

NOVALJA CITY

“As the city of Novalja is one of the top three summer destinations at the Croatian coast (Island of Pag) and the main port on the island of Pag, energy demand and environment management are the top priority. There are several EE and RES projects which should be implemented in the next period and the IE MODEL project will give us clear direction by means of a bottom-down approach. At the same time, as the City of Novalja does not have energy manager (non-existing administrative function) this will be an opportunity to upgrade our energy management skills and give us a bright vision of future energy plans; and through conducting/organizing energy days to educate local citizens and potential investors.”

Mr. Ivan Dabo, City Mayor of Novalja

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Welcome to Novalja!

Novalja is a town in the north of the island of Pag in the Croatian part of Adriatic Sea well known for its original Pag lace, world-renowned Pag cheese and lamb, best Adriatic beaches and the well-preserved nature spared from any kind of pollution, - In recent times Novalja became famous because of the Zrće Beach, which is one of the biggest summer party zones in Europe. The island of Pag is connected to the mainland by ferry and bridge (Paski most).

City of Novalja includes 10 settlements/villages (2006): Caska, Gajac, Kustići, Lun, Metajna, Novalja, Potočnica, Stara Novalja, Vidalići i Zubovići.

Climate on the island of Pag is Mediterranean; the biggest part of the island is rocky ground, while smaller part is covered by macchia. In the vallies and fields (Novaljsko, Poveljansko, Vlašicko and Dinjsko) wines, vegetables and fruits are cultivated.

The area of peninsula Luna is mostly planted with olive trees, so the manufacturing of oil is well developed. Inhabitants also breed sheepes, and make famous Pag cheese.

Novalja has a long, vivid and interesting history, with numerous archaeological locations in the town and its surroundings and three early Christian basilicas from the 4th and 5th century takes a special place among them.

From the archaeological aspect the area around Caska is very interesting and lately researches of the Roman settlement Cissa have been intensified. According to a legend, this settlement was destroyed in the 4th century earthquake.

The greatest value and curiosity represents a simple antique water supply system from the 1st century. People also treasure the traditional folk two-part singing - nakanat, which is also performed at a festival. Harmony- singing groups Navalja (men's group) and Murtulice (women's group) cherish the original Dalmatian harmony- singing tradition.

From the national treasury we single out the domestic dance naški, which is danced in vivid national costumes accompanied by the sound of bagpipes.

A special value has folk liturgical singing the richness of which is especially expressed in religious ceremonies of the Holy Week (from Palm Sunday to Easter Sunday).

Novalja has undergone an intensive development in the last 40 years owing to tourism which has completely changed the way of life and opened a wide range of opportunities for development. The continuous development of infrastructure and utility system ensure additional conditions for development which contributes to the increase in the overall quality of life in the town area. In the development of the modern tourism, the unavoidable Zrće beach stands out which is at the top of the Adriatic and European tourism for its attractiveness and offer, and for the number of guests has the title *the Croatian Ibiza* – because here the party lasts for 24 hours a day. In addition to Zrće, there is a number of other beaches and camps where one can enjoy: Straško, Caska, Trinčel, Babe, Planjka, Sv. Duh, Ručica, etc.

In one word, Novalja is a tourist *one stop shop* – the place where young people, families with children and older persons will equally enjoy the delicacies and natural beauties..

