you. But the greater the pain, the more intense the feeling of accomplishment when you finally climb to the very top, where you will find the TV tower and small chapel raised in 1968, and unlimited views in all directions.



OVERVIEW OF THE CYCLING ROUTES

Road Routes

Designed for a **complete cycling challenge and riding pleasure**, and intended for regular recreational road riders in good physical conditions. These road routes are long, boast significant elevation differences, and are paved along the entire route



MANDATORY EQUIPMENT AND INSTRUCTIONS FOR ALL ROUTES AND AGES OF RIDER

- Always check the **condition of your bike** before each ride.
- Always wear a **helmet**.
- Bring enough **food and water**.
- Respect **all traffic rules**.
- Ride in **single file** on roads.
- When turning, **use hand signals**.
- Don't forget **additional clothes** in case of bad weather or a drop in temperature, especially when climbing Biokovo.
- Take **special care on the D8 state road** in the summer months, when the traffic intensity is much higher than during the rest of the year.
- Avoid riding at night, and if you must ride in the dark, turn on **lights** and **wear a reflective vest** or clothing.

ROUTE **CHARACTERISTICS**

- Surface is always paved road.
- Cobblestones and similar surfaces may occur on short sections of the road, but are the exception.
- They are safe to ride.
- They are long, with a demanding total elevation difference.
- Designed for a complete and challenging ride for recreational road cyclists in good physical condition.
- Physical complexity (5 levels).
- Technical complexity (5 levels).
- No gravel.





For easier recognition, the routes on the map are marked in different colours, while on the road signs, the routes are marked with blue signs and white lettering.

WAIVER: *The use of this brochure and maps and riding the routes and using this content is exclusively at your own risk. Riders are required to abide by all traffic rules and take special care while riding. Before starting your ride, be sure to check the condition of your bike and equipment, and assess your own physical and technical readiness to safely complete the route.*





ROAD CLIMBS



0 - 4%

4 - 6%

6 - 9%

Above 9%

From zero to hero

For cyclists who like to use up every atom of strength in their muscles, there is no greater challenge than long, steep, consecutive climbs. But all that pain and suffering is accompanied by the sweet feeling of accomplishment and conquering the mountain and oneself, a feeling that is insurmountable.

In addition to the hot sun and beautiful sea, the Makarska Riviera is also home to Biokovo, and for those who love sweet pain on two wheels, it could be said that there is no better destination. There are nine serious climbs, nine chances to triumph over the mountain and oneself, nine unforgettable viewpoints that give the cyclist the chance to go from "zero to hero".





Sveti Jure

1762 m



PEAK	1762 m*
LENGTH OF CLIMB	30 km
ELEVATION DIFFERENCE	1762 m
AVERAGE SLOPE	5,9%
PART OF THE ROUTE	241 From Zero to Hero



Makarska
- Sveti Jure



Podgora
- Sveti Jure



An epic cycling climb, literally from zero (sea level) to 1762 metres in elevation to the highest peak of Mt. Biokovo.

It is difficult to imagine a better cycling experience than this. Europe abounds in great climbs, high peaks and long roads leading to them, but nowhere else can you get such a fierce slope from sea level, practically from the beach, to a peak that can still be under snow in summer, in just 30 kilometres.

The view from Sveti Jure is endless and magnificent, and conquering the fickle mountain is truly a great triumph. What sets Sveti Jure aside from other climbs in Europe is that you can conquer it from early spring until the first real snows in early November.



The climb can be divided into three sections:

1 Start of the climb to the entrance to Biokovo Nature Park **– elevation 0 to 360 metres**

The start of the climb depends on where you decide to begin your ascent to Sveti Jure. There are two roads leading to the entrance into the nature park. The first road leads from the Makarska waterfront, and it is described in greater detail in this brochure under "Climb on Biokovo".

The second begins "on the beach" in Podgora and takes secondary, winding roads through the Gornja Podgora area to reach the park entrance. Just so you know, this route was part of the professional cycling race *Tour of Croatia/Cro Race*.

2 From the entrance to Biokovo Nature Park to the Skywalk **– elevation 360 to 1228 metres**

A narrow mountain road leads from the entrance into Biokovo Nature Park towards the Skywalk, so additional caution for oncoming vehicles is needed.

With every new serpentine, the winding road offers spectacular views over the Makarska Riviera, the islands of Brač and Hvar, and the Pelešac Peninsula, and ends in the section called Ravna Vlačica where you find the Skywalk – a modern, exceptionally popular viewpoint in the shape of a large glass arch that hangs over the ravine as one of Croatia's newest and largest tourist attractions.

3 From the Skywalk to Sveti Jure – elevation 1228 to 1762 metres

The final segment on the route to Sveti Jure moves through the inland of Biokovo, with less steep ascents, passing through karst pastures where you can often see wild horses and occasionally free-roaming cattle.

But don't think the suffering is over – the final 4-kilometre climb is also the most demanding, with a slope of more than 15% in places.





Kozica

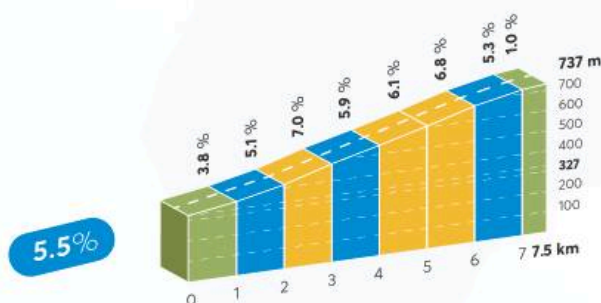
737 m

PEAK 737 m
LENGTH OF CLIMB 7,5 km
ELEVATION DIFFERENCE 409 m
AVERAGE SLOPE 5,5%
PART OF THE ROUTE

242 *Oko Biokova*

321 *Podgora – Vrgorac – Podgora*

341 *Gradac – Vrgorac – Podgora*



The climb starts from the village Kozica situated in a valley bounded by the Vrgorac hills and Mt. Biokovo.

This "comfortable" climb up the eastern slopes of Mt. Biokovo on a winding road that passes along the edge of the nature park, as the serpentine reveals views of the Vrgorac hills. But the real experience begins if you continue riding towards the coast, for when it begins winding down the coastal side

of Biokovo, this marks the start of one of the most spectacular cycling descents, with magnificent views over the central Dalmatian islands and the blue Adriatic behind them.

▲ Gornje Igrane 518 m

PEAK
LENGTH OF CLIMB
ELEVATION DIFFERENCE
AVERAGE SLOPE
PART OF THE ROUTE

518 m
10,5 km

518 m
4,9%

243 Makarska – Vrgorac – Imotski – Makarska
321 Podgora – Vrgorac – Podgora



The climb begins on the waterfront in Podgora and leads through the hills of Gornja Podgora to the state road D512, where it continues past the entrance to Biokovo Nature Park in the direction of Vrgorac.

The tough ascent will be at least somewhat softened by the stunning sea views to the south. The climb is officially over when the road turns left towards the inland area and the view of the Adriatic is lost.

Vina

207 m

PEAK

207 m*

LENGTH OF CLIMB

2,6 km

ELEVATION DIFFERENCE

168 m

AVERAGE SLOPE

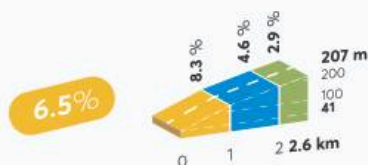
6,5%

PART OF THE ROUTE

243 Makarska – Vrgorac – Imotski – Makarska

321 Podgora – Vrgorac – Podgora

341 Gradac – Vrgorac – Podgora



A short but steeper climb leads from the Polja Jezero field near Vrgorac into the town.

It was named after one of the villages it passes, and at the halfway point is a viewpoint offering a lovely view over the field that once truly was a lake (Polje Jezero means lake field).





Milina Zasida

920 m



PEAK

920 m*

LENGTH OF CLIMB

10,5 km

ELEVATION DIFFERENCE

691 m

AVERAGE SLOPE

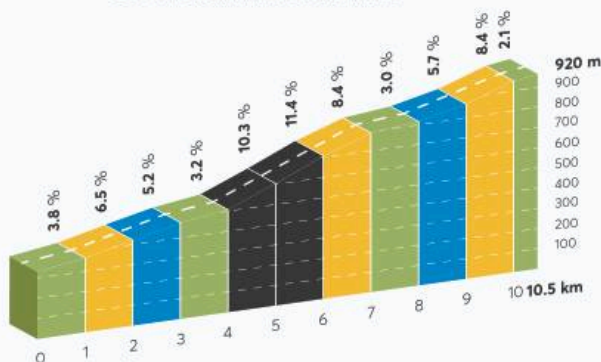
6,6%

PART OF THE ROUTE

600 *From the lakes to the fields*



6.6%



There are so many different climbs in the Vrgorac area, and one of the most prominent is found on the pass towards Imotski, along the border with Bosnia and Herzegovina.

Eight viewpoints with a stunning view at the very top, it is important to stress that this road is not very busy, so you will likely be able to fully concentrate on your physical climb.

Poljica Kozička

830 m

PEAK

830 m*

LENGTH OF CLIMB

6,7 km

ELEVATION DIFFERENCE

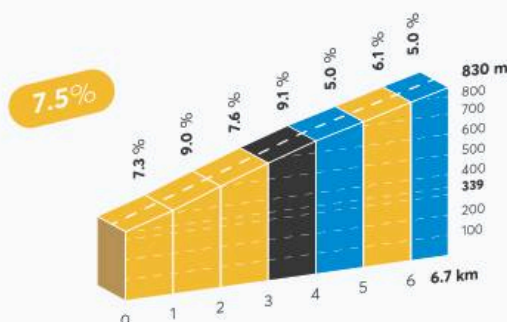
504 m

AVERAGE SLOPE

5,5%

PART OF THE ROUTE

243 Makarska – Vrgorac – Imotski – Makarska



Whichever way you head from the valley where the village of Kozica is nestled, a climb awaits. Poljica Kozička, found on the shortest route towards Imotski, stands out for its steep average slope.

Notes

Valley view.

Runs parallel to the motorway.



Turija Tunnel

715 m

VRH

DULJINA USPONA

VISINSKA RAZLIKA

PROSJEČNI NAGIB

SASTAVNI DIO RUTE

715 m*

3,7 km

209 m

5,6%

242 *Biokovo circular*



5.6%



The state road D62 that leads towards Biokovo includes a climb towards the Turija tunnel.

Though this is a state road, the traffic is very sparse so it is ideal for cycling. The top of the climb will reward you for the effort with the vast views over the Biokovo inland slopes.





Ričice

656 m

PEAK

656 m*

LENGTH OF CLIMB

2,4 km

ELEVATION DIFFERENCE

238 m

AVERAGE SLOPE

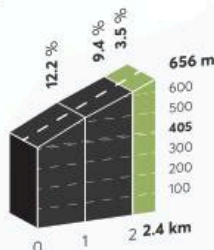
9,9%

PART OF THE ROUTE

201 Brela - Imotski - Brela



9.9%



One of the most famous natural attractions of Imotski are its spectacular karst lakes.

One of them – the Green Lake – is situated right next to this short but "sweet" climb that leads through the village of Ričice. After conquering this tough average slope of 9.9%, you will have a bird's eye view of the Green Lake.





Poljica Imotska

602 m

PEAK

602 m*

LENGTH OF CLIMB

5,5 km

ELEVATION DIFFERENCE

279 m

AVERAGE SLOPE

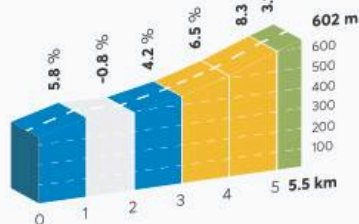
5,1%

PART OF THE ROUTE

600 From the lakes to the fields

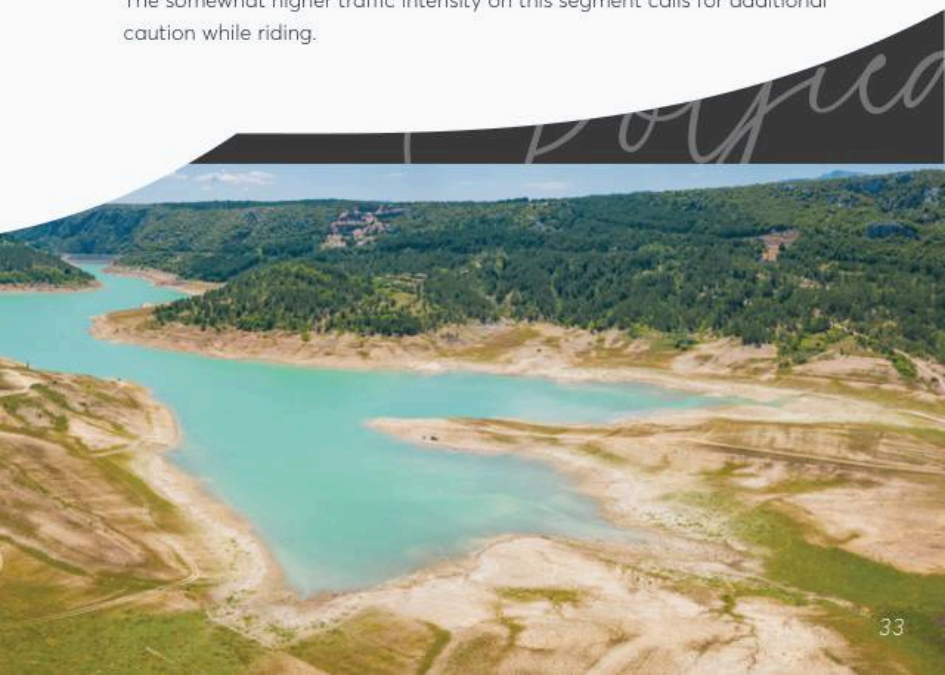


5.1%



On the road from Imotski towards Zagvozd, you will find this steplike climb, whose slope in some places is up to 10%.

The somewhat higher traffic intensity on this segment calls for additional caution while riding.







ROAD CYCLING



ROAD ROUTES

ROUTE
241





W. O. M.

FROM ZERO TO HERO



MAKARSKA –
SVETI JURE (BIOKOVO) - MAKARSKA

—○ 63.2 km

⌚ 4 h



This unique, exciting and demanding route called **"From Zero to Hero"** runs from sea level (literally!) right up to Croatia's third highest peak. The 30 km long and physically demanding climb, and the equally long and technical demanding descent lead you to an elevation of **1762 metres** and back down to the Makarska beach, making this route the main cycling attraction destination and one of the most attractive in this part of Europe.

Indeed, this configuration, with the tall mountain rising directly over this popular summer tourism destination, with a paved road leading right up to the top, cannot be easily found anywhere else in Europe. It should also be said that the favourable climatic conditions, even on the fickle Mt. Biokovo, make it possible to ride the *From Zero to Hero* route from early spring until late autumn.

The first 7 kilometres of the climb, until the entrance to **Biokovo Nature Park**, runs along the state road D512 that connects the Makarska Riviera with the inland

of Mt. Biokovo. Turning into the nature park, you come onto the **Biokovo Road**, Croatia's highest paved road that climbs up to the top with numerous serpentine winding through the pine woods. After passing the restaurant Vrata Biokova, the trees are replaced by mountain pastures, where you can see wild horses and free-ranging cattle.

At the 18th kilometre of the climb, at an elevation of 1128 metres, is the **Skywalk Biokovo**. After this, the final part of the climb begins, and the final 4 kilometres are the toughest, with slopes up to 20%.



0.0m

FROM ZERO TO HERO

MAKARSKA - SVETI JURE (BIOKOVO) - MAKARSKA

ROUTE LENGTH:	62.3 km
TOTAL CLIMB:	1762 m
TECHNICAL DIFFICULTY:	
PHYSICAL CONDITION:	
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	4h



Notes

An epic cycling **climb** from
"zero" to 1762 metres

Biokovo Nature Park charges
an entrance fee during the
summer months



FOR MORE ABOUT THE ROUTE
From Zero To Hero



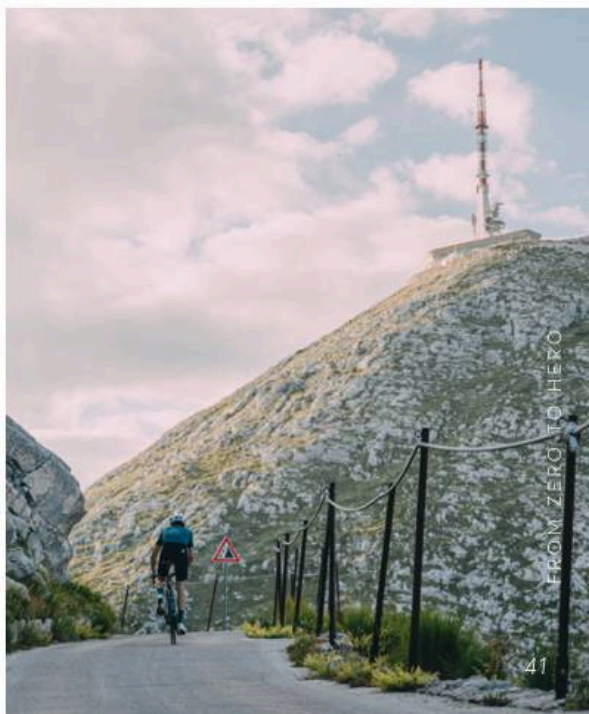
The Biokovo road is narrow and traffic is in both directions so take caution.



The climb itself can be divided into four parts:

1. To the park entrance (less steep – wide road)
2. From the park entrance to the Skywalk (steep)
3. From the Skywalk to the final 4 km (flatter)
4. Final 4 km – steep and demanding (you'll know you're there when you see the rope along the side of the road)

Take lots of fluids because there is only one restaurant, Vrata Biokova, at the 15th km of the climb.



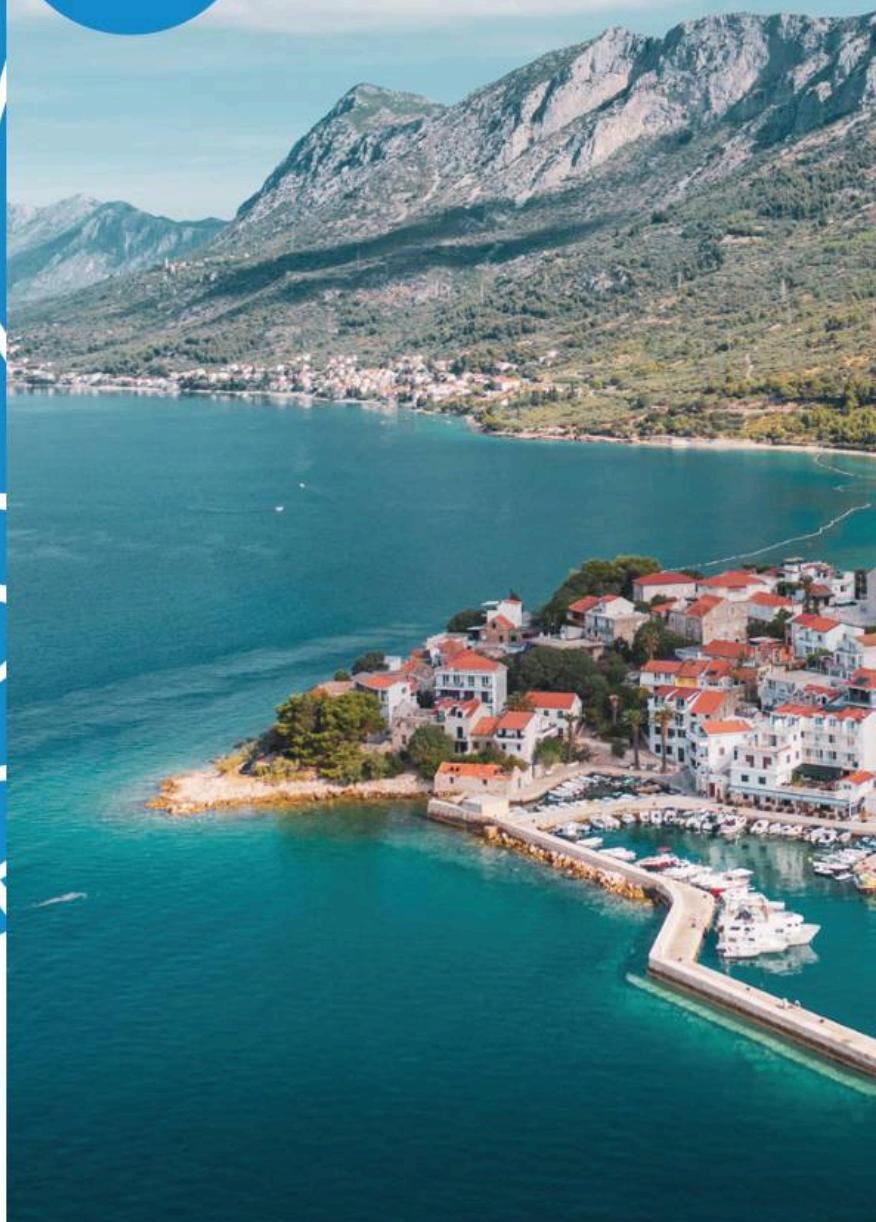


Skywalk Biokovo is a grand arch with glass floor that hangs out high over the ravine. It is found in the southwestern part of Biokovo Nature Park, in the area of Ravna Vlačka, at an elevation of 1228 metres.

At the viewpoint you can also find a geological column – a three-dimensional display of a cross-section of the rock that forms the Biokovo area, since its creation, with a geological time table and a description of the age and types of rock.

Skywalk Biokovo

ROUTE
340
→





in
5.6
On

TRANSVER- SAL OF THE MAKARSKA RIVIERA



GRADAC – ŽIVOGOŠĆE – DRVENIK – IGRANE –
PODGORA – TUČEPI – MAKARSKA – BRELA

—○ 63.2 km

🕒 2:15 h



This light and interesting road route connects all the beautiful tourism spots on the Makarska Riviera and also passes through two of the day segments of the route EuroVelo 8.

This route runs along the Adriatic main road to pass through all of the towns on the Makarska Riviera, from Gradac to Brela (or vice versa). It has been designed so that it is also a connector to all the other routes on the Riviera. Though not physically or technically demanding, it is important to stress that it runs on **state road D8** for its entire course, which can have high traffic intensity, especially in the summer months, so caution is required.

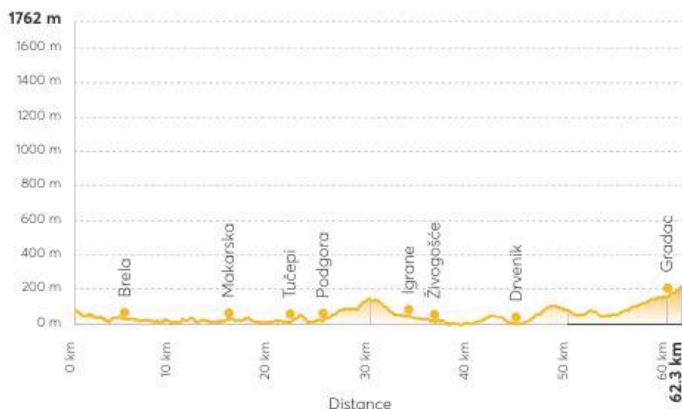


TRANSVERSAL OF THE MAKARSKA RIVIERA

**GRADAC - ŽIVOGOŠĆE -
DRVENIK - IGRANE - PODGORA
- TUČEPI - MAKARSKA - BRELA**

ROUTE LENGTH:	62.3 km
TOTAL CLIMB:	750 m
TECHNICAL DIFFICULTY:	● ● ● ● ●
PHYSICAL CONDITION:	● ● ● ● ●
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	2:15 h

Elevation





Notes

State road D8 has high traffic intensity, especially in the summer months, so extra caution is needed.

Every town on the route has many **hospitality venues** with a wide selection of food and drink.



ROUTE
242
→



W.F.O.
mem

BIOKOVO CIRCULAR



BIOKOVO CIRCULAR

—○ 100.3 km

🕒 4 h



A classic, circular, 100 km long road route circles **Mt. Biokovo** and connects the coastal towns with the settlements on the spacious inland slopes of the mountain, while also running along the edge of the nature park.

The route includes several climbs and descents that will not be too demanding for regular cyclists, but offer truly unforgettable views of the Adriatic and the **karst landscapes of the Biokovo inland**. We could even say that this route is nearly a "must" for any passionate cyclist visiting the Makarska Riviera.





BIOKOVO CIRCULAR

BIOKOVO CIRCULAR

ROUTE LENGTH:	100.3 km
TOTAL CLIMB:	1628 m
TECHNICAL DIFFICULTY:	●●●●●
PHYSICAL CONDITION:	●●●●●
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	4h

Elevation





The first 20 km of the route runs along state road D8 so extra caution is required.

The traffic intensity is lower after the climb towards Dubci and on the part of the route on the inland side of Mt. Biokovo

There are two beautiful road climbs on the route
– **Turija Tunnel and Kozica**

The descent from Gornje Igrane towards the Makarska Riviera offers spectacular views and viewpoints over the islands of Brač and Hvar, and the Pelješac Peninsula

Zagvozd is a **mandatory pit stop** to replenish your fluids for there are no other spots or hospitality facilities on the route again until you





ROUTE
243
→





ROUTE EPIC



MAKARSKA – VRGORAC – IMOTSKI –
MAKARSKA

—○ 176.6 km

⌚ 7 h





Significant climbs...

This demanding, circular road route offers everything the diehard cyclist is after: **physical and technical challenges and a long ride on beautiful roads with low traffic intensity through untouched nature.** Over its nearly 180 km, it connects the most beautiful parts of the Makarska Riviera and the Biokovo inland slopes, including significant climbs and a wealth of natural sights.

It is best to start the route with the climb towards the entrance to the nature park, and to continue over the mountain in the direction of Vrgorac and Polje Jezero. From Vrgorac, the route turns over the hilly karst landscapes of the inland slopes of Biokovo towards Imotski, where it passes by the stunning **Blue, Red, Green and Galipovci Lakes**, and again turns back towards the coast, towards Brela.

The final 20 km of the route follows the coast you return you to your starting point.

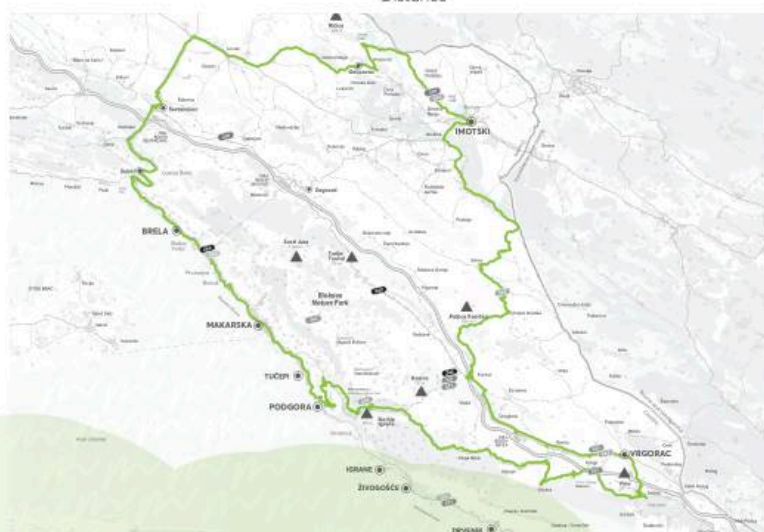
If you decide to take more time to get to really known these destinations, the local culture and cuisine, the route can be ridden in three segments of 60 km each: from Makarska to Vrgorac, from Vrgorac to Imotski, and from Imotski to Makarska.

WFO
On

ROUTE EPIC

MAKARSKA - VRGORAC - IMOTSKI - MAKARSKA

ROUTE LENGTH:	176.6 km
TOTAL CLIMB:	2986 m
TECHNICAL DIFFICULTY:	
PHYSICAL CONDITION:	
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	7h



Notes

State road D512, near the Stupica Tunnel, has two viewpoints overlooking the riviera.

The **ethno-village Kokorići** is found on the route, while the viewpoint on the Vina climb gives a fantastic view over the Polje Jezero field.

Shops can be found in Vrgorac, Imotski, Sliuno, Runović and Zmijavci. There are **hospitality facilities** in Vrgorac, Imotski and Zmijavci that work year round, but in Sliuno only during the summer.

The route near Imotski passes by the unique **Blue, Red and Green Lakes**. The **Prološko Blato viewpoint** offers a magnificent view over the Imotsko Polje field.

The descent near Dubci opens up spectacular vistas of the Adriatic Sea and Makarska Riviera.





ROUTE
201
→





NORTHERN RIVIERA



BRELA - IMOTSKI - BRELA

—○ 107.5 km

🕒 4 h





This physically demanding route starts out on the seashore, leading those cyclists in search of serious challenges inland, towards the **Imotski region** and its rugged and well preserved karst landscapes.



The initial climb to Dubci provides a view of **Vruje Bay**, one of the loveliest bays on the Adriatic Sea. Once the route leaves the coast, it becomes circular and leads to Imotski via Šestanovac and Zagvozd, passing by all **three "coloured" lakes** (Blue, Red and Green) before returning towards Šestanovac and back to the coast.



NORTHERN RIVIERA

BRELA - IMOTSKI - BRELA

ROUTE LENGTH:	107.5 km
TOTAL CLIMB:	1688 m
TECHNICAL DIFFICULTY:	● ● ● ● ●
PHYSICAL CONDITION:	● ● ● ● ●
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	4h

Elevation





Recommendations

View of **Vruja Bay**

View of the **Blue, Red and
Green Lakes**

FOR MORE ABOUT THE ROUTE
NORTHERN RIVIERA





ROUTE
321
→





W.F.O. m

FROM THE SEA TO THE FIELDS



PODGORA - VRGORAC - PODGORA

—○ 91.4 km

🕒 3:30 h



With three challenging climbs and a low traffic intensity, this route is the **ideal combination of pain and gain** – the feeling of accomplishment for all road bike lovers.



The first climb is immediately at the start of the route, from Podgora towards Gornje Igrane, after which it descends slowly towards the Polje Jezero field. Here you can rest up at the **ethno-village Kokorići** before the next climb through the village Vina towards Vrgorac. After Vrgorac, the route continues along a flatter landscape to the third and final **climb to village Kozice**, followed by a spectacular descent towards Podgora as a reward for all the pain, with million dollar views along the way.



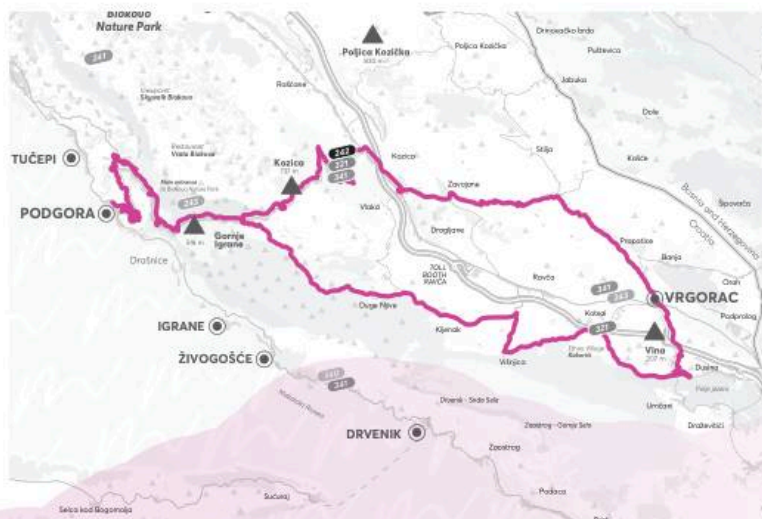
From the Sea to the Fields

FROM THE SEA TO THE FIELDS

PODGORA - VRGORAC - PODGORA

ROUTE LENGTH:	91.4 km
TOTAL CLIMB:	1884 m
TECHNICAL DIFFICULTY:	
PHYSICAL CONDITION:	
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	3:30 h

Elevation



Remarks

On state road D512 there are **two great viewpoints** near the Stupica Tunnel that provide splendid views over the riviera.

Along the route is the **ethno-village Kokorići**. There is a great viewpoint on the **Vina climb** that overlooks the Polje Jezero field and **Croatia's largest wine-growing hills**.

In Vrgorac be sure to replenish your fluids since there are no more shops or restaurants until you reach the coast.



FOR MORE ABOUT THE ROUTE
FROM THE SEA TO THE FIELDS





ROUTE
600
→





FROM THE LAKES TO THE FIELDS



VRGORAC – IMOTSKI –
VRGORAC

—○ 106.2 km

🕒 4:30 h





Hilly roads...

The **Biokovo inland area**, with its network of hilly roads and low traffic intensity, was made for road cycling. This route connects the two largest cities in the Dalmatian interior, and runs east of Biokovo past some of the loveliest, wildest and most preserved parts of this destination.

The route begins with the climb to Milina Zasida near Vrgorac followed by a technically demanding section nearly all the way to Imotski, with narrow roads although very little traffic. Once you reach Imotski, the route passes by the **Blue Lake** and through the Imotsko Polje field, and then climbs to Poljica before descending towards Zagvozd. The hilly road continues further to the climb to the tunnel at the Turija pass, from which begins a descent with stunning views over the Biokovo slopes and the peaks of the Vrgorac hills, **Sveti Mihovil and Šibenik**.



FROM THE LAKES TO THE FIELDS

VRGORAC - IMOTSKI - VRGORAC

ROUTE LENGTH:	106.2 km
TOTAL CLIMB:	2171 m
TECHNICAL DIFFICULTY:	•••••
PHYSICAL CONDITION:	•••••
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	4:30 h

Elevation



Notes

The narrow roads and technically demanding descents in the first part of the route from Vrgorac towards Imotski **require extra caution.**

There are no shops or restaurants from Zagvozd to Vrgorac, so be sure to **get your fluids** on time.

FOR MORE ABOUT THE ROUTE
FROM THE LAKES TO THE FIELDS





ROUTE
341
→





SOUTHERN RIVIERA



GRADAC – VRGORAC – PODGORA

—○ 107.1 km

🕒 4:30 h



This route leads you to explore the **southern part of these destinations** from Gradac to Ploče and the Baćina Lakes to the Polja Jezero field by Vrgorac.

Here the route begins to climb via the village **Vina** to Vrgorac, and soon reaches another demanding climb in the Vrgorac village Kozica before descending back towards the coast and returning to Gradac.

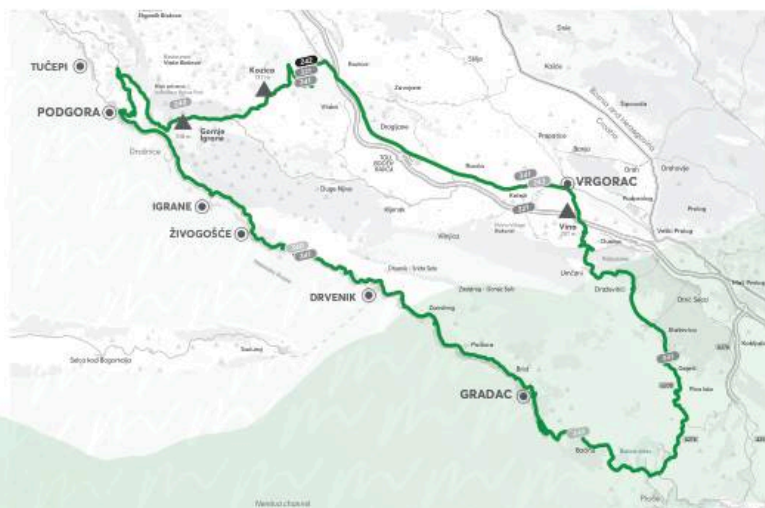


SOUTHERN
RIVIERA

GRADAC - VRGORAC -
PODGORA

ROUTE LENGTH:	107.1 km
TOTAL CLIMB:	1768 m
TECHNICAL DIFFICULTY:	●●●●●
PHYSICAL CONDITION:	●●●●●
SURFACE:	Paved
RECOMMENDED BIKE:	Road
TOUR TIME:	4:30h

Elevation



Remarks

Vrgorac is a mandatory place to stock up on fluids because from here to the coast there are no shops or hospitality venues.

Enjoy the view over the **Polje Jezero** field as you climb towards the village Vina.

The descent from Gornje Igrane to the coast falls within the category of **legendary descents**.

The route passes by the entrance to Biokova Nature Park, so the ambitious cyclist can treat themselves to a climb up to the Sveti Jura peak.

It's not all about the ride; take a break by the sea in one of the **picturesque towns** on the Makarska Riviera.





OTHER ROUTES

PASSING THROUGH THE MAKARSKA AREA

EuroVelo 8

EV8 day route 112 (HR16)

Split (Stobreč) – Makarska 6.2

FOR MORE
ABOUT THE
ROUTES:



EV8 day route 113 (HR17)

Makarska – Trpanj



The popular European continental cycling route – Mediterranean Route (EuroVelo 8 – EV8) passes through the Makarska Riviera.

The Mediterranean cycling route, 5900 km in length, runs through 11 European countries, with its terminal points at the two edges of the Mediterranean – in Spain and on Cypress.

Two one-day segments of the EV8 route pass through the Riviera – the first from Split to Makarska, and the second from Makarska to Ploča to Trpanj on the Pelješac Peninsula.

The EuroVelo network of cycling routes was developed by the European Cyclists Federation (ECF), in cooperation with the national coordination bodies that are members of the ECF. The main goal is to connect current and future national and regional cycling routes into a single European network.

Polje Jezero

Trekking/Junction model

If you skip Biokovo along its eastern slopes, you will reach the historical city of Vrgorac. Beneath Vrgorac, extending in a southeasterly direction and connecting it with the area of the city of Ploče, is the Vrgorsko Polje field, better known as the Polje Jezero field.

This fertile green field and Croatia's largest vine-growing region was created by drying out a former lake to create agricultural lands in an otherwise rocky karst landscape. This was made possible by construction of a tunnel towards the Baćina Lakes above Ploče, and the deep connection of this landscape with water is seen in the winding Matica River that flows through the field, flooding parts of it in spring, especially at the far southern edge of the field.

This dynamic, flat landscape with countless well beaten field paths has been turned into a true cyclist trekking heaven for those who enjoy a lighter ride through labyrinths of vineyards, orchards, rocky hills of the former lake islands, and the winding course of the river.

The routes were designed based on the junction model, meaning that the entire field is interlaced with beautifully and sustainably designed road signs that enable you to pick and choose among the segments to shape your very own route, depending on how many kilometres you want to ride and what you want to see (or taste).

In this case, this trekking heaven is accompanied by wealth of content, culinary above all. There are numerous family farms and keep in mind that this is Croatia's largest wine-growing region, and the homeland of the widely renowned Vrgorac prosciutto.



What
to see?

Biokovo Nature Park

Biokovo Nature Park is one of 11 nature parks in Croatia. Mt. Biokovo is not important only for its geography, history and cultural role, it is also a true treasure trove of natural richness and is certainly worth getting to know the area, exploring and enjoying it in different ways.

The park area abounds in interesting geomorphological formation and the landscape is habitat for numerous endemic plant and animal species. As the mountain rises up nearly vertically from the seashore, it separates the coastal zone from the inland area behind

the mountain, creating two complexly different climatic and geographic zones, offering unique views, and one of the best attractions is Croatia's third highest peak, Sveti Jure, at an elevation of 1762 metres.

Important!

Adventures on Mt. Biokovo require good preparations and a serious approach, especially concerning the quantity of liquids you bring with you, since there is no freshwater on the mountain. Nor should you underestimate Croatia's second highest peak, even in favourable weather conditions, and so good quality mountain gear and experience if possible, is very important.



Skywalk Biokovo

Skywalk Biokovo is a newly opened viewpoint in the southwestern part of Biokovo Nature Park. It stands at an elevation of 1228 metres and is right near the info centre.

The viewpoint is a large arch with glass floors installed over a deep ravine. It is the only attraction of its kind on the Adriatic coast and has quickly become one of the most recognisable symbols of the Makarska Riviera. The Skywalk offers truly spectacular views over the whole Riviera, the islands of Brač and Hvar, the Pelješac Peninsula, and the vast blue Adriatic Sea, all the way to Italy, which can even sometimes be seen, on very clear days.

Presentation centre Adrion – Heart of the Mountain

If you want to get to know Biokovo without climbing it or riding your bike up to the top. The Adrion multimedia presentation centre is found in Makarska. Its goal is to present the mountain to all visitors in a contemporary way.

Next to the viewpoint, a geological column has been installed as a three-dimensional overview of a cross-section of the rock that has formed the Biokovo area since its creation, with a geological timeline and a description of the age and types of rock.

There is only one way to get to the Skywalk – the legendary Biokovo road that leads from the entrance to the nature park all the way to the Sveti Jure peak.

pp-biokovo.hr

Malacology Museum in Makarska

This interesting museum was established in 1963 by Father Jure Radić. This is the best-known collection of molluscs in Croatia, with more than 3000 specimens of shellfish from the Adriatic Sea, and tropical and subtropical seas from around the world. It is certainly worth visiting.

malakoloski-muzej-makarska.eu

Franciscan monastery in Zaoštrog

The most important cultural and historical monument in the Makarska Riviera is the Franciscan Monastery of St. Mary in Zaoštrog.

Though it was inhabited by the Franciscans in the 15th century, its history is more than 100 years older. According to legend, it was established by monks of the Order of St. Augustine in the 14th century.

samostan-zaostrog.com

The monastery quickly became an important spiritual, educational and cultural centre, and already in the 17th century, this location was considered one of the most beautiful in this part of Europe. The wealth of its monuments and the value of its heritage is both immense and diverse. An inscription from the year 1589 is engraved in the stone above the entrance to the church, written in the Croatian language and Bosančica script, while the monastery's educational significance is seen in the exceptionally valuable library with 20,000 volumes and a grand archive, which comes as no surprise as this was formerly a secondary preparatory school. The monastery's art collection is also very important, housing the permanent collection of one of Croatia's best known recent painters, Mladen Veža (1916 – 2010).

In addition to its architectural, historical and sacral value, the monastery is also surrounded by a botanical garden with more than 250 plant species, making it a true oasis of peace, beauty and culture and is certainly worth a (longer) visit.

Interpretation Centre

Veliki kaštel - Koština

Veliki kaštel, the grand castle, was constructed in the cliff face on Mt. Biokovo. This is a historical structure erected in the 17th century during the wars against the Turks. The complex was completely renovated and reconstructed in 2019 when it became home to the Interpretation centre managed by the Makarska City Museum. The centre gives a contemporary, multimedia interpretation and presentation of the archaeological, ethnological and natural heritage of the area.

The main focus of the centre is dedicated to the natural heritage and the immense diversity of plants on Mt. Biokovo. Special emphasis is placed on the heritage of the Kotišina Botanical Garden, as the legacy of its founder, Father Jure Radić.

kotisina-makarska.com/interpretacijski-centar-veliki-kastel/

Kamen Brela

On the western side of the famed beach in Brela, Punta Rata, is perhaps the best known symbol of the region.

Called a crag, islet or just a rock, this monumental rocky boulder which was once, long ago, home to the Mediterranean monk seal, a rare and endangered seal species, today is one of the most photographed attractions of the region. The islet is covered by surprisingly diverse vegetation, and since this is a very rare phenomenon, it is protected and guarded, and so it is best enjoyed "without touching".





Osejava Peninsula

Makarska and Tučepi are connected by the green oasis of the Osejava Peninsula, Makarska's largest city park that starts right behind the hotel of the same name at the easternmost point of town. Osejava is also the name of the forest and park and excursion area that is a site for adrenalin fun, and also a beloved swimming area for those who prefer more intimate coves or are inclined to be completely free on the famed Nugal nude beach.

The dense pine woods in the Osejava forest feature numerous trails, and the sea under the vertical cliffs of the peninsula is unbelievably clear. In the shade of the woods, you can meet walkers, runners, cyclists, brave cliff jumpers and sports climbers, while a special attraction is the waterfall that forms at Nugal beach after rainy days.

Viewpoint Kremenik - Drvenik

Just a few hundred metres uphill from the Adriatic main road (D8) above the town of Drvenik is the stunning viewpoint Kremenik.

This is an ideal location to rest in the peace and solitude of the heights above the sea. From here, you can view the unforgettable, spectacular and especially romantic sunsets, and watch the Drvenik harbour and ferries leading countless tourists to their destinations.





The Lakes of Imotski

The city of Imotski, situated deep in the karst landscape inland of Mt. Biokovo is known for its historical and cultural heritage, but it is also a fantastic place to really explore nature. **The greatest natural attraction are the lakes of Imotski, 11 in total!** Each one has its own distinctive beauty, each has its own story. You could spend days exploring them, together with the cultural, culinary and wine heritage of this region.

Blue Lake

The gravel trail under the Topana fortress leads to one of Croatia's loveliest lakes – the Blue Lake. Situated at the very edge of town, in a depression 300–500 metres deep, creating a unique visual effect for anyone standing at its edge.

You can descend down to the lake on the rocky serpentine path constructed in 1907. In the summer, people swim in the lake.

It is kidney-shaped, and its size varies depending on the water level. The largest ever measured length was 800 metres and width 500 metres, with a depth of up to 100 metres. It is also not rare that the lake completely dries out; instead of swimming, the locals get together to play a football match on the lakebed.

Red Lake

Just 1.5 km from the Blue Lake is the Red Lake, a deep karst pit filled with water. The lake is considered to be one of the deepest in Europe, and the name of "red" comes from the colour of the rock faces surrounding it. The lake was once a pit that was formed when the ceiling caved in, and experts call it a wonder of karst because it is shaped like a natural well, with a diameter of about 200 metres and a depth greater than 500 metres. The lake cannot be accessed without alpine climbing experience and experience, but the view from afar is no less amazing.

Green Lake

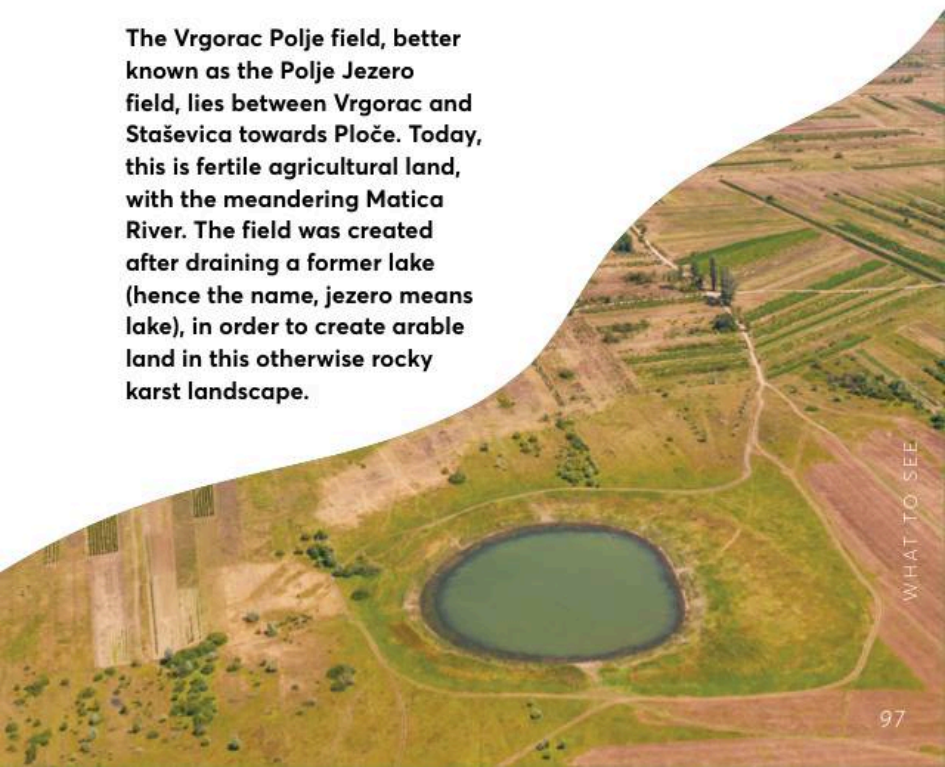
Unlike the other two "coloured" lakes, the Green Lake is manmade. The official name of the Green Lake is the Ričice Reservoir, and it is found in the settlement Ričice in the northwestern part of the Imotski area. The lake was created in 1985 as part of a never-completed project, and today is an ideal place for recreation, walking, running and family excursions.

Polje Jezero field

The Vrgorac Polje field, better known as the Polje Jezero field, lies between Vrgorac and Staševica towards Ploče. Today, this is fertile agricultural land, with the meandering Matica River. The field was created after draining a former lake (hence the name, jezero means lake), in order to create arable land in this otherwise rocky karst landscape.

This area is one of the most fertile and attractive agricultural areas in Dalmatia. Many are often surprised to learn that this is also Croatia's largest wine-growing region, with over 10 million vines, including unique varieties such as Zlatarica Vrgorska, Medna, Trnak, and Plavka.

Polje Jezero field is also a true trekking cycling heaven, designed and marked as a cyclo-destination in which you can create your own route from the green labyrinth of gravel trails, thanks to the innovative approach to marking the routes.



Climate properties

The three geographic parts of the region, - the coastline, Mt. Biokovo, and its inland - are marked by three climate belts. The coastal belt, also called the Makarska Riviera, has a Mediterranean climate with long periods of clear weather, warm summers, an abundance of sunshine, and mild winters that only really become cold when the Bora wind blows..

The Bora is a typical Adriatic northwesterly wind that blows at high speeds (in gusts), and it blows the longest during the colder part of the year. The second significant local wind is the Jugo (Scirocco), a strong southeasterly that blows evenly, at similar average speeds as the Bora, and it achieves its highest speeds in the favourably positions sea channels.

Mt. Biokovo, depending on the elevation, has climates ranging from sub-Mediterranean to alpine, meaning that the weather conditions are often changing. In the peak areas, the winters are harsh and cold, in summer very dry and hot, and the difference between the morning temperature and the daily maximum can sometimes be extreme.

The inland areas of Biokovo have a sub-Mediterranean climate with dry, hot summers and temperatures that can reach up to 40°C, while the winters are cold, and sometimes with snow for short times.

Mean monthly air temperatures and precipitation

MAKARSKA

1961 - 2006	AIR TEMPERATURE	PRECIPITATION
Month	Mean monthly temperature (°C)	Quantity (mm)
Jan	8.1	110.6
Feb	8.9	59.0
Mar	10.5	74.2
Apr	15.8	35.1
May	19.6	72.3
Jun	23.2	43.2
Jul	27.3	33.1
Aug	25.0	100.9
Sep	22.9	136.3
Oct	19.2	49.4
Nov	13.2	75.9
Dec	11.4	34.1

Source: State Hydrological and Meteorological Institute

CONTACT THE LOCAL TOURIST BOARDS

Makarska Tourist Board

Franjevački put 2,
21300 Makarska
Tel: +385 (0)21 612 002
E-mail: info@makarska-info.hr

Vrgorac Tourist Board

Ul. hrvatskih velikana 49,
21276, Vrgorac
Tel: +385 (0)21 675 110
E-mail: info@tzvrgorac.hr

Podgora Tourist Board

A. Kačića Miošića br. 2,
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E-mail: info@tz-podgora.hr

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Imota Tourist Board

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Drvenik Tourist Board

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Tel: +385 (0)21 628 200
Email: info@drvenik.hr

Igrane Tourist Board

Vrtina 153,
21329 Igrane
Tel: +385 (0)21 627 801
E-mail: info@igrane.org

Živogošće Tourist Board

Porat 87,
21331 Živogošće
Tel: +385 (0)21 627 077
E-mail: tzm-zivogosce@st.t-com.hr

Split-Dalmatia Tourist Board

Prilaz braće Kalitera 10,
21000 Split
Tel: +385 (0)21 490 032
E-mail: info@dalmatia.hr

www.dalmatia-outdoor.hr



Trail – Full Cycling Experience

Trail – Full Cycling Experience, a brand of the company SPOT d.o.o., is a one-stop shop for the development of cyclo-tourism destinations. Our diverse and experienced team of consultants, cyclists, marketing experts and promotions, content creators, photographers and videographers cover all the steps needed to develop an area into a cyclo-tourism destination: from analysing the potential and existing resources, to designing and marking new routes, development of services, to the education of stakeholders in the public and private sector, creating promotional content and implementing promotions, designing and holding events to destination management.

Trail – Full Cycling Experience has grown out of our passion for cycling, enjoying nature and spending time with others who share the same passions. We have built all of our sporting, professional and tourism experience into the brand, to create a product that is the comprehensive development of cyclo-tourism destinations. With its structure and complexity, this product is unique on the Croatian market.

Our methodology of developing cyclo-tourism destinations covers three areas: infrastructure development, service development, and branding and promotions.

CONTACT:

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42000 Varaždin
+385 91 603 2601
info@spot.hr



INFRASTRUCTURE



We conduct exhaustive analysis of the potential and existing resources to design, propose and map a route network that is adapted for the needs and wants of the European cyclo-tourism market. When analysing and proposing the necessary infrastructure works, we focus on our detailed understanding of what cyclists want and need, and the experience of successful European cyclo-tourism destinations.

BRANDING AND PROMOTION



The secret of successful promotion of tourism destinations is to stand out in the crowd – to have a voice that is heard and a story that draws people in.

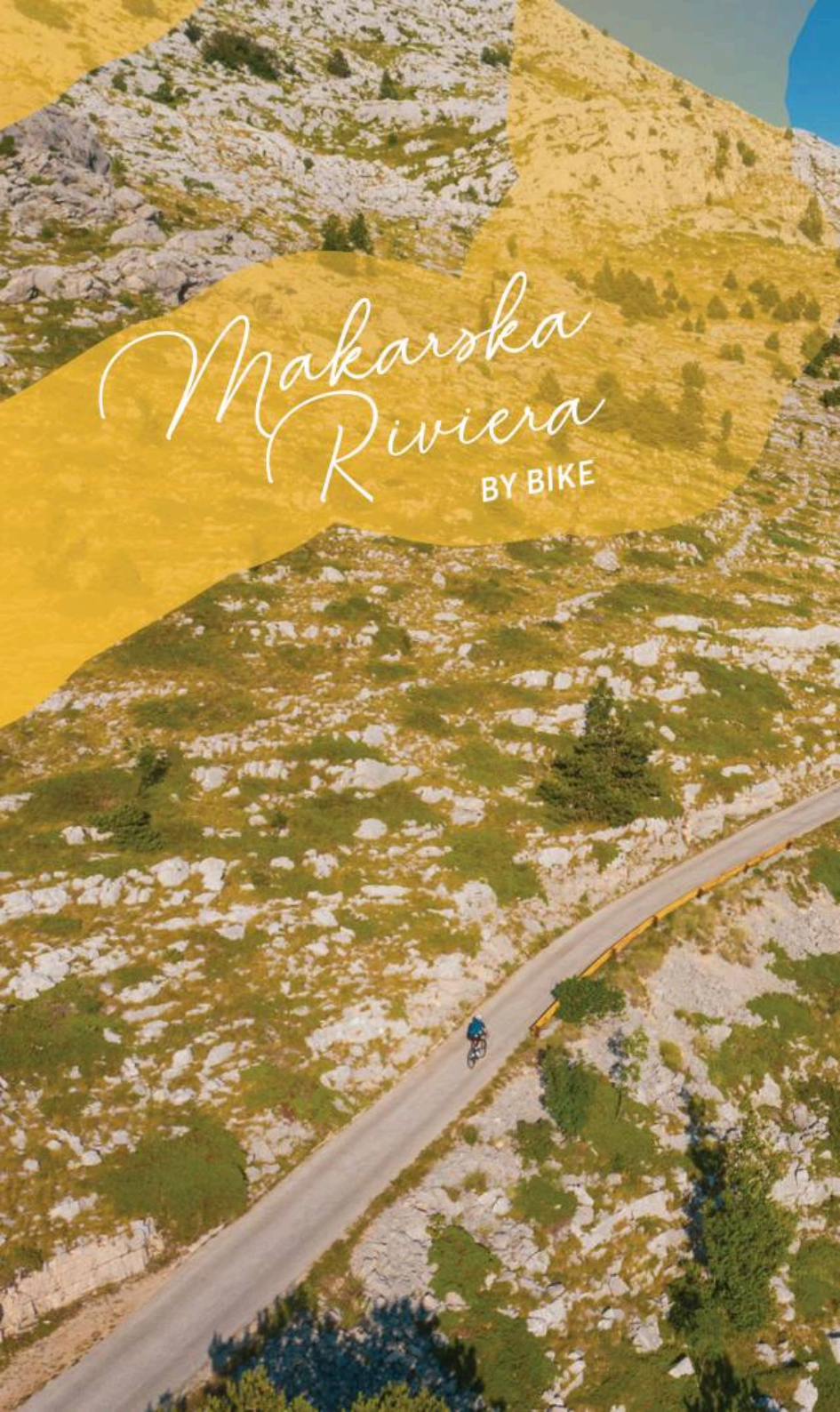
The systematic, innovative, creative and premium design of the promotion implemented by Trail is that voice in the crowd. We create a visual identity, prepare professional photographs and video materials, and create, design and run both digital and offline promotional campaigns.

SERVICE DEVELOPMENT



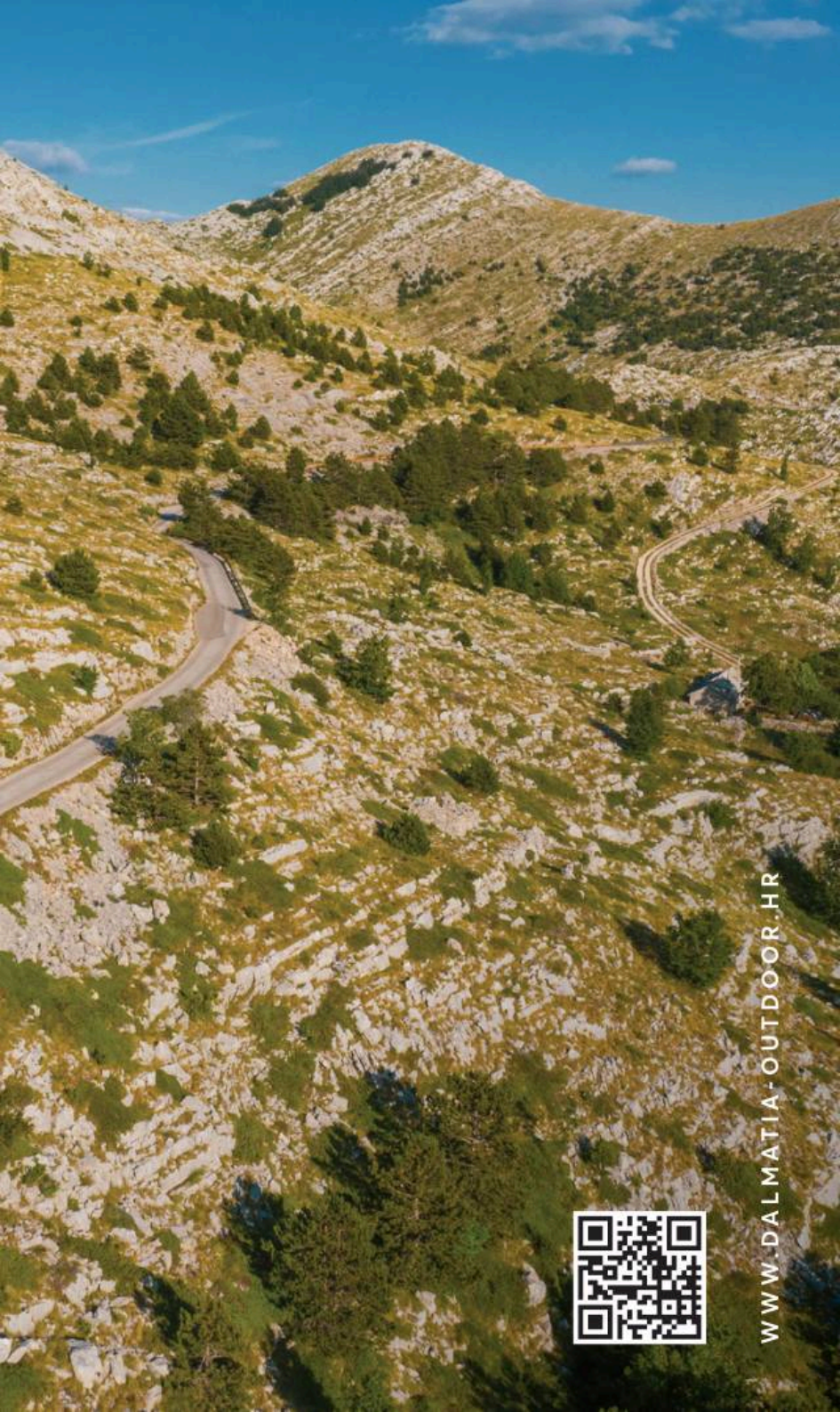
We know what cyclo-tourists need, want and expect, because we also spend every vacation and ever free moment on two wheels.

Our programme to stimulate service development consists of education, training and workshops for stakeholders in the private and public sectors, with the aim of understanding the services needed for cyclo-tourists to ensure they are satisfied, come back and share their positive experiences. The educational programme is modular, specially adapted to specific groups of tourism and other service providers, and includes training for cycling guides, education of hospitality workers and those offering accommodations, and support to the local community to more effectively receive and develop cyclo-tourists.

An aerial photograph of a winding asphalt road on a steep, rocky mountain. The mountain is covered in patches of green grass and shrubs. A single cyclist is visible on the road, moving away from the viewer. The sky is a clear, bright blue. A large, semi-transparent yellow shape is overlaid on the upper part of the image, containing the text.

Makarska Riviera

BY BIKE



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